

Village of Greendale 2022 Community Survey Results Report

November 2022





2022 Community Survey

- At the regular meeting on June 6, 2022, the Village Board discussed and approved questions to include in a Community Survey.
- The purpose of the survey was to gain input from residents on a variety of topics relating to quality of life and Village services. The survey results will serve as a guide to the Village Board in future decision processes.
- The survey was promoted via the *Village Views* newsletter, Village website, Village Facebook pages, *Village Hall Update* e-mail newsletter and Village staff members.
- The Village administered the survey from August 1 to August 15, 2022. The survey was available online and hard copies of the survey were distributed to every household in the *Village Views* newsletter.
- Residents were asked to limit responses to one per household.

Village of Greendale Community Survey 2022

Greendale is a great place to live, work, play and visit, and the Village Board and staff are committed to making it even better. Input from Village residents is requested on a variety of topics relating to quality of life and Village services. Your input will help serve as a guide to the Village Board in future decision processes. Hard copies of the survey can be returned to Village Hall and the Greendale Library. Alternatively, you can take the survey online at greendale.org/survey. Please limit responses to one response per household. Please submit your survey response by August 15, 2022. Thank you for your interest and participation in this survey!

1. How important are the following features in your choice to live in Greendale?

Feature	Not At All	Somewhat	Very Much
Crime/Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sense of community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Municipal services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendliness of neighbors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scenery/natural beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National historic landmark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to other cities/highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, paths and greenspaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local restaurant offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local retail stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities for senior citizens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to health care services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to friends and relatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nearby employment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other feature(s) that you consider very important in your choice to live in Greendale: _____

2. Please rate your perceptions of the following neighborhood conditions in Greendale:

Condition	Poor	Fair	Good	Excellent	No opinion/ unsure
Public safety/crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise/nuisance issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home/property upkeep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Road conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drainage/storm sewer conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks, paths and greenspaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to other cities/highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other neighborhood conditions you would like to comment on: _____



Survey Responses

- At the close of the survey, the Village received 802 responses, which accounts for 13.9% of all Village households, or a margin of error of 3.21% at a 95% confidence level.
- Of the 802 responses, 435 (54.2%) were submitted online and 367 (45.8%) were hard copy submittals.
- Village services summary:

<p>Strongest service areas of satisfaction:</p> <ul style="list-style-type: none">• Fire and EMS services• Police services• Library services• Curbside garbage and recycling• Elections and voting• Village Hall customer service• Community events	<p>Priority areas for service improvements:</p> <ul style="list-style-type: none">• Tax assessments• Road maintenance• Code enforcement• Building permits• Tree removal and replacement• Village website (greendale.org)
--	---



#1: How important are the following features in your choice to live in Greendale?

Features	Not at all (1)		Somewhat (2)		Very much (3)		Weighted Average
	%	Count	%	Count	%	Count	
Crime/safety	0.3%	2	6.8%	54	93.0%	741	2.93
Quality of neighborhoods	0.6%	5	8.2%	65	91.2%	723	2.91
Parks, paths and greenspaces	1.3%	10	21.9%	169	77.5%	616	2.76
Quality of schools	5.8%	25	14.7%	63	79.5%	342	2.74
Scenery/natural beauty	1.1%	9	24.0%	190	74.9%	593	2.74
Municipal services	2.7%	21	25.9%	205	71.5%	567	2.69
Sense of community	1.9%	15	32.7%	259	65.4%	518	2.64
Friendliness of neighbors	3.4%	27	37.1%	294	59.5%	471	2.56
Affordability	4.7%	37	42.0%	330	53.3%	419	2.49
Community events	8.3%	66	45.9%	364	45.8%	363	2.37
Proximity to other cities/highways	9.6%	76	45.2%	358	45.2%	358	2.36
Recreational opportunities	9.4%	74	47.3%	373	43.3%	341	2.34
Housing choices	10.6%	83	45.8%	359	43.6%	342	2.33
Local restaurant offerings	10.5%	83	47.6%	377	41.9%	332	2.31
Proximity to health care services	13.9%	110	43.9%	347	42.2%	333	2.28
Local retail stores	12.3%	97	54.7%	433	33.1%	262	2.21
Proximity to friends and relatives	16.2%	128	47.3%	374	36.5%	288	2.2
Opportunities for senior citizens	25.0%	198	42.6%	337	32.4%	256	2.07
National historic landmark	33.4%	262	44.5%	349	22.2%	174	1.89
Nearby employment	41.0%	323	41.0%	323	18.0%	142	1.77
Public transportation	57.9%	458	31.2%	247	10.9%	86	1.53

- Based on weighted averages, *Crime/Safety* rated as the **most important** feature, closely followed by *Quality of neighborhoods*.
- *Public transportation* was rated as the **least important** feature, closely followed by *Nearby employment* and *National historic landmark*.



#2: Please rate your perceptions of the following neighborhood conditions in Greendale.

Conditions	Poor (1)		Fair (2)		Good (3)		Excellent (4)		No opinion / Unsure		Weighted Average
	%	Count	%	Count	%	Count	%	Count	%	Count	
Parks, paths and green spaces	0.8%	6	4.9%	39	33.5%	265	59.9%	474	1.0%	8	3.54
Proximity to other cities/highways	0.0%	0	2.8%	10	40.1%	145	53.0%	192	4.1%	15	3.52
Public safety/crime	0.3%	2	3.7%	29	44.3%	350	51.6%	408	0.3%	2	3.48
Noise/nuisance issues	3.2%	25	10.8%	85	48.8%	386	34.8%	275	2.5%	20	3.18
Pedestrian safety	4.3%	34	12.8%	101	50.3%	397	32.0%	253	0.6%	5	3.11
Traffic issues	2.8%	22	12.1%	96	56.3%	447	27.2%	216	1.6%	13	3.1
Home/property upkeep	3.9%	31	12.0%	95	55.2%	436	28.7%	227	0.1%	1	3.09
Drainage/storm sewer conditions	5.0%	40	16.3%	130	53.0%	422	18.3%	146	7.4%	59	2.91
Parking	4.0%	32	19.4%	154	54.0%	428	17.1%	135	5.4%	43	2.89
Road conditions	15.9%	126	37.8%	300	39.6%	314	6.3%	50	0.4%	3	2.36

- Based on weighted averages, respondents were **most satisfied** with *Parks, paths and greenspaces*, closely followed by *Proximity to other cities/highways* and *Public crime/safety*.
- Respondents were **least satisfied** with *Road conditions*, closely followed by *Parking, drainage/storm Sewer conditions* and *Home/property upkeep*.



#3: Please rate your level of support for the following types of activities in Greendale.

Activities	Not at all supportive (1)		Somewhat supportive (2)		Very supportive (3)		No opinion / unsure		Weighted Average
	%	Count	%	Count	%	Count	%	Count	
Improvements of parks and public spaces	2.0%	16	22.5%	178	73.0%	577	2.5%	20	2.73
Infrastructure improvements	1.4%	11	25.9%	204	68.1%	536	4.6%	36	2.7
Community events	3.5%	28	38.1%	302	55.9%	443	2.4%	19	2.54
Conservation and green initiatives	6.4%	51	32.6%	258	58.3%	462	2.7%	21	2.53
New business/commercial development	6.8%	54	44.1%	348	43.9%	347	5.2%	41	2.39
New multi-family residential development	47.7%	377	33.9%	268	10.5%	83	8.0%	63	1.6

- Based on weighted averages, respondents **most strongly** support *Improvements of parks and public spaces* and *Infrastructure improvements*.
- Respondents were **least supportive** of *New multi-family residential development*.



#4: How satisfied are you with the current status of the following SAFETY matters in Greendale?

Safety Matters	Not at all (1)		Somewhat (2)		Very much (3)		No opinion / unsure		Weighted Average
	%	Count	%	Count	%	Count	%	Count	
Response time for police services	0.0%	0	4.0%	32	65.1%	517	30.9%	245	2.94
Response time for fire services	0.3%	2	3.5%	28	60.4%	480	35.9%	285	2.94
Response time for emergency medical services (EMS)	0.4%	3	4.9%	39	63.3%	503	31.5%	250	2.92
Feeling of personal safety	0.1%	1	14.5%	115	84.9%	674	0.5%	4	2.85
Freedom from vandalism	0.9%	7	34.5%	274	63.2%	502	1.4%	11	2.63
Pedestrian/crosswalk safety	5.3%	42	38.2%	303	54.9%	435	1.6%	13	2.5

- A **majority** of respondents were either *Somewhat* or *Very Much* satisfied with the current status of all safety matters listed.
- Based on weighted averages, respondents were **most satisfied** with *Response time for police services* and *Response time for fire services*, closely followed by *Response time for emergency medical services (EMS)*.
- Respondents were **least satisfied** with *Pedestrian/crosswalk safety*.



#5: How satisfied are you with the current status of each of the following MUNICIPAL SERVICES in Greendale?

Municipal Services	Not at all (1)		Somewhat (2)		Very much (3)		No opinion / unsure		Weighted Average
	%	Count	%	Count	%	Count	%	Count	
Fire and EMS services	0.4%	3	5.7%	45	69.3%	547	24.6%	194	2.91
Police services	0.5%	4	10.5%	83	72.5%	573	16.5%	130	2.86
Library services	0.9%	7	12.0%	95	74.0%	586	13.1%	104	2.84
Curbside garbage and recycling	3.1%	25	9.2%	73	82.7%	658	5.0%	40	2.84
Elections and voting	1.5%	12	19.2%	152	72.4%	574	6.9%	55	2.76
Village Hall customer service	1.5%	12	16.7%	132	62.5%	494	19.2%	152	2.76
Community events	1.4%	11	19.4%	152	72.7%	569	6.5%	51	2.76
Public health services	2.3%	18	16.9%	133	56.8%	448	24.1%	190	2.72
Veteran's Memorial	3.8%	30	14.2%	111	58.7%	460	23.3%	183	2.72
Snow and ice removal	2.3%	18	26.5%	210	67.5%	535	3.8%	30	2.68
Welcome Center	2.1%	16	17.8%	139	48.8%	380	31.3%	244	2.68
Recycling center	6.2%	49	19.3%	153	69.5%	550	4.9%	39	2.67
Recreation programs	1.4%	11	25.7%	201	53.9%	422	19.0%	149	2.65
Path and green space maintenance	4.0%	32	28.7%	227	62.8%	497	4.6%	36	2.62
Village communications	3.5%	28	27.4%	217	59.8%	473	9.2%	73	2.62
Historic Hose Tower	4.6%	36	16.4%	129	45.0%	354	34.0%	267	2.61
Park maintenance	3.3%	26	31.1%	246	59.9%	474	5.8%	46	2.6
Water and sewer utilities	3.9%	31	27.3%	216	57.5%	455	11.4%	90	2.6
Municipal court	1.7%	13	11.2%	88	19.0%	149	68.2%	536	2.54
Stormwater/drainage	5.4%	42	32.0%	251	48.3%	379	14.3%	112	2.5
Village website (greendale.org)	6.5%	51	34.6%	273	39.3%	310	19.5%	154	2.41
Building permits	3.4%	27	22.8%	179	24.2%	190	49.6%	389	2.41
Tree removal and replacement	12.2%	96	35.3%	279	33.3%	263	19.2%	152	2.26
Code enforcement	8.4%	66	30.1%	236	19.0%	149	42.6%	334	2.18
Street maintenance	17.3%	137	50.7%	402	29.3%	232	2.8%	22	2.12
Tax assessments	19.6%	154	43.0%	337	23.3%	183	14.0%	110	2.04

- A **majority** of respondents were either *Somewhat* or *Very Much* satisfied with the current status of all municipal services listed.
- Based on weighted averages, respondents were **most satisfied** with *Fire and EMS services*, closely followed by *Police services*, *Library services* and *Curbside garbage and recycling*.
- Respondents were **least satisfied** with *Tax assessments*, closely followed by *Street maintenance* and *Code enforcement*.



#6: What is your level of support for the Village of Greendale consolidating with neighboring municipalities to deliver local services?

Answer Choices	Responses	
Not supportive of consolidating with neighboring municipalities on any services.	17.7%	138
Supportive of consolidating with neighboring municipalities only when services can be substantially enhanced and to realize cost savings.	52.7%	412
Very supportive of consolidating with neighboring municipalities anytime in order to maintain or enhance quality of services, or to realize cost savings.	29.7%	232

- A **majority** (52.7%) of respondents indicated they were *Supportive of consolidating with neighboring municipalities only when services can be substantially enhanced and to realize cost saving.*



#7: What is your level of support for future consideration of having a referendum to increase property taxes in order to increase PUBLIC SAFETY spending and services (Police, Fire, Emergency Medical Services) in the community?

Answer Choices	Responses	
Very supportive	11.8%	93
Somewhat supportive	18.0%	142
Not supportive	26.6%	209
I would need more information	43.6%	343

- The answer choice with the **highest** number of responses was *I would need more information* (43.6%).
- The answer choice with the **lowest** number of responses was *Very supportive* (11.8%).



#8: How often do members of your household make use of the following Village amenities?

Amenities	Not at all (1)		Sometimes (2)		Very often (3)		Weighted Average
	%	Count	%	Count	%	Count	
Greendale businesses/restaurants	1.5%	12	36.2%	287	62.3%	495	2.61
Paths and walkways	7.5%	59	31.8%	251	60.8%	480	2.53
Village events	3.8%	30	48.1%	380	48.1%	380	2.44
Library	10.1%	80	44.2%	349	45.7%	361	2.36
Scout Lake	22.9%	181	50.3%	398	26.8%	212	2.04
Playground equipment	52.7%	415	27.3%	215	20.0%	157	1.67
Picnic/pavilion areas	49.6%	391	42.0%	331	8.4%	66	1.59
Welcome Center	48.4%	381	46.6%	367	5.0%	39	1.57
Veteran's Memorial	52.1%	410	41.7%	328	6.2%	49	1.54
Baseball fields	71.3%	561	18.3%	144	10.4%	82	1.39
Tennis courts	73.8%	581	19.8%	156	6.4%	50	1.33
Soccer fields	80.6%	635	13.3%	105	6.1%	48	1.26

- Based on weighted averages, *Greendale businesses/restaurants* was the amenity respondents indicated they use **most often**.
- The amenity used **least often** was *Soccer fields*, closely followed by *Tennis courts* and *Baseball fields*.



#9: Which of the following amenities would you like to see added, expanded, or improved at Village parks?

Answer Choices	Responses	
Restrooms	56.1%	388
Lighting/Security	38.7%	268
Pavilions (with restrooms)	37.7%	261
Dog Park	35.3%	244
Pickleball Courts	27.5%	190
Shelters/Gazebos	24.0%	166
Parking	23.4%	162
Playgrounds	19.7%	136
Other (please specify)	15.5%	107
Grills/Picnic Tables	15.3%	106
Sand Volleyball	9.0%	62

- A **majority** (56.1%) of respondents indicated support for adding, expanding, or improving *Restrooms* at Village parks.
- **Between 25.0% and 50.0%** of respondents indicated support for *Lighting/Security*, *Pavilions (with restrooms)*, *Dog Park* and *Pickle Ball Courts* being added, expanded, or improved at Village parks.



#10: Please rate your general level of support toward the following features in the SOUTHRIDGE MALL area.

Features	Not at all supportive (1)		Somewhat supportive (2)		Very supportive (3)		Weighted Average
	%	Count	%	Count	%	Count	
Restaurant offerings	5.7%	44	36.7%	283	57.6%	444	2.52
Green space	11.1%	86	36.5%	282	52.4%	405	2.41
Retail (non-grocery) offerings	8.1%	62	47.3%	363	44.7%	343	2.37
Grocery offerings	20.2%	156	39.5%	305	40.3%	311	2.2
Fitness/athletic club offerings	19.1%	146	51.6%	394	29.3%	224	2.1
Senior-specific housing	19.0%	146	52.7%	405	28.3%	217	2.09
Medical facilities	22.7%	173	48.0%	366	29.3%	223	2.07
Owner-occupied (condominium) residential development	24.7%	189	45.0%	344	30.3%	232	2.06
Mixed-use (combination of residential and commercial uses within the same development)	25.6%	197	48.5%	374	25.9%	200	2
Office facilities	26.5%	199	50.7%	380	22.8%	171	1.96
Hotel or boutique hotel	39.2%	298	37.7%	287	23.1%	176	1.84
Day care	36.5%	276	48.2%	365	15.3%	116	1.79
Sports complex	45.4%	347	34.6%	264	20.0%	153	1.75
Multi-family (apartment) residential development	53.6%	413	33.7%	260	12.7%	98	1.59

- Based on weighted averages, respondents were **most supportive** of *Restaurant offerings* in the Southridge Mall area.
- Respondents were **least supportive** of *Multi-family (apartment) residential development*.
- 74.4% of respondents were either *Somewhat supportive* or *Very supportive* of *Mixed-use (combination of residential and commercial uses within the same development)*.



#11: Please rate your general level of support toward the following features in the HISTORIC DOWNTOWN area.

Features	Not at all supportive		Somewhat supportive		Very supportive		Weighted Average
	%	Count	%	Count	%	Count	
Restaurant offerings	2.3%	18	23.8%	186	74.0%	579	2.72
Retail (non-grocery) offerings	3.2%	25	34.5%	269	62.3%	485	2.59
Green space	8.9%	69	29.2%	226	61.9%	480	2.53
Grocery offerings	20.6%	160	40.3%	313	39.1%	303	2.18
Office facilities	31.4%	239	49.3%	375	19.3%	147	1.88
Medical facilities	34.3%	264	45.6%	351	20.1%	155	1.86
Senior-specific housing	37.3%	287	43.8%	337	19.0%	146	1.82
Fitness/athletic club offerings	47.5%	364	37.3%	286	15.3%	117	1.68
Owner-occupied (condominium) residential development	51.2%	395	32.1%	248	16.7%	129	1.66
Day care	47.3%	361	40.5%	309	12.3%	94	1.65
Mixed-use (combination of residential and commercial uses within the same development)	50.3%	388	35.4%	273	14.3%	110	1.64
Hotel or boutique hotel	57.8%	443	30.1%	231	12.1%	93	1.54
Multi-family (apartment) residential development	72.3%	555	22.3%	171	5.5%	42	1.33

- Based on weighted averages, respondents were **most supportive** of *Restaurant offerings* in the Historic Downtown area.
- Respondents were **least supportive** of *Multi-family (apartment) residential development*.



#12: As the Village aims to maintain a stable property tax rate, and because of very limited opportunity for new development, other funding alternatives are being explored (in addition to grants) to help address the ongoing and growing need to improve roads and update aging infrastructure in a more sustainable manner. How would you rate your general level of support for the following funding sources for road replacement and resurfacing projects:

Fund Sources	Not at all supportive		Somewhat supportive		Very supportive	
	Percentage	Count	Percentage	Count	Percentage	Count
Debt financing (increased property taxes)	53.1%	394	40.4%	300	6.5%	48
Creation of a Transportation Utility fund (in which all property owners pay a quarterly or annual charge based on their property type and the amount of traffic it generally produces; a typical home could be charged \$50-\$150 per year)	43.6%	333	43.0%	328	13.4%	102

- A **majority** (53.1%) of respondents answered they are *Not at all supportive* of Debt financing.
- Respondents were **nearly split** between being *Not at all supportive* and *Somewhat supportive* of Creation of a Transportation Utility fund.



#13: What sources do you rely on to learn about Village of Greendale information?

Sources	Not at all		Sometimes		Very often		Weighted Average
Village Views (bi-monthly mailed newsletter)	5.7%	45	27.8%	220	66.5%	527	2.61
Life in the Village (magazine mailed three times per year)	12.1%	95	32.9%	259	55.1%	434	2.43
Word of mouth	9.0%	71	54.5%	429	36.5%	287	2.27
Village website (greendale.org)	23.0%	180	58.0%	454	19.0%	149	1.96
Village Hall Updates (bi-weekly e-mail newsletter)	41.1%	321	29.2%	228	29.7%	232	1.89
Village of Greendale Facebook Page	52.1%	408	24.0%	188	23.9%	187	1.72
Other Community Facebook Groups and Pages	52.0%	408	23.6%	185	24.5%	192	1.72
Village Hall (call or in-person)	46.5%	363	46.4%	362	7.2%	56	1.61
Milwaukee Journal Sentinel / Southwest (Now)	64.1%	504	26.0%	204	9.9%	78	1.46
Welcome Center	60.1%	471	36.0%	282	4.0%	31	1.44
Patch.com	69.7%	543	25.2%	196	5.1%	40	1.35
Village of Greendale YouTube account (meeting videos)	83.3%	652	13.0%	102	3.7%	29	1.2
Milwaukee Business Journal	84.1%	658	13.4%	105	2.4%	19	1.18
Spectrum Cable Channel 25	91.2%	712	7.2%	56	1.7%	13	1.1

- Based on weighted averages, respondents **most** rely on *Village Views (bi-monthly mailed newsletter)* to learn about Village of Greendale information.
- Respondents **least** rely on *Spectrum Cable Channel 25*.



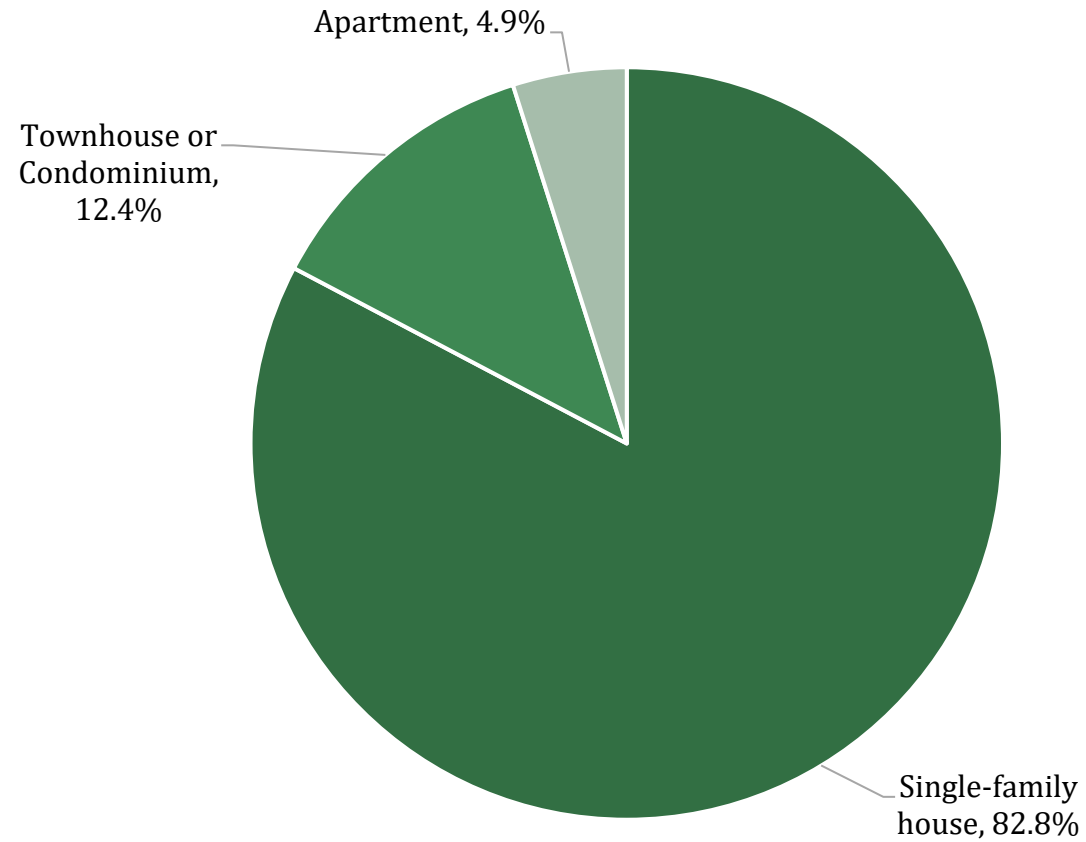
#14: How would you rate the effectiveness of the following Village communication tools in helping you feel informed?

Sources	Not very effective		Somewhat effective		Very effective		No opinion / do not use		Weighted Average
	%	Count	%	Count	%	Count	%	Count	
Village Views (bi-monthly mailed newsletter)	4.4%	34	30.1%	234	61.8%	480	3.7%	29	2.6
Life in the Village (magazine mailed three times per year)	8.9%	69	31.8%	247	52.4%	408	6.9%	54	2.47
Village Hall Updates (bi-weekly e-mail newsletter)	12.6%	97	27.2%	210	32.0%	247	28.2%	218	2.27
Village Hall (call or in-person)	13.2%	101	30.5%	234	26.3%	202	30.0%	230	2.19
Village website (greendale.org)	13.8%	107	44.2%	342	28.5%	220	13.5%	104	2.17
Village of Greendale Facebook Page	19.8%	154	22.5%	175	24.6%	191	33.1%	257	2.07
Village of Greendale YouTube account (meeting videos)	28.0%	217	13.3%	103	5.3%	41	53.4%	413	1.51
Spectrum Cable Channel 25	31.9%	248	8.2%	64	2.5%	19	57.4%	446	1.31

- Based on weighted averages, respondents rated *Village Views* (bi-monthly mailed newsletter) as the **most effective** Village communication tool for helping keep them feeling informed.
- Respondents rated *Spectrum Cable Channel 25* as the **least effective** Village communication tool for helping keep them feeling informed.



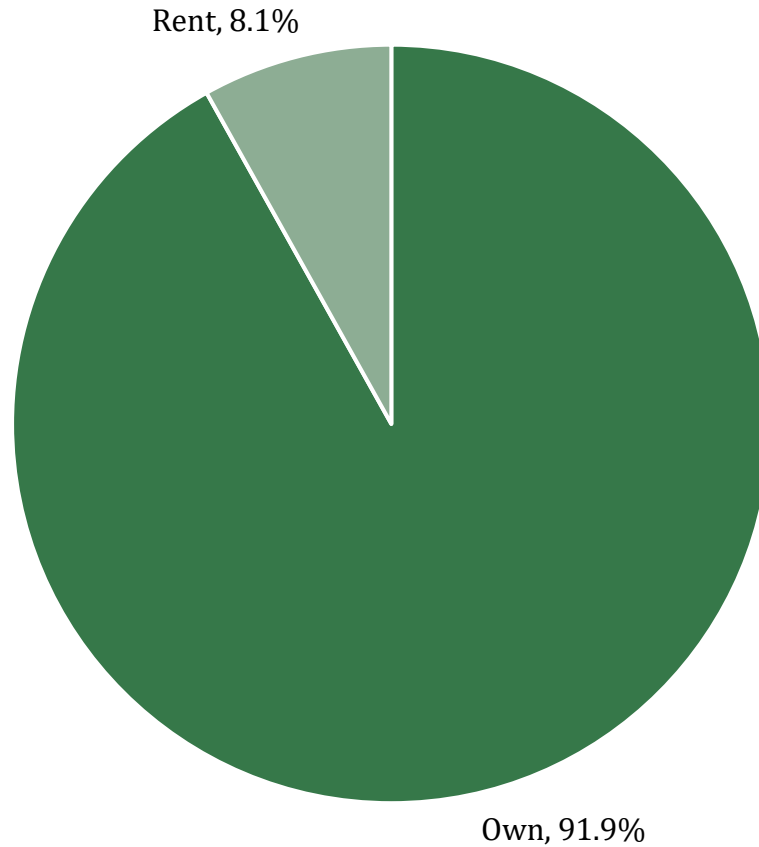
#15: What type of residence do you live in?



Answer Choices	Responses	
Single-family house	82.8%	662
Townhouse or Condominium	12.4%	99
Apartment	4.9%	39



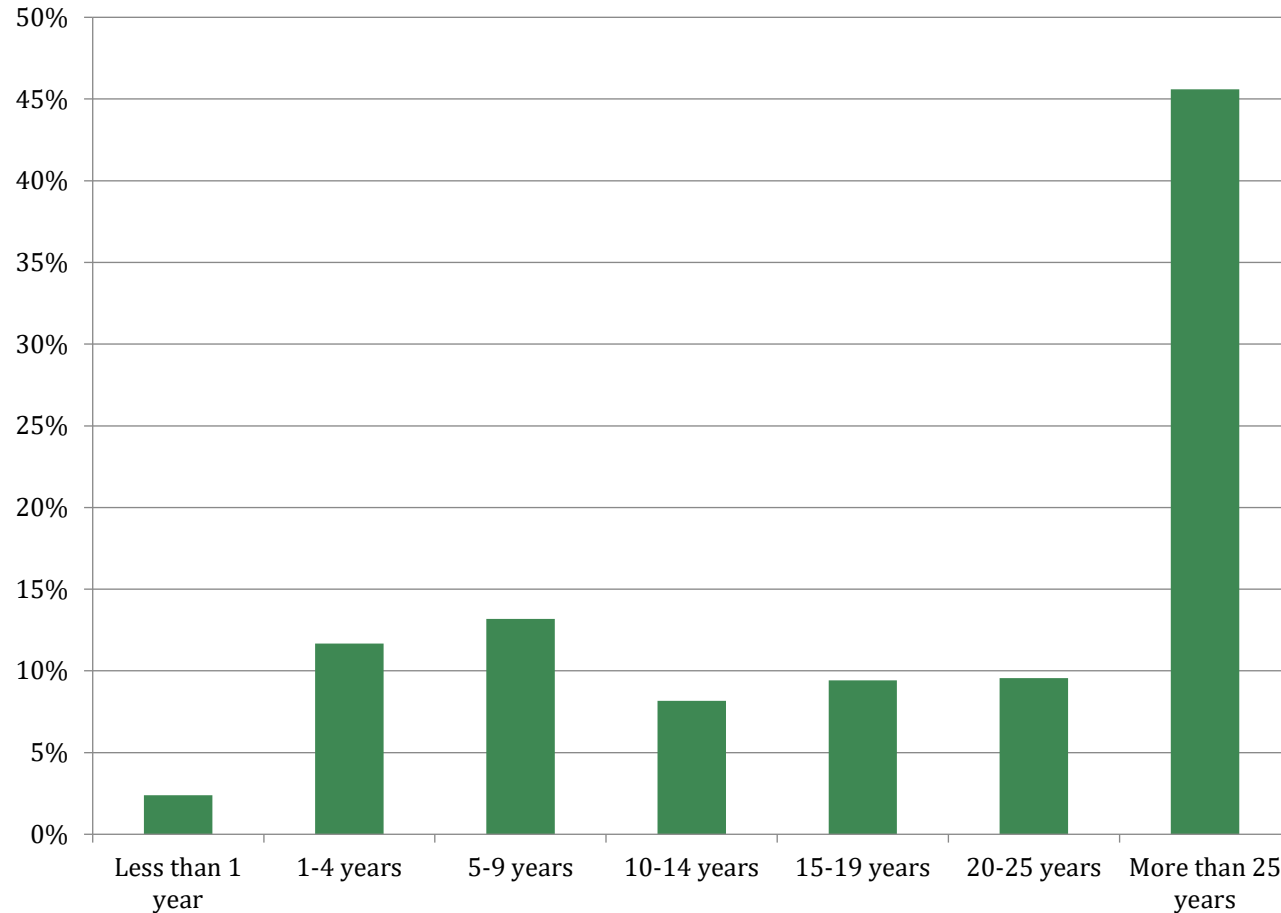
#16: Do you own or rent your residence?



Answer Choices	Responses	
	Own	91.9%
Rent	8.1%	64



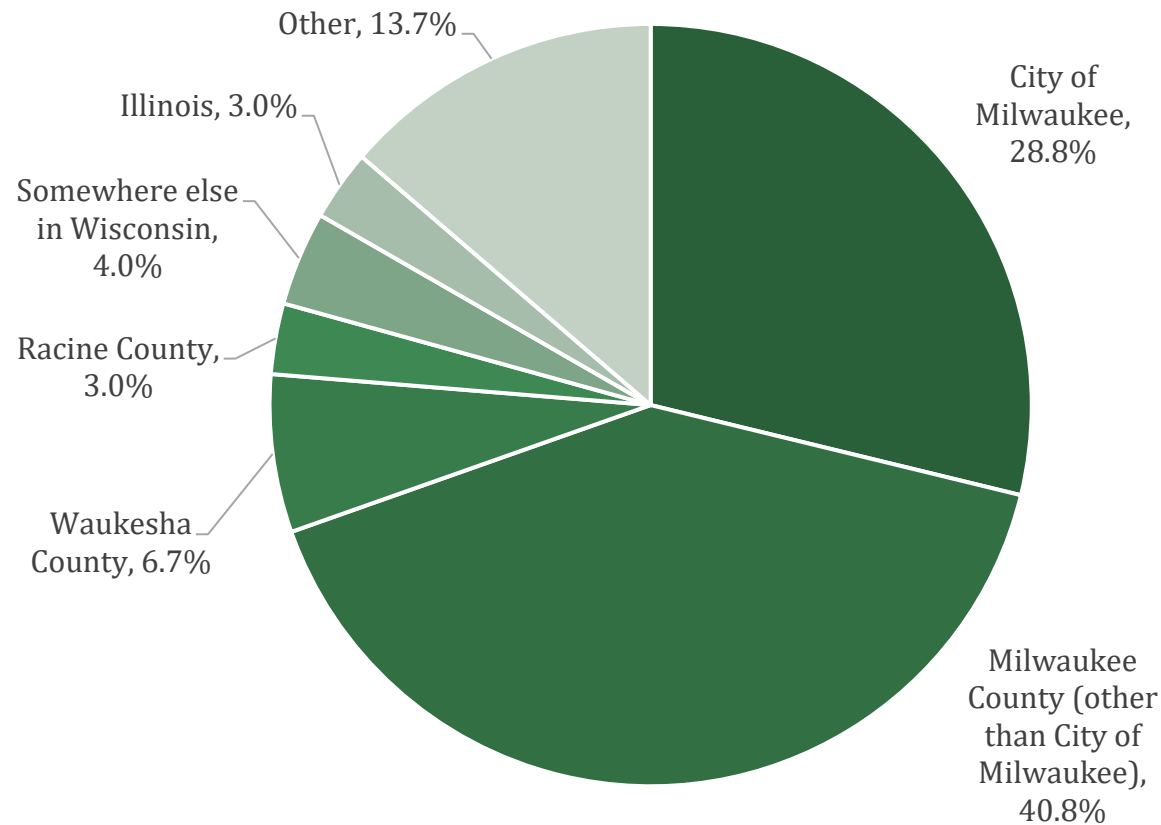
#17: How long have you resided in Greendale?



Answer Choices	Responses	
Less than 1 year	2.4%	19
1-4 years	11.7%	93
5-9 years	13.2%	105
10-14 years	8.2%	65
15-19 years	9.4%	75
20-25 years	9.6%	76
More than 25 years	45.6%	363



#18: If you moved to Greendale in the last 10 years, where was your prior residence?

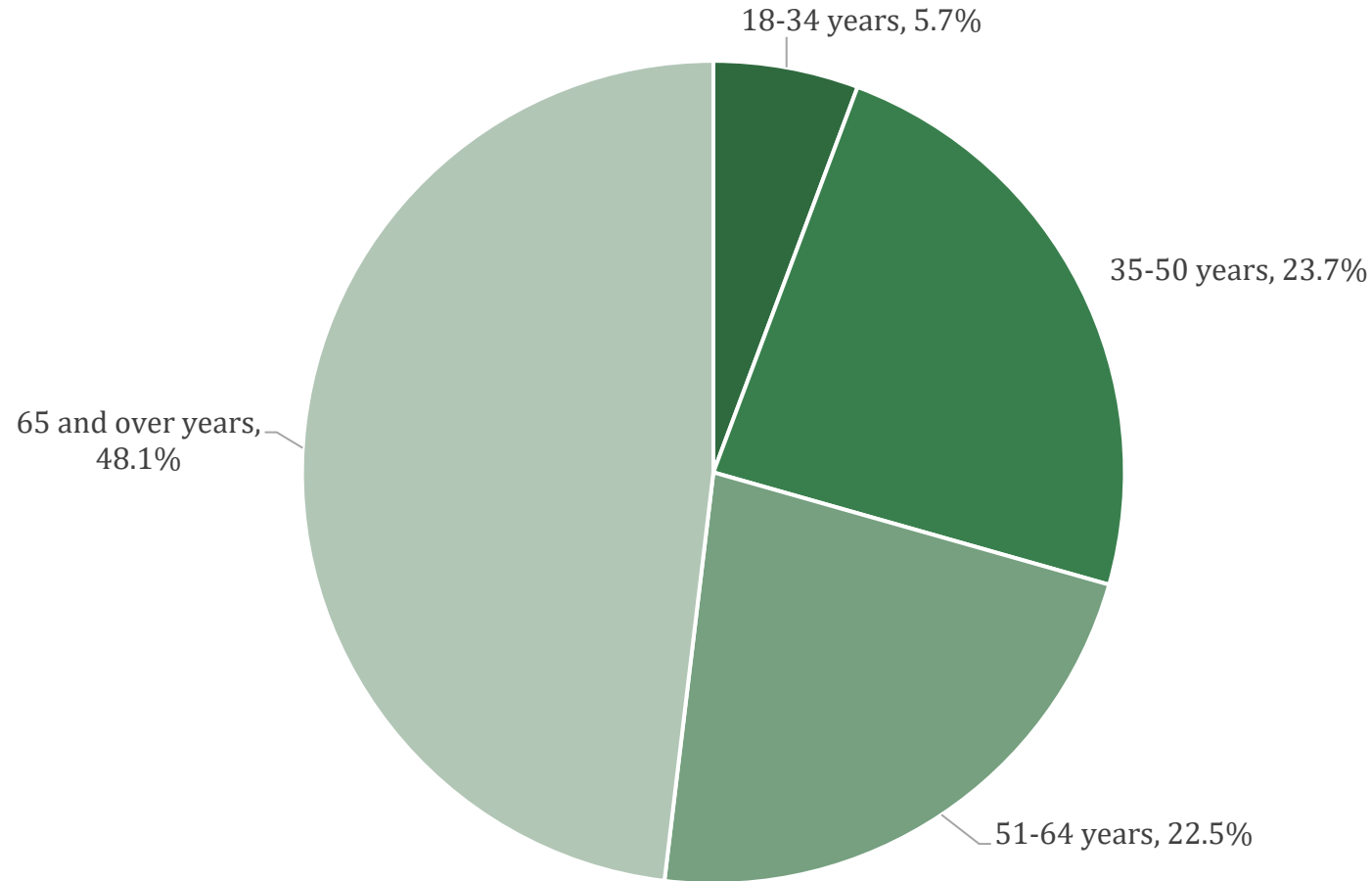


Answer Choices	Responses	
City of Milwaukee	28.8%	86
Milwaukee County (other than City of Milwaukee)	40.8%	122
Waukesha County	6.7%	20
Racine County	3.0%	9
Somewhere else in Wisconsin	4.0%	12
Illinois	3.0%	9
Other	13.7%	41

The following other locations were specified more than once: Arizona (4), Ohio (2), Florida (2), Colorado (2), Indiana (2)



#19: Age of head of household (in years)

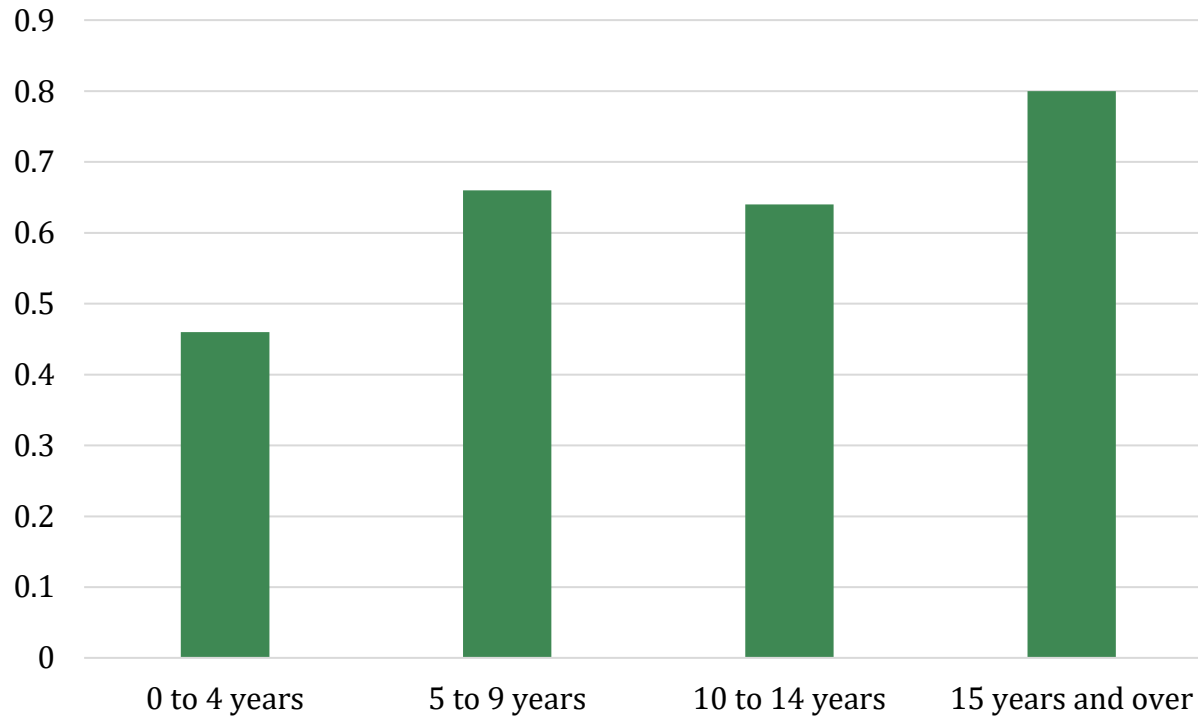


Answer Choices	Responses	
18-34 years	5.7%	45
35-50 years	23.7%	186
51-64 years	22.5%	176
65 and over years	48.1%	377



#20: How many children by age group live in your household?

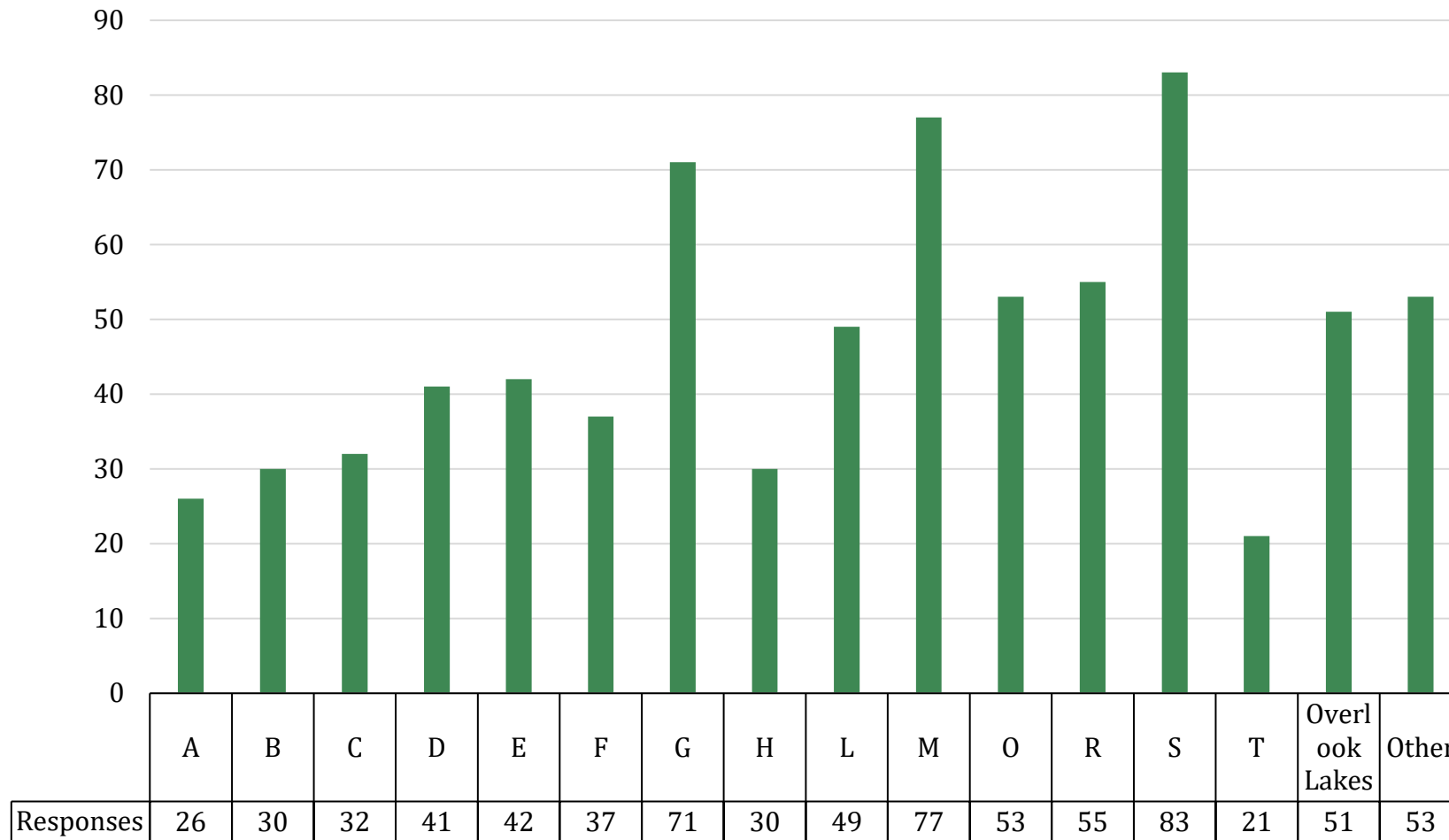
Average Number per Household



Answer Choices	Average Number per Household	Total Number
0 to 4 years	0.46	89
5 to 9 years	0.66	135
10 to 14 years	0.64	132
15 years and over	0.80	186



#21: Which section of Greendale do you reside in?





#22: Please share any other comments or ideas you have for the community:

Topic	Responses
The Village needs to enforce the property maintenance code.	17
I love Greendale.	12
The roads are in bad condition.	11
Condo owners should have access to the Recycling Center.	10
Want Southridge to be redeveloped..	8
Thank you	8
Not in favor of redevelopment proposed by Southridge.	7
Keep the green space in the Village.	6
Lower property taxes.	6
Keep the Village's charm.	5
Would like pickleball courts.	5
Concerned with drainage/flooding issues.	4
Want extended hours at the Recycling Center.	4
This survey was too long.	3
Overgrowth by Village walkways needs to be taken care of.	3
Southridge should be similar to Drexel Town Square.	3
No more VRBO's.	3
Concerned with speeding in the Village.	3
Welcome diversity.	3
The noise from the Rock is a problem.	3
Need better snow removal.	2
Want a splash pad in the Village.	2
There are too many events.	2
Love the events in the Village.	2
Love the flowers in the Village.	2
Would like weekly recycling pickup.	2
Transfer Scout Lake from the County to the Village.	2
Want a dog park in the Village.	2
Want Village to allow bees.	2

- The table on the left represents the topics that were commented on more than once.



Other Open-Ended Comments

- Respondents had the option of providing comments relating to several of the questions in the survey. The tables below and on the following pages list topics relating to the question that were commented on more than once.

Q1) Other features that you consider very important in your choice to live in Greendale:	
EMS/Police Services	15
Diversity	7
Cleanliness of properties	5
Lower property taxes	4
Library	3
DPW	2
Church availability	2
Access to Government officials	2
Health Dept.	2

Q2) Other neighborhood conditions you would like to comment on:	
Property maintenance codes need to be enforced.	34
Improvements needed to roads (need of repairs/replacement).	30
Improvements needed to paths/sidewalks.	18
Concerns about speeding cars.	13
Concerns about flooding/drainage.	9
Concerns with dogs - not on leash, barking, owners not cleaning up.	8
Concerns about trees - more trimming, removal needed.	8
Noise concerns from the Rock Sports Complex.	7
Concerns on street parking of vehicles.	7
Rules on recreational vehicle parking on properties need to be enforced.	6
Pedestrian crosswalks need improvement.	6
Noise and nuisance concerns.	4
More bike paths needed.	2



Other Open-Ended Comments

Q3) Other types of activities you would like to comment on:	
Concerned about the proposed development at the former Boston Store.	13
No more multi-family development.	7
Improve Southridge Mall.	5
Village needs more affordable housing.	3
Don't support "No Mow May."	2
There are too many community events.	2

Q4) Other safety matters you would like to comment on:	
Concerns with pedestrian safety (crosswalks, cars not stopping, etc.).	25
Satisfied with police/fire services in Greendale.	14
Concerned about crime at Southridge.	8
Concerned about vandalism.	3
The Village needs more firefighters.	2



Other Open-Ended Comments

Q5) Other municipal services you would like to comment on:	
Apartment/condo owners should be able to use Recycling Center.	25
Village needs to do more tree trimming/removal.	19
Village needs to do more property code enforcement.	13
Improvement is needed in snow removal.	8
Village should do curbside yard waste removal.	7
Recycling Center should be open more hours.	7
Recycling curbside pickup should be weekly.	6
Park & Rec needs new activities.	3
Village has a great Recycling Center.	3
The Public Works Department is great.	3
The Village needs more police officers.	2
Playgrounds need upgrading.	2
The Library is great.	2

Q6) Other comments relating to the topic of consolidation:	
Keep services as is.	31
Need more information.	10
Supportive if it saves money.	6
Supportive if it improves service.	5
Support mutual aid.	2
Support consolidating Fire.	2
Supportive if service levels stay the same.	2



Other Open-Ended Comments

Q7) Other comments relating to the topic of having a referendum for fire safety spending and services:	
Taxes are high enough.	30
Need more information.	24
Service is fine as is.	6
Just raise taxes, no referendum needed.	5
Find cost savings.	4
Charge for businesses that use a high level of public safety service.	3
Support fire consolidation.	2

Q8) Other amenities you would like to comment on:	
Don't use some of these amenities now, but did when they had young children.	7
Condo owners should be able to use the Recycling Center.	5
College Park tennis courts - Used them.	4
Love all of the events.	4
Village should add a dog park.	4
Village should add a splash pad.	3
Village should add pickleball courts.	2
Baseball/soccer fields should be improved.	2
Overgrowth on Village pathways should be addressed.	2
Restroom trailer is a great amenity to have at events.	2
We love Downtown Greendale.	2
Scout Lake Park should be cleaned up.	2



Other Open-Ended Comments

Q9) Other amenities you would like to see added, improved, or expanded in Village parks:	
Splash Pad	22
Skate Park	8
Public Pool	5
Tennis courts	3
Baseball/Softball Fields	3
Soccer Fields	2
Bike Facilities	2

Q10) Other features in the SOUTHRIDGE MALL area you would be supportive of:	
Sports Complex	6
Indoor Theme Park/Water Park	5
Senior Center	3
Indoor Children's Play Area	3
Public Pool	2
University/College Branch	2
Target	2
Single-Family Housing	2



Other Open-Ended Comments

Q11) Other features in the HISTORIC DOWNTOWN area you would be supportive of:	
Splash Pad	7
Microbrewery	2
Garden Center	2

Q12) Other funding sources you would like to comment on:	
Village should work within the current budget.	30
Federal/State funding.	4
Sales Tax	2
Wheel Tax	2



Other Open-Ended Comments

Q13) Other sources for Village information used sometimes or very often:	
Flyers in Village shops	8
Village officials	3
Loomis Rd banners	3
Library	3
LED Sign	2
Next Door	2

Q14) Other comments you would like to add on Village communication tools:	
Don't like Village website - hard to navigate	4
More information needed on the Village website	2
Need better information about Village events	2
The Village should go paperless with communication	2



Thank you to everyone who participated in the 2022 Community Survey, and to all the staff members who assisted in administering and promoting the survey!