



City of Mequon Community Assessment Study Final Report 2019



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2019 Mequon Community Survey

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TABLE OF CONTENTS

Overview	Page 3
Executive Summary	Page 4
Methodology	Page 5
Demographics	Page 6
Development	Page 9
Preservation of Open Space	Page 21
Economic Development	Page 23
Satisfaction with City Services	Page 25
Civic Campus	Page 27
Community Pool	Page 29
Parks and Pathways	Page 31
Appendix A: Digest of open-ended responses to Question #4 (separate digital file)	
Appendix B: Complete results by Aldermanic District (separate digital file)	
Appendix C: Ranked choice voting results for Question #27 (separate digital file)	
Appendix D: Full question wording and response frequencies	
Appendix E: Survey instrument	

OVERVIEW

At the request of and in cooperation with the City of Mequon, in 2019, the *Strategic Research Institute at St. Norbert College (SRI)* and *Neighborhood Analytics, LLC* partnered to conduct the **2019 Mequon Community Survey**. The purpose of this survey was to measure resident perceptions regarding land use, development, and City services in order to provide guidance to Mequon officials as they make decisions and plan for the future.

The survey was distributed by mail to 8,574 addresses in Mequon. Each household received one paper copy of the survey via the US Postal Service. Each survey packet also included a link to an online version in order to give households with multiple adult residents a way to share their input with the city, as well as contact information necessary to request additional paper copies.

The survey was issued on May 13th, 2019 and closed on June 17th, 2019. During this field period, 1,010 additional paper copies were requested, and of the 9,584 total paper copies distributed, 2,480 were returned. An additional 978 valid surveys were completed online, yielding a total of 3,818 completed surveys. (As a point of comparison, the 2013 Mequon Development Survey conducted by the University of Wisconsin-Milwaukee yielded 3,911 completed surveys.)

Because physical survey responses from the original distribution were mixed with physical responses from additional requested copies, a precise base physical copy return rate cannot be calculated. The most recent Census Bureau estimate for adult Mequon residents (as of July 1, 2018) was 19,118; therefore, respondents to the 2019 Mequon Community Survey account for approximately 20% of the adult resident population of Mequon.

EXECUTIVE SUMMARY

Residential development

Respondents are likely to prefer single-family homes and oppose multi-unit housing in the East Growth Area and the Port Washington Road Corridor specifically, and in Mequon in general.

Senior housing development

Opinions regarding senior housing development are mixed, although supporters outnumber opponents across both proposed development types.

Light industrial development

Respondents are more likely to support additional light industrial development in the East Growth Area than to oppose it, but supporters fall short of a clear majority.

Non-residential development

Respondents support development of academic facilities or parks & open space anywhere in Mequon, and hospitality developments at the intersection of Port Washington Road and Pioneer Road.

Preservation of open space

Most respondents are satisfied with the amount of open space currently protected. A majority of respondents support promotion of cluster residential developments. Respondents are more likely than not to support spending on preservation and use of transfer development rights.

Economic development

Large majorities of respondents favor use of every economic development tool they were asked about.

Satisfaction with city services

Every city service listed earned a positive average satisfaction rating. Fire/EMS, Police, and Election Services/Voter Registration received the highest positive average satisfaction ratings, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance received the lowest average satisfaction ratings.

Civic Campus

Most respondents support sidewalks for the Civic Campus, but other proposed improvements fail to appeal to a majority of respondents. Respondents are more likely than not to support the addition of amenities along the Inter-Urban Bike Trail adjacent to the Civic Campus, but are most likely to oppose a pedestrian bridge and/or underpass at the intersection of the Trail and Mequon Road.

Community Pool

While most residents and their families don't use Mequon's pool, a majority of respondents say they would prefer the City develop a new pool rather than explore closing it down. While respondents are more likely to oppose than support a tax increase aimed at funding construction of a new pool, those who are neutral towards a tax increase but support pool construction balance out pool and tax opponents.

Parks and pathways

Regarding potential improvements, respondents as a group prioritize pedestrian trails within parks and invasive plant species removal and restoration. Regarding bike and pedestrian improvements, most respondents support off-road paths. Respondents are more likely than not to support small property tax increases to fund park improvements and bike and pedestrian improvements.

METHODOLOGY

Non-response/invalid responses

In this report, frequencies of responses are often presented alongside percentages. In the demographics section, percentages are calculated to include respondents who did not respond or who provided invalid responses (illegible or multiple responses on a single-response item). In the substantive opinion-related section of the report, these responses are not incorporated into the percentages. “Don’t know” responses are excluded, and “don’t know” responses are explicitly not grouped in with “neutral” responses, as respondents had the choice to indicate “neutral” and did not. While the 2013 report counted “don’t know” responses as valid for reporting purposes, this is not a current industry standard practice when it comes to the reporting of polling results and was not replicated in this report.

Estimation/statistical significance

When populations cannot be feasibly measured and sampling is used to generate estimates of population properties, the possibility arises that differences across groups or changes over time that are observed in a sample would not actually be observed in the population were complete measurements taken; this is due to sampling error, the error that arises when (purely by chance) elements in a sample are out of proportion when compared with the population from which the sample was derived.

By convention, an observed difference or change in a sample is said to be “statistically significant” when there is an overwhelming chance (usually 95% or higher), based on the size of the sample relative to the population, that the observed difference or change would also be observed in the population were it to be measured, and not simply the result of sampling error.

Because this study was based on data collected via an attempted census of all adult residents of Mequon, and random sampling was not used, statistical significance is not discussed; any differences across groups or changes over time are presented as direct measurements of the pool of respondents, which is simply the subset of the population (adult residents of Mequon) that cared enough to respond to the survey.

Multiple response detection

The population under study for this survey was adult Mequon residents. One survey was mailed to each household in Mequon, with instructions for additional adult residents from households with more than one to request another copy or fill out a copy of the survey online. To prevent fraudulent online responses (one respondent entering multiple surveys), prior to analysis, we removed any data associated with an IP address where *all* of the following criteria were met:

- 1) Three or more completed surveys from the same IP address
- 2) Timestamps that indicated back-to-back-to-back submissions within minutes of one another
- 3) Identical answers to substantial portions of the survey

As a result of this review, we excluded 2 IP addresses; one associated with 9 completed surveys, and another with 7 completed surveys (a total of 16 completed surveys eliminated). We also flagged an additional 3 IP addresses with 3 or 4 entries each; however, we did not remove them, as they did not meet criteria #2 or #3.

Rounding

For tables and figures displaying cumulative percentages, individual percentages may not add up to exactly 100.0% due to rounding error.

DEMOGRAPHICS (Questions 1-5)

Respondents were asked a series of questions in order to measure differences across demographic groups.¹ Table 1.1 summarizes response frequency across Mequon aldermanic districts. District 3 had the highest number of responses (561), while District 5 had the lowest number of responses (349). For the 2013 Community Survey, District 2 had the highest number of responses and District 5 had the lowest number of responses.

Table 1.1: Frequency of Response by Aldermanic District

	Frequency	Percent
District 1	413	10.8%
District 2	518	13.6%
District 3	561	14.7%
District 4	454	11.9%
District 5	349	9.1%
District 6	494	12.9%
District 7	404	10.6%
District 8	406	10.6%
No response/invalid	219	5.7%
Total	3818	100.0%

Table 1.2 summarizes respondents' reported length of residency in Mequon. Respondents were most likely to report having resided in Mequon for over 20 years. Respondents from the 2013 Community Survey were also most likely to report having resided in Mequon for over 20 years.

Table 1.2: Length of Residency in Mequon

	Frequency	Percent
0-5 years	601	15.7%
6-10 years	419	11.0%
11-15 years	400	10.5%
16-20 years	413	10.8%
More than 20 years	1965	51.5%
No response/invalid	20	0.5%
Total	3818	100.0%

Table 1.3 shows length of residency by aldermanic district. Figure 1 shows that same data converted into a length of residency index, which is the average value of the scale ranging from 1 (0-5 years) to 5 (More than 20 years). Figure 1 shows that Districts 2 and 8 had respondents with the longest average residency, while District 4 had respondents with the shortest average residency. In 2013, District 4 also had the shortest average residency, but Districts 3 and 5 had the longest average residencies.

¹ All survey questions (numbered in the order they were presented, with complete question wording and all answer option wording) and response frequencies are reported in Appendix D. A copy of the paper survey instrument is presented in Appendix E.

Table 1.3: Length of Residency by Aldermanic District

		Aldermanic District								Total
		1	2	3	4	5	6	7	8	
0-5 years	Count	66	78	95	83	59	76	62	59	578
	%	16.1%	15.1%	17.1%	18.4%	17.0%	15.4%	15.4%	14.5%	16.1%
6-10 years	Count	41	56	66	52	35	64	48	51	413
	%	10.0%	10.8%	11.8%	11.5%	10.1%	13.0%	11.9%	12.6%	11.5%
11-15 years	Count	48	49	64	58	36	47	52	34	388
	%	11.7%	9.5%	11.5%	12.8%	10.4%	9.6%	12.9%	8.4%	10.8%
16-20 years	Count	46	61	58	45	28	62	46	46	392
	%	11.2%	11.8%	10.4%	10.0%	8.1%	12.6%	11.4%	11.3%	10.9%
More than 20 years	Count	210	273	274	214	189	243	194	216	1813
	%	51.1%	52.8%	49.2%	47.3%	54.5%	49.4%	48.3%	53.2%	50.6%
Total	Count	411	517	557	452	347	492	402	406	3584
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 1.1: Length of Residency Index, by Aldermanic District

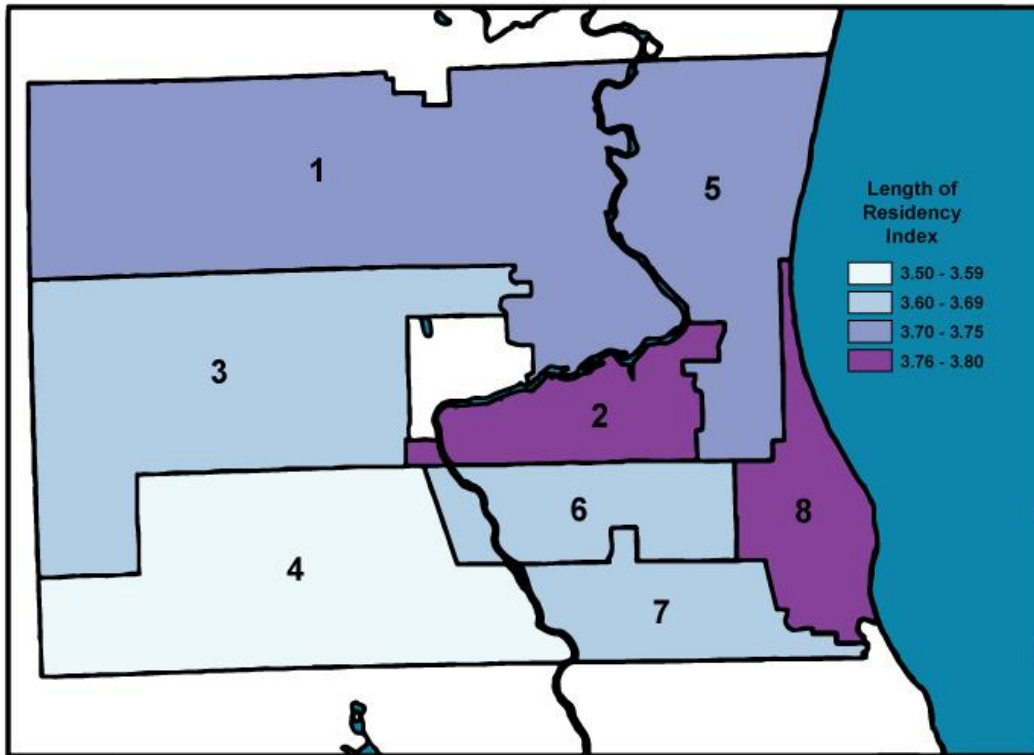


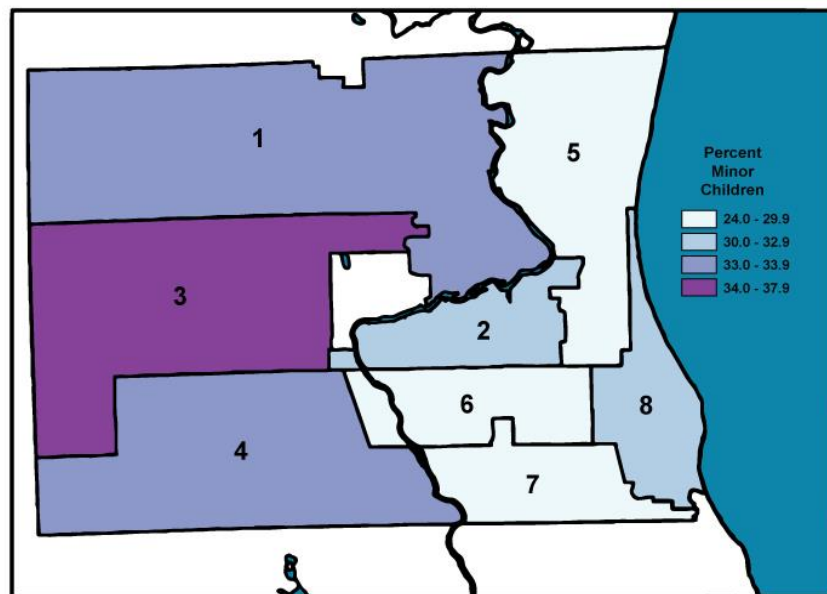
Table 1.4 shows that the majority of respondents (53.0%) come from households with 2 or more adults and no minors. About 80.3% of respondents reported 2 or more adults in the household. About 29.5% of respondents reported having at least 1 minor in the household. These proportions are roughly consistent with the household composition breakdown in 2013.

Table 1.4: Household Composition

	Frequency	Percent
1 adult, no minors	626	16.4%
1 adult and 1 or more minors	83	2.2%
2 or more adults and no minors	2022	53.0%
2 or more adults and 1 or more minors	1041	27.3%
No response/invalid	46	1.2%
Total	3818	100.0%

Figure 1.2 shows the percentage of respondents reporting one or more children in the household by aldermanic district. District 3 respondents were most likely to report coming from a household with children, while respondents from Districts 5, 6, and 7 were the least likely to report having children in the household. In 2013, Districts 3 and 8 had the highest proportions of respondents reporting minor children in the household, while Districts 5 and 7 had the lowest.

Figure 1.2: Percent of Respondents Reporting 1+ Minor Children in Household, by Aldermanic District



Respondents were asked to indicate why they moved to Mequon; they were encouraged to select every valid reason. Table 1.5 shows that low taxes was the most common response, given by 50.3% of respondents. Low crime, I found a specific residence/lot, to raise a family, and schools were also all cited by between 42% and 46% of respondents. Respondents were encouraged to share reasons for moving to Mequon not explicitly listed; 7.5% of respondents did so, and these reasons are presented in Appendix A.²

² The closed-ended response options for this question differ from those presented in 2013, so an apples-to-apples comparison is not possible.

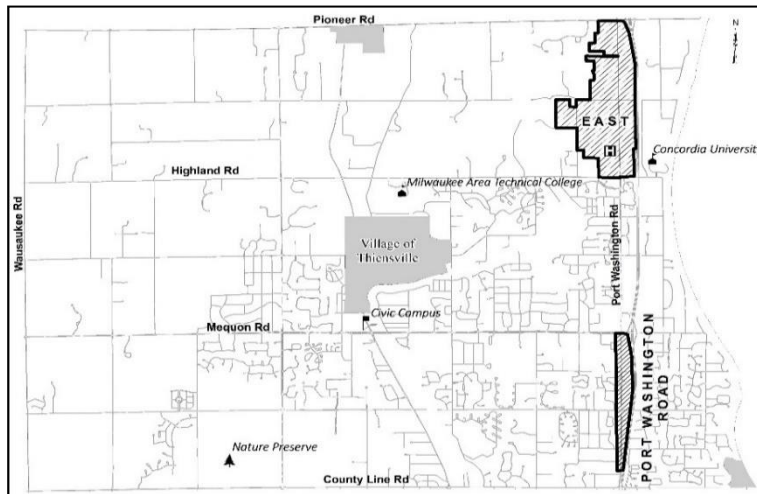
Table 1.5: Reasons for Moving to Mequon

	Frequency	Percent (non-cumulative)
Low taxes	1919	50.3%
Low crime	1751	45.9%
I found a specific residence/lot	1724	45.2%
Schools	1679	44.0%
To raise a family	1627	42.6%
Rural character	1345	35.2%
Feel of the community	1038	27.2%
For work	579	15.2%
For family already living here	421	11.0%
I was born here	259	6.7%
I moved with my parents	117	3.1%
Other	286	7.5%

DEVELOPMENT (Questions 6-10)

This section of the survey was designed to provide insight into resident opinion regarding development in Mequon. Respondents were asked to indicate support or opposition relative to a number of possible development types within specific areas in Mequon (the East Growth Area and the Port Washington Road Corridor south of Mequon Road, pictured in Figure 2.1) as well as in Mequon as a whole.

Figure 2.1: The East Growth Area and the Port Washington Road Corridor (shaded areas with bold outlines)



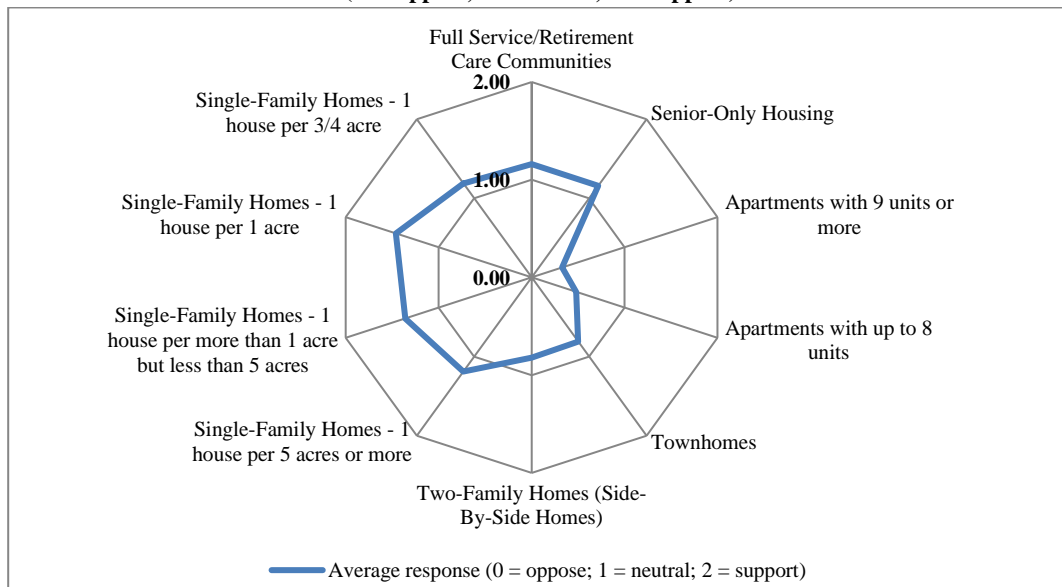
First, respondents were asked about ten specific residential development types within the East Growth Area.³ Table 2.1 shows that relative to the East Growth Area, the residential development type with the highest level of support is single-family homes – 1 house per acre, with a majority of respondents (61.9%) in support and 15.6% opposed. Single-family homes with 1 house per more than 1 acre but less than 5 acres also command the support of a majority of respondents (54.9%). Single-family homes with smaller (1 house per ¾ acre) or larger (1 house per 5 acres or more) and senior-only housing and retirement communities have more supporters than opponents, while multi-family homes, including two-family homes, townhomes, and apartments, have more opponents than supporters.

Table 2.1: Support for Residential Development Types Within the East Growth Area

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per ¾ acre	28.7%	24.2%	47.3%
Single-Family Homes - 1 house per 1 acre	15.6%	22.5%	61.9%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	18.4%	26.7%	54.9%
Single-Family Homes - 1 house per 5 acres or more	26.4%	28.5%	45.1%
Two-Family Homes (Side-By-Side Homes)	45.9%	26.7%	27.5%
Townhomes	45.4%	28.3%	26.3%
Apartments with up to 8 units	66.9%	18.0%	15.1%
Apartments with 9 units or more	76.2%	14.2%	9.4%
Senior-Only Housing	23.5%	37.2%	39.3%
Full Service/Retirement Care Communities	23.8%	36.8%	39.4%

Placing responses on a three-point ordinal scale (where “Oppose” = 0, “Neutral” = 1, and “Support” = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 2.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 2.3 shows the same information arrayed on a traditional bar chart.

Figure 2.2: Support for Residential Development Types Within the East Growth Area (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)



³ In 2013, respondents were asked about support for “single-family residential development in the East Growth Area”. After excluding invalid responses, 59.5% expressed support, while 19.9% opposed. Respondents in 2013 were also asked about support for “multi-family residential development in the East Growth Area”. After excluding invalid responses, 39.0% expressed support, while 42.1% opposed.

Figure 2.3: Support for Residential Development Types Within the East Growth Area (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)

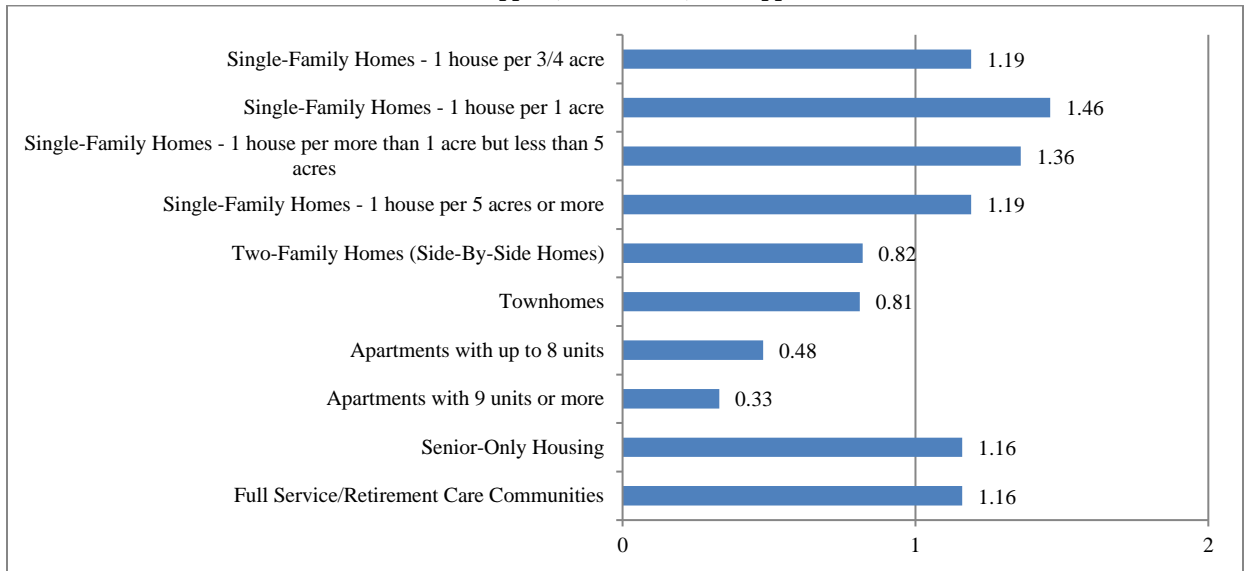
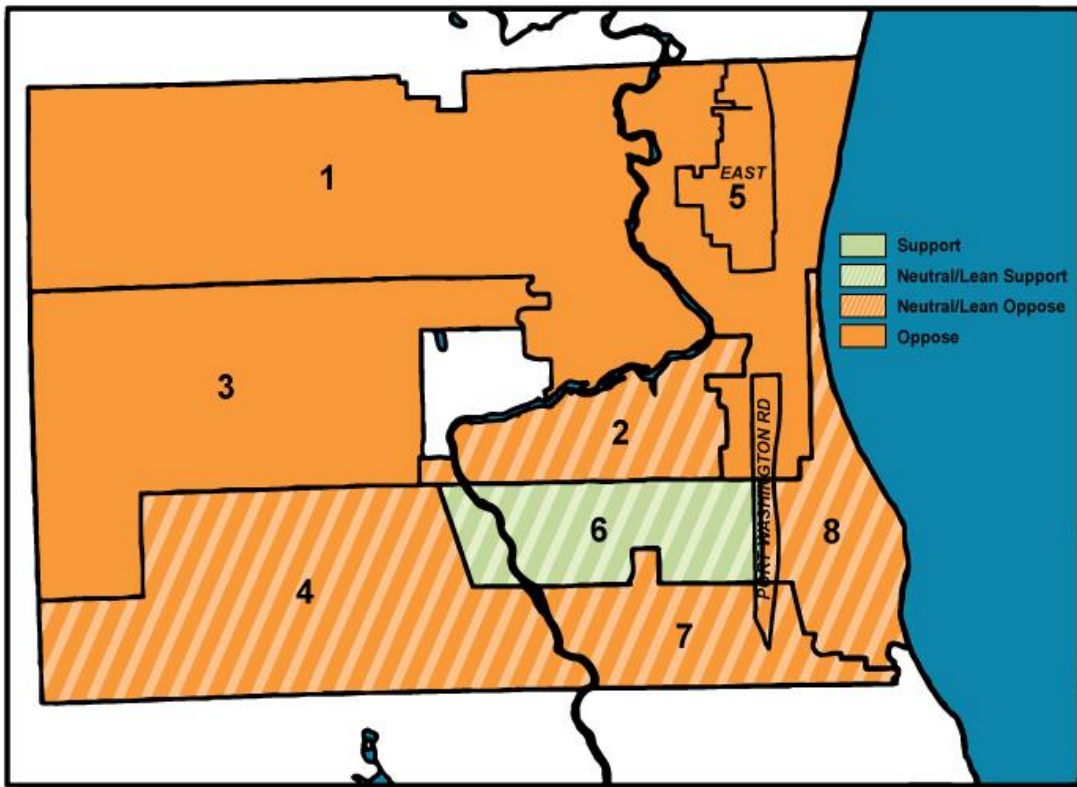


Figure 2.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the East Growth Area. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. While the pattern of opinion for each option varies slightly across Districts, the only case where there is disagreement across Districts is for Two-Family Homes (Side-By-Side Homes). The average response in District 6 is 1.02, close to “Neutral” but leaning slightly towards “Support”; meanwhile, the average response in every other District is closer to “Oppose”. Figure 2.5 displays support by District in map form, with the district colored based on the position of the median respondent and the balance of support versus opposition.

Figure 2.4: Support for Residential Development Types Within the East Growth Area, by District
(Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.01	1.29	1.05	1.28	1.04	1.14	1.30	1.17
Single-Family Homes - 1 house per 1 acre	1.27	1.54	1.43	1.49	1.28	1.58	1.52	1.55
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.34	1.37	1.36	1.29	1.35	1.36	1.41	1.46
Single-Family Homes - 1 house per 5 acres or more	1.29	1.18	1.21	1.05	1.28	1.13	1.21	1.22
Two-Family Homes (Side-By-Side Homes)	0.76	0.77	0.69	0.86	0.64	1.02	0.94	0.77
Townhomes	0.69	0.78	0.71	0.87	0.62	0.96	0.99	0.80
Apartments with up to 8 units	0.41	0.45	0.45	0.50	0.32	0.60	0.61	0.46
Apartments with 9 units or more	0.29	0.32	0.32	0.36	0.21	0.41	0.38	0.33
Senior-Only Housing	1.05	1.15	1.17	1.21	1.06	1.24	1.19	1.15
Full Service/Retirement Care Communities	1.06	1.12	1.16	1.22	1.06	1.27	1.17	1.10

Figure 2.5: Support for Development of Side-By-Side Homes Within the East Growth Area, by Aldermanic District



Respondents were also asked about support/opposition for a number of potential non-residential development types within the East Growth Area.⁴ In addition to the Oppose/Neutral/Support options, respondents were presented the additional option of stating Support *only* at the intersection of Port Washington Road and Pioneer Road.

Table 3.1 shows that majorities of respondents favor development of Academic Facilities (55.1%) and Park & Open Space (72.1%) anywhere within the East Growth Area. Hospitality developments at the Port Washington Road/Pioneer Road intersection would also garner support from a majority of respondents (41.1% Support Anywhere; 17.8% Support at intersection). Supporters of Professional or Medical Office developments in the East Growth Area outnumber opponents, but do not form a majority of respondents, even when adding in those who would only support such developments at the Port Washington Road/Pioneer Road intersection.

Support for Large Farming/Hardware Store, Gas Station, Grocery, Health & Personal Care, and Retail/Clothing developments would find more supporters than opponents only if located at the intersection of Port Washington Road and Pioneer Road. Support/opposition for Sporting Goods developments is mixed, with nearly equal numbers of opponents and supporters of different types. A majority of respondents (53.8%) oppose Industrial developments in the East Growth Area.

⁴ In 2013, respondents were asked about support for developments by regional retailers, support for developments by community retailers, and support for additional drive-through restaurants. The area under discussion was Mequon in general.

Table 3.1: Support for Non-Residential Development Types in the East Growth Area

	% Oppose	% Neutral	% Support (ONLY at Port Washington Rd/Pioneer Rd intersection)	% Support (anywhere in East Growth Area)
Academic Facilities	14.5%	21.9%	8.4%	55.1%
Large Farming/Hardware Store	35.9%	21.9%	17.1%	25.6%
Gas Stations	36.7%	21.6%	20.5%	21.2%
Grocery	34.8%	22.7%	12.9%	29.5%
Health & Personal Care	27.6%	29.4%	9.6%	33.3%
Hospitality (Lodging, Restaurant, Entertainment)	22.4%	18.5%	17.8%	41.4%
Industrial	53.8%	22.1%	7.9%	16.3%
Park & Open Space	8.3%	15.6%	4.1%	72.1%
Professional or Medical Office	24.7%	26.0%	10.1%	39.1%
Retail/Clothing	35.0%	22.6%	11.9%	30.5%
Sporting Goods	37.7%	24.9%	12.2%	25.2%

Support varies meaningfully by Aldermanic District for four of the non-residential development types proposed for the East Growth Area. For Figures 3.1 – 3.4, each map color-codes Districts according to the position of the median respondent plus the balance of supporters to opponents (support for development anywhere is combined with support for development at the intersection of Port Washington Road and Pioneer Road.)

Figures 3.1 and 3.2 show that Districts 1 and 5 are “Neutral/Lean Oppose” regarding Grocery and Gas Station developments in the East Growth Area, while the remaining Districts are “Neutral/Lean Support.” Figure 3.3 shows that Districts 1 and 5 are “Neutral/Lean Oppose” regarding Retail & Clothing developments in the East Growth Area, while Districts 2, 3, 4, 6 and 7 are “Neutral/Lean Support” and District 8 is “Support.” Finally, Figure 3.4 shows that District 5 is in opposition to Sporting Goods developments, Districts 1 and 2 are “Neutral/Lean Oppose”, and the remaining Districts are “Neutral/Lean Support.”

Figure 3.1: Support for Non-Residential Development (Grocery) in the East Growth Area, by Aldermanic District

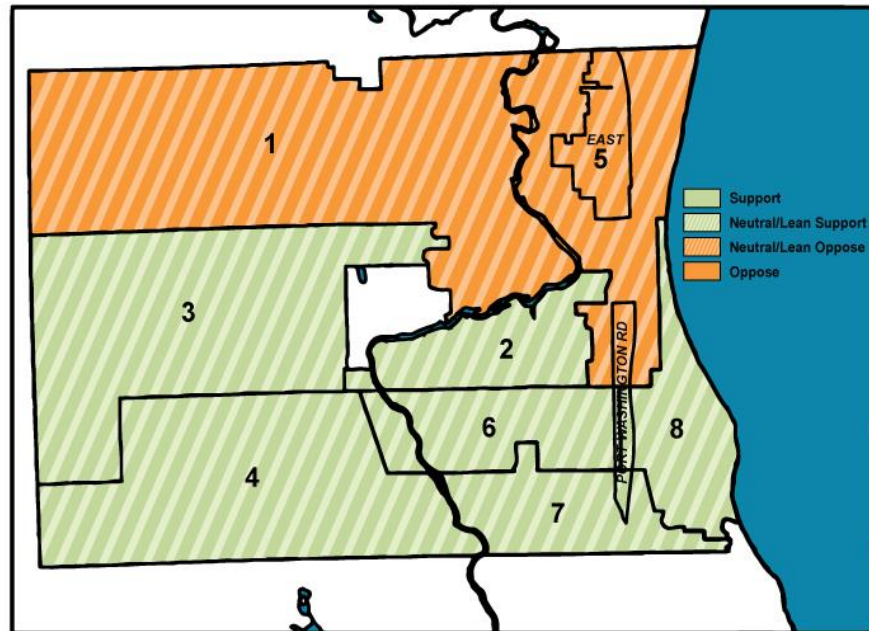


Figure 3.2: Support for Non-Residential Development (Gas Station) in the East Growth Area, by Aldermanic District

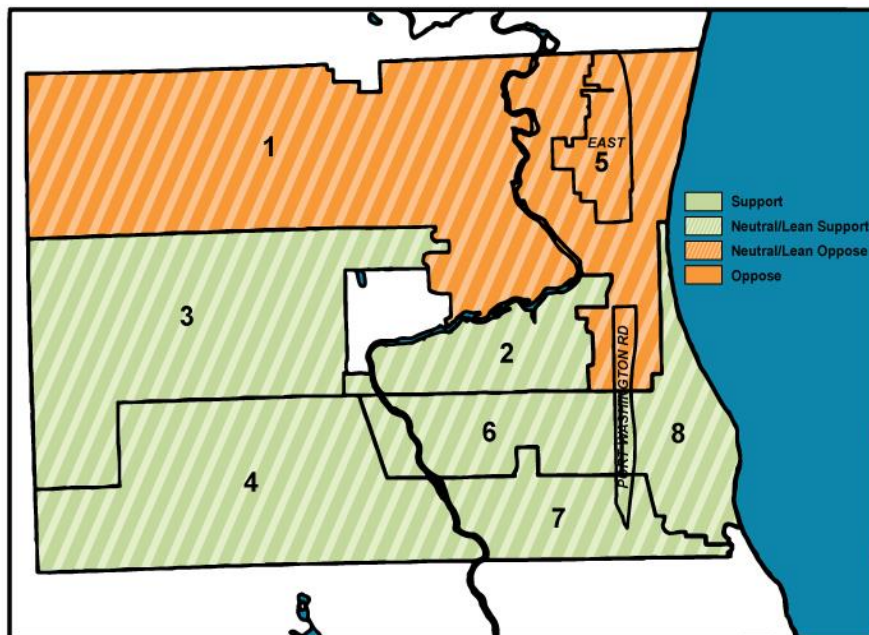


Figure 3.3: Support for Non-Residential Development (Retail/Clothing) in the East Growth Area, by Aldermanic District

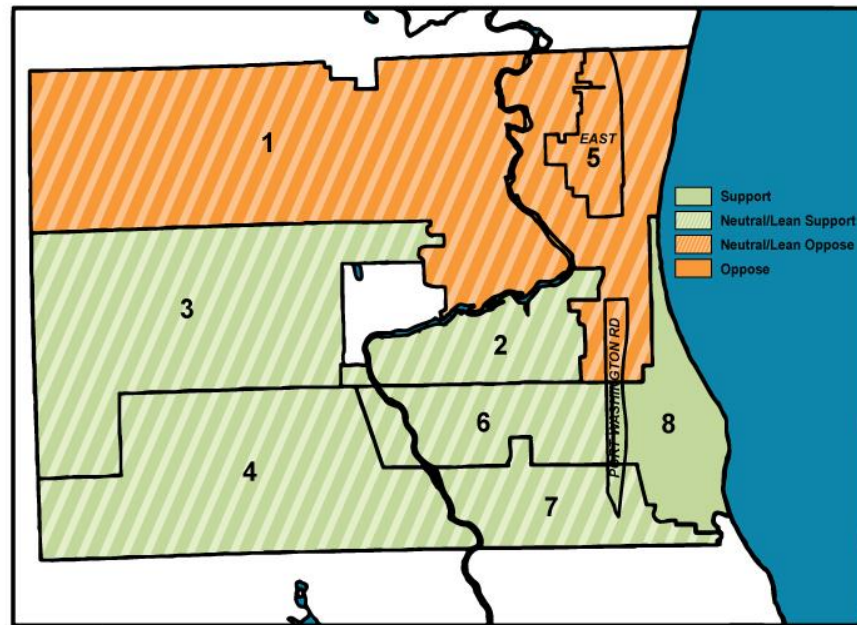
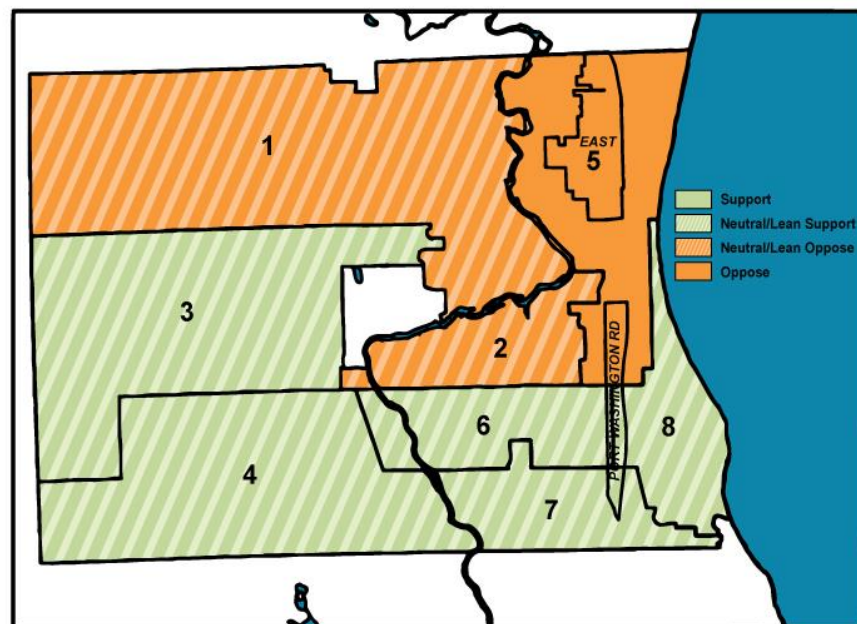


Figure 3.4: Support for Non-Residential Development (Sporting Goods) in the East Growth Area, by Aldermanic District



The next section of the survey asked Respondents to register support or opposition regarding additional light industrial development in the East Growth Area.⁵ Light industrial development was characterized specifically as “professional office, research and development, and light manufacturing or processing that does not generate nuisances such as odor, noise, vibration or hazardous conditions.” Table 4.1 shows that the plurality of respondents (44.9%) indicated support for such development, while 29.1% registered opposition.

Table 4.1: Support for Additional Light Industrial Development in the East Growth Area

	Frequency	Percent
Support	1582	44.9%
Neutral	916	26.0%
Oppose	1023	29.1%
Total	3521	100.0%
Don't know	136	
No response/invalid	161	
Total	3818	

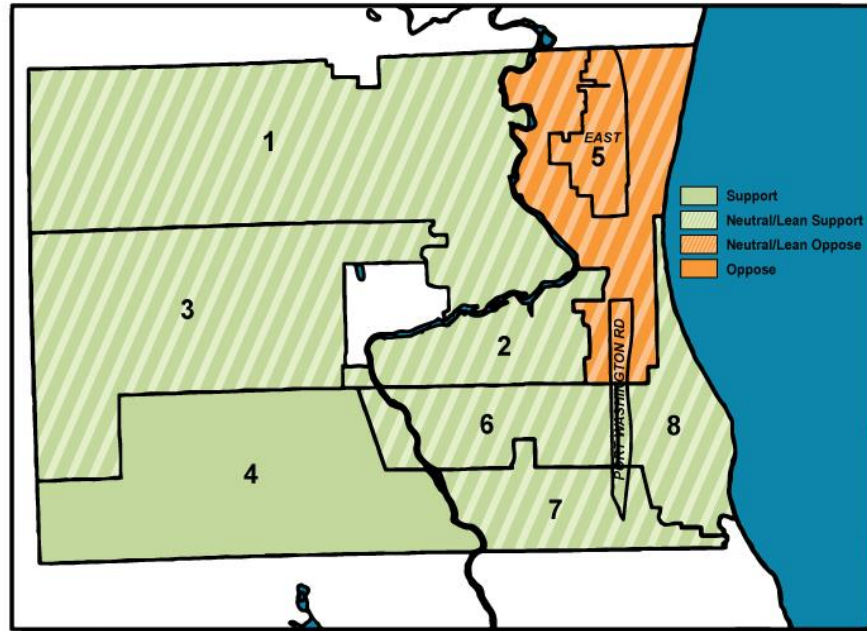
Table 4.2 breaks support/opposition for additional light industrial development in the East Growth Area down by Aldermanic District. Notably, respondents from District 5 (which encompasses the East Growth Area) had the highest level of opposition (43% Opposed), the lowest level of support (35.8% in Support), and the lowest proportion of “Neutral” respondents (20.5%). Figure 4.1 displays the balance of support/opposition in map form; District 5 registers as “Neutral/Lean Oppose, while District 4 registers majority support. The remaining districts are all “Neutral/Lean Support.”

Table 4.2: Support for Additional Light Industrial Development in the East Growth Area, by Aldermanic District

		Aldermanic District								Total
		1	2	3	4	5	6	7	8	
Support	Count	158	225	262	216	119	207	184	153	1524
	%	40.1%	46.9%	49.1%	50.8%	35.8%	44.9%	48.4%	41.1%	45.1%
Neutral	Count	86	124	145	119	68	134	105	99	880
	%	21.8%	25.8%	27.2%	28.0%	20.5%	29.1%	27.6%	26.6%	26.1%
Oppose	Count	150	131	127	90	145	120	91	120	974
	%	38.1%	27.3%	23.8%	21.2%	43.7%	26.0%	23.9%	32.3%	28.8%
Total	Count	394	480	534	425	332	461	380	372	3378
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

⁵ In 2013, respondents were asked about support for “allowing additional industrial development within areas 2 and 3”. “Area 3” was contained within the East Growth Area, while “area 2” consisted of a small section of the 4th District. The response options allowed respondents to express unconditional support, or support “but only until the current industrial areas are near capacity.” These differences in question wording and structure prevent valid comparisons across waves.

Figure 4.1: Support for additional light industrial development in the East Growth Area, by District



Respondents were asked to register support or opposition regarding potential residential development types within the Port Washington Corridor south of Mequon Road.⁶ Table 5.1 shows that a slight majority of respondents (50.1%) favor Single-Family Homes – 1 house per 1 acre, while most respondents oppose Apartments with up to 8 units (63.2%) and Apartments with 9 units or more (73.9%).

Table 5.1: Support for Residential Development Types Within the Port Washington Rd. Corridor South of Mequon Road

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	34.1%	23.8%	42.1%
Single-Family Homes - 1 house per 1 acre	24.8%	25.1%	50.1%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	32.2%	26.8%	41.0%
Single-Family Homes - 1 house per 5 acres or more	37.8%	26.7%	35.4%
Two-Family Homes (Side-By-Side Homes)	44.2%	28.0%	27.8%
Townhomes	43.4%	26.9%	29.7%
Apartments with up to 8 units	63.2%	17.8%	19.0%
Apartments with 9 units or more	73.9%	14.2%	11.8%
Senior-Only Housing	28.1%	34.3%	37.7%
Full Service/Retirement Care Communities	28.9%	34.4%	36.7%

⁶ Respondents in 2013 were asked only about support for “multi-family residential development in the Port Washington Road commercial area”. After excluding invalid responses, 40.6% expressed support, while 40.7% expressed opposition.

Placing responses on a three-point ordinal scale (where “Oppose” = 0, “Neutral” = 1, and “Support” = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 5.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 2.3 shows the same information arrayed on a traditional bar chart.

Figure 5.2: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

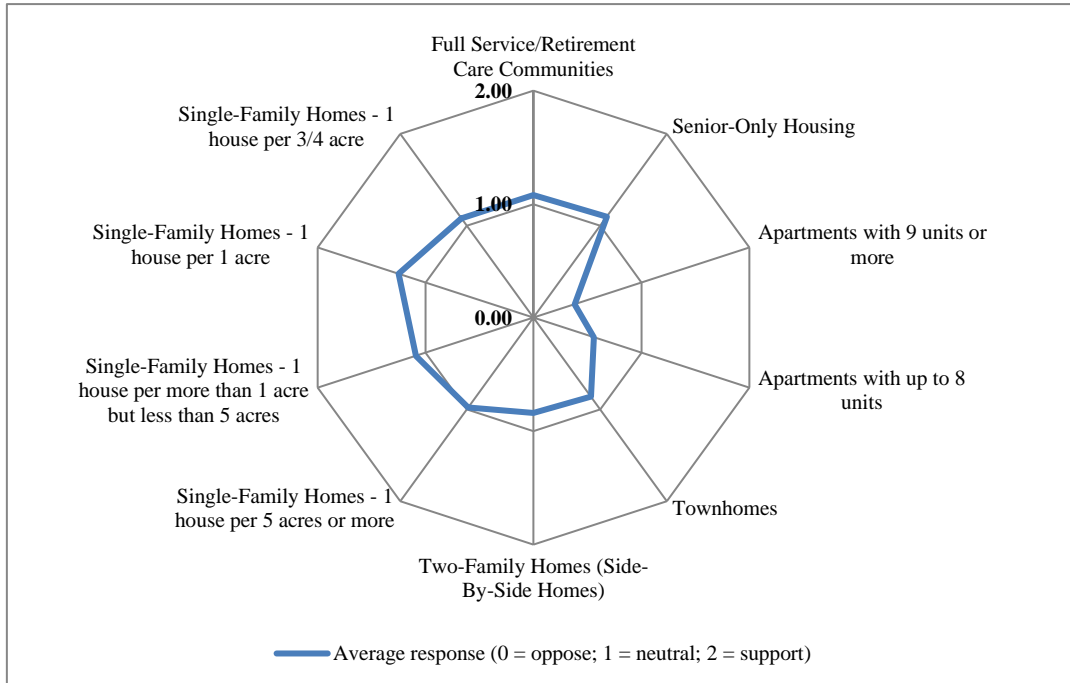


Figure 5.3: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road (Average Response) (0 = Oppose, 1 = Neutral, 2 = Support)

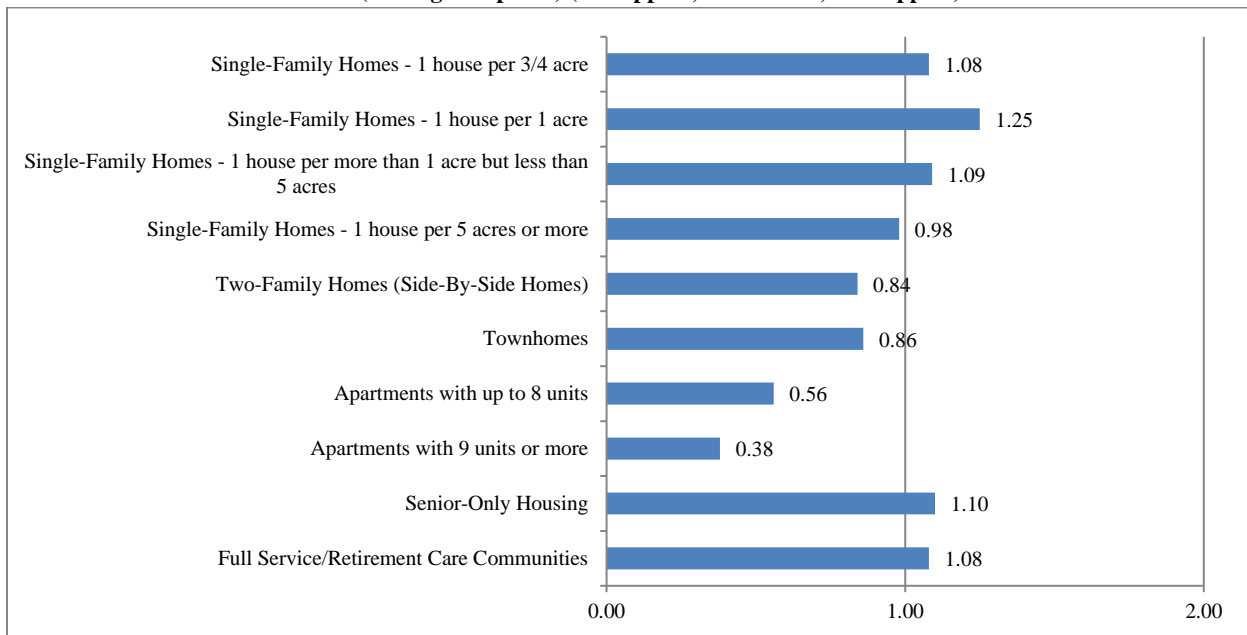


Figure 5.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the Port Washington Road corridor south of Mequon Road. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. There is a small amount of variance in the average response across Districts for each option. The most notable variation occurs regarding Single-Family Homes – 1 house per 5 acres or more; while respondents in Districts 4, 6 and 7 lean slightly against such developments, those from Districts 1 and 3 are slightly in favor (note that Districts 6 and 7 include sections of this corridor).

Figure 5.4: Support for Residential Development Types Within the Port Washington Road Corridor South of Mequon Road, by District

(Average response on a 3-point scale: 0 = Oppose; 1 = Neutral; 2 = Support)

	Aldermanic District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.05	1.15	0.98	1.15	1.02	1.12	1.15	1.03
Single-Family Homes - 1 house per 1 acre	1.18	1.27	1.24	1.25	1.20	1.25	1.27	1.31
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.10	1.09	1.11	1.02	1.14	1.05	1.07	1.16
Single-Family Homes - 1 house per 5 acres or more	1.09	0.96	1.05	0.90	1.03	0.89	0.94	0.99
Two-Family Homes (Side-By-Side Homes)	0.89	0.79	0.76	0.89	0.80	0.94	0.84	0.78
Townhomes	0.94	0.82	0.80	0.94	0.84	0.88	0.88	0.83
Apartments with up to 8 units	0.67	0.52	0.58	0.56	0.51	0.58	0.54	0.48
Apartments with 9 units or more	0.44	0.37	0.40	0.37	0.37	0.41	0.36	0.30
Senior-Only Housing	1.17	1.11	1.15	1.10	1.08	1.09	1.02	1.00
Full Service/Retirement Care Communities	1.16	1.09	1.10	1.12	1.08	1.09	0.96	0.95

The next battery asked respondents about their support for or opposition to proposed residential development types anywhere in Mequon. Table 6.1 shows that majorities of respondents support development of Single-Family Homes, while majorities oppose Apartments. Senior-Only Housing and Retirement developments boast more supporters than opponents, while Two-Family Homes and Townhouses have more opponents than supporters.

Table 6.1: Support for Residential Development Types Anywhere in Mequon

	% Oppose	% Neutral	% Support
Single-Family Homes - 1 house per 3/4 acre	26.2%	19.9%	54.0%
Single-Family Homes - 1 house per 1 acre	13.0%	16.8%	68.4%
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	17.1%	21.3%	61.7%
Single-Family Homes - 1 house per 5 acres or more	22.9%	22.5%	54.6%
Two-Family Homes (Side-By-Side Homes)	39.9%	28.9%	31.2%
Townhomes	40.5%	29.5%	30.0%
Apartments with up to 8 units	62.9%	19.8%	17.3%
Apartments with 9 units or more	73.6%	15.7%	10.7%
Senior-Only Housing	23.8%	36.3%	39.9%
Full Service/Retirement Care Communities	24.8%	36.2%	38.9%

Placing responses on a three-point ordinal scale (where “Oppose” = 0, “Neutral” = 1, and “Support” = 2) and then taking the average response allows for a measurement of opinion that takes the balance of both support and opposition into account. Figure 6.2 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 6.3 shows the same information arrayed on a traditional bar chart.

Figure 6.2: Support for Residential Development Types Anywhere in Mequon (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)

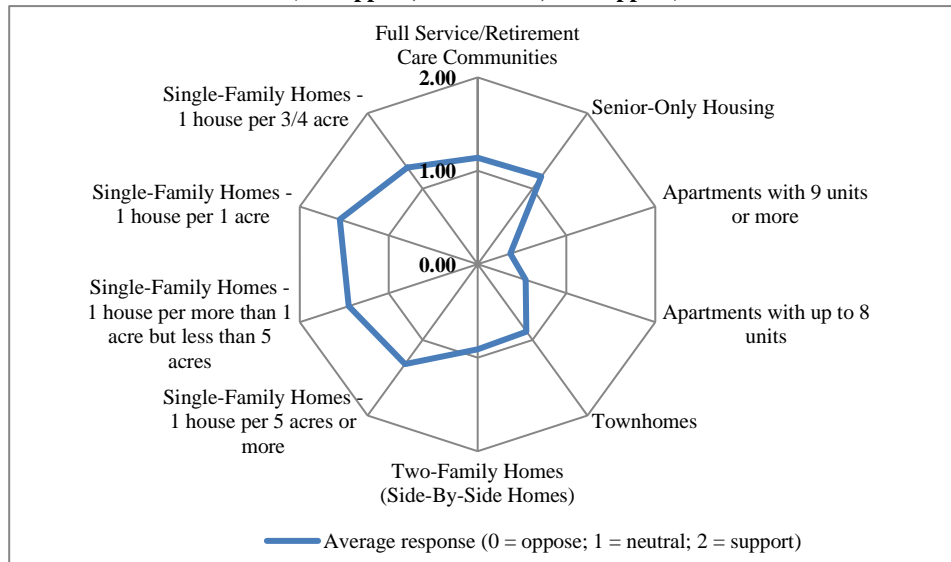


Figure 6.3: Support for Residential Development Types Anywhere in Mequon (Average Response)
(0 = Oppose, 1 = Neutral, 2 = Support)

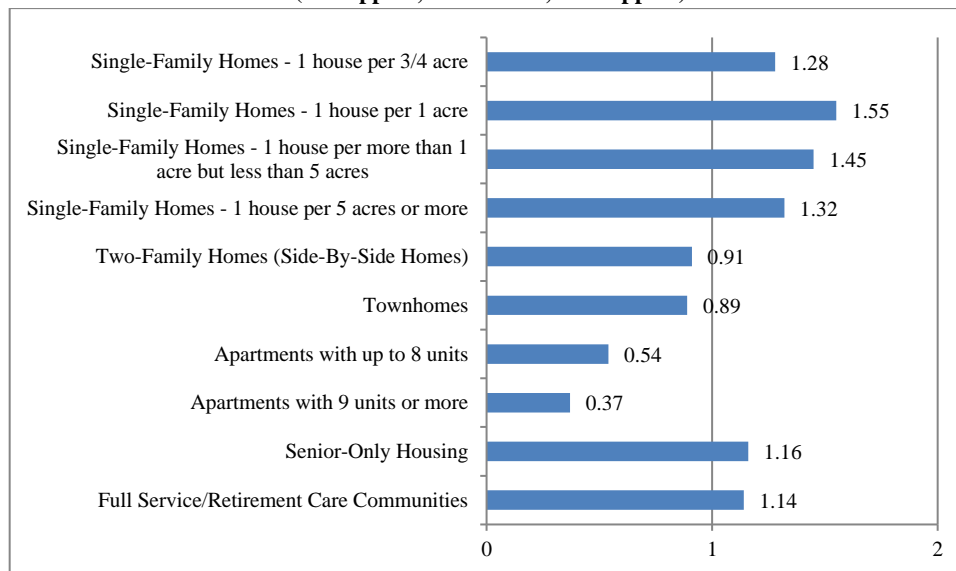


Figure 6.4 shows the average response across each Aldermanic District regarding support/opposition for each of the potential residential development types within the Port Washington Road corridor south of Mequon Road. The figure is color-coded; higher levels of average support are green, while greater levels of opposition are orange. Opinion regarding residential development types as embodied by the average response is relatively uniform across Districts for each development type, with the exception of Two-Family Homes; respondents from District 6 lean in support of Two-Family Home development, while Districts 1 through 5 lean in opposition and Districts 7 and 8 do not lean one way or the other.

Figure 6.4: Support for Residential Development Types Anywhere in Mequon, by District
 (Average response on a 3-point scale: 0 = **Oppose**; 1 = **Neutral**; 2 = **Support**)

	Aldermanic District							
	1	2	3	4	5	6	7	8
Single-Family Homes - 1 house per 3/4 acre	1.17	1.33	1.09	1.31	1.21	1.39	1.39	1.36
Single-Family Homes - 1 house per 1 acre	1.40	1.59	1.49	1.55	1.53	1.60	1.62	1.66
Single-Family Homes - 1 house per more than 1 acre but less than 5 acres	1.40	1.49	1.45	1.36	1.52	1.40	1.44	1.55
Single-Family Homes - 1 house per 5 acres or more	1.41	1.32	1.34	1.19	1.39	1.26	1.32	1.38
Two-Family Homes (Side-By-Side Homes)	0.88	0.82	0.75	0.92	0.90	1.07	0.98	0.97
Townhomes	0.87	0.79	0.73	0.90	0.90	0.98	1.00	1.01
Apartments with up to 8 units	0.56	0.43	0.47	0.50	0.52	0.60	0.66	0.59
Apartments with 9 units or more	0.39	0.31	0.29	0.34	0.38	0.46	0.42	0.42
Senior-Only Housing	1.15	1.14	1.10	1.15	1.18	1.21	1.18	1.17
Full Service/Retirement Care Communities	1.13	1.10	1.08	1.14	1.14	1.21	1.16	1.17

PRESERVATION OF OPEN SPACE (Questions 11-14)

The next questions involved opinion regarding preservation of open space in Mequon. First, respondents were asked whether they felt the City currently protects “too much”, “the right amount”, or “not enough” open space. Results are reported in Table 7.1; most respondents (60.7%) feel that the City currently protects “the right amount” of open space, while 33.9% say “not enough”. Just 5.4% say the City currently protects “too much” open space. This pattern persists across all Aldermanic Districts without variation.

Table 7.1: What is your opinion on the amount of open space that is currently protected in the City?

	Frequency	Percent
Too much	189	5.4%
The right amount	2123	60.7%
Not enough	1186	33.9%
Total	3498	100.0%
Don't know	272	
No Response/Invalid	48	
Total	3818	

Subsequently, respondents were asked whether or not the City should use taxpayer revenue to preserve additional open space. While only about 1/3 of respondents say the City does not currently protect enough open space, Table 7.2 shows that 47.6% of respondents are amenable to allocating tax revenue to preserve additional open space. About 26.3% of respondents say the City should not use tax revenue for this purpose.

**Table 7.2: Should the City use tax revenue to preserve additional open space?
(% of Respondents Answering Yes/Neutral/No)**

	Frequency	Percent
Yes	1656	47.6%
Neutral	909	26.1%
No	915	26.3%
Total	3480	100.0%
Don't know	283	
No Response/Invalid	55	
Total	3818	

Respondents were asked about development of residential “cluster” lots (also known as conservation subdivisions) which offer a trade-off between lot size on one hand and open space preservation and required infrastructure on the other:

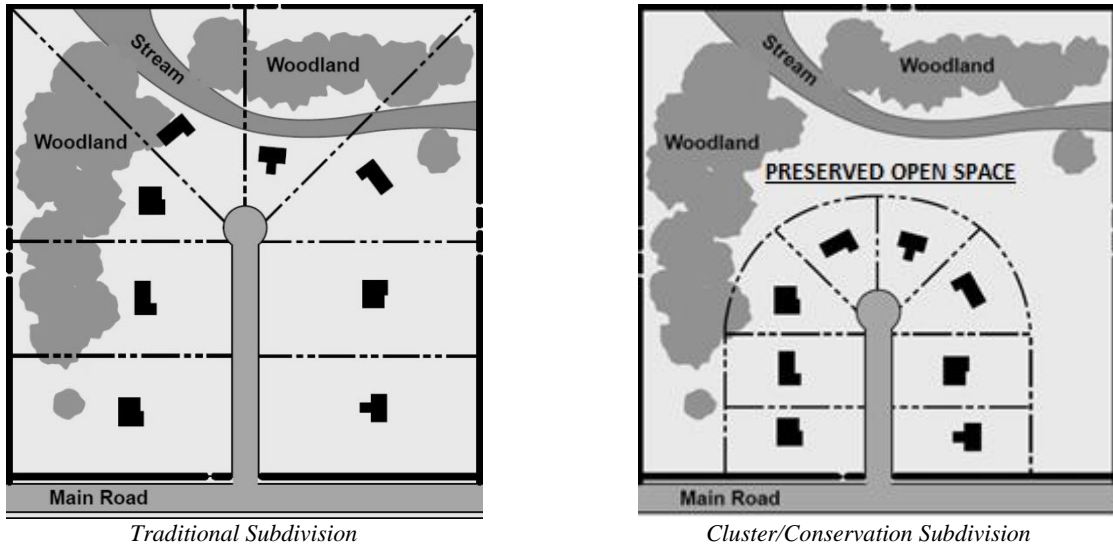


Table 7.3 shows that the majority of respondents (64.9%) favor continued use of “cluster” developments, while 15.5% of respondents oppose.

**Table 7.3: Should the City continue to encourage “cluster” residential developments (conservation subdivisions)?
(% of Respondents Answering Yes/Neutral/No)**

	Frequency	Percent
Yes	2334	64.9%
Neutral	703	19.6%
No	558	15.5%
Total	3595	100.0%
Don't know	171	
No Response/Invalid	52	
Total	3818	

Respondents were also asked about the City’s use of “transfer” of development rights of lots from one site to another to prevent residential development from occurring on sites that have attributes that may merit preserving, such as environmentally sensitive areas. Table 7.4 shows that a plurality of respondents (45.5%) favor continuing this practice, while 26.2% oppose.

**Table 7.4: Should the City continue to encourage the use of transfer development rights?
(% of Respondents Answering Yes/Neutral/No)**

	Frequency	Percent
Yes	1389	45.5%
Neutral	861	28.2%
No	800	26.2%
Total	3050	100.0%
Don't know	702	
No Response/Invalid	66	
Total	3818	

ECONOMIC DEVELOPMENT (Questions 15-16)

The next section of the survey focused on economic development tools and their use. Respondents were asked about promotion of business retention and expansion, improvement of infrastructure, addition of amenities, purchase of underutilized/undervalued sites, and incentivization of redevelopment for underutilized/undervalued, blighted, and environmentally contaminated sites.⁷ Tables 8.1 through 8.7 show that a majority of respondents favor the continued use of each and every one of these economic development tools.

Table 8.1: Support for Continued Use of Business Development Tool (Promoting business retention and expansion)

	Frequency	Percent
Support	2563	70.3%
Neutral	682	18.7%
Oppose	403	11.0%
Total	3648	100.0%
Don't Know	94	
No Response/Invalid	76	
Total	3818	

Table 8.2: Support for Continued Use of Business Development Tool (Improving existing infrastructure such as streets and sidewalks)

	Frequency	Percent
Support	3163	85.6%
Neutral	370	10.0%
Oppose	164	4.4%
Total	3697	100.0%
Don't Know	54	
No Response/Invalid	67	
Total	3818	

⁷ In 2013, respondents were asked about support for economic development tools, but the questions feature substantial wording differences that prevent apples-to-apples comparisons.

Table 8.3: Support for Continued Use of Business Development Tool (Adding amenities such as lighting, landscaping, and benches)

	Frequency	Percent
Support	2477	67.5%
Neutral	819	22.3%
Oppose	372	10.1%
Total	3668	100.0%
Don't Know	66	
No Response/Invalid	84	
Total	3818	

Table 8.4: Support for Continued Use of Business Development Tool (Purchasing underutilized/ undervalued sites)

	Frequency	Percent
Support	1993	57.5%
Neutral	776	22.4%
Oppose	697	20.1%
Total	3466	100.0%
Don't Know	191	
No Response/Invalid	161	
Total	3818	

Table 8.5: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of underutilized/undervalued sites)

	Frequency	Percent
Support	2222	63.7%
Neutral	663	19.0%
Oppose	604	17.3%
Total	3489	100.0%
Don't Know	170	
No Response/Invalid	159	
Total	3818	

Table 8.6: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of blighted sites)

	Frequency	Percent
Support	2565	73.3%
Neutral	510	14.6%
Oppose	422	12.1%
Total	3497	100.0%
Don't Know	162	
No Response/Invalid	159	
Total	3818	

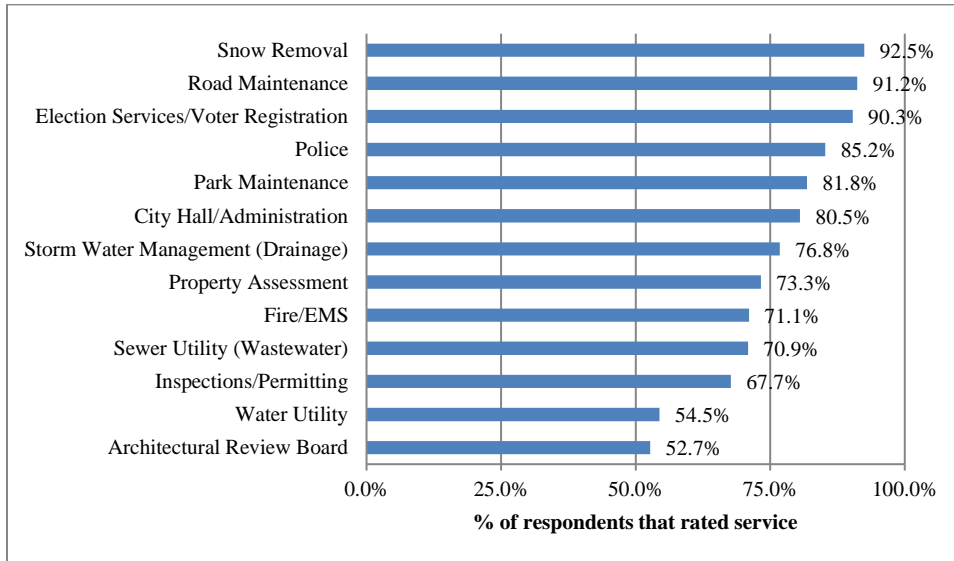
Table 8.7: Support for Continued Use of Business Development Tool (Incentivizing redevelopment of environmentally contaminated sites)

	Frequency	Percent
Support	2568	73.9%
Neutral	497	14.3%
Oppose	411	11.8%
Total	3476	100.0%
Don't Know	171	
No Response/Invalid	171	
Total	3818	

SATISFACTION WITH CITY SERVICES (Question 17)

This section of the survey asked respondents about satisfaction with services received from the City. Respondents were offered the choice to indicate whether or not they had interacted with each of the services listed; Figure 9.1 shows the proportion of respondents that indicated they had interacted with the service in question and provided ratings. Respondents were most likely to report having interacted with Snow Removal (92.5%), Road Maintenance (91.2%), and Election Services/Voter Registration (90.3%), and least likely to report having interacted with the Architectural Review Board (52.7%), the Water Utility (54.5%), and Inspections/Permitting (67.7%). Notably, a majority of respondents reported having had interactions with every City service listed.

Figure 9.1: Percentage of Respondents Rating Each City Service (Total Respondents = 3,818)



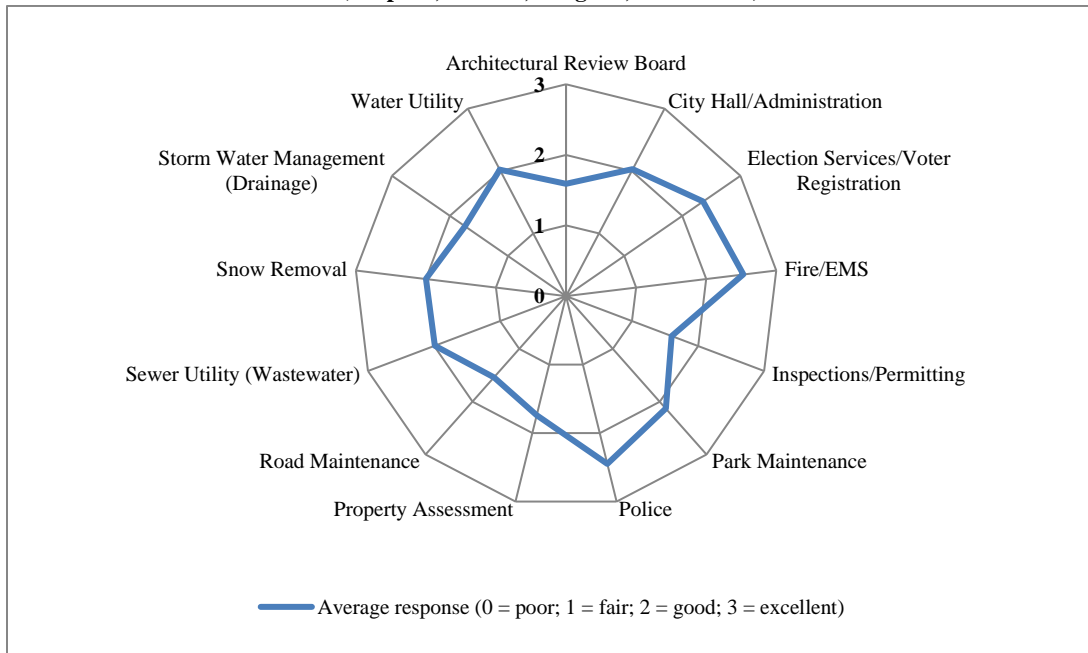
Respondents were asked to rate their level of satisfaction with City services as “Excellent”, “Good”, “Fair”, or “Poor”. Table 9.1 displays the distribution of satisfaction ratings for each service. Each row includes only those who said they interacted with the given city service.

Placing responses on a four-point ordinal scale (where “Poor” = 0, “Fair” = 1, “Good” = 2, and “Excellent” = 3) allows the comparison of respondents’ average levels of satisfaction across services. Figure 9.1 shows these average responses arranged in a spider chart; the placement of the blue line on the scale indicates the average response value for each option. Figure 9.2 shows the same information arrayed on a traditional bar chart, sorted by average levels of satisfaction. Respondents were most satisfied with Fire/EMS, Police, and Election Services/Voter Registration, while Inspections/Permitting, the Architectural Review Board, and Road Maintenance earned the lowest average satisfaction ratings.

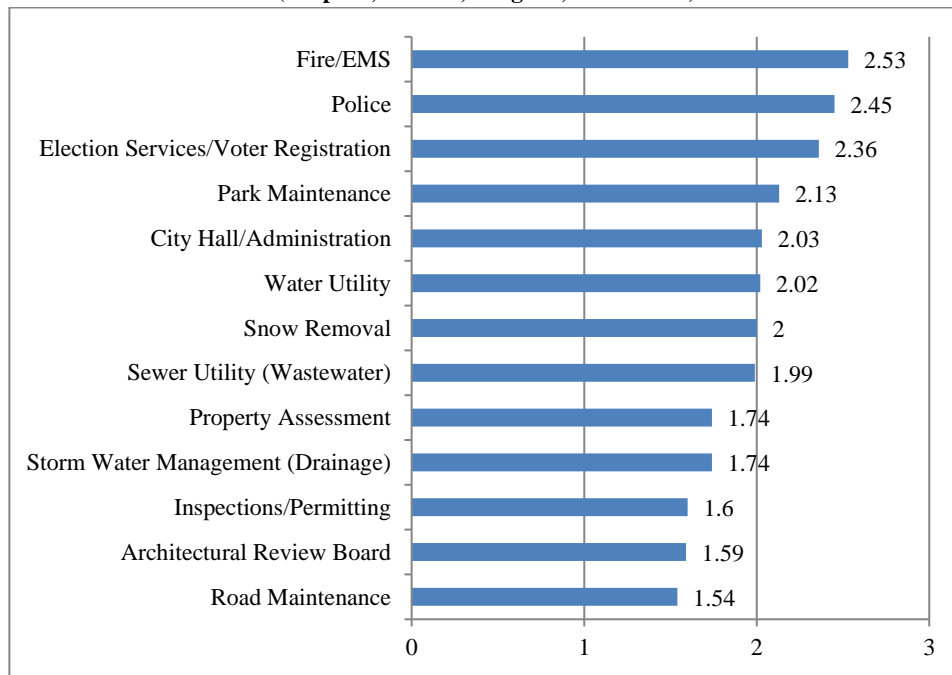
Table 9.1: Satisfaction with City Services

	Poor	Fair	Good	Excellent
Architectural Review Board	14.3%	26.6%	45.3%	13.8%
City Hall/Administration	4.3%	14.0%	56.3%	25.4%
Election Services/Voter Registration	1.2%	6.4%	47.5%	44.9%
Fire/EMS	1.1%	3.3%	37.6%	58.0%
Inspections/Permitting	15.9%	23.0%	46.3%	14.7%
Park Maintenance	1.8%	10.8%	60.3%	27.1%
Police	1.8%	5.5%	38.7%	54.0%
Property Assessment	5.3%	29.2%	51.7%	13.8%
Road Maintenance	12.0%	31.9%	46.5%	9.7%
Sewer Utility (Wastewater)	3.5%	14.9%	60.4%	21.1%
Snow Removal	4.2%	17.3%	52.7%	25.9%
Storm Water Management (Drainage)	9.4%	22.6%	52.5%	15.5%
Water Utility	4.6%	12.7%	59.1%	23.7%

**Figure 9.1: Satisfaction with City Services (Average Response, 4-point scale)
(0 = poor; 1 = fair; 2 = good; 3=excellent)**



**Figure 9.2: Satisfaction with City Services (Average Response, 4-point scale)
(0 = poor; 1 = fair; 2 = good; 3=excellent)**



CIVIC CAMPUS (Questions 18-20)

This section of the survey focused on development options related to the Civic Campus encompassing City Hall, the Frank L. Weyenberg Library, the Mequon Community Pool, and Rennie Field.⁸ First, respondents were asked to indicate which improvements are necessary to make travelling within and around the Civic Campus comfortable; they were presented with a comprehensive list and asked to select all that apply. Table 10.1 shows that sidewalks, lighting, street benches, bike racks, and trash receptacles were cited as necessary by the largest proportions of respondents (55.7%, 41.6%, and 40.6%, respectively), while landscaping, enforcement of traffic regulations, and new parking regulations were cited as necessary by the smallest proportions of respondents (29.9%, 24.2%, and 14.9%, respectively).

Table 10.1: Percent of Respondents Indicating Agreement (Each given improvement is necessary to make travelling within and around the Civic Campus comfortable)

	Frequency	Percent (non-cumulative)
Sidewalks	2127	55.7%
Lighting	1590	41.6%
Street benches, bike racks, trash receptacles	1560	40.6%
Crosswalks with striping	1481	38.8%
Crosswalk signs for pedestrians	1426	37.3%
Crosswalk lights for pedestrians	1288	33.7%
Raised Pedestrian crosswalk for the Inter-Urban Bike Trail and Mequon Road intersection	1181	30.9%
Landscaping	1141	29.9%
Enforcement of traffic regulations	924	24.2%
New parking regulations	569	14.9%

⁸ Respondents in 2013 were asked about support for physical features largely consistent with the proposed improvements mentioned in the 2019 survey, but the area in question was not limited to the Civic Campus.

The next question asked about support/opposition concerning the possibility of adding bike trail amenities such as a rest area, restrooms and a snack shop along the Inter-Urban Bike Trail adjacent to the Civic Campus. Table 10.2 shows that 46.8% of respondents would support such additions, while 27.5% oppose. Supporters outnumber opponents for this item across all Aldermanic Districts, and slight majorities are in favor in Districts 4 and 7 (see Appendix B for a complete breakdown of all question responses by Aldermanic District).

Table 10.2: Support for Adding Bike Trail Amenities (such as a rest area, restrooms, and a snack shop) along the Inter-Urban Bike Trail Adjacent to the Civic Campus

	Frequency	Percent
Support	1668	46.8%
Neutral	913	25.6%
Oppose	981	27.5%
Total	3562	100.0%
Don't know	160	
No Response/Invalid	96	
Total	3818	

Respondents were asked about the possibility of construction of a pedestrian bridge and/or an underpass at the intersection of Mequon Road and the Ozaukee Inter-Urban Bike Trail. Table 10.3 shows that a plurality of respondents (42.9%) oppose both a pedestrian bridge and an underpass. About 22.2% would support construction of a pedestrian bridge only, while 4.6% said they would support construction of an underpass only. About 17.2% of respondents said they would support construction of both a bridge and an underpass. There was variation across Aldermanic districts for this item; in Districts 2, 3, and 4, opponents of a pedestrian bridge are outnumbered by the combination of those who support a pedestrian bridge plus respondents who support both a bridge and underpass (see Appendix B).

Table 10.3: Support for Pedestrian Bridge and/or Underpass at the Mequon Road and Ozaukee Inter-Urban Bike Trail intersection

	Frequency	Percent
Support constructing a pedestrian bridge only	765	22.2%
Support constructing an underpass only	158	4.6%
Support constructing both a pedestrian bridge and an underpass	592	17.2%
Neutral	451	13.1%
Oppose both	1475	42.9%
Total	3441	100.0%
Don't know	280	
No Response/Invalid	97	
Total	3818	

COMMUNITY POOL (Questions 21-26)

This section of the survey asked respondents about the Community Pool; built in 1984, the City will be faced with a choice between redevelopment and closure in the coming years. First, respondents were asked about use; Table 11.1 shows that most respondents (78.2%) said they or their families had not used the Mequon Community Pool in the last three years. Reported respondent use of the Community Pool across Aldermanic Districts varied from a high of 29.7% in District 3 to 13.3% in District 7 (see Appendix B).

Table 11.1: Percent of Respondents Indicating Use of the Mequon Community Pool Over Past Three Years (by themselves or their families)

	Frequency	Percent
Yes	813	21.8%
No	2912	78.2%
Total	3725	100.0%
Don't know	24	
No Response/Invalid	69	
Total	3818	

The next question asked respondents whether they would support or oppose construction of a new Community Pool given that the City would be forced to explore closing the pool otherwise. Table 11.2 shows that a majority of respondents (53.8%) support construction of a new Community Pool under the stated circumstances, while 22.2% oppose. Support across Aldermanic districts ranges from 49.9% in District 8 to 57.8% in District 3 (See Appendix B).

Table 11.2: Support for Construction of a New Community Pool, Given Alternative of City Exploring Current Pool Closure

	Frequency	Percent
Support	1879	53.8%
Neutral	839	24.0%
Oppose	775	22.2%
Total	3738	100.0%
Don't know	245	
No Response/Invalid	80	
Total	3818	

The next question asked respondents about their orientation towards an increase in taxes in order to fund construction of a new Community Pool. Table 11.3 shows that a plurality of respondents (46.5%) oppose a tax increase for this purpose, while 32.9% are in support. Opinion regarding a tax increase to fund construction of a new Community Pool was largely uniform across Aldermanic Districts, with opponents outnumbering supporters in each District, but never to the extent of forming a clear majority (see Appendix B).

Table 11.3: Support for an Increase in Taxes in Order to Build a New Community Pool

	Frequency	Percent
Support	1168	32.9%
Neutral	729	20.6%
Oppose	1649	46.5%
Total	3546	100.0%
Don't know	203	
No Response/Invalid	69	
Total	3818	

Support/opposition for construction of a new Community Pool versus support/opposition for a tax increase to fund such construction is broken down in Table 11.4. About 34.1% of respondents who offered an opinion on both questions indicated that they were either in support of, or neutral towards construction of a new pool AND in support of a tax. About 11.2% indicated support for a new pool, but were neutral on the tax. About 36.3% of respondents opposed both a new pool and a tax to pay for it. About 8.9% of respondents said they supported construction of a new pool, but opposed a tax to pay for it. About 9.3% of respondents were neutral on both questions. A handful of respondents (0.1%) said they opposed construction of a pool, but expressed support for a tax to pay for it.

Table 11.4: Support for Construction of a New Community Pool and Support for Tax to Fund Construction (Among respondents who answered both questions)

	Frequency	Percent
Support or neutral for pool + Support tax	1151	34.1%
Support for pool + Neutral for tax	377	11.2%
Neutral for both pool and tax	315	9.3%
Oppose pool + Support tax increase	5	0.1%
Support pool + Oppose tax	299	8.9%
Oppose pool + Oppose tax increase	1226	36.3%
Total	3373	100.00%

The next question asked respondents about potential use of a new Community Pool. Table 11.5 shows that 27.9% of respondents say they or their families would make use of a new Community Pool, while 72.1% said they would not. Respondents in Aldermanic District 3 had the highest reported use intention (38.2%), while those in District 7 were least likely to report intent to use (20.3%) (see Appendix B).

Table 11.5: Percent of Respondents Indicating They or Their Families Would Utilize a New Community Pool

	Frequency	Percent
Yes	853	27.9%
No	2199	72.1%
Total	3052	100.0%
Don't know	686	
No Response/Invalid	80	
Total	3818	

Respondents were asked about the prospect of relocating the Community Pool from the Civic Campus to another City-owned location with more space, such as a park. Table 11.6 shows that 46.3% of respondents said they would support such a move, while 25.4% said they would oppose. Opinion did not vary meaningfully across Aldermanic Districts for this question (see Appendix B).

Table 11.6: Support for Relocation of Community Pool from Civic Campus to Another City-owned Location with More Space (Such as a park)

	Frequency	Percent
Support	1548	46.3%
Neutral	944	28.3%
Oppose	848	25.4%
Total	3340	100.0%
Don't know	407	
No Response/Invalid	71	
Total	3818	

Respondents were asked whether or not they or their families had used a neighboring community's public pool within the past three years. Table 11.7 summarizes their responses; 22.5% said they had, while 77.5% said they had not. Use of neighboring community public pools varied across Aldermanic Districts, from 15.3% in District 8 to 30.1% in District 1 (see Appendix B).

Table 11.7: Percent of Respondents Indicating Use of a Neighboring Community's Public Pool Within Past 3 Years

	Frequency	Valid
Yes	844	22.5%
No	2899	77.5%
Total	3743	100.0%
Don't know	24	
No Response/Invalid	51	
Total	3818	

PARKS AND PATHWAYS (Questions 27-30)

The final section of the survey focused on potential development and funding for parks and bike and pedestrian trails. The first question asked respondents to rank ten proposed park improvements in order of preference.

Ranked choice voting was used to determine a joint prioritization of the items that gives every respondent's complete preference ordering the highest possible influence. As this method systematically deprioritizes the options with the lowest counts of top votes, it re-distributes the votes for those less popular options to the corresponding respondents' next-most-preferred options.

Table 12.1 presents a prioritized list of park development options that take respondents' complete preference orderings into account. The most popular option was Pedestrian trails within parks, followed by Invasive plant removal and restoration and Permanent bathroom facilities at Lemke Park. (A complete breakdown of the results of every round of preference voting is presented in Appendix C.)

Table 12.1: Respondent Preferences Regarding Potential Park Improvements (Ranked Choice Voting Results)

1. Pedestrian trails within parks (1321 votes after 9 rounds of voting)
2. Invasive plant removal and restoration (961 votes after 9 rounds of voting)
3. Permanent bathroom facilities at Lenke Park (525 votes after 8 rounds of voting)
4. Increased access to the Milwaukee River (468 votes after 7 rounds of voting)
5. Off-road paved bike path at the intersection of West Donges Bay Road (374 votes after 6 rounds of voting)
6. Updating River Bark Park, Rotary Park, Reuter Park Buildings (237 votes after 5 rounds of voting)
7. An additional dog park (176 votes after 4 rounds of voting)
8. Pickleball courts and tennis courts (126 votes after 3 rounds of voting)
9. Upgrades to existing ball diamonds (105 votes after 2 rounds of voting)
10. A separate area for small dogs at Katherine Kearney Carpenter Park (46 votes after 1 round of voting)

The next question asked respondents about support for a potential increase in property taxes in order to fund park improvements. Respondents were given the choice to support three distinct tax increase levels in addition to declaring neutrality towards any tax increase or opposition to all tax increases. Table 12.2 shows that only a tax increase not in excess of \$0.01/\$1,000 assessed value would earn the support of a majority of respondents (assuming supporters of higher levels of tax increases would also support a tax increase of a lower amount). About 25.1% oppose any tax increase; however, opponents are outnumbered by increase supporters at any level up to \$0.05/\$1,000 assessed value. The pattern of responses varied only slightly across Aldermanic Districts (see Appendix B).

Table 12.2: Support for an Increase in Property Taxes in Order to Fund Park Improvements

	Frequency	Percent
Support at an amount not to exceed \$0.01/\$1,000 assessed value, which generates about \$46,000 in funds annually	498	14.4%
Support at an amount not to exceed \$0.02/\$1,000 assessed value, which generates about \$92,000 in funds annually	683	19.7%
Support at an amount not to exceed \$0.05/\$1,000 assessed value, which generates about \$230,000 in funds annually	916	26.5%
Neutral	494	14.3%
Oppose	869	25.1%
Total	3460	100.0%
Don't know	221	
No Response/Invalid	137	
Total	3818	

The next questions involved asking respondents which of a number of bike and pedestrian improvements they would support within Mequon. Respondents were presented a list and asked to select every item they supported. Table 12.3 presents respondent support for each item. Off-road paths was the only proposed improvement to receive support from a majority of respondents (55.3%). Bike racks and repair stations garnered the lowest levels of support (24.3% and 11.6%, respectively). Appendix B presents a complete breakdown of response frequencies for each item across Aldermanic Districts.

Table 12.3: Percent of Respondents Indicating Support for Various Bike and Pedestrian Improvements Within the City

	Frequency	Percent (non-cumulative)
Off-road paths	2108	55.3%
Paved shoulders	1825	47.9%
Sidewalks	1744	45.7%
Wayfinding signs	1032	27.1%
Bike racks	925	24.3%
Bike repair stations	444	11.6%

Finally, respondents were asked about their level of support for a potential increase in property taxes for the creation of a fund dedicated to supporting bike and pedestrian improvements. Respondents were informed that historically, funding for bike and pedestrian improvements have been part of other development initiatives or funded as one-time projects. Respondents were given the choice to support three distinct tax increase levels in addition to declaring neutrality towards any tax increase or opposition to all tax increases.

Table 12.4 shows that a tax increase not to exceed \$0.01/\$1,000 assessed value would garner support from a majority of respondents (assuming those that expressed support for higher tax increase levels would still support a lower increase). About 30.9% of respondents opposed any increase. The pattern of responses varied only slightly across Aldermanic Districts (see Appendix B).

Table 12.4: Support for Increase in Property Taxes to Create a Fund to Support Bike and Pedestrian Improvements

	Frequency	Percent
Support at an amount not to exceed \$0.01/\$1,000 assessed value, which generates about \$46,000 in funds annually	752	21.3%
Support at an amount not to exceed \$0.02/\$1,000 assessed value, which generates about \$92,000 in funds annually	518	14.7%
Support at an amount not to exceed \$0.05/\$1,000 assessed value, which generates about \$230,000 in funds annually	598	16.9%
Neutral	569	16.1%
Oppose	1092	30.9%
Total	3529	100.0%
Don't know	211	
No Response/Invalid	78	
Total	3818	



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