
Sustaining Wisconsin

A Statewide Dialogue on Wisconsin's Future

A project of the Center on Wisconsin Strategy (COWS), UW-Madison

Milwaukee, Ozaukee, Washington, & Waukesha Counties

An Economic, Social, Environmental, and Political Snapshot



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Regional Briefing Paper Series

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Preface: Why we need State of the Region Reports

In January 2001 the Center on Wisconsin Strategy (COWS) launched an 18-month statewide grassroots public education campaign — complete with coordinated media outreach, public discussion forums, an interactive web site, and regular electronic mailings — on major issues of concern to the state. “Sustaining Wisconsin” offers a model for mass education on public policy and involvement that will produce real results now and can be used elsewhere in the future.

A central component of Sustaining Wisconsin is providing useful, accessible information to people in their communities. Integral to this mission is a series of regional reports we are releasing throughout the campaign. The regional reports are an attempt to understand and portray issues and matters that are of specific importance to residents in particular areas of Wisconsin. The regional reports focus more detailed attention on the many facts within Sustaining Wisconsin’s five broad issue categories: Jobs and the Economy, Families and Communities, The Future, Environment and Natural Resources, and Democracy and Civic Participation.

The regional reports are also part of a larger project currently underway at COWS to explore the state of rural Wisconsin. The rural areas of Wisconsin vary significantly depending on the region. In the northern part of the state, rural economies are facing unique challenges as tourism grows and the mining and timber industries change. In the southern part of the state, the pressures of suburban development and the current low prices for agricultural commodities, including milk, Wisconsin’s farming backbone, are forcing many farmers into heavier debt and often foreclosure.

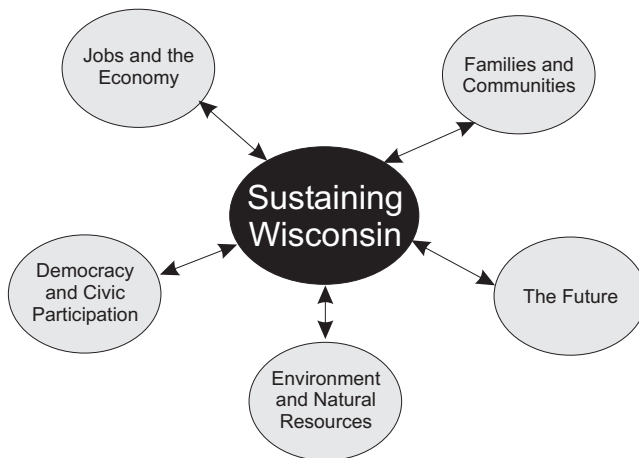
There are similarities behind the concerns facing residents of rural Wisconsin, as there are common features in the concerns that face us all. Our rural areas do not exist independently of the urban areas and the state of rural affairs is directly related to the state as a whole. By dividing the state into regions comprised of three to six counties, and then exploring in detail the particular issues, trends, opportunities and challenges, we believe that we can better understand our state as a whole, and for the first time begin to articulate a policy agenda for long-term, statewide economic sustainability.

Many decisions that impact our daily lives are made at the local and regional levels. More information about job growth, unemployment, health and social services, schools, lakes and rivers, and political participation can help us in making the right policy choices in our local areas. The regional reports are designed to contribute to the discussion around these issues, and draw attention to important choices and challenges that we face right in our own backyards.

The differences in geographical location, landscape, industry base, political affiliations, and environmental concerns all offer a chance to compare one area of Wisconsin to another area and to the state as a whole.

As with virtually all regions in Wisconsin, the counties explored in this regional report highlight how great it is to live here. The challenge before us as a state is to preserve our strongest traditions while confronting our greatest challenges.

Findings: The State of the Milwaukee, Ozaukee, Washington, and Waukesha Region



Even a quick review of the challenges we face — that is, the problems we need to solve and the opportunities we need to preserve — reveals important connections between seemingly unrelated issues. The choices we and our leaders make should embrace those connections.

Jobs and the Economy

- Ozaukee, Washington, and Waukesha counties had labor force participation rates well above the national rate in 1999. The participation rate in Milwaukee County is lowest in the region, yet still near the national average.
- Although employment opportunities have increased in each county, Milwaukee County only saw a total employment increase of 1.2 percent. Washington County, on the other hand, saw an increase of over 40 percent between 1990 and 1998.

- Travelers spent nearly \$1.5 billion in Milwaukee County in 2000, supporting more than 40,000 tourism-related jobs.

Families and Communities

- Ozaukee, Waukesha, and Washington counties had among the lowest overall poverty rates and child poverty rates in the state.
- Milwaukee County's 16.5 percent overall poverty rate, and 28.4 percent child poverty rate, were second highest in the state in 1997.
- Waukesha County's renter households rose by 32 percent between 1990 and 2000, the highest percentage increase in the state.

The Future

- Milwaukee County is one of only four counties statewide, and the only urban county, that lost population from 1970 to 2000.
- Seven out of ten children under the age of five in Milwaukee County were receiving WIC services in 2000.
- The Milwaukee Public School District, with a 54.7 percent graduation rate, had the lowest graduation rate in the state. Racial disparities in graduation rates are also of concern; while the graduation rate for white students was 74 percent, only 34 percent of black students and 42 percent of Latino students graduated during this same year.
- Ozaukee County's adult arrest rate was roughly half of the statewide rate in 1999.

The Environment and Natural Resources

- The region has forty-one impaired water bodies, thirty-two of which are in Milwaukee and Waukesha counties.
- The region contains a total of one hundred twenty-seven Superfund sites. With seventy-eight sites, Milwaukee County has more sites than any other county in Wisconsin.

Democracy and Civic Participation

- Only nine of the thirty-three state legislative races held in the region in 2000 were contested by more than one candidate. Of those nine, none were competitive.
- Ozaukee, Washington, and Waukesha counties exceeded the statewide average for voter turnout. Ozaukee County showed the highest rate at 79 percent.

Top 10/Bottom 10 in WI

- **Percent of Workers with Poverty Earnings 1997** — Waukesha 2nd lowest; Milwaukee 8th lowest, Washington 9th lowest
- **Manufacturing Wage 1998** — Milwaukee 3rd highest; Waukesha 7th highest; Ozaukee 9th highest
- **Unemployment Rate 2000** — Ozaukee 2nd lowest, Waukesha 3rd lowest, Washington 10th lowest
- **Poverty Rate 1997** — Milwaukee 2nd highest; Ozaukee lowest; Waukesha 2nd lowest; Washington 3rd lowest
- **WIC Participation 2000** — Milwaukee 4th highest; Ozaukee lowest; Waukesha 2nd lowest; Washington 3rd lowest
- **Percentage of Teen Births 1999** — Milwaukee 4th; Ozaukee lowest; Waukesha 3rd lowest; Washington 7th lowest
- **Percentage of Single Parent Families 1999** — Milwaukee 2nd highest; Ozaukee 2nd lowest; Waukesha 3rd lowest; Washington 6th lowest
- **Percent Change in Renter Households 1990-2000** — Waukesha highest; Washington 3rd highest

Jobs and the Economy

While Wisconsin as a whole has recently experienced an economic boom, we continue to face challenges in building a sustainable future for our state. The nature of work in Wisconsin is changing, as the economy shifts from family-supporting jobs in the manufacturing sector to low wage, dead-end jobs in the retail and service sectors. As wages slip, people are working longer hours to maintain their standards of living. Furthermore, not all citizens have shared equally in the economic boom. The wealthy have benefited disproportionately from the growth in the last decade, the middle class is largely stuck, and the poor are slipping further behind.

This four county region has historically had a strong manufacturing economic base. While manufacturing continues to play an important role in the region’s economy, an overall increase of jobs in the service sector is of concern, as this sector tends to be constituted by jobs that pay lower wages and provide fewer benefits than those in the manufacturing sector.

The labor force participation rates in the region are generally higher than the Wisconsin state average, however, Milwaukee County’s labor participation rate is well below that of the state and of the surrounding counties. Unemployment rates in Milwaukee County are higher than the state average.

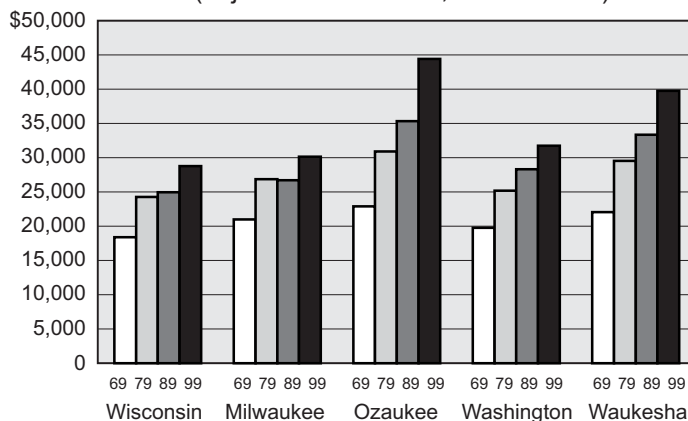
Throughout Wisconsin, there is a general trend toward large, “factory” farms, which are farms larger than 1000 acres. As with the case statewide, the expansion of urban sprawl in this region poses an immediate concern for small farms and the agricultural industry as a whole. While the region saw only a slight increase in the number of factory farms between 1992 and 1997, it showed a significant loss in the total percentage of land used for agricultural purposes in the same time period, indicating the disappearance of small farms.

Economic Growth

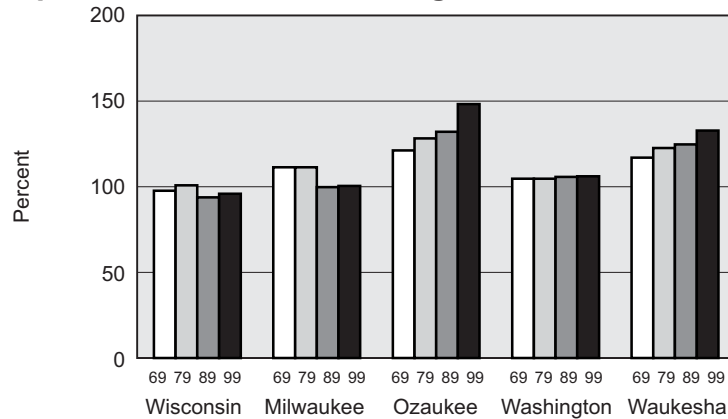
Per capita income is one of several measures of economic well-being. Yet, because it averages the incomes of every individual in a given area, stark differences in earnings and resources can be obscured. This is evident in Milwaukee County where, despite high unemployment and significant numbers of workers with sub-poverty earnings, the county shows a per capita income above the statewide average. As such, this data should be understood as only a rough indicator of the region’s economic conditions.

- The growth in per capita income in the region reflects the general growth in Wisconsin during the same period. Per capita income in each county, in fact, was above the state average.
- Regional per capita income as a percentage of the national per capita income shows that these counties were at or above the national average. Per capita income in Milwaukee and Washington counties was at the national per capita income average, while Ozaukee and Waukesha counties exceeded the national average from 1969 to 1999.

Per Capita Income, 1969–99
(adjusted for inflation, 2001 dollars)



Per Capita Income as a Percentage of the U.S. Per Capita, 1969–99



Labor Force Participation and Unemployment

Wisconsin rightfully takes pride in its strong work ethic, which is demonstrated in the region.

- Ozaukee, Washington and Waukesha counties had labor force participation rates well above the national rate in 1999. The participation rate in Milwaukee County was lowest in the region, hovering near the national average.

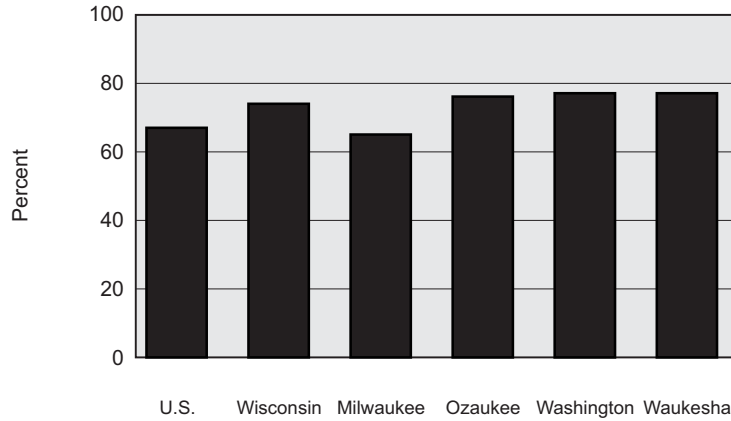
Through the 1990s, unemployment rates were at historic lows in Wisconsin. Similarly, each county in the region experienced steady declines in unemployment in the same decade.

- Ozaukee County consistently had the lowest unemployment rates in the region.
- In Milwaukee County, unemployment rates were slightly above the state average from 1994 to 2000.

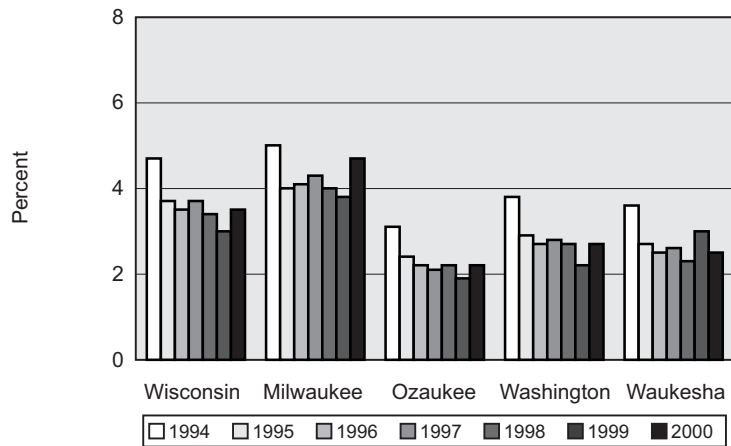
Unemployment rates fluctuate and change with seasons. Seasonal unemployment rates take into account jobs, such as those in the hospitality sector, that are added during the summer to meet increased tourist demands, revealing cycles of economic activity in particular areas.

- Seasonal unemployment fluctuations are virtually non-existent in this region. Recent unemployment rates do, however, show a significant spike in unemployment in Waukesha County.

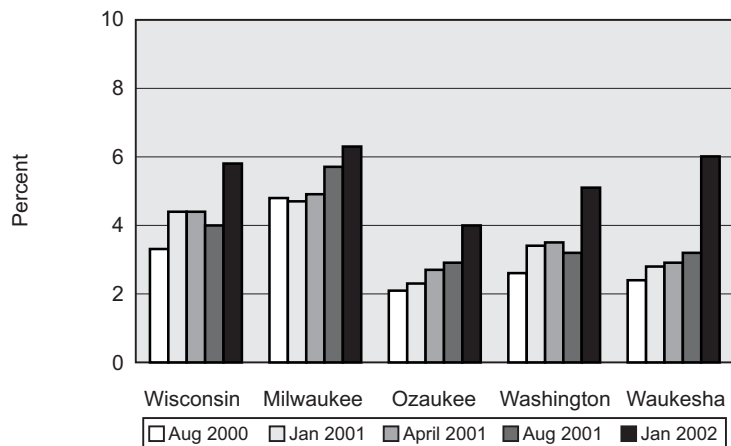
Labor Force Participation Rate, 1999



Unemployment Rates, 1994–2000



Recent Seasonal Unemployment Rates

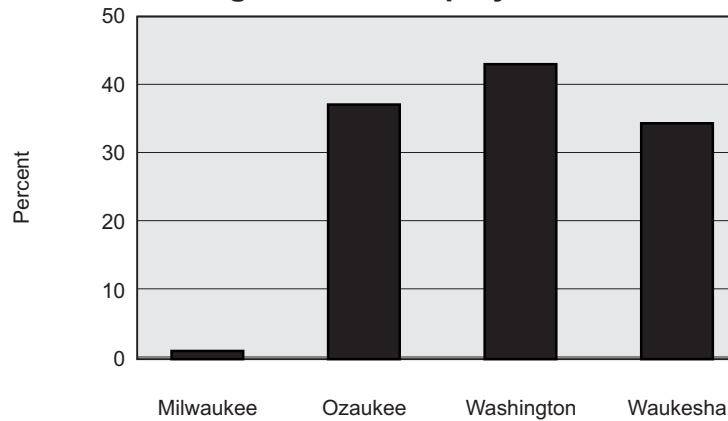


Job Growth

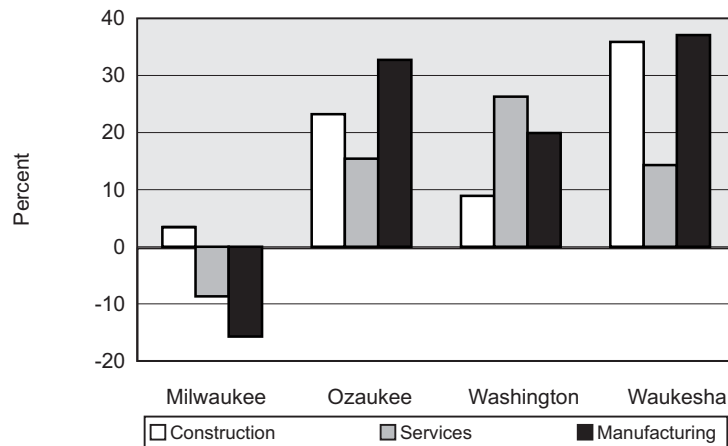
In addition to labor force participation and unemployment trends, job growth across sectors is an important indicator of the nature and quality of a region’s economy.

- Although employment opportunities have increased in each county, Milwaukee County saw a total employment increase of only 1.2 percent.
- Washington County saw an increase of over 40 percent between 1990 and 1998.
- Milwaukee County experienced a decrease in both manufacturing and service jobs between 1994 and 1999, while Ozaukee, Washington and Waukesha counties each saw increases in the manufacturing, service, and construction industries.

Change in Total Employment, 1990–98



Job Growth Across Sectors, 1994–99



Employment by Sector

Milwaukee County

More than half of the non-farm employment in Milwaukee County in 1999 was in the services and trade industries. Manufacturing still accounts for one in five non-farm jobs in Milwaukee County.

Ozaukee County

One third of non-farm employment in Ozaukee County was in the manufacturing sector in 1999. The service industry provides one in every four non-farm jobs in the county.

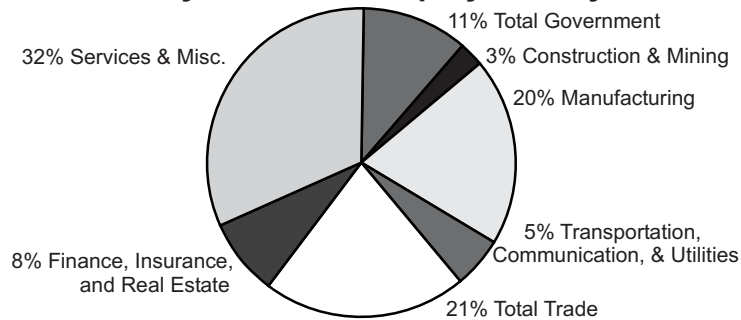
Washington County

Nearly one in three jobs in Washington County were in the high-paying manufacturing sector.

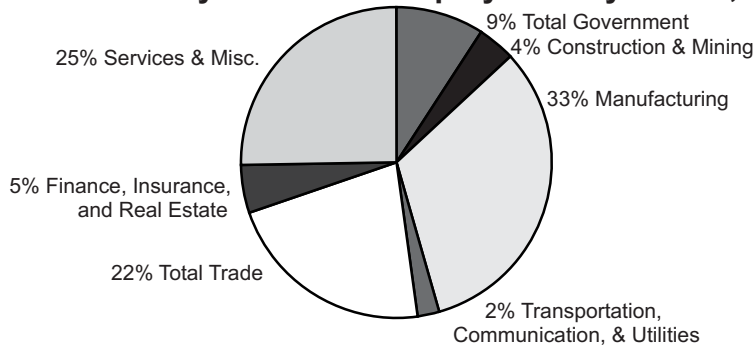
Waukesha County

Waukesha County’s primary employment sectors in 1999 were almost evenly divided among services, trade and manufacturing. Each of these sectors accounted for about one-quarter of the county’s total non-farm employment.

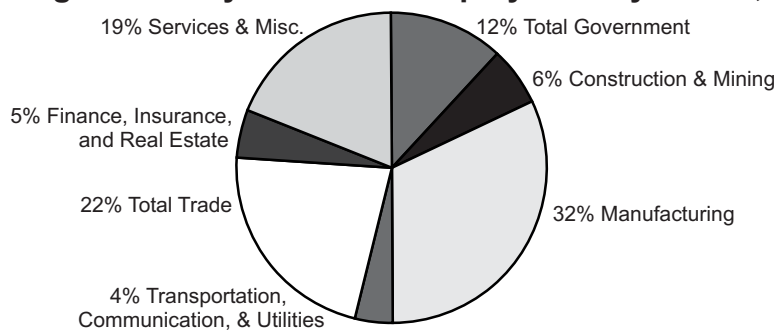
Milwaukee County Non-Farm Employment by Sector, 1999



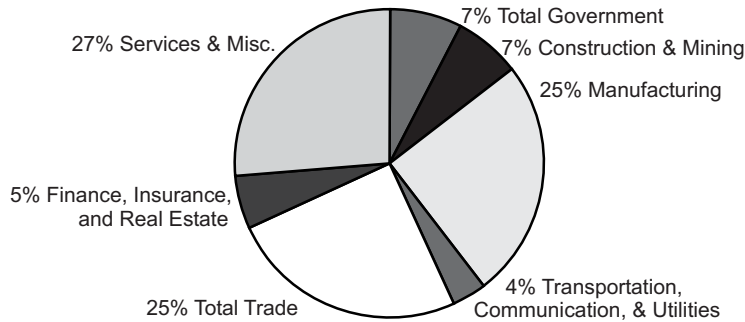
Ozaukee County Non-Farm Employment by Sector, 1999



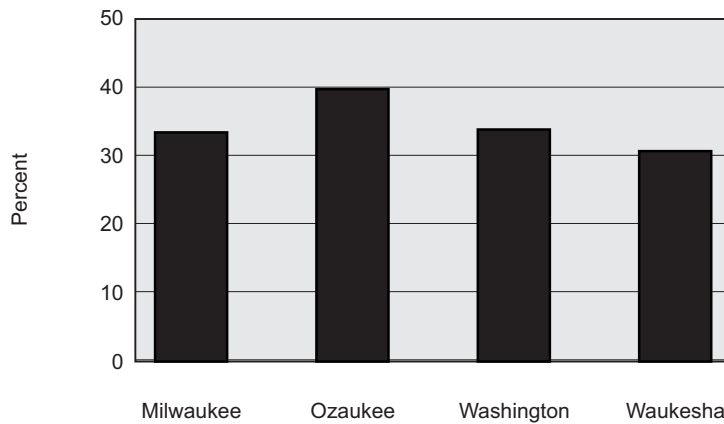
Washington County Non-Farm Employment by Sector, 1999



Waukesha County Non-Farm Employment by Sector, 1999



Workers with Poverty Earnings, 1998
(in primary occupation)



Workers with Poverty Earnings

A significant number of workers in this region had sub-poverty earnings in their primary jobs in 1998. Yet, the prevalence of workers with poverty earnings - \$17,650 for a family of four in 2001 - in itself does not mean that people are living in poverty. These workers may live with another wage earner, work multiple jobs, or draw on alternative income sources. But poverty earnings are reflective of the types of jobs available in particular counties in Wisconsin, as well as of the opportunities residents have for securing the wages and the benefits sufficient for a basic quality of life.

The percentage of workers with poverty earnings in the region in 1998 was relatively low compared to other counties throughout the state, but this data must be understood in relation to other economic trends. Milwaukee County, for example, while showing a relatively low percentage of workers with poverty earnings, also showed a relatively high unemployment rate in the same year. Taken together, these measures suggest that, while family-supporting jobs are available in the county, a large portion of the workforce lacks the skills, training and resources to secure and maintain them.

Agriculture

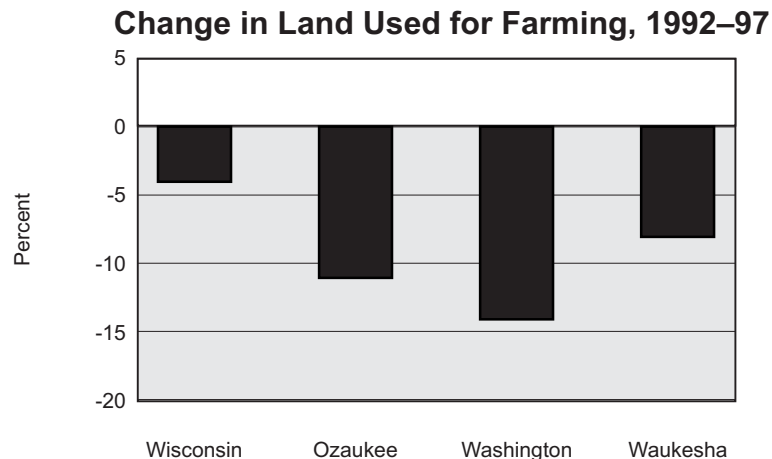
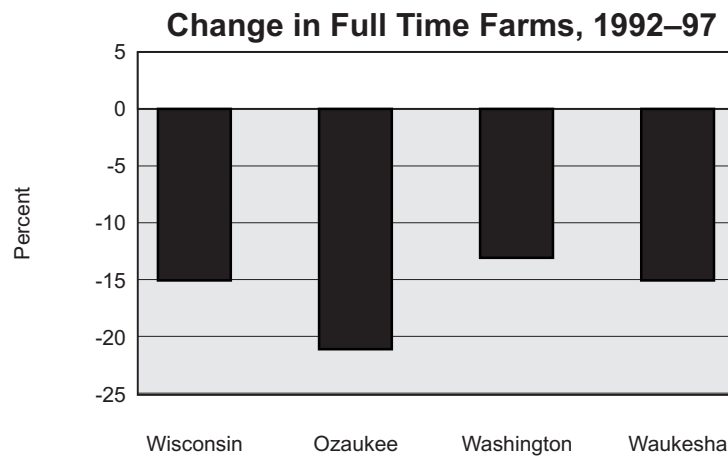
Agriculture has always played an important role in Wisconsin, yet this role is declining as farmers continue to be squeezed by low commodity prices and development pressures. Farmers spend roughly seventy-five cents in the local economy for every dollar they earn, and as a result, as farms disappear, many local businesses may follow. The future of these farms will affect all residents of these counties, not only in the supermarket, but also in terms of the environment and the local economy. Although this region is less agricultural than other regions in the state, the pressures of sprawl can be clearly seen.

- As was the case statewide, the number of full-time farms declined in Ozaukee, Washington and Waukesha counties between 1992 and 1997. Ozaukee County saw a faster rate of decline than that of the state.
- Between 1992 and 1997, the amount of land used for farming decreased in Ozaukee, Washington and Waukesha counties. Washington County lost farmland as a rate three times faster than the statewide average.
- Data was not available for Milwaukee County.

The number of farms larger than 1,000 acres increased 32 percent between 1987 and 1997 in Wisconsin. By contrast, the number of farms with more than 1,000 acres in the United States increased by just 4.3 percent over the same time period.

- Predictably, there are relatively few large farms in this region. Waukesha County had 20 large farms in 1992 and in 1997.

The characteristics of farmers in Wisconsin are also changing. Farming households are more and more likely to rely on additional income earned off of the farm, and income earned from two workers.



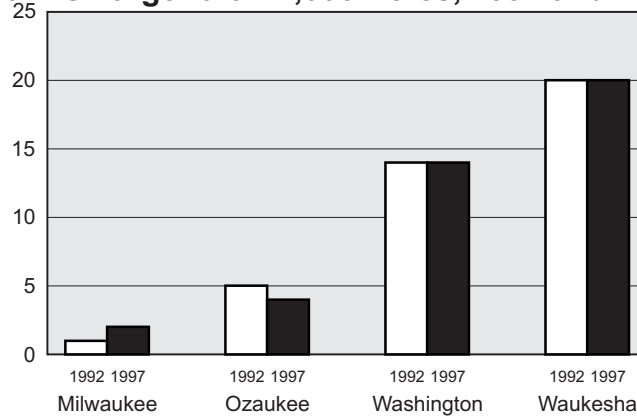
12, **Jobs and the Economy** — Milwaukee, Ozaukee, Washington, & Waukesha Counties

- The number of farmers who report farming as their principal occupation decreased in Ozaukee, Washington, and Waukesha counties, following the statewide trend. This pattern is especially pronounced in Ozaukee County.
- Data was not available for Milwaukee County.

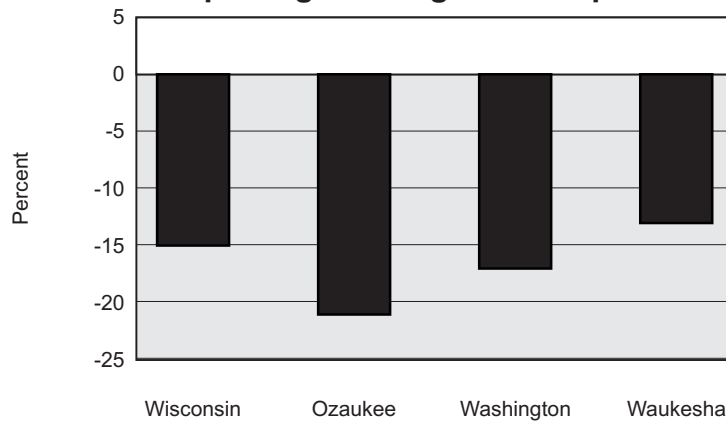
The average age of Wisconsin farmers is increasing, as young people are not entering the occupation as quickly as older farmers are retiring. In Wisconsin, the average age of farmers increased from 50.6 years in 1992, to 52.2 years in 1997.

- The trend in most of the region is comparable to that for Wisconsin as a whole. Ozaukee, Washington and Waukesha counties saw an increase in the average age of farmers, while Milwaukee County saw a small decrease in average age.

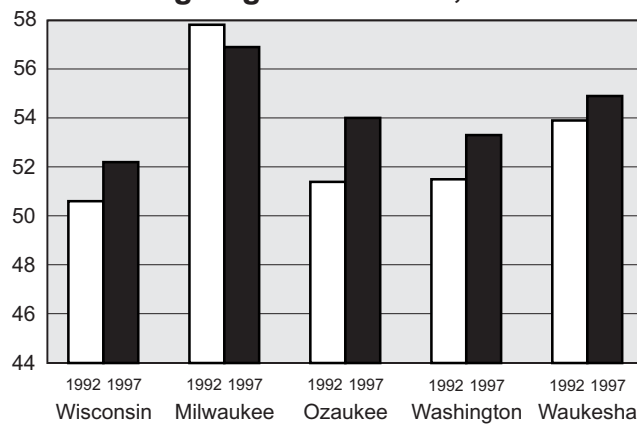
Farms Larger than 1,000 Acres, 1992 and 1997



Change in Those Reporting Farming as Principal Occupation, 1992–97



Average Age of Farmers, 1992–97

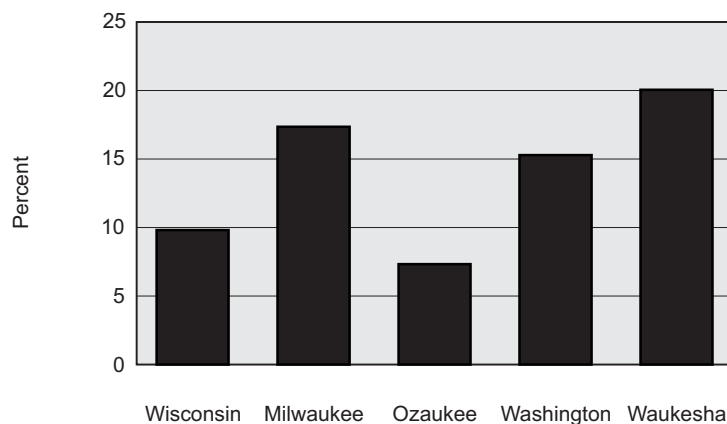


Tourism

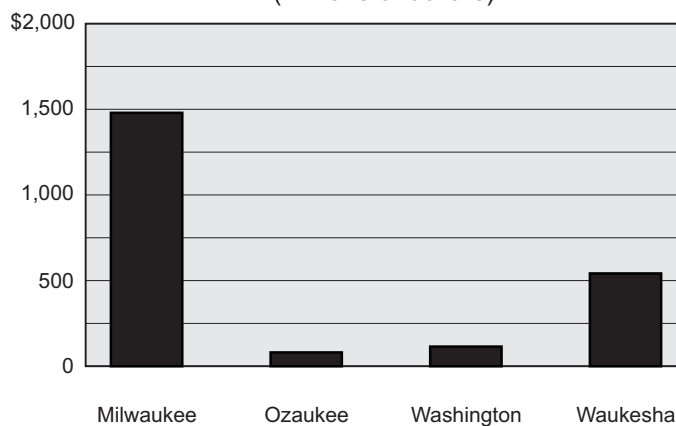
Tourism is an important industry throughout Wisconsin, as revenue from this sector supports job growth and local businesses. Yet jobs within the industry are frequently low-wage and seasonal. As such, while the industry can be a good source of revenue for a county, the distribution and organization of tourism jobs must be carefully planned to ensure that they provide sustainable, family-supporting incomes.

- Tourism revenue in each county increased between 1999 and 2000, with all but Ozaukee County experiencing larger increases than the statewide average.
- Travelers spent nearly \$1.5 billion in Milwaukee County in 2000, supporting more than 40,000 tourism-related jobs.
- Milwaukee County ranked number one in the state for both tourism revenue and total jobs in tourism.

Change in Tourism Revenue, 1999–2000



Travelers' Spending, 2000
(millions of dollars)





Families and Communities

Strong families and communities are integral to the realization of the American dream. In Wisconsin, work is up and welfare rolls are down, yet many workers remain poor. Shelter is considered a fundamental right, yet many of our citizens do not have access to affordable housing. Even as household incomes rise, the percentage of families who cannot afford the Fair Market Rent in their community remains stubbornly high. By supporting working families, we promote strong communities. We must ensure that local economies can support family-supporting wages, that our children and those in need are cared for, and that we provide affordable housing options to the citizens of our state.

Milwaukee County lags behind on several indicators used to measure quality of life. A burgeoning poverty rate, high percentages of children eligible for free or reduced cost school lunch, and high rates of W-2 participation distinguish Milwaukee County from both the rest of the region and Wisconsin as a whole.

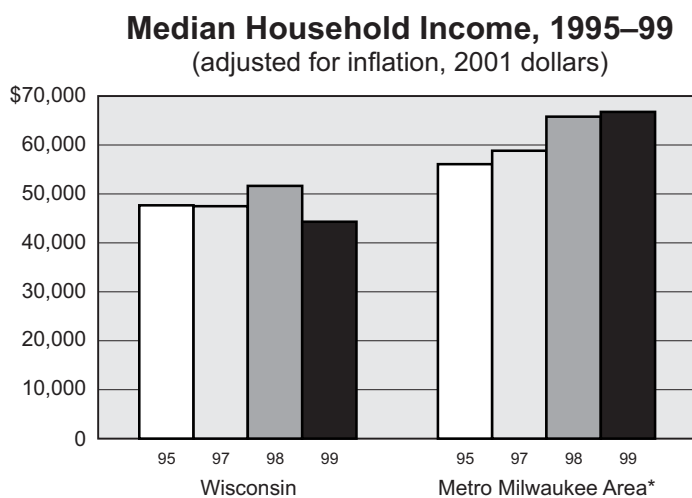
Data collection for median household income and Fair Market Rent, however, is aggregated by metropolitan centers, rather than an individual county level, making the distinctions between Milwaukee County and the other counties in the region unclear. As such, the graphs presenting these indicators compare trends for the metro Milwaukee area with the state as a whole.

The challenges facing the region are not exclusive to the metropolitan Milwaukee area, however, and must be considered in relation to broader strategies for strengthening our families and communities statewide.

Family Income

Median household income in the metropolitan Milwaukee area has experienced an overall increase. The reasons for the growth in household income must be looked at more closely, however, as this growth is often the result of longer working hours and an increased number of households with two income-earners, both working at or near full time. In fact, the typical married couple in Wisconsin now works the equivalent of 1.9 full-time jobs.

- The median household income has risen in the metro Milwaukee area since 1995, surpassing the Wisconsin average and ranking the area 4th highest in the state.
- Median household income in the area continued to rise in 1999, despite a statewide decline in that same year.



* Data for median household income and Fair Market Rent is available only for metropolitan statistical areas.

Single Parent Families

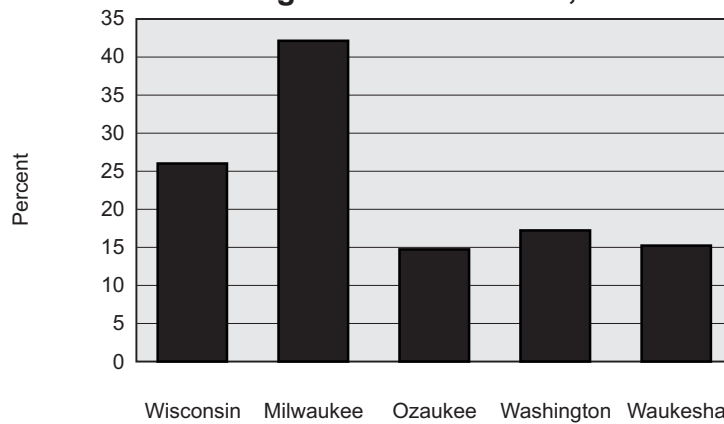
The increase in single parent families in Wisconsin is an area of concern for all residents. Single parent families often have lower median family incomes than their two-parent counterparts, and must often spend a significant portion of their income on child care costs and other support services, making it difficult to make ends meet.

- Ozaukee, Waukesha, and Washington counties were ranked 3rd, 4th, and 7th lowest respectively in percent of single families statewide.
- Milwaukee County, with more than four in ten families headed by a single parent, had the 2nd highest percentage in Wisconsin.

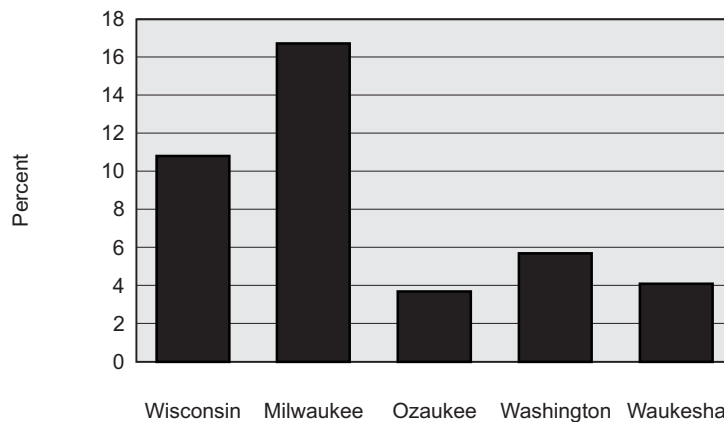
The rate of teen births is also an area of concern for our state, as teen parents often require additional services to support them in raising their families. As these services become more costly, the region and the state will have to explore new methods for ensuring that they remain accessible to all families.

- Ozaukee, Waukesha, and Washington counties were ranked 2nd, 4th, and 8th lowest respectively statewide for percentage of teen births in 1999.
- Milwaukee County was ranked 4th highest in the state for percentage of teen births in the same year.

Single Parent Families, 2000



Teen Births, 1999



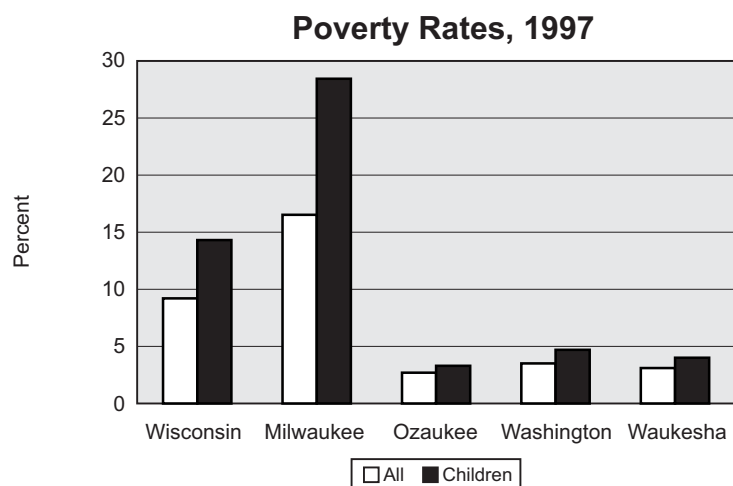
Poverty

Poverty rates — defined as having income at or below \$17,650 for a family of four in 2001 — in the region vary significantly.

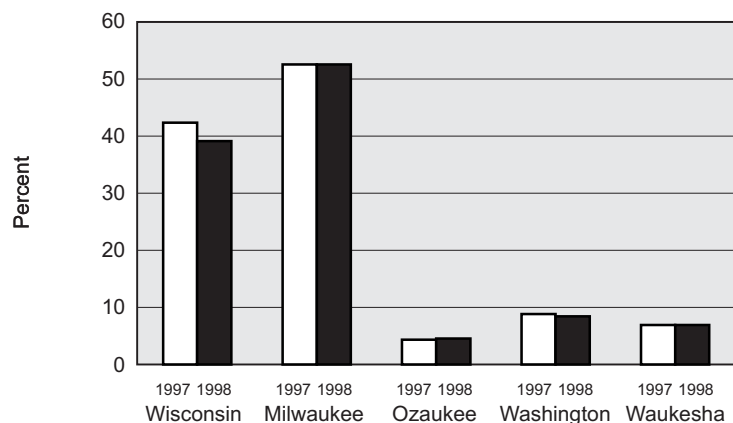
- Ozaukee, Waukesha, and Washington counties had among the lowest overall poverty rates and child poverty rates in the state. At less than four percent, these counties had the 2nd, 3rd, and 4th lowest overall poverty rates in the state in 1997.
- Milwaukee County's 16.5 percent overall poverty rate, and 28.4 percent child poverty rate, were second highest in the state in 1997.

Overall, this region has relatively low numbers of children eligible for free or reduced cost lunch programs as compared to Wisconsin as a whole.

- Ozaukee, Washington, and Waukesha counties had much lower percentages of children eligible for free or reduced cost lunch than the state average.
- Milwaukee County had the 3rd highest percentage of children eligible for free or reduced cost lunch in the state.



Children Eligible for Free or Reduced Cost School Lunch, 1997–98



Affordable Housing

Wisconsin’s building industry has been at the forefront of the recent economic boom. Unfortunately, not all residents have benefited equally. Construction rates for single-family residences have increased, but rates for apartments and other affordable housing options lag far behind. Increased demand causes an increase in prices, reducing the overall availability of low-income affordable housing.

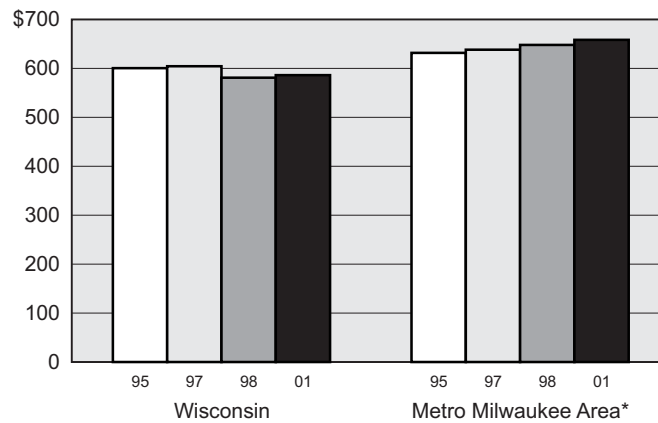
Fair Market Rent (FMR) is defined as a “gross rent estimate”, including the cost to rent a home or apartment plus the cost of all utilities. “Affordable FMR” is commonly calculated to be 30 percent of a household’s total gross income. Even in counties where real Fair Market Rent held steady or slightly decreased, many residents remain priced out of a significant portion of the rental housing in their communities. In 2001, the average hourly wage in each county that was necessary to pay Fair Market Rent was beyond the reach of many residents of this region.

- The FMR has increased slightly in the metro Milwaukee area since 1995, ranking it 4th highest in the state.
- More than 40 percent of the residents of the area could not afford FMR in 1999, far above the state average.
- At \$12.65 per hour, the metro Milwaukee area had the 4th highest hourly wage needed to afford FMR in the state in 2001.

Home ownership has become increasingly expensive and out of reach for many Wisconsin residents. The number of rental households in Wisconsin between 1990 and 2000 increased by more than eight percent.

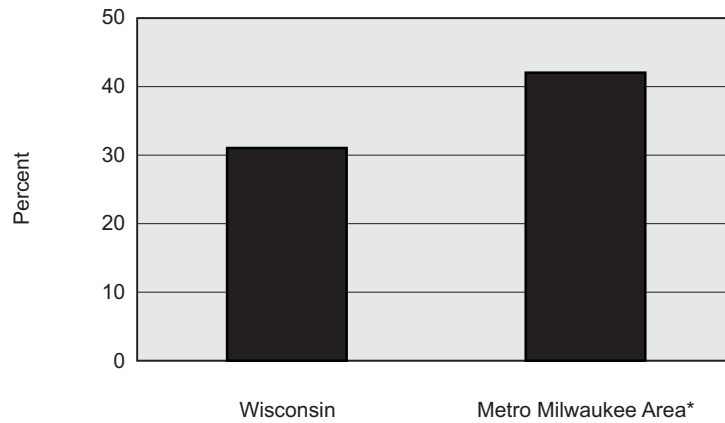
- Milwaukee County had virtually no change in renter households between 1990 and 2000.
- Waukesha County’s renter households rose by 32 percent between 1990 and 2000, the highest percentage increase in the state.

Fair Market Rent (FMR) For a Two Bedroom Apartment, 1995–2001
(adjusted for inflation, 2001 dollars)



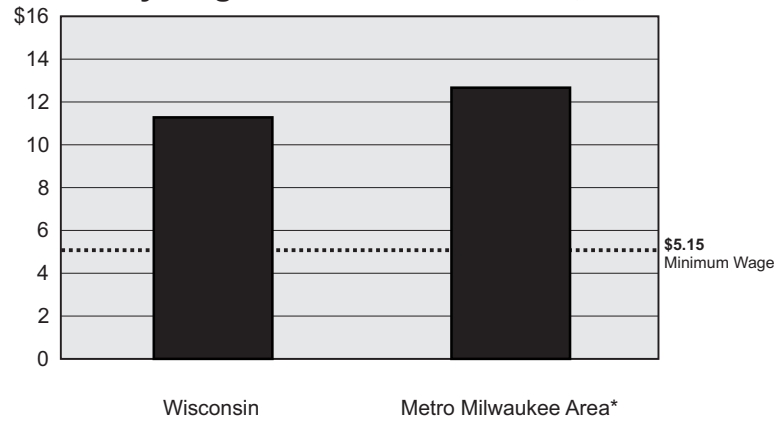
* Data for median household income and Fair Market Rent is available only for metropolitan statistical areas.

Families That Could Not Afford FMR, 1999



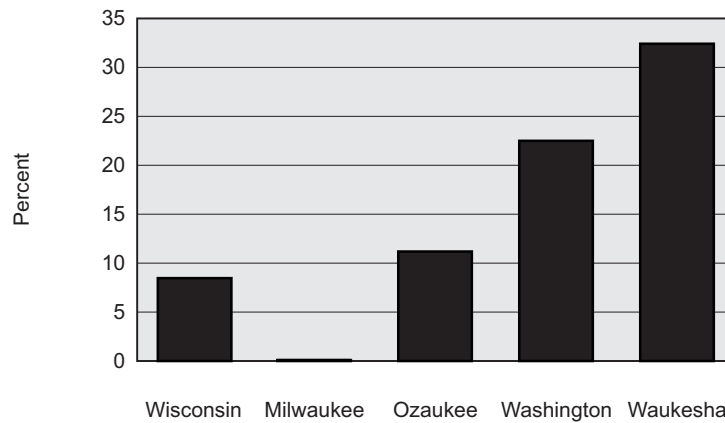
* Data for median household income and Fair Market Rent is available only for metropolitan statistical areas.

Hourly Wage Needed to Meet FMR, 2001



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Change in Renter Households, 1990–2000

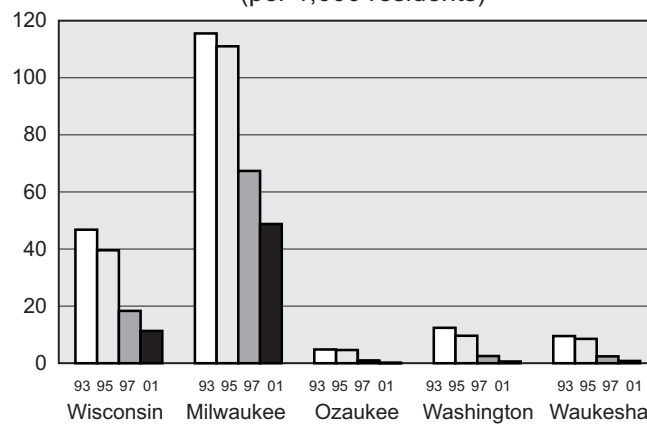


Welfare Reform

Wisconsin’s landmark welfare reform — W2 — has significantly altered the social services system. Welfare rolls have been cut by almost two-thirds in the state. While encouraging work as a solution, close attention should be paid to the jobs that are available and whether these jobs provide the resources necessary to support working families. In all of the counties in this region, as in Wisconsin as a whole, the number of recipients of AFDC/W2 declined significantly between 1991 and 1998.

- Ozaukee, Washington, and Waukesha counties all had significantly lower AFDC/W2 participation rates than Wisconsin as a whole. Ozaukee County ranked 6th lowest in the state in percentage of AFDC/W2 recipients.
- Milwaukee County continued to have the highest rate of AFDC/W2 participation in the state. However, it has also experienced the most significant decline in recipients since 1993.

AFDC/W2 Recipients, 1993–2001
(per 1,000 residents)



The Future

Perhaps more than any other region in Wisconsin, this region is undergoing significant transformations. The future of these counties will depend on how well the needs of all residents are met. Much of the data in this section indicates significant need for a concentrated look at the unique issues facing Milwaukee County, and an understanding of how these issues in turn affect the standard of life both in the region and across Wisconsin.

While the region showed higher prenatal care rates in 1998 than Wisconsin as a whole, for example, measures of assistance to lower income families — WIC and Badger Care — indicate that residents in Milwaukee County require these services at a much higher rate than the region or state as a whole.

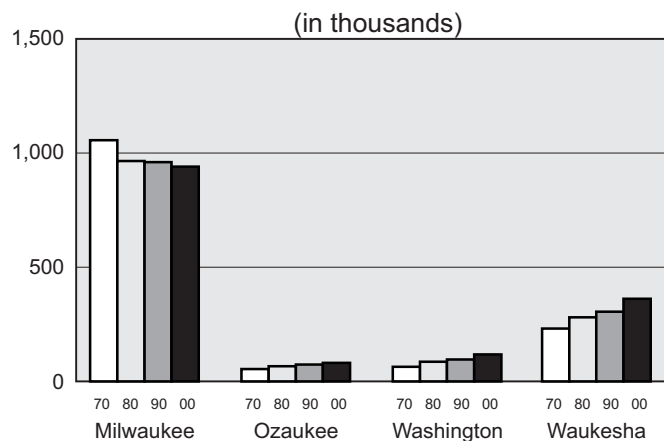
Also essential for a strong future is a strong foundation in education. The four counties in this region vary greatly in terms of educational indicators, although for the most part they have enjoyed lower dropout rates and higher graduation rates than Wisconsin as a whole. Overall, ACT scores in the region are in line with or higher than the rest of the state.

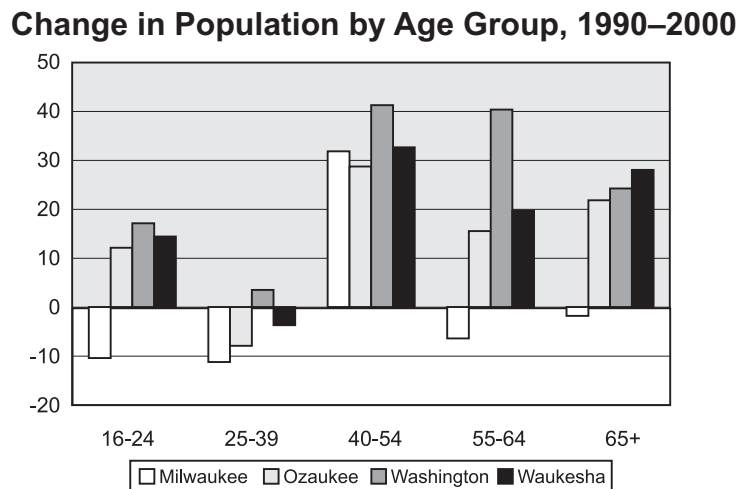
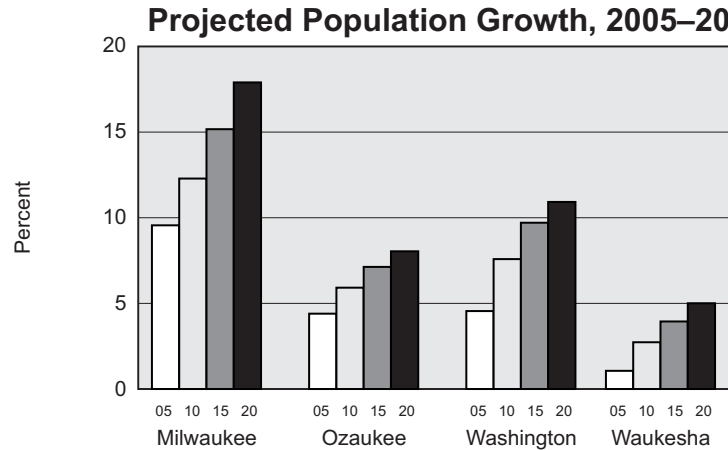
Population

Overall, the population in the region is increasing, although not uniformly across age groups or counties.

- Ozaukee, Washington, and Waukesha counties all experienced an increase in population between 1970 and 2000.
- Milwaukee County is one of only four counties statewide, and the only urban county, that saw a decrease in total population from 1970 to 2000.
- Population projections indicate that all four counties will experience additional growth in the next 20 years, although the growth rates vary between counties. Milwaukee County is expected to grow by 18 percent, followed by Washington County with 11 percent.
- Those aged 40-54 years were the only cohort to increase in population in every county.

Population, 1970–2000





Health Services

Wisconsin is among the nation’s leaders when it comes to quality health care and employer-provided health insurance. Continued attention, however, must be paid to the working poor, the unemployed, and the disabled, especially as county agencies are forced to bear an increasing portion of safety net services.

Prenatal care initiated in the first trimester decreases the likelihood of complications during childbirth and helps to ensure that both women and infants are healthy. In 1998, every county in this region had a higher rate of prenatal care than the Wisconsin average. It is important, however, that continued attention be paid to access to such care, in particular to the availability of those services for low-income women.

- In 1998, Waukesha County led the region with more than 95 percent of pregnant women seeking prenatal care in the first trimester.

Federal aid for women, infants, and children (WIC) is a program that provides pregnant or breastfeeding women and children up to age five with necessary medical care if the family is earning less than 185 percent of the federal poverty level (\$32,652 for a family of four in 2001).

The measure of WIC rates can be read in at least two ways. The first is that participation rates indicate that residents in need of WIC assistance are receiving the services that they require. On the other hand, higher rates of WIC assistance indicate more families in need, a concern that should be addressed throughout the region. In addition, the correlation of WIC recipient rates with childhood poverty rates indicates a significant number of children under age five living in households in which the primary income earned is barely exceeding the poverty level.

- Milwaukee County had a markedly higher WIC participation rate in 2000 compared to both the region and the state. In that year, seven out of ten children under the age of five in Milwaukee County were receiving WIC services.

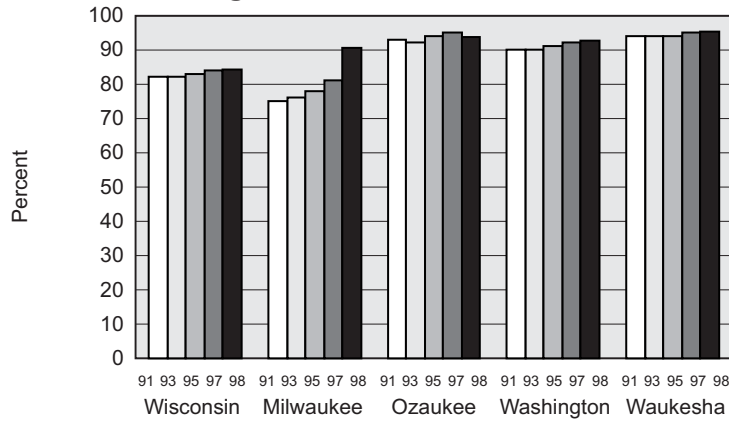
Infant mortality rates are also a significant measure of the overall quality of life in Wisconsin. Infant mortality rates are based on live births, and measure the rate of deaths occurring within the first year of an infant's life; as such, they are one indication of the level and quality of care and nutrition received during the infant's first year.

- Milwaukee County's infant mortality rate exceeds both the regional and statewide averages while Washington County had among the lowest rates in the state.

Badger Care is a health insurance program for families whose income does not exceed 185 percent of the federal poverty line, are not covered by an employer's group plan that pay 80 percent or more of the premium, and who are not eligible to be covered by Medicaid. As with other assistance programs, Badger Care participation rates indicate the presence of people in need.

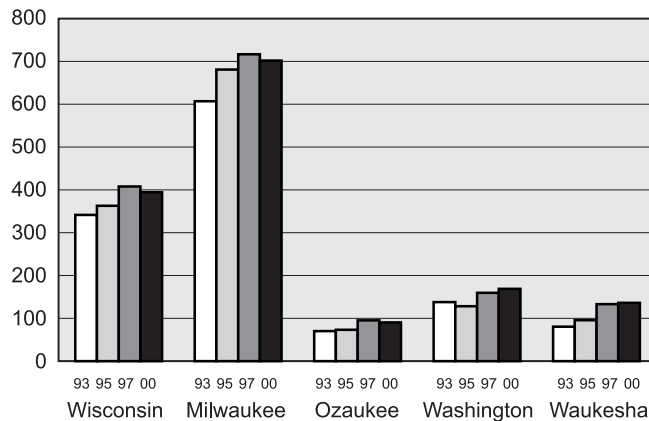
- Milwaukee County had the highest rate of Badger Care participation in the region, as well as a higher rate of Badger Care participation than Wisconsin as a whole.

Women Seeking Prenatal Care in First Trimester, 1991–98



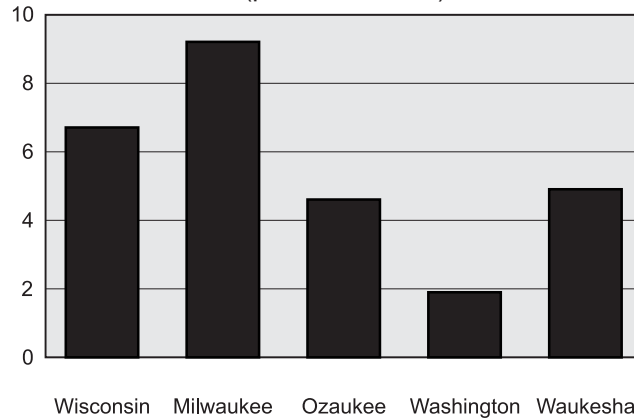
Children Under Age 5 Receiving WIC Services, 1993-2000

(per 1,000 children under age 5)



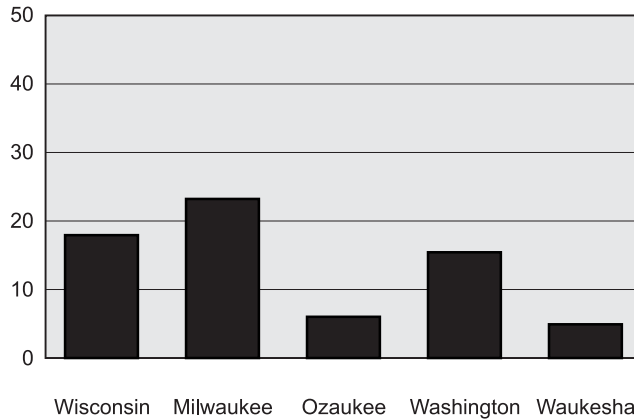
Infant Mortality Rates, 1999

(per 1,000 births)



Badger Care Enrollment, 1999

(per 1,000 residents)



Education

This region has had varying degrees of success in maintaining or improving the quality of education services as indicated by student-to-teacher ratios, dropout rates, and graduation rates.

- The majority of the districts in this region had a slightly higher public school student-to-teacher ratio than the statewide average during the 2000-2001 school year.
- In nearly every school district in Washington County, the student-to-teacher ratio exceeded the region and the statewide average.

A “dropout” is officially defined as a student who was enrolled in school at some point during the school year, but who was not enrolled in school during the following year and who did not graduate.

- Overall, dropout rates in this region are significantly lower than the statewide average.
- The Milwaukee Public School District, conversely, had a dropout rate five times the statewide average.

The “graduation rate” is the number of graduates divided by the total number of graduates and dropouts over a four-year period.

- As a whole, this region had a significantly higher graduation rate than the Wisconsin average.
- The Milwaukee Public School District, with a 54.7 percent graduation rate, had the lowest graduation rate in the state.
- Racial disparities in graduation rates are also of concern in the Milwaukee Public School District; while the graduation rate for white students was 74 percent, only 34 percent of black students and 42 percent of Latino students graduated during this same year.

The ACT scores in this region have mostly hovered around the statewide average or somewhat above that average. These numbers, however, are by no means the only indicator of performance, as they typically include only college bound students.

Public School Information, 2000–2001

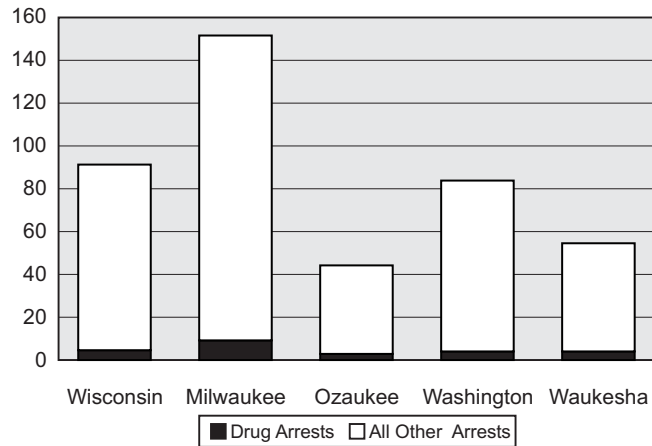
County	District	Student/Teacher Ratio	Dropout Rate	Graduation Rate	ACT Average
Wisconsin		12.8	2.1%	90.0%	22.2
Milwaukee	Brown Deer	12.8	0.0	100.0	21.9
	Cudahy	12.6	1.4	95.4	21.0
	Greendale	13.2	0.7	97.1	23.6
	Milwaukee	14.1	10.5	54.7	18.1
	Nicolet UHS	12.3	0.2	98.7	24.2
	Oak Creek-Franklin	14.4	1.4	93.6	21.9
	Saint Francis	14.0	1.0	95.6	21.4
	Shorewood	12.5	0.0	97.6	25.1
	South Milwaukee	13.6	1.8	87.1	21.3
	Wauwatosa	12.9	0.3	98.8	23.7
	West Allis	13.0	1.4	92.9	22.0
	Whitefish Bay	13.7	0.2	99.5	25.5
	Whitnall	13.6	0.0	100.0	22.7
Ozaukee	Cedarburg	13.9	0.3	98.3	22.9
	Grafton	12.9	0.5	98.8	22.3
	Mequon-Thiensville	13.3	0.4	98.4	25.3
	Northern Ozaukee	12.5	0.6	100.0	21.8
	Port Washington-Saukville	12.8	2.0	90.4	22.9
Washington	Germantown	13.7	0.8	96.2	23.3
	Hartford UHS	14.5	2.4	90.7	22.6
	Kewaskum	13.5	2.5	91.4	22.1
	Slinger	15.2	1.4	92.9	22.8
	West Bend	14.1	0.5	96.6	22.2
Waukesha	Arrowhead UHS	14.5	0.5	98.0	23.2
	Elmbrook	13.3	0.2	99.7	23.9
	Hamilton	13.9	0.3	98.6	22.3
	Kettle Moraine	13.3	0.3	98.8	23.3
	Menomonee Falls	12.2	0.1	99.7	22.5
	Mukwonago	14.2	0.4	98.2	23.1
	Muskego-Norway	14.1	0.3	98.4	22.7
	New Berlin	13.4	0.3	98.7	23.3
	Norris	6.3	0.0	100.0	17.0
	Oconomowoc Area	13.6	0.7	96.3	22.5
	Pewaukee	13.0	0.6	97.9	21.9
	Waukesha	13.4	0.3	98.7	22.3

Crime

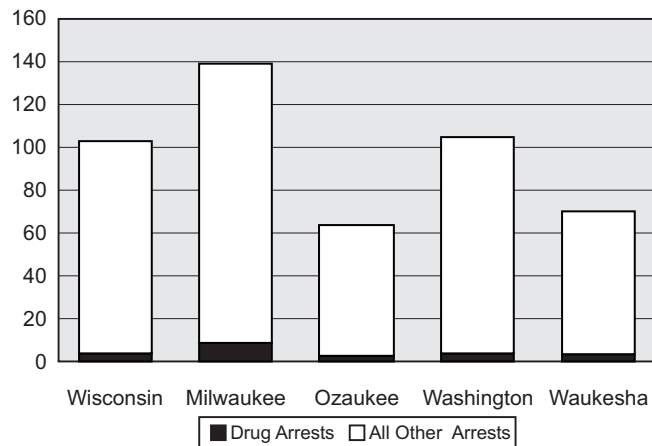
While crime rates are not the only determinant in assessing the quality of life in an area, they nevertheless remain a central concern in all of our communities.

- Ozaukee, Washington, and Waukesha counties all had lower adult arrest rates than the statewide average. Ozaukee County’s adult arrest rate was roughly half of the statewide rate in 1999.
- Milwaukee County’s arrest rate surpassed both the regional and statewide average. Similarly, Milwaukee had the highest rate of drug-related adult arrests in the region and the state, while Ozaukee County had the lowest drug arrest rate in the region.
- In 1999, both Milwaukee and Washington counties had higher juvenile arrest rates than the state as a whole, while Ozaukee and Waukesha counties had lower juvenile arrest rates than the statewide average.

Total Adult Arrests, 1998
(per 1,000 adults)



Total Juvenile Arrests, 1999
(per 1,000 juveniles)



The Environment and Natural Resources

The environment and natural resources are keys to a successful future in all regions of Wisconsin. Water, air, and land quality is important for jobs, families, communities, and health in Wisconsin. Whether used for industry, recreation, or consumption, Wisconsin's natural resources must be safeguarded.

Wisconsin's environment has always been a source of pride for its citizens. Yet, our state faces continuing threats to clean air, clean water, and open space that put Wisconsin's health, economy and green legacy at risk. While it is vital that other regions in the United States share responsibility for improving air quality, immediate action is necessary in Wisconsin to protect our more vulnerable populations, including children, the elderly, and those with respiratory ailments. Urban sprawl and farmland conversion are reducing open space and drastically changing Wisconsin's landscape, and continued reliance on short-term land use policies force farmers to reduce their productive acreage and cause urban centers to deteriorate.

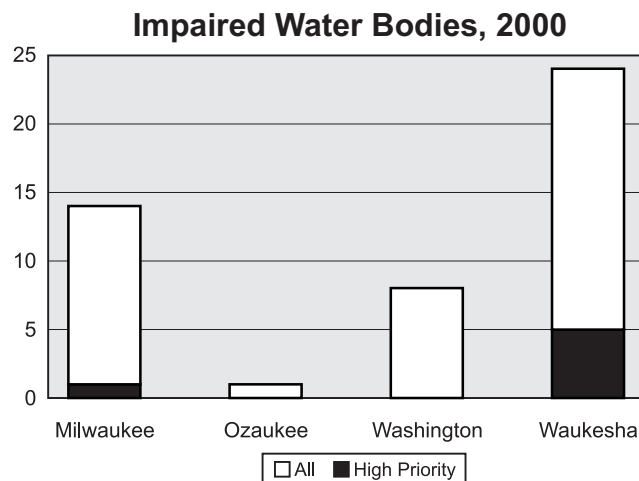
On the whole, the Milwaukee region contains predictably small amounts of forestland, wetlands, and recreation and conservation land. Flooding, erosion and the impact of the metropolitan sewage system are issues requiring extra attention. In addition, of particular concern is the high number of impaired water bodies and superfund sites in the region.

Water Quality

A number of water bodies in the region are polluted enough to be listed as "impaired waters" under the terms of the Clean Water Act, which requires states to identify waters that do not meet federal water quality standards. States are obligated to establish a priority ranking for these waters, taking into account their designated uses and pollution severity.

- The region has forty-one impaired water bodies, thirty-two of which are in Milwaukee and Waukesha counties. Ozaukee County has just one impaired water body.
- Milwaukee and Waukesha counties rank 9th and 5th highest in the state for number of impaired water bodies. They are the only counties in the region with water bodies classified as high priority for cleanup and abatement.

As with the rest of the state, this region faces some threat from mercury contamination of area water bodies and the fish that inhabit them. Recently, the Wisconsin Department of Natural Resources expanded their mercury warning to include all Wisconsin water bodies, noting that it may be unsafe for women who are pregnant or of childbearing age to consume any fish from any Wisconsin inland water body.



Wetlands

In January 2001, a United States Supreme Court ruling limited the protections of the Clean Water Act to water and wetlands connected to navigable waters only. This decision removed many of Wisconsin’s wetlands from protection, some of which were filled in within weeks following the Court’s decision. In May 2001, the governor signed Act 6, reestablishing protections for all wetlands in the state, including those not connected to navigable waters.

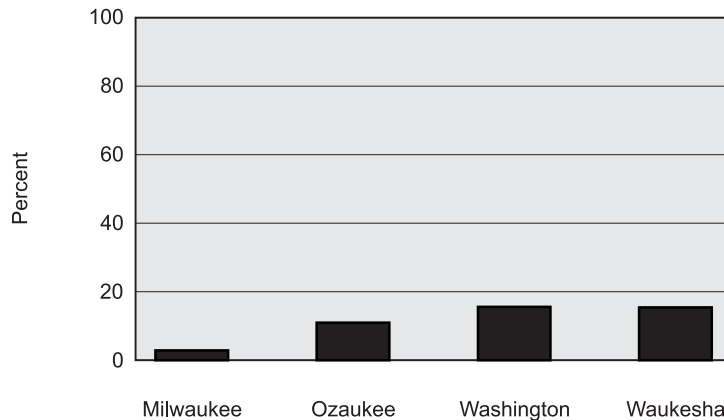
Wetlands are critical to the region as they work to control flooding and serve to filter groundwater.

- Just thirteen percent — 118,296 acres — of the region’s total area is wetlands. Less than 3 percent of Milwaukee County’s total area is wetlands, the 4th lowest percentage in the state.
- Waukesha and Washington counties have the most land designated as wetlands in the region, though even these counties have less than one-fifth of their land designated as wetlands.

Over forty-five percent of Wisconsin’s land area is covered by forests, although more than ninety-eight percent of these forests are unprotected timberlands. In the Milwaukee region, far less land is covered by forests.

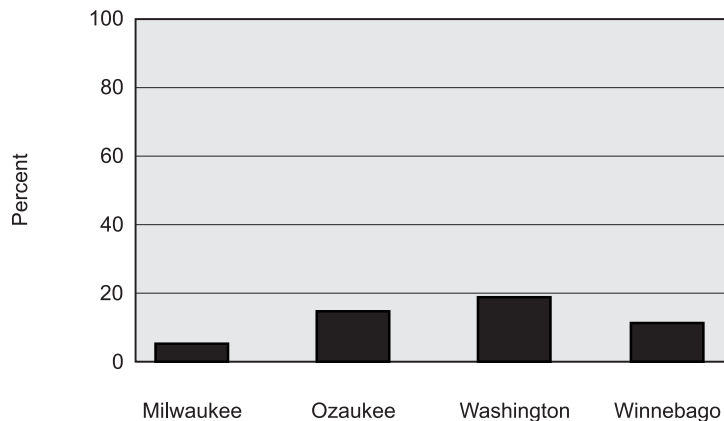
- Milwaukee County has only five percent of its area designated as forest land, ranking it the 3rd lowest in the state. Washington County, with nineteen percent of its area forested, has the greatest percentage of such land in the region.

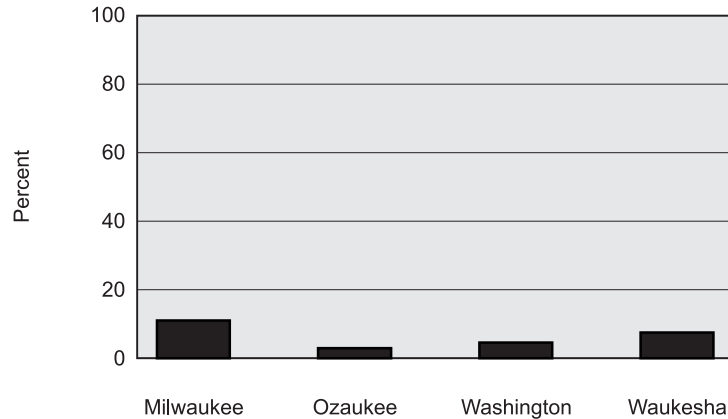
Acreage in Wetlands*



* See Sources for year of data collection

Acreage in Forests, 1996



Acreage in Conservation and Recreation Land, 2000

Conservation and Recreational Land Use

Wisconsin is known for its strong tourism industry, much of which is fueled by the relatively high proportion of land designated for conservation and recreation purposes. These include federal land, state forests, DNR-owned land, county parks and forests, and privately held recreation areas.

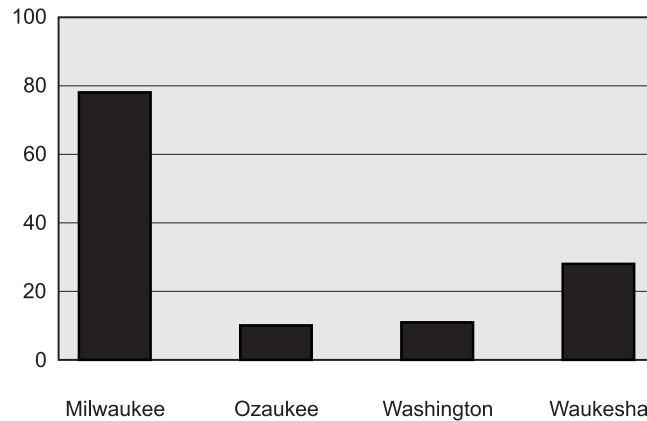
- Milwaukee County leads the region, with eleven percent of such land, perhaps adding to the urban appeal that draws significant tourism revenue to the region.

Environmental Health Risks

The Pollutant Standards Index (PSI) is a uniform system developed by the EPA to measure five air pollutants: particulate matter, sulfur dioxide, carbon monoxide, nitrogen dioxide, and ozone. It converts the measured pollutant concentrations in a community's air to a number on a scale of 0 to 500. A PSI over 100 is considered unhealthy.

- All of the counties in this region had PSI ratings of under 100 and thus did not make the EPA's rating scale.

Superfund Sites, 1999



Superfund sites

In general, Superfund sites include regions where public health is threatened by the existence of serious environmental hazards.

- The region contains a total of one hundred twenty-seven Superfund sites. With seventy-eight sites, Milwaukee County has more sites than any other county in Wisconsin. Waukesha County, with twenty-eight Superfund sites, has the second most in Wisconsin.
- The city of Milwaukee contains forty-five of Milwaukee County's seventy-eight sites, more than any other city in the state. One site is located at Moss-American Company, Inc. (Kerr-McGee Oil Co.) and is currently on the final National Priorities List.

Democracy and Civic Participation

Wisconsin has a strong tradition of political independence, clean government and civic engagement. Unfortunately, today that tradition is waning. Lax civic participation and an unresponsive government are caught in a downward spiral fueled by big money and special interests. This is further exacerbated by a lack of substantive media coverage on issues and candidates, ultimately hurting voters who rely on such sources to inform their decisions.

Wisconsin's political system is awash in money, and the cost of running a state-level campaign is skyrocketing. Legislative candidates spent \$7.1 million, and special interests a reported \$2.5 million, setting new spending records in election year 2000; overall spending was 26 percent higher than in election year 1998, when candidates spent approximately \$5.6 million.

The challenge facing our state is how to recapture our strong grassroots political tradition, including providing citizens with the information they need and encouraging all to actively participate in the political process.

Voter Choice

Statewide in 2000, 36 percent of all legislative seats were uncontested. In the remaining races, only a handful were truly competitive. (Competitive here means any race where the winner garnered less than 60 percent of the total votes cast.) Unfortunately, these same races also draw an inordinate amount of special interest money and large individual contributions from outside the candidate's district.

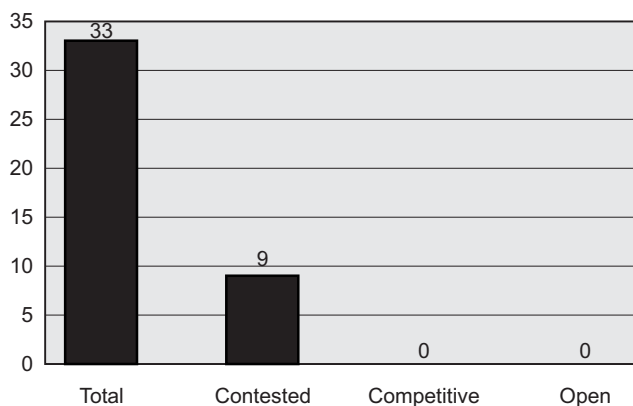
- Twenty-eight State Representatives and eleven State Senators represent this region in the state legislature. All Assembly seats and five Senate seats were up for election in November 2000.
- Only nine of the thirty-three state legislative races held in the region in 2000 were contested by more than one candidate. Of those nine, none were competitive, with the winner garnering less than 60 percent of the votes cast.

Campaign Spending

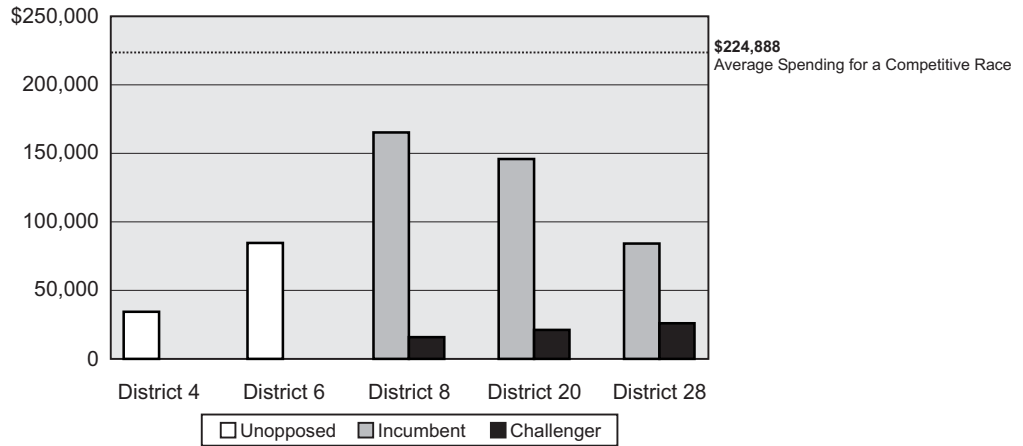
On average in Wisconsin, the cost of a competitive State Senate campaign in 2000 was \$224,888; it took roughly \$46,732 to run the average competitive State Assembly race. Incumbent spending was nearly double that of spending by challengers; not surprisingly, only three of sixty-two challengers statewide won contested seats in the 2000 state legislative elections.

- Incumbents outspent their challengers in eight of the nine contested races in the region.
 - The incumbent in Assembly District 32, Speaker Scott Jensen (R-Waukesha), spent more than thirty times the amount spent by his challenger.
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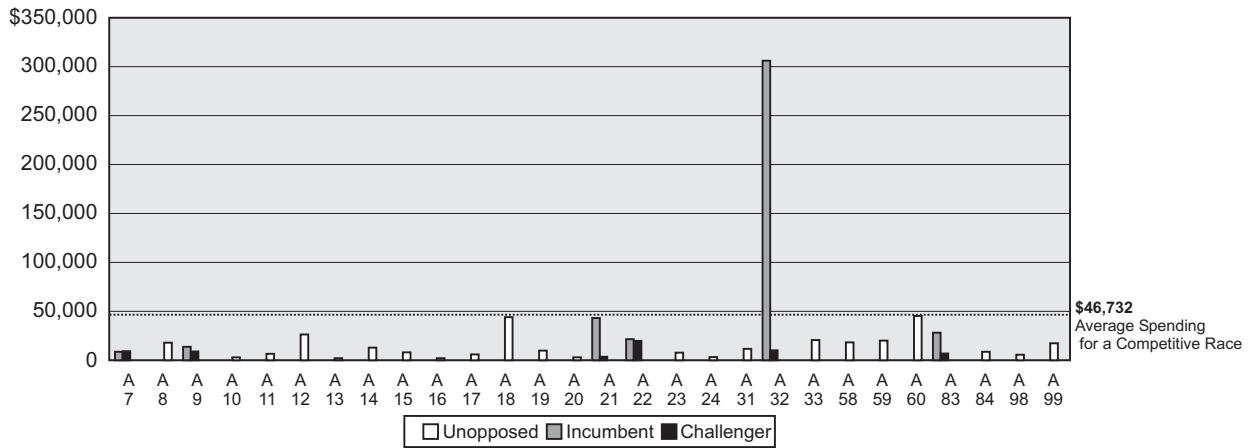
Voter Choice, State Legislative Races, November 2000



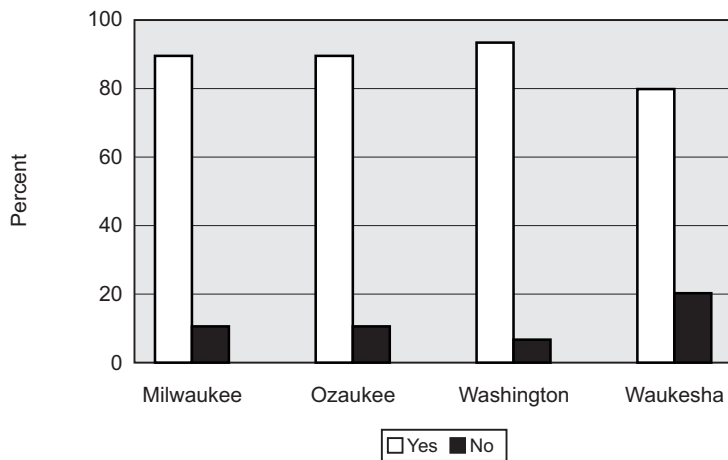
Candidate Spending, State Senate, November 2000



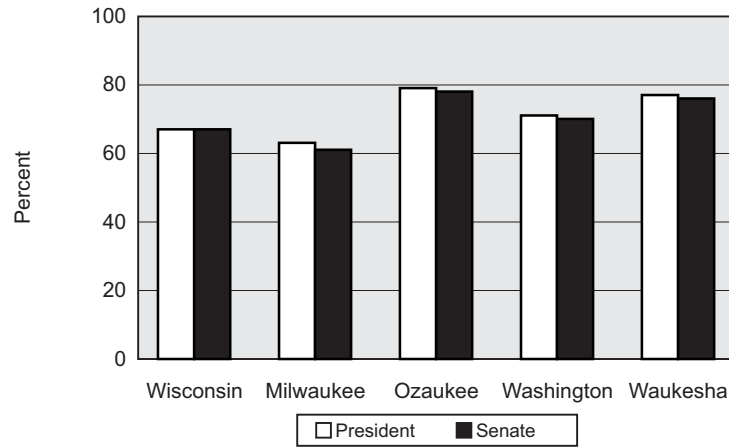
Candidate Spending, State Assembly, November 2000



Campaign Finance Reform Referendum, 2000



Voter Turnout, November 2000 (based on voting age population)



With the increased role of campaign money and the power of incumbency acutely evident in this region, it should come as no surprise that residents here have shown a desire to reduce the undue influence of money in the electoral process. A November 2000 advisory referendum to place limits on campaign spending passed by more than 80 percent in all four counties.

Voter Turnout

Statewide voter turnout in the fall general elections was nearly 67 percent in 2000.

- Ozaukee, Washington and Waukesha counties exceeded the statewide average for voter turnout. Ozaukee County showed the highest rate, with 79 percent in the Presidential and 78 percent in the Senate election.
- Milwaukee County showed lower turnout, with 63 percent in the Presidential and 61 percent in the U.S. Senate races.

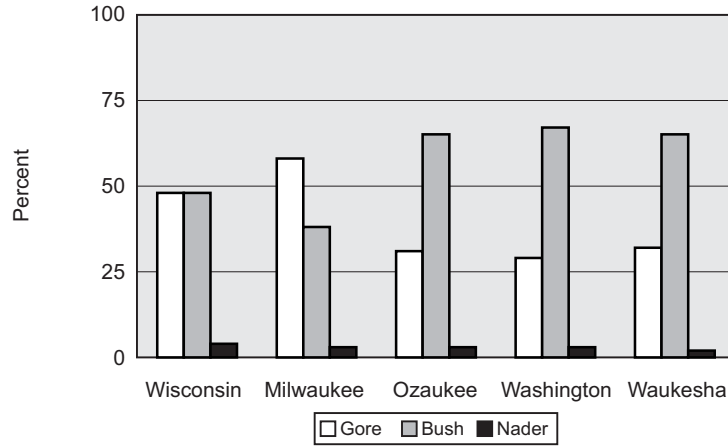
Political Independence

Wisconsin maintains a long tradition of independent, split-ticket voting. Our state currently has four Republican U.S. House members and five Democrats; two Democratic U.S. Senators; a Republican governor; a Republican controlled State Assembly; and a State Senate with a Democratic majority.

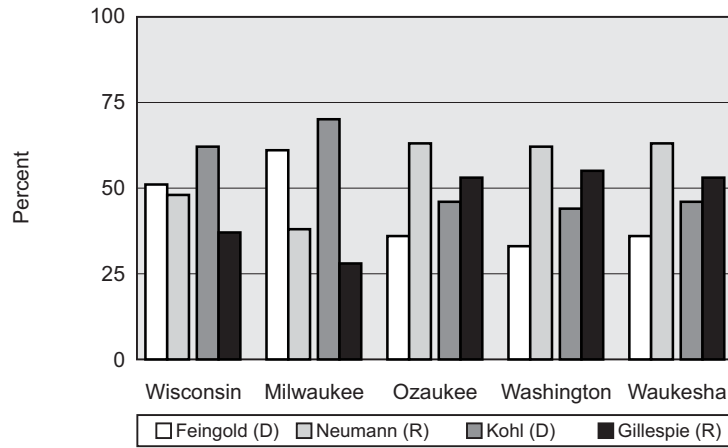
This region shows a noticeable division in voter preference, as Milwaukee County tends to elect Democratic candidates to state and national offices, while Ozaukee, Washington and Waukesha counties tend to elect Republican candidates.

- Ozaukee, Washington and Waukesha counties elected the Republican candidates in the U.S. Presidential, Senate, and Congressional elections, while Milwaukee County elected the Democratic candidates in the same elections.
- Democratic officials hold virtually all of the state legislative offices in Milwaukee County, while Republican officials represent the legislative districts in the rest of the region.

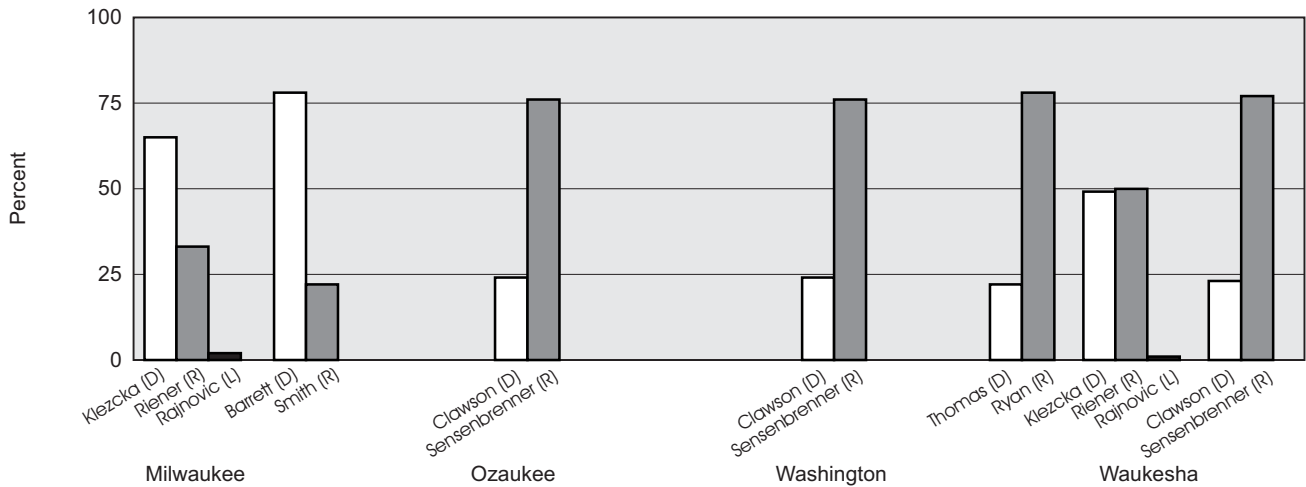
Vote Distribution, U.S. Presidential Election, November 2000



Vote Distribution, U.S. Senate Elections, November 1998 and 2000



Vote Distribution, U.S. Congressional Elections, November 2000



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