

Mayor and Common Council  
7525 W Greenfield Ave  
West Allis, WI 53214

Subject: Status Report and Update on Mayor Devine's Communications Committee Activity

Dear Mayor Devine and Common Council Members,

This communication provides a report and update on Mayor Devine's Communication Committee activities over the last several months. The committee conducted a community survey last fall, a copy which is attached. Also attached are the results of the survey. The key findings of the survey are as follows:

- All forms of communication techniques are important, with the city newsletter being the most important.
- All forms of electronic communications are growing.
- In regard to the City of West Allis, the Slogan and logo are generally liked and positive, but needs updating.
- When the name West Allis is mentioned the response was "friendly", "proud" and "clean". The term "Stallis" and "Dirty Stallis" are disliked among all age groups.
- The survey respondents noted these are items they would like to see changed:
  - Crime
  - Taxes
  - Improve city services and infrastructure
  - Variety of Desirable Businesses

At this point the Communications Committee sees the following list of items yet to be done:

- Developing a smart phone application (IT)
- Positive Media Stories (Mayor, City Administrator, Communications Department)
- Comprehensive Public Relations & Marketing Campaign (Mayor, City Administrator, Development Department)
- Better Welcoming Signage, Landscaping and Improvement (Public Works, Development)
- Rebranding (Mayor, City Administrator, Development)
- Expand more Neighborhood Associations & Block Watch Groups (Planning Development & Police)
- Establish Welcome Wagon Program (Mayor & City Administrator)
- Increase notification radius for planning and development changes (Common Council, Planning and Development, Clerk)

On behalf of the Communications Committee I and others on the Communications Committee would request that we be given the opportunity to review this report with you. Thank you!

Sincerely,

Charlie Mickschl  
Chairperson of the Communications Committee