



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, March 12, 2024

5:45 PM

Lower Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. February Minutes
- 3) Discussion Items
Action requested: discuss and take action as needed
 - a. Community Survey
- 4) Work Calendar
- 5) Adjourn

Dated: March 12, 2024

/s/ Dale Mayr, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, February 13, 2024

6:00 PM

Lower Conference Room

Minutes

I) Call to Order

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Kathleen Schneider

Also Present: Assistant City Administrator Schoenemann, City Attorney Sajdak, Inspections Supervisor Golden, and Executive Assistant Enea

II) Approval of Meeting Minutes

1. January Meeting Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Alderman Schneider

SECONDED BY: Alderman Bach

AYES: Mayr, Bach, Schneider

III) Ordinances

Action requested: review and recommend approval

- ORDINANCE 2024-1659** An Ordinance Amending Chapters 10 and 58 of the Mequon Municipal Code in Connection with Approvals by the City's Architectural Review Board, and Adopting Updates to the Board's Guidelines for Residential Structures

Inspections Supervisor Golden explained to the Committee how the previous recommendations made by the Public Welfare Committee were taken to the Planning Commission where one modification was made. The Commission wanted to provide a clear path for those whose requests were denied. If denied, a resident could appeal to the Architectural Board. Attorney Sajdak provided the Committee members with updated language to make the changes consistent with the rest of the code.

RESULT: **Approved by Voice Acclamation [Unanimous]**

Attachment: PW Minutes 021324 (9190 : February Minutes)

MOVED BY: Alderman Schneider
SECONDED BY: Alderman Bach

AYES: Mayr, Bach, Schneider

IV) Discussion

1. 2025 Community Survey Process Timeline

Assistant City Administrator Schoenemann presented the Community Survey Timeline to the Committee, beginning with the discussion that was had at Committee of the Whole in December with the expressed desire to have the survey completed by July 2025 in advance of the 2026 Budget and the Strategic Plan. The timeline was completed by Assistant City Administrator Schoenemann and Executive Assistant Enea and plans were to start reaching out to vendors by the end of the month. Before the March meeting, they will develop a matrix of criteria and narrow down the vendors to three. The three vendors will present their proposals to the Public Welfare Committee (PWC) from April-June and the Common Council will approve the PWC's vendor choice at the August meeting. The second half of 2024 will be designated for stakeholder feedback and question development. The survey instrument is anticipated to be finalized around January 2025 and the survey will be ready for release in May. The Committee had a brief discussion about there being enough time for question development. They could have more than one meeting per month if needed or add more time between January-May 2025. The selected vendor will help the Committee with question development as well.

V) Work Calendar

Next month, the Community Survey Vendor Matrix will be presented.

VI) Adjourn

Alderman Schneider moved to adjourn at 6:24 P.M. and Alderman Bach seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Attachment: PW Minutes 021324 (9190 : February Minutes)



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Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: March 7, 2024
SUBJECT: Community Survey

Background

During the December Committee of the Whole meeting, the Common Council discussed when to conduct the next community-wide survey. The Council's general consensus was to align the City's next survey with the upcoming update of the organization's five-year strategic plan. Bringing public opinion into the development of the next strategic plan would be an insightful element, providing the City with the latest data from residents. The Strategic Plan is anticipated to be updated in late 2025/early 2026 and the survey results are expected to be ready by mid-2025. Over the last two months, staff worked to complete the initial steps to begin the survey development and vendor selection process based on the timeline presented at the February Public Welfare Meeting.

Analysis

In late February, staff met with four survey vendors, ETC Institute, Magellan Strategies, Polco, and ZenCity, and narrowed the pool to three service providers. Appended to this memo is a matrix that staff developed to begin the vendor selection process. The matrix depicts three general categories, which include Cost and Methodology, Question Development, and Administrative items necessary to conduct a community-wide survey. Based on the interviews conducted by staff and on ZenCity's method of distribution being via social media with targeted pop-up advertisements that identified ZenCity as the survey collector and not the City of Mequon, staff does not feel residents would trust the source and thereby not complete the survey. For this reason, staff recommends ZenCity be removed from consideration. The remaining three vendors all have merit and the ability to conduct the City's next survey. Moving forward, demonstrations and Q&A are scheduled to be completed by the three remaining survey vendors to the Public Welfare Committee in April, May, and June, with a contract award by the Common Council in August 2024.

Thereafter, survey question development will take place through the latter part of 2024 with the goal of finalizing the survey instrument by January 2025. Reserving the second half of the year for question development and finalization should provide sufficient time to gather stakeholder feedback. The survey timeline, which is also attached, does include flexibility for additional question development time should such be needed. Then, upon the completion of the survey instrument, the survey is proposed to be released to the community in May, and finalization of the data could occur in June before the Common Council's July 2025 meeting for the presentation of the survey results.

Recommendation

For its March meeting, staff suggests the Public Welfare Committee to review the vendor selection matrix and share feedback with staff as to what services provided by each company are most important moving forward.

Attachments:

Vendor Selection Matrix (XLSX)

Community Survey Timeline 2 7 24 (DOCX)

City of Mequon 2025 Community-Wide Vendor Selection Matrix

	ETC Institute	Magellan Strategies	Polco	ZenCity
Cost & Methodology				
Cost	\$18,500	\$10,000-\$17,000	\$24,300-\$33,200	\$42,000/\$27,500 with discount
Timeline	Will work w/ City's extended time frame- 4 mos. is all that is needed	40 days or longer if requested by the City	5 mos. or longer if requested by City	3 mos. always-on, plus one mo. for result analysis
Sample Size	Will send approx. 2,500 surveys with a target of 400 responses=level of precision +/-5% margin of error	50% of adult population with a goal of 1,200 responses	Conducts Scientific Sample with 3,000 Residents to get 250-450 responses and then Opens to Whole Community	400
Distribution Method	Hybrid approach, includes mailing hard copy of survey with a City cover letter & online version	Sends multiple MMS text survey invitations, survey link via email, & QR code to publicize	Mail Paper Survey to Sample and QR Code for rest of Community or Digital only (\$15,000)	Social Media targeted ads
Question Development				
Benchmark Capability	Y/Regional & National	Compares with Cities of Similar Size/Demographics	Y- 4 pages (26 questions)	Y
# of questions	Low 30's (5-6 pages)	25-75	26-33	30
Question Customization	Y	Y	1.5 pages: 6-7 questions or all custom for \$33,200	5-6
Question Development Help	3-4 drafts	Y	3 meetings(included in \$33,200 price)	Y
Question Refinement	Y	Y	Y	Y
Administrative				
Address Generation	Buys addresses- GIS file	Uses CSS Direct to get #s	Buys postal service addresses	N/A
Reminder Postcard	If Necessary	N	Y	N
Assigned Project Manager	Y	Y	Y	Y
Dashboard for Comparison	Including at no additional cost(typically \$5,000 addit.)	Cross-tab report	Y	Y
Results Presentation	Virtual Presentation included in price, \$2,000 addit. for in-person	Additional Fee for in-person/Virtual included	3K(included in price)- In Person or Virtual	No In-person/Virtual Presentation Included
Additional Services Offered	Toll-free number to assist residents, will include a drawing for \$500 gift card as incentive for residents to respond	Uses ChatGPT to summarize open-ended questions, adds images to enhance survey, all-inclusive pricing	Addit. Services at addit. fees as noted in proposal	The results are representative of your community, weighted according to the census data of your City.
References	700 cities/counties	100+ local govts.	500+ & ICMA	300+

Attachment: Vendor Selection Matrix (9186 : Community Survey)

City of Mequon
2025 Community-Wide Survey Timeline

2024	Action Step	Timing
Q1	Develop Vendor Rating Matrix	February – March
	Staff Solicit Quotes	March
Q2	Vendor Demos / Discussion	April-June
	Vendor Selected by Public Welfare	July
	Vendor Recommendations to Common Council	August
	Committee of the Whole Question Topic Discussion	September
Q4	Stakeholder Feedback Collection	October
	Question Development at Public Welfare Committee	October – December
2025	Action Step	Timing
Q1	Final Questions Approval by Council	January
Q2	Conduct the Community-Wide Survey	May
	Data Collection and Analysis by Consultants	May
	Review and Audit of Draft Report	June
	Presentation of Results to the Common Council	July
	Finalization of Community-Wide Survey Report	July



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Office of Administration

TO: Public Welfare Committee
FROM: Justin Schoenemann, Assistant City Administrator
DATE: February 6, 2024
SUBJECT: Work Calendar

Meeting Topics

February

- Architectural Board Review (Continued)
- Community Survey (Continued)

March

- Community Survey (Continued)

April

- Community Survey (Continued)

Future Agenda Topics

- Chapter II, Article IV Review (Continued)
- Adopt-A-Median Program
- Community Outreach Initiatives
- Logo Redesign/Branding

2024 Completed Items

- Sign Code Ordinance