



# MEMORANDUM

## LEGISLATIVE REFERENCE BUREAU

WWW.MILWAUKEE.GOV/LRB

**To:** Common Council Members  
**From:** Aaron Cadle – Legislative Fiscal Analyst  
**Date:** October 17, 2011  
**Subject:** Analysis of Village of Greendale, Wisconsin's Wholesale Water Supply Change Request

This memo is an analysis of the Wholesale Water Supply Change Request from the Village of Greendale, Wisconsin, as required by Resolution File# 080457. It replaces the October 7, 2011, memo on the same subject.

### Introduction

The Village of Greendale, Wisconsin, ("Greendale") requests that the Milwaukee Water Works commit to an enhanced level of service, higher than is typically guaranteed to wholesale customers. Greendale requests that the flow rate, or pressure, of water delivered be increased to meet maximum daily and peak-hour demand. This is not a request to increase the volume of water currently provided.

The increased flow rate is expected to reduce Greendale's water storage capacity needs, and save the Village near-term capital costs and long-range maintenance and replacement expenditures. Greendale's existing elevated water storage tank has reached the end of its useful life and needs to be replaced. In addition, increased pressure may allow Greendale to decommission an existing ground storage reservoir and pumping station.

### Economic Profile\*

	<u>Greendale</u>	<u>Milwaukee</u>
Median Household Income:	\$ 57,413	\$ 37,089
Per Capita Income:	\$ 31,710	\$ 19,153
2011 Assessed Valuation:	\$1,309,247,240	\$27,091,119,720
Assessed Valuation Per Capita:	\$ 93,331	\$ 44,902
Median Home Value:	\$ 212,700	\$ 138,300
Property Tax Rate:	\$6.97 per \$1,000	\$9.12 per \$1,000

\* Data Source: Census Bureau American Community Survey 5-year estimates, 2005-2009 [described below]

**Community Profile\***

	<u><b>Greendale</b></u>	<u><b>Milwaukee</b></u>
Poverty Rates:	4.8%	19.9%
Unemployment	2.7%	11.0%
Minority Representation:		
White	94.3%	41.9%
Hispanic	2.0%	15.1%
Black	0.5%	37.1%
Am. Indian	1.1%	0.7%
Asian	1.1%	3.3%
Mixed Race	1.0%	1.7%
Other:		
Population	14,028	603,338
Education (attainment or higher)		
high school	93.7%	80.6%
bachelor's degree	37.0%	21.4%
Owner Tenure		
Owner-Occupied	3,759 - 64.4%	111,765 - 48.6%
Renter-Occupied	<u>2,075</u> - 35.6%	<u>118,261</u> - 51.4%
Total	5,834	230,026
Vacant	223 - 3.7%	25,978 - 10.1%

\* Data Source: Census Bureau American Community Survey 5-year estimates, 2005-2009 [described below]

**Public Transportation**

Greendale is served by the following bus routes at Southridge Mall operated by the Milwaukee County Transit System:

- Route 14 – Forest Home
- Route 55 – Layton Avenue
- Route 64 – S. 60<sup>th</sup> Street
- Route 46 - Loomis Southridge Flyer

### **Affordable Housing**

Greendale's affordable housing stock is limited to the long-standing Ridgedale Apartments which offers 220 units at below market rates, and 76 of 90 units in the Berkshire-Greendale senior citizen housing development currently under construction at Southridge Mall will be set-asides for low-income residents.

### **Environmental Impact**

No environmental impact is expected to result from this request.

### **Other**

Greendale expects to realize approximated \$2,000,000 in capital, maintenance and replacement costs savings in the near-term and unknown savings in the future as a result of the requested service change, and has signaled the Village may look favorably on an intergovernmental agreement with the City of Milwaukee to share this windfall on some level.

### **American Community Survey**

The Census Bureau's "long form", which in previous censuses was used to collect detailed socioeconomic information, was replaced beginning in 2010 with the American Community Survey.

Processed survey information provides annual estimates for all states, cities, counties and population groups of 65,000 people or more. For smaller areas, multiple survey years must be combined to obtain statistically reliable estimates. The Census Bureau combines 5 survey years for areas, like Greendale, with populations less than 20,000.

File #110722  
Aaron Cadle  
October 17, 2011