



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, September 10, 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. August Meeting Minutes

3) Resolutions

Action requested: review and recommend approval

a. **RESOLUTION 4138** A Resolution Approving an Agreement for Completion of a Community-Wide Survey with ETC Institute of Olathe, Kansas, in the Amount of \$23,850

4) Discussion Items

Action requested: discuss and take action as needed

a. Community Survey Discussion

5) Work Calendar

6) Adjourn

Dated: September 10, 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
Wednesday, August 14, 2024
5:00 PM
Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Brian Parrish

Also Present: City Attorney Sajdak and Executive Assistant Enea

2) Approval of Meeting Minutes

a. Public Welfare Committee meeting minutes of July 9, 2024

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

MOVED BY: Alderman Bach

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

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

The Committee had a brief discussion regarding whether equipment could be viewed from the tasting room, the queuing of trucks, and how the City can revisit the ordinance if any issues that arise.

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

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Bach

AYES: Mayr, Bach, Parrish

4) Discussion Items

Attachment: PW Mins 081424 (9673 : August Meeting Minutes)

a. Vendor Selection and Survey Question Review

The Committee discussed several survey topics including demographics, using language that residents can understand, sending the survey on letterhead, not skewing questions in a certain way, survey fatigue, and finding out what is important to people. The Committee also discussed linking background information to questions. The Committee concluded with stating how meetings may need to be longer once formulation of questions begin.

5) Work Calendar

The Committee requested to have all the survey topics from the other Committees consolidated into one document and to provide the 2019 survey questions to review at the September meeting.

6) Adjourn

Alderman Bach moved to adjourn at 5:31 P.M. and Alderman Parrish seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

Attachment: PW Mins 081424 (9673 : August Meeting Minutes)



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 Mequon, WI 53092
 Phone: 262-236-2941
 Fax: 262-242-9655

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Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: September 10, 2024
SUBJECT: RESOLUTION 4138 A Resolution Approving an Agreement for Completion of a Community-Wide Survey with ETC Institute of Olathe, Kansas, in the Amount of \$23,850

Background

The City of Mequon has a long-held tradition of gauging community opinion by conducting surveys in which residents can voluntarily participate. Over the last quarter century, the City has conducted several community-wide surveys. The 1999 and the 2005 surveys were completed in concert with a community visioning process. A survey was also completed in 2013 and largely focused on economic development. Most recently, a survey was completed in 2019 that included economic development, zoning, City services, and the community pool. During the December 2023 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 an upcoming update of the organization's five-year strategic plan in 2025-26. Bringing public opinion into the development of the next strategic plan will be an insightful element, providing the City with the latest data from residents.

Analysis

During 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 Committee 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 to identify the most important criteria was developed to aid in identifying the best suited vendor. The matrix, which is attached, depicted three general categories, including 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. After vetting the proposals, work samples, and reference checks, the Public Welfare Committee selected ETC Institute as the best-qualified vendor to complete the next survey due to their level of expertise, full-service approach, price clarity, and benchmarking capability.

Fiscal Impact

The contract with UW-Milwaukee for the 2012 Survey was \$30,000. The contract with SRI for the 2019 survey was \$37,500, with an additional \$4,773.77 needed for extra costs due to the

delay in the completion of the survey instrument, additional survey mailings, and the addition of a reminder postcard. The survey costs for the 2025 survey, 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 approximately 2,500 surveys being mailed to a statistical sample and a postcard with a QR code linking to an on-line survey being mailed to the remaining Mequon households, is \$23,850.

Based on terms contained in the attached letter of agreement, 50% of the expenses will be paid in 2024 and the remaining 50% will be paid in 2025. Monies to fund this one-time expense are available from the American Recovery Plan Act and are eligible for distribution in both 2024 and 2025.

Recommendation

A recommendation is forthcoming from the Public Welfare Committee on September 10, 2024.

Attachments:

Vendor Selection Matrix 091024 (XLSX)

Mequon Community Survey Proposal from ETC Institute (DOCX)

COMMON COUNCIL
OF THE
CITY OF MEQUON

RESOLUTION 4138

A Resolution Approving an Agreement for Completion of a Community-Wide Survey with ETC
Institute of Olathe, Kansas, in the Amount of \$23,850

RECITALS

A. The City of Mequon is interested in obtaining assistance in the development, distribution, and analysis of a community survey.

B. The purpose of this survey is to gather input from residents about the future of the City of Mequon.

C. This information will provide citizen input to the Common Council as well as staff and other stakeholders in ongoing and future planning, policy decisions, and operations.

D. ETC Institute, a public policy market research firm located in Olathe, Kansas, submitted a proposal to provide these services including coordination with officials from the City through all phases of the project, including design, distribution, analysis, and reporting.

BASED UPON THE FOREGOING RECITALS, IT IS RESOLVED, by the Common Council of the City of Mequon that:

1. The Agreement between the City of Mequon and ETC Institute to conduct a Community-wide Survey is hereby approved and adopted by the Mequon Common Council in the form previously submitted by ETC Institute subject to any clerical, technical and/or legal changes deemed necessary and appropriate by the City Attorney.

2. The appropriate officers of the City of Mequon are hereby authorized to execute the Agreement on behalf of the City and deliver a fully executed counterpart of the Agreement to ETC Institute.

Approved by: Andrew Nerbun, Mayor

Date Approved: September 10, 2024

I certify that the foregoing Resolution was adopted by the Common Council of the City of Mequon, Wisconsin, at a meeting held on September 10, 2024.

Caroline Fochs, City Clerk

City of Mequon 2025 Community-Wide Vendor Selection Matrix

	ETC Institute	Magellan Strategies	Polco
Cost & Methodology			
Original Price Quote	\$18,500	\$10,000	\$24,300-\$33,200
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
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
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)
Cost to mail to all households	\$23,835	Only willing to send 2 reminder postcards- new cost \$15,000	\$48,200
Question Development			
Benchmark Capability	Y/Regional & National	Compares with Cities of Similar Size/Demographics	Y- 4 pages (26 questions)
# of Questions	Low 30's (5-6 pages)	25	26-33
Question Customization	Y	Y	1.5 pages: 6-7 questions or all custom for \$33,200
Question Development Help	3-4 drafts	Y	3 meetings(included in \$33,200 price)
Question Refinement	Y	Y	Y
Administrative			
Address Generation	Buys addresses- GIS file	Uses CSS Direct to get #s	Buys postal service addresses
Reminder Postcard	If Necessary	N	Y
Assigned Project Manager	Y	Y	Y
Dashboard for Comparison	Including at no additional cost(typically \$5,000 addit.)	Cross-tab report	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
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
References	700 cities/counties	100+ local govts.	500+ & ICMA

Attachment: Vendor Selection Matrix 091024 (RESOLUTION 4138 : Survey)



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.

Attachment: Mequon Community Survey Proposal from ETC Institute (RESOLUTION 4138 : Survey)

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



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 Mequon, WI 53092-1930
 Phone: 262-242-3100
 Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: September 10, 2024
SUBJECT: Community Survey Discussion

Background

During the December 2023 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. At the last meeting, the Committee started to review the survey topics submitted from other Committees.

Analysis

The vendor contract award for the Community Survey is expected to occur at tonight's Common Council meeting. Also tonight, the Committee of the Whole will discuss a series of questions to gather feedback from the Council to assist the Public Welfare Committee with additional question formulation, which will take place over the remainder of 2024. For reference purposes, the 2019 Community Survey Committee Topic Feedback, and ETC's benchmarking categories are attached to this memo for reference purposes.

It is anticipated the Committee will begin discussing the survey instrument formatting and questions at its September 10 meeting. To aid in the Committee's conversation, staff would

suggest including the following questions during discussions.

1. Introduction Section: The 2019 survey included an introductory section that provided an overview and contact information. The Introduction was formatted as a request for participation from the Common Council. Would the Committee like a similarly structured section in the 2025 survey?
2. Demographics: The Public Welfare Committee spent a significant amount of time developing five questions to gather respondent data with the goal of establishing a format that could be used in future surveys to allow for future comparisons. The demographics questions are located in Section One of the 2019 survey. Does the Committee desire to use the same demographics question or make any changes to the demographics questions for the 2025 survey?
3. 2019 Survey Questions: The last survey included questions on development, open space preservation, economic development, satisfaction with City services, the Civic Campus, and the Community Pool, as well as parks and pathways. Are there any questions from the last survey the Committee would like to mark to potentially include in the 2025 Survey?
4. Catch-All Question: Sometimes surveys include a final open-ended question allowing respondents to share thoughts or feedback. The 2019 survey did not include a catch-all open-ended question due to the likely data gathered isn't statistically significant and often wide ranging. Alternatively, the 2019 Survey referred respondents to their Alderpersons at the end of the survey if they wished to share other feedback. Would the Committee like to see a similar approach in the 2025 Community Survey?
5. New Questions: Are there any new questions or topics the Committee would like to see added to the list of potential questions for the 2025 Community Survey? Staff can work with ETC to start drafting some questions based on the Committee and Council's feedback for upcoming Public Welfare Committee meetings.

Recommendation

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

Attachments:

Topics submitted from Committees (DOCX)

2019 Mequon Survey (PDF)

ETC Benchmarking Categories (XLSX)

City of Mequon Board, Commission & Committee Input - 2025 Community Survey

Earlier this year, the Public Welfare Committee sought input from the City's Boards, Commissions, and Committees regarding community survey topics. Below is the feedback received:

Planning Commission

1. 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.
2. Prioritization of capital improvement projects over the next 10 years for continuance of amenities and the necessary maintenance.
3. Desire for street calming design measures.
4. Identify ideal locations for active senior living housing.
5. Preservation of open space and agriculture land through TDR (transfer of development rights), agrihoods and alternative densities.
6. 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

1. Implementation of southwest industrial land use analysis should not wait for survey results, but rather obtain input during the rezoning public hearing process.
2. 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.

Tree Board

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

Parks & Open Space Board

1. Balancing the preservation of open space with the need for development and increasing the availability of housing, including low- and moderate-income housing
2. Green space - does Mequon need more parks and trails?

Public Works Committee

1. Form based zoning - does Mequon desire more traditional town centers (such as what we have at Mequon and Cedarburg Rd.

M-T Bike & Pedestrian Way Commission

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?

Public Safety Committee

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

Police Commission

1. Police Department Staffing
2. Traffic Enforcement
3. Quality of Service Received by the Police Department



Dear Mequon Resident:

Mequon's Mayor and Common Council want to know what you think.

This important survey is an opportunity to share your perceptions about land use, development, and city services with Mequon's elected officials. Your input will serve as an important guide for the City as it makes decisions and plans for the future.

All responses are strictly ANONYMOUS and CONFIDENTIAL. No identifying information will be collected, and individual answers will not be disclosed; all responses will be pooled and only summaries will be reported. The City has partnered with the Strategic Research Institute (SRI) at St. Norbert College and Neighborhood Analytics, LLC to ensure confidentiality and accurate data analysis. Every household in the City of Mequon will receive one copy of this survey by mail; if your household contains more than one adult member, an additional copy can be filled out online at the following URL: www.placeholder.com/survey. Alternatively, if you would like an additional paper copy of the survey or should you have any questions, please contact Justin Schoenemann, Assistant City Administrator for the City of Mequon, at (262) 236-2942, or via email at jschoenemann@ci.mequon.wi.us.

Please complete the survey and return it in the enclosed self-addressed postage-paid envelope by **Month XX, 2019**. A summary report of the survey results will be made available to the public on the City of Mequon website: www.ci.mequon.wi.us.

SECTION 1: DEMOGRAPHICS

Thanks for your participation, and thank you for helping make Mequon the great community that it is.

City of Mequon Common Council

Understanding a few things about individuals taking this survey will help Mequon officials determine if opinion varies by area or by demographics.

1. How long have you been a resident of Mequon?

- ☐ 0-5 years
 ☐ 6-10 years
 ☐ 11-15 years
 ☐ 16-20 years
 ☐ More than 20 years

2. Including yourself, what is the composition of your household?

- ☐ 1 adult, no minors
 ☐ 1 adult and 1 or more minors
☐ 2 or more adults and no minors
 ☐ 2 or more adults and 1 or more minors

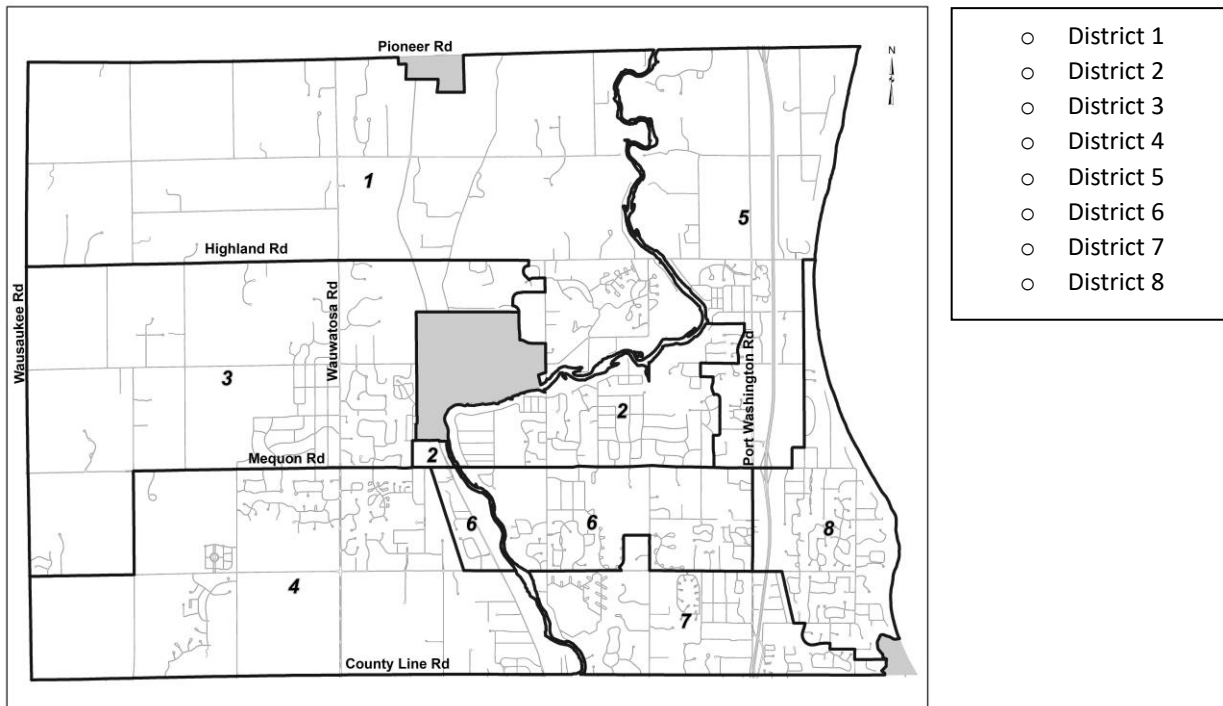
3. Which of the following categories best describes your age?

- ☐ 18-29
 ☐ 30-39
 ☐ 40-49
 ☐ 50-59
☐ 60-69
 ☐ 70-79
 ☐ 80+

4. Why did you move to Mequon? Select all that apply.

- | | |
|---|--|
| ☐ I was born here | ☐ For family |
| ☐ Low taxes | ☐ I moved with my parents |
| ☐ Low crime | ☐ Schools |
| ☐ I found a specific residence/lot | ☐ Feel of the community |
| ☐ For work | ☐ Rural character |
| ☐ Other (please specify): _____ | |

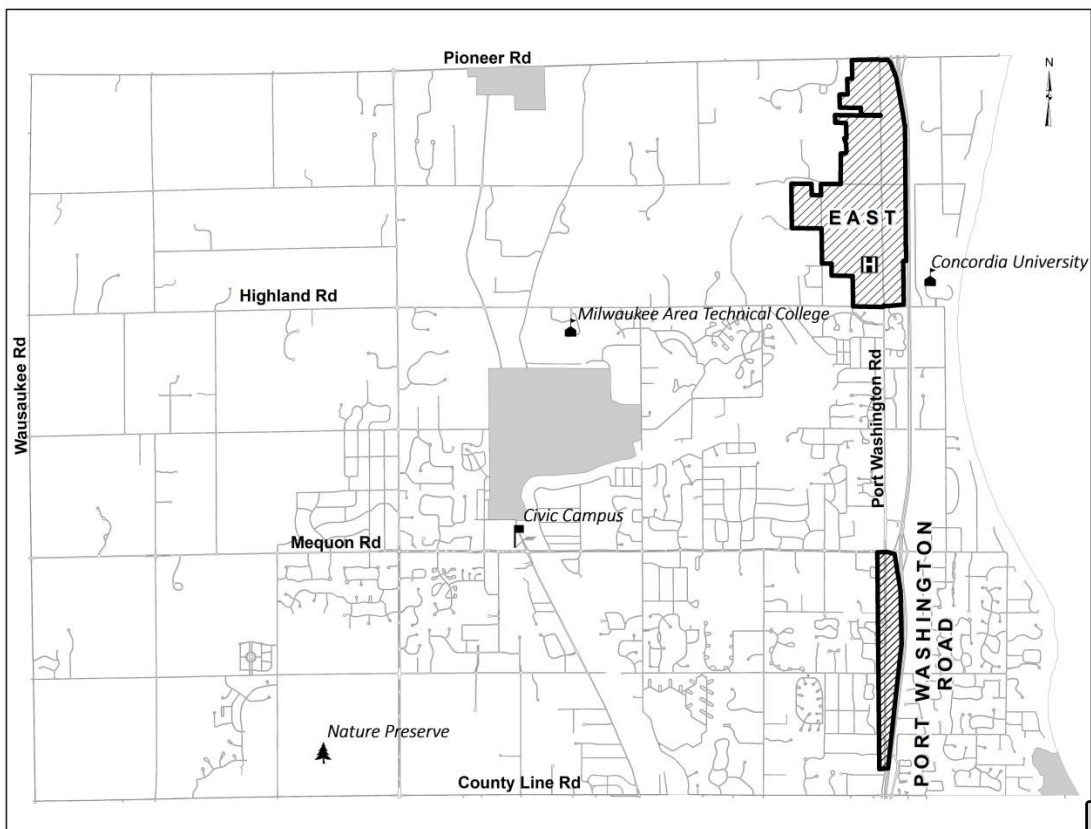
5. Using the map below, please identify the Aldermanic District in which you live.



SECTION 2: DEVELOPMENT

Geographically, the City of Mequon is the third largest city in Wisconsin, with a total area roughly 5 times larger than the City of Cedarburg and Village of Grafton combined. City officials are exploring whether to allow additional development in the areas outlined on the reference map below:

- **The East Growth Area** (adjacent to Ulao Creek and well-known destinations such as Concordia University and Ascension Hospital; also adjacent to I-43, with a high volume of commuter traffic)
- **The Port Washington Road Corridor** (south of Mequon Road)

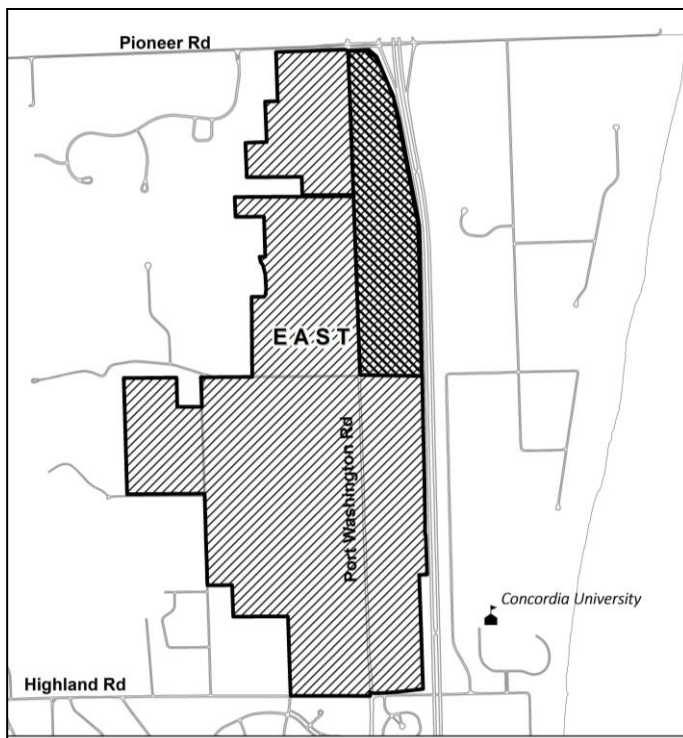


6. Please indicate whether you would support or oppose each of the following residential development types within the East Growth Area (see the reference map on the bottom of Page 2).

	Support	Neutral	Oppose	Don't know
Single-Family Homes based on 1 acre lots	☐	☐	☐	☐
Single-Family Homes based on lots between 1 and 5 acres	☐	☐	☐	☐
Single-Family Homes based on 5 acre lots or larger	☐	☐	☐	☐
Two-Family Homes (Side-By-Side Homes)	☐	☐	☐	☐
Townhomes	☐	☐	☐	☐
Apartments with up to 8 units	☐	☐	☐	☐
Apartments with 9 units or more	☐	☐	☐	☐
Senior-Only Housing	☐	☐	☐	☐
Full Service / Care Retirement Communities	☐	☐	☐	☐

7. Please indicate whether you would support or oppose each of the following NON-residential development types within the East Growth Area.

	Support (anywhere in the East Growth Area)	Support (ONLY at intersection of Port Washington Road and Highland Road)	Neutral	Oppose	Don't know
Academic Facilities	☐	☐	☐	☐	☐
Large Farming Hardware	☐	☐	☐	☐	☐
Gas Stations	☐	☐	☐	☐	☐
Grocery	☐	☐	☐	☐	☐
Health & Personal Care	☐	☐	☐	☐	☐
Hospitality (Lodging, Restaurant, Entertainment)	☐	☐	☐	☐	☐
Industrial	☐	☐	☐	☐	☐
Park & Open Space	☐	☐	☐	☐	☐
Professional or Medical Office	☐	☐	☐	☐	☐
Retail/Clothing	☐	☐	☐	☐	☐
Sporting Goods	☐	☐	☐	☐	☐



The City is considering allowing "light industrial" development in the section of the East Growth Area indicated on the map below.

The term "light industrial" refers to professional office, research and development, and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions.

8. Would you support or oppose allowing additional light industrial development within the shaded section of the East Growth Area on the map?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

9. Please indicate whether you would support or oppose each of the following residential development types within the Port Washington Road corridor south of Mequon Road (see the reference map on the bottom of Page 2).

	Support	Neutral	Oppose	Don't know
Single-Family Homes based on 1 acre lots	☐	☐	☐	☐
Single-Family Homes based on lots between 1 and 5 acres	☐	☐	☐	☐
Single-Family Homes based on 5 acre lots or larger	☐	☐	☐	☐
Two-Family Homes (Side-By-Sides Homes)	☐	☐	☐	☐
Townhomes	☐	☐	☐	☐
Apartments with up to 8 units	☐	☐	☐	☐
Apartments with 9 units or more	☐	☐	☐	☐
Senior-Only Housing	☐	☐	☐	☐
Full Service / Care Retirement Communities	☐	☐	☐	☐

Over the years the City has generally adhered to developing its housing stock with 70% single-family homes and 30% non-single family (i.e. condominiums, townhomes, and apartments).

10. Please indicate whether you would, in general, support or oppose future development of each type in Mequon.

	Support	Neutral	Oppose	Don't know
Single-Family Homes based on 1 acre lots	☐	☐	☐	☐
Single-Family Homes based on lots between 1 and 5 acres	☐	☐	☐	☐
Single-Family Homes based on 5 acre lots or larger	☐	☐	☐	☐
Two-Family Homes (Side-By-Sides Homes)	☐	☐	☐	☐
Townhomes	☐	☐	☐	☐
Apartments with up to 8 units	☐	☐	☐	☐
Apartments with 9 units or more	☐	☐	☐	☐
Senior-Only Housing	☐	☐	☐	☐
Full Service / Care Retirement Communities	☐	☐	☐	☐

SECTION 3: OPEN SPACE PRESERVATION

Historically, the City of Mequon has placed a strong emphasis on preserving land as the community develops. Currently, the City has roughly 100 acres of open space preserved for every 1,000 residents.

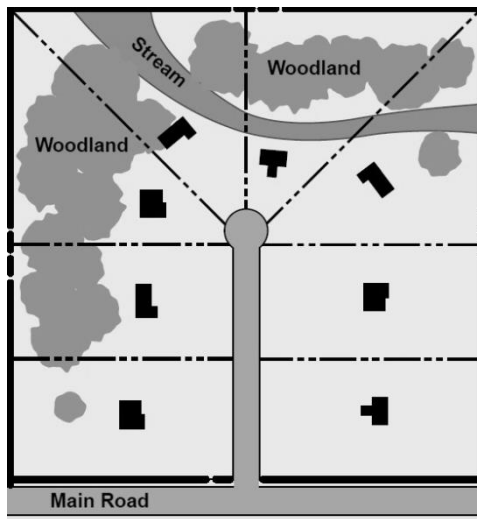
11. What is your opinion on the amount of open space that is currently protected in the city?

- ☐ Too much
- ☐ The right amount
- ☐ Not enough
- ☐ Don't know

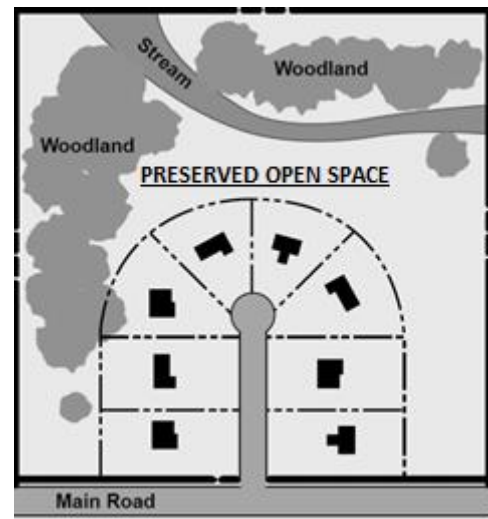
12. Should the city use tax revenue to preserve additional open space?

- ☐ Yes
- ☐ Neutral
- ☐ No
- ☐ Don't know

The City allows development of residential “cluster” lots (also known as conservation subdivisions) which reduces lot sizes and in turn preserves open space and/or environmentally sensitive areas. These developments also reduce the amount of infrastructure necessary to serve the new homes. The overall total number of lots permitted is NOT increased. Examples are shown below:



Conventional Subdivision
All Land Within Lots



Cluster/Conservation Subdivision
Land Outside of Lots Preserved

13. Should the City continue to encourage “cluster” residential developments (conservation subdivisions)?

- ☐ Yes
- ☐ Neutral
- ☐ No
- ☐ Don't know

The City allows the “transfer” of development rights of lots from one site to another. This tool prevents residential development from occurring on sites that have attributes that may merit preserving, such as environmentally sensitive areas, and “transfers” the lots to sites more suitable for development, such as sites near existing sewer and water mains.

14. Should the City continue to encourage the use of transfer development rights?

- ☐ Yes
- ☐ Neutral
- ☐ No
- ☐ Don't know

SECTION 4: ECONOMIC DEVELOPMENT

In the past, Mequon has used various economic development tools in efforts to grow the tax base by doing the following:

- Promoting business retention and expansion
- Improving existing infrastructure such as public water mains, streets, and sidewalks
- Adding amenities such as lighting, landscaping, and benches
- Purchasing of undervalued or underutilized properties
- Providing redevelopment incentives aimed at underutilized, undervalued, or contaminated sites

15. For each of the following economic development tools, please indicate whether you support or oppose its continued use.

	Support	Neutral	Oppose	Don't know
Promoting business retention and expansion	☐	☐	☐	☐
Improving existing infrastructure such as streets and sidewalks	☐	☐	☐	☐
Adding amenities such as lighting, landscaping, and benches	☐	☐	☐	☐

The City has incentivized developers who removed existing buildings and/or cleaned up environmental contamination. These types of incentives have been utilized on several sites in Mequon including Outpost Natural Foods, Spur 16, Foxtown Brewery, Artesa and multi-tenant office projects on Port Washington Road.

16. For each of the following economic development tools, please indicate whether you support or oppose its continued use.

	Support	Neutral	Oppose	Don't know
Purchasing underutilized/undervalued sites	☐	☐	☐	☐
Incentivizing redevelopment of underutilized/undervalued sites	☐	☐	☐	☐
Incentivizing redevelopment of environmentally contaminated sites	☐	☐	☐	☐

SECTION 5: SATISFACTION WITH CITY SERVICES

The City of Mequon strives to provide quality municipal services to residents. An important step in ensuring/improving the quality of services provided is to measure resident satisfaction with services received.

17. Please rate your satisfaction with the following municipal services provided:

	Excellent	Good	Fair	Poor	No interactions	Don't Know
Architectural Review Board	☐	☐	☐	☐	☐	☐
Election Services/Voter Registration	☐	☐	☐	☐	☐	☐
Fire/EMS	☐	☐	☐	☐	☐	☐
Inspections/Permitting	☐	☐	☐	☐	☐	☐
Park maintenance	☐	☐	☐	☐	☐	☐
Police	☐	☐	☐	☐	☐	☐
Property assessment	☐	☐	☐	☐	☐	☐
Road maintenance	☐	☐	☐	☐	☐	☐
Sewer Utility (Wastewater)	☐	☐	☐	☐	☐	☐
Snow Removal	☐	☐	☐	☐	☐	☐
Storm water management (Drainage)	☐	☐	☐	☐	☐	☐
Water Utility	☐	☐	☐	☐	☐	☐

SECTION 6: CIVIC CAMPUS

The civic campus encompasses City Hall, the Frank L. Weyenberg Library, the Mequon Community Pool, and Rennie Field. The Civic Campus is adjacent to the Town Center on the corners of Cedarburg Road and Mequon Road. The Civic Campus hosts several activities and provides public parking.

18. Which of the following improvements are necessary to make walking within and around the civic campus comfortable? Select all that apply.

- | | |
|---|--|
| ☐ Sidewalks | ☐ Landscaping |
| ☐ Crosswalks with striping | ☐ Street benches, bike racks, trash receptacles |
| ☐ Crosswalk signs for pedestrians | ☐ New parking regulations |
| ☐ Crosswalk lights for pedestrians | ☐ Enforcement of traffic regulations |
| ☐ Lighting | ☐ Pedestrian bridge/tunnel across Mequon Road |

19. Would you support or oppose adding bike trail amenities such as a rest area, restrooms, and a snack shop along the Inter-Urban Bike Trail (otherwise known as the Milwaukee/Ozaukee Interurban Trail) in the civic campus?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

20. Would you support or oppose additional safety measures at the Mequon Road and Ozaukee Interurban Trail intersection?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

SECTION 7: COMMUNITY POOL

The Mequon Community Pool is located next to City Hall on Cedarburg Road. The pool was originally built in 1933, with the existing pool installed over the old pool in 1984. During the summer the pool is open from early June through late August. There is also a separate wading pool geared for younger children, with a zero-depth entrance and a maximum depth of two feet.

In the coming years, the City will have to consider closing the current pool and possibly replacing it. New community pools tend to range between \$3.5 million - \$6 million, depending on the scope of the new facility and site conditions.

21. Do you or your family utilize the City of Mequon Community Pool?

- ☐ Yes
- ☐ No
- ☐ Don't know

22. Would you support or oppose the City building a new Community Pool to replace the current pool that would otherwise have to close in the future?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

23. Would you support or oppose an increase in taxes in order to fund building a new Community Pool?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

24. Would you or your family utilize a new Community Pool?

- ☐ Yes
- ☐ No
- ☐ Don't know

25. Would you support or oppose the City relocating the Community Pool from the Civic Campus to another City-owned location with more space, such as a park?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

Section 8: Parks and Pathways

The City of Mequon has 26 parks and bike/pedestrian pathways throughout the community. The City is exploring updating current features and adding new improvements to enhance the parks and pathways.

26. Which of the following park improvements would you support within the City? Select all that apply.

- | | |
|---|--|
| ☐ Permanent bathroom facilities at Lemke Park | ☐ Increased access to the Milwaukee River |
| ☐ Off-road bike path along West Dongs Bay Road | ☐ Pickleball courts |
| ☐ A separate area for small dogs at Katherine Kearney Carpenter Park | ☐ Pedestrian trails within parks |
| ☐ Updating/replacing existing park facilities | ☐ Invasive plant removal and restoration |

27. Would you support or oppose an increase in taxes in order to fund park improvements?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

28. Which of the following bike and pedestrian improvements would you support within the City? Select all that apply.

- | | |
|--|---|
| ☐ Off-road paths | ☐ Wayfinding signs |
| ☐ Paved shoulders | ☐ Bike racks |
| ☐ Sidewalks | ☐ Bike repair stations |

The City currently does not have a dedicated fund for bike and pedestrian improvements. Historically the funding for bike and pedestrian improvements has been a part of other development projects or one time requests.

29. Would you support or oppose an increase in taxes in order to create a fund to support bike and pedestrian improvements?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

Thank you for taking the time to complete this survey! Your participation will guide our planning activities for the future. If you have any additional thoughts or feedback, please feel free to email the Mayor, Alderman or Alderwoman of your District by visiting ci.mequon.wi.us/commoncouncil.

Please place the completed survey booklet in the self-addressed postage-paid envelope and send via U.S. Mail to the Strategic Research Institute at St. Norbert College.



ETC Benchmarking Categories

Major Categories of Services
Public safety services (police, fire, and emergency medical/ambulance services)
Maintenance of streets and sidewalks
Effectiveness of communication by local governments
Flow of traffic on city streets in your community
Flow of traffic on highways
Parks and recreation programs and facilities
Customer service provided by local governments
Enforcement of local codes and ordinances
Stormwater management and flood control
Water utility services
Wastewater/sanitary sewer services
Solid waste (e.g., trash, yard waste and recycling services)
Public transportation/bus service
Quality of public schools
Library services
Efforts to ensure your community is prepared for emergencies/disasters
Police Services
Visibility of police in neighborhoods
Visibility of police in commercial and retail areas
How quickly police respond to emergencies
Efforts by police to prevent crime
Enforcement of local traffic laws
Police safety education programs
Overall quality of police services
Feeling of Safety
In your neighborhood during the day

In your neighborhood at night
In community parks
In retail areas
In the downtown area (if applicable)
Overall feeling of safety
Fire Services
Overall quality of fire services
Overall quality of emergency medical/ambulance services
How quickly ambulance/emergency medical services personnel respond to emergencies
How quickly fire services personnel respond to emergencies
Fire education programs in your community
Fire inspection programs in your community
Maintenance Services
Condition of major streets
Condition of streets in your neighborhood
Condition of sidewalks
Condition of street signs and traffic signals
Cleanliness of streets and public areas
Condition of pavement markings on streets
Adequacy of street lighting
Snow removal on major city streets
Snow removal on neighborhood streets
Maintenance of public buildings and facilities
Accessibility of streets, sidewalks, & buildings for people with disabilities
Mowing and tree trimming along streets and public areas
Quality of on-street bicycle infrastructure (bike lanes/signage)
Code Enforcement
Enforcement of clean-up of trash and debris on private property

Enforcement of mowing and cutting of weeds on private property
Enforcement of exterior maintenance of residential property
Enforcement of exterior maintenance of commercial/business property
Enforcement of sign regulations
Animal control services
Communication
Availability of information about local governmental services and activities
Timeliness of information provided by your local government
Efforts by local government to keep you informed about local issues
Your local governmental cable television channel(s)
The level of public involvement in local decision-making
Your local government's use of social media outlets (Facebook, Blogs, Twitter, etc.)
Usefulness of your city's website
Solid Waste
Trash/garbage collection services
Curbside recycling services
Recycling drop-off centers
Bulky item pick-up services
Yard waste/leaf/brush pick-up services
Household hazardous waste disposal service (for oil, paint, etc.)
Water Services
Taste of tap water
Smell of tap water
Water pressure in your home
Fees for water services
Fees for wastewater/sanitary sewer services
Electric utility services
Perceptions

Overall quality of local governmental services in the community
Image of your community
Appearance of your community
Quality of public education in your community
Overall value that you receive for your city taxes and fees
Overall value that you receive for your county taxes and fees
Efforts to promote diversity in your community
Overall quality of "Downtown" in the community where you live (if applicable)
How well your community is managing growth
Leadership provided by the local elected officials
Effectiveness of local governmental managers and appointed staff
Ratings
As a place to raise children
As a place to work
As a place to live
As a place where you would buy your next home
As a place to visit
As a place to retire



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Office of Administration

TO: Public Welfare Committee
FROM: Justin Schoenemann, Assistant City Administrator
DATE: September 2, 2024
SUBJECT: Work Calendar

Meeting Topics

August

- Community Survey (Continued)

September

- Community Survey (Continued)

October

- 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

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