

Brown Deer Village Accomplishments

Infrastructure: Roads, Sidewalks, Construction, Water Projects & Green Space

- Re-paved 10 miles of road, increased sidewalks by 3 miles and replaced 3 miles of water mains.
- Constructed a new public works facility that will house and extend the life of our municipal vehicles and create a more useful recycling facility with extended hours.
- Improved Fairy Chasm Road by adding a bike lane and additional parking for Fairy Chasm Park.

*Brown Deer maintains
55 miles of roads,
16.5 miles of sidewalk &
67 miles of water mains.*

- Installed an ADA accessible park shelter at Badger Meter River Park paid for by a Community Development Block Grant.
- Installed an ADA accessible boat launch at Badger Meter River Park with funds donated by Badger Meter.
- The Brown Deer Water Utility has the lowest average volumetric water rate in the greater Milwaukee area while also having one of the more aggressive water main

infrastructure replacement programs. Our volumetric water rate is \$2.38 per 1,000 gallons of water used by our customers and ranks first among water utilities in the area.

- Over the past ten years, the Water Utility has replaced failing infrastructure at a rate of approximately 1% per year in an effort to reduce the number of emergency repairs due to water main breaks and improve the reliability of the distribution system.
- In 2015, increased stormwater quality by creating four naturalized bio-retention basins as well as created a safer road by repaving and creating a bike lane on Bradley Road with grant funding by MMSD Green Infrastructure Partnership Program and WDNR Urban Nonpoint Source Storm totaling \$348,000.
- Repaired leaky private laterals on 73 single-family homes in the Bradley Estates subdivision with a \$450,000 grant from MMSD.
- Received the MMSD Green Luminary Award to spotlight the Bradley Road Drainage Ditch Naturalization Project which was recognized as an outstanding green infrastructure project.
- Pursued the Beaver Creek Naturalization project and replaced the bike trail which was completely paid for with two grants, one from Fund for Lake Michigan and the second from a Community Development Block Grant.
- Naturalized two drainage basins to allow for natural habitat for native plants and animals.
- Upgraded 100 street lights on Bradley Road to LED which led to using 90% less power and saved the Village money in future energy expenses.



The Bradley Road Drainage Ditch Naturalization Project earned Brown Deer a Green Luminary Award from MMSD.

Safety Accomplishments: The Brown Deer Police Department

- Wisconsin Law Enforcement Accreditation Group (WILEAG) accredited the Brown Deer Police Department every three years since 2009.
- The Brown Deer Police Department restructured the department by adding more police officers to the streets and reducing supervisor/management positions. Referred to as “flattening the organization.”
- The Brown Deer PD received a \$10,000 grant and became the Mobile Field Force Coordinator for the North Shore for crowd control.
- The Brown Deer PD has provided high visibility traffic enforcement which has resulted in a 7% reduction in property damage crashes, a 16% reduction in injury crashes and no fatal crashes in 2018.
- 2018 saw a five-year low in burglary, robbery and theft thanks to the visibility and quick response of our police officers.
- Each year, the Brown Deer PD has sponsored Shop with a Hero, Neighborhood Watch, Active Shooter Training for Businesses, and heightened their media relations and social media presence.
- The Brown Deer PD purchased an unmanned ariel surveillance vehicle (drone) unit to assist in scene/accident management and locating lost person/suspects.
- The Brown Deer PD implemented a performance tracking system for the police officers as well as an annual awards banquet to congratulate those officers who went above and beyond the call of duty.
- The Brown Deer PD has stationed a School Liaison Officer with the Brown Deer School District in order to increase school safety.

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Community Pride Accomplishments: The Fun Stuff!

- One of 10 communities in the country to be named an All-America City by the National Civic League for taking innovative action to engage residents in ensuring that all children are supported to succeed in school and life.
- Brown Deer has celebrated the Fourth of July with a parade and fireworks display since 1973
- Brown Deer has held Community Vibes concert series and the annual Eat & Greet on the Street for the last five years.



- The Brown Deer Beautification Committee worked with the Brown Deer Junior Woman’s Club and the Village to host the first Brown Deer in Bloom Garden Tour, generating positive news stories and goodwill with neighboring communities, while emphasizing beautiful homes in the Village.
- Brown Deer has assisted in the development of the “Because We Care” group and has continued to provide resources for residents who would like to help clean up the community.
- Assisting with the tree lighting preparation for the last four years by organizing local groups and businesses around this fun event.
- The Village hosted our first Town Hall meeting focused on the future of the Brown Deer Library.
- The Village has maintained Tree City USA status for 21 years and achieved Bird City status in 2014.

Development Accomplishments: Direct influence using strategic financial incentives

- American TV site – Redeveloped 10 acres of a bankrupt American TV site. The Village purchased the site for \$2.6 Million and then sold it for \$2.6 Million to a distribution center and an Aldi Grocery store. The value of the land is now assessed at \$5.9 million.
- New Homes – The Village bought the old Celebrations site on Bradley Road and redeveloped the land for single family homes valued at over \$250,000 each.
- Solful Fitness – The Village bought the foreclosed site from the county and sold it to Solful Fitness for redevelopment in the Original Village.
- Senior Care Facility – Sold a Village-owned property to a senior care facility for redevelopment.
- New Perspective Senior Housing – Replaced a low-income housing project with a high-end senior housing care facility. The development went from a \$2.5 million-dollar assessment to a \$13.7 million-dollar assessment.
- Modus Design – Turned old garage into a marketing and graphic design business in the Original Village
- Empty Lowes Building – Lowes owed the Village \$1.7 million dollars. Negotiated a deal with Walmart to pay off the loan to Lowes and restore the semi-permeable pavement to improve water run-off.
- High-end market rate apartments – Negotiated municipal assistance for a \$30 million-dollar project.
- Jewish Family Services – Negotiated municipal assistance for a housing complex on Bradley Road, where half of the units house those with a disability.
- Shopping Center – Negotiated municipal assistance for a new shopping center on Bradley Road.
- Tri-City Bank – Negotiated municipal assistance for a new bank.
- Deerwood Crossing – Negotiated municipal assistance for a new senior housing unit.
- The Village collaborated with outside consultants to assess Brown Deer’s challenges and develop strategies for bringing new business into the community. Staff reached out to over 150 local and national businesses to introduce them the possibility of expansion into Brown Deer.

*Brown Deer strives to welcome and encourage business development and offers **indirect** influence as well, whenever possible. Some of our newest businesses include:*

*Appe Thai
Beauty Salon
Bob’s Furniture
Goodwill
Fire House Subs
Metro Storage
Rock N’ Jump
Rogers Memorial
Hospital
Wheaton
YMCA*



The Firehouse Subs located in the Marketplace shopping center (left), and the ribbon-cutting at Rogers Behavioral Health on Schroeder Drive.

Fiscal Responsibility Accomplishments: Improving How Taxes Are Spent

- Each year through fiscal responsibility, the Village has continued to add savings to the Fund Balance. In the last five years, \$2,358,844 has been added to the General Fund balance reserve money for the Village.

<i>General Fund expenditure dollar increase per year:</i>	<i>General Fund expenditure percentage increase per year:</i>
2013 – \$413,969	2014 – 0.98%
2014 – \$675,965	2015 – 0.94%
2015 – \$361,307	2016 – 0.32%
2016 – \$338,483	2017 – 1.0%
2017 – \$569,120	2018 – 1.0%
	2019 – 0.41%

*In the last 5 years,
Brown Deer has added
\$2,358,844
to the General Fund
balance.*

- Average increase in last 6 years: 0.78%. The goal of keeping expenditure increases to 1.0% or less has been met consistently for six years in a row.
- Village Comptroller has won the Distinguished Budget Presentation Award from Government Finance Officers Association (GFOA) for 17 consecutive years.
- Village Comptroller was won the Certificate of Achievement for Excellence in Financial Reporting for the last 17 consecutive years.
- The Village has not replaced five full-time positions through attrition and implemented cross-training between departments. This has saved the Village approximately \$300,000 dollars.

Green Initiatives: The Village has started to go GREEN by using less paper

- Finance Department – Sends annual budgets electronically instead of printing out over 100 pages for each person who wants a copy of the budget.
- Village Board – Uses electronic devices to view information, saving hundreds of pages of paper each meeting.
- DPW – Uses the GIS System to inventory many different items relating to roads, pipes, trees, etc.
- Police Department – Streamlined the process of ticketing and paying for parking, traffic and municipal citations through one program which eliminates many processes which required paper use.
- Building Department – Permits are on schedule to be online by the end of 2019.

