



11333 N. Cedarburg Road
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www.ci.mequon.wi.us

Office of the City Clerk
Taped & Televised

COMMITTEE OF THE WHOLE
Tuesday, September 10, 2024
7:00 PM
Christine Nuernberg Hall

Agenda

1. Call to Order, Roll Call
2. Approval of Meeting Minutes
 - a. August 14, 2024
3. Discussion
 - a. Community Survey Discussion
4. Informational Items
 - a. Committee of the Whole Planning Calendar
5. Adjourn

Dated: September 10, 2024

/s/ Andrew Nerbun, Mayor

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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COMMITTEE OF THE WHOLE
Wednesday, August 14, 2024
6:00 PM
Christine Nuernberg Hall

Minutes

1. Call to Order, Roll Call

Mayor Nerbun called the meeting to order at 6:09 PM.

Present:

Mayor Andrew Nerbun
Alderman Robert Strzelczyk
Alderman Kelly Tolocko
Alderman Dale Mayr
Alderman Jeffrey Hansher
Alderman Gregg Bach
Alderman Brian Parrish
Alderman Peter Bratt
Alderman William Gebhardt

Also present: City Administrator Jones, Assistant City Administrator Schoenemann, City Attorney Sajdak, City Clerk Fochs, Finance Director Arnett, Director of Public Works/City Engineering Lundeen, Deputy Director of Public Works Weyker, Assistant City Engineer McCraw, Buildings Superintendent Bodoh, Director of Community Development Tollefson, Assistant Director of Community Development Zader, Building Inspections Supervisor Golden, press and interested public.

2. Approval of Meeting Minutes

a. May 2, 2024

RESULT: Approved by Voice Acclamation [Unanimous]
MOVED BY: Alderman Strzelczyk
SECONDED BY: Alderman Hansher

Attachment: 8.14.24 (9630 : COTW minutes 8/14/24)

AYES: Nerbun, Strzelczyk, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt

b. July 9, 2024

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

MOVED BY: Alderman Strzelczyk

SECONDED BY: Alderman Hansher

AYES: Nerbun, Strzelczyk, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt

3. Discussion

a. Discussion Regarding the Regulation of Structures Located Along the Lake Michigan Bluff

Alderman Bach introduced the subject on behalf of several residents in his jurisdiction. Inspections Supervisor Golden gave a brief overview regarding international building codes and City liability regarding the Lake Michigan Bluff (LMB). In summary, much of the Mequon bluff is not stable in comparison to neighboring communities such as Fox Point and Whitefish Bay who have similar ordinances regulating the LMB.

Committee discussion included building and zoning codes, DNR and NOAA involvement, ongoing safety concerns, and counseling neighboring communities.

b. Presentation of a Phase II Report for a Real Estate Market Analysis of the Port Washington Road Corridor, Between County Line Road and Glen Oaks Lane

Director Tollefson with Redevelopment Resources' representative Fish-Peterson provided an update on the project and the market analysis locally and nationally.

The City is currently in Phase II of analysis with progress to identifying target business types, economic impacts, and prioritizing redevelopment sites, recommendations for zoning changes, and the final report. Phase III and IV can be expected in September.

c. Review and Discussion of Revised Town Center Neighborhood Signage Designs

Director Tollefson presented updated designs following WisDOT rejection due to unmet standards for required "breakaway" signs in the right-of-way. Exact sample designs were requested for viewing by the Committee before mass production and approval. The Committee supported the revised design and recommended the sign cabinet be black with specific detail and attention given to illumination and other methods for ensuring contrast of the cabinet background color and the metal, patina logo. In addition, the COTW supported a matte finish to the cabinet.

d. Discussion Regarding Brush Site Automation Project

Attachment: 8.14.24 (9630 : COTW minutes 8/14/24)

Director Lundeen provided an overview of the strategic plan for the site. As a previous landfill, the location would require environmental remediation and approval process with Wisconsin DNR if a building was erected. Committee and City employee discussion included cost estimates, fees and penalties, structures, and building materials. Committee straw poll for automated gate, paved parking lot, and no building resulted in four votes. Straw poll for automated gate, paved parking lot, and environmental remediation for future building potential resulted in five votes. No votes were produced for the option including the gate, parking lot, environmental remediation, and utility building. Additionally, six aldermen voted in favor of an asphalt lot versus two for concrete. The Committee requests bidding for each material option for award.

4. Informational Items

a. Committee of the Whole Planning Calendar

5. Adjourn

Motion to Adjourn at 7:45 PM.

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

MOVED BY: Alderman Strzelczyk

SECONDED BY: Alderman Mayr

AYES: Nerbun, Strzelczyk, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt

Respectfully Submitted,

Janet Meyer
Deputy Clerk

Attachment: 8.14.24 (9630 : COTW minutes 8/14/24)



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Office of Administration

TO: Committee of the Whole
FROM: Carrie Enea, Executive Assistant
DATE: September 10, 2024
SUBJECT: Community Survey Discussion

Background

The City of Mequon has a long-held tradition of gauging community opinion by conducting surveys in which residents can voluntarily participate. Over the last quarter century, the City has conducted several community-wide surveys. In 1999 and the 2005, surveys were completed in connection with a community visioning process. Third and fourth community surveys focusing on economic development were completed in 2013 and 2019.

In 1998, the Common Council established a citizen's Blue Ribbon Visioning Committee. The Committee worked with the University of Wisconsin - Milwaukee Center for Urban Initiatives and Research (UWM) to complete an inclusive process that resulted in the survey being sent out in April of 1999. According to past staff memos, the 1999 survey had a total of 3,721 responses, which was nearly 52% of residents. Subsequently, in 2004 the Common Council passed a resolution establishing another Blue Ribbon Citizens Vision Committee. The Committee, with the assistance of Chamness Consulting, Inc. completed a survey that was presented to the Common Council in January of 2006 and had a 40% response rate.

Then in 2012, the Public Welfare Committee picked up the community-wide survey baton and worked with UW-Milwaukee to complete the survey. The contract for with UWM in 2012 was for \$30,000. The survey focused on economic development and saw a response rate of 45%. Subsections of the survey included residential development, infrastructure development, economic development, physical features, retail development, and industrial development.

In 2019, the Public Welfare Committee worked with St. Norbert College and Neighborhood Analytics to complete the most recent survey. The final cost was \$42,273.77 and the response rate was 40%. Again, it focused largely on economic development with some questions on open space preservation, satisfaction with City services, the Civic Campus, the Community Pool, and Parks & Pathways. The questions used in the 2019 survey are attached.

In all four instances, the results of the surveys have been used to point to subsequent policy, planning and decision making as the outcome of the process. According to past staff memos, those results include actions to preserve the City's rural character and open space, controlling growth, strengthening development and land use policies regarding flooding, drainage and sanitary sewer improvements, enhancing road design and traffic calming, discouraging "big box" retail development, furthering the Town Center initiative and promoting growth within the City's business park and community amenities.

Analysis

Now in 2024, the Public Welfare Committee has begun laying the groundwork for a community-wide survey to be completed in 2025. The Committee has sought input from the City's Boards, Commissions, and Committees regarding possible community survey topics, those suggestions are attached. Furthermore, a resolution approving an agreement with ETC Institute, the selected survey vendor, is on the Council's agenda for consideration on September 10. The next step in the Public Welfare Committee's process, which brings us to the Common Council, is to determine the scope or purpose of the 2025 community-wide survey.

"You must have a clear idea about the purposes of your citizen survey or you won't be able to decide what questions you are willing to ask the public and when you're all done, you won't know what to do with the results." (*Citizen Survey: How to do them*. ICMA Publications, 2000). There are a number of reasons why communities do surveys, which include:

- Community needs assessment - usually used as a means to judge a community or its service needs. (e.g., senior services, family services, social services, business needs, utility service needs, transportation, etc.).
- Long-range or short-term planning - these reasons can relate to specific public programs or general policy direction (e.g., economic development, open space preservation, infrastructure expansion, park amenities, bike and pedestrian pathways, residential development, etc.).
- Policy options - survey participants can be asked to respond to actual policy options the elected officials are considering. (e.g. zoning policies, financial policies, storm water drainage policies, specimen tree policies, licensing policies, waste collection services, etc.).
- Service and community evaluation - a survey that evaluates existing services. (e.g., police and fire services, snow removal services, inspection services, licensing, assessing, etc.).

Discussion

The primary questions for the Common Council to ask as it considers conducting a survey is:

- 1) What is the purpose of the 2025 survey?
- 2) What does the Council wish to learn?
- 3) Should benchmark questions be used to compare Mequon to other comparable cities? A list of typical benchmarking categories is attached from ETC for reference purposes.
- 4) Should the survey include questions about specific policy issues, customer satisfaction or a combination thereof?
- 5) Is it better to have a survey that focuses on specific policy questions, or one that is broader in scope?

The Public Welfare Committee and staff look forward to discussing the scope of the next community-wide survey with the Common Council. Afterward, the Public Welfare Committee will continue to develop the survey instrument and refine questions at its future meetings. As always, members of the Common Council are welcome to join the Committee to share their perspectives at any time.

Attachments:

2019 Mequon Survey (PDF)

Topics received from Boards (DOCX)

ETC Benchmarking Categories (XLSX)

Community Survey Timeline Updated 070224 (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 land use, development, and city services 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 responses are strictly ANONYMOUS and CONFIDENTIAL. No identifying information will be collected, and individual answers will not be disclosed; all responses will be pooled and only summaries will be reported. The City has partnered with the Strategic Research Institute (SRI) at St. Norbert College and Neighborhood Analytics, LLC to ensure confidentiality and accurate data analysis. Every household in the City of Mequon will receive one copy of this survey by mail; if your household contains more than one adult member, an additional copy can be filled out online at the following URL: www.placeholder.com/survey. Alternatively, if you would like an additional paper copy of the survey or should you have any questions, please contact Justin Schoenemann, Assistant City Administrator for the City of Mequon, at (262) 236-2942, or via email at jschoenemann@ci.mequon.wi.us.

Please complete the survey and return it in the enclosed self-addressed postage-paid envelope by **Month XX, 2019**. A summary report of the survey results will be made available to the public on the City of Mequon website: www.ci.mequon.wi.us.

SECTION 1: DEMOGRAPHICS

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

City of Mequon Common Council

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

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

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

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

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

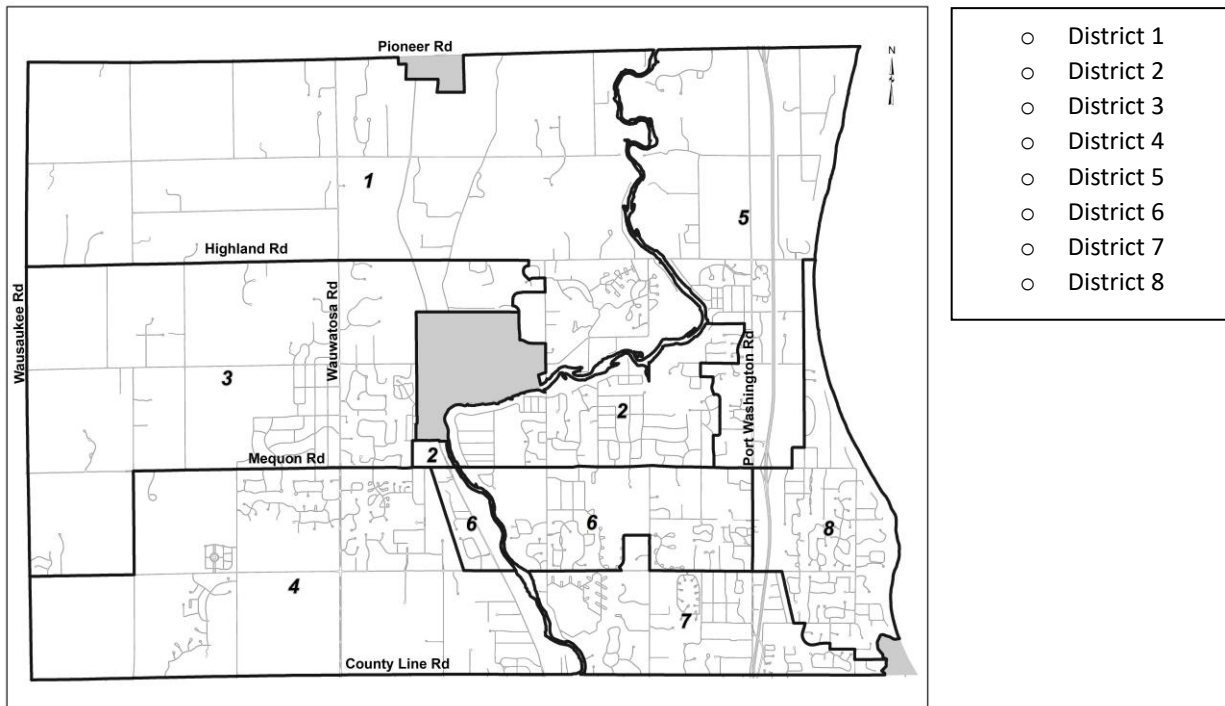
3. Which of the following categories best describes your age?

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

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

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

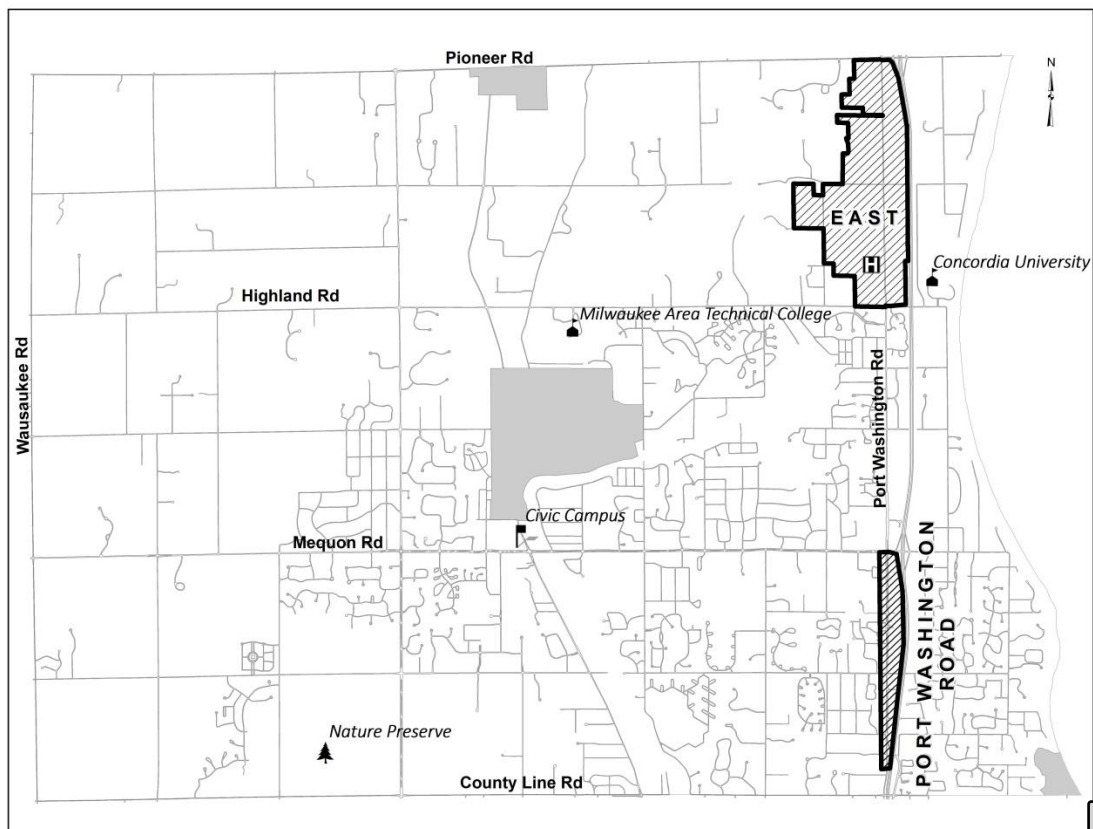
5. Using the map below, please identify the Aldermanic District in which you live.



SECTION 2: DEVELOPMENT

Geographically, the City of Mequon is the third largest city in Wisconsin, with a total area roughly 5 times larger than the City of Cedarburg and Village of Grafton combined. City officials are exploring whether to allow additional development in the areas outlined on the reference map below:

- **The East Growth Area** (adjacent to Ulao Creek and well-known destinations such as Concordia University and Ascension Hospital; also adjacent to I-43, with a high volume of commuter traffic)
- **The Port Washington Road Corridor** (south of Mequon Road)

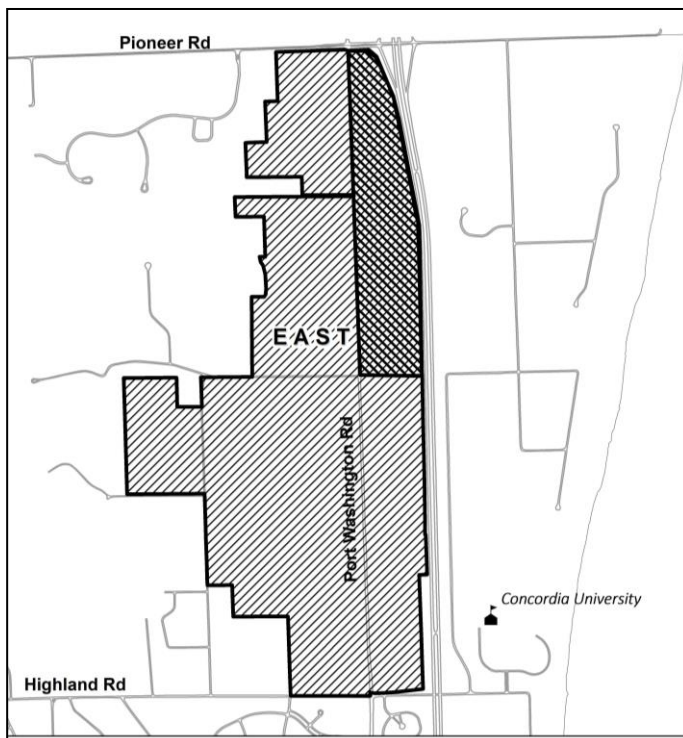


6. Please indicate whether you would support or oppose each of the following residential development types within the East Growth Area (see the reference map on the bottom of Page 2).

	Support	Neutral	Oppose	Don't know
Single-Family Homes based on 1 acre lots	☐	☐	☐	☐
Single-Family Homes based on lots between 1 and 5 acres	☐	☐	☐	☐
Single-Family Homes based on 5 acre lots or larger	☐	☐	☐	☐
Two-Family Homes (Side-By-Side Homes)	☐	☐	☐	☐
Townhomes	☐	☐	☐	☐
Apartments with up to 8 units	☐	☐	☐	☐
Apartments with 9 units or more	☐	☐	☐	☐
Senior-Only Housing	☐	☐	☐	☐
Full Service / Care Retirement Communities	☐	☐	☐	☐

7. Please indicate whether you would support or oppose each of the following NON-residential development types within the East Growth Area.

	Support (anywhere in the East Growth Area)	Support (ONLY at intersection of Port Washington Road and Highland Road)	Neutral	Oppose	Don't know
Academic Facilities	☐	☐	☐	☐	☐
Large Farming Hardware	☐	☐	☐	☐	☐
Gas Stations	☐	☐	☐	☐	☐
Grocery	☐	☐	☐	☐	☐
Health & Personal Care	☐	☐	☐	☐	☐
Hospitality (Lodging, Restaurant, Entertainment)	☐	☐	☐	☐	☐
Industrial	☐	☐	☐	☐	☐
Park & Open Space	☐	☐	☐	☐	☐
Professional or Medical Office	☐	☐	☐	☐	☐
Retail/Clothing	☐	☐	☐	☐	☐
Sporting Goods	☐	☐	☐	☐	☐



The City is considering allowing “light industrial” development in the section of the East Growth Area indicated on the map below.

The term “light industrial” refers to professional office, research and development, and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions.

8. Would you support or oppose allowing additional light industrial development within the shaded section of the East Growth Area on the map?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

9. Please indicate whether you would support or oppose each of the following residential development types within the Port Washington Road corridor south of Mequon Road (see the reference map on the bottom of Page 2).

	Support	Neutral	Oppose	Don't know
Single-Family Homes based on 1 acre lots	☐	☐	☐	☐
Single-Family Homes based on lots between 1 and 5 acres	☐	☐	☐	☐
Single-Family Homes based on 5 acre lots or larger	☐	☐	☐	☐
Two-Family Homes (Side-By-Sides Homes)	☐	☐	☐	☐
Townhomes	☐	☐	☐	☐
Apartments with up to 8 units	☐	☐	☐	☐
Apartments with 9 units or more	☐	☐	☐	☐
Senior-Only Housing	☐	☐	☐	☐
Full Service / Care Retirement Communities	☐	☐	☐	☐

Over the years the City has generally adhered to developing its housing stock with 70% single-family homes and 30% non-single family (i.e. condominiums, townhomes, and apartments).

10. Please indicate whether you would, in general, support or oppose future development of each type in Mequon.

	Support	Neutral	Oppose	Don't know
Single-Family Homes based on 1 acre lots	☐	☐	☐	☐
Single-Family Homes based on lots between 1 and 5 acres	☐	☐	☐	☐
Single-Family Homes based on 5 acre lots or larger	☐	☐	☐	☐
Two-Family Homes (Side-By-Sides Homes)	☐	☐	☐	☐
Townhomes	☐	☐	☐	☐
Apartments with up to 8 units	☐	☐	☐	☐
Apartments with 9 units or more	☐	☐	☐	☐
Senior-Only Housing	☐	☐	☐	☐
Full Service / Care Retirement Communities	☐	☐	☐	☐

SECTION 3: OPEN SPACE PRESERVATION

Historically, the City of Mequon has placed a strong emphasis on preserving land as the community develops. Currently, the City has roughly 100 acres of open space preserved for every 1,000 residents.

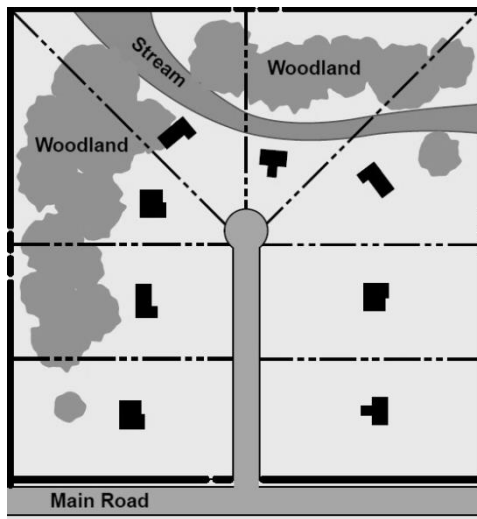
11. What is your opinion on the amount of open space that is currently protected in the city?

- ☐ Too much
- ☐ The right amount
- ☐ Not enough
- ☐ Don't know

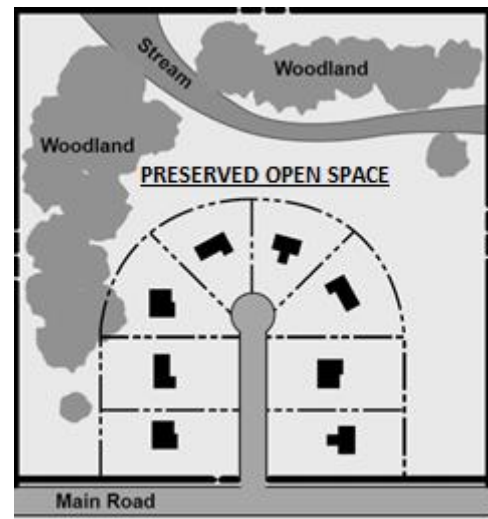
12. Should the city use tax revenue to preserve additional open space?

- ☐ Yes
- ☐ Neutral
- ☐ No
- ☐ Don't know

The City allows development of residential “cluster” lots (also known as conservation subdivisions) which reduces lot sizes and in turn preserves open space and/or environmentally sensitive areas. These developments also reduce the amount of infrastructure necessary to serve the new homes. The overall total number of lots permitted is NOT increased. Examples are shown below:



Conventional Subdivision
All Land Within Lots



Cluster/Conservation Subdivision
Land Outside of Lots Preserved

13. Should the City continue to encourage “cluster” residential developments (conservation subdivisions)?

- ☐ Yes
- ☐ Neutral
- ☐ No
- ☐ Don't know

The City allows the “transfer” of development rights of lots from one site to another. This tool prevents residential development from occurring on sites that have attributes that may merit preserving, such as environmentally sensitive areas, and “transfers” the lots to sites more suitable for development, such as sites near existing sewer and water mains.

14. Should the City continue to encourage the use of transfer development rights?

- ☐ Yes
- ☐ Neutral
- ☐ No
- ☐ Don't know

SECTION 4: ECONOMIC DEVELOPMENT

In the past, Mequon has used various economic development tools in efforts to grow the tax base by doing the following:

- Promoting business retention and expansion
- Improving existing infrastructure such as public water mains, streets, and sidewalks
- Adding amenities such as lighting, landscaping, and benches
- Purchasing of undervalued or underutilized properties
- Providing redevelopment incentives aimed at underutilized, undervalued, or contaminated sites

15. For each of the following economic development tools, please indicate whether you support or oppose its continued use.

	Support	Neutral	Oppose	Don't know
Promoting business retention and expansion	☐	☐	☐	☐
Improving existing infrastructure such as streets and sidewalks	☐	☐	☐	☐
Adding amenities such as lighting, landscaping, and benches	☐	☐	☐	☐

The City has incentivized developers who removed existing buildings and/or cleaned up environmental contamination. These types of incentives have been utilized on several sites in Mequon including Outpost Natural Foods, Spur 16, Foxtown Brewery, Artesa and multi-tenant office projects on Port Washington Road.

16. For each of the following economic development tools, please indicate whether you support or oppose its continued use.

	Support	Neutral	Oppose	Don't know
Purchasing underutilized/undervalued sites	☐	☐	☐	☐
Incentivizing redevelopment of underutilized/undervalued sites	☐	☐	☐	☐
Incentivizing redevelopment of environmentally contaminated sites	☐	☐	☐	☐

SECTION 5: SATISFACTION WITH CITY SERVICES

The City of Mequon strives to provide quality municipal services to residents. An important step in ensuring/improving the quality of services provided is to measure resident satisfaction with services received.

17. Please rate your satisfaction with the following municipal services provided:

	Excellent	Good	Fair	Poor	No interactions	Don't Know
Architectural Review Board	☐	☐	☐	☐	☐	☐
Election Services/Voter Registration	☐	☐	☐	☐	☐	☐
Fire/EMS	☐	☐	☐	☐	☐	☐
Inspections/Permitting	☐	☐	☐	☐	☐	☐
Park maintenance	☐	☐	☐	☐	☐	☐
Police	☐	☐	☐	☐	☐	☐
Property assessment	☐	☐	☐	☐	☐	☐
Road maintenance	☐	☐	☐	☐	☐	☐
Sewer Utility (Wastewater)	☐	☐	☐	☐	☐	☐
Snow Removal	☐	☐	☐	☐	☐	☐
Storm water management (Drainage)	☐	☐	☐	☐	☐	☐
Water Utility	☐	☐	☐	☐	☐	☐

SECTION 6: CIVIC CAMPUS

The civic campus encompasses City Hall, the Frank L. Weyenberg Library, the Mequon Community Pool, and Rennie Field. The Civic Campus is adjacent to the Town Center on the corners of Cedarburg Road and Mequon Road. The Civic Campus hosts several activities and provides public parking.

18. Which of the following improvements are necessary to make walking within and around the civic campus comfortable? Select all that apply.

- | | |
|---|--|
| ☐ Sidewalks | ☐ Landscaping |
| ☐ Crosswalks with striping | ☐ Street benches, bike racks, trash receptacles |
| ☐ Crosswalk signs for pedestrians | ☐ New parking regulations |
| ☐ Crosswalk lights for pedestrians | ☐ Enforcement of traffic regulations |
| ☐ Lighting | ☐ Pedestrian bridge/tunnel across Mequon Road |

19. Would you support or oppose adding bike trail amenities such as a rest area, restrooms, and a snack shop along the Inter-Urban Bike Trail (otherwise known as the Milwaukee/Ozaukee Interurban Trail) in the civic campus?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

20. Would you support or oppose additional safety measures at the Mequon Road and Ozaukee Interurban Trail intersection?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

SECTION 7: COMMUNITY POOL

The Mequon Community Pool is located next to City Hall on Cedarburg Road. The pool was originally built in 1933, with the existing pool installed over the old pool in 1984. During the summer the pool is open from early June through late August. There is also a separate wading pool geared for younger children, with a zero-depth entrance and a maximum depth of two feet.

In the coming years, the City will have to consider closing the current pool and possibly replacing it. New community pools tend to range between \$3.5 million - \$6 million, depending on the scope of the new facility and site conditions.

21. Do you or your family utilize the City of Mequon Community Pool?

- ☐ Yes
- ☐ No
- ☐ Don't know

22. Would you support or oppose the City building a new Community Pool to replace the current pool that would otherwise have to close in the future?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

23. Would you support or oppose an increase in taxes in order to fund building a new Community Pool?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

24. Would you or your family utilize a new Community Pool?

- ☐ Yes
- ☐ No
- ☐ Don't know

25. Would you support or oppose the City relocating the Community Pool from the Civic Campus to another City-owned location with more space, such as a park?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

Section 8: Parks and Pathways

The City of Mequon has 26 parks and bike/pedestrian pathways throughout the community. The City is exploring updating current features and adding new improvements to enhance the parks and pathways.

26. Which of the following park improvements would you support within the City? Select all that apply.

- | | |
|---|--|
| ☐ Permanent bathroom facilities at Lemke Park | ☐ Increased access to the Milwaukee River |
| ☐ Off-road bike path along West Dongs Bay Road | ☐ Pickleball courts |
| ☐ A separate area for small dogs at Katherine Kearney Carpenter Park | ☐ Pedestrian trails within parks |
| ☐ Updating/replacing existing park facilities | ☐ Invasive plant removal and restoration |

27. Would you support or oppose an increase in taxes in order to fund park improvements?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

28. Which of the following bike and pedestrian improvements would you support within the City? Select all that apply.

- | | |
|--|---|
| ☐ Off-road paths | ☐ Wayfinding signs |
| ☐ Paved shoulders | ☐ Bike racks |
| ☐ Sidewalks | ☐ Bike repair stations |

The City currently does not have a dedicated fund for bike and pedestrian improvements. Historically the funding for bike and pedestrian improvements has been a part of other development projects or one time requests.

29. Would you support or oppose an increase in taxes in order to create a fund to support bike and pedestrian improvements?

- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Don't know

Thank you for taking the time to complete this survey! Your participation will guide our planning activities for the future. If you have any additional thoughts or feedback, please feel free to email the Mayor, Alderman or Alderwoman of your District by visiting ci.mequon.wi.us/commoncouncil.

Please place the completed survey booklet in the self-addressed postage-paid envelope and send via U.S. Mail to the Strategic Research Institute at St. Norbert College.



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

ETC Benchmarking Categories

Major Categories of Services
Public safety services (police, fire, and emergency medical/ambulance services)
Maintenance of streets and sidewalks
Effectiveness of communication by local governments
Flow of traffic on city streets in your community
Flow of traffic on highways
Parks and recreation programs and facilities
Customer service provided by local governments
Enforcement of local codes and ordinances
Stormwater management and flood control
Water utility services
Wastewater/sanitary sewer services
Solid waste (e.g., trash, yard waste and recycling services)
Public transportation/bus service
Quality of public schools
Library services
Efforts to ensure your community is prepared for emergencies/disasters
Police Services
Visibility of police in neighborhoods
Visibility of police in commercial and retail areas
How quickly police respond to emergencies
Efforts by police to prevent crime
Enforcement of local traffic laws
Police safety education programs
Overall quality of police services
Feeling of Safety
In your neighborhood during the day

In your neighborhood at night
In community parks
In retail areas
In the downtown area (if applicable)
Overall feeling of safety
Fire Services
Overall quality of fire services
Overall quality of emergency medical/ambulance services
How quickly ambulance/emergency medical services personnel respond to emergencies
How quickly fire services personnel respond to emergencies
Fire education programs in your community
Fire inspection programs in your community
Maintenance Services
Condition of major streets
Condition of streets in your neighborhood
Condition of sidewalks
Condition of street signs and traffic signals
Cleanliness of streets and public areas
Condition of pavement markings on streets
Adequacy of street lighting
Snow removal on major city streets
Snow removal on neighborhood streets
Maintenance of public buildings and facilities
Accessibility of streets, sidewalks, & buildings for people with disabilities
Mowing and tree trimming along streets and public areas
Quality of on-street bicycle infrastructure (bike lanes/signage)
Code Enforcement
Enforcement of clean-up of trash and debris on private property

Enforcement of mowing and cutting of weeds on private property
Enforcement of exterior maintenance of residential property
Enforcement of exterior maintenance of commercial/business property
Enforcement of sign regulations
Animal control services
Communication
Availability of information about local governmental services and activities
Timeliness of information provided by your local government
Efforts by local government to keep you informed about local issues
Your local governmental cable television channel(s)
The level of public involvement in local decision-making
Your local government's use of social media outlets (Facebook, Blogs, Twitter, etc.)
Usefulness of your city's website
Solid Waste
Trash/garbage collection services
Curbside recycling services
Recycling drop-off centers
Bulky item pick-up services
Yard waste/leaf/brush pick-up services
Household hazardous waste disposal service (for oil, paint, etc.)
Water Services
Taste of tap water
Smell of tap water
Water pressure in your home
Fees for water services
Fees for wastewater/sanitary sewer services
Electric utility services
Perceptions

Overall quality of local governmental services in the community
Image of your community
Appearance of your community
Quality of public education in your community
Overall value that you receive for your city taxes and fees
Overall value that you receive for your county taxes and fees
Efforts to promote diversity in your community
Overall quality of "Downtown" in the community where you live (if applicable)
How well your community is managing growth
Leadership provided by the local elected officials
Effectiveness of local governmental managers and appointed staff
Ratings
As a place to raise children
As a place to work
As a place to live
As a place where you would buy your next home
As a place to visit
As a place to retire

**City of Mequon
2025 Community-Wide Survey Timeline**

2024	Action Step	Timing
Q1	Develop Vendor Rating Matrix	February – March
	Staff Solicit Quotes	March
Q2	Vendor Demos / Discussion	April-June
	Vendor Selected by Public Welfare	July
	Review Question Topics Received from Committees	August
	Committee of the Whole Vendor & Question Topic Discussion	September
Q4	Question Development at Public Welfare Committee	October – December
2025	Action Step	Timing
Q1	Final Questions Approval by Council	January
Q2	Conduct the Community-Wide Survey	May
	Data Collection and Analysis by Consultants	May
	Review and Audit of Draft Report	June
	Presentation of Results to the Common Council	July
	Finalization of Community-Wide Survey Report	July

COMMITTEE OF THE WHOLE PLANNING CALENDAR - 2024

ITEM	PRINCIPAL	TIME
January 9		
Community Development Operational Analysis	Tollefson	30
February 13		
South Central Zoning Options	Tollefson	45
March 12		
Updated FEMA Floodplain Maps & DNR Model Floodplain Ordinance	Zader	60
April 9		
2022 Compensation Analysis Implementation	Schoenemann	40
Updated FEMA Floodplain Maps & DNR Model Floodplain Ordinance	Zader	20
May 14		
Port Washington Road Streetscape Design Update	Tollefson	30
Port Washington Road Real Estate Market Analysis Update	Tollefson	30
June 11		
SOFD Update	Bialk	30
July 9		
Financial Policies Update/Fund Balance Discussion	Jones	45

Attachment: COTW PLANNING CALENDAR (9671 : calendar)

COMMITTEE OF THE WHOLE PLANNING CALENDAR - 2024

ITEM	PRINCIPAL	TIME
August 13		
Lakeshore Bluff Construction	Tollefson	30
Port Washington Road Real Estate Market Analysis Update	Tollefson	30
Mequon Town Center Public Improvements/Signage	Tollefson	10
Brush Site Project Overview	Lundeen	20
September 10		
2025 Community Survey	Schoenemann	30
October 8		
Port Washington Road Market Analysis Presentation	Tollefson	45
Land Management System Update	Jones	15
Electronic Poll Books	Fochs	15
November 12		
Parks Master Plan Update	Gies	45
American Recovery Plan Act Update	Jones	15
December 10		
Facilities Study Update	Lundeen	60
Future/Other Policy Items for Discussion/Consideration/Analysis		
Employee Handbook; Fleet Study Update, 5-Year CIP; SW Industrial; I-43 Update; Specimen Trees; Bike & Pedestrian Way Master Plan		

Attachment: COTW PLANNING CALENDAR (9671 : calendar)