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Further information and complete report available the LIFE Study website: www.lifestudy.info



Purpose and Opportunity

The purpose of the 2011 Brown County LIFE (Leading Indicators for Excellence) Study is to spark leaders and community members to take action: action based on an accurate understanding of the community's strengths and shortcomings across a variety of sectors.

The sponsors of the 2011 Brown County LIFE Study, the Brown County United Way, the Greater Green Bay Community Foundation and the Green Bay Area Chamber of Commerce, want to help the community learn more about key issues it faces based on a foundation of solid research and information. The LIFE Study has identified important data reflecting ten sectors of the community and has obtained reliable numerical and perceptual data about those ten sectors.

The LIFE Study does not provide in-depth information about any one issue, rather it paints a broad picture of the community from different angles and highlights important issues that demand further investigation in order to learn more about its cause or impact. This study does not attempt to compile all existing information, but instead, presents selected key data. The information provided does not inventory every organization that may impact an issue, but selects key organizations at work in the community.

This effort is in some ways unique and in other ways an 'evolution' and extension of earlier needs assessments and efforts to measure the quality of life of our community (e.g. Brown County Quality of Life Survey in 2007 and prior years; 2001 Benchmark Study). The 2011 Brown County LIFE Study includes broader economic and environmental indicators than past efforts in order to expand the usefulness of the information reflecting interwoven socio-economic sectors of life in the region.

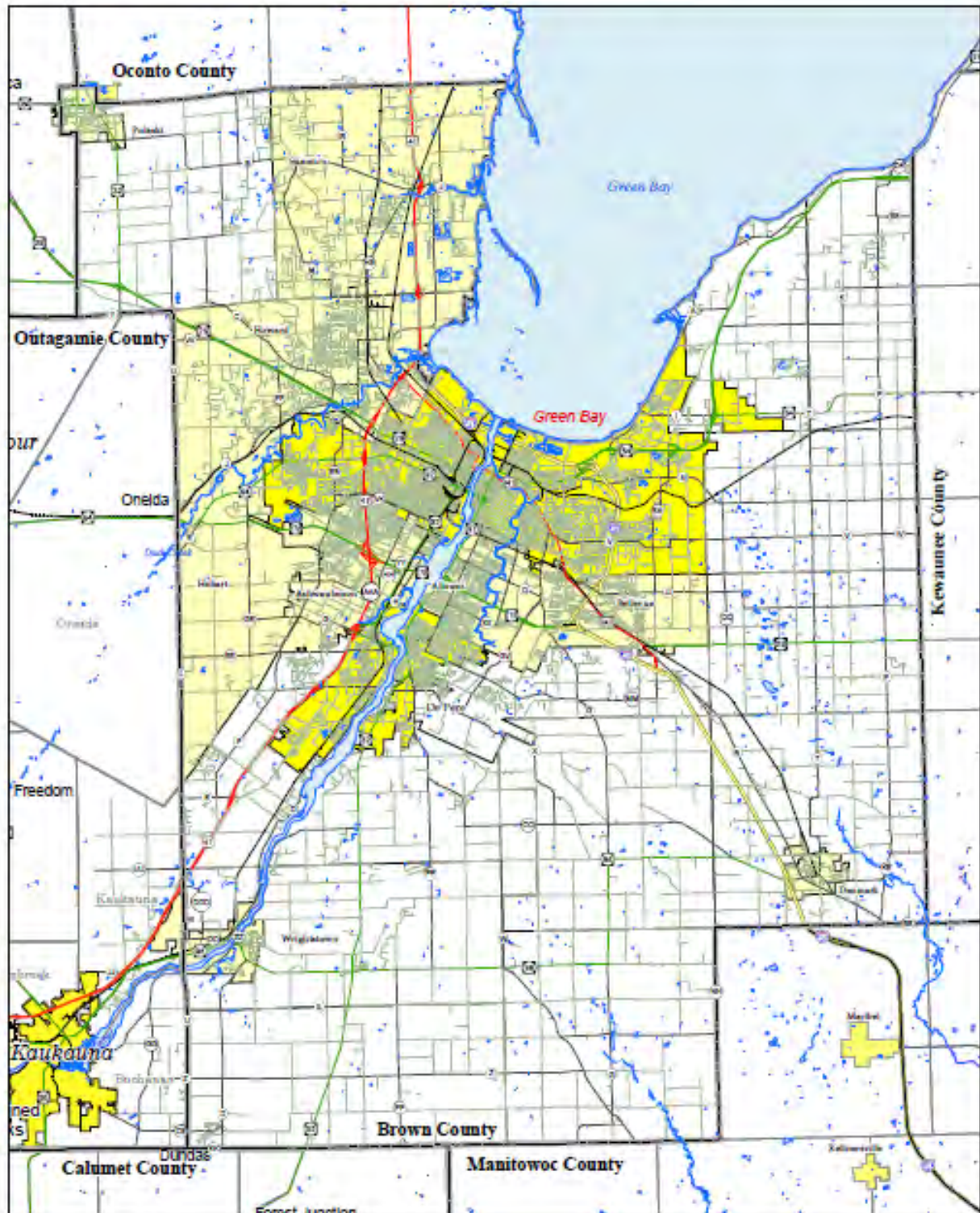
In addition to this study about Brown County, our community has joined forces with nearby metropolitan areas to study the quality of life in Northeast Wisconsin. Through simultaneous LIFE Studies in Brown and Winnebago Counties and the Fox Cities, the process has brought together numerous stakeholders from throughout the area. The process of discussing quality of life regionally has created new relationships with the potential for future collaboration and building on new ideas.

This research provides information but not solutions: the sponsors have purposely refrained from prescribing solutions or recommendations to issues presented here. However, the research team has identified Leading Indicators to help the community measure progress. Now, it's up to the people who live in the area to use this information to impact the quality of life for all who live, work, and play here.

**In 2011, if Brown County were a village of 100 people
this is what we would look like:**

CHARACTERISTIC	2011
Perceptions of the area	
Satisfaction with quality of life	87
Heading in right direction	38
Age, Gender	
0 to 19	27
20 to 44	35
45 to 64	26
65 or over	11
Female	50
Ethnicity/Diversity	
White	87
African American	2
Hispanic, all races	7
Asian	3
Native American	3
Other	6
Work (adult population only)	
In the labor force	72
Unemployed	7
Self Sufficiency	
Live in poverty (2009)	11
Has household income < \$25,000	14
Has household income > \$100,000	23
Education (age 25 and older)	
Graduated high school	90
Graduated college and beyond	25
Health (adult population only)	
Has insurance	91
Has a disability	11
Binged on alcohol in the past month	25
Not able to get dental care sometimes	28
Obese or overweight	67
Recreation (adult population only)	
Participate in arts and culture opportunities	67
Use recreation facilities	75
Community	
Gave time for community service	69
Gave money to church/nonprofit	86

Brown County, Wisconsin



Map Prepared September, 2011
By the East Central Wisconsin
Regional Planning Commission

Base Data provided by:
East Central's Regional counties,
Brown County, and the WDNR



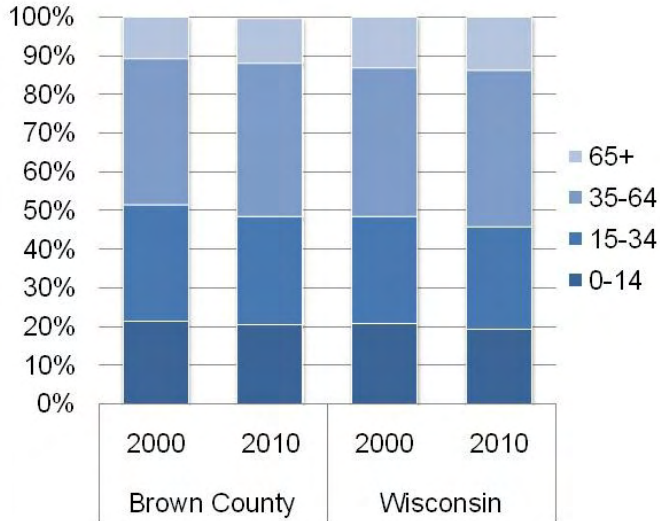
Population in Brown County Municipalities

	2000 Census	2010 Census	Change 2000-10
City of Green Bay	102,313	104,057	1.7%
City of De Pere	20,559	23,800	15.8%
Town of Green Bay	1,722	2,035	18.2%
Town of Ledgeview	3,363	6,555	94.9%
Town of Wrightstown	2,013	2,221	10.3%
Village of Allouez	15,443	13,975	-9.5%
Village of Ashwaubenon	17,634	16,963	-3.8%
Village of Bellevue	11,828	14,570	23.2%
Village of Denmark	1,958	2,123	8.4%
Village of Hobart	5,090	6,182	21.5%
Village of Howard	13,546	17,399	28.4%
Village of Pulaski	3,060	3,539	15.7%
Village of Suamico	8,686	11,346	30.6%
Brown County	226,778	248,007	9.4%
Green Bay, Metropolitan Statistical Area (Brown, Kewaunee, Oconto Counties)	282,599	306,241	8.4%
State of Wisconsin	5,363,675	5,686,986	6.0%

Source: U.S. Census

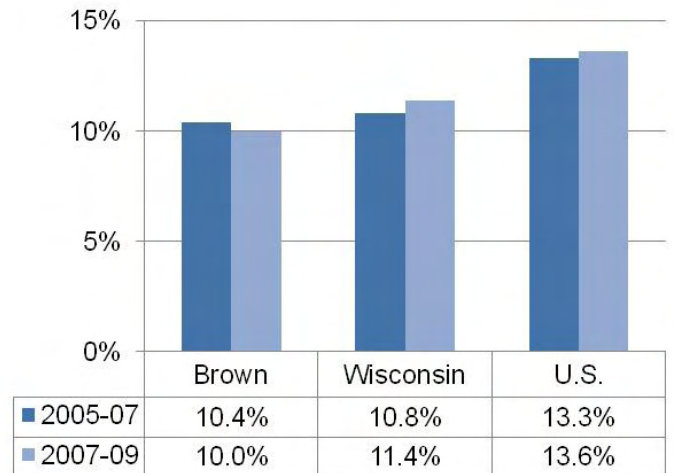
Selected Demographics of Brown County

Age Distribution



Source: U.S. Census

Percent of Individuals in Poverty



Source: U. S. Census, ACS

Income Distribution

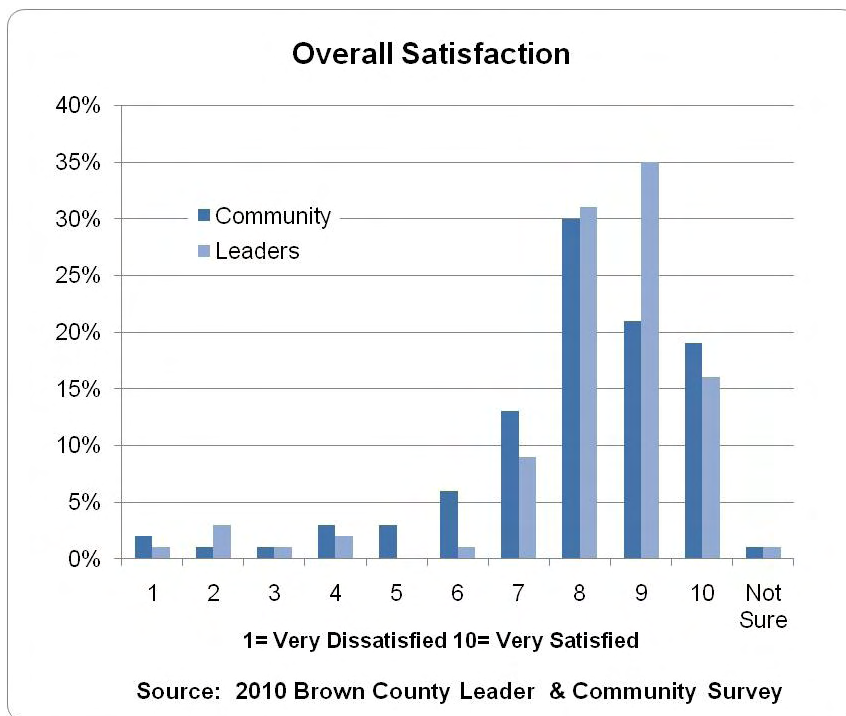
	Per Capita Total Personal Income			Median Household Income		
	2005-2007	2007-2009	Change	2005-2007	2007-2009	Change
Brown	\$25,741	\$27,007	4.92%	\$ 51,624	\$52,246	1.20%
Wisconsin	\$25,742	\$26,403	3%	\$50,309	\$51,257	2%
US	\$26,178	\$27,100	4%	\$50,007	\$51,369	3%

Source: U.S. Census

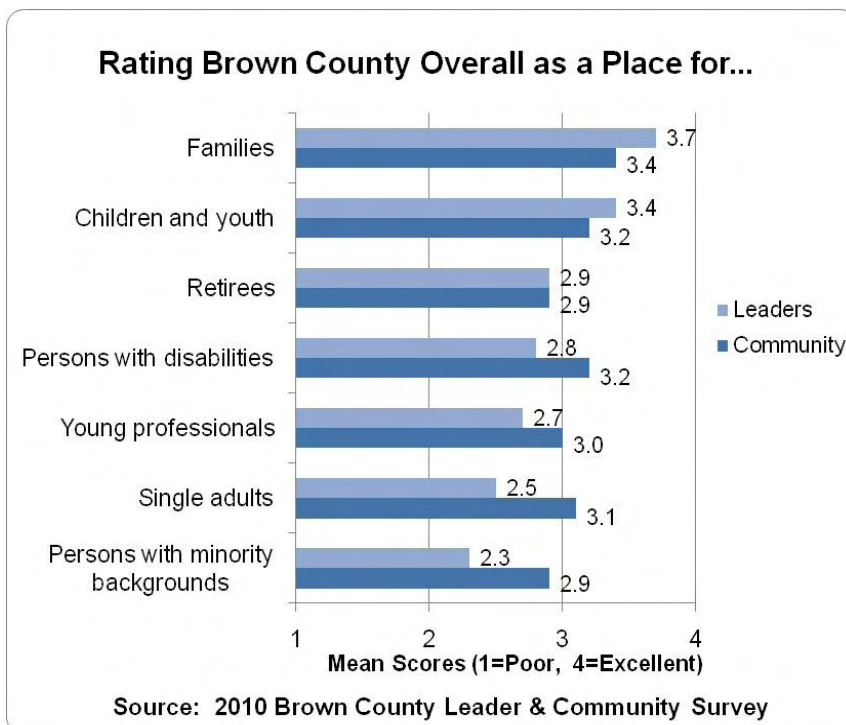
Overall Satisfaction with Quality of Life

On separate surveys, we asked community members and leaders,

“Overall, how satisfied or dissatisfied are you with the quality of life in Brown County?”

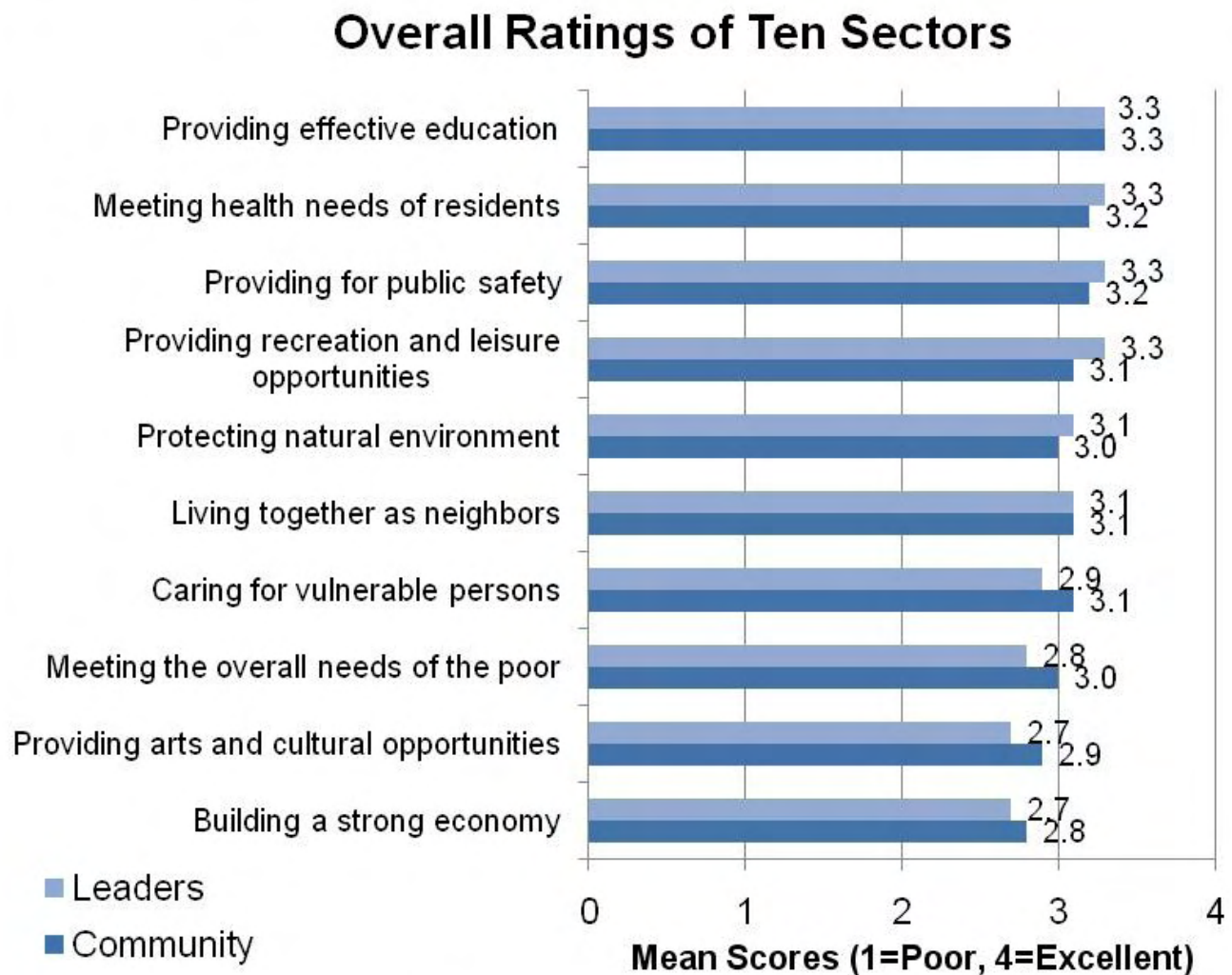


“Thinking about Brown County overall, how would you rate Brown County...”



Community and Leader Overall Ratings of Ten Sectors

"In terms of the following aspects of life in Brown County, how would you rate the Brown County area?"

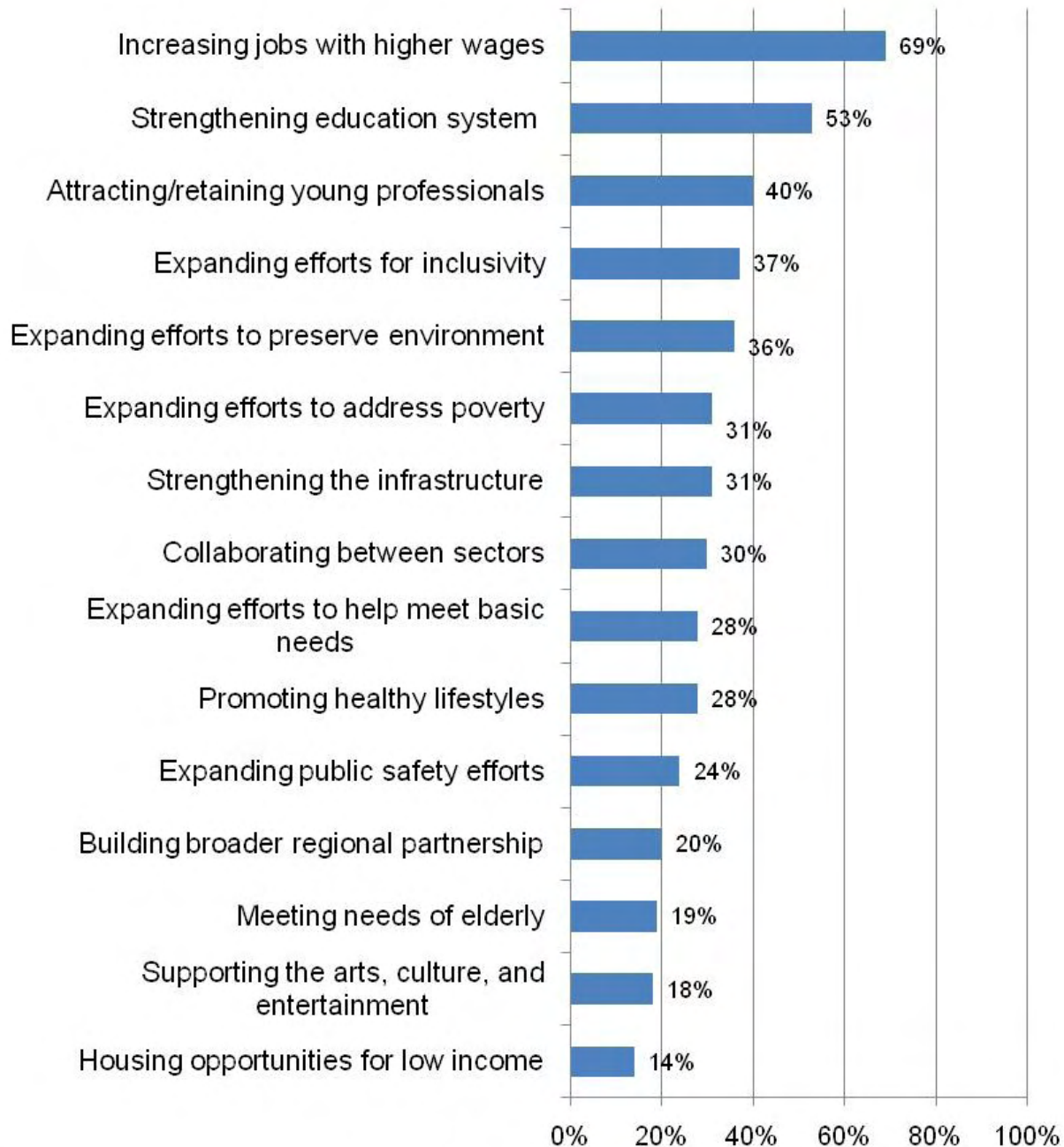


Source: 2010 Brown County Leader & Community Survey

Highest Future Priorities of Leaders

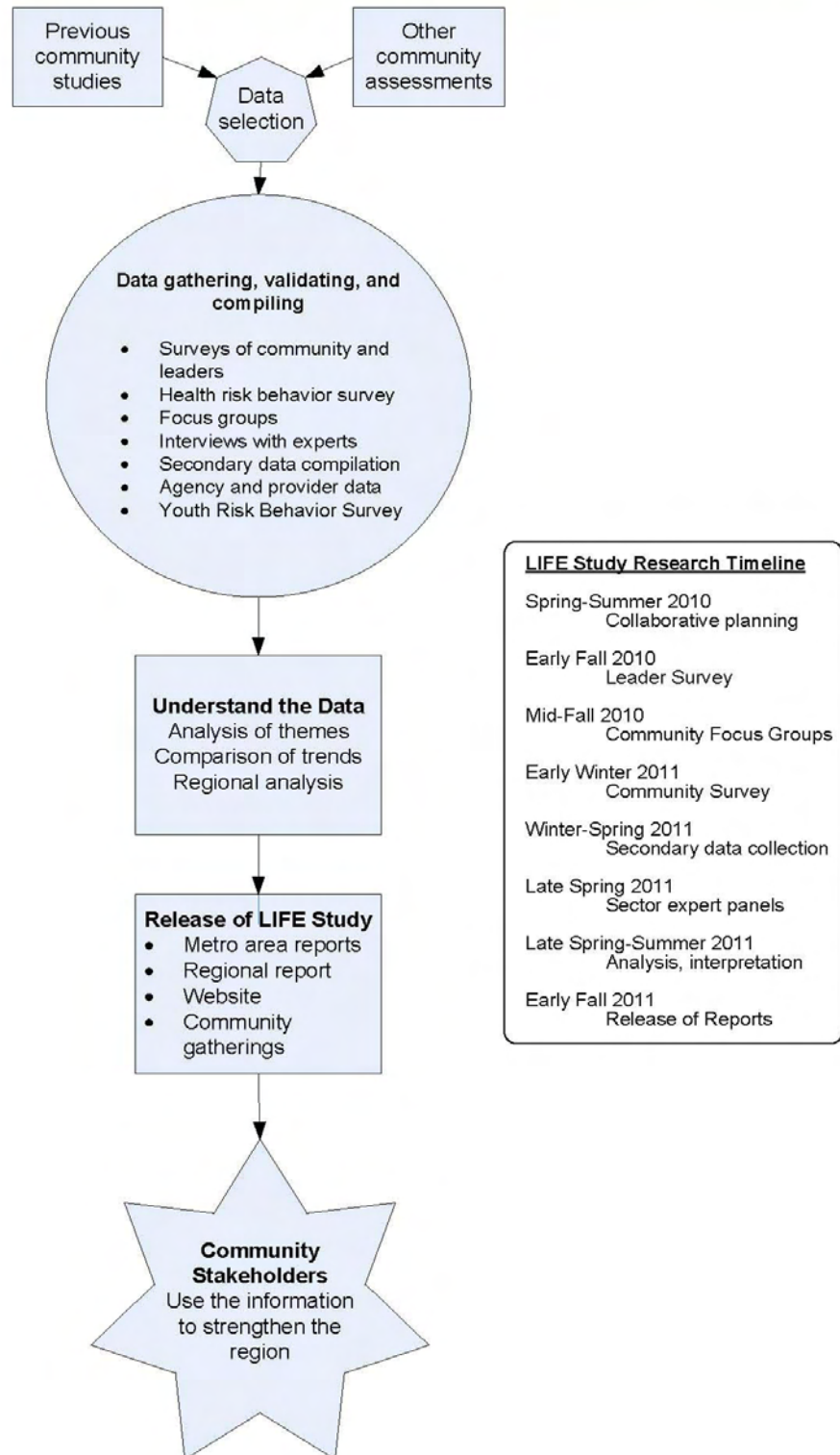
This question was asked of leaders:

“Every community must address certain important issues in order to thrive in the future. Below is a list of possible challenges and opportunities that leaders in Brown County could choose to work on (independently and/or collectively). Please indicate whether leaders in Brown County should place a low or high priority on each of the following issues.”



Source: 2010 Brown County Leader Survey

2011 LIFE STUDY PROCESS



Components of the Study

The following sources, woven together within each section, comprise the data:

- **Community Survey** of 416 randomly sampled community members of Brown County (with a confidence interval of + or – 5%, response rate 28%). The survey was mailed and offered electronically online. Responses were then weighted to ensure that the sample was representative of the area's population.
- **Leader Survey** of 356 area leaders representing government, faith, business, media, nonprofits and foundations, healthcare, education, and the community at large. Offered electronically online, the survey was emailed to a selected sample that included area members of nonprofit board of directors, elected and civic leaders, CEOs, and others.
- **Community Focus Groups** with important subgroups of our community: Youth, Elderly, Multicultural Community, Working Parents to gauge their perceptions of quality of life in Brown County. These groups were held due to the fact that they may be under-represented in surveys, and in the case of older adults, are an important community segment with growing needs.
- **Expert Sector Panels** with key stakeholders and leaders within each of the ten sections of the LIFE Study. We assembled individuals with experience and expertise in the topic addressed by that sector to obtain information of challenges and strengths in the area related to their fields of expertise.
- **Provider Statistics** requested from selected nonprofit and public organizations. The utilization statistics of these organizations were requested in order to understand the needs that community members experienced.
- **Published Data** from reliable secondary sources such as the state, U.S. Census, counties, Centers for Disease Control, Annie E. Casey Foundation and other reputable and objective sources.
 - ⇒ U.S. Census dataset: 2005-2007 and 2007-2009 three year estimates from the American Community Surveys (ACS) were used because of the greater accuracy they provided. One year ACS estimates have much larger margins of error. Data from the 2010 U.S. Census are only partially released as of this printing. When we could, we have incorporated actual 2010 Census data as opposed to ACS sample estimates. Both sources have high credibility.
 - ⇒ Whenever possible, we have used rates rather than actual number of cases or reports to adjust for the size of the population and changes over time.
 - ⇒ Occasionally, a source we are using has changed its data reporting methods. Our report notes when these changes have occurred between years of data.
- **Interviews** with LIFE Study topic experts (planning departments, environmental analysts, educators, nonprofit experts, business statisticians, and others).

When comparing two data points from different geographic areas or time periods, it is important to keep in mind the fact that the difference you observe may be due to sampling and may not be statistically significant. However, large differences, although not statistically significant, are still important to investigate.

Choice of Data

The use of data in this report is based on the following factors:

- Related to important community conditions
- Useful for action
- Reliable source
- Recent and historical
- Local, state, and national
- Available in the future

Highlights of This Report

- Comprehensive synopsis of published data, surveys, focus groups, and expert sector panels
- Timely trend data
- Highlighting of Leading Indicators
- Information from a wide variety of objective, reputable, original and published sources
- County-specific data compared to state and national rates
- Links to important websites used for sources
- User-friendly format

Leading Indicators: Selection and Use

A leading indicator is an important data point or “marker” that can provide measurement of progress related to a community condition. The 2011 LIFE Study has identified certain data that reflect key conditions in the community and labeled them “Leading Indicators.” In some cases, leading indicators refer to a data point that might be predictive, or “leading” in that sense. In other cases, data chosen as leading indicators are information that is a significant (or leading) marker of progress in a category (or lack of progress). Each leading indicator must meet high standards: quality, availability, and understandability. The set of leading indicators can be thought of as a dashboard.

Leading indicators were chosen by first reviewing the best practices of other communities (across the world) that are measuring performance indicators. As we collected data for our study, certain data began to emerge as important measures of vital aspects of the community. In each sector expert panel, we asked for input and suggestions about which data might be a strong marker of conditions within that sector. This took place in all three LIFE Study communities. Based on all of these factors, our consultants and Steering Committee chose a final set of leading indicators for Brown County.

We have assessed each indicator to determine how well we are doing as a community relative to that data. Based on our data analysis and interpretation, we have assigned scores along two dimensions for each leading indicator that we present on each chapter cover page.

- **Current Status:** How well is the community doing on this indicator compared to average rates or other locations?

Good



Fair



Poor



- **Trend:** What is the trend showing? In which direction is the community heading in recent years?

Good



Fair



Poor



- A blank square signifies that we were unable to determine status or trend.



Brown County Leading Indicators

Cross-Cutting

- Drug and Alcohol Related Hospitalization Rate
- Higher Educational Attainment of Adult Population
- Poverty Rate
- Unemployment Rate
- Teen Birth Rate

The indicators we call "cross cutting" have been chosen because they relate to numerous quality-of-life aspects of the community. Our consultants and expert sector panels identified these items as key data that, if the community could "bend the curve" on these items, multiple sectors would see improvements, suggesting broader quality of life benefits to our area. See the graphs on following pages for more information.

LIFE of Arts & Culture

- Annual Tickets Sold at Non-Profit Arts Organizations
- 6th -12th Grade Participation in the Arts by Gender
- Employment in Art-Related Field

LIFE of Natural Environment

- Environmental Health Determinant Score, County Health Rankings
- Percent of Good Air Quality Days
- Miles of Impaired Surface Waters

LIFE in Our Community

- Voter Participation Rates
- Uncontested Seats in County Supervisor Elections
- Number of Neighborhood Organizations

LIFE of Recreation & Leisure

- Miles of Bike and Hiking Trails per 1,000
- Park Acreage per 1,000
- Total Estimated Annual Expenditures Made by Visitors

A Healthy LIFE

- County Health Outcome Rankings
- Child Poverty Rate
- Births to Mothers that Obtained Prenatal Care
- Psychiatric Hospitalizations per 1,000
- Obesity Rate

A Safe LIFE

- Rate of Child Abuse or Neglect Reports
- Juvenile Arrest Rate
- Rate of Reported Domestic Violence Incidents
- Violent and Property Crime Rates
- Alcohol-related Crashes and Deaths

LIFE at Home

- Annual Childcare Costs per Median Family Income
- Older Adult Poverty Rate
- Long-Term Care Waiting List
- Poverty Rate of Female-Headed Households with Children

LIFE of Self-Sufficiency

- Percent of Households that are Cost Burden
- Number of FoodShare Recipients
- Free and Reduced Lunch Rates of Public Schools

LIFE of Learning

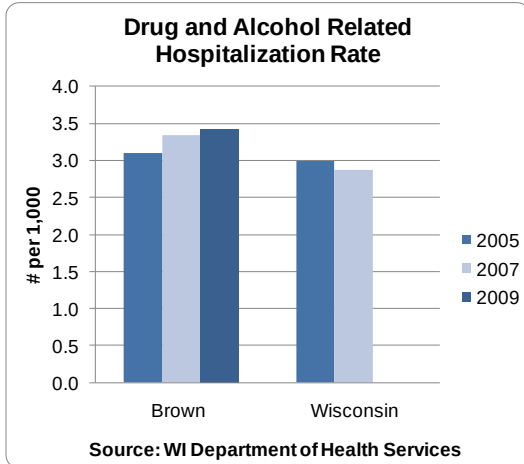
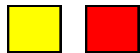
- Attendance Rates of Fifth Grade Students
- Reading Proficiency of Third Grade Students
- Math Achievement by Tenth Grade Students
- High School Graduation Rate
- Library Circulation per Capita

LIFE at Work

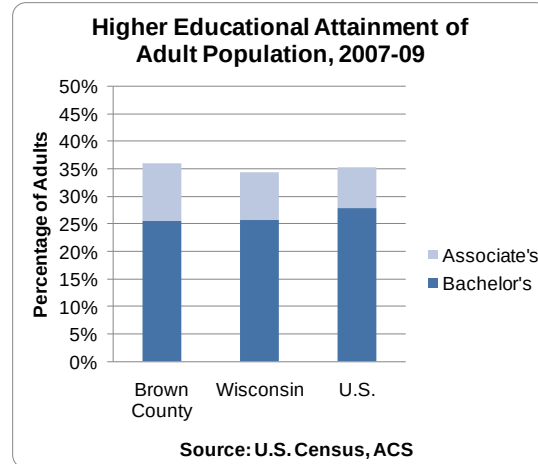
- Cost of Living Index
- Income Distribution
- Employment in Manufacturing Sector
- New Business Startups
- Dollar Value of Building Permits, Residential and Commercial

Brown County Cross-Cutting Indicators

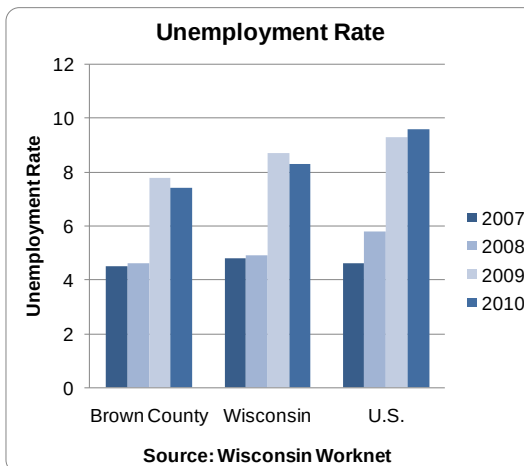
Current Trend



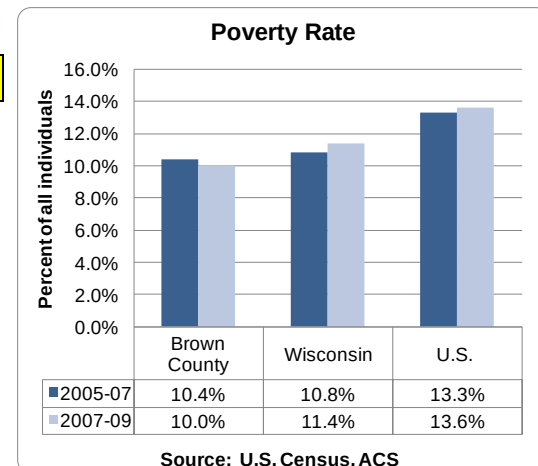
Current Trend



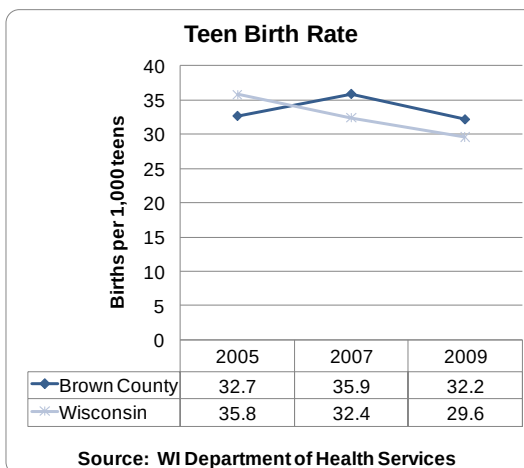
Current Trend



Current Trend



Current Trend



Key



Note: The indicators we call "cross cutting" have been chosen because they relate to numerous quality-of-life aspects of the community. Our expert sector panels identified this as key data that, if the community could "bend the curve" on these items, it would drive improvements across many areas.

A Snapshot of Key Findings by Category

	Areas of Progress	Areas of Concern
LIFE of Arts & Culture	- Many appealing nonprofit venues - Outdoor music events - Participation by high school girls	- Affordability/interest for all residents - Maintain participation by all youth
LIFE in Our Community	- Communitywide events - Highly rated quality of life - Good place to raise a family - Downtown neighborhood groups	- Ensuring positive impact of diversity - Engaging new leaders - Civic involvement
A Healthy LIFE	- Efforts to promote healthy lifestyle among children/youth - Binge drinking has declined	- Obesity and lifestyle habits - Access to care (all types) - Need for healthy start for newborns - Environmental health - Alcohol, drug and tobacco abuse
LIFE at Home	- More getting prenatal care - Community Partnership for Children - Community collaborations	- Growing needs of older and disabled adults - Status and support of youth - High cost of childcare - Increasing births that are at-risk
LIFE of Learning	- Attendance by fifth graders - Achievement in math/science - Perceived quality of education - Library system valued	- Concerns about investing in future education - Performance of economically disadvantaged students
LIFE in our Natural Environment	- Water assets well recognized - Drinking water quality - Planning for outdoor recreation by municipalities	- Air and water quality trends - Environmental health determinants - Challenge of planning with frequent policy changes - Continued clean up of Fox River
LIFE of Recreation & Leisure	- Outdoor recreation opportunities - Tourism, events - Sports opportunities (for spectators and participants)	- Continued downtown development desired - Upkeep and continuing investment in community infrastructure
A Safe LIFE	- Decline in juvenile arrest rate - Quality of safety services/systems - Crime rates declining	- High rate of child abuse/neglect and sexual assault - Drug arrests increasing
LIFE of Self-Sufficiency	- Strong service organizations - Improving access to fresh food downtown - Collaboration around children in some area school districts	- More people burdened with housing costs - Homelessness increasing - More people struggling financially
LIFE at Work	- Lower cost of living than in U.S. - Tourism sector growing - Diversified economy - Economic development initiatives	- Need for jobs with higher wages - Growing income gap - Retaining young professionals - Mismatch job and workforce skills - Public transportation funding at risk

Brown County Area Strengths

The strengths listed below arose repeatedly and from multiple sources. The 2011 LIFE Study included surveys, community focus groups, interviews with experts, and statistical data published by the state and others. We considered all data sources together to look for convergence on important issues.

Strengths	Broadly Recognized Aspects of Brown County
Quality of Education	• Variety of quality opportunities at all levels • Rated highly by leaders and somewhat highly by community • Achievement of students in K-12 • Higher education and lifelong long opportunities (including library)
Tourism	• Variety of popular amenities for tourism
Outdoor Entertainment and Community Events	• Numerous successful, affordable events for the public • County-wide gathering places and events
Safety and Safety System	• Crime rates lower than state and nation • Safety providers coordinate responses; new state of the art emergency call center • Emergency and safety services rated highly by community and leaders
Affordability	• Cost of living compares favorably to the U.S.
Nonprofit/Volunteer Sector	• Support for basic needs and people with disabilities is strong • Collaboration among providers • Philanthropy and philanthropic community initiatives • Volunteerism
Outdoor Recreation	• Rated highly by leaders and community members • Opportunities available all year round • Water resources especially valued by area residents • Parks, trails and municipal planning for these amenities
Place for Children and Families	• Safety of community, quality schools, family oriented • Rated highly by leaders and community members • Initiatives for healthy lifestyles among children and youth • Support services in schools and neighborhoods for underprivileged children
Healthcare Services	• Services rated highly by leaders and community members
Economic Development Efforts	• Progress on development of downtowns and waterfront throughout the area • Collaborative efforts to spur economic development • Business development districts

LIFE Study Opportunities for Improvement

The areas for improvement listed below arose repeatedly and from multiple sources. The 2011 LIFE Study included surveys, community focus groups, interviews with experts, and statistical data published by the state and others. We considered all data sources to look for convergence on important issues.

Opportunity Area	Broadly Recognized Aspects of Brown County
Access to Health Care	• Poor access to medical, dental, and mental health care for some, due to job losses and too few options for publicly insured individuals • Untreated mental illness is widely implicated as a cause of numerous other challenges
Unhealthy Lifestyles	• Obesity, use of alcohol, smoking rates are high and the cause of major health issues
Healthy Development of All Youth	• Risky behaviors, including alcohol, tobacco, and drug use • For those not going to college, better work and social skills needed
Transportation Options	• For those working later shifts, public transportation is often unavailable • Better and more certain funding strategies are needed for public transit • Concerns about paratransit • More trails with connections for commuting desired
Economy	• Need for economic development, good paying jobs, diversification • Focus needed on attracting and retaining young professionals • Need for closer alignment between education and workplace skills
Self-Sufficiency	• More individuals accessing shelters, pantries, and meals programs • More individuals homeless and receiving public assistance • Insufficient access to affordable housing throughout the area
Inclusiveness of Community	• Minority and lower-income families concentrated in downtown • Public perceptions about the value of diversity has declined
Support for Children	• Child abuse and neglect rates have grown • High costs of childcare • At-risk births increasing
Water and Air Quality	• Inadequate control of nonpoint water pollution and better protection needed for a highly valued community asset • Air quality is still good, recent years show a decline
Political Efficacy /Civic Engagement	• Drop in confidence in elected leaders; growing percent of community members feel that they don't have a voice • Supervisor elections not contested; not enough young, female, and diverse leadership • Polarization among public officials preventing finding solutions
Preserving Education Quality	• Concerns by public and leadership about education quality • Certain achievement scores declining, especially among minority and low income students • Higher educational attainment rate needed
Needs of Elderly and People with Disabilities	• Growing proportion of older adults • Growing needs relative to transportation, housing, threat of isolation • Access to long term care; uncertainty of funding for long term care
Declining Funding for Arts and Culture	• Many nonprofit arts and culture venues report reduced revenues from several sources, especially donations • Need for collaborative marketing, increased visibility to raise awareness

LIFE of Arts & Culture

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data shown</u>
Participation & Support	<i>Annual tickets sold at select nonprofit arts organizations *</i> Attendance at major attractions
Young people and the Arts	<i>6th-12th grade participation in the arts by gender*</i> K-12 schools offering arts extra curricular opportunities Annual attendance by children at selected arts venues/museums Extracurricular music participation for K-12 students
Economic Impact and Support	<i>Employment in art-related field*</i> Number of nonprofit arts organizations in county Survey data from nonprofit organizations State appropriations to arts per capita

**Leading Indicator*

For more information on arts & culture:

Arts Wisconsin, <http://artswisconsin.org/research/information.cfm>
 Bureau of Labor Statistics, <http://www.bls.gov/oes/>
 Green Bay Area Convention and Visitors Bureau, <http://www.greenbay.com>
 Greater Green Bay Community Foundation, <http://www.ggbcf.org>
 Northeast Wisconsin Arts Council, http://www.newartscouncil.org/about_us/aboutus.htm
 National Assembly of State Arts Agencies, <http://www.nasaa-arts.org/>
 National Center for Charitable Statistics, http://www.nccsdataweb.urban.org/tablewiz/tw_bmf.php
 WI Department of Public Instruction, <http://dpi.wisconsin.gov>

Arts Participation

Data Highlights

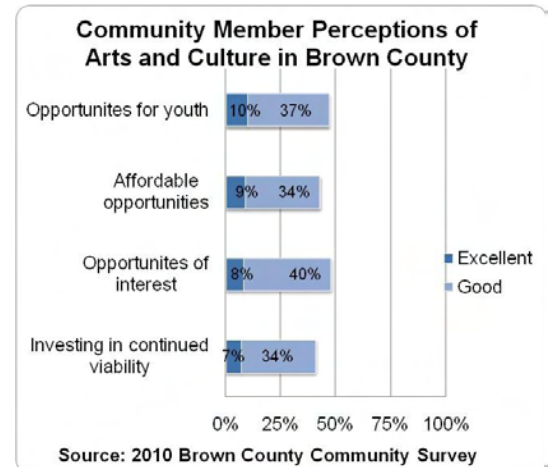
Leading Indicator: Annual Tickets Sold at Select Non-profit Art Organizations

- **Figure 1** The area has a number of significant nonprofit art and cultural venues with large numbers of people visiting every year. A sample of arts and cultural organizations in Brown County were asked to supply their 2010 attendance and admission data.
- **Figure 2** Community members rated various aspects of arts and cultural opportunities in Brown County. The percent which gave Good or Excellent ratings to the following aspects include: opportunities for youth (47%); affordable opportunities (43%); interesting opportunities (48%) and community investment in continued viability (41%).
- **Figure 3** The Green Bay Convention and Visitors Bureau tracks total attendance at popular area attractions each year: National Railroad Museum, Heritage Hill State Historical Park, NEW Zoo, Green Bay Botanical Garden, and Neville Public Museum.
- Several arts and cultural community events in the area draw over 10,000 participants each year, such as: Fridays on the Fox, Summer in the Park, Dine on the Deck, ArtiGras, Artstreet, and Bayfest Live. See the LIFE of Recreation and Leisure section to learn more about these events.
- Sixty-seven percent of community members had attended a cultural event such as a play, musical event, art exhibit, or museum in Brown County in the past year.

Figure 1

Arts and Culture Organization Attendance, 2010			
	Avg. Price	Tickets Sold	Events Hosted
Green Bay Botanical Garden	\$7	16,780*	15
Green Bay Symphony	\$28	7,940	4
Meyer Theater	\$29	65,000	124
Neville Museum	\$4	131,636	33
St. Norbert College Theater	\$16	28,511	325
Weidner Center	\$34	78,500	106
Source: Supplied by organizations listed			
* general admission only - excludes special events, tours, groups, program attendees			

Figure 2



Progress and Concerns

Experts on the sector panel on arts and culture believed that community awareness and appreciation for the value of arts seems to be growing in Brown County. The ARTgarage, in the Olde Main Street district, is partnering with Northeast Wisconsin Technical College (NWTC) to create the NWTC Artisan Center and engaging in a new capital campaign for expansion.

Green Bay LIVE, a consortium of performing arts organizations, has also come together for the past several years for joint advertising and to raise public awareness of the arts.

Figure 3

Combined Annual Attendance for Select Popular Attractions	
2006	512,954
2007	514,726
2008	465,663
2009	506,142
2010	500,227
Source: Green Bay Area Convention and Visitors Bureau	

Young People and the Arts

Figure 1

Percent of Youth Enrolling in Music & Art by Gender, 2009-2010 (6th-12th grades)				
	Music		Visual Art	
	F	M	F	M
Ashwaubenon	61	52	69	48
DePere	72	42	75	62
Denmark	98	63	61	52
Green Bay	41	28	42	33
Howard-Suamico	47	40	62	56
Pulaski	44	33	53	39
West DePere	61	48	83	78
Wrightstown	74	56	64	55
Source: WI Department of Public Instruction				

Data Highlights

Leading Indicator: 6th-12th Grade Participation in the Arts by Gender

Figure 1 In most Brown County school districts (2009-2010), girls participated at a much higher rate in music courses than boys (98% in Denmark).

- **Figure 2** The participation rate varies across Brown County districts for extracurricular music participation by students. Wrightstown and Denmark school districts report the highest rates of student participation in the area.
- **Figure 3** Many organizations offer arts and culture learning opportunities for children. A sample of these organizations shared their service data for 2010.
- Forty-seven percent of community members and 56% of leaders said that the Arts and Culture opportunities for youth were either good or excellent in Brown County.

Figure 2

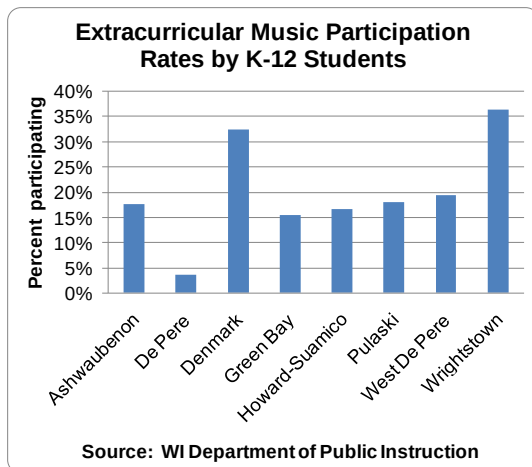


Figure 3

Children Served by Selected Arts & Culture Organizations, 2010	
Neville Public Museum	40,000
St. Norbert College Theater	3,421
Weidner Center	17,752
Green Bay Symphony	900
Green Bay Botanical Garden	3,975
Source: Supplied by organizations listed	

Progress and Concerns

Arts involvement can lead to numerous benefits for youth and as a result, for the community. While the correlation between music and academic skills are well documented, research also shows that the arts can develop creative, verbal, interpretive, analytic, and team skills and also engage struggling students. The arts can help develop the creative thinking skills needed today for our workforce in the emerging economy.

Experts on the sector panel on arts and culture believed that opportunities for children to participate in the arts are threatened as public schools seek ways to reduce their budgets.

Economic Impact and Support

Data Highlights

The LIFE of Arts and Culture section includes non-profit providers of the performing and visual arts along with museums and cultural venues.

Leading Indicator: Employment in the Art-Related Field

- The Green Bay metropolitan area had 2,190 persons employed in the arts sector in 2010 (Bureau of Labor Statistics), up 2% since 2008. A 5% drop occurred in Wisconsin and the U.S. during that time. The arts sector includes fine and craft artists as well as designers, actors, musicians, writers, and photographers.
- The National Center for Charitable Statistics reports that there were 65 registered nonprofit arts organizations in Brown County as of 2011, the same as in 2008 (65).
- **Figure 1** The 2010 survey titled Non-Profits and the Economy in Northeastern Wisconsin' conducted by the Greater Green Bay Community Foundation (GGBCF) found that fundraising and donations were identified as the biggest challenge for arts and culture organizations. This had an impact on their financial health, with 40% of respondents saying they are experiencing chronic financial problems and none indicating they are financial healthy.
- **Figure 2** In 2011, Wisconsin ranked 38th among the 50 states in public appropriations for the arts, with almost \$2.5 million invested or \$0.43 per person invested per year.
- **Figure 3** Leaders rated aspects of the arts and culture sector in Brown County. While 58% scored arts opportunities for diverse audiences Good or Excellent, only 41% did so for the area's ability to attract and retain creative persons and 36% for investing needed resources to ensure the continued viability of arts opportunities.
- Eighteen percent of leaders ranked 'supporting the arts' their highest priority and 58% listed it as a moderate priority for the future of Brown County.

Progress and Concerns

Representatives of nonprofit organizations on the expert sector panel on arts and culture pointed out that smaller arts or cultural organizations, especially, face the challenge of raising funds during a time when donors often choose to give to charities that provide for people's basic needs. Panelists urged the community to better articulate how a strong arts sector benefits many. The arts have an economic impact on the community, both directly in jobs supported and indirectly in arts-related expenditures, such as restaurants, parking, and retail shopping. The last local study on the economic impact of the arts was completed in 2001, and a new study would help the public understand the value of arts and culture.

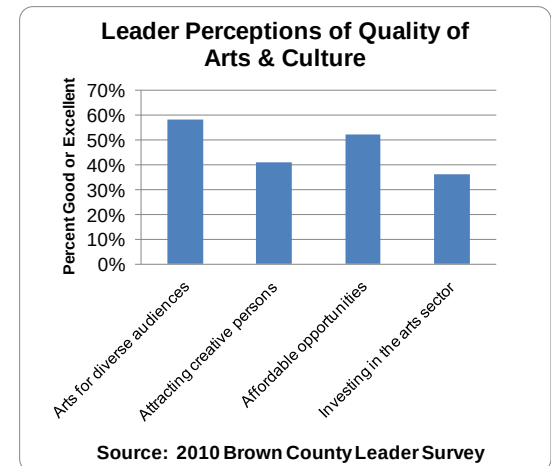
Figure 1

Economic Impact on Local Arts Organizations, 2010	
Funding Source	Change between 2009 and 2010
Individual Donations	decreased 50%
Foundation grants	decreased 70%
Source: GGBCF Non-Profits and the Economy in NE WI	

Figure 2

Wisconsin Legislative Appropriations for the Arts		
	State appropriations per capita	National Rank
2008	\$0.44	43
2009	\$0.44	42
2010	\$0.43	40
2011	\$0.43	38
Source: National Assembly of State Arts Agencies		

Figure 3



LIFE in Our Community

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data Shown</u>
Community Perceptions	Findings from Community and Leader Surveys
Diversity	Racial/ethnic origin of residents Economically disadvantaged students in area districts
Civic Involvement and Leadership	<i>Voter participation rates*</i> <i>Uncontested seats in County Supervisor elections*</i> Representativeness of elected leaders to population (gender)
Philanthropy	Total funds raised and distributed by Brown County United Way & Greater Green Bay Community Foundation Number of nonprofits in 25 mile radius of Brown County Total annual revenues of Brown County nonprofit organizations
Community Involvement	<i>Number of neighborhood organizations*</i> Number of weekly farmer's markets Estimated attendance at major free community events
Infrastructure	Municipal water loss County debt service costs per resident

**Leading Indicator*

For more information on the community:

Brown County, <http://www.co.brown.wi.us/>
Brown County United Way, <http://www.browncountyunitedway.org>
City of Green Bay Neighborhood Associations, <http://www.ci.green-bay.wi.us/neighborhoods/>
Downtown Green Bay, Inc., <http://www.downtowngreenbay.com>
Greater Green Bay area Farmer's Markets, <http://www.wisconline.com/attractions/farmmarkets.html>
Greater Green Bay Community Foundation, <http://ggbcf.org>
National Center for Charitable Statistics, <http://nccsdataweb.urban.org/>
On Broadway, Inc., <http://onbroadway.org>
Wisconsin Government Accountability Board, <http://gab.wi.gov>

Community Perceptions

Data Highlights

- **Figure 1** Overall, Brown County is rated highly by community members and leaders alike. Both groups of survey respondents view the area as a good place to raise a family and for children and youth. Community members tend to view the area more favorably than leaders on the perceived quality of life for persons with disabilities, young professionals, singles, and people of color.
- **Figure 2** Community members feel good about the quality of public services in Brown County. While their average ratings of the community with regard to meeting basic needs, transportation, and opportunities for youth fall in the “good” range, their ratings of how well people of different backgrounds live together falls closer to “Fair.”
- **Figure 3** On a scale from 1 (Poor) to 4 (Excellent), leaders seemed to concur with community members’ perceptions, scoring the Brown County area 2.2 (Fair) at the integration of community members. Leaders rated transportation systems and effectiveness of local government similarly. In contrast, the opportunities for spiritual growth, quality of the library system, and nonprofit sector were rated between Good and Excellent on average.
- In the 2007 Brown County Quality of Life Survey, 57% of respondents said they talked to their neighbors at least several times per week, but only 29% of citizens did in 2010. In 2007, 57% of community respondents said they had a personal relationship with a person of a different race other than their own compared to 65% of community members and 87% of leaders in 2010.

Progress and Concerns

Community members rate the quality of public services “Good” overall. A number of area businesses and nonprofit organizations have developed ways to help the community experience diversity in a positive way. For example, the Harmony Café of Goodwill, Inc. offers a gathering place emphasizing inclusion and respect for differences.

Brown County community members and leaders seem to concur that the area is Fair to Good at how well different kinds of people in the area get to know each other and live together, despite an increase in the number of community members and leaders that have a relationship with someone of a different race than their own.

Figure 1

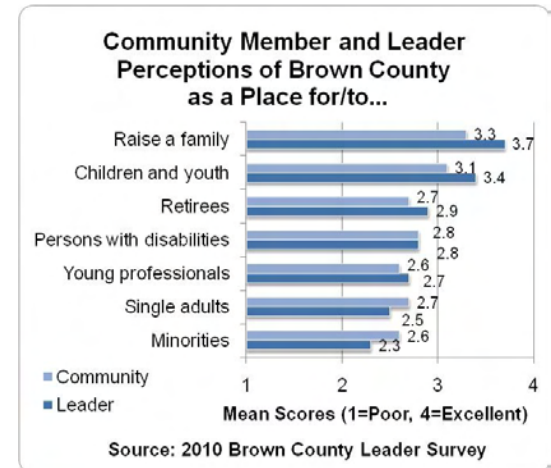


Figure 2

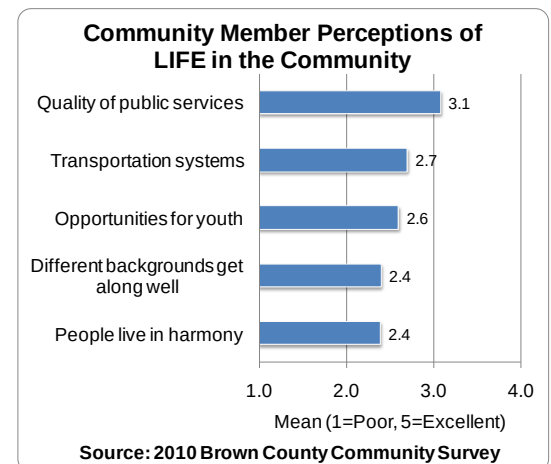
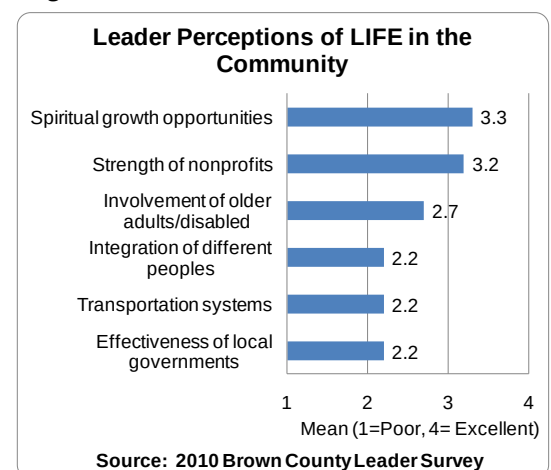
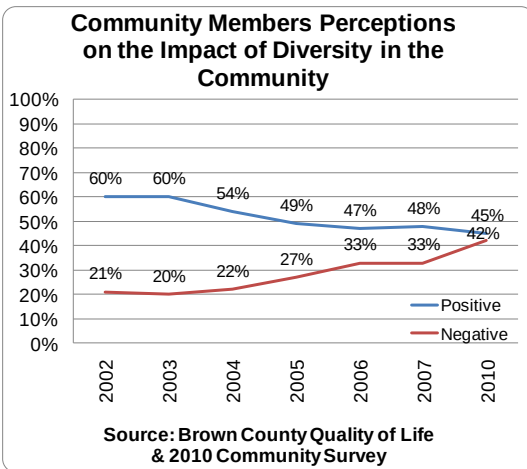


Figure 3



Diversity

Figure 1



Data Highlights

For our purposes, we define diversity broadly as differences in race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious, or political beliefs. Here we focus on racial/ethnic and economic diversity.

Data on the gap between highest and lowest income quintiles is shown in LIFE at Work, Cost of Living.

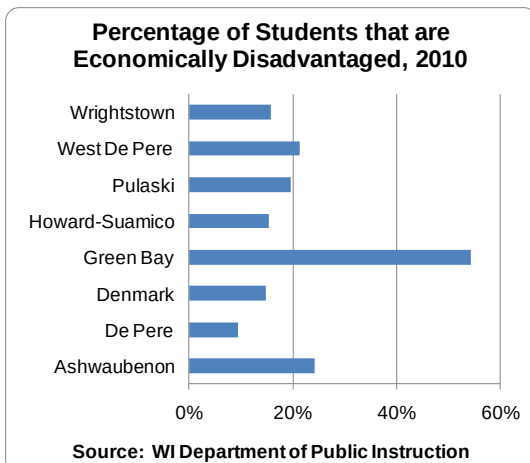
- **Figure 1** One-third of community members reported that they did not have a personal relationship with someone of a different race and 45% of community members believe that the growing diversity of cultures is having a positive impact on the area, down from 60% in 2002. Forty-one percent of community members rated Brown County Good or Excellent at encouraging its residents to live in harmony with each other with diversity.
- **Figure 2** The racial and ethnic composition of the Brown County area has changed. The minority population has grown from 8% of the population in 2000 to 13.5% in 2010.
- **Figure 3** Statistics from area public school districts illustrate the economic differences of the Brown County area. Greater numbers of persons with low income reside in the city of Green Bay.

Figure 2

Demographic Profile, 2000-2010								
Brown County						United States		
	Population 2000	% 2000	Population 2010	% 2010	% change '00-'10	% 2000	% 2010	% change '00-'10
White	206,623	91.2%	214,415	86.5%	3.8%	75.1%	72.4%	-4%
African American	2,595	1.1%	5,491	2.2%	111.6%	12.3%	12.6%	2%
American Indian	5,186	2.3%	6,715	2.7%	29.5%	3.6%	0.9%	-75%
Asian	4,934	2.2%	6,724	2.7%	36.3%	3.6%	4.8%	32%
Other	4,363	1.9%	9,259	3.7%	112.2%	5.6%	6.4%	14%
Multi-racial	2,957	1.3%	5,403	2.2%	82.7%	2.4%	2.9%	20%
Hispanic, all races	8,694	3.8%	17,985	7.3%	106.9%	13.0%	16.3%	25%
Total	226,658		248,007		9.4%			

Source: U.S. Census

Figure 3



Progress and Concerns

Members of our multicultural community focus group listed many positive quality of life features they experience in Brown County but felt that some area leaders expressed intolerant attitudes toward diversity and that the area could elect more diverse leadership. The expert sector panel on community discussed the growing diversity of the area with concern about the emerging concentration by individuals with lower socio-economic status within the City of Green Bay (due, in part, to fewer affordable housing options in Brown County suburbs). Taken with the survey data describing the perceptions of the community and leaders (that growing diversity is seen less positively), the area must address how to enhance the inclusiveness of the community.

Civic Involvement and Leadership

Data Highlights

Leading Indicator: Voter Participation Rates

- **Figure 1** In the November 2010 elections, voter participation rates in Brown County (62.3%) surpassed rates for all of Wisconsin (50%). This rate will be tracked in future fall elections.

Leading Indicator: Number of Uncontested Seats in County Supervisor Elections

- **Figure 2** In April of 2010, 16 of the 26 Brown County Supervisor candidates ran unopposed.
- Males make up the majority of County Board Representatives in Brown County (85%), despite the roughly equal gender make-up of the electorate.
- **Figure 3** For the first time since 1995, more survey respondents believe that they cannot have an impact on decisions made by Brown County leaders than those who believe they can have an impact. Forty-three percent of community members agreed with the statement, "I believe I can have an impact on decisions made by Brown County leaders," while 49% disagreed, and 8% were not sure.
- Seventy-two percent of leaders agreed that political polarization is making it more difficult to achieve progress, but 79% also agreed that leaders from different sectors collaborate to address important community issues. Only half (50%) agreed our leaders are proactive in addressing major problems in the community.

Progress and Concerns

Voter participation in the Brown County area was quite a bit higher than the statewide average in 2010, but nevertheless, several indicators show that community leadership and engagement could be stronger. A higher number of community members feel that they cannot influence their elected leaders than those that believe they do have influence. And almost two-thirds of the Brown County Board of Supervisor seats had no candidate to challenge the incumbent.

Figure 1

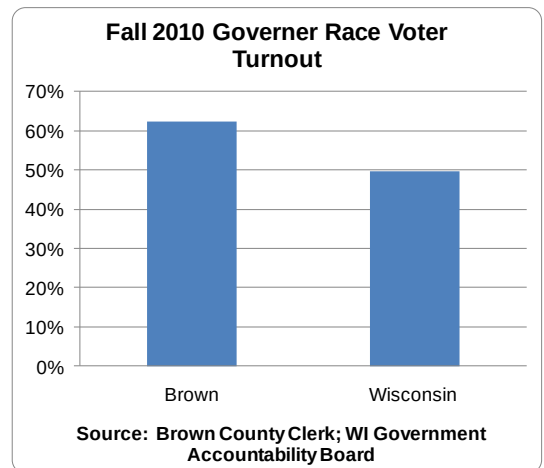


Figure 2

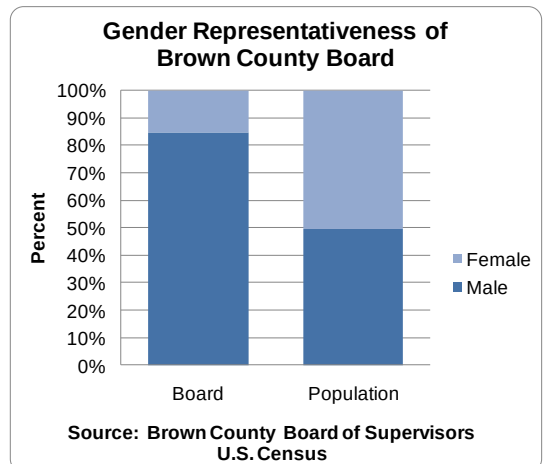
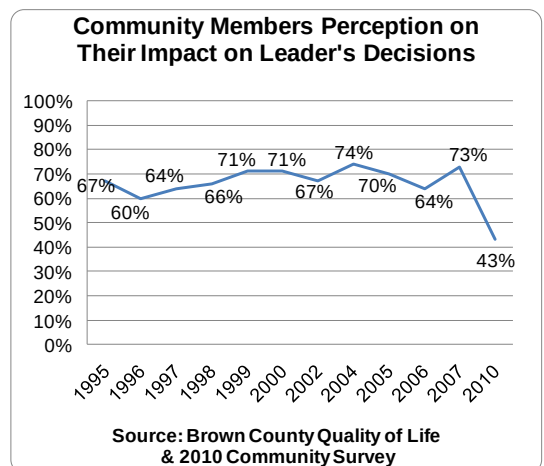


Figure 3



Philanthropy

Figure 1

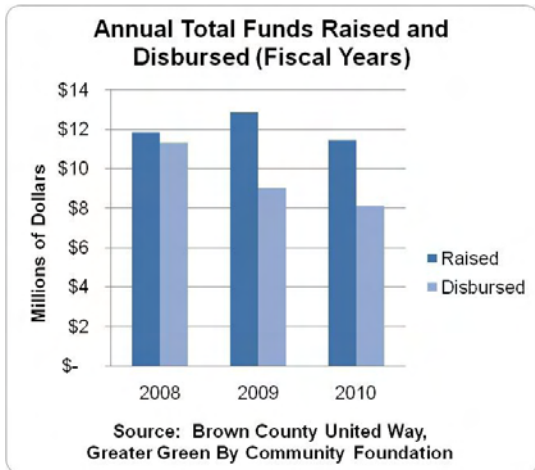
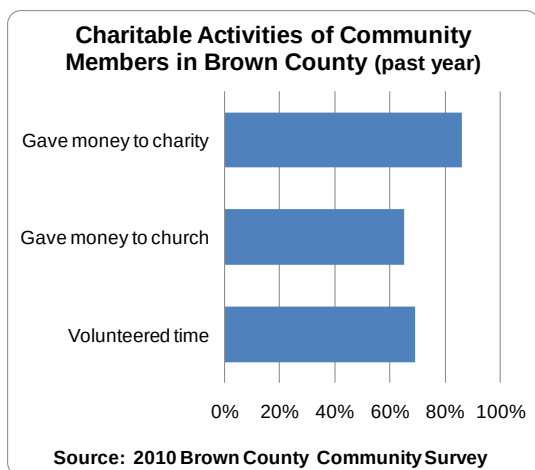


Figure 2

Public Charities in Brown County		
Filed IRS form 990	2008	384
	2010	484
	% change	26%
Total Revenues Reported (\$000)	2008	\$1,003,076
	2010	\$984,540
	% change	-4%

Source: National Center for Charitable Statistics

Figure 3



Data Highlights

- Figure 1** The Brown County United Way and the Greater Green Bay Community Foundation are two of the chief fundraising organizations in Brown County. Despite a challenging economy in 2009, the two rebounded to increase the combined funds raised in 2010 and that year, distributed over \$8 million to the community.
- Figure 2** The number of Brown County public charity nonprofit organizations filing tax forms with the IRS in fall of 2008 was 384. By fall of 2010, there were 484 such nonprofits, up 26%. At the same time, cumulative annual revenues reported by public charities dropped by 4% during that time, to \$984 million.
- Figure 3** Eighty-six percent of community members donated to a charity other than church, 69% gave their time without pay to help at a church, school, or a charitable organization, and 65% donated to a church.
- The percentage of nonprofits in Brown County reporting they were financially healthy/not vulnerable increased from 27% to 43% from 2009 to 2010 according to a survey by the Greater Green Bay Community Foundation.
- 90% of leaders perceived that the strength of the nonprofit sector in Brown County was Good or Excellent.

Progress and Concerns

Community members actively volunteer and 86% had given money to a non-religious charity in the past year. Yet funds distributed by two major funding organizations have declined since 2008 as have cumulative revenues of all public charities registered in Brown County. During the same time, there has been a large increase in the number of public charities registered, raising the competition among them for sustainable funding. Less than half of the nonprofits surveyed by the Greater Green Bay Community Foundation reported that they were financially healthy in 2010, which, despite being an increase from the past year, represents many local charities that are struggling to obtain the resources they need to deliver their services. Many of these nonprofit organizations are providing services that augment or replace government programs. Funders encourage nonprofits to collaborate and partner to address community needs.

Community Involvement

Data Highlights

Leading Indicator: Number of Neighborhood Organizations

The City of Green Bay has led a major initiative to organize neighborhoods across the city. As of May 2011, there were 35 active neighborhood associations held monthly meetings, organized gatherings, and gave input to city government on community issues.

- **Figure 1** According to the Convention and Visitors Bureau, the Green Bay area hosts approximately 75 free or inexpensive community events annually for the public. Some of the most popular events are listed here.
- The Brown County area offers 10 weekly Farmer's Markets around the area in the summer and in 2011, began a monthly winter market.
- On a scale of 1 (Poor) to 4 (Excellent), both leaders and community members rated the Brown County area 3.1 (Good) on how well people of the area "lived together as neighbors."
- One way for community members to be involved in the community is through their church or religious organizations. Eighty-two percent of community members said that opportunities for spiritual growth in this area were Good or Excellent.
- Seventy percent of leaders believed the area was Good or Excellent in the community events it offered.
- On Broadway, Inc. and Downtown Green Bay, Inc. are non-profit organizations that work to improve the Broadway, Downtown, and Olde Main districts through various revitalization efforts. In the areas surrounding the city, many other rural and suburban communities have similar business development organizations.

Figure 1

Community Events in Green Bay	
	Estimated Attendance
Bayfest	30,000
Artstreet	80,000
Fire on the Fox	100,000
Celebrate DePere	32,000
Taste on Broadway	10,000
Source: Supplied by event organizers	

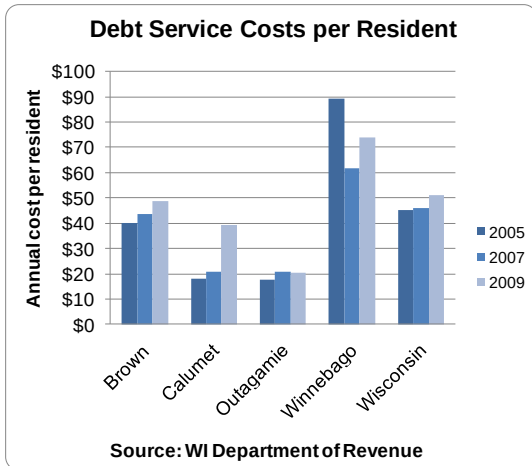
Progress and Concerns

The number of community events held in Brown County grows every year, and a number of large events (mostly held outside in the summer) provide gathering opportunities that build relationships among community members.

Members of our multicultural community focus group urged the area to build relationships among the diverse individuals who reside in Brown County by developing events where different cultures are celebrated for the entire community to experience, not merely that group that hosts the event. The Farmer's Markets are examples of the type of activity that draws people from all walks of life and all backgrounds together.

Infrastructure

Figure 1



Data Highlights

- **Figure 1** Local governments assume debt at times in order to finance necessary public projects; debt service costs reflect payments of principal and interest. In Brown County the debt services cost increased from \$40 per resident in 2005 to \$49 per resident in 2009, when the state averaged \$51 per person debt service costs.
- Thirty-one percent of surveyed leaders believed that strengthening the infrastructure should be one of the County's highest priorities, the 7th highest rated priority of leaders.
- According to the Green Bay Water Utility, only 5% of treated water was lost due to water line breaks or other factors. This rate has held steady for the past three years and is one of the lowest loss rates nearby water utilities.
- Experts on the sector panel on community shared concerns about pockets of the community where vacant homes (often due to foreclosure) have led to neighborhood deterioration.

Progress and Concerns

As public budgets tighten all over the U.S., it has become more difficult to invest in maintaining and improving physical assets in communities. This appears to be the case in Brown County when examining debt service costs, which are rising, and the opinions of experts and of area leaders. In several expert sector panels (community, leisure/recreation, environment) when asked "what concerns you about our community?" experts discussed what they saw as failure to continue to invest in physical assets of our community, leading to deterioration. The Brown County Executive recently raised concerns to the Board of Supervisors about Brown County's ability to maintain some of its key buildings, such as the Resch Center, if it continues to follow its current strategy of not investing in the needed repairs.

A Healthy LIFE

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

Access to Dental Care	Dentists accepting BadgerCare Plus Brown County United Way 2-1-1 Call Center results Oral Health Partnership programs Number of children in local schools served by screening program
Access to Medical Care	Health insurance coverage BadgerCare Plus caseload trends Use of N.E.W. Community Clinic
Health Status	<i>County health outcome rankings*</i> Leading causes of death Prevalence of disability Leading causes of hospitalization
Healthy Start for Children	<i>Child poverty rate*</i> <i>Births to mothers that obtained prenatal care*</i> Infant mortality and low birth weight Child immunization rates Births to low income mothers
Mental Health	<i>Psychiatric hospitalizations per 1,000 population*</i> Call center usage Suicides
Healthy Behavior	<i>Obesity rate*</i> Screening in past year (mammogram, cholesterol check) Exercise rates Prevalence of diabetes Number of Farmer's Markets
Risk Behavior, Adult	<i>Drug and alcohol related hospitalization rate*</i> Percent of adults engaging in risk behaviors (alcohol, tobacco)
Risk Behavior, Youth	Percent of teens engaging in risky behaviors (drugs, alcohol, sex) Mental health and habits of youth

**Leading Indicator*

For more information on health:

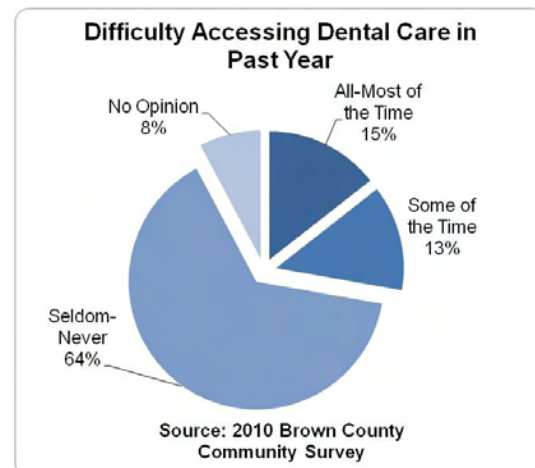
Behavioral Risk Factor Surveillance System, <http://www.cdc.gov/brfss/>
Brown County Community Partnership for Children, <http://www.browncountyunitedway.org/impact/cpc.html>
Brown County Coalition for Suicide Prevention, <http://www.familyservicesnew.org/crisis-center/>
National Center for Health Statistics, <http://www.cdc.gov/nchs/fastats/>
ForwardHealth, <https://www.forwardhealth.wi.gov/WIPortal/Default.aspx>
Youth Risk Behavior Survey, <http://dpi.wi.gov/sspw/yrebsindx.html>
Obesity in U.S.: "F is for Americans Getting Fatter", <http://healthyamericans.org/report/88/>
University of Wisconsin Population Health Institute, <http://www.countyhealthrankings.org>
WI Department of Health Services, <http://www.dhs.wisconsin.gov/localdata/index.htm>

Access to Dental Care

Data Highlights

- **Figure 1** Twenty-eight percent of community members reported that someone in their family hadn't been able to get the dental care they needed over the past year at least some of the time.
- Brown County has an information and referral database partnership that includes the Brown County United Way 2-1-1 Call Center, the Crisis Center, and the Aging and Disability Resource Center (ADRC) that responds to consumers searching for needed services. In a combined analysis conducted specifically for the LIFE Study, among the top five common requests by callers over the past year were for dental care providers for persons insured by BadgerCare Plus.
- In July 2011, 52 dentists listed in Brown County accepted BadgerCare Plus/Medicaid (Forward Health, Wisconsin Department of Health Services).
- With 23 staff and three locations (including a mobile unit, Howe School, and the Salvation Army's new Kroc Center), the nonprofit Brown County Oral Health Partnership (OHP) primarily serves students in Green Bay with a full range of dental care. OHP averaged 143 new patients a month in 2010; appointment availability exceeded three months with an estimated \$1 million in uncompleted treatment needs (Brown County Oral Health Partnership).
- For adults, the N.E.W. Community Clinic provides dental referrals to area dentists who will accept reduced fees for low-income clients. They also provide cleaning and restorative services to low-income individuals through a partnership with Northeast Wisconsin Technical College.
- The N.E.W. Community Clinic provided 1,668 fluoride varnishes and offered screenings to children in the Woman, Infants, and Children (WIC) nutrition program in 2010.

Figure 1



Progress and Concerns

The Brown County Oral Health Partnership (OHP) has expanded access to dental care for area children (primarily those living in the Green Bay Area School District). Its funding has declined and threatens a reduction of services. While access to dental care has improved for some children, the unmet need seems to far outstrip the availability of dental care for all low-income individuals.

Access to Medical Care

Figure 1

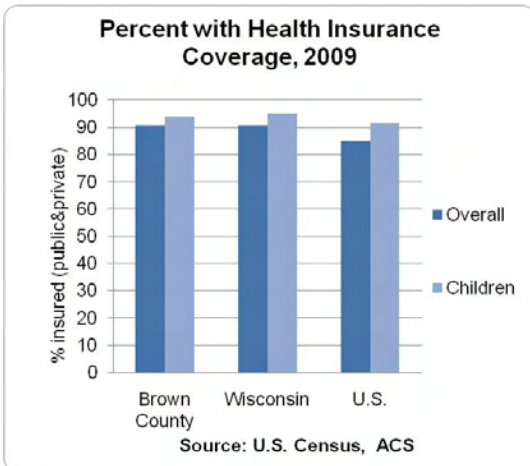


Figure 2

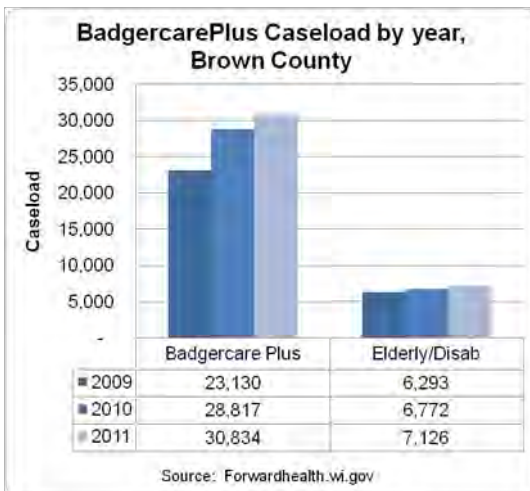
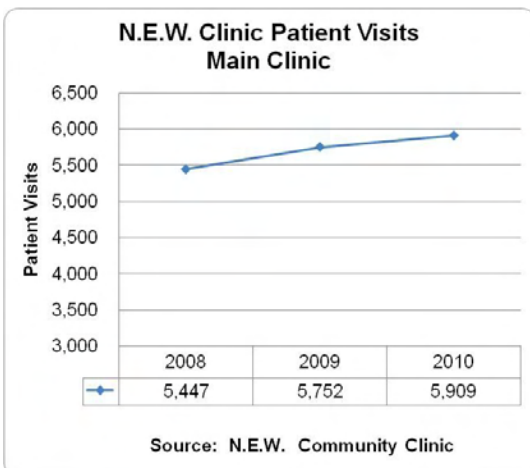


Figure 3



Data Highlights

- Figure 1** Rates of insurance coverage in Brown County (91%) in 2009 surpassed the national rate of 85%. Ninety-four percent of children in the area were insured compared to 91% nationally. Of those insured, three in four have private insurance (U.S. Census, ACS, 2009). In 2009, however, 22,866 Brown County residents were uninsured.
- Forty-five percent of community members rated the area Good or Excellent on the availability of jobs with health care benefits (2010 Brown County Community Survey).
- While 74% of community members seldom or never had trouble getting the health care services they needed, 13% reported that they sometimes had trouble and 7% always did (2010 Brown County Community Survey).
- Figure 2** The BadgerCare Plus caseload in the area grew to 30,834 in early 2011 (up 33% since 2009 when eligibility was expanded). Enrollment by elderly and persons with disabilities rose 13% to 7,126 in 2011.
- Figure 3** In 2010, the N.E.W. Community Clinic provided almost 6,000 patient care visits at its main clinic and is at maximum capacity. The organization provided health care, dental, and educational services for 2,424 clients who visited the clinic and in outreach programs, including 948 homeless persons. The clinic expanded to a site at Northeast Wisconsin Technical College in 2006, providing 4,200 onsite patient visits there in 2010, doubling its volume at that site since 2007.

Progress and Concerns

Brown County insures people at a higher rate than in the U.S., largely due to the wider availability of public health insurance programs in Wisconsin. The passage of federal health care reform should expand access to health insurance. Rapidly increasing medical assistance costs at both state and federal levels are likely to force budgetary decisions that may reduce access to health insurance eligibility and benefits further.

Many LIFE Study sector panels (including Health, Education, Home, Self Sufficiency, and even Work) were concerned that untreated medical conditions and addictions hampered individuals' and families' self sufficiency, learning, employment, parenting, and other important activities that contribute to one's quality of life. Experts were unsure whether Brown County is prepared to provide for the health care needs of the growing low-income and diverse populations.

Health Status

Data Highlights

For information on lifestyle diseases see Risk Behaviors, Adults.

Leading Indicator: County Health Outcome Rankings

- **Figure 1** At 31, Brown County ranked in the top half of health outcomes among Wisconsin's 72 counties. In 2005, Brown County ranked 25th. This ranking represents "how long people live (mortality) and how healthy people feel while alive (morbidity)".
- **Figure 2** In 2005 and 2009, the leading cause of death in Brown County was heart disease. A close second cause of death was cancer. Death rates due to respiratory disease had climbed from 36 to 38 per 100,000.
- **Figure 3** Between 2007 and 2009, the rate of disability among adults declined from 13% to 11% in Brown County, and this trend was observed in Wisconsin and U.S. as well.
- In 2009, the leading cause of hospitalizations in Brown County was injury (8 hospitalizations a year per 1,000 persons, similar to the rate seen in 2005). Psychiatric-related hospitalizations were second at 6.5 (up from 5.2 in 2005), followed by coronary heart disease at 3.7 (4.3 in 2005) (Wisconsin Department of Health Services).

Progress and Concerns

While the health outcomes of Brown County residents compare favorably to elsewhere in Wisconsin, its ranking has declined in the past five years. Perhaps confirming concerns related to growing challenges of untreated mental illness noted previously, the rate of hospitalizations due to psychiatric reasons has risen.

Expert sector panelists pointed to unhealthy lifestyle factors that contribute a great deal to poor health locally: obesity and substance abuse. People with reduced access to care have difficulty overcoming an addiction due to an inability to pay for treatment.

Figure 1

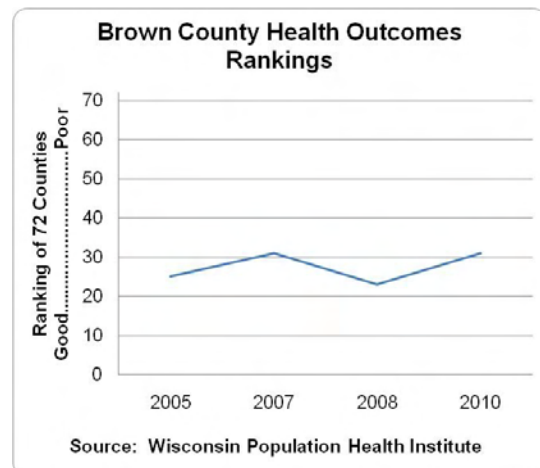
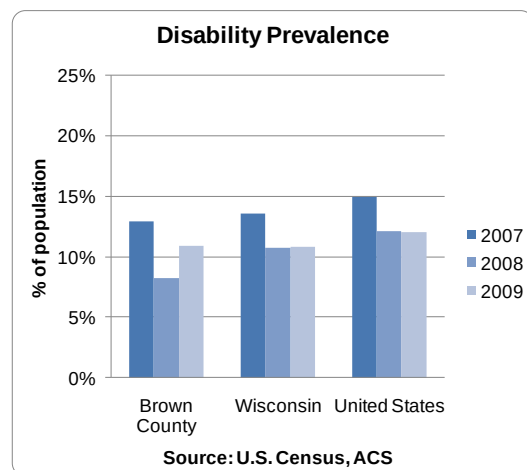


Figure 2

Leading Causes of Death in Brown County (mortality rate per 100,000 persons)		
2005 Rate	Cause of death	2009 Rate
179	Heart disease	169
155	Cancer	149
36	Respir. Disease	38
49	Stroke	34
30	Accidents	33
12	Suicide	13
19	Pneumo./Influenz	13
12	Diabetes	11

Source: Brown County Health Profile

Figure 3



Healthy Start for Children

Figure 1

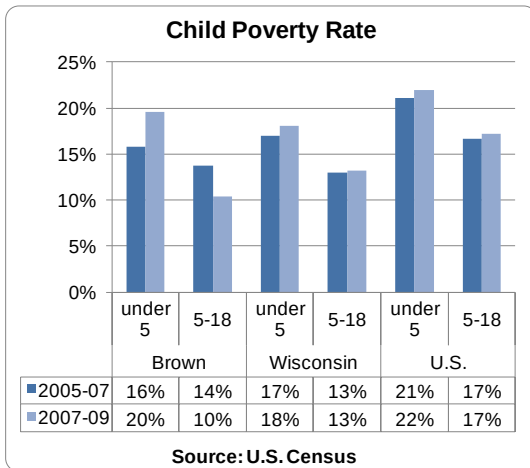


Figure 2

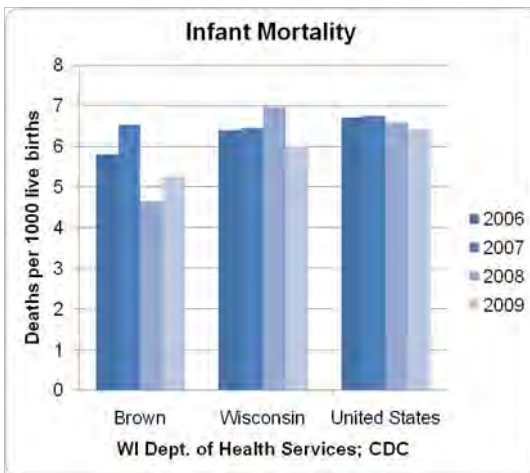


Figure 3

Immunization Rates for Two-Year-Olds			
	Brown County	Wisconsin	U.S.
2006	73.1	76.2	73.7
2007	77.4	77.1	77.4
2008	76.1**	74.3	76.7
2009	75.8**	77.7**	78.7**
2010	71.0	74.8	70.4

**does not include the Hib vaccine due to national shortage

Source: U. S. National Immunization Survey and Wisconsin Immunization Registry/Benchmark

Data Highlights

More information on births can be found in the LIFE at Home section..

Leading Indicator: Child Poverty Rate

- Figure 1** In the U.S., 22% of children under age five and 17% of those ages five to 18 were in poverty, a slight increase over 2005-2007. Locally, child poverty rates were slightly lower, with 20% of children under age five and 10% of those age five to 18 being in poverty in Brown County in 2007-2009.

Leading Indicator: Percent of Births Where Mothers Obtained Prenatal Care

- In 2009, 83% of births in Brown County were to mothers who had obtained first trimester prenatal care, matching the Wisconsin average, although down from 86% in 2006 and much lower than rates in nearby metropolitan counties (Outagamie County, 88% and Winnebago County, 89%).
- Figure 2** Between 2006 and 2009, the infant mortality rate (per 1,000 births) in Brown County fluctuated from 6.5 in 2006 at it's highest to 4.6 in 2007 at it's lowest. In 2009, the rate was 5.3, while Wisconsin's rate was 6.1 and the U.S. rate was 6.4.
- In 2009, the percentage of babies born with low birth weights (<2,500 grams) was 6% of births in Brown County compared to Wisconsin, 7%, and the U.S., 8%.
- Figure 3** In 2010, the rate of immunization of two-year-olds in Brown County (71.0%) was below the Wisconsin average (74.8%). During the first half of 2011, one in four Brown County two-year olds was not fully immunized, compromising their own health and that of others. In Brown County public schools, immunization rates for K-12 students reached 94% in 2008 and 2009, compared to 96% in Wisconsin in 2008 (Department of Health Services).
- In 2009, 46% of births in Brown County were to low-income mothers (Wisconsin Department of Health Services).

Progress and Concerns

The Community Partnership for Children (CPC) is a prevention-based, "community change" initiative coordinated by the Brown County United Way. Through the CPC, a system is being established to reach families with new babies prenatally and at the hospital, connect them to local resources based on need, and enhance existing, evidence-based birth-to-five programs for those at-risk. While hundreds of at-risk families are receiving help through the CPC, hundreds more cannot be enrolled due to insufficient funding to expand programming to meet demand.

Mental Health

Data Highlights

Leading Indicator: Psychiatric Hospitalizations, per 1,000

- **Figure 1** The rate of hospitalization for psychiatric reasons has climbed in Brown County since 2005. In 2009, the County had 1,596 such hospitalizations (the second leading reason for being hospitalized), 21% for persons under age 18 (Wisconsin's 2009 rate was not available).
- **Figure 2** Nine percent of community members reported that someone in their family was unable to access needed mental health services in the past year at least some of the time.
- Among the top five common needs requested by callers to collaborating Brown County-area call centers was "wait times for psychiatric appointments for adults with no benefits." In a combined analysis conducted for the LIFE Study, these providers report that between 2009 and 2010, they saw an increase in contacts (58,348 contacts, an 11% increase). The partnership began in 2008, so some increase may be due to awareness.
- American Foundation for Counseling Services (AFCS) is one of only three Brown County nonprofits that offer counseling for medical assistance clients. With about 40% of their caseload insured by medical assistance AFCS reaches its quota for this type of client early each month. In May 2011 alone, AFCS turned away 60 of these clients who called to request an appointment.
- Brown County had 33 suicides in 2009 and 29 in 2010. In 2010, the county's suicide rate was 12 deaths due to suicide per 100,000 persons, the same rate seen in 2005.

Figure 1

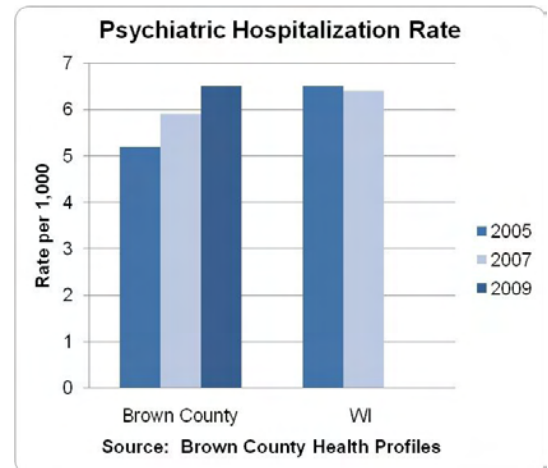
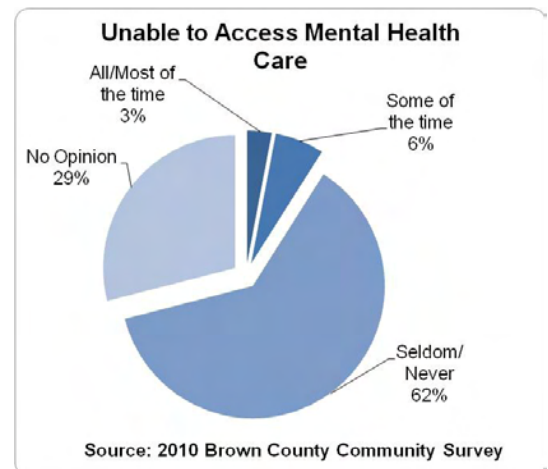


Figure 2



Progress and Concerns

Several expert sector panels (home, community, education, health, self-sufficiency) discussed the pressures caused by untreated mental illnesses on families, adults trying to maintain a household, and children in schools, among others. Despite their observations, there is little statistical data available on the incidence or severity of mental illnesses experienced by members of the community. One measure, the rate of hospitalizations due to psychiatric reasons, shows a large increase. Given that mental health issues are often under-reported or may not reach the severity requiring hospital treatment, this statistic probably does not capture the full extent of the problem. The qualitative and agency-specific evidence that we could gather, however, indicates that low-income or uninsured individuals have little or no access to mental health care.

Healthy Behavior

Figure 1

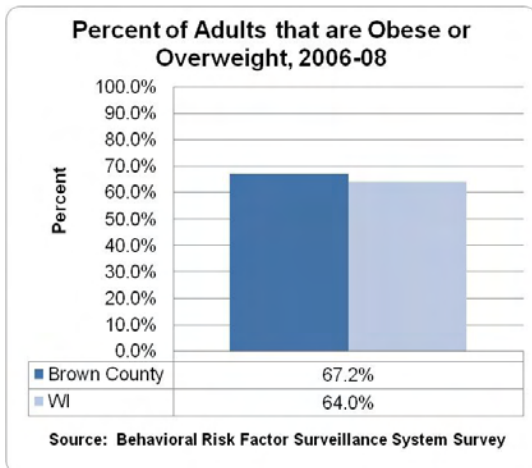


Figure 2

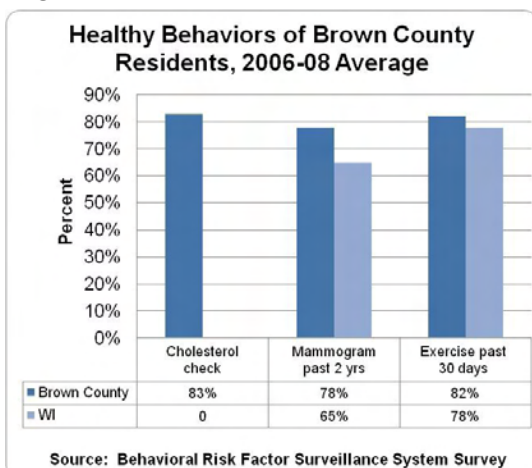
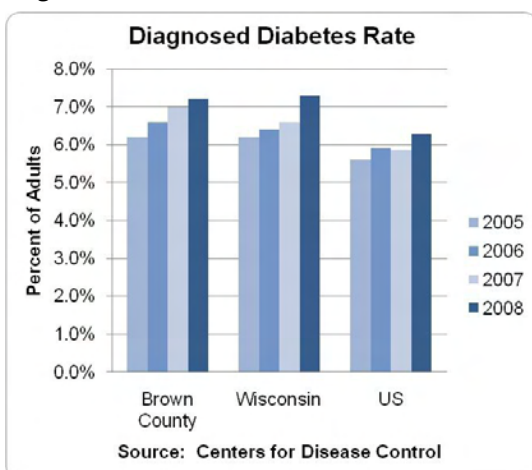


Figure 3



Data Highlights

Leading Indicator: Obesity Rate

- Wisconsin's adult obesity rate in 2011 was 27.4%, ranking 25th of all states. Fifteen years ago, only 16% of Wisconsin adults were obese (Trust for America's Health; Robert Wood Johnson Foundation).
- Figure 1** In Brown County, between 2006-2008, 27.5% of community members were obese and 67% of adults were overweight or obese compared to 64% of Wisconsin adults (Wisconsin Department of Health Services).
- Figure 2** Eighty-two percent of Brown County community members reported exercising regularly in the past 30 days. Seventy-eight percent of the recommended population of women had received a mammogram in the past two years. Eight-two percent of Brown County residents reported having exercised in the past 30 days (Wisconsin's cholesterol screening rates were not available).
- Figure 3** Reflecting the obesity trends, the percentage of Brown County adults diagnosed with diabetes is growing: in 2005, 6.2% were diagnosed compared to 7.2% in 2009.
- The Brown County area offers 10 weekly Farmers' Markets in the summer and a winter market began in 2011.
- In 2010, organizers began enrolling members in the New Leaf Market, an organic and local food cooperative initiative slated for downtown Green Bay. They hope to attain start-up enrollment in 2011.

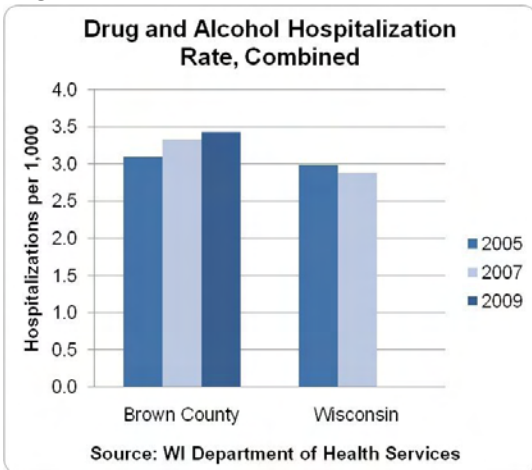
Progress and Concerns

Reflecting disturbing national trends, obesity and diabetes rates are rising in our area. However, death rates due to heart disease and stroke have declined lately, likely due to improved treatment options. To a greater extent, members of the community must be encouraged to develop healthier lifestyles.

Access to more trails and walk-able communities in the area may help improve residents' health and fitness levels. The presence of popular farmer's markets and emergence of the New Leaf Market offer improving access to healthy foods. Several community initiatives aimed at improving the fitness of area children should also raise the awareness of many local adults. All of these things are needed to combat the troubling and growing trends of unhealthy lifestyles.

Risk Behavior, Adults

Figure 1



Data Highlights

Leading Indicator: Drug and Alcohol Related Hospitalization Rate

- **Figure 1** The combined rate of hospitalizations related to drug and alcohol use in Brown County rose from 3.1 per 1,000 persons in 2005 to 3.4 in 2009.
- **Figure 2** The number of adults in Brown County who report having had 5 or more alcoholic drinks in succession (binging) exceeds statewide averages. Twenty-five percent of area residents were binge drinkers and 6% are heavy drinkers. Despite the new statewide smoking ban, 22% of Brown County adults were regular smokers between 2006-2008, higher than nearby counties (16% in Outagamie, Winnebago County).
- **Figure 3** A higher percentage of Brown County community members believe that the area does a Good or Excellent job promoting the responsible use of alcohol to a much greater extent (42%) than leaders (22%).
- Note: We had planned to include rates of illicit drug use reported by the U.S. Substance Abuse Mental Health Statistics Agency, Office of Applied Studies. However, the most recent data available were from 2004-2005 and thus too old to include in the 2010-2011 LIFE Study.

Figure 2

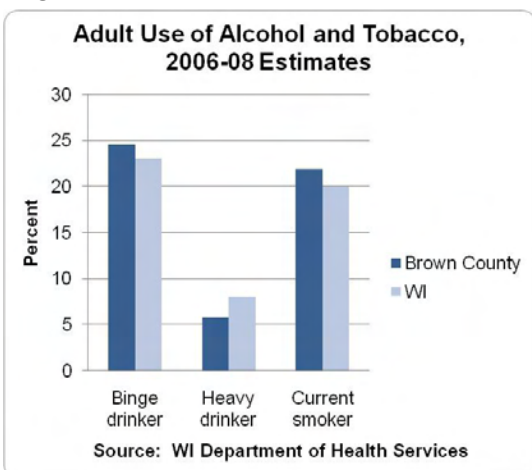
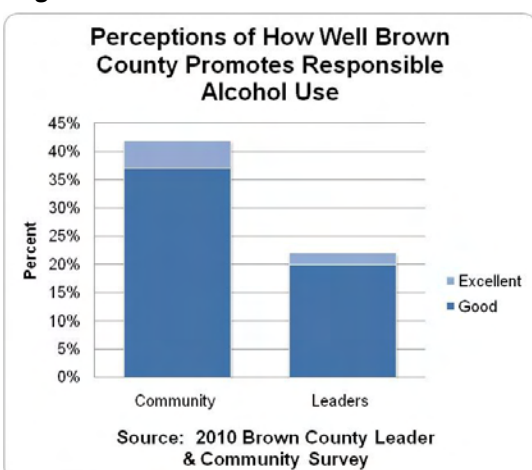


Figure 3

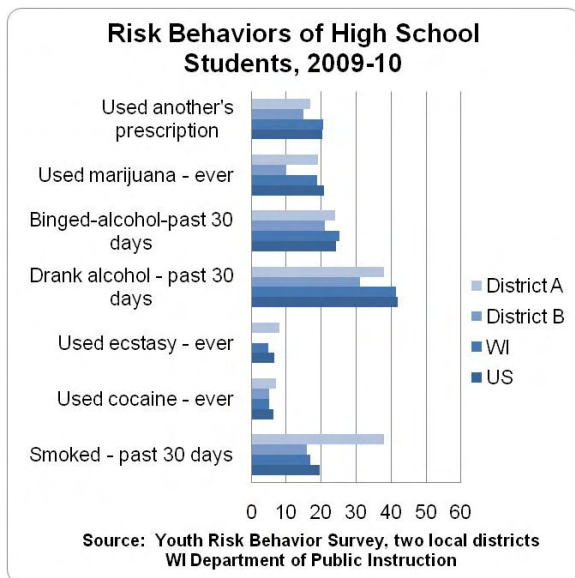


Progress and Concerns

Experts in several sector panels (in fact, most of the expert panels held) raised concerns about drinking and illicit drug use in the community, and noted that the abuse of prescription medications is a growing problem as it is nationwide (no local data on this issue could be found). More leaders than community members think that the community falls short in promoting responsible use of alcohol. They noted that smoking rates remained surprisingly high. Again, the community must develop strategies to encourage area residents to overcome addictions to substances and adopt healthier lifestyles. More current data on adult risk behaviors such as illicit drug use is needed, but difficult to collect when it concerns an illicit behavior.

Risk Behavior, Youth

Figure 1



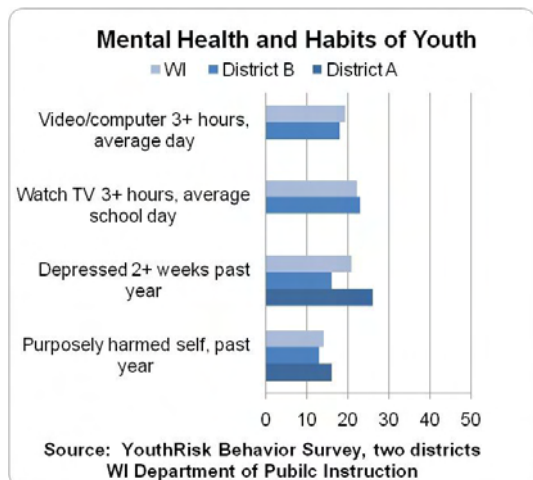
Data Highlights

Additional Youth Risk Behavior Survey (YRBS) results can be found in the Safe LIFE section.

The Youth Risk Behavior Survey, an instrument used by the Centers for Disease Control to assess student behavior across the nation, are based on student self-reporting and were taken during the 2009-2010 school year (grades 9-12 included). Two large area high schools used similar survey techniques and were willing to share their information for the LIFE Study.

- Figure 1** The percent of Brown County youth who report smoking in the past 30 days in District A (38%) is nearly twice as high as the U.S. average (20%), while many of the other risky behaviors appear lower than the state and U.S. rates. In both districts one in four to five youth had binged on alcohol in the past 30 days (5 or more drinks in quick succession), and two in five youth had drunk alcohol in the past 30 days.
- Figure 2** A large group of youth in both school districts reported feeling significantly depressed for two or more weeks during 2009-2010, and a smaller - but important - group of youth reported self-harm. In both districts, one in five watched TV and/or interacted with videogames or computers for three or more hours on an average school day.
- Youth in our focus group were concerned about the high rates of alcohol and drug use by peers. Despite the fact that partying took place often, they worried about the trouble they saw friends get into when high or drunk.

Figure 2



Progress and Concerns

A number of initiatives are taking place throughout the community to improve youth physical activity and health behaviors, including Bellin Health System's THRIVE program and Kids Count 54218, a community coalition initiative. Experts on the sector panel on health discussed their sense that youth now may have better access to others' prescription pain killers than to alcohol or illicit drugs. The youth within LIFE focus groups and panels stated that adults must pay more attention to what their children were doing and at times, much more supervision by parents is needed. Finally, the community's data on youth habits and perceptions can be improved by coordinating the timing and methods used by school district to conduct the Youth Risk Behavior Survey so that community trends can be identified and addressed across Brown County.

LIFE at Home

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data shown</u>
Care for Children	<i>Annual childcare costs per median family income*</i> Percent of families with all parents working Children receiving subsidized child care per 1,000 Children receiving licensed child care per 1,000 Child care capacity and staff wages Children in Kinship Care and foster care per 1,000
Disability and Support	<i>Long-term care waiting list*</i> Percent of adult and child populations with disabilities Use of selected nonprofit organization support services Use of paratransit transportation
Elderly Persons and Support	<i>Older adult poverty rate*</i> Aging population demographics Community Options Program and Medical Assistance Waiver Elder abuse reports Number of cases of Alzheimer's
Family Structure	<i>Poverty rate of single female-headed households with children*</i> Percent of births to mother with less than high school education Percent of families with children having one and two parents Percent of births to single mothers Percent of at-risk births Teen birth rate

**Leading Indicator*

For more information on children, families, elderly people, and people with disabilities:

Annie E. Casey Foundation, KidsCount Data Book, <http://www.aecf.org/MajorInitiatives/KIDSCOUNT.aspx>
 Brown County United Way, <http://www.browncountyunitedway.org/impact/ci.html>
 City of Green Bay, <http://www.ci.green-bay.wi.us/transit>
 WI Department of Health Services, <http://www.dhs.wisconsin.gov>
 WI Child Care Research Partnership, <http://www.uwex.edu/ces/flp/wccrp/>
 WI Council on Children and Families, <http://www.wisconsinbudgetproject.org/>
 WI Department of Health Services, http://dhfs.wisconsin.gov/LTC_COP/cop.htm
 U.S. Census, American Community Survey (ACS), <http://www.census.gov>

Care for Children

Data Highlights

Leading Indicator: Annual Childcare Costs per Median Family Income

- In Brown County in 2010, childcare weekly fees averaged \$146-\$200 (Wisconsin average, \$165-\$209) and \$132-\$154/week for a three- or four-year-old (Wisconsin average, \$152-\$179). This represents 11% and 9% (respectively) of median family income in Brown County (Family & Childcare Resources of N.E.W.).
- Figure 1** In 2010, 1,044 families received subsidized child care in the Brown County area. This is a decrease since 2007, when there were 1,102 subsidized families.
- Figure 2** According to Family & Childcare Resources of N.E.W., 118 licensed providers of childcare (group and family) provided 6,066 slots in Brown County in 2011.
- In 2007 and 2008, licensed childcare slots in Brown County held steady at a rate of 319 slots per 1,000 children, higher than the state average. In 2009, the rate dropped to 298 per 1,000 in Brown County, just above the state average.
- Childcare employee wages in Brown County in 2010 were \$9.49/hour for a teacher, \$8.43 for an Assistant Teacher.
- Figure 3** In 2007-2009, 71% of Brown County families with children had all parents working, up slightly since 2005-2007. Similarly, the number increased for the state as a whole and the U.S. during that time.
- Experts on the sector panel on home emphasized the struggle of families to obtain affordable childcare. On the community survey, 23% of individuals with children indicated that they had difficulty obtaining quality affordable childcare all or most of the time.

Progress and Concerns

To assist families in locating high quality childcare programs, the Wisconsin Department of Children and Families is in the process of implementing its YoungStar program to rate the quality of childcare providers from one to five stars based in part on the health, well-being, and learning by children. At the same time, affordability of quality childcare remains a clear concern for low- and middle-income families. Encompass Early Education and Care (a nationally accredited provider) offers subsidies to qualifying families. In many cases, the cost of childcare exceeds families' housing costs. Childcare reimbursement rates, which have been frozen since 2006, and policy changes within Wisconsin Shares (the state childcare subsidy program) have placed a greater burden of childcare costs on families. As the cost burden increases, more families are forced to choose unregulated childcare options.

Figure 1

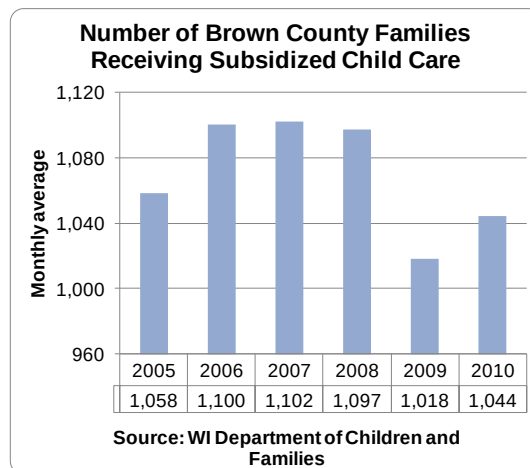


Figure 2

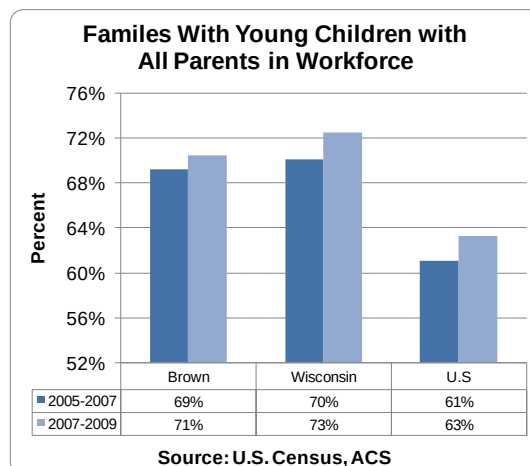
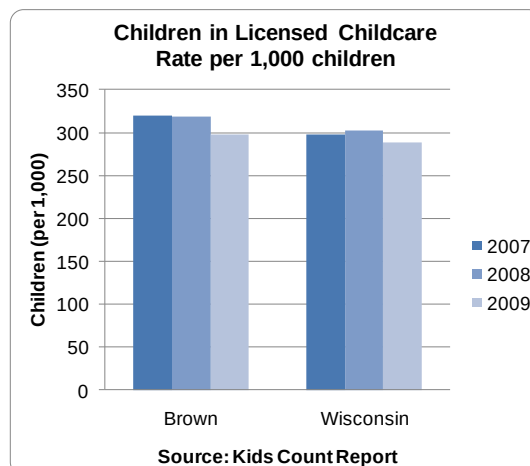


Figure 3



Disability and Support

Figure 1

Long-Term Care Community Options and Medical Assistance Waiver Caseloads in Brown County		
	2008	2009
Recipients	1590	1644
Waitlist	602	719
Source: WI Department of Health Services		

Figure 2

Percent of Population with a Disability						
	Age 17-under		Ages 18-64		Age 65-over	
	2008	2009	2008	2009	2008	2009
Brown County	3.0	3.6	6.6	10.1	29.2	31.6
Wisconsin	3.9	3.8	8.7	8.8	33.1	32.8
U.S.	3.9	3.9	10.1	10.1	38.1	37.4
Source: U.S. Census, ACS One Year Estimates						

Figure 3

Disabled and Elderly Clients Served by Major Local Nonprofits		
	2009	2010
ASPIRO	1,200	1,200
Cerebral Palsy Center	1,200	1,200
Options for Independent Living	1,562	1,406
NEW Curative	1,796	2,021
NEW Curative - Alzheimer's Association	194	198
Source: Supplied by agencies listed		

Data Highlights

Leading Indicator: Long-Term Care Waiting List

- Figure 1** Brown County provides long-term care services for persons with disabilities and the elderly through the Community Options and Medicaid Waiver programs. Brown County served 3% more people (1,644) in 2009 than in 2008 (1,590). Demand for the program continues to be strong as 719 persons have been found eligible but are on the waiting list for services (up 19% in one year alone).
- Figure 2** In every age category in Brown County, the percent of individuals with disabilities increased between 2008 and 2009. The County experienced a lower rate of disability than in Wisconsin or the U.S.
- Figure 3** In addition to County services offered in the community, several nonprofit agencies provide disability and support services. A selected few agencies provided their service data for the past two years. These numbers have remained consistent due to program capacity.
- Enrollment in Wisconsin's Birth-to-Three program (serving children with developmental delays or disabilities) declined slightly in Brown County in 2009 to 20.8 children served per 1,000 from 25.1 in 2008. Wisconsin as a whole had a higher enrollment rate with 27.8 per 1,000 (WI Department of Children and Families).
- Use of paratransit services for people with special needs declined by 3% between 2008 and 2010. In 2010, 67,384 rides were provided (Green Bay Metro).
- Sixty-one percent of community members and 61% of leaders surveyed scored Brown County as Good or Excellent as a safe and healthy environment for those with disabilities.

Progress and Concerns

Experts on the sector panel on home were concerned that poorer elderly or disabled residents have declining access to long-term support services and that the policy changes that regularly occur in Wisconsin make it difficult to plan for meeting the needs of the community. Brown County had been prepared to implement the Family Care program, which would have provided case management for all eligible persons to help them live independently in the community. The 2011-2013 Wisconsin budget discontinued implementation of Family Care in Brown County, so the area will continue with existing programs to serve these clientele, which, in 2009, had a long waiting list. Demand is expected to grow as the elderly population grows. With one exception (N.E.W. Curative), local nonprofit agencies and the Birth-to-Three program served the same number or fewer clients than the prior year.

Elderly Persons and Support

Data Highlights

Information about elder abuse can be found in A Safe LIFE section.

Leading Indicator: Older Adult Poverty Rate

- **Figure 1** Between 2005-2007 and 2007-2009, Brown County saw a slight decline in the percent of persons over the age of 65 living in poverty (from 7% to 6%). In 2007-2009, the percentage of older adults living in poverty in the U.S. was 10%, exceeding Wisconsin's rate of 8%.
- In 2007-2009 estimates, 8% of the Brown County population was over age 65 compared to the state's 10%.
- **Figure 2** In 2007-2009, 39% of Brown County adults over age 65 reported living alone, down from 44% in 2005-2007. While a large percentage of older adults lived alone locally, it was still below Wisconsin and U.S. rates.
- **Figure 3** About two-thirds of leaders and 53% of community members surveyed indicated Brown County was a Good or Excellent place to retire. In contrast, leaders were less positive about the elderly being able to obtain services to remain living at home.
- Seventy-three percent of leaders and 67% of community members scored Brown County as Good or Excellent at caring for vulnerable persons such as children, the elderly, and persons with disabilities.
- Fifty percent of leaders rated Brown County Good or Excellent at the job it's doing to help older adults remain in their homes.

Progress and Concerns

Older adults that participated in focus groups discussed concerns about housing (safety, affordability, accessibility, and the ability to provide upkeep); transportation that allows them to remain involved, and the feeling of being left behind and more isolated due to insufficient technology skills. In addition, they stressed the importance and quality of programs and services offered at the Aging and Disability Resource Center.

The percent of older adults in Brown County living in poverty is down and below elderly rates in Wisconsin and the U.S. Experts on the sector panels on health and home were specifically concerned about meeting the future needs of the elderly. They agreed that safe and affordable housing options for persons with poor mobility is a growing unmet need, while transportation is essential to help older adults remain involved in the community.

Figure 1

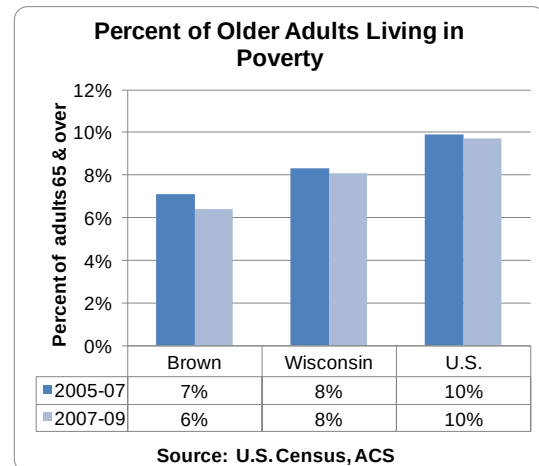


Figure 2

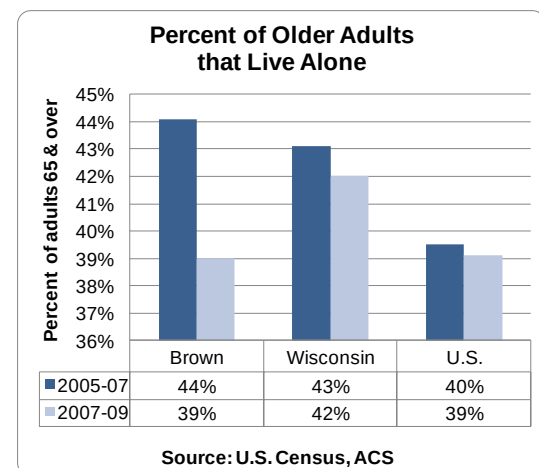
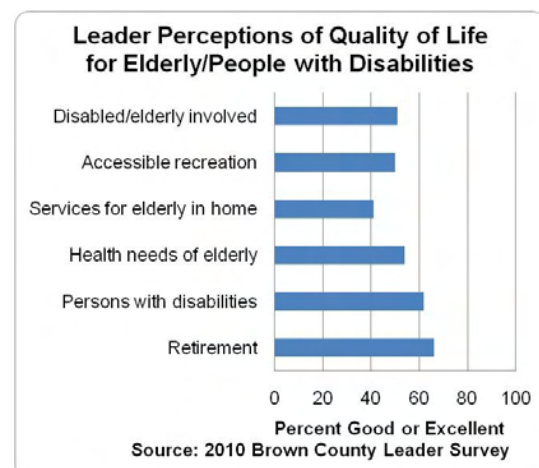
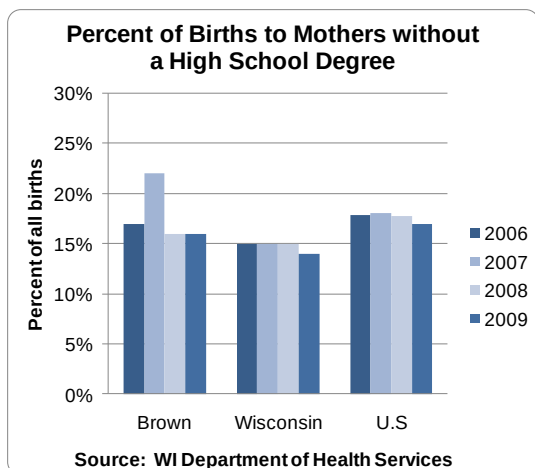


Figure 3



Family Structure

Figure 1



Data Highlights

- Figure 1** Of all births in Brown County, the percentage of births to mothers with no high school degree in 2009 (16%) remained close to its 2006 rate of 17%.
- Figure 2** Two in five births in the United States are to an unmarried mother. In the Brown County area the percentage (37% of all births in 2009) is slightly below the U.S. rate, and up from 34% in 2006.
- Figure 3** Births to at-risk parents (any birth to a Medical Assistance-eligible mother) represented 46% of all Brown County births in 2009. The percent of these births increased slightly for Brown County and Wisconsin as a whole from 2005-2008.
- Brown County children participate in Kinship Care (a statewide program where a child is raised by a relative) at a lower rate than in Wisconsin. In 2009, Brown County reported 6.5 children per 1,000 were in Kinship Care, compared to 8.4 in Wisconsin (Kids Count). Brown County's rate of 3 children in foster care per 1,000 children has remained relatively consistent from 2005 to 2007.

Figure 2

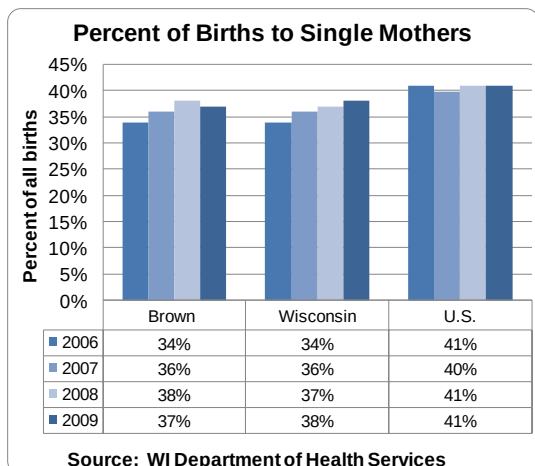
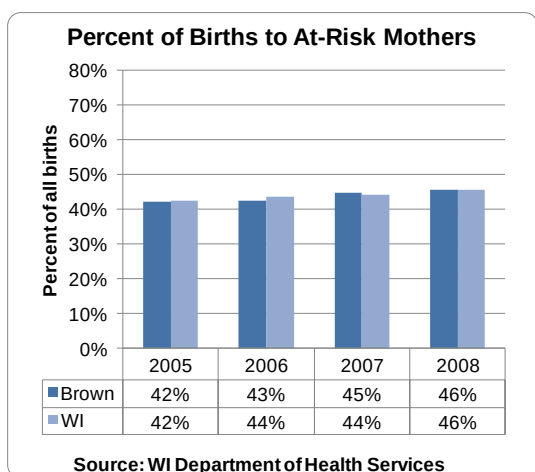


Figure 3



Family Structure, cont.

Data Highlights

- **Figure 4** In 2009, 282 Brown County births were to teen mothers (under age 20), and 211 of those were to residents of Green Bay. Of all births that took place in Brown County in 2009, 8% were to teen mothers, the same rate as in 2005. See chart for teen birth rate.

Leading Indicator: Poverty Rate of Single Female-Headed Households with Children

- **Figure 5** The poverty rate of single female households with children in Brown County declined from 34% in 2005-2007 to 30% in 2007-2009. The poverty rate of a single female parent with children under age 18 is dramatically higher than that of a two-parent household.
- **Figure 6** In 2007-2009, 10% of Brown County households had a single parent while 22% had two parents. Those numbers also reflect the overall rate for the U.S. in 2007-2009. (Note: U.S. Census lists female head of household).

Progress and Concerns

In the expert sector panel on home, local experts working with Brown County children, youth, people with disabilities, and older adults shared a strong common observation that the prevalence, depth, and breadth of families' needs are increasing. At the same time, the human service and education sectors are struggling to meet growing demands for services and supports. They noted that families are facing multiple challenges, including but not limited to: insufficient income, holding two jobs to make ends meet, untreated physical and/or mental health issues, and, in some cases, inadequate parenting skills (due to their having had poor parental role models as children). Experts also cited the critical importance of prevention-based, holistic approaches in addressing the root causes of poverty and family instability over the long term.

The Community Partnership for Children initiative (CPC) is a large-scale local effort to proactively assist parents and young children, starting prenatally and at birth; see A Healthy LIFE section for more information.

Figure 4

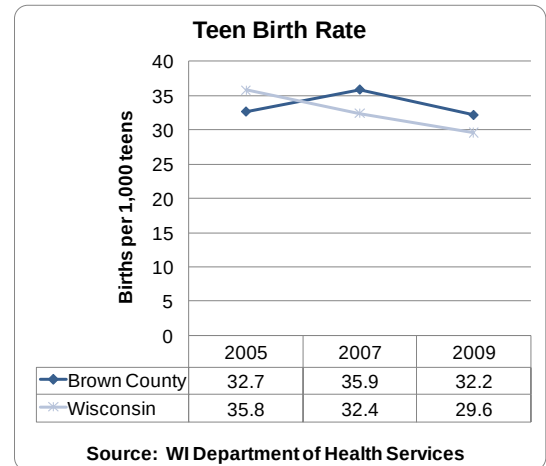
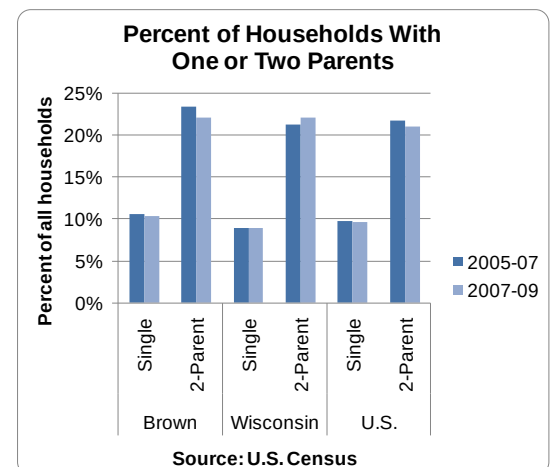


Figure 5

Poverty Rate of Households with Children By Marital Status				
	2005-07		2007-09	
	Single	Married	Single	Married
Brown County	34%	4%	30%	4%
Wisconsin	36%	4%	36%	4%
U.S.	37%	7%	37%	7%

Source: U.S. Census, ACS

Figure 6



LIFE of Learning

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data Shown</u>
Pre-K-12 Education	<i>Attendance rate of fifth grade students*</i> Enrollment in public, private, and home schools Enrollment in pre-Kindergarten Special populations of students (low income, disability) Truancy rate
Student Achievement	<i>Reading proficiency of third grade students*</i> <i>Math achievement by tenth grade students*</i> ACT scores
Education for At-Risk Students	Head Start enrollment Reading Achievement of economically disadvantaged 3rd grade students Academic performance of students with disabilities Suspension rate by gender
Support for Education	Student teacher ratio Students enrolled in extra-curricular activities in public high schools
Student Success	<i>High school graduation rate*</i> High school drop out rate Post graduation plans
Higher Education	Enrollment and tuition costs at area higher education institutions Enrollment in area Master's degree programs Highest educational degree attained by adults
Adult Learning	<i>Library circulation per capita*</i> Library expenditures per capita Utilization of ESL classes Utilization of adult literacy services Learning in Retirement enrollment

**Leading Indicator*

For more information on learning and education:

Literacy Green Bay, www.literacygreenbay.org
 Northeast Wisconsin Technical College, <http://www.nwtc.edu>
 St. Norbert College, <http://www.snc.edu>
 University of Wisconsin—Green Bay, <http://www.uwgb.edu>
 Wisconsin Department of Public Instruction, <http://dpi.wi.gov>
 Wisconsin Taxpayer's Alliance, <http://www.wistax.org/facts/2005.xls>

Pre-K-12 Education

Data Highlights

Leading Indicator: Attendance Rate of 5th Graders

- In Brown County (2009-10), the combined average rate of attendance by 5th graders was 96.3%, down from 97% two years earlier. Districts vary in their rates, but none is below 95% (Wisconsin Department of Public Instruction).
- **Figure 1** In 2010-11, Brown County schools enrolled 48,767 students in Pre-Kindergarten through 12th grade, including private. Private school enrollment totaled 5,420, while 596 students were home-schooled. In 2010-11, Brown County had 2,527 Pre-K students compared to 1,906 in 2008-09. Early childhood preschool programs are offered in some school districts but not all.
- **Figure 2** Student demographics vary widely among area schools. Non-white students made up 40% of the Green Bay Area Public School (GBAPS) students. Other Brown County school districts enroll significantly fewer non-white as well as economically disadvantaged students than GBAPS. In 2010-11, 54% of GBAPS students were low income, up from 47% in 2006-07. In the Brown County area overall (weighted average), 39% of students were eligible for free or reduced lunch in 2010-11.
- **Figure 3** The percentage of students truant (absent without permission for more than 5 school days in one school year) increased in Brown County between 2006-07 and 2009-10. Overall, rates of truancy in Brown County (9.2% in 2009-10) had risen from 6.5% in 2006-07 and exceeded the state average.
- Experts on the sector panel on education agreed strongly that the growing concentration of students from low-income families within the Green Bay Area Public School District poses a major challenge to the community.
- Community focus group participants, along with almost every expert sector panel, recognized school quality as a major asset of this area.

Progress and Concerns

Academic achievement is demonstrably weaker among children of all ages from low-income families (see page on Education for At-Risk Students). Low-income families often face multi-faceted challenges which pose barriers to the education of children (i.e. attendance, transportation, academic support at home, food insecurity, and the like).

Figure 1

School District/ Setting	2010-2011 PreK-12 Enrollment
Ashwaubenon	3,156
De Pere	3,976
Denmark	1,509
Green Bay	20,376
Howard-Suamico	5,745
Pulaski	3,792
West De Pere	2,874
Wrightstown	1,323
Private school total*	5,420
Home school total*	596
Total	48,767

* 2009-10 data

Source: WI Department of Public Instruction

Figure 2

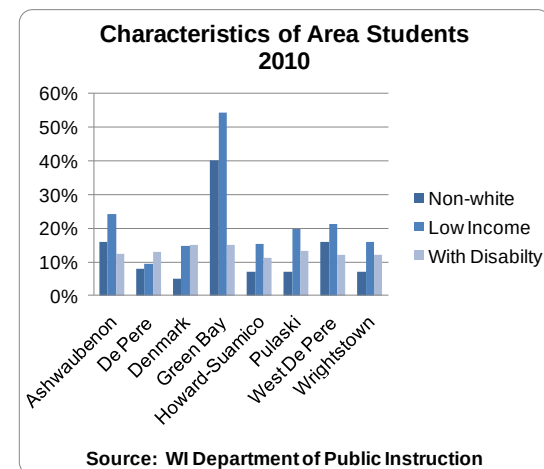
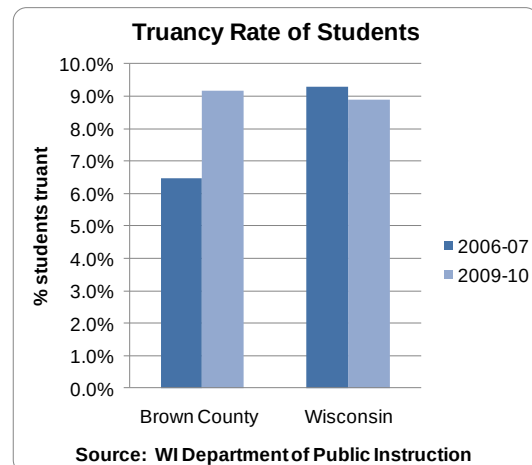


Figure 3



Education for At-Risk Students

Figure 1

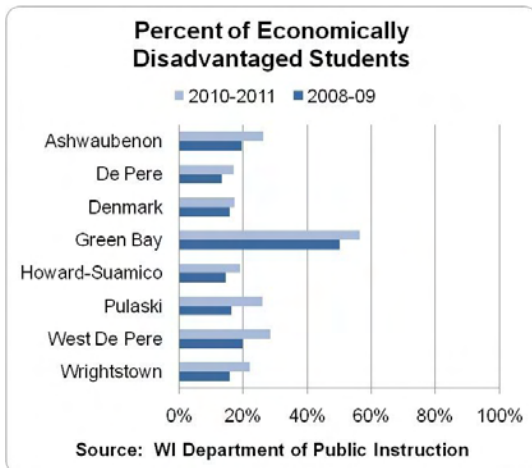


Figure 2

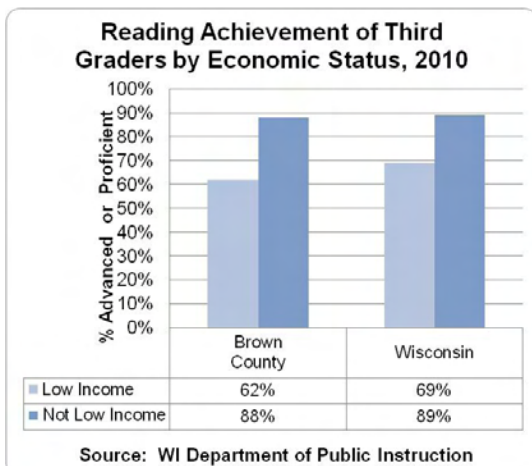
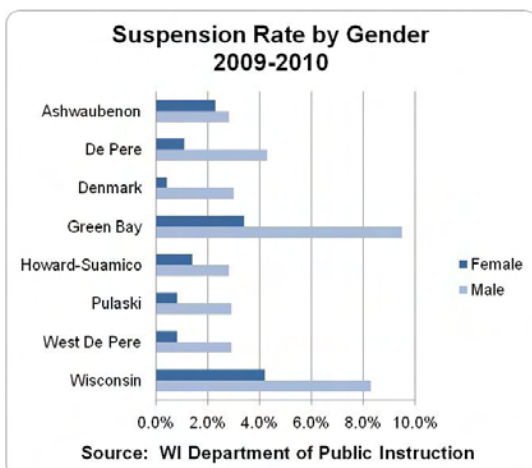


Figure 3



Data Highlights

Achievement rates for all students are shown on the next page.

- Figure 1** While all communities are seeing more economically disadvantaged students, those community members in Green Bay show twice the rate of the highest suburban district. The 2010-11 rate of students eligible for the Free and Reduced Lunch program in all Brown County districts combined (39%) has increased since 2008-09 and approaches Wisconsin's rate of 41%.
- Figure 2** Similar to statewide patterns, economically disadvantaged students in Brown County have poorer reading achievement on standardized tests (62% proficient or advanced) compared to those not economically disadvantaged (88% proficient/advanced).
- Figure 3** Boys were approximately three times as likely to be suspended from school as girls. Districts in Brown County report between 2.8% to 9.5% of males were suspended compared to 0.4 to 3.4% of females in 2009-10 (WI Department of Public Instruction). In Wisconsin, an average of 8.3% of boys and 4.2% of girls were suspended in the same year. (Wrightstown suspension information was not available).
- During the 2010-11 school year, 11-15% of Brown County students had a disability (learning, emotional, cognitive, or other disabilities requiring special education) (WI Department of Public Instruction). The four-year graduation rate of students with disabilities in the Green Bay Area Public Schools (GBAPS) was 57% compared to 79% of non-disabled students in 2009-10. In GBAPS, 37% of third graders with a disability had advanced or proficient reading scores, compared to 74% of non-disabled students in 2009-10.
- In 2010-11, more than 400 children in Brown County were enrolled in Head Start programs of the Green Bay Area Public Schools and CESA7.

Progress and Concerns

Suspension rates at all districts are below statewide averages with the exception of Green Bay Area Public School District, where almost one in ten boys was suspended in 2009-10. The achievement by certain subgroups of students is strong, while other groups clearly lag, including those with lower economic status or with a disability. These patterns hold true in all area districts but are especially acute in the Green Bay Area Public School District, now with 56% of students from low-income families.

Student Achievement

Data Highlights

Leading Indicator: Reading Proficiency of 3rd Graders

- **Figure 1** In Brown County, for all districts combined, 78% of 3rd graders read at proficient or advanced levels in 2009-10, compared to 79% in Wisconsin. Reading proficiency has declined in five of the eight Brown County districts since 2006-07.

Leading Indicator: Math Achievement by 10th Graders

- **Figure 2** In most districts in Brown County, a higher percentage of 10th grade students are proficient or advanced math and science than compared to students in Wisconsin as a whole.
- Composite ACT scores have increased in Brown County from 22.4 in 2006-07 to 22.5 in 2009-10. Scores in the state and U.S. as a whole have decreased slightly between 2005-2010, averaging 22 and 21, respectively.
- **Figure 3** Community members rated the quality of education in the area high overall. When we examine the answers of just respondents who had children, 88% rate the quality of private schools Good or Excellent, 74% score the quality of public schools Good or Excellent.

Figure 1

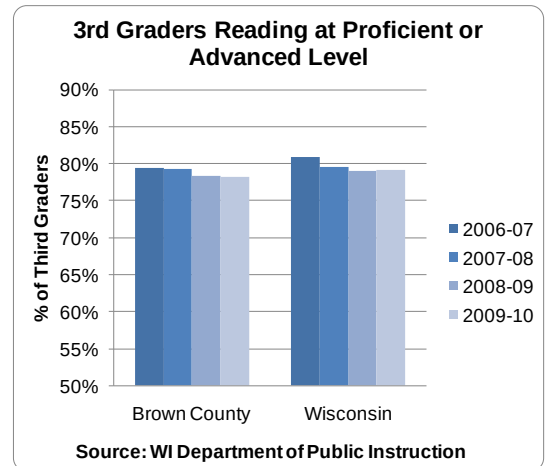


Figure 2

Percent of 10th Graders Advanced/Proficient in Science & Math		
2009- 2010	Science	Math
Ashwaubenon	87.6	87.2
De Pere	83.9	78.9
Denmark	81.0	81.0
Green Bay	69.8	70.1
Howard-Suamico	86.8	84.2
Pulaski	87.8	86.8
West De Pere	81.9	81.3
Wrightstown	91.2	87.8
Wisconsin	72.0	70.0

Source: WI Department of Public Instruction

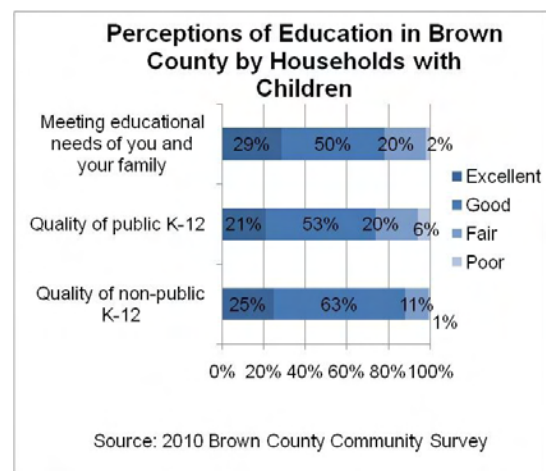
Progress and Concerns

Schools are widely perceived to be high quality by the community and its leaders. The area has created a strong educational system.

Strong math and science scores exceed or match statewide averages. Strength in math and science is important for the area's manufacturing sector and for the emerging economy.

Third grade reading proficiency is a predictor of future student success. Therefore, third grade reading is a concern as it continues to decline. Academic success is difficult for children with an economic disadvantage or disability. Area schools will face a challenge to help students maintain academic achievement when increasing numbers of students come from low income families.

Figure 3



Support for Education

Figure 1

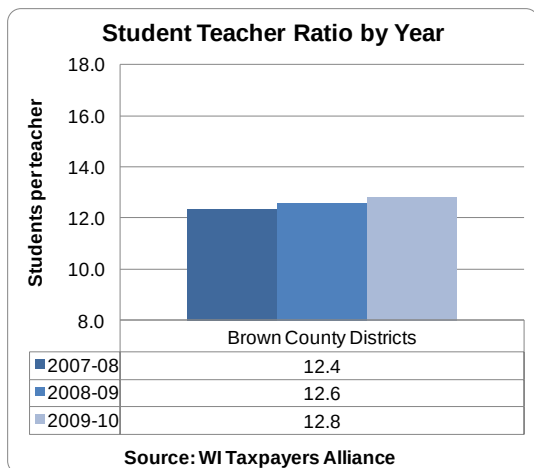


Figure 2

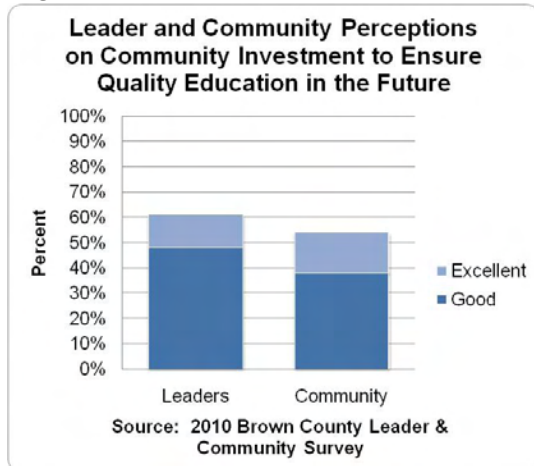


Figure 3

Extracurricular Participation, Brown County 2009-2010			
	Academic	Athletic	Music
Ashwaubenon	31%	43%	18%
De Pere	47%	47%	na
Denmark	62%	52%	32%
Green Bay	33%	29%	15%
Howard-Suamico	36%	42%	17%
Pulaski	38%	49%	18%
West De Pere	38%	51%	20%
Wrightstown	55%	75%	36%

Source: WI Department of Public Instruction

Data Highlights

- Figure 1** The student-teacher ratio gradually increased between 2007-09 and 2009-10 to nearly 13 licensed staff per student in Brown County districts (WI Department of Public Instruction).
- Figure 2** 54% of community members and 64% of leaders scored the Brown County area Good or Excellent at investing in education system for the future.
- Figure 3** Across the area school districts, rates of extracurricular participation by students in grades 6-12 vary: between 31-62% of public school students participate in academic extracurricular activities. Participation in athletic activities account for 29-75% of students while slightly less, 17-36%, are involved in music extracurricular activities.
- Sector panel participants in Education, Economy, Home, Self Sufficiency, and Health all pointed to the importance of well educated community members who would be more successful in many avenues of life. Discussions surrounded a segment of the student population who did not intend to pursue higher education had been less successful in K-12 education, and left high school relatively unprepared for many things in life, including a job.

Progress and Concerns

Expert panelists (from all sectors) and community members discussed the high quality of the education system in the area, referring to all levels of education as assets to the community.

However, on the survey given in the fall of 2010, when leaders were given a list of possible priority actions for the region to take, 53% of leaders gave "strengthening the education system" very high priority: it was ranked second only to "job creation." Only half of community members believed that the community is investing the needed resources to maintain quality education in the future.

The data on these pages will be important to track in future years, as changes in education funding and programming may occur with legislative decisions being made in Wisconsin.

Student Success

Data Highlights

Leading Indicator: High School Graduation Rate

- **Figure 1** High school four-year graduation rates in Brown County in 2009-10 (89%) were slightly higher than in 2006-07 (85%) and than the statewide average in 2009-10 (86%).
- **Figure 2** The four-year graduation rate for students who are economically disadvantaged (67.8%) is much lower than the graduation rate of students who are not economically disadvantaged (88.9%). This discrepancy compares to statewide figures.
- The dropout rate is the percent of students expected to complete the school term that do not. In the Green Bay area, 2.1% of students dropped out of school in 2008-2009, up from 1.9% in 2005-2006. This number is worse than the Wisconsin average of 1.6%.
- **Figure 3** 52% of students graduating high school in Brown County (weighted total of all districts) had post-graduation plans that included attending a 4-year college, while 25% planned to attend a vocational or technical college. Those who indicated “other” plans included students who intended to seek employment, enter the military, or enroll in other training programs. For many, the plans were classified as “undecided.”
- In several expert sector panels (self sufficiency, health, home, work, community, education) experts referred to a segment of youth who are not bound for college. Experts observed with concern that a large portion of these students had not developed a plan for their future after high school, including work and self sufficiency.

Figure 1

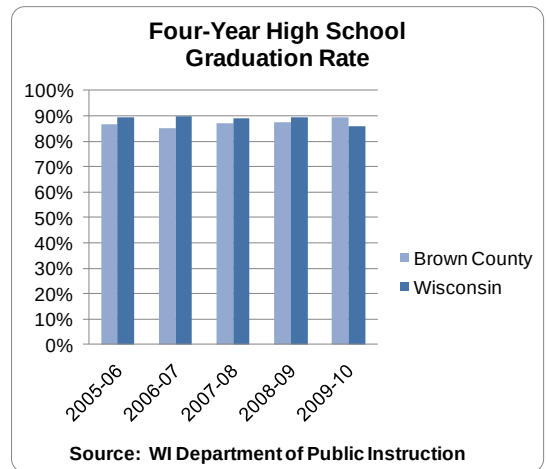


Figure 2

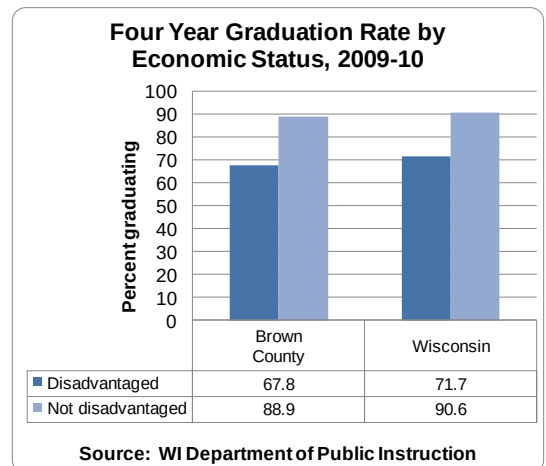
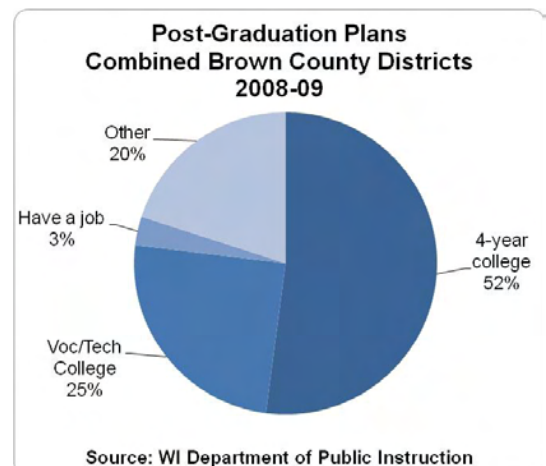


Figure 3



Progress and Concerns

The four-year graduation rate has improved in recent years in Brown County and a majority of students have achieved success in high school. More than half of local students plan to attend a four year college and another 25% will go to technical college. However, only two-thirds of economically disadvantaged students graduate in the traditional four-year time period. Some of those who do not graduate will complete their high school equivalency degree but many do not.

Higher Education

Figure 1

Brown County Higher Education Institutions Undergraduate Full Time Equivalent (FTE) Enrollment 2010-2011		
	FTE Enrollment	Tuition
Northeast Wisconsin Technical College (NWTC)	7,561	\$3,511
St. Norbert College	2,132	\$28,043
UW-Green Bay	5,348	\$6,973
Bellin College of Nursing	284	\$19,639
Source: Provided by institutions		

Data Highlights

Additional information on higher education can be found in LIFE at Work section.

- The rate of higher-education attainment in Brown County has remained about the same over the past five years: 25.5% of adults had attained a Bachelor's degree or higher compared to 27.8% in the U.S. (U.S. Census, ACS 2007-09).
- Figure 1** Eighteen colleges and universities operate within an hour's drive of Brown County. In 2010-2011, Brown County area post-secondary schools enrolled over 15,000 Full Time Equivalent students. Of the 6,636 individuals at UW-Green Bay in 2010-11, 27% were age 25 or over. Between 2008-09 and 2010-11, tuition and fees for full time students rose between 8-11% at all of these institutions (not including room, board, and other fees).
- 247 students were enrolled in graduate programs at UW-Green Bay in 2010-11, compared to 237 in 2004-05. UW-Oshkosh enrolled 1,399 graduate students in 2010-11.
- Figure 2** Both the community and leaders viewed higher education in Brown County favorably: 95% of leaders and 84% of community members rated higher education quality Good or Excellent.
- Figure 3** The highest educational degree attained by Brown County adults remained relatively unchanged between 2005-07 and 2007-09, when 34% of adults attained the level of a high school degree.
- Certain minorities in Brown County had a lower rate of college attainment: 8% of Latino, 14% of Native American, and 16% of African American adults had college degrees, compared to 35% of Asian and 35% of White adults. Experts on the sector panel on education were concerned by this pattern and what it would mean for this community.

Figure 2

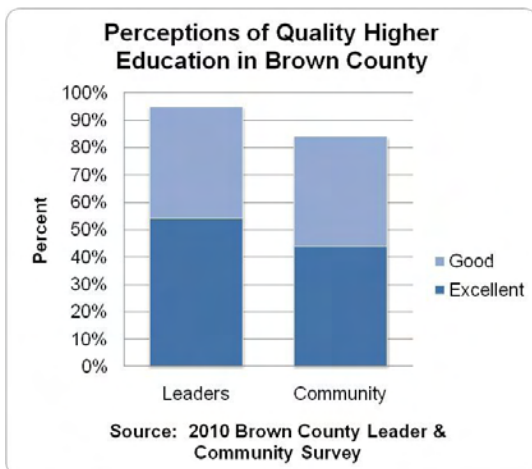
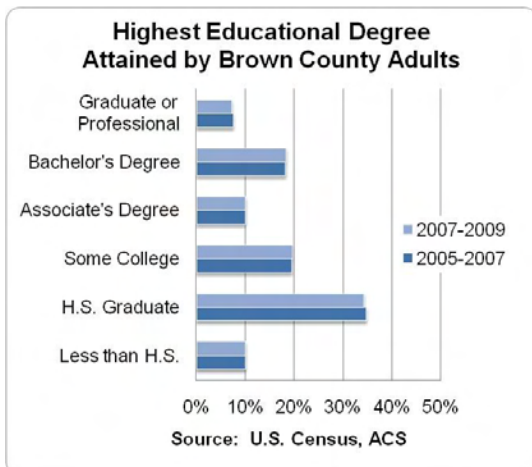


Figure 3



Progress and Concerns

The quality of higher education opportunities in the area were widely acknowledged by the community, area leaders and experts in various sector panels. The expert sector panel on education expressed concern about the large differences in rate of college attainment between white students and students of minority racial and ethnic groups. It is likely that the cost to attend 4-year colleges and universities will continue to rise. Although private schools are also dealing with rising costs, state funding for the public University of Wisconsin campuses has declined significantly in recent years. These rising costs may make this typically more affordable public option for post-secondary education further out of reach for those without financial means.

Adult Learning

Data Highlights

Leading Indicator: Library Circulation per Capita

- **Figure 1** In 2009, Brown County community members made an average of 10 library transactions each, a rate similar to 2007. Statewide, community members made an average of 11.5 transactions in 2009.
- **Figure 2** Library expenditures per capita steadily increased for Brown County between 2005 and 2009.
- **Figure 3** Almost 600 community members were served by Literacy Green Bay in 2010, with over 120 on wait lists for services. Most students are English Language Learners (ELL), although some tutored students are working on basic reading and writing skills.
- Northeast Wisconsin Technical College is a major ELL provider in the area, offering classes on its campus along with remote sites, such as the Brown County Jail, Three Angels Spanish Church, and Wisconsin Job Center. NWTC also offers GED preparation classes at multiple campus locations.
- UW-Green Bay's Learning in Retirement (LIR) was cited by focus group and expert sector panelists alike as a valued community asset. According to LIR staff, 229 classes were offered during 2010-11, enrolling 1,004 older adults.
- 79% of community members and 89% of leaders rated library services in Brown County as Good or Excellent (2010 Brown County Leader & Community Surveys).

Progress and Concerns

The library system received favorable responses on our surveys and from experts on several sector panels. Local circulation rates in 2009 were the same as they were in 2005, while statewide rates of circulation grew. Despite the fact that operational expenditures for the library rose slightly in the past four years, recently there have been concerns raised about the library infrastructure, especially the Central Library building. The Learning in Retirement program at UW-Green Bay enjoys healthy participation by older adults in the area; older adults in our focus group viewed the program positively.

For adults who seek to learn basic reading and writing, and others wanting to learn English, the nonprofit organization Literacy Green Bay provides an important service that benefits not only the individuals and their families, but the community as well. Their programs could serve those on the waiting list if more volunteers were identified.

Figure 1

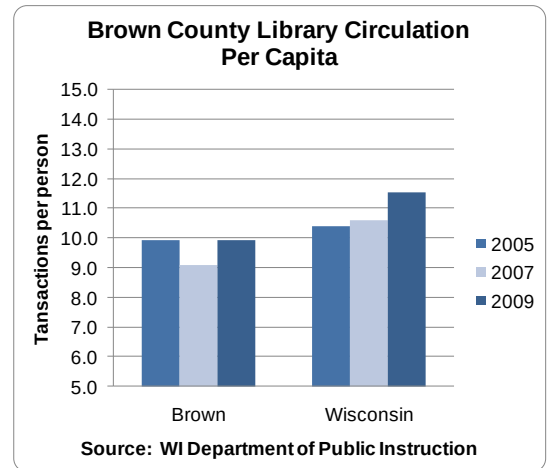


Figure 2

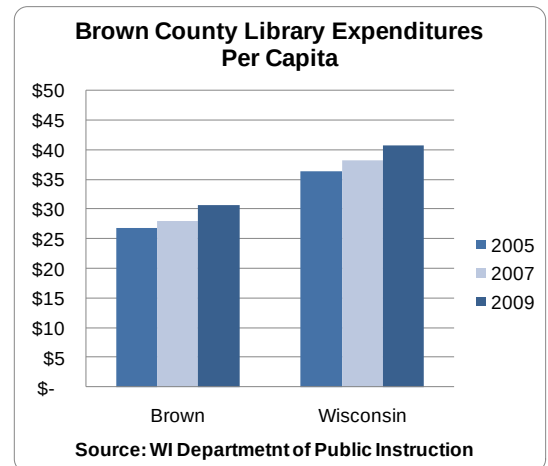


Figure 3

Number of Persons Served by Literacy Green Bay, Inc.		
Client type	2009	2010
Classroom English Language Learner	305	295
Family Literacy	43	57
Tutored students	238	244
Total served	586	596

Source: Literacy Green Bay, Inc.

LIFE in our Natural Environment

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data Shown</u>
Environmental Quality	<i>Environmental health determinant score, county health rankings*</i>
Air Quality	<i>Percent of good air quality days*</i> Major pollutants over past year Number of facilities permitted to release pollutants Percent of adults diagnosed with asthma
Water Quality	<i>Miles of impaired surface waters*</i> Municipal water utility violations Acres of cropland per cow
Land Quality	Park acreage per 1,000 residents Number and size of farms
Energy Use and Conservation	Percent energy from renewable sources (regional) Percent that drove alone to work Pounds recycled per capita Water use per capita Green Bay Metro ridership

**Leading Indicator*

For more information on the environment:

Brown County Planning & Land Services Department, <http://www.co.brown.wi.us/departments/>
 EPA Air Quality Index website, <http://airnow.gov/index.cfm?action=airnow.currentconditions>
 EPA Safe Drinking Water database, http://www.epa-echo.gov/echo/compliance_report_sdwa.html
 EPA Searchable database on environmental quality, <http://www.epa.gov/enviro/>
 EPA Information about watersheds, <http://cfpub.epa.gov/surf/locate/index.cfm> & <http://basineducation.uwex.edu/>
 EPA information about lower Fox River Basin & Green Bay, <http://www.epa.gov/greatlakes/aoc/greenbay.html>
 U.S. Department of Agriculture, Natural Resource Conservation Services, <http://www.wi.nrcs.usda.gov>
 U.S. Department of Agriculture, <http://www.agcensus.usda.gov/Publications/2007/>
 University of Wisconsin-Extension, <http://www.uwsp.edu/cnr/uwexlakes/understandingLakeData.pdf>
 University of Wisconsin Population Health Institute, <http://www.countyhealthrankings.org/>
 WI Department of Health Services, <http://www.dhs.wisconsin.gov/epht/Profile.htm>
 WI Department of Natural Resources, Wisconsin Water Quality Report, http://dnr.wi.gov/org/water/condition/2010_ir/

Environmental Quality

Data Highlights

Leading Indicator: Environmental Determinant Score, County Health Rankings

- Figure 1** Out of Wisconsin's 72 counties, Brown County dropped to 60th in 2011 on its physical environment determinants of health, compared to 39th in 2006. The University of Wisconsin Population Health Institute collaborates with the Robert Wood Johnson Foundation to analyze each county's health outcomes and factors that influence health. Among other factors (like health care system, risk behaviors, and others) it has been found that the physical environment influences residents' health in terms of air pollution (particulate and ozone days) and access to healthy foods and recreational facilities. Note: rankings from 2008 and earlier were based on different factors with less emphasis on air quality.
- Figure 2** Sixty-two percent of leaders gave Good or Excellent responses for each of the following items: land development policies, local air quality, and efforts to clean up the Fox River.
- Figure 3** While 55% of leaders rated efforts in Brown County to address environmental issues Good or Excellent, community members saw things differently: only 39% rated this Good or Excellent.
- On a scale of one (Poor) to four (Excellent) rating the overall quality of the natural environment, leaders averaged 3.1 while community members averaged 2.9.
- In the expert sector panel on the environment, water quality was a dominant issue. This is explored later in this section.

Progress and Concerns

The Wisconsin Population Health Institute measures health rankings for counties across the United States and has fine-tuned its ranking methods. In its recent analysis with more emphasis on air quality, Brown County had declined in its ranking of environmental factors that influence residents' health.

In two areas, community members and leaders saw things differently, with community members rating the following environmental issues lower than leaders: the overall quality of the environment and how well Brown County is addressing environmental issues.

Figure 1

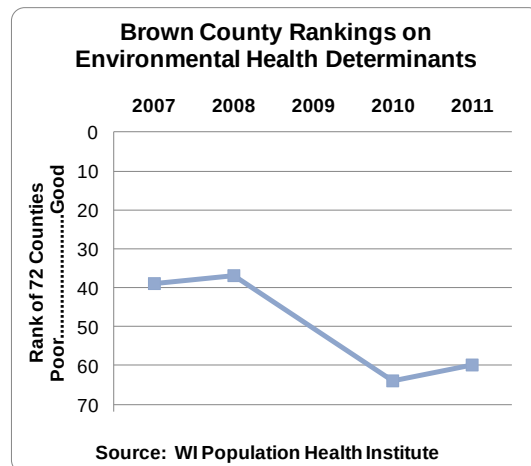


Figure 2

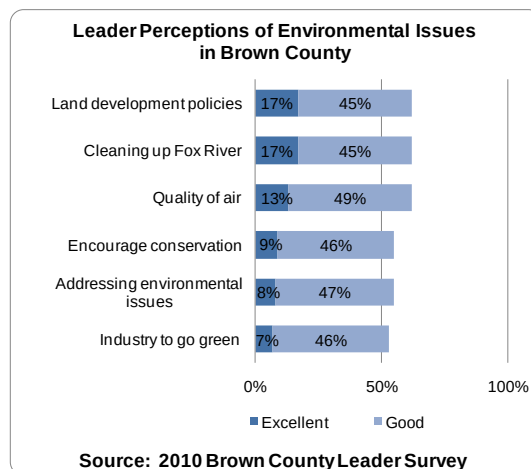
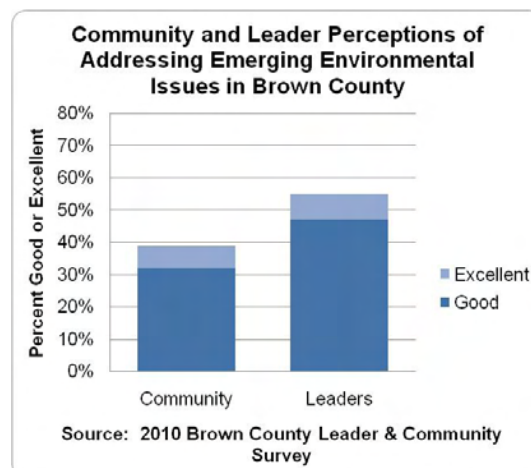


Figure 3



Air Quality

Figure 1

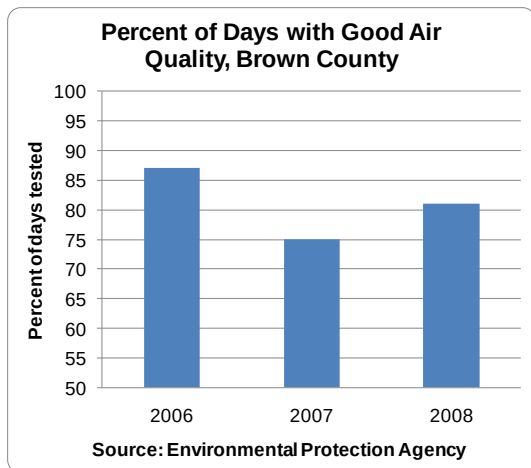


Figure 2

Air Quality Details for Brown County Characteristics of Tested Air (Percent of Days)			
	2006	2007	2008
Good air quality	87%	75%	81%
Moderate air quality	13%	23%	18%
Unhealthy air quality- sensitive persons	0%	2%	1%
Poor air quality	0%	0%	0%
Major pollutant - Ozone	46%	41%	43%
Major pollutant - Sul- fur dioxide	32%	4%	11%
Major pollutant - Small particulate	21%	55%	46%
Source: Environmental Protection Agency			

Data Highlights

Leading Indicator: Percent of Good Quality Air Days

- Figure 1** The Brown County area was fortunate to experience *no days of unhealthy air* in the past several years. In 2008 in Brown County, 81% of days tested had Good air quality as defined by the Environmental Protection Agency (Air Quality Index below 50). Since 2006, Brown County has experienced a decline in the percent of good air quality days. In recent years, the Environmental Protection Agency has changed standards for how Good air quality is measured, making it more difficult to achieve.
- Figure 2** (This chart gives more detail on the nature of the air quality issues the area experiences). In 2006, there were 48 moderate quality or sensitive group alert days; in 2008 that had risen to 65 days (but down from 90 days in 2007). In 2009 and 2010, respectively, there were 7 and 3 days where air was unhealthy for sensitive persons (other statistics for those years unavailable). On most days measured, the major pollutant was ozone and otherwise, it was small particulates.
- Sixty-two percent of leaders and 63% of community members rated the air quality as Good or Excellent.
- In 2011, there were 131 facilities with permits to release pollutants in Brown County: 56 released minor pollutants, 26 major, and 49 synthetic minor pollutants.
- The American Lung Association's "State of the Air" report showed an increase in the percent of Brown County adults diagnosed with asthma from 6.4% in 2006 to 7.1% in 2010.

Progress and Concerns

Air quality is a difficult issue for local communities to address because pollutants may travel for miles from polluters in a different geographic regions. Both leaders and community members rate the air quality relatively highly. Since 2006, there have been more days of unhealthy air for sensitive groups, and the percent of adults in Brown County diagnosed with adult asthma has risen slightly.

Water Quality

Data Highlights

Leading Indicator: Miles of Impaired Surface Waters

- The “Impaired Waters List” compiled by the Wisconsin DNR identifies surface waters (lakes, rivers, and streams) that are not meeting their intended usage (swimming, fishing) due to pollution. In 2010, 37 surface waters (covering 186 linear miles) in Brown County were classified as “Impaired” by the Wisconsin Department of Natural Resources. Most impairments were caused by sediments/suspended solids, phosphorus, and in the Fox River, PCBs. This data will be tracked in the future. Much like air quality, some of this impact takes place upstream, outside of Brown County.
- **Figure 1** Seventy-three percent of community members gave a Good or Excellent rating to the quality of their own drinking water. According to the WI Department of Health, 93% of Brown County residents obtained drinking water from public utilities. Community members scored quality of water in lakes and rivers low, with only 40% scoring surface water Good or Excellent.
- **Figure 2** Of local counties, Brown County has the highest density of cows, at 1.54 acres for every cow. Local experts noted that this density has implications for the area’s ability to dispose of manure and control waste run-off.
- Since 2009, almost 1.3 million cubic yards of sediment has been removed as a part of the nine year Fox River cleanup project to remove cancer-causing PCBs from the river bottom. Financial responsibility for Fox River cleanup of PCBs is still being determined in court and further work is on hold.

Figure 1

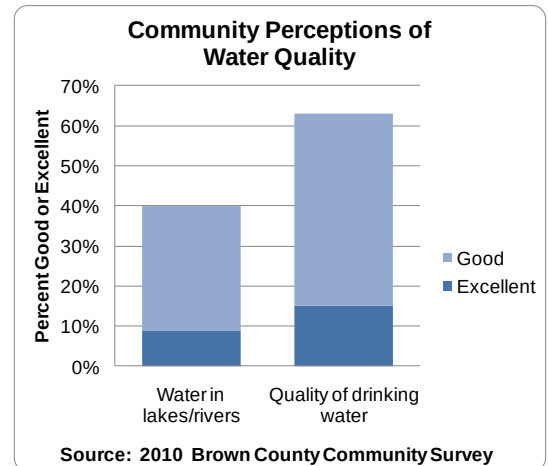


Figure 2

Acres of Cropland per Cow, 2009			
	Cattle	Acres	Acres/Cow
Brown	105,000	162,000	1.54
Calumet	60,000	120,900	2.02
Outagamie	85,000	194,700	2.29
Winnebago	32,000	127,600	3.99

Source: U.S. Department of Agriculture

Progress and Concerns

Water is important to the Northeast Wisconsin area as an outdoor recreational and quality of life feature that community members widely enjoy. The quality of drinking water is good, yet concerns are emerging about protecting surface waters.

Experts on the sector panel on the environmental were most clearly concerned about the quality of surface water and problems with sediment, phosphorus, and other runoff issues. Brown County has the highest density of cows per cropland acre in Northeast Wisconsin, putting pressure not only on the Green Bay Metropolitan Sewerage District, but leading to sediment and phosphorus pollution in local waterways. Data on impaired waters documents these issues, and community members have concerns about surface waters, with only 40% scoring them Good or Excellent.

Land Quality

Figure 1

Brown County Land Use, 1980-2000			
Land use	1980	2000	percent change
Residential	6%	13%	113%
Commercial	1%	2%	93%
Industrial	1%	2%	66%
Transportation	6%	7%	24%
Utilities	0%	1%	n/a
Government	1%	1%	-8%
Outdoor recreation	2%	3%	27%
Agricultural	69%	51%	-25%
Natural areas (vacant)	14%	21%	48%
Total acreage	342,564	342,351	
Source: Brown County Comprehensive Plan, 2004			

Data Highlights

- **Figure 1** The largest amount of land in Brown County in 2000 was used for agriculture (51%), a decrease of 25% since 1980, when it was 69% of land use. Residential development grew during that time by 133% to 13% of Brown County land, while outdoor recreation and natural vacant areas increased as well.
- **Figure 2** In 2004, Brown County adopted a comprehensive land use plan in compliance with Wisconsin's "Smartgrowth" Law. The City of De Pere updated their 2004 plan in 2010. Several local municipalities have recently adopted plans for open space and parks, shown here.
- Brown County had 1,053 farms in 2007, averaging 178 acres each. In 2002, there were 1,117 farms at an average of 176 acres each.
- Sixty-two percent of leaders evaluated the land development policies being undertaken in Brown County as Good or Excellent.

Figure 2

Outdoor Parks and Recreation Plans Completed	
Village of Allouez	2009
Brown County	2008
Village of Pulaski	2008
Town of Ledgeview	2007
Village of Suamico	2006
Source: Brown County Planning and Land Services Department	

Progress and Concerns

Land use data is infrequently updated due to the resources demanded for the effort. Therefore data are not readily available and it is difficult to quantify how land use changes. Similarly, local data about the health of ecosystems and biodiversity are not available.

Experts on the environmental panel concurred that children and youth spend less time in nature than in the past. They agreed that it is important for communities to create places in where children can experience nature and to encourage young people to spend more time outdoors. A number of suburban communities have taken a step in this direction by adopting outdoor recreation plans for their residents.

Energy Use & Conservation

Data Highlights

- **Figure 1** In 2007-2009, 83% of Brown County residents drove alone to work compared to 80% in Wisconsin and 76% in the U.S. In 2005-2007, 85% of local residents drove alone.
- Ridership on Green Bay Metro has declined 22% between 2008 and 2010. Passenger miles driven has decreased 10%.
- **Figure 2** In 2010, Green Bay Water Utility pumped 67,185 gallons of water per person served, down from 71,417 in 2008.
- In 2007, Brown County residents recycled 163 pounds of waste per capita. In 2009, residents recycled 155 pounds each, a 7% reduction (WI Bureau of Waste Management).
- Fifty-five percent of leaders rated Brown County Good or Excellent at encouraging energy conservation by residents, and 54% of leaders gave similar ratings to how well the area encouraged businesses to “go green.”
- Two businesses in Brown County have become Green Tier participants through contracts with the Wisconsin Department of Natural Resources: Marquis Yachts, L.L.C. and TOSCA, LTD. This statewide program encourages use of alternative energy sources and conservation.
- In the LIFE Study youth focus group, young people expressed the desire to have more opportunity to use efficient public transportation as an alternative to automobiles.

Figure 1

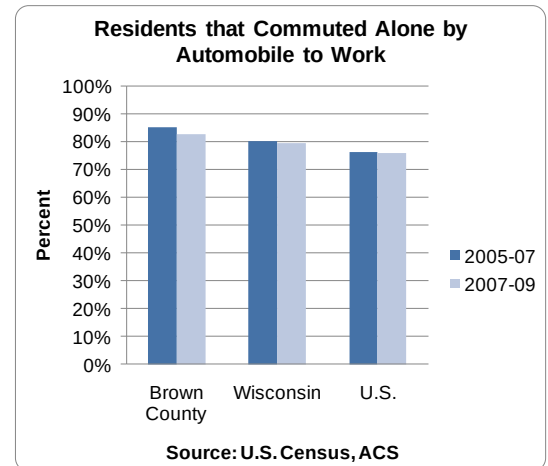
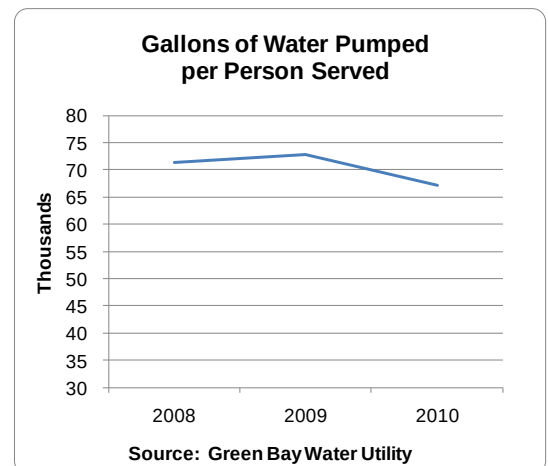


Figure 2



Progress and Concerns

Local governments (such as Green Bay, De Pere, and Allouez) have programs and incentives for residents and local businesses to conserve energy or use alternatives to traditional sources. In addition, some nonprofit organizations have begun to work towards reductions in energy use: for example, Options for Independent Living has installed solar panels and the CP Center, in a collaborative effort with volunteers, a photovoltaic design class at Northeast Wisconsin Technical College, and Wisconsin Public Service, recently celebrated the installation of a photovoltaic system to reduce their energy consumption.

LIFE of Recreation & Leisure

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data Shown</u>
Outdoor Recreation	<i>Miles of bike and hiking trails per 1,000*</i> <i>Park acreage per 1,000*</i> Boat registrations Fishing and hunting licenses
Sports & Recreation	Miracle League of Green Bay participation Number of golf courses and average green fees Average ticket prices for semi-professional sports teams
Entertainment	Commercial entertainment venues Number of restaurants per capita
Tourism	<i>Total estimated annual expenditures made by visitors*</i> Employment in tourism-related jobs State and local government revenues generated by visitors

**Leading Indicator*

For more information on recreation and leisure:

Allouez Optimists Miracle League of Green Bay, <http://24.199.184.212/gbml/>
 Brown County Facility & Park Management Department, www.co.brown.wi.us
 Brown County Planning & Land Services, <http://www.co.brown.wi.us/departments/?department=15aafcbe843>
 Greater Green Bay Convention & Visitors Bureau, www.greenbay.com
 WI Department of Natural Resources, www.dnr.com
 WI Department of Natural Resources, Parks, <http://dnr.wi.gov/org/land/parks/specific/findapark.html>
 WI Department of Tourism, www.travelwisconsin.com

Additional information can be found at the LIFE Study website: www.lifestudy.info

Outdoor Recreation

Data Highlights

Leading Indicator: Miles of Hiking/Biking Trails per 1,000

- According to the Brown County Planning & Land Services Department, in 2010, Brown County had 147 miles of biking and pedestrian trails, including roads with bike lanes (but not including trails within parks), for a rate of .59 miles per 1,000 population. The Brown County area has two major recreational trails: The Fox River Trail (25 miles) and Mountain Bay Trail (83 miles) (Greater Green Bay Visitors & Convention Bureau). In 2011, the area had 363 miles of snowmobile trails (Brown County Snowmobile Club).

Leading Indicator: Park Acreage per 1,000

- In 2010, there were 3,676 acres of parks in Brown County, for a rate of 14.9 acres per 1,000 population (Brown County Facility & Park Management Department).
- Figure 1** On a scale from 1 (Poor) to 4 (Excellent), area residents rated various aspects of recreational opportunities of the area at approximately a 3 (Good).
- Figure 2** Brown County saw a 6% increase in fishing licenses between 2006 and 2010, when 28,425 licenses were issued. Deer hunting permits for gun season are the most popular hunting licenses issued, however, there was a 2% decrease in permits issued from 2006 to 2010. In Brown County, the number of registered boats declined 6% over the past six years to 19,824 boats in 2010.
- Forty-nine percent of community members rated the quality of the Brown County biking and walking trails good and 32% said excellent. The Brown County Planning Department completed a comprehensive study of pedestrian and biking trails in 2011.

Figure 1

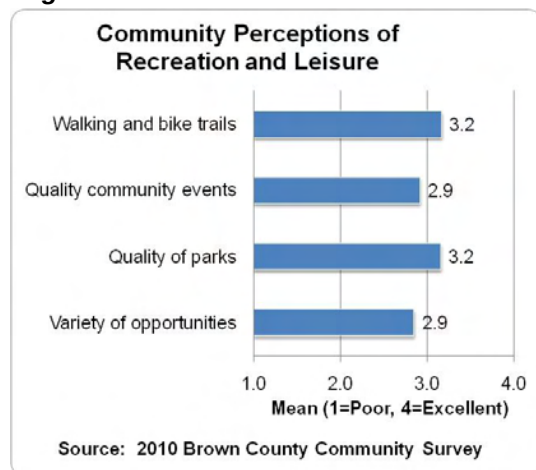
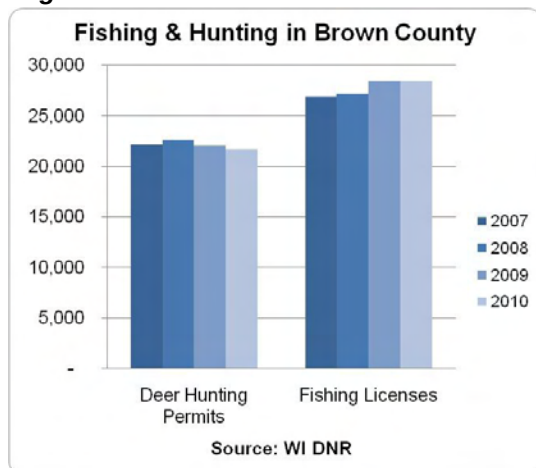


Figure 2



Progress and Concerns

Outdoor recreation is widely seen as a key asset of the area; especially the number and variety of the water - related options. Experts on the sector panel on recreation and leisure noted the wealth of outdoor recreation options in Brown County, with numerous public shorelines, boating and fishing tournaments, and the expansion of trail miles along (and in) the water. The Fox River Heritage Parkway covers the Fox and Wisconsin Rivers corridor with biking, walking, and river trails. Still under development, the trail system ties together the natural, recreational, and historic resources of the area. Several expert sector panels as well as community members urged more attention to protection of our natural resources, an essential foundation for local leisure opportunities.

Sports & Recreation

Figure 1

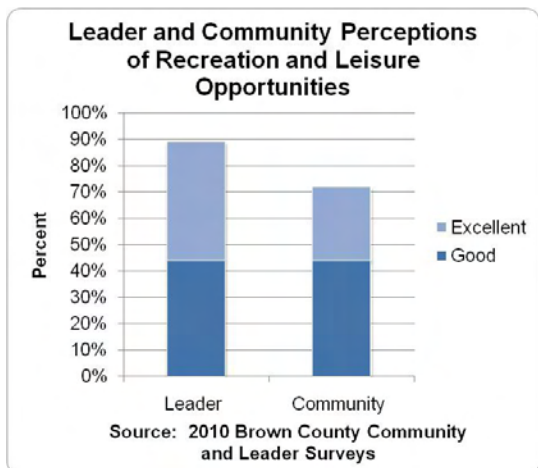
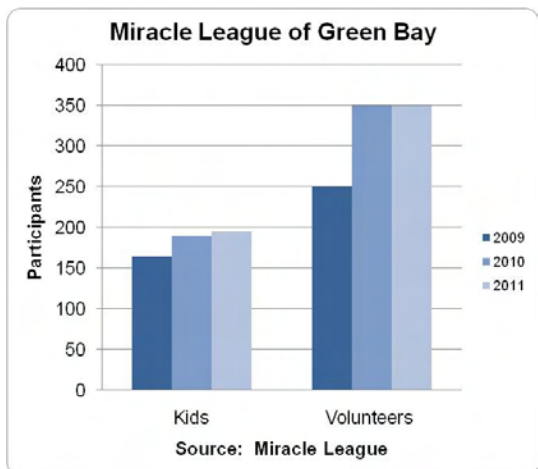


Figure 2



Data Highlights

- Figure 1** Leaders and community members rated the availability of recreation and leisure opportunities in the Brown County area somewhat differently. While 44% of both groups rated these opportunities Good, 45% of leaders gave an Excellent rating compared to only 28% of community members.
- Figure 2** The Miracle League of Green Bay is an organized baseball league for children ages 4-19 with mental and/or physical disabilities which began organizing teams in 2006, one of the first leagues in the state of Wisconsin. Children and volunteers from throughout Green Bay and outlying areas participate.
- Seventy-five percent of community members said they used a recreational facility or program in Brown County in the past year.
- Brown County is home to several semi-professional commercial sporting teams, including the Green Bay Bullfrogs baseball team, Green Bay Blizzard indoor football team, and Green Bay Gamblers hockey team. A spectator can cheer on one of these teams for an average ticket price of \$10 in 2010.
- The greater Green Bay area has 15 local golf courses and three disc golf courses (Greater Green Bay Visitors & Convention Bureau).
- Experts on the sector panel on recreation and leisure concurred that the wealth and diversity of leisure opportunities (for all ages) in the community was a community asset, drawing in many tourists and providing attractive amenities for local residents as well.
- In 2011, the Bellin Run drew over 18,000 participants and has become one of the top 10K runs in the U.S. The Cellcom Marathon drew over 12,000 runners, the most in its history.

Progress and Concerns

The community and leaders view opportunities for sports and recreation as an asset to the area. Three-quarters of residents have used a recreational program or facility; biking and recreational trails are expanding, and the area sustains major sporting events as well as numerous semi-professional and college sports. Brown County hosts youth sports tournaments throughout the year. The Miracle League of Green Bay has seen continued growth, making an attractive recreational opportunity available to youth who have a disability. The program has expanded every year and continues to involve many other community members (many youth) as volunteers.

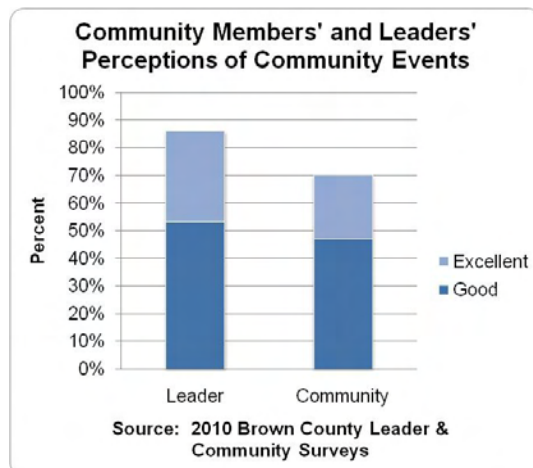
Entertainment

Data Highlights

More information on events can be found in the LIFE in the Community section; and more information on nonprofit arts venues can be found in the LIFE of Arts & Culture section.

- **Figure 1** When asked to rate Brown County for providing quality festivals, parades, and community events, 86% of leaders responded Good or Excellent. Community members viewed events positively as well, although only 70% gave ratings of Good or Excellent.
- Brown County had 804 licensed restaurants in 2009, up from 735 in 2007 (Wisconsin Department of Health Services).
- The first phase of downtown Green Bay's CityDeck was completed in 2010; development will continue to proceed on subsequent stages. A four-block boardwalk connecting downtown Green Bay to the north end of the Fox River Trail, the CityDeck hosts outdoor entertainment.
- The Zippin Pippin roller coaster was completed at Green Bay's Bay Beach Amusement Park. At \$1 per ride, the attraction reached its ridership goal (200,000 rides) in July 2011 several months ahead of schedule.
- The Brown County Veterans Memorial Complex (Resch Center, Shopko Hall, and Brown County Arena), hosts concerts, sporting events, and touring shows, is one of the largest entertainment facilities in Brown County, hosting 1.2 million people each year (Greater Green Bay Convention and Visitors Bureau).
- Experts on the sector panel on recreation and leisure emphasized the importance of the development of the Fox River and East River corridors for entertainment and recreation (such as boating). The waterfront poses a unique opportunity for the area. They stressed the need to continue to invest in the upkeep and maintenance of key community features.

Figure 1



Progress and Concerns

The attention and investment to waterfront development taking place in Brown County for the past several years has created an asset for the region. This type of amenity, and other entertainment opportunities it creates, are often key considerations for young professionals as they choose where to work and live.

The area must find ways to continue to invest in the upkeep of these major community assets, such as the Brown County Veterans Memorial Complex and other important entertainment destinations, in order to maintain and build the vitality of the area.

Tourism

Figure 1

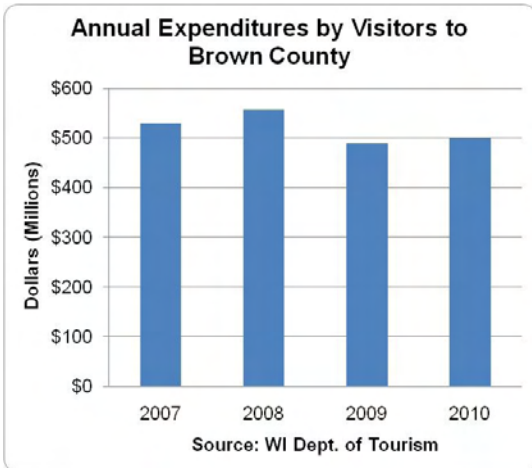


Figure 2

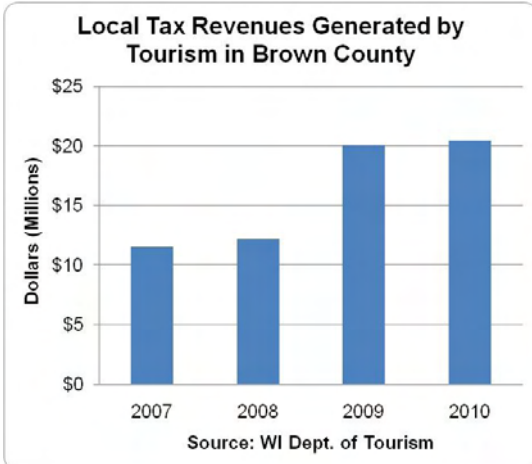
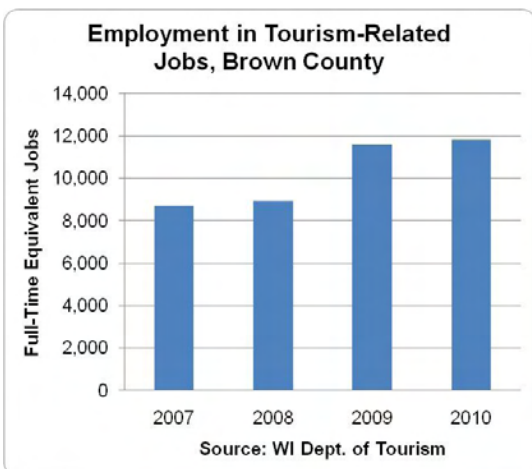


Figure 3



Data Highlights

Leading Indicator: Total Estimated Annual Expenditures Made by Visitors

- **Figure 1** Visitors spent almost \$500 million in Brown County in 2010. The annual expenditures of visitors declined overall since 2007, but a slight recovery was seen between 2009-2010 for Brown County.
- **Figure 2** Brown County saw a tourism-related increase in local tax revenues between 2007 and 2010, when revenues reached over \$20 million.
- **Figure 3** Brown County saw a significant increase in the number of employees in tourism-related jobs, particularly between 2008-2009 when nearly 3,000 more jobs were held.
- The expert sector panel on recreation and leisure recognized that tourism is a major community strength, second only to Door County as a Wisconsin destination. While the Packers are a strong draw, the community has many other amenities that to encourage tourists to visit.
- According to the Greater Green Bay Convention and Visitors Bureau, the greater Green Bay area had 4,300 hotel rooms in 2011 and room taxes were 8%.
- From 2009-2010, ticket prices for Green Bay Packers games ranged from \$59 to \$83 per game. Packer Training camps are a popular attraction, with approximately 2,000 fans attending each practice.

Progress and Concerns

The expert sector panel on recreation and leisure cited the organization 'Better by the Bay' as a marketing effort that was helping businesses collaborate to develop a broader regional identity in order to inform community members and attract visitors.

The Brown County area clearly benefits from the strong draw of the Green Bay Packers and has retained steady tourism earnings despite the recent recession. The area has begun to develop additional tourist destinations (such as the Bay Beach Amusement Park, Green Bay Botanical Garden, and Downtown Green Bay City Deck) in order to extend the impact that visitors make on the area economy.

Although the tourism industry employs thousands of workers in the area, these jobs often are low-paying service occupations.

A Safe LIFE

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data Shown</u>
Personal Safety, Children	<i>Rate of child abuse or neglect reports*</i> Preventable hospitalization rate Foster home or residential placement rate
Personal Safety, Juveniles	<i>Juvenile arrest rate*</i> Juvenile status arrest rate Juvenile drug arrest rate
Personal Safety, Adults	<i>Rate of reported domestic violence incidents*</i> Reported elder abuse Sexual assault report rate
Safety of Public	<i>Violent crime rate*</i> <i>Property crime rate*</i> Drug arrests
Public Safety System	County funding for public safety
Transportation Safety	<i>Alcohol-related crashes and deaths*</i> Crashes, fatalities Major causes of crashes Number of vehicle crashes and injuries

** Leading Indicator*

For more information on safety:

Annie E. Casey Foundation, KidsCount Report, www.aecf.org
 WI Department of Children and Families, <http://dcf.wisconsin.gov/cwreview/reports.htm>
 WI Department of Health Services, <http://www.dhs.wisconsin.gov/>
 WI Department of Justice, <http://www.doj.state.wi.us/cvs/>
 WI Office of Justice Assistance, <http://www.oja.wi.gov/>
 WI Department of Revenue, <http://www.revenue.wi.gov/report/e.html>
 WI Department of Transportation, <http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/crashfacts.pdf>

Additional information can be found at the LIFE Study website: www.lifestudy.info

Personal Safety, Children

Data Highlights

Leading Indicator: Rate of Child Abuse or Neglect Reports

- **Figure 1** The rate of reported cases of child abuse and neglect in Brown County fluctuated since 2005 with a rate of 21.2 per 1,000 children in 2009 compared to Wisconsin's rate of 29. While all calls are reviewed by authorities, in 2009, 29% of Brown County's reports of child abuse or neglect were investigated, compared to 42% in Wisconsin (excluding Milwaukee County).
- **Figure 2** The preventable hospitalization rate for children in Wisconsin is defined as conditions "where timely and effective ambulatory care can reduce the likelihood of hospitalization by preventing the onset of illness, control acute episode or manage chronic disease." The rate in this area has remained relatively similar to the average for the state as a whole and has declined since 2005.
- **Figure 3** The foster home or residential placement rate for children has remained relatively consistent at just over three placements per 1,000 children, lower than the Wisconsin average.
- Experts on the sector panel on safety agreed that educational outreach related to personal safety in Brown County are strong. These efforts are geared towards reaching out with resource officers placed in schools and programs such as DARE, and other fire, home, and general safety programs.
- Experts concurred that untreated mental illness and addictions among adults contribute to violence and neglect within the home. It is difficult for persons with low income to obtain treatment for these issues due to lack of insurance and stigma.

Progress and Concerns

The rate of preventable hospitalizations for children under 18 has declined in recent years. However, the rate of child abuse/neglect was much higher in 2009 than it was in 2005. Brown County's rate for investigation of child abuse and neglect is much lower than surrounding counties and statewide. The Brown County Human Services Department has been hiring additional Child Protection services workers to increase investigation capacity. The area benefits from the recent opening in 2010 of the Child Advocacy Center to reduce the trauma on children during investigations of abuse. Experts on the sector panel on safety were concerned that statewide budget cuts might spell reductions in County safety-related services.

Figure 1

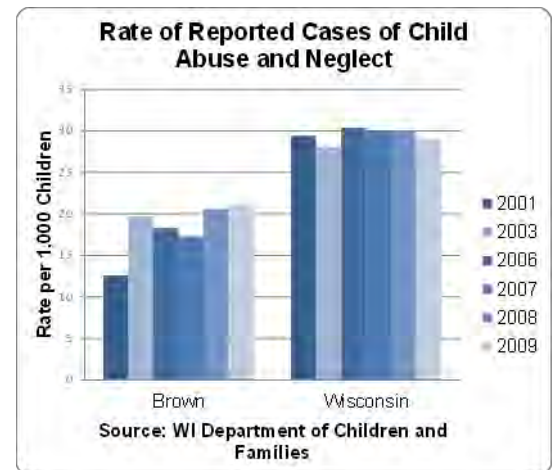


Figure 2

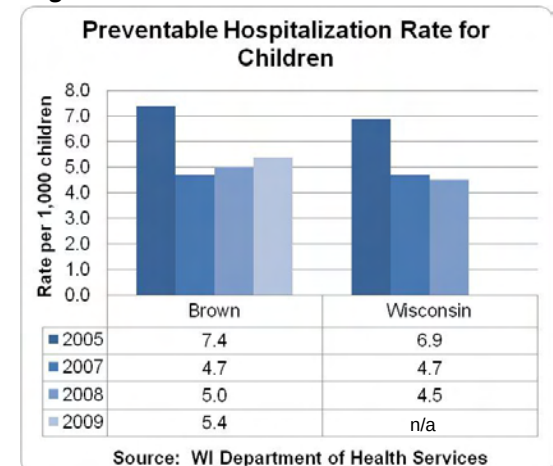
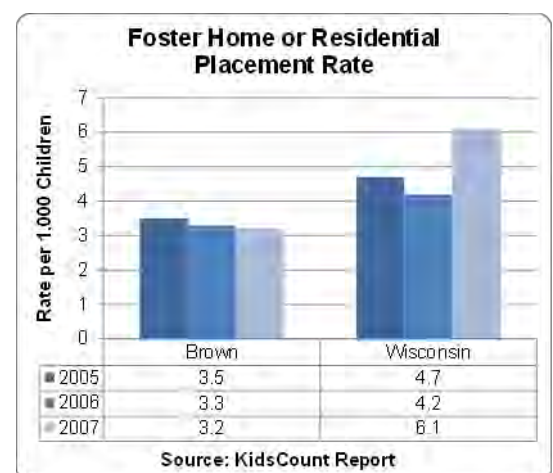


Figure 3



Personal Safety, Juveniles

Figure 1

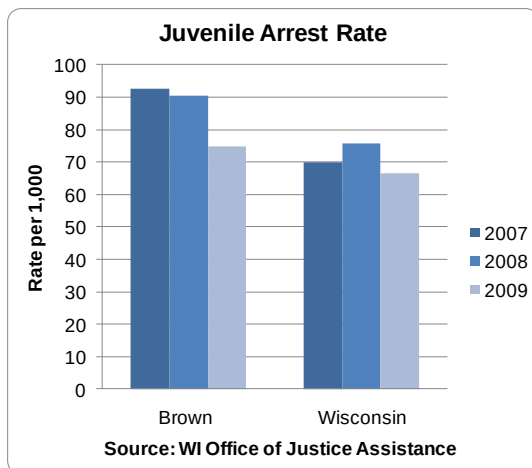


Figure 2

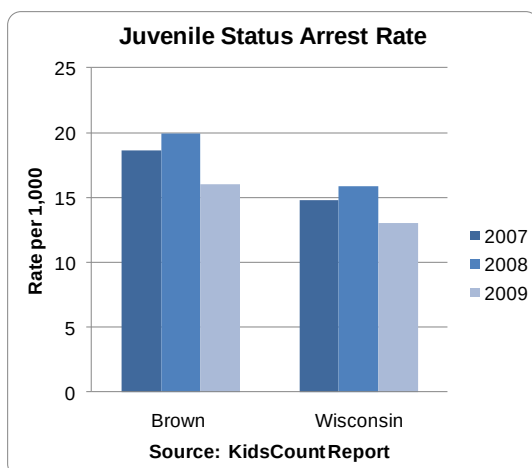
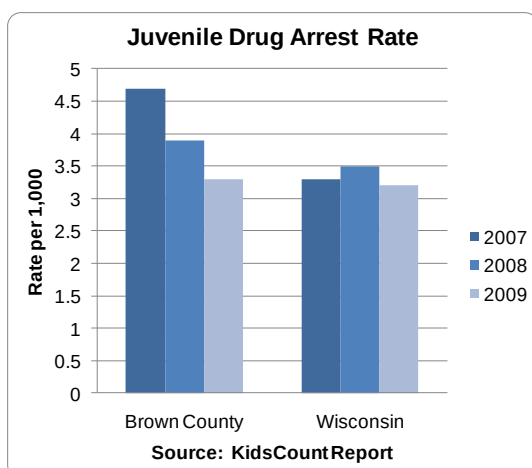


Figure 3



Data Highlights

Additional Youth Risk Behavior Survey data is shown in A Healthy LIFE.

Leading Indicator: Juvenile Arrest Rate

- Figure 1** Since 2007, Brown County and the state have seen declines in juvenile arrests. Between 2007 and 2009, Brown County experienced a 19% decrease with a rate of 74.7 juvenile arrests per 1,000 juveniles in 2009.
- Figure 2** Juvenile status arrests consist of runaway, curfew, and alcohol violations. The rate of juvenile status arrests for Brown County decreased to 13 arrests per 1,000 youths in 2009.
- Figure 3** The rate of juvenile arrests for drug possession or sale in Brown County declined from 4.2 arrests per 1,000 youths in 2005 to 3.3 arrests per 1,000 in 2009.
- Figure 4** The Youth Risk Behavior Survey (YRBS) is conducted on varying schedules in high schools in Brown County. In the two districts presented here, while the majority of students feel safe most of the time, a large percentage of youth had been bullied at school in the past year and agreed with a statement that "harassment and bullying is a problem at my school."

Figure 4

2009-10 Youth Risk Behavior Survey			
	District A	District B	Wisconsin
Harassment and bullying is problem at my school (%agree)	36	29	42
Bullied at school, past year (%agree)	n/a	22	23
Mostly/always feel safe at school	93	85	86
Source: Two Large Area School Districts			

Progress and Concerns

Juvenile arrests are down locally and statewide, although to some extent, arrests are a function of local law enforcement activity as much as youth behavior. Safety experts convened through the LIFE Study were concerned about the heavy usage of the Emergency Detention facility in Brown County, citing six admissions in the weekend prior to meeting in Spring, 2011. Youth in the community focus group strongly agreed that cyber bullying is rampant and has a negative effect on young people. Experts on the sector panel on self-sufficiency cited growth in the number of "unaccompanied youth" as a problem.

Personal Safety, Adults

Data Highlights

Leading Indicator: Rate of Domestic Violence Incidents

- **Figure 1** The rate of reported domestic violence incidents per 1,000 people in Brown County 2009 was 4.8, remaining relatively steady.
- **Figure 2** The rate of sexual assault reports for Brown County in 2010 was 115 per 1,000, similar to 2008 rates, and higher than Wisconsin's 2010 rate of 86 reports per 1,000.
- **Figure 3** The number of reported cases of elder abuse in Brown County increased between 2007 and 2009, when 238 cases were reported. (Reporting methods changed between 2007 and 2008).
- **Figure 4** Golden House is a local nonprofit organization that strives to eliminate domestic violence in the community and provides shelter, a 24-hour helpline, legal assistance, and educational outreach services to those who may be victims of violence.

Figure 4

Clients served at Golden House			
	Adult Shelter	Child Shelter	Outreach
2008	193	209	676
2009	212	298	471
2010	197	264	581

Source: Golden House

Progress and Concerns

Personal safety for people of all ages emerges as a clear concern facing the Brown County area, especially related to sexual assault: reported sexual assaults locally are much higher than the state average. Experts on the sector panel on safety concurred that alcohol and drug abuse contribute to the severity of violent and abusive situations. The rate of domestic violence incidents has declined slightly, although the information presented here does not reflect the recent economic recession. As the number of older persons grows, the community will need to monitor the incidence of elder abuse and develop ways to prevent it.

The experts also agreed that abuse and neglect cases of all types - elder abuse, domestic violence, sexual assault, and child abuse and neglect - are underreported, often for personal safety concerns and stigma.

Figure 1

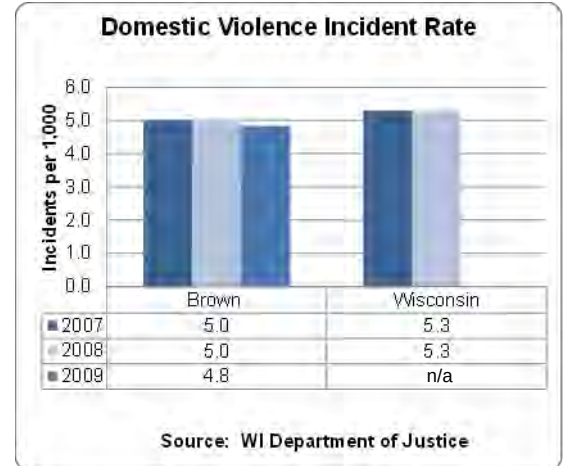


Figure 2

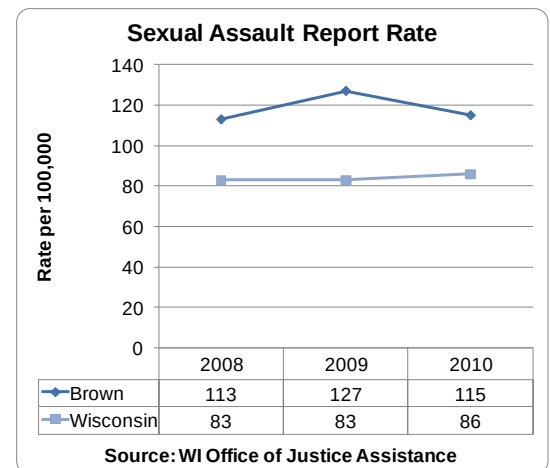
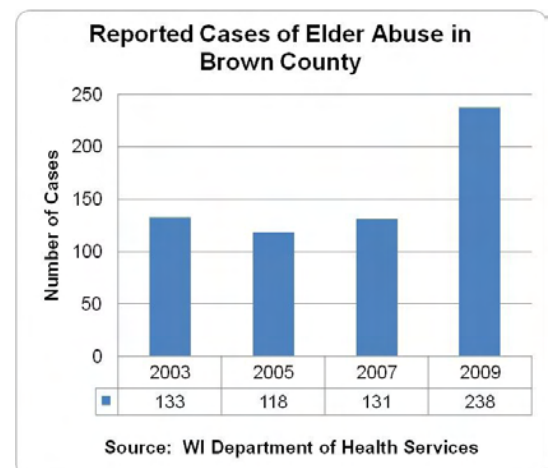


Figure 3



Safety of Public

Figure 1

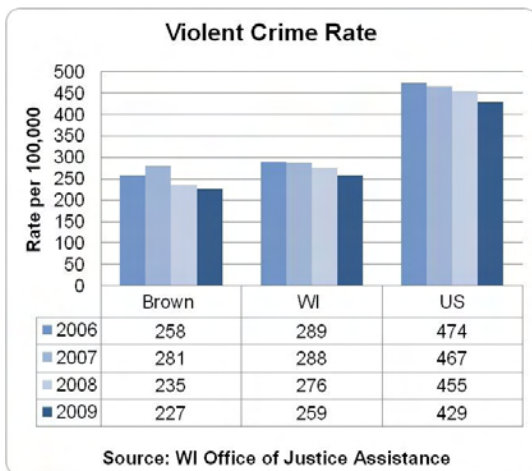


Figure 2

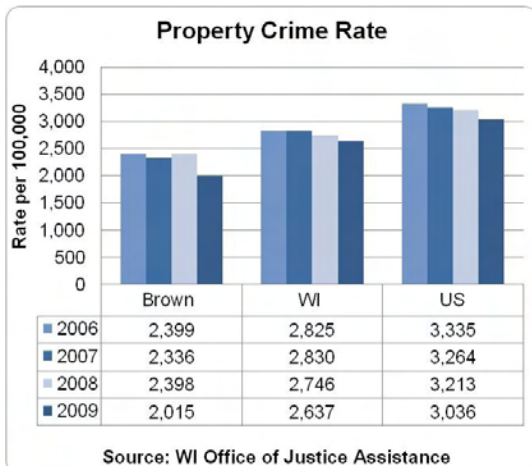
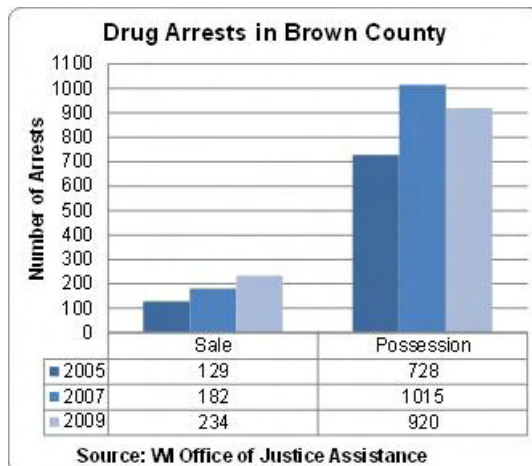


Figure 3



Data Highlights

Leading Indicator: Violent Crime Rate

- Figure 1** The rate of violent crimes declined in Brown County between 2006 and 2009. Violent crime rates locally are below the rates for Wisconsin overall and much lower than the U.S. as a whole.

Leading Indicator: Property Crime Rate

- Figure 2** The rate of property crimes decreased in Brown County and Wisconsin.
- Figure 3** Brown County arrests for drug sales have increased since 2005 with 234 arrests in 2009. Arrests for drug possession have fluctuated with a recent 9% decline to 920 arrests in 2009.
- On a scale of 1 (Poor) to 4 (Excellent), community members were favorable about the safety services in the area: they scored the quality of law enforcement a 3.1, emergency services 3.3.
- Experts on the sector panel on safety noted that greater numbers of active officers currently placed on the Drug Taskforce along with the more wide spread use of the SARA Police Model (an enforcement technique that focuses on the root causes of crime) have aided in efforts to stop drug crime in Brown County. These tactics may be contributing to the increasing numbers of arrests for sale and possession of drugs.

Progress and Concerns

Brown County has developed a state-of-the-art communication 911 center, which now serves people countywide. Experts on the sector panel on safety agreed that this center improves the coordination of safety services and improves the level of service available in the area.

In several of the expert sector panels (safety, health, economy, and home), experts were concerned about the abuse of prescription drugs. Safety experts pointed to crime that typically surrounds that particular addiction. They say more resources should be devoted to preventative strategies that address this form of drug abuse.

Public Safety System

Data Highlights

- **Figure 1** The amount of county expenditures spent on public safety has steadily increased in Brown County to \$185 per capita in 2009.
- **Figure 2** On a scale of 1 (Poor) to 4 (Excellent), community members in Brown County rated the quality of our emergency services 3.3, the highest scoring safety item. On the other hand, they rated emergency preparedness 2.7. Safety of area schools and overall quality of law enforcement were both rated Good.
- **Figure 3** On a scale of 1 (Poor) to 4 (Excellent), leaders rated the quality of emergency services similarly to the community, scoring it 3.3. Again similar to the community, leaders scored emergency preparedness only 2.8. Leaders scored the area between Fair and Good for preventing gang activities (2.3) and preventing violence within the home (2.5).
- Response times in Brown County are excellent and local first responders are highly educated and well prepared, according to the experts on the sector panel on safety. An analysis of the Green Bay Metropolitan area confirms that of the 23,332 total ambulance calls in 2010, 90% had access to ambulance coverage within a 7-minute drive time, and 96% of fire engine calls were within a 5-minute drive time (Brown County Planning and Land Services Department).

Progress and Concerns

Experts on the sector panel on safety emphasized the high level of collaboration that exists within this region. Emergency services share information and serve the public in a coordinated manner. The area's use of collaborative planning and shared resources provides the best level of service across Brown County. Examples of effective countywide efforts include the Child Advocacy Center, Multi-Jurisdictional Drug Taskforce and Fire Investigation Taskforce.

While Federal funding for emergency preparedness has increased substantially since 2001, community members and leaders alike do not score the area favorably on preparedness. Recent budget cuts may lead to local staff reductions or programmatic changes. This concern was voiced in the expert sector panel on safety by Brown County Emergency Preparedness officials.

Figure 1

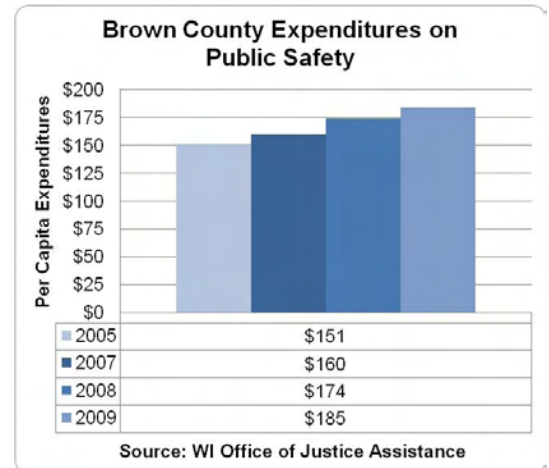


Figure 2

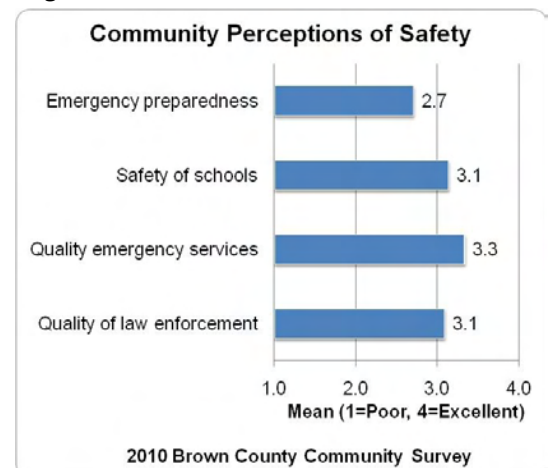
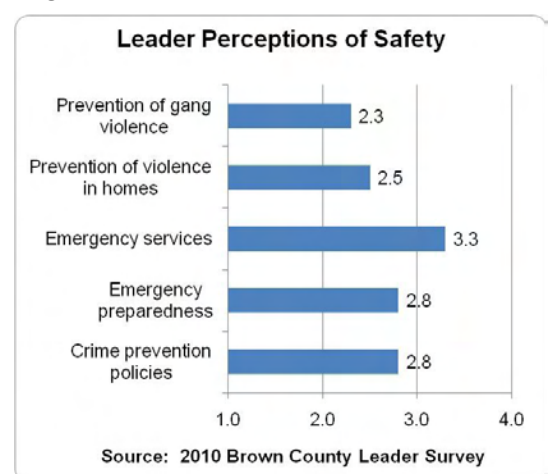
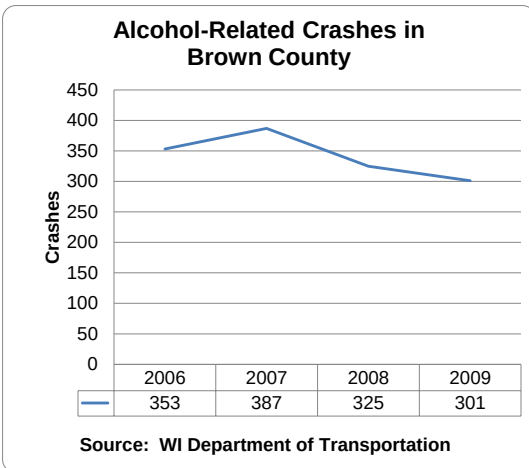


Figure 3



Transportation Safety

Figure 1



Data Highlights

Leading Indicator: Alcohol-Related Crashes and Deaths

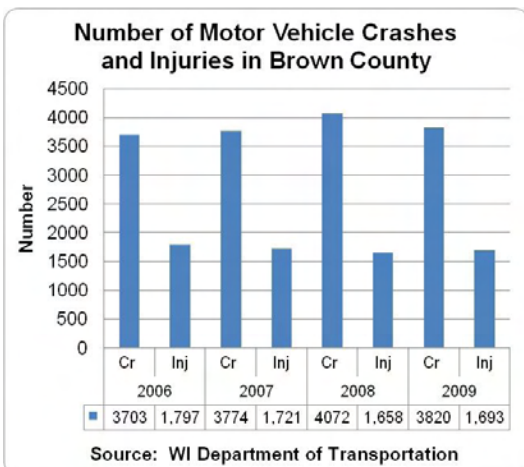
- **Figure 1** Driving while intoxicated is a major contributor to crashes on the road. In 2009, alcohol-related crashes in the area totaled 236, a 15% drop from 2006. In 2009, Brown County saw 13 deaths due to alcohol-related crashes; in fact, Brown County has averaged 13 alcohol-related deaths per year since 2006. Alcohol-related injuries have decreased since 2006 by 22%.
- **Figure 2** Crash categories are listed for major municipalities in Brown County with populations over 10,000 (the number shown here do not reflect Brown County totals). Speeding is the number one reason for crashes locally, followed by crashes related to use of alcohol.

Figure 2

Crash by Type 2009						
Type	Green Bay	DePere	Allouez	Ashwaubenon	Bellevue	Howard
Bike	20	2	2	6	1	2
Pedestrian	30	4	2	7	3	3
Motorcycle	25	3	2	7	3	12
Alcohol	139	17	10	29	20	21
Speed	198	34	30	91	43	66

Source: Wisconsin Department of Transportation

Figure 3



- **Figure 3** The Wisconsin Department of Transportation notes that crashes are not accidents, but “avoidable events caused by a single variable or chain of variables.” In Brown County, the number of motor vehicle crashes rose 3% between 2006 and 2009 to 3,820.
- The federally-funded Safe Routes to School program, begun in 2005, encourages children in primary and middle school grades to walk or bike to school. Communities and school districts plan for, and create, safe routes. In Brown County, planning is complete or underway for schools in Allouez, Bellevue (selected schools),

Progress and Concerns

Despite population increases, the number of crashes has risen slightly in the past four years. As more people use alternative forms of transportation such as bicycles or walking, the safety of pedestrians grows in importance. The Brown County Planning and Land Services Department has just completed a major analysis of pedestrian and bicycle routes in the county and related safety issues. Many municipalities and area school districts, emphasizing physical fitness and trail development, have begun to take steps to address the safety of walkers and bikers.

LIFE of Self-Sufficiency

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data shown</u>
Access to Affordable Housing	<i>Percent of households that are cost burdened*</i> Homeownership rate and median value Median rent National Low Income Housing Coalition housing wage Requests for rental assistance Home foreclosures
Homelessness	Homelessness at most recent point in time count Homelessness by descriptive categories Number of individuals housed in largest emergency shelters Number of homeless children in school districts per child population
Food Security	<i>Number of FoodShare recipients*</i> <i>Free and reduced lunch rates of public schools*</i> Number of meals provided by area shelters Number of households served by food pantries Participation in Women, Infants, and Children (WIC) program
Economic Stress	<i>Poverty rate*</i> Cost of living expenses Requests for financial help referrals
Financial Support	Clients receiving utility assistance in counties Debt level of budget counseling program clients and number of persons Clients receiving W-2 in counties

** Leading Indicator*

For more information on self-sufficiency:

Brown County Homeless and Housing Coalition, <http://bchhcwi.org>
Brown County United Way, <http://www.browncountyunitedway.org/211/browncounty.html>
Integrated Community Solutions, <http://www.ics-gb.org/>
National Low Income Housing Coalition, <http://www.nlihc.org>
New Community Shelter, Inc., <http://newcommunityshelter.org>
WI Department of Public Instruction, <http://dpi.wi.gov/homeless/data.html>
WI FoodShare, <http://www.dhs.wisconsin.gov/em/rsdata/fs-caseload-recv-by-cy.htm>
WI Works (W-2), <http://www.dcf.wisconsin.gov/>

Access to Affordable Housing

Data Highlights

Information on home foreclosures can be found in the LIFE at Work section.

Leading Indicator: Percent of Households that are Cost Burdened

Figure 1 Cost burden is defined by the U.S. Department of Housing and Urban Development as households spending more than 30% of income for housing are considered to be “cost-burdened and in an unaffordable housing situation.” Brown County renters with a cost burden rose from 40% to 44% between 2005-2007 and 2007-2009. In 2007-09, 31% of Brown County homeowners (with mortgage) were paying more than the suggested guidelines for affordable housing than in 2005-2007 (21%).

- **Figure 2** Homeownership rates increased in Brown County over the past few years, with 67% of the population being homeowners in 2007-2009. The rates have recently decreased in both the U.S. and Wisconsin.
- **Figure 3** The National Low Income Housing Coalition calculates that the hourly wage needed for a renter household to afford a two-bedroom unit at the Fair Market Rent is \$13/hour in 2011.
- The 2007-2009 median rent in Brown County was \$652 compared to \$657 in 2005-2007 (U.S. Census).
- In 2010, the median home value in Brown County was \$139,000, a 5% decrease from \$147,000 in 2008 (Wisconsin Realtors Association).
- Integrated Community Solutions, Inc. (ICS) administers a rental assistance program for those in need. 3,022 families had been served as of May 2011. 2,835 were served in all of 2010.
- The Housing Choice Voucher program (federally funded and administered by the Brown County Housing Authority) has over a year wait for persons seeking rental assistance. In 2008, there were 2,923 total administered (Housing and Urban Development).
- Eight percent of Brown County community members said that they couldn't afford adequate housing to meet their needs some or most of the time, while 88% said they seldom or never have difficulty.

Progress and Concerns

Rental costs have declined slightly in the area, yet rental assistance requests to ICS in the first five months of 2011 had already exceeded 2010 requests. Like in the U.S., homeownership rates have been declining in Brown County since 2009, and foreclosure rates are up. At the same time, experts report a high number of vacant homes in the area.

Figure 1

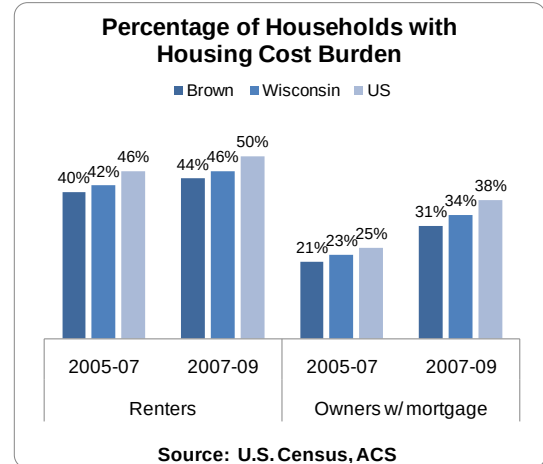


Figure 2

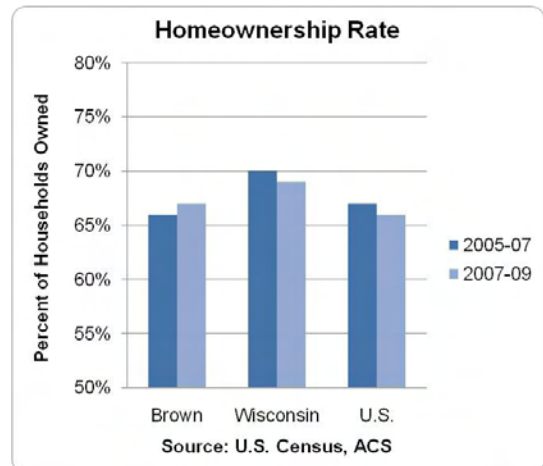
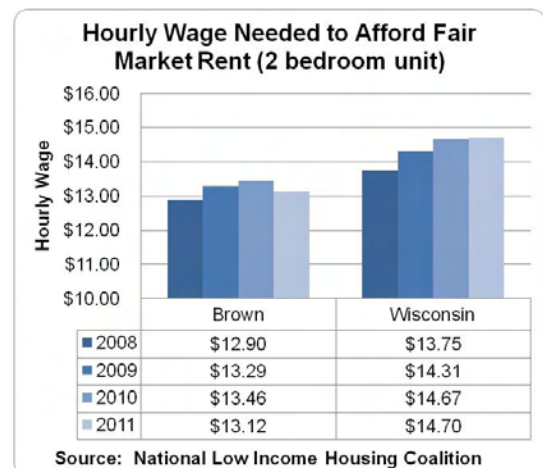


Figure 3



Homelessness

Figure 1

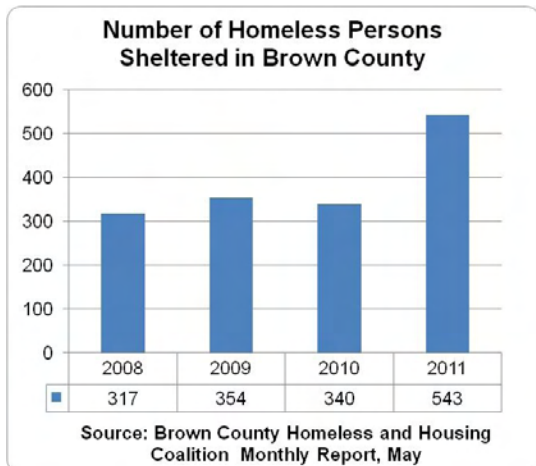


Figure 2

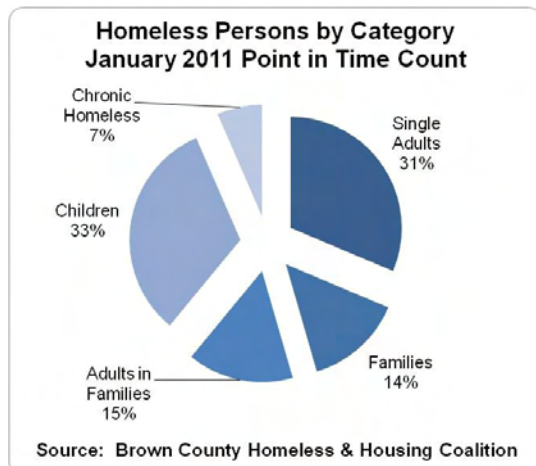
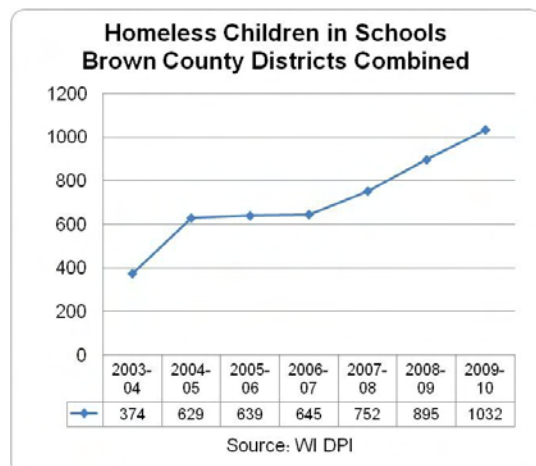


Figure 3



Data Highlights

- Figure 1** The Brown County Homeless and Housing Coalition (BCHHC) counts homeless persons in shelters and housing programs in Brown County collaboratively on a monthly basis. Agencies that typically participate include six shelters, seven transitional living programs, and three other housing services. While the number of homeless in Brown County continues to rise, the higher numbers in 2011 can in part be explained by an increase in the data available from more participating agencies.
- Figure 2** Twice annually, collaborating providers and law enforcement personnel attempt to identify the total number of people on a single night that are homeless in shelters, motels, and outside on the streets. In a survey conducted on January 28, 2011, 559 homeless people and four additional people were located on the street. This is up from the 463 people counted in November 2010.
- Figure 3** The number of homeless children in Brown County public school districts has increased. Since the 2007-2008 academic year the County total has grown 37%, with 1,032 homeless students reported in 2009-2010.
- Figure 4** Experts in the sector panel on self-sufficiency noted the concern of the rising population of homeless children and unaccompanied youth. Green Bay Area Public Schools identified 633 homeless students during the 2010-2011 school year and tracked their living arrangements.

Figure 4

Homeless Children by Living Categories, 2010-11			
'Doubled up'	Hotel/Motel	Shelters	Unsheltered
472	50	94	17

Source: Green Bay Area Public Schools

Progress and Concerns

The largest emergency homeless shelter in Green Bay, New Community Shelter, served a record number of persons in 2010 and saw the average length of stay grow to 35 days. St. John the Evangelist winter warming shelter served an average of 42 persons a night in 2009-2010, half chronically homeless. Freedom House, the only family shelter in the area, reported having the longest waiting list ever, with 30+ families in 2010. The community faces an increasing problem of persons unable to maintain a stable living situation, and perhaps most troubling are the number of children now affected.

Food Security

Data Highlights

Additional information on the Free and Reduced Lunch program can be found in Life of Learning section.

Leading Indicator: Free and Reduced Lunch Rates of Public Schools

- **Figure 1** Eligibility for Free and Reduced Lunch is a measurement used to estimate the number of low-income children in schools. During the 2010-2011 school year, 56.5% of Green Bay Area Public School students participated in the Free and Reduced Lunch program, double the rates of the next highest district). Rates are growing in all districts.

Leading Indicator: Number of FoodShare Participants

- **Figure 2** The FoodShare program in Wisconsin helps individuals and families who qualify to buy the food they need for good health. The number of FoodShare recipients in Brown County has doubled in the past five years to over 25,000 individuals.
- **Figure 3** The Salvation Army and Paul's Pantry are the two largest food pantries in Brown County. The number of households served by their pantries combined rose 7% between 2007 and 2010.
- The New Community Shelter, Inc. has a Community Meals Program. In 2010, the program served the most meals in their history with 104,507 meals served, including 3,185 meals to children (NEW Community Shelter, Inc.).
- Community members were asked if they had experienced not having enough food to avoid hunger for themselves or their family. Nine percent of community members reported some or all of the time in the past year, while 89% said seldom or never (2010 Brown County Community Survey).
- In 2010, Brown County UW-Extension released a study of food security (food security is defined as access at all times to enough food for an active, healthy, life) in the area and found that low income and lack of access to transportation were two major barriers to food security.

Progress and Concerns

Data from public programs and local nonprofit organizations point to growing needs. Six areas, all clustered in downtown Green Bay, were designated as "food deserts" by the U.S. Department of Agriculture due to the prevalence of persons with low income and the lack of proximity to a grocery store (Green Bay Press-Gazette, May 31, 2011). The New Leaf Food Cooperative, a grocery store which will have organic and local produce, plans to open in Green Bay in the near future, when enough members are enrolled to cover start-up costs.

Figure 1

Percent of Students in Free and Reduced Lunch Program Brown County School Districts		
	2008-2009	2010-2011
Ashwaubenon	19.6%	26.3%
De Pere	13.4%	17.0%
Denmark	15.9%	17.4%
Green Bay	50.2%	56.5%
Howard-Suamico	14.6%	19.1%
Pulaski	16.3%	26.0%
West De Pere	19.8%	28.5%
Wrightstown	15.7%	22.1%
Weighted average	32.8%	38.5%
Source: WI Department of Public Instruction		

Figure 2

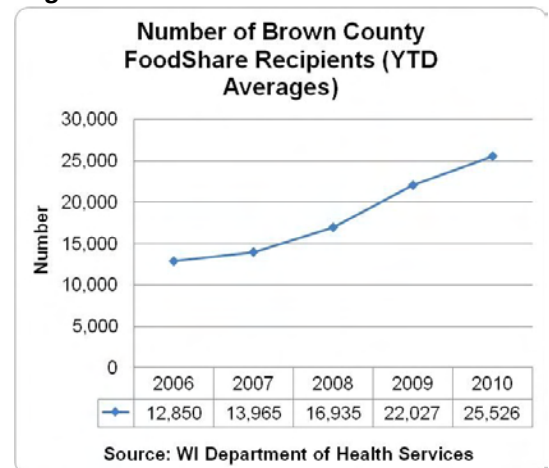


Figure 3

Food Pantry Assistance (Households Served)				
	2007	2008	2009	2010
Salvation Army	6,715	6,162	4,860	5,613
Paul's Pantry	34,847	38,190	42,693	38,896
Source: Supplied by agencies listed				

Economic Stress

Figure 1

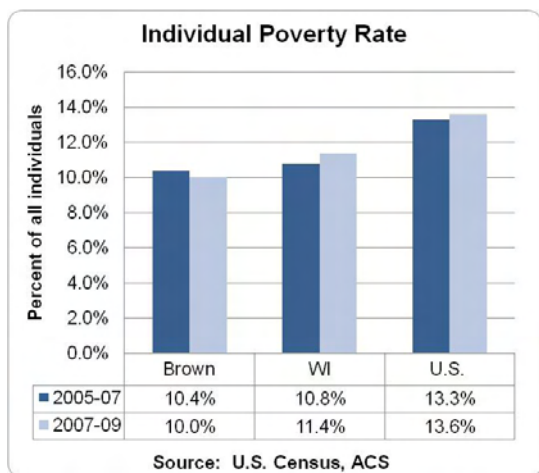
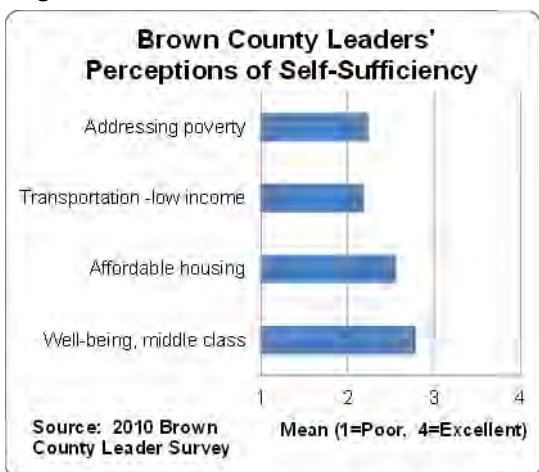


Figure 2

Information and Assistance Call Centers Top Call Requests 2009-2010
Transportation
Housing/ shelter
Utility assistance
Access to dental care
Adult psychiatric appointments
Source: Brown County United Way 2-1-1, ADRC, Crisis Center

Figure 3



Data Highlights

Information on the cost of living can be found in the LIFE at Work section.

Leading Indicator: Poverty Rate

- Figure 1** In 2007-2009, 10% of Brown County residents had incomes below the federal poverty level (FPL) compared to 10.4% in 2005-2007. For a family of four, the FPL was \$22,050 in 2010 (U.S. Census, ACS). Brown County's individual poverty rate was lower than the Wisconsin and U.S. average poverty rates. These statistics are based on a rolling average of the past three years, so very recent trends are not reflected.
- Figure 2** Brown County has an information and referral database partnership among the Brown County United Way 2-1-1 Call Center, the Crisis Center and the Aging and Disability Resource Center (ADRC). In a combined analysis of consumers searching for needed services conducted specifically for the LIFE Study, between 2009 and 2010 the number of contacts increased 11%, to 58,348 contacts. The top five common needs requested by callers over the past year were for housing/shelter, utility assistance, transportation, dental care, and psychiatric appointments.
- Figure 3** Local leaders were asked to rate Brown County in terms of self-sufficiency. On a scale from 1 (Poor) to 4 (Excellent), average leader ratings fell between 2 and 3, with 2.2 given for the area's efforts to address local conditions that contribute to poverty and providing public transportation that meets the needs of low-income residents.
- When asked to rank priorities, 31% of leaders named "addressing issues of poverty" and 28% said "assist persons to meet their basic needs" as high priorities for Brown County.

Progress and Concerns

The combined efforts of local nonprofit information and referral services will enable Brown County to monitor the expressed needs of community members in the future. All indicators show increasing financial insecurity, with only 70% of community members feeling very secure financially. Leaders and community residents believe that the area could do a better job assisting people with low incomes to meet their basic needs.

Financial Support

Data Highlights

- **Figure 1** Wisconsin Works (W-2) is a financial assistance program based on work participation and personal responsibility. Since 2006, the number of people receiving W-2 in Brown County has increased by 92%, compared to a 45% increase in Wisconsin.
- **Figure 2** The Wisconsin Home Energy Assistance Program (WHEAP) is administered by Integrated Community Solutions, Inc. (ICS) in Brown County. The program provides a one-time payment for a portion of heating costs during the heating season for households with income at or below 60% of the Wisconsin median income. The number of Brown County households receiving WHEAP support has steadily increased, with a 34% increase between 2008 and 2011.
- **Figure 3** Catholic Charities helps people of all income levels with a variety of financial concerns including workshops, budget counseling, and establishing debt management plans. In 2010, the nonprofit agency assisted 368 new clients, up 25% since 2008. Some clients receive debt management services; in 2010, the average debt was nearly \$20,000.
- Experts in the sector panel on self-sufficiency shared the opinion that a lack of life skills, especially financial literacy, poses a barrier to self-sufficiency for many families. They pointed to a concern for the rising costs of quality childcare (11% of median family income in Brown County). Finally, insufficient access to treatment for drug or alcohol addictions or mental health concerns prevents a large segment of low income individuals from staying self-sufficient.

Figure 1

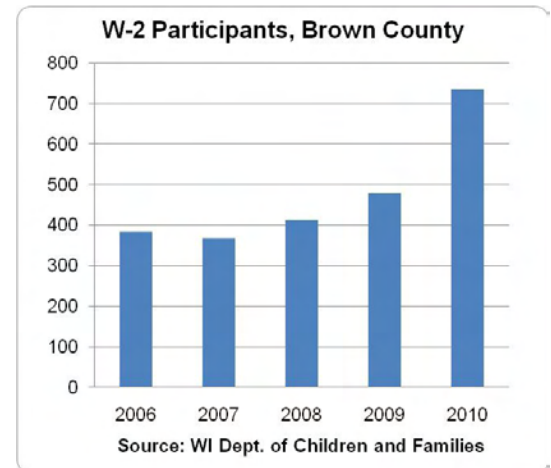
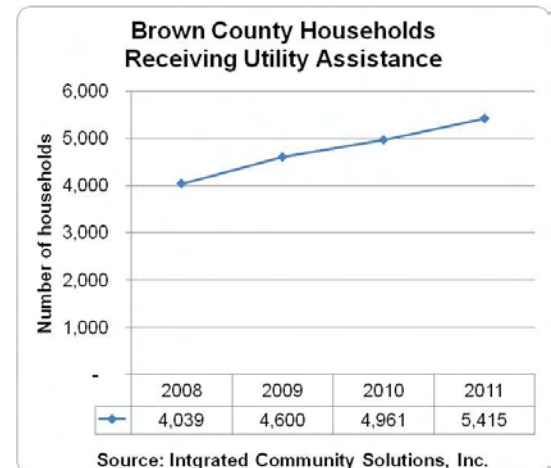


Figure 2



Progress and Concerns

Expert panelists shared their positive opinions about some of the good programs that are being offered in high-poverty local schools to help families in need. While schools and nonprofit organizations can address situations of need in the community, the growing levels of need are outpacing support service capacity. The community should consider additional policies and programs that will remove barriers for people with middle to low income from obtaining basic needs that they need to be self-sufficient.

Figure 3

Catholic Charities Financial Support Program			
	2008	2009	2010
Hours, Budget Counseling	1,254	1,180	1,362
New Clients	294	245	368
Average Debt	\$22,448	\$18,545	\$19,828
Source: Catholic Charities			

LIFE at Work

The pages listed below contain data from published sources presented in this section. Results from the Community and Leader surveys, expert sector panels, and community focus groups are also presented on most pages.

<u>Page</u>	<u>Data shown</u>
Cost of Living	<i>Cost of living index*</i> Median home sales price Local property tax rates Foreclosures
Earnings and Wages	<i>Income distribution*</i> Median household and per capita income Median wage and trends for selected jobs Average weekly wages by occupation
Economic Development	<i>New business start ups*</i> <i>Dollar value of building permits (residential and commercial)*</i> New housing starts/permits
Economy	Largest employers in the area Employment by industry sector Tourism revenues
Employment	<i>Employment in manufacturing sector*</i> Change in employment by industry sector <i>Unemployment rate*</i>
Workforce Excellence	<i>Higher educational attainment of adult population*</i> Labor force participation rate
Transportation	Use of public transportation Quality ratings of roads Flights and freight Average commute time

* Leading Indicator

For more information on work and economic topics:

Better by the Bay, <http://www.betterbythebay.com/>
 Bureau of Labor Statistics, <http://www.bls.gov/bls/blswage.htm>
 Green Bay Area Chamber of Commerce, <http://www.titletown.org/>
 New North, Inc., <http://www.thenewnorth.com>
 RealtyTrac, Inc., <http://www.realtytrac.com>
 Unemployment Statistics, http://dwd.wisconsin.gov/oea/xls/wi_msa_quick_table.xls
 WI County Workforce Profiles, http://dwd.wisconsin.gov/oea/county_profiles/
 WI Department of Workforce Development, <http://worknet.wisconsin.gov/worknet/>

Cost of Living

Data Highlights

More information on the affordability of housing can be found in the LIFE of Self-Sufficiency section.

Leading Indicator: Cost of Living Index

Figure 1 According to the American Chamber of Commerce Research Association (ACCRA) Cost of Living Index (where 100 = the U.S. average), groceries, housing, and miscellaneous items cost less in the Green Bay area than the U.S. average, while utilities and healthcare exceed U.S. levels. The overall cost of living index has risen 4% since 2008.

- **Figure 2** In the Green Bay area, the median home sales price dropped from \$147,000 to \$135,000 between 2008-2009 but rebounded to \$139,000 in 2010, compared to the U.S. median home sale price of \$174,000.
- **Figure 3** In the Green Bay area, the weekly cost of childcare for an infant ranged from \$146 to \$200 in 2010, and for a 3-5 year old child, \$132 to \$154. This represented approximately 10%-11% of the median household income for families with children in Brown County.
- Despite the affordability of local housing relative to the U.S. market, 31% of Brown County homeowners (with mortgages) and 44% of renter households in 2007-2009 were cost-burdened or paying more than 30% of their gross income on housing (U.S. Census).
- As of June 2011, 1,337 homes in Brown County were in some stage of the foreclosure process: 772 homes were in pre-foreclosure, 180 homes were in auction and 385 were bank-owned (RealtyTrac.com).
- In 2010-2011, the property tax rate in Brown County was 4.6% of \$1,000 assessed value, up from 4.4% in 2006-2007. This is slightly above the 2010-2011 statewide rate of 4.1%, which had increased from 3.8% in 2006-2007 (Wisconsin Tax Payers Alliance).

Progress and Concerns

Experts on the sector panel on work agreed that the housing market here is stable and affordable, creating a positive situation for businesses and families. With the exception of utilities and health care, the cost of living in Brown County is at or below the U.S. average. A recent study by the National Childcare Resource and Referral Association found that Wisconsin was ranked fourth in the nation for childcare costs, and locally, these costs pose a great challenge for lower-to-middle income households, as the weekly rate for one child comes to about one-tenth of a family's household income.

Figure 1

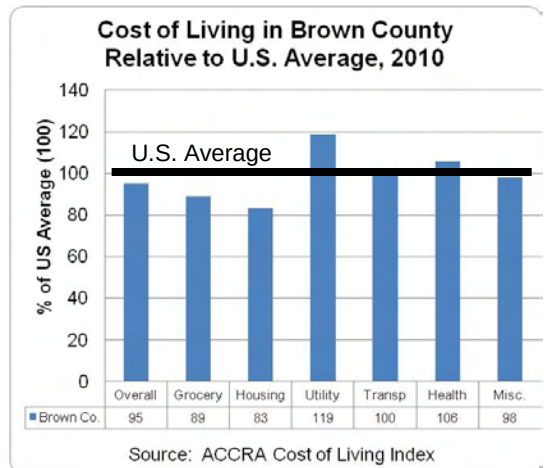


Figure 2

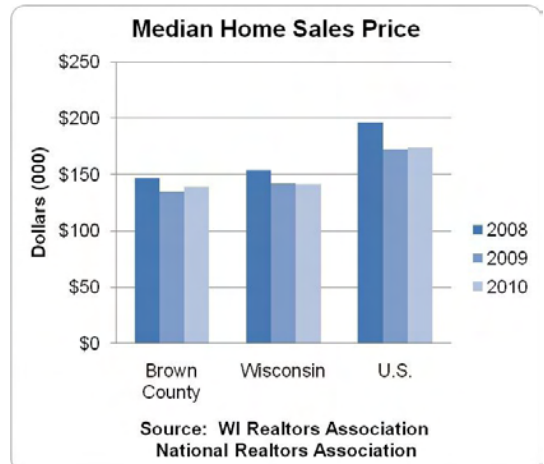


Figure 3

Average Weekly Childcare Costs, 2010		
	Infant	Child (Age 3)
Brown County	\$146-\$200	\$132-\$154
Wisconsin	\$165-\$209	\$152-\$179
Source: Family & Childcare Resources of N.E.W. Child Care Resources & Referral, Inc.		

Earnings and Wages

Figure 1

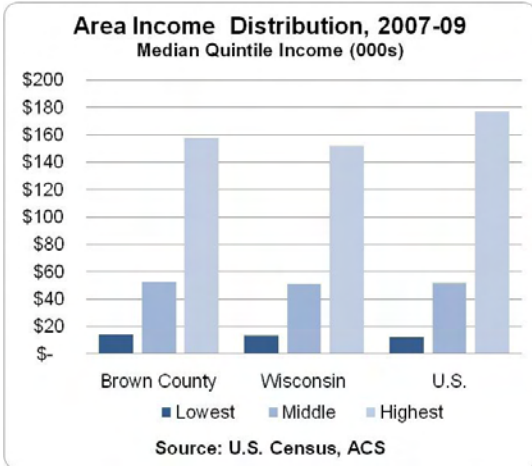


Figure 2

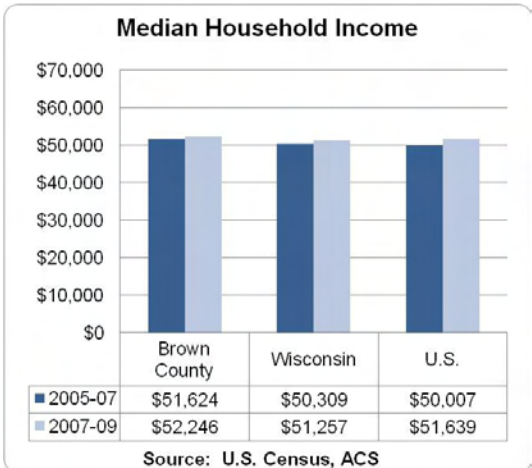
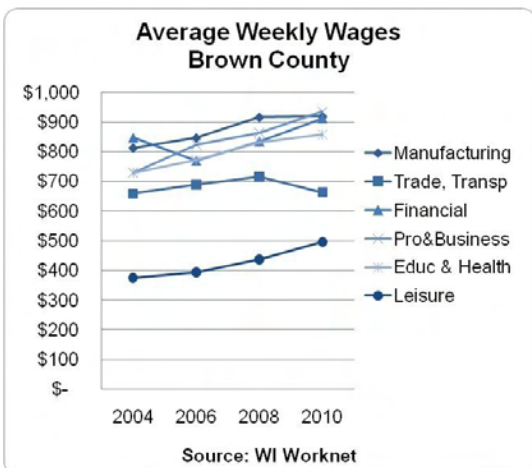


Figure 3



Data Highlights

Leading Indicator: Income Distribution

- Figure 1** The highest quintile out-earned the lowest quintile 11 to 1 Brown County, compared to 15 to 1 in the U.S. In 2007-2009, the lowest quintile earned \$13,933 compared to the highest, which earned \$157,943. The Brown County income gap had increased by 8% between 2005-2007 and 2007-2009, compared to Wisconsin and U.S. rates of increase of 5%.
- Figure 2** The median household income rose 1% since 2005-2007 to \$52,246 in Brown County in 2007-2009, slightly above Wisconsin and the U.S.
- In 2007-2009 in Brown County, per capita income was \$27,007, up 5% since 2005-2007. This exceeded Wisconsin's per capita income (\$26,403) and matched the U.S. (\$27,100).
- Figure 3** According to Wisconsin Worknet, the average weekly wage in Brown County shows a rising trend since 2004 for all occupations, with the exception of trade and transportation, which in 2010 had remained equivalent to wage rates in 2004. Average weekly wages in the leisure sector fell far below those of other sectors.
- The median hourly wage for all occupations in the Green Bay metropolitan area (Brown, Oconto, and Kewaunee Counties) was \$15.87 in 2010, up 1% since 2008. The U.S. wage was \$16.27 in 2010 (Bureau of Labor Statistics).
- When asked to rank the priority level of each of 16 possible actions (across all sectors) that the county could take, 69% of leaders ranked the top scoring item as "creation of jobs that pay higher wages" a high priority. Forty percent of leaders rated "attracting and retaining young professionals" a high priority, the third most highly rated priority action.
- Twenty-seven percent of leaders ranked Brown County Good or Excellent at "attracting, cultivating, and rewarding" young professionals.

Progress and Concerns

Area leaders showed clear consensus that the top priority in the Brown County area should be to create higher wage jobs and develop an environment more conducive to young professionals. Across the nation and in Brown County, per capita and median household income have inched up; local income aligns with U.S. averages. Experts on many sector panels (education, self-sufficiency, home, community, health) expressed concern about the growing income gap between the highest and lowest paid workers.

Economy

Data Highlights

Information on tourism can be found in the LIFE of Recreation and Leisure section.

- **Figure 1** Major employers in the area are reported in the Green Bay Area Fact Book, 2011. An average of just over 168,000 adult residents were in the workforce in 2007-2009 in the Green Bay area.
- **Figure 2** The Brown County area has a varied economy with an array of jobs in many different sectors. Although the largest segment of the workforce is employed in trade, transportation and utilities are closely followed by education, health and social services, and manufacturing. The local economies are similar to the make-up of Wisconsin overall, but compared to the U.S., they rely more heavily on manufacturing and less on professional, and scientific sectors. In Wisconsin, 19% of employment is in manufacturing compared to 11% in the U.S.
- **Figure 3** Tourism is a significant part of the local economy. Although total expenditures fell considerably between 2008 and 2010. Full time employment in the tourism sector, as well as state and local tax revenue rose substantially. In 2010, tourists spent over \$498 million in the area, contributing to 11,883 jobs and over \$20 million in local tax revenues.

Progress and Concerns

The Brown County economy remains diversified and balanced, while continuing to rely on a strong manufacturing sector. The decline in manufacturing jobs is likely due to the reduction in low-skilled manufacturing jobs as efficiencies and automation are achieved. Business leaders on the expert sector panel on work saw an emerging strength in the high-skill manufacturing sector for our area. These jobs are more complex and require higher-order thinking skills within the workforce.

Figure 1

2011 Top 10 Brown County Employers	
Humana Insurance Co.	3,169
Schneider National Inc.	2,994
Oneida Tribe of Indians of Wisconsin	2,916
Georgia Pacific Corporation	2,400
Bellin Health	2,203
Aurora Health Care Inc.	1,703
Saint Vincent Hospital	1,556
United Health Group	1,538
American Foods Group	1,523
Wisconsin Public Service	1,438

Source: Green Bay Area Chamber of Commerce

Figure 2

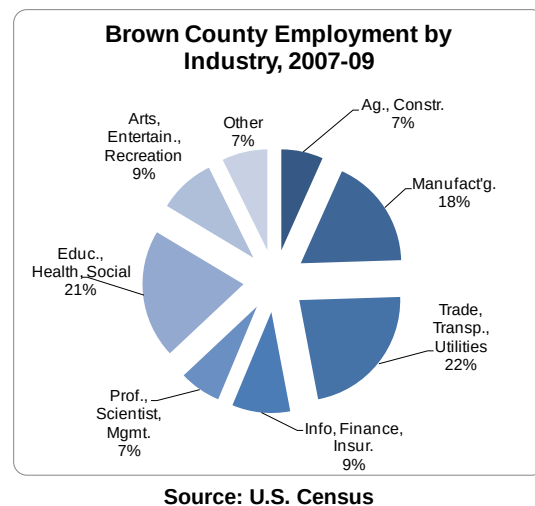


Figure 3

Economic Impact of Tourism in the Green Bay Area				
	2007	2008	2009	2010
Total Expenditures	\$530,063,680	\$557,723,866	\$489,073,315	\$498,309,816
Employment (FTE)	8,723	8,927	11,590	11,833
State Tax Revenue	\$32,489,000	\$33,949,000	\$48,793,000	\$49,631,000
Local Tax Revenue	\$11,552,000	\$12,209,000	\$20,032,000	\$20,437,000

Source: WI Department of Tourism

Employment

Figure 1

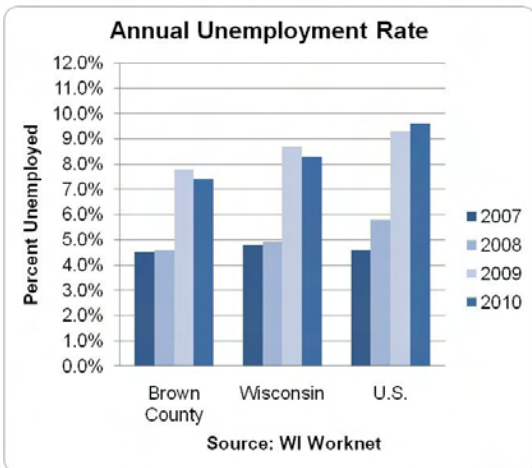
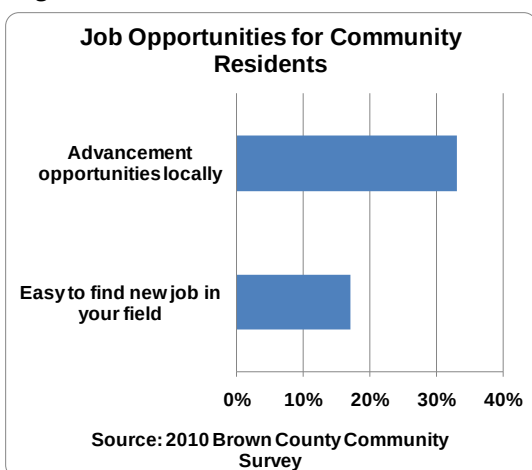


Figure 2

	2005-07	2007-09
Agric., Construction	7.1%	6.7%
Manufacturing	18.0%	17.8%
Trade, Transp, Utilities	22.6%	22.5%
Info, Finance, Insurance	9.8%	9.3%
Prof, Scientific, Manage.	6.6%	6.7%
Educ, Health, Social	19.1%	20.6%
Arts, Enter., Recreation	9.3%	9.1%
Other	7.6%	7.3%
Total employed (age 16+)	124,711	129,697

Source: U.S. Census

Figure 3



Data Highlights

Leading Indicator: Employment in Manufacturing Sector

- According to Wisconsin Worknet, an average of 23,920 persons were employed each month in 2010 in the manufacturing sector in Brown County, an 8.7% decline from 26,204 a month in 2008. Eighteen percent of jobs in Brown County area were in manufacturing in 2010.

Leading Indicator: Unemployment Rate

- Figure 1** Across the U.S. and locally, the unemployment rate jumped between 2008 and 2010. Unemployment rates were lower locally than in the U.S. every year between 2007 and 2010.
- Figure 2** While most sectors saw a decline in employment between 2005-2007 and 2007-2009, healthcare employment rose 8% and professional/management jobs grew by 2% in Brown County.
- Figure 3** A large number of community members expressed insecurity about their jobs or careers, with 55% indicating that there would be few or no advancement opportunities locally over the next 10 years. Only 17% felt that it would be easy to find another job in their field in Brown County if let go from their current jobs, while 35% said it would be very difficult to find a new job in their field.
- Fifty-five percent of community members rated the area as good or excellent at building a strong economy compared to 67% of leaders.
- Forty-five percent of community members said the area was Good or Excellent at providing jobs that had health care benefits, while 43% said Fair or Poor.

Progress and Concerns

Manufacturing is stabilizing and returning in Brown County (in contrast to the national trend). Experts on the sector panel on work believed that there was a mismatch between current workforce skills and what the emerging economy requires (e.g. technical skills, social skills, teamwork, problem solving). Many times, this gap makes it difficult for businesses to find employees for current work and to expand capacity.

Economic Development

Data Highlights

Leading Indicator: New Business Startups

- 749 new businesses were started in the Brown County area in 2010. This data will be tracked in future years.

Leading Indicator: Dollar Value of Building Permits

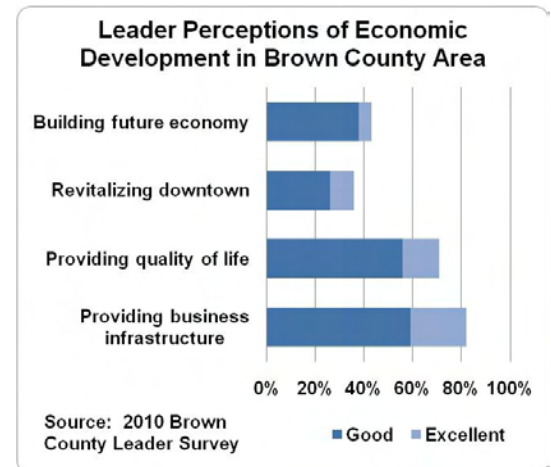
Figure 1 The dollar value of commercial building permits in the Green Bay area increased between 2008 and 2010, growing to \$119,885,419 despite a smaller number of commercial permits issued. The number and value of residential permits has continued to be strong despite the recession, with 1,646 new home permits issued for over \$111 million.

- Figure 2** Only 43% of leaders surveyed believed that the area is doing a Good or Excellent job at building a strong economy in the area. Business infrastructure and area-wide quality of life were ranked more positively by leaders.
- Business leaders on the expert sector panel on work believed that state and local government practices slowed economic development. For example, state environmental regulations slowed certain projects while financial policies of banks added complexity to business growth.
- Forty-seven percent of community members rated the area Good or Excellent at doing the things necessary to have a strong economy in the future.

Figure 1

Building Permits in the Green Bay Area				
	Commercial Industrial		Residential	
	#	\$\$	#	\$\$
2008	480	\$78,788,646	1,682	\$77,904,883
2009	344	\$101,714,503	1,500	\$59,043,936
2010	358	\$119,885,419	1,646	\$111,657,568
Source: Green Bay Area Chamber of Commerce				

Figure 2



Progress and Concerns

Despite the 2008-2009 recession in the U.S., construction permitting remained strong locally indicating that businesses continue to invest in capacity. The Port of Green Bay is critical to economic development in the area.

A theme throughout the survey and expert sector panel results is the desire to attract better jobs and young professionals with greater collaboration among the public and private sectors across the region. Business leaders urged greater collaboration among municipalities and among the New North counties around economic development. Several organizations in our community work to encourage local economic development, including New North, Advance and Better by the Bay.

In addition, focus group participants and expert sector panelists concurred that, at times, actions taken by local political leaders have created negative perceptions of the area, creating a challenge for economic development, recruitment, and retention.

Workforce Excellence

Figure 1

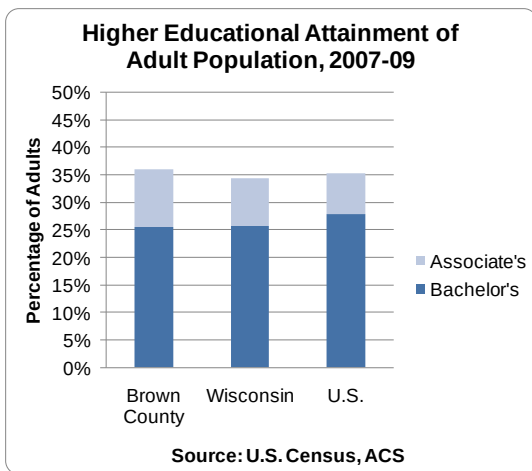
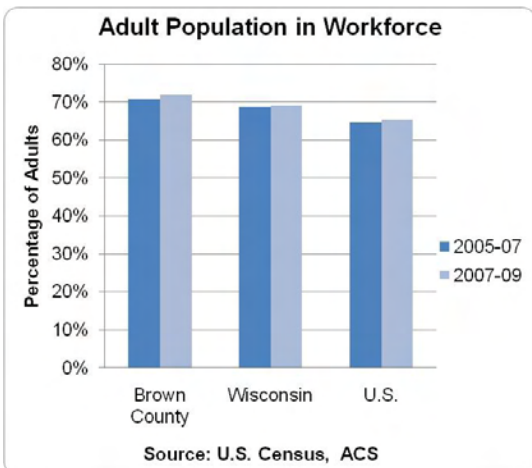


Figure 2



Data Highlights

Leading Indicator: Higher Educational Attainment of Adult Population

- Figure 1** Since 2005-2007, the percent of adults with a Bachelor's degree or higher in Brown County has remained consistent at 26% of the population. The rate in Brown County is slightly below the U.S. (28%). However, the Brown County area is higher than average at the percent of adults with Associate's degrees. According to 2007-2009 Census estimates, 10% of Brown County adults had an Associate's degree or higher, compared to 9% in Wisconsin and 8% nationally.
- Figure 2** The labor force participation rate in the Brown County area (72%) exceeds the U.S. average for adults (65%). The labor force participation rate is defined as the percent of people of working age who are employed or actively looking for work.
- A higher percentage of women in Brown County work (68%) as compared to the U.S. (60%). More women in the workforce has produced a greater need for childcare.

Progress and Concerns

Experts on the sector panel on work believed that more public/private collaborative efforts involving educational institutions are taking place at all levels and recognized that local post-secondary schools, notably Northeast Wisconsin Technical College, had adapted to local employment needs by expanding programming capacity in high-demand fields.

Expert sector panelists were concerned about alignment between K-12 education and job-readiness for students who did not plan to attend college. Students not seeking college degrees are more likely to remain in the area and form a vital part of the workforce; they must be better prepared. They recommended that more paths be created for students to enter careers aside from attending a four year college.

These panelists observed that companies everywhere were becoming stricter about whom they hire and are conducting more drug tests, credit checks, and the like. An increasing number of potential employees do not pass these tests, sometimes making it difficult to fill open positions.

Expert sector panelists and survey respondents concurred that Brown County is not attracting enough young professionals. They recommend a more concerted effort in the area to "tell the story" of what Brown County has to offer for a young professional.

Transportation

Data Highlights

Information on paratransit services can be found in the LIFE at Home section.

- **Figure 1** Over 1.4 million rides were provided for fixed routes and paratransit riders in 2010. Fixed route ridership declined 22% between 2008 and 2010, while paratransit rides remained fairly consistent at 67,384 in 2010.
- **Figure 2** Federal funding for the operation of Green Bay Metro Transit is changing due to population growth in the metro area. Likewise, Wisconsin's 2012-2013 budget decreases funding for public transportation. These revenues make up more than half of public transit funding.
- **Figure 3** Using the common assessment called a PASER rating, sampled roadways are scored Poor, Fair, or Good. In 2009, 35% of area roads fell into the "good" category, a slight increase from 2007.
- **Figure 4** Austin Straubel Airport reported a significant decrease in annual totals in all categories of air transportation from 2008-2010, although 2010 numbers showed an improvement over 2009.

Figure 4

Flights and Freight in Brown County			
	2008	2009	2010
Total air passengers	844,360	719,268	725,036
Total air freight (lbs.)	521,561	355,824	451,859
Port tonnage (metric)	2,205,062	1,810,311	n/a

Source: Greater Green Bay Area Chamber of Commerce

- Local residents commuted to work in an average of 18 minutes, compared to the U.S. average of 25 minutes.
- Sixty-three percent of community members rated the area Good or Excellent at providing a transportation system that meets their needs to get to work.

Progress and Concerns

Although Green Bay Metro Transit has recently purchased energy-efficient busses and changed its routing system to improve efficiency, experts on several sector panels discussed their concerns about public transportation: inadequacies in coverage of geographic locations, evening shift hours, and implications of predicted reductions of public financial support. Any reductions in service or fare increases will make transportation more difficult for those who do not own a car, most notably low-income community members, youth, and the elderly. While trails have been developed in the county, experts on several sector panels were concerned that there is insufficient attention to the creation of a connected web of bicycle and pedestrian trails for commuting.

Figure 1

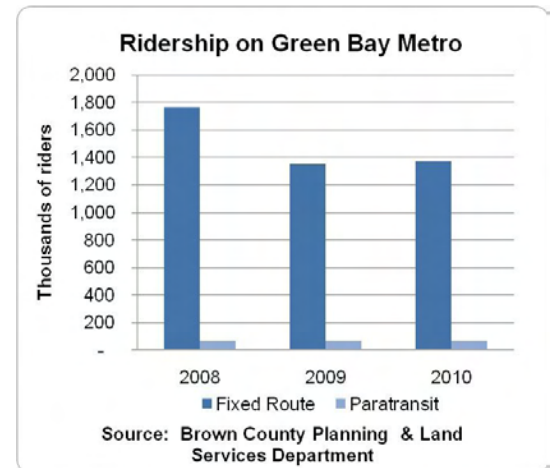


Figure 2

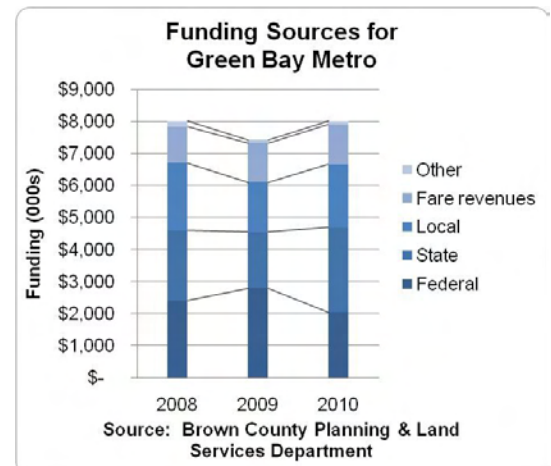


Figure 3

