



11333 N. Cedarburg Road
Mequon, WI 53092
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www.ci.mequon.wi.us

Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Wednesday, August 14, 2024

5:00 PM

Lower Conference Room

Agenda

1) Call to Order, Roll Call

2) Approval of Meeting Minutes

Action requested: review and approve

a. July Meeting Minutes

3) Ordinances

Action requested: review and recommend approval

a. **ORDINANCE 2024-1664** An Ordinance Amending Chapter 58 of the Mequon Municipal Code Related to Specific Development Standards for Distilleries

4) Discussion Items

Action requested: discuss and take action as needed

a. Vendor Selection and Survey Question Review

5) Work Calendar

6) Adjourn

Dated: August 14, 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, July 9, 2024

5:45 PM

Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr

Alderman Brian Parrish

Alderman Gregg Bach -- **Absent**

Also Present: Assistant City Administrator Schoenemann and Executive Assistant Enea

2) Approval of Meeting Minutes

a. June Minutes

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

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Mayr

AYES: Mayr, Parrish

ABSENT: Bach

3) Discussion Items

a. Vendor Selection for Community Survey

Executive Assistant Enea provided an overview of the materials included in the packet which included the proposals from the three vendors, Magellan Strategies, Polco, and ETC Institute, and an updated matrix. Ms. Enea also shared the two positive reference checks that she received for ETC Institute and Polco per Alderman Bach's request. Both cities chose their respective survey companies because they valued having a statistically significant sample and were seeking to use benchmark questions that compared their city's performance to other cities. One of the cities opened the questioning to other residents outside of the statistical sample and another city did not because they were concerned with "ballot box stuffing." The city that did open the survey to other residents found those results to be similar to the statistical sample results.

Attachment: PW Minutes 070924 (9591 : July Meeting Minutes)

The Committee had a brief discussion about the vendors, how the survey was previously not intended to be a baseline for future surveys, and how the quantity of survey responses received does not necessarily make it more significant. The Committee did feel that residents should continue to be questioned about development in the community and the desired City population. The Committee requested that staff ask ETC if they could mail a postcard with a QR code to those not in the statistical sample, summarize the findings of those taking the on-line survey, and if ETC could present the findings to the Council in-person. A price quote will be provided at the next meeting. Alderman Parrish moved to select ETC Institute with the above additions and Alderman Mayr seconded.

RESULT: **Approved as Amended [Unanimous]**

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Mayr

AYES: Mayr, Parrish

ABSENT: Bach

4) Work Calendar

The Committee will review ETC Institute's price quote at the next meeting and review survey questions submitted by other Committees.

5) Adjourn

Alderman Mayr moved to adjourn at 6:15 P.M. and Alderman Parrish seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant



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 Mequon, WI 53092-1930
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 Fax: 262-242-9655

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Office of Community Development

TO: Public Welfare Committee
FROM: Kim Tollefson, Director of Community Development
DATE: July 9, 2024
SUBJECT: ORDINANCE 2024-1664 An Ordinance Amending Chapter 58 of the Mequon Municipal Code Related to Specific Development Standards for Distilleries

Background

The Town Center (TC) District allows for a micro-distillery use provided that the distillery includes certain ancillary amenities such as a tasting room, retail sales, etc. The purpose of these ancillary amenities is to avoid having a purely manufacturing use within the TC District, and to also activate the public component of the district to meet the goals of creating an active and pedestrian-focused neighborhood.

Foxtown Distillery previously approached City staff indicating that there were conflicts between the City's requirements for ancillary amenities and the federal regulations related to distilled spirit premises. In short, Foxtown indicates that federal regulations prohibit it from providing other uses on the same premises that are used for production. Additionally, the Wisconsin legislature enacted 2023 Wis. Act 73 which made significant changes to the regulation of alcohol production, sales and consumption. After reviewing both the Federal regulations and Act 73, the City Attorney has prepared the proposed ordinance amendment to harmonize these various regulations while continuing to allow for distillery uses within the TC District.

Analysis

The proposed ordinance has multiple sections. The first section provides an amendment that further defines the scope of the distillery use. As mentioned above, one of the goals is to preserve the active, pedestrian-focused nature of the TC District. A large manufacturing facility with no public access obviously does not accomplish this task. Limiting the total floor area is another method of ensuring that the use does not overtake the district.

Sections two and three are not directly related to distillery use, although they apply to the use just as it would all uses in the district. This section further expands on some of the policy choices designed to accomplish the goals of the District.

The final substantive sections are changes designed to address conflicts in distillery regulations. These changes effectively retain the requirement for ancillary amenities but allow a distillery to meet that requirement by using two different premises within the TC District. Accordingly, the proposed ordinance amendments add express language that a stand-alone production facility is

not allowed.

Fiscal Impact

The proposed ordinance is fiscally neutral.

Recommendation

On June 24, 2024, the Planning Commission approved a recommendation in favor of adopting the proposed ordinance amendments by a vote of 7-0. A recommendation is forthcoming from the Public Welfare Committee on August 14, 2024.

COMMON COUNCIL
OF THE
CITY OF MEQUON

ORDINANCE 2024-1664

An Ordinance Amending Chapter 58 of the Mequon Municipal Code Related to Specific
Development Standards for Distilleries

RECITALS

A. Pursuant to the authority granted to it under Section 62.23(7) of the Wisconsin Statutes, the City of Mequon previously adopted a comprehensive Zoning Code for the City which includes Sections 58-301, 58-302, and 58-303 of the Municipal Code related to certain development in the Town Center and Arrival Corridor Districts.

B. The Planning Commission, by a majority vote, adopted a recommendation to approve a text amendment changing some definitions, design standards and locational standards for development on June 24, 2024.

C. The Public Welfare Committee recommended approval of the text amendment changing some definitions, design standards and locational standards for development on August 14, 2024.

D. Following a public hearing on the proposed changes, and based upon all available information before it, the Common Council desires to amend the regulations for certain commercial properties in the form attached hereto.

E. The zoning regulations, including the regulation of design and location, furthers the health, safety, and welfare of the community.

BASED UPON THE FOREGOING RECITALS, the Common Council of the City of Mequon, Wisconsin, do ordain as follows:

SECTION I

The Food and Beverage section of Table 58-301-1 of the Mequon Municipal Code is amended to read as follows (NOTE: deleted text is ~~struck through~~; added text is **bold-underlined**):

Town center breweries, micro-distilleries, micro-wineries; <u>limited to a total of 4,000 square feet or less of gross floor area devoted to production</u>	C	✓
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SECTION II

Section 58-301(l) of the Mequon Municipal Code is amended to read as follows (NOTE: deleted text is ~~struck through~~; added text is bold-underlined):

(l) *Building composition.*

(1) *General design.* All buildings shall be designed with four-sided detail, have a distinct base, middle and top and contain features and proportions that are scaled to pedestrians. The base of the building shall be articulated with a horizontal expression line creating a distinct ground level zone of the building. The middle, or mid-section, of the building shall be articulated by surface variations of depth through windows and architectural elements and form an expression line which sets up the building's top. The top portion of the building shall include architectural features of form that provide distinction. In addition to the required windows and principal entrance, the front façade shall include architectural features which emphasize it as the front façade. First floor façades shall maintain open, transparent storefronts and windows subject to technical standards established by the department of community development.

(2) Floor plan. The principal operations of any use shall be located in a manner that promotes street level activity and interest and shall serve as the principal features within view from the public to reinforce maximum visibility into and out of the building and tenant space.

Service areas are functions that are permitted only as ancillary operations to the principal use. Service areas shall be limited in scale and location within the building and tenant space. Service areas, including but not limited to, bathrooms, mechanical and storage rooms, closets, staircases, elevators, hallways, private office space and production areas shall be located to the interior of the floor plan as defined by staff. The service area functions do not qualify to activate and engage the public.

~~(2)~~(3) *Window area.* Required window areas have the following purpose:

- a. Contribute to the overall building composition
- b. Enhance curb appeal and neighborhood value
- c. Promote natural surveillance
- d. Reduce energy consumption through the use of passive solar design
- e. Display business products and services

Required window areas shall remain transparent with windows that allow two-way views into first floor occupant spaces, working areas, lobbies or pedestrian entrances, as applicable, except for the following permitted window area obstructions.

1. Window area obstructions. The following are permitted window area obstructions:

i. Permitted window signage. Window signage is a permitted window area obstruction and shall comply with the following design standards:

- Window signage shall be limited to 33 percent of each individual window area in the occupant's space.
- Window signage shall not obstruct more than 30 percent of the window area measured between four and eight feet in height above the adjacent walkway level.
- The front of the signage shall face the adjacent walkway.
- Window signage shall be consistent with and relate to the products, services and brand elements of the occupant's use.

ii. Window shelving. Window shelving located within four feet from the surface of the window is a permitted window area obstruction and shall comply with the following design standards:

- Window shelving units shall be limited to 33 percent of the use's aggregate window area as defined in section 58-301(l)(2).
- Window shelving units and product display shall not obstruct more than 30 percent of the window area measured between four and eight feet in height above the adjacent walkway level.
- Window shelving units shall be set back eight inches from the surface of the window.
- The front of the shelving units and products displayed on shelving shall face the adjacent walkway.

iii. Enclosed window displays. Enclosed window displays have a full background and sides that completely separate the interior of the store from the display window. Enclosed window displays are permitted window area obstructions and shall comply with the following design standards:

- Enclosed window displays shall be limited to 33 percent of the use's aggregate window area as defined in section 58-301(l)(2).
- Only one window pane per use shall be permitted as an enclosed window display.
- Enclosed window displays shall be internally lit during evening business operating hours. Lighting

is subject to the approval of the department of community development.

- Enclosed window displays shall have a minimum depth of three feet.
- Enclosed window displays shall be designed to relate to the scale of the window area and be consistent with and relate to the products, services and the brand elements of the associated occupant's use.
- Displays shall change:
 - At a minimum, seasonally, unless approved by the department of community development.
 - When products or display elements begin to fade or deteriorate in appearance.
 - Enclosed window displays shall be maintained in a clean, clutter free manner.
 - All mechanical equipment shall be disguised from public view.

2. Prohibited window area obstructions. The following window area obstructions and obstructions similar to the following as determined by the planning commission, are prohibited:

- Protective grilles
- Window bars
- Metal or similar material roll down screens or gates reflective, dark tinted or frosted glass
- Materials not otherwise permitted in this section that block visibility through windows into first floor occupant spaces along streets, walkways, plazas or parking areas.
- Backs of signs or backs of shelving units

3. Exceptions to window area obstructions. The planning commission may approve window area obstructions of types and amounts not specified in section 58-301(1)(2)a. for first floor windows for the following uses upon finding that strict compliance is impractical under the circumstances and the proposal includes amenities that address the adverse effects, if any, of the exception:

- Medical and institutional uses
- Specialty food retailers
- Theatres
- Parking garages
- Others as approved by planning commission

~~(3)~~(4) *Primary and secondary materials.* Table 58-301-2, Building Materials in the Town Center District, lists all permitted and not allowed primary and secondary building materials. Primary material shall be applied to at least 80 percent of the opaque portion of the façade which is visible from a public space.

Secondary material shall be applied to not more than 20 percent of the opaque portion of the façade which is visible from a public space.

~~(4)~~(5) *Awnings and canopies.* Awning and canopies are encouraged in order to provide protection for pedestrians and shall be placed to emphasize individual uses and entrances. Back-lighted, plastic, vinyl or similar material awnings and canopies shall be prohibited.

SECTION III

Section 58-302(l) of the Mequon municipal code is amended to read as follows (NOTE: deleted text is ~~struck through~~; added text is bold-underlined):

(l) Building composition.

(1) General design. All buildings shall be designed with four-sided detail, have a distinct base, middle and top and contain features and proportions that are scaled to pedestrians. The base of the building shall be articulated with a horizontal expression line creating a distinct ground level zone of the building. The middle, or mid-section, of the building shall be articulated by surface variations of depth through windows and architectural elements and form an expression line which sets up the building's top. The top portion of the building shall include architectural features of form that provide distinction. In addition to the required windows and principal entrance, the front facade shall include architectural features which emphasize it as the front facade. First floor façades shall maintain open, transparent storefronts and windows subject to technical standards established by the department of community development.

(2) Floor plan. The principal operations of any use shall be located in a manner that promotes street level activity and interest and shall serve as the principal features within view from the public to reinforce maximum visibility into and out of the building and tenant space.

Service areas are functions that are permitted only as ancillary operations to the principal use. Service areas shall be limited in scale and location within the building and tenant space. Service areas, including but not limited to, bathrooms, mechanical and storage rooms, closets, staircases, elevators, hallways, private office space and production areas shall be located to the interior of the floor plan as defined by staff. The service area functions do not qualify to activate and engage the public.

~~(3)~~(2) *Window area.* Required window areas have the following purpose:

- a. Contribute to the overall building composition
- b. Enhance curb appeal and neighborhood value
- c. Promote natural surveillance
- d. Reduce energy consumption through the use of passive solar design
- e. Display business products and services

Required window areas shall remain transparent with windows that allow two-way views into first floor occupant spaces, working areas, lobbies or pedestrian entrances, as applicable, except for the following permitted window area obstructions.

1. *Window area obstructions.* The following are permitted window area obstructions:

i. Permitted window signage. Window signage is a permitted window area obstruction and shall comply with the following design standards:

- Window signage shall be limited to 33 percent of each individual window area in the occupant's space.
- Window signage shall not obstruct more than 30 percent of the window area measured between four and eight feet in height above the adjacent walkway level.
- The front of the signage shall face the adjacent walkway.
- Window signage shall be consistent with and relate to the products, services and brand elements of the occupant's use.

ii. Window shelving. Window shelving located within four feet from the surface of the window is a permitted window area obstruction and shall comply with the following design standards:

- Window shelving units shall be limited to 33 percent of the use's aggregate window area as defined in section 58-302(1)(2).
- Window shelving units and product display shall not obstruct more than 30 percent of the window area measured between four and eight feet in height above the adjacent walkway level.
- Window shelving units shall be set back eight inches from the surface of the window.
- The front of the shelving units and products displayed on shelving shall face the adjacent walkway.

iii. Enclosed window displays. Enclosed window displays have a full background and sides that completely separate the interior of the store from the display window. Enclosed window displays are permitted window area obstructions and shall comply with the following design standards:

- Enclosed window displays shall be limited to 33 percent of the use's aggregate window area as defined in section 58-302(1)(2).

- Only one window pane per use shall be permitted as an enclosed window display.

- Enclosed window displays shall be internally lit during evening business operating hours. Lighting is subject to the approval of the department of community development.

- Enclosed window displays shall have a minimum depth of three feet.

- Enclosed window displays shall be designed to relate to the scale of the window area and be consistent with and relate to the products, services and the brand elements of the associated occupant's use.

- Displays shall change:

- At a minimum, seasonally, unless approved by the department of community development.

- When products or display elements begin to fade or deteriorate in appearance.

- Enclosed window displays shall be maintained in a clean, clutter free manner.

- All mechanical equipment shall be disguised from public view.

2. *Prohibited window area obstructions.* The following window area obstructions and obstructions similar to the following as determined by the planning commission, are prohibited:

- Protective grilles

- Window bars

- Metal or similar material roll down screens or gates Reflective, dark tinted or frosted glass

- Materials not otherwise permitted in this section that block visibility through windows into first floor occupant spaces along streets, walkways, plazas or parking areas.

- Backs of signs or backs of shelving units

3. *Exceptions to window area obstructions.* The planning commission may approve window area obstructions of types and amounts not specified in section 58-302(1)(2)a. for first floor windows for the following uses upon finding that strict compliance is impractical under the circumstances and the proposal includes amenities that address the adverse effects, if any, of the exception:

- Medical and institutional uses

- Specialty food retailers

- Theatres

- Parking garages

- Others as approved by planning commission

~~(4)(3)~~ *Primary and secondary materials.* Table 58-302-2, Building Materials in the Arrival Corridor District, lists all the permitted and not allowed primary and secondary building materials. Primary material shall be applied to at least 80 percent of the opaque portion of the facade which is visible from a public space. Secondary material shall be applied to not more than 20 percent of the opaque portion of the facade which is visible from a public space.

~~(5)(4)~~ *Awnings and canopies.* Awning and canopies are encouraged in order to provide protection for pedestrians and shall be placed to emphasize individual uses and entrances. Back-lighted, plastic, vinyl or similar material awnings and canopies shall be prohibited.

SECTION IV

Section 58-303(b) of the Mequon municipal Code relating to specific development standards for micro-distilleries is amended to read as follows (NOTE: deleted text is ~~struck through~~; added text is **bold-underlined**):

~~Micro-distillery.~~ A micro-distillery ~~is an establishment that produces less than 10,000 gallons of spirits on site per year.~~ Distilleries shall provide the following operations and features:

- a. ~~The M~~**Manufacturing/production/processing**, bottling, packing, and storing ~~and shipping of~~ spirits ~~on premise and ship spirits from the bonded premises of the distilled spirits plant.~~
- b. Retail sale of spirits on **the general premises of the distilled spirits plant, on a separate premises as may be authorized by law that is located within the same zoning district, or both.**
- c. Consumption of spirits on **the general premises of the distilled spirits plant, on a separate premises as may be authorized by law that is located within the same zoning district, or both.**
- d. ~~A T~~**asting room for samples of spirits on the general premises of the distilled spirits plant.**
- e. Indoor and outdoor event space on **the general premises of the distilled spirits plant, on a separate premises as may be authorized by law that is located within the same zoning district, or both.**

The operations and features associated with **the bonded premises of the distilled premises plant** ~~section a-~~ listed above, shall not exceed 60 percent of the total **floor area of the full micro-distillery operations on**

premises within the zoning district. A micro-distillery use which consists solely of manufacturing or production facilities shall not be permitted.

In addition to the required operations and features listed above, a Mmicro-distilleryies may provide the following operations:

- a. Sit-down restaurant on premises.
- b. Delicatessen on premises.
- c. ~~Similar ancillary uses on premises as approved by the Planning Commission.~~

A Mmicro-distilleryies shall not conduct the following operations:

- a. Fast food restaurant ~~on premises.~~
- b. Drive thru services.

SECTION V

Section 58-303(c) of the Mequon Municipal Code is created to read as follows:

(c) *Definitions.* The following words, terms and phrases, when used in this Article IV, shall have the meanings ascribed to them below, except where the context clearly indicates a different meaning:

Micro-distillery. A micro-distillery is a use that includes both the distilling and/or rectifying of less than 10,000 gallons of distilled spirits on site per year, and additional amenities as may be further required by this code. [1]

Footnotes:

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Federal Law reference— Distilled Spirits Plants - Definitions, 27 C.F.R. § 19.1

SECTION VI

The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

SECTION VII

All ordinances and parts of ordinances in contravention to this ordinance are hereby repealed.

SECTION VIII

This Ordinance shall be in full force and effect upon its passage and on the day after its publication.

Approved by: Andrew Nerbun, Mayor

Date Approved: August 14, 2024

I certify that the foregoing Ordinance was adopted by the Common Council of the City of Mequon, Wisconsin, at a meeting held on August 14, 2024.

Caroline Fochs, City Clerk

Published: _____



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Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: August 8, 2024
SUBJECT: Vendor Selection and Survey Question Review

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. Over the first quarter of 2024, 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. In late February, staff met with four survey vendors, ETC Institute, Magellan Strategies, Polco, and ZenCity, and narrowed the pool to three service providers. A matrix was developed to begin the vendor selection process and identify the criteria of most importance moving forward in identifying the best suited vendor. The matrix depicted three general categories, which include Cost and Methodology, Question Development, and Administrative items necessary to conduct a community-wide survey.

The three vendors under consideration for conducting the City's next community survey were ETC Institute, Magellan Strategies, and Polco. Each vendor provided the Committee with a 30-minute presentation, with an additional 15 minutes for questions. At the July Public Welfare Meeting, the Committee selected ETC Institute and requested them to amend their original proposal and include mailing a postcard with a QR code to all residents not included in the statistical sample, to summarize the on-line survey findings in addition to the statistical survey findings, and appear in-person to present the survey findings to the Council.

Analysis

It is anticipated that the Public Welfare Committee will review ETC Institute's updated proposal at its August meeting and forward its final vendor recommendation to the Common Council for a contract award with any additional feedback that the Committee would like presented to the Council. The vendor contract award is expected to occur at the Common Council's September meeting.

At the August meeting, the Committee will also start to review the attached survey questions submitted from other Committees.

Fiscal Impact

The survey costs based on the three proposals ranged from \$10,000 - \$48,200, depending on question customization options, delivery method of the survey, and number of residents to receive the survey. The cost of the selected vendor with the selected options is \$23,850.

Recommendation

Staff will be ready to gather feedback and direction from the Committee for the 2025 survey.

Attachments:

Mequon WI 2024 Updated Community Survey Proposal (DOCX)

Survey Topics received from other Committees (PDF)



Marketing Research, Demography, Statistical Applications

725 W. Frontier Circle, Olathe, Kansas 66061
(913) 829-1215 FAX: (913) 829-1591

July 12, 2024

Carrie Enea
Executive Assistant – Communications
City of Mequon
11333 N. Cedarburg Rd.
Mequon, WI 53092
262.236.2941

Subject: Proposal to Conduct a Community Survey for the City of Mequon

Dear Ms. Enea:

ETC Institute is pleased to submit a scope of work and fees to conduct a community survey for the City of Mequon. If selected for this project, ETC Institute will provide the following services:

Task 1: Design the Survey and Prepare the Sampling Plan. Task 1 will include the following services:

- Working with City staff to develop the content of the survey. Although ETC Institute will tailor the survey to the City's needs, our firm will provide sample questions from other communities to make the development of the survey instrument as easy as possible. It is anticipated that 3-4 drafts of the survey will be prepared before the survey is approved by the City. The survey will be 5-6 pages in length.
- Participating in meetings by phone to develop the survey.
- Conducting an internal pilot test of the survey to ensure the questions are understandable and properly structured to enable response data to be accurately captured and reported. Based on the results of the pilot test, ETC Institute will recommend changes (if needed) to the survey.
- Selecting a sample of residents to be contacted for the survey. The sample will be address-based within the City of Mequon.

Deliverable Task 1. ETC Institute will provide a copy of approved survey instrument.

Task 2: Administer the Survey. Task 2 will include the following services:

- ETC Institute will administer the survey by a combination of mail, Internet and social media..
- ETC Institute will mail the survey and a cover letter (on City letterhead) to a random sample of approximately 2,500 to 3,000 households. Only one survey per household will be sent. Postage-paid envelopes will be provided by ETC Institute for each respondent. The City will provide a cover letter for the mailed survey. The cover letter will contain a link to an online version of the survey. Residents will have the option of returning the printed survey by mail or completing it on-line.
- Approximately 7 days after the surveys are mailed, ETC Institute will follow-up via e-mail, social media or phone with households that received a mailed survey.
- ETC Institute will monitor the distribution of the response sample to ensure that the sample reasonably reflects the demographic composition of the Town with regard to age, geographic dispersion, gender, race/ethnicity and other factors.
- A sample of 400 completed surveys will provide results that have a margin of error of +/- 5% at the 95% level of confidence.
- In addition, in conjunction with the City. ETC will develop and mail a postcard notification to all identifiable households not included in the random sample, which will include a QR code, and an online link to the survey. The responses to the postcard notification will be included only as an attachment to the findings report as tabular data that shows the results for each question on the survey, including open ended questions.

Deliverable Task 2. ETC Institute will provide a copy of the overall results for each question on the survey.

Task 3: Analysis and Final Report. For the random sample, ETC Institute will submit a final report to the City. At a minimum, this report will include the following items:

- Formal report that includes an executive summary of the survey methodology and a description of major findings.
- Charts and graphs that show the overall results of each question on the survey.
- Benchmarking analysis showing how the Town compares to residents in other communities.
- Importance-Satisfaction Analysis that will identify the areas where the greatest opportunities exist to enhance overall satisfaction with Town services.
- Tabular data that shows the results for each question on the survey, including open-ended questions
- GIS maps

- A copy of the survey instrument

Deliverable Task 3: ETC Institute will submit the draft report and final report in an electronic format. ETC Institute will also provide the raw data in an Excel database, or other format if requested by the City, and an interactive data dashboard (developed typically 1-2 months following final report) In addition, ETC will make an on-site presentation to City officials as may be requested by the City.

Project Schedule

Listed below is ETC Institute's typical timeline for administering a community survey. Since the surveys will be administered entirely in-house, the completion date for the project is completely within our control.

- **Month 1**
Design survey instrument
Finalize sampling plan
- **Month 2-3**
Administer the survey
- **Month 3-4**
Draft Report Submitted for review
Prepare and Deliver the Final Report

Cost and Invoicing Schedule

The services described above will be provided to the City of Mequon for a total cost of \$23,850. It will be invoiced at the amount of \$11,925 within 30 days of execution of this agreement, and \$11,925 upon the completion and delivery of the survey to the City.

Closing

We appreciate your consideration of our proposal and look forward to your decision.

Sincerely,



Robert Heacock
Senior Project Manager, ETC Institute

Approved by City of Mequon, WI:

Authorized Signature/Title

Date

Background

The Public Welfare Committee is seeking the various City's boards and commissions interest in community survey topics. The Department of Community Development shared this request with the following groups:

- Planning Commission
- Economic Development Board
- Architectural Review Board

Analysis

Planning Commission. The Commission presents the following suggested topics:

- Public infrastructure and how to expand and utilize existing amenities such as the city pool, civic center, bike and pedestrian connections between different neighborhoods, the riverwalk area and city parks.
- Prioritization of capital improvement projects over the next 10 years for continuance of amenities and the necessary maintenance.
- Desire for street calming design measures.
- Identify ideal locations for active senior living housing.
- Preservation of open space and agriculture land through TDR (transfer of development rights), agrihoods and alternative densities.
- Confirmation of controlled growth with a projected total population of 30,000 while striving to maintain rural character, density and future development.

Economic Development Board. The Board suggested the following:

- Implementation of southwest industrial land use analysis should not wait for survey results, but rather obtain input during the rezoning public hearing process.
- Extent of city involvement in pursuing redevelopment of Donges Bay and Cedarburg Road.

Architectural Review Board. The Board did not have any pressing topics at this time. Please recall revisions were made in 2024 to the process for approval which created efficiencies for applicants and a revised set of guidelines were adopted. These changes were a result of recommendations from Management Partners' assessment of operations.

Carrie Enea

From: Kaye Redeker
Sent: Tuesday, July 16, 2024 8:55 AM
To: Carrie Enea
Subject: Community Survey Questions

Good Morning Carrie,

Here are the three topics that Bikeway came up with and approved for the upcoming community survey:

1. Willingness to fund extra bike & pedestrian improvements,
2. Feeling safe traveling by bike/foot from home, and
3. Do bike & pedestrian facilities contribute to quality of life?

-Kaye



Kaye Redeker
Administrative Assistant – Engineering Division
City of Mequon
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Carrie Enea

From: Ren Schlereth
Sent: Tuesday, July 16, 2024 8:51 AM
To: Carrie Enea
Subject: Community Survey - Board Responses

Tree Board, River Advisory, POSB and PW were to email me topics by 7/15.

Responses received:

Tree Board

Chreyl Brickman - 1) Invasive weed policy. 2) Speeding strategies-speeding is rampant

POSB

Steve Kulick - balancing the preservation of open space with the need for development and increasing the availability of housing, including low and moderate income housing

POSB and PW

Peter Bratt - 1) Green space - does Mequon need more parks and trails
 2) Form based zoning - does Mequon desire more traditional town centers (such as

what we have at Mequon and Cedarburg Rd)



Ren Schlereth (she/her)

Public Works/Parks/ Utilities
 Administrative Assistant

Phone: (262) 236-2913

Web: www.ci.mequon.wi.us

Email: kschlereth@ci.mequon.wi.us

10800 Industrial Drive

Summer Hours

M-Th 6:30 AM-3:30 PM

F 6:30 AM-10:30 AM

Carrie Enea

From: Melina Bowen
Sent: Monday, July 1, 2024 11:49 AM
To: Carrie Enea
Cc: Patrick Pryor
Subject: Survey Topics

Hello Carrie,

Here are the suggested community survey topics from Public Safety Committee and the Police Commission.

Public Safety:

- Would the community be willing to commit more money to certain items beyond the budget, such as speeding deterrent equipment to address speeding concerns.
- Would the community be in favor of a specified tax increase to fund an improved safety building.
- Does the community have any specific safety concerns regarding crime.
- If a resident has had contact with the Police/Fire departments, how was the response time.

Police Commission:

- Police Department Staffing
- Traffic Enforcement
- Quality of Service Received by the Police Department

Thanks,

Melina

Melina Bowen
Administrative Coordinator
 Mequon Police Department
 11300 N. Buntrock Avenue
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Attachment: Survey Topics received from other Committees (9592 : Vendor Selection and Survey Question Review)



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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

July

- Community Survey (Continued)

August

- Community Survey (Continued)

September

- 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

- FEMA Model Ordinance
- Aldermanic Ward Redistricting
- Architectural Board Review
- Sign Code Ordinance