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Office of the City Administrator

PUBLIC WELFARE COMMITTEE
Tuesday, December 10, 2024
5:00 PM
Lower Conference Room

Agenda

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

Dated: December 10, 2024

/s/ Dale Mayr, Chair

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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, November 12, 2024

5:15 PM

Lower Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Dale Mayr
Alderman Gregg Bach
Alderman Brian Parrish

Also Present: Assistant City Administrator Schoenemann, Executive Assistant Enea, ETC Consultant Heacock, and ICMA Fellow Randall

2) Approval of Meeting Minutes

a. Public Welfare Committee meeting minutes of October 8, 2024

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

MOVED BY: Alderman Bach

SECONDED BY: Alderman Parrish

AYES: Mayr, Bach, Parrish

3) Discussion Items

a. Community Survey Discussion

ETC Consultant Heacock joined the meeting via Teams and explained to the Committee some of the draft changes that were before them. He had moved the Demographic Section to the end of the survey because he said that could be a turn-off to residents if they are asked personal questions right way instead of starting with a more interesting topic. Mr. Heacock said contextually, the survey can be structured however the Committee would like, but to be careful because some topics (i.e. Tax Increment Development) might be too complicated for the average resident to understand. He then gave them the example of the pool question, where you might want them to rank the amenities that are most important instead of just picking all the ones they like. The Committee was in favor of adding Special Events and Communications to question number 3. The Committee then discussed the zoning questions and decided to leave it up to Community Development to look at. Alderman Mayr brought up that questions suggested from the other Committees still needed to be added. Mr.

Attachment: PW Mins 111224 (9935 : November Minutes)

Heacock stated that if the survey goes beyond 5-6 pages, we will start to lose people's interest. He said it was common for surveys to break-out the areas of Police, Fire, and Parks. The Committee then discussed a question about those on the Water Utility versus those that have wells. Also discussed were the survey sections to include Housing, Commercial/Retail, Public Spaces, and Industrial. Mr. Heacock will work on the survey formatting for the December meeting and the other feedback that he received.

4) Work Calendar

The Committee will review the next Community Survey draft at December's meeting.

5) Adjourn

Alderman Bach moved to adjourn at 5:50 PM and Alderman Mayr seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant



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Office of Administration

TO: Public Welfare Committee
FROM: Carrie Enea, Executive Assistant
DATE: December 5, 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 November meeting, the Committee continued discussing the details of the survey instrument, mainly focusing on recommendations from ETC Institute Consultant Robert Heacock regarding placement, formatting, survey length and types of questions. Since then, ETC Institute took the feedback from the meeting and has prepared the attached revised draft for the Committee to review at the December 10 meeting. Notable updates staff would like to point

out include:

1. On page 2 of the draft survey is an updated customer service question that now includes Police Response time, Fire Response Time, Communications, and Special Events.
2. On pages 3 and 4 of the draft survey are two new development questions that were previously all answer options within one question (maps are not correct and are only placeholders).
3. On page 5 are two new questions in the draft survey from the list of questions submitted by the City's Boards, Committees, and Commissions.
4. On page 5 are updated Community Pool questions that include ranking of pool features.
5. The demographics section has been moved to the end of the survey starting on page 6 of the survey.

Staff would suggest the Committee review the draft survey and provide any additional modifications or additions that members wish included in the next iteration of the survey. Also, attached is a full listing of question suggestions from other Committees. Other possible questions to consider might be derived from tonight's COTW presentation of the Bike & Pedestrian Way Plan and Park & Open Space Plan.

Recommendation

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

Attachments:

Mequon Draft Survey 12.5.24 (DOCX)

Topics submitted from Committees (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

Attachment: Mequon Draft Survey 12.5.24 (9936 : Community Survey)

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 response times	5	4	3	2	1	9
04.	Overall quality of Fire/EMS services	5	4	3	2	1	9
05.	Inspections/Permitting	5	4	3	2	1	9
06.	Park maintenance	5	4	3	2	1	9
07.	Police response times	5	4	3	2	1	9
08.	Overall quality of Police services	5	4	3	2	1	9
09.	Property assessment	5	4	3	2	1	9
10.	Quality and availability of City communications.	5	4	3	2	1	9
11.	Road maintenance	5	4	3	2	1	9
12.	Sewer Utility (Wastewater)	5	4	3	2	1	9
13.	Snow Removal	5	4	3	2	1	9
14.	Storm Water Management (Drainage)	5	4	3	2	1	9
15.	Drinking Water Utility	5	4	3	2	1	9
16.	Overall Customer Service	5	4	3	2	1	9
17.	Special Events (Taste of Mequon, Winter Wonderland)	5	4	3	2	1	9

4. **Communications.** From which of the following sources do you currently get information about the City of Mequon? *[Check all that apply.]*

☐ (01) Local newspapers	☐ (08) City Newsletter
☐ (02) City's websites	☐ (09) Emergency communications
☐ (03) City's Facebook Page	☐ (10) City Calendar
☐ (04) City's Twitter/X Feed	☐ (11) Tik Tok
☐ (05) City's Instagram Account	☐ (12) Other: _____
☐ (06) City's YouTube Channel	
☐ (07) Utility bill	

5. Have you called your city government with a question, problem, or complaint during the past year?

____(1) Yes [Answer Q5a-b.] ____ (2) No [Skip to Q6.]

5a. What department did you contact: _____

5b. Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the following.

	How satisfied are you with...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy they were to contact	5	4	3	2	1	9
2.	Courteousness of response	5	4	3	2	1	9
3.	How well your issue was handled	5	4	3	2	1	9

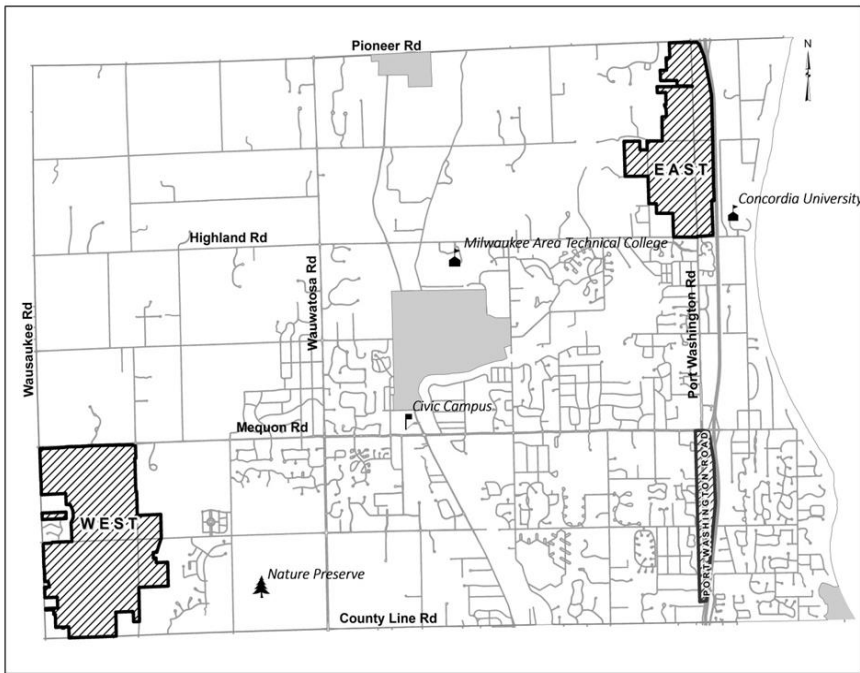
The Common Council has long strived to maintain low property tax rates. Recent inflation has made that more challenging than in years past. There are two primary ways to increase revenues to fund city operations, tax rate increases and creation of new development. State of Wisconsin property tax levy limits further restrict local municipalities from increases to the tax rate beyond what new development achieves through growing the tax base. Current initiatives under consideration for new development include the following:

RESIDENTIAL DEVELOPMENT

City officials are exploring the addition of residential development in the following area called South Central. South Central is approximately 110 acres and has remained vacant and zoned for Industrial uses since xxxx. The City has not received industrial development applications for this area in two decades. South Central is adjacent to single-family residential and agricultural uses to the east, south and west and industrial uses to the north. Please refer to the reference map below to answer the following question.

5. Residential 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
1.	Single-Family Homes based on under 1/2 acre lots	5	4	3	2	1	9
2.	Single-Family Homes based on lots between 1 and 5 acres	5	4	3	2	1	9
3.	Two-Family Homes (Side-By-Side Homes)	5	4	3	2	1	9
4.	Townhomes	5	4	3	2	1	9
5.	Apartments	5	4	3	2	1	9
6.	Senior-Only Housing	5	4	3	2	1	9
7.	Full Service / Care Retirement Communities	5	4	3	2	1	9



INDUSTRIAL DEVELOPMENT

The City of Mequon has three locations which allow for varying types of industrial development (see reference map below). The term “light industrial” refers to professional office, research & development and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions. Area 1 is the current business park with xx vacant acres remaining. Area 2 is xx vacant acres and adjacent to industrial uses located in the City of Milwaukee, Village of Germantown and Menomonee Falls. Recent feasibility assessments indicate this area, given its proximity to Hwy 45/41 could support industrial development. South Central is 110 vacant acres, located south of Area 1 (business park) and the subject location identified in the prior question.

6. **Industrial 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
1.	Allowing additional industrial development WITHIN Area 2	5	4	3	2	1	9
2.	Allowing additional industrial development OUTSIDE of the industrial development areas designated on the reference map	5	4	3	2	1	9



7. **Future Needs.** If the City built a new Community Pool in the same location, what amenities would you like to see? [Check all that apply.]

- | | |
|---|--|
| ☐ (01) Indoor | ☐ (07) Concession stand |
| ☐ (02) Outdoor | ☐ (08) Cabanas |
| ☐ (03) Wading Pool | ☐ (09) Splashpad |
| ☐ (04) Lap swimming | ☐ (10) Lazy river |
| ☐ (05) Slide | ☐ (11) Hot tub |
| ☐ (06) Diving boards | ☐ (12) Other: _____ |

From the list of items in question above, which THREE of the amenities would you most like to see?

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

8. **Community Growth.** In your opinion, does Mequon need additional parks and trails?

☐ (1) Yes ☐ (2) No ☐ (3) Not sure

9. While striving to maintain rural character, density and future development, what in your opinion should be the ultimate projected population of Mequon?

☐ (1) Less than 30,000 ☐ (2) 30,000 ☐ (3) 40,000 ☐ (4) Not sure

DEMOGRAPHICS

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

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

____(01) 0-5 years ____ (02) 6-10 years ____ (03) 11-15 years ____ (04) 16-20 years ____ (05) 21+ years

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

____(01) 1 adult, no minors
 ____ (02) 1 adult and 1 or more minors
 ____ (03) 2 or more adults and no minors
 ____ (04) 2 or more adults and 1 or more minors
 ____ (05) Other _____

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

____ (01) 18-29 ____ (03) 40-49 ____ (05) 60-69 ____ (07) 80+
 ____ (02) 30-39 ____ (04) 50-59 ____ (06) 70-79

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

____ (01) I was born here ____ (07) For family already living here
 ____ (02) Low taxes ____ (08) I moved with my parents
 ____ (03) Low crime ____ (09) Schools
 ____ (04) I found a specific residence/lot ____ (10) Feel of the community
 ____ (05) For work ____ (11) Rural character
 ____ (06) To raise a family ____ (12) Other (please specify):

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

15. 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: _____

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

____ (1) American Indian/Alaskan Native ____ (4) Hispanic, Spanish, Latino/x
 ____ (2) African American/Black ____ (5) White/Caucasian
 ____ (3) Asian, Asian Indian or Pacific Islander ____ (6) Other _____

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

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

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.com

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

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

Attachment: Mequon Draft Survey 12.5.24 (9936 : Community Survey)

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.

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

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

Planning Commission

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

Economic Development Board

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

Architectural Review Board

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

Tree Board

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

Parks & Open Space Board

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

Public Works Committee

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

M-T Bike & Pedestrian Way Commission

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

Public Safety Committee

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

Police Commission

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



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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

November

- Community Survey (Continued)

December

- Community Survey (Continued)

January

- 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