



CITY OF WAUWATOSA
COMMITTEE OF THE WHOLE
AGENDA • NOVEMBER 20, 2012

Regular Meeting**Common Council Chambers****6:45 PM****7725 West North Avenue, Wauwatosa, WI 53213**

PLEASE NOTE: The items on this agenda may be revised before the time of the Common Council meeting, some items may be removed and others added prior to the completion of the final Common Council agenda. The final agenda will be available in the City Clerk's office and on the city website at www.wauwatosa.net. It is anticipated that each item listed on the agenda may be discussed, referred or acted upon unless it is noted in the specific agenda item that no action is contemplated.

COMMITTEE OF THE WHOLE ITEMS

1. Presentation by the City Administrator of the results of the recently conducted citizen survey

Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires the meeting or materials at the meeting to be in an accessible location or format, must contact the City Clerk at voice telephone 479-8917 or TTY 471-8484 (City Hall, 7725 W. North Avenue, Wauwatosa, Wisconsin 53213) for accommodations. Requests for accommodations for meetings should be made at least three (3) business days prior to the meeting. Every effort will be made to arrange accommodations for all meetings; so please give the City Clerk as much advance notice as possible.



CITY OF WAUWATOSA, WI 2012

Attachment: City of Wauwatosa-Report of Results FINAL-2012 (1017 : Citizen Survey Results)



2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

CONTENTS

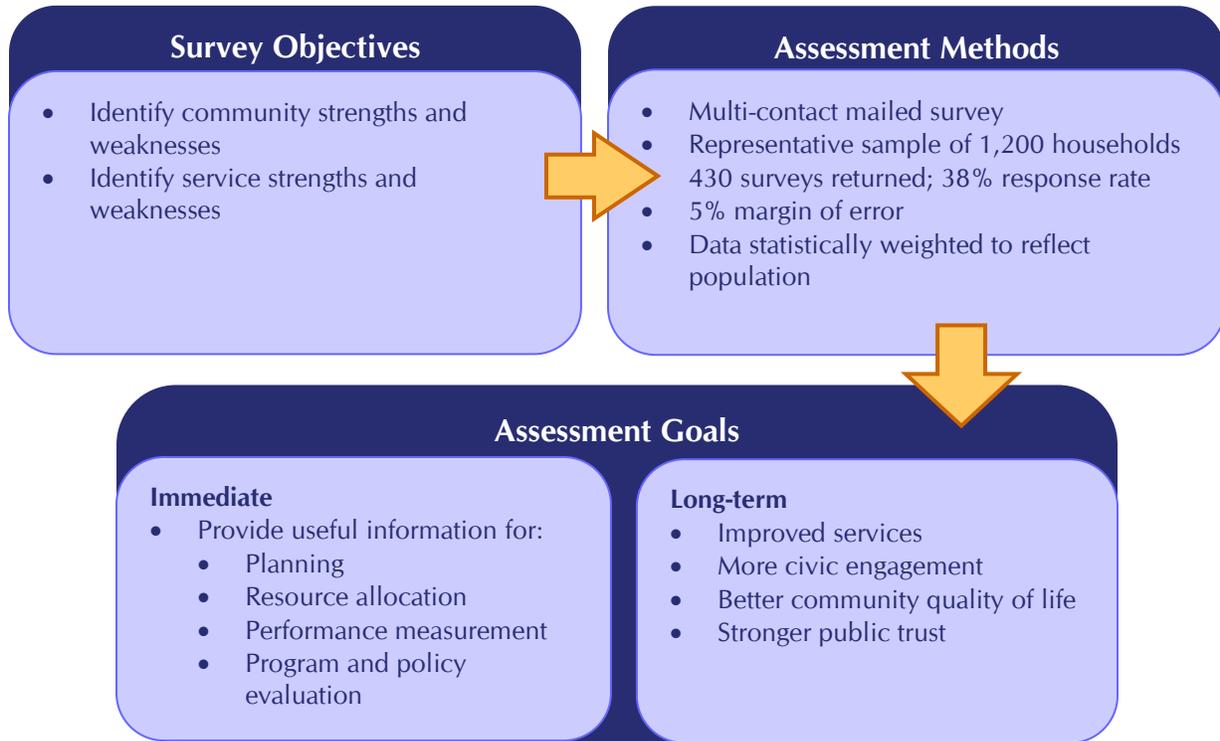
- Survey Background..... 1
 - About The National Citizen Survey™ 1
 - Understanding the Results..... 3
- Executive Summary 5
- Community Ratings 7
 - Overall Community Quality..... 7
 - Community Design 9
 - Transportation 9
 - Housing 12
 - Land Use and Zoning..... 14
 - Economic Sustainability 17
 - Public Safety 20
 - Environmental Sustainability 25
 - Recreation and Wellness..... 28
 - Parks and Recreation..... 28
 - Culture, Arts and Education..... 30
 - Health and Wellness 32
 - Community Inclusiveness 34
 - Civic Engagement 36
 - Civic Activity..... 36
 - Information and Awareness..... 39
 - Social Engagement 40
 - Public Trust..... 41
 - City of Wauwatosa Employees 43
- From Data to Action 45
 - Resident Priorities 45
 - City of Wauwatosa Action Chart™ 46
 - Using Your Action Chart™ 48
- Custom Questions 50
- Appendix A: Complete Survey Frequencies..... 51
 - Frequencies Excluding “Don’t Know” Responses..... 51
 - Frequencies Including “Don’t Know” Responses..... 63
- Appendix B: Survey Methodology..... 81
- Appendix C: Survey Materials..... 91

SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 430 completed surveys were obtained, providing an overall response rate of 38%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Wauwatosa was developed in close cooperation with local jurisdiction staff. Wauwatosa staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Wauwatosa staff also augmented The National Citizen Survey™ basic service through a variety of options including several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Wauwatosa Survey (430 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Wauwatosa, but from City of Wauwatosa services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Wauwatosa chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Wauwatosa survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Wauwatosa results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Wauwatosa's rating to the benchmark.

“Don’t Know” Responses and Rounding

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Wauwatosa survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Wauwatosa and believed the City was a good place to live. The overall quality of life in the City of Wauwatosa was rated as “excellent” or “good” by 95% of respondents. Almost all reported they plan on staying in the City of Wauwatosa for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were the overall image or reputation of Wauwatosa and the availability of affordable quality food. The two characteristics receiving the least positive ratings were the amount of public parking and traffic flow on major streets.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 28 were above the national benchmark comparison and two were similar to the national benchmark comparison.

Residents in the City of Wauwatosa were somewhat civically engaged. While only 21% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Wauwatosa, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Wauwatosa as “good” or “excellent.” This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Wauwatosa in the previous 12 months gave high marks to those employees. Almost all rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to local government services. City services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 34 were above the benchmark comparison and two were similar to the benchmark comparison.

Respondents were asked to rate how frequently they participated in various activities in Wauwatosa. The most popular activities included recycling and providing help to a friend or neighbor; while the least popular activities were participating in a club and attending a meeting of local elected officials. Generally, participation rates in the various activities in the community were lower than other communities.

A Key Driver Analysis was conducted for the City of Wauwatosa which examined the relationships between ratings of each service and ratings of the City of Wauwatosa's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Wauwatosa can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Code enforcement
- Police services
- Preservation of natural areas

For all services, the City of Wauwatosa was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Wauwatosa – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Wauwatosa. Residents were asked whether they planned to move soon or if they would recommend the City of Wauwatosa to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Wauwatosa offers services and amenities that work.

Almost all of the City of Wauwatosa’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, almost all reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

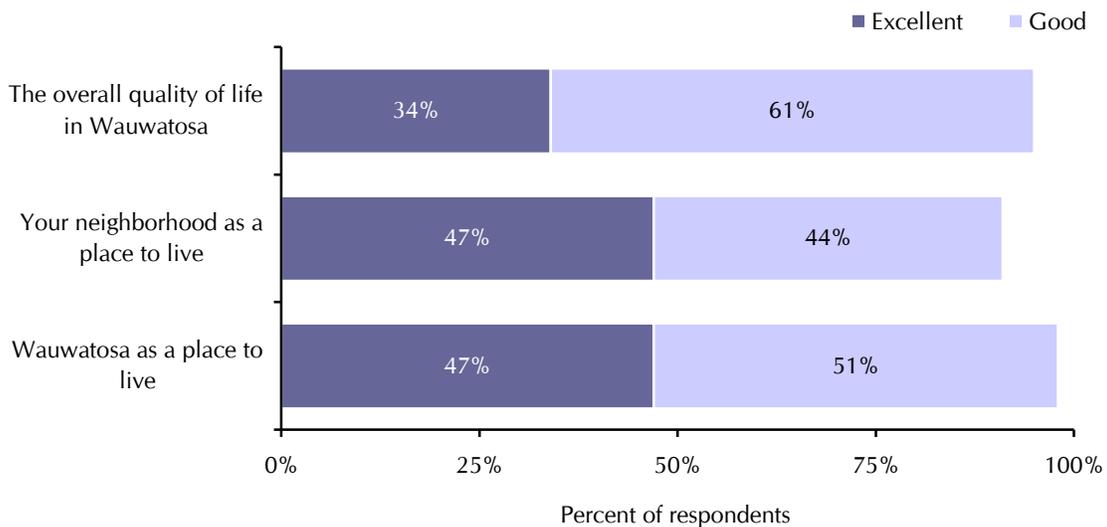


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

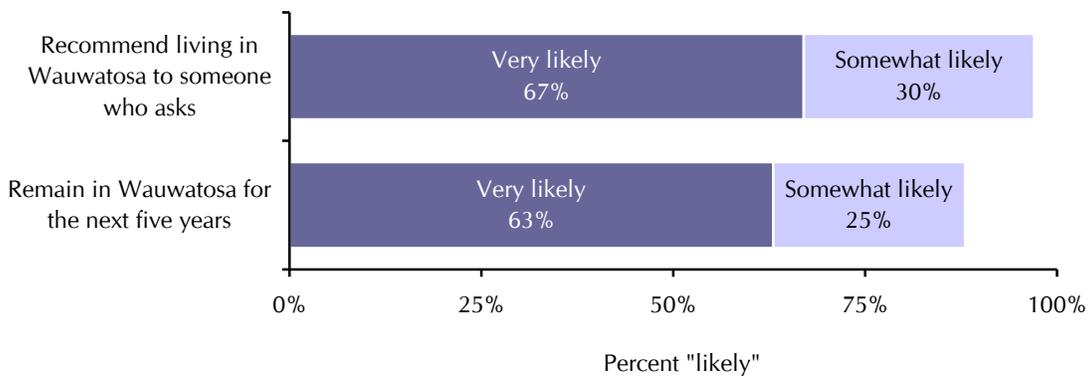


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Wauwatosa	Much above
Your neighborhood as place to live	Much above
Wauwatosa as a place to live	Much above
Recommend living in Wauwatosa to someone who asks	Much above
Remain in Wauwatosa for the next five years	Above

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking was given the most positive rating, followed by the availability of paths and walking trails.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

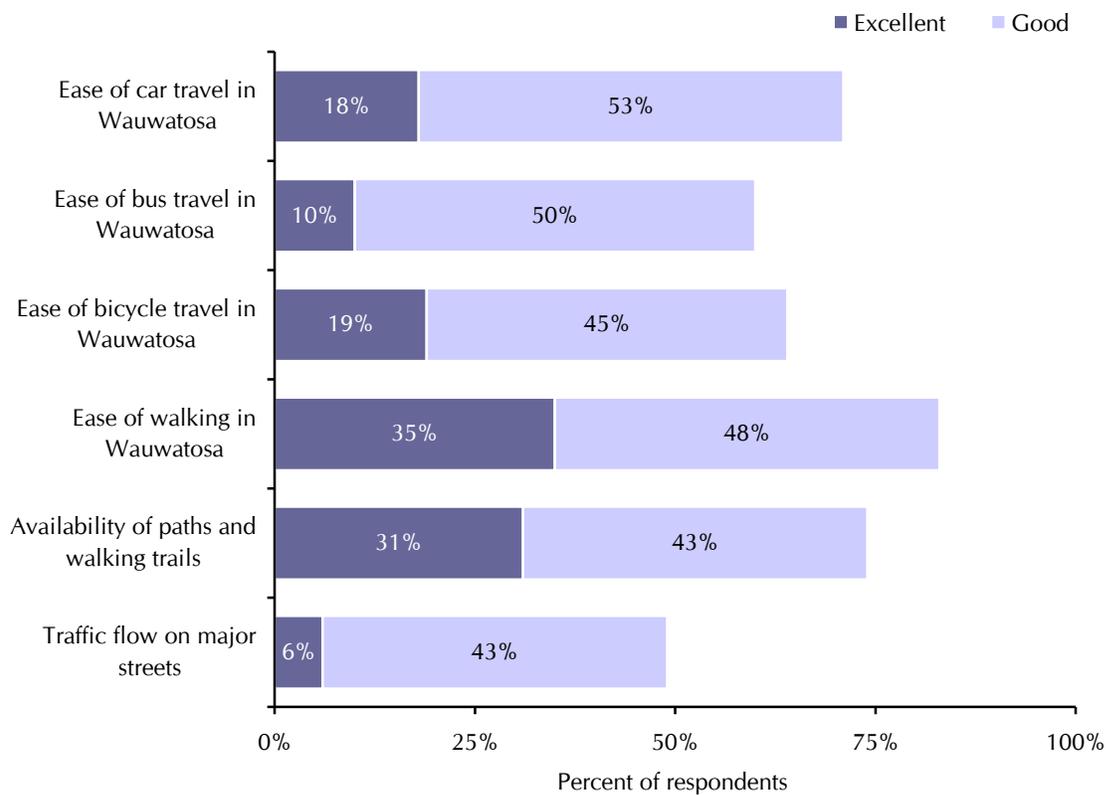


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Wauwatosa	Much above
Ease of bus travel in Wauwatosa	Much above
Ease of bicycle travel in Wauwatosa	Much above
Ease of walking in Wauwatosa	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Similar

Seven transportation services were rated in Wauwatosa. As compared to most communities across America, ratings tended to be positive. Five were above the benchmark and two were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

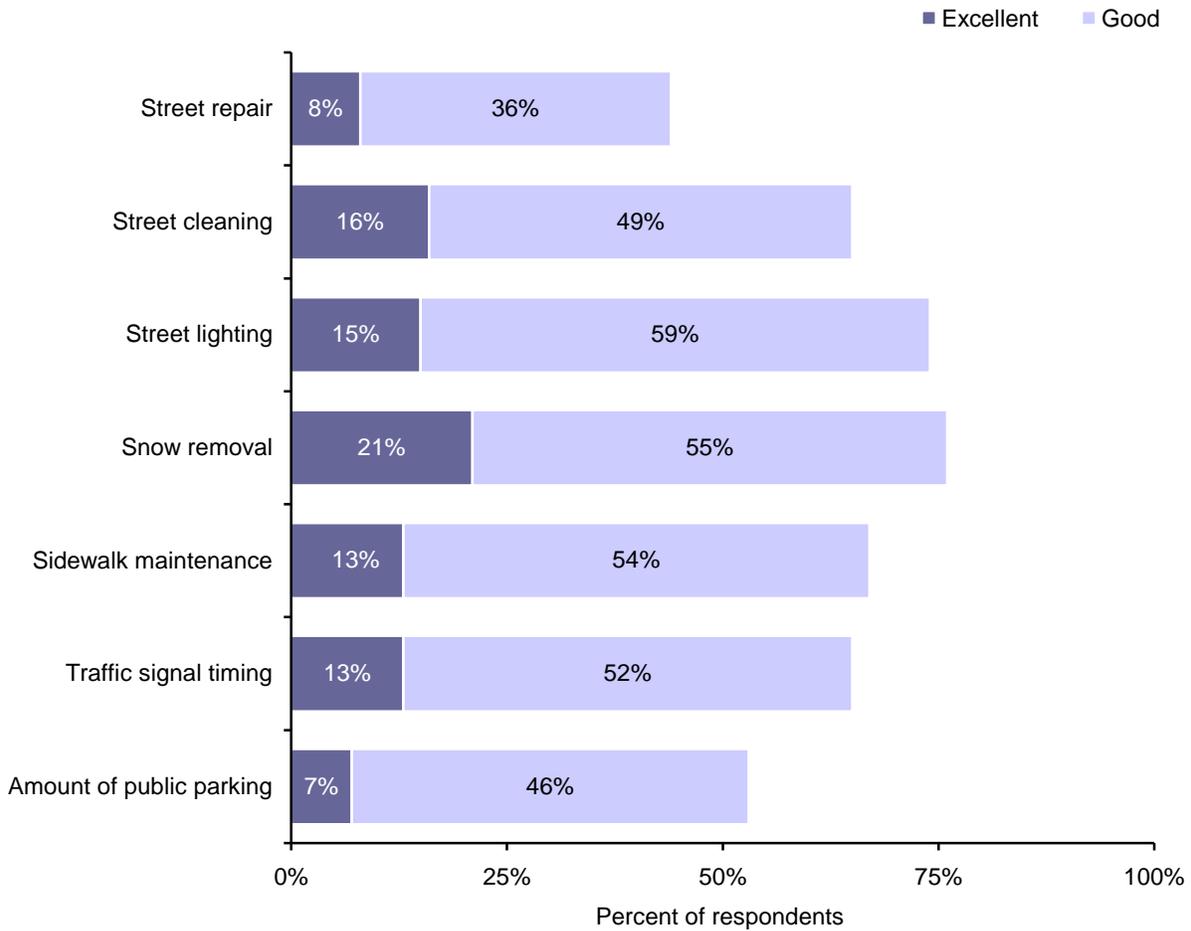


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Similar
Street cleaning	Similar
Street lighting	Much above
Snow removal	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Much above
Amount of public parking	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 1% of work commute trips were made by transit, 1% by bicycle and 3% by foot.

FIGURE 10: MODE OF TRAVEL USED FOR WORK COMMUTE

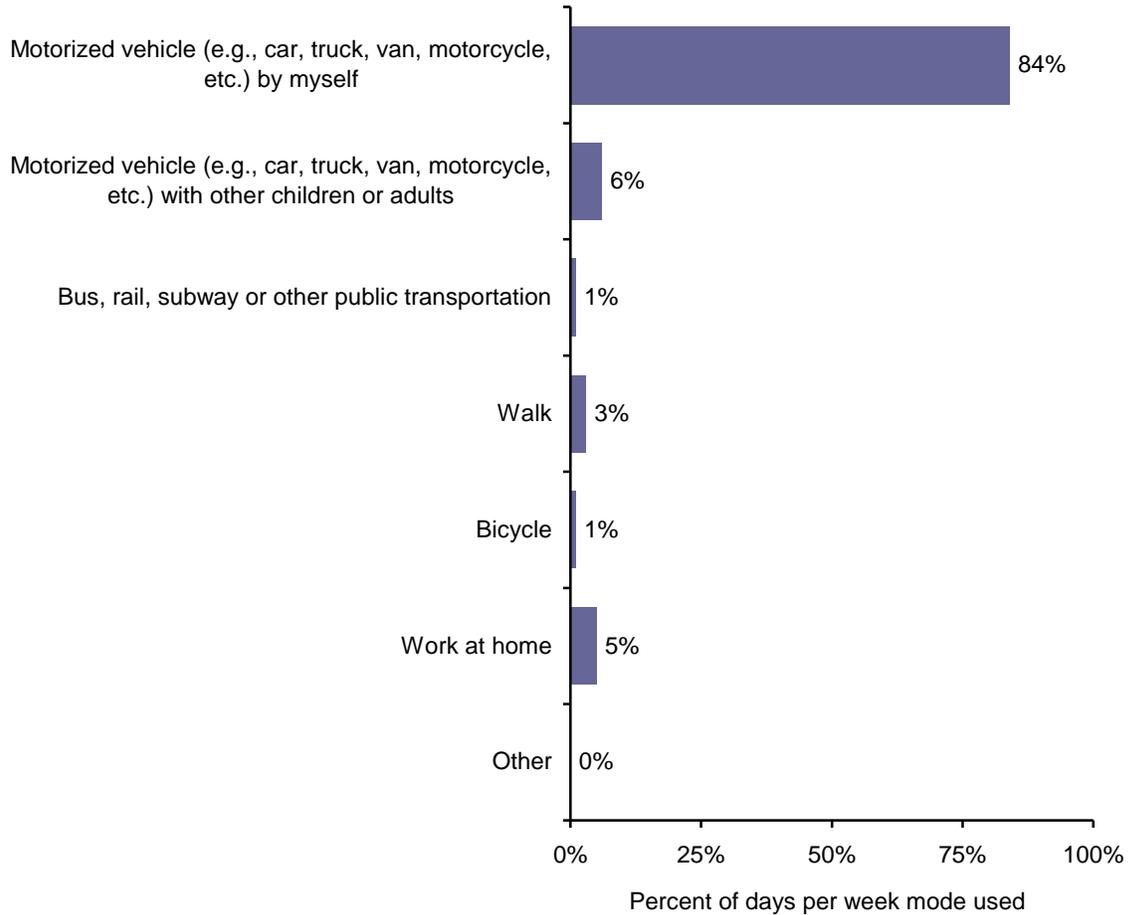


FIGURE 11: DRIVE ALONE BENCHMARKS

Comparison to benchmark	
Average percent of work commute trips made by driving alone	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Wauwatosa residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 66% of respondents, while the variety of housing options was rated as “excellent” or “good” by 77% of respondents. The rating of perceived affordable housing availability was much better in the City of Wauwatosa than the ratings, on average, in comparison jurisdictions.

FIGURE 12: RATINGS OF HOUSING IN COMMUNITY

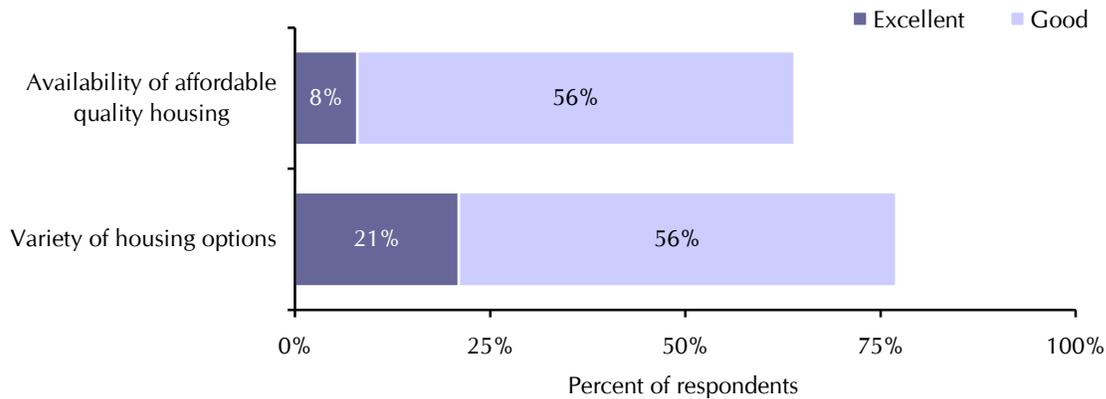


FIGURE 13: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Much above

To augment the perceptions of affordable housing in Wauwatosa, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Wauwatosa experiencing housing cost stress. About 27% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 14: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

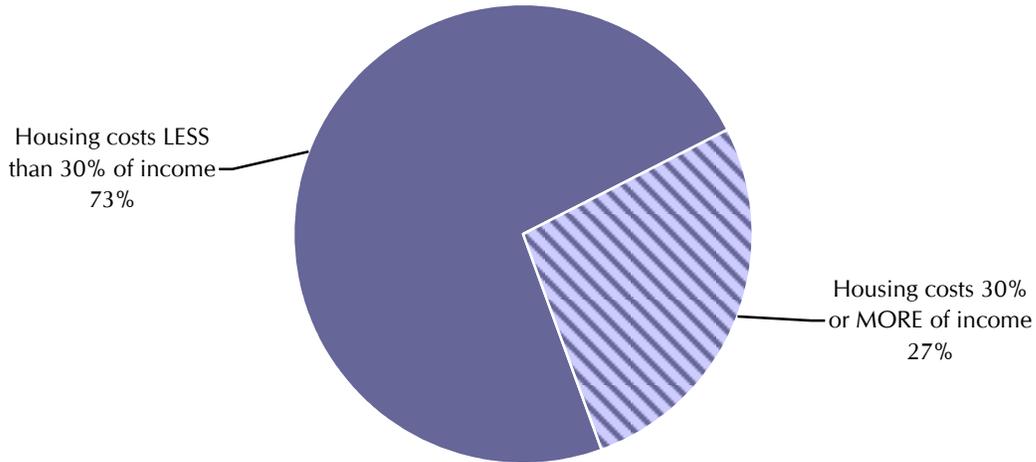


FIGURE 15: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Wauwatosa and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Wauwatosa was rated as "excellent" by 16% of respondents and as "good" by an additional 53%. The overall appearance of Wauwatosa was rated as "excellent" or "good" by 87% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Wauwatosa, 4% thought they were a "major" problem. The services of land use, planning and zoning and code enforcement were rated much above the benchmark.

FIGURE 16: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

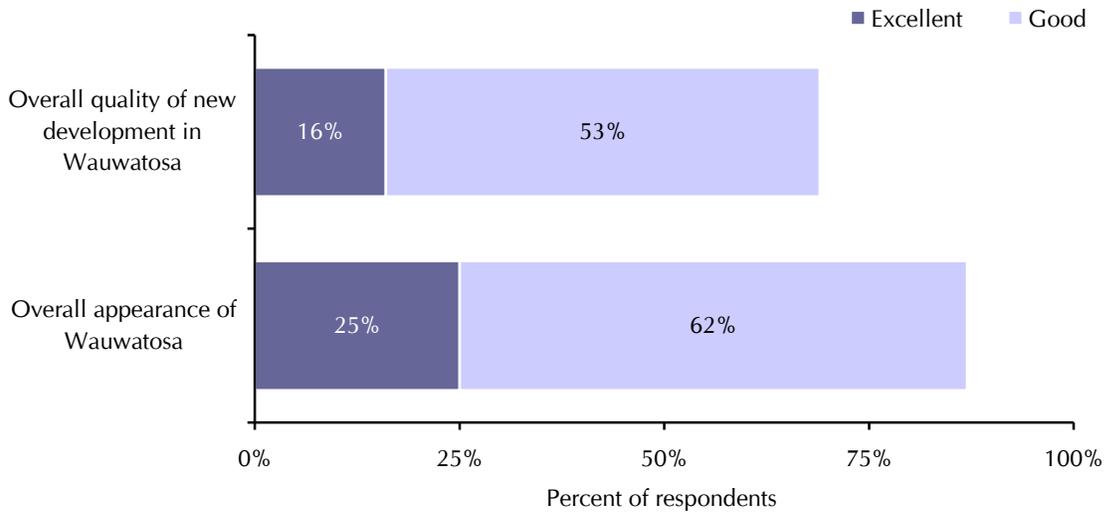


FIGURE 17: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Wauwatosa	Much above
Overall appearance of Wauwatosa	Much above

FIGURE 18: RATINGS OF POPULATION GROWTH

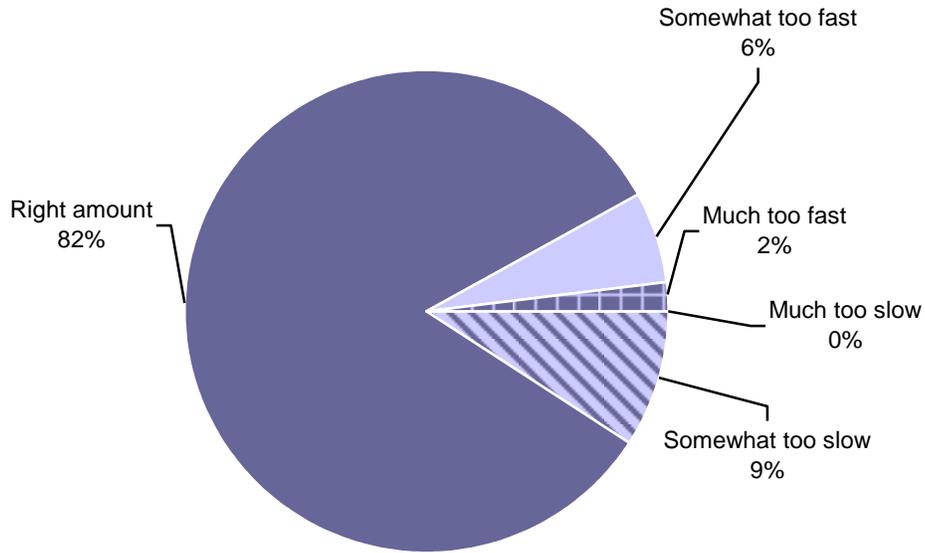


FIGURE 19: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much less

FIGURE 20: RATINGS OF NUISANCE PROBLEMS

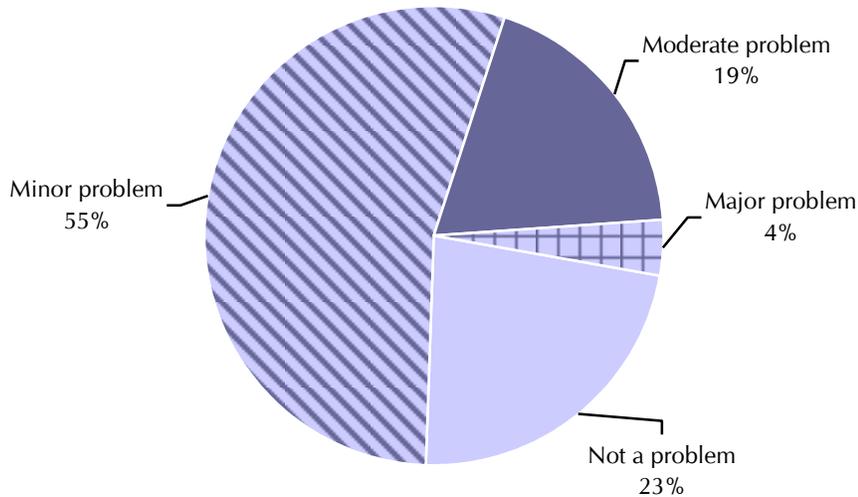


FIGURE 21: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 22: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

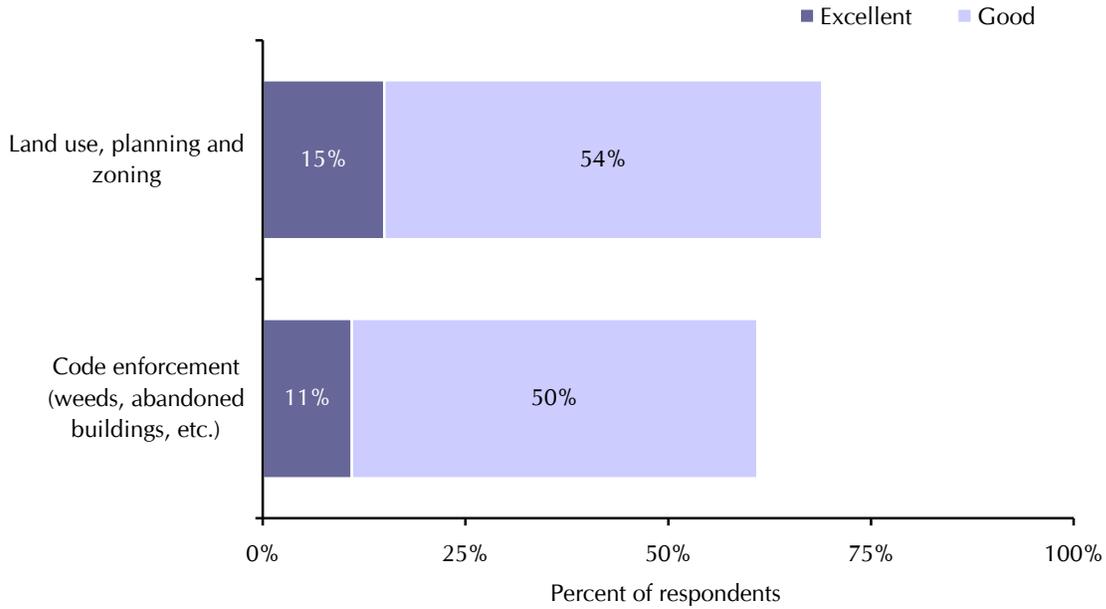


FIGURE 23: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments and shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 24: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

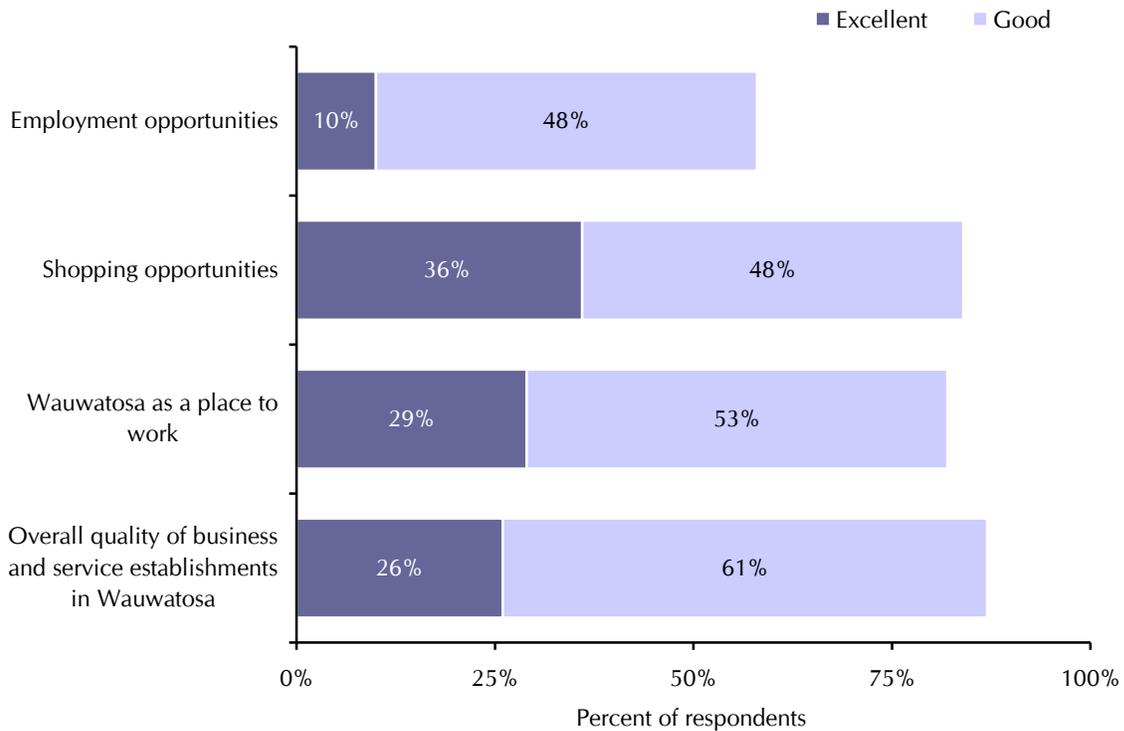


FIGURE 25: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Wauwatosa as a place to work	Much above
Overall quality of business and service establishments in Wauwatosa	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Wauwatosa, 65% responded that it was “too slow,” while 24% reported retail growth as “too slow.” Fewer residents in Wauwatosa compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 26: RATINGS OF RETAIL AND JOBS GROWTH

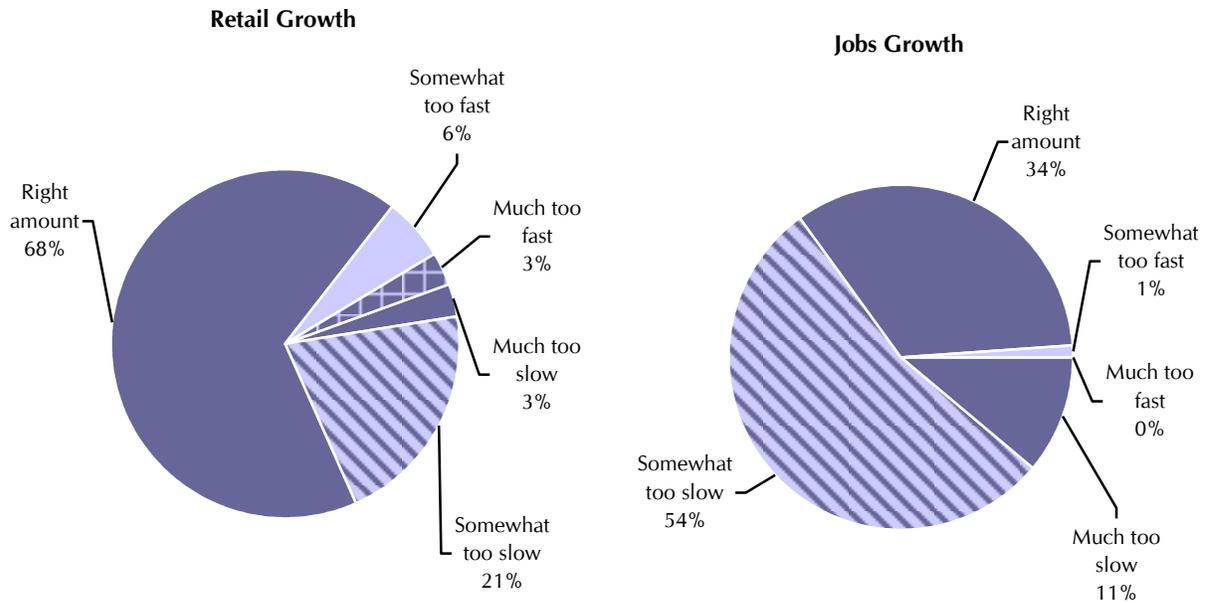


FIGURE 27: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Much less

FIGURE 28: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

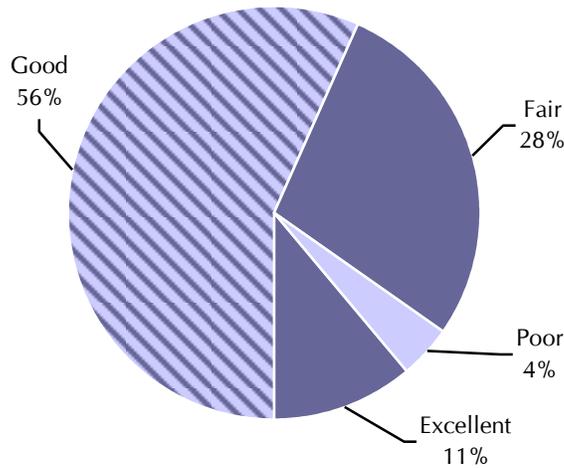


FIGURE 29: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Nineteen percent of the City of Wauwatosa residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 28% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was the same as comparison jurisdictions.

FIGURE 30: RATINGS OF PERSONAL ECONOMIC FUTURE

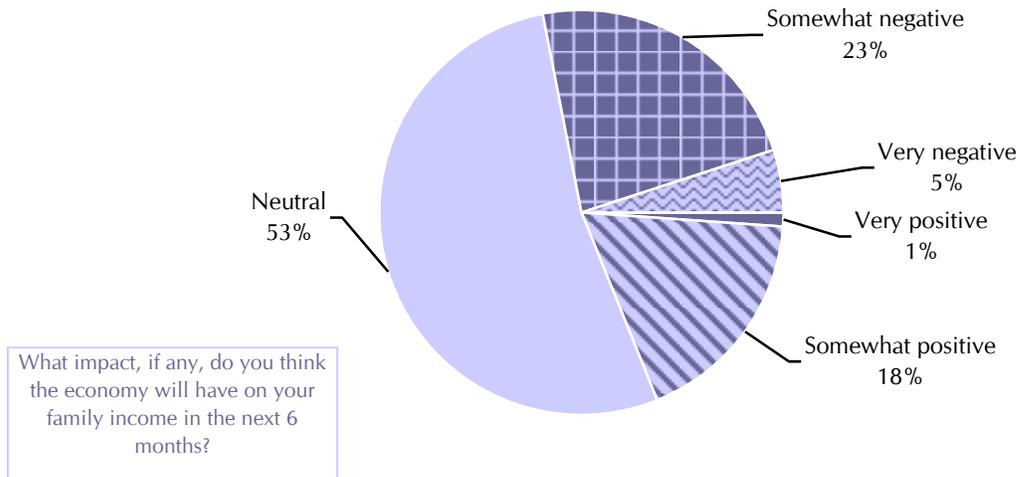


FIGURE 31: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Wauwatosa. About 80% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 82% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown.

FIGURE 32: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

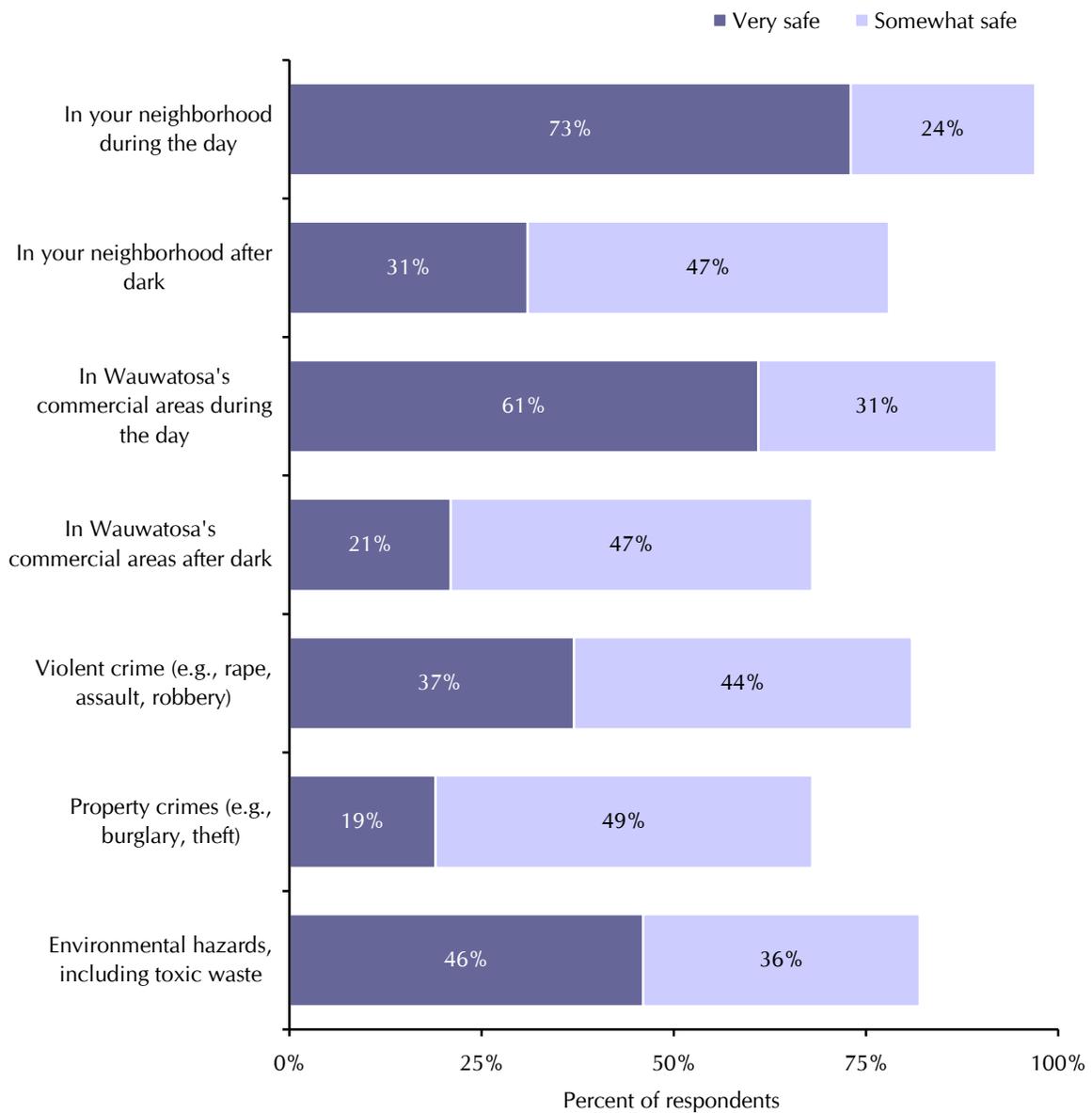


FIGURE 33: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Above
In your neighborhood after dark	Similar
In Wauwatosa's downtown area during the day	Above
In Wauwatosa's downtown area after dark	Above
Violent crime (e.g., rape, assault, robbery)	Above
Property crimes (e.g., burglary, theft)	Above
Environmental hazards, including toxic waste	Above

As assessed by the survey, 9% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police. Compared to other jurisdictions fewer Wauwatosa residents had been victims of crime in the 12 months preceding the survey and about the same percent of Wauwatosa residents had reported their most recent crime victimization to the police.

FIGURE 34: CRIME VICTIMIZATION AND REPORTING

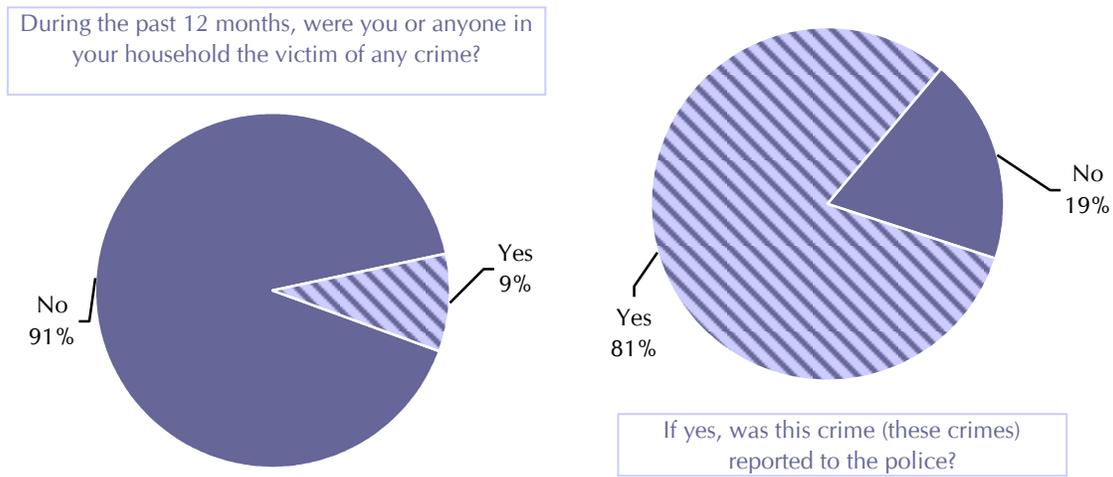


FIGURE 35: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Similar

Residents rated eight City public safety services; all eight were rated above the benchmark comparison. Fire services, police services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 36: RATINGS OF PUBLIC SAFETY SERVICES

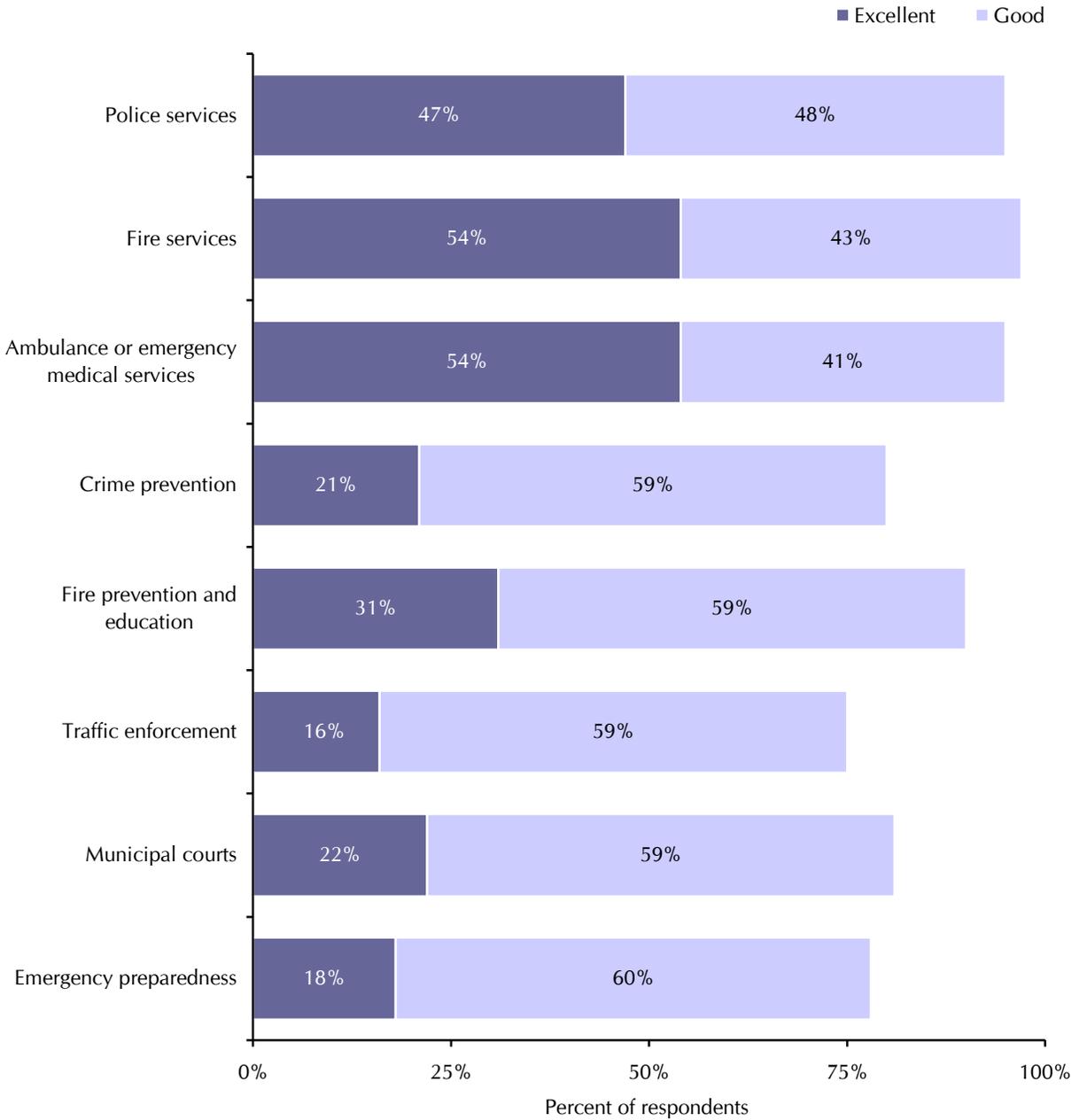


FIGURE 37: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Above
Courts	Much above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much above

FIGURE 38: CONTACT WITH POLICE DEPARTMENT

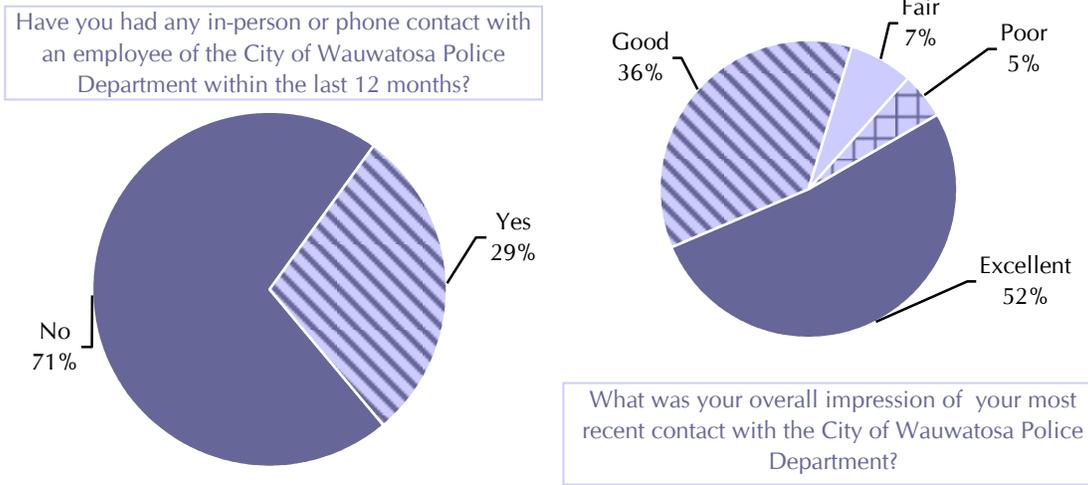


FIGURE 39: CONTACT WITH FIRE DEPARTMENT

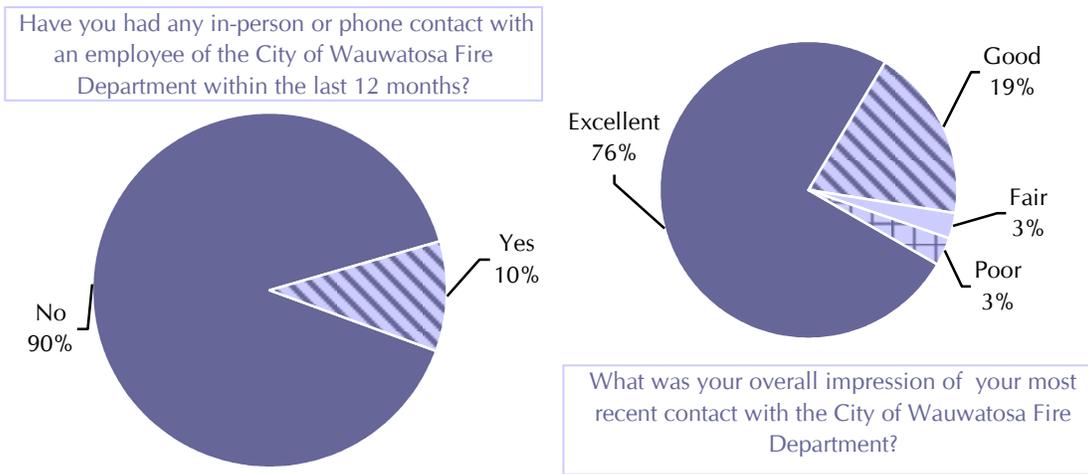


FIGURE 40: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Wauwatosa Police Department	Much less
Overall impression of most recent contact with the City of Wauwatosa Police Department	Much above
Had contact with the City of Wauwatosa Fire Department	Less
Overall impression of most recent contact with the City of Wauwatosa Fire Department	Much above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Wauwatosa were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 82% of survey respondents. The cleanliness of Wauwatosa received the highest rating, and it was much above the benchmark.

FIGURE 41: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

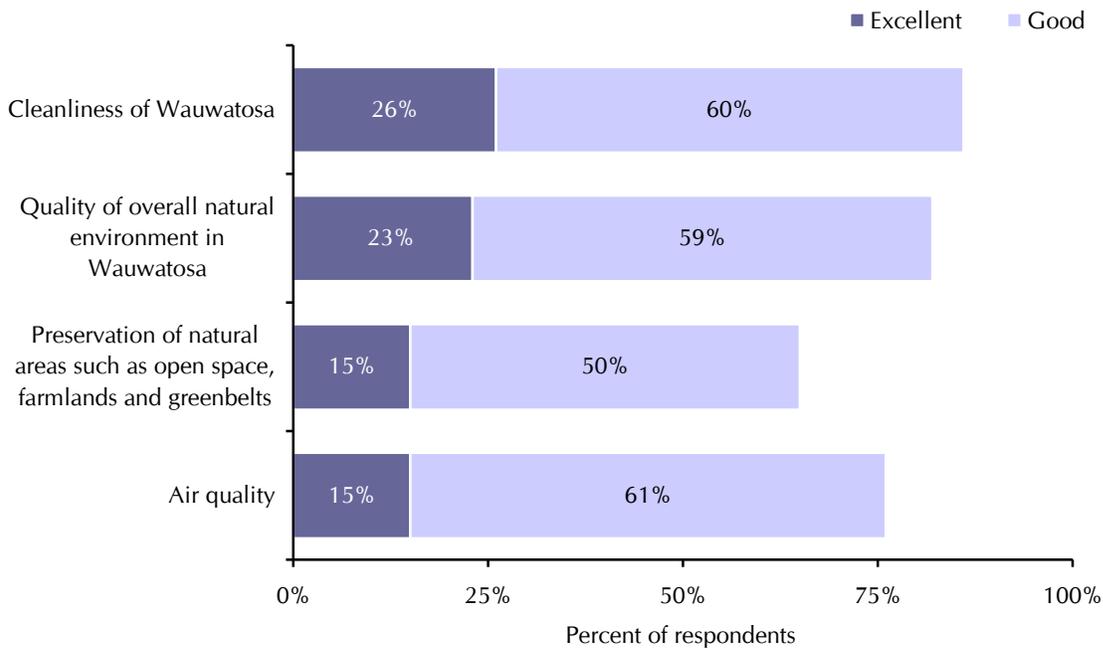


FIGURE 42: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Wauwatosa	Much above
Quality of overall natural environment in Wauwatosa	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above
Air quality	Above

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 43: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

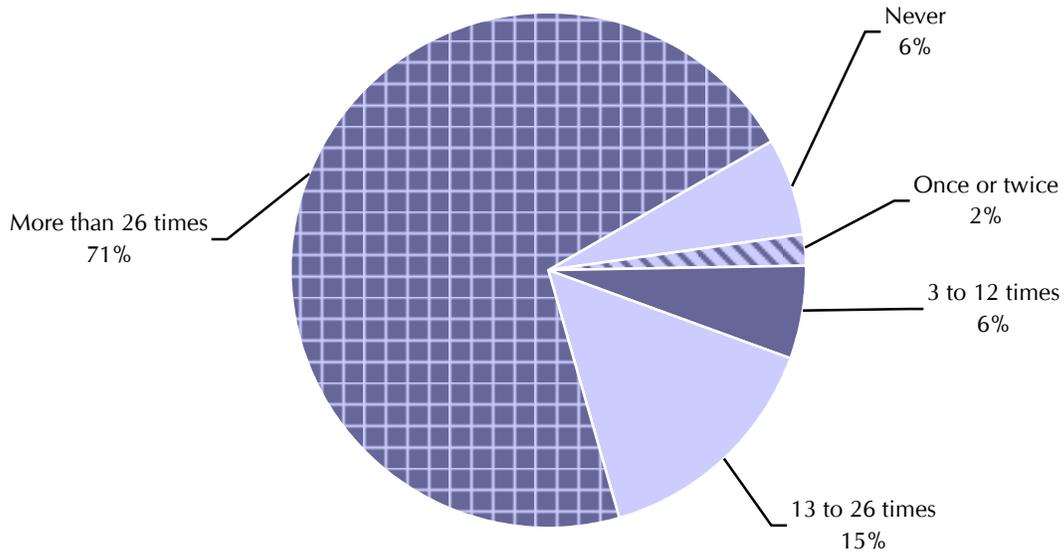


FIGURE 44: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

All seven of the utility services rated by those completing the questionnaire were much higher than the benchmark comparison.

FIGURE 45: RATINGS OF UTILITY SERVICES

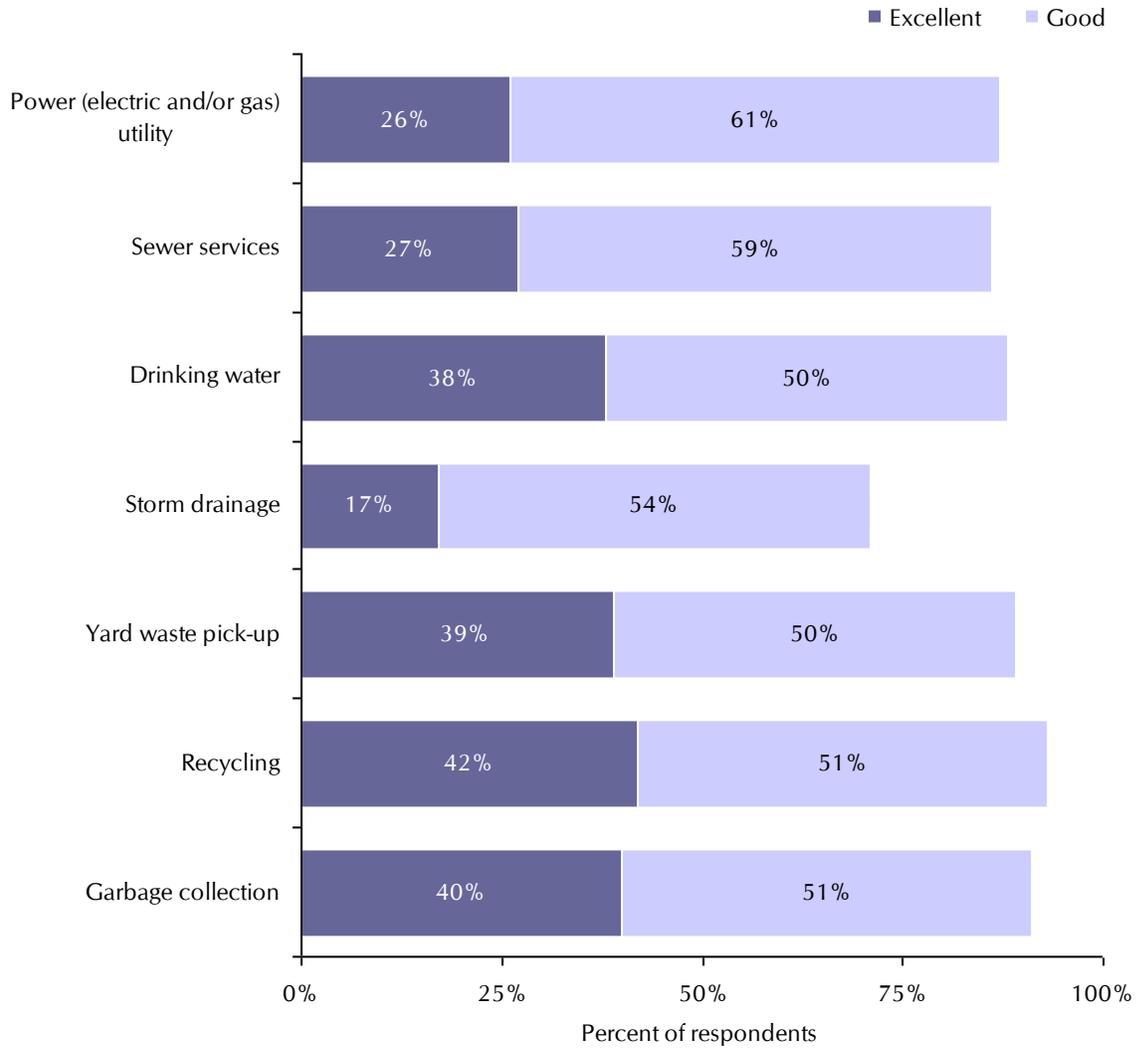


FIGURE 46: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Much above
Sewer services	Much above
Drinking water	Much above
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Wauwatosa were rated positively as were services related to parks and recreation. Hart Park was rated much higher than the benchmark and recreation programs were much higher than the benchmark. Recreation centers received the lowest rating and were much higher than the national benchmark.

Resident use of Wauwatosa parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. Recreation program use in Wauwatosa was higher than use in comparison jurisdictions.

FIGURE 47: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

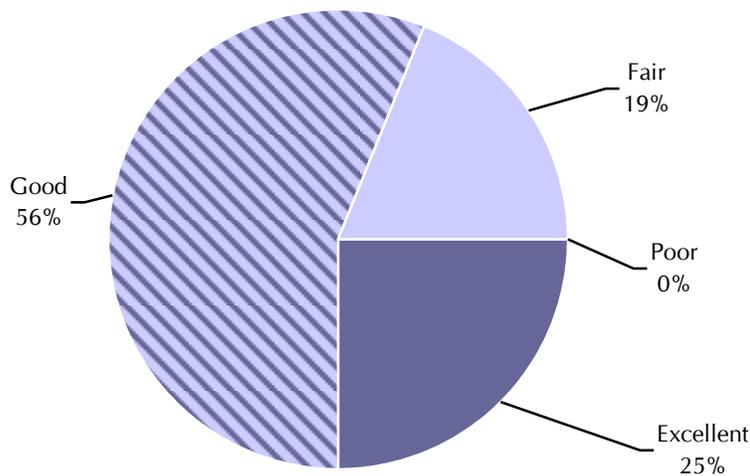


FIGURE 48: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Much above

FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

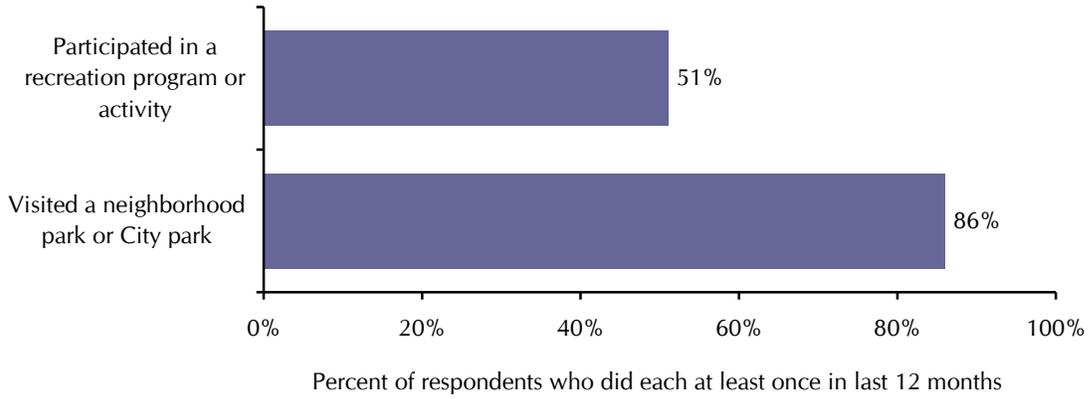


FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Participated in a recreation program or activity	More
Visited a neighborhood park or City park	Similar

FIGURE 51: RATINGS OF PARKS AND RECREATION SERVICES

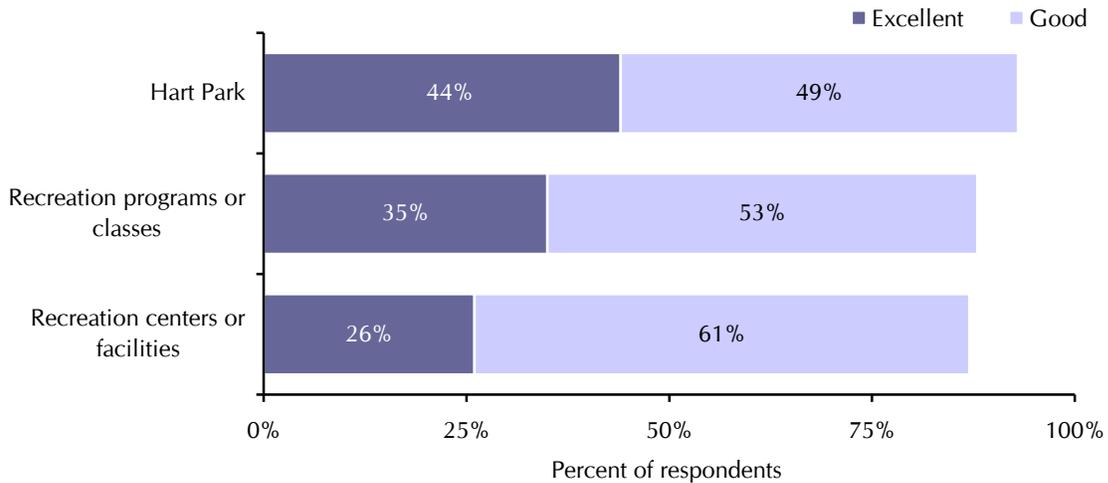


FIGURE 52: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
Hart Park	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 63% of respondents. Educational opportunities were rated as “excellent” or “good” by 78% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural activity opportunities.

About 70% of Wauwatosa residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions.

FIGURE 53: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

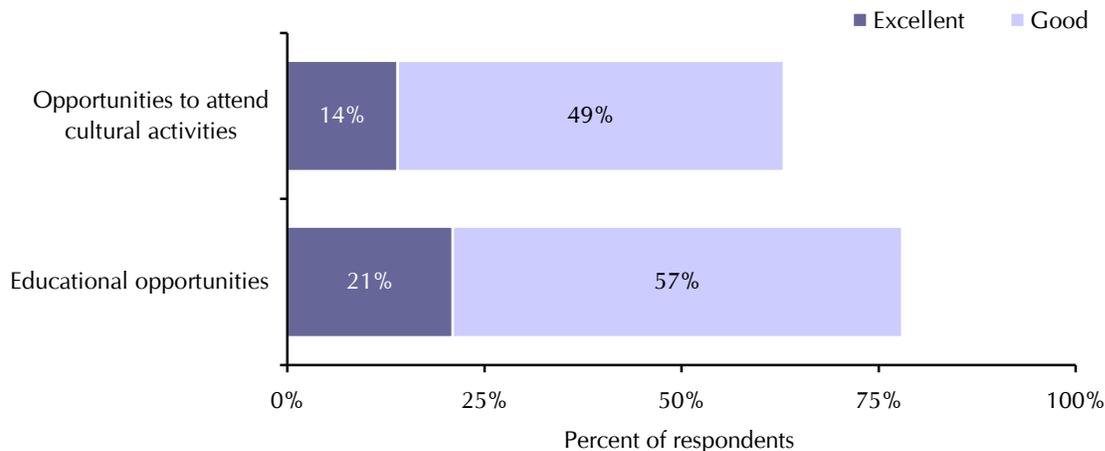


FIGURE 54: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Much above

FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

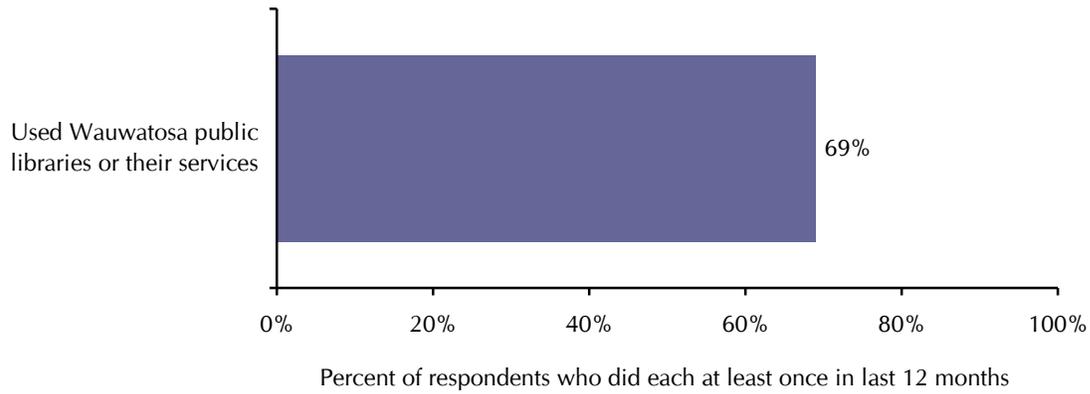


FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Used Wauwatosa public libraries or their services	Less

FIGURE 57: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

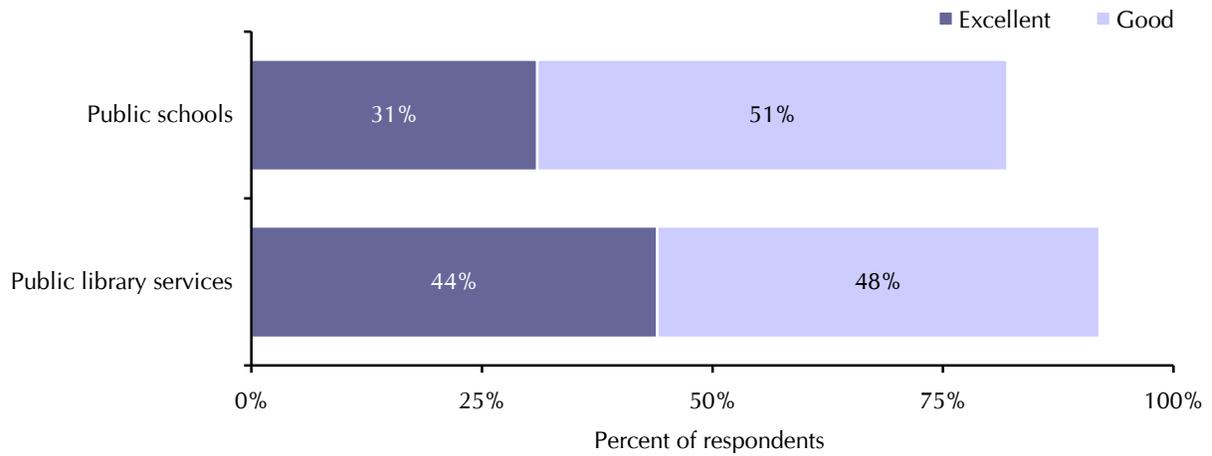


FIGURE 58: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

Comparison to benchmark	
Public schools	Much above
Public library services	Much above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Wauwatosa were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of affordable quality food was rated most positively for the City of Wauwatosa, while the availability for preventative health services was rated less favorably by residents.

Among Wauwatosa residents, 28% rated affordable quality health care as “excellent” while 54% rated it as “good.” Those ratings were much above the ratings of comparison communities.

FIGURE 59: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

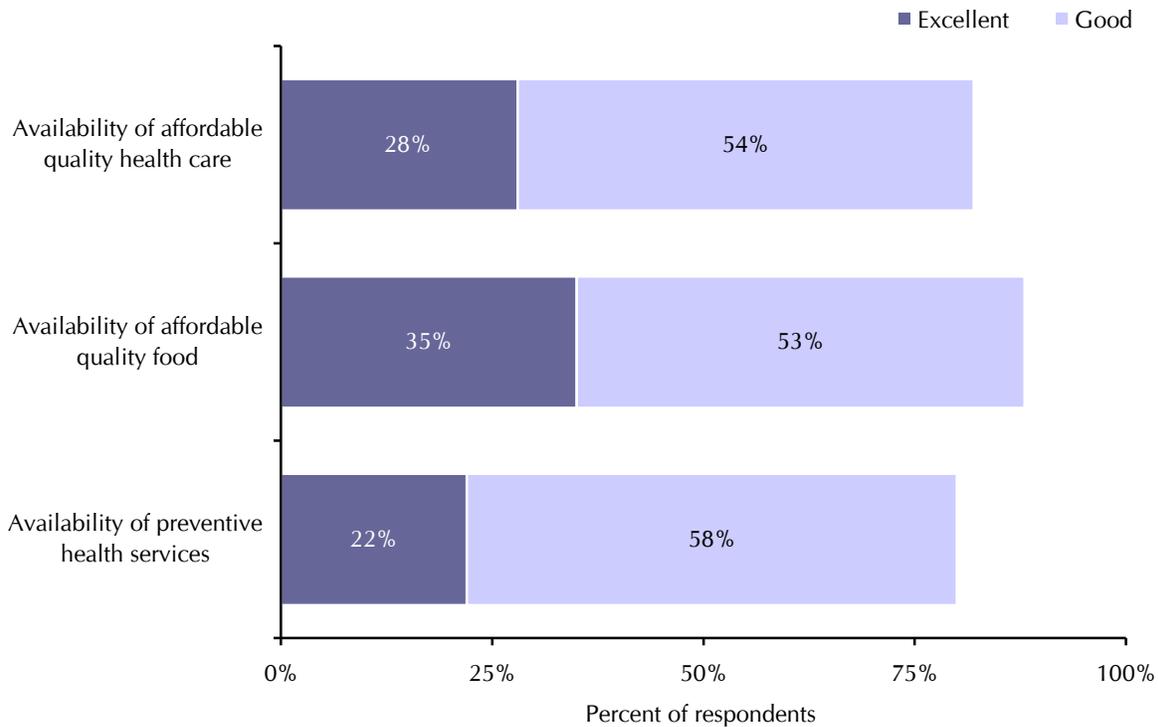


FIGURE 60: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of affordable quality food	Much above
Availability of preventive health services	Much above

Health services in Wauwatosa were rated “excellent” or “good” by 83% of respondents and were much above the benchmark.

FIGURE 61: RATINGS OF HEALTH AND WELLNESS SERVICES

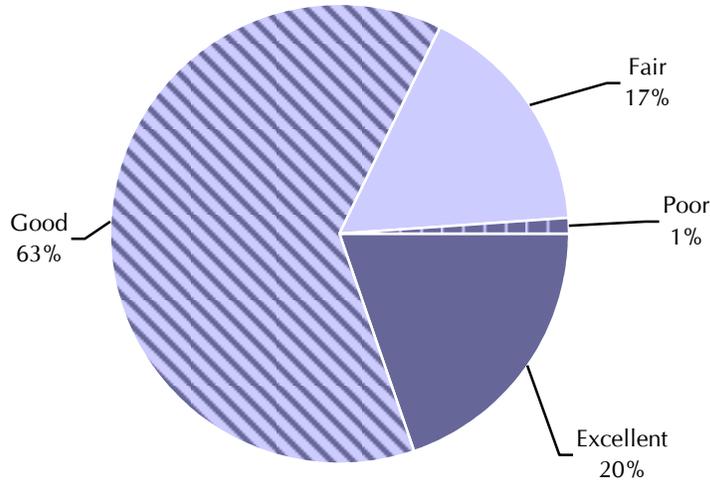


FIGURE 62: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Wauwatosa as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the City of Wauwatosa as an “excellent” or “good” place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Wauwatosa was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmark.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

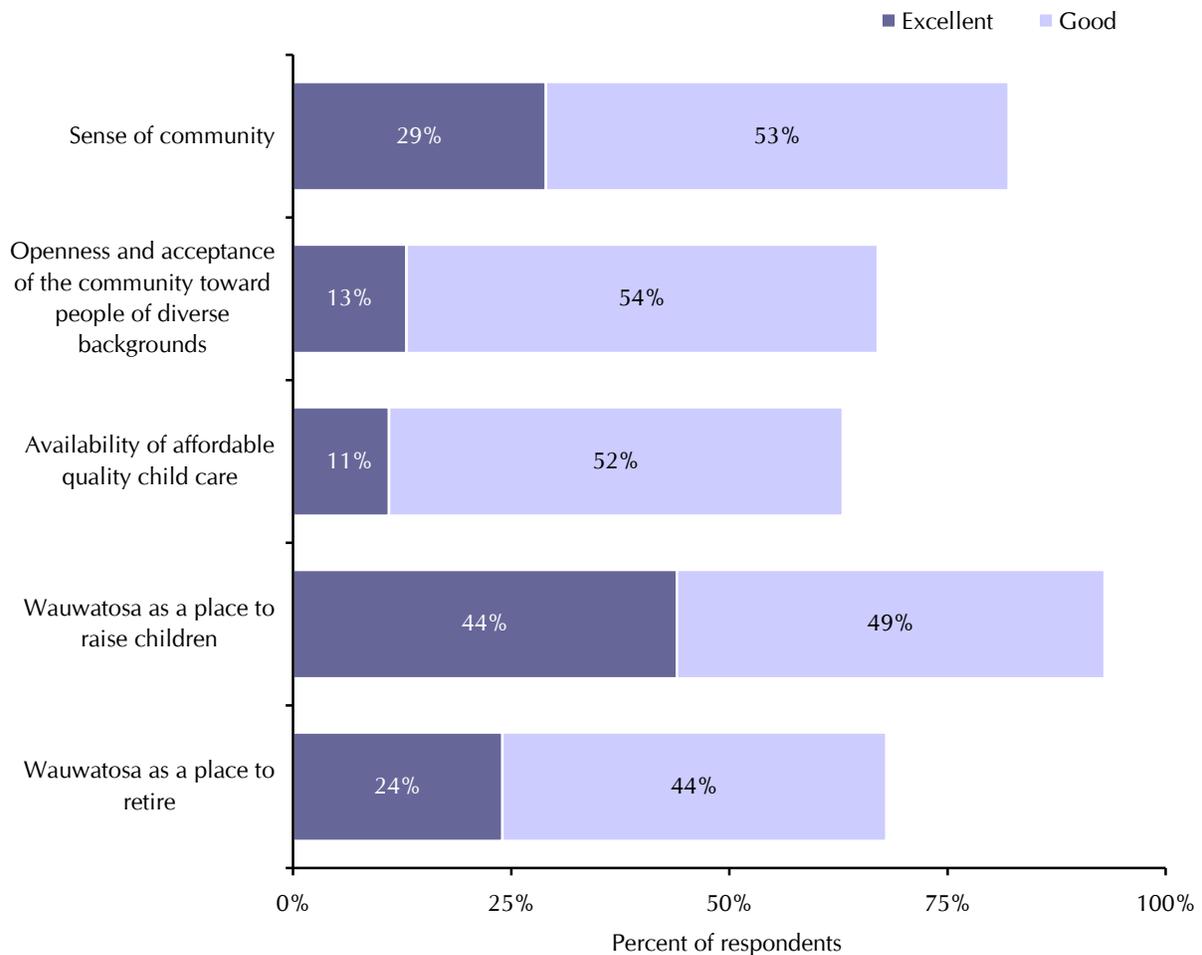


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Similar
Availability of affordable quality child care	Much above
Wauwatosa as a place to raise kids	Much above
Wauwatosa as a place to retire	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 68% to 86% with ratings of “excellent” or “good.” All services were much above the benchmark.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

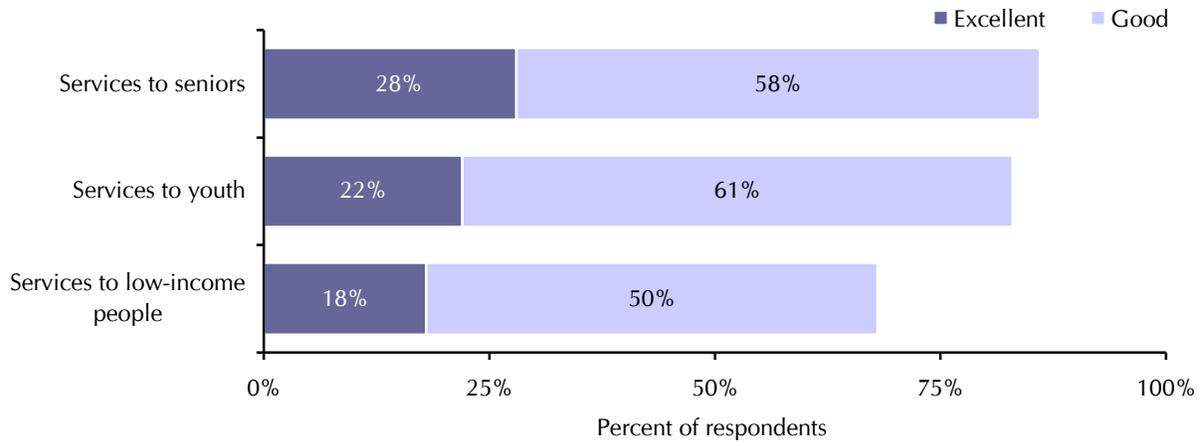


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Much above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Wauwatosa. Survey participants rated the volunteer opportunities in the City of Wauwatosa favorably. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

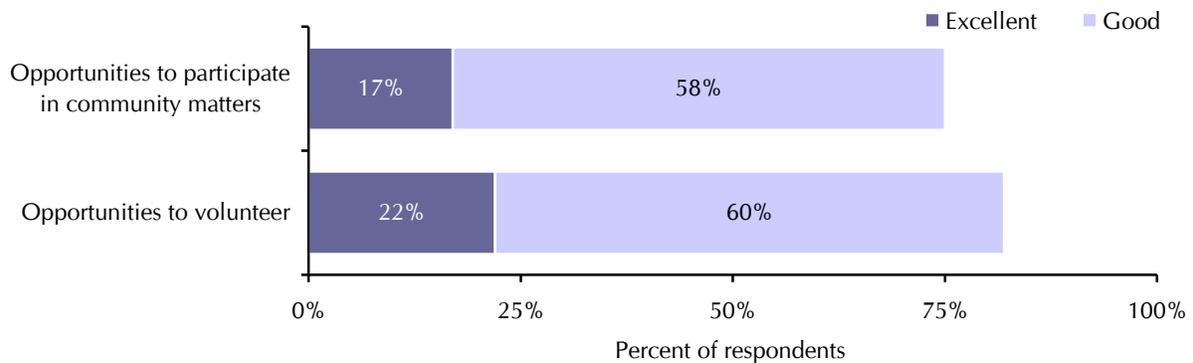


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Providing help to a neighbor showed similar rates of involvement; attending a meeting of local elected officials, watching a meeting of local elected officials, volunteering time to a group and participating in a club showed lower rates of community engagement.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

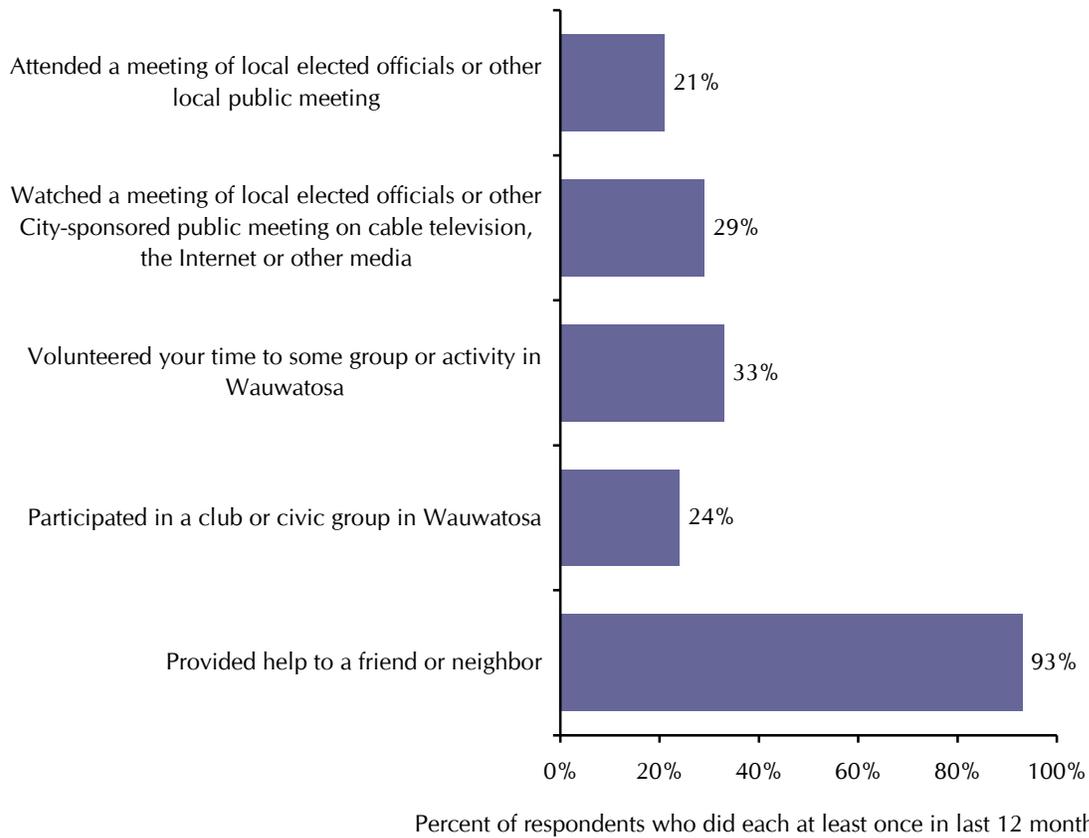


FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Wauwatosa	Much less
Participated in a club or civic group in Wauwatosa	Much less
Provided help to a friend or neighbor	Similar

City of Wauwatosa residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-eight percent reported they were registered to vote and 86% indicated they had voted in the last general election. This rate of self-reported voting was much higher than comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR

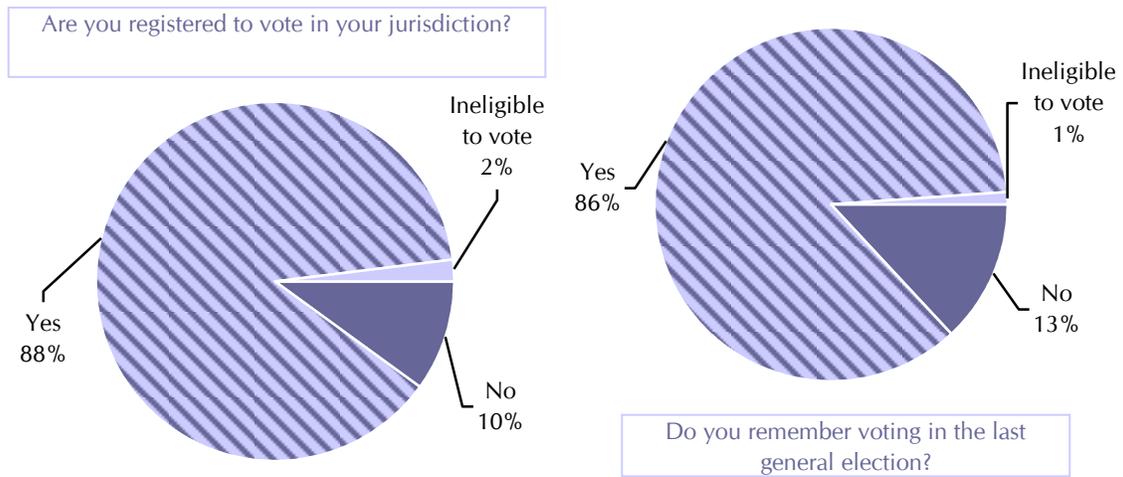


FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	More
Voted in last general election	Much more

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Wauwatosa Web site in the previous 12 months, 69% reported they had done so at least once. Public information services were rated very favorably compared to benchmark data.

FIGURE 73: USE OF INFORMATION SOURCES

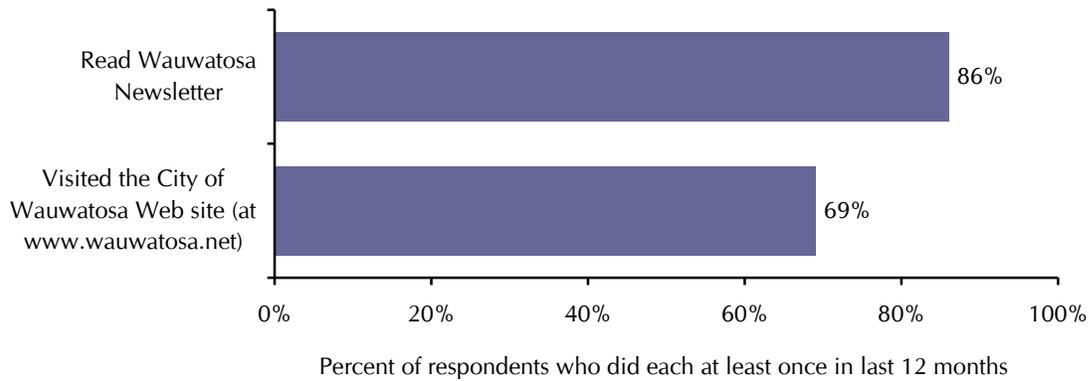


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Wauwatosa Newsletter	Much more
Visited the City of Wauwatosa Web site	Much more

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

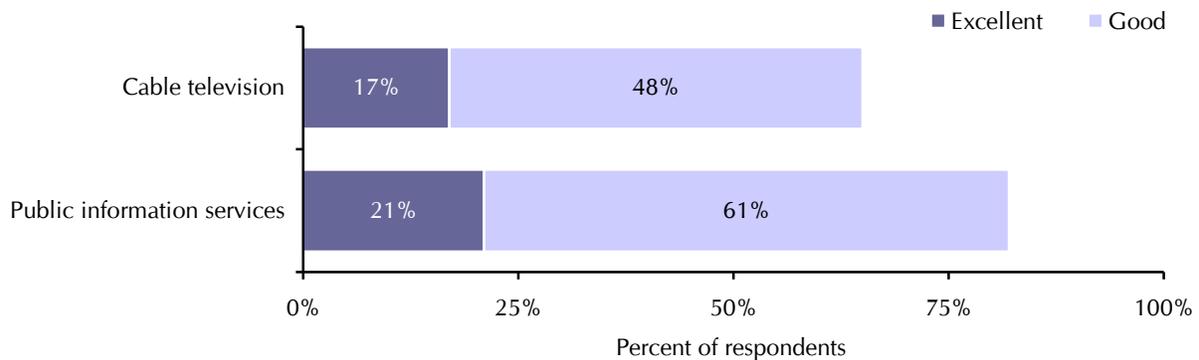


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much above
Public information services	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 79% of respondents.

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

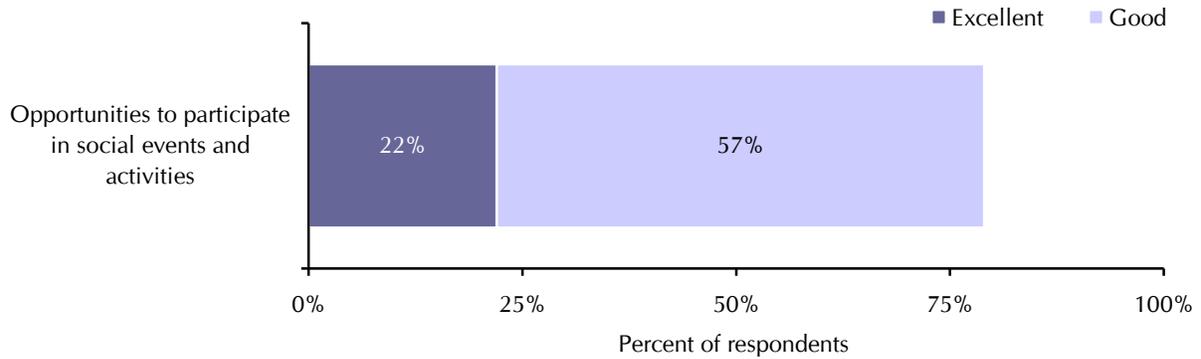


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above

Residents in Wauwatosa reported a strong amount of neighborliness. More than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS

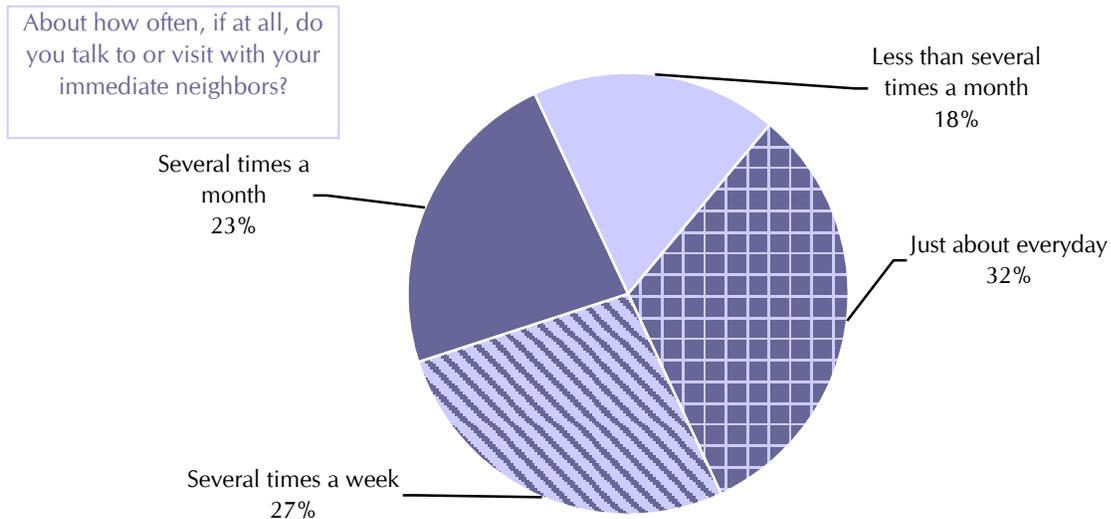


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Wauwatosa is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Wauwatosa could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Wauwatosa may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Wauwatosa does at welcoming citizen involvement, 61% rated it as "excellent" or "good." Of these four ratings, all four were much above the benchmark.

FIGURE 81: PUBLIC TRUST RATINGS

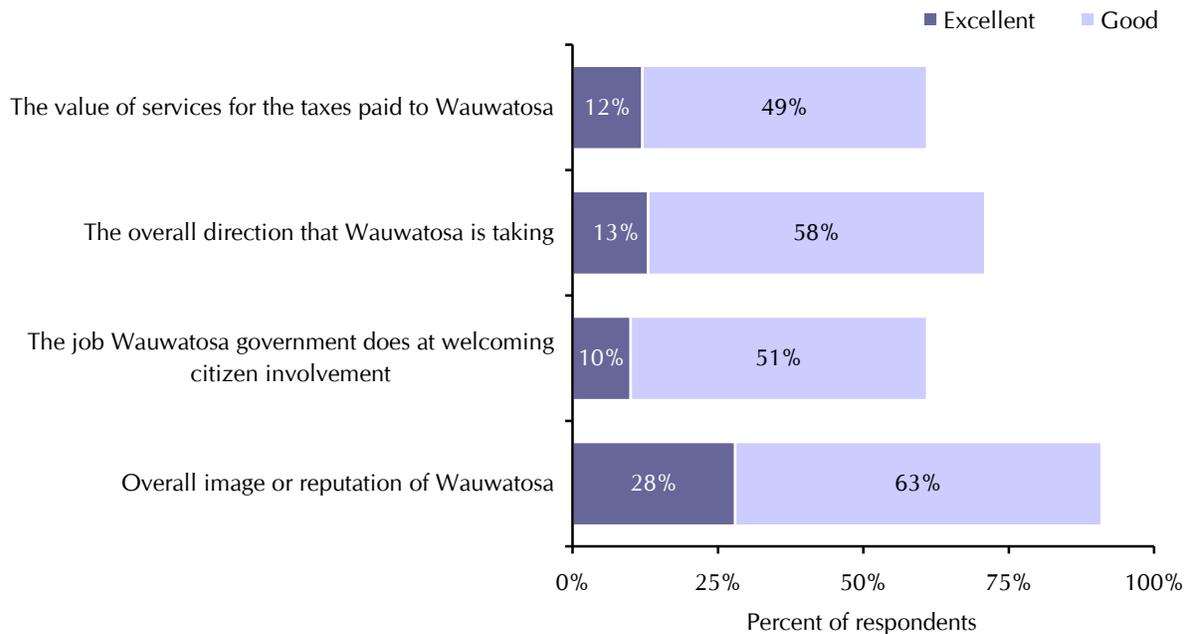


FIGURE 82: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Wauwatosa	Much above
The overall direction that Wauwatosa is taking	Much above
Job Wauwatosa government does at welcoming citizen involvement	Much above
Overall image or reputation of Wauwatosa	Much above

On average, residents of the City of Wauwatosa gave the highest evaluations to their own local government and the lowest average rating to Milwaukee County Government. The overall quality of services delivered by the City of Wauwatosa was rated as “excellent” or “good” by 88% of survey participants. The City of Wauwatosa’s rating was much above the benchmark when compared to other communities in the nation.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

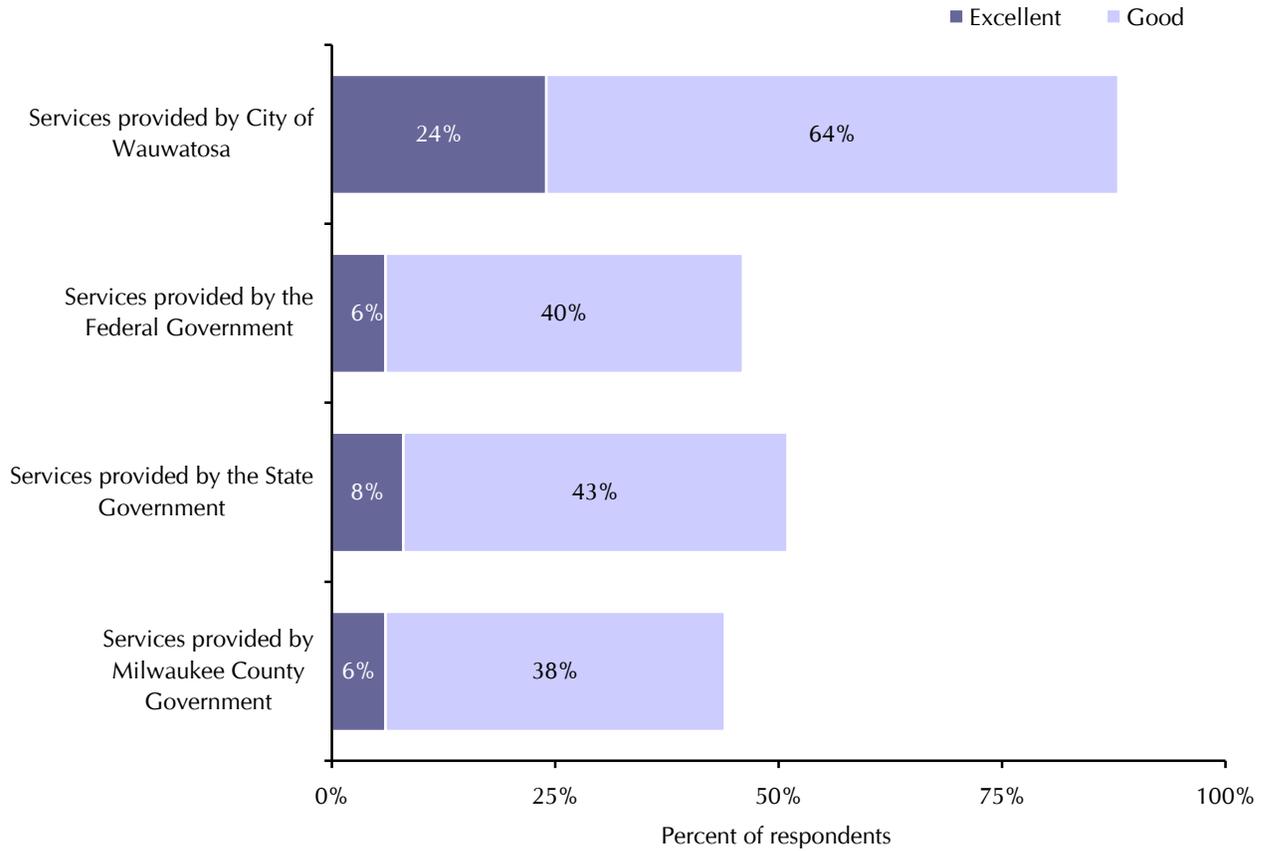


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Wauwatosa	Much above
Services provided by the Federal Government	Much above
Services provided by the State Government	Much above
Services provided by Milwaukee County Government	Below

City of Wauwatosa Employees

The employees of the City of Wauwatosa who interact with the public create the first impression that most residents have of the City of Wauwatosa. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Wauwatosa. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Wauwatosa staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 48% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 89% of respondents rated their overall impression as "excellent" or "good."

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

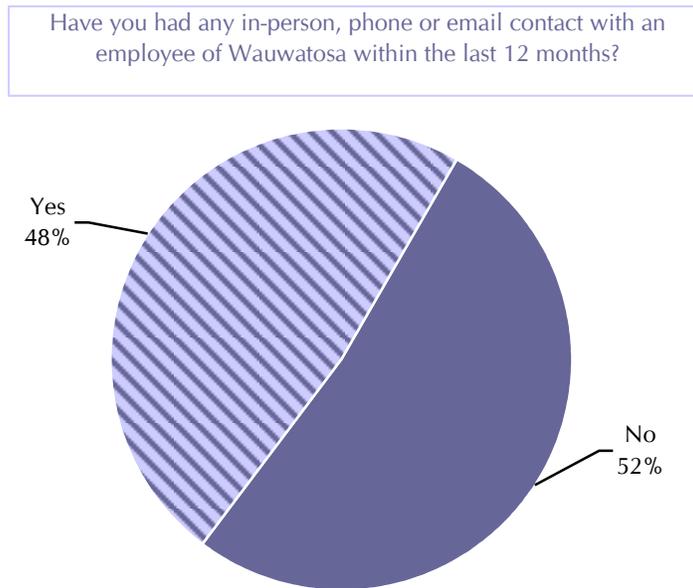


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Less

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

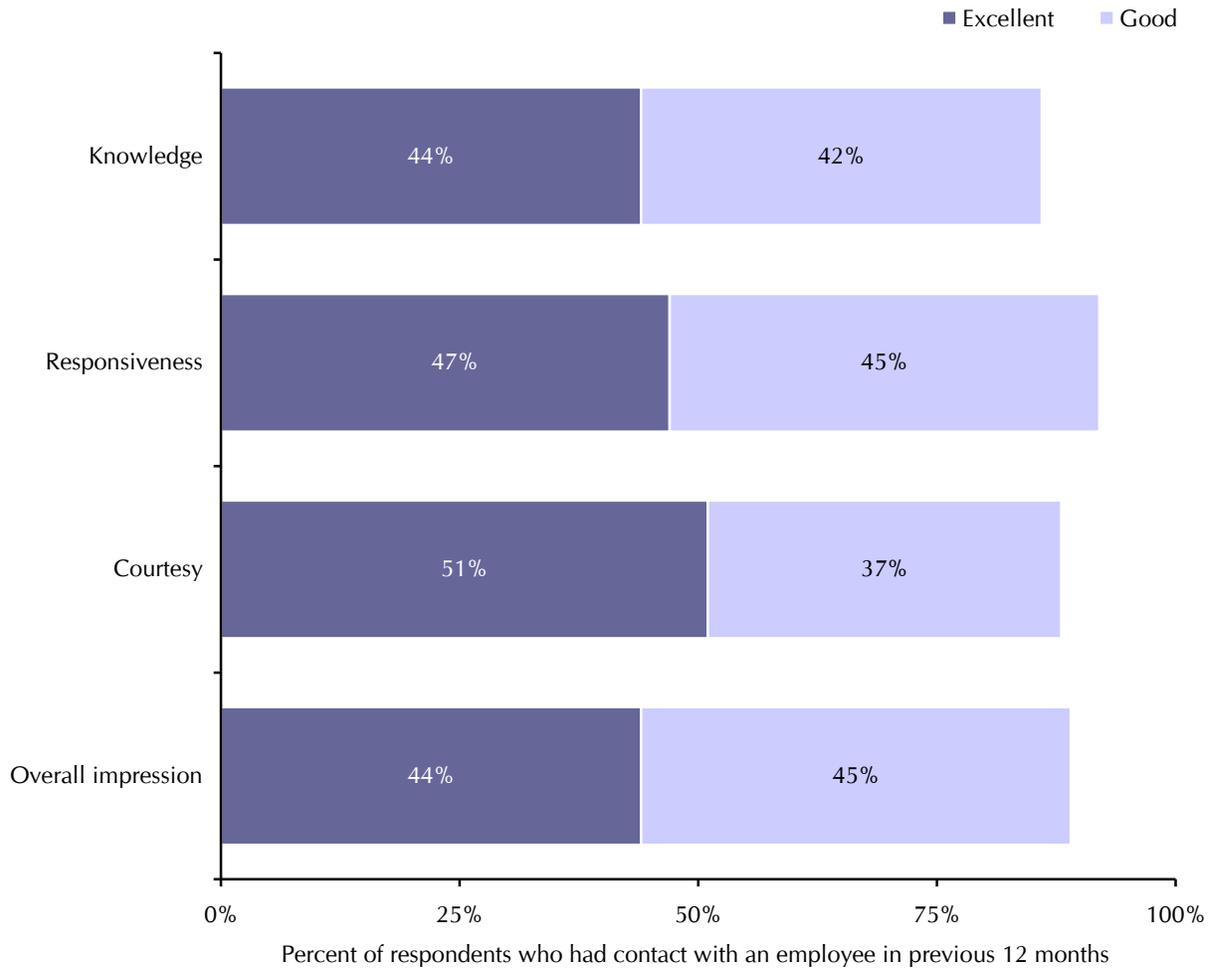


FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Wauwatosa by examining the relationships between ratings of each service and ratings of the City of Wauwatosa's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Wauwatosa can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Wauwatosa Key Driver Analysis were:

- Code enforcement
- Polices services
- Preservation of natural areas

CITY OF WAUWATOSA ACTION CHART™

The 2012 City of Wauwatosa Action Chart™ on the following page combines two dimensions of performance:

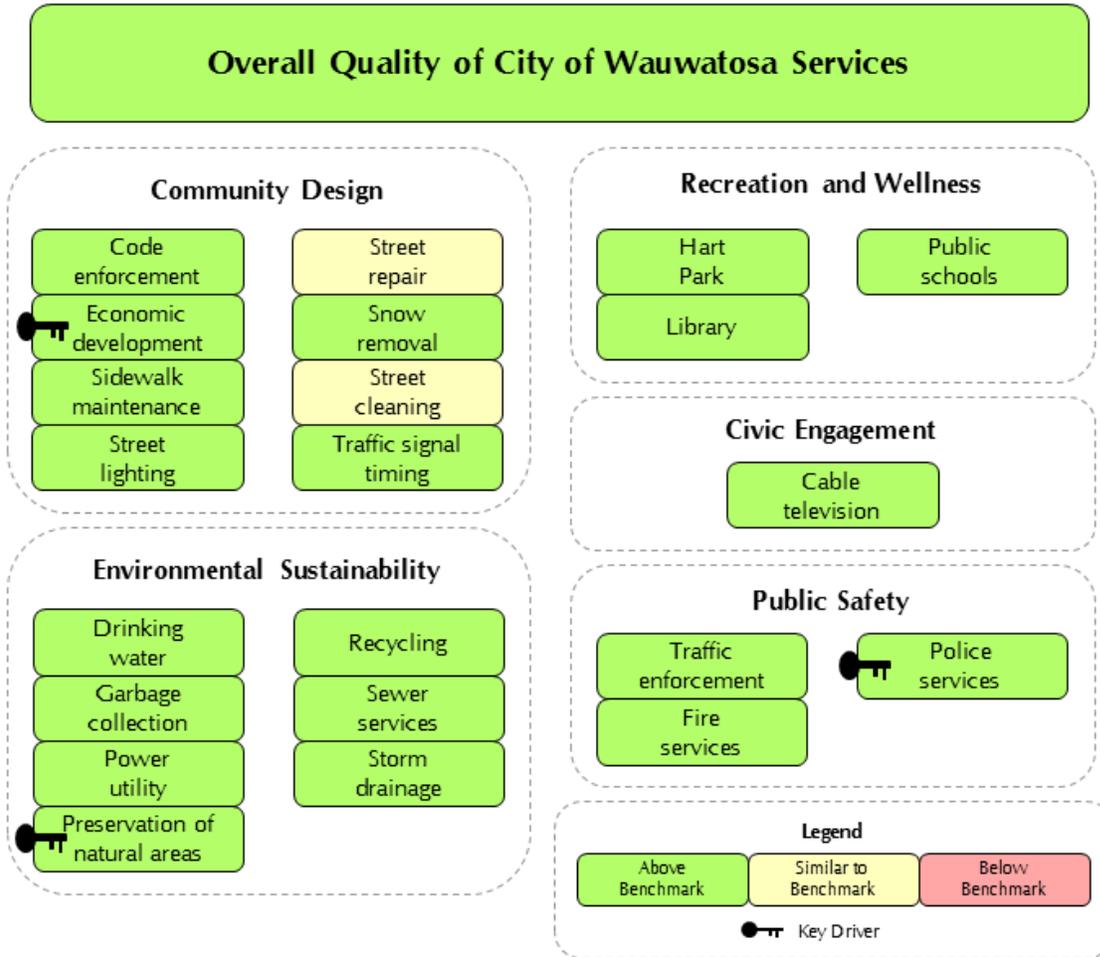
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.

Twenty-two services were included in the KDA for the City of Wauwatosa. Of these, 20 were above the benchmark and two were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Wauwatosa, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Excluding “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF WAUWATOSA ACTION CHART



Using Your Action Chart™

The key drivers derived for the City of Wauwatosa provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Wauwatosa, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Wauwatosa, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Wauwatosa residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the City of Wauwatosa key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Wauwatosa Key Driver	National Key Driver	Core Service
• Police services	✓	✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Snow removal			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ Hart Park			
• Code enforcement	✓		✓
Economic development		✓	
◦ Public library			
Public schools		✓	
◦ Cable television			
Preservation of natural areas	✓		
• Key driver overlaps with national and or core services			
◦ Service may be targeted for reductions it is not a key driver or core service			

CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1					
How likely or unlikely would you be to use each of the following sources for information about Wauwatosa City services?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
City Web site (at www.wauwatosa.net)	53%	26%	8%	13%	100%
Newsletter	47%	40%	8%	6%	100%
Cable television	14%	19%	22%	45%	100%
Facebook	12%	13%	17%	58%	100%
Other	10%	22%	28%	40%	100%
Twitter	5%	5%	15%	74%	100%

Custom Question 2					
To what extent do you agree or disagree that each of the following describes why you moved to Wauwatosa?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Geographic location	74%	23%	2%	1%	100%
Sense of community	39%	46%	10%	4%	100%
Safety	38%	52%	8%	1%	100%
Quality of schools	37%	35%	11%	17%	100%
Historic character	32%	49%	10%	9%	100%
Shopping opportunities	26%	46%	22%	6%	100%
Other	26%	34%	15%	25%	100%
Quality of City services	25%	54%	15%	6%	100%
Recreation	21%	55%	18%	6%	100%
Employment	16%	37%	30%	18%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Wauwatosa:	Excellent	Good	Fair	Poor	Total
Wauwatosa as a place to live	47%	51%	2%	0%	100%
Your neighborhood as a place to live	47%	44%	9%	0%	100%
Wauwatosa as a place to raise children	44%	49%	7%	0%	100%
Wauwatosa as a place to work	29%	53%	14%	4%	100%
Wauwatosa as a place to retire	24%	44%	21%	11%	100%
The overall quality of life in Wauwatosa	34%	61%	5%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Wauwatosa as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	29%	53%	17%	1%	100%
Openness and acceptance of the community toward people of diverse backgrounds	13%	54%	29%	4%	100%
Overall appearance of Wauwatosa	25%	62%	13%	0%	100%
Cleanliness of Wauwatosa	26%	60%	13%	1%	100%
Overall quality of new development in Wauwatosa	16%	53%	27%	4%	100%
Variety of housing options	21%	56%	21%	3%	100%
Overall quality of business and service establishments in Wauwatosa	26%	61%	13%	0%	100%
Shopping opportunities	36%	48%	13%	3%	100%
Opportunities to attend cultural activities	14%	49%	32%	5%	100%
Recreational opportunities	25%	56%	19%	0%	100%
Employment opportunities	10%	48%	35%	7%	100%
Educational opportunities	21%	57%	18%	4%	100%
Opportunities to participate in social events and activities	22%	57%	20%	0%	100%
Opportunities to volunteer	22%	60%	16%	2%	100%
Opportunities to participate in community matters	17%	58%	21%	4%	100%
Ease of car travel in Wauwatosa	18%	53%	23%	6%	100%
Ease of bus travel in Wauwatosa	10%	50%	33%	6%	100%
Ease of bicycle travel in Wauwatosa	19%	45%	30%	6%	100%
Ease of walking in Wauwatosa	35%	48%	13%	3%	100%
Availability of paths and walking trails	31%	43%	23%	4%	100%
Traffic flow on major streets	6%	43%	40%	11%	100%
Amount of public parking	7%	46%	39%	9%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Wauwatosa as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	8%	56%	30%	6%	100%
Availability of affordable quality child care	11%	52%	28%	9%	100%
Availability of affordable quality health care	28%	54%	15%	3%	100%
Availability of affordable quality food	35%	53%	10%	1%	100%
Availability of preventive health services	22%	58%	17%	3%	100%
Air quality	15%	61%	21%	2%	100%
Quality of overall natural environment in Wauwatosa	23%	59%	17%	1%	100%
Overall image or reputation of Wauwatosa	28%	63%	9%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Wauwatosa over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	9%	82%	6%	2%	100%
Retail growth (stores, restaurants, etc.)	3%	21%	68%	6%	3%	100%
Jobs growth	11%	54%	34%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wauwatosa?	Percent of respondents
Not a problem	23%
Minor problem	55%
Moderate problem	19%
Major problem	4%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Wauwatosa:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	37%	44%	14%	5%	0%	100%
Property crimes (e.g., burglary, theft)	19%	49%	15%	15%	2%	100%
Environmental hazards, including toxic waste	46%	36%	15%	2%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	73%	24%	3%	0%	0%	100%
In your neighborhood after dark	31%	47%	12%	9%	1%	100%
In Wauwatosa's commercial areas during the day	61%	31%	8%	1%	0%	100%
In Wauwatosa's commercial areas after dark	21%	47%	17%	14%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Police Department within the last 12 months?	71%	29%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Wauwatosa Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Wauwatosa Police Department?	52%	36%	7%	5%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	91%
Yes	9%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	19%
Yes	81%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wauwatosa?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Wauwatosa public libraries or their services	31%	19%	27%	11%	11%	100%
Participated in a recreation program or activity	49%	24%	20%	4%	4%	100%
Visited a neighborhood park or City park	14%	21%	31%	19%	15%	100%
Attended a meeting of local elected officials or other local public meeting	79%	17%	3%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	71%	20%	8%	1%	1%	100%
Read Wauwatosa Newsletter	14%	21%	47%	9%	9%	100%
Visited the City of Wauwatosa Web site (at www.wauwatosa.net)	31%	26%	33%	7%	3%	100%
Recycled used paper, cans or bottles from your home	6%	2%	6%	15%	71%	100%
Volunteered your time to some group or activity in Wauwatosa	67%	17%	8%	5%	5%	100%
Participated in a club or civic group in Wauwatosa	76%	14%	5%	2%	3%	100%
Provided help to a friend or neighbor	7%	24%	42%	16%	11%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	32%
Several times a week	27%
Several times a month	23%
Less than several times a month	18%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Wauwatosa:	Excellent	Good	Fair	Poor	Total
Police services	47%	48%	5%	1%	100%
Fire services	54%	43%	4%	0%	100%
Ambulance or emergency medical services	54%	41%	4%	0%	100%
Crime prevention	21%	59%	18%	1%	100%
Fire prevention and education	31%	59%	11%	0%	100%
Municipal courts	22%	59%	18%	1%	100%
Traffic enforcement	16%	59%	22%	3%	100%
Street repair	8%	36%	40%	16%	100%
Street cleaning	16%	49%	29%	6%	100%
Street lighting	15%	59%	22%	5%	100%
Snow removal	21%	55%	19%	6%	100%
Sidewalk maintenance	13%	54%	28%	4%	100%
Traffic signal timing	13%	52%	25%	10%	100%
Garbage collection	40%	51%	6%	2%	100%
Recycling	42%	51%	5%	2%	100%
Yard waste pick-up	39%	50%	9%	3%	100%
Storm drainage	17%	54%	24%	5%	100%
Drinking water	38%	50%	10%	1%	100%
Sewer services	27%	59%	13%	1%	100%
Power (electric and/or gas) utility	26%	61%	10%	2%	100%
Hart Park	44%	49%	6%	0%	100%
Recreation programs or classes	35%	53%	11%	1%	100%
Recreation centers or facilities	26%	61%	12%	1%	100%
Land use, planning and zoning	15%	54%	27%	4%	100%
Code enforcement (weeds, abandoned buildings, etc.)	11%	50%	27%	11%	100%
Economic development	11%	56%	28%	4%	100%
Health services	20%	63%	17%	1%	100%
Services to seniors	28%	58%	14%	0%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Wauwatosa:	Excellent	Good	Fair	Poor	Total
Services to youth	22%	61%	15%	3%	100%
Services to low-income people	18%	50%	23%	9%	100%
Public library services	44%	48%	7%	0%	100%
Public information services	21%	61%	16%	2%	100%
Public schools	31%	51%	16%	2%	100%
Cable television	17%	48%	29%	6%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	60%	18%	4%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	15%	50%	27%	7%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Wauwatosa	24%	64%	11%	0%	100%
The Federal Government	6%	40%	44%	10%	100%
The State Government	8%	43%	41%	8%	100%
Milwaukee County Government	6%	38%	40%	16%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Wauwatosa to someone who asks	67%	30%	2%	1%	100%
Remain in Wauwatosa for the next five years	63%	25%	6%	5%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	1%
Somewhat positive	18%
Neutral	53%
Somewhat negative	23%
Very negative	5%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Fire Department within the last 12 months?	90%	10%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Wauwatosa Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Wauwatosa Fire Department?	76%	19%	3%	3%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Wauwatosa within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	52%
Yes	48%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Wauwatosa in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	44%	42%	12%	2%	100%
Responsiveness	47%	45%	5%	3%	100%
Courtesy	51%	37%	8%	4%	100%
Overall impression	44%	45%	8%	3%	100%

Question 21: Government Performance					
Please rate the following categories of Wauwatosa government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Wauwatosa	12%	49%	32%	7%	100%
The overall direction that Wauwatosa is taking	13%	58%	25%	3%	100%
The job Wauwatosa government does at welcoming citizen involvement	10%	51%	33%	5%	100%

Question 22a: Custom Question 1					
How likely or unlikely would you be to use each of the following sources for information about Wauwatosa City services?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
City Web site (at www.wauwatosa.net)	53%	26%	8%	13%	100%
Facebook	12%	13%	17%	58%	100%
Twitter	5%	5%	15%	74%	100%
Newsletter	47%	40%	8%	6%	100%
Cable television	14%	19%	22%	45%	100%
Other	10%	22%	28%	40%	100%

Question 22b: Custom Question 2					
To what extent do you agree or disagree that each of the following describes why you moved to Wauwatosa?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Quality of schools	37%	35%	11%	17%	100%
Historic character	32%	49%	10%	9%	100%
Sense of community	39%	46%	10%	4%	100%
Quality of City services	25%	54%	15%	6%	100%
Geographic location	74%	23%	2%	1%	100%
Safety	38%	52%	8%	1%	100%
Shopping opportunities	26%	46%	22%	6%	100%
Recreation	21%	55%	18%	6%	100%
Employment	16%	37%	30%	18%	100%
Other	26%	34%	15%	25%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	31%
Yes, full-time	60%
Yes, part-time	9%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	1%
Walk	3%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Wauwatosa?	Percent of respondents
Less than 2 years	15%
2 to 5 years	17%
6 to 10 years	16%
11 to 20 years	18%
More than 20 years	34%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	61%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	30%
Mobile home	0%
Other	4%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	35%
Owned by you or someone in this house with a mortgage or free and clear	65%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	2%
\$300 to \$599 per month	13%
\$600 to \$999 per month	28%
\$1,000 to \$1,499 per month	29%
\$1,500 to \$2,499 per month	23%
\$2,500 or more per month	6%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	78%
Yes	22%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	69%
Yes	31%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	11%
\$25,000 to \$49,999	26%
\$50,000 to \$99,999	31%
\$100,000 to \$149,999	19%
\$150,000 or more	13%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	98%
Yes, I consider myself to be Spanish, Hispanic or Latino	2%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	3%
White	93%
Other	3%

Total may exceed 100% as respondents could select more than one option

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	22%
35 to 44 years	13%
45 to 54 years	21%
55 to 64 years	14%
65 to 74 years	10%
75 years or older	16%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	56%
Male	44%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	10%
Yes	88%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	13%
Yes	86%
Ineligible to vote	1%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	11%
Yes	89%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	44%
Yes	56%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	15%
Land line	73%
Both	13%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Wauwatosa:	Excellent		Good		Fair		Poor		Don't know		Total	
	Wauwatosa as a place to live	47%	202	51%	217	2%	8	0%	0	0%	1	100%
Your neighborhood as a place to live	47%	198	44%	186	9%	39	0%	1	0%	2	100%	426
Wauwatosa as a place to raise children	37%	157	41%	173	6%	23	0%	0	16%	69	100%	423
Wauwatosa as a place to work	20%	85	36%	152	10%	41	2%	10	32%	136	100%	425
Wauwatosa as a place to retire	19%	79	34%	143	16%	70	8%	36	23%	98	100%	426
The overall quality of life in Wauwatosa	34%	146	61%	258	5%	20	0%	1	0%	1	100%	426

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Wauwatosa as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	28%	118	51%	215	17%	70	1%	3	3%	12	100%
Openness and acceptance of the community toward people of diverse backgrounds	12%	50	49%	207	26%	109	4%	16	9%	40	100%	423
Overall appearance of Wauwatosa	25%	106	62%	266	13%	54	0%	2	0%	0	100%	427
Cleanliness of Wauwatosa	26%	112	60%	255	13%	54	1%	3	0%	0	100%	424
Overall quality of new development in Wauwatosa	13%	56	44%	188	23%	97	4%	15	16%	68	100%	424
Variety of housing options	19%	81	51%	216	19%	81	2%	10	8%	34	100%	422
Overall quality of business and service establishments in Wauwatosa	25%	107	61%	257	13%	54	0%	0	1%	6	100%	424
Shopping opportunities	36%	154	47%	201	13%	55	3%	12	1%	4	100%	425
Opportunities to attend cultural activities	13%	55	46%	194	30%	128	4%	18	6%	27	100%	423
Recreational opportunities	24%	100	52%	220	17%	74	0%	2	6%	27	100%	423

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Wauwatosa as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Employment opportunities	7%	29	32%	137	24%	101	5%	19	32%	137	100%
Educational opportunities	18%	73	48%	201	15%	64	3%	13	16%	66	100%	417
Opportunities to participate in social events and activities	21%	89	54%	227	18%	78	0%	2	6%	24	100%	420
Opportunities to volunteer	17%	73	47%	196	13%	52	2%	8	21%	89	100%	418
Opportunities to participate in community matters	14%	60	49%	207	18%	75	3%	13	15%	63	100%	419
Ease of car travel in Wauwatosa	17%	74	52%	220	23%	98	6%	25	2%	10	100%	426
Ease of bus travel in Wauwatosa	6%	26	30%	124	20%	82	4%	15	41%	172	100%	419
Ease of bicycle travel in Wauwatosa	15%	61	35%	145	23%	95	4%	18	24%	99	100%	417
Ease of walking in Wauwatosa	34%	145	47%	198	13%	53	3%	13	3%	13	100%	423
Availability of paths and walking trails	28%	116	39%	161	21%	86	4%	15	9%	37	100%	416
Traffic flow on major streets	6%	23	43%	178	40%	166	11%	46	1%	5	100%	419
Amount of public parking	7%	28	42%	177	36%	150	8%	33	7%	30	100%	418
Availability of affordable quality housing	7%	29	47%	194	25%	105	5%	21	16%	67	100%	417
Availability of affordable quality child care	4%	18	19%	79	10%	43	3%	14	63%	261	100%	414
Availability of affordable quality health care	22%	93	43%	180	12%	51	3%	11	20%	83	100%	418
Availability of affordable quality food	34%	144	52%	219	10%	42	1%	5	2%	10	100%	420
Availability of preventive health services	17%	71	44%	184	13%	53	2%	9	24%	99	100%	416
Air quality	14%	60	58%	241	20%	84	2%	8	6%	24	100%	417
Quality of overall natural environment in Wauwatosa	23%	95	58%	242	16%	68	1%	5	2%	7	100%	417
Overall image or reputation of Wauwatosa	28%	118	62%	263	9%	37	0%	2	0%	1	100%	421

Question 3: Growth														
Please rate the speed of growth in the following categories in Wauwatosa over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	1	6%	23	49%	206	3%	14	1%	5	41%	174	100%
Retail growth (stores, restaurants, etc.)	2%	10	17%	72	56%	237	5%	20	2%	10	18%	74	100%	423
Jobs growth	5%	21	24%	103	15%	65	0%	1	0%	0	55%	232	100%	422

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wauwatosa?	Percent of respondents	Count
Not a problem	20%	85
Minor problem	49%	205
Moderate problem	17%	72
Major problem	3%	13
Don't know	10%	42
Total	100%	416

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Wauwatosa:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	36%	150	43%	182	13%	56	5%	19	0%	1	2%	10	100%
Property crimes (e.g., burglary, theft)	18%	76	48%	199	14%	59	15%	62	2%	9	3%	13	100%	417
Environmental hazards, including toxic waste	42%	173	32%	133	14%	57	2%	9	0%	1	10%	42	100%	416

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	72%	306	24%	101	3%	12	0%	1	0%	1	0%	2	100%
In your neighborhood after dark	30%	128	46%	195	12%	50	9%	39	1%	5	2%	6	100%	423
In Wauwatosa's commercial areas during the day	59%	250	30%	126	7%	32	1%	4	0%	1	3%	11	100%	424
In Wauwatosa's commercial areas after dark	20%	83	44%	185	16%	68	13%	55	1%	3	7%	29	100%	423

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the City of Wauwatosa Police Department within the last 12 months?	71%	297	29%	123	0%	1	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Wauwatosa Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Wauwatosa Police Department?	52%	64	36%	44	7%	9	5%	6	0%	0	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	374
Yes	9%	39
Don't know	1%	6
Total	100%	418

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	7
Yes	80%	31
Don't know	2%	1
Total	100%	39

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wauwatosa?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Wauwatosa public libraries or their services	31%	132	19%	82	27%	115	11%	46	11%	48	100%	421
Participated in a recreation program or activity	49%	205	24%	101	20%	82	4%	15	4%	18	100%	420
Visited a neighborhood park or City park	14%	60	21%	86	31%	128	19%	80	15%	64	100%	418
Attended a meeting of local elected officials or other local public meeting	79%	332	17%	72	3%	12	1%	4	0%	0	100%	420
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	71%	299	20%	85	8%	32	1%	2	1%	3	100%	421
Read Wauwatosa Newsletter	14%	57	21%	87	47%	193	9%	37	9%	35	100%	410
Visited the City of Wauwatosa Web site (at www.wauwatosa.net)	31%	128	26%	110	33%	136	7%	27	3%	13	100%	414
Recycled used paper, cans or bottles from your home	6%	27	2%	10	6%	23	15%	60	71%	291	100%	411
Volunteered your time to some group or activity in Wauwatosa	67%	277	17%	69	8%	31	5%	19	5%	19	100%	416
Participated in a club or civic group in Wauwatosa	76%	322	14%	57	5%	20	2%	9	3%	13	100%	421
Provided help to a friend or neighbor	7%	31	24%	99	42%	175	16%	67	11%	47	100%	419

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	32%	134
Several times a week	27%	115
Several times a month	23%	95
Less than several times a month	18%	77
Total	100%	421

Question 13: Service Quality												
Please rate the quality of each of the following services in Wauwatosa:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	41%	174	43%	180	4%	18	0%	2	12%	50	100%
Fire services	42%	176	33%	140	3%	12	0%	0	22%	94	100%	422
Ambulance or emergency medical services	37%	155	28%	117	3%	13	0%	0	33%	138	100%	423
Crime prevention	17%	72	47%	199	15%	62	1%	4	20%	84	100%	421
Fire prevention and education	19%	81	37%	156	7%	29	0%	0	36%	153	100%	419
Municipal courts	9%	37	24%	101	7%	30	0%	2	60%	250	100%	420
Traffic enforcement	13%	52	45%	188	17%	71	2%	10	23%	97	100%	419
Street repair	7%	30	35%	146	38%	161	15%	64	4%	18	100%	419
Street cleaning	15%	63	46%	194	27%	114	5%	22	6%	26	100%	419
Street lighting	14%	60	57%	239	21%	88	5%	20	3%	13	100%	419
Snow removal	19%	81	51%	216	18%	75	5%	22	6%	25	100%	420
Sidewalk maintenance	11%	46	46%	192	24%	100	4%	15	15%	63	100%	416
Traffic signal timing	12%	50	49%	208	24%	101	9%	39	5%	22	100%	420
Garbage collection	38%	161	49%	206	6%	25	2%	10	5%	20	100%	421
Recycling	39%	163	48%	201	5%	21	2%	7	6%	25	100%	418
Yard waste pick-up	32%	135	41%	174	7%	30	2%	9	17%	71	100%	419

Question 13: Service Quality												
Please rate the quality of each of the following services in Wauwatosa:	Excellent		Good		Fair		Poor		Don't know		Total	
	Storm drainage	14%	59	45%	186	20%	82	4%	16	17%	69	100%
Drinking water	36%	152	48%	203	10%	41	1%	6	4%	18	100%	421
Sewer services	22%	93	50%	206	11%	44	1%	5	16%	65	100%	412
Power (electric and/or gas) utility	25%	103	58%	241	10%	41	2%	9	5%	21	100%	416
Hart Park	37%	156	41%	173	5%	23	0%	2	16%	68	100%	421
Recreation programs or classes	22%	93	33%	139	7%	28	0%	2	38%	157	100%	419
Recreation centers or facilities	17%	72	39%	164	8%	33	0%	2	35%	146	100%	417
Land use, planning and zoning	10%	40	35%	145	17%	71	3%	12	36%	148	100%	416
Code enforcement (weeds, abandoned buildings, etc.)	8%	33	36%	147	19%	80	8%	32	29%	122	100%	415
Economic development	8%	32	40%	166	20%	83	3%	13	30%	123	100%	416
Health services	14%	57	44%	181	12%	48	1%	2	31%	127	100%	415
Services to seniors	13%	56	27%	114	6%	27	0%	1	53%	221	100%	419
Services to youth	10%	44	29%	121	7%	29	1%	6	52%	219	100%	418
Services to low-income people	6%	23	16%	65	7%	30	3%	12	69%	283	100%	413
Public library services	38%	158	41%	172	6%	24	0%	1	16%	65	100%	420
Public information services	14%	60	43%	179	12%	48	1%	5	30%	124	100%	416
Public schools	22%	92	37%	150	11%	46	1%	6	29%	117	100%	411
Cable television	12%	50	34%	138	20%	83	5%	18	29%	119	100%	409
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	9%	36	30%	124	9%	36	2%	9	51%	211	100%	415
Preservation of natural areas such as open space, farmlands and greenbelts	11%	46	36%	149	20%	82	5%	22	28%	114	100%	414

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Wauwatosa	24%	98	62%	260	11%	47	0%	1	3%	13	100%
The Federal Government	5%	22	34%	144	38%	160	8%	35	14%	57	100%	418
The State Government	7%	28	38%	160	36%	152	7%	30	12%	49	100%	419
Milwaukee County Government	6%	24	34%	140	36%	148	14%	59	11%	44	100%	416

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Wauwatosa to someone who asks	66%	278	30%	124	2%	9	1%	4	1%	4	100%
Remain in Wauwatosa for the next five years	61%	253	25%	102	6%	26	5%	19	3%	12	100%	412

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	1%	3
Somewhat positive	18%	76
Neutral	53%	223
Somewhat negative	23%	98
Very negative	5%	20
Total	100%	420

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Fire Department within the last 12 months?	No		Yes		Don't know		Total		
Have you had any in-person or phone contact with an employee of the City of Wauwatosa Fire Department within the last 12 months?	89%	376	10%	44	0%	1	100%	421	

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Wauwatosa Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Wauwatosa Fire Department?	76%	32	19%	8	3%	1	3%	1	0%	0	100%	42

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Wauwatosa within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	52%	219
Yes	48%	201
Total	100%	420

Question 20: City Employees												
What was your impression of the employee(s) of the City of Wauwatosa in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	44%	88	42%	85	12%	24	2%	4	1%	1	100%	201
Responsiveness	47%	94	45%	91	5%	10	3%	7	0%	0	100%	201
Courtesy	51%	102	37%	75	8%	16	4%	8	0%	0	100%	201
Overall impression	44%	87	45%	89	8%	16	3%	6	0%	0	100%	197

Question 21: Government Performance												
Please rate the following categories of Wauwatosa government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Wauwatosa	10%	44	42%	174	27%	112	6%	23	16%	66	100%
The overall direction that Wauwatosa is taking	11%	46	48%	202	21%	87	3%	11	17%	70	100%	418
The job Wauwatosa government does at welcoming citizen involvement	7%	30	36%	149	23%	96	4%	16	31%	128	100%	418

Question 22a: Custom Question 1												
How likely or unlikely would you be to use each of the following sources for information about Wauwatosa City services?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	City Web site (at www.wauwatosa.net)	50%	208	24%	100	7%	30	12%	52	7%	28	100%
Facebook	11%	46	12%	51	15%	64	54%	225	8%	32	100%	418
Twitter	5%	20	5%	20	14%	58	67%	279	9%	38	100%	415
Newsletter	45%	187	38%	157	7%	30	5%	23	5%	19	100%	416
Cable television	13%	56	18%	74	20%	86	41%	174	7%	30	100%	421
Other	4%	12	8%	27	10%	33	14%	48	65%	220	100%	341

Question 22b: Custom Question 2										
To what extent do you agree or disagree that each of the following describes why you moved to Wauwatosa?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
Quality of schools	37%	145	35%	136	11%	42	17%	64	100%	388
Historic character	32%	128	49%	195	10%	38	9%	36	100%	397
Sense of community	39%	158	46%	187	10%	40	4%	18	100%	402
Quality of City services	25%	97	54%	215	15%	60	6%	23	100%	396
Geographic location	74%	302	23%	95	2%	8	1%	4	100%	409
Safety	38%	156	52%	212	8%	34	1%	4	100%	406
Shopping opportunities	26%	107	46%	189	22%	88	6%	25	100%	408
Recreation	21%	85	55%	222	18%	72	6%	23	100%	402
Employment	16%	62	37%	142	30%	114	18%	68	100%	386
Other	26%	67	34%	88	15%	39	25%	63	100%	257

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	31%	130
Yes, full-time	60%	253
Yes, part-time	9%	39
Total	100%	423

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	84%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	1%
Walk	3%
Bicycle	1%
Work at home	5%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Wauwatosa?	Percent of respondents	Count
Less than 2 years	15%	62
2 to 5 years	17%	72
6 to 10 years	16%	70
11 to 20 years	18%	78
More than 20 years	34%	144
Total	100%	426

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	61%	257
House attached to one or more houses (e.g., a duplex or townhome)	6%	25
Building with two or more apartments or condominiums	30%	126
Mobile home	0%	0
Other	4%	16
Total	100%	425

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	35%	142
Owned by you or someone in this house with a mortgage or free and clear	65%	264
Total	100%	406

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	2%	6
\$300 to \$599 per month	13%	53
\$600 to \$999 per month	28%	115
\$1,000 to \$1,499 per month	29%	118
\$1,500 to \$2,499 per month	23%	97
\$2,500 or more per month	6%	24
Total	100%	413

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	78%	331
Yes	22%	95
Total	100%	427

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	69%	297
Yes	31%	131
Total	100%	428

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	11%	45
\$25,000 to \$49,999	26%	105
\$50,000 to \$99,999	31%	123
\$100,000 to \$149,999	19%	76
\$150,000 or more	13%	52
Total	100%	401

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	98%	413
Yes, I consider myself to be Spanish, Hispanic or Latino	2%	10
Total	100%	423

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	9
Asian, Asian Indian or Pacific Islander	3%	12
Black or African American	3%	11
White	93%	393
Other	3%	12

Total may exceed 100% as respondents could select more than one option

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	3%	14
25 to 34 years	22%	96
35 to 44 years	13%	56
45 to 54 years	21%	90
55 to 64 years	14%	60
65 to 74 years	10%	41
75 years or older	16%	71
Total	100%	428

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	56%	239
Male	44%	187
Total	100%	426

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	42
Yes	86%	370
Ineligible to vote	2%	7
Don't know	2%	9
Total	100%	428

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	13%	56
Yes	85%	365
Ineligible to vote	1%	4
Don't know	0%	2
Total	100%	427

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	11%	48
Yes	89%	379
Total	100%	427

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	44%	185
Yes	56%	240
Total	100%	425

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	15%	30
Land line	73%	147
Both	13%	26
Total	100%	203

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

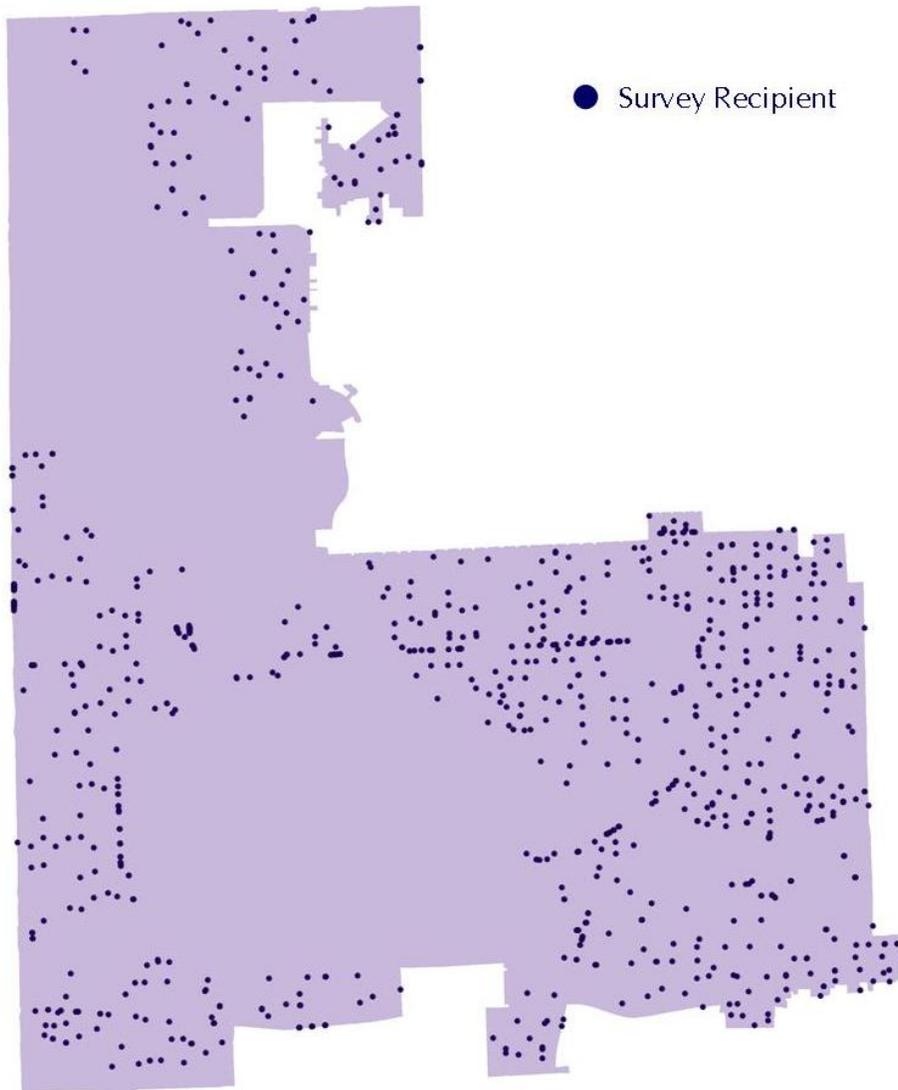
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Wauwatosa were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Wauwatosa boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Wauwatosa households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Wauwatosa boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Wauwatosa. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 91: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™ Wauwatosa, WI 2012



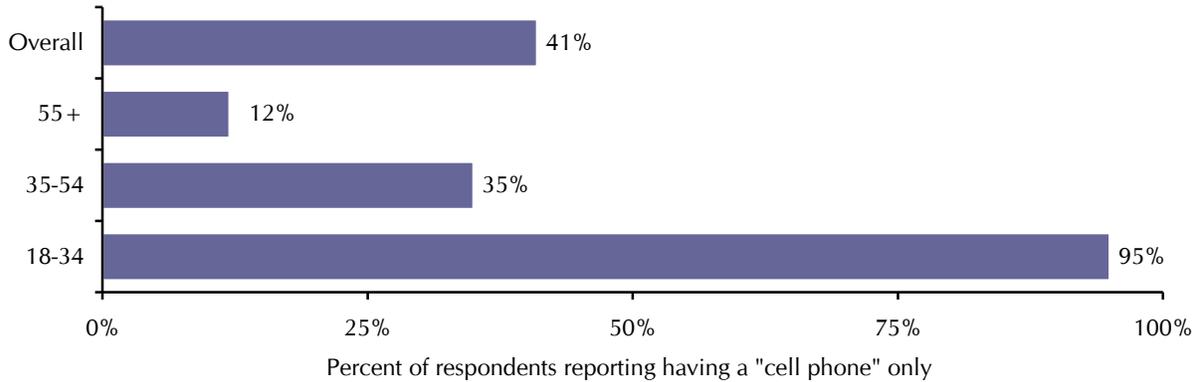
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

The National Citizen Survey™ by National Research Center, Inc.

Attachment: City of Wauwatosa-Report of Results FINAL-2012 (1017 : Citizen Survey Results)

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.¹ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Wauwatosa has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN WAUWATOSA



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 31, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Wauwatosa survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (430 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

¹ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2005-2009 American Community Survey and other population norms for adults in the City of Wauwatosa. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Wauwatosa, WI 2012 Citizen Survey Weighting Table			
Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	35%	37%	35%
Own home	65%	63%	65%
Detached unit	62%	56%	61%
Attached unit	38%	44%	39%
Race and Ethnicity			
White	91%	91%	91%
Not white	9%	9%	9%
Not Hispanic	98%	98%	98%
Hispanic	2%	2%	2%
White alone, not Hispanic	90%	91%	90%
Hispanic and/or other race	10%	9%	10%
Sex and Age			
Female	54%	65%	56%
Male	46%	35%	44%
18-34 years of age	28%	18%	26%
35-54 years of age	35%	27%	34%
55+ years of age	37%	55%	40%
Females 18-34	14%	13%	14%
Females 35-54	19%	17%	18%
Females 55+	22%	35%	24%
Males 18-34	13%	5%	12%
Males 35-54	17%	11%	16%
Males 55+	15%	20%	16%

¹Source: 2010 Census

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Wauwatosa to the Benchmark Database

The City of Wauwatosa chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Wauwatosa Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Wauwatosa's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Wauwatosa's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Wauwatosa.

Dear Wauwatosa Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Wauwatosa. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Kathy Ehley
Mayor

Dear Wauwatosa Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Wauwatosa. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Kathy Ehley
Mayor

Dear Wauwatosa Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Wauwatosa. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Kathy Ehley
Mayor

Dear Wauwatosa Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Wauwatosa. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



Kathy Ehley
Mayor

CITY OF WAUWATOSA
KATHY EHLEY, MAYOR
7725 W. NORTH AVENUE
WAUWATOSA, WISCONSIN 53213



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

CITY OF WAUWATOSA
KATHY EHLEY, MAYOR
7725 W. NORTH AVENUE
WAUWATOSA, WISCONSIN 53213



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

1.1.a

CITY OF WAUWATOSA
KATHY EHLEY, MAYOR
7725 W. NORTH AVENUE
WAUWATOSA, WISCONSIN 53213



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

CITY OF WAUWATOSA
KATHY EHLEY, MAYOR
7725 W. NORTH AVENUE
WAUWATOSA, WISCONSIN 53213



Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94

Attachment: City of Wauwatosa-Report of Results FINAL-2012 (1017 : Citizen Survey Results)



CITY OF WAUWATOSA

7725 WEST NORTH AVENUE
 WAUWATOSA, WISCONSIN 53213
 PHONE: (414) 479-8915
 FAX: (414) 479-8985
 E-MAIL: mayor@wauwatosa.net
www.wauwatosa.net

KATHY EHLEY
 Mayor

August 2012

Dear City of Wauwatosa Resident:

The City of Wauwatosa wants to know what you think about our community and municipal government. You have been randomly selected to participate in Wauwatosa's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Wauwatosa residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (414) 479-8915.

Please help us shape the future of Wauwatosa. Thank you for your time and participation.

Sincerely,

Kathy Ehley
 Mayor



CITY OF WAUWATOSA

7725 WEST NORTH AVENUE
 WAUWATOSA, WISCONSIN 53213
 PHONE: (414) 479-8915
 FAX: (414) 479-8985
 E-MAIL: mayor@wauwatosa.net
www.wauwatosa.net

KATHY EHLEY
 Mayor

August 2012

Dear City of Wauwatosa Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Wauwatosa wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Wauwatosa's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Wauwatosa residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (414) 479-8915.

Please help us shape the future of Wauwatosa. Thank you for your time and participation.

Sincerely,

Kathy Ehley
 Mayor

The City of Wauwatosa 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Wauwatosa:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Wauwatosa as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Wauwatosa as a place to raise children	1	2	3	4	5
Wauwatosa as a place to work	1	2	3	4	5
Wauwatosa as a place to retire	1	2	3	4	5
The overall quality of life in Wauwatosa	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Wauwatosa as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Wauwatosa	1	2	3	4	5
Cleanliness of Wauwatosa	1	2	3	4	5
Overall quality of new development in Wauwatosa	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Wauwatosa	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Wauwatosa	1	2	3	4	5
Ease of bus travel in Wauwatosa	1	2	3	4	5
Ease of bicycle travel in Wauwatosa	1	2	3	4	5
Ease of walking in Wauwatosa	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Wauwatosa	1	2	3	4	5
Overall image or reputation of Wauwatosa	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Wauwatosa over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wauwatosa?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Wauwatosa:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Wauwatosa's commercial areas during the day	1	2	3	4	5	6
In Wauwatosa's commercial areas after dark.....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Wauwatosa Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Wauwatosa Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wauwatosa?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Wauwatosa public libraries or their services	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Read Wauwatosa Newsletter.....	1	2	3	4	5
Visited the City of Wauwatosa Web site (at www.wauwatosa.net)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Wauwatosa	1	2	3	4	5
Participated in a club or civic group in Wauwatosa.....	1	2	3	4	5
Provided help to a friend or neighbor.....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Wauwatosa 2012 Citizen Survey

13. Please rate the quality of each of the following services in Wauwatosa:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Hart park	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Wauwatosa	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Milwaukee County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Wauwatosa to someone who asks.....	1	2	3	4	5
Remain in Wauwatosa for the next five years.....	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

Attachment: City of Wauwatosa-Report of Results FINAL-2012 (1017 : Citizen Survey Results)

17. Have you had any in-person or phone contact with an employee of the City of Wauwatosa Fire Department within the last 12 months?

- No → Go to Question 19 Yes → Go to Question 18 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Wauwatosa Fire Department?

- Excellent Good Fair Poor Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Wauwatosa within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21 Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Wauwatosa in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Wauwatosa government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Wauwatosa.....	1	2	3	4	5
The overall direction that Wauwatosa is taking.....	1	2	3	4	5
The job Wauwatosa government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. How likely or unlikely would you be to use each of the following sources for information about Wauwatosa City services?

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
City Web site (at www.wauwatosa.net).....	1	2	3	4	5
Facebook.....	1	2	3	4	5
Twitter.....	1	2	3	4	5
Newsletter.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Other.....	1	2	3	4	5

b. To what extent do you agree or disagree that each of the following describes why you moved to Wauwatosa?

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>
Quality of schools.....	1	2	3	4
Historic character.....	1	2	3	4
Sense of community.....	1	2	3	4
Quality of City services.....	1	2	3	4
Geographic location.....	1	2	3	4
Safety.....	1	2	3	4
Shopping opportunities.....	1	2	3	4
Recreation.....	1	2	3	4
Employment.....	1	2	3	4
Other.....	1	2	3	4

The City of Wauwatosa 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
 Yes, full time → Go to Question D2
 Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
 Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
 Bus, rail, subway or other public transportation days
 Walk days
 Bicycle days
 Work at home days
 Other days

D3. How many years have you lived in Wauwatosa?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D12. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
 Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
 Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
 National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

CITY OF WAUWATOSA

KATHY EHLEY, MAYOR

7725 W. NORTH AVENUE
WAUWATOSA, WISCONSIN 53213



Presort

1.1.a

First Class Mail
US Postage
PAID
Boulder, CO
Permit NO.94

Attachment: City of Wauwatosa-Report

Packet Pg. 104

