



Wauwatosa, WI

Committee of the Whole

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, September 17, 2024

7:00 PM

Council Chambers and Zoom:
<https://servetosa.zoom.us/j/273225010>,
Meeting ID: 273 225 010

HYBRID MEETING INFORMATION

Members of the public may observe the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

COMMITTEE OF THE WHOLE ITEMS

1. Presentation of 2024 Community Survey results from Jason Morado, Vice President and Director of Community Research, ETC Institute [24-1231](#)

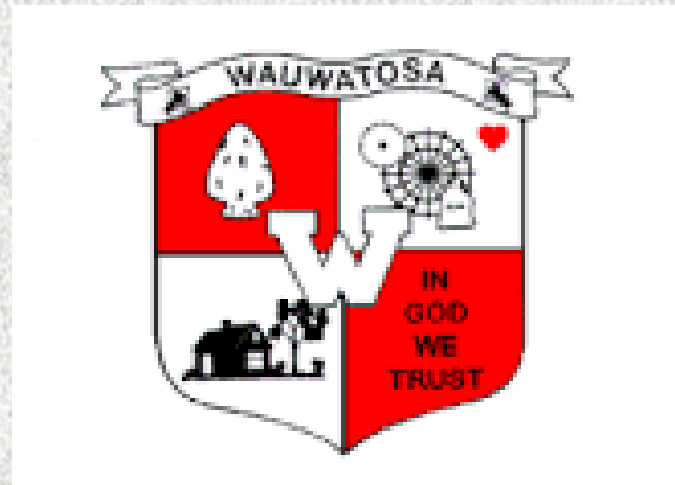
ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.

2024 Community Survey

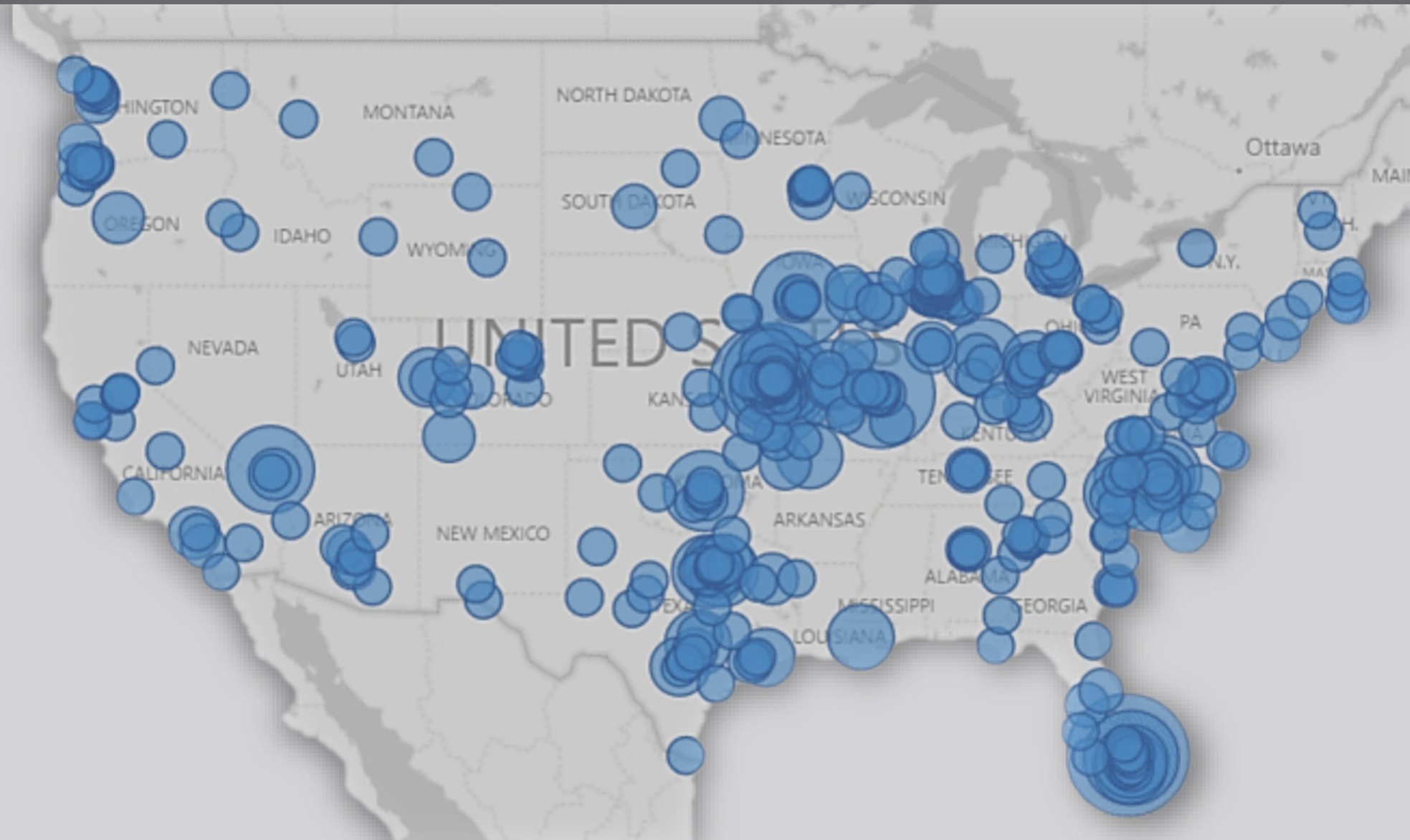
City of Wauwatosa, Wisconsin



SEPTEMBER 2024

ETC Institute is a National Leader in Market Research for Local Governmental Organizations

For more than 40 years, our mission has been to help city and county governments gather and use survey data to enhance organizational performance.



More Than 3,000,000 Person's Surveyed Since 2014 for More Than 1,000 Communities in 49 States

Purpose

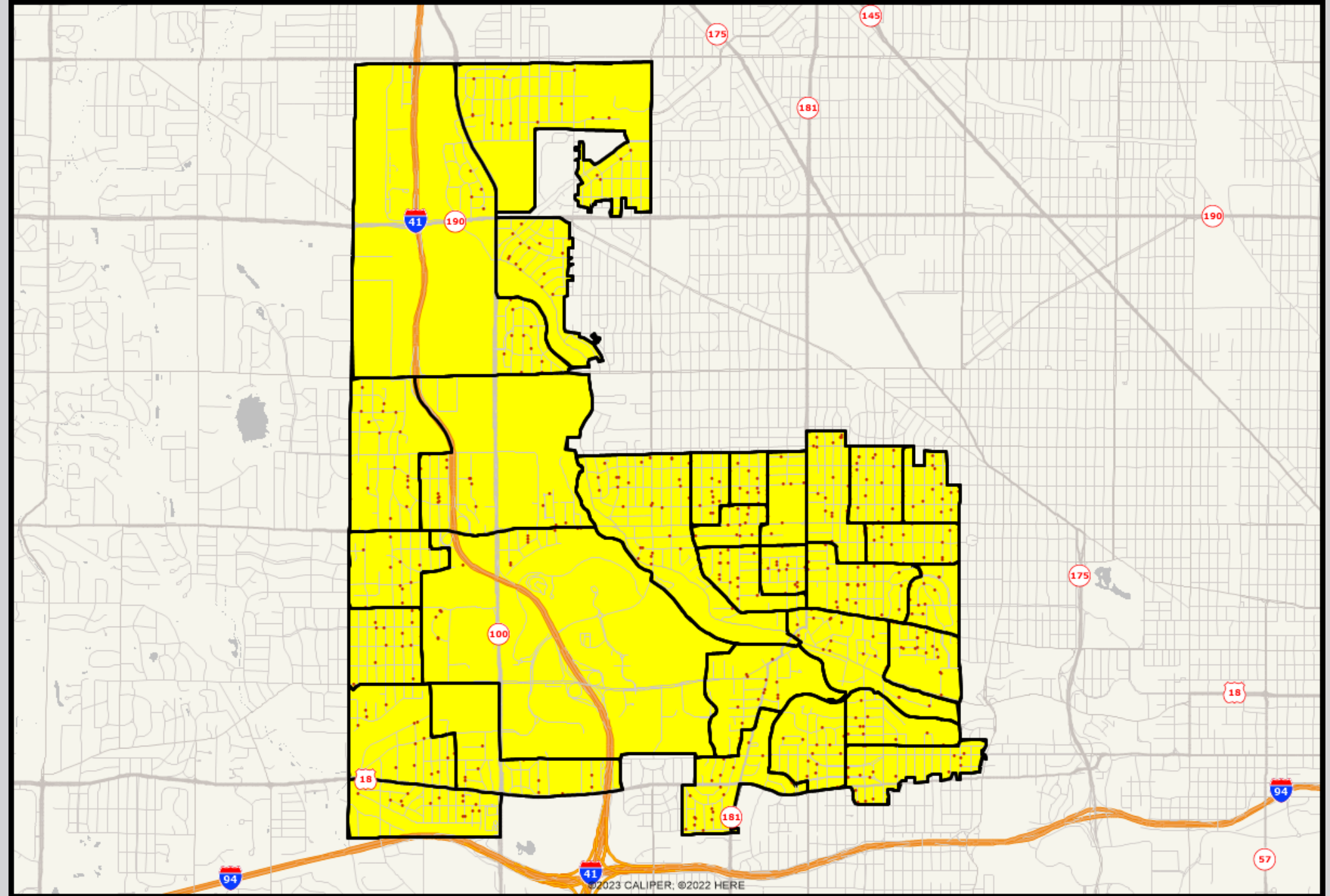
- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other communities regionally and nationally**

Methodology

- **Survey Description**
 - **Five-page survey; took an average of 15 to 20 minutes to complete**
 - **3rd Community Survey Conducted for the City of Wauwatosa**
- **Method of Administration**
 - **By mail and online to all households in the City**
- **Sample Size**
 - **507 completed surveys (goal was 400)**
 - **Margin of error: +/- 4.3% at the 95% level of confidence**

Location of Survey Respondents

- Good representation throughout the City
- Demographics of survey respondents reflects the actual population of the City



What We Learned

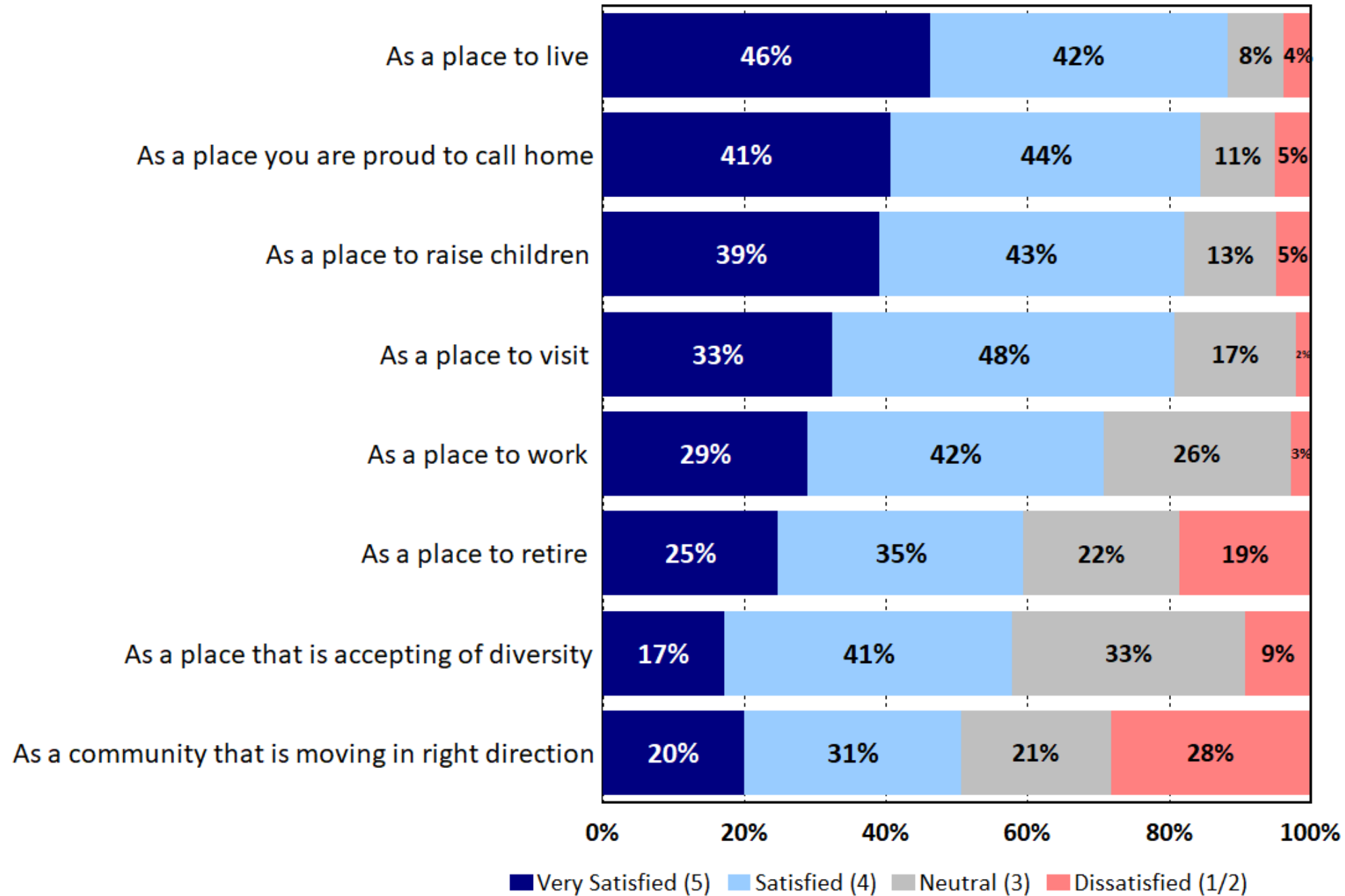
- **Residents Have a Very Positive Perception of Wauwatosa**
 - **88% Are Satisfied with Wauwatosa as a Place to Live**
- **Satisfaction with City Services Is Much Higher in Wauwatosa Than Other Cities**
 - **Wauwatosa Rated Above the U.S. Average in 44 of 51 Areas**
 - **Satisfaction with Overall Quality of City Services Rated 32% Above the U.S. Average**
- **Top Priorities for City Services:**
 - **How Well the City Is Managing and Planning Redevelopment**
 - **Flow of Traffic and Congestion Management**
 - **Enforcing Traffic Laws**
 - **Condition of Major City Streets**
 - **Overall Efforts to Prevent Crime**

Topic #1

**Residents Have a Positive Perception
of the City**

Q1. Satisfaction with Perceptions of the City

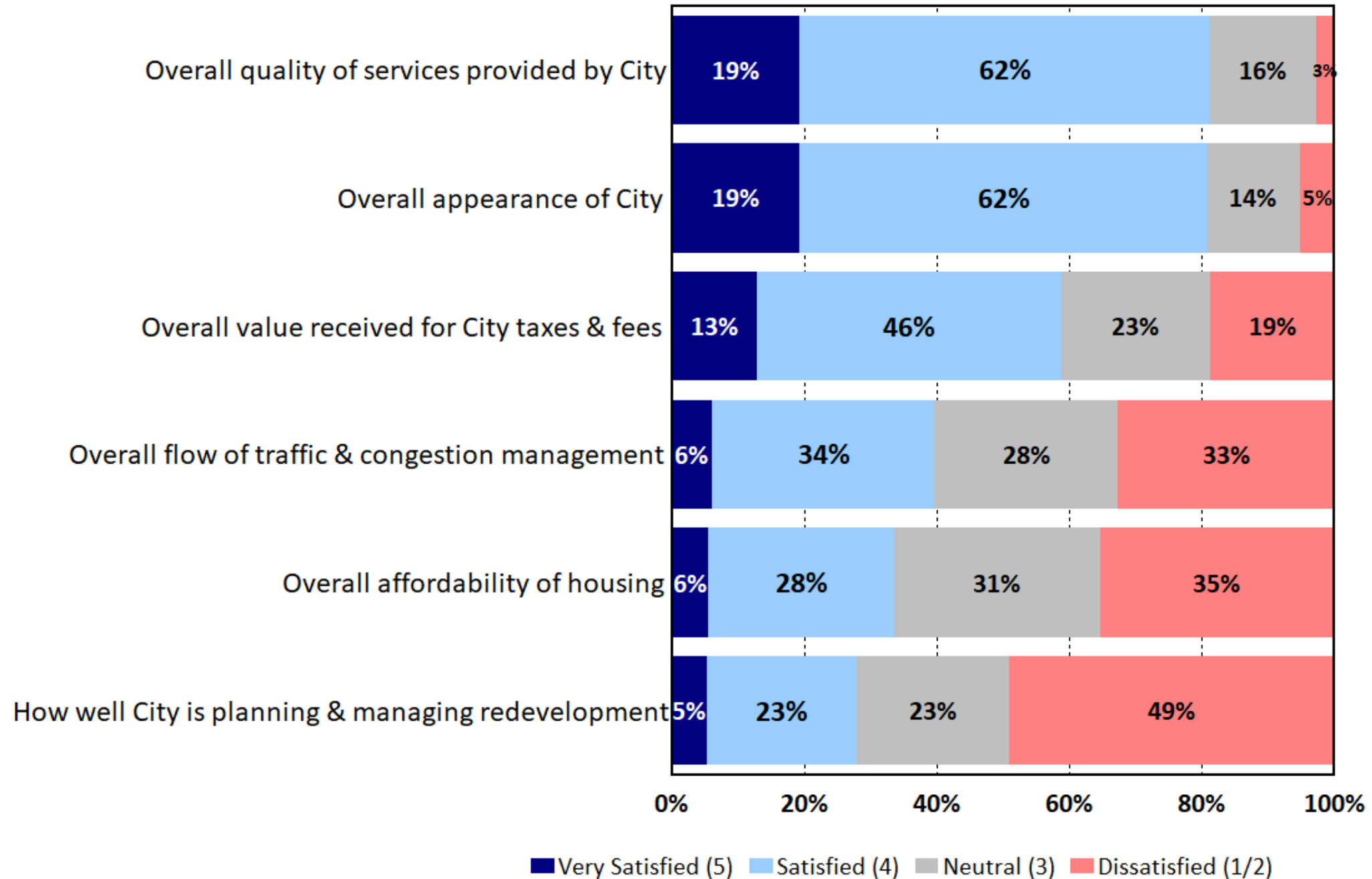
by percentage of respondents (excluding don't knows)



Most Respondents Are Satisfied with Wauwatosa as a Place to Live and Raise Children

Q16. Satisfaction with Other Services

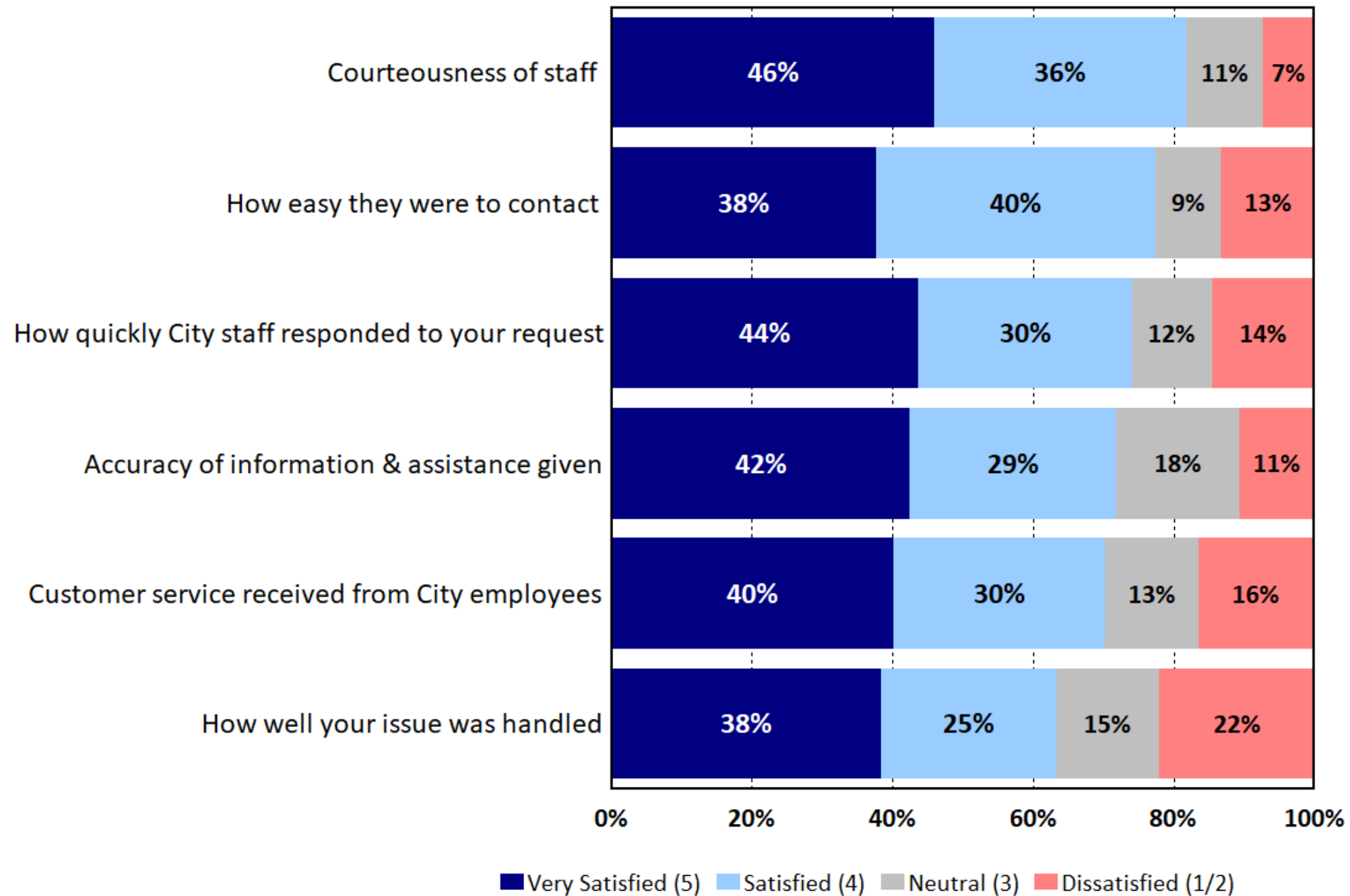
by percentage of respondents (excluding don't knows)



81% Are Satisfied with the Overall Quality of City Services; Only 3% Are Dissatisfied

Q14a. Satisfaction with Customer Service

by percentage of respondents who contacted the City in the past year (excluding don't knows)



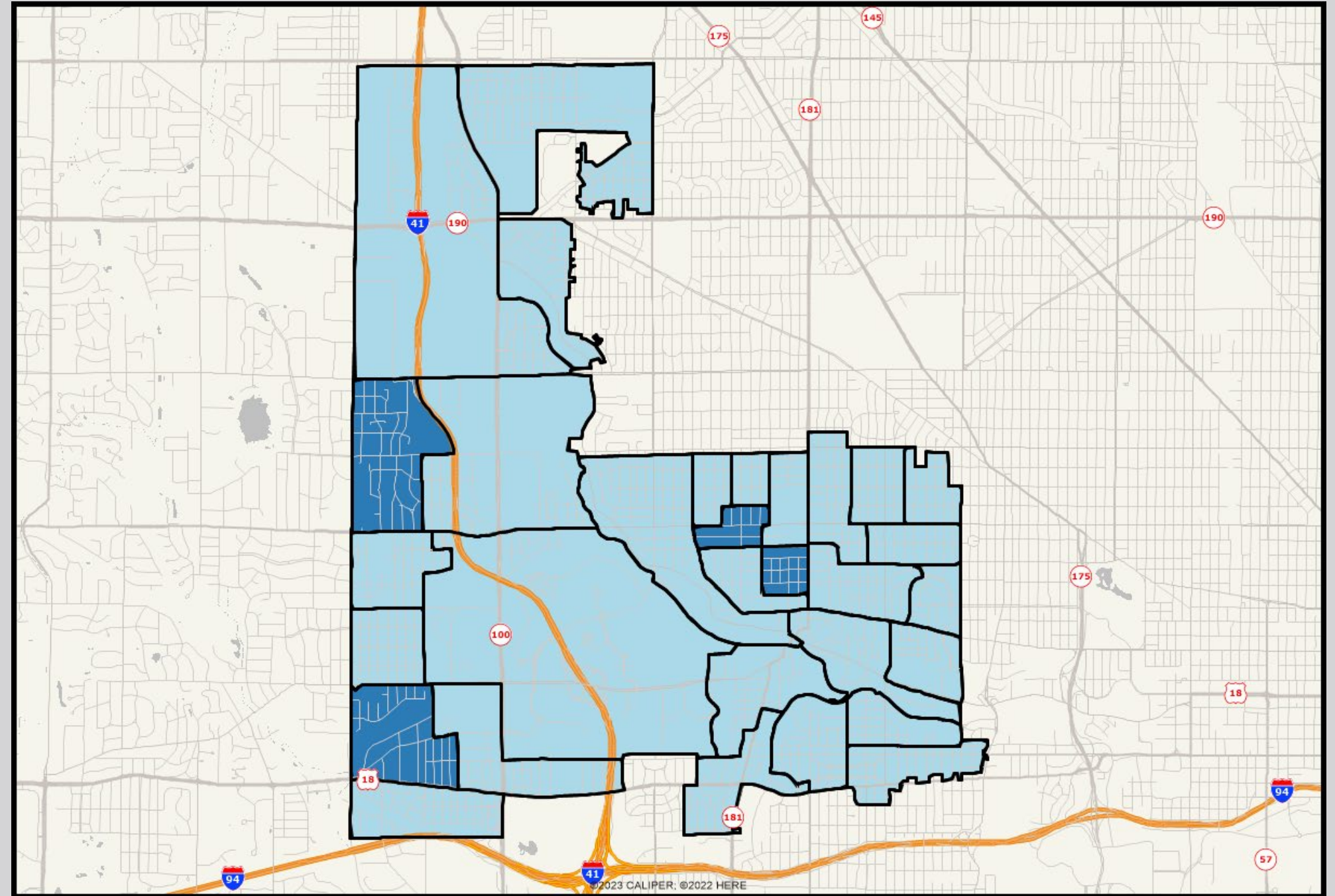
Residents Have Had Positive Interactions with City Employees

Topic #2

**Satisfaction with City Services Is High
in All Areas of the City**

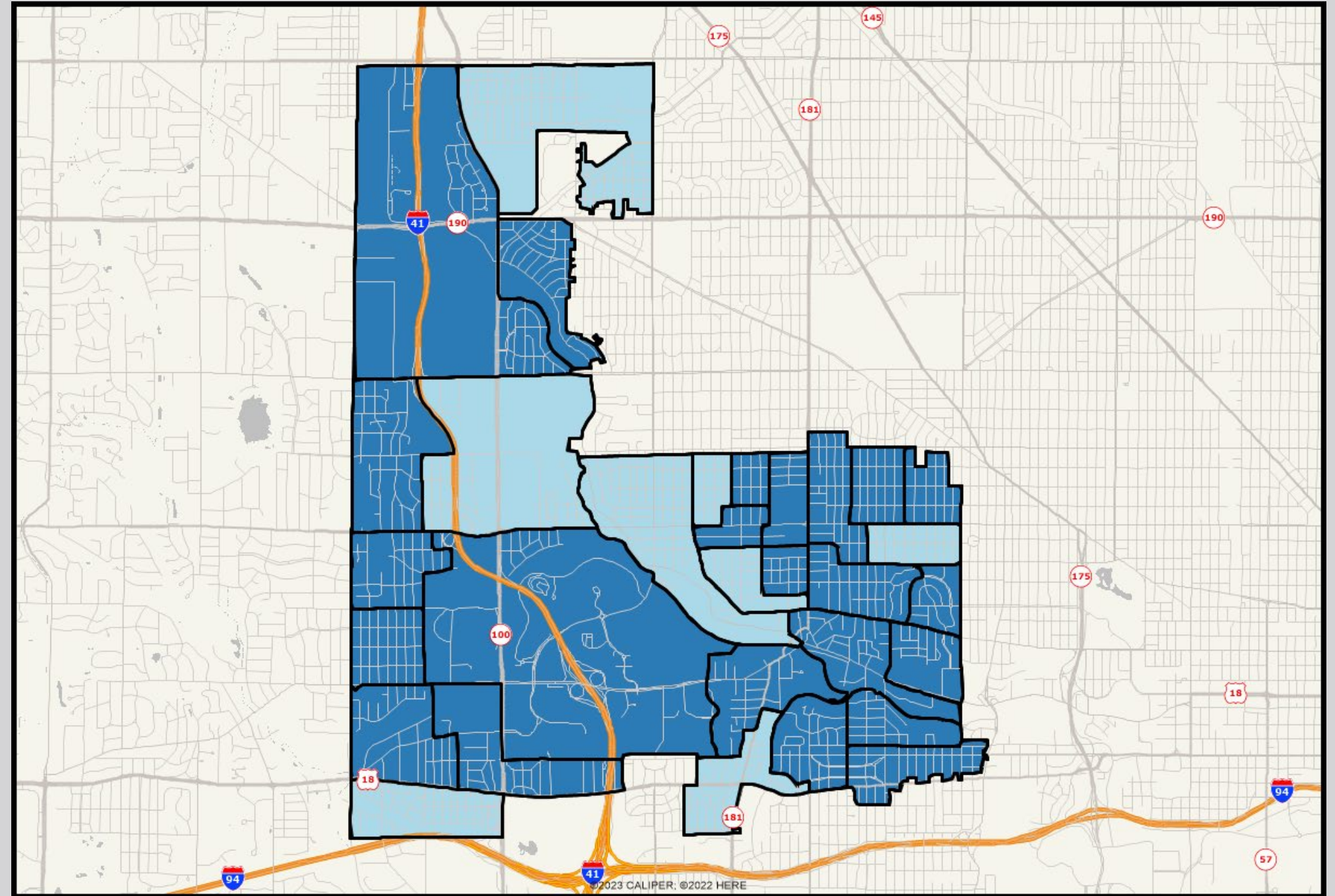
Overall Quality of City Services

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with the Overall Quality of City Services



Wauwatosa as a Place to Live

ALL Areas Are in Blue, Indicating That Residents in All Parts of the City Are Satisfied with Wauwatosa as a Place to Live



Topic #3

**Satisfaction with City Services Is Much Higher
in Wauwatosa Than Other Cities**

Benchmarking Analysis

Wauwatosa Rates Above the U.S. Average in 44 of 51 Areas
Wauwatosa Rates *Significantly* Higher (5% or more) in 43 Areas

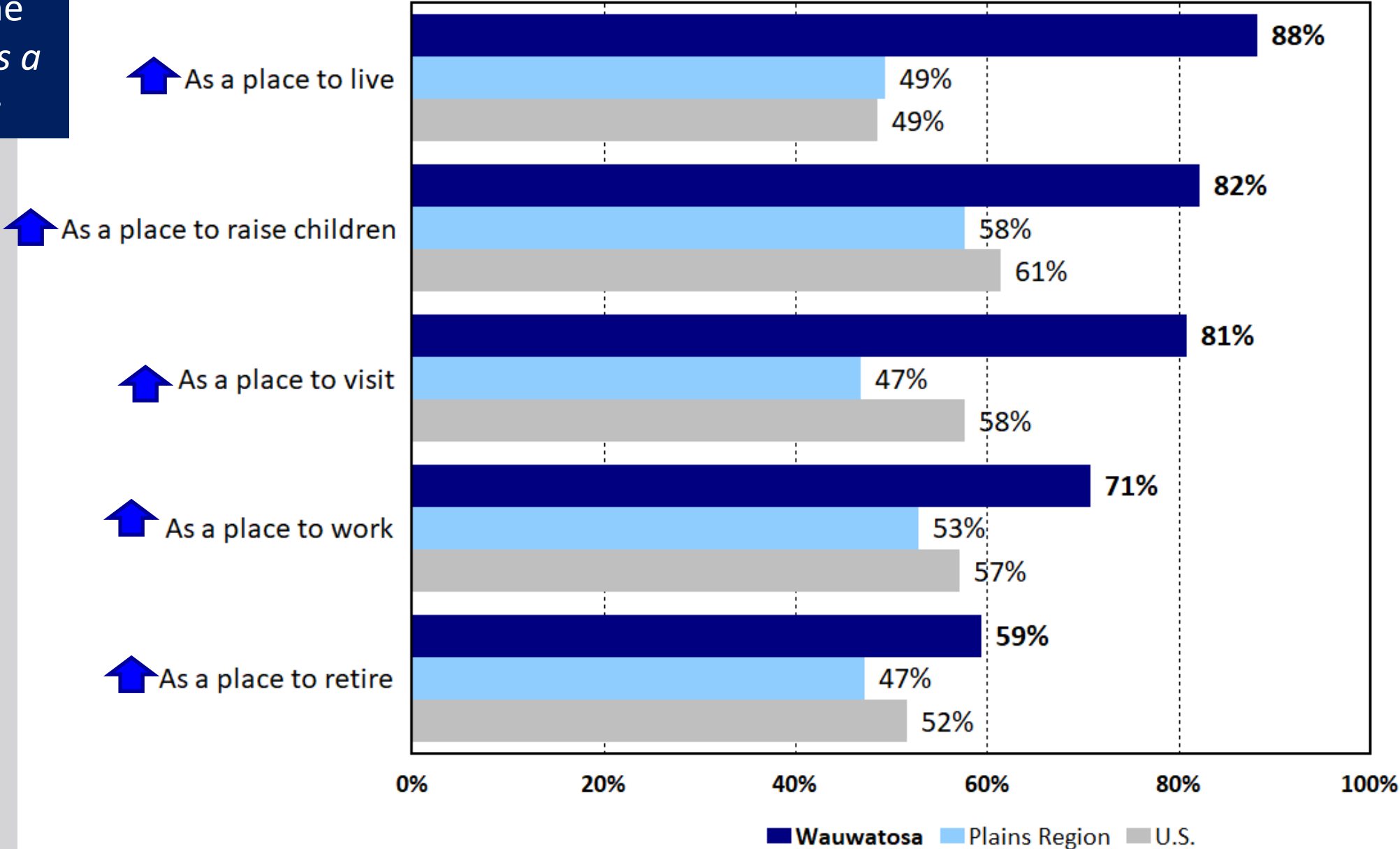
Wauwatosa Rates Above the Regional Average in 47 of 51 Areas
Wauwatosa Rates *Significantly* Higher (5% or more) in 43 Areas

Satisfaction with Perceptions

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Wauwatosa Rates 39% Above the U.S. Average as a Place to Live



Significantly Higher

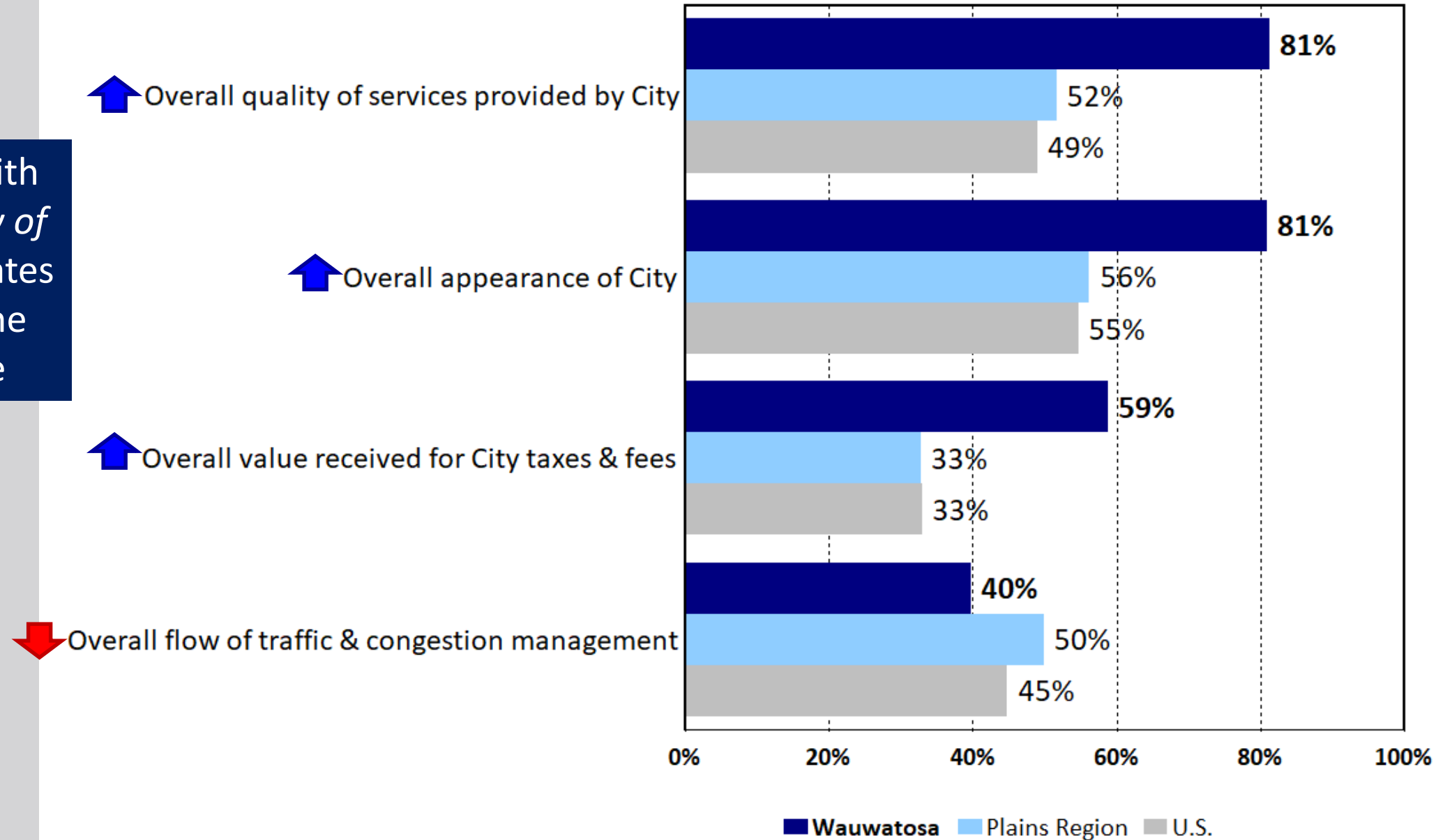
Significantly Lower

Satisfaction with Other Services

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

Satisfaction with Overall Quality of City Services Rates 32% Above the U.S. Average



↑ Overall quality of services provided by City

↑ Overall appearance of City

↑ Overall value received for City taxes & fees

↓ Overall flow of traffic & congestion management

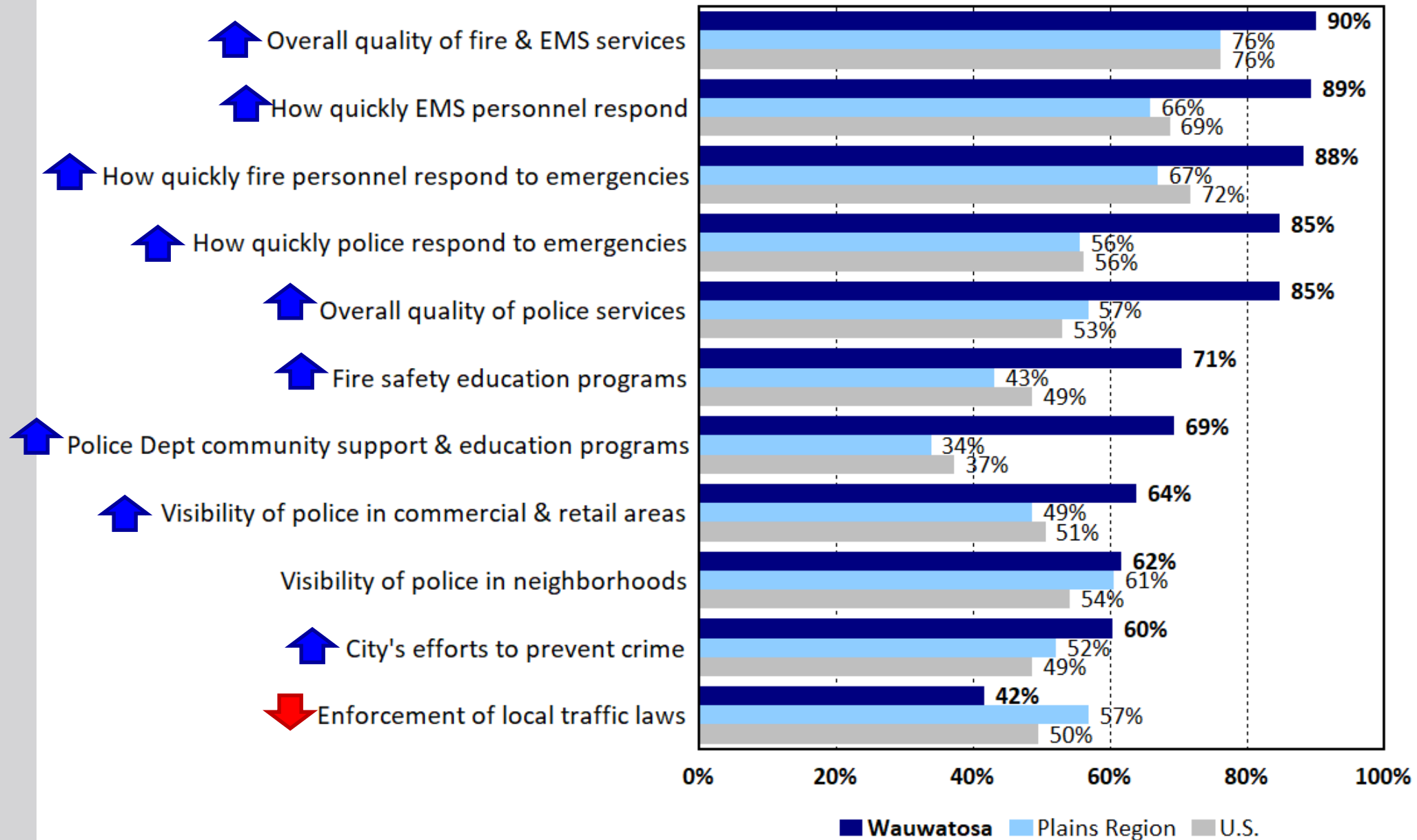
Significantly Higher ↑

Significantly Lower ↓

Satisfaction with Public Safety Services

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



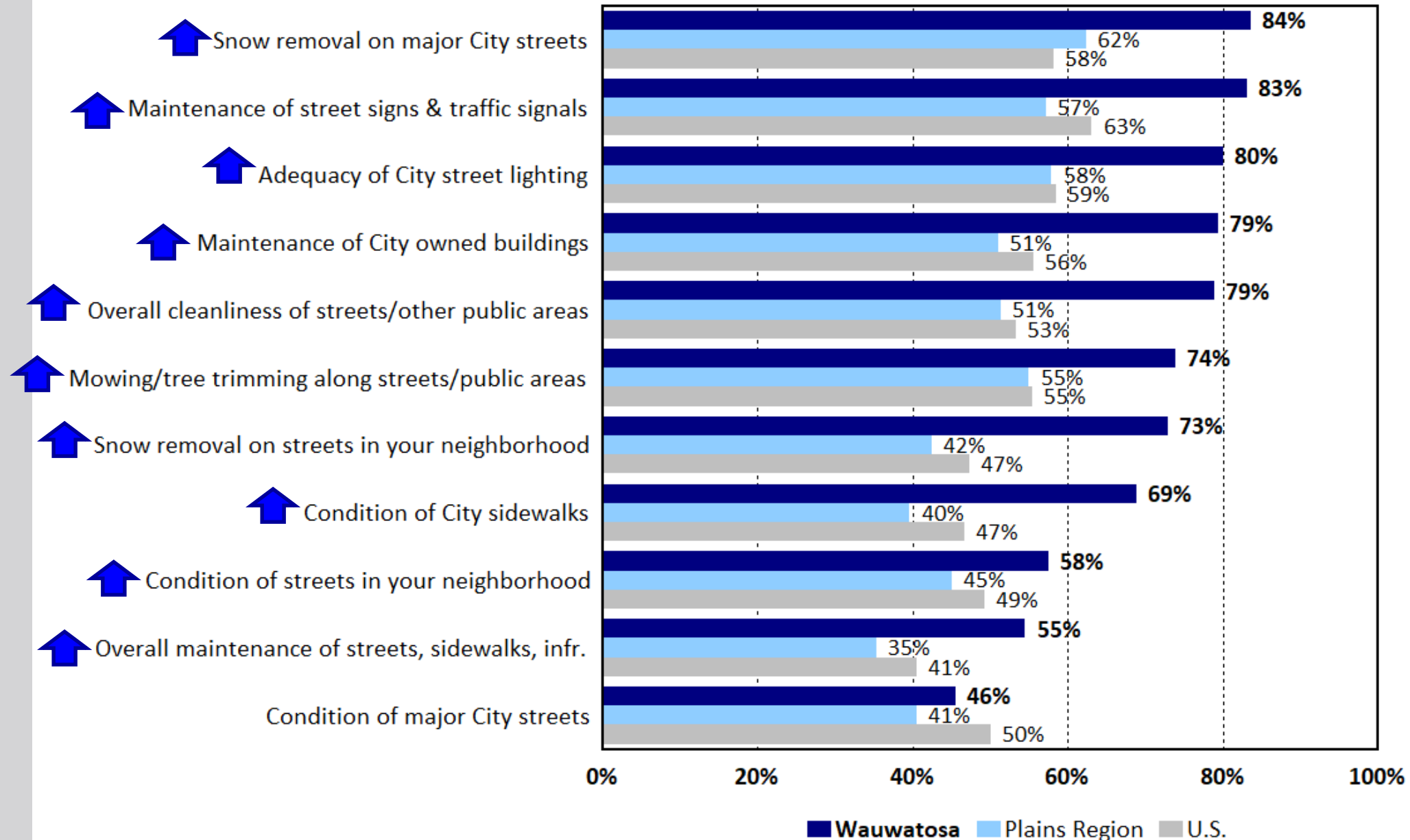
Significantly Higher

Significantly Lower

Satisfaction with City Maintenance/Public Works Services

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



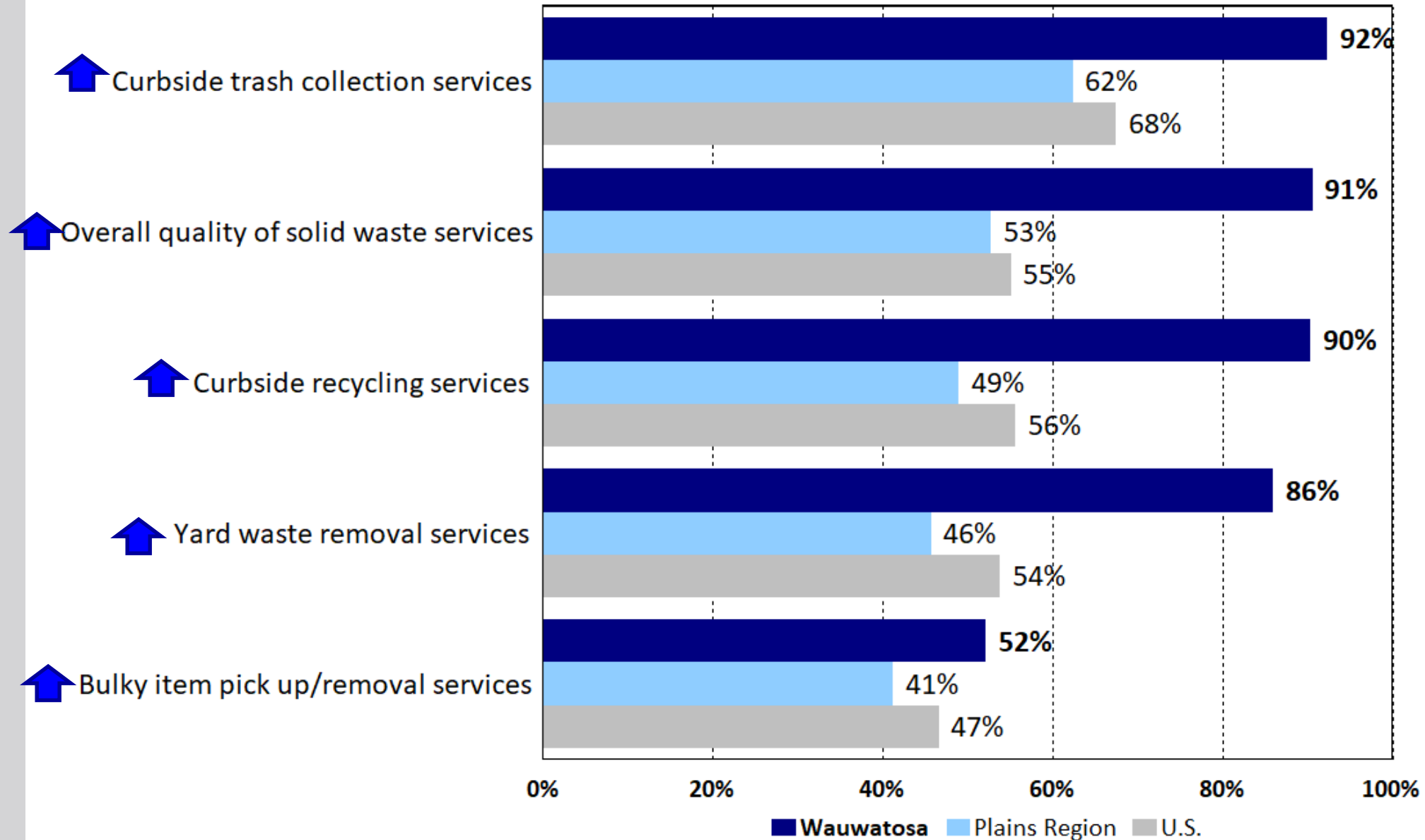
Significantly Higher

Significantly Lower

Satisfaction with Trash Service

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



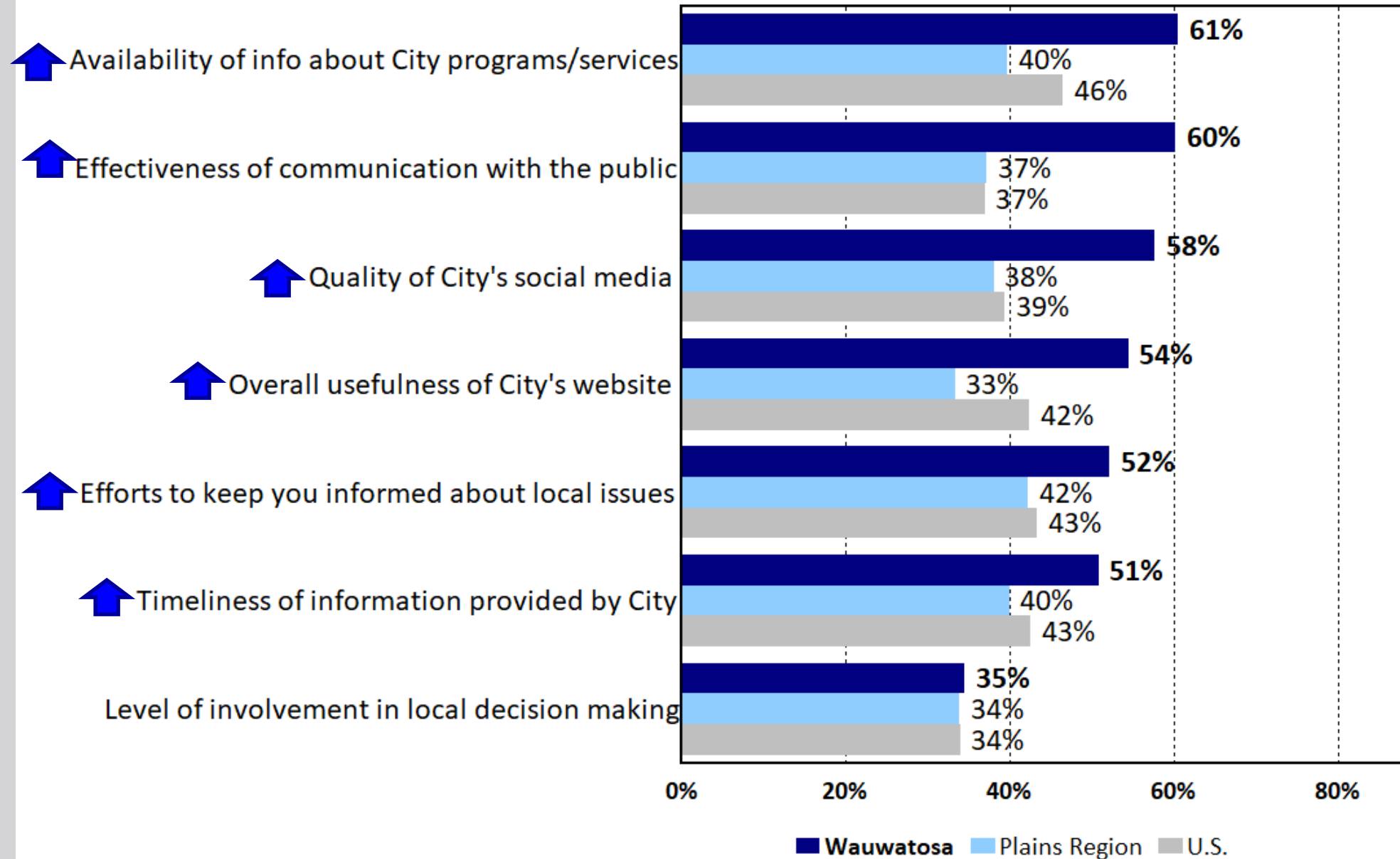
Significantly Higher 

Significantly Lower 

Satisfaction with City Communications

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Significantly Higher 

Significantly Lower 

Topic #4

Trend Analysis

Trend Analysis

- **Notable Increases in Satisfaction Since 2019:**
 - Snow Removal on Neighborhood Streets
 - Snow Removal on Major City Streets
 - How Easy City Employees Were to Contact
 - Mowing/Tree Trimming Along Streets and Other Public Areas
- **Notable Decreases in Satisfaction Since 2019:**
 - Affordable Housing
 - How Well the City Is Planning and Managing Redevelopment
 - Enforcement of Local Traffic Laws
 - How Easy it Is to Resolve Billing Problems

Topic #5

Top Priorities

2024 Importance-Satisfaction Rating

Wauwatosa, Wisconsin

Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Enforcement of local traffic laws	51%	2	42%	12	0.2990	1
City's efforts to prevent crime	60%	1	60%	11	0.2380	2
<u>High Priority (IS .10-.20)</u>						
Visibility of police in neighborhoods	42%	3	62%	10	0.1601	3
<u>Medium Priority (IS <.10)</u>						
Visibility of police in commercial & retail areas	23%	5	64%	9	0.0843	4
Police Dept community support & education programs	14%	7	69%	8	0.0424	5
Overall quality of police services	24%	4	85%	5	0.0369	6
Customer service/approachability of Police Dept. toward residents	18%	6	80%	6	0.0348	7
Fire safety education programs	7%	12	71%	7	0.0207	8
How quickly police respond to emergencies	12%	8	85%	4	0.0184	9
How quickly emergency medical services personnel respond	9%	9	89%	2	0.0096	10
Overall quality of fire & EMS services	9%	10	90%	1	0.0088	11
How quickly fire services personnel respond to emergencies	7%	11	88%	3	0.0082	12

2024 Importance-Satisfaction Rating

Wauwatosa, Wisconsin

City Maintenance/Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Overall maintenance of streets, sidewalks & infrastructure	60%	1	55%	10	0.2735	1
Condition of major City streets	48%	2	46%	11	0.2594	2
<u>High Priority (IS .10-.20)</u>						
Condition of streets in your neighborhood	29%	4	58%	9	0.1224	3
<u>Medium Priority (IS <.10)</u>						
Overall cleanliness of streets/other public areas	29%	3	79%	5	0.0618	4
Condition of City sidewalks	19%	6	69%	8	0.0600	5
Snow removal on streets in your neighborhood	22%	5	73%	7	0.0588	6
Mowing/tree trimming along streets & other public areas	15%	8	74%	6	0.0398	7
Adequacy of City street lighting	15%	9	80%	3	0.0292	8
Snow removal on major City streets	18%	7	84%	1	0.0292	9
Maintenance of City owned buildings	10%	10	79%	4	0.0214	10
Maintenance of street signs & traffic signals	7%	11	83%	2	0.0117	11

2024 Importance-Satisfaction Rating

Wauwatosa, Wisconsin

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Quality of walking & biking trails in City	28%	3	78%	6	0.0629	1
Number of walking & biking trails in City	26%	4	78%	7	0.0590	2
Maintenance of City parks	38%	1	88%	2	0.0445	3
Quality of picnic/pavilion areas & playgrounds in City parks	18%	5	79%	3	0.0371	4
Number of City parks	15%	6	79%	4	0.0310	5
Overall quality of parks & facilities	34%	2	91%	1	0.0302	6
Maintenance & appearance of community centers	12%	7	76%	8	0.0281	7
Quality of outdoor athletic fields	7%	8	78%	5	0.0160	8

2024 Importance-Satisfaction Rating

Wauwatosa, Wisconsin

Other Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
How well City is planning & managing redevelopment	71%	1	28%	6	0.5083	1
Overall flow of traffic & congestion management in City	57%	2	40%	4	0.3437	2
Overall affordability of housing	42%	4	34%	5	0.2766	3
Overall value that you receive for your City tax & fees	53%	3	59%	3	0.2167	4
Medium Priority (IS <.10)						
Overall quality of services provided by City	26%	5	81%	1	0.0493	5
Overall appearance of City	23%	6	81%	2	0.0444	6

Summary

- **Residents Have a Very Positive Perception of Wauwatosa**
 - **88% Are Satisfied with Wauwatosa as a Place to Live**
- **Satisfaction with City Services Is Much Higher in Wauwatosa Than Other Cities**
 - **Wauwatosa Rated Above the U.S. Average in 44 of 51 Areas**
 - **Satisfaction with Overall Quality of City Services Rated 32% Above the U.S. Average**
- **Top Priorities for City Services:**
 - **How Well the City Is Managing and Planning Redevelopment**
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 - **Enforcing Traffic Laws**
 - **Condition of Major City Streets**
 - **Overall Efforts to Prevent Crime**

Questions?

Thank You!!



2024 City of Wauwatosa Community Survey Findings Report

Presented to the City of
Wauwatosa, WI

September 2024



ETC
INSTITUTE



Executive Summary

2024 City of Wauwatosa Community Survey

Executive Summary



Purpose

ETC Institute administered a community survey for the City of Wauwatosa during the spring of 2024. The purpose of the survey was to gather input from residents on service quality, priorities, and overall performance. This is the third time ETC Institute has administered a community survey for the City of Wauwatosa; the first was conducted in 2016.

Methodology

A six-page survey was mailed to a random sample of households throughout the City of Wauwatosa. The mailed survey included a postage-paid return envelope and a cover letter. The cover letter explained the purpose of the survey, encouraged residents to return their surveys in the mail, and provided a link to an online survey for those who preferred to fill out the survey over the internet.

After the mailed surveys arrived, ETC Institute followed up with households that received the survey to encourage participation. To prevent people who were not residents of Wauwatosa from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to receive at least 400 surveys. This goal was far exceeded, with a total of 507 households responding to the survey. The results for the random sample of 507 households have a 95% level of confidence with a precision of at least +/- 4.3%. There were no statistically significant differences in the results of the survey based on the method of administration (mail vs. online).

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for all questions on the survey, including comparisons to 2019 and 2016 survey results,
- benchmarking data that show how the results compare to other communities,
- Importance-Satisfaction analysis that determines priority actions for the City to address,
- tables that show the results of the random sample for each question on the survey,
- a copy of the survey instrument.

The percentage of “don’t know” responses has been excluded from many of the charts shown in this report to facilitate valid comparisons of the results from the City with the results from other communities where ETC Institute has conducted a community survey. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

2024 City of Wauwatosa Community Survey

Executive Summary



Major Findings

Perceptions of the City. Most residents (88%), *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with City of Wauwatosa as a place to live; 84% were satisfied with the City as a place they are proud to call home, and 82% were satisfied with the City as a place to raise children. trimmings collection services (86%), police services (77%), and collection of loose-leaf services (74%). Residents were least satisfied with the City as a community that is moving in the right direction (51%).

Public Safety. Ninety percent (90%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of fire and EMS services in the City; 89% were satisfied with how quickly emergency medical services personnel respond to emergencies; 88% were satisfied with how quickly fire services personnel respond to emergencies, and 85% were satisfied with how quickly police respond to emergencies. Residents were least satisfied with enforcement of local traffic laws (52%).

Public Safety Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the public safety services that should receive the most emphasis over the next two years are: 1) the City's efforts to prevent crime, 2) enforcement of local traffic laws, and 3) visibility of police in neighborhoods.

Utility Services. Eighty-five percent (85%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of the drinking water utility services; 78% were satisfied with the drainage of rain water off City streets, and 71% were satisfied with the drainage of rain water off properties next to their residence.

City Maintenance/Public Works. Eighty-four percent (84%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with snow removal on major City streets; 83% were satisfied with the maintenance of street signs and traffic signals; 80% were satisfied with the adequacy of City street lighting; 79% were satisfied with the maintenance of City owned buildings, and 79% were satisfied with the overall cleanliness of streets and other public areas. Residents were least satisfied with the condition of major City streets (46%).

City Maintenance/Public Works Services That Should Receive the Most Emphasis. Based on the sum of their top three choices, the City maintenance/public works services that should receive the most emphasis over the next two years are: 1) overall maintenance of City streets, sidewalks and infrastructure, 2) condition of major City streets, and 3) overall cleanliness of streets and other public areas.

Parks and Recreation. Most residents surveyed (91%), *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall quality of parks and facilities; 88% were satisfied with the maintenance of City parks; 79% were satisfied with the quality of picnic/pavilion areas and playgrounds in City parks, and 79% were satisfied with the number of City parks. Residents were least satisfied with the maintenance and appearance of community centers (76%).

2024 City of Wauwatosa Community Survey

Executive Summary



Parks and Recreation Services That Should Receive the Most Emphasis. Based on the sum of their top two choices, the parks and recreation services that should receive the most emphasis over the next two years are: 1) maintenance of City parks and 2) overall quality of parks and facilities.

Library Services. Ninety-two percent (92%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the overall helpfulness of library staff; 91% were satisfied with the overall quality of the City library, and 87% were satisfied with the overall quality of available materials. Residents were least satisfied with the quality and quantity of programs for teens (55%).

Property Maintenance Codes. Sixty-one percent (61%) of the residents surveyed, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of animal control; 57% were satisfied with the overall enforcement of City codes and ordinances, and 46% were satisfied with enforcing exterior maintenance of business property. Residents were least satisfied with enforcing mowing and trimming of lawns on private property (40%).

Trash Service. Ninety-two percent (92%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with curbside trash collection services, and 91% were satisfied with the overall quality of solid waste services. Residents were least satisfied with bulky item pick up/removal services (52%).

City Communications. Sixty-one percent (61%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the availability of information about City programs and services; 60% were satisfied with the overall effectiveness of City communication with the public, and 58% were satisfied with the quality of the City's social media (58%). Residents were least satisfied with the level of involvement in local decision making (35%).

Customer Service from City Employees. Thirty-six percent (36%) of respondents indicated they had contacted the City with a question, problem, or complaint in the past year. Of those, 82% *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the courteousness of staff; 77% were satisfied with how easy City employees were to contact, and 74% were satisfied with how quickly City staff responded to their request.

Billing. Eighty-one percent (81%) of respondents, *who had an opinion*, were satisfied (rating of 4 or 5 on a 5-point scale) with the accuracy of their bill, and 79% were satisfied with how easy their bill is to understand. Residents were least satisfied with how easy it is to resolve billing problems (53%).

2024 City of Wauwatosa Community Survey

Executive Summary



Other Findings

- Sixty-three percent (63%) of the residents surveyed indicated their source for information about Wauwatosa is the City's website. Other sources include: word of mouth (family, friends) (58%), City Facebook account (43%), neighborhood association (42%), and City eNewsletters (35%). *Multiple selections could be made for this question.*
- Residents were asked what would encourage them not to use their car for trips of one mile or less. The top responses were: traffic calming to slow speeds and/or shorten crossing distances (49%), new or widened sidewalks (30%), off street bicycle facilities (25%), and more bicycle parking at destinations (20%). *Multiple selections could be made for this question.*
- Eighty-three percent (83%) of residents surveyed, *who had an opinion*, indicated they are "very likely" (58%) or "somewhat likely" (25%) to recommend Wauwatosa to family or friends as a place to live; 8% were "neutral," 5% were "unlikely," and 3% were "very unlikely" to recommend the City as a place to live.

2024 City of Wauwatosa Community Survey Executive Summary



How Wauwatosa Compares to Other Communities in the Region

The City of Wauwatosa **rated above the Plains regional average** in 47 of the 51 areas that were assessed. Wauwatosa rated significantly higher than the Plains regional average (5% or more) in 43 of these areas. The table below shows how the City of Wauwatosa compares to communities in the Plains Region.

Service	Wauwatosa	Plains Region	Difference	Category
Curbside recycling services	90.4%	48.9%	41.5%	Trash Service
Overall quality of drinking water utility services	84.6%	43.9%	40.7%	Utility Services
Yard waste removal services	86.0%	45.7%	40.3%	Trash Service
As a place to live	88.2%	49.4%	38.8%	Perceptions of the City
Overall quality of solid waste services	90.6%	52.7%	37.9%	Trash Service
Police Dept community support & education programs	69.3%	33.9%	35.4%	Public Safety Services
As a place to visit	80.8%	46.8%	34.0%	Perceptions of the City
Snow removal on streets in your neighborhood	72.9%	42.4%	30.5%	City Maintenance/Public Works Services
Curbside trash collection services	92.4%	62.4%	30.0%	Trash Service
Overall quality of services provided by City	81.2%	51.7%	29.5%	Other Services
Condition of City sidewalks	68.9%	39.6%	29.3%	City Maintenance/Public Works Services
How quickly police respond to emergencies	84.8%	55.6%	29.2%	Public Safety Services
Maintenance of City owned buildings	79.4%	51.0%	28.4%	City Maintenance/Public Works Services
Overall quality of police services	84.7%	56.8%	27.9%	Public Safety Services
Overall quality of City library	90.7%	62.9%	27.8%	Library Services
Overall cleanliness of streets/other public areas	78.9%	51.4%	27.5%	City Maintenance/Public Works Services
Fire safety education programs	70.5%	43.2%	27.3%	Public Safety Services
Overall value that you receive for your City tax & fees	58.8%	32.8%	26.0%	Other Services
Maintenance of street signs & traffic signals	83.1%	57.2%	25.9%	City Maintenance/Public Works Services
Overall appearance of City	80.8%	56.2%	24.6%	Other Services
As a place to raise children	82.1%	57.7%	24.4%	Perceptions of the City
How quickly emergency medical services personnel respond	89.4%	65.9%	23.5%	Public Safety Services
Overall effectiveness of City Communication with the public	60.1%	37.2%	22.9%	City Communications
Adequacy of City street lighting	80.0%	57.9%	22.1%	City Maintenance/Public Works Services
How quickly fire services personnel respond	88.3%	67.0%	21.3%	Public Safety Services
Snow removal on major City streets	83.6%	62.3%	21.3%	City Maintenance/Public Works Services
Overall usefulness of City's website	54.4%	33.3%	21.1%	City Communications
Availability of information about City programs & services	60.5%	39.7%	20.8%	City Communications
Quality of City's social media	57.6%	38.0%	19.6%	City Communications
Overall maintenance of City streets, sidewalks & infrastructure	54.5%	35.3%	19.2%	City Maintenance/Public Works Services
Mowing/tree trimming along streets & other public areas	73.8%	55.0%	18.8%	City Maintenance/Public Works Services
As a place to work	70.8%	52.9%	17.9%	Perceptions of the City
Quality of animal control	60.8%	43.2%	17.6%	Property Maintenance Codes
Visibility of police in commercial & retail areas	63.8%	48.7%	15.1%	Public Safety Services
Overall enforcement of City codes & ordinances	57.3%	42.3%	15.0%	Property Maintenance Codes
Overall quality of fire & EMS services	90.1%	76.1%	14.0%	Public Safety Services
Condition of streets in your neighborhood	57.5%	45.0%	12.5%	City Maintenance/Public Works Services
As a place to retire	59.4%	47.2%	12.2%	Perceptions of the City
Bulky item pick up/removal services	52.1%	41.2%	10.9%	Trash Service
Timeliness of information provided by City	50.8%	39.9%	10.9%	City Communications
City's efforts to keep you informed about local issues	52.1%	42.2%	9.9%	City Communications
City's efforts to prevent crime	60.4%	52.2%	8.2%	Public Safety Services
Condition of major City streets	45.5%	40.5%	5.0%	City Maintenance/Public Works Services
Enforcing exterior maintenance of business property	45.8%	43.1%	2.7%	Property Maintenance Codes
Visibility of police in neighborhoods	61.7%	60.5%	1.2%	Public Safety Services
Level of involvement in local decision making	34.5%	33.8%	0.7%	City Communications
Enforcing exterior maintenance of residential property	40.5%	39.9%	0.6%	Property Maintenance Codes
Enforcing cleanup of litter & debris on private property	41.9%	44.1%	-2.2%	Property Maintenance Codes
Enforcing mowing & trimming of lawns on private property	40.4%	44.1%	-3.7%	Property Maintenance Codes
Overall flow of traffic & congestion management in City	39.7%	49.9%	-10.2%	Other Services
Enforcement of local traffic laws	41.6%	56.9%	-15.3%	Public Safety Services

2024 City of Wauwatosa Community Survey

Executive Summary



How Wauwatosa Compares to Other Communities in the Nation

The City of Wauwatosa rated **above the National average** in 44 of the 51 areas that were assessed. Wauwatosa rated significantly higher than the National average (5% or more) in 43 of these areas. The table below shows how the City of Wauwatosa compares to communities in the U.S.

Service	Wauwatosa	U.S.	Difference	Category
As a place to live	88.2%	48.5%	39.7%	Perceptions of the City
Overall quality of solid waste services	90.6%	55.1%	35.5%	Trash Service
Curbside recycling services	90.4%	55.6%	34.8%	Trash Service
Overall quality of drinking water utility services	84.6%	51.9%	32.7%	Utility Services
Overall quality of services provided by City	81.2%	49.0%	32.2%	Other Services
Yard waste removal services	86.0%	53.8%	32.2%	Trash Service
Police Dept community support & education programs	69.3%	37.2%	32.1%	Public Safety Services
Overall quality of police services	84.7%	53.0%	31.7%	Public Safety Services
How quickly police respond to emergencies	84.8%	56.1%	28.7%	Public Safety Services
Overall quality of City library	90.7%	63.9%	26.8%	Library Services
Overall appearance of City	80.8%	54.7%	26.1%	Other Services
Overall value that you receive for your City tax & fees	58.8%	32.9%	25.9%	Other Services
Overall cleanliness of streets/other public areas	78.9%	53.3%	25.6%	City Maintenance/Public Works Services
Snow removal on streets in your neighborhood	72.9%	47.3%	25.6%	City Maintenance/Public Works Services
Snow removal on major City streets	83.6%	58.1%	25.5%	City Maintenance/Public Works Services
Curbside trash collection services	92.4%	67.5%	24.9%	Trash Service
Maintenance of City owned buildings	79.4%	55.5%	23.9%	City Maintenance/Public Works Services
Overall effectiveness of City Communication with the public	60.1%	36.9%	23.2%	City Communications
As a place to visit	80.8%	57.7%	23.1%	Perceptions of the City
Condition of City sidewalks	68.9%	46.7%	22.2%	City Maintenance/Public Works Services
Fire safety education programs	70.5%	48.6%	21.9%	Public Safety Services
Adequacy of City street lighting	80.0%	58.5%	21.5%	City Maintenance/Public Works Services
As a place to raise children	82.1%	61.4%	20.7%	Perceptions of the City
How quickly emergency medical services personnel respond	89.4%	68.7%	20.7%	Public Safety Services
Maintenance of street signs & traffic signals	83.1%	63.1%	20.0%	City Maintenance/Public Works Services
Mowing/tree trimming along streets & other public areas	73.8%	55.4%	18.4%	City Maintenance/Public Works Services
Quality of City's social media	57.6%	39.3%	18.3%	City Communications
Overall enforcement of City codes & ordinances	57.3%	40.1%	17.2%	Property Maintenance Codes
How quickly fire services personnel respond	88.3%	71.7%	16.6%	Public Safety Services
Availability of information about City programs & services	60.5%	46.4%	14.1%	City Communications
Overall maintenance of City streets, sidewalks & infrastructure	54.5%	40.5%	14.0%	City Maintenance/Public Works Services
Overall quality of fire & EMS services	90.1%	76.2%	13.9%	Public Safety Services
As a place to work	70.8%	57.1%	13.7%	Perceptions of the City
Visibility of police in commercial & retail areas	63.8%	50.6%	13.2%	Public Safety Services
Quality of animal control	60.8%	48.6%	12.2%	Property Maintenance Codes
Overall usefulness of City's website	54.4%	42.4%	12.0%	City Communications
City's efforts to prevent crime	60.4%	48.6%	11.8%	Public Safety Services
City's efforts to keep you informed about local issues	52.1%	43.3%	8.8%	City Communications
Timeliness of information provided by City	50.8%	42.5%	8.3%	City Communications
Condition of streets in your neighborhood	57.5%	49.3%	8.2%	City Maintenance/Public Works Services
As a place to retire	59.4%	51.6%	7.8%	Perceptions of the City
Visibility of police in neighborhoods	61.7%	54.1%	7.6%	Public Safety Services
Bulky item pick up/removal services	52.1%	46.6%	5.5%	Trash Service
Level of involvement in local decision making	34.5%	33.9%	0.6%	City Communications
Enforcing exterior maintenance of business property	45.8%	46.3%	-0.5%	Property Maintenance Codes
Enforcing cleanup of litter & debris on private property	41.9%	45.1%	-3.2%	Property Maintenance Codes
Enforcing exterior maintenance of residential property	40.5%	44.1%	-3.6%	Property Maintenance Codes
Condition of major City streets	45.5%	50.1%	-4.6%	City Maintenance/Public Works Services
Overall flow of traffic & congestion management in City	39.7%	44.8%	-5.1%	Other Services
Enforcing mowing & trimming of lawns on private property	40.4%	46.1%	-5.7%	Property Maintenance Codes
Enforcement of local traffic laws	41.6%	49.6%	-8.0%	Public Safety Services

2024 City of Wauwatosa Community Survey

Executive Summary



Investment Priorities

Recommended Priorities for the City of Wauwatosa. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services. If the City wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

Overall Priorities for the City by Category. This level of analysis reviewed the importance of and satisfaction with various categories of City services. The analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities for investment in order to raise the City's overall satisfaction rating are listed below.

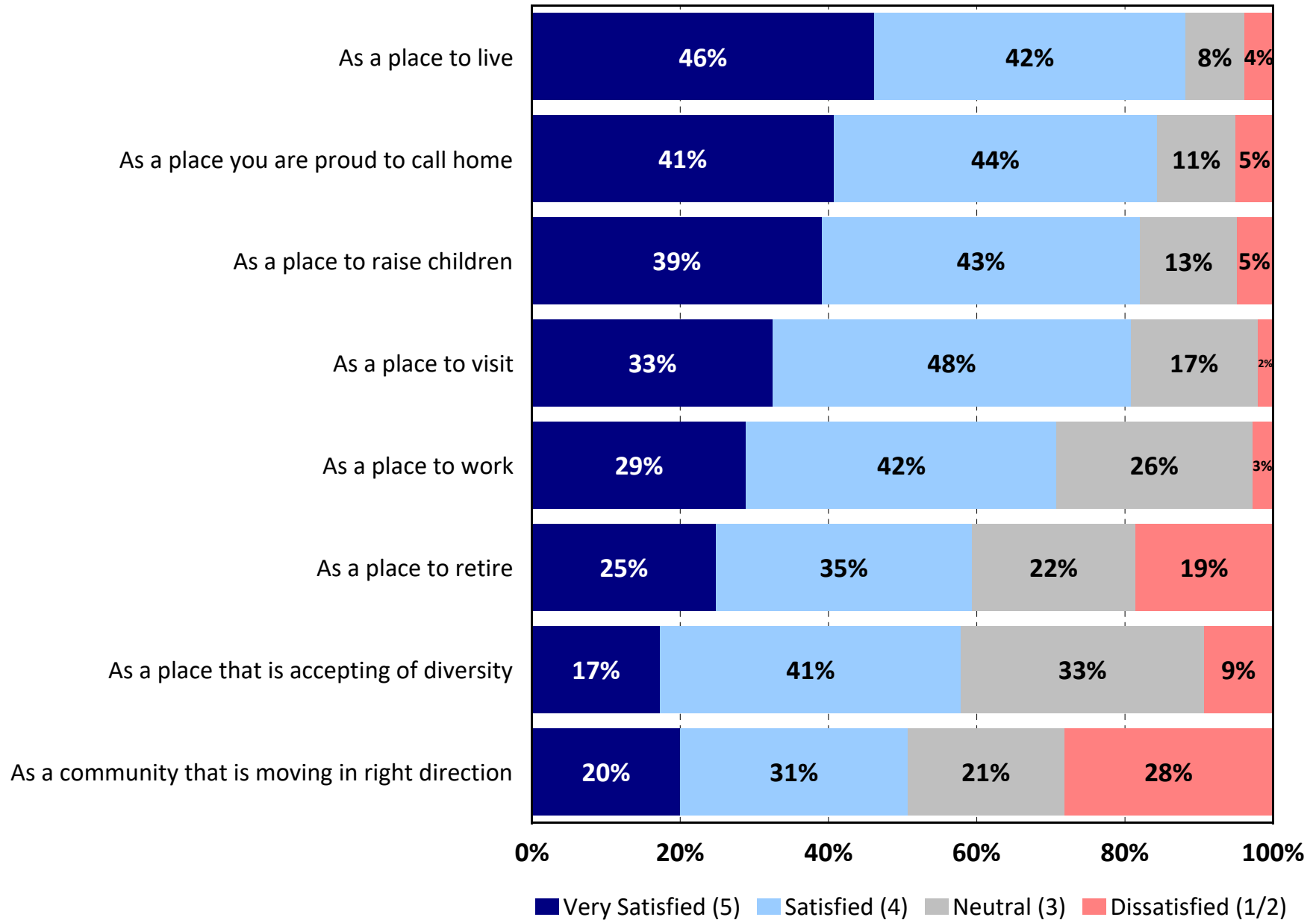
- **Public Safety:** enforcement of local traffic laws, the City's efforts to prevent crime, and visibility of police in neighborhoods
- **City Maintenance/Public Works:** overall maintenance of City streets, sidewalks and infrastructure, condition of major City streets, and condition of neighborhood streets
- **Parks and Recreation:** none of the parks and recreation categories were selected as high priorities for investment
- **Other Services:** how well the City is planning and managing redevelopment, overall flow of traffic and congestion management, overall affordability of housing, and overall value received for City tax and fees



1 Charts and Graphs

Q1. Satisfaction with Perceptions of the City

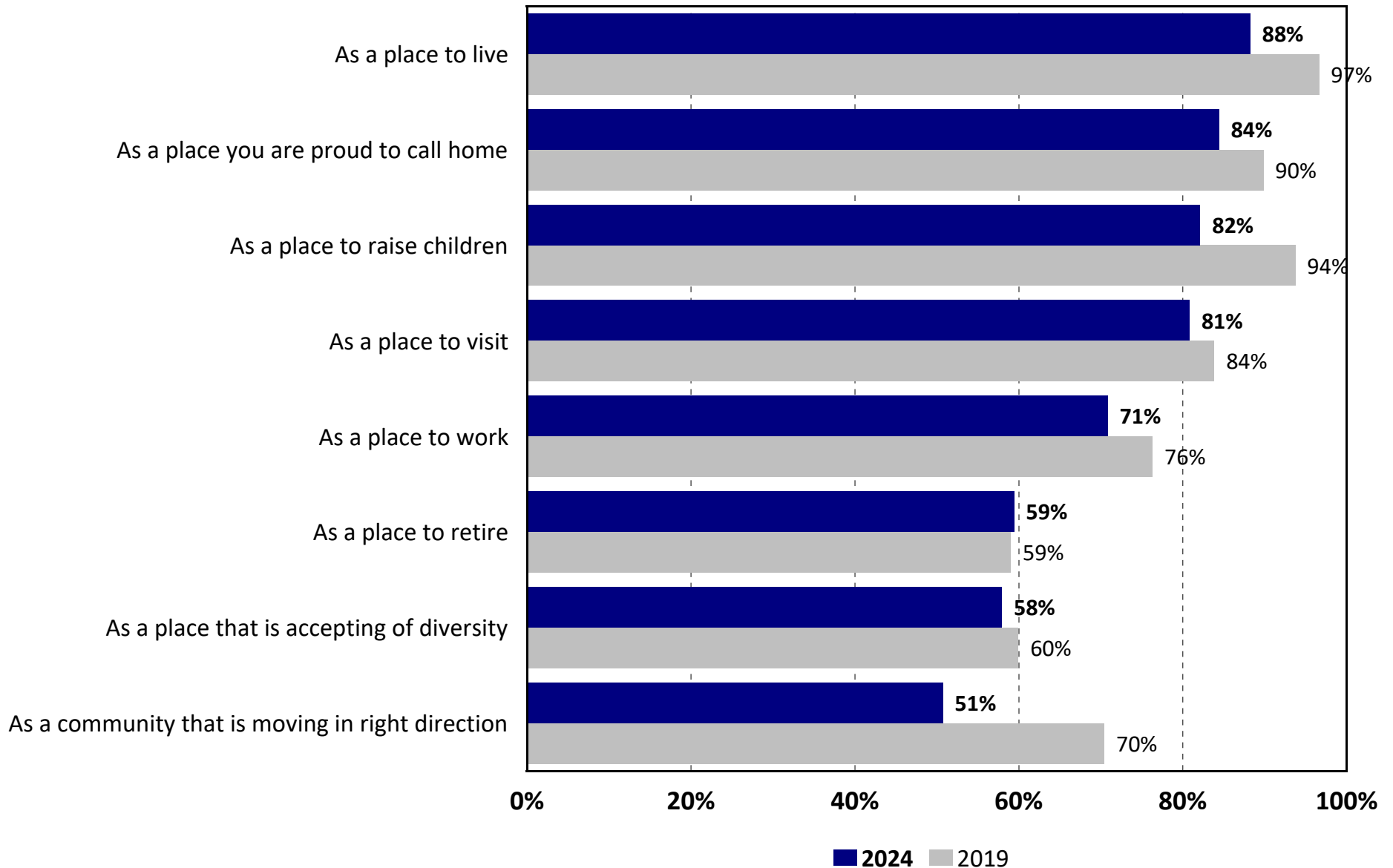
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with Perceptions of the City

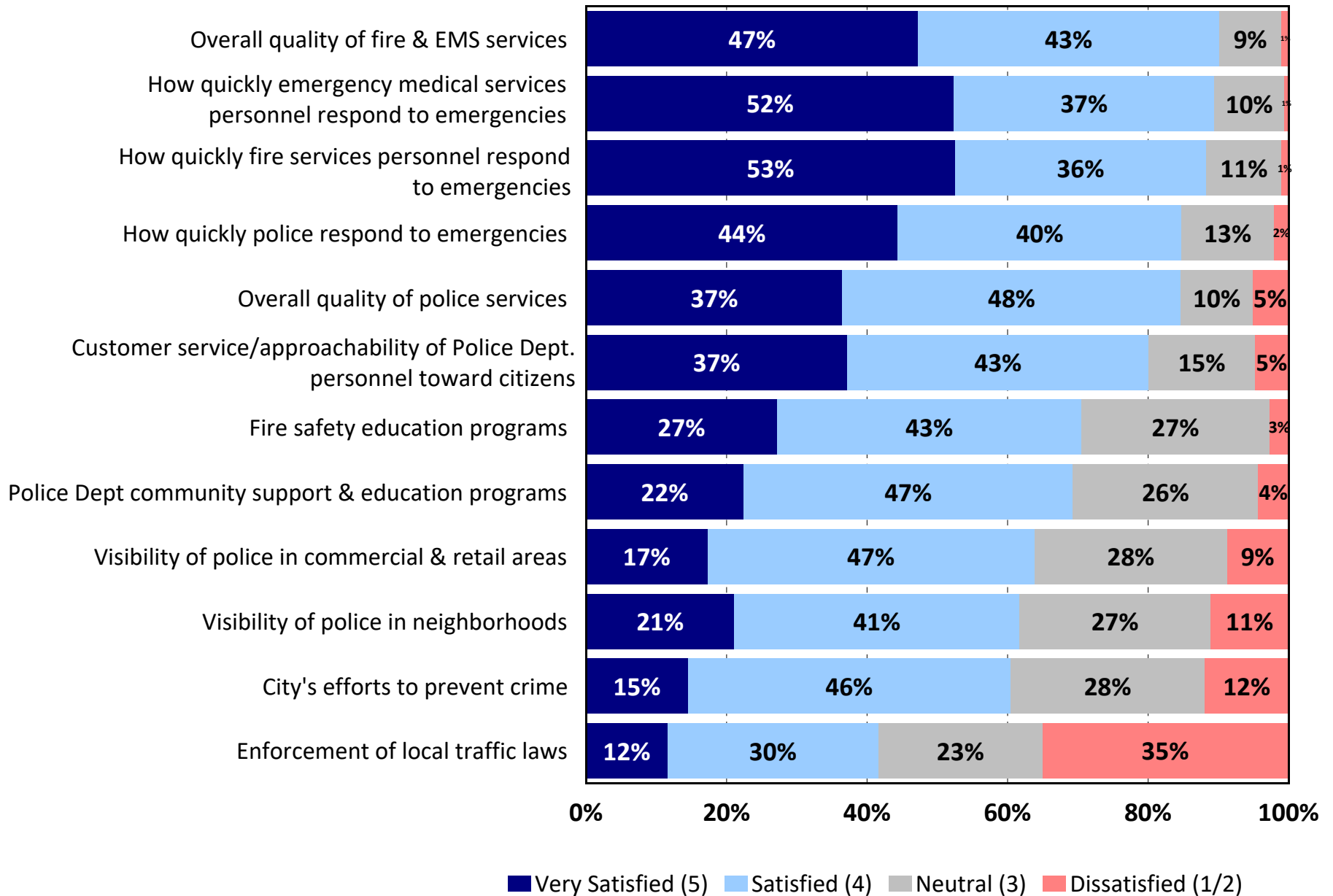
2019 vs. 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



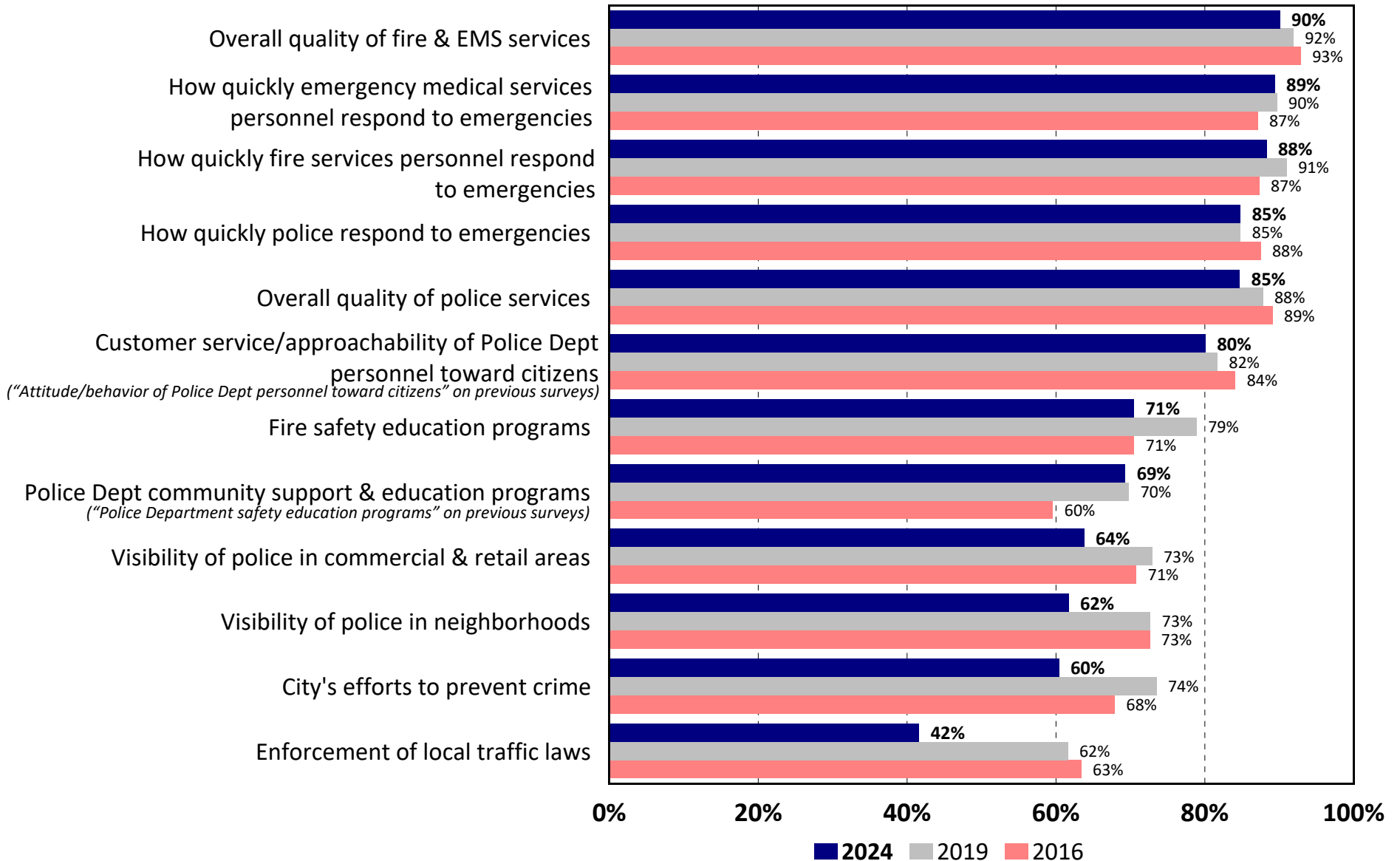
Q2. Satisfaction With Public Safety Services

by percentage of respondents (excluding don't knows)



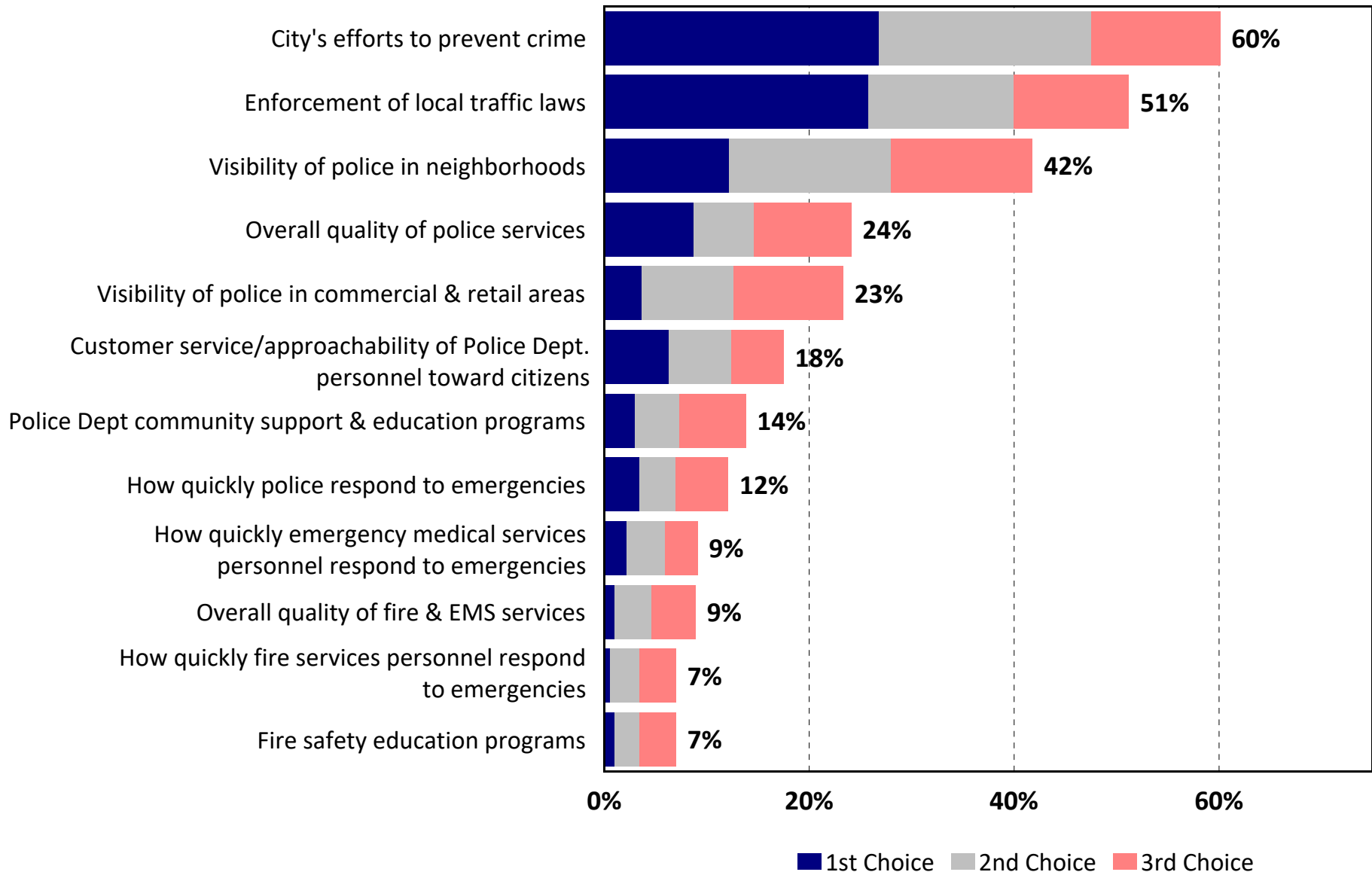
TRENDS: Satisfaction With Public Safety Services 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



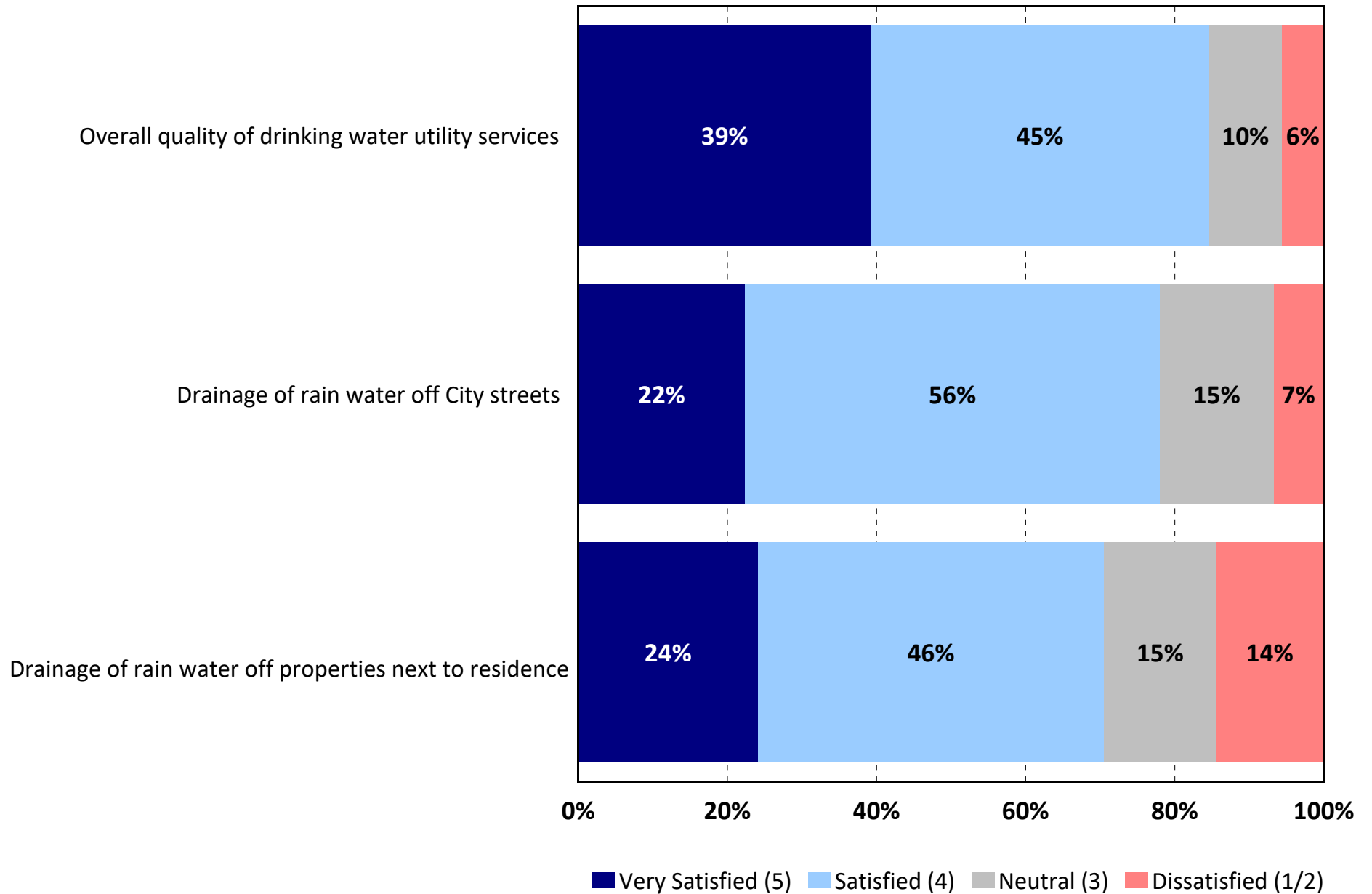
Q3. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top three choices



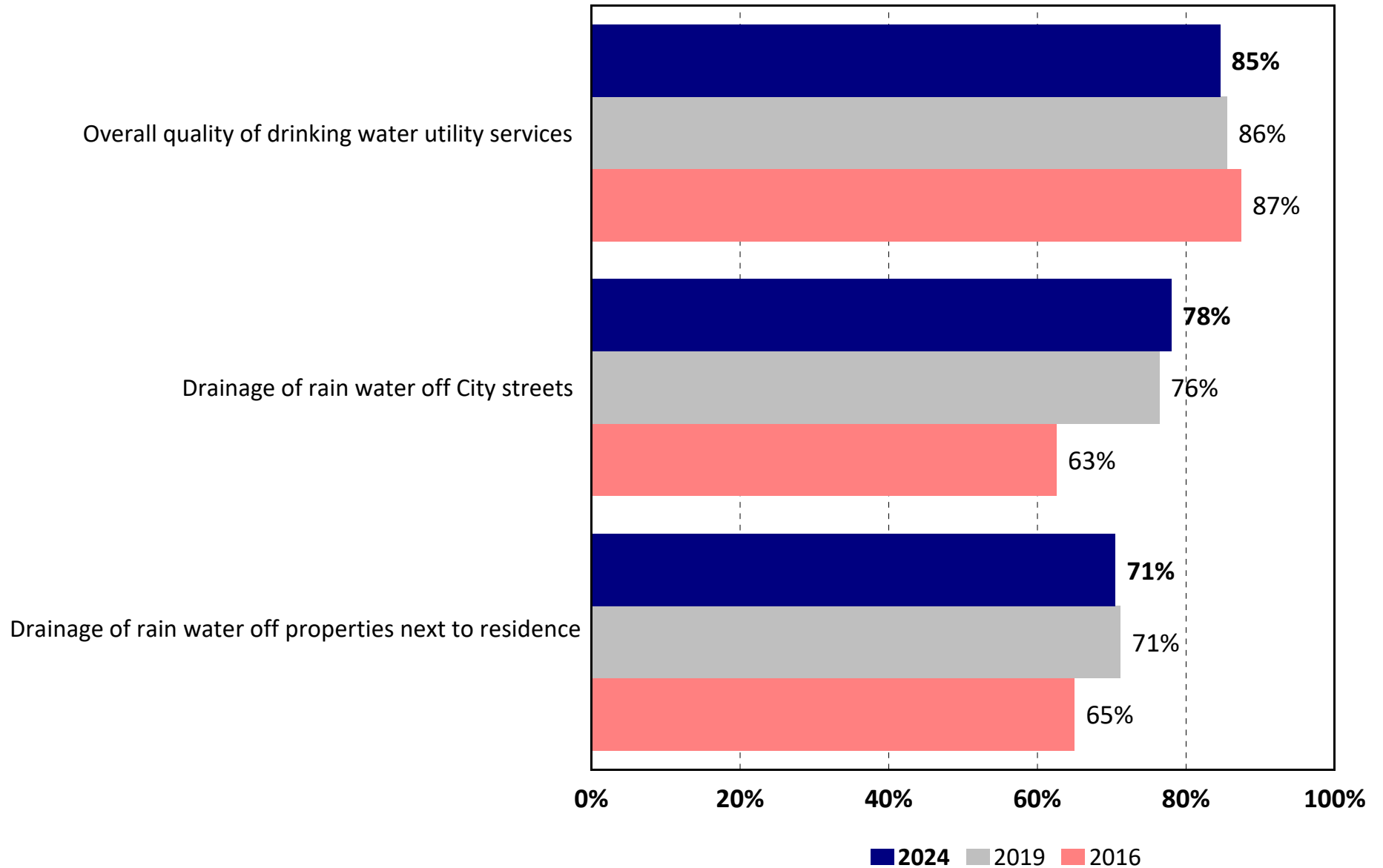
Q4. Satisfaction with Utility Services

by percentage of respondents (excluding don't knows)



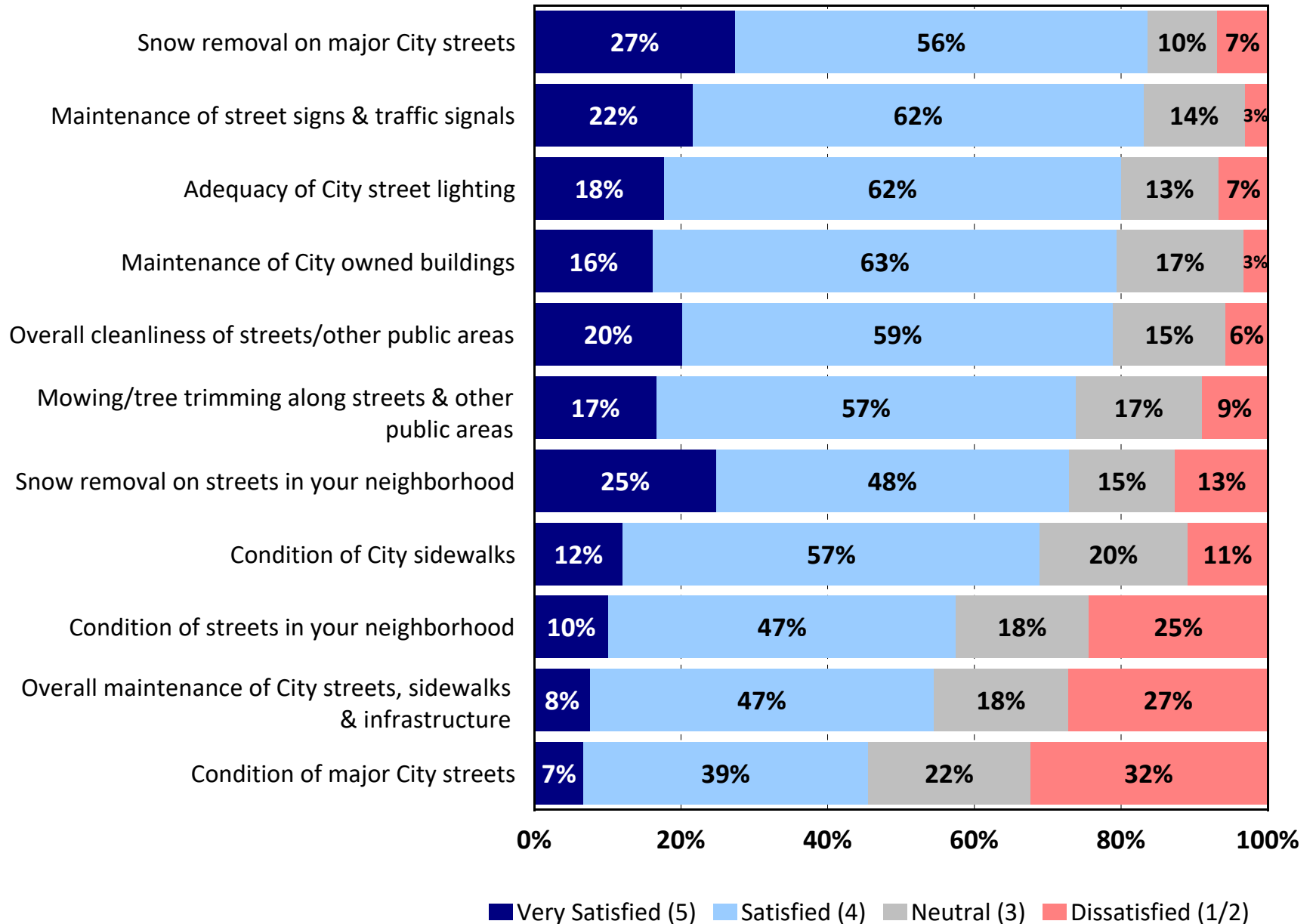
TRENDS: Satisfaction with Utility Services 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



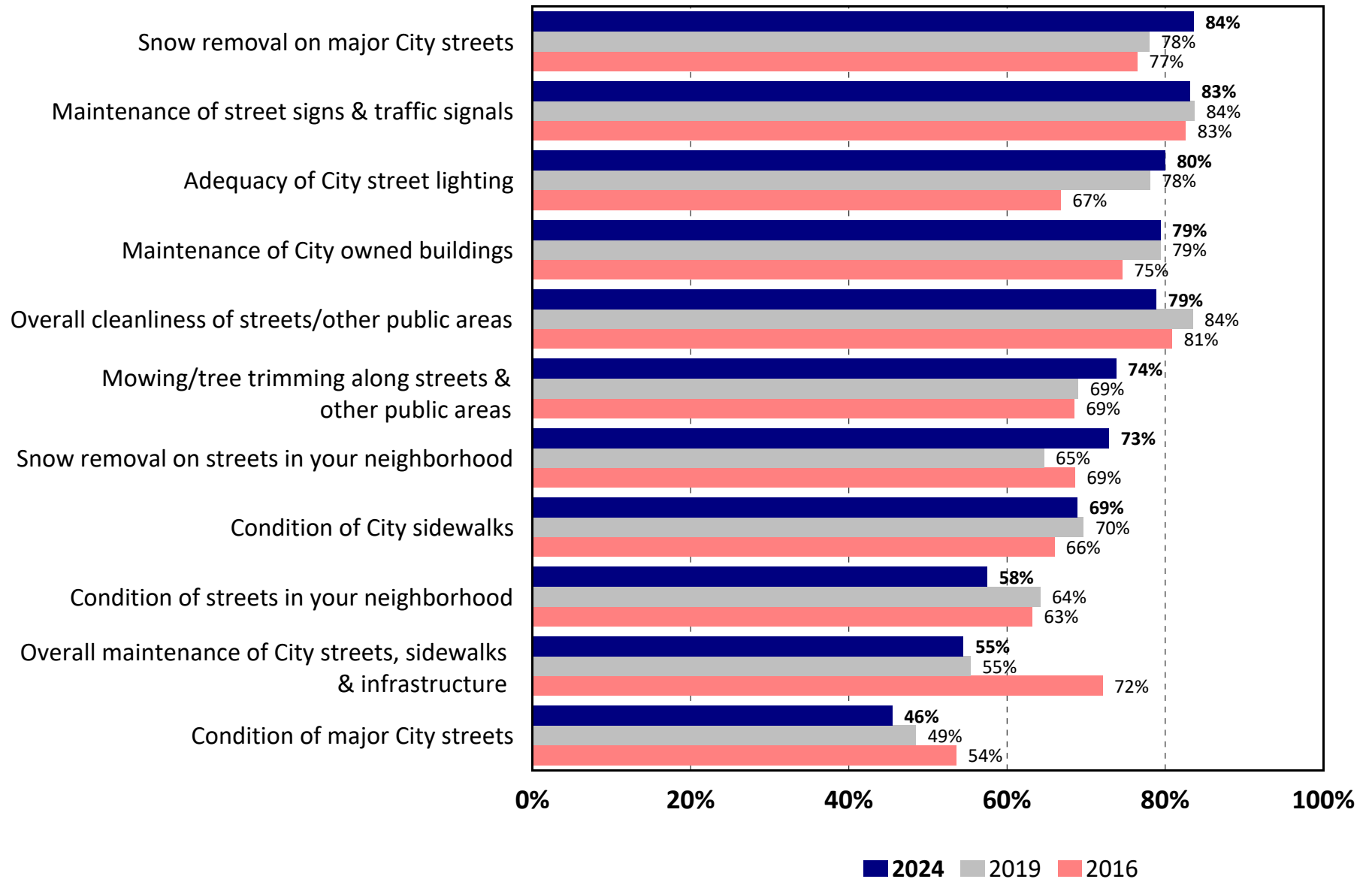
Q5. Satisfaction with City Maintenance/Public Works Services

by percentage of respondents (excluding don't knows)



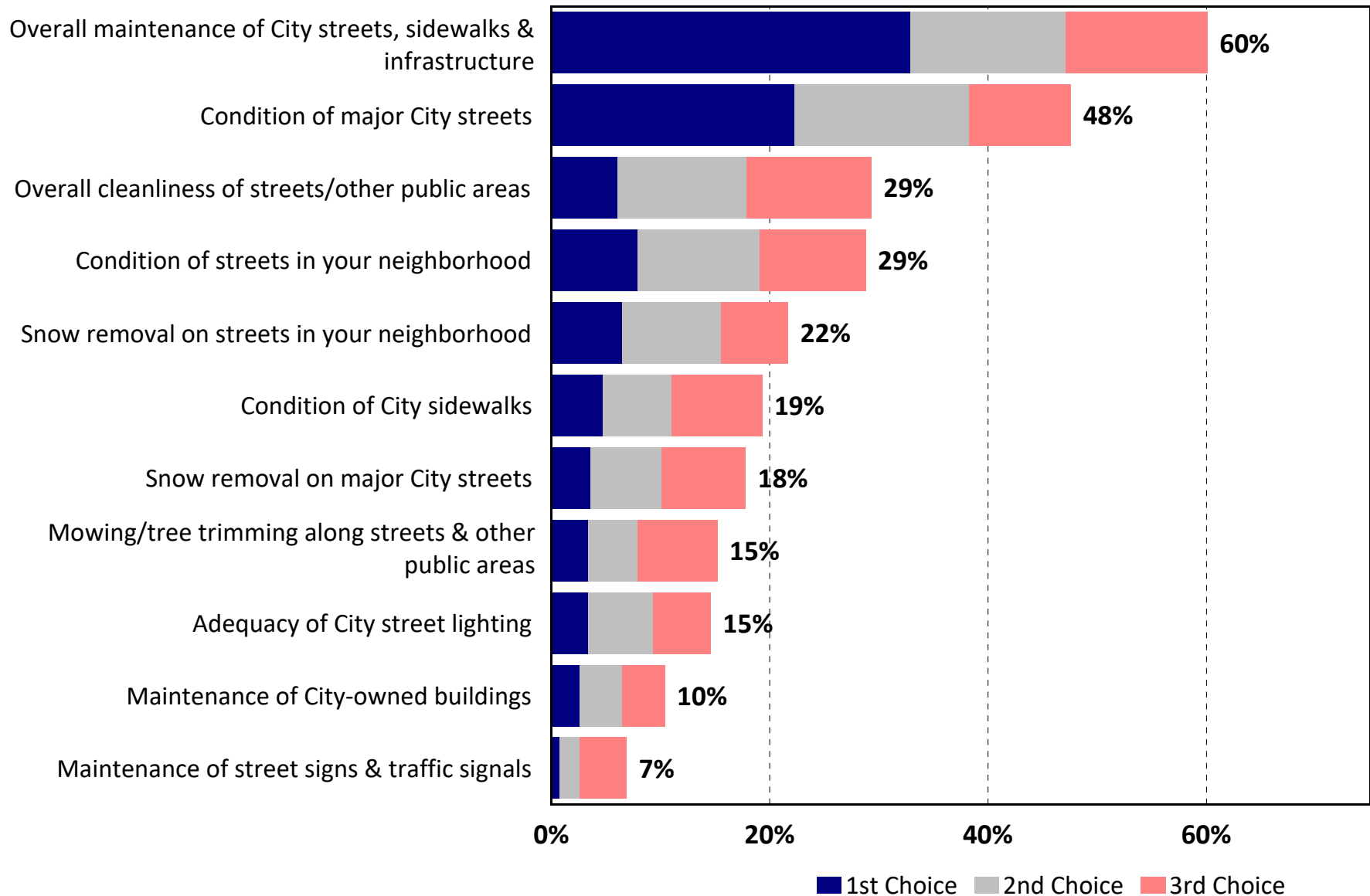
TRENDS: Satisfaction with City Maintenance/ Public Works Services - 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



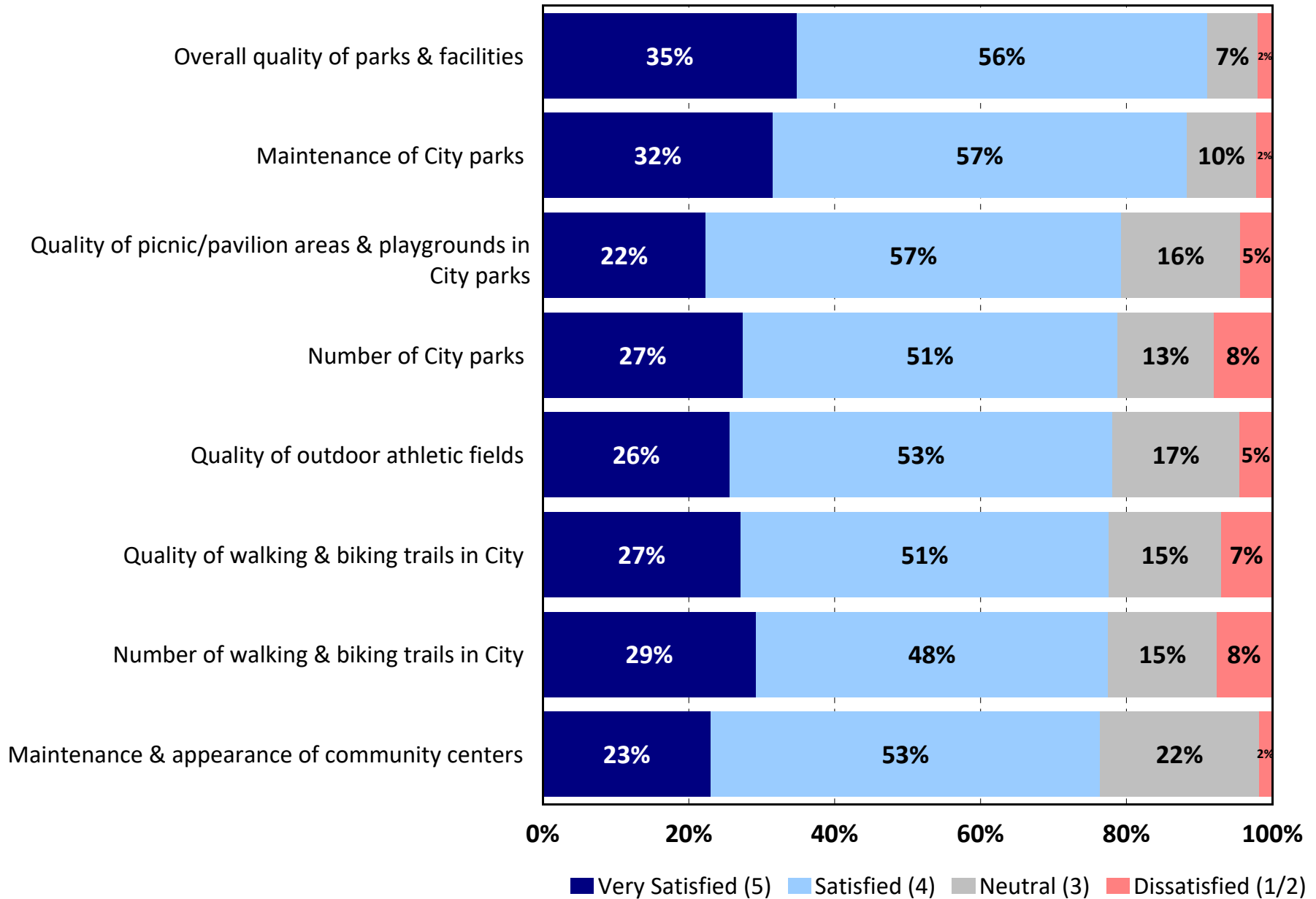
Q6. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top three choices



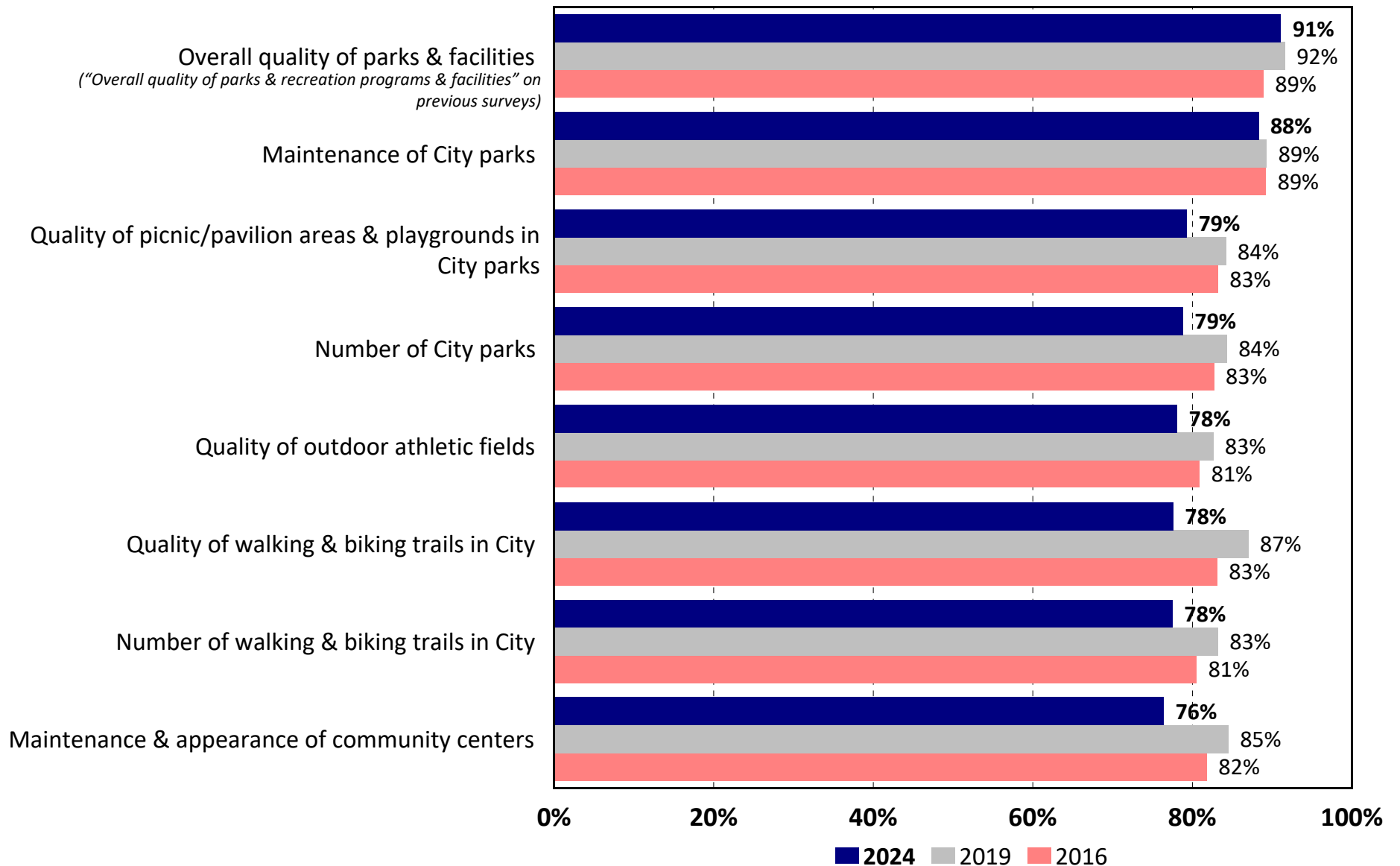
Q7. Satisfaction with Parks and Recreation Services

by percentage of respondents (excluding don't knows)



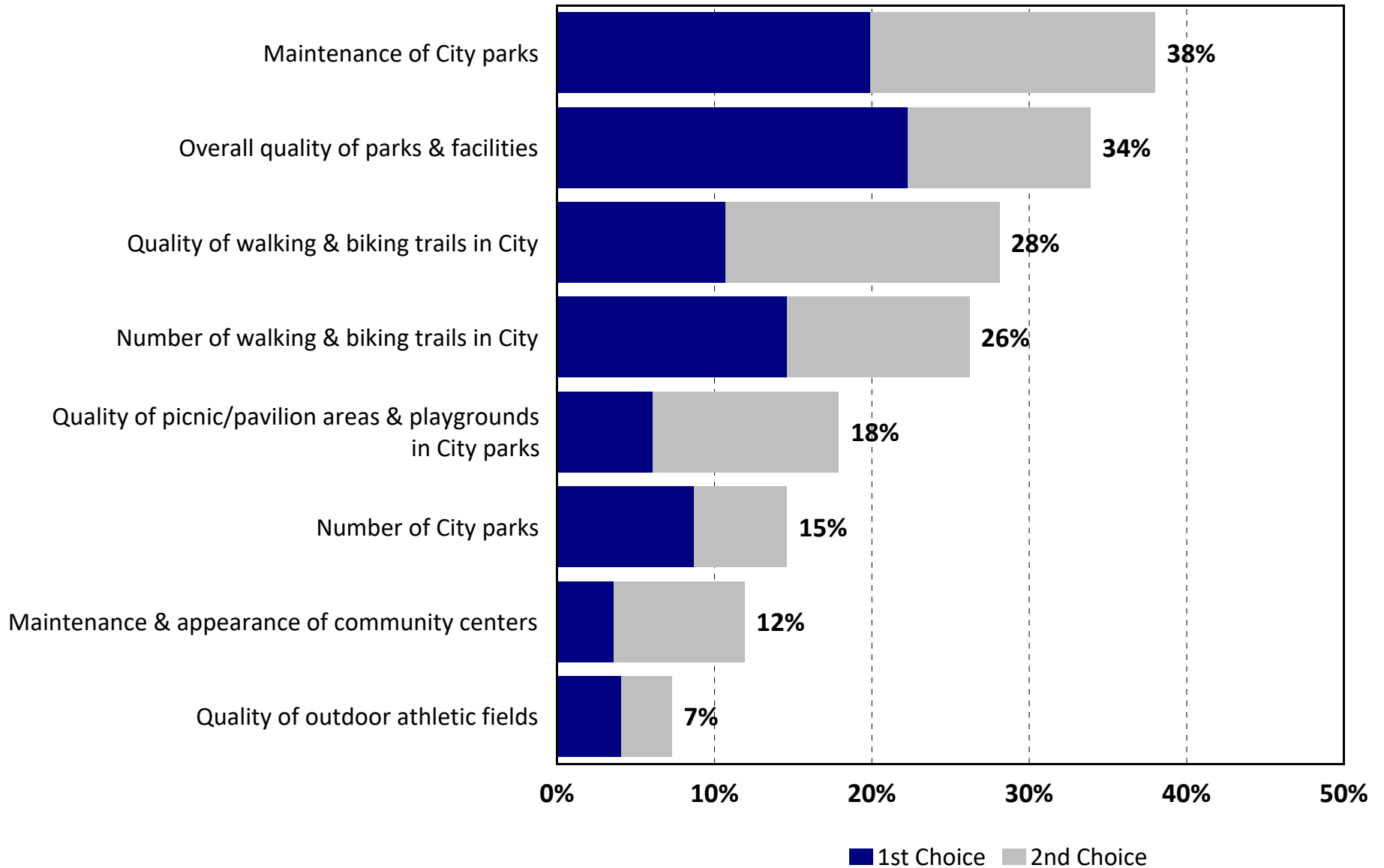
TRENDS: Satisfaction with Parks and Recreation Services 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



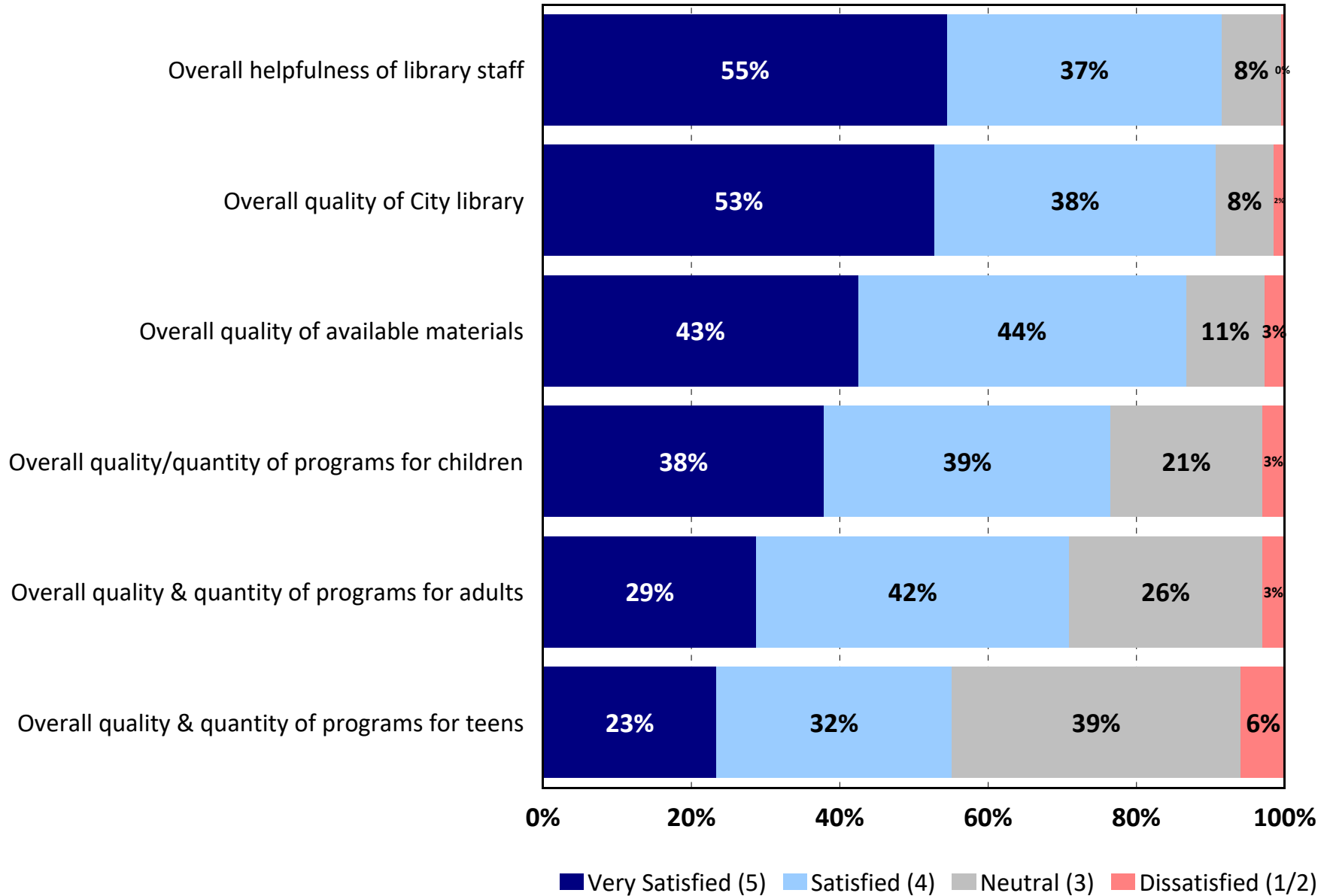
Q8. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top two choices



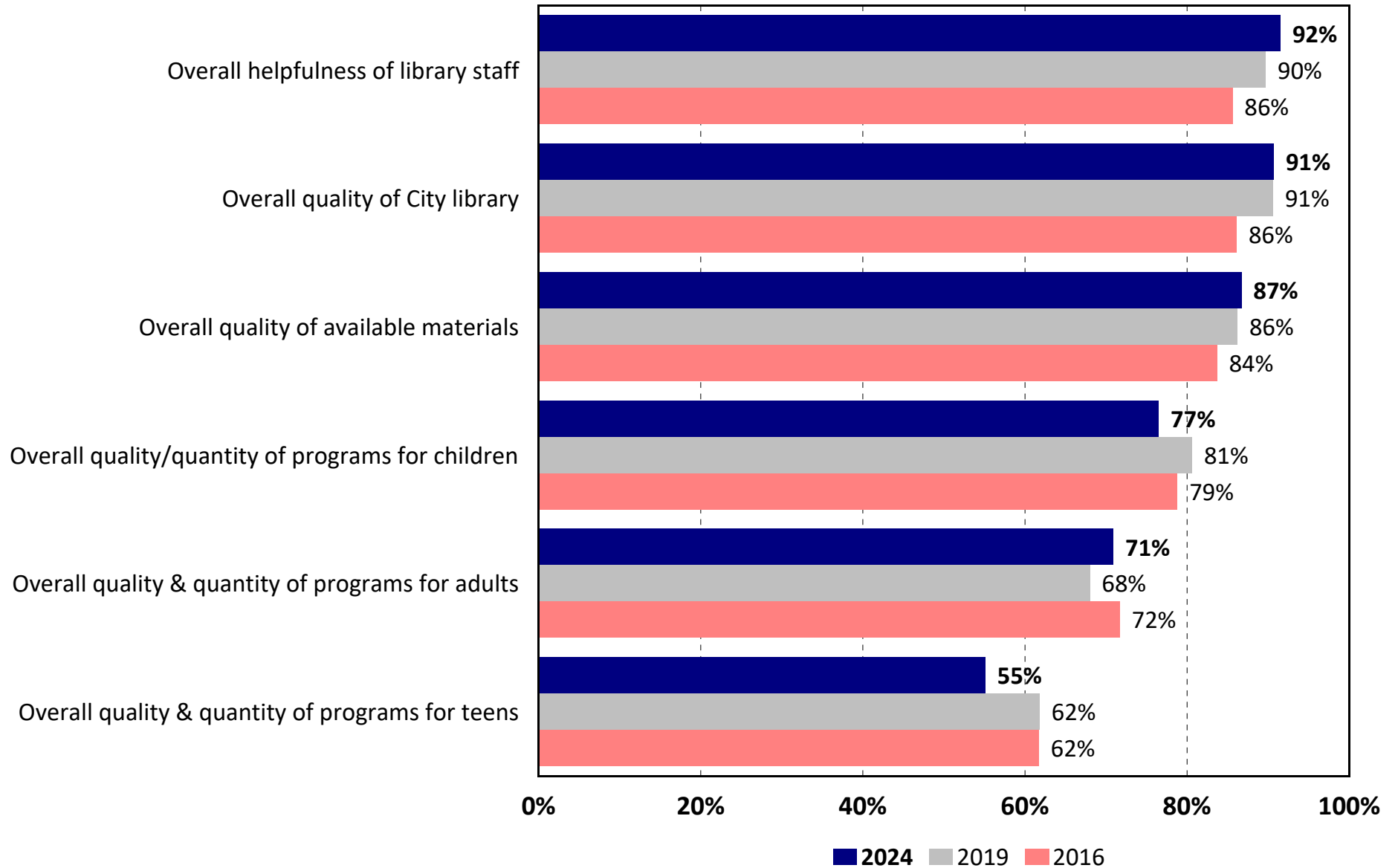
Q9. Satisfaction with Library Services

by percentage of respondents (excluding don't knows)



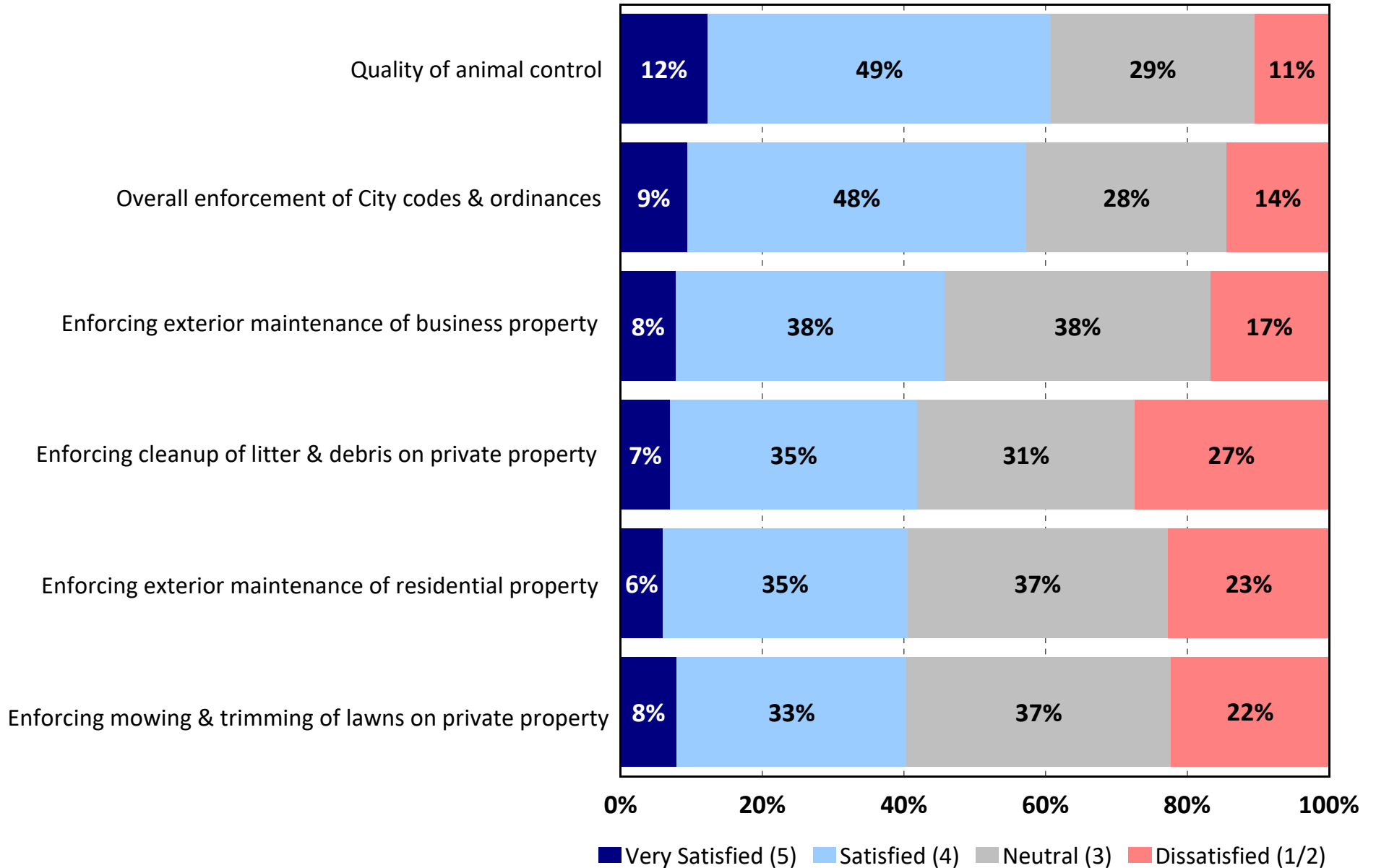
TRENDS: Satisfaction with Library Services 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



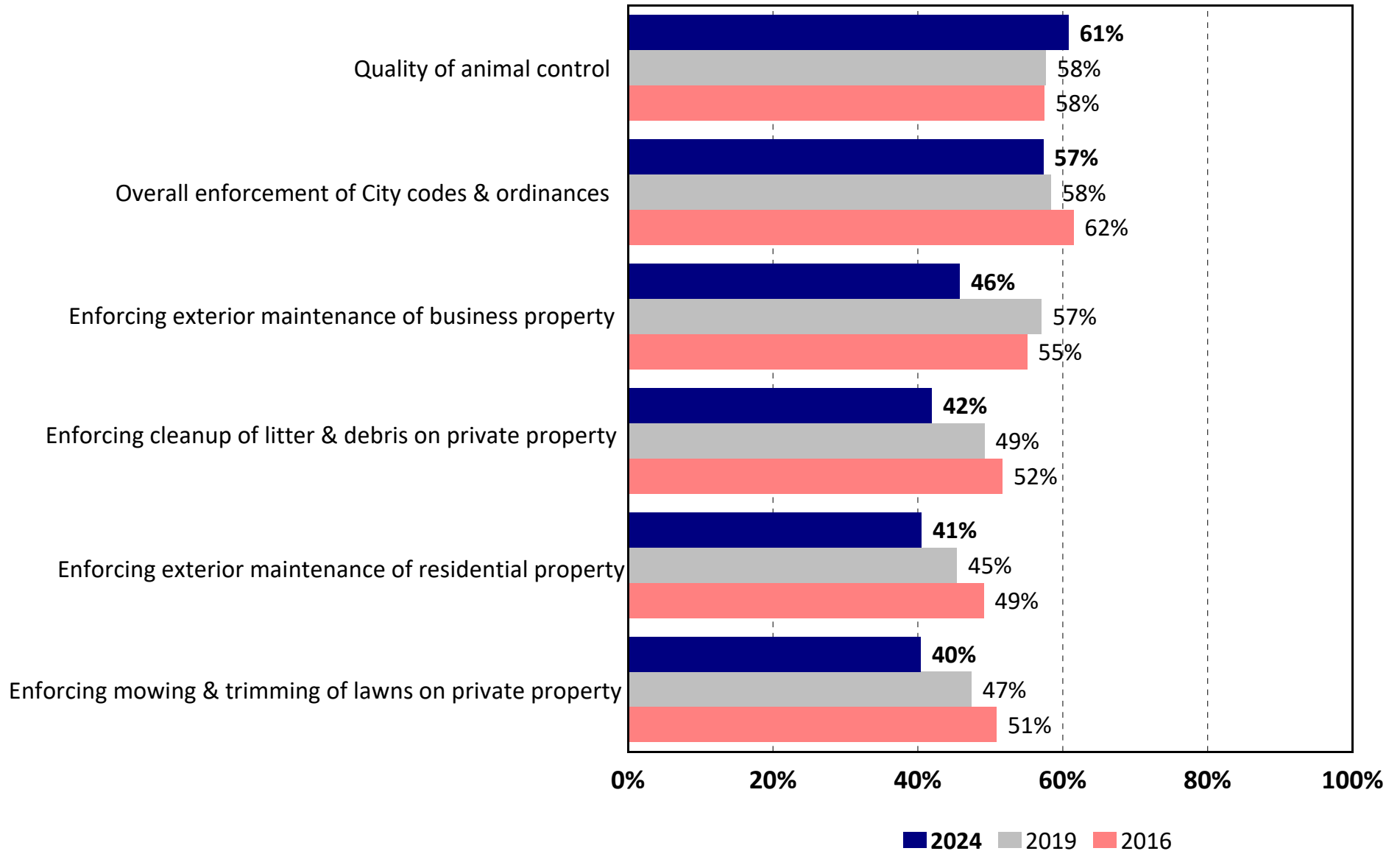
Q10. Satisfaction with Property Maintenance Codes

by percentage of respondents (excluding don't knows)



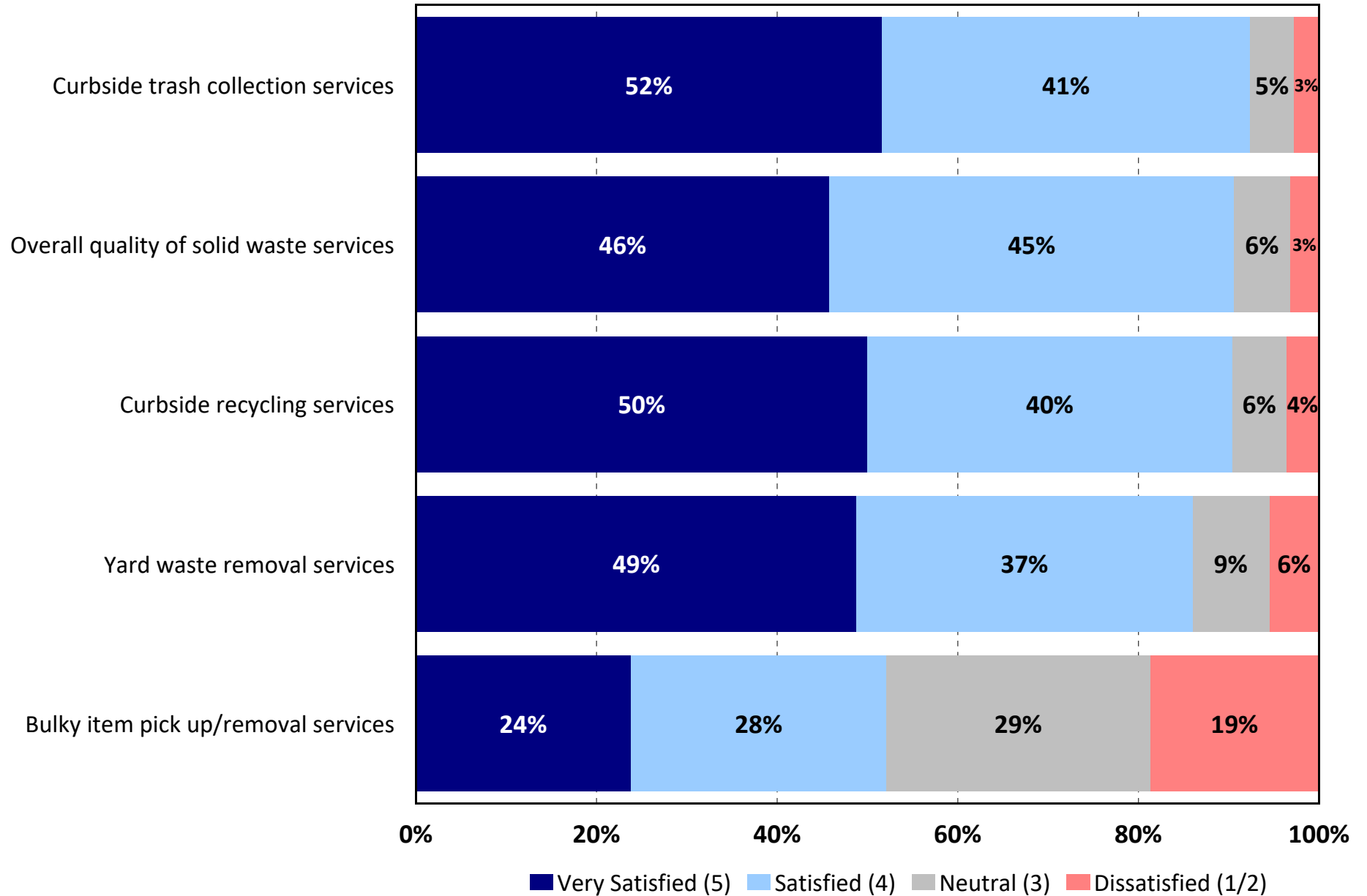
TRENDS: Satisfaction with Property Maintenance Codes 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



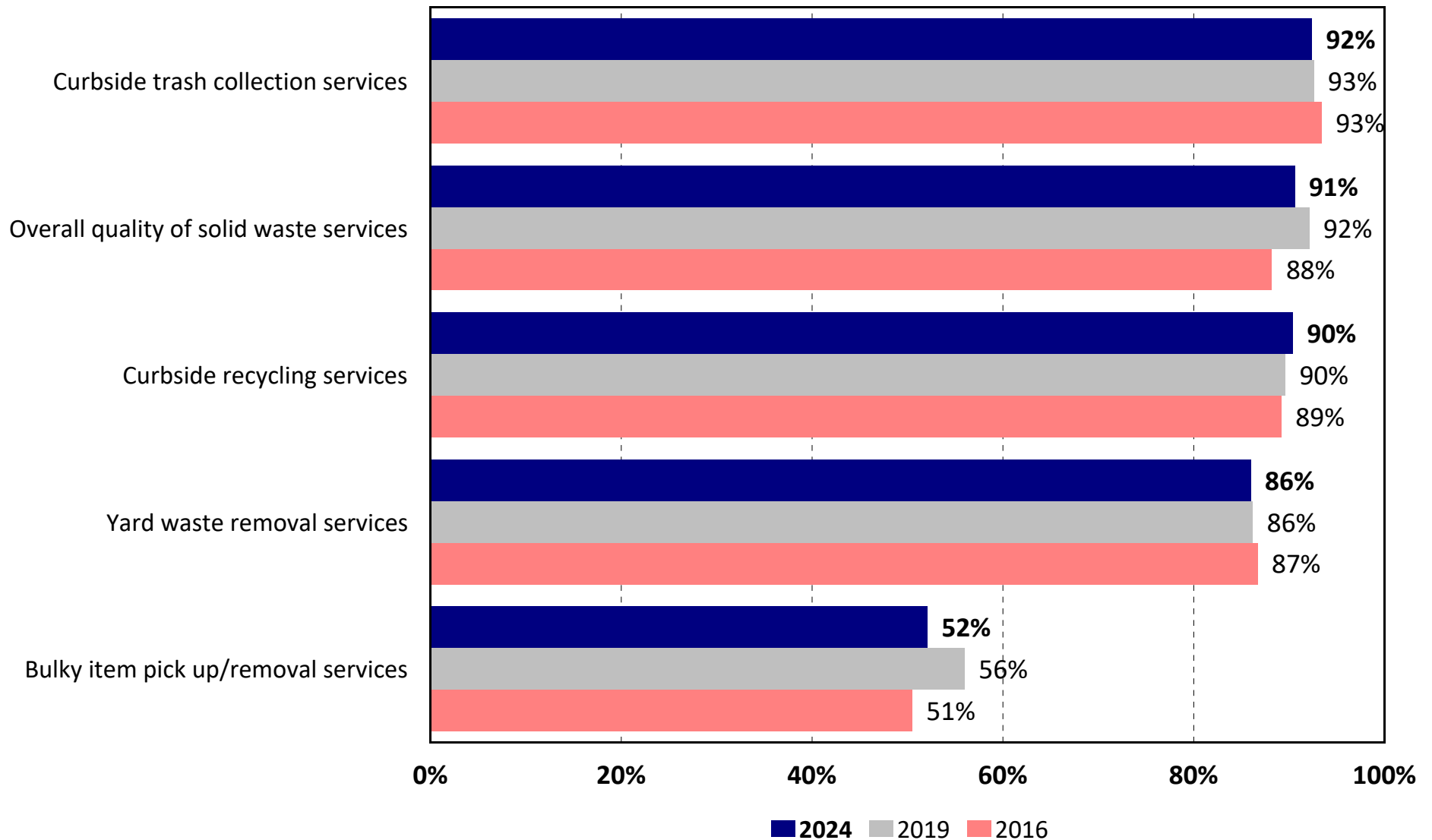
Q11. Satisfaction with Trash Service

by percentage of respondents (excluding don't knows)



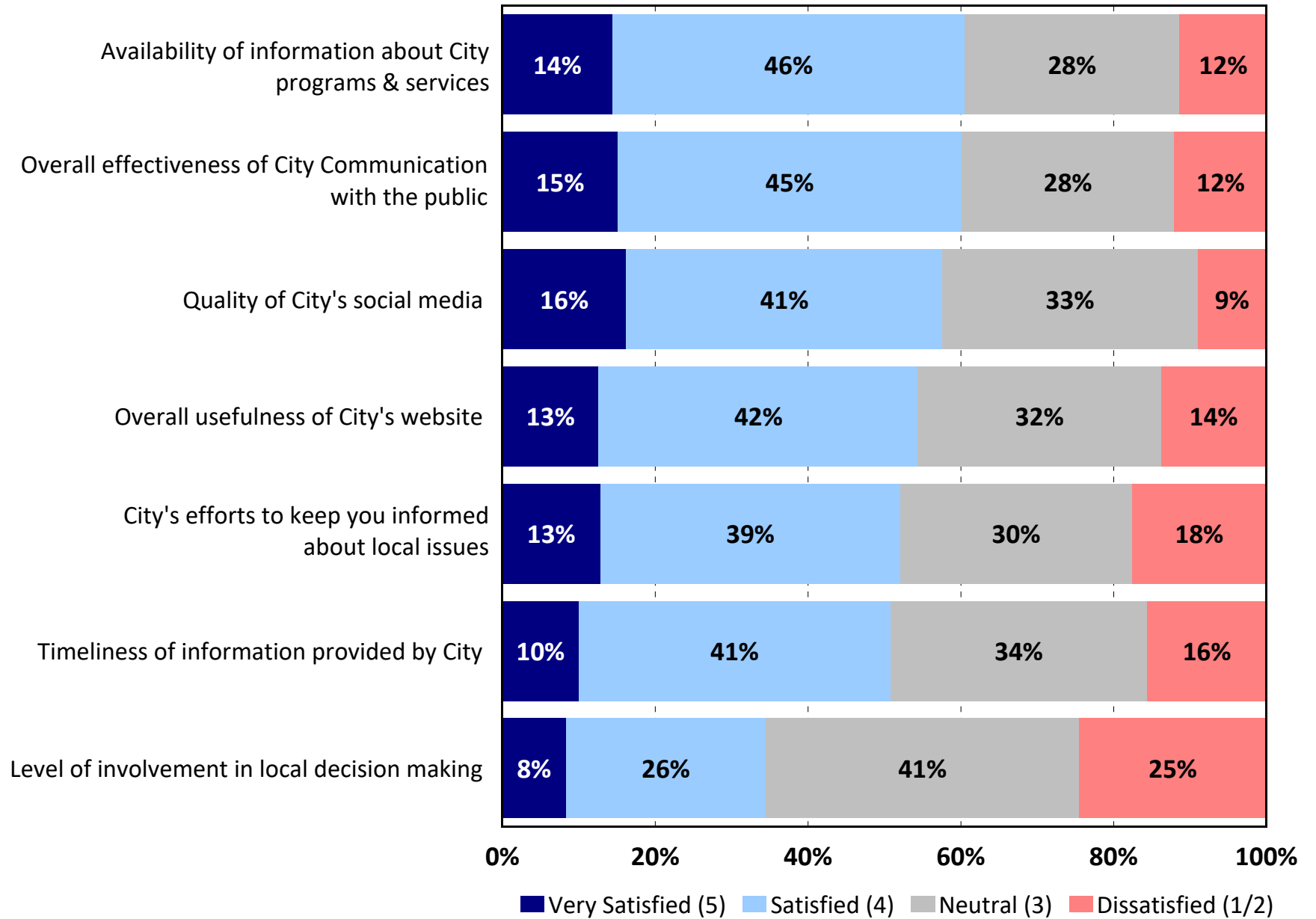
TRENDS: Satisfaction with Trash Service 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Q12. Satisfaction with City Communications

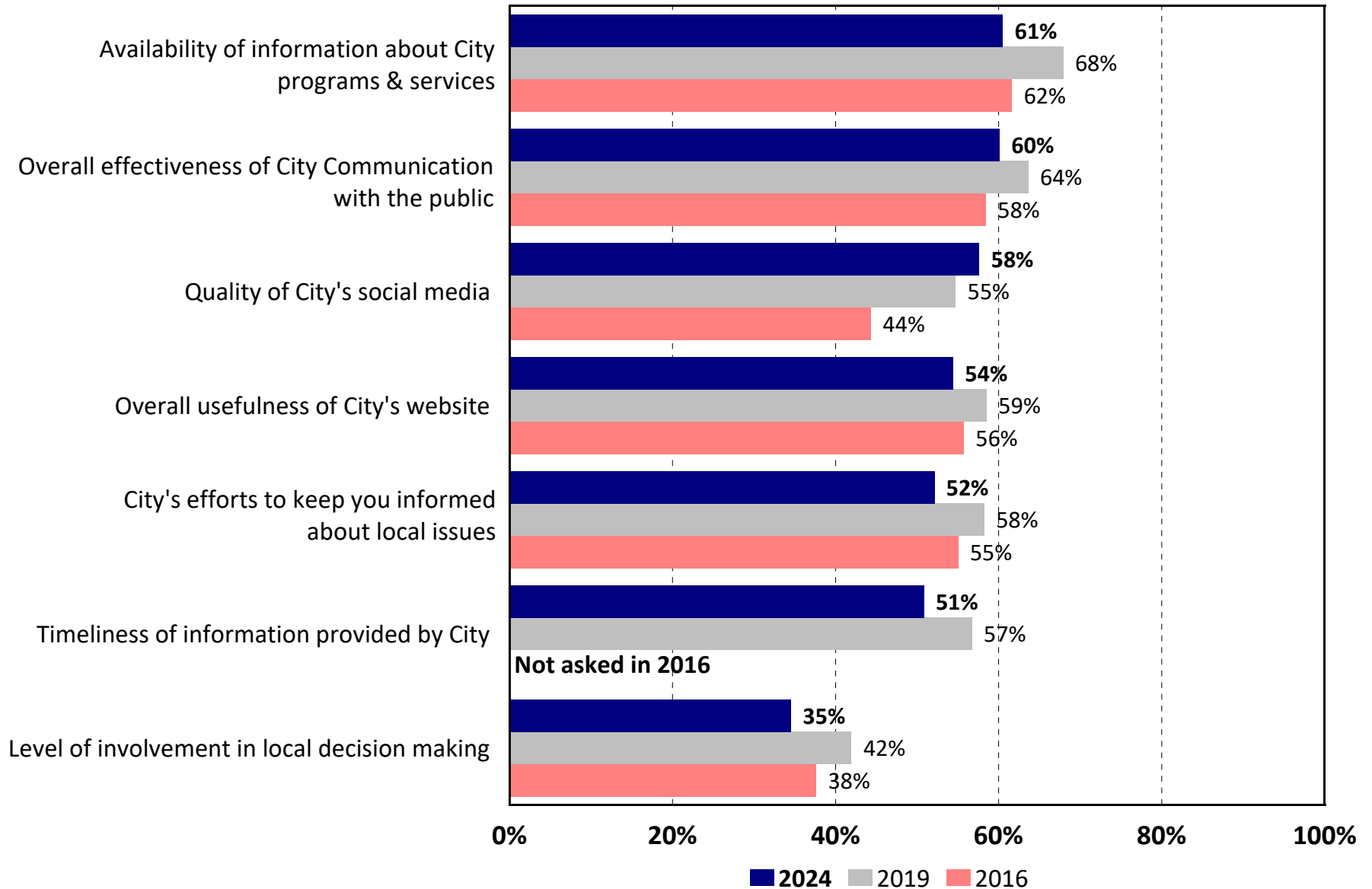
by percentage of respondents (excluding don't knows)



TRENDS: Satisfaction with City Communications

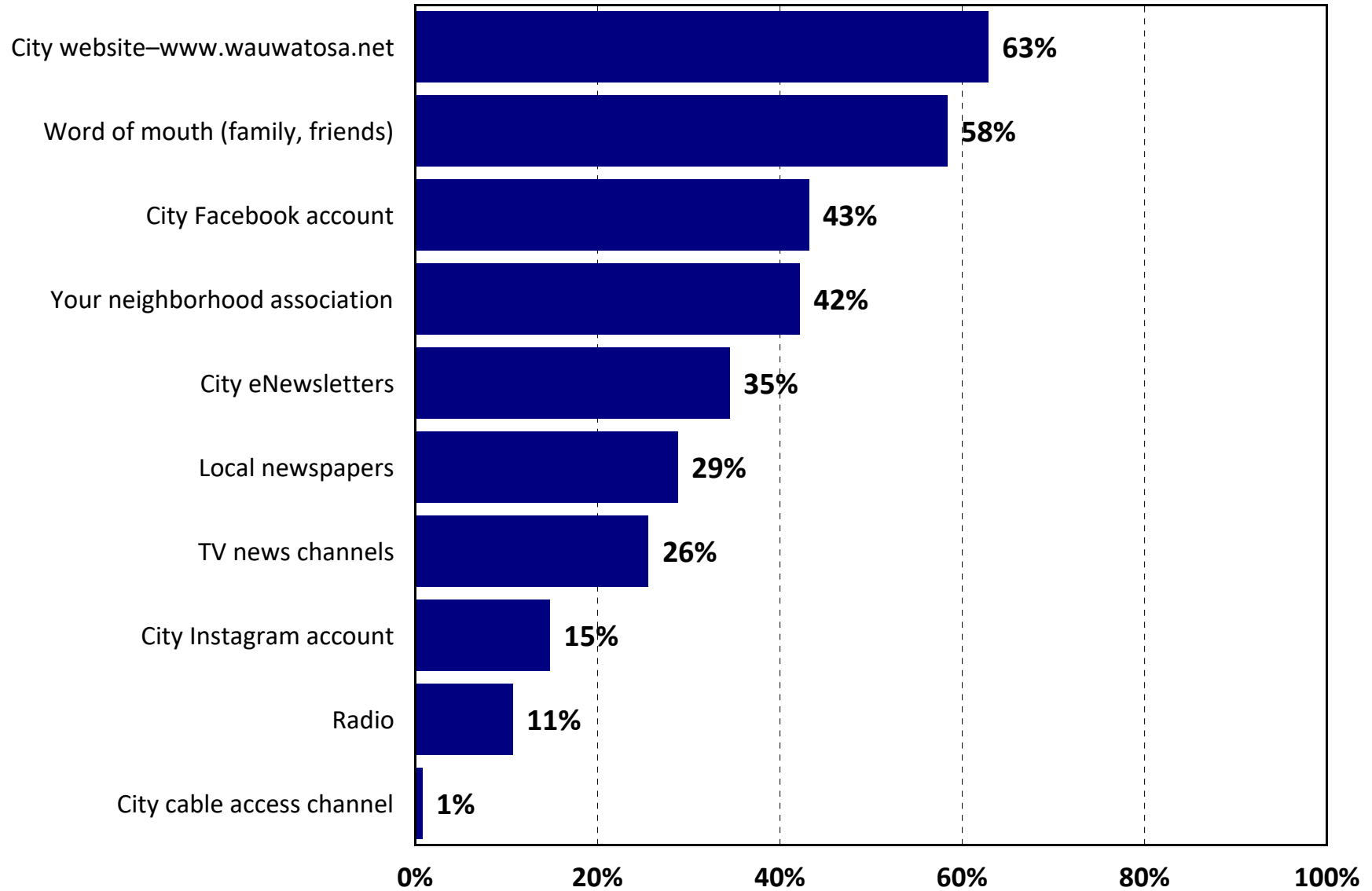
2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



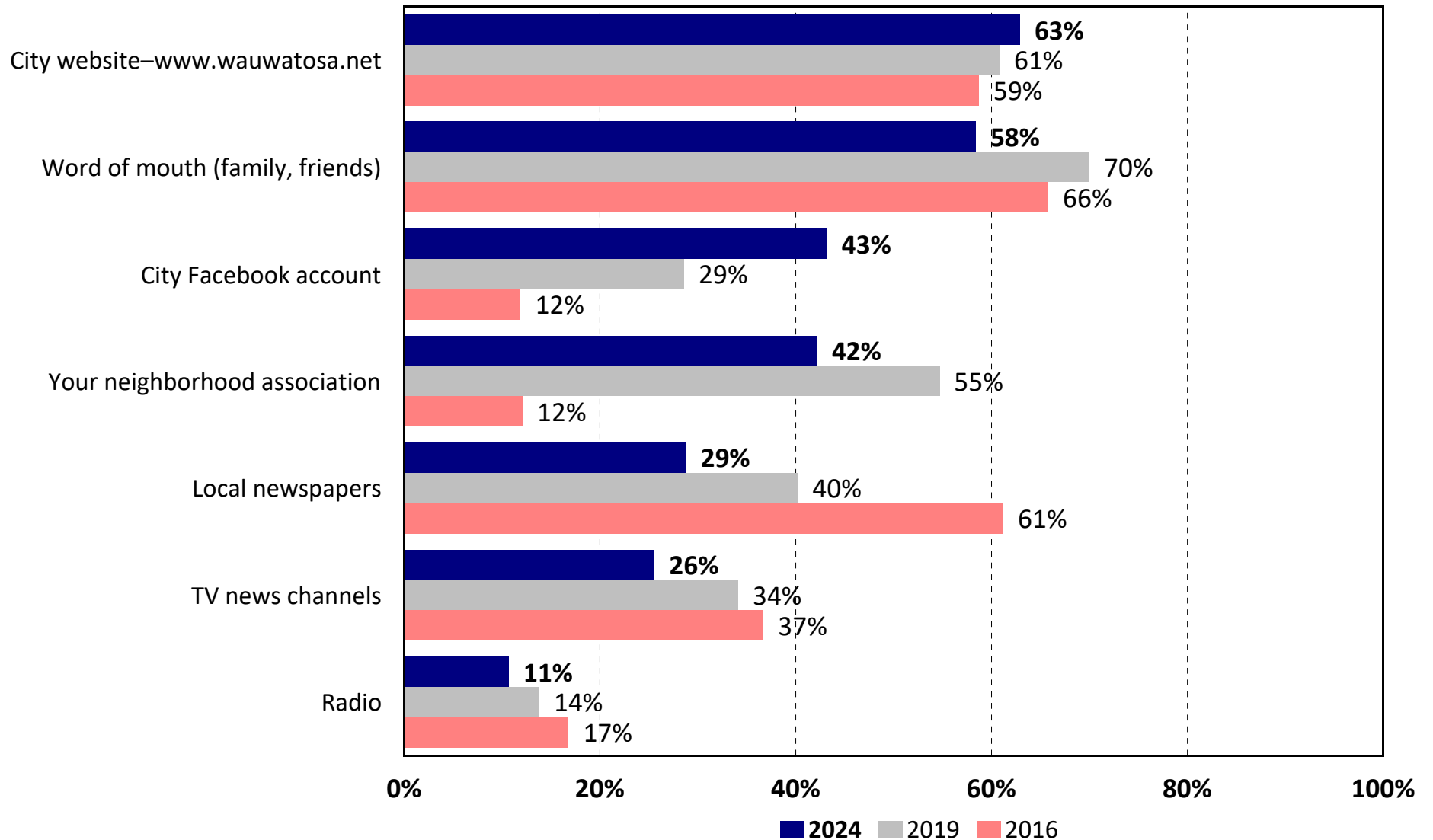
Q13. Sources Used to Get Information About the City

by percentage of respondents (multiple selections could be made)



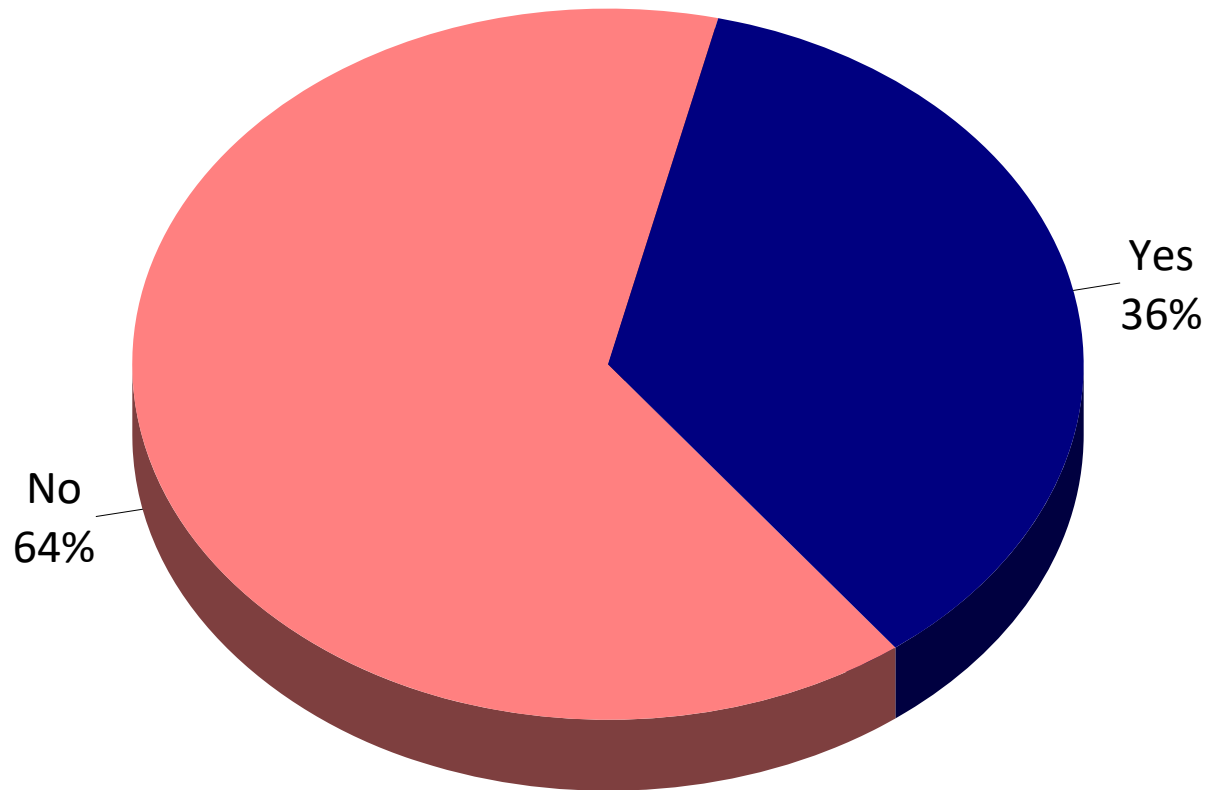
TRENDS: Sources Used to Get Information About the City 2016 to 2024

by percentage of respondents (multiple selections could be made)



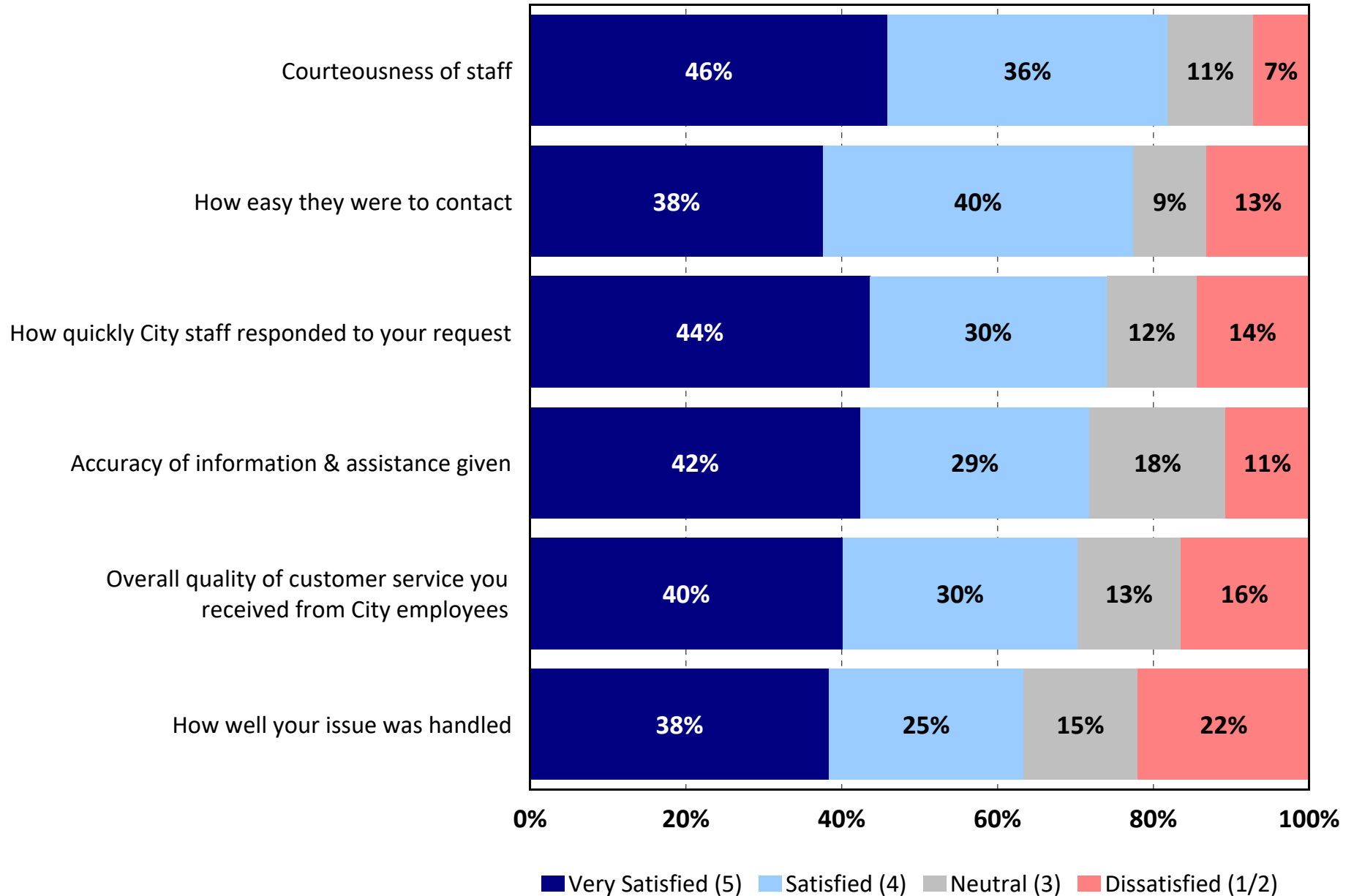
Q14. Have you contacted the City with a question, problem, or complaint in the past year?

by percentage of respondents



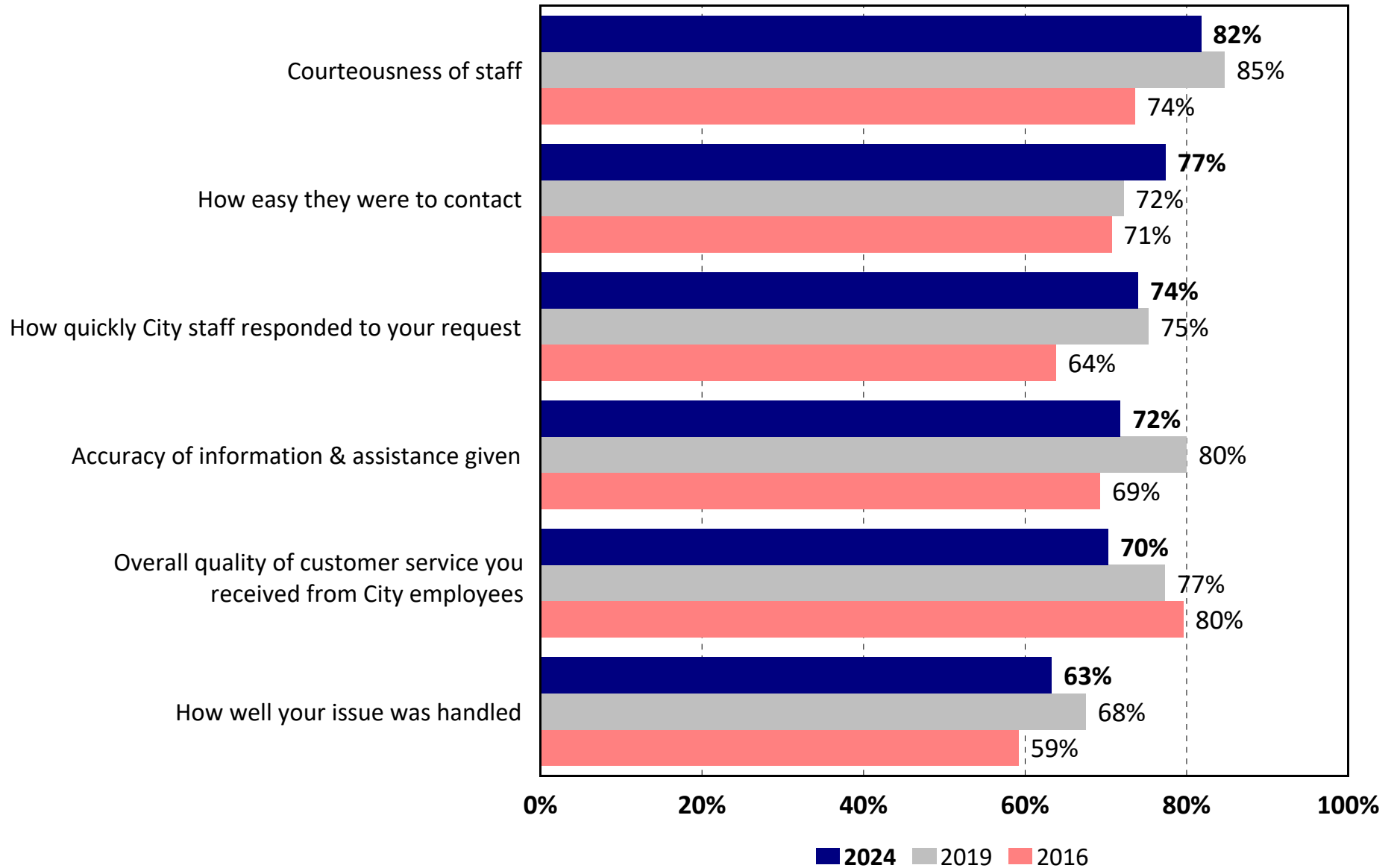
Q14a. Satisfaction with Customer Service

by percentage of respondents who contacted the City in the past year (excluding don't knows)



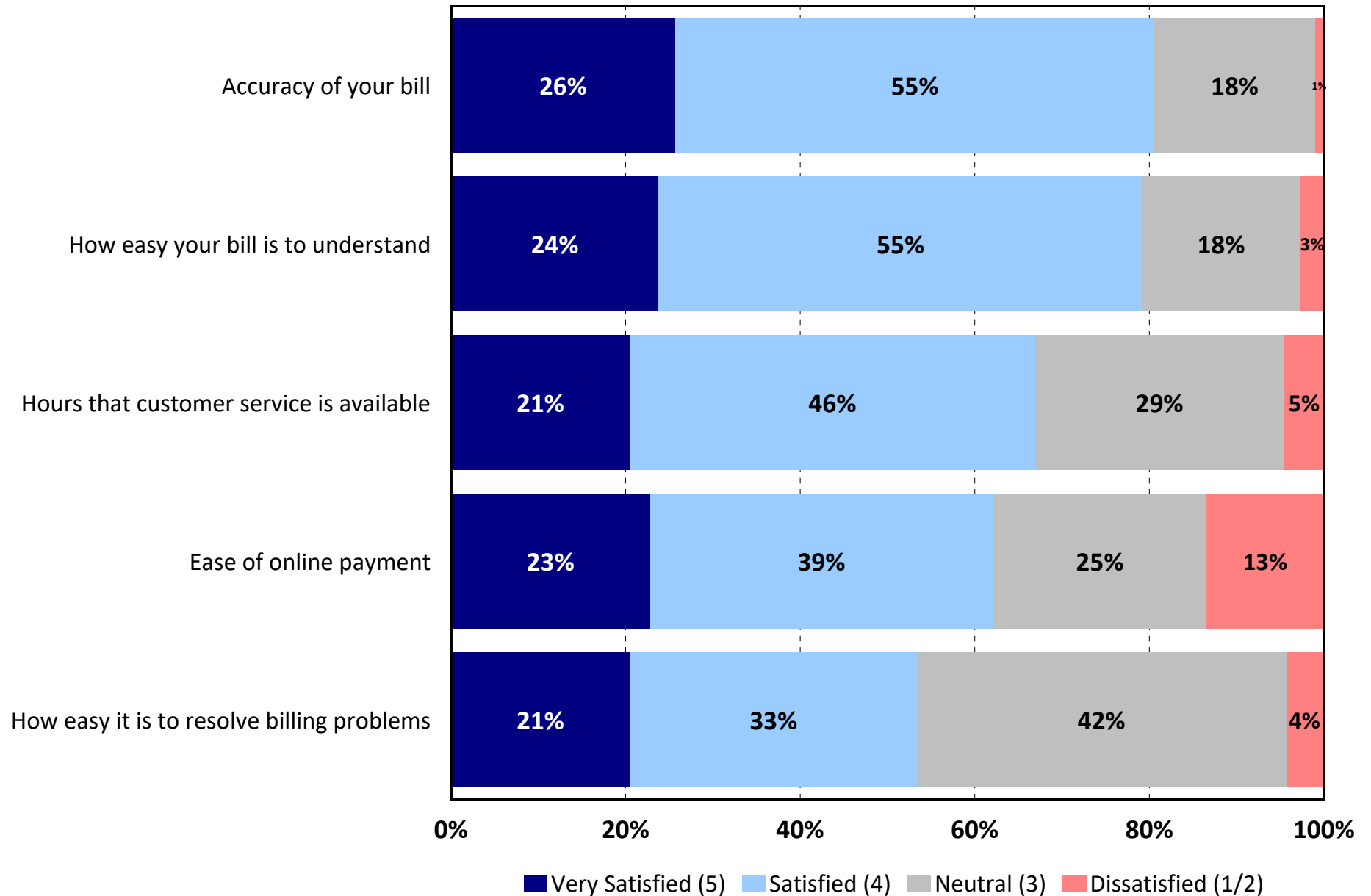
TRENDS: Satisfaction with Customer Service 2016 to 2024

by percentage of respondents who contacted the City in the past year (excluding don't knows)



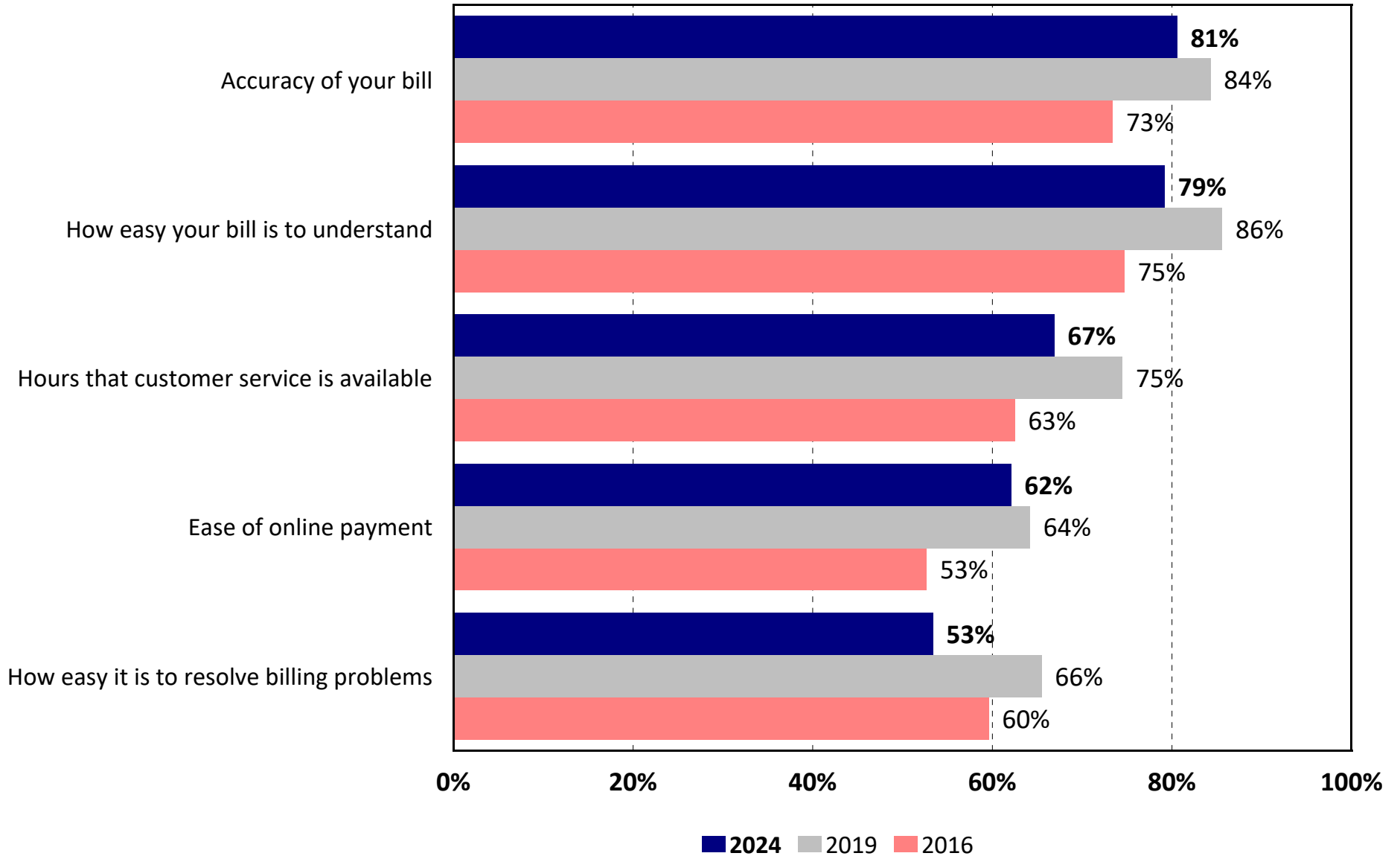
Q15. Satisfaction with Billing

by percentage of respondents (excluding don't knows)



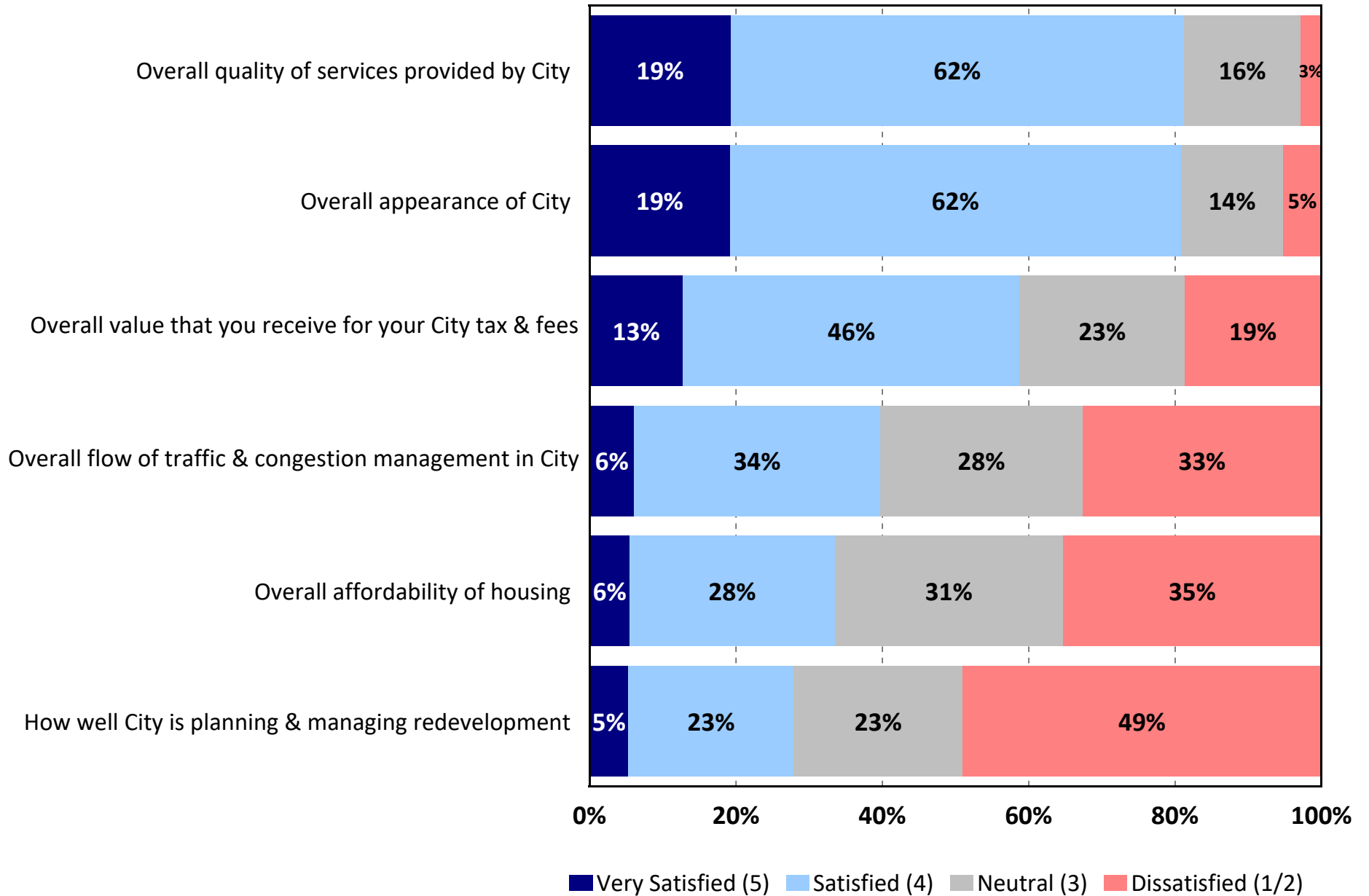
TRENDS: Satisfaction with Billing 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



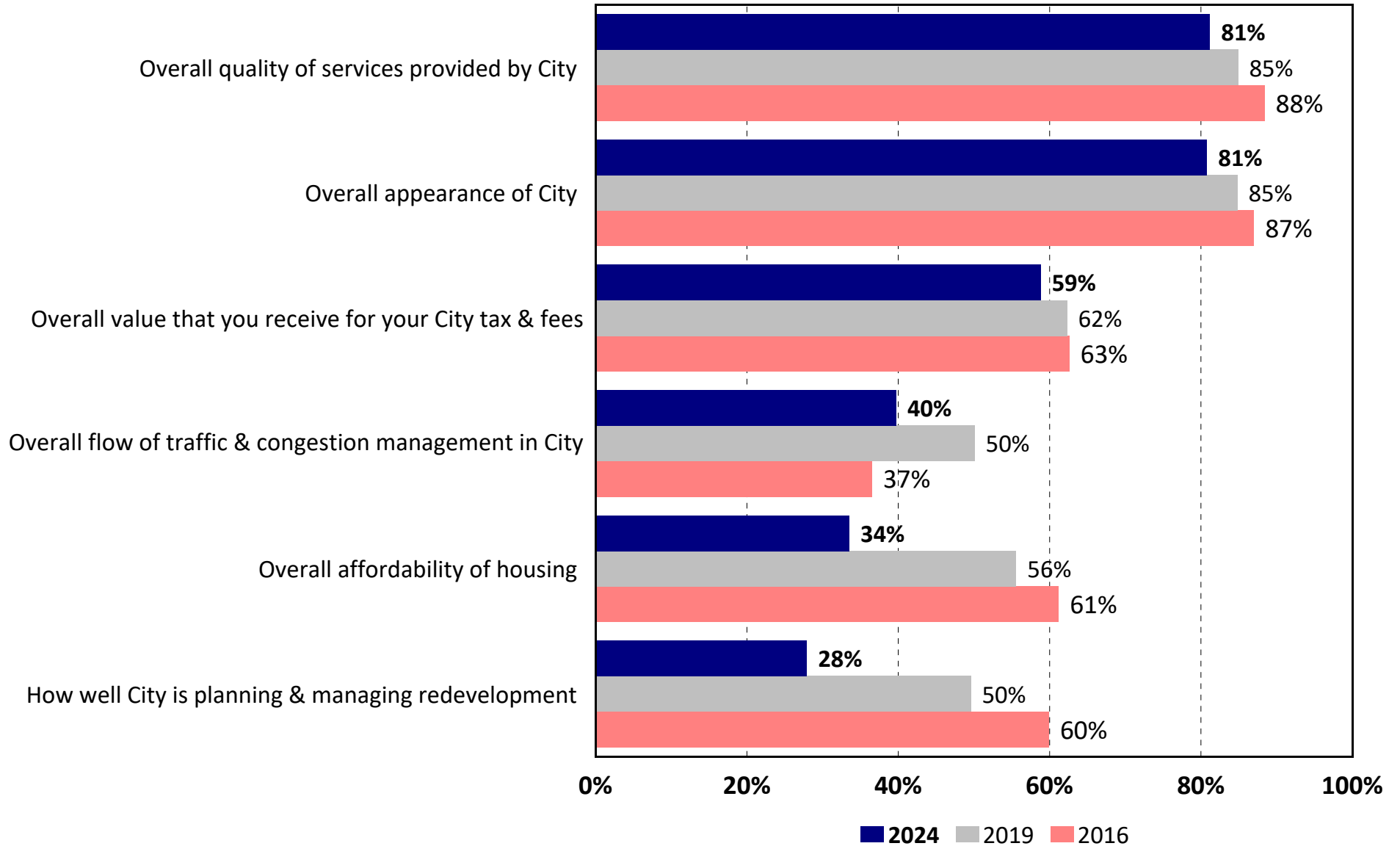
Q16. Satisfaction with Other Services

by percentage of respondents (excluding don't knows)



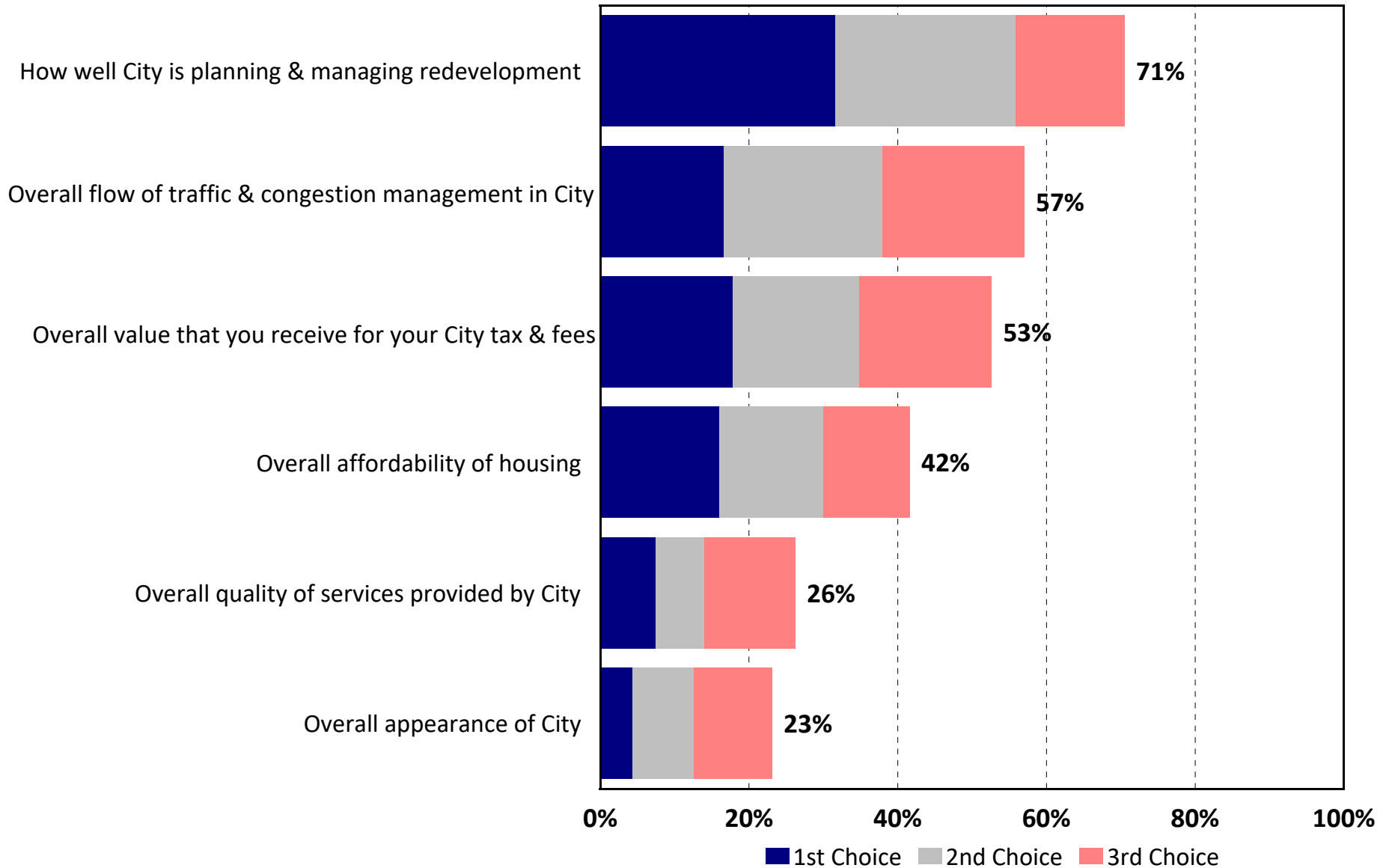
TRENDS: Satisfaction with Other Services 2016 to 2024

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



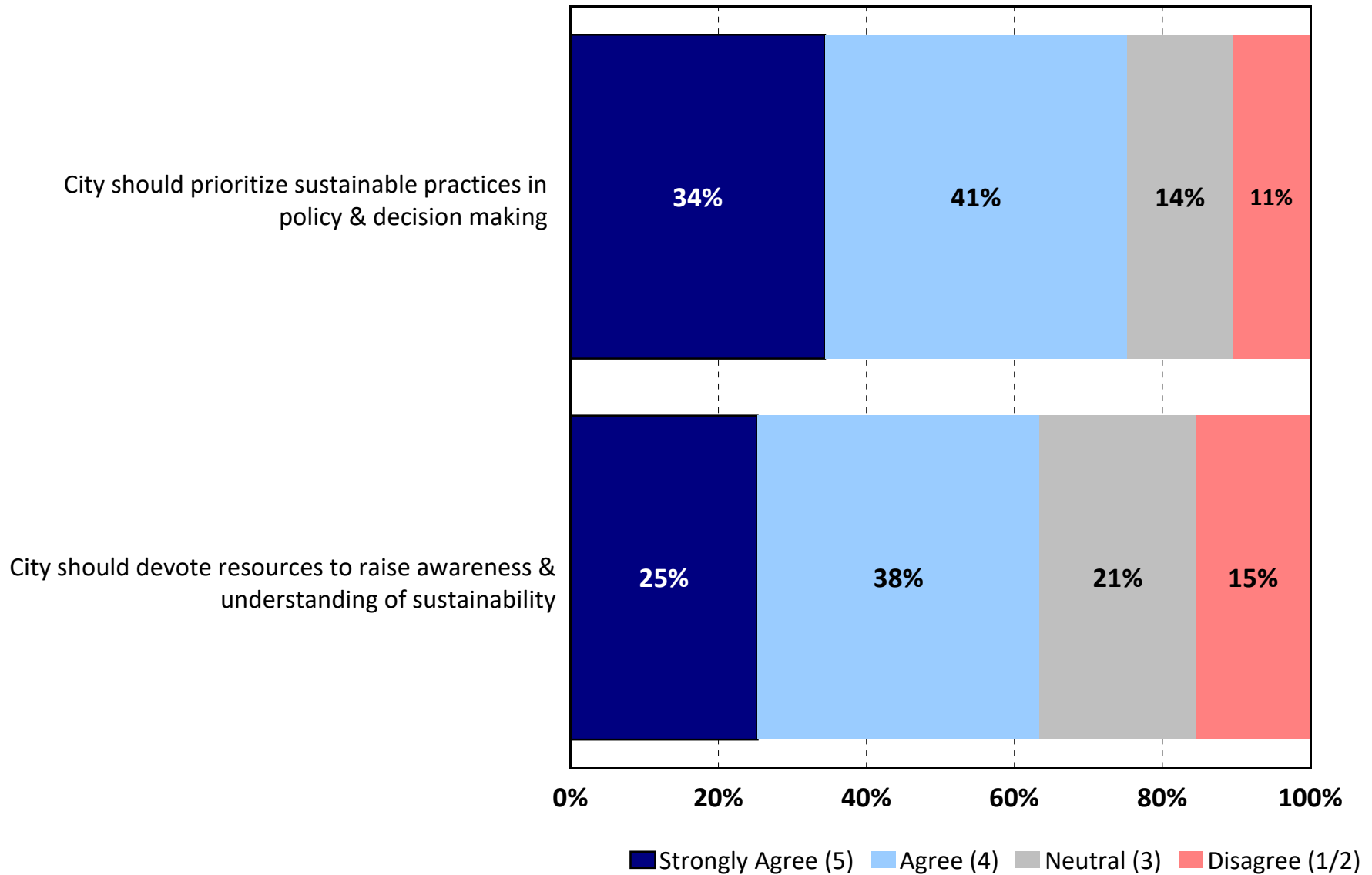
Q17. Other Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents surveyed who selected the item as one of their top three choices



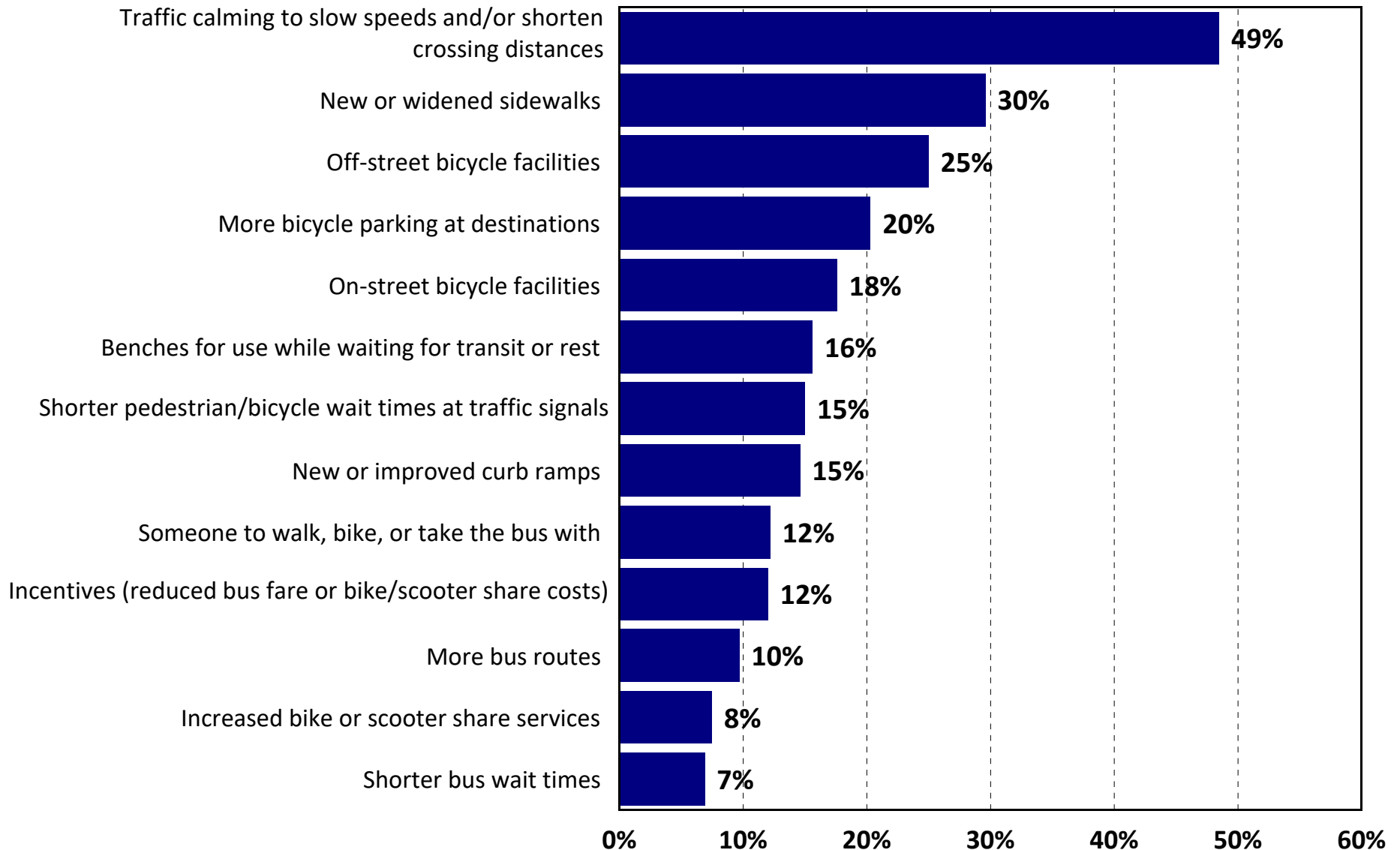
Q18. Level of Agreement with Environment and Sustainability Statements

by percentage of respondents (excluding don't knows)



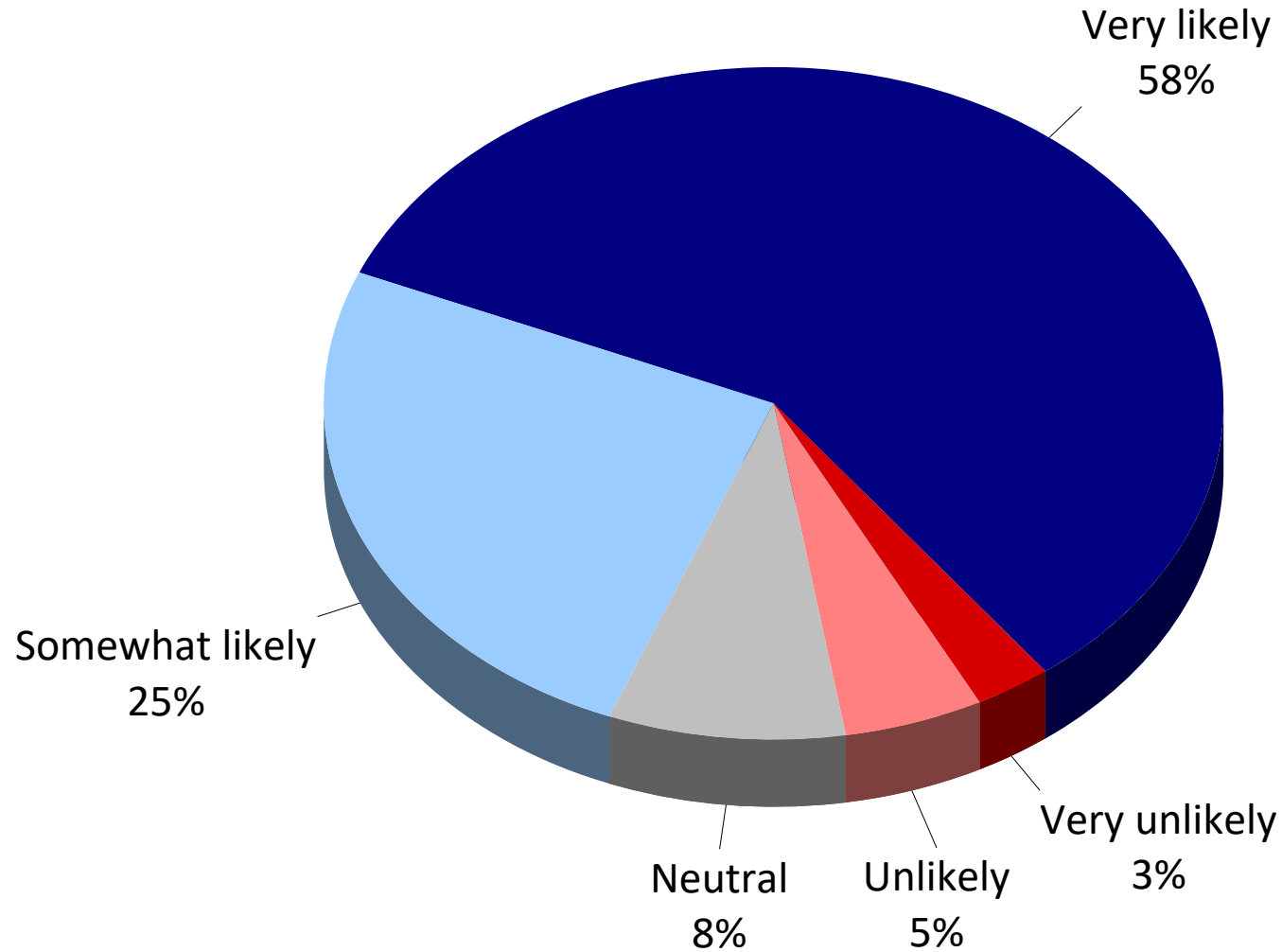
Q19. Options That Would Encourage Respondents to Not Use Their Car for Trips of One Mile or Less

by percentage of respondents (multiple selections could be made)



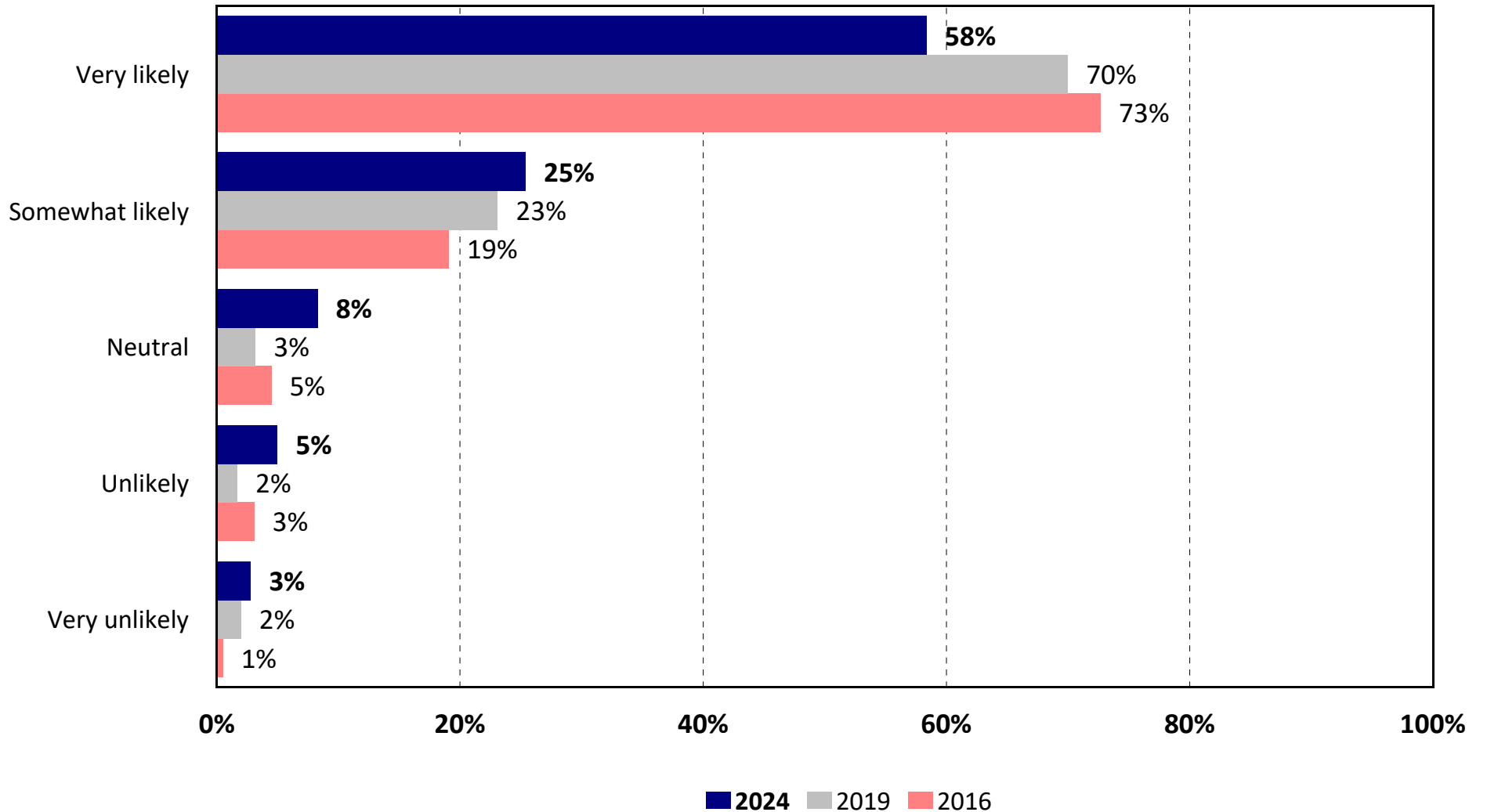
Q20. How likely would you be to recommend Wauwatosa to family or friends as a place to live?

by percentage of respondents (excluding don't knows)



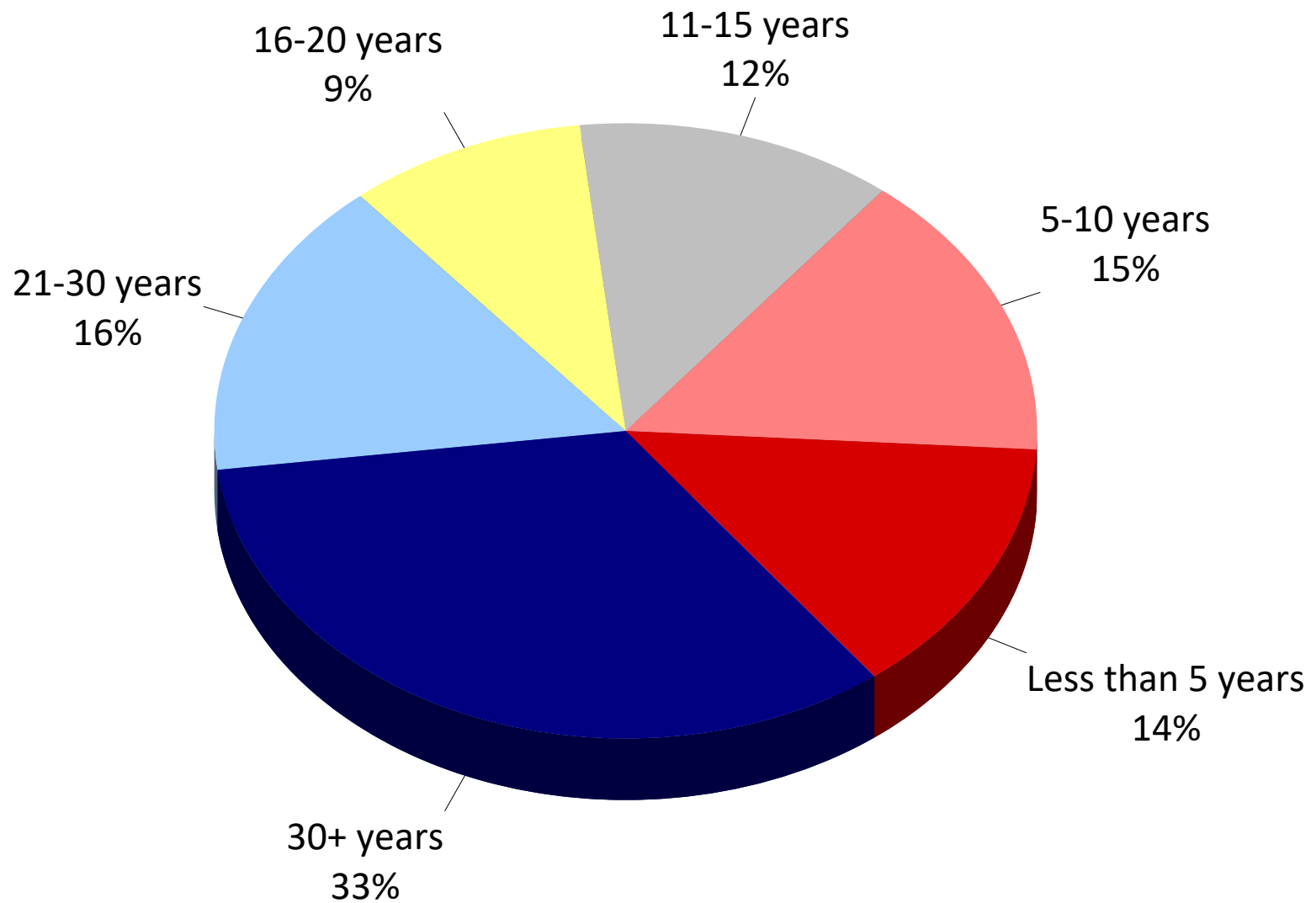
TRENDS: How likely would you be to recommend Wauwatosa to family or friends as a place to live? 2016 to 2024

by percentage of respondents (excluding don't knows)



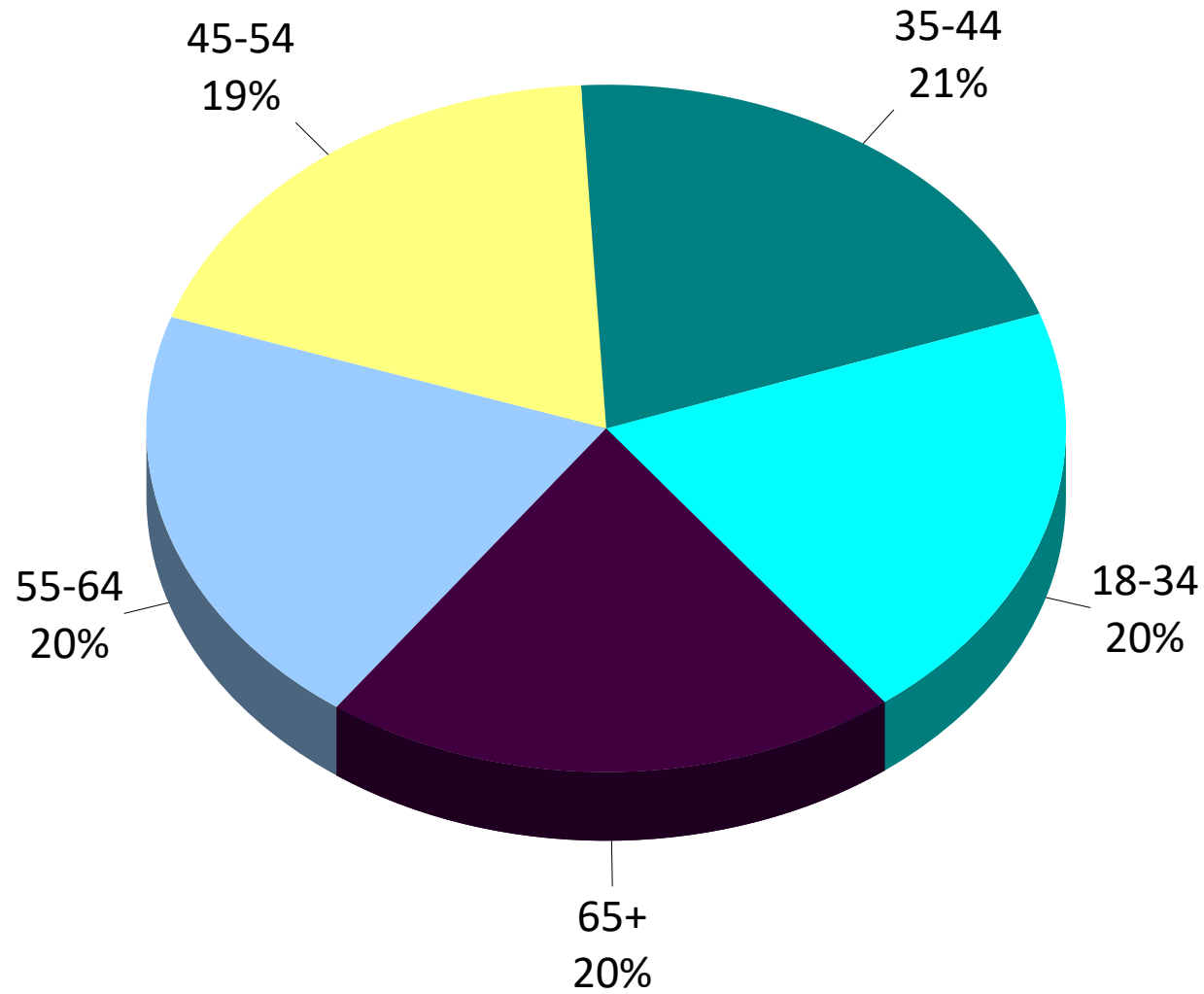
Q21. Approximately how many years have you lived in the City of Wauwatosa?

by percentage of respondents (excluding not provided responses)



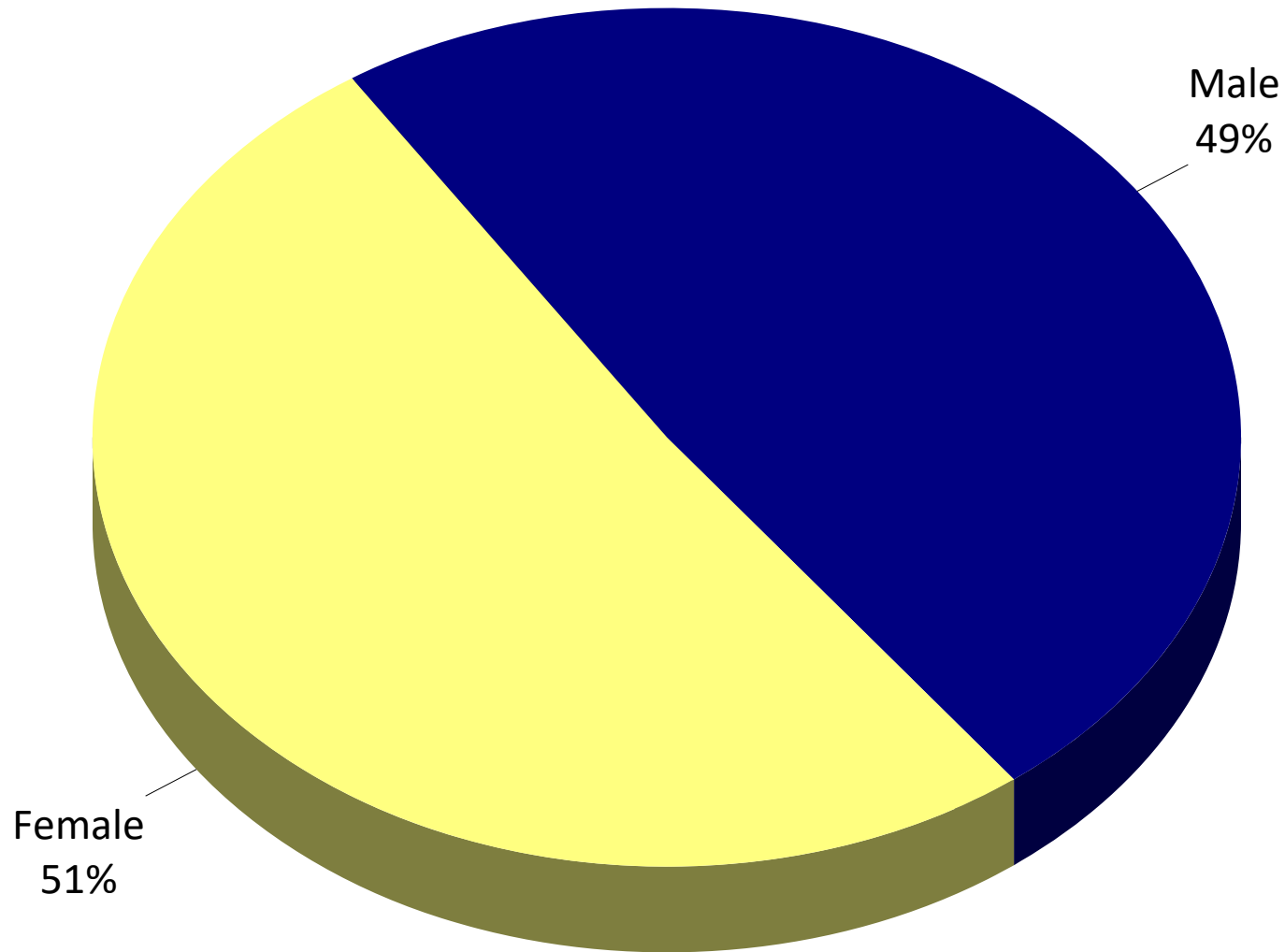
Q22. What is your age?

by percentage of respondents (excluding not provided responses)



Q23. What is your gender?

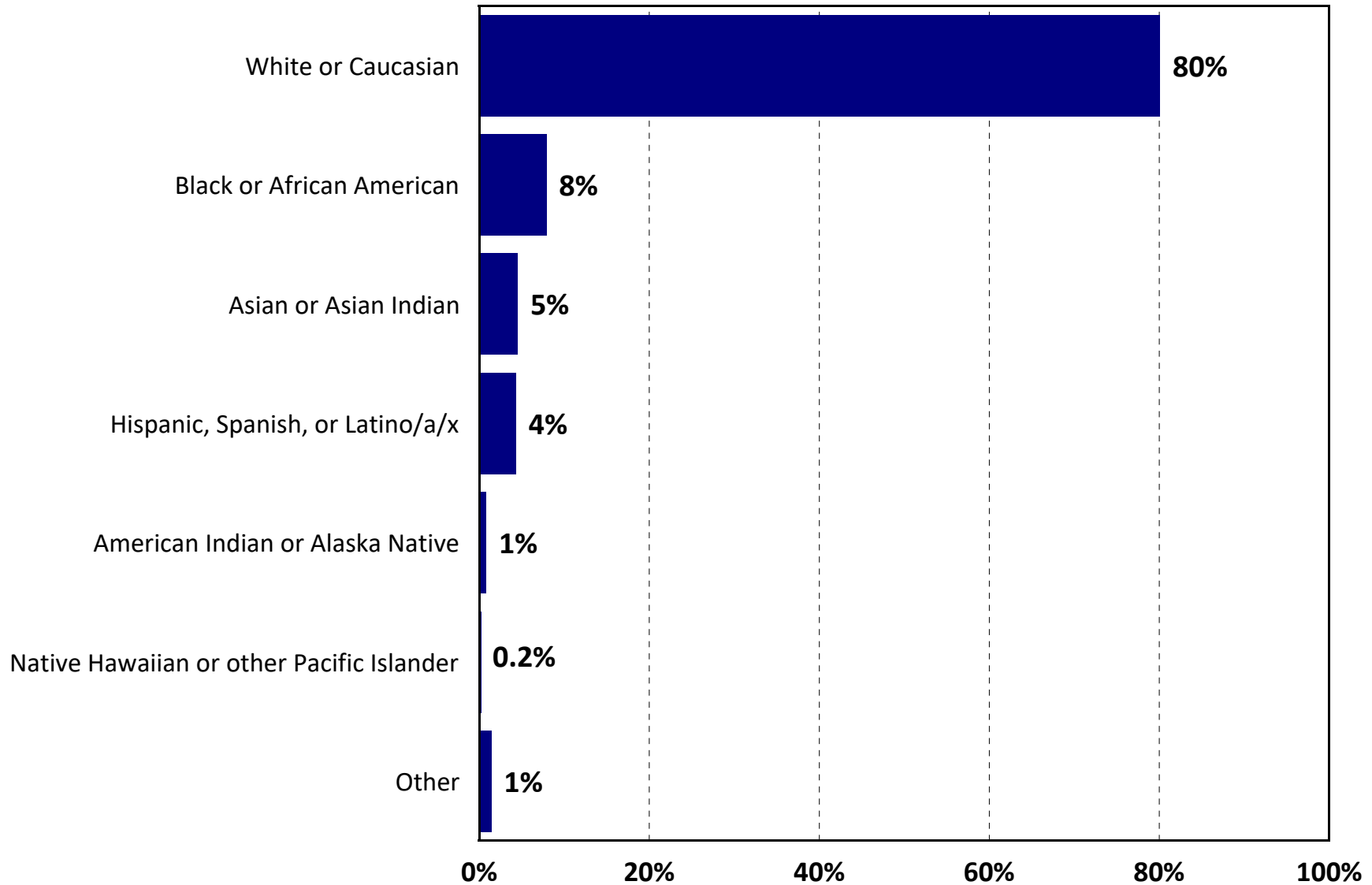
by percentage of respondents (excluding “prefer not to disclose” responses)



0.4% selected non-binary or prefer to self-describe

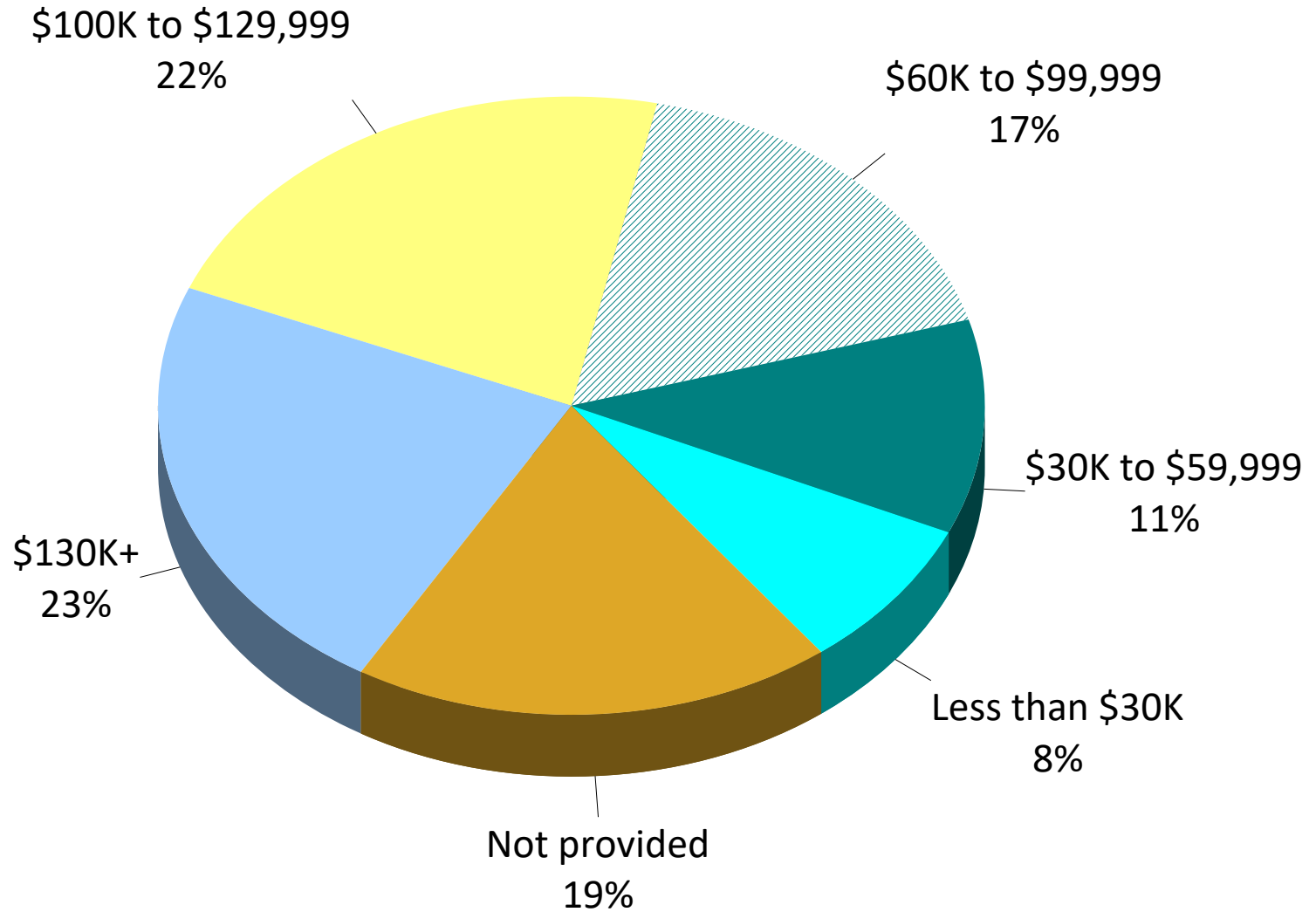
Q24. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)



Q25. Which of the following best describes your household income?

by percentage of respondents





2

Benchmarking Analysis

Benchmarking Analysis



Overview

ETC Institute's *DirectionFinder*® program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 500 cities and counties in 49 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the summer of 2023 to a random sample of over 10,000 residents in the continental United States and (2) a regional survey that was administered by ETC Institute during the summer of 2023 to a random sample of residents living in the Plains Region of the United States. The Plains Region includes the states of North and South Dakota, Minnesota, Iowa, Nebraska, Wisconsin, Illinois, Kansas, Missouri and Oklahoma.

The charts on the following pages show how the results for the City of Wauwatosa compare to the national average and the Plains regional average. The blue bar shows the results for the City of Wauwatosa. The red bar shows the Plains regional average from communities that administered the *DirectionFinder*® survey during the summer of 2023. The yellow bar shows the results of a national survey that was administered by ETC Institute to a random sample of more than 10,000 U.S. residents during the summer of 2023.

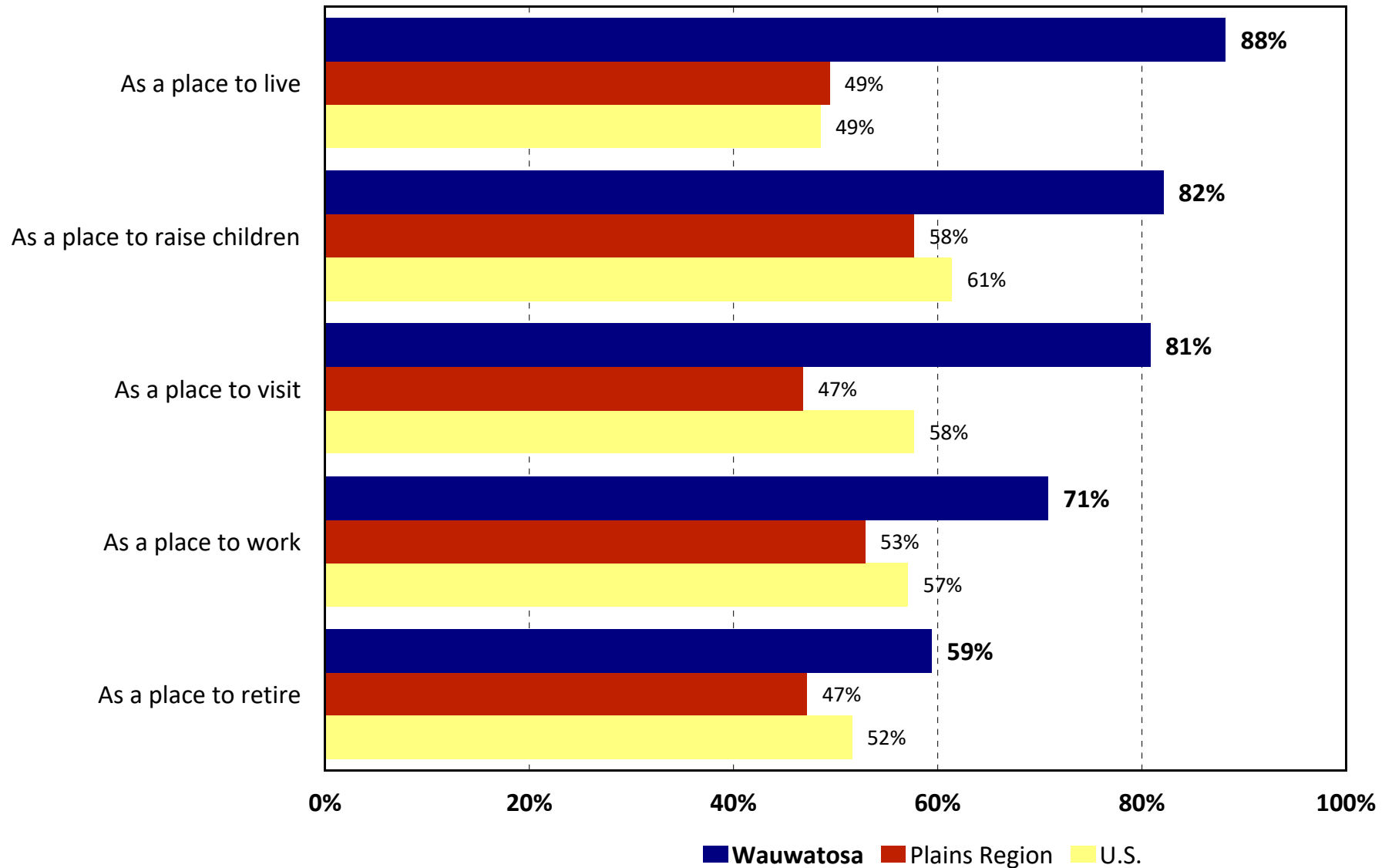
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Wauwatosa is not authorized without written consent from ETC Institute.

Satisfaction with Perceptions

Wauwatosa vs. Plains Region vs. the U.S.

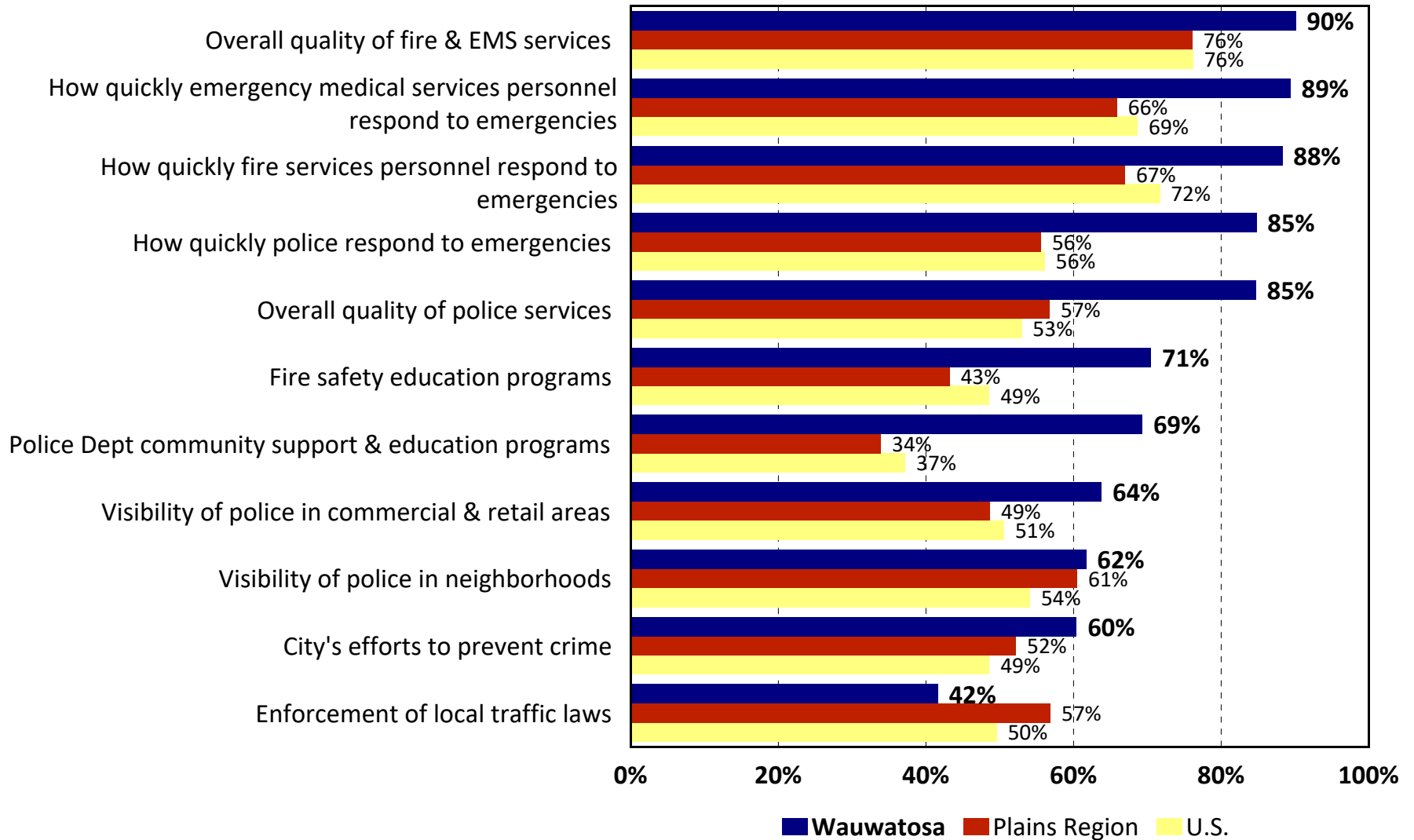
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Public Safety Services

Wauwatosa vs. Plains Region vs. the U.S.

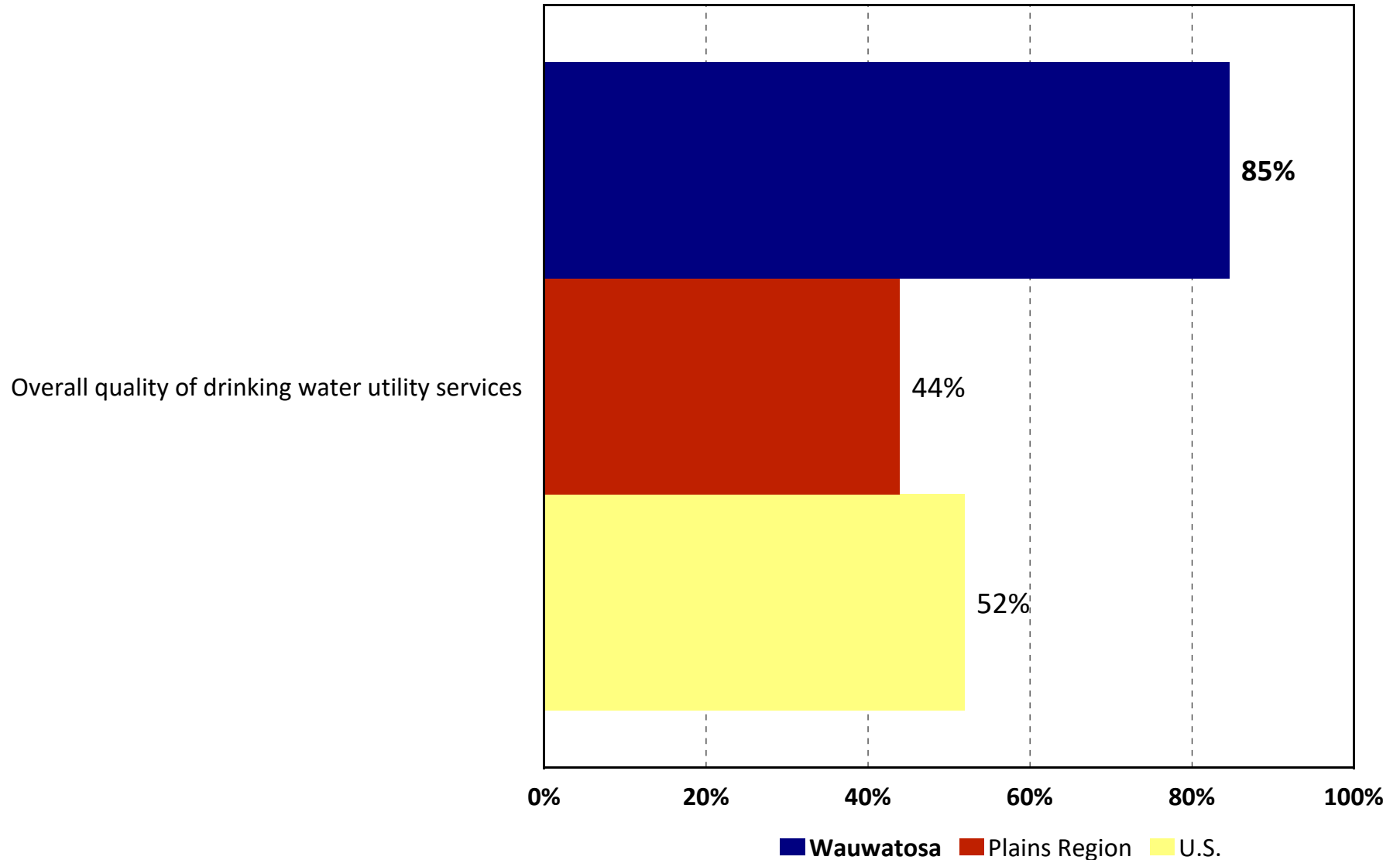
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Utility Services

Wauwatosa vs. Plains Region vs. the U.S.

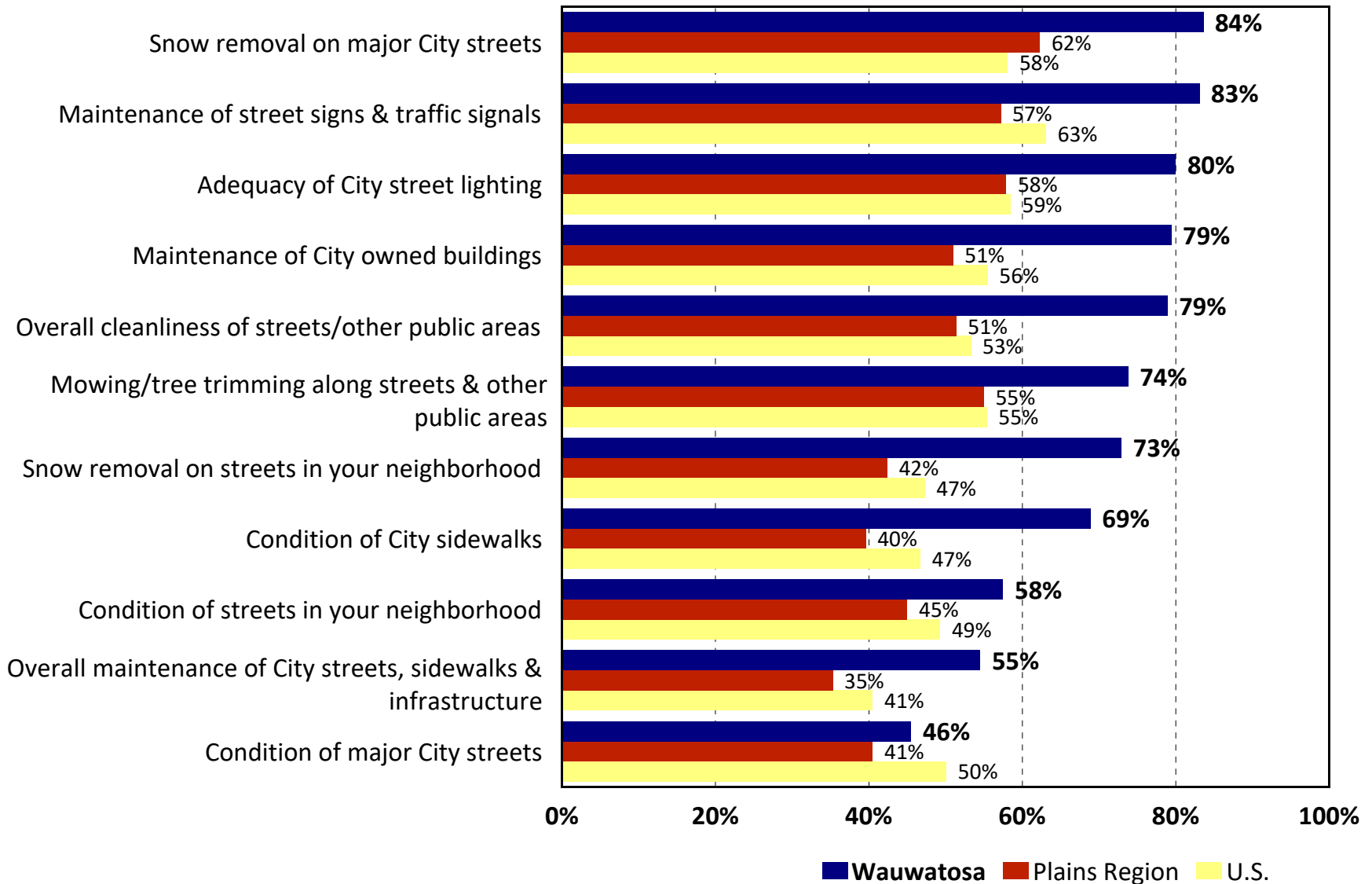
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with City Maintenance/Public Works Services

Wauwatosa vs. Plains Region vs. the U.S.

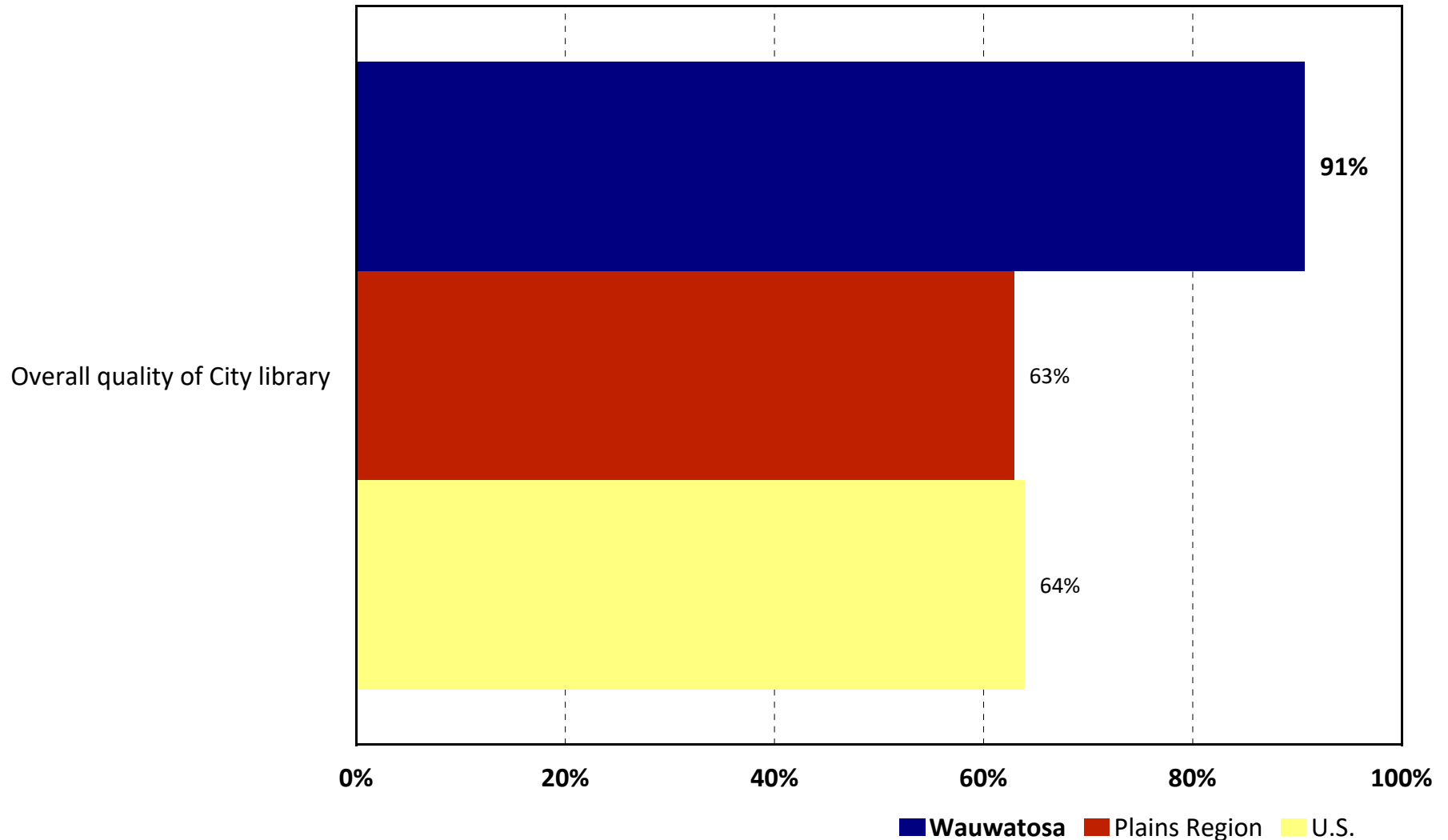
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Library Services

Wauwatosa vs. Plains Region vs. the U.S.

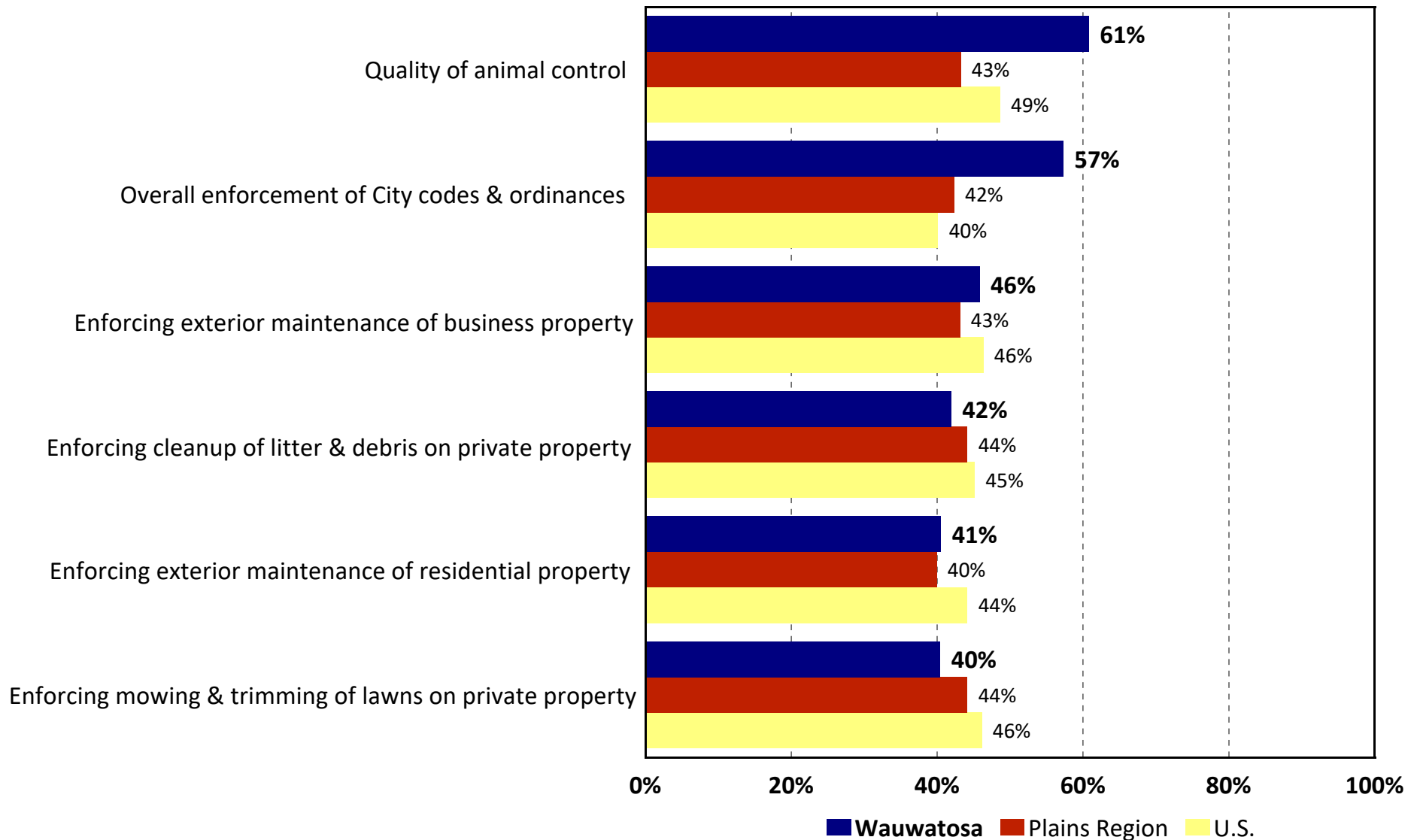
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Property Maintenance Codes

Wauwatosa vs. Plains Region vs. the U.S.

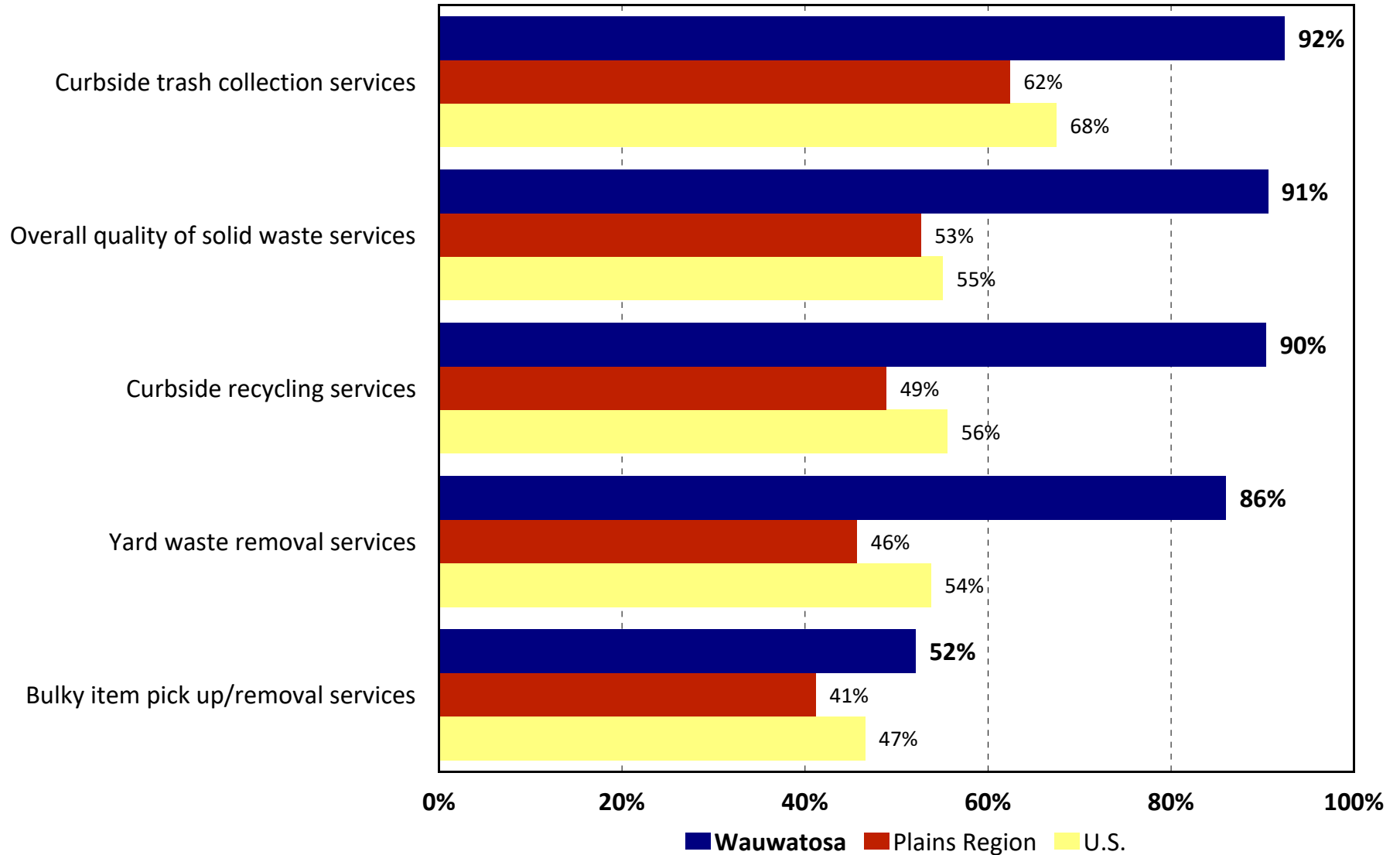
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Trash Service

Wauwatosa vs. Plains Region vs. the U.S.

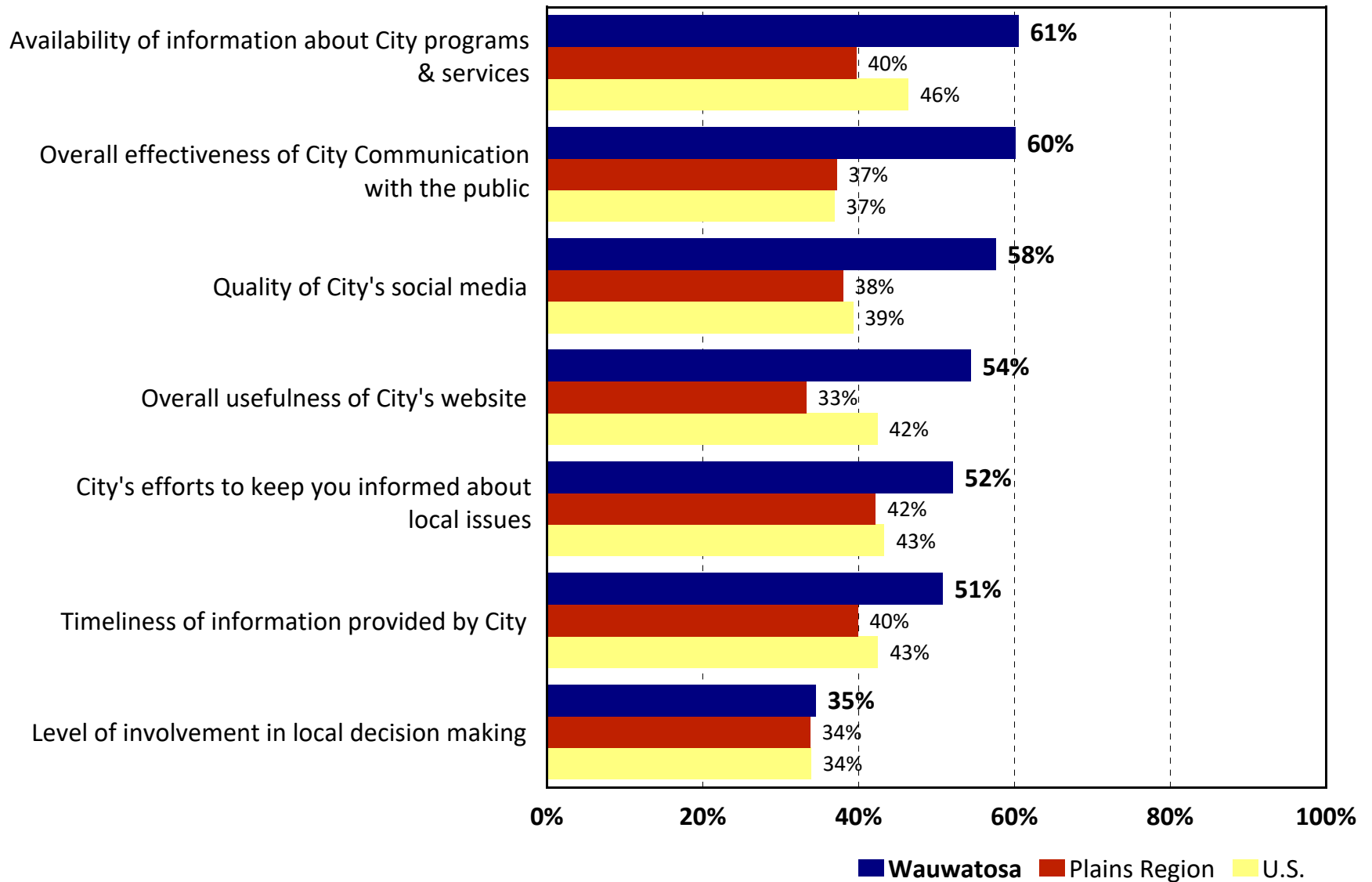
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with City Communications

Wauwatosa vs. Plains Region vs. the U.S.

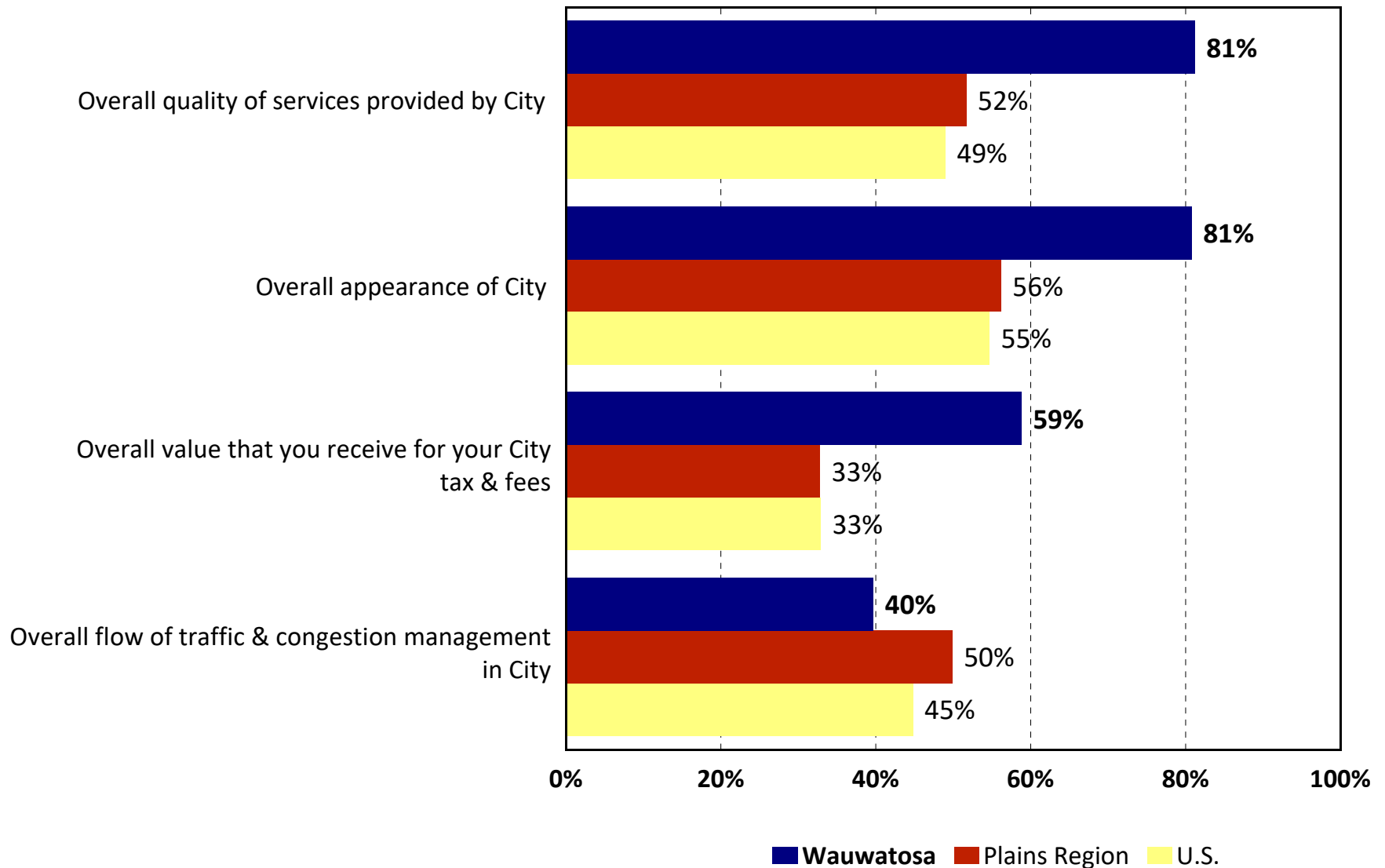
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Other Services

Wauwatosa vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





3 Importance-Satisfaction Analysis

Importance-Satisfaction Analysis



Overview

Today, community leaders have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

Example of the Calculation

Respondents were asked to identify the public safety services that were most important to emphasize over the next two years. More than half (51.2%) of the respondent households selected *enforcement of local traffic laws* as one of the most important public safety services for the City to emphasize.

With regard to satisfaction, 41.6% of respondents surveyed rated *enforcement of local traffic laws* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating was calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 51.2% was multiplied by 58.4% (1-0.416). This calculation yielded an I-S rating of 0.2990, which ranked first out of twelve public safety services analyzed.

Importance-Satisfaction Analysis



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices of importance and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (I-S > 0.20)
- Increase Current Emphasis (I-S = 0.10 - 0.20)
- Maintain Current Emphasis (I-S < 0.10)

Tables showing the results for the City of Wauwatosa are provided on the following pages.

2024 Importance-Satisfaction Rating Wauwatosa, Wisconsin Public Safety Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Enforcement of local traffic laws	51%	2	42%	12	0.2990	1
City's efforts to prevent crime	60%	1	60%	11	0.2380	2
High Priority (IS .10-.20)						
Visibility of police in neighborhoods	42%	3	62%	10	0.1601	3
Medium Priority (IS <.10)						
Visibility of police in commercial & retail areas	23%	5	64%	9	0.0843	4
Police Dept community support & education programs	14%	7	69%	8	0.0424	5
Overall quality of police services	24%	4	85%	5	0.0369	6
Customer service/approachability of Police Dept. personnel toward citizens	18%	6	80%	6	0.0348	7
Fire safety education programs	7%	12	71%	7	0.0207	8
How quickly police respond to emergencies	12%	8	85%	4	0.0184	9
How quickly emergency medical services personnel respond	9%	9	89%	2	0.0096	10
Overall quality of fire & EMS services	9%	10	90%	1	0.0088	11
How quickly fire services personnel respond to emergencies	7%	11	88%	3	0.0082	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's should emphasize.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2024 Importance-Satisfaction Rating

Wauwatosa, Wisconsin

City Maintenance/Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
Overall maintenance of City streets, sidewalks & infrastructure	60%	1	55%	10	0.2735	1
Condition of major City streets	48%	2	46%	11	0.2594	2
High Priority (IS .10-.20)						
Condition of streets in your neighborhood	29%	4	58%	9	0.1224	3
Medium Priority (IS <.10)						
Overall cleanliness of streets/other public areas	29%	3	79%	5	0.0618	4
Condition of City sidewalks	19%	6	69%	8	0.0600	5
Snow removal on streets in your neighborhood	22%	5	73%	7	0.0588	6
Mowing/tree trimming along streets & other public areas	15%	8	74%	6	0.0398	7
Adequacy of City street lighting	15%	9	80%	3	0.0292	8
Snow removal on major City streets	18%	7	84%	1	0.0292	9
Maintenance of City owned buildings	10%	10	79%	4	0.0214	10
Maintenance of street signs & traffic signals	7%	11	83%	2	0.0117	11

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's should emphasize.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2024 Importance-Satisfaction Rating Wauwatosa, Wisconsin Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Quality of walking & biking trails in City	28%	3	78%	6	0.0629	1
Number of walking & biking trails in City	26%	4	78%	7	0.0590	2
Maintenance of City parks	38%	1	88%	2	0.0445	3
Quality of picnic/pavilion areas & playgrounds in City parks	18%	5	79%	3	0.0371	4
Number of City parks	15%	6	79%	4	0.0310	5
Overall quality of parks & facilities	34%	2	91%	1	0.0302	6
Maintenance & appearance of community centers	12%	7	76%	8	0.0281	7
Quality of outdoor athletic fields	7%	8	78%	5	0.0160	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should be the City's should emphasize.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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2024 Importance-Satisfaction Rating

Wauwatosa, Wisconsin

Other Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
How well City is planning & managing redevelopment	71%	1	28%	6	0.5083	1
Overall flow of traffic & congestion management in City	57%	2	40%	4	0.3437	2
Overall affordability of housing	42%	4	34%	5	0.2766	3
Overall value that you receive for your City tax & fees	53%	3	59%	3	0.2167	4
High Priority (IS .10-.20)						
None						
Medium Priority (IS <.10)						
Overall quality of services provided by City	26%	5	81%	1	0.0493	5
Overall appearance of City	23%	6	81%	2	0.0444	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's should emphasize.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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Tabular Data

Q1. Perception of the City: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. As a place to live	46.2%	42.0%	7.9%	3.4%	0.6%	0.0%
Q1-2. As a place to raise children	34.9%	38.5%	11.6%	3.0%	1.4%	10.7%
Q1-3. As a place to work	20.7%	30.0%	18.9%	1.8%	0.2%	28.4%
Q1-4. As a place to retire	20.5%	28.6%	18.1%	10.5%	4.9%	17.4%
Q1-5. As a place to visit	30.0%	44.6%	15.8%	1.8%	0.2%	7.7%
Q1-6. As a place that is accepting of diversity	16.2%	38.1%	30.8%	7.3%	1.4%	6.3%
Q1-7. As a place you are proud to call home	40.6%	43.6%	10.5%	3.4%	1.8%	0.2%
Q1-8. As a community that is moving in the right direction	19.3%	29.6%	20.3%	19.3%	7.9%	3.6%

WITHOUT "DON'T KNOW"

Q1. Perception of the City: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. As a place to live	46.2%	42.0%	7.9%	3.4%	0.6%
Q1-2. As a place to raise children	39.1%	43.0%	13.0%	3.3%	1.5%
Q1-3. As a place to work	28.9%	41.9%	26.4%	2.5%	0.3%
Q1-4. As a place to retire	24.8%	34.6%	22.0%	12.6%	6.0%
Q1-5. As a place to visit	32.5%	48.3%	17.1%	1.9%	0.2%
Q1-6. As a place that is accepting of diversity	17.3%	40.6%	32.8%	7.8%	1.5%
Q1-7. As a place you are proud to call home	40.7%	43.7%	10.5%	3.4%	1.8%
Q1-8. As a community that is moving in the right direction	20.0%	30.7%	21.1%	20.0%	8.2%

Q2. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q2-1. Overall quality of police services	34.5%	45.6%	9.7%	4.7%	0.0%	5.5%
Q2-2. Visibility of police in neighborhoods	20.7%	39.8%	26.6%	10.5%	0.4%	2.0%
Q2-3. Visibility of police in commercial & retail areas	16.2%	43.4%	25.6%	7.7%	0.4%	6.7%
Q2-4. City's efforts to prevent crime	13.2%	41.8%	25.2%	9.7%	1.2%	8.9%
Q2-5. How quickly police respond to emergencies	33.3%	30.4%	9.9%	1.6%	0.0%	24.9%
Q2-6. Overall customer service & approachability of Police Department personnel toward citizens	32.0%	36.9%	13.0%	3.4%	0.8%	14.0%
Q2-7. Enforcement of local traffic laws	10.7%	27.6%	21.5%	22.3%	9.9%	8.1%
Q2-8. Police Department community support & education programs	14.2%	29.8%	16.8%	2.0%	0.8%	36.5%
Q2-9. Overall quality of fire & emergency medical services (EMS)	36.9%	33.3%	6.9%	0.6%	0.2%	22.1%
Q2-10. How quickly fire services personnel respond to emergencies	34.7%	23.7%	7.1%	0.4%	0.2%	33.9%
Q2-11. Fire safety education programs	13.6%	21.7%	13.4%	1.0%	0.4%	49.9%
Q2-12. How quickly emergency medical services (EMS) personnel respond to emergencies	32.9%	23.3%	6.3%	0.2%	0.2%	37.1%

WITHOUT "DON'T KNOW"**Q2. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Overall quality of police services	36.5%	48.2%	10.2%	5.0%	0.0%
Q2-2. Visibility of police in neighborhoods	21.1%	40.6%	27.2%	10.7%	0.4%
Q2-3. Visibility of police in commercial & retail areas	17.3%	46.5%	27.5%	8.2%	0.4%
Q2-4. City's efforts to prevent crime	14.5%	45.9%	27.7%	10.6%	1.3%
Q2-5. How quickly police respond to emergencies	44.4%	40.4%	13.1%	2.1%	0.0%
Q2-6. Overall customer service & approachability of Police Department personnel toward citizens	37.2%	42.9%	15.1%	3.9%	0.9%
Q2-7. Enforcement of local traffic laws	11.6%	30.0%	23.4%	24.2%	10.7%
Q2-8. Police Department community support & education programs	22.4%	46.9%	26.4%	3.1%	1.2%
Q2-9. Overall quality of fire & emergency medical services (EMS)	47.3%	42.8%	8.9%	0.8%	0.3%
Q2-10. How quickly fire services personnel respond to emergencies	52.5%	35.8%	10.7%	0.6%	0.3%
Q2-11. Fire safety education programs	27.2%	43.3%	26.8%	2.0%	0.8%
Q2-12. How quickly emergency medical services (EMS) personnel respond to emergencies	52.4%	37.0%	10.0%	0.3%	0.3%

Q3. Which THREE of the services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q3. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	44	8.7 %
Visibility of police in neighborhoods	62	12.2 %
Visibility of police in commercial & retail areas	19	3.7 %
City's efforts to prevent crime	136	26.8 %
How quickly police respond to emergencies	17	3.4 %
Overall customer service & approachability of Police Department personnel toward citizens	32	6.3 %
Enforcement of local traffic laws	131	25.8 %
Police Department community support & education programs	15	3.0 %
Overall quality of fire & emergency medical services (EMS)	5	1.0 %
How quickly fire services personnel respond to emergencies	3	0.6 %
Fire safety education programs	5	1.0 %
How quickly emergency medical services (EMS) personnel respond to emergencies	11	2.2 %
<u>None chosen</u>	<u>27</u>	<u>5.3 %</u>
Total	507	100.0 %

Q3. Which THREE of the services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	30	5.9 %
Visibility of police in neighborhoods	80	15.8 %
Visibility of police in commercial & retail areas	45	8.9 %
City's efforts to prevent crime	105	20.7 %
How quickly police respond to emergencies	18	3.6 %
Overall customer service & approachability of Police Department personnel toward citizens	31	6.1 %
Enforcement of local traffic laws	72	14.2 %
Police Department community support & education programs	22	4.3 %
Overall quality of fire & emergency medical services (EMS)	18	3.6 %
How quickly fire services personnel respond to emergencies	14	2.8 %
Fire safety education programs	12	2.4 %
How quickly emergency medical services (EMS) personnel respond to emergencies	19	3.7 %
<u>None chosen</u>	<u>41</u>	<u>8.1 %</u>
Total	507	100.0 %

Q3. Which THREE of the services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q3. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	48	9.5 %
Visibility of police in neighborhoods	70	13.8 %
Visibility of police in commercial & retail areas	54	10.7 %
City's efforts to prevent crime	64	12.6 %
How quickly police respond to emergencies	26	5.1 %
Overall customer service & approachability of Police Department personnel toward citizens	26	5.1 %
Enforcement of local traffic laws	57	11.2 %
Police Department community support & education programs	33	6.5 %
Overall quality of fire & emergency medical services (EMS)	22	4.3 %
How quickly fire services personnel respond to emergencies	18	3.6 %
Fire safety education programs	18	3.6 %
How quickly emergency medical services (EMS) personnel respond to emergencies	16	3.2 %
<u>None chosen</u>	<u>55</u>	<u>10.8 %</u>
Total	507	100.0 %

SUM OF TOP 3 CHOICES

Q3. Which THREE of the services listed in Question 2 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

<u>Q3. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of police services	122	24.1 %
Visibility of police in neighborhoods	212	41.8 %
Visibility of police in commercial & retail areas	118	23.3 %
City's efforts to prevent crime	305	60.2 %
How quickly police respond to emergencies	61	12.0 %
Overall customer service & approachability of Police Department personnel toward citizens	89	17.6 %
Enforcement of local traffic laws	260	51.3 %
Police Department community support & education programs	70	13.8 %
Overall quality of fire & emergency medical services (EMS)	45	8.9 %
How quickly fire services personnel respond to emergencies	35	6.9 %
Fire safety education programs	35	6.9 %
How quickly emergency medical services (EMS) personnel respond to emergencies	46	9.1 %
<u>None chosen</u>	<u>27</u>	<u>5.3 %</u>
Total	1425	

Q4. Utility Services: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q4-1. Overall quality of drinking water utility services	38.7%	44.6%	9.7%	4.1%	1.4%	1.6%
Q4-2. Drainage of rain water off City streets	21.9%	54.4%	15.0%	4.3%	2.2%	2.2%
Q4-3. Drainage of rain water off properties next to your residence	23.3%	44.8%	14.6%	9.3%	4.5%	3.6%

WITHOUT "DON'T KNOW"

Q4. Utility Services: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q4-1. Overall quality of drinking water utility services	39.3%	45.3%	9.8%	4.2%	1.4%
Q4-2. Drainage of rain water off City streets	22.4%	55.6%	15.3%	4.4%	2.2%
Q4-3. Drainage of rain water off properties next to your residence	24.1%	46.4%	15.1%	9.6%	4.7%

Q5. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5-1. Overall maintenance of City streets, sidewalks & infrastructure	7.5%	46.5%	18.1%	20.5%	6.5%	0.8%
Q5-2. Condition of major City streets	6.7%	38.7%	22.1%	25.4%	6.7%	0.4%
Q5-3. Condition of streets in your neighborhood	10.1%	47.1%	17.9%	18.3%	5.9%	0.6%
Q5-4. Maintenance of street signs & traffic signals	21.3%	60.6%	13.6%	2.2%	0.8%	1.6%
Q5-5. Overall cleanliness of streets/other public areas	20.1%	58.6%	15.4%	4.9%	0.8%	0.2%
Q5-6. Condition of City sidewalks	11.8%	55.4%	19.7%	8.7%	2.0%	2.4%
Q5-7. Adequacy of City street lighting	17.6%	61.9%	13.2%	6.1%	0.6%	0.6%
Q5-8. Mowing/tree trimming along streets & other public areas	16.4%	56.0%	17.0%	6.3%	2.4%	2.0%
Q5-9. Maintenance of City-owned buildings	14.4%	56.2%	15.4%	2.6%	0.4%	11.0%
Q5-10. Snow removal on major City streets	27.2%	55.8%	9.5%	5.1%	1.8%	0.6%
Q5-11. Snow removal on streets in your neighborhood	24.7%	47.9%	14.4%	9.7%	3.0%	0.4%

WITHOUT "DON'T KNOW"**Q5. City Maintenance/Public Works: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5-1. Overall maintenance of City streets, sidewalks & infrastructure	7.6%	46.9%	18.3%	20.7%	6.6%
Q5-2. Condition of major City streets	6.7%	38.8%	22.2%	25.5%	6.7%
Q5-3. Condition of streets in your neighborhood	10.1%	47.4%	18.1%	18.5%	6.0%
Q5-4. Maintenance of street signs & traffic signals	21.6%	61.5%	13.8%	2.2%	0.8%
Q5-5. Overall cleanliness of streets/other public areas	20.2%	58.7%	15.4%	4.9%	0.8%
Q5-6. Condition of City sidewalks	12.1%	56.8%	20.2%	8.9%	2.0%
Q5-7. Adequacy of City street lighting	17.7%	62.3%	13.3%	6.2%	0.6%
Q5-8. Mowing/tree trimming along streets & other public areas	16.7%	57.1%	17.3%	6.4%	2.4%
Q5-9. Maintenance of City-owned buildings	16.2%	63.2%	17.3%	2.9%	0.4%
Q5-10. Snow removal on major City streets	27.4%	56.2%	9.5%	5.2%	1.8%
Q5-11. Snow removal on streets in your neighborhood	24.8%	48.1%	14.5%	9.7%	3.0%

Q6. Which THREE of the services listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets, sidewalks & infrastructure	167	32.9 %
Condition of major City streets	113	22.3 %
Condition of streets in your neighborhood	40	7.9 %
Maintenance of street signs & traffic signals	4	0.8 %
Overall cleanliness of streets/other public areas	31	6.1 %
Condition of City sidewalks	24	4.7 %
Adequacy of City street lighting	17	3.4 %
Mowing/tree trimming along streets & other public areas	17	3.4 %
Maintenance of City-owned buildings	13	2.6 %
Snow removal on major City streets	18	3.6 %
Snow removal on streets in your neighborhood	33	6.5 %
None chosen	30	5.9 %
Total	507	100.0 %

Q6. Which THREE of the services listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets, sidewalks & infrastructure	72	14.2 %
Condition of major City streets	81	16.0 %
Condition of streets in your neighborhood	57	11.2 %
Maintenance of street signs & traffic signals	9	1.8 %
Overall cleanliness of streets/other public areas	60	11.8 %
Condition of City sidewalks	32	6.3 %
Adequacy of City street lighting	30	5.9 %
Mowing/tree trimming along streets & other public areas	23	4.5 %
Maintenance of City-owned buildings	20	3.9 %
Snow removal on major City streets	33	6.5 %
Snow removal on streets in your neighborhood	46	9.1 %
None chosen	44	8.7 %
Total	507	100.0 %

Q6. Which THREE of the services listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets, sidewalks & infrastructure	66	13.0 %
Condition of major City streets	47	9.3 %
Condition of streets in your neighborhood	49	9.7 %
Maintenance of street signs & traffic signals	22	4.3 %
Overall cleanliness of streets/other public areas	58	11.4 %
Condition of City sidewalks	42	8.3 %
Adequacy of City street lighting	27	5.3 %
Mowing/tree trimming along streets & other public areas	37	7.3 %
Maintenance of City-owned buildings	20	3.9 %
Snow removal on major City streets	39	7.7 %
Snow removal on streets in your neighborhood	31	6.1 %
None chosen	69	13.6 %
Total	507	100.0 %

SUM OF TOP 3 CHOICES

Q6. Which THREE of the services listed in Question 5 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

<u>Q6. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall maintenance of City streets, sidewalks & infrastructure	305	60.2 %
Condition of major City streets	241	47.5 %
Condition of streets in your neighborhood	146	28.8 %
Maintenance of street signs & traffic signals	35	6.9 %
Overall cleanliness of streets/other public areas	149	29.4 %
Condition of City sidewalks	98	19.3 %
Adequacy of City street lighting	74	14.6 %
Mowing/tree trimming along streets & other public areas	77	15.2 %
Maintenance of City-owned buildings	53	10.5 %
Snow removal on major City streets	90	17.8 %
Snow removal on streets in your neighborhood	110	21.7 %
None chosen	30	5.9 %
Total	1408	

Q7. Parks: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7-1. Overall quality of parks & facilities	33.7%	54.6%	6.7%	1.6%	0.4%	3.0%
Q7-2. Maintenance of City parks	30.2%	54.4%	9.1%	2.0%	0.2%	4.1%
Q7-3. Number of City parks	26.2%	49.3%	12.6%	6.3%	1.4%	4.1%
Q7-4. Number of walking & biking trails in City	28.2%	46.5%	14.4%	5.9%	1.4%	3.6%
Q7-5. Quality of walking & biking trails in City	26.0%	48.5%	14.8%	5.3%	1.4%	3.9%
Q7-6. Quality of outdoor athletic fields	20.3%	41.6%	13.8%	3.2%	0.4%	20.7%
Q7-7. Quality of picnic/pavilion areas & playgrounds in City parks	19.7%	50.5%	14.4%	3.4%	0.6%	11.4%
Q7-8. Maintenance & appearance of community centers, like Muellner Building	18.5%	43.0%	17.6%	1.2%	0.2%	19.5%

WITHOUT "DON'T KNOW"

Q7. Parks: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7-1. Overall quality of parks & facilities	34.8%	56.3%	6.9%	1.6%	0.4%
Q7-2. Maintenance of City parks	31.5%	56.8%	9.5%	2.1%	0.2%
Q7-3. Number of City parks	27.4%	51.4%	13.2%	6.6%	1.4%
Q7-4. Number of walking & biking trails in City	29.2%	48.3%	14.9%	6.1%	1.4%
Q7-5. Quality of walking & biking trails in City	27.1%	50.5%	15.4%	5.5%	1.4%
Q7-6. Quality of outdoor athletic fields	25.6%	52.5%	17.4%	4.0%	0.5%
Q7-7. Quality of picnic/pavilion areas & playgrounds in City parks	22.3%	57.0%	16.3%	3.8%	0.7%
Q7-8. Maintenance & appearance of community centers, like Muellner Building	23.0%	53.4%	21.8%	1.5%	0.2%

Q8. Which TWO of the services listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of parks & facilities	113	22.3 %
Maintenance of City parks	101	19.9 %
Number of City parks	44	8.7 %
Number of walking & biking trails in City	74	14.6 %
Quality of walking & biking trails in City	54	10.7 %
Quality of outdoor athletic fields	21	4.1 %
Quality of picnic/pavilion areas & playgrounds in City parks	31	6.1 %
Maintenance & appearance of community centers, like Muellner Building	18	3.6 %
None chosen	51	10.1 %
Total	507	100.0 %

Q8. Which TWO of the services listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of parks & facilities	59	11.6 %
Maintenance of City parks	92	18.1 %
Number of City parks	30	5.9 %
Number of walking & biking trails in City	59	11.6 %
Quality of walking & biking trails in City	88	17.4 %
Quality of outdoor athletic fields	16	3.2 %
Quality of picnic/pavilion areas & playgrounds in City parks	60	11.8 %
Maintenance & appearance of community centers, like Muellner Building	42	8.3 %
None chosen	61	12.0 %
Total	507	100.0 %

SUM OF TOP 2 CHOICES

Q8. Which TWO of the services listed in Question 7 do you think should receive the most emphasis from City leaders over the next TWO years? (top 2)

<u>Q8. Sum of top 2 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of parks & facilities	172	33.9 %
Maintenance of City parks	193	38.1 %
Number of City parks	74	14.6 %
Number of walking & biking trails in City	133	26.2 %
Quality of walking & biking trails in City	142	28.0 %
Quality of outdoor athletic fields	37	7.3 %
Quality of picnic/pavilion areas & playgrounds in City parks	91	17.9 %
Maintenance & appearance of community centers, like Muellner Building	60	11.8 %
None chosen	51	10.1 %
Total	953	

Q9. Library Service: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5, means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q9-1. Overall quality of City library	46.9%	33.7%	6.9%	1.0%	0.4%	11.0%
Q9-2. Overall quality & quantity of programs for children	22.3%	22.7%	12.0%	1.0%	0.8%	41.2%
Q9-3. Overall quality & quantity of programs for teens	10.1%	13.6%	16.8%	1.6%	1.0%	57.0%
Q9-4. Overall quality & quantity of programs for adults	17.0%	24.9%	15.4%	1.4%	0.4%	41.0%
Q9-5. Overall helpfulness of library staff	44.4%	30.2%	6.5%	0.2%	0.2%	18.5%
Q9-6. Overall quality of available materials	34.9%	36.3%	8.7%	2.0%	0.2%	17.9%

WITHOUT "DON'T KNOW"

Q9. Library Service: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5, means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Overall quality of City library	52.8%	37.9%	7.8%	1.1%	0.4%
Q9-2. Overall quality & quantity of programs for children	37.9%	38.6%	20.5%	1.7%	1.3%
Q9-3. Overall quality & quantity of programs for teens	23.4%	31.7%	39.0%	3.7%	2.3%
Q9-4. Overall quality & quantity of programs for adults	28.8%	42.1%	26.1%	2.3%	0.7%
Q9-5. Overall helpfulness of library staff	54.5%	37.0%	8.0%	0.2%	0.2%
Q9-6. Overall quality of available materials	42.5%	44.2%	10.6%	2.4%	0.2%

Q10. Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q10-1. Overall enforcement of City codes & ordinances	7.1%	36.1%	21.3%	8.1%	2.8%	24.7%
Q10-2. Enforcing cleanup of litter & debris on private property	5.3%	26.6%	23.5%	16.4%	4.5%	23.7%
Q10-3. Enforcing mowing & trimming of lawns on private property	6.1%	25.2%	29.0%	14.2%	3.2%	22.3%
Q10-4. Enforcing exterior maintenance of residential property	4.5%	26.2%	28.0%	13.4%	3.9%	23.9%
Q10-5. Enforcing exterior maintenance of business property	5.9%	28.8%	28.4%	9.3%	3.4%	24.3%
Q10-6. Quality of animal control	8.7%	34.3%	20.3%	5.1%	2.4%	29.2%

WITHOUT "DON'T KNOW"

Q10. Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Overall enforcement of City codes & ordinances	9.4%	47.9%	28.3%	10.7%	3.7%
Q10-2. Enforcing cleanup of litter & debris on private property	7.0%	34.9%	30.7%	21.4%	5.9%
Q10-3. Enforcing mowing & trimming of lawns on private property	7.9%	32.5%	37.3%	18.3%	4.1%
Q10-4. Enforcing exterior maintenance of residential property	6.0%	34.5%	36.8%	17.6%	5.2%
Q10-5. Enforcing exterior maintenance of business property	7.8%	38.0%	37.5%	12.2%	4.4%
Q10-6. Quality of animal control	12.3%	48.5%	28.7%	7.2%	3.3%

Q11. Trash Service: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q11-1. Overall quality of solid waste services (trash, recycling, yard waste, etc.)	45.4%	44.4%	6.1%	1.8%	1.4%	1.0%
Q11-2. Curbside trash collection services	50.9%	40.2%	4.7%	1.8%	1.0%	1.4%
Q11-3. Curbside recycling services	49.3%	39.8%	5.9%	2.2%	1.4%	1.4%
Q11-4. Yard waste removal services	47.3%	36.1%	8.3%	4.7%	0.6%	3.0%
Q11-5. Bulky item pick-up/removal services (old furniture, appliances, etc.)	15.6%	18.5%	19.1%	9.7%	2.6%	34.5%

WITHOUT "DON'T KNOW"

Q11. Trash Service: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q11-1. Overall quality of solid waste services (trash, recycling, yard waste, etc.)	45.8%	44.8%	6.2%	1.8%	1.4%
Q11-2. Curbside trash collection services	51.6%	40.8%	4.8%	1.8%	1.0%
Q11-3. Curbside recycling services	50.0%	40.4%	6.0%	2.2%	1.4%
Q11-4. Yard waste removal services	48.8%	37.2%	8.5%	4.9%	0.6%
Q11-5. Bulky item pick-up/removal services (old furniture, appliances, etc.)	23.8%	28.3%	29.2%	14.8%	3.9%

Q12. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12-1. Overall effectiveness of City communication with the public	14.2%	42.4%	26.2%	7.9%	3.6%	5.7%
Q12-2. Availability of information about City programs & services	13.4%	43.0%	26.2%	7.9%	2.8%	6.7%
Q12-3. City's efforts to keep you informed about local issues	12.0%	37.1%	28.6%	12.4%	4.1%	5.7%
Q12-4. Quality of City's social media, e.g., Facebook, Instagram, LinkedIn	12.0%	30.8%	24.9%	4.3%	2.4%	25.6%
Q12-5. Level of involvement in local decision making	6.9%	21.9%	34.3%	13.2%	7.3%	16.4%
Q12-6. Overall usefulness of City's website	11.0%	36.5%	27.8%	10.1%	2.0%	12.6%
Q12-7. Timeliness of information provided by City	8.9%	36.1%	29.8%	8.9%	4.9%	11.4%

WITHOUT "DON'T KNOW"

Q12. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12-1. Overall effectiveness of City communication with the public	15.1%	45.0%	27.8%	8.4%	3.8%
Q12-2. Availability of information about City programs & services	14.4%	46.1%	28.1%	8.5%	3.0%
Q12-3. City's efforts to keep you informed about local issues	12.8%	39.3%	30.3%	13.2%	4.4%
Q12-4. Quality of City's social media, e.g., Facebook, Instagram, LinkedIn	16.2%	41.4%	33.4%	5.8%	3.2%
Q12-5. Level of involvement in local decision making	8.3%	26.2%	41.0%	15.8%	8.7%
Q12-6. Overall usefulness of City's website	12.6%	41.8%	31.8%	11.5%	2.3%
Q12-7. Timeliness of information provided by City	10.0%	40.8%	33.6%	10.0%	5.6%

Q13. From which of the following sources do you currently get information about the City of Wauwatosa?

Q13. From which following sources do you currently get information about City

	Number	Percent
Local newspapers	146	28.8 %
City website-www.wauwatosa.net	319	62.9 %
Radio	54	10.7 %
TV news channels	130	25.6 %
City Facebook account	219	43.2 %
City Instagram account	75	14.8 %
City eNewsletters	175	34.5 %
Word of mouth (family, friends)	296	58.4 %
Your neighborhood association	214	42.2 %
City Cable Access Channel	4	0.8 %
Total	1632	

Q14. Customer Service: Have you contacted the City with a question, problem or complaint in the past year?

Q14. Have you contacted City with a question, problem or complaint in past year

	Number	Percent
Yes	183	36.1 %
No	324	63.9 %
Total	507	100.0 %

Q14a. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City employees.

(N=183)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q14a-1. Overall quality of customer service you received from City employees	39.9%	30.1%	13.1%	8.2%	8.2%	0.5%
Q14a-2. How easy they were to contact	37.2%	39.3%	9.3%	10.4%	2.7%	1.1%
Q14a-3. Courteousness of staff	45.4%	35.5%	10.9%	2.7%	4.4%	1.1%
Q14a-4. Accuracy of information & assistance given	41.0%	28.4%	16.9%	4.9%	5.5%	3.3%
Q14a-5. How quickly City staff responded to your request	43.2%	30.1%	11.5%	6.6%	7.7%	1.1%
Q14a-6. How well your issue was handled	37.2%	24.0%	14.2%	9.8%	11.5%	3.3%

WITHOUT "DON'T KNOW"

Q14a. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied", please rate your satisfaction with the customer service you received from the City employees. (without "don't know")

(N=183)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q14a-1. Overall quality of customer service you received from City employees	40.1%	30.2%	13.2%	8.2%	8.2%
Q14a-2. How easy they were to contact	37.6%	39.8%	9.4%	10.5%	2.8%
Q14a-3. Courteousness of staff	45.9%	35.9%	11.0%	2.8%	4.4%
Q14a-4. Accuracy of information & assistance given	42.4%	29.4%	17.5%	5.1%	5.6%
Q14a-5. How quickly City staff responded to your request	43.6%	30.4%	11.6%	6.6%	7.7%
Q14a-6. How well your issue was handled	38.4%	24.9%	14.7%	10.2%	11.9%

Q15. Billing: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15-1. How easy your bill is to understand	20.7%	48.3%	15.8%	2.0%	0.4%	12.8%
Q15-2. Accuracy of your bill	22.1%	47.1%	15.8%	0.8%	0.0%	14.2%
Q15-3. How easy it is to resolve billing problems	9.5%	15.2%	19.5%	1.8%	0.2%	53.8%
Q15-4. Hours that customer service is available	13.4%	30.4%	18.7%	2.6%	0.4%	34.5%
Q15-5. Ease of online payment	16.2%	27.8%	17.4%	7.7%	1.8%	29.2%

WITHOUT "DON'T KNOW"

Q15. Billing: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15-1. How easy your bill is to understand	23.8%	55.4%	18.1%	2.3%	0.5%
Q15-2. Accuracy of your bill	25.7%	54.9%	18.4%	0.9%	0.0%
Q15-3. How easy it is to resolve billing problems	20.5%	32.9%	42.3%	3.8%	0.4%
Q15-4. Hours that customer service is available	20.5%	46.4%	28.6%	3.9%	0.6%
Q15-5. Ease of online payment	22.8%	39.3%	24.5%	10.9%	2.5%

Q16. Other Services: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Overall quality of services provided by City	18.5%	59.4%	15.4%	2.2%	0.4%	4.1%
Q16-2. Overall value that you receive for your City tax dollars & fees	12.2%	44.0%	21.5%	13.8%	4.1%	4.3%
Q16-3. Overall flow of traffic & congestion management in City	5.9%	32.7%	27.0%	23.3%	8.5%	2.6%
Q16-4. Overall appearance of City	18.9%	60.7%	13.8%	4.1%	1.0%	1.4%
Q16-5. Overall affordability of housing	5.1%	26.2%	29.2%	23.1%	10.1%	6.3%
Q16-6. How well City is planning & managing redevelopment	4.7%	20.3%	20.7%	24.7%	19.3%	10.3%

WITHOUT "DON'T KNOW"

Q16. Other Services: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=507)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Overall quality of services provided by City	19.3%	61.9%	16.0%	2.3%	0.4%
Q16-2. Overall value that you receive for your City tax dollars & fees	12.8%	46.0%	22.5%	14.4%	4.3%
Q16-3. Overall flow of traffic & congestion management in City	6.1%	33.6%	27.7%	23.9%	8.7%
Q16-4. Overall appearance of City	19.2%	61.6%	14.0%	4.2%	1.0%
Q16-5. Overall affordability of housing	5.5%	28.0%	31.2%	24.6%	10.7%
Q16-6. How well City is planning & managing redevelopment	5.3%	22.6%	23.1%	27.5%	21.5%

Q17. Which THREE of the categories listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO years?

Q17. Top choice	Number	Percent
Overall quality of services provided by City	38	7.5 %
Overall value that you receive for your City tax dollars & fees	90	17.8 %
Overall flow of traffic & congestion management in City	84	16.6 %
Overall appearance of City	22	4.3 %
Overall affordability of housing	81	16.0 %
How well City is planning & managing redevelopment	160	31.6 %
None chosen	32	6.3 %
Total	507	100.0 %

Q17. Which THREE of the categories listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO years?

Q17. 2nd choice	Number	Percent
Overall quality of services provided by City	33	6.5 %
Overall value that you receive for your City tax dollars & fees	86	17.0 %
Overall flow of traffic & congestion management in City	108	21.3 %
Overall appearance of City	42	8.3 %
Overall affordability of housing	71	14.0 %
How well City is planning & managing redevelopment	123	24.3 %
None chosen	44	8.7 %
Total	507	100.0 %

Q17. Which THREE of the categories listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO years?

<u>Q17. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by City	62	12.2 %
Overall value that you receive for your City tax dollars & fees	90	17.8 %
Overall flow of traffic & congestion management in City	97	19.1 %
Overall appearance of City	53	10.5 %
Overall affordability of housing	59	11.6 %
How well City is planning & managing redevelopment	74	14.6 %
None chosen	72	14.2 %
Total	507	100.0 %

SUM OF TOP 3 CHOICES

Q17. Which THREE of the categories listed in Question 16 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

<u>Q17. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of services provided by City	133	26.2 %
Overall value that you receive for your City tax dollars & fees	266	52.5 %
Overall flow of traffic & congestion management in City	289	57.0 %
Overall appearance of City	117	23.1 %
Overall affordability of housing	211	41.6 %
How well City is planning & managing redevelopment	357	70.4 %
None chosen	32	6.3 %
Total	1405	

Q18. For each of the issues listed, please indicate your level of agreement.

(N=507)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q18-1. City should prioritize sustainable practices in policy & decision making	32.9%	39.3%	13.6%	8.1%	2.0%	4.1%
Q18-2. City should devote resources to raise awareness & understanding of sustainability	24.3%	36.5%	20.3%	10.7%	4.1%	4.1%

WITHOUT "DON'T KNOW"

Q18. For each of the issues listed, please indicate your level of agreement. (without "don't know")

(N=507)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q18-1. City should prioritize sustainable practices in policy & decision making	34.4%	40.9%	14.2%	8.4%	2.1%
Q18-2. City should devote resources to raise awareness & understanding of sustainability	25.3%	38.1%	21.2%	11.1%	4.3%

Q19. For trips that you and the members of your household take that are one mile or less, what would encourage you to NOT use your car?

Q19. What would encourage you not to use your car for trips you take that are one mile or less	Number	Percent
New or improved curb ramps	74	14.6 %
New or widened sidewalks	150	29.6 %
Shorter pedestrian/bicycle wait times at traffic signals	76	15.0 %
Traffic calming to slow speeds and/or shorten crossing distances	246	48.5 %
On-street bicycle facilities	89	17.6 %
Off-street bicycle facilities	127	25.0 %
Increased bike or scooter share services	38	7.5 %
Benches for use while waiting for transit or rest	79	15.6 %
More bus routes	49	9.7 %
More bicycle parking at destinations	103	20.3 %
Shorter bus wait times	35	6.9 %
Someone to walk, bike, or take the bus with	62	12.2 %
Incentives (reduced bus fare or bike/scooter share costs)	61	12.0 %
Other	59	11.6 %
Total	1248	

Q19-14. Other

- Ban scooters in Wauwatosa completely. They are a safety hazard!
- BETTER LIGHTING ON TRAILS
- Better policing of reckless driving
- Better signage for biking on the parkway, city campaigns for bike riding/walking, longer walk signs for pedestrians.
- Bike safety programs by city – free
- Businesses aren't close enough to my house
- Don't think this needs to be a concern of the city.
- Enforce cars not stopping for pedestrian crossings, specially on north ave and center street
- Enforce traffic laws concerning pedestrians. There was a minimal effort at this a few years ago but quietly went away and the problem persists on main roads like North Ave and Wauwatosa Ave where vehicles do not stop for pedestrians in a crosswalk, even with flashing lights. City Communications could work with police on public education on this and issue warnings then citations to motorists who do not stop for pedestrians. If police resources are an issue, stop sending police to do what should be private security work for big box stores like Home Depot when someone commits minor theft, especially stores that abuse the dark store loophole to avoid paying their fair share of taxes, and use those police hours to start keep our streets safe for pedestrians.
- Enforcement of traffic laws
- Enforcing reckless driving
- Fix the holes in the cemented roads.
- Fix the roads so there's not so many potholes for bicycle riders. Also, I only use my bike to commute when the Weather is decent, so this is obviously something that can't really be changed.
- Good weather

Q19-14. Other

- I am already an active walker
- I am disabled and need to use my car.
- I currently walk any trip less than a mile.
- I don't need Wauwatosa to discourage my car usage. I do not want more public transportation that only benefits the general population outside of Wauwatosa and not myself and my family.
- I love walking
- I really like bike sidewalk lanes
- I would not use any thing other than my car.
- I'll drive, thanks
- Improve cross walks on busy streets. North Ave needs better defined cross walks. It's impossible to cross if you're not at a light.
- Improved policing of speeders/reckless driving
- Increase crossing lights for pedestrians
- INCREASED AND CLEAR SIGNAGE FOR BIKE AND WALKING PATHS/LANES
- Increased parking at the Park And Ride facility at the corner of Watertown plank Road and Mayfair Road. Or more park-and-ride facilities.
- Keep bikes, scooters, skateboards, hoverboards off sidewalks
- Mixed use and/or 'rest stops' for a quick bite or drink on the route
- Mobility challenged
- More bike lanes on main roads with safety in mind.
- More food options in West Tosa
- More no turn on red signs in high traffic areas.
- More parking in major areas
- More pedestrian cross buttons on busy streets- i.e.: along 68th street at the parkway.
- More pedestrian traffic signals
- Need to use wheelchair
- Neighborhood benches to 'rest stop'
- Nothing will make me NOT drive my car
- Nothing would make me stop driving.
- Nothing, I will continue to use my car
- Pedestrian street crossing signals.
- Reduce traffic lanes at unnecessarily wide roads
- Safe protected bike lanes, bike paths, better bike infrastructure
- Safer road crossings especially on North Ave
- Safety and crossing busy streets
- Small, local shuttle services.
- Stores that aren't at the bottom of huge hills.
- Street car/trolley
- Street Parking, we can't have family visit us overnight. They live out of state and getting parking tickets are expensive and the no parking is not marked so it's not a known city wide law for enforcing
- The only thing that prevents me from not using my car is my physical health and time constraints. Nothing related to the city.

Q19-14. Other

- There are absolutely --ZERO-- accommodations or any other aspects of living in Wauwatosa that are first and foremost concerned with the health, safety and welfare of the elderly and the homebound infirm. This is especially true and factual with regard to mobility and property maintenance. The use of Marxist-Communist policies that force residential property owners who have no children to pay for public schools lest they risk losing their home being taken away as the most severe means to compel compliance --MUST-- be reevaluated: ESPECIALLY FOR SENIOR CITIZENS AND INFIRM PERSONS WHO HAVE NO CHILDREN.
- There is no safe resource for middle and high schoolers coming home from Wauwatosa West School to the southwest side of wauwatosa. It is highway, construction, no sidewalks, no crossing guards, no street lights, or unsafe bus routes with multiple transfers.
- We don't consider the westside of Tosa bikable.
- We have greater than 1.5 mile trip to grocery stores and other essential shopping opportunities. So we will be driving. Wauwatosa should jettison Currie Park/ Sheraton Lawns to Brookfield in Waukesha Co.
- We need to deal with environment around us
- WEATHER
- Weather impact, reason for travel. Cant easily bike home with lots of groceries.
- Your assuming walking is easy to do.

Q20. How likely would you be to recommend Wauwatosa to family or friends as a place to live?

Q20. How likely would you be to recommend Wauwatosa to family or friends as a place to live

	Number	Percent
Very likely	294	58.0 %
Somewhat likely	128	25.2 %
Neutral	42	8.3 %
Unlikely	25	4.9 %
Very unlikely	14	2.8 %
Don't know	4	0.8 %
Total	507	100.0 %

WITHOUT "DON'T KNOW"

Q20. How likely would you be to recommend Wauwatosa to family or friends as a place to live? (without "don't know")

Q20. How likely would you be to recommend Wauwatosa to family or friends as a place to live

	Number	Percent
Very likely	294	58.4 %
Somewhat likely	128	25.4 %
Neutral	42	8.3 %
Unlikely	25	5.0 %
Very unlikely	14	2.8 %
Total	503	100.0 %

Q21. Approximately how many years have you lived in the City of Wauwatosa?

Q21. How many years have you lived in City of Wauwatosa	Number	Percent
Less than 5 years	69	13.6 %
5-10 years	76	15.0 %
11-15 years	62	12.2 %
16-20 years	47	9.3 %
21-30 years	79	15.6 %
30+ years	166	32.7 %
Not provided	8	1.6 %
Total	507	100.0 %

WITHOUT "NOT PROVIDED"**Q21. Approximately how many years have you lived in the City of Wauwatosa? (without "not provided")**

Q21. How many years have you lived in City of Wauwatosa	Number	Percent
Less than 5 years	69	13.8 %
5-10 years	76	15.2 %
11-15 years	62	12.4 %
16-20 years	47	9.4 %
21-30 years	79	15.8 %
30+ years	166	33.3 %
Total	499	100.0 %

Q22. What is your age?

Q22. Your age	Number	Percent
18-34	97	19.1 %
35-44	99	19.5 %
45-54	92	18.1 %
55-64	98	19.3 %
65+	98	19.3 %
Not provided	23	4.5 %
Total	507	100.0 %

WITHOUT "NOT PROVIDED"**Q22. What is your age? (without "not provided")**

Q22. Your age	Number	Percent
18-34	97	20.0 %
35-44	99	20.5 %
45-54	92	19.0 %
55-64	98	20.2 %
65+	98	20.2 %
Total	484	100.0 %

Q23. What is your gender?

Q23. Your gender	Number	Percent
Male	242	47.7 %
Female	253	49.9 %
Non-Binary	1	0.2 %
Prefer to self-describe	1	0.2 %
Prefer not to disclose	10	2.0 %
Total	507	100.0 %

WITHOUT "PREFER NOT TO DISCLOSE"

Q23. What is your gender? (without "prefer not to disclose")

Q23. Your gender	Number	Percent
Male	242	48.7 %
Female	253	50.9 %
Non-Binary	1	0.2 %
Prefer to self-describe	1	0.2 %
Total	497	100.0 %

Q23-4. Self-describe your gender:

Q23-4. Self-describe your gender	Number	Percent
Fluid	1	100.0 %
Total	1	100.0 %

Q24. Which of the following best describes your race/ethnicity?

<u>Q24. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	23	4.5 %
Black or African American	40	7.9 %
American Indian or Alaska Native	4	0.8 %
White or Caucasian	406	80.1 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Hispanic, Spanish, or Latino/a/x	22	4.3 %
Other	7	1.4 %
Total	503	

Q24-7. Self-describe your race/ethnicity:

<u>Q24-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	28.6 %
Multi-racial	2	28.6 %
Bi-racial	1	14.3 %
European	1	14.3 %
Italian White	1	14.3 %
Total	7	100.0 %

Q25. Which of the following best describes your household income?

Q25. Your household income	Number	Percent
Less than \$30K	41	8.1 %
\$30K to \$59,999	56	11.0 %
\$60K to \$99,999	88	17.4 %
\$100K to \$129,999	112	22.1 %
\$130K+	115	22.7 %
Not provided	95	18.7 %
Total	507	100.0 %

WITHOUT "NOT PROVIDED"

Q25. Which of the following best describes your household income? (without "not provided")

Q25. Your household income	Number	Percent
Less than \$30K	41	10.0 %
\$30K to \$59,999	56	13.6 %
\$60K to \$99,999	88	21.4 %
\$100K to \$129,999	112	27.2 %
\$130K+	115	27.9 %
Total	412	100.0 %

A large graphic element consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '5' in a dark blue font. To the right of the circle, the text 'Survey Instrument' is written in a white, sans-serif font.

5 Survey Instrument



Dear resident,

As part of our commitment to serving our community effectively, we regularly seek input from residents. One way is a community survey.

To conduct the survey, we've selected ETC Institute, one of America's leading government research firms. It has conducted scientifically-valid surveys for hundreds of cities and counties nationwide. Your household has been randomly selected to receive the survey. The community's responses will be aggregated, but all individual responses will remain confidential.

We last conducted a resident survey in 2019, and we're eager to get your feedback on roads, public safety, communication, and more. By participating in the survey, you can help us to gauge satisfaction with city services, assess current programs, and lay the groundwork for future planning.

You have two options for responding – fill out the enclosed form and return it in the enclosed postage-paid reply envelope, or complete the survey online at wauwatosasurvey.org. It will take a bit of time to complete, but please know that every question is important.

If you have questions or need additional information, please call Deputy City Administrator Melissa Weiss at (414)-479-8951 or send an email to mweiss@wauwatosa.net.

The survey results will be presented at a public meeting. You're welcome to attend that meeting or view the video of the meeting afterwards. A comprehensive report will be posted on the city's website and a summary of the results will be included in a future issue of the city's bi-weekly newsletter, "News in Brief." (You can subscribe to city news at Wauwatosa.net/eNews.)

Thank you for helping us to guide the future direction of our community.

Sincerely,


Dennis R. McBride
Mayor





2024 City of Wauwatosa Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident priorities. If you prefer, you can complete the survey online at wauwatosasurvey.org. If you have questions, please call or email Melissa Weiss at (414) 479-8951 or mweiss@wauwatosa.net.

1. Perception of the City: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

How would you rate the City...	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. As a place to live	5	4	3	2	1	9
2. As a place to raise children	5	4	3	2	1	9
3. As a place to work	5	4	3	2	1	9
4. As a place to retire	5	4	3	2	1	9
5. As a place to visit	5	4	3	2	1	9
6. As a place that is accepting of diversity	5	4	3	2	1	9
7. As a place you are proud to call home	5	4	3	2	1	9
8. As a community that is moving in the right direction	5	4	3	2	1	9

2. Public Safety: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Public Safety	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of police services	5	4	3	2	1	9
02. The visibility of police in neighborhoods	5	4	3	2	1	9
03. The visibility of police in commercial and retail areas	5	4	3	2	1	9
04. The City's efforts to prevent crime	5	4	3	2	1	9
05. How quickly police respond to emergencies	5	4	3	2	1	9
06. Overall customer service and approachability of Police Department personnel toward citizens	5	4	3	2	1	9
07. Enforcement of local traffic laws	5	4	3	2	1	9
08. Police Department community support and education programs	5	4	3	2	1	9
09. Overall quality of fire and Emergency Medical Services (EMS)	5	4	3	2	1	9
10. How quickly fire services personnel respond to emergencies	5	4	3	2	1	9
11. Fire safety education programs	5	4	3	2	1	9
12. How quickly Emergency Medical Services (EMS) personnel respond to emergencies	5	4	3	2	1	9

3. Which THREE of the services listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 2.]

1st: ____ 2nd: ____ 3rd: ____

4. Utility Services: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Utility Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of drinking water utility services	5	4	3	2	1	9
2. Drainage of rain water off City streets	5	4	3	2	1	9
3. Drainage of rain water off properties next to your residence	5	4	3	2	1	9

5. **City Maintenance/Public Works:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Maintenance/Public Works	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall maintenance of City streets, sidewalks and infrastructure	5	4	3	2	1	9
02. Condition of major City streets	5	4	3	2	1	9
03. Condition of streets in your neighborhood	5	4	3	2	1	9
04. Maintenance of street signs and traffic signals	5	4	3	2	1	9
05. Overall cleanliness of streets/other public areas	5	4	3	2	1	9
06. Condition of City sidewalks	5	4	3	2	1	9
07. Adequacy of City street lighting	5	4	3	2	1	9
08. Mowing/tree trimming along streets and other public areas	5	4	3	2	1	9
09. Maintenance of City-owned buildings	5	4	3	2	1	9
10. Snow removal on major City streets	5	4	3	2	1	9
11. Snow removal on streets in your neighborhood	5	4	3	2	1	9

6. Which THREE of the services listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 5.]

1st: ____ 2nd: ____ 3rd: ____

7. **Parks:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks and Recreation	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of parks and facilities	5	4	3	2	1	9
2. Maintenance of City parks	5	4	3	2	1	9
3. Number of City parks	5	4	3	2	1	9
4. Number of walking and biking trails in the City	5	4	3	2	1	9
5. Quality of walking and biking trails in the City	5	4	3	2	1	9
6. Quality of outdoor athletic fields	5	4	3	2	1	9
7. Quality of picnic/pavilion areas and playgrounds in City parks	5	4	3	2	1	9
8. Maintenance and appearance of community centers, like the Muellner Building	5	4	3	2	1	9

8. Which TWO of the services listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 7.]

1st: ____ 2nd: ____

9. **Library Service:** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Library Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of City library	5	4	3	2	1	9
2. Overall quality and quantity of programs for children	5	4	3	2	1	9
3. Overall quality and quantity of programs for teens	5	4	3	2	1	9
4. Overall quality and quantity of programs for adults	5	4	3	2	1	9
5. Overall helpfulness of library staff	5	4	3	2	1	9
6. Overall quality of available materials	5	4	3	2	1	9

10. Property Maintenance Codes: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Property Maintenance Codes	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
2. Enforcing the cleanup of litter and debris on private property	5	4	3	2	1	9
3. Enforcing the mowing and trimming of lawns on private property	5	4	3	2	1	9
4. Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
5. Enforcing the exterior maintenance of business property	5	4	3	2	1	9
6. Quality of animal control	5	4	3	2	1	9

11. Trash Service: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Trash Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall quality of solid waste services (trash, recycling, yard waste, etc.)	5	4	3	2	1	9
2. Curbside trash collection services	5	4	3	2	1	9
3. Curbside recycling services	5	4	3	2	1	9
4. Yard waste removal services	5	4	3	2	1	9
5. Bulky item pick-up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9

12. City Communications: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

City Communications	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Overall effectiveness of City Communication with the public	5	4	3	2	1	9
2. The availability of information about City programs and services	5	4	3	2	1	9
3. City's efforts to keep you informed about local issues	5	4	3	2	1	9
4. The quality of the City's social media, e.g., Facebook, Instagram, LinkedIn	5	4	3	2	1	9
5. Level of involvement in local decision making	5	4	3	2	1	9
6. Overall usefulness of the City's website	5	4	3	2	1	9
7. Timeliness of information provided by the City	5	4	3	2	1	9

13. From which of the following sources do you currently get information about the City of Wauwatosa? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Local newspapers | <input type="checkbox"/> (06) City Instagram account |
| <input type="checkbox"/> (02) City website - www.wauwatosa.net | <input type="checkbox"/> (07) City e-newsletters |
| <input type="checkbox"/> (03) Radio | <input type="checkbox"/> (08) Word of mouth (family, friends) |
| <input type="checkbox"/> (04) TV news channels | <input type="checkbox"/> (09) Your Neighborhood Association |
| <input type="checkbox"/> (05) City Facebook account | <input type="checkbox"/> (10) City Cable Access Channel |

14. Customer Service: Have you contacted the City with a question, problem or complaint in the past year?

____(1) Yes [Answer Q14a.] ____ (2) No [Go to Q15.]

14a. Using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the customer service you received from the City employees.

Customer Service		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of customer service you received from City employees	5	4	3	2	1	9
2.	How easy they were to contact	5	4	3	2	1	9
3.	Courteousness of staff	5	4	3	2	1	9
4.	The accuracy of the information and assistance given	5	4	3	2	1	9
5.	How quickly City staff responded to your request	5	4	3	2	1	9
6.	How well your issue was handled	5	4	3	2	1	9

15. Billing: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Billing		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	How easy your bill is to understand	5	4	3	2	1	9
2.	The accuracy of your bill	5	4	3	2	1	9
3.	How easy it is to resolve billing problems	5	4	3	2	1	9
4.	Hours that customer service is available	5	4	3	2	1	9
5.	Ease of online payment	5	4	3	2	1	9

16. Other Services: For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Other Services		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Overall quality of services provided by the City	5	4	3	2	1	9
2.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
3.	Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
4.	Overall appearance of the City	5	4	3	2	1	9
5.	Overall affordability of housing	5	4	3	2	1	9
6.	How well the city is planning and managing redevelopment	5	4	3	2	1	9

17. Which THREE of the categories listed above do you think should receive the most emphasis from City leaders over the next TWO years? [Write in your answers below using the numbers from the list in Question 16.]

1st: ____ 2nd: ____ 3rd: ____

18. For each of the issues listed, please indicate your level of agreement.

Environment and Sustainability		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	The City should prioritize sustainable practices in policy and decision making	5	4	3	2	1	9
2.	The City should devote resources to raise awareness and understanding of sustainability	5	4	3	2	1	9

19. **For trips that you and the members of your household take that are one mile or less, what would encourage you to NOT use your car? [Check all that apply.]**

- (01) New or improved curb ramps
- (02) New or widened sidewalks
- (03) Shorter pedestrian/bicycle wait times at traffic signals
- (04) Traffic calming to slow speeds and/or shorten crossing distances
- (05) On-street bicycle facilities
- (06) Off-street bicycle facilities
- (07) Increased bike or scooter share services
- (08) Benches for use while waiting for transit or rest
- (09) More bus routes
- (10) More bicycle parking at destinations
- (11) Shorter bus wait times
- (12) Someone to walk, bike, or take the bus with
- (13) Incentives (reduced bus fare or bike/scooter share costs)
- (14) Other: _____

20. **How likely would you be to recommend Wauwatosa to family or friends as a place to live?**

- (1) Very likely
- (2) Somewhat likely
- (3) Neutral
- (4) Unlikely
- (5) Very unlikely
- (9) Don't know

Demographics

21. **Approximately how many years have you lived in the City of Wauwatosa?**

- (1) Less than 5 years
- (2) 5-10 years
- (3) 11-15 years
- (4) 16-20 years
- (5) 21-30 years
- (6) More than 30 years

22. **What is your age?** _____ years

23. **What is your gender?**

- (1) Male
- (2) Female
- (3) Non-Binary
- (4) Prefer to self-describe: _____
- (5) Prefer not to disclose

24. **Which of the following best describes your race/ethnicity? [Check all that apply.]**

- (01) Asian or Asian Indian
- (02) Black or African American
- (03) American Indian or Alaska Native
- (04) White or Caucasian
- (05) Native Hawaiian or other Pacific Islander
- (06) Hispanic, Spanish, or Latino/a/x
- (99) Other: _____

25. **Which of the following best describes your household income?**

- (1) Less than \$30,000
- (2) \$30,000 to \$59,999
- (3) \$60,000 to \$99,999
- (4) \$100,000 to \$129,999
- (5) \$130,000 or more

Open-Ended Responses

26. **What makes you proud to be a Wauwatosa Resident?**

27. What three words best describe Wauwatosa as a place to live?

1. _____
2. _____
3. _____

28. Would you be willing to participate in future surveys sponsored by the City of Wauwatosa?

____(1) Yes *[Please answer Question 28a.]* ____ (2) No

28a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.