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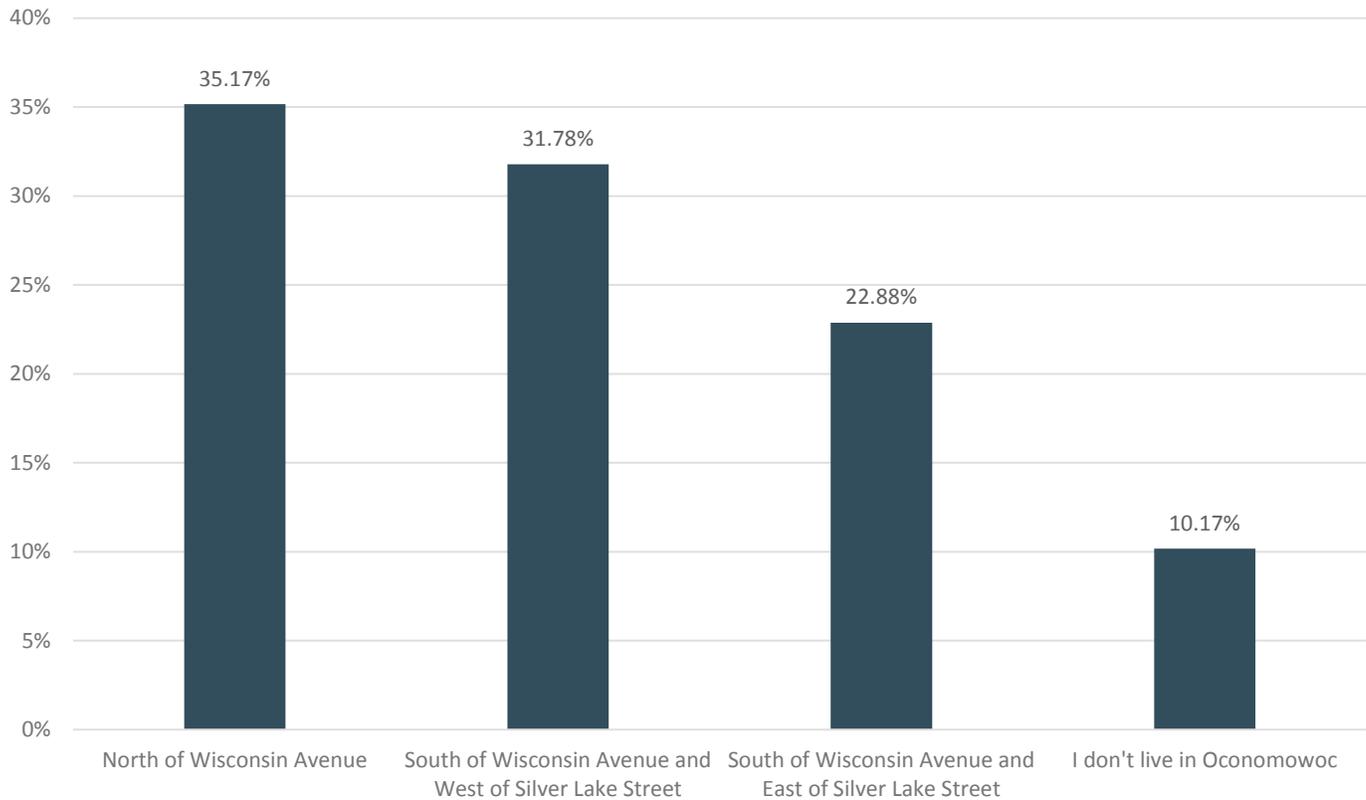
## APPENDIX



# Oconomowoc General Survey Response Summary

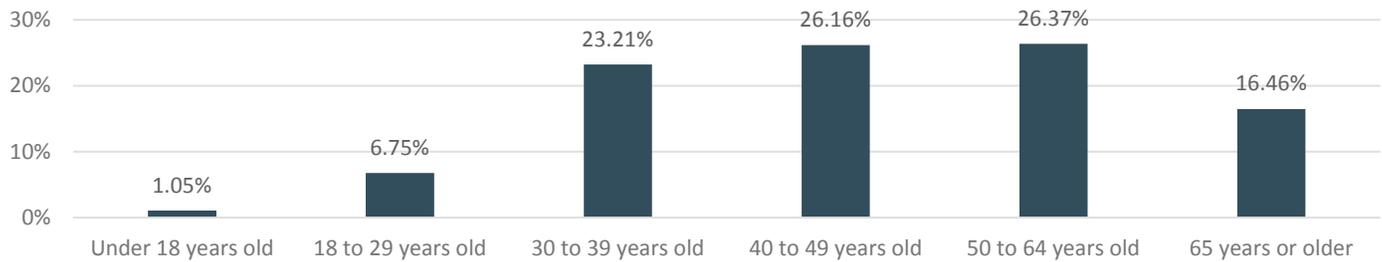
Question 1: In which area of Oconomowoc do you live?

Answer Choices	Responses
<b>North of Wisconsin Avenue</b>	<b>166</b>
South of Wisconsin Avenue and West of Silver Lake Street	150
South of Wisconsin Avenue and West of Silver Lake Street	108
I don't live in Oconomowoc	48
<b>Total</b>	<b>472</b>



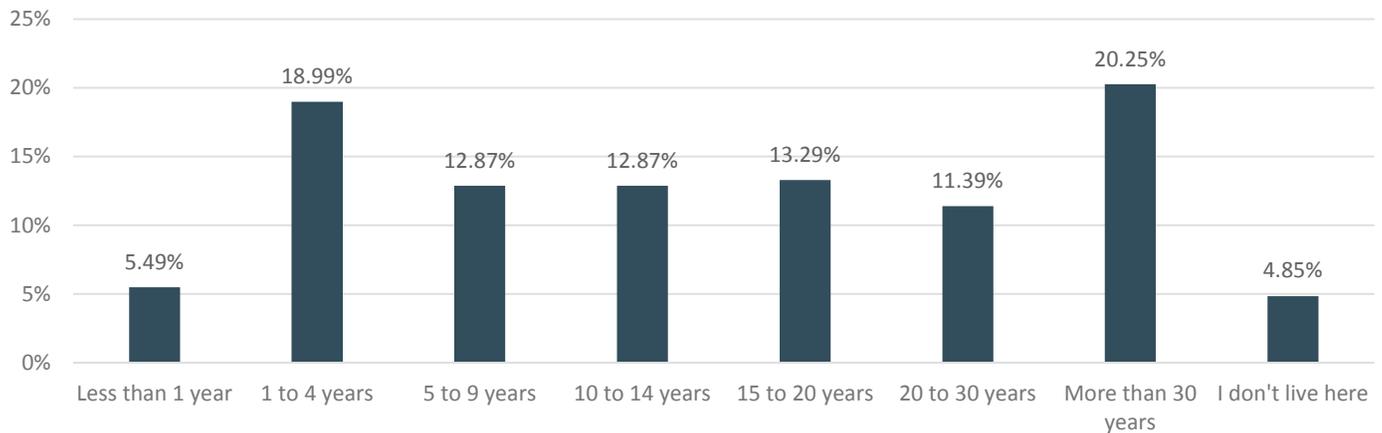
## Question 2: In which age bracket are you?

Answer Choices	Responses
Under 18 years old	5
18 to 29 years old	32
30 to 39 years old	110
40 to 49 years old	124
<b>50 to 64 years old</b>	<b>125</b>
65 years or older	78
<b>Total</b>	<b>474</b>



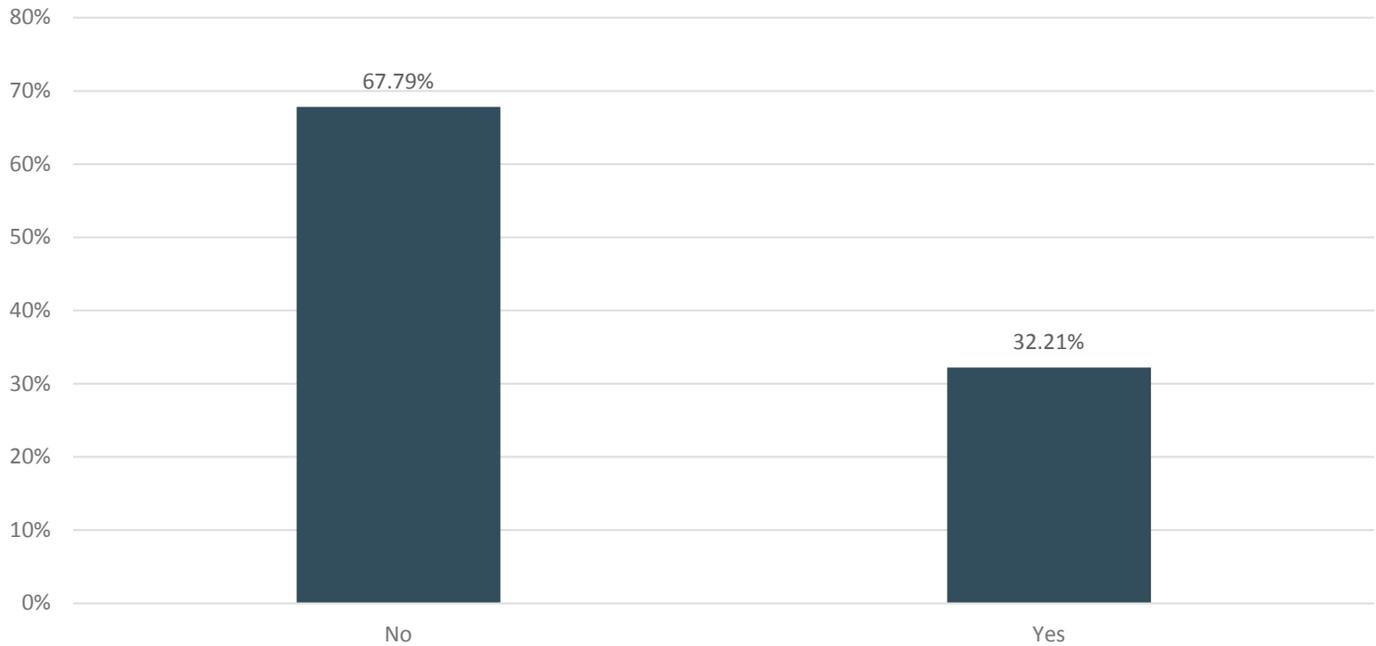
## Question 3: How long have you lived in Oconomowoc?

Answer Choices	Responses
Less than 1 year	26
1 to 4 years	90
5 to 9 years	61
10 to 14 years	61
15 to 20 years	63
20 to 30 years	54
<b>More than 30 years</b>	<b>96</b>
I don't live here	23
<b>Total</b>	<b>474</b>



## Question 4: Is your employer located within the City of Oconomowoc?

Answer Choices	Responses
No	303
Yes	144
<b>Total</b>	<b>447</b>

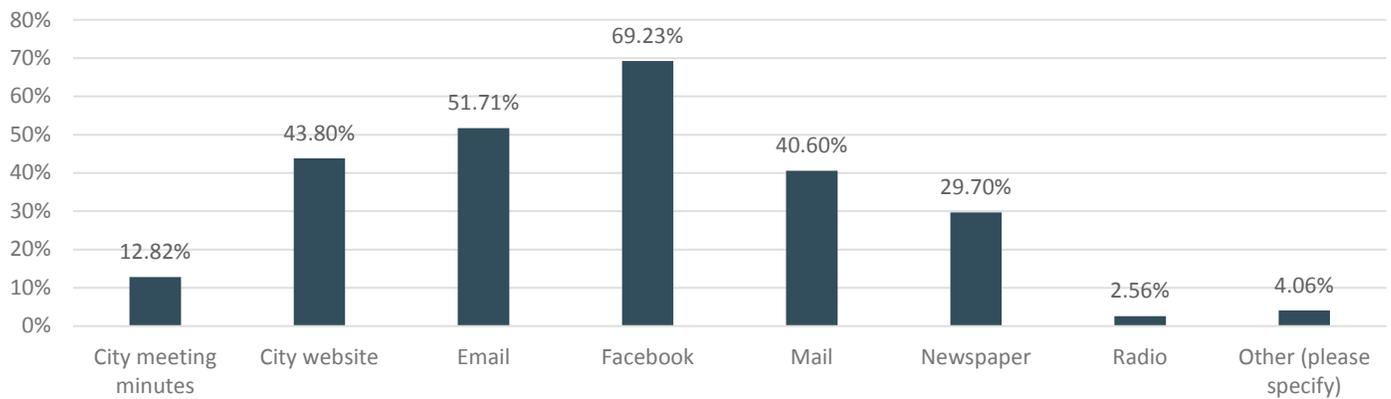


### If no, what is the zip code for your place of employment? (Top Responses)

1. Oconomowoc (118 Responses)
2. Waukesha (32 Responses)
3. Milwaukee (15 Responses)
4. Pewaukee (13 Responses)
5. Hartland (12 Responses)
6. Delafield (10 Responses)
7. Brookfield (9 Responses)
8. West Allis (9 Responses)

Question 5: What are the best ways for you to receive information and communications from the City of Oconomowoc? *(Check all that apply)*

Answer Choices	Responses
City meeting minutes	60
City website	205
Email	242
<b>Facebook</b>	<b>324</b>
Mail	190
Newspaper	139
Radio	12
Other (please specify)	19
<b>Total</b>	<b>468</b>



**Open-ended Responses**

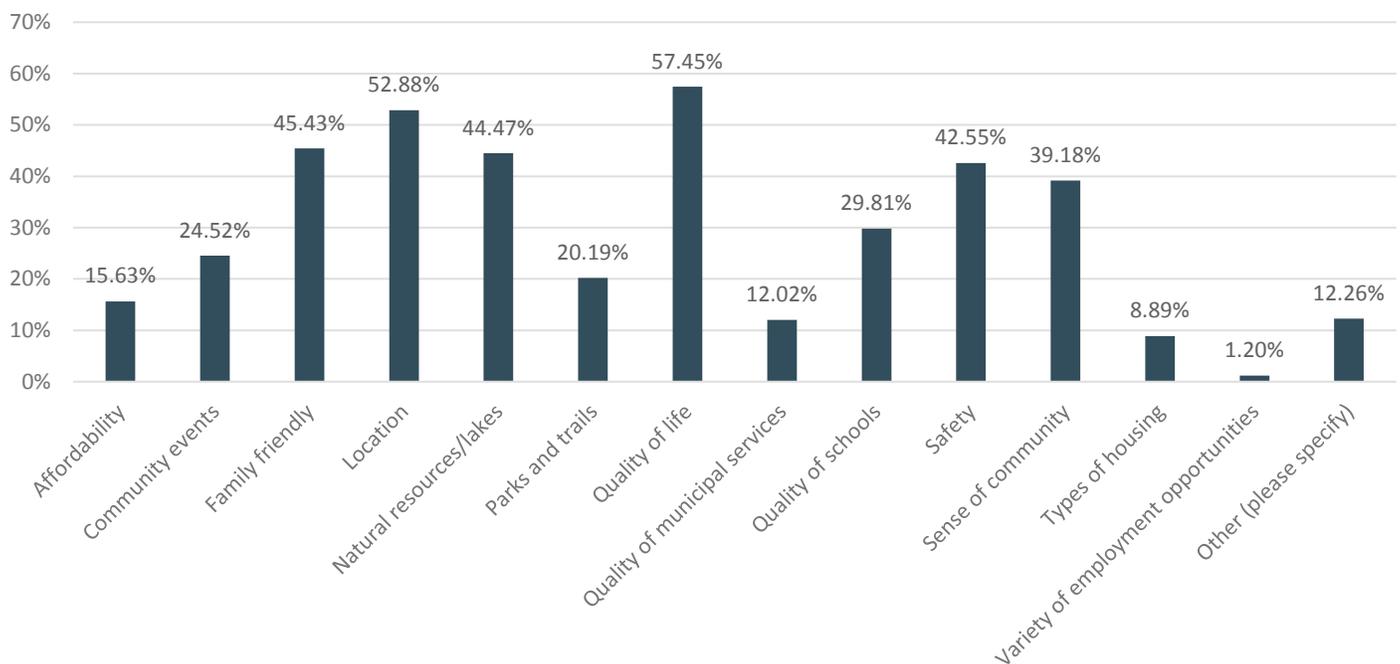
1. from friends and observations
2. go to conferences about the city
3. AARP Duffy Presentation
4. Text alerts
5. Text
6. Twitter
7. Twitter
8. WMMM Madison and The Lake Country Reporter
9. Mailed flyers
10. Text message for emergent events..."1 day left to vote"
11. Text Message Updates
12. Social media
13. Text
14. Text
15. text messages
16. Text
17. twitter
18. Text
19. Text

## Question 6: Please provide your contact information

Answer Choices	Responses
Name:	201
Company:	0
Address:	200
Address 2:	22
City/Town:	0
State/Province:	0
ZIP/Postal Code:	204
Country:	0
Email Address:	187
Phone Number:	0
<b>Total</b>	<b>206</b>

## Question 7: Why do you live in Oconomowoc? (select up to 3)

Answer Choices	Responses
Affordability	65
Community events	102
Family friendly	189
Location	220
Natural resources/lakes	185
Parks and trails	84
<b>Quality of life</b>	<b>239</b>
Quality of municipal services	50
Quality of schools	124
Safety	177
Sense of community	163
Types of housing	37
Variety of employment opportunities	5
Other (please specify)	51
<b>Total</b>	<b>416</b>



### Open-ended Responses

1. retired
2. senior housing
3. employment (presently retired)
4. Proximity to work.
5. We moved to East coast 5 years ago but will be moving back to Oconomowoc in 2019. We love the sense of community
6. Beautiful area

7. grew up here
8. Dont
9. Appreciating property values
10. Walkable downtown
11. Employment
12. Small-town atmosphere! Please retain!
13. Lived here my whole life.
14. Family
15. Born and raised here, it's always been "home" even when living elsewhere
16. Close to family
17. wife lived here when I married her in 2003
18. all of the above
19. family reasons
20. married to a man that lived here
21. This is where my business has been for 21 years
22. Hometown
23. 4th Generation in my family to grow up and stay here
24. Job
25. Long family history in area
26. Ability to walk around Fowler and the downtown.
27. FMily near
28. Lakes & historic downtown
29. Vacation home on Lac LaBelle
30. Dining options / downtown
31. Support for people with dust.
32. Lots of activities for those with special needs
33. To be near family
34. Grew up here, lakes and community
35. Where I grew up /family. Certainly not affordable
36. I was born in Oconomowoc as were my parents abs sisters and return at least once a year. I know and care deeply about the city.
37. A vibrant downtown
38. fate
39. Beautiful city
40. My husband is from here.
41. Did like the small town safe feeling before the growth
42. Because I grew up here
43. Because I was annexed
44. Family
45. I lived in Oconomowoc for 30 years and return many times a year
46. Live on the water
47. Beautiful, safe, and excellent schools!
48. As a past resident of Cooney what I enjoyed the most was the parks and lakes
49. family here
50. Moved back from Los Angeles to take care of my mom and dad
51. Churches and private school



- Better walking/biking access to stores
  - More options at Pabst Farms
  - Need of a Target store
  - Continue to update shops downtown
5. Restaurants/ Dining
- More restaurants
    - Higher-quality, more upscale
    - More places to eat
    - More locally-owned restaurants
    - Greater variety
6. Building
- Preserve historic buildings
  - Limit buildings that block the lakefront
  - Stop building condos
  - Fix current infrastructure before building new things
  - Better planning of building. Length it takes to do street repair
7. Streets
- More parking
  - Better lighting
  - Fewer street closures during construction
- Better maintenance (surfaces and plowing)
  - Fix pavement on the side roads/streets
8. Parks
- More dog-friendly parks
  - More trees
  - Upgrade parks/equipment
9. Traffic
- Too much congestion
    - Downtown specifically
  - Less truck-traffic
  - Traffic signals are poorly timed
10. Schools
- Need high quality public schools
    - Increased funding
  - Better sidewalk infrastructure for children
  - Improved youth activities/ gathering areas
  - Safer roads/lower speed limits near schools

	Response 1	Response 2
1	senior center activities building	
2	don't like those huge condos on the lake	are taxes going to decline?
3	warning flasher lights of pedestrian crossing on WI Ave	
4	downtown parking	larger facilities for senior center
5	Downtown parking	less condos and a senior center
6	less traffic construction slowdown	allow dogs in parks
7	fix pavement of side roads/streets	
8	less condos	better planning of building-community center, length it take to do street repair
9	Less Condos	Repair Streets
10	Housing	Recreation
11	Fix the roads	Fix the roads
12	continue to update shops/restaurants in downtown area	
13	Downtown shops open more evenings	Better control of careless drivers
14	More parking	
15	affordable single family housing	
16	Public Transportation	
17	downtown grocery store	outside dining/cocktails on Fowler Lake
18	a downtown market for groceries	less stop lights on 67
19	renovate old downtown buildings	bring a Red Lobster restaurant into town
20	Less residential building and urban sprawl	Less traffic congestion
21	more active citizen participation in gov.	improve street maintenance

	Response 1	Response 2
22	Help/support neighborhood HOAs enforce covenants agreed upon by homeowners...	Allow wider driveway approaches for 3 car garages. 2 car approaches are awful and not practical for 3 car garages.
23	Stop building, buildings on lake side of street !!! ( Save the view for ALL to enjoy )	STOP building condos and apartments in downtown !!!!
24	Bring in more nightlife i.e. restaurants, bars, night clubs etc.	Bring in more retail business so Oconomowoc residents don't have to drive so far to go shopping.
25	Things for a family to do	Lower taxes so a family can spend money on family things instead of taxes
26	Stop building condos	Have a store or 2 besides 2 pic and saves and 3 kwik trips
27	More parking downtown	More activities for teens
28	Fewer condos/multi-family units/apartments	Continuing care and emphasis on keeping old building and our heritage alive in Oconomowoc.
29	Less regulation	Less government
30	More hiking trails in woodland areas	Be more dog friendly
31	More parking downtown	Limit large buildings blocking the lake views
32	Parking (of course), better LIGHTING of sidewalks at night (more lights), better sidewalks - making them wider for bikes to use as well, better crosswalks - cars cant see me when crossing the street at crosswalks... So many people walk around the lake yet when daylight savings time hits we are all in the dark most of the way. Waukesha has way more street lights on their roads than we do in Oconomowoc	Put grocery store back in sentry building for those of us who need to walk to the store and cant drive but can ride a bike to it. PnS is so far to get to.
33	Lower property taxes	Drug store downtown
34	Continue improving roads	Continue doing events downtown
35	Target closer and bigger than Delafield	More food locations with drive through
36	Fewer apartments/condos	Locally owned shopping and restaurants
37	More amenities on the west side of town	
38	Less high rise condominium	Better roads/ plowing/salting residential area
39	Downtown parking increase	Less condos
40	Stop condo and apartment complex blds	No more gas stations
41	Better schools	Need grocery store downtown
42	Roads	Parking
43	Orange crossing flags with buckets at busy crosswalks.	Grocery store downtown.
44	Not sure	
45	More restaurants	Better retail shopping
46	Downtown parking limits ability to attend events	Overbuilding resulting potential loss of overall charm and culture of the city.
47	Stop all the building	More parking
48	Better restaurants	Better shopping options
49	Nothing	
50	Less expansion	Less condos
51	Parking downtown	Allow Pets at Veterans Memorial Park
52	More pet friendly	More parking
53	Better public works- terrible at plowing and maintaining green space	No more expensive high rise apts/condos. Downtown looks terrible
54	Parking structure behind Avenue Mall	Remove some of the stop lights, add round abouts
55	Less development downtown	Less residential development

	Response 1	Response 2
56	Decrease new housing projects. Oconomowoc is starting to not be able to handle the population growth in every aspect.	Improve crosswalk signals/lighting so people can be seen. Dangerous at times driving on Wisconsin Ave.
57	Higher end restaurants downtown	Supporting infrastructure for all the new condos & subdivisions
58	Better restaurants	More things for teens to do
59	Lower taxes	Better snow plowing!
60	Parking need a park structure	Parking in front of Eagles Landing on the street
61	Complete trails for bikers, walkers.	Improve quality of foods available at restaurants.
62	Less building to preserve natural environment	More activities specifically for seniors
63	Don't close streets while building condos	Better retail
64	Improved east-west flow of traffic	Complete tunnel under hwy67
65	Alternate side parking on city streets in winter - I have a small driveway and we barely fit	Dogs allowed in parks, especially a few on water.
66	Transportation - bike path connectivity	School quality
67	Stop building	Stop building
68	More casual dining options	
69	Less condos	More events
70	More walking/biking paths	Better schools
71	Train whistle enforcement	Park and Rec department
72	Creating a public dog park.	Keeping as much waterfront land open to the public.
73	Better garbage company. John's is absolutely horrible.	More city parking. All the shops but no place to park
74	more parking downtown [not sure how though...]	
75	More entertainment and dining in the downtown	More specialty retail in the downtown
76	more trees planted in parks	
77	Less truck traffic	More parking space
78	Improve the lake view	Improve the schools
79	Safety, crime and sex offenders	Holding people more accountable
80	Better shopping: Wal-Mart and/or dept. store	Smoother roads
81	-add vacuum truck for curbside leaf collection	-block semis on Wisconsin ave, elim parking on Wisc downtown, put in bike lane
82	Monthly "lights out" to view stars	Green spaces preserved
83	Less residential development along water; river or lake.	More green space, dedicated river access for paddle, bike lanes.
84	More green spaces	Pet friendly areas
85	Continued emphasis on green space, natural areas, etc.	Limitations to downtown traffic during evenings and weekends. Not sure how to accomplish this, but the quantity and speed of cars is concerning for public safety.
86	Lower taxes	Less condos
87	Connect the Oconomowoc Parkway	
88	More bike and walking paths	more variety in restaurant and shopping choices
89	Moderate development especially high rises	Be fiscally responsible with city spending
90	More access to the lake	Increase the beach accesses and size
91	Seeing more businesses coming into town	More kids activities for working parents in the evenings or weekends
92	remove parking from on Wisconsin Ave between North Walnut and Main St and replace with a bicycle lane	Allow dogs in all of the parks and provide garbage bags for dog waste
93	Stop putting up condos.	Add a variety of lower cost stores and eateries.

	Response 1	Response 2
94	change the stop lights to be flashing red/yellow after 7 at night	remove lights at old Sentry intersection
95	Downtown parking	More roundabouts in key locations
96	More dining options (variety)	Improvements on Village Green (restrooms, etc.)
97	Road Condition	Affordable Housing
98	stop building condos	get rid of the construction downtown
99	We need parking downtown. Storefront parking is not enough.	Our roads need a lot of repairs!
100	No huge unattractive condos I our historic downtown	Keep our historic feel
101	Make sure streets that need to be paved are paved before streets that don't. (ex. Harvard St.)	Improve street lighting in some areas.
102	To have a train station for people in Oconomowoc to commute to Milwaukee and Madison by train.	To keep green space and beaches near the lakes. NO MORE HUGE CONDOS GOING UP ON THE LAKE!
103	Listening to the people of the communitu	Shopping
104	More employers	More events
105	A downtown higher end grocery store	
106	Stop allowing private developers to clog public streets w construction equipment	Allow leaf pickup in the streets w vacuum truck
107	More restaurant options that are not fast food	
108	More bike trails	Upgraded parks
109	No more condos.....blocks the lake view and makes the town feel claustrophobic	Small grocery store in or around downtown
110	No codos	Less apments
111	More commercial development	
112	More places to take your kids like a splash pad, bounce house place.	Target store
113	Road quality	Less stop lights, more round a bouts
114	Road repairs	
115	Fishing pier put back on Lac La Belle	More cops ticketing speeding. It's awful how fast people go.
116	.	.
117	Better on line communication	Fulfill promises made at Pabst Farm
118	More Trendy restaurants (rooftop bar)	
119	Talk about Diversity and it's importance	Empowering low income families in our own city
120	Parking for access to stores in downtown	Fix traffic congestion-it's hell driving through downtown to get to the house
121	Downtown Parking	
122	Connecting more roads in the city. Right now you have a two major roads.	
123	Continue to develop more businesses downtown	Stop selling lakefront land to condominiums
124	Affordability	
125	More parking throughout the city, not just downtown.	More big box stores
126	Stop building	Better police protection
127	Real stores	Restaurants
128	Give us back our lake views downtown	Stop selling to condo developers.
129	Less big development	Create an off-leash dog park
130	More downtown parking	More nice restaurants
131	Roads	More businesses in pabst farms

	Response 1	Response 2
132	Additional restaurants	Additional retailers
133	More unique (not chain) restaurants.	Healthy food options (grocery stores, restaurants)
134	Better Street Maintenance on Thackeray Trail	Council that listened to the citizens
135	More bike and walking paths	Downtown or west side grocery store
136	Finish Oconomowoc Parkway	More bike & pedestrian friendly infrastructure
137	Less low-income housing for the transient population	Stop building high-rise apartments/condos right by the lake. It blocks the view for everyone else.
138	Continue efforts to manage growth	Increased education to public
139	Better street maintenance, snow plowing etc	Consolidate law enforcement to save \$\$
140	Slow down the building of high priced condos and apartments	Make Pabst Farms what it was promised to be
141	Slow down the development	Do something, anything for the youth.
142	walk or bike to shops, hospitals, services	more boat launch spots/parking (for a pontoon, not a small fishing boat)
143	No Comment	No Comment
144	better restaurants in downtown	
145	available public transportation	more available help for assistance with house and yard chores
146	Revitalize the downtown	New development
147	Finish the lake walk to City Beach	Better Downtown Parking
148	more pedestrian paths and safe biking/walking routes for kids and adults	preserve open space - the scenic views of open land provides beauty, stress relief, and so many ecosystem services - clean water, air, soil, habitat, etc..
149	Get rid of K-mart need a store more affordable choices: Target, Meyer, Walmart	Continue to improve beauty of boardwalk/downtown area with park area and trees
150	Better parking in the downtown	More quality shopping out at Pabst Farms
151	Walgreens or other drug store downtown to walk to	Grocery store - not expensive
152	Further development of Pabst Farm	Sidewalk on Lapham adjacent to Longmeadow subdivision
153	updated schools	
154	More dog Friendly parks and public areas	
155	Refresh of parks and and park equipment in some of the smaller parks	Continuing development of the downtown area
156	stop building condos	more diverse dining/entertainment options
157	Preservation of historic properties	More controlled development
158	The city listening to issues such as flooding on Crystal Lake	Larger variety of stores in Pabst Farms
159	roadway connections at Thackeray & Lake Bluff Drive	Implement trail connections & easments City has in place
160	less road work	more parking downtown
161	Get rid of the round about and put in a light.	Get more stores in the Pabst Farms area.
162	less condos blocking the view of the lake	less condos blocking the view of the lakes
163	Maintain the downtown charm- don't lose all historic aspects	Be proud to be Oconomowoc. Stop trying to be Brookfield or other cities.
164	Less churches/omnipresent religion	Fill empty buildings with businesses
165	Parking. More parking, central to downtown. I don't mind walking, I do mind having to hunt for a space.	Allowing chickens within city limits (limited by household size maybe?)
166	Safe cross walks	Communication from City

	Response 1	Response 2
167	More events for younger people	More boat docks for rent
168	Even greater appreciation for our lakes, river, watershed	Even better parks
169	Chick fil A	Sams Club, Woodmans or Costco
170	Expansion of teen services	Continued economic development
171	Traffic tie ups downtown	Parking downtown
172	A better department store. Please get rid of Kmart and give us a Walmart	
173	More grocery options	More food options
174	Chemically Treat Lake Fowler to control weeds	Improve safety via better speed control in downtown areas. Too many speeders for the number of pedestrians
175	Healthier restaurants	Don't over build. Keep nature.
176	Attrack more day to day life shopping options for daily household needs; a better option than just Kmart	
177	quality of street surfaces	downtown parking
178	Free city beaches for residents	Bike trails around town now that there is increased traffic
179	Grocery stores and churches in town not outskirts	Stop the building and taking the countryside away so we can stay small town feeling and the country can stay country. We don't want to be another Waukesha
180	More activity's for teenagers	More restaurants
181	Open road on Thackeray Trail	Stop building condos on the lakes, can't see the lake anymore
182	Fix more roads, especially Elizabeth st	Better water quality
183	School drop off traffic	More dining choices
184	Grocery store on west end of town	Proper Sidewalks for walking to schools
185	No more high rises	Less retention ponds
186	Na	Na
187	Less new apartments, condos	Less crowding out of businesses
188	Affordability of housing (not low income, just affordable options for those who are middle class)	Revamp of older town down buildings
189	Less growth	
190	Small town feel	
191	Downtown parking	Better variety of medium to fine dining. Too many pizza and coffee places.
192	Less condos especially around lakes so everyone can enjoy the views	More parking downtown
193	More for kids and teenagers to do	More affordable homes for the middle class
194	None	None
195	No more condos	
196	keep the old and historical houses standing	keep offering great family activities
197	More undeveloped natural spaces	
198	The smaller streets in town in the older neighborhoods should be repaired, not just shoddily patched.	Getting thrush the roundabout from the north or south is impossible at busy times of the day.
199	More destinations for families to go together	A greater appreciation for the history of the city
200	More ways to enjoy the lakes	Fix up the homes around downtown
201	Drive through coffee	More shopping options

	Response 1	Response 2
202	Do not charge city residents for beach use	More downtown parking spaces
203	more affordable living	
204	Construction	Downtown offerings for restaurants and shopping
205	corridor east of the roundabout	spaces for teens and young adults
206	Lower taxes	affordable rentals
207	Quality healthcare	Outlets for tweens and teens
208	Higher quality business/restaurants	Bike trails on major roads south end of town / concord road
209	The length of the traffic light at Wisconsin & Main	Fix the roads
210	Stop building condos blocking out beautiful lake views and bringing in a different crowd downtown	
211	Woodman's please	Chick-Fil-A
212	I feel cut off due to the bypass and having to "go around."	I am worried how much worse the traffic will be with all these condos/apartments going in downtown because the traffic is already ridiculous during rush hour.
213	Less segregation or favoritism of the higher income families	All schools equal and more programming for kids who accel
214	More dining options	More retail options/ but not cheap places like Farm & Fleet :(
215	Better community planning affects everyone daily	
216	Clean up old neighborhoods...help remodel houses	Sick of dumpsters and junk at business property at end of franklin street
217	More local business in downtown	
218	Train stop	East Wisconsin Ave retail development
219	Some more shopping options on the northern side of town near 16/67 and closer to NHI	
220	Stop building condos and apartments in downtown area	Add more Green space in planning. For example the area on Lisbon Rd by Oconomowoc golf course should have been set aside rather than build more senior services. There is no Green space as the city continues to expand.
221	Better response from city departments!	
222	Traffic signals based on traffic flow, not timed	Less Fleet Farm businesses
223	More non-chain restaurants	Need for more teen/juvenile friendly venues
224	more affordable housing - too many richy condos!!!!	more stores like Target, Shopko, World Market
225	Traffic	Less growth
226	Dont get busier	I am happy as it is
227	Sensible growth development	Taxes
228	More bike trails	More downtown businesses
229	Get rid of the "Pabst Farms" high end idea, we need shops and different food options	Dont make it hard for small business to succeed!
230	Communication	
231	more affordable housing/less condos	public transportation within city
232	Careful, thoughtful city budgeting and taxation.	Road maintenance.
233	Improve East Wisconsin Ave corridor	Make sure Olympia does not become a Subdivision
234	Local transportation	
235	Better protect the lakes, we have to much impermeable	It seems as if the city rubber stamps every

	Response 1	Response 2
	surface right next to the lakes	development that comes a long, more study of all the impacts to our community is needed.
236	Control traffic at hwy 67/ beach rd area	Develop better ways to control water runoff in subdivisions
237	Many residential roads need improvement	The lights on hwy 67 are not timed well at all
238	Downtown traffic handling	West/East side development
239	Less condos near downtown	Less downtown "NEW" construction
240	No more high rise condos; no more round-about	a movie theater
241	More roundabouts and less stop lights	Legalize medicinal marijuana
242	Restrict building on our lake shores	Invest in public education
243	NO MORE CONDOS	NO MORE CONDOS
244	more restaurants	
245	More parking	More views of the lakes
246	More parking downtown	More shopping at Pabst farms
247	Parking needed for downtown	Increase community park for usage
248	Construction and traffic	Stop Building
249	Stop allowing Big condo builders in our downtown	Stop removing the historic value from our community. It's one of the main reasons we chose to move here
250	Improve schools	
251	More business in the area, ex:restaurants,shops	Less development ex:condos
252	Less condos and Apts	More community type stuff for downtown
253	We need a dog park	Bike path/trail to Dousman to hook up with trail there
254	Ending school referendums	Adding conservative leadership to school board
255	Emphasis on teens -skate park, sledding hill @Olympia w/ rec center. Coordinate events with school district	Plan for affordable housing. Businesses need access to lower wage employees
256	Community investment in schools	Fewer condo developments
257	More green turn arrows and stop lights on the bypass to deal with all the new developments. Driving there is so dangerous.	More restaurants and shops downtown.
258	Prioritize natural spaces with collaborative educational partners	Increase city/area wide bike/walking paths
259	Public transport to/from Milwaukee and Madison	Increased focus on diversity and bringing more minorities to the area
260	Street improvements- repaving	Attract more high quality businesses
261	A grocery store downtown, like a Sendicks	Parking structure
262	Turn Olympia Resort into a publicly owned golf and ski destination	
263	Fewer condos and obstructions of the beautiful lake views. The overdevelopment is a travesty.	The Village Green and restaurants downtown have been a plus. Nicely scaled.
264	Safety of individuals downtown (teen hours?)	Continued community events
265	More restaurants	More shopping
266	More realistic speed limits on major roads	Free access to beaches for city residents
267	Less condos	Less condos
268	Less construction	More downtown parking
269	More downtown parking	More upscale shopping, a movie theater
270	If we had a Target store	Improve the curb appeal of businesses on Wisconsin ave. Between downtown and 67 bypass-that area is

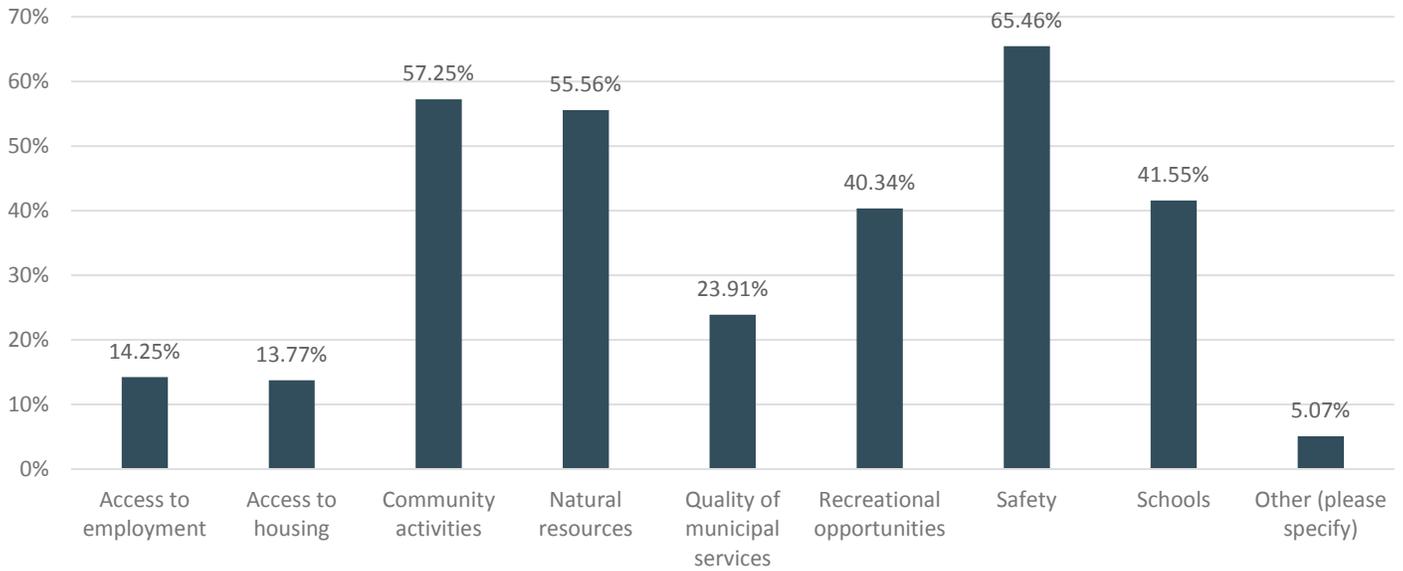
	Response 1	Response 2
		such an eye sore. Develop the old Sentry property into family friendly retail space. For the love of God, stop building condos.
271	More options to choose from.	A Target store.
272	Pabst farms retail	More restaurants/bars
273	Bike trails through city	Not sure
274	Continued city growth	Being back high-end shopping growth
275	Road improvement	Quality Public Schools
276	not sure, have to think about this one.	
277	cracking down on unsafe drivers, specifically those who drive through stop lights when it is red!	build a Splash Pad :-)
278	Stop condo building	Provide parking downtown
279	More affordable apartments instead of ridiculous condos	Supporting downtown businesses and upkeep of buildings to make it appealing for visitors
280	Different stores	More parks
281	Police presence during rush hour/slow down traffic on Summit Ave./67	Do not allow any more high rise apartments or condo living
282	Grocery store where sentry use to be. Not pick n save	Improve the buildings and businesses east of the roundabout downtown. Many buildings are unkept.
283	Better zoning	More conveniences
284	Less development	
285	Better traffic control	More downtown parking
286	Fix road at train track Wisconsin Ave and Cross St	Improve the approach on Hwy 16 heading west in to Oconomowoc.
287	Less condominiums	Transparent city government-which we do not have
288	Train stop	
289	More parking	
290	Road repairs in areas other than downtown.	More police enforcement of speed along the bypass and Hwy 16 corridors.
291	Fewer condos	
292	More retail- big box stores...Target, Home Depot/Lowe's, Costco	More national chain restaurants - Olive Garden, Red Robin, Macs. You know what I'm saying. Something besides Chili's.
293	Local road improvements	It'd be nice to have a yard waste dump so we don't have to wait for pickup
294	Additional moderate to high end restaurants and shopping	More dog friendly; additional recreation facilities such as a tennis/racket facility, community pool
295	City plants a tree barrier on their lot on 67bypas and Z. The stop lights shine in our windows. There are big trees behind all of the homes next to the bypass.	
296	Fewer condos so that everyone can see the lakes rather than big stupid brick monstrosities. Keep the big old houses that have been part of Oconomowoc's past.	Fewer fast food places on Hwy 67 and more natural beauty visible.
297	More police patrol to stop speeding	Slow down growth
298	not extend Thackeray Trail	time stop lights better between walgreens & 94
299	Lower price new homes	Better retail stores
300	Fix our street without extending it	Improve parking downtown
301	Less traffic	Less building

	Response 1	Response 2
302	Less condos	No low income housing
303	We need a discount store. Kmart is terrible. We really need a Walmart or Target.	parking downtown needs to be addressed. It's awful. The new condos/stores are going in across from St Paul's with NO PARKING being added. Parking there stinks already.
304	Improve access to lakes for entire community	Listen to residents instead of developers. Stop condo growth!
305	Leaf pick up without bags	Burning regulations
306	Road quality	More dog-friendly parks
307	Less buildings/retail improvements	
308	No more condos or appts	Affordable subdivisions for middle class taxpayers
309	Stop all the building of massive structures. Who wanted all of this.	Opportunities for Family Activities
310	Less apartments and condos	Up scale businesses
311	Less million dollar condos	Preserve the history
312	No more condos	more pet friendly
313	Downtown stores opened after working hours.	Less clustered high rise buildings.
314	More beer gardens	More upscale, unique restaurants
315	More (and better) options for shopping. Like Target, Kohl's, Costco, Woodmans	Continue to support and improve downtown.
316	More retail like target, woodmans etc	More restaurants
317	Continue to improve public safety	Continue special events downtown
318	Better public schools	
319	Bathrooms open year round at the main city locations	Have beach prices be for school district not city based
320	More Shopping Locations (big stores)	Pet friendly parks
321	More police patrols on Oakwood Ave.	No parking enforced on Greenland Ave.
322	Less condos	More trees and nature space
323	public transportation options to Madison and Milwaukee	more bike lanes and sidewalks
324	Better parking downtown	Fewer condos and neighborhoods
325	More sidewalks in our area to local schools	Higher-end shopping out in Pabst farms- Target, Trader Joes, etc.
326	Less condos	Better roads
327	Less condos!	More restaurants
328	Additional parking downtown	
329	Streets	
330	More retail stores	More restaurant choices
331	Stop building condos to keep small town feel	Improve things that people care about instead of things they dont
332	Outdoor aquatic center	
333	more retail shopping	
334	Better roads	More chain restaurants
335	More retail near Pabst Farm	Fix current infrastructure before building/expanding
336	Less development	Less big stores
337	Higher quality places to shop	Less rampant building on the lakes
338	More restaurants	Target
339	More grocery stores like Trader Joe's	Continued investment in schools
340	Quality education preparing students for future tech and	Develop the commercial offerings at Pabst

	Response 1	Response 2
	science careers	Farms...larger retailers, restaurants and businesses. Local employment opportunities
341	Better Streets	More Basic retail shops
342	More sit down restaurants	Meijer food store
343	Less condos!	Increase communication within community, realize in today's world not everyone can attend city meetings or read the minutes. Have information easily accessible, Keep open lines of communication always within the community. So much is still good ole boys club, works has changed, have more social media posts alerting residents of happenings. All anyone wants is to know what is going on. When you fail to communicate above and beyond, it gets the rumor mills going and people speculate, judge, and gossip. That could easily be improved with better communication. This community is so amazing, and I am so proud to have worked, lived and raised our children in this wonderful environment. Let's never lose that!
344	Fix downtown side streets (Cross Street, Forest. etc)	No more condos/apartments! Too crowded and looks awful. Bring back the charm.
345	Put roads through to distribute traffic	Construct parking garage on Collins street
346	street repair	yard waste removal
347	Social conscience regarding preserving public space for the community.	Limiting large scale development of land on the lakes.
348	-	
349	more parks with playgrounds	more bike lanes
350	more small business	less apartments
351	Switch roundabout to one lane	Develop a program for the emerald ash bore to help home owners with removing or treating these trees
352	Traffic	Bikability
353	Focus on small businesses	Less expansion of condos and apartments
354	More restaurants	Get a Sendik's
355	More downtown businesses and less condos	More parking downtown without a structure
356	street repair	more handicap parking
357	More restaurant options	More or improved parks and recreation areas
358	na	Na
359	Safer driving; lower speed limits, especially near schools	More employment opportunities with a living wage
360	More inviting downtown	Less condos
361	Cheaper housing all these condos insanity bring in wealthy people not us everyday Joe's	Police freaking out if they see someone with darker skin. My kids love diversity
362	More "big box store" shopping (ex: target, walmart) in pabst farms area.	
363	More parking downtown- build a parking structure to increase spots without taking up too much land	Increase public school funding- I'm not impressed with the scores we have received over the last few years and I know we can do better
364	Downtown grocery store	Movie theater
365	Recreation adults	Recreation for kids
366	Council without personal agendas	spend the \$12 on a good Police Station / Sentry

Question 10: What primary factors contribute to a positive quality of life for you in Oconomowoc? (select up to 3)

Answer Choices	Responses
Access to employment	59
Access to housing	57
Community activities	237
Natural resources	230
Quality of municipal services	99
Recreational opportunities	167
<b>Safety</b>	<b>271</b>
Schools	172
Other (please specify)	21
<b>Total</b>	<b>407</b>



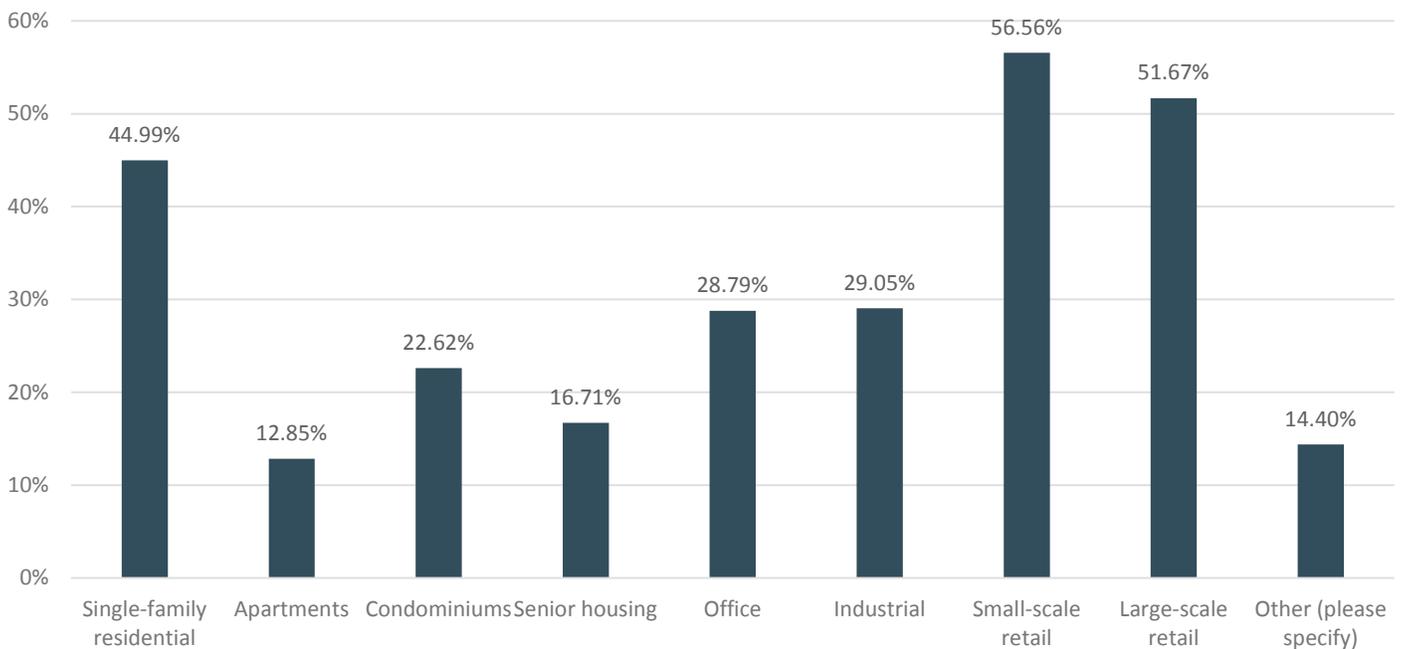
**Open-ended Responses**

1. Minimal low income housing
2. Affordable housing. Right now the apartment prices are ridiculous That is why all these apartments buildings you build sit half empty after a couple of years being open. It's too expensive to live there. We aren't all rich in Oconomowoc, there are some poor people that live here too.
3. Retail and restaurants
4. Holding criminals accountable
5. Less traffic
6. Restaurants and retail
7. small town feel in the downtown area.
8. Shopping
9. We need a dump or place to take refuse
10. Downtown

- 11. Quiet, rural type quality of life
- 12. Friendly and open community
- 13. 2
- 14. Proximity to family
- 15. Downtown bars/restaurants
- 16. Still has a small town feel
- 17. I enjoy the cultural opportunities (art festival, OAC, band shell), access to local businesses, love my library. We are still a small city.
- 18. used to be less people & traffic
- 19. I like the downtown area
- 20. Save the old buildings
- 21. Family connections

### Question 11: Where would you support a growing tax base to maintain existing municipal services and quality-of-life amenities?

Answer Choices	Responses
Single-family residential	175
Apartments	50
Condominiums	88
Senior housing	65
Office	112
Industrial	113
<b>Small-scale retail</b>	<b>220</b>
Large-scale retail	201
Other (please specify)	56
<b>Total</b>	<b>407</b>



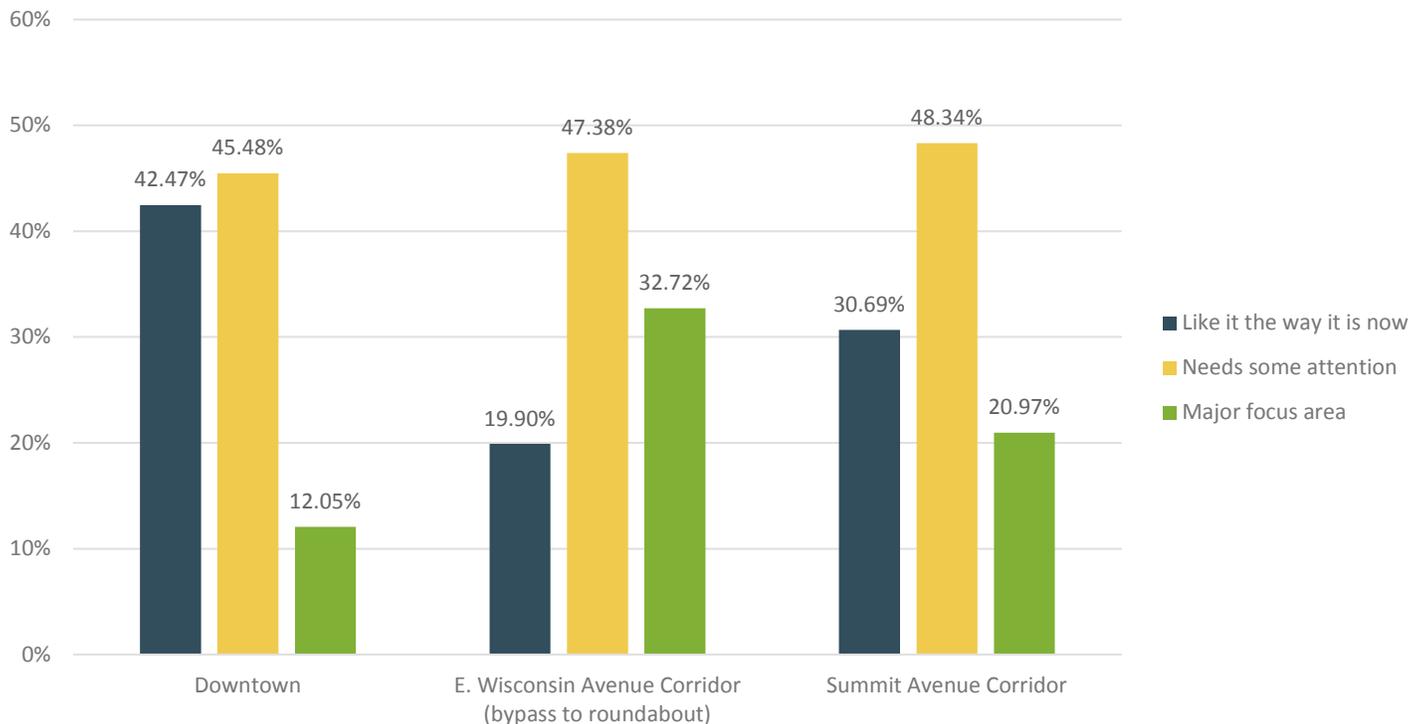
## Open-ended Responses

1. ?retired
2. ALL - But in zoned areas established zoning area and let the markets determine. No 30 story high building at this time.
3. No more condos on the lake
4. seek balance and compatability
5. No more "high rise" buildings close to the lakes like the one across from St Paul's lutheran church.
6. Keep the quaintness of down town. ( Think Lake Geneva, Galina ...
7. Better money management is needed
8. Expand Pabst Farms retail
9. None
10. Low income housing
11. More police and other safety services
12. Perhaps a movie theater
13. Parks and Recreation: Fenced Nashota type dog park.
14. Large-scale retail where appropriate (e.g., Pabst Farms area)
15. No need to continue growing
16. apartments and condo's that are not right on the lake.
17. Tax churches
18. Rental properties
19. No more large condos with no green space
20. Special Assessments
21. please - no big box stores and gigantic parking lots.
22. No More Apartment Buildings Please!
23. Need a facility like Princeton Club
24. Not sure
25. Corporate center development
26. AFFORDABLE senior apartments and living
27. Park improvements. Skate park?
28. Too vague of question
29. Stop trying to make Oconomowoc a Brookfield
30. Recreational opportunities for children ages 10-18
31. We are going to grow too fast and it will kill the small-town community feel.
32. Not sure what this question means
33. I don't see the value of increasing tax base as expansion just creates more expenses (e.g. more schools, larger roads, expansion of services.).
34. Better upkeep of roads
35. public transportation
36. If it's only to maintain, then no additional uilding needs to be done. To grow the services, then industrial outside of the downtown area.
37. Legal medicinal marijuana!
38. NO MORE CONDOS!!!!
39. None
40. With thoughtful, collaborative long term planning
41. NOT condos!
42. Restaurants

- 43. I rather have a reasonable tax increase, versus more condos or large-scale retail
- 44. Affordable apartments
- 45. Build a community pool like HCrtford or a country Springs indoor/outdoor pool that can host parties and swim lessons for kids.
- 46. PLEASE STOP WITH THE CONDOS!
- 47. 🤔
- 48. Do not support current growth initiatives which have put us in a terrible position
- 49. nicer scale retail!
- 50. Affordable housing
- 51. Not sure
- 52. Stop giving TIFs to big corporations
- 53. Vertical mixed use development that compliments areas close to but not on the lakes.
- 54. More residential bleeds tax dollars...we need office and industrial and commercial to generate tax dollars
- 55. restaurants
- 56. If it's only to maintain then taxes don't need to increase. If you're going to improve them then I'm okay with it.

### Question 12: What are your feelings about redevelopment in the following areas?

Answer Choices	I like it the way it is	Needs some attention	Major Focus Area	Total Reponses
Downtown	155	<b>166</b>	44	365
E. Wisconsin Avenue Corridor (bypass to roundabout)	76	<b>181</b>	125	382
Summit Avenue Corridor	120	<b>189</b>	82	391



## Open-ended Responses

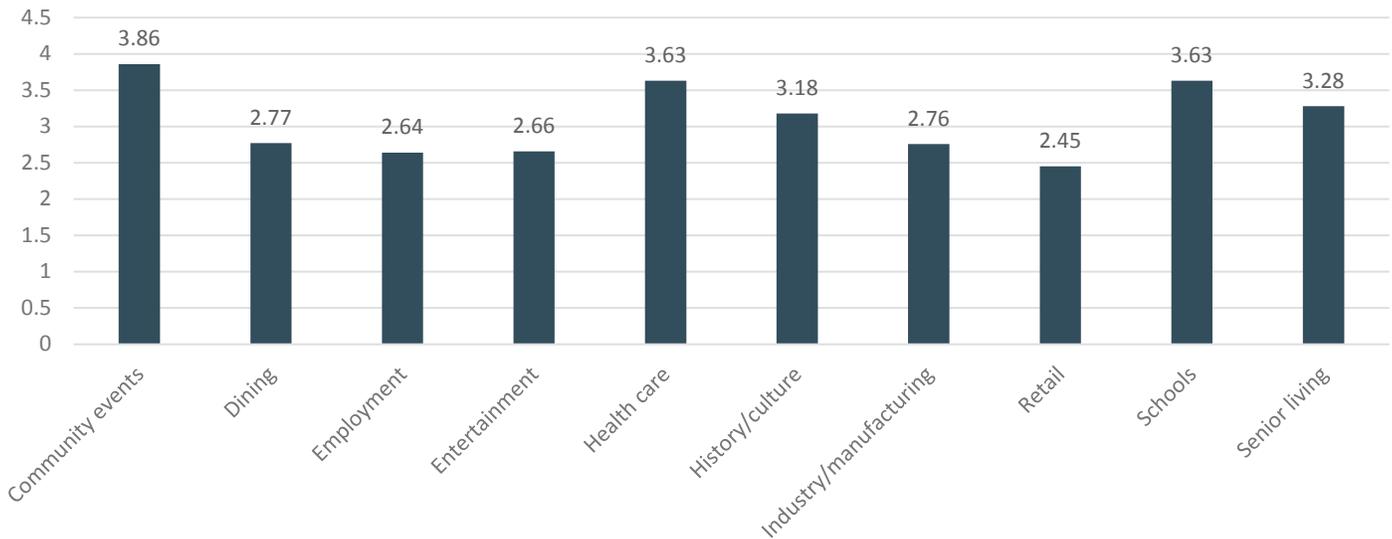
1. no more huge condos
2. No more condos on the lake
3. A small scale grocery store in downtown area
4. no low income housing, please
5. Fiberesin is an eyesore; more views of Fowler Lake.
6. Summit ave is far too urban. It's like Brookfield's Bluemound road. 'Tis not for walking.
7. No more condos !! Out of towners do not know where to park, and locals are running out of paces to park.
8. Bring in more retail and restaurants!
9. The areas as you approach downtown all should be evaluated. From lorelebergs on down. Need more restoration of buildings. Put the city Christmas tree in the village green center and add more lights to it.
10. East Wisconsin ave. corridor. Would like to bring to attention that a good number of properties have Fowler Lake frontage behind the buildings. This needs to be cleaned up and have an walkway or nature trail. What a waste of our Natural Resources right in our city.
11. I thought when you were upgrading the hwy 67 summit avenue that you were going to put a big roundabout there and take out the BP and the two lights in that area. I was disappointed that you still put up those two lights so close together. People race through those intersections even though it is suppose to be 25mph.
12. Must drive to Delafield or Watertown due to poor retail
13. Please update and cleanup E. Wisconsin Ave. It is not reflective of the quality of our community.
14. If the condos are selling, then we must need them. So build if they sell.
15. Businesses have a difficult time staying open, between Whitman Park and Target is a hot mess, Kmart is really the only option for a big box store and it's grossly understaffed.
16. Needs lights, way too dark evening driving
17. The subdivision off of Summit need more attention. Hertiage Hgts has sewer issues and after Summit was redone City has done a horrible job of maintaining the green space.
18. Too many stop lights, takes 10 minutes to get from downtown to Hwy 94
19. More restaurants but not duplicates of what we have now.
20. The new construction blocks the views of lakes, Major loss the community
21. Move city hall to the old Sentry with condos and a park
22. A mural or landscaping by fiber resin building would improve Eastern entrance to the city.
23. I would try to limit Tractor Trailers from going downtown...
24. I understand why the city has allowed the recent "high rise" residential developments in the downtown area (\$\$\$), but they have certainly dramatically altered the anesthetic of Oconomowoc. Please be sure to take a well-rounded approach to development that prioritizes natural space and a community mentality.
25. Too many condos downtown/on the lakes!
26. I love the old town feel and character with Oconomowoc, but love the new shops going up that keep the old character and add a few modern/industrial touches
27. Housing downtown is enough. Needs beautification w focus on non-red brick architecture
28. The hwy 16 entrance to downtown needs improvement
29. No more atrocious condos blocking the view of our beautiful lakes
30. Move the PD to Sentry find a developer for Olympia
31. Do not need to redo every building
32. Pabst farms needs big box clothes stores
33. I don't like the condos downtown however.
34. The downtown needs to continue to be preserved as a treasure, not developed for big ugly buildings that block the views and sunshine
35. Would like to see the Thackeray trail expansion

36. Too many vacant businesses and buildings
37. Please work with property owners to maintain/improve buildings
38. More pedestrian & bike friendly improvements
39. I appreciate the bike paths that were added to HWY 67 and to summit ave. If you could add a bike path on the E. Wisconsin Corridor that would be great too. There is also a big dip right by the manhole cover by the BP station, when driving west-bound. I usually swerve to miss the dip but fixing it would be a better long term solution.
40. Downtown has done well and is used as examples across other municipalities. E Wisconsin needs to have similar focus as the downtown and should be a continuation of those efforts. Summit ave, specifically the area around Olympia and the Kmart shopping center has a great opportunity for development.
41. City needs a firm 5 yr. strategic plan
42. Not sure if there's anything the City can do about Fiberesin (spelling?) but it's really an eyesore.
43. Wis Ave front lot just east of City Hall -major focus
44. Silver Lake Street Area
45. preserve open space on Summit Ave, especially between Pabst Rd and Ocon Parkway. The wetlands are critical for recharging stormwater, trapping soil and pollutants washed in from Hwy 67, habitat. Keep this land open!
46. please maintain Oconomowoc's charm and stop adding ugly condos. The downtown area is becoming ugly.
47. Some attention and updates needed but don't lose the charm
48. Needs more restaurants and retail, including upscale shopping.
49. No more condos!!!
50. No more banks or gas stations
51. No more massive condo projects, especially on the lakes
52. Downtown needs a parking structure close by to support businesses
53. Downtown Oconomowoc has lost a lot of its small town feel and charm due to all of the outrageously priced condos
54. Fleet Farm has helped. Miss living in Waukesha for all the shopping and conveniences.
55. The Olympia area has great possibilities to address useful Green space such as park, county golf course, community gardens plus living areas that are planned as a community such as Greendale. No more subdivisions or condos. And no more curvey roads. Let's get back to grid blocks like Milwaukee that share the traffic rather than protecting the cul de sac owners.
56. Speeding is out of control
57. Pabst Farms???
58. The Summit Ave. corridor is fast becoming another "Bluemound Rd" I think we have the opportunity to do better.
59. Less stop lights.
60. Old Sentry store area off Summit needs attention. Downtown parking is a big problem. New construction is not complete and these buildings and removal of public parking spaces will be a huge issue-and detrimental to current businesses and consumers.
61. Leave everything alone!
62. NO MORE BANKS OR GAS STATIONS
63. Stop knocking down old historic buildings and stop building view blocking condos! Such a disappointment when another old building is destroyed. The roundabout area needs help.
64. Olympia area good place for police station, movie theatre, rec potential on hill (like in New Berlin) and low cost apartment
65. Bypass really needs turn arrows to improve safety coming out of new development areas. More retail and restaurants on the summit corridor
66. No more on Summit.
67. Downtown has improved so much
68. I feel there has already been too much growth too quickly. I would rather you hold off on encouraging new construction and see what the effects are of what has been developed. Also, the economy is very vulnerable (spelling?) right now. I rather see empty buildings filled then new construction. On E. Wisconsin, I would just like

- to see it cleaned up more, beautified versus new condos, etc.
69. Summit avenue if it includes area between Olympia to Kmart needs ton of attention and then George Webb's to sentry in town
  70. ??? Don't understand the questions
  71. NO More condos PLEASE!!!!
  72. Way too many ugly tall buildings downtown
  73. The Kmart mall and Olympia make that area look trashy. It would be nice to have developers come in and improve that area. Especially Olympia. That's an eyesore.
  74. Could use a 2 story parking structure behind Crafty Cow, etc., in downtown. On Summit avenue, the area from KMart to Culver's needs attention.
  75. bury power lines along Summit
  76. Focus on parking downtown. Focus on Wisconsin Ave Corridor asthetics (landscaping, trees especially by Fiberesin). Get rid of delapatated houses along there too. Summit Ave Corridor needs more businesses. Olympia needs to be reimaged. Pabst Farms needs a shot in the arm.
  77. Downtown is a draw and center of the community, but avenues leading in need some of the attention too. They should be clean, natural and walkable!
  78. Ditch that awful Kmart!
  79. This area is ripe for development so very close attention how that is done in such away that everyone in the community can enjoy the lakes, and public places is essential
  80. Stop adding huge condos
  81. Better lights to stop all the accidents
  82. strip malls on west side of summit avenue main area that could use some attention and the Olympia Resort area
  83. Housing downtown is dumb idea. Use this area for business and not housing. Wasted opportunities
  84. Herro's need to improve their property

Question 13: Promoting Oconomowoc and its economic development is important to the community. Please rate the following:

Answer Choices	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)	Weighted Average	Total Responses
Community events	0	18	104	<b>190</b>	84	<b>3.86</b>	396
Dining	32	<b>111</b>	173	70	8	2.77	394
Employment	28	<b>124</b>	181	39	3	2.64	375
Entertainment	26	145	<b>165</b>	50	7	2.66	393
Health care	7	28	128	<b>173</b>	59	3.63	395
History/culture	13	66	<b>173</b>	114	24	3.18	390
Industry/manufacturing	14	104	<b>212</b>	38	2	2.76	370
Retail	51	<b>155</b>	151	38	0	2.45	395
Schools	5	33	118	<b>172</b>	56	3.63	384
Senior Living	12	41	<b>180</b>	113	29	3.28	375



### Open-ended Responses

1. No more senior living complexes
2. New Senior Center would be good
3. Losing history; retail is nothing usable; activities and sr housing unaffordable.
4. A good little city is a bunch of things. Only a thoughtful government can keep matching needed changes with responsible improvements. Growth is not always an answer.
5. No More Condos Downtown !!!!!!!
6. I'm saddened that Presbyterian Homes and Services is allowed to build in such a beautiful, natural area on Lisbon Road. I moved here because of the beauty of Oconomowoc, not to see continued building and concrete all in the name of progress.
7. Let the more of chain restaurants come in near Pabst farms. And the area by pig wig is in deperate need of businesses to support new growth.
8. Oconomowoc needs to focus on bringing people in from the outside. We need some popular restaurants here to bring them to our area. NOT expensive apartments. You should really put

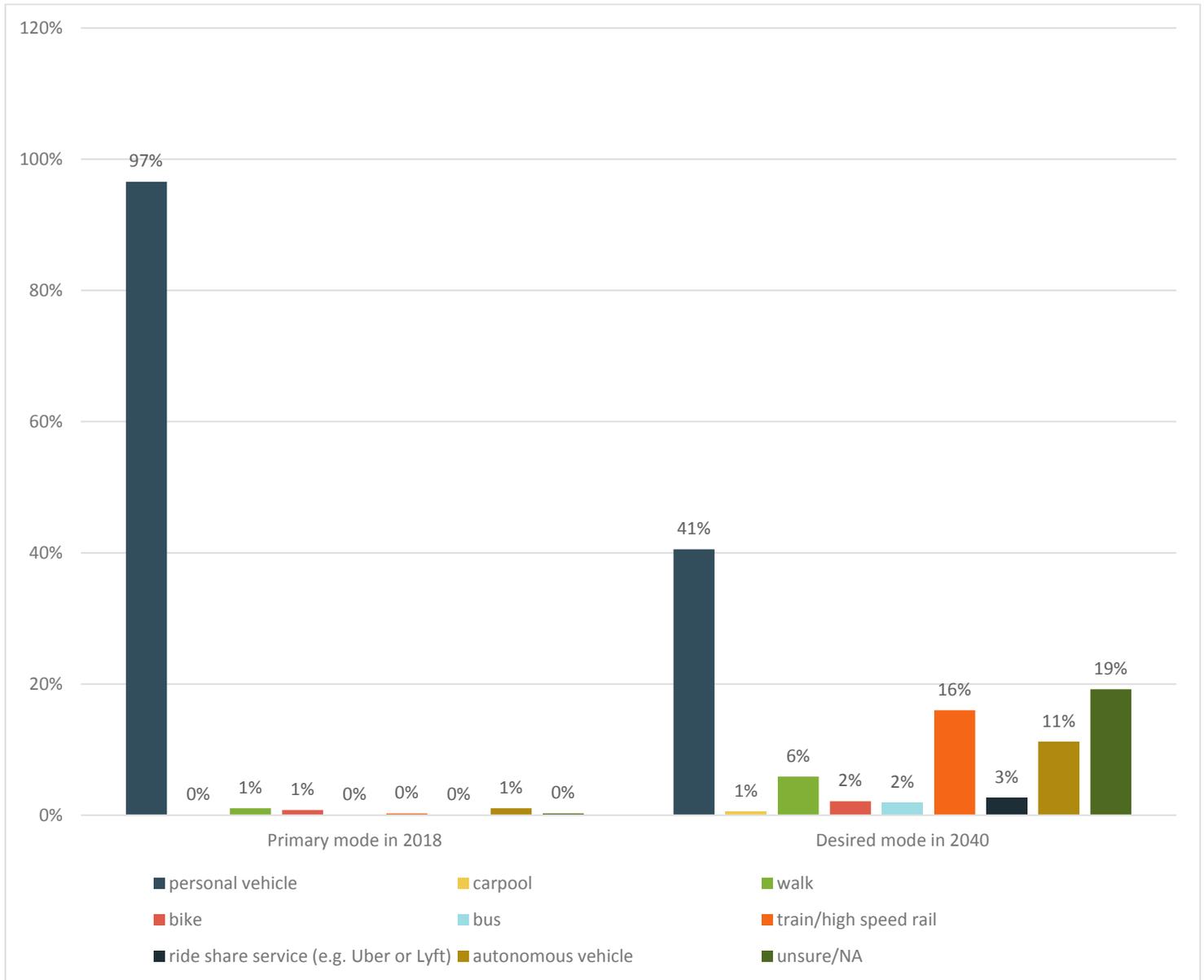
Olympia back to a resort/conference center. How are you going to get outside people to stay here if you just make more apartments. We have enough apartment buildings that are half empty because the rent is too high. Bring in family friendly restaurants something other than Chinese or Mexican. How about Applebees or Chick-fil-A. Oconomowoc does not listen to the people very well. Why do we need more empty apartment buildings. You have wonderful fun activities here why not have a resort/conference center to bring in more events. The people coming to these events will buy food and gifts at our stores. I am disappointed in Oconomowoc getting rid of the conference center at Olympia

9. Schools need trade classes. Mfg, auto and building
10. Need more high paying jobs -not more over priced condos
11. Would be nice to have a large scale retail provider (Target, Wal-Mart, etc) as well as some additional entertainment options (theater, etc)
12. More higher-end restaurants would be great!
13. This question is confusing, what are you asking. How has been accomplished or what should be focused on
14. Please keep downtown developments at current heights; otherwise a walled-in tunnel effect happens.
15. I do not support major retail outlets/chain stores in Oconomowoc. I left blank the lines I have no knowledge of and could not rate
16. Too many sr living and not enough focus on down town/ restaurants
17. Condos and senior housing could be considered complete in the City. Surely the City must be getting close to maximizing the density in the Comp Plan for housing of these types.
18. Need more variety of restaurants
19. I'm not qualified to answer several of these, knowing little about our senior living development. I'm also not sure how we do with industry/manufacturing, but I do NOT want that in my neighborhood any more than it already is (I highly dislike the sound/pounding from D&H)
20. More emphasis on historic/small town feel of the area
21. City needs new talent in top city positions too much same folks making all critical decisions and ? There background to make such decisions.
22. I think the community is saturated now with senior living facilities
23. what about tourism? The local bike trails offer great reasons to draw visitors. Also leverage our midpoint between Milwaukee and Madison - we should be able to offer a diversity of meeting places in our community. I'm on multiple state-wide boards and we are always driving to MKE or Madison, why not meet in Oconomowoc?
24. Need better shopping, Chain hotel in the Olympia area like a Comfort Suites, etc.
25. small town with growing pains
26. Include area merchants in the German fest activities. Give these retailers a chance to share in the event's profits and abilities to draw in more people. Current vendors at German fest are vary lacking.
27. Need more grocery, dining, and fast food options.
28. This question is confusing. Not sure I answered it with the intent desired
29. Need good downtown shopping and more parking. No place to park means less people able to shop
30. Need a movie theatre and grocery store within walking distance of downtown
31. You need an option for no comment.
32. Need more affordable senior living areas.
33. Different kinds of dining are great; we tend to keep adding the same thing, especially in terms of fast food.

34. You needed a not applicable or 'I don't know' option in Question 13.
35. DO NOT DESTROY ANY MORE OF OUR HISTORY FOR THE HIGH RISES. WE ARE LOSING OUR HISTORY ONE OLD HOME, BUILDING AT A TIME.
36. Rec department sucks. They basically leave all development of kids programming to private clubs. No emphasis beyond tennis and swimming lessons, both individual sports. No rec soccer, baseball, football, softball, etc. They should be working with schools to develop those programs so they are available to larger community. Seems like private Y and private clubs are the only game in town, and they're too expensive for most families. Coordination can be done with townships and villages. There is poor coordination between neighboring communities within the school district. Shared municipal court and joint fire/rescue services are proof that it can work really well. Why isn't rec department doing that?
37. The beauty of the area is what makes it unique. Stress this and do not overdevelop.
38. More upmarket shopping
39. I think a movie theater would be a great addition
40. Schools were excellent 20 years ago when we moved here. The steady decline is alarming.
41. I think there can always be more cultural events, and I appreciate the historical significance of our city - could there be more of an emphasis here? If I don't have an opinion on an area, I am leaving it unanswered.
42. I would love to work here and not commute. Not enough high paying jobs for bachelors degrees.
43. It seems like so many of the recent developments have been for seniors and there maybe an over supply in the near future. The community should have a balance of homes and condos. I favor developers and residents who support the community and tax base, condos and homes over apartments
44. Upon the completion of the work done on roads in the city there is a momentum of retail space that is going to continue to make Cooney that place to visit.
45. Would love to see a Trader Joes and/or Target in the area
46. Stop adding condos
47. need affordable senior housing
48. Shorehaven owns Oconomowoc seniors for a price and do glad we have other options now w better quality for seniors
49. No more focus on housing

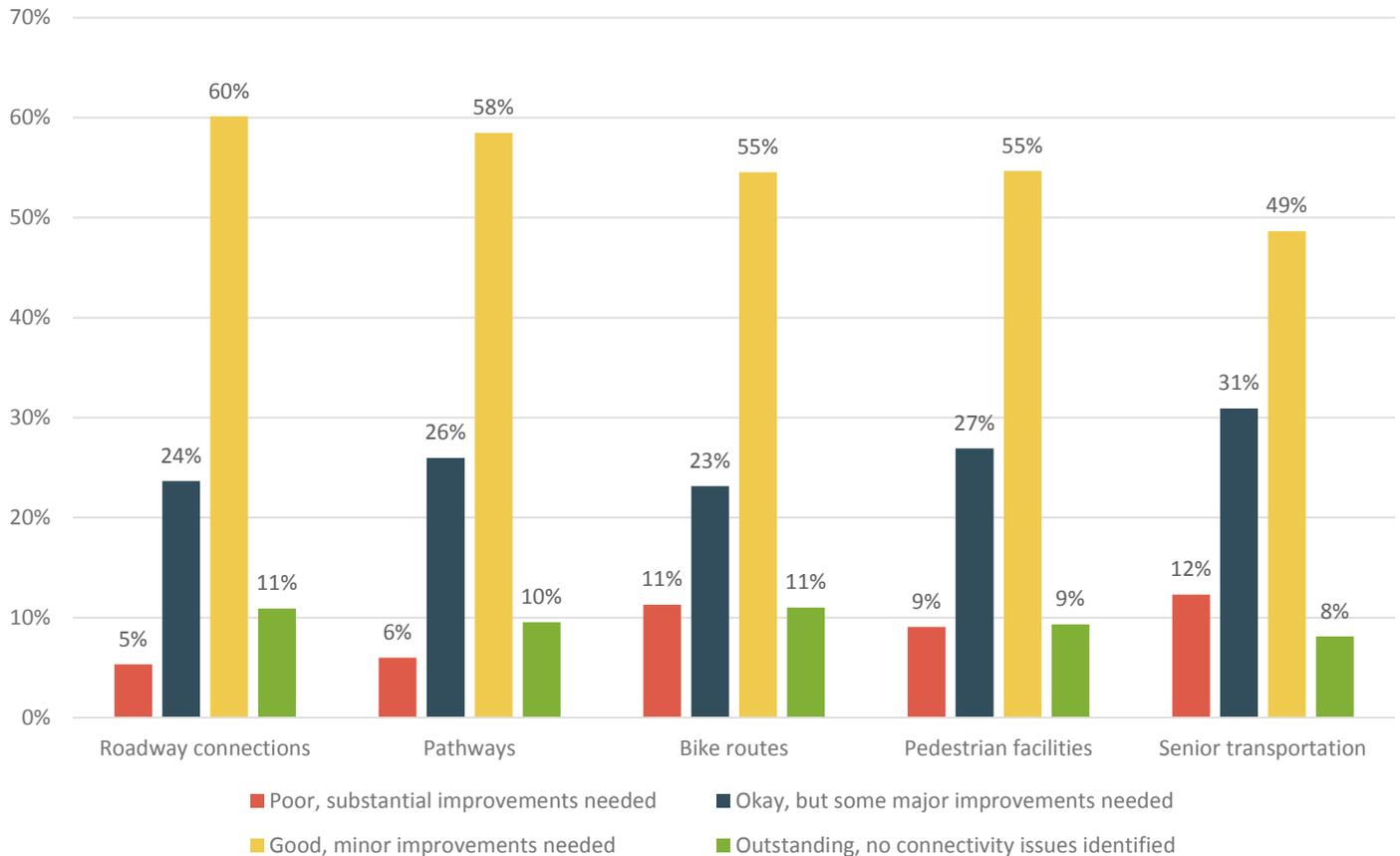
Question 14: Select your current and desired mode of transportation in 2018 and 2040.

Answer Choices	Personal Vehicle	Carpool	Walk	Bike	Bus	Train / High Speed Rail	Ride Share	Autonomous Vehicle	Unsure
2018	367	0	4	3	0	1	0	4	1
2040	152	2	22	8	7	60	10	42	72



## Question 15: How do you feel the City does with connectivity of the following?

Answer Choices	Poor		Okay		Good		Outstanding		Total
Roadway connections	5.32%	20	23.67%	89	<b>60.11%</b>	<b>226</b>	10.90%	41	376
Pathways	6.01%	22	25.96%	95	<b>58.47%</b>	<b>214</b>	9.56%	35	366
Bike routes	11.29%	41	23.14%	84	<b>54.55%</b>	<b>198</b>	11.02%	40	363
Pedestrian facilities	9.07%	33	26.92%	98	<b>54.67%</b>	<b>199</b>	9.34%	34	364
Senior transportation	12.31%	41	30.93%	103	<b>48.65%</b>	<b>162</b>	8.11%	27	333



### Open-ended Responses

1. senior rides on weekends needed
2. Thackeray Trail should go through
3. Thackeray Trail connecting route
4. Need parking downtown
5. Bus - public transportation
6. keep up with road repairs, path to pick n save on wis ave
7. Takes forever to get through this city from point A to B; recent improvements have actually worsened the routes.
8. I would repair the streets instead of Thackeray Trail extension. The by-passes are ripe for commercial, and city planning should be ready with what we think is good.
9. Add bike lanes like Minneapolis
10. Crosswalks downtown should be automatic. Requiring pedestrian to push the button is

dangerous. Roads need resurfacing... look around, you can't miss seeing the needs !!

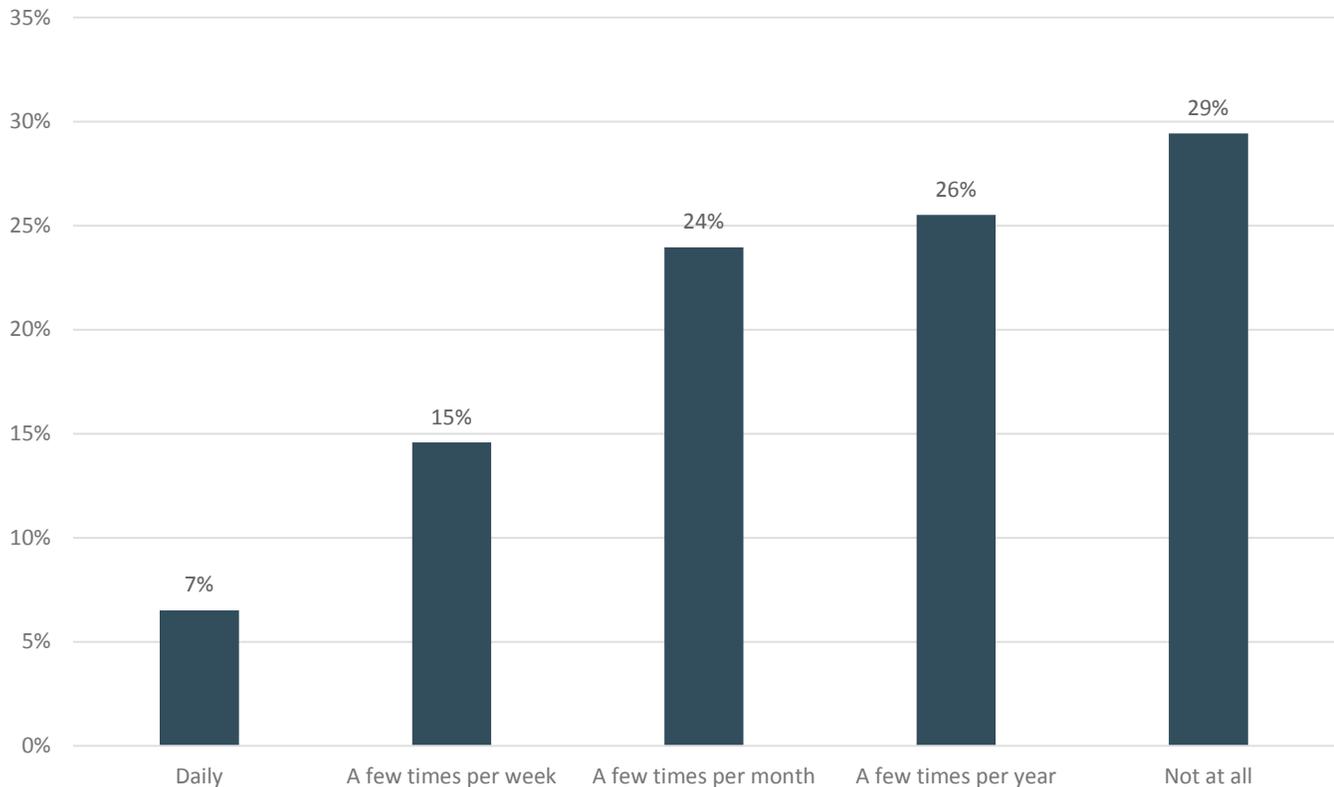
11. Improve bike routes. Add more bike routes. Open up tunnel under HWY 67!
12. Definitely need a bike path that would loop the city
13. I would like to see wider side walks and better night time lighting on the sidewalks - you changed the bulbs but if you walk the sidewalks they are pretty dark - hint you need to space the light poles better, not so far apart. I walk or bike to my destinations in Oconomowoc so I use the sidewalks frequently.
14. Raise speed limit on 67 bypass
15. Orange flags at crosswalks!
16. Highway P north is a nightmare.
17. Is there any way to connect Oconomowoc with Nashotah Park via bike/walking path
18. The new bike paths developed around Pabst Farm area is great! Downtown area is tricky for bikes but not unexpected due to the tight space.
19. Oconomowoc Parkway!
20. A bike lane on all roads would be fantastic
21. Please stop the Thackeray Trail Extension.
22. These questions suck. I'd like there to be more public transport in Oconomowoc. I am not familiar with what "Pedestrian Facilities" refers to, and I'm not familiar with the senior transport situation
23. All city streets need sidewalks. More bike paths to schools and businesses.
24. NA on senior transportation as I don't use it or know anyone that uses it.
25. Need major street improvement program, not nickel and dime fixing but a 5 yr. plan to improve streets not constantly patching roadways
26. connecting north and south areas via path would be nice
27. #14- only offering the choice of one desired mode misses the complexity of transportation. I want to walk, bike, use public transit, rail, and more.
28. If you could just move your city out of Waukesha County I would visit and spend money there.
29. Thackery Rd needs to be extended
30. Crosswalks around schools need improvements for safety. There are also areas where sidewalks could be installed in older neighborhoods.
31. Too much reliance on surface streets for bike paths
32. Silver streak is good but no transport on nights and weekends plus some can't afford it to do everything they need. So I've talked to some walking from pick n save to over by firestation with a bag of groceries due to no ride.
33. road repairs were too long.
34. Repave older roads with concrete or asphalt
35. It would be nice to finish the tunnel under hwy 67.
36. The multipurpose path should extend to the river on concord
37. What senior transport is there?
38. Not familiar enough with the rest to comment
39. Don't know what senior transport options are available
40. DOES THE SILVER STREAK EVEN EXIST ANYMORE?
41. I'm not a senior, but would like to age in place. Seniors answering the senior question should be more heavily weighted.
42. If thackery trail was done it'd be great.
43. I know "connectivity" is an "in" phrase and positions the city towards the "smart city" concept, the city leadership should be transparent about this. I strongly disagree with the so-called smart city concept. I do believe that a rail system to downtown would be a plus.

Regarding question 16 - I enjoying walking every day to be in nature and to be contemplative -  
 - not for it to be task oriented ie: walk to work, shop, etc.

- 44. Sidewalks need some work...ie: hard to get the stroller around the lake
- 45. Lisbon Ave. is a huge mess and hard on cars with its many dips, ruts, etc. Would really like to see it repaired from Lake to the bypass. PLEASE! I had to buy and use a neck brace for all the bumps and dips, causing rough riding.
- 46. Need to finish tunnel under 67 for bikers and walkers. Need to add bike lanes to streets around town.
- 47. pedestrian lane on roads is dumb & unnecessary
- 48. Oconomowoc is desirable because it is a walkable community. Continue to enhance the walkable, cycling and mass transit options will only help to maintain a high standard of quality of life for the community
- 49. Cooney is a vibrant community that has such great potential and should be a leader in all aspects of connectivity. I believe there is room for improvement and look forward to future...
- 50. Silver streak is outrageous tho it's all Oconomowoc has so they keep their monopoly
- 51. City taxi service needed

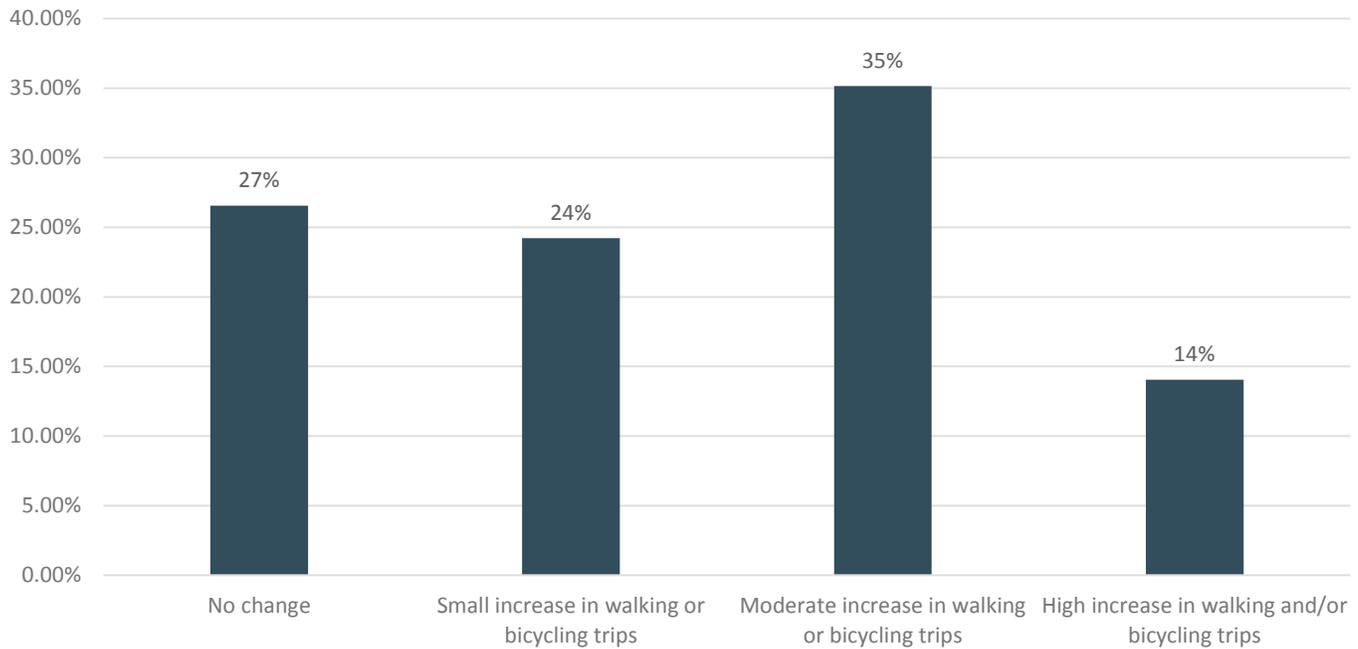
### Question 16: How often do you walk or bike for trips to work, shopping, etc.?

Answer Choices	Responses
Daily	25
A few times per week	56
A few times per month	92
<b>A few times per year</b>	<b>98</b>
<b>Not at all</b>	<b>113</b>



Question 17: If safer, more convenient, bicycle/pedestrian facilities and connections were installed, how would you alter your travel behavior?

Answer Choices	Responses
No change	102
Small increase in walking or bicycling trips	93
<b>Moderate increase in walking or bicycling trips</b>	<b>135</b>
High increase in walking and/or bicycling trips	54



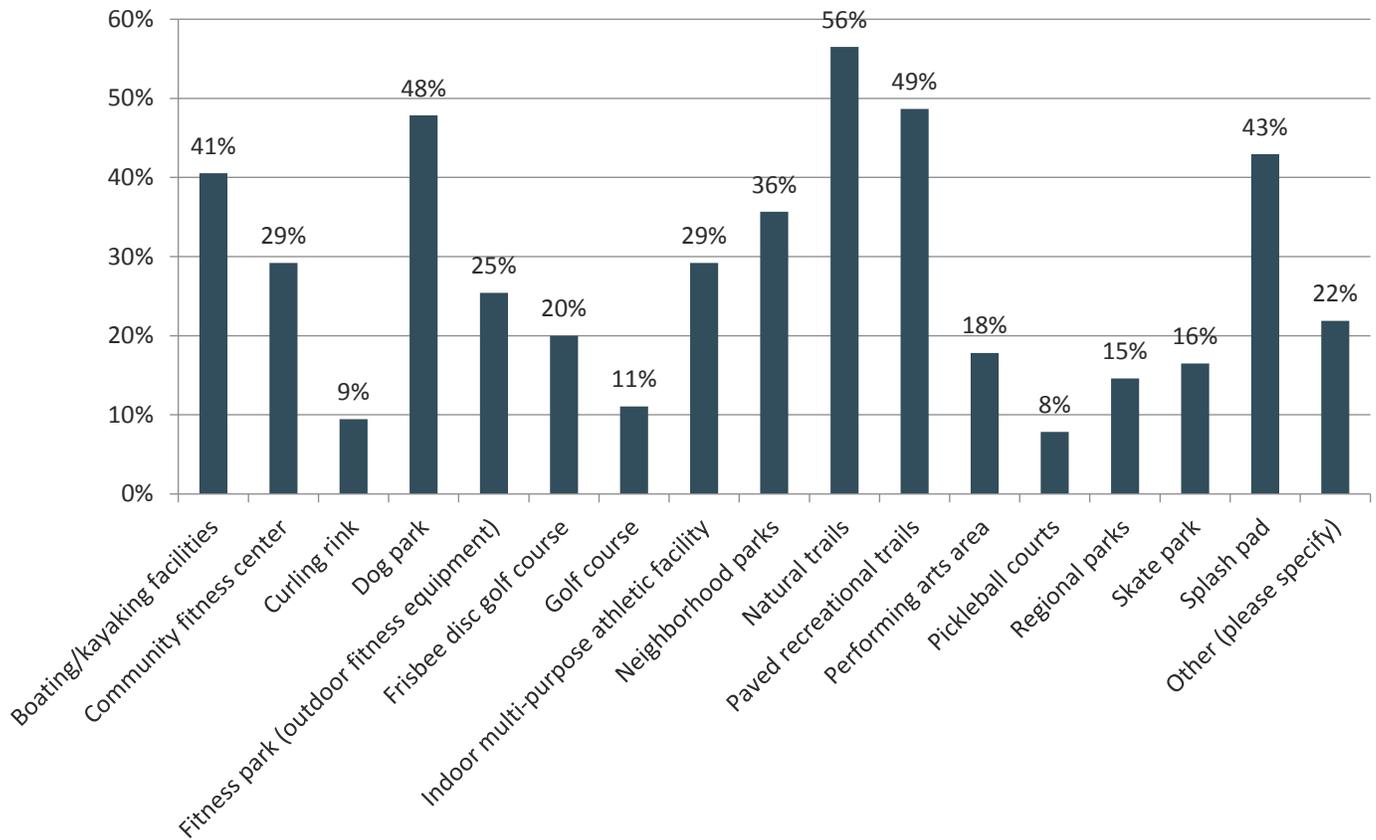
Question 18: Please rate the need for public transit options within or to Oconomowoc.



Total respondents: 360

Question 19: What recreational facilities would you most like to see more in the future? *(select all that apply)*

Answer Choices	Responses
Boating/kayaking facilities	150
Community fitness center	108
Curling rink	35
Dog park	177
Fitness park (outdoor fitness equipment)	94
Frisbee disc golf course	74
Golf course	41
Indoor multi-purpose athletic facility	108
Neighborhood parks	132
<b>Natural trails</b>	<b>209</b>
Paved recreational trails	180
Performing arts area	66
Pickleball courts	29
Regional parks	54
Skate park	61
Splash pad	159
Other (please specify)	81



## Other Responses

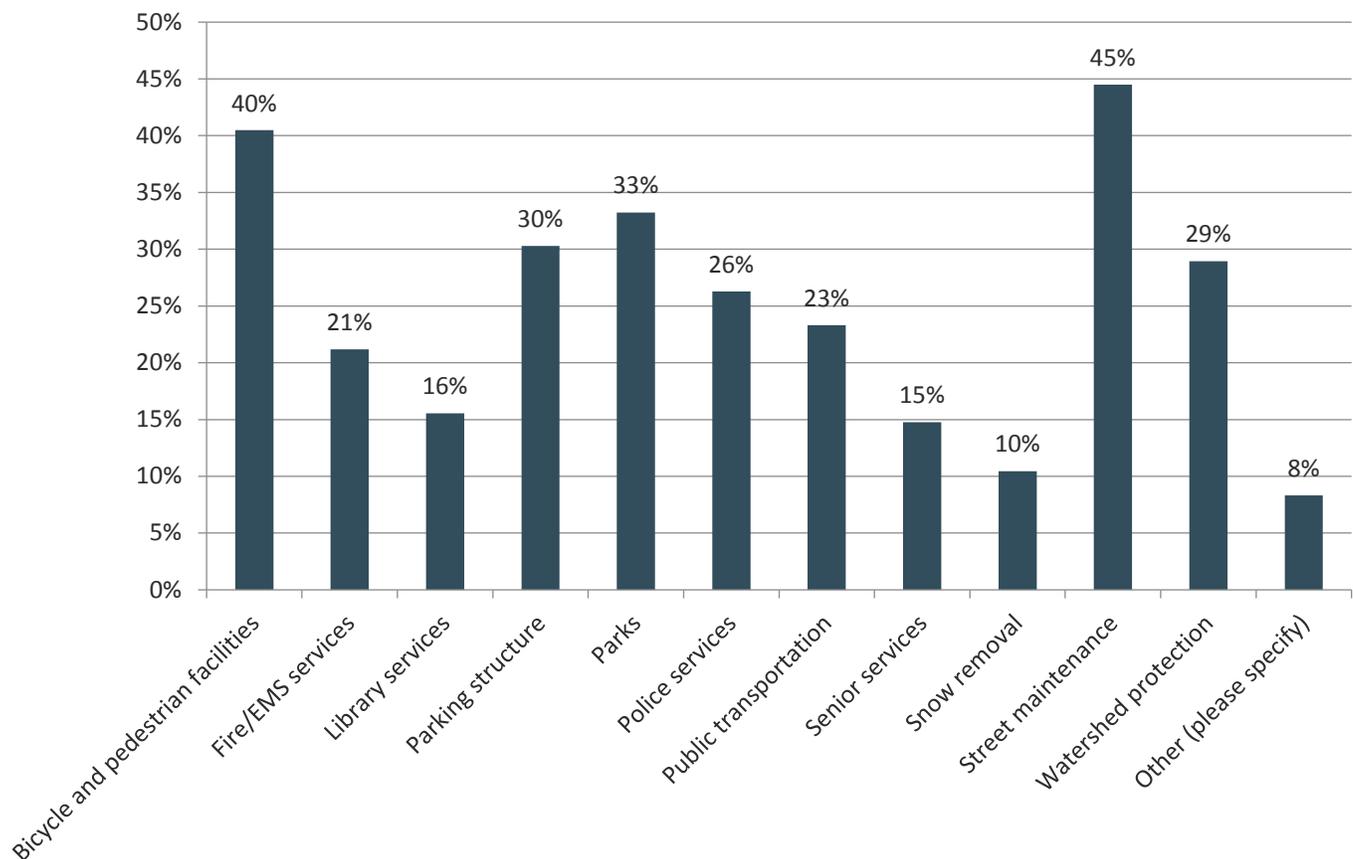
1. Retired - Shorehaven Oasis
2. allow dogs in parks
3. senior center now
4. Senior Center Building
5. driving range (golf)
6. for everyone, not exclusive to Oconomowoc
7. YMCA is wonderful at Pabst Farms
8. swimming pool for public
9. Hill at Olympia turned into fitness trail. More drinking fountains along walks.
10. Present Community Center could several of the listed activities.
11. Botchi ball court, NO dog park !! Maybe some dog bag stations and or fines for those who leave thier dog shiat laying on the sidewalk
12. How about encourage a wilderness like place for a family to go not costing tax payers a penny.
13. TENNIS courts. What happened to the tennis building promised. Please bring Olympia back with its indoor pool and golf course and ski hill What a better way to bring people in from other cities to our are to purchase at our stores. People come from all over to shop at ben franklin. Because they have what other people don't have. We need that in the city of Oconomowoc. Think about it.
14. We have many options already
15. Hockey arena
16. Ice skating/ hockey rink
17. Ski hill reopened, activity center for kids
18. Skate park for sure!! What the heck is pickle ball?
19. More tennis courts
20. Outdoor public pool, more indoor activities like a bowling alley or arcade
21. Public swimming pool
22. Fowler lake area old sentry for a new city hall and park. Move the police station to all of city hall
23. Allow dogs in all parks
24. Improved access for kayaks at Oerding park to easily get in and out of the river.
25. Mountain Bike Trails and biking trails to connect subdivisions.
26. Ski Hill
27. bike lanes on all major roads
28. Bowling Ally
29. A huge indoor volleyball facility with a bar. A adaptive playground.
30. Mtb trails
31. Ice skating rink
32. Concert venue
33. Pool other than ymca
34. Please don't add a skateboard park
35. Waterpark
36. Community indoor walking track would be great!
37. Need futuristic plan, not next 2 years
38. Pool
39. need more places for kids to play and hang out

40. Downtown Restroom in Green Space
41. None. We have enough of all these here
42. Don't we already have these?
43. Mini golf course
44. locked area to store kayaks and canoes adjacent to Woodland and Park beaches
45. More accessible, fenced dog park
46. More community rooms for about 50 people
47. Tennis courts
48. Many of these already exist.
49. Something geared towards children ages 10-18
50. Community outdoor pool
51. Community Pool like Watertown
52. Splash pad on the northern end or anywhere within Oconomowoc would be great sooner than 2040.
53. Indoor/outdoor pool
54. Indoor tennis
55. We have plenty of parks, a lot of young adults would like activities too!
56. Oconomowoc has done a fairly good job in this area.
57. Not sure what people would use. A splash pad at Imagination Station would be nice and has been thought about I believe.
58. Just painted bike lanes on roads which are wide enough would be amazing.
59. Downhill skiing
60. Two votes for skate park! Offers unique opportunity for teens. Could be small/beginner to lessen liability concerns. Ice rink would be excellent, could be used for curling as well, and good complement to outdoor opportunities. Swimming pool developed in coordination with school district so that we can actually have a team. Hartford's outdoor model might reduce pressure on beach in summer time, but indoor pool is needed for development of competitive aquatic programs. We're the only school that doesn't have a pool in our conference, which is why the school district should be involved.
61. None
62. mini-dark sky park that residents and visitors can visit, it has a telescope to view the night sky, and we host astronomers (sp?) and storytellers who talk about the night sky.
63. Splash pad definitely! Affordable options for low to middle class...nature center, bowling center...more places for families to go.
64. Affordable options for stuff
65. An outdoor water park/pool like Hartford for the kids with an indoor facility for parties, like Country Springs.
66. A public pool.
67. Indoor tennis facility
68. LAKE ACCESS!! Silver Lk access is a joke between cops & nasty neighbors
69. Indoor pool
70. Mini golf
71. Community pool
72. Community pool- needed badly!!
73. Aquatic center like Watertown
74. I consider the YMCA to be a community fitness center as well as the downtown community center
75. Roller skating rink, movie theatre, video game arcade ( like G arcade in Menominee Falls)
76. With the lakes and natural setting abundant in Cooney it would in best interest of the community to preserve and protect as much of this space as possible
77. A splash pad would be AMAZING!

- 78. fishing area in Blain St park. clean debris from water and shore
- 79. Ice skating rink that has a proper warming house
- 80. Indoor tennis facility
- 81. No idea what a splash pad is but it sounds amazing

**Question 20: If the City should invest more tax dollars to improve the quality of public services, which areas should it focus on? (Select up to 3)**

Answer Choices	Responses
Bicycle and pedestrian facilities	151
Fire/EMS services	79
Library services	58
Parking structure	113
Parks	124
Police services	98
Public transportation	87
Senior services	55
Snow removal	39
<b>Street maintenance</b>	<b>166</b>
Watershed protection	108
Other (please specify)	31

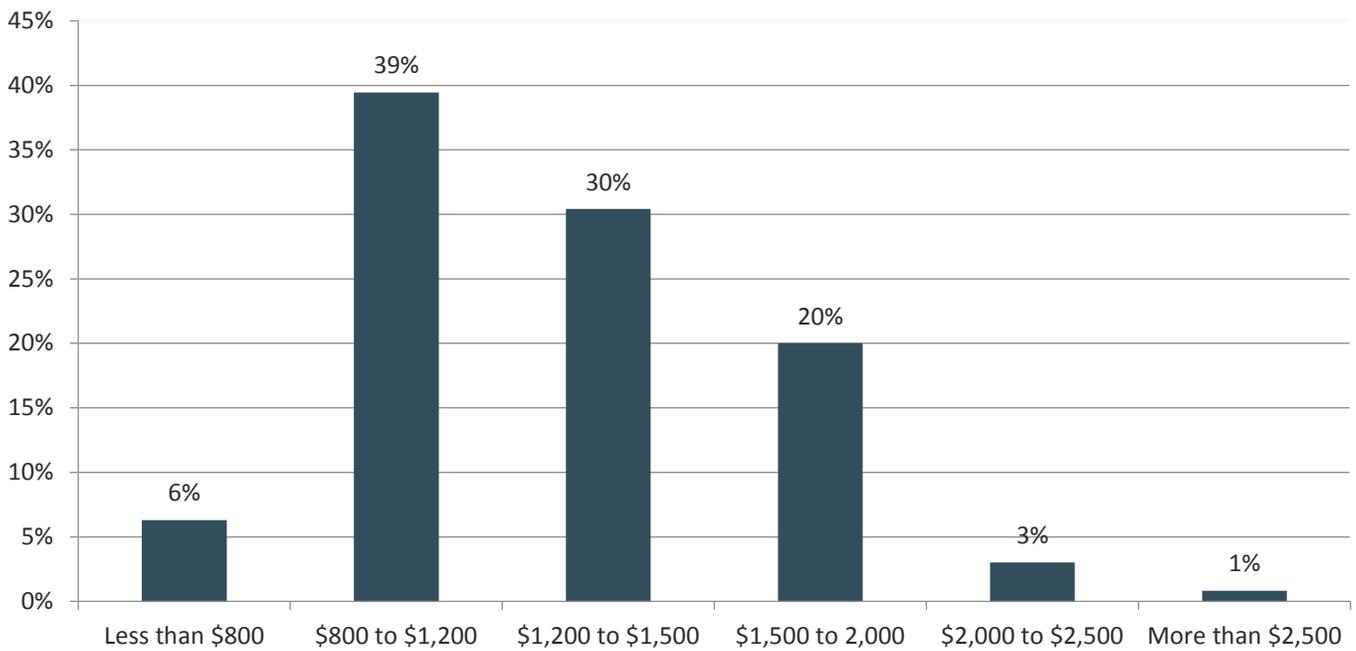


## Other Responses

1. good the way they are
2. Need new Senior Center Building
3. Hire more qualified arborists and natural resources staff. Quit hacking on trees or cutting them down unnecessarily.
4. Improve the above but do not increase taxes. Fund through reducing the cost of government.
5. develop with a quality mindset, not quantity driven by money ( ie: GREED )
6. Every city has parking issues. Our streets are in bad shape (very bumpy) with a city with so much money. Greenland ave has been very bad for years now, yet still not repaired. Lisbon has been bad for years, they just this week put a patch on the huge dip in the road, really?? its been bad for years. We lived here for ten years before Coolidge ave was repaired. I think Oconomowoc has too many hands in the cookie jar and someone needs to stand up and make some confident decisions. Question; why do you only remove the snow around the board walk sidewalk. and there is no ramp to get down from the sidewalk to the parking lot. Also when the boardwalk gets wet it is VERY slippery. I am a walker and have caught myself from falling many times on that wet sidewalk.
7. Give public works and parks employees a raise because they do a great job and have not had a raise for 7 years
8. Removal of dead trees and invasive shrubs/trees (buckthorn) and better mowing and maintaining green spaces on and off of Summit
9. Accountability of criminals and hold heroin dealers accountable
10. Maybe a parking structure located where the old Sentry store was on WI Ave. locals and visitors could park and walk to downtown.
11. parking lot behind Wisconsin Av businesses
12. leaf collection at the curb
13. TRAIN SYSTEM TO AND FROM MILWAUKEE AND MADISON
14. Sidewalks
15. Better snow plowing of residential streets
16. Public Utilities (old water main, lead laterals)
17. Fix infrastructure
18. Parking expansion downtown
19. A dump or place to take refuse
20. Recreational opportunities for children ages 10-18
21. Certainly we need more parking. A structure would be ugly, and, personally, I don't believe safe in the long run.
22. Rec opportunities, but not necessarily outdoor parks. Our climate needs indoor facilities there seasons/year.
23. None
24. Splash Pad would be AMAZING!
25. Better roads within the city of Oconomowoc, most especially Lisbon north of Fowler Park.
26. More resources to go after the heroin problem.
27. Environment
28. Community pool!!!!
29. Improve lake accesses
30. The increase in senior living centers in and around Cooney and the over all natural settings that are God given in the area it makes sense to provide more ways for people of all ages to enjoy getting around the town
31. Police should have AED's and be trained to use them as first responders.

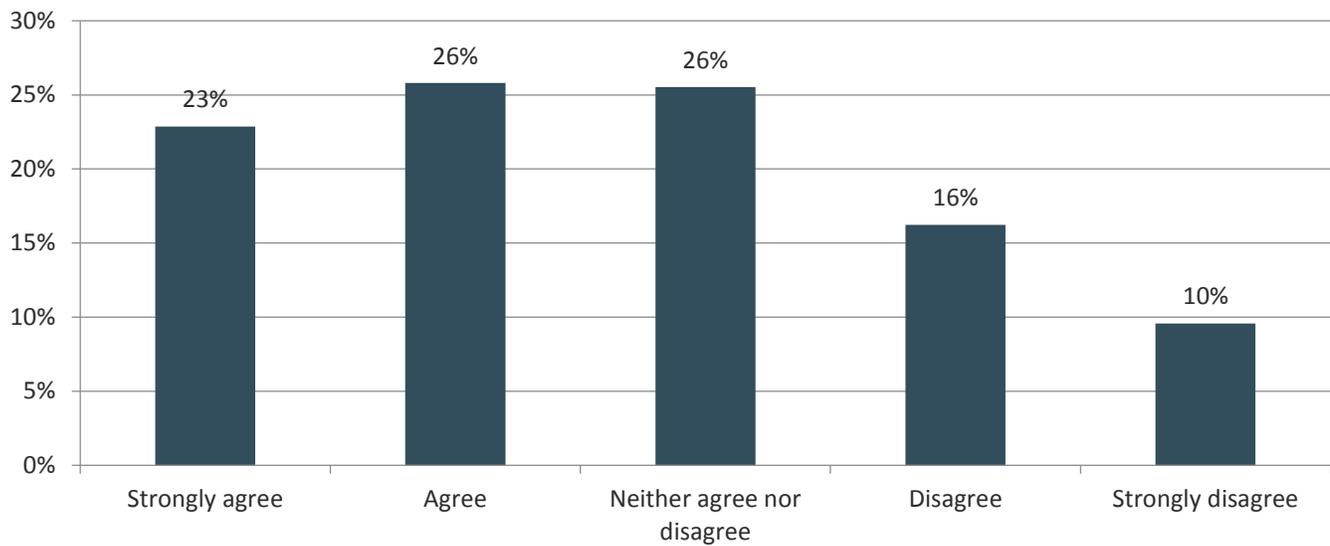
Question 21: An affordable housing payment is usually defined as 25%-30% of your income. In your opinion, what monthly housing payment would be considered affordable for most residents of Oconomowoc?

Answer Choices	Responses
Less than \$800	23
<b>\$800 to \$1,200</b>	<b>144</b>
\$1,200 to \$1,500	111
\$1,500 to 2,000	73
\$2,000 to \$2,500	11
More than \$2,500	3



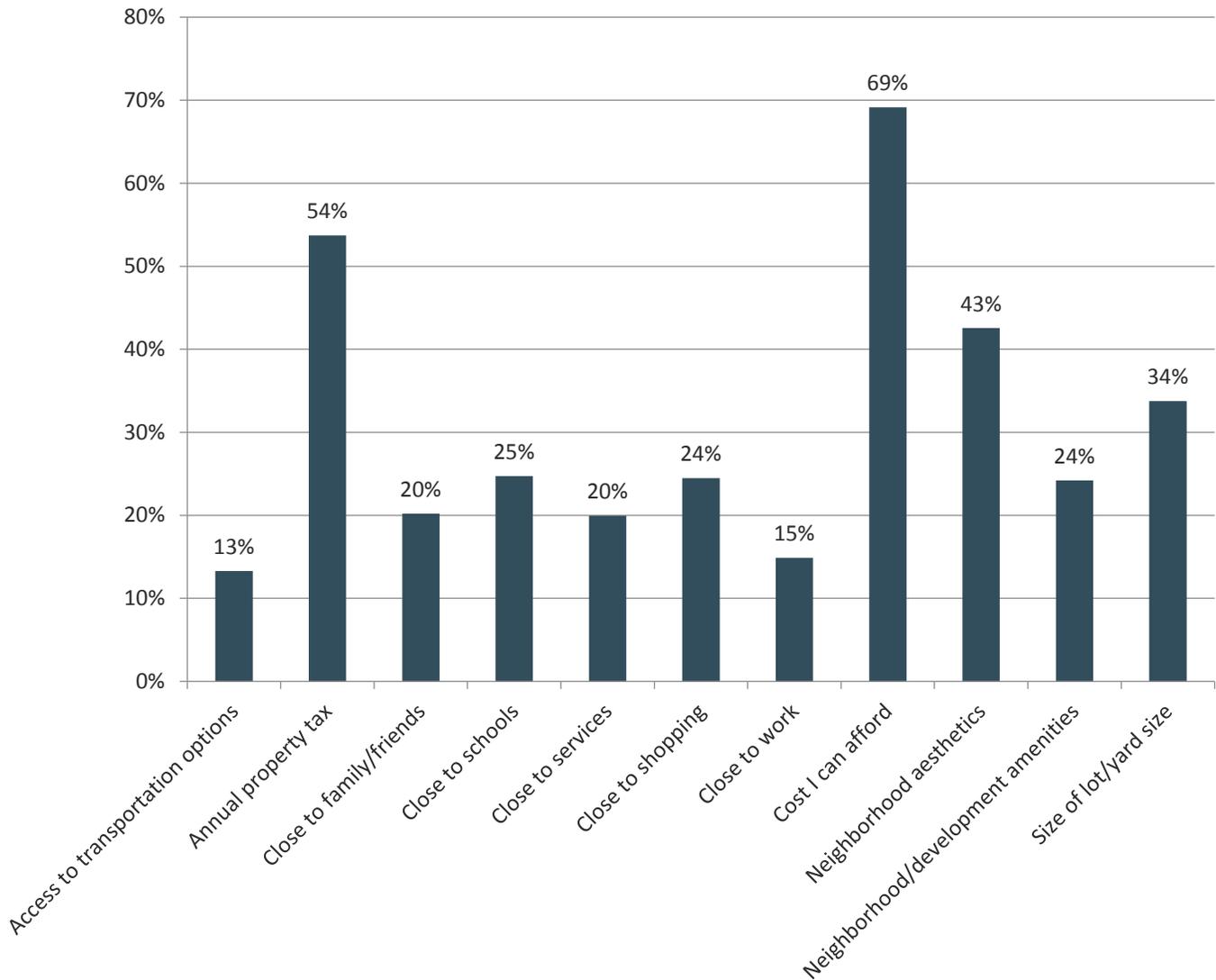
Question 22: Please indicate your level of agreement or disagreement with the following statement: There is a need for more housing in Oconomowoc that is affordable to working families and individuals.

Answer Choices	Responses
Strongly agree	86
<b>Agree</b>	<b>97</b>
Neither agree nor disagree	96
Disagree	61
Strongly disagree	36



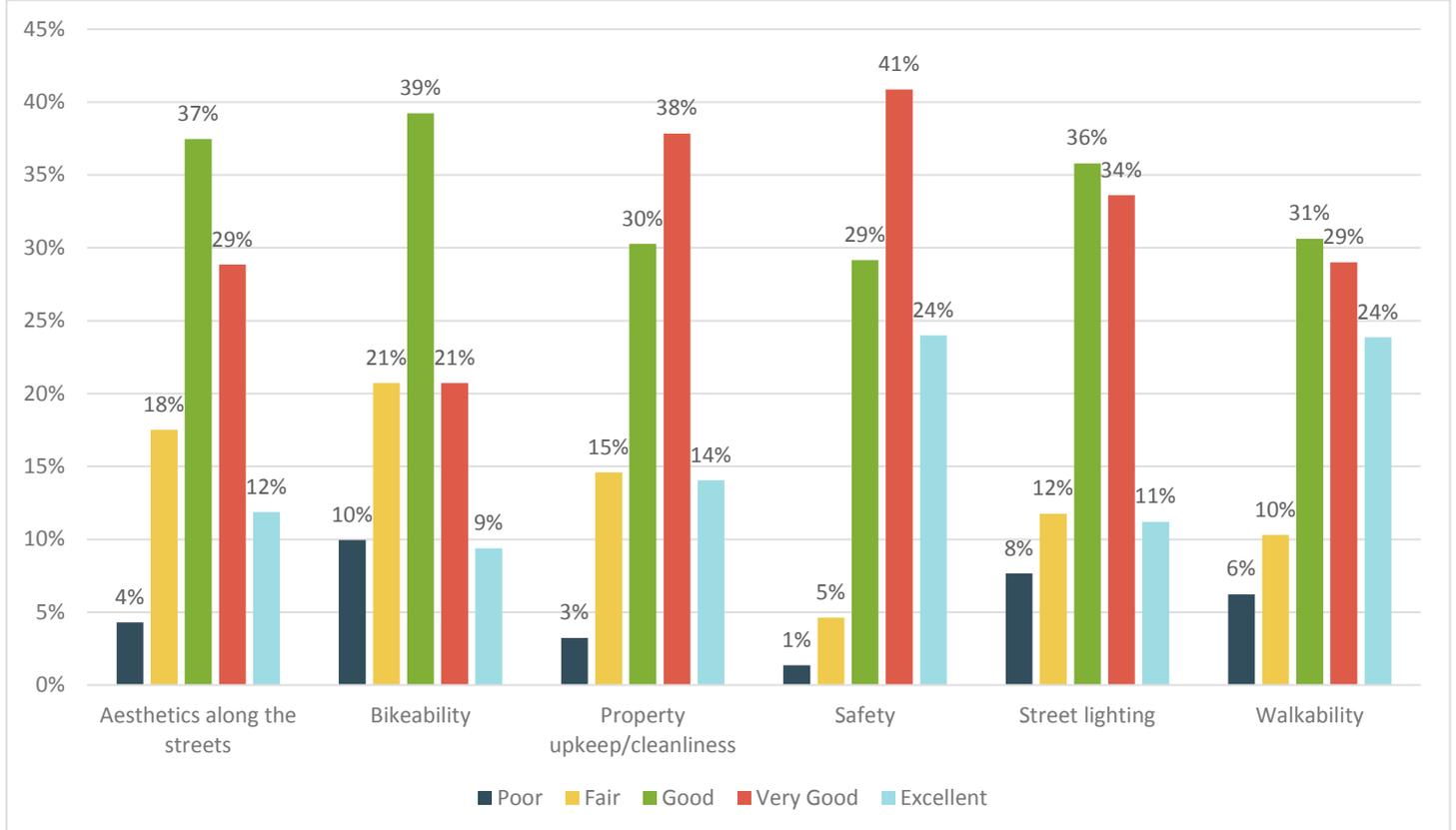
Question 23: If you were moving to Oconomowoc today, what factors would be more important to you when choosing your home or apartment? *(select up to 3)*

Answer Choices	Responses
Access to transportation options	50
Annual property tax	202
Close to family/friends	76
Close to schools	93
Close to services	75
Close to shopping	92
Close to work	56
<b>Cost I can afford</b>	<b>260</b>
Neighborhood aesthetics	160
Neighborhood/development amenities	91
Size of lot/yard size	127



## Question 24: How would you rate the following aspects in your neighborhood?

Answer Choices	Poor	Fair	Good	Very Good	Excellent	Total
Aesthetics along the streets	4.31% 16	17.52% 65	<b>37.47%</b> <b>139</b>	28.84% 107	11.86% 44	371
Bikeability	9.94% 36	20.72% 75	<b>39.23%</b> <b>142</b>	20.72% 75	9.39% 34	362
Property upkeep/cleanliness	3.24% 12	14.59% 54	30.27% 112	<b>37.84%</b> <b>140</b>	14.05% 52	370
Safety	1.36% 5	4.63% 17	29.16% 107	<b>40.87%</b> <b>150</b>	23.98% 88	367
Street lighting	7.65% 28	11.75% 43	<b>35.79%</b> <b>131</b>	33.61% 123	11.20% 41	366
Walkability	6.23% 23	10.30% 38	<b>30.62%</b> <b>113</b>	29.00% 107	23.85% 88	369





	Response
1	Travel speed start stop joint meeting crossing
2	Comments: Be sure developers repair W WI Ave where asphalt patch was installed over sewer/water connections.
3	Close parking for access to beach
4	More stores at Pabst Farms replace Brennan's with Trader Joes.
5	The new boardwalk is beautiful! Thank you!
6	Movie Theater
7	Senior Center!!!
8	Consider Senior Center Building
9	I would love to see a Whole Foods or Trader Joe's
10	Keep bikes off sidewalks in downtown area
11	Need new Senior Center Building
12	Trader Joe's come to Oconomowoc would be an asset.
13	train stop between Milwaukee and Madison with stop in Oconomowoc
14	blue zone type of community with a focus on health, well being. a marketplace similar to milwaukee public market, but smaller scale, less condos, more family focus. love the downtown events!
15	neighborhood swimming pools
16	Less urban sprawl; less cornfield developments; more focus on maintaining history and preserving existing buildings, homes and neighborhoods; less tree harvesting; MORE green space; less condos; more green space along lakes; less school development.
17	be vigilant about "run-down" areas. Let developers know how citizens want city to change, if at all. Keep striving for urban balance.
18	No... Not at this time
19	<p>We love the activities downtown. I'd like to see more concerts at the band shell, starting sooner in the spring and longer into the fall. ( I hope the new residence are aware and don't complain of noise from the band shell after they move into their obstructive condos. If they complain, that is on YOU ) ( the owners might want to let people know BEFORE they move in )</p> <p>When we moved here, we loved the fact that people stopped to let pedestrians cross the street, as a courtesy. You have since put up signs exclaiming it is LAW to stop, completely taking away the personal touch of this town. Now, people don't even look as they enter the cross walk. It is expected, it is cold and it screams lawsuit awaiting. Get rid of the legalistic signs! Let the good natured people of Oconomowoc be people</p>
20	Add more retail and restaurants! Open up HWY 67 bike tunnel!
21	Overall, I love Oconomowoc. To keep our quality of life, I would encourage the city to please reduce the emphasis on "affordable housing." I say this as a middle-class husband and father of three. Oconomowoc is a gem. If someone can't afford to move here, there are affordable options in neighboring towns and communities. Let's maintain and improve what we have - East Wisconsin Avenue comes to mind - rather than build more buildings, condos and apartments. Please, please maintain the natural beauty in Oconomowoc. I will strongly support any political figure who opposes or is at least balanced in the approach to building more "affordable housing" in our town. I would also love to see - and fully support - lakeside dining options in the downtown area.
22	N/a
23	<p>Again would like to bring to light the unused and forgotten Fowler Lake shoreline behind the old Sentry building and other buildings along East Wisconsin ave.</p> <p>This natural resource could be a beautiful walkway or nature trail.</p>
24	As I have stated throughout this survey my concerns are: Wider sidewalks to accommodate bikes and people with dogs I dont feel comfortable riding in the bike lane on summit down the hill it just scares me being next to a big truck on my bike. improve Lighting along the sidewalks. The light bulbs were changed but the spacing in

	Response
	<p>the lamps are too far apart. Take a walk down the sidewalks when there is no moon out. It is very dark walking around the lake. Roads that are close to downtown are really in need of some looking after. It shouldn't take years to repair a road that has been a hazard for years. You want to get people to shop here then bring in the restaurants people are going to want to eat at. I had a couple walking down the sidewalk, that were visiting from out of state, and they stopped me because they couldnt find a good place for breakfast. Where are all the restaurants?? they wanted to know. Downtown is pretty in the winter, it just needs some regular upkeep every year. I love the lights on the trees, good job with that. Please Please do not build any more apartment buildings. the ones we have now are sitting half empty. Listen to the people and their conversations about what was good about Olympia being here. They say that it brought people in from all over for the conference center. There is not a conference center that big in the area at all. I think it is a bad shame not to keep it as a conference center. It brings in activities from all over and people stay here overnight and then eat at our restaurants and shop at our local stores. The indoor pool was always busy with the elderly trying to get their exercise in. Now you took away my pool. :( please bring it back. I need a grocery I can walk to or bike too and so do many other elderly/handicapped people. Also to add - I think the school bus company should reevaluate their routes. They say that we do not qualify for the bus yet the bus stops 500 feet from our house yet our kids can not ride the bus because we live too close. How come the subdivision that my kids walk through to get home, get to ride on the bus?? It doesn't make sense. The bus follows my kids home, yet we live too close to the school to ride the bus?? I called the bus company and they said that is the way it is we live too close and that was that. They also said the bus is full. Well if you follow the bus in the car you can see that it is empty. How can we get the kids to ride the bus to alleviate the congestion of the car drop offs and pick ups. The buses are there, we pay for them and yet the kids are afraid or don't want to ride them. I shouldn't have to wait on the road to try to get to the parking lot to get to the office of the school at the end of the day. There has to be another option. I have been to other schools that you are able to get to the parking lot even though the line to pick up kids is long. I love how everything is so close to my house that I can walk or ride my bike to a lot of places and activities the city has downtown. That's all I have for now. Good luck.</p>
25	Drugstore needed downtown
	<p>I would like there to be more restaurants and businesses that cater to young families. It would be nice if there were more options of drive throughs with small children over by Pabst farms. If Jimmy Johns or Starbucks had a drive through it would be nice. If there was a dry cleaner with a drive through option. Another restaurant that is family friendly near Pabst farm.</p> <p>It would also be VERY beneficial to the city and families to take out Kmart and place a target there or near Pabst Farms. The target in Delafield is small and outdated. I run into MANY moms that often complain about target and would like to see a bigger one placed in Oconomowoc.</p> <p>A movie theater that is better than the one in Delafield would also be a great idea. You have to keep in mind that for families in Ixonia, the far end of Oconomowoc and Sullivan it is a far drive to Delafield with small children. Making Oconomowoc a bit more family friendly would increase the likelihood that more young families would move to the area.</p>
26	
27	Lakeside dining, incentives for buying and remodeling older homes, maintenance and upkeep requirements for historic homes (like those in the Merchants Plat area).
28	No more condos- destroying culture of beautiful City
29	No more apartments and no more condos!!!!
30	Proper snow removal and salting of city streets
31	Finish east/west street corridors
32	Too many apartments. The schools are overcrowded as it is. People rarely stay in oconomowoc to shop or eat because options are so limited.
33	More pet friendly places
34	Housing that is coming in is cheap looking and high density. Need more open space. Development is too tight. Example is the area by Qdoba-horrible parking!! Need more good paying non retail or food industry jobs in the

	Response
	city to help the tax base
35	Less residential development and more focus on preserving the country feel of Oconomowoc. While still developing retail options by improving existing retail spaces. Keeping lots large and homes spread apart.
36	Small Grocery/ convenience store downtown.
37	Keep the historic look of Oconomowoc relevant in downtown for any future renovation or construction plans.
38	No.
39	Faster response time for emergencies
40	Balance development, new housing, and the city's charm and aesthetic. Downtown is a great example of this done well, but with so much development taking away views of the lake it may be tipping too far - Fowler Lake project is a solid balance. Maintain focus on bringing in new business and retail to manage tax burden.
41	Stop building condos and apt
42	The park and rec department is subpar for the taxes we pay. We have to go to other communities for our children to participate in any sports. It is poorly organized and ran. I would love to see this improve. It's sad we can't stay in our own community to support our children's athletic development.
43	More publicly on radio and TV of upcoming events in Oconomowoc.
44	I love to see Oconomowoc be the safest city in the state. Not Heroin heaven like the SE end of the County. Redevelop the old sentry with a park on the lake, a new city hall and condominiums with retail closer to Wisconsin Avenue.  Police Department takes over the old city hall and it gets remodeled and big push on lowering crime and holding criminals accountable. Not the hug a thug current mentality like Milwaukee, West Allis or Muskego.
45	Improvements to downtown parking: improve current lots and increase availability of parking.
46	Just in general would like to see downtown more pedestrian and bike focused
47	I think affordable workforce housing would be a good idea. The area around Fowler Lake is a jewel in Oconomowoc's crown: the historic homes and vistas along Main Street between the two lakes is a treasure. The lovely swings and benches are wonderful around the lakes.
48	1. We have enough housing development. 2. I would develop and protect access to our water resources. We do not have to develop every inch of waterfront. 3. Collaborate and attempt to connect to adjacent communities with bike lanes to Dousman, Ixonia ect. Pabst Farms area to Delafield is a great example. 4. Encourage population diversity. 5. Encourage small businesses (food or retail) 6. No more gas stations! We have enough and they are great but adding more will not bring quality or decrease fuel prices.
49	Stop trying to become a "big city". My wife and I moved here for the small town feel and we are certainly not pleased with the addition of condos downtown and all of the housing developments. The city is losing touch with what makes our great in exchange for chasing the dollar signs.
50	Again, please be sure to take a measured approach to development. Don't bite the hand that feeds you and continue to prioritize the things that have made Oconomowoc special from the beginning (natural resources, green space, community mindset, parks and libraries, etc.). Thank you.
51	Need more beach areas, need more public access to shore front. The new condos next to the beach should have been purchased by the city to expand the beach.
52	No big box stores. Continued development of downtown for new residents in current condos.
53	I would like the city to add fall leaf collection at the curb.  I would like the city to find an alternate route for trucks going through downtown. Its very unpleasant to have semi trucks going down Wisconsin Ave.
54	I would like to see lower property taxes for seniors on fixed or low incomes.

	Response
55	Continue to update and improve the front of stores in downtown. Make sure that there is a connection between downtown and Highway 67 out to I-94. Additionally, Olympia and its surrounding area would be the number one priority I would mention. That area could be a huge opportunity for the city. I think the K-Mart needs to be replaced with something that will draw more people and the vacant lot between that mall and Olympia needs developing.
56	We could use a better variety in choices of restaurants and other stores. We have too many multiples.
57	Oconomowoc's history is beautiful and valuable, and it has been unfortunately disregarded and disrespected by the city's current government/decision makers. Please work to keep our beautiful history and architecture alive and present in our city.
58	Again no more condos or apartments to go up. Please keep the green space. Also my biggest thing I would love to see before 2050 is to have a train stop for people to commute to Milwaukee and/or Madison.
59	None
60	I would like to see the city allow people to rake leaves to the street and the city comes through to remove. Many other cities do this and it seems to be a good option. Thank you
61	Again please stop allowing private developers to use public City streets to park construction equipment and materials while they are building. As a private homeowner I was not allowed to do this. Also please enforce the construction times w developers, there are areas near the downtown where construction has been going on for years. This is a lot of early morning and weekend pounding and beeping for people to take over several years time. Please build the new public safety facility on the Sentry site. The city is expanding and your safety services will grow into the space. Give the police what they are asking for-their budgets get cut far too often by council members unfamiliar w what they need and why they ask for it. Also please choose a cohesive architectural look and uphold standards. Red brick boxes several stories tall are not that attractive.
62	Concerned about over development of the city without services to support the growth.
63	I feel the green space on NW corner of roundabout is wasted space...it needs a purpose, even if just a path or gazebo with benches. The back of the buildings that back up to fowler lake and the boardwalk still need work to look nice and offer more lakeside dining. I'd also like to see a small grocery store in or near downtown. A specialty cinema/theatre would be nice downtown for movies, plays, concerts and special events...there really isn't anything to do for entertainment downtown besides eat and drink.
64	N/a
65	Water runoff control in Riverline dr. area.
66	Fishing pier on Lac La Belle
67	Better response to on line communication. Questions are seldom answered, emails not returned. Little feedback offered when residents of neighborhoods suggestions on improvements
68	Keep up the good work on improving safety, community activities, and aesthetics
69	We need improvement in the other areas of town besides the downtown. We always forget about the westside by the bypass and the part of town out by golden lake road.
70	Better traffic flow near/around/in OHS area. Better lighting for nighttime crosswalks,especially downtown on Wis St and by rec dept. Can't see people crossing at night
71	Better school
72	Can we fix the street lights? I'm glad we got these LEDs, but they are so bright that they are no longer safe, because your eyes can't adjust quickly between the dark and light in between, and it makes the dark places even darker. Plus they are so bright we've had to modify our use of curtains. Can we find something warmer and less...polluting?
73	Thackeray trail expansion and fixing water issues on Thackeray Trail. Would like to see the road go through as originally intended.
74	less focus on extensions of certain street. better maintenance of the streets.
75	Please work with the property owners of historic buildings to fix them up and keep the sense of place and the history of Oconomowoc alive. It would be great if students could ride their bikes to all the schools safely on bike paths. Enforce property ordinances regarding lawn care, building safety, etc.

	Response
76	Fix drainage issues in our subdivision that were reported to the City Engineer in January 2018. Each winter, I have to constantly chip ice away from the end of the driveway because all of the water collects by the utility box/shared mail boxes. Any prolonged minor or quick hard rain event creates a lagoon in the same area that the ducks like to swim in.
77	Police consolidation with Summit, Town of Oconomowoc Oconomowoc Lske to improve coverage and saturation
78	In terms of retail, would like to see a market/bakery in the downtown area. More restaurant options always wsntrd. Also think the alleyways/walkways between parking lots and businesses should undergo a 'beautifucation' Campaign. The walkway done with the grant last year shows what could be. That alleyway next to Fiesta really needs attention.
79	Do we have a sustainable potable water source for the next 50 years? What is the plan to get rid of the LEAD water laterals to homes?
80	Measures that keep us from adding to, and help us adjust to climate change
81	Better downtown parking with larger spacing to park a typical vehicle, more renewable energy options, fix Main St from 4 corners to rail road tracks.
82	No mention of youth. Kids need safe transportation options, engaging places to go (parks, not just shopping or coffee shops), places that foster creativity and resilience. Multi-age development could help replace the family support that many of us do not have. We all need better and affordable childcare options.
83	We have to travel so far for good shopping Brookfield. Best store closest is Kohls in Delafield (17 Miles from my house). We need a store that has nice clothes at an affordable price not too expensive. Continue to make parks and downtown beautiful while maintaining the roads.
84	1. More trash cans on E. Wisconsin Ave. 2. Clean mold from public buildings like the Post Office. 3. "No Parking" signs for events downtown with VERY LARGE times printed to be seen before driving by. 4. Paint road dividing lines more often so they can be seen when raining at night. 5. Shade/pavilion on the village green.
85	Pedestrian bridge over 16/67 bypass by Nature Hill. Sidewalk behind Longmeadow Subdivision on Lapham
86	no
87	Encourage development of original music venues.
88	Additional parking in the city lot across from The Depot. 2nd level.
89	No
90	Less condos and more focus on maintaining what Oconomowoc offers- upkeep of the parks, lakes, and festivals
91	I would like to see more shopping..Target, Kohls, departments stores like Nordstrom, small local shops, etc. A continued emphasis on downtown appearance. Most of all stop with the ugly condos. They are a disgrace and destroy the quaint look and feel of out town.
92	I do not like how the lakefront is being developed.
93	Would love to have Morgan road connected to a bike path or have one added. Its a much travelled road and very unsafe for bikers and walkers and kids.
94	I enjoy living in this community, too much growth too quickly is concerning.
95	Kmart has nothing in it and the items they do have are over priced. Rents for seniors are ridiculously high. Shameful. Utilities on the high side. Otherwise this area is beautiful
96	More grocery, shopping, dinning, and fast food options are greatly needed. More industry. Get a Meijer and a target out here. No more gas stations or banks. Let more options move into Pabst Farms.
97	More parks on lakes OTHER than just lake Fowler. Also why are there no questions about managing or reducing property taxes? I'm all in favor of adding select, additional amenities but am concerned there was no focus on affordability of living other than what I think an average monthly housing payment could be for most residents. I'd also appreciate continued focus on the cost of municipal services.

	Response
98	1. Continue to maintain the balance of a small town community feel without becoming outdated. 2. Would like to see more hotel options for overnight stays. 3. Would like to see more affordable access to beaches and lakes, as well as classes at the community center. Would be nice to broaden the scope of those who don't have to pay a higher fee to include residents that live within the Oconomowoc School District.
99	no
100	More round-abouts and fewer traffic lights
101	Stop all the big tall building developments and taking the country away.
102	Our library and historical society are good but deserve more attention by the community. A bus like Badger Bus stop in Oconomowoc would encourage college students and family working away to come home more often
103	Improved sewer/drainage on Elizabeth st. It floods a lot. There are also no sidewalks for those in wheel chairs. We joke about calling dominoes to come fill the pot holes.
104	Would like to see discussion on a second high school and a third intermediate school.
105	Stop allowing huge properties being built along waterfront and building huge homes on 1/4 acre lots. Add more neighborhoods like misty meadows as it no longer feels like "lake country"
106	Keep Lake Bluff Dr a "No Through Road"
107	Na
108	A limit to new expensive housing.
109	Lake bluff rd extended to hwy 67
110	Again, we NEED something for our youth to do. There is no where for them to go. They need a fun and safe place to hang out. Maybe that would help with some of our drug problems . We also need to stop pushing out the lower middle class families. Oconomowoc has become unaffordable for families who don't make 6 figures.
111	None
112	I would like to put emphasis on the preservation of the local HISTORY. We are losing that feel so quickly and with it goes the small community feel that so many live here for.
113	Control goose population on lakes.
114	Yes!!! All future developments must be limited to 3 stories and architecture design MUST fit/match existing HISTORICAL buildings. Stop ruining the charm of this beautiful HISTORIC CHARM of this city!
115	Keep the park downtown on the corner of Main and Wisconsin Ave as it is right now. I know in the past there were plans for a condo there. This large open space is perfect for events we have here and for people gathering. It is rare in any town to have such a resource for all in the community as this large green space. Please do not make it smaller or change it. Thank you.
116	A bridge or pass over hwy 67 off of hwy z so kids/families can bike to downtown without the dangers of crossing that intersection.
117	Community Pool
118	Address Wisconsin Avenue - bypass to roundabout- depressing! What is going on at Pabst Farms?  Walkable paths//sidewalks from Nature Hill Intermediate School to neighborhood
119	Extend the multipurpose path to the river on concord
120	Yes the elephant in the room not addressed on this survey. High density housing being added at a crazy ratio that it can't be filled! Oconomowoc is abandoning its own guidelines of high density housing ratio. While not keeping up adding businesses and single family housing. Just looking for the tax advantages but not adding businesses in areas that need it. Not handing out liquor licenses to restaurants that are going to be desperately needed to support ur high density housing and not addressing parking like u did downtown. While then not enforcing some of slum landlords and developers. Not listening to the public at netting's and constantly allowing Jason Gallo to approve developments against their own plan. Finally not recruiting businesses to have more people

	Response
	Love here and work here. Would love to but no availability and now another plant will sit empty in the tracks. We move in the right direction but sure have a lot more to fix! 40 year resident of Oconomowoc and 4th generation of Oconomowoc
121	Clean up abandoned and deteriorating houses in neighborhood and close businesses in neighborhood that are eyesore
122	The new street lights are too bright. My yard looks like a parking lot.
123	More play parks on the northern edge of Oconomowoc. Public swimming pool or splash pads.
124	No
125	More Downtown parking needed.
126	Well thought out development that doesnt destroy small town charm that entices folks to move out here. I dont feel we need a bunch if low income housing or more lake view impeding condos. Also address some opioid problems before it gets out of control.
127	I think safety for children riding bikes as I have seen an increase in speeding the larger we grow.
128	Make the back of the buildings behind the Irish Bar look more appealing
129	Clean the street lights and bridges a few times a year, they are full of cobwebs
130	Fine people who do not keep their yards well maintained. Or, give them help to clean it up.
131	Watershed protection, to much impermeable surfaces close to the lakes, and need to educate citizens about dumping to storm sewers, proper pesticide applications.
132	Crossing guard fir NHI kids at bypass
133	Would love to see a few summer seasons with no downtown construction. Since we moved here, between the First bank addition, the community center construction, the two new condo developments, Wisconsin ave has been under constant construction traffic. Would really be nice to see a few seasons of clean open roads. We really love OC and are happy we made this choice. Thanks for all you do.
134	NO MORE CONDOS
135	PLEASE DO NOT BUILD ANYTHING RIGHT NEXT TO THE ROAD WAY (PARK/REC CENTER, WORTHINGTON STREET APARTMENTS). THESE ARE BOTH EYE SORES. WHY DO WE ALWAYS HAVE TO TEAR DOWN OLD BUILDINGS TO MAKE WAY FOR THE LATEST AND GREATEST? WHAT IS WRONG WITH PRESERVING OUR HISTORY AND ADAPTING TO TODAY AND THE FUTURE? PLEASE CONSIDER MORE AFFORDABLE HOUSING. THERE ARE A LOT OF PEOPLE WHO CANNOT AFFORD THE "AFFORDABLE" HOUSING THAT IS AVAILABLE, AND THE HOMELESS PROBLEM WILL ONLY GET WORSE WITH TIME. OCONOMOWOC IS NOT AS AFFLUENT AS EVERYONE THINKS.
136	Stop building condos
137	Do not become too big of a city. Keep the historic charm and culture alive here. Do not over populate or compete with the big retailers
138	I live in the town, two houses outside the city limit. I would like to see greater coordination between town, city, and school district in development plans, including asking the town to offset costs of community resources such as recreation facilities that town residents can then access. The school district boundaries cover a large geographic area, and coordination with the district is in the interest of all citizen taxpayers because such a large portion of local taxes support the schools. Those funds are considerable, and the money spent should benefit the larger community. Healthy parents/grandparents raise healthy kids.
139	The Olympia area needs attention as that is the area people see when they enter Oconomowoc and right now it gives a poor impression.
140	Fiscal responsibility
141	There is no need to use tax dollars to disrupt wetlands and build more connecting roads. Please use our tax dollars more responsibly. Leave our wildlife, wetlands and the beauty of Oconomowoc alone. Let's focus on the current roads that need major help as the development in Oconomowoc rises
142	- Consistent, available access to community information - thoughtful, long term plan that prioritizes the community goals over tax revenue.

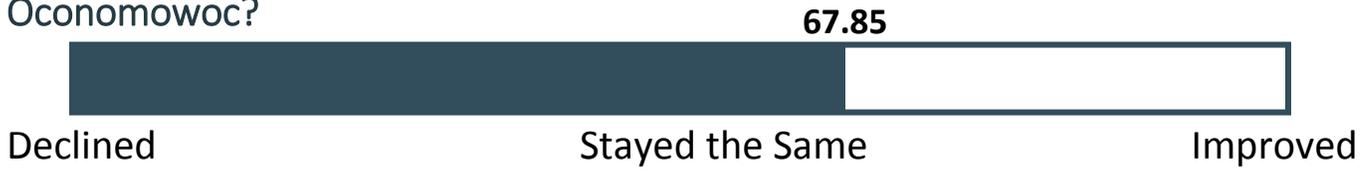
	Response
	- a strong priority to protecting, preserving, and advocating for our amazing natural resources. This focus could be the model of a visionary, sustainable, environmentally focused community. This has a generational impact and could lead the way for others to admire and follow.
143	No
144	Do not overdevelop.
145	Enough large development. Let's work on smaller projects to continue the community feel and get away from the corporate feel we are moving towards. Don't take away the history/charm.
146	I live right by the 67 bypass, which hinders kids (and adults!) from being able to safely ride bikes or walk to OHS, downtown..... perhaps a pedestrian bridge? That entire KMart area is a serious blight .... including the road in there which is horrible to drive on. I'm not opposed to having Kmart, Goodwill..... but that property is in dire need of a facelift. Please, make something wonderful happen at the former Olympia .... like the Marcus Corp
147	No
148	re-sync the traffic lights, sidewalk for students to safely walk to Nature Hill from Lisbon to Lapham to Nature Hill Intermediate School
149	<p>I gave lights a 'poor' rating. They certainly look fine, however night time is suppose to be dark. :) I am assuming you think this is a safety feature, but it is over the top with the number and the brightness of lights. Turn down the brightness, save some energy.</p> <p>-the residents of Oconomowoc need to be told the health, privacy, safety, security risks of 5G as well as its environmental consequences and the energy cost of the infrastructure on top of the 3G&amp;4G energy costs.</p> <p>*Ideally, I would like Oconomowoc to be an oasis away from radiation. That people desire to come to Oconomowoc because we don't have 5G, but we still have trees that have leaves on them, birds which sing in the trees, and fish that still swim in our lakes. Residents are healthy because they are not bombarded with 5g- "smart city" radiation 24/7.</p> <p>*In June, 2018 Foxconn's chairman told his board of directors that within 5 years, 80% of their workforce would be replaced by AI. I understand cities are creating/planning to create infrastructures to meet possible Foxconn workers, etc -- I hope we are alert to Foxconn's long term strategies.</p> <p>Thank you for asking for my input. I truly appreciate the beauty and quality of life that Oconomowoc represents right now. I appreciate our leadership team and those city employees that work diligently for our city.</p>
150	Affordable apartments and housing is huge...increase that and you get more tax payers and increase in school attendee plus more revenue to local businesses hopefully. And the old empty buildings and spaces have got to go. Stop the huge developments if over priced condos and focus on the dumps of the city.
151	I would like to see more low cost or no cost fun family entertainment options or facility's
152	Get rid of kmart. Bring in better retail not just dollar stores and goodwill.
153	Stop building multistory buildings around the lake
154	An off leash dog park and less fireworks. Way less fireworks. I walk a lot with a dog who doesn't want to leave the house in the evenings because they are a constant from mid June to Labor Day. Or at least notice when they will be going off.
155	Please do not destroy the charm we all love as residents (tourists love it too) by focusing so hard on high density housing!! A few modest neighborhoods is all we need. The ridiculous tall, very expensive condos are and eye sore and don't help our real residents!
156	I feel that no matter what I say it will be ignored and current city government will just go ahead and do whatever they want-as they have clearly done in the past. They are out to make money and the hell with what citizens would like to see happen. Don't even know why I'm filling this out.

	Response
157	No
158	Again, leveling out and repaving Lisbon from its origin off of 67 north (Lake?) to Hwy. P. It is an absolutely terrible drive, hard on the body and hard on the vehicle.
159	We'd like to see some retail development such as a strip mall that would include things like Pier 1, Ulta, Bed, Bath & Beyond. Would love to see a Meier's come in to town.
160	I think we should focus on restaurants and retail in the downtown corridor and make sure to accommodate those businesses to keep our downtown lively and draw guests from other places. Currently, there are many too office type places in this area.
161	Enforce speed limit infractions
162	No
163	It would be nice to have more green space downtown to offset the condos. The Haunted house building is an eye sore and needs to be torn down.
164	Parking. Please address parking downtown! I'd also like to see the old Enterprise building leveled. It's such an eyesore downtown.
165	Downtown is already overdeveloped! It has to STOP! Condos are not the answer to a make downtown vibrant. They have enclosed downtown & made it claustrophobic! 😞
166	Put Thackery Trail and Oconomowoc Parkway through to Silver Lake Street to better distribute traffic.  Open up a parking circle downtown. Boardwalk area open to main Street open to Eagles Landing open to the new lot open to Collins street so that people can drive through the lots looking for a spot to park. The boardwalk /promenade area should go through, no dead end there.  Increase parking with a second level over Collins street lot, styled to match the depot with bus stop, station and toilets on Collins street.  NO MORE tall buildings like the one on Pleasant Street in the downtown district. No buildings exceeding the height of the roof lines of our landmarks, city hall and the churches, should be allowed. This has ruined our skyline and hides our landmarks and should not have been allowed.
167	Please stop giving a green light to all this development. We live here for a small town feel. Not gigantic buildings all along the downtown.
168	While I understand we are growing and that is wonderful, I'd like to see less condos and apartments approved. We have so many of them. At some point people will start buying and then the price will need to drop on rent in order to fill them up and we will then create a draw from people who may bring problems from other areas to Oconomowoc.
169	Save the history, stop knocking down the historic buildings and building condos only the elite can afford.
170	Stop blotting out the lakefront with multi story condos
171	Not really, emphasis on public transportation, parks, community events, higher end unique restaurants and water pad
172	Neighborhood parks required in subdivision developments.
173	No
174	More bike/walking paths (sidewalks)to and from schools so kids don't have to walk next to or on the road or cut through neighborhoods.
175	I think that Oconomowoc needs to focus less on creating affordable housing and condominiums. I also think that we should be creating less subdivisions. We don't need to grow Oconomowoc, many people enjoy it because it a small nice town where everyone knows each other. And I know many people would like to have more nature paths and areas. Unfortunately, many of those areas have been torn down to build more unnecessary housing. Which is disappointing.
176	We Need a COMMUNITY POOL!! Roads in the city need to be repaired!! By the condos are the worst!!
177	Less high priced condos

	Response
178	No more ugly, over priced condos please :)
179	Yes stop taking away the small town feel by building condos and apts we don't want them anymore.
180	Less Condos!!!!!!!!!! Would like to see a community aquatic center rather than going to the lake where you really can't swim.
181	Repair of street that I live on.
182	Protect natural resource! Stop building in protected areas, deal with the current problems before moving on to NEW projects.
183	Stop with the huge condo developments downtown. I know they bring in taxes but my god what an eye sore. And please baby Jesus no more big stores. I know I know, jobs and money and convenience. A lot of us are here or moved out of the city for the small town country experience.
184	Stop spending \$ on fireworks, enforcement of private fireworks use, more activities for teens
185	More Tax paying development that does not need a handout from the city.
186	n/a
187	Please finish the underground pedestrian tunnel at Hwy 67/Lake Country Trail. It is dangerous crossing that road in a car, much less on a bike or on foot.
188	As a person that lives in a city that is being loved to death managing growth while preserving the character of the community is the biggest challenge for the community. The very fact that you have offered this survey and are thinking comprehensive in planning the future of the community I applaud the effort and hope to live long enough to enjoy it in the future.
189	-
190	Focus on the core community and reduce new construction like condos and income based housing they don't provide enough tax revenue. And reduces the Small Town feel I so enjoy here. I moved out of a big city for a reason. And I don't like seeing these massive structures that literally cast a shadow over some historic properties
191	Stop approving condos downtown. Work to bring in much better dining
192	Stop putting high rise condos blocking all the views of the lakes.
193	Please stop taking away from the beauty of downtown by building high rises. I understand wanting to increase occupancy but make it for the area. People want to see the lakes not condos that take away from parking for businesses. Don't tear down business for green space either. People have backyards for a reason, and downtown needs to thrive on business not green space.
194	Add more neighborhood parks to newer subdivisions and mandate larger vs smaller lot sizes. This would help bring in and keep upper middle class families.
195	Continue to develop Pabst farms. We need retailers that are going to bring people to oconomowoc because of uniqueness in the area (Trader Joe's; midscale restaurants). A shame IKEA didn't play out.
196	The streets have not been fixed paved in over 15 years where I live. And more areas for kids to play and keep busy so they can be active without always being on phones and drugs so on.
197	Single family housing developments that are more affordable, less apartment/condo/senior living. I think the recent apt/condo developments are great, but there are a lot now. Cleaning up/finding tenants for vacant buildings in downtown area.
198	I would love to see Oconomowoc grow while keeping its charm and lots of green space. It's nice to feel like we are a community that is close to bigger cities but also that we are in the country. I would hate to see Oconomowoc turn into the next Brookfield or Waukesha.
199	Listen to the community members before deciding on the future of the town
200	walkability along Lisbon to Hwy P

# Oconomowoc Student Survey Response Summary

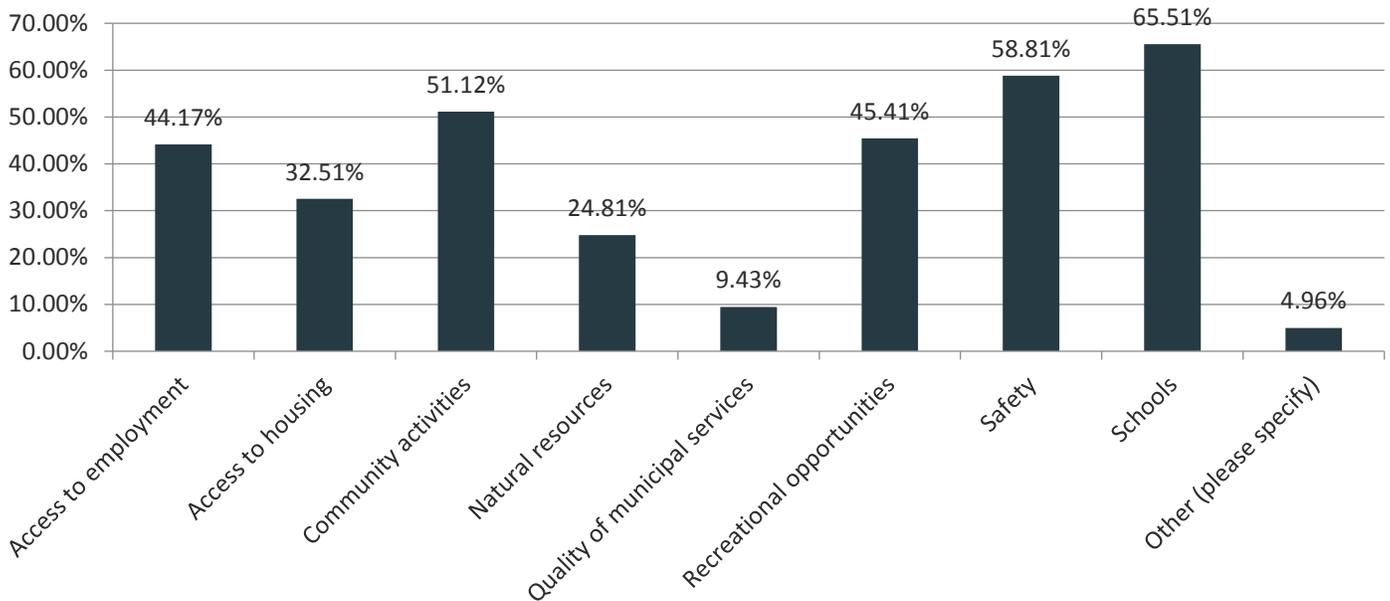
Question 1: Within the past ten years, how would you evaluate the quality of life in Oconomowoc?



Total respondents: 405

Question 2: What primary factors contribute to a positive quality of life for you in Oconomowoc? (Select up to 3)

Answer Choices	Responses
Access to employment	178
Access to housing	131
Community activities	206
Natural resources	100
Quality of municipal services	38
Recreational opportunities	183
Safety	237
<b>Schools</b>	<b>264</b>
Other (please specify)	20
<b>Total</b>	<b>403</b>

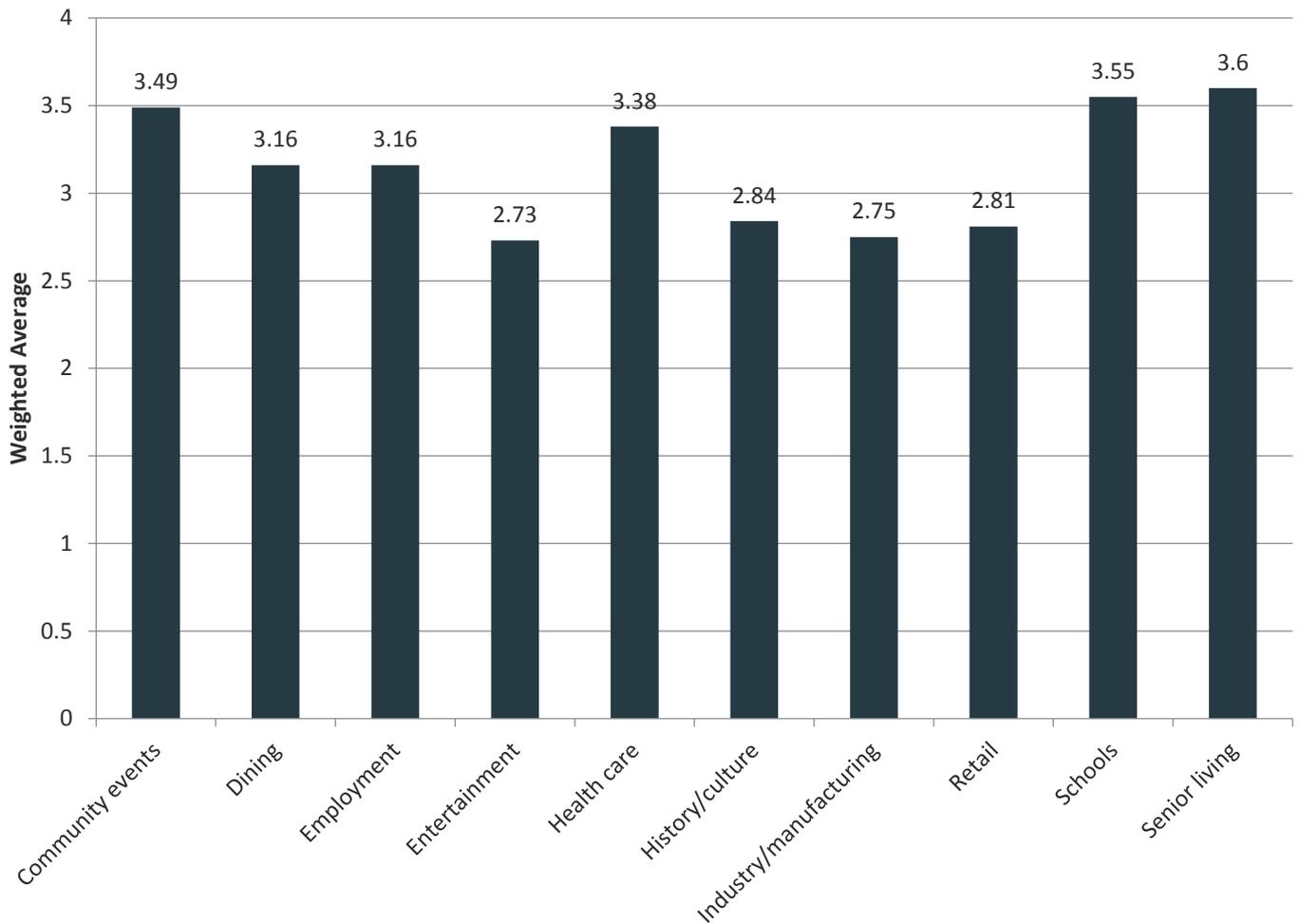


## Open-ended Responses

1. Other
2. Good and Improving Law Enforcement
3. good food
4. roots/ food
5. i do not have a positive quality of life in Oconomowoc
6. places to shop
7. i do not have a positive quality of life in oconomowoc
8. community
9. we need a buffalo wild wings here.
10. Oconomowoc has been a great town to grow up in, there are endless ways for EVERYBODY in the community to be involved in so many things!
11. The people
12. The community in general is really nice and welcoming.
13. More places for teens to hang out and have fun
14. All the concerts that are local at the band shell
15. Historical preservation
16. Community in general
17. Diversity
18. Kindness
19. Restaurants
20. Other

Question 3: Promoting Oconomowoc and its economic development is important to the community. Please rate the following:

Answer Choices	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)	Weighted Average	Total Reponses
Community events	11	41	141	160	51	3.49	404
Dining	20	87	140	124	34	3.16	405
Employment	13	60	198	103	24	3.16	398
Entertainment	54	126	119	88	18	2.73	405
Health care	11	40	176	127	42	3.38	396
History/culture	41	116	144	74	29	2.84	404
Industry/manufacturing	30	115	192	49	13	2.75	399
Retail	47	94	166	78	16	2.81	401
Schools	18	47	110	154	76	3.55	405
<b>Senior Living</b>	<b>6</b>	<b>27</b>	<b>157</b>	<b>138</b>	<b>69</b>	<b>3.6</b>	<b>397</b>

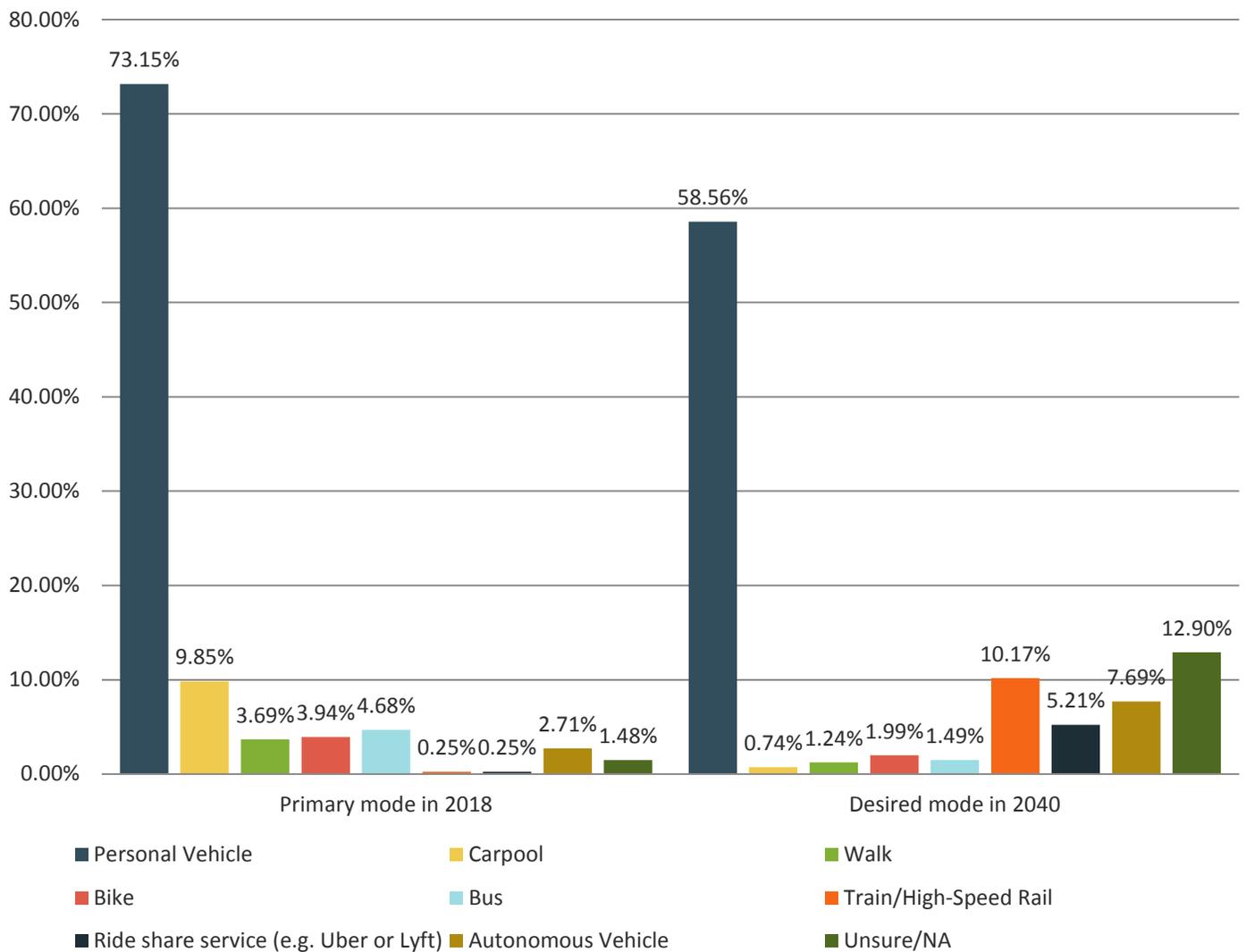


## Open-ended Responses

1. Some schools are nice, such as the high school, but the elementary schools are lacking, and retail, can we get like a Macy's or JCPenney's?
2. ocon is for old people
3. Not a lot to do in Oconomowoc
4. more restaurants, a movie theater, mall
5. we don't need anymore apartments, and no more cops we have enough
6. more restaurants
7. we need a bigger High School not East campus
8. Oconomowoc needs better shops where teenagers would like to be.
9. People would always come to Oconomowoc because it has so much history to it but the more and more we are building these huge apartment buildings and condos, the more we are taking away from that history of an old town with character. Try focusing more on restoring the old buildings instead of raising them and building modern ones.
10. We need a Wendys
11. Maybe Be a teacher but with art stuff
12. Oconomowoc is a great place but most of the culture is white i would love to see diversity
13. There needs to be more things for teenagers to do instead of hanging out in the cemetery and smoking pot.
14. Lack of resturants downtown
15. we need to get more things to do such as more different nice resturant/ food places
16. Hi

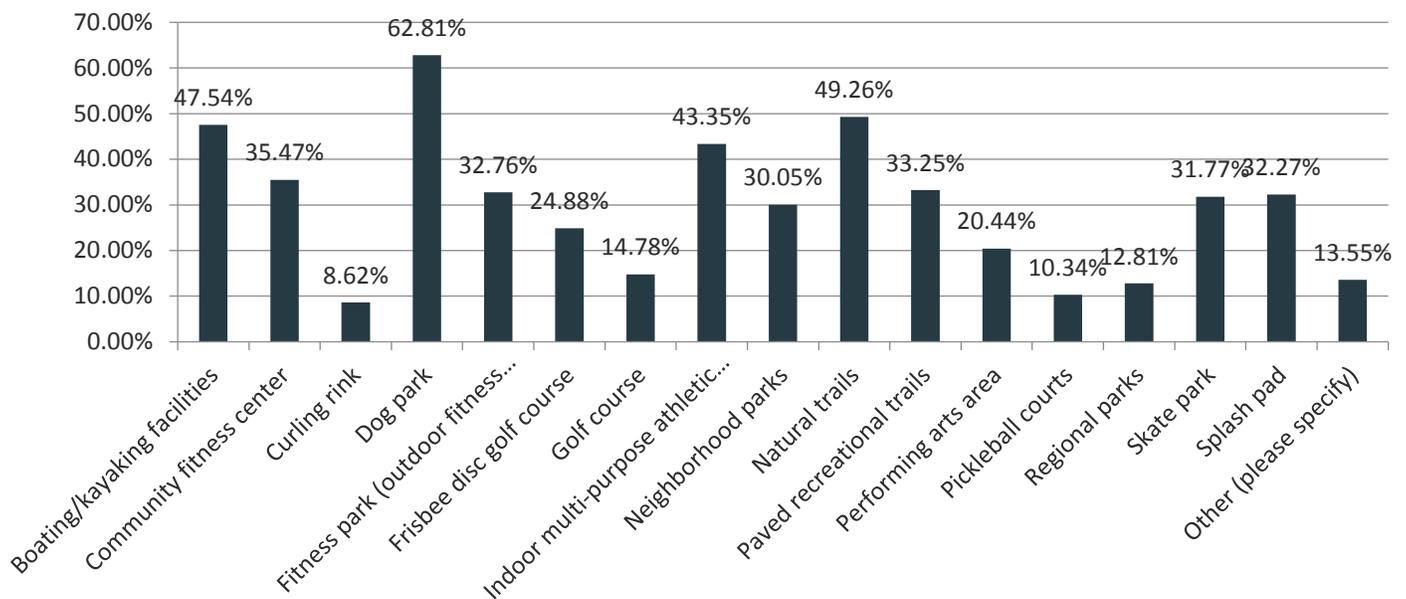
Question 4: Select your current and desired mode of transportation in 2018 and 2040.

Answer Choices	In 2018	In 2040
<b>Personal Vehicle</b>	<b>297</b>	<b>236</b>
Carpool	40	3
Walk	15	5
Bike	16	8
Bus	19	6
Train/High-Speed Rail	1	41
Ride Share Service (e.g. Uber and Lyft)	1	21
Autonomous Vehicles	11	31
Unsure/NA	6	52
<b>Total</b>	<b>406</b>	<b>403</b>



Question 5: What recreational facilities would you most like to see more of in the future? *Select all that apply.*

Answer Choices	Responses
Boating/kayaking facilities	193
Community fitness center	144
Curling rink	35
<b>Dog park</b>	<b>255</b>
Fitness park (outdoor fitness equipment)	133
Frisbee disc golf course	101
Golf course	60
Indoor multi-purpose athletic facility	176
Neighborhood parks	122
Natural trails	200
Paved recreational trails	135
Performing arts area	83
Pickleball courts	42
Regional parks	52
Skate park	129
Splash pad	131
Other (please specify)	55
<b>Total</b>	<b>406</b>



## Open-ended Responses

1. SKATEPARK
2. Golf course
3. Food
4. Community Pool
5. Ice rink
6. x
7. more community activities where kids can meet and see their peers on a daily basis
8. we need fun things for kids to do because, getting pulled over riding a scooter isn't fair
9. more basketball gyms
10. A good arcade, shopping mall or places to shop in general
11. Ice skating rink
12. Ice skating rink (indoors)
13. pool
14. Ski hill
15. shopping center
16. Community Pool
17. Less neighborhoods and condos
18. Places for teens and kids a lot of middle schoolers hold an intrest in sky zone but need a ride. If you had something for their age to walk to and enjoy
19. Community pool
20. Ice rink
21. trampoline park
22. Wendys
23. Basketball courts
24. Basketball courts
25. Movie Theater
26. I'm not sure yet
27. POOL
28. Movie Theatre
29. Skating rink and stores
30. Some where for kids to hang out outside of school
31. movie theatre/teen hangout spots
32. Basketball courts
33. Bigger arcade
34. More retail stores
35. Mini golf
36. Firearms range
37. hockey arena
38. outdoor pool.
39. Mini-golf course
40. Cheaper bowling
41. Shopping/Outlet mall
42. An art studio
43. Healthier eating alternatives (Smoothies/Health food resturants)
44. Horse back riding
45. indoor tennis facility

- 46. Parkour/Obstacle course area
- 47. Indoor ski hill
- 48. I think a skate park would be awesome and well used
- 49. Wheelchair accessibility
- 50. just wanted to say skate park again
- 51. More places for teenagers to enjoy and hang out at
- 52. Movie theater
- 53. ice rink, swimming pool
- 54. Hi
- 55. frozen yogurt

Question 6: List the things you remember about growing up in Oconomowoc.

Top Responses	Number
Downtown	86
Lakes	56
School	53
Movies	46
Moonlight	43
Community	42
Parks	40
Friends	31
Safe	29
People	28
Beaches	23
Walking	22
Parades	19
Events	18
Biking	12
Fowler Park	10
<b>Total Respondents</b>	<b>381</b>



## Open-ended Responses

	Response 1	Response 2
1	dreams	possibility
2	Culture changed like looks	
3	It's peaceful	It's friendly
4	school	school
5	Ocomococon	Moonlit movies
6	My mom	My dad
7	school	basketball
8	going to Aldi	
9	Two kwik trips right next to each other	nothing
10	Family beach days at City or Bender Beach	Ice Cream Truck
11	Ice cream	Swimming at the Y
12	My boat	The parks
13	Parades	LaBelle
14	Lake activities	Downtown candy shop
15	The people	The schools
16	football	food
17	walking to school with my mom	The park by my house
18	stuff	more stuff
19	The arts	The community events
20	enjoying the lakes	going to my park in my neighborhood
21	Good community	Safe
22	Playing in the snow.	Play football.
23	Being able to walk around and experience Oconomowoc.	How friendly everybody is in Oconomowoc.
24	Park lawn baseball	Parades
25	The Parks	The Beaches
26	Having fun at imagin Nation Station	Riding my bike with my friends downtown.
27	Having a good school and a good environment and just love the people around here	Fun events in oconomowoc and they were fun
28	the freedom	friends
29	Food	Firends
30	I didn't grow up here	
31	i didn't grow up here	
32	Just recently moved	I don't know
33	nothing	nothing
34	A nice park	a decent house
35	walking around	
36	t	t r
37	Summit Elementary School (lots of fun memories)	First Stage camp at the OAC
38	poor quality of life	lack of affordable housing
39	fun	cool
40	Going to school	Sports
41	Ocomacon	Moonlight movies.
42	pretty quiet	not having very good community mutuality

	Response 1	Response 2
43	Piggly wiggly being nearby	Friends
44	fishing	murder cases
45	elementary school	playing soccer
46	Trains through the city (Ashippun too)	Christmas Train
47	walking from my house to downtown and enjoying my day downtown	going to downtown and finding something to do everyday
48	Going to every parade	playing on the street in the summer at night
49	Always having stuff to do downtown.	Nice people.
50	Moonlit Movies	Skating downtown with friends and knowing that I am safe
51	did not live in ocon	did not live in ocon
52	The schools were kind of small	there was less people
53	the murder case	not sure
54	being open and un-crowded	close community
55	idk	idk
56	The town events.	Going to a good school.
57	I had fun playing outside, but there weren't many playgrounds in my neighborhood.	I loved going downtown.
58	poor quality of life	lack of affordable housing
59	Its always been a nice community.	You seem to know at least one person no matter where you go.
60	the people	events
61	Having a town that hosted events and has always seemed more united rather than other towns I have grown up in.	Being able to see the lakes while driving through downtown it has become more buildings now.
62	Great school system	Great community events
63	It seemed like something was always going on downtown (like community events).	I felt safe
64	The people	The many lakes
65	The beach	Walking around in town
66	i don't live in oconomowoc	i live in ixonia
67	Ski hill	
68	going to the park	walking home from school
69	Lakes	Great people
70	Kiltie	OHS Sporting Events
71	Going to moonlit movies with my friends in middle school	Walking around the lake and going swimming with my family
72	The lake in the summer, boating	Gelato down town and Mexican (all around good food)
73	Sentry	Candy shops
74	Friendly community	Great schools
75	It's a great place to grow up.	Nice downtown.
76	Having to pay extra for the city beach because we lived in the town	Whelan's
77	going downtown to get ice cream	meeting lots of new people

	Response 1	Response 2
78	Beautiful scenery with many lakes and nature spots	Many building being made, I personally don't like the huge buildings blocking the view of the lakes
79	swimming in lac labelle	going out for ice cream
80	Easy access to everything	Nice surroundings.
81	Fishing	biking
82	Going to Town Hall to meet the mayor and look around the building	Very safe, quiet community that had friendly people
83	My Elementary School: Greenland Elementary.	The first house that I lived in.
84	Condos being built that nobody wants	Subdivisions being built that will over populate our schools.
85	Lots of recreational activities available.	Many fun places for young adults to hang out downtown.
86	buildings burning	black outs
87	downtown	moonlit movies
88	burger king	papa murphies used to give out cookie dough on halloween
89	It's very quite and nice.	The schools have really good teachers overall.
90	A lot of parks to play at	
91	Condos	Christmas parade
92	nothing	nothing
93	The beach was a huge part of our summer	Downtown was the only place to go for entertainment
94	Nothing	Nothing
95	moonlit movies	parades
96	Community Events	Fireworks
97	Small communitys and no high rise buildings in downtown	Oconomowoc building high rise buildings in downtown
98	Not good shops downtown that are expensive.	Pretty in the summer.
99	The wonderful people and community, I always felt safe.	The trees downtown wrapped in lights during the winter months, it makes downtown Oconomowoc look magical.
100	The gazebo that they destroyed	Moonlit movies
101	Republican	Good Schools
102	Community events	Downtown
103	Going to Fowler park and walking around the lake.	Visiting and playing at the beaches.
104	In the summer swimming in the lake or walking downtown with my friends	Moonlit movies
105	Swimming at the beach	Goofing off with friends
106	Lake	
107	The farmers markets	The great food downtown.
108	Parks for kids	Sports games
109	The Beach	The ymca
110	idk	idk
111	The freedom to have fun	Riding my bike downtown to the candy shop

	Response 1	Response 2
112	Growing up in a nice town where I could walk around downtown as a kid without having to worry for my safety	Lakes have always been a really big part of Oconomowoc. We always have events and buildings based around them and it's nice.
113	Fourth of July fireworks	Chili fest
114	Peaceful	Calm
115	It is a good environment	
116	Ice cream downtown	Safety
117	Fall Fest	Moon lit movies
118	Construction	Amalias restaurant
119	Days on the lake	Football games
120	Sitting at home	Doing nothing but school
121	Lake walks (around Fowler Lake) with my family!	I love the little shops/cafes in downtown Oconomowoc. I can't count the number of times I've heard "want to meet up at roots and study?"
122	The school	Community
123	The people	Downtown shops
124	I was always safe and felt safe.	There were not many things to do as a teenager.
125	going to the moonlit movies	attending parades for homecoming
126	Good schooling	Community events
127	Going out to eat downtown	Going to the beach
128	Biking around town with my family and friends	Going to the parks
129	Safe sidewalks while walking my dogs	Going out to eat at the Crafty Cow
130	Riding my bike to Sweet Dreams Candy Shop with my brother.	Letting my dogs swim off the board walk.
131	Skiing at Olympia	Going out on the lake in the summer
132	Friendly people	Nice place
133	Downtown to get ice cream	homecoming parade
134	the lakes	the family type feel
135	Parades	Going to the neighborhood park
136	the schools/education	what it's like downtown
137	Lakes/boating	Coffee shops
138	going to Gallery Night with my family	participating in children's events at the library
139	that they were super unsure about closing the comic book store and it closed like 5 times and then they were like "just kidding lol"	^^^
140	Weather	Schools
141	Moonlit Movies and spending time downtown	the neighborhood parks
142	The lakes	Playing outside
143	Friends	Food
144	The apple orchard by my house	Downtown
145	Good schools	Great culture
146	Parades	Beaches
147	Lots of opportunities to try sports/activities	Amazing schools
148	The Lake	Downtown

	Response 1	Response 2
149	Biking with friends	Going into downtown oconomowoc with the bros
150	Beach	Parades
151	Everything	Everything
152	Board walk	People
153	Comicon	There was nothing to do downtown
154	Beach	Downtown
155	taking walks around fowler	going to the fireworks show
156	The community events	Summer on the lake
157	Not enough basketball courts	Riding bikes
158	Going for walks	The old highschool
159	Biking around downtown	Eating at the restaurants
160	I've only lived in oconomowoc since September 30th, 2017. (Moved from Southern California)	When I moved here, everyone was very welcoming. They answered the questions I had, told me about the town for places to eat, and go. And I made friends quickly.
161	Games at the ballpark	Moonlit Movies
162	I remember going to the park and feeling just at home	
163	Living on the lack	Making some new friends
164	midnight movies in the summer	the Halloween parade downtown
165	Nothing	Nothing
166	Parades	City beach
167	Always felt safe	Down town was always clean
168	The Lakes	Developments
169	Safety	Family friendly
170	Moonlite Movies	Parades for Christmas, 4th of July, etc.
171	Good atmosphere	Nice shops
172	Schooling	Moonlit Movies and other community events
173	Homecoming parade and game	Walks downtown with friends to visit the store fronts.
174	All the friends I meet and good neighbors that were close friends with.	Being able to hang out with friends downtown/anywhere and feel safe and not be scared of not being with a parent.
175	Burger King	Seeing dr. Sues play at oac
176	Different traditions during the seasons	
177	Family friendly neighborhood's	Parks
178	Walks around Fowler lake	Kayaking down Oconomowoc river
179	The boat show	Imagination station
180	Good community	A town that wasn't alive
181	Summit school	Moonlit movie
182	The parks we went to	How it was so nice
183	Being bullied	Stuck up neighbors
184	moonlit movies	silver lake intermediate
185	Watching trains	Playing t-ball

	Response 1	Response 2
186	Taking dance classes at the dance studio	Taking Taekwondo at a studio in the downtown area
187	Schools	Moonlit movies
188		I
189	German market	ONS
190	City beach	The ymca
191	Going downtown	Fun at school
192	The great community	opportunities it presented me
193	Going to football games and spending time with friends	Going to Oconomowoc High School. Having Mr. Curtis as the principal at the high school has greatly improved the culture and communication within our school.
194	Parks	Lakes
195	Fowler lake	Downtown lights
196	Walking around the lake	Theatre at OAC
197	Wood creek park	Meadow view
198	Going to Meadow View Elementary School	Everyone being kind and caring
199	Going to the park	Going to the beach
200	The super welcoming and safe downtown area	All the fun activities and events
201	School	Friends
202	Going downtown to eat ice cream.	Going to Roosevelt Park.
203	The lakes	Downtown Oconomowoc Shops
204	Moonlight movies	High school
205	Boardwalk	Downtown activities
206	A lot of friends	A good amount of awesome teachers
207	Having nice walks with friends	Metting the love of my life
208	Boardwalk	Schools
209	Oconomowoc beach	Downtown
210	Fowler park being a good place to hangout with friends	The accessibility of most places from the high school, when it comes to walking
211	Small town	
212	All the friendly people and places	Lots of good restaurants
213	Very safe	Lots of great friends
214	The amount of polite people willing to help put anyone	The German Christmas market
215	Community Events	Good schools
216	The parades	The lakes
217	The whole community was all together	The festivals downtown
218	low quality educational facilities	lack of affordable housing
219	moonlit movies	imagination station
220	Arts Festival	Oconomowoc City beach
221	Ymca	Community
222	Moonlight movies	Football games
223	Downtown	Community activities
224	uh	muh
225	Walks around Fowler Lake	Moonlit Movies/Waterski show

	Response 1	Response 2
226	Parks	Biking
227	The great schools	The great places downtown
228	Friendly neighbors	School
229	Friendly Neighborhood	Good Schooling
230	The food	School
231	A historical feeling	Relaxing and fun community
232	fun and nice people	fun downtown area
233	Moonlight Movies at Fowler Park	neighborhood parks (playground)
234	Downtown	The school system
235	City beach	Safe community
236	Being able to go to walk or bike to the lake and spend the whole day there	Not having very many good restaurants to eat at
237	Beach	Smaller town without the big buildings
238	My teachers	The recreational activities put on by the community
239	It's safe	It's peaceful
240	Feeling safe	Biking around my neighborhood
241	The parades	German Fest
242	Going to the public beach.	Friendly downtown area.
243	Strong sense of community	Small town feel
244	No pool outdoor	Walking to nearby restaurants
245	Moonlit Movies	OHS Football games
246	playing at parks	going to fun schools
247	Didn't grow up here	
248	Parks	Friends
249	Moonlit Movies	Art Fair
250	Not a lot of people	Good people
251	visiting lots of playgrounds with my grandma	lots of activities downtown... parades, trick or treat, etc
252	Medowview elementary	Nature
253	Lake days	Moonlit movies
254	Moonlit movies	The beach
255	Friendships	Great community
256	Football games	Eating dinner at all the restaurants
257	Knowing a lot of people and feeling like a connected community.	Moonlit movies and other downtown Oconomowoc activities!
258	OHS sports	Boating on Oconomowoc Lake
259	Football Games	Parades Starting Late
260	Going to Nature Hill Intermediate (and being in Oconomowoc High School currently)	Playing tennis tournaments at OHS when I was younger
261	Downtown Oconomowoc	Activities In Oconomowoc
262	The German Christmas market	The out door movies
263	Moonlight movies	Highschool football games
264	Struggling to find things to do nearby with friends	Having fun the winter (sledding)
265	The schools were very good	The food and restaurants were very easy to get to

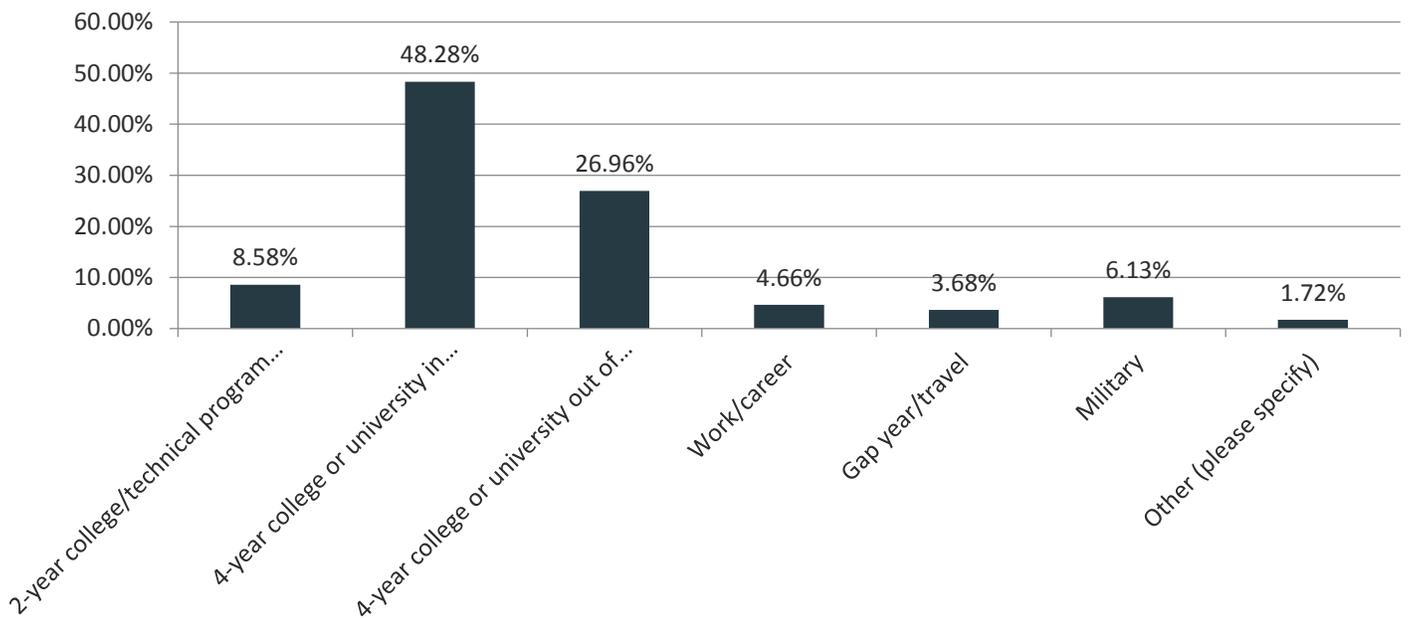
	Response 1	Response 2
266	The amount of time and money the community of Oconomowoc puts in to create the best living space	Going to the ice sculptures and winter festivals on the lake and seeing kites in spring
267	School	City beach
268	Parks	Going down town and stopping in The unique shops
269	Going each year to the German Christmas market or other events held down town	Always feeling safe
270	Safe	Small Community
271	Meeting up with friends downtown	Walking around
272	Swimming at City Beach	Kayaking
273	Walking downtown	Highschool plays
274	White	People
275	My mom being barely able to afford a crappy apartment in town after she divorced my dad.	That one of my childhood friends died of a heroin overdose after freshman year, and another childhood friend almost shot up the highschool during our freshman year.
276	The people are great	Always feel safe
277	None	None
278	The coin shop & candy shop downtown	Visiting community festivals (Summer music, fall fest, German Christmas)
279	School	The people
280	Walking around	Not having anything to do besides ride my bike
281	Moonlit movies	Going to the kiltie
282	Hanging out downtown	Exploring wooded areas
283	The wizard of Oz movie watch thing	CO scare at the highschool
284	Being out on the Lake	Firework show
285	Living on and being around lakes	walking around downtown
286	Imagination station	The depot
287	Walking around Fowler Lake	Going to many of the different parks.
288	German Christmas Market	Moonlit Movies
289	The balance of nature and city	The close and caring community
290	Hanging out with my friends everyday when there was warm weather.	Getting my first cat and still to this day my cat is here with me.
291	Parades	Good schools
292	A very small town, nice place	The beach was always very nice
293	still growing up	
294	going to the high school plays and musicals	hanging out in the downtown area
295	Great experiences downtown	Fun times at the lake during summer
296	Lots of Lakes	Lots of events within the community
297	Small quiet yet bust city/town	Dance classes
298	The YMCA	moonlit movies
299	Going to our neighborhood park	Hiking at close by nature trails
300	The fire downtown oconomowoc	having the cops harass me
301	Fowler Park Moonlit Movies	Roosevelt Park
302	Downtown	Parks

	Response 1	Response 2
303	Walking downtown (which has progressed greatly)	Participating in many clubs and sports in the area (through the YMCA and rec center)
304	Riding my bike to the parks with my family	All the parades
305	The old buildings and places downtown that have stayed the same!	Everyone is so friendly.
306	Lakes	Candy Store
307	St. Paul's Lutheran	Hanging around downtown
308	The lakes	Canoeing
309	Nice people	Good things to do
310	Community parks	Moonlight movies
311	Small town appeal	Lots of rich people here
312	Going on the lake	Going to parks
313	High school plays	
314	All of the markets and festivals that go on downtown	Just how our community helps out with animals and keeping it clean
315	Not much to do as a teen in Oconomowoc	Nice people most of the time
316	Positivity	Love
317	Walking around the lake	German Christmas market
318	Beautiful lands	Now there's so much city dude like we can't become a big city so let us have our beautiful lands
319	Fowler Park	Whalens
320	Great Small Town Vibe	Amazing People
321	Parades	Fireworks on the lakes
322	The beach	The ice cream
323	Lakes	
324	Arts festival	Moonlit movies
325	Poeple	It growing at a rapid rate
326	The amazing community	The schools and the performing arts programs
327	Exploring downtown	Going out on the lake
328	Moonlit Movies	Legion Band concerts and playing at City Beach
329	Didn't grow up in Oconomowoc	
330	hanging out with people downtown	walking around lakes
331	Moonlight movies	Playing games in my culdesac
332	Predominantly white community	Few places to shop
333	Beautiful walks around the lake	The parades
334	The city beach	Downtown
335	School	Going downtown
336	Going to all of the festivals downtown	Going to the parks with friends
337	German Christmas Market	Roots
338	Plenty of places to go out to eat	Extremely safe environment
339	Kowabunga Comics	Parklawn Elementary School
340	As a little kid, smelling the bread and chocolate smells in the morning	I don't know
341	Traffic	School
342	walking around downtown	the lakes

	Response 1	Response 2
343	Small cute town	
344	Good people	Plenty of opportunity
345	Beaches	Moonlight movies
346	Lakes	Moonlight movies
347	The bands playing	City beach
348	Honestly, always wanting to be somewhere else. Oconomowoc isn't exactly the most exciting of cities.	
349	Lakes	Moon lit movies
350	Going downtown all the time	Football games
351	Nice people	Very safe
352	The people	Downtown
353	It was always a Small community never super crowdered	The downtown area was good there was a lot of cool stores open
354	A friendly old style town	I was able to see the lake because there weren't 500 condos in the way
355	Moonlit Movies	
356	Not much and was going to build up	I had a corn field behind my house. Now there is houses
357	Moonlit movies	The beauty of the city
358	Hi	Hi
359	The beautiful lakes	All the community events
360	Spending lots of time downtown.	Riding bikes to many different places.
361	Moonlit Movies	Hanging out at Fowler Park
362	Community events	Spending time with friends downtown
363	Walking around downtown with friends	The opportunities I have in high school
364	Great restaurants	Safe community
365	Candy shop downtown	The lake walk
366	Friendly Community	Not a lot of apartment complexes
367	Parks	Parades
368	Moonlight movies	Ice cream shops
369	Parks	The Lakes
370	Biking	Friends
371	Condos	Oconomowoc Arts Center
372	The lake	The special feeling
373	Moonlit Movies	Downtown
374	Recreational Sports	Beach
375	Moonlit movies	Parades
376	Going downtown	Always swimming
377	the beach	downtown
378	The people	
379	Football	Safe environment
380	Moonlit movies	Fireworks
381	safe	caring

## Question 7: What are your plans after high school?

Answer Choices	Responses
2-year college/technical program (e.g., Waukesha County Technical College)	35
<b>4-year college or university in Wisconsin</b>	<b>197</b>
4-year college or university out of state	110
Work/career	19
Gap year/travel	15
Military	25
Other (please specify)	7
Schools	35
Other (please specify)	197
<b>Total</b>	<b>408</b>

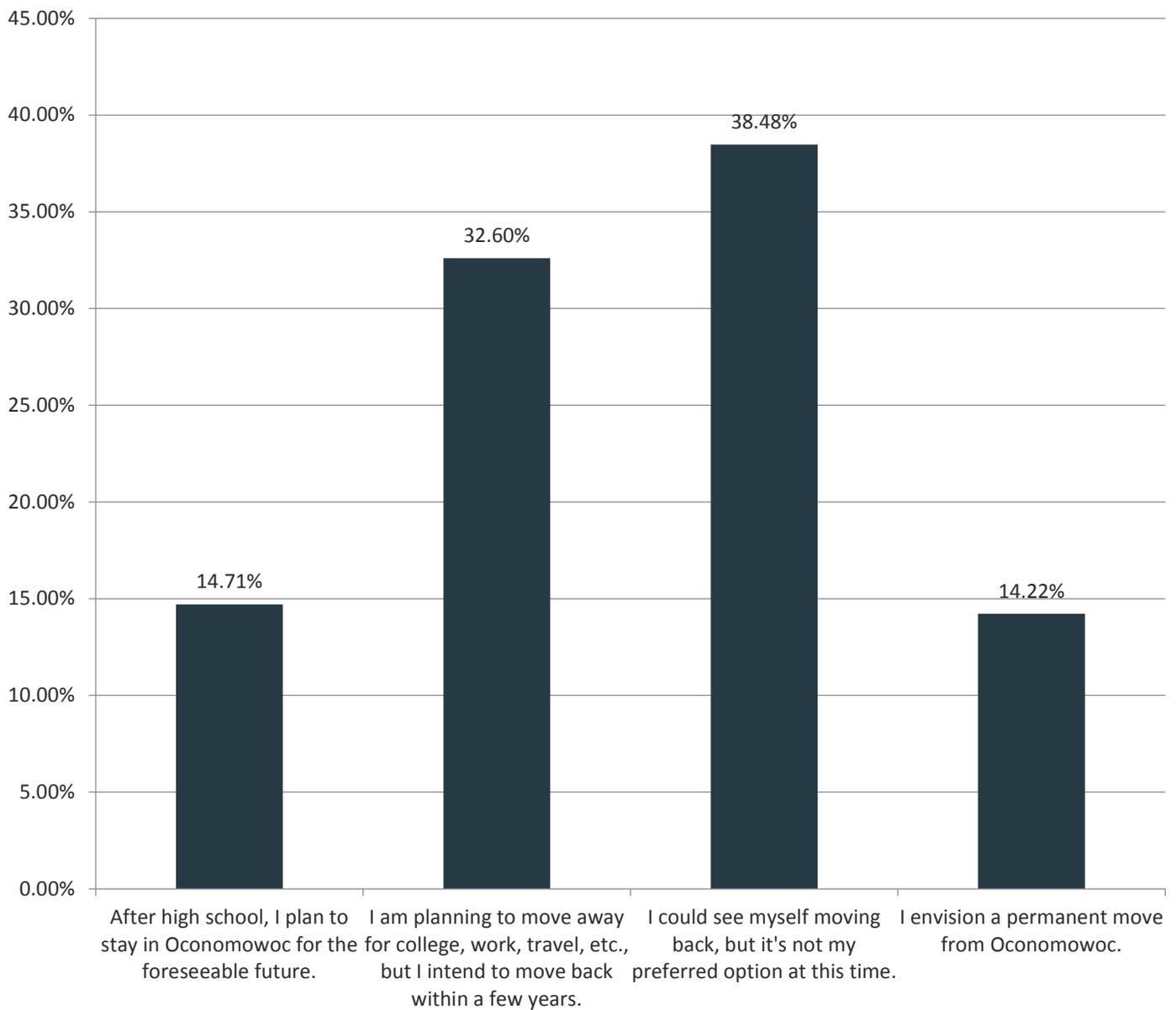


### Open-ended Responses

1. get the bag
2. getting out of ocon by ANY MEANS NECESSARY
3. i wanna be tracer
4. 4-8 year college or university out of state
5. 2.5 year apprenticeship
6. I honestly don't know
7. Hi

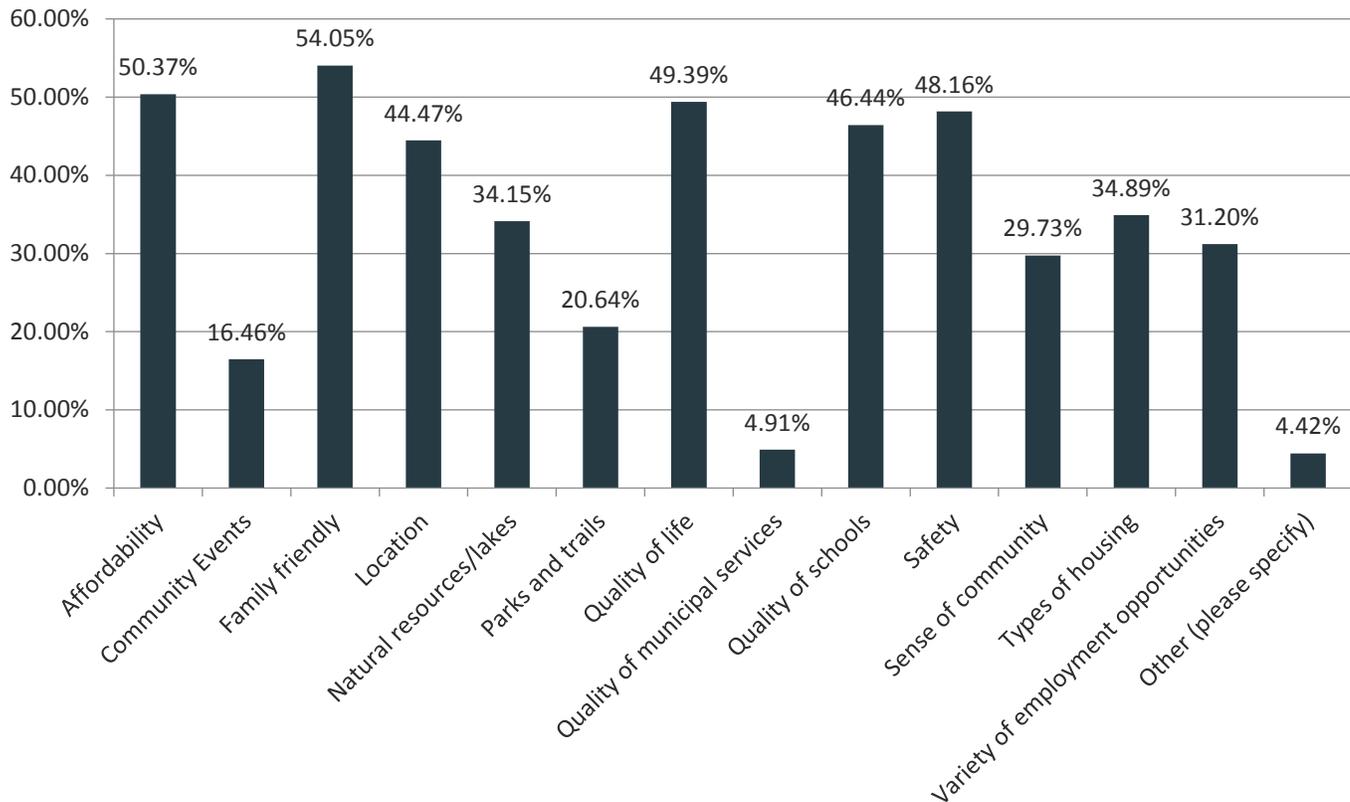
## Question 8: Which of the following statements best describes your attitude toward living in Oconomowoc after high school?

Answer Choices	Responses
After high school, I plan to stay in Oconomowoc for the foreseeable future.	60
I am planning to move away for college, work, travel, etc., but I intend to move back within a few years.	133
<b>I could see myself moving back, but it's not my preferred option at this time.</b>	<b>157</b>
I envision a permanent move from Oconomowoc.	58
<b>Total</b>	<b>408</b>



Question 9: What factors would you consider in moving back to Oconomowoc? *Select up to 3.*

Answer Choices	Responses
Affordability	206
Community Events	67
<b>Family friendly</b>	<b>220</b>
Location	181
Natural resources/lakes	139
Parks and trails	84
Quality of life	201
Quality of municipal services	20
Quality of schools	189
Safety	196
Sense of community	121
Types of housing	142
Variety of employment opportunities	127
Other (please specify)	18
<b>Total</b>	<b>407</b>



## Open-ended Responses

1. parks
2. none, i would never come back here
3. i would not consider this
4. More things to do
5. If its not filled with condos and subdivisions
6. idk
7. Schooling improvements
8. I'm not moving back to Oconomowoc
9. Because I like to live close to them
10. I will not move back to oconomowoc
11. Cracking down on the high drug use problem
12. Diversity
13. Career opportunities
14. more entertainment/things to do. WE NEED CHICK FIL A AND LESS CONDOS/  
APARTMENTS ITS RUINING DOWNTOWN
15. Nothing
16. Transportation options
17. Hi
18. Family

City of Oconomowoc – 2050 Comprehensive Plan  
Public Open House #1 – Meeting Summary  
April 11, 2019

Station 1: Where are the opportunity areas for change or growth? *Please place a colored dot on a location you feel has an opportunity for change or growth.*

**Open Responses**

Lessen the residential zoning units on the isthmus

Smaller lots

Update/breakup vacant Kmart

Not sure Olympia should be residential

Don't extend Thackeray Trail

Full parking lots are a sign of a great attractive city

Big crowds for big events are a sign of vigor

Native vegetation throughout public land

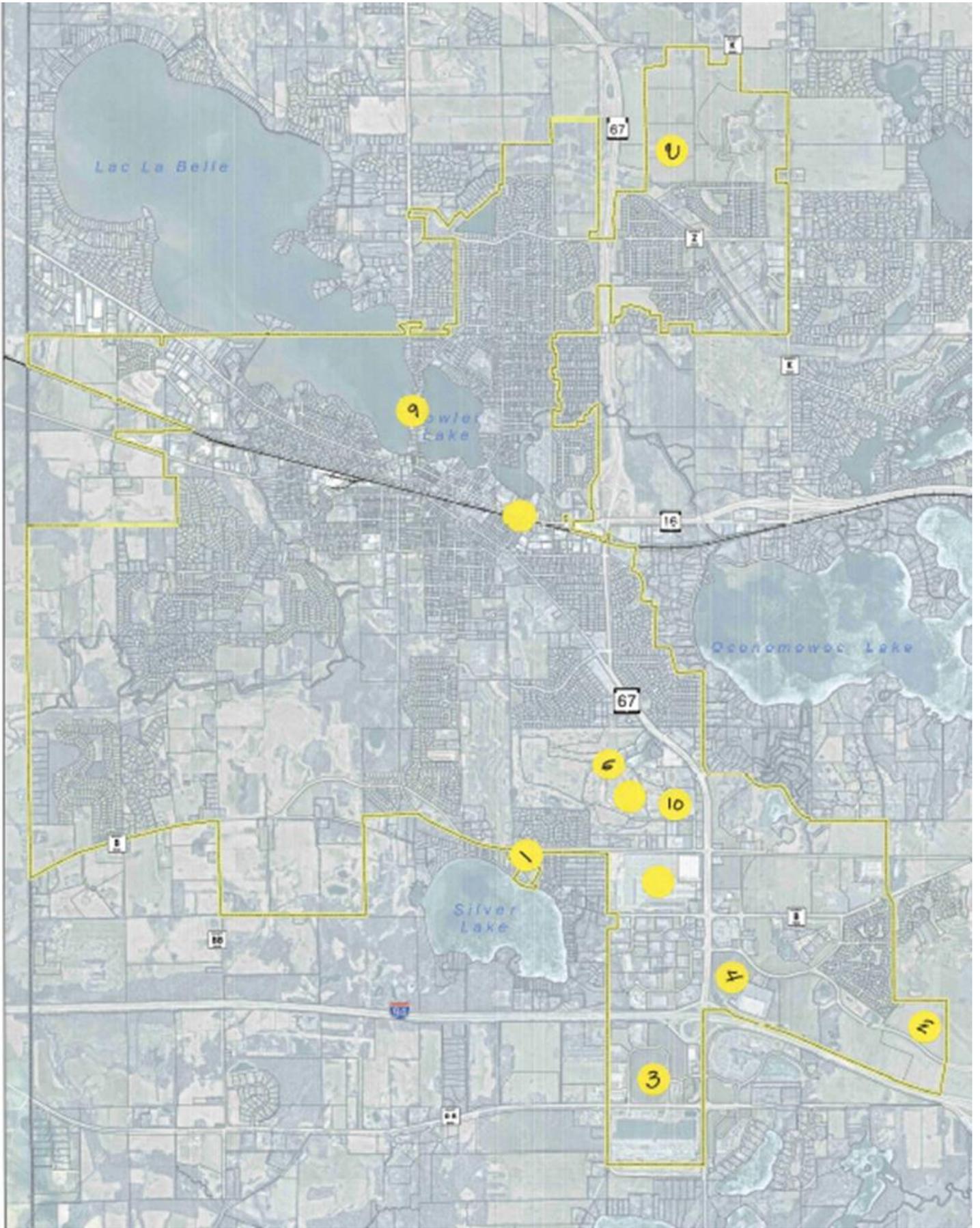
Preserve historic buildings

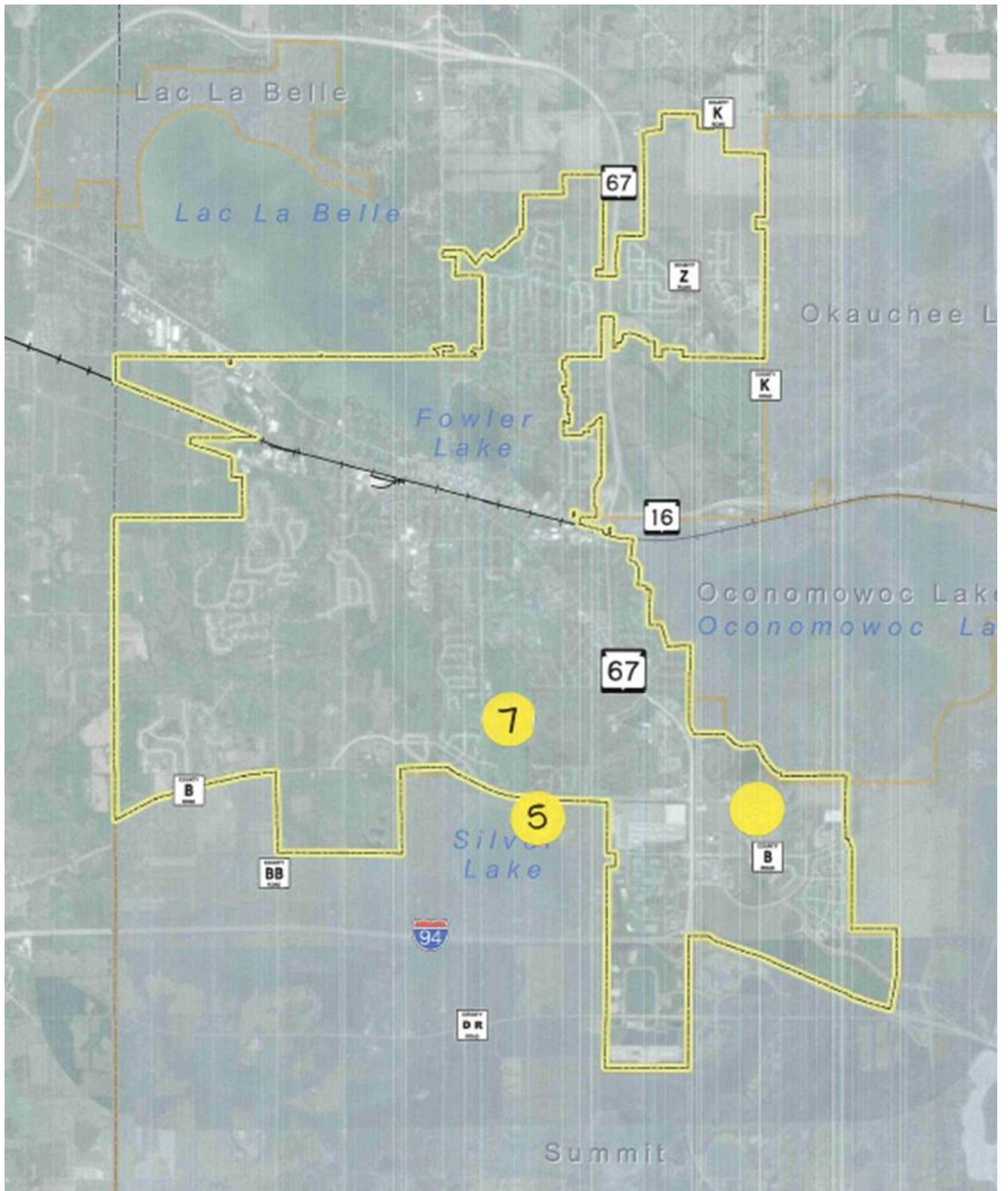
Develop Kmart area

Residential lots should be larger

Limit height of structures on Isthmus

Limit open space closure blockage along lake walks. No buildings wider closing off views





## Station 2: Use a dot to identify opportunities or challenges in Pabst Farms.

### Open Responses

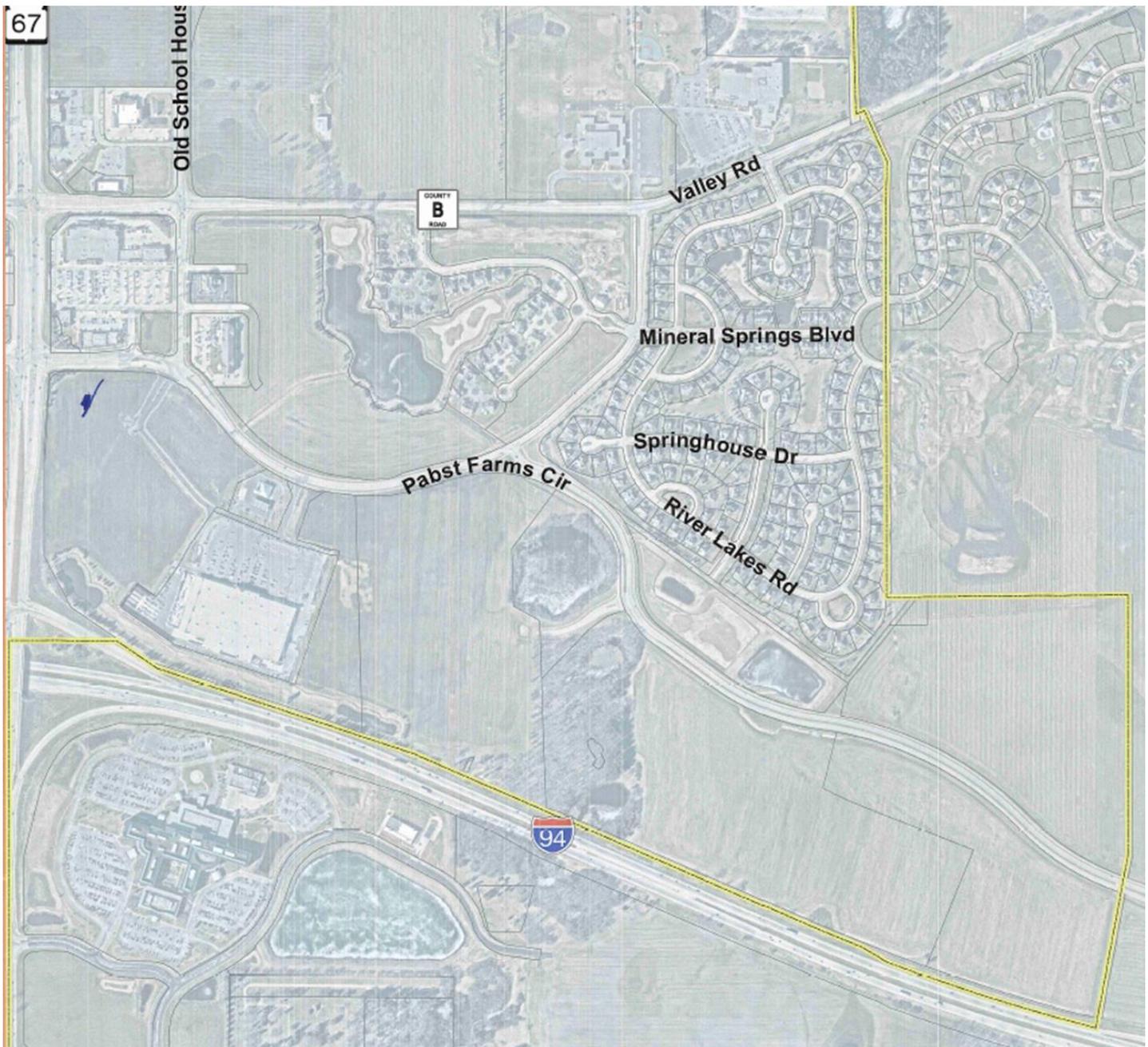
More upscale/variety of restaurants

Balanced local vs chain

Higher density mixed use along I-94 - helps with noise from I-94

Stop putting the "back" of a business facing the road

Although open responses were received, no dots were placed on the map.



### Station 3: Use a dot to identify opportunities or challenges in Olympia Area.

#### Open Responses

Revitalize Ski Hill - Tubing?

Good Idea!! [referring to ski hill comment]

Roller blading/ ice skating rink [noted by circled asterisk on the map]

Forced Air sports facility - closed to the in hill one [noted by asterisk on the map]

Great ideas [referring to the roller blading and forced air facility comments]

Finish Oconomowoc Parkway

Entertainment venue built around ski hill, movie theatre, sports complex, etc.



## Station 4: Use a dot to identify opportunities or challenges along E. Wisconsin Ave.

### Open Responses

Area is run down, needs attention; not visually appealing [number 1 on map]

[Referring to #1 on map]. It's an eye sore today. Needs more modern storefronts. Parking lots are in terrible shape. Do more than fast food in this location.

More local shops, unifying signage, modernize pedestrian walkability and connectedness to downtown. Poor representation of the city driving from Milwaukee

Public Path needed to walk around downtown

Trees along Wisconsin Avenue are needed to block views of industrial facilities. Unattractive city entry [number 4 on the map]



Station 5: What type of housing is needed to meet the future needs of Oconomowoc residents?

Type	Owner-Occupied	Renter-Occupied	TOTAL
4-Plex/Duplex	8	4	12
Senior Living / Apartments	1	6	7
Condo/Apartment	1	2	3
Single-Family Residential	10	1	11
<b>Single-Family Detached</b>	<b>8</b>	<b>6</b>	<b>14</b>
Townhomes	2	1	3
<b>TOTAL</b>	<b>30</b>	<b>20</b>	<b>50</b>

Station 6: Identify your priorities for Oconomowoc’s transportation network by placing your beans in the corresponding jar.

Answer Choices	Responses	
<b>Additional Sidewalks and Trails</b>	<b>31</b>	<b>20%</b>
Improved roadway maintenance	29	19%
Developing a bike friendly transportation network	28	18%
Invest in Regional Transit	22	14%
Make it easier to get around Oconomowoc for people of all modes	10	7%
Increased ride share options and drop-off locations	10	7%
Invest in local transit	7	5%
Improve connections throughout the street network	8	5%
Planning for electric or self-driving transportation	4	3%
Intersection Improvements	2	1%
Other (Bikes Lanes/repair shoulder)	2	1%
Roadway Expansion (additional lanes)	0	0%
<b>TOTAL</b>	<b>153</b>	<b>100%</b>

## Station 7: What resources do you want to preserve, protect and enhance in Oconomowoc?

### Open-ended Responses

1. Isthmus Historic District
2. Lake Front. No condos on Lake!
3. Lakes, Parks, community library
4. Water quality, beauty, accessibility of lakes
5. Protect natural resources with responsibility
6. Slow growth - not explosive
7. Access to lakes and rivers
8. preserve historical homes
9. wetlands, open space
10. Add a community garden?
11. Protect water quality of lakes
12. Isthmus historic district - love the masonic home restoration!
13. No more condos blocking views
14. Small town charm is what attracted everyone. Don't let overgrowth destroy it
15. Native vegetation to waterways/roadways
16. Historic buildings
17. Impeccable Park Facilities
18. Parks
19. Greenspace
20. Wetlands
21. Isthmus Historic District
22. Clarify and rewrite specifications in the architectural rules and ordinance on N lake road homes/residences

## Station 8: What would you improve about Oconomowoc community facilities and services?

### Open-ended Responses

1. Senior Center
2. Senior Center
3. Senior Center
4. Senior Center
5. Senior Center
6. In 1990 Seniors use City beach
7. In 1994 there was a new senior center at Shorehaven
8. In 2005 the senior center was deconstructed, City, OASC, Berkshire move into OASC on S Main St. Now OASC at 600+ members. Budget aid same as 2005, can we get going on something new?
9. Parking ramp downtown
10. Better use of parking lots on Fowler
11. Parking ramp (multilevel) can be partially funded with self-metered pay boxes
12. Music garden on village green
13. More access to parking
14. Better transportation i.e. buses and taxis
15. Develop programs to monitor, clean, and enforce water quality (EPA) to ensure safety of Lac Labelle and Fowler Lakes
16. Parking ramp downtown
17. Diversification of restaurants --> so many bars/pubs
18. Senior Center
19. Downtown Parking
20. Downtown Parking
21. Hiking/walking/skiing trails in Olympia Hill area
22. Prevent excess hard surface on lake lots, keep lake environment healthy
23. Shift police resources off of La Belle. There are 3 regimes on water providing little value, harassing and ticketing to justify presence.
24. Dog Park
25. Community Garden
26. Splash Park

## Station 9: What exciting places, activities, or events do you visit in nearby communities?

### Open-ended Responses

1. Community/Recreation Sports Facilities
2. Other restaurants with healthier options, and/or vibrant (i.e. Wauwatosa)
3. Dog Parks
4. Community Pools
5. Splash pads
6. Restaurant Diversity
7. Target
8. Vibrant Downtown
9. Indoor tennis facility
10. Zoo
11. Farms
12. Pumpkin patches
13. Indoor Soccer Park
14. Forced Air Sports Training Facility
15. Parades
16. Church
17. Conservation events
18. Dog Parks

## Station 10: What can Oconomowoc learn from nearby communities?

### Open-ended Responses

1. Stop building multi-story condos/apts downtown
2. Top high-density condo buildings downtown
3. How can Ocon serve our "suburbs" without being an interference with their "turf" yet encouraging them to contribute the services they use and enjoy?
4. Need more high density
5. Redefine medium density housing to require those medium density homes to have their own "footprint" as opposed to high density housing which just takes up air space
6. Be aware of impact to current residents, not just future
7. Digest excessive new buildings in business and downtown area. Assess traffic/congestion impact prior to new approvals
8. Protect the lakes and open spaces attracting traffic to downtown businesses
9. Protect parks, greenspace, and wetlands
10. Housing density

## Comment Cards:

### Open-ended Responses

1. What I would love to see is a bike park / pump track in this town. Even a skate park would be great. As growing up in this town and now having 3 kids, it would be nice to have this added to the parks plan. The property is there and already being maintained (cutting grass, etc.). As a biking community it would be great for schools (bike clubs in schools), and businesses. City could even host events there and rally local bike shops. BMX Teams. Could even put it along the existing bike path behind Roosevelt.

This city has so much to offer, why limit it. So many people in the community that would use it of ALL ages. Could go on and on.

2. Don't allow buildings, like the Wentworth apts., to be built right on the sidewalk - should have 10' setback at least.
3. We would like to see Oconomowoc Parkway put through. The traffic on Silver Lake and Valley Road is terrible and is only getting worse with all the new development down Valley near Hickory Woods. Valley Road is dangerous to drive and hard to cross on foot to the lake.
4. Consider holding extensions of roads until current roads can be maintained (i.e. Thackeray Trail). If we cannot maintain current roads, how will we maintain current AND future roads.
5. Climate change needs to be the underlying rationale for all elements of the plan.
6. We need a workforce to support the growing elderly population. The dimension projections are staggering. The workers will need affordable housing. Density increases will be necessary.
7. Maintaining an economic balance is essential. Oconomowoc would have never favored a Fox-Conn.

# City of Oconomowoc – 2050 Comprehensive Plan Pop Up Event #3 – Meeting Summary June 8, 2019



City staff and the consultant team conducted Pop Up Event #3 on Saturday, June 8, 2019 at the Oconomowoc Farmers Market. The team staffed a booth from 8 to 10:45 a.m. providing residents and attendees the opportunity to provide feedback regarding the 2050 Comprehensive Plan Update.

It is estimated that staff and the consultant team interacted with over 100 individuals at the Farmers Market event, bringing the total of engaged individuals to over 1,250 residents. Prior to the third Pop Up Event, over 1,150 Oconomowoc residents and stakeholders has provided input on the Comprehensive Plan through the online community and high school surveys Moonlit Movies and Touch a Truck pop up events, as well as the Public Involvement Open House.

This Pop Up Event was aimed to collect input from residents regarding desired development types for three of the primary growth areas of the community, along with general input on the plan's identified focus areas. Four boards, along with a large notepad for residents to provide open ended comments were on display. Since people would be passing by the booth quickly, activities were designed to gain feedback in under a minute, if desired. Two primary activities were included throughout the event:

- **Comprehensive Plan Discussion Topics:** The first board "Comprehensive Plan Discussion Topics" listed areas that were identified as Key Themes for this 2050 Comprehensive Plan Update across seven-chapter areas. Participants were invited to provide additional feedback or information on these topics either through discussion with staff or notation on a blank sheet of paper. *The additional thoughts/comments identified by participants are identified below.*  
*NOTE: For the board, Economic Development and Land Use are combined, and Issues and Opportunities and Implementation are forthcoming.*
- **Visual Preference Survey:** Three of the boards focused on visual preference and future land use in the East Wisconsin Avenue corridor, Olympia, and Pabst Farm areas to gather input on the desired types of development for each area. Participants were given stickers to identify their desired type or form of development for the respective location. *The results of the three visual preference survey boards are provided in the following pages.*

In total, 584 votes or comments were collected at this event.



Beyond in person activities, postcards with project information including the project website, key themes identified, and contact information were distributed. The post card provided general information about the Comprehensive Plan Update, with a list of the plan’s discussion topics. Interested parties are invited to provide additional thoughts/comments to the project team over the next 30 days for consideration in the plan.

## Postcards: Distributed at Event

### **COMPREHENSIVE PLAN**

The City of Oconomowoc is updating its Comprehensive Plan and **needs your input!**

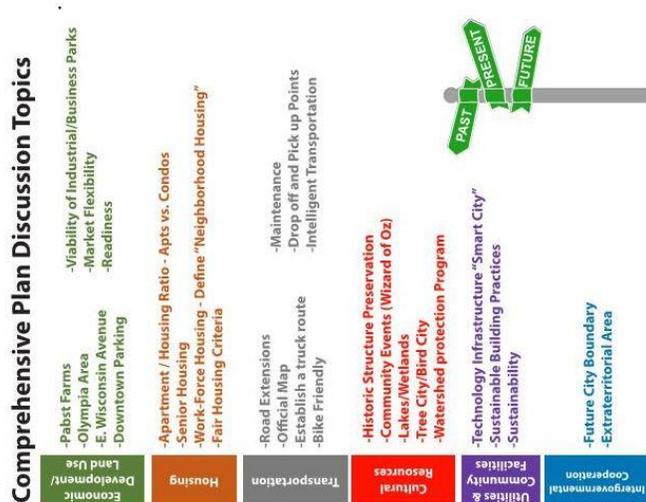
A Comprehensive Plan serves as the roadmap for the future for the City of Oconomowoc. It will be referenced by City Staff, Elected/Appointed Officials, and residents as decisions are made. The plan discusses topics like transportation, land use, and housing. Planning topics have been identified for discussion within the plan, and we'd like to know your thoughts. Please refer the the topics identified on the back side of this card and provide your input to the planning team using the contact info below!

Jason Gallo  
City Planner  
City of Oconomowoc  
jgallo@oconomowoc-wi.gov  
262-569-2166



Paul Chellevoid  
Project Manager  
SRF Consulting  
pchellevoid@srfconsulting.com  
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<https://www.oconomowoc-wi.gov/785/2050-Comprehensive-Plan>



**Board 1: Comprehensive Plan Discussion Topics. Please review the Comprehensive Plan Discussion Topics key themes and let us know if you have any areas you feel need to be addressed.**

Throughout the first ten months of the project, two surveys, two pop up events, two Steering Committee meetings, and one public open house have occurred. Feedback from these events has developed some key themes to focus on in this Comprehensive Plan Update. We asked attendees to review these themes and provide comment if appropriate.

# Comprehensive Plan Discussion Topics

## Economic Development/ Land Use

- Pabst Farms
- Olympia Area
- E. Wisconsin Avenue
- Downtown Parking (comparison/perception)
- NE Corridor/Park/CTH P
- Viability of Industrial/Business Parks
- Market Flexibility
- Readiness

## Housing

- Apartment / Housing Ratio - Apts vs. Condos
- Senior Housing
- Work-Force Housing - Define "Neighborhood Housing"
- Fair Housing Criteria

## Transportation

- Road Extensions
- Official Map
- Establish a truck route
- Bike Friendly
- CTH P
- Maintenance
- Drop off and Pick up Points
- Intelligent Transportation

## Cultural Resources

- Historic Structure Preservation - Listed - Eligible - Community Importance
- Community Events (Wizard of Oz)
- Lakes/Wetlands
- Tree City/Bird City
- Watershed protection Program

## Utilities & Community Facilities

- Technology Infrastructure "Smart City"
- Sustainable Building Practices
- Sustainability

## Intergovernmental Cooperation

- Future City Boundary
- Extraterritorial Area

## Board 2: Other comments, thoughts, or observations. *Please let us know if you have any other thoughts about the Comprehensive Plan.*

There were 128 open-ended comments/votes collected. Individual responses are listed in the table below. The accompanying number identifies the number of dots used to agree with the statement.

### Open Responses

There are too many condos on the lake - 19
We need a downtown grocery store (Whole Foods or Trader Joe's) - 16
Stop destructing/razing old buildings. Focus on renovating these as this character is what sets Oconomowoc apart - 9
The building heights in our downtown are too high. No more 3+ story developments blocking viewsheds of lakes - 8
I oppose the cell tower of CTH K - 7
Build the Thackery Trail connection - 7
Keep and preserve historic character and façades - 7
The City should explore public transit (bus, trolley, train) - 6
Historic preservation to educate all residents and city staff - 5
Look into a Walmart or Target at the site of K-Mart vacancy in Olympia - 5
We need more smaller, more affordable single-family homes <\$400,000 - 5
More affordable apartments are needed for all ages of residents - 4
I oppose all 5G technology advancements – use of Fiber optics - 4
The City should do more to let development happen. If it is legal and meets requirements, let them develop - 4
Oconomowoc should focus on lakeshore walking paths - 4
We need more trees in village green - 4
Stop annexing the town of more residential property of businesses. Infill first - 3
More downtown parking is needed. Investigate a parking garage – 3
There should be bike lanes and no parking on Wisconsin between Main St and the circle – 2
A pedestrian crossing/bridge is needed across from Community Center
The City needs bigger homes/mansions
Economic Development should focus on bringing in more businesses with high paying jobs to the area
We need more hotels
More attention needed on highway construction and repair and updates for public
I support 5G technology advancements

# Oconomowoc Pop Up #3 Comments

6/8/19

Bike Lane - no parking on Wisconsin between Main & the Circle

Pedestrian Crossing / Bridge - same look and feel as City benches.

Too Many CONDOS ON LAKE

Let development happen

Affordable Apartments - All Ages

Oppose cell tower Hwy X

Build Thackeray Trail connection

Smaller Single family, more affordable homes < \$400K

BIGGER Homes / Mansions

Less condos -> bring in businesses w/ great paying jobs

More hotels - keep Olympia a resort

No more Large over 3 story structures in downtown -

Keep "Historic" looking buildings!

Walmart at Olympia - K-Mart Vacancy

Downtown Grocery - I second this!

Parking Garage - downtown - So. Parking lot

Hwy. construction/repair info/updates for public

Public transit: bus, trolley, tram

Oppose all 5G technology - use Fiber Optics!

Supervisors - Please ignore petty objections to development.

If it's legal, let them develop.

USE 5G welcome to the present.

Lakeshore walking paths.

Trees in village green.

More Cream city brick!!! what makes Ocon beautiful is the character

Stop Bulldozing all the Old Buildings

Learn what Historic Preservation Really Means.

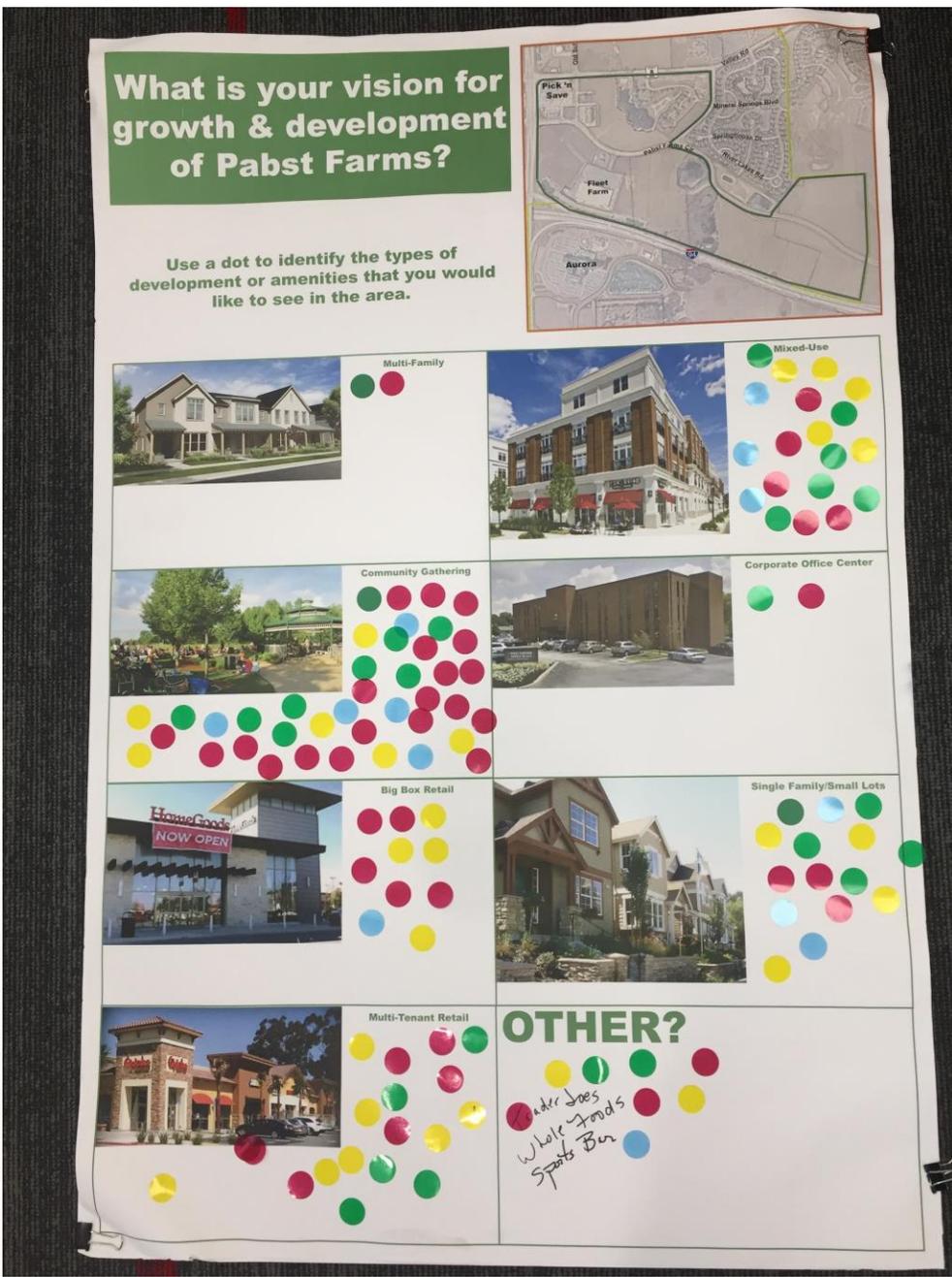
Stop Annexing Town for more residential property or businesses

(turn of the century)

# Board 3: What is your vision for growth and development of Pabst Farms?

There were 114 dots were placed on the board. The top responses are listed in the table below.

Responses
Community Gathering - 40
Multi-Tenant Retail - 19
Mixed Use - 18
Single Family/Small Lots - 15
Big Box Retail - 10
OTHER (Sports Bar, Trader Joes, Whole Foods) - 8
Corporate Office Center - 2
Multi-Family - 2

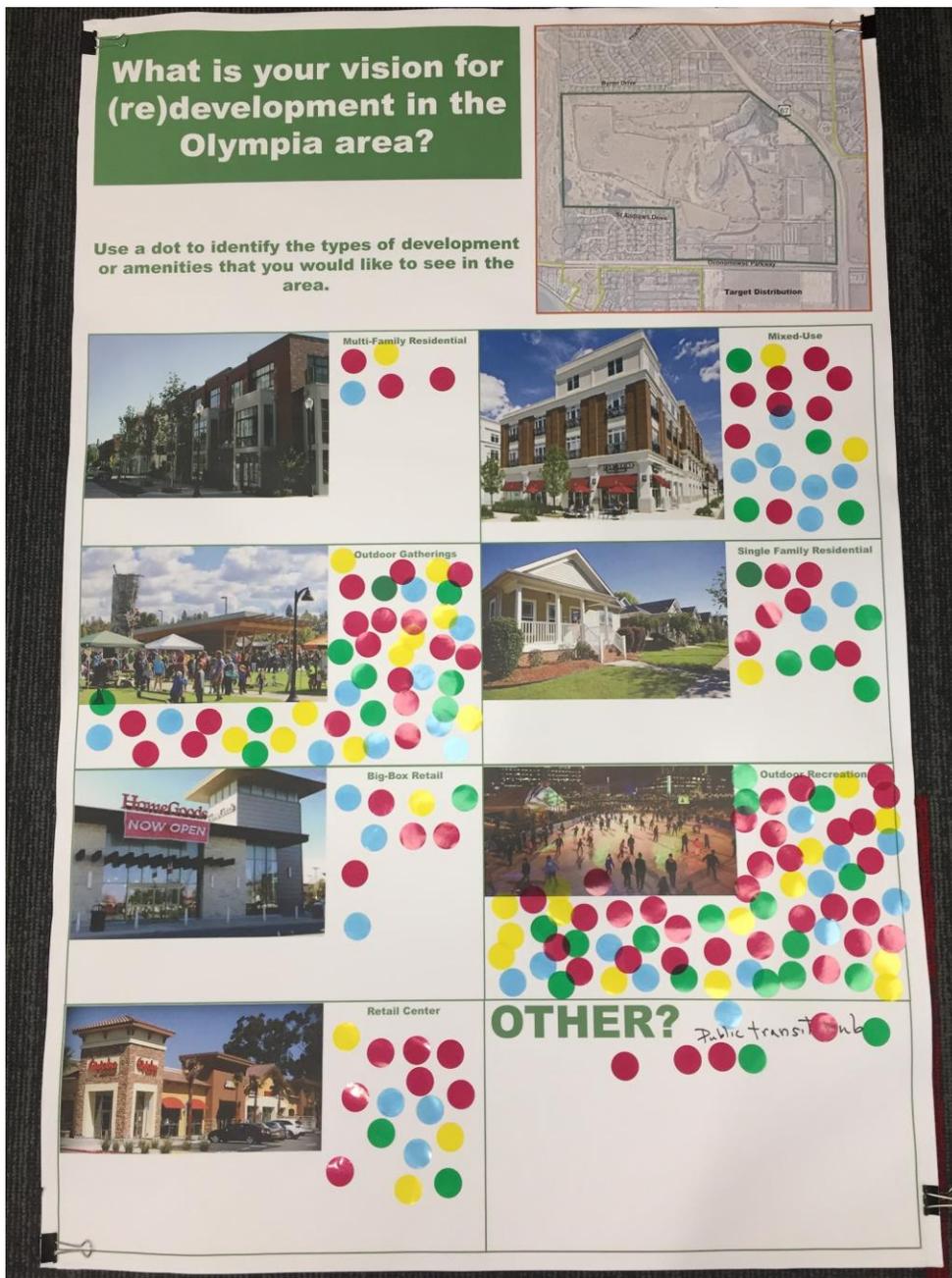


It is clear from the responses received that residents value their community events and spaces. Discussions focused on the potential of identifying a site or sites capable of hosting larger regional events such as fairs, festivals, and concerts in the Pabst Farm area and taking advantage of the location's access to I-94 and STH 67. Commercial activity via Multi-Tenant retail and big box retail also received considerable support due to adequate access to the interstate and roadway network. Residents prefer this area to be walkable with dining and shopping options and smaller sized residential lots.

# Board 4: What is your vision for (re)development in the Olympia area?

There were 188 dots were placed on the board. The top responses are listed in the table below.

Responses
Outdoor Recreation - 70
Outdoor Gatherings - 47
Mixed-Use - 21
Retail Center - 15
Single Family Residential - 14
Big-Box Retail - 9
OTHER (Public Transportation hub) - 7
Multi-Family Residential - 5



Once again, outdoor recreation and gathering space is important for the Olympia area according to residents. Oconomowoc citizens generally feel Olympia’s location serves as a gateway into the city and the area could use some attention as it considers redevelopment. Residents generally support big-box and retail center development along Center Drive and Grand High Road. There is support for specialty grocers and regional shopping and big-box potential such as Target or Walmart to replace

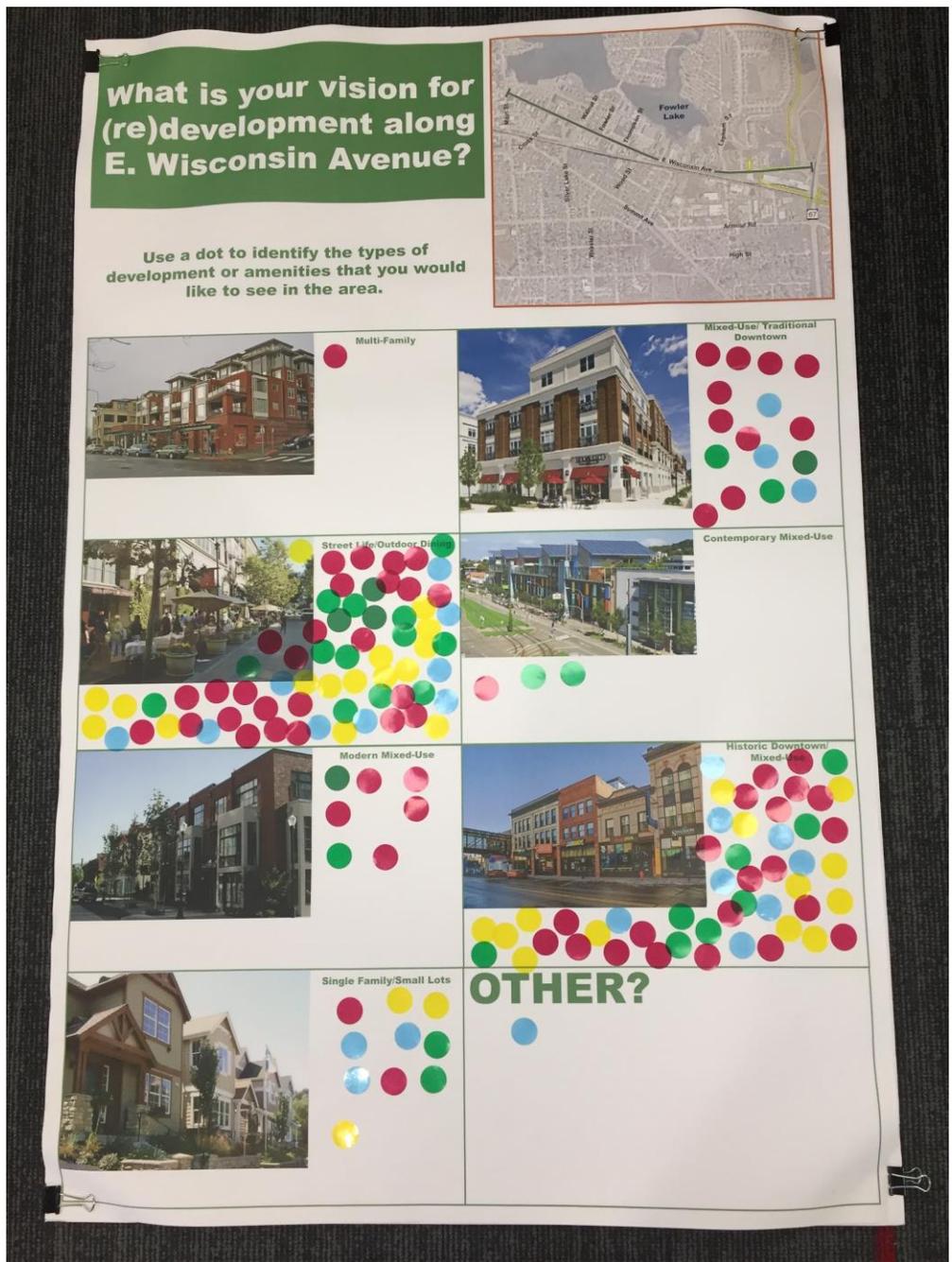
Mixed use, which includes commercial on the first floor and residential above garnered high support in this area. Single family residential was also supported at a moderate level, more so than a true multi-family residential development.

Several people mentioned this might be a good spot for public transportation in the future. Specifics could include a bus/transit center or possible high-speed rail hub should a Twin Cities – Chicago route be established.

# Board 5: What is your vision for (re)development along E. Wisconsin Avenue?

There were 154 dots were placed on the board. The top responses are listed in the table below.

Responses
Street Life/Outdoor Dining - 66
Historic Downtown/Mixed-Use - 50
Mixed-Use/Traditional Downtown - 16
Single Family/Small Lots - 10
Modern Mixed-Use - 7
Contemporary Mixed-Use - 3
Multi-Family - 1
OTHER - 1



The main theme brought up on the E. Wisconsin Avenue corridor was that businesses in this area have a tired appearance and could use some attention as redevelopment is considered, both in the type of use and in the physical façade/appearance. Residents feel this area has potential but currently is being underutilized. It has a lot of concrete and parking and doesn't lend itself to be walkable like the rest of downtown.

Comments received weighted heavily on street life and outdoor dining, and public space with some mixed-use development. Residents discussed missing opportunities to capitalize on the views to Fowler Lake. There was little support for true multi-family high density development especially for sites that would build higher than two stories.

**Location:** Downtown Oconomowoc - City Hall  
**Client:** City of Oconomowoc  
**Date:** Thursday, August 16, 2018 – (5-8 PM)  
**Subject:** Moonlit Movies – Oconomowoc Comprehensive Plan – Pop Up Meeting #1  
**Attendees:**  
**From:** Paul Chellevold, AICP, GISP – Project Manager  
**Copy:** Jason Gallo, AICP, Kristi Weber, APA, Assoc. AIA, CNUa

## Purpose of Meeting:

A pop-event was held outside of City Hall as part of the Moonlit Movies event. The purpose of the meeting was to:

- Engage with and inform Oconomowoc residents of the efforts the City is taking to update their Comprehensive Plan from 2008
- Introduce the Comprehensive Plan schedule, explain elements and chapters in the plan, discuss who will use the plan, determine milestones, and identify ways to stay involved throughout the planning process
- Solicit feedback from residents

## Summary of Meeting

Thousands were in attendance for the Superhero and Sci-Fi Festival Moonlit Movies event. The theme for this year's event was The Return of Ocomicon. A superhero action movie was shown on a 45-foot screen located in the heart of downtown. Several vendors and downtown businesses had



special promotions for attendees, and enthusiasts could participate in a costume contest, dressing as their favorite superhero.

SRF Consulting Group Inc. and City staff set up a tent outside the City Hall building from 5-8 PM. Setup included two 72” x 36” promotional banners, tattoos and glowsticks for the kids, and a handout explaining the comprehensive plan update process and link to the City website. Four 24” x 36” boards were on display asking the following questions:

- What is the best thing about living in Oconomowoc?
- What type of housing is needed to meet the future needs of Oconomowoc residents?
- What type of businesses or services are needed in Oconomowoc?
- What is the biggest challenge Oconomowoc and its residents will encounter over the next 25 years?



There was also a “parking lot” where open feedback could be recorded if residents had comments that didn’t fit into one of the questions above. Those providing feedback on any question were encouraged to enter a drawing for a chance to win one of two \$25 Visa gift cards. A total of 69 attendees provided email addresses to stay involved with project updates throughout the planning process.

### Feedback Received

The following is a summary of the question responses.

#### What is the best thing about living in Oconomowoc?

A total of 122 responses were collected for this question. Residents love their lakes, safety, small town feel, family friendly, and sense of community, parks and beaches, unique and quaint downtown, opportunities for recreational activities, and the numerous free family-oriented community events. The following responses were sorted into sixteen categories below:

- lakes/cleanliness/water activities (29)
- family friendly community/people (23)

- safety (12)
- downtown/community events (11)
- parks/beach (11)
- unique downtown (8)
- dining options unique/specific restaurants (6)
- recreation opportunities (6)
- churches (4)
- schools (4)
- scenery/walkways (3)
- entertainment (2)
- bike paths/trails
- convenient location/proximity to everything
- affordability

### **What type of housing is needed to meet the future needs of Oconomowoc residents?**

The term “affordable” housing was the theme of the day for this question. Residents cited more single-family homes, especially for young families, and larger three-bedroom apartments/rental properties are needed. Five respondents listed more senior living housing will be needed in the future.

We heard dozens of people say, “no more condos.” Many of these residents feel that the larger condominium projects impact the viewsheds of Lac La Belle and Fowler Lake. Some are not opposed to the condominiums themselves as they understand it is a City initiative to have this 60/40 split between single family homes, they just don’t support where they are locating.

### **What type of businesses or services are needed in Oconomowoc?**

A total of 82 responses were collected for this question. The following responses were sorted into categories as follows:

- big box commercial development near I-94/WIS 67
  - Target (9)
  - Walmart (3)
  - Kohl’s (2)
  - Barnes and Noble
- restaurants/dining options
  - restaurants having dock access and lakefront dining (3)
  - higher end restaurants or supper clubs as opposed to bar food and fast food (3)
  - unique restaurants, offering more types of choices (tapas, sushi) (3)
  - kid-friendly and family friendly dining options (3)
  - specific chain restaurants (Olive Garden (3), Taco Bell (3), Chik-Fil-a (3), Sonic (3), McDonalds (2), Hu Hot Mongolian, Panera Bread)

- local bakery (3)
- recreational facilities
  - movie theater (7)
  - jumping gym or trampoline park (i.e. Sky Zone or Monkey Joe's) (3)
  - tweens gathering center (2)
  - skate park (2)
  - laser tag
  - batting cages
  - library
  - indoor soccer facility
  - pool
- grocery stores
  - downtown grocery stores (3)
  - specialty stores such as Sendik's or Whole Foods (2)
- other attractions
  - lakefront marina (3)
  - local book clubs (3)
  - boutique hotel (3)
  - nighttime entertainment (bars and clubs)
- municipal services
  - additional maintenance workers, fire, EMS
  - downtown parking

**What is the biggest challenge Oconomowoc and its residents will encounter over the next 25 years?**

A total of 59 responses were collected for this question. The following responses were sorted into categories as follows:

- controlling condominium development and viewsheds of Oconomowoc lakes (12)
- providing enough recreational opportunities for all ages (8)
  - pickleball courts
  - senior recreation activities
  - pool
  - ball fields
  - volleyball courts
- diversity in restaurant options (5)
- shopping opportunities (5)
- increased traffic (5)
- pedestrian trails and non-motorized vehicle options, bike lanes, bike facilities (4)
- keeping up with top notch schools and school referendum item (3)
- affordability in housing (3)

- managed growth (3)
- parking (3)
- keeping lakes clean (2)
- taxes
- revitalize downtown and maintenance of buildings
- attracting and retaining young families
- affordability of businesses downtown
- needing an aquatic center for swim lessons/classes, and exercise
- attracting higher education center (college) for adults
- emergency response times
- needing more maintenance workers, fire, EMS