



## City of Cedarburg

### 2021 Citizen Survey Summary

#### Introduction

A survey of citizens in Cedarburg was done in May of 2021. This report analyzes the results of this survey and provides insight into the perspectives of the citizens on a variety of issues. The 2021 Cedarburg Citizen Survey included fourteen (14) questions along with a question requesting general demographic data as well as an opportunity for comments from the respondents. Six-hundred and forty-four (644) surveys were returned compared to five-hundred and forty-three (543) in 2019. The resulting data has been placed in a report format. Depending upon the nature of the question, individuals were asked to respond to each question based on three following possible rating options: 1) excellent, good, fair and poor 2) very important, somewhat important, no opinion, somewhat unimportant, and not important or 3) strongly agree, somewhat agree, neither agree/disagree, somewhat disagree, strongly disagree and no opinion. The survey was done through survey monkey and sent through the City's e-newsletter and Facebook. It should be noted that based on the survey being online we are unable to state that the report has any statistical significance. If the survey were sent out to a pre-determined number of residents, we would be able to figure out the statistical significance of the results.

## How Frequently do the Residents Utilize Various City Services – Question 1

The following is an analysis of how frequently residents use various City Services. The questions asked about various services the City provides and if the resident uses it daily, weekly, monthly, seasonally, rarely, or never. Based on the chart below the most used service by the respondents is Recycling and Refuse Collection with over 460/477 respondents utilizing these services on a weekly basis. The next significant service utilized is the Interurban Trail with 127 using it daily and 164 weekly. It is also important to note that the Library, City Parking Facilities, and Brush/Yard Waste Drop Off Site are also widely used by respondents. The lowest used services by respondents are the Senior Center, EMS, Property Nuisance Enforcement, and Fire Protection. The low use of EMS and Fire Protection does not mean that it is not an important service when needed but instead that those services are less used on a regular basis by the respondents.

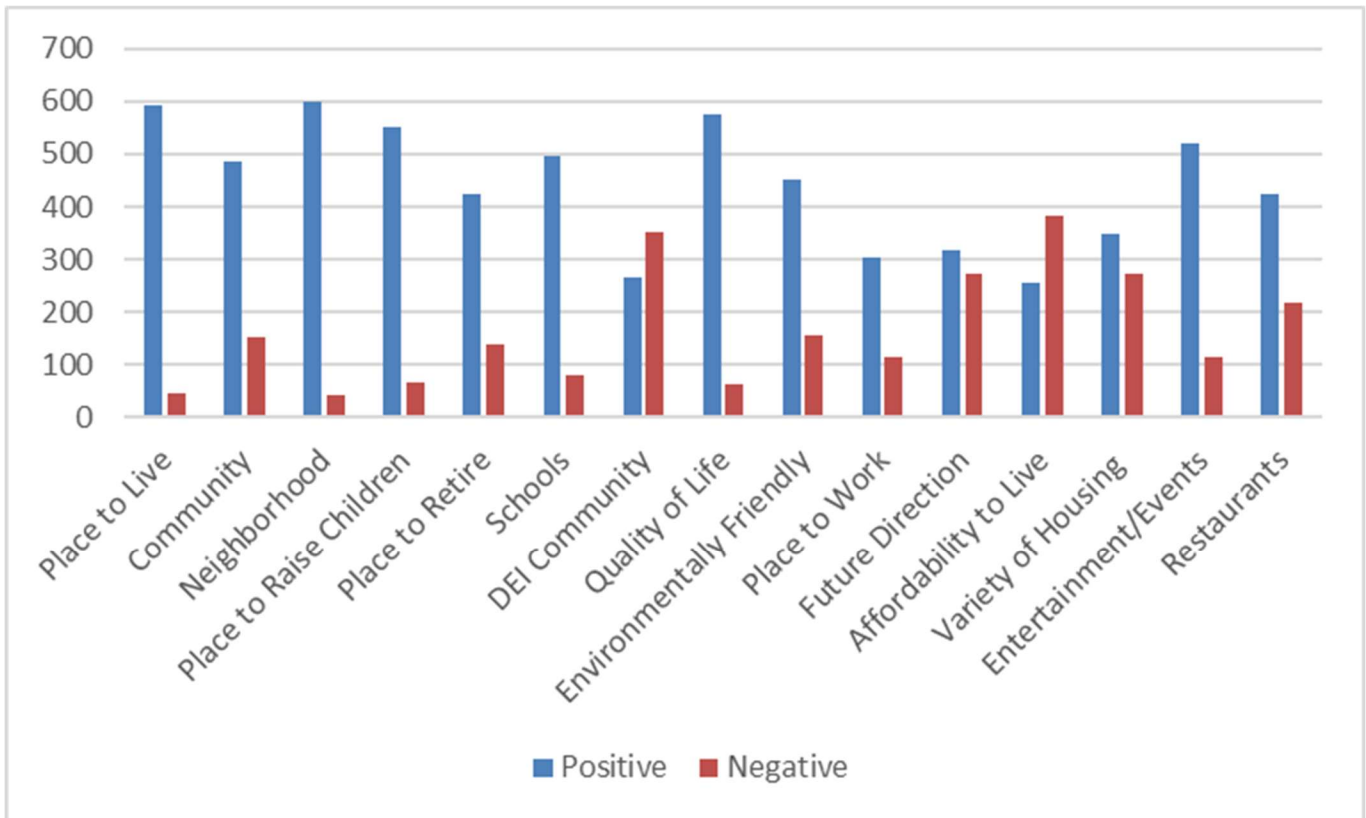
| Please indicate how frequently, if ever, you utilize the following City Services. |       |        |         |            |          |        |                 |            |
|---|-------|--------|---------|------------|----------|--------|-----------------|------------|
|   | Daily | Weekly | Monthly | Seasonally | Annually | Rarely | Never           | Total      |
| Bike and Pedestrian Trails (Interurban Trail)                                     | 127   | 164    | 65      | 142        | 11       | 83     | 45              | 637        |
| Community Pool  | 13    | 47     | 20      | 193        | 26       | 159    | 181             | 639        |
| Senior Center   | 0     | 9      | 6       | 13         | 7        | 91     | 511             | 637        |
| Recreation Programs   | 5     | 44     | 19      | 131        | 51       | 163    | 223             | 636        |
| Public Library Services   | 21    | 140    | 212     | 50         | 38       | 120    | 59              | 640        |
| Police Services   | 24    | 7      | 9       | 14         | 35       | 378    | 168             | 635        |
| Fire Protection and Prevention Services   | 22    | 3      | 5       | 8          | 20       | 287    | 291             | 636        |
| Emergency Medical Services (ambulance)  | 16    | 3      | 4       | 3          | 9        | 253    | 350             | 638        |
| Building Permits and Inspections  | 1     | 1      | 3       | 11         | 44       | 351    | 226             | 637        |
| Enforcement of Property Maintenance/Nuisance Code                                 | 2     | 2      | 2       | 7          | 11       | 181    | 433             | 638        |
| City Parking Facilities   | 23    | 119    | 138     | 47         | 28       | 156    | 124             | 635        |
| Recycling Collection Services   | 14    | 460    | 74      | 21         | 8        | 14     | 40              | 631        |
| Refuse Collection Services  | 16    | 474    | 22      | 30         | 11       | 27     | 56              | 636        |
| Leaf and Brush Pickup (curbside)  | 3     | 12     | 100     | 349        | 14       | 44     | 110             | 632        |
| Brush/Yardwaste Drop Off Site (New)   | 6     | 87     | 129     | 180        | 21       | 52     | 158             | 633        |
|   |       |        |         |            |          |        | <b>Answered</b> | <b>643</b> |
|   |       |        |         |            |          |        | <b>Skipped</b>  | <b>1</b>   |

## How Citizens of Cedarburg Feel About Their City – Question 2

The following is an analysis of question two “How the citizens of Cedarburg feel about their city”.

Graph 1 provides an overall view of how the citizens of Cedarburg feel about their city. The original responses of excellent and good were combined into a single category of “positive”, while fair and poor responses were combined to form a category of “negative”. By displaying the results in this manner, it seems apparent that respondents generally feel “positive” about their city, except when asked about the affordability to live in the City and if the City was diverse, equitable, and inclusive.

**GRAPH 1**



## How Cedarburg Citizens Feel About Their City Results

|  | Excellent | Good | Fair | Poor | No Opinion      | Total      |
|--|-----------|------|------|------|-----------------|------------|
| Cedarburg as a place to live?  | 369       | 224  | 42   | 4    | 2               | 641        |
| Feeling a part of the community?                                       | 209       | 278  | 122  | 29   | 1               | 639        |
| Your neighborhood as a place to live?                                  | 386       | 213  | 36   | 6    | 0               | 641        |
| Cedarburg as a place to raise children?                                | 364       | 189  | 54   | 11   | 23              | 641        |
| Cedarburg as a place to retire?  | 229       | 196  | 110  | 30   | 76              | 641        |
| Cedarburg Schools?   | 292       | 204  | 64   | 16   | 63              | 639        |
| Cedarburg as a Diverse, Equitable, and Inclusive Community?            | 138       | 127  | 148  | 204  | 22              | 639        |
| The overall quality of life in Cedarburg?                              | 317       | 260  | 61   | 2    | 1               | 641        |
| Cedarburg as an environmentally friendly City?                         | 181       | 271  | 126  | 31   | 27              | 636        |
| Cedarburg as a place to work?  | 120       | 185  | 84   | 29   | 222             | 640        |
| The direction Cedarburg is moving for the future?                      | 95        | 221  | 181  | 92   | 50              | 639        |
| Affordability of living in Cedarburg?                                  | 52        | 202  | 224  | 159  | 2               | 639        |
| Variety of housing options (apt.,condos,single family homes, duplexes) | 106       | 241  | 177  | 94   | 22              | 640        |
| The availability of entertainment/events?                              | 217       | 302  | 92   | 22   | 5               | 638        |
| The availability of restaurants?                                       | 147       | 277  | 169  | 47   | 1               | 641        |
|  |           |      |      |      | <b>Answered</b> | <b>642</b> |
|  |           |      |      |      | <b>Skipped</b>  | <b>2</b>   |

## How Cedarburg Citizens Feel About Their City Results Summary

|                          | Positive | Negative | No Opinion |
|--------------------------|----------|----------|------------|
| Place to Live            | 593      | 46       | 2          |
| Community                | 487      | 151      | 1          |
| Neighborhood             | 599      | 42       | 0          |
| Place to Raise Children  | 553      | 65       | 11         |
| Place to Retire          | 425      | 140      | 76         |
| Schools                  | 496      | 80       | 63         |
| DEI Community            | 265      | 352      | 22         |
| Quality of Life          | 577      | 63       | 1          |
| Environmentally Friendly | 452      | 157      | 27         |
| Place to Work            | 305      | 113      | 222        |
| Future Direction         | 316      | 273      | 50         |
| Affordability to Live    | 254      | 383      | 2          |
| Variety of Housing       | 347      | 271      | 22         |
| Entertainment/Events     | 519      | 114      | 5          |
| Restaurants              | 424      | 216      | 7          |

Positive = Excellent or Good

Negative=Fair or Poor

**The following is an analysis of the above tables:**

**How would you rate Cedarburg as a place to live?** There were 641 valid responses to the question with 2 no opinion. The cumulative percentage results show that slightly over 93% of survey respondents thought Cedarburg was an excellent or good place to live. This is 2% lower compared to 2019 survey results.

**How would you rate the sense of community in Cedarburg?** There were 635 valid responses to the sense of community rating with 3 no opinion. 76% of the citizens thought that Cedarburg had a “positive” sense of community. This is 7% lower compared to 2019.

**How would you rate your neighborhood as a place to live?** There were 641 responses with 30 no opinion. 94% respondents are pleased with their neighborhoods. This is an increase of 4% from 2019.

**How would you rate Cedarburg as a place to raise children?** There were 618 responses with 23 no opinion. 90% of the respondents saw Cedarburg as a “positive” place to raise children. This is an increase of 1% from 2019. Comparing the respondent’s place of residence demographics with their response to Cedarburg as a place to raise children shows no major impact on whether there is a preferred area of the city in which to raise children.

**How would you rate Cedarburg as a place to retire?** There were 565 responses with 76 no opinion. 75% of respondents think Cedarburg is a great place to retire. This is a 5% decrease from 2019. Based on comments the reason for the decline could be attributed to the high cost of living and not enough housing available for the senior population.

**How would you rate the Cedarburg Schools?** There were 576 responses with 63 no opinion. 86% of respondents felt that the Cedarburg schools are great. This is a slight decrease from 2019.

**How would you rate Cedarburg as a Diverse, Equitable, and Inclusive Community?** There were 617 responses with 22 no opinion. 43% of respondents felt Cedarburg is a diverse, equitable, and inclusive community. This is the first year this question has been in the survey and it shows that over half of the respondents feel that the City needs to do more to become a diverse, equitable, and inclusive community.

**How would you rate the overall quality of life in Cedarburg?** There were 640 valid responses and 1 no opinion to this question. 90% of respondents rated the quality of life in Cedarburg as “positive”. This is 6% lower than in 2019.

**How would you rate Cedarburg as an environmentally friendly City?** There were 609 responses with 27 no opinion. 74% of respondents felt that the City is environmentally friendly. The results did not change from 2019.

**How would you rate Cedarburg as a place to work?** There were 418 valid responses with 222 no opinion. 73% of respondents felt Cedarburg was a great place to work. No change from 2019.

**How would you rate the direction Cedarburg is moving for the future?**

There were 589 valid responses and 50 no opinion in rating the direction Cedarburg is moving for the future. 54% feel “positive” about the direction of the City. This is an increase of 3% from 2019.

**How would you rate the affordability of living in Cedarburg?** There were 637 valid responses and 2 no opinion. 40% feel that the affordability of living in Cedarburg is positive. This is an 11% decrease from 2019.

**How would you rate the variety of housing options available in Cedarburg?** There were 618 valid responses with 22 no opinion. 56% of respondents felt that Cedarburg has enough variety of housing. This was the first year this question was asked in the survey.

**How would you rate the availability of entertainment/events in Cedarburg?** There were 633 valid responses with 5 no opinion. 85% felt that there is a good amount of entertainment and events provided in Cedarburg. This is an increase of 5% from 2019.

**How would you rate the availability of restaurants?** There were 640 valid responses with 1 no opinion. 66% felt that the City has a good amount of restaurants. This is a slight decrease from 2019.

## Conclusion to Section One

Overall, one can conclude that Cedarburg citizens are very happy with the quality of life in the City. The lowest ranking items were affordability of living in Cedarburg and Cedarburg as a diverse, equitable, and inclusive city. As the City plans for the future these items should be evaluated to see how they may be improved upon.

## City of Cedarburg Importance and Quality of Services

### Importance of Services

It is apparent from the citizen responses that almost all services have an importance associated with them. The following services were rated very important by over eighty-five percent of the respondents: Fire Protection and Prevention Services, Emergency Medical and Rescue Services, Snow Removal, and Street Repair. In addition, over 70 percent or more of the respondents found that the following services were very important: Police Services, Refuse and Recycling Collection Service, Appearance of Parks and Greenways, Bike and Pedestrian Trails, and Playgrounds.

A chart showing the overall responses to the Importance of Services questions is shown below.

|   | Very Important | Somewhat Important | Somewhat Unimportant | Not Important | No Opinion/Not Aware of Service | Total      |
|---|----------------|--------------------|----------------------|---------------|---------------------------------|------------|
| Support for a variety of development                        | 185            | 288                | 55                   | 38            | 71                              | 637        |
| Public Library Services                                     | 366            | 192                | 36                   | 42            | 4                               | 640        |
| Senior Center Services                                      | 232            | 281                | 46                   | 26            | 56                              | 641        |
| Appearance of City-Owned Buildings                          | 308            | 273                | 38                   | 14            | 6                               | 639        |
| Forestry: Tree Pruning                                      | 262            | 317                | 42                   | 12            | 6                               | 639        |
| Forestry: Tree and Stump Removal                            | 239            | 332                | 42                   | 15            | 11                              | 639        |
| Forestry: Tree Planting                                     | 377            | 221                | 26                   | 8             | 7                               | 639        |
| Parks: Bike and Pedestrian Trails                           | 449            | 163                | 18                   | 7             | 4                               | 641        |
| Parks: Playgrounds  | 455            | 166                | 10                   | 7             | 3                               | 641        |
| Parks: Appearance of City Parks and Greenways               | 432            | 190                | 14                   | 3             | 1                               | 640        |
| Parks: Cedarburg Community Pool                             | 262            | 288                | 46                   | 21            | 21                              | 638        |
| Economic Development Assistance to Businesses               | 242            | 274                | 57                   | 21            | 44                              | 638        |
| Efforts to Improve the quantity/variety of housing          | 198            | 219                | 106                  | 92            | 22                              | 637        |
| Building Permits and Inspections                            | 143            | 329                | 66                   | 21            | 79                              | 638        |
| Enforcement of Property Maintenance/Nuisance Codes          | 190            | 274                | 101                  | 24            | 49                              | 638        |
| Land Use, Planning, and Zoning Services                     | 208            | 299                | 65                   | 14            | 48                              | 634        |
| Leaf and Brush Pickup Curbside                              | 259            | 284                | 51                   | 20            | 24                              | 638        |
| Brush/Yardwaste Drop-off site (new)                         | 316            | 242                | 29                   | 13            | 37                              | 637        |
| Recycling Collection Services                               | 487            | 125                | 13                   | 5             | 9                               | 639        |
| Refuse Collection Services                                  | 498            | 109                | 9                    | 6             | 16                              | 638        |
| Police Services   | 496            | 103                | 24                   | 13            | 3                               | 639        |
| Emergency Medical Services (ambulance)                      | 545            | 85                 | 5                    | 3             | 2                               | 640        |
| Fire Protection and Prevention Services                     | 552            | 75                 | 9                    | 1             | 3                               | 640        |
| Road Maintenance: City Parking Lots                         | 302            | 289                | 42                   | 5             | 2                               | 640        |
| Road Maintenance: City's Sidewalk System                    | 410            | 212                | 15                   | 1             | 1                               | 639        |
| Road Maintenance: Removal of Snow and Ice from City Streets | 525            | 106                | 5                    | 1             | 2                               | 639        |
| Road Maintenance: Traffic Signs and Signals                 | 415            | 201                | 16                   | 4             | 2                               | 638        |
| Road Maintenance: Street Lighting                           | 383            | 221                | 23                   | 6             | 4                               | 637        |
| Road Maintenance: Street Maintenance and Sweeping           | 296            | 264                | 69                   | 8             | 3                               | 640        |
| Road Maintenance: Street Repair                             | 464            | 160                | 12                   | 0             | 3                               | 639        |
| Storm Drainage Systems                                      | 426            | 187                | 12                   | 0             | 12                              | 637        |
| Storm Water Ponds   | 289            | 264                | 34                   | 6             | 45                              | 638        |
| Initiatives Regarding Diversity, Equity, & Inclusion        | 321            | 119                | 77                   | 99            | 24                              | 640        |
|   |                |                    |                      |               | <b>Answered</b>                 | <b>641</b> |
|   |                |                    |                      |               | <b>Skipped</b>                  | <b>3</b>   |

## Quality of Services

Not only is it important to know the citizens' opinions on the importance of the services offered by the City, but City Leadership also needs to know if the citizens feel the quality and value of services is meeting expectations.

Overall, the survey showed that most of the services rank either Excellent, Good or Fair. This shows that the quality of services is meeting or exceeding the residents' expectations. The services ranked with the highest percentage in the excellent area are the Police Services, Public Library Services, Fire Protection and Prevention Services, EMS, Refuse and Recycling, Brush and Yard Waste Drop-off, and Appearance of Parks. It is promising to see that most of the percentages in the poor category were low. The City should take pride in this but should continue to strive to increase the excellent and good responses and decrease the number of poor responses.

Residents feel that the following services have a poor value based on the survey results: Efforts to Improve Quality of Housing, Street Maintenance and Repair, and Diversity, Equity, and Inclusion initiatives.

|   | Excellent Quality | Good Quality | Fair Quality | Poor Quality | Don't Know      | Total      |
|---|-------------------|--------------|--------------|--------------|-----------------|------------|
| Support for a variety of development                        | 57                | 266          | 124          | 35           | 138             | 620        |
| Public Library Services                                     | 343               | 214          | 34           | 6            | 28              | 625        |
| Senior Center Services                                      | 81                | 140          | 27           | 3            | 375             | 626        |
| Appearance of City-Owned Buildings                          | 212               | 371          | 29           | 0            | 11              | 623        |
| Forestry: Tree Pruning                                      | 184               | 338          | 64           | 9            | 30              | 625        |
| Forestry: Tree and Stump Removal                            | 139               | 292          | 92           | 20           | 80              | 623        |
| Forestry: Tree Planting                                     | 141               | 294          | 92           | 23           | 72              | 622        |
| Parks: Bike and Pedestrian Trails                           | 224               | 328          | 41           | 7            | 24              | 624        |
| Parks: Playgrounds  | 216               | 328          | 52           | 5            | 24              | 625        |
| Parks: Appearance of City Parks and Greenways               | 243               | 336          | 30           | 5            | 9               | 623        |
| Parks: Cedarburg Community Pool                             | 187               | 280          | 34           | 1            | 122             | 624        |
| Economic Development Assistance to Businesses               | 40                | 159          | 49           | 12           | 363             | 623        |
| Efforts to Improve the quantity/variety of housing          | 46                | 173          | 99           | 84           | 220             | 622        |
| Building Permits and Inspections                            | 81                | 199          | 49           | 5            | 288             | 622        |
| Enforcement of Property Maintenance/Nuisance Codes          | 53                | 169          | 64           | 23           | 311             | 620        |
| Land Use, Planning, and Zoning Services                     | 57                | 197          | 66           | 24           | 277             | 621        |
| Leaf and Brush Pickup Curbside                              | 224               | 291          | 43           | 5            | 59              | 622        |
| Brush/Yardwaste Drop-off site                               | 269               | 224          | 22           | 1            | 106             | 622        |
| Recycling Collection Services                               | 315               | 244          | 37           | 3            | 22              | 621        |
| Refuse Collection Services                                  | 370               | 196          | 20           | 1            | 35              | 622        |
| Police Services   | 317               | 188          | 45           | 15           | 58              | 623        |
| Emergency Medical Services (ambulance)                      | 261               | 158          | 15           | 8            | 180             | 622        |
| Fire Protection and Prevention Services                     | 293               | 165          | 13           | 5            | 145             | 621        |
| Road Maintenance: City Parking Lots                         | 95                | 326          | 124          | 23           | 50              | 618        |
| Road Maintenance: City's Sidewalk System                    | 112               | 338          | 120          | 28           | 22              | 620        |
| Road Maintenance: Removal of Snow and Ice from City Streets | 204               | 301          | 88           | 21           | 7               | 621        |
| Road Maintenance: Traffic Signs and Signals                 | 199               | 346          | 45           | 4            | 26              | 620        |
| Road Maintenance: Street Lighting                           | 183               | 358          | 59           | 5            | 15              | 620        |
| Road Maintenance: Street Maintenance and Sweeping           | 178               | 364          | 56           | 8            | 14              | 620        |
| Road Maintenance: Street Repair                             | 86                | 271          | 172          | 77           | 14              | 620        |
| Storm Drainage Systems                                      | 104               | 302          | 57           | 4            | 152             | 619        |
| Storm Water Ponds   | 78                | 240          | 34           | 2            | 267             | 621        |
| Initiatives Regarding Diversity, Equity, & Inclusion        | 75                | 132          | 102          | 173          | 140             | 622        |
|   |                   |              |              |              | <b>Answered</b> | <b>628</b> |
|   |                   |              |              |              | <b>Skipped</b>  | <b>16</b>  |



## **Analysis of Importance and Quality of Services**

Upon analysis of the importance and quality of services, it was found through the use of cross tabs that the following services are viewed by the citizens as very important and excellent quality. The following core services were rated very important and excellent quality: Police Services, Fire Protection and Prevention Services, and Emergency Medical and Rescue Services. In addition to the anticipated results of the core services, it was also found that Refuse and Recycling Collection, and Library Services were also viewed as very important and that respondents found them to be of excellent value.

The only areas that had received a higher poor rating compared to the mean was efforts to improve the quantity/variety of housing, Diversity, Equity and Inclusion Initiatives, and Street Maintenance.

## **Budgeting Priorities – Questions 5 and 6**

Question 5 listed twelve areas of services provided by the City and asked citizens to give dollar amounts to each service area as if the City had an additional \$100,000 dollars. Services listed included Community Services, Economic Development, Refuse and Recycling, Finance and Administration, Police Protection, Fire Suppression and Prevention, Parks Maintenance, Outdoor Pool, Forestry Tree Removal, Forestry Cycle Pruning, Storm Water Management, Road Maintenance. These rankings are indicative of citizen opinion of where additional money ought to go. The rankings could refer to service areas that may be deemed problematic, important or worthy of additional funds.

Conversely, question 6 listed the same areas of service and asked the citizens to cut \$100,000 from the budget. Citizens ranked Finance/Administration, Economic Development as the top two areas to receive cuts. Road Maintenance, Parks Maintenance, Police and Fire Protection ranked in the bottom four with regard to cutting finances.

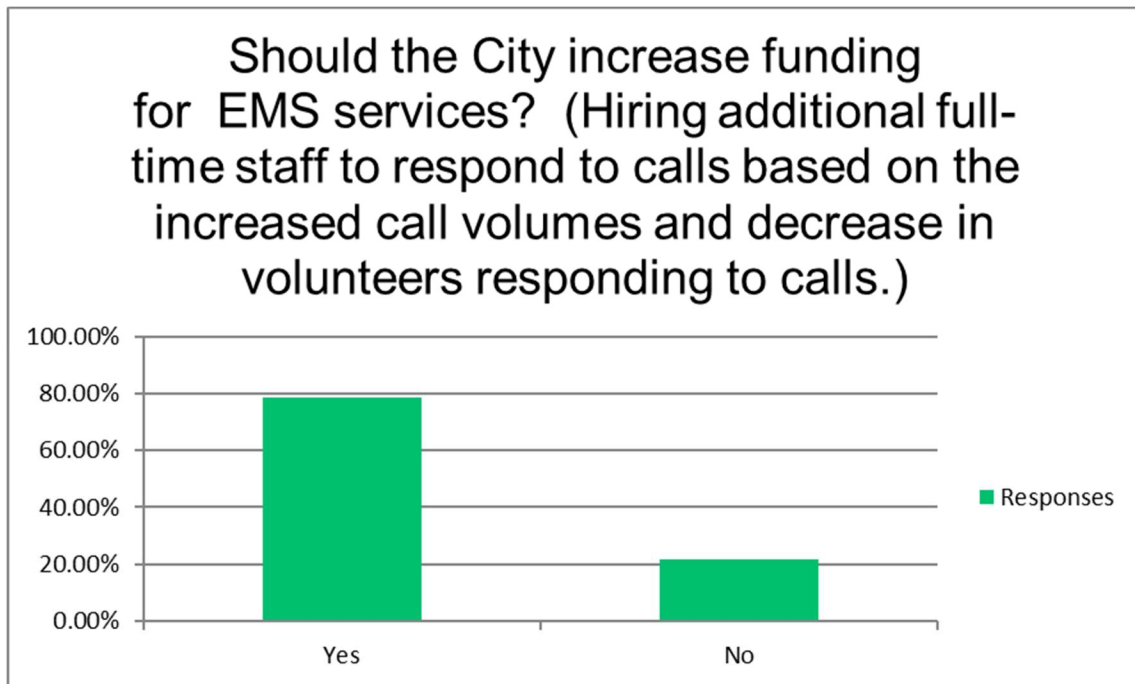
By performing a cross-match of the rankings, finance/revenue ranked the lowest to receive any additional funding and third highest to receive cuts. Even though this is a vital service for the City to be able to operate, it is a service that many residents do not deal with or see on a regular basis. This makes it an easy area for residents to think cuts could be made without effecting the level of services they receive. The highest to receive cuts was Police Services and second highest was Economic Development. Road Maintenance was well above average to receive additional funds and ranked low to receive cuts. The lowest to receive cuts was Fire and EMS Services.

## Budgeting Priorities

|                               | #   | Minimum   | Maximum   | Mean     |
|-------------------------------|-----|-----------|-----------|----------|
| <b># 5 - Extra \$100,000</b>  |     |           |           |          |
| Library & Senior Center       | 230 | .00       | \$100,000 | \$13,543 |
| Economic Development          | 200 | .00       | \$100,000 | \$16,698 |
| Refuse and Recycling          | 165 | .00       | \$30,000  | \$6,530  |
| Finance and Administration    | 118 | .00       | \$20,000  | \$2,712  |
| Fire/EMS                      | 214 | .00       | \$100,000 | \$14,520 |
| Police Protection             | 223 | .00       | \$100,000 | \$11,146 |
| Parks Maintenance             | 204 | .00       | \$50,000  | \$18,650 |
| Outdoor Pool                  | 190 | .00       | \$50,000  | \$7,605  |
| Forestry Tree Planting        | 213 | .00       | \$50,000  | \$10,465 |
| Forestry Pruning/Removal      | 169 | .00       | \$25,000  | \$6,660  |
| Storm Water Management        | 149 | .00       | \$100,000 | \$7,630  |
| Road Maintenance              | 314 | 10,000.00 | \$100,000 | \$30,789 |
| <b># 6 - Reduce \$100,000</b> |     |           |           |          |
| Library and Senior Services   | 192 | .00       | \$100,000 | \$17,043 |
| Economic Development          | 212 | .00       | \$100,000 | \$22,496 |
| Refuse and Recycling          | 145 | .00       | \$50,000  | \$8,735  |
| Finance and Administration    | 256 | .00       | \$100,000 | \$21,863 |
| Fire/EMS                      | 156 | \$50,000  | \$75,000  | \$1,878  |
| Police Protection             | 110 | \$100,000 | \$100,000 | \$35,264 |
| Parks Maintenance             | 288 | .00       | \$50,000  | \$6,595  |
| Outdoor Pool                  | 288 | .00       | \$75,000  | \$4,427  |
| Forestry Tree Planting        | 288 | .00       | \$50,000  | \$13,166 |
| Forestry Pruning/Removal      | 288 | .00       | \$75,000  | \$12,118 |
| Storm Water Management        | 288 | .00       | \$50,000  | \$8,724  |
| Road Maintenance              | 288 | .00       | \$50,000  | \$11,417 |

## EMS Services – Question 7

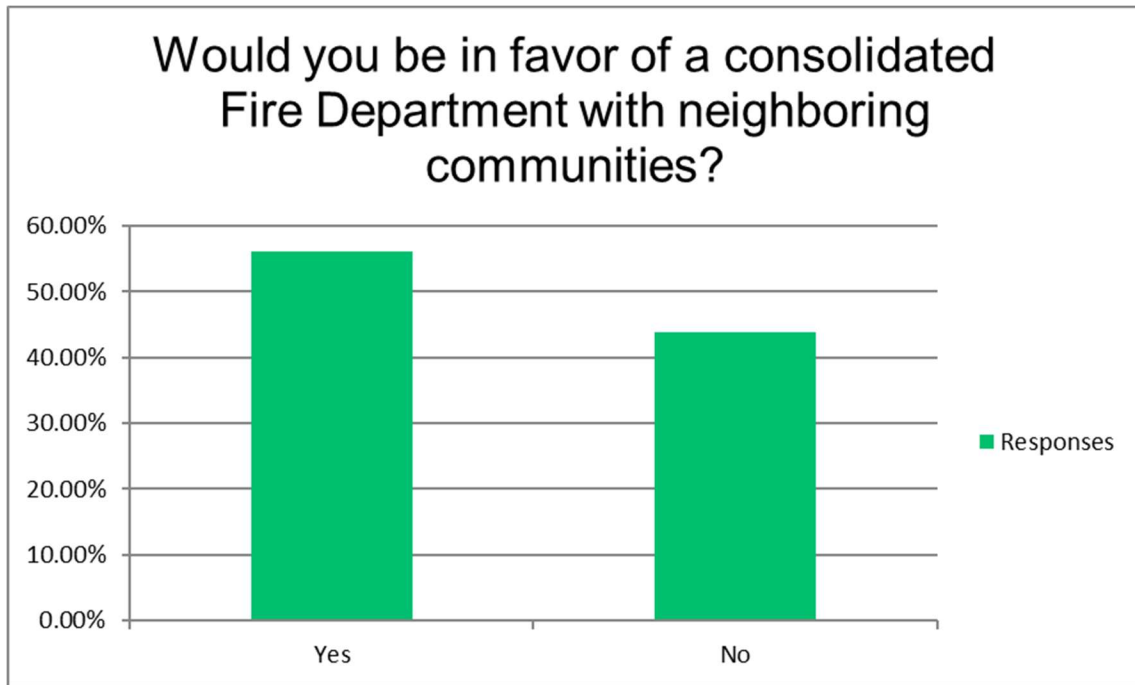
This question asked residents if they thought the City should increase funding for EMS services. The reason for this question was to get input from residents on this item so that the ad hoc joint Fire/EMS Services Committee and Common Council would have the necessary information to make an informed decision on the future direction of the Fire/EMS services. There were 493 valid responses with 151 skipped. 21.70% stated that the City should not increase funding for EMS services and 78.30% stated that an increase is necessary.



| Answer Choices | Responses       |            |
|----------------|-----------------|------------|
| Yes            | 78.30%          | 386        |
| No             | 21.70%          | 107        |
| Comments       |                 | 84         |
|                | <b>Answered</b> | <b>493</b> |
|                | <b>Skipped</b>  | <b>151</b> |

## Consolidated Fire Department – Question 8

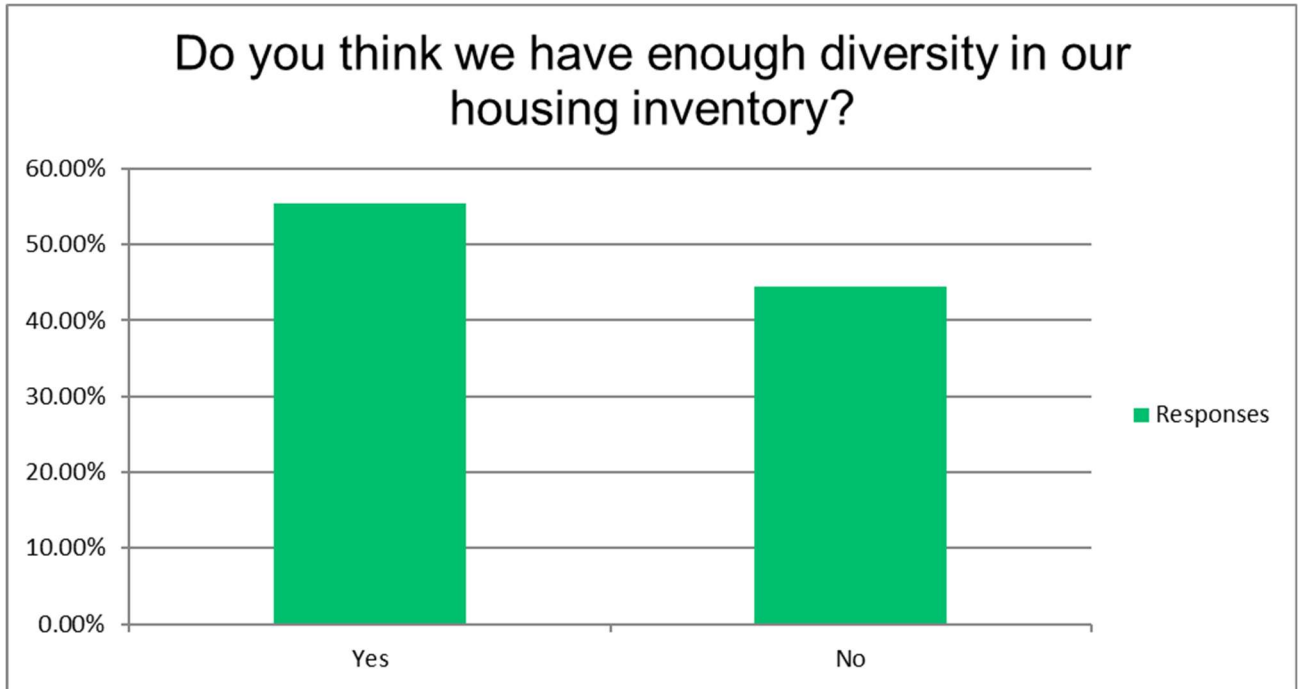
This question asked if residents were in favor of a consolidated Fire Department with neighboring communities. A recent shared services study was done by the Wisconsin Policy Forum that showed various options for shared services within Ozaukee County. These responses will help guide the ad hoc Fire/EMS services committee and the Common Council as further discussion are held on potential shared service. There were 501 valid responses with 143 respondents skipping this question. 56.09% stated that the City should look at a potential consolidated department and 43.91% stated that the City should not consider it.



| Answer Choices | Responses       |            |
|----------------|-----------------|------------|
| Yes            | 56.09%          | 281        |
| No             | 43.91%          | 220        |
| Comments       |                 | 79         |
|                | <b>Answered</b> | <b>501</b> |
|                | <b>Skipped</b>  | <b>143</b> |

## Diversity in Housing Inventory – Question 9

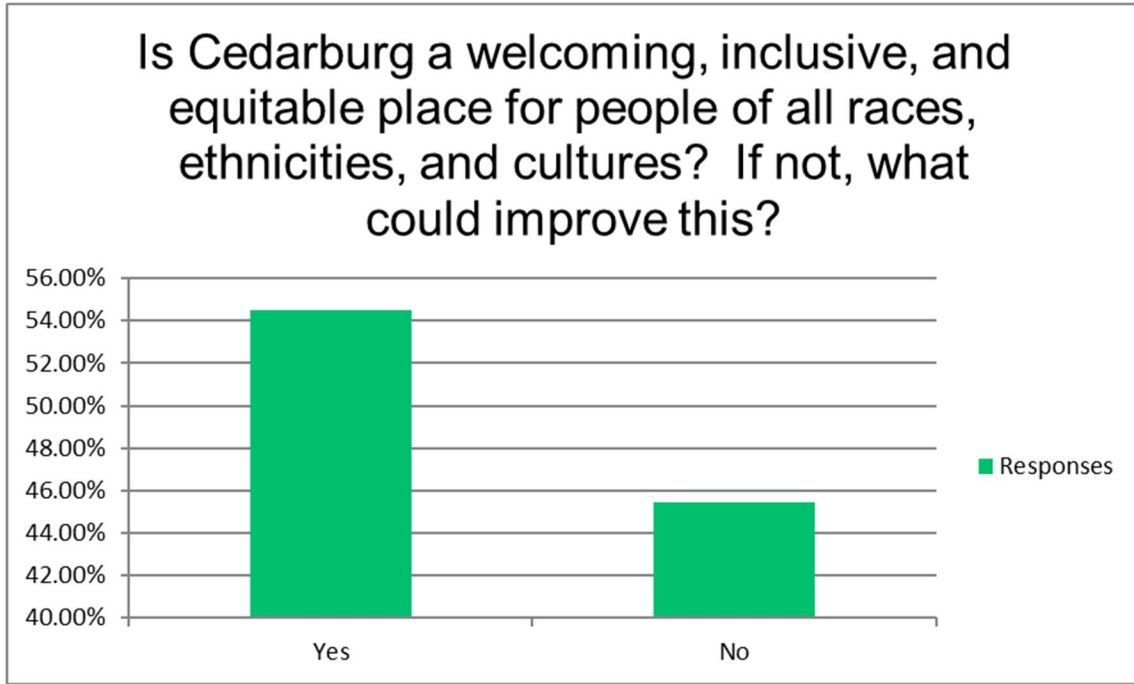
As the City continues to look at future development it is important to understand whether there is enough diversity in housing options that can support future growth of the City. There were 512 valid responses with 132 respondents skipping this question. 55.47% stated that we have adequate diversity in housing options and 44.53% stated that we needed to diversify our housing inventory.



| Answer Choices | Responses       |            |
|----------------|-----------------|------------|
| Yes            | 55.47%          | 284        |
| No             | 44.53%          | 228        |
| Comments       |                 | 118        |
|                | <b>Answered</b> | <b>512</b> |
|                | <b>Skipped</b>  | <b>132</b> |

## Diversity, Equity, and Inclusion – Question 10

Through the recent creation of a DEI committee the City has taken an initiative to address DEI concerns in the community but close to half (45.47%) of respondents feel that more needs to be done.



| Answer Choices | Responses       |            |
|----------------|-----------------|------------|
| Yes            | 54.53%          | 277        |
| No             | 45.47%          | 231        |
| Comments       |                 | 194        |
|                | <b>Answered</b> | <b>508</b> |
|                | <b>Skipped</b>  | <b>136</b> |

## What types of businesses would you like to see locate/relocate to Cedarburg –

### Question 11

This question asked respondents on what type of businesses would they like to see in Cedarburg. There was a total of 206 valid responses and 339 respondents skipped this question. Overwhelmingly, the lack of dining options was mentioned the most, then the ability to find local jobs in light or medium manufacturing, followed by the need for additional entertainment/recreational options.

Top 6 Responses:

- 1) Diverse Dining Options
- 2) Fast Food/Drive Through Options
- 3) Ethnic Restaurants
- 4) Breakfast/Lunch Places
- 5) Light and Medium Manufacturing
- 6) Indoor Recreation Opportunities and More Entertainment Options

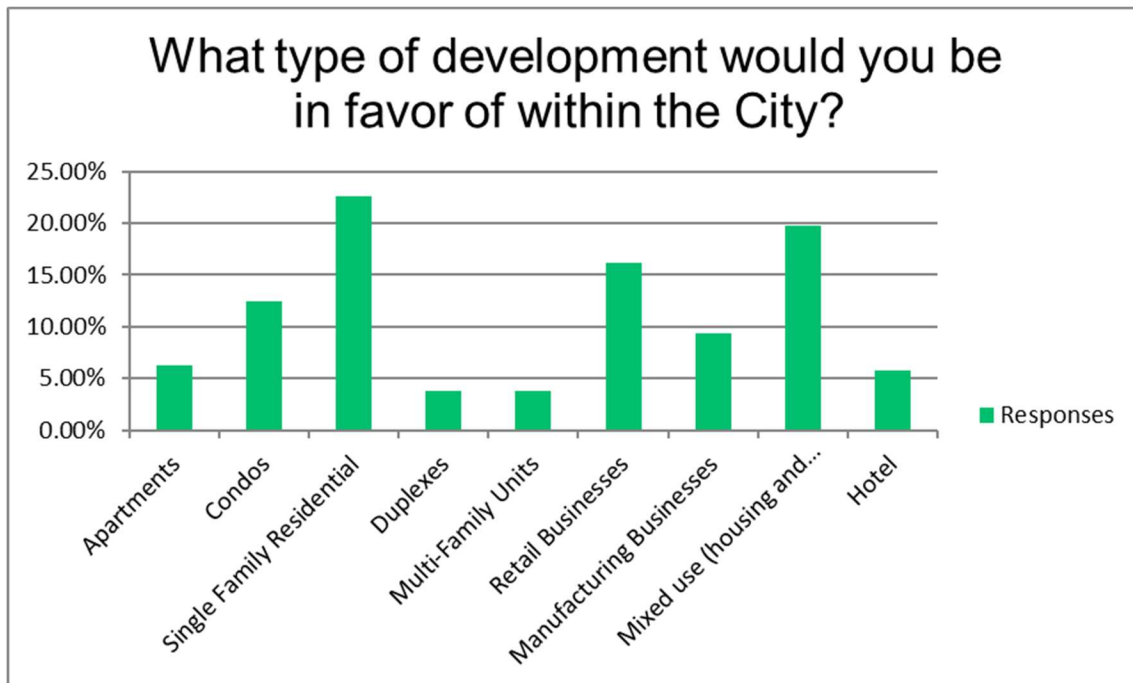
### Comments

| <u>Item</u>                                     | <u>Number of comments</u> |
|---|---------------------------|
| Diverse Dining Options                          | 58                        |
| Fast Food/Drive Through Options                 | 24                        |
| Ethnic Restaurants                              | 23                        |
| Breakfast/Lunch Places                          | 18                        |
| Light and Medium Manufacturing                  | 13                        |
| Indoor Recreational Opportunities/Entertainment | 10                        |
| CBD Store                                       | 6                         |
| Book Store                                      | 6                         |
| Family Dining                                   | 6                         |
| Hotel   | 6                         |
| Businesses Oriented to Residents                | 5                         |
| Teen Places/Youth Café's                        | 4                         |
| Minority Owned Businesses                       | 4                         |
| "Small Town" Businesses                         | 4                         |
| Art store                                       | 4                         |
| Sport Store                                     | 3                         |
| Big Box Stores                                  | 2                         |
| Tech Companies                                  | 2                         |
| Higher End Retail                               | 2                         |
| Golf Range                                      | 2                         |

|                             |   |
|-----------------------------|---|
| Business Development Center | 1 |
| Car Wash                    | 1 |
| Dollar Store                | 1 |
| Craft Breweries             | 1 |
|                             |   |
|                             |   |
|                             |   |
|                             |   |
|                             |   |
|                             |   |
|                             |   |

### Types of Development – Question 12

It is important to understand what type of development should be considered as the City continues to grow. Large percentage of respondents would like to see additional single-family homes (22.67%) or mixed use development (19.78%) followed by retail business (16.22%) and condos (12.44%). Based on the additional comments it is evident that housing affordability and too much development are a concern for residents.





| Answer Choices                     | Responses       |            |
|------------------------------------|-----------------|------------|
| Apartments                         | 6.22%           | 28         |
| Condos                             | 12.44%          | 56         |
| Single Family Residential          | 22.67%          | 102        |
| Duplexes                           | 3.78%           | 17         |
| Multi-Family Units                 | 3.78%           | 17         |
| Retail Businesses                  | 16.22%          | 73         |
| Manufacturing Businesses           | 9.33%           | 42         |
| Mixed use (housing and commercial) | 19.78%          | 89         |
| Hotel                              | 5.78%           | 26         |
| Other (please specify)             |                 | 107        |
|                                    | <b>Answered</b> | <b>450</b> |
|                                    | <b>Skipped</b>  | <b>194</b> |

### Comments

| <u>Item</u>                                  | <u>Number of comments</u> |
|--|---------------------------|
| Affordable Housing                           | 17                        |
| No More Development                          | 9                         |
| Single Family Homes                          | 7                         |
| Mixed Use Properly Located                   | 6                         |
| Restaurants                                  | 5                         |
| Pocket Neighborhoods                         | 5                         |
| Smaller Houses                               | 5                         |
| More Retail                                  | 5                         |
| Hotel  | 5                         |
| Senior Housing                               | 4                         |
| No More Apartments                           | 3                         |
| Houses that retain character/old world charm | 3                         |
| More Manufacturing                           | 3                         |
| More Multi-Family                            | 3                         |
| More Duplexes                                | 3                         |
| Shops on Ground Floor/Apt. on Top            | 2                         |
| More Walkable Areas                          | 1                         |
| Smaller Businesses                           | 1                         |
| More Greenspace                              | 1                         |
| Public Market                                | 1                         |
| Tech Businesses                              | 1                         |
| Wellness Businesses                          | 1                         |
| Diverse Businesses                           | 1                         |
| Diverse Restaurants                          | 1                         |
| Things for Teens to do                       | 1                         |

## General areas that the City needs to look at – Question 13

This question asked what respondents feel the City needs the most attention in terms of investment, rehabilitation, or redevelopment. There was a total of 309 valid responses and 234 respondents skipped this question.

### Top 4 Responses

- 1) Repair and Maintain Roads
- 2) Fix Blighted Properties
- 3) Develop and Beautify South Washington/Pioneer Corridor
- 4) Improve Downtown Business Area and Invest in Parks

| <u>Item</u>  | <u>Number of comments</u> |
|--|---------------------------|
| Road Repair  | 23                        |
| - Evergreen Blvd Repair                            | 9                         |
| - Washington Ave Repair                            | 9                         |
| Fix Blighted Properties                            | 32                        |
| - Weil Pump Site                                   | 16                        |
| - Amcast Site                                      | 10                        |
| - Dilapidated Homes/Buildings                      | 6                         |
| Develop/Beautify South Washington/Pioneer Corridor | 9                         |
| Improve Downtown Business Area                     | 7                         |
| Invest in Parks                                    | 6                         |
| Fix All-Children’s Playground                      | 6                         |
| Keep Old World Charm                               | 5                         |
| Focus on Ecological Restoration                    | 4                         |
| Repair Interurban Trail                            | 4                         |
| Fix Fireman’s Park                                 | 3                         |
| Attract More Restaurants                           | 3                         |
| Improve Entry to City by Bridge/Columbia           | 3                         |
| Keep Small Town Atmosphere                         | 3                         |
| Attract Businesses to Downtown                     | 3                         |
| Invest in the Downtown Area                        | 3                         |
| Hotel  | 3                         |
| Improve Water Quality in Creek/Ponds               | 3                         |

|  |   |
|--|---|
| Safety of Interurban Trail – Pioneer Rd.   | 3 |
| Build a Skatepark                          | 2 |
| No More High Density Housing               | 2 |
| More Parking Downtown                      | 2 |
| Clean up Zeunert Quarry                    | 2 |
| Beautify City Hall Lawn Area               | 2 |
| Develop Land Next to Walgreens             | 2 |
| Invest in Senior and Community Center      | 2 |
| More Diversity Initiatives                 | 2 |
| Improve Zeunert Tennis Courts              | 2 |
| More Community Art                         | 1 |
| Add Shade at the Pool                      | 1 |
| Fix Cedarhedge Trail                       | 1 |
| Consider One Side Parking on Busy Streets  | 1 |
| Improve Woodland Park                      | 1 |
| Maintain Urban Forest                      | 1 |
| Better Plowing of Side Roads               | 1 |
| Lower Rents for Downtown Businesses        | 1 |
| Increase Pedestrian Safety throughout City | 1 |
| Increase Housing Density                   | 1 |
| Add a Parking Structure near Downtown      | 1 |

### Comments – Question 13

In reviewing the written comments, the following major themes were noted:

- Many commented that the city's roads need to be maintained better, especially Evergreen Blvd and Washington Ave.
- There were many comments about fixing up rundown buildings and unmaintained homes.
- Several residents expressed concern about not having affordable housing within the City.

## Additional Comments – Question 14

This section provided the respondents an opportunity to mention anything else they wanted to add that had not already been covered by the questionnaire. There were 180 valid responses with 363 respondents skipping this question. The most comments were in-regards to the roads being in poor condition and the need for diversity in the city. It is important to note that there were fifteen (15) responses stating that they were happy with the city and the services provided to them.

### Other Comments

| <u>Item</u>                                  | <u>Number of comments</u> |
|--|---------------------------|
| Happy With the City                          | 15                        |
| Need More Diversity                          | 10                        |
| City is Diverse Enough                       | 9                         |
| Focus on Roads and Infrastructure            | 9                         |
| Fund Emergency Protection Services           | 6                         |
| Increase Taxes for Better Services           | 4                         |
| Cedarburg is a Great and Welcoming Community | 4                         |
| Provide Quicker Tree Replacement             | 4                         |
| Police Budget is too Large                   | 3                         |
| More Funding for Diversity Initiatives       | 2                         |
| More Festivals                               | 2                         |
| Combine Library with Other City's            | 2                         |
| Keep Small Town Charm                        | 2                         |
| Decrease Taxes                               | 2                         |
| No More TIF's                                | 2                         |
| Work with the Town                           | 2                         |
| Need Diversity and Equity Training           | 2                         |
| Need More DPW Staff                          | 2                         |
| Keep Taxes Affordable                        | 2                         |
| More Lap Lanes at the Pool                   | 1                         |
| No Upscale Condos                            | 1                         |
| Ban Yard Signs                               | 1                         |
| Build More Housing                           | 1                         |
| More Public Parking                          | 1                         |
| Tame Traffic and Traffic Noise               | 1                         |
| Assist Non-Profits                           | 1                         |
| Grind Stumps Faster                          | 1                         |
| Cut Down All Ash Trees                       | 1                         |

|   |   |
|---|---|
| Better Election Oversight                 | 1 |
| Better Marketing of the City              | 1 |
| No Apartments                             | 1 |
| Convert St. John Ave Lot to Parking       | 1 |
| Focus on Sustainability                   | 1 |
| Stock Cedar Creek with Fish               | 1 |
| Provide Park Beer Gardens                 | 1 |
| Provide Affordable Housing                | 1 |
| Build a Dog Park                          | 1 |
| Snowbank Removal by Schools               | 1 |
| Allow Flexibility on the look of Downtown | 1 |
| Need a Golf Range                         | 1 |
| Don't fund Dam Repairs                    | 1 |
| Provide Green Initiatives                 | 1 |
| More Communication to City Residents      | 1 |
| Remove Brush Pickup                       | 1 |
| Provide Recycling Every Week              | 1 |
| Complete Amcast Project                   | 1 |
| Fix Main Street                           | 1 |
| Fund Forestry Operations                  | 1 |
| Cedarburg is Becoming Unaffordable        | 1 |

## Analysis of Survey Results to Demographics of City – Section Eight

The following survey demographics were requested from the participants and compared to the census data from 2013-2017 American Community Survey 5-year estimates. The purpose of comparing the demographics of the survey participants to the census data is to determine if the surveyed participants are reflective of the community composition.

|                         |                        | <b>Surveys</b> | <b>Surveys</b> | <b>Cedarburg</b> |
|-------------------------|------------------------|----------------|----------------|------------------|
|                         |                        | <b>Results</b> | <b>%</b>       | <b>Census</b>    |
| Gender                  | Male                   | 180            | 34.62%         | 47.6%            |
|                         | Female                 | 328            | 63.08%         | 52.4%            |
|                         | Missing                | 12             | 2.31%          | -                |
| Age                     | 18 to 29               | 27             | 5.20%          | -                |
|                         | 30 to 39               | 110            | 21.19%         | -                |
|                         | 40 to 49               | 134            | 25.82%         | -                |
|                         | 50 to 59               | 108            | 20.81%         | -                |
|                         | 60 or older            | 140            | 26.97%         | -                |
| Marital Status          | Married                | 440            | 85.11%         | 60.5%            |
|                         | Not Married            | 62             | 11.99%         | 23.8%            |
|                         | Widowed                | 15             | 2.90%          | 7.0%             |
| Time Lived in Cedarburg | 5 or less              | 100            | 18.94%         | -                |
|                         | 6 to 20                | 216            | 40.91%         | -                |
|                         | >20                    | 212            | 40.15%         | -                |
| Rent or Own             | Own                    | 471            | 89.71%         | 91.7%            |
|                         | Rent                   | 41             | 7.81%          | 8.3%             |
|                         | Live with someone      | 13             | 2.48           |                  |
| Place of Residence      | Northeast side of City | 162            | 31.89%         | -                |
|                         | Northwest side of City | 127            | 25.00%         | -                |
|                         | Southeast side of City | 114            | 22.44%         | -                |
|                         | Southwest side of City | 105            | 20.67%         | -                |
| Income                  | Less than \$24,999     | 8              | 1.67%          | 5.6%             |
|                         | \$25,000 - \$49,999    | 22             | 4.59%          | 8.7%             |
|                         | \$50,000 - \$74,999    | 51             | 10.65%         | 9.4%             |
|                         | \$75,000 - \$99,999    | 77             | 16.08%         | 11.1%            |
|                         | \$100,000 - \$149,999  | 138            | 28.81%         | 12.9%            |
|                         | \$150,000 or more      | 183            | 38.20%         | 15.2%            |
| Employment Status       | Employed Full-time     | 309            | 59.20%         | 68.8%            |
|                         | Employed Part-time     | 38             | 7.28%          | -                |
|                         | Self-employed          | 28             | 5.36%          | -                |
|                         | Unemployed             | 3              | 0.57%          | -                |
|                         | Student                | 3              | 0.57%          | -                |
|                         | Retired                | 108            | 20.69%         | -                |
|                         | Stay at home parent    | 33             | 6.32%          | -                |

|            |  |     |        |        |
|------------|--|-----|--------|--------|
|            |  |     |        |        |
| Occupation | Homemaker                                  | 23  | 5.71%  | -      |
|            | Service Occupation                         | 30  | 7.44%  | -      |
|            | Sales and Office                           | 47  | 11.66% | -      |
|            | Education                                  | 66  | 16.38% | -      |
|            | Management, professional                   | 139 | 34.49% | -      |
|            | Farming, fishing, forestry                 | 1   | 0.25%  | -      |
|            | Construction, extraction, maintenance      | 7   | 1.74%  | -      |
|            | Production, transportation, moving         | 7   | 1.74%  | -      |
|            | Other                                      | 83  | 20.60% | -      |
|            |  |     |        |        |
| Education  | Less than HS                               | 0   | 0%     | 0      |
|            | HS/GED                                     | 26  | 5.08%  | 97%    |
|            | Associates or some college                 | 72  | 14.06% | -      |
|            | Bachelors                                  | 248 | 48.44% | 57.8%  |
|            | MA or higher                               | 166 | 32.42% | 20.4%  |
|            |  |     |        |        |
| Race       | White                                      | 459 | 91.98% | 95.00% |
|            | Black or African American                  | 4   | 0.80%  | 0.7%   |
|            | American Indian or Alaska Native           | 1   | 0.20%  | 0.1%   |
|            | Asian                                      | 1   | 0.20%  | 1.7%   |
|            | Native Hawaiiin and other Pacific Islander | 0   | 0      | 0      |
|            | Hispanic or Latino                         | 10  | 2.00%  | 2.2%   |
|            | Two or more races                          | 14  | 2.81%  | 2.1%   |
|            | Some other race                            | 10  | 2.00%  | 0.4%   |

- **Gender** – The sample replying to the survey is representative of the population in Cedarburg.
- **Age** – The response rate over 60 years of age was higher than the amount of the other groups which could lead to higher value placed on senior services and lower value on services for the younger population.
- **Marital Status** – The percentage of married respondents to the census population data is comparable.
- **Years Lived in Cedarburg** – The percentage of individuals that have lived in Cedarburg for 5 years or less had the lowest percentage of survey responses with the reverse for those who have lived in Cedarburg over 20 years. Longer term residents may have more vested interest in the community overall.
- **Home Ownership or Rental** – The percentage of individuals who own homes had a higher response rate than those who rent.
- **Location in City** – The percentage of survey respondents on all four sides from the center of the city seem to be equal.
- **Household Income Level** – A high percentage of respondents make over \$100,000 per year.

- **Employment Status** – Majority of respondents are either employed full-time or retired.
- **Profession** – Large percentage of the respondents are in some type of management position.
- **Level of Education** – The level of education of the participants surveyed is reflective of the census data.
- **Race** – The race of the participants surveyed is reflective of the census data.