



Fox Cities
LIFE

LEADING INDICATORS FOR EXCELLENCE

www.foxcitieslifestudy.org

www.lifestudy.info

Research Team



UW Green Bay Center for Public Affairs

Dr. Lora Warner, Director
Ashley Heath, Research Associate
Jake Lopez, Emma Reiser, Monica Moe, Student Interns



St. Norbert College Strategic Research Institute

Dr. David Wegge, Executive Director
Craig Stencil, Director of Operations
Mary Strebel, Director of Field Staff/ Research Analyst

In-Kind Contributions

Appleton Area School District
Appleton, Neenah and Menasha Health Departments, Affinity Health System and ThedaCare
Castle-Pierce Printing, Co.
CESA 6
COTS, Inc.
East Central Wisconsin Regional Planning Commission
Freedom Area School District
Fox Valley Technical College
Harmony Café
Hortonville Area School District
Image Studios
Infinity Technology, Inc.
Kaukauna Area School District
Little Chute Area School District
Menasha Joint School District
Neenah Joint School District
Neenah Paper
Northeast Wisconsin Technical College
St. Mary Central High School
School District of New London
School District of Shiocton
Thompson Community Center
Xavier High School
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Youth Go

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Cover design by: Tiffany Lavender, Brown County United Way
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STEERING COMMITTEE 2010-2011

Dr. Margie Weiss, Chair, Weiss Health Group
Curt Detjen, Community Foundation for the Fox Valley Region
Dr. Martha Hemwall, Community Foundation for the Fox Valley Region
Shannon Meyer, Fox Cities Chamber of Commerce & Industry
Jim Schlies, Fox Cities Chamber of Commerce & Industry
George Dearborn, Fox Cities Economic Development Partnership
Peter Kelly, United Way Fox Cities
Gayle Hardt, United Way Fox Cities

COMMUNICATIONS COMMITTEE

Tammy Williams, Community Foundation for the Fox Valley Region
Kathy Coopman Voigt, Fox Cities Chamber of Commerce & Industry
Nanci Micke, United Way Fox Cities

ADVISORY GROUP

Tony Abts, ACES/Xavier Catholic Education System
Rev. Roger Bertschausen, Fox Valley Unitarian Universalist Fellowship
David Botz, Little Chute Area School District
Gail Constancio, Menasha Packaging
Ruben Contreras, Action Painting Services
Rosemary Davis, Outagamie County
Mike Dillon, SCA Tissue
Kurt Eggebrecht, City of Appleton
Dan Flannery, The Post Crescent
Mary Harp-Jirschele, J.J. Keller Foundation
Sue Kinde, Community Volunteer
Dr. Greg Long, ThedaCare
Joe Mauthe, Plexus Corporation
Dr. Susan May, Fox Valley Technical College
Dan Neufelder, Affinity Health System
Dr. Jim Perry, University of Wisconsin – Fox Valley, Emeritus
Dr. Mary Pfeiffer, Neenah Joint School District
Todd Romenesko, Calumet County
John Schmidt, U.S. Venture
Sarah Schneider, Schenck Business Solutions
Kathi Seifert, Katapult, LLC
Julia Smith, Kimberly-Clark Corporation
Ken Stoffel, Winnebago County, Retired
Jon Stellmacher, Community Volunteer
Cheryl Welch, Fox Valley Workforce Development Board
Kevin Wilkinson, City of Neenah

Table of Contents

Demographic Information	Page	LIFE of Learning	Page
Purpose and Opportunity.....	1	K-12 Education Profile.....	59
If the Fox Cities were a Village of 100.....	2	Education for At-Risk Students.....	60
Fox Cities Area Map.....	3	Student Achievement.....	61
Population in the Fox Cities Area Municipalities.....	4	Support for Education.....	62
Changing Demographics.....	5-6	Student Success.....	63
Overall Satisfaction and Ratings.....	7-8	Higher Education.....	64
Future Priorities.....	9	Lifelong Learning.....	65
Since 2006 LIFE Study.....	10	LIFE of Natural Environment	
LIFE Study Process.....	11	Environmental Quality.....	69
Components of the Study.....	12	Air Quality.....	70
Choice of Data and Report Highlights.....	13	Water Quality.....	71
Highlighted Indicators.....	13-14	Land Quality.....	72
A Snapshot of Key Findings by Category.....	15	Resource Use and Conservation.....	73
LIFE Study Area Strengths.....	16	LIFE of Recreation & Leisure	
LIFE Study Opportunities for Improvement.....	17	Outdoor Recreation.....	77
LIFE of Arts & Culture		Sports and Recreation.....	78
Arts and Culture Opportunities.....	21	Entertainment.....	79
Young People and the Arts.....	22	Tourism.....	80
Economic Impact and Support.....	23	A Safe LIFE	
LIFE in Our Community		Personal Safety, Children & Youth.....	83-84
Community Perceptions.....	27	Personal Safety, Adults.....	85
Diversity.....	28	Safety of Public.....	86
Civic Involvement and Leadership.....	29	Public Safety System.....	87
Philanthropy.....	30	Motor Vehicle Safety.....	88
Community Involvement.....	31	LIFE of Self-Sufficiency	
Infrastructure and Governance.....	32	Access to Affordable Housing.....	91
A Healthy LIFE		Homelessness.....	92
Quality of Health Care.....	35	Food Security.....	93
Access to Dental Care.....	36	Economic Stress.....	94
Access to Medical Care.....	37	Support Services.....	95
Health Status.....	38	LIFE at Work	
Healthy Start for Children.....	39	Earnings and Wages.....	99
Mental Health.....	40	Cost of Living.....	100
Healthy Behavior.....	41	Economy.....	101-102
Risk Behavior, Adult.....	42	Economic Development.....	103
Risk Behavior, Youth.....	43	Employment.....	104
Behavioral Risk Factor Surveillance System.....	44-45	Workforce Excellence.....	105
LIFE at Home		Transportation.....	106
Care for Children.....	49		
Disability and Support Services.....	50		
Elderly Persons and Support Services.....	51-52		
Family Supportiveness.....	53-54		
Youth Development.....	55		

Further information and complete report available at our website: www.foxcitieslifestudy.org -or- www.lifestudy.info



Purpose and Opportunity

The 2010-11 LIFE Study builds on previous data collection initiatives to present a snapshot of the socio-economic conditions in the area. Its purpose is to spark regional leaders and community members to action: action based on an accurate understanding of the things going on in the community across a variety of sectors.

The sponsors of the 2010-11 Fox Cities LIFE Study (Leading Indicators for Excellence) want to help the community learn more about key issues it faces based on a foundation of solid research and information. The LIFE Study has identified important data reflecting ten sectors of the community and has obtained reliable numerical and perceptual data about those ten sectors.

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

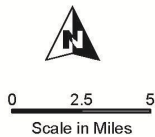
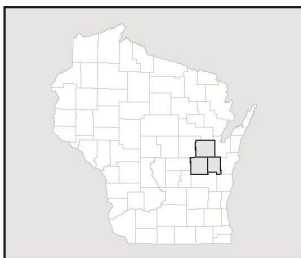
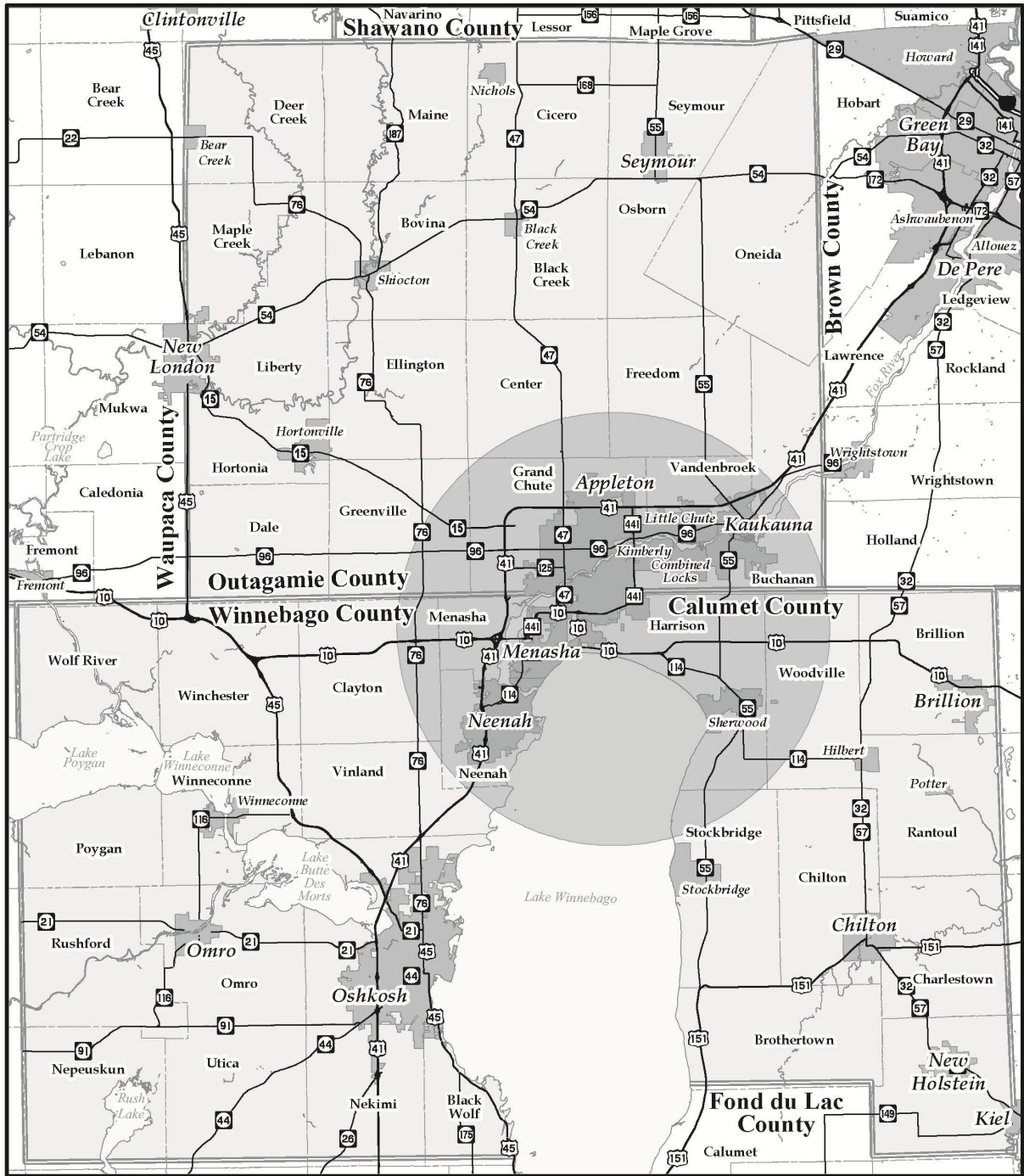
For the 2010-11 LIFE Study, the Fox Cities community has joined forces with nearby metropolitan areas to study the quality of life in the Lower Fox River Region. Through simultaneous LIFE Studies in three major metropolitan areas (Brown and Winnebago Counties and the Fox Cities), the process has brought together numerous stakeholders from throughout the area. Simply the process of discussing quality of life regionally has created new relationships with the potential for future collaboration and building on new ideas.

The LIFE Study provides information but not solutions: we have purposely refrained from prescribing solutions or recommendations to issues presented here. Now, it's up to the people who live and lead in the area to use it to impact the quality of life for all who live, work, and play here.

In 2010, if the Fox Cities* were a village of 100 people...

2005	Characteristic	2010
	Perceptions of the area	
Question changed in 2011	Satisfied with quality of life (6 or higher on 10 point scale)	94
58	Heading in right direction	47
	Age, Gender	
29	0 to 19	27
38	20 to 44	34
21	45 to 64	27
12	65 or over	12
50	Female	50
	Ethnicity/Diversity (will not total 100**)	
93	White	94
1	African American	1
2	Hispanic origin (of any race)	4
3	Asian	3
1	Native American	1
1	Other	1
	Work (adult population only)	
71	In the labor force	72
4	Unemployed	7
	Self Sufficiency	
8	Living in poverty	8
19	Household income < \$25,000	19
14	Household income > \$100,000	18
	Education (age 25 and older)	
91	Graduated high school	92
25	Bachelor's Degree and beyond	25
	Health (adult population only)	
93	Have health insurance	92
27	Binged on alcohol	20
87	Visited dentist, past year	82
59	Report own health good/excellent	55
	Recreation (adult population only)	
62	Participated in arts/culture	75
75	Used recreation facilities	83
	Community	
68	Gave time for community service	76
78	Gave money to church/nonprofit	85
*Data are from 2005, 2009 U.S. Census (Appleton Metropolitan Statistical Area) and surveys		
**Will not total 100; a person of Hispanic origin may represent any race.		

Fox Cities Area, Wisconsin



Key

- Interstate Highway
- US Highway
- State Highway
- Fox Cities Area
- Municipalities



Map Prepared March 2006
By the East Central Wisconsin
Regional Planning Commission.

Base Data provided by:
WIDNR Geo data, Bay Lake Regional Planning
Commission and East Central's Regional Counties.

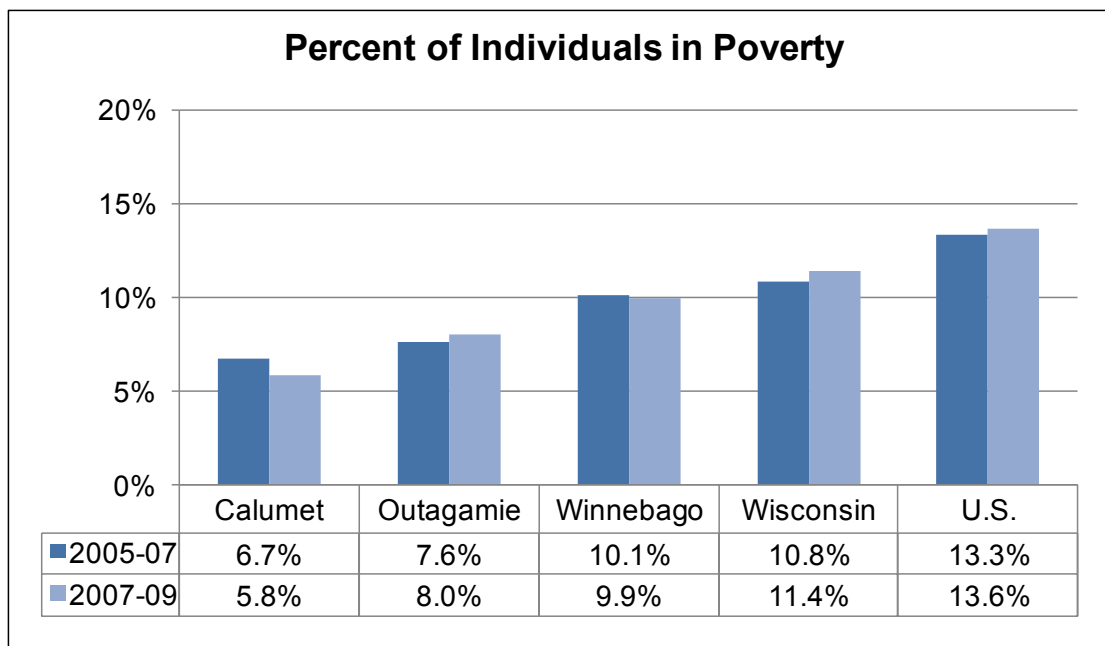
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Population in Fox Cities Area Municipalities

	2000 Census	2010 Census	Change 2000-10
City of Appleton	70,087	72,623	3.6%
City of Kaukauna	12,983	15,462	19.1%
City of Menasha	16,331	17,353	6.3%
City of Neenah	24,507	25,501	4.1%
Town of Buchanan	5,827	6,755	15.9%
Town of Clayton	2,974	3,951	32.9%
Town of Grand Chute	18,392	20,919	13.7%
Town of Greenville	6,844	10,309	50.6%
Town of Kaukauna	1,142	1,238	8.4%
Town of Menasha	15,858	18,498	16.6%
Town of Neenah	2,657	3,237	21.8%
Town of VandenBroek	1,351	1,474	9.1%
Village of Combined Locks	2,422	3,328	37.4%
Village of Hortonville	2,357	2,711	15.0%
Village of Kimberly	6,146	6,468	5.2%
Village of Little Chute	10,476	10,449	-0.3%
Village of Sherwood	1,550	2,713	75.0%
Outagamie County	161,091	176,695	9.8%
Calumet County	40,631	48,971	20.5%
Winnebago County	156,763	166,994	6.5%
Appleton-Oshkosh-Neenah MSA	358,365	392,660	9.6%
State of Wisconsin	5,363,675	5,686,986	6.0%

Source: U.S. Census

Changing Demographics in the Fox Cities Area



Source: U.S. Census, ACS

Changing Income in the Fox Cities Area						
	Per Capita Total Personal Income			Median Household Income		
	2005-2007	2007-2009	Change	2005-2007	2007-2009	Change
Calumet	\$26,187	\$27,590	5%	\$58,729	\$61,227	4%
Outagamie	\$25,809	\$26,847	4%	\$55,856	\$55,030	-1%
Winnebago	\$25,741	\$27,007	4.92%	\$ 51,624	\$52,246	1.20%
Wisconsin	\$25,742	\$26,403	3%	\$50,309	\$51,257	2%
U.S.	\$26,178	\$27,100	4%	\$50,007	\$51,369	3%

Source: U.S. Census, ACS

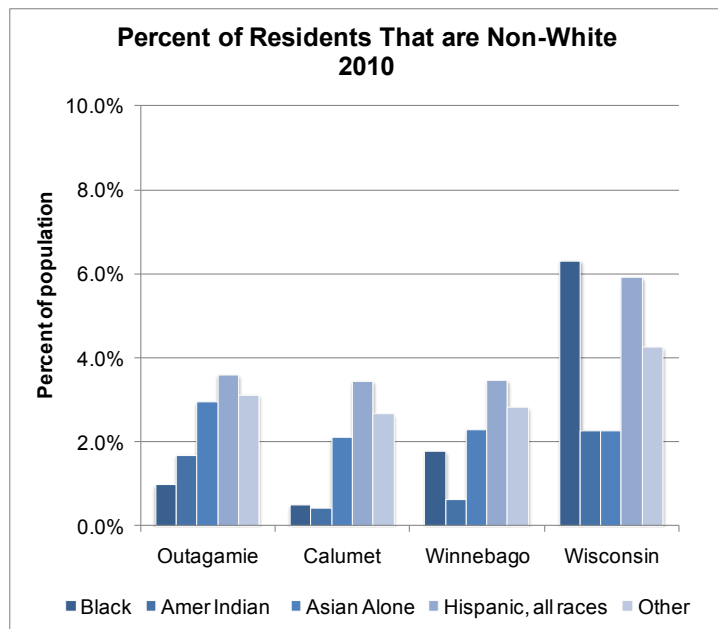
Changing Population in the Fox Cities Area					
	Population (projected)			Median Household Income	
	2000	2035	Net Change	Births/Deaths	Net Migration
Calumet	40,631	71,227	30,596	14,332	30,596
Outagamie	161,091	228,398	67,307	42,898	67,307
Winnebago	156,763	203,258	6,495	24,841	46,495

Source: WI Department of Administration

Changing Demographics in the Fox Cities Area

Total Households			
	2000	2010	% change
Calumet	14,910	18,575	24.58%
Outagamie	60,530	69,648	15.06%
Winnebago	61,157	67,875	10.98%
Wisconsin	2,084,556	2,279,268	9.34%

Source: U.S. Census



Source: WI Department of Administration

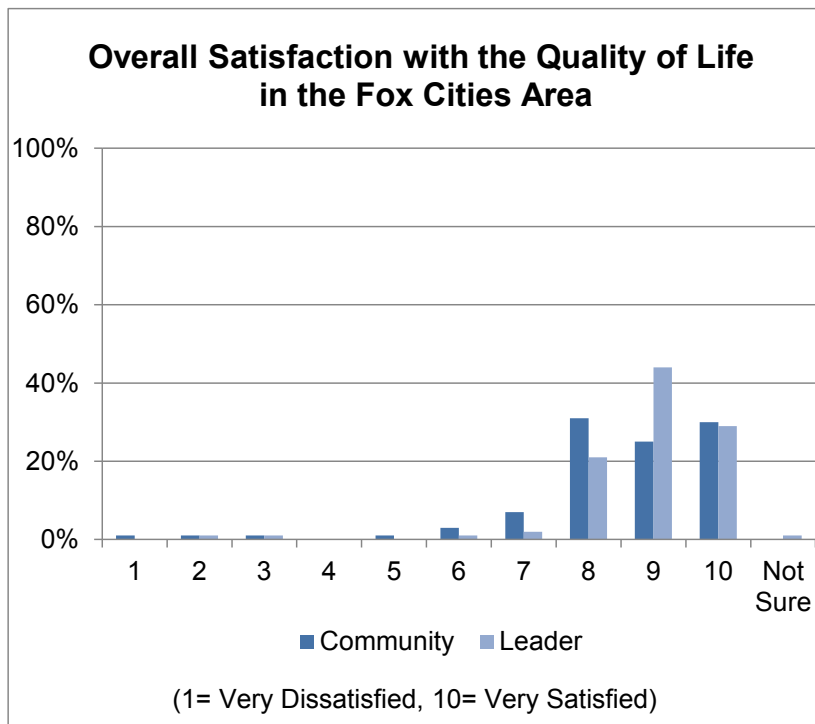
Age Distribution								
	Calumet		Outagamie		Winnebago		Wisconsin	
Year	2000	2010	2000	2010	2000	2010	2000	2010
Age								
0-14	23.5%	22.3%	22.8%	20.6%	19.6%	17.9%	21.0%	19.4%
15-34	26.0%	23.2%	28.1%	26.7%	29.7%	28.8%	27.5%	26.4%
35-64	39.7%	43.0%	38.2%	40.8%	38.2%	40.0%	38.5%	40.5%
65+	10.8%	11.4%	10.9%	11.7%	12.6%	13.3%	13.1%	13.8%

Source: U.S. Census

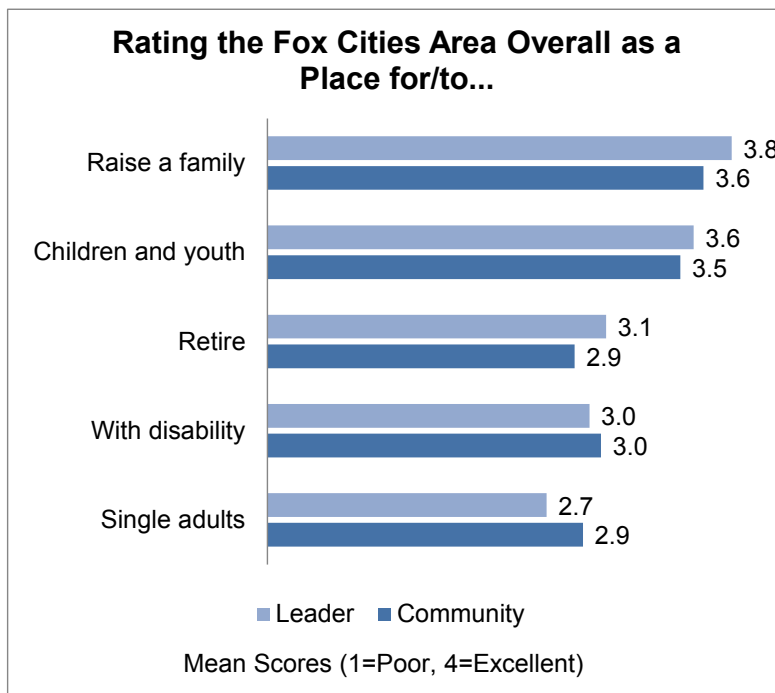
Overall Satisfaction with Quality of Life

On separate surveys, we asked community members & leaders,

“Overall, how satisfied or dissatisfied are you with the quality of life in the Fox Cities Area?”

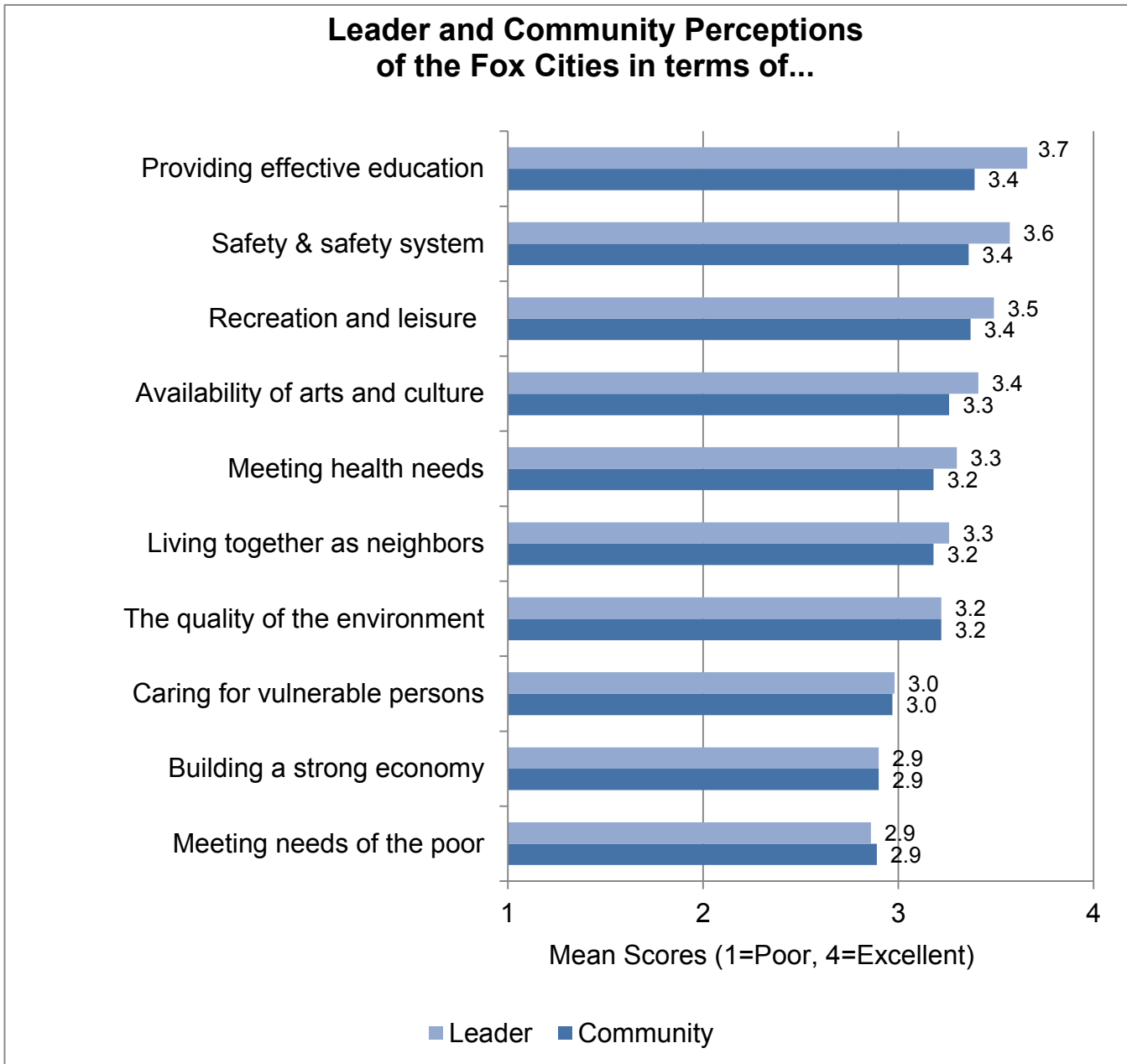


“Thinking about the Fox Cities overall, how would you rate Fox Cities...”



Rating the Fox Cities Area

"In terms of the following aspects of life in the Fox Cities, how would you rate the Fox Cities area..."

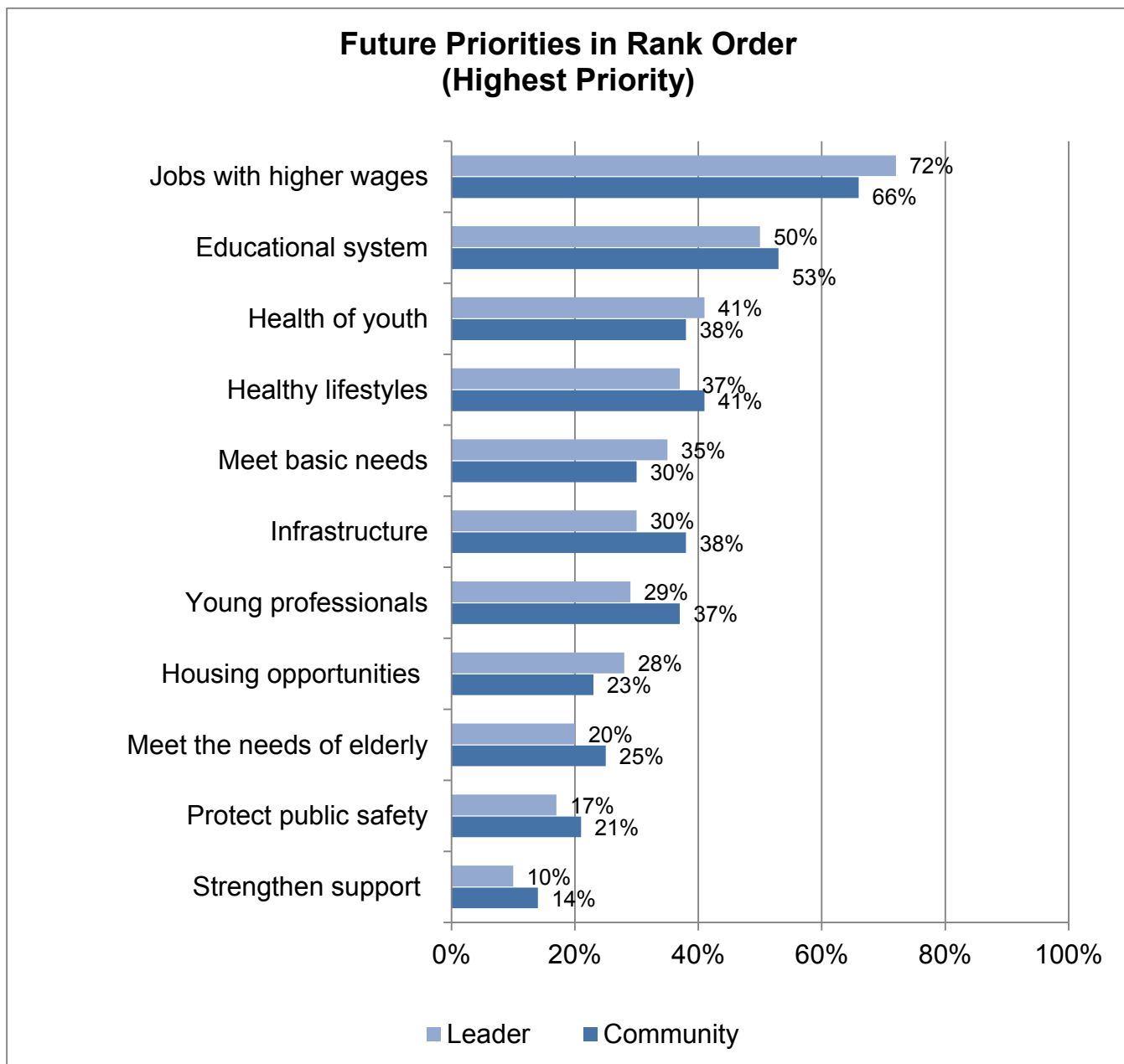


Source: 2010 LIFE Community, Leader Survey

Future Priorities

We asked community members and leaders to indicate their priorities.

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



Source: 2010 LIFE Community, Leader Survey

Since the 2006 LIFE Study...

Much work has taken place and much progress on the opportunities for improvement identified in the 2006 LIFE Study. Along with other community initiatives, and prompted in part by the 2006 LIFE Study findings, community members of the Fox Cities representing many different organizations, sectors, and walk of life have worked together to address these broadly recognized issues. We highlight just a few of them here.

The Connector

Local research reported that 66% of individuals who are homeless or at-risk of being homeless do not own a car, and 63% rely on the bus as their primary form of transportation. To address this need United Way Fox Cities and Valley Transit worked in partnership to create *The Connector*, an innovative transportation initiative developed to increase access to more employment opportunities for second and third shift workers. Launched in October 2007, over 46,000 rides have been provided to more than 1,400 individuals in the Fox Cities. Approximately 88% of the rides have been employment-related. With an average of 1,000 rides provided on a monthly basis, this service is helping to remove transportation as a barrier to employment.

Youth Education in the Arts Initiative

The 2006 LIFE Study said that more opportunities are needed for “average” youth in the arts and physical activities (especially for ages 16-21). The Community Foundation for the Fox Valley Region conducted a three-year Youth Education in the Arts Initiative from 2006-09 to raise awareness of the need for arts education to build a new base of artists, supporters and creative thinkers for the future.

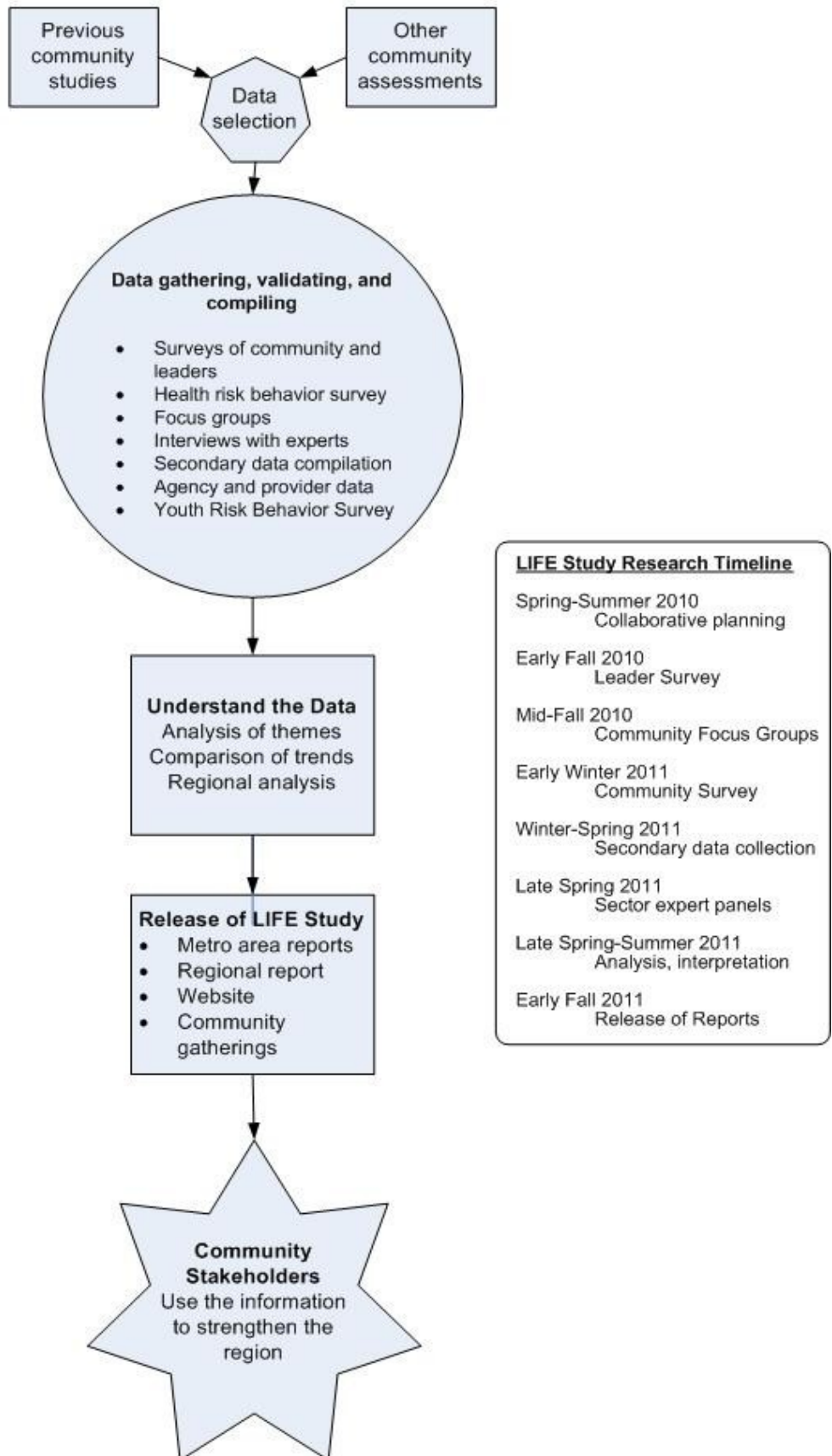
A community report released in October 2009 examines the results of a collaborative \$325,000 Community Catalyst grant from the Community Foundation to the Fox Valley Symphony, Fox Cities Performing Arts Center and Appleton Art Center. This grant sparked cooperative efforts to improve and evaluate arts education programming. The report discusses the impact of two youth arts programs, reviews local, state and national research on the role of arts education on cognitive and emotional development, and describes the importance of arts education to community vitality. The complete report, research resources and an outcomes measurement guidebook for arts organizations are available at www.cffoxvalley.org/YouthArts.

Team Fox Cities Campaign

Acknowledging that future economic growth in the Fox Cities will be generated by firms already here, but that many corporate decision makers no longer are headquartered here, the Fox Cities Chamber of Commerce & Industry launched Team Fox Cities to grow jobs and strengthen the local economy. The Chamber initiated a public awareness campaign to inform local leaders of the effort and conducted nearly 100 calls on corporate headquarters and site selection firms to increase awareness of the Fox Cities as a market for business development.

***How can you become
involved in 2011?***

2010-2011 LIFE STUDY PROCESS



Components of the Study

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

- **Community Survey** of 1,500 randomly sampled residents of the Fox Cities metro area (375 responded, for a rate of 25% and confidence interval of 5%). The survey was mailed and offered electronically online. Responses were then weighted to ensure that the sample was representative of the area's population.
- **Leader Survey** of 305 area leaders representing government, faith, business, media, nonprofits and foundations, healthcare, education, and the community at large (a 63% response rate). Offered electronically online, the survey was sent to nonprofit boards of directors, elected and civic leaders, CEOs, and others.
- **The Behavioral Risk Factor Surveillance System Survey (BRFSS)** is a scientifically sampled survey of area residents that uses the same questions as the Centers for Disease Control state and national surveys). The BRFSS was privately sponsored by Affinity, Aurora, and ThedaCare health systems.
- **The Youth Risk Behavior Survey (YRBS)** administered by high schools in the Fox Cities in 2009-2010 school year. Weighted, combined scores for the Fox Cities were compiled by Jackie Schoening at CESA6.
- **Community Focus Groups** with important subgroups of our community (Youth, Older Adults, Multicultural Community, Working Parents) to gauge their perceptions of quality of life in the Fox Cities. These groups were held due to the fact that they may be under-represented in surveys, and in the case of older adults, are an important community segment with growing needs.
- **Expert Sector Panels** with key stakeholders and leaders within each of the ten sections of the LIFE Study to obtain information of challenges and strengths in the area related to their fields of expertise.
- **Provider Statistics** requested from selected nonprofit and public organizations. The utilization statistics of these organizations were selected (in most cases) as indicators of an expressed need, or people contacting them for assistance due to an important unmet need.
- **Interviews** with LIFE Study topic experts (planning departments, environmental analysts, educators, nonprofit experts, business statisticians, and others).
- **Published Data** from reliable secondary sources such as the state, U.S. Census, counties, Centers for Disease Control, Annie E. Casey Foundation and other reputable and objective sources.
 - ⇒ U.S. Census dataset: 2005-2007 and 2007-2009 three year estimates from the American Community Surveys (ACS) were used because of the greater accuracy they provided. One year ACS estimates have much larger margins of error and are not available for areas with smaller populations (i.e., Calumet County). Data from the 2010 U.S. Census are only partially released as of this printing. When we could, we have incorporated actual 2010 Census data. Both sources have high credibility.
 - ⇒ Whenever possible, we have used rates rather than actual number of cases or reports to adjust for changes in the size of the population over time.
 - ⇒ Occasionally, a source we are using has changed its data reporting methods. Our report notes when these changes have occurred between years of data.

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

Choice of Data

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

Highlights of This Report

- Comprehensive synopsis of published data, surveys, focus groups, and sector expert panels
- Timely trend data
- Scoring Highlighted 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


Highlighted Indicators: Selection and Use

A highlighted indicator is an important data point or “marker” that can provide measurement of progress related to a community condition. The 2010-11 LIFE Study has identified certain data that reflect key conditions in the community and labeled them “Highlighted Indicators.” In some cases, these indicators refer to a data point that might be predictive, or “leading” in that sense. In other cases, an indicator is information that is a significant marker of progress in a category (or lack of progress). Each highlighted indicator must meet high standards: quality, availability, and understandability. The set of highlighted indicators can be thought of as a dashboard.




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


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

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

 Good Fair  Poor 

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

 Good Fair  Poor 

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

Fox Cities Highlighted Indicators

LIFE of Arts & Culture

- Library Transactions and Expenditures
- 6-12th Grade Participation in the Arts by Gender
- Leader & Community Perceptions of Arts and Culture Opportunities

LIFE in Our Community

- Voter Participation Rates
- Public Transportation Ridership
- Community & Leader Perceptions of Life
- Community & Leader Perceptions of Quality of Life for Diverse Residents

A Healthy LIFE

- Percent of Births with Prenatal Care
- Teen Birth Rate
- Suicide Rate
- Adult Tobacco, Drug, and Alcohol Use
- Adult Obesity Rate
- Teen Tobacco, Drug and Alcohol Use

LIFE at Home

- Child Care Costs Related to Median Family Income
- Percent of Adult and Child Population with Disabilities
- Percent of Elderly Persons Living Alone and in Poverty
- Youth Not Working and Not in School

LIFE of Learning

- Percent of Students Eligible for Free & Reduced Lunch Program
- Third Graders Reading at Proficient or Advanced Levels
- Math and Science Scores of 10th Graders
- Four Year Graduation Rate
- Percent of Adult Population with Post High School Degree
- Community & Leader Perceptions of Education

LIFE of Natural Environment

- Environmental Health Determinants
- Percent of Good Air Quality Days
- Miles of Surface Water Impairment
- Community and Leader Perceptions of Quality of the Environment

LIFE of Recreation & Leisure

- Park Acreage per 1,000 population
- Miles of Trails (Walking, Biking)
- Total Estimated Annual Expenditures Made by Visitors
- Community and Leader Perceptions of Recreation & Leisure Opportunities

A Safe LIFE

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

LIFE of Self-Sufficiency

- National Low Income Housing Coalition Housing Wage
- Percent of Households with Housing Cost Burden
- Homelessness
- FoodShare Recipients
- Individual Poverty Rate

LIFE at Work

- Median Household & Per Capita Income
- Cost of Living Index
- Annual Unemployment Rate
- Business Leader Perception of Availability of Qualified Workers
- Passengers & Freight at Outagamie Regional Airport

A Snapshot of Key Findings by Category

	Areas of Progress	Areas of Concern
LIFE of Arts & Culture	<ul style="list-style-type: none"> Variety of high quality opportunities Three-fourths of residents involved Several very strong major venues Libraries well used and well perceived 	<ul style="list-style-type: none"> Participation by boys Sustainable funding, especially of small venues
LIFE in Our Community	<ul style="list-style-type: none"> Community events Diverse organizations active Voter participation High perceived quality of life Progress with inclusivity/leadership 	<ul style="list-style-type: none"> Uncertainty about “right direction” Representativeness of elected leaders Competition for philanthropic dollars Expansion of income gap
A Healthy LIFE	<ul style="list-style-type: none"> Quality of health care Reduction in deaths due to cancer and heart disease Expansion of access to free clinics Community gardens and markets 	<ul style="list-style-type: none"> Access to care for those with low income Mental illness and lack of treatment Lifestyle concerns (diabetes and obesity) Risky tobacco, alcohol and drug use Health of youth
LIFE at Home	<ul style="list-style-type: none"> More children in licensed daycare facilities Receiving prenatal care in mother’s first trimester increasing Nonprofit and county support programs for older adults and those with disability 	<ul style="list-style-type: none"> At-risk births growing Child care costs a huge burden Youth mental health, planning for future Cuts or changes to public services Growing needs of older adults
LIFE of Learning	<ul style="list-style-type: none"> Quality education at all levels Achievement of students (all levels) Higher education opportunities Adults with higher education increasing 	<ul style="list-style-type: none"> Growing number of economically disadvantaged students Achievement gap for economically disadvantaged students Declining reading by 3rd graders Access to higher education (high costs)
LIFE in our Natural Environment	<ul style="list-style-type: none"> Improving environmental health determinants Good air quality and drinking water Sustainability efforts by businesses 	<ul style="list-style-type: none"> Quality of waters in lakes and rivers Community members asking for more connected bike and walking paths Community and leaders are concerned about the status of the environment
LIFE of Recreation & Leisure	<ul style="list-style-type: none"> Outdoor recreation opportunities Leader and community members score this highly Shopping, dining, and entertainment 	<ul style="list-style-type: none"> Greater partnering and collaborating needed among municipalities, business, and nonprofit organizations Tourism lower now than in past
A Safe LIFE	<ul style="list-style-type: none"> People feel safe; crime rates are comparatively low Collaboration by safety providers on emergency services and planning 	<ul style="list-style-type: none"> Child abuse report rate growing Juvenile arrests exceeds state average Sexual assault reports exceed state Drug abuse impacting safety
LIFE of Self- Sufficiency	<ul style="list-style-type: none"> Local efforts to prevent foreclosure Philanthropic focus on basic needs New programs to assist elderly to stay in own homes independently 	<ul style="list-style-type: none"> Homelessness and housing cost burden growing (owners and renters) More individuals eligible for public subsidies and programs Better coordination of food pantries and meal programs needed for access Growing reliance on nonprofit services
LIFE at Work	<ul style="list-style-type: none"> Per capita income up slightly Low cost of living Community perceptions of economy and job opportunities up slightly 	<ul style="list-style-type: none"> Income gap is growing faster than U.S. Rate of home foreclosures growing Dollar values of building permits down Decline in WI funding for transportation

Fox Cities Area Strengths

The 2011 LIFE Study included three surveys, community focus groups, interviews with experts, and a look at statistical data published by the state and others. We considered all data sources together to look for convergence on important issues.

Strengths	Broadly Recognized Aspects of the Fox Cities
Arts and Cultural Opportunities	<ul style="list-style-type: none"> • Libraries valued as community asset • Arts and cultural organizations appear strong, especially larger venues
Economic Factors	<ul style="list-style-type: none"> • Diversified economy, with strength in manufacturing, health care • Infrastructure viewed positively to support economic development, including physical assets, quality of life amenities, entrepreneurship
Educational Quality	<ul style="list-style-type: none"> • Variety of quality opportunities at all levels • Rated highly by leaders and community members • Achievement of students in K-12 is good and growing • Higher, adult education and lifelong opportunities
Growing Community Inclusiveness	<ul style="list-style-type: none"> • Efforts to enhance positive impacts of diversity paying off • Community and leader surveys indicate progress (with room to improve)
Health Care Services	<ul style="list-style-type: none"> • Health care providers seen as very strong by leaders and community
Leisure Opportunities	<ul style="list-style-type: none"> • Retail, dining, entertainment options • Community events are well received
Natural Environment/ Outdoor Recreation	<ul style="list-style-type: none"> • The area values its lakes and rivers • Miles of trails and parks increasing • Air quality is good • Drinking water good • Sustainability efforts by business
Nonprofit/volunteer sector	<ul style="list-style-type: none"> • Work to address concerns collaboratively • High rates of giving and volunteering among community
Place for Children and Families	<ul style="list-style-type: none"> • Safety of community, quality schools, family oriented • Rated highly by leaders and community members • Community quality of life is viewed positively
Safety	<ul style="list-style-type: none"> • Lower crime rates than elsewhere (however violent crime on the rise) • Safety services seen as strong and collaborative • Proactive response to emerging concerns about drug issues

LIFE Study Opportunities for Improvement

While other important issues were identified, those listed below arose repeatedly and from multiple sources. The 2010-11 LIFE Study included three surveys, community focus groups, interviews with experts, and statistical data published by the state and others. They are NOT listed in order.

Opportunity area	Broadly Recognized Aspects of the Fox Cities
Access to Medical, Dental, Mental Health Care	<ul style="list-style-type: none"> • Due to job losses and too few options for publicly insured individuals, poor access to medical, dental, and mental health care for some
Affordable Housing	<ul style="list-style-type: none"> • Community survey, leader survey give evidence of strong concern • Growing number of owners and renters burdened with housing costs • Growing homelessness
Care for Elderly and Persons with a Disability	<ul style="list-style-type: none"> • Concerns about funding/delivery of publicly funded services • Needs of elderly relative to transportation, housing, threat of isolation
Financial/Other Support for “Quality of Life” Activities	<ul style="list-style-type: none"> • Arts and cultural opportunities, recreation, and community-building organizations struggling to raise philanthropic dollars • Many small organizations challenged to raise funds
Investment in Environment	<ul style="list-style-type: none"> • Need for greater collaboration and regional planning • Community perceives the area could do more to protect environment • Need for trails/pedestrian routes connected to enable commuting • Experts very concerned about non-point source pollution
Healthy Development of All Youth	<ul style="list-style-type: none"> • Risky behaviors including alcohol and drug use • Juvenile arrest rate higher than Wisconsin rate • High number of youth report bullying concerns at school; self harm • Preparing young people for healthy and successful adulthood • Perceived isolation of youth from nature, arts, personal relationships
Lifestyle and Health	<ul style="list-style-type: none"> • Obesity, smoking, abuse of prescription drugs are growing lifestyle problems; binge drinking down, but still too high • Overall health status has declined; incidence of diabetes up
Need for Better Paying Jobs	<ul style="list-style-type: none"> • Top priority of leaders and community • Need for workforce that is better aligned with employment needs • Income gap growing faster than elsewhere
Personal Safety of Adults	<ul style="list-style-type: none"> • Outagamie and Winnebago Counties have sexual assault rates higher than Wisconsin • Domestic violence was major concern of safety experts • Elder abuse reportedly growing but difficult to document • Growing misuse of prescription drugs (for adults and youth)
Self-Sufficiency Challenges	<ul style="list-style-type: none"> • Growing need shown in sharply growing use of public and nonprofit programs • Continuing to support transportation options for those without cars
Support for Children	<ul style="list-style-type: none"> • Child abuse and neglect rates have grown and exceed state rates • High costs of child care relative to income • At-risk births increasing
Support for Education	<ul style="list-style-type: none"> • Third grade reading achievement, graduation rate show declines • Community/leaders are concerned about investment for quality future education • Importance of education for economic development

LIFE of Arts & Culture



Highlighted Indicators

Current Trend



Library transactions and expenditures



6-12th grade participation in arts by gender



Community and Leader perceptions of arts and culture opportunities

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities is defined as:

Community members of all types experience:

- Affordable opportunities to experience 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 the arts
- A workforce rich with talented, creative, critically-thinking individuals

LIFE of Arts & Culture

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

<u>Page</u>	<u>Data Shown</u>
Arts & Culture Opportunities	Annual tickets sold at major nonprofit arts organizations <i>Library transactions and expenditures*</i>
Young People and the Arts	Public schools offering arts extracurricular opportunities <i>6-12th grade participation in the arts by gender*</i> Children served at local arts and cultural organizations
Economic Impact	State appropriations to arts per capita Workforce employed in arts-related field Participation in nonprofit arts organizations

** Highlighted Indicator*

For more information on arts and culture:

Appleton Downtown, www.appletondowntown.org
Appleton Public Library, www.apl.org (all Fox Cities municipalities have public libraries/websites)
Arts Wisconsin, <http://artswisconsin.org/research/information.cfm>
Community Foundation Youth Education in the Arts initiative, <http://www.cffoxvalley.org/Page.aspx?pid=703>
Fox Cities Online (searchable website for local arts), <http://www.focol.org/files/search.asp?searchCat=Arts>
Future Neenah, www.neenah.org
Lawrence University Conservatory of Music, <http://lawrence.edu/conservatory/>
National Assembly of State Arts Agencies, <http://www.nasaa-arts.org/>
UW Fox Valley Theatre, <http://www.uwfox.uwc.edu/cac/theatrevents.html>

Selected additional information can be found at our website: www.foxcitieslifestudy.org

Arts & Culture Opportunities

Data Highlights

- Figure 1** There are many arts venues and events available in the Fox Cities area for community members to experience, either as a member of the audience or a performing artist. This chart highlights a few of the major arts venues in the Fox Cities and their average ticket sale information (note: PAC data reflects five year averages).
- Figure 2** Community members rated the arts and cultural opportunities in the area on a scale from 1 (Poor) to 5 (Excels). In 2010, two-thirds of community members rated cultural opportunities above average compared to 69% in 2005 and 52% in 2000. Just over one-third (36%) scored the area above average at attracting and awarding artistic talent, and 46% felt the area offered affordable arts events. Note: previous LIFE studies did not ask about this.
- Figure 3** Library circulation per capita steadily increased in all three counties between 2005 and 2009; in two counties, rates exceeded statewide averages. Library expenditures per capita increased for Calumet and Outagamie counties between 2005 and 2009, when they invested \$28 and \$35 per capita, respectively. Winnebago County spent \$43 per capita in 2009, above the Wisconsin average of \$41.
- Art sector panel and community focus group members consistently listed the Library System as one of the major assets of the Fox Cities area.
- Several arts organizations offer programs for culturally diverse members of the community (precise numbers were not available). Experts in our art sector panel felt that it was important to increase the number of diverse persons who direct or organize performances for their own ethnic or cultural group in order to be more successful in engaging diverse residents in the arts.

Progress and Concerns

The Fox Cities currently offers many affordable and varied arts experiences for its residents, including an increase in events highlighting the growing diversity of the area. Among the opportunities includes a strong and well-received library system with growing usage. The Trout Museum (previously the Appleton Art Museum) received a major donation of important visual art work, leveraging it to garner more community support to undertake a significant remodel. UW-Fox Valley recently opened their Communications Art Center, an excellent venue for medium-sized audiences.

However, by all accounts, opportunities may soon shrink due to reductions in budgets of all types and a struggling economy that is diverting financial resources to community needs seen as more urgent. Smaller organizations that provide arts opportunities are most threatened.

Figure 1

Arts Venue Ticket Sale Averages 2010		
	Ticket Price	Tickets Sold
Building for Kids	\$7	126,037
Fox Valley Symphony	\$34	12,228
Performing Arts Center (PAC)	\$60	127,648

Source: Supplied by organizations

Figure 2

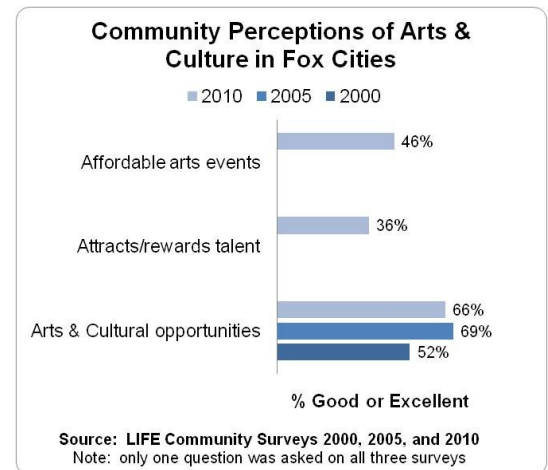
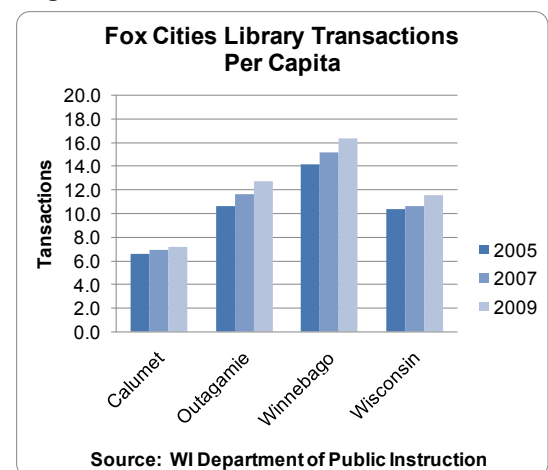


Figure 3



66% of community members rated fine arts and cultural opportunities in the area above average.

Young People and the Arts

Figure 1

Youth Enrolling in Music and Art Classes by Gender, 2010 (6th-12th grades)				
	Music		Visual Art	
	Female	Male	Female	Male
Appleton	74%	61%	54%	44%
Freedom	60%	53%	72%	66%
Hortonville	66%	52%	60%	52%
Kaukauna	72%	41%	52%	42%
Kimberly	70%	49%	36%	64%
Little Chute	66%	46%	82%	79%
Menasha	48%	30%	32%	39%
Neenah	60%	38%	47%	44%

Source: WI Department of Public Instruction (DPI)

Figure 2

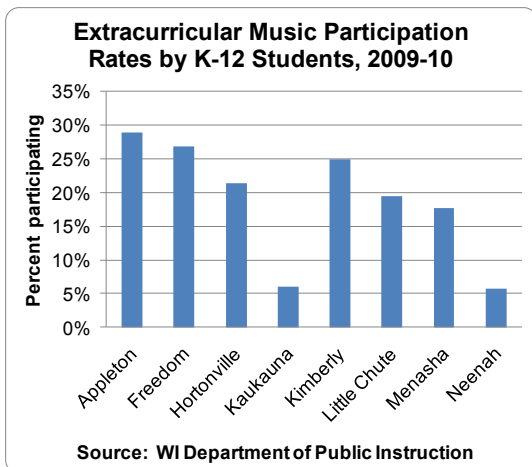


Figure 3

Children served by Local Arts Organizations in 2010	
PAC	24,591
Building for Kids	76,368
Fox Valley Symphony	1,400
Lawrence Arts Academy	1,727

Source: Supplied by venues

70% of leaders rated the Fox Cities area good or excellent at providing arts opportunities for youth

Data Highlights

Note: Arts involvement can lead to numerous benefits for youth and as a result, for the community. Research is beginning to show that the arts can develop creative, verbal, and team skills and can engage even struggling students. The arts can help develop the creative thinking skills needed today for our workforce in the emerging economy.

- **Figure 1** In most Fox Cities school districts (2009-10), girls participated at a higher rate in music classes than boys. For art and design courses, districts varied greatly in student participation and gender differences.
- **Figure 2** Again, the participation rate varies across districts for extracurricular music participation by students. The Appleton Area school district reports that 29% of students experience extracurricular music opportunities, the highest rate in the area.
- **Figure 3** While there are numerous smaller or commercial sector venues, according to agency data, over 100,000 visits have occurred by children at major nonprofit arts organizations alone. The attendance at Building for Kids has increased by almost 15% since 2008. Experts in the Arts and Culture panel in the Fox Cities stressed the importance of exposure to the arts for young children and youth. With budget challenges facing many families, schools become the major place in which all students have access to participate in various forms of arts.

Progress and Concerns

Youth and children in the area have numerous art and cultural organizations in the community offering programs (in community settings as well as within the schools themselves). In 2006, the Building for Kids completed extensive renovations with new exhibits “designed by kids for kids.” The Fox Cities Performing Arts Center offers numerous onsite and offsite programs for youth, while the Lawrence Academy and Fox Valley Symphony provide a variety of strong music opportunities for youth throughout the year. Youth-serving organizations such as the Boys & Girls Clubs of the Fox Valley (which recently developed a new arts program) and the YMCA (now offering weekly Music in the Park) recognize the importance of young people experiencing the arts.

It is important that the community support opportunities for all children to participate in the arts, with special emphasis on serving children and youth from families with lower incomes and on ensuring that both boys and girls are involved.

Economic Impact & Support

Data Highlights

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

- Figure 1** According to the 2010 LIFE Study Leader Survey, leaders rate the Fox Cities area highly on arts and culture. Highest scores were given for how well the area provides for diverse groups, opportunities to participate, youth opportunities, and museum and historical organizations, while slightly lower scores were given for rewarding creative people, providing affordable access, and supporting local artists.
- Figure 2** In 2011, Wisconsin had risen to 38th among the 50 states in funding for the arts with almost \$2.5 million of appropriations, with \$0.43 per person invested per year, up since 2008 when the state ranked 43th out of 50 states. Recently the state passed a budget which reduces this funding substantially.
- The National Center for Charitable Statistics reported that there were 100 registered nonprofit arts organizations in the three county area in May, 2011.
- In the Appleton statistical area (counties of Calumet and Outagamie) in May, 2010, the Bureau of Labor Statistics reports that 1,260 were employed in the arts sector (including commercial and nonprofit), down 11% since 2008. A 5% drop occurred in Wisconsin and the U.S. during that time.
- Representatives of nonprofit arts and culture organizations participated in sector expert panels. They pointed out that smaller arts organizations, especially, are more challenged to raise funds in this climate, when donors often choose to give to charities providing for basic needs.

Figure 1

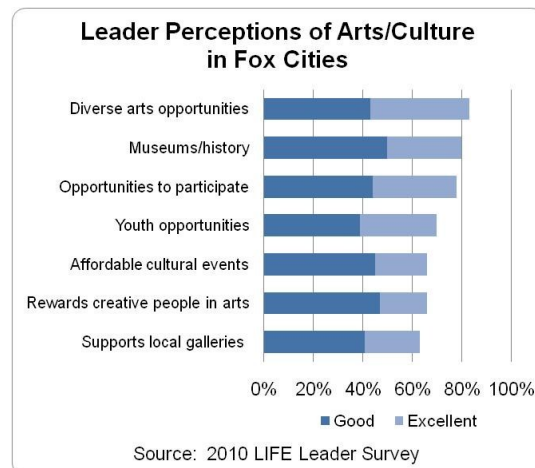


Figure 2

Year	State appropriations per capita	National Rank
2008	\$0.44	43
2009	\$0.44	42
2010	\$0.43	40
2011	\$0.43	38

Source: National Assembly of State Arts Agencies

Progress and Concerns

A variety of art and cultural options exists in the Fox Cities area and in general, community members and leaders rate these opportunities quite favorably. However, funding for arts, especially the many smaller nonprofit venues around the area, are threatened, according to experts we interviewed. Opportunities for children to participate in the arts are threatened as public schools seek reductions in budgets and consider whether arts programs are essential or peripheral to educational programs.

66% of leaders believed that the area was good or excellent at attracting, cultivating, and rewarding creative people in the arts

LIFE in our Community



Highlighted Indicators

Current Trend



Voter participation rates



Public transportation ridership



Community and leader perceptions of quality of life



Community and Leader perceptions of quality of life for diverse residents



“Excellence” for the Fox Cities is defined as:

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

- 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 civic involvement, voting, volunteer work, and faith communities
- Experience a community infrastructure and amenities promoting a good quality of life

LIFE in Our Community

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

<u>Page</u>	<u>Data Shown</u>
Community Perceptions	<i>Findings from LIFE Community and Leader Surveys*</i>
Diversity	Racial/ethnic origin of residents Income distribution of residents
Civic Involvement & Leadership	<i>Voter participation rates*</i> Uncontested local elections Representativeness of elected leaders to population (gender)
Philanthropic Vitality	Annual total funds distributed by United Way and Community Foundation Number of nonprofits in 25 mile metro area Annual revenues and assets of combined nonprofit organizations
Community Involvement	Active neighborhood associations or watch groups Number of weekly farmers markets Number of and estimated attendance at major free community events
Infrastructure & Governance	<i>Public transportation ridership*</i> Municipal water loss PASER ratings for roads County debt service costs

** Highlighted Indicators*

For more information on the community:

Demographic statistics www.census.gov
 LIFE focus group and survey findings <http://www.foxcitieslifestudy.org>
 Election results and voter turnout <http://elections.state.wi.us/section.asp?linkid=155&locid=47>
 County government information <http://www.co.winnebago.wi.us>, www.co.outagamie.wi.us and
www.co.calumet.wi.us
 Charitable Statistics <http://nccsdataweb.urban.org/>
 United Way <http://www.unitedwayfoxcities.org>
 Community Foundation <http://www.cffoxvalley.org>
 Neighborhood Watch Groups in Appleton <http://www.appleton.org/departments>
 Farmer's Markets http://www.savorwisconsin.com/farmers_market_srch/default.asp

Selected additional information can be found at our website: www.foxcitieslifestudy.org

Community Perceptions

Data Highlights

- Figure 1** Overall, in 2010 community members gave higher ratings to the Fox Cities as a place to live compared to 2005 (Young professionals was a new category in 2010). The area's reputation as a good place for children and families is borne out in survey results.
- Figure 2** Community scores have remained fairly consistent in terms of public services from 2005 to 2010. On a scale from 1 (Poor) to 5 (Excellent), community members rated local government 3.3, meeting the transportation needs of all residents 3.4, and quality of public services 3.8, up slightly from 2005.
- Figure 3** Fewer community members responded that the area is moving in the right direction in 2010 (42%) than in 2005 (55%) or 2001 (57%).
- In contrast, a higher percentage of leaders felt that the Fox Cities area is moving in the right direction in 2010: 71% of leaders said the area is moving in the right direction (67% in 2005), 8% said wrong direction (11% in 2005), and 21% were not sure (20% in 2005).
- 59% of Fox Cities area households have resided in the area for more than 20 years (2010 LIFE Community Survey).

Progress and Concerns

Community perceptions are generally positive, but the increasing sense that our community is heading in the wrong direction is a concern, especially given that leaders seem to feel strongly that the area is moving in the *right* direction to a much greater degree. The recent political and economic tensions could be contributing factors to this trend.

The public continues to rate local public services favorably. Experts in our community sector panel cited as a positive development that, while municipalities and counties of the area tend to collaborate well, there is a growing willingness and motivation by local governing bodies to work together.

Figure 1

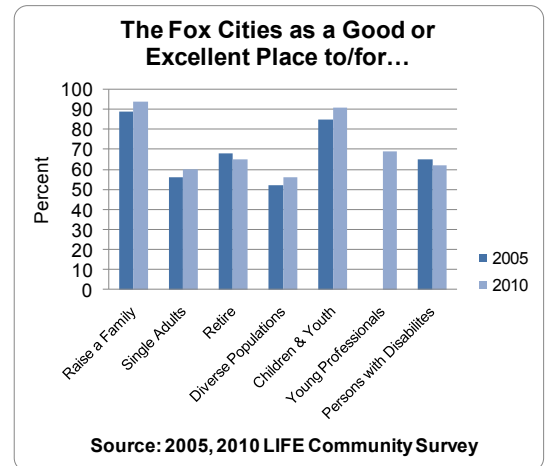


Figure 2

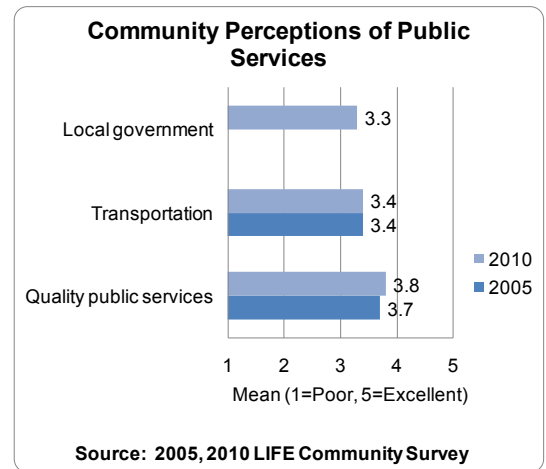
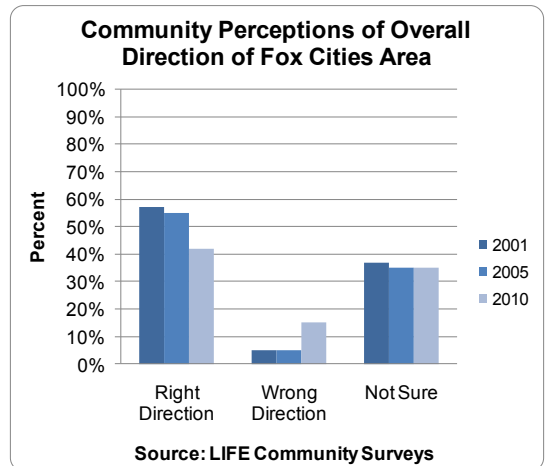


Figure 3



96% of leaders rated the "overall attractiveness and appeal of the Fox Cities area as good or excellent"

Diversity

Figure 1

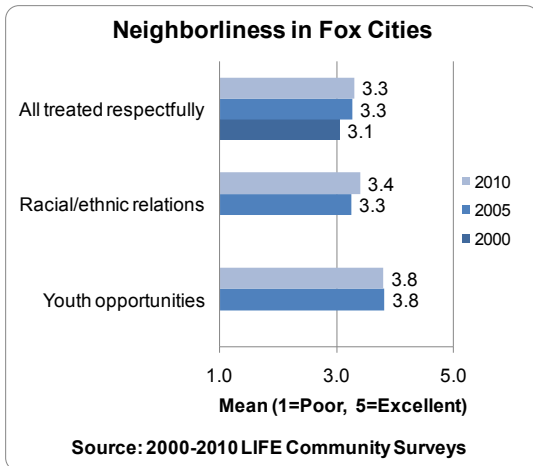
Gap between Highest & Lowest Earners				
County	Lowest quintile (2007-09)	Highest quintile (2007-09)	Ratio	% Change from 2005-07
Calumet	\$19,305	\$144,812	7.5	6.7%
Outagamie	\$15,286	\$151,395	9.9	9.4%
Winnebago	\$13,588	\$150,731	11.1	9.8%
Wisconsin	\$13,040	\$151,746	11.6	3.9%
U.S.	\$11,817	\$177,225	15.0	4.6%

Source: U.S. Census

Data Highlights

- Figure 1** The gap in income between the lowest and highest wage-earners is smaller in Northeast Wisconsin than in the rest of the state and in the US. In 2007-09, the highest quintile in this area earned ten or eleven times as much as the lowest quintile. In the three-county region, this gap grew from 6.7% to 9.8% since 2005-07, a rate faster than the US gap increase of 4.6%.
- Figure 2** Community members' ratings of neighborliness in the Fox Cities remained consistent from 2005 to 2010.
- Figure 3** The composition of the Fox Cities community has changed. In Outagamie County, for example, the minority population has grown from just under 6% in 2000 to nearly 9% in 2010. In comparison, minorities composed nearly 28% of the U.S. population (WI Department of Administration and U.S. Census).
- Members of the multicultural focus group agreed that the community has made progress in the area of diversity, although there is still work to be done. They cited examples of support for minority-owned business and a willingness by government and philanthropy to support diverse activities and initiatives.

Figure 2



Progress and Concerns

Many new and evolving activities are enhancing inclusiveness in the Fox Cities. A few examples include: Goodwill reports having over 2,600 different people visit its Harmony Café in 2010; the Fox Cities Rotary Multicultural Center continues to bring numerous programs to the community; the City of Appleton continues its staffing to address issues of diversity; New North has an active diversity committee working with area

Figure 3

	Changes in Population Groups 2000-2010									
	Outagamie County			Calumet County			Winnebago Co		U.S. %	
	2010 #	2010 %	2000 %	2010 #	2010 %	2000 %	2010 #	2010	2000	2010
White	161,238	91.3%	93.8%	46,187	94.3%	96.7%	154,445	92.5%	94.9%	72.4%
Black	1,736	1.0%	0.6%	246	0.5%	0.3%	2,975	1.8%	1.1%	12.6%
Am. Indian	2,982	1.7%	1.5%	203	0.4%	0.3%	1,036	0.6%	0.5%	0.9%
Asian	5,229	3.0%	2.2%	1,031	2.1%	1.5%	3,822	2.3%	1.8%	4.8%
Other	2,793	1.6%	0.8%	721	1.5%	0.4%	2,246	1.3%	0.7%	6.4%
Multi-racial	2,717	1.5%	1.0%	583	1.2%	0.7%	2,470	1.5%	0.9%	2.9%
Hispanic	6,359	3.6%	2.0%	1,690	3.5%	1.1%	5,784	3.5%	2.0%	16.3%

Source: U.S. Census 2000, 2010

41% of community members scored the Fox Cities above average as a place where people of different backgrounds get along well

companies, and an Appleton chapter of PFLAG (Parents, Families, & Friends of Gays and Lesbians) was started in 2011. Two areas of concern surfaced: the need to develop and engage leadership from diverse groups, along with a need for culturally responsive health care providers.

Civic Involvement & Leadership

Data Highlights

- **Figure 1** Leaders ratings on the quality of life in 2010 are consistent with responses in 2005, rating the quality of life in the community. A new item was added in 2010 regarding the public's level of civic engagement: leaders scored this low: 2.8 out of 4.
- **Figure 2** Males made up the majority of county board representatives in the Fox Valley, despite population characteristics showing roughly an equal make-up of men and women.
- In the fall of 2010, three-fourths (72 of 98) County Supervisor elections in the three-county area had only one candidate (i.e., ran unopposed). In Calumet County, only two of the 21 races were contested.
- **Figure 3** More community members voted in an election in the past year in 2010 (80%) compared to 2005 (74%).
- In the November 2010 elections, voter participation rates in the counties of Calumet (64%), Outagamie (60%) and Winnebago (60%) surpassed rates for all of Wisconsin (50%).
- 34% of community members responded that the Fox Cities area is above average as place where they can have an impact on the decisions made by community leaders, while 42% rated it average and 19% rated it below average (2010 LIFE Community Survey, new item).

Progress and Concerns

Experts in our panel on the community were concerned about the civic vitality of the area; yet in the local area, high rates of residents vote, give money, and volunteer. In fact, volunteering was up since 2005.

Experts also felt that elected leadership could better reflect population demographics (race, age, gender). When it comes to having an impact on decisions being made by elected leaders, only one third scored this above average while a higher number thought the area was average. This survey was taken just following a season of political upheaval in Wisconsin.

Figure 1

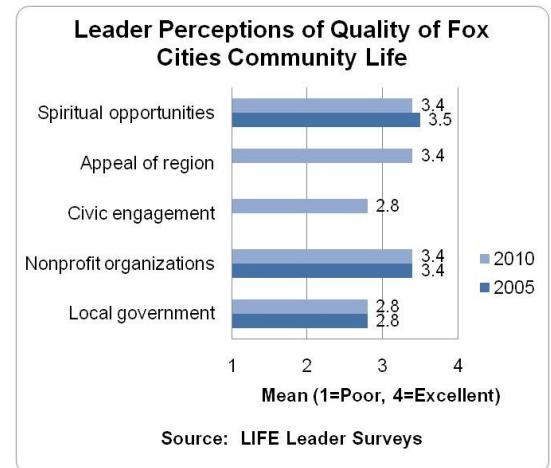


Figure 2

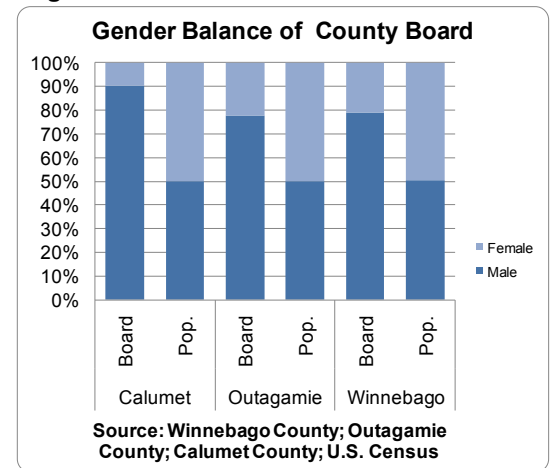
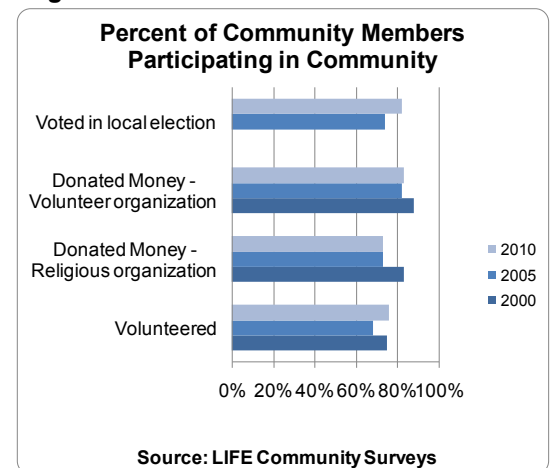


Figure 3



34% of community members rated the Fox Cities area above average as a place where residents can impact the decisions of leaders

Philanthropy

Figure 1

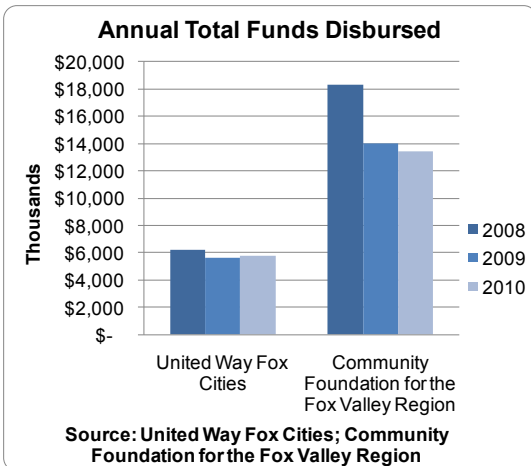


Figure 2

Nonprofit organizations	2006	2011
Appleton	405	794
Hortonville	13	38
Kaukauna	30	90
Kimberly	16	55
Little Chute	16	40
Menasha	73	132
Neenah	175	290
Total	728	1,439

Source: Guidestar.org

Figure 3

Combined Revenues and Assets of Nonprofit Organizations, 2011 (in 000s)	
Calumet	
Total Revenues	\$36,915
Total Assets	\$165,365
Outagamie	
Total Revenues	\$1,260,636
Total Assets	\$5,260,320
Winnebago	
Total Revenues	\$758,697
Total Assets	\$2,057,806

Source: IRS, National Center for Charitable Statistics

84% of leaders rate the area good or excellent in providing opportunities to learn, participate, and volunteer during events.

Data Highlights

- Figure 1** Funds *disbursed* to nonprofit organizations by United Way Fox Cities from 2008 to 2010 remained similar to previous levels, total funds *raised* also remained consistent (\$6,691,162 in 2010) despite the recent changes in local economy. The Community Foundation for the Fox Valley Region peaked in their funds raised and disbursed in 2008 and disbursed over \$13.4 million in 2010.
- Figure 2** The number of nonprofit organizations identified by Guidestar.org as based within a 25 mile radius of the Fox Cities nearly doubled between 2006 and 2011.
- Figure 3** The financial assets reported by IRS-registered nonprofit organizations in the three county area totaled about \$7.5 billion in 2010. Annual revenues for 2010 came to just over \$2 billion (Urban Institute, IRS). While total annual revenues for all nonprofits grew between 2008 and 2011 in Calumet and Outagamie Counties, revenues fell in Winnebago County during that time.
- Experts in our panel on the Community cited philanthropy, strong partnerships, and collaboration in the area as a major strength. They shared that there is a commitment of each municipality to focus on working together and many view their service area as the entire Fox Cities.

Progress and Concerns

The rate with which the community gave to religious organizations and other charities remained stable during the challenging economy of recent years. However, a recent survey by the Community Foundation for the Fox Valley Region showed that only one-fourth of nonprofit organizations surveyed reported themselves financially sound in 2010.

In the Fox Valley, many more nonprofit organizations exist in the area than did five years ago, leading to tougher competition for funding and for some, decreased revenues. The community must deal with this increase in the number of charitable organizations with good planning for what services are needed and coordination of how and by whom the services are offered in order to use the community's philanthropic dollars wisely.

Community Involvement

Data Highlights

- **Figure 1** Many communitywide events take place annually, especially in the summer. While attendance is difficult to estimate, organizers reported approximate attendance rates of 15,000 or more for several events in 2010, with the highest attendance totaling near 100,000 at Octoberfest. Note: other major events with targeted audiences are described in the Recreation & Leisure section.
- **Figure 2** The Fox Cities offers many other community events that are open to the public and draw many community members.
- 180 neighborhood watch groups and three formalized neighborhood associations exist in the City of Appleton (Appleton Voice, Historic Third Ward, and ANBA—a business association that incorporates its residential neighbors as well). Many other informally organized groups exist or have begun.
- Fox Cities residents participate in 6 weekly farmers markets in the summer (wisconline.com)
- **Figure 3** Overall, community members in the Fox Cities give back to their community by donating time and money at high levels, although the percentage has dropped since the last LIFE Study. On the other hand, in 2010, 76% of community members responded that they volunteered, up from 68% in 2005.
- Experts in our panel on the Community cited the strong involvement residents have in their communities as a strength of the area. Community members feel they can make a difference.

Progress and Concerns

All of the municipalities making up the Fox Cities area are proud to host certain distinct local communitywide events (that became too numerous to list here). The Flag Day parade in Appleton is reputed to be the largest of its kind in the nation, and other events are known to draw people from all over the state.

There are other, smaller events that are offered that build relationships and positive atmosphere among residents, such as the Community Gardens, Harmony Café, neighborhood associations/watch groups, various library programs, and downtown organizations.

Figure 1

Largest Communitywide Events	Estimated Attendance
Octoberfest	100,000
Paperfest	25,000
Communityfest	n.a.
Art in the Park	20,500
Quarry Quest	15,000
Flag Day Parade	n.a.

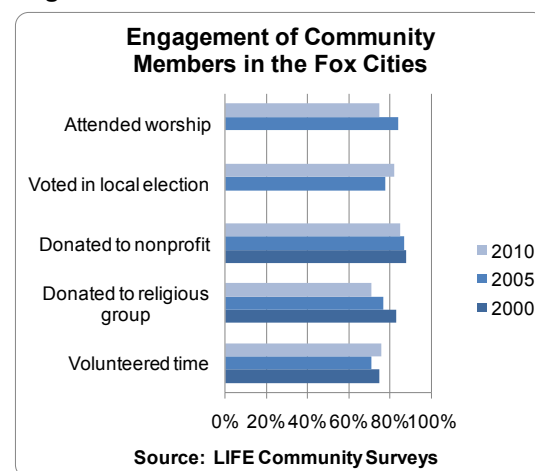
Source: Event organizers

Figure 2

Other Annual Community events	
Downtown Appleton Christmas Parade	Great Wisconsin Cheese Festival
Fox Jazz Fest	Fox Cities Book Festival
Grand Chute Park Day	Building for Kids, Kids Parade
Greenville Catfish Extravaganza	Family Festival and Cycling Classic
Boo Fest	Street ball Challenge

Source: Event organizers

Figure 3



66% of leaders rate the civic involvement in the Fox Cities community as good or excellent

Infrastructure & Governance

Figure 1

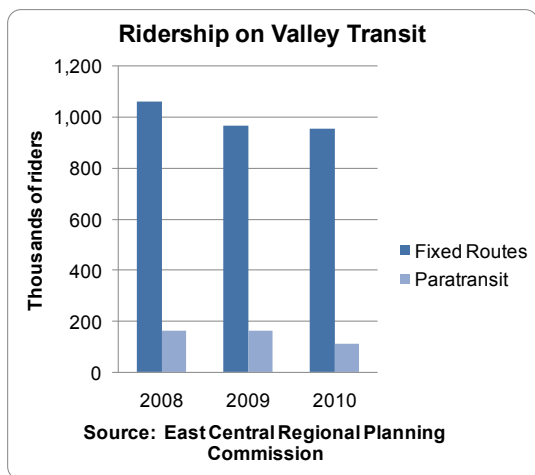


Figure 2

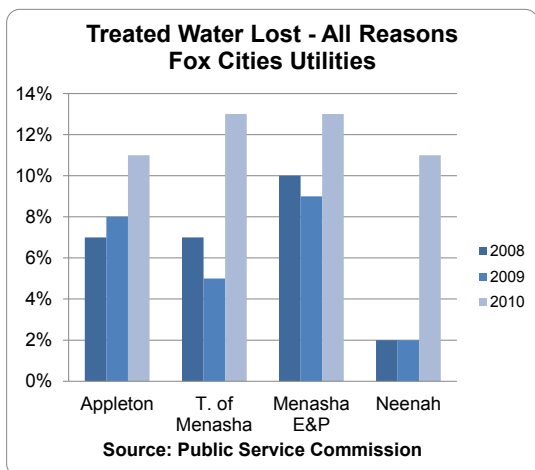
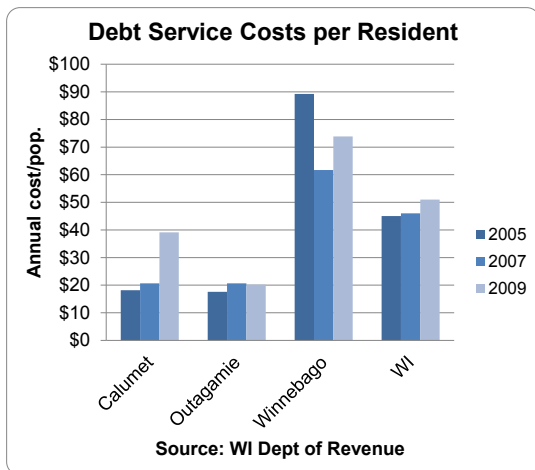


Figure 3



89% of leaders rate the infrastructure that attracts businesses and employers to the area as good or excellent.

Data Highlights

- Figure 1** Fixed route ridership on Valley Transit declined by about 10% between 2008 and 2010, while paratransit rides declined by 30%, however the system still provided over 1 million rides in total.
- Using the common assessment called a PASER rating, sampled roadways are scored Poor, Fair, or Good. In 2009, just over 1/3 of area roads fell into the “good” category, while in all counties, the number in the “fair” category had grown. According to our experts, each county has a unique situation and should be only compared to itself over time, not to other locales.
- Figure 2** The amount of lost treated water (much due to unknown reasons or water main breaks) increased in all three counties from 2008-2010.
- Figure 3** Local governments assume debt at times in order to finance necessary public projects; debt service costs reflect payments of principal and interest. While Outagamie County has maintained a cost of approximately \$20 per resident in recent years, Calumet County (\$39) and Winnebago County (\$74) have risen since 2007. Collectively, state residents averaged \$51 in debt service costs in 2009.
- Experts in our panel on the community shared that while the infrastructure of the Fox Cities is perceived overall to be very good, the area is lacking pedestrian and biking facilities.

Progress and Concerns













While the Connector program has filled a gap to help individuals who rely exclusively on public transportation (described further in LIFE of Self Sufficiency), experts in our panel on the community feared that the philanthropy required to support it might not be sustainable, and that Valley Transit (fixed routes and paratransit services) is threatened with major funding concerns. Our community expert panel discussed how important transportation options would be as our population ages in order to prevent the isolation of elderly residents that don't drive.




All municipalities we investigated showed rising rates of treated water lost due to infrastructure issues; and while Outagamie County has maintained a lower than average debt service cost per resident, that is not the case in Calumet and Winnebago counties.

A Healthy LIFE



Highlighted Indicators

Current	Trend	
		Percent of births with prenatal care
		Teen birth rate
		Suicide rate
		Adult tobacco, drug, and alcohol use
		Adult obesity rate
		Youth tobacco, drug, and alcohol use

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities is defined as:

Community members practice healthy lifestyles:

- Eat a balanced diet
- Exercise routinely
- Engage in activities in support of good mental health
- Do not abuse substances that are harmful
- Have routine health screenings such as blood pressure checks
- In the event of an illness, community members are treated early by well-prepared health pro-

A Healthy LIFE

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

<u>Page</u>	<u>Data shown</u>
Access to Dental Care	Dental visit in past year Dentists accepting Medicaid/Badgercare Plus Use of Tri-County Community Dental Clinic and Fox Cities Community Health Center Percent of kids in schools with screening/sealant program
Access to Medical Care	Needed but didn't get care due to cost Health insurance coverage Medicaid/Badgercare Plus caseload trends Medical visit in past year Use of Fox Cities Community Health Center
Health Status	Self reported health status County health rankings of health outcomes Leading causes of death Prevalence of diabetes and disability Leading causes of hospitalization
Healthy Start for Children	Infant mortality and low birth weight <i>Percent of births with prenatal care*</i> Births to unmarried mothers <i>Teen birth rate*</i> Child immunization rates
Mental Health	Self-reported days of depression; life satisfaction Unable to obtain mental health services when needed Crisis hotline usage for emotional concerns <i>Suicide rate*</i> Psychiatric hospitalization rate
Healthy Behavior	Exercise rates Screening in past year (mammogram, cholesterol check) <i>Adult obesity rate*</i> Number of Farmer's Markets
Risk Behavior, Adult	<i>Adult tobacco, drug and alcohol use</i> Hospitalizations due to drugs or alcohol
Risk Behavior, Youth	Percent of youth reporting mental health disorders <i>Youth tobacco, drug, and alcohol use *</i> Percent of youth who exercise

* *Highlighted indicator*

For more information on health:

University of Wisconsin Population Health Institute County Health Rankings, <http://www.countyhealthrankings.org>
 Wisconsin Department of Health Services, <http://www.dhs.wisconsin.gov/localdata/index.htm>
 Badgercare Plus statistics <https://www.forwardhealth.wi.gov/WIPortal/Default.aspx>
 Quality of providers <http://www.wchq.org/reporting/measures.php>
 Behavioral Risk Factor Surveillance System <http://www.cdc.gov/brfss/>
 Youth Risk Behavior Survey <http://dpi.wi.gov/sspw/yrebsindx.html>
 Report on Obesity in US: "F is for Americans Getting Fatter" <http://healthyamericans.org/report/88/>
 Wisconsin Health Data Query system <http://www.dhs.wisconsin.gov/wish/>

Quality of Health Care

Data Highlights

- Figure 1** The LIFE Study has surveyed Fox Cities residents repeatedly over time. Since 2001, the community rates the quality of health and dental care services highly. Mental health services is seen somewhat less favorably. In the 2010 survey, the ratings by residents on access to health care and addressing alcohol and other drug issues (AODA) have declined.
- Figure 2** The first LIFE Study leader survey was in 2005. Leaders give favorable scores for most health care issues like they did in 2005. However, their ratings have dropped slightly for the Fox Cities providing health care for disadvantaged populations and for promoting good mental health. Promoting responsible use of alcohol was scored just Fair (2.1) on a scale of 1 (Poor) to 4 (Excellent).
- Figure 3** Survey respondents on both surveys were asked to rate the importance of a set of 16 possible actions that could be taken by the community. While the two groups rated the importance of healthy development for youth and for encouraging healthy lifestyles similarly (37% -41% scored them high priorities), more leaders rated mental health treatment a priority and more community members rated providing affordable health care a priority.

Progress and Concerns

For the most part leaders and community members see the health care sector similarly in the Fox Cities. The community seems to have a growing concern about access to health care and care for disadvantaged persons. Both leaders and the community have concerns about how alcohol is being addressed, while leaders seem to have growing concerns about mental health care.

The opinions of leaders and community members shared here reflect data that we share on the upcoming pages of this chapter. Lifestyle issues and obesity, healthy development of youth (risky behaviors), and access to health care (especially mental health care) are issues that our data point to as important concerns in the community.

Figure 1

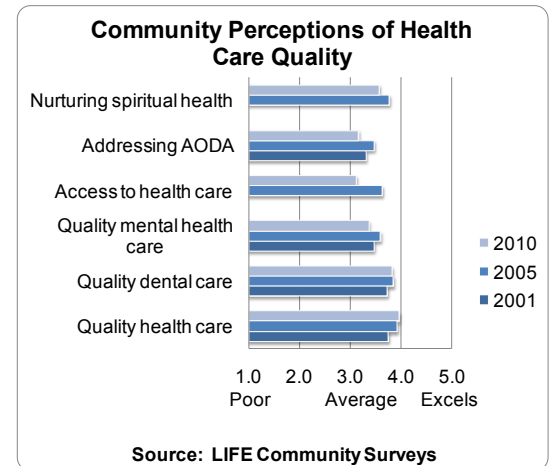


Figure 2

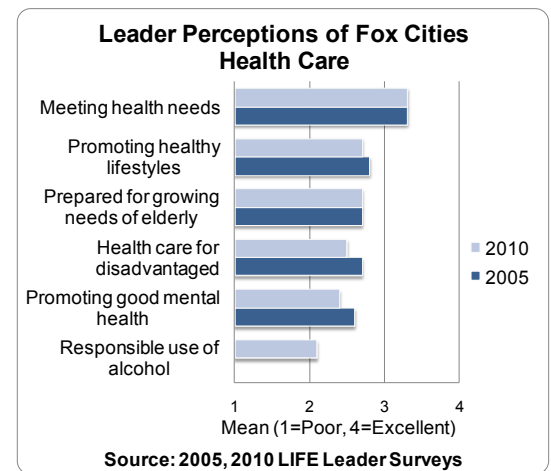
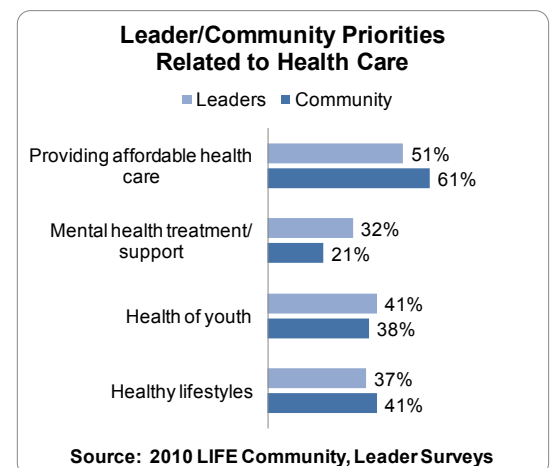


Figure 3



59% of leaders rated the Fox Cities area good or excellent at collaboration among health systems, businesses, nonprofits, public agencies, and others

Access to Dental Care

Figure 1

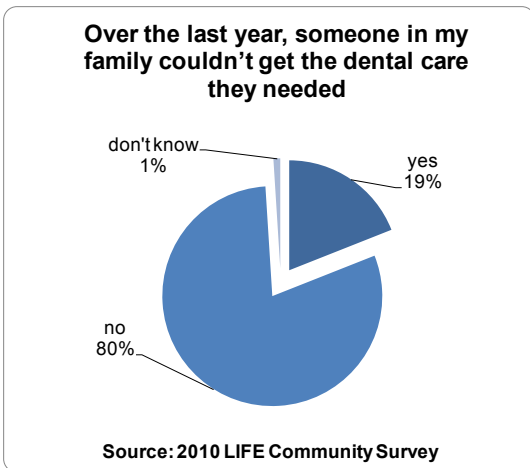


Figure 2

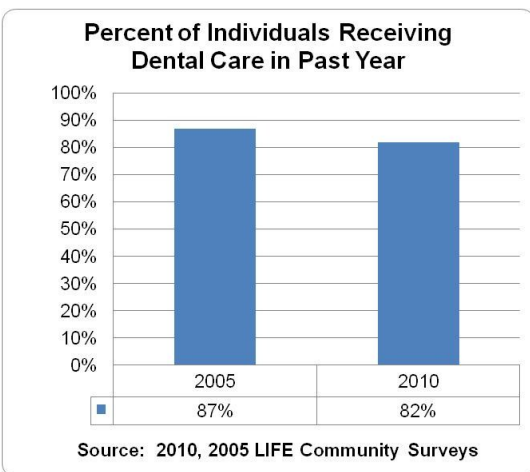
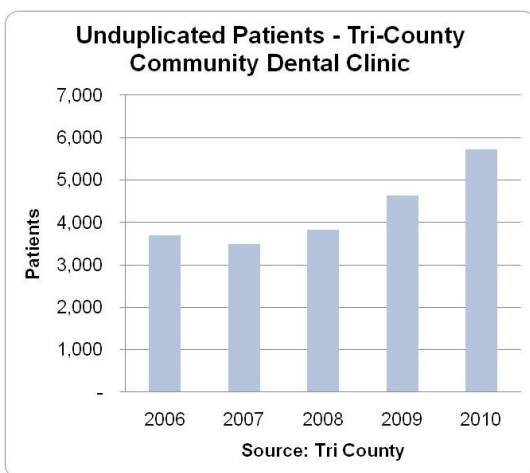


Figure 3



19% of community members reported that someone in their family hadn't been able to get the dental care they needed over the past year

Data Highlights

- Figure 1** Nineteen percent of community members reported that someone in their family hadn't been able to get the dental care they needed over the past year (compared to a similar question asked in 2005, in which 16% were "often" frustrated about being unable to obtain dental care.
- Figure 2** In 2010, the number of Fox Cities residents reporting having visited a dentist in the past year fell to 82% from 87% in 2005.
- Figure 3** Tri-County Community Dental Clinic (TCCDC), a non-profit walk-in clinic established in 2003, covers Calumet, Outagamie, and Winnebago Counties. Volunteer dentists, hygienists, and assistants perform cleanings, emergency care, and basic fillings. The clinic treated 5,715 persons at 9,103 visits in 2010 alone, up 52% from 2008. Individuals from the Appleton/Neenah/Menasha area had 60% of all visits.
- The Fox Cities Community Health Center began offering dental services (with 3 full time dentists and support staff) in 2009. In 2010, they served 1,980 patients.
- Over 800 elementary school students were screened in their schools by the TCCDC in 2010/2011. That same school year, in public and private elementary schools in Menasha, 1,675 students received dental screening and 237 received fluoride varnishing by the Neenah-Menasha Dental Clinic.
- In Wisconsin, there were 5.7 dentists per 10,000 residents compared to the US average of 6 per 10,000. Local rates were not available.
- In April 2011, there were 75 dentists listed in the three-county area accepting BadgerCare Plus.

Progress and Concerns

While experts in our panels indicated that local health and dental clinics, programs for children, and initiatives such as the American Dental Association's "Give Kids a Smile" program had improved access to care, the unmet need for dental care still far outstrips availability, especially for individuals on public insurance or without insurance. This is confirmed by our community survey, where almost one in five area residents or a member of his or her family was unable to obtain dental care in the past year.

Access to Medical Care

Data Highlights

- Figure 1** Rates of insurance coverage in area counties (91-92%) in 2009 surpassed the national rate of 85% (2009 Census estimates not available for Calumet County). 94% to 96% of children in the area were insured compared to 85% nationally (U.S. Census, ACS).
- Figure 2** The Badgercare Family Coverage caseload in the three-county area (combined) grew by 88% between 2005 and 2011, to a combined total of 39,474 persons covered in three county area. Enrollment by elderly or persons with disabilities rose 19% in the combined three county area, to 9,257 persons on the caseload.
- 22% of residents rated the community below average at providing jobs with health care benefits (LIFE Community Survey, 2010).
- The number of residents who reported that they needed to see a physician but had not due to cost increased from 6% in 2000 to 10% in 2005, and the rate remained at 10% in 2011 (Fox Cities BRFSS).
- The Fox Cities Community Health Center provides comprehensive primary care services to the medically underserved in the Fox Cities area. Having opened a \$1.2 million expansion in 2005, the Menasha Clinic provided over 21,000 visits in 2010.
- Our health expert panel noted a sharp rise in the number of area residents insured by state programs and that despite having this insurance, they frequently observed inadequate access to services for these persons.
- Other expert panels pointed to the impact of untreated health conditions and unhealthy lifestyles on various other community issues, such as employment, education, self sufficiency, and safety.

Figure 1

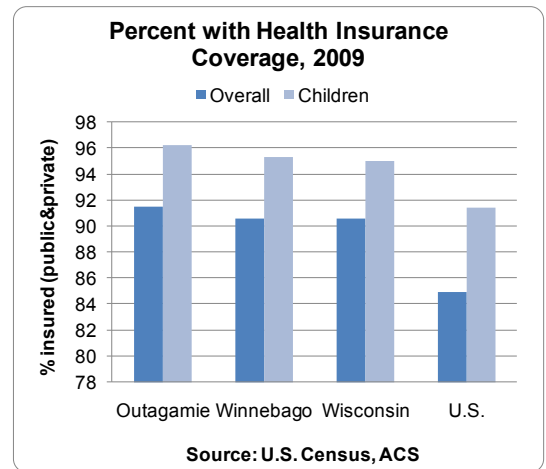
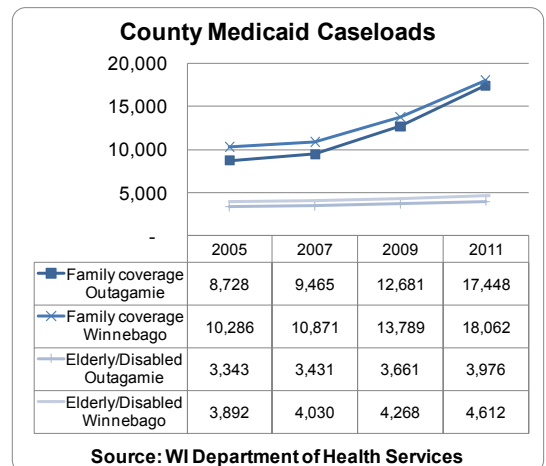


Figure 2



Progress and Concerns

Although the Fox Cities area has increased its capacity to serve those with inadequate health coverage (i.e., the Fox Cities Community Health Center), unmet need continues to grow. The number insured by state BadgerCare programs has risen sharply, especially in Outagamie and Winnebago Counties. It is uncertain what impact federal health care reform policies and Wisconsin budget issues will have on future coverage, but regardless, numerous experts in the health sector report inadequate access to care by the working poor. This was discussed in many sector expert groups, including Education, Safety, Work, Self-Sufficiency, and Home.

10% of community members reported that they or a family member had forgone needed medical care due to costs

Health Status

Figure 1

Leading Causes of Death in Outagamie Co. (mortality rate per 100,000 persons)		
Cause	2005 Rate	2009 Rate
Cancer	168	141
Heart disease	168	132
Stroke	54	46
Accidents	40	31
Respiratory Disease	32	30
Pneumonia/Influenza	22	16
Infections	11	16
Diabetes	14	14
Suicide	12	11

Source: WI Department of Health Services

Figure 2

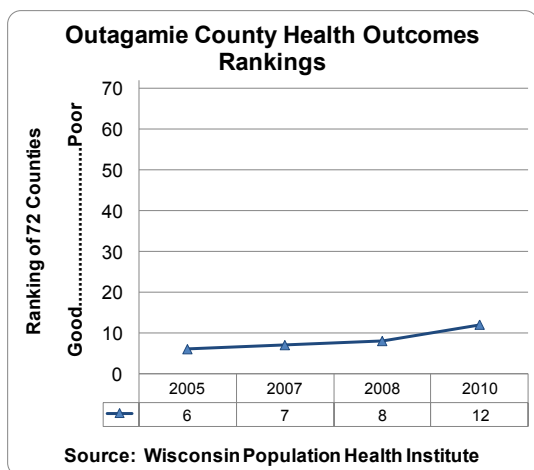
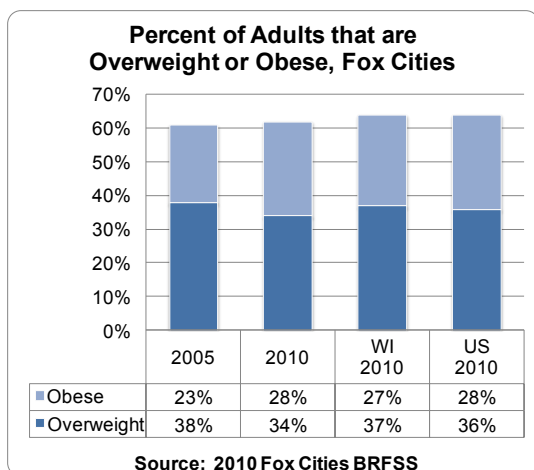


Figure 3



55% of Fox Cities area adults reported that their own health status was very good or excellent on the BRFSS survey

Data Highlights

For information on lifestyle diseases see Risk Behaviors, Adults.

- Figure 1** In 2005, cancer and heart disease tied as the leading cause of death in Outagamie County. In 2009, death rates due to cancer and heart disease dropped and cancer was responsible for 141 deaths per 100,000 residents. Heart disease had decreased further to 132. In fact, many of the leading causes of death in 2005 showed reductions in 2009, with the exception of infections, which had grown to 16 deaths per 100,000.
- Figure 2** The local area ranked favorably in comparisons of health outcomes among Wisconsin's 72 counties. Although Calumet County improved its rank from 22nd in 2005 to 6th in 2010, Outagamie and Winnebago Counties had worsened: Outagamie fell to 12th (6th in 2005), and Winnebago County to 36th (14 in 2005) (WI Population Health Institute County Health Rankings).
- Figure 3** The percent of adults who have diabetes has grown in the Fox Cities (6% in 2000 to 11% in 2010), surpassing the Wisconsin and U.S. rates (BRFSS).
- In 2010 on the BRFSS Survey, 55% of residents in the Fox Cities area reported their health status was very good or excellent, compared to 59% in 2005, and 64% in 2000. In Wisconsin (2010), 57% rated their health very good or excellent, and in the U.S., 53%.
- Between 2007 and 2009, the rate of disability among adults declined from 12% to 9% in Outagamie County and 13% to 11% in Winnebago County, similar to Wisconsin and below the US rate (U.S. Census ACS, 2009).
- The leading cause of hospitalizations in the three counties were injuries; there were 8 hospitalizations per 1,000 in 2009, Outagamie County, an increase from 7 since 2005. Psychiatric causes led to 6.5 hospitalizations per 1,000 (WI Department of Health Services).

Progress and Concerns

Progress has been made in reducing death rates due to heart disease and cancer. Appleton was one of the Wisconsin cities to first adopt a smoke-free ordinance (2005), possibly contributing to this positive trend. Yet in the two most populous counties in the area, the overall ranking of residents' health outcomes has declined relative to other counties in Wisconsin. According to the BRFSS, there has been a troubling drop in the percent of area residents that report their health status as very good or excellent over the past 10 years and a similarly troubling rise in diagnoses of diabetes locally, likely linked to the increase in rates of obesity.

Healthy Start for Children

Data Highlights

Additional birth statistics can be found in LIFE at Home.

- Figure 1** Between 2005 and 2009, the infant mortality rate (deaths per 1,000 births) in Outagamie County rose from 3.1 to 5.8. In Winnebago County, the rate dropped from 8.2 to 7.1 (there are too few cases to calculate rates in Calumet County). Wisconsin's rate is 6.1 (2009) and US rate 6.4 (WI DHFS, CDC).
- Figure 2** In 2009, the percentage of babies born with low birth weights (<2,500 grams) ranged from 5.1% in Calumet County to 7.4% in Outagamie County and 7.8% in Winnebago County compared to Wisconsin, 7.1% and U.S., 8.2%. In Outagamie and Winnebago Counties, the rate is up.
- Figure 3** Births to unmarried mothers is increasing dramatically locally and nationally. In 2005, 21% of births in Outagamie County were to unmarried mothers; in 2009, 29% and in Winnebago County, 34%. Nationally, 41% of 2009 births were to unmarried moms.
- Almost 90% of births in all three counties were to mothers who had obtained first trimester prenatal care, much higher than the national average of 83%, and improved in all three counties since 2006.
- In 2009, in the three county area, 308 births were by teens (women under the age of 20). In fact, Outagamie County's teen birth rate went from 20 per 1,000 teens in 2005 to 24 in 2009. Of all births in Outagamie County, 7% were to teen mothers, up from 5% in 2005. Winnebago County has remained at 7%.
- Immunization rates for children in public schools reached 97% and higher in the Fox Cities area, compared to 96% in Wisconsin (2008).

Progress and Concerns

The Fox Cities area experiences good rates of prenatal care, yet occurrences of low-weight births has grown and infant mortality rates appear to be increasing. Locally, births to unmarried women have increased sharply, and in Winnebago County, more than one in three births are such. Finally, Outagamie County, especially, must address the issue of more and more births occurring to teenaged girls.

Figure 1

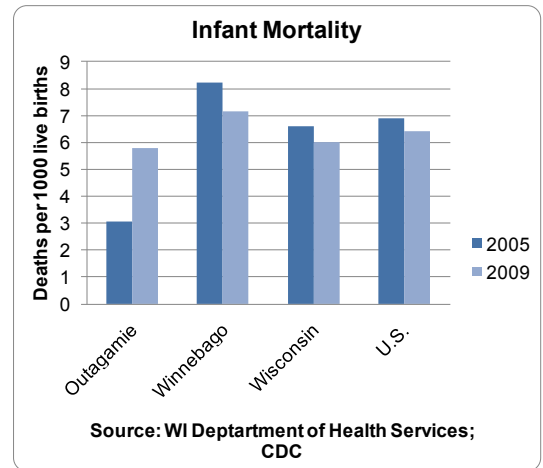


Figure 2

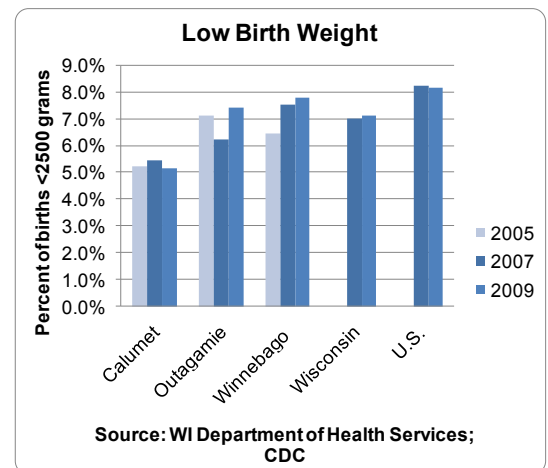
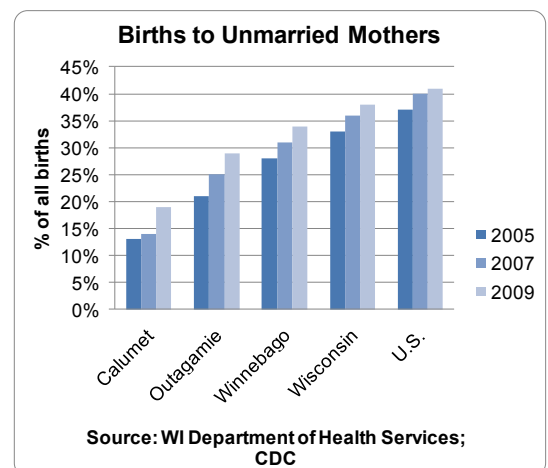


Figure 3



42% of leaders rated the Fox Cities area good or excellent at providing health care for underinsured populations

Mental Health

Figure 1

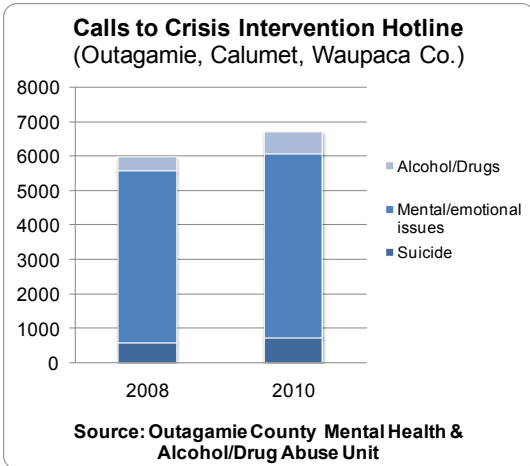


Figure 2

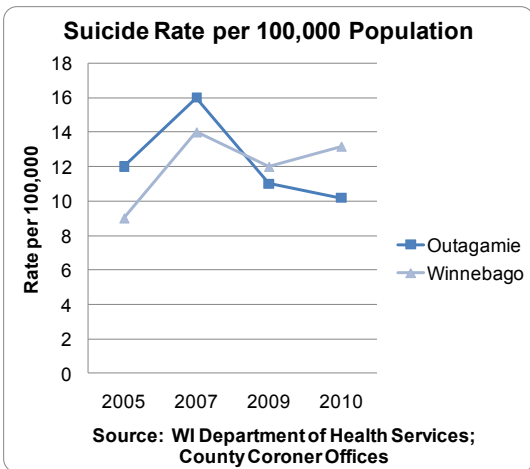
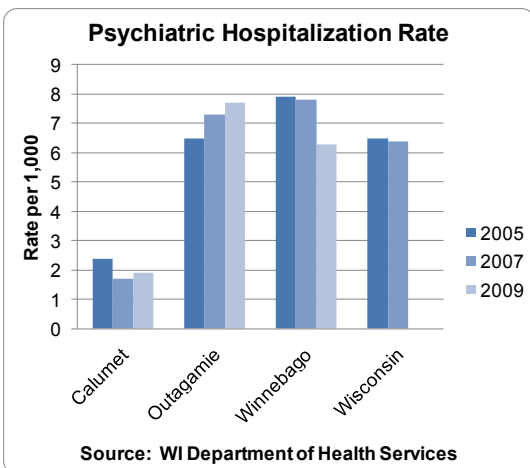


Figure 3



32% of leaders gave high priority to providing access to treatment and support for those with mental health concerns

Data Highlights

- Figure 1** Outagamie County provides a 24 hour crisis telephone hotline with coverage for Calumet County and since 2008, to Waupaca County (after hours only). In 2010, just over half of the 10,825 calls dealt with emotional or mental health issues. Total calls rose 27% between 2008 and 2010, and calls related to suicide (739) had increased by 28%. Alcohol/drug issues increased by 55% (652 calls in 2010) (Outagamie Co. Crisis Intervention Unit data).
- Figure 2** Suicide was the 9th leading cause of death in in Outagamie County and 8th in Winnebago County in 2009 (most recent data), when 52 suicides occurred in the three county area. In Winnebago County the rate rose from 8.6 per 100,000 in 2005 to 13 in 2010. In Outagamie County, the rate dropped slightly from 12 in 2005 to 10 in 2010. In Wisconsin, the rate was 13 suicides per 100,000 in 2008 (more recent Wisconsin data not yet available).
- Figure 3** The rate of hospitalization for psychiatric reasons climbed in all three counties between 2005 and 2009. Outagamie and Winnebago Counties matched or exceeded the state average, with rates of 7.7 and 6.4, respectively (WI, 6.4).
- In 2010, sixty percent of community members had experienced zero days of poor mental health in the past month, the same as in 2005 and down from 63% in 2000 (BFRSS). This compares to 65% seen in Wisconsin and the U.S. in 2010.
- The 211 information and referral service covering the Fox Cities area handled 13,579 calls in 2010, among them 669 calls related to mental health care and counseling. In 2008, only 347 calls were received for that purpose.

Progress and Concerns

Since the last LIFE Study, the area has worked to improve access to mental health services. The Fox Valley Children's Mental Health Center opened in 2008. The United Way's PATH (Providing Access to Healing) for students in area schools began in 2008 offering school-based mental health treatment. The NEW Mental Health Connection is a collaborative group working to improve access to the care continuum.

Despite this, it appears that a large number of people still experience untreated mental health challenges that interfere with work, education, and family life. The poor economy has led to higher stress levels in the lives of many individuals. According to our expert panels, obtaining outpatient mental health services, including psychiatric care, has remained difficult especially for those insured by BadgerCare.

Healthy Behavior

Data Highlights

- Figure 1** In the 2010 Fox Cities BRFSS, 80% of adults said they had participated in some kind of exercise within the past month, compared to 78% in 2005 and 71% in 2000. In 2010, ninety-three percent of adults had checked their blood pressure in the past year (not available for 2005), and 76% of women had a mammogram within the past year.
- Figure 2** In this area, in 2005, 23% of Fox Cities residents were classified as obese (with Body Mass Index of 30 or higher), compared to 28% of adults in 2010. Another large proportion is overweight. In 2010, 62% of Fox Cities adults were obese or overweight, compared to 64% in Wisconsin and the U.S. (BFRSS).
- A 2011 report by Trust for America's Health and the Robert Wood Johnson Foundation found that Wisconsin's adult obesity rate of 27% ranked 25th of states (15 years ago, only 16% of Wisconsin adults were obese).
- The Fox Cities area has six weekly Farmer's Markets in Appleton, Kaukauna, Menasha, and Neenah.
- 41% of community members and 37% of leaders felt that promoting healthy lifestyles should be one of the area's highest priorities (2010 LIFE Leader & Community survey).
- In 2005, 75% of area residents reported using recreational facilities/programs in the Fox Cities compared to 83% in 2010 (2010 LIFE Community Survey).
- The Affordable Health Care Act, health care reform passed in 2010, created the National Prevention Strategy (NPS) to address the goals of lowering health care costs, improving the quality of care, and providing coverage for the uninsured. The seven priorities of the NPS are: tobacco free living, preventing drug abuse and excessive alcohol use, healthy eating, active living, injury and violence-free living, reproductive and sexual health, and mental and emotional well-being.

Figure 1

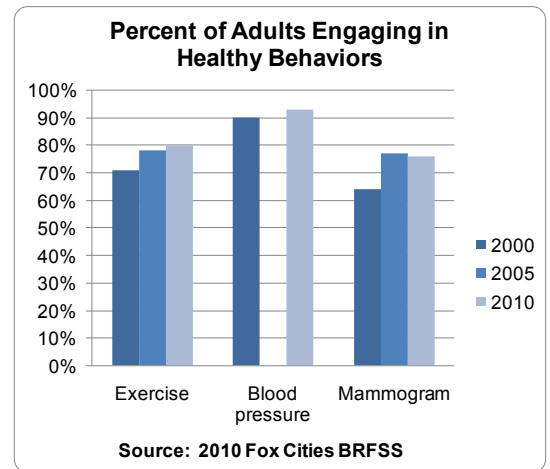
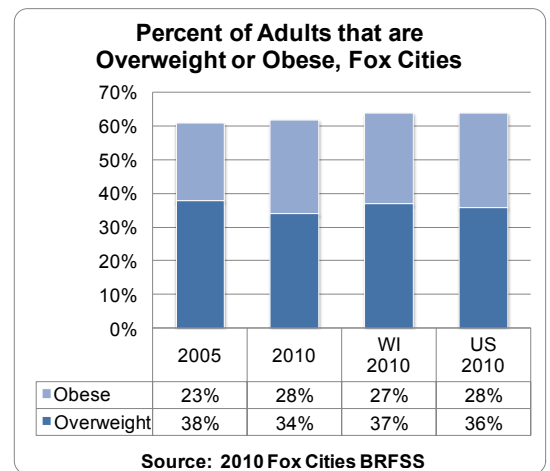


Figure 2



Progress and Concerns

The Well City Fox Cities initiative is a catalyst for promoting healthy, sustainable communities in the New North through intensive work-based efforts focused on promoting healthy, safe, sustainable lifestyles. At this writing, it had enrolled businesses with over 33,000 employees. Activate Fox Cities is a similar program begun by the YMCA of the Fox Cities. Winnebago County's Community Health Improvement Plan (CHIP) raises awareness of one's personal responsibility to live a healthy lifestyle and the importance of physical activity, developing a program called re:TH!NK Winnebago that shares information about opportunities to be physically active locally.

46% of Fox Cities adults report exercising moderately five or more times a week on the BRFSS survey

Risk Behavior, Adults

Figure 1

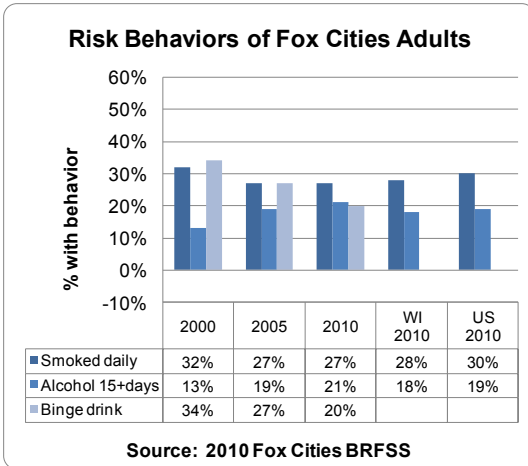
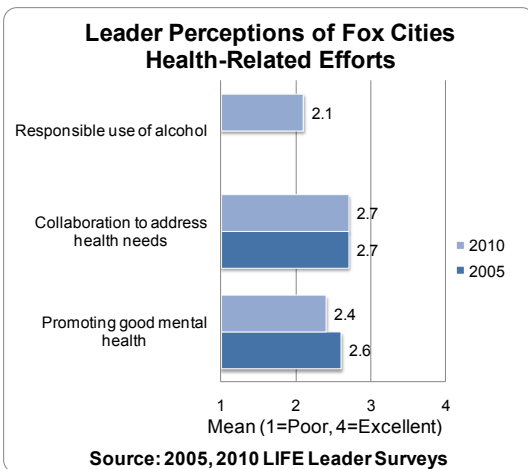


Figure 2

County	Alcohol-related		Drug-related	
	2005	2009	2005	2009
Outagamie	413	360	66	65
Winnebago	382	445	62	98

Source: WI Department of Health Services

Figure 3



Data Highlights

- Figure 1** In 2010, 20% of Fox Cities adults reported binge drinking in the past month, down from 27% in 2005 and 34% in 2000. More Fox Cities adults drank alcohol on 15 or more days per month (21%) compared to 19% doing so in 2005. 27% of adults reported smoking daily, a lower rate than reported in Wisconsin and the U.S. overall (BFRSS).
- Figure 2** Hospitalization rates for drug and alcohol use in Calumet County and Outagamie Counties have declined, while in Winnebago County, alcohol-related hospitalizations rose from 382 in 2005 to 445 in 2009, and drug-related cases rose from 62 to 98. Most drug related hospitalizations relate to pharmaceuticals according to experts.
- Figure 3** On a scale from 1 (Poor) to 4 (Excellent) leaders scored the Fox Cities area 2.7 at promoting healthy lifestyles among residents, similar to their 2005 score. Similar ratings occurred for the area's ability to collaborate to address health care needs. In the first year of asking about how the area promotes healthy use of alcohol, leaders scored the Fox Cities only 2.1.

- Experts in our sector panels spoke to their concerns about unhealthy lifestyles and the resulting incidence of health conditions such as diabetes and the negative effects of smoking. They expressed specific concern about the unhealthy lifestyles that they were observing in young people.
- Note: rates of use of illicit drugs are collected by SAM-

Progress and Concerns

Binge drinking is down, yet the percent of residents that continue to smoke gives rise to numerous health impacts. The previous page showed the troubling increase in obesity and related illness. However illegal drug use, for which few data are available, spells a growing concern to the area according to a study by the Metropolitan Enforcement Group. Comprehensive Threat Assessment (2010) relating to drug use in the area, illegally diverted pharmaceuticals, including Oxycontin and the benzodiazepines, are considered the greatest drug threat to the Fox Cities due to the fact that more and more individuals abuse them, wide availability, and association with crime. Cocaine, marijuana, and "club" drugs are widely available in the region.

37% of Fox Cities leaders indicated that the area should place a high priority on promoting healthy lifestyles.

Risk Behavior, Youth

Data Highlights

More information about youth available in the LIFE at Home, Youth Development and A Safe LIFE, Juvenile Safety sections of the report.

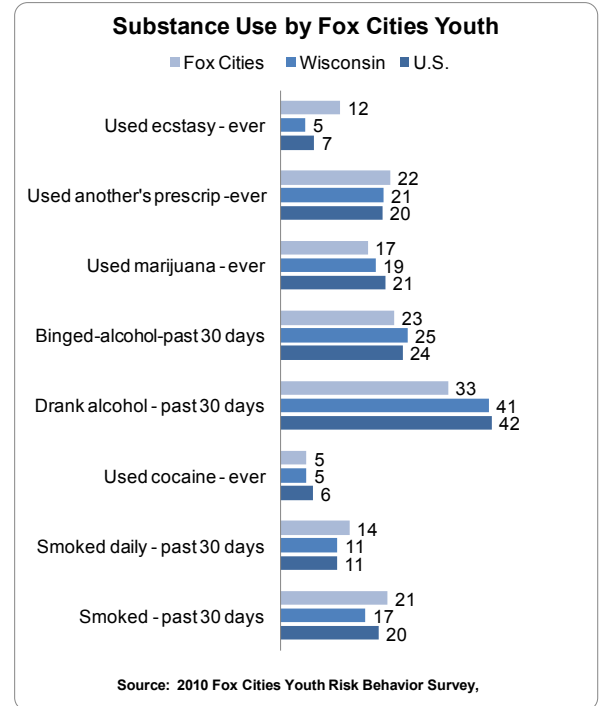
The data shown here will form the first area-wide baseline of rates of risk behavior by youth. Since the 2005-06 LIFE Study, at the request of the United Way Fox Cities, area school districts have collaborated on the timing and methods of conducting the Youth Risk Behavior Survey (YRBS), an instrument used by the Centers for Disease control to assess student behavior across the nation. CESA6 staff compiled weighted average percentages by including all Fox Cities area school districts. The results are based on student self-report and were taken during the 2009-2010 school year (grades 9-12 included).

- **Figure 1** The percent of Fox Cities youth that report using the drug ecstasy is higher than Wisconsin and U.S. averages while the percent that reported drinking alcohol in the past 30 days is lower than Wisconsin and U.S. averages. However, almost one in four youth had binged on alcohol in the past 30 days (5 or more drinks in quick succession), two in five youth had drunk alcohol in the past 30 days, and one in five had smoked in the past 30 days, with about half of those daily smokers (Fox Cities Combined Youth Risk Behavior Survey, 2010).
- Only three in five youth report their health is good or excellent, while 17% report having had 8 or more days of very poor mental health and 21% reported being depressed two or more weeks in the past year. One in five watched TV and/or interacted with videogames or computers for three or more hours on an average school day.
- Approximately one quarter of Wisconsin youth were overweight or obese in 2007, lower than the US rate.
- About half of Fox Cities youth report exercising 5 or more days per week, higher than the U.S. average 37%.

Progress and Concerns

Although more youth exercise and fewer binge on alcohol in the Fox Cities compared to elsewhere, some risky behaviors occur more frequently locally: area youth have tried the illicit drug ecstasy at twice the rate of students in Wisconsin overall; more students locally smoke daily; and a startling 22% have used another person's prescription medication. Misuse of pharmaceuticals has become a national concern playing out locally among youth and adults alike. According to the Wisconsin Crime Prevention Practitioners Association, some young teens are having "pharming" parties with prescription medications. Wisconsin recently passed legislation creating a Prescription Drug Monitoring Program to address the problem, and a toolkit, "Good Drugs Gone Bad" is publicly available.

Figure 1



58% of community members scored the Fox Cities area average to poor on how well it addresses the problems of alcohol and substance abuse.



Behavioral Risk Factor Surveillance System (BRFSS)

Background. The Behavioral Risk Factor Surveillance System (BRFSS) is the world's largest continuously conducted telephone health survey used to track health risks in the United States. Information from the survey is used to improve the health of the American people, to identify emerging health problems, to establish health objectives and to track progress toward meeting these objectives. Data can be used at the national, state, and local levels.

The Centers for Disease Control (CDC) developed the BRFSS with a set of standard core questions that enable health professionals to make comparisons among states and local areas and also to reach national conclusions. Fox Cities' health professionals used these core questions to provide useful data to understand patterns of disease, identify populations at highest risk, determine the prevalence of health risks, to guide and evaluate disease prevention efforts, and allow for ongoing tracking and identification of emerging health trends.

Connection to the LIFE Study. The two studies are distinct but were done during the same period of time. In conjunction with the 2010-2011 LIFE Study, a group of health care providers (listed below) commissioned St. Norbert College Survey Center to conduct the BRFSS in the Fox Cities area. This collaboration allows the 2010-2011 LIFE Study to include timely information about local disease patterns, health habits, insurance coverage, and more.

Key Findings from the 2010 Fox Cities BRFSS

According to mortality statistics, chronic diseases such as cardiovascular disease, cancer, diabetes and hypertension are the leading causes of death in the Fox Cities. In many instances, the causes of these chronic diseases are personal health-damaging behaviors practiced on a daily basis during the course of a lifetime. Similar findings are shown in the County Health Rankings and among the health focus areas of "Healthiest Wisconsin 2020."

The Fox Cities BRFSS data indicate that the following findings occur at a much higher rate than State or National norms:

- | <u>2005</u> | <u>2010</u> |
|--|--|
| • Tobacco use and exposure | • Overall health status |
| • Abuse of alcohol | • Obesity and lack of vigorous exercise |
| • Obesity and lack of physical exercise | • Tobacco use and exposure |
| • Inadequate diet and nutrition | • Diabetes prevalence |

By highlighting the key health issues locally, these findings create an opportunity for intervention that could substantially decrease illness, mortality rates and cost while improving the health of residents of the Fox Cities area.

The entire Fox Cities BRFSS report can be found on the 2010-2011 Fox Cities LIFE Study website at:

www.foxcitieslifestudy.org

The 2010 Fox Cities BRFSS was sponsored by Affinity, ThedaCare, and Aurora health systems and the health departments of Appleton, Menasha, and Neenah. It was conducted by St. Norbert College Survey Center.



Behavioral Risk Factor Surveillance System (BRFSS)

The table below shows selected results of surveys taken in the Fox River Region during the latter half of the LIFE Study. Results provided by the St. Norbert College Strategic Research Institute.









Selected Results of Behavioral Risk Factor Surveillance System Surveys in Fox River Region						
	2010	2011	2011	2011	2011	2010
	Appleton, Menasha, Neenah	Outagamie County	Calumet County	Winnebago County	Oshkosh	Wisconsin
						U.S.
Dental visit in the past year	82%	81%	78%	81%	77%	68%
Have health insurance	94%	93%	91%	92%	87%	85%
Did not obtain needed medical care, cost	10%	7%	6%	8%	11%	15%
Had a routine checkup in the past year	78%	71%	70%	70%	71%	67%
Report excellent or very good health	55%	59%	57%	57%	53%	53%
Diagnosed with diabetes	11%	11%	8%	9%	8%	9%
Had a cholesterol screening in the past year	NA	65%	60%	63%	57%	NA
Had a mammogram in the past year	63%	68%	75%	66%	65%	62%
Of those who have smoked 100 cigarettes in lifetime, currently smoke	NA	18%	14%	13%	25%	NA*
Used alcohol in the past 30 days	64%	67%	68%	69%	65%	52%
Drank five or more drinks in a row	20%	36%	31%	35%	40%	NA*
Moderately exercise 5 or more days a week	46%	43%	49%	48%	50%	53%
Overweight	34%	34%	37%	35%	29%	36%
Obese	28%	31%	26%	32%	27%	28%





* comparisons not appropriate because the question was asked differently

LIFE at Home



Highlighted Indicators

Current	Trend	
		Child care costs related to median family income
		Percent of adult and child population with disabilities
		Percent of elderly persons living alone and in poverty
		Youth not working and not in school

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities is defined as:

Community leaders and residents understand and address the needs of people that are vulnerable due to their age or handicapping conditions (children, youth, people who are older or have disabilities). These members of the community, as appropriate, 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
- Have access to affordable transportation

LIFE at Home

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

<u>Page</u>	<u>Data Shown</u>
Care for Children	Percent of families with all adults working Children receiving subsidized child care per 1,000 Children receiving licensed child care per 1,000 <i>Child care costs related to median household income *</i> Child care capacity, costs, and staff wages
Disability and Support	<i>Percent of adult and child population with disabilities *</i> Use of selected nonprofit organization support services Use of paratransit Calls/requests for assistance to nonprofit services
Elderly Persons and Support	Trends in aging population demographics <i>Percent of elderly persons living alone and in poverty *</i> Long Term Care use Elder abuse reports per year Deaths due to Alzheimer's disease
Family Supportiveness	Percent of families with children having one and two parents Child poverty rate Percent of births to mother with less than high school education Percent of births to single mothers Percent of at-risk births identified at hospital Births to teen-aged mothers Children in Kinship Care and foster care per 1,000
Youth Development	<i>Youth not working and not in school *</i> Youth Risk Behavior Survey (YRBS) results, selected Participation in extracurricular at public schools

** Highlighted Indicator*

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

Annie E. Casey Foundation Kids Count Report, http://www.wccf.org/kidcount_pub.php
Child Care Resource & Referral, Inc., <http://www.getconnectedforkids.org>
Community Options Program, WI Dept of Health and Family Services, http://dhfs.wisconsin.gov/LTC_COP/cop.htm
Public Transportation in Fox Cities area, <http://www.appleton.org/departments/?department=fb4dcfb8d520>
United States Census, American Community Survey (ACS), <http://www.census.gov>
Wisconsin Child Care Research Partnership, <http://www.uwex.edu/ces/flp/wccrp/>

Selected additional information can be found at our website: www.foxcitieslifestudy.org

Care for Children

Data Highlights

- Figure 1** There were over 24,000 children under age five living in the three-county area in 2007-09 estimates (U.S. Census). In the counties of Outagamie and Winnebago, 72% of families (with children of all ages) had all adults in the workforce in 2007-09, compared to the U.S., 63%.
- Figure 2** Almost 1,500 families received state-subsidized child care in the three-county area in 2010. Over the past three LIFE Studies, Outagamie County enrollment grew from 83 families (2001) to 565 (2005) and 652 (2010).
- Figure 3** The number of children in licensed childcare slots has steadily increased in all three counties between 2001 and 2009, now matching or exceeding the Wisconsin average. Calumet, Outagamie, and Winnebago counties combined offered 8,412 licensed childcare slots in 2010. This reflects capacity to care for about 1/3 of children under age 5 residing in the area.
- Figure 4** In Outagamie County, the annual cost of childcare amounted to 10%-11% of the median household income of families with children (U.S. Census). Weekly costs to care for a child were up 25% since 2006. In 2010, Wisconsin ranked fourth-highest among all states on childcare costs relative to family income (National Association of Child Care Resource & Referral Agencies).
- In 2010, child care teacher wages in the Fox Cities were \$10.48 compared to \$9.85/hour in 2006, a 5% increase.

Figure 4

Average Weekly Group Childcare Costs, Outagamie County		
	Infant	Child age 3-4
2006	\$171	\$139
2010	\$206	\$174

Source: Child Care Resources & Referral

Progress and Concerns

More children appear to be in licensed care settings since the 2005 LIFE Study, and the quality of childcare is beginning to be measured with Wisconsin's newly implemented YoungStar system. Average wages for childcare teachers have grown by \$0.63 per hour in past five years.

Locally, the nonprofit YMCA is a major provider of quality child care and offers subsidies for low income families and convenient scheduling. However, there was consensus among our LIFE at Home expert panel, family focus group participants, and community survey respondents that the high cost of childcare was a definite concern, as costs grew 25% since 2006 and amount to a tenth of family income.

Figure 1

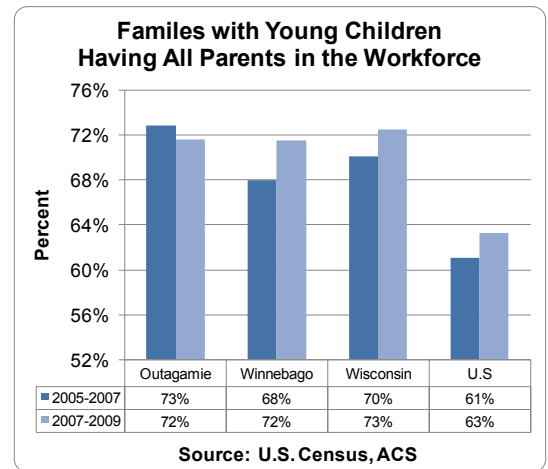


Figure 2

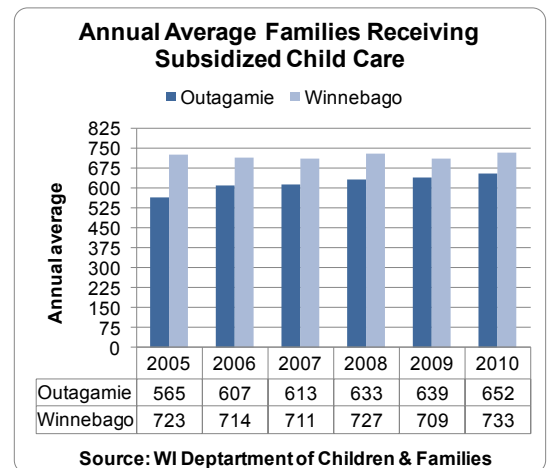
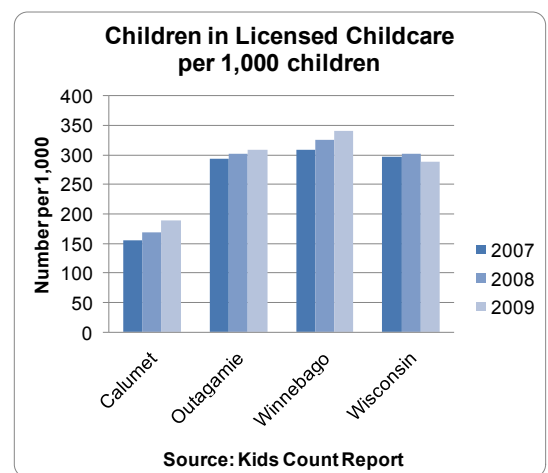


Figure 3



On the community survey, 22% of families with children rated the area below average on availability of affordable, quality child care

Disability and Support

Figure 1

Percent of Population with a Disability						
	Age: 17 and under		18-64		65 and over	
	2008	2009	2008	2009	2008	2009
Outagamie	2.9	2.2	8.2	6.6	26.7	33.7
Winnebago	6.2	4.5	8.7	8.3	30.6	33.2
Wisconsin	3.9	3.8	8.7	8.8	33.1	32.8
U.S.	3.9	3.9	10.1	10.1	38.1	37.4

Source: U.S. Census, ACS One Year Estimates (Calumet n/a)

Data Highlights

- **Figure 1** The percent of children and adults under the age of 65 with disabilities decreased between 2008 and 2009 in Outagamie Winnebago counties while the percentage has increased for those older than 65. State and nationwide, the percentage of the population with a disability slightly decreased for those older than 65.
- **Figure 2** Since the previous LIFE Study (2005-2006), many agencies serving people with disabilities have added or re-configured programs making it impossible to compare to previous data. More recently, two agencies (The Arc and Fox Valley Siblings) have seen a 44% and 14% increase in clients served over the past three years.

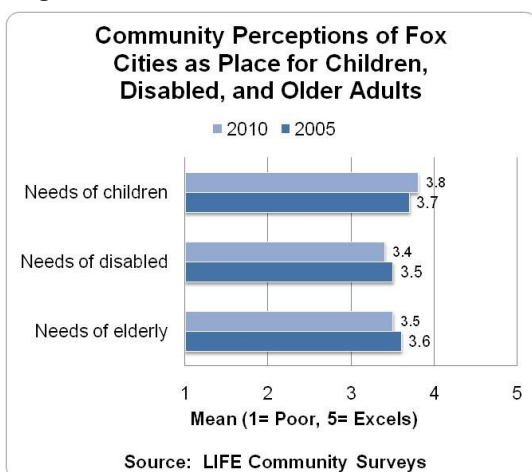
Figure 2

Clients Served by Selected Organizations			
	2008	2009	2010
Easter Seals	219	143	n/a
The ARC Fox Cities	2,117	2,929	3,042
CP of Mid East Wisconsin	670	688	674
Fox Valley Sibling Support Network	1346	1,586	1,541

Source: Data provided by organizations

- **Figure 3** In 2010, ratings by community members were similar to 2005 ratings at how well the Fox Cities area meets the needs of children, individuals who have disabilities, and the elderly.
- Enrollment in Wisconsin's Birth to Three program (serving children with developmental delays or disabilities) declined in all three counties. In 2009, Calumet County had 28 kids per 1,000 enrolled, Outagamie County had 25, and Winnebago County, 20, and statewide, 28 per 1,000.
- Use of paratransit for people with special needs declined by 31% between 2008 and 2010, when 112,820 rides were provided, still an average of over 300 per day.
- In the community survey, 20% of survey respondents said that "they had been significantly impacted by having to care for an elderly family member." Likewise, our focus group of older adults discussed their concerns about the ability to care for an aging spouse.

Figure 3



Progress and Concerns

We convened area experts for our sector panel to discuss the needs of vulnerable groups. They pointed to effective nonprofit services in the Fox Cities that, often collaboratively, provide strong programs for people with disabilities. Paratransit services are well used but have declined recently.

Experts are concerned by what they see as growing gaps in care management for people with disabilities (of all ages), insufficient respite care, and reductions in public funding for programs that keep individuals successful and independent in the community.

66% of the community and 68% of leaders rated the area Good or Excellent as a place for persons with disabilities.

Elderly Persons and Support

Data Highlights

Data on Elder Abuse shown in the Safe LIFE section.

- **Figure 1** The percentage of the population age 65 and over declined in Calumet and Winnebago Counties since 2005-07 estimates, compared to Outagamie County which held steady at 9%, matching the U.S. average.
- **Figure 2** In Outagamie and Winnebago counties, respectively, 43% and 46% of older adults lived alone, exceeding the Wisconsin and U.S. averages.
- **Figure 3** The percentage of persons over age 65 living in poverty rose in Outagamie and Winnebago Counties and equaled or exceeded Wisconsin's rate in 2007-09. Calumet County saw a slight decline in the percent of older adults living in poverty .
- Deaths due to Alzheimer's Disease in the three county area (combined) rose from 76 in 2007 to 95 in 2008, and again declining to 74 deaths from this cause in 2009.
- There were 211 reports of elder abuse in the three counties combined in 2009 (reporting methods changed in 2008, preventing comparisons to past years). Experts believed that much of the abuse that occurs goes unreported. Details shown in Safety section.
- Experts and older adults that participated in LIFE study panels/focus groups discussed concerns about housing (safety, affordability, accessibility, and the ability to provide upkeep); transportation that allows them to remain involved, and a feeling of being left behind and more isolated due to insufficient technology. They expressed a desire to have more ways to build relationships with young people. In addition, they stressed the importance and quality of programs and services offered at the Thompson Center, urging expansion of these efforts to outlying areas of the Fox Cities.

Progress and Concerns

Family Care Support Coalitions are being initiated in Fox Cities counties to help individuals caring for a loved one. The Fox Cities area is not yet seeing dramatic growth in the numbers of older individuals that is anticipated in the near future and area leaders and community members see the area positively as a place for retirement and for persons with disabilities. But area experts urge greater preparation for what will be growing needs of the elderly. In the Fox Cities area, a higher percentage of older adults live in poverty than in the recent past, while more live alone. Major barriers to successful independence of older adults include society's emphasis on technology, insufficient access to accessible and low-maintenance housing, and challenges of transportation, especially for poor older adults who are likely to live alone.

Figure 1

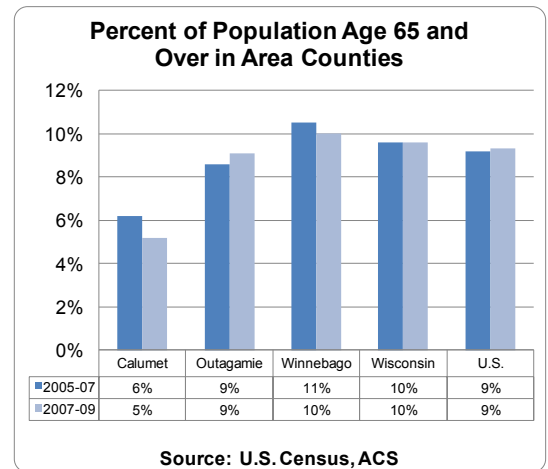


Figure 2

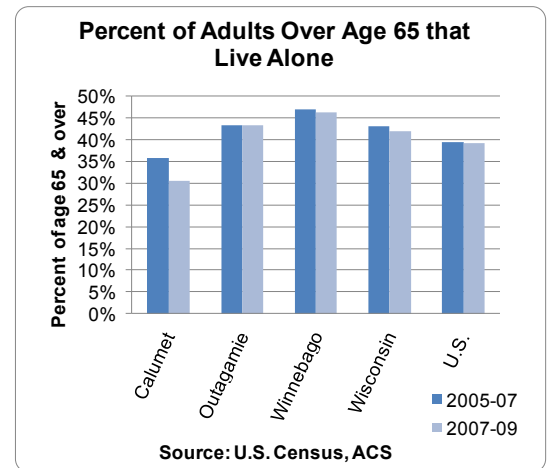
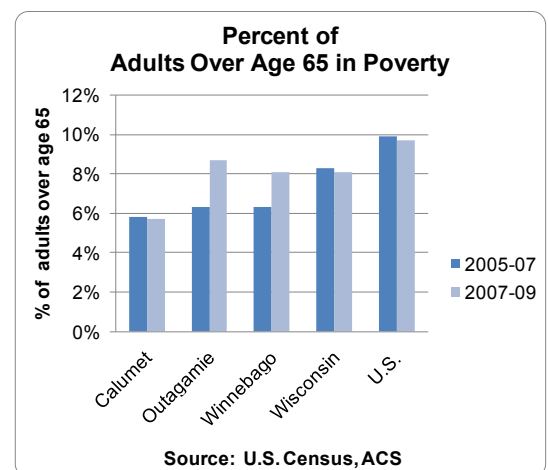


Figure 3



40% of community members rated the Fox Cities area above average as a place that meets the needs of elderly persons

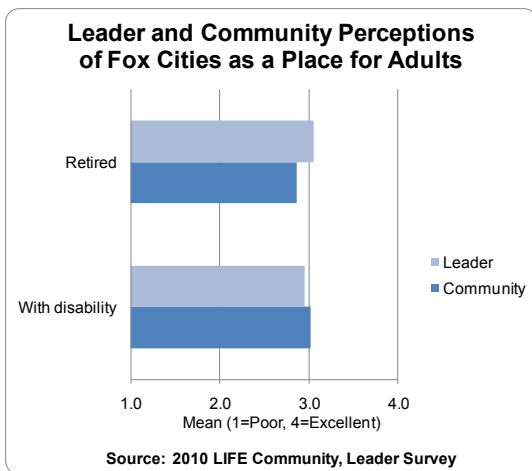
Elderly Persons and Support, cont.

Figure 1

Long Term Care Community Options and Medical Assistance (MA) Waiver Caseloads					
	Recipients		% change	Wait list	
	2008	2009		2008	2009
Calumet	256	290	13%	0	1
Outagamie	739	766	4%	300	445
Winnebago	1,254	1,322	5%	228	165

Source: WI Department of Health Services

Figure 2



Data Highlights

- Figure 1** Counties provide long term care services for persons with disabilities or the elderly through the Community Options and Medicaid Waiver programs. In 2009, all three counties served more people, while the waiting list for persons in Outagamie County grew nearly 50% reaching 445. According to our expert panels, poorer elderly residents have declining access to long term support services.
- Figure 2** Leaders and community members were similar in how they rated the area as a place to live for retirees and for persons with a disability. On a scale from 1 (Poor) to 4 (Excellent), both groups rated the area Good.
- Living Assistance is a collaboration between Clarity Care, American Red Cross—Outagamie County and Fox Valley Lutheran Homes. Beginning in 2009, these organizations have integrated efforts to identify isolated low-income elderly individuals, and then coordinated intake, assessment and support services to this population.
- Rebuilding Together Fox Valley is an organization that helps elderly and disabled people stay safely in their homes by remodeling and making their homes accessible.
- Midwest Stay at Home Care, a Thrivent Financial program, is a new initiative in 2011 to provide high-quality affordable care, allowing older adults to stay in their homes independently and safely.

Progress and Concerns

Several strong efforts to support the older adult population are underway, including the expanded programming of the Thompson Center and other initiatives to enable older adults to remain independent through support services and improvements to existing homes. Aging and Disability Resource Centers are supporting the population.

Counties provide long term care services for individuals with disabilities and older adults with funding for the Community Options and Medicaid Waiver programs. Before Wisconsin's 2011-2013 budgetary cutbacks, counties were in various stages of implementing a new model of care delivery, Family Care, which provides long term care case management for all elderly or disabled residents. Winnebago County had already implemented Family Care when state policies changed, while Outagamie County will go forward with a partially implemented program, with uncertain impacts on services.

19% of community members reported being "significantly impacted by needing to care for an elderly family member."

Family Supportiveness

Data Highlights

- **Figure 1** Births to mothers with no high school degree declined in recent years to between 6% and 10% of all births locally, falling well below the 2009 U.S. rate of 17%.
- **Figure 2** In the three counties of the Fox Cities area, between 19% (Calumet) and 34% (Winnebago County) of births were to an unmarried mother, compared to 37% in Wisconsin and 41% in the U.S.
- **Figure 3** The percent of at-risk births (eligible for Medicaid) identified at the hospital increased by over 10% for all three area counties between 2005 and 2008, though it remained below the state average (2009 data not available).
- **Figure 4** The teen birth rate has dropped in Calumet County, but in Outagamie and Winnebago counties, the rate is up to 24 and 23 teen births per 1,000 teens, respectively, compared to 30 per 1,000 in Wisconsin and 39 in the U.S. In 2009, there was a total of 308 teen births in the three county area compared to 285 in 2006.
- The rate of children in foster care declined slightly in the three county area between 2005-07 (the most recent data available): in Calumet and Outagamie County 1.5 per 1,000 kids and Winnebago County, 4.6, still lower than Wisconsin's overall rate of 6.1.

Figure 4

	Teen Birth Rate Per 1,000 teens (age 15-19)			
	2006	2007	2008	2009
Calumet	16	14	17	13
Outagamie	20	23	23	24
Winnebago	22	21	22	23
Wisconsin	31	32	31	30
U.S.	42	43	42	39

Source: Local Health Profile Reports

Progress and Concerns

At risk births (defined a variety of ways) are rising. We know that children have fewer advantages when living in single parent households or homes with less-educated parents. These early challenges create increased developmental risks for children, resulting in longer term issues. Aside from the difficulties posed to the individual, the community bears a greater cost in the long run for every at-risk birth that occurs.

Figure 1

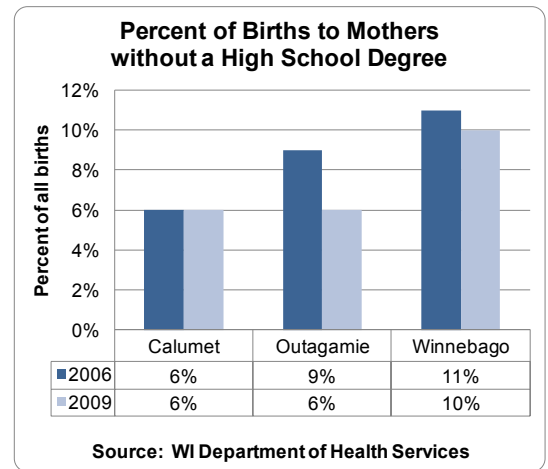


Figure 2

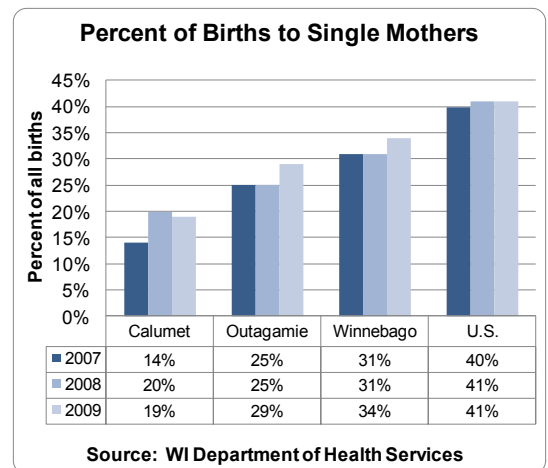
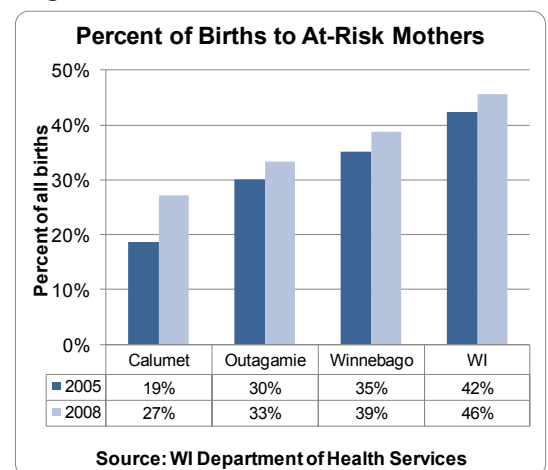


Figure 3



97% of community members rated the Fox Cities good or excellent as a place to raise a family

Family Supportiveness, cont.

Figure 1

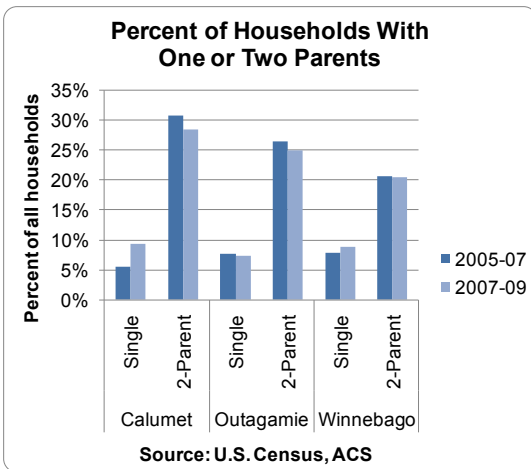


Figure 2

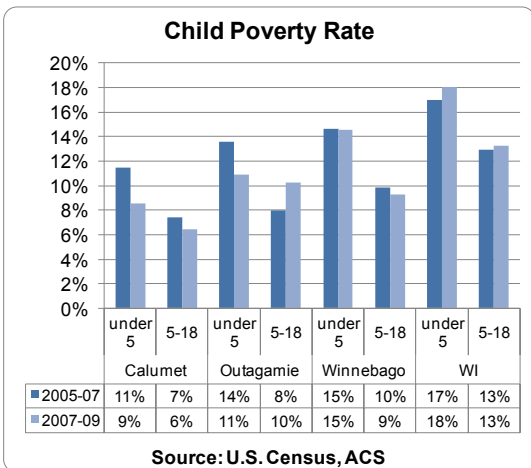
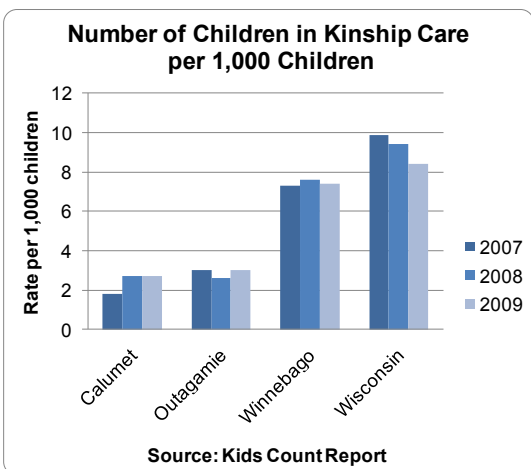


Figure 3



77% of leaders rated the Fox Cities good or excellent at caring for children, older adults, and individuals with disabilities

Data Highlights

- Figure 1** Calumet and Outagamie Counties each had higher rates than in the U.S. of two-parent families (28% and 25%, respectively, compared to 21% in the U.S.). In two of the three counties in the Fox Cities area, the percent of households with two parents declined as the percent of single-parent households rose.
- Figure 2** Locally, child poverty rates were much lower than in the U.S. overall. In the three county area, between 9% and 15% of very young children (under age 5) were classified as in poverty in 2007-09 estimates, while between 6-10% of children age 5 to 18 were so classified. In the U.S., 22% of children under age 5 and 17% of those age 5 to 18 were in poverty in 2007-09, a slight increase over 2005-07. It is important to keep in mind that these data are Census estimates using the average rate over three years and recent events may not be reflected well.
- Figure 3** Children in Calumet and Winnebago Counties participated in Kinship Care (a statewide program where a child is raised by a relative) at a lower rate than in Wisconsin, although Winnebago County children participated at a rate closer to the state average.
- In 2010, 97% of adults responding to the community survey rated the Fox Cities area Good or Excellent as a place to raise a family, compared to 89% in 2005.
- Experts in several sector panels noted that they had experienced a higher number of children and families in poverty in the most recent time period.

Progress and Concerns

Both community members and leaders view the Fox Cities as a great place to raise a family and the numerous programs, quality schools, and other amenities bear that out. It is possible that a large portion of families is unaware of many opportunities and support services that exist, according to our expert panel and our family focus group participants. They urged greater communication with families about programs and services that might be there to assist them in raising their children.

Families in the Fox Cities are changing, however, with more single parent households. These households, with one income, have higher poverty rates and more challenges in managing the home life while having time for a child. It is unclear why the area has a lower rate than statewide of children who are raised by a relative through the Wisconsin Kinship Care program.

Youth Development

Data Highlights

Additional Youth Risk Behavior Survey (YRBS) data are available in A Healthy LIFE and A Safe LIFE sections of the full report.

- Figure 1** Outagamie County reported that less than .5% of youth were out of school and unemployed in 2007-09. Although below the U.S. average, youth in Winnebago County out of school and unemployed rose to 1.5% in 2007-09. Data are not available for Calumet County.
- Figure 2** The Youth Risk Behavior Survey (YRBS) shows that for the most part, Fox Cities youth reflect other students in Wisconsin (combined data aggregated by CESA 6). Surprisingly, just over half report their health is good/excellent, while almost 1 in 5 said that they had 8 or more days of poor mental health in the past 30 days. A clear minority fear for safety at their schools or have been bullied in the past year and half feel that bullying is a problem at school. Concerns related to cyber-bullying and texting have grown nationally.
- Figure 3** Participation in extracurricular activities varies widely at public schools in the Fox Cities area.
- In several panels, experts discussed what they described as youth transitioning to adulthood and the fact that many are poorly prepared with goals and skills, especially youth from underprivileged backgrounds.
- On a scale from 1 (Poor) to 5 (Excels), community members with children rated the Fox Cities area 3.8 as a place with opportunities for youth to participate in positive activities.
- 41% of leaders urged the area to place high priority on the healthy development of all youth compared to 30% in 2005.

Figure 1

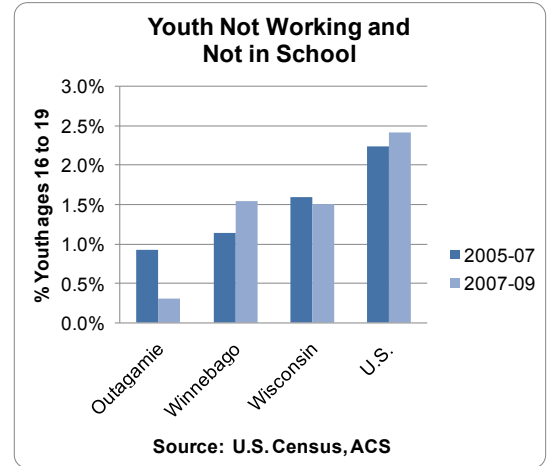


Figure 2

	Fox Cities %	WI %
Excellent/good health	56	61
Poor mental health 8/ past 30 days or more	17	15
Depressed 2+ weeks, past year	21	21
Violence is problem at my school (%agree)	24	21
Purposely harmed self 2+ times, past year	13	9
Bullied at school, past year	24	23
Bullying is problem at my school (% agree)	46	42
Mostly/always feel safe at school	81	86
Went hungry sometimes or often	16	13
Watch TV 3+ hours, avg. school day	20	22
Video/computer 3+ hours, avg. school day	19	19

Source: Youth Risk Behavior Survey (YRBS)

Figure 3

	Academic	Athletic	Music
Appleton	46%	37%	29%
Freedom	56%	68%	27%
Hortonville	25%	42%	21%
Kaukauna	43%	40%	6%
Kimberly	85%	61%	25%
Little Chute	64%	54%	20%
Menasha	31%	43%	18%
Neenah	31%	31%	6%

Source: WI Department of Public Instruction













Progress and Concerns





The data shown here will form the first area-wide baseline of rates of risk behavior by youth. Since the 2005-06 LIFE Study, area schools have collaborated on the timing and methods of conducting the Youth Risk Behavior Survey, an instrument used by the Centers for Disease control to assess student behavior across the nation. Experts tell us that recent data will show that a greater number of youth have attempted to take their own lives. Approximately one in five youth report mental health concerns while nearly half indicate concerns about bullying at school. Youth are spending many hours a day watching TV and interacting with electronic devices.

LIFE of Learning



Highlighted Indicators

Current	Trend	
		Students eligible for Free and Reduced Lunch program
		Third graders reading at proficient or advanced levels
		Math and Science Scores of 10th graders
		Four year graduation rate
		Percent of adult population with post-high school degree
		Community and leader perceptions of education

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities is defined as:

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

- Youth and children view school positively and develop their skills and unique talents to prepare them for viable careers and a lifetime of learning
- Adults (young and returning) seeking new skills or qualifications can obtain affordable higher education leading to improved career development
- Adults have the opportunity to enroll in personal enrichment programs and other lifelong learning activities that are plentiful, affordable, and satisfying

LIFE of Learning

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

<u>Page</u>	<u>Data Shown</u>
K-12 Education Profile	Enrollment in public, private, and home schools Enrollment in 4 year old Kindergarten Special populations of students (low income, disability) Truancy rate Attendance rates of 5th graders
Education for All Students	<i>Percent of students eligible for free and reduced lunch *</i> Academic performance of economically disadvantaged students Head Start enrollment and waiting list Percent of special education students that graduate Suspension rate by gender
Student Achievement	<i>Third graders reading at proficient or advanced levels *</i> <i>Math and science scores of 4th and 10th graders *</i> ACT scores
Support for Education	Student teacher ratio Expenditures per pupil Students enrolled in extra-curricular activities in public high schools
Student Success	<i>Four-year graduation rate *</i> High school drop out rate Percent of students enrolled in post-secondary education
Higher Education	<i>Percent of adult population with post high school degree*</i> Enrollment and tuition costs of nearby higher ed institutions Enrollment at local institutions, including returning adults Availability of/enrollment in area Master's degree programs
Lifelong Learning	Utilization of adult literacy services Utilization of English as a Second Language (ESL) classes

* *Highlighted Indicator*

For more information on learning and education:

Demographic and enrollment statistics, public and private K-12 education, achievement <http://dpi.wi.gov>
 Fox Valley Literacy Coalition, Inc., www.fvlc.net
 Fox Valley Technical College, www.fvtc.edu
 Lawrence University, www.lawrence.edu
 University of Wisconsin—Fox Valley <http://www.uwfoxvalley.uwc.edu>
 University of Wisconsin—Green Bay www.uwgb.edu
 University of Wisconsin—Oshkosh www.uwosh.edu

K-12 Education Profile

Data Highlights

Unless districts are listed individually, we refer to “Fox Cities area” statistics, which are a weighted average for all of the Fox Cities public school districts.

- Figure 1** According to the Wisconsin Department of Public Instruction (DPI), the Fox Cities area schools enrolled 40,503 students in Pre-Kindergarten (Pre-K) through 12th grade in 2010-11. Private school enrollment totaled 6,711 while 686 students were home-schooled that year. In 2004-05, 7,700 area students enrolled in private schools and 713 were home schooled.
- Enrollment in pre-kindergarten has risen. In 2010-11, Fox Cities public school districts had 1,670 Pre-K students compared to 1,372 in 2008-09 (DPI).
- Figure 2** Student demographics vary widely among Fox Cities schools. Non-white students made up between 6-23% of the Fox Cities students in 2009-10 compared to 4-18% in 2004-05. During 2009-10, between 11% and 52% of Fox Cities students were considered low income (i.e., qualified for the Free and Reduced Lunch Program), compared to 6%-32% in 2004-2005. During 2009-10, 10-16% of Fox Cities students had a disability (learning, emotional, cognitive, or other disabilities requiring special education).
- Figure 3** The percentage of students habitually truant—absent without permission for more than 5 school days—has decreased in the Fox Cities and Wisconsin as a whole since 2006-07.
- Attendance rates by 5th graders was highlighted by our expert panels as data that would predict a youth’s later success, as this is an age where students can become less engaged, leading to challenges in later grades. In the Fox Cities area, attendance by 5th graders averaged 96.0%, compared to the statewide rate of 95.6% (days present of days school was held).

Progress and Concerns

The Fox Cities area continues to experience changes in student enrollment reflecting area-wide trends. Area districts are serving more low-income students than in the past, while the average percentage of students with disabilities remains fairly consistent with past years, ranging between 10 and 16% of students in area schools.

Area organizations are addressing the challenge of truancy: the Appleton Area School District now runs a “Truancy Court” to address truancy issues among its students, while the Boys and Girls Club of the Fox Valley now tracks its members’ absenteeism in an effort to improve attendance.

Figure 1

Fox Cities Student Enrollment Changes			
	PreK-12 2005-06	PreK-12 2010-2011	% change
Appleton	15,212	15,189	0%
Freedom	1,584	1,628	3%
Hortonville	3,188	3,557	12%
Kaukauna	3,935	3,959	1%
Kimberly	4,047	4,641	15%
Little Chute	1,512	1,485	-2%
Menasha	3,709	3,699	<1%
Neenah	6,332	6,345	<1%
Total	39,519	40,503	2%

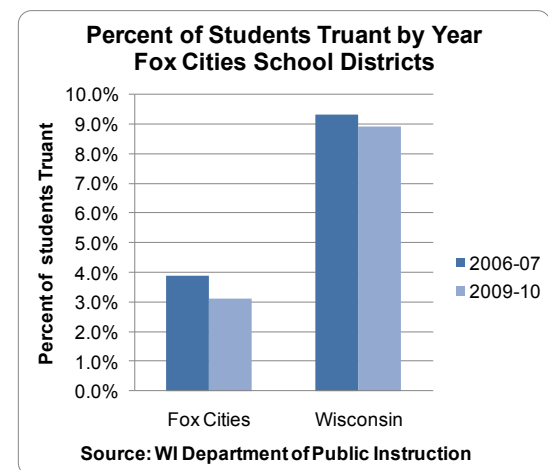
Source: WI Department of Public Instruction

Figure 2

Fox Cities Student Characteristics 2009-2010			
	% Non-White	% Low Income	% Disabled (HS)
Appleton	23%	36%	14%
Freedom	6%	19%	11%
Hortonville	6%	15%	13%
Kaukauna	9%	25%	14%
Kimberly	6%	11%	10%
Little Chute	11%	32%	13%
Menasha	25%	52%	14%
Neenah	11%	26%	16%

Source: WI Department of Public Instruction

Figure 3



97% of leaders and 86% of the community scored the Fox Cities good or excellent at providing effective education

Education for All Students

Figure 1

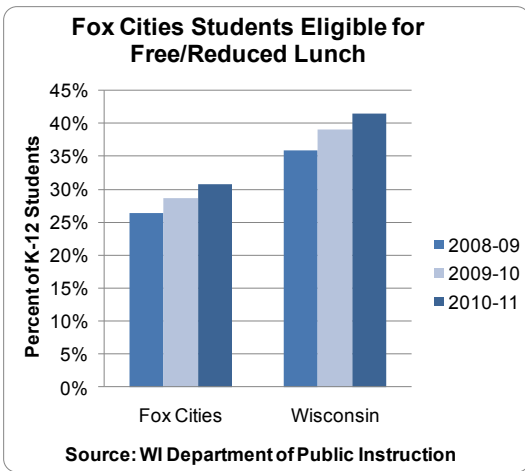


Figure 2

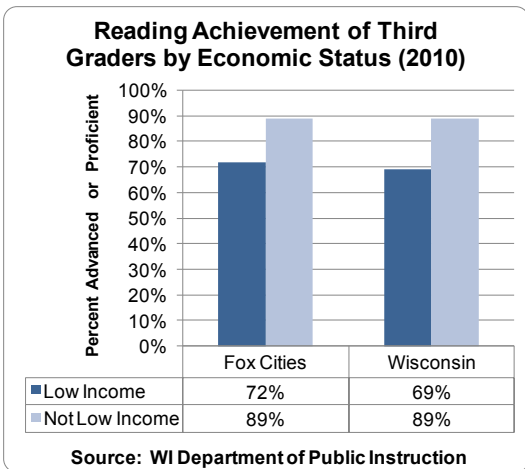


Figure 3

Head Start Enrollment, 2010		
	Enrolled	Waitlist
Calumet	49	2
Outagamie	275	38
Winnebago	397	57

Source: UW-Oshkosh Head Start

Data Highlights

Unless districts are listed individually, we refer to "Fox Cities area" statistics, which are a weighted average for all of the Fox Cities public school districts.

- Figure 1** The percentage of students eligible for the Free and Reduced Lunch program in the Fox Cities area has increased gradually between 2008-09 and 2010-11, with 35% of Appleton Area School District students now eligible. The percentage of students eligible has also increased to 41% statewide (Wisconsin Department of Public Instruction, DPI).
- Figure 2** In November 2010, only 72% of economically disadvantaged third graders (eligible for the Free and Reduced Lunch program) in the Fox Cities scored Proficient or Advanced on reading achievement tests compared to 89% of non-disadvantaged students. Statewide, low income students achieved Advanced/Proficient at an even lower rate, 69% (DPI).
- Figure 3** In the three county area, 721 students participated in the Head Start program in 2010 (note: only 2010 data available).
- Just over 13% of students in the Fox Cities area districts are diagnosed with a special education need. In 2008-09, 75% of these students graduated from high school on time (four years), compared to non-disabled students who graduated at the rate of 92%. Wisconsin's graduation rate for students with disabilities is 79% (DPI). Many students who do not graduate in four years go on to complete a high school degree later.
- In Fox Cities area school districts in 2009-10, male students were suspended more than twice the rates of females: districts report that between 2% to 9% of males were suspended compared to 0.4 to 3.4% of females (DPI).

Progress and Concerns

Businesses and the Fox Cities Chamber of Commerce and Industry partner with schools and colleges, for example in the areas of science, technology, math and engineering. Many professional and community volunteers are found in the schools.

This is needed, because more and more area students are disadvantaged, particularly economically. Already in third grade, a fairly wide achievement gap exists between lower-income students and others.

73% of community members rated the Fox Cities area above average at meeting the educational needs of their own families

Student Achievement

Data Highlights

Unless districts are listed individually, we refer to “Fox Cities area” statistics, which are a weighted average for all of the Fox Cities public school districts.

- Figure 1** Third grade students in the Fox Cities area achieved advanced or proficient reading scores at a higher rate than students statewide (86% in 2009-10 compared to 79% in Wisconsin). However, the percentage of third graders reading at advanced or proficient levels declined every year, from 86% (2006-07) to 83% in the Fox Cities (2009-10) while the achievement of students statewide declined to 79% over the same time.
- Figure 2** More students in the Fox Cities area are proficient or advanced in math and science compared to students in Wisconsin as a whole. Scores have improved between 2007 and 2009.
- Figure 3** Fox Cities area composite ACT scores increased to an average of 23 in the Fox Cities in 2009-10. ACT scores in the state and U.S. as a whole have decreased slightly since 2005-06, to 22 and 21, respectively.
- The Fox Cities Chamber of Commerce and Industry has an Alliance for Education link with area educators to support its workforce preparation programs, such as the Christa McAuliffe Academy for Math, Science, and Technology, a summer program for educators. This link is being strengthened and expanded.
- The preparation of *all* students for work life was a concern in several expert panels: while many youth excel academically and pursue careers through college, many others, i.e., typically lower achievers or underprivileged students, lack focus and fail to develop a plan for careers after high school. This was also a concern by young people who participated in focus groups.

Progress and Concerns

While third grade reading achievement has declined, math and science test scores have improved in the past two years. Locally, there has been a renewed emphasis on math and sciences with collaboration by local businesses and professional volunteers. ACT scores of area college-bound youth have risen and are much higher than Wisconsin and U.S. scores.

As a predictor of later school and career success, third grade reading levels should spark concern not only among educators, but also among civic and business leaders and the community at large. Investments at this age and younger, right down through birth, will pay long-term dividends for the individual child and for the community as a whole.

Figure 1

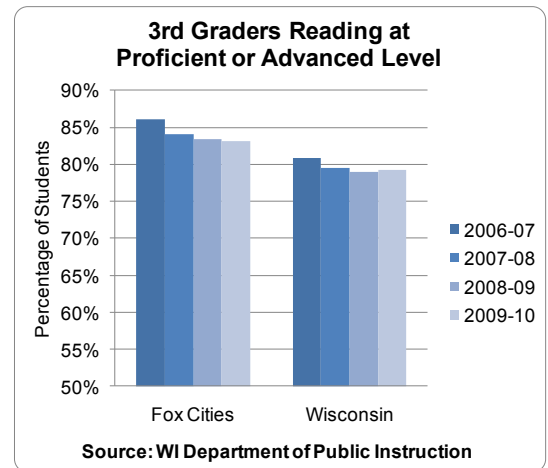
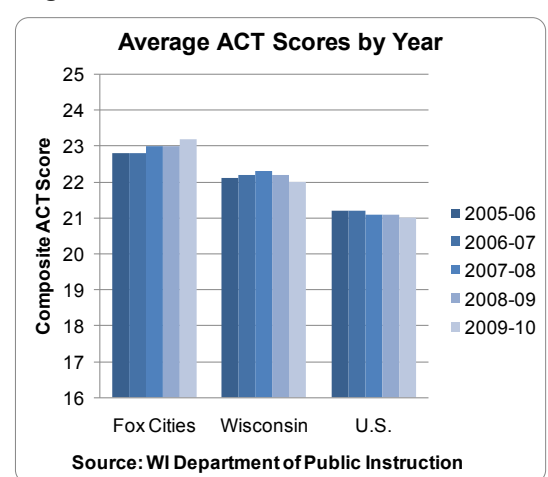


Figure 2

Subject	Year	Fox Cities (%)	Wisconsin (%)
Math	2007	82%	77%
	2009	85%	81%
10th	2007	77%	69%
	2009	84%	70%
Science	2007	81%	75%
	2009	81%	77%
10th	2007	78%	72%
	2009	79%	72%

Source: WI Department of Public Instruction

Figure 3



64% of leaders rated the Fox Cities area good or excellent at investing needed resources for education in the future

Support for Education

Figure 1

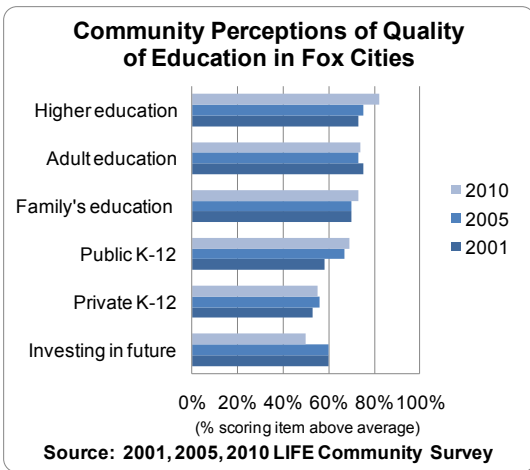


Figure 2

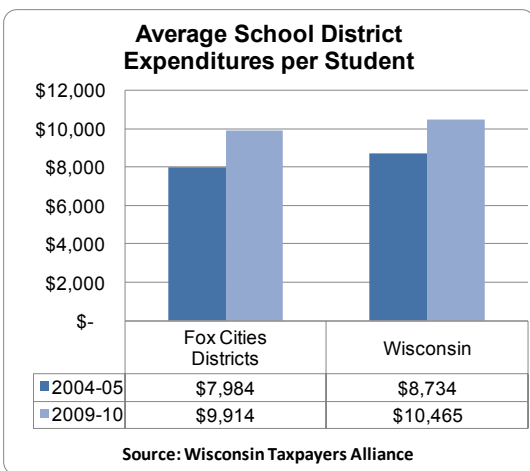


Figure 3

	Academic	Athletic	Music
Appleton	46%	37%	29%
Freedom	56%	68%	27%
Hortonville	25%	42%	21%
Kaukauna	43%	40%	6%
Kimberly	85%	61%	25%
Little Chute	64%	54%	20%
Menasha	31%	43%	18%
Neenah	31%	31%	6%

Source: WI Department of Public Instruction, School Performance Reports

50% of leaders gave "strengthening the education system at all levels" a high priority

Data Highlights

Unless districts are listed individually, we refer to "Fox Cities area" statistics, which are a weighted average for all of the Fox Cities public school districts.

- Figure 1** Community members whom we surveyed in spring of 2011 scored the quality of education in the Fox Cities higher than they did in 2005 or 2001. The quality of higher and adult education options were the highest rated items. A steep drop occurred between 2005 and 2010 in the percent of persons who thought the area is doing an above average job of investing to ensure a strong educational system in the future.
- Leaders (surveyed in the fall of 2010) showed a similar pattern, scoring education favorably overall but lower on investing the needed resources for the future: in 2010, 64% scored Good or Excellent, compared to 74% in 2005.
- Figure 2** The average school district expenditure per student (\$9,914 in 2009-10) increased by nearly \$2,000 for Fox Cities area districts from the 2004-05. The state average is slightly higher at \$10,465 per student.
- Figure 3** Public school students in grades 6-12 in the Fox Cities area are involved in extracurricular activities to varying degrees, depending on the school district. The largest percentage of students engage in academic extracurricular programs. Participation in athletic activities account for between 31 and 68% of students while fewer, between 6% and 29%, are involved in music activities.
- The student-teacher ratio decreased between 2007 and 2010 in the Fox Cities area districts. In 2010, the area weighted average ratio was 13.9 students per licensed educator, compared to 15.0 to 1 in 2003-04.
- Over the last two school years, property taxes, a major funding source for the public schools, have risen by 5% in Calumet County, 2% in Outagamie County, and 3% in Winnebago County compared to an average of 5% in Wisconsin.

Progress and Concerns

According to our sector experts in education, our surveys, and secondary data, the Fox Cities area offers good educational opportunities at all levels and for diverse learners. There are high attendance and graduation rates and generally high achievement test scores.

However, in the 2010 LIFE Study, a major decline appeared in the community's and leaders' confidence that the area is investing the needed resources to ensure a strong education system in the future. A major concern among expert panel participants in several panels were young adults, aged 18 to 25, who had not gone to college but left high school with insufficient skills to succeed in the workplace.

Student Success

Data Highlights

GED/HSED information shown on Lifelong Learning page.

Unless districts are listed individually, we refer to "Fox Cities area" statistics, which are a weighted average for all of the Fox Cities public school districts.

- Figure 1** The weighted average four-year graduation rate of Fox Cities area districts was 93% in 2009-10, compared to the state's average of 86%. The rate has fallen from 95% in 2005-06. Note: the state's method of calculating the four-year graduation rate changed in 2009-10.
- In the Fox Cities area, 1.2% of students dropped out of school in 2008-09, up from 0.7% in 2005-06, but still below the Wisconsin average of 1.6%. The dropout rate is the percent of students expected to complete the school term that drop out.
- Figure 2** 58% of students in the Fox Cities had post-graduation plans that included attending a 4-year college, while 27% planned to attend a vocational or technical college, and 12% had other plans or were uncertain.
- The extent to which community members have met their own family's educational needs has remained similar to 2005, when 79% of community members scored this item excellent, compared to 77% in 2010.
- Figure 3** In 2010, leaders scored the area very highly on higher education, quality of K-12 schools, and adult education (as they had in 2005). Their ratings were less positive relating to how well the area was providing quality education for students with special needs and investing in the future education system.

Progress and Concerns

Graduation and dropout rates compared favorably to statewide averages, yet the four-year high school completion rate has declined from 95 to 93% over five years, and the dropout rate has inched up. While these data are not yet cause for concern, they are heading in the wrong direction. They lend credence to the point made by experts across several LIFE Study sectors panels when they articulated a concern about the growing number of young adults who have graduated high school poorly equipped to succeed in a job or in planning for their future self-sufficiency.

Figure 1

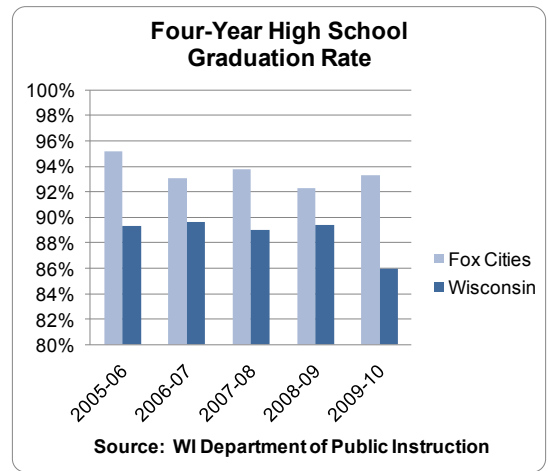


Figure 2

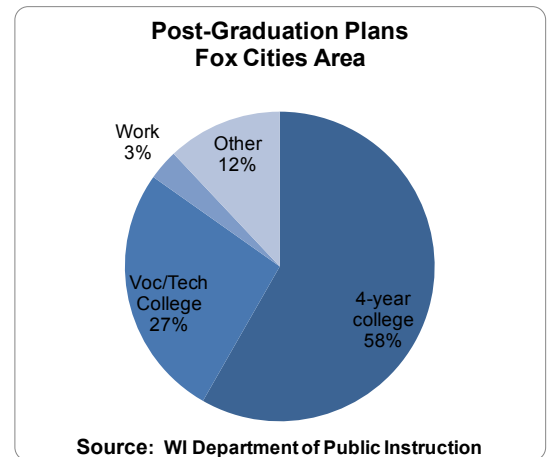
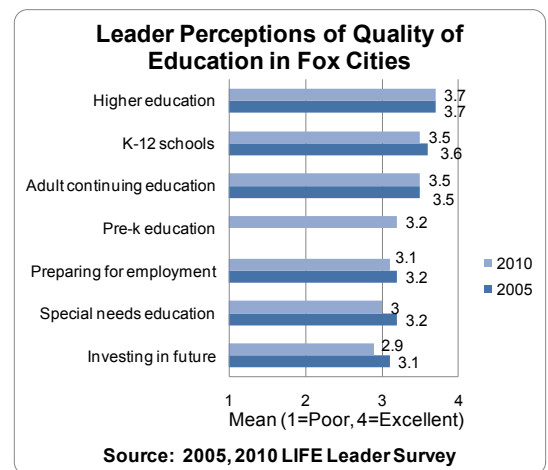


Figure 3



78% of leaders scored the Fox Cities area good or excellent at preparing employees that meet the community's workforce needs

Higher Education

Figure 1

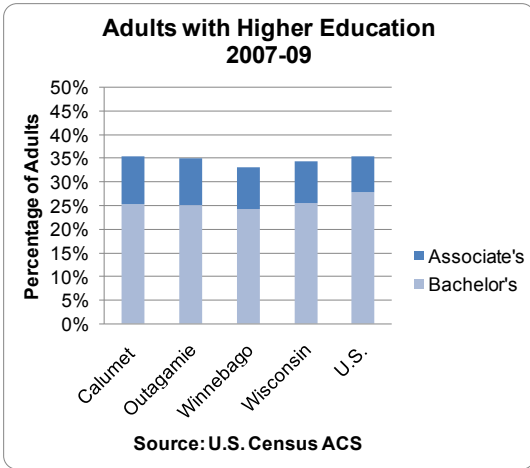
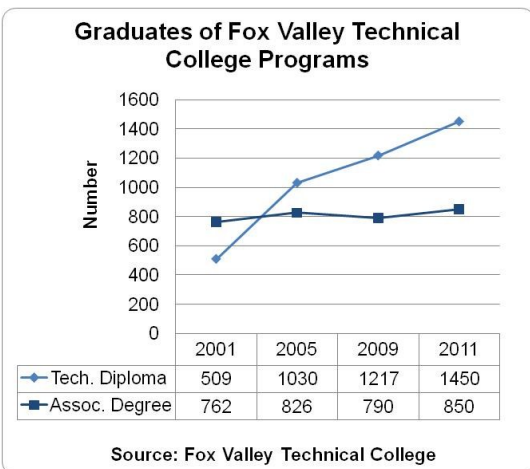


Figure 2

Institution	2010-11 FTE enrollment	2010-11 Full time tuition/fees	Tuition change 2008-11
Fox Valley Technical College	7,800	\$ 3,650	9%
Lawrence	1,553	\$ 36,312	9%
UW-Oshkosh	10,862	\$ 6,680	11%
UW-Fox Valley	1,381	\$ 4,532	0%

Source: Data provided by institutions

Figure 3



Data Highlights

- Figure 1** Attainment of higher education in Fox Cities counties has remained steady over the past five years: 24% to 25% of adults in local counties had attained a Bachelor's degree or higher (U.S. Census, 2007-09), compared to 27.8% of U.S. citizens. However, when considering the attainment of an Associate Degree, the area matches U.S. and Wisconsin educational attainment.
- Figure 2** In 2010-11, Fox Cities area public and nonprofit post-secondary schools enrolled over 26,000 students. There are 18 colleges and universities within an hour's drive of the area. However, between 2008-09 and 2010-11 year, tuition and fees for full time students has risen 9-13% at several four-year institutions in the Fox Cities (not including room, board, and other fees).
- Figure 3** Since 2005, enrollment at Fox Valley Technical College (FVTC) rose by 44% and the number of graduates grew 24% between 2005 and 2011, when 2,300 graduated with Technical Diplomas or Associate Degrees. Many occupational programs have addressed increased demand through flexible learning options and increased capacity and the college has 30 articulation agreements with four year colleges and universities. Scholarship support has increased 33% since 2006-07: the foundation awarded \$428,228 in scholarships in 2010-11.
- In 2010-11, UW-Oshkosh enrolled 1,399 graduate students, down from 1,593 in 2004-05. UW-Green Bay enrolled 247 graduate students in 2010-11, compared to 237 in 2004-05.
- According to our Community survey, on a scale of 1 (Poor) to 5 (Excellent), residents rated the quality of area higher education 4.0, a slight drop since our 2005 survey, which found a 4.2 rating.

Progress and Concerns

The area lags Wisconsin and the U.S. in attainment of Bachelor's degrees, but excels in achievement of technical and associate degrees due to the excellence of FVTC and UW-Fox Valley. FVTC has adjusted capacity to meet demands for certain majors and collaborates extensively with area businesses, having an 85% placement rate in 2010. UW-Fox Valley has added a collaborative engineering program with UW-Platteville and stronger articulation agreements with area universities to expand access to higher education. However, graduate school enrollment has declined and costs of higher education pose a barrier for residents in the dampened economy. Attributed to lower state funding, area University of Wisconsin four-year universities raised tuition 4.5% annually.

72% of community members gave above average ratings to higher education in the Fox Cities area

Lifelong Learning

Data Highlights

The LIFE of Arts & Culture section contains information about libraries.

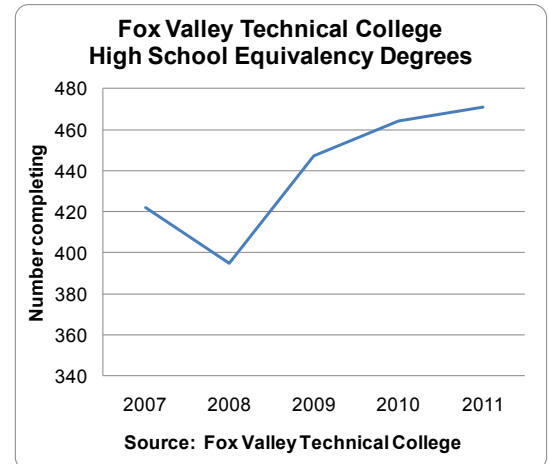
- Figure 1** Trained tutors deliver over 7,000 hours of teaching annually to support programs in Adult Basic Education and English Language learning. They report that 75% of current clients have low incomes, 60% are women, and 82% are white. Having re-organized service delivery in 2008 and 2009 to meet growing needs and become more efficient, the organization strongly emphasizes its strategic goal to train more volunteers in order to expand services (Fox Valley Literacy Coalition).
- Figure 2** Fox Valley Technical College offers a program called GOAL (Goal-Oriented Adult Learning) and testing for high school equivalency degrees (HSED or GED). Over the past four years the number of persons obtaining their high school degree in this alternative way has grown by 12%, to 471 completers in 2011.
- Participants in the Education sector panel concurred that the Fox Cities area seems to be a “learning community.”
- A number of public and private organizations in the community offer many and varied learning opportunities for adults: Lawrence University, UW-Oshkosh Learning in Retirement program, non-degree courses at UW-Fox Valley and Fox Valley Technical College, classes at the YMCA, museums, nature centers, senior centers, and other organizations encourage cross-generational opportunities to continue learning.

Figure 1

Fox Valley Literacy Coalition Services			
	2008	2009	2010
Clients	na	99	139
Volunteers	na	71	100
Waiting list	70	38	39
Adult basic education clients	26	na	40

Source: Fox Valley Literacy Coalition

Figure 2



Progress and Concerns









Expert panelists concurred that education is valued in the Fox Cities area: there are regular area-wide activities such as Fox Cities Reads and Brain to Five series sponsored by the Appleton Education Foundation. Events and opportunities confirm that belief. For the very young, Child Care Resources & Referral and United Way Fox Cities are partnering to offer the Early Language and Literacy Initiative (ELLI). Opportunities continue for adults, while older adults enjoy even more benefits directed toward them. Participants in our focus group of older adults were enthusiastic about the opportunities that they had to participate in an interesting variety of programs at the Thompson Center and elsewhere.



75% of community members rated the area above average on the opportunities for adult education

LIFE in Our Natural Environment



Highlighted Indicators

Current	Trend	
		Environmental health determinants
		Percent of good air quality days
		Miles of surface water impairment
		Community and leader perceptions of the quality of the environment

Good	
Fair	
Poor	
Not rated	

Excellence” for the Fox Cities is defined as:

Community leaders and community members:

- Value 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

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

<u>Page</u>	<u>Data Shown</u>
Environmental Quality	<i>Environmental health determinants*</i>
Air Quality	<i>Percent of good air quality days*</i> Major pollutants over past year Number of facilities releasing pollutants Incidence/severity of asthma in county population
Water Quality	<i>Miles of surface waterway impairment*</i> Average feet of water clarity Municipal water utility violations
Land Quality	Park acreage per 1,000 residents Number and size of farms
Resource Use and Conservation	Percent energy from renewable sources (regional) Percent that drove alone to work Vehicle miles traveled Pounds recycled per capita Water use per capita

* *Highlighted Indicator*

For more information on the environment:

Agricultural Census Publications <http://www.agcensus.usda.gov/Publications/2007/>
 County Environmental Health Profile <http://www.dhs.wisconsin.gov/epht/Profile.htm>
 Current air quality conditions <http://airnow.gov/index.cfm?action=airnow.currentconditions>
 East Central Wisconsin Regional Planning Commission, <http://www.eastcentralrpc.org>
 EPA Safe Drinking Water database http://www.epa-echo.gov/echo/compliance_report_sdwa.html
 Information about watersheds <http://cfpub.epa.gov/surf/locate/index.cfm> <http://basineducation.uwex.edu/>
 Natural Resource Conservation Services, US Department of Agriculture <http://www.wi.nrcs.usda.gov>
 Searchable database on all aspects of environmental quality <http://www.epa.gov/enviro/>
 UW-Extension Wisconsin Lakes information <http://www.uwsp.edu/cnr/uwexlakes/understandingLakeData.pdf>
 WI DNR 2010 Wisconsin Water Quality Report http://dnr.wi.gov/org/water/condition/2010_ir/

Environmental Quality

Data Highlights

- Figure 1** In 2011, Fox Cities area counties ranked in the bottom half of Wisconsin counties in terms of the impact of the environmental determinants on health (with rankings between 34 and 56 out of 72). The University of Wisconsin Population Health Institute collaborates with the Robert Wood Johnson Foundation to analyze health outcomes and factors that influence health, including air pollution (particulate and ozone days), access to healthy foods, and access to recreational facilities.
- Figure 2** Trend lines for Winnebago and Calumet Counties show improving environmental determinant rankings since 2006. Outagamie County has worsened in its ranking from 43rd to 46th over a four year period. Winnebago County's ranking improved from 50 to 34 and Calumet County went from 69th to 56th. Note: rankings from 2008 and earlier were based a different set of factors with less emphasis on air quality.
- Figure 3** Community members rated aspects of the Fox Cities environment the same or higher than they did in 2010 than they did in 2005. On a scale of 1 (Poor) to 5 (Excellent), environmental measures scored from 3.7 (air quality) to 3.3 (lakes and rivers). A higher number of leaders rated these aspects as better than in 2005.
- 87% of leaders gave the area Good or Excellent scores on the quality of the natural environment in 2010, compared to 82% in 2005. Similarly, 89% of community members did so compared to 80% in 2005.
- In our expert panel, participants agreed that the area benefits by having strong environmental non-profit organizations and nature centers, which create good opportunities to educate the community, and especially children about the environment.
- Our expert panel was concerned by the challenges to environmental planning posed by policy changes in state government (for example, recycling and urban sprawl). As a result, communities are taking reactionary approaches.

Progress and Concerns

Since 2005, community members seemed to perceive improvement in various environmental aspects of the Fox Cities area. However, 2010 responses indicate community members are only moderately satisfied, between 3-4 on the 5 point scale. People's views on efforts to protect the environment held steady since 2005. The impact of the environment on the health of community members is in the lower half of all counties in the state, with a recent decline in Outagamie County.

Figure 1

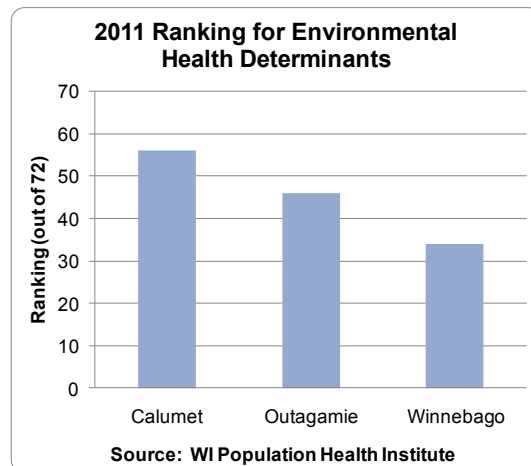


Figure 2

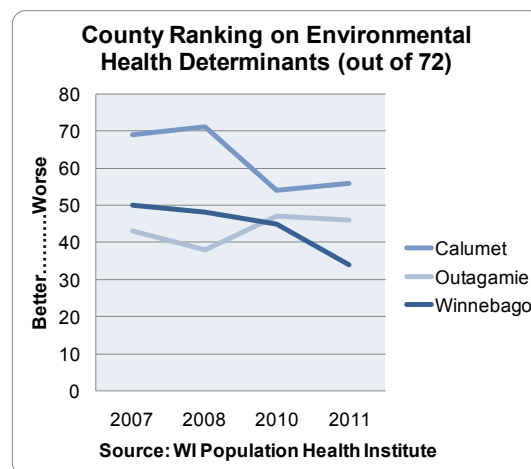
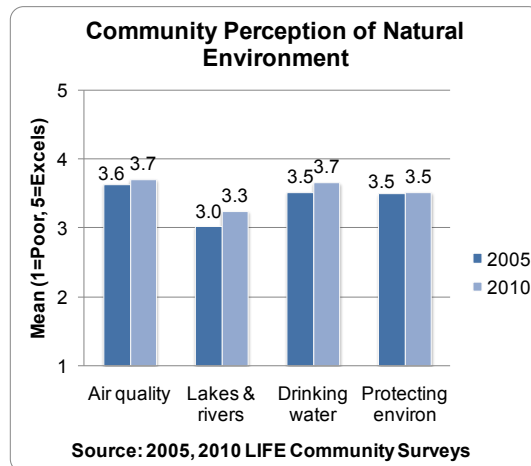


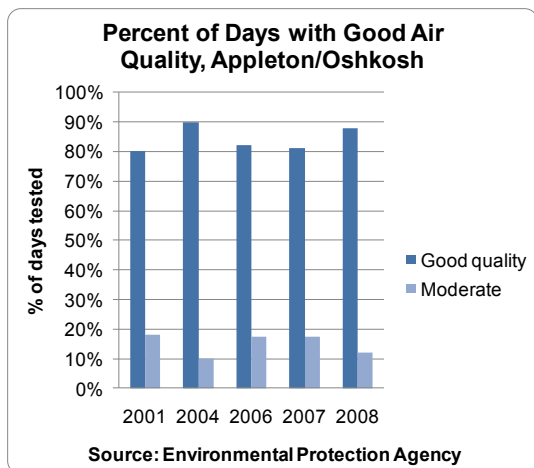
Figure 3



88% of community members and 87% of leaders rated the quality of the natural environment in the Fox Cities good or excellent

Air Quality

Figure 1



Data Highlights

- Figure 1** Since 2001, the Fox Valley area has experienced a higher number of days with good air quality (defined by the Environmental Protection Agency (EPA) as having an Air Quality Index below 50), with 88% of days tested in the Good range in 2008 and 12% of days found to be Moderate. In 2001, 82% of days were Good quality, 16% had Moderate air quality, and 2% had Poor quality.
- Figure 2** Between 2006 and 2008, there have been no days with poor air quality. As it has been for many years, on most days measured, the major pollutant was ozone and to a lesser extent, small particulates.
- Figure 3** In 2001, 39% of residents scored the air quality in the Fox Cities as above average. That had risen to 53% in 2005, and in 2010, 67% gave air quality above average ratings.

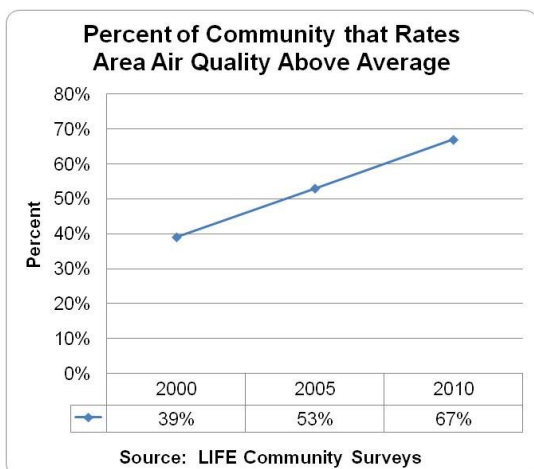
Figure 2

Percent of days with:	2006	2007	2008
Good quality	81.6%	81.1%	87.6%
Moderate quality	17.6%	17.3%	12.0%
Unhealthy-sensitive	0.8%	1.6%	0.4%
Unhealthy	0.0%	0.0%	0.0%
Major pollutant Ozone	69.8%	73.2%	79.7%
Major pollutant S02	0.0%	0.0%	0.0%
Major pollutant pm2.5	30.2%	26.8%	20.3%

Source: Environmental Protection Agency

- Compared to 188 in 2004, in 2011 there were 194 facilities releasing pollutants in the three county area: 79 released minor pollutants, 59 major, and 56 synthetic minor pollutants. Further information available at www.epa.gov/enviro/index.html.
- The American Lung Association's "State of the Air" report shows an increase in the percent of county adults diagnosed with asthma from 6.3% in 2006 to 7.0% in 2010.

Figure 3



Progress and Concerns

Although air quality is largely influenced by factors outside of the local area, local conditions show positive trends that is recognized by the community.

It is important to note that several businesses have made concerted efforts to conserve energy and reduce emissions. On the last page of this section, LIFE in the Natural Environment, we list a number of businesses certified with the Department of Natural Resources' Green Tier program. Many of the initiatives being undertaken by these organizations will lead to reduced emissions and better local air quality in the long run.

67% of community members rated the quality of the air in the Fox Cities area above average

Water Quality

Data Highlights

- Figure 1** The “Impaired Waters List” compiled by the Wisconsin Department of Natural Resources (DNR) identifies surface waters (lakes, rivers, and streams) that are not meeting their intended usage (swimming, fishing) due to pollution. In 2011, Calumet and Outagamie counties had 17 and 24 impaired waterways, respectively. Winnebago County had 30 locations with impaired water (17 designated high priority), totaling 92 miles. Most impairments were sediments and phosphorus. (No historical data.)
- Figure 2** Community surveys show that residents perceive improving water quality in lakes and rivers.
- Figure 3 Confusing line:** Water clarity is one measure of the health of a lake (although some lakes have lower clarity as an optimal state, while invasive species can affect water quality too). According to the Wisconsin DNR, depths of 5 feet and less are called “poor.” Of 10 Fox Cities area locations with longitudinal data, all sites showed poor clarity in 2010, five showed declining clarity, and three testing sites had improved. A new DNR program engages citizens to test water at these and other sites.
- For the past three years, none of the public water systems serving the three-county area has reported a health-related violation. In 2001, 38% of community members scored their drinking water Good or Excellent, rising to 51% in 2005, and again to 60% in 2010.
- Groundwater drawdown in the Lower Fox and Lake Winnebago watersheds is one of the most severe in Wisconsin, according to a report by UW Water Resources Institute. A major report to the WI Legislature by the Ground Water Coordinating Council will be made in late 2011.
- In the three counties (2009), none of the eleven community water systems (serving over 123,000 area residents) exceeded acceptable limits for Nitrate levels (although 4 systems serving 84,000 persons had “missing” data). In 2009 none of the water systems exceeded arsenic levels. Three systems did not report data in 2009.
- Members of our expert panel on the environment emphasized a continuing concern about ecosystem destruction and non-point source water pollution.

Progress and Concerns

Water recreation is one of the vital assets of Northeast Wisconsin. Public perceptions of water quality (drinking as well as surface water quality) have risen steadily for the past 10 years in our community surveys, although the public is less pleased with surface water quality. According to experts and data, impairments, reduced clarity, pollution due to runoff, and threats to groundwater show reason for concern.

Figure 1

Impaired Surface Waters by County		
	Number	Miles
Calumet	17	89
Outagamie	24	170
Winnebago	30	92

Source: WI Department of Natural Resources

Figure 2

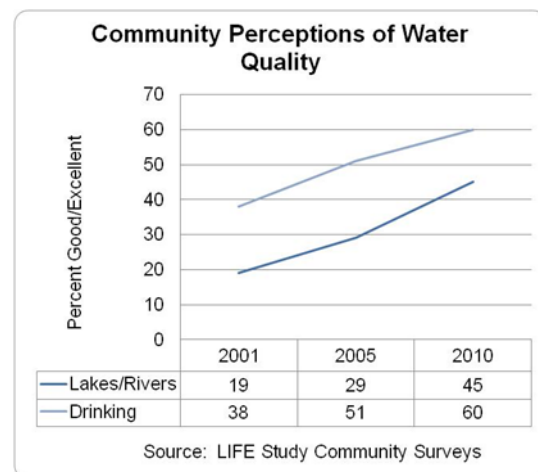


Figure 3

Average Feet of Water Clarity, Selected Lake Locations (July-Aug)			
	2008	2009	2010
Calumet			
Lake Winnebago 2 miles from Neenah	2.4	2.7	2.3
Outagamie			
Black Otter Lake Hortonville	4.1	5.4	5.8
Winnebago			
Lake Butte Des Morts Bu3	2	1.7	1.7
Lake Poygan P03	2	2.4	2.2
Lake Poygan F3	2.8	3.1	2.7
Lake Winnebago 3 Mi Oshkosh	2.6	2.9	2.8
Lake Winnebago G20	4.5	3.9	3.6
Lake Winnebago G21	3.7	3.8	2.4
Lake Winnebago L17a	3.1	3.8	3.4
Lake Winneconne K18a	2	2.4	2

Source: WI Department of Natural Resources

45% of community members scored the quality of water in lakes and streams of the Fox Cities area above average

Land quality

Figure 1

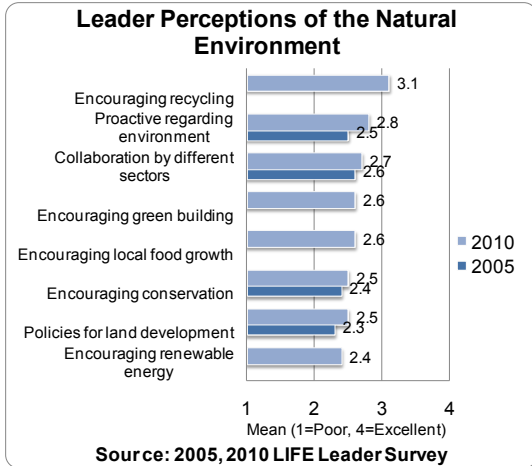
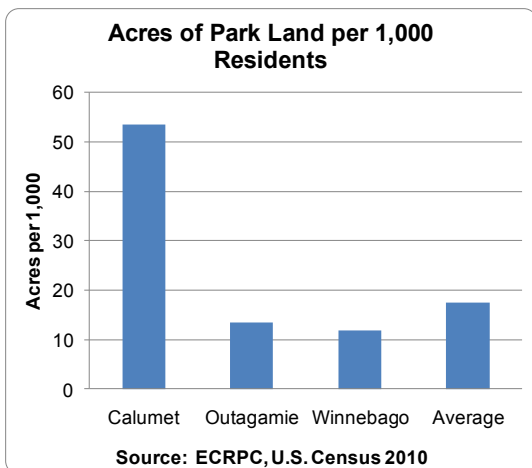


Figure 2



Data Highlights

- Figure 1** Since 2005, Leaders give the community better scores on certain aspects of environmental quality of life: being proactive regarding the environment, collaboration by different sectors, encouraging conservation, and policies for land development. However the mean scores show fairly moderate overall opinions (between Fair and Good in most cases) about environment-related items.
- Figure 2** In 2010, there were 12 acres of park land per 1,000 residents in Outagamie County and 12 in Winnebago County. Calumet County, home to High Cliff State Park, has just over 54 acres of park land per 1,000. Previous LIFE study data is not comparable.
- In 2002, there were 3,126 farms in the three county area compared to 3,095 in 2007 when the most recent agricultural census was completed. Between 2002 and 2007, the average size of farms dropped from 184 to 182 acres in Outagamie County and from 177 to 164 acres in Winnebago County. In Calumet County, the average acreage rose from 205 to 207, where there were 25 farms of 1,000 acres or more, compared to 21 in 2002.
- Leaders and community members were asked to rank a set of possible actions needed as priorities in the community, including the priority of expanding efforts to preserve the natural environment. While 32% of leaders felt this should be one of the highest priorities, a more emphatic 44% of the community residents wanted this as a high priority.
- Our sector experts on the environment pointed out that many storm water runoff concerns were caused in part by how land was being developed. They agreed that regional planning to protect the environment, including comprehensive planning for land use, was a challenge due to the fact that state policies changed frequently and that it is difficult for local governments to make the investments needed to protect the environment when funds are scarce.

Progress and Concerns

Community members were very clear in their recommendation that protection of the environment should be one of the area's major priorities. Experts in our sector panel on the environment panel focused a great deal on what they saw as negative impacts of ecosystem destruction and inadequate land use policies that have contributed to water pollution in this area. Unfortunately, at this time local governments face significant spending cutbacks. The ability to invest in needed environmental initiatives is further hampered by fairly rapid changes in state policies and lack of public awareness.

48% of leaders rated the area good or excellent at implementing wise policies for land use and development

Resource Use & Conservation

Data Highlights

- Figure 1** The percent of residents that drive alone to work has declined steadily yet still exceeds the U.S. average. In 2007-09, 83-84% of area residents drove alone to work compared to 80% in Wisconsin and 76% in the U.S. In 2005-07, the rate was 84-85% and in 2002, 87%. Valley Transit ridership declined 10% between 2008 and 2010. According to the East Central Wisconsin Regional Planning Commission, residents of the three county area drove an average of 25.2 miles each day in 2009. This will form a baseline for future tracking.
- Figure 2** In 2001, Outagamie County residents recycled 205 pounds per capita compared to 166 in 2009, while Winnebago County residents held steady, recycling just over 160 pounds per person between 2001 and 2009. In 2009, nearby counties collaborated to open a single stream recycling facility (no Wisconsin data).
- Figure 3** Water use per capita has declined from 35 gallons per capita in 2004 to 31 in 2010 (no Wisconsin data).
- Figure 4** Area businesses participate in the Department of Natural Resources Green Tier program by developing modes to conserve energy and use renewable sources.
- According to the Public Service Commission of Wisconsin, the number of residential customers participating in the Focus on Energy conservation program declined by 51% between 2005 and 2009 (to only 161,474 households in WI), while business participants increased 25% to almost 26,000 businesses participating (local data not available).

Figure 4

Department of Natural Resources "Green Tier" Participants
Affinity (27 locations)
Boldt
Casaloma Development Corporation
Kimberly-Clark Corporation Experimental Mill
Menasha Packaging Company, LLC
Miron Construction, Inc.
Ripon Printers
Source: WI Department of Natural Resources

Progress and Concerns

Most indicators of conservation and wise resource use are trending in the right direction locally. The Fox Cities area has a larger number of local businesses (including the City of Appleton) participating in sustainability initiatives compared to nearby peer communities; these businesses provide important leadership to broader efforts in the region.

Figure 1

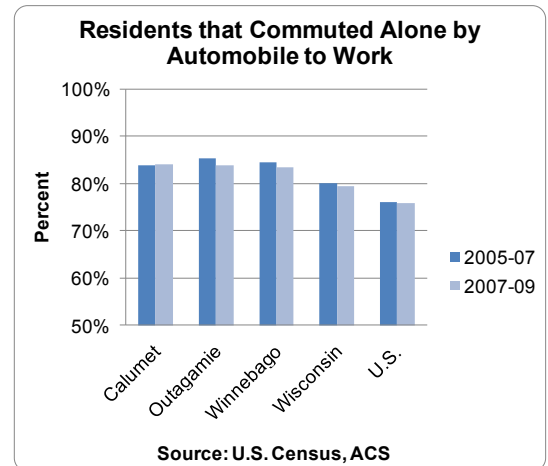


Figure 2

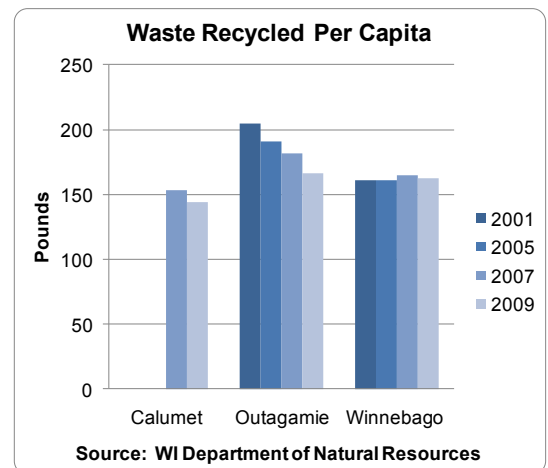
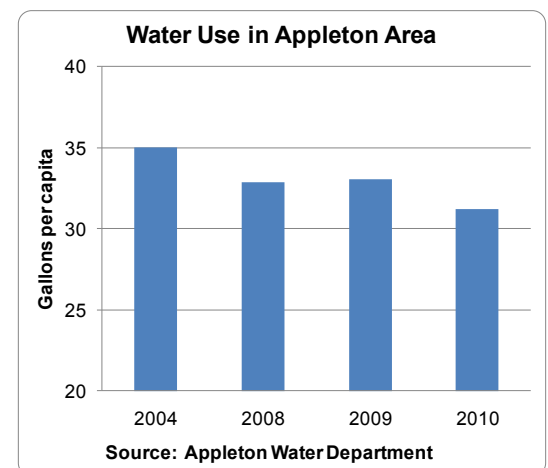


Figure 3













46% of leaders scored the Fox Cities area good or excellent at encouraging energy conservation by residents

LIFE of Recreation & Leisure



Highlighted Indicators

Current	Trend	
		Park acreage per 1,000 population
		Miles of trails (walking, biking)
		Total estimated annual expenditures made by visitors
		Community and leader perceptions of recreation and leisure opportunities

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities 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

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

<u>Page</u>	<u>Data Shown</u>
Outdoor Recreation	<i>Park acreage per 1,000 population *</i> <i>Miles of trails (walking and biking) *</i> Boat registrations Fishing and hunting licenses
Sports & Recreation	Fox Valley Miracle League participation Number of golf courses
Entertainment	Commercial entertainment venues Number of restaurants per capita
Tourism	<i>Total estimated annual expenditures made by visitors *</i> Full time equivalent jobs supported by visitor expenditures State and local government revenues generated by visitors

** Highlighted Indicator*

For more information on recreation & leisure:

Fox Cities Convention and Visitors Bureau, <http://www.foxcities.org/>
Fox Cities Greenways, Inc, trail maps and greenways, www.focol.org/greenways
Fox Cities Online recreation listings, <http://www.focol.org>
Fox Valley Miracle League, www.foxvalleymiracleleague.com
Rethink Winnebago, Inc. <http://www.rethinkwinnebago.org>
Wisconsin recreation map, <http://dnr.wi.gov/org/land/parks/specific/findapark.html>
Fox-Wisconsin Heritage Parkway, <http://heritageparkway.org>

Selected additional information can be found at our website: www.foxcitieslifestudy.org

Outdoor Recreation

Data Highlights

- The Fox Cities area has over 90 miles of trails for public use (includes 20 miles of bike lanes) in 2011 compared to 55 identified in 2005. Additional trails in the surrounding rural areas total 35 miles in 2011. Fox Cities Greenways, Inc. is a nonprofit organization that advocates for trail and greenway development and increasing public awareness (Fox Cities Greenways). In 2011, the three county area had over 600 miles of snowmobile trails.
- In 2010, there were 6,730 acres of parks in Calumet, Outagamie, and Winnebago Counties, for a rate of 17.47 acres of parks per 1,000 residents, a 25% increase since 2000 (East Central Wisconsin Regional Planning Commission, ECRPC).
- **Figure 1** According to the Wisconsin Department of Natural Resources (WI DNR), the number of boats registered in Outagamie County declined slightly over the past three years, with 17,296 boats registered in 2010. Calumet County had 4,245 registered boats the same year.
- **Figure 2** Outagamie County saw an 8% increase in fishing licenses between 2008 and 2009, when 18,765 licenses were issued. There were 45,330 fishing licenses sold in the three county area combined.
- **Figure 3** The number of hunting permits purchased in each county remained consistent, with 55,364 issued in the three combined counties in 2009.
- The Fox River Heritage Parkway covers the Fox and Wisconsin Rivers corridor with biking, walking, and river trails. Still under development, the trail system ties together the natural, recreational, and historic resources of the area.
- In many sector expert panels, participants cited outdoor recreation as a vital strength of this area, especially water-related activities available to residents.
- Re:THINK Winnebago, a Healthy Living Partnership of volunteers and organizations in Winnebago County coming together to improve health, has developed an extensive website containing an *Active Recreation Guide*.

Progress and Concerns

Outdoor recreation is widely and increasingly embraced as a key asset of the area. More and more trails are being developed, including water trails. For example, the Fox-Wisconsin Heritage Parkway will extend the opportunities to be active outdoors throughout the region. Community members and leaders alike to state that the Fox Cities area is a good place for young professionals (76%).

Figure 1

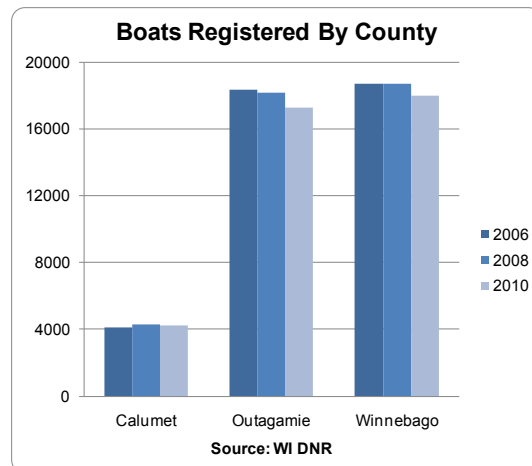


Figure 2

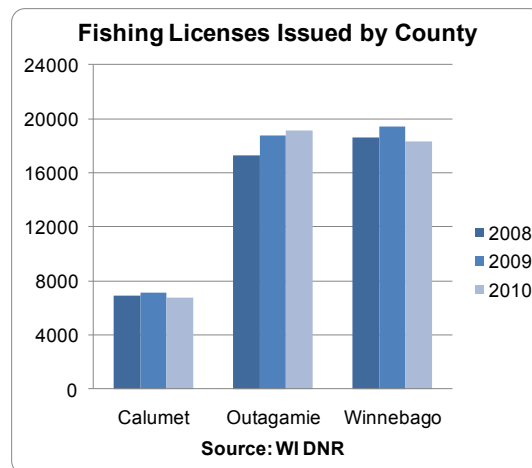
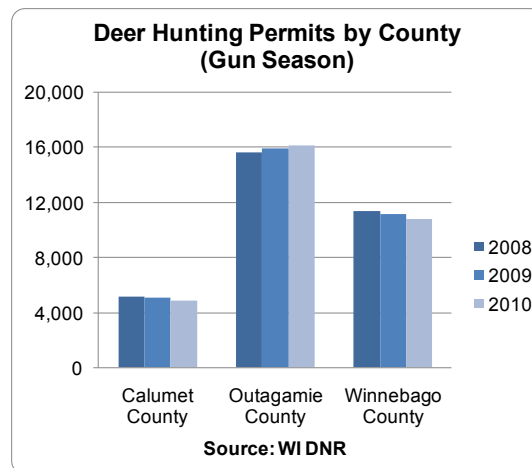


Figure 3



67% of community members rated the quality of parks and playgrounds in the Fox Cities area above average

Sports & Recreation

Figure 1

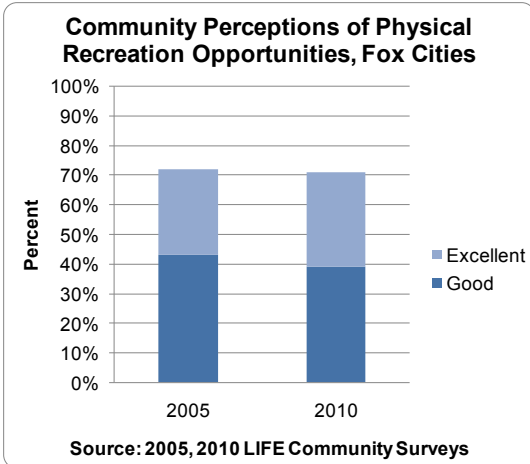


Figure 2

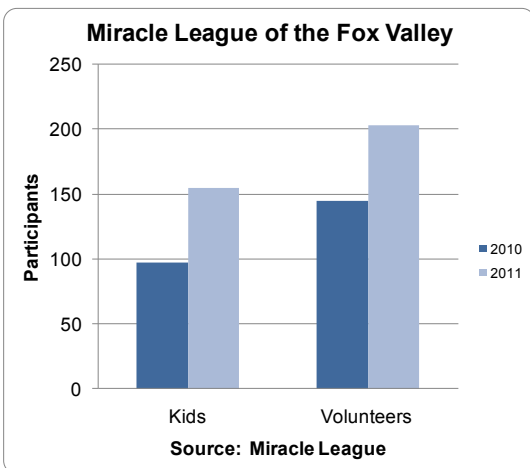
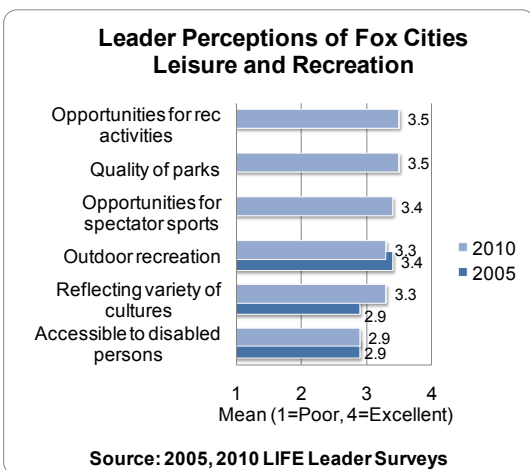


Figure 3



73% of community members rated the Fox Cities area above average for physical recreation opportunities

Data Highlights

- Figure 1** In both 2005 and 2010, a large majority of community members rated the physical recreation opportunities (sports, exercise programs, parks, outdoor activities) for young and old highly in the Fox Cities area. Sixty seven percent of community members rated the quality of the parks and playgrounds in the Fox Cities Good or Excellent (LIFE Community Survey, 2010).
- Figure 2** Leaders scored various aspects of Leisure and Recreation in the Fox Cities favorably overall: on a scale from 1 (Poor) to 4 (Excellent), most aspects fell between Good and Excellent on average. According to leaders, the area has improved in offering opportunities that reflect a variety of cultures.
- Figure 3** The Miracle League of the Fox Valley is an organized baseball league for children ages 4-19 with mental and/or physical disabilities which began organizing teams in 2010. Children from throughout the Fox Cities and outlying areas participate, and the number of children participating grew 60% to 155 children in 2011.
- Community recreation programs are growing: for example, Neenah Parks and Recreation Department had 7,768 adult and youth registrations for physical activities in 2010, a 9% increase since 2008 (Neenah Parks and Recreation Department). The YMCA of the Fox Cities provided scholarships for 9,687 people in 2010 (totaling \$1.2 million), a 77% increase since 2008 (YMCA of the Fox Cities).
- The Fox Cities area is home to many regional youth sports tournaments. The Appleton Soccer Club and De Pere Soccer Select hosted the U.S. Youth Soccer Midwest Regional Championships which welcomed 214 teams and over 12,000 visitors to the Fox Cities.
- In 2010, Wisconsin Timber Rattlers games had a total attendance of 244,331, with ticket prices ranging from \$5-\$25. The venue hosted the NCAA Division III Baseball World Series (Timber Rattlers).
- The Fox Cities area has 13 local golf courses and 6 disc golf courses (Fox Cities Convention and Visitors' Bureau).

Progress and Concerns

Experts on our recreation and leisure sector panel noted municipal and nonprofit recreational resources as particular assets of the area, often serving as a community center for residents. Yet these panelists noted that the area would be wise to develop more collaborative programming for persons with disabilities, rather than continuing on the path of individual organizations mounting individual programs, a costly and challenging proposition for one nonprofit or municipal organization.

Entertainment

Data Highlights

- **Figure 1** The majority of community members felt that the Fox Cities has a good availability of various leisure activities (including music festivals, restaurants, etc.). 33% thought the area excelled in these types of offerings, an increase from 23% in 2005.
- **Figure 2** In 2010, 42% of community members said the area is Good or Excellent at providing leisure opportunities for a variety of cultures compared to 40% in 2010.
- The Fox River Mall is Wisconsin's second largest shopping mall. Appleton was recently named "Wisconsin's Best Shopping Town" by Wisconsin Trails magazine.
- In 2008, Calumet County had 2.7 restaurants per 1,000 residents, while Outagamie County and Winnebago County had 3.31 and 2.86, respectively.
- Appleton Downtown, Inc (ADI), a nonprofit organization dedicated to promoting and enhancing the downtown area, lists the following entertainment options:
 - * Seven coffee shops
 - * Twelve ethnic restaurants
 - * Twelve live music venues
- Several websites provide updated access to leisure attractions and entertainment options in the Fox Cities:
 - Fox Cities Online: www.focol.org/index.asp
 - Appleton Downtown, Inc. www.appletondowntown.org/
 - Fox Cities Visitors and Convention Bureau <http://www.foxcities.org/>
 - Future Neenah <http://www.neenah.org/>
 - The Avenue 91.1 <http://www.theavenue91.com/>

Figure 1

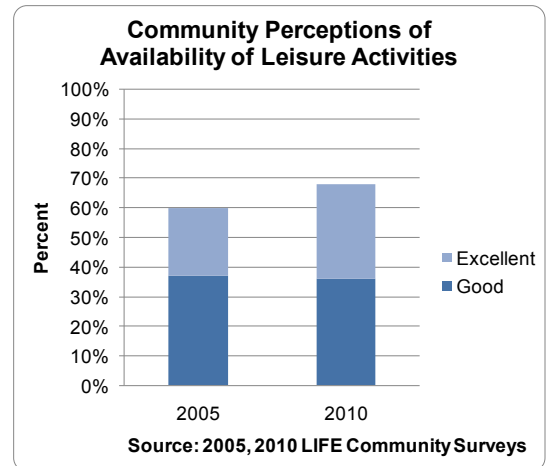
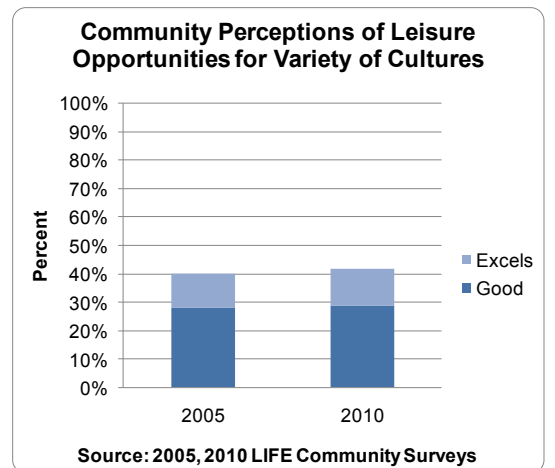


Figure 2



Progress and Concerns

The Fox Cities area offers a variety of recreational opportunities that includes shopping, restaurants and coffee shops, the arts, and hotels. The area continues to make improvements to the waterfront which will spur the creation of even more opportunities.

Experts on our leisure and recreation sector panel urged area municipalities and organizations to share resources, facilities and expertise to continue this positive momentum during more difficult economic times.

42% of community members rated the Fox Cities area above average at providing leisure opportunities reflecting a variety of cultures

Tourism

Figure 1

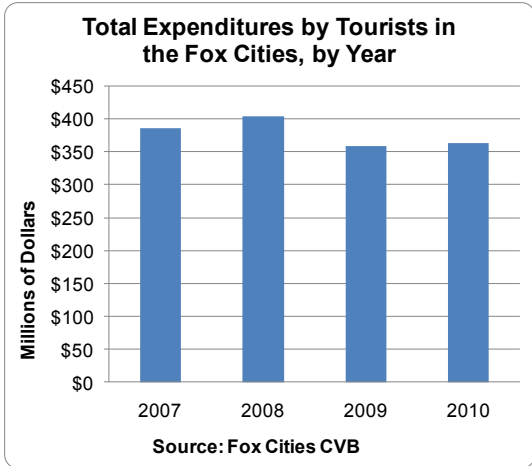


Figure 2

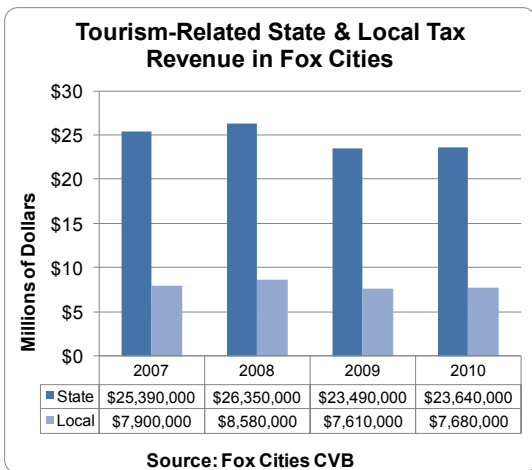
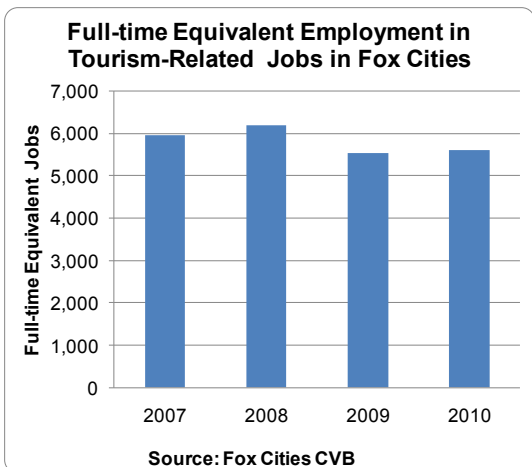


Figure 3



91% of leaders rate the Fox Cities area good or excellent at providing opportunities for a variety of spectator sports.

Data Highlights

- **Figure 1** According to the Fox Cities Convention & Visitors Bureau (CVB), the annual expenditures of visitors has declined overall since 2007, but a slight recovery was seen between 2009 and 2010. This is a similar trend to other surrounding areas in this part of the state.
- **Figure 2** Both the state and local tax revenues from tourism has remained relatively consistent in the Fox Cities area, with a slight decline in 2009 and rebound in 2010.
- **Figure 3** Full-time equivalent employment related to tourism in the area has increased slightly in the last year, after a decrease in 2009.
- **Figure 4** Since 1987, the Tourism Development Fund Grant Program, administered through the Fox Cities Convention and Visitors Bureau, allocates a percentage of hotel room tax received for the development and expansion of visitor attractions and amenities. Each grant disbursed has a focus on supporting and developing tourism.
 - There are 43 hotels in the Fox Cities area with 3,198 rooms total rooms (Fox Cities CVB).
 - Fox Cities Convention & Visitors Bureau (CVB) is unique as it serves 18 different municipalities and operates with a regional perspective when serving the Fox Cities area.

Figure 4

Year	2006	2009
2006	\$476,917	\$13,750
2007	\$210,675	\$68,626
2008	\$90,000	\$146,655
		2011*

*as of June 2011
Source: Fox Cities Convention & Visitors Bureau

Progress and Concerns













The Fox Cities area generates a great deal of tourism each year, creating jobs and local tax revenues to build the local economy and provide amenities that are also enjoyed by community members.



The Fox Cities Exhibition Center Taskforce is a community based group that is working toward the eventual construction of an Exhibition Center to be located adjacent to the Radisson Paper Valley Hotel in downtown Appleton. This initiative was started after positive feedback was received from a feasibility study conducted by the Fox Cities Convention and Visitors Bureau and Fox Valley Chamber of Commerce and Industry. The future Center would be a state of the art facility and draw many visitors to the area.

A Safe LIFE



Highlighted Indicators

Current	Trend	
		Reported cases of child abuse or neglect
		Juvenile arrest rate
		Reported domestic violence incident rate
		Violent crime rate
		Property crime rate
		Alcohol-related crashes

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities is defined as:

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

- Are safe from harm or neglect in their own homes
- View their schools, neighborhoods, communities, and the Fox Cities 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

A Safe LIFE

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

<u>Page</u>	<u>Data Shown</u>
Personal Safety, Children & Youth	<i>Reported cases of child abuse or neglect *</i> Preventable hospitalization rate per 1,000 children Foster home or residential placement rate <i>Juvenile arrest rate *</i> Juvenile status arrest rate Juvenile drug arrest rate
Personal Safety, Adults	Reported cases of elder abuse and neglect Reported sexual assaults <i>Reported domestic violence incident rate *</i>
Safety of Public	<i>Violent crime rate*</i> <i>Property crime rate*</i> Drug arrests
Public Safety System	County funding for Emergency Management
Motor Vehicle Safety	Crashes and major causes of crashes <i>Alcohol-related crashes*</i> and deaths

* *Highlighted Indicator*

For more information on safety:

Child abuse and neglect information, <http://dcf.wisconsin.gov/cwreview/reports.htm>
 County expenditures on public safety (and other items), <http://www.revenue.wi.gov/report/e.html>
 Harbor House Domestic Abuse Programs, <http://harborhouseonline.org/index.html>
 KidsCount Report, Annie E. Casey Foundation, www.aecf.org
 Wisconsin Crime and Arrests, Wisconsin Office of Justice Assistance, <http://www.oja.wi.gov/>
 Wisconsin Department of Health Services, <http://www.dhs.wisconsin.gov/>
 Wisconsin Department of Transportation, <http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/crashfacts.pdf>
 Wisconsin Domestic Abuse Incident Reports, <http://www.doj.state.wi.us/cvs/>

Personal Safety, Children & Youth

Data Highlights

Additional YRBS information can be found in A Healthy LIFE and LIFE at Home sections of the report.

- Figure 1** Rates of reported child abuse and neglect (ages 0-17) Outagamie and Winnebago counties show a substantial increase since 2001, exceeding the Wisconsin average in 2009. In 2009, while all cases were reviewed by authorities, 45% percent of reports made in Outagamie County were screened in for further investigation (matching the statewide screen-in rate) while Winnebago screened in 43% and Calumet County 34%.
- Figure 2** Preventable hospitalizations are conditions “where timely and effective ambulatory care can reduce the likelihood of hospitalization by preventing the onset of illness, control acute episode or manage chronic disease.” County rates locally were similar to statewide and have improved: in Outagamie County, the rate dropped from 7.3 per 1,000 children in 2005 to 3.3 in 2008; in Winnebago County, the rate declined from 7.6 in 2005 to 3.4 in 2009.
- Figure 3** The foster home or residential placement rate for children was relatively consistent from 2005 to 2007 in Outagamie and Winnebago counties while Calumet County decreased slightly since 2005. All counties had a rate lower than Wisconsin in 2007 (most recent data).
- Figure 4** The Youth Risk Behavior Survey (YRBS) is conducted in a comprehensive manner in Fox Cities middle and high schools. Results indicate that a large portion of high school students experience bullying and see it as a problem at their schools.

Figure 4

2009-10 Youth Risk Behavior Survey		
	Fox Cities	WI
Harassment and bullying is problem at my school (%agree)	46	42
Bullied at school, past year (%agree)	24	23

Source: CESA 6/School Districts

Progress and Concerns

Although children are hospitalized less often for preventable injuries, the safety of children and youth is a definite concern locally given recent trends: the rate of child abuse and neglect reports are up in recent years in Outagamie and Winnebago Counties (Calumet County showed a decline). A large number of students in area high schools perceive bullying as a problem at their schools, and this occurs at a much higher percentage than in Wisconsin overall. Further investigation into the reasons that students are so concerned is needed.

Figure 1

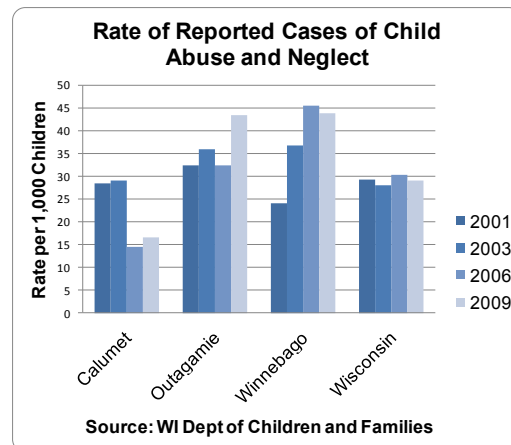


Figure 2

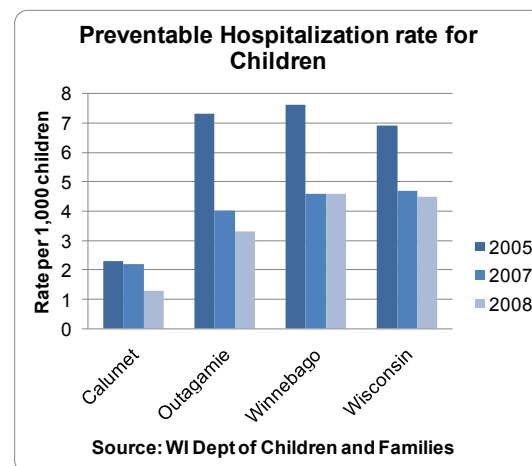
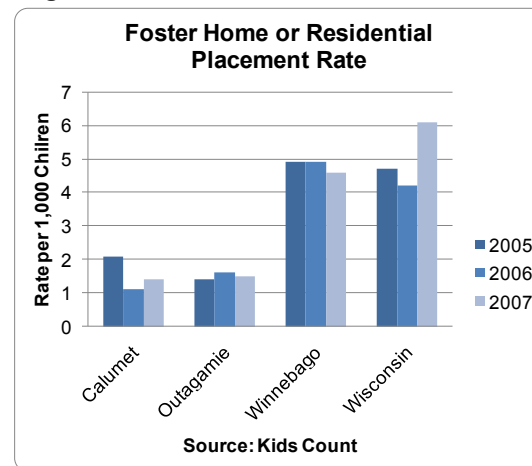


Figure 3



66% of leaders said the area was Good or Excellent at preventing juvenile crime.

Personal Safety, Children & Youth, cont.

Figure 1

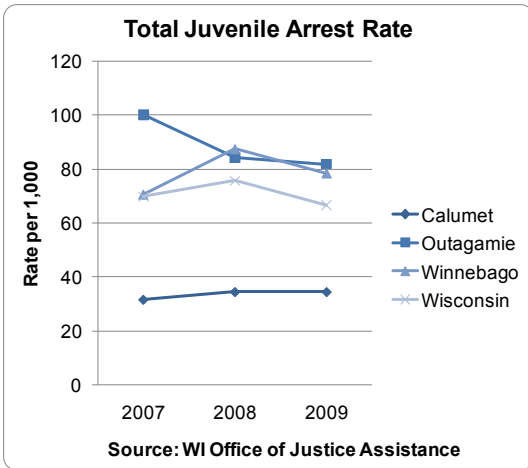


Figure 2

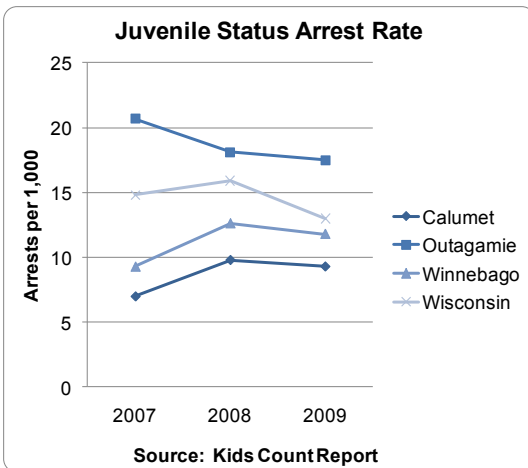
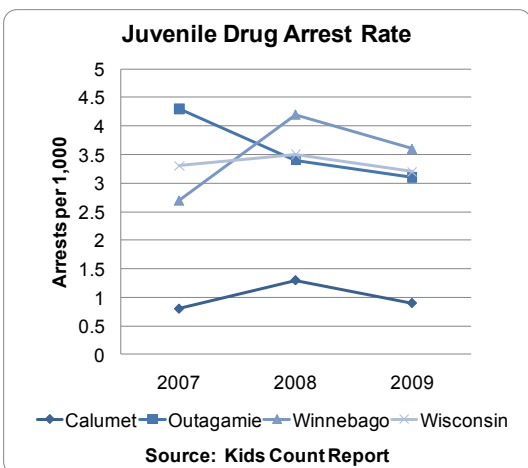


Figure 3



Data Highlights

- Figure 1** Since 2000, Outagamie County has exceeded the state total juvenile arrest rate, although a decline has occurred between 2007 and 2009, while Calumet County remained consistently below. The 2009 juvenile arrest rate was 82 per 1,000 youth in Outagamie County and 79 in Winnebago County, compared to 67 in Wisconsin.
- Figure 2** Juvenile status arrests consist of runaways, curfew and alcohol violations. Although recent rates have declined, in 2009 Outagamie had a higher rate of juvenile status arrests per 1,000 youth than elsewhere (17.5), compared to 11.8 in Winnebago County and 13 in Wisconsin.
- Figure 3** In 2009, the rate of juvenile arrests for drug possession or sale (3.1 per 1,000 youth in Outagamie County) was similar to its rate in 2000 (3.0). In 2009, Winnebago County's rate was 3.6 per 1,000, and Wisconsin's, 3.2.
- Pharmaceuticals are considered the leading drug abuse threat by many experts in this area, accounting for the vast majority of emergency room admissions and drug-related deaths (Lake Winnebago Area Drug Unit Threat Assessment, 2010). Our YRBS data show that area youth experiment with prescription medications and ecstasy. In the Fox Cities area, drug investigations are conducted by a multi-jurisdictional team, the Lake Winnebago Area Metropolitan Enforcement Group. This group completed a major drug threat assessment and teamed up with the re:TH!NK Winnebago coalition to develop Good Drugs Gone Bad, a tool kit developed in order to raise community awareness of the misuse of prescription drugs.
- In our panel on Safety, area experts shared that youth are a major concern in many aspects of safety. With child abuse and neglect, teen dating violence, and cyber-bullying cases on the rise, experts say it is critical for the community to focus on connecting children at a young age with prevention and education.

Progress and Concerns

The community and state have begun efforts to combat the abuse of prescription drugs. 'Good Drugs Gone Bad' is a collaborative effort to educate students about prescription drug abuse and proper drug disposal initiated by the Town of Menasha Police Department and reTH!NK Winnebago Coalition. Rates of juvenile arrests for all reasons are similar to or below what they were in previous LIFE Studies, with the exception of juvenile drug arrests in Winnebago County, which are up since 2005.

36% of community and 41% of leaders felt that "ensuring healthy development of youth" should be a high priority

Personal Safety, Adults

Data Highlights

- Figure 1** The number of reported cases of elder abuse in Outagamie and Winnebago Counties fluctuated between 2003 and 2009. In 2009, Outagamie County had 122 reports. (Note: The numbers do not reflect changes in population; a change occurred in reporting methods in 2008).
- Figure 2** The rate of sexual assault reports for Outagamie and Winnebago counties, 103 and 111 per 100,000 adults, respectively, have climbed and both exceeded the state average of 86 in 2010. (Sexual assault rates were not reported until 2008).
- Figure 3** The 2009 rate of reported domestic violence incidents per 1,000 people has declined to 4.5 in Outagamie County since 2007 (when it was 4.8) while Winnebago County's rate increased from 4.9 to 6.0 over the same period, recently surpassing the state's average.
- A number of strong non-profit services exist that address the challenges of sexual assault and domestic violence, including Christine Ann Domestic Abuse Services, Harbor House, Reach Counseling Services, and the Sexual Assault Crisis Center.
- Abuse in the home was a large concern expressed by experts in our panel on safety. Child abuse and neglect are on the rise and elder abuse is increasing (especially scams and financial abuse by caretakers). They gave "violence in the home" as one of the most significant priorities to address.

Progress and Concerns

Fox Valley Voices of Men initiative was launched in 2007. This is an organization of men dedicated to changing the attitudes and actions of men and boys that contribute to the abuse of women and girls

Expert panelists focused on domestic issues when discussing concerns about safety in the Fox Cities area. Data back them up, especially when it comes to child abuse/neglect, sexual assault, and domestic violence in Winnebago County.

Figure 1

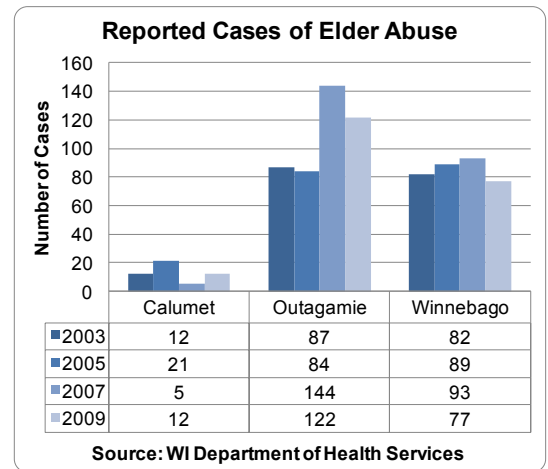


Figure 2

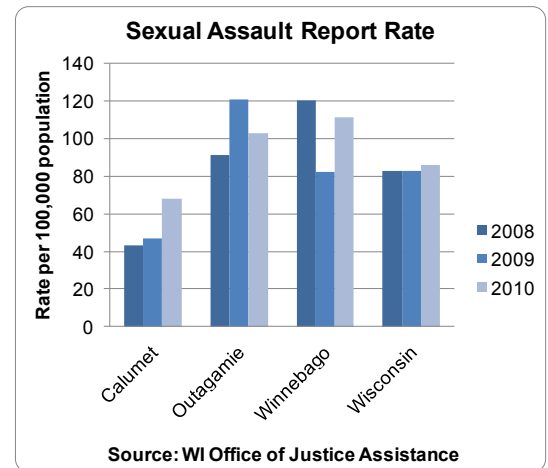
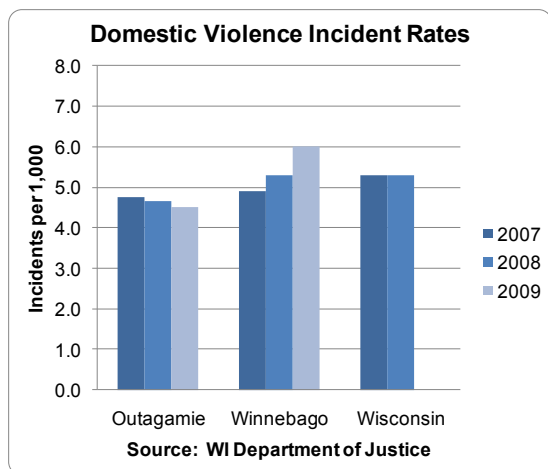


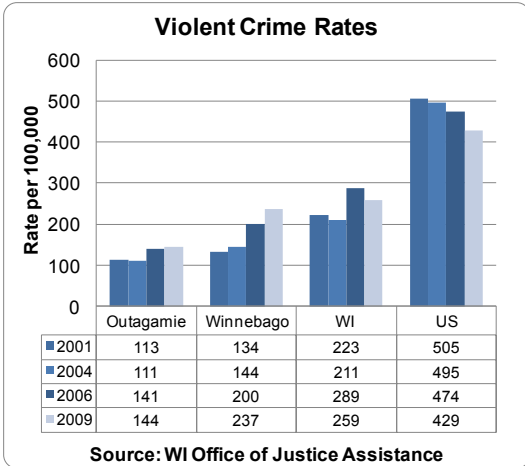
Figure 3



76% of leaders said the area was Good or Excellent at implementing policies that prevent crime.

Safety of Public

Figure 1



Data Highlights

- Figure 1** The rate of violent crimes (murder, forcible rape, aggravated assault and robbery offenses) in the Fox Cities area increased in recent years, but still comes in well below the U.S. average violent crime rates and below that of Wisconsin overall.
- Figure 2** The rate of property crimes (burglary, theft, motor vehicle theft and arson offenses) has steadily declined in the U.S. over the past decade. Locally, while county property crime rates are lower than in the U.S., Outagamie County saw an increase in 2007 when it matched the statewide property crime rate. This was followed by a decline in 2009.
- Figure 3** The number of arrests for drug crimes, for both sale and possession, fluctuated for all Fox Cities counties between 2005 and 2007. Winnebago County drug possession arrests increased by 52% between 2005 and 2009.
- The Lake Winnebago Area Metropolitan Enforcement Group (MEG) covers Calumet, Fond du Lac, Outagamie, and Winnebago Counties. The Drug Unit completed a Comprehensive Threat Assessment in 2010 and found that marijuana is still the most commonly abused drug, but Oxycontin and pharmaceutical drugs have become one of the most troubling emerging threats.
- Drug abuse and an increase in gang activities were large concerns for our experts in our panel on safety. They shared that the vast majority of property crimes are associated with drug abuse, and concurred that gangs have expanded drug dealing efforts locally. Abuse of prescription drugs was also cited by our experts as an increasing problem for the area, in part, due to its connection to increased crime rates.

Figure 2

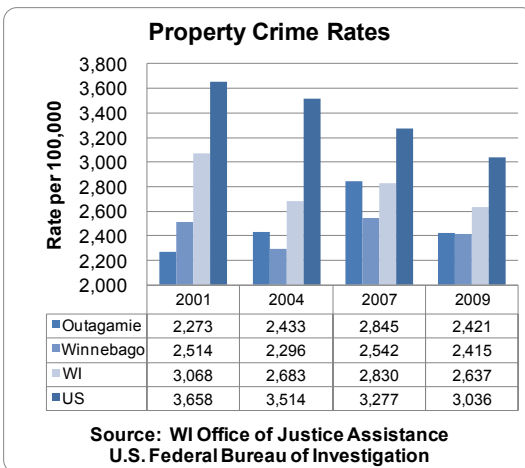
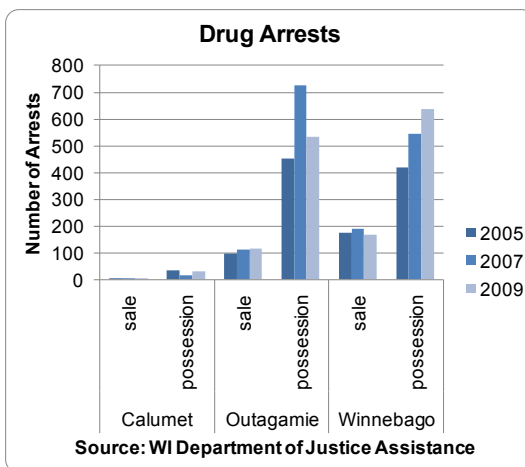


Figure 3



Progress and Concerns

The area continues to compare favorably to the U.S. overall and Wisconsin, as it experiences relatively lower rates of violent and property crimes. However, drug-related crimes seem to be on the rise, a concern expressed by experts and evidenced in property crime and drug possession arrests in Outagamie and Winnebago counties.

The strong collaborative work by the Lake Winnebago County MEG Drug Unit should aid in the implementation of a coordinated approach to combat illegal drugs in the area.

98% of leaders and 90% of community members gave the Fox Cities area Good or Excellent ratings at providing for safety.

Public Safety System

Data Highlights

- Figure 1** The amount of county expenditures on public safety increased between 2005 and 2009 in each of the three counties.
- Figure 2** Leaders in the Fox Cities rated the area in terms of safety on a scale from 1 (Poor) to 4 (Excellent). On items asked in 2005, all ratings had increased in 2010. Leaders rated the safety of neighborhoods, protecting residents, and emergency services between 3.4 and 3.5, some of the highest rated items on the survey. Somewhat lower rated were preventing juvenile crime and drug crime.
- Figure 3** Community members have given the Fox Cities either the same or stronger ratings in terms of safety since 2001. Emergency services, neighborhood safety, and school safety received scores of 4 out of 5 possible. In contrast, while the level of preparedness was scored higher by the community in 2010 than it was in 2001 or 2005, it is still rated average by survey respondents.
- Experts in our safety panel noted that the collaboration among agencies on crime prevention initiatives is a strength of the area. The educational institutions have contributed to effective education of safety workers and to the ability of area law enforcement and emergency providers to collaborate.
- 57% of community members said television would be their preferred method to get information from authorities in a large-scale disaster or emergency; 24% said radio. 77% of community members felt that their household is somewhat prepared to handle a large-scale disaster or emergency, 19% said they were not prepared at all and 4% were unsure (2011 BRFSS Fox Cities).

Progress and Concerns

Area experts with whom we spoke urged the area to focus more on educating children and families as a way to reduce violence in the home and educate the community about safety and prevention. They observe some strong collaborative efforts that have reduced duplication of safety-related services, helped to clarify community safety concerns, and develop strategies to address them.

Figure 1

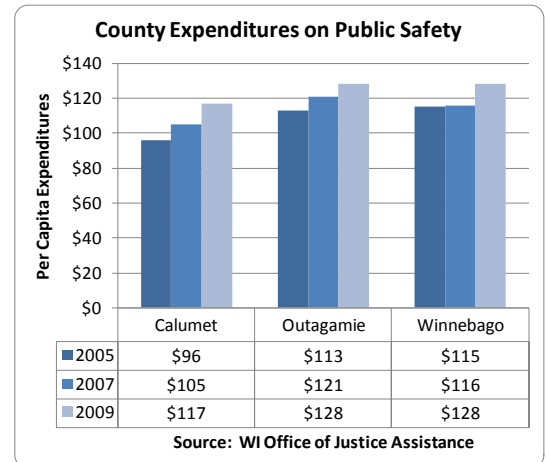
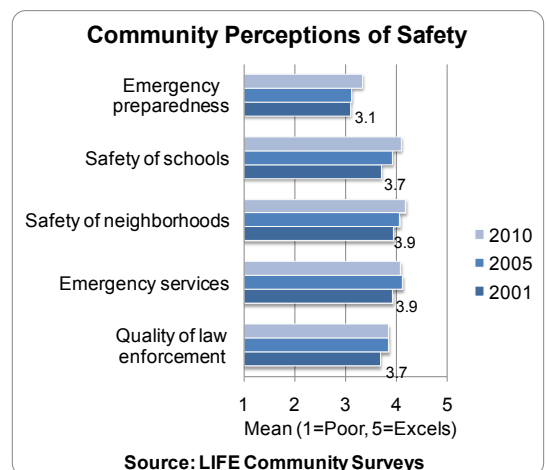


Figure 2



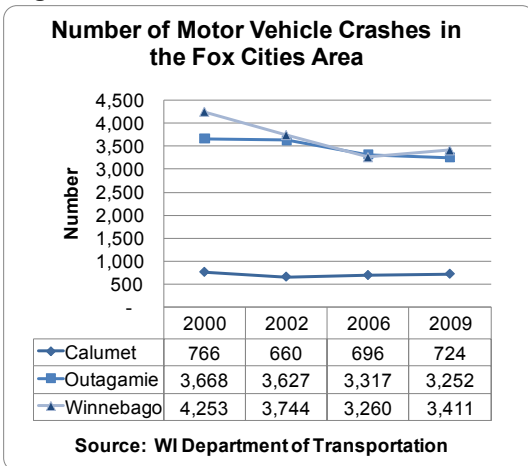
Figure 3



34% of community members rated the Fox Cities area above average at preparedness for major threats (natural disaster or terrorism)

Motor Vehicle Safety

Figure 1



Data Highlights

- Figure 1** The Department of Transportation (DOT) clarifies that crashes are not accidents, but “avoidable events caused by a single variable or chain of variables”. In the Fox Cities area, all three counties experienced a fairly steady rate or decline in the total number of crashes experienced over the past decade.
- Figure 2** The major causes of crashes are listed for areas in the Fox Cities with populations over 15,000. Speed and alcohol are the major contributors to crashes in the area.
- Figure 3** Alcohol use and driving while intoxicated is a major contributor to crashes on the road. Between 2006 and 2009, both Outagamie and Winnebago Counties saw a reduction in the number of alcohol-related crashes experienced. The area has averaged 5 deaths a year due to alcohol, while alcohol-related injuries have decreased since 2006 in all three counties.

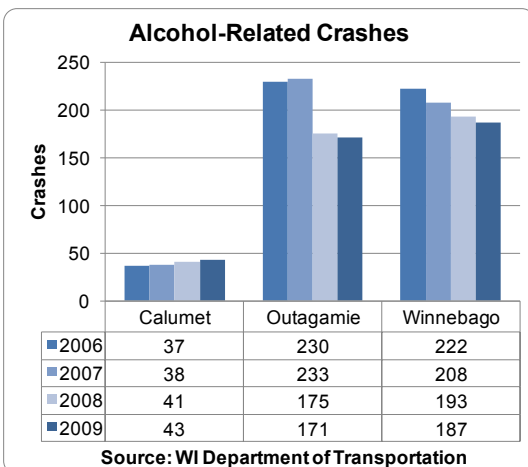
Figure 2

Crash by Type, 2009				
	Appleton	Kaukauna	Menasha	Neenah
Bike Crash	33	4	5	9
Pedestrian Crash	8	1	5	4
Motorcycle Crash	18	2	3	11
Alcohol Crash	60	11	13	20
Speed Crash	176	28	19	48

Source: WI Department. of Transportation

- The Safe Routes to School program, a federally funded program begun in 2005, encourages children in primary and middle school grades to walk or bike to school. Communities and school districts plan for and create safe routes. In the Fox Cities area, seven school districts in the following municipalities have completed plans for safe routes to school: Appleton, Hortonville, Kimberly, Little Chute, Menasha, Neenah, and New London.

Figure 3



Progress and Concerns

Despite growing population and major highway systems through the Fox Cities, the number of crashes has declined in all three counties and the number of alcohol-related crashes has also declined. In future years, as biking and walking become more of an emphasis, the area will monitor the number of crashes involving bicycles and pedestrians.











Alcohol still plays a major role in a high number of crashes in the Fox Cities area. With new, somewhat stricter drunk driving laws now in force in the state of Wisconsin, the area may see a reduction in alcohol-related crashes.



86% of leaders rated the area good or excellent at promoting safe traffic conditions

LIFE of Self-Sufficiency



Highlighted Indicators

Current	Trend	
		National Low Income Housing Coalition housing wage
		Percent of households with housing cost burden
		Homelessness
		FoodShare recipients
		Individual poverty rate

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities 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 assistance with utility bills
- Access to reliable transportation, affordable and quality housing, legal services, and accurate information and referral to needed services

LIFE of Self-Sufficiency

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

<u>Page</u>	<u>Data Shown</u>
Access to Affordable Housing	<i>National Low Income Housing Coalition housing wage *</i> <i>Percent of households with housing cost burden *</i> Homeownership rate Home foreclosure rate Requests for rental assistance of nonprofit agencies Median rent
Homelessness	Homelessness at most recent point in time count <i>Homelessness*</i> by descriptive categories Number of individuals housed in largest emergency shelters Number of homeless children in school districts, per child population
Food Security	Number of meals provided by area shelters Number of households served by food pantries <i>Foodshare recipients *</i> Participation in Women, Infant, and Children Nutrition Program (WIC) Free and reduced lunch rates of public schools
Economic Stress	<i>Individual poverty rate *</i> Cost of living expenses Requests for financial help of 2-1-1 service
Support Services	Households receiving utility assistance Number of budget counseling program clients and their debt level Clients receiving W-2 in counties Clients receiving childcare subsidies

* *Highlighted Indicator*

For more information on self-sufficiency:

Food Share recipients, <http://www.dhs.wisconsin.gov/em/rsdata/fs-caseload-recv-by-cv.htm>
 Fox Cities Housing Coalition, <http://www.fchc.net/>
 Homeless children in schools, <http://dpi.wi.gov/homeless/data.html>
 National Low Income Housing Coalition, <http://www.nlihc.org>
 United Way Fox Cities Information and Referral service, telephone 2-1-1, <http://www.211now.org>
 Wisconsin Home Energy Assistance Program (WHEAP), <http://www.homeenergyplus.wi.gov>
 Wisconsin Works (W-2) clients, <http://www.dcf.wisconsin.gov/researchandstatistics/rsdata/w2data.htm>

Access to Affordable Housing

Data Highlights

- Figure 1** The National Low Income Housing Coalition calculates the hourly wage needed for a local renter household to afford a two-bedroom unit at the Fair Market Rent. ‘Affordable’ is based on spending not more than 30% of gross income on housing costs. The “housing wage” has steadily increased and is \$12.77 in Winnebago County and \$13.21 in Outagamie and Calumet Counties (2011), remaining below Wisconsin’s average wage.
- Figure 2** The percentage of renter households with a cost burden (paying more than 30% of gross income for housing) in the Fox Cities was lower than Wisconsin and U.S. averages in 2007-09, with approximately 40% of households experiencing burdens. Only Outagamie County saw this percentage decrease, to 39% of renter households in 2007-09, compared to 42% in 2005-07. Twenty-eight percent of owner households in Outagamie County reported a burden in 2007-09 (U.S. Census, ACS),
- Figure 3** The home foreclosure rate has grown locally (especially in Outagamie and Winnebago Counties), as it has nationwide.
- Homeownership has risen in two of the three counties in the Fox Cities over the past few years, while rates have decreased in both the U.S. and Wisconsin. In 2007-09 homeownership rates in area counties were: Calumet 83%; Outagamie 73%; Winnebago 69% (U.S. Census).
- In 2010, when asked to rate “the availability of affordable, quality housing for you and/or your family,” community members’ opinions were unchanged from 2005: both samples averaged 3.6 on a scale of 1 (Poor) to 5 (Excels).
- Federal housing voucher programs administered by the three Fox Cities Housing Authorities have lengthy waiting lists. In 2008, the total number of Housing Choice Vouchers in the Fox Cities were: Calumet 62; Outagamie 551; Winnebago 476 (HUD).
- The 2007-2009 median gross rent in Outagamie County was \$653, up slightly from \$644 in 2005-07 (US Census).

Progress and Concerns

The Housing Partnership of the Fox Cities renovated Appleton Wire Works to expand affordable rental housing options, while several programs have begun to support older adults maintaining housing (e.g., Midwest Stay at Home Care, Living With Assistance—described in LIFE at Home). Although the Fox Cities remains an affordable place to live for many and homeownership rates are high, the percent of residents with a cost burden continues to increase (to about one in three households), and foreclosures are up. More local efforts are underway to *prevent* foreclosure.

Figure 1



Figure 2

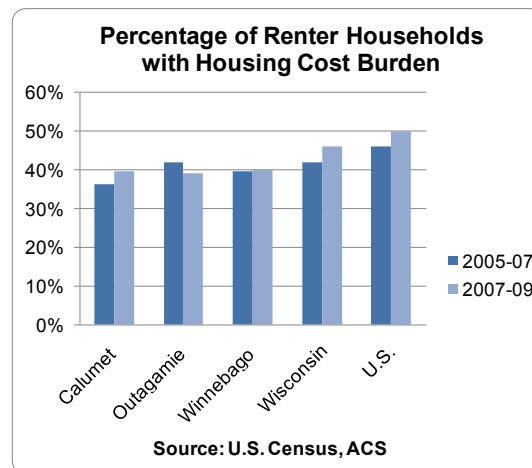
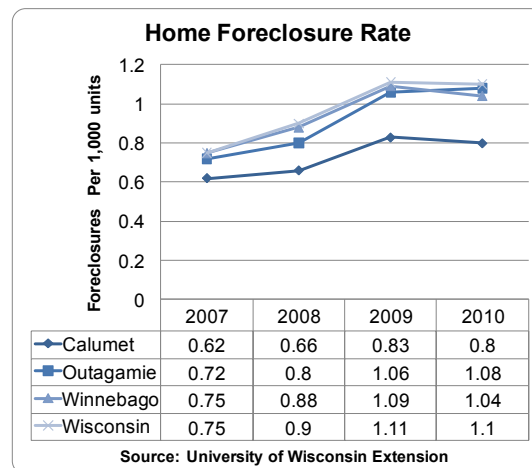


Figure 3



55% of community members rated the Fox Cities area above average for affordable housing (10% said below average)

Homelessness

Figure 1

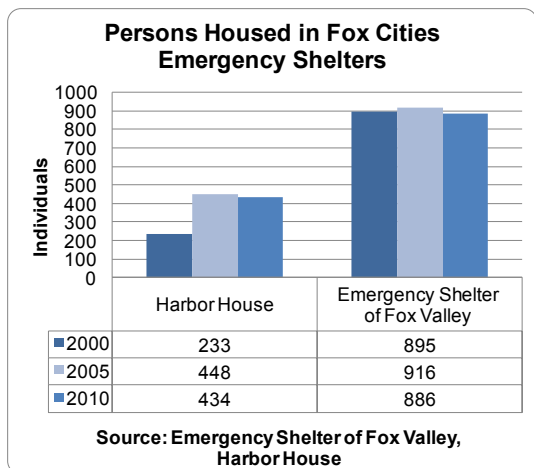


Figure 2

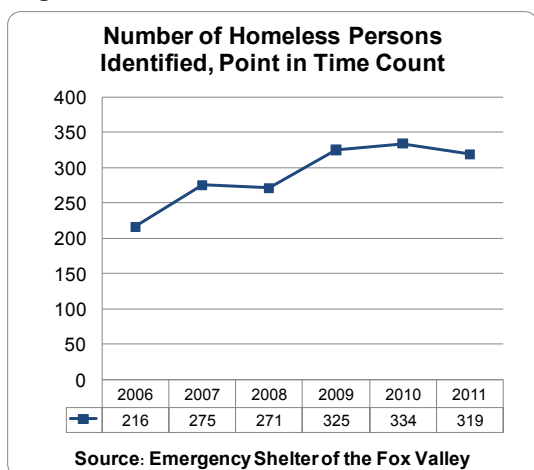
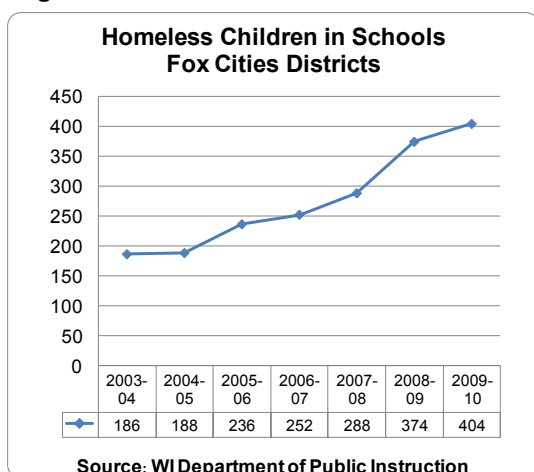


Figure 3



11% of community members reported not having adequate finances to obtain the housing and food their family needs in the past year

Data Highlights

- Figure 1** Two of the largest emergency shelters provided data on the number of individuals they have served in recent years. Emergency Shelter of the Fox Valley served 886 individuals in 2010, the highest number in the last four years. The shelter reports being at full capacity very often.
- Figure 2** Twice annually, collaborating providers and law enforcement personnel attempt to identify the total number of people that are homeless in shelters, motels, and outside on the streets on a single night. The number of homeless individuals has risen 48% since 2005. In 2010 (as in 2008 and 2009), unemployment was the most common, primary reason for homelessness. The number of homeless persons with mental health concerns rose to 46 individuals in July 2010, up from 30 in 2006. The Point in Time count represented here is from January each year and the 2009-11 count includes the Warming Shelter.
- Figure 3** The number of homeless children in schools in the Fox Cities area (combined districts) has been steadily increasing. Since the 2007-2008 academic year the count has grown 40%, with 404 homeless students reported in 2009-10.
- Figure 4** Fox Valley Warming Shelter, Inc. opened in 2008. Most clients in 2010-11 were white (76%) and male (82%), among them 29 veterans.

Figure 4

Fox Valley Warming Shelter, Inc.			
	2008	2009	2010
Persons Served	140	214	287

Source: Fox Valley Warming Shelter, Inc.

Progress and Concerns

The Fox Cities Housing Coalition (with 27 partner agencies) continues its effort to strengthen the housing continuum and identify gaps or duplication. Several Fox Cities initiatives are noteworthy: the Fox Valley Warming Shelter, Inc. began offering overnight, temporary shelter in the winter of 2008 and is now located behind the St. Vincent DePaul thrift store in Appleton. The C.O.T.S. program has expanded, offering temporary transitional housing for up to 2 years with a Living Skills program that works with clients. Other shelters have expanded their work to prevent homelessness by offering more programs that teach clients important life skills. Perhaps most concerning is the steep rise in the number of homeless children in the area.

Food Security

Data Highlights

- Figure 1** The Food Share program in Wisconsin helps individuals and families who have little money to buy the food they need for good health. The number of Food Share recipients in the Fox Cities has been continuously increasing to nearly double the number served in 2006.
- Figure 2** The Free & Reduced Lunch program is provided by the U.S. government for qualifying low-income children in schools. Between 2005 and 2010, most area districts saw an increase in eligibility, but the increase is most pronounced in Appleton (36%), Little Chute (32%) and Menasha (52%).
- Figure 3** The Emergency Shelter of the Fox Valley provides meals prepared by volunteers, serving more than 77,000 meals in 2010, a 15% increase from the 67,000 meals served in 2007 (Emergency Shelter of the Fox Valley). The Salvation Army helps families in need of food assistance noon meal program.
- Several food pantries supply families in the area, including those provided by area churches. The number of households served by the Salvation Army food pantry rose 27% between 2008 and 2010, when they provided food to 2,826 households (Salvation Army). St. Joseph Food Program, Inc. is one of the largest food pantries in the Fox Cities area, on average serving over 3,800 households each year. In 2010 they served 3,826 families, a decrease from 4,016 families in 2009 (St. Joseph Food Program, Inc.) (unduplicated households).

Progress and Concerns

Goodwill, Inc. has involved people of all ages in growing healthy foods through its Community Garden Partnership program. The nonprofit organization offers many educational classes and activities throughout the year, helping people learn to grow, preserve, and eat healthy foods. More children are being helped with free lunches.

At the same time, 16% of area youth reported going hungry on the Youth Risk Behavior Survey; this has major impact on performance in school, and achievement scores of low income youth fall far short of their financially better off peers.

Duplication of food pantries is a concern of nonprofit providers (19 pantries are identified here), making it difficult for donors, community members and referring organizations to understand schedules and availability. Food insecurity and hunger are key issues with widespread impacts.

Figure 1

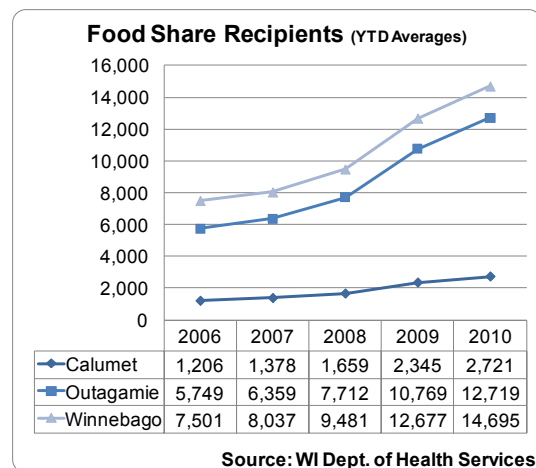


Figure 2

	2005	2010
Appleton	26%	36%
Freedom	15%	19%
Hortonville	11%	15%
Kaukauna	16%	25%
Kimberly	8%	11%
Little Chute	19%	32%
Menasha	35%	52%
Neenah	18%	26%

Source: WI Department of Public Instruction

Figure 3

	2008	2009	2010
Emergency Shelter of the Fox Valley	71,000	75,000	77,000
Salvation Army	53,639	53,821	52,616

Source: Supplied by organizations

52% of leaders rated the Fox Cities area good or excellent at addressing local problems that contribute to poverty

Economic Stress

Figure 1

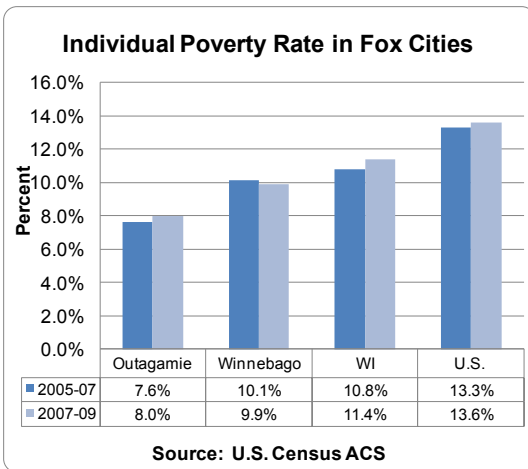


Figure 2

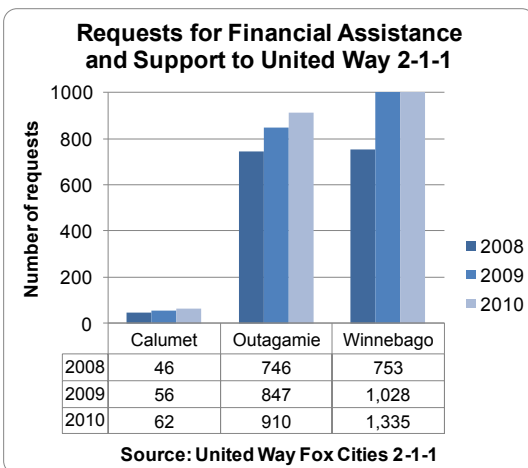
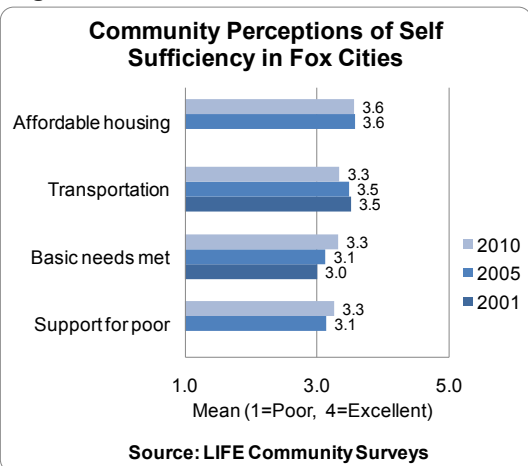


Figure 3



75% of leaders rated the Fox Cities area good or excellent at promoting the economic well being of the middle class

Data Highlights

- Figure 1** The poverty rate is the percentage of individuals whose income in the past twelve months is below the poverty level (2009-10 Federal Poverty Level for a family of four was \$22,050; U.S. Department of Health and Human Services). In the Fox Cities this rate has fluctuated within the three counties. In the most recent three year estimate by the U.S. Census, county poverty rates were: Calumet, 5.8%; Outagamie, 8.0%; Winnebago, 9.9%.
- Figure 2** Requests for ‘financial assistance and support’ received by the United Way Fox Cities 2-1-1 service have been among the top five reasons for individual calls in each of the last three years across all three counties. In each county, calls for this reason peaked in 2009 and decreased in 2010. Winnebago County accounted for the largest change with a 69% decrease. While financial assistance requests continue to be high, the 2-1-1 service makes referrals for these individuals to receive the type of assistance they need and become educated on what the community has to offer.
- Figure 3** On a scale from 1 (Poor) to 5 (Excellent), community members rated various aspects of the Fox Cities such as availability of affordable housing, efforts to reduce poverty, availability of support services for the poor, and the ability of people to meet their own basic needs. Most items show an improving trend since 2001, however residents score transportation services lower than they did in either of the past LIFE Studies.
- In 2010, UW-Extension Outagamie County gathered baseline data on financial literacy of the public, partnering with over 40 organizations and businesses. Results of the study indicated three areas for improvement: emergency savings, credit card debt, and budgeting. Children and youth were identified as key target audiences.

Progress and Concerns

The findings of the previous LIFE Study, in part, led to the creation of the U.S. Venture Fund for Basic Needs, a funding partnership that “assists non-profit organizations with a proven track record of success in maintaining solid, critical programs that address the root causes of poverty (U.S. Venture).”

The challenges of poverty are difficult and seem to be growing in the area. Many children experience poverty. Several strong initiatives have begun to support the development of important life skills that will enable individuals to be self sufficient, but much more support is needed to reach all who need these skills.

Support Services

Data Highlights

- Figure 1** Wisconsin Works (W-2) is a financial support program based on work participation and personal responsibility. Since 2006, the number of people receiving W-2 in Fox Cities counties combined has increased by 124%, compared to a 45% increase in Wisconsin.
- Figure 2** Wisconsin Home Energy Assistance Program (WHEAP) enables a household to receive one-time payment during the heating season for a portion of heating costs. Households with income at or below 60% of the Wisconsin state median income (SMI) may be eligible. In all three counties of the Fox Cities area, the number of households receiving WHEAP has increased: in 2011 the following number of households per county were served: Calumet 1,063; Outagamie 4,678; Winnebago 5,833.
- Figure 3** In 2010, according to the Financial Information and Service Center (FISC), the average debt of clients was over \$24,000, many of those clients had little or no cash savings. While FISC currently does not have a waiting list, consumer demand remains strong and with predatory agencies offering troubled consumers “too good to be true” deals and high home foreclosure rates - financial education is more important than ever (FISC).
- LEAVEN is a nonprofit organization in the Fox Cities that utilizes volunteers to provide assistance for basic needs. In 2010, LEAVEN had 250 volunteers offer 18,214 hours of time. LEAVEN conducted 7,339 household visits and allocated \$229,039 to help these households with utilities, an increase from \$181,420 in 2009 (LEAVEN, Inc.).
- On a scale from 1 (Poor) to 4 (Excellent), both leaders and community members scored the Fox Cities area 2.9 on “meeting the overall needs of the poor.”

Progress and Concerns

Transportation challenges were noted among several sector expert panels and on our surveys. The Connector has been a successful community initiative to ensure that persons with poor access to automobiles can have a reliable, efficient, affordable means to get to work, especially individuals working the evening shift. The program is a joint initiative of the United Way Fox Cities and Valley Transit, relying on philanthropic dollars to remain in operation. Experts we spoke with, across almost all sectors, were concerned about how recent state budget cutbacks might reduce the ability of local municipalities to provide support, putting an additional burden on nonprofit organizations to grow programs and raise funds.

Figure 1

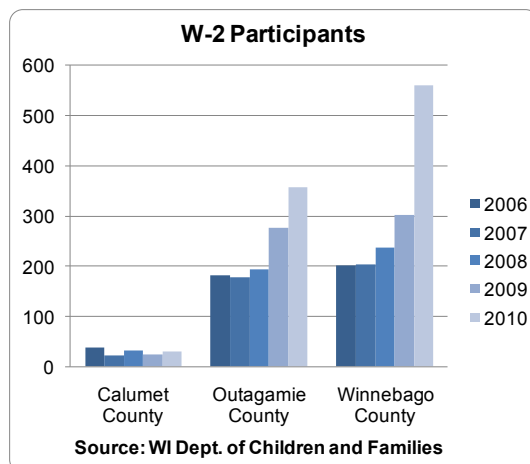


Figure 2

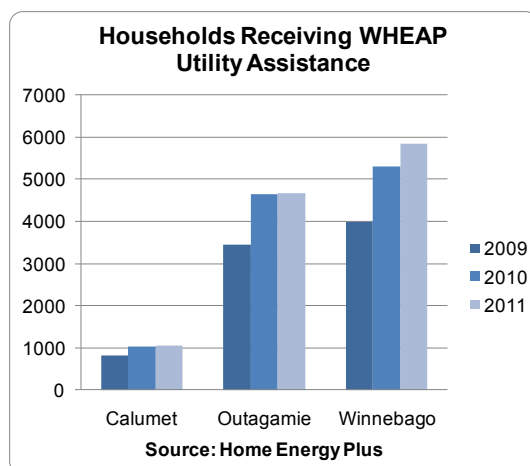


Figure 3

Financial Information and Service Center (FISC) Clients and Average Debt			
	2008	2009	2010
Counseling Clients	1,585	1,697	1,328
Average Debt*	\$28,989	\$29,471	\$24,914
Delinquent on Mortgage	25%	28%	30%











* Client average across FISC's service coverage area
Source: FISC

51% of leaders rated the Fox Cities good or excellent at providing public transportation that meets the needs of all residents

LIFE at Work



Highlighted Indicators

Current	Trend	
		Median household and per capita income
		Cost of Living Index
		Annual unemployment rate
		Business leader perception of availability of qualified workers
		Passengers and freight at Outagamie Regional Airport

Good	
Fair	
Poor	
Not rated	

“Excellence” for the Fox Cities 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 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 through partnerships

LIFE at Work

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

<u>Page</u>	<u>Data Shown</u>
Earnings and Wages	<i>Median household income*</i> <i>Per capita income*</i> Income distribution Median wage and trends for selected jobs
Cost of Living	<i>Cost of Living Index*</i> Median home sales price Local property tax rates
Economy	Largest employers Tourism revenues Employment by industry sector Foreclosure rates
Economic Development	New business start ups Building permits (residential/commercial) New housing starts
Employment	<i>Annual unemployment rate*</i> Change in employment by industry sector
Workforce Excellence	Educational attainment of area workforce Labor force participation rate <i>Business leader perception of availability of qualified workers*</i>
Transportation	<i>Passengers and freight at Outagamie Regional Airport*</i> Average commute time Use of public transportation

* *Highlighted Indicator*

For more information on work and economic topics:

Bureau of Labor Statistics, <http://stats.bls.gov/home.htm>
 Current wages by employment sector, <http://www.bls.gov/bls/blswage.htm>
 Fox Cities Chamber of Commerce and Industry <http://www.foxcitieschamber.com>
 Local foreclosure data <http://www.realtytrac.com>
 New North, Inc. <http://www.thenewnorth.com>
 Unemployment statistics, http://dwd.wisconsin.gov/oea/xls/wi_msa_quick_table.xls
 Wisconsin County Workforce Profiles, http://dwd.wisconsin.gov/oea/county_profiles/
 Wisconsin Department of Workforce Development, <http://worknet.wisconsin.gov/worknet/datablelist.aspx?>

Earnings and Wages

Data Highlights

- Figure 1** The median household income ranged from \$50,184 in Winnebago County to \$61,227 in Calumet County, compared to Wisconsin (\$51,257) and U.S. (\$51,639). In Wisconsin and the U.S., median household income grew slightly since 2005-07 (U.S. Census). Note: three year income estimates by county from earlier years are not available.
- Per capita income in 2007-09 in Outagamie (\$26,847) and Winnebago (\$26,118) counties closely matched the Wisconsin average (\$26,403) and lagged the U.S. (\$27,100), while income in Calumet County exceeded all the areas (\$27,590). Per capita income grew by 4% to 5% locally compared to only 3% in Wisconsin and 4% in the U.S. since 2005-07 (U.S. Census).
- Figure 2** The average weekly wage for all occupations in Outagamie County was \$746 in 2010. The weekly wage for all occupations in the county rose by 10% between 2005 and 2010, compared to Wisconsin (13%). 2010 wages in the area for leisure services were only \$227 each week (Wisconsin Worknet).
- Figure 3** The gap between highest and lowest wage-earners was smaller in the Fox Cities area than in the U.S. but is widening at a faster rate. Locally, the highest quintile out-earned the lowest quintile 10 to 1 in Outagamie and Winnebago Counties, compared to 15 to 1 in the U.S. However, this gap had increased by 7% to 10% locally since 2005-07, compared to only 5% in WI and the U.S. during the same time.
- In 2005, 70% of leaders we surveyed put “increasing jobs that pay higher wages” as a highest priority for the area, in 2010, 72% did the same.

Progress and Concerns

Household and per capita incomes are moving in the right direction, albeit slowly, and household income is just above the state of Wisconsin and the U.S. average. Per capita income, while trailing other regions, is growing faster locally. Wages for leisure services jobs, a growing part of the economy, have remained fairly flat. Leaders continue to set the creation of higher paying jobs as the highest priority for the region. A concerning trend across the U.S. is the widening gap between middle to low wage-earners and the highest wage earners. Locally, while the gap is still smaller than elsewhere, it is growing faster. A wider income gap is associated with a shrinking middle class and declining quality of life for those with lower incomes.

Figure 1

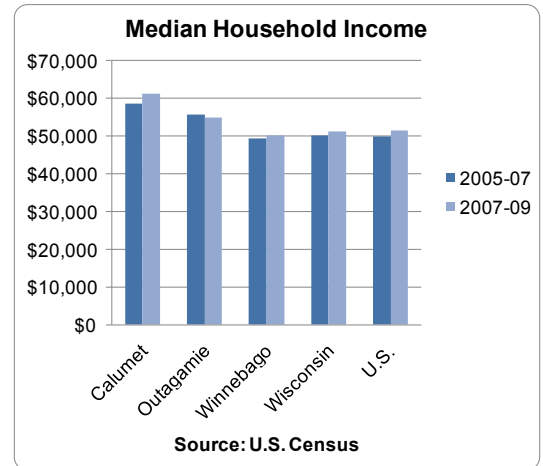


Figure 2

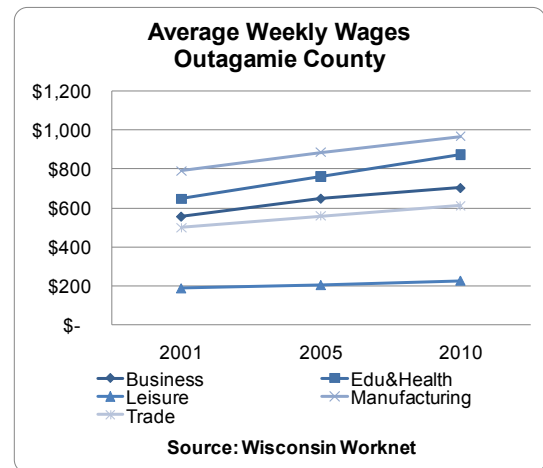
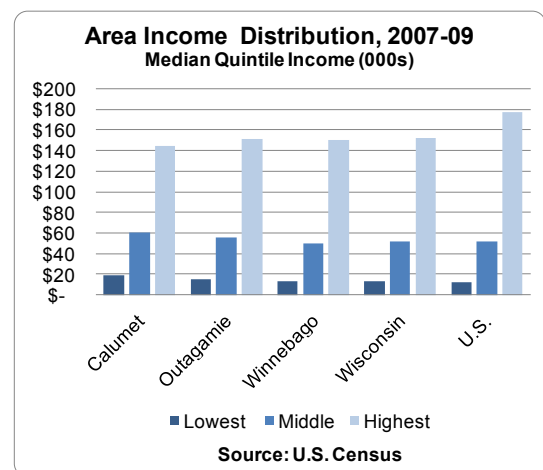


Figure 3



66% of community members and 72% of leaders scored “increasing high paying jobs” as one of the highest Fox Cities area priorities

Cost of Living

Figure 1

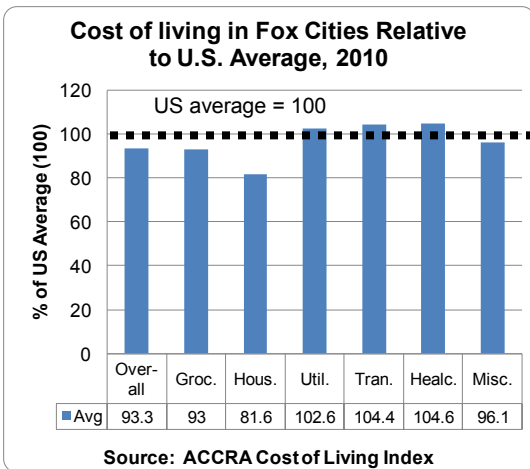


Figure 2

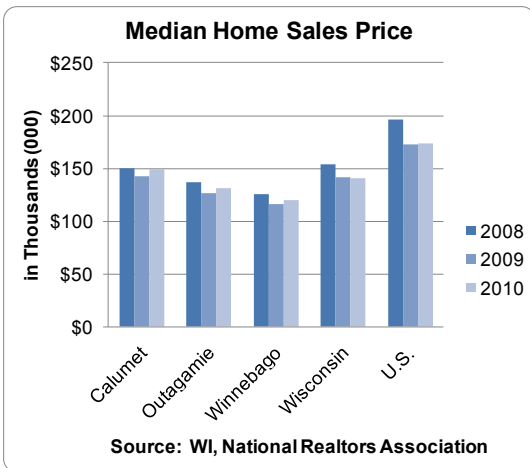
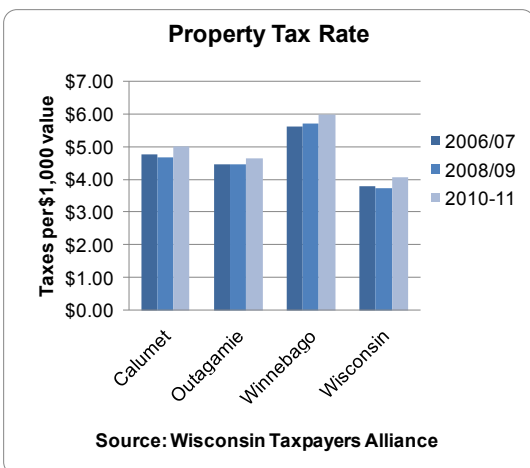


Figure 3



Data Highlights

- Figure 1** According to the American Chamber of Commerce Research Association (ACCRA) Cost of Living Index, groceries, housing, and miscellaneous items cost less in the Fox Cities than the U.S. average, while utilities, transportation, and healthcare match U.S. levels. In 2010, the overall index was 93, the same as it was in 2005.
- Figure 2** In the Fox Cities area, the median home sales price ranged from \$148,000 in Calumet County to \$120,000 in Winnebago County, having declined between 2007-09 but rebounding in 2010. The U.S. median home sales price was \$174,000 in 2010.
- Figure 3** 2010-11 Outagamie County property taxes per \$1,000 assessed home value were \$4.63, virtually unchanged since 2005-06. In Winnebago County they have risen to \$5.99, a 7% increase since 2005-06. Both are above the Wisconsin average of \$4.06.
- Figure 4** In the Fox Cities area, since 2006, the weekly cost of childcare (in a group facility) for an infant has increased 20% and the rate for 3-4 year olds had increased 26%. The 2010 costs amount to approximately 10%-11% of area median household income (Child Care Resources & Referral).

Figure 4

Weekly Average Childcare Costs by County		
	Infant	Child ages 3-4
Calumet	\$162-\$188	\$145-\$159
Outagamie	\$157-\$206	\$147-\$174
Winnebago	\$161-\$205	\$146-\$175
Wisconsin	\$165-\$209	\$152-\$179

Child Care Resources & Referral, Inc.

Progress and Concerns

The overall cost of living in the area continues to be lower than in the U.S. and property taxes have remained stable. Yet the cost of childcare poses a great challenge for lower-to-middle income households, as the weekly rate for one child comes to one-tenth of a family's household income. Although no national average cost of childcare was available, the area is comparable to Wisconsin.

88% of leaders rated the Fox Cities good or excellent at providing the quality of life features that attract businesses and employees

Economy

Data Highlights

- **Figure 1** Shown are the major employers in the area as reported by the Fox Cities Chamber of Commerce and Industry, 2011. An average of just over 200,000 adult residents were in the workforce in 2007-09 in the three-county area.
- In Outagamie County in 2010, 143,312 people were employed, a 2% decline from 2005.
- **Figure 2** The three counties in the Fox Cities area have varied economies, although all three employ the largest segment of their workforce in manufacturing followed by trade and transportation as well as education, healthcare, and social services. The local economies are similar to the make-up of Wisconsin overall, but compared to the U.S., they rely more heavily on manufacturing and less on professional, scientific, education, and healthcare sectors. Employment trends are shown on the next page.
- **Figure 3** Nearly 2,000 homes in the three county area were in some stage of foreclosure in the spring of 2011, and since 2006, that number had tripled. Experts on our work sector panel shared concerns about pockets of the community where vacant homes led to neighborhood deterioration.

Figure 1

Top 10 Major Fox Cities Employers		
	2005	2011
ThedaCare	5,000	4,400
Affinity Health System	4,300	4,300
Kimberly Clark	5,782	2,100
Thrivent Financial	1,719	1,800
Pierce Manufacturing	1,500	1,800
Plexus	2,200	1,800
Appleton Papers	2,500	1,425
Miller Electric		1,400
Outagamie County		1,200
Winnebago County		1,100

Source:
Fox Cities Chamber of Commerce & Industry

Figure 2

Employment by Industry, 2007-09					
	Calumet	Outagamie	Winnebago	WI	US
Ag/Construction	10.2%	8.1%	5.8%	9%	9%
Manufacturing	30.0%	22.5%	23.3%	19%	11%
Trade, transp, util.	15.6%	19.3%	19.8%	19%	20%
Info, finance, insur.	7.5%	9.4%	6.5%	8%	9%
Prof, scientific, mgt.	6.3%	8.5%	8.2%	8%	11%
Educ, health, social	17.5%	17.2%	20.2%	22%	22%
Arts, entertain, recrea.	7.5%	8.3%	9.1%	8%	9%
Other	5.4%	6.8%	7.1%	7%	10%

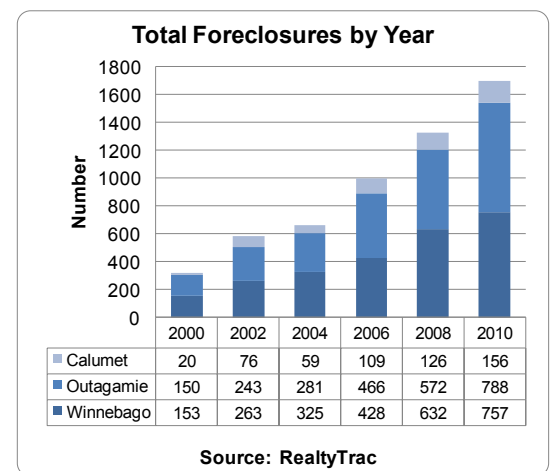
Source: U.S. Census, 2007-09

Progress and Concerns

Indicative of the economic times, total employment in the largest eight employers is down over the five year period 2006 to 2011 (from 23,100 to 17,625 respectively). Yet the area experiences a good cross section of industries making up the top 10, including healthcare, financial services, paper, manufacturing, and government. The area clearly has a strength in the manufacturing sector compared to the state of Wisconsin and the U.S. and, in contrast, has a smaller percent working in the education, health, and social services sector.

Across the U.S., the high rate of home foreclosures is a concern (national rates could not be identified). Communities are impacted with declines in property values and deterioration of vacant properties and neighborhoods. Locally, efforts are underway by lenders and nonprofits to *prevent* foreclosures.

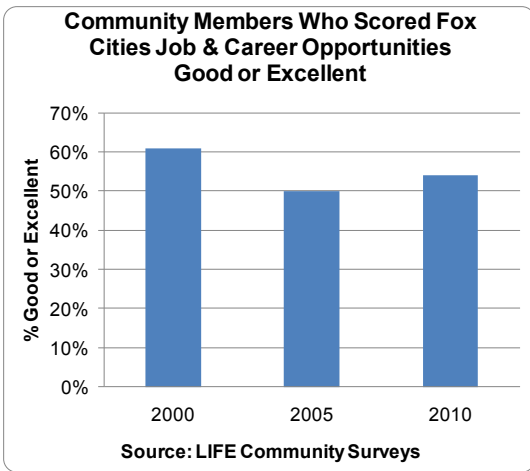
Figure 3



75% of the community and 79% of leaders scored the area good or excellent at building a strong economy

Economy, cont.

Figure 1



Data Highlights

- Figure 1** In looking at trends over the past 10 years, in 2000, 61% of community members felt that the Fox Cities area was Good or Excellent at offering jobs and career opportunities for area residents. In 2005 the percentage dipped to 50%, compared to 54% in 2010.
- Figure 2** Although the economic impacts of tourism fell 11% between 2008 and 2009, 2010 saw a slight increase, when tourists spent over \$363 million in the Fox Cities, supporting 5,613 jobs and \$7.6 million local tax revenues.
- Figure 3** Compared to 2005, community members remained consistent in their views about the economy—scoring most items just above average.
- 66% of community members and 72% of area leaders surveyed indicated that an area priority should be to create more jobs that pay higher wages.

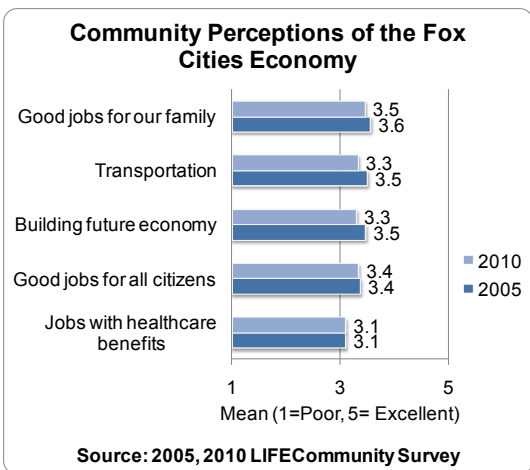
Figure 2

	2008	2009	2010
Total Expenditures	\$403,280,000	\$359,290,000	\$363,510,000
Employment (FTE)	6,203	5,535	5,613
State Tax Revenue	\$26,350,000	\$23,490,000	\$23,640,000
Local Tax Revenue	\$8,580,000	\$7,610,000	\$7,680,000

Source: Fox Cities Convention and Visitors Bureau

- Sector panel experts consistently emphasized the importance of creating jobs that pay higher wages and indicated that the area could develop a more coordinated approach in attracting new business. They concurred that over time, the area has lost several locally-owned businesses, leading to less civic involvement and community support by organizations with corporate headquarters out of the area. Finally, they agreed that political polarization that characterizes all levels of government in recent times has made it difficult to make agreements and work together to create opportunities for the area.

Figure 3



Progress and Concerns

Tourism has a major economic impact on the region; in 2009 and 2010, the sector remained steady in terms of employment and revenues. Area residents were feeling slightly more positive about the jobs and career opportunities available in the area in 2010 when compared to in 2005, although their ratings were still lower than they were in 2000.

54% of community members rated the Fox Cities above average at providing jobs and career opportunities with a good standard of living

Economic Development

Data Highlights

- **Figure 1** 1,171 new businesses were started in the three county area in 2010 (InfoUSA.com). Note: this data will be tracked in future years.
- **Figure 2** The dollar value of commercial building permits in the area dropped by half between 2008 and 2010. The number and value of residential permits issued has held fairly steady for the past two years despite the national recession (Fox Cities Chamber of Commerce & Industry).
- In 2010, 420 new homes were built in the Fox Cities area, compared to 537 in 2008 (Fox Cities Chamber of Commerce & Industry).
- **Figure 3** Leaders rated Fox Cities economic issues similarly to how they scored them in the 2005. On a scale from 1 (Poor) to 4 (Excellent), the area scored highly on how well it created the business infrastructure and for having features that attract businesses (3.2), with lower scores on protecting worker well-being (2.9), collaboration and equal employment (2.8), building a future economy (2.7) and attracting young professionals (2.5).
- New North is a non-profit economic development organization representing 18 counties in Northeast Wisconsin. Through collaboration, its goal is to “harness and promote the region’s resources, talents, and creativity for the purposes of sustaining and growing the regional economy.” Key initiatives include developing talent (including diverse talent), encouraging educational attainment, implementing targeted growth opportunities, supporting an entrepreneurial climate, and leveraging a regional brand.
- The development and economic impact of a proposed Exhibition Center in downtown Appleton is currently being studied.

Progress and Concerns

While the economic downturn has dampened business development (as shown by a rate of commercial building that is half what it was in 2008), the area continues to develop strong programs to support new business development and over 1,100 new businesses began in the three county area in 2010. The Venture Center at Fox Valley Technical College has helped launch scores of new businesses since it opened in 2005 to offer educational support for entrepreneurs. Area experts indicate that a comprehensive regional strategy is needed to support economic development, and the Fox Cities Chamber of Commerce & Industry is currently developing just such an initiative to engage the community.

Figure 1

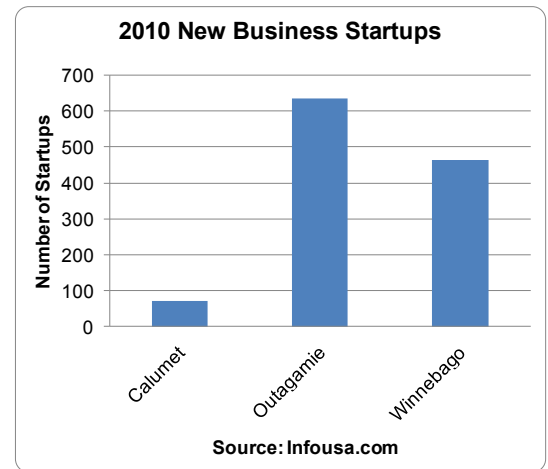
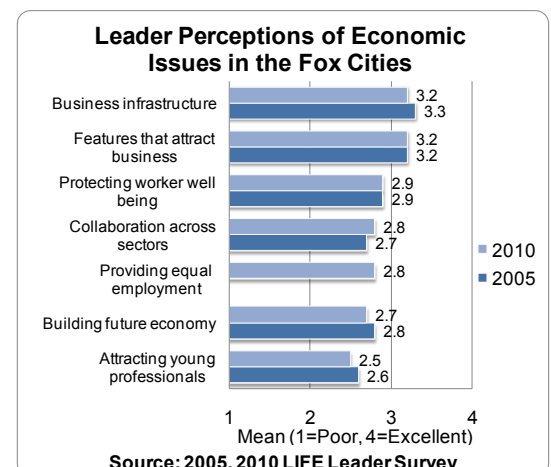


Figure 2

	Commercial Industrial		Residential	
	Num	\$ Value (millions)	Num	\$ Value (millions)
2002	880	\$215		N/A
2005	1,084	\$190		N/A
2008	707	\$214	537	\$104
2009	556	\$144	429	\$ 74
2010	628	\$107	420	\$ 75

Source: Fox Cities Chamber of Commerce & Industry

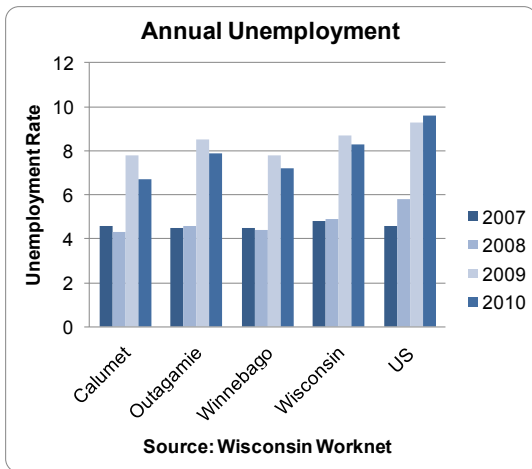
Figure 3



89% of leaders rated the Fox Cities good or excellent at providing the infrastructure that businesses need

Employment

Figure 1



Data Highlights

- **Figure 1** Across the US and locally in 2008, the unemployment rate rose. In Northeast Wisconsin, however, unemployment rates were lower (7-8%) than in the U.S. (9.6%). By 2010, county rates had declined slightly: Calumet (6.7%), Outagamie (7.9%), and Winnebago (7.2%).
- **Figure 2** The total number employed in non-farm positions in Outagamie County in 2010 (101,460) grew 1% since 2005. Mining/construction and manufacturing jobs showed losses over the time period, while employment in the services showed increases.
- Similar to 2005, in 2010 community members gave moderate ratings to the availability of jobs with health care benefits: on a scale from 1 (Poor) to 5 (Excellent), in both years, community members scored the area 3.1 (Average).

Figure 2

	2000	2005	2010	Change 2000-2010
Natural Resource, Mining	757	789	716	-5%
Construction	8,121	8,258	6,691	-18%
Manufacturing	20,710	19,100	17,489	-16%
Trade, Transportation, Utilities	21,158	20,870	20,587	-3%
Information	n/a	n/a	2,034	n/a
Financial Activities	5,991	6,767	6,619	10%
Prof& Business Services	9,165	11,370	11,190	22%
Education & Health	12,908	15,810	17,487	35%
Leisure & Hospitality	7,865	9,386	9,692	23%
Other Services	3,271	3,568	3,824	17%
Public Administration	2,710	2,927	3,121	15%

Source: Wisconsin Worknet

- In July, 2011, *Forbes* magazine named Appleton #40 in the U.S. as one of the 'Best Small Places for Business and Careers.'
- 63% of leaders believed that the Fox Cities area does a Good or Excellent job at providing equal employment opportunities for all (including women, ethnically diverse residents, and those with disabilities).
- 88% of leaders perceived that the area does a Good or Excellent job providing the quality of life features to attract businesses and employees to the area, and 47% gave similar ratings to how the area is doing at attracting and retaining young professionals.

Progress and Concerns

The economy in the Fox Cities area shows balanced employment across the sectors and a shift to the services, away from manufacturing and durable goods (a nationwide trend). Many of the service occupations are found in the health care and leisure sectors. Leaders were very optimistic that the area is doing well providing quality of life features to attract business and employees. The community shows concern about the availability of jobs with health care benefits. A major goal of the federal Affordable Health Care Act of 2010 was to expand access to health insurance, so if the act is fully implemented, access to jobs with health care may improve.

31% of community members scored the Fox Cities good or excellent at providing jobs that offer health care benefits

Workforce Excellence

Data Highlights

- Figure 1** In 2007-09 the percent of adults with a Bachelor's degree or higher in Calumet County was 25%, Outagamie County 25% and Winnebago County 24%. This number was slightly higher in the area since 2005-07 estimates. The U.S. rate was 28% in 2007-09 and Wisconsin, 26%. Between 9 to 10% of area adults had an Associate's degree compared to 8.5% in Wisconsin and 7.5% nationally (2007-09 U.S. Census).
- Figure 2** The labor force participation rate in Outagamie County (73%) exceeds the U.S. average for adults (65%), and 68% of women work, compared to 60% in the U.S.
- Figure 3** In 2011, Fox Valley Technical College awarded 41% more technical diplomas than it did in 2005, while the number of Associate Degrees rose slightly.
- Experts in the Education and Economy sectors were concerned about alignment between K-12 education and job-readiness for students who did not plan to attend college. These young people often do not relocate after high school and are a significant portion of the workforce.
- Similarly, participants in the Economy sector panel expressed concerns about the skills of some members of the workforce. Job openings are sometimes not filled due to inability of businesses to find well-skilled workers, especially those with sophisticated technical, social and problem-solving skills.
- 63% of employers participating in the Fox Cities Chamber of Commerce and Industry annual outlook survey reported that the availability of qualified workers was good or excellent, compared to only 41% in 2008. The percentages from previous years are as follows: 2002 (34%), 2004 (65%), and 2006 (61%) (Chamber of Commerce).

Progress and Concerns

Education is vital for the emerging economy, where cognitive and team skills are highly valued. The educational attainment of area adults matches the U.S. average when Associate Degrees are considered, but attainment of Bachelors Degrees locally lags the U.S. While local employers currently see a good supply of qualified workers, our expert panel cited an emerging concern that the preparation and skills of the current workforce do not match well with the needs of employers. This emerging concern, they felt, might be addressed by collaborating to develop training and educational programs that align with the needs of local employers.

Figure 1

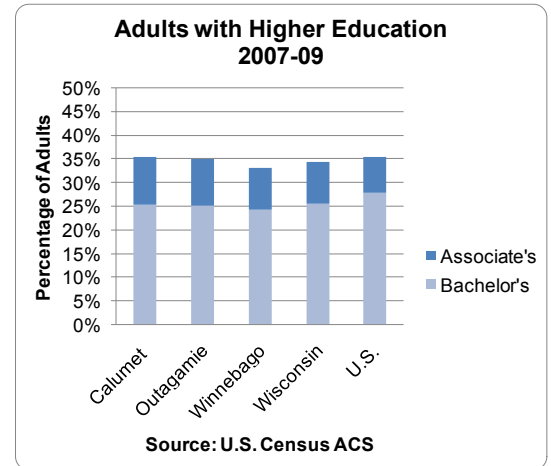


Figure 2

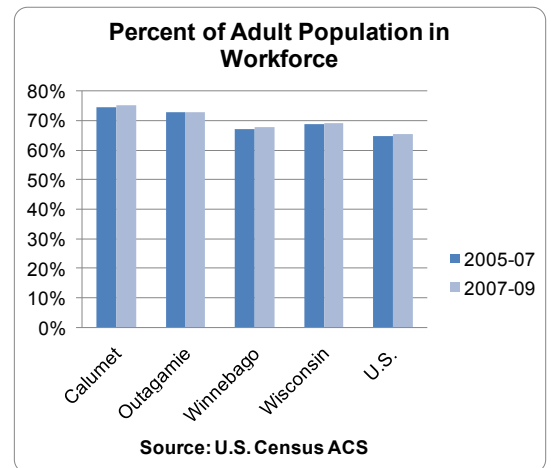
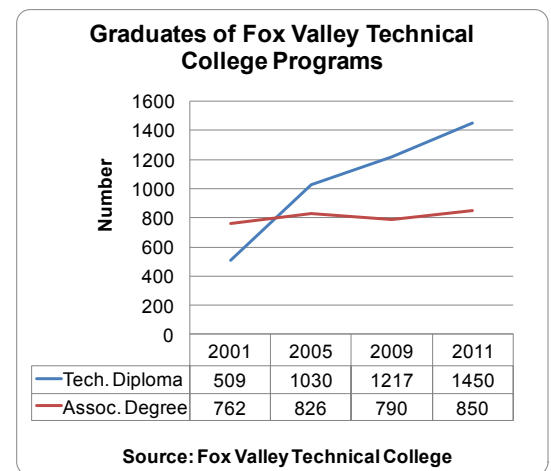


Figure 3



47% of leaders scored the Fox Cities area good or excellent at attracting, cultivating, retaining and rewarding young professionals

Transportation

Data Highlights

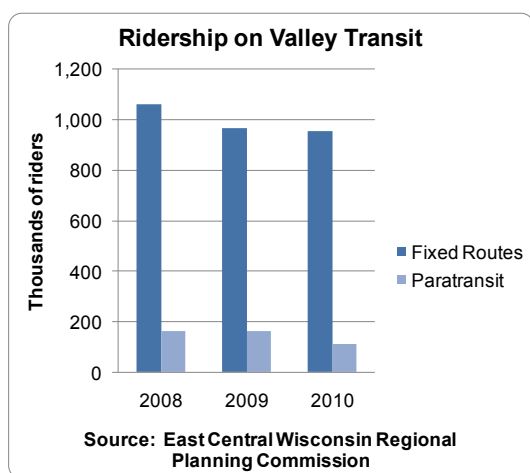
Figure 1

Outagamie County Regional Airport Annual Statistics				
	2008	2009	2010	% change 2008-2010
Total passengers	528,015	534,335	560,660	6%
Total Freight (lbs.)	31,153,868	19,763,890	25,962,484	-17%
Flights (total landings)	8,869	7,319	7,606	-14%

Source: Fox Cities Chamber of Commerce and Industry

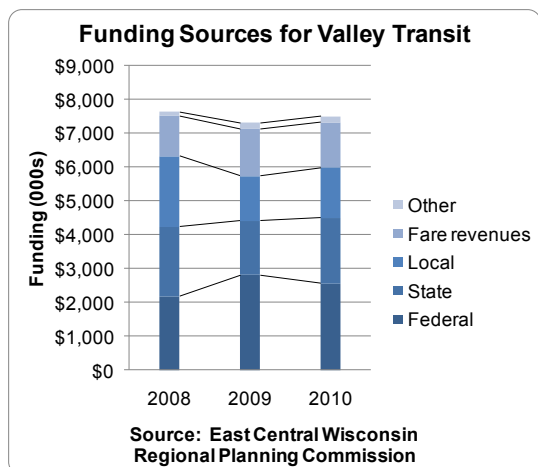
- **Figure 1** The Outagamie County Airport saw a 6% increase in total passengers between 2008 and 2010, while freight and total flights had declined.
- **Figure 2** Fixed route ridership on Valley Transit declined by about 10% between 2008 and 2010, while paratransit rides declined by 30%, however the system still provided over 1 million rides in total.

Figure 2



- **The Connector**, a Fox Cities Regional Transportation initiative, has provided more than 46,000 rides to individuals since it began in 2007. The service improves access (geographic and hours of operation) primarily for people with low incomes so that they have reliable transportation to their place of employment.
- **Figure 3** Approximately 80% of Valley Transit revenues come from federal, state, and local funding.
- Average commuting time has risen in the Fox Cities area yet remains shorter than the U.S. average. Local residents commuted to work in 18-20 minutes, compared to the US average 25 minutes. Most commuters traveled alone.
- Community members' ratings of the overall transportation system (roads, traffic, bus service) in the Fox Valley area inched up in 2010, when 44% scored it Good/Excellent compared to 42% in 2005 and 32% in 2000.
- 53% of leaders in 2010 felt that the area was Good or Excellent at providing a transportation system that meets the needs of all residents.

Figure 3



Progress and Concerns

The Connector has been a successful community initiative to ensure that persons with poor access to automobiles can have a reliable, efficient, affordable means to get to work, especially individuals working the evening shift. The program is a joint initiative of United Way Fox Cities and Valley Transit, relying on government and philanthropic dollars to remain in operation. As we go to press, federal funding for Valley Transit may be reduced due to population growth in the metro area. Likewise, Wisconsin's 2012-2013 budget decreased state transit funding by 10% and shifts the funding for transit into the General Fund, where it must compete for funding with other programs (Milwaukee Journal Sentinel, 2011).

44% of community members rated the overall transportation system in the Fox Cities area (roads, traffic, bus service) good or excellent

Results are available online at www.foxcitieslifestudy.org
and at www.lifestudy.info

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