



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, April 14, 2026 - 5:00 PM
South Conference Room

Agenda

- 1) Call to Order and Roll Call**
- 2) Approval of Meeting Minutes**
 - a) Meeting minutes of March 10, 2026
- 3) Discussion Items**
 - a) Review and Analysis of the 2025 Community Survey Results
 - b) Review of Adopted Resolution Establishing the City's Trick-or-Treat Policy
 - c) Boards, Commissions, and Committees
- 4) Informational Items**
- 5) Work Plan**
 - a) 2026 Work Plan
- 6) Adjourn**

DATED: April 9, 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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**PUBLIC WELFARE COMMITTEE
Regular Meeting
Tuesday, March 10, 2026 - 5:00 PM
South Conference Room**

Minutes

1) Call to Order and Roll Call

The meeting was called to order by Chair Dale Mayr at 5:00 p.m.

Present: Chair Mayr, Alderman Bach, Alderman Parrish

Also present: Assistant City Administrator Jessica Wolff, City Attorney Brian Sajdak, Executive Assistant Beth Kong and interested public.

2) Approval of Meeting Minutes

- a) Meeting minutes of February 10, 2026

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

3) Discussion Items

- a) Potential Revisions to Section 50-100 of the Municipal Code Related to Sex Offender Residency Restrictions and Child Safety Zones

City Attorney Sajdak led the discussion by explaining that it was time to review the City's ordinance as it relates to sex offender residency restrictions since he continues to see a number of cases related to standards in ordinances across other municipalities. It is important to review the effectiveness of current ordinances and consider any matters of constitutionality. He believes the City should continue to have residency restrictions as they provide a way to guide decisions and avoid some of the concerns that can arise.

The current model used to set the distance "away from where children may be present" was determined for the City of Mequon based on similar models used by other similar-sized municipalities. The City also has an ad hoc appeal board to provide due process for sex offenders who wish to appeal their case. City Attorney Sajdak believes the current process does provide an adequate means of review and appeal.

He then explained the term "ex post facto" as it relates to consideration of factors that were in place before and after Mequon's current Code was in place. He recommends adjusting the language in the code as it relates to "ex post facto." While the ad hoc review board would be able to consider ex post facto as part of its decision, the current guidelines do not explicitly outline that process.

Alderman Parrish asked about the process if the City wanted to increase the current restrictions to 3,000 feet. City Attorney Sajdak said that any changes to the guidelines would need to consider the potential impact to the current housing stock available so as not to conflict with the available guidelines. Chair Mayr asked about the possibility of adding wording to specify the distance a sex offender would need to be from a victim when within the City of Mequon.

The Committee was agreeable to four recommendations made by City Attorney Sajdak: to maintain the residency restriction, to analyze the percentage of housing available (and any changes if the restrictive distance was increased), to amend the ordinance to avoid ex post facto challenges, and to remove the original domicile clause within the ordinance. Next steps would be to analyze the changes with City staff and bring the ordinance back later this year for review and approval.

b) Review and Analysis of the 2025 Community Survey Results

Assistant City Administrator Wolff outlined the main themes that were identified in the open-ended comments provided in the 2025 Community Survey. Some of the top themes included areas that the City has already been working to address: bike path and pedestrian initiatives, traffic and speeding concerns, walkable areas and a downtown space (Mequon Commons), brush site improvements and online permitting and licensing software projects.

Since time fell short for discussion of this item, it will be brought forward again to a future Public Welfare Committee meeting in order to discuss the list of recommendations. Some topics that were raised included preparing a City Communications Plan (to go along with the existing Communications Policy) and exploring garbage and recycling services. One request was that services be restricted to a few days of the week so different provider's garbage trucks are not continuously driving through various neighborhoods.

4) Informational Items

5) Work Plan

A discussion of the 2026 Work Plan will be brought forward to the April meeting.

6) Adjourn

| | |
|------------------|--|
| MOTION: | Motion to adjourn at 5:50 p.m. |
| MOVER: | Alderman Gregg Bach |
| SECONDER: | Chair Dale Mayr |
| AYES: | Chair Dale Mayr, Alderman Gregg Bach, Alderman Brian Parrish |
| RESULT: | Approved by Voice Acclamation |

Respectfully Submitted,
Beth Kong, Executive Assistant

DRAFT



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Administration

TO: Public Welfare Committee
FROM: Jessica Wolff, Assistant City Administrator
DATE: April 14, 2026
SUBJECT: Review and Analysis of the 2025 Community Survey Results

Background

Since discussion of this item was cut short at the March 10, 2026 Public Welfare Committee meeting, the Committee will continue discussion on April 14, 2026.

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.



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Administration

TO: Public Welfare Committee
FROM: Jessica Wolff, Assistant City Administrator
DATE: April 14, 2026
SUBJECT: Review of Adopted Resolution Establishing the City's Trick-or-Treat Policy

Background

The City's current Trick-or-Treat policy (copied below) was approved in 2009. According to the policy, in 2026 Trick-or-Treat will take place Saturday, October 31 from 4:00 p.m. until 7:00 p.m.

"When Halloween occurs on a Saturday or Sunday, the citywide time for Trick-or-Treat shall be on the day of Halloween from 4 p.m. until 7 p.m. When Halloween occurs on a Friday, the citywide time for Trick-or-Treat shall be on the day of Halloween from 5 p.m. until 8 p.m. In all other instances, the citywide Trick-or-Treat shall be on the Sunday preceding Halloween from 4 p.m. to 7 p.m. The preceding policy shall not be interpreted to preclude subdivisions, neighborhoods, streets, civic or business organizations and other groups from establishing other dates, times and guidelines for Trick-or-Treat. The City of Mequon's Public Welfare Committee may alter the date and time of the citywide Trick-or-Treat in any year when other events conflict with the foregoing times or for other reasons."

Analysis

The City receives questions and feedback each year regarding the Trick-or-Treat schedule. Most recently, we received an email from a resident last fall with concerns related to scheduling conflicts with working parents when Halloween is on a Friday and safety concerns for children to be Trick-or-Treating after dark. The resident requested that the City consider changing the policy to holding Trick-or-Treat during the day on a weekend, such as the Saturday or Sunday before Halloween. Other residents have requested the City establish a set date for Trick-or-Treating.

Fiscal Impact

None.

Recommendation

Staff recommends the Public Welfare Committee review and discuss the current policy and

provide direction to City staff.

Attachments:

Res 2923-Trick-or-Treat Resolution

**Common Council
of the
City of Mequon**

Resolution No. 2923

**RESOLUTION ESTABLISHING THE CUSTOMARY TIME
FOR HALLOWEEN TRICK-OR-TREAT**

WHEREAS, the City of Mequon adopts the following Trick-or-Treat policy to assist residents in planning for Trick-or-Treat, and

WHEREAS, it would be preferable, when Halloween falls on a weekend, to have Trick-or-Treat occur on Halloween, and

WHEREAS, the City of Mequon shall retain its tradition of allowing subdivisions, neighborhoods and other groups to set their own dates, times and guidelines for Trick-or-Treat,

NOW, THEREFORE, BE IT RESOLVED, by the Common Council of the City of Mequon, that the following shall be the policy of the City of Mequon:

When Halloween occurs on a Saturday or Sunday, the citywide time for Trick-or-Treat shall be on the day of Halloween from 4 p.m. until 7 p.m. When Halloween occurs on a Friday, the citywide time for Trick-or-Treat shall be on the day of Halloween from 5 p.m. until 8 p.m. In all other instances, the citywide Trick-or-Treat shall be on the Sunday preceding Halloween from 4 p.m. to 7 p.m. The preceding policy shall not be interpreted to preclude subdivisions, neighborhoods, streets, civic or business organizations and other groups from establishing other dates, times and guidelines for Trick-or-Treat. The City of Mequon's Public Welfare Committee may alter the date and time of the citywide Trick-or-Treat in any year when other events conflict with the foregoing times or for other reasons.

Approved By: _____
Christine Nuernberg, Mayor

Date Approved: _____

I certify that the foregoing resolution was adopted by the Common Council of the City of Mequon, Wisconsin, at a meeting held on the 8th day of December, 2009.

Lee Szymborski, City Clerk



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Administration

TO: Public Welfare Committee
FROM: Jessica Wolff, Assistant City Administrator
DATE: April 14, 2026
SUBJECT: Boards, Commissions, and Committees

Background

In 2021 and 2022, the Public Welfare Committee discussed and recommended amendments to Chapter 2: Article II - Common Council and Article IV - Departments and Agencies of the City's Code of Ordinances. The amendments primarily related to committee referrals, voting rules, mayoral responsibilities, and City Administrator responsibilities.

[Link to Article II: Common Council](#)

[Link to Article IV: Departments and Agencies](#)

[Link to Article IX: Boards, Commissions, and Committees](#)

Analysis

If the Committee would like to continue a review of the City's Code of Ordinances related to the roles and responsibilities of boards, committees, and commissions, the next step would be to ask the standing boards, committees, and commissions to provide input on potential amendments.

Fiscal Impact

None.

Recommendation

Staff recommends the Public Welfare Committee discuss and provide direction to City staff.

Attachments:

None

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 | Community Survey Results Analysis (Continued) |
| | Review of Trick-or-Treat Policy |
| | Boards, Commissions, and Committees (Continued) |
| May | Sister City with Dahlheim (Continued) |
| June | Chapter II, Article IV Review (Continued) |
| July | |
| August | |
| September | |
| October | |
| November | |
| December | |