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www.ci.mequon.wi.us

Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, November 12, 2024

5:15 PM

Lower Conference Room

Agenda

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

Dated: November 12, 2024

/s/ Dale Mayr, Chair

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

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

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



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Office of the City Administrator

PUBLIC WELFARE COMMITTEE

Tuesday, October 8, 2024

6:00 PM

Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Brian Parrish

Also Present: Executive Assistant Enea and ICMA Management Fellow Randall

2) Approval of Meeting Minutes

a. Public Welfare Committee meeting minutes of September 10, 2024

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

MOVED BY: Alderman Parrish

SECONDED BY: Alderman Bach

AYES: Mayr, Bach, Parrish

3) Discussion Items

a. Community Survey Discussion

The Committee reviewed the 2019 Community Survey and provided feedback, specifically focused on pages 14-17 of the packet. The Committee saw a benefit in asking development questions 9 & 10 again. On question 9, add hotel with meeting space and hotel without meeting space response options. On question 10, add single-family homes under 1/2 acre lot and 1/2 acre-1 acre lots as response options. The Committee discussed adding a section entitled "Future City Needs" that includes questions about residents' support for a new Public Safety Building if taxes stayed relatively the same. Also, the Committee wanted to ask what amenities in a new pool would be desirable. Satisfaction with City Services (Question 17), was another question that the Committee wanted to include in the 2025 Survey. The Committee wanted to add overall customer service or interaction with City Hall personnel. The Committee was also interested in adding a question about residents' satisfaction with their Aldermanic Representative. How to best communicate with residents, i.e. Bulletin, Facebook, website, or other means, was an area of interest to the Committee.

Attachment: PW Mins 100824 (9850 : October Minutes)

4) Work Calendar

Executive Assistant Enea will forward the topics discussed to the consultant from ETC Institute and bring back a draft to the November meeting.

5) Adjourn

Alderman Bach moved to adjourn at 6:46 PM and Alderman Parrish seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant



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Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: November 12, 2024
SUBJECT: Community Survey Discussion

Background

During the December 2023 Committee of the Whole meeting, the Common Council discussed when to conduct the next community-wide survey. The Council's general consensus was to align the City's next survey with the upcoming update of the organization's five-year strategic plan. Bringing public opinion into the development of the next strategic plan would be an insightful element, providing the City with the latest data from residents. Over the first quarter of 2024, staff worked to complete the initial steps to begin the survey development and vendor selection process based on the timeline presented at the February Public Welfare meeting. In late February, staff met with four survey vendors, ETC Institute, Magellan Strategies, Polco, and ZenCity, and narrowed the pool to three service providers. A matrix was developed to begin the vendor selection process and identify the criteria of most importance moving forward in identifying the best suited vendor. The matrix depicted three general categories, which include Cost and Methodology, Question Development, and Administrative items necessary to conduct a community-wide survey.

The three vendors under consideration for conducting the City's next community survey were ETC Institute, Magellan Strategies, and Polco. Each vendor provided the Committee with a 30-minute presentation, with an additional 15 minutes for questions. At the July Public Welfare Meeting, the Committee selected ETC Institute and requested them to amend their original proposal and include mailing a postcard with a QR code to all residents not included in the statistical sample, to summarize the on-line survey findings in addition to the statistical survey findings, and appear in-person to present the survey findings to the Council. At its August and September meetings, the Committee started to review the survey topics submitted from other Committees, the recommended benchmarking categories from ETC Institute, and started developing the 2025 survey instrument template. It is anticipated that the Public Welfare Committee will be devoting time into 2025 developing questions, finalizing the next community survey, and related materials.

Analysis

At its October meeting, the Committee continued discussing the details of the survey instrument, mainly focusing on what questions from the 2019 Community Survey they would like to reuse in the 2025 Community Survey. ETC Institute received the feedback from the meeting and has prepared the attached revised draft for the Committee to review at the November 12 meeting. Staff would suggest the Committee review the draft survey with ETC Institute's feedback and

provide any additional modifications or additions that members wish included in the next iteration of the survey.

Recommendation

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

Attachments:

Mequon Draft Survey 11.7.24 (DOCX)



Dear Mequon Resident:

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

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

All individual responses are strictly ANONYMOUS and CONFIDENTIAL. The City has partnered with the ETC Institute (ETC) to ensure confidentiality and accurate data analysis. Select households in the City of Mequon have been randomly chosen by ETC to receive one copy of this survey by mail at ETC will maintain the data, and individual answers will not be disclosed; all responses will be combined and only summaries will be reported.

Please complete the survey and return it in the enclosed self-addressed postage-paid envelopes **soon as possible**. **If you prefer, you can complete the survey online** at the following URL: www.placeholder.com/survey. If your household contains more than one adult member, an additional copy can be filled out online.

All households not randomly selected to receive a paper copy of the survey will be sent a postcard to take the survey online. Should you have any questions, please contact Carrie Enea, Executive Assistant – Communications for the City of Mequon, at (262) 236-2941, or via email at cenea@ci.mequon.wi.us.

A summary report of the survey results will be made available to the public on the City of Mequon website at www.ci.mequon.wi.us.

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

City of Mequon Common Council

1. **Ratings of Mequon. Please rate the City of Mequon using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor," with regard to each of the following.**

How would you rate the city...	Excellent	Good	Average	Below Average	Poor	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place to open a business	5	4	3	2	1	9
7. As a city moving in the right direction	5	4	3	2	1	9
8. As a place you are proud to call home	5	4	3	2	1	9

2. **Perceptions of Mequon.** Please rate your overall satisfaction with the major categories of services provided by the City of Mequon using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
2.	Reputation of the City of Mequon	5	4	3	2	1	9
3.	Quality of the City of Mequon government services	5	4	3	2	1	9
4.	Quality of life in Mequon	5	4	3	2	1	9
5.	How well the City of Mequon is planning for growth	5	4	3	2	1	9
6.	Overall appearance of Mequon	5	4	3	2	1	9
7.	Leadership of elected officials, including the Mayor, Alderpersons, and City Administrator	5	4	3	2	1	9

3. **Major Categories of City Services.** Please rate your overall satisfaction with the major categories of services provided by the City of Mequon using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Architectural Review Board	5	4	3	2	1	9
02.	Election Services/Voter Registration	5	4	3	2	1	9
03.	Fire/EMS	5	4	3	2	1	9
04.	Inspections/Permitting	5	4	3	2	1	9
05.	Park Maintenance	5	4	3	2	1	9
06.	Police	5	4	3	2	1	9
07.	Property assessment	5	4	3	2	1	9
08.	Road maintenance	5	4	3	2	1	9
09.	Sewer Utility (Wastewater)	5	4	3	2	1	9
10.	Snow Removal	5	4	3	2	1	9
11.	Storm Water Management (Drainage)	5	4	3	2	1	9
12.	Water Utility	5	4	3	2	1	9
13.	Overall Customer Service with City Staff	5	4	3	2	1	9

4. Development. Please rate your support using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Very Opposed," to the following types of development within Mequon.

		Very Supportive	Supportive	Neutral	Opposed	Very Opposed	Don't Know
01.	Single-Family Homes based on under 1/2 acre lots	5	4	3	2	1	9
02.	Single-Family Homes based on lots between 1 and 5 acres	5	4	3	2	1	9
03.	Two-Family Homes (Side-By-Side Homes)	5	4	3	2	1	9
04.	Townhomes	5	4	3	2	1	9
05.	Apartments	5	4	3	2	1	9
06.	Senior-Only Housing	5	4	3	2	1	9
07.	Full Service / Care Retirement Communities	5	4	3	2	1	9
08.	Academic Facilities	5	4	3	2	1	9
09.	Large Farming Hardware	5	4	3	2	1	9
10.	Gas Stations	5	4	3	2	1	9
11.	Grocery	5	4	3	2	1	9
12.	Health & Personal Care	5	4	3	2	1	9
13.	Restaurant, Entertainment	5	4	3	2	1	9
14.	Hotel with meeting space	5	4	3	2	1	9
15.	Hotel without meeting space	5	4	3	2	1	9
16.	Industrial	5	4	3	2	1	9
17.	Park & Open Space	5	4	3	2	1	9
18.	Professional or Medical Office	5	4	3	2	1	9
19.	Retail/Clothing	5	4	3	2	1	9
20.	Sporting Goods	5	4	3	2	1	9

Attachment: Mequon Draft Survey 11.7.24 (9856 : Community Survey Discussion)

Common Council desires to keep taxes low by encouraging commercial and industrial development of existing and future commercial properties, while controlling residential population growth. Current initiatives under consideration include:

[Include map of central industrial area and proposed southwest industrial area]

- **CENTRAL INDUSTRIAL AREA:** Due to recent construction in the business park in Central Mequon, there are a limited number of 10+ acre industrial parcels remaining to accommodate larger users. "Phase 2" of the Business Park was planned and zoned for the land in question south of Donges Bay Road & west of the train tracks ("central industrial area"); approximately ____ acres that is on city water and sewer. However, the central industrial area has seen numerous proposals for primarily mixed-use *residential* developments (not industrial). Council is trying to plan for future industrial demand for large users while providing clear direction to the market about the long-term zoning of this area.
- **SOUTHWEST INDUSTRIAL AREA:** The Southwest corner of Mequon, located at Granville Rd and County Line Rd, has parcels zoned (R-1) Residential and (B-6) Rural industrial and is not currently served by city water and sewer. As a result, developments tend to be smaller, less valuable structures with fewer design standards and more outside storage. The city is contemplating rezoning the _____ acre area to (B-____) Warehouse/Distribution, which requires water and sewer and would result in larger, higher-value facilities. The cost to bring water and sewer to this area of Mequon to support the desired intended use would be approximately \$_____ once fully built and result in a new potential value of \$_____ over the present value of \$_____. If the Central Industrial Area is rezoned to residential, this area would be the only viable option for larger industrial developments but require public infrastructure. Once fully built out, the City anticipates new tax revenue would support the cost of the required infrastructure.
- The central industrial area is ____ minutes to I-43 whereas the southwest industrial area is ____ minutes to I-45.

- Do you approve of the Central Industrial Area being rezoned from (B-5) Industrial to Residential?
 - *Yes, rezone residential in any case. Yes, rezone to residential but only if southwest industrial is rezoned to meet industrial demand, No- keep as (B-5) industrial.*
 - *If Yes, Mixed-use Residential vs Single Family Residential vs Both*
- Do you approve of the Southwest Industrial area (currently Rural Industrial (B-6) and Residential (R-1) to be rezoned to a (B-____) Warehouse/Distribution?
 - *Yes- rezone regardless of central rezoning outcome; Yes rezone but ONLY if central industrial area is rezoned to residential , NO- keep as rural industrial and R-1.*
 - If Yes, Are you in favor of Tax Incremental financing for the installation of water and sewer on the Southwest industrial area?
 - *Yes – any situation, Yes- only in conjunction with a proposed development, No TIF- only Developer build-and-contribute.*

Have you contacted your Alderperson/Elected Official in the past year? Yes/No

If so, please rate your satisfaction with their response:

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ No interactions

SECTION 4: Future City Needs

If the City built a new Community Pool in the same location, what amenities would you like to see?

- | | |
|-----------------|--------------------|
| 1 Indoor | 7 Concession stand |
| 2 Outdoor | 8 Cabanas |
| 3 Wading Pool | 9 Splashpad |
| 4 Lap swimming | 10 Lazy River |
| 5 Slide | 11 Hot tub |
| 6 Diving Boards | |
| 12 Other _____ | |

From the list of items in question above, which THREE of the amenities would you most like to see from *the list in Question above*]

1st: _____ 2nd: _____ 3rd: _____

SECTION 5: Communication

What is the best way for the City to notify you of changes, meetings, events, etc.? Click all that apply.

- ☐ 12 Weekly Bulletin Newsletter
- ☐ 13 Email
- ☐ 14 Mail
- ☐ 15 Website
- ☐ 16 Facebook
- ☐ 17 Instagram
- ☐ 18 Electronic Sign at the Corner of Mequon Road and Cedarburg Road
- ☐ 19 Channel 25
- ☐ 20 Other _____

SECTION: DEMOGRAPHICS

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

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

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

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

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

3. Which of the following categories best corresponds with your age?

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

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

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

5. Do you own or rent your current residence? _____(1) Own _____(2) Rent

6. Which best describes the building you live in?

- ____ (1) One family house detached from any other house
- ____ (2) House attached to one or more houses (e.g., a duplex or townhome.)
- ____ (3) Building with two or more apartments or condos
- ____ (4) Mobile home
- ____ (5) Other: _____

7. Which of the following best describes your race/ethnicity? *[Check all that apply.]*

- ____(1) American Indian/Alaskan Native
- ____(2) African American/Black
- ____(3) Asian, Asian Indian or Pacific Islander
- ____(4) Hispanic, Spanish, Latino/x
- ____(5) White/Caucasian
- ____(99) Other _____

8. Would you say your total household income is...

- ____(1) Under \$30,000
- ____(2) \$30,000 to \$59,999
- ____(3) \$60,000 to \$99,999
- ____(4) \$100,000 or more
- ____(5) Would rather not say

This concludes the survey. Thank you for your time!

If you have any additional thoughts or feedback, please feel free to e-mail the Mayor, Alderman or Alderwoman of your District by visiting ci.mequon.wi.us/commoncouncil.

Please return your completed survey in the enclosed postage-paid envelope addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will only be used to help identify which areas of the City are having concerns with City services and to assist in future planning efforts. If your address is not correct, please provide the correct information. Thank you.



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Office of Administration

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

Meeting Topics

October

- Community Survey (Continued)

November

- Community Survey (Continued)

December

- Community Survey (Continued)

Future Agenda Topics

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

2024 Completed Items

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