











# 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

Good	
Fair	
Poor	
Not rated	

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### ***“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>
<b>Community Perceptions</b>	<i>Findings from LIFE Community and Leader Surveys*</i>
<b>Diversity</b>	Racial/ethnic origin of residents Income distribution of residents
<b>Civic Involvement &amp; Leadership</b>	<i>Voter participation rates*</i> Uncontested local elections Representativeness of elected leaders to population (gender)
<b>Philanthropic Vitality</b>	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
<b>Community Involvement</b>	Active neighborhood associations or watch groups Number of weekly farmers markets Number of and estimated attendance at major free community events
<b>Infrastructure &amp; Governance</b>	<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](http://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](http://www.co.outagamie.wi.us) and  
[www.co.calumet.wi.us](http://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](http://www.savorwisconsin.com/farmers_market_srch/default.asp)

Selected additional information can be found at our website: [www.foxcitieslifestudy.org](http://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

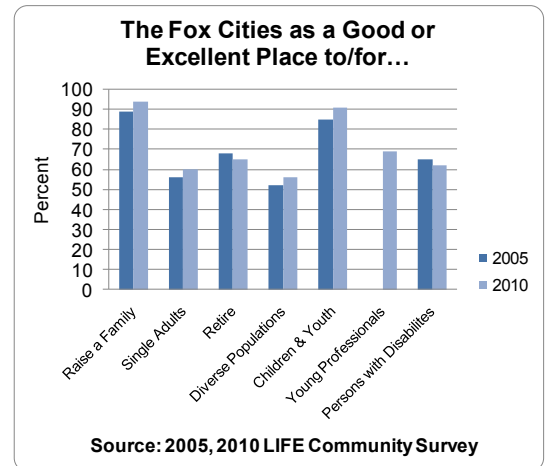


Figure 2

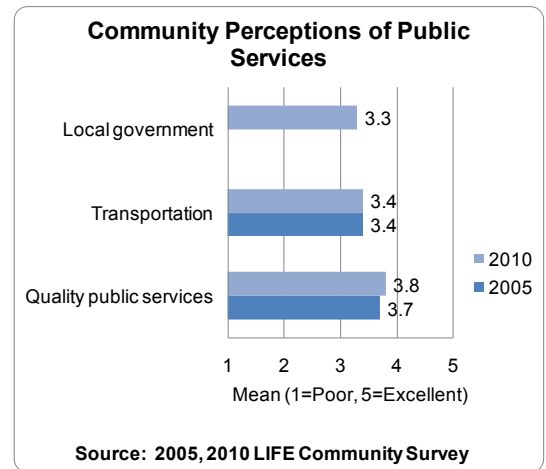
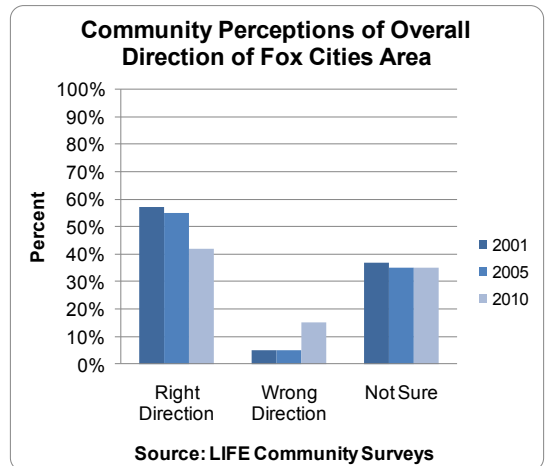


Figure 3



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

# Diversity

Figure 1

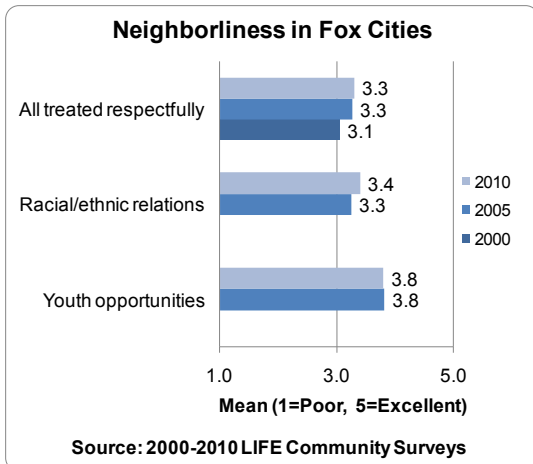
Gap between Highest & Lowest Earners				
County	Lowest quintile (2007-09)	Highest quintile (2007-09)	Ratio	% Change from 2005-07
Calumet	\$19,305	\$144,812	7.5	6.7%
Outagamie	\$15,286	\$151,395	9.9	9.4%
Winnebago	\$13,588	\$150,731	11.1	9.8%
Wisconsin	\$13,040	\$151,746	11.6	3.9%
U.S.	\$11,817	\$177,225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

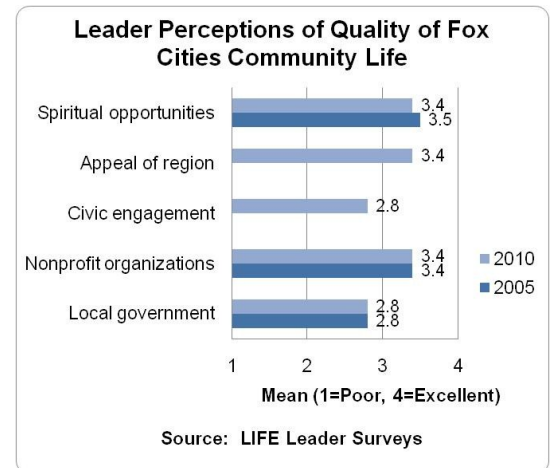


Figure 2

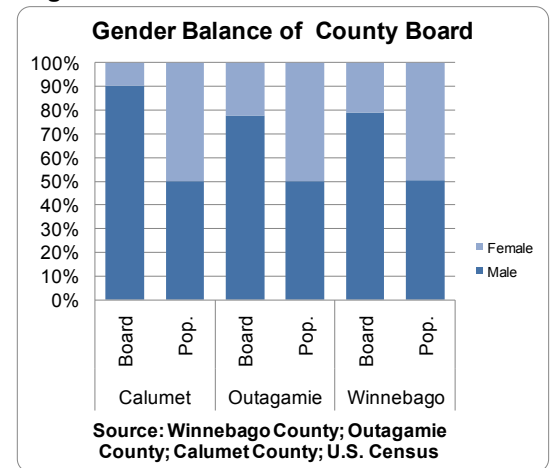
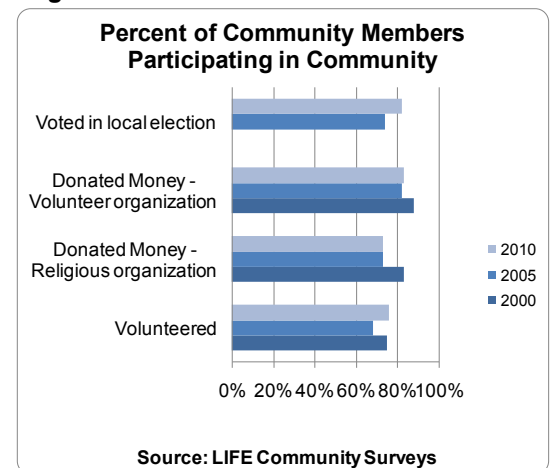


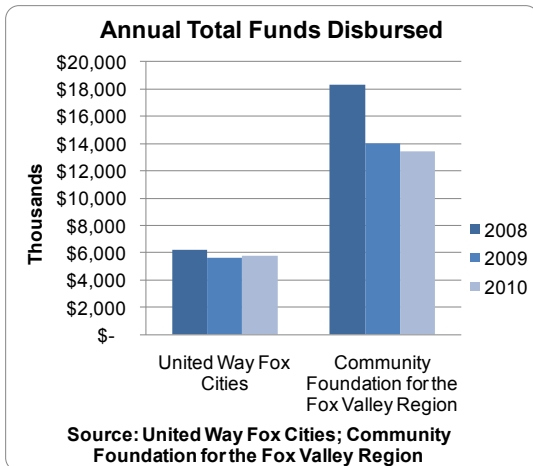
Figure 3



*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
<b>Total</b>	<b>728</b>	<b>1,439</b>

Source: Guidestar.org

**Figure 3**

Combined Revenues and Assets of Nonprofit Organizations, 2011 (in 000s)	
<b>Calumet</b>	
Total Revenues	\$36,915
Total Assets	\$165,365
<b>Outagamie</b>	
Total Revenues	\$1,260,636
Total Assets	\$5,260,320
<b>Winnebago</b>	
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.

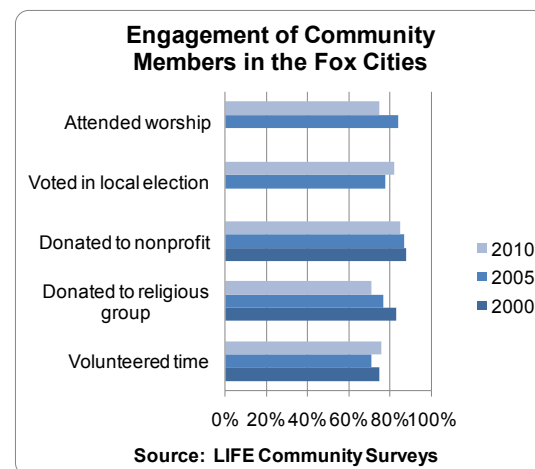
Figure 1

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	

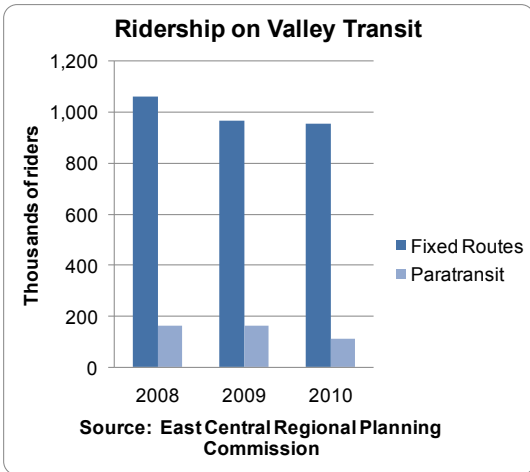
Figure 3



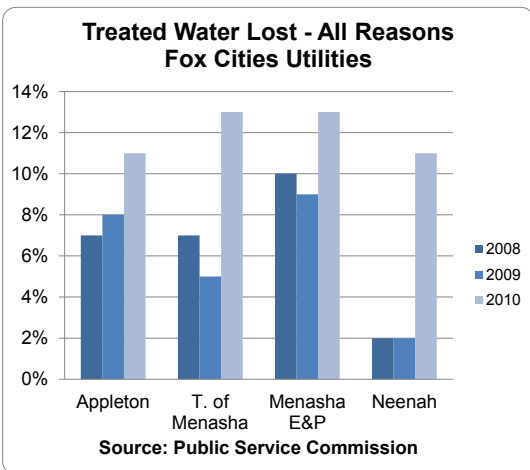
*66% of leaders rate the civic involvement in the Fox Cities community as good or excellent*

# Infrastructure & Governance

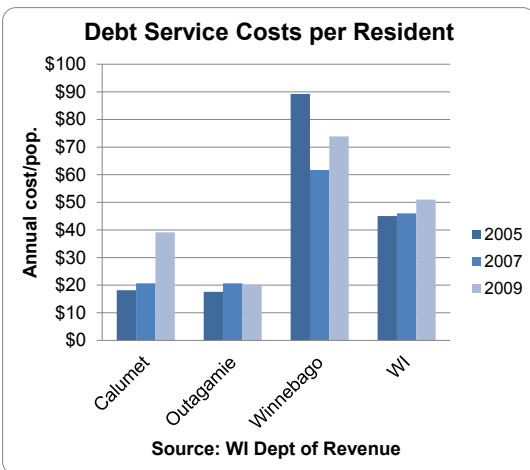
**Figure 1**



**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.