

Public Outreach Summary Summer 2015



Village of Menomonee Falls 2015 Comprehensive Plan Update



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In 2015, the Village of Menomonee Falls updated the *Comprehensive Plan* which is the long range policy guide to the Village's physical, social and economic development. Each of the updated elements in the plan provides an inventory of the topic and related data, and identifies trends, goals and policies for the future.

Public participation was an essential component of the 2015 *Comprehensive Plan Update*. From June to August 2015, Village staff reached out to local residents and stakeholders in a variety of ways to gather public input on local preferences, concerns and priorities for the future. Overall, the Village collected input from approximately 800 people. This document summarizes the results of those efforts.



PUBLIC OUTREACH APPROACHES

Community Workshops

- July 30, 2015 at Village Hall
- August 11, 2015 at Village Hall

Mobile Outreach

- Local events (Farmers Market, Falls Fest, Concerts in the Park)
- Local organizations (Neighborhood Watch, Rotary Club, Kiwanis Club)

Comprehensive Plan Update Survey

- Launched June 1, 2015
- Closed August 21, 2015

Media/Information Campaign and Partners

- Village of Menomonee Falls website, social media
- Local media outlets - newspapers, on line content, local access TV
- Email blasts with assistance from local partners (schools, Chamber, etc.)
- Posting fliers at local businesses



EXECUTIVE SUMMARY

The input gathered during the summer of 2015 provided a valuable snapshot of local priorities and preferences for the future of Menomonee Falls. Public outreach participants envisioned a future Village that is safe, vibrant, and well-maintained, with strong schools, businesses, services and activities to attract residents and families of all ages. Participants emphasized the importance of supporting existing Village assets (protective services, public schools, local streets, parks/trails), revitalizing dining and shopping districts and protecting/improving the places that make Menomonee Falls unique.

SUPPORT FOR EXISTING COMPREHENSIVE PLAN GOALS

At the Community Workshop events, participants had the opportunity to review the existing Comprehensive Plan goals and provide their feedback on whether the goals should be continued, changed or eliminated. Participants agreed that all of the existing goals except the transportation goals should be continued. The language in the transportation goals was described by many participants as confusing. Most participants approved of the draft health goals while more had concerns with the draft economic development goals.

MOVING FROM GOOD TO GREAT

Overall, participants ranked the quality of life in Menomonee Falls as “good”. Throughout the summer, residents and stakeholders shared their ideas for the future, ultimately identifying key recommendations for how the Village could move from good to great. No proposal for the future had agreement from all participants, but each of the following ideas was very popular.

- Improve dining options, especially full-service restaurants
- Maintain high quality public services, especially schools
- Improve local streets and decrease traffic congestion
- Redevelop vacant or underutilized properties
- Support protective services, keep crime under control
- Improve shopping via specialty retailers and an expanded farmers market
- Grow, but protect open space and a “Village feel”
- Improve the Village Centre, make it more inviting for shoppers
- Improve sidewalk/bicycle trail networks
- Build a variety of residential neighborhood types
- Activate parks as spaces for all ages, promote nature-based recreation
- Improve communication between government and residents
- Keep the appearance of the Village attractive and well-maintained

These recommendations and the detailed public outreach results on the pages that follow were meant to inform the work of the 2015 *Comprehensive Plan Update* Steering Committee and to guide Village Staff in serving the public for years to come.



COMMUNITY WORKSHOPS

Village staff held two Community Workshops to provide members of the public an opportunity to learn more about the 2015 Comprehensive Plan Update, to review existing Comprehensive Plan goals and to share their vision for the future of Menomonee Falls. The Community Workshops were held from 4:00pm to 7:00pm on Thursday, July 30th and Tuesday, August 11th in the Village Hall Board Room. A total of 62 stakeholders participated in the Community Workshops. Information presented and responses gathered are summarized below.

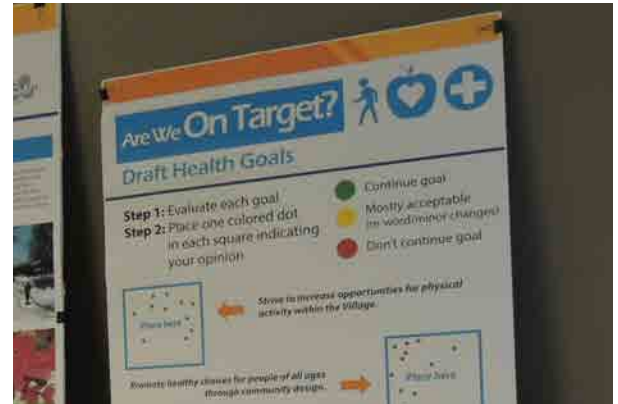
INFORMATION OVERVIEW

Workshop participants had several opportunities to learn more about recent trends in Menomonee Falls and the 2015 *Comprehensive Plan Update* process. Staff created several informational boards that summarized key findings from the Community Overview chapter research that was completed in early 2015. Hard copies of the entire draft Community Overview chapter were also made available for review. The Update process was explained through a staff presentation which was offered twice during each three hour session and on a plan overview board that described the phases of work.



COMPREHENSIVE PLAN GOALS: ARE WE STILL ON TARGET?

At the Community Workshops participants were able to provide their opinions on the 19 adopted Comprehensive Plan goals. Participants could place a colored sticker next to each goal to indicate if they thought the goal should be continued (green sticker); was mostly acceptable (yellow sticker); or should not be continued (red sticker). Participants also evaluated 7 draft goals for economic development and health. Comment cards were provided so participants could elaborate on their thoughts regarding each goal. Results for each goal are listed below. [Sample comments](#) are also provided for each topic. See page A-37 for a complete list of public comments provided on the comment cards.



Housing Goal 1: Locate residential housing on the basis of the site's potential for providing a safe, attractive and convenient living environment that includes good access to transportation networks (i.e., roads, walkways, bike paths, trails) public recreation facilities, and private facilities and services.

Continue the goal: (78%)

Housing Goal 2: Create and maintain adequate opportunities for a high-quality living environment.

Continue the goal: (86%)

Change our direction from multi-family to single family residential.

Change "high quality" to "affordable".

Need affordable, smaller single family homes. Do not need apartments/condos in the southern part of the Village, no services to attract Millennials to that part of Menomonee Falls.

Watch out for over building of apartments – coordinate with other adjoining government units.

Transportation Goal 1: Create a flexible transportation system, which provides several alternative modes of travel to most destinations within the Village.

Continue the goal: (13%)

Do not continue the goal (67%)

Transportation Goal 2: Hierarchy of Transportation Facilities: A hierarchy of transportation facilities shall be used to distinguish between levels of service.

Continue the goal: (0%)

Do not continue the goal (82%)

Transportation Goal 3: Design residential neighborhoods, especially in newly developing areas, for the convenient circulation of pedestrian and other modes of transportation.

Continue the goal: (44%)

Do not continue the goal (19%)

Transportation Goal 4: A multi-modal transportation system which is economical and efficient and best meets all other objectives while minimizing public and private costs.

Continue the goal: (8%)

Do not continue the goal (50%)

All of these are confusing.

Bike lanes?

Bike trails and mass transit should not be pursued. They increase costs with little or no benefit.

Confusing goals. Need sidewalks and bike paths, especially around the Little League complex.

Land Use Goal 1: A spatial distribution of the various land uses which will result in a convenient and compatible arrangement of land uses.

Continue the goal: (82%)

Land Use Goal 2: Controlled growth can lead to well planned, appropriate development that reflects the importance of open space, manages the natural resource base, balances school needs, and steadies tax rates and levies.

Continue the goal: (88%)

Land should be developed to grow Village, reduce tax levy. Stop TIF's and loans to private people.

Assure existing roadways can handle additional traffic with developments...

A Village Center – example Wausau , use for all ages.

Community Facilities Goal 1: Water Service: Safe and efficient public water service shall be provided to the Village.

Continue the goal: (100%)

Community Facilities Goal 2: Sewer Service: Consistent wastewater service without stoppages or loss of service shall be provided to the Village.

Continue the goal: (100%)

Community Facilities Goal 3: Storm Water Service: Minimize the threats to public health, safety, welfare, and the natural resources from construction site erosion and post-construction storm water runoff.

Continue the goal: (82%)

Community Facilities Goal 4: A spatial distribution of the various land uses which is properly related to the supporting transportation, utility and public facility systems in order to assure the economical provision of utilities and public facility services.

Continue the goal: (100%)

Please do something about the flooding of Fair Oak Parkway. Clean the sewer before the big rains. Have more than two helpers to open the sewers in the subdivision. All the water comes east downhill and it's all by Pilgrim and Fair Oak Parkway.

Stop approving so much new housing. Heavy rains cannot soak into asphalt and concrete. We've had sewer backups twice and holding ponds not holding excess water and overflowing onto Pilgrim.

Agricultural, Natural, and Cultural Resources Goal 1: Holding Areas: Allow agricultural activities to continue where they currently exist for the purpose of serving as holding areas for future development. This use will also permit small hobby farms in the Village.

Continue the goal: (100%)

Agricultural, Natural, and Cultural Resources Goal 2: Provide a spatial distribution of the various land uses which maintains biodiversity and which will result in the preservation and wise use of the natural resources, such as the Menomonee River, Fox River and tamarack preserve, within the Village.

Continue the goal: (100%)

Agricultural, Natural, and Cultural Resources Goal 3: Enhance and protect surface and ground water resources of the Village.

Continue the goal: (100%)

Agricultural, Natural, and Cultural Resources Goal 4: Provide adequate and accessible park, recreation, and open space facilities for the enjoyment and use of all Village residents.

Continue the goal: (100%)

Agricultural, Natural, and Cultural Resources Goal 5: Provide multiple types of recreational and open space facilities.

Continue the goal: (96%)

Agricultural, Natural, and Cultural Resources Goal 6: Protect the environmentally significant areas of parks, parkways, tamarack preserve, and community forest.

Continue the goal: (100%)

Agricultural, Natural, and Cultural Resources Goal 7: The preservation and provision of open space to enhance the total quality of the environment, maximize essential natural resource availability, give form and structure to development in the Village, and provide opportunities for a full range of outdoor recreational activities.

Continue the goal: (100%)

Menomonee Falls needs more open space/groomed parks for year-round recreation. Menomonee Falls should be buying open spaces now before they become subdivisions.

Can we look into more personal or community murals on some additional buildings where (there is) open space?

Public open space is crucial to a livable community.

More nice benches, stone and durable, to stop to rest along some streets and or paths – places to rest.

I like the waterfalls, flowers, and landscapes, and statues. Maybe a little more interest in more statues or art to show off around that area (by the waterfalls).

*Note: Draft goals for economic development are written in the existing Comprehensive Plan text, but are not identified among core goals in the plan.

Economic Development Draft Goal 1: Promote a high quality community for residents and businesses alike.

Continue the goal: (100%)

Economic Development Draft Goal 2: Create a more diverse job base.

Continue the goal: (55%)

Do not continue the goal (25%)

Economic Development Draft Goal 3: Stabilize and expand a more diverse job base.

Continue the goal: (59%)

Do not continue the goal (5%)

Nonsense – we need viable business development.

Economic development will be difficult to achieve if Menomonee Falls does not attract or retain younger residents (you know that). A keen focus on sustainability issues will help.

Health Draft Goal 1: Increase opportunities for physical activity.

Continue the goal: (82%)

Health Draft Goal 2: Promote healthy choices for people of all ages through community design.

Continue the goal: (79%)

Health Draft Goal 3: Promote environmental health (i.e. air, water, soil quality) to minimize exposure to adverse conditions.

Continue the goal: (86%)

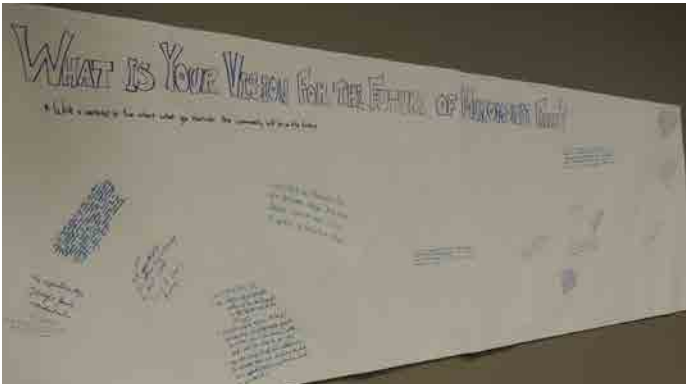
Health Draft Goal 4: Partner with other organizations to combat substance abuse and increase access to quality healthcare services for all members of the community.

Continue the goal: (92%)

Government should stay out of personal choices.

WHAT IS YOUR VISION FOR THE FUTURE OF MENOMONEE FALLS?

Participants at the Community Workshops were asked to concisely summarize (in one or two sentences) their vision for the future of the Village. Comments were recorded next to the prompting question on a large piece of butcher paper. Trends are described and sample comments are included below. See page A-40 for a complete list of the public comments provided.



WHAT IS YOUR VISION? COMMENT TRENDS (37 total)

1. No additional apartment construction (7)
2. Improvement of the Village Centre (6)
3. Improvement of routes for bicycles and/or pedestrians (5)
4. Addition of high quality restaurants (4)
4. Acquisition/development of parks/open spaces (4)
4. Creation of affordable homes /housing (4)
4. Reduction/mitigation of traffic (4)
8. Activation of existing public spaces (3)
8. Celebration of Village history (3)
8. Promotion of health and wellness (3)
8. Creation of a fine arts center (3)
8. Investment in the farmers market (3)
13. Improvement of shopping opportunities (2)
13. Investment in education (2)

*Note: some responses included details that classify them in multiple comment categories.

Would like to see Menomonee Falls as a destination Village: Nice parks, activities, affordable homes. Continue to appreciate the history of the Village.

I would like to see the downtown developed to look warmer and more inviting to visitors and residents by planting more trees along Appleton Avenue.

No more apartments, no more senior housing, no more condos. Single family housing.

I envision a community that promotes health and wellness for all age groups by providing healthy and affordable food options, safe environments for pedestrians and bikers, and less vehicle traffic/road congestion.

We have a Village with passion and history. We need equal passion to develop and redevelop growth for our future generation...

My first wish is for a welcoming and diverse community! ...

... Bring back the 1,600 square foot homes with ¼ to ½ acre lots within walking distance of stores, libraries, etc... Young families more likely to move into smaller, more affordable properties.

Need a sit down restaurant, not fast food.

Enough apartments – let's do upper level – nice condo complexes that are good looking – not crowded complexes.

CONVERSATIONS AND COMMENTS

It was important for Village staff to foster conversations with Community Workshop participants. The Workshop was set up in an informal “open house” style to create opportunities for participants to ask questions, discuss their concerns and share their ideas for the future of the Village. Village staff encouraged Workshop participants to write specific ideas for the future of the Village on sticky notes. Trends in the sticky note comments are included below for each station at the Workshop. *Sample comments* are also included. See the map and table comments on pages A-37-40 for a complete list of public comments provided on the sticky notes.



STICKY NOTE TRENDS (20 total)

1. Improvement and maintenance (snow removal) of trails (4)
2. Development/acquisition of parks (4)
3. Highlighting/preservation of historic sites (3)
3. Addition of trash receptacles (3)
4. Addition of way-finding signage (2)
4. Construction of boardwalk/trails in the Tamarack Preserve (2)
4. Replacement of the bandstand at Village Park (2)
4. Development of the riverfront area (2)

*Note: some responses included details that classify them in multiple comment categories.

Please plow the bike path on Pilgrim Road south to Lisbon.

What century will you develop this park area? (sticky note near northern Menomonee River parkway)

Preservation is a must for the Menomonee Falls City Hall as it is on the historic list.

Trash receptacles throughout downtown.

Some signs along trails so we know where they go off to.

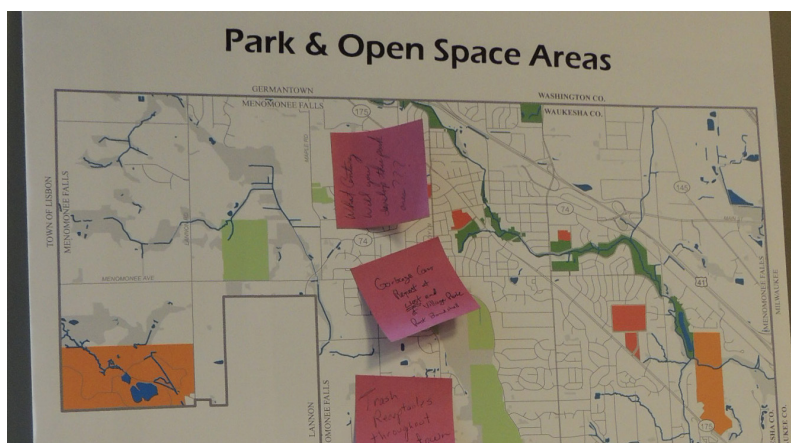
Boardwalks and multi-use trail networks in Tamarack Swamp and throughout the Village of Menomonee Falls.

Village Park: New bandstand...I agree.

Lime Kilns: Develop (the) riverfront.

Re-pave Bug-Line north of Main Street.

Still need better signage pointing out our (historic) sites.





MOBILE OUTREACH

Village staff set up 2015 *Comprehensive Plan Update* stations at a variety of community events over the summer of 2015. The goals of the mobile outreach stations were to increase public visibility of the 2015 *Comprehensive Plan Update*, provide information about the Update process, and gather input from residents and other stakeholders about their ideas for the future of Menomonee Falls. Mobile outreach stations included information boards, copies of the draft Community Overview chapter, 2015 *Comprehensive Plan Update* surveys and fliers to increase awareness of the survey and Community Workshops. Staff set up these stations at the Village Centre Farmers Market, Concerts in the Park events and at Falls Fest.

Village staff also presented information and gathered input from several community organizations including Menomonee Falls Neighborhood Watch, the Rotary Club and the Kiwanis Club. Like the mobile workshops, participation with these local organizations gave staff an opportunity to have conversations with local stakeholders and to enlist support in spreading the word about the 2015 *Comprehensive Plan Update*.

Share **your** vision
for the **future**
of the **Village**

► Take the **Survey**

www.menomonee-falls.org/2015survey

Village of Menomonee Falls
2015 Comprehensive
Plan Update

- Summer 2015 (Print copies are available at the Department of Community Development and at Menomonee Falls Public Library)
- Want to learn more? Visit www.menomonee-falls.org/2015plan

Questions? Contact the Menomonee Falls Department of Community Development
W156 N8480 Pilgrim Road, Menomonee Falls, Wisconsin 53051-3140
E-mail: tzwagerman@menomonee-falls.org Telephone: (262) 532-4278

Village of Menomonee Falls
2015 Comprehensive
Plan Update

Join us for a
Community Workshop

Attend the workshop for as little as 20 minutes to share your ideas with Village staff.

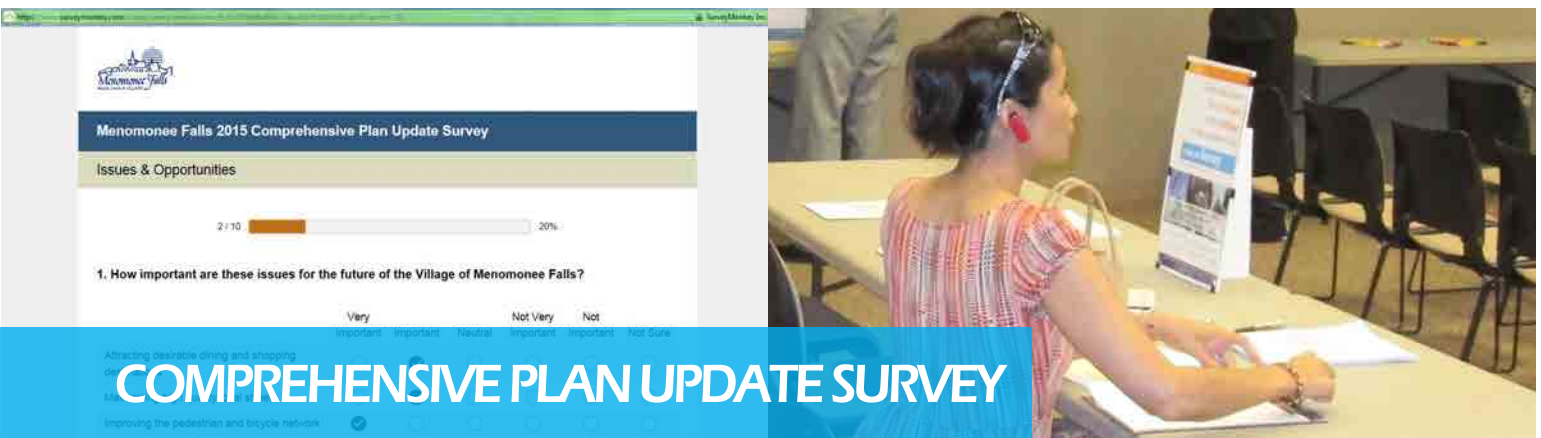
► **Tuesday, August 11th**

4:00pm to 7:00pm in the Village Board Room, Village Hall

- This **public meeting** will follow an informal open house format. Participants may attend any time during the hours listed above.
- Meet with Village staff, review existing Village goals, and help identify priorities for the future of Menomonee Falls.
- Learn more by visiting www.menomonee-falls.org/2015plan

Questions? Contact the Menomonee Falls Department of Community Development
W156 N8480 Pilgrim Road, Menomonee Falls, Wisconsin 53051-3140 E-mail: tzwagerman@menomonee-falls.org Telephone: (262) 532-4278

Mobile outreach events provided an important opportunity to pass out fliers and create public interest in the 2015 Update.



The 2015 Menomonee Falls Comprehensive Plan Update Survey was created to gather information from residents and other stakeholders in the Village to help the Village plan for future growth and development. The survey questionnaire was designed by Community Development Department staff with input from members of Village boards and commissions, local school districts and other local organizations. The survey was launched June 1st 2015, and remained open until August 21st, 2015. 734 responses were submitted. The results of the survey indicate:

- Overall, quality of life in Menomonee Falls is good
- Low crime rate and quality of schools are the most important contributors to quality of life
- The most commonly requested changes are improvements to dining and shopping
- Quality housing is available and prices are reasonable
- Support for a variety of residential neighborhood types
- Continued preference for use of automobiles to reach destinations
- Lack of support for MCTS bus service, general support for sidewalk/trail improvements
- Preference for shopping along Appleton Avenue and County Line Road
- Enjoyment of shopping areas in Brookfield/Wauwatosa and historic districts like Cedarburg
- Demand for full service restaurants, specialty shopping, and redevelopment of obsolete sites
- Priority for traffic flow and parking availability in new development
- General support for continued Village growth
- Satisfaction with Village emergency services and library services
- Satisfaction with park maintenance, demand for nature based recreation
- Dissatisfaction with nightlife and cultural amenities
- Support for preservation of agricultural and open space areas
- Support for large trucks to be re-routed out of the Village Centre
- Support for the addition of trees, garbage cans, and sidewalk cafe seating in the Village Centre,
- Satisfaction with health assets (healthcare services, parks/public spaces, healthy food access)

The following section of the Public Outreach Summary includes details regarding all of the questions posed in the survey, as well as a description of the survey methodology and analysis process. These survey results are meant to update information gathered in a 2006 Comprehensive Plan Survey. This survey is qualitative in nature, meaning that the results do not represent a statistically significant cross-section of Village residents in 2015. The results do, however, provide a snapshot of the concerns and priorities of Village stakeholders in 2015.

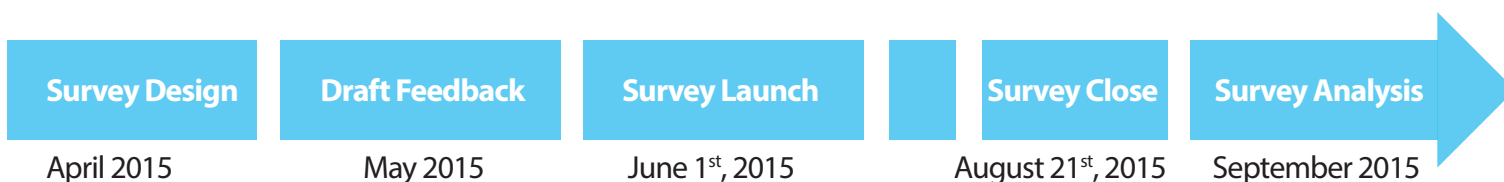
SURVEY METHODOLOGY

The composition of the 2015 Comprehensive Plan Update Survey reflected the topics and questions in the 2006 survey (some questions identical for comparison), but the survey also included questions about additional topics like quality of life issues, development preferences and community health. Seventy-five (75) percent of the questions were presented in a matrix format style in order to gauge the level of participant agreement (strongly agree to strongly disagree) and perceived importance (very important to not at all important). Most of the remaining questions were presented in an open-ended text format. The survey included twenty (20) content questions and a six (6) “resident profile” questions to help staff understand who was taking the survey and how the survey sample compared with US Census data.

The survey was designed and launched using the website SurveyMonkey.com. This approach helped the Village offer a cost-effective means to gather feedback from residents and stakeholders on-line. The survey was made available at www.menomonee-falls.org/2015survey with links on the Village website and on web pages and social media pages of various local organizations. Distribution support was provided by the School District of Menomonee Falls, the Village Centre Business Improvement District, the Menomonee Falls Chamber of Commerce and the Menomonee Falls Public Library among others. Fliers promoting the survey were also distributed at businesses throughout the Village. 674 responses were collected through the SurveyMonkey link. Paper copies of the survey were printed and made available to interested members of the public at mobile outreach events, the Village Hall and the Menomonee Falls Public Library. 60 paper copies of the survey were collected and entered by staff as part of the survey data for a total of 734 responses. Individual survey responses are not presented in this report, but they are available by request from the Department of Community Development.

The analysis in this report focuses on two approaches. The first approach looks at the aggregate community opinion on the individual questions. This aggregate opinion has been summarized in table format for each question. The second approach considers opinions based on certain demographic categories. The purpose of this approach is to see whether questions were answered differently based on age, gender, household size, or the years of residency in the Village. Although the survey did not gather a random sample, the respondent demographics were largely reflective of the Village population. Among respondents who shared demographic information, 92 percent were Menomonee Falls residents, the average age was 49.3 years old, nearly 59 percent were female and most had lived in the Village for more than ten years. See the complete respondent profile, as well as a comparison to 2010 US Census data on page A-35.

It is important to note that the on-line access and informal design of the survey resulted in a large number of responses that were incomplete. Although 734 responses were submitted, question responses were not mandatory so the actual number ranged from 725 on some questions down to just 218 for the final question which asked participants for additional ideas. Most questions, however, were completed by well over 600 respondents. The number of respondents for each question and answer are included in the following report.



ISSUES AND OPPORTUNITIES

1. Survey respondents were first asked to rate how important selected issues were to the future of the Village on a scale from “not important” to “very important”. For this analysis, responses were scored from “not important” (1) up to “very important” (5). The mean scores for each issue reveal the level of importance among all respondents with the higher scores indicating greater importance.

Survey Results: Importance of Selected Issues

	Percent Very Important (5) or Important (4)	Percent Not Very Important (2) or Not Important (1)	Mean Score	(N)
Meeting the needs of an aging population	66.6	11.6	3.8	722
Attracting and retaining jobs through economic development	87.5	2.9	4.3	718
Maintaining efficient and effective public services	89.2	2.2	4.3	721
Developing a variety of housing choices	45.1	26.7	3.2	718
Improving the pedestrian and bicycle network	67	13.3	3.8	720
Attracting desirable shopping and dining destinations	83.2	4.6	4.2	722
Maintaining high quality local streets	92.9	0.8	4.4	718
Protecting the environment (air, water, and soil)	79.8	5.6	4.2	721
Enforcing existing ordinances	70.1	6	3.9	716

On the whole, respondents indicated that the maintenance of local streets (4.4) and public services (4.3) were among the most important issues to the future of the Village. Nearly 93 percent of all respondents viewed maintenance of streets as “important” or “very important”. Attraction/retention of jobs (4.3), attraction of shopping and dining (4.2) and protection of the environment (4.2) were also indicated for high importance. Development of a variety of housing choices (3.2) received the lowest overall rank for importance by far.

Other findings:

- Female respondents were more likely to indicate importance for protecting the environment and improving the bicycle and pedestrian network compared to males.
- Middle aged respondents (40-59) were less likely to indicate importance of housing choices or protecting the environment compared to other age groups.
- There was a strong relationship between age and perceived importance of enforcing existing ordinances. Young respondents ranked ordinance enforcement with low importance (3.2), middle aged respondents with higher importance (3.9), and older respondents with the highest importance (4.2).
- The most frequently mentioned important issue in the comments was support for improved dining options (18 percent of comments).

2. Respondents were asked to share their opinion on the overall quality of life in Menomonee Falls with a ranking from “poor” (1) up to “excellent” (5). The majority of respondents (61.9 percent) indicated that quality of life in the Village is “good (4)”. Respondents were also more likely to rank quality of life as “excellent” (21.8 percent) compared to ranks of “average” or below (16.2 percent).

Survey Results for Quality of Life

Overall rank: (4.0) good

	Percent	(N)
Excellent	21.8	158
Good	61.9	448
Average	12.6	91
Fair	2.9	21
Poor	0.7	5
Not Sure	0.1	1
Total	100	724



Other findings:

- Older respondents (60 and older) were more likely to rank quality of life as “excellent” which bumped the mean rank in that age group to 4.1 compared to 4.0 for other age groups.
- Female respondents and male respondents both ranked quality of life in the Village at an average of 4.0 or “good”.
- The most frequently mentioned comment was support for improved dining options (15.6 percent of responses) and the second and third most frequently mentioned comments were satisfaction with Village quality of life (14.1 percent) and concern about crime/safety (12.5 percent).



3. Respondents were asked how important a variety of factors were in contributing to quality of life in the Village on a scale from “not important” (1) up to “very important” (5). On the whole, respondents indicated that low crime rate (4.8) and quality of schools (4.6) were the most important contributors to quality of life in the Village. 99 percent of respondents identified low crime rate as either “important” or “very important”. Respondents also identified appearance of neighborhood (4.4), property tax rate (4.3) and quality of Village services (4.3) as very important. Proximity to Milwaukee was indicated as the least important contributor to quality of life in the Village (3.3).

Survey Results for Contributors to Quality of Life

	Percent Very Important (5) or Important (4)	Percent Not Very Important (2) or Not Important (1)	Mean Score	(N)
Appearance of neighborhood	93.9	1	4.4	722
Proximity to family and friends	58.4	11.4	3.6	717
Quality of local shopping	80.3	4.7	4	721
Quality of park and trail system	79.6	4.7	4.1	721
Low crime rate	98.8	0.4	4.8	724
Proximity to Milwaukee	44.1	21.9	3.3	721
Property tax rate	84.3	2.2	4.3	718
Quality of schools	93.2	1.5	4.6	721
Cost/quality of a specific house or apartment	77.5	5.1	4	721
Quality of Village services	91.4	1	4.3	721

Other findings:

- Middle aged and older respondents ranked appearance of neighborhood and property tax rates with greater importance to quality of life versus younger respondents (39 and under).
- Older respondents (60 and over) and female respondents ranked quality of local shopping with higher importance versus other groups.
- Female respondents attributed a higher rank to quality of park and trail system (4.2) compared with male respondents (3.9).
- The most frequent comment related to concerns about crime (21.9 percent of responses), and the second most frequent comment type indicated concerns about proximity to Milwaukee and “Milwaukee people” (14.1 percent of responses).
- 10.9 percent of comments indicated support for investment in public schools and 10.9 percent of comments indicated a lack of support for additional apartments in the Village.



4. Respondents answered an open-ended question about what they would change about Menomonee Falls if they could change one thing. Respondents indicated ideas across a broad spectrum of topics. The most common suggested changes, however, were to improve the local options for dining (16.7 percent of responses) and shopping (7.0 percent of responses). Other popular suggested changes included improvements to the sidewalk and bicycle trail networks (6.2 percent of responses), improvements to local street quality (5.8 percent of responses) and support for a more vibrant Village Centre (5.6 percent of responses).

Survey Results: If You Could Change One Thing

	Percent	(N)
Improved dining options	16.7	83
Improved shopping options	7	35
Improved sidewalks/bicycle trails	6.2	31
Improved street quality	5.8	29
A more vibrant Village Centre	5.6	28
Improvement of public schools/facilities	4.4	22
Redevelopment of vacant or underutilized properties	4	20
Lower property taxes	3.6	18
Lower crime rate, increased police presence	3.6	18
No more new apartments	3.4	17
Improvement/maintenance of Village parks	3.2	16
Less traffic/noise	3	15
Removal of MCTS bus routes	3	15
Change in Village leadership	2.8	14
Satisfaction with the Village	2.6	13
Preservation of open space	2.2	11
More community events/activities	2	10
Build an outdoor public pool	2	10



Schools
Shopping
Dining
Redevelopment
Streets
Village Centre
Sidewalks/Trails

HOUSING



5. Respondents rated their level of agreement with several statements on the subject of housing in Menomonee Falls on a scale from “strongly disagree” (1) to “strongly agree” (5). Like other ranking questions, respondents were provided the opportunity to answer “not sure”.

On the whole, respondents agreed that housing in Menomonee Falls was in good condition (3.9) and that single family home availability (3.9) was adequate. Respondents also generally agreed that senior (65+) housing availability (3.8) is adequate. Slightly fewer respondents agreed that housing is affordable (3.7), that apartment availability is adequate (3.7) or that availability of residential units in business districts is adequate (3.6).

Survey Results for Housing

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
Overall, housing is in good condition.	78.1	5.2	3.9	698
Overall, housing is affordable.	64	11.2	3.7	695
Single family home availability is adequate.	72.5	7	3.9	697
Apartment availability is adequate.	51.9	7.3	3.7	697
Senior (65+) housing availability is adequate.	51.4	5.6	3.8	694
Availability of residential units in business districts is adequate.	45.3	6.3	3.6	697

Other findings:

- Younger respondents (39 and under) and female respondents were less likely to agree that housing is affordable in Menomonee Falls.
- Compared to the 2006 survey of Village property owners, 2015 survey respondents were less likely to strongly agree that single family or apartment availability is adequate. Overall agreement about housing availability was similar, however, as both sets of respondents agreed that single family availability was adequate (around 4.0 average) and agreed less that apartment availability was adequate (around 3.7 average).
- Many respondents were concerned about the number of new apartments being built in the Village. 25.7 percent of comments indicated opposition for building of additional apartments in Menomonee Falls.
- Comments in favor of smaller single family homes (11.4 percent of responses), comments in favor of single family homes in general (10 percent of responses) and comments about affordable, quality apartments (8.6 percent of responses) were also common.



6. Respondents were asked to consider what type of residential development they would prefer to accommodate future household growth in Menomonee Falls. Respondents were asked to select from among six options, but were not limited to one choice.

Survey Results for Preferred Type(s) of Residential Development

	All Respondents		39 and under		40 to 59		60 and over	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Large-lot single family homes in subdivisions with curvilinear streets	34.8	241	45.9	73	38.9	131	15.2	20
Clusters of single family homes on smaller lots with common preserved open spaces	26.6	184	21.4	34	29.7	100	24.2	32
Stand-alone housing communities that cater to specific incomes and ages	10.7	74	9.4	15	8.9	30	15.2	20
Single family homes on small lots with walkable access to businesses, parks and schools	34.6	240	35.9	57	35	118	31.8	42
A mix of housing types (single family, apartments, townhomes, etc.) with walkable access to businesses, parks and schools	36.8	255	36.5	58	29.4	99	53.8	71
Whatever mix of residential development meets market demand	25.5	177	27.7	44	22	74	34.1	45

Survey respondent choices were fairly evenly distributed among the six choices, with many participants choosing more than one of the six options. A mix of housing types with walkable access to destinations was selected by the greatest number of respondents (36.8 percent), while large-lot single family homes (34.8 percent), and small lot single family homes (34.6 percent) were nearly as popular. Over a quarter of respondents selected clustered homes with preserved open space (26.6 percent) or whatever mix meets market demand (25.5 percent). Fewer respondents selected stand-alone housing communities that cater to specific incomes and ages (10.7 percent).

Other findings:

- A mix of housing types with walkable access to destinations was the overwhelming preference for older respondents (age 60 and up). 53.8 percent of older respondents chose this option.
- Large-lot single family homes in subdivisions were preferred by respondents under 59 years of age.
- The greatest frequency of comments indicated lack of support for low-income apartments in the Village (17.6 percent of responses).
- Other common topics for comments included support for single family homes (14.3 percent), support for affordable homes/apartments (12.9 percent), and lack of support for apartments (12.9 percent).

TRANSPORTATION



7. Respondents were asked to indicate their level of agreement with transportation statements on a scale from “strongly disagree” (1) up to “strongly agree” (5). Respondents generally agreed that traffic safety laws are adequately enforced in the Village (3.8), that crosswalks are well-marked and feel safe (3.7) and that more sidewalks and multi-use trails are needed in the Village (3.6). Fewer respondents agreed that the Village’s network of streets and highways is adequate/well-maintained, that the availability of parking is adequate or that marked bike lanes on streets are desirable. Respondents generally disagreed that MCTS bus service is desirable for the Village (2.7).

Survey Results for Transportation

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
The Village's network of streets and highways is adequate and well maintained.	59.2	19.9	3.5	684
The availability of parking in the Village is adequate.	58.7	21.1	3.4	682
MCTS bus service is desirable.	25.1	37.9	2.7	681
More sidewalks and multi-use trails are needed in the Village.	54	16.4	3.6	685
Crosswalks are well-marked and feel safe.	66.7	11	3.7	684
Marked bike lanes on streets are desirable.	49.6	19.9	3.4	683
Traffic safety laws are adequately enforced.	72.2	11	3.8	683

Other findings:

- 23.8 percent strongly agreed that more sidewalks and multi-use trails are needed in the Village. This is the highest percentage of “strongly agree” responses for any transportation statement. Among younger respondents (39 and under) 30.3 percent strongly agreed.
- 22.3 percent strongly disagreed that MCTS bus service is desirable for the Village. This is the highest percentage of “strongly disagree” responses for any transportation statement. Male respondents were the most likely to strongly disagree with the desirability of MCTS (27.1 percent).
- Older respondents (60 and older) were more likely to agree that MCTS was desirable for the Village compared to other groups.
- Female respondents were more likely to agree that more sidewalks and multi-use trails are needed in the Village (3.7) compared to males (3.5).
- The most common comments included support for improved road quality/maintenance (17.6 percent of responses) and opposition to MCTS bus service (17.6 percent of responses).
- Other popular comments indicated support for improved traffic safety enforcement (12.2 percent) and concerns about pedestrian crossing safety (10.7 percent).

8. Respondents were asked about the frequency of their use of several modes of transportation to reach common destinations. Single occupancy trips in automobiles were the most common and frequent form of transportation. 93.6 percent of respondents made daily trips alone in automobiles. Respondents also indicated that they used other forms of transportation regularly. 54.4 percent of respondents reported they walk to reach a destination each week, while 28.4 percent reported they ride bicycles and 20.2 percent reported they carpool to reach destinations each week. A smaller portion of respondents reported regular use of other modes of transportation.

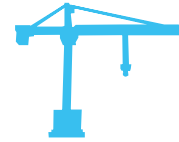
Survey Results for Use of Transportation Modes

	Percent Daily	Percent Weekly	Percent Monthly	Percent Annually	Percent Never	(N)
Car/truck/minivan (alone)	93.6	4.7	0.2	0.3	1.3	688
Carpool	5.2	15	12.7	6.4	59.8	654
Motorcycle/scooter	1.4	5.4	3.1	1.4	87.9	650
Walk	19	35.4	19.5	6.6	18.4	667
Bicycle	4.5	23.9	22.8	8.5	38.8	662
Bus/public transportation	0.8	0.5	0.8	5.6	90.6	659
Taxi or ride-share services	0	0.3	1.8	6.6	88.9	656



Other findings:

- Middle aged respondents (40 to 59) were more likely to drive alone to reach daily destinations (96.2 percent) compared with other age groups.
- 65 percent of respondents 39 and under reported walking to reach destinations at least once per week.
- The highest proportion of respondents to report riding a bicycle to reach destinations at least once per week (32.9 percent) was among middle aged residents (40 to 59).
- 55 percent of respondents over age 60 reported walking to reach destinations at least once per week.
- Respondents 39 and under were more likely than other groups to carpool. 27.5 percent of respondents in this group carpooled to reach destinations each week.
- Respondents most frequently commented (23.1 percent of responses) on being interested in using ride share/taxi services.
- Opposition to MCTS bus service accounted for another 21.2 percent of comments, and interest in using buses (13.5 percent of responses) and support for improving bicycle/multi-use trails (13.5 percent of responses) were also common.



ECONOMIC DEVELOPMENT & LAND USE

9. Respondents were asked a series of questions concerning shopping preferences and their priorities for future development/redevelopment of land in Menomonee Falls. The first question asked respondents to indicate the frequency of their visits to business districts around Menomonee Falls. Appleton Avenue/Highway Q and Appleton Avenue (apart from Highway Q and the Village Centre) were shown to receive the largest portion of daily and weekly visits. All five business districts were visited by over 60 percent of respondents each month.

Survey Results for Frequency of Visits to Village Business Districts

	Percent Daily	Percent Weekly	Percent Monthly	Percent Annually	Percent Never	(N)
Village Centre (Appleton and Main Street)	8.6	29.7	38.4	15.3	6.4	654
Appleton Avenue and County Line Road (Highway Q)	12	66.5	18	1.2	2	656
Appleton Avenue other than in the Village Centre or around Highway Q	15.8	52.5	23.6	4.4	2.5	654
Silver Spring Drive	7.7	21.3	31.9	20.5	15.9	653
Pilgrim Road (Highway YY) and Main Street	13.9	38.4	31.4	9.9	4.9	654

Other findings:

- The Village Centre received daily or weekly visits from a larger portion of 2015 survey respondents (38.3 percent) compared with 2006 survey respondents (19.1 percent).
- While Silver Spring Drive remained the most likely business district to never be visited, the area received daily or weekly visits from a larger portion of 2015 survey respondents (29 percent) compared with 2006 survey respondents (20.4 percent).
- Older respondents (60 and over) were more likely to visit the Village Centre at least once per week compared with other age groups.
- Younger respondents (39 and under) were more likely to visit the Pilgrim Road/Main Street business district at least once per week compared with other age groups.
- Middle aged respondents (40 to 59) were more likely to visit the Appleton Avenue/Highway Q business district at least once per week compared with other age groups.
- The most frequent comments indicated support for improved dining options (19.4 percent of all responses), support for parking improvements in the Village Centre (19.4 percent of comments), and support for improved shopping options (12.9 percent of all comments).



10. Respondents next were asked to name two business districts outside of Menomonee Falls that they enjoy visiting. Respondents offered a wide variety of answers, but overall, responses indicated enjoyment of shopping districts in nearby communities like Brookfield and Wauwatosa. The Brookfield Square area was identified by the largest portion (31.8 percent) of respondents as an enjoyable business district to visit. Nearly half (48.3 percent) of respondents indicated the Mayfair shopping area (Mayfair, Mayfair Collection, Mayfair Mall) among their two choices. Other popular business districts among respondents include downtown Cedarburg (24.4 percent of respondents) and Bayshore Town Center (19.7 percent of respondents).

Survey Results for Enjoyable Business Districts Outside of Menomonee Falls

	Percent	(N)
Brookfield Square	15.9	171
Downtown Cedarburg/Cedarburg	12.2	131
Mayfair	10.4	112
Bayshore Town Center	9.9	106
Mayfair Collection	9.2	99
Brookfield along Bluemound Road	4.8	52
Mayfair Mall	4.6	49
Downtown Wauwatosa	3.7	40
Brookfield	3.3	35
Milwaukee's Third Ward	2.5	27
Germantown	1.4	15
Wauwatosa	1.3	14
West Bend	1.2	13
None	1.2	13
Pewaukee	1	11
Downtown Milwaukee	1	11
Downtown Waukesha	0.9	10
Brookfield along Capitol Avenue	0.8	9
Delafield	0.8	9
Germantown along Mequon Road	0.8	9
Brookfield Mall	0.7	7
Southridge Mall	0.7	7
Sussex	0.7	7
Milwaukee's East Side	0.7	7
Johnson Creek Premium Outlets	0.7	7
Hartford	0.6	6
Pewaukee Beach/Lakefront	0.6	6
Germantown along County Line Road	0.6	6
Milwaukee's Bay View	0.5	5
Shorewood along Oakland Avenue	0.5	5



Other findings:

- Historic business districts were less likely to be identified than big box/mall shopping areas, but historic districts still represented about 22 percent of all responses. Downtown Wauwatosa was identified as enjoyable by about 7 percent of respondents and Milwaukee's Third Ward was identified by about 5 percent of respondents.
- Respondents were most likely to list business districts that are located primarily to the south of Menomonee Falls (about 60 percent of all responses). Business districts located primarily to the north of Menomonee Falls (including Cedarburg) were the second most common, followed by business districts located to the east and then business districts located to the west of the Village.
- 10.2 percent of responses indicated communities (i.e. Germantown, Wauwatosa, West Bend) without specifying a business district.



11. Respondents were asked to rate the existing amount of development types in the Village to consider whether the existing supply is “too much” (1), “about right” (3) or “too little” (5). Respondents could also choose “not sure”. Respondents strongly indicated that there were too few full-service restaurants in the Village (4.3). Respondents also indicated that there is too little redevelopment (4.1) and too few specialty retail shops (4.0). Respondents indicated that there may be too many healthcare facilities (2.8) and big box retailers (2.9).

Survey Results for Development Demand

	Percent Too Much	Percent About Right	Percent Too Little	Mean Score	(N)
Specialty retail shops (e.g. bicycle shop, art gallery, name-brand clothing store)	2.2	41.1	50.9	4	650
Large (big-box) retail stores	17.8	66.9	11.3	2.9	653
Neighborhood-based services (e.g. dry cleaners, drug store, dentist)	6.1	79.4	10.4	3.1	654
Full-service restaurants	2.1	29.5	65.8	4.3	655
Fast-casual restaurants (e.g. Panera, Chipotle, Noodles & Co.)	16.8	64.1	17.3	3	655
Industrial development	7.7	66.4	11.3	3.1	654
Office development	5.1	61.2	13.5	3.2	652
Mixed-use development (i.e. apartments/condominiums with retail or offices)	17.1	48.4	15.9	3	649
Healthcare facilities	14.5	79.1	3.2	2.8	655
Residential development	8.6	71.9	12.9	3.1	650
Redevelopment (repurposing of obsolete structures/sites)	3.4	30.5	49.2	4.1	649

Other findings:

- Middle aged respondents (40-59) were more likely to indicate that the Village has too few full-service restaurants compared to other age groups.
- Younger respondents (39 and under) were more likely to indicate that the Village may have too much industrial development compared to other age groups.
- Older respondents (60 and over) were less likely than other age groups to indicate the Village may have too much mixed-use development.
- Female respondents were more likely than male respondents to indicate that the Village has too few specialty retail shops.
- 32.2 percent of comments received for this question indicated support for improved restaurant options.
- Other common comments included support for redevelopment of underutilized structures (16.9 percent of responses), support for improved shopping (12.3 percent), support for improved grocery options (10.8 percent) and concern about vacant buildings (10.8 percent).



12. Respondents ranked the importance of several development factors on a scale from “not important” (1) up to “very important” (5). Respondents strongly indicated that traffic flow/parking availability was the most important factor (4.4). Respondents generally agreed that all other development factors were important as well with compatibility and site landscaping/signage being ranked with the second and third highest importance (both around 4.0). Architecture/building design and Walking/biking access received the lowest importance rankings at 3.9 and 3.8, respectively.

Survey Results for Selected Development Factors

	Percent Very Important (5) or Important (4)	Percent Not Very Important (2) or Not Important (1)	Mean Score	(N)
Compatibility with existing uses	78.7	18.1	4	652
Traffic flow and parking availability	92	0.8	4.4	652
Architecture/building design	70.3	4.6	3.9	650
Walking/biking access	67.1	9.7	3.8	653
Site landscaping and signage	74.7	4.6	4	653

Other findings:

- While important among all age groups, the importance of traffic flow/parking increased with age. Older respondents (60 and over) ranked traffic flow higher on average, compared to other age groups.
- Older respondents also indicated that site landscaping/signage was more important (4.1) compared to rankings from other age groups (3.9).
- Females ranked walking /biking access with higher importance (4.0) compared to males (3.7).
- Traffic flow/parking (45.2 percent) received the highest portion of “very important” ranks, and walking/ biking (30.2 percent) access received the second highest portion of “very important” ranks.
- Support for higher quality architecture/development (12.9 percent of responses) and support for redevelopment (12.9 percent of responses) were the most common comment topics.



13. Respondents were asked to indicate their level of agreement with statements regarding the rate and approach to future development in the Village. Respondents indicated that they generally agreed (though not strongly) that the Village is growing at an appropriate rate (3.4) and that the Village should continue to promote growth through a variety of means (3.5). Respondents also disagreed, on the whole, that the Village should slow growth below the current rate.

Survey Results for Future Village Growth

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
The Village should slow growth below the current rate.	17.6	46.1	2.7	653
The Village is growing at an appropriate rate.	53.5	15.9	3.4	656
The Village should develop policies to encourage more growth.	53.2	15.9	3.5	656
The Village should offer tax/infrastructure incentives to attract and retain businesses.	52.2	17.3	3.5	653

Other findings:

- Older respondents (60 and over) were more likely than other age groups to indicate that the Village is growing at an appropriate rate.
- Younger respondents (39 and under) were the most likely age group to agree with the Village offering tax/infrastructure incentives to attract and retain businesses.
- Compared to 2006 survey respondents, 2015 survey respondents were less likely to be opposed to growth. In 2006, 26.8 percent of respondents strongly agreed that the Village should slow growth compared to just 7.4 percent of respondents in 2015.
- Male respondents were more likely to disagree with the Village slowing growth below the current rate (2.6) versus female respondents (2.8).
- The most common comment topic regarding future development was the desire for the Village to avoid bad deals with business (16.9 percent of responses). Other common comment topics included support for local small businesses (12.7 percent of responses), preference for redevelopment versus new development (11.3 percent) and concern about using incentives to attract big businesses (11.3 percent).



COMMUNITY FACILITIES & SERVICES



14. Respondents were asked to indicate their level of agreement with a variety of statements regarding Village government and services. Respondents agreed that Village protective services (4.1) and services provided by the Menomonee Falls Public Library (4.1) are satisfactory. Respondents also generally agreed that the quality of Village staff and services (including snow removal) is good. Respondents were less likely to agree that Village land use decisions are made in the best interest of the community (3.2) or that elected officials respond to constituents needs (3.2).

Survey Results for Village Government

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
Overall, the quality of Village government is good.	58.7	11.3	3.6	644
Elected officials respond to my needs.	25.1	13.3	3.2	645
Village staff respond to my needs.	51.9	7.8	3.6	645
Village police and fire service is satisfactory.	85	3.7	4.1	645
Village land use decisions are generally in the best interest of the community.	41	22.6	3.2	641
Services provided by the Menomonee Falls Public library meet my needs.	76	3.42	4.1	645
Village snow removal procedures are satisfactory.	72.6	14.1	3.7	645

Other findings:

- Younger respondents (39 and under) tended to agree more than other groups that Village land use decisions are made in the best interest of the community.
- Middle aged respondents (40 to 59) were less likely to agree that services provided by the Library met their needs compared to other age groups.
- Older respondents (60 and over) were more likely to agree that the quality of Village government is good and the responsiveness of elected officials and Village staff is effective.
- Female respondents were more likely to agree that the services provided by the Library meet their needs (4.2) compared to male respondents (3.9).
- The two most frequent comment topics were concern about poor Village development decisions (18.9 percent of responses) and support for improvement of roadway snow plowing (18.9 percent of responses).
- Comments about snow removal from public walkways accounted for 16.7 percent of the total responses and concerns about crime/support for improved police services accounted for 13.3 percent of total responses.

15. Respondents were asked to indicate their level of agreement with a number of statements about parks and recreation. Respondents generally agreed with all of the statements and agreed most strongly that Village parks are well-maintained (4.0) and that the Village should promote nature-based recreation in parks/public lands (3.9). Although still mostly in agreement, respondents agreed least that Village parks have sufficient recreational facilities for all age groups (3.6).

Survey Results for Parks and Recreation

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
Parks/trails impact location choice for households and businesses.	63.7	8.9	3.7	644
Village parks are well-maintained.	81.4	5	4	644
Parks have sufficient recreational facilities for all age groups.	58.6	14.6	3.6	643
The Village should promote nature-based recreation in parks/public lands.	65.9	5.8	3.9	643
The Village should strengthen its network of recreational trails.	58.3	9.6	3.7	645

Other findings:

- Younger respondents (39 and under) were more likely than other age groups to agree that the Village should promote nature-based recreation and strengthen its network of recreational trails. Over a third of these younger respondents strongly agreed with these proposals.
- Middle aged respondents (40-59) were less likely than other age groups to agree that parks/trails impact location choice for households and businesses.
- Older respondents (60 and over) were less likely than other age groups to agree that the Village should strengthen its network of recreational trails.
- Female respondents (4.0) were more likely than male respondents (3.8) to agree that the Village should promote nature-based recreation in parks/public lands.
- Compared to respondents from the 2006 survey, 2015 respondents were more likely to disagree (or strongly disagree) that parks have sufficient recreational facilities for all age groups.
- The most popular comment topics were support for developing parks with equipment for children of all ages (14.7 percent of responses) and specific park improvement requests (14.7 percent of responses).
- Other popular comment topics included support for recreational trail network improvements (10.3 percent of responses) and lack of support for additional investments in parks/trails (10.3 percent of responses).



16. Respondents were asked to rate additional services in Menomonee Falls on a scale from major improvements needed (1) to excellent (5). Respondents indicated that education facilities/opportunities, childcare facilities, and youth activities in Menomonee Falls are generally good (or at least satisfactory). Public transportation averaged a satisfactory rating (3.0), while some improvements were recommended for both local night life (2.6) and cultural amenities (2.8).

Survey Results for Additional Community Services and Amenities

	Percent Excellent (5) or Good (4)	Percent Some Improvements Needed (2) or Major Improvements Needed (1)	Mean Score	(N)
Youth activities	44.8	16.5	3.4	647
Childcare facilities	38	4.2	3.6	644
Educational facilities and opportunities	54.1	15.6	3.6	641
Nightlife (dining, drinking, evening entertainment)	23.3	49.5	2.6	645
Cultural amenities	24.2	37.7	2.8	637
Public transportation	21.5	21.3	3	638

Other findings:

- Older respondents (60 and over) were more likely to recommend improvements for public transportation compared to other age groups.
- Female respondents were more likely to recommend improvements for cultural amenities (2.7) compared to male respondents (3.0).
- Respondents across all age groups and genders ranked nightlife below satisfactory, indicating reflecting demand for improved dining, drinking, and evening entertainment.
- Opposition to MCTS bus service was the most common comment topic accounting for 30.9 percent of all comments.
- Other common comment topics included support for improved dining options (17.6 percent of responses), support for improved activity options for all ages (10.3 percent of responses) and support for additional investment in public school services and facilities (10.3 percent of responses)



NATURAL & CULTURAL RESOURCES



17. Respondents were asked to indicate their level of agreement with a variety of statements about the local environment. Respondents agreed most strongly that agricultural and open space areas should be preserved (4.0) and generally agreed that natural resources are adequately protected and nuisances properly controlled. Respondents agreed to a lesser degree that the Village should invest more to improve the energy efficiency of municipal buildings and vehicles (3.4).

Survey Results for Environmental Issues

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
Existing policies adequately protect local air and water quality.	50.6	5.7	3.7	631
Agricultural and open space areas should be preserved.	71.2	6.3	4	632
Industrial uses are appropriately located.	61	6	3.7	631
Noise is properly controlled.	68.4	9.5	3.7	629
Property upkeep and cleanliness is satisfactory.	73.7	9.5	3.8	632
The Village should invest more to improve the energy efficiency of municipal buildings and vehicles.	46.1	12.8	3.4	631

Other findings:

- Younger respondents (39 and under) more likely to agree that noise is properly controlled and property upkeep is satisfactory compared to respondents in other age groups.
- Middle aged respondents (40 to 59) were less likely to agree (3.3) that the Village should invest in energy efficiency compared to other age groups (both rated agreement at 3.6)
- Older respondents (60 and over) were more likely to agree that agricultural/open space areas should be preserved compared to respondents in other age groups.
- Female respondents were more likely to agree that agricultural/open space areas should be preserved (4.2) compared to male respondents (3.8).
- The most common comments were concerns about noise/noise enforcement (18.8 percent of responses), concerns about property upkeep/code enforcement (17.4 percent) and support for agricultural and open space preservation (11.8 percent).



photo courtesy of Nancy Greifenhagen

18. Respondents were asked to indicate their level of agreement with a variety of statements and proposals regarding the Village Centre. Respondents agreed that sidewalk café seating should be promoted in the Village Centre (4.1) and that large trucks should be rerouted (4.0). Respondents also generally agreed that outdoor garbage can should be provided (3.9), that trees and plantings should be added (3.8) and that more public parking is needed (3.7). Fewer respondents agreed that the Village Centre area is comfortable for walking and biking (3.5) or that historic buildings are properly identified and celebrated (3.3).

Survey Results for the Village Centre

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
The area is comfortable for walking and biking.	60.3	16.4	3.5	629
Trees and plantings should be added to make the streets more inviting.	63.4	9.6	3.8	633
Historic buildings are properly identified and celebrated.	44.3	22.8	3.3	632
Sidewalk café seating should be promoted.	79.5	5.4	4.1	634
Large trucks should be rerouted around the Village Centre.	70.6	7.9	4	633
Outdoor garbage cans should be available to Village Centre patrons.	72.9	6.5	3.9	634
More public parking is needed in the Village Centre.	54.1	12.2	3.7	634

Other findings:

- There was support for sidewalk café seating across age groups, but the strength of support decreased with age. Younger respondents agreed with the promotion of sidewalk café seating most (4.2), middle aged respondents agreed almost as much (4.1) and older respondents agreed a bit less (3.9).
- Younger respondents (39 and under) were more likely to agree that outdoor garbage cans should be provided compared to respondents in other age groups.
- Older respondents (60 and over) were more likely to agree that more parking is needed in the Village Centre and that large trucks be rerouted compared with respondents in other age groups.
- Female respondents (4.2) were more likely than male respondents (4.0) to agree that sidewalk café seating should be promoted.
- Younger respondents and female respondents were more likely to agree that trees and plantings should be added to the Village Centre compared with other groups.
- The most popular comment topics were support for outdoor dining (11.3 percent) and support for improved public parking/parking signage (11.3 percent).

HEALTH



19. For the 2015 *Comprehensive Plan Update*, Menomonee Falls is incorporating a health element. Respondents were asked to indicate their agreement with a variety of statements related to community health. Respondents strongly agreed that high quality healthcare services are available to all residents (4.3). Respondents also generally agreed that public spaces are accessible for all users (4.0), that parks and natural areas are conveniently located throughout the Village (3.9) and that there is a strong sense of community in Menomonee Falls (3.8). Fewer respondents agreed that healthy foods are conveniently available throughout the Village (3.6). Overall, respondents were also neutral regarding their willingness to participate in a bike to work/school week (3.0). A large portion of comments (30.1 percent) suggested improvements/expanded hours for the farmers market.

Survey Results for Community Health

	Percent Strongly Agree (5) or Agree (4)	Percent Disagree (2) or Strongly Disagree (1)	Mean Score	(N)
High quality healthcare services are available to all residents.	84.1	2.2	4.3	634
Public spaces (parks, plazas, etc.) in the Village are accessible to all users of all ages and abilities.	79	6	4	634
I would participate in a Village-wide bike to work/school week.	33.7	34.1	3	633
Healthy foods like fresh fruits and vegetables are conveniently accessible throughout the Village.	61	14.1	3.6	631
There is a strong sense of community in Menomonee Falls.	66	9.8	3.8	633
Parks and natural areas are conveniently located throughout the Village	79.4	7	3.9	632

Other findings:

- Older adults (60 and over) were more likely to indicate that there is a strong sense of community in Menomonee Falls compared to respondents in other age groups.
- Female respondents were more likely to indicate that there is a strong sense of community in Menomonee Falls (3.9) compared to male respondents (3.6).
- While all age groups generally agreed high quality healthcare was available to all residents, middle-aged and older respondents were more likely to strongly agree that high quality healthcare is available to all.
- Willingness/ability to participate in a Village-wide bike to work/school day was related to age. Younger respondents (39 and under) indicated the greatest willingness to participate, while middle-aged and older respondents were generally less willing/able to participate.
- A larger portion of female respondents said they would participate in a bike to work/school event vs. males.
- Younger (3.5) and middle-aged respondents (3.6) were less likely to agree that healthy foods are conveniently accessible in the Village compared to older respondents (3.8).

20. Finally, respondents were asked to share any additional ideas they had for the future of the Village. 218 respondents commented. 16.5 percent of comments stated general satisfaction with Menomonee Falls. 11.9 percent of comments indicated support for improved restaurant options, 11 percent of comments emphasized that the Village has been and should continue to be a family community and 10.6 percent of comments supported improvement for parks and recreation in the Village.

Survey Results: Additional Ideas/Thoughts

	Percent	(N)
Satisfaction with the Village	16.5	36
Improved dining options	11.9	26
Importance of the Village being a family community	11	24
Improved parks/recreation	10.6	23
Improved shopping options	8.7	19
More funding for public schools	8.3	18
Improvements in the Village Centre	7.3	16
Concern about crime/personal safety	6.9	15
Need to retain a Village feel/character	6.9	15
Opposition to MCTS bus service	6.9	15
Concern about the fast pace of growth	6.9	15
Need for redevelopment	6.4	14
Preservation of agricultural/open space	6.4	14
Improved trail/sidewalk networks	6	13
Comments about love for the Village	5.5	12
Preservation of open space	5	11
Improved transparency/communication from government	4.6	10
Concern about traffic congestion	4.6	10



RESPONDENT PROFILE

The 734 respondents to the 2015 survey were more likely to belong to large households and more likely to be female when compared to the Village population. Respondents were also older on average than Village residents, and the average respondent had lived in Menomonee Falls for over two decades (similar to 2006 respondents). Compared to 2006 property owner survey respondents, the 2015 respondents were younger and more likely to be female.

The large average household size and the relatively large number of female respondents may be related to how the survey was promoted. Support from organizations like the School District of Menomonee Falls and the Menomonee Falls Public Library may have increased the likelihood of participation from women and parents of school-age children.

2015 Survey Respondent Comparison

	2015 Survey Respondents	2010 US Census	2006 Survey Respondents
Menomonee Falls residents	92.5 percent	100 percent	NA
Average household size	3.24	2.43	2.82
Female	58.9 percent	51.8 percent	43.9 percent
Male	41.1 percent	48.2 percent	61.1 percent
Average age	49.3	43.3 (median)	53.9
Average years in Menomonee Falls	21.2	NA	22.9
Total	734	35,626	482

21. Age

19 or younger	1.9 %
20 to 29	5.5
30 to 39	18.1
40 to 49	28.9
50 to 59	24.5
60 to 69	12.2
70 to 79	7.5
80 or older	1.4

22. Gender

Female	58.9%
Male	41.1

23. Residency

Menomonee Falls resident	92.5%
Non-resident	7.5

24. Years in Menomonee Falls

2 years or less	3.7%
3 to 5 years	7.1
6 to 10 years	14.8
11 to 20 years	31.6
21 to 30 years	15.6
More than 30 years	27.2

**Average assumed 40 years for those marked "more than 30"*

25. Household Size

One	8.3%
Two	28.4
Three	14.9
Four	33.1
Five	11.5
Six	2.8
Seven or more	0.9

**Average assumed eight for those marked "seven or more"*

DISCUSSION

The age, gender and household size of the respondent group differed from the overall Village population, but several trends for preferences and concerns were consistent among all response groups. The most consistent overall trends are summarized below and likely reflect broadly held views in the Village in 2015.

Overall, quality of life in Menomonee Falls is viewed as good. Low crime rate, quality schools, quality Village services and neighborhood appearance are seen as important contributors. Respondents are generally satisfied with Village government and were especially satisfied with protective services and library services. Maintenance of local streets and Village services, along with attraction/retention of jobs, were identified as important issues for the future.

Improved dining/full-service restaurants stood out as the dominant requested change. Requests for improved shopping and sidewalks/trails were also common. Suggested improvements to the Village Centre were well-received and improvement ideas for the farmers market were added by many participants. Dissatisfaction with existing nightlife and cultural activities also stood out. Satisfaction with park maintenance was strong and support for nature-based recreation was noteworthy.

Respondents are generally satisfied with continued Village growth, and they preferred a variety of residential development types. Traffic flow and parking availability stood out as the most important factor for new development. While demand for full-service restaurants and specialty retail was clear, respondents also indicated the Village has too little redevelopment of obsolete sites/buildings. The redevelopment preference may reflect the strong support of respondents to preserve remaining agricultural and open spaces. Many respondents identified historic downtowns as examples of enjoyable shopping areas, but many more identified shopping malls and big-box commercial strips as enjoyable.

Concerns about public transportation, crime and the loss of a “Village feel” are also prevalent among respondents. Nearly four in ten respondents indicated that MCTS service was not desirable for the Village, and dozens wrote concerns highlighting potential negative impacts of the buses. Low crime/safety was identified as a priority and many respondents indicated a decline in their perceptions of safety. Respondents also identified increased population growth, development and traffic as threats to Village character.

Many variations between age groups are noteworthy. For example, younger respondents were more likely than other age groups to support park/trail improvements, demand for full-service restaurants was highest among middle aged respondents and older respondents were by far the most likely group to prefer a mix of housing types (single family, town home, apartment etc.) for future residential development.



PUBLIC WORKSHOP COMMENTS

All comments provided by participants at the Community Workshops are recorded below as written, without editing. The comments are categorized by *question* and *topic* as applicable. The thousands of individual comments from the 2015 Comprehensive Plan Update Survey are not included here, but are available by request from the Menomonee Falls Department of Community Development.

COMMUNITY WORKSHOP COMMENTS

Community Resources

Are you satisfied with the management of agricultural, natural, and cultural resources in the Village? If not, what changes would you recommend?

- I like the waterfalls, flowers, and landscapes, and statues. Maybe a little more interest in more statues or art to show off around that area (by the waterfalls).
- Install a fish ladder at island in river at Main Street Bridge – attract public – unique – and improve river quality.
- No. Menomonee Falls needs more open space/groomed parks for year-round recreation. Menomonee Falls should be buying open spaces now before they become subdivisions.
- Village Park – Clean up ‘frequency’ of the Little Menomonee River (removal of trash from creek/parks)

Should there be another community resources goal in the Comprehensive Plan? If so, please specify.

- Take over the parking lot off Grand Avenue – let’s make it public – but with paths and directions to get up to Appleton Avenue businesses, not just Main St.
- Year round park (Large) 100+ acres with cross country skiing, groomed, trails is needed in the southwest corner of the Village.

Do you have additional thoughts about the future of community resources in the Village?

- Can we look into more personal or community murals on some additional buildings where (there is) open space? Also could the Village do a development of nice steps and landscape for walking down the river path between the Stanford Glass building and the A.J. Restaurant? - CLEAN IT UP NICELY.
- Public open space is crucial to a livable community.

Park and Open Space Map

- Garbage can request at southwest end of Village Park past the band shell.
- Has the Village considered providing another park for the neighborhoods to the south of Silver Spring Drive? The property on the corner of Silver Spring and Marcy drive has been sitting vacant for many years. The Village should approach the owner about a possible sale or donation.
- Trash receptacles throughout downtown
- What century will you develop this park area? (sticky note near northern Menomonee River parkway)
- Why aren’t all of the school district properties highlighted on this map?

National or State Register of Historic Sites Map/Table

- Develop a river walkway for multi-use that will feed into the businesses on Main Street.
- Lime Kilns: “Beautiful natural area, but many people walk dogs and don’t use plastic bags that are provided.”
- Lime Kilns: “Develop Riverfront”

- Miller-Davidson House: Part of Old Falls Village, a great destination park.
- Preservation is a must for the Menomonee Falls City Hall as it is on the historic list.
- Still need better signage pointing out our (historic) sites.
- Village Park Bandstand: New bandstand.
- Village Park Bandstand: I agree.

Natural Resource Areas Map

- Please plow the bike path on Pilgrim Road south to Lisbon.
- PLEASE add fence at the Kiwanis Park on Menomonee Avenue and Town Hall Road. This park has equipment which is friendly to small children but is underused due to the safety issue with active little children.

Community Facilities

Are you satisfied with the public services and facilities in Menomonee Falls?

- Increase murals on center buildings. Increase care and aesthetics of alley ways of the Village Center. The walkway across the street from the falls (alongside AJ O'Brady's) could be improved) – leads to Lime Kiln Park – beautiful walk.
- Need a better design and new bandstand in downtown park off Garfield. More electricity and lights in and on Gazebo to help accommodate bands – maybe a basement to help with storage, set up, bathroom.
- Yes, okay.
- Please do something about the flooding of Fair Oak Parkway. Clean the sewer before the big rains. Have more than two helpers to open the sewers in the subdivision. All the water comes east downhill and it's all by Pilgrim and Fair Oak Parkway.

Should there be another community facilities goal in the Comprehensive Plan?

- Performing Arts Center. Year-round Farmer's market facility.
- More nice benches, stone and durable, to stop to rest along some streets and or paths – places to rest.

Do you have additional thoughts about the future of public services and facilities in the Village?

- More use of our river fronts. The building by downtown water falls needs an electrician to go in there and get all the outlets separated. The fuse blows when you want three or more roasters on the counters. Some nicer and soft lights. Can there be a little more expansion on the roof for more seating under shelter.

Housing

Are you satisfied with the existing housing options in Menomonee Falls? If not, what changes would you recommend?

- Stop approving so much new housing. Heavy rains cannot soak into asphalt and concrete. We've had sewer backups twice and holding ponds not holding excess water and overflowing onto Pilgrim.
- If you want to grow a vibrant community you need single family homes. Build big homes on the Falls side of the district. This brings in well-educated families who value community and good schools. I understand millennials want apartments but this community does not offer the night life or continued "youth" activities for singles. It is a family community. No more apartments, condos, or senior housing.
- I oppose apartments as they do not send children to schools where there is a declining enrollment.
- Need affordable, smaller single family homes. Do not need apartments/condos in the southern part of the Village, no services to attract Millennials to that part of Menomonee Falls.
- No – Need more affordable housing! Housing available to young females.

Should there be another goal addressing housing in the Comprehensive Plan? If so, please specify.

- Watch out for over building of apartments – coordinate with other adjoining government units.
- Assure roadways near new neighborhood/housing can accommodate additional traffic (i.e. northeast corner development at Pilgrim/Lisbon)

- Look at expanding the Falls (not Hamilton) side out to Lannon – use septic/wells – build beautiful mixed sized homes.
- Change our direction from multi-family to single family residential.

Do you have additional thoughts about the future of housing in the Village?

- Please! No Apartments at Pilgrim and Lisbon!!!
- Apartments are not good for the school district. These people are not invested in the community. Students that drop in and out are extremely expensive to educate as they need remediation to catch up to our standards.
- Thank you for this opportunity.
- Single family residential.
- Change “high quality” to “affordable”.
- If you add condos/apartments, traffic will increase beyond manageable limits, will negatively affect surrounding neighborhoods, property values and quality of life will be severely harmed.

Land Use

Are you satisfied with the existing land use plan in Menomonee Falls? If not, what changes would you recommend?

- a. A Village Center – Example Wausau b. Use for all ages.
- No, too many apartments

Should there be another land use goal in the Comprehensive Plan? If so, please specify.

- Lower cost housing for young families – especially for those who work in the Falls.
- Assure existing roadways can handle additional traffic with developments (ex: Lisbon/Pilgrim with new developments northeast and northwest of Lisbon and Brookfield development southeast of Lisbon).

Do you have additional thoughts about the future of land use in the Village?

- Utilize Riverfront – Optimize our Native American history
- Land should be developed to grow Village, reduce tax levy. Stop TIF's and loans to private people.

Transportation

Are you satisfied with the existing transportation facilities in Menomonee Falls? If not, what changes would you recommend?

- All of these are confusing.
- Confusing goals. Need sidewalks and bike paths, especially around the Little League complex.
- Please explain.

Should there be another transportation goal in the Comprehensive Plan? If so, please specify.

- Bike lanes?

Do you have additional thoughts about the future of transportation in the Village?

- Bike trails and mass transit should not be pursued. They increase costs with little or no benefit.
- How feasible would it be to provide publicly supported and managed ride share in the Village?
- Don't try to make mass transit work in Menomonee Falls. It is a waste of public funds.

Existing Pedestrian Ways Map

- Along Menomonee River Parkway: Less trash cans in parking lot area, with one or two added along the path (beside the Little Menomonee River), to aide in preventing trash from being disposed of in stream.
- Some signs along trails so we know where they go off to.

Existing Bike Ways Map

- Re-pave Bug-Line north of Main Street.
- Boardwalks and multi-use trail networks in Tamarack Swamp and throughout the Village of Menomonee Falls.
- Agree (boardwalks and trail networks)

Health

Should the Village play a role in promoting community health? If so, what are your ideas for creating a healthier Village?

- No. Government should stay out of personal choices.

Should there be another health goal in the Comprehensive Plan (apart from the drafted goals)? Explain.

- No. See above.

Do you have additional thoughts about the future of community health in the Village?

- Personal choices.

Economic Development

Are you satisfied with the existing economic development efforts in the Village? If not, what changes would you recommend?

- If there were a way to reduce energy consumption, shrink the Village's carbon footprint, and improve the Village's sustainability profile AND the dollars saved eclipsed the cost generating revenue from day one, would it not be irresponsible to ignore that opportunity? With no money out of pocket, no budget impact, this can be done w/ a well-planned LED upgrade.
- Nonsense – we need viable business development.

Do you have additional thoughts about the future of economic development in the Village?

- Economic development will be difficult to achieve if Menomonee Falls does not attract or retain younger residents (you know that :)). A keen focus on sustainability issues will help.

What is your Vision for the Future of Menomonee Falls?

- I would like to see the downtown developed to looker warmer and more inviting to visitors and residents by planting more trees along Appleton Avenue. Right now it is nothing by buildings, concrete and asphalt. Putting lights in the trees during Christmas would be beautiful. I am sure many large companies would donate \$200-\$300 to have a tree planted in their name with a plaque by it.
- No apartments. Single family residential.
- Enough apartments – let's do upper level – nice condo complexes that are good looking – not crowded complexes.
- Ditto (enough apartments and more attractive condos)
- Would like to see Menomonee Falls as a destination Village: Nice parks, activities, affordable homes. Continue to appreciate the history of the Village.
- Yes (above), and upgrade the downtown area. Leverage the waterfalls.
- No more apartments, no more senior housing, no more condos. Single family housing.
- I envision a community that promotes health and wellness for all age groups by providing healthy and affordable food options, safe environments for pedestrians and bikers, and less vehicle traffic/road congestion.
- Ditto (a community that promotes health and wellness)
- Enough apartments! Need good steak house. Enough Chinese restaurants.
- Limit traffic by – no more apartments (nothing for millennials on the south side of the Village) – create park space to keep/encourage neighborhood growth so kids can ride bikes/walk and not be relying on cars – consider impact of new residences on roads that are already backed up – speed/rage/impatience leads to accidents.
- No more apartments

- Need a nice independent book store :), no more supermarkets and banks.
- Need a decent steak house restaurant.
- Stop truck traffic on Main Street – downtown.
- I agree – stop the big trucks on Main street.
- Buy land now for: parks and open spaces (limit the new subdivisions!) throughout the Village including year-round recreation facilities such as cross country skiing and skating ponds.
- Not sure. Being south of Silver Spring and in Hamilton School District gives feeling of not belonging to Falls Community. I don't care about parks, sidewalks, etc. as much as I care about feeling safe. I would like to feel more of a police presence in mu area, especially if Milwaukee problems spill into the Falls.
- Need a sit down restaurant, not fast food.
- More use of riverfront.
- For the next workshop please provide ½" dots or larger for the seniors.
- Knock down TJ build housing and parks.
- An urgent emphasis on sustainability in all phases of planning and development and publicizing (marketing) every initiative. Make Menomonee Falls a recognized leader in environmental stewardship and community and economic development.
- What about a Fine Arts Center?
- More retail stores. Better schools that are ranked higher than they are.
- We have a Village with passion and history. We need equal passion to develop and redevelop growth for our future generation. Vibrant schools, community assets, education for all members with active engagement. Business alone will not value the traditions moving forward.
- Keep up the good work updating the downtown buildings. Need to add businesses – shops (retail).
- The downtown needs a performing arts center.
- Ditto (performing arts center)
- Increase the hours of the Farmer's market so those working can visit instead of going to other communities.
- A community park with pool, ball fields, etc.
- Nice/better restaurants – don't let existing (Trysting) dictate.
- Bike lanes a must.
- Ditto (bike lanes)
- Let's use Tamarack Swamp as a place to get healthy... boardwalks, hiking/biking trails... Bring back the 1,600 square foot homes with ¼ to ½ acre lots within walking distance of stores, libraries, etc... Young families more likely to move into smaller, more affordable properties.
- Amen (smaller single family homes)
- My first wish is for a welcoming and diverse community! Develop a plan to celebrate our Native American History. Create a Village Centre with activities for all ages promoted by the Chamber of Commerce (music, art, farmers market, and children's events). Majority of our workforce comes from outside of the community – create affordable housing for them. Create a Village that people will want to come and enjoy opportunities and entertainment. Currently, people (residents) leave the Village for entertainment.

2015 UPDATE PUBLIC PARTICIPATION PLAN

The following is the text of the Public Participation Plan adopted by the Village of Menomonee Falls at the beginning of the planning process.

Background

The Village of Menomonee Falls is preparing this public participation plan to foster public participation, including open discussion, communication programs, informational services and public meetings for the process of preparing the Village's *2015 Comprehensive Plan Update*.

State Legislative Requirements

As a required component of a comprehensive plan, Wisconsin State Statutes dictate that a governing body is required to adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures will provide for wide distribution of proposed, alternative or amended elements of a comprehensive plan and will provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments. The written procedures will describe the methods the governing body of a local governmental unit will use to distribute proposed, alternative, or amended elements of a comprehensive plan to owners of property, or to persons who have a leasehold interest in property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan.

Goal

To create and adopt the Village's *2015 Comprehensive Plan Update* with extensive citizen involvement representative of the community.

Objectives

- Public Outreach – The public will be informed on the general plan and process.
- Information Distribution and Gathering – The exchange of information will allow public knowledge and viewpoints to be integrated into the plan.
- Visioning – As a basis for public evaluation and implementation, visioning demonstrates openness to new ideas or comments offered by the public.

Planning Process

The Village's Comprehensive Plan Update will be completed over a twelve (12) month process, including the initial four (4) month data collection phase and eight (8) month public process. This process will use the following steps:

- Issue Identification – A Community Survey will be utilized to identify current local issues and needs and will introduce the public to the planning process.

- Trends & Projections – An analysis of statistical trends and projections will be utilized to identify key issues and opportunities that may impact Menomonee Falls.
- Goals & Objectives – Based on community input and the analysis of community issues, goals and objectives for the Village will be developed and presented to the community.
- Review & Revision – Based on public input, revisions to the plan will be developed for review.
- Final Plan/Public Hearing – Per Wisconsin State Statutes, a public hearing will be held for the presentation of the Comprehensive Plan Update.

Open Meetings Law Compliance

- Plan Commission Meetings – Any Plan Commission meeting with an agenda item relating to the Comprehensive Plan Update, shall be posted at the following locations: Village Hall, Library and Fire Station Three.
- Steering Committee Meetings – Any committee meeting relating to comprehensive planning shall be open to the public, with postings at the Village Hall, Library and Fire station Three. Any committee formed by the Village President, Village Board, Plan Commission or Community Development Authority will attempt to have at least two people who have an interest within the area (local representative), which may include; a property owner; tenant; business; resident or representative of a business. Selection and appointment of the local representative shall be made by the Village President.

Summary of Stakeholders and Issues and Responsibilities

- Village Board – The Village Board will review the progress on community issues/goals/objectives throughout the process to understand the plan as it develops and help build consensus for the plan. The Village Board may receive constituent comments throughout the process and it is recommended that those comments be shared with the Steering Committee.
- Plan Commission – The Plan Commission will review the progress on community issues/goals/objectives throughout the process to understand the plan as it develops and help build consensus for the plan. The Plan Commission may receive public comments throughout process and it is recommended that those comments be shared with the Steering Committee.
- Steering Committee – Village staff and a diverse group of local stakeholders will meet regularly to refine Village goals and review the plan document.
- Health Chapter Working Group – Village staff and a diverse group of stakeholders (including health professionals) will meet during the summer of 2015 to draft goals and prepare the health element of the Comprehensive Plan Update.
- Public – Property owners, businesses tenants, civic organizations and the general public will be notified by means of community access channel, newspaper and Village website for opportunities to be involved in the planning process.

Initial Project Timeline

January – April 2015	Community Overview Phase
May 2015 – August 2015	Public Survey & Information Phase
June 2015 – September 2015	Health Chapter Working Group
September 2015 – November 2015	Steering Committee
November 2015 – December 2015	Draft Document Production, Review, and Revision Phase
January 2016 – February 2016	Plan Adoption Phase

Process for Amendment

When it is necessary and appropriate to amend the comprehensive plan, amendment procedures shall at a minimum follow Chapter 66 of the Wisconsin Statutes in addition to the application requirements of the Village of Menomonee Falls.

Chapter 66.1001(4) (b) of the Wisconsin Statutes requires, “the Plan Commission or other body of a local governmental unit that is authorized to prepare or amend a comprehensive plan may recommend the adoption or amendment of a comprehensive plan only by adopting a resolution by a majority vote of the entire commission. The vote shall be recorded in the official minutes of the plan commission or other body. The resolution shall refer to maps and other descriptive materials that relate to one or more elements of a comprehensive plan.”

One copy of an adopted plan or amendment shall be sent to:

- Every governmental body that is located in whole or in part within the boundaries of Menomonee Falls.
- The clerk of every local governmental unit that is adjacent to Menomonee Falls that is the subject of the plan adopted or amended as described above.
- The Wisconsin Land Council.
- The Department of Administration.
- The Southeastern Wisconsin Regional Planning Commission.
- The Menomonee Falls Public Library.

Techniques

Methods to be used to distribute information of the comprehensive plan to owners of property and citizens.

- Visioning Open Houses – Two open house meetings will use interactive format with maps and exhibits that allow citizens and community leaders to learn, exchange ideas and participate in the planning of the community. Open house findings and feedback will be summarized in a report for the community.
- Community Survey – A survey identifying key community issues like land use, transportation, and community services, will be available to all residents online. The survey will also be available in hard copy format at Village Hall (Department of Community Development) and the Library.
- Mobile Outreach – A display table will be set up at community events to provide information about the Comprehensive Plan Update and to gather input from the public on priorities for the community. Hard copies of the Community Survey will be provided.

- Village Web Site – Written and graphic materials will be posted on the Village Web site describing the project and public participation opportunities.
- Cable Access Channel – Meeting dates and times and other public events associated with the Comprehensive Plan will be posted on the community access channel.
- Newspaper Coverage – The Village will attempt to cultivate a working relationship with the media to obtain regular and affordable news and editorial coverage.
- Review of Draft Proposals – The review of draft proposals that have been discussed by the Plan Commission, designated committee, or any other Village governmental body shall be available for review by the public in the Department of Community Development.
- Inter-jurisdictional Review – Adjacent municipalities will be invited to participate in all public meetings

Contacts and Mailing Lists

The following lists may be amended from time to time without a resolution from the Village Board.

Village of Menomonee Falls Comprehensive Plan Agenda Notifications: Surrounding Communities and Agencies

City of Brookfield

Attn: Dan Ertl, Director
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Town of Brookfield

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City of Brookfield

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Town of Brookfield

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Village of Butler

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Village of Sussex

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Village of Richfield

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City of Milwaukee

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City of Pewaukee

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Town of Lisbon

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Village of Germantown

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Village of Germantown

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Village of Sussex

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City of Milwaukee

Attn: Planning Division
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809 N. Broadway, Ave.
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Hamilton School District

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**Wisconsin Department of Transportation,
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Waukesha County

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Menomonee Falls Chamber of Commerce

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Executive Director
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Menomonee Falls School District

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**Southeastern Wisconsin Regional Planning
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Milwaukee Metropolitan Sewerage District

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Village Board

Joseph Helm, President
Katie Kress, Trustee
Bonnie Lemmer, Trustee
Steve Raymonds, Trustee
Chris Smolik, Trustee
Jeremy Walz, Trustee

Plan Commission

Randall Newman, Chair
Anthony Ash
Andrew Braatz
Tim Newman
Tina Polk
Steve Raymonds, Trustee
Chris Rolenc

Architectural Control Board

Mike Manke, Chair
Bill Carity
Aaron Ebent
Keith Kolbe
David H. Lehman
Chris Rolenc
Patrick Yates

Community Development Authority

Cathy Hazzard, Chair
Curt Kolell
Tim Newman
William Okrepkie
Joe Helm, Village Trustee
Chris Smolik, Village Trustee