



As part of a state required long range planning initiative, City officials wishing to learn the community's desires related to growth and change in Brookfield over the next 25 years sent survey mailers to 13,537 household in the City of Brookfield in February 2009. Of those sent, 600 surveys were returned as "undeliverable". A total of 1,368 surveys were completed with a response rate of 10.6%. The results of this survey will help guide the City's 2035 *Comprehensive Plan*. Once adopted, the 2035 *Comprehensive Plan* will direct the City's long-term growth, development, and preservation. The following is a summary of all responses received.

Housing and Neighborhoods

1. What is your level of support for the following potential housing-related approaches for Brookfield? (With "1" being strongly opposed and "5" being strongly in favor.) [94.5% response]

	1	2	3	4	5
Attempt to attract more young families to <u>existing</u> housing.	5.1%	4.6%	21.9%	29.7%	38.8%
Plan for more <u>new</u> housing intended to attract young families.	18.8%	27.0%	34.5%	13.1%	6.7%
Plan for more new housing for people of different income levels who work in Brookfield.	25.4%	23.6%	30.0%	13.9%	7.1%
Plan for new housing intended for seniors and empty nesters.	11.3%	15.6%	33.4%	23.2%	16.6%
Assist residents with modernization of older housing.	17.9%	13.7%	22.7%	25.2%	20.4%
Allow construction of more houses on pre-existing, deep and/or wide residential lots (i.e., division of large parcels into 2+ more lots).	34.3%	21.2%	23.5%	11.2%	9.9%
Limit new housing construction even if future housing demand is not met.	15.0%	17.6%	30.4%	20.1%	16.8%

2. Which of the options listed below most likely describes the type of housing you will prefer for your next home (primary residence)? [94.5% response]

14.9%	Single-family, small home (<2,000 sf)	4.3%	Multi-story condominium unit
23.9%	Single-family, mid-sized home (2-3,000 sf)	2.3%	Rental apartment unit
6.7%	Single-family, large home (>3,000 sf)	3.3%	Assisted living/congregate care
13.2%	Duplex or townhouse-style condominium	31.2%	No intention to have a "next" home

3. Which of the options listed below most likely describes the place you will prefer for your next home (primary residence)? [94.7% response]

31.4%	City of Brookfield	3.9%	Other Wisconsin community outside of the southeastern Wisconsin region
11.4%	Other Waukesha County community	19.2%	Outside of Wisconsin
5.9%	Other location in southeastern Wisconsin (outside of Waukesha County)	28.1%	No intention to have a "next" home

4. If you indicated a different place in Question 3 besides the City of Brookfield, why? (Please ✓ all that apply) [40.8% response]

8.6%	Preferred housing type not available in Brookfield	34.6%	Desire to move outside region (e.g., to retire)
7.7%	Desired amenities not available in Brookfield	13.3%	Family or personal reasons
5.0%	Employment opportunity outside of region	18.8%	Growing traffic congestion
46.1%	Property taxes	7.3%	Concerned/unsatisfied with City services
3.4%	Schools	19.4%	Concerned with direction of City
21.3%	Cost of housing too high in Brookfield	28.9%	Other (please list): _____

Transportation

5. How concerned are you with the following transportation issues in the City? (With “1” being not at all concerned and “5” being very concerned.) [94.2% response]

	1	2	3	4	5
Traffic congestion	11.6%	15.4%	23.9%	26.1%	22.9%
Traffic safety	10.5%	15.1%	24.9%	26.5%	23.0%
Distance to work or school	44.0%	21.5%	22.5%	7.5%	4.5%
Road conditions	7.4%	12.7%	24.8%	30.9%	24.2%
Bike or pedestrian safety	11.4%	12.8%	22.7%	23.6%	29.5%
Having ways to get around besides just cars	25.8%	14.2%	18.6%	18.4%	23.0%

6. What is your level of support for the following potential transportation-related approaches for Brookfield? (With “1” being strongly opposed and “5” being strongly in favor.) [94.2% response]

	1	2	3	4	5
Require each major new development to make or pay for road improvements that are necessary to address the added traffic.	4.6%	5.9%	19.7%	30.3%	39.6%
Restrict new development along roads where there is traffic congestion and no road expansion is contemplated.	5.7%	8.5%	19.1%	29.4%	37.4%
Widen main roads where traffic volumes suggest the need.	10.8%	13.9%	26.0%	28.2%	21.1%
Prioritize making intersection improvements ahead of widening roads.	4.7%	8.2%	28.8%	30.6%	27.7%
Continue the analysis to understand the potential impacts of a new interchange on Interstate 94 between Moorland Road and Barker Road/Goerke’s Corners.	17.0%	9.2%	21.1%	21.9%	30.8%
Support high-speed rail service between Chicago, Milwaukee, Madison, and Minneapolis, with a stop in Brookfield.	32.2%	6.9%	13.9%	13.2%	33.8%
Pursue greater public transit service for commuters.	27.2%	13.4%	22.0%	17.3%	20.2%
Expand options for bicycling and walking in Brookfield.	11.8%	10.3%	20.5%	19.2%	38.2%

Economic Development & Education

7. Which of the following types of businesses would you like to see more of in the City? (Please ✓ all that apply) [86.5% response]

<u>37.6%</u> Sit down restaurants	<u>2.0%</u> Automobile sales
<u>7.3%</u> Fast food restaurants	<u>9.0%</u> Hotels
<u>69.7%</u> Locally owned businesses	<u>4.2%</u> Warehouses
<u>13.3%</u> National chain stores	<u>52.1%</u> Research and development facilities
<u>19.4%</u> Grocery stores	<u>51.6%</u> Information technology businesses
<u>21.5%</u> Coffee shops/cafés	<u>32.5%</u> Light manufacturing
<u>32.3%</u> Specialty shops (gifts, art, other unique products)	<u>47.3%</u> Professional and corporate offices
<u>15.5%</u> Personal services (salons, health clubs, etc.)	<u>28.0%</u> Health care facilities

8. What is your level of support for the following potential approaches related to economic development and education in Brookfield? (With “1” being strongly opposed & “5” being strongly in favor.) [93.5% response]

	1	2	3	4	5
Proactively advance economic development to shape future changes.	6.2%	6.6%	33.9%	30.5%	22.9%
Encourage redevelopment in older commercial, office, and industrial areas.	2.8%	4.3%	15.9%	39.4%	37.6%
Attract more businesses and jobs focused in emerging technology sectors (e.g., bio-tech, information technology).	4.1%	3.8%	20.2%	33.5%	38.4%
Locate a shared, high-technology employee training center in Brookfield.	9.1%	9.9%	32.1%	26.5%	22.4%
Locate a new university or college in or near Brookfield.	18.1%	17.9%	30.3%	18.1%	15.6%
Pursue initiatives to retain knowledge and talent of the growing number of “Baby Boomers”	6.3%	7.8%	31.5%	30.3%	24.0%

Community Identity and Sustainability

9. Compared to 5 years ago, would you say the following have “Become Better,” “Stayed the Same,” or “Become Worse?” [92.4% response]

	Become Better	Stayed the Same	Become Worse
The quality of life in your neighborhood.	11.6%	74.3%	14.1%
The quality of life in the City of Brookfield.	23.3%	58.9%	17.9%
The image of the City of Brookfield in the greater metropolitan area.	21.2%	61.1%	17.7%

10. What is your level of support for the following potential approaches related to quality of life and community identity for Brookfield? (With “1” being strongly opposed and “5” being strongly in favor.) [93.3% response]

	1	2	3	4	5
Support a range of cultural activities and events in Brookfield.	5.3%	6.5%	27.5%	33.9%	26.9%
Preserve historically and architecturally significant sites and buildings.	5.0%	10.7%	24.4%	29.0%	30.8%
Establish a unique architectural “flavor” for different parts of Brookfield.	16.3%	19.5%	34.8%	17.9%	11.5%
Accelerate development of the off-street path network (“Greenway Corridor” trails).	11.1%	10.4%	21.5%	25.0%	31.9%
Accelerate the development of sidewalks on main streets.	19.4%	13.4%	21.4%	21.3%	24.6%
Host at least one major event that Brookfield can call its own.	12.9%	13.2%	33.2%	22.5%	18.3%

11. Through its 2035 Vision, Brookfield has identified the need for more gathering places. Which, if any, of the following options would you like to see more of in the City? (Please ✓ all that apply) [87.8% response]

- | | |
|--|--|
| <u>25.9%</u> Coffee shops/cafés | <u>45.7%</u> Outdoor dining |
| <u>23.7%</u> Art galleries | <u>21.6%</u> Fine dining establishments |
| <u>14.9%</u> Fitness centers | <u>53.1%</u> Public parks |
| <u>46.5%</u> Live music venues | <u>24.0%</u> Pubs |
| <u>61.3%</u> Botanical gardens or similar places | <u>12.2%</u> Other (please specify): _____ |
| <u>31.1%</u> Child-focused places (e.g. children’s museum) | |

12. What is your level of support for the following potential approaches related to community sustainability for Brookfield? (With “1” being strongly opposed and “5” being strongly in favor.) Sustainability is defined as the capacity to support the long-term health and welfare of the natural and human-made environment for current and future generations. [93.4% response]

	1	2	3	4	5
Further efforts to reduce, reuse, and recycle waste.	3.6%	5.1%	15.4%	22.0%	53.9%
More energy-efficient building designs and construction.	2.6%	4.6%	18.0%	29.6%	45.2%
Alternative energy generation, like solar, wind, waste-to-energy.	8.7%	7.2%	17.6%	25.6%	40.9%
Less use of chemicals that affect water quality, such as fertilizers and pesticides on lawns and salt on roads.	7.5%	10.1%	24.8%	20.3%	37.3%
More energy efficient vehicles, like hybrids, electrics, and bikes.	11.6%	10.2%	25.8%	20.2%	32.2%
Focus on consumption of locally produced foods.	8.5%	10.3%	28.5%	21.2%	31.4%
Community vegetable gardens in residential areas.	13.1%	13.4%	28.9%	19.4%	25.2%
New development following “green” building and site design standards.	10.0%	10.2%	27.4%	23.6%	28.9%
Redevelopment and mixed land uses in older commercial and office areas to promote shorter trips and increase activity.	7.0%	7.1%	26.5%	32.8%	26.5%
Financial incentives to advance sustainable practices.	16.1%	9.4%	27.7%	25.4%	21.5%
Water conservation initiatives.	5.8%	8.0%	25.6%	27.7%	32.9%

Priorities

13. What priority should the City apply to the following potential goals, many of which were addressed earlier in this survey? (With “1” representing very low priority & “5” representing a very high priority.) [93.0% response]

	1	2	3	4	5
Increase the range of housing options in Brookfield.	27.3%	21.6%	29.8%	14.6%	6.7%
Improve traffic movement in Brookfield.	5.9%	9.9%	31.3%	31.6%	21.3%
Enhance economic development in Brookfield.	6.1%	6.5%	29.2%	38.1%	20.0%
Enhance educational opportunities for all ages in Brookfield.	7.5%	10.7%	33.0%	28.9%	19.9%
Enhance a unique identity for Brookfield.	14.2%	15.2%	36.3%	20.6%	13.8%
Enhance community sustainability.	7.6%	8.5%	31.2%	33.3%	19.4%
Enhance energy efficiency.	6.5%	8.5%	21.0%	32.9%	31.2%
Pursue accelerated completion of the Greenway Corridor trail system.	13.9%	11.2%	24.4%	22.5%	28.1%
Acquire additional parkland and open space.	10.9%	11.3%	23.5%	27.0%	27.3%
Maintain reasonable property taxes.	0.9%	0.8%	4.3%	11.1%	83.0%

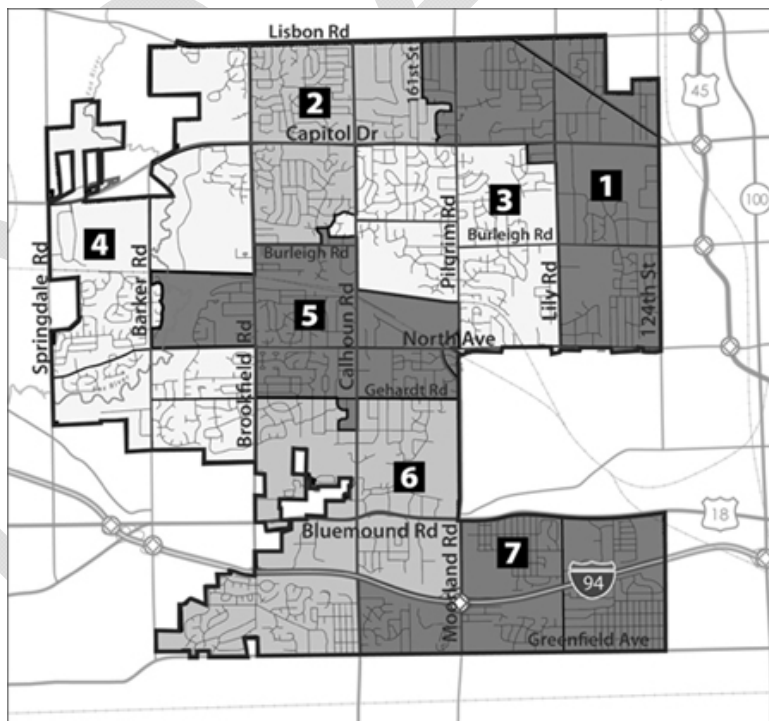
14. Should the City allocate additional resources, potentially including local tax dollars, to help achieve the same list of potential goals? [92.8% response]

	Yes	No	Would need more information to decide
Increase the range of housing options in Brookfield.	6.8%	72.3%	20.9%
Improve traffic movement in Brookfield.	44.1%	30.3%	25.7%
Enhance economic development in Brookfield.	37.8%	35.3%	26.9%
Enhance educational opportunities for all ages in Brookfield.	32.2%	41.5%	26.4%
Enhance a unique identity for Brookfield.	17.1%	61.4%	21.5%
Enhance community sustainability.	33.5%	35.8%	30.6%
Enhance energy efficiency.	46.9%	31.9%	21.2%
Pursue accelerated completion of the Greenway Corridor trail system.	40.0%	37.7%	22.4%
Acquire additional parkland and open space.	40.3%	36.6%	23.1%

General Information

15. Within which Aldermanic District do you currently reside? (See below for a general Aldermanic District Map.) [91.9% response]

<u>14.7%</u> District 1	<u>15.7%</u> District 3	<u>14.6%</u> District 5	<u>12.6%</u> District 7
<u>15.4%</u> District 2	<u>11.8%</u> District 4	<u>15.3%</u> District 6	



16. How long have you lived in the City of Brookfield? [91.5% response]

<u>2.3%</u> Less than one year	<u>11.4%</u> 6 to 9 years	<u>42.9</u> 21 years or longer
<u>13.7%</u> 1 to 5 years	<u>29.7%</u> 10 to 20 years	

17. What is your age? [91.9% response]

<u>0.2%</u>	Under 25	<u>27.5</u>	45 to 54 years old	<u>17.7%</u>	65 to 74 years old
<u>4.7%</u>	25 to 34 years old	<u>24.5%</u>	55 to 64 years old	<u>8.8%</u>	75 or older
<u>16.7%</u>	35 to 44 years old				

18. What is your gender? [90.7% response] 53.7% Male 46.3% Female

19. In what type of housing do you live? [91.7% response]

<u>93.8%</u>	Single-family home that I/we own	<u>0.4%</u>	A home, condo, or apartment that I/we rent
<u>5.8%</u>	Condominium that I/we own		

20. Which category best describes the current value of your home? [88.7% response]

<u>4.8%</u>	Under \$150,000	<u>41.1%</u>	\$200,000 - \$299,999	<u>10.0%</u>	\$400,000 - \$499,999
<u>7.8%</u>	\$150,000 - \$199,999	<u>25.9%</u>	\$300,000 - \$399,999	<u>10.4%</u>	\$500,000 or higher

21. Which of the following best describes the adults living in your household? [91.8% response]

<u>80.8%</u>	Married couple	<u>1.8%</u>	Non-married couple
<u>15.1%</u>	Single adult	<u>2.3%</u>	Other (please specify): _____

22. Are there children under the age of 18 living in your household? [91.5% response] 32.7% Yes 67.3% No

23. Which best describes your current employment situation? [91.5% response]

57.9 Work outside the home 6.9% Work inside the home 27.3% I am retired 7.8% Not currently working

24. If you answered “work outside the home” to the previous question, in what community do you work? [52.9% response]

<u>20.7%</u>	In the City or Town of Brookfield	<u>21.0%</u>	In another community in Milwaukee County
<u>25.7</u>	In another community in Waukesha County	<u>9.1%</u>	In a community not among the previous
<u>23.5%</u>	In the City of Milwaukee		

25. What is the highest level of education you have completed? [91.2% response]

<u>0.4%</u>	Some high school education, but no diploma	<u>40.5</u>	Bachelors degree
<u>10.4%</u>	High school diploma or equivalent (GED)	<u>31.1%</u>	Graduate or professional degree
<u>12.2%</u>	Trade school or 2-year college	<u>2.4%</u>	Other degree/program not listed above

26. Please feel free to write any additional comments you may have regarding your impressions of the City of Brookfield as it currently exists and/or how you would like to see the community change in the future. [38.0% response]

See Task Force memo dated March 25, 2009 for a summary of most common responses.