11333 N. Cedarburg Road
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www.ci.mequon.wi.us
Office of the City Administrator

PUBLIC WELFARE COMMITTEE
Tuesday, October 10, 2023
5:45 PM
Lower Conference Room

Agenda

1) Call to Order, Roll Call

2) Approval of Meeting Minutes
   Action requested: review and approve
   a. Meeting Minutes 091223

3) Discussion Items
   Action requested: discuss and take action as needed
   a. Future Community-Wide Survey Topic Discussion
   b. Aquifer Discussion

4) Work Calendar

5) Adjourn

Dated: October 10, 2023 *\/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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PUBLIC WELFARE COMMITTEE
Tuesday, September 12, 2023
5:30 PM
Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:
Chair Dale Mayr
Alderman Gregg Bach
Alderman Kathleen Schneider

Also Present: City Administrator Schoenemann, Director of Community Development Tollefson, City Clerk Fochs, and City Attorney Sajdak

2) Approval of Meeting Minutes
   a. August Meeting Minutes

RESULT:	**Approved by Voice Acclamation [Unanimous]**
MOVED BY:	Alderman Bach
SECONDED BY:	Alderman Schneider

AYES:	Mayr, Bach, Schneider

3) Discussion Items
   a. District 3 Polling Site Relocation

City Clerk Fochs provided an overview of the choices for the new District 3 polling site. The top three staff recommendations are City Hall, the Weyenberg Library, or Foxtown Station. City Clerk Fochs provided pros and cons for each location. After discussion, the Committee agreed that the Library was their first choice and Foxtown Station was their second choice. City Clerk Fochs will return in the next two months with an agreement for the Committee to review.

   b. Architectural Review Board Design Guidelines

Community Director Tollefson provided the Committee with an update since the August meeting. Materials in the packet were amended to achieve greater consistency between all size/scale of buildings and processes. The Architectural Board reviewed everything at their meeting on September 11 and were onboard with staff's proposal. Director Tollefson stated that it would be good to list examples/images in the code of acceptable materials and designs. There was a brief discussion about roof pitch and the Committee agreed that there should be a minimum. The Committee also agreed that the new policy should be prescriptive enough to ensure a clear line and ensure the Architectural Board remains consistent over time as its membership changes. Director Tollefson will make the changes to the draft, take back to the Architectural Board, and then return to the Public Welfare Committee in November. The next update will include corner lot standards.

4) Work Calendar

1. Polling Site Relocation
2. Community Survey Topics
3. Mequon Aquifer Discussion

5) Adjourn

The Committee moved to adjourn at 6:13pm.

Respectfully Submitted,

Carrie Enea
Executive Assistant

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www.ci.mequon.wi.us **Office of Administration**

TO: **Public Welfare Committee**
FROM: **Justin Schoenemann, Assistant City Administrator**
DATE: **October 4, 2023**
SUBJECT: **Future Community-Wide Survey Topic Discussion**

Background

The City of Mequon has a tradition of gauging community opinion by conducting surveys in which residents can voluntarily participate. Within the last two decades, the City has conducted community-wide surveys every five to seven years. The 1999 and the 2005 surveys were done in connection with a community visioning process. A third community survey focusing on economic development was started in 2012 and completed in 2013. The most recent survey focusing on land use, development, quality of life, and satisfaction with City services was started in the second half of 2018 and completed in 2019.

For the most recent survey, the City has contracted with the Strategic Research Institute (SRI) of St. Norbert College for assistance with completing the survey in 2019. The SRI worked in partnership with Neighborhood Analytic, a small company comprised of researchers. The survey was mailed to each household with the option to also complete the survey online. The cost of SRI's services was approximately $40,000.00. The City also expended funds on signs, ads, mailers, and similar items to publicize the survey. During the last vendor selection process, it was learned that very few organizations provide a paper-based community survey. Before utilizing SRI in 2019, the City partnered with a research department at UW-Milwaukee. That research department is no longer in existence.

Appended to this memo are the final reports from the 2012 and 2019 surveys. Further information from the 2019 survey, including results of the survey instrument, is available on the City's website via the below link.

Link: www.ci.mequon.wi.us/community/page/community-survey

To follow the same historical survey interval, a community-wide survey would need to be completed between 2024 - 2027.

Analysis

At its October meeting, the Public Welfare Committee intends to start the conversation about potential survey topics for the next community survey. City Staff will be in attendance to take notes of the topics and discussion. Staff will then fold the Committee's direction and comments into the community survey conversation that is slated for Committee of the Whole in December of this year.

Fiscal Impact

A new community survey would need dedicated funds to support the initiative. Given the one-time expense nature of a survey, ARPA funds could be an appropriate funding source. If the organization goes with another paper-driven survey, assuming that the next survey would cost $40,000 or more would be a safe estimate. Based on conversations from 2019, a fully digital survey would have a lesser price tag and potentially quicker turnaround time from the contracted consultants. Staff will explore vendor and survey options based on the direction of the Committee and Members of the Common Council from its upcoming Committee of the Whole meeting.

Attachments:
2012 Survey Report (PDF)
2019 Survey Report (PDF)

Center for
Urban Initiatives & Research

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BUILDING KNOWLEDGE, STRENGTHENING COMMUNITIES
CUIR.UWM.EDU

Joseph Cera, PhD
Researcher

G. Scott Davis, MS
Researcher

Ben Gilbertson, MA
Project Assistant

MEQUON DEVELOPMENT SURVEY

The City of Mequon worked with the Center for Urban Initiatives and Research (CUIR) at the University of Wisconsin—Milwaukee (UWM) to develop a survey intended to provide guidance to the City as it makes decisions regarding land use and development and plans for the future.

The survey was distributed by mail to 8,648 addresses in Mequon. Each address also received a postcard primer in advance of the survey. Of these addresses, 10 were vacant or invalid. Between the date the survey was issued (April 17th) and the date the survey was closed (May 24th), CUIR received 3,911 completed surveys, for a base response rate of 45.3%.* Respondent households were instructed to request an additional copy of the survey in the event of strong differences in opinion among household adults regarding topics covered in the survey. CUIR received an additional 32 completed surveys that were requested through this method, bringing the total number of completed surveys to 3,943.

SUMMARY OF MAJOR FINDINGS

- Majorities of respondents support single-family residential development in the EAST, CENTRAL, and WEST growth areas.
- Among respondents, opponents of multi-family residential developments outnumber supporters. Opposition is highest in districts overlapping proposed development areas.
- A majority of respondents support construction of an interchange at the intersection of I-43 and Highland Road, but support drops below 50% after factoring in an increased tax burden.
- There is general support among respondents for use of tools such as TIF, industrial revenue bonds, and state grant funds as economic development incentives, but a large majority of respondents opposes any additional incentives that would require a higher tax burden.
- There is a high level of support for development of several proposed physical features meant to invest in a community identity and attract business interests. Tax dollars are the most widely acceptable form of financing for such features.
- A majority of respondents supports development by community retailers, but there is majority opposition to additional drive-thru restaurants and developments by regional retailers.
- Most respondents express approval or conditional approval for additional light industrial development within designated areas, but support does not extend to development outside those areas.

*A similar survey of Shorewood, WI households conducted by CUIR in 2011 yielded a base response rate of 39.5%.

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Contact us:
Phone (414) 229-5916
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Web http://cuir.uwm.edu/

DEMOGRAPHICS

Respondents were asked a series of questions to help determine if public opinion differs across areas or demographic groups in Mequon. Table 1 summarizes respondent residency by aldermanic district. Table 2-1 summarizes length of residency in Mequon. Figure 2 displays a visual representation of average length of residency across aldermanic districts for comparative purposes[1], while Table 2-2 presents a complete cross-tabulation of length of residency by aldermanic district. Table 3 reports respondent household composition, while Figure 3 summarizes the distribution of respondents from households with minor children across aldermanic districts. Table 4 presents the proportions of respondents reporting various reasons for moving to Mequon.

Table 1 shows that residents from every aldermanic district responded to the survey. District 2 provided the most respondents (623 completed surveys, or 15.8% of total responses), while District 5 contributed the fewest (339 completed surveys, or 8.6% of total respondents). About 4.2% of respondents (165 respondents) did not indicate their district of residence. Table 2-1 shows that the median respondent has been a Mequon resident for between 16 and 20 years. The largest group of respondents (48.8%) have been Mequon residents for more than 20 years. Figure 2 illustrates that respondents from Districts 3 and 5 have the longest average residency tenures, while those from District 4 have a shorter average tenure.

Table 1
Respondent residency by aldermanic district (Question 1)

Response	*N*	*%*
District 1	439	11.1
District 2	623	15.8
District 3	487	12.4
District 4	425	10.8
District 5	339	8.6
District 6	504	12.8
District 7	490	12.4
District 8	471	11.9
No response/invalid	165	4.2
Total	3943	100.0

Table 2-1
Length of residency in Mequon (Question 2)

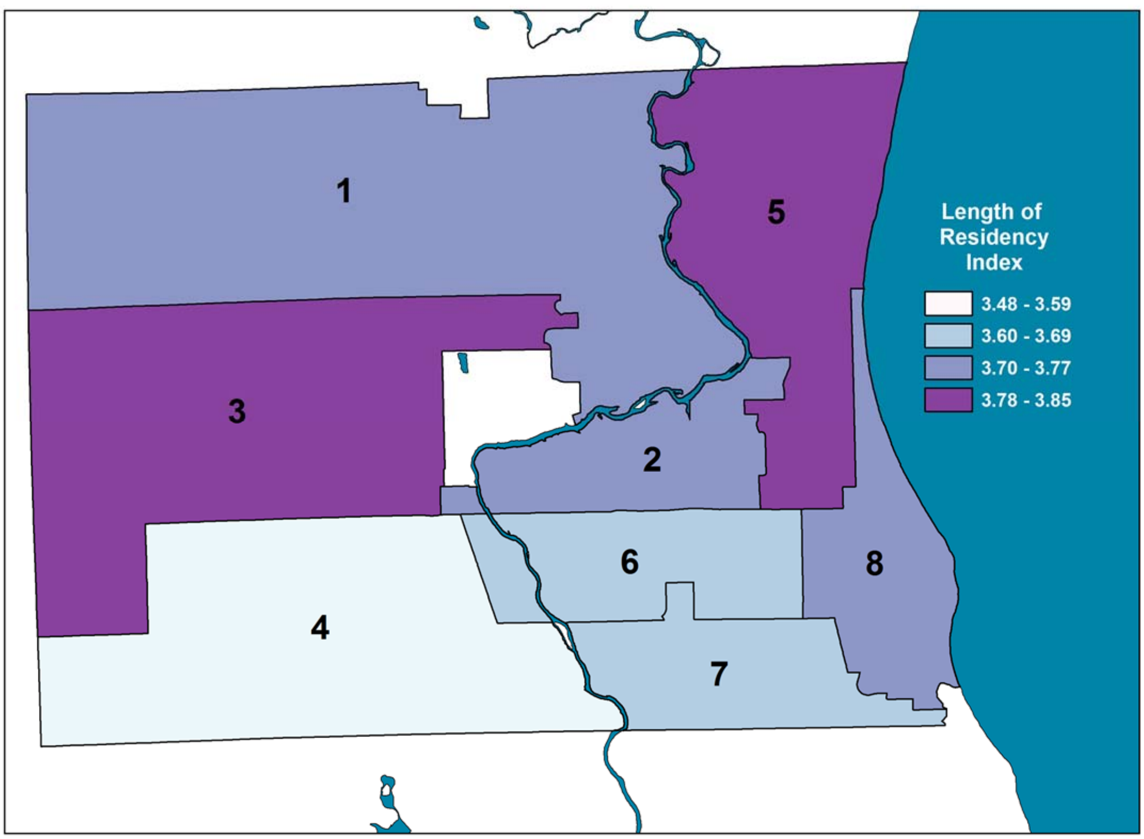
Response	*N*	*%*
0-5 years	441	11.2
6-10 years	558	14.2
11-15 years	531	13.5
16-20 years	457	11.6
More than 20 years	1895	48.8
No response/invalid	61	1.5
Total	3943	100.0

[1] Respondents were asked to place themselves on a 5-point ordinal scale measuring length of residency. Figure 1 presents "Length of residency index," which is the average value of this scale across respondents (categories of the variable are assigned integer values between 1 and 5). Higher index values represent relatively longer residency tenures.

Table 2-2
Length of residency in Mequon, by aldermanic district

	District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
0 – 5 years	47	79	45	58	38	55	53	52	427
	10.8%	12.7%	9.3%	13.7%	11.3%	11.0%	10.9%	11.1%	11.4%
6 – 10 years	60	75	61	76	43	75	85	60	535
	13.8%	12.1%	12.6%	17.9%	12.8%	15.0%	17.5%	12.8%	14.2%
11 – 15 years	62	78	63	67	34	88	65	65	522
	14.3%	12.6%	13.0%	15.8%	10.1%	17.6%	13.3%	13.9%	13.9%
16 – 20 years	44	76	67	49	41	59	44	67	447
	10.1%	12.3%	13.8%	11.6%	12.2%	11.8%	9.0%	14.3%	11.9%
More than 20 years	221	312	249	174	181	223	240	224	1824
	50.9%	50.3%	51.3%	41.0%	53.7%	44.6%	49.3%	47.9%	48.6%
Total	434	620	485	424	337	500	487	468	3755
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 2
Length of residency index, by aldermanic district



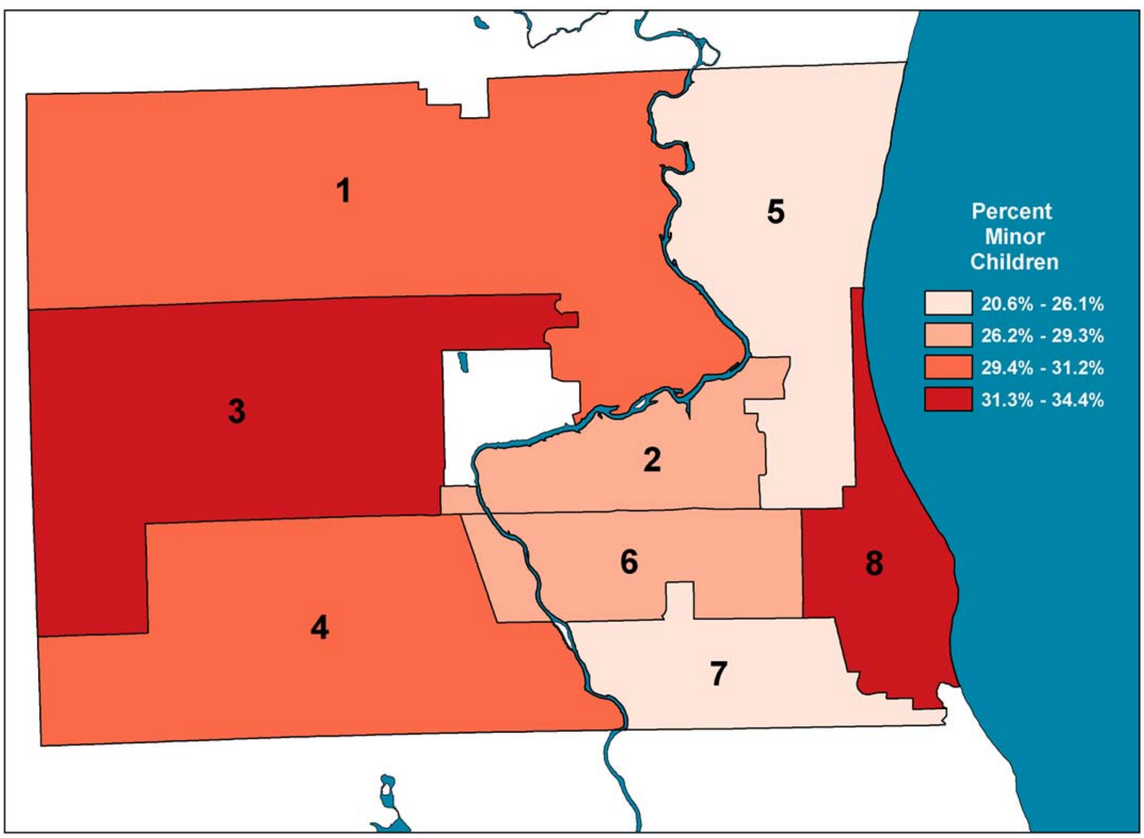
Note: Higher index values represent longer average residency tenures. Index scale ranges from 1 to 5, based on Question 2's 5-point ordinal response scale (1="0-5 years" to 5="More than 20 years").

Table 3 shows that most respondents (51.3%) come from households with 2 or more adults and no minors, while 26.4% of respondents originated in households with minor children. Single-adult, no-minor households contributed 14.3% of responses. Figure 3 illustrates the percentage of respondents from households with minor children by aldermanic district. Households with children contributed 34.4% of responses from District 8, but just 20.6% of respondents from District 5.

Table 3
Household composition (Question 3)

Response	*N*	*%*
1 adult, no minors	565	14.3
1 adult and 1 or more minors	92	2.3
≥2 adults and no minors	2022	51.3
≥2 adults and ≥1 minors	950	24.1
No response/invalid	314	8.0
Total	3943	100.0

Figure 3
% of respondents from households with minor children, by aldermanic district



Respondents were asked to select all relevant responses from a list of possible reasons for moving to Mequon (Question 4). Response selection is summarized in Table 4. A majority of respondents (56.9%) listed that they came to Mequon because they found a specific house or lot. Schools and low taxes were cited as reason for moving to Mequon by relatively large proportions of respondents (41.2% and 38.7%, respectively). Just 5.7% of respondents reported being born in Mequon, and only 3.7% of respondents continue living in Mequon after moving here with their parents. Comprehensive tables reporting reasons for moving to Mequon by aldermanic district are contained in Appendix A.

Table 4
Reasons for moving to Mequon (Question 4)

Response	*N*	*% (non-cumulative)*
I was born here	223	5.7
I moved with my parents	146	3.7
For work	578	14.7
For family	689	17.5
I found a specific house/lot	2244	56.9
Feel of the community	1223	31.0
Low Taxes	1527	38.7
Schools	1624	41.2
Rural character	1369	34.7
Other[2]	314	8.0

[2] Responses to this open-ended option are reported in the "Digest of Open-ended Responses" electronic document.

RESIDENTIAL DEVELOPMENT

The next section of the survey was designed to gain insight into opinion regarding future residential development in a few specific areas of Mequon. Respondents were asked the following question (Question 5):

"Historically, the city has supported single-family residential development such as Ville du Parc, Lac du Cours, and Westchester Lakes. The growth areas could support similar style subdivisions.
Do you support or oppose allowing these types of subdivisions (similar zoning, density, layout and housing type) in the following areas? [EAST, WEST, and CENTRAL growth areas]"

Table 5a-1 shows that a majority of respondents (57.2%) support the type of single-family residential development referenced in Question 5 in the EAST growth area, while 19.2% oppose. A cross-tabulation of support by aldermanic district is presented in Table 5a-2, while a visualization of support by district[3] is shown in Figure 5a. Majorities of respondents support single-family residential development in the EAST growth area in every district except District 5 (which totally encompasses the EAST growth area). While support in District 5 is relatively lower, supporters outnumber opponents (47.1% to 36.3%).

Table 5a-1
Support for single-family residential development in EAST growth area

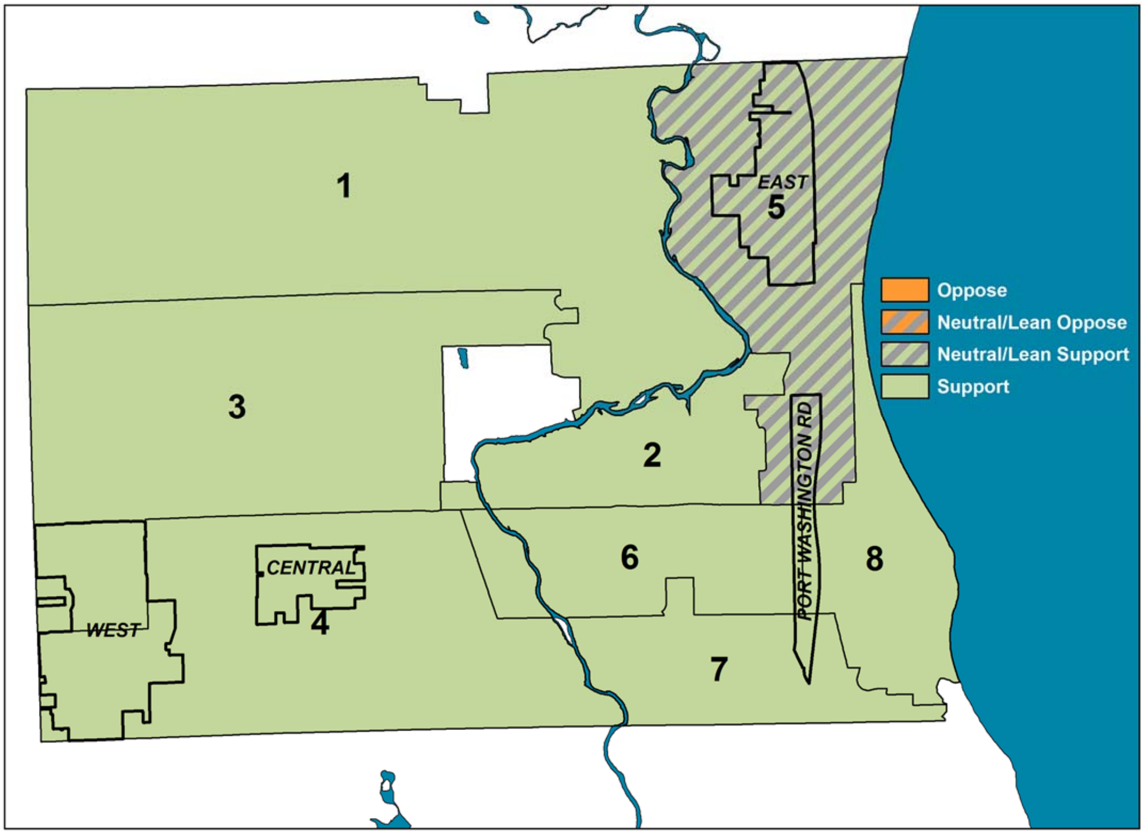
Response	*N*	*% (valid)*
Support	2167	57.2
Neutral	751	19.8
Oppose	726	19.2
Don't Know	144	3.8
No response/invalid	155	-
Total	3943	100.0

Table 5a-2
Support for single-family residential development in the EAST growth area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	227	344	266	246	156	303	296	271	2109
	51.8%	57.0%	57.3%	60.6%	47.1%	62.1%	62.2%	59.0%	57.5%
Neutral	91	126	104	108	47	91	81	73	721
	20.8%	20.9%	22.4%	26.6%	14.2%	18.6%	17.0%	15.9%	19.7%
Oppose	108	106	71	37	120	73	83	99	697
	24.7%	17.6%	15.3%	9.1%	36.3%	15.0%	17.4%	21.6%	19.0%
Don't Know	12	27	23	15	8	21	16	16	138
	2.7%	4.5%	5.0%	3.7%	2.4%	4.3%	3.4%	3.5%	3.8%
Total	438	603	464	406	331	488	476	459	3665
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[3] Figures visually represent both the position of the median respondent in each district AND the overall disposition of each district. When the median respondent is part of a majority (in support or opposition), the district is assigned the corresponding solid color. When the median respondent in a given district expresses neither support nor opposition ("neutral"/"don't know"/"let the market decide") the district's mixed color pattern is determined by the balance of supporters to opponents.

Figure 5a
Support for single-family residential development in EAST growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Table 5b-1 shows that a majority of respondents (60.4%) also support the type of single-family residential development referenced in Question 5 in the CENTRAL growth area, while 16.3% oppose. The cross-tabulation of spport by aldermanic district presented in Table 5b-2 shows that majorities of respondents support single-family residential development in the CENTRAL growth area in every district except District 4 (which totally encompasses the CENTRAL growth area). While support in District 4 is relatively lower, supporters outnumber opponents (47.8% to 34.1%). The overall pattern of support is represented in Figure 5b.

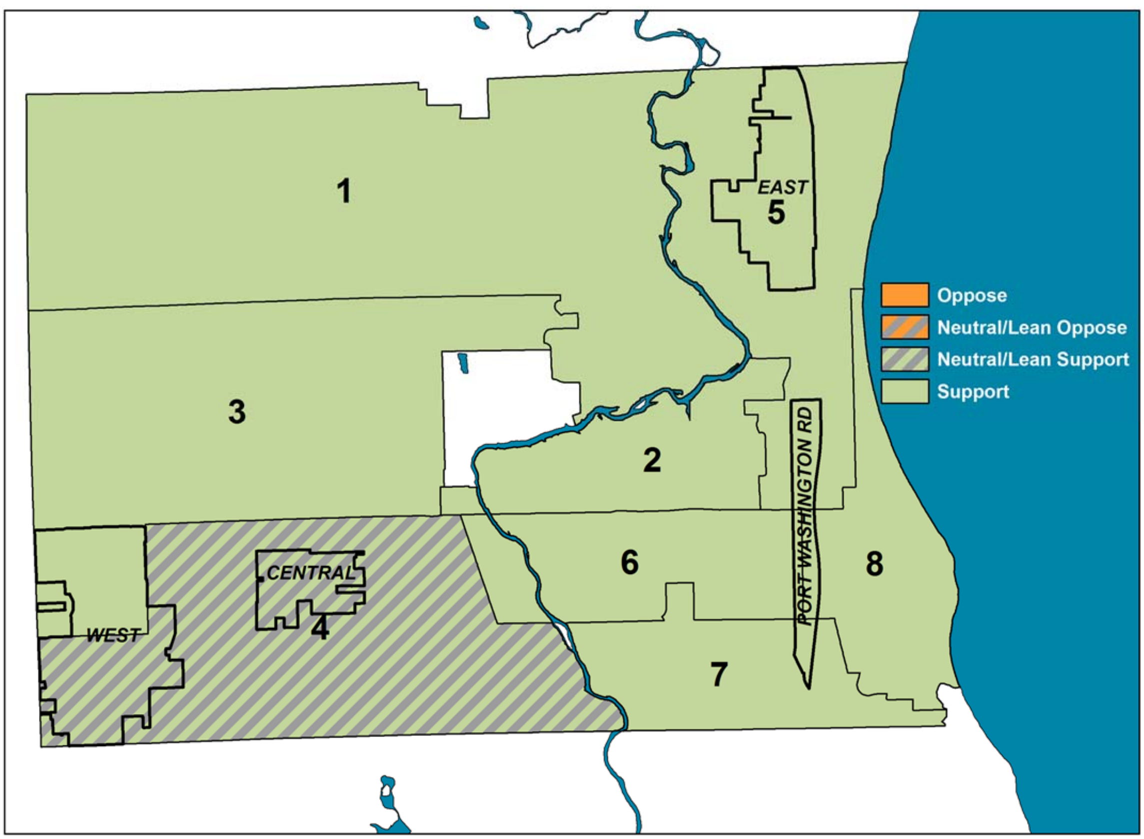
Table 5b-1
Support for single-family residential development in CENTRAL growth area

Response	N	% (valid)
Support	2292	60.4
Neutral	751	19.8
Oppose	620	16.3
Don't Know	131	3.5
No response/invalid	149	
Total	3943	100.0

Table 5b-2
Support for single-family residential development in CENTRAL growth area, by aldermanic district

Response	District 1	District 2	District 3	District 4	District 5	District 6	District 7	District 8	All
Support	266	364	254	196	189	332	311	318	2230
	61.0%	60.3%	54.2%	47.8%	58.0%	67.8%	64.7%	69.4%	60.7%
Neutral	99	130	91	65	80	87	87	82	721
	22.7%	21.5%	19.4%	15.9%	24.5%	17.8%	18.1%	17.9%	19.6%
Oppose	56	89	108	140	44	55	61	44	597
	12.8%	14.7%	23.0%	34.1%	13.5%	11.2%	12.7%	9.6%	16.2%
Don't Know	15	21	16	9	13	16	22	14	126
	3.4%	3.5%	3.4%	2.2%	4.0%	3.3%	4.6%	3.1%	3.4%
Total	436	604	469	410	326	490	481	458	3674
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 5b
Support for single-family residential development in CENTRAL growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Table 5c-1 shows that majority support (59.8%) for the type of single-family residential development referenced in Question 5 also extends to the WEST growth area. The cross-tabulation of support by aldermanic district presented in Table 5c-2 shows that majorities of respondents support single-family residential development in the WEST growth area in every district. Opposition to single-family residential development in the WEST growth area is highest in Districts 3 and 4 (24.6% and 29.7% oppose, respectively), the district that overlap with the WEST growth area. The overall pattern of support is represented in Figure 5c.

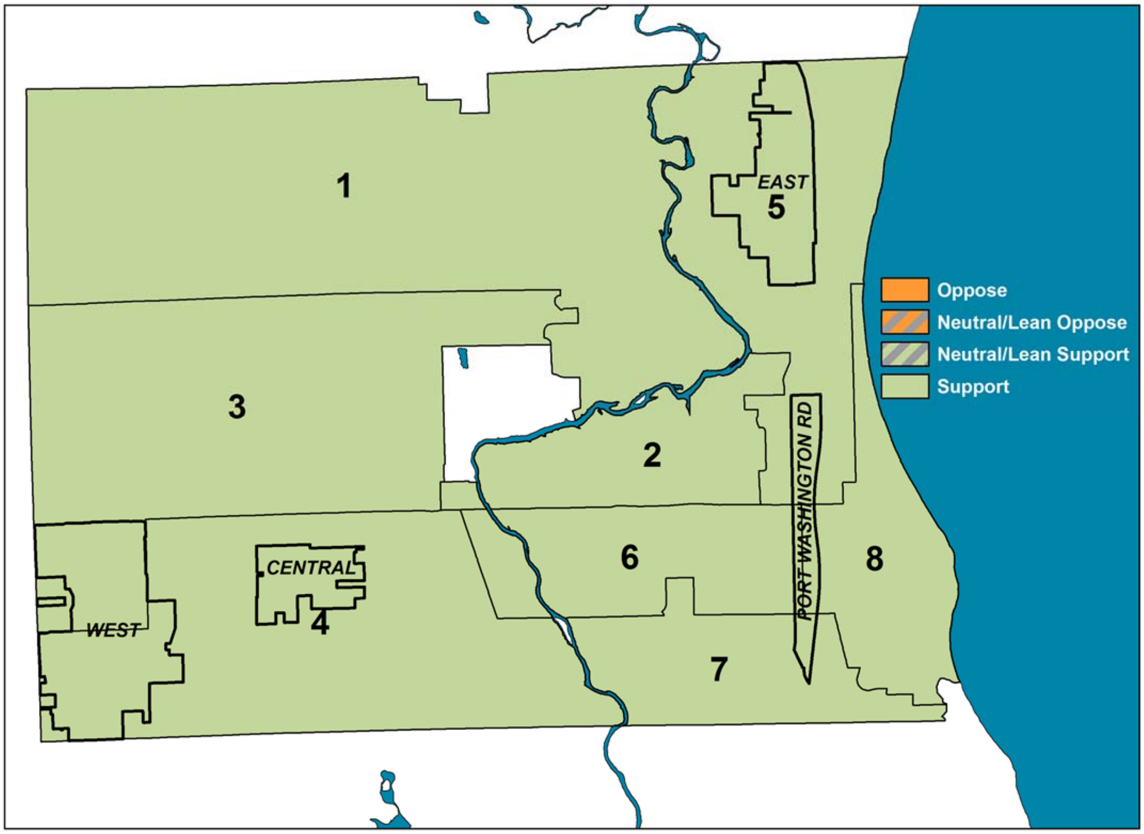
Table 5c-1
Support for single-family residential development in WEST growth area

Response	*N*	*% (valid)*
Support	2264	59.8
Neutral	748	19.8
Oppose	615	16.3
Don't Know	156	4.1
No response/invalid	160	-
Total	3943	100.0

Table 5c-2
Support for single-family residential development in WEST growth area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	253	361	236	212	191	320	309	312	2194
	57.9%	60.0%	50.4%	51.6%	59.0%	66.0%	64.8%	68.1%	59.9%
Neutral	92	125	77	87	78	97	91	79	726
	21.1%	20.8%	16.5%	21.2%	24.1%	20.0%	19.1%	17.2%	19.8%
Oppose	78	86	139	101	43	46	53	46	592
	17.8%	14.3%	29.7%	24.6%	13.3%	9.5%	11.1%	10.0%	16.2%
Don't Know	14	30	16	11	12	22	24	21	150
	3.2%	5.0%	3.4%	2.7%	3.7%	4.5%	5.0%	4.6%	4.1%
Total	437	602	468	411	324	485	477	458	3662
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 5c
Support for single-family residential development in WEST growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Respondents were also asked for their opinions regarding multi-family residential development (Question 6):

"Historically, Mequon has supported multiple-family residential developments (three or more units per building) such as Mequon Trail Homes, Greenbriar, and Cedar Gables.
The city is evaluating the demand and benefits of multiple-family residential development (three or more units per building).
The EAST Growth area and areas within the PORT WASHINGTON ROAD commercial area could provide opportunities for multiple-family developments that meet or exceed the current city building standards.
Do you support or oppose these types of subdivisions in the following areas? [EAST and PORT WASHINGTON ROAD growth areas]"

Table 6a-1 shows that the median respondent is neutral towards development of multi-family units in the EAST growth area. However, those who are neutral constitute just 18.2% of respondents. Support and opposition is relatively balanced, but opponents outnumber supporters slightly (40.8% oppose/37.9% support). Table 6a-2 and Figure 6a show that opposition to multi-family residential development in the EAST growth area is highly concentrated in the district in which it is located (District 5); just 22.3% of District 6 respondents support this type of development, while 66.0% oppose. Opponents also outnumber supporters in Districts 1, 3, 7, and 8. There is soft support for multi-family residential development within the EAST growth area in Districts 2, 4, and 6. Support is highest in District 4, where supporters outnumber opponents 43.5% to 27.4%.

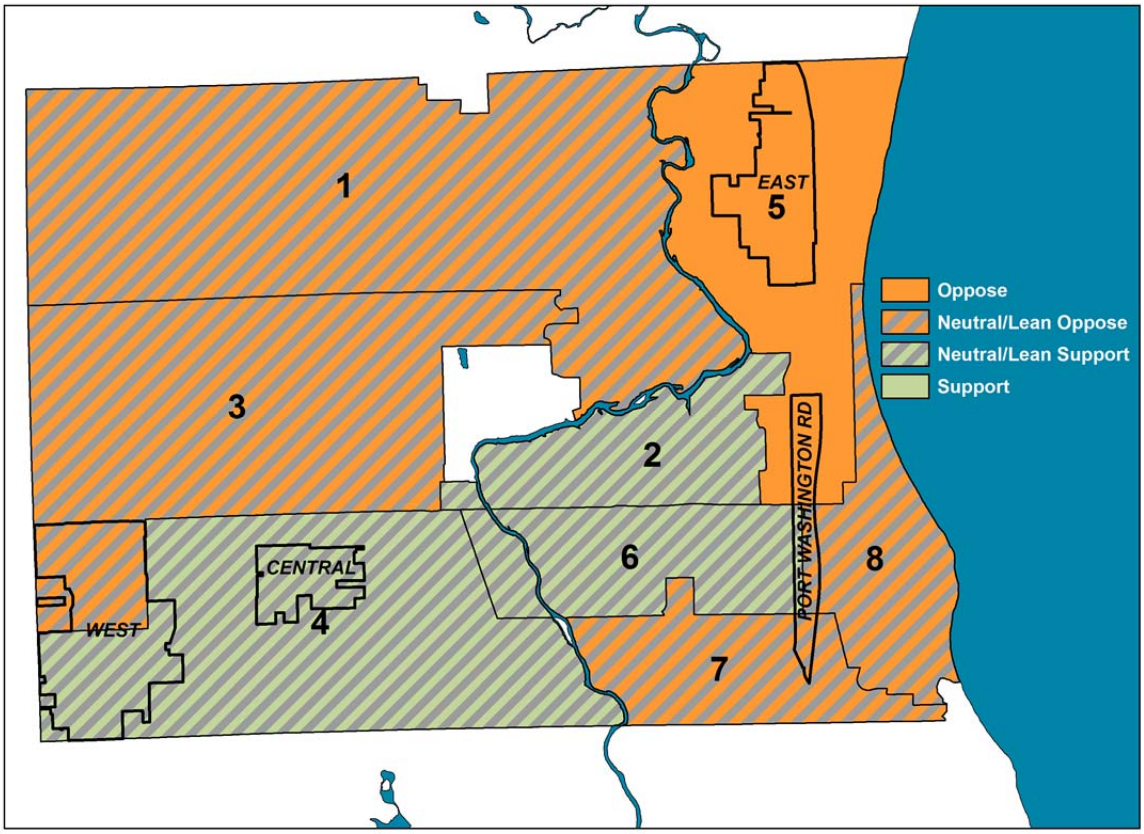
Table 6a-1
Support for multi-family residential development in the EAST growth area

Response	*N*	*% (valid)*
Support	1452	37.9
Neutral	700	18.2
Oppose	1567	40.8
Don't Know	117	3.1
No response/invalid	107	-
Total	3943	100.0

Table 6a-2
Support for multi-family residential development in the EAST growth area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	162	233	181	181	74	219	173	173	1396
	37.9%	39.0%	38.4%	43.5%	22.3%	44.2%	36.5%	37.4%	38.0%
Neutral	77	113	88	106	33	91	106	56	670
	18.0%	18.9%	18.7%	25.5%	9.9%	18.3%	22.4%	12.1%	18.2%
Oppose	178	229	186	114	219	168	178	227	1499
	41.6%	38.4%	39.5%	27.4%	66.0%	33.9%	37.6%	49.0%	40.8%
Don't Know	11	22	16	15	6	18	17	7	112
	2.6%	3.7%	3.4%	3.6%	1.8%	3.6%	3.6%	1.5%	3.0%
Total	428	597	471	416	332	496	474	463	3677
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 6a
Support for multi-family residential development in the EAST growth area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Table 6b-1 shows that respondents are about evenly divided when it comes to multi-family residential development in the PORT WASHINGTON ROAD (PWR) commercial area, with 39.3% in support, 39.5% in opposition, and 18.1% neutral. Cross-tabulation of support by aldermanic district presented in Table 6b-2 shows that majorities of residents in Districts 5 and 8 (50.9% and 50.2%, respectively) oppose this type of development (these two districts contain parts of the PWR commercial area). In District 7, which contains the southernmost section of the PWR commercial area, opponents outnumber supporters 44.8% to 35.9%. In District 6, which overlaps with the western part of the PWR commercial area, supporters slightly outnumber opponents (39.4% support/38.2% oppose). A visualization of the overall pattern of support across districts is presented in Figure 6b.

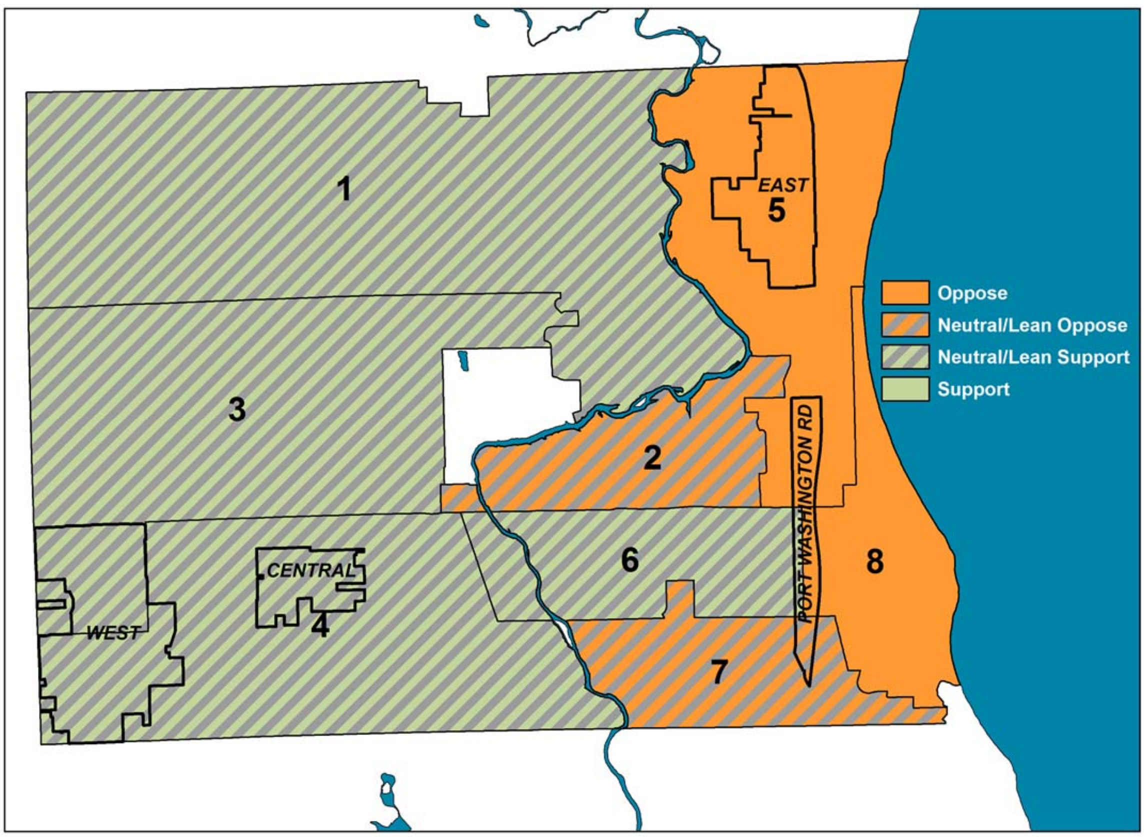
Table 6b-1
Support for multi-family residential development in the PORT WASHINGTON ROAD commercial area

Response	*N*	*% (valid)*
Support	1504	39.3
Neutral	694	18.1
Oppose	1510	39.5
Don't Know	118	3.1
No response/invalid	117	-
Total	3943	100.0

Table 6b-2
Support for multi-family residential development in the PORT WASHINGTON ROAD commercial area, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Support	185	232	190	196	100	194	169	174	1440
	43.0%	38.7%	40.9%	46.7%	30.3%	39.4%	35.9%	37.5%	39.2%
Neutral	100	106	87	96	55	92	76	50	662
	23.3%	17.7%	18.8%	22.9%	16.7%	18.7%	16.1%	10.8%	18.0%
Oppose	135	241	169	111	168	188	211	233	1456
	31.4%	40.2%	36.4%	26.4%	50.9%	38.2%	44.8%	50.2%	39.7%
Don't Know	10	21	18	17	7	18	15	7	113
	2.3%	3.5%	3.9%	4.0%	2.1%	3.7%	3.2%	1.5%	3.1%
Total	430	600	464	420	330	492	471	464	3671
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 6b
Support for multi-family residential development in the PORT WASHINGTON ROAD commercial area, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

Respondents were asked whether or not they were looking to move to a new place of residence within Mequon within the next several years (Question 7). Table 7-1 shows that 15.3% of respondents said they were looking to move within Mequon. Table 7-2 shows that the intention to move within Mequon is slightly higher among respondents with minor children in the household.

Respondents who said they were looking to move within Mequon were asked a follow-up question (Question 8):

"Does Mequon offer you the type of residence you are looking for?"

Table 8-1 shows that the majority of those respondents planning on moving within Mequon feel that Mequon offers desirable residency types. Table 8-2 shows that among this group of respondents, those with children in the household are very likely to feel that Mequon has the right type of housing for them (60.6%), while those without children are slightly less likely to feel that Mequon has the housing types they seek (49.8%).

Those who said they were looking to move within Mequon AND who indicated that they were not satisfied with Mequon's available stock of residences were asked to specify the types of residences sought for rent or purchase (Question 9). Table 9 shows the highest levels of demand for condominiums and single-family homes; 42.6% of residents asked this question indicated interest in buying a condo, while 28.9% expressed interest in buying a single-family home. There was some demand for rentals as well; 25.5% expressed interest in senior housing rentals, and 23.4% expressed interest in rental apartments.

Table 7-1
Percentage of respondents looking to move within Mequon within the next several years

Response	*N*	*% (valid)*
Yes	578	15.3
No	3199	84.7
No response/invalid	166	-
Total	3943	100.0

Table 7-2
Looking to move within Mequon within next several years, by children in household

		Children in household		*Total*
		no children in household	children in household	
Are you looking to move to a different residence within Mequon within the next several years?	Yes	349	184	533
		14.2%	18.1%	15.3%
	No	2115	831	2946
		85.8%	81.9%	84.7%
Total		2464	1015	3479
		100.0%	100.0%	100.0%

Table 8-1
Responses to "Does Mequon offer you the type of residence you are looking for?" among those looking to move within Mequon

Response	*N*	*% (valid)*
Yes (GO TO Q11)	287	54.6
No (GO TO Q9)	239	45.4
No response/invalid	52	-
Total	578	100.0

Table 8-2
Responses to "Does Mequon offer you the type of residence you are looking for?" among those looking to move within Mequon, by children in household

		Children in household		*Total*
		no children in household	children in household	
Does Mequon offer you the type of residence you are looking for?	Yes	160	100	260
		49.8%	60.6%	53.5%
	No	161	65	226
		50.2%	39.4%	46.5%
Total		321	165	486
		100.0%	100.0%	100.0%

Table 9
Residence types sought for rent or purchase (among those looking to move within Mequon, but who are not satisfied with existing Mequon housing options)

	For Rent		*For Purchase*	
Housing option	*N*	*% (non-cumulative)*	*N*	*% (non-cumulative)*
Single Family Home	11	4.6	69	28.9
Apartment	56	23.4	17	7.1
Condominium	42	17.6	102	42.6
Town House	37	15.5	61	25.5
Senior Housing	61	25.5	50	20.9

Respondents who said they were not satisfied with Mequon's housing stock were invited to elaborate in an open-ended question (Question 10). Responses to Question 10 are reported in the "Digest of Open-ended Responses" document.

INFRASTRUCTURE DEVELOPMENT

The next section presented respondents with questions about the possibility of construction of an interchange at I-43 and Highland Road. Respondents were first asked about support for the project (Question 11):

"Would you like to see an interchange at I-43 and Highland Road?"

Table 11-1 shows that a sizeable majority of respondents (60.0%) support construction of an interchange at this location. Table 11-2 and Figure 11 show that majorities of respondents support such a project in every aldermanic district, although majority support is lowest in District 5 (where the interchange would be located).

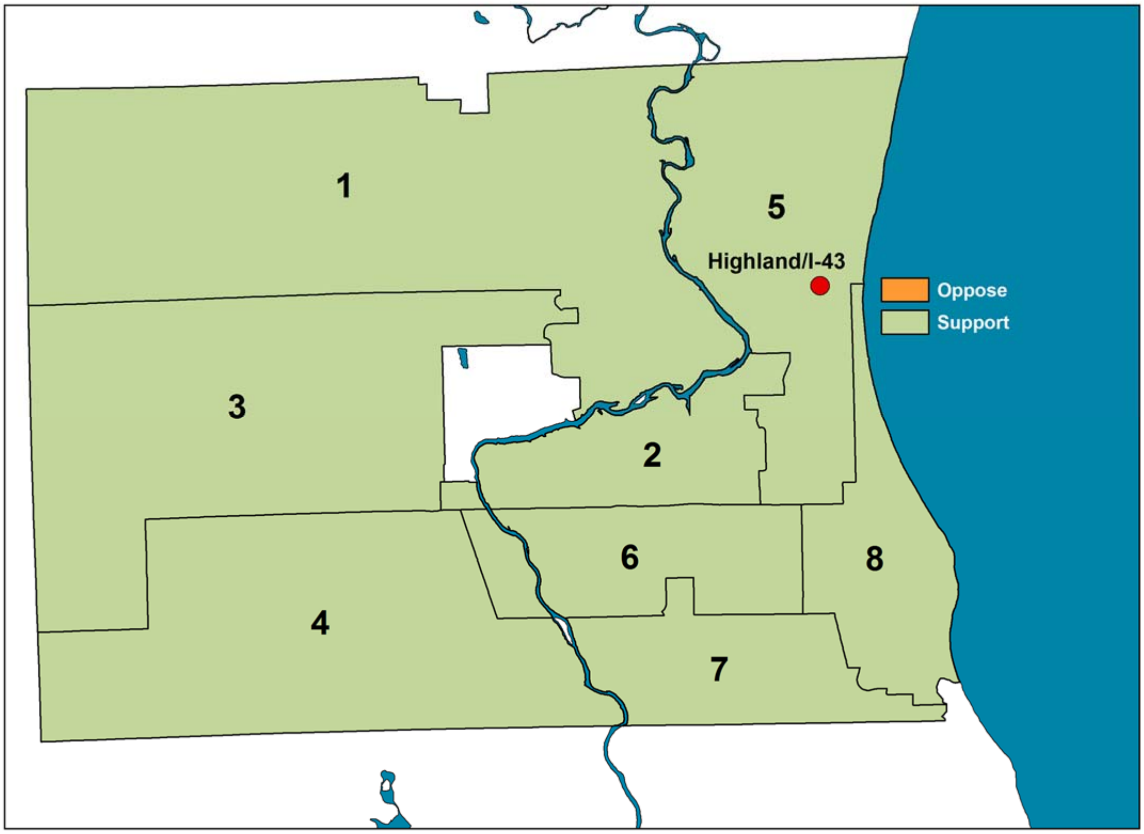
Table 11-1
Support for construction of an interchange at I-43 and Highland Road

Response	*N*	*% (valid)*
Yes	2287	60.0
No	1523	40.0
No response/invalid	133	-
Total	3943	100.0

Table 11-2
Support for construction of an interchange at I-43 and Highland Road, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Yes	265	376	274	226	175	315	287	280	2198
	61.6%	62.4%	58.5%	54.9%	52.9%	65.9%	60.2%	61.3%	60.1%
No	165	227	194	186	156	163	190	177	1458
	38.4%	37.6%	41.5%	45.1%	47.1%	34.1%	39.8%	38.7%	39.9%
Total	430	603	468	412	331	478	477	457	3656
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 11
Support for construction of an interchange at I-43 and Highland Road, by aldermanic district



Respondents were asked a follow-up question intended to measure support when project costs are made explicit (Question 12):

"The Wisconsin Department of Transportation's policy is to share the cost of new highway interchanges with municipalities. Consequently, the city would be responsible for some of the costs for a new interchange at I-43 and Highland Road. The city's share is currently estimated at $7.5 million. That means an average Mequon home valued at $340,000 could possibly pay $30-$50 annually in additional taxes for 20 years, beginning no earlier than 2019.
Knowing this, would you favor an interchange at I-43 and Highland Road?"

Table 12-1 shows that support for the proposed interchange decreases when the tax implications are spelled out. However, unconditional supporters still constitute nearly half of respondents willing to provide an answer to the question (49.4%). Table 12-2 shows that unconditional supporters continue to outnumber opponents in four districts (Districts 1, 2, 6, and 8) while a majority of respondents oppose the proposed interchange in the remaining four districts (Districts 3, 4, 5, and 7) once the costs are attached. Figure 12 displays a visualization of the overall pattern of support across districts.

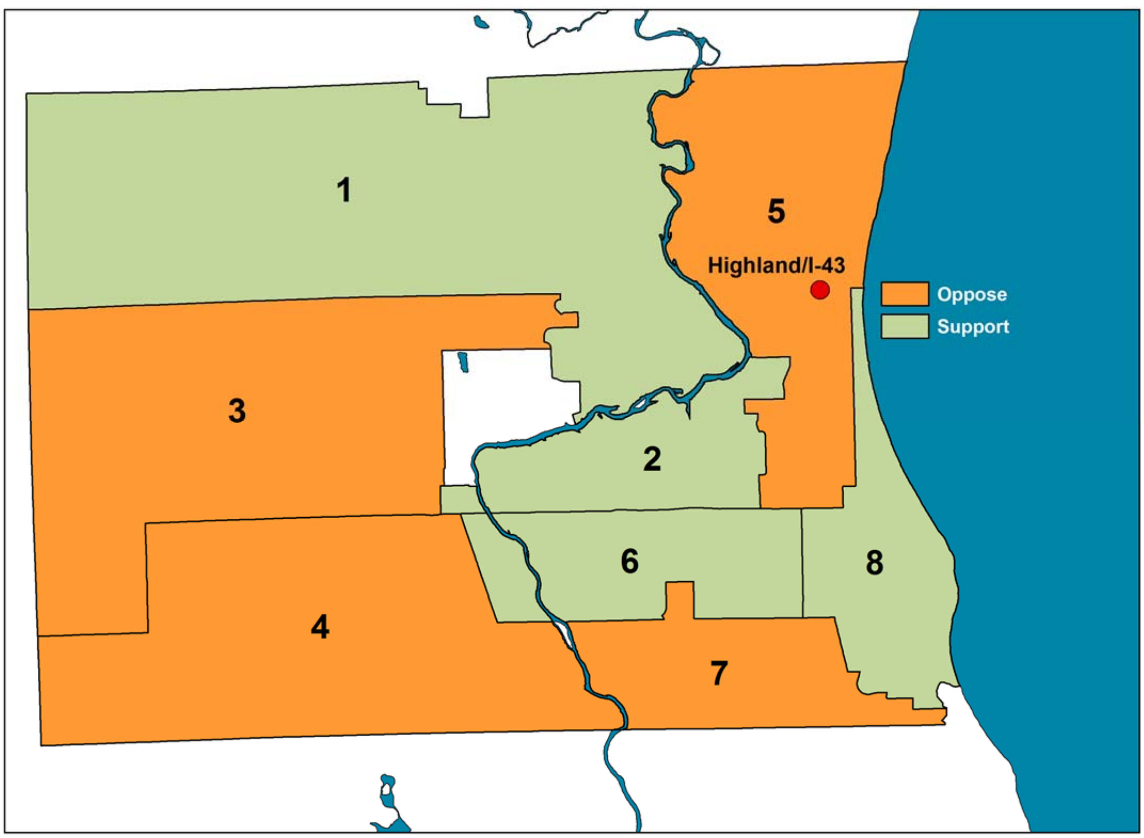
Table 12-1
Support for construction of an interchange at I-43 and Highland Road given tax implications

Response	*N*	*% (valid)*
Yes	1835	49.4
No	1876	50.6
No response/invalid	232	-
Total	3943	100.0

Table 12-1
Support for interchange at I-43 and Highland Road given increased taxes, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	*All*
Yes	238	307	218	165	155	239	214	232	1,768
	56.8%	51.3%	48.1%	41.3%	47.7%	51.4%	46.8%	51.8%	49.6%
No	181	291	235	235	170	226	243	216	1,797
	43.2%	48.7%	51.9%	58.8%	52.3%	48.6%	53.2%	48.2%	50.4%
Total	419	598	453	400	325	465	457	448	3,565
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 12
Support for interchange at I-43 and Highland Road given increased taxes, by aldermanic district



ECONOMIC DEVELOPMENT

The survey asked respondents about their opinions on a range of economic development tools available to Mequon. At the beginning of the section, respondents were provided background information about development and redevelopment in Mequon, and a short summary of available tools:

"Economic development is a way to broaden the tax base with the desired outcome of economic diversity, job creation, business retention and the lowering of the residential tax burden. Mequon has limited vacant land that would allow for new commercial development. Because of this, the city works to redevelop sites that already have buildings on them. Typically, there is an added cost to redeveloping sites in comparison to vacant sites. In recent years, Mequon has evaluated economic development tools to assist with redevelopment. An example of one such tool used is a Tax Increment Financing development incentive that redirects property tax dollars into funding for development.

The City of Mequon has limited resources available to retain and attract businesses. Economic incentives presently available include Tax Incremental Financing, industrial revenue bonds, and the use of state grant funds to provide low-interest loans to businesses that create new jobs."

First, residents were asked whether they support or oppose Mequon providing incentives in order to encourage redevelopment and grow the tax base (Question 13a). Table 13a shows that a majority of respondents (55.5%) support provision of incentives, while 22.6% oppose.

Table 13a
Support for Mequon providing redevelopment incentives

Response	*N*	*% (valid)*
Support	2127	55.5
Neutral	657	17.2
Oppose	865	22.6
Don't Know	181	4.7
No response/invalid	113	--
Total	3943	100.0

Next, respondents were asked about their level of support concerning Mequon's focus on redevelopment of property (Question 13b). Table 13b reports that the majority of respondents (61.4%) supports such a focus, while 12.2% oppose.

Table 13b
Support for Mequon's focus on redevelopment of property

Response	*N*	*% (valid)*
Support	2319	61.4
Neutral	796	21.1
Oppose	461	12.2
Don't Know	202	5.3
No response/invalid	165	-
Total	3943	100.0

The next group of questions referred to use of specific redevelopment tools. Table 14a shows that a majority of respondents (69.4%) expressed support for recruiting businesses to locate in the City of Mequon (Question 14a). Table 14b shows that provision of financial assistance to help existing businesses remain and expand (Question 14b) fell just short of majority support, but supporters still outnumbered opponents (48.8% support/24.2% oppose). Table 14c shows a similar level of ambivalence regarding provision of financial assistance to help attract new businesses to Mequon (Question 14c); 40.4% were in support, while 32.3% opposed.

Table 14a
Support for recruiting businesses to locate in the City of Mequon

Response	*N*	*% (valid)*
Support	2657	69.4
Neutral	640	16.7
Oppose	451	11.8
Don't Know	78	2.0
No response/invalid	117	-
Total	3943	100.0

Table 14b
Support for provision of financial assistance to help existing businesses remain and expand in Mequon

Response	*N*	*% (valid)*
Support	1873	48.8
Neutral	916	23.9
Oppose	930	24.2
Don't Know	117	3.1
No response/invalid	107	-
Total	3943	100.0

Table 14c
Support for the provision of financial assistance to help attract new businesses to Mequon

Response	*N*	*% (valid)*
Support	1539	40.4
Neutral	905	23.7
Oppose	1230	32.3
Don't Know	137	3.6
No response/invalid	132	-
Total	3943	100.0

Respondents were asked if the city should offer other incentives for businesses to locate in Mequon (Question 15), and if so, whether or not that support depends on tax rates (Question 15). Table 15 shows that 46.3% support Mequon offering other incentives, while a majority (53.7%) opposed. Table 16 shows that support drops to 16.5% (of all respondents) when tax implications are considered.

Table 15
Responses to "Should the city offer other incentives for businesses to locate in Mequon?"

Response	*N*	*% (valid)*
Yes	1612	46.3
No	1868	53.7
No response/invalid	463	-
Total	3943	100.0

Table 16
Responses to "Should Mequon offer other incentives, even if it increases your tax bill?" among those who said the city should offer other incentives for businesses to locate in Mequon (N=1612)

Response	*N*	*% of respondents who said "yes" to Q15 (N=1612)*	*% of ALL respondents (N=3943)*
Yes	575	38.1	16.5
No	936	61.9	26.9
No response/invalid	101	-	-
Total	1612	100.0	43.4

PHYSICAL FEATURES

The next set of questions asked respondents about support for a number of features meant to invest in a community identity and attract business interests (Question 17). Tables 17b, 17c, 17d, and 17g show that clear majorities of respondents support road median landscaping (56.6%), trees and landscaping in public areas (68.5%), trees and landscaping along public streets (61.5%), and bike lanes (54.4%). Tables 17a, 17e and 17f show that pluralities of respondents support city gateway signage (37.3% support/25.9% oppose), street lights (43.7% support/27.7% oppose), and pedestrian connections (49.2% support/22.9% oppose). These levels of support did not vary significantly across aldermanic districts.

Table 17a
Support for construction of city gateway signage

Response	*N*	*% (valid)*
Support	1376	37.3
Neutral	1216	32.9
Oppose	958	25.9
Don't Know	143	3.9
No response/invalid	250	-
Total	3943	100.0

Table 17b
Support for construction of road median landscaping

Response	*N*	*% (valid)*
Support	2094	56.6
Neutral	1002	27.1
Oppose	529	14.3
Don't Know	73	2.0
No response/invalid	245	-
Total	3943	100.0

Table 17c
Support for installation of trees and landscaping in public areas

Response	*N*	*% (valid)*
Support	2551	68.5
Neutral	788	21.2
Oppose	315	8.5
Don't Know	68	1.8
No response/invalid	221	-
Total	3943	100.0

Table 17d
Support for installation of trees and landscaping along public streets

Response	*N*	*% (valid)*
Support	2279	61.5
Neutral	940	25.4
Oppose	400	10.8
Don't Know	85	2.3
No response/invalid	239	-
Total	3943	100.0

Table 17e
Support for installation of street lights

Response	*N*	*% (valid)*
Support	1610	43.7
Neutral	956	25.9
Oppose	1023	27.7
Don't Know	98	2.7
No response/invalid	256	-
Total	3943	100.0

Table 17f
Support for construction of sidewalks and pedestrian connections

Response	*N*	*% (valid)*
Support	1824	49.2
Neutral	932	25.2
Oppose	848	22.9
Don't Know	101	2.7
No response/invalid	236	-
Total	3943	100.0

Table 17g
Support for installation of bike lanes

Response	*N*	*% (valid)*
Support	2017	54.4
Neutral	875	23.6
Oppose	733	19.8
Don't Know	80	2.2
No response/invalid	238	-
Total	3943	100.0

Respondents were also asked to weigh in on how these various physical features should be paid for (Question 18). It is important to note that all respondents were asked for their input on funding methods for these physical features. Table 18a shows that private funding is the preferred form of financing for city gateway signage; 30.4% of respondents chose this option. However, for the remaining physical features, taxes were the preferred financing method. Tables 18b through 18g show that the largest proportions of respondents preferred use of tax dollars to private funding, grants, or developer funding.

Table 18a
Preferred financing method for city gateway signage

Response	*N*	*% (non-cumulative)*
Taxes	989	25.1
Private funding	1199	30.4
Grants	638	16.2
Developer responsibility	980	24.9
Don't know	581	14.7

Table 18b
Preferred financing method for road median landscaping

Response	*N*	*% (non-cumulative)*
Taxes	1496	37.9
Private funding	866	22.0
Grants	902	22.9
Developer responsibility	921	23.4
Don't know	501	12.7

Table 18c
Preferred financing method for trees and landscaping in public areas

Response	*N*	*% (non-cumulative)*
Taxes	1671	42.4
Private funding	1018	25.8
Grants	1070	27.1
Developer responsibility	842	21.4
Don't know	427	10.8

Table 18d
Preferred financing method for trees and landscaping along public streets

Response	*N*	*% (non-cumulative)*
Taxes	1571	39.8
Private funding	920	23.3
Grants	983	24.9
Developer responsibility	1002	25.4
Don't know	446	11.3

Table 18e
Preferred financing method for street lights

Response	*N*	*% (non-cumulative)*
Taxes	1515	38.4
Private funding	468	11.9
Grants	563	14.3
Developer responsibility	1125	28.5
Don't know	622	15.8

Table 18f
Preferred financing method for sidewalks and pedestrian connections

Response	*N*	*% (non-cumulative)*
Taxes	1446	36.7
Private funding	598	15.2
Grants	705	17.9
Developer responsibility	1392	35.3
Don't know	525	13.3

Table 18g
Preferred financing method for bike lanes

Response	*N*	*% (non-cumulative)*
Taxes	1403	35.6
Private funding	987	25.0
Grants	1106	28.0
Developer responsibility	706	17.9
Don't know	585	14.8

RETAIL DEVELOPMENT

In the next section, respondents were asked a series of questions designed to provide insight into retail shopping needs and input into future retail development in Mequon. First, respondents were asked whether or not they are currently able to meet their retail shopping needs within Mequon (Question 19). Table 19-1 shows that 60.9% indicated that they must travel outside of Mequon to fulfill their shopping requirements. Table 19-2 shows that this percentage rises to 74.0% among those from households with minor children.

Table 19-1
Are you currently able to meet your retail shopping needs in Mequon?

Response	*N*	*% (valid)*
Yes (GO TO Q21)	1459	39.1
No (GO TO Q20)	2270	60.9
No response/invalid	214	-
Total	3943	100.0

Table 19-2
Are you currently able to meet your retail shopping needs in Mequon?
by children in household

		Children in household		*Total*
		no children in household	children in household	
Are you currently able to meet your retail shopping needs in Mequon?	Yes	1090	260	1350
		44.6%	26.0%	39.2%
	No	1353	739	2092
		55.4%	74.0%	60.8%
Total		2443	999	3442
		100.0%	100.0%	100.0%

Those that said they are NOT able to meet their retail shopping needs in Mequon were asked if they would *prefer* to be able to meet their retail shopping needs in Mequon (Question 20). Table 20-1 shows that a slight majority of these respondents (52.6%) said they would prefer to be able to meet their shopping needs within Mequon. (Table 20-2 shows that this percentage rises to 57.0% among those from households with minor children.) Considering questions 19 and 20 together, a total of 29.9% of respondents are unhappy with the current status quo regarding the availability of retail shopping in Mequon.

Table 20-1
Preferences about meeting retail shopping needs in Mequon (among those who say they can't) (N=2270)

Response	*N*	*% (valid) (N=2270)*
Yes	1115	52.6
No	1003	47.4
No response/invalid	152	-
Total	2270	100.0

Table 20-2
Preferences about meeting retail shopping needs in Mequon (among those who say they can't) by children in household (N=1953)

		Children in household		*Total*
		no children in household	children in household	
Would you prefer to be able to meet your retail shopping needs in Mequon?	Yes	626	396	1022
		49.8%	57.0%	52.3%
	No	632	299	931
		50.2%	43.0%	47.7%
Total		1258	695	1953
		100.0%	100.0%	100.0%

Respondents were also asked about support for development by regional retailers such as Target, Home Depot, or Kohl's (Question 21a), community retailers such as Les Moise, Metro Market, or Sendik's (Question 21b), as well as development of additional drive-through restaurants (Question 21c). Table 21a-1 shows that a majority of residents (54.5%) oppose retail developments by regional retailers, while just 25.5% support. Table 21a-2 and Figure 21a show that opposition to this type of retail development is very consistent across aldermanic districts.

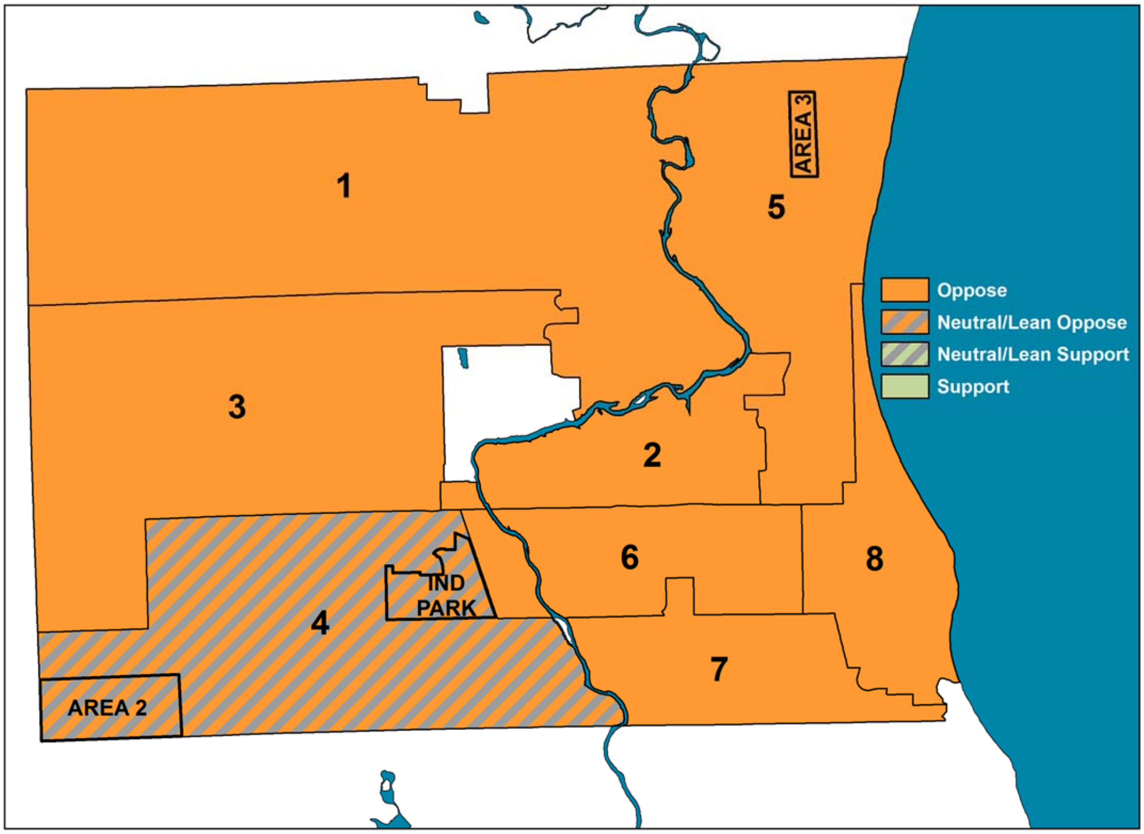
Table 21a-1
Support for developments by regional retailers

Response	*N*	*% (valid)*
Support	966	25.5
Neutral	440	11.6
Oppose	2063	54.5
Let Market Decide	315	8.3
No response/invalid	159	-
Total	3943	100.0

Table 21a-2
Support for developments by regional retailers, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Support	108	166	115	111	54	138	112	115	919
	25.4%	28.0%	24.4%	27.1%	16.7%	28.3%	23.7%	25.3%	25.3%
Neutral	47	52	50	60	35	51	79	46	420
	11.1%	8.8%	10.6%	14.7%	10.8%	10.5%	16.7%	10.1%	11.5%
Oppose	236	326	268	195	212	257	246	259	1999
	55.5%	55.1%	56.8%	47.7%	65.4%	52.8%	52.0%	56.9%	55.0%
Let Market Decide	34	48	39	43	23	41	36	35	299
	8.0%	8.1%	8.3%	10.5%	7.1%	8.4%	7.6%	7.7%	8.2%
Total	425	592	472	409	324	487	473	455	3637
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 21a
Support for developments by regional retailers, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

In contrast, respondents were quite receptive to the prospect of retail development by community retailers (Question 21b). Table 21b-1 shows that a large majority of respondents (75.7%) supported such retail developments, while only 5.8% opposed. Table 21b-2 and Figure 21b show that this level of support was constant across aldermanic districts.

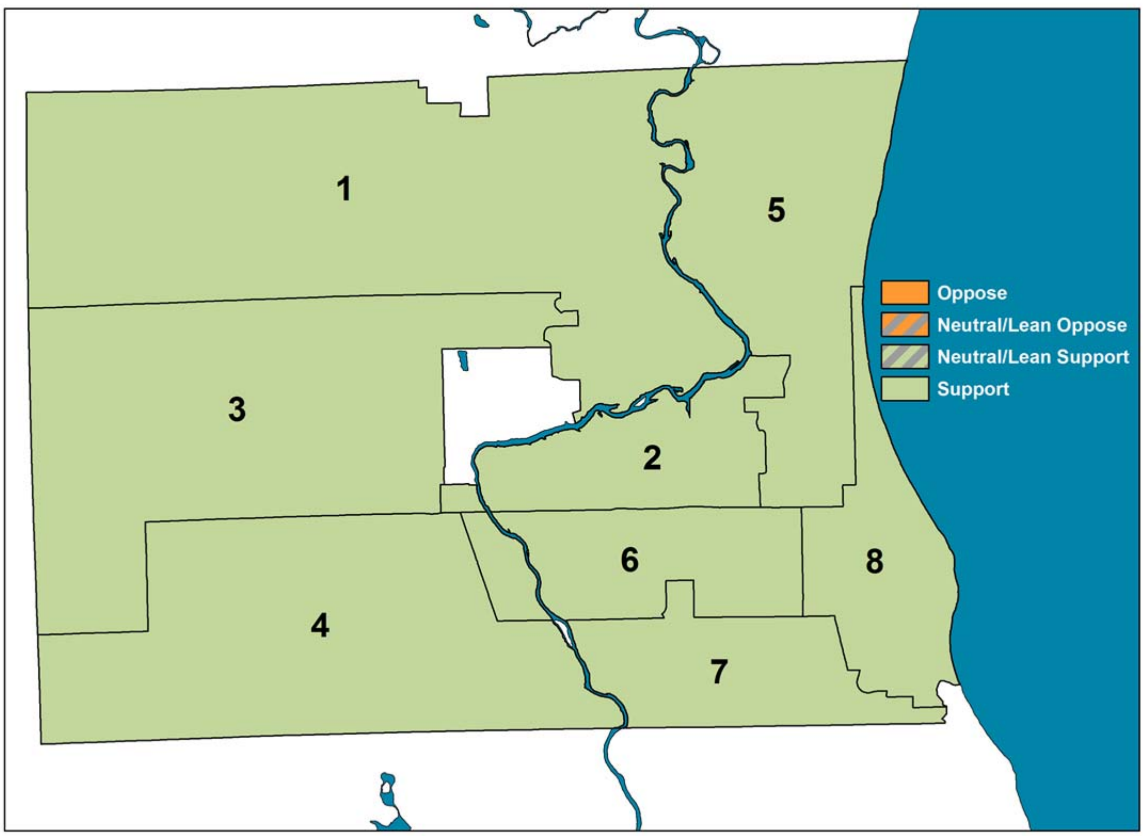
Table 21b-1
Support for developments by community retailers

Response	*N*	*% (valid)*
Support	2861	75.7
Neutral	413	10.9
Oppose	218	5.8
Let Market Decide	287	7.6
No response/invalid	164	-
Total	3943	100.0

Table 21b-2
Support for developments by community retailers, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Support	324	444	324	310	238	385	362	376	2763
	76.2%	75.0%	69.2%	75.6%	72.8%	79.7%	77.2%	82.5%	76.1%
Neutral	39	68	61	45	48	52	44	39	396
	9.2%	11.5%	13.0%	11.0%	14.7%	10.8%	9.4%	8.6%	10.9%
Oppose	23	29	53	21	21	16	23	16	202
	5.4%	4.9%	11.3%	5.1%	6.4%	3.3%	4.9%	3.5%	5.6%
Let Market Decide	39	51	30	34	20	30	40	25	269
	9.2%	8.6%	6.4%	8.3%	6.1%	6.2%	8.5%	5.5%	7.4%
Total	425	592	468	410	327	483	469	456	3630
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 21b
Support for developments by community retailers, by aldermanic district



When asked about support for development of additional drive-through restaurants (Question 21c), a majority of respondents were opposed (54.0%), while just 16.4% expressed support (Table 21c-1). Table 21c-2 and Figure 21c show that opposition is highest in the districts overlapping with I-43.

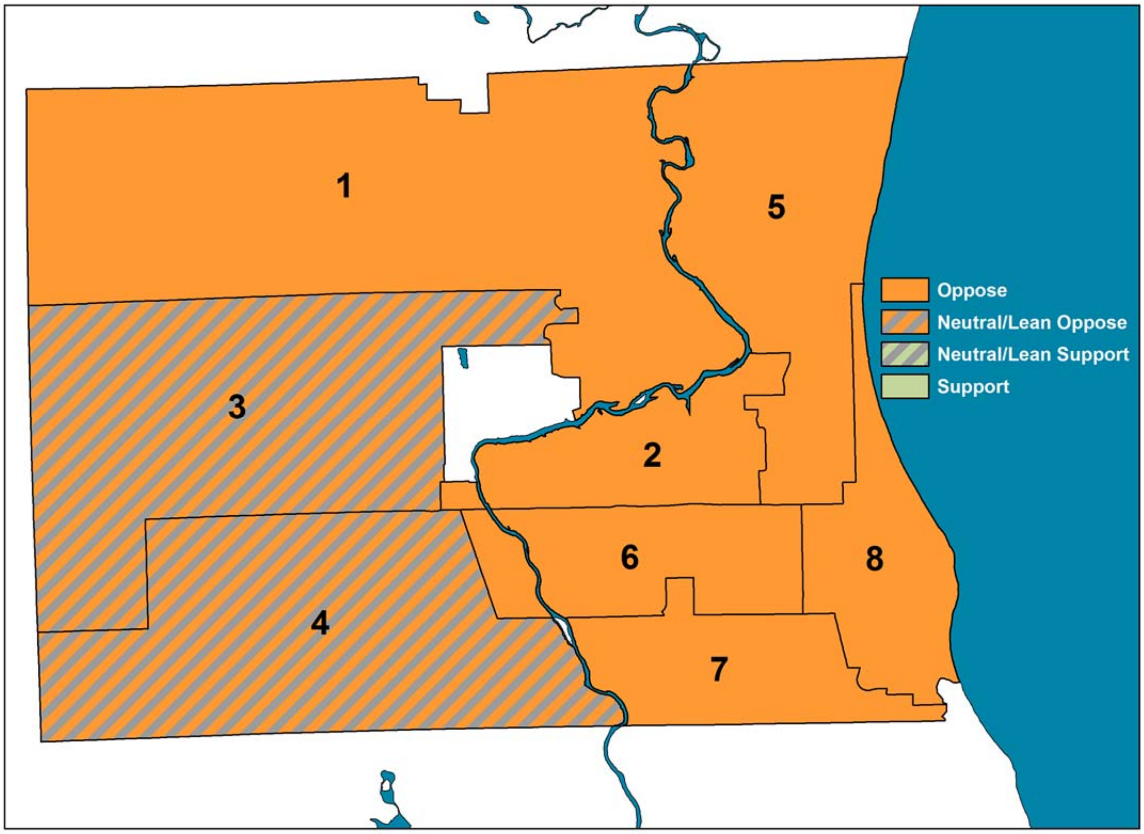
Table 21c-1
Support for additional drive-through restaurants

Response	*N*	*% (valid)*
Support	617	16.4
Neutral	744	19.8
Oppose	2026	54.0
Let Market Decide	366	9.8
No response/invalid	190	-
Total	3943	100.0

Table 21c-2
Support for additional drive-through restaurants, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Support	80	83	79	74	41	79	65	94	595
	19.0%	14.2%	17.0%	18.3%	12.6%	16.3%	14.0%	20.6%	16.5%
Neutral	91	112	104	99	53	97	95	65	716
	21.6%	19.1%	22.4%	24.4%	16.3%	20.0%	20.5%	14.2%	19.8%
Oppose	212	339	231	180	210	268	248	255	1943
	50.2%	57.8%	49.7%	44.4%	64.4%	55.4%	53.4%	55.8%	53.8%
Let Market Decide	39	52	51	52	22	40	56	43	355
	9.2%	8.9%	11.0%	12.8%	6.7%	8.3%	12.1%	9.4%	9.8%
Total	422	586	465	405	326	484	464	457	3609
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 21c
Support for additional drive-through restaurants, by aldermanic district



(See Footnote 3 [Page 5] for explanation of how district colors are determined.)

INDUSTRIAL DEVELOPMENT

The last section of the survey focused on questions regarding development within and outside of areas of Mequon set aside for light industry. First, respondents were asked about support for allowing additional industrial development within Areas 2 (along County Line Road and Wausaukee Road) and 3 (along I-43) (Question 22). Table 22-1 shows a high degree of support for such development among respondents; 44.6% expressed unconditional support, while 31.6% said they would support such development if it did not exceed the capacity of the currently designated areas. Table 22-2 and Figure 22 show relatively high levels of support for light industrial development within Areas 2 and 3 persist across aldermanic districts; however, support is relatively lower in areas encompassing these industrial development zones (Districts 4 and 5).

Table 22-1
Support for allowing additional industrial development WITHIN areas 2 and 3

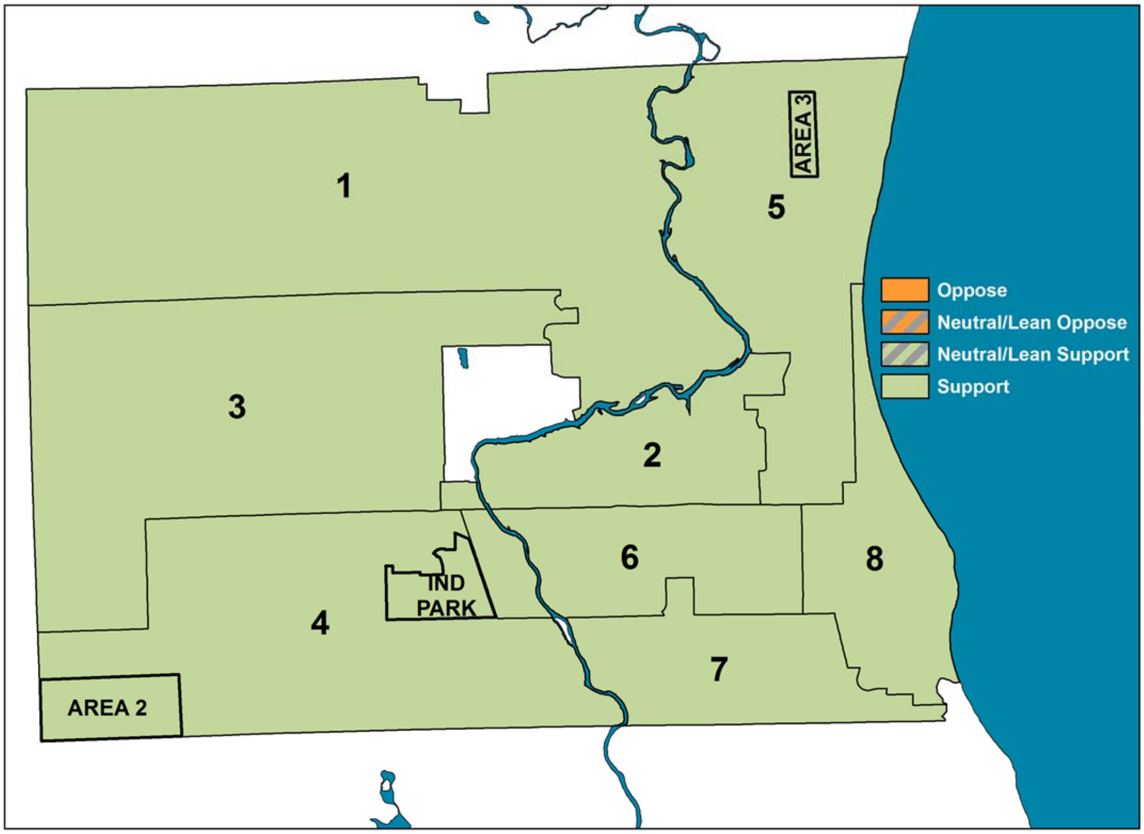
Response	*N*	*% (valid)*
Support	1689	44.6
Support, but only until the current industrial areas are near capacity	1197	31.6
Neutral	255	6.7
Oppose	555	6.7
Don't know	90	2.4
No response/invalid	157	-
Total	3943	100.0

Table 22-2
Support for allowing additional industrial development WITHIN areas 2 and 3, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Unconditional support	200	280	223	143	113	239	206	223	1627
	47.1%	46.6%	47.4%	34.5%	34.5%	49.1%	44.8%	49.0%	44.7%
Conditional support*	133	181	162	133	94	154	167	138	1162
	31.3%	30.1%	34.5%	32.0%	28.7%	31.6%	36.3%	30.3%	31.9%
Neutral	25	42	25	35	22	34	28	31	242
	5.9%	7.0%	5.3%	8.4%	6.7%	7.0%	6.1%	6.8%	6.6%
Oppose	55	87	55	98	89	46	47	50	527
	12.9%	14.5%	11.7%	23.6%	27.1%	9.4%	10.2%	11.0%	14.5%
Don't Know	12	11	5	6	10	14	12	13	83
	2.8%	1.8%	1.1%	1.4%	3.0%	2.9%	2.6%	2.9%	2.3%
Total	425	601	470	415	328	487	460	455	3641
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*"Support, but only when the current industrial areas are near capacity"

Figure 22
Support for allowing additional industrial development WITHIN areas 2 and 3, by aldermanic district[4]



Respondents were also asked about support for allowing additional industrial development *outside* of the designated light industrial areas (Question 23). Table 23-1 shows soft opposition to this type of development; while 13.6% of respondents expressed unconditional support and 23.7% expressed support if designated industrial areas pass capacity, 41.1% reported opposition. Table 23-2 and Figure 23 show relatively consistent levels of opposition across aldermanic districts.

Table 23-1
Support for allowing additional industrial development OUTSIDE of industrial park & areas 2 and 3

Response	*N*	*% (valid)*
Support	499	13.6
Support, but only until the current industrial areas are near capacity	873	23.7
Neutral	467	12.7
Oppose	1512	41.1
Don't know	331	9.0
No response/invalid	261	-
Total	3943	100.0

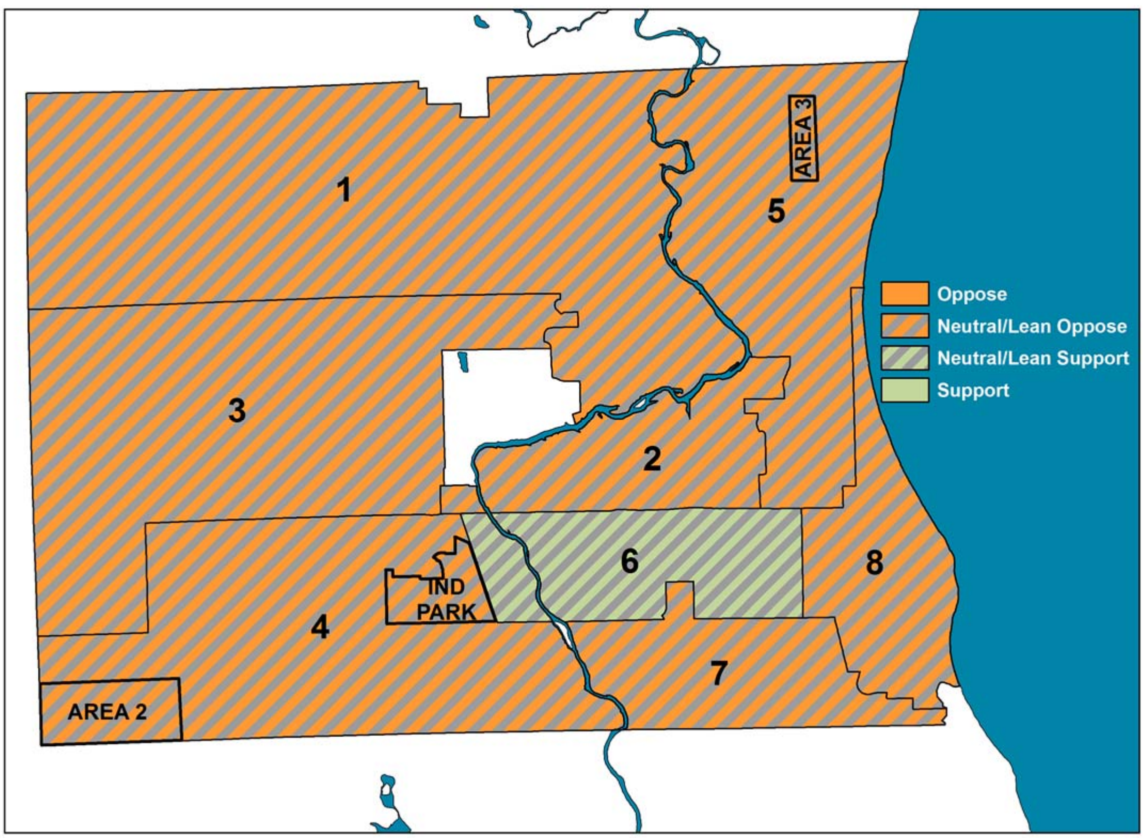
[4] For Figures 22 and 23, conditional and unconditional support were considered together when determining district color assignment.

Table 23-1
Support for allowing additional industrial development OUTSIDE of industrial park & areas 2 and 3, by aldermanic district

Response	*District 1*	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Unconditional support	49	82	72	42	38	63	56	72	474
	12.2%	14.2%	15.6%	10.2%	11.7%	13.2%	12.5%	16.5%	13.4%
Conditional support*	97	140	94	120	63	125	113	93	845
	24.1%	24.2%	20.4%	29.1%	19.4%	26.2%	25.3%	21.3%	23.9%
Neutral	52	60	53	53	50	60	64	55	447
	12.9%	10.4%	11.5%	12.9%	15.4%	12.6%	14.3%	12.6%	12.6%
Oppose	168	233	204	164	146	180	179	179	1453
	41.7%	40.3%	44.3%	39.8%	44.9%	37.7%	40.0%	41.0%	41.0%
Don’t Know	37	63	38	33	28	49	35	38	321
	9.2%	10.9%	8.2%	8.0%	8.6%	10.3%	7.8%	8.7%	9.1%
Total	403	578	461	412	325	477	447	437	3540
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*”Support, but only when the current industrial areas are near capacity”

Figure 23
Support for allowing additional industrial development OUTSIDE of industrial park & areas 2 and 3, by aldermanic district



Appendix A: Reasons for Moving to Mequon, by Aldermanic District[5]

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Born Here	No	407	601	432	390	331	482	467	456	3566
		92.7%	96.5%	88.7%	91.8%	97.6%	95.6%	95.3%	96.8%	94.4%
	Yes	32	22	55	35	8	22	23	15	212
		7.3%	3.5%	11.3%	8.2%	2.4%	4.4%	4.7%	3.2%	5.6%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Moved with My Parents	No	414	598	472	409	319	493	469	464	3638
		94.3%	96.0%	96.9%	96.2%	94.1%	97.8%	95.7%	98.5%	96.3%
	Yes	25	25	15	16	20	11	21	7	140
		5.7%	4.0%	3.1%	3.8%	5.9%	2.2%	4.3%	1.5%	3.7%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
For Work	No	377	530	403	349	299	426	432	397	3213
		85.9%	85.1%	82.8%	82.1%	88.2%	84.5%	88.2%	84.3%	85.0%
	Yes	62	93	84	76	40	78	58	74	565
		14.1%	14.9%	17.2%	17.9%	11.8%	15.5%	11.8%	15.7%	15.0%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Other	No	400	572	458	390	313	456	442	440	3471
		91.1%	91.8%	94.0%	91.8%	92.3%	90.5%	90.2%	93.4%	91.9%
	Yes	39	51	29	35	26	48	48	31	307
		8.9%	8.2%	6.0%	8.2%	7.7%	9.5%	9.8%	6.6%	8.1%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[5]Respondents choosing a given option were coded as "Yes," while respondents that did not choose that given option were coded as "no."

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Family	No	374	491	396	362	278	424	384	395	3104
		85.2%	78.8%	81.3%	85.2%	82.0%	84.1%	78.4%	83.9%	82.2%
	Yes	65	132	91	63	61	80	106	76	674
		14.8%	21.2%	18.7%	14.8%	18.0%	15.9%	21.6%	16.1%	17.8%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Specific House/ Lot	No	179	288	239	190	136	199	188	184	1603
		40.8%	46.2%	49.1%	44.7%	40.1%	39.5%	38.4%	39.1%	42.4%
	Yes	260	335	248	235	203	305	302	287	2175
		59.2%	53.8%	50.9%	55.3%	59.9%	60.5%	61.6%	60.9%	57.6%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Feel of Comm-unity	No	299	422	353	288	242	321	332	332	2589
		68.1%	67.7%	72.5%	67.8%	71.4%	63.7%	67.8%	70.5%	68.5%
	Yes	140	201	134	137	97	183	158	139	1189
		31.9%	32.3%	27.5%	32.2%	28.6%	36.3%	32.2%	29.5%	31.5%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Low Taxes	No	281	385	318	258	205	325	266	256	2294
		64.0%	61.8%	65.3%	60.7%	60.5%	64.5%	54.3%	54.4%	60.7%
	Yes	158	238	169	167	134	179	224	215	1484
		36.0%	38.2%	34.7%	39.3%	39.5%	35.5%	45.7%	45.6%	39.3%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Schools	No	269	350	264	241	230	301	296	248	2199
		61.3%	56.2%	54.2%	56.7%	67.8%	59.7%	60.4%	52.7%	58.2%
	Yes	170	273	223	184	109	203	194	223	1579
		38.7%	43.8%	45.8%	43.3%	32.2%	40.3%	39.6%	47.3%	41.8%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

		District 1	*District 2*	*District 3*	*District 4*	*District 5*	*District 6*	*District 7*	*District 8*	
Rural Char-acter	No	268	419	294	245	183	386	329	321	2445
		61.0%	67.3%	60.4%	57.6%	54.0%	76.6%	67.1%	68.2%	64.7%
	Yes	171	204	193	180	156	118	161	150	1333
		39.0%	32.7%	39.6%	42.4%	46.0%	23.4%	32.9%	31.8%	35.3%
Total		439	623	487	425	339	504	490	471	3778
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

City of Mequon
Community Assessment Study
Final Report 2019

Prepared by:

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St. Norbert College Strategic Research Institute

2019 Mequon Community Survey

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TABLE OF CONTENTS

OVERVIEW

At the request of and in cooperation with the City of Mequon, in 2019, the *Strategic Research Institute at St. Norbert College (SRI)* and *Neighborhood Analytics, LLC* partnered to conduct the **2019 Mequon Community Survey**. The purpose of this survey was to measure resident perceptions regarding land use, development, and City services in order to provide guidance to Mequon officials as they make decisions and plan for the future.

The survey was distributed by mail to 8,574 addresses in Mequon. Each household received one paper copy of the survey via the US Postal Service. Each survey packet also included a link to an online version in order to give households with multiple adult residents a way to share their input with the city, as well as contact information necessary to request additional paper copies.

The survey was issued on May 13th, 2019 and closed on June 17th, 2019. During this field period, 1,010 additional paper copies were requested, and of the 9,584 total paper copies distributed, 2,480 were returned. An additional 978 valid surveys were completed online, yielding a total of 3,818 completed surveys. (As a point of comparison, the 2013 Mequon Development Survey conducted by the University of Wisconsin-Milwaukee yielded 3,911 completed surveys.)

Because physical survey responses from the original distribution were mixed with physical responses from additional requested copies, a precise base physical copy return rate cannot be calculated. The most recent Census Bureau estimate for adult Mequon residents (as of July 1, 2018) was 19,118; therefore, respondents to the 2019 Mequon Community Survey account for approximately 20% of the adult resident population of Mequon.

EXECUTIVE SUMMARY

Residential development

Respondents are likely to prefer single-family homes and oppose multi-unit housing in the East Growth Area and the Port Washington Road Corridor specifically, and in Mequon in general.

Senior housing development

Opinions regarding senior housing development are mixed, although supporters outnumber opponents across both proposed development types.

Light industrial development

Respondents are more likely to support additional light industrial development in the East Growth Area than to oppose it, but supporters fall short of a clear majority.

Non-residential development

Respondents support development of academic facilities or parks & open space anywhere in Mequon, and hospitality developments at the intersection of Port Washington Road and Pioneer Road.

Preservation of open space

Most respondents are satisfied with the amount of open space currently protected. A majority of respondents support promotion of cluster residential developments. Respondents are more likely than not to support spending on preservation and use of transfer development rights.

Economic development

Large majorities of respondents favor use of every economic development tool they were asked about.

Satisfaction with city services

Every city service listed earned a positive average satisfaction rating. Fire/EMS, Police, and Election Services/Voter Registration received the highest positive average satisfaction ratings, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance received the lowest average satisfaction ratings.

Civic Campus

Most respondents support sidewalks for the Civic Campus, but other proposed improvements fail to appeal to a majority of respondents. Respondents are more likely than not to support the addition of amenities along the Inter-Urban Bike Trail adjacent to the Civic Campus, but are most likely to oppose a pedestrian bridge and/or underpass at the intersection of the Trail and Mequon Road.

Community Pool

While most residents and their families don't use Mequon's pool, a majority of respondents say they would prefer the City develop a new pool rather than explore closing it down. While respondents are more likely to oppose than support a tax increase aimed at funding construction of a new pool, those who are neutral towards a tax increase but support pool construction balance out pool and tax opponents.

Parks and pathways

Regarding potential improvements, respondents as a group prioritize pedestrian trails within parks and invasive plant species removal and restoration. Regarding bike and pedestrian improvements, most respondents support off-road paths. Respondents are more likely than not to support small property tax increases to fund park improvements and bike and pedestrian improvements.

METHODOLOGY

Non-response/invalid responses

In this report, frequencies of responses are often presented alongside percentages. In the demographics section, percentages are calculated to include respondents who did not respond or who provided invalid responses (illegible or multiple responses on a single-response item). In the substantive opinion-related section of the report, these responses are not incorporated into the percentages. "Don't know" responses are excluded, and "don't know" responses are explicitly not grouped in with "neutral" responses, as respondents had the choice to indicate "neutral" and did not. While the 2013 report counted "don't know" responses as valid for reporting purposes, this is not a current industry standard practice when it comes to the reporting of polling results and was not replicated in this report.

Estimation/statistical significance

When populations cannot be feasibly measured and sampling is used to generate estimates of population properties, the possibility arises that differences across groups or changes over time that are observed in a sample would not actually be observed in the population were complete measurements taken; this is due to sampling error, the error that arises when (purely by chance) elements in a sample are out of proportion when compared with the population from which the sample was derived.

By convention, an observed difference or change in a sample is said to be "statistically significant" when there is an overwhelming chance (usually 95% or higher), based on the size of the sample relative to the population, that the observed difference or change would also be observed in the population were it to be measured, and not simply the result of sampling error.

Because this study was based on data collected via an attempted census of all adult residents of Mequon, and random sampling was not used, statistical significance is not discussed; any differences across groups or changes over time are presented as direct measurements of the pool of respondents, which is simply the subset of the population (adult residents of Mequon) that cared enough to respond to the survey.

Multiple response detection

The population under study for this survey was adult Mequon residents. One survey was mailed to each household in Mequon, with instructions for additional adult residents from households with more than one to request another copy or fill out a copy of the survey online. To prevent fraudulent online responses (one respondent entering multiple surveys), prior to analysis, we removed any data associated with an IP address where *all* of the following criteria were met:

1) Three or more completed surveys from the same IP address
2) Timestamps that indicated back-to-back-to-back submissions within minutes of one another
3) Identical answers to substantial portions of the survey

As a result of this review, we excluded 2 IP addresses; one associated with 9 completed surveys, and another with 7 completed surveys (a total of 16 completed surveys eliminated). We also flagged an additional 3 IP addresses with 3 or 4 entries each; however, we did not remove them, as they did not meet criteria #2 or #3.

Rounding

For tables and figures displaying cumulative percentages, individual percentages may not add up to exactly 100.0% due to rounding error.

DEMOGRAPHICS (Questions 1-5)

Respondents were asked a series of questions in order to measure differences across demographic groups.[1] Table 1.1 summarizes response frequency across Mequon aldermanic districts. District 3 had the highest number of responses (561), while District 5 had the lowest number of responses (349). For the 2013 Community Survey, District 2 had the highest number of responses and District 5 had the lowest number of responses.

Table 1.1: Frequency of Response by Aldermanic District

		Frequency	Percent
	District 1	413	10.8%
	District 2	518	13.6%
	District 3	561	14.7%
	District 4	454	11.9%
	District 5	349	9.1%
	District 6	494	12.9%
	District 7	404	10.6%
	District 8	406	10.6%
	No response/invalid	219	5.7%
Total		3818	100.0%

Table 1.2 summarizes respondents' reported length of residency in Mequon. Respondents were most likely to report having resided in Mequon for over 20 years. Respondents from the 2013 Community Survey were also most likely to report having resided in Mequon for over 20 years.

Table 1.2: Length of Residency in Mequon

		Frequency	Percent
	0-5 years	601	15.7%
	6-10 years	419	11.0%
	11-15 years	400	10.5%
	16-20 years	413	10.8%
	More than 20 years	1965	51.5%
	No response/invalid	20	0.5%
Total		3818	100.0%

Table 1.3 shows length of residency by aldermanic district. Figure 1 shows that same data converted into a length of residency index, which is the average value of the scale ranging from 1 (0-5 years) to 5 (More than 20 years). Figure 1 shows that Districts 2 and 8 had respondents with the longest average residency, while District 4 had respondents with the shortest average residency. In 2013, District 4 also had the shortest average residency, but Districts 3 and 5 had the longest average residencies.

[1] All survey questions (numbered in the order they were presented, with complete question wording and all answer option wording) and response frequencies are reported in Appendix D. A copy of the paper survey instrument is presented in Appendix E.

Table 1.3: Length of Residency by Aldermanic District

		Aldermanic District								Total
		1	2	3	4	5	6	7	8	
0-5 years	Count	66	78	95	83	59	76	62	59	578
	%	16.1%	15.1%	17.1%	18.4%	17.0%	15.4%	15.4%	14.5%	16.1%
6-10 years	Count	41	56	66	52	35	64	48	51	413
	%	10.0%	10.8%	11.8%	11.5%	10.1%	13.0%	11.9%	12.6%	11.5%
11-15 years	Count	48	49	64	58	36	47	52	34	388
	%	11.7%	9.5%	11.5%	12.8%	10.4%	9.6%	12.9%	8.4%	10.8%
16-20 years	Count	46	61	58	45	28	62	46	46	392
	%	11.2%	11.8%	10.4%	10.0%	8.1%	12.6%	11.4%	11.3%	10.9%
More than 20 years	Count	210	273	274	214	189	243	194	216	1813
	%	51.1%	52.8%	49.2%	47.3%	54.5%	49.4%	48.3%	53.2%	50.6%
Total	Count	411	517	557	452	347	492	402	406	3584
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 1.1: Length of Residency Index, by Aldermanic District

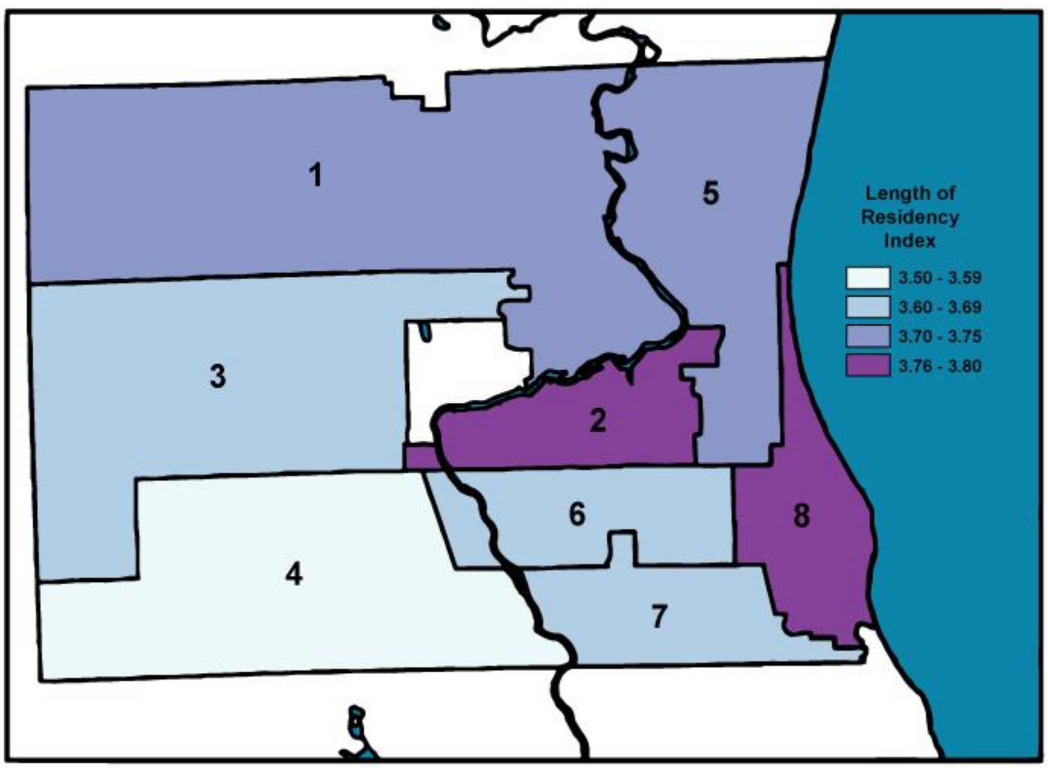


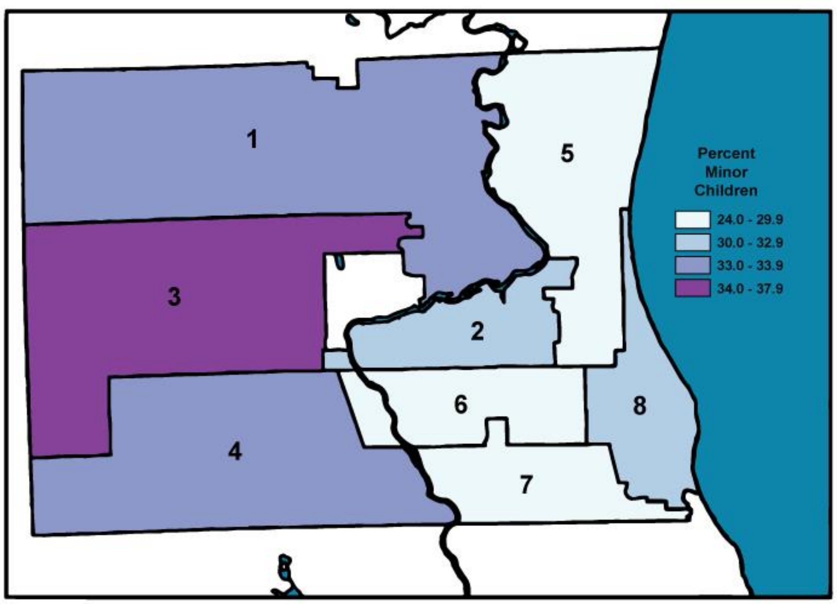
Table 1.4 shows that the majority of respondents (53.0%) come from households with 2 or more adults and no minors. About 80.3% of respondents reported 2 or more adults in the household. About 29.5% of respondents reported having at least 1 minor in the household. These proportions are roughly consistent with the household composition breakdown in 2013.

Table 1.4: Household Composition

		Frequency	Percent
	1 adult, no minors	626	16.4%
	1 adult and 1 or more minors	83	2.2%
	2 or more adults and no minors	2022	53.0%
	2 or more adults and 1 or more minors	1041	27.3%
	No response/invalid	46	1.2%
Total		3818	100.0%

Figure 1.2 shows the percentage of respondents reporting one or more children in the household by aldermanic district. District 3 respondents were most likely to report coming from a household with children, while respondents from Districts 5, 6, and 7 were the least likely to report having children in the household. In 2013, Districts 3 and 8 had the highest proportions of respondents reporting minor children in the household, while Districts 5 and 7 had the lowest.

Figure 1.2: Percent of Respondents Reporting 1+ Minor Children in Household, by Aldermanic District



Respondents were asked to indicate why they moved to Mequon; they were encouraged to select every valid reason. Table 1.5 shows that low taxes was the most common response, given by 50.3% of respondents. Low crime, I found a specific residence/lot, to raise a family, and schools were also all cited by between 42% and 46% of respondents. Respondents were encouraged to share reasons for moving to Mequon not explicitly listed; 7.5% of respondents did so, and these reasons are presented in Appendix A.[2]

[2] The closed-ended response options for this question differ from those presented in 2013, so an apples-to-apples comparison is not possible.

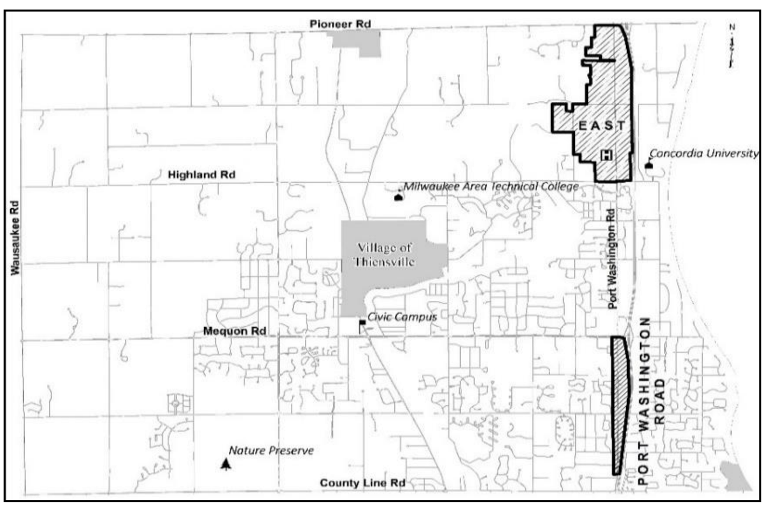
Table 1.5: Reasons for Moving to Mequon

	Frequency	Percent (non-cumulative)
Low taxes	1919	50.3%
Low crime	1751	45.9%
I found a specific residence/lot	1724	45.2%
Schools	1679	44.0%
To raise a family	1627	42.6%
Rural character	1345	35.2%
Feel of the community	1038	27.2%
For work	579	15.2%
For family already living here	421	11.0%
I was born here	259	6.7%
I moved with my parents	117	3.1%
Other	286	7.5%

DEVELOPMENT (Questions 6-10)

This section of the survey was designed to provide insight into resident opinion regarding development in Mequon. Respondents were asked to indicate support or opposition relative to a number of possible development types within specific areas in Mequon (the East Growth Area and the Port Washington Road Corridor south of Mequon Road, pictured in Figure 2.1) as well as in Mequon as a whole.

Figure 2.1: The East Growth Area and the Port Washington Road Corridor (shaded areas with bold outlines)



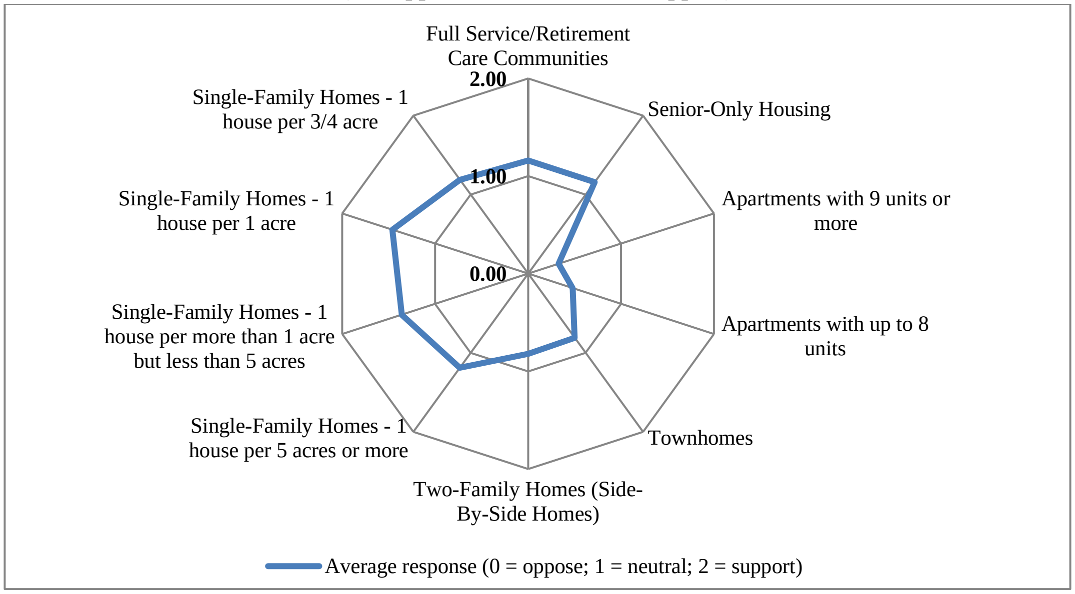
First, respondents were asked about ten specific residential development types within the East Growth Area.[3] Table 2.1 shows that relative to the East Growth Area, the residential development type with the highest level of support is single-family homes – 1 house per acre, with a majority of respondents (61.9%) in support and 15.6% opposed. Single-family homes with 1 house per more than 1acre but less than 5 acres also command the support of a majority of respondents (54.9%). Single-family homes with smaller (1 house per ¾ acre) or larger (1 house per 5 acres or more) and senior-only housing and retirement communities have more supporters than opponents, while multi-family homes, including two-family homes, townhomes, and apartments, have more opponents than supporters.

Table 2.1: Support for Residential Development Types Within the East Growth Area

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	28.7%	24.2%	47.3%
Single-Family Homes - 1 house per 1 acre	15.6%	22.5%	61.9%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	18.4%	26.7%	54.9%
Single-Family Homes - 1 house per 5 acres or more	26.4%	28.5%	45.1%
Two-Family Homes (Side-By-Side Homes)	45.9%	26.7%	27.5%
Townhomes	45.4%	28.3%	26.3%
Apartments with up to 8 units	66.9%	18.0%	15.1%
Apartments with 9 units or more	76.2%	14.2%	9.4%
Senior-Only Housing	23.5%	37.2%	39.3%
Full Service/Retirement Care Communities	23.8%	36.8%	39.4%

Placing responses on a three-point ordinal scale (where "Oppose" = 0, "Neutral" = 1, and "Support" = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 2.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 2.3 shows the same information arrayed on a traditional bar chart.

Figure 2.2: Support for Residential Development Types Within the East Growth Area (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)



[3] In 2013, respondents were asked about support for "single-family residential development in the East Growth Area". After excluding invalid responses, 59.5% expressed support, while 19.9% opposed. Respondents in 2013 were also asked about support for "multi-family residential development in the East Growth Area". After excluding invalid responses, 39.0% expressed support, while 42.1% opposed.

Figure 2.3: Support for Residential Development Types Within the East Growth Area (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

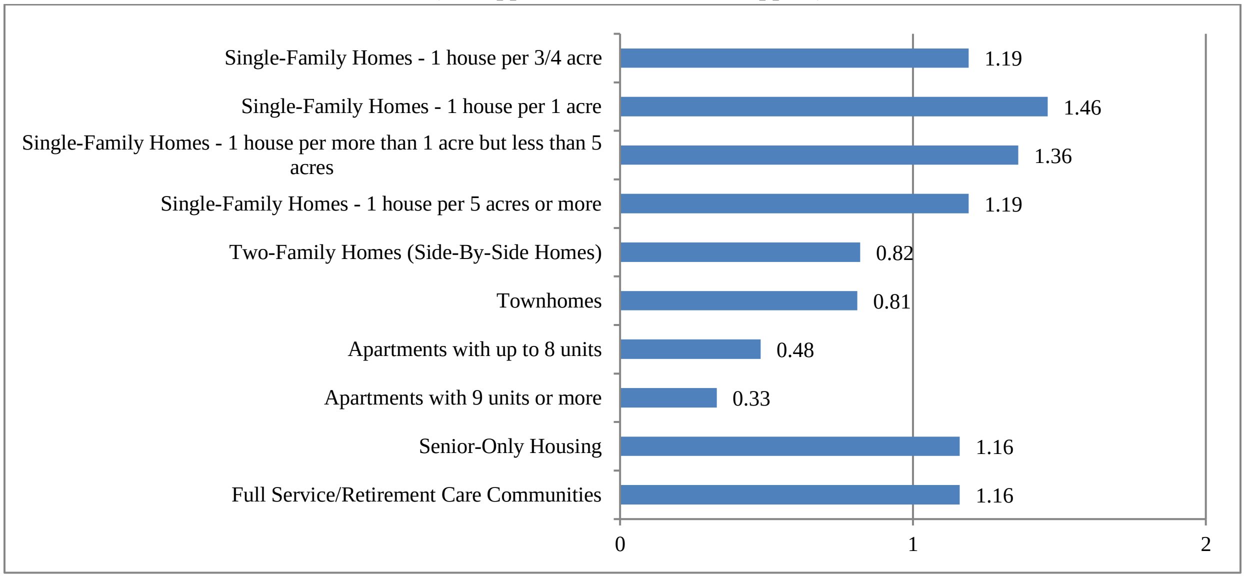
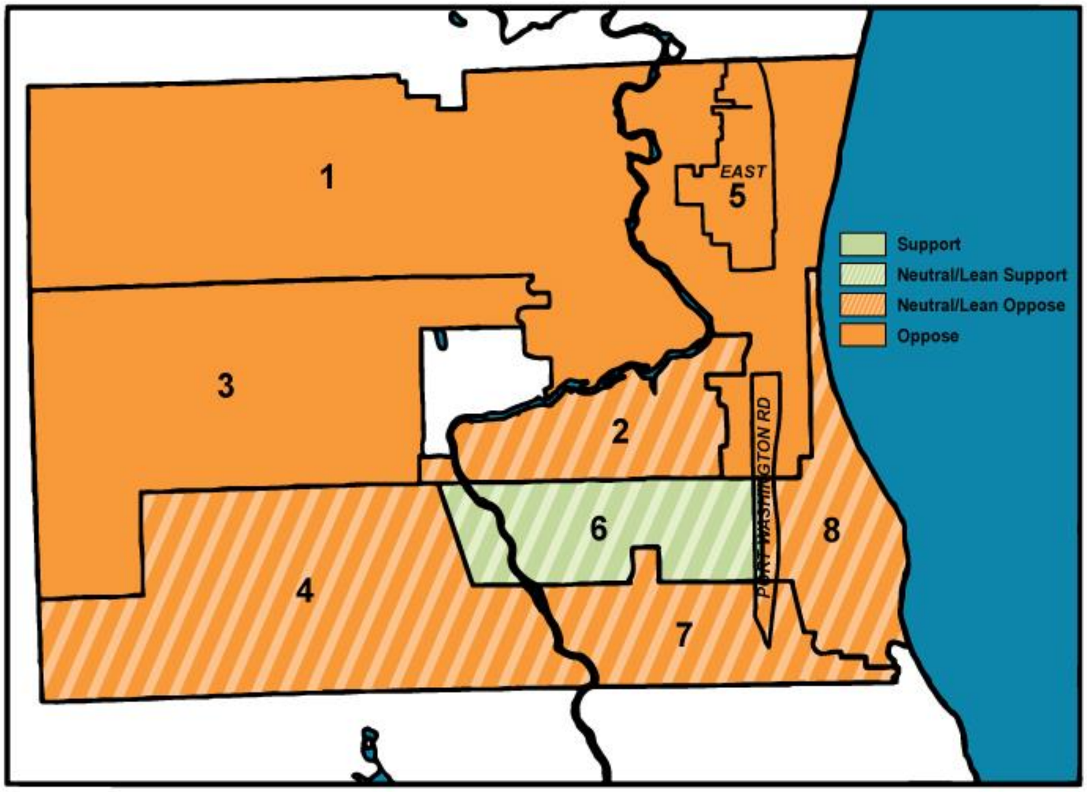


Figure 2.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the East Growth Area. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. While the pattern of opinion for each option varies slightly across Districts, the only case where there is disagreement across Districts is for Two-Family Homes (Side-By-Side Homes). The average response in District 6 is 1.02, close to "Neutral" but leaning slightly towards "Support"; meanwhile, the average response in every other District is closer to "Oppose". Figure 2.5 displays support by District in map form, with the district colored based on the position of the median respondent and the balance of support versus opposition.

Figure 2.4: Support for Residential Development Types Within the East Growth Area, by District (Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.01	1.29	1.05	1.28	1.04	1.14	1.30	1.17
Single-Family Homes - 1 house per 1 acre	1.27	1.54	1.43	1.49	1.28	1.58	1.52	1.55
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.34	1.37	1.36	1.29	1.35	1.36	1.41	1.46
Single-Family Homes - 1 house per 5 acres or more	1.29	1.18	1.21	1.05	1.28	1.13	1.21	1.22
Two-Family Homes (Side-By-Side Homes)	0.76	0.77	0.69	0.86	0.64	1.02	0.94	0.77
Townhomes	0.69	0.78	0.71	0.87	0.62	0.96	0.99	0.80
Apartments with up to 8 units	0.41	0.45	0.45	0.50	0.32	0.60	0.61	0.46
Apartments with 9 units or more	0.29	0.32	0.32	0.36	0.21	0.41	0.38	0.33
Senior-Only Housing	1.05	1.15	1.17	1.21	1.06	1.24	1.19	1.15
Full Service/Retirement Care Communities	1.06	1.12	1.16	1.22	1.06	1.27	1.17	1.10

Figure 2.5: Support for Development of Side-By-Side Homes Within the East Growth Area, by Aldermanic District



Respondents were also asked about support/opposition for a number of potential non-residential development types within the East Growth Area.[4] In addition to the Oppose/Neutral/Support options, respondents were presented the additional option of stating Support *only* at the intersection of Port Washington Road and Pioneer Road.

Table 3.1 shows that majorities of respondents favor development of Academic Facilities (55.1%) and Park & Open Space (72.1%) anywhere within the East Growth Area. Hospitality developments at the Port Washington Road/Pioneer Road intersection would also garner support from a majority of respondents (41.1% Support Anywhere; 17.8% Support at intersection). Supporters of Professional or Medical Office developments in the East Growth Area outnumber opponents, but do not form a majority of respondents, even when adding in those who would only support such developments at the Port Washington Road/Pioneer Road intersection.

Support for Large Farming/Hardware Store, Gas Station, Grocery, Health & Personal Care, and Retail/Clothing developments would find more supporters than opponents only if located at the intersection of Port Washington Road and Pioneer Road. Support/opposition for Sporting Goods developments is mixed, with nearly equal numbers of opponents and supporters of different types. A majority of respondents (53.8%) oppose Industrial developments in the East Growth Area.

[4] In 2013, respondents were asked about support for developments by regional retailers, support for developments by community retailers, and support for additional drive-through restaurants. The area under discussion was Mequon in general.

Table 3.1: Support for Non-Residential Development Types in the East Growth Area

	% Oppose	% Neutral	% Support (ONLY at Port Washington Rd/Pioneer Rd intersection)	% Support (anywhere in East Growth Area)
Academic Facilities	14.5%	21.9%	8.4%	55.1%
Large Farming/Hardware Store	35.9%	21.9%	17.1%	25.6%
Gas Stations	36.7%	21.6%	20.5%	21.2%
Grocery	34.8%	22.7%	12.9%	29.5%
Health & Personal Care	27.6%	29.4%	9.6%	33.3%
Hospitality (Lodging, Restaurant, Entertainment)	22.4%	18.5%	17.8%	41.4%
Industrial	53.8%	22.1%	7.9%	16.3%
Park & Open Space	8.3%	15.6%	4.1%	72.1%
Professional or Medical Office	24.7%	26.0%	10.1%	39.1%
Retail/Clothing	35.0%	22.6%	11.9%	30.5%
Sporting Goods	37.7%	24.9%	12.2%	25.2%

Support varies meaningfully by Aldermanic District for four of the non-residential development types proposed for the East Growth Area. For Figures 3.1 – 3.4, each map color-codes Districts according to the position of the median respondent plus the balance of supporters to opponents (support for development anywhere is combined with support for development at the intersection of Port Washington Road and Pioneer Road.)

Figures 3.1 and 3.2 show that Districts 1 and 5 are "Neutral/Lean Oppose" regarding Grocery and Gas Station developments in the East Growth Area, while the remaining Districts are "Neutral/Lean Support." Figure 3.3 shows that Districts 1 and 5 are "Neutral/Lean Oppose" regarding Retail & Clothing developments in the East Growth Area, while Districts 2, 3, 4, 6 and 7 are "Neutral/Lean Support" and District 8 is "Support." Finally, Figure 3.4 shows that District 5 is in opposition to Sporting Goods developments, Districts 1 and 2 are "Neutral/Lean Oppose", and the remaining Districts are "Neutral/Lean Support."

Figure 3.1: Support for Non-Residential Development (Grocery) in the East Growth Area, by Aldermanic District

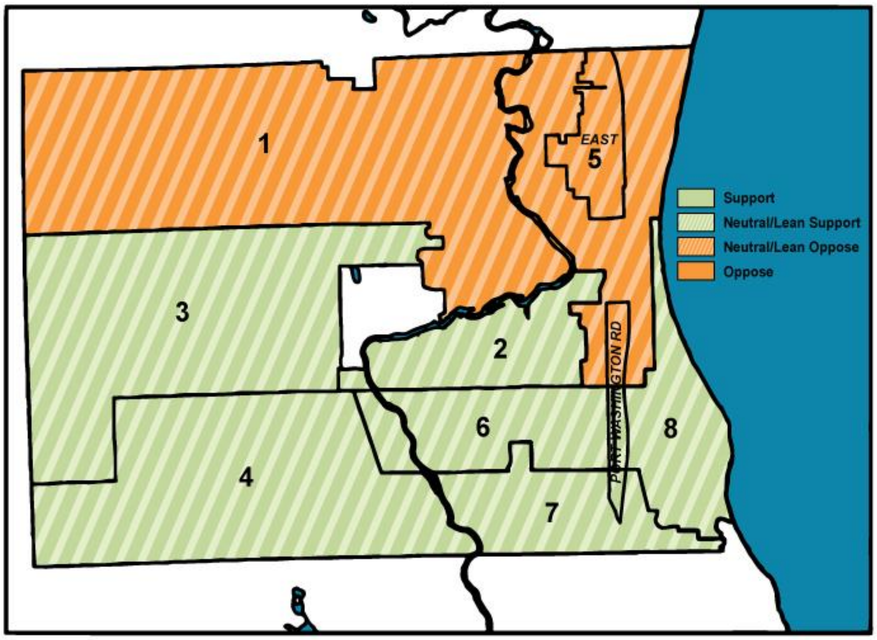


Figure 3.2: Support for Non-Residential Development (Gas Station) in the East Growth Area, by Aldermanic District

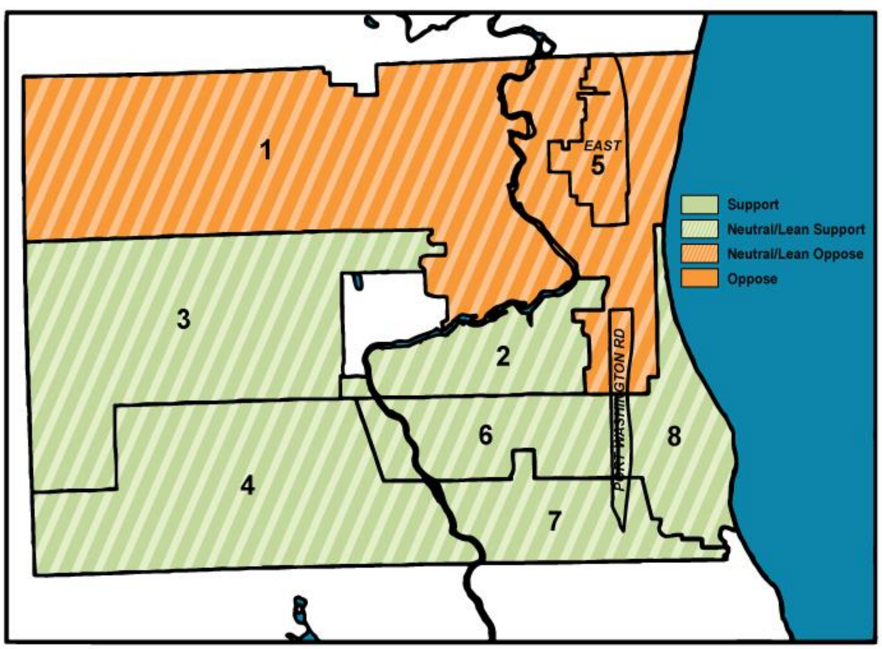


Figure 3.3: Support for Non-Residential Development (Retail/Clothing) in the East Growth Area, by Aldermanic District

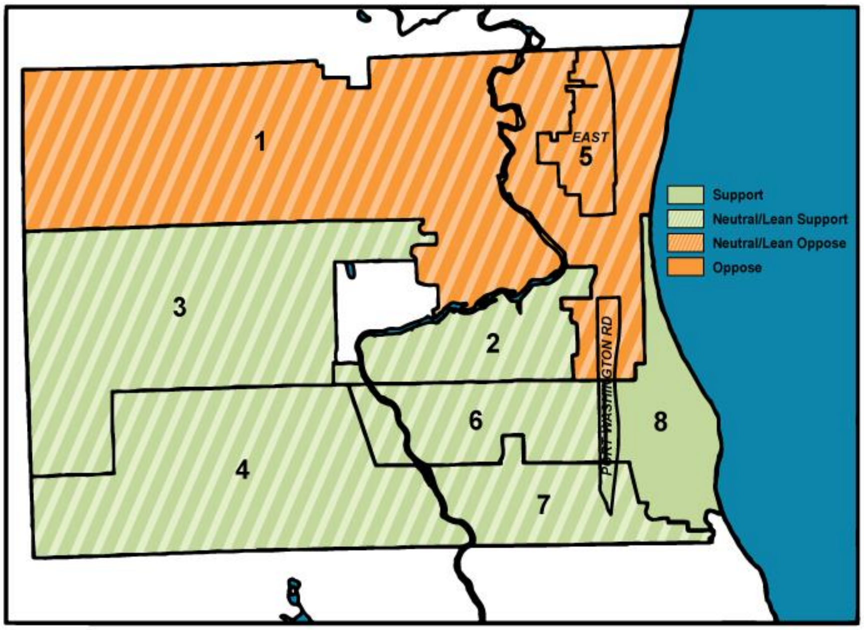
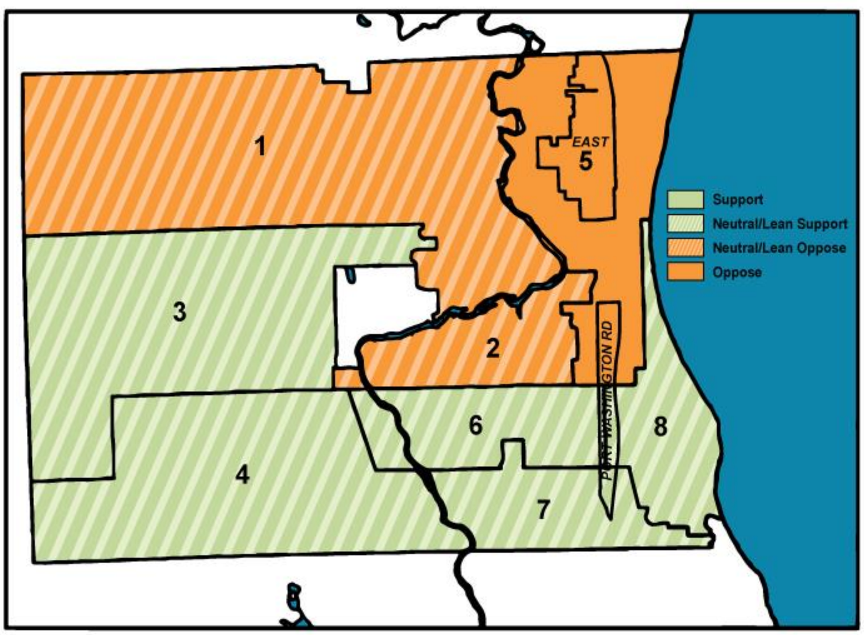


Figure 3.4: Support for Non-Residential Development (Sporting Goods) in the East Growth Area, by Aldermanic District



The next section of the survey asked Respondents to register support or opposition regarding additional light industrial development in the East Growth Area.[5] Light industrial development was characterized specifically as “professional office, research and development, and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions.” Table 4.1 shows that the plurality of respondents (44.9%) indicated support for such development, while 29.1% registered opposition.

Table 4.1: Support for Additional Light Industrial Development in the East Growth Area

		Frequency	Percent
	Support	1582	44.9%
	Neutral	916	26.0%
	Oppose	1023	29.1%
	Total	3521	100.0%
	Don't know	136	
	No response/invalid	161	
Total		3818	

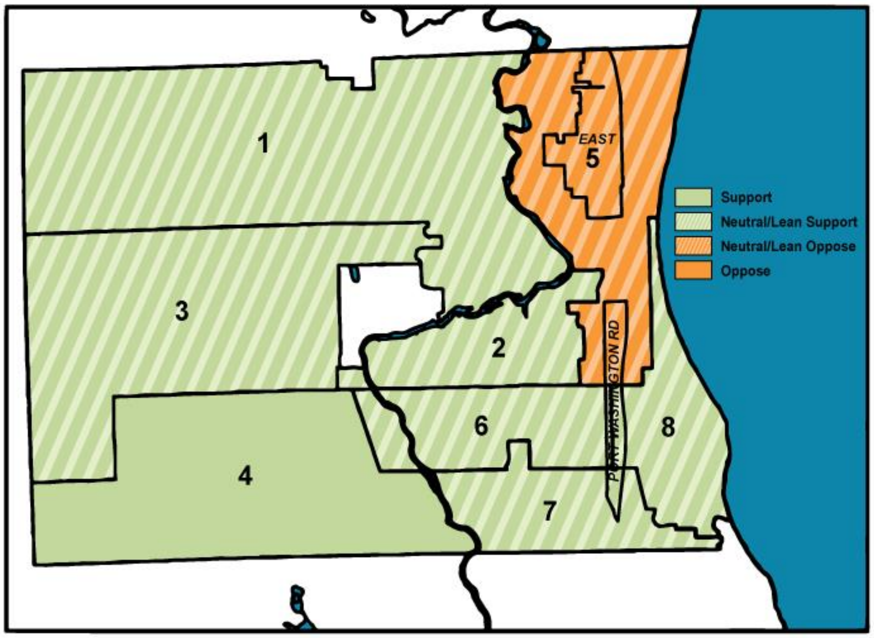
Table 4.2 breaks support/opposition for additional light industrial development in the East Growth Area down by Aldermanic District. Notably, respondents from District 5 (which encompasses the East Growth Area) had the highest level of opposition (43% Opposed), the lowest level of support (35.8% in Support), and the lowest proportion of “Neutral” respondents (20.5%). Figure 4.1 displays the balance of support/opposition in map form; District 5 registers as “Neutral/Lean Oppose, while District 4 registers majority support. The remaining districts are all “Neutral/Lean Support.”

Table 4.2: Support for Additional Light Industrial Development in the East Growth Area, by Aldermanic District

			Aldermanic District								
			1	2	3	4	5	6	7	8	Total
	Support	Count	158	225	262	216	119	207	184	153	1524
		%	40.1%	46.9%	49.1%	50.8%	35.8%	44.9%	48.4%	41.1%	45.1%
	Neutral	Count	86	124	145	119	68	134	105	99	880
		%	21.8%	25.8%	27.2%	28.0%	20.5%	29.1%	27.6%	26.6%	26.1%
	Oppose	Count	150	131	127	90	145	120	91	120	974
		%	38.1%	27.3%	23.8%	21.2%	43.7%	26.0%	23.9%	32.3%	28.8%
Total		Count	394	480	534	425	332	461	380	372	3378
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[5] In 2013, respondents were asked about support for “allowing additional industrial development within areas 2 and 3”. “Area 3” was contained within the East Growth Area, while “area 2” consisted of a small section of the 4th District. The response options allowed respondents to express unconditional support, or support “but only until the current industrial areas are near capacity.” These differences in question wording and structure prevent valid comparisons across waves.

Figure 4.1: Support for additional light industrial development in the East Growth Area, by District



Respondents were asked to register support or opposition regarding potential residential development types within the Port Washington Corridor south of Mequon Road.[6] Table 5.1 shows that a slight majority of respondents (50.1%) favor Single-Family Homes – 1house per 1 acre, while most respondents oppose Apartments with up to 8 units (63.2%) and Apartments with 9 units or more (73.9%).

Table 5.1: Support for Residential Development Types Within the Port Washington Rd. Corridor South of Mequon Road

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	34.1%	23.8%	42.1%
Single-Family Homes - 1 house per 1 acre	24.8%	25.1%	50.1%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	32.2%	26.8%	41.0%
Single-Family Homes - 1 house per 5 acres or more	37.8%	26.7%	35.4%
Two-Family Homes (Side-By-Side Homes)	44.2%	28.0%	27.8%
Townhomes	43.4%	26.9%	29.7%
Apartments with up to 8 units	63.2%	17.8%	19.0%
Apartments with 9 units or more	73.9%	14.2%	11.8%
Senior-Only Housing	28.1%	34.3%	37.7%
Full Service/Retirement Care Communities	28.9%	34.4%	36.7%

[6] Respondents in 2013 were asked only about support for "multi-family residential development in the Port Washington Road commercial area". After excluding invalid responses, 40.6% expressed support, while 40.7% expressed opposition.

Placing responses on a three-point ordinal scale (where "Oppose" = 0, "Neutral" = 1, and "Support" = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 5.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 2.3 shows the same information arrayed on a traditional bar chart.

Figure 5.2: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

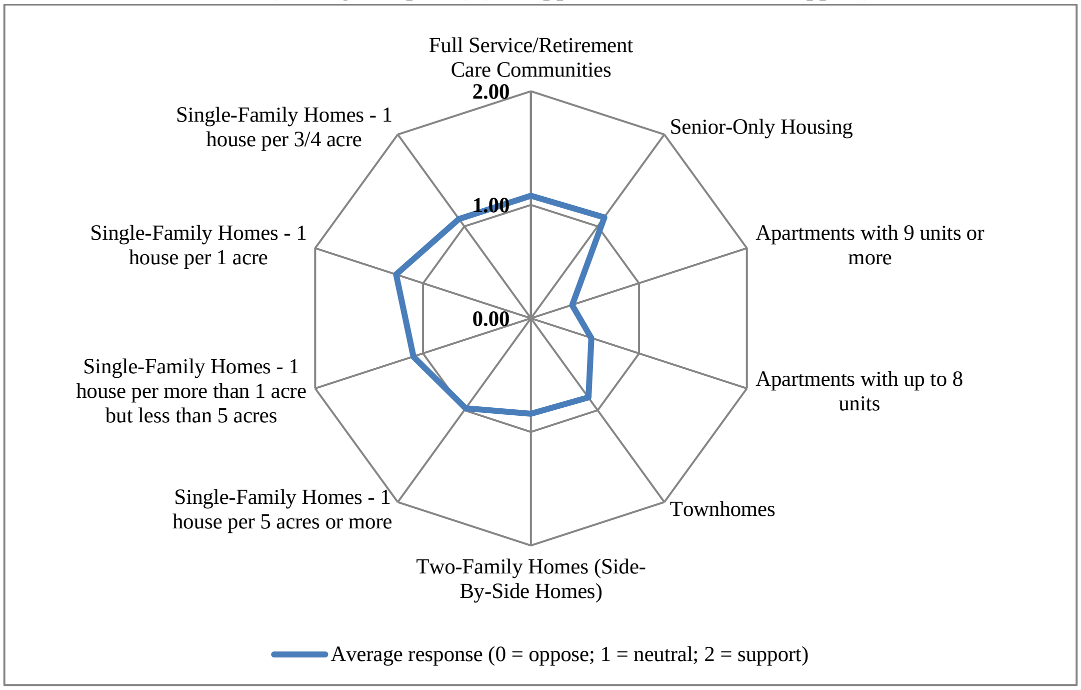


Figure 5.3: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

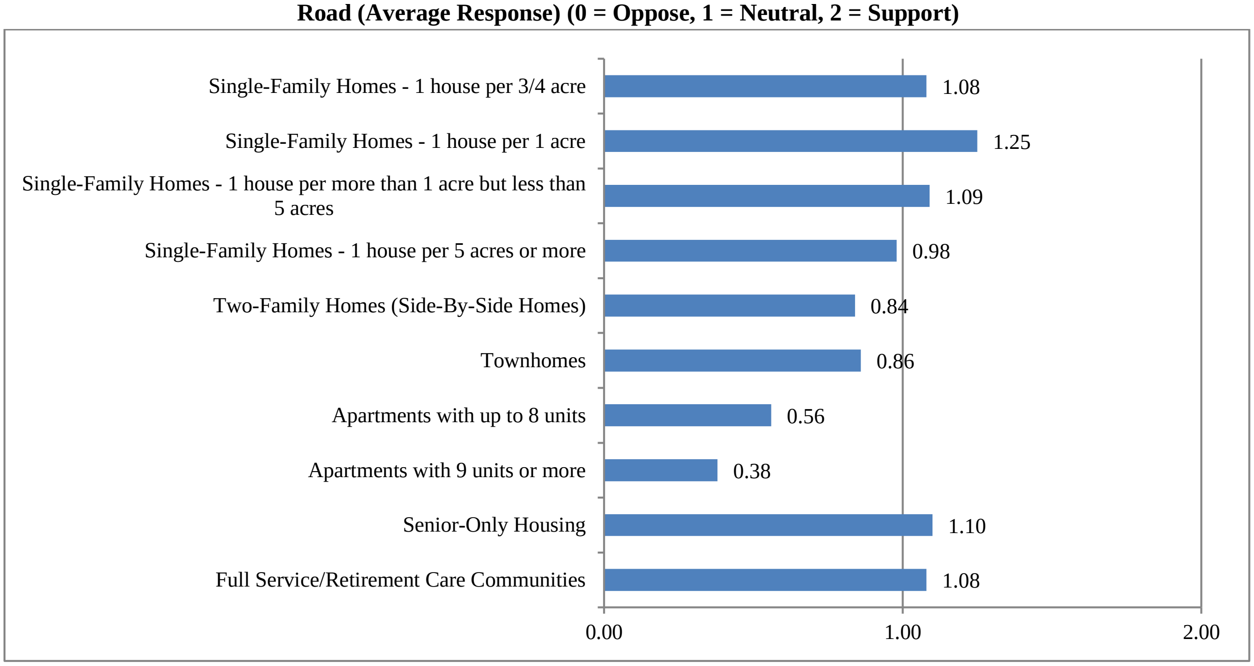


Figure 5.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the Port Washington Road corridor south of Mequon Road. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. There is a small amount of variance in the average response across Districts for each option. The most notable variation occurs regarding Single-Family Homes – 1 house per 5 acres or more; while respondents in Districts 4, 6 and 7 lean slightly against such developments, those from Districts 1 and 3 are slightly in favor (note that Districts 6 and 7 include sections of this corridor).

Figure 5.4: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road, by District
(Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	Aldermanic District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.05	1.15	0.98	1.15	1.02	1.12	1.15	1.03
Single-Family Homes - 1 house per 1 acre	1.18	1.27	1.24	1.25	1.20	1.25	1.27	1.31
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.10	1.09	1.11	1.02	1.14	1.05	1.07	1.16
Single-Family Homes - 1 house per 5 acres or more	1.09	0.96	1.05	0.90	1.03	0.89	0.94	0.99
Two-Family Homes (Side-By-Side Homes)	0.89	0.79	0.76	0.89	0.80	0.94	0.84	0.78
Townhomes	0.94	0.82	0.80	0.94	0.84	0.88	0.88	0.83
Apartments with up to 8 units	0.67	0.52	0.58	0.56	0.51	0.58	0.54	0.48
Apartments with 9 units or more	0.44	0.37	0.40	0.37	0.37	0.41	0.36	0.30
Senior-Only Housing	1.17	1.11	1.15	1.10	1.08	1.09	1.02	1.00
Full Service/Retirement Care Communities	1.16	1.09	1.10	1.12	1.08	1.09	0.96	0.95

The next battery asked respondents about their support for or opposition to proposed residential development types anywhere in Mequon. Table 6.1 shows that majorities of respondents support development of Single-Family Homes, while majorities oppose Apartments. Senior-Only Housing and Retirement developments boast more supporters than opponents, while Two-Family Homes and Townhouses have more opponents than supporters.

Table 6.1: Support for Residential Development Types Anywhere in Mequon

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	26.2%	19.9%	54.0%
Single-Family Homes - 1 house per 1 acre	13.0%	16.8%	68.4%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	17.1%	21.3%	61.7%
Single-Family Homes - 1 house per 5 acres or more	22.9%	22.5%	54.6%
Two-Family Homes (Side-By-Side Homes)	39.9%	28.9%	31.2%
Townhomes	40.5%	29.5%	30.0%
Apartments with up to 8 units	62.9%	19.8%	17.3%
Apartments with 9 units or more	73.6%	15.7%	10.7%
Senior-Only Housing	23.8%	36.3%	39.9%
Full Service/Retirement Care Communities	24.8%	36.2%	38.9%

Placing responses on a three-point ordinal scale (where "Oppose" = 0, "Neutral" = 1, and "Support" = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 6.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 6.3 shows the same information arrayed on a traditional bar chart.

Figure 6.2: Support for Residential Development Types Anywhere in Mequon (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

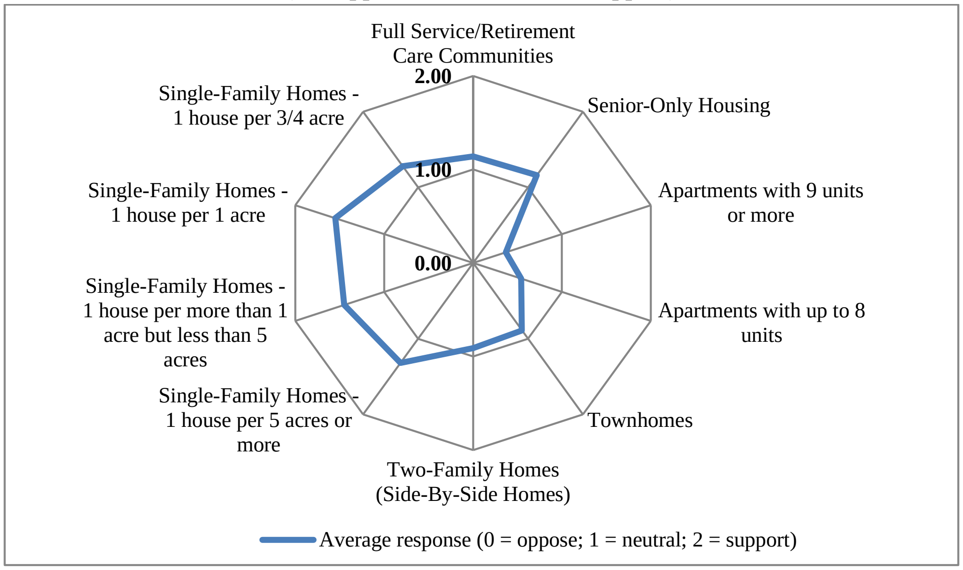


Figure 6.3: Support for Residential Development Types Anywhere in Mequon (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

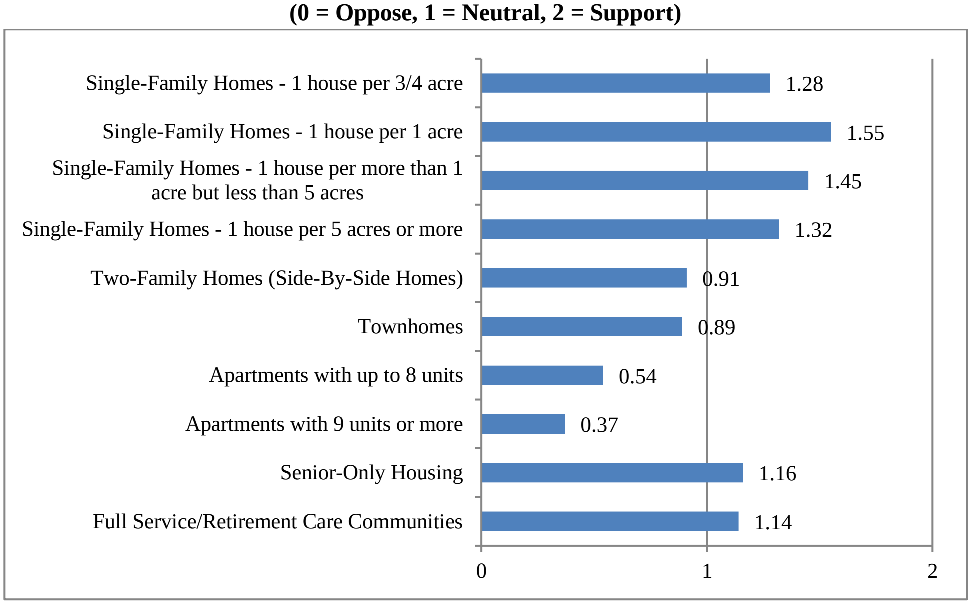


Figure 6.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the Port Washington Road corridor south of Mequon Road. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. Opinion regarding residential development types as embodied by the average response is relatively uniform across Districts for each development type, with the exception of Two-Family Homes; respondents from District 6 lean in support of Two-Family Home development, while Districts 1 through 5 lean in opposition and Districts 7 and 8 do not lean one way or the other.

Figure 6.4: Support for Residential Development Types Anywhere in Mequon, by District
(Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	Aldermanic District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.17	1.33	1.09	1.31	1.21	1.39	1.39	1.36
Single-Family Homes - 1 house per 1 acre	1.40	1.59	1.49	1.55	1.53	1.60	1.62	1.66
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.40	1.49	1.45	1.36	1.52	1.40	1.44	1.55
Single-Family Homes - 1 house per 5 acres or more	1.41	1.32	1.34	1.19	1.39	1.26	1.32	1.38
Two-Family Homes (Side-By-Side Homes)	0.88	0.82	0.75	0.92	0.90	1.07	0.98	0.97
Townhomes	0.87	0.79	0.73	0.90	0.90	0.98	1.00	1.01
Apartments with up to 8 units	0.56	0.43	0.47	0.50	0.52	0.60	0.66	0.59
Apartments with 9 units or more	0.39	0.31	0.29	0.34	0.38	0.46	0.42	0.42
Senior-Only Housing	1.15	1.14	1.10	1.15	1.18	1.21	1.18	1.17
Full Service/Retirement Care Communities	1.13	1.10	1.08	1.14	1.14	1.21	1.16	1.17

PRESERVATION OF OPEN SPACE (Questions 11-14)

The next questions involved opinion regarding preservation of open space in Mequon. First, respondents were asked whether they felt the City currently protects "too much", "the right amount", or "not enough" open space. Results are reported in Table 7.1; most respondents (60.7%) feel that the City currently protects "the right amount" of open space, while 33.9% say "not enough". Just 5.4% say the City currently protects "too much" open space. This pattern persists across all Aldermanic Districts without variation.

Table 7.1: What is your opinion on the amount of open space that is currently protected in the City?

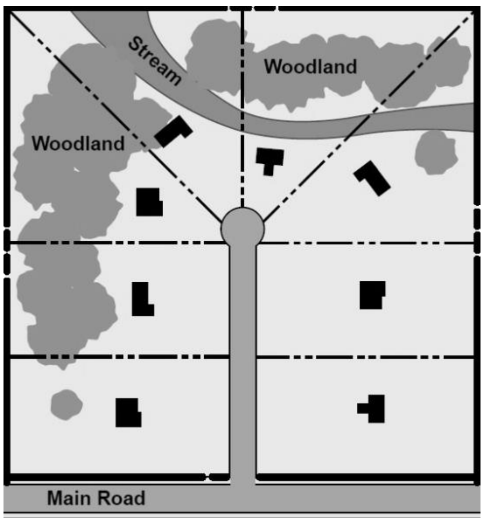
		Frequency	Percent
	Too much	189	5.4%
	The right amount	2123	60.7%
	Not enough	1186	33.9%
	Total	3498	100.0%
	Don't know	272	
	No Response/Invalid	48	
Total		3818	

Subsequently, respondents were asked whether or not the City should use taxpayer revenue to preserve additional open space. While only about 1/3 of respondents say the City does not currently protect enough open space, Table 7.2 shows that 47.6% of respondents are amenable to allocating tax revenue to preserve additional open space. About 26.3% of respondents say the City should not use tax revenue for this purpose.

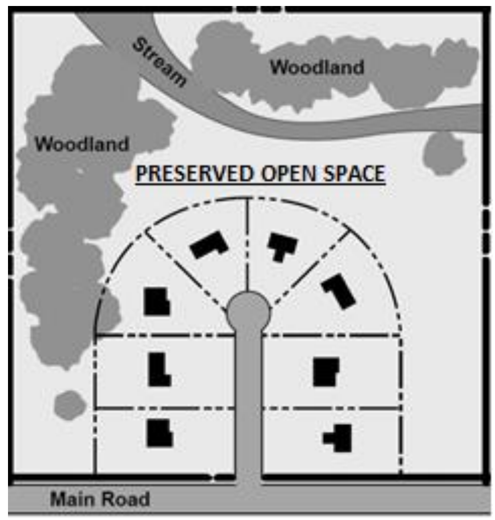
Table 7.2: Should the City use tax revenue to preserve additional open space?
(% of Respondents Answering Yes/Neutral/No)

		Frequency	Percent
	Yes	1656	47.6%
	Neutral	909	26.1%
	No	915	26.3%
	Total	3480	100.0%
	Don't know	283	
	No Response/Invalid	55	
Total		3818	

Respondents were asked about development of residential "cluster" lots (also known as conservation subdivisions) which offer a trade-off between lot size on one hand and open space preservation and required infrastructure on the other:



Traditional Subdivision



Cluster/Conservation Subdivision

Table 7.3 shows that the majority of respondents (64.9%) favor continued use of "cluster" developments, while 15.5% of respondents oppose.

Table 7.3: Should the City continue to encourage "cluster" residential developments (conservation subdivisions)?
(% of Respondents Answering Yes/Neutral/No)

		Frequency	Percent
	Yes	2334	64.9%
	Neutral	703	19.6%
	No	558	15.5%
	Total	3595	100.0%
	Don't know	171	
	No Response/Invalid	52	
Total		3818	

Respondents were also asked about the City's use of "transfer" of development rights of lots from one site to another to prevent residential development from occurring on sites that have attributes that may merit preserving, such as enviromentally sensitive areas. Table 7.4 shows that a plurality of respondents (45.5%) favor continuing this practice, while 26.2% oppose.

Table 7.4: Should the City continue to encourage the use of transfer development rights? (% of Respondents Answering Yes/Neutral/No)

		Frequency	Percent
	Yes	1389	45.5%
	Neutral	861	28.2%
	No	800	26.2%
	Total	3050	100.0%
	Don't know	702	
	No Response/Invalid	66	
Total		3818	

ECONOMIC DEVELOPMENT (Questions 15-16)

The next section of the survey focused on economic development tools and their use. Respondents were asked about promotion of business retention and expansion, improvement of infrastructure, addition of amenities, purchase of underutilized/undervalued sites, and incentivization of redevelopment for underutilized/undervalued, blighted, and environmentally contaminated sites.[7] Tables 8.1 through 8.7 show that a majority of respondents favor the continued use of each and every one of these economic development tools.

Table 8.1: Support for Continued Use of Business Development Tool (Promoting business retention and expansion)

		Frequency	Percent
	Support	2563	70.3%
	Neutral	682	18.7%
	Oppose	403	11.0%
	Total	3648	100.0%
	Don't Know	94	
	No Response/Invalid	76	
Total		3818	

Table 8.2: Support for Continued Use of Business Development Tool (Improving existing infrastructure such as streets and sidewalks)

		Frequency	Percent
	Support	3163	85.6%
	Neutral	370	10.0%
	Oppose	164	4.4%
	Total	3697	100.0%
	Don't Know	54	
	No Response/Invalid	67	
Total		3818	

[7] In 2013, respondents were asked about support for economic development tools, but the questions feature substantial wording differences that prevent apples-to-apples comparisons.

Table 8.3: Support for Continued Use of Business Development Tool (Adding amenities such as lighting, landscaping, and benches)

		Frequency	Percent
	Support	2477	67.5%
	Neutral	819	22.3%
	Oppose	372	10.1%
	Total	3668	100.0%
	Don't Know	66	
	No Response/Invalid	84	
Total		3818	

Table 8.4: Support for Continued Use of Business Development Tool (Purchasing underutilized/ undervalued sites)

		Frequency	Percent
	Support	1993	57.5%
	Neutral	776	22.4%
	Oppose	697	20.1%
	Total	3466	100.0%
	Don't Know	191	
	No Response/Invalid	161	
Total		3818	

Table 8.5: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of underutilized/undervalued sites)

		Frequency	Percent
	Support	2222	63.7%
	Neutral	663	19.0%
	Oppose	604	17.3%
	Total	3489	100.0%
	Don't Know	170	
	No Response/Invalid	159	
Total		3818	

Table 8.6: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of blighted sites)

		Frequency	Percent
	Support	2565	73.3%
	Neutral	510	14.6%
	Oppose	422	12.1%
	Total	3497	100.0%
	Don't Know	162	
	No Response/Invalid	159	
Total		3818	

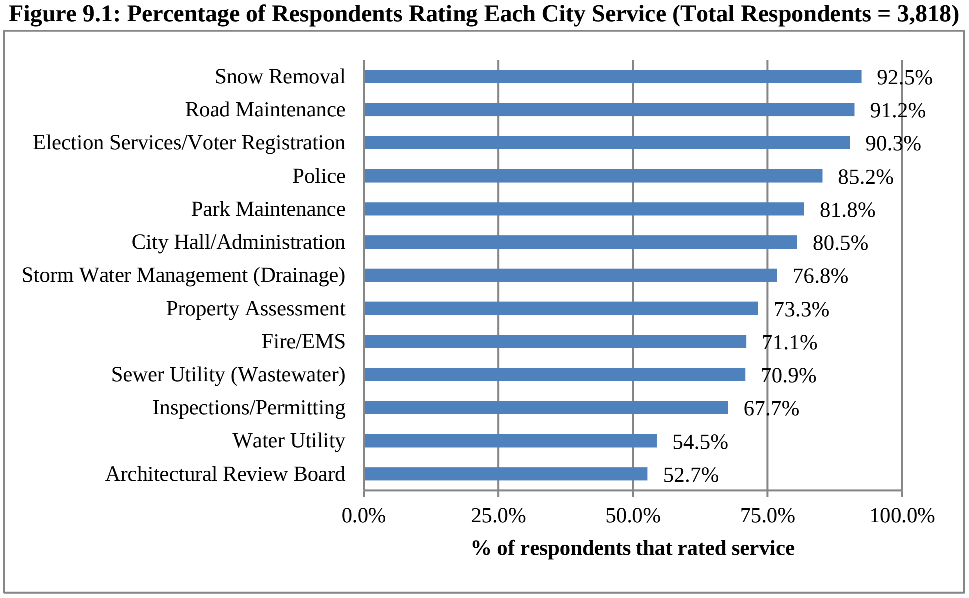
Table 8.7: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of environmentally contaminated sites)

		Frequency	Percent
	Support	2568	73.9%
	Neutral	497	14.3%
	Oppose	411	11.8%
	Total	3476	100.0%
	Don't Know	171	
	No Response/Invalid	171	
Total		3818	

SATISFACTION WITH CITY SERVICES (Question 17)

This section of the survey asked respondents about satisfaction with services received from the City. Respondents were offered the choice to indicate whether or not they had interacted with each of the services listed; Figure 9.1 shows the proportion of respondents that indicated they had interacted with the service in question and provided ratings. Respondents were most likely to report having interacted with Snow Removal (92.5%), Road Maintenance (91.2%), and Election Services/Voter Registration (90.3%), and least likely to report having interacted with the Architectural Review Board (52.7%), the Water Utility (54.5%), and Inspections/Permitting (67.7%). Notably, a majority of respondents reported having had interactions with every City service listed.

Figure 9.1: Percentage of Respondents Rating Each City Service (Total Respondents = 3,818)



Respondents were asked to rate their level of satisfaction with City services as "Excellent", "Good", "Fair", or "Poor". Table 9.1 displays the distribution of satisfaction ratings for each service. Each row includes only those who said they interacted with the given city service.

Placing responses on a four-point ordinal scale (where "Poor" = 0, "Fair" = 1, "Good" = 2, and "Excellent" = 3) allows the comparison of respondents' average levels of satisfaction across services. Figure 9.1 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 9.2 shows the same information arrayed on a traditional bar chart, sorted by average levels of satisfaction. Respondents were most satisfied with Fire/EMS, Police, and Election Services/Voter Registration, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance earned the lowest average satisfaction ratings.

Table 9.1: Satisfaction with City Services

	Poor	Fair	Good	Excellent
Architectural Review Board	14.3%	26.6%	45.3%	13.8%
City Hall/Administration	4.3%	14.0%	56.3%	25.4%
Election Services/Voter Registration	1.2%	6.4%	47.5%	44.9%
Fire/EMS	1.1%	3.3%	37.6%	58.0%
Inspections/Permitting	15.9%	23.0%	46.3%	14.7%
Park Maintenance	1.8%	10.8%	60.3%	27.1%
Police	1.8%	5.5%	38.7%	54.0%
Property Assessment	5.3%	29.2%	51.7%	13.8%
Road Maintenance	12.0%	31.9%	46.5%	9.7%
Sewer Utility (Wastewater)	3.5%	14.9%	60.4%	21.1%
Snow Removal	4.2%	17.3%	52.7%	25.9%
Storm Water Management (Drainage)	9.4%	22.6%	52.5%	15.5%
Water Utility	4.6%	12.7%	59.1%	23.7%

Figure 9.1: Satisfaction with City Services (Average Response, 4-point scale)
(0 = poor; 1 = fair; 2 = good; 3=excellent)

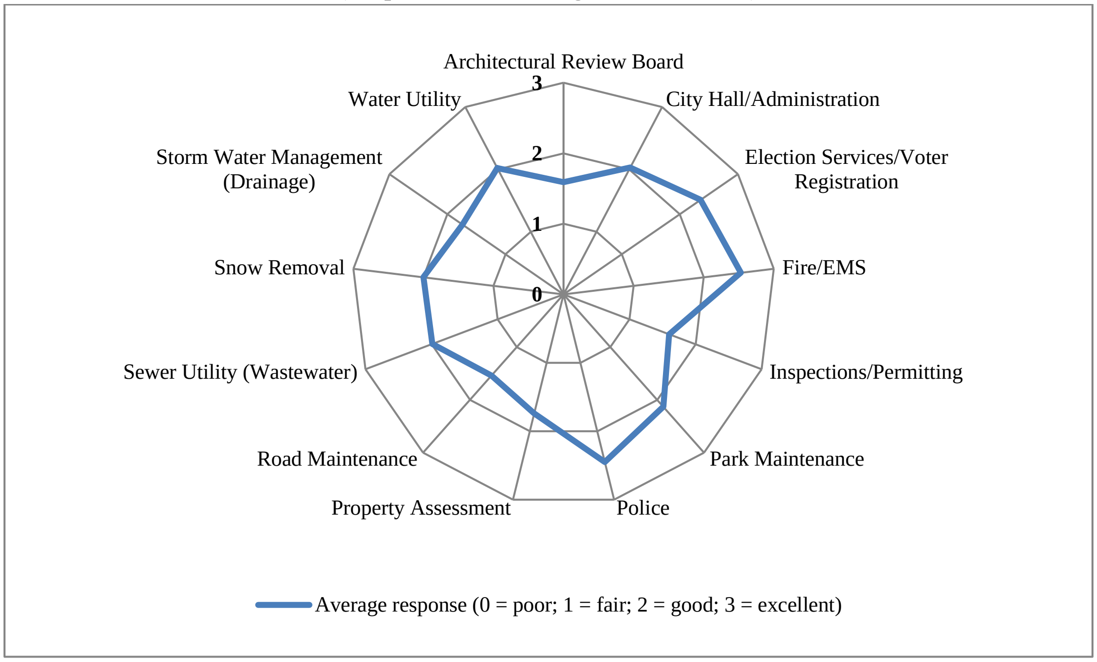
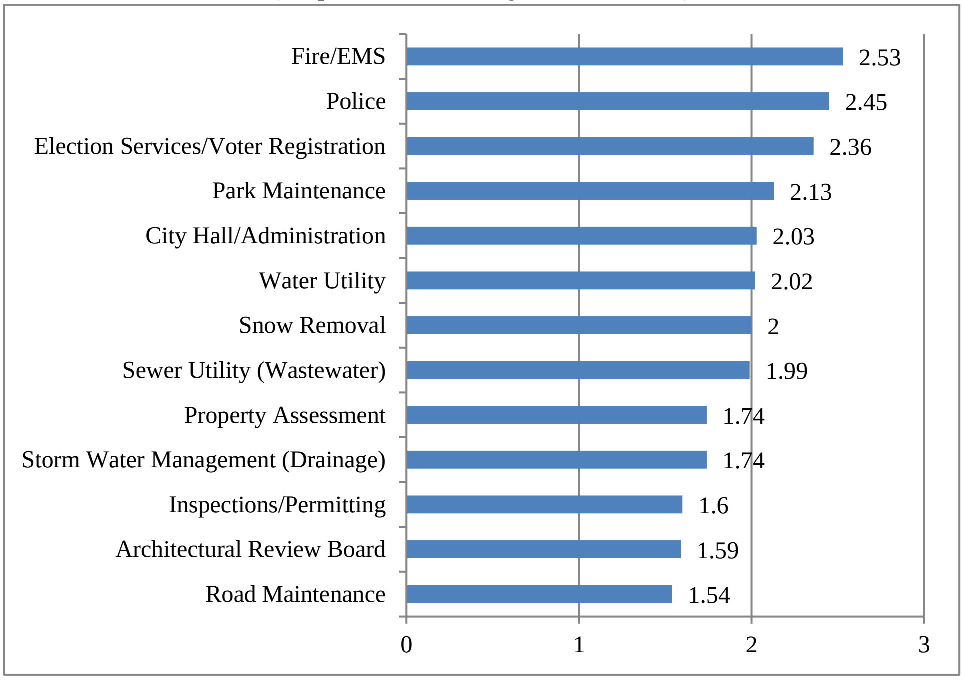


Figure 9.2: Satisfaction with City Services (Average Response, 4-point scale)
(0 = poor; 1 = fair; 2 = good; 3=excellent)



CIVIC CAMPUS (Questions 18-20)

This section of the survey focused on development options related to the Civic Campus encompassing City Hall, the Frank L. Weyenberg Library, the Mequon Community Pool, and Rennicke Field.[8] First, respondents were asked to indicate which improvements are necessary to make travelling within and around the Civic Campus comfortable; they were presented with a comprehensive list and asked to select all that apply. Table 10.1 shows that sidewalks, lighting, street benches, bike racks, and trash receptacles were cited as necessary by the largest proportions of respondents (55.7%, 41.6%, and 40.6%, respectively), while landscaping, enforcement of traffic regulations, and new parking regulations were cited as necessary by the smallest proportions of respondents (29.9%, 24.2%, and 14.9%, respectively).

Table 10.1: Percent of Respondents Indicating Agreement (Each given improvement is necessary to make travelling within and around the Civic Campus comfortable)

	Frequency	Percent (non-cumulative)
Sidewalks	2127	55.7%
Lighting	1590	41.6%
Street benches, bike racks, trash receptacles	1560	40.6%
Crosswalks with striping	1481	38.8%
Crosswalk signs for pedestrians	1426	37.3%
Crosswalk lights for pedestrians	1288	33.7%
Raised Pedestrian crosswalk for the Inter-Urban Bike Trail and Mequon Road intersection	1181	30.9%
Landscaping	1141	29.9%
Enforcement of traffic regulations	924	24.2%
New parking regulations	569	14.9%

[8] Respondents in 2013 were asked about support for physical features largely consistent with the proposed improvements mentioned in the 2019 survey, but the area in question was not limited to the Civic Campus.

The next question asked about support/opposition concerning the possibility of adding bike trail amenities such as a rest area, restrooms and a snack shop along the Inter-Urban Bike Trail adjacent to the Civic Campus. Table 10.2 shows that 46.8% of respondents would support such additions, while 27.5% oppose. Supporters outnumber opponents for this item across all Aldermanic Districts, and slight majorities are in favor in Districts 4 and 7 (see Appendix B for a complete breakdown of all question responses by Aldermanic District).

Table 10.2: Support for Adding Bike Trail Amenities (such as a rest area, restrooms, and a snack shop) along the Inter-Urban Bike Trail Adjacent to the Civic Campus

		Frequency	Percent
	Support	1668	46.8%
	Neutral	913	25.6%
	Oppose	981	27.5%
	Total	3562	100.0%
	Don't know	160	
	No Response/Invalid	96	
Total		3818	

Respondents were asked about the possibility of construction of a pedestrian bridge and/or an underpass at the intersection of Mequon Road and the Ozaukee Inter-Urban Bike Trail. Table 10.3 shows that a plurality of respondents (42.9%) oppose both a pedestrian bridge and an underpass. About 22.2% would support construction of a pedestrian bridge only, while 4.6% said they would support construction of an underpass only. About 17.2% of respondents said they would support construction of both a bridge and an underpass. There was variation across Aldermanic districts for this item; in Districts 2, 3, and 4, opponents of a pedestrian bridge are outnumbered by the combination of those who support a pedestrian bridge plus respondents who support both a bridge and underpass (see Appendix B).

Table 10.3: Support for Pedestrian Bridge and/or Underpass at the Mequon Road and Ozaukee Inter-Urban Bike Trail intersection

		Frequency	Percent
	Support constructing a pedestrian bridge only	765	22.2%
	Support constructing an underpass only	158	4.6%
	Support constructing both a pedestrian bridge and an underpass	592	17.2%
	Neutral	451	13.1%
	Oppose both	1475	42.9%
	Total	3441	100.0%
	Don’t know	280	
	No Response/Invalid	97	
Total		3818	

COMMUNITY POOL (Questions 21-26)

This section of the survey asked respondents about the Community Pool; built in 1984, the City will be faced with a choice between redevelopment and closure in the coming years. First, respondents were asked about use; Table 11.1 shows that most respondents (78.2%) said they or their families had not used the Mequon Community Pool in the last three years. Reported respondent use of the Community Pool across Aldermanic Districts varied from a high of 29.7% in District 3 to 13.3% in District 7 (see Appendix B).

Table 11.1: Percent of Respondents Indicating Use of the Mequon Community Pool Over Past Three Years (by themselves or their families)

		Frequency	Percent
	Yes	813	21.8%
	No	2912	78.2%
	Total	3725	100.0%
	Don't know	24	
	No Response/Invalid	69	
Total		3818	

The next question asked respondents whether they would support or oppose construction of a new Community Pool given that the City would be forced to explore closing the pool otherwise. Table 11.2 shows that a majority of respondents (53.8%) support construction of a new Community Pool under the stated circumstances, while 22.2% oppose. Support across Aldermanic districts ranges from 49.9% in District 8 to 57.8% in District 3 (See Appendix B).

Table 11.2: Support for Construction of a New Community Pool, Given Alternative of City Exploring Current Pool Closure

		Frequency	Percent
	Support	1879	53.8%
	Neutral	839	24.0%
	Oppose	775	22.2%
	Total	3738	100.0%
	Don’t know	245	
	No Response/Invalid	80	
Total		3818	

The next question asked respondents about their orientation towards an increase in taxes in order to fund construction of a new Community Pool. Table 11.3 shows that a plurality of respondents (46.5%) oppose a tax increase for this purpose, while 32.9% are in support. Opinion regarding a tax increase to fund construction of a new Community Pool was largely uniform across Aldermanic Districts, with opponents outnumbering supporters in each District, but never to the extent of forming a clear majority (see Appendix B).

Table 11.3: Support for an Increase in Taxes in Order to Build a New Community Pool

		Frequency	Percent
	Support	1168	32.9%
	Neutral	729	20.6%
	Oppose	1649	46.5%
	Total	3546	100.0%
	Don't know	203	
	No Response/Invalid	69	
Total		3818	

Support/opposition for construction of a new Community Pool versus support/opposition for a tax increase to fund such construction is broken down in Table 11.4. About 34.1% of respondents who offered an opinion on both questions indicated that they were either in support of, or neutral towards construction of a new pool AND in support of a tax. About 11.2% indicated support for a new pool, but were neutral on the tax. About 36.3% of respondents opposed both a new pool and a tax to pay for it. About 8.9% of respondents said they supported construction of a new pool, but opposed a tax to pay for it. About 9.3% of respondents were neutral on both questions. A handful of respondents (0.1%) said they opposed construction of a pool, but expressed support for a tax to pay for it.

Table 11.4: Support for Construction of a New Community Pool and Support for Tax to Fund Construction (Among respondents who answered both questions)

	Frequency	Percent
Support or neutral for pool + Support tax	1151	34.1%
Support for pool + Neutral for tax	377	11.2%
Neutral for both pool and tax	315	9.3%
Oppose pool + Support tax increase	5	0.1%
Support pool + Oppose tax	299	8.9%
Oppose pool + Oppose tax increase	1226	36.3%
Total	3373	100.00%

The next question asked respondents about potential use of a new Community Pool. Table 11.5 shows that 27.9% of respondents say they or their families would make use of a new Community Pool, while 72.1% said they would not. Respondents in Aldermanic District 3 had the highest reported use intention (38.2%), while those in District 7 were least likely to report intent to use (20.3%) (see Appendix B).

Table 11.5: Percent of Respondents Indicating They or Their Families Would Utilize a New Community Pool

		Frequency	Percent
	Yes	853	27.9%
	No	2199	72.1%
	Total	3052	100.0%
	Don't know	686	
	No Response/Invalid	80	
Total		3818	

Respondents were asked about the prospect of relocating the Community Pool from the Civic Campus to another City-owned location with more space, such as a park. Table 11.6 shows that 46.3% of respondents said they would support such a move, while 25.4% said they would oppose. Opinion did not vary meaningfully across Aldermanic Districts for this question (see Appendix B).

Table 11.6: Support for Relocation of Community Pool from Civic Campus to Another City-owned Location with More Space (Such as a park)

		Frequency	Percent
	Support	1548	46.3%
	Neutral	944	28.3%
	Oppose	848	25.4%
	Total	3340	100.0%
	Don't know	407	
	No Response/Invalid	71	
Total		3818	

Respondents were asked whether or not they or their families had used a neighboring community's public pool within the past three years. Table 11.7 summarizes their responses; 22.5% said they had, while 77.5% said they had not. Use of neighboring community public pools varied across Aldermanic Districts, from 15.3% in District 8 to 30.1% in District 1 (see Appendix B).

Table 11.7: Percent of Respondents Indicating Use of a Neighboring Community's Public Pool Within Past 3 Years

		Frequency	Valid
	Yes	844	22.5%
	No	2899	77.5%
	Total	3743	100.0%
	Don't know	24	
	No Response/Invalid	51	
Total		3818	

PARKS AND PATHWAYS (Questions 27-30)

The final section of the survey focused on potential development and funding for parks and bike and pedestrian trails. The first question asked respondents to rank ten proposed park improvements in order of preference.

Ranked choice voting was used to determine a joint prioritization of the items that gives every respondent's complete preference ordering the highest possible influence. As this method systematically deprioritizes the options with the lowest counts of top votes, it re-distributes the votes for those less popular options to the corresponding respondents' next-most-preferred options.

Table 12.1 presents a prioritized list of park development options that take respondents' complete preference orderings into account. The most popular option was Pedestrian trails within parks, followed by Invasive plant removal and restoration and Permanent bathroom facilities at Lemke Park. (A complete breakdown of the results of every round of preference voting is presented in Appendix C.)

Table 12.1: Respondent Preferences Regarding Potential Park Improvements (Ranked Choice Voting Results)

1.	Pedestrian trails within parks (1321 votes after 9 rounds of voting)
2.	Invasive plant removal and restoration (961 votes after 9 rounds of voting)
3.	Permanent bathroom facilities at Lemke Park (525 votes after 8 rounds of voting)
4.	Increased access to the Milwaukee River (468 votes after 7 rounds of voting)
5.	Off-road paved bike path at the intersection of West Donges Bay Road (374 votes after 6 rounds of voting)
6.	Updating River Bark Park, Rotary Park, Reuter Park Buildings (237 votes after 5 rounds of voting)
7.	An additional dog park (176 votes after 4 rounds of voting)
8.	Pickleball courts and tennis counts (126 votes after 3 rounds of voting)
9.	Upgrades to existing ball diamonds (105 votes after 2 rounds of voting)
10.	A separate area for small dogs at Katherine Kearney Carpenter Park (46 votes after 1 round of voting)

The next question asked respondents about support for a potential increase in property taxes in order to fund park improvements. Respondents were given the choice to support three distinct tax increase levels in addition to declaring neutrality towards any tax increase or opposition to all tax increases. Table 12.2 shows that only a tax increase not in excess of $0.01/$1,000 assessed value would earn the support of a majority of respondents (assuming supporters of higher levels of tax increases would also support a tax increase of a lower amount). About 25.1% oppose any tax increase; however, opponents are outnumbered by increase supporters at any level up to $0.05/$1,000 assessed value. The pattern of responses varied only slightly across Aldermanic Districs (see Appendix B).

Table 12.2: Support for an Increase in Property Taxes in Order to Fund Park Improvements

		Frequency	Percent
	Support at an amount not to exceed $0.01/$1,000 assessed value, which generates about $46,000 in funds annually	498	14.4%
	Support at an amount not to exceed $0.02/$1,000 assessed value, which generates about $92,000 in funds annually	683	19.7%
	Support at an amount not to exceed $0.05/$1,000 assessed value, which generates about $230,000 in funds annually	916	26.5%
	Neutral	494	14.3%
	Oppose	869	25.1%
	Total	3460	100.0%
	Don't know	221	
	No Response/Invalid	137	
Total		3818	

The next questions involved asking respondents which of a number of bike and pedestrian improvements they would support within Mequon. Respondents were presented a list and asked to select every item they supported. Table 12.3 presents respondent support for each item. Off-road paths was the only proposed improvement to receive support from a majority of respondents (55.3%). Bike racks and repair stations garnered the lowest levels of support (24.3% and 11.6%, respectively). Appendix B presents a complete breakdown of response frequencies for each item across Aldermanic Districts.

Table 12.3: Percent of Respondents Indicating Support for Various Bike and Pedestrian Improvements Within the City

	Frequency	Percent (non-cumulative)
Off-road paths	2108	55.3%
Paved shoulders	1825	47.9%
Sidewalks	1744	45.7%
Wayfinding signs	1032	27.1%
Bike racks	925	24.3%
Bike repair stations	444	11.6%

Finally, respondents were asked about their level of support for a potential increase in property taxes for the creation of a fund dedicated to supporting bike and pedestrian improvements. Respondents were informed that historically, funding for bike and pedestrian improvements have been part of other development initiatives or funded as one-time projects. Respondents were given the choice to support three distinct tax increase levels in addition to declaring neutrality towards any tax increase or opposition to all tax increases.

Table 12.4 shows that a tax increase not to exceed $0.01/$1,000 assessed value would garner support from a majority of respondents (assuming those that expressed support for higher tax increase levels would still support a lower increase). About 30.9% of respondents opposed any increase. The pattern of responses varied only slightly across Aldermanic Districts (see Appendix B).

Table 12.4: Support for Increase in Property Taxes to Create a Fund to Support Bike and Pedestrian Improvements

		Frequency	Percent
	Support at an amount not to exceed $0.01/$1,000 assessed value, which generates about $46,000 in funds annually	752	21.3%
	Support at an amount not to exceed $0.02/$1,000 assessed value, which generates about $92,000 in funds annually	518	14.7%
	Support at an amount not to exceed $0.05/$1,000 assessed value, which generates about $230,000 in funds annually	598	16.9%
	Neutral	569	16.1%
	Oppose	1092	30.9%
	Total	3529	100.0%
	Don't know	211	
	No Response/Invalid	78	
Total		3818	

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citywater@ci.mequon.wi.us

www.ci.mequon.wi.us Water Utility

TO: Public Welfare Committee
FROM: Jim Voigt, City Water
DATE: October 4, 2023
SUBJECT: Mequon Water Utility impact on the Thiensville dolomite aquifer

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The Mequon Water Utility served its first customer in 1998. Prior to 1998, every single property – commercial, residential and public authority – received water from either private or public wells in the City of Mequon.

As the utility expanded into the City of Mequon and the Village of Thiensville, water demand was steadily removed from the aquifer and transferred to the Treated Lake Michigan water supply provided by the Mequon Water Utility. In addition, most of the new development after 1998 in the City – which would have previously drawn water from the aquifer - now receives water from the public water utility.

All told, in 2022, 3,545 properties were served by the Mequon Water Utility in Ozaukee County. These customers draw on average 55,000 gallons of water a year, so roughly 200 million gallons of water was diverted by the water utility from the aquifer to the treated Lake Michigan water supply.

This large reduction of water drawn from the local aquifer is beneficial to all residents that still utilize private and public wells for their water supply in the City. The utility has been told that there are wells in the area that are artesian (flow water without being pumped) which had not been for many years prior. This is a physical sign that the aquifer is in a healthy recovery phase, in part due to the growth of the public water utility.

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www.ci.mequon.wi.us **Office of Administration**

TO: **Public Welfare Committee**
FROM: **Justin Schoenemann, Assistant City Administrator**
DATE: **June 6, 2023**
SUBJECT: **Work Calendar**

Meeting Topics

September

- Architectural Board Review (Continued)
- Polling Site Relocation

October

- Community-Wide Survey Topics Discussion

November

- Architectural Board Review (Continued)
- Polling Site Relocation (Continued)
- Mequon Aquifer Discussion

Future Agenda Topics

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

2023 Completed Items

- Inspections Permitting for 1 & 2 Family Dwellings
- Peddlers Licensing
- Nuisance Ordinance
- Composting
- Setbacks For R-2 Zoning District
- No Mow May
- Bird City Designation
- Bee City Designation
- Recreation Vehicle Length/Storage
- Building Code Update
- City Cell Phone Policy
- Home Irrigation Systems
- Pool Covers Ordinance
- Home Irrigation Systems Update
- Inspections Permitting for 1 & 2 Family Dwellings
- Peddlers Licensing