West Allis Citizen Survey Report
2016

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David Trechter

Survey Research Center Report 2016/22
Staff and students working for the Survey Research Center (SRC) at UW-River Falls were instrumental in the completion of this study. We would like to thank Denise Parks, Shelly Hadley, and Katrina Barrett. We gratefully acknowledge their hard work and dedication.

The SRC would also like to thank Community Development Educators Jerry Braatz and Angie Allen from the UW-Extension Departments in Waukesha County and Milwaukee County for their valuable guidance and input throughout the project.

Finally, we would like to thank the West Allis residents who took time to complete their questionnaires.
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Executive Summary

The purpose of this study was to gather resident input for the West Allis City Strategic Plan. The City and the UW-Extension Departments in Milwaukee County and Waukesha County chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

In June 2016, the SRC mailed surveys to 986 randomly selected households in West Allis, followed by a second mailing two weeks later to non-respondents. Due to the high non-deliverable rate, the SRC subsequently sent a survey to an additional random sample of 100 households.

In total, 949 surveys were delivered to West Allis households (857 from the original mailing and 92 from the supplemental mailing). The SRC received 275 responses, resulting in a net response rate of 29%. The results provided in this report are expected to be accurate to within plus or minus 5.9%.

Based upon a standard statistical analysis, the Survey Research Center found little evidence that non-response bias is a significant concern for this survey.

Young adults (age 18-34) and renters were underrepresented in the sample and had opinions that were systematically different from older respondents and homeowners. As a result, survey data were re-weighted in order to compensate for these imbalances.

Noteworthy differences within demographic groups are described in the report.

Over half of respondents do not think West Allis is a desirable place to live (Chart 1).

Housing costs and family ties are the two most common reasons respondents choose to live in West Allis (Chart 2).

Low crime rates, a clean environment, and affordable housing were cited by at least half of respondents as priority factors that improve quality of life (Chart 3).

Among the most important municipal services to maintain as costs increase are weekly garbage collection, street maintenance, non-emergency safety services, parks and recreation, and biweekly recycling (Chart 4).

The most frequently chosen services to consider for merger with other municipalities are communications, information technology, library, health, and Senior Center (Chart 5).

The two most important community priorities are delivering public safety and maintaining and improving roads (Chart 6).

About nine in ten households have internet access. Three fourths have a smartphones or a computer, and two-thirds have a tablet (Chart 7).

The West Allis newsletter is by far the most common way respondents keep in contact with the City. Six in ten respondents have read the West Allis newsletter in the past three months (Chart 8).
The most commonly written suggestions for ways to improve the image of West Allis are to address issues about property maintenance and aesthetics, safety and crime, streets, traffic and transportation, business/economic development, and rental properties (Table 2).
**Survey Purpose**

The purpose of this study was to gather resident input for the West Allis City Strategic Plan. The City and the UW-Extension Departments in Milwaukee County and Waukesha County chose to work with the Survey Research Center (SRC) at the University of Wisconsin-River Falls to gather this information.

**Survey Methods**

In June 2016, the SRC mailed surveys to 986 randomly selected households in West Allis. The mailing package contained a cover letter describing the purpose of the survey and a postage-paid return envelope. An unusually high number of surveys, totaling 129, were returned to the SRC by the US Postal Service as non-deliverable with no forwarding address. Due to the high non-deliverable rate in the first mailing, the SRC sent a survey to an additional random sample of 100 households, of which 8 were non-deliverable. A second mailing was sent to non-respondents approximately two weeks later. In total, 949 surveys were delivered to West Allis households (857 from the original mailing and 92 from the supplemental mailing). The SRC received 275 responses. The net response rate was 29%. Based on the estimated number of adults in the population of West Allis (48,048)\(^1\), the results provided in this report are expected to be accurate to within plus or minus 5.9%.

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. Based upon a standard statistical analysis that is described in **Appendix A**, the Survey Research Center found little evidence that non-response bias is a significant concern for this survey.

In addition to numeric data, respondents provided additional written answers and comments. **Appendix B** contains the written responses.

**Appendix C** contains a copy of survey questionnaire with a complete quantitative summary of responses by question.

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\(^1\) US Census Bureau, American Community Survey 5-Year estimate, 2010-2014
Profile of Respondents

Table 1 summarizes the demographic profile of the survey respondents. Where comparable data were available from the 2014 US Census Bureau American Community Survey (ACS) five-year estimates, the profiles of the public respondents were compared to the ACS profile of West Allis adults.

There are more slightly more male respondents in the sample than would have been expected.

Young adults, those under 35 years of age, are underrepresented in the sample. There are more adults age 55 and older in the sample than would have been expected. Renters are underrepresented among the sample. Unfortunately, experience has shown that younger residents and renters are less likely to participate in community surveys.

With respect to educational attainment, survey respondents have higher levels of educational attainment than the City average. A higher percentage of respondents (48%) have completed a technical college program or higher degree than for West Allis as a whole (32%).

Respondents tend to be long-term residents of West Allis. Respondents were across aldermanic districts in West Allis with 41 responding from District 1, 59 from District 2, 53 from district 3, 65 from District 4, and 55 from District 5. It was not possible to identify the aldermanic district of two respondents who used P.O. boxes.

<table>
<thead>
<tr>
<th>Gender (Age 18+)</th>
<th>Count</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>265</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Census Bureau ACS</td>
<td>48,048</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age group (Age 18+)</th>
<th>Count</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>266</td>
<td>1%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Census Bureau ACS</td>
<td>48,048</td>
<td>10%</td>
<td>23%</td>
<td>15%</td>
<td>18%</td>
<td>16%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place of residence</th>
<th>Count</th>
<th>Own</th>
<th>Rent</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>243</td>
<td>76%</td>
<td>22%</td>
<td>2%</td>
</tr>
<tr>
<td>Census Bureau ACS</td>
<td>27,294</td>
<td>55%</td>
<td>45%</td>
<td>-----</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest level of education (Age 25+)</th>
<th>Count</th>
<th>Less than High Sch.</th>
<th>High Sch. Diploma</th>
<th>Some College/ Tech</th>
<th>Tech/ College Grad.</th>
<th>Bachelor Degree</th>
<th>Graduate/ Profess. Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>255</td>
<td>3%</td>
<td>24%</td>
<td>24%</td>
<td>14%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Census Bureau ACS</td>
<td>43,420</td>
<td>10%</td>
<td>35%</td>
<td>23%</td>
<td>10%</td>
<td>17%</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Length of residence in West Allis</th>
<th>Count</th>
<th>&lt;1 Year</th>
<th>1 – 4 Years</th>
<th>5 – 9 Years</th>
<th>10 – 14 Years</th>
<th>15 – 19 Years</th>
<th>20+ Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample</td>
<td>258</td>
<td>2%</td>
<td>12%</td>
<td>13%</td>
<td>10%</td>
<td>9%</td>
<td>54%</td>
</tr>
<tr>
<td>Census Bureau ACS(^2)</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

The SRC performed statistical tests to see if there were significant differences in the responses to the survey questions based on demographic characteristics. In statistics, a result is said to be

\(^2\) Not included in American Community Survey
statistically significant if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the difference between groups is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a five in 100 probability that the difference between two estimated values is not real. It does not necessarily mean the difference is large, important, or significant in the common meaning of the word. If there are a sufficiently large number of observations, even small differences of opinion can be statistically significant. For example, in Question 6f, 81% of men included maintaining roads among their top-five community priorities compared to 71% of women. This difference is statistically significant, but it is not particularly important because the difference is only a matter of degree and does not change the fact that road maintenance is a high priority for both genders. The report will identify those instances where the magnitude of the difference would have affected the interpretation of the results.

The statistical tests on demographic groups in West Allis revealed widespread systematic differences based on (1) age of the respondent and (2) renter/homeowner residential status. As noted above, younger respondents (less than 35 years old) and renters were underrepresented in the sample. In order to better reflect the opinions of all adults in West Allis, the SRC re-weighted the responses. For example, we compared the percentage of each age group in the sample to the adult population of the City according to the US Census Bureau, and answers from the underrepresented younger adults were given a larger weight than over-represented older respondents. Similarly, answers from the underrepresented renter group were given a larger weight to achieve an appropriate balance compared to the overall City.

The percentages in the text and charts within the report and the percentages in Appendix C reflect the results of the weighting process.
Quality of Life

The first question in the survey asked respondents if West Allis is a desirable place to live. Answer choices were strongly agree, agree, neither agree or disagree, disagree, or strongly disagree. The results are shown in Chart 1, which indicates that a majority of respondents disagree (45%) or strongly disagree (10%) that West Allis is a desirable place to live; a third neither agree or disagree. Only 12% of respondents agreed or strongly agreed with this statement.

Demographic comparisons. Respondents age 55 years and older were more likely to disagree or strongly disagree that West Allis is a desirable place to live compared to those age 18 to 34 and those age 35 to 54.

While majorities of both renters and homeowners disagreed or strongly disagreed, a larger portion of the renter group said they strongly disagree.
Respondents were presented a list of 13 reasons to live in West Allis and asked to choose the single most important reason that applies to them. A space was provided to write an “other” response. As shown in Chart 2, the housing costs (25%) and family ties (23%) were at the top of the priority list. Location within the Milwaukee metro area ranked third (15%). Job and safe place to live were in a statistical tie for fourth place with 11% and 10% respectively.

No more than 3% chose any of the remaining options: access to quality public education (3%), effective city government (2%), walkability (1%), tax rate (<1%), entertainment/restaurants (<1%), diverse mix of businesses (<1%), recreational opportunities (0%), and downtown amenities (0%).

Twenty-four respondents (8%) offered other as an answer. One-third of the other responses focused on housing. Among the written “other” responses were that the respondent grew up in West Allis and stayed and that the respondent found a desirable building lot, house or condo in West Allis.

**Chart 2. Primary Reason You Choose to Live in West Allis**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing costs</td>
<td>25%</td>
</tr>
<tr>
<td>Family ties</td>
<td>23%</td>
</tr>
<tr>
<td>Location within the metro area</td>
<td>15%</td>
</tr>
<tr>
<td>Job</td>
<td>11%</td>
</tr>
<tr>
<td>Safe place to live</td>
<td>10%</td>
</tr>
<tr>
<td>Access to quality public education</td>
<td>3%</td>
</tr>
<tr>
<td>Effective city government</td>
<td>2%</td>
</tr>
<tr>
<td>Walkability</td>
<td>1%</td>
</tr>
<tr>
<td>Tax Rate</td>
<td>0.5%</td>
</tr>
<tr>
<td>Entertainment/Restaurants</td>
<td>0.4%</td>
</tr>
<tr>
<td>Diverse mix of businesses</td>
<td>0.1%</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>0%</td>
</tr>
<tr>
<td>Downtown amenities</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Demographic comparisons.** The cost of housing is a more important reason among respondents age 18 to 34 and to respondents who have lived in West Allis less than five years. Touting affordable housing may be an effective marketing message if West Allis is interested in attracting younger people to the city. A larger percentage of renters said safety is their primary reason. Family is a more important factor to long-term residents (20+ years) and to respondents who do not have a four-year college degree.
The last of three questions on quality of life issues focused on identifying the factors that respondents believe enhance or improve the quality of life in a community. The questionnaire listed 14 community quality of life factors and asked respondents to identify the five most important. A space was provided to write an “other” response. As shown in Chart 3, at least half of respondents included low crime (77%), clean environment (63%), and affordable housing (56%) among their priorities. Parks and recreation was the fourth ranked priority (46%). Having a walkable community (38%), a strong family environment (37%), access to quality public education (35%) and healthy behaviors and lifestyle (29%) followed. About one in four respondents included healthcare access (23%) and healthy business economy (22%). No more than one in five respondents included the following among their priorities: access to healthy food (21%), religious and spiritual values (12%), arts and cultural events (11%), and low adult death rates and disease rates (6%).

**Chart 3. Priority Factors That Improve Quality of Life**

Five Choices Allowed - Total Exceeds 100%

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low crime</td>
<td>77%</td>
</tr>
<tr>
<td>Clean environment</td>
<td>63%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>56%</td>
</tr>
<tr>
<td>Parks and recreation</td>
<td>46%</td>
</tr>
<tr>
<td>Walkable community</td>
<td>38%</td>
</tr>
<tr>
<td>Strong family environment</td>
<td>37%</td>
</tr>
<tr>
<td>Access to quality public education</td>
<td>35%</td>
</tr>
<tr>
<td>Healthy behaviors and lifestyles</td>
<td>29%</td>
</tr>
<tr>
<td>Health care access</td>
<td>23%</td>
</tr>
<tr>
<td>Healthy business economy</td>
<td>22%</td>
</tr>
<tr>
<td>Access to healthy food</td>
<td>21%</td>
</tr>
<tr>
<td>Religious and spiritual values</td>
<td>12%</td>
</tr>
<tr>
<td>Arts and cultural events</td>
<td>11%</td>
</tr>
<tr>
<td>Low adult death and disease rates</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Demographic comparisons.** Demographic differences generally align with one’s expectations. A larger majority of young adults (18-34) and respondents who have lived in West Allis for 20+ years included low crime among their choices. Access to quality education was a more important factor among young adults. Respondents age 55+ and long-term residents (20+ years) were more likely to include access to health care among their priority factors. A larger number of long-time residents included strong family environment among their top-five. Parks and recreation was a lower priority factor for respondents age 55+.

A larger percentage of renters included the following among their top five: access to healthy food, a clean environment, and healthy behaviors and lifestyles. Homeowners were more likely
to have included access to quality education, strong family environment, and parks and recreation.

**Services**

The first question in this section listed 14 municipal services and asked respondents to choose the five most important services to maintain in the face of rising costs. As shown in Chart 4, there were five services for which at least half of respondents included among their top five. Weekly garbage collection topped the list (79%), followed by street maintenance (69%), non-emergency police fire and safety services, such as Neighborhood Watch (57%), parks, community gardens, and outdoor recreation (53%) and biweekly recycling (49%). A third of respondents included city-led annual community events, while 27% included economic development and commercial property programs. Services that were included by less than a quarter of respondents included code enforcement and property maintenance services (23%), homebuyer and home ownership programs (22%), rat abatement and dead animal removal (21%), communication and public affairs (19%) community health programs (18%) community education programs (13%), and community award programs (<1%).

<table>
<thead>
<tr>
<th>Chart 4. Most Important Services to Maintain As Costs Increase Five Choices Allowed - Total Exceeds 100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly garbage collection</td>
</tr>
<tr>
<td>Street maintenance</td>
</tr>
<tr>
<td>Non-emergency police, fire &amp; health safety services</td>
</tr>
<tr>
<td>Parks, community gardens &amp; outdoor recreation</td>
</tr>
<tr>
<td>Biweekly recycling collection</td>
</tr>
<tr>
<td>City-led annual community events</td>
</tr>
<tr>
<td>Economic development &amp; commercial property</td>
</tr>
<tr>
<td>Code enforcement &amp; property maintenance services</td>
</tr>
<tr>
<td>Homebuyer &amp; homeownership support programs</td>
</tr>
<tr>
<td>Rat abatement &amp; pickup of dead animals</td>
</tr>
<tr>
<td>Communications &amp; public affairs (newsletters, etc.)</td>
</tr>
<tr>
<td>Community health programs/services across ages</td>
</tr>
<tr>
<td>Community education programs across ages</td>
</tr>
<tr>
<td>Community awards programs</td>
</tr>
</tbody>
</table>

**Demographic comparisons.** Code enforcement is a less important service to maintain among respondents age 18 to 34. A larger portion of respondents age 35 to 54 included rat abatement and dead animal pickup among their priorities.

Community health programs are more important to respondents age 55+. 11
Weekly garbage collection and recycling were more important to homeowners, while renters said annual community events and community health programs were more important to them.

Recycling is more important to respondents with a four-year college degree.

A larger number of newer residents (less than five years) included non-emergency crime and safety among their top-five services to retain.

Similarly, respondents were asked to indicate which municipal departments or governmental functions should be considered for merger with other municipalities. The list included 18 departments and functions, and respondents were asked to choose five for merger consideration. Chart 5 shows that the most frequently included service was communications (44%). Information technology (35%) and the library (34%) were in a statistical tie for second place, while health and Senior Center were tied for fourth place (32% each).

Sixth through 11th place were as follows: Assessor (29%), Human Resources (25%), Building Inspection and Neighborhood Services (24%), Attorney (22%), Development (23%), and Municipal Court (22%).

Departments and services where there was little interest in merging with other municipalities include Police (20%) City Administrator (19%), Engineering (24%) Public Works (17%), Finance (15%), Fire (14%), and City Clerk (11%).

![Chart 5. Functions to Consider Merging With Other Municipalities Five Choices Allowed - Total Exceeds 100%](chart5.png)
Demographic comparisons. A larger portion of respondents age 35 to 54 included building inspection services among their choices for possible merger. Fewer respondents age 55+ want to consider merging public works.

A larger portion of homeowners included information technology among their choices, while a larger portion of renters included police and fire among their top-five.

Priorities

When asked to indicate their top five priorities from a list of 12 (plus an “other” write-in), delivering public safety (police and fire) stood out as the top priority; this choice was included by nine in ten respondents. Maintaining and improving roads took second place with 72% of respondents including it among their priorities. Other priority activities/programs for which at least half of respondents included in their top five choices included supporting new business growth (56%), and providing park/recreational activities (52%).

Nearly half of respondents included maintaining/improving sewer and water and opportunities for living wage jobs (48% each).

A third of respondents included redevelopment projects, while 24% included maintaining a vibrant downtown.

The lowest priorities were for entertainment/arts/cultural opportunities (19%), improving pedestrian and bicycle access (13%), having enough housing options (13%), and online city services (7%). Included in the 6% of “other” written priorities were lowering property taxes, improving schools and cleaning up the community environment.
Demographic comparisons. Senior citizens (age 55+) and renters were more likely to include having enough housing options among their five choices. A larger portion of young adults, 18 to 34, included park and recreational opportunities among their priorities. Newer residents (less than 5 years) were more likely to include improving pedestrian and bicycle access. Maintaining and improving sewer and water services was a higher priority for long-time residents (20+ years).

A higher percentage of respondents with a four-year college degree included providing entertainment and cultural opportunities among their top-five.

Communication and Information Services

The last group of quantitative questions asked about personal technology used by respondents and the ways in which respondents communicate with the City of West Allis.

With respect to personal technology, Chart 7 shows that nearly nine in ten respondents have access to the internet (88%). Three fourths have a smartphones or a computer, and two-thirds have a tablet.
Demographic comparisons. Respondents age 55+ and renters are less likely to have internet access, have a computer, have a tablet, or have a smartphone.

Respondents with a four-year college degree were more likely to have internet access, own a computer, or have a smartphone.

Long-time residents (20+ years) were less likely to have a smartphone.

As shown in Chart 8, the City newsletter is by far the most commonly used method that respondents use to engage with their City government (61%) in the past three months. The City’s website is a distant second with 34%. One in four respondents has used Facebook to connect with the City, while Next Door has been used by about one in six respondents in the last three months. Relatively few respondents report using City Channel 25 (7%), City meetings (6%), YouTube (5%), or Twitter (4%) in the last three months.

A common theme among the “other” written responses is personal contact with City officials, such as the Mayor or their Alderperson, or City departmental employees.
Demographic comparisons. Young adults, 18 to 34, are more likely to have used the City’s website or Facebook in the last three months. A larger portion of respondents age 35 to 54 have used Next Door. The City newsletter is the top choice for both renters and homeowners, but a smaller majority of renters have read the newsletter. The City’s website is less frequented by renters.

A larger portion of respondents with a four-year college degree and newer residents (less than five years) use the City’s website.

Written Comments

The survey contained an open-ended question in which respondents were asked to provide suggestions on how the City could work with residents to improve the image of West Allis. Among the 275 respondents to the survey, 112 entered suggestions. Responses including more than one topic were separated, resulting in 170 total comments. The SRC analyzed the comments and placed them into 17 topical categories plus a miscellaneous category for topics mentioned only once. Table 2 summarizes the results.

Comments about improving aesthetics and property maintenance were the most frequent, comprising 18% of the total, although as shown in Chart 4, only a about a quarter of respondents included code enforcement and property maintenance among their top-five priorities to maintain as costs increase. Concerns about safety and crime ranked second, with 15% of the total, followed by streets, traffic, and transportation (12%), business/economic development (11%) and rental properties (8%). Other topics included comments about city government, communication...
between West Allis and its residents, education and schools, solid waste and recycling, vermin control, parks and recreation, the State Fairgrounds, individual action, organized community events, and positive publicity.

<table>
<thead>
<tr>
<th>Table 2. Suggestions to Improve Image of West Allis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
</tr>
<tr>
<td>Aesthetics and property maintenance</td>
</tr>
<tr>
<td>Safety and crime</td>
</tr>
<tr>
<td>Streets, traffic, and transportation</td>
</tr>
<tr>
<td>Business/Economic development</td>
</tr>
<tr>
<td>Rental properties</td>
</tr>
<tr>
<td>City government</td>
</tr>
<tr>
<td>Communication between residents and City</td>
</tr>
<tr>
<td>Education and Schools</td>
</tr>
<tr>
<td>Solid waste and recycling</td>
</tr>
<tr>
<td>No suggestions</td>
</tr>
<tr>
<td>Vermin control</td>
</tr>
<tr>
<td>Image will follow after improvements</td>
</tr>
<tr>
<td>Parks and Recreation</td>
</tr>
<tr>
<td>State Fairgrounds</td>
</tr>
<tr>
<td>Individual actions</td>
</tr>
<tr>
<td>Organized community events</td>
</tr>
<tr>
<td>Positive publicity</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

The following quotes are examples of the comments about aesthetics and property maintenance:

“City needs to enforce yard and building maintenance. Yards have lots of weeds, rogue trees growing and tall grass. Houses/businesses in need of fresh paint, need to be told to make the fix. Our city is judged by its appearance when visitors come for things like State Fair. We need to make sure we make a good first impression.”

“Have 1 or 2 cleaning crews. Go up and down the street and pick up trash, pull weeds, and have a list of unkempt dirty properties so those irresponsible owners start cleaning up their own mess.”

Below are examples of comments about safety and crime.

“I also think the crime rate needs to be addressed - real or not. I hear many things from coworkers about how West Allis is such a rough place to live - graffiti, break-ins, etc.”

“Keeping crime down, so we are not in the news every night. Keep the riff raff out of our neighborhood by making them pay when they mess up in our city (i.e. car theft, vandals and robberies).”

Comments about streets, traffic and transportation included the following:

“Fix the potholes at least on the main roads. Greenfield Ave, 76th St., 84th St., 92nd St., Hwy 100. And don't fill 2 out of 3. Fill them all!”
“Crack down on speeding on Becher St. Start giving tickets to loud cars, trucks and motorcycles.”

Examples of comments about business/economic development include the following:

“Stop urban blight! We have so many vacant buildings. Get business[es] in them. It looks bad. Give them huge benefits to remodel old buildings. Don't grant new permits in housing areas, for retail areas.”

“Ensure businesses maintain a clean appearance and incentives for new business to go into vacant store fronts, especially on the east side of the city.”

Below are two examples of comments about rental property.

“I believe many of the apartments built in our city have changed the character/image of West Allis in a negative way. It seems whenever I read about a new development, it is about apartments. We have too many apartments. Yes it might add to our tax base, but we have to look at the big picture and what's in our city's interest in the long run. NO MORE APARTMENTS please even if it means the loss of tax revenue and cuts to other services.”

“Quit building apartments for low income people. Crime goes up and they pay nothing for rent. So the people with jobs pay more.”

As noted earlier in this report, a majority of respondents disagreed or strongly disagreed that West Allis is a desirable place to live (See Chart 1). The frequency of expressed concerns about property maintenance, safety and crime, and rental property issues among the comments suggest these are strong factors behind the opinion of those respondents who don’t believe that West Allis is a desirable a place to live.

Many of the respondents’ comments about the impact of poor property maintenance, safety and crime concerns, and rental properties on the City’s image contain a shared theme linking these three topics together as a public safety concern. This is consistent with the results to Question 3 (factors that improve quality of life), which indicate that low crime is the highest priority and Question 6 (City priorities), where delivering public safety was identified as the most important community priority.

**Conclusions**

Key findings from this survey include the following:

- Over half of respondents said West Allis is not a desirable place to live. Interrelated factors underlying that opinion include poor property maintenance, crime and safety concerns, and negative impacts that respondents associated with rental properties.
- Delivering public safety (police and fire) and road maintenance and improvements were the most important priorities.
- The West Allis newsletter is the primary source of information about their city.
- Suggestions to improve the image of West Allis are focused on addressing issues of poor property maintenance, crime and safety, and rental property development.
Appendix A – Non-response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most non-respondents said having enough housing options was a lower priority compared to those who responded. In this case, non-response bias would exist, and the raw results would overestimate the percentage of respondents who think that having enough housing options is a priority concern.

A standard way to test for non-response bias is to compare the responses of those who respond to the first mailing to those who respond to the second mailing. Those who respond to the second mailing message are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are more representative of all non-respondents.

In this survey, there were 209 responses to the first mailing and 66 to the second mailing. The SRC found 8 variables with statistically significant differences among the 85 variables on the questionnaire. As shown in Table A1, these differences were small.

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The SRC concludes that there is little evidence that non-response bias is a concern for this sample

Appendix B – Open-Ended Comments and “Other” Written Responses

Q2. Primary reason you choose to live in West Allis? Other, specify (24 responses)

- Grew up here. (2x)
- Affordable.
- Born here.
- Bought house on nice lot, never moved.
- Diversity.
- Found a condo I liked.
- Get cheaper prices at Rummage at market.
- Good senior housing.
- Grew up here and inherited family home.
- Guest.
- Love Orchard Hills.
- My future wife lived there.
- Owe more on house than worth.
- Parents bought home in 1968.
- Poor economics.
- Residency rules for jobs.
- Retirement home.
- Senior housing.
- Site of VMP.
- Style of house.
- When I moved here 42 years ago, it was like moving to Brookfield. It's not a nice clean city anymore.
- “Other” selected but nothing specified. (2x)

Q3. What are the five most important factors that enhance or improve community quality of life? Other, specify (7 responses).
- Close to PTS food store and Kmart shopping center.
- Emergency paramedics.
- Holiday activities.
- I was born and raised in West Allis. Growing up we had nothing to fear. Now I am afraid to get out of the car and walk to my brother's house.
- Parks and stores nearby.
- Schools.
- “Other” selected but nothing specified.

Q6. What do you believe to be the five most important priorities for West Allis to consider? (19 responses).
- Accountability of city government.
- Clean environment.
- Clean it up more.
- Cutting taxes!
- Education.
- I know we have a wonderful West Allis recreation department. But a boys and girls club in this city would be such a bonus for our youth.
- Improve recycling. Supply waste bins.
- Improve schools.
- Increase income. Overnight parking fees. Animal licenses.
- Lower property tax levy.
- Lower property taxes.
- More police patrol.
- Property upkeep.
- Quality schools.
- Snow plowing.
- Strict building violations, unkempt homes, lawns and garbage are making the area look like a ghetto.
- To give right of way to traffic.
- Try to return to the small town, family friendly place West Allis used to be.

Q7. Provide suggestions on how the City could work better with residents to improve the image of West Allis? (170 responses)

Aesthetics and property maintenance (30 responses)
- A clean city, neighborhoods, homes, yards, streets, alleys, business property and lots a must.
- Also, being vigilant with homeowners and landlords on keeping their properties maintained to a high level. We feel West Allis has great potential if the city stays on top of the social problems that seem to be plaguing most urban areas. We love West Allis!
- City needs to enforce yard and building maintenance. Yards have lots of weeds, rogue trees growing and tall grass. Houses/businesses in need of fresh paint, need to be told to make the fix. Our city is judged by its appearance when visitors come for things like State Fair. We need to make sure we make a good first impression.
- Clean up the city (construction areas, alleys and downtown area).
- Cleaning up of abandoned cars, unkempt properties filled with garbage/debris; opportunities for updating homeowner properties through grants or other financial resources as an effort to keep quality families in West Allis thriving where neighborhoods seem to be deteriorating, abandoned, or simply unkempt by landlords.
- Difficult to improve image when ranked #1 for large Metros where poor are the most segregated Milwaukee, Waukesha, West Allis, WI. The Atlantis City Lab 2014 gave good signs in my neighborhood where most homeowners are investing in home improvement projects again.
- Encourage residents to maintain their yards. Keep pets from wandering into yards where they don't belong. Don't cut down beautiful trees just because they lean a bit.
- Have 1 or 2 cleaning crews. Go up and down the street and pick up trash, pull weeds, and have a list of unkempt dirty properties so those irresponsible owners start cleaning up their own mess.
- Homeowners often don't keep up their properties. I've heard they monitor homes up to 84th Street, but not beyond. Several homes on my street (85th) are not painted, have over grown shrubbery and junk on porches or in front of garages. My guests have made comments asking why West Allis is not inspecting and enforcing property maintenance rules. This makes them view West Allis as not caring about keeping up home values.
- I think the city should be stricter in enforcing maintenance standards (ex: our neighbors' roof is literally rotting off and falling into our yard).
- I would like to see enforcement of property cleanliness. There are far too many homes cluttered with debris, garbage and yard waste. West Allis should be known for its well-kept homes to hopefully pull in young business professionals.
- Keep clean.
- Keep it clean.
- Make home owners maintain their properties.
- Make residents clean up their yards and in the winter keep their sidewalks shoveled. Work together to keep the streets safe and help to keep the crime down. We live in a trailer court and some of the yards [are] not kept up and people junk [illegible] in their yards and [illegible] wrecked cars parked in the court.
- Make the cable companies clean up the birds nest of wires on the poles.
- Maybe have a once a month volunteering clean up the streets. This would involve residents to come together to clean up and trash. Also clean up any graffiti.
- McCarty Park needs people to stop littering plates, cans, etc. on ground and in road! I'm an advocate of "go green" and animals.
- Need more "go green" in the city. I pick up garbage and cans all the time.
- Need to keep after poorly maintain properties.
- Owners need to be held accountable for deferred maintenance, cleanliness and pride in ownership. Banks need to be responsible for foreclosed properties.
- Public waste cans placed to control litter.
- Require residents to maintain their properties. Keeping a family oriented community-more for families with children, less bars.
- Small tax incentives for proper upkeep of housing structures.
- Streetscaping like Wisconsin Ave. Enhance walkability. Bike paths everywhere. Keep W.A. sparkly clean. Flowers, trees, art. Every new building should include something that improves the general W.A experience i.e. art, sitting areas, green space. Every decision needs to consider how to enhance W.A.
• Stricter property conditions, lawn mown. Keep West Allis clean and healthy. Reporting neighbors due to their yard being unhealthy.
• Stronger enforcement of property maintenance particularly for absentee landlords.
• There is a lot of housing available in West Allis. Fix it up! Get in those vacant factory spaces for retail and homes.
• Upgrade corner bars. All these bars and auto shops make it look trashy especially with cars parked outside shops forever.
• Work with landlords and property owners to keep homes and properties cleaned up. Patrol the parks more in the evenings.

Safety and crime (25 responses)
• Create and develop a progressive and safe city.
• Have the police improve more people skills, having them yell at me in front of my house is bull!
• I also think the crime rate needs to be addressed - real or not. I hear many things from coworkers about how West Allis is such a rough place to live - graffiti, break-ins, etc.
• I think the city of West Allis already is a family friendly community. I would just suggest continuing to work with residents to make sure West Allis is low in crime. I do notice there are a few places on Lincoln Ave, specifically the 92nd block, that are boarded up that may continue to attract crime if nothing is done to correct this and bring business to West Allis.
• Improve public safety and neighborhood stability.
• Interactive police/community involvement to promote a safe living environment (low crimes).
• I've seen a decline in the city over the last 10 years. I would say crime is the biggest factor. There is a lot of talk about crime - there is your image!
• Keep crime at bay. I've lived in West Allis for 23 years and have had no problems. Love the location and my house. But most recently, home break-ins including my home makes me question highly about leaving West Allis and moving farther west. I would like to stay. I see the area changing and not for the better.
• KEEP West Allis safe! Re: Wauwatosa; Why are police covering up the (murder of a black person in Madison Parks, shot by a Tosa (sic) cop? (Man with guns in car harming NO ONE, shot dead.) Answers please!
• Keeping crime down, so we are not in the news every night. Keep the riff raff out of our neighborhood by making them pay when the mess up in our city (i.e. car theft, vandals and robberies).
• Law enforcement could be more engaging with the community while on patrol.
• Lessen the crimes.
• Maintain a clean, safe environment.
• Make safety in the community the #1 priority. Increase cost of buying a home to keep out potentially dangerous people.
• Monitor park activity after hours.
• More police presence in higher crime areas. Get rid of more abandoned "eye sore" properties.
• Most of those I have spoken with believe the quality of life in West Allis is rapidly decreasing due to landlords who will rent to anyone and not have to deal with the fallout since they don't live in the neighborhood in many cases. Whether or not this is true, it is a common belief.
• My neighbors and I are most concerned about the criminal activity in our area. (robberies, car-jackings, burglaries, etc.). To improve our image, Milwaukee County needs to clean up the crime. I own two homes on my street and I intend to put both on the market during the next 18 months because of the crime. I will not stay in West Allis.
• Neighborhood Watch groups.
• Provide more patrol cars in neighborhoods especially where seniors are housed, making friends with residents thus teaching children that policemen are our friends and protectors. Female seniors especially feel vulnerable as targets for crime (widows in particular).
• Safety.
• Support neighborhood initiatives, such as "Night Out" more than once per year.
• The strongest message the city can send is a safe city. Everything else can thrive with the image of a safe city. Without it, nothing can thrive.
• We are saving up to move out of West Allis. We are surrounded by criminals. The inner city is moving out to West Allis. I look around and all I see is young people sitting around with no jobs. They steal, mug, rob and create an environment that is unsafe. 3 of my neighbors don't cut the grass. One sells drugs. They are bringing the home values down and I'm afraid to let my children play outside. There is cheap housing near 92nd and National near speedway gas station. It's a mess over there and I feel that's where a lot of the crime in my neighborhood comes from.
• Why aren't police in parks more often? I haven't seen a cop at McCarty Park this year, but the garbage cans have all been removed.

**Streets, traffic, and transportation (20 responses)**

• Stop giving out so many overnight parking tickets. (2x)
• Adding more enclosed benches for people waiting to take the bus.
• Crack down on speeding on Becher St. Start giving tickets to loud cars, trucks and motorcycles.
• Enforce the [deleted] speed limits!
• Fix the potholes at least on the main roads. Greenfield Ave, 76th St., 84th St., 92nd St., Hwy 100. And don't fill 2 out of 3. Fill them all!
• Fixing the bumpy road on 60th St. would help from Arthur to Oklahoma Ave.
• Let the kids drive on Hwy 100. It’s that or drugs. Pick one.
• Like to see city make improvements to Hank Aaron trail. A. Hashing Beacon's @ 76th St. crossing/young bikers and drivers have had issues. B. Trail lights from 84th St. to 300 exchange, many professionals cannot get a round trip in before dark. C. Like to see police patrol it from 7-9 PM. D. Like to see a formal trail link @ 72nd St. It's a muddy trail
• Maintain roads, streets and alleys.
• New street lights.
• Plow the alleys so people can get to work!
• Sound barriers for all house located on 99th between Oklahoma and Cleveland.
• Start fining people for their ghetto boom box cars playing music too loud. Start enforcing side street driving too i.e. running stop signs, speeding, and basically being jerks!
• Stop the motorcycle racing on Lincoln Ave. Too many and too much noise!
• The traffic on 103 Greenfield is awful by mobile homes. It needs a street light. It is hell to get across and the people drive way too fast from about 2-6:30 PM.
• They have been working on 89th and Grant FOREVER. How many times does WA plan on tearing up the street and leaving such a mess behind for months on end. I'm a tax payer and have to take my garbage down the block for a dumpster pickup. The dust is crazy. I can't even wash my car-what would be the point? When I'm on vacation, all I hear is beep, beep from trucks backing up. I didn't get to sleep in very often. ENOUGH IS ENOUGH!!!! It shouldn't take 3 months plus to get 2 streets done. Yet WA workers have time to shoot the [deleted] while I have a port-a-potty on the corner.
• Traffic on Highway 100 and Greenfield and Lincoln is atrocious.
• Update all of the old street lights to LED lights.
• Well, we're kind of stuck until the highway construction is complete, because it's so difficult to get from here right now.

**Business/Economic development (18 responses)**

• Also, money follows artists. I know a bunch of artists getting kicked out of downtown/3rd Ward/Walker's Point right now. They're looking at spaces in Cudahy. If West Allis really made a commitment to artist spaces, I believe other businesses would follow.
• Attract businesses that offer professional careers. Keep unemployment low.
• Bayview: West Allis could use a make-over like businesses on K.K. More coffee places, cafes.
• Big government shouldn't invade in resident's business! West Allis should have high paying jobs, not retail or restaurants.
• Bring more businesses like restaurants and stores to have more job opportunities for people looking for work.
• Destination downtown.
• Ensure businesses maintain a clean appearance and incentives for new business to go into vacant store fronts, especially on the east side of the city.
• I think we all hear the term "dirty stalls." We need to upgrade the image of a more refined West Allis. Less business that appeals to troublesome business and people.
• Improving downtown area.
• Keep bringing in new business/development.
• Modern businesses.
• More restaurants.
• More small shops
• More ways to draw people to our city. Ways to find out info on local business around the city for shopping and food places. Would rather eat local vs chain restaurants. Maybe a site of West Allis shops/food establishments (If we have it. I have no clue.)
• My fiancé and I have been residents of West Allis for over 30 years. We feel a big part in upgrading our city is the development of the downtown area, farmer market and the Hwy 100 corridor.
• Stop urban blight! We have so many vacant buildings. Get business in them. It looks bad. Give them huge benefits to remodel old buildings. Don't grant new permits in housing areas, for retail areas.
• The downtown area has much improved recently. Continue this effort!
• Work to get the many abandoned buildings back into businesses?

Rental properties (13 responses)
• Absentee landlords should be held accountable. Their properties are an eye sore.
• Encourage and support home ownership as opposed to house or apartment rental.
• Get rental landlords to keep riff raff out and not just fill the rental properties.
• Get rid of rent assistance. Make absentee landlords more responsible. Have them post security bond for all their properties.
• I believe many of the apartments built in our city have changed the character/image of West Allis in a negative way. It seems whenever I read about a new development, it is about apartments. We have too many apartments. Yes it might add to our tax base, but we have to look at the big picture and what's in our city's interest in the long run. NO MORE APARTMENTS please even if it means the loss of tax revenue and cuts to other services.
• I own a duplex. 14 years, seems like all potential rental candidates are low income (housing assistance). We will have all the problems that come with that. All of the new apartments that look the same will be "projects" in 15 years. Good luck!
• I would like to see more home ownership rather than rental properties so people would have a vested interest in making West Allis great.
• Landlords need to be more responsible for their tenants and properties.
• More home owners. Less renters.
• No apartment buildings. Single family, committed residents.
• Owners that are renting do not care about the condition of the properties.
• Quit building apartments for low income people. Crime goes up and they pay nothing for rent. So the people with jobs pay more.
• Stop adding all this low cost housing.
City government (12 responses)
- Because the majority of your employees live outside the city, they go out to the suburbs where they live and talk down the city. If you want to improve the image continue what you're doing. I'm impressed with what our city officials are doing. I believe we're ahead of other communities.
- Cut your budget.
- Follow through (i.e. told to remove trees on road side, so they could plant city trees, it never happened). City constructed plant boxes, shop owners put in plants which were pulled out, so as to plant others.
- I believe that at this time the city, especially the Mayor Dan Devine, are very actively working with the residents to improve the image of West Allis.
- Keep taxes reasonable and people will want to live here.
- Limit council men’s term. Drug dealers are at my council men’s house all the time—police can't be bothered but when he calls, you are right there. Police dispatch is rude.
- Lower property taxes.
- Our tax rate is rather high despite having good services.
- Reassess home values. City says my homes worth $147,000. When I refi it was $90,000.
- Re-structure budget priorities to reduce residential tax burdens.
- The HR dept. is always really helpful and very informative. Alderpersons are very part-time and lay a heavy burden by getting insurance, could trim budget a bit there. Don't think we need a full-time mayor and CA. CA should be part-time.
- When you live in a mobile home, you pay rent for the land, you don't own the land. Rent! Why is there a water bill? Some say there is no water bill up front of the property. I once owned a home and had to pay taxes and water. I rent the land here and have to pay.

Communication between residents and City (10 responses)
- Aldermen/women could be more present in their area.
- Asking for opinions more often. Informing residents of what's going on, on their street. We had flags down our street and markings on the curb. No idea what is happening. Flags were up for a good amount of time. No letter, no idea and other neighbors have no idea either. Send communication out ASAP.
- By doing more surveys, but city wide.
- Change citizen members of city committees every 2 years to allow for new participants/fresh ideas.
- Gave suggestions in the past but they were ignored. What is the point of making suggestions?
- Get more input from senior citizens. Provide suggestion box in city hall. Provide incentive or rewards to citizens with sound ideas.
- Have an online suggestion channel.
- I'm not sure, but if you form a committee I'd help with it. It's kind of embarrassing to tell people we live in West Allis.
- Interactive online surveys perhaps? Something that shows actual participation being leveraged in branding decisions?
- Newsletter of community events is excellent.

Education and Schools (5 responses)
- Also, in the past few years our school system has been declining due to poor administration management. Despite a change in management this past school year, our quality of education has declined.
- But education is always key. If West Allis decided it wanted to have the best student/teacher ratios in the Milwaukee area, tons of families would want to live here. Great schools=all else follows.
- Educating all.
- Our public education needs to be respected and appreciated with minimal budget cuts.
• West Allis could do a better job with the school system in terms of the quality of education available and the financial situation. Compared to other suburban districts, we rank quite low. I think we would see more homeownership and development if this were an attractive aspect of our city.

Solid Waste and recycling (4 responses)
• Educate people on how to recycle biweekly pickup.
• Get rid of the self-sort blue bag recycling! Just get single-sort bins! I love feeling like a homeless person twice a month when I have to sort my garbage! I'd rather just throw it all out together. The blue bags make the city look trashier than it already is. Better recycling. One cart for all recyclables.
• I know market rummage isn't important to you, but you should have something about the rummage on the sign by the market. A lot of people say they live close to the market who know about the farmers but not about rummage. They like it there and ask why there is no advertising for rummage. A lot of regulars love the rummage. I'm getting some people in other city's coming and liking it.
• We should have bins for the recyclables (similar to the dumpsters). The blue bags are always open and the items are always blowing around the alley.

No suggestions (4 responses)
• I am happy the way the city of West Allis looks at the present time.
• I don't have no comment about ANYTHING. Thank you!
• No comments at this time. I am happy here.
• Not sure.

Vermin Control (4 responses)
• Do a better job on rat control.
• Get rid of the rats.
• Help us with the rat problem.
• Reduce rat problem that is west of 60th Street. City pretends this does not exist or it is "our" problem.

Image Will Follow After Improvements (3 responses)
• Address the priorities mentioned in this survey and the "image" of West Allis will take care of itself.
• Forget about the image. Continue to maintain services, infrastructure, our parks and roads. Who cares what other snobby suburbs think.
• You improve the community-the image will take care of itself.

Parks and Recreation (3 responses)
• Please consider boys and girls club in our city.
• Provide more playgrounds for kids.
• Update the parks!! Too many are in shambles!!

State Fairgrounds (3 responses)
• Bring racing back to the Milwaukee mile. Have "mini fairs" at the State Fairgrounds when the fair is not in progress.
• Get rid of the Milwaukee Mile. All it does is give the residents stress with the loud unpredictable noise. I'm not concerned with the West Allis "image."
• Something great for West Allis could happen if the State Fair Race Track would be turned into a Horse Track. Compare to Churchill downs in Kentucky->the Kentucky Derby. Talk about city development-Wow!
Individual actions (2 responses)

- Improving the image of West Allis comes down to its residents.
- The residents are West Allis. When we degrade or talk down about West Allis we are talking down about ourselves. If we want the perception of West Allis to change WE need to change. Change the way we act, interact and engage with our neighbors and neighborhoods. We need to be the change rather than complaining and waiting for someone else to do something. Neighbors not mowing their lawn - knock on their door. Maybe they need help. Mow it for them. Be a neighbor.

Organized community events (2 responses)

- Community gatherings.
- More cultural and art related community activities.

Positive publicity (2 responses)

- More positive publicity in journal, TV, radio.
- Weekly articles in the "Now" Newspaper emphasizing a "positive" about our community. Chamber involvement in welcoming new residents with a reception/information session about our community.

Miscellaneous (10 responses)

- Assure homelessness is minimal.
- Change the name of the city.
- Diversity.
- Family values.
- Give citations given to owners of dogs who don't clean up after their dogs.
- Keep working with the Historical Society-promote historical and genealogical research. Have a "Doors Open" program for West Allis-similar to Milwaukee or Wauwatosa's. Have heritage walking tours and ghost tours.
- Over the years it appeared many of the people who had their idea of what West Allis should be pushed agendas that tended to drive out older people/retired people/family-oriented people/the people who made West Allis a good place to live. All of my friends and acquaintances took their families and moved over the years to more welcoming places.
- Providing Homeowner Assistance Programs for homeowners. There should be more options for these programs and you currently have one program.
- Sold duplex and moving away.
- You can't get the improvement with me in four months. I will be 94 years old. This should be done by other people. We have lived in this house for 50 years. You have the wrong people to answer this.

Q9. In the last three months, which of the following have you used to engage the City?
Other, specify. (22 responses)

- Phone call. (2x)
- Cathi Probst.
- City Hall.
- Dan Devine.
- Garbage collectors.
- Going to city hall and city yards.
- In person.
- Like watching council meeting on Channel 25.
- Local.
- Local alderman.
- Neighborhood watch event.
- News media.
- Newspaper.
- Now newspaper.
- Respect the law.
- Sanitation and health dept.
- Talking to people.
- The education channel. Keep on up with the city child education.
- TV.
- “Other” selected but nothing specified. (2x)
Appendix C – Quantitative Summary of Responses by Question – Weighted by Age Group and Housing (own or rent)

CITY OF WEST ALLIS CITIZEN SURVEY – 2016

QUALITY OF LIFE

1. West Allis is a desirable place to live. (● Mark one only)

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<td>9%</td>
<td>33%</td>
<td>45%</td>
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2. What is the primary reason you choose to live in West Allis? (● Mark one only)

- 3% a. Access to quality public education
- 0% b. Diverse mix of businesses
- 0% c. Downtown amenities
- 2% d. Effective city government
- 0% e. Entertainment/Restaurants
- 23% f. Family ties
- 25% g. Housing costs
- 8% n. Other, please specify: See Appendix B

- 11% h. Location within the metro area
- 0% j. Recreational opportunities
- 10% k. Safe place to live
- 1% l. Tax Rate
- 1% m. Walkability

3. From the list below, what are the five most important factors that enhance or improve community quality of life? (● Mark five only)

- 23% f. Health care access
- 29% g. Healthy behaviors and lifestyles
- 22% h. Healthy business economy
- 6% i. Low adult death & disease rates
- 77% j. Low crime
- 63% e. Clean environment
- 35% b. Access to quality public education
- 56% c. Affordable housing
- 11% d. Arts and cultural events
- 18% g. Community health pgms/services across age groups
- 46% k. Parks and recreation
- 12% l. Religious and spiritual values
- 37% m. Strong family environment
- 38% n. Walkable community
- 21% a. Access to healthy food
- 3% o. Other, please specify: See Appendix B

4. As City of West Allis cost for services increases, which five services do you feel are the most important to maintain? (● Mark five only)

- 49% a. Biweekly recycling collection
- 33% b. City-led annual community events (parades, National Night Out, fireworks)
- 27% h. Economic development & commercial property programs
- 22% i. Homebuyer & homeownership support programs
- 57% j. Non-emergency crime/safety/police, fire & health safety services (Crimestoppers, Neighborhood Watch, vehicle accident response)
- 53% k. Parks, community gardens & outdoor recreation services
- 19% d. Communications & public affairs (websites, social media, newsletters, etc.)
- 0% e. Community awards programs
- 13% f. Community education programs across age groups
- 18% g. Community health pgms/services across age groups
- 21% l. Rat abatement & pickup of dead animals
- 69% m. Street maintenance
- 79% n. Weekly garbage collection

See Appendix B
5. Which of the following five departments or functions should the city of West Allis consider combining with other municipalities? (● Mark five only)

<table>
<thead>
<tr>
<th>Department/Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Assessor</td>
<td>29%</td>
</tr>
<tr>
<td>b. Attorney</td>
<td>22%</td>
</tr>
<tr>
<td>c. Building Inspections &amp; Neighborhood Services</td>
<td>19%</td>
</tr>
<tr>
<td>d. City Administrator</td>
<td>11%</td>
</tr>
<tr>
<td>e. Clerk</td>
<td>14%</td>
</tr>
<tr>
<td>f. Communications</td>
<td>14%</td>
</tr>
<tr>
<td>g. Development</td>
<td>15%</td>
</tr>
<tr>
<td>h. Engineering</td>
<td>18%</td>
</tr>
<tr>
<td>i. Finance</td>
<td>22%</td>
</tr>
<tr>
<td>j. Fire</td>
<td>32%</td>
</tr>
<tr>
<td>k. Health</td>
<td>32%</td>
</tr>
<tr>
<td>l. Human Resources</td>
<td>25%</td>
</tr>
<tr>
<td>m. Information Technology</td>
<td>22%</td>
</tr>
<tr>
<td>n. Library</td>
<td>11%</td>
</tr>
<tr>
<td>o. Municipal Court</td>
<td>11%</td>
</tr>
<tr>
<td>p. Police</td>
<td>19%</td>
</tr>
<tr>
<td>q. Public Works</td>
<td>44%</td>
</tr>
<tr>
<td>r. Senior Center</td>
<td>23%</td>
</tr>
</tbody>
</table>

PRIORITIES

6. What do you believe to be the five most important priorities for West Allis to consider? (● Mark five only)

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Delivering public safety (police and fire)</td>
<td>90%</td>
</tr>
<tr>
<td>b. Furthering redevelopment projects</td>
<td>33%</td>
</tr>
<tr>
<td>c. Having enough housing options</td>
<td>13%</td>
</tr>
<tr>
<td>d. Having opportunities for living-wage jobs</td>
<td>48%</td>
</tr>
<tr>
<td>e. Improving pedestrian and bicycle access</td>
<td>13%</td>
</tr>
<tr>
<td>f. Maintaining/improving roads</td>
<td>72%</td>
</tr>
<tr>
<td>g. Maintaining/improving sewer and water</td>
<td>48%</td>
</tr>
<tr>
<td>h. Maintaining a vibrant downtown</td>
<td>24%</td>
</tr>
<tr>
<td>i. Providing entertainment/arts/cultural opportunities</td>
<td>19%</td>
</tr>
<tr>
<td>j. Providing online city services</td>
<td>7%</td>
</tr>
<tr>
<td>k. Providing park/recreational opportunities</td>
<td>52%</td>
</tr>
<tr>
<td>l. Supporting new business growth</td>
<td>56%</td>
</tr>
<tr>
<td>m. Other, please specify: ________________</td>
<td>6%</td>
</tr>
</tbody>
</table>

REBRANDING

7. Please use the box below to provide suggestions on how the city could work with residents to improve the image of West Allis.

See Appendix B
COMMUNICATION AND INFORMATION SERVICES

8. Please answer the following:

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Do you have access to internet/an internet service provider?</td>
<td>88%</td>
<td>13%</td>
</tr>
<tr>
<td>b. Do you have a computer in your home?</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>c. Do you have a tablet in your home?</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>d. Do you have a smartphone?</td>
<td>76%</td>
<td>24%</td>
</tr>
</tbody>
</table>

9. In the last 3 months, which of the following have you used to engage the City? (● Mark all that apply)

<table>
<thead>
<tr>
<th>Option</th>
<th>7%</th>
<th>16%</th>
<th>4%</th>
<th>5%</th>
<th>10%</th>
<th>7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. City Channel 25</td>
<td>16%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. City meetings</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. City newsletter</td>
<td>81%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. City website</td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>f. Next Door (private social media resource)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Twitter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. YouTube</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DEMOGRAPHICS (used for statistical purposes only)

(UNWEIGHTED)

10. Gender:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>54%</td>
<td>46%</td>
<td>0%</td>
</tr>
</tbody>
</table>

11. Age:

<table>
<thead>
<tr>
<th>Age</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1%</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
<td>25%</td>
<td>36%</td>
</tr>
</tbody>
</table>

12. Place of residence:

<table>
<thead>
<tr>
<th>Residence</th>
<th>Own</th>
<th>Rent</th>
<th>Other, specify: See Appendix B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76%</td>
<td>22%</td>
<td>2%</td>
</tr>
</tbody>
</table>

13. Highest level of education:

<table>
<thead>
<tr>
<th>Education</th>
<th>Less than high school</th>
<th>High school diploma</th>
<th>Some college/tech</th>
<th>Tech college graduate</th>
<th>Bachelor’s degree</th>
<th>Graduate or professional degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3%</td>
<td>24%</td>
<td>24%</td>
<td>14%</td>
<td>21%</td>
<td>13%</td>
</tr>
</tbody>
</table>

14. Years you have lived in the City of West Allis:

<table>
<thead>
<tr>
<th>Years lived in the City of West Allis</th>
<th>Less than 1</th>
<th>1 - 4</th>
<th>5 - 9</th>
<th>10 - 14</th>
<th>15 – 19</th>
<th>20+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2%</td>
<td>12%</td>
<td>13%</td>
<td>10%</td>
<td>9%</td>
<td>54%</td>
</tr>
</tbody>
</table>