



COMMUNITY ACTION COALITION  
FOR SOUTH CENTRAL WISCONSIN, INC.

# Community Needs Assessment 2010

A look at access to community services  
and demographics of low-income residents of  
Dane, Jefferson and Waukesha Counties 2004 - 2010



# Acknowledgements

Community Action Coalition for South Central Wisconsin, Inc. (CAC) would like to thank the following partners and their participants for their time and effort:

- Centro Hispano of Dane County
- City of Madison, Community Development Block Grant Office (CDBG)
- City of Watertown, Community Development Authority
- Community Services Block Grant Office (CSBG)
- Domestic Abuse Intervention Services of Dane County
- Food Pantry of Waukesha County
- Hebron House of Hospitality, Inc.
- Jefferson County Human Services
- Jefferson County Literacy Council, Inc.
- Mental Health Center of Dane County (Kajsiab House)
- Mukwonago Food Pantry
- Pennys & Nichols Center Inc.
- Porchlight Inc.
- Residents in Dane, Jefferson and Waukesha Counties
- The Road Home Dane County
- The Salvation Army of Dane County
- WI Department of Children & Families, CSBG Coordinator
- YWCA Madison

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## Citation Instructions for all original content in this document:

### Print Version

*CAC Community Needs Assessment 2010*. Madison: Community Action Coalition for South Central Wisconsin, Inc. 15 September 2010. Print

### Web-based PDF Version

*CAC Community Needs Assessment 2010*. Madison: Community Action Coalition for South Central Wisconsin, Inc., 2010. Web. [date you accessed the document written as “date/month/year.” ex. 15 September 2010]. PDF. <<http://cacscw.org/>>

### Parenthetical or In-text

(CAC Community Needs Assessment 2010)

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# Executive Summary

## Background and Methods

Since 1966, Community Action Coalition for South Central Wisconsin, Inc. (CAC) has engaged partners in the community and provided programming in support of a mission *to develop the economic and social capacities of individuals, families and communities to reduce poverty*. CAC used the 2010 Community Needs Assessment, an activity conducted every three years, to guide Community Services Block Grant (CSBG) funding and other programs. This year, CAC will focus on comparing results over time in the key topics of:

- Employment, Education and Household Finances
- Accessibility of Transportation
- Housing Stability, Homelessness and Household-related Expenses
- Health, Wellness, Food Security and Nutrition
- Needs of Seniors and Youth
- And, Community Inclusion and Accessibility/Effectiveness of Services

CAC collaborated with partner agencies in CAC's three-county service area of Dane, Jefferson and Waukesha Counties. These agencies worked with CAC staff to learn about the assessment process and to distribute the 2010 Community Needs Assessment Survey to 467 low-income residents currently receiving community-based social welfare services similar to CAC's overall programming and referrals. Programs were focused in five core areas: homelessness prevention and housing stability; food security and nutrition; skill building for employment and income management; community inclusion and leadership; and emergency services.

The results of the 2010 survey were analyzed alongside results from the previous two Community Needs Assessment Surveys (2004 and 2007). Also, secondary source county-specific demographics and statistics, 2006 through 2010, were compared to county-based survey results for 2010.

## Results over Time for All Counties

All 1,093 respondents (299 for 2004, 327 for 2007 and 467 for 2010) resided in Dane, Jefferson and/or Waukesha Counties at the time of the survey. One hundred percent (100%) of respondent households were at or below 80% of County Median Income (CMI) and 70 – 73% of respondents were at or below 100% of the Federal Poverty Level (FPL).

For race and ethnicity, approximately 51% of respondents were Caucasian/White, 34% African American/Black, 4% Asian/Pacific Islander, 10% Hispanic/Latino in 2004 and 2007, 5% Hispanic/Latino in 2010, 1% Native American/Alaskan and, for 2004, 10% were Other/Not Reported.

Female respondents outnumbered male respondents 2 to 1, comprising 64 – 68% of total number surveyed. Another ratio of note is that of age; the 24 – 44-year-old grouping was double or more than that of any other age grouping for all three assessment reports.

Between 2007 and 2010, respondents experienced a 6% decrease in full-time employment and a 7% decrease in part-time employment. Between these same years, respondents experienced a 13% increase in unemployment. For 2010, 60% of part-time employed were seeking full-time employment and, of those who were unemployed, 27% had been unemployed for 1 – 2 years and 43% for an “Other” amount of time (i.e., more than 2 years, retired, never employed or not in the job market). Seventy-nine percent (79%) of respondents in 2010 had another adult in the household who was unemployed.

While the percentage of respondents who were high school graduates or equivalents had increased by 6%, the number of those who had some high school, but did not graduate had only fluctuated by about 1 or 2%. Forty-four to sixty-seven percent (44 – 67%) of total respondents indicated a need for more education and/or training in order to gain, retain and/or improve their jobs. When asked what education or training respondents desired, “GED Prep” remained a steady need (32% in 2007 and 2010) and “Financial Aid/Tuition Assistance with Reimbursement” was the highest ranking education or training need for 2010.

The top three sources of household income reported for all three assessment reports were employment, Social Security/SSI and “no income.” In 2010, employment income decreased by 26% from 2007, and Social Security/SSI increased by 6% to become the number one source of income.\* In 2004 and 2007, approximately 52% of respondents indicated an interest in learning budgeting skills. In 2010, respondents were asked to indicate any and all of the following budgeting services that would be most helpful and indicated a desire for the following: discounted food programs (51%); ways to save money (39%); budgeting classes (24%); credit counseling and/or repair (18%); and protective payee (6%).

In 2010, respondents were asked which modes of transportation they used at least once per week and the highest rankings were: walked (44%); drove a motor vehicle (43%); and rode the bus (34%). Forty-six percent (46%) of motor vehicle owners reported they could not afford the upkeep (i.e., repairs, maintenance, gas) and 31% who had a motor vehicle repossessed said they could not afford the upkeep AND payments to the lender. Twenty-two percent of those without a vehicle reported that they were dissatisfied with their alternatives for the top following reasons: 40% indicated rides were unreliable and 39% reported the bus hours did not fit their needs. Another transportation difficulty that respondents had experienced was, of those 26% with children who needed transportation to/from school or daycare, 62% experienced difficulty for the following main reasons: the school was too close to their home for school bus eligibility, but too far for the child to walk (35%); their vehicle often broke down and/or they could not afford the gas (23%); and they could not afford the public bus pass (15%).

In terms of housing, 1 person/no children (singles) comprised the majority of household types and sizes, consistently more than double of any other (35 – 42%); this statistic was likely influenced by the locations of survey distribution (i.e., food pantries and homeless shelters).

\* Please note, in 2010 respondents were asked if they received SSDI (Social Security Disability Income). These respondents were not included in the number receiving Social Security/SSI.

Female single parent constituted the next highest household type (26 – 31%) and in 2010 a household size of 3 people was the most common multi-person household size. Sixty to seventy-three percent (60 – 73%) of respondents were renters and 15 – 25% of respondents were homeless at the time of the survey.

Those respondents who were in housing were asked any and all reasons they chose where they lived and the following were the top ranking: affordability (51%); the location was good (close to jobs, school, etc.) (34%); the neighborhood felt safe (29%); heat/utilities were included (23%); and the landlord worked with them (21%).

In 2007 and 2010, 64% and 55% of respondents reported being homeless at some time in their life. For assessment years 2004, 2007 and 2010, 60 – 63% of these respondents reported homelessness within the last two years of the survey and 25 – 30% reported to be currently homeless. Sixty to seventy-one percent (60 – 71%) of those who had ever been homeless had stayed in a shelter and, of those who had experienced a shelter, 92 – 96% stayed in a shelter in the county in which they were homeless. In 2010, the major reasons given for homelessness were: unemployment (50%); family conflict (18%); and low wages/few hours at work (14%).

The top five needs for homelessness prevention identified by respondents in all three assessment reports were: financial assistance with housing entry costs and/or 1-3 months' rent; employment; access to affordable housing; utility assistance; and improved budgeting skills. For the first time in ten years (including the 2001 survey), 2010 respondents indicated that the need for employment/improved employment (50%) was greater than the need for financial support with entry costs/rent (40%). In fact, the need for entry costs/rent decreased by 29% from 2007 (69%).

Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: affordable housing information (40%); utility assistance (40%); affordable housing information (37%); budget planning (28%); and working with a housing/financial caseworker (25%).

In 2007 and 2010, 68% and 77% of respondents reported having a healthcare plan (59% and 48% BadgerCare; 29% and 24% Medicare). In 2010, 11% of respondents had one or more people in their household on a healthcare waiting list. The top five healthcare concerns of respondents were: healthcare needed is unaffordable (54 – 66%); medical bills made it difficult to pay other expenses (37 – 41%); the need for assistance for chronic illnesses (33 – 43%); insufficient clothing for household needs (25 – 34%); not enough physical activity (29 – 32%); and a lack of awareness of healthcare programs available in the community (20 – 28%).

Twenty-seven to thirty-two percent (27 – 32%) of respondents indicated that their household did not have access to fresh produce. In 2010, 31% of respondents expressed a desire to acquire tools and gardening space and 60% were interested in increased access to locally grown and produced foods.

In both 2007 and 2010, approximately 34% of respondents reported that the nutritional needs of their household were not being met and, in 2007, 66% of respondents reported having to decrease money spent on food due to other household expenses. Sixty-two to seventy-five percent (62 – 75%) of respondents reported visiting a food pantry, meal site or other emergency food site within a two year period. The most frequent number of visits reported in a twelve month period in 2004 and 2010 were: one to two visits (21% and 32%); three to five visits (15% and 24%); and six to ten visits (14% and 17%). One significant change to note is that between 2004 and 2010, respondents who visited emergency feeding outlets in excess of sixteen times in a twelve month period increased from 8% to 14%. This increase was likely to be a result of pantries allowing more frequent visits, as well as pantries switching to a “choice” format, which allowed shoppers to choose food items rather than having to accept what would have been pre-bagged.

In 2007 and 2010, 18 – 19% of respondents had at least one senior, 62 and older, living in the household. The top concerns for these seniors reported in 2010 were: 41% needed financial assistance to buy medication; 38% concerned that their community did not offer affordable out-of-home care AND the senior needed more opportunities for social interaction; 37% needed affordable mental healthcare not available in the community; 29% needed an advocate to assist in applying for services; 27% concerned that household members did not know where to find an accessible senior center; and 25% were concerned that their community did not offer affordable in-home care AND that their community did not offer affordable senior housing.

In 2007 and 2010, 49% and 42% of respondents had at least one child under 18-years-old living in the household. Of these households in 2007 and 2010: 59% and 49% had children 5 years and younger; 52% and 47% had children ages 6 to 12 years; and 33% and 35% had children ages 13 to 18 years. In 2010, the top five concerns for children were: 46% of families didn’t have adequate, seasonally appropriate school clothing; 37% of those with teens didn’t know where or how to locate job opportunities for them; 36% felt their children needed tutoring (almost doubling from 2004’s 19% with this need); 32% were concerned that their community didn’t have a teen center; and 29% were unaware of food programs available for their children.

While 59 – 78% of respondents indicated that they felt safe in their neighborhoods, 40 – 46% believed their neighborhood’s appearance could use improvement. Sixty to seventy-one percent (60 – 71%) of respondents indicated that their neighborhood was respectful of different cultures, beliefs and abilities; 63 – 77% liked the neighborhood they live in; 29 – 35% would like to know more about how to become a leader in their communities; and, in 2010, 59% reported they felt included in their communities. In 2010, 71% of respondents turned to family members most often when in need; 67% did not know who their elected officials were, 45% needed more opportunities for social interaction; and 42% were not eligible for the services they needed. Also for 2010, CAC asked any and all ways respondents located services in their community and the following were the methods and means: word-of-mouth (55%); agency/caseworker referrals (46%); Internet (32%); newspaper (25%); phonebook (24%); brochures (20%); 2-1-1 Call Center (20%); and bulletin board postings (15%).

## Findings of Note for 2010 – Dane County

Dane County had 221 low income respondents, 73% of whom were unemployed at the time of this survey. Of the 27% who were employed, 62% worked part-time and 38% full-time. Of those employed part-time, 78% were seeking full-time work.

Of the 73% of unemployed respondents, 66% had been unemployed for an “Other” amount of time, meaning more than two years, retired, had never been employed or were not in the job market. Of those unemployed, 29% were looking, 11% were not looking, and 18% reported a disability that prevented them from working, but they were looking for a job they could do. Seventy-nine percent (79%) of respondent households had another adult who was unemployed.

The top educational and training need in Dane County was GED preparation classes (38%) with the next highest being financial aid/tuition reimbursement assistance (31%).

The highest ranking mode of transportation was the bus (55%) next to walking (46%) and using a personal vehicle (29%). Forty-four percent (44%) of those without access to a car indicated they would like to own a vehicle.

Forty percent (40%) of respondents reported to be currently homeless and 22% reported themselves to be continually homeless. The major reasons given for the respondents’ current or former homelessness were: unemployment (52%); family conflicts (20%); low wages/hours at work (15%); and found it too difficult to pay 1<sup>st</sup> month’s rent and the security deposit (12%). Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking answers were: affordable housing information (42%); financial assistance with entry costs/1 – 3 months’ rent (40%); utility assistance (35%); budget planning (31%); and working with a housing/financial caseworker (28%).

Twenty-nine percent (29%) of respondents indicated that their household did not have access to fresh produce. Thirty-seven percent (37%) of respondents expressed a desire to acquire tools and gardening space and 55% were interested in increased access to locally grown and produced foods. Of the 64% of respondents who reported visiting a food pantry, meal site or other emergency food site within a two year period, the most frequent number of visits in a twelve month period were one to two visits (30%) and three to five visits (28%).

Sixteen percent (16%) of respondent households had at least one senior 62 and older. The top three needs and concerns of seniors in this county were: 57% needed financial assistance to buy medication; 47% needed more opportunities for social interaction; and 45% couldn’t afford mental healthcare needed.

Forty-seven percent (47%) of respondents had at least one child under 18-years-old residing in the household. The top three needs and concerns of youth in Dane County were: 48% reported their child did not have adequate school clothing; 43% felt their children needed tutoring; and 38% did not know where to locate teen job opportunities.

CAC asked any and all ways respondents located services in Dane County and the following were the methods and means: word-of-mouth (53%); agency/caseworker referrals (43%); Internet (34%); newspaper (25%); 2-1-1 Call Center (25%); phonebook (20%); brochures (17%); and bulletin board postings (13%).

### **Findings of Note for 2010 – Jefferson County**

Jefferson County had 90 low income respondents, 60% of whom were unemployed at the time of this survey. Of the 40% that were employed, 42% worked part-time and 58% full-time. Of those employed part-time, 50% were seeking full-time work.

Of the 70% of unemployed respondents, 50% had been unemployed for an “Other” amount of time, meaning more than two years, retired, had never been employed or were not in the job market. Of those unemployed, 41% were looking for work, 4% were not looking for work, and 6% reported a disability that prevented them from working, but they were looking for a job they could do. Sixty-eight percent (68%) of respondent households had another adult who was unemployed.

The top educational and training need reported in Jefferson County was financial aid/tuition reimbursement assistance (39%) with the next highest tied at 23% GED prep, computer skills and career planning.

The highest ranking mode of transportation was using a personal vehicle (61%) next to walking (43%) and riding with another (28%). A mere 1% rode the bus. Seventy-one percent (71%) of respondents indicated there was a need for accessible public transit in their community. Thirty-one percent (31%) of those without access to a car would like to own a vehicle.

Nineteen percent (19%) of respondents reported to be currently homeless and 4% reported themselves to be continually homeless. The major reasons given for the respondents’ current or former homelessness were: unemployment (60%); trouble with the law (20%); and family conflicts (16%). Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: utility assistance (44%); financial assistance with 1 – 3 months’ rent (37%); affordable housing information (28%); budget planning (22%); and working with a housing/financial caseworker (19%).

Twelve percent (12%) of respondents indicated that their household did not have access to fresh produce. Twenty-four percent (24%) of respondents expressed a desire to acquire tools and gardening space and 60% were interested in increased access to locally grown and produced foods. Of the 57% of respondents who reported visiting a food pantry, meal site or other emergency food site within a two year period, the most frequent number of visits in a twelve month period were one to two visits (36%) and three to five visits (26%).

Ten percent (10%) of respondent households had at least one senior 62 and older. The top three needs and concerns of seniors in Jefferson County were that: 44% needed financial assistance to buy medication; 43% reported that the community did not offer affordable out-of-home care; and 33% felt the community did not offer affordable senior housing.

Sixty percent (60%) of respondents had at least one child under 18-years-old residing in the household. The top three needs and concerns of youth in this county were: 35% felt their child did not have adequate school clothing; 31% did not know where to locate teen job opportunities; 27% were concerned their neighborhood did not have a teen center; and 26% felt their children needed tutoring.

CAC asked any and all ways respondents located services in Jefferson County and the following were the methods and means: word-of-mouth (57%); agency/caseworker referrals (49%); phonebook (43%); Internet (40%); newspaper (33%); brochures (21%); bulletin board postings (7%); and 2-1-1 Call Center (2%).

### **Findings of Note for 2010 – Waukesha County**

Waukesha County had 156 low income respondents, 78% of whom were unemployed at the time of this survey. Of the 22% who were employed, 58% worked part-time and 42% full-time. Of those employed part-time, 38% were seeking full-time work.

Of the 78% of unemployed respondents, 55% had been unemployed for an “Other” amount of time, meaning more than two years, retired, had never been employed or were not in the job market. Of those unemployed, 21% were looking for work, 12% were not looking for work, and 20% reported a disability that prevented them from working, but they were looking for a job they could do. Eighty-four percent (84%) of respondent households had another adult who was unemployed.

The top educational and training needs in Waukesha County were financial aid/tuition reimbursement assistance (50%) with the next highest being computer skills (41%).

The highest ranking mode of transportation was using a personal vehicle (29%), next to riding the bus (17%) and riding a bike (9%). Seventy-two percent of respondents indicated there was a need in their community for public transportation. Thirty-four percent (34%) of those without access to a car would like to own a vehicle.

Twenty percent (20%) of respondents reported to be currently homeless and 19% reported themselves to be continually homeless. The major reasons given for the respondents’ current or former homelessness were: unemployment (43%); health issues (17%); and low wages/hours at work (15%). Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: utility assistance (44%); assistance with entry costs/1-3 months’ rent (41%); affordable housing information (34%); budget planning (28%); and working with a housing/financial caseworker (25%).

Thirty-three (33%) of respondents indicated that their household did not have access to fresh produce. Twenty-eight percent (28%) of respondents expressed a desire to acquire tools and gardening space and 64% were interested in increased access to locally grown and produced foods. Of the 70% of respondents who reported visiting a food pantry, meal site or other emergency food site within a two year period, the most frequent number of visits in a twelve month period were one to two visits (34%), three to five visits (19%) and six to ten visits (19%).

Thirty percent (30%) of respondent households had at least one senior 62 and older. The top three needs and concerns of seniors in this county were: 43% needed affordable out-of-home care; 35% didn't have affordable mental healthcare needed; and 33% needed more affordable transportation options AND more opportunities for social interaction.

Twenty-three percent (23%) of respondents had at least one child under 18-years-old residing in the household. The top three needs and concerns of youth in Waukesha County were: 56% were concerned that their neighborhood did not have a teen center AND children did not have adequate school clothing; 44% did not know where to locate teen job opportunities; 38% had no access to quality after-school/summer programming; and 32% felt their children needed tutoring AND parents were unaware of food programs available for their children.

CAC asked any and all ways respondents located services in /Waukesha County and the following were the methods and means: word-of-mouth (56%); agency/caseworker referrals (47%); brochures (24%); Internet (23%); 2-1-1 Call Center (23%); bulletin board postings (23%); phonebook (21%); and newspaper (21%).

### **Action Plan**

CAC has identified the following action plan goals:

- 1. Work with workforce development centers and other agencies on employment issues;**
- 2. Implement programming and partner with community businesses and agencies to provide low interest car loans and/or car repair programs;**
- 3. Continue to work to reduce homelessness in each county;**
- 4. Provide training and resources for renters and landlords;**
- 5. Work with participants to develop creative and sustainable ways to budget, supplement and improve their income;**
- 6. Continue to support a strong, local food supply system and promote activities that promote food security;**
- 7. Continue to assist people in applying for Supplemental Security Income and Social Security Disability benefits;**
- 8. Ensure that participants have case management support and personal advocacy.**

CAC's new strategic goals, the action plan activities to be conducted and the programs to be implemented over the next three years will all stem from analysis of the 2004, 2007 and 2010 Community Needs Assessment results, as well as CAC's 2008 – 2013 strategic goals. All actions, goals, partnerships and programs promote CAC's mission *to develop the economic and social capacities of individuals, families and communities to reduce poverty in Dane, Jefferson and Waukesha Counties.*

## Background

For 44 years, Community Action Coalition for South Central Wisconsin, Inc. (CAC) has provided essential services to assist low-income individuals and families achieve greater self sufficiency and promote improved access to community resources. Programs are focused in five core areas: homelessness prevention and housing stability; food security and nutrition; skill building in employment and income management; community inclusion and leadership; and emergency services. Specific examples of programs in these core areas include: housing case management and advocacy; transitional and permanent housing; financial assistance grants to prevent homelessness; food procurement and distribution to pantries and meal sites; coordination of community and food pantry gardens; financial literacy skill building; employability skills training; automobile car loans for low-income workers; one-to-one advocacy for community members with disabilities; promotion of neighborhood leadership; and a community clothing center. All programs and services reflect CAC's mission *to develop economic and social capacities of individuals, families and communities to reduce poverty in Dane, Jefferson and Waukesha Counties.*

Since 1966, CAC has been partnering with Dane County area agencies to provide services for low-income residents. Services in Dane are primarily located in urbanized Madison Metropolitan Area, but are available to all County low-income residents. In the mid-90s, CAC's service area was expanded to include Jefferson and Waukesha Counties, which are comprised solely of small urbanized and rural communities. Between these counties, because of the differences in low-income population types, many services differ. Some gaps in service are not always readily apparent without collaboration with area partners and the survey activities conducted in an assessment process.

Every three years, CAC conducts a Community Needs Assessment as part of planning Community Services Block Grant (CSBG) funding allocations for the next three years. CAC partners with other agencies to inform the assessment process and to identify a representative sample of low-income individuals and families residing in CAC's three-county service area. CAC works with area partners to ensure the sampling is inclusive of a diverse range of demographics and needs. The easiest way to accomplish this is to recruit partners and low-income survey respondents from a wide variety of programs serving low income populations in CAC's service area.

CAC is very grateful for this help the survey participants provide. The survey respondents are offered a gift card to a local grocery or gas station/convenience store as a "thank you" for their effort and thoughtful responses. While most survey respondents agree to participate in the process due to the incentive, upon completion they often express appreciation for the opportunity to be involved, share their experiences and to have their "voice heard."

# Methods

Community Action Coalition for South Central Wisconsin, Inc. (CAC) structures its organizational, strategic and programmatic plans based on the Results Oriented Management and Accountability Cycle (ROMA):

- 1) **Assessing *low-income individuals and families' needs*** to determine how best to connect this population with resources available in the community and identify gaps in service;
- 2) **Planning *programs and collaborative partnerships*** in the community which address these needs;
- 3) **Implementing *programs/services/referrals*** based on plans;
- 4) **Analyzing *results*** for progress;
- 5) And, **Evaluating *results*** for effectiveness and needed improvements.

CAC staff began the 2010 Community Needs Assessment by reviewing and addressing some of the logistical challenges present in both the 2004 and 2007 assessments. Development staff made a series of adjustments and revisions to: improve the ease, quality and usefulness of the survey tool; increase the number of low-income residents sampled from a greater variety of programs to identify a diversity of needs; and improve the county-specific alignment of secondary source data with the survey results.

The first activity conducted by CAC was to refashion the format of the survey instrument to make it easier to navigate for respondents. Previous surveys had a variety of methods to answer questions (i.e., circling, checking, short-answer, prioritizing, and skipping “not applicable” questions). For 2010, CAC limited the methods for answering the survey questions to only checking appropriate responses, minimal skipping of irrelevant portions and included only one short-answer question. Also in this activity, many of the questions were modified to include more follow-up/sub-questions to provide more detail as to the rationale behind respondents’ answers; this increased opportunities to draw more informed conclusions through univariate (single answer) and bi-variate (correlative) relationships

CAC, area partners and a data consultant planned and implemented an improved, more randomized method to select the representative survey sample. The sample was increased from both 2004 (299 respondents) and 2007 (327 respondents). By comparison, CAC strove in 2010 to survey almost twice as many respondents selected by a more systematic method using a pre-determined formula to select respondents from specific partner agency program rosters for an overall desired response of 607 surveys (Dane – 273, Jefferson – 177, Waukesha – 157).

In 2010, the actual response rate for the survey was 84% or 467 surveys (Dane – 221, Jefferson – 90, Waukesha – 156). Low-income respondents were recruited and participated from the following programs at CAC and partner agencies: a clothing center; housing case management, housing counseling and emergency shelter; employability programs; a transportation program; food pantries, meal sites and a senior farmer’s market; intake/reception; FoodShare (formerly Food Stamps); BadgerCare, BadgerCare Plus and Medicare; various support groups; emergency assistance; basic skills; English as a Second Language; jail literacy; and outreach.

Finally, CAC worked to ensure that secondary source data was as county-specific as possible in order to align with the primary source data from the CAC Community Needs Assessment survey. The following is a list of the secondary source data used in the county-specific portions of this document:

- All Counties – Institute for Research on Poverty University of Wisconsin – Madison, *Wisconsin Poverty Report: Methodology and Results for 2008*
- All Counties – State of Wisconsin Department of Workforce Development August 25, 2010, unemployment press release
- Dane – U.S. Census Bureau, *American Community Survey 2006 – 2008*
- Dane – *Dane County Task Force on Poverty Report to the County Board, 2009*
- Dane – *The Elder Economic Security Standard™ Index for Wisconsin 2008*
- Jefferson – U.S. Census Bureau, *American Community Survey 2006 – 2008*
- Jefferson – Jefferson County Economic Development Consortium, *Annual Report for 2008*
- Waukesha – U.S. Census Bureau, *American Community Survey 2006 – 2008*
- Waukesha – *2010-2014 Waukesha County Five Year Strategic Plan*

For the 2010 Community Needs Assessment, CAC compared results over the last three assessment years and identified service gaps to be addressed by the Action Plan included in this document. The needs that were assessed were in the areas of:

- Employment, Education and Household Finances
- Accessibility of Transportation
- Housing Stability, Homelessness and Household-related Expenses
- Health, Wellness, Food Security and Nutrition
- Needs of Seniors and Youth
- And, Community Inclusion and Accessibility/Effectiveness of Services

The comparison of results will assist CAC, as well as community partners, to plan and implement programming in a way that is tailored to the variety of needs and locations of impoverished individuals and families. The progress of these programs will be closely monitored, reported and evaluated for improvement, revision or discontinuation.

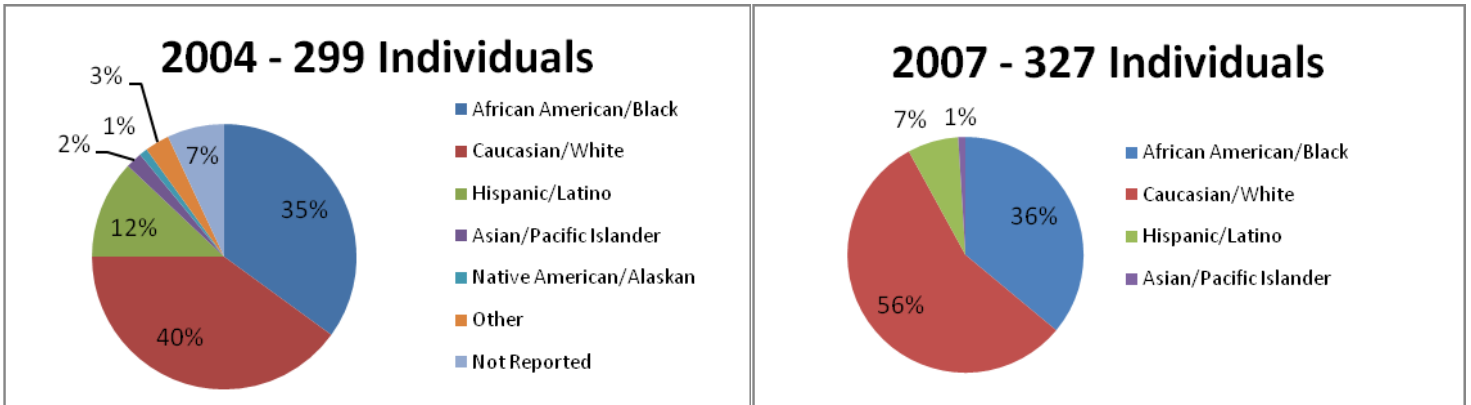
# Findings – All Counties 2004 – 2010

*\*Please note, for “Findings - All Counties,” unless otherwise specified, statistics will include 2004, 2007 and 2010.*

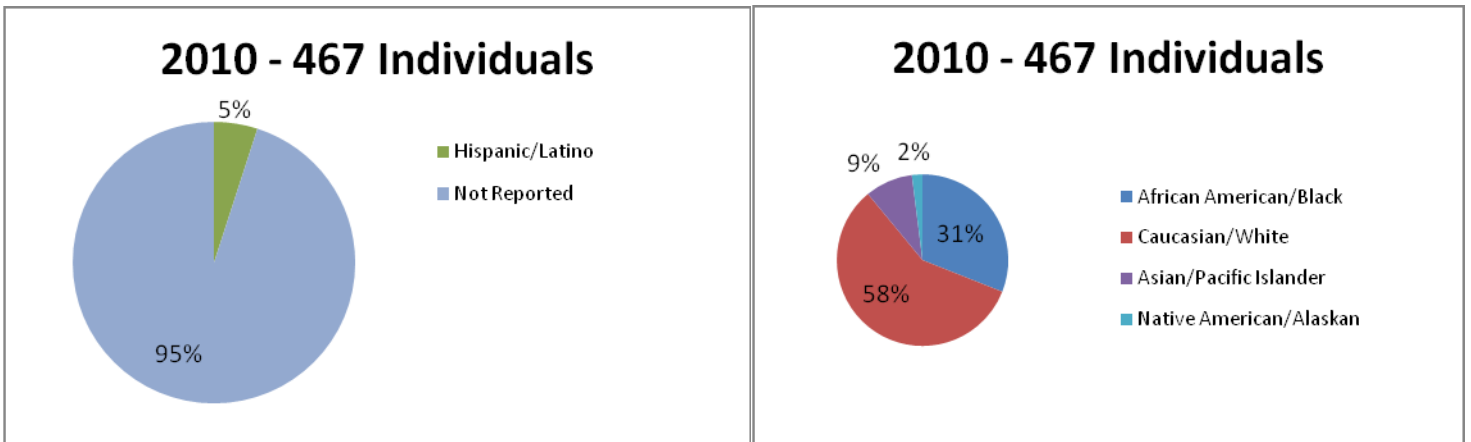
## Demographics

All respondents were low-income (income at or less than 80% of County Median Income) and resided in Dane, Jefferson, or Waukesha Counties. In 2010, partners and respondents were recruited mostly in: Dane County – City of Madison; Jefferson County – Watertown, Fort Atkinson and City of Jefferson; and Waukesha County – Hartland, Mukwonago, New Berlin, Oconomowoc and City of Waukesha.

### Respondents’ Ethnicity & Race



*Changes were made in 2009/2010 at the Federal level regarding the collection of racial demographics. Hispanic/Latino origin is now asked as a separate question, regardless of race.*



### Respondents’ Language

The 2010 surveys were distributed in English only and 75-85% of respondents reported speaking English “very well”/“well.” Of those that reported otherwise in 2010, the majority were native to Laos or Thailand (Hmong origin) and had assistance provided by our partner agencies.

*\*Please note, for "Findings - All Counties," unless otherwise specified, statistics will include 2004, 2007 and 2010.*

### Respondents' Gender

Female respondents have consistently outnumbered male respondents 2 to 1, comprising 64 – 68% of total number surveyed.

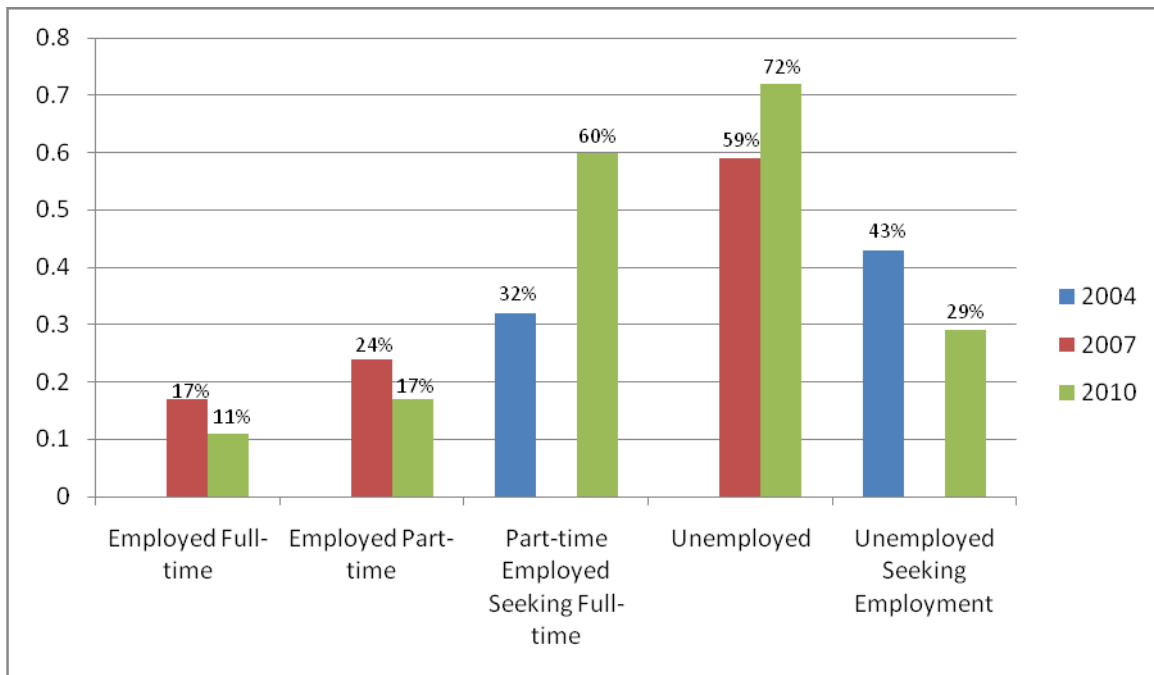
This respondent age grouping is double that of any other.

### Respondents' Ages

	2004	2007	2010
18 – 23	13%	13%	11%
24 – 44	48%	43%	44%
45 – 54	19%	22%	18%
55 – 61	14%	7%	11%
62 and over	4%	11%	16%
Unknown	2%	4%	0%

## Employment, Education and Household Finances

### Respondents' Employment (data not available for all years in all categories)



**For 2010**, 15% of employed individuals were satisfied with their hours/pay and 8% indicated that their job was "OK," but that they were looking for another. Of those who were unemployed, 27% had been unemployed for 1 – 2 years, 16% for 6 – 11 months, 14% for 1 – 3 months and 43% for an "Other" amount of time (which may indicate that they had been unemployed for more than two years, were retired, had never been employed or were not in the job market). Seventy-nine percent (79%) of total respondents in 2010 had another adult in the household who was unemployed.

*\*Please note, for "Findings - All Counties," unless otherwise specified, statistics will include 2004, 2007 and 2010.*

### Respondents' Educational Attainment

Education Level Completed	2004	2007	2010
0 – 8 <sup>th</sup> Grade	11%	—	7%
9 – 12 <sup>th</sup> Grade, Did Not Graduate	26%	23%	24%
<b>High School Graduate/GED/HSED</b>	<b>31%</b>	<b>35%</b>	<b>37%</b>
Technical/Vocational Certificate	4%	6%	8%
Some College	14%	13%	11%
2 – 4-year College Graduate	8%	—	9%
Post-graduate Studies	3%	—	2%
Other	2%	—	2%
Not Reported	1%	—	—

The majority of respondents had some high school or had graduated/attended a high school equivalency.

### Job Retention and Attainment Needs

In all three assessment reports, 44 – 67% of total respondents indicated that they needed more education or training to gain, retain and/or improve employment. In 2010, 18% of respondents indicated a need for affordable childcare to gain or retain a job.

#### Federal Poverty Level

At the time of the survey, 70 – 73% of households were at, or below, 100% of the Federal Poverty Level (FPL).

### Education or Training Needs

Education or Training	2004	2007	2010
GED Prep	24%	32%	32%
Computer Skills	52%	46%	30%
Résumé Help	—	—	23%
Certification In Their Field	—	—	20%
ESL Classes	14%	12%	6%
Internships	—	—	14%
Career Planning	—	—	24%
<b>Budget Planning and Financial Education</b>	<b>53%</b>	—	<b>18%</b>
<b>Financial Aid/Tuition Application for Reimbursement Assistance</b>	—	—	<b>37%</b>
<b>Small Business Development Training and Financial Support</b>	<b>45%</b>	<b>57%</b>	—

### Participation in Financial Institutions

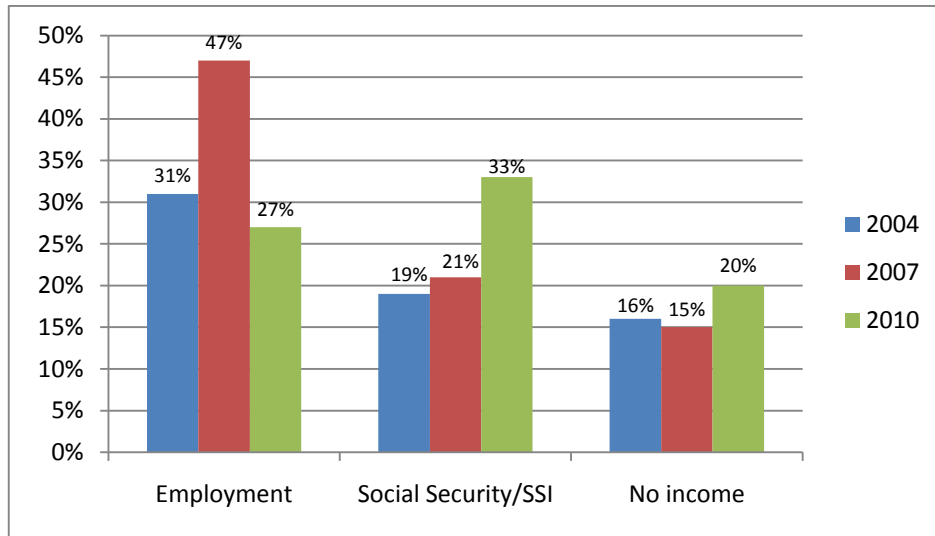
Twenty-two to thirty-nine percent (22 – 39%) of respondents had neither a checking, nor a savings account. The top reasons given in 2010, for those not using a bank were that 28% paid bills with cash and 24% could not get a bank to open an account.

### Budget Management

In 2004 and 2007, approximately 52% of respondents indicated an interest in learning budgeting skills. Respondents were asked in 2010, to indicate any and all of the following budgeting services that would be most helpful and indicated a desire for the following: discounted food programs (51%); ways to save money (39%); budgeting classes (24%); credit counseling and/or repair (18%); and protective payee (6%).

*\*Please note, for "Findings - All Counties," unless otherwise specified, statistics will include 2004, 2007 and 2010.*

### Top Three Sources of Respondent Household Income



**For 2010:** respondents were asked what they did to supplement their income: 41% borrowed/accepted gifts of cash from friends and/or family; 24% sold personal items; 21% did odd jobs where they were paid in cash; and 5% used cash advance stores.

## Transportation

### Modes of Transportation

**For 2010,** Respondents were asked any and all modes of transportation that they used at least once per week and the highest rankings were: 44% walked; 43% drove personal vehicle; 34% used the bus; 28% rode with another; and 13% used a friend or relative's vehicle.

### Respondent Transportation Concerns

**For 2010,** 46% of vehicle owners could not afford the upkeep (i.e., repairs, maintenance, gas); 31% of respondents who had their vehicle repossessed could not afford vehicle repairs needed and the payments to the lender; and 22% of those without a vehicle were dissatisfied with their alternatives (of these respondents, 40% reported their rides were unreliable and 39% said the bus hours did not fit their needs).

### Transportation of Children

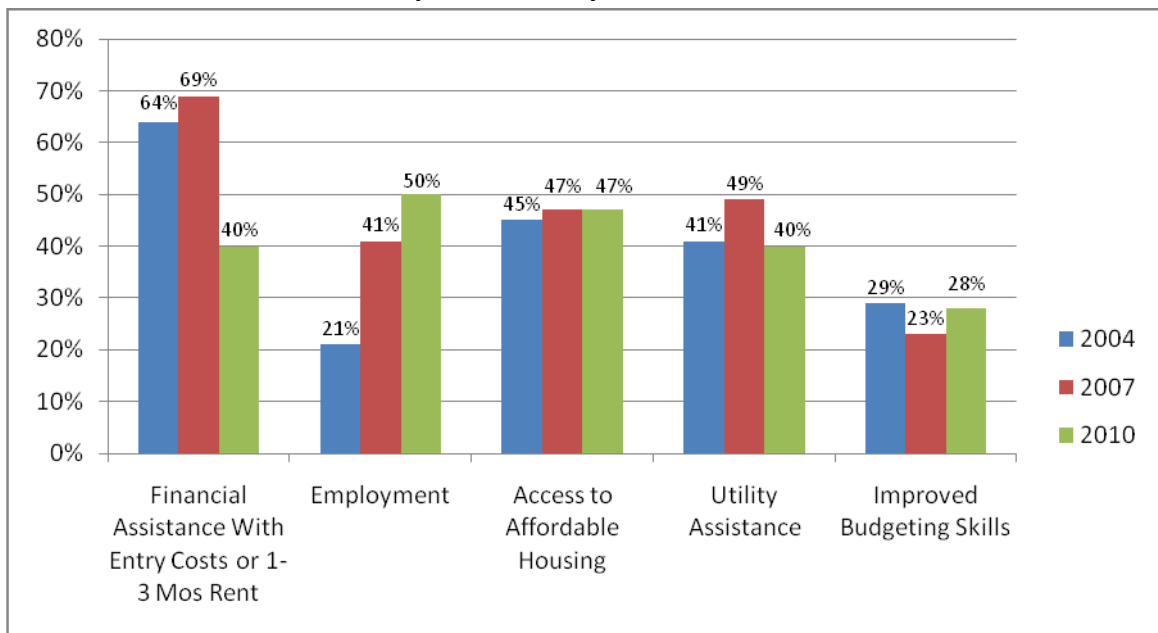
**For 2010,** 26% of respondents had children that need transportation to and from school and/or daycare. Of these respondents, 62% expressed difficulty with transporting their children for some of the following reasons: the school was too close to their home for school bus eligibility, but too far for children to walk (35%); their vehicle often broke down and/or they could not afford the gas (23%); and they could not afford the public bus pass (15%).

# Housing

## Household Sizes and Types

- Households of 1 person/no children comprised 35-42% of household sizes and types, consistently more than double of any other household type [(this is probably due to the locations of survey distribution (i.e., emergency shelters and food pantries)];
- Female single parents comprised 26 – 31% of household types;
- Households of 2 – 4 people comprised 40 – 44% of household sizes (in 2010, a household size of 3 was the most common multi-person household type);
- 60 – 73% of respondents were renters;
- 15 – 25% were homeless at the time of survey (again, this is probably due to the locations of survey distribution).

**Renter and Homeless Respondents’ Top Needs for Homelessness Prevention**



### Issues Affecting Renters

Issues	2004	2007	2010
Rent Unaffordable w/o Assistance	27%	—	47%
Someone in Household Has Experienced Domestic Violence	—	—	33%
Do Not Know Tenant Rights	26%	30%	26%
Have Been in Danger/Been Evicted	24%	—	24%
Trouble Paying Phone Bill	35%	56%	43%
Trouble Paying Utility Bill	41%	49%	40%
No Computer/Internet Service	—	—	64%
Trouble Purchasing Necessary Household Furniture	—	—	32%

### Reasons for Housing Choice

For 2010, respondents chose where they lived for any and all of the following top reasons: affordability (51%); the location was good (close to jobs, school, etc.) (34%); the neighborhood felt safe (29%); heat/utilities were included (23%); and the landlord worked with them (21%).

*\*Please note, for “Findings - All Counties,” unless otherwise specified, statistics will include 2004, 2007 and 2010.*

### **Homelessness**

In 2007 and 2010, 64% and 55% of respondents reported being homeless at some time in their life. Over all three assessment reports, 60 – 63% of these respondents reported homelessness within the last two years of the survey and 25 – 30% of this sample reported to be currently homeless.

Sixty to seventy-one percent (60 – 71%) of those who had ever been homeless have stayed in a shelter and, of those who have experienced a shelter, 92 – 96% stayed in a shelter in the county in which they were homeless.

The major reasons given in 2007 for the respondents’ current or former homelessness were: unemployment (41%); low wages (28%); need for better budgeting skills (23%); and health problems (22%). In 2010, the major reasons for homelessness were given as: unemployment (50%); family conflict (18%); and low wages/few hours at work (14%).

### **Housing Services**

**For 2010**, respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: affordable housing information (40%); utility assistance (40%); affordable housing information (37%); budget planning (28%); and working with a housing/financial caseworker (25%).

## **Health and Wellness**

### **Households with Healthcare Plans**

In 2007 and 2010, 68% and 77% of respondents reported having a healthcare plan (59% and 48% BadgerCare; 29% and 24% Medicare). In 2010, 11% of respondents had one or more people in their household on a healthcare waiting list.

### **Household Healthcare Concerns**

<b>Issues</b>	<b>2004</b>	<b>2007</b>	<b>2010</b>
<b>Household Unable to Afford Healthcare Needed</b>	<b>58%</b>	<b>66%</b>	<b>54%</b>
<b>Medical Bills Have Made It Hard to Pay Other Expenses</b>	<b>41%</b>	<b>37%</b>	<b>37%</b>
<b>Needs Assistance for Chronic Illness (i.e., diabetes, heart disease, asthma)</b>	<b>38%</b>	<b>43%</b>	<b>33%</b>
<b>Unaware of Healthcare Programs Available in the Community</b>	<b>20%</b>	<b>—</b>	<b>28%</b>
<b>Need Financial Assistance for Prescriptions</b>	<b>50%</b>	<b>66%</b>	<b>—</b>
<b>Household Member Has No Access to Mental Healthcare Needed</b>	<b>26%</b>	<b>—</b>	<b>14%</b>
<b>Household Member Has No Access to Alcohol/Drug Abuse Counseling/Treatment Needed</b>	<b>—</b>	<b>—</b>	<b>18%</b>
<b>Unable to Communicate with Healthcare Providers in Preferred Language</b>	<b>—</b>	<b>—</b>	<b>11%</b>
<b>Household Does Not Have Sufficient, Seasonally-appropriate Clothing</b>	<b>25%</b>	<b>—</b>	<b>34%</b>
<b>Respondent Does Not Get Enough Physical Activity</b>	<b>29%</b>	<b>—</b>	<b>32%</b>
<b>Needs to Quit Smoking</b>	<b>—</b>	<b>—</b>	<b>28%</b>
<b>Person in Household Has a Physical Disability</b>	<b>20%</b>	<b>33%</b>	<b>—</b>

*\*Please note, for “Findings - All Counties,” unless otherwise specified, statistics will include 2004, 2007 and 2010.*

## Food Security and Nutrition

### Access to Fresh and Local Foods

Twenty-seven to thirty-two percent (27 – 32%) of respondents indicated that their household did not have access to fresh produce. In 2004 and 2007, 50% and 79% of respondents indicated they did not have access, or were not interested, in tools and gardening space to grow their own food. In 2010, 31% of respondents had expressed a desire to acquire tools and gardening space and 60% were interested in increased access to locally grown and produced foods.

### Food Pantry Usage

Sixty-two to seventy-five percent (62 – 75%) of respondents reported visiting a food pantry, meal site or other emergency food site within a two year period. The most frequent number of visits reported in a twelve month period

in 2004 and 2010 were one to two visits (21% and 32%), three to five visits (15% and 24%); and six to ten visits (14% and 17%). Between 2004 and 2010, respondents visiting emergency feeding outlets in excess of sixteen times in a twelve month period increased from 8% to 14%. This increase is likely to be a result of pantries allowing more frequent visits, as well as pantries switching to a “choice” format, which allows shoppers to choose food items rather than having to accept what is pre-bagged.

**For 2010**, respondents who needed services at a food pantry, but were not adequately provided for, were: fresh produce (13%); special diets foods (11%); help/information in preferred language (10%); and information on community resources (9%). Respondents were asked whether they needed a service for which they never asked if was available. In this category, 9% of pantry users needed baby food, diapers, and/or formula, but never asked if the pantry stocked these items.

### Food Security and Nutrition Concerns

Issues	2004	2007	2010
Nutritional Needs Not Being Met	—	33%	35%
No Grocery Near Home or Easily Accessible	24%	—	13%
Has Had to Decrease Money Spent on Food Due to Other Expenses	—	66%	57%
Needs Assistance to Apply for FoodShare	31%	—	21%

## Needs of Seniors

### Senior Needs and Concerns

Issues	2010
Community Does Not Offer Affordable Out-of-home Care	38%
Community Does Not Offer Affordable In-home Care	25%
Doesn't Have Affordable Mental Healthcare	37%
Need an Advocate to Assist in Applying for Services	29%
Need Financial Assistance to Buy Medication	41%
Need Job Opportunities	16%
Need Retirement Planning Assistance	16%
Community Does Not Offer Affordable Senior Housing	25%
Need More Opportunities for Social Interaction	38%
Doesn't Know Where to Find a Senior Center Near Home	27%
Has Been In Jeopardy of Losing Home Due to Death In the Household	7%
Needs Affordable In-Home Food Delivery	21%
Receives Meals On Wheels	14%
Needs Affordable Transportation Options	31%

In 2007 and 2010, 18 – 19% of respondents had at least one senior, 62 and older, living in the household.

*\*Please note, for “Findings - All Counties,” unless otherwise specified, statistics will include 2004, 2007 and 2010.*

## Needs of Youth

### Youth Needs and Concerns

Issues	2004	2010
No Access to Quality Childcare	18%	20%
No Safe Place for Child to Stay When Sick	10%	18%
No T.V./Internet Supervision	—	13%
No Access to Quality After-School/Summer Programming	21%	26%
Do Not Feel Child is Safe in School	—	8%
Do Not Feel Child is Safe to/from School	—	11%
Need Tutoring	19%	36%
Unaware of Food Programs Available for Child	—	29%
Neighborhood Does Not Have a Teen Center	6%	32%
Does Not Know of/How to Locate Teen Job Opportunities	7%	37%
Child Does Not Have School Clothing Needed	—	46%

In 2007 and 2010, 49% and 42% of respondents had at least one child under 18-years-old living in the household. Of these households in 2007 and 2010:

- 59% and 49% had children younger than 5 years;
- 52% and 47% had children ages 6 to 12 years;
- 33% and 35% had children ages 13 to 18 years.

## Accessibility, Inclusion and Effectiveness of Services

### Neighborhood Perspectives

While 59 – 78% of respondents indicated that they felt safe in their neighborhoods, 40 – 46% believed their neighborhood’s appearance could use improvement. Sixty to seventy-one percent (60 – 71%) of respondents indicated that their neighborhood was respectful of different cultures, beliefs and abilities. Sixty-three to seventy-seven percent (63 – 77%) liked the neighborhood they live in and, in 2010, 59% reported they felt included in their communities. Twenty-nine to thirty-five percent (29 – 35%) would like to know more about how to become a leader in their communities.

### How Respondents Locate Services in Their Community

**For 2010:** CAC asked any and all ways respondents located services in their community and the following was the methods and means: word-of-mouth (55%); agency/caseworker referrals (46%); Internet (32%); newspaper (25%); phonebook (24%); brochures (20%); 2-1-1 Call Center (20%); and bulletin board postings (15%).

### Community, Neighborhood and Service Accessibility Concerns

Issues	2004	2007	2010
Services Inaccessible in Community	—	16%	17%
Do Not Know Where/When to Vote	21%	—	30%
Do Not Know Who Local Officials Are	—	—	67%
Have Encountered Racial, Ethnic or Cultural Discrimination in Community	—	—	27%
Need More Opportunities for Social Interaction	29%	—	45%
No Access to Transportation to Agencies with Services Needed	—	32%	20%
Community Agencies Not Open at Convenient Hours	—	34%	20%
Not Eligible for Needed Services	—	46%	42%
Turn to Family Members Most Often When in Need	—	54%	71%

# Findings of Note – Dane County 2010

## Age and Race

The median age of Dane County, according to the U. S. Census Bureau *American Community Survey 2006 – 2008*, is 35-years-old (U.S. Census Bureau, *Demographic and Housing Estimates*, 2006 - 2008). The majority of respondents fell between the ages of 24 and 44.

While African American/Black respondents comprised more than half all those CAC surveyed in Dane County (53%), and double of that of Caucasian/White respondents (27%), according to the U. S. Census Bureau *American Community Survey 2006 – 2008*, African American/Black constituted merely 10% of Dane County’s total population (U.S. Census, *Demographic and Housing Estimates*, 2006 - 2008).

## Employment, Education and Household Finances

### Employment

The State of Wisconsin Department of Workforce Development reported that in July, 2010, Madison’s unemployment rate of 5.9% ranked lowest of any metro area in Wisconsin and Dane County’s unemployment rate for the same month was 5.5% (DWD 2010).

Twenty-seven percent (27%) of respondents were employed; of those, 62% worked part-time and 38% worked full-time. Seventy-eight percent (78%) of part-time employed respondents were seeking full-time employment.

Seventy-three percent (73%) of respondents were unemployed. Of those who were unemployed, 14% had been unemployed for 1 – 2 years, 11% for 6 – 11 months, 9% for 1 – 3 months and 66% for an “Other” amount of time (which may indicate that they had been unemployed for more than two years, were retired, had never been employed or were not in the job market). Seventy-nine percent (79%) of multi-person households have another adult who is unemployed.

### Educational Attainment

Forty percent (40%) of respondents had not completed high school and 10% had no education past the eighth grade. The U.S. Census Bureau reported in its *American Community Survey 2006 – 2008*, that approximately 4% of Dane County’s population over the age of 25 had dropped out of high school and that 6% had not graduated (U.S. Census Bureau, *Selected Social Characteristics, Population and Housing Narrative Profile*, 2006 - 2008).

### Education or Training Needs

Education or Training	2010
GED Prep	38%
Computer Skills	28%
Résumé Help	19%
Certification In Their Field	20%
ESL Classes	9%
Internships	11%
Career Planning	20%
Budget Planning and Financial Education	15%
Financial Aid/Tuition Application for Reimbursement Assistance	31%

**Of those who were unemployed: 29% were looking for a job; 11% were not looking; and 18% had a disability that prevented them from working, but they were looking for a job they could do.**

### Childcare Needs Related to Employment

“[In 2008] 1,700 children under age 5 in Dane County who are living in poverty received unregulated informal childcare ... There are only half the number of spaces available for infant, toddler care as are needed to meet demands” (qtd. in *Dane County Task Force on Poverty II*: 6).

**Twenty-one percent (21%) of Dane County respondents indicated they needed affordable childcare to gain or retain employment.**

## **Poverty in Dane County**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported 11% of Dane County’s population lived in poverty (U.S. Census Bureau, *Population and Housing Narrative Profile*, 2006 - 2008). The Institute for Research on Poverty at University of Wisconsin Madison released the *Wisconsin Poverty Report: Methodology and Results for 2008* in September, 2010. In this analysis for 2008, Dane County is reported to have had a 13.1% poverty rate, the third highest poverty rate in Wisconsin (*Wisconsin Poverty Report ... 2008*, 2010).

“Public Benefits as a whole (Food Share, Badger Care, etc.) has risen in Dane County from 20,623 in 2007 to 22,690 in 2008 ... Badger Care Plus, the new program for childless adults, has enrolled 2,108 people ... since it began taking applications on June 15, 2009” (qtd. in *Dane County Task Force on Poverty II*: 4).

## **Budget Management**

Respondents were asked to indicate any and all of the following budgeting services that would be most helpful and indicated a desire for the following: discounted food programs (46%); ways to save money (43%); budgeting classes (26%); credit counseling and/or repair (15%); and protective payee (6%).

## **Transportation**

### **Modes of Transportation**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported 7% of Dane County’s population to have been without a personal vehicle and that an estimated 4% of the workforce commuted using public transportation (U.S. Census Bureau, *Selected Housing Characteristics, Economic Characteristics*, 2006 - 2008). Respondents were asked any and all modes of transportation that they used at least once per week and the highest rankings were: 55% used the bus; 46% walked; 29% drove personal vehicle; 26% rode with another; and 14% used a friend or relative’s vehicle.

### **Public Transportation Accessibility**

Eleven percent (11%) of respondents indicated there was no public bus accessible in their community and 75% of respondents indicated there was a need in their community for public transportation.

### **Modes of Transportation Accessibility**

Respondents indicated modes of transportation they would like to use, but did not have access to and the following were the highest ranking: personal vehicle (44%); taxi (16%); bus (14%); and rideshare (12%).

## **Housing**

### **Median Rent**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported the median cost of rent in Dane County to have been \$819 (U.S. Census Bureau, *Selected Housing Characteristics*, 2006 - 2008).

## **Poverty Threshold for Renters in Dane County**

In 2008, Dane County was reported to have had a \$26,611 per year poverty threshold for a family of four renting their residence, which was an estimated \$2,218 per month (*Wisconsin Poverty Report ... 2008, 2010*).

### **Homelessness**

“In 2008, there were a total of 3,894 individuals in 297 year round and 67 overflow emergency shelter beds, motel rooms paid for by vouchers, warming house mattresses and volunteer host homes [in Dane County]. During the same period, the shelters reported that 3,636 individuals were turned away without shelter. Of those individuals turned away without shelter, a majority, 95% were individuals in families” (qtd. in *Dane County Task Force on Poverty II: 7*).

Seventy percent (70%) of respondents reported being homeless at some time in their life, 61% of these respondents reported homelessness within the last two years, 40% of this sample reported they were currently homeless, and 22% reported themselves to be continually homeless.

Eighty percent (80%) of those who had ever been homeless had stayed in a shelter and, of those that had experienced a shelter, 95% stayed in a shelter in the county in which they were homeless.

“Among people seeking shelter in Dane County [in 2008]... (53%) reported having an existing medical condition, 34% reported issues with mental health, 18% reported developmental and/or physical disabilities and 18% reported alcohol and/or other drug issues” (qtd. in *Dane County Task Force on Poverty II: 4*).

The major reasons given for the respondents’ current or former homelessness were: unemployment (52%); family conflicts (20%); low wages/hours at work (15%); and respondents found it too difficult to pay 1<sup>st</sup> month’s rent and the security deposit (12%).

### **Housing Services**

Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: affordable housing information (42%); financial assistance with 1 – 3 month’s rent (40%); utility assistance (35%); budget planning assistance (31%); and working with a housing/financial caseworker (28%).

## **Food Security and Nutrition**

### **Access to Fresh and Local Foods**

Twenty-nine percent (29%) of respondents indicated that their household did not have access to fresh produce. Thirty-seven percent (37%) of respondents expressed a desire to acquire tools and gardening space and 55% were interested in increased access to locally grown and produced foods.

### **Food Pantry Usage**

“Pantry usage in Dane County pantries is up over 20% ... well over 100,00 visits are expected ... The number of pantries within the Dane County Food Pantry Network has grown from 21 in 2004 to [53 in 2010]” (qtd. in *Dane County Task Force on Poverty II: 4*).

Sixty-four percent (64%) of respondents reported visiting a food pantry, meal site or other emergency food site within a two year period. The most frequent number of visits in a twelve

month period were: 30% - one to two visits; 28% - three to five visits; and 19% in excess of sixteen visits. Respondents who needed services at a food pantry, but were not adequately provided for, were: special diets foods (14%); fresh produce (13%); information on community resources (10%); and culturally specific food (8%). This year, a column was added to ask the respondent whether they needed a service for which they never asked if was available. In this category, 12% of pantry users needed baby food, diapers, and/or formula, but never asked if the pantry stocked these items.

### **Needs of Seniors**

#### **Senior Needs and Concerns**

<b>Issues</b>	<b>2010</b>
Community Does Not Offer Affordable Out-of-home Care	32%
Community Does Not Offer Affordable In-home Care	26%
Doesn't Have Affordable Mental Healthcare	45%
Need an Advocate to Assist in Applying for Services	35%
Need Financial Assistance to Buy Medication	57%
Need Job Opportunities	19%
Need Retirement Planning Assistance	24%
Community Does Not Offer Affordable Senior Housing	38%
Need More Opportunities for Social Interaction	47%
Doesn't Know Where to Find a Senior Center Near Home	34%
Has Been In Jeopardy of Losing Home Due to Death In the Household	11%
Needs Affordable In-Home Food Delivery	28%
Receives Meals On Wheels	13%
Needs Affordable Transportation Options	32%

“[In 2008] 8.2% of females over the age of 65 in Dane County live in poverty”  
(qtd. in *Dane County Task Force on Poverty II*: 6).

In 2010, 16% of respondents had at least one senior, 62 and older, living in the household.

This is an example of what a typical 2008 Dane County resident, age 65 and older, could expect in terms of average budgetary needs: the average Social Security benefit per/yr was \$14,011; housing (without a mortgage) cost \$604 per/mo.; housing with a mortgage cost \$1,339 per/mo.; rental of a one bedroom cost \$683 per/mo.; food cost \$226 per/mo.; transportation cost \$168 per/mo.; and healthcare (good health) cost \$384 per/mo. (*The Elder Economic Security Standard™ Index for Wisconsin*, 13, 39, 2008).

### **Needs of Youth**

#### **Youth Needs and Concerns**

<b>Issues</b>	<b>2010</b>
No Access to Quality Childcare	21%
No Safe Place for Child to Stay When Sick	20%
No T.V./Internet Supervision	19%
No Access to Quality After-School/Summer Programming	27%
Do Not Feel Child is Safe in School	7%
Do Not Feel Child is Safe to/from School	8%
Need Tutoring	43%
Unaware of Food Programs Available for Child	33%
Neighborhood Does Not Have a Teen Center	27%
Does Not Know of/How to Locate Teen Job Opportunities	38%
Child Does Not Have School Clothing Needed	48%

In 2010, 47% of respondents had at least one child under 18-years-old living in the household. Of these households:

- 52% had children under 5 years;
- (Unavailable) had children ages 6 to 12 years;
- 37% had children ages 13 to 18 years.

“[In 2008] 47% of children in Madison Metropolitan School District received free or reduced lunch compared to 34% statewide” (qtd. in *Dane County Task Force on Poverty II*: 5).

### **Accessibility, Inclusion and Effectiveness of Services**

#### **How Respondents Locate Services in Their Community**

CAC asked any and all ways respondents located services in their community and the following was the methods and means: word-of-mouth (53%); agency/caseworker referrals (43%); Internet (34%); newspaper (25%); 2-1-1 Call Center (25%); phonebook (20%); brochures (17%); and bulletin board postings (13%).

# Findings of Note – Jefferson County 2010

## Age and Race

The median age of Jefferson County, according to the U. S. Census Bureau *American Community Survey 2006 – 2008*, was 38-years-old (U.S. Census Bureau, *Demographic and Housing Estimates, 2006 - 2008*). The majority of respondents fell between the ages of 24 and 44.

While African American/Black respondents were 4% of those CAC surveyed in Jefferson County, according to the U. S. Census Bureau *American Community Survey 2006 – 2008*, African American/Black constituted less than 1% of Jefferson County’s total population (U.S. Census Bureau, *Demographic and Housing Estimates, 2006 - 2008*).

## Employment, Education and Household Finances

### Employment

The State of Wisconsin Department of Workforce Development reported that in July, 2010, Jefferson County’s unemployment rate was 8.4% (*DWD 2010*), much higher than the 2008 estimate of 6.2% (*Jefferson County Economic Development Consortium, 2009*).

Forty percent (40%) of respondents were employed: 42% worked part-time and 58% full-time. Fifty percent (50%) of part-time employed respondents were seeking full-time employment.

Sixty percent (60%) of respondents were unemployed. Of those who were unemployed, 22% had been unemployed for 1 – 2 years, 17% for 6 – 11 months, 11% for 1 – 3 months and 50% for an “Other” amount of time (which may indicate that they had been unemployed for more than two years, were retired, had never been employed or were not in the job market). Sixty-eight percent (68%) of multi-person households had another adult who is unemployed.

### Education or Training Needs

Education or Training	2010
GED Prep	23%
Computer Skills	23%
Résumé Help	19%
Certification In Their Field	13%
ESL Classes	3%
Internships	16%
Career Planning	23%
Budget Planning and Financial Education	13%
Financial Aid/Tuition Application for Reimbursement Assistance	39%

Of those who were unemployed: 41% were looking for a job; 4% were not looking; and 6% had a disability that prevented them from working, but they were looking for a job they could do.

### Childcare Needs Related to Employment

Nineteen percent (19%) of Jefferson County respondents indicated they needed affordable childcare to gain or retain employment.

### Educational Attainment

Twenty-five percent (25%) of respondents had not completed high school and 2% had no education past the eighth grade. The U.S. Census Bureau reported in its *American Community Survey 2006 – 2008*, that approximately 8% of Jefferson County’s population over the age of 25 had dropped out of high school and that a total of 13% had not graduated (U.S. Census Bureau, *Selected Social Characteristics, Population and Housing Narrative Profile, 2006 - 2008*).

## **Poverty in Jefferson County**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported 8% of Jefferson County’s population lived in poverty (U.S. Census Bureau, *Population and Housing Narrative Profile*, 2006 - 2008).

The Institute for Research on Poverty at University of Wisconsin Madison released the *Wisconsin Poverty Report: Methodology and Results for 2008* in September, 2010. In this analysis for 2008, Jefferson County is reported to have had a 12.3% poverty rate, tied with a five-county area near City of Menominee for fourth highest poverty rate in Wisconsin (*Wisconsin Poverty Report ... 2008*, 2010).

### **Budget Management**

Respondents were asked to indicate any and all of the following budgeting services that would be most helpful and indicated a desire for the following: discounted food programs (50%); ways to save money (34%); budgeting classes (21%); credit counseling and/or repair (19%); and protective payee (1%).

## **Transportation**

### **Modes of Transportation**

“[In 2008] ... patterns still show about 15,500 Jefferson County residents work outside of Jefferson County while some 11,300 workers commute into Jefferson County. It is estimated that approximately 1/3 of those who commute out of Jefferson County travel to work in Waukesha County. Additionally, it is estimated that almost 1/4 of those who commute out travel to Dane County” (*Jefferson County Economic Development Consortium*, 2009).

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported 5% of Jefferson County’s population to have been without a personal vehicle and that significantly less than 1% of the workforce (.003%) commuted using public transportation (U.S. Census Bureau, *Selected Housing Characteristics, Economic Characteristics 2006 - 2008*). Respondents were asked any and all modes of transportation that they used at least once per week and the highest rankings were: 61% drove personal vehicle; 43% walked; 28% rode with another; and 14% used a friend or relative’s vehicle. Also of note, a mere 1% rode the bus.

### **Public Transportation Accessibility**

Fifty-four percent (54%) of respondents indicated there was no public bus accessible in their community and 71% of respondents indicated there was a need in their community for public transportation.

### **Modes of Transportation Accessibility**

Respondents indicated modes of transportation they would like to use, but did not have access to and the following were the highest ranking: personal vehicle (31%); bus (17%); and bike (9%).

## **Housing**

### **Median Rent**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported the median cost of rent in Jefferson County to have been \$722 (U.S. Census Bureau, *Selected Housing Characteristics*, 2006 - 2008).

### **Poverty Threshold for Renters in Jefferson County**

In 2008, Jefferson County is reported to have had a \$25,076 per year poverty threshold for a family of four renting their residence, which was an estimated \$2,090 per month (*Wisconsin Poverty Report ... 2008*, 2010).

### **Homelessness**

Thirty-nine percent (30%) of respondents reported being homeless at some time in their life, 58% of these respondents reported homelessness within the last two years, 19% of this sample reported to be currently homeless, and 4% reported themselves to be continually homeless.

Fifteen percent (15%) of those who had ever been homeless had stayed in a shelter and, of those that had experienced a shelter, 100% stayed in a shelter in the county in which they were homeless.

The major reasons given for the respondents' current or former homelessness were: unemployment (60%); trouble with the law (20%); and family conflicts (16%).

### **Housing Services**

Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: utility assistance (44%); financial assistance with 1 – 3 months' rent (37%); affordable housing information (28%); budget planning assistance (22%); and working with a housing/financial caseworker (19%).

## **Food Security and Nutrition**

### **Access to Fresh and Local Foods**

Twelve percent (12%) of respondents indicated that their household did not have access to fresh produce. Twenty-four percent (24%) of respondents expressed a desire to acquire tools and gardening space and 60% were interested in increased access to locally grown and produced foods.

### **Food Pantry Usage**

Fifty-seven percent (57%) of respondents reported visiting a food pantry, meal site or other emergency food site within a two year period. The most frequent number of visits in a twelve month period were: 36% - one to two visits; 26% - three to five visits; and 23% - six to ten visits. Respondents who needed services at a food pantry, but were not adequately provided for, were: information on community resources (15%); fresh produce (13%); and special diets foods (11%). This year, a column was added to ask the respondent whether they needed a service for which they never asked if was available. In this category, 7% of pantry users needed baby food, diapers, and/or formula, but never asked if the pantry stocked these items.

## Needs of Seniors

### Senior Needs and Concerns

Issues	2010
Community Does Not Offer Affordable Out-of-home Care	43%
Community Does Not Offer Affordable In-home Care	13%
Doesn't Have Affordable Mental Healthcare	13%
Need an Advocate to Assist in Applying for Services	22%
Need Financial Assistance to Buy Medication	44%
Need Job Opportunities	0%
Need Retirement Planning Assistance	11%
Community Does Not Offer Affordable Senior Housing	33%
Need More Opportunities for Social Interaction	25%
Doesn't Know Where to Find a Senior Center Near Home	11%
Has Been In Jeopardy of Losing Home Due to Death In the Household	0%
Needs Affordable In-Home Food Delivery	0%
Receives Meals On Wheels	0%
Needs Affordable Transportation Options	13%

In 2010, 10% of respondents had at least one senior, 62 and older, living in the household.

## Needs of Youth

### Youth Needs and Concerns

Issues	2010
No Access to Quality Childcare	11%
No Safe Place for Child to Stay When Sick	6%
No T.V./Internet Supervision	4%
No Access to Quality After-School/Summer Programming	15%
Do Not Feel Child is Safe in School	6%
Do Not Feel Child is Safe to/from School	8%
Need Tutoring	26%
Unaware of Food Programs Available for Child	20%
Neighborhood Does Not Have a Teen Center	27%
Does Not Know of/How to Locate Teen Job Opportunities	31%
Child Does Not Have School Clothing Needed	35%

In 2010, 60% of respondents had at least one child under 18-years-old living in the household. Of these households:

- 45% had children under 5 years;
- (Unavailable) had children ages 6 to 12 years;
- 35% had children ages 13 to 18 years.

## Accessibility, Inclusion and Effectiveness of Services

### How Respondents Locate Services in Their Community

**For 2010:** CAC asked any and all ways respondents located services in their community and the following were the methods and means: word-of-mouth (57%); agency/caseworker referrals (49%); phonebook (43%); Internet (40%); newspaper (33%); brochures (21%); bulletin board postings (7%); and 2-1-1 Call Center (2%).

# Findings of Note – Waukesha County 2010

## Age and Race

The median age of Waukesha County, according to the U. S. Census Bureau *American Community Survey 2006 – 2008*, was 41-years-old (U.S. Census Bureau, *Demographic and Housing Estimates*, 2006 - 2008). The majority of respondents fell between the ages 24 and 44, but Waukesha County’s median age was the oldest of all three counties served by CAC.

While African American/Black respondents constituted 11% of all those CAC surveyed in Waukesha County, according to the U. S. Census Bureau *American Community Survey 2006 – 2008*, African American/Black constituted just 2% of Waukesha County’s total population (U.S. Census Bureau, *Demographic and Housing Estimates*, 2006 - 2008).

## Employment

The State of Wisconsin Department of Workforce Development reported that in July, 2010, Waukesha County’s unemployment rate was 7.1% (DWD 2010).

Twenty-two percent (22%) of respondents were employed: 58% worked part-time and 42% full-time. Thirty-eight percent (38%) of part-time employed respondents were seeking full-time employment.

Seventy-eight percent (78%) of respondents were unemployed. Of those who were unemployed, 23% had been unemployed for 1 – 2 years, 16% for 6 – 11 months, 6% for 1 – 3 months and 55% for an “Other” amount of time (which may indicate that they had been unemployed for more than two years, were retired, had never been employed or were not in the job market). Eighty-four percent (84%) of multi-person households had another adult who is unemployed.

“In the economic development/public improvement category, both ‘increasing the opportunity for jobs’ and ‘encourage the development of small businesses’ were rated important/very important by 90.6%” (2010 – 2014 Waukesha County Five Year Strategic Plan, 2010).

## Education or Training Needs

Education or Training	2010
GED Prep	26%
Computer Skills	41%
Résumé Help	35%
Certification In Their Field	26%
ESL Classes	—
Internships	20%
Career Planning	35%
Budget Planning and Financial Education	30%
Financial Aid/Tuition Application for Reimbursement Assistance	50%

Of those who were unemployed: 21% were looking for a job; 12% were not looking; and 20% had a disability that prevented them from working, but they were looking for a job they could do.

### Childcare Needs Related to Employment

Fourteen percent (14%) of Waukesha County respondents indicated they needed affordable childcare to gain or retain employment.

## Educational Attainment

Twenty-six percent (26%) of respondents had not completed high school and 5% had no education past the eighth grade. The U.S. Census Bureau reported in its *American Community Survey 2006 – 2008*, that approximately 4% of Waukesha County’s population over the age of 25

had dropped out of high school and that a total of 5% had not graduated (U.S. Census Bureau, *Selected Social Characteristics, Population and Housing Narrative Profile*, 2006 - 2008).

### **Poverty in Waukesha County**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported 4% of Waukesha County’s population lived in poverty (U.S. Census Bureau, *Population and Housing Narrative Profile*, 2006 - 2008).

The Institute for Research on Poverty at University of Wisconsin Madison released the *Wisconsin Poverty Report: Methodology and Results for 2008* in September, 2010. In this analysis for 2008, Waukesha County was reported to have had a 6.1% poverty rate, the second to lowest poverty rate in Wisconsin (*Wisconsin Poverty Report ... 2008*, 2010).

### **Budget Management**

Respondents were asked in 2010, to indicate any and all of the following budgeting services that would be most helpful and indicated a desire for the following: discounted food programs (58%); ways to save money (34%); budgeting classes (21%); credit counseling and/or repair(21%) ; and protective payee (8%).

## **Transportation**

### **Modes of Transportation**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported 4% of Waukesha County’s population to be without a personal vehicle and that an estimated 1% of the workforce commuted using public transportation (U.S. Census Bureau, *Selected Housing Characteristics, Economic Characteristics*, 2006 - 2008). Respondents were asked any and all modes of transportation that they used at least once per week and the highest rankings were: drive personal vehicle (31%); used the bus (17%); and rode a bike (9%).

### **Public Transportation Accessibility**

Forty-eight percent (48%) of respondents indicated there was no public bus accessible in their community and 72% of respondents indicated there was a need in their community for public transportation.

### **Modes of Transportation Accessibility**

Respondents indicated modes of transportation they would like to use, but did not have access to and the following were the highest ranking: personal vehicle (34%); taxi (15%); bus (15%); and rideshare (13%).

## **Housing**

“The most pronounced weakness in the community development in Waukesha is the lack of affordable housing. [Resident survey] participants noted a lack of mixed affordable housing outside of the city [sic] of Waukesha and they specifically mentioned rental and housing for the disabled ... ‘Housing for persons with disabilities’ and ‘housing for seniors’ were two categories with the highest scores of Extremely Important and Very Important” (*2010 – 2014 Waukesha County Five Year Strategic Plan*, 2010)

## **Median Rent**

The U. S. Census Bureau *American Community Survey 2006 – 2008*, reported the median cost of rent in Waukesha County to be \$868, the highest of CAC's three-county service area (U.S. Census Bureau, *Selected Housing Characteristics, 2006 - 2008*).

## **Poverty Threshold for Renters in Waukesha County**

In 2008, Waukesha County is reported to have had a \$26,867 per year poverty threshold for a family of four renting their residence, which was an estimated \$2,239 per month (*Wisconsin Poverty Report ... 2008, 2010*).

## **Homelessness**

Forty-nine percent (49%) of respondents reported being homeless at some time in their life, 57% of these respondents reported homelessness within the last two years, 20% of this sample reported to be currently homeless, and 19% reported themselves continually homeless.

Seventy-three percent (73%) of those who had ever been homeless had stayed in a shelter and, of those that had experienced a shelter, 98% stayed in a shelter in the county in which they were homeless.

The major reasons given for the respondents' current or former homelessness were: 43% unemployment; 17% had health issues; 15% low wages/hours at work; and 12% had family conflicts.

## **Housing Services**

Respondents were asked to indicate any and all of the following housing services available in the community that would be most helpful and the highest ranking were as follows: utility assistance (44%); need financial assistance with entry costs/1-3 months' rent (41%); affordable housing information (34%); budget planning assistance (27%); and working with a housing/financial caseworker (24%).

## **Food Security and Nutrition**

### **Access to Fresh and Local Foods**

Thirty-three (33%) of respondents indicated that their household did not have access to fresh produce. Twenty-eight percent (28%) of respondents expressed a desire to acquire tools and gardening space and 64% were interested in increased access to locally grown and produced foods.

### **Food Pantry Usage**

Seventy percent (70%) of respondents reported visiting a food pantry, meal site or other emergency food site within a two year period. The most frequent number of visits reported in a twelve month period were: 34% - one to two visits; 19% - three to five visits; 19% - six to ten visits; and 13% reported visiting in excess of sixteen times. Respondents who needed services at a food pantry, but were not adequately provided for, were: fresh produce (14%); special diets foods (7%); information on community resources (5%); culturally specific food (3%). This year, a column was added to ask the respondent whether they needed a service for which they never asked if was available. In this category, 7% of pantry users needed baby food, diapers, and/or formula, but never asked if the pantry stocked these items.

## Needs of Seniors

### Senior Needs and Concerns

Issues	2010
Community Does Not Offer Affordable Out-of-home Care	43%
Community Does Not Offer Affordable In-home Care	26%
Doesn't Have Affordable Mental Healthcare	35%
Need an Advocate to Assist in Applying for Services	26%
Need Financial Assistance to Buy Medication	26%
Need Job Opportunities	16%
Need Retirement Planning Assistance	10%
Community Does Not Offer Affordable Senior Housing	12%
Need More Opportunities for Social Interaction	33%
Doesn't Know Where to Find a Senior Center Near Home	25%
Has Been In Jeopardy of Losing Home Due to Death In the Household	5%
Needs Affordable In-Home Food Delivery	19%
Receives Meals On Wheels	18%
Needs Affordable Transportation Options	33%

In 2010, 30% of respondents have at least one senior, 62 and older, living in the household.

## Needs of Youth

### Youth Needs and Concerns

Issues	2010
No Access to Quality Childcare	30%
No Safe Place for Child to Stay When Sick	29%
No Supervision On T.V./Internet	12%
No Access to Quality After-School/Summer Programming	38%
Do Not Feel Child is Safe In School	15%
Do Not Feel Child is Safe to/from School	24%
Need Tutoring	32%
Unaware of Food Programs Available for Child	32%
Neighborhood Does Not Have a Teen Center	56%
Does Not Know of/How to Locate Teen Job Opportunities	44%
Child Does Not Have School Clothing Needed	56%

In 2010, 23% of respondents had at least one child under 18-years-old living in the household. Of these households:

- 46% had children under 5 years;
- (Unavailable) had children ages 6 to 12 years;
- 33% had children ages 13 to 18 years.

## Accessibility, Inclusion and Effectiveness of Services

### How Respondents Locate Services in Their Community

**For 2010:** CAC asked any and all ways respondents located services in their community and the following were the methods and means: word-of-mouth (56%); agency/caseworker referrals (47%); brochures (24%); Internet (23%); 2-1-1 Call Center (23%); bulletin board postings (23%); newspaper (21%); and phonebook (21%).

# Action Plan

The changes in the economy from 2007 to 2010 affected everyone in the United States. However, people affected by poverty were already facing, among other challenges, evictions, homelessness, food insecurity, unaddressed health concerns, unemployment and underemployment. Low-income individuals and families rarely have retirement accounts or sufficient savings. Thankfully, they do have resiliency, hope and tenacity that helps sustain them when their barriers to success are exacerbated by a struggling economic climate. In conjunction with a recently completed strategic plan, CAC has identified the following action plan goals:

- 1. Work with workforce development centers and other agencies to develop employment and training education programs;** while there are many successful area programs working to improve employment skills, a significant gap continues; tuition assistance and jobs for teenagers are especially needed;
- 2. Implement programming and partner with community businesses and agencies to provide low interest car loans and/or car repair programs** for low-income residents experiencing challenges to employment and continue to partner with other agencies to improve overall transportation options for low-income and special populations;
- 3. Continue to work to reduce homelessness in each county,** working to increase emergency shelter options, permanent and transitional housing options and eviction prevention in CAC's three-county service area;
- 4. Provide training and resources for renters and landlords** to improve the quality of life for low-income tenants; this includes financial literacy, housing assistance dollars and mediation to prevent eviction;
- 5. Work with participants to develop creative and sustainable ways to budget, supplement and improve their income,** which may include community gardens, small business development, use of clothing centers and assistance in applying for benefits;
- 6. Continue to support a strong, local food supply system and promote activities that promote food security** for low-income individuals and families;
- 7. Continue to assist people in applying for Supplemental Security Income and Social Security Disability benefits** in order to provide them with the means to be self-sufficiency and promote economic, housing and family stability;
- 8. Ensure that participants have case management support and personal advocacy** where it is needed to help move them toward greater self-sufficiency skills.

These strategic goals, the action plan activities to be conducted and the programs to be implemented over the next three years will all stem from analysis of the 2004, 2007 and 2010 Community Needs Assessment results, as well as CAC's 2008 – 2013 strategic goals. All actions, goals, partnerships and programs promote CAC's mission *to develop the economic and social capacities of individuals, families and communities to reduce poverty in Dane, Jefferson and Waukesha Counties.*

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