

CHAPTER TEN: COMMUNITY VALUE

Public services and utilities are an essential—if often hidden—element of community development. Brookfield prides itself on continuing to provide a full range of public services at a reasonable tax rate as a benefit for City businesses and residents. This is the essence of “community value;” hence, the title of this chapter.

The purpose of this chapter is to describe the future community facilities, utilities, and services to meet the needs of residents and businesses. The City also has a rich assortment of detailed plans and analyses for community facilities and utilities.

Community Value Principle (Goal)

Brookfield enjoys exceptional services at reasonable costs, a competitive cost of living, and an attractive business environment.

Community Value Objectives

1. Prioritize keeping Brookfield safe, clean, and efficient through effective public service delivery.
2. Emphasize cost-effectiveness, energy-efficiency, and sustainability in the delivery of public utilities, services, facilities, and purchases.
3. Consider the City’s vision and desired future land use pattern when making future decisions to alter City services or facility locations.



Brookfield's City Hall

Community Value Policies

1. Continue to update and implement a capital improvement program (CIP) in order to program City utility and facility investments, and effectively manage debt associated with large infrastructure projects and maintain reasonable tax rates.
2. Continue progressive stormwater management initiatives and techniques to reduce damage to private property associated with flooding.
3. Implement programs for greater sustainability, environmental friendliness, and energy efficiency in public utilities, services, and facilities, such as implementing waste reduction and water conservation initiatives. See Chapter Five: Natural Areas and Recreation and Chapter Seven: Sustainability for additional ideas.
4. Pursue opportunities to integrate “green” (i.e., energy efficient, environmentally sustainable) building practices into the design and construction and renovation of public buildings and sites.
5. Continue to coordinate telecommunication and energy infrastructure and bike and pedestrian facilities with all roadway construction projects.

6. Make revisions to City ordinances as necessary to implement the community service recommendations in this Plan, including City building codes, mechanical codes, housing codes, and sanitary codes.

Community Value Programs and Initiatives

The City intends to pursue the following initiatives in support of its vision for community value:

Expand and Enhance Public Utility Systems as Necessary

The City intends to implement detailed utility facility plans to expand and upgrade utilities as necessary to meet future demand including the following:

- Expand the water distribution system infrastructure and staff as necessary to serve new developments and extend water service to all existing properties.
- When finalized, implement the recommendations of the water supply study.
- Pursue water conservation initiatives, including decreasing water usage through the use of low flow fixtures timers and sensors on sprinkling systems and encouraging the use of drought-resistant plants, rain barrels, gardens, and bio-swales; keeping water conservation in mind when reviewing new development proposals; and addressing supply side issues such as leaking pipes. Consider demand side efforts to reduce water usage, such as increasing rates on water used to irrigate lawns.
- Continue developing an interconnection to other community/regional water supplies in order to better respond to major fire/emergency situations.



or
rain

Stormwater infiltration within Mitchell Park parking lot

- Anticipate upgrades and expansions to the Fox River Wastewater Treatment Plant.
- Respond to future regulatory requirements to lower wastewater effluent discharge limits.
- Continue to aggressively seek ways of reducing inflow and infiltration into public sanitary sewer mains by repairing public sewer pipes and manholes, and consider inspecting and requiring improvements to private systems including laterals and removal of illegal connections and other sources of clear water from private property.
- Continue to improve stormwater management in the City, including working cooperatively and comprehensively with the Menomonee River Municipal Watershed Group and the Southeastern Wisconsin Watersheds Trust to address stormwater quantity as well as quality issues.
- Maintain the City's recycling facility.

Expand and Upgrade City Facilities and Equipment as Necessary

The City intends to expand and upgrade community facilities, staff, and equipment, as determined necessary by the Common Council, in order to meet future demand, including consideration of the following: library, community/senior center, policing, and fire protection. The City will depend on

the private sector to continue to provide health care, cemeteries, and telecommunications facilities, while accommodating the use of public sites (e.g., water towers) for telecommunication facilities.

Explore Approaches to Modernization of Municipal Communications

The digital era is clearly upon us, and the pace of change is accelerating. As such, Brookfield intends to continually review revisit the ways City government communicates with itself and with taxpayers and residents. The focus will be on enhancing digital communications and transactions, through consideration of the following strategies:

- Explore how the City's Web page could be improved visually, organizationally, and as a two-way communications tool to residents, businesses, and visitors.
- Expand use of the City's Web page and digital communications in general to enhance customer service, such as to pay bills or opt for digital newsletters; department communications with the Council and committees, potentially through the introduction of digital meeting packets; and virtual staff training as a way to minimize travel expenses while still keeping staff abreast of important developments in their fields.
- Attempt to deliver more written communications with businesses digitally, as opposed to in hard copy form. This request was received more than once by business executives who participated in the planning process.
- Provide or support an Internet-based community bulletin board or calendar, and enable posting of community events and volunteer opportunities by multiple organizations.
- Explore creation of a "community indicators" section on the City's Web site to help residents understand trends in their community and the achievement of City plans and policies. Suggested community indicators are included in the implementation chapter.

Generally Follow the Timetable Below to Create, Expand, or Rehabilitate Community Facilities and Utilities

Figure 12: Timetable to Create, Expand, or Rehabilitate Community Facilities and Utilities

Utility or Facility	Timeframe for Improvements	Description of Improvements
Water Supply	Ongoing	Expand as necessary to serve new developments; update and implement water supply studies.
Sanitary Sewer	2010-2020	Upgrade and expand facilities and infrastructure; update and implement sanitary sewer and Fox River plant studies.
On-Site Wastewater Treatment Systems	Ongoing	Continue to work with remaining property owners to connect to sanitary sewer when appropriate.
Solid Waste Disposal	Ongoing	Continue to provide solid waste collection through the City's contracted service with a private sector provider. Consider automated collection versus "up the drive" service for cost savings (if significant to justify change in service level) to coincide with single stream recycling efforts.
Recycling	Ongoing	Continue to maintain the City's Recycling Center. Consider single stream recycling in coordination with Waukesha County as the County upgrades or replaces its Municipal Recycling Facility.
Stormwater Management	Ongoing	Continue improvements to mitigate flooding concerns and improve overall groundwater and surface water quality.
Police Protection	2010-2020	Explore facility and personnel levels as necessary to meet service demands.
Fire Protection and EMS Service	2010-2020	Explore personnel levels as necessary to meet service demands.
Library	2010-2015	Explore facility needs as necessary to meet service demands.
Municipal Building and Operation	2020+	City Hall was recently upgraded. In long term, consider reconstruction of building into multi-story facility as part of possible future Civic Center redevelopment.
Medical Facilities	Ongoing	Private parties will add capacity as needed.
Schools	See Chapter Six: Education	
Parks and Recreation	See Chapter Five: Natural Resources and Recreation	

Utility or Facility	Timeframe for Improvements	Description of Improvements
Telecommunication Facilities	Ongoing	Private parties will add capacity as needed; continue to use cell tower fees to fund trails.
Power Plants/Transmission Lines	Ongoing	Work with providers on issues related to the location or upgrade of transmission lines or substations in the City.
Cemeteries	Ongoing	Private parties will add capacity as needed.
Child Care	Ongoing	Private parties will add capacity as needed.