



LIFE STUDY
LEADING INDICATORS FOR EXCELLENCE **BROWN COUNTY**



2016

A COMMUNITY ASSESSMENT FOR BROWN COUNTY, WISCONSIN

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LIFE Study

Purpose and Opportunity

Vibrant communities thrive when people from all sectors are knowledgeable and informed about the community as a whole and are willing to contribute to its progress. The Leading Indicators for Excellence (LIFE) Study, sponsored by the Brown County United Way, the Greater Green Bay Community Foundation, and the Greater Green Bay Chamber, is a tool for this work. By providing an assessment of the quality of life in Brown County, leaders and residents can find common ground and align resources to advance community goals.

The purpose of the LIFE Study is to measure progress using leading indicators of measurement for 10 sectors of life in the community; identify areas of concern and issues the community can address; and provide secondary data and community member perceptions for analysis purposes. The study becomes even more meaningful if it fosters community conversations that help align and allocate resources to better the community and achieve greater impact. The study offers a comprehensive, timely synopsis of data, surveys, and expert analysis on key areas of community health from a wide variety of objective, reputable, original and published sources.

The 2016 Study, a successor to the 2011 LIFE Study, is a continuation of a concerted effort to build a base of knowledge about our community and measure its progress over time. The 2016 Brown County LIFE Study includes many indicators explored in the 2011 LIFE Study, allowing the community to benchmark itself on progress. It also incorporates new indicators that provide additional insight into the quality of life in Brown County.

The 2011 LIFE Study has remained a dynamic and powerful resource over the past five years, serving as a catalyst for community initiatives across sectors and informing the work of nonprofits and their approach to serving the community. The leading indicators report on progress achieved in all 10 sectors of the Brown County community. A number of significant larger-scale initiatives followed the release of the 2011 LIFE Study, including the following:

- A Brown County Vision 2020 conference hosted by the Bay Area Community Council that subsequently convened discussion groups around the major topic areas.
- Achieve Brown County, a cradle-to-career initiative that rallies its efforts around critical indicators of success.
- The Brown County Child Abuse and Neglect Task Force, which developed a community plan to reduce and ultimately prevent child maltreatment.
- An 18-month regional initiative to use quality improvement science to address root causes of poverty in Northeastern Wisconsin called the Poverty Outcomes and Improvement Network Team (POINT).
- A new Field of Interest fund at the Greater Green Bay Community Foundation to support Arts and Culture.
- An impact strategy developed by The Women's Fund, a fund of the Greater Green Bay Community Foundation, to support girls ages 9-15.
- Connections for Mental Wellness, a collaboration to create better access and an improved system; decrease stigma of mental illness; create a healthier community; and increase funding for community mental health services.

The LIFE Study paints a broad picture of the community from different angles and presents selected key data. This research provides insight into the assets and challenges of the community but not solutions to its needs: The sponsors have not offered recommendations to addressing issues presented in the study but have identified leading indicators to help the community measure progress. Now, it's up to the community to use this information to continue to impact the quality of life here.

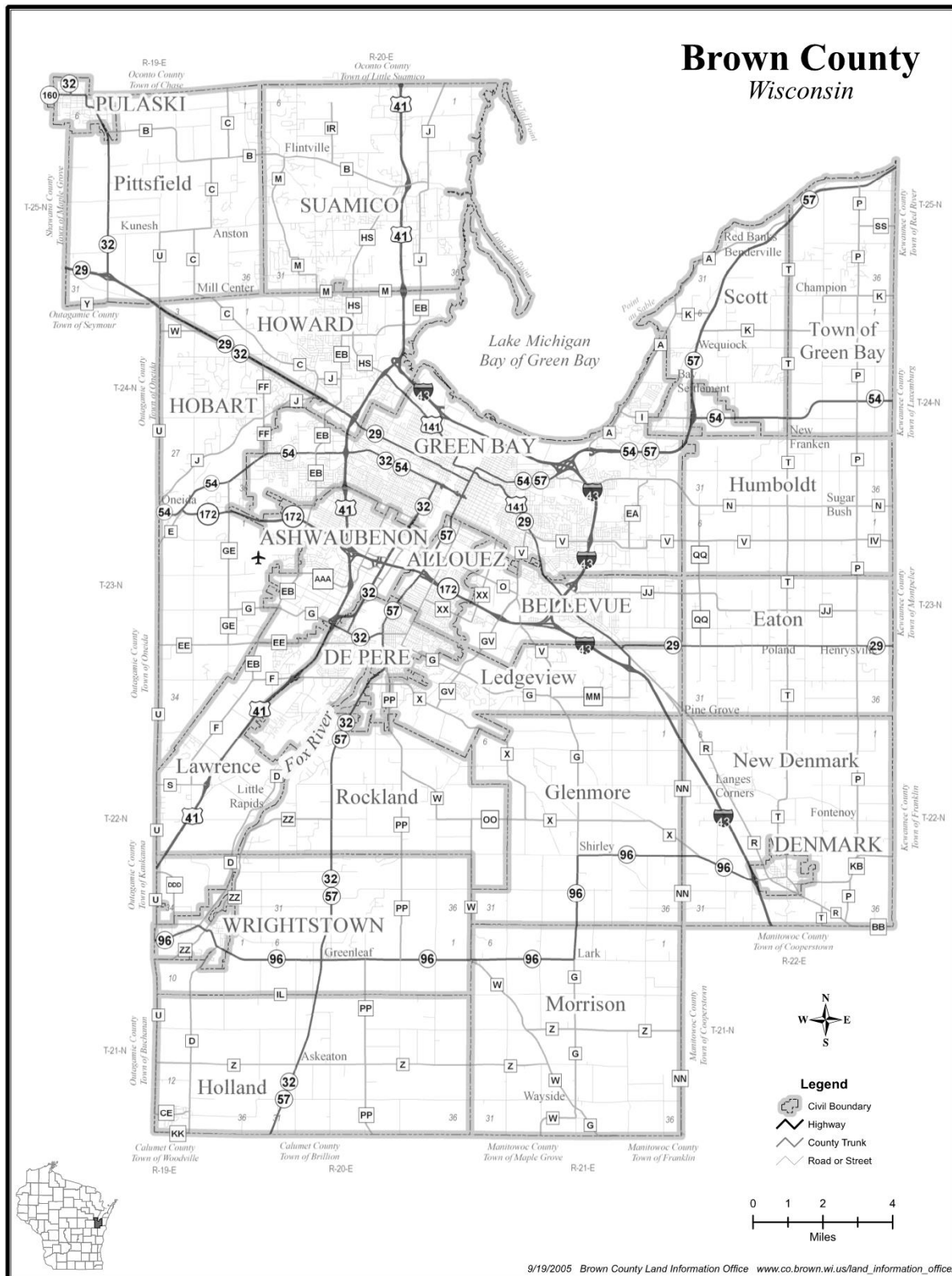
Brown County Demographics

Census Estimates

<i>Characteristic</i>	<i>Value</i>
Race/Ethnicity	
Hispanic	8.3%
White (not Hispanic)	81.8%
Black/African American	2.4%
American Indian	2.5%
Asian	3.2%
Native Hawaiian/Pacific Islander	0.04%
More than 2 races	1.9%
Unemployment Rate	4.1%
Poverty Rate	12.4%
Median Household Income	\$53,392
Bachelor's Degree or Higher	28.3%
Has Health Insurance	92.6%
Has a Disability	11.6%
Median Rent	\$696
Median Home Sale Price	\$151,000

Source: U.S. Census Bureau, 2015

Map of Brown County, Wisconsin



Brown County LIFE Study

Population of Brown County Municipalities

Population Estimates

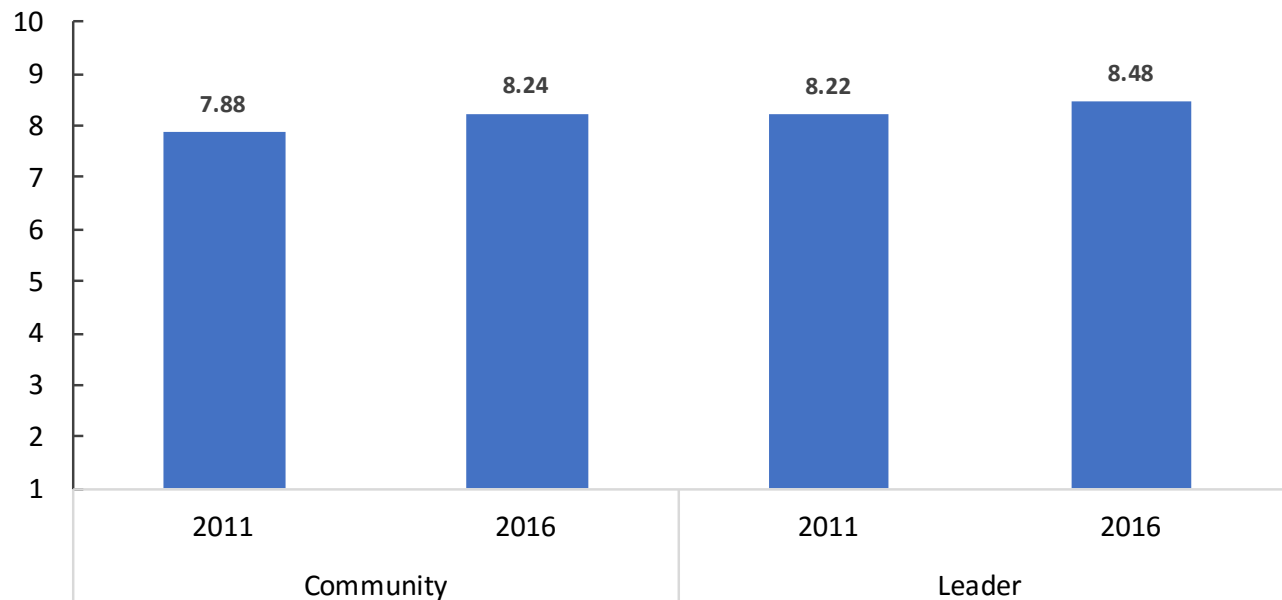
<i>Municipality</i>	<i>Census 2010</i>	<i>Census 2015</i>	<i>Percentage Change</i>
City of Green Bay	104,057	105,051	0.96%
City of De Pere	23,800	24,447	2.72%
Village of Howard	17,399	18,901	8.63%
Village of Pulaski	3,539	3,519	-0.57%
Village of Suamico	11,346	11,819	4.17%
Village of Allouez	13,975	13,790	-1.32%
Village of Ashwaubenon	16,963	16,940	-0.14%
Village of Bellevue	14,570	15,047	3.27%
Village of Denmark	2,123	2,161	1.79%
Village of Hobart	6,182	7,958	28.73%
Town of Green Bay	2,035	2,074	1.92%
Town of Ledgeview	6,555	7,431	13.36%
Town of Wrightstown	2,221	2,254	1.49%
Town of Eaton	1,508	1,566	3.85%
Town of Rockland	1,734	1,776	2.42%
Town of Lawrence	4,284	4,709	9.92%
Town of Scott	3,545	3,604	1.66%
Town of Glenmore	1,135	1,131	-0.35%
Town of Holland	1,519	1,548	1.91%
Town of Humboldt	1,311	1,319	0.61%
Town of Morrison	1,599	1,613	0.88%
Town of New Denmark	1,541	1,568	1.75%
Town of Pittsfield	2,608	2,678	2.68%
Brown County	248,006	258,718	4.32%

Source: Wisconsin Department of Administration

Overall Satisfaction with Quality of Life

LIFE Study Survey Data

Satisfaction with Quality of Life in the Brown County Area
1=Very Dissatisfied, 10=Very Satisfied



Source: 2011 & 2016 Brown County Community & Leader Surveys

Overview: Members of the community and community leaders were asked to rate the quality of life in Brown County on a 1-10 scale, where 10 corresponds to the highest level of satisfaction. This question was asked in both 2011 and 2016.

Among community members and leaders, perceptions of the quality of life improved from 2011 to 2016.

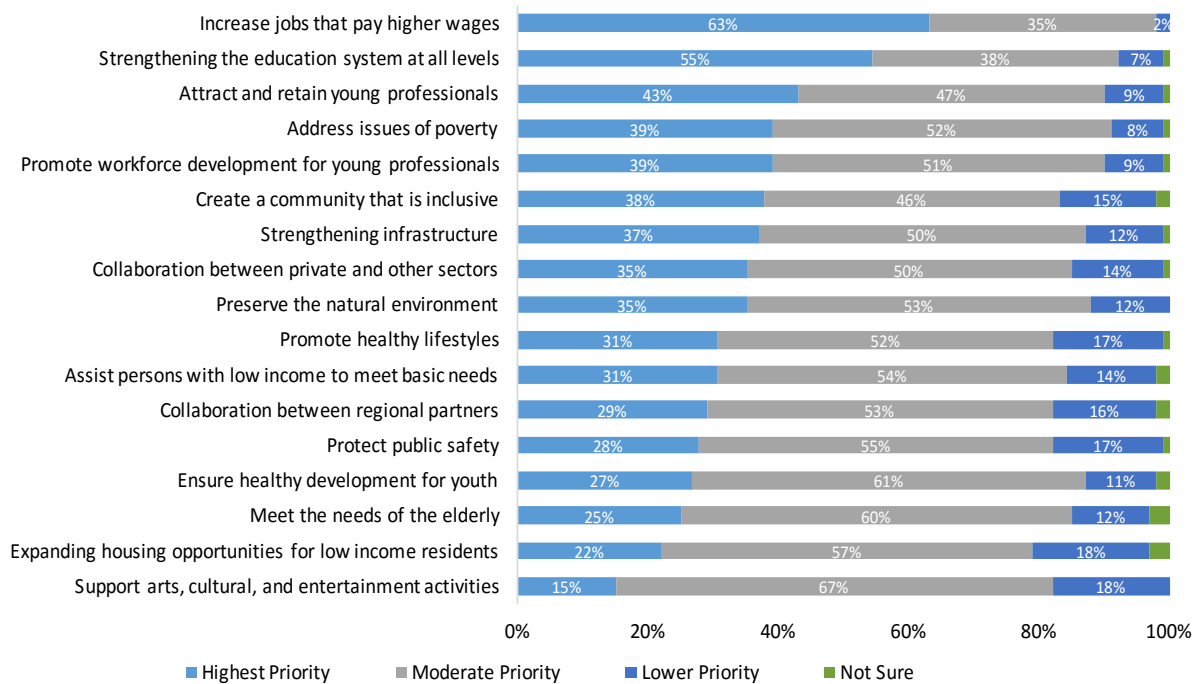
In 2011, the average level of satisfaction with the quality of life was 7.88 among community members. In 2016, that number increased to 8.24. It is worth noting that an increase of 0.36 from 2011 to 2016 is quite large given that the scale runs from 1 to 10.

Among community leaders, perceptions about the quality of life improved as well. In 2011, the average rating among community leaders was 8.22, and in 2016 that number increased to 8.48. Again, an increase of 0.26 from 2011 to 2016 is fairly large given the scale.

Priorities of Leaders

LIFE Study Survey Data

Please Indicate Whether Leaders Should Place a Low or High Priority on Each of the Following Issues.



Source: 2016 Brown County Leader Survey

Overview: A number of issues were seen as very high priorities among community leaders in the 2016 LIFE Study survey.

Sixty-three percent of community leaders said increasing jobs that pay higher wages should be a high priority; 35% of leaders said this should be a moderate priority.

Fifty-five percent of community leaders said strengthening the education system at all levels should be a high priority; an additional 38% of leaders considered it a moderate priority.

Attracting and retaining young professionals also garnered attention: 43% of leaders said this should be a high priority, and 47% said it should be a moderate priority.

Addressing issues of poverty was also seen as important by many community leaders, with 39% of leaders saying this should be a high priority, and 52% saying it should be a moderate priority.

Components of the Study

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

Community Survey of randomly sampled community members of Brown County (with a confidence interval of + or – 4.5%, response rate 20%). The survey was mailed and offered electronically online. It was conducted by St. Norbert College’s Strategic Research Institute. In addition to the 2016 community survey, surveys were administered in Spanish and Hmong to small samples within the community. Although the community survey was generalizable to the Brown County population (due the sampling methodology that was employed), the Spanish and Hmong language survey results cannot be used to generalize to all Spanish and Hmong speaking residents in the community. The surveys were administered to a small number of respondents and the surveys were based on convenience samples, which means that respondents were not randomly selected. Thus, the results of the Spanish and Hmong surveys should be interpreted with caution and provide only a preliminary look at the opinions of these groups.

Leader Survey of area leaders representing government, faith, business, media, nonprofits and foundations, health care, education, and the community at large. The survey was sent to a selected sample that included members of nonprofit boards of directors, elected and civic leaders, CEOs, and others. The survey was conducted by St. Norbert College’s Strategic Research Institute.

Provider Statistics requested from selected nonprofit and public organizations. The utilization statistics of these organizations were requested in order to understand the needs community members experienced.

Published Data from reliable secondary sources such as Wisconsin state government agencies, the U.S. Census, city and county governments, Centers for Disease Control, and other reputable and objective sources.

U.S. Census Datasets: Estimates from a variety of Census datasets, such as the American Community Survey (ACS), were used. When available, data from multiple years was included so trends could be examined.

Interviews with LIFE Study topic experts (planning departments, environmental analysts, educators, nonprofit experts, business statisticians, and others).

When appropriate, rates rather than actual number of cases or reports were used to adjust for the size of the population and changes over time.

Occasionally, a source’s data reporting methods changed since the 2011 LIFE Study, which is noted where applicable.

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

Overview

Data Selection

The use of data in the 2016 LIFE Study 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 the 2016 LIFE Study

- 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 2016 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 data were collected for the study, certain data began to emerge as important measures of vital aspects of the community. In each sector expert panel, input and suggestions were asked about which data might be a strong marker of conditions within that sector. Based on all of these factors, LIFE Study consultants and the Steering Committee chose a final set of leading indicators for Brown County.

Each indicator was assessed to determine how well the community did in that area. Based on the data analysis and interpretation, scores were assigned along two dimensions for each leading indicator that is presented on each chapter cover page.

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

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

For both ratings, the following rating scheme was used:  Good  Fair  Poor  Not Rated

Leading Indicators

Leading Indicator Description: A leading indicator is an important data point or “marker” that can provide measurement of progress related to a community condition. The 2016 LIFE Study has identified data that reflect key conditions in the community, which are called “Leading Indicators.” In some cases, leading indicators represent data that might be predictive or “leading” in that sense. In other cases, leading indicators contain information that is a significant (or leading) marker of progress (or lack of progress). Each leading indicator must meet a number of standards: quality, availability, and understandability.

LIFE of Arts and Culture

- Annual Tickets Sold at Nonprofit Arts Organizations
- Revenues of Arts-Related Charities
- Employment in Arts-Related Field

LIFE in Our Community

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

A Healthy LIFE

- County Health Rankings
- Child Poverty Rate
- Births to Mothers who Obtained Prenatal Care
- Percent of Adults Binge Drinking in the Past Month
- Percent of Adults who are Obese or Overweight

LIFE at Home

- Annual Childcare Costs per Median Family Income
- Older Adult Poverty Rate
- Percent of Births to Mothers with less than High School Education

LIFE of Learning

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

LIFE in Our Natural Environment

- Percent of Good Air Quality Days
- Miles of Impaired Surface Waters

LIFE of Recreation and Leisure

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

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 of Self-Sufficiency

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

LIFE at Work

- Cost of Living Index
- Income Distribution
- Employment in Manufacturing Sector
- Unemployment Rate
- Dollar Value of Building Permits

Snapshot of Key Findings

<i>Sector</i>	<i>Progress</i>	<i>Concerns</i>
LIFE of Arts and Culture	- Positive ratings for arts and cultural opportunities - Increased revenue in local arts and cultural organizations in recent years	- Concern about arts and cultural opportunities for youth - Constant pressure on arts and cultural organizations to fundraise
LIFE in Our Community	- Population growth - High levels of civic involvement - Strong financial health reported among local nonprofits	- Perceptions about being able to impact decisions of community leaders - Perceptions about the impact of growing diversity - Representation of women in local government
A Healthy LIFE	- Decline in teen birth rate since 2010 - Decrease in the hospitalization rate due to alcohol or drugs - Health care quality rated very positively	- Child poverty rate has remained high in Brown County - Large portions of the population are overweight or obese - Concern about promoting responsible alcohol use by residents
LIFE at Home	- Positive rating for Brown County as a place for people with disabilities - Positive rating for Brown County as a place that cares for vulnerable populations	- Sizeable number of people reported being unable to obtain affordable child care - Death rate due to Alzheimer's disease exceeded the state average
LIFE of Learning	- Improved ACT scores and high school graduation - More adults in the community with experience with higher education - Positive view of quality of educational opportunities in Brown County	- More pronounced achievement gap in Brown County compared to the state - Concern about the disproportionate suspensions of minority students - Rising costs of higher education
LIFE in our Natural Environment	- Positive rating for the quality of the natural environment - Positive rating for the quality of drinking water - Number of days with good quality air increased from 2014 to 2015	- Concern about the extent to which the area addresses emerging environmental issues - Concern about the quality of rivers and lakes - Number of people commuting to work alone remains high and has increased slightly
LIFE of Recreation and Leisure	- Overwhelmingly positive assessments of recreation and leisure opportunities - Increase in direct visitor spending over time - Variety of sporting events	Concern the local workforce can't keep pace with growth in tourism in the coming years
A Safe LIFE	- Decline in crime rates through 2014 - Positive rating for local law enforcement - Local schools seen as safe	- Concern among community leaders about domestic abuse and violence at home - Juvenile arrest rate higher than state average
LIFE of Self-Sufficiency	- Increase in median home prices - Decline in the number of home foreclosures	- Housing cost burden - Increase in the number of children identified as homeless in local public schools - Disparities in hunger by income level - Little improvement to poverty rate over time
LIFE at Work	- Decline in unemployment rate - Cost of living remains low - Diverse local economy - Public support for revitalization efforts	- Wages lower than the state average within some sectors of the economy - Need to continue to innovate to ensure economic growth and development

Brown County LIFE Study

Brown County Strengths

Strengths	<i>Broadly Recognized Assets of Brown County</i>
Quality of Education	Education system viewed very positively by surveyed community members and leaders
Tourism	- Growth in direct visitor spending - Variety of amenities for tourists
Entertainment Opportunities	Variety of new and affordable events for the public
Safety in the Community	- Brown County widely viewed as a safe community by community members and leaders - Decline in crime rates
Affordability	Cost of living has remained low relative to the U.S. average
Civic Involvement	High levels of civic participation by community members
Outdoor Recreation	- Diversity of amenities and activities for residents to enjoy - Positive assessments of recreation and leisure activities by community members
Place for Children and Families	Brown County widely viewed as an excellent place for children and families by surveyed community members and leaders
Health Care	Quality of local health care is rated very positively by community members
Economic Development	- Community and leader support for economic development and revitalization - Variety of new projects underway that will attract tourists and spur economic growth

Brown County Opportunities for Improvement

Opportunity Area	<i>Issues to Consider</i>
Health Care	○ Disparities in health insurance coverage by race/ethnicity ○ Disparities in low birthweight births and late prenatal care by race/ethnicity ○ High rates of obesity and overweight status
Unhealthy Lifestyles	○ The promotion of responsible alcohol use ○ Rates of binge drinking much higher than the national average
Economy	○ How to attract and maintain high-paying jobs ○ Retention of young professionals in the area ○ Ensuring a match between area jobs and education/training opportunities
Self-Sufficiency	○ Differences in homeownership rates by race/ethnicity ○ Increased number of homeless students identified in public schools ○ Disparities in concerns about hunger by income level ○ Concerns among surveyed community members and leaders about meeting the overall needs of the poor ○ Large differences in poverty rates by race/ethnicity ○ Differences in the sense of financial stability by race/ethnicity
Inclusiveness of the Community	○ Belief by about one-third of surveyed community members that the growing diversity was having a negative impact ○ Divergence in the views of surveyed community members and leaders about the impact of diversity and the extent to which Brown County was a good place for people of diverse cultural backgrounds
Water and Air Quality	○ Surveyed community members are concerned about the extent to which the area has been addressing emerging environmental issues ○ Mixed views by surveyed community members about the quality of rivers and lakes in Brown County
Political Efficacy and Participation	○ Majority of surveyed community members did not believe they could impact the decisions of community leaders ○ Gap in political representation of women on the County Board ○ Lack of electoral competition in county supervisor elections
Support for Children	○ Burdensome costs of child care for many families ○ More arts and cultural opportunities for children
Education	○ Disparities in achievement when comparing race, income, and disability status ○ Procedures for the suspension of students, as minority groups were much more likely to be suspended

LIFE of Arts & Culture



Photo courtesy of Boys & Girls Club of Green Bay

LEADING INDICATORS

Current	Trend	
▷	△	Tickets sold at arts and cultural organizations
▷	△	Revenues of arts-related public charities
▷	▷	Employment in arts-related fields

△ Good ▷ Fair ▽ Poor --- Not Rated

ARTS AND CULTURE “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members experience:

- + Affordable opportunities for music, visual arts, performing arts, and humanities as offered by vibrant arts organizations of all sizes and types
- + Opportunities to develop their own creative and artistic skills
- + Community events that bring residents together to enjoy arts that are culturally rich and diverse
- + A workforce rich with talented, creative, critically thinking individuals
- + A community in which arts are viewed as integrated into the quality of life, not as extracurricular activities

LIFE of Arts & Culture

Status on Progress

At the same time the Great Recession took a toll on community support for arts organizations nationwide, high-tech lifestyles drove a great deal of change in how Americans engage with the arts, both in creating art and enjoying it. While the arts have become widely accessible and affordable through new forms of creation and experience, the shift has led to challenges and opportunities for the Brown County arts sector.

According to the 2016 community survey, 67% of Brown County community members said arts and cultural opportunities were good or excellent. Community leaders held similar views, with 63% rating the availability of arts and cultural opportunities as good or excellent.

The Brown County area had some promising new artistic developments. Locally, the expression of public art has grown — an indicator of a community's artistic vitality. Sculptures, murals, and even colorful flower gardens adorn municipal streets and buildings.

As Green Bay's downtown has developed, creative activities have developed as well. A critical mass of ongoing, stimulating, creative opportunities led to an emergence of new energy and events. The summer brings out the best in the vibrant public arts scene, with free concerts throughout the area. Aside from Green Bay's Meyer Theatre, Backstage at the Meyer, Olde Main, CityDeck, and Broadway districts with flourishing arts scenes, surrounding communities offered creative events such as De Pere's EastWest Music Series, Pulaski's Polka Days, Ashwaubenon's Concerts in the Park, and weekly farmers markets with live entertainment and sales of artistic creations. Major events such as Artstreet and ArtiGras attract artists to the area and enable the community to experience high-end arts. Some of the largest performing arts organizations saw increased ticket sales recently. The Weidner Center for the Performing Arts, Civic Symphony of Green Bay, and Green Bay Botanical Garden have served more patrons in recent years. The Green Bay Botanical Garden's capital campaign worked to raise \$9 million for a new Amphitheatre. In the fall of 2016, the Kroc Center's Academy of the Arts began a 30-week Studio Dance program in ballet and jazz/hip-hop for youth ages 2-18.

To date, there is little data that tells the story of how local artists and the arts economy contribute to our quality of life, but there have been positive developments on this front. The re-focusing of the area's arts advocacy organization, Mosaic, was good news locally. Mosaic was the lead agency partnering with Americans for the Arts (in one of only 321 U.S. cities to do so) to study the economic impact of the arts on our area. The organization has inventoried local providers of all forms of arts and developed a strategic plan to enhance the area's appeal.

New efforts by local nonprofits are engaging youth in the arts — including low-income youth. The Birder Studio partnered with the YMCA After-School Program to bring performing arts into several high-poverty Green Bay elementary schools. In 2014, the Boys & Girls Club of Green Bay was one of a select group of clubs nationwide to receive a significant grant from the Wallace Foundation to develop innovative, high-quality arts programming for underserved youth. The Production Farm, a new nonprofit established by professional cinematographers, worked with foster youth to teach filmmaking and urban gardening while building the motivation and skills of these at-risk youth. According to the 2016 community and leader surveys, 54% of community members rated the opportunities for children and youth in the arts as good or excellent, compared to 48% of leaders. Notably, 43% of leaders and 28% of community members rated arts and cultural opportunities for young people as fair or poor.

As a final note, the data in this section indicate financial health has been returning to nonprofit arts organizations in Brown County. There were 63 arts-related registered public charities in 2015 (501(c)(3) organizations filing 990s), with average revenue of \$394,653 annually compared to an average of \$183,451 reported in 2011. Many arts organizations, however, remain small and lean — still greatly challenged to compete with larger or for-profit organizations. Experts with knowledge of arts and culture in Brown County have reported optimism about the growing awareness by funders and community leaders about the value of the arts to a community in the broad sense.

Participation and Support

Data Highlights

Figure 1 Arts-Related Registered Public Charities

In 2015, the National Center for Charitable Statistics reported 63 registered 501(c)(3) public charities in the National Taxonomy of Exempt Entities Code broad category of Arts, Culture, and Humanities. Sixty-five such organizations were listed in 2011. In Brown County, the number of large arts-related nonprofit organizations (filing form 990) and smaller, non-filing arts-related nonprofits remained evenly split.

Mosaic, a local organization that advances the arts and creative activity in Green Bay, identified 104 arts-related public and nonprofit organizations in Brown County (including smaller organizations that were not registered with the Internal Revenue Service). Using a somewhat broader definition of arts-related organizations, Mosaic included organizations such as the Brown County Veterans Memorial Arena, UW-Green Bay's Lawton Gallery, Lifelong Learning Institute (formerly Learning in Retirement), Celebrate De Pere, and the Dudley Birder Chorale.

Figure 2 Annual Tickets Sold by Major Nonprofit Venues*

A number of significant nonprofit art and cultural venues attracted people to the area and brought in quality national acts. Notable increases in ticket sales were seen by the Weidner Center and the Green Bay Botanical Garden, which embarked on a capital campaign to raise money for an amphitheater. Unfortunately, the Green Bay Symphony closed its doors in 2015. Due to a change in how they count attendance, data from the Neville Public Museum was not available before 2015. Data also were unavailable for 2015 for the performing arts at St. Norbert College.

Figure 3 Availability of Arts and Cultural Opportunities

Community members reported positive views about the availability of arts and cultural opportunities in Brown County. In 2016, 67% of surveyed community members said arts and cultural opportunities were good or excellent. Similarly, 63% of leaders rated the availability of arts and cultural opportunities as good or excellent.

*Data on outdoor arts venues in the area can be found in the Recreation and Leisure section.

Figure 1

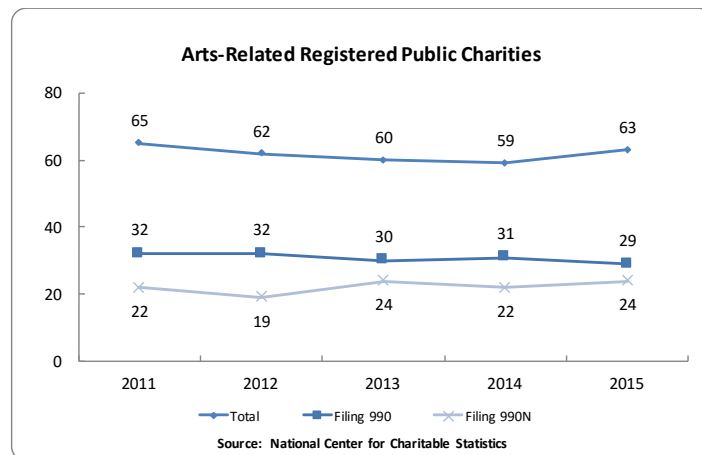


Figure 2

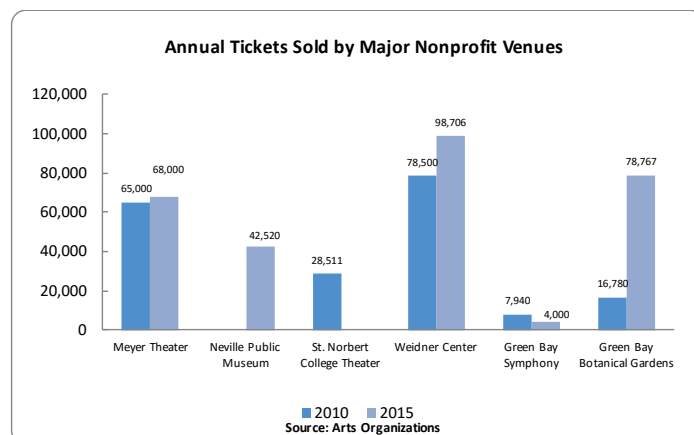
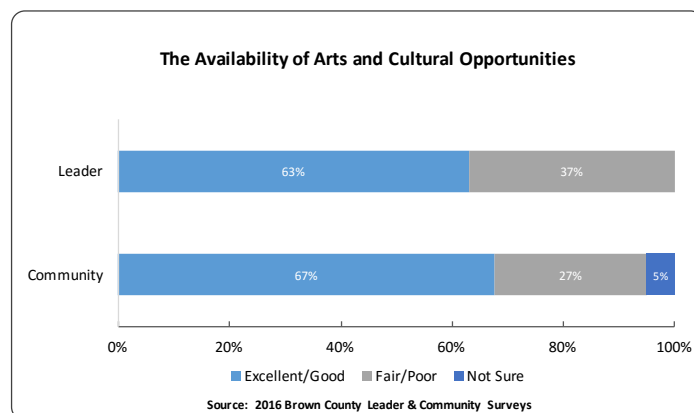


Figure 3



Economic Impact and Support

Data Highlights

Table 1 Per-Capita Budget Appropriations for the Arts

According to the National Assembly of State Arts Agencies, in 2016 Wisconsin allocated \$0.14 per person for the arts, ranking 47th in the U.S. This level of funding was a decline from 2011, when Wisconsin allocated \$0.43 per person and ranked 38th nationally. Nearby states offered greater public support for the arts, including Minnesota, where the legislature passed the Legacy Act, which greatly increased funding for the arts starting in 2010.

Mosaic was a partner in a national Economic Impact Study by Americans for the Arts. This study, scheduled for release in 2017, estimates the financial impact of the arts on the Green Bay area.

Figure 2 Revenue Per Arts-Related Public Charity

The financial performance of large public charity arts organizations improved significantly between 2011 and 2015. Of the 63 registered public charities reported by the National Center for Charitable Statistics in Brown County in 2015, the average revenue was \$394,653 annually compared to an average of \$183,451 reported in 2011.

Figure 3 Number of People Employed in the Arts

While the U.S. Bureau of Labor Statistics reported that the number of persons employed in arts-related careers remained level between 2011 and 2015, local experts advised that typical industry reports of employment within a sector may not apply well to the arts sector. Many artists hold different full-time jobs while pursuing creative activities on a part-time basis.

Perceptions of Investing in the Vitality of Arts Opportunities

The 2016 survey of community leaders and community members asked respondents to rate the extent to which Brown County was investing needed resources to ensure the continued viability of arts opportunities for residents. Among leaders, 37% said the area was doing an excellent or good job, while 51% said the area was doing a fair or poor job (13% of leaders said they were not sure). Among community members, 44% said the area was doing an excellent or good job, while 36% said the area was doing fair or poor on this issue (20% of community members said they were not sure).

Table 1

State	Dollars per Capita FY 2016	U.S. Ranking
Minnesota	\$6.26	1
Michigan	\$0.91	20
Illinois	\$0.63	31
Indiana	\$0.50	36
Iowa	\$0.39	41
Wisconsin	\$0.14	47

Source: National Assembly of State Arts Agencies

Figure 2

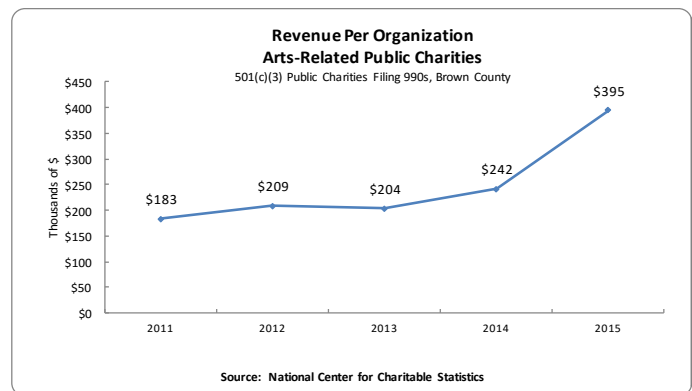
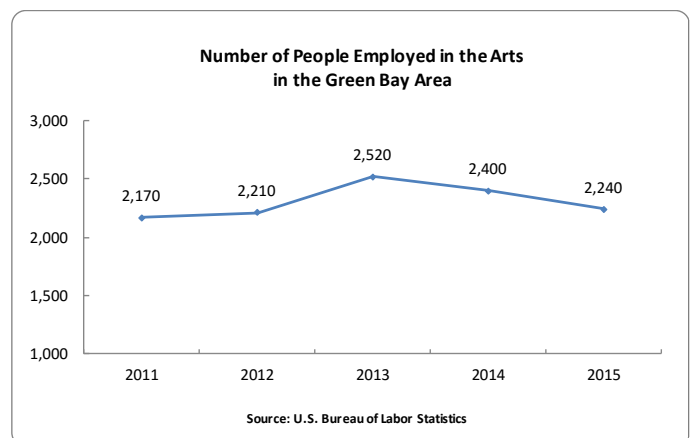


Figure 3



Young People and the Arts

Data Highlights

Figure 1 Children Served by Major Brown County Arts Organizations

Local nonprofit arts organizations served thousands of Brown County children in 2015. The Neville Public Museum instituted a different method to count children served, so past data are not shown in Figure 1. Since the 2011 LIFE Study, two major new venues serving children opened: the ARTgarage, which offers programs for children year-round, including summer camps, and a relocated, new Children's Museum of Green Bay. Notably, the number of children visiting the Green Bay Botanical Garden grew by 193% since 2010.

Figure 2 Extracurricular Music Participation by District

Public schools offer access to arts experiences for all children. According to the Wisconsin Department of Public Instruction, area school districts reported a variety of levels of student participation in extracurricular music programs (the only category of arts reported by schools). While the Ashwaubenon School District and the Green Bay Area Public School District maintained historical rates of participation in extracurricular music, other districts showed increasing music participation since 2009-2010 (De Pere, Denmark, and Pulaski). However, several districts did not sustain the level of involvement seen in 2009-2010 (Howard-Suamico, West De Pere, and Wrightstown). In Denmark, over one-third of students participated in extracurricular music opportunities.

Figure 3 Perceptions of Arts and Cultural Opportunities for Youth

Approximately half of residents surveyed felt opportunities for youth to participate in the arts were good or excellent: 54% rated them good or excellent, compared to 48% of leaders. Notably, 43% of leaders (and 28% of community members) rated arts and cultural opportunities for young people as fair or poor.

Figure 1

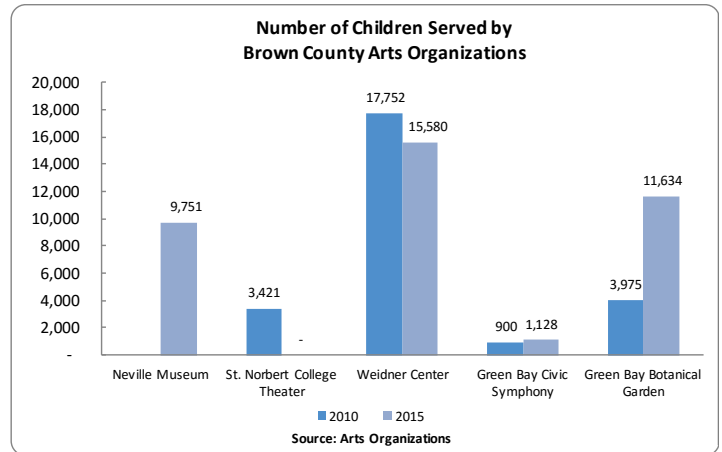


Figure 2

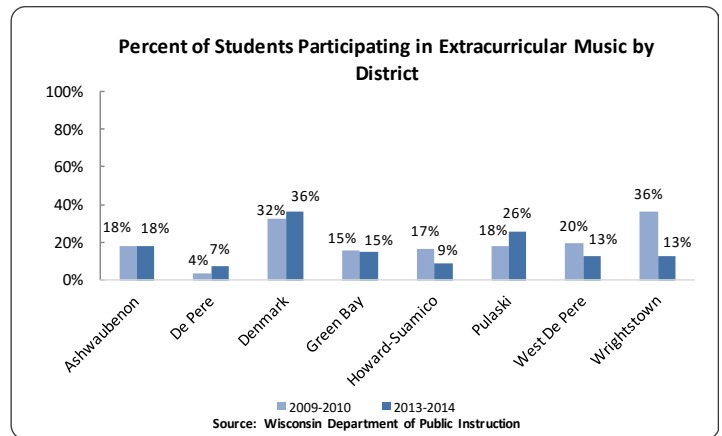
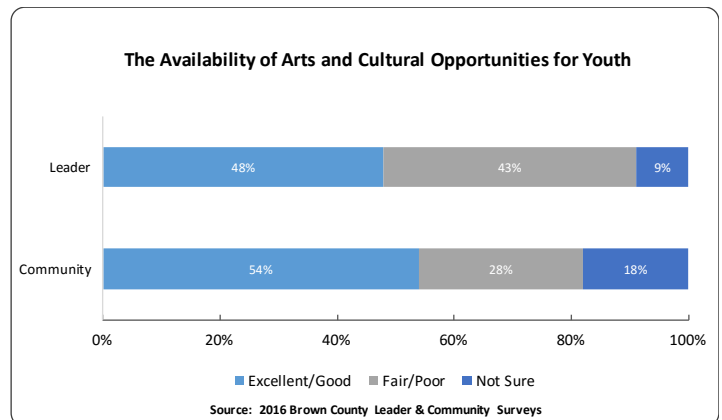


Figure 3



LIFE of Arts & Culture

Challenges and Opportunities

As noted, the Arts & Culture sector has been undergoing a transition – shifting from the emphasis on attending formal, paid performances to experiences more apt to be free, ‘come as you are,’ and very informal. The community must embrace these emerging forms of art along with traditional forms of art and find ways to support and grow arts opportunities that reflect this new participation trend. People who want to support the arts must think of the arts in expanded ways.

Experts in this area reported concerns with the narrow base of financial support for the arts and arts organizations in Green Bay. Although the data reported in this section indicated revenue in large arts organizations increased since 2011, these organizations often rely heavily on earned income and receive little broader, sustaining support, such as from public entities. As reported, the level of support for the arts in Wisconsin dropped from a ranking of 38th among states in 2011 to a new low of 47th in 2015. (Iowa was next lowest at 41st, while Minnesota ranked 1st in the U.S.) This amounts to an investment rate of \$0.14 per capita in arts infrastructure in Wisconsin, well below that of neighboring states. It is worth noting that many local organizations rely heavily on earned income (from ticket sales) for the majority of revenue, a position that puts them on less-secure financial ground and unable to invest in program development or infrastructure. There has been a great deal of pressure on arts organizations’ philanthropic efforts, leading to competition and potentially, in difficult economic times, funding shortfalls. The Green Bay Symphony, despite the fact that it was celebrating its 100th season, closed its doors in 2015.

According to Mosaic, most of the area’s arts organizations remain small. As a result, they were likely to be underfunded and understaffed in recent years, which means their viability is constantly at risk. They are often not able to afford the marketing approaches needed to attract audiences, build a brand, or maintain a social media presence. Moreover, the area was home to a relatively small number of professional artists and performers because it was difficult to become employed as a full-time artist in this area.

It appears survey respondents concur that the nonprofit arts sector continues to be at risk. Community leaders were asked to rate Brown County on “investing needed resources to ensure the continued viability of arts opportunities.” According to the 2016 survey, 37% rated the area as excellent or good, while 51% rated it as fair or poor.

In terms of engaging young people in arts experiences, 43% of leaders and 28% of community members rated arts and cultural opportunities for young people as fair or poor. Data on the opportunities for local youth are sorely lacking – it is unclear whether public school students were gaining access to visual and design arts, performing arts and dance, or musical instruction opportunities. With the one available measure -- extracurricular music participation -- some schools had success in engaging many youth in music, while others had seen participation drop significantly. Since many youth were unable to participate in after-school experiences, providing and monitoring participation in arts opportunities during the school day, for all students, was a strong need in Brown County. The community may want to discuss this issue in the future.

LIFE of Arts & Culture

Data Sources

The following sources were used in the Arts & Culture section:

- www.bls.gov/oes
- nccsweb.urban.org/tablewiz/showreport.php
- www.nasaa-arts.org/Research/Funding/State-Budget-Center/FY12AppropriationsReport.pdf
- www.nasaa-arts.org/Research/Funding/FY2013-Leg-Approp-Preview.pdf
- www.nasaa-arts.org/Research/Funding/NASAAFY2014SAAREvenuesReport.pdf
- www.nasaa-arts.org/Research/Funding/NASAAFY2015SAALegAppropPreview.pdf
- www.nasaa-arts.org/Research/Funding/FY2016_SAA_Legislative_Appropriations_Preview.pdf
- apps2.dpi.wi.gov/sdpr/spr.action
- Other sources: Downtown Green Bay, On Broadway, Mosaic Ticket sales data provided directly by Meyer Theatre, Neville Public Museum, St. Norbert College, Weidner Center for the Performing Arts, Civic Symphony of Green Bay, and Green Bay Botanical Garden. Data on children served provided directly by Neville Public Museum, St. Norbert College, Weidner Center for the Performing Arts, The Children's Museum of Green Bay

LIFE in the Community

LEADING INDICATORS

Current

Trend



Voter participation rates



Uncontested seats in county supervisor elections



Number of neighborhood organizations

△ Good

▷ Fair

▽ Poor

--- Not Rated

COMMUNITY “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community leadership proactively makes decisions that are in the best interests of residents in the long run. People of all ages, religions, races, ethnicities, sexual orientations, genders, and income levels:

- + Are valued members of the community
- + Experience a sense of community and belonging
- + Do not experience discrimination
- + Have full access to services
- + Are informed on community issues
- + Have the opportunity to participate fully in community life through such opportunities as voting, volunteer work, leadership, and faith communities
- + Experience a community infrastructure and amenities promoting a high quality of life

LIFE in the Community

Status on Progress

One noteworthy change since the publication of the 2011 LIFE Study has been the population growth in Brown County. In 2000, the U.S. Census reported the county's population was just under 230,000 people. As of 2015, the U.S. Census reports the population had grown to 258,718, an increase of 14%. Another key change is that Brown County has become more diverse. The Hispanic population, for example, has grown considerably over the past 15 years. Between 2000 and 2015, the Hispanic population increased by about 146%. A number of other racial and ethnic groups have seen large increases in population. Since 2000, the size of the Asian population, for example, has increased by about 63%.

In addition to population growth and changes in its composition, a number of other positive developments have occurred in Brown County. In the 2011 LIFE Study, Brown County was characterized by a high level of civic engagement and a strong sense of community. Those trends continued in 2016. Rates of voter turnout, an important measure of civic involvement, have improved since the last LIFE Study. Rates of participation in other kinds of civic and community activities have also remained quite high. According to the 2016 community survey, 82% of people in Brown County reported donating money to a charitable service or volunteer organization other than a church, and 71% of people helped at church, a school, or a charitable organization. The number of neighborhood associations also have increased in the area. As of 2015, there were 42 active neighborhood associations in the city of Green Bay, an increase from the 35 associations in 2011.

There have also been changes among nonprofits in Brown County. The number of 501(c)(3) public charities in Brown County increased by about 9% from 2014 to 2015. There has been an upward trend in the total annual revenue of registered public charities in Brown County. In fact, in every year since 2010 there has been an increase. In 2015, the amount of total annual revenue was \$1.366 billion, an increase from \$1.31 billion in the previous year. Surveys of Green Bay area nonprofits have been conducted by the Greater Green Bay Community Foundation for a number of years, and the results reveal fairly strong financial health. In 2014, for example, 93% of nonprofits surveyed reported being financially healthy. That number has steadily increased since 2010. Many nonprofit organizations in the area also report plans to expand key services. In 2014, for example, 66% of the nonprofits surveyed said they planned to expand their key services, the highest percentage recorded since 2009.

There also have been some positive changes in county finances. The amount of county debt per resident has been quite stable, although there has been a slight increase. In 2014, the debt service cost per resident in Brown County was \$59.43. In the past several years, the amount of debt per resident has been approximately \$60, which was lower than the state level. In general, county expenditures per capita have been very stable from 2009 to 2014. The data indicate there has been a slight increase in expenditures per capita in the last several years. In 2009, for example, county expenditures per capita were \$1,000. In 2014, county expenditures per capita increased to \$1,099.

Overall, Brown County has undergone important changes in the past several years. The county has experienced population growth and a changing demographic profile. Residents have continued to demonstrate high levels of civic involvement through the various opportunities to engage in public life. The nonprofit sector has experienced notable improvements, especially regarding financial health. Finally, the county's level of debt service per resident has remained lower than the state average, and expenditures per capita have increased over the past several years.

Community Life

Data Highlights

Figure 1 Livability Index Ratings

The Livability Index was developed by the Public Policy Institute of the American Association of Retired Persons (AARP) and is based on seven categories: housing, neighborhoods, transportation, environment, health, community engagement, and opportunity. Each category is comprised of a series of specific indicators (e.g., average housing costs per month), and the scores for the seven categories were averaged to create the overall livability index for each community. The index can range from 0-100, and higher numbers mean better livability. Brown County had an overall livability score of 59 compared to an average of 58 for the state of Wisconsin and 53 for the United States. The other bars in Figure 1 display scores for each of the seven categories. Brown County had fairly high scores in most areas, with the highest scores in the transportation category (65) and the opportunity category (69).

Figure 1

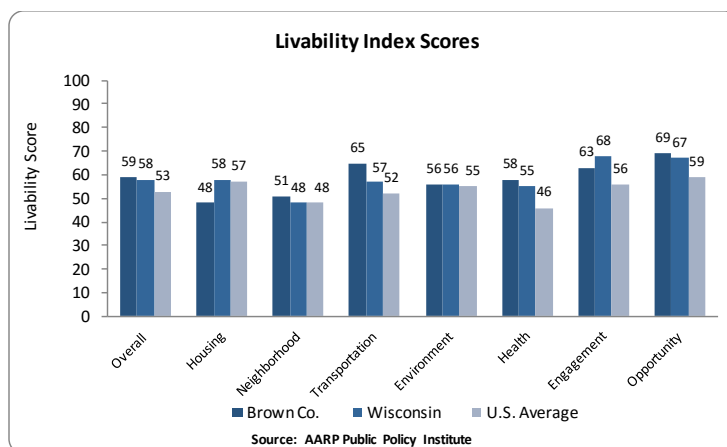


Figure 2 Perceptions of Brown County as a Place to Live

When asked about Brown County as a place to live, the majority of community members (64%) reported that things have stayed the same in 2016. Twenty-three percent of surveyed community members said Brown County had gotten better, and 13% said Brown County had gotten worse as a place to live. In contrast, the 2016 survey of leaders revealed that 43% of leaders thought Brown County had gotten better as a place to live and 53% thought Brown County had stayed the same. In 2011, 21% of leaders said Brown County had gotten better and 65% said it had stayed the same.

Figure 2

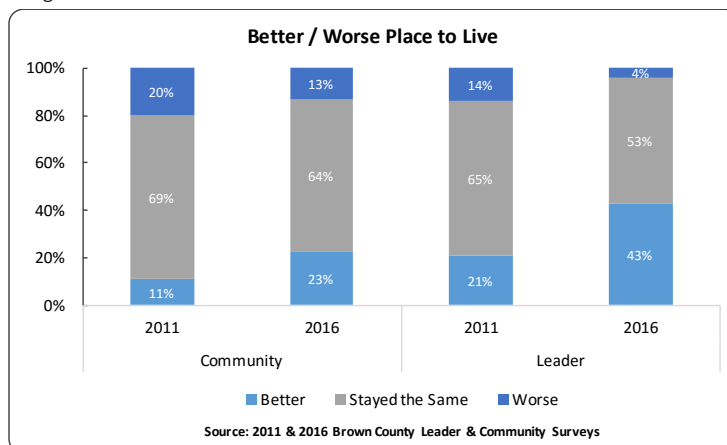
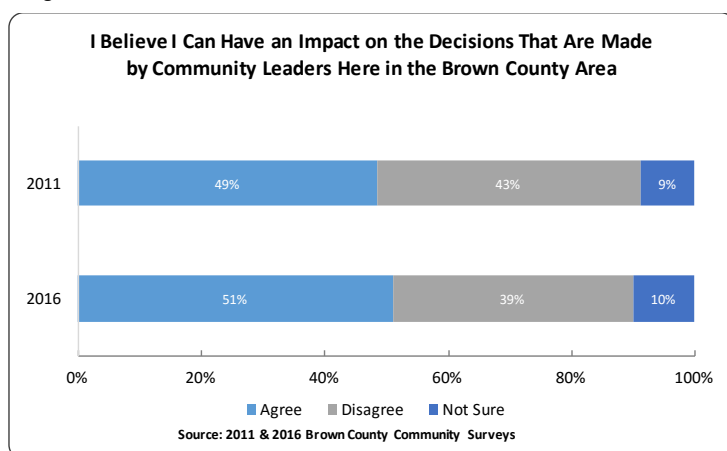


Figure 3 Community Perceptions about Impacting Community Leaders

Community members had mixed views on their potential to impact the decisions made by community leaders in Brown County. In 2016, 51% of surveyed community members agreed they could have an impact on the decisions of community leaders. In contrast, 39% of community members disagreed with the idea that they could have an impact on the decisions of community leaders. In 2011, 49% of community members agreed they could have an impact on the decisions of community leaders and 43% disagreed.

Figure 3



Diversity

Data Highlights

Figure 1 Racial Composition of Brown County

As of 2015, Brown County was predominantly white, with whites making up 81.79% of the population in Brown County, according to the U.S. Census Bureau. The next largest category was Hispanic (8.26% of the population). Blacks/African-Americans made up 2.39% of Brown County's population, Asian-Americans made up 3.18%, and American Indians made up 2.48%. A small number of people reported being Native Hawaiian/Pacific Islander or a member of more than two races.

Table 1 Population Changes over Time

Demographics in Brown County have changed over time according to the U.S. Census. Overall, the county's population increased by 13.82% from 2000 to 2015. A number of racial groups saw large increases in their population. For example, from 2000 to 2015 the Hispanic population increased from 8,694 to 21,383, or 145.95%.

Figure 1

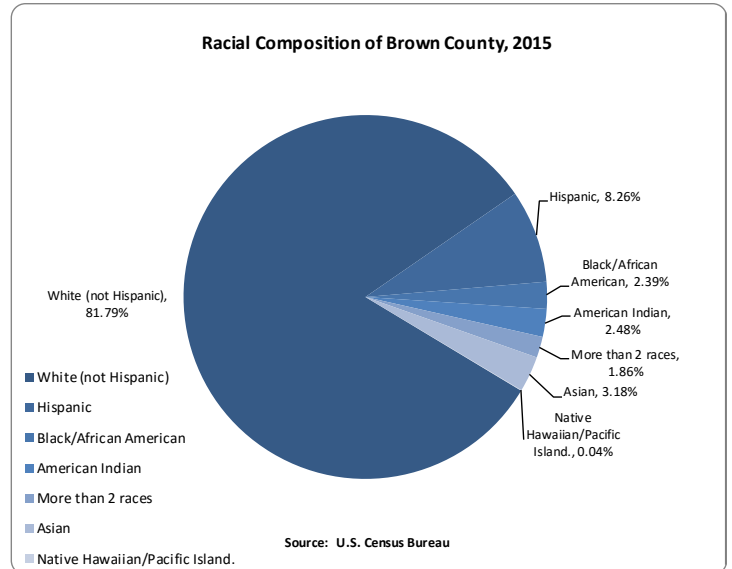


Table 1

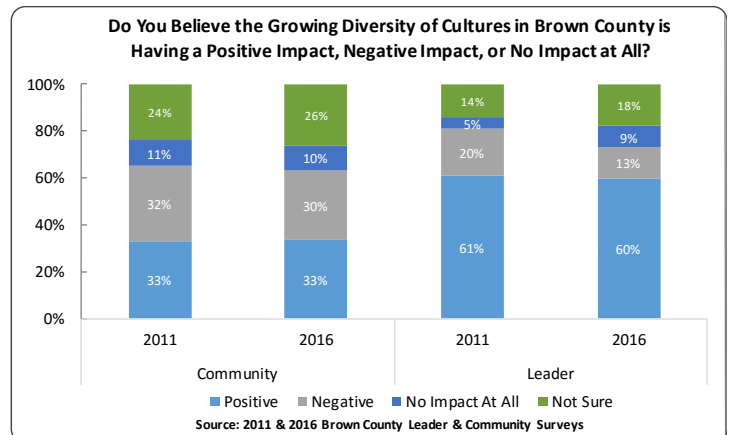
Category	2000		2010		2015		% Change '00-'15
	Pop.	Percent	Pop.	Percent	Pop.	Percent	
Hispanic	8,694	3.82%	17,985	7.25%	21,383	8.26%	145.95%
White (not Hispanic)	203,180	89.39%	207,874	83.82%	211,604	81.79%	4.15%
Black/African American	2,688	1.18%	5,311	2.14%	6,173	2.39%	129.65%
American Indian	5,278	2.32%	5,971	2.41%	6,416	2.48%	21.56%
Asian	5,049	2.22%	6,700	2.70%	8,221	3.18%	62.82%
Native Hawaiian/Pacific Islander	80	0.04%	88	0.04%	101	0.04%	26.25%
More than 2 races	2,329	1.02%	4,077	1.64%	4,820	1.86%	106.96%
Total	227,298	100%	248,006	100%	258,718	100%	13.82%

Source: U.S. Census

Figure 2 Perceptions of Growing Diversity

Among surveyed community members in Brown County, views about the impact of the area's growing diversity were mixed. In 2016, 33% of people said the growing cultural diversity was having a positive impact, while 30% of people said it was having a negative impact. Within the community, the numbers for 2016 were nearly identical to those from 2011. In 2016 a fairly large number of people (26%) reported they were not sure about the impact of growing diversity in Brown County, and 10% said the growing diversity was having no impact at all. A large share of leaders hold positive views of growing diversity. In 2011 and 2016, about 60% of leaders said growing diversity was having a positive impact on Brown County. Thirteen percent of leaders in 2016 said growing diversity was having a negative impact (a decrease from the 20% that was reported in 2011).

Figure 2



LIFE in the Community

Diversity

Data Highlights

Table 1 Public School Racial Composition

Although White students were the majority in each district in Brown County, some school districts were quite diverse. For example, within the Green Bay school district 10.2% of students were African-American, 5% were American Indian, 7.3% were Asian, and 25.7% were Hispanic.

Figure 1 Community Perceptions of Brown County as a Place for People of Diverse Backgrounds

In general, 2011 and 2016 numbers were quite similar. However, leaders had much different views about Brown County as a place for people of diverse backgrounds than community members. In 2016, 54% of surveyed community members said Brown County was an excellent or good place for people of diverse backgrounds, while 31% said it was fair or poor. Among community leaders in 2016, 39% reported Brown County was an excellent or good place for people of diverse backgrounds, while 57% said it was fair or poor.

Perceptions of Brown County as a Place for People of Diverse Backgrounds among Hmong and Spanish Language Samples

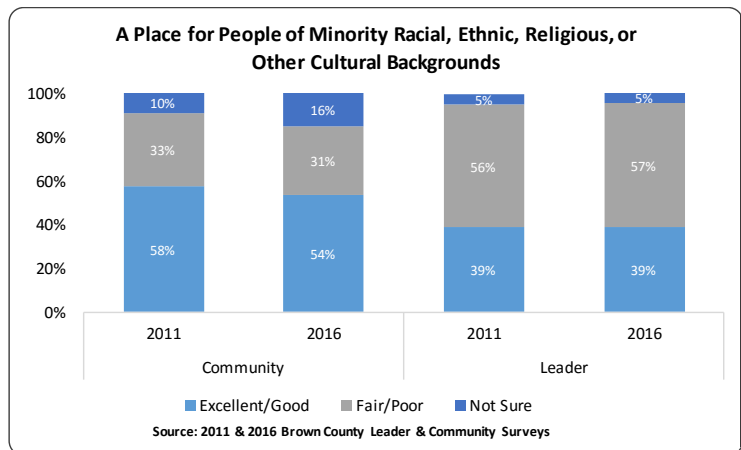
In addition to the 2016 community survey, surveys were administered in Spanish and Hmong to small samples within the community. Although the community survey was generalizable to the Brown County population (due the sampling methodology that was employed), the Spanish and Hmong language survey results cannot be used to generalize to all Spanish and Hmong speaking residents in the community. The surveys were administered to a small number of respondents and the surveys were based on convenience samples, which means that respondents were not randomly selected. Thus, the results should be interpreted with caution and provide only a preliminary look at the opinions of these groups. Interestingly, when asked about Brown County as a place for people with diverse backgrounds, 46% of those in the Spanish survey said Brown County was fair or poor (51% said it was good or excellent). Among those in the Hmong survey, 17% said Brown County was fair or poor, and 82% said it was excellent or good.

Table 1

2013-2014					
District	White	African American	American Indian	Asian	Hispanic, all races
Ashwaubenon	78.0%	6.8%	4.5%	4.8%	5.9%
De Pere	89.7%	3.1%	0.9%	2.4%	3.9%
Denmark	92.7%	0.9%	1.7%	0.6%	4.0%
Green Bay	51.9%	10.2%	5.0%	7.3%	25.7%
Howard-Suamico	91.1%	2.8%	1.3%	2.2%	2.5%
Pulaski	91.6%	1.6%	3.1%	1.3%	2.3%
West De Pere	82.9%	3.6%	6.8%	3.4%	3.2%
Wrightstown	89.2%	2.1%	0.9%	1.2%	6.6%

Source: Wisconsin Department of Public Instruction

Figure 1



Perceptions of Community Harmony among Hmong and Spanish Language Samples

The Hmong and Spanish surveys asked respondents about the extent to which Brown County was an area where people of different cultural/racial/ethnic backgrounds got along well together. Within the Hmong survey, 38% of respondents rated Brown County as fair or poor, and 58% rated Brown County as excellent or good. Within the Spanish survey, 52% rated Brown County as fair or poor, and 44% rated Brown County as excellent or good. Again, it is important to note these numbers should not be used to make inferences about all members of these groups in Brown County, since these surveys were collected from convenience samples.

Local Income Distribution

Data Highlights

Figure 1 Income Quintiles

This figure shows the gap between the highest and lowest income quintiles in Brown County, the state of Wisconsin, and the United States based on data from the 2014 American Community Survey. The gap between the highest and lowest income quintiles in Brown County was \$150,275. In other words, those in the highest income quintile made about 11.6 times more than those in the lowest quintile (this ratio had increased slightly from 2010 when it was 11.2). The income gap was smaller in Brown County than in Wisconsin or the United States. In Wisconsin, the highest income quintile was about 12.32 times larger than the lowest income quintile. In the United States, the highest income quintile was about 15.93 times larger than the lowest income quintile.

Figure 2 Gini Index of Income Inequality

Another way of examining income inequality is to look at the Gini index, a standard measure of income inequality used by social scientists. The index has a theoretical range of 0 to 1, where 1 means complete inequality (all of the income held by one household in an area) and 0 means complete equality (every household in an area has the same income). The trends in Figure 2 indicate that levels of income inequality were fairly stable in Brown County and Wisconsin from 2008-2014, which was to be expected when examining a fairly short period of time. As of 2014, the Gini index was 0.43 in Brown County. To put this number in context, the highest level of income inequality at the county level in the United States is in East Carroll Parish, Louisiana (0.65). New York County (which contains Manhattan) has a Gini index of 0.60. The lowest level of income inequality is in Loving County, Texas (0.21). In the United States, the level of income inequality has steadily increased since the 1970s. In 1970, the Gini index for the U.S. was 0.40; it climbed to 0.50 in 2015.

Figure 3 Leader Perceptions about Increasing High-Wage Jobs

In both 2011 and 2016, community leaders said efforts to increase the number of high-paying jobs in the region were important. In 2016, 63% of community leaders rated this as the highest priority. That number was down very slightly from 69% in 2011. About one-third of community leaders in 2016 said increasing the number of high-paying jobs in the region should be a moderate priority.

Figure 1

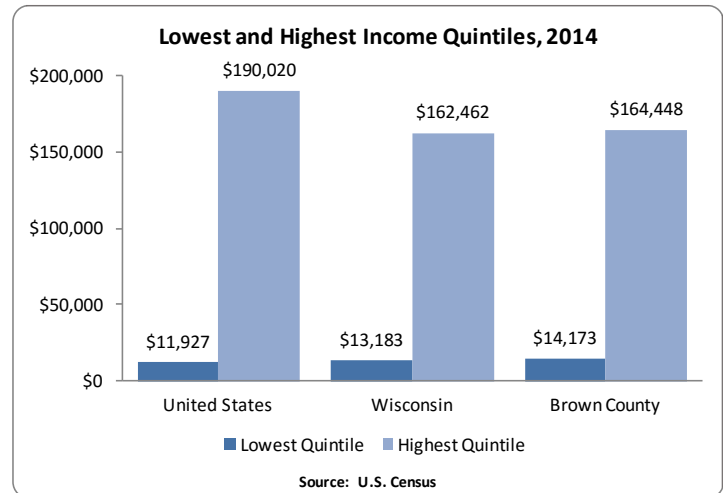


Figure 2

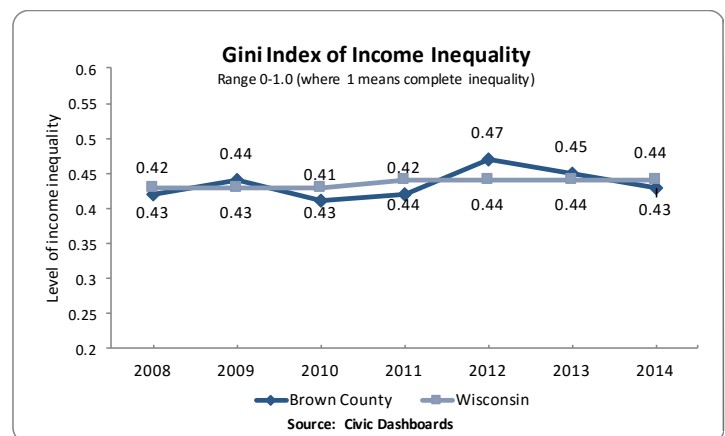
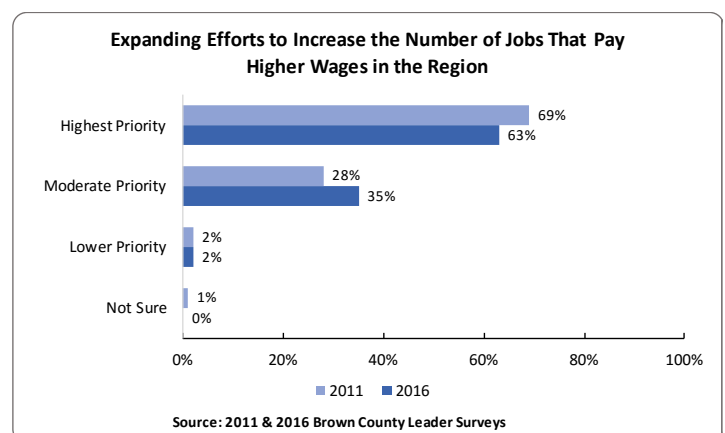


Figure 3



Electoral Involvement and Competition

Data Highlights

Figure 1 Voter Turnout

Figure 1 displays data for Brown County and for Wisconsin with the voting age population as the denominator. In general, turnout was very similar when comparing Brown County and Wisconsin. As expected, turnout increased substantially during presidential election years given the salience and perceived importance of presidential contests. In 2012, Wisconsin had the second-highest turnout rate of the 50 states (after Minnesota, with 76% turnout). Brown County's turnout rate (69%) in the 2012 presidential election was nearly identical to the state turnout rate (70%).

Figure 2 Uncontested Local Elections

This figure presents data on the percentage of county supervisor seats that were uncontested (had only one candidate running). During recent supervisor elections, most seats were uncontested. In 2010, 62% of the seats had just one candidate running. In 2014, that number increased to 73%.

Figure 3 Margin of Victory in Local Elections

Figure 3 builds on Figure 2 by examining levels of competition in supervisor elections that had at least two candidates. Competition was measured by calculating the average margin of victory in all of the supervisor elections in a given year. Higher numbers signal that election winners won by a large amount. In short, if the margin of victory was low, it generally meant an election was competitive (e.g., if one candidate got 51% of the vote and her opponent got 49% of the vote, the margin of victory was two points, which signaled a close race). In 2010, the average margin of victory was 14.2 points. In 2014, that number increased to 24.7 points. In most supervisor elections that featured at least two candidates, the winning candidate beat the opponent by a large margin. Taken together, Figures 2 and 3 indicate there was not a great deal of competition for supervisor elections, and when elections did attract multiple candidates, one candidate typically won by a large margin.

Figure 1

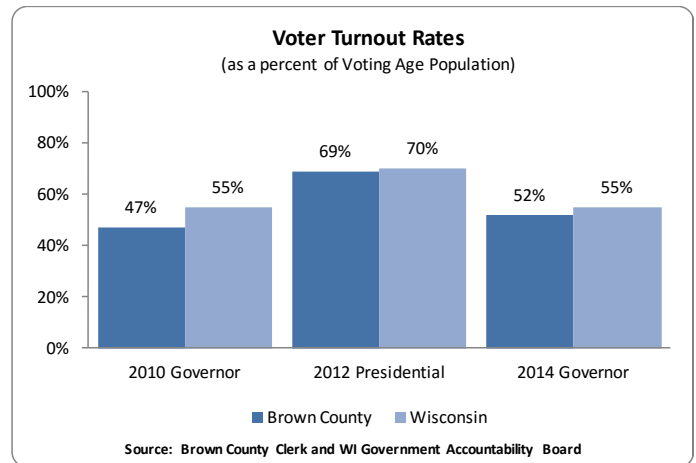


Figure 2

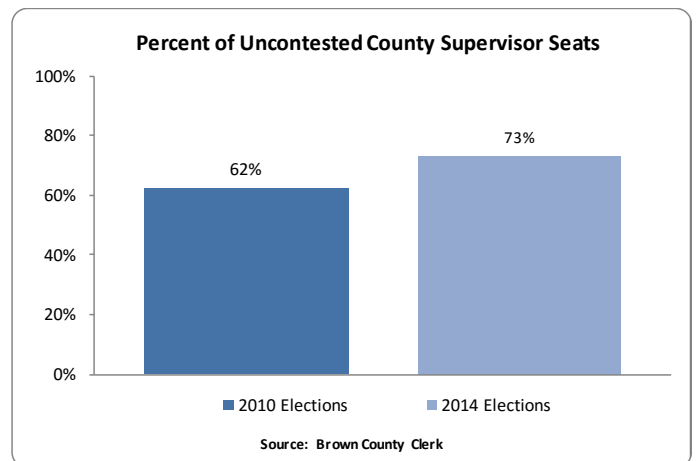
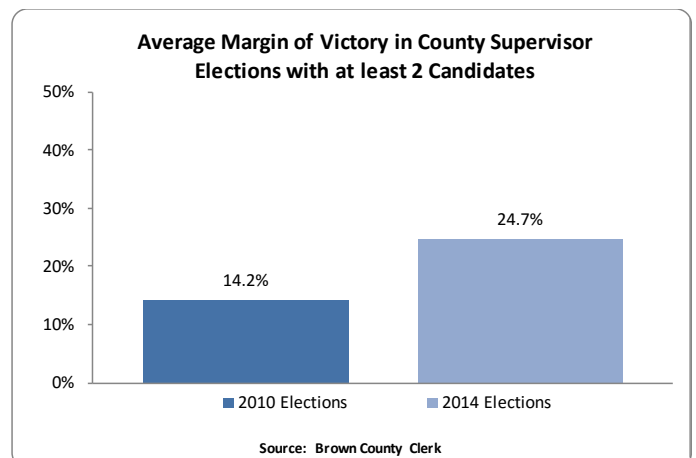


Figure 3



Civic Leadership

Data Highlights

Figure 1 Leader Perceptions of Civil Discourse Among Brown County Elected Officials

When asked about their perceptions of the level of political civil discourse among Brown County elected officials, 49% of community leaders said it had stayed about the same over the past three years while 28 percent said it had gotten worse. A small portion of community leaders (15%) said discourse had improved over the past three years.

Figure 2 Representation on County Board, 2010 and 2016

This figure provides a look at one dimension of political representation in local government: It compares the gender composition of the County Board to the gender composition of the population in Brown County. In both 2010 and 2016, women made up about half of the population in Brown County according to the U.S. Census. In 2010, only 15% of the County Board seats were held by women, and that number had dropped to less than 10% of the County Board by 2016. In short, there was a large gender disparity between the population and the County Board.

Figure 3 Community Perceptions of Women in Leadership Roles

Brown County community leaders were asked about the extent to which women took on leadership roles in the community. The question asked about leadership roles, not specifically about service in elected positions. In both years displayed in Figure 3, the majority of community leaders said women took on leadership roles in the community. In 2011, 71% of community leaders agreed women took on leadership roles. In 2016, that number decreased slightly to 64%. Approximately one-third of community leaders disagreed that women took on leadership roles in the community.

Figure 1

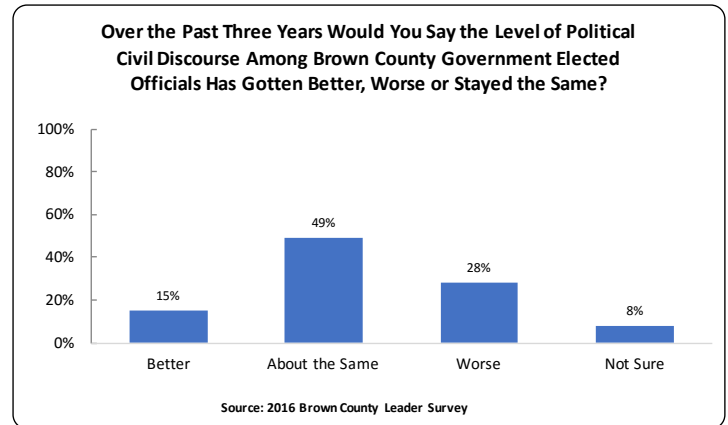


Figure 2

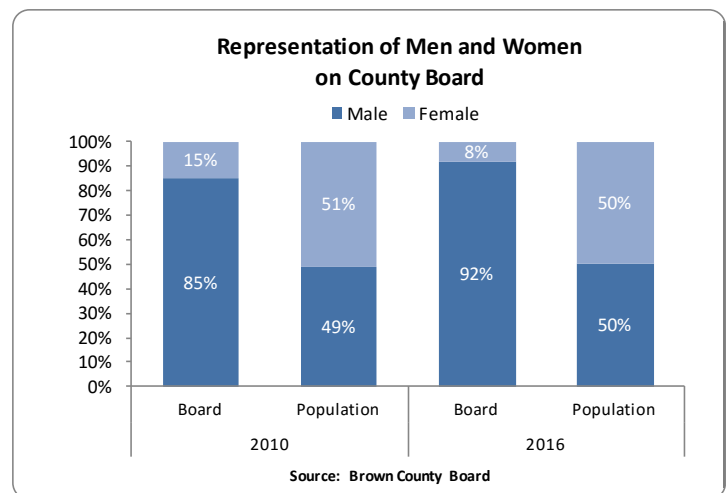
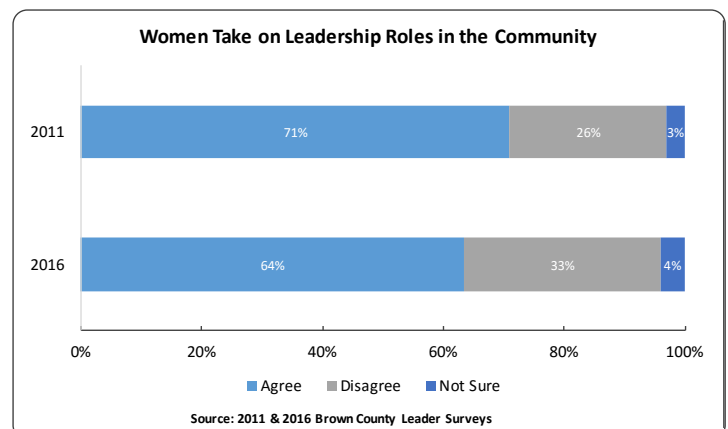


Figure 3



Civic Participation

Data Highlights

Figure 1 Civic Participation by Community Members

The 2011 and 2016 community surveys asked people about their participation in a variety of civic activities: (1) helped at church, a school, or charitable organization, (2) donated money to a religious organization, (3) donated money to a charitable service or volunteer organization other than a church, (4) attended a cultural event such as a play, musical event, art exhibit, or museum in Brown County, (5) used any recreational facilities/programs in Brown County, (6) voted in a local election, like a referendum, town or village board election, and (7) attended a worship service or religious gathering.

In general, reported rates of civic participation were very high in the Brown County area, and there was a high level of stability in rates of civic participation. For every act shown in Figure 1, at least 68% of people in Brown County said they participated. In 2016, the acts that saw the highest level of engagement were using recreation facilities/programs in Brown County (82% of people) and donating money to a charitable service or volunteer organization other than a church (82% of people).

Figure 2 Interpersonal Trust

Another important measure of the civic culture of an area is the extent to which people report trust in others. In both the 2011 and 2016 community leader surveys, there was a very high level of trust in others in the community. In 2016, 83% of community leaders said most people can be trusted. In 2011, that number was nearly identical at 84%.

Neighborhood Associations

The number of neighborhood associations remained consistent in the city of Green Bay. As of 2015, there were 42 active neighborhood associations, an increase from the 35 associations in 2011.

Figure 1

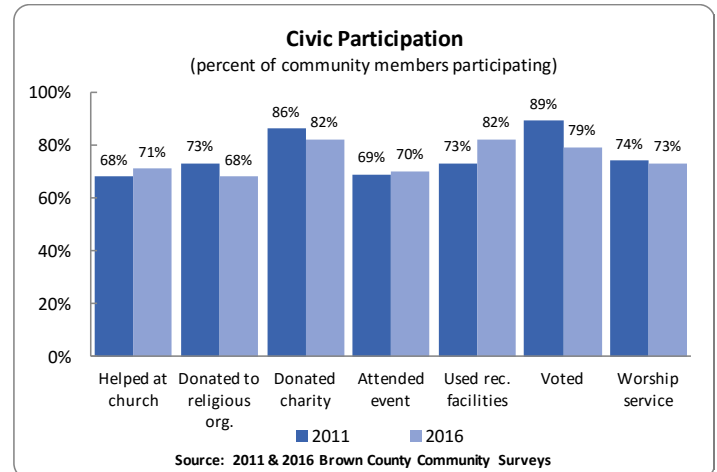
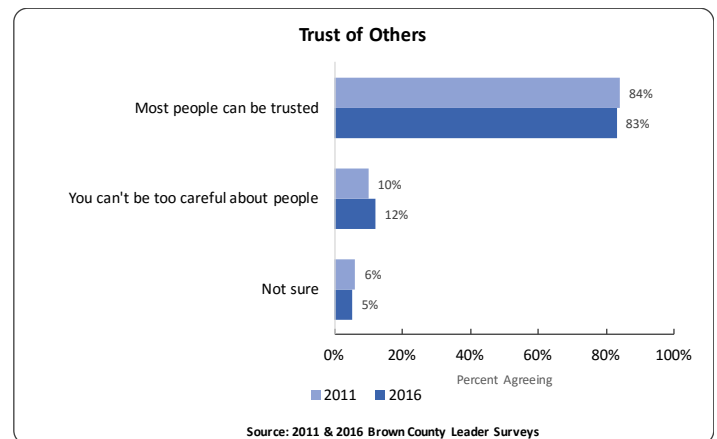


Figure 2



Philanthropy

Data Highlights

Figure 1 Number of Nonprofit Organizations

The number of nonprofit organizations in Brown County had been very stable until the past year. In 2015, there were 713 501(c)(3) public charities in Brown County, an uptick from the previous year. The number of 501(c)(3) public charities increased by about 9% from 2014 to 2015.

Figure 2 Revenue of Nonprofit Organizations

There had been an upward trend in the total annual revenue of registered public charities in Brown County. In fact, in every year since 2010 there was an increase in total annual revenue. In the most recent year shown in Figure 2, total annual revenue was \$1.366 billion, an increase from \$1.31 billion in the previous year.

Figure 3 Performance of Nonprofit Organizations

For the past several years, the Greater Green Bay Community Foundation has conducted surveys of Green Bay area nonprofits. Results revealed fairly high levels of financial health reported by survey respondents. In 2014, 93% of nonprofits surveyed reported being financially healthy. That number had steadily increased over time, as shown in Figure 3. In 2009, 81% of nonprofits reported being financially healthy. Many nonprofit organizations in the area also reported that they plan to expand. In 2014, for instance, 66% of the nonprofits that were surveyed said that they planned to expand their key services. That is the highest percentage recorded to date. In 2009, the percentage reporting plans to expand key services was 49%, the lowest percentage in the data series.

Figure 1

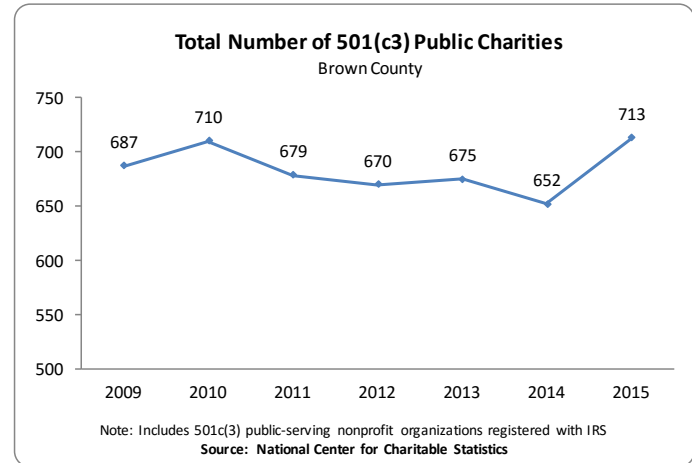


Figure 2

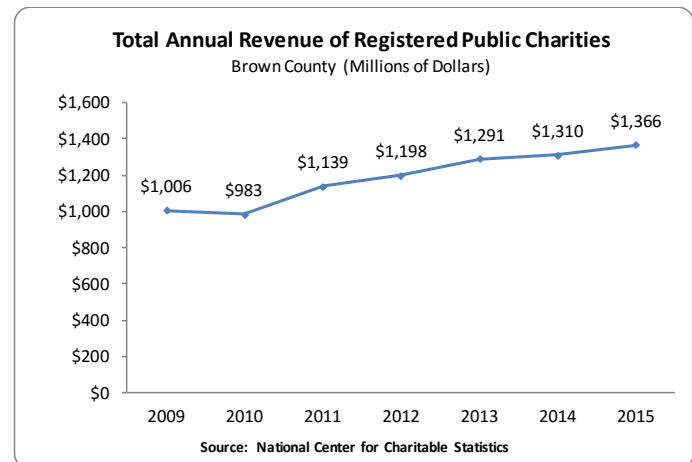
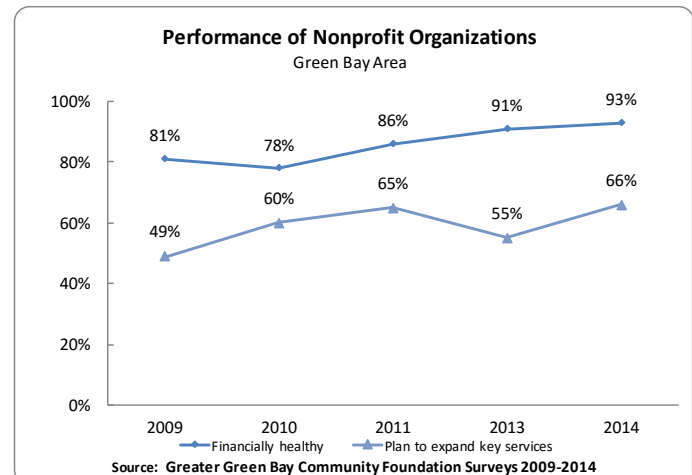


Figure 3



County Financial Indicators

Data Highlights

Figure 1 County Debt Service Costs per Resident

Overall, the amount of county debt per resident had been quite stable in Brown County, although there had been a slight increase. In 2014, the debt service cost per resident in Brown County was \$59.43. In the past several years, the amount of debt per resident had been approximately \$60, which was lower than the amount of debt per resident at the state level.

Figure 2 County Expenditures per Capita

Another important financial indicator was the amount of money spent by the county per capita. It was necessary to standardize expenditures by population because the county's population changed over the last few years. In general, expenditures per capita were very stable from 2009 to 2014. The data series indicated a slight increase in expenditures per capita in the last several years. In 2009, for example, county expenditures per capita was \$1,000. In 2014, the county expenditures per capita increased to \$1,099.

Figure 3 County Unreserved Fund Balance per Capita

A county's fund balance refers to the difference between the assets and liabilities of county funds, an indicator of its overall financial position. Figure 3 shows the standardized fund balance per capita, or the per-person amount of assets on reserve each year. In 2009, the Brown County fund balance per capita was \$113. In 2014, the level had climbed back to \$99 from a low of \$83 in 2013.

Figure 1

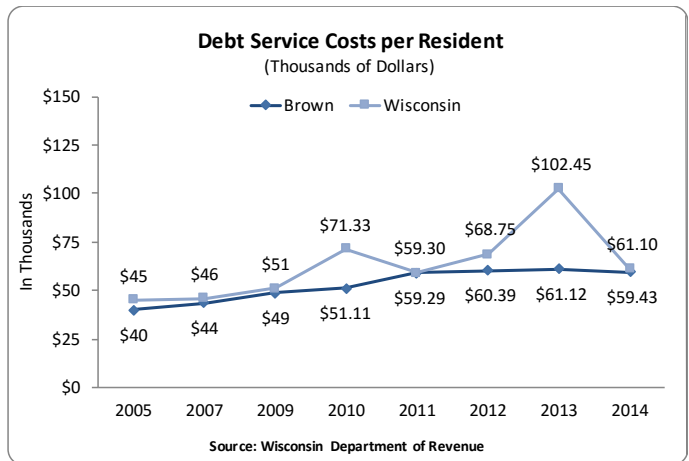


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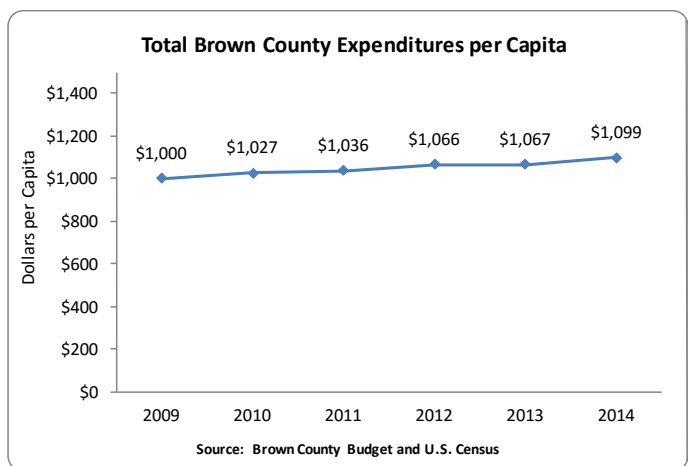
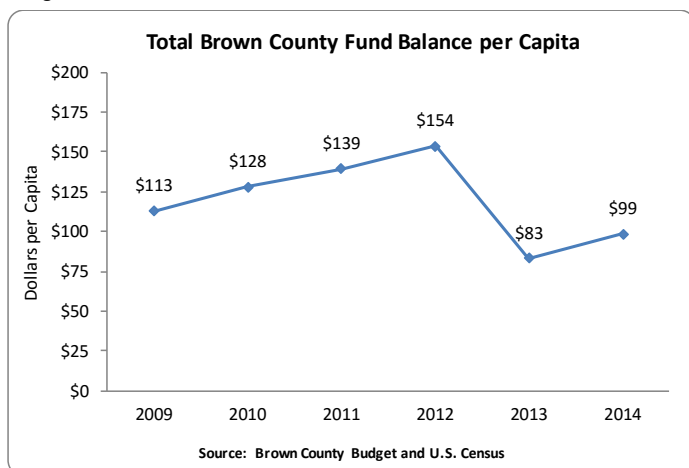


Figure 3



Infrastructure

Data Highlights

Figure 1 Annual Percent Water Loss

Treated water lost through leaks and breaks in the public water system was an indicator of poor infrastructure. According to the Wisconsin Public Service Commission, 5% of Green Bay's treated water was lost during transport in 2009. In 2015, that percentage rose to 9%. Other Brown County municipalities vary in the amount of water lost after having been treated: In 2015, the Pulaski Water Department reported losing 26% of its treated water, and the Bellevue Water Department reported losing 21%. However, Hobart (5%) and Denmark (8%) had lower rates of water loss.

Figure 2 Green Bay Metro Fixed Route Ridership

The number of rides provided by Green Bay's public transportation system rose to 1,429,205 in 2014, an increase in ridership of 6% since 2009. However, few local residents accessed or used public transportation. According to the 2015 U.S. Census, less than 1% of the Brown County employed population relied on public transportation, compared to Wisconsin's average rate of 2%, and the United States rate of 5%.

Community Perceptions of Transportation Systems

Community members were asked whether they thought transportation systems were keeping up with the pace of growth in the area. In the 2016 survey, 27% of people rated Brown County as fair or poor on this issue, and 63% of people rated Brown County as good or excellent.

Figure 3 Percent of County Roads in "Good" Condition (Paser Ratings)

Another important indicator of infrastructure conditions is the percentage of county roads in good condition. In general, there was a high level of stability in Brown County road conditions. In each year since 2007, there was an increase in the percentage of Brown County roads in good condition. In 2012, 73.4% of roads were rated in good condition, the highest rating in the data series.

Community Leader Perceptions of Infrastructure

When asked about whether Brown County was providing the infrastructure that businesses needed (transportation, water, etc.), community leaders in 2016 had overwhelmingly positive views. Twenty-two percent of leaders said the Brown County area was doing an excellent job, and 61% said Brown County was doing a good job. Only a small portion of community leaders said Brown County was doing a fair (15%) or poor (1%) job at providing infrastructure.

Figure 1

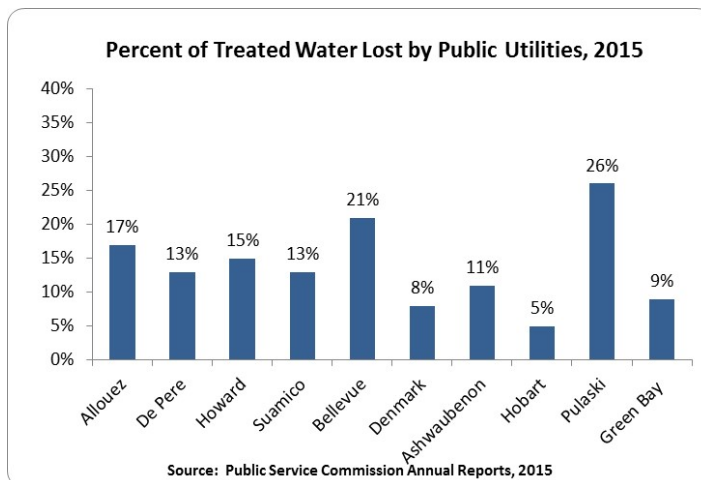


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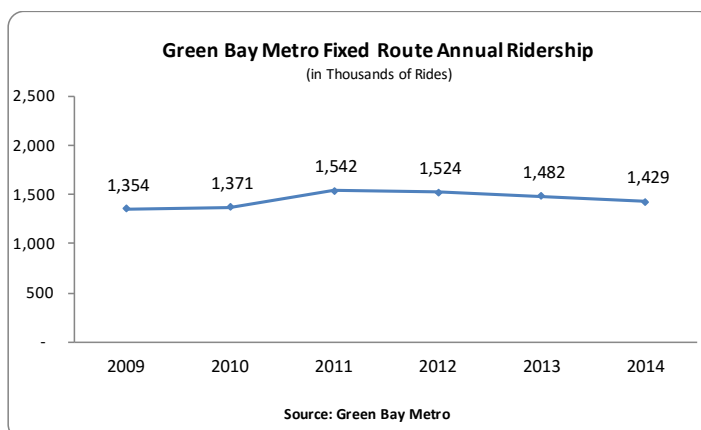
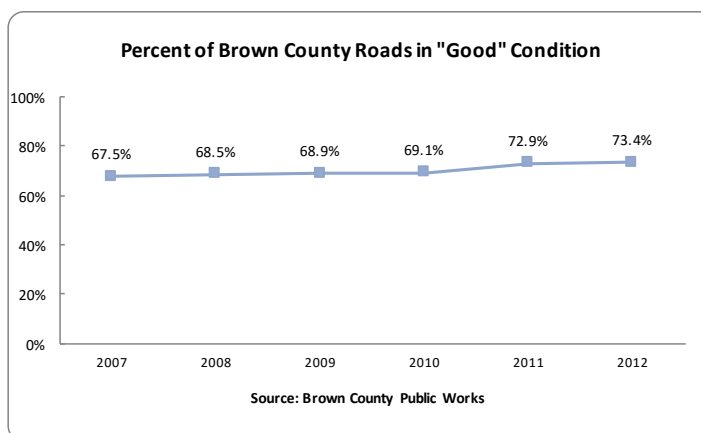


Figure 3



LIFE in the Community

Challenges and Opportunities

Although there have been a variety of positive developments in Brown County, there are a number of important findings from the LIFE in the Community section that members of the Brown County community may want to examine and discuss in the coming months and years.

One key finding from the 2016 community survey was the number of community members who did not feel like they could have an impact on the decisions of community leaders. In 2016, while 51% agreed they could have an impact, 39% of people disagreed. It may be worth exploring why such a large portion of the community believed they could not impact the decisions of leaders in the area.

The 2016 community survey also indicated that views about the impact of the area's growing diversity were mixed, with a divergence between community members and leaders. In 2016, 33% of community members said the growing cultural diversity was having a positive impact, while 30% of people said it was having a negative impact. Among leaders, about 60% said the growing diversity in Brown County was having a positive impact. Thirteen percent of leaders in 2016 said growing diversity was having a negative impact.

Community members also have much different views than community members about Brown County as a place for people of diverse backgrounds. In 2016, 54% of the community said Brown County was an excellent or good place for people of diverse backgrounds, while 31% said it was fair or poor. Among community leaders in 2016, 39% reported that Brown County was an excellent or good place, while 57% said it was a fair or poor place for people of diverse backgrounds. When asked about Brown County as a place for people with diverse backgrounds, 46% of those in the Spanish survey said Brown County was fair or poor (51% said it was good or excellent). Among those in the Hmong survey, 17% said Brown County was fair or poor, and 82% said it was excellent or good. Again, this may be something the community will want to have a conversation about. Why was it that community members and leaders had different views about Brown County as a place for people of diverse backgrounds?

A number of features of local electoral politics deserve attention and discussion. During recent county supervisor elections, most of the seats were uncontested. In 2014, for example, 73% of supervisor elections were uncontested — there was only one candidate running. In addition, in most supervisor elections that featured at least two candidates, the winning candidate beat the opponent by a large margin. Thus, there was not a great deal of competition in county supervisor elections.

There were also concerns regarding representation in county government. In both 2010 and 2016, women made up about half of the population in Brown County according to the U.S. Census. In 2010, however, only 15% of County Board seats were held by women, and that number dropped to less than 10% of the County Board in 2016. The Brown County community may want to explore why this large disparity in gender composition between the population and the County Board existed and discuss ways to increase the political representation of various groups locally.

While a variety of positive developments in Brown County were highlighted, the community may want to take up some key issues in the future. The issues discussed above represent important points for community discussion and engagement.

LIFE in the Community

Data Sources

The following sources were used in the Community section:

- o www.doa.state.wi.us/subcategory.asp?linksubcatid=354&linkcatid=11&linkid=64&locid=9
- o livabilityindex.aarp.org/search#Brown+County+WI+USA
- o www.uwgb.edu/cfpa/files/pdf/Snapshot_Government%20Performance-1.pdf
- o apps2.dpi.wi.gov/reportcards
- o www.civicdashboards.com/county/brown-county-wi-05000US55009/
- o www.gab.wi.gov/elections-voting/statistics/turnout
- o www.gab.wi.gov/sites/default/files/11.4.14%20Election%20Results%20-%20all%20offices-c%20x%20c%20report.pdf
- o www.co.brown.wi.us/i_brown/d/county_clerk/2010novel45.htm?t=1288969530
- o www.co.brown.wi.us/i_brown/d/county_clerk/election_results/0401/el45_-_notepad_portrait.pdf?t=1397050777
- o www.co.brown.wi.us/departments/?department=2c960fb409b5
- o www.census.gov/quickfacts/table/PST045215/55009
- o ggbcf.org/ggbcf/LinkClick.aspx?fileticket=qz4BZNM8_SM%3d&tabid=293&mid=1123
- o www.nccsdataweb.urban.org/tablewiz/tw_bmf.php
- o greenbaywi.gov/csa/wp-content/uploads/2015/12/2015-NHA-MapOfficial.pdf
- o psc.wi.gov/apps40/annlreport/default.aspx
- o www.revenue.wi.gov/report/e.html
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19081&prodType=table

A Healthy LIFE

LEADING INDICATORS

Current	Trend	
▽	△	County health rankings
▷	▷	Births to mothers who obtained prenatal care
▽	▽	Child poverty rate
▽	▽	Percent of adults binge drinking in past month
▽	▽	Percent of adults obese or overweight

△ Good ▷ Fair ▽ Poor --- Not Rated

HEALTH “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members practice healthy lifestyles:

- + Have a balanced diet
- + Exercise routinely
- + Engage in activities in support of good mental health
- + Do not abuse tobacco, drugs, or alcohol
- + Have routine health screenings such as blood pressure checks
- + Have access to dental, mental, physical, and medical professionals

A Healthy LIFE

Status on Progress

Brown County progressed in a number of areas regarding access to health-related services and healthy living. For example, since the previous LIFE Study was released in 2011, Beyond Health was formed, a collaborative group of Brown County health care providers, public health departments, and the Brown County United Way, to “improve the health of Brown County residents by conducting periodic community health needs assessments and leading community-wide action planning teams.” The group convened community stakeholders to identify four health priorities for Brown County, based on the Healthiest Wisconsin 2020 focus areas: alcohol misuse, oral health, mental health, and adequate, appropriate, and safe nutrition.

In addition, community members reported a growing recognition of the importance of dental care to one’s overall health and well-being. There was better access for preventive dental care for children in Brown County through the Brown County Oral Health Partnership, which became more established and treated almost 9,000 children in 2015. In addition, access to dental care for people with low income expanded through the N.E.W. Community Clinic programs. Almost 2,000 persons were cared for at the Northeast Wisconsin Technical College campus in 2015. Oral surgeons volunteered to provide care, and more persons with disabilities received treatment.

The community also focused more attention on mental health as private funding led to the establishment of the Connections for Mental Wellness. This organization was formed in 2016 with the goal of transforming the local mental health system through collaboration, education and enhanced systems of care. Foundational activities include conducting or sponsoring research, convening community stakeholders to build consensus, and facilitating community efforts.

Access to health insurance also improved, with high rates of health insurance coverage for Brown County children. In addition, gains in health insurance coverage were documented for some adults since last LIFE Study in 2011. There was also an expansion of free services, with more emphasis on patient education and prevention and improvements in quality through evidence-based service delivery.

Moreover, at both the county and state levels, the teen birth rate declined steadily since 2010. In 2014, the number of teen births in Brown County was 22.5 (per 1,000 teens under age 19). In 2010, that number was 32 (per 1,000 teens under age 19).

Overall, Brown County made much progress in the area of healthy living. More individuals had access to medical and dental care. Numerous initiatives were started since the last LIFE Study in 2011 to address health-related needs of residents in Brown County, including efforts by Live54218 to educate children and adults about healthy lifestyles. More emphasis was also placed on mental health services.

Access to Dental Care

Data Highlights

Table 1 Dental Health in Brown County

Table 1 data were from the Brown County Behavioral Risk Factor Surveillance System, a survey by the U.S. Centers for Disease Control. There were a number of substantial differences across the categories shown in the table. For example, 65% of those with incomes of less than \$35,000 per year visited a dentist in the past year. A much higher percentage (84%) of those with incomes of greater than \$35,000 per year visited a dentist. A sizeable number of people (31%) lacked dental insurance in Brown County. It was worth noting that in 2012, Brown County residents made 797 patient visits to the emergency room for dental complications, at a mean charge of \$426 per visit according to the County Oral Health Wisconsin Surveillance System. A number of facilities in the area served people who received Medicaid, BadgerCare, or Women, Infants, and Children Program (WIC) benefits or who had low incomes and were pregnant or diabetic, including the N.E.W. Medical Clinic at Northeast Wisconsin Technical College (NWTC). The clinic at NWTC offered basic dental treatment and developed treatment plans for patients provided by volunteer dentists.

Figure 1 Children Served by Oral Health Partnership

The Brown County Oral Health Partnership is a 501(c)(3) nonprofit dedicated to improving access to dental care for children in Brown County (mostly school-aged). With two fixed clinics at the Kroc Center and Howe Community Resource Center and a traveling school-based program, OHP provided care to almost 9,000 children in 2015. This partnership was founded in 2005 and was incorporated as a nonprofit in 2007. In 2015, 35% of children served were Hispanic/Latino, 26% White, 16% mixed race, 14% African-American, 5% Asian, and 4% American Indian. The program also treated developmentally disabled adults at ASPIRO.

Figure 2 Inability to Get Dental Care in the Past Year

In 2011 and 2016, community members in Brown County were asked about the extent to which their families were unable to get the dental care they needed. Although a large number of people said getting dental care was seldom or never a problem, others noted that getting necessary dental care was an issue all/most of the time or some of the time. In 2011, 13% of community members said someone in their family couldn't get needed dental care all/most of the time, and 8% said someone in their family couldn't get needed dental care some of the time. In 2016, the percentage of community members saying someone in their family couldn't get needed dental care all/most of the time dropped very slightly to 8%.

Table 1

Dental Health of Brown County Residents

	Percent
Oral health concern - All adults	10%
Oral health concern - College grad	4%
Oral health concern - High school grad	22%
Dental visit 5+ years ago	7%
Lack dental insurance	31%
Dental visit in past year - All adults	75%
Dental visit in past year - Income <\$35K	65%
Dental visit in past year - Income >\$35K	84%

Source: Brown County Behavioral Risk Factor Surveillance System (BRFSS), 2014

Figure 1

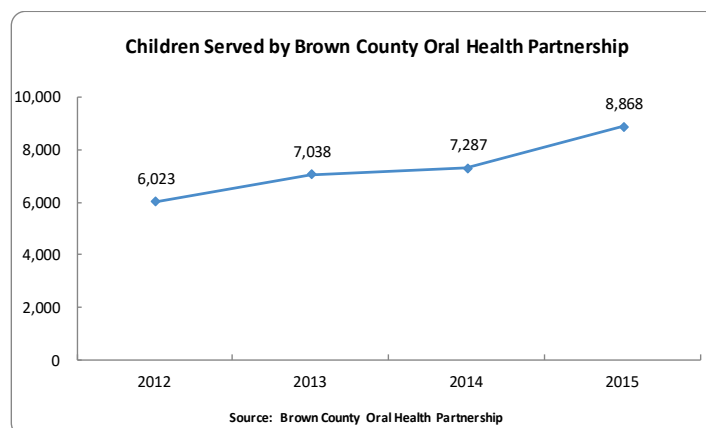
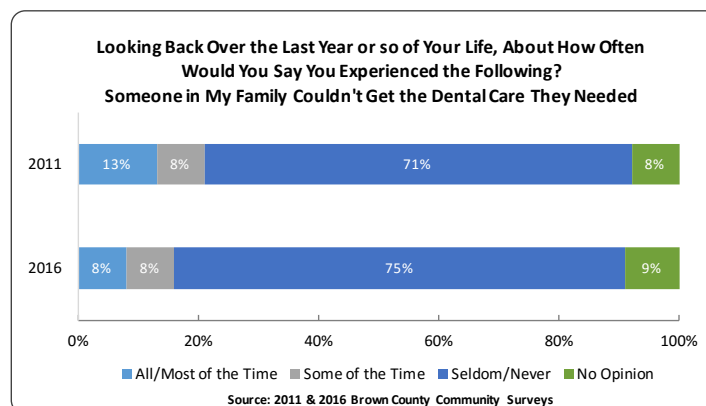


Figure 2



Access to Medical Care

Data Highlights

Figure 1 Health Insurance Coverage in Brown County by Race

Overall, 93% of adults and 97% of children in Brown County reported having health insurance coverage in 2015, up from 91% of adults and 95% of children in 2010. These coverage rates were similar to Wisconsin overall and exceeded the 2015 U.S. average rate of insurance coverage (88% of adults, 94% of children), according to the U.S. Census. There were some notable racial differences in health insurance coverage. While 95% of White individuals had health insurance coverage in 2014, 86% of American Indians and 70% of Hispanic/Latinos had coverage.

Figure 2 Medicaid/BadgerCare Plus Enrollment by Group

BadgerCare Plus provided health insurance for eligible low-income individuals, while Medicaid covered health care for older adults and adults with disabilities. Figure 2 shows changes in enrollment between 2012 and 2016. In general, the enrollment levels were fairly stable, although all of the lines shown in Figure 2 indicate slight increases from 2015 to 2016.

Table 1 and Figure 3 Patient Visits at N.E.W. Community Clinic

Established in 1970, the N.E.W. Community Clinic provided limited access to health care services for uninsured and underinsured individuals in Brown County. The Clinic offered care onsite at Northeast Wisconsin Technical College, whose students assisted licensed and certified health care professionals in delivering health services. The clinic offered outreach health care to individuals who were experiencing homelessness, provided WIC program services, and offered various testing services for low-income individuals. In 2015, 1,455 patients were served in the clinic compared to 1,903 in 2011, as indicated in Table 1. Figure 3 provides a look at individuals served at the N.E.W. Community Clinic by race/ethnicity over time. In 2015, the clinic served 689 Hispanic/Latino individuals, 449 White individuals, 169 African-American individuals, and 62 Asian individuals in Brown County.

*(Please note that the four categories in Figure 3 do not sum to the yearly totals in Table 1 because individuals whose race/ethnicity was reported as unknown or other — usually a very small number of people — were not plotted in the graph.)

Table 1

N.E.W. Community Clinic Services Provided

	2011	2012	2013	2014	2015
Health care for homeless	940	954	1019	959	969
Clinic Total	1903	1928	1523	848	1455

Figure 1

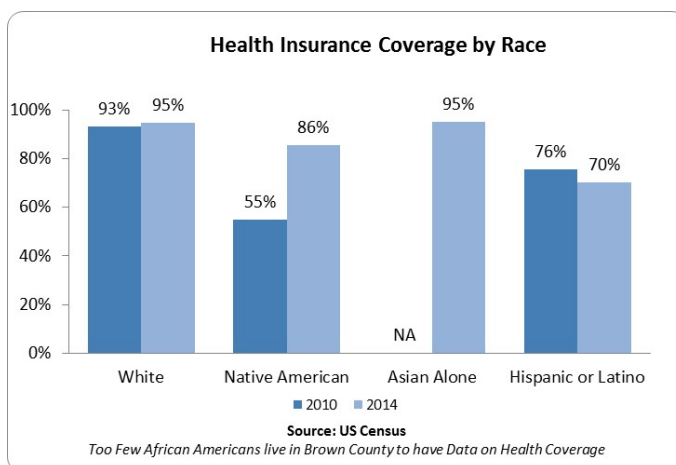


Figure 2

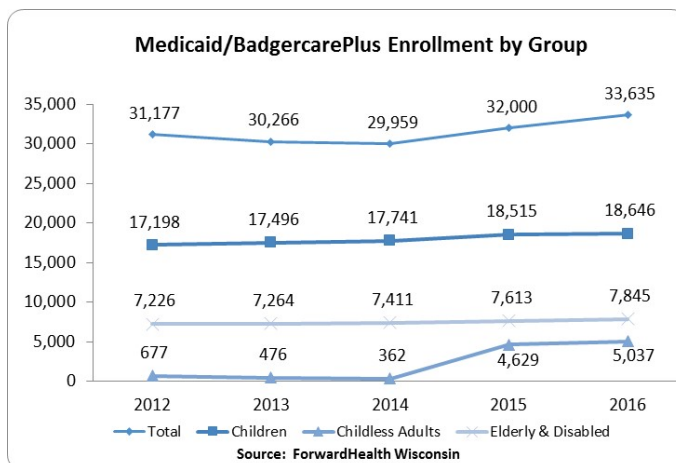
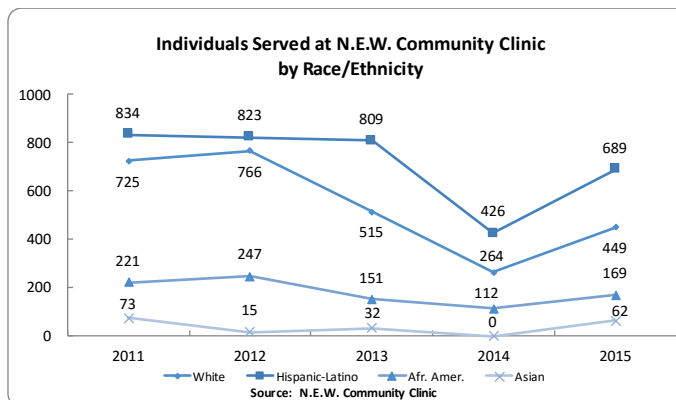


Figure 3



Health Status

Data Highlights

Figure 1 Brown County Health Outcome Rankings

The County Health Rankings & Roadmaps report provides rankings of the overall health of each county. The measure combines information on a variety of indicators, such as drug and alcohol use, access to health care, morbidity, and mortality rates. Higher numbers in the ranking system correspond to worse health rankings. According to the data, Brown County ranked 34th out of Wisconsin's 72 counties. However, the county improved since 2015. In 2016, Brown County ranked 34th out of Wisconsin's counties.

Figure 1

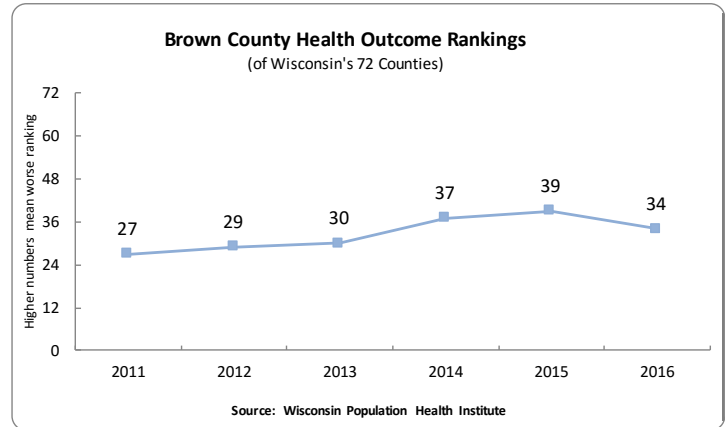


Table 1 Causes of Death

This figure provides information on some of the causes of death in Brown County (per 100,000 population). A number of categories saw sizeable increases. Deaths that were alcohol-related, tobacco-related, due to diabetes, and due to cancer all increased from 2010 to 2014.

Table 1

	2010	2012	2013	2014	% change 2010-2014
Heart disease	169	178	178	177	5%
Cancer	154	179	159	169	10%
Cerebrovascular Disease	40	41	41	39	-3%
Lower Respiratory Disease	35	32	42	40	14%
Pneumonia & Influenza	10	12	12	11	10%
Accidents	34	34	34	34	0%
Diabetes	12	12	15	17	42%
Suicide	12	14	16	15	25%
Infections/parasites	-	15	15	15	---
Alcohol-related	13	15	19	20	54%
Tobacco-related	111	119	115	131	18%

Source: Wisconsin Department of Health Services

Health Status

Data Highlights

Figure 1 Leading Causes of Hospitalization

Data from the Wisconsin Department of Health Services provides a look at the leading causes of hospitalization in Brown County (per 1,000 population). Many of the hospitalizations in 2010 and 2014 were classified as preventable, defined as “hospitalizations for conditions where timely and effective ambulatory care can reduce the likelihood of hospitalization by preventing the onset of an illness or condition, controlling an acute episodic illness or condition, or managing a chronic disease or condition.” There were 2,317 preventable hospitalizations in Brown County in 2014, causing the rate to climb to 9.1 per 1,000 population, after hitting a recent low of 8.8 in 2010. Mental disorders and coronary disease led as important causes of hospitalization in Brown County.

Figure 1

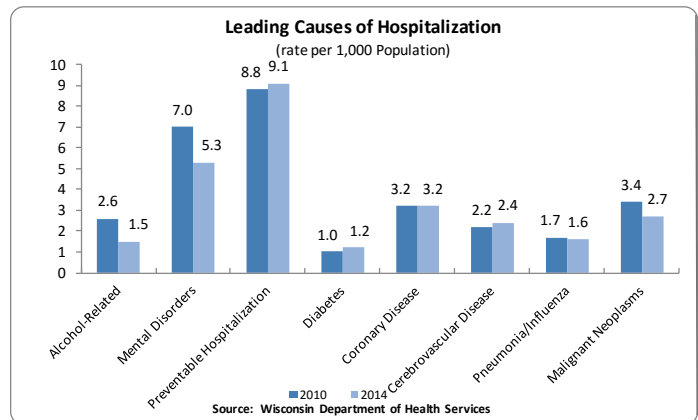
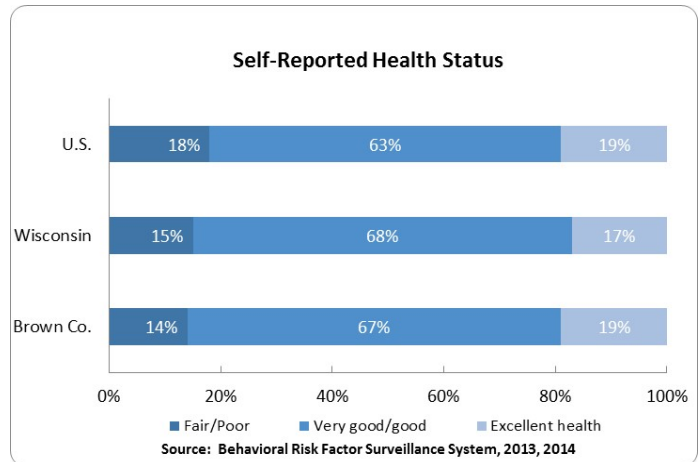


Figure 2 Self-Reported Health Status

The Behavior Risk Factor Surveillance System asks people to rate their own health using the following categories: fair, poor, very good, good, and excellent. In Brown County, 67% of people rated their health as very good or good. Nineteen percent of people said their health was excellent. Fourteen percent of people in Brown County rated their health as fair or poor. Those percentages were similar to the percentages at both the state and national levels.

Figure 2



Healthy Start for Children

Data Highlights

Figure 1 Low Birthweight Births and Late Prenatal Care in Brown County

There were 3,359 births in Brown County in 2014. Of these, 231 infants had low birthweight (under 2,500 grams), and 622 were born to mothers who had not obtained prenatal care in the first trimester of pregnancy. The infant mortality rate was 6.0 per 1,000 births. Figure 1 shows some racial/ethnic differences in low birthrates and late prenatal care. Among Whites, 12% of mothers had late prenatal care. Among African-American mothers, 28% had late prenatal care. For Hispanic/Latino mothers and American Indian mothers, 35% and 40% had late prenatal care, respectively.

Figure 1

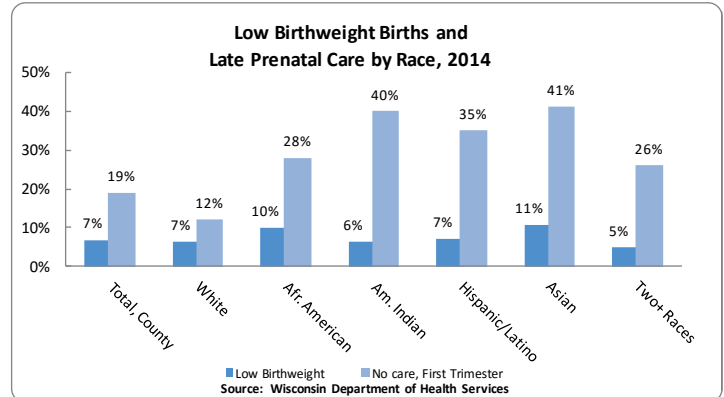
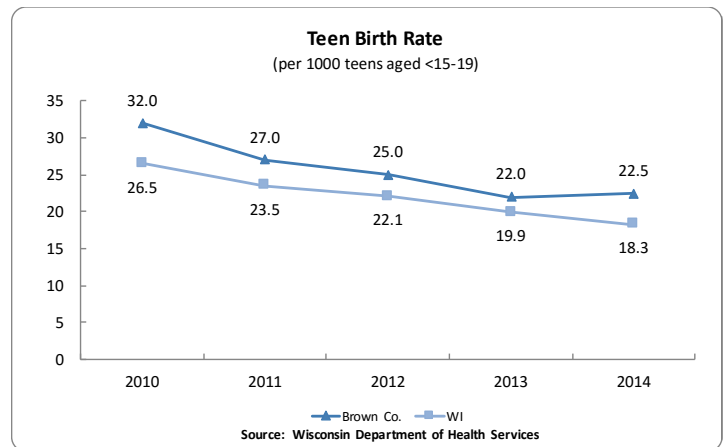


Figure 2 Teen Birth Rate

At both the county and state levels, the teen birth rate declined fairly steadily since 2010. In 2014, the number of teen births in Brown County was 22.5 (per 1000 teens under the age of 19). In 2010 that number was 32 (per 1,000 teens under the age of 19). In 2014, Brown County's rate exceeded Wisconsin's rate of 18.3 births (per 1,000 teens under the age of 19).

Figure 2



Families Served by Healthy Families Program

Healthy Families is a nationally accredited program of Family Services of Northeast Wisconsin, Inc. that provides "guidance and support to parents to get babies off to the best start possible" through home visits, assessments, referrals, and organized family activities. In 2015, 191 families were served in Brown County, according to data from Family Services. Healthy Families is one of a number of programs providing early home visiting services to at-risk families in Brown County. The community's overall capacity to provide these services declined, beginning in late 2016, primarily due to significant cuts in federal funding to states for early home visiting. The Healthy Families Program and the Parents As Teachers Programs at Family & Childcare Resources of N.E.W. and Howe Community Resource Center were affected by these cuts.

Healthy Start for Children

Data Highlights

Figure 1 Child Poverty Rate

According to the U.S. Census, Brown County was home to 60,907 children in 2014. Eighteen percent (11,028 children) were found to be living in homes earning poverty-level wages or lower. Brown County's child poverty rate was the same as Wisconsin's rate and was slightly less than the national average of 22%. Since 2011, Brown County's child poverty rate increased by 1 percentage point each year.

Figure 2 Number of WIC Participants Served

According to data from the N.E.W. Community Clinic, the number of Women, Infants, and Children Program (WIC) participants served declined. According to the Wisconsin Department of Health Services, "WIC provides nutrition education, breastfeeding education and support, supplemental nutritious foods, and referrals to other healthy and nutrition services." Every year since 2009, the number of WIC participants served decreased. In the most recent year displayed in Figure 2, 5,250 WIC participants were served. That represents a 15% decrease from the year 2009, the earliest year shown in Figure 2.

Figure 3 Perceptions of Brown County as a Place for Children

When asked to rate Brown County as a place for children and youth, community members and leaders overwhelmingly reported positive views. In both 2011 and 2016, over 80% of community members rated Brown County as excellent or good for children and youth. Leaders held even more positive views. In both 2011 and 2016, over 90% of leaders said Brown County was excellent or good for children and youth.

Percentage of Students Fully Immunized (Grades K-12)

Brown County had high rates of immunization for students. In 2013, 98% of students in grades K-12 were fully immunized, according to the Wisconsin Department of Health Services, equal to the state average. Brown County's immunization rate actually increased in the past several years. In 2009, the immunization rate was 94%. It increased each year since.

Figure 1

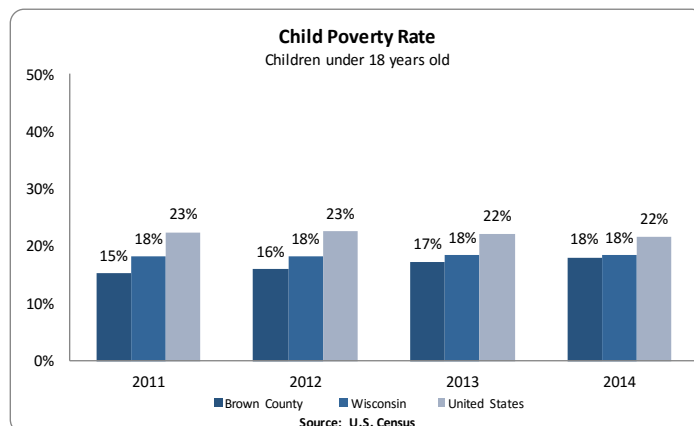


Figure 2

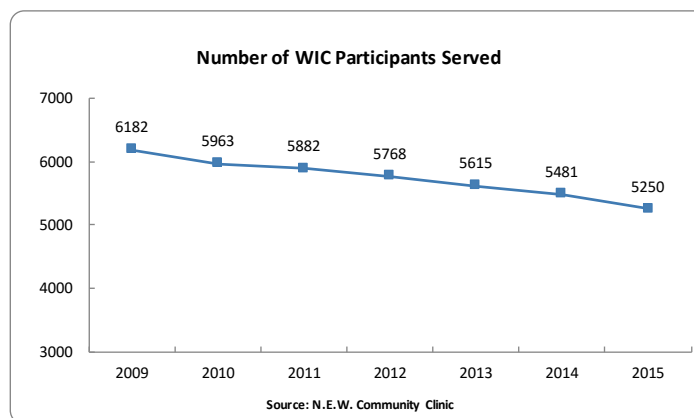
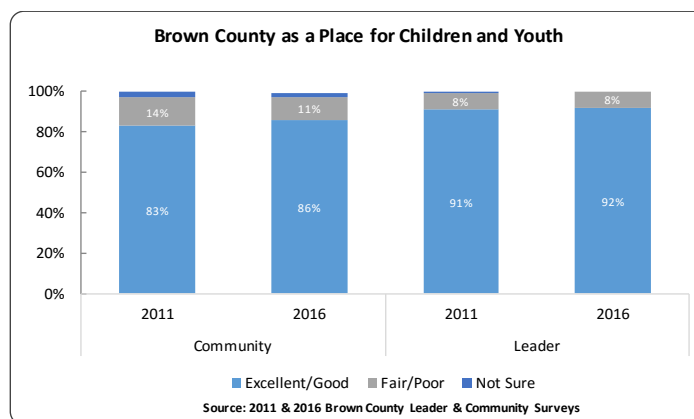


Figure 3



Mental Health

Data Highlights

Figure 1 Poor Mental Health and Depression in Past Month

Although below the Wisconsin and U.S. average, over one-fourth of Brown County's population had more than three days with poor mental health per month. In addition, 22% of Brown County residents were diagnosed with depression, according to the Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS data revealed a relationship between Body Mass Index (BMI) and depression: 34% of obese respondents reported depression compared to 17% of persons who were neither obese nor overweight. Fifteen percent of Brown County respondents to the BRFSS reported taking medication or receiving treatment for a mental health condition (8% of males and 22% of females). Forty percent of respondents with low incomes (less than \$10,000) reported taking medication or receiving treatment for a mental health condition.

Figure 1

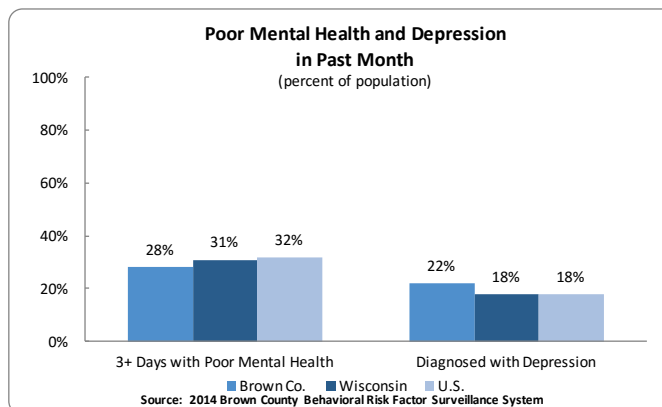
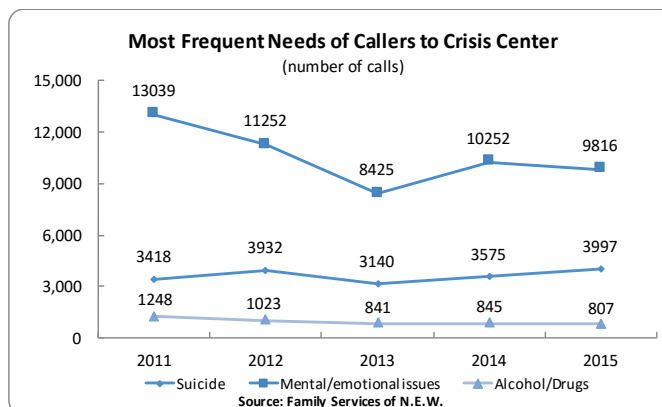


Figure 2 Most Frequent Needs of Callers to Crisis Center

Data from Family Services of NEW provides a look at the number of people calling the Crisis Center and the reasons people call. In 2015, 9,816 calls to the Crisis Center focused on mental health/emotional issues, 3,997 calls focused on suicide, and 807 calls focused on alcohol/drugs.

Figure 2

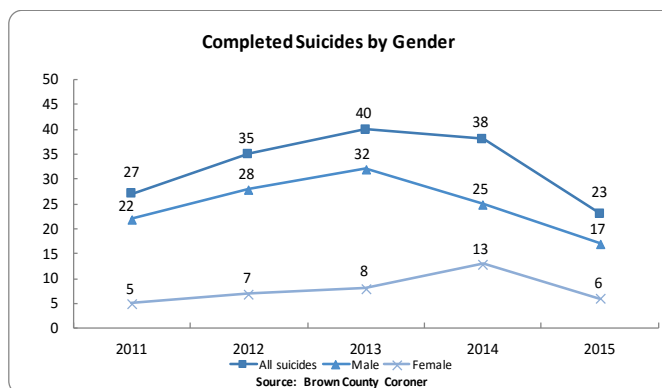


The number of hospitalizations of youth for psychiatric reasons increased locally: In 2014, there were 434 hospitalizations of children or youth compared to 381 in 2010. While hospitalization rates for all other age groups declined significantly, the rate for youth rose from 6.2 per 1,000 in 2010 to 7.0 in 2014.

Figure 3 Completed Suicides by Gender

Data from the Brown County coroner tracks the number of completed suicides. From 2014 to 2015, the number dropped from 38 to 23, a 39% decline. Figure 3 displays the number of completed suicides by gender. In each year shown in the figure, suicide was more prevalent among men than among women.

Figure 3



Problems Accessing Needed Mental Health Care

The 2016 survey asked community members about the extent to which they could not access needed mental health care. Six percent of people in Brown County said they could not access needed mental health care all or most of the time. Another 7% said they could not access needed mental health care sometimes. Fifty-five percent of people responded seldom or never, and 32% said they had no opinion.

Lifestyle-Related Conditions

Data Highlights

Figure 1 Percent of Adults that Are Overweight or Obese

The Wisconsin Behavioral Risk Factor Surveillance System (BRFSS) survey showed rates of being obese or overweight grew between 2011 and 2014. In 2014, Brown County had more overweight adults (41%) than in the U.S. (35%), but fewer obese adults (25% versus 30%). Being overweight correlates with many other health conditions such as diabetes, disability, and depression.

Figure 1

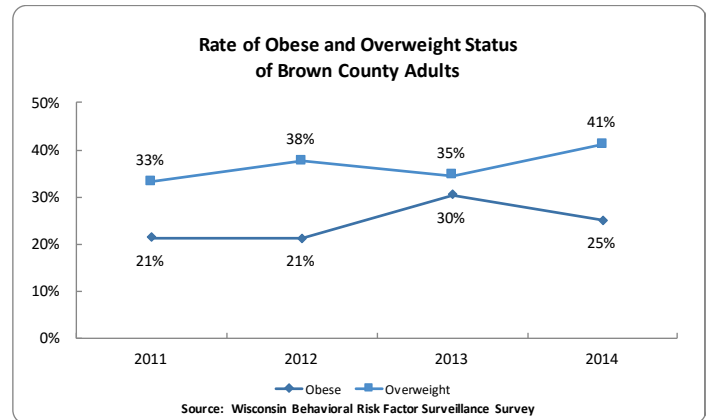


Figure 2 Percent of Adults with Diabetes

In 2014, 7% of Brown County residents were diagnosed with diabetes, compared to 10% in the U.S. Brown County's rate was also lower than the state rate of 9%. Although Brown County's rate of adults with diabetes has been relatively consistent since 2012, it is lower than 2011 when 11% of adults in Brown County were diagnosed with diabetes.

Figure 2

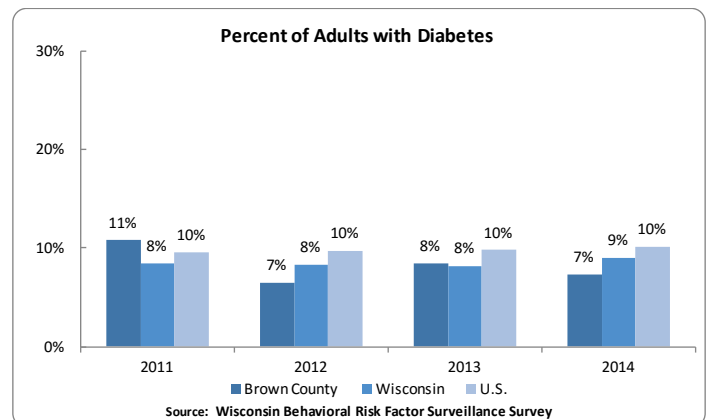
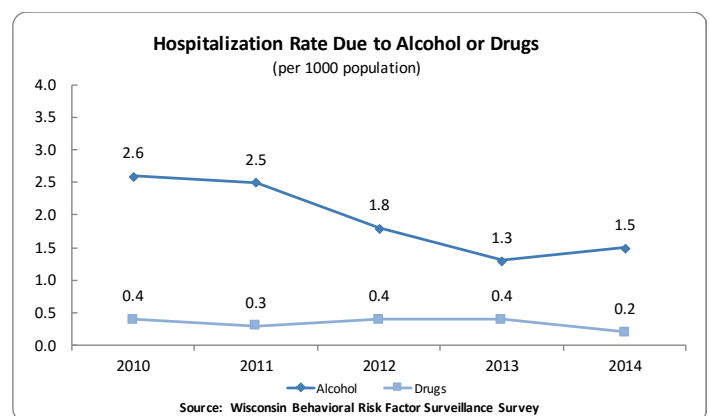


Figure 3 Hospitalization Due to Alcohol or Drugs

This figure displays the rate of hospitalizations due to alcohol or drugs per 1,000 population. In both cases, there were decreases over time. In 2010, for example, the rate of hospitalizations due to alcohol was 2.6 in Brown County. In 2014, that number dropped to 1.5. The hospitalization rate due to drugs was lower than the rate of hospitalization due to alcohol. 2014 marks a low point in the data series. In that year, the hospitalization rate was 0.2 (per 1,000 population). In previous years, the rate was typically 0.4 (per 1,000 population).

Figure 3



Healthy Behaviors

Data Highlights

Figure 1 Exercise rate

According to the Wisconsin Behavioral Risk Factor Surveillance System (BRFSS) survey, 80% of respondents in 2014 reported exercising for at least 10 minutes in a usual week in Brown County. The rate had been very similar in Brown County over the past several years.

Figure 2 Rate of Binge Drinking in Past 30 Days

Binge drinking measures the number of people who reported having consumed five or more drinks (four or more for women) in a short time period. In 2014, Brown County's rate of binge drinking among adults (26%) was higher than the national average (16%). Brown County's rate of binge drinking increased from 23% of adults in 2011 to 26% of adults in 2014.

Smoking Rates

The rate at which people smoke remained constant at 15% in Brown County between 2011 and 2014, according to the BRFSS survey.

Figure 3 Effects of Alcohol or Substance Abuse

In 2011 and 2016, community members in Brown County were asked about the extent to which alcohol or substance abuse had a negative effect on them or their family. While most people said this was seldom or never the case (about 80% in each year), in both years of the survey 10% of people said alcohol or substance abuse had a negative effect on them or their family some of the time. In 2011 and 2016, a small number of people (3% in 2011 and 2% in 2016) said alcohol or substance abuse had a negative effect on them or their family all/most of the time.

Perceptions of Brown County as a place that Promotes Responsible Alcohol Use

When asked to rate Brown County as a place that promotes the responsible use of alcohol by residents, community members had mixed views on the LIFE Study survey. In 2016, 43% of people rated Brown County as excellent or good on this issue. In that year, 52% of people rated Brown County as fair or poor on promoting responsible alcohol use. Those numbers remained nearly identical when compared to the 2011 survey.

Figure 1

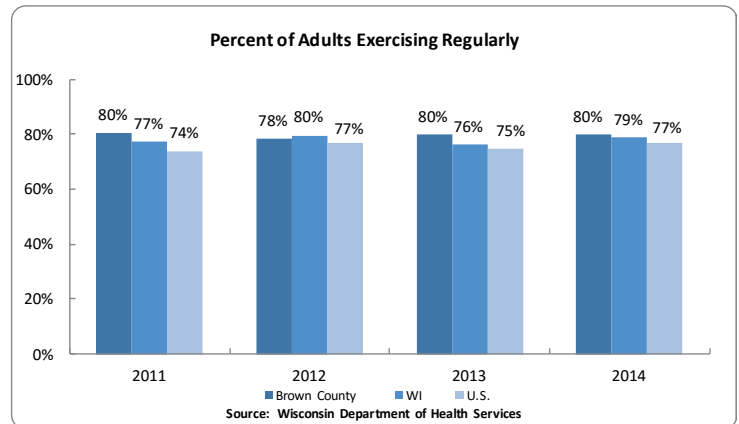


Figure 2

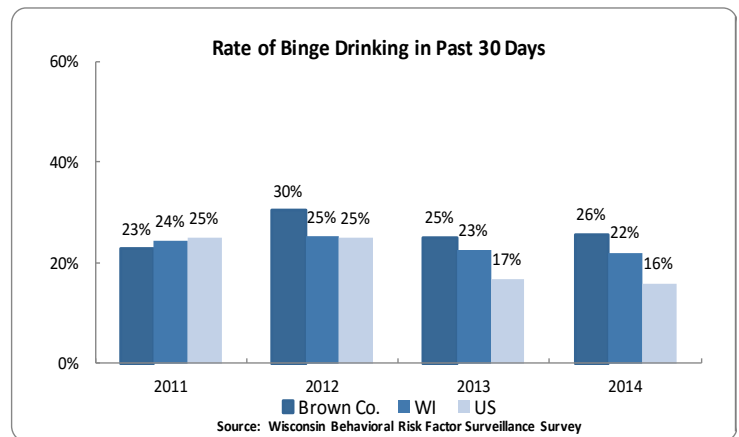
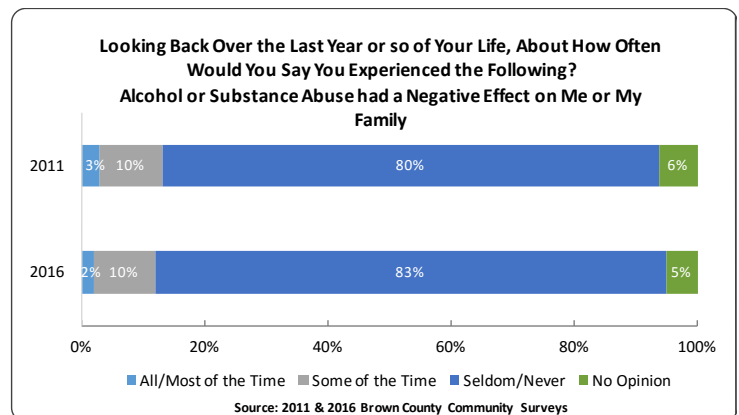


Figure 3



Quality of Medical Care

Data Highlights

Figure 1 Health Care Costs Per Medicare Enrollee

Overall, the health care costs per Medicare enrollee remained fairly stable at the state level, although there was a slight increase. In Brown County, there was a more pronounced increase. In 2012, the cost per Medicare enrollee was \$7,761. By 2016, that number increased to \$8,780.

Figure 2 Perceptions of Health Care Quality in Brown County

Community members and leaders had very positive views about the overall quality of health care in the area. In 2011, 86% of leaders rated Brown County's health care quality as excellent or good. In 2016, that number increased slightly to 89%. Among community members, there were also exceptionally high assessments about health care quality in the area. In 2011, 86% of community members rated the quality of health care as excellent or good. That number was very similar in 2016 (82%).

Figure 3 Meeting Health Needs of Residents by Income

In 2016, community members were asked to rate Brown County on how it meets the health needs of residents. When that question was broken down by respondent income, there were differences in perceptions about Brown County. Those in the lowest income category in Figure 3 had much different views about Brown County than those in higher income categories. Among those with income of less than \$10,000 per year, 50% said Brown County does a fair or poor job of meeting the health needs of residents. Among those in the highest income category (\$150,000 or more per year), only 12% of people rated the area as fair or poor on meeting the health needs of residents.

Figure 1

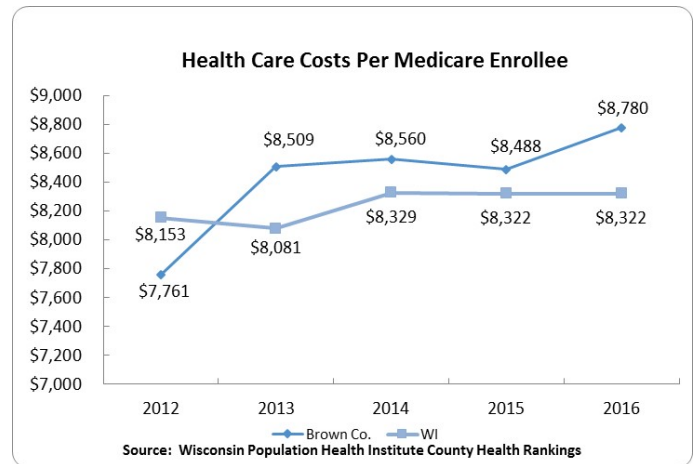


Figure 2

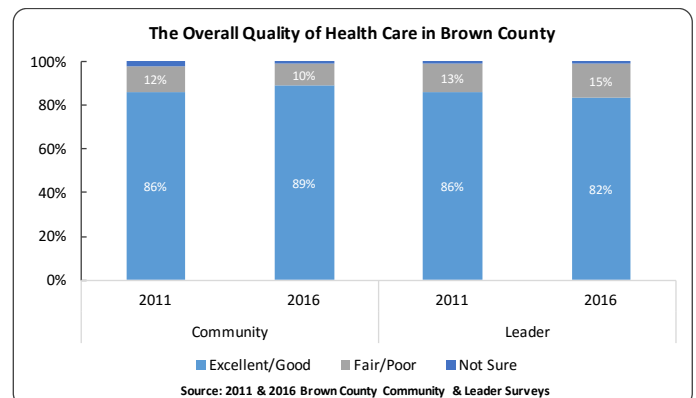
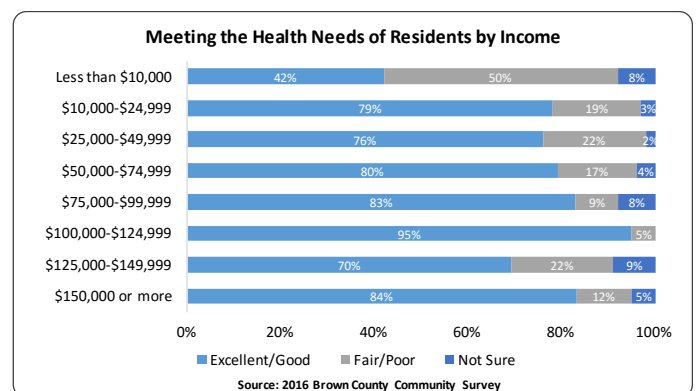


Figure 3



A Healthy LIFE

Challenges and Opportunities

Although much progress occurred in Brown County in the area of health, a number of challenges existed. In 2016, Brown County ranked 34th out of 72 Wisconsin counties on its overall health status.

Although the N.E.W. Dental Clinic at Northeast Wisconsin Technical College saw almost 2,000 low-income patients in 2015, access to dental care for low-income and less-educated adults was poor. In fact, there was a sizable difference in the amount of dental visits per year and income levels. In addition, one-third of respondents of the Behavioral Risk Factor Surveillance System Survey had no dental insurance.

Moreover, racial disparities existed in access to health care. Although 95% of White individuals had access to health insurance, only 70% of Hispanic/Latino individuals had such coverage. Although BadgerCare Plus provided health insurance for eligible low-income individuals, continuity of care hampered achieving optimal health outcomes for those receiving free services at health clinics. Although the N.E.W. Community Clinic continued to expand services to meet the needs of uninsured and underinsured persons, its ability to sustain these services was threatened as state and federal funding streams were uncertain.

In addition, lifestyle factors such as drinking and overeating, contributed to mental and physical health concerns. For example, a greater percentage of Brown County adults were overweight and obese in 2014 as compared to 2010. Being overweight correlates with many other health conditions, such as asthma, diabetes, and depression. If Brown County can impact lifestyle issues like this, it may see improvements in many other indicators of population health. In addition, Brown County's rate of binge drinking among adults was higher than the national average. The rate of binge drinking in Brown County also increased from 23% of adults in 2011 to 26% of adults in 2014. Excessive alcohol consumption can have many other ripple effects on an individual's life, including health status, employment, and parenting.

The community's capacity to deliver longer-term evidence-based home visiting services to families with young children also decreased due primarily to significant reductions in federal early home visiting funding to states (beginning in late 2016). Such services are particularly helpful to struggling families who may be at risk for child abuse and neglect and other negative outcomes.

Finally, the community was hampered by not having a common assessment of youth wellness and risk behaviors similar to the Behavioral Risk Factor Surveillance System for adults. Although the state had made an online version of the Center for Disease Control's Youth Risk Behavior Survey available, Brown County school districts had not coordinated how or when it would be administered, leaving the community with limited data that do not accurately reflect the experiences and perceptions of the area's youth.

In sum, much progress was observed in the area of health in Brown County. Yet, a number of concerns still should be addressed by the community to ensure the highest access and care are available to residents.

A Healthy LIFE

Data Sources

The following sources were used in the Health section:

- www.dhs.wisconsin.gov/publications/p0/p00345b-2012-brown.pdf
- www.dhs.wisconsin.gov/stats/healthinsurance.htm
- www.dhs.wisconsin.gov/health-care-coverage/health-care-coverage/medicaid/forwardhealth
- www.newcommunityclinic.org
- factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S2701&prodType=table
- www.forwardhealth.wi.gov/WIPortal/StaticContent/Member/caseloads/481-caseload.htm
- www.dhs.wisconsin.gov/stats/phprofiles/brown.htm
- www.countyhealthrankings.org/app/wisconsin/2016/overview
- www.countyhealthrankings.org/app/wisconsin/2016/overview
- www.countyhealthrankings.org/app/wisconsin/2014/rankings/brown/county/outcomes/overall/snapshot
- www.dhs.wisconsin.gov/stats/deaths/index.htm
- www.dhs.wisconsin.gov/stats/phprofiles/brown.htm
- www.dhs.wisconsin.gov/wish/index.htm
- www.dhs.wisconsin.gov/stats/phprofiles/brown.htm
- www.fns.usda.gov/pd/wic-program
- www.dhs.wisconsin.gov/stats/phprofiles/brown.htm
- www.dhs.wisconsin.gov/stats/phprofiles/wisconsin.htm
- www.dhs.wisconsin.gov/lead/data.htm
- factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S1701&prodType=table
- familyservicesnew.org/get-help/by-service/crisis-services
- www.dhs.wisconsin.gov/wish/index.htm
- webappa.cdc.gov/sasweb/ncipc/dataRestriction_lcd.html
- www.dhs.wisconsin.gov/stats/phprofiles/brown.htm
- www.dhs.wisconsin.gov/stats/phprofiles/wisconsin.htm
- www.dhs.wisconsin.gov/publications/p0/p00376.pdf
- www.dhs.wisconsin.gov/wish/brfs/form.htm
- nccd.cdc.gov/BRFSSPrevalence/rdPage.aspx?rdReport=DPH_BRFSS.ExploreByTopic&irbLocationType=StatesAndMMSA&isClass=C_LASS14&isTopic=Topic09&isYear=2014
- nccd.cdc.gov/BRFSSPrevalence/rdPage.aspx?rdReport=DPH_BRFSS.ExploreByTopic&irbLocationType=StatesAndMMSA&isClass=C_LASS01&isTopic=Topic30&isYear=2014
- www.dhs.wisconsin.gov/wish/brfs/form.htm
- www.countyhealthrankings.org/app/wisconsin/2016/rankings/brown/county/factors/2/snapshot
- www.dhs.wisconsin.gov/statehealthplan/index.htm
- Other sources: Brown County Oral Health Partnership, Brown County Human Services (Economic Support Manager, Jenny Hoffman), N.E.W. Community Clinic, Brown County United Way, Behavioral Risk Factor Surveillance Survey, American Community Survey 1-Year Estimates

LIFE at Home



Current	Trend	
▷	▷	Percent of births to mothers with less than a high school education
▽	▷	Annual childcare costs as percent of median family income
▽	▷	Older adult poverty rate

△ Good ▷ Fair ▽ Poor --- Not Rated

HOME “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community leaders and residents understand and address the needs of people who are vulnerable due to their age or handicapping conditions. All members of the community have the opportunity to:

- + Be safe from abuse and neglect
- + Be involved in the community through leisure activities, employment, and education
- + Receive needed supportive care
- + Utilize affordable and quality child care

LIFE at Home

Status on Progress

The number of children who received childcare subsidies has declined in Brown County. In 2011, 1,535 children received subsidies; in 2015, that number dropped to 1,248 children. Children on childcare subsidies were generally received high-quality child care. Brown County had the largest number of low-income children of any county that received care in 5-star Youngstar-rated centers. The Youngstar Program rates Wisconsin childcare centers on key quality indicators and identifies areas for improvement.

In addition, several initiatives were launched since the 2011 LIFE Study to support the success of area children. Achieve Brown County (ABC), a collective, community-wide initiative to support children “cradle to career,” aligned community agencies and experts to monitor child and youth outcomes and develop evidence-based action plans to impact children and youth from early childhood through careers. Moreover, the Community Partnership for Children (CPC), a collaborative initiative with the vision that all Brown County children will be “safe, healthy, and ready for kindergarten,” extended its reach. In 2015, 3,131 families received a Welcome Baby Visit either prenatally or in the hospital shortly after their child was born; 903 at-risk families were identified and received referrals to get them connected to community resources. In 2015, long-term tracking provided evidence that of CPC-enrolled children (primarily those enrolled in evidence-based, longer-term home visitation programs), 99% had no child abuse/neglect substantiations, 99% were linked to a primary care provider, 69% were developmentally on track for kindergarten, and 90% were socially and emotionally on track for kindergarten.

While the numbers and needs of older adults continued to grow at the community level, Brown County was well positioned to meet the growing demands with strong nonprofit organizations serving this population. The Aging & Disability Resource Center of Brown County (ADRC), established in 2005 as the only nonprofit ADRC in Wisconsin, came into its own as a community partner and leader in creating system change to enhance the quality of life of community members. The ADRC provided a growing number of evidence-based prevention programs in collaboration with local government, health care organizations, and other providers.

Concerns about service gaps in transportation led to collaborative efforts by the ADRC, Brown County government, and Green Bay Metro to provide two new staff positions that assist older and disabled adults with transportation and mobility needs in Brown County. As the use of paratransit services declined in Brown County, older and differently-abled residents had come to rely on the strong, low-cost transportation service offered by the American Red Cross-Northeast Wisconsin Chapter involving a large group of volunteer drivers. In 2015, Curative Connections, Inc. was awarded the contract to provide specialized transportation for older adults and people with disabilities for medical, nutritional, and employment priorities (the Red Cross chose not to reapply). In 2015, this specialized transportation service provided over 50,000 rides to community members and was projected to offer 57,000 rides in 2016. The Aging & Disability Resource Center of Brown County commissioned a major transportation study by the Brown County Planning and Land Services Department, slated for release in fall 2016. Based on historical data and population projections, the study identified transportation needs and gaps for older adults. The study proposed changes with a focus on rural areas, which tend to be underserved, leading to isolation and inadequate access to many needs of older adults, such as food, medical care, and other appointments.

Lastly, 16 Wisconsin counties, including Brown County, participated in a pilot project to become “dementia friendly” communities. The grass-roots, collaborative public-private initiative led to the establishment of programs such as specially designed memory cafés, AT Home with Dementia, and Purple Angels (a seal of approval for dementia-friendly businesses). This initiative was widely cited as an area of progress by experts. Rates of Alzheimer’s disease and dementia continue to climb as the population ages. In 2010, 16.6% of Brown County residents were age 60 or older. In 2025, that percentage is projected to be 24%. As the number of older adults rises, more people are living with age-related disabilities, including dementia.

Overall, Brown County progressed in a number of areas regarding LIFE at Home and has undergone some important changes in the last few years. Many initiatives were started with the mission to improve the quality of life of families, the disabled, and the elderly.

Family Structure and Support

Data Highlights

Figure 1 Percent of Families with All Parents in Workforce

The U.S. Census estimated there were 17,001 children ages 5 and under in Brown County in 2014. In 2014, 73% of Brown County and Wisconsin families with children age 5 and under had both parents employed. This rate exceeded the U.S. rate of 65%.

Figure 2 Child Poverty Rate

There were 60,907 children under the age of 18 in Brown County in 2014, according to the U.S. Census. In 2014, the most recent year shown in Figure 2, the percentage of children living in poverty was 18% in Brown County. That was the same as the percentage of children in poverty in Wisconsin as a whole, but slightly less than the U.S. average of 22%. There was a slight increase in the child poverty rate in Brown County over the past several years. In 2011, the percentage was 15%, and it increased to 18% in 2014. Poverty rates vary by marital and household status. For example, the poverty rate for single-parent households was higher than the rate for two-parent households.

Figure 3 Percent of Births to Unmarried and Less-Educated Mothers

According to data from the Wisconsin Department of Health Services, 36% of all births were to unmarried mothers in Brown County in 2014, the most recent year of data available. In addition, 13% of all births in Brown County were to women who did not have a high school degree. Single parents and individuals with low levels of educational attainment typically have lower income levels than their counterparts. According to the U.S. Census, in 2014 the poverty rate among married-couple families was 1.1%, and the poverty among female householders with no husband present was 15.6%.

Teen Birth Rate

The teen birth rate in Brown County declined from 32 per 1,000 teens (ages 15-19) in 2010 to 22.5 per 1,000 in 2014. The 2014 rate exceeded Wisconsin's rate of 18.3.

Figure 1

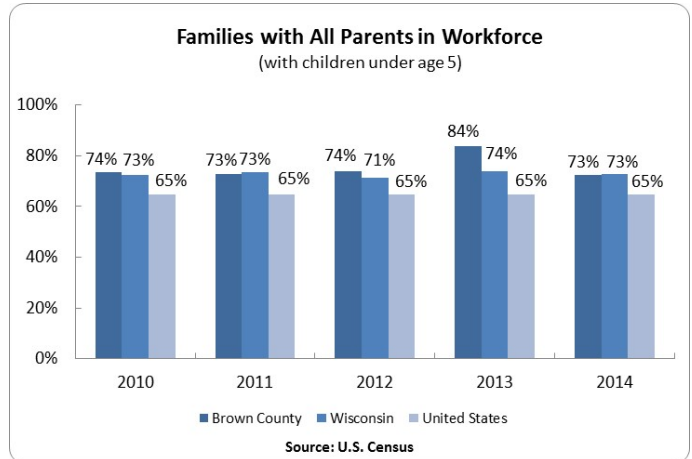


Figure 2

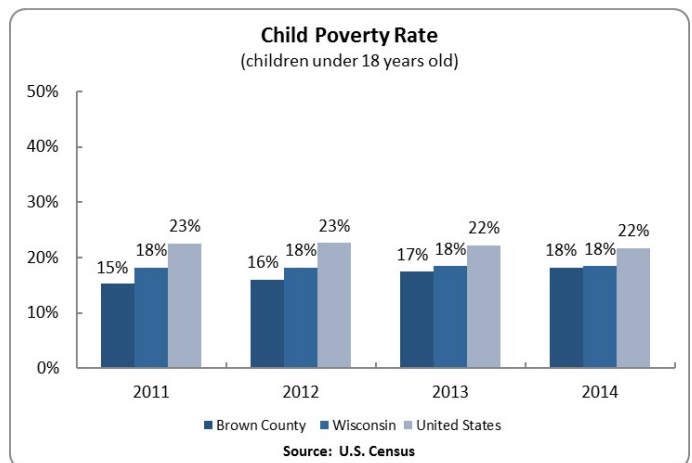
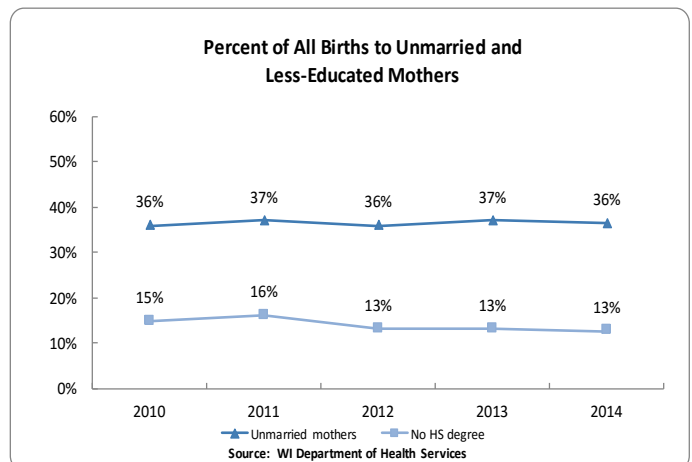


Figure 3



Child Care

Data Highlights

Figure 1 Licensed Childcare Slots per 1,000 Children Age 0-7

The number of licensed childcare slots in Brown County trended downward between 2009 and 2014, according to the KidsCount Report. In 2009, the number of licensed slots was 287 (per 1,000 children). In 2015, the number of licensed slots was 281 (per 1,000 children), a slight increase from the previous year when the number of slots was 271 (per 1,000 children). In 2014, KidsCount estimated there were 27,872 Brown County children aged infant to 7 (when child care was typically needed).

Figure 2 Number of Children Receiving Childcare Subsidies

The number of children receiving childcare subsidies declined over time in Brown County. In 2011, the number of children receiving subsidies was 1,535. By 2015, that number dropped to 1,248, a 19% decrease.

Table 1 Youngstar Quality Rating of Brown County Centers

Youngstar is a five-star quality rating system for childcare providers based on education, learning environment, business methods, and practices around child health and well-being. A score of 5 stars means a facility met the highest quality standards, and a score of 1 star means a facility does not meet any health and safety standards. A score of 3 stars is considered a proficient level of quality standards. Almost half of Brown County childcare centers were rated 2 stars or lower in 2016. On the other hand, 40% of children receiving Wisconsin Shares, or childcare subsidies, were enrolled in 5-star centers.

Childcare Wages

In 2006, the average wage for a childcare teacher was \$9.54 per hour. In 2010, the average wage was \$9.49 per hour. In 2006, the average wage for an assistant teacher was \$7.96 per hour; it increased to \$8.43 per hour in 2010. In 2006, the average wage for a childcare center director was \$14.24 per hour, and in 2010 it was \$13.22 per hour.

Annual Childcare Costs as Percent of Median Family Income

In 2015, the approximate cost of caring for an infant was \$9,025 annually (13.2% of median income for families with children, which was \$68,629 according to the U.S. Census). Costs for a child age 3-5 averaged \$7,875 (11.5% of median income).

Difficulty Obtaining Affordable Childcare

In both the 2011 and 2016 community surveys, a sizeable number of respondents said they were unable to obtain affordable childcare all, most, or some of the time. In 2011, among those with children, 16% of people reported being unable to obtain affordable childcare all, most, or some of the time. In 2016, that number increased slightly to 19%.

Figure 1

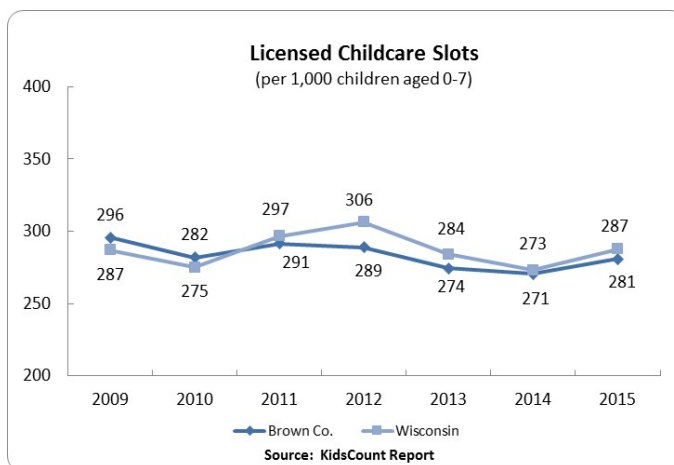


Figure 2

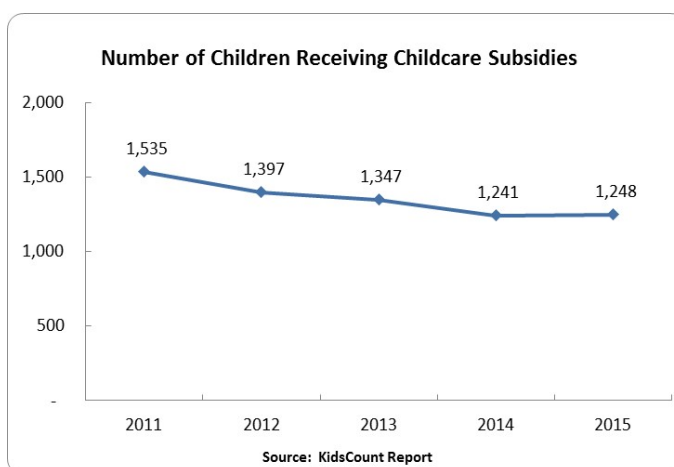


Table 1

Youngstar Quality Rating and WI Shares Enrollment of Brown County Childcare Centers, 2016

Rating	Number of Centers	Percent	WI Shares Enrollment	Percent
1 star	0	0%	0	0%
2 stars	57	49%	152	12%
3 stars	38	32%	552	42%
4 stars	7	6%	71	5%
5 stars	15	13%	527	40%
Total	117	100%	1302	100%

Source: Family and Childcare Resources of N.E.W.

Support for Youth

Data Highlights

Figure 1 Post-graduation Plans of Graduating Class, 2014-2015

According to the Wisconsin Department of Public Instruction, high school students who graduated in 2014-15 in Brown County had a range of post-graduation plans. The majority of students (53%) planned to attend a four-year college, while 22% reported planning to attend a vocational/technical school. Another 4% reported planning to enter the workforce right away, and 3% planned to serve in the military. Eighteen percent of students reported planning to pursue other options.

Figure 1

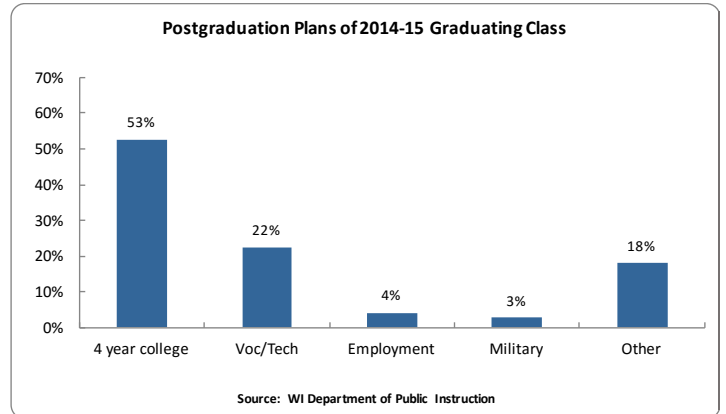
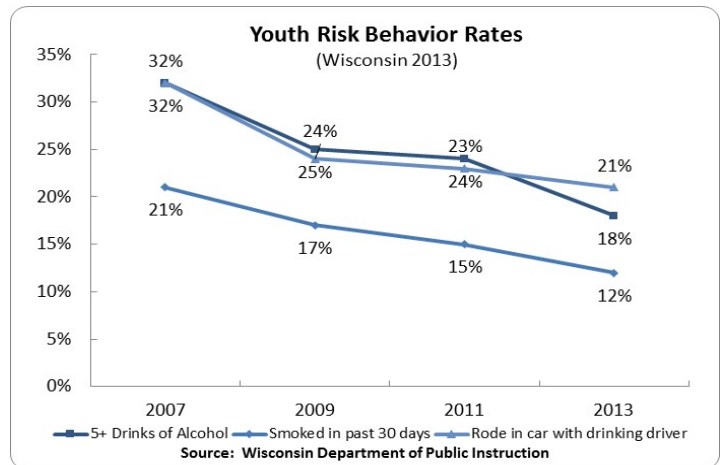


Figure 2 Wisconsin Youth Risk Behavior Rates

The Youth Risk Behavior Survey (YRBS) was developed by the Centers for Disease Control and is administered nationally using a sample of youth from across each state. Wisconsin undertakes the statewide YRBS in odd years. In 2015, the Wisconsin Department of Public Instruction was not able to obtain an appropriate sample, and therefore there were no 2015 statewide data. In addition, many school districts administer the YRBS to their own students, and while several districts agreed to share their results, the ages of students, timing of the survey, and modules included varied substantially. Unfortunately, this LIFE study was not able to report YRBS data other than 2013 statewide data for Wisconsin, which is shown in Figure 3.

There were decreases in the number of youth who engaged in binge drinking, smoking in the past 30 days, and riding in a car with a driver who had been drinking. For each of these behaviors, there were substantial declines from 2007 to 2013. For example, the percentage of youth reporting binge drinking was 32% in 2007 and decreased to 18% in 2013. Again, it should be noted this was statewide data, not data specifically on youth behavior in Brown County.

Figure 2



Disability and Support

Data Highlights

Figure 1 Percent of Population with Disability by Age

The Brown County Planning Department estimated that from 2010 to 2014, the number of residents with a disability grew from 23,619 to 26,999 individuals, a 14% increase. Over one-third of those individuals were age 65 or over. Figure 1 displays the percentage of people in different age groups that reported having a disability according to 2014 Census estimates. The highest percentage in the figure was for the 65 and older age group. In Brown County, 31% of people in the 65+ age group reported having a disability, slightly lower than the U.S. average for that age group (36%).

Figure 2 Percent of Population with Disability by Race/Ethnicity

Figure 2 indicates some differences in disability rates by racial group. Among American Indians, 18% reported having a disability according to the U.S. Census Bureau. Among Whites, the rate was lower at 11%. Rates were below 10% for the other racial/ethnic groups in Figure 2.

Table 1 Older Adults and Clients With Disability Served by Major Local Nonprofit Organizations

A number of organizations in the Brown County area served older adults and people with disabilities. The number of clients served for several organizations is displayed in Table 1. In most cases, the number of clients served was similar from 2010 to 2015, although there were some notable increases. For example, Curative Connections and Options for Independent Living both saw increases in the number of clients served during the period.

Average Number Served by Birth to 3 Program

The Birth to 3 Program is a statewide service targeting children under the age of 3 with developmental delays and disabilities. Program staff believed awareness of this program had grown, leading to an increase in caseload from 240 in 2013 to 314 in 2015. The program works to enhance the child's development in partnership with the family through helping the family learn how to interact with the child and support optimal development.

Perceptions of Brown County as a Place for People with Disabilities

Both community leaders and community members expressed fairly positive views about Brown County as a place for people who had disabilities. In 2011, 61% of community members and 62% of leaders said Brown County was an excellent or good place for people with disabilities. In 2016, 60% of community members and 54% of leaders rated the area as excellent or good for disabled people.

Figure 1

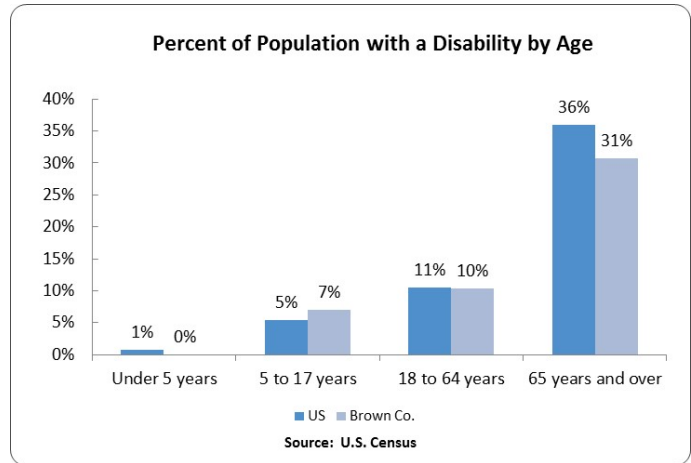


Figure 2

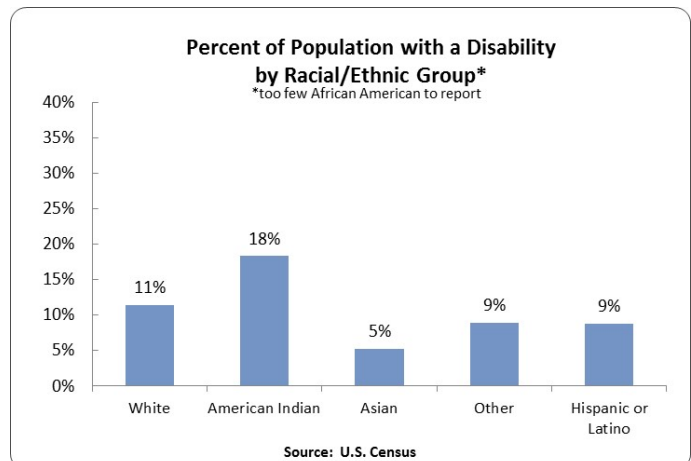


Table 1

Disability and Support - Number of Older and Disabled Clients Served

	2010	2015
ASPIRO	1,200	1,210
CP Center	1,200	2,000
Curative Connections	2,021	2,010
Curative Connections, Alzheimer's	198	267
Options for Independent Living	1,406	2,076

Source: Organizations

Older Adults and Support

Data Highlights

Figure 1 Projected Population by Broad Age Group

The percentage of people who were 60 or older is expected to grow from 2015 to 2030. According to the Brown County Transportation report and the Brown County Planning Department, many older adults are located in rural areas of Brown County.

Figure 2 Percent of Elderly Population Living in Poverty

In 2014, the U.S. Census estimated that 7% of Brown County population age 65 and older were at or below the Federal Poverty Level (FPL). However, especially for older adults, there were limitations when using the FPL as the determining factor to assess poverty status. It did not take into account the effects of taxes, public benefits, and expenses on one's economic situation, and may have underestimated the financial status of older adults. The Wisconsin Institute for Research on Poverty calculated the adjusted poverty rates for Wisconsin residents, which typically is calculated to be 1-2 percentage points higher. The ADRC reported 29.1% of adults over age 65 in Brown County had income at or below 200% of the FPL.

Figure 3 Death Rate Due to Alzheimer's Disease

The Alzheimer's Association estimated that one in nine adults age 65 or over have Alzheimer's disease. As the older population grows in the next decades, the disease burden will escalate. Figure 3 shows that the rate of death due to Alzheimer's disease in Brown County exceeded the statewide rate for the five years until 2014, when both Brown County and Wisconsin reported 32 deaths per 100,000 people due to Alzheimer's. Experts say this death rate significantly under-reports the extent and impact of the disease, because there are often other immediate causes of death (such as pneumonia or cancer) for Alzheimer's patients who have weakened immune systems.

Difficulty Caring for Elderly Family Member

Community members were asked about the extent to which they had been unable to adequately care for an elderly family member. In 2011, 7% of community members reported being unable to adequately care for an elderly family member all, most, or some of the time. In 2016, that number remained the same. In both 2011 and 2016, about 70% of community members said they never had problems adequately caring for an elderly family member.

Figure 1

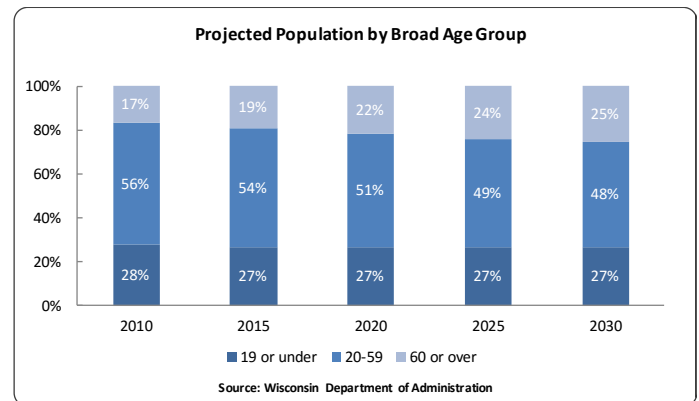


Figure 2

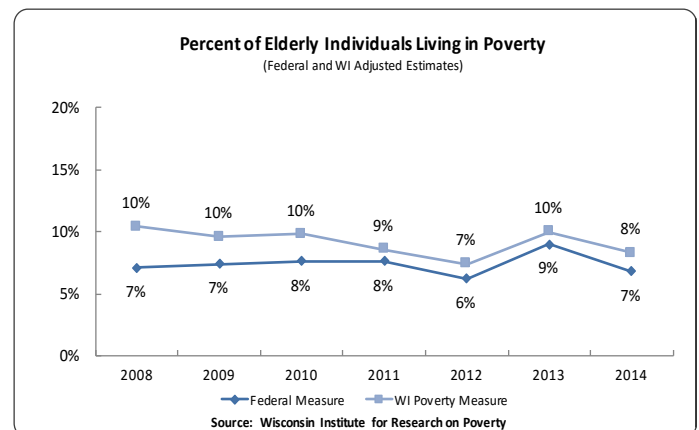
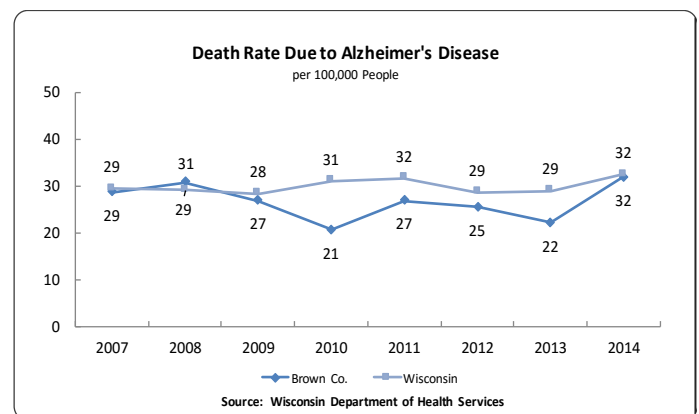


Figure 3



Older Adults and Support, cont.

Data Highlights

Figure 1 Total Recipients and Waiting List for Long-Term Care

The number of individuals receiving community long-term care remained consistent between 2008 and 2014 with a minor increase to 1,659 recipients in 2014 despite the growing older adult population in Brown County. The waiting list fluctuated around the mid-700s during that time. However, the expenditure per recipient rose by 10%, from just over \$27,000 in 2009 to nearly \$30,000 per recipient in 2014. Data for 2015 will show a decreasing waiting list due to Brown County phasing in the state's major long-term care redesign, known as Family Care to be completed in 2018. This new managed care system will give every eligible adult access to services, but places limits on the dollar amount available to each individual.

Figure 1

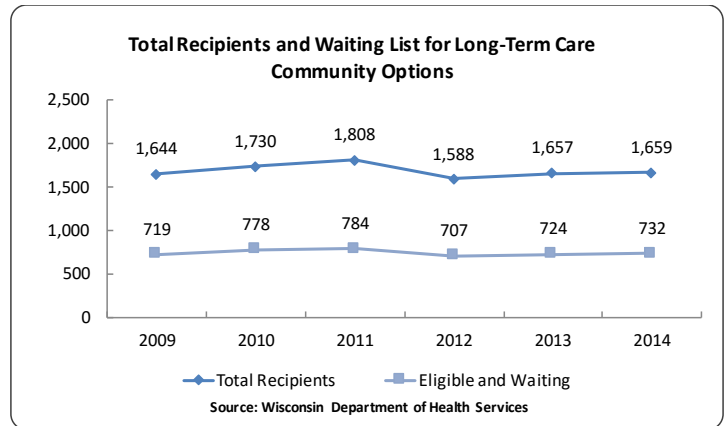
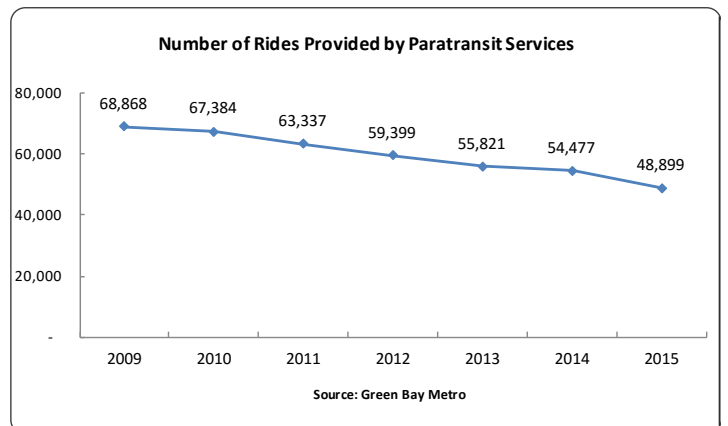


Figure 2 Use of Paratransit Services

Ridership on Green Bay Metro paratransit service declined by 29% between 2009 and 2015. Paratransit serves individuals who cannot physically access fixed-route public transportation. Services were limited to individuals based on physical ability and home address (located within at least three-fourths of a mile to a fixed route).

Figure 2



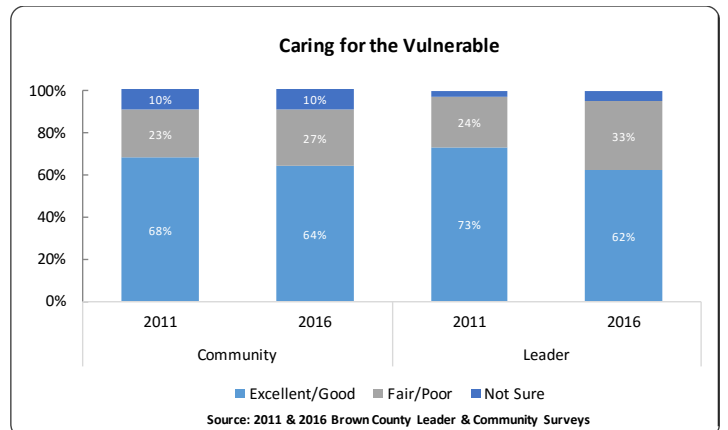
Curative Connections, Inc. Transportation Program

Nonprofit organizations play an important role in the Brown County transportation system for older and disabled adults. In 2015, Curative Connections, Inc. was selected as the nonprofit provider of transportation in Brown County, replacing the Red Cross, which had provided many rides relying upon a cadre of local volunteer drivers. In 2015, as transitioning occurred, 52,524 rides were provided by the two agencies. In 2015, Curative Connections, Inc. projected to provide 57,000 rides.

Figure 3 Care for Vulnerable Populations in Brown County

Both leaders and community members had fairly positive views about the care for vulnerable people in the area. In 2016, 64% of community members and 62% of leaders said Brown County did an excellent or good job of caring for vulnerable people. About 30% of community members and leaders rated Brown County as fair or poor on this issue. The trends were very similar when comparing community members' views in 2011 and 2016. Among leaders, the most notable change was that fewer leaders rated the area as good or excellent in 2016 compared to 2011 (a drop from 73% to 62% among leaders).

Figure 3



LIFE at Home

Challenges and Opportunities

Although much progress was made in providing support for Brown County's vulnerable populations (children, youth, older adults, and those with disabilities), some areas may require further attention. These areas include lack of data regarding youth, transitional services for individuals with disabilities, ridership on specialized transportation, and funding for elderly and early childhood programs.

First, there was a lack of data regarding school-age children and adolescents. The Wisconsin Department of Public Instruction had administered the Youth Risk Behavior Survey (YRBS) statewide every two years in coordination with the Centers for Disease Control using a geographic sampling strategy. According to the Wisconsin Department of Health Services, weighted Wisconsin YRBS data were not available for 2015. Therefore, the most recent accurate data on youth risk behaviors was from 2013 (for the entire state). Although some Brown County school districts administer the YRBS to students on an individual basis, a coordinated approach does not exist. Of the schools that administered the survey in the last two years, schools administered the survey at different time periods or to different aged students, precluding availability of current, local data on the behaviors of youth. In contrast, CESA 6 receives funding to coordinate consistent YRBS data collection, yielding a rich local dataset. Brown County as a whole might consider similar data collection efforts so more can be learned about this group.

Second, community experts agreed youth with significant disabilities who were transitioning out of high school faced waiting lists and insufficient services to help them move into a new stage of life. While systems of support evolved for the adult population, the same was not necessarily true for youth, who relied on numerous supports from schools until they graduated and needed to obtain community supports.

Third, ridership on specialized public transportation, paratransit, declined in Brown County. Paratransit serves individuals who cannot be served by the fixed-route buses due to physical limitations. However, access to this service was limited based upon various eligibility criteria such as home address, physical capacity, availability of the service in certain municipalities that financially support Green Bay Metro, and location within three-quarters of a mile of an existing fixed route. While the public and nonprofit transportation options existed, it continued to be insufficient relative to the need, especially in rural communities.

Fourth, all experts serving older adults and residents with disabilities noted the challenges in continuing stable funding of programs. These programs are typically funded by a mix of federal, state, and local sources. Federal funding has been impacted by failure to pass budgets, changing grant cycles, and budget cuts. State funding has been cut or has fluctuated, and local leaders discussed how funding variations make it challenging to sustain effective programs.

Lastly, in 2015, Brown County Human Services and the Aging & Disability Resource Center (ADRC) began the transition from the county-based community options waiver programs to the Family Care and IRIS system for long-term care. This change is slated to be complete in July 2018, with implications for access to services. While more individuals will access care sooner and the waiting list for services will disappear, long-term care services may be more limited for those receiving support services. Moreover, multiple far-reaching policy proposals were considered by the Wisconsin Legislature with potential dramatic impacts for this population. Similarly, in 2016, longer-term evidence-based home visiting programs in Brown County experienced significant funding cuts, primarily due to fewer federal dollars being available to states. Community Partnership for Children leaders and others have formed a task force to address the community's reduced capacity to deliver these critical services to families with young children.

In sum, while there are a variety of positive developments in Brown County in the area of Home, there are also key issues that the community may want to examine more closely. The issues discussed above represent important points for community discussion and engagement.

LIFE at Home

Data Sources

The following sources were used in the Home section:

- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S2302&prodType=table
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_DP03&prodType=table
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S1701&prodType=table
- o datacenter.kidscount.org/data/tables/3491-children-receiving-wisconsin-shares-childcare-subsidies?loc=51&loct=2%20-%20detailed/5/7041-7112/false/573,869,36,868,867/any/15120
- o dcf.wisconsin.gov/youngstar/impact.htm
- o datacenter.kidscount.org/data/tables/3489-licensed-child-care-slots?loc=51&loct=2#ranking/2/any/true/any/any/9401
- o datacenter.kidscount.org/data/tables/7622-children-in-out-of-home-placements?loc=51&loct=5%20-%20detailed/5/7041-7112/false/36,868,867,133,38/any/15497
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S0101&prodType=table
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S1701&prodType=table
- o www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Demographic-Services-Center/Wisconsin-Population-Projections
- o www.dhs.wisconsin.gov/wish/mortality/broad-form.htm
- o www.dhs.wisconsin.gov/wish/mortality/broad-form.htm
- o www.dhs.wisconsin.gov/wish/birth/data.htm
- o www.dhs.wisconsin.gov/wish/teen-birth/index.htm
- o www.dhs.wisconsin.gov/wish/birth/form.htm
- o dpi.wi.gov/sspw/yrbs
- o dpi.wi.gov/sites/default/files/imce/sspw/pdf/yrbs13execsum.pdf
- o Other sources: Wisconsin Department of Children and Families, Family and Childcare Resources of N.E.W., American Community Survey 1-Year Estimates, Brown County Household Food Security Survey, ASPIRO, CP Center, Options for Independent Living, Curative Connections, Green Bay Metro Annual Reviews, Wisconsin Department of Public Instruction

LIFE of Learning

LEADING INDICATORS

Current	Trend	
△	▷	Attendance rates of fifth-grade students
▽	▷	Reading proficiency of third-grade students
▽	▷	Math achievement of eighth-grade students
△	△	High school graduation rate
▽	▽	Library circulation per capita

△ Good ▷ Fair ▽ Poor --- Not Rated

LEARNING “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members of all ages continue to learn at all stages of life:

- + All youth and children develop their skills and unique talents to prepare them for viable careers and a lifetime of learning
- + Adults (young and returning) can obtain affordable higher education leading to improved career development
- + Learning matches area employment and opportunities

LIFE of Learning

Status on Progress

The LIFE of Learning section provides an overview of education in Brown County, including K-12 student achievement in eight school districts, higher education trends, and perceptions of educational quality from community members and leaders. For some indicators, data from 2015-16 were included, while in other areas data from previous school years were provided. For each indicator, the most recent data available at the time of this report was included.

A number of interesting trends emerged since the 2011 LIFE Study. Public schools in Brown County have become more diverse in terms of race and ethnicity. In fact, the percentage of minority students served increased in every district in the county from 2010-11 to 2015-16. In addition, Brown County as a whole served a greater percentage of minority students than the state of Wisconsin. Although schools were more diverse, a slightly smaller percentage of students who were considered English Language Learners attended public schools in Brown County in 2015-16 as compared to 2010-11.

In addition, student achievement data show progress. ACT exam trends were quite positive in Brown County, as the average ACT score increased since 2005-06. In 2005-06 the average ACT score in Brown County was 22.4, and in 2014-15 it increased by almost a full point to 23.1. This trend was not observed at the state level, where ACT scores were very stable. In addition, the percentage of students who graduated high school in Brown County in four years increased. In 2010-11, 86.03% of students graduated in four years; in 2014-15, 88.28% of students graduated in four years.

With regard to higher education, the percentage of adults in Brown County with an Associate's degree, Bachelor's degree, or graduate/professional degree increased from 35.2% in 2010 to 39.4% in 2014. Eighty-seven percent of community members and 97% of leaders in Brown County believed the quality of higher education in Brown County was good or excellent.

Finally, another important development that occurred in Brown County since the 2011 LIFE Study was the creation in 2014 of Achieve Brown County (ABC), championed by the Brown County United Way, Greater Green Bay Chamber, and Greater Green Bay Community Foundation. ABC is a countywide initiative that responded to the 2011 LIFE Study data and findings that highlighted the importance of student achievement, knowledge and skills important to workforce needs. ABC provides a common framework for community alignment and focus across sectors to measurably improve school readiness and achievement of youth beginning at birth through graduation.

Overall, Brown County has progressed in the area of education in numerous ways. Students in public schools were more diverse than ever. A greater percentage of students graduated in four years, and the average ACT score increased since the last LIFE Study. In addition, more adults ages 25 years and older have some form of higher education. Therefore, Brown County's population was more educated than it ever had been.

Pre K-12 Education

Data Highlights

Figure 1 Enrollment in Public, Private, and Home Schools

In 2015-16, a total of 51,058 students were enrolled in Brown County public, private, and home schools in Pre-Kindergarten through 12th grade, compared to 48,419 students enrolled in 2010-11. Most public school districts either maintained similar enrollment numbers or had modest increases from 2010-11 to 2015-16.

Enrollment in 4-Year-Old Kindergarten

In 2015-16, 2,697 students attended 4-year-old Kindergarten compared to 2,249 in 2010-11. Every district in Brown County offered 4-year-old Kindergarten in 2015-16, which was not the case in 2010-11.

Figure 2 Voucher Students in Brown County

The number of students in Brown County using vouchers to attend private schools increased steadily from 2013-14 to 2015-16. In 2013-14, only 53 students utilized vouchers in Brown County. In 2015-16, this number increased to 272.

Table 1 Open Enrollment in Brown County

More families opted to attend Ashwaubenon, De Pere, Denmark, and Howard-Suamico districts in 2014-15 as compared to 2010-11. In contrast, more families opted to leave Green Bay, Pulaski, and West De Pere in 2014-15.

Attendance Rate of 5th-Grade Students

The attendance rate for 5th-grade students in Brown County declined slightly from 96.6% in 2010-11 to 95.8% in 2014-15. Statewide, a slight decline in 5th-grade attendance was also observed, from 95.9% to 95.6%.

Figure 1

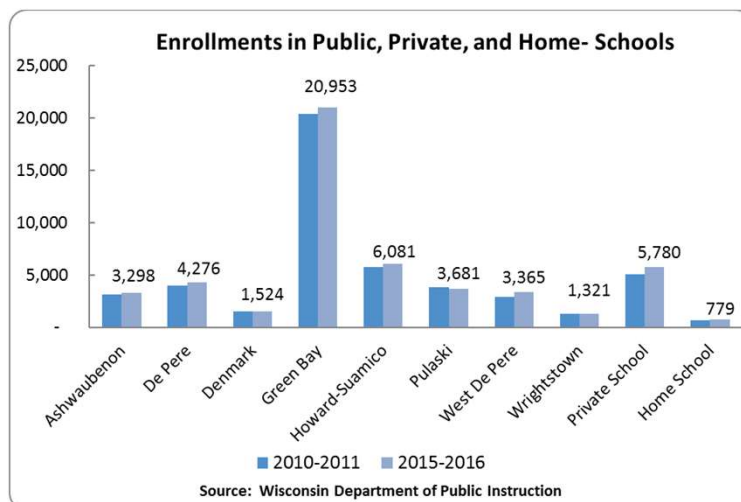


Figure 2

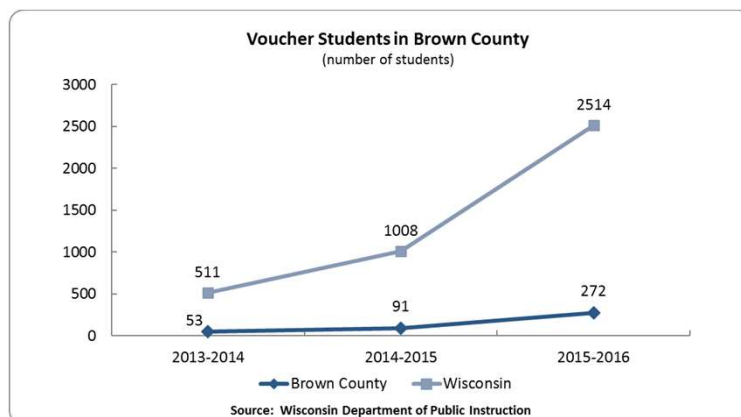


Table 1

	Increase or Decrease in Enrollments due to Open Enrollment	
	2010-2011	2014-2015
Ashwaubenon	541	891
De Pere	94	242
Denmark	40	84
Green Bay	-703	-1463
Howard-Suamico	109	416
Pulaski	-15	-80
West De Pere	-92	-187
Wrightstown	39	36

Source: Wisconsin Department of Public Instruction

Pre K-12 Education

Data Highlights

Special Populations of Students (Low Income, Minority, English Language Learners, Special Education)

The percent of students eligible for special education in public schools in 2010-11 and 2015-16 remained consistent. Overall, 13.5% of students in 2015-16 in Brown County had a documented special need, a slight decline from 14% in 2010-11.

Figure 1 presents minority enrollment by district in 2010-11 and 2015-16. Each district had an increase in the percentage of minority students served from 2010-11 to 2015-16. Brown County as a whole served a greater percentage of minority students than the state.

Figure 2 displays the percent of students from low-income families by district in 2010-11 and 2015-16. The Green Bay Area Public School District served the most low-income families, at 62% for the 2015-16 school year. Brown County as a whole was very similar to the state, serving 40% of students from low-income families.

Figure 3 displays the percent of students who were considered English Language Learners in 2010-11 and 2015-16. Brown County, as a whole, served a greater percentage of English Language Learners as compared the state.

Figure 1

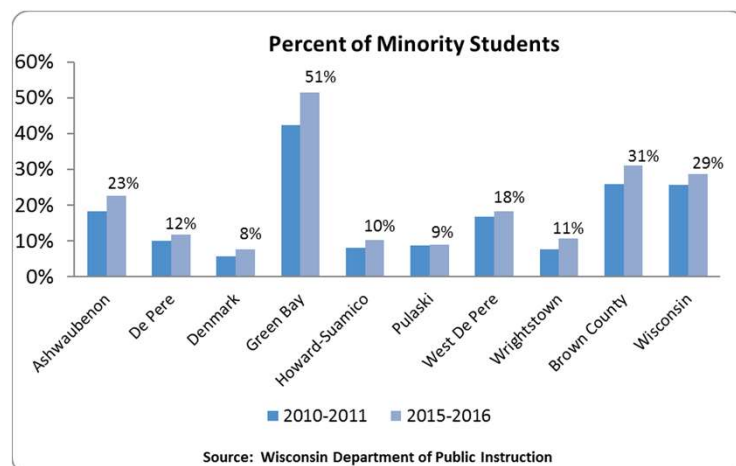


Figure 2

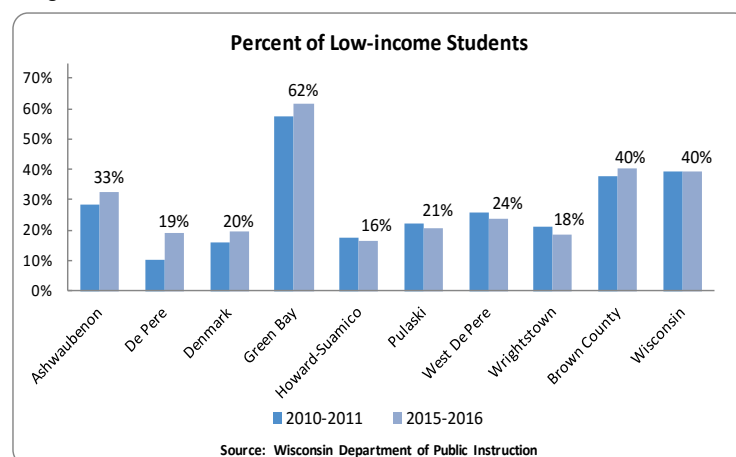
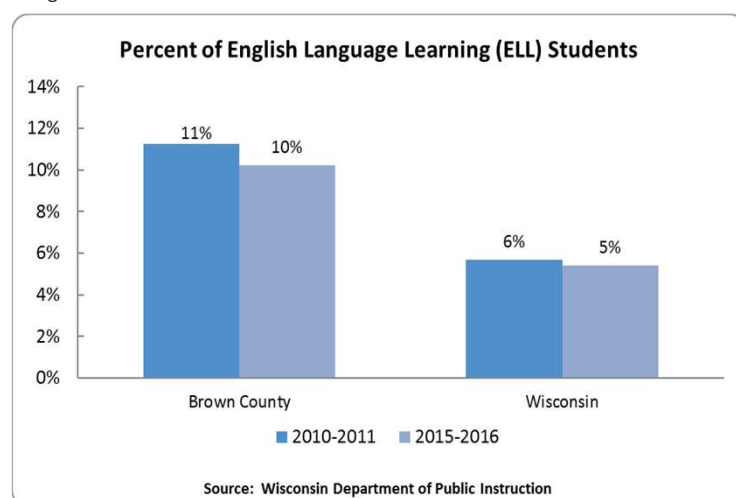


Figure 3



Pre K-12 Education

Data Highlights

Truancy Rate

Students who had five unexcused absences in one semester were considered habitually truant. From 2010-11 to 2014-15, Brown County had a significant decline in the percent of habitually truant students. For example, 18% of students in Brown County were habitually truant in 2010-11, compared to 10% in 2014-15. However, the way the truancy rate was reported by the Green Bay Area Public School District changed from 2010-11 to 2014-15, which may explain the decline over time.

Figures 1, 2, and 3 Community Perceptions of Education Effectiveness and Quality

As shown in Figure 2, there was little difference between 2011 and 2016 in community perceptions of the effectiveness of education in Brown County, with the majority of community members reporting Brown County as excellent/good at providing effective education.

Figure 3 includes perceptions of the effectiveness of education broken down by race. As shown, more non-White community members reported the effectiveness of education to be fair/poor compared to White community members.

In addition, 73% of community members reported the overall quality of public K-12 education as excellent/good in 2016 (Figure 4). Similar to 2011, the percentage of leaders in Brown County who rated the quality of public K-12 education as excellent/good was greater than that of community members.

Figure 1

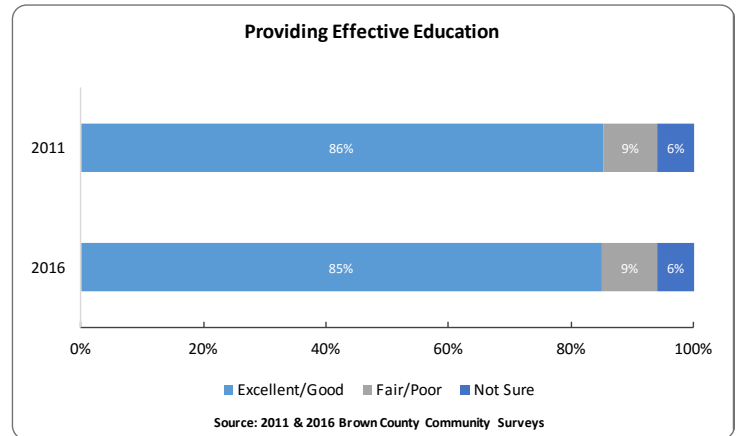


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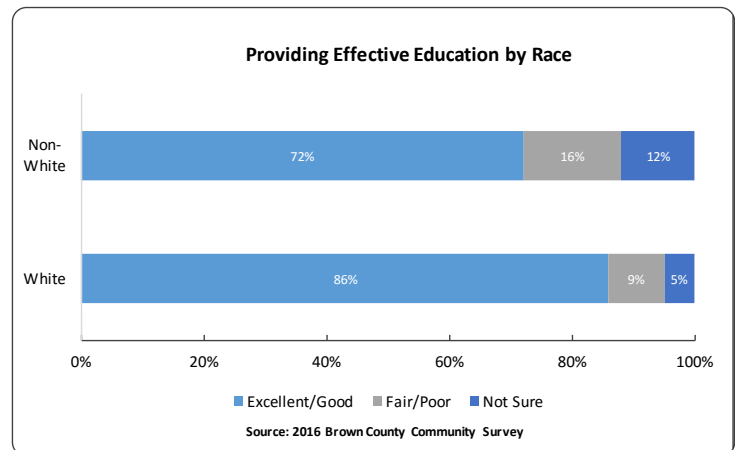
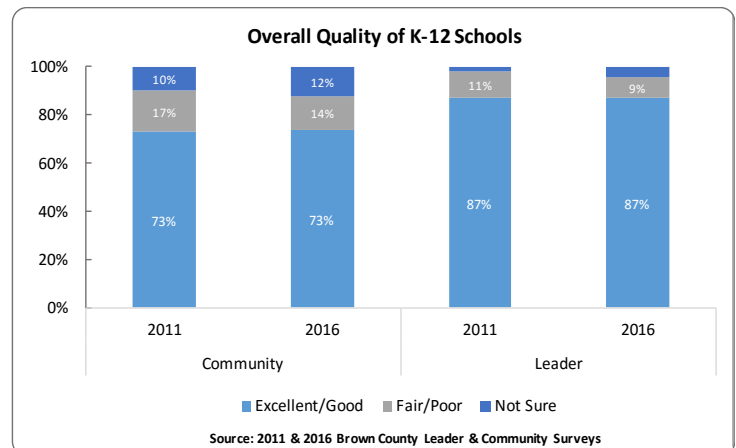


Figure 3



Student Achievement

Data Highlights

Figure 1 Reading Proficiency of 3rd-Grade Students

In 2015-16, the Wisconsin Forward Exam was administered to all 3rd-grade students enrolled in public schools in Wisconsin. Prior to that year, the Badger Exam was administered. Because two different tests were administered, cross-year comparisons of achievement data were not possible.

As shown in Figure 1, 34% of 3rd-grade students in Brown County were proficient on the English/Language Arts portion of the Badger Exam in 2015-16.

Figure 2 Mathematics Proficiency of 8th-Grade Students

A slightly greater percentage of 8th-grade students in Brown County (33%) were proficient on the mathematics portion of the Wisconsin Forward Exam in 2015-16 compared to Wisconsin (30%). Again, cross-year comparisons were not possible because two different tests were administered.

Figure 3 ACT Scores

Brown County had higher ACT scores compared to Wisconsin in 2005-06, 2010-11, and 2014-15. In fact, the average ACT score increased in Brown County from 22.4 points in 2005-06 to 23.1 points in 2014-15. This trend was not observed statewide, where average ACT scores were very consistent in that time frame.

Figure 1

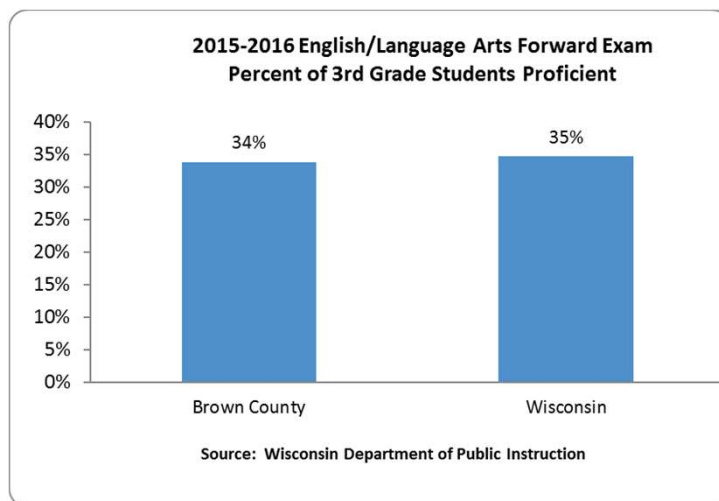


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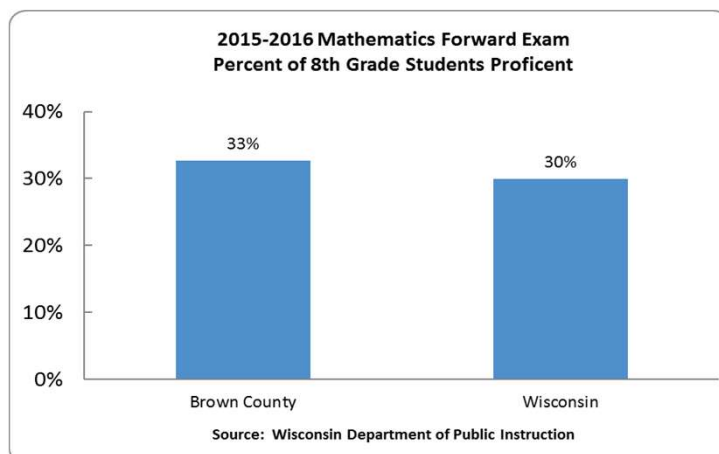
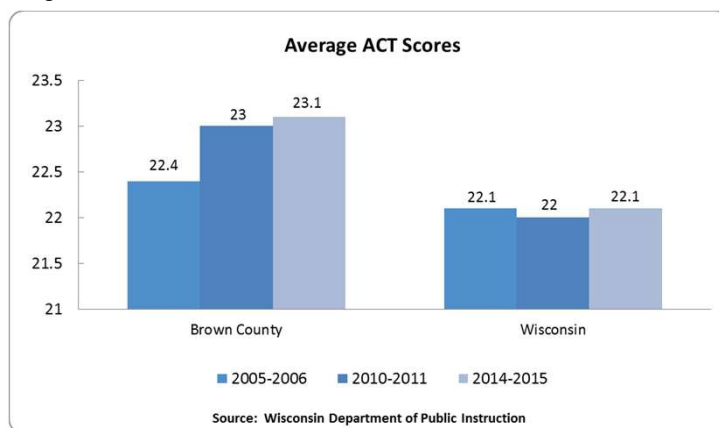


Figure 3



Education for At-Risk Students

Data Highlights

Head Start Enrollment

In 2010-11, the average monthly enrollment of Early Head Start and Head Start was 40 and 78, respectively. In 2014-15, the program grew substantially to an average monthly enrollment of 94 and 229 for these programs.

Figure 1 Reading Achievement of Economically Disadvantaged 3rd-Grade Students

In Brown County, only 27.95% of economically disadvantaged 3rd-grade students were proficient on the English/Language Arts portion of the Wisconsin Forward Exam in 2015-16. The achievement gap in Brown County was greater than that of Wisconsin.

Figure 1

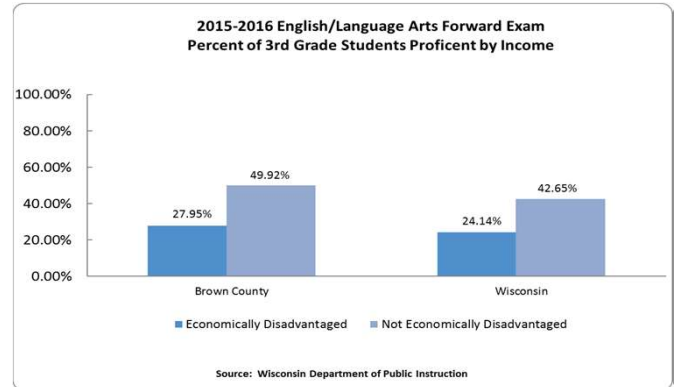


Figure 2 Reading Achievement of 3rd-Grade Students by Race/Ethnicity

About one-fifth (20.09%) of non-White 3rd-graders were proficient on the English/Language Arts portion of the Wisconsin Forward Exam in 2015-16. In Wisconsin, 22.01% of non-White 3rd-grade students were proficient.

Figure 2

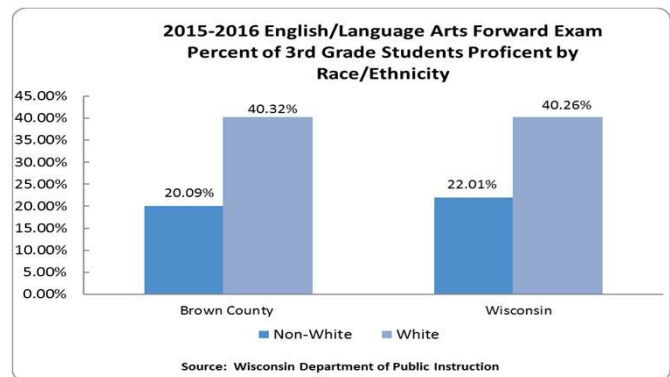


Figure 3 Mathematics Achievement of Economically Disadvantaged 8th-Grade Students

In Brown County, 16.20% of economically disadvantaged 8th-graders were proficient on the mathematics portion of the Wisconsin Forward Exam in 2015-16. In Wisconsin, 17.61% of economically disadvantaged 8th-grade students were proficient.

Figure 3

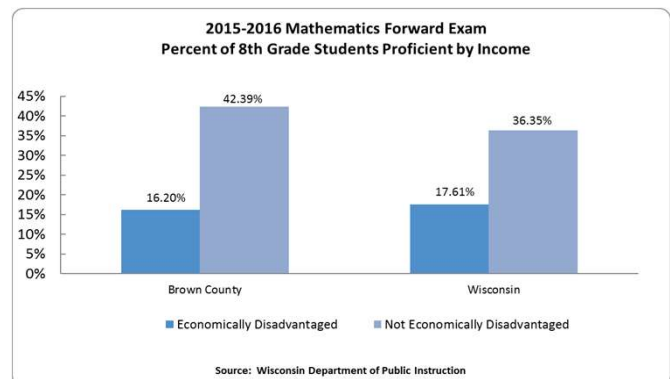
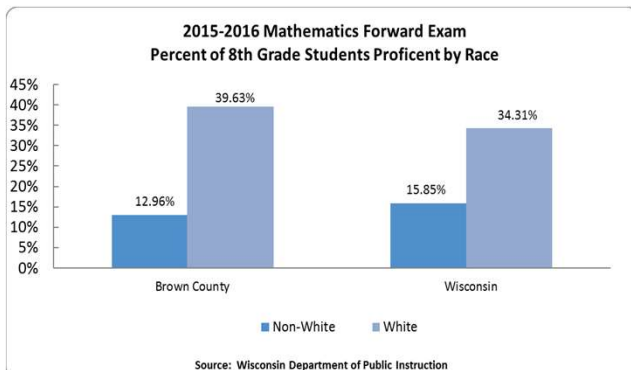


Figure 4 Mathematics Achievement of 8th-Grade Students by Race/Ethnicity

In 2015-16, just 12.96% of non-White 8th-grade students in Brown County were proficient on the mathematics portion of the Badger Exam. A slightly greater percentage (15.85%) of non-White 8th-grade students were proficient in Wisconsin.

Figure 4



Education for At-Risk Students

Data Highlights

Reading Achievement of 3rd-Grade Students Eligible for Special Education

In Brown County, only 14.33% of 3rd-grade students eligible for special education were proficient on the English/Language Arts portion of the Wisconsin Forward Exam in 2015-16 compared to 36.58% of students who were not eligible for special education. This same trend was also observed in Wisconsin. In Wisconsin, only 14.07% of 3rd-grade students eligible for special education were proficient compared to 37.37% of students who were not eligible for special education.

Mathematics Achievement of 8th-Grade Students Eligible for Special Education

Only 6.32% of 8th-grade students eligible for special education were proficient on the mathematics portion of the Wisconsin Forward Exam in 2015-16. A similar trend was observed in Wisconsin. In Wisconsin, only 6.21% of 3rd-grade students eligible for special education were proficient compared to 33.21% of students who were not eligible for special education.

Figure 1 Suspension Rate by Gender

In 2014-15, 3% of Brown County students were suspended from school. Males were more likely than females to be suspended, with 5% of males suspended compared to 2% of females. Similar trends were observed in the state.

Figure 2 Suspension Rate by Race

Figure 4 displays the percent of students suspended during the 2014-15 school year by race. Black/African-American students were much more likely to be suspended in Brown County, as well as in Wisconsin, than all other racial groups. White and Asian students were the least likely to be suspended.

Figure 1

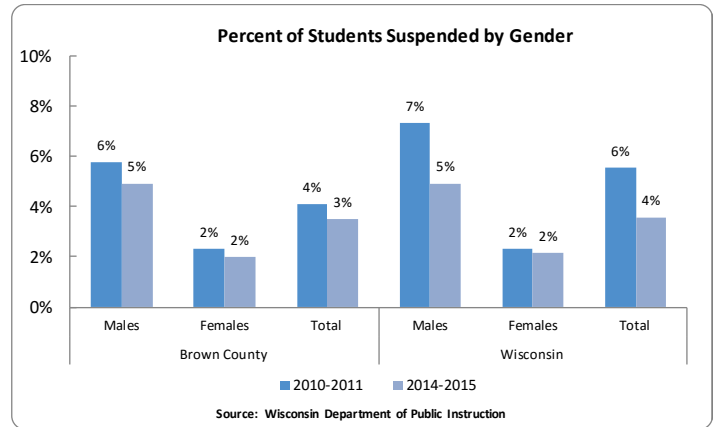
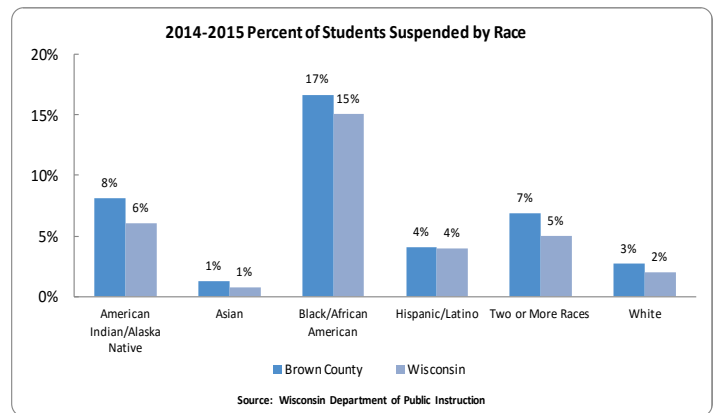


Figure 2



Support for Education

Data Highlights

Figure 1 Student to Teacher Ratios

Compared to the state, Brown County had a lower student-to-teacher ratio since 2010. For example, in 2013-14, there were 12.9 students for every one teacher in Brown County, as compared to 13.2 students for every one teacher in Wisconsin.

Table 1 Expenditures Per Pupil

Table 1 displays the amount of money spent per pupil in 2010-11 and 2014-15, as well as the difference between the years. Most districts in Brown County had similar expenditures per pupil. However, half of the districts spent more money per pupil during the 2014-15 school year. The district with the largest increase in spending was Howard-Suamico.

Figure 1

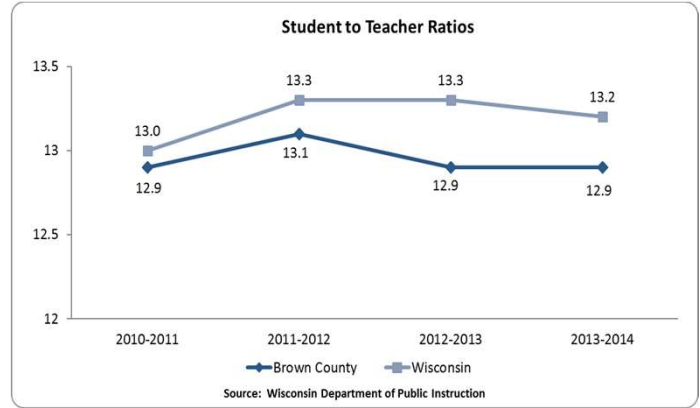


Table 1

Expenditures Per Pupil			
	2010-2011	2014-2015	Difference
Ashwaubenon	\$12,922	\$11,039	-\$1,883
De Pere	\$11,829	\$11,779	-\$50
Denmark	\$11,474	\$11,234	-\$240
Green Bay	\$11,874	\$12,114	\$240
Howard-Suamico	\$10,248	\$11,057	\$809
Pulaski	\$11,194	\$11,179	-\$15
West De Pere	\$11,596	\$11,859	\$263
Wrightstown	\$10,364	\$10,969	\$605
Statewide	\$12,462	\$12,250	-\$212

Source: Wisconsin Department of Public Instruction

Table 2 Students Enrolled in Extracurricular Activities in Public High Schools

Table 2 displays the percent of students at each district who participated in academic, athletic, and musical extracurricular activities in 2010-11 and 2014-15. Overall, students were more likely to participate in academic and athletic extracurricular activities compared to musical extracurricular activities.

Table 2

Extracurricular Enrollments	Academic		Athletic		Music	
	2010-2011	2014-2015	2010-2011	2014-2015	2010-2011	2014-2015
Ashwaubenon	30%	28%	47%	46%	18%	17%
De Pere	45%	50%	48%	53%	17%	17%
Denmark	65%	53%	44%	51%	54%	42%
Green Bay	35%	40%	30%	35%	14%	10%
Howard-Suamico	37%	30%	44%	43%	14%	19%
Pulaski	37%	44%	46%	48%	77%	25%
West De Pere	42%	37%	54%	50%	13%	15%
Wrightstown	42%	59%	82%	55%	18%	12%

Source: Wisconsin Department of Public Instruction

Student Success

Data Highlights

Figure 1 High School Graduation Rate

High school graduation rates were quite high, with 88.28% of Brown County students in 2014-15 graduating in four years. This was very consistent with Wisconsin where 88.44% of Wisconsin students graduated in four years.

Figure 1

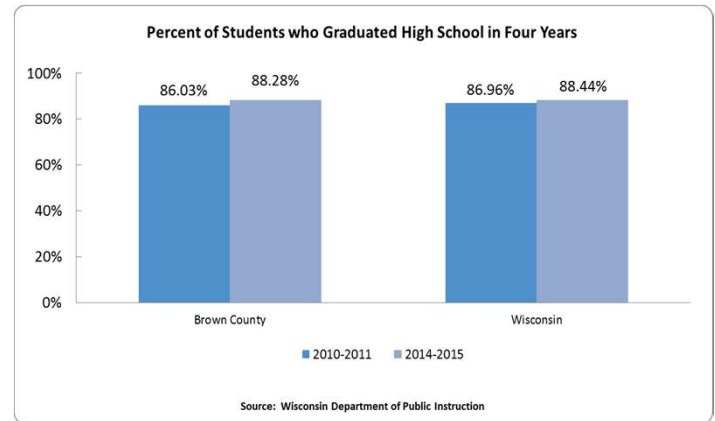


Figure 2 High School Dropout Rate

From the 2010-11 to 2014-15 school years, Brown County saw the lowest dropout rate in 2010-11 with just 1.38% of students dropping out of school. This percentage spiked in 2011-12 and has since decreased each year. However, the dropout rate in Brown County (1.6%) was higher than that of Wisconsin (1.3%).

Figure 2

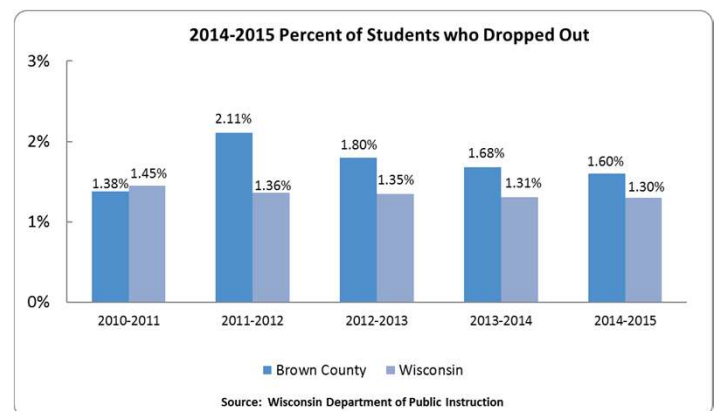
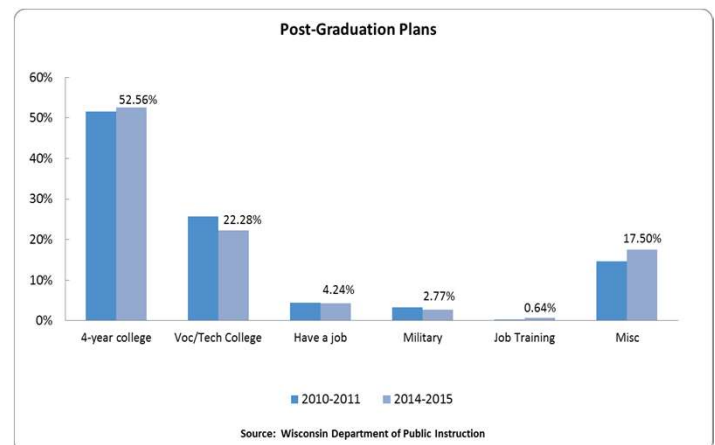


Figure 3 Post-Graduation Plans

The percent of students who reported post-graduation plans to attend vocational/technical colleges decreased slightly in 2014-15 from 2010-11, while the percent of students who reported plans to attend a four-year college increased slightly. The percentage of students under the miscellaneous category also increased between 2010-11 and 2014-15. Students who had other plans or were undecided were included in the miscellaneous category.

Figure 3



Higher Education

Data Highlights

Table 1 Enrollment in Higher Education Institutions

Table 1 presents the number of full-time students at each institution of higher education in Brown County. In total, there were 18,155 full-time students in 2015-16. This amount was slightly less than the 2010-11 school year when there were 19,096 full-time students enrolled.

Enrollment in Graduate Programs

In 2015-16, there were 217 graduate students enrolled in Brown County (86 at St. Norbert College and 131 at UW-Green Bay). UW-Green Bay's graduate enrollment increased steadily from 2010-11, when 101 graduate students were enrolled.

Figure 1 Minority Enrollment at UW-Green Bay

Minority enrollment at UW-Green Bay increased for some minority groups. For example, the percentage of students enrolled who were African-American and Hispanic/Latino increased between 2010-11 and 2015-16. However, the percentage of people enrolled who were American Indian decreased slightly during the same period.

Table 2 Cost of Higher Education

The cost of education increased at every institution of higher education in Brown County.

Table 1

Full-Time Enrollment	2010-2011	2015-2016
Northeast Wisconsin Technical College	9,273	7,800
St. Norbert College	2,113	2180
UW-Green Bay	6,638	7,170
Bellin College	306	425
Rasmussen College	766	580

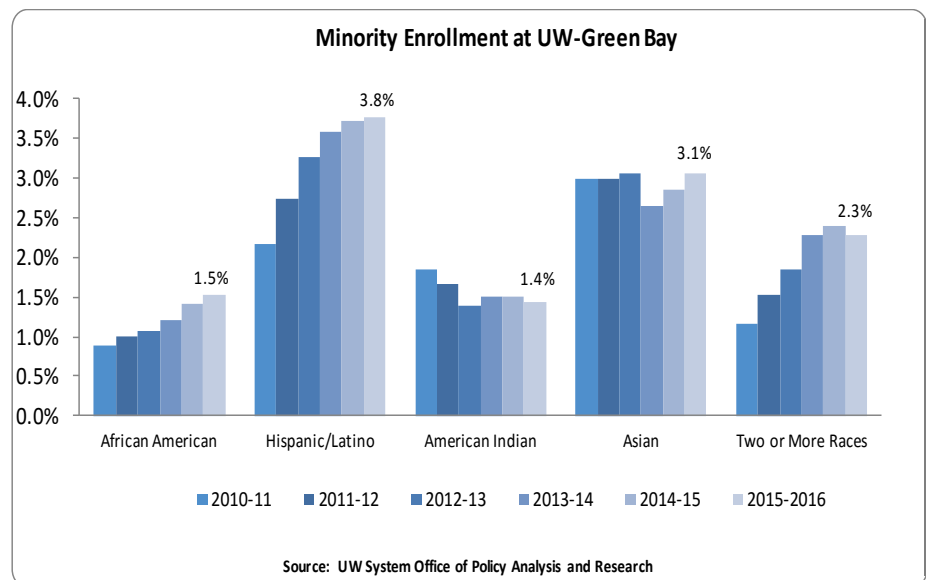
Source: Organizations

Table 2

Tuition and Fees (Yearly Prices for full-time, first-time undergrads)	2010-2011	2015-2016
Northeast Wisconsin Technical College	\$3,511	\$6,562
St. Norbert College	\$28,043	\$34,337
UW-Green Bay	\$6,973	\$7,824
Bellin College	\$19,639	\$24,742
Rasmussen College	\$13,560	\$13,750

Source: Organizations

Figure 1



Higher Education

Data Highlights

Figure 1 Community and Leader Perceptions of Quality of Higher Education

In 2016, both community members and leaders reported that the quality of higher education (technical schools and colleges) in Brown County was excellent/good. Leaders were more likely to report this, with almost all leaders (97%) reporting the quality of higher education to be excellent/good.

Figure 1

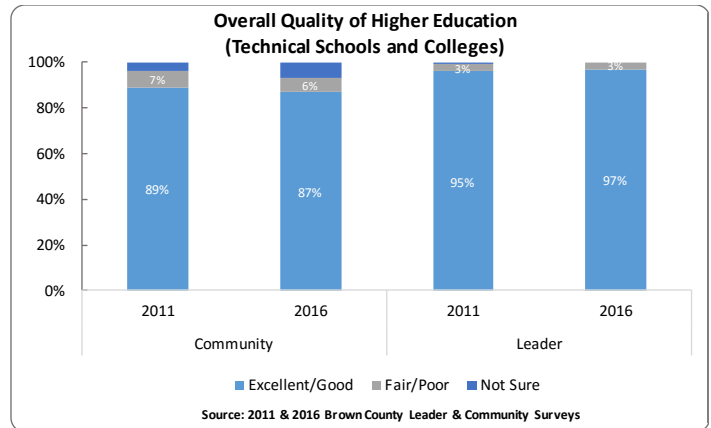


Figure 2 Highest Educational Degree Attained by Adults

Between 2010 and 2014, the percentage of adults who earned a high school degree or had some college decreased slightly. However, the percentage of adults in Brown County who earned an Associate's, Bachelor's, or graduate/professional degree increased. In 2014, 41% of Brown County adults had at least an Associate's degree.

Figure 2

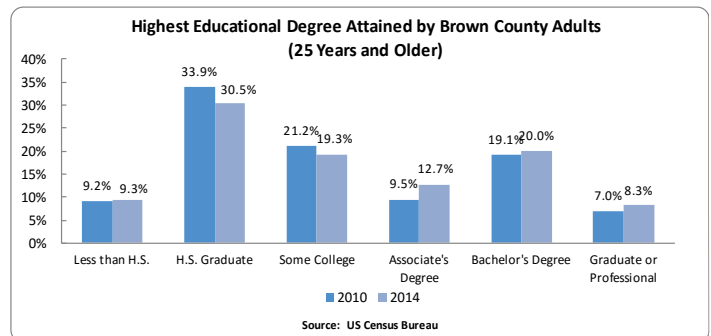
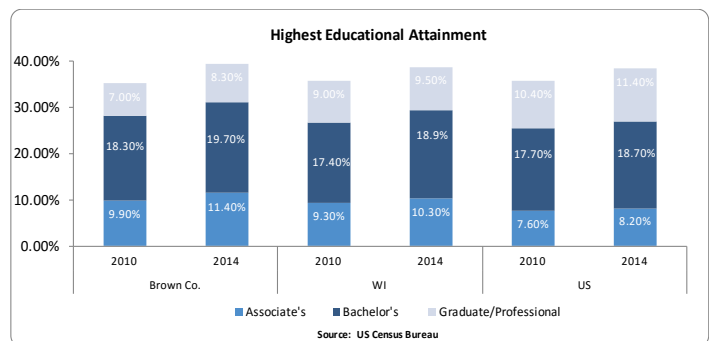


Figure 3 Highest Educational Attainment

Brown County matches the statewide and federal trend of increased educational attainment when comparing 2014 to 2010. In fact, the proportion of individuals with Associate's, Bachelor's, and graduate/professional degrees was very similar in Brown County to that of Wisconsin overall. However, across the United States, 11.4% of individuals had graduate/professional degrees in 2014, compared to only 8.3% in Brown County and 9.5% in Wisconsin. Brown County and Wisconsin had more individuals with Associate's degrees as compared to graduate/professional degrees.

Figure 3



Adult Learning

Data Highlights

Figure 1 Library Expenditures per Capita

Brown County libraries had less expenditures per capita as compared to the state. In addition, matching the state trend, Brown County spent less per capita in 2015 (\$28.05 per capita) as compared to 2010 (\$30.16 per capita).

Figure 2 Library Circulation per Capita

The amount of library transactions per person decreased in both Brown County and the state. For example, in 2010 there were 9.7 library transactions per person in Brown County as compared to 7.6 transactions per person in 2014.

Community Perceptions of Opportunities for Continuing Education for Adults

Eighty-four percent of community members in 2016 reported Brown County had excellent/good opportunities for continuing education for adults. Similarly, 82% of community members in 2016 reported Brown County met personal/family's educational needs.

Utilization of Adult Literacy Services & English as a Second Language (ESL) Classes

In 2015, Literacy Green Bay served 785 people in Brown County as compared to 596 people in 2010. Of the 785 people served in 2015, 85% were in English as a Second Language classes.

Lifelong Learning Institute Enrollment

UW-Green Bay's Lifelong Learning Institute (formally known as Learning in Retirement) continued to serve adults in the community. According to Lifelong Learning Institute staff, the number of courses offered grew from 209 courses in 2010 to 343 courses in 2015. Although the number of courses offered grew, the number of people who participated stayed relatively constant, with 1,004 people served in 2010 compared to 973 people served in 2015.

Figure 3 Community and Leader Perceptions of Investment in Education

Similar to 2011, more than half of community members believed Brown County was doing an excellent/good job at investing needed resources to ensure quality education in the future. However, more leaders than community members rated this area as fair/poor.

Figure 1

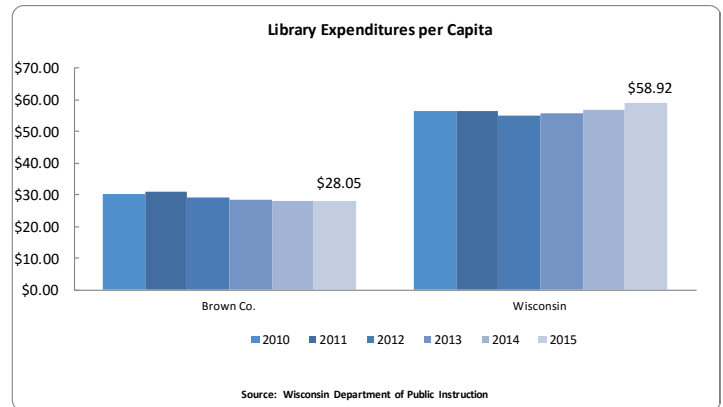


Figure 2

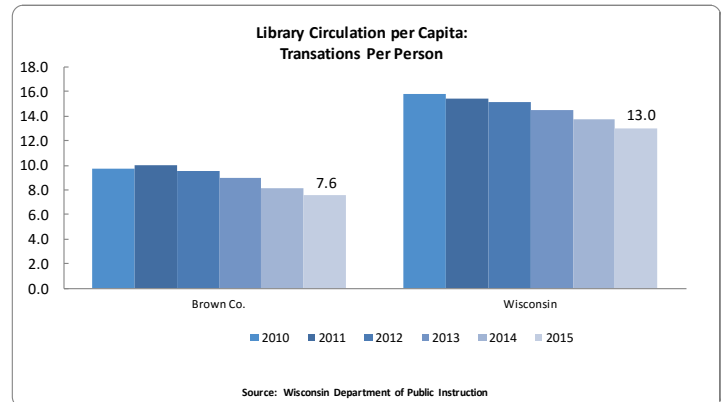
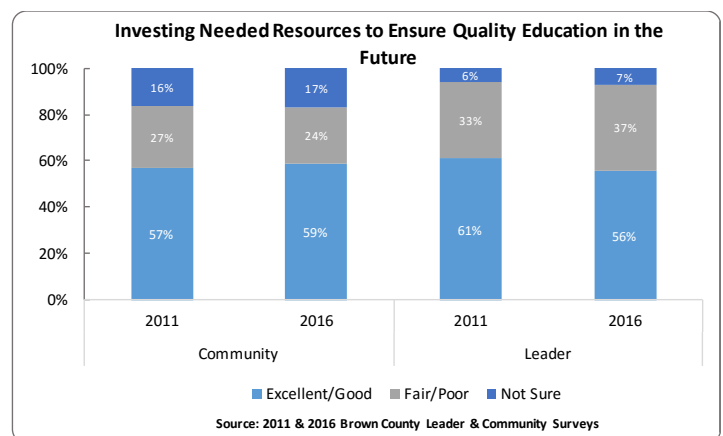


Figure 3



LIFE of Learning

Challenges and Opportunities

Despite Brown County's progress in the area of education, a number of key findings should continue to be examined. Although certainly a strength, the growing diversity found in Brown County public schools meant students were more dissimilar than they were alike. This could certainly be a challenge for districts, schools, and teachers who are charged with the task of individualizing instruction for students.

In addition, the percentage of students in Brown County from economically disadvantaged backgrounds increased. In 2016, two out of every five students (40%) were of low-income status. Students from low-income backgrounds often come to school with a host of more pressing issues outside of academics. As such, community members and leaders must recognize the impacts that poverty has on education in our community. For example, just 28% of third-grade students who were economically disadvantaged in Brown County were proficient on the English/Language Arts portion of the Wisconsin Forward Exam in Brown County compared to 50% of third-grade students who were not economically disadvantaged. As compared to the state, this achievement gap was more pronounced in Brown County. For example, across Wisconsin 24% of economically disadvantaged third-graders were proficient, and 43% of students who were not economically disadvantaged were proficient.

Another key finding was in regard to suspensions of students by race. In 2014-15, 17% of all Black/African-American students were suspended. Eight percent of American Indian/Alaska Native students were suspended, and 7% of students of two or more races were suspended. Yet, only 3% of all White students in Brown County were suspended. This disproportionality was not unique to Brown County, but could be found across the state of Wisconsin, as well as the nation. However, this trend is alarming. The Brown County community may want to explore why this disproportionality existed and discuss ways to decrease the discrepancies between racial groups with regard to this issue.

Finally, it is important to note that although Brown County adults were more educated than ever, the cost of tuition rose substantially for all higher education institutions in Brown County. With a growing percentage of economically disadvantaged youth, the cost of higher education may prevent students from continuing education.

Although a number of positive developments in Brown County were highlighted at the outset of this section, the community may want to explore some key issues in the future.

LIFE of Learning

Data Sources

The following sources were used in the Learning section:

- o wisedash.dpi.wi.gov/Dashboard/portalHome.jsp
- o legis.wisconsin.gov/lab/reports/11-openenrollment_itr.pdf
- o docs.legis.wisconsin.gov/misc/lfb/informational_papers/january_2015/0026_open_enrollment_program_informational_paper_26.pdf
- o dpi.wi.gov/sites/default/files/news-release/dpinr2015_103.pdf
- o dpi.wi.gov/sms/choice-programs/data/wpccp-historical
- o docs.legis.wisconsin.gov/misc/lfb/informational_papers/january_2013/0027_open_enrollment_program_informational_paper_27.pdf
- o dpi.wi.gov/school-nutrition/program-statistics
- o apps2.dpi.wi.gov/sdpr/district-report.action
- o www.cesa7.org/wp-content/uploads/2013/12/Annual-Report-2014-15.pdf
- o apps2.dpi.wi.gov/sdpr/district-report.action
- o dpi.wi.gov/wisedash/download-files/type?field_wisedash_upload_type_value=Attendance&field_wisedash_data_view_value=Certified
- o apps2.dpi.wi.gov/sdpr/spr.action
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_S1501&prodType=table
- o www.uwgb.edu/oira/research
- o www.nwtc.edu/about-nwtc/overview
- o www.uwgb.edu/bursar/ratesDeadlines/UndergradSpring.htm
- o www.bellincollege.edu/bsn-traditional-tuition.php
- o issuu.com/literacygreenbay/docs/lgb_annual_report_2014-2015/1
- o Other sources: UW System's Office of Policy Analysis and Research

LIFE in our Natural Environment

LEADING INDICATORS

Current

Trend



Percent of days with good quality air



Miles of impaired surface waters

△ Good

▷ Fair

▽ Poor

--- Not Rated

NATURAL ENVIRONMENT “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community leaders and members:

- + Value and practice conservation, stewardship, and protection of the natural environment
- + Have the opportunity to enjoy the outdoors
- + Experience clean air and water
- + Preserve green space and implement well-managed land development

LIFE in our Natural Environment

Status on Progress

The natural environment is important to the quality of life in Brown County and forms a foundation for economic activity, tourism, health, and recreation opportunities for visitors and residents alike. The Brown County area is home to wonderful natural resources, recreational opportunities, and beautiful natural surroundings.

Since the publication of the 2011 LIFE Study, there have been a number of positive developments in this sector. It was clear that both community leaders and community members maintained positive views about the quality of the natural environment in Brown County. In 2016, about 80% of community members and leaders rated the quality of the natural environment as excellent or good.

It is also worth noting that according to data from the Environmental Protection Agency, in 2015 there were 291 days with good air quality, 81 days with moderate air quality, one day that was unhealthy for sensitive persons, and no unhealthy days. Thus, the percentage of days (80%) in Brown County with good air quality was the highest on record since 2008. In the past few years there has been a slight decrease in the number of asthma-related hospitalizations in Brown County.

Water quality issues have been recognized and addressed by community leaders, a significant improvement because data from the 2016 community survey indicated 48% of people rated the quality of water in area lakes and rivers as fair or poor (a slight decrease from 54% in 2011). There have been a number of efforts to clean up local bodies of water. The Fox River Cleanup Project, for example, is an ongoing effort to address the presence of polychlorinated biphenyls in the Fox River. Since the 2011 LIFE Study, County Executive Troy Streckenbach established a Phosphorus Committee. According to the county, "The Phosphorus Committee's charge was to develop a strategy focusing on the attainment of a long-term sustainable Lower Fox and Bay of Green Bay watershed that was healthy and economically viable for agriculture, industry, tourism and residents in Brown County while looking for a long-term solution that mitigates compliance impacts and costs. A successful outcome will be for a partnership among industry, agriculture, municipalities and various units of government to find more cost-effective ways of developing solutions to reach the Environmental Protection Agency's mandated Total Maximum Daily Load (TMDL)." The committee membership included a broad selection of county stakeholders such as county, local, and tribal government, businesses, higher education, and utilities. Recommendations and a white paper were released in 2013 that included eight recommendations that focused on practices to prevent and incentivize better runoff control, investigate alternative ways to process waste, explore ways to protect croplands, and work with legislators to staff and enforce regulation of Concentrated Animal Feeding Operations (CAFOs), or large farms.

There have been a number of improvements in this area since the publication of the 2011 LIFE Study. Given the importance of the natural environment, it will be valuable to continually monitor indicators in this area. Collecting additional data in the future will allow the community to evaluate areas of improvement and to address emerging environmental issues and concerns.

Perceptions of Environmental Quality

Data Highlights

Figure 1 Perceptions of the Quality of the Natural Environment

Both community leaders and community members had positive views about the quality of the natural environment in Brown County. In 2011, 76% of surveyed community members rated the quality of the natural environment as excellent or good. That number increased to 79% in 2016. In 2011, 82% of surveyed community leaders rated the natural environment as excellent or good. That number was nearly identical in 2016 (81%).

Figure 1

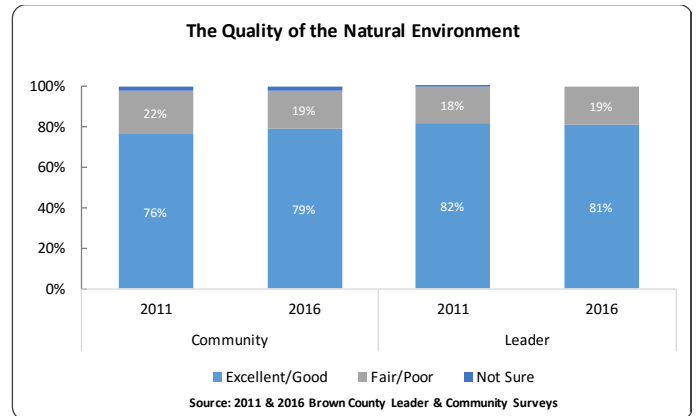
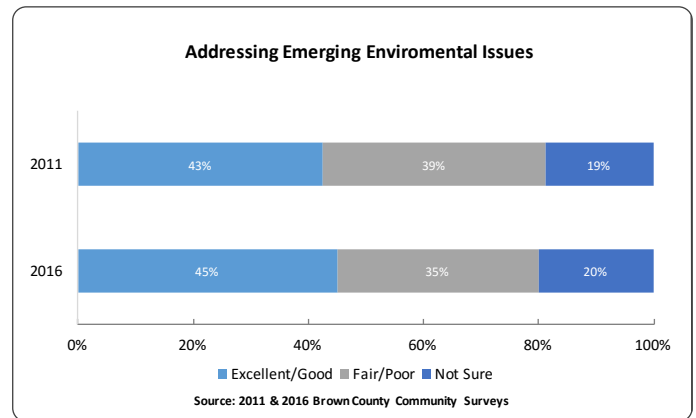


Figure 2 Perceptions of Addressing Emerging Environmental Issues

Community members had split views about the extent to which Brown County addressed emerging environmental issues before they became significant problems. In 2016, 45% of community members rated Brown County as excellent or good on this issue. That same year, 35% of community members rated Brown County as being good or fair. A fairly large number of people in 2016 said they were not sure about this issue. Perceptions about addressing emerging environmental issues were nearly identical in 2011 compared to 2016.

Figure 2



Air Quality

Data Highlights

Figure 1 Percent of Days with Good Quality Air

In 2015, there were 291 days with good air quality, 81 days with moderate air quality, one day that was unhealthy for sensitive persons, and no unhealthy days. In 2015, the percentage of days with good air quality was the highest on record since 2008. Small particulate (PM 2.5) was the major pollutant on 186 days, followed by ozone on 143 days. Trend analysis showed that the percentage of days in which ozone was the major pollutant increased (due in part to traffic) while small particulate as the major pollutant (from factory and coal discharge) held steady as the major pollutant roughly half of the days.

Table 1 Pounds of Toxic Chemicals Released into Air

The Toxic Release Inventory (TRI) tracked the release by industrial facilities of toxic chemicals into the air, water, and land that may be harmful to public health. Of the 1.5 million pounds of toxic waste released in Brown County in 2014, 83% (1.23 million pounds) was released into the air. Figure 2 showed the top five toxic chemicals generated as production-related waste. Because these data were not readily available in 2010, cross-year comparisons were not possible.

Figure 2 Age-Adjusted Hospitalization Rate for Asthma

The asthma rate is often used as an indicator of air quality for a region. In 2014, Brown County's rate of persons diagnosed with asthma dropped to 6.7 cases per 10,000 population according to the Wisconsin Department of Health Services. From that same source, Brown County had 461 hospital emergency room visits per 100,000 persons, compared to Wisconsin's much lower rate of 376.

Perceptions of Air Quality in Brown County

Community members were asked to rate the quality of the air in Brown County in 2011 and 2016. In 2011, 62% of community members said air quality was excellent or good and 38% rated the air quality as fair or poor. In 2016, 72% of community members said the air quality in Brown County was excellent or good and 28% said it was fair or poor.

Figure 1

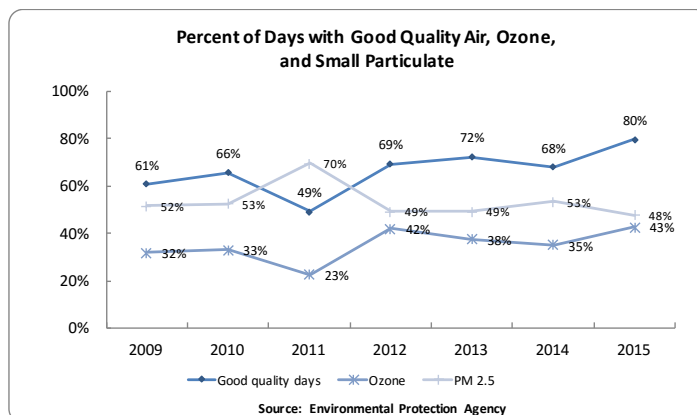


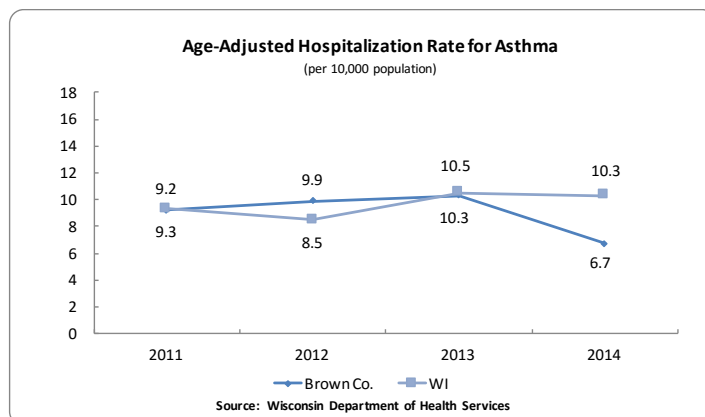
Table 1

Top Five Toxic Chemicals Released into Air Brown County, 2014

Chemical	Percent
Hydrochloric Acid	52%
Sulfuric Acid	20%
Ozone	6%
Hydrogen Fluoride	5%
Methanol	3%
Other	14%
TOTAL	1.23 million lbs. (100%)

Source: Environmental Protection Agency

Figure 2



Drinking Water Quality

Data Highlights

Table 1 Brown County Environmental Health Water Summary

The Wisconsin Department of Health Services reported in 2016 that public water sources showed negligible levels of arsenic and nitrate. However, testing of a sampling of Brown County private wells paints a different picture: While nitrate levels were found acceptable [between 2.1-5 micrograms per liter (mg/L)], some private wells exceeded the maximum allowable limit for arsenic at 21 or more mg/L, substantially higher than the maximum concentration of 11 mg/L.

In 2016, both area water providers, Green Bay Water Utility (GBWU) and Central Brown County Water Authority (CBCWA, serving about half of Brown County residents), reported no contaminants that exceeded maximum limits. Both utilities have seen elevated lead concerns due to corrosion of household plumbing, although only GBWU exceeded contaminant levels in 2011. CBCWA reached the 90% threshold. The GBWU implemented an action plan with the Wisconsin Department of Natural Resources and Brown County Health Department titled "Operation: Get the Lead Out." In August, 2016, the city of Green Bay allocated \$300,000 of its stadium tax proceeds to replace lead water pipes in households.

Figure 1 Perceptions of Drinking Water Quality

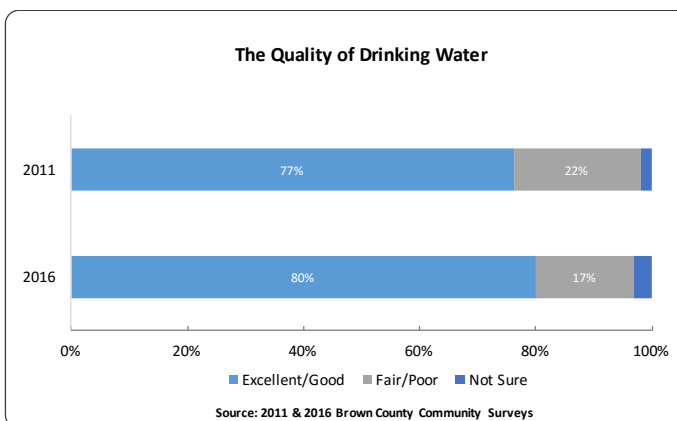
In both 2011 and 2016, surveyed community members had positive assessments about the quality of drinking water in the area. In 2011, 77% of community members said the quality of drinking water was excellent or good and 22% said it was fair or poor. In 2016, 80% of community members rated the quality of drinking water as excellent or good. That year, 17% of people said drinking water quality was fair or poor.

Table 1

Environmental Health Profile - Water Quality			
2016		Brown County	WI Average
Public Water	Arsenic concentration (mg/L)	1.2	1.3
	Nitrate concentration (mg/L)	0.1	1.5
Private Well Water	Arsenic concentration (mg/L)	21.0/above	Max=11.0
	Nitrate concentration (mg/L)	2.1-5.0	Max=10.1

Source: Wisconsin Department of Health Services

Figure 1



Surface Water Quality

Data Highlights

Table 1 Impaired Surface Waters

The Wisconsin Department of Natural Resources (DNR) assesses water bodies on a continual basis. In 2010, the DNR changed the criteria for listing lakes, streams, and rivers as impaired and re-evaluated waterbodies according to new criteria, with a focus on Total Phosphorus. Between 2010 and 2016, 94 miles of rivers and streams were determined to be attaining optimal use (not impaired), and 241 miles were found to be impaired, often due to Total Phosphorus.

Nonpoint Source Pollution of Lower Fox River

The majority of waterways in Brown County feed into the Lower Fox River and Bay of Green Bay, two waterbodies designated by the Environmental Protection Agency (EPA) as areas of concern (with impairment of beneficial use and threatened ability to support aquatic life) due to historical point-source pollution. According to the Brown County Planning and Land Services Department, “non-point source pollution (runoff) was considered the major source of impairment.” In 2012, the EPA reported that 63% of Total Phosphorus and 98% of Total Suspended Solids loadings in the Lower Fox River were from non-point sources.

Table 2 State of the Bay Report: Status and Trend Assessment

The State of the Bay report was released in 2013 by the University of Wisconsin Sea Grant Institute. Since 1993, the last published report about the Bay, most fish populations improved, coastal wetlands remained in fair condition, beach closings due to bacterial contamination remained stable, and there were lower levels of ammonia and dissolved oxygen. The report identified the following areas as needing work: reducing concentrations of phosphorus, nitrate, suspended solids, and other toxic chemicals, such as polychlorinated biphenyls (PCBs); reducing excess growth of algae; improving water clarity; and reducing aquatic invasive species. According to the report, the Fox River Cleanup “from Little Rapids to De Pere was completed in 2011. The only segment left to complete was from the De Pere dam to Green Bay, which was expected in 2017. Since this part of the Fox River contains the largest mass of PCB contamination, it will take the longest to clean up.” The full report can be found at <http://www.newwater.us>.

Figure 1 Perceptions of the Quality of Rivers and Lakes

Community members had divided views about the quality of water in lakes and rivers. In 2011, 45% of community members said the quality of water in rivers and lakes was excellent or good. In 2016, 50% of people rated the quality of rivers and lakes as excellent or good.

There were a number of efforts to clean up local bodies of water. The Fox River Cleanup Project, for example, is an ongoing effort to address the presence of PCBs in the Fox River.

Table 1

Impaired Surface Water Assessment Cycle	Attaining Uses	Impaired	Total Assessed
2010	0	193	193
2016	94	241	335

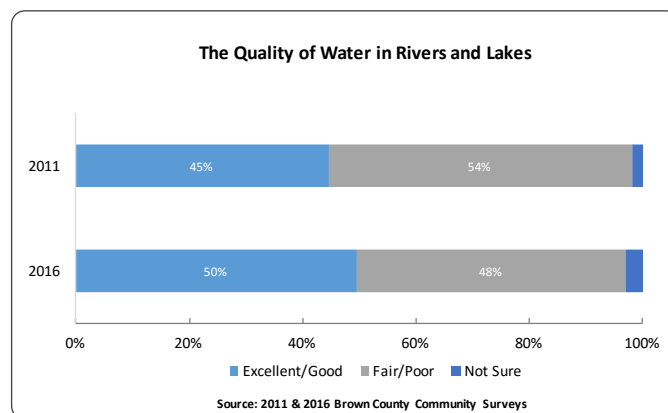
Source: Wisconsin Department of Natural Resources

Table 2

Status and Trend Assessment of Green Bay Water Quality Indicators	Status	Trend
Indicator		
Total Phosphorus	Poor	Unchanging
Ammonia	Good	Unchanging
Nitrate	Fair-Good	Deteriorating
Suspended Solids	Poor	Unchanging
Chlorophyll a	Poor	Unchanging
Water Clarity (Secchi)	Poor	Unchanging
Dissolved Oxygen (DO)	Fair	Improving
Toxic Contaminants	Poor	Undetermined
Water Levels	Below Average	Declining
Beach Health	Fair	Undetermined
Aquatic Invasive Species	Poor	Deteriorating
Benthic Macroinvert.	Poor	Undetermined
Coastal Wetlands	Fair	Deteriorating
Walleye	Good	Unchanging
Yellow Perch	Mixed	Improving
Spotted Musky	Fair	Improving
Northern Pike	Fair	Unchanging
Lake Sturgeon	Recovering	Improving
Colonial Nesting Birds	Mixed	Improv. to Deteriorat.

Source: University of Wisconsin Sea Grant Institute, 2013 report

Figure 1



Land Use and Quality

Data Highlights

Figure 1 Average Size of Farms (Acres)

In 2002, Brown County had 1,117 farms. In 2012, that number remained relatively unchanged at 1,111. However, the average acreage of Brown County farms shrank from 176 acres in 2002 to 163 acres in 2012. In all the years shown in Figure 1, the average size of farms in Brown County (in acres) was less than the state average.

Figure 1

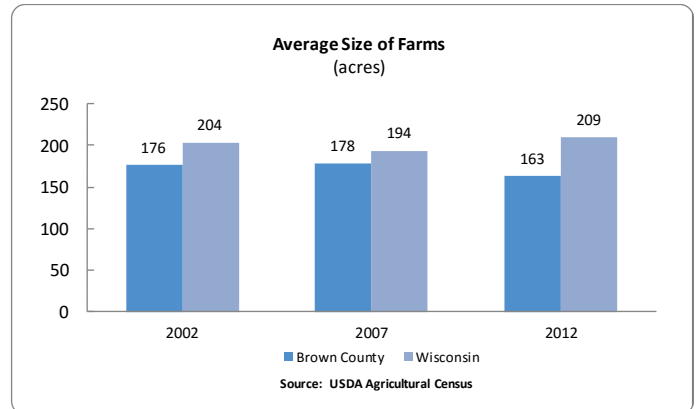


Figure 2 Cow Density on Brown County Farms

In 2007, the U.S. Department of Agriculture (USDA) annual agricultural census counted 38 Brown County farms with 500 or more head of cattle, and that number grew to 57 in 2012. In 2007, the U.S. Census reported that Brown County farms had almost twice the rate of cow density (cows per acre of cropland) as the Wisconsin average: Brown County farms averaged 0.65 cows per acre of cropland compared to the state average, which was 0.33 cows per acre. The gap grew by 2012, when Brown County saw 0.81 cows per acre compared to the state average, which was 0.35 cows per acre.

Figure 2

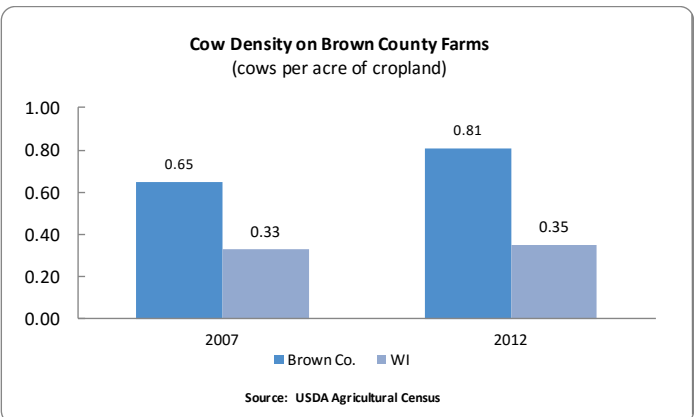


Table 1 Land Use by Category

Between 2000 and 2014, Brown County land use began to reflect a growing, urbanized environment. The largest change in land use occurred in the acreage used for agricultural purposes (a decline of 11,645 acres from 2000 to 2014).

Table 1

	2000	2014	Percent Change from 2000	Actual Acreage Change
Residential	44,657	45,465	1.81%	808
Commercial	4,740	5,105	7.70%	365
Industrial	6,050	6,661	10.10%	611
Transportation	25,339	26,509	4.62%	1,170
Utilities	1,526	1,546	1.31%	20
Government	3,590	3,657	1.87%	67
Outdoor recreation	10,939	10,992	0.48%	53
Agricultural	180,331	168,686	-6.46%	-11,645
Natural areas/vacant	65,458	74,009	13.06%	8,551
Total acreage	342,629	342,629	-	-

Source: Brown County Planning Commission

Natural Resource Use and Conservation

Data Highlights

Figure 1 Residents Who Commuted Alone by Automobile to Work

The number of residents who commuted alone by car to work remained fairly stable in Brown County. In 2014, data from the U.S. Census revealed that 85% of people commuted to work alone. That number was higher than the state rate of 81% and the U.S. rate of 77%.

Figure 1

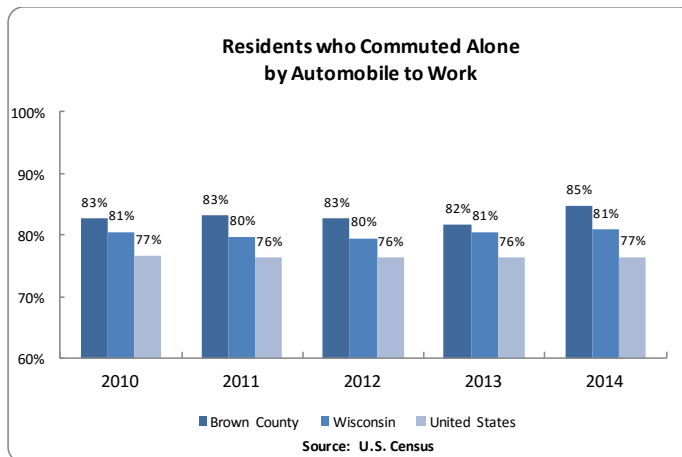


Figure 2 Pounds of Material Recycled per Resident

The Wisconsin Department of Natural Resources tracked the amount of material recycled per resident. After a slight decline from 2007 to 2009, the amount in Brown County had been quite stable. In 2014, the number of pounds of material recycled per resident was 156.

Figure 2

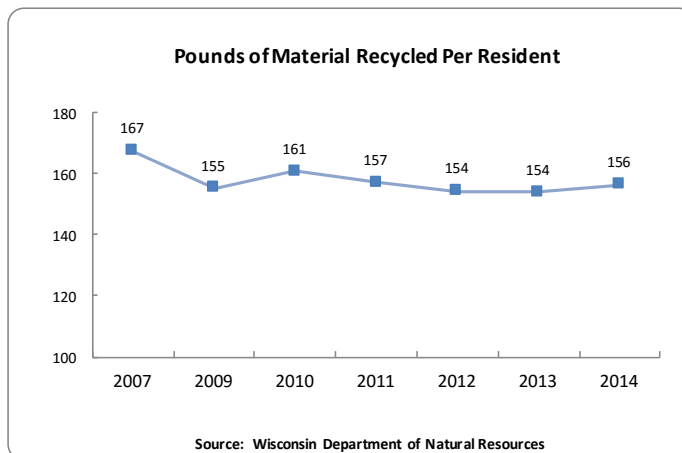


Table 1 Kilowatt Hours Consumed per WPS Customer

The last column in Table 1 calculates the percentage change in the number of kilowatt hours consumed per customer from 2009 to 2015. Residential and public lighting saw decreases in the amount of kilowatt hours consumed, while small commercial and industrial saw increases.

Conservation by Business and Industry

In the 2011 LIFE Study, two Brown County businesses were participating in the Wisconsin Department of Natural Resources' Green Tier program, an initiative that helps businesses identify ways to become more sustainable. In 2016, four businesses were participating. Brown County was home to 16 Leadership in Energy and Environmental Design (LEED) Certified Buildings in 2016 according to the University of Wisconsin-Extension database, including a mix of public and private organizations representing health care, retail, office, and industrial purposes. LEED is an in-depth certification program to promote buildings that were resource efficient.

Table 1

KWH per customer	2009	2015	% change
Residential	7,257	7,067	-3%
Small commercial	71,081	72,951	3%
Industrial	17,434,522	18,274,380	5%
Public lighting	67,690	65,667	-3%

Source: Wisconsin Public Service Commission

LIFE in our Natural Environment

Challenges and Opportunities

The natural environment sector has experienced some positive changes since the 2011 LIFE Study, highlighted by collaborative efforts to improve water quality. However, the community may want to consider some challenges and concerns.

While the number of days with good quality air was the best it has been in a long time in Brown County, small particulate (PM 2.5) was the major pollutant on 186 days, followed by ozone on 143 days. The amount of ozone increased over the past several years. There may be health consequences associated with these air pollutants. It is also important to note the number of residents who commute alone (by car) to work has remained fairly stable in Brown County. The U.S. Census estimated that 85% of people in Brown County commuted to work alone. That was higher than the state rate of 81% and the U.S. rate of 77%.

Although the public had positive views about the quality of drinking water in the area, there were concerns about the quality of water in local rivers and lakes. In 2016, 48% of surveyed community members rated the quality of water in rivers and lakes as fair or poor. Objective indicators revealed there are some concerns with surface water quality in the Lower Fox River and Bay of Green Bay. Local bodies of water have been impacted strongly by non-point sources of runoff. The Total Phosphorus and Total Solid Sediment loads exceeded standards and could lead to algae growth, poor water clarity, and less dissolved oxygen. In the State of the Bay report, many water quality indicators were listed as being in “poor (unchanging)” or “fair and deteriorating” condition. Only two indicators were listed as being in “good” condition. Water quality issues can pose a long-term threat to the economy, recreation, tourism, and health.

Experts indicated that many water quality concerns stem from agricultural practices and the increasing density of farming activities. About half of Brown County land was used for agricultural purposes in 2014, which is a decline of more than 11,000 acres since 2000. Yet the extent of agricultural activity has grown, putting a great deal of pressure on Brown County’s ability to manage cattle waste, and threatens the surface water and air quality in the region. The number of large farms (with 500+ cattle) grew from 39 in 2007 to 57 in 2012. In recent years, Brown County farms averaged 0.81 cows per acre compared to Wisconsin, which had 0.35 cows per acre. The pressure on local cropland and waste disposal systems has increased dramatically. According to the Green Bay Press-Gazette (August 2, 2016), the Wisconsin Department of Natural Resources has “scaled back proposed rules regulating factory farms’ manure spreading amid complaints [about cost] from the dairy industry.” The policy would have reduced the amount of manure that could be applied per acre and would have limited spraying of manure. Brown County will be impacted perhaps more than any other Wisconsin county by these policy changes due to the nature of agriculture in this area. The actions of local community leaders will become more important than ever to water quality. Local government leaders have begun to show willingness to act on the problem with the work of the Brown County Phosphorus Committee, a varied group of business, academic, and government leaders. Continued attention to these issues by leaders will be important to making progress on environmental practices that will reduce and prevent pollution.

It was also important to note that ozone grew as the major pollutant. In 2009, ozone was the major pollutant found on 117 days compared to 156 days in 2015 — a high point in the last six years. Ozone, or smog pollution, was caused by emissions from power plants, factories, and cars. When inhaled, ozone irritates lungs and airways and increases the risk of serious lung and heart disease.

Overall, there are a number of important issues the community should continue to discuss and monitor. Although there were a number of existing data sources that have helped the community understand many issues mentioned in this section, governments, nonprofits, and businesses should continue to collect data in order to understand environmental problems, track progress, and address emerging issues.

LIFE in our Natural Environment

Data Sources

The following sources were used in the Environment section:

- o www.dhs.wisconsin.gov/publications/p0/p00719-brown.pdf
- o www.epa.gov/outdoor-air-quality-data
- o iaspub.epa.gov/triexplorer/tri_factsheet.factsheet?&pstate=WI&pcounty=Brown&pyear=2014&pDataSet=TRIQ1
- o iaspub.epa.gov/triexplorerrelease_chemp_view=COCH&trilib=TRIQ1&sort=_VIEW_&sort_fmt=1&state=55&county=55009&chemical=All+chemicals&industry=ALL&year=2014&tab_rpt=1&fld=RELLBY&fld=TSFDSP
- o www.dhs.wisconsin.gov/wish/brfs/form.htm
- o www.dhs.wisconsin.gov/stats/phprofiles/brown.htm
- o ephtracking.cdc.gov/reports/OneState/M00103_WI.html
- o gbwater.org/water-quality/consumer-confidence-reports
- o www.mpu.org/images/pdfs/2015ConsumerConfidenceReport.pdf
- o www.co.brown.wi.us/departments/page_e4ea08e83d92/?department=2317176c7f00&subdepartment=bc2d35fa4859
- o www.newwater.us/media/100800/state%20of%20the%20bay-sea%20grant%20report.pdf
- o wi.water.usgs.gov/gwcomp/find/brown/index_full.html
- o www.dhs.wisconsin.gov/publications/p0/p00719-brown.pdf
- o www.public.applications.co.brown.wi.us/plan/planningfolder/ComprehensivePlans/DRAFT%20Land%20Use%20Chapter%20%2012082014.pdf
- o www.stateenergyoffice.wi.gov/section.asp?linkid=1451&locid=160
- o psc.wi.gov/apps40/IOU/default.aspx
- o www4.uwm.edu/shwec/
- o psc.wi.gov/apps40/annlreport/default.aspx
- o dnr.wi.gov/lakes/invasives/AISLists.aspx?species=ZM&location=ANY
- o dnrx.wisconsin.gov/swims/public/reporting.do?type=11&action=post&format=html&stationNo=053228
- o Other sources: Brown County Environmental Health Report 2011-2013, Environmental Protection Agency (EPA), Envirofacts, Wisconsin Department of Natural Resources (Ashley Beranek), Wisconsin Department of Health Services–Environmental Health Profile, Census of Agriculture (number and size of farms), Brown County Planning Commission, American Community Survey 1-Year Estimates (energy use and conservation), Wisconsin Department of Natural Resources Division of Air and Waste (Steve Drake–pounds recycled per capita),

LIFE of Recreation & Leisure

LEADING INDICATORS

Current

Trend



Total trail miles



Park acreage



Direct visitor spending

△ Good

▷ Fair

▽ Poor

--- Not Rated

RECREATION AND LEISURE “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members and visitors of all ages and ability levels:

- + Enjoy regular, satisfying indoor and outdoor recreational activity for overall physical, mental, and social well-being
- + Have access to clean, safe rivers and lakes, trails, parks, and other outdoor resources for recreation
- + Enjoy appealing options for shopping, dining, and entertainment events

LIFE of Recreation & Leisure

Progress

There are a wide variety of opportunities for recreation and leisure in the Brown County area. An analysis of data related to recreation and leisure indicated many positive developments in recent years. Brown County continues to maintain a large number of trails and parks that people can enjoy during all seasons. According to data from the Brown County Parks Department, the county had 362 total miles of trails as of 2016. The city of Green Bay maintained an additional 45 miles of trails. Thus, there are 407 total miles of trails for use in Brown County. In addition, the total amount of park acreage was 3,145 acres in 2016.

Survey data reveals that community members and leaders have very positive assessments of recreation and leisure opportunities in the area. Community members in Brown County had overwhelmingly positive views of the quality of parks and playgrounds. In the 2011 community survey, 85% of community members said parks and playgrounds were excellent or good. In the 2016 survey, 86% of community members rated the quality of parks and playgrounds as excellent or good. Community members also had a high level of satisfaction with the quality of bike and walking trails in the area. In 2011, 80% of the community rated biking and walking trails as excellent or good. In 2016, that number increased slightly to 83%. It was also noteworthy that community leaders and community members overwhelmingly believed the area provided a variety of recreation and leisure opportunities for residents. In 2016, 80% of community members said Brown County did an excellent or good job at providing a variety of opportunities for residents, which was an increase of 7 percentage points from the 2011 survey. In the 2016 survey, 83% of community leaders said Brown County did an excellent or good job at providing a variety of opportunities for residents. That was nearly identical to the percentage in 2011 (85%).

Another positive development was the steady increase in direct visitor spending since 2010. In 2010, the amount of total direct visitor spending was \$480 million. By 2015, the amount of total direct visitor spending increased to \$613.7 million. From 2014 to 2015, the amount of direct visitor spending increased by about 4.22%. A number of new developments provided additional opportunities to increase visitor spending. A variety of hotels opened or will open in the Brown County area. The Titledown District, which will be developed on 34 acres west of Lambeau Field, will generate more tourism spending and create a new destination for residents and visitors.

Given the increasing level of visitor spending, it is important to note many people who work in Brown County were employed in jobs related to tourism. Over the past several years, the number of people working in tourism-related jobs had increased slightly, from 11,195 in 2013 to 11,202 in 2014 and 11,293 in 2015. If levels of tourism increase in the coming years, workforce will need to keep pace. Experts have noted that a group of stakeholders in the area have begun to explore options for educating and building a stronger local workforce to support the hospitality industry.

Outdoor Recreation

Data Highlights

Table 1 Total Trail Miles

According to data from the Brown County Parks Department, the county had 362 total miles of trails in 2016. There was a wide variety of trail types in the area, including trails for hiking, skiing, and snowshoeing. In 2016, the city of Green Bay maintained an additional 45 miles of trails. These data were tracked differently in 2010, so direct comparisons to previous years should not be made. Thus, there were 407 total miles of trails. According to the Brown County Planning Commission draft Comprehensive Plan, "More recently, Brown County's communities have begun to re-evaluate the balance of transportation facilities, and there was a renewed interest in creating communities that encourage walking and bicycling as part of a healthy lifestyle. Multi-use trails along Cardinal Lane in Howard, Packerland Drive in Ashwaubenon and Hobart, and County Highway GV in Ledgeview and Bellevue, as well as the inclusion of sidewalks as part of neighborhood infrastructure and safe routes to school efforts in many Brown County communities indicate how non-vehicular transportation is gaining importance."

Table 2 Park Acreage

Brown County devotes a fairly large amount of land to parks. The two largest local governments (Brown County and city of Green Bay) in Brown County maintained a total of 5,463 acres of parks and greenways. In 2016, the city of Green Bay maintained 2,342 acres of park land. According to the Brown County Parks Department, in 2010 the total amount of park acreage was 3,676 acres, and in 2016 the total amount of park acreage was 3,145 acres. According to the Brown County Parks Department, the change in acreage between 2010 and 2016 was due to right-of-way changes along roadways and the exclusion of Baird Creek Parkway and Triangle, which are owned by Brown County, but maintained by the city of Green Bay. Thus, the decrease was due to a change in accounting rather than the county doing away with parks.

Figure 1 Community Perceptions of Parks and Playgrounds

Community members in Brown County had overwhelmingly positive views of the quality of parks and playgrounds. In 2011, 85% of the community said parks and playgrounds were excellent or good. In 2016, 86% of community members rated the quality of parks and playgrounds as excellent or good. Attitudes toward the quality of parks and playgrounds have been remarkably stable over the past five years.

Table 1

Trail Miles in Brown County, 2016	
Type of Trail	Miles
Hiking	57
Biking	34
Mountain Biking	19
Snow Biking	6
Horseback Riding	11
Cross Country Skiing	34
Snowmobiling	192
Snowshoeing	9

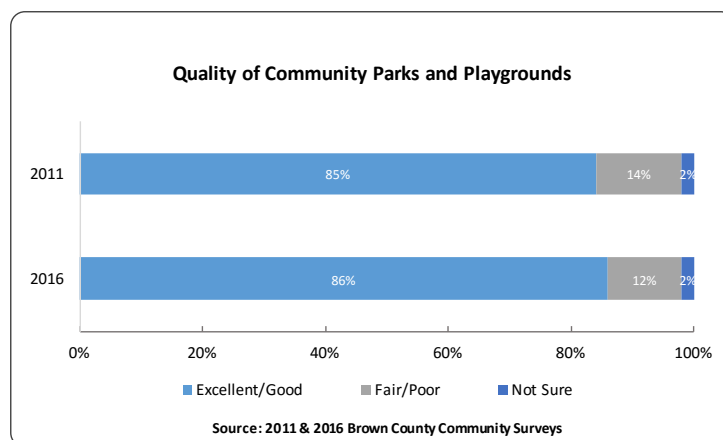
Source: Brown County Parks Department

Table 2

Park Acreage in Brown County, 2016	
Park Name	Acreage
Barkhausen Preserve/Ft. Howard Wildlife Area	915
Bay Shore Park	84
Brown County Park & Pet Exercise	25
Brown County Fairgrounds	36
Fonferek's Glen	75
Lily Lake	124
Neshota Park	257
Pamperin Park	74
Reforestation Camp	1500
Way-Morr Park	28
Wequiock Falls	3

Source: Brown County Parks Department

Figure 1



Outdoor Recreation

Data Highlights

Figure 1 Community Perceptions of Quality of Bike and Walking Trails

As was the case for perceptions of the quality of parks and playgrounds, community members had very positive views about the quality of bike and walking trails in the area. In 2011, 80% of the community rated biking and walking trails as excellent or good. In 2016, that number increased slightly to 83%.

Participation in Miracle League

The Allouez Optimists Miracle League of Green Bay is a nonprofit organization that provides children with mental or physical challenges, ages 4 to 19 years, an opportunity to play baseball. Green Bay Miracle League began in 2009 with 165 kids and 250 volunteers. Since 2013, the program has served 200 children a year with the help of 300 to 400 volunteers.

Figure 2 Perceptions of Recreation and Leisure Opportunities

Community leaders and community members overwhelmingly believed the area provided a variety of recreation and leisure opportunities for residents. In 2016, 80% of community members said Brown County did an excellent or good job providing a variety of opportunities for residents, which was an increase of 7 percentage points from the 2011 survey. Community leaders also had positive views about recreation and leisure opportunities in the area. In the 2016 survey, 83% of community leaders said Brown County did an excellent or good job at providing a variety of opportunities for residents. That was nearly identical to the percentage in 2011 (85%).

Figure 3 Total Parks and Recreation Spending Per Capita

The amount of money spent on parks and recreation exhibited a great deal of stability over time. In 2009, the amount of money spent on parks and recreation per capita was \$74.51. In 2014, the amount of money spent on parks and recreation per capita was \$78.93.

Figure 1

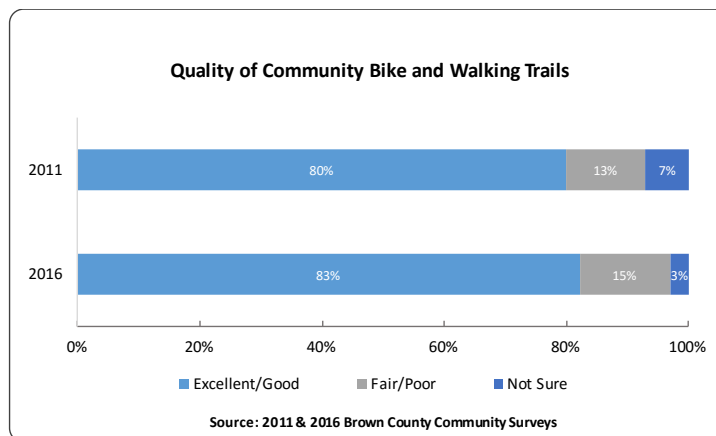


Figure 2

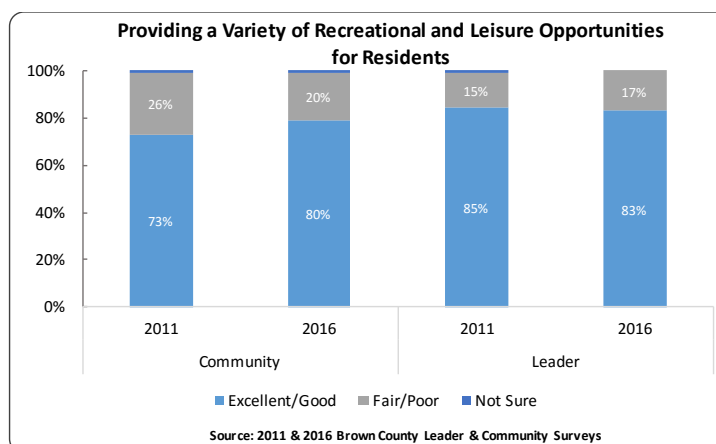
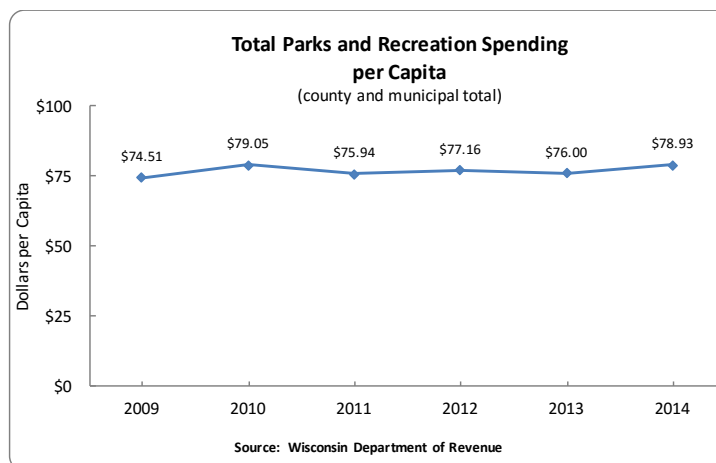


Figure 3



Outdoor Recreation

Data Highlights

Figure 1 Hunting Permits

According to data from the Wisconsin Department of Natural Resources, 21,897 deer hunting permits were issued in 2015. A similar number of permits were issued in 2013. In general, the number of gun permits issued over time has been quite stable.

Figure 1

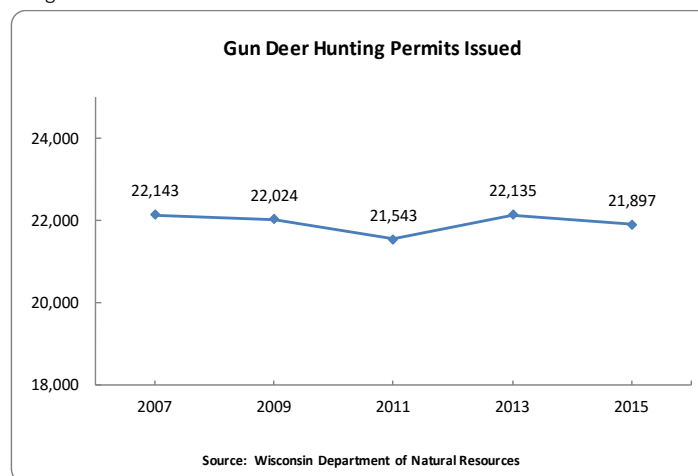


Figure 2 Boat Registrations

The number of boat registrations over time also was highly stable. In 2014, there were 19,396 boat registrations issued. A similar number of registrations (19,200) were issued in 2013.

Figure 2

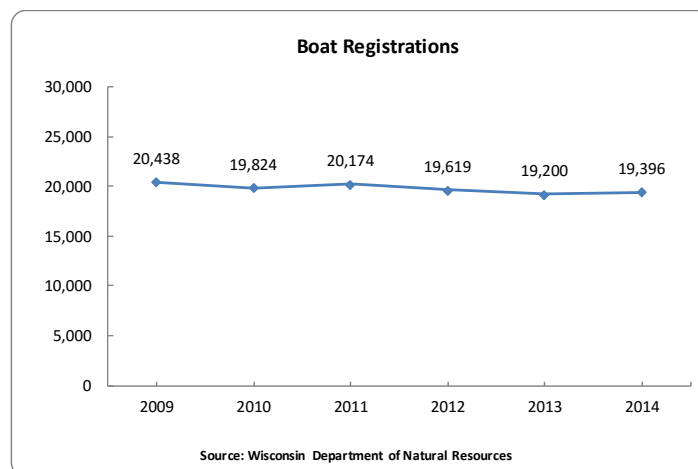
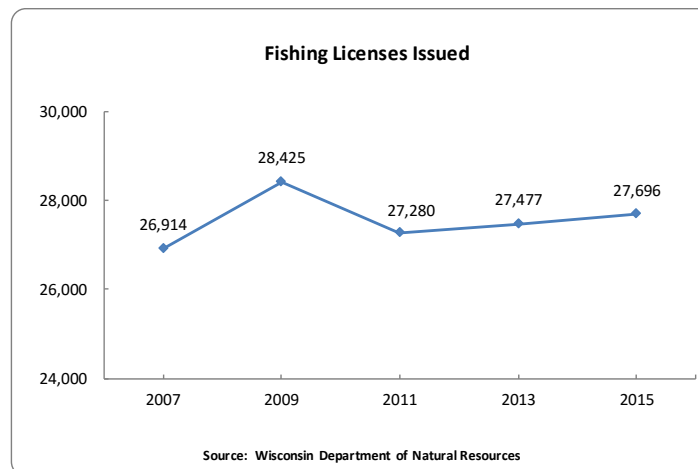


Figure 3 Fishing Licenses

The number of fishing licenses sold each year had also been quite stable, although there had been an increase in the last several years. In 2011, the number of licenses issued was 27,280. That number increased to 27,477 in 2013 and to 27,696 in 2015.

Figure 3



Attractions and Entertainment

Data Highlights

Table 1 Attendance at Local Attractions

Brown County residents could attend a variety of local events. A list of some of the area's events and attractions is displayed in Table 1, covering a range of interests, including art, food, and music.

Table 2 Licensed Restaurants

In 2010, Brown County had 785 licensed restaurants. By 2014, the most recent data available, the number of licensed restaurant establishments had risen to 817, an increase of 4%. The county had also seen increases in the number of bed and breakfasts, camps, hotels and motels, and pools from 2010 to 2014.

Table 3 Professional Sports Venues and Costs

There were a number of professional sports venues in the Brown County area. Tickets to attend sporting events varied widely in price. For example, tickets to see the Green Bay Packers ranged from \$95 to \$122 per ticket. Other sports venues were much cheaper. Tickets for the Green Bay Gamblers, for example, typically ranged from \$9 to \$25 dollars per ticket.

Figure 1 Community Perceptions of Recreation and Leisure Opportunities broken down by age

Across different age groups, community members in Brown County had positive assessments of the recreation and leisure opportunities in Brown County. Interestingly, there were some slight differences across age groups. For example, 73% of people surveyed in the 18-34 age group and 75% of people surveyed in the 34-44 age group said Brown County did an excellent or good job providing recreation and leisure opportunities for residents. In contrast, 86% of people in the 65-74 age group and 89% in the 75+ age group said Brown County did an excellent or good job. Although assessments are overwhelmingly positive across all age groups shown in Figure 1, it is interesting to note age did appear to have some impact on views about recreation and leisure opportunities in the area.

Table 1

Local Attractions Attendance, 2015	
Event	Attendees
Celebrate DePere	19,000-29,000
Taste on Broadway	9,000
Dine on the Deck	26,000
Fridays on the Fox	24,500
Summer in the Park	2,500
Gallery Nite	2,500
AT&T Green Bay Holiday Parade	40,000
Kids Day	25,000
Artstreet	75,000
Saturday Farmers Market	276,000

Source: Organizations

Table 2

Number of Licensed Establishments in Brown County		
	2010	2014
Bed & Breakfasts	2	3
Camps	5	8
Hotels & Motels	44	51
Pools	133	157
Restaurants	785	817

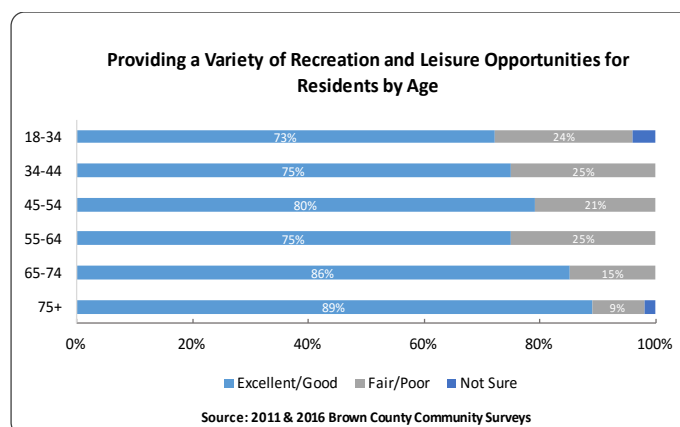
Source: Wisconsin Department of Health Services

Table 3

Brown County Professional Sports Venues	
Organization	Ticket Cost
Green Bay Packers	\$95-\$122
Green Bay Bullfrogs (Baseball)	\$7-\$28
Green Bay Gamblers (Hockey)	\$9-\$25
Green Bay Blizzard (Indoor Football)	\$12-\$35

Source: Organizations

Figure 1



Tourism

Data Highlights

Figure 1 Direct Visitor Spending

The amount of total direct visitor spending had steadily increased since 2010. In 2010, the amount of total direct visitor spending was \$480 million. By 2015, the amount of total direct visitor spending increased to \$613.7 million. From 2014 to 2015, the two most recent years in the data series, the amount of direct visitor spending increased by about 4.22%.

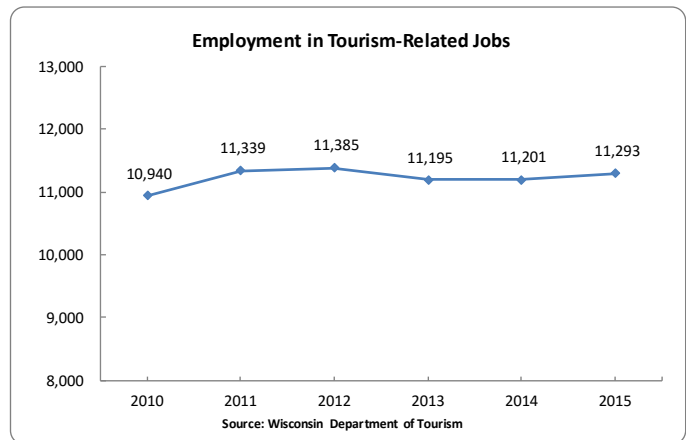
Figure 1



Figure 2 Employment in Tourism-Related Jobs

Many people who worked in Brown County worked in tourism-related jobs. Figure 2 displays data on the number of people working in tourism-related jobs over time. Over the past several years, the number increased slightly from 11,195 in 2013, to 11,202 in 2014 and 11,293 in 2015.

Figure 2



LIFE of Recreation & Leisure

Challenges and Opportunities

As noted at the beginning of this section, there have been a variety of positive developments in the area of Recreation and Leisure. This was a sector where there was a high level of satisfaction with the amenities and opportunities that existed in Brown County.

The primary concern in this section relates to the tourism-related workforce. Data indicate direct visitor spending has been steadily climbing in Brown County. In every year since 2010, the amount of direct visitor spending has increased. Interestingly, the number of people who are employed in tourism-related jobs has been quite stable over the past few years. If tourism continues to grow in this area, which seems likely given the development of the Tiptonville District, the community may want to have a discussion about how the workforce can adapt to tourism growth. Among experts who work in the area of recreation and leisure, there was a concern that there were not enough skilled workers in some industries related to tourism, such as hospitality. Experts in this area have also noted that it has been difficult for local establishments to retain a strong workforce for the growing tourism economy.

Such concerns represent a chance for the community, leaders, local businesses, and education providers to have a conversation about economic growth and job training. There may be ways to collaborate in order to address changes in the local economy.

LIFE of Recreation & Leisure

Data Sources

The following sources were used in the Recreation and Leisure section:

- www.co.brown.wi.us/departments/?department=260ed145263d&subdepartment=dadc284c6c54
- www.revenue.wi.gov/report/e.html
- www.dhs.wisconsin.gov/stats/pubhealth-profiles.htm
- industry.travelwisconsin.com/research/economic-impact
- Other sources: Wisconsin Department of Natural Resources, Downtown Green Bay, Inc., and local sports organizations

A Safe LIFE

LEADING INDICATORS

Current	Trend	
△	△	Substantiated cases of child abuse or neglect
△	△	Juvenile arrest rate
△	△	Rate of reported domestic violence incidents
△	△	Violent and property crime rates
△	△	Alcohol-related crashes and deaths

△ Good ▷ Fair ▽ Poor --- Not Rated

SAFETY “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members and visitors of all ages, abilities, and income levels:

- + Are safe from harm or neglect in their own homes and communities
- + View their schools, neighborhoods, communities, and the Brown County area as safe
- + Have confidence in law enforcement, emergency services, disaster response and fire protection
- + Receive the support they need if they are a victim of crime
- + Are aware of and engage in prevention and early intervention efforts

A Safe LIFE

Status on Progress

Across a wide variety of indicators, safety in Brown County generally improved since the release of the 2011 LIFE Study. The public safety landscape in the area also changed with the development of new policies, programs, and initiatives that address drunken driving, drug use, and alternative courts, among others. These positive trends and new programs relate to the safety of individuals at all stages of life — children, juveniles, and adults.

For children and juveniles, Brown County remained a safe community. For example, substantiated cases of child abuse and neglect declined from 13 per 1,000 children to 7.6 per 1,000 children, which was consistently below the average in Wisconsin as a whole. In contrast, reported cases of child abuse and neglect increased. However, community experts agreed the increase in reported cases was likely related to increased community awareness efforts and the presence of a child advocacy center. In short, the community may be more aware of the need to report potential problems as concerns arise. Similarly, the preventable hospitalization rates for children in the county declined. As of 2013, the most recent year of available data, the rate in Brown County was lower than the state average. The number of juveniles involved in unsafe behaviors in Brown County also improved. Overall, juvenile arrests declined by nearly 30%. During roughly the same period, juvenile arrests for drugs declined by 14%.

Among personal safety indicators, trends were somewhat mixed. However, the domestic violence incident rate in Brown County declined from 5 incidents per 1,000 residents in 2007 and 2008 to 4.3 incidents per 1,000 residents in 2012, the most recent data available. In every year examined, rates in Brown County were lower than the state overall.

Probably the most commonly cited indicators of public safety are violent and property crime rates. To develop these rates, reported numbers from all police departments in Brown County (i.e., city and village police departments and the Brown County Sheriff's Department) were combined to create a total for the county. From 2011 to 2015, crime rates in both categories decreased. Violent crimes decreased by 14% over the five-year period, and property crimes decreased by 30%. The rates were consistently lower than the state average. Similarly, arrests for drug possession decreased by 2%, and arrests for drug sales decreased by 55%. Given the many negative implications of drug use and sales in a community, area public safety experts highlighted the important role of new treatment options and alternative courts such as the Brown County Drug Court. The focus on these cases has shifted from punishment to intervention, counseling, and treatment. The majority of respondents to a survey of community leaders in Brown County had a positive opinion of alternative courts.

The safety of individuals in motor vehicles also improved in Brown County. From 2008 to 2013, motor vehicle crashes declined by approximately 10%, and motor vehicle injuries declined by nearly 40%. Perhaps even more notable, however, was the decline in alcohol-related crashes. From 2008 to 2013, alcohol-related crashes in Brown County declined by more than 40%. This was particularly important given the historic challenges Brown County, and Wisconsin as a whole, have had with binge drinking, drinking and driving, and other alcohol-related problems. One public safety expert specifically highlighted the continued role of the Brown County OWI task force and its high-visibility patrols. Additional efforts to educate children and teenagers about the dangers of excessive alcohol use also were cited. The need to change Wisconsin and Brown County's "culture of drinking," according to experts, was imperative.

Overall, the community had positive opinions of the public safety services provided across Brown County. Nearly 90% of county residents surveyed rated the quality of law enforcement agencies in their communities as excellent or good, while 91% had similar responses when asked about the quality of emergency services (e.g., fire and ambulance). These approval ratings were similar to the 2011 survey. Additionally, half of respondents rated the county as excellent or good at preventing gang activities — an issue that has received ongoing attention from elected officials and the local media over the last several years. In 2011, only 35% of respondents thought prevention efforts were excellent or good.

Overall, crime statistics and community survey data largely supported the opinions of area public safety experts — Brown County remained a relatively safe community. Based on available data, the trends associated with many indicators of public safety also appear to be moving in the right direction. At the same time, residents were generally pleased with the public safety services they receive.

Personal Safety, Children

Data Highlights

Figure 1 Substantiated Cases of Child Abuse and Neglect

The rate of substantiated cases of child abuse and neglect in Brown County consistently decreased between 2010 and 2014, from 13 substantiated cases per 1,000 children in 2010 to 7.6 substantiated cases per 1,000 children in 2014. With the exception of 2010, the rate in Brown County was lower than the state as a whole. Substantiated cases of child abuse or neglect in Wisconsin also declined, but by a much smaller amount.

Figure 2 Preventable Hospitalization Rate for Children

According to the Wisconsin Department of Health Services, preventable hospitalizations were defined as “hospitalizations for conditions where timely and effective ambulatory care can reduce the likelihood of hospitalization.” From 2005 to 2015, the rate for children whose hospitalizations could have been prevented declined significantly for Brown County and Wisconsin. Brown County had slightly higher rates over the period, but the difference was relatively small.

Figure 3 Foster Home or Residential Placement Rate

In 2014, Brown County had 256 children age 18 or under in foster home or residential placements, up from 161 in 2011. Adjusting for population growth, the foster home or residential placement rate for children in Brown County fluctuated from 2009-2014. Over the six-year period, the rate declined slightly. However, there was a notable dip between 2010 and 2013. The rate ranged from 2.6 placements per 1,000 children in 2011, to 4.2 placements per 1,000 children in 2009. During the entire period, Brown County was lower than the Wisconsin rate, which increased to 5.3 placements per 1,000 children in 2014.

Children in Need of Protection (CHIPS Petitions)

CHIPS petitions in Brown County fluctuated during the 2010-2014 period. The rate ranged from 2.5 petitions per 1,000 children in 2010 to 2.8 petitions per 1,000 children in 2014. The highest number of petitions (3.5 per 1,000 children) was recorded in 2013. During the entire period the number of petitions in Brown County was lower than Wisconsin. On balance, the rate increased in Wisconsin, from 3.3 petitions per 1,000 children in 2010 to 3.8 petitions per 1,000 children in 2014.

Figure 1

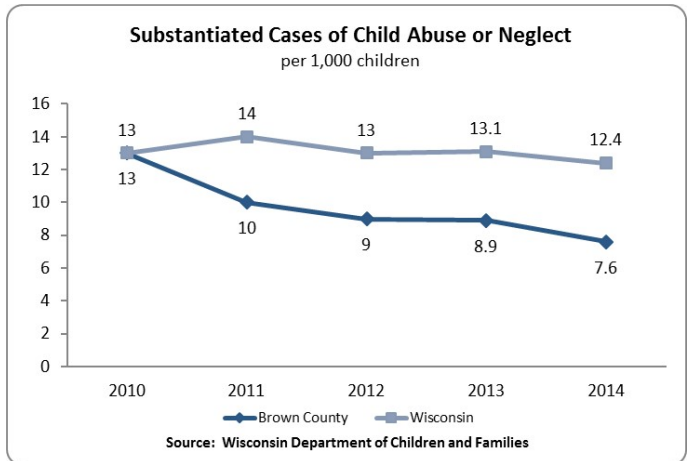


Figure 2

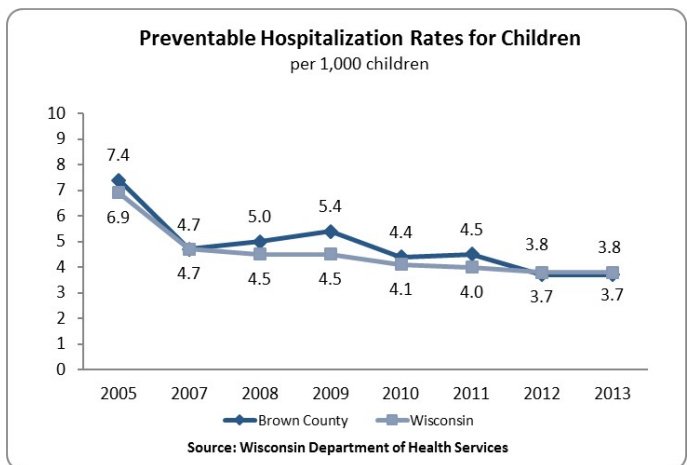
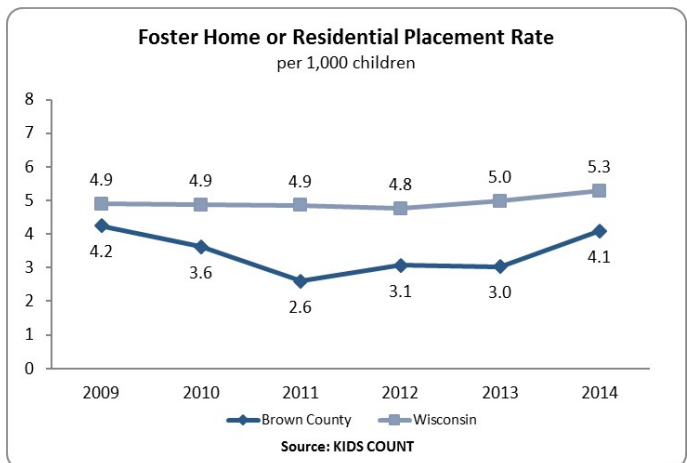


Figure 3



Personal Safety, Juveniles

Data Highlights

Figure 1 Juvenile Arrest Rate

From 2010 to 2014, juvenile arrest rates in Brown County fluctuated slightly, though the rate declined overall. The rate peaked at 12.4 juvenile arrests per 100 juveniles in 2012, but steadily declined to 8.6 juvenile arrests per 100 juveniles in 2014. From 2012 to 2014 the rate in Brown County was higher than Wisconsin, but, in general, the differences were small.

Figure 2 Juvenile Arrest Rate-Drugs

The juvenile arrest rate for drugs in Brown County remained relatively consistent from 2011 to 2014. On balance, the rate decreased from 6.6 drug arrests per 1,000 juveniles in 2011 to 5.7 drug arrests per 1,000 juveniles in 2014. Over the four-year period, the highest arrest rate was recorded in 2013, while the lowest was in 2014, the most recent year of available data. The rate in Brown County was higher than Wisconsin in three of the four years though, again, the differences were relatively small.

Figure 3 Juvenile Arrest Rate-Violence

The juvenile arrest rate for violence in Brown County varied between 2011 and 2014. In 2011, there was less than 1 juvenile arrest for violence per 1,000 juveniles in the county. Since 2011, the rate increased to 2.1 arrests per 1,000 juveniles in 2012 and 2013 and then decreased to 1.7 arrests per 1,000 juveniles in 2014. During the four-year period, the rate in Brown County was consistently lower than Wisconsin as a whole.

Perceptions of School Safety in the Community

According to a 2016 survey of Brown County residents, 77% of respondents indicated the safety of schools in the community was excellent or good. Approximately 11% indicated safety was "fair" and 2% indicated "poor." Approximately 10% of those who responded were unsure.

Figure 1

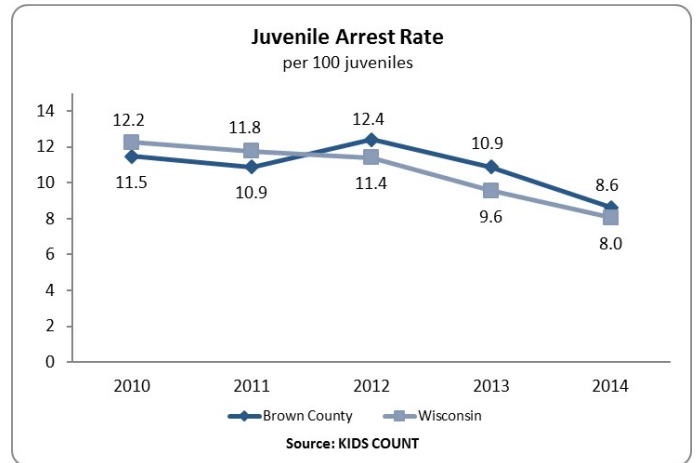


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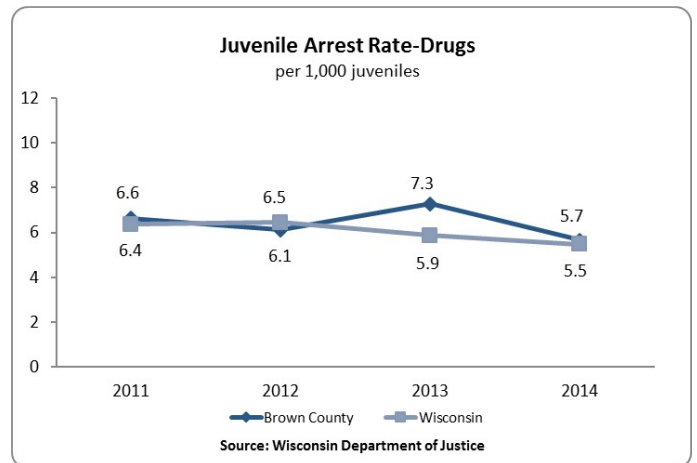
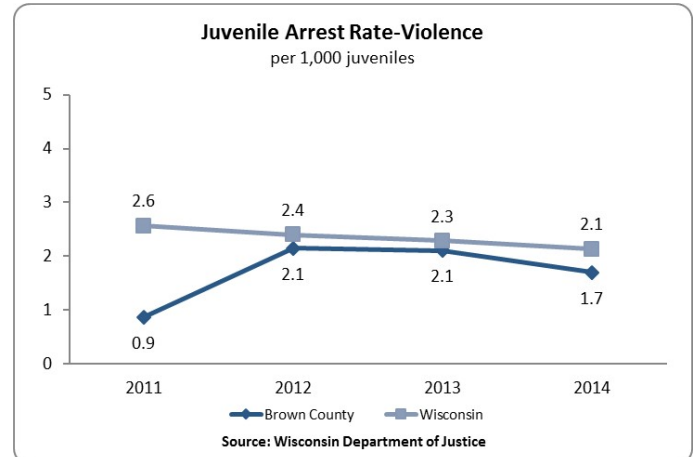


Figure 3



Personal Safety, Adults

Data Highlights

Figure 1 Domestic Violence Incident Rate

The domestic violence incidence rate in Brown County was relatively consistent from 2007 to 2012, the most recent year of available data. As a whole, the rate decreased from 5 incidences per 1,000 county residents in 2007 to 4.3 incidences per 1,000 residents in 2012. The highest incidence rate was recorded in 2010 (5.2 per 1,000 residents), while the lowest rate was in 2011 and 2012 (4.3 per 1,000 residents). Brown County consistently remained below the state rate, which also decreased slightly during the period.

Figure 2 Sexual Assault Report Rate

The sexual assault report rate in Brown County also remained relatively consistent. From 2008 to 2010, the most recent year of available data, there was a slight increase from 113 reports per 100,000 county residents in 2008 to 115 reports per 100,000 residents in 2010. The rate in Brown County remained well above the rate recorded in the state overall, which also was relatively consistent throughout the period.

Figure 3 Substantiated Cases of Elder Abuse

During the 2009-2015 period, the reported cases of elder abuse in Brown County declined by 20%, from 238 in 2009 to 190 in 2015. However, community experts indicated the number of reports did not reflect the extent of this problem, since abuse is under-reported in general. In 2015, the county had 642 court-ordered actions by Adult Protective Services staff to protect vulnerable adults from suspected abuses. In 2013, 568 actions took place.

Perceptions of Abuse or Violence Prevention within Homes

According to a 2016 survey of leaders in Brown County, 37% of respondents rated Brown County as excellent or good at preventing abuse or violence within homes. Nearly 35% rated the county as fair and 7% indicated poor. Approximately 22% of those who responded were unsure.

Domestic Violence Services and Support

Golden House is a nonprofit organization in Brown County that provides shelter and services to victims of domestic violence. Examples of services include individual counseling, temporary shelter, a helpline, legal assistance, and prevention education. From 2010 to 2015, the number of adult and child shelter clients served decreased slightly. During the same period, outreach activities increased significantly, from 581 in 2010 to 1,029 in 2015.

Figure 1

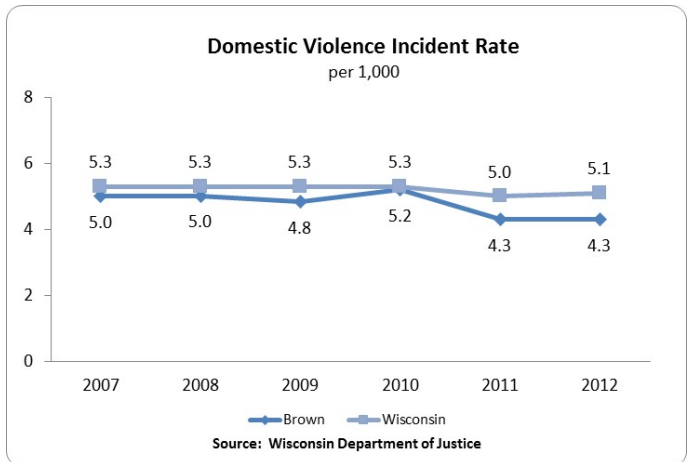


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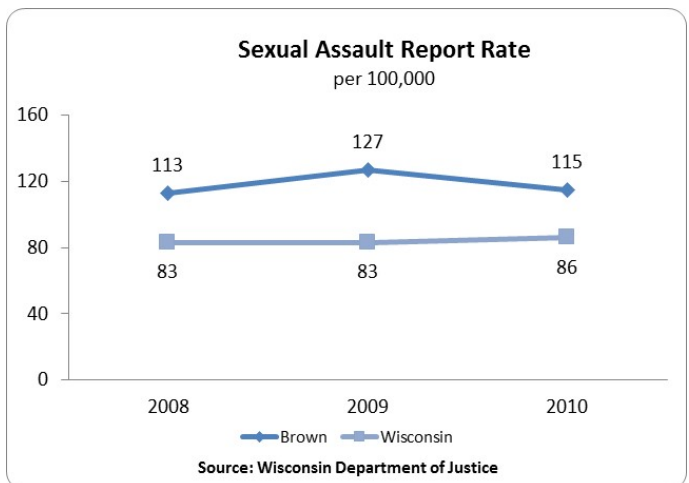
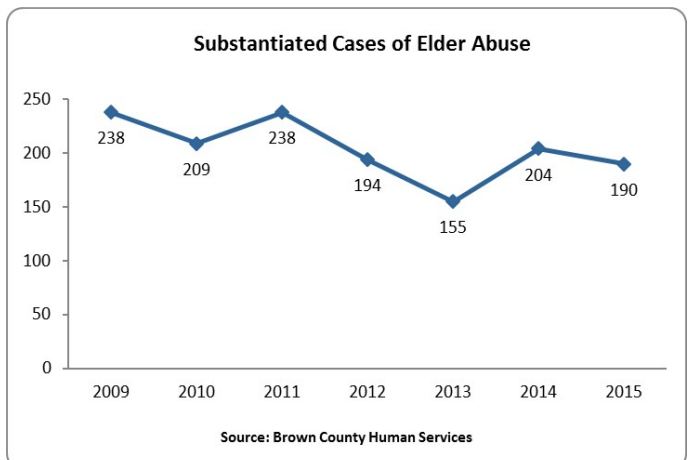


Figure 3



Safety of the Public

Data Highlights

Figure 1 Violent Crime Rate

During the 2011-2015 period, the violent crime rate in Brown County declined by 14%. In 2011, there were 6.9 violent crimes per 1,000 county residents. The highest number was reported in 2012 (7.5 per 1,000 residents), but the rate consistently declined to 5.9 per 1,000 residents in 2015. The rate in Brown County was consistently below Wisconsin, though the largest difference was recorded in 2015.

Figure 2 Property Crime Rate

Property crime rates in Brown County varied somewhat from 2011 to 2015. From 2011 to 2013, the rate increased slightly, but from 2014 to 2015 it decreased to its lowest point during the period. In 2011, approximately 18.3 property crimes per 1,000 county residents were recorded. In contrast, 12.8 property crimes per 1,000 residents were recorded in 2015, a 30% decline. Similar to violent crimes, the Brown County rate remained consistently below Wisconsin.

Figure 3 Drug Arrest Rate-Possession

Arrest rates for drug possession in Brown County fluctuated slightly during the 2011-2015 period. In 2011, there were 3.08 arrests per 1,000 county residents. The rate increased slightly in 2012 and 2013 to 4.07 arrests per 1,000 residents and 4.13 arrests per 1,000 residents, respectively. From 2014 to 2015, however, the rate declined to its lowest point (3.01 arrests per 1,000 residents). In 2012 and 2013, the arrest rate in Brown County was higher than Wisconsin, but it was below the state rate for the remainder of the years in the period.

Drug Arrest Rate-Sales

From 2011 to 2015, trends regarding arrest rates for drug sales in Brown County were similar to those for drug possession. The highest number of arrests occurred in 2012 and 2013, 1.32 arrests per 1,000 county residents and 1.20 arrests per 1,000 residents, respectively. The number of arrests declined to their lowest point in 2015 (0.41 arrests per 1,000 residents). From 2011 to 2013, Brown County rates exceeded those of Wisconsin as a whole, though from 2014 to 2015 rates were moderately lower.

Perceptions of Gang Activity Prevention

According to a 2016 survey of leaders in Brown County, half of the respondents rated Brown County as excellent or good at preventing gang activities. Approximately 24% rated the county as fair, and 7% indicated poor. Approximately 19% of those who responded were unsure. In 2011, 35% of respondents rated the county as excellent or good at preventing gang activities.

Figure 1

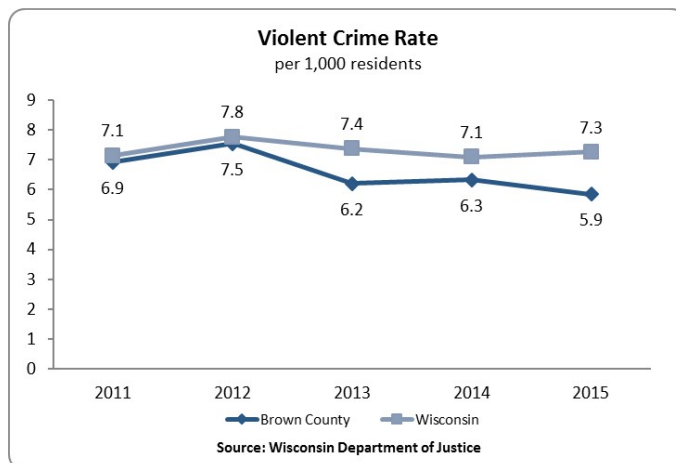


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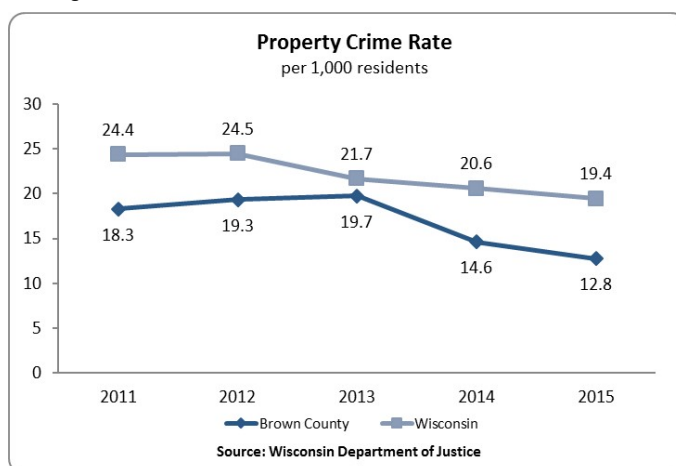
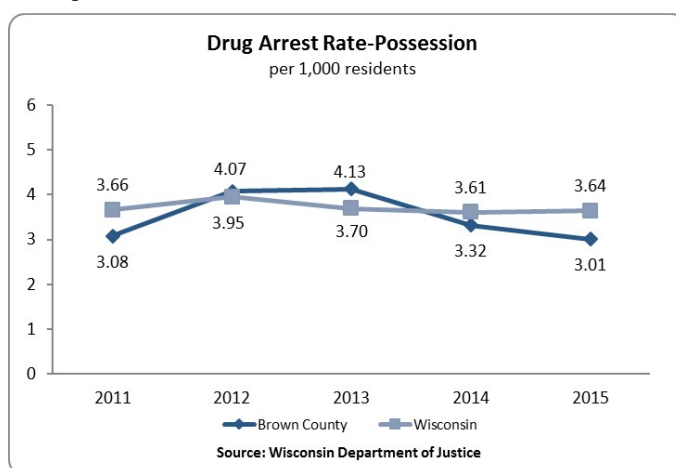


Figure 3



Public Safety System

Data Highlights

Figure 1 Brown County Expenditures on Public Safety

From 2009 to 2014, Brown County expenditures on public safety declined slightly. In 2009, \$185 per county resident was spent on public safety. The county dedicated the most resources to public safety services in 2011 (\$211 per resident), and the amount decreased consistently to \$175 per resident in 2014.

Figure 2 Perceptions of Public Safety Quality

Eighty-nine percent of community members surveyed rated the quality of law enforcement agencies in their communities as excellent or good. In contrast, 10% rated the agencies as fair or poor. Approximately 2% of respondents were unsure. In 2011, 86% of respondents rated the quality of law enforcement agencies in their communities as excellent or good.

Figure 3 Perceptions of Emergency Services Quality

According to the 2016 survey of Brown County residents, 91% of respondents rated the quality of emergency services such as fire and ambulance services in their communities as excellent or good. In contrast, 4% rated the agencies as fair or poor, and 4% of those who responded were unsure. In 2011, 93% of respondents rated the quality of emergency services in their communities as excellent or good.

Perceptions of Alternative Courts

The Brown County court system provides certain types of offenders with the opportunity to participate in specific programs that encourage collaborative rehabilitation, assistance, and treatment. Two options include the Drug Court and the Veterans Treatment Court. Sixty-eight percent of leaders surveyed had a very positive or positive view of the drug court, 3% had a negative view, and 29% were unsure. Among the same leaders, 60% had a very positive or positive view of the Veterans Court, 1% had a negative view, and 40% were unsure.

Perceptions of Emergency Preparedness

Forty-nine percent of leaders surveyed rated Brown County as excellent or good at preparing for unexpected major public safety threats like terrorism or a natural disaster. Approximately 22% rated the county as fair and 3% indicated poor. Approximately 27% of those who responded were unsure.

Figure 1

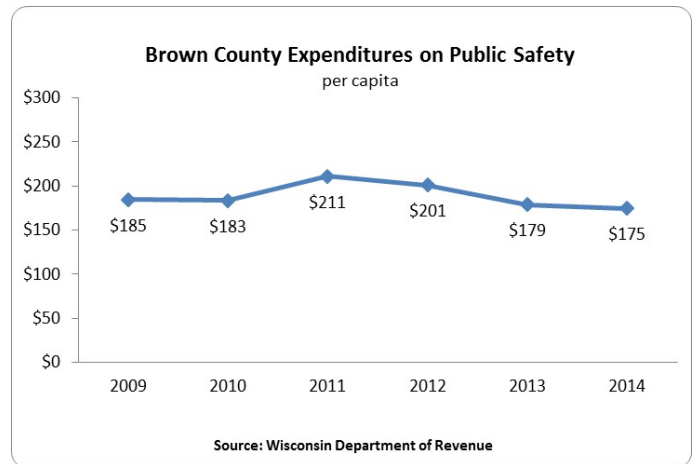


Figure 2

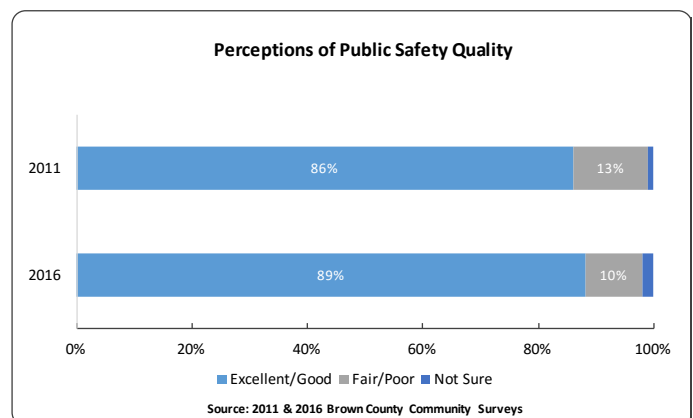
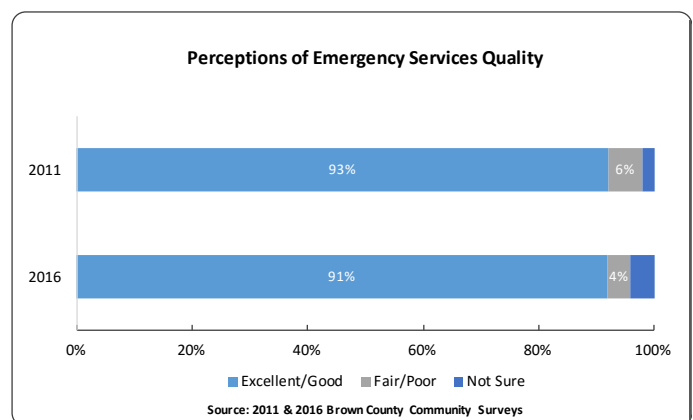


Figure 3



Transportation Safety

Data Highlights

Figure 1 Motor Vehicle Crashes and Injuries

From 2008 to 2013, the overall safety of Brown County roads improved slightly. During this period, motor vehicle crashes declined by approximately 10%, though there were slight upticks in 2011 and 2013. At the same time, the number of injuries sustained in motor vehicle accidents decreased by nearly 40%. Aside from a small increase in 2009, the decrease in injuries was consistent throughout the period. The most pronounced decrease occurred from 2009 to 2010.

Figure 2 Alcohol-Related Crashes

The Wisconsin Department of Transportation defines an alcohol-related crash as when “either a driver, bicyclist, or pedestrian is listed on a police report or coroner report as drinking alcohol before the crash.” Reflecting the decrease in motor vehicle crashes and injuries, the number of alcohol-related motor vehicle crashes also declined from 2008 to 2013. Over the six-year period, alcohol-related crashes decreased by more than 40% from a high of 325 in 2008 to 184 in 2013. Although the decrease was relatively consistent, the largest reduction was recorded between 2010 and 2011.

Figure 3 Crashes by Type in Brown County

The types of crashes in Brown County have varied somewhat from 2009 to 2013. In both years, “crashes with deer” was the largest category, while “hit-and-run crashes” was the second largest category. Deer crashes increased by approximately 20% during the period, while hit and run crashes decreased by slightly more than 21%. Among the other categories, “work zone crashes” increased significantly, by nearly 210%. This increase may be explained, at least partially, by the larger number of work zones in Brown County during the period as a result of the I-41 reconstruction and expansion project. Motorcycle crashes also increased, but by a much smaller amount. In contrast, pedestrian-related crashes declined by approximately 46%, while bicycle and school bus crashes all declined by somewhat smaller rates.

Figure 1

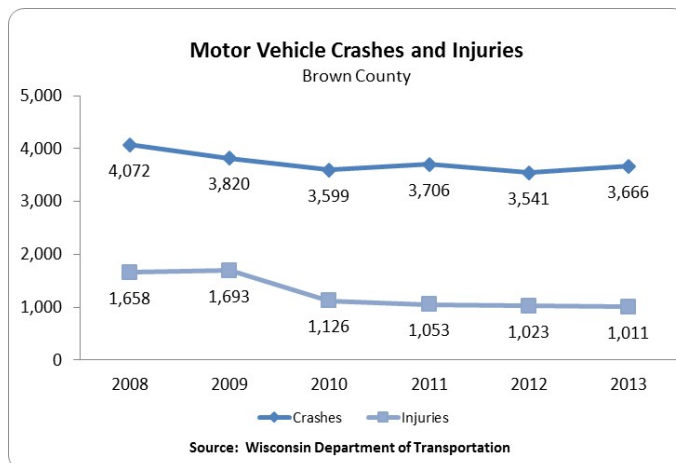


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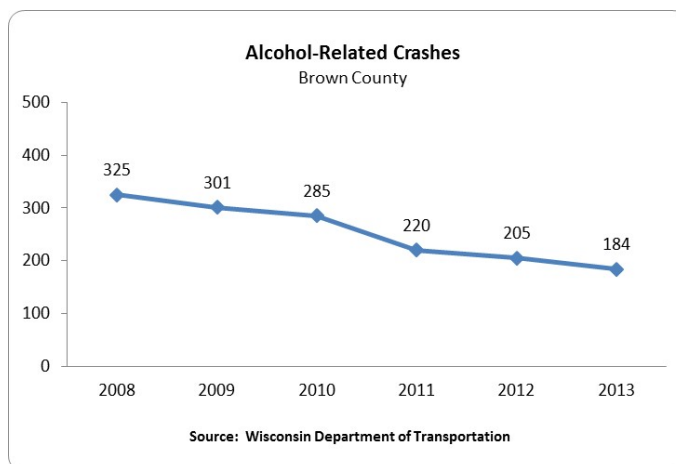
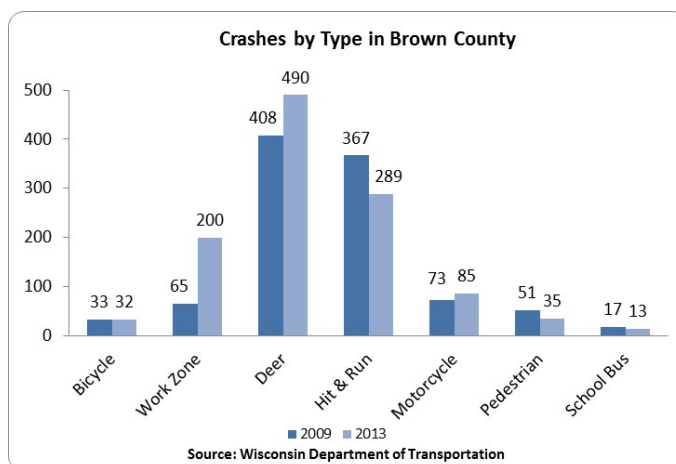


Figure 3



A Safe LIFE

Challenges and Opportunities

Although public safety indicators in Brown County were generally positive over the last several years, the analysis also revealed a number of potential challenges and opportunities for improvement.

Despite the decline in juvenile arrests in Brown County, the rates were higher than the state average. While the difference was not large, the overall arrest rate and drug arrest rates for juveniles had been higher than Wisconsin since 2012 for the former and 2013 for the latter. The juvenile arrest rate for violence had consistently been lower than the state average, but the rate increased from 0.9 arrests per 1,000 juveniles in 2011 to 1.7 arrests per 1,000 juveniles in 2014. It was important to note that these numbers were quite small. However, the trends should be monitored to ensure the rates either remain stable or show signs of improvement.

Each source of data used for this analysis (e.g., secondary data, interviews, expert opinions) indicated that personal safety in Brown County will need to be improved across a variety of indicators. The sexual assault report rate, for example, increased from 2008 to 2010 and remained higher than the state average. Although 2010 was the most recent year of available data from the Wisconsin Department of Justice, a public safety expert in the area confirmed the rate remains high and problematic. Among the other indicators, the domestic violence incidence rates and substantiated cases of elder abuse have declined. However, safety and social service experts in the area agree that both continue to be a problem in Brown County. Under-reporting can make the problems even more complicated. Furthermore, only 37% of leaders in Brown County rated the area as excellent or good at preventing abuse or violence within homes. As such, additional efforts from both community members and leaders likely will be needed to address domestic violence, sexual assault, and abuse.

Based on the most recent available data, drug arrests for both possession and sales have declined since 2013. Roughly 0.4 individuals per 1,000 county residents were arrested for the sale of drugs in 2015, and 3.6 individuals per 1,000 residents were arrested for possession. Stated another way, however, over 100 individuals were arrested for selling drugs and nearly 800 were arrested for possession. According to public safety experts in the area, these numbers, though declining and lower than the state average, need to be reduced. This is particularly important because drug sales and possession are often linked to a wide array of other crimes such as robbery, assault, domestic abuse, and violence. Consequently, reducing the proliferation of drugs in the community also has the potential to reduce other community problems.

The excessive consumption of alcohol continued to be a significant challenge for Brown County, and Wisconsin more broadly. Alcohol-related crashes have declined. However, survey responses and opinions of area public safety experts illustrate an ongoing “culture of drinking” in the area. While drinking and driving was a direct consequence of this culture, excessive alcohol use, like drugs, was associated with other public safety concerns such as domestic abuse and violence. According to experts, additional efforts to change the perceptions of drinking, particularly among children and teenagers, should continue to be a priority for the community.

Finally, community perceptions of public safety in Brown County were consistently positive. However, as a community, Brown County continues to diversify. In order to maintain a high level of trust and confidence, local public safety departments should continue to engage the many different groups that now call Brown County home. Efforts to diversify the departments to match the changing demographics in the community also is encouraged. Although various recruitment and training efforts already exist, disparities remain. If support for public safety departments is high among all social, ethnic, and racial groups, the ability to keep the community safe becomes more collaborative and effective.

In general, continued cooperation among county public safety departments will be needed to meet each of these challenges. The Brown County Drug Task Force, for example, includes representatives from departments across the county. However, community leaders, public safety officials, and county residents all have a stake in the community, and each group will be needed to ensure Brown County remains a safe and inviting place for everyone.

A Safe LIFE

Data Sources

The following sources were used in the Safety section:

- datacenter.kidscount.org/data/tables/7622-children-in-out-of-home-placements?loc=51&loct=5%20-%20detailed/5/7041-7112/false/36,868,867,133,38/any/15497
- datacenter.kidscount.org/data/tables/7623-child-abuse-and-neglect-reports-screened-in-for-assessment?loc=51&loct=2%20-%20detailed/2/any/false/869,36,868,867,133/any/14767
- www.dhs.wisconsin.gov/stats/pubhealth-profiles.htm
- datacenter.kidscount.org/data/tables/7622-children-in-out-of-home-placements?loc=51&loct=5%20-%20detailed/5/7041-7112/false/36,868,867,133,38/any/15497
- datacenter.kidscount.org/data/tables/8208-child-population?loc=51&loct=2%20-%20detailed/5/7045/false/36,868,867,133,38/any/16726
- www.doj.state.wi.us/dles/bjia/ucr-arrest-data
- datacenter.kidscount.org/data#WI/2/0/char/0
- wilenet.org/html/justice-programs/programs/justice-stats/library.htm
- www.dhs.wisconsin.gov/publications/p0/p00124a.pdf
- www.doj.state.wi.us/ocvs/not-crime-victim/domestic-abuse-incident-reports
- www2.fbi.gov/ucr/cius2009/offenses/violent_crime/index.html
- www.doj.state.wi.us/dles/bjia/ucr-offense-data
- www.doa.wi.gov/divisions/intergovernmental-relations/demographic-services-center/estimates
- factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP_2015_PEPANNRES&prodType=table
- factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP_2014_PEPSR6H&prodType=table
- www.revenue.wi.gov/report/e.html
- wisconsindot.gov/Pages/safety/education/crash-data/crashfacts-archive.aspx
- wisconsindot.gov/Pages/safety/education/crash-data/crashfacts.aspx
- wisconsindot.gov/Pages/safety/education/default.aspx
- wisconsindot.gov/Documents/safety/education/crash-data/2013/section2.pdf
- Other sources: Brown County Human Services, Golden House, Brown County Planning Commission

LIFE of Self-Sufficiency

LEADING INDICATORS

Current

Trend



Percent of renter households with cost burden



Number of FoodShare recipients



Free and reduced lunch rates in public schools

△ Good

▷ Fair

▽ Poor

--- Not Rated

SELF-SUFFICIENCY “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members of all ages, income, and ability levels have:

- + Enough nutritious food daily to go without hunger
- + Access to emergency services such as financial support, rental assistance, food pantries, short-term shelter and utility assistance
- + Access to reliable transportation, affordable and quality housing, legal services, and accurate information and referral to needed services

LIFE of Self-Sufficiency

Status on Progress

The LIFE of Self-Sufficiency section examines access to affordable housing, homelessness and housing insecurity, food security, and economic stress and financial support. Since the 2011 LIFE Study, there were a few areas in which residents of Brown County made progress in being self-reliant and financially secure.

Brown County residents appeared to be more financially secure in recent years. The percent of homeowners in Brown County who were housing cost burdened (spending 30% or more of their income on housing) decreased from 31% in 2008 to 24% in 2014. Among renters, the number of people who were housing cost burdened remained fairly consistent over time (44% in 2016 compared to 43% in 2008). When asked whether they felt very secure about their financial stability, 54% of surveyed Brown County residents in 2016 reported they felt secure all or most of the time. In 2011, only 46% of residents felt that way. Moreover, Catholic Charities of the Diocese of Green Bay, an organization that helps people with a variety of financial concerns, documented less client debt in 2015 on debt management plans as compared to past years.

In addition, the number of foreclosures in Brown County steadily declined in recent years. In 2009, there were 1,097 foreclosures in Brown County. This number dropped to just 417 in 2014. During this same time period, median home prices had risen. In 2010, the median home price was \$138,000 and in 2015, the median home price was \$150,000.

In terms of food security, although quite high, the percentage of students enrolled in free or reduced-price lunch programs in public schools in Brown County stayed relatively stable at 40%. This program helps ensure school-age youth have access to at least one nutritious meal per day, with many schools also offering free/reduced prices for breakfast as well. When community members were asked about their ability to have enough food to avoid hunger, those individuals making more than \$100,000 rarely reported difficulty with hunger, and only one-third of those earning less than \$10,000 reported difficulty with hunger all/most of the time.

Overall, there has been progress in Brown County in terms of residents' self-sufficiency, with individuals in Brown County more financial secure compared to the last LIFE Study in 2011.

Access to Affordable Housing

Data Highlights

Figure 1 Percent of Households with Housing Cost Burden

Housing cost burden refers to households that spend 30% or more of their income on housing. Figure 1 breaks households down into owner-occupied and renter-occupied. The housing cost burden rate declined in Brown County since 2008 for owner-occupied households. In 2008, the percentage of households that were housing cost burdened was 31%. By 2014, that number dropped to 24%. Among renter-occupied households, the rate has held fairly steady. In 2016, 44% of renter-occupied households were housing cost burdened, and in 2008 54% were housing cost burdened.

Figure 2 Homeownership Rate

According to the U.S. Census, the rate of homeownership in the United States was 62% in 1960 and was only slightly higher in 2016 at 63%. The rate in Brown County was 65% in 2014. It has been fairly stable since 2010, fluctuating between 67% and 64%. According to a 2012 report by the National Association of Realtors, "In addition to tangible financial benefits, homeownership brings substantial social benefits for families, communities, and the country as a whole."

Owner occupancy rates vary considerably by race/ethnicity in Brown County. According to the American Community Survey, the owner occupancy rate among White individuals was 69%, among Blacks/African-Americans it was 7%, among American Indians it was 31%, among Asians it was 37%, and among Hispanic/Latinos it was 30%.

Figure 3 Hourly Wage Needed to Afford Fair Market Rent

This chart pairs rental costs with wages for an efficient look at affordability. In Brown County, the hourly wage necessary to afford fair market rent for a two bedroom unit was \$14.50 per hour in 2015, which was lower than the state average of \$15.52 per hour. The hourly wage needed to afford fair market rent in Brown County was stable since 2009, but there was a slight uptick from 2014 to 2015. Interestingly, despite the fact that U.S. rental rates rose 11% between 2009 and 2014, Brown County's median rent rose from \$649/month in 2009 to \$696/month in 2014, only a 7% increase.

Median Home Prices

Over the past several years, there was an increase in the median house price. The median house price was:

- \$138,000 in 2010,
- \$136,000 in 2011,
- \$135,000 in 2012,
- \$137,000 in 2013,
- \$147,000 in 2014, and
- \$150,000 in 2015.

Figure 1

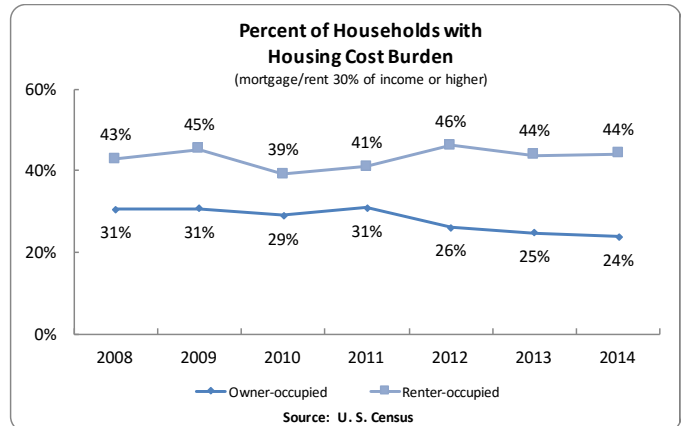


Figure 2

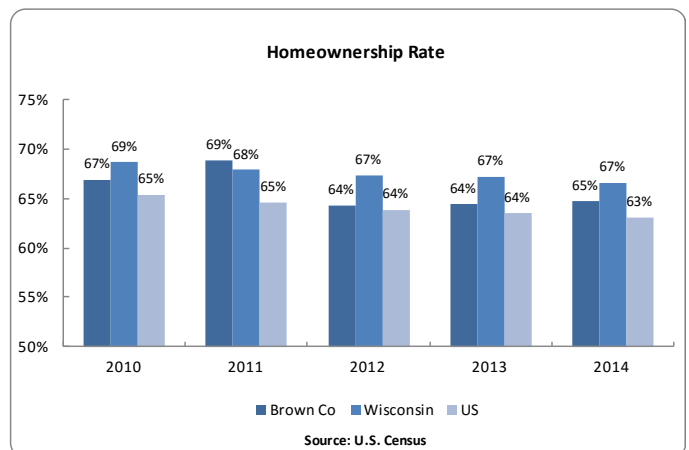
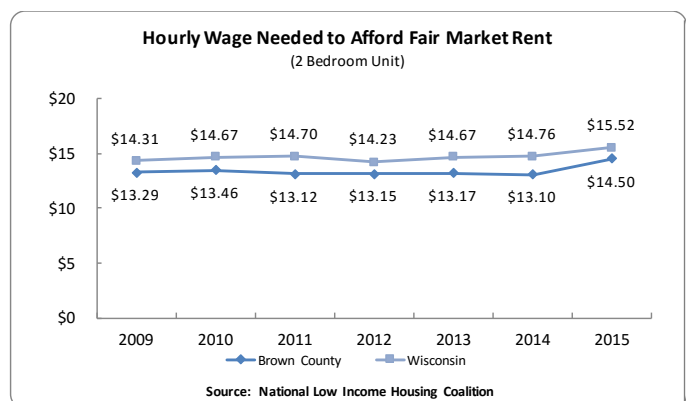


Figure 3



Homelessness & Housing Insecurity

Data Highlights

Figure 1 Number of Homeless Persons Sheltered

The Brown County Homeless and Housing Coalition provides information on the number of homeless people sheltered in Brown County. According to the U.S. Department of Housing and Urban Development (HUD), a Point-in-Time (PIT) count was "a count of sheltered and unsheltered homeless persons on a single night in January. HUD requires that the Continuums of Care Program conduct an annual count of homeless persons who were sheltered in emergency shelter, transitional housing, and Safe Havens on a single night."

In 2015, the coalition estimated there were 174 single adults, 102 adults in families, and 203 children sheltered. Compared to 2008, there were 148 single adults, 63 adults in families, and 106 children sheltered. It is worth noting that the number of children sheltered increased each year since 2012. The number of adults in families who were sheltered has also increased since 2012.

Table 1 Detailed Breakdown of Number of Homeless Persons Sheltered

Table 1 provides more detailed information on the numbers and types of people who were sheltered. Overall, the number of homeless people sheltered dropped slightly from 2014 to 2015, although the number for 2015 was higher than in 2012.

Figure 2 Homeless Children in Public Schools in Brown County

The Wisconsin Department of Public Instruction provides data on the number of children in public schools who have been identified as homeless. (Defined by the federal McKinney-Vento Homeless Assistance Act as "individuals who lack a fixed, regular, and adequate nighttime residence," which included unsheltered, living in hotels, substandard housing, etc.)

As Figure 2 shows, since the 2009-2010 school year, the number of homeless children increased in Brown County schools. In 2009-2010, there were 1,032 homeless children, and by 2014-2015 the number increased to 1,369.

Figure 3 Number of Home Foreclosures

There was a fairly steady decline in the number of home foreclosures in Brown County since 2009. In 2009, there were 1,097 foreclosures, and by 2014 that number had declined to 417.

Figure 1

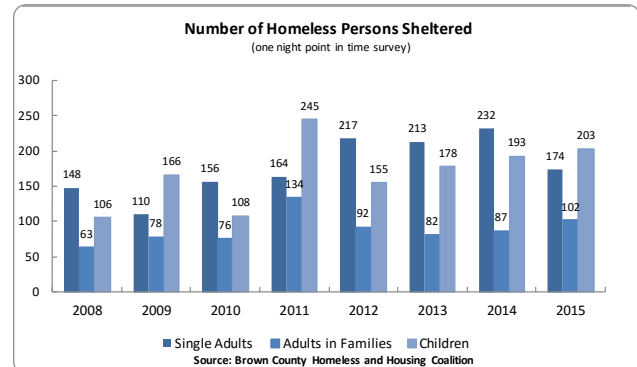


Table 1

Category	2012	2014	2015
Single Adults	217	232	174
Families	84	82	95
Adults in Families	92	87	102
Children	155	193	203
Chronic Homeless	39	67	53
Total Served	465	503	479

Source: Brown County Homeless and Housing Coalition

Figure 2

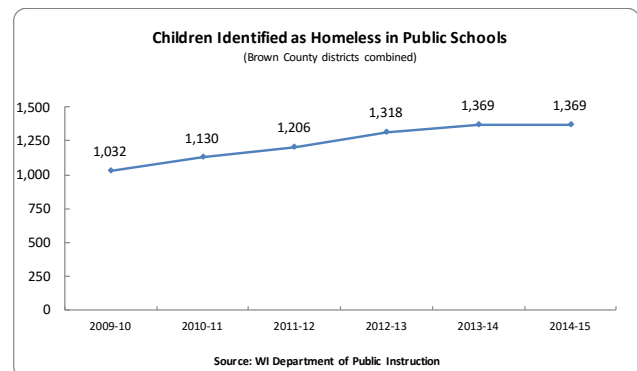
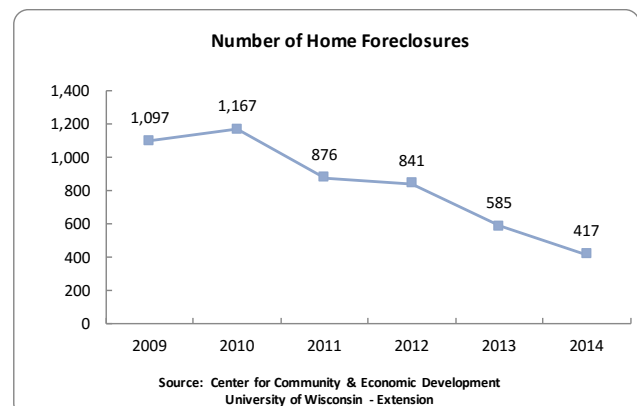


Figure 3



Food Security

Data Highlights

Figure 1 Percentage of Students Enrolled in Free and Reduced-Fee Lunch Programs

The percentage of students in free and reduced-price lunch programs has been stable over time in Brown County. In the most recent year in the data series, 40% of students were enrolled in free and reduced-price lunch programs. That figure was similar to previous years.

Figure 2 Free and Reduced-Fee Lunch Enrollment by District

There were some differences across school districts in Brown County regarding the use of free and reduced-price lunch programs by students. The graphs shows that the highest level was 58% of students enrolled (in Green Bay) and the lowest was 18% of students enrolled (in De Pere).

Figure 3 Not Having Enough Food to Avoid Hunger

When surveyed in 2016, community members were asked about the extent to which they did not have enough food to avoid hunger. There were important income differences on this topic.

Those who reported making under \$10,000 per year were much more likely than those on the high end of the income spectrum to say they did not have enough food to avoid hunger all or most of the time. Thirty-four percent of people with incomes of less than \$10,000 per year said not having enough food was a problem all or most of the time; 17% said it was a problem some of the time. Very small percentages of people who made \$100,000 or more said having enough food to avoid hunger was a problem.

Figure 1

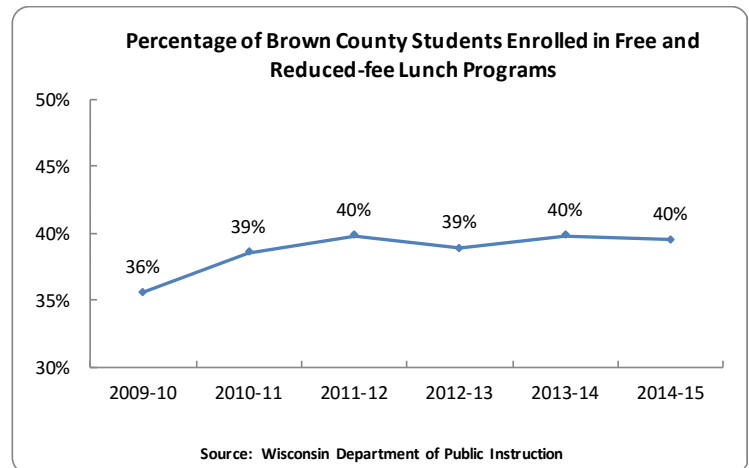


Figure 2

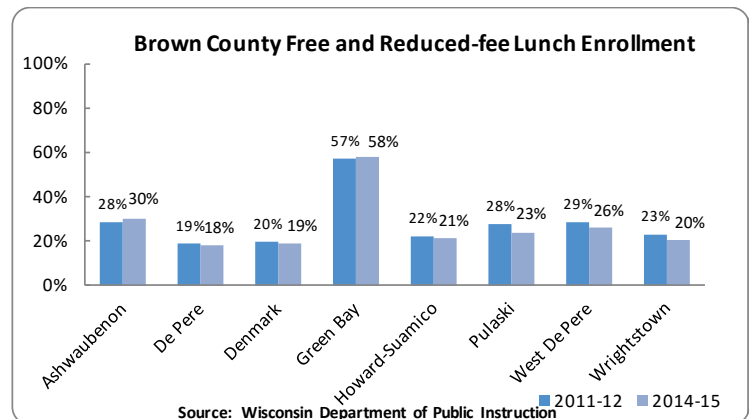
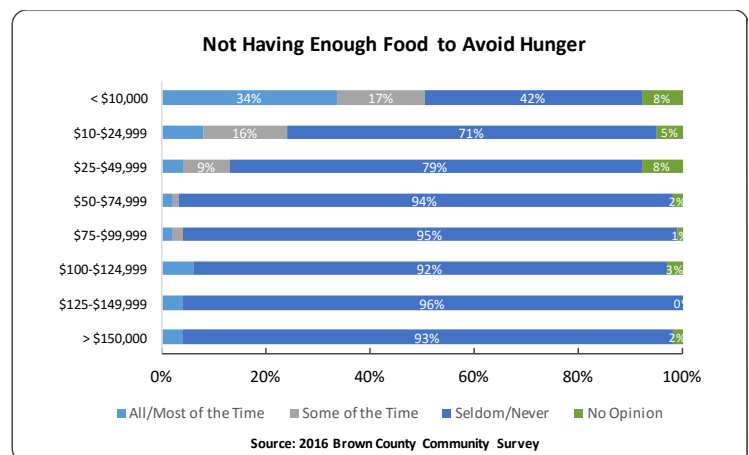


Figure 3



LIFE of Self-Sufficiency

Economic Stress and Financial Support

Data Highlights

Figure 1 Households Receiving Low-Income Home Energy Assistance

The number of households receiving low-income energy assistance increased since 2008, though there was a slight decline from 2014 to 2015. In 2015, 5,533 households in Brown County received assistance to pay for their home energy bill.

Figure 2 Community Perceptions about Financial Security

When asked whether they felt very secure about their financial stability, Brown County residents expressed mixed views. In 2016, 54% of people surveyed in Brown County said they felt very secure about their finances all or most of the time. That year, 23% of people said they sometimes felt very financially secure and 20% said they seldom or never felt very secure about their finances.

Figure 3 Community Perceptions about Financial Security by Race/Ethnicity

There were some notable differences in perceptions about financial security when community members were stratified by race/ethnicity. Given the small number of survey respondents from some racial/ethnic groups, Figure 3 simply stratified people according to whether they were White or not White. Among people who reported being White, 55% said they felt very secure about their finances all or most of the time. For people who were not White, that number was 32%. Among Whites, 22% of people said they felt very financially secure some of the time. Among non-Whites, that number was 32%. A larger percentage (24%) of non-Whites say they seldom or never felt very financially secure compared to White individuals (19%).

Table 1 Catholic Charities Financial Support Program

Catholic Charities is one program in Brown County that helps people of all income levels with a variety of financial concerns, including workshops, budget counseling, and establishing debt management plans (DMPs). Table 1 provides a look at the number of hours spent on budget counseling (BC), the number of new clients served, and the average debt on client DMPs. Overall, there was a sharp decline in the average levels of debt on DMPs. The decrease was especially notable when comparing 2013 to 2014. Experts believed this decrease may be due to improvements in the state of the economy (so that fewer people need DMPs). In addition, more creditors started implementing their own repayment plans as they tried to avoid paying agencies that provide DMP services. (DMPs allowed people to repay creditors at a rate they can afford without paying late fees or over-limit fees.) Thus, there were fewer clients over time.

Figure 1

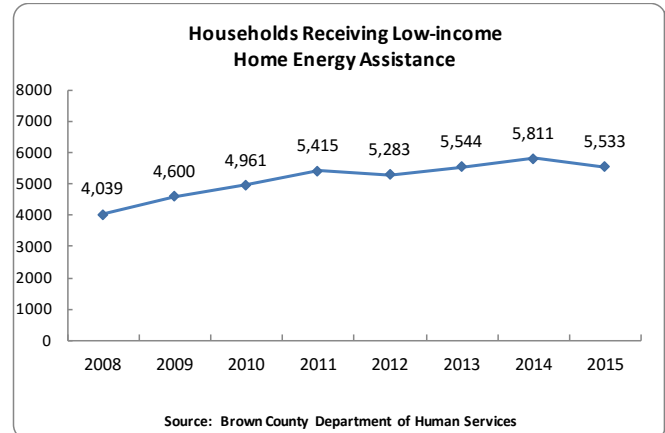


Figure 2

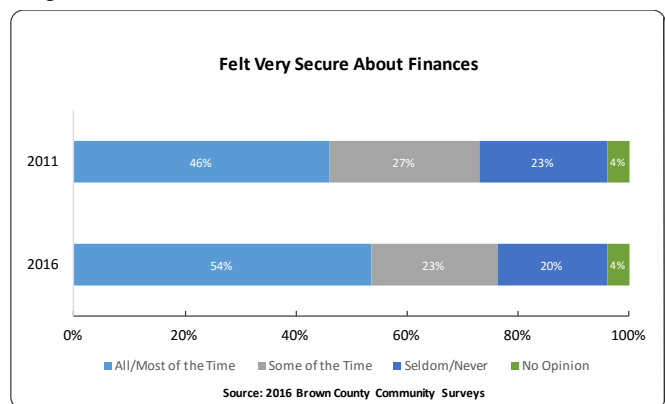


Figure 3

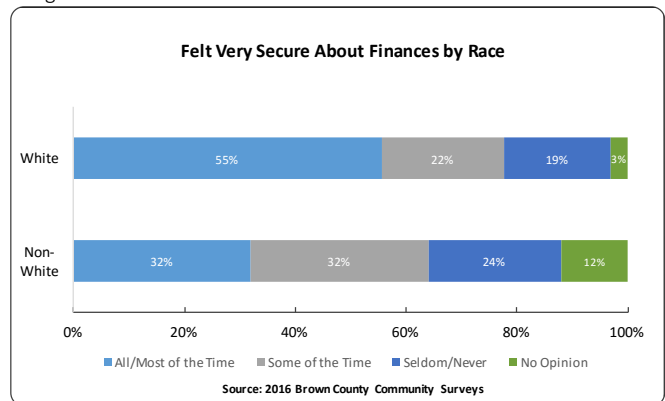


Table 1

Year	BC Efforts on Behalf of Client	New Clients	Average Debt on DMP
2011	4272	310	\$361,240.00
2012	4310	264	\$356,338.00
2013	8091	156	\$366,506.00
2014	7062	166	\$73,813.00
2015	6330	164	\$45,330.00

Source: Catholic Charities of the Diocese of Green Bay

LIFE of Self-Sufficiency

Economic Stress and Financial Support continued

Data Highlights

Figure 1 FoodShare Recipients

The FoodShare Program helps individuals and families who qualify buy the food they need for good health. The number of FoodShare recipients in Brown County increased from 2006 to 2012. Since 2013, there was a slight decline. In 2013, for example, there were 30,658 recipients, and in 2015 that number dropped to 28,838.

Figure 2 Poverty Rate

The poverty rate in Brown County was fairly stable over time. The 2016 rate was 11% compared to 12% in the state. In previous years, the Brown County poverty rate has ranged between 11% and 13%.

There were key differences in poverty rates by race/ethnicity. Among Whites, the rate was 9.1%. Among American Indians it was 32%, and it was 25.8% among Hispanic/Latinos. The U.S. Census did not report poverty rates for Blacks/African-Americans or Asians in Brown County due to the very small sample sizes for those populations.

Figure 3 Perceptions of Meeting Needs of the Poor

Community leaders and members had mixed views about the extent to which Brown County met the overall needs of the poor. The assessments were nearly identical within each category in 2011 and 2016. For example, in 2011, 59% of community members rated Brown County as excellent or good, and in 2016 that number was 58%.

Among leaders, there was similar stability over time. In 2011, 57% of leaders rated Brown County as excellent or good on this issue, and in 2016 that number was 58%. While the majority of community members and leaders had positive assessments about meeting the needs of the poor, a sizeable number of people gave the area a rating of fair or poor.

Table 1 Top Problems/Needs of 2-1-1 Call Center

Each year, the problem or need most prevalent among Brown County callers to 2-1-1 had to do with utilities. Assistance with housing/shelter was also a key problem/need. A number of calls had to do with transportation (5% in 2015) and food (7% in 2015).

Table 1

Top Problems/Needs of 2-1-1 Contacts

	2013	2014	2015
Utilities	9%	17%	18%
Housing/Shelter	12%	13%	17%
Food	8%	6%	7%
Transportation	4%	3%	5%
Number of needs	6818	5876	4728

Source: Brown County United Way 2-1-1

Figure 1

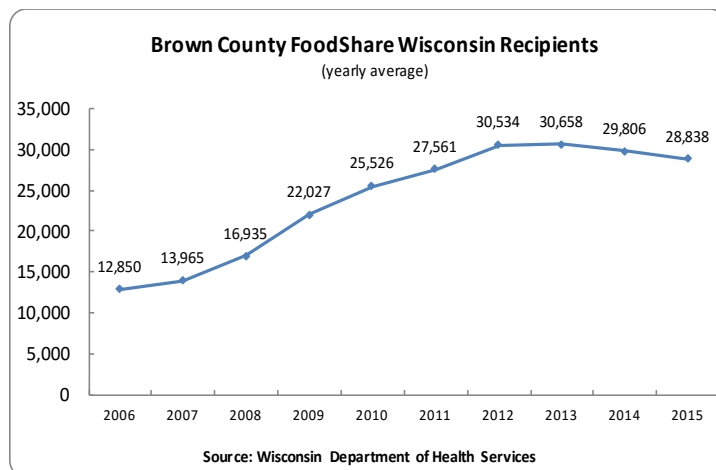


Figure 2

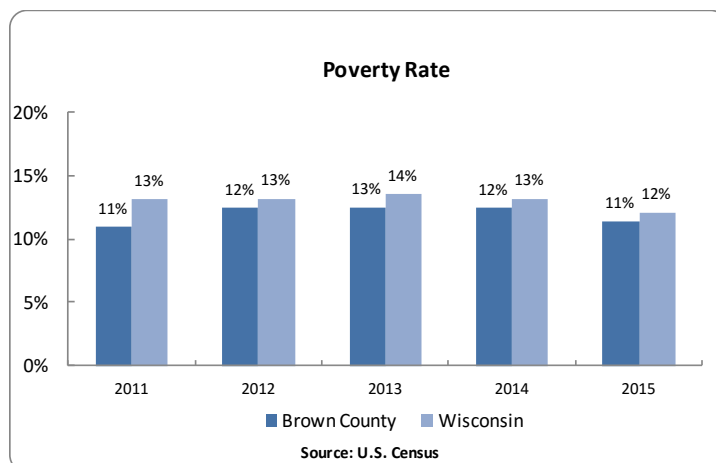
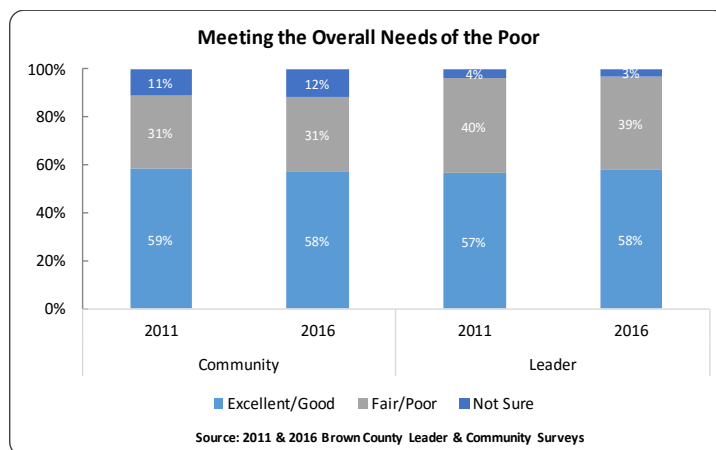


Figure 3



LIFE of Self-Sufficiency

Challenges and Opportunities

Although a number of strengths are prevalent in the area of self-sufficiency, there are still a few areas of concern, including rising numbers of homeless, particularly homeless children, as well as disparities in financial security by race.

The number of children in homeless shelters increased every year since 2012. This was also true in public schools, where 1,369 students were identified as homeless in 2014-2015, compared to 1,032 students in 2009-2010. Data available regarding the homeless population was likely a low estimate of how many homeless adults and homeless children reside in Brown County.

In addition, clear differences were observed when looking at financial security by race. First, when asked about financial security, 55% of surveyed White Brown County residents reported feeling very secure about finances, compared to just 32% of non-Whites. Housing costs may also be more challenging for some residents in Brown County depending on race. For example, although 69% of White individuals owned a home, only 7% of Black/African-Americans owned a home. Other racial groups were also less likely than White individuals to own a home: 37% of Asians, 31% of American Indians, and 30% of Hispanic/Latinos owned a home. Because rates of homeownership vary greatly by race, it was also important to examine housing cost burden for renters, as a disproportionate percentage of renters were non-White. Housing cost burden for renters remained high between 2009 to 2014. While mortgage-holders showed declining affordability concerns, renter households remained at the same level as in 2009. Over two in five renters were paying more than they could afford for their housing costs, limiting their ability to afford other necessities. Because a disproportionate number of renters were minorities, minorities were impacted by housing cost burden more than White residents of Brown County.

The poverty rate in Brown County was fairly stable over time. The 2016 poverty rate was 11% in Brown County (12% in Wisconsin). In previous years, the poverty rate ranged between 11% and 13% in Brown County. There were some key differences in poverty rates by race/ethnicity: Among White individuals the poverty rate was 9.1%, among American Indians it was 32%, and among Hispanic/Latinos it was 25.8%. The Census did not report poverty rates for Blacks/African-Americans or Asians in Brown County due to the very small sample sizes for those populations in many years.

It is worth noting that in September 2016, United Way of Wisconsin released its first statewide ALICE Report, which posits that the number of Wisconsin households unable to afford life's basic necessities far exceeds the official Federal Poverty Level (FPL). The methodology for the FPL was developed in 1965 and has remained largely unchanged since then. United Way calls this newly revealed demographic ALICE, an acronym for Asset Limited, Income Constrained, Employed. The ALICE Report offers new tools to measure self-sufficiency across communities, with a particular focus on the working poor – those who earn above the FPL, but are struggling to meet their basic needs. The report indicates that in 2014, 42% of households in Wisconsin struggled to afford basic household necessities (13% of the state's households lived in poverty based on the FPL, and an additional 29% were ALICE households—equating to 960,131 struggling households overall). In Brown County, 11% of households lived in poverty and an additional 27% were ALICE households – equating to 38,583 struggling households overall.

Self-sufficiency challenges exist in Brown County. Community leaders should examine the results of the self-sufficiency data to determine next steps and improve the financial security and housing options available to residents.

LIFE of Self-Sufficiency

Data Sources

The following sources were used in the Self-Sufficiency section:

- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_CP04&prodType=table
- o www.wra.org/Resources/Property/Wisconsin_Housing_Statistics
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_B25064&prodType=table
- o nlihc.org/oor/oor2009/data.cfm?getstate=on&getcounty=on&county=_all&state=WI
- o bchhcwi.org/about-us/data-reports
- o dpi.wi.gov/homeless/data
- o www.dhs.wisconsin.gov/foodshare/rsdata.htm
- o dpi.wi.gov/school-nutrition/program-statistics
- o map.feedingamerica.org/county/2014/overall
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_S1702&prodType=table
- o factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_1YR_DP03&prodType=table
- o homeenergyplus.wi.gov/category.asp?linkcatid=273&linkid=120&locid=25
- o www.unitedwayalice.org/Wisconsin
- o dcf.wisconsin.gov/researchandstatistics/rsdata/w2data.htm
- o dcf.wisconsin.gov/childcare/wishares/reports.htm
- o Other sources: Integrated Community Solutions (Patrick Leifker), Brown County UW-Extension (Matt Kures), The Salvation Army of Brown County, Paul's Pantry, Brown County United Way 2-1-1, Crisis Center of Family Services and Aging & Disability Resource Center of Brown County Collaborative Collaborative Community Report Year End 2015, Catholic Charities of the Diocese of Green Bay (Bobbie Lison), Brown County Human Services (Jenny Hoffman)

LIFE at Work

LEADING INDICATORS

Current	Trend	
△	▷	Cost of Living Index
▷	▷	Income distribution
△	△	Unemployment rate
△	△	Dollar value of residential building permits
▷	▷	Employment in the manufacturing sector

△ Good ▷ Fair ▽ Poor --- Not Rated

WORK “EXCELLENCE” FOR BROWN COUNTY IS DEFINED AS:

Community members of all types experience:

- + An economy that offers a lifelong continuum of job and career training opportunities
- + Pathways from school to work
- + Employment opportunities that enable them to support an acceptable quality of life for themselves and for their families
- + A growing economy that attracts and maintains an available, skilled, and motivated workforce
- + A regional vision of economic growth that is explicit, widely shared, and pursued

LIFE at Work

Status on Progress

Since the 2011 LIFE Study, Brown County remained stable or improved across a variety of economic indicators. This is particularly important given the economic challenges that defined much of the last decade. For residents, or for those considering moving to the area, Brown County continued to be a very affordable place to live. The composite cost of living index remained below the national average and, while median home sale prices increased, housing costs in Green Bay were only 80% of the national average. At the same time, childcare costs were below the state average and county property taxes remained stable. Economic experts in the area agreed that the affordability of Brown County continues to be one of its primary strengths.

In addition to an attractive cost of living, county unemployment rates have declined since 2009, and they are consistently lower than the state as a whole. The median income in the area also increased, and it remained slightly higher than statewide estimates. In fact, wages increased for nearly every specific sector that was examined. The largest increases were associated with professional and business services, financial activities, and trade, transportation, and utilities. For those employed in the production, education and training, and transportation industries in Brown County, average hourly wages exceed those in Wisconsin. When taken together, the overall economic outlook for those who work and live in Brown County continues to be positive.

Another important characteristic of the Brown County economy is its diversity. Of the 10 largest employers in the county, represented industries include education and health care, insurance, transportation, manufacturing, food processing, and tribal administration. Beyond the largest employers, the overall economy was distributed across a variety of sectors. Among those that were examined, no single industry consisted of more than 20% of the Brown County economy, and no industry was less than 5%. According to economic experts in the area, this diversity allowed Brown County to weather the recent recession and related economic challenges better than many other communities. Going forward, experts agreed that diversification continues to be important, though there is an opportunity to innovate within existing industry clusters. Since the sectors with the largest increases in employment in Brown County include finance, education and health care, and manufacturing, it appears the region's current growth was well-aligned with its existing economic assets. While the many continuing and higher education institutions in Brown County have been instrumental to maintaining a robust economy, it is likely this role will increase as new academic programs continue to be added that meet the needs of the regional economy (e.g., advanced manufacturing, engineering, business).

Brown County and the greater Green Bay area also have the advantage of being nationally recognized as the home of the Green Bay Packers. The ability to further leverage this aspect of the regional economy remains important. National recognition can open the door to opportunities that perhaps would not be otherwise available. The development of the Titledown District near Lambeau Field, for example, will offer a number of new retail, hotel, recreation, and dining options. Nearly 90% of Brown County leaders viewed the development as very positive or positive.

Since 2011, the redevelopment of downtown Green Bay has continued as well. Examples of recent projects include an expansion of the KI Convention Center, the development of additional residential housing units (e.g., CityDeck Landing, Metreau Apartments), the redevelopment of the Hotel Northland, the expansion and relocation of corporate headquarters in the downtown area (e.g., Associated Bank, Schreiber), and additional dining options. Approximately 85% of surveyed leaders in Brown County rated the revitalization as excellent or good. According to economic development experts, the progress and current approval ratings indicated a downtown that has again become an important asset to residents, businesses, and the broader regional economy.

Finally, perceptions of the Brown County economy and its ability to attract young professionals has improved significantly since 2011. Over 70% of surveyed county residents indicated the region was excellent or good at meeting their employment needs. This represented a nearly 20 percentage point increase from 2011. Similarly, 64% of surveyed county residents rated Brown County as a place for young professionals, a 5 percentage point increase from 2011.

Overall, Brown County continued to maintain a low cost of living with employment opportunities that span a generally diverse group of industries. It also provided a variety of urban amenities, similar to larger cities, without problems such as traffic congestion or high crime rates. Surveys of both community leaders and county residents indicated existing and growing satisfaction with the economic opportunities in the community and ongoing economic development projects.

Cost of Living

Data Highlights

Table 1 Cost of Living Index

The Cost of Living Index produced by the Council for Community and Economic Research was used to compare the local average cost of living to the national average (100 represents the national average) based on the listed categories. In 2015, the composite score for Green Bay was below the national average. The average prices associated with groceries, housing, and miscellaneous also were below the average. In contrast, the prices associated with utilities, transportation, and health care were above the national average. It should be noted that these scores may differ somewhat from those developed by other organizations or agencies, given likely differences in data and methodologies.

Table 1

2015 Cost of Living Index (COLI)-Green Bay	
Composite	94.10
Groceries	90.10
Housing	80.60
Utilities	110.70
Transportation	103.60
Healthcare	107.00
Miscellaneous	97.10

Source: The Council for Community and Economic Research

Figure 1 Median Home Sales Price

The January median home sales price in Brown County increased consistently from 2011 to 2016. During the six-year period, the price increased 17%, from \$129,000 in 2011 to \$151,000 in 2016. The lowest median price was reported in 2013 (\$117,250). The median home sales price in Wisconsin followed a similar trend, though statewide prices were lower than Brown County in five of the six years.

Figure 1

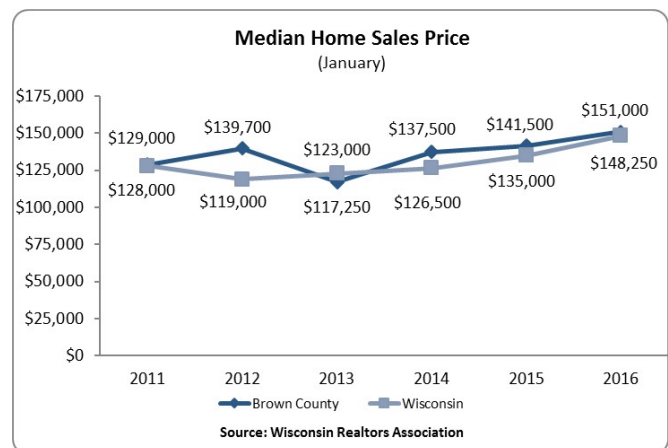


Table 2 Average Weekly Childcare Costs

In 2014, the average weekly family (in-home) childcare costs in Brown County were \$156.91 and \$140.97 for an infant and a child (age 4), respectively. Average weekly costs for child care in a group center was \$219.76 for an infant and \$169.97 for a child (age 4). When compared to Wisconsin as a whole, the costs in Brown County were consistently lower. On average, the price for family child care in Brown County was approximately \$17 lower than the state and the price of group centers was approximately \$7.50 lower overall. For Brown County residents, these costs were approximately 15% of the median household income in the county for family child care and approximately 21% for group child care.

Table 2

Average Weekly Childcare Costs, 2014		
	Infant	Child (Age 4)
Family Child Care		
Brown County	\$156.91	\$140.97
Wisconsin	\$176.00	\$157.15
Group Centers		
Brown County	\$219.76	\$169.97
Wisconsin	\$222.67	\$182.10

Source: Family and Childcare Resources of N.E.W. & Child Care Aware of America

Local Property Tax Rates

From 2009 to 2014, the Brown County tax rate remained relatively consistent. During the six-year period, the rate increased by less than 3%. In 2009, taxpayers paid \$4.445 per \$1,000 of equalized value. In 2014, taxpayers paid \$4.574 per \$1,000 of equalized value. However, this rate does not include rates applied by overlapping jurisdictions (e.g., school districts, municipalities, special districts), which can vary dramatically. It also should be noted that local governments in Wisconsin are limited in their ability to raise property tax rates because of state restrictions. A more detailed assessment and comparison of regional tax rates would be a worthwhile extension of this study.

Earnings and Wages

Data Highlights

Figure 1 Income Distribution

In 2014, the gap between the mean income of the lowest quintile of earners in Brown County and the highest earners was \$134,594. Stated another way, the highest quintile out-earned the lowest quintile by 10:1. This was somewhat better than Wisconsin as a whole, as the gap between the highest and lowest quintiles was \$151,342 in 2014 — slightly more than a 12:1 ratio. With the exception of the highest quintile, the mean household income in Brown County was higher than Wisconsin in each of the quintiles.

Figure 2 Median Household Income

The median household income for Brown County residents increased slightly from 2009 to 2014. During the six-year period, household incomes rose approximately 6%, from \$50,430 in 2009 to \$53,392 in 2014. The median household income in Wisconsin also increased at a similar rate during the period (5.2%). However, with the exceptions of 2012 and 2013, the median household income in Brown County was consistently higher than Wisconsin as whole.

Figure 3 Median Hourly Wages for Select Industries

In 2015, the median hourly wages for select industries in Brown County were generally similar to Wisconsin. However, there were variations across industries. For example, when compared to Wisconsin, residents of Brown County tended to have higher wages in production (i.e., manufacturing), education and training, and transportation. In contrast, wages in Brown County lagged the state in business and finance, health (practitioners), and entertainment, art, and design. In the case of the latter, the differences ranged from \$1.45 to \$2.11 more per hour.

Change in Average Weekly Wages for Select Industries

According to Wisconsin's WORKnet, wages for select industries in Brown County largely increased from 2011 to 2015. Industries with the highest wage growth included professional and business services (21.2%), financial activities (14.9%), and trade, transportation and utilities (11.1%). Wages also increased in education and health services (9.9%), public administration (7.5%), and manufacturing (7.4%). Of the selected industries, leisure and hospitality was the only industry in which wages decreased over the five year period (down 1.7%).

Figure 1

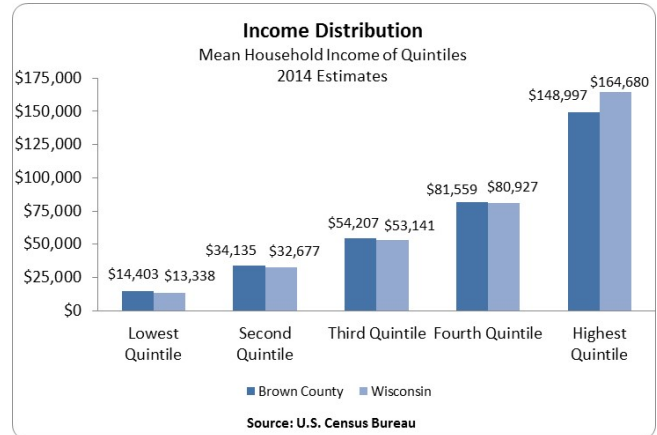


Figure 2

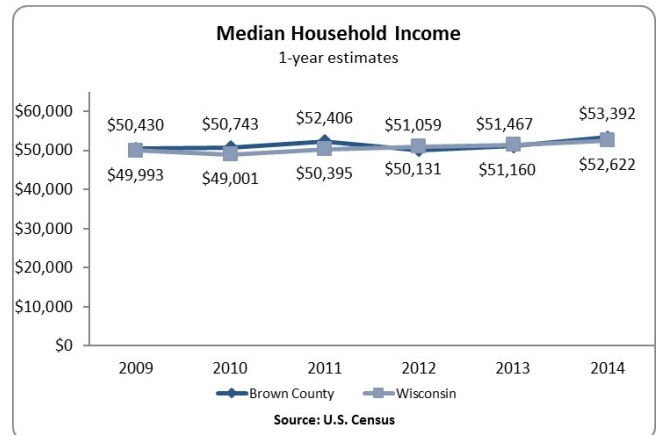
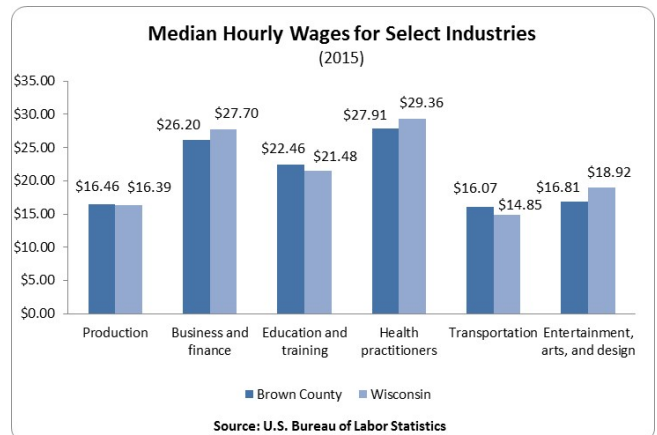


Figure 3



Economy

Data Highlights

Table 1 Largest Brown County Employers

In 2016, the largest employers in Brown County were distributed across a variety of sectors that included health care, insurance, transportation, manufacturing, and tribal administration. It is important to note that the list of employers in Table 1 includes only private employers (it does not include local governments, universities or technical colleges, or non-profits). Health care and insurance consisted of the largest sectors, with approximately 7,800 and 5,300 employees, respectively. In total, these firms employed nearly 22,000 individuals. The overall composition of the largest employers in the county remained largely unchanged since 2011.

Figure 1 Brown County Employment for Select Industries

When considered as a whole, the Brown County economy was relatively diverse and equally disbursed across a variety of industries. As a percentage of nonfarm industries, the largest included trade, transportation, and utilities (19%), manufacturing (17%), and education and health services (14%). Professional and business services (12%), government (12%), and retail (10%) all were also at least 10% of the total economy. Leisure and hospitality (9%), financial activities (7%), and other services (5%) were prominent, though somewhat less robust than the other industries. In sum, among the nine selected industries, no single industry consisted of more than 20% of the Brown County economy, and no single industry was less than 5%.

Table 2 Economic Impact of Tourism in Brown County

The economic impact of tourism in Brown County was substantial. In 2015, visitors directly spent more than \$613 million in the county, and total business sales exceeded \$1 billion. Additionally, from 2012-2015, the impact generally increased at a consistent rate. Direct visitor spending increased by 11.4%, total business sales increased by nearly 13%, total labor income increased by 9%, and state and local taxes generated from tourism increased by more than 5%.

Table 1

10 Largest Brown County Employers, 2016

Humana Insurance Co.	3,283
Bellin Health	2,729
Oneida Nation	2,700
Schneider National Inc.	2,633
Georgia-Pacific	2,100
United Health Care	2,050
Aurora Health Care	2,009
St. Vincent Hospital	1,605
American Foods Group	1,467
Prevea Health	1,417

Source: Greater Green Bay Chamber 2016 Fact Book

Figure 1

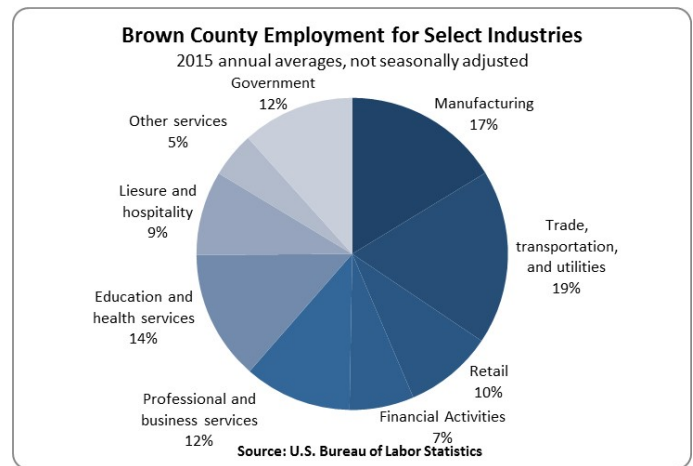


Table 2

Economic Impact of Tourism in Brown County (in millions)

	2012	2013	2014	2015	% Change '12-'15
Direct Visitor Spending	\$550.70	\$557.70	\$588.80	\$613.70	11.40%
Total Business Sales	\$906.20	\$928.80	\$980.90	\$1,023.30	12.90%
Employment	\$11,319	\$11,196	\$11,201	\$11,293	-0.20%
Total Labor Income	\$382.10	\$399.30	\$405.50	\$416.30	9.00%
State and Local Taxes	\$82.40	\$82.90	\$85.30	\$86.70	5.20%

Source: Travel Wisconsin

LIFE at Work

Employment

Data Highlights

Figure 1 Annual Unemployment Rate

Unemployment rates in Brown County were reflective of the economic challenges and recovery experienced by the state and country more broadly. Prior to 2009, the unemployment rate in the county was 4.6%. The rate peaked in 2010 (8.7%) and has since declined to 4.1%, a rate lower than those recorded prior to the recession. During the entire period, the unemployment rate in Brown County was lower than the Wisconsin rate.

Figure 2 Changes in Employment for Select Industries

From 2011-2015, employment in select industries increased, though the rates varied considerably. Industries with the largest employment growth included finance (8.05%) and education and health services (7%). Industries with moderate employment growth included manufacturing (5%); trade, transportation, and utilities (4.8%); retail (4.4%); and other services (3.7%). Leisure and hospitality (1.9%), professional and business services (1.5%), and government employment (1%) remained relatively unchanged.

Figure 3 Perceptions of Job Opportunities for Community Residents

According to the 2016 survey of community members, 72% of respondents indicated Brown County was excellent or good at meeting their employment needs and the needs of their families. In contrast, 20% or respondents indicated Brown County was fair or poor at meeting their employment needs. Approximately 8% of those who responded were unsure. This represented a significant change from 2011 when 53% of community members indicated Brown County was excellent or good at meeting employment needs.

Perception of Equal Opportunities for Women in the Workplace

According to a survey of leaders in Brown County, 63% of respondents rated Brown County as excellent or good at providing equal opportunities for women in the workplace. Approximately 25% rated the county as fair, and 4% indicated poor. Approximately 8% of those who responded were unsure.

Perception of Retaining Experienced Professionals and Workers

According to a survey of leaders in Brown County, 56% of respondents rated Brown County as excellent or good at retaining experienced professionals and workers. Roughly 34% rated the county as fair, and 5% indicated poor. Approximately 6% of those who responded were unsure.

Figure 1

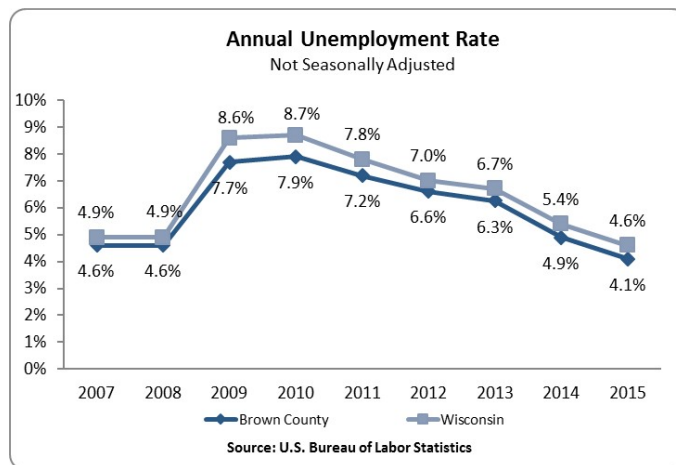


Figure 2

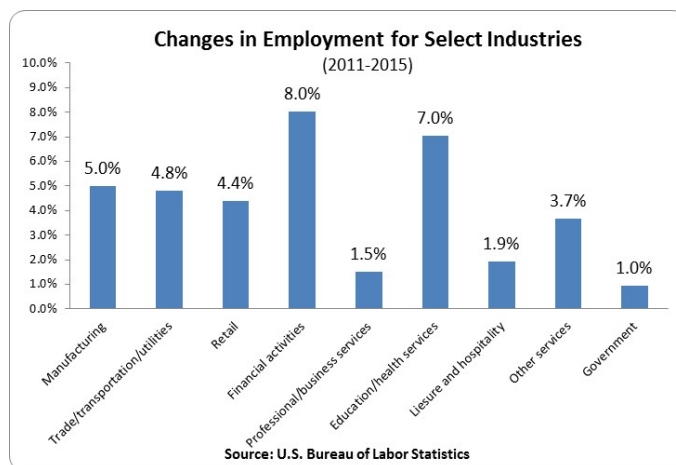
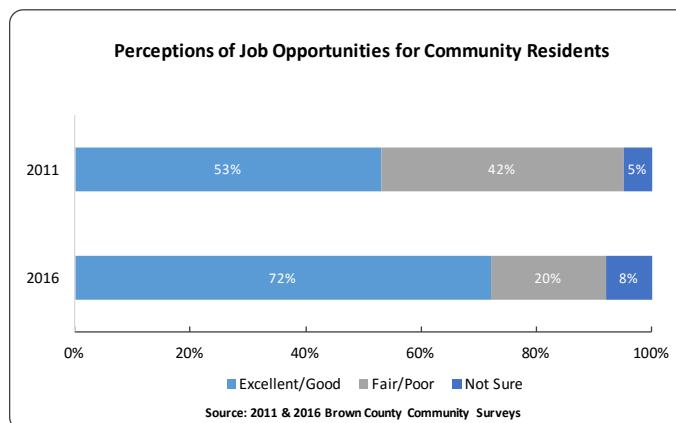


Figure 3



Economic Development

Data Highlights

Figure 1 Change in the Number of Firms for Select Industries

From 2011 to 2015, the number of individual establishments associated with select industries largely increased or remained stable. The number of education and health services firms increased by approximately 40 percentage points over the five-year period — the largest of any industry. Finance and professional and business establishments increased slightly, 4.7% and 4.6% respectively. Trade, transportation, and utilities remained stable, while the number of manufacturing and government establishments decreased slightly. Wisconsin, as a whole, recorded a greater growth rate — or less of a decline — than Brown County among five of the seven selected industries.

Figure 1

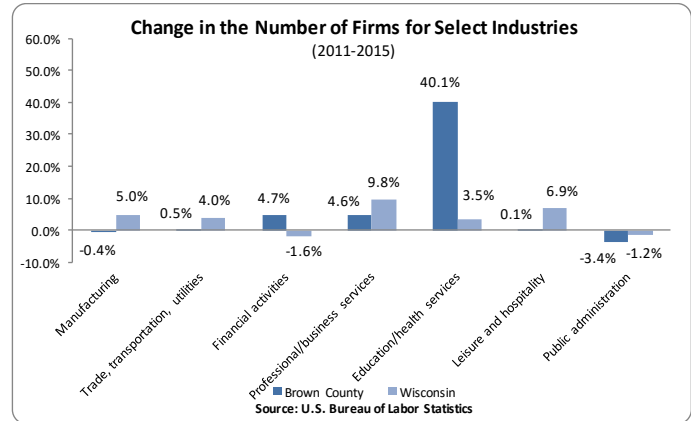


Figure 2 Total Residential Building Permit Value

From 2007 to 2015, the total value of residential building permits increased, though significant fluctuations occurred during the period. In 2007, the total value of the permits exceeded \$130 million. As would be expected, the value decreased in several subsequent years, ranging from \$81.6 million in 2008 to \$113.2 million in 2010. Since 2011, the value grew much more consistently and in 2015 it surpassed pre-recession levels (\$132.2 million).

Figure 2

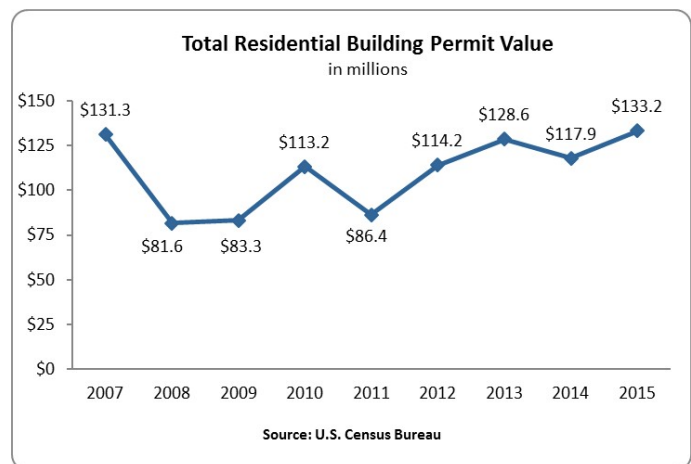
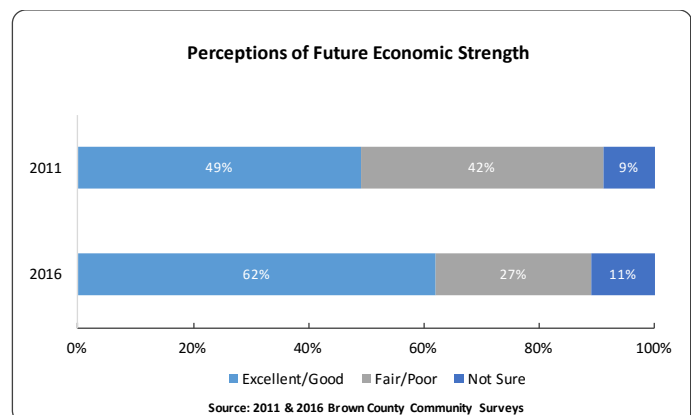


Figure 3 Perceptions of Future Economic Strength

According to a survey of Brown County residents, 62% of respondents selected excellent or good when asked if Brown County was doing the things necessary to have a strong economy in the future. In contrast, 27% selected fair or poor. Approximately 11% of those who responded were unsure. In 2011, 49% of respondents selected excellent or good when asked if Brown County was doing the things necessary to have a strong economy in the future, while 42% selected fair or poor.

Figure 3



Perceptions of the Revitalization of Downtown Green Bay
According to a survey of leaders in Brown County, 85% of respondents rated the progress of revitalizing downtown Green Bay as excellent or good. In contrast, 12% rated the revitalization progress as fair, and 3% of respondents either selected poor or indicated they were unsure.

Perceptions of the Packer's Titletown District Development

Similarly, 88% of Brown County leaders viewed the Packers' Titletown District very positively or positively. Approximately 5% viewed the development negatively, 1% selected very negatively, and 6% of those who responded were unsure.

Workforce Excellence

Data Highlights

Figure 1 Higher Education Attainment of the Adult Population

In 2014, approximately 11% of the adult residents in Brown County had an Associate's degree as their highest degree. An additional 27.5% of residents had a Bachelor's degree or higher. When compared to Wisconsin as a whole, Brown County had a higher percentage of residents with an Associate's degree and a nearly equal percentage of residents with a Bachelor's degree or higher. Although not shown in the figure, the percentage of Brown County residents with both types of degrees increased by roughly 2% since 2009. The percentage of those with higher education in Wisconsin increased by a similar amount during the same period.

Figure 2 Overall Labor Force Participation Rate

From 2008 to 2014, the overall labor force participation rate (ages 20 to 64 years) in Brown County declined slightly, from 84.8% in 2008 to 80.6% in 2014. When compared to Wisconsin, the rates and trends were similar. Approximately 83.4% of the Wisconsin population (ages 20 to 64 years) participated in the workforce in 2008, and 81.3% participated in 2014. Although not shown in the figure, the rates in both Brown County and Wisconsin exceeded the United States as a whole in every year. Rates in Brown County, on average, were approximately 5 percentage points higher than the country's rates during the period.

Labor Force Participation Rate by Sex

In 2014, more men than women participated in the Brown County workforce (ages 20 to 64 years). Approximately 83.6% of men participated in the workforce while the rate was 77.6% for women. When compared to Wisconsin, both participation rates in Brown County were slightly lower. Roughly 84.1% of men participated in the workforce in Wisconsin while the rate was 78.4% for women. The labor force participation rates in both Brown County and Wisconsin declined since 2008. In Brown County, the participation rates among men declined by 5% and rates among women declined by 3.5%. In Wisconsin, the rate among men declined by 2.5% and rates among women declined by approximately 2%.

Perceptions of Quality of Life Features that Attract Businesses and Employees

According to the 2016 survey of community leaders in Brown County, 73% of respondents selected excellent or good when asked if Brown County was providing the quality of life features that attract businesses and employees to the area. Approximately 24% selected fair, and the remaining 3% of respondents either selected poor or indicated they were unsure.

Figure 1

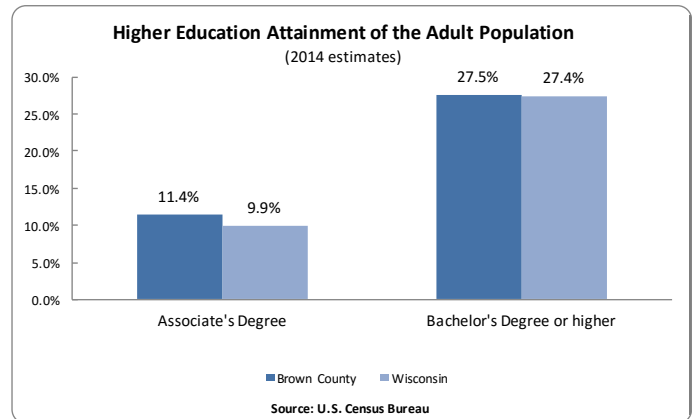
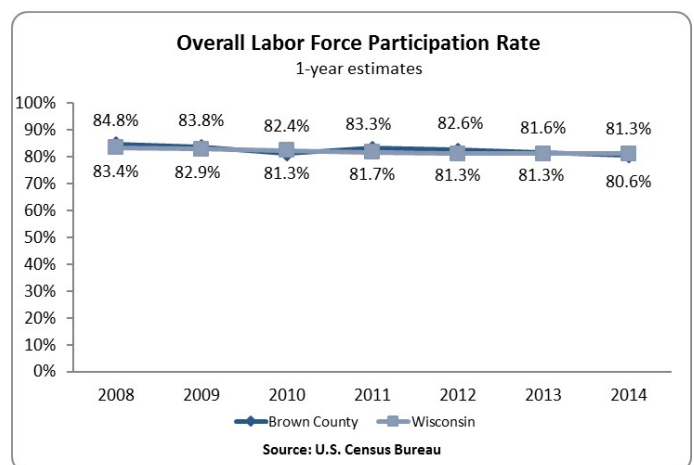


Figure 2



Young Professionals

Data Highlights

Figure 1 Community Perceptions of Brown County as a Place for Young Professionals

According to surveyed community members, 64% of respondents rated Brown County as an excellent or good place for young professionals. In contrast, 24% of respondents indicated Brown County was a fair or poor place for young professionals. Approximately 12% of those who responded were unsure. In 2011, 59% of respondents selected excellent or good, while 31% indicated fair or poor.

Figure 2 Community Perceptions of Brown County as a Place for Young Professionals by Age

According to surveyed community members, perceptions of Brown County as a place for young professionals did not vary substantially by age. Across all of the age groups, the majority of respondents rated Brown County as excellent or good for young professionals.

Figure 3 Perceptions of Brown County as a Place that Attracts and Retains Young Professionals

According to surveyed community members, 46% of respondents rated Brown County as excellent or good at attracting, cultivating, and rewarding talented young professionals. Alternatively, 47% indicated Brown County was fair or poor. Approximately 8% of those who responded were unsure. When compared to 2011, the percentage of leaders who selected excellent or good increased by 19 percentage points.

Perceptions of the Need to Attract and Retain Young Professionals as a Future Priority

When leaders in Brown County were asked to indicate whether they, as leaders, should place a low or high priority on attracting and retaining young professionals, 43% indicated the issue should receive a high priority. Approximately 47% indicated it should be a moderate priority and 9% indicated the issue should be a low priority.

Perceptions of the Need to Promote Workforce Development for Young Professionals

When leaders in Brown County were asked to indicate whether they, as leaders, should place a low or high priority on promoting workforce development for young professionals, 39% indicated the issue should receive a high priority. Approximately 51% indicated it should be a moderate priority, and 9% indicated the issue should be a low priority. In 2011, only 27% of respondents indicated the issue should receive a high priority.

Figure 1

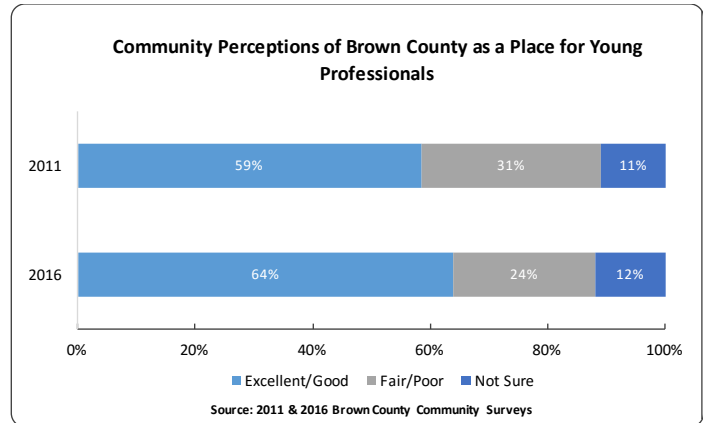


Figure 2

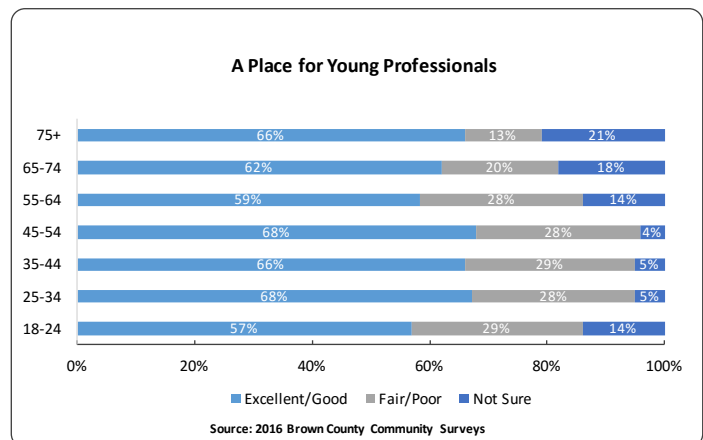
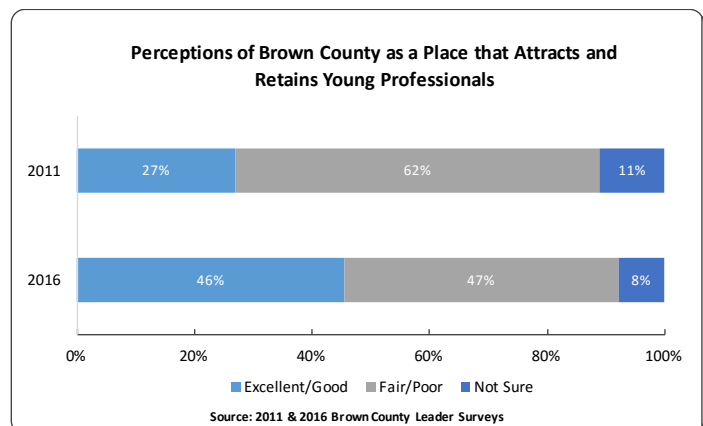


Figure 3



Transportation

Data Highlights

Figure 1 Mean Travel Time to Work

The mean travel time to work for residents of Brown County increased slightly, from 18.1 minutes in 2010 to 20 minutes in 2014. When compared to Wisconsin, the mean travel time in Brown County was consistently lower, though the difference was the smallest in 2014. In 2010, Wisconsin residents had a mean travel time of 21.6 minutes, and by 2014 it increased marginally to 21.9 minutes.

Figure 2 Mode of Transportation to Work

By a large margin, the primary means of transportation for Brown County residents was driving alone. More than 84% of Brown County residents drove alone when commuting to work. Slightly less than 7% carpooled, 2.5% walked, less than 0.5% used public transportation, and nearly 3% used other means. When compared to Wisconsin more broadly, fewer commuters in the state drove alone, and more used alternative means of transportation that included carpooling, public transportation, and walking. The use of carpooling and public transportation, in particular, were notably higher in the state as a whole.

Figure 3 Green Bay Austin Straubel International Airport Usage

From 2009 to 2015, the use of Green Bay Austin Straubel International Airport for air passengers and freight declined. During the period, both air passengers and freight declined by approximately 15%. The most notable decline for air passengers occurred between 2012 and 2013. Air freight declined during the same period, but it then increased to a high point in 2013 before declining again to its lowest recorded amount in 2015.

Port of Green Bay Annual Tonnage

Although not a means of transportation for residents of Brown County, the Port of Green Bay offers a route for transporting raw goods and materials. From 2009 to 2015, annual port tonnage increased by approximately 10%. Total tonnage in 2014 was the highest during the seven-year period (2,307,346). The number of ships per year fluctuated from a low of 141 in 2010 to a high of 199 in 2014. In 2015, 158 ships utilized the port.

Perceptions of the Transportation System

According to a survey of Brown County residents, 66% of respondents selected excellent or good when asked if the overall transportation system in Brown County met their needs to get to work. In contrast, 23% selected fair and 6% indicated poor. Approximately 5% of those who responded were unsure.

Figure 1

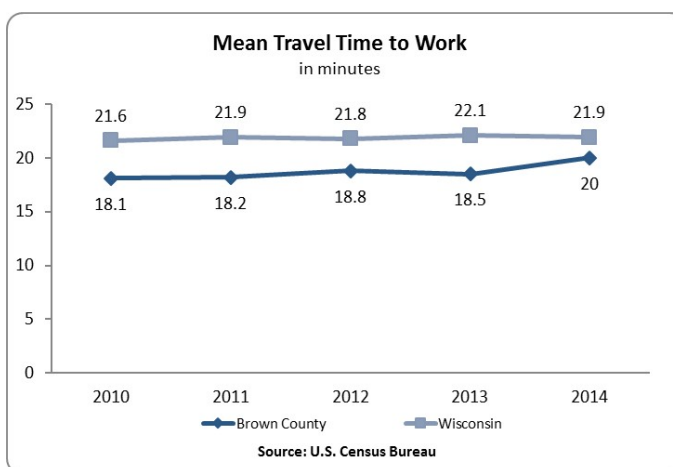


Figure 2

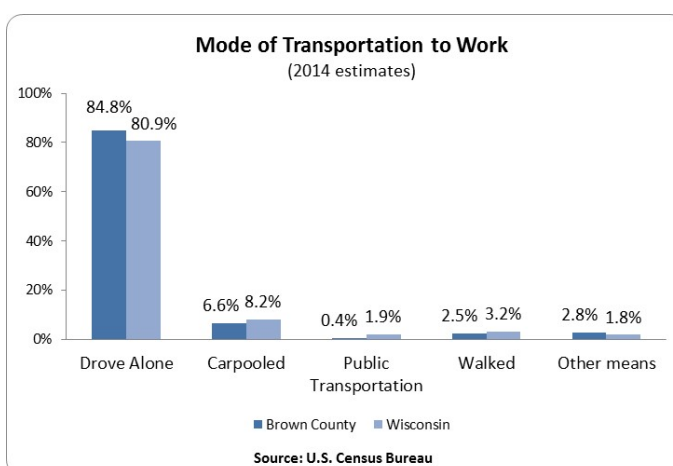
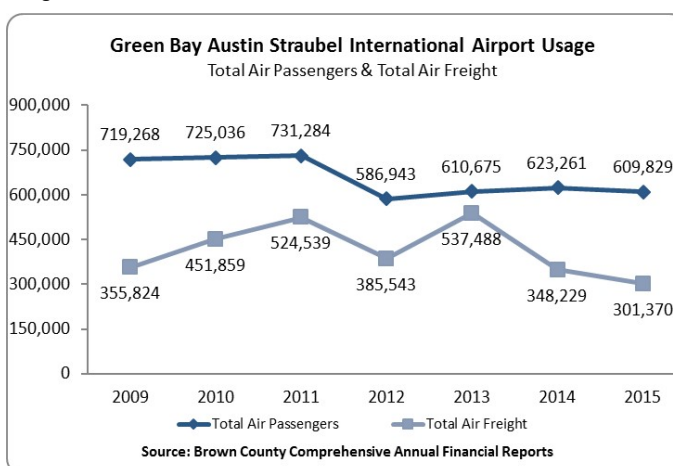


Figure 3



LIFE at Work

Challenges and Opportunities

Prior to the 2011 LIFE Study, the primary economic challenge facing Brown County, and communities across the county, was the national recession and its lingering fiscal impacts. Although the effects of the recession have generally diminished, additional challenges remain.

Although the regional economy was relatively robust in recent years, area economic experts agreed that businesses, community leaders, and residents cannot assume economic conditions will always remain strong. In part, having a relatively diversified regional economy can provide some protection against downturns within individual industries. However, economic sectors can change rapidly. New technologies, business acquisitions, or relocations in the manufacturing, insurance, or healthcare sectors, for example, could have a significant negative impact on employment rates, wages, or overall perceptions of economic health in the area. Experts highlighted the importance of innovation within existing or complementary economic sectors. Rather than attempting to cultivate entirely new industry clusters from scratch, the ability to “work with what we have” could go a long way toward maintaining and growing the existing regional economy.

Economic experts in the area also noted the need to recruit strong managerial talent, entrepreneurs, and young professionals to the community from beyond the larger region and the state. The region has to be willing to “tell its story” and highlight its many positive and unique characteristics. This also will be important as baby boomers continue to retire, particularly in the manufacturing sector. Currently, there are a large number of available manufacturing positions, and more will likely become available. However, as fewer millennials and young professionals have experience or training in advanced manufacturing, a “skills-jobs” mismatch can develop. In order to alleviate this problem, more workers trained in science, technology, engineering, and math (STEM) fields and advanced manufacturing will be needed, particularly as members of the baby boomer generation retire at higher rates.

Additionally, in some industries, the average wages in Brown County were less than the average in Wisconsin as a whole. In particular, business and finance wages in Brown County trailed the Wisconsin average by \$1.50 per hour. Wages for health practitioners in the area trailed the state average by roughly the same amount. Those in the entertainment, arts, and designs fields received approximately \$2 less than their peers in other parts of the state. While the low cost of living in Brown County can offset these differences to some degree, lower wages, particularly in high-demand, well-paying industries, could be a disincentive for those considering a move to the area.

Moreover, the 2016 Wisconsin ALICE Report notes that “65 percent of jobs (in Wisconsin overall) pay less than \$20 per hour, with nearly half of those paying between \$10 and \$15 per hour,” which according to the report is less than most households need to make ends meet and save for the future.

As other sections of the report highlight, the population of Brown County has continued to become more diverse. While this was beneficial for a variety of reasons, a number of regional industry sectors heavily rely on certain minority groups (e.g., agriculture, food processing, manufacturing). However, according to regional economic experts, there was a significant need to better integrate social and ethnic groups into the broader community. The greater Green Bay area consists of many different types of communities, and there are many events throughout the year that make it attractive for businesses, employees, and families. Nonetheless, additional efforts are needed to encourage more interaction among all social groups in the region. A segregated community, whether by race, ethnicity, or income, can be problematic for many reasons, including the potential to stifle economic growth, wages, employment rates, and perceptions of economic strength.

Finally, the Brown County economy was supported by various modes of transportation that include a newly updated interstate system, the Port of Green Bay, and Green Bay Austin Straubel International Airport. Traffic problems were generally limited, and most residents drove alone to work in their own vehicles. However, there was several areas of concern. First, as this report highlights elsewhere, the use of public transit was limited and much lower than in Wisconsin as a whole. Second, passengers and freight had both declined at Green Bay Austin Straubel International Airport. This was problematic because air traffic can impact the number and variety of services provided. Robust passenger traffic can lead to additional flights or direct service cities, while less traffic could lead to reductions. In order to maintain a strong regional economy, however, easy access to an affordable, well-connected airport is needed.

LIFE at Work

Data Sources

The following sources were used in the Work section:

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