



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262/242-3100

www.cityofmequonwi.gov

Office of the City Administrator

**PUBLIC WELFARE COMMITTEE
Regular Meeting
Tuesday, March 10, 2026 - 5:00 PM
South Conference Room**

Agenda

- 1) Call to Order and Roll Call**
- 2) Approval of Meeting Minutes**
 - a) Meeting minutes of February 10, 2026
- 3) Discussion Items**
 - a) Potential Revisions to Section 50-100 of the Municipal Code Related to Sex Offender Residency Restrictions and Child Safety Zones
 - b) Review and Analysis of the 2025 Community Survey Results
- 4) Informational Items**
- 5) Work Plan**
 - a) 2026 Work Plan
- 6) Adjourn**

DATED: March 10, 2026

/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 accommodation 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 Clerk's Office at 262-236-2914, Monday through Friday, 8:00 AM – 4:30 PM.



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Office of the City Administrator

**PUBLIC WELFARE COMMITTEE
Regular Meeting
Tuesday, February 10, 2026 - 5:15 PM
South Conference Room**

Minutes

1) Call to Order and Roll Call

The meeting was called to order by Chair Mayr at 5:15 p.m.

Present: Alderman Mayr, Alderman Bach, Alderman Parrish

Also present: Assistant City Administrator Jessica Wolff, Alderman Bill Gebhardt, Executive Assistant Beth Kong.

2) Approval of Meeting Minutes

- a) Meeting minutes of January 13, 2026

MOTION:	Motion to approve the minutes
MOVER:	Alderman Gregg Bach
SECONDER:	Alderman Dale Mayr
AYES:	Alderman Dale Mayr, Alderman Gregg Bach, Alderman Brian Parrish
RESULT:	Approved by Voice Acclamation

3) Ordinances: None

4) Resolutions

- a) **Resolution 4261** - A Resolution Authorizing Renewal of an Application with Bird City Wisconsin and Observing World Migratory Bird Day in Conjunction with Arbor Day

MOTION:	Motion to approve Resolution 4261
MOVER:	Alderman Gregg Bach
SECONDER:	Alderman Brian Parrish
AYES:	Alderman Dale Mayr, Alderman Gregg Bach, Alderman Brian Parrish
RESULT:	Approved by Voice Acclamation

b) **Resolution 4262** - A Resolution Designating Mequon, Wisconsin, as a Bee City USA

MOTION:	Motion to approve Resolution 4262
MOVER:	Alderman Brian Parrish
SECONDER:	Alderman Gregg Bach
AYES:	Alderman Dale Mayr, Alderman Gregg Bach, Alderman Brian Parrish
RESULT:	Approved by Voice Acclamation

5) Discussion Items

a) Deer population management

Assistant City Administrator Wolff summarized her findings since the January meeting and stated that an article had also been included in the *Weekly Bulletin* regarding deer safety and feeding. She gathered information about services provided by the United States Fish & Wildlife Services, which can include a drone survey of an area to help determine the current deer population. The cost for the drone service is \$1,800 for a small area (i.e., about 5 acres). She also reviewed options for culling services or the process if a special City hunting permit would be allowed in order to reduce the deer population.

The Committee discussed these options and determined that it would recommend adding \$5,000 in next year's budget to contract the drone service. This would help establish a baseline for the current population and get a better idea of the overall number of deer in the area. It may also be beneficial to provide more education to residents and establish a way to report issues or car/deer collisions to understand the severity and geographic extent of the deer-related issues.

6) Informational Items: None

7) Work Plan

a) 2026 Work Plan

8) Adjourn

MOTION:	Motion to adjourn at 5:41 p.m.
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MOVER:	Alderman Brian Parrish
SECONDER:	Alderman Gregg Bach
AYES:	Alderman Dale Mayr, Alderman Gregg Bach, Alderman Brian Parrish
RESULT:	Approved by Voice Acclamation

Respectfully Submitted,
Beth Kong, Executive Assistant-Communications

DRAFT



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City Attorney

TO: Public Welfare Committee
FROM: Brian Sajdak, City Attorney
DATE: March 10, 2026
SUBJECT: Potential Revisions to Section 50-100 of the Municipal Code Related to Sex Offender Residency Restrictions and Child Safety Zones

Background

In 2014 the City adopted its first sex offender residency ordinance which generally limits the locations within the City that certain sex offenders may reside. Following various court decisions related to similar ordinances, these regulations were amended in 2021. The biggest change at that time was to create the ad hoc sex offender residency review board together with review standards to provide offenders with a due process review to their request to reside within a prohibited area. Since that time, additional cases have been resolved which suggest additional possible changes should be considered. Based upon the cases, and the experience with the ad hoc committee, there are four points of discussion.

Analysis

The first point of discussion is consideration of whether the City wants to continue to regulate offender residency. There is obviously value to regulating offenders. While offenders are required to register under state law, which results in notification to neighbors when one moves into an area, the City's ordinance provides an additional level of security. However, the ordinance continues to create potential legal risk. In light of the fact that the ad hoc committee, much like other similar committees in other jurisdictions, granted the sole request it was presented with, a consideration of the risk-reward might be in order.

Assuming that the City desires to continue to regulate offenders, the second consideration for discussion is whether to amend the distance of the regulation. Increasingly, the Courts have looked to an analysis of the percentage of available housing in the cases challenging these ordinances. The higher the percentage of housing that is off limits, the more likely the ordinance will be struck down. Whereas when a large portion of the available housing is available, the ordinances have been upheld.

The third point of discussion centers around the legal concept of ex post facto. Under the Constitution, the government cannot impose an ex post facto penalty. Ex post facto is a fancy way of saying that the government cannot criminalize past conduct. In the case of sex offender residency restrictions, early cases found that these restrictions were not illegal ex post facto laws.

However, recent cases have reversed those earlier rulings and have now routinely found them to be illegal ex post facto regulations. *See, e.g., Koch v. Village of Hartland*, 43 F. 4th 747, 753 (7th Cir. 2022); *Nelson v. Town of Paris*, 78 F. 4th 389 (7th Cir. 2023). Some municipal attorneys across the state have taken the position that time solves this problem – as the ordinance gets older sex offenders desiring to move into a community are more likely to have been convicted after the initial effective date. However, it only takes one individual to have a lawsuit.

The final point of discussion centers on the ordinance’s original domicile provision:

Original domicile restriction. In addition to and notwithstanding the foregoing, but subject to subsection (d) above, no person shall be permitted to reside in the City of Mequon, unless such person was domiciled in the City of Mequon at the time of the offense resulting in the person's most recent conviction for committing the sexually violent offense and/or crime against children.

The concern with this provision is that it effectively amounts to banishment with little legitimate governmental basis to support the provision. This is also one area where there has been proposed legislation for time-to-time to prohibit such provisions.

Fiscal Impact

None.

Recommendation

My recommendations on these discussion points are:

1. Continue to maintain the residency restriction.
2. Consider whether to have staff do an analysis of the percentage of housing covered by the current distance. The existence of the ad hoc review committee helps minimize the legal impact here because it provides an offender due process. But, if the City is are overly restrictive in the eyes of a court, it might make it easier to invalidate the ordinance upon a challenge.
3. Amend the ordinance to make it effective only for those offenses occurring after the initial effective date of the ordinance. This is the easiest way to avoid an ex post facto challenge.
4. Amend the ordinance to remove the original domicile clause. At this point, this is the provision within the ordinance that is most likely to create legal exposure for the City.

Attachments:

None



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Administration

TO: Public Welfare Committee
FROM: Jessica Wolff, Assistant City Administrator
DATE: March 10, 2026
SUBJECT: Review and Analysis of the 2025 Community Survey Results

Background

The City partnered with ETC Institute on preparation, distribution, and analysis of a Community Survey in 2025. Completed surveys were due by June 30, 2025 and a summary of survey results was presented to the Committee of the Whole on September 9, 2025.

Analysis

In addition to soliciting opinions on the quality of services provided by the City of Mequon as well as feedback on several policy-related questions, the 2025 Community Survey included several opportunities for residents to provide open-ended comments. Over 900 comments were submitted on questions related to City services, contact with city government, and communication. This analysis included all comments from randomly- and non-randomly selected completed surveys. Staff used ChatGPT and Copilot AI to analyze all Survey comments. Comments were coded into thematic categories using qualitative content analysis.

Themes were identified based on frequency, intensity of sentiment and relevance to City operations. Comments were not weighted; each comment was treated as a single data point. Because the comments include both random-sample and self-selected responses, the results should be interpreted as directional, not statistically representative.

A qualitative review and text-mining analysis revealed the following recurring themes:

1. Traffic, Speeding & Road Safety
2. Overdevelopment & Loss of Rural Character
3. Taxes & Perceived Service Value
4. Leadership & Communication Concerns
5. Commercial Development & Business Mix
6. Infrastructure & Utilities
7. Public Safety & Crime Perception
8. Walkability & Desire for a Traditional "Downtown"
9. Housing Affordability & Demographic Balance

10. Schools & Education

Attached to this introductory memo are (1) the 2025 Community Survey Results Executive Summary, (2) the detailed Community Survey Comments Analysis and (3) a Progress Report and Recommendations for consideration.

Fiscal Impact

The overall fiscal impact would vary depending on any projects undertaken in the future.

Recommendation

Staff recommends the Public Welfare Committee review and discuss the analysis and provide direction to City staff on identified recommendations that should be considered with development of the City's next Strategic Plan in 2026-2027.

Attachments:

Attachment 1 Community Survey Results Executive Summary, Attachment 2 Community Survey Comments Analysis, Attachment 3 Progress and Recommendations



City of Mequon 2025 Community Survey Findings Report

Presented to the City of
Mequon, WI

July 2025





Executive Summary

City of Mequon 2025 Community Survey

Executive Summary



Purpose

ETC Institute administered a community survey for the City of Mequon during May and June of 2025. The survey was conducted as part of the City's effort to gather resident opinions and feedback on programs and services. The results of the survey will be used to help the City improve existing programs and determine future needs of residents in the City. This is the first community survey ETC Institute has administered for the City of Mequon.

Methodology

A six-page survey was mailed to a random sample of households throughout the City of Mequon. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to complete the survey over the internet. After the surveys were mailed, ETC Institute followed up with residents to encourage participation.

To prevent people who were not residents of Mequon from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected from the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 completed surveys. This goal was far exceeded, with a total of 705 households responding to the survey. The results for the random sample of 705 households have a 95% level of confidence with a precision of at least +/- 3.7%.

Interpretation of "Don't Know" Responses. The percentage of "don't know" responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of "don't know" responses often reflects the utilization and awareness of City services, the percentage of "don't know" responses has been included in the tabular data in Section 4 of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "who had an opinion."

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results of the survey (Section 1)
- benchmarking data that show how the results for the City of Mequon compare to results in other communities in the Plains Region and across the U.S. (Section 2)

City of Mequon 2025 Community Survey

Executive Summary



- tabular data showing the overall results for all questions on the survey (Section 3)
- a copy of the cover letter and survey instrument (Section 4)

Satisfaction with Major Categories of City Services

The categories of City services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: Election Services/Voter Registration (94%), Police Response Times (93%), Overall Quality of Fire/EMS Services (91%), Fire/EMS Response Times (91%), Park Cleanliness and Upkeep (90%), Overall Quality of Police Services (90%), and Overall City Hall Customer Service (88%).

Overall Ratings of Mequon

Nearly all (99%) of the residents surveyed, *who had an opinion*, rated the City of Mequon as an “excellent” or “good” place to live; 98% rated the City as an “excellent” or “good” place to raise children, and 93% gave the City “excellent” or “good” ratings as a place they are proud to call home.

Perceptions of Mequon

Ninety-six percent (96%) of the residents surveyed, *who had an opinion*, were “very satisfied” or “satisfied” with their quality of life in Mequon; 94% were satisfied with their perception of public safety in Mequon; 91% were satisfied with the reputation of the City, and 83% were satisfied with the overall appearance of Mequon.

Customer Service

Twenty-two percent (22%) of the residents surveyed indicated they had contacted City government with a question, problem, or complaint during the past year. Of those, 84% *who had an opinion* were “very satisfied” or “satisfied” with the courteousness of response; 85% were satisfied with the ease of access in a timely manner, and 72% were satisfied with how well their issue was handled.

Sources of Information

Forty-five percent (45%) of the residents surveyed indicated they currently use the City’s Website to get information about the City. Other sources of information residents currently use include: Local Newspapers (41%), City of Mequon Weekly Bulletin (Email Newsletter) (38%), Utility Bill (29%), and the City’s Facebook Page (20%). *Multiple selections could be made for this question.*

Support for Residential Development

Nearly two-thirds (66%) of the residents surveyed, *who had an opinion*, indicated they are “very supportive” or “supportive” of residential development of Single-Family Homes (1/2 to 1 acre lots) in the area between Donges Bay Road, Baehr Road, and County Line Road. Other types of residential development in this area that residents are most supportive of include: Single-Family Homes (1 to 5 acre lots) (59%), Single-Family Homes

City of Mequon 2025 Community Survey

Executive Summary



(1/2 acre lots) (52%), Single-Family Homes (5+ acre lots) (45%), and Full Service/Care Retirement Communities (39%).

Support for Industrial Development

Forty-six percent (46%) of the residents surveyed indicated they support the City making infrastructure improvements as an economic development tool to promote industrial use in the area; 24% are neutral, 18% are opposed, and 12% did not have an opinion.

Of the 46% of residents who support the infrastructure improvements, 54% favor public funding, 33% favor private funding, 5% favor both public and private funding, and 8% did not have an opinion.

Support for Commercial Development

Eighty-three percent (83%) of the residents surveyed, *who had an opinion*, indicated they are “very supportive” or “supportive” of commercial development of Casual Dining Restaurants in the Port Washington Corridor between Highland Road and County Line Road. Other types of commercial development that residents are supportive of in this area include: Retail of Special Goods and Supplies (66%), Outdoor Entertainment/Recreation Venues (64%), Indoor Entertainment/Recreation Venues (62%), Retail of General Goods and Supplies (57%), Childcare Facilities (53%), and Personal Services (Salon, Spa) (49%).

Amenities for a New Community Pool

Residents were asked to indicate what amenities they would like to see if the City built a new community pool. Their top responses were: outdoor (66%), wading pool/zero depth entry (60%), concession stand (58%), slide (49%), and lap swimming (47%). *Multiple selections could be made for this question.*

Based on the sum of their top three choices, the community pool amenities that respondents would most like to see are: 1) outdoor, 2) wading pool/zero depth entry, and 3) indoor.

Overall Value of City of Mequon Parks

More than three-fourths (76%) of the residents surveyed indicated they are very satisfied (25%) or satisfied (51%) with the overall value their household receives from Mequon’s parks; 22% are neutral, and only 2% are dissatisfied.

Other Findings

- Residents were asked to give their opinion about what the ultimate projected population of Mequon should be. The responses among those *who had an opinion* were: under 30,000 (44%), 30,000 to 40,000 (32%), 40,001 to 50,000 (6%), and not sure (18%).

City of Mequon 2025 Community Survey

Executive Summary



- Sixty percent (60%) of the residents surveyed, *who had an opinion*, believe the City of Mequon needs additional roadside paths/sidewalks; 28% do not believe this need exists, and 12% are not sure.
- More than two-thirds (68%) of the residents surveyed, *who had an opinion*, either strongly agree (40%) or agree (28%) with the statement, *“I want my community to spend more money to make roads safer for pedestrians and bicyclists;”* 21% are neutral, 7% disagree, and 4% strongly disagree with this statement.

How the City of Mequon Compares to Other Communities Nationally

Satisfaction levels for Mequon **rated significantly higher (5% or more) than the U.S. average in 22 of the 23 areas** that were assessed. Listed below are the comparisons between Mequon and the U.S. average:

Service	Mequon	U.S.	Difference	Category
As a place to live	98.9%	48.5%	50.4%	Overall Ratings of the City
Overall City Hall Customer Service	87.6%	39.4%	48.2%	Major Categories of City Services
Value received for City tax dollars and fees	79.4%	32.9%	46.5%	Perceptions of the City
Reputation of the City	91.3%	53.4%	37.9%	Perceptions of the City
Overall Quality of Police Services	90.2%	53.0%	37.2%	Major Categories of City Services
As a place to raise children	98.0%	61.4%	36.6%	Overall Ratings of the City
Police Response Times	92.6%	56.1%	36.5%	Major Categories of City Services
Quality and Availability of City Communications	73.2%	36.9%	36.3%	Major Categories of City Services
Quality of City government services	82.5%	49.0%	33.5%	Perceptions of the City
Leadership of elected officials	70.6%	38.4%	32.2%	Perceptions of the City
As a place to retire	81.7%	51.6%	30.1%	Overall Ratings of the City
Sewer Services	82.6%	52.8%	29.8%	Major Categories of City Services
Overall appearance of the City	83.0%	54.7%	28.3%	Perceptions of the City
Perception of public safety in the City	93.6%	65.4%	28.2%	Perceptions of the City
Public Water Utility	79.5%	51.9%	27.6%	Major Categories of City Services
Storm Water Management	74.8%	49.5%	25.3%	Major Categories of City Services
Snow Removal	82.8%	58.1%	24.7%	Major Categories of City Services
As a place to work	80.5%	57.1%	23.4%	Overall Ratings of the City
Fire/EMS Response Times	91.0%	71.7%	19.3%	Major Categories of City Services
Road Maintenance	56.8%	40.5%	16.3%	Major Categories of City Services
How well the City is planning for growth	54.8%	38.9%	15.9%	Perceptions of the City
Overall Quality of Fire/EMS Services	91.1%	76.2%	14.9%	Major Categories of City Services
As a place to visit	54.1%	57.7%	-3.6%	Overall Ratings of the City

City of Mequon 2025 Community Survey

Executive Summary



How the City of Mequon Compares to Other Communities in the Region

Satisfaction levels for Mequon **rated significantly higher (5% or more) than the Plains regional average in all 23 areas** that were assessed. Listed below are the comparisons between Mequon and the Plains regional average:

Service	Plains		Difference	Category
	Mequon	Region		
As a place to live	98.9%	49.4%	49.5%	Overall Ratings of the City
Value received for City tax dollars and fees	79.4%	32.8%	46.6%	Perceptions of the City
Overall City Hall Customer Service	87.6%	42.0%	45.6%	Major Categories of City Services
Reputation of the City	91.3%	50.4%	40.9%	Perceptions of the City
As a place to raise children	98.0%	57.7%	40.3%	Overall Ratings of the City
Leadership of elected officials	70.6%	32.2%	38.4%	Perceptions of the City
Sewer Services	82.6%	44.6%	38.0%	Major Categories of City Services
Police Response Times	92.6%	55.6%	37.0%	Major Categories of City Services
Quality and Availability of City Communications	73.2%	37.2%	36.0%	Major Categories of City Services
Public Water Utility	79.5%	43.9%	35.6%	Major Categories of City Services
As a place to retire	81.7%	47.2%	34.5%	Overall Ratings of the City
Overall Quality of Police Services	90.2%	56.8%	33.4%	Major Categories of City Services
Quality of City government services	82.5%	51.7%	30.8%	Perceptions of the City
Storm Water Management	74.8%	46.2%	28.6%	Major Categories of City Services
As a place to work	80.5%	52.9%	27.6%	Overall Ratings of the City
Overall appearance of the City	83.0%	56.2%	26.8%	Perceptions of the City
Fire/EMS Response Times	91.0%	67.0%	24.0%	Major Categories of City Services
Road Maintenance	56.8%	35.3%	21.5%	Major Categories of City Services
Perception of public safety in the City	93.6%	72.2%	21.4%	Perceptions of the City
Snow Removal	82.8%	62.3%	20.5%	Major Categories of City Services
How well the City is planning for growth	54.8%	36.7%	18.1%	Perceptions of the City
Overall Quality of Fire/EMS Services	91.1%	76.1%	15.0%	Major Categories of City Services
As a place to visit	54.1%	46.8%	7.3%	Overall Ratings of the City

Attachment 2 Community Survey Comments Analysis

Summary

The 2025 Community Survey included several opportunities for residents to provide additional comments. Over 900 comments were submitted on questions related to City services, contact with City government, and communication. A qualitative review and text-mining analysis using Chat GPT and Copilot AI revealed 10 recurring themes including the following:

1. Traffic, Speeding & Road Safety
2. Overdevelopment & Loss of Rural Character
3. Taxes & Perceived Service Value
4. Leadership & Communication Concerns
5. Commercial Development & Business Mix
6. Infrastructure & Utilities
7. Public Safety & Crime Perception
8. Walkability & Desire for a Traditional “Downtown”
9. Housing Affordability & Demographic Balance
10. Schools & Education

Methodology

All open-ended responses from the 2025 Community Survey (both random and non-random comments) were reviewed and analyzed using a structured qualitative content analysis approach. Each individual comment was coded for recurring topics using inductive thematic analysis. Related topics were consolidated into broader themes (e.g., traffic and speeding, overdevelopment, taxes and services). Comments could be coded to more than one theme if multiple issues were raised, so theme totals are not mutually exclusive and do not equal 100%. After coding was completed, the number of comments associated with each theme was counted to provide a quantitative summary of issue frequency. This analysis represents a frequency-of-concern analysis, rather than a vote tally.

Detailed Findings by Theme

1. Traffic, Speeding & Road Safety (23% of Total Written Responses)

Traffic and roadway safety represent the most frequently mentioned concern. Residents describe widespread speeding on major corridors and neighborhood streets, unsafe driving behaviors, congestion during peak hours, and frustration with certain intersections. Several comments reference bicycles and e-bikes operating on roads and trails, contributing to perceived safety conflicts. There is a consistent theme of concern that road conditions and traffic volumes are a result of new development.

Representative Comments:

- “Speed limits are not enforced.” “Too much speeding citywide.”
- “Traffic flow around new businesses is poorly planned, creating congestion and making access difficult for both new and existing businesses.”
- “Biking infrastructure is lacking. Cyclists ride in large groups on roads without bike lanes, blocking traffic and creating safety issues.”

2. Overdevelopment & Loss of Rural Character (20%)

A significant portion of respondents express concern about the pace and type of residential development, particularly apartments and higher-density subdivisions. Many comments emphasize the importance of maintaining Mequon’s rural, low-density character, open space, and agricultural land. Residents frequently cite smaller lot sizes, tree loss, and increased housing density as indicators of a shift away from the community’s historic identity. Comparisons to neighboring suburban communities appear repeatedly, reflecting concern about long-term character change.

Representative Comments:

- “Stop destroying rural character with high density development.”
- “We moved here for the quiet and lack of congestion.”
- “Too many apartments being built.”
- “We are becoming another Brookfield.”

3. Taxes & Perceived Service Value (17%)

Property taxes and perceived value for municipal services are a recurring theme. Residents reference rising assessments, dissatisfaction with the lack of municipal garbage collection, snow removal performance, and road maintenance quality. Some comments connect tax concerns to development decisions, suggesting growth has not reduced fiscal pressure. Others express broader frustration about affordability and household budgeting challenges.

Representative Comments:

- “Taxes are high—for what services?”
- “Garbage pickup should be part of taxes.”
- “Snow removal is inconsistent.”
- “My taxes keep increasing but services don’t improve.”

4. Leadership & Communication (11%)

Many comments reflect concerns about communication and visibility of elected officials and City leadership. Responding residents describe difficulty receiving responses to inquiries, limited awareness of long-term planning direction, and a perception that decision-making processes are not sufficiently transparent. Several comments state uncertainty about who represents them or how to effectively engage with City government.

Representative Comments:

- “I feel disconnected and unaware of issues I might want to advocate for.”
- “It appears the City gives precedence to developers rather than taxpayers when planning growth.”
- “The City is difficult to deal with overall.”
- “I expect more communication from my elected officials.”

5. Commercial Development & Business Mix (11%)

Residents frequently comment on the type and mix of commercial development along major corridors. A repeated observation is the number of banks and medical offices relative to restaurants, retail, and entertainment options. Some describe commercial areas as lacking visual cohesion or vibrancy. Others express a desire for locally owned establishments, higher-end dining, or more family-oriented destinations.

Representative Comments:

- “What is the plan for growth if all we build are banks and medical institutions? That doesn’t attract families or create a vibrant community.”
- “We don’t have enough high-quality restaurants. Bring in Mexican, Thai, Indian, or farm-to-table options instead of more fast food.”
- “Commercial development feels sloppy and too tall, with no charm or unique character.”
- “The City is full of strip malls with no town center. Development feels disconnected and unplanned.”

6. Infrastructure & Utilities (10%)

Infrastructure-related comments include flooding and drainage issues, road condition concerns, water quality questions, train noise, and occasional electric service disruptions. Several residents describe longstanding flooding problems or dissatisfaction with infrastructure responsiveness. These comments often connect physical infrastructure to broader development concerns.

Representative Comments:

- “Should prioritize road repair before approving more development.”
- “Infrastructure is not keeping pace with growth.”
- “The culverts in our neighborhood need replacement.”
- “Concerns about water quality and long-term supply.”
- “Train traffic has increased noticeably.”

7. Public Safety & Crime Perception (10%)

Public safety comments reflect mixed perceptions. Some residents express concern about car thefts, crime trends, or proposed developments they associate with safety risks. Others praise emergency response times and overall safety levels. There are also references to siren noise frequency and Fire Department staffing.

Representative Comments:

- “Too many car thefts lately.”
- “We don’t feel as safe as we used to.”
- “Response times are excellent.”

8. Walkability & Desire for a Traditional “Downtown” (9%)

Residents express a desire for greater pedestrian connectivity, sidewalks, and a more defined community gathering space. Comments frequently mention the absence of a cohesive downtown where residents can walk between destinations. Some link walkability to quality of life and community identity.

Representative Comments:

- “Very little is walkable. We need better infrastructure to bring people together and foster a sense of community.”
- “We lack a feeling of community. People don’t get to know one another because there’s no central place to gather.”
- “I would just ask for better access to amenities via a sidewalk. Families with young kids need safe ways to walk to nearby destination.”

9. Housing Affordability & Demographic Balance (8%)

While many residents oppose higher-density housing, others highlight affordability challenges, particularly for young families, first-time buyers, and seniors seeking downsized options. Rising rents and home prices are mentioned, along with concern that adult children may not be able to remain in the community.

Representative Comments:

- “Allowed too much multi-family housing growth. It’s changing the character of Mequon.”
- “We need more affordable communities so younger people can put down roots instead of being priced out.”
- “If we want to attract families and keep our schools strong, we need housing options that aren’t only for the wealthy.”
- “I’m not anti-growth, but the pace and type of housing development is changing who we are.”

10. Schools & Education (6%)

Comments regarding schools include both praise and criticism. Some residents describe schools as a defining strength of the community, while others reference referendum fatigue, curriculum disagreements, and concerns about enrollment and growth alignment. Education remains an important but less frequently cited topic relative to growth and traffic.

Representative Comments:

- “I’ve lived here 25 years and have two MTSD graduates. The schools are outstanding and a major reason people move to Mequon.”
- “The district never seems to have enough money despite the large tax base.”
- “Growth planning has not aligned with school capacity.”

Attachment 3: Progress Report and Recommendations for Consideration

Progress Report on Themes and Concerns

Many of the issues and concerns mentioned in the Community Survey comments have been or are currently being addressed by City staff and various committees.

- The City recently bid a TID No. 4 and No. 5 Port Washington Road Streetscaping project. The project scope includes Mequon Road south to Zedler Lane and will include new streetlight fixtures within the medians and terrace area, crosswalks, landscape medians and terrace areas as well and new road geometry for safer vehicular movement. Opportunities for branding and directional way-finding signage will be created. The project is scheduled to be completed later this year.
- The City completed installation of the new traffic signal at Weston Drive and Mequon Road. The Buntrock Avenue and Mequon Road signal was also replaced.
- The City is completing a pedestrian/bicyclist crossing signal to improve safety and awareness at the Ozaukee Interurban Trail intersection with Mequon Road. The project is scheduled to be completed later this year.
- WisDOT completed repaving and surface rehabilitation on Mequon Road west of Buntrock Avenue and is planning upcoming rehabilitation projects for the remainder of Mequon Road and on Wauwatosa Road (south of Mequon Road) in the next three years.
- The City recently adopted the 2025-2045 Mequon-Thiensville Bike & Pedestrian Master Plan which includes bike and pedestrian facility, wayfinding, and safety recommendations. New developments are required to implement streetscape features to assist in the buildout of the network of sidewalks and formal or informal paths. Residential subdivisions install and maintain open spaces that include publicly accessible paths and connect neighborhoods to one another and to main thoroughfares.
- The City recently approved or completed several bike and pedestrian improvement efforts, including:
 - Highland Road widened paved shoulder (Wauwatosa Road to Cedarburg Road).
 - Mequon Road sidewalk (Wauwatosa Road to Swan Road).
 - Mequon Road/OIT crossing improvements.
 - Lake Shore Drive and Mequon Road widened paved shoulder.
 - Wauwatosa Road sidewalk (Mequon Road to Donges Bay Road) and buffered bike lane markings (Mequon Road to County Line Road) to be installed with upcoming WisDOT project.
 - Range Line Road and Donges Bay Road Path Design TAP Grant Application.

- The Police Department and Department of Public Works are preparing a speed deterrence report and policy document for consideration by the Public Safety Committee and Common Council later this year.
- In 2024, the City of Mequon and the Village of Thiensville partnered to create the Southern Ozaukee Fire & EMS Department (SOFD) which now has 15 full-time personnel. The SOFD is currently fully staffed.
- The City recently completed improvements to the Brush Site at 6000 W. Bonniwell Road. Along with an expanded parking lot and designated areas for yard waste, the Brush Site will have additional hours with key card access via an automated gate.
- The Community Development Department is finalizing the Mequon Commons Master Plan which contains a variety of elements designed to foster interaction and reimagines the centralized public park within the Town Center. The master plan includes a new community pool, playground, flexible activity lawn area for events, passive gardens, walking paths and more. Phased implementation is likely to prioritize the new pool.
- The Community Development Department recently completed a market analysis for the Port Washington Road corridor which concluded that the market condition of the corridor is healthy. The analysis recommends thirteen high priority redevelopment sites and identifies niche market uses as well as market demand uses, some of which focus on entertainment and additional food/beverage services that are well suited as infill development on larger, underutilized sites. One of the first action steps taken from the recommendations was the completion of a hotel development feasibility analysis with an emphasis on entertainment. That analysis has been completed. Other on-going efforts include the streetscape project, revised land use, rezoning and design standards, TID incentives and a future discussion about revitalized residential development within the corridor.
- The City publishes Weekly Bulletins with a summary of Common Council actions, important news, and information on community events. The Bulletin is distributed via email and posted on the City's [website](#).
- Efforts are underway on various technology upgrades including a new online permitting and licensing access portal and Brush Site key card access which will streamline services and enhance the customer experience.

Recommendations for Consideration

Staff recommends further consideration of the following recommendations to address concerns raised in the Community Survey comments, taking into account recent or in-progress City efforts, City control or authority over the issue, and cost. These

recommendations could be reviewed in connection with developing the City's next Strategic Plan and/or Long Range Financial Plan, and should be balanced with financial resource availability, existing project commitments, and overall staff capacity.

- **Develop a City Communications Plan:** This project would establish a unified, strategic approach to how the City communicates with residents, businesses, and community partners. Effective communication is essential to maintaining public trust, supporting transparency, and ensuring residents have access to timely and accurate information. In recent years, community expectations for accessible, real-time information have increased significantly. Residents rely on digital platforms, mobile alerts, and social media for updates on City services, public safety, infrastructure projects, and community events. A formal communication plan would help the City meet these expectations while improving internal processes and strengthening public engagement.
- **Explore Garbage and Recycling Services:** This effort could explore options for City involvement in providing garbage and recycling services to residents. Many factors should be considered including cost, customer density, contractor availability, sustainability goals, and municipal priorities. There are several structural and operational options including contracted service, a franchise or exclusive service, or continuation of the current open market system.
- **Engage in Policy Discussion Regarding Maintenance of Existing and Implementation of New Bike and Pedestrian Facilities:** The Mequon-Thiensville Bike & Pedestrian Master Plan includes a detailed list of recommended implementation actions. The Plan also identifies grant funding sources and recommends amending the impact fee ordinance to allow impact fees to be collected for new trails. The City does not have a dedicated funding source for new bike and pedestrian facilities. New projects have been funded using the City's existing Right-of-Way Asset Fund. However, this Fund is primarily intended to maintain existing roads, rather than to create new facilities. Other funding mechanisms will need to be considered if funds continue to be allocated to constructing new assets rather than maintaining existing assets.

2026 Public Welfare Committee Work Plan

Month	Agenda Items
January	Election polling site consolidation
February	Deer management
	Annual renewal of Bee and Bird City designations
March	Community Survey Results Analysis
	Sex Offender Registry Ordinance
April	Boards, Commissions, and Committees (Continued)
May	Sister City with Dahlheim (Continued)
June	Chapter II, Article IV Review (Continued)
July	
August	
September	
October	
November	
December	