

VITAL SIGNS

COMMUNICATING THE ECONOMIC & SOCIAL HEALTH
OF THE MARSHFIELD AREA COMMUNITY

Reporting 2010-2019; Published Spring 2021



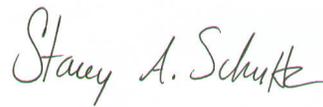
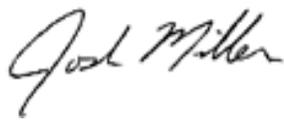
Photo by American Images©, Marshfield, WI

INTRODUCTION

Vital Signs is produced by a partnership between Marshfield Area United Way and the Marshfield Area Community Foundation in Marshfield, WI. This project represents our joint interest in and commitment to understanding our community's well-being across a series of civic, economic and social indicators. The report is an annual consolidated snapshot identifying the trends and issues affecting the quality of life in our community – progress we should be proud of and challenges that need to be addressed.

8TH Edition

When possible, data in the report spans a decade from
2010 - 2019



Marshfield Area United Way

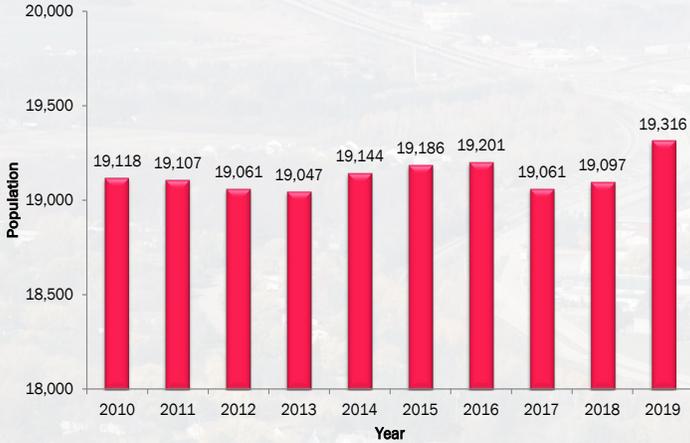
TABLE OF CONTENTS

DEMOGRAPHICS	
Population	4
CONSTRUCTION/HOUSING	
New Homes	5
Non-Residential Projects	5
Home Value	6
Foreclosures	6
SOCIOECONOMIC	
Educational Attainment	7
Unemployment	8
Income	9
Economic Assistance	10, 11
Economic Disadvantage	12, 13
Community Resource Referral	14
SUMMARY	15

POPULATION

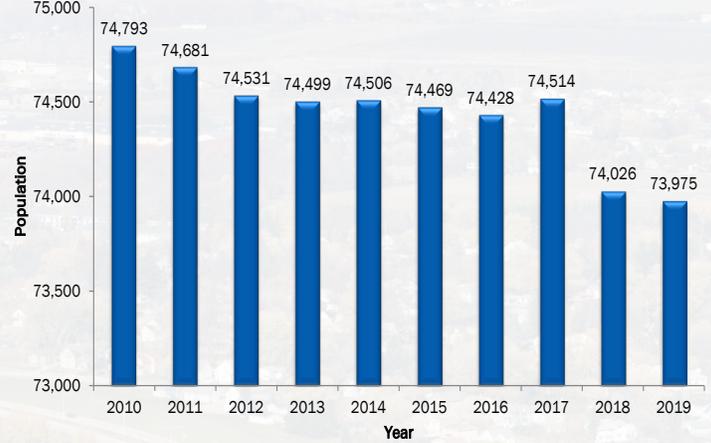
- Population estimates for the city of Marshfield are beginning to show signs of promise that the community is growing.
- Contrarily, the population estimates for Wood County show a downward trend over the past ten years.

City of Marshfield Population Estimates



Source: Wisconsin Department of Administration

Wood County Population Estimates



Source: Wisconsin Department of Health Services WISH (Wisconsin Interactive Statistics on Health) Query System

AGE OF POPULATION

- The age of population for the city of Marshfield is growing older. The number of people ages 15 to 44 is trending down while the percentage of people 60 and older are increasing.

City of Marshfield										
SELECTED AGE CATEGORIES	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
5 to 14 years	11.2%	10.8%	11.5%	11.5%	11.7%	11.4%	10.9%	10.6%	9.6%	10.9%
15 to 17 years	3.2%	3.5%	3.4%	3.5%	3.3%	3.6%	3.5%	3.5%	3.5%	3.2%
18 to 24 years	8.9%	10.1%	8.6%	9.4%	9.4%	9.4%	9.4%	9.7%	10.9%	11.2%
15 to 44 years	36.7%	38.3%	37.0%	37.7%	36.9%	37.7%	37.7%	38.1%	39.1%	39.5%
60 years and over	28.7%	26.8%	26.2%	25.5%	25.9%	24.9%	25.7%	25.2%	23.9%	23.1%
65 years and over	21.3%	20.4%	19.6%	19.1%	19.3%	19.0%	19.3%	19.1%	18.2%	17.6%
75 years and over	10.0%	9.2%	9.1%	9.6%	10.2%	10.4%	10.7%	10.8%	10.3%	10.2%

Source: U.S Census Bureau

NEW HOME CONSTRUCTION

A healthy community is a growing community and new residential and non-residential construction is a great indicator that the community is growing. New development and expansion projects provide more employment opportunities and increases the City's tax base.

- 2017 was the best year in the past decade for new single family homes at 15. It's worth noting that the Marshfield Residential Incentive (MRI) Program was initiated in 2017 which provided an incentive for developers and property owners to build new single and two-family homes in the city. The program ran from 2017-2019.
- Before then, the number of new single and two-family homes had remained rather stagnant.

City of Marshfield New Home Starts



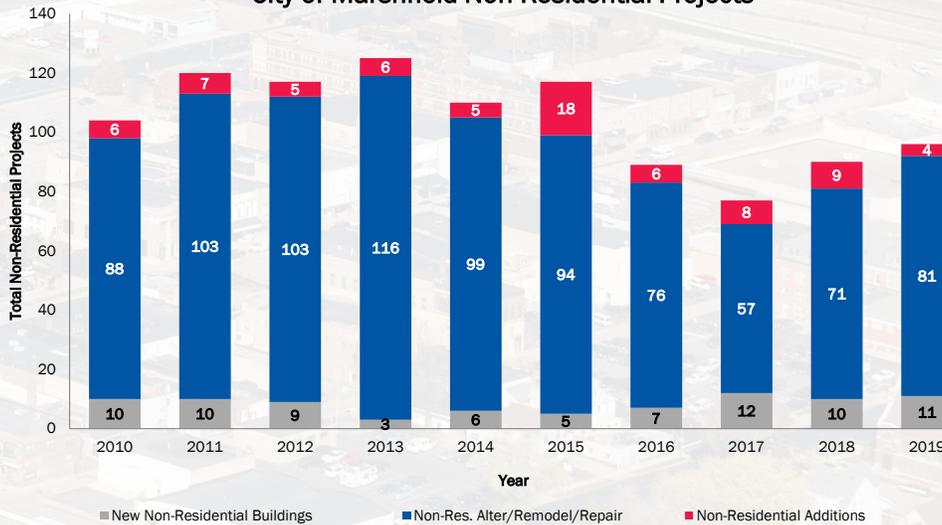
Source: Marshfield Economic Development Annual Report

🏠 New Single Family Homes 🏡 New Two Family Homes

NON-RESIDENTIAL PROJECTS

- Non-residential construction projects consist of: new non-residential buildings, non-residential alterations/remodel/repair, and non-residential additions.
- Non-residential alterations, remodels, and repairs have historically accounted for the majority of the nonresidential construction projects.
- For the past three years, we've seen an increase in new non-residential buildings being constructed and overall construction remains steady.

City of Marshfield Non-Residential Projects



Source: Marshfield Economic Development Annual Report

HOME VALUE

- The average sale price of a single family home in Marshfield was at its lowest in 2012 when the average sale price fell to a low of \$111,870.
- Since then, the average sale price of single family homes in Marshfield has continued to increase with 2019 seeing it's highest prices in the past 10 years.

Average Sale Price of Single Family Homes in Marshfield



Source: City of Marshfield Assesor Residential Sales Data

FORECLOSURES

- For the past ten years, foreclosures in Wood County and the city of Marshfield have declined.
- In 2019, Marshfield saw its lowest number of foreclosures in a decade.
- On average, Marshfield has consistently accounted for approximately 25-30% of the foreclosures in the county.

Foreclosures in Wood County			
Year	Total Wood County Foreclosures	Marshfield Foreclosures	Other Wood County Foreclosures
2010	246	70	176
2011	228	58	170
2012	206	50	156
2013	163	41	122
2014	127	34	93
2015	121	34	87
2016	87	27	60
2017	103	33	70
2018	101	32	69
2019	88	21	67

Source: Wisconsin Circuit Court Access System

EDUCATIONAL ATTAINMENT

- Educational attainment for the population of people 25 years or older in the city of Marshfield is increasing.
- The percentage of individuals without a high school diploma is going down, while the percent of individuals with a bachelor's degree or higher is on the rise.
- Additionally, the city of Marshfield performs well when looking at educational attainment for the county, state and United States. Marshfield consistently falls in line with or performs above the others in all categories.

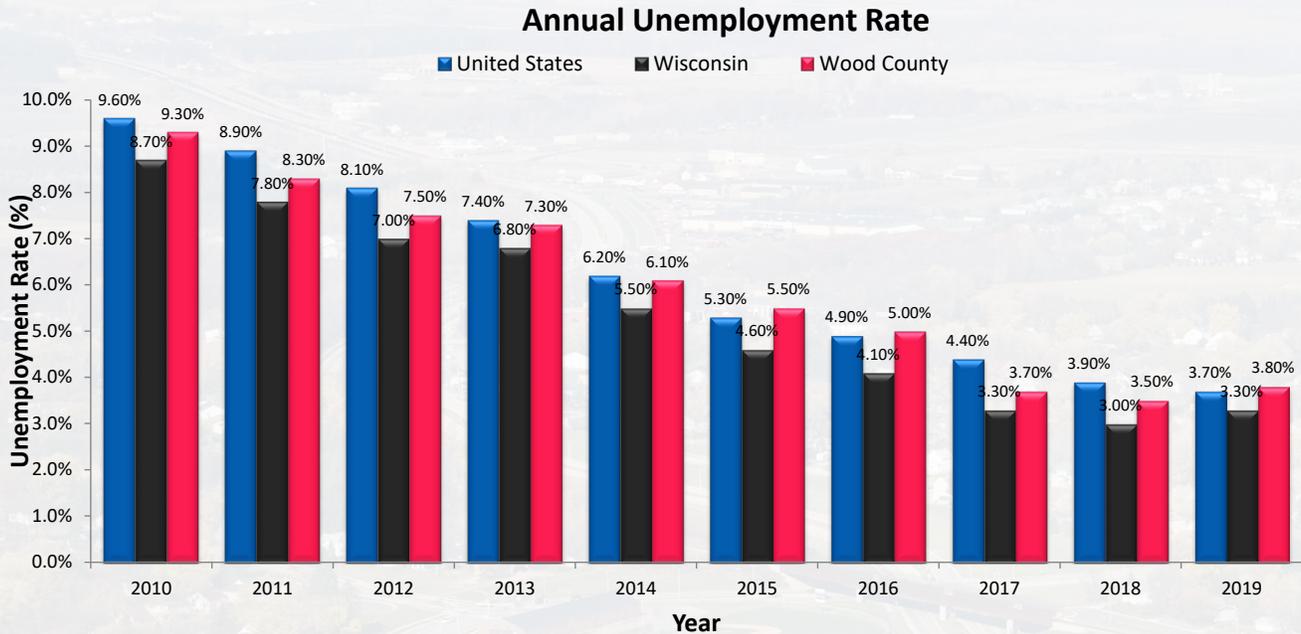
Educational Attainment, Population 25 Years and Older				
2019	No high school diploma	High School Graduate	Some College or Assoc./Tech Degree	Bachelor's Degree or Higher
Marshfield	6.3%	32.6%	29.5%	32.0%
Wood County	7.3%	38.0%	33.0%	21.6%
Wisconsin	7.8%	30.6%	31.5%	30.1%
U.S.	12%	27%	28.9%	32.2%
2018	No high school diploma	High School Graduate	Some College or Assoc./Tech Degree	Bachelor's Degree or Higher
Marshfield	6.7%	32.3%	30.1%	30.8%
Wood County	7.2%	37.7%	33.6%	21.5%
Wisconsin	8.1%	30.9%	31.4%	29.5%
U.S.	12.4%	27.1%	29.0%	31.5%
2017	No high school diploma	High School Graduate	Some College or Assoc./Tech Degree	Bachelor's Degree or Higher
Marshfield	7.9%	33.2%	29.1%	29.7%
Wood County	7.4%	38.1%	33.4%	21.1%
Wisconsin	8.3%	31.3%	31.4%	29.1%
U.S.	12.6%	27.3%	29.1%	30.9%
2016	No high school diploma	High School Graduate	Some College, No Degree	Bachelor's Degree or Higher
Marshfield	8.9%	33.2%	29.0%	29.0%
Wood County	7.6%	38.9%	33.1%	20.4%
Wisconsin	8.7%	31.7%	31.3%	28.3%
U.S.	13.0%	27.5%	29.2%	30.3%
2015	No high school diploma	High School Graduate	Some College or Assoc./Tech Degree	Bachelor's Degree or Higher
Marshfield	10.2%	33.1%	30.2%	26.6%
Wood County	8.1%	39.2%	33.1%	19.6%
Wisconsin	8.9%	32.0%	31.2%	27.8%
U.S.	13.3%	27.8%	29.2%	29.7%

Please note: Data included is for city limits of each municipality listed.

Source: U.S. Census Bureau

UNEMPLOYMENT

- The unemployment rate at all levels (national, state, and county) have all declined since 2010.
- Also worth noting that state and county unemployment rates have remained rather flat the past few years.



Source: Wisconsin's Worknet.

INCOME—LIVING WAGE CALCULATION WOOD COUNTY

2019 Living Wage Calculation for Wood County, Wisconsin													
	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children	2 Adults (1 Working Part Time) 1 Child*	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Hourly Wages													
Living Wage	\$10.69	\$23.66	\$28.32	\$34.93	\$17.54	\$20.89	\$23.53	\$25.80	\$25.18	\$8.77	\$13.01	\$15.54	\$17.88
Poverty Wage	\$5.84	\$7.91	\$9.99	\$12.07	\$7.91	\$9.99	\$12.07	\$14.14		\$3.96	\$5.00	\$6.03	\$7.07
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25		\$7.25	\$7.25	\$7.25	\$7.25
Annual Expenses													
Food	\$3,058	\$4,508	\$6,786	\$9,001	\$5,607	\$6,979	\$9,012	\$10,972		\$5,607	\$6,979	\$9,012	\$10,972
Child Care	\$0	\$8,888	\$13,055	\$17,223	\$0	\$0	\$0	\$0		\$0	\$8,888	\$13,055	\$17,223
Medical	\$2,384	\$5,924	\$5,581	\$5,663	\$5,175	\$5,581	\$5,663	\$5,382		\$5,175	\$5,581	\$5,663	\$5,382
Housing	\$5,568	\$8,268	\$8,268	\$10,728	\$6,216	\$8,268	\$8,268	\$10,728		\$6,216	\$8,268	\$8,268	\$10,728
Transportation	\$4,866	\$8,867	\$10,426	\$12,063	\$8,867	\$10,426	\$12,063	\$11,925		\$8,867	\$10,426	\$12,063	\$11,925
Other	\$2,785	\$4,633	\$5,030	\$5,855	\$4,633	\$5,030	\$5,855	\$5,729		\$4,633	\$5,030	\$5,855	\$5,729
Required annual income after taxes	\$18,661	\$41,088	\$49,147	\$60,533	\$30,498	\$36,284	\$40,860	\$44,737		\$30,498	\$45,172	\$53,915	\$61,960
Annual taxes	\$3,569	\$8,129	\$9,759	\$12,115	\$5,984	\$7,158	\$8,083	\$8,921		\$5,984	\$8,955	\$10,723	\$12,403
Required annual income before taxes	\$22,231	\$49,217	\$58,905	\$72,647	\$36,482	\$43,442	\$48,943	\$53,658	\$52,384	\$36,482	\$54,127	\$64,638	\$74,363

*Documentation for families with an adult working part-time is available separately. Please visit livingwage.mit.edu for more information.

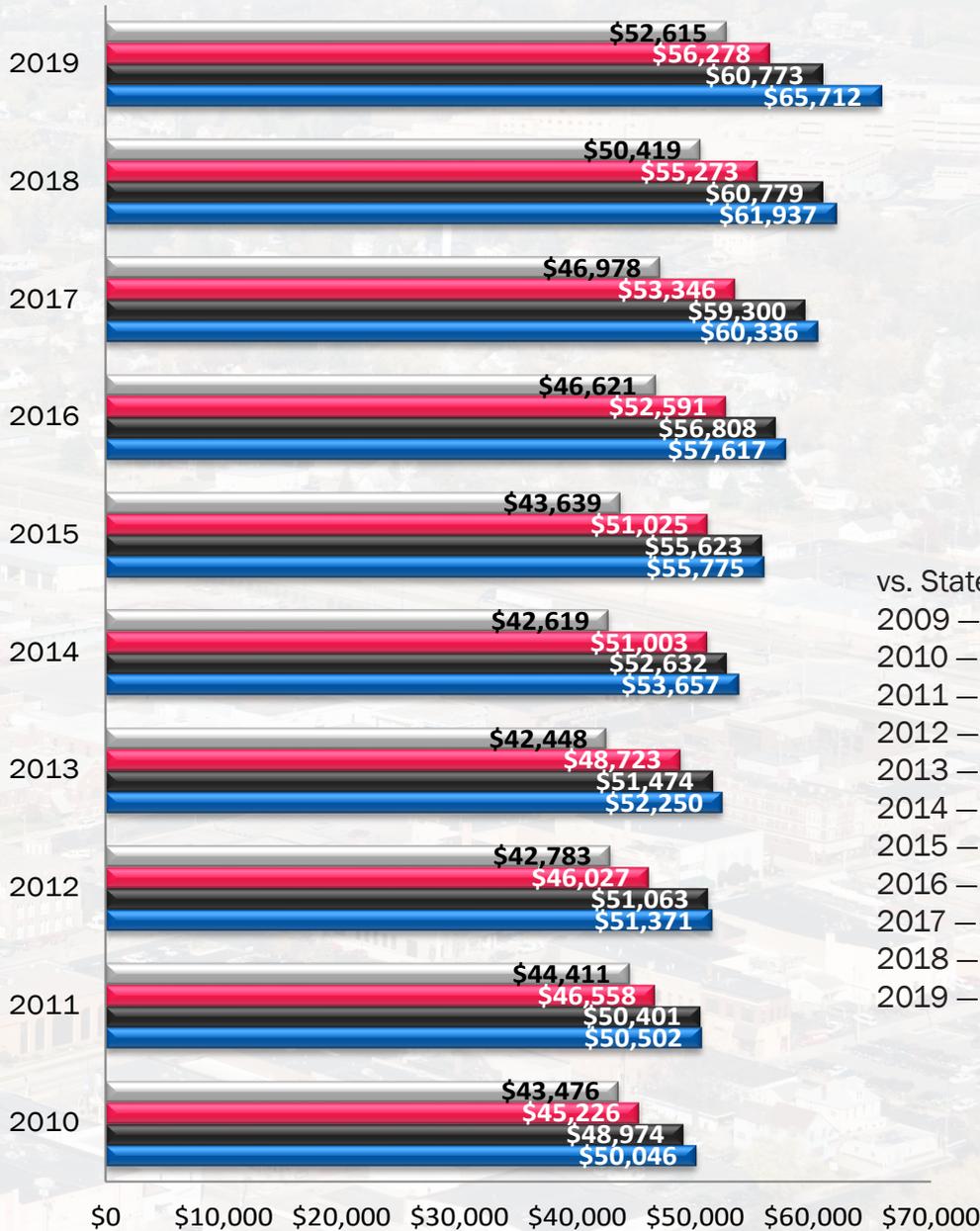
Source: Massachusetts Institute of Technology.

INCOME

- The gap between median household income for the city of Marshfield compared to county, state, and national levels historically is significant.
- In 2015, the median household income in Marshfield was 21.5% lower than the state's, over a \$12,000 difference.
- There are signs of promise for closing the gap the past two years showing a new trend in the City's median household income growing closer to both county and national levels.

Median Household Income

■ Marshfield ■ WOOD CO ■ WI ■ US



	vs. State of Wisconsin	vs. Wood County
2009	↓ 11.55%	↓ 2.4%
2010	↓ 11.2%	↓ 3.9%
2011	↓ 11.9%	↓ 4.6%
2012	↓ 16.2%	↓ 7%
2013	↓ 17.5%	↓ 12.8%
2014	↓ 19%	↓ 16.4%
2015	↓ 21.5%	↓ 14.5%
2016	↓ 17.9%	↓ 11.4%
2017	↓ 20.8%	↓ 11.9%
2018	↓ 17%	↓ 8.8%
2019	↓ 13.4%	↓ 6.5%

Source: U.S. Census Bureau

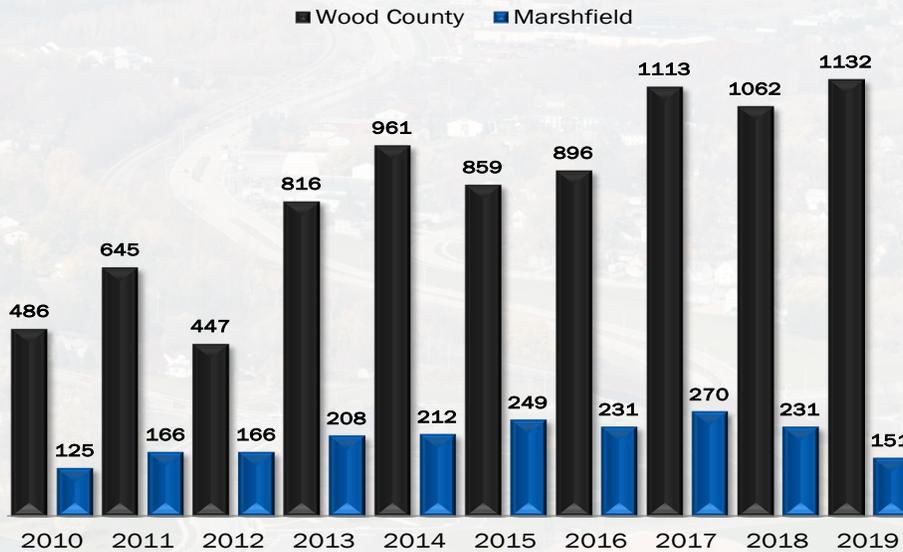
ECONOMIC ASSISTANCE

PUBLIC ASSISTANCE INCOME

- The estimated number of households in Wood County receiving public assistance income* has more than doubled over the past decade.
- Marshfield has (on average) accounted for 24% of Wood County households and is on the decline.

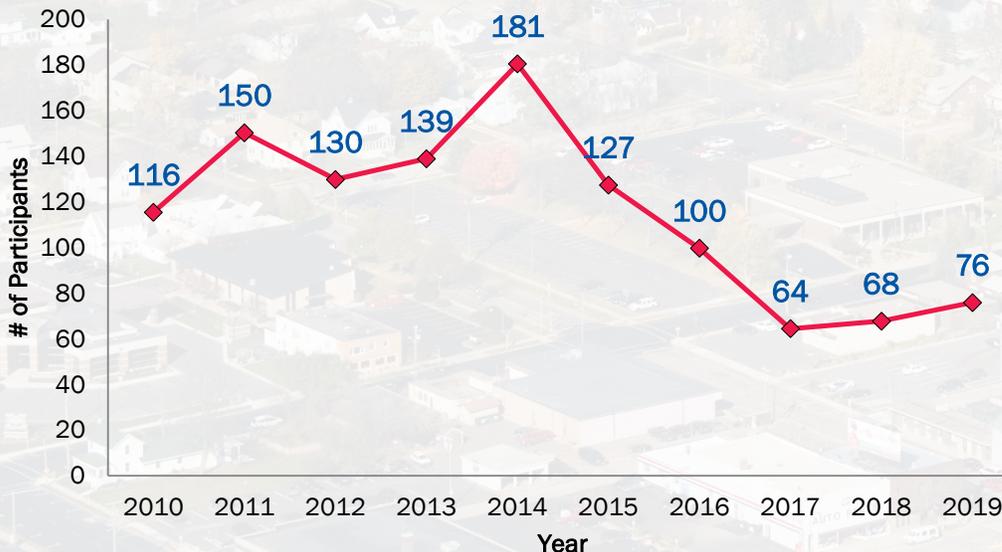
*Public assistance income (examples of public assistance income includes, but is not limited to: Section 8 housing, W-2 participants, child care assistance). Data for Public Assistance Income does not include SNAP recipients.

Public Assistance Income Recipients



Source: U.S. Census Bureau

Yearly Average W-2 Caseload Wood County



Source: Wisconsin Department of Children and Families

WISCONSIN WORK (W-2) PROGRAM

- The W-2 program helps individuals prepare for a job, find and keep a job, collect child support, help with child care, and move families toward becoming self-sufficient.
- The average caseload peaked in 2014 at 181 participants, reaching the highest average caseload over the past decade, but since turned downward until recently where it seems to be heading for a slight increase.

ECONOMIC ASSISTANCE

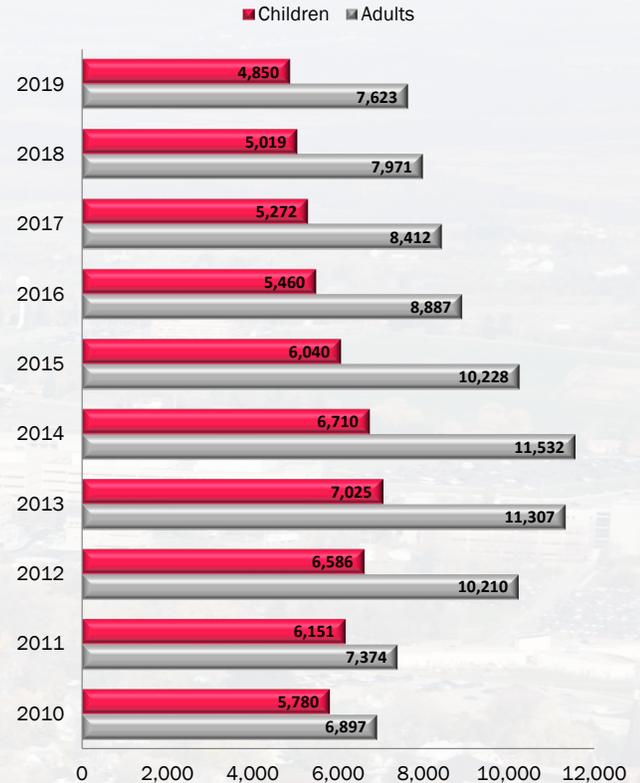
FOODSHARE WISCONSIN

- FoodShare Wisconsin helps individuals and families who have little money to purchase the food they need for good health.
- Since peaking in 2014, the amount of FoodShare recipients in the county have been declining.

FoodShare at a Glance December 2019

- 56% of the FoodShare members are female and 44% are male. 59% are adults and 41% are minors.
- Members between ages 6–17 have the largest number for any grouping, making up to 26% of recipients.
- 41.16% of FoodShare members are 17 and younger.

Unduplicated Food Stamp/FoodShare Recipients Wood County



Source: Wisconsin Department of Health Services Eligibility Management FoodShare Wisconsin Data

NUTRITION ON WEEKENDS (NOW) PROGRAM

- The Nutrition On Weekends program is a collaborative, community effort to target childhood hunger. The program provides healthy, ready-to-eat foods for children during the weekend.
- A pilot of the program began serving twenty-nine children in the Marshfield School District in October 2013.
- The program now serves more than 150 children every year in the Marshfield School District.
- The program also serves 7 school districts on the surrounding area. (listed below)

- 2016-17 had the highest enrollment since the programs inception in 2013 and has gradually declined since.

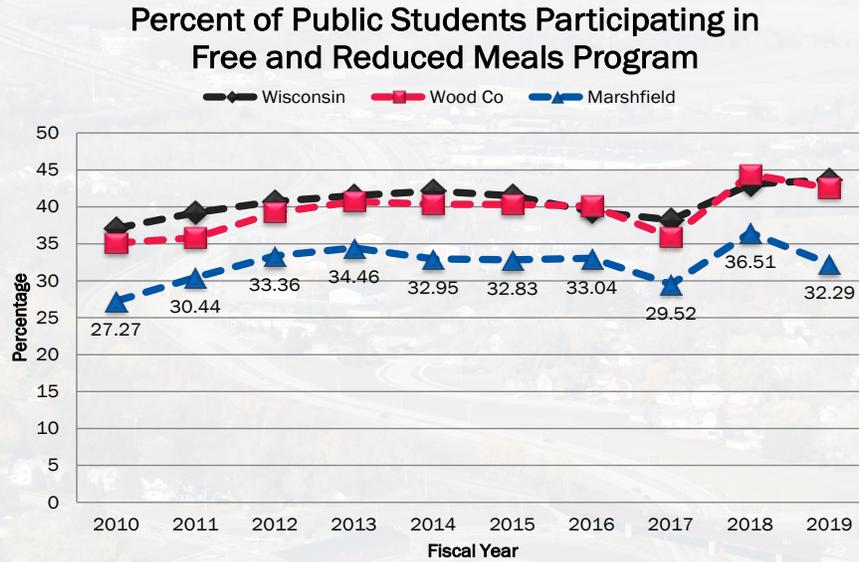
NOW PROGRAM ENROLLMENT	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
Marshfield School District	76	138	176	196	214	188	168
Lincoln Elementary	20	15	36	42	34	38	29
Madison Elementary	15	20	28	25	55	34	45
Grant Elementary	24	58	53	57	51	47	37
Nasonville Elementary	17	14	23	23	14	12	14
Washington Elementary	-	13	19	22	22	21	11
Marshfield Middle School	-	16	17	27	17	20	15
Marshfield High School	-	2			21	16	17
Granton School District	37	49	40	41	30	23	50
Spencer School District	-	48	40	52	16	26	19
Auburndale School District	-	16	17	9	25	4	14
North Wood County Head Start	-	46	35	67	57	60	56
Greenwood School District	-	-	-	55	35	31	14
Loyal School District	-	-	-	31	23	29	23
Stratford School District	-	-	-	-	18	37	30
Pittsville School District	-	-	-	-	10	20	3
Total Number of Children Served Throughout School Year	113	297	308	451	428	418	377

Source: Marshfield Area United Way program enrollment data.

ECONOMIC DISADVANTAGE

FREE AND REDUCED MEALS PROGRAM PARTICIPATION

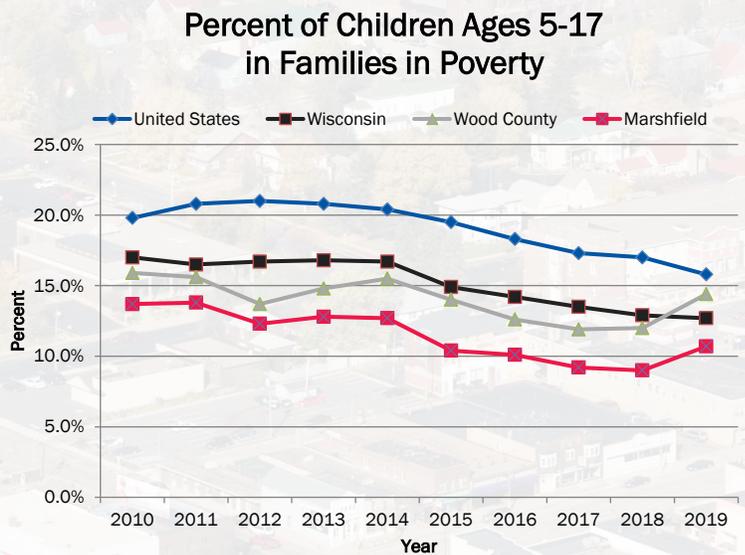
- The Marshfield School District has, overall, had a lower percentage of students enrolled in the Free and Reduced Meals Program compared to Wood County and Wisconsin.
- Most recently, however, the Marshfield School District has seen the Free and Reduced Meals participation rate show a slight decline and was 29.52% in 2017.



Source: Wisconsin Department of Public Instruction

PERCENT OF CHILDREN AGES 5 TO 17 YEARS OLD IN FAMILIES IN POVERTY

- Marshfield’s percent of children ages 5 to 17 years old in families in poverty has historically been less than percentages at the county, state and national level.
- In terms of looking back over the past decade, the percent of children ages 5-17 in families in poverty in Marshfield has remained relatively flat ranging between 9-14%.
- 2019 Wood County Poverty Threshold for a family of four: 2 adults and 2 children= \$25,085.



Source: U.S. Census Bureau

ECONOMIC DISADVANTAGE

NUMBER OF YOUTH EXPERIENCING HOMELESSNESS (Marshfield Public School District)

- Homelessness correlates directly to poor academic achievement and an increased dropout rate.
- The Marshfield School District defines children and youth who are homeless as individuals who lack a fixed, regular, and adequate night-time residence.
- The number of youth experiencing homelessness in the Marshfield School District has fluctuated over the past ten years and ultimately has nearly tripled over the decade.



The term "homeless" includes children and youth who:

- Share the housing of other persons due to the loss of housing, economic hardship, or a similar reason
- Are living in motels, hotels, trailer parks, or camping ground due to the lack of alternative adequate accommodations
- Are living in emergency or transitional shelters; are abandoned in hospitals
- Are awaiting foster care placement
- Have a primary night-time residence that is a public or private place not designed for or ordinarily used as a regular sleeping accommodation for human beings
- Are living in cars, parks, public spaces, abandoned buildings, substandard housing, bus or train stations, or similar settings
- Are migratory children who qualify as homeless because they are living in circumstances described above

Source: Wisconsin Department of Public Instruction

MONTHLY HOUSING INVENTORY

- North Central Community Action Program, Inc. (NCCAP) provides services to low-income households to obtain or maintain safe, stable, affordable housing. NCCAP collects data monthly of sheltered homeless households in the city of Marshfield. This data is collected the 4th Wednesday of each month. This is a once a month snap shot of what homelessness looks like in the community.
- NCCAP also conducts an annual Point in Time count on the 4th Wednesday of January and July. During the Point in Time count volunteers go out into the community and look for unsheltered households and connect them to services.

	2014		2015		2016		2017		2018		2019	
	Family	Single										
January	2	3	26	4	29	6	31	4	30	3	42	4
February	2	4	22	4	29	22	29	4	31	4	36	3
March	2	4	27	4	60	4	12	23	29	6	28	5
April	2	4	40	4	41	4	25	32	23	7	21	2
May	21	2	42	4	38	9	44	6	41	3	20	4
June	37	0	30	4	44	6	46	4	44	4	36	4
July	28	11	32	6	44	7	31	4	27	4	15	6
August	40	5	42	4	29	5	15	3	12	5	13	3
September	34	4	46	4	31	6	31	3	35	2	24	4
October	46	6	50	5	44	5	46	6	44	7	26	9
November	30	4	44	6	43	5	3	4	14	5	11	5
December	13	9	38	5	37	5	4	5	6	4	16	2

Data for both family and singles is persons per month

Source: North Central Community Action Program, Inc. Housing Inventory Chart

COMMUNITY RESOURCE REFERRAL

- United Way's 2-1-1 is a valuable community program that has helped thousands of callers find the resources or referrals they need in just one phone call.
- Significant increase in 2019 due to 2-1-1 taking over responsibility of AARP TAX AIDE appointment scheduling from Marshfield Area United Way.
- 557 of the 1276 calls in 2019 were for AARP Tax Preparation assistance.

Please note: The number of Marshfield calls is for calls received through United Way's 2-1-1 phone system only. This number does not include referrals made through the Marshfield Area United Way office by phone or walk-in basis.

TOP FIVE 2-1-1 REFERRALS - CITY OF MARSHFIELD	
2019 - 1276	
1.	EMPLOYMENT & INCOME (AARP Tax Aide)
2.	HOUSING & SHELTER
3.	MENTAL HEALTH & ADDICTIONS
4.	UTILITY ASSISTANCE
5.	GOVERNMENT & LEGAL
2018 - 281	
1.	HOUSING & SHELTER
2.	MENTAL HEALTH & ADDICTIONS
3.	UTILITY ASSISTANCE
4.	GOVERNMENT & LEGAL SERVICES
5.	EMPLOYMENT & INCOME
2017 CALLS - 457	
1.	HOUSING
2.	INFORMATION SERVICES
3.	UTILITY ASSISTANCE
4.	FOOD/MEALS
5.	MENTAL HEALTH/ADDICTIONS
2016 CALLS - 353	
1.	RENT PAYMENT ASSISTANCE
2.	ELECTRIC SERVICE PAYMENT ASSISTANCE
3.	LOW INCOME HOUSING
4.	FOOD PANTRIES
5.	GENERAL COUNSELING SERVICES
2015 CALLS - 415	
1.	RENT PAYMENT ASSISTANCE
2.	FOOD PANTRIES
3.	ELECTRIC SERVICE PAYMENT ASSISTANCE
4.	HOUSING AUTHORITIES
5.	HOMELESS MOTEL VOUCHERS

Source: United Way's 2-1-1

SUMMARY

According to the Institute of Medicine's, *Improving Health in the Community*, "the health of a community has a tremendous impact on the function of its social systems and that the condition of the social and economic systems has a significant impact on the health of all who live in a community". Additionally, "many factors influence health and well-being in a community, and many entities and individuals in the community have a role to play in responding to community health needs".

This Vital Signs report takes into consideration many of the Institute of Medicine's proposed community health profile indicators. Over time, building on this information and studying additional indicators can help the community respond to needs by showing if strengths are being maintained, progress is being made, and when new problems are emerging.

NOTE ON DATA:

Every 10 years a census of the U.S. population is carried out. This is the only time that comprehensive and precise statistics about the population is collected. During the periods between each census, there is still a need to understand the size and characteristics of the population, therefore, estimates are issued by various agencies. Certain source data used in this report are based on such estimates.

Estimates are figures developed from calculations using existing data collected from various administrative sources. Their purpose is to provide data that is as close to the real, but unknown figures, as possible. Each set of estimates may follow slightly different methodologies and assumptions that may result in slight variations in the data.

Prepared by Ashley Winch
Executive Director
Marshfield Area United Way

INDICATOR SUMMARY

POPULATION

The most recent population estimate for the city of Marshfield is trending upward, but overall, the data estimates show a 1% growth in the past ten years.



CONSTRUCTION

New home construction is trending up the past several years in part to an incentive program implemented by the city of Marshfield.



HOUSING VALUE

The average sale price of a home in Marshfield continues to rise, increasing 40.6% since 2012.



FORECLOSURES

Overall Marshfield and Wood County foreclosures have decreased in past decade.



UNEMPLOYMENT

Wood County unemployment has declined by nearly 5.5% since 2010. 2018 was lowest rate in the county in the past decade.



INCOME

Median household income in Marshfield continues to lag behind the median household income at county, state and national levels, but the past couple of years have shown improvement in closing this gap.



ECONOMIC ASSISTANCE

Public assistance income recipients in the City of Marshfield is decreasing as were the W-2 participants until just recently.



FOOD INSECURITY

FoodShare program usage is at its lowest in ten years while the Free and Reduced Lunch participation and the NOW program have overall remained steady.



