



VISION

2010

**CITY OF MEQUON
BLUE RIBBON CITIZENS
VISIONING COMMITTEE REPORT**

**PRESENTED TO:
THE MAYOR AND THE
COMMON COUNCIL OF MEQUON**

ACKNOWLEDGEMENTS

The City of Mequon's 2010 Visioning Project was the collective effort of many individuals on the Blue Ribbon Citizens Visioning Committee. The following highlights those individuals who put a significant amount of time and effort into this project.

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MEQUON VISION 2010

Mequon is, in 2010, a community that distinguishes itself through these cherished and appealing aspects:

- *Small-town character with controlled traffic and low density development through creative Land Use Planning*
- *Diverse types of topography including the Milwaukee River, Lake Michigan, wet lands, farmlands and woodlands*
- *Rural natural beauty with extensive green space and trees*
- *Organized roadways with I-43 as easy connector*
- *Transportation routes meeting different interests with streets, roadways, bike paths and trails*
- *Community hubs as centers of density allowing people to interact in an urban village setting*
- *Ability to live in varying degrees of privacy through residential choices*
- *Two colleges and public and private schools offering excellent education opportunities*
- *State-of-the-art hospital and medical care*
- *Unique retail shops and boutiques*
- *Variety of restaurants*
- *Many entertainment, recreation, and cultural options*
- *Outstanding city services*
- *Citywide state of the art communication technology*

The City of Mequon has strengthened these valued and distinguishing aspects of the community. The preferred balance of urban and rural landscape which has long satisfied Mequon citizens continues through controlled population size, low density, fixed tax rates, and managed traffic. Numerous transportation modes connect Mequon's expansive open space, majestic lakeshore bluffs, extensive farmland, winding Milwaukee River, Town Center, community hubs, residential areas and cultural attractions. The community shows its environmental support through adhering to the Land Use Plan, protecting the water resources, controlling run-off, preserving green space and continuing to be a front runner in developing conservation subdivisions.

Citizens of Mequon value the safety, low crime and community services provided by the fire, police and other essential city services. Mequon is a model of volunteerism and citizen community involvement. The state-of-the-art medical facilities and

the excellent educational institutions are icons of the outstanding community they support and represent.

The magical makeup of Mequon is pleasing to its citizens and attractive to visitors. Those who live in Mequon have a diverse range of price, size and design in housing options from which to choose. They also benefit from extensive green space, active parks, and river and Lake Michigan access. All citizens conveniently access the many amenities offered in the Town Center and community hubs. The number of bike, pedestrian and bridal paths offers alternatives to streets and roadways in reaching the areas where goods and services are located. These hubs create opportunities to meet and greet neighbors and enjoy the small town atmosphere. The City of Mequon has resisted the pressures of growth, change, and loss of identity. Instead it has flourished by keeping the essence of what distinguishes Mequon.

ACTION STEPS

To fully realize Vision 2010 consistent with the views and preferences of the citizens, the City of Mequon should strongly consider the following action items for implementation, listed in no particular order:

- Identify zone parcels inside the sewer service area that are acceptable for senior housing
- Construct a bridge on Donges Bay Road across the Milwaukee River
- Maintain no increase in tax rate
- Encourage additional family and fine dining restaurants and specialty retail shops
- Reconcile the preferred population ceiling of 25,000 with the Land Use Plan
- Continue the development of the Town Center and River Walk consistent with public support for method of financing
- Seek opportunities to expand and connect bike paths
- Establish and keep a high priority on street and road maintenance
- Pursue improvements of Port Washington Road
- Organize a consortium to develop a significant cultural center
- Implement a Continuous Improvement Program for the city
- Advocate for a full-service post office along the Port Washington Road business corridor

We challenge the City of Mequon's elected officials to define a strategic plan around each of these action steps. This would be a laudable way to respond to the citizens' needs and wants for Mequon's future.

SURVEY SYNOPSIS

A statistically valid survey was conducted to gain a deeper understanding of the views and preferences of the citizens of Mequon.

The questionnaire was mailed out to 8,018 households and 773 business addresses. The response rate was 40% (3,498 of 8,791). Assuming randomness of the response (indicated by the lack of difference across aldermanic districts), the results are projected to be accurate to 95% confidence with +/- 2% reliability. This means that we are 95% sure that the responses to these questions will fall within plus or minus 2% of the number given in these reports.

Responses did not differ significantly across aldermanic districts.

Three types of analyses were conducted:

- A statistical analysis to determine if differences in response rates varied significantly among aldermanic districts (they did not);
- A statistical analysis to determine if differences in response rates varied significantly between 1999 and 2005 survey data, where the same questions were asked (in many cases there were significant differences in response);
- A frequency table showing the proportion of respondents answering each item for the total of all respondents and by aldermanic district.

SURVEY SUMMARY

GENERAL

- 46% live in two-person households
- 30% live in households of four or more
- 65% have no children in the household
- Have resided in Mequon:
 - 7 years or less (27%)
 - 8-15 years (25%)
 - 16-26 (22%)
 - 27 or more (26%)
- 31% have someone in household employed in Mequon/Thiensville
- 50% have someone in household employed in Milwaukee County
- 98% responded as residents (as opposed to businesses)
- 67% expect to be living in Mequon 10 years from now

LAND USE

Population

- 69% indicated that 24,000 (current size) to 25,000 is ideal
- 22% indicated that a population of 30,000 is ideal

Housing size

- 13% want the housing to include more homes less than 1600 sq. ft.
- 52% want the housing to include more homes in the 1600-2500 sq. ft. range
- 47% want the housing to include more homes in the 2500-5000 sq. ft. range
- 21% want the housing to include more homes in the 5000+ sq. ft. range

Housing type

- 71% felt Mequon should approve more housing for the retired and empty-nesters
- 50% want the housing to include more senior housing for independent living
- 36% want the housing to include more senior housing for assisted living
- 35% want duplex-condos

NOTE: These percents are rounded to whole numbers from Survey Results.

- 39% favor the development of “affordable housing” (\$125,000-\$200,000)
- 47% want to see the sewer service expanded to allow more development
- Current land use policies:
 - 49% think the current land use policies and regulations are OK as is
 - 33% think the land use policies and regulations should be more restrictive
- Asked about the amount of development for light industry, office and retail:
 - 75% approve light industrial development as is
 - 58% approve retail shops development as is
 - 67% approve office development as is
- Agree or Strongly Agree that Mequon should have more retail development of:
 - 68% want more fine dining restaurants
 - 67% want more family restaurants
 - 55% want more small specialty shops
 - 43% want more upscale department stores
 - 42% want more ‘entertainment venues’
 - 39% want more specialty grocery stores
 - 21% want more supermarkets
 - 17% want more discount department stores
 - 17% want more fast food restaurants
 - 11% want more gas stations
- 45% want to use tax money to preserve additional rural lands:
 - 60% of those would be willing to pay \$100 per year
 - 25% of those would be willing to pay \$300 per year
- 55% do **not** want to use tax money to preserve additional rural lands:
 - 61% of those thought the lands should be managed through zoning and regulation
 - 46% of those thought that the current open space is adequate

- 44% of those thought that the effort is too costly
- 20% of those thought that it interferes with the private market

TRANSPORTATION

- 48% were willing to incur a tax increase to construct an interchange at Highland Road and I-43
- When asked where Mequon should start the next improvement to Port Washington Road:
 - 41% prefer **no** further improvement
 - 32% prefer Glen Oaks to Highland
 - 27% prefer Glen Oaks to Pioneer
- 43% support or strongly support Mequon requiring interconnecting roads as new developments are built adjacent to existing ones
- Asked about construction of bridge projects:
 - 52% favor a bridge project for the Milwaukee River at Donges Bay Rd
 - 33% favor a bridge project for the Milwaukee River at River Road

PARKS AND RECREATION

Respondents indicated Mequon needed **more** of the following park/recreational facilities:

- bike paths - 51%
 - hiking trails - 39%
 - river access - 37%
 - cross-country ski trails - 28%
 - tennis courts – 23%
 - dog parks - 22%
 - baseball diamonds - 18%
 - play equipment - 17%
 - frisbee golf areas - 16%
 - basketball courts – 16%
 - soccer fields - 16%
 - volleyball courts - 15%
- For respondents indicating a need for more, property taxes were preferred to user fees for the following: bike paths, hiking trails, play equipment, river access
 - Users fees were preferred to property taxes for the following: soccer fields, baseball diamonds, tennis, basketball & volleyball courts, frisbee golf areas, cross-country trails, and dog parks

- Percentage of respondents who thought Mequon should facilitate more active recreation in existing parks by undertaking the following:
 - Building a senior center - 44%
 - Building a teen center - 43%
 - Installing lights at ball fields - 30%
 - Building an indoor pool - 23%
 - Building a water slide - 22%

VISIONING

- 55% would like a full-size post office on Mequon's east side
- 60% either support or strongly support expanding the interconnected bike trail network

TOP 5 RANKINGS

- Top five items considered most important to Mequon's overall quality of life for the future:
 - Police protection and low crime - 27%
 - Public school system - 17%
 - Keeping taxes low - 17%
 - Preserving a small town rural character - 8%
 - Fire & emergency medical protection – 6%

CURRENT EMPHASES

- City services - 69% current level; 16% more
- Crime prevention - 65% current level; 26% more
- Fire/safety protection - 64% current level; 28% more
- Road maintenance - 63% current level; 29% more
- Public schools - 53% current level; 31% more (highest % of wanting more)
- Business development - 50% current level; 20% more
- Deer control - 48% current level; 26% more, 14% less
- Invasive species control - 46% current level; 31% more
- Housing development - 47% current level; 35% less
- Open space preservation - 46% current level; 26% more, 19% less
- Industrial development – 41% current level; 36% less (highest % wanting less)

TOWN CENTER FUNDING

- Percent of respondents favoring these **privately** funded improvements for the Town Center:
 - 75% - Restaurants

- 65% - Retail shops and services
- 46% - Improved architectural standards
- 44% - Cultural and recreational events
- 41% - Entertainment opportunities
- 21% - Condominiums
- 15% - Offices
- 14% None of the above
- Percent of respondents favoring these **publicly** funded improvements for the Town Center:
 - 50% - Riverwalk
 - 45% - Street & sidewalk improvements
 - 33% - Riverfront gathering place
 - 33% - Cultural and recreational events
 - 21% - Community center
 - 17% - Swimming area
 - 16% - Parking for pool/park
 - 27% - None of the above
- Amount of additional taxes respondents would be willing to spend for improvements to the Town Center:
 - 35% - \$25/year for 10 years
 - 16% - \$50/year for 10 years
 - 2% - \$75/year for 10 years
 - 8% - \$100/year for 10 years
 - 39% - Zero tax dollars

CITY SERVICES

Percent satisfied and very satisfied with city services:

- | | |
|---|--|
| • 88% - Snow removal | • 71% - Water availability |
| • 87% - Police services | • 71% - Street lighting |
| • 83% - Parks | • 63% - Drainage/flood control |
| • 79% - Fire services | • 63% - Recreation programs* |
| • 79% - Library | • 61% - City planning* |
| • 74% - Sewage system | • 59% - Responsiveness of elected officials* |
| • 73% - Communication from city | • 54% - Bicycle travel* |
| • 73% - Public schools | • 53% - Pedestrian travel* |
| • 72% - Street maintenance | • 52% - Public Information TV* |
| • 71% - Responsiveness of city employees* | |

*These items had a 'no opinion' response of 20% or greater

- 42% favor building a fire station on Mequon's west side
- 73% want to continue the tax freeze
- Respondent's attitude toward city taxes:
 - 39% - keep tax rate at current level
 - 29% - keep level but adjust for inflation
 - 18% - decide how Mequon wants to spend money and base tax rate on the results
 - 14% - decrease the tax rate
- If vision for the quality of life in Mequon required an increase in taxes, how important is it that you achieve that vision:
 - 56% - important if it can be done without an increase in tax rates
 - 31% - would accept higher taxes to achieve the vision
 - 13% - would rather see taxes reduced

SURVEY RESULTS

1. Which of the following best describes your current residence?

Single family home	2931 (84.9%)
Duplex/triplex	302 (8.7%)
Multi-family condo	171 (5.0%)
Farm	42 (1.2%)
Senior housing	4 (0.1%)
Multi-family rental	3 (0.1%)
Total	3453 (100%)

2. How many people are in your household (including you)?

One	389 (11.2%)
Two	1583 (45.6%)
Three	461 (13.3%)
Four or more	1038 (29.9%)
Total	3471 (100%)

3. How many children under 18 are in your household?

None	2257 (64.6%)
One	420 (12.0%)
Two or more	815 (23.3%)
Total	3492 (100%)

4. How many years have you lived in Mequon?

0 to 7	926 (26.5%)
8-15	882 (25.3%)
16-26	761 (21.8%)
27 or more	922 (26.4%)
Total	3491 (100%)

5. Are you responding to this survey as a:

Home	3393 (97.0%)
Business	105 (3.0%)
Total	3498 (100%)

6. Do you see yourself living in Mequon 10 years from now?

Yes	2315 (66.5%)
No	269 (7.7%)
Don't know	896 (25.7%)
Total	3480 (100%)

7. How many adults in your household are employed either part-time or full-time in the following locations?

	#One+/(%One/+)
Milwaukee County	1693 (49.7%)
Mequon-Thiensville	1054 (31.1%)
Ozaukee Co. (other than M/T)	289 (8.7%)
Waukesha County	284 (8.5%)
Other places	217 (6.5%)
Washington County	125 (3.8%)
Racine County	13 (0.4%)

8. The current population of Mequon is approximately 24,000. In your view, what is the ideal population? (Please check ONE)

Current population	1232 (36.4%)
About 25,000	1110 (32.8%)
About 30,000	749 (22.2%)
More than 30,000	289 (8.6%)
Total	3380 (100%)

9. Should Mequon include more of the following in its housing mix in the future? (Check ALL that apply)

	#"Yes"/("%"Yes")
< 1600 SQ FT homes	412 (12.5%)
1600-2500 SQ FT homes	1753 (51.5%)
2500-5000 SQ FT homes	1588 (46.8%)
5000+ SQ FT homes	697 (20.9%)
Duplex condos	1190 (35.4%)
Multi-family condos	501 (15.1%)
Multi-family apartments	254 (7.7%)
Senior housing - independent	1690 (50.0%)
Sr. housing - assisted living	1213 (36.2%)
No more housing in the future	452 (13.7%)

10. Do you favor the development of "affordable" housing in the \$125,000 to \$200,000 per unit range in Mequon?

Yes	1320 (39.0%)
No	2064 (61.0%)
Total	3384 (100%)

NOTE: The valid percent is shown, which does not include answers with 'no response' in the tabulation.

11. Should Mequon approve more housing for empty nesters and retired people?

Yes 2364 (70.5%)
 No 988 (29.5%)
 Total 3352 (100%)

12. Should Mequon expand the sewer service area to allow more development?

Yes 1577 (47.4%)
 No 1752 (52.6%)
 Total 3329 (100%)

13. How would you direct Mequon with regard to land use policies and regulations? (Please check ONE)

Current policy okay 1665 (48.7%)
 More restrictive 1142 (33.4%)
 Less restrictive 614 (17.9%)
 Total 3421 (100%)

14. Please rate the current amount of light industrial, retail and office development within the city. (Please circle ONE for each statement.)

	Too much	About right	Too little	Total
Light industrial	241 (7.1%)	2560 (74.9%)	615 (18.0%)	3416 (100%)
Retail shops	236 (6.9%)	2001 (58.4%)	1191 (34.7%)	3428 (100%)
Office development	721 (21.1%)	2285 (66.9%)	410 (12.0%)	3416 (100%)

15. To what extent do you agree with the following statements regarding RETAIL development in Mequon? (Please circle ONE opinion for each item.)

	2005					Total
Listed in descending order of "Strongly Agree"	Strongly Disagree	Disagree	Agree	Strongly Agree	No Opinion	Total
More fine dining restaurants	258 (7.4%)	593 (17.0%)	1333 (38.1%)	1027 (29.4%)	280 (8.2%)	3491 (100%)
More family restaurants	342 (9.8%)	600 (17.2%)	1528 (43.7%)	804 (23.0%)	219 (6.4%)	3493 (100%)
More upscale depart. store	848 (24.2%)	895 (25.6%)	927 (26.5%)	579 (16.6%)	245 (7.1%)	3494 (100%)
More small specialty shops	379 (10.8%)	901 (25.8%)	1409 (40.3%)	507 (14.5%)	297 (8.6%)	3493 (100%)
More entertainment venues	584 (16.7%)	1057 (30.2%)	1030 (29.4%)	447 (12.8%)	374 (10.9%)	3492 (100%)
More specialty grocery stores	585 (16.7%)	1194 (34.1%)	1001 (28.6%)	353 (10.1%)	358 (10.4%)	3491 (100%)
More discount depart. stores	1650 (47.2%)	1054 (30.1%)	382 (10.9%)	208 (5.9%)	200 (5.8%)	3494 (100%)
More supermarkets	848 (24.2%)	1624 (46.4%)	545 (15.6%)	182 (5.2%)	291 (8.5%)	3490 (100%)
More fast food restaurants	1356 (38.8%)	1314 (37.6%)	427 (12.2%)	159 (4.5%)	236 (6.9%)	3492 (100%)
More gas stations	1235 (35.3%)	1566 (44.8%)	328 (9.4%)	70 (2.0%)	293 (8.5%)	3492 (100%)

16. Mequon has a goal of preserving approximately 2,000 acres of the existing 10,000 acres of undeveloped rural property. Should the city use tax money to preserve additional open space in those rural areas?

Yes 1490 (44.8%)
 No 1837 (55.2%)
 Total 3327 (100%)

How much are you willing to pay to preserve open space in rural areas? (Please check ONE)

\$100 per year 873 (26.7%)
 \$300 per year 371 (11.3%)
 \$600 per year 99 (3.0%)
 \$1,000 per year 124 (3.8%)
 Total 1467

Why are you not willing to use tax money to preserve additional open space in rural areas? (Please check ALL that apply)

Manage thru zoning & regulation	1084 (33.6%)
Current open space is adequate	816 (25.5%)
Too costly	783 (24.4%)
Interferes with private market	345 (10.9%)
Total	1837

TRANSPORTATION

17. Do you favor the construction of an interchange at Highland Rd and I-43 at the cost to Mequon of \$6 million or an extra \$25 per year in property taxes on the average home for the 20 years of the loan period? [Cost in 2005 dollars. Source: SEWRPC]

Yes	1650 (48.0%)
No	1789 (52.0%)
Total	3439 (100%)

18. Port Washington Rd. will be improved from Mequon Rd. to Glen Oaks Ln. Should Mequon plan for the next improvement from: (Check only ONE)

Glen Oaks to Highland	1080 (32.3%)
Glen Oaks to Pioneer	890 (26.6%)
No further improvements	1375 (41.1%)
Total	3345 (100%)

19. Should Mequon require interconnected roads between subdivisions when a new development is proposed next to existing subdivisions?

Strongly oppose	539 (15.4%)
Oppose	738 (21.1%)
Support	925 (26.4%)
Strongly support	586 (16.8%)
No opinion	699 (20.3%)
Total	3487 (100%)

20. Do you favor or oppose the construction of the following road projects:

	Favor	Oppose	Total
Bridge at Donges Bay Road	1723 (51.9%)	1595 (48.9%)	3318 (100%)
Bridge at River Road	1006 (32.6%)	2082 (67.4%)	3088 (100%)

PARKS AND RECREATION

21. In your view, does Mequon need more of the following?

	# (%) "Yes"	Paid by:		
		Property taxes	User fees	Both
More bike paths	1718 (50.6%)	773 (23.3%)	371 (11.2%)	536 (16.2%)
More hiking trails	1329 (39.4%)	558 (17.0%)	333 (10.1%)	403 (12.3%)
More river access	1236 (36.7%)	431 (13.0%)	410 (12.4%)	370 (11.2%)
More cross country ski trails	947 (28.3%)	256 (7.9%)	376 (11.5%)	290 (8.9%)
More tennis courts	762 (22.8%)	157 (4.8%)	394 (12.1%)	193 (5.9%)
More dog park facilities	734 (22.0%)	138 (4.2%)	401 (12.4%)	178 (5.5%)
More base/softball diamonds	597 (18.0%)	99 (3.0%)	347 (10.6%)	142 (4.3%)
More play equipment	568 (17.0%)	226 (6.9%)	213 (6.5%)	120 (3.7%)
More soccer fields	546 (16.4%)	78 (2.4%)	350 (10.7%)	111 (3.4%)
More basketball courts	528 (15.9%)	143 (4.4%)	270 (8.2%)	108 (3.3%)
More Frisbee golf	527 (15.9%)	83 (2.5%)	341 (10.4%)	96 (2.9%)
More volleyball courts	480 (14.5%)	92 (2.8%)	289 (8.9%)	93 (2.9%)

22. Should Mequon facilitate more active recreation in existing parks by:

Listed in descending order of "Strongly Support"	Strongly Oppose	Oppose	Support	Strongly Support	No Opinion	Total
Building a senior center	554 (15.8%)	680 (19.4%)	1179 (33.7%)	373 (10.7%)	695 (20.4%)	3481 (100%)
Building a teen center	650 (18.6%)	668 (19.1%)	1153 (33.0%)	356 (10.2%)	652 (19.2%)	3479 (100%)
Building an indoor pool	1098 (31.4%)	931 (26.6%)	573 (16.4%)	243 (6.9%)	637 (18.7%)	3482 (100%)
Building a water slide	1226 (35.0%)	820 (23.4%)	552 (15.8%)	233 (6.7%)	648 (19.1%)	3479 (100%)
Installing lights at ballfields	703 (20.1%)	893 (25.5%)	877 (25.1%)	172 (4.9%)	829 (24.4%)	3474 (100%)



VISIONING

23. Would you like to see the establishment of a full-service post office branch on Mequon's east side?

Yes 1868 (55.4%)
 No 1505 (44.6%)
 Total 3373 (100%)

24. Should Mequon expand the existing citywide interconnected network of bike paths and trails?

Strongly oppose 282 (8.1%)
 Oppose 472 (13.5%)
 Support 1255 (35.9%)
 Strongly support 843 (24.1%)
 No opinion 632 (18.5%)
 Total 3484 (100%)

25. Rank the FIVE items in the following list that you consider most important to Mequon's overall quality of life for the future.

Listed in descending order of "Most Important"	Most imp.	2nd	3rd	4th	5th
Police protection & low crime	951 (27.2%)	678 (19.4%)	329 (9.4%)	278 (7.9%)	243 (6.9%)
Public school system	595 (17.0%)	322 (9.2%)	260 (7.4%)	221 (6.3%)	181 (5.2%)
Keeping taxes low	590 (16.9%)	357 (10.2%)	418 (11.9%)	368 (10.5%)	319 (9.1%)
Preserve sm. town character	284 (8.1%)	312 (8.9%)	337 (9.6%)	272 (7.8%)	299 (8.5%)
Fire & emergency medical protection	198 (5.7%)	543 (15.5%)	477 (13.6%)	314 (9.0%)	223 (6.4%)
Controlling traffic intensity	142 (4.1%)	228 (6.5%)	265 (7.6%)	373 (10.7%)	325 (9.3%)
Planning to limit growth	121 (3.5%)	172 (4.9%)	247 (7.1%)	283 (8.1%)	280 (8.0%)
Drainage / watershed / flood control	102 (2.9%)	111 (3.2%)	185 (5.3%)	202 (5.8%)	186 (5.3%)
Preserving open spaces	78 (2.2%)	130 (3.7%)	158 (4.5%)	170 (4.9%)	206 (5.9%)
Expanding a water system	56 (1.6%)	78 (2.2%)	77 (2.2%)	99 (2.8%)	116 (3.3%)
Street maintenance	36 (1.0%)	73 (2.1%)	156 (4.5%)	207 (5.9%)	254 (7.3%)
Public library	30 (0.9%)	80 (2.3%)	89 (2.5%)	121 (3.5%)	146 (4.2%)
More running & bike paths	26 (0.7%)	38 (1.1%)	63 (1.8%)	71 (2.0%)	118 (3.4%)
Community gathering place	19 (0.5%)	32 (0.9%)	43 (1.2%)	56 (1.6%)	79 (2.3%)
More rec. opportunities	12 (0.3%)	32 (0.9%)	42 (1.2%)	58 (1.7%)	72 (2.1%)
Developing parks	6 (0.2%)	17 (0.5%)	27 (0.8%)	60 (1.7%)	82 (2.3%)

26. In the future should Mequon put more, less or the same emphasis on the following:

Listed in descending order of "More Emphasis"	More	Current level	Less	No opinion	Total
Public schools	1092 (31.2%)	1842 (52.7%)	279 (8.0%)	270 (8.1%)	3483 (100%)
Invasive species control	1087 (31.1%)	1619 (46.3%)	314 (9.0%)	462 (13.7%)	3482 (100%)
Road maintenance	1022 (29.2%)	2187 (62.5%)	60 (1.7%)	213 (6.5%)	3482 (100%)
Fire/safety protection	983 (28.1%)	2241 (64.1%)	55 (1.6%)	205 (6.3%)	3484 (100%)
Deer control	923 (26.4%)	1661 (47.5%)	485 (13.9%)	414 (12.3%)	3483 (100%)
Crime prevention	915 (26.2%)	2288 (65.4%)	83 (2.4%)	197 (6.1%)	3483 (100%)
Open space preservation	895 (25.6%)	1616 (46.2%)	661 (18.9%)	312 (9.3%)	3484 (100%)
Business development	712 (20.4%)	1744 (49.9%)	731 (20.9%)	298 (8.9%)	3485 (100%)
City services	564 (16.1%)	2426 (69.4%)	215 (6.1%)	278 (8.4%)	3483 (100%)
Industrial development	492 (14.1%)	1428 (40.8%)	1260 (36.0%)	305 (9.1%)	3485 (100%)
Housing development	361 (10.3%)	1637 (46.8%)	1218 (34.8%)	269 (8.1%)	3485 (100%)

TOWN CENTER

27. Mequon and Thiensville have been working together for four years to redevelop and improve the Town Center area located along Cedarburg Road and Green Bay Road, north of Mequon Road. The goal is to create a "Heart of Mequon" for the retail, service, recreational, cultural and entertainment needs of local residents.

a. Which of the following types of privately funded improvements are you interested in? (Check ALL that apply)

n=3498	# "Interested" (%)
Restaurants	2585 (74.9%)
Retail shops & services	2220 (65.1%)
Improved architect standards	1558 (46.1%)
Cultural & recreational events	1494 (44.2%)
Entertainment opportunities	1394 (41.3%)
Condos	690 (20.8%)
Offices	493 (14.8%)
None of the above	451 (13.7%)

b. Which of the following types of city/public funded improvements are you interested in? (Check ALL that apply)

Riverwalk	1700 (50.2%)
Street/sidewalk improvements	1524 (45.0%)
Cultural & recreational events	1107 (33.0%)
Riverfront gathering place	1102 (32.8%)
Community center	687 (20.7%)
Swimming spray/splash area	555 (16.7%)
Parking for pool/park	520 (15.7%)
None of the above	900 (27.0%)

28. What amount of additional taxes would you pay to create Mequon’s publicly funded Town Center improvements?

Zero tax dollars	1303 (38.5%)
\$25 per year	1195 (35.3%)
\$50 per year	546 (16.1%)
\$75 per year	62 (1.8%)
\$100 per year	277 (8.2%)
Total	3383 (100%)

CITY SERVICES

29. Rate your satisfaction with the following:

Listed in descending order of "Very Satisfied"	Very dis-satisfied	Dis-satisfied	Satisfied	Very satisfied	No opinion	Total
Police services	78 (2.2%)	138 (3.9%)	1967 (56.2%)	1059 (30.3%)	243 (7.3%)	3485 (100%)
Public schools	70 (2.0%)	244 (7.0%)	1603 (45.8%)	953 (27.2%)	613 (18.0%)	3483 (100%)
Snow removal	46 (1.3%)	195 (5.6%)	2172 (62.1%)	891 (25.5%)	181 (5.5%)	3485 (100%)
Fire services	46 (1.3%)	147 (4.2%)	1928 (55.1%)	827 (23.6%)	536 (15.7%)	3484 (100%)
Library	66 (1.9%)	222 (6.3%)	1958 (56.0%)	815 (23.3%)	421 (12.5%)	3482 (100%)
Parks	36 (1.0%)	170 (4.9%)	2275 (65.0%)	616 (17.6%)	386 (11.5%)	3483 (100%)
Responsive - city employees	72 (2.1%)	220 (6.3%)	1952 (55.8%)	520 (14.9%)	717 (21.0%)	3481 (100%)
Street maintenance	180 (5.1%)	646 (18.5%)	2060 (58.9%)	452 (12.9%)	146 (4.6%)	3484 (100%)
Water availability	120 (3.4%)	352 (10.1%)	2055 (58.7%)	433 (12.4%)	522 (15.4%)	3482 (100%)
Communication from city	63 (1.8%)	227 (6.5%)	2153 (61.5%)	401 (11.5%)	638 (18.7%)	3482 (100%)
Responsive - elected officials	128 (3.7%)	322 (9.2%)	1677 (47.9%)	399 (11.4%)	956 (27.8%)	3482 (100%)
Recreation programs	44 (1.3%)	248 (7.1%)	1836 (52.5%)	374 (10.7%)	980 (28.5%)	3482 (100%)
Sewerage system	76 (2.2%)	268 (7.7%)	2249 (64.3%)	343 (9.8%)	546 (16.1%)	3482 (100%)
Street lighting	90 (2.6%)	524 (15.0%)	2148 (61.4%)	327 (9.3%)	394 (11.7%)	3483 (100%)
City planning	164 (4.7%)	461 (13.2%)	1810 (51.7%)	324 (9.3%)	723 (21.1%)	3482 (100%)
Channel 25 public info TV	44 (1.3%)	126 (3.6%)	1484 (42.4%)	321 (9.2%)	1506 (43.5%)	3481 (100%)
Bicycle travel	164 (4.7%)	664 (19.0%)	1604 (45.9%)	293 (8.4%)	755 (22.1%)	3480 (100%)
Drainage/flood control	121 (3.5%)	554 (15.8%)	1955 (55.9%)	252 (7.2%)	597 (17.6%)	3479 (100%)
Pedestrian travel	187 (5.3%)	773 (22.1%)	1633 (46.7%)	222 (6.3%)	666 (19.5%)	3481 (100%)

30. Do you favor building a fire station on Mequon’s west side?

Yes	1349 (42.1%)
No	1852 (57.9%)
Total	3201 (100%)



31. Mequon has adopted a voluntary City property tax freeze for the last two years. How important is it for you that Mequon continues this property tax policy in light of your expectation for city services?

1 - Not important	295	(8.4%)
2	453	(13.0%)
3	926	(26.5%)
4 - Very important	1637	(46.8%)
No opinion	172	(5.3%)
Total	3483	(100%)

32. City taxes comprise about 20% of your property tax bill. Check the answer that most closely reflects your attitude about Mequon city taxes:

Keep tax rate at current level	1307	(38.9%)
Level but adjust for inflation	983	(29.3%)
Decide spending & then tax	590	(17.6%)
Decrease tax rate	477	(14.2%)
Total	3357	(100%)

33. If your vision for the quality of life in Mequon required an increase in taxes, how important is it that you achieve that vision?

Important but without a tax increase	1849	(55.5%)
Accept higher taxes to achieve vision	1038	(31.2%)
More interested in lowering tax rates	442	(13.3%)
Total	3329	(100%)

Response rate by Aldermanic Districts:

# (%)	
1	346 (10.2%)
2	480 (14.2%)
3	437 (12.9%)
4	397 (11.8%)
5	456 (13.5%)
6	360 (10.7%)
7	522 (15.5%)
8	379 (11.2%)
Total	3377 (100%)

PROCESS & APPROACH

Request for Proposals (RFPs) were sent out to qualified firms in February 2005 in order to secure a consultant to assist the Blue Ribbon Citizens Visioning Committee to develop the Mequon Vision 2010 and Action Plan for the City of Mequon. The committee selected the consulting firm of Chamness Consulting Inc to manage the project, develop an appropriate process, facilitate community listening sessions, conduct the statistically valid, community wide survey and create a final report.

The Committee was charged to outline a process to gather input from a broad base of citizens. The following are the key components of the process which started with Listening Sessions and completed with a final report.

LISTENING SESSIONS

Community forums were conducted to gather information critical to the preparation of the survey. Information discussed in those forums included potential trends that may affect Mequon's future; comprehensive community planning; and specific individual and community concerns. The sessions were facilitated. Input was summarized and emphasis was placed on those items the citizens made clear were important for Mequon's future. Survey questions were tooled to these concerns.

SURVEY

A city wide mail survey was developed and structured to secure the input from the diverse mix of individuals from all aldermanic districts in Mequon. Survey questions were developed with input from the Committee. The survey process was conducted by the consultant. Comprehensive and statistically valid surveys were sent to 8,800 households. The SWOT/SOAR analysis, 'Vision Statement 2010' and 'Action Steps' were generated from the citizen input as a result of the survey. A summary of the survey and its results was addressed earlier in this report.

SWOT ANALYSIS

Particular attention was paid to values that are common to all citizens of Mequon. To gain a clear understanding of these values, a SWOT analysis was conducted. It is included for understanding and background:

STRENGTHS (S)

- Stable population
- Rural flavor/Character
- Excellent schools
- Affluence
- Educated citizens
- Low crime rate
- Retail business opportunities
- Reasonable taxes
- Open space preservation plan
- Responsive city officials
- Strong volunteer organizations
- Proximity to Cedarburg
- Sound infrastructure
- Police/fire protection
- Close to Milwaukee
- Green space
- Excellent municipal services
- Low density population
- City government and staff
- Good drainage
- Bikeway plan
- Involve citizens
- High property values
- Common values
- Almost built out
- Honest government
- Number of golf courses
- Good policy direction implemented with clear ordinances
- Innovative land use approaches
- Park land
- Hospital
- Small town environment
- Lights out at 11:00 pm

OPPORTUNITIES (O)

- Streaming video's during Common Council meetings on the internet
- Preserve open space
- River walk/River front enhancements
- Natural and agricultural resources
- Spending discipline/control taxes
- City wide surveys
- Interconnected roads
- Expand Logemann Center activities
- Greater cultural interaction/coordination with Concordia and MATC
- Strengthen bike paths
- Keep growth under control/population
- Support hospital
- Support schools
- Protect environment
- Continuous improvement of government
- Connect river with parks
- Lake Michigan access
- Neighborhood networks
- Post Office in east Mequon
- Bridge at Milwaukee River/Donges Bay
- Year round active parks
- Family and fine dining
- Town center implementation
- Housing mix/add senior and new family/starter houses
- Opportunities to bring together citizens to discuss cultural artistic skills
- Horse trails
- Beautification plan/program
- Business visual/aesthetics update

THREATS (T)

- Population growth
- Tax growth
- Traffic density
- School deterioration
- Aging population
- Crime overspill
- Invasive species (weeds)
- Too much commercialization

VISIONING

As a culmination of earlier activities, the Committee gathered to prepare the "Vision Statement 2010." Sessions were held to prepare this statement, which referenced Listening Sessions, the Survey and the SWOT analysis. In order to compile this information in a way that truly depicted what the citizens of Mequon indicated was their vision, the Committee continually referred to the above-listed information that was collected during the process. Consensus was established in the sessions that delivered a statement whereby Committee members collectively word-smithed the language, producing a document which clearly depicts a shared 2010 vision.

CONCLUSIONS & RECOMMENDATIONS

This report summarizes the work of the Blue Ribbon Citizens Visioning Committee. It succinctly presents the results and the process which allowed the conclusions to surface. We, the Committee, have learned a great deal from our work. Most importantly, we believe that the input received accurately represents the wishes of those living in Mequon for the future of the city. We were charged with developing a vision statement and action plan and have delivered it by listening to the thoughts, concerns and ideas of our citizens.