Rural Livability Project

Small Community Forum
Campbellsport, WI

October 26, 2023

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The Rural Livability Project

Part of a USDA-funded Institute for Rural Partnerships housed at UW–Madison, Auburn University and the University of Vermont.

Motivation - A better understanding of the factors contributing to rural challenges and rural success:

- Loss of critical institutions, industrial restructuring, out-migration/population loss, high mortality rates, lack of housing, declining civic engagement/social capital, etc.;

- But not everywhere! – How can we learn from places that are doing well (or were doing well and transitioned into decline)?

- How can we better understand path dependency? Regional interactions? Outliers?

- How do we separate the outcomes of livability from the drivers of livability? (e.g., is a vibrant downtown an outcome or a driver?)

- Can we create blueprints for supporting community and regional livability?

Defining and Identifying Livable Communities
## *How do you define "livable"?*

Often the emphasis is measuring the growth of economic variables:

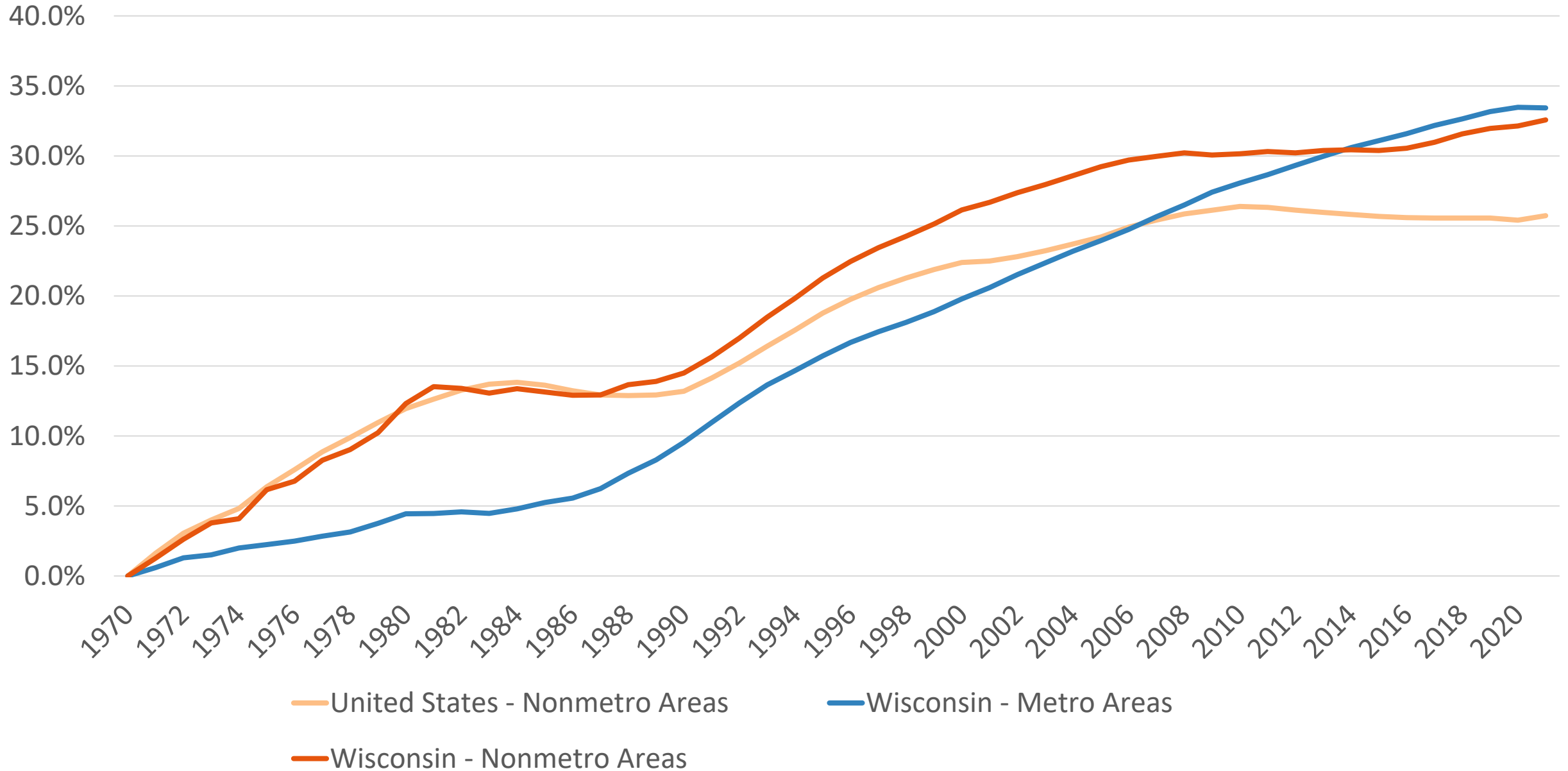- Population

- Jobs/Employment

- Income/Wages

- GDP

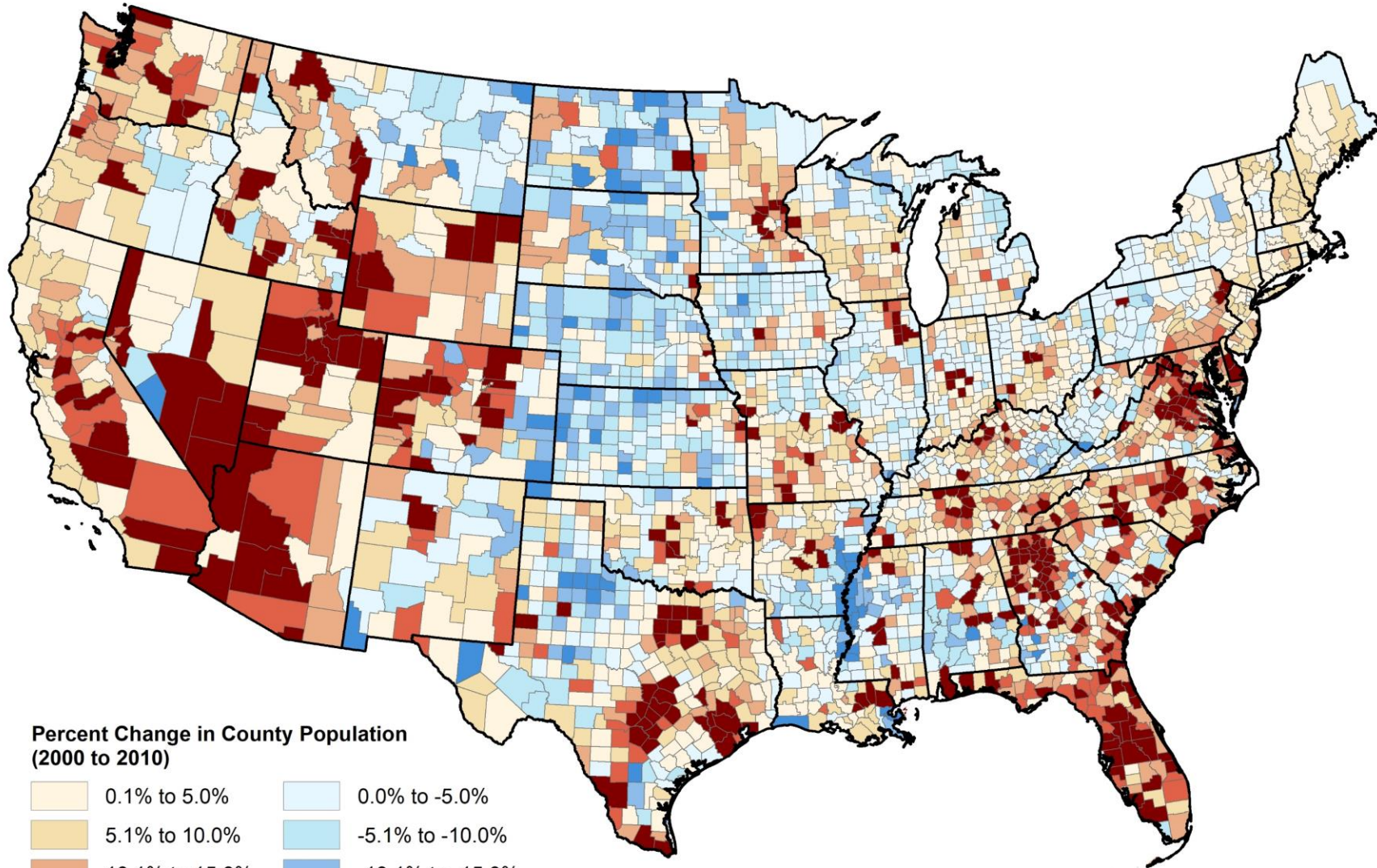**Do jobs follow people or do people follow jobs?**

How do we Define Rural? Percent Change in Population in Metro and Nonmetro Areas (1970 to 2021)

Legend:
- United States - Metro Areas
- United States - Nonmetro Areas
- Wisconsin - Metro Areas
- Wisconsin - Nonmetro Areas

How do we Define Rural? Percent Change in Population in Metro and Nonmetro Areas (1970 to 2021)

Legend:
- United States - Nonmetro Areas
- Wisconsin - Metro Areas
- Wisconsin - Nonmetro Areas
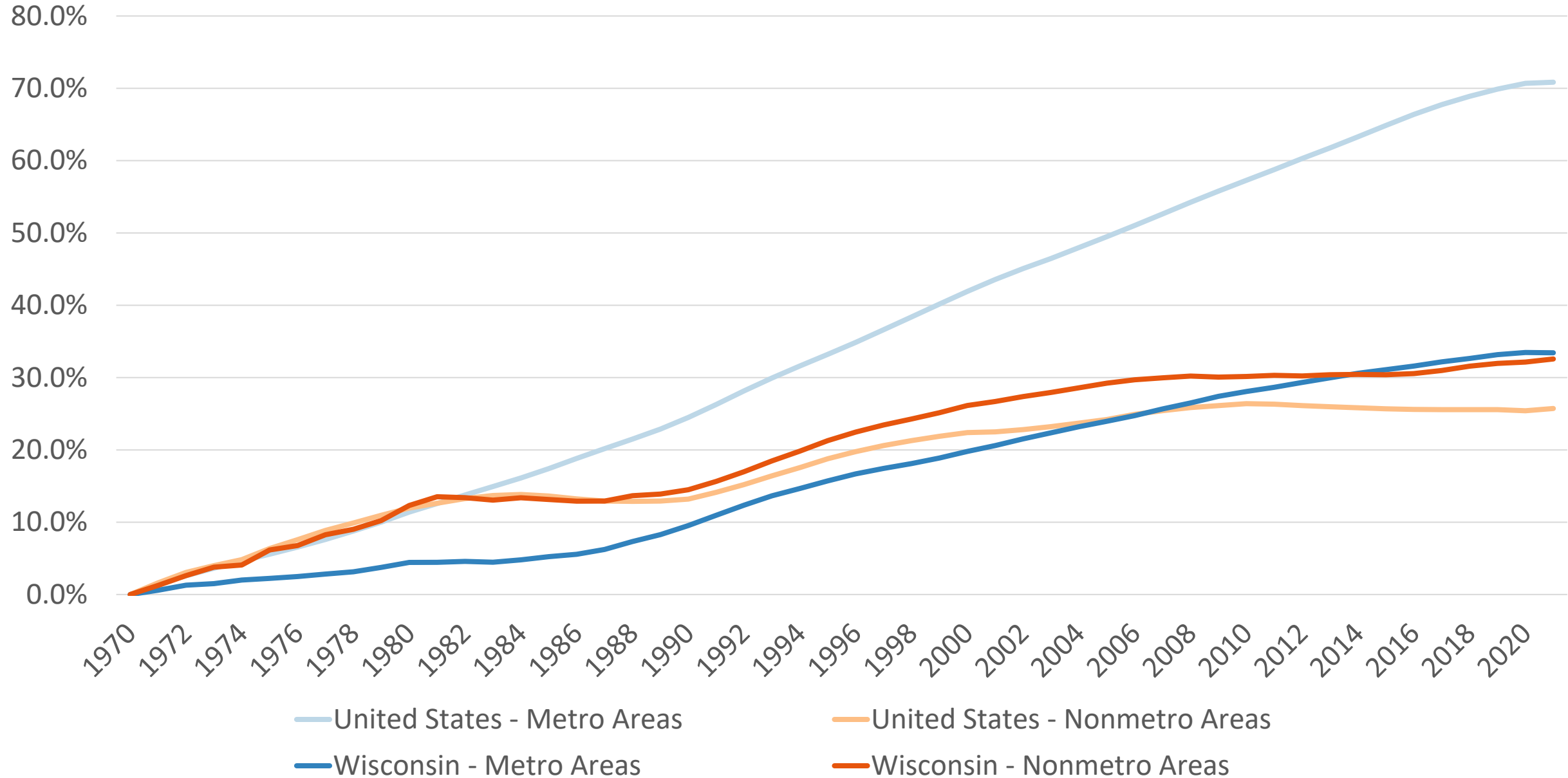
Percent Change in Population by County - 2000 to 2010

Percent Change in County Population (2000 to 2010)

- 0.1% to 5.0%
- 5.1% to 10.0%
- 10.1% to 15.0%
- 15.1% to 20.0%
- 20.1% to 110.4%
- 0.0% to -5.0%
- -5.1% to -10.0%
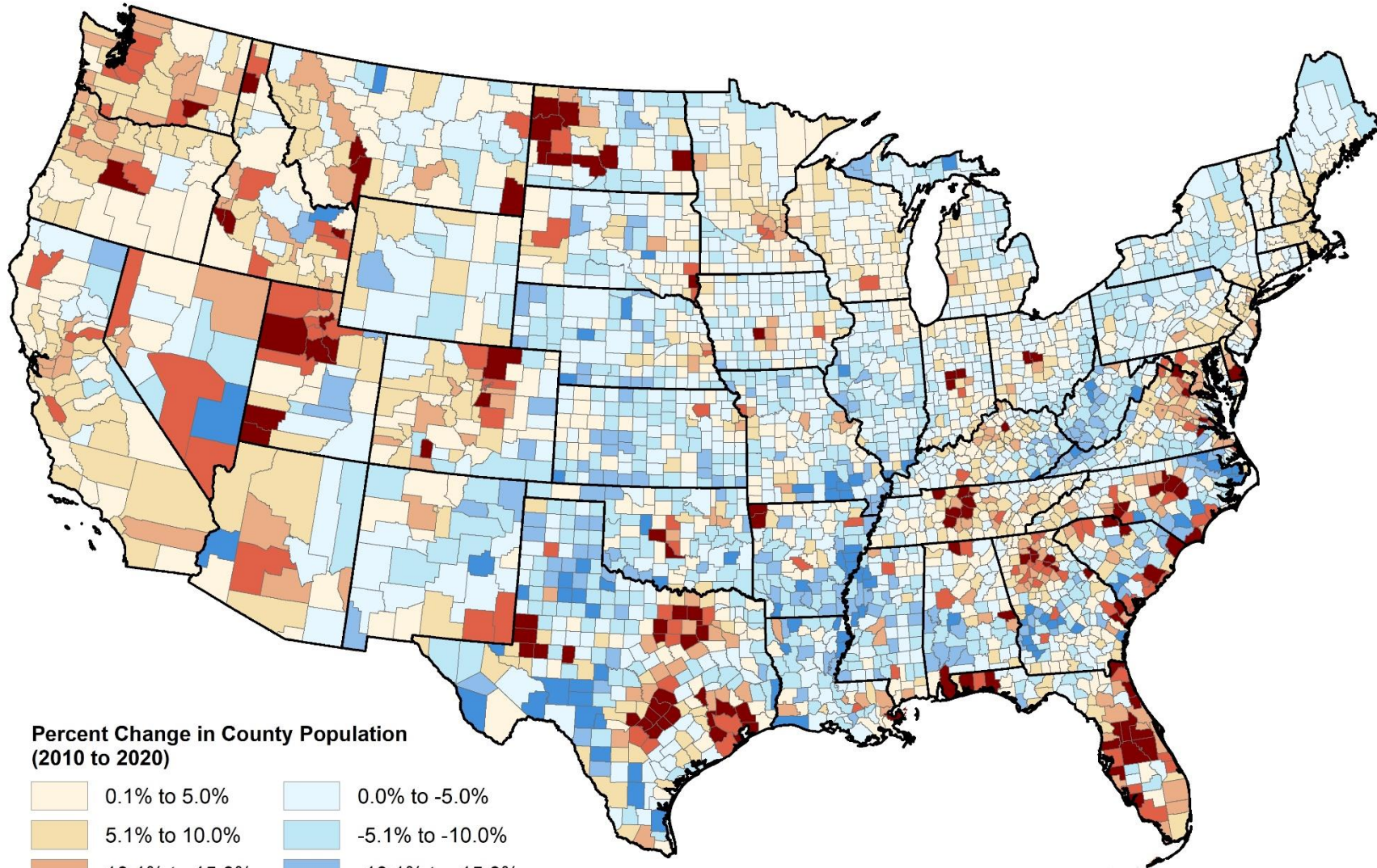- -10.1% to -15.0%
- -15.1% to -46.6%

Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
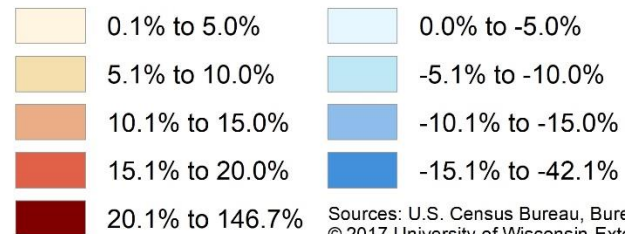© 2017 University of Wisconsin-Extension Center for Community & Economic Development

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Percent Change in Population by County - 2010 to 2020

Percent Change in County Population (2010 to 2020)

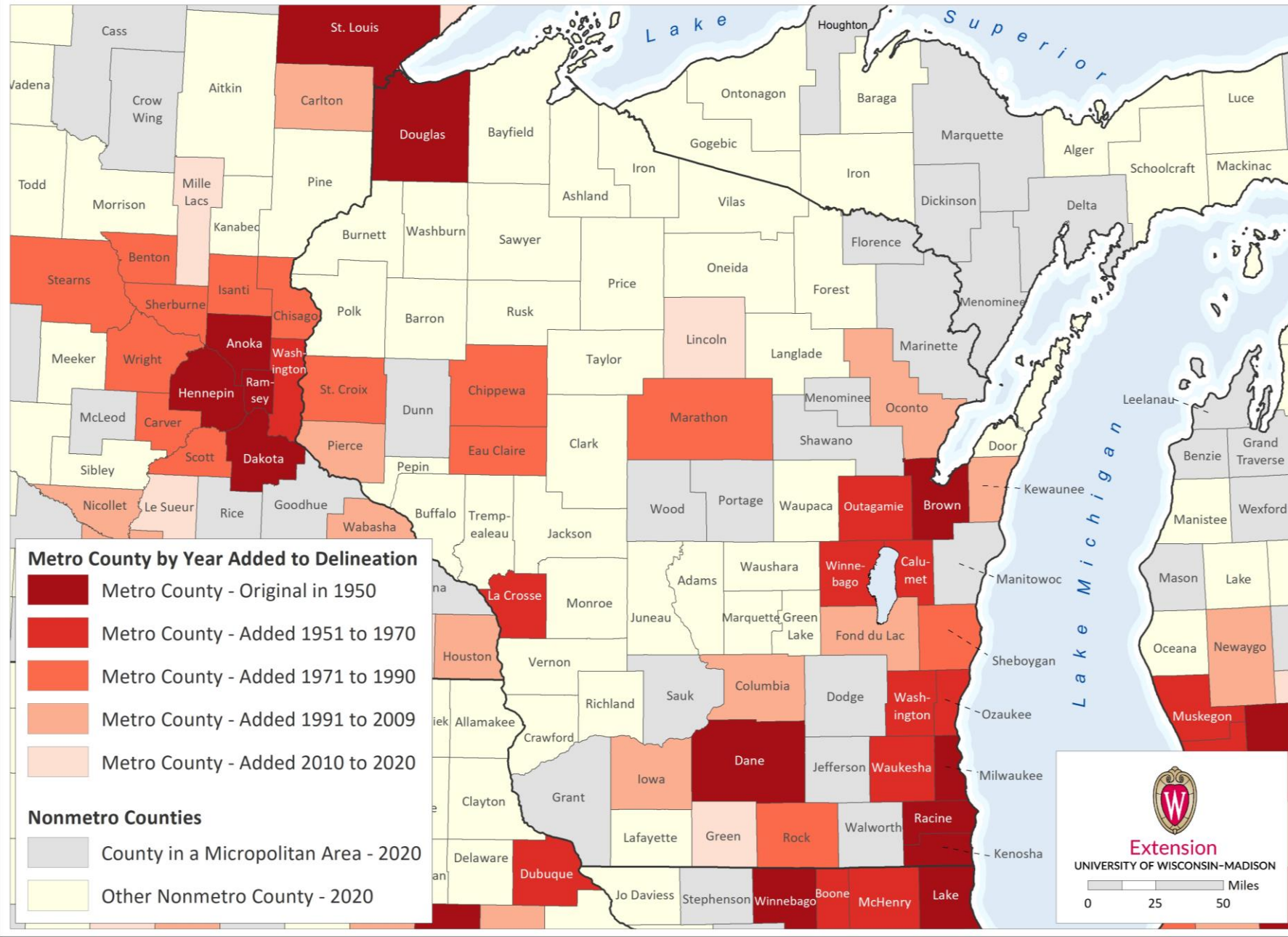|	
0.1% to 5.0%	0.0% to -5.0%
5.1% to 10.0%	-5.1% to -10.0%
10.1% to 15.0%	-10.1% to -15.0%
15.1% to 20.0%	-15.1% to -42.1%
20.1% to 146.7%	

Sources: U.S. Census Bureau, Bureau of Economic Analysis and UW-Extension
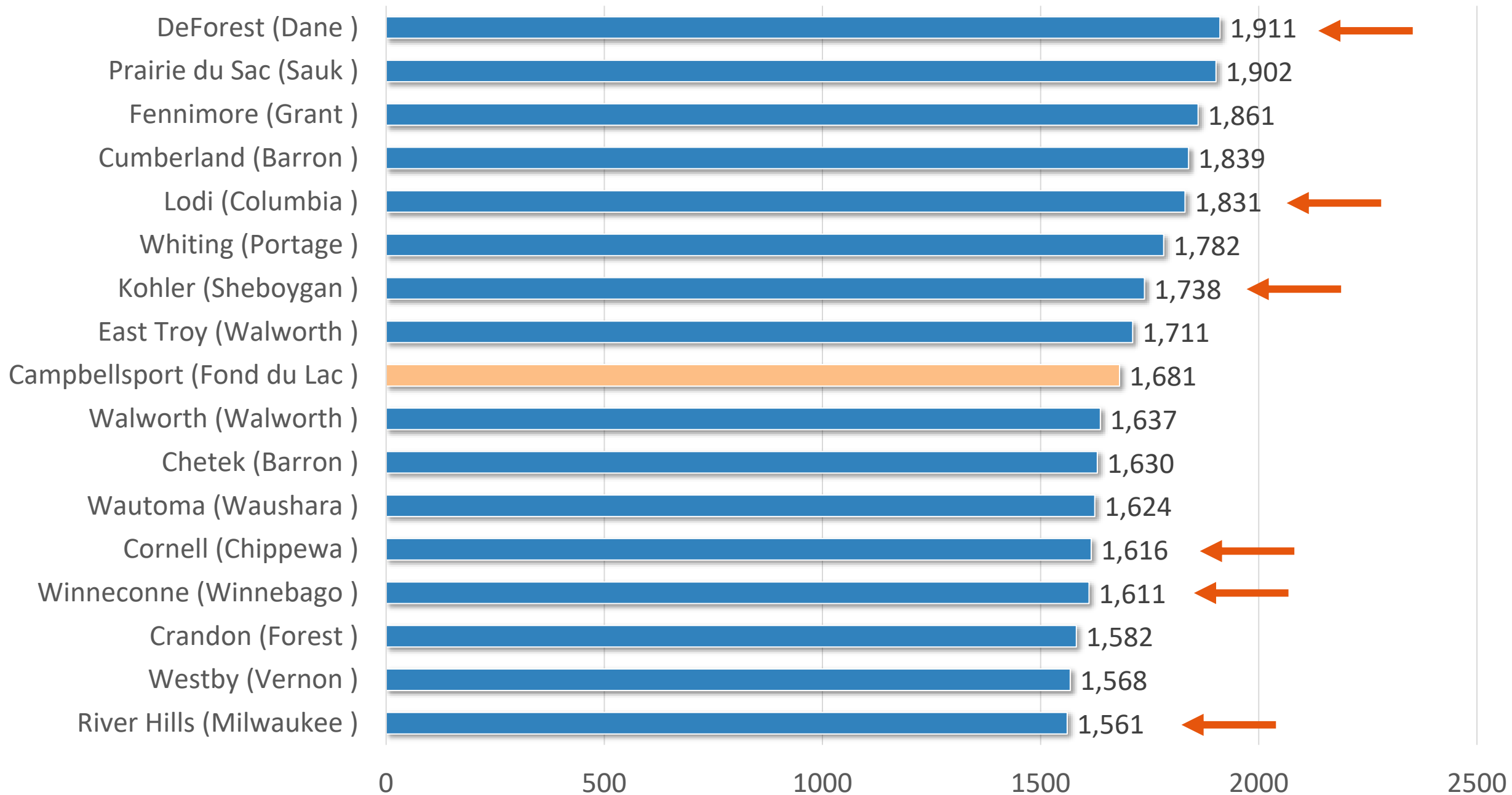© 2017 University of Wisconsin-Extension Center for Community & Economic Development

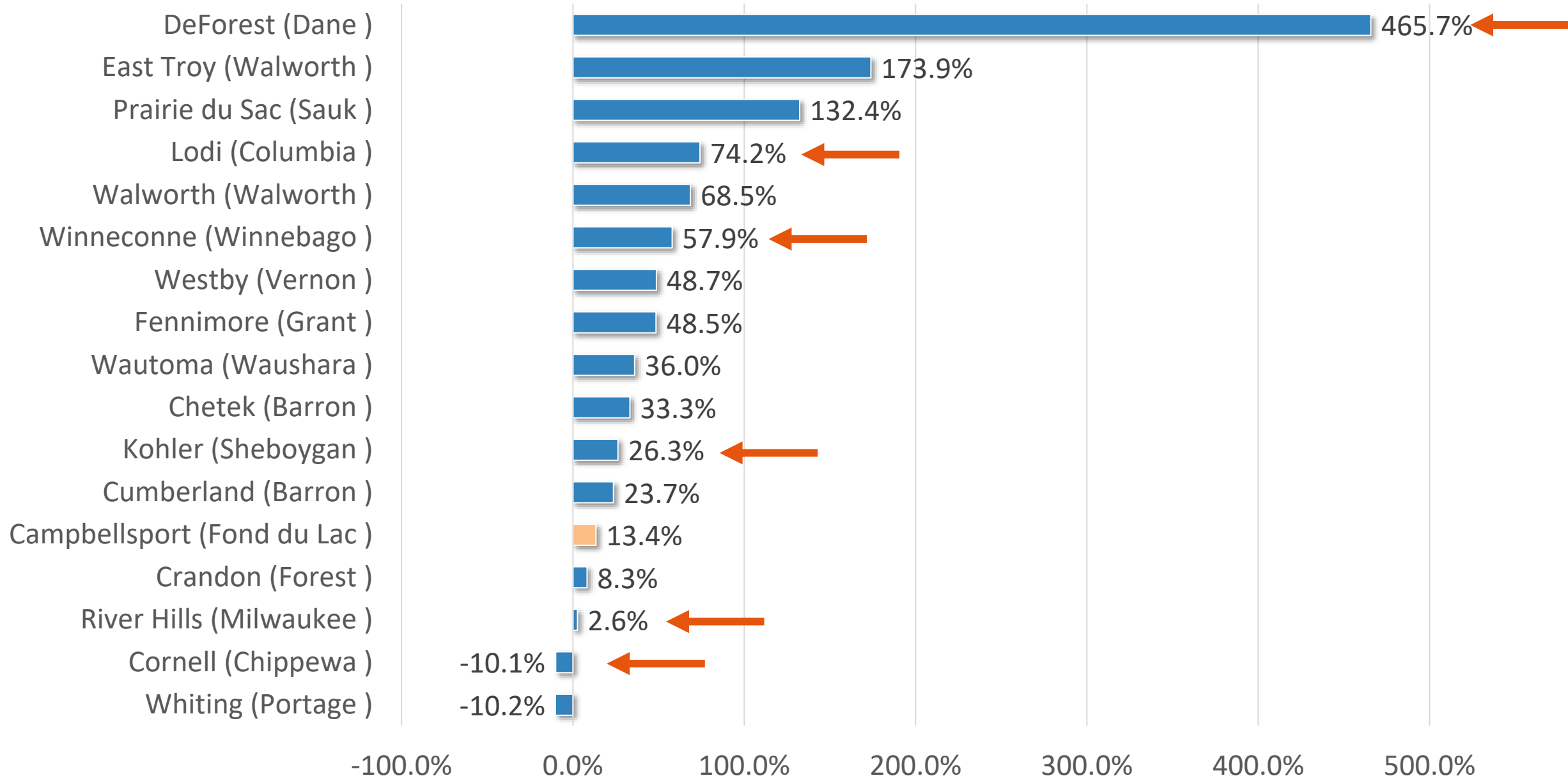Extension
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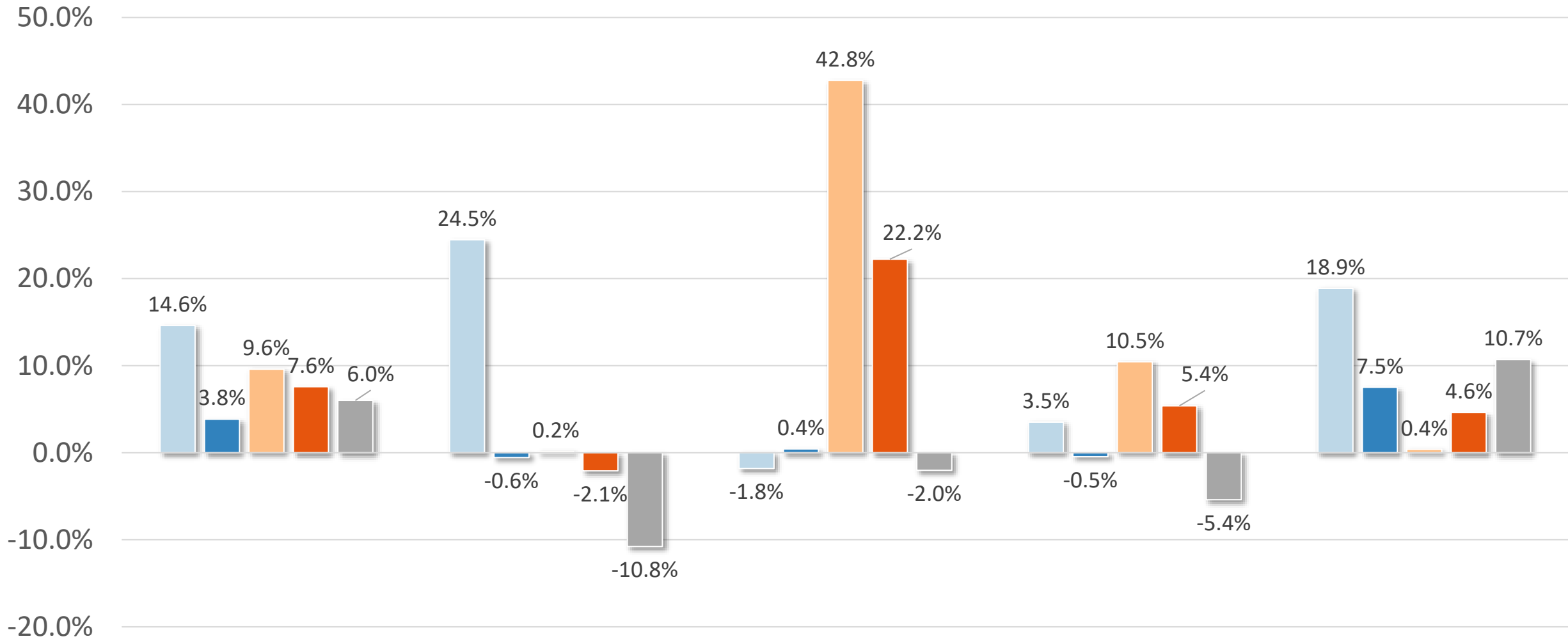
Change in Metropolitan Counties - 1950 to 2020

Metro County by Year Added to Delineation

- Metro County - Original in 1950
- Metro County - Added 1951 to 1970
- Metro County - Added 1971 to 1990
- Metro County - Added 1991 to 2009
- Metro County - Added 2010 to 2020

Nonmetro Counties

- County in a Micropolitan Area - 2020
- Other Nonmetro County - 2020

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Miles
0   25   50

Cities and Villages Nearest in Population to Campbellsport – 1970 Census

City (County)	Population
DeForest (Dane)	1,911
Prairie du Sac (Sauk)	1,902
Fennimore (Grant)	1,861
Cumberland (Barron)	1,839
Lodi (Columbia)	1,831
Whiting (Portage)	1,782
Kohler (Sheboygan)	1,738
East Troy (Walworth)	1,711
Campbellsport (Fond du Lac)	1,681
Walworth (Walworth)	1,637
Chetek (Barron)	1,630
Wautoma (Waushara)	1,624
Cornell (Chippewa)	1,616
Winneconne (Winnebago)	1,611
Crandon (Forest)	1,582
Westby (Vernon)	1,568
River Hills (Milwaukee)	1,561

Cities and Villages Nearest in Population to Campbellsport –
Percent Change in Population 1970 to 2020

City (County)	Percent Change
DeForest (Dane)	465.7%
East Troy (Walworth)	173.9%
Prairie du Sac (Sauk)	132.4%
Lodi (Columbia)	74.2%
Walworth (Walworth)	68.5%
Winneconne (Winnebago)	57.9%
Westby (Vernon)	48.7%
Fennimore (Grant)	48.5%
Wautoma (Waushara)	36.0%
Chetek (Barron)	33.3%
Kohler (Sheboygan)	26.3%
Cumberland (Barron)	23.7%
Campbellsport (Fond du Lac)	13.4%
Crandon (Forest)	8.3%
River Hills (Milwaukee)	2.6%
Cornell (Chippewa)	-10.1%
Whiting (Portage)	-10.2%

Diversity of Population Growth by Community and Time Period

Westby (Vernon): 14.6%, 3.8%, 9.6%, 7.6%, 6.0%

Crandon (Forest): 24.5%, -0.6%, 0.2%, -2.1%, -10.8%

Walworth (Walworth): -1.8%, 0.4%, 42.8%, 22.2%, -2.0%

Campbellsport (Fond du Lac): 3.5%, -0.5%, 10.5%, 5.4%, -5.4%

Fennimore (Grant): 18.9%, 7.5%, 0.4%, 4.6%, 10.7%

Legend: 1970 to 1980 | 1980 to 1990 | 1990 to 2000 | 2000 to 2010 | 2010 to 2020

Wisconsin Metro Counties – Percent of Population Living in Rural Census Blocks (2020)

County	Percent
Oconto	100.0%
Kewaunee	100.0%
Iowa	79.3%
Green	71.1%
Pierce	70.0%
Lincoln	66.5%
Columbia	66.2%
St. Croix	64.0%
Chippewa	62.5%
Calumet	52.6%
Marathon	43.4%
Douglas	38.6%
Washington	38.4%
Fond du Lac	36.3%
Sheboygan	29.4%
Outagamie	25.4%
Ozaukee	24.3%
Eau Claire	23.7%
Rock	20.0%
La Crosse	18.1%
Winnebago	17.4%
Brown	16.6%
Waukesha	15.2%
Racine	14.3%
Dane	13.6%
Kenosha	13.1%
Milwaukee	0.3%
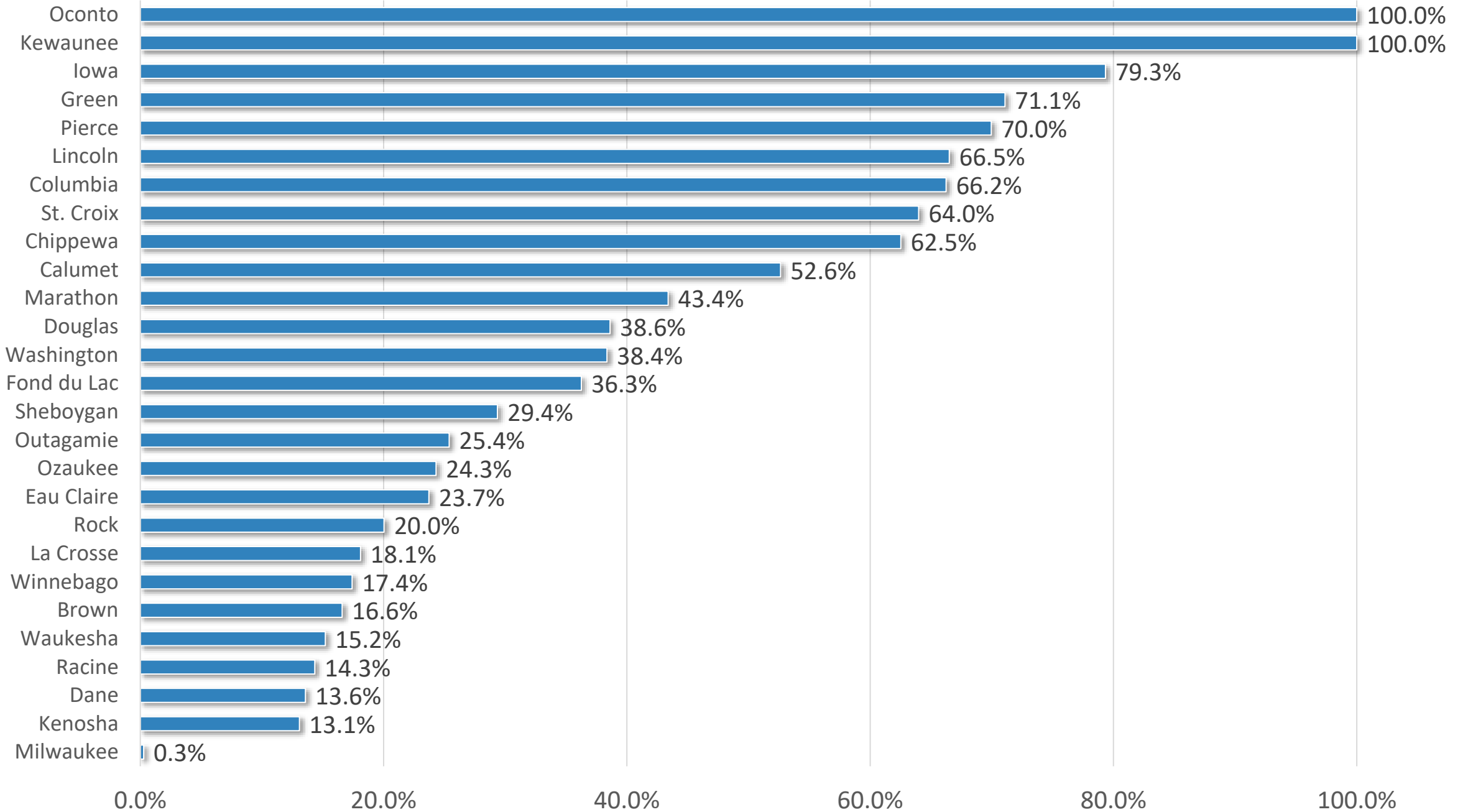
Wisconsin Metro Counties – Percent of Land Area Classified as Rural (2020)

County	Percent
Oconto	100.0%
Kewaunee	100.0%
Iowa	99.6%
Pierce	99.3%
Green	99.3%
Lincoln	99.1%
Douglas	98.7%
Columbia	98.6%
Chippewa	97.7%
St. Croix	97.5%
Marathon	96.8%
Calumet	96.7%
Fond du Lac	95.7%
Eau Claire	93.8%
Sheboygan	92.1%
Rock	91.1%
La Crosse	90.7%
Washington	89.1%
Outagamie	89.0%
Dane	86.3%
Winnebago	85.9%
Ozaukee	80.1%
Brown	78.6%
Racine	78.2%
Kenosha	73.8%
Waukesha	59.2%
Milwaukee	7.1%
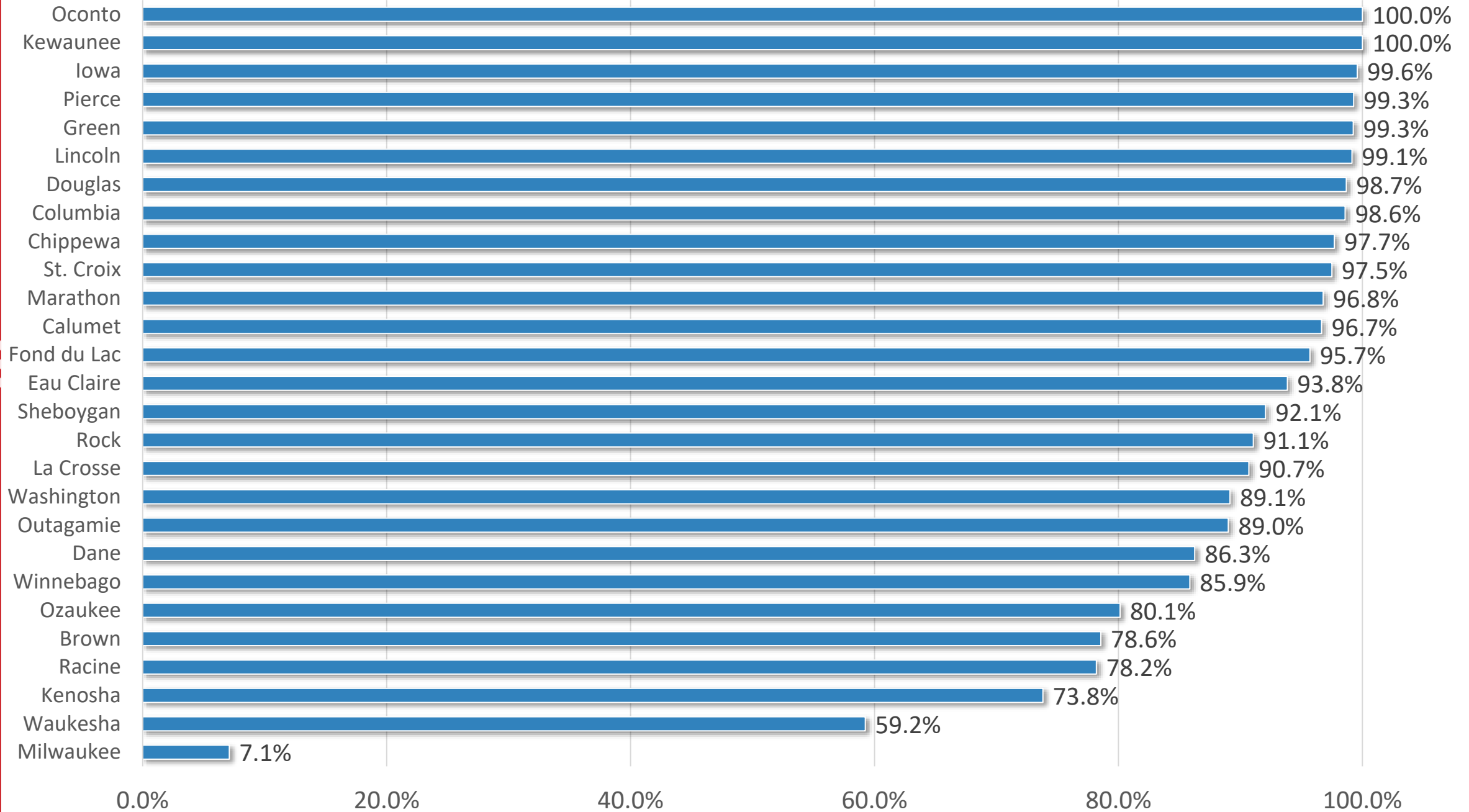
Percent Change in Wage and Salary Employment – Metro and Nonmetro Areas (1970 to 2021)
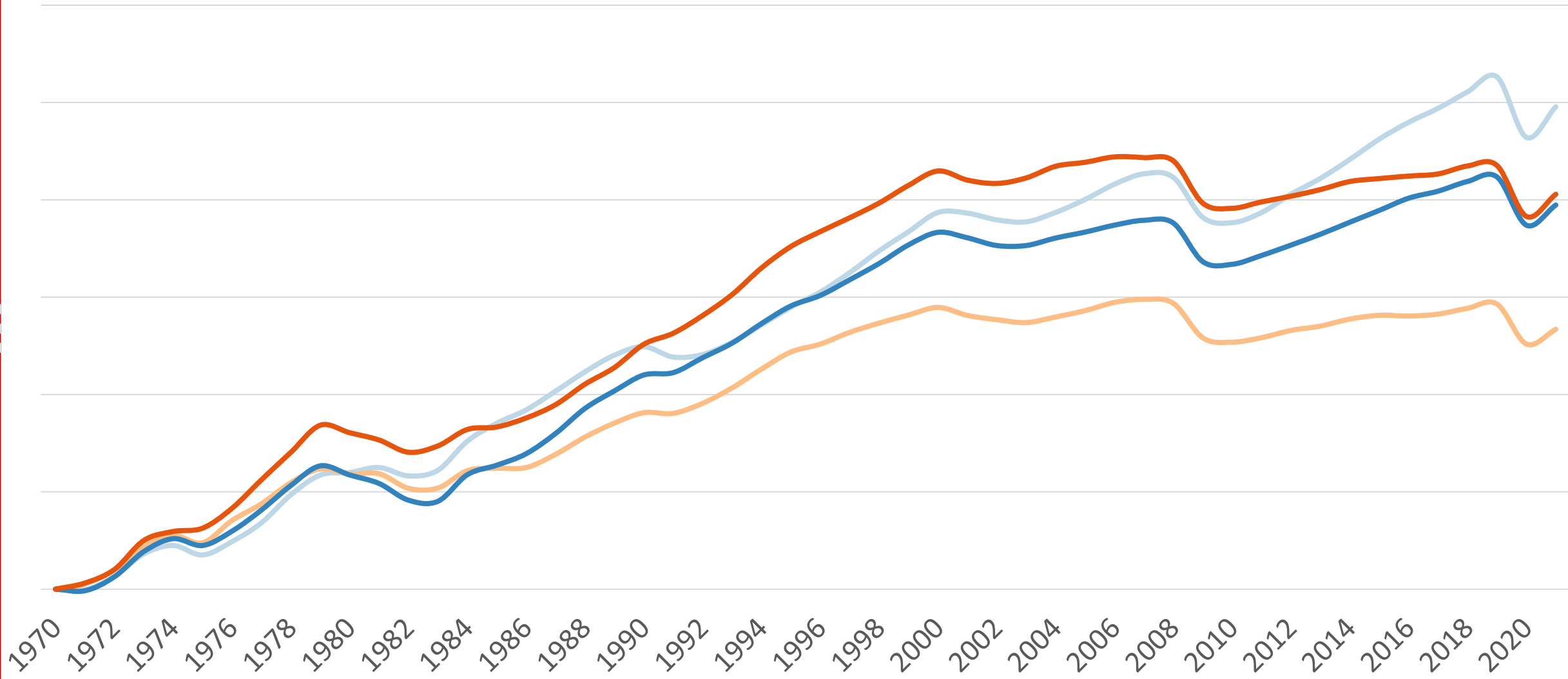
United States - Metro Areas
United States - Nonmetro Areas
Wisconsin - Metro Areas
Wisconsin - Nonmetro Areas

Share of County Residents Commuting to Another County for Employment (Primary Job)

Commuting Networks for Wisconsin Non-Metro Counties - Outflow from County of Residence

Number of Commuters from County of Residence to County of Employment

— 100 or Less Workers

— 101 to 250 Workers

— 251 to 500 Workers

— 501 to 1,000 Workers

— 1,000 Workers or More

Miles
0 25 50 75

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Data Source: U.S. Census Bureau
LEHD Origin-Destination Employment Statistics
(LODES)
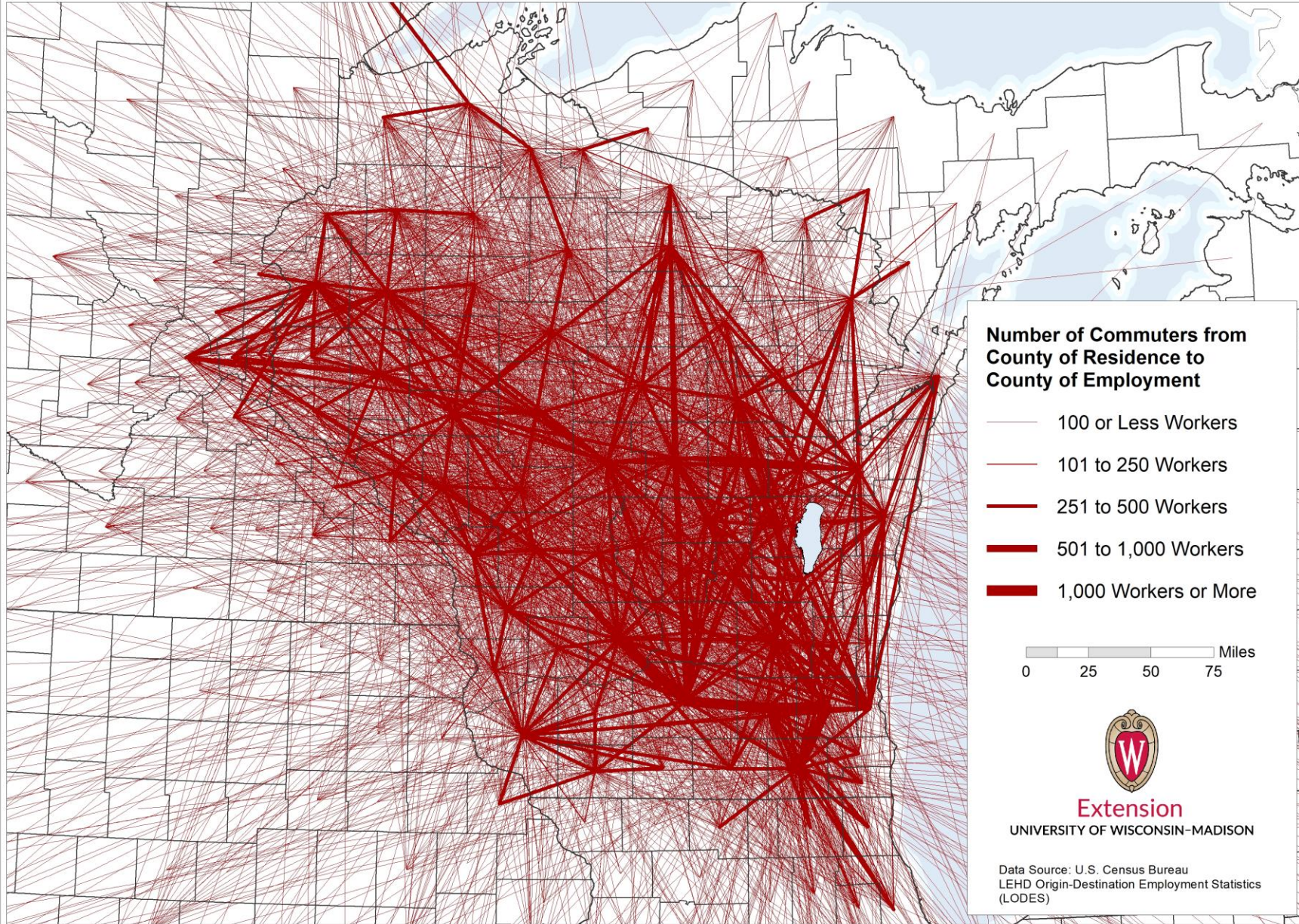
Changes in Total Working Age and Prime Working Age Population - 2010 to 2022

Percent Change in Total Working Age Population (Age 15 to 64) - 2010 Census to 2022 Estimates

Percent Change in Prime Working Age Population (Age 25 to 54) - 2010 Census to 2022 Estimates
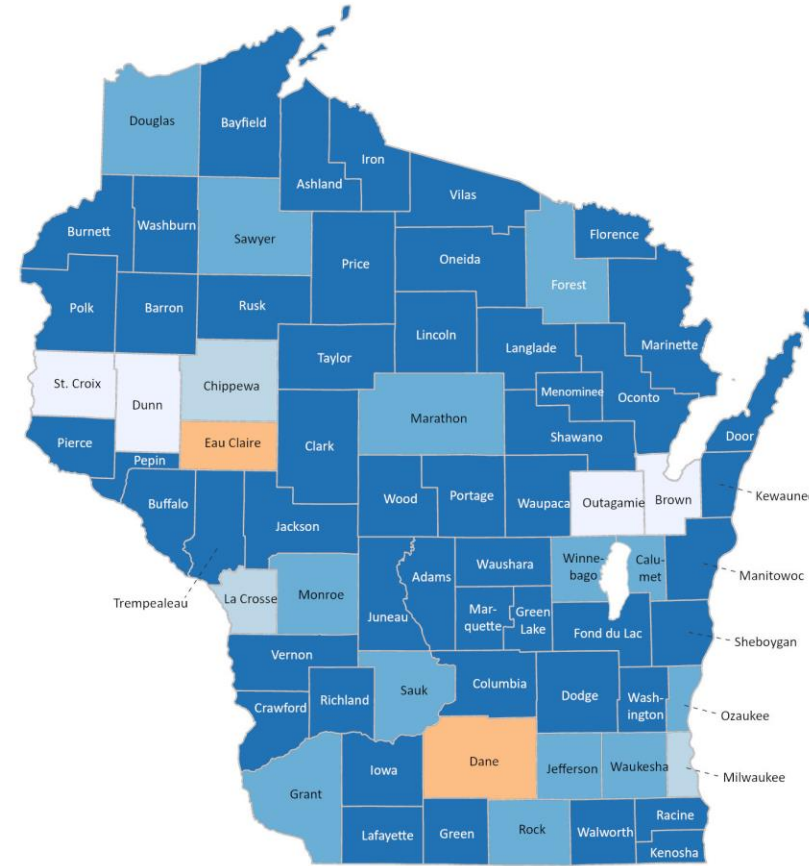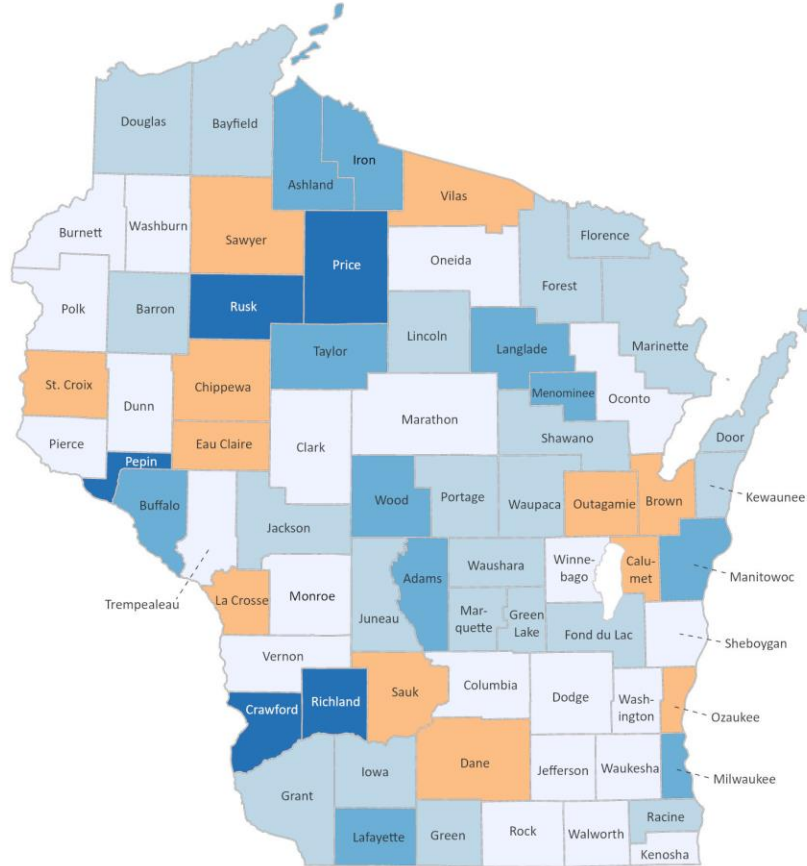
Percent Change in Total Working Age Population

- 0.0% to 11.8%
- -0.1% to -3.0%
- -3.1% to -6.0%
- -6.1% to -9.0%
- -9.1% or More

Data Source: U.S. Census Bureau

Percent Change in Prime Working Age Population

- 0.0% to 6.9%
- -0.1% to -3.0%
- -3.1% to -6.0%
- -6.1% to -9.0%
- -9.1% or More

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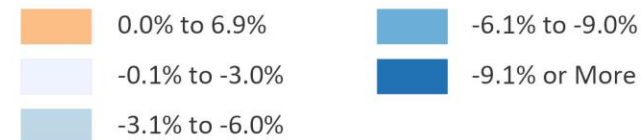
Data Source: U.S. Cens

Employees Age 55 and Over by County - Q2 2000 to Q2 2022

Employees Age 55 and Over as a Share of Total Employment - Q2 2000

Employees Age 55 and Over as a Share of Total Employment - Q2 2022
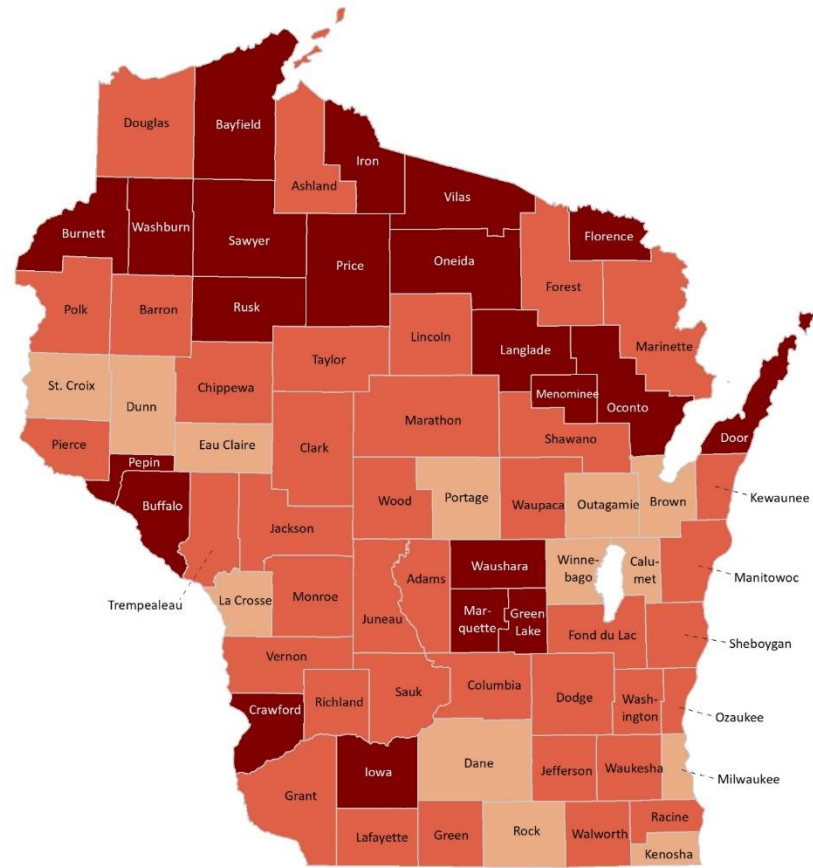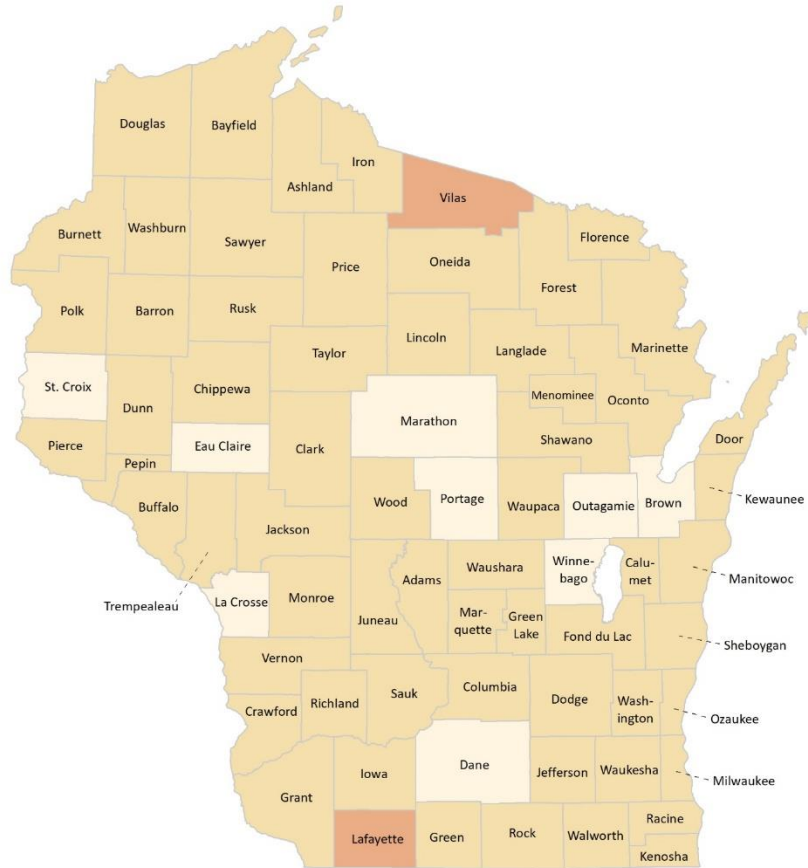
Percent Age 55 and Over (Q2 2000)
- 12.0% or Less
- 12.1% to 18.0%
- 18.1% to 24.0%
- 24.2% to 30.0%
- 30.1% or More
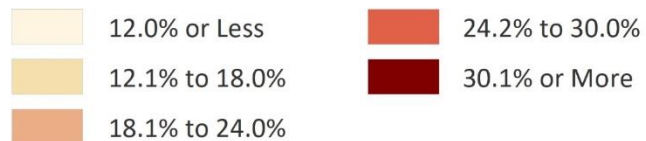
Percent Age 55 and Over (Q2 2022)
- 12.0% or Less
- 12.1% to 18.0%
- 18.1% to 24.0%
- 24.2% to 30.0%
- 30.1% or More

Data Source: U.S. Census Bureau

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Change in Share of Workers who Primarily Work from Home
Share of Employed Population Age 16 and Over (2012-2016 and 2017-2021 5-Year Estimates)
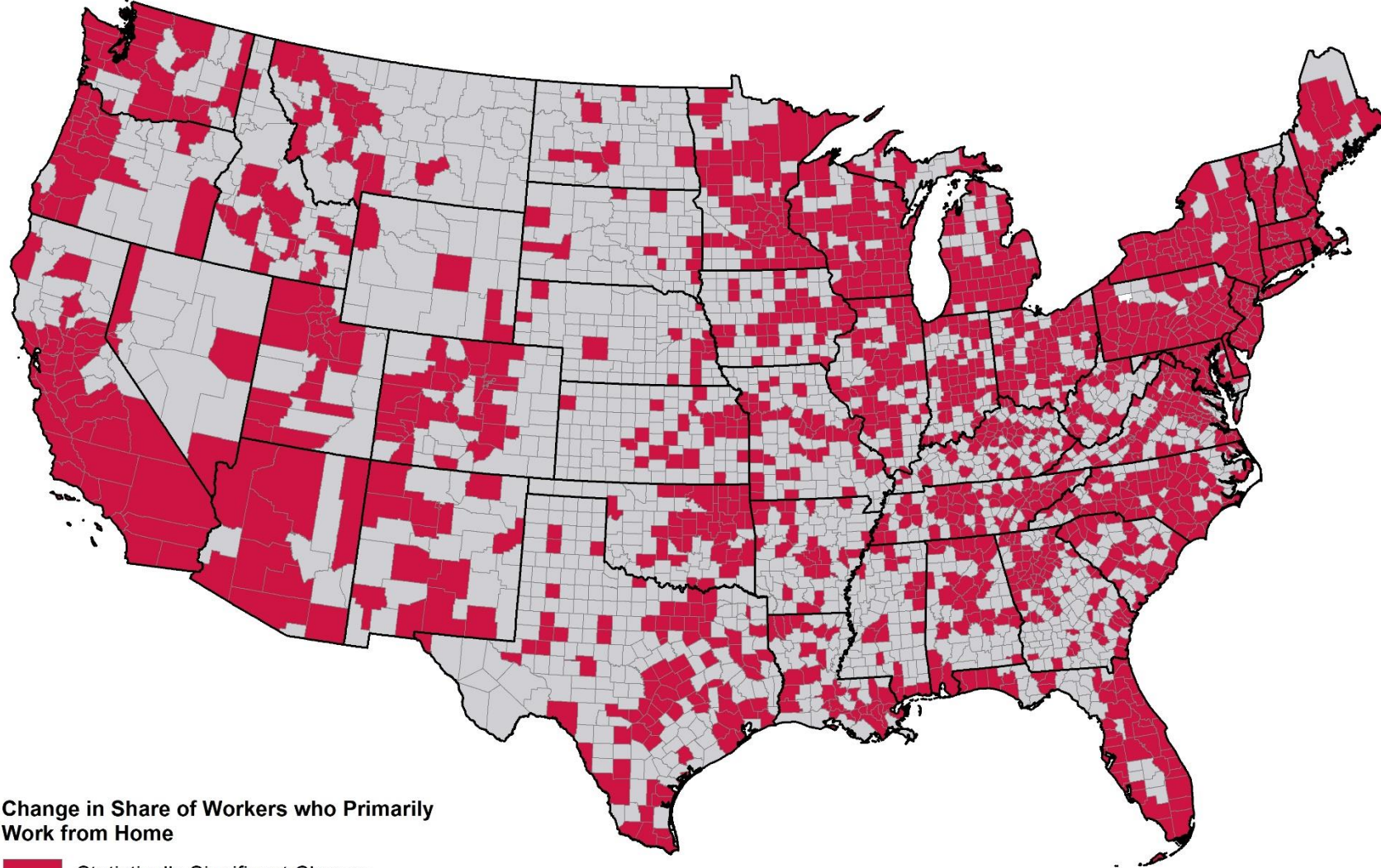
Change in Share of Workers who Primarily Work from Home
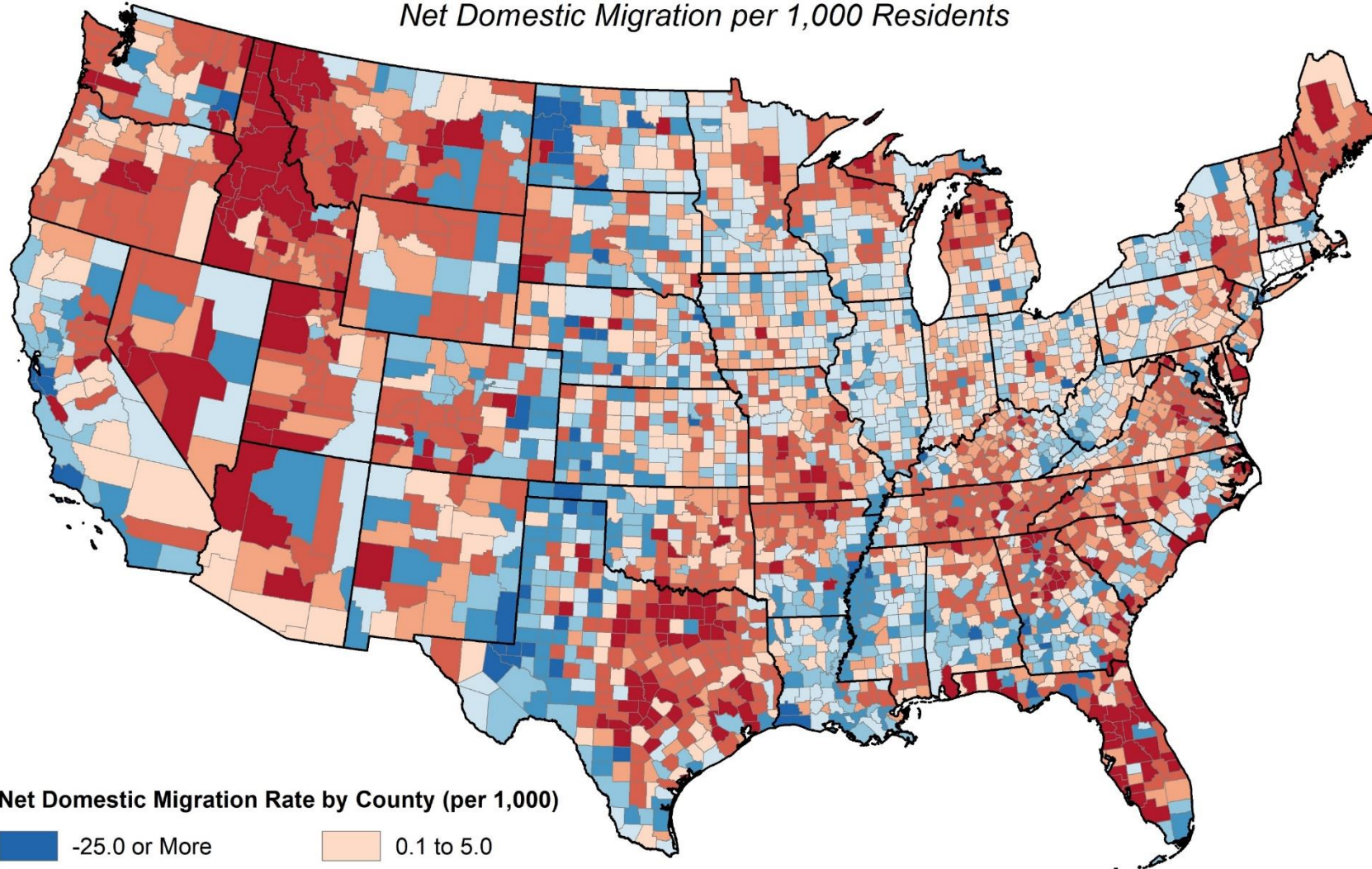
- ■ Statistically Significant Change
- ■ Not Significant Change

Data Sources: U.S. Census Bureau American Community Survey

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Industrial Restructuring – *Percent Change in Farm Employment 1970 to 2021*

Legend:
- United States - Metro Areas
- United States - Nonmetro Areas
- Wisconsin - Metro Areas
- Wisconsin - Nonmetro Areas
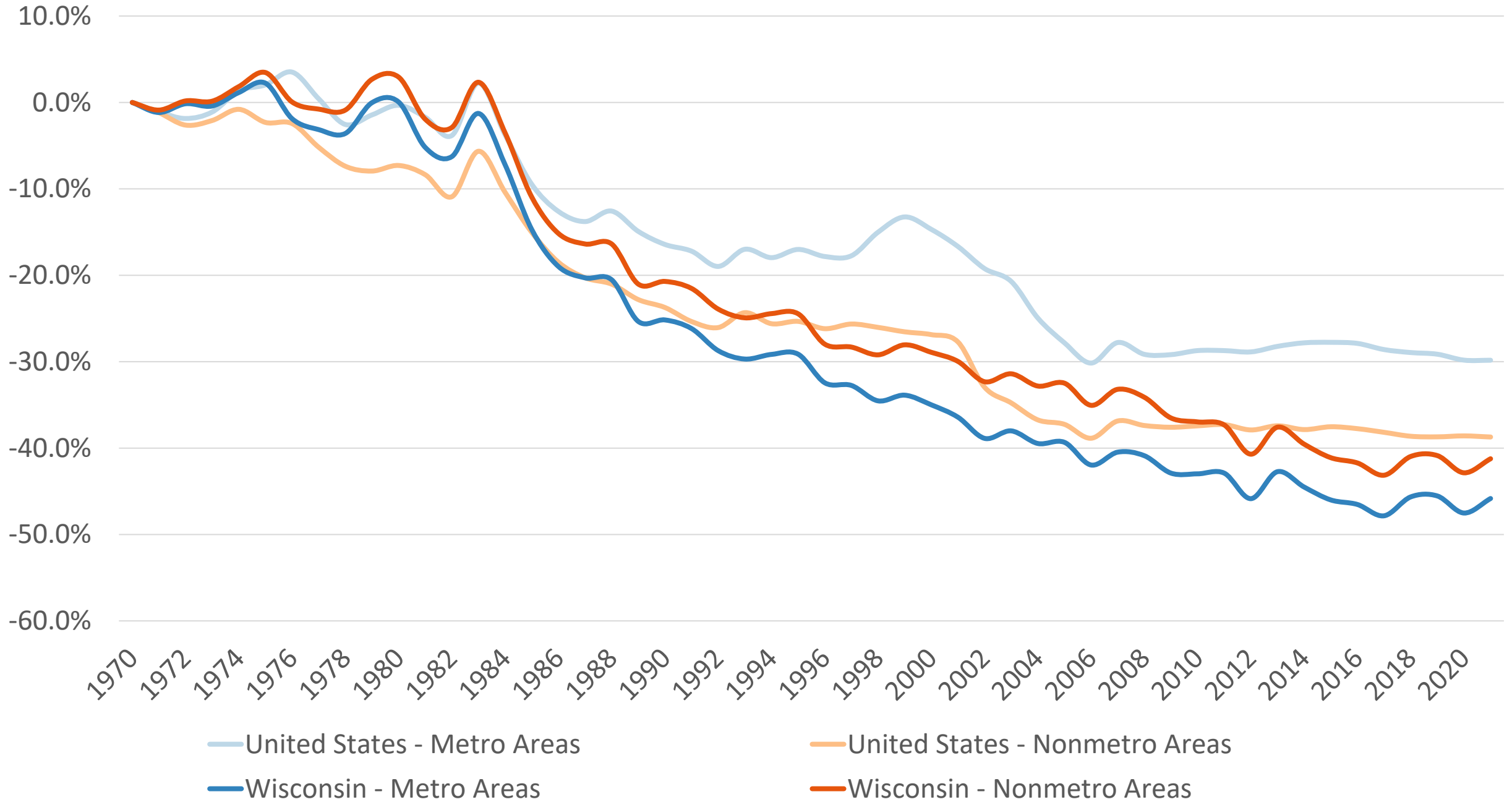
Industrial Restructuring – Dependence, Resilience or Opportunity?
Percent Change in Manufacturing Employment 1970 to 2021

Wisconsin Metro - Total Employment

Wisconsin Nonmetro - Total Employment

Wisconsin Metro - Manufacturing Employment

Wisconsin Nonmetro - Manufacturing Employment
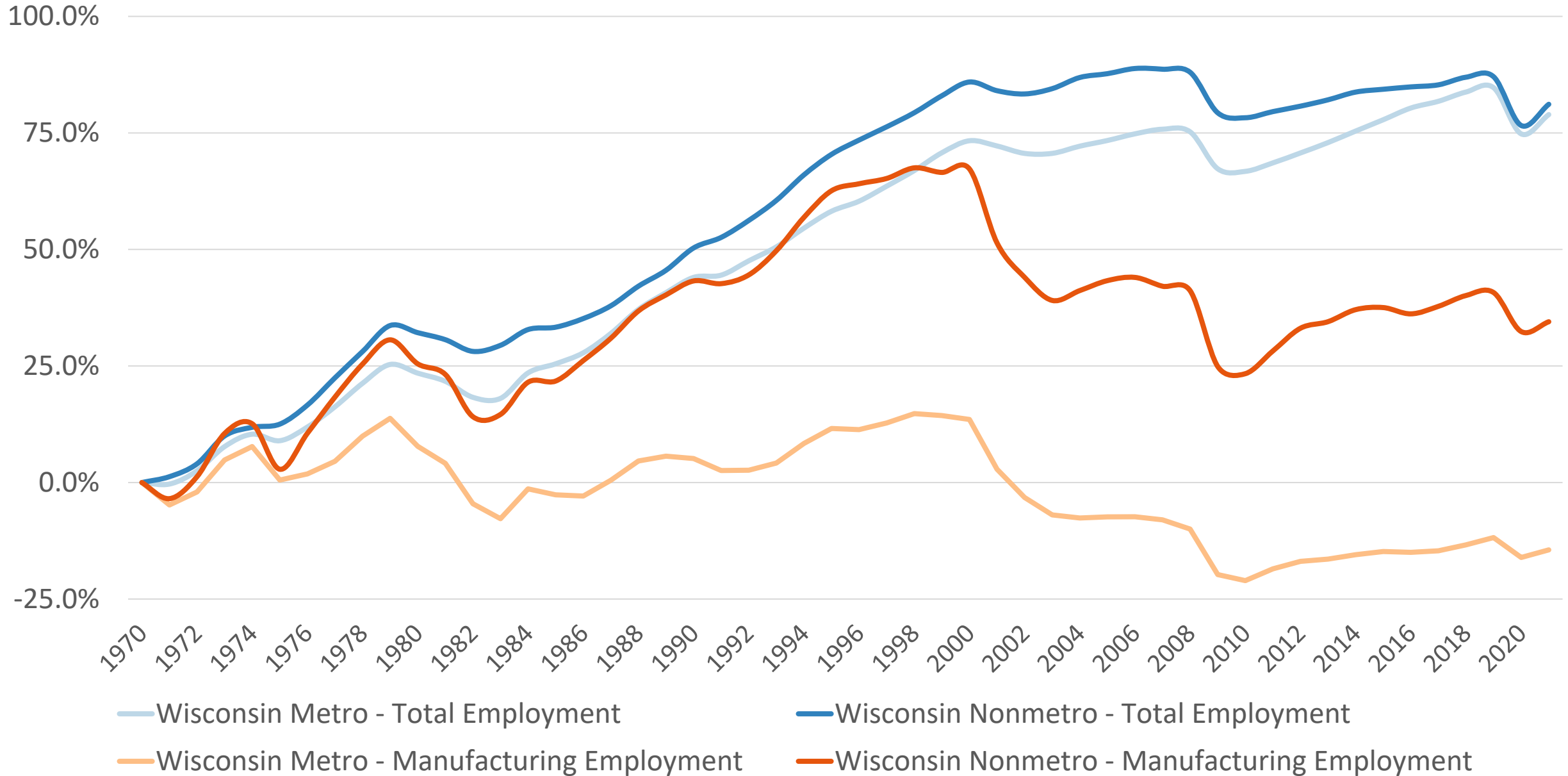
Industrial Restructuring – Dependence, Resilience or Opportunity?
Manufacturing Employment as a Percent of Total Employment 1970 to 2021

Legend:
- United States - Metro Areas
- United States - Nonmetro Areas
- Wisconsin - Metro Areas
- Wisconsin - Nonmetro Areas
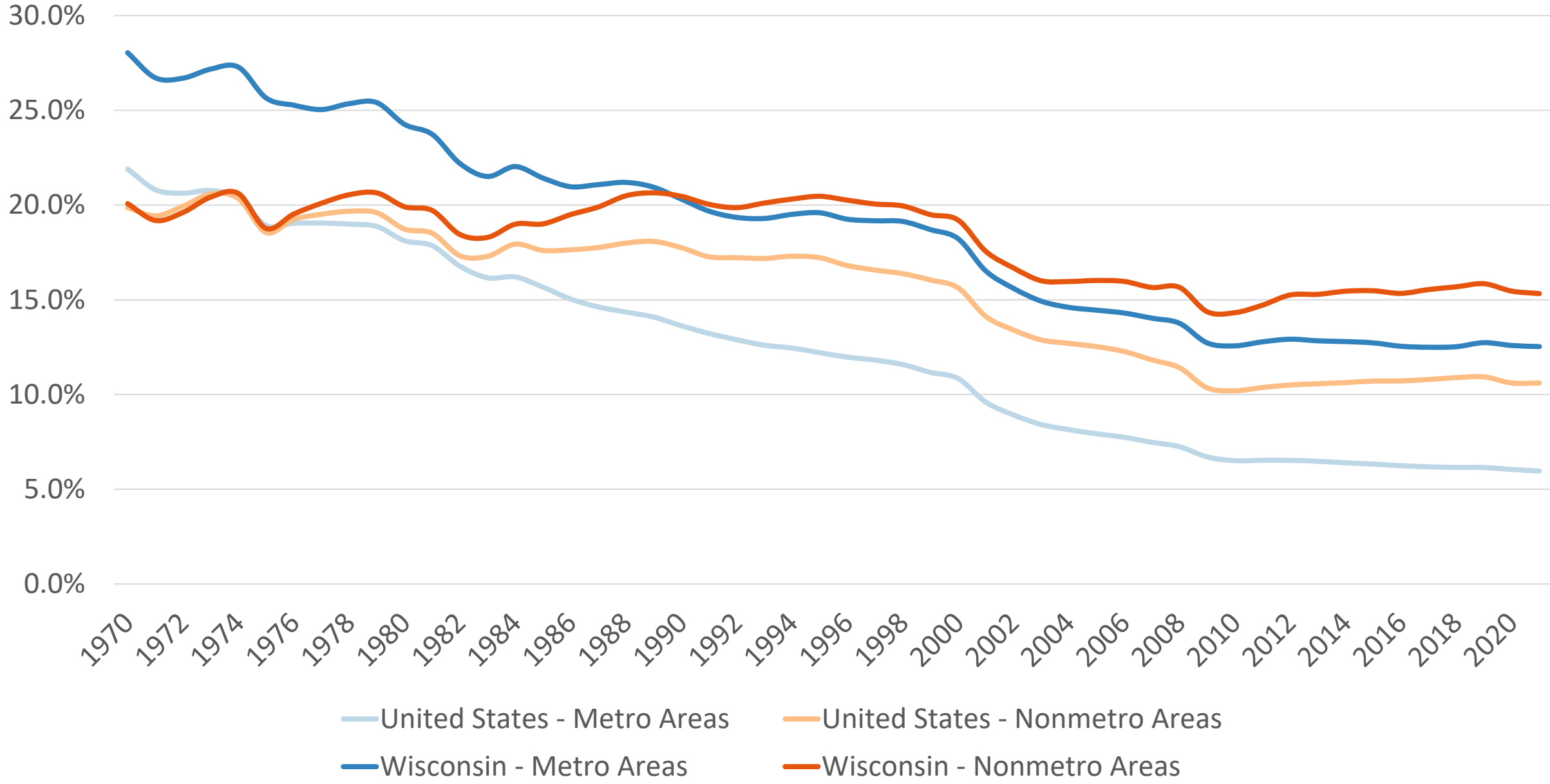
Identifying Livable Communities

What can people's behavior tell us about community livability?

- **High in-migration**: A signal that people want to live there?

- **Low out-migration:** An indicator that people who live there want to stay or perhaps face barriers to moving?

- **A stable or high birth rate**: An indicator that people want to have families in a community or demographics are favorable to a high birth rate?

- **Home value appreciation:** An indicator of the value of living in a place or a barrier to people who want to live there?

- **New business start-ups**: An indicator that people view a community as a good place to own a business or a community where people need to start a business due to a lack of other employment opportunities?

Net Domestic Migration Rate by County - 2018 to 2019
Net Domestic Migration per 1,000 Residents
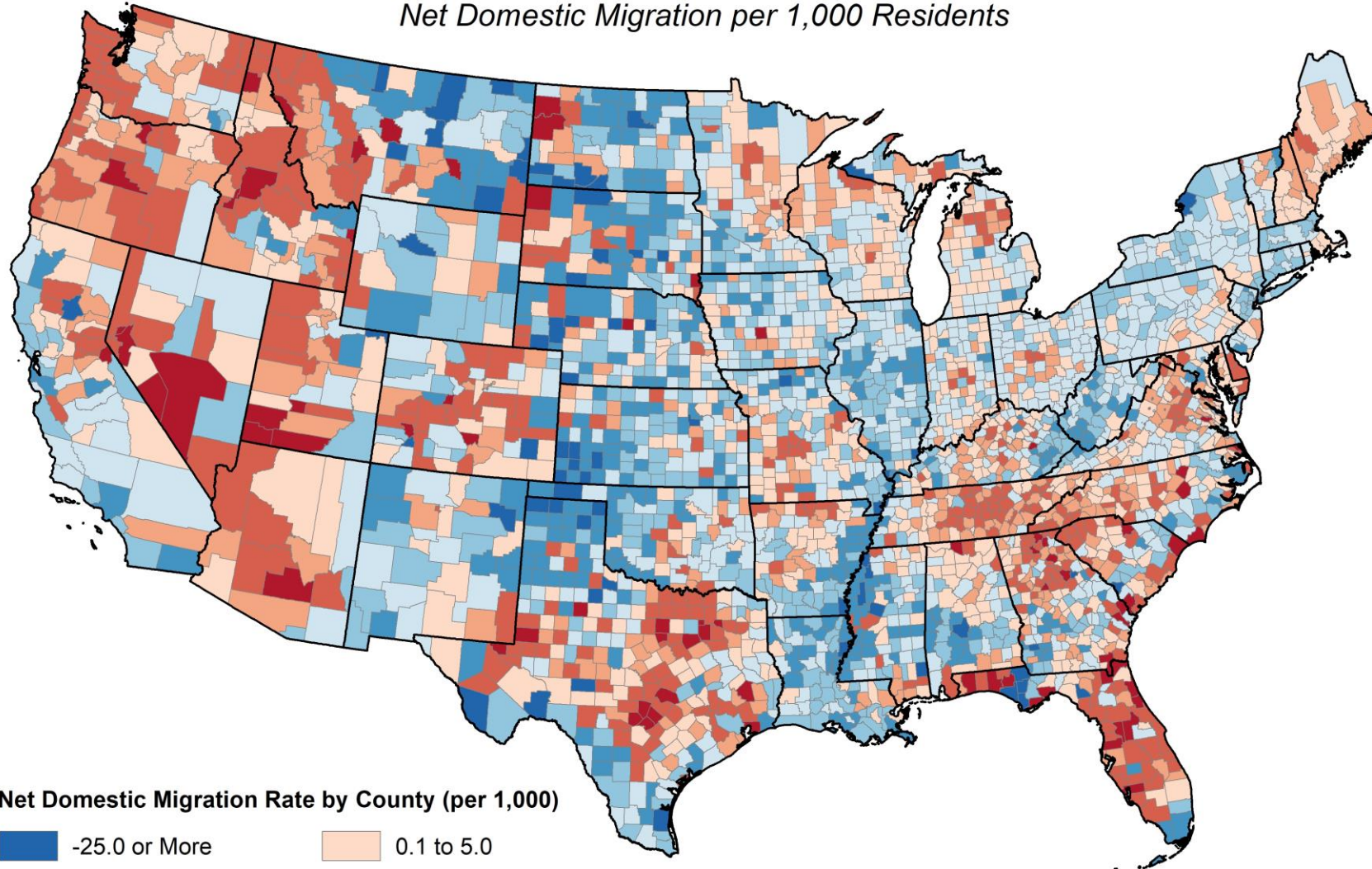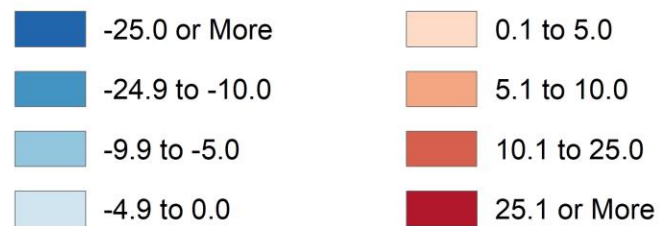
Net Domestic Migration Rate by County (per 1,000)

- -25.0 or More
- -24.9 to -10.0
- -9.9 to -5.0
- -4.9 to 0.0
- 0.1 to 5.0
- 5.1 to 10.0
- 10.1 to 25.0
- 25.1 or More

Data Sources: U.S. Census Bureau

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Net Domestic Migration Rate by County - 2020 to 2021
Net Domestic Migration per 1,000 Residents

Net Domestic Migration Rate by County (per 1,000)

- -25.0 or More
- -24.9 to -10.0
- -9.9 to -5.0
- -4.9 to 0.0
- 0.1 to 5.0
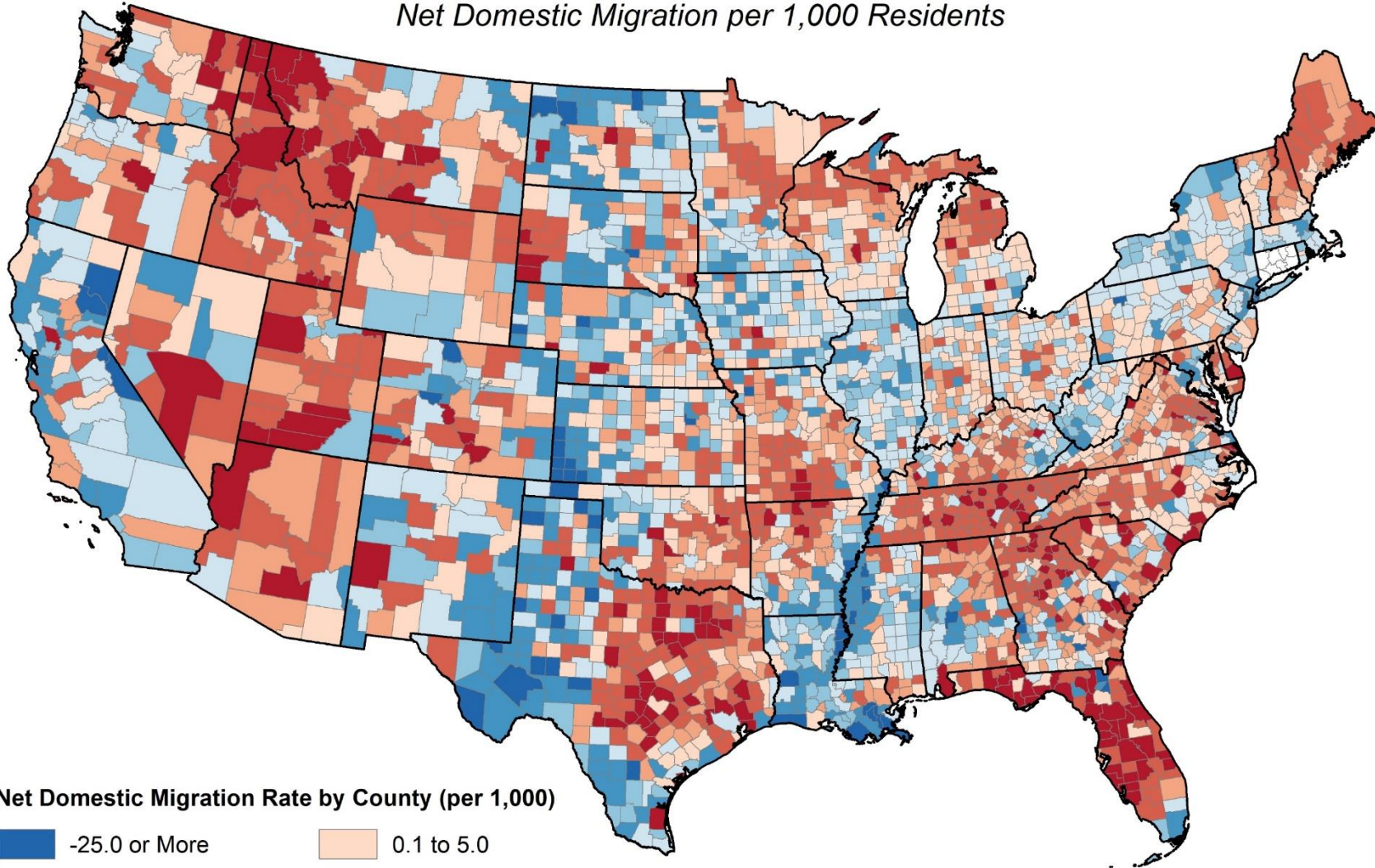- 5.1 to 10.0
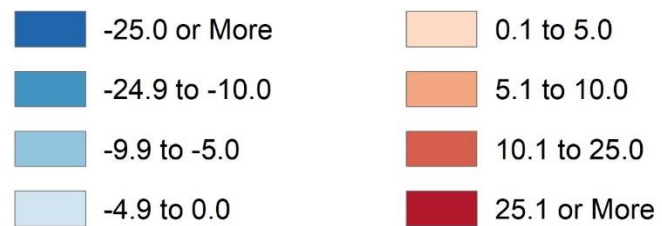- 10.1 to 25.0
- 25.1 or More

Data Sources: U.S. Census Bureau

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Net Domestic Migration Rate by County - 2021 to 2022
Net Domestic Migration per 1,000 Residents

Net Domestic Migration Rate by County (per 1,000)

- -25.0 or More
- -24.9 to -10.0
- -9.9 to -5.0
- -4.9 to 0.0
- 0.1 to 5.0
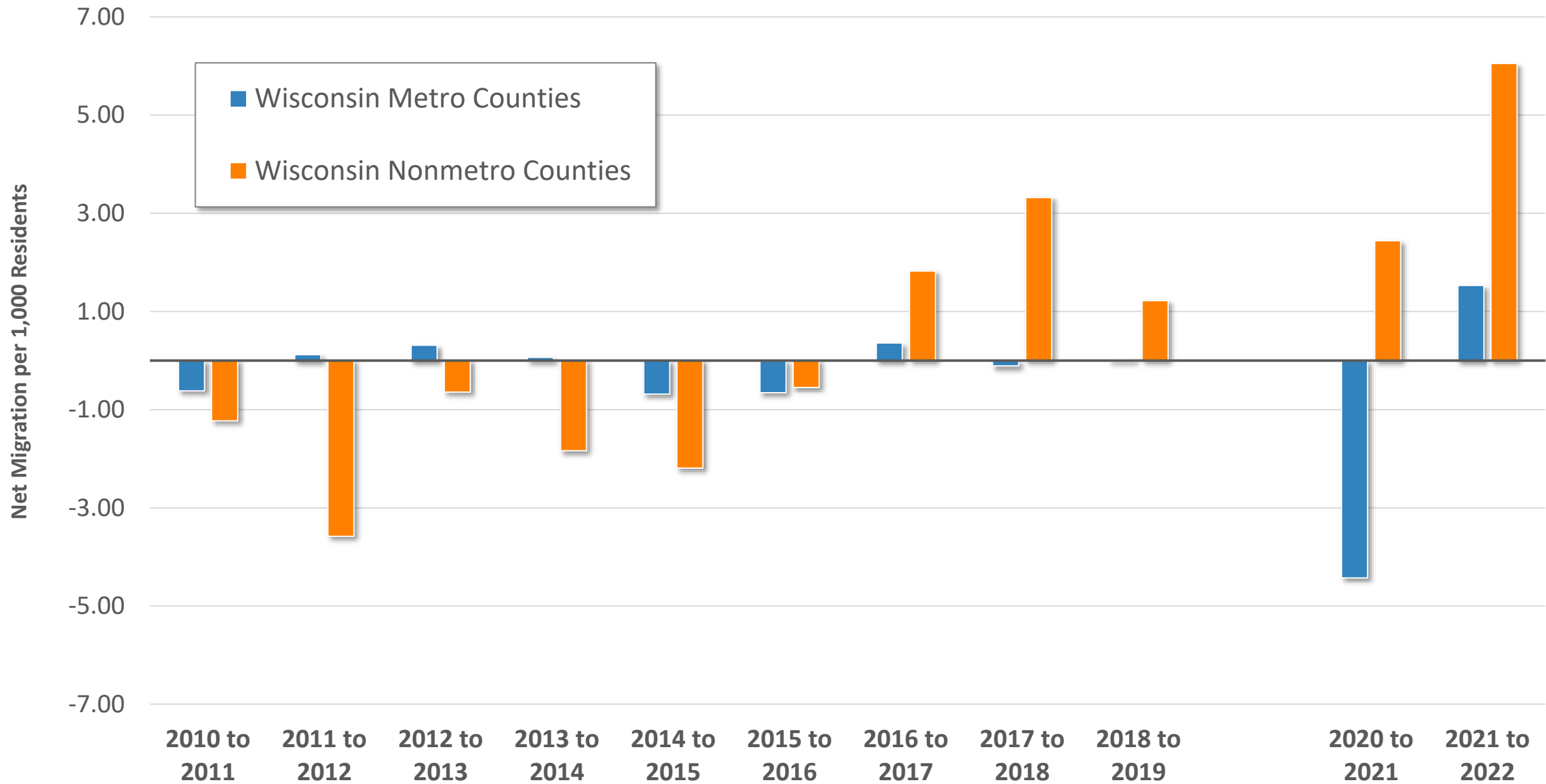- 5.1 to 10.0
- 10.1 to 25.0
- 25.1 or More
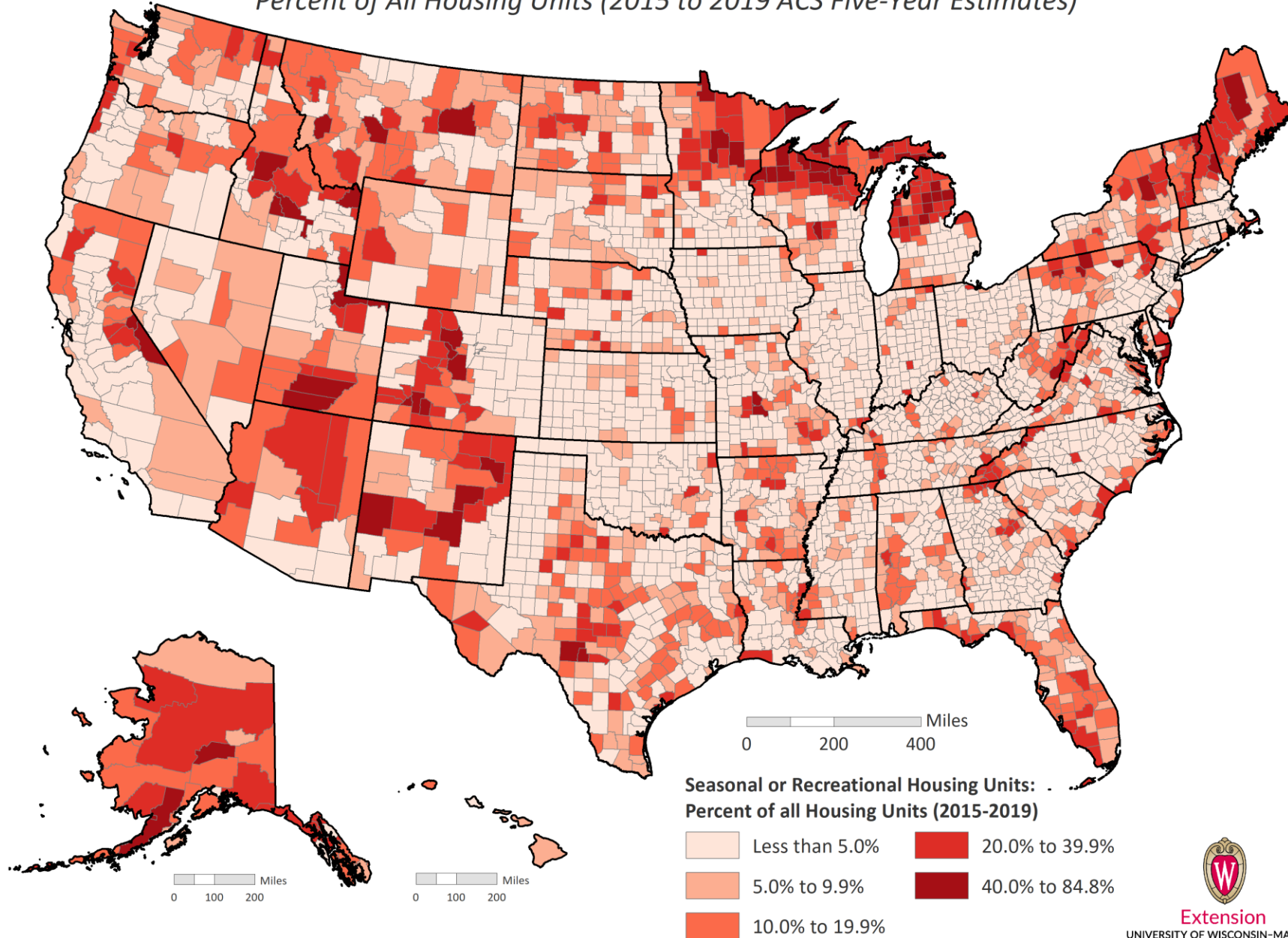
Data Sources: U.S. Census Bureau

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Net Migration Rates 2010 to 2022 - *Wisconsin Metro and Nonmetro Counties*

Housing Units for Seasonal, Recreational or Occasional Use by County
Percent of All Housing Units (2015 to 2019 ACS Five-Year Estimates)

Seasonal or Recreational Housing Units:
Percent of all Housing Units (2015-2019)

- Less than 5.0%
- 5.0% to 9.9%
- 10.0% to 19.9%
- 20.0% to 39.9%
- 40.0% to 84.8%

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Recreation Counties
Based on the USDA Economic Research Service Definition
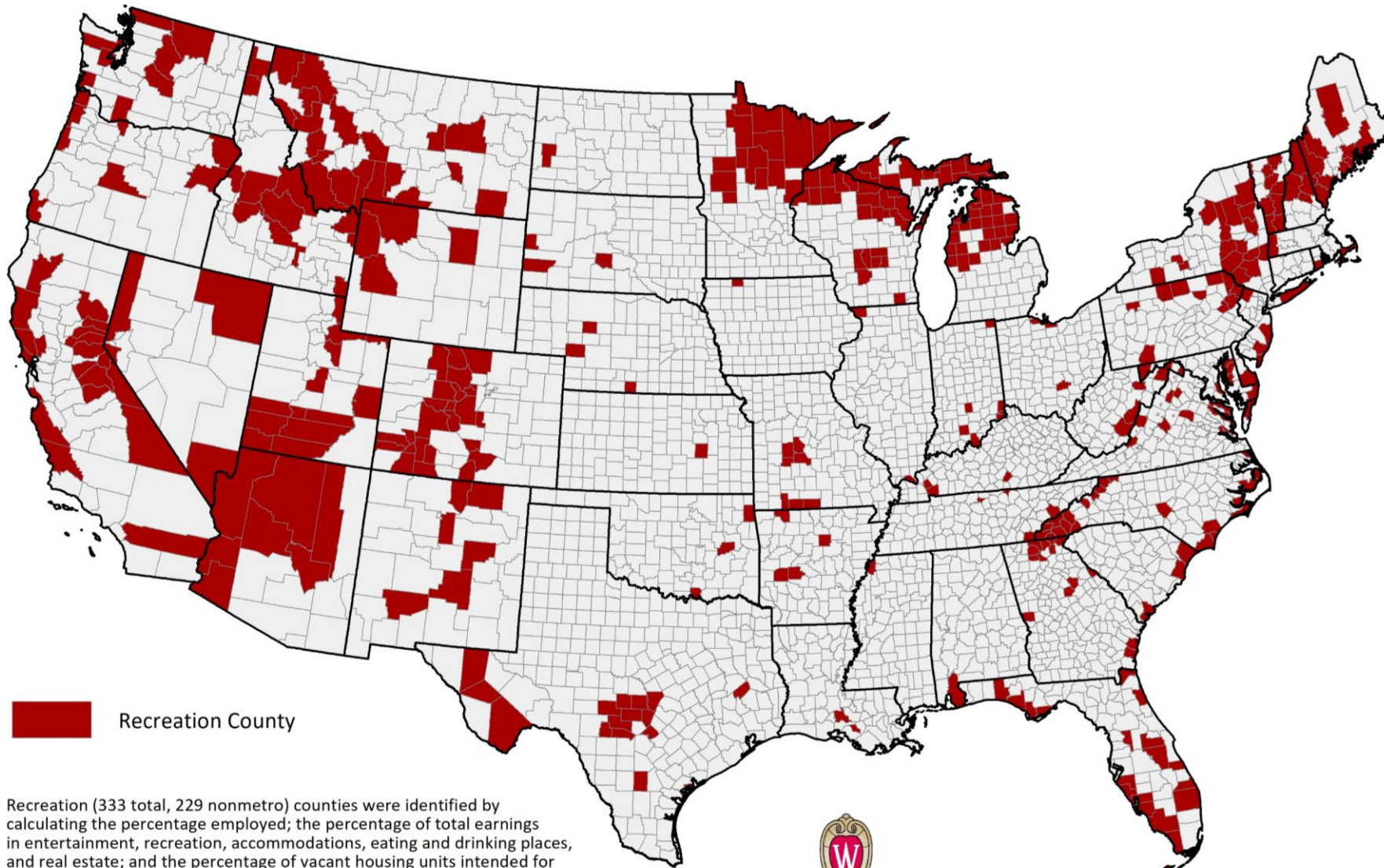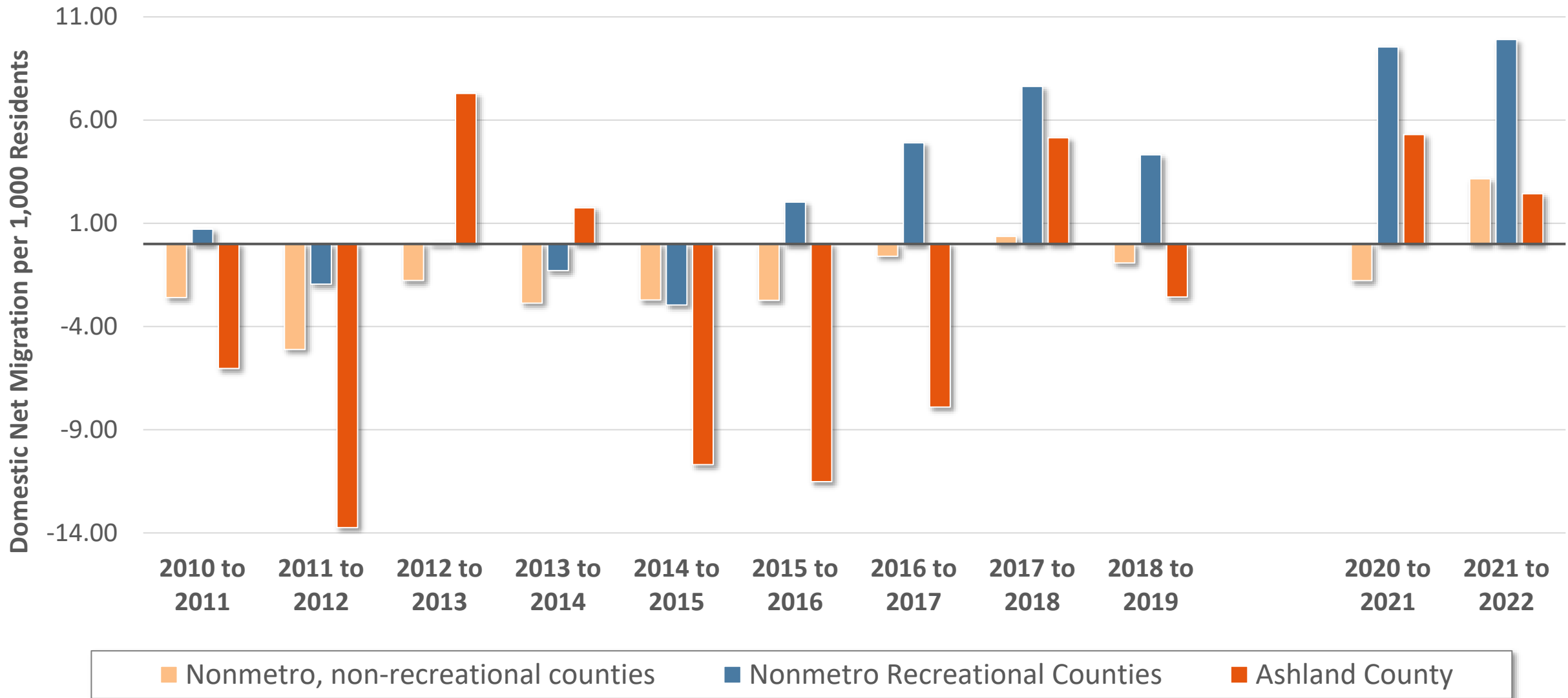

Recreation County

Recreation (333 total, 229 nonmetro) counties were identified by calculating the percentage employed; the percentage of total earnings in entertainment, recreation, accommodations, eating and drinking places, and real estate; and the percentage of vacant housing units intended for seasonal of occasional use reported in the 2010 Census of Population. The three variables measuring employment, earnings, income, and seasonal housing were converted to a weighted index, and counties scoring at least two-thirds of a standard deviation above the mean were considered to be recreation counties.
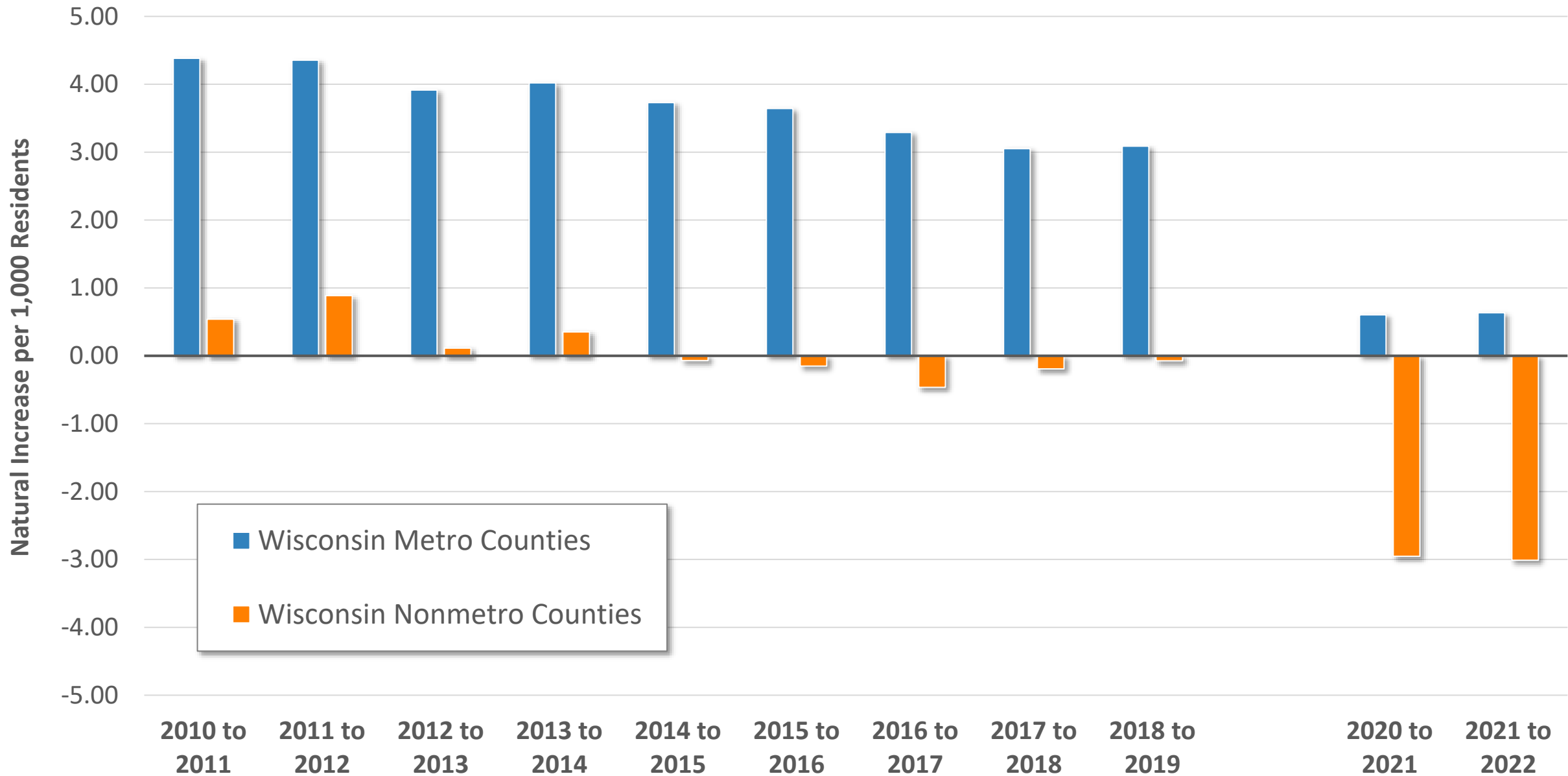
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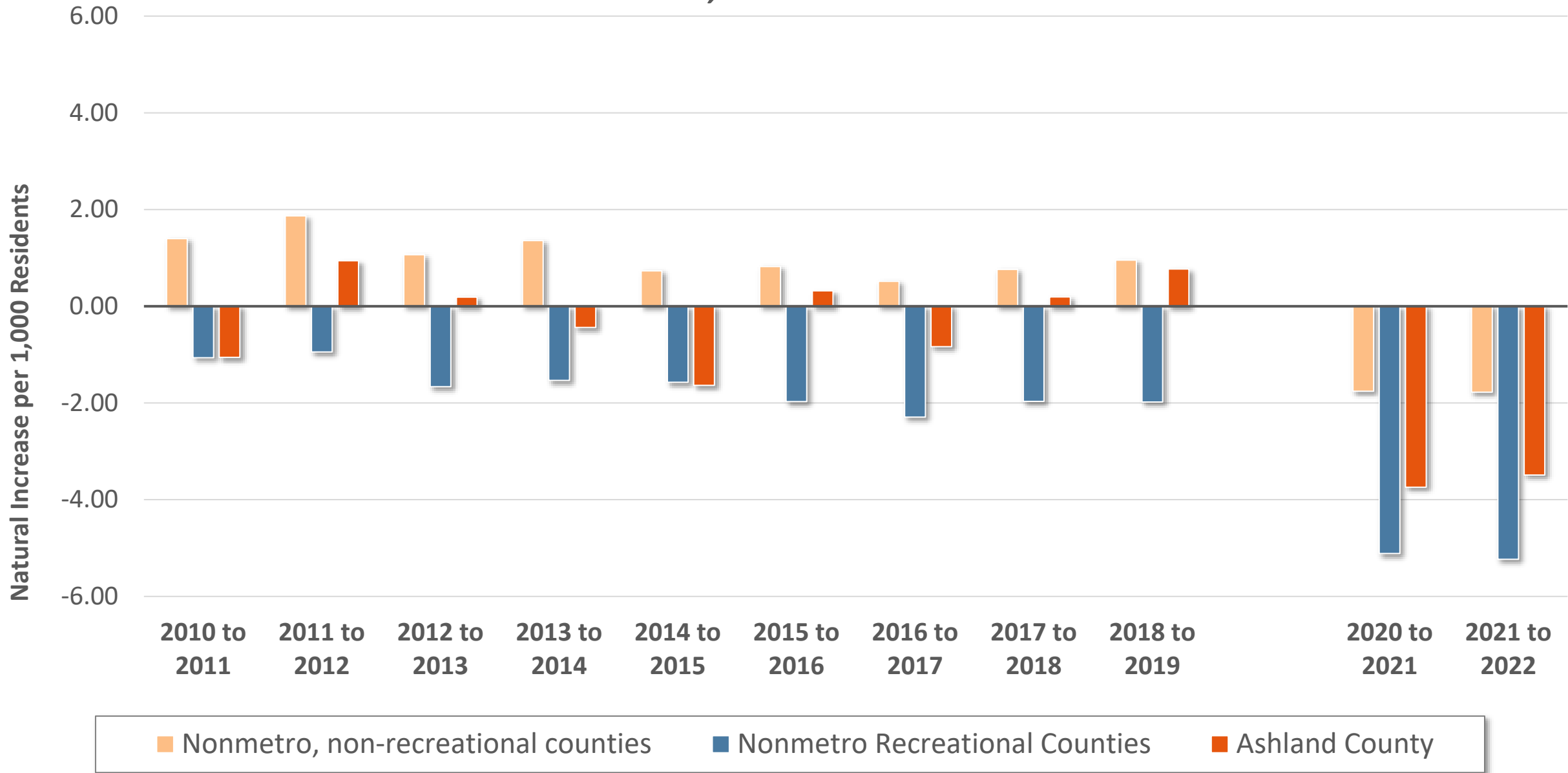Source: USDA Economic Research Service County Typology Codes

Domestic Net Migration Rates 2010 to 2022 - *Wisconsin Nonmetro Recreational and Nonmetro, Non-Recreational Counties*

Y-axis: Domestic Net Migration per 1,000 Residents (11.00, 6.00, 1.00, -4.00, -9.00, -14.00)

X-axis categories: 2010 to 2011, 2011 to 2012, 2012 to 2013, 2013 to 2014, 2014 to 2015, 2015 to 2016, 2016 to 2017, 2017 to 2018, 2018 to 2019, 2020 to 2021, 2021 to 2022

Legend: ■ Nonmetro, non-recreational counties   ■ Nonmetro Recreational Counties   ■ Ashland County

Source: U.S. Census and Author's Calculations

Natural Increase Rates 2010 to 2022 - *Wisconsin Metro and Nonmetro Counties*

Source: U.S. Census and Author's Calculations

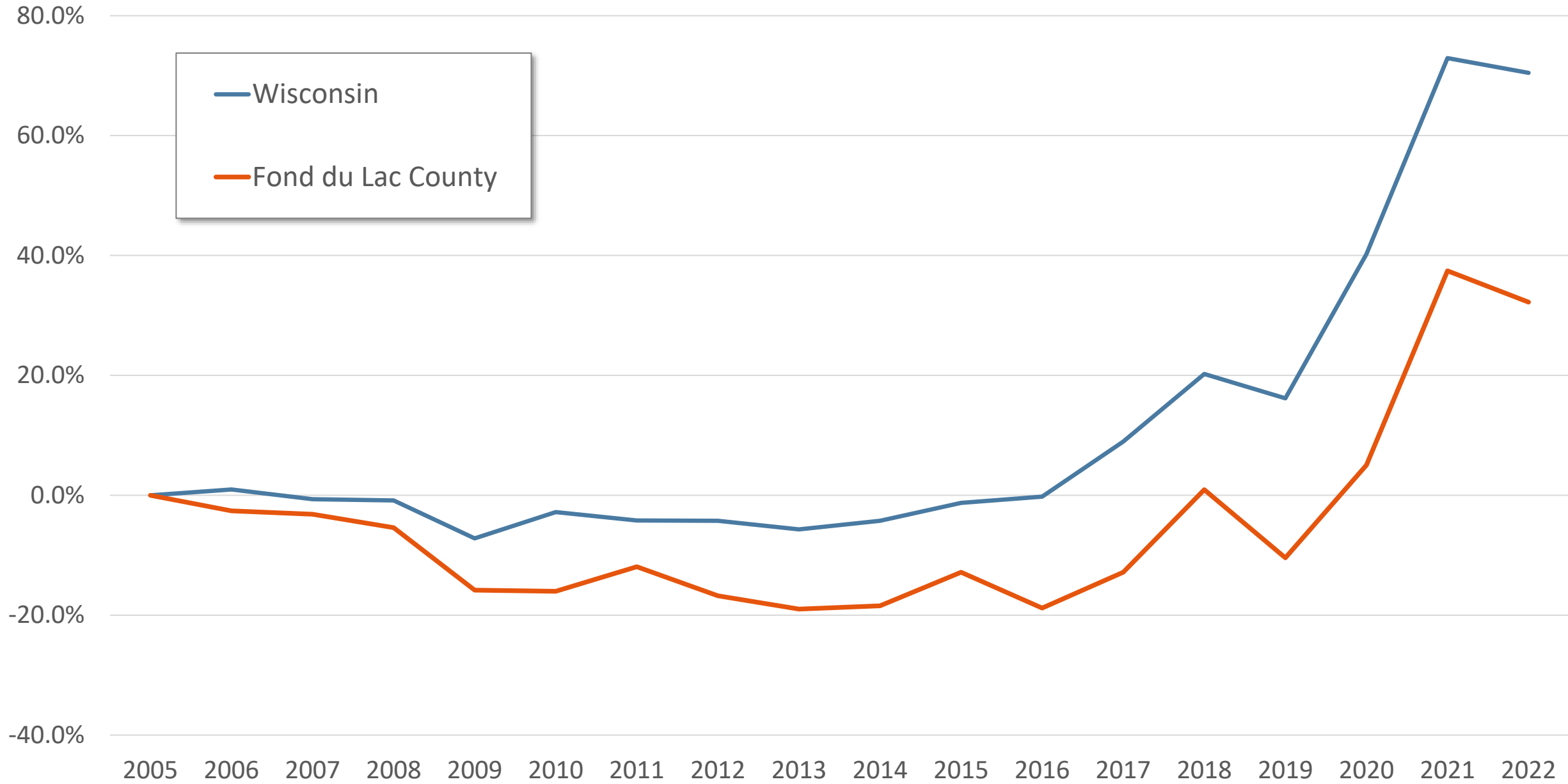Natural Increase Rates 2010 to 2022 - *Wisconsin Nonmetro Recreational and Nonmetro, Non-Recreational Counties*

Change in Business Applications 2019-2021

Change in Business Applications 2019-2021

-19.4   82.5

Source: U.S. Census Bureau-BFS
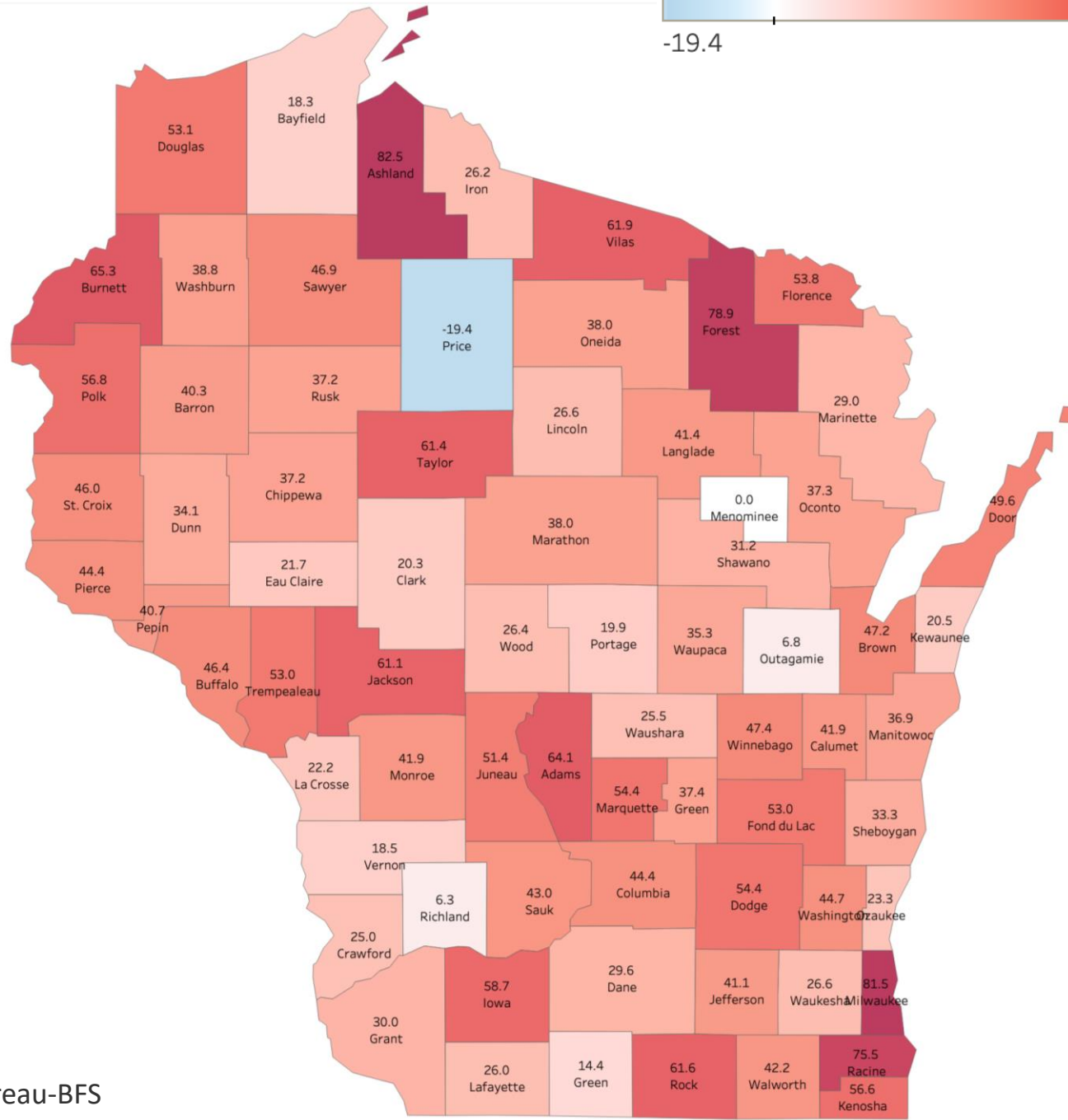
New Business Applications by Year – Percent Change Since 2005

Legend:
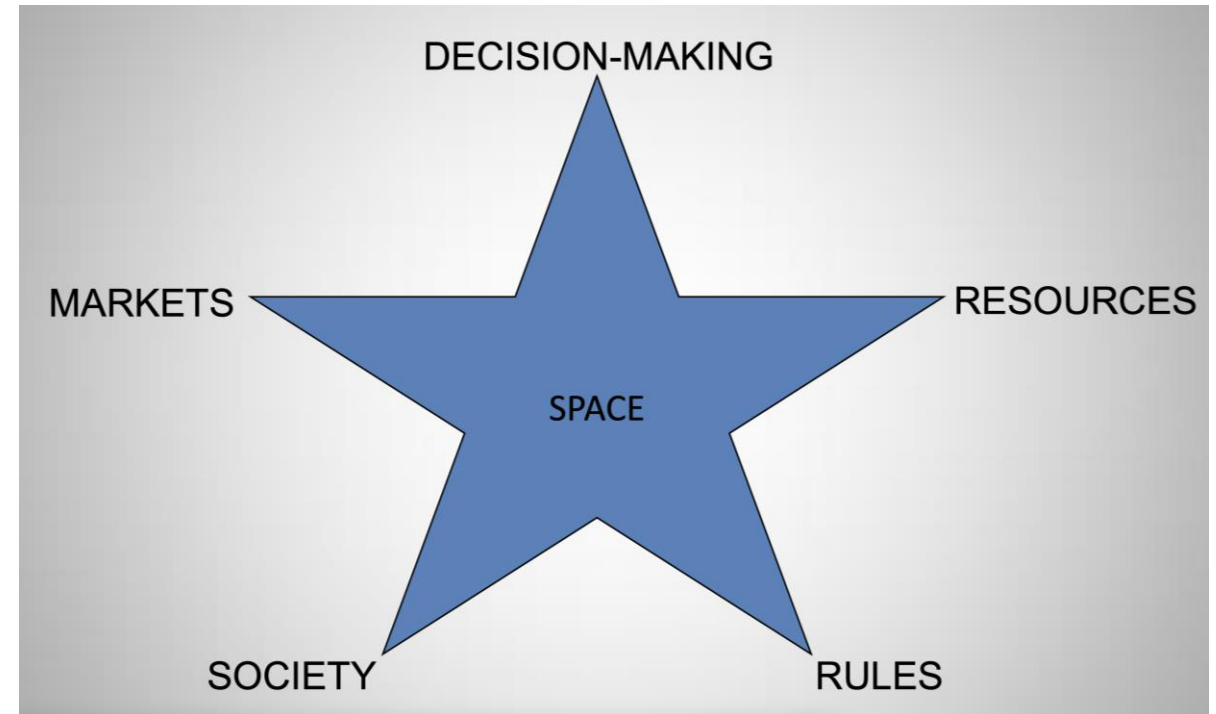- Wisconsin
- Fond du Lac County

Potential Frameworks for Understanding Livability

Community Capitals

Shaffer Star

# What are Potential Drivers of Livability?
A Community Capitals Perspective

Category	Includes...	Metrics
Natural Capital	Natural amenities	USDA natural amenity index, presence of parks
Built Capital	Critical institutions, infrastructure, housing	Presence of pharmacies, etc., broadband availability and adoption, housing access, childcare access, commute times
Social Capital	Bonding and bridging social capital, relationships, belonging and interaction	Membership organizations
Human Capital	Education, mental and physical health	Literacy rates, years of school, education attainment, cancer rates, obesity rates, obstetric outcomes, life expectancy
Cultural Capital	Language and identity	Diversity of language/religion/race/ethnicity, art and music venues
Political Capital	Civic engagement, influence over policy	Voter turnout, political diversity/congruence
Financial Capital	Wealth, financial organizations	Income, presence of banks/access, share unbanked

How do Organizations Impact Livability? – *Sauk County Percent Change in Wage and Salary Employment 1970 to 2021*

Legend:
- United States
- Wisconsin
- Sauk County
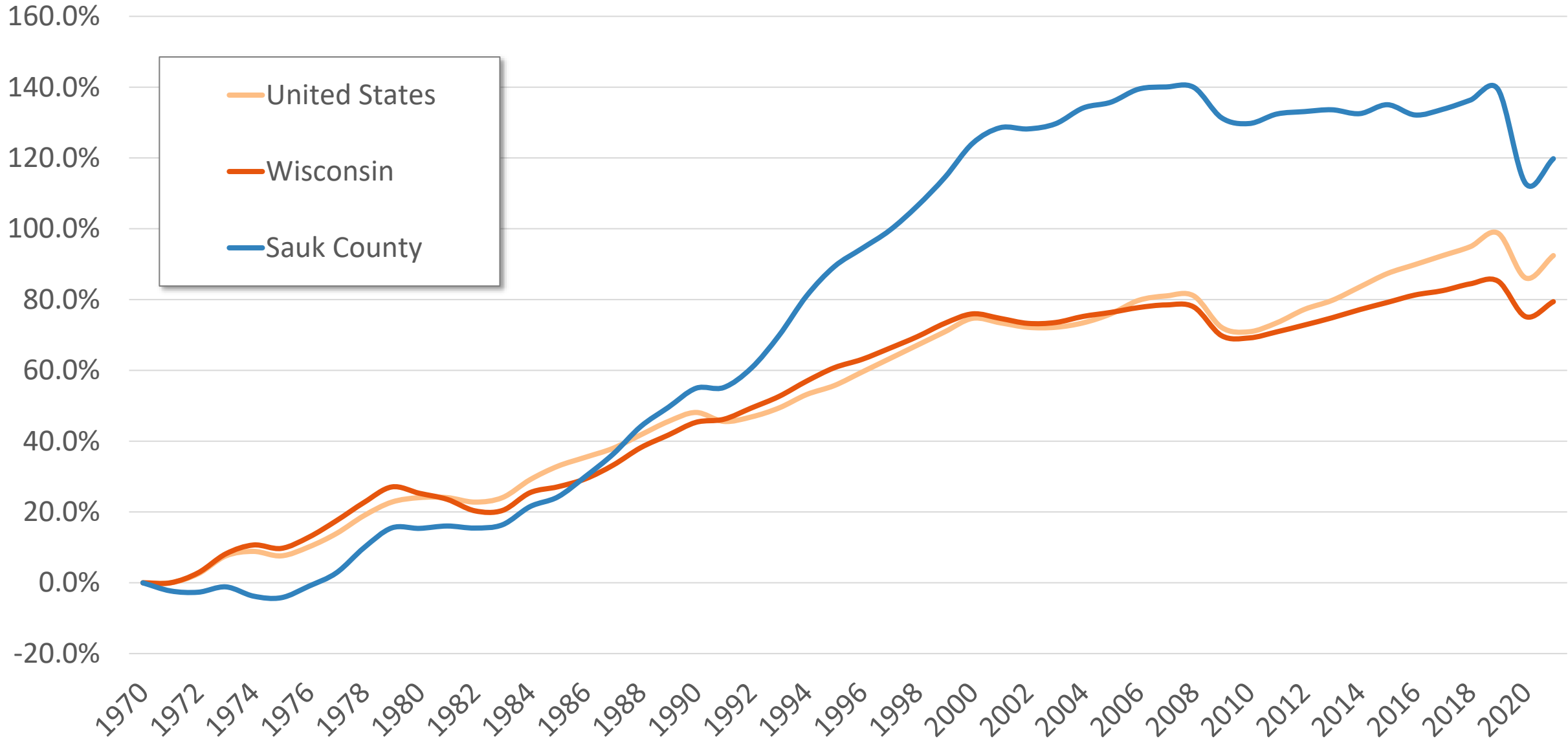
Critical Institutions - The Ability to Meet Needs on a Routine Basis
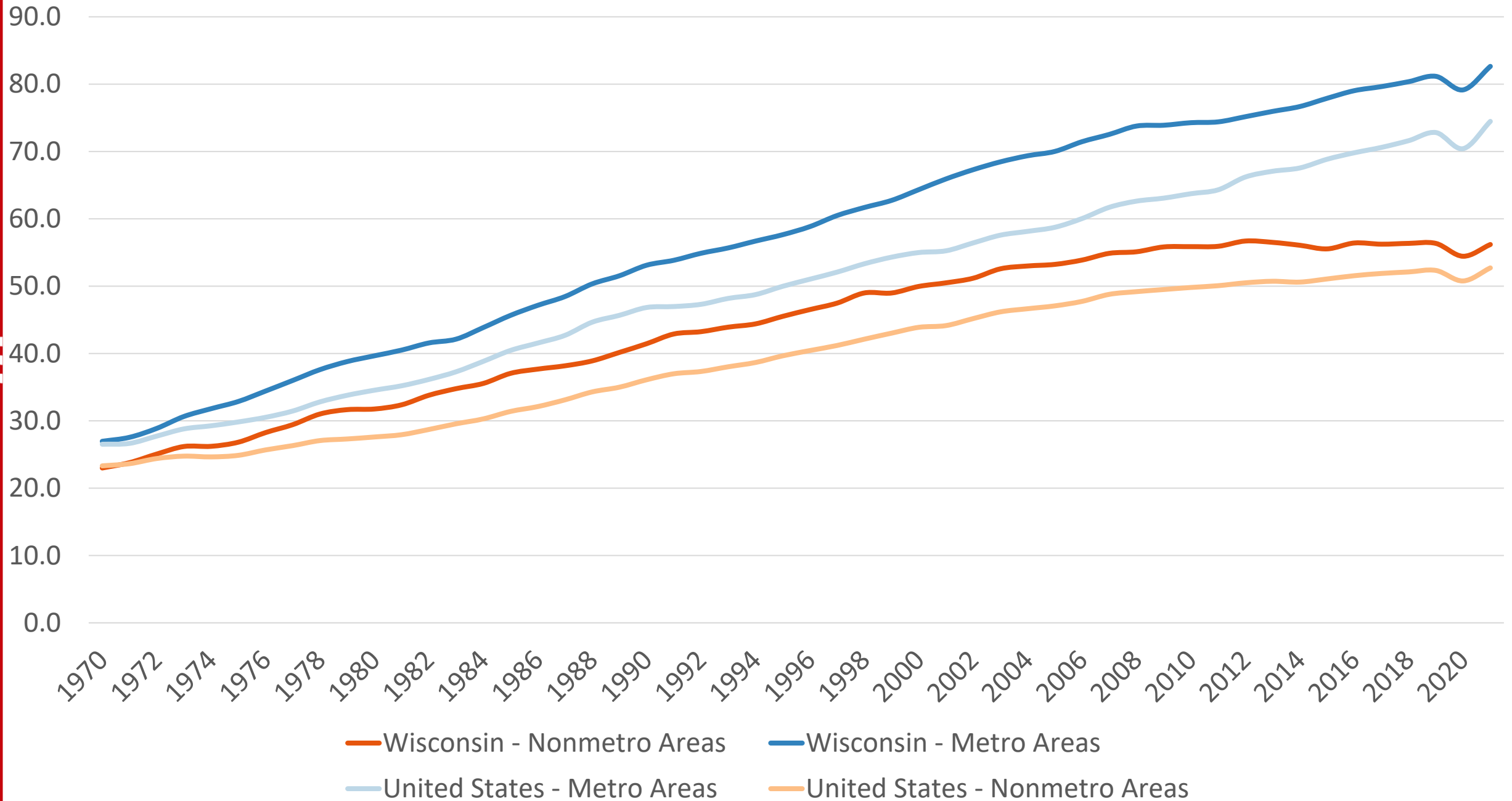
- Healthcare

- Education

- Pharmacies

- Grocery stores

- Veterinary Clinics

- Childcare

- Broadband

- Banks

- Etc.
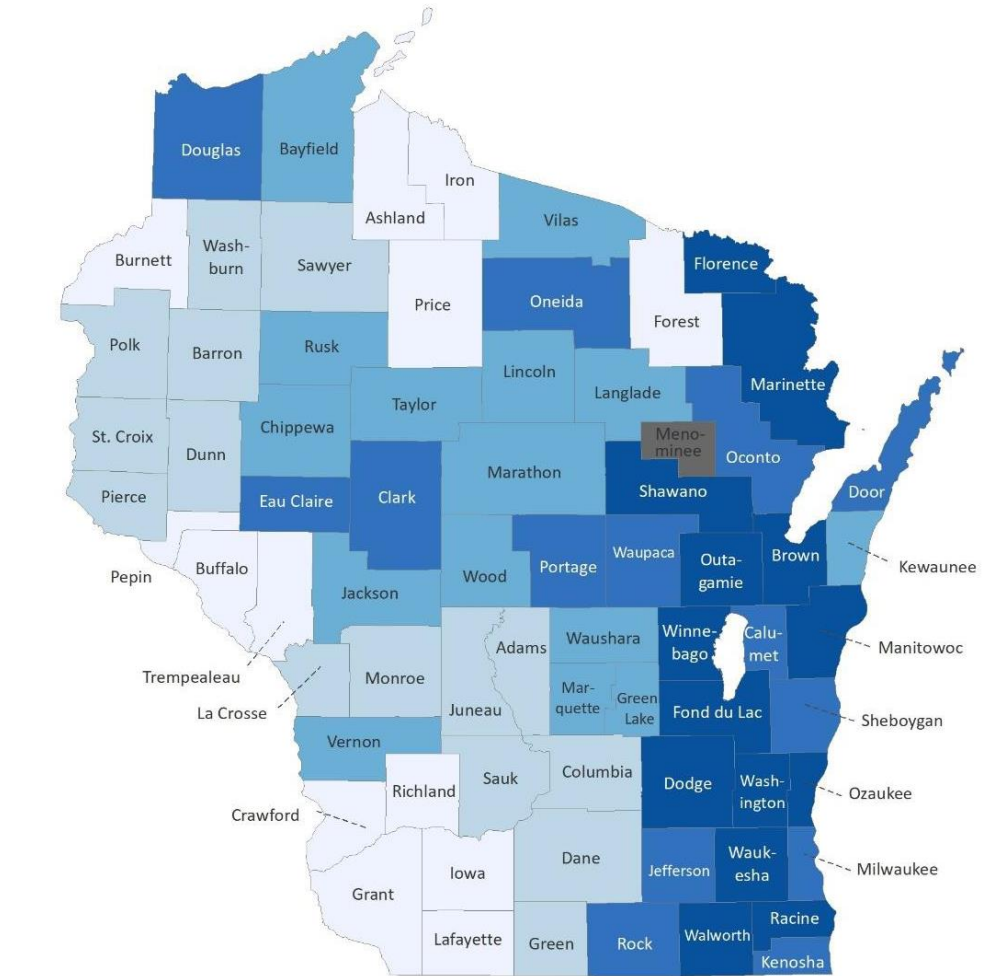
Number of Children Under Age 5 per Childcare Establishment (by Quintile)

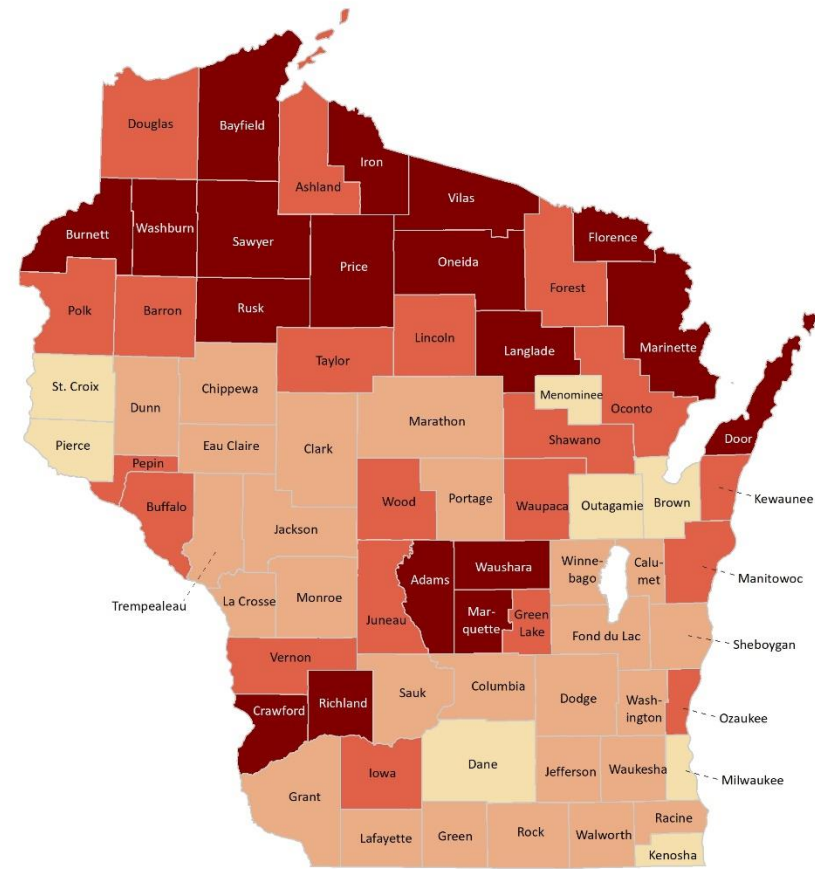|	
12.2 to 20.4 (1st Quintile)	30.9 to 43.0 (4th Quintile)
20.5 to 24.8 (2nd Quintile)	43.1 to 50.6 (5th Quintile)
24.9 to 30.8 (3rd Quintile)	Data Suppressed

Health Care and Social Assistance Employees per 1,000 Residents

Legend:
- Wisconsin - Nonmetro Areas
- Wisconsin - Metro Areas
- United States - Metro Areas
- United States - Nonmetro Areas

Population Age 65 and Over by County - 2000 Census and 2021 Estimates

Population Age 65 and over as Share of Total Population - 2000 Census

Population Age 65 and over as Share of Total Population - 2021 Estimates
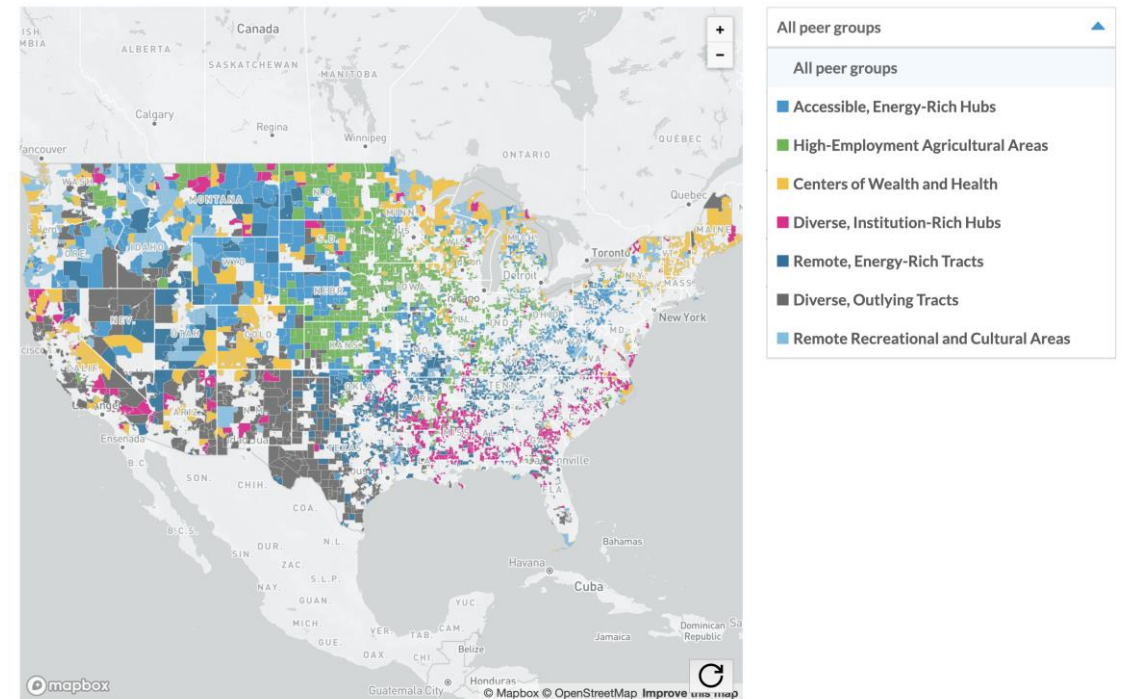
Percent Age 65 and Over

Less than 12.0%
12.0% to 15.9%
16.0% to 19.9%
20.0% to 23.9%
24.0% or More

Data Source: U.S. Census Bureau

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Creating Typologies and Potential Blueprints

- There are many ways of thriving;

- Can we identify different clusters of success?
  - Do they vary regionally? Or Across Time Periods?

- Develop blueprints for these different types of success.

Some typologies exist...

Explore Rural Peer Groups

All peer groups

All peer groups
- Accessible, Energy-Rich Hubs
- High-Employment Agricultural Areas
- Centers of Wealth and Health
- Diverse, Institution-Rich Hubs
- Remote, Energy-Rich Tracts
- Diverse, Outlying Tracts
- Remote Recreational and Cultural Areas

Our proposed typologies…

- Focus specifically on livability;
- Different ways of thriving;
- Then identify a "blueprint" for each type.

Type 3: Young demographic (families), strong presence of critical institutions, employment diversity

Type 1: High natural amenity, older demographic, high-income, large tourism industry

Type 2: Near a metro area, strong presence of critical institutions, accessible housing

And so on…

Questions?

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