
Appendix C: Summary of Public Input

To guide the planning process, the Plan Commission directed a number of efforts to ensure that the 2050 Comprehensive Plan is based on a vision shared by Brookfield residents. These efforts were outlined in the City's public participation plan adopted by the Common Council at the outset of this planning process. The results of this public participation process are summarized below.

Stakeholder Meetings

As part of the 2050 Comprehensive Plan Update planning process the City of Brookfield's consultants, Vandewalle & Associates (V&A), held a series of focus groups and stakeholder interviews to gather key input on the plan update, collecting local expertise on issues and trends facing the City of Brookfield. The focus groups and interviews were held over two days (April 10th and April 15th) at Brookfield City Hall. Participants were invited to attend based on their engagement with relevant community issues and connections to key industries and organizations. Focus groups consisted of five to ten individuals across a number of sectors. Focus groups were organized around the following themes:

- Education, Civic and Cultural
- Transportation
- Commercial Real Estate
- Residential Real Estate
- High School Students

Individuals were also interviewed, including the Superintendent of the Elmbrook School District, developers, major property owners, and the Director of the Waukesha County Center for Growth.

A summary of the topics and issues raised in the stakeholder meetings is provided below:



City of Brookfield public meetings

Brookfield's Character and Strengths

- Great schools and stable neighborhoods provide a high quality of life.
- Brookfield needs more community spaces that don't necessarily center on commercial/retail activities; particularly for young people.
- Brookfield should amplify its cultural assets and consider new cultural opportunities to further distinguish the community within the region.
- Many stakeholders, particularly students, would like to see more cultural events, including opportunities to celebrate diversity and incorporate all groups into the community.
- Brookfield is known for its retail, but it also has other strengths:
 - 2nd largest cluster of hotels in the Milwaukee metro area
 - Strong employment center
 - Many successful manufacturing firms and opportunities in the City's large industrial space that are relatively understated

Brookfield as a Retail Destination

- Retail remains a strength and key part of Brookfield's identity.
- Nationally, retail has changed with more e-commerce and the transition from traditional malls to a mixed-use, lifestyle center design. This is impacting Brookfield and the City needs to be more proactive about addressing retail issues like closures, business mix and recruitment, and workforce. The retail future in Brookfield will need to address the changing needs and preferences of its population – including seniors and millennials.
- Brookfield Square is an important retail anchor, but improvements and updates need to be made to keep up with changing trends. Brookfield Square should be a more mixed-use/live-work-shop style center through redevelopment and infill.
- To address transportation issues, including traffic congestion and pedestrian safety, the City could incorporate a transit circulator that provides connection between hotels and retail centers so that users don't have to drive from location to location, particularly in Brookfield Square area and Bluemound Road corridor.

Transportation

- Brookfield's drive time and regional accessibility are important to corporate employers and the City's ability to attract new businesses – the City needs to maintain high quality regional highway connections.
- Brookfield should focus on community walkability overall, especially in retail and housing centers, including providing a more complete pedestrian network. Walkability makes the community attractive to new residents and employers while also serving existing residents and employees.
- Brookfield's regional bus access is very important to employees (especially retail) and students at Herzing University, as well as other destinations.
- With the opportunity of the Brookfield Conference Center, better transportation alternatives are needed for visitors to make sure they can access Brookfield's destinations easily.

Housing and Development

- Elmbrook School District makes Brookfield an in-demand community and drives demand for housing.
- Brookfield needs to diversify housing options and price points to attract employers/employees, particularly young professionals. Housing options should include multi-family, entry level homes, and different ownership models, including homeownership and rental. Development of new housing, particularly multi-family housing, should be focused in the Targeted Investment Areas like Bluemound Road and Village Area.
- To serve all its residents, Brookfield needs to provide life-cycle housing options, from entry-level housing to single-family homes to senior housing. Young people included in the student focus group felt that the major barrier to moving back to Brookfield after college would be finding housing they can afford or finding a desirable housing option for their lifestyle.
- High construction, land and infrastructure costs keep new housing price points high.
- Housing turnover from older residents to families with children has the potential to significantly impact the community and the Elmbrook School District.

Economic Development

- City should assemble competitive marketing materials that detail the incentives available in the community to help brokers recruit business tenants. This would facilitate better communication on how to work with the City.
- City should explore doing more with TIF to facilitate redevelopment.
- Brookfield should focus on recruiting employers and supporting existing businesses and not make startups a major focus, as regional competition makes cities like Milwaukee more attractive to startups. Instead, the City should focus on keeping and growing the businesses it has, bringing people back to Brookfield, and recruiting millennial employees rather than millennial entrepreneurs.
- The nature of employment is changing and is impacting office space and commercial real estate. Examples include employer space demands, office design, interest in mixed-use spaces, and the workforce flexibility of employees working remotely. Many of Brookfield's office spaces are aging and need upgrades to be competitive in the current market. Many offices and corporate headquarters are moving to urban downtowns, as employees are looking for access to amenities and destinations for employees.

Public Meeting

A public meeting was held on September 12, 2019 to present the draft 2050 Comprehensive Plan to the public and receive feedback on Plan recommendations. The meeting was open to the public and noticed and marketed by the City on multiple channels. Along with City staff, the consultants presented several maps and figures from the Plan, including the Vision Statement, Growth and Preservation Concept Map, Target Investment Areas Summary, Future Land Use Map, Future Transportation Map, and Future Parks, Recreation, and Open Space Map. Meeting attendees were provided comment forms to share input on the graphics and help prioritize Plan recommendations.

Despite wide-reaching efforts to advertise the public meeting, turnout from the public was low, with just five attendees. Attendees expressed support for the Vision Statement, Growth and Preservation Concept, and Future Land Use Map. Attendees also felt that the City should prioritize providing additional cultural, civic and public gathering spaces; designing and building roadways to provide safe travel for all users, including people walking, riding, bicycles, driving cars, and using public transportation; continuing to improve bike and pedestrian facilities by completing the Greenway trail system, installing sidewalks on all major roads, and ensuring safer and more convenient crossings of major roads; continuing maintenance and stewardship of existing and future parks and recreation facilities through effective management, enhancements, and protection. Issues of concern raised by attendees included future land use, conditional use permits, the integrity of existing neighborhoods and single family areas, and the preservation and expansion of the Greenway trail system and other trails and paths in the City.

Public Input Survey

To gather general perceptions from local residents, the City and its consultants partnered with the University of Wisconsin Survey Center (UWSC) to identify a representative, address-based sample of residents and administer an online survey. The

survey was developed to gather input on existing conditions and community preferences related to growth and change in Brookfield, with a focus on specific recommendations included in the draft Plan. An invitation letter and follow-up letter were sent to a sample of 4,000 Brookfield households, providing them with a unique link to take the online survey. The City received 1,126 responses, resulting in an overall response rate of 29.2 percent.

A summary of survey responses is provided below. More detailed survey results are located at the end of this section.

This survey is a means of determining whether the recommendations included in the 2050 Comprehensive Plan align with the desires of the community. The results of the survey have informed Plan recommendations but are not intended to be used as the sole determinant in future policy decisions by the City.

Characteristics of Survey Respondents: The survey included questions requesting basic demographic data from the respondents.

Age: Respondent ages ranged from 18 to 99 years old. Twenty-four percent of respondents were under the age of 44. Sixteen percent of respondents were 45 to 54 years old. Twenty-four percent of respondents were 55 to 64 years old. Thirty-four percent of respondents were 65 years or older.

Marital status: Fifteen percent of respondents indicated they are single and living alone. Seventy-nine percent of respondents indicated they were married and living with a partner.

Children at home: Forty-one percent of respondents live with children under the age of 18. Twenty-eight percent of respondents have school-age children (age 5 to 17 years old). Seventy-seven percent of respondents do not have adult children age 18 or over in the home.

Employment: Sixty-six percent of respondents indicate they are currently employed, doing work for pay. Fifteen percent of respondents work in the City of Brookfield (outside of the home). Twelve percent of respondents work in the City of Brookfield (work at home). Twenty-six percent of respondents work elsewhere in Waukesha County. Fifteen percent of respondents work in the City of Milwaukee.

Housing tenure: Ninety-six percent of respondents are homeowners and eighty-eight percent live in single-family homes.

Economic Development Approaches: When asked about different economic development approaches the City of Brookfield could pursue, most residents support proactive economic development with the City taking an expanded role in marketing the community and guiding redevelopment. Seventy-nine percent of respondents support the City increasing efforts of marketing the city to potential businesses and residents. Likewise, 84 percent of respondents support the City allowing a greater mix of uses or approaches to redeveloping outdated office, retail, and commercial areas. Responses were slightly more divided when participants were asked if they support the City strategically purchasing land for redevelopment of outdated office, retail, and

commercial areas; 57 percent of respondents support or strongly support this approach, while 29 percent oppose or strongly oppose it.

Road Maintenance and Construction: Survey participants were asked to share their support or opposition to converting different types of City roads to curb and gutter rather than ditch and culvert. This represents an expansion of the storm sewer system and investment of additional infrastructure. Generally, respondents were not in favor of such conversions. Among arterial roads, local collector roads, and neighborhood roads, respondents were somewhat more supportive of converting arterial roads to curb and gutter rather than ditch and culvert. For *arterial* roads, 41 percent were opposed to converting to curb and gutter, 38 percent of respondents were supportive, and 21 percent had no opinion. Forty-six percent of respondents opposed converting *local collector* roads to curb and gutter, while 25 percent were supportive, and 28 percent had no opinion. Fifty-four percent of respondents opposed converting *neighborhood* roads, 21 percent were supportive, and 25 percent had no opinion.

When asked about accommodating bicycles, pedestrians, and recreational travel (such as rollerblading), the majority of respondents supported allowing bicycles on side paths and sidewalks. Forty percent of respondents supported the City allowing bicycles, pedestrians and recreational travel on side paths and sidewalks, while 36 percent of respondents supported allowing bicycles, pedestrians, and recreational travel on side paths and sidewalks *and* having dedicated bicycle travel lanes on the road. Twenty-four percent of survey participants supported only allowing pedestrians and recreational travel on side paths and sidewalks, while having dedicated bike lanes for bicycles (and not allowing bikes on sidewalks).

Respondents were also asked about providing for the safety of all users and the importance of safely accommodating all road users, including those walking, biking, driving cars, and using public transportation. Such design changes would be implemented when the City reconstructs, redesigns, or resurfaces roads. Sixty-eight percent of respondents indicated it was very or extremely important that roads are designed and built for the safety of all users.

I-94 Interchange: The survey asked respondents about the future I-94 reconstruction and how important it is for Brookfield to ask the Wisconsin Department of Transportation (WisDOT) to study the construction of on-off ramps serving Brookfield at Calhoun Road. Approximately 48 percent of respondents indicated it was very or extremely important while four percent had no opinion.

Bus Rapid Transit (BRT): Starting in 2020, Bus Rapid Transit, or BRT, will operate in Milwaukee County along the Bluemound Road corridor from Downtown Milwaukee to the Milwaukee Regional Medical Center in Wauwatosa. BRT service could be expanded into Brookfield along Bluemound Road if the City provides funding for this service. Survey participants were asked to indicate their support for the City's investment of capital or operational funding to bring regional BRT to Brookfield. Forty-five percent of respondents indicated that they oppose or strongly oppose investment in BRT, while 38 percent supported or strongly supported it.

Participants were also asked to specify the role that the City should play in bringing BRT to Brookfield. The majority of respondents supported the City having some role: 58 percent responded “No” when asked if the City should take no action to bring BRT to Brookfield, and 64 percent answered “No” when asked if the City should actively discourage BRT from coming to Brookfield. About a third of respondents indicated that Brookfield should take a leadership role and invest funds to bring BRT to the city (33 percent and 32 percent respectively). Fifty-eight percent of respondents indicated the City should cooperate with other agencies to bring BRT to Brookfield.

Cultural Opportunities and Public Gathering Spaces: Survey respondents were provided a list of cultural, civic, and gathering space options and asked to indicate their personal level of importance of each. Respondents mostly strongly supported public parks with 74 percent of participants indicating public parks as very or extremely important; 62 percent indicating playgrounds for a range of children’s age groups as very or extremely important; and 58 percent supporting an expanded Greenway trail system. See the summary table on the following page.

Total responses to the splash pad or other water-based outdoor play area are somewhat spread but indicated 43 percent of residents feel a splash pad type of playground is slightly or somewhat important. However, when the age group of respondents are considered, 60-65 percent of respondents age 44 and younger felt a splash pad is very or extremely important. Presumably, these are residents with young children who would be the most frequent users of a splash pad.

Figure C-1: Importance of Brookfield Facilities and Services

How important is it for Brookfield to have...	Not At All Important	Slightly or Somewhat Important	Very or Extremely Important
...a botanical garden?	39%	46%	15%
...art galleries?	35%	52%	13%
...public markets?	9%	46%	45%
...indoor live music venues?	23%	55%	23%
...amphitheaters or band shells?	25%	54%	22%
...coffee shops or cafes?	14%	44%	42%
...beer gardens?	25%	46%	29%
...a children’s museum?	34%	46%	20%
...a splash pad, or other outdoor play area designed for all ages to play in sprinklers, fountains, and nozzles that spray water?	22%	43%	35%
...outdoor dining?	11%	44%	44%
...public parks?	5%	21%	74%
...playgrounds suited for a range of children’s age groups?	7%	31%	62%
...an expanded Greenway trail system?	9%	33%	58%
...pubs or taverns?	28%	45%	27%

Housing: Issues of housing and the character of Brookfield's neighborhoods have been important to this Plan and the public input process. Survey respondents were asked to indicate their support or opposition to a number of potential approaches to housing growth and development along with types of housing that could be incorporated into the City's Targeted Investment Areas.

Respondents indicated the highest level of support for providing housing opportunities for young residents, including young families and recent college graduates beginning their careers. Forty-seven percent of respondents indicated support or strong support for the City planning for construction of new housing intended for young families, while 66 percent of respondents support or strongly support the City attempting to market existing housing for young families. Forty percent of respondents support or strongly support the City planning for the construction of new housing intended for college graduates and people starting out in their careers. Additionally, 41 percent of respondents oppose or strongly oppose the City limiting new housing construction, even if future housing demand is not met. Forty percent of respondents oppose or strongly oppose the City planning for construction of new housing for people of different income levels who work in Brookfield. The City should note that such perspectives may be at odds with workforce housing objectives in this Plan.

The 2050 Plan has identified that different types of housing may be needed to suit young adults, families, and seniors in Brookfield. It proposes that the character of Brookfield's existing residential neighborhoods be preserved and recommends new housing development of different types could occur within the City's Targeted Investment Areas, such as Brookfield Square or the Village Area. Survey participants were asked to identify *home-ownership* opportunities for young adults, families, and seniors that the City should allow in the Targeted Investment Areas. Respondents were generally supportive a mix of homeownership options, including small single-family, starter, or downsizing houses (67 percent); single family mid-sized homes (92 percent); large single-family homes (75 percent); duplexes (53 percent); townhouses (64 percent); and multi-unit condominiums of four or more units (57 percent).

Similarly, respondents were asked to indicate their support for *rental* options for young adults, families, and seniors that the City should allow to develop in the Targeted Investment Areas. Respondents generally favored smaller, lower-density rental options, like duplex or townhouse buildings (64 percent) and apartment developments of three to four units per building (60 percent). However, 64 percent of residents indicated they opposed apartment developments of 5 to 11 units and 79 percent opposed apartment developments of 12 units or more per building.

Greenway Trail System: Participants were asked to indicate their support or opposition to an idea presented in this Plan as well as the previous 2035 Comprehensive Plan to enhance Brookfield's identity by establishing unique identifiers for different segments of the Greenway trail system, including art, agriculture, history, environment and sustainability. Forty-nine percent of respondents support or strongly support enhancing the Greenway system through themes and unique identities.

Quality of Life Respondents were asked to indicate how the City of Brookfield should prioritize a number quality of life and community identity initiatives. The list below reflects respondents' preferences:

Figure C-2: Prioritization of Brookfield Initiatives

How much should Brookfield prioritize...	Quite a Bit or A Great Deal	Some or a Little	Not at All
...accelerating development of the off-street path network known as the Greenway Trail System?	60%	31%	9%
...preserving historically and architecturally significant sites and buildings?	55%	41%	4%
...accelerating the development of side paths and sidewalks?	55%	35%	11%
...offering a range of cultural activities and events in Brookfield?	52%	43%	5%
...hosting at least one major event that Brookfield can call its own?	49%	37%	13%
...providing additional cultural, civic, and public gathering spaces, such as a splash pad, botanical garden, or beer gardens?	48%	39%	13%
...establishing unique identities for different segments of the Greenway trail system?	32%	46%	22%
...establishing a unique architectural "flavor" for different parts of Brookfield?	31%	45%	24%

These responses indicate overall support for these quality of life initiatives, and in particular they demonstrate support for expansion of the Greenway trail system and expansion of side paths and sidewalks. It also establishes the importance of preserving historic buildings in the City and helping to build cultural offerings in Brookfield, including hosting an annual signature event.

Respondents who have lived in Brookfield for five years or more, were asked additional questions about quality of life in Brookfield and its image in the region. Seventy-three percent of respondents said that the quality of life in their *neighborhood* has remained the same compared to five years ago; 21 percent felt it has improved. Fifty-four percent of respondents said quality of life in *the City as a whole* has stayed the same over the last five years; 37 percent said it has improved. Fifty-two percent of residents believe that the *image* of the City of Brookfield in the greater metropolitan region has stayed the same over the last five years, while 41 percent felt it has improved.

Survey Results Summary

How much do you support or oppose each of the following economic development approaches for the city of Brookfield?

Would you support or oppose...	Strongly oppose	Oppose	No opinion	Support	Strongly support
...the City increasing efforts to market Brookfield to potential businesses and residents?	3.0%	8.2%	10.4%	51.8%	26.4%
...the City allowing a greater mix of uses or approaches to redeveloping outdated office, retail, and commercial areas?	2.0%	5.5%	8.4%	55.8%	27.9%
...the City strategically purchasing land as it becomes available for the purpose of redeveloping outdated office, retail, and commercial areas?	9.6%	19.7%	14.5%	39.6%	16.3%

The next questions are about road maintenance and construction in Brookfield.

Some roads in the City drain into ditches with culverts, which hold water runoff temporarily before it evaporates or is absorbed into the ground. Other roads have curb and gutter, which channels water runoff into storm drains. In the future, the City could rework roads with ditches and culverts to have curb and gutter, which would require additional funding.

When maintaining roads in Brookfield, how much do you support or oppose converting ditch and culvert roads to curb and gutter?

Would you support or oppose...	Strongly oppose	Oppose	No opinion	Support	Strongly support
...the City converting arterial roads , such as Lisbon Ave., Burleigh Rd., or Lilly Rd., to have curb and gutter?	12.3%	28.4%	21.2%	27.9%	9.9%
...the City converting local collector roads , such as Davidson Rd., Patricia Ln., or Center St., to have curb and gutter?	13.9%	32.9%	28.1%	18.0%	6.9%
...the City converting neighborhood roads , such as Tomahawk Trail, Rolling Meadows Dr., or Woodview Dr., to have curb and gutter?	18.9%	34.9%	25.5%	13.9%	6.6%

Which one of the following scenarios do you support for accommodating bicycles, pedestrians, and other recreation types, such as rollerblades or skateboards, along the City’s roadways?

Should the City...

- 39.5% ...allow bicycles, pedestrians, and other recreational travel on the City's side paths and sidewalks?
- 23.8% ...only allow pedestrians and recreational travel on side paths and sidewalks, and have dedicated bicycle travel lanes on the road?
- 36.0% ...allow bicycles, pedestrians, and other recreational travel on the City's side paths and sidewalks, and have dedicated bicycle travel lanes on the road?

When roads in Brookfield are reconstructed, redesigned, or resurfaced, how important is it to you that the City design and build roadways to provide safe travel for all users, including people walking, riding bicycles, driving cars, and using public transportation?

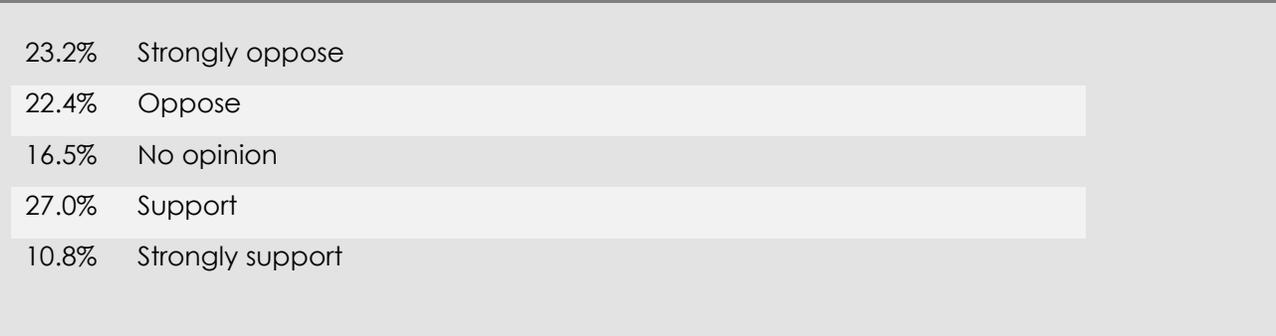
- 4.2% Not at all important
- 20.0% Slightly important
- 31.4% Somewhat important
- 31.4% Very important
- 36.1% Extremely important

Before I-94 is reconstructed in the future, how important is it for Brookfield to ask the Wisconsin Department of Transportation to study the construction of on-off ramps serving Brookfield at Calhoun Road, between Goerke’s Corners and Moorland Road?

- 20.9% Not at all important
- 8.4% Slightly important
- 18.5% Somewhat important
- 26.1% Very important
- 22.1% Extremely important
- 3.9% No opinion

Starting in 2020, Bus Rapid Transit, or BRT, will operate in Milwaukee County along the Bluemound Road corridor from Downtown Milwaukee to the Milwaukee Regional Medical Center in Wauwatosa. BRT service could be expanded into Brookfield along Bluemound Road if the City provides funding for this service. Bluemound Road is currently built in a way that could accommodate regional BRT service in Brookfield.

Would you support or oppose the City providing capital or operational funding to bring regional Bus Rapid Transit to Brookfield?



Which of the following roles should the City play in bringing regional Bus Rapid Transit to Brookfield?

Should the City...

	Yes	No
...play a leadership role to bring BRT to Brookfield?	30.6%	62.7%
...invest funds to bring BRT to Brookfield?	29.8%	63.3%
...cooperate with other agencies and municipalities to extend BRT to Brookfield and other locations in Waukesha County?	56.0%	40.3%
...take no actions to bring BRT to Brookfield?	40.1%	54.0%
...actively discourage bringing BRT to Brookfield?	33.2%	59.8%

Public input in the planning process thus far has indicated that there is a need for more cultural, civic, and public gathering spaces in Brookfield. How important is adding or having more of each of the following to you?

How important is it for Brookfield to add or have...	Not at all important	Slightly important	Somewhat important	Very important	Extremely important
...a botanical garden?	38.9%	21.4%	24.9%	9.7%	4.9%
...art galleries?	35.3%	26.5%	25.6%	9.4%	2.9%
...public markets?	9.3%	13.5%	32.6%	31.6%	12.7%
...indoor live music venues?	23.1%	21.4%	33.0%	17.2%	5.0%
...amphitheaters or band shells?	25.2%	23.6%	29.7%	16.3%	4.9%
...coffee shops or cafes?	14.3%	16.8%	27.4%	27.1%	14.1%
...beer gardens?	25.0%	19.6%	26.6%	18.0%	10.4%
...a children's museum?	34.5%	20.8%	24.6%	13.5%	6.2%
...a splash pad, or other outdoor play area designed for all ages to play in sprinklers, fountains, and nozzles that spray water?	22.3%	18.5%	24.8%	20.4%	13.8%
...outdoor dining?	11.5%	16.3%	28.2%	28.0%	15.7%
...public parks?	5.5%	6.0%	14.9%	30.3%	43.1%
...playgrounds suited for a range of children's age groups?	7.5%	10.5%	20.3%	32.4%	29.0%
...an expanded Greenway trail system?	8.9%	10.9%	22.5%	25.5%	32.0%
...pubs or taverns?	28.1%	19.9%	25.0%	17.1%	9.8%

The next questions are about approaches to housing growth and development that Brookfield could take. How much do you support or oppose each of the following housing approaches for the city of Brookfield?

Would you support or oppose...	Strongly oppose	Oppose	No opinion	Support	Strongly support
...the City planning for construction of <u>new</u> housing intended for young families?	11.2%	17.8%	24.2%	38.8%	7.8%
...the City attempting to market <u>existing</u> housing for young families?	5.9%	9.1%	19.4%	51.3%	13.9%
...the City planning for construction of new housing for people of different income levels who work in Brookfield?	18.3%	21.9%	22.1%	29.5%	7.8%
...the City assisting residents with modernization of older housing?	12.7%	22.2%	18.5%	35.1%	11.3%
...the City planning for construction of new housing intended for recent college grads and people starting out in their careers?	14.4%	19.3%	26.8%	33.7%	5.5%
...the City limiting new housing construction even if future housing demand is not met?	12.3%	28.2%	25.2%	24.7%	9.2%

The 2050 Plan has identified that different types of housing may be needed to suit young adults, families, and seniors in Brookfield. It proposes that the character of Brookfield’s existing residential neighborhoods be preserved. It recommends new housing development of different types could occur within the City’s Targeted Investment Areas, such as Brookfield Square or the Village Area.

The next questions are about the type of development that should be allowed if the City plans to meet its future housing needs within Targeted Investment Areas.

When meeting future home ownership demands for young adults, families, and seniors, should the City allow...

	Yes	No
...single family small, starter, or “downsizing” houses?	66.0%	33.6%
...single family mid-sized houses?	91.8%	7.7%
...single family large houses?	74.9%	24.6%
...duplexes?	44.8%	54.6%
...townhouses?	63.9%	35.6%
...multi-unit condominiums of 4 or more units?	56.6%	42.8%

When meeting future <u>rental housing</u> demand for young adults, families, and seniors, should the City allow...		
	Yes	No
...duplex and townhouse buildings?	63.9%	35.6%
...apartment developments of 3 or 4 unit buildings?	59.1%	40.3%
...apartment developments of 5 to 11 unit buildings?	36.1%	63.1%
...apartment developments of 12 unit or more buildings?	28.0%	71.2%

One component of the 2050 Plan is to enhance Brookfield’s identity based on its history and open space character. The 2050 Plan recommends establishing unique identities for different segments of the Greenway trail system. Examples of possible themes include art, agriculture, environment, Brookfield history, civics, and sustainability.

Do you support or oppose the City establishing unique identities for different segments of the Greenway trail system?

5.9%	Strongly oppose
10.0%	Oppose
35.5%	No opinion
33.8%	Support
14.6%	Strongly support

How much do you think Brookfield should prioritize the following potential approaches to increasing quality of life and community identity for Brookfield?

How much should Brookfield prioritize...	Not at all	A little	Some	Quite a bit	A great deal	No opinion
...offering a range of cultural activities and events in Brookfield?	5.2%	11.1%	31.6%	26.7%	24.1%	1.3%
...preserving historically and architecturally significant sites and buildings?	4.3%	12.0%	28.2%	25.2%	29.1%	1.2%
...establishing a unique architectural "flavor" for different parts of Brookfield?	22.8%	16.3%	27.3%	16.4%	12.7%	4.4%
...accelerating development of the off-street path network known as the Greenway Trail System?	8.5%	10.1%	19.8%	21.6%	35.3%	4.6%
...accelerating the development of side paths and sidewalks?	10.7%	12.6%	20.8%	22.8%	29.3%	3.6%
...providing additional cultural, civic, and public gathering spaces, such as a splash pad, botanical garden, or beer gardens?	12.7%	16.6%	21.8%	21.5%	24.5%	2.8%
...establishing unique identities for different segments of the Greenway trail system?	20.7%	19.4%	23.8%	16.6%	13.3%	6.0%
...hosting at least one major event that Brookfield can call its own?	12.8%	12.2%	23.1%	21.6%	24.0%	6.3%

For approximately how many years have you lived in Brookfield"?

Less than 10 years	10-20 years	More than 20 years
28.7%	23.5%	47.8%

Programmer Note, if the answer is 5 or greater, display:

Compared to five years ago, would you say each of the following have “Become worse”, “Stayed the same”, or “Become better”?

	Become worse	Stayed the same	Become better
The quality of life in your neighborhood has...	5.9%	60.9%	17.0%
The quality of life in the City of Brookfield has...	7.6%	45.2%	30.8%
The image of the City of Brookfield in the greater metropolitan area has...	6.7%	43.3%	33.7%

Finally, we have some questions about you. What is your age?

24%	44 and under
16%	45-54 years old
24%	55-64 years old
34%	65 years and older

Which of the following describe your household?

Currently, are you...

	Yes	No
...single and living alone?	14.2%	81.3%
...married or living with a partner?	79.8%	14.4%
...living with a roommate(s) or housemate(s)?	1.7%	88.6%
...living with infants or pre-school aged children age 0 to 4?	12.4%	78.2%
...living with school-age children age 5 to 17?	28.1%	63.8%
...living with adult children age 18 or over?	14.2%	77.1%
...living with other family members such as parents, in-laws,	2.7%	88.2%

Are you currently doing any work for pay?

65.5%	Yes
33.9%	No

Programmer Note: If Respondent answers No, skip to question on home ownership.

In which community do you work, or if you work in more than one place, in which community do you work most often?

8.0%	City of Brookfield - You work from home
9.7%	City of Brookfield – You work outside the home
16.9%	Elsewhere in Waukesha County
14.7%	City of Milwaukee
9.9%	Elsewhere in Milwaukee County
6.2%	Somewhere else

Currently do you own or rent your home?

95.8%	Own
4.0%	Rent

Which one of the following best describes your home?

88.0%	Single family
2.6%	Apartment
8.6%	Townhouse or Condominium
0.4%	Duplex
0.2%	Senior Housing