Community Survey Presentation

COMMUNITY PERCEPTIONS

COMPANY BACKGROUND

COMMUNITY PERCEPTIONS

Our mission is to help community leaders gather, organize and use data to make strategic decisions

- Founded in 2002 to provide independent and unbiased research
- Conducted more than 500 community surveys to help schools and communities navigate the strategic planning process

Our Methodology

We believe people are more likely to support a plan, if:

- ✓ They **UNDERSTAND** the plan
- ✓ They have a **VOICE** in creating the plan

Our Methodology

Our Methodology

Use an Inclusive Community Survey to:

- **EDUCATE** on the needs and options
- **GATHER DATA** to determine the final plan

Our Methodology

Survey Launch

- **Mail a paper survey to every household**
- **People can respond:**
  - **Online/with a unique survey access code**
  - **Via paper survey/returned in a business reply envelope**

City of Franklin

Dear Franklin Residents:

One of the top priorities of the Mayor and Common Council is to ensure your safety, and that starts with maintaining high-quality emergency response, fire and police services. This is increasingly challenging given that the funding sources currently available are not able to keep pace with the needs of our growing community.

The Common Council works very hard to be good stewards of taxpayers' funds, as evidenced by the fact that from 2013 - 2017 **total municipal property taxes stayed the same.** However, we are at a crossroads, and we need to determine if we should maintain our existing level of staffing or work to secure funding to meet the growing demands of our community as well as better align our fire/EMS and police staffing levels with national standards.

To help develop the options explored in this survey, the Common Council commissioned an *Assessment of Public Safety Funding Options Report*, which can be found at www.franklinwi.gov.

Our goal is to finalize a public safety plan that reflects the opinions of our residents and their willingness to financially support these services. Therefore, we need your input through this community survey.

Please take 5-10 minutes to respond to this survey!

TAKE THE SURVEY IN ONE OF TWO EASY WAYS

Online:

1) Simply go to the survey website: **www.survey2000.com**
2) Enter your Survey Access Number:
3) Take the survey!

By Paper:

If you do not have internet access, please mail the completed survey in the enclosed envelope or return it to the City Clerk's Office at City Hall, 9229 W. Loomis Road, Franklin.

The Survey Access Number can be used only once. To obtain a second survey for another adult in your household, please call 414-425-7500.

Please complete the survey by July 30, 2018.

To collect this feedback, we are working with Community Perceptions, an independent firm with expertise in conducting community surveys. All survey data is returned to Community Perceptions, and your feedback will remain anonymous.

Final survey results will be reported at a Common Council meeting this summer and will also be available on the City's website at www.franklinwi.gov.

Thank you for taking the time to complete this survey.

Sincerely,

Stephen R. Olson
Mayor, City of Franklin

Mark A. Dandrea
President, City of Franklin Common Council

Respondent Information

This data helps us to ensure respondents are consistent with the demographic make-up of the city. All survey data is returned to Community Perceptions, and your feedback will remain anonymous.

What is your age?

❒ 18-25 ❒ 26-35 ❒ 36-45 ❒ 46-55 ❒ 56-64 ❒ 65 and older

How long have you lived in the City of Franklin?

❒ Less than one year ❒ 1-5 years ❒ 6-10 years
❒ 11-20 years ❒ More than 20 years
❒ I do not live in the City of Franklin

Which best describes your housing status?

❒ Own ❒ Rent ❒ Other

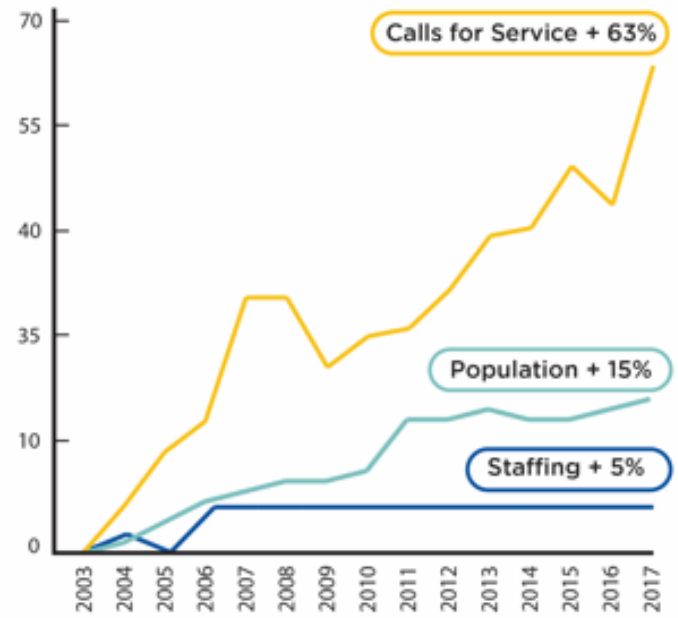
Thank you for your participation. We sincerely value your time and feedback!

Over the last 15 years, the City of Franklin has experienced a population growth of nearly 15%. During that same time, the Fire Department's Calls for Service (CFS) have increased by 63%. **In fact, in just the past six years, the number of calls for fire and emergency medical services (EMS) has grown from 3,381 calls in 2012 to 4,099 calls for service in 2017, an increase of 21%.** This increase is largely due to a demographic shift in the City, including an increase of more than 5,000 Franklin residents over the age of 65. This trend is expected to continue in the years ahead, which also means CFS will continue to rise.

FFD assigns 11 firefighters to each 24-hour shift distributed among the City's three fire stations.

- Station #1: 5 personnel
- Station #2: 2 personnel
- Station #3: 4 personnel

FRANKLIN POPULATION GROWTH & FIRE DEPARTMENT TRENDS
2003 - 2017



Station #2 is the only station in Milwaukee County routinely staffed with less than three personnel, creating additional challenges in responding to calls for service and depleting resources from other stations. In addition, the area serviced by Station #2 is poised for significant residential development in the coming years.

Despite the population growth and increased demand for service, staffing levels have remained the same since 2007.

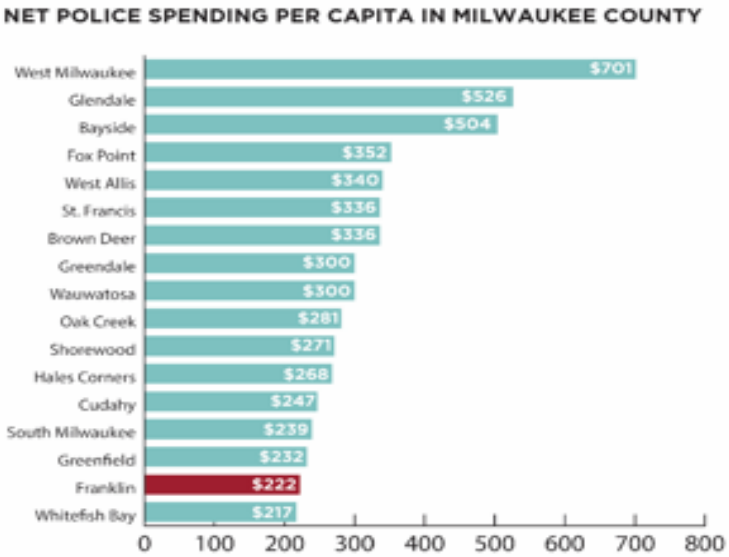
How important is it to you that the City of Franklin provides high-quality and responsive emergency services?	❒ Extremely important ❒ Somewhat Important ❒ Not Important ❒ Not sure

Comments/suggestions:

Police Services Background Information

Despite the City of Franklin's significant population growth and greater demand for officer time due to increases in crime and drug-related incidents, the Police Department has only added one police officer in the past 15 years. In fact, **Franklin has fewer officers per person than nearly every other municipality in Milwaukee County**. In addition, Franklin is among the lowest in per capita expenses for law enforcement.

The department responded to an increase of nearly 3,000 service calls in 2017, compared to 2008. The complexities of these calls, which often involve assisting citizens with mental health and alcohol/drug issues, require officers to spend more time on the scene, preventing them from fulfilling other duties. Additionally, there is a need for greater support to ensure safety in all our schools.



After a comprehensive review of Franklin's public safety service needs, the City has identified a need to **hire 3 additional officers** to address the needs of the growing population relative to the department's response and preventative responsibilities.

What advice would you give to the City?	❒ Explore funding options to add 3 additional police officers ❒ Maintain the current level of police staffing ❒ Not sure ❒ Other:

Comments/suggestions:

Stoughton Survey: Next Steps

- **Establish key messages**
  - **“Developing a plan to better serve Stoughton taxpayers…”**
- **Determine project scope and which departments would participate**
- **Develop project timeline**

www.CommunityPerceptions.com