

Brown County Area  
COMMUNITY LEADER SURVEY  
January 2016



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Your completion of this survey is completely voluntary. Your answers to the questions are also completely confidential and will only be released as summaries in which no individual response can be identified or linked back to you as a respondent. All of your contact information is kept in password-protected data files. After you have responded, your email address will be deleted from the mailing list and never connected to your answers. If you have questions about these procedures please contact Dr. Jamie Lynch, Executive Director, SNC Strategic Research Institute, at 920-403-2939. Questions concerning the LIFE Study should be directed to Amber Paluch, Greater Green Bay Community Foundation, 920-432-0800.

Q1 How long have you lived in the Brown County area?

Less than 1 year.....	1%
1-5 years .....	5
6-10 years .....	7
11-20 years .....	14
Over 20 years.....	47
All my life.....	25

Q2 Overall, how satisfied or dissatisfied are you with the quality of life in the Brown County area?

1 Very Dissatisfied.....	2%
2.....	1
3.....	1
4.....	1
5.....	0
6.....	1
7.....	10
8.....	35
9.....	35
10 Very Satisfied .....	15
99 Not Sure .....	0

Q3 In terms of the following aspects of life in the Brown County area, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Providing effective education	0%	4%	49%	45%	2%
Meeting the overall needs of the poor	5	34	53	5	3
Building a strong economy	1	21	65	12	1
Caring for vulnerable persons (like children, the elderly, and persons with disabilities)	5	28	52	10	5
The quality of the natural environment	4	15	60	21	0
The availability of recreation and leisure time opportunities	1	12	49	38	0
Meeting the health needs of residents	2	17	52	28	1
Living together as neighbors	2	21	56	21	0
The availability of arts and cultural opportunities	5	32	50	13	0
Providing for the safety of our residents	0	6	55	39	0

Q4 Thinking about the Brown County area overall, how would you rate Brown County...

	Poor	Fair	Good	Excellent	Not Sure
As a place to raise a family	0%	3%	32%	64%	1%
As a place for single adults	7	33	38	6	17
As a place to retire	5	25	50	16	4
As a place for people of minority racial, ethnic, religious or other cultural backgrounds	12	45	35	4	5
As a place for children and youth	1	7	51	41	0
As a place for young professionals	4	27	51	10	8
As a place for persons with disabilities	4	22	47	7	20

Q5 Overall, during the past TWO years how would you say the Brown County area has changed?

- The Brown County area has become a worse place to live.....4%
- The Brown County area has stayed about the same .....53
- The Brown County area has become a better place to live.....43

Q6 Generally speaking, considering where you would like to see the Brown County area in FIVE years, do you feel the Brown County area is currently headed in the WRONG DIRECTION or the RIGHT DIRECTION?

- Wrong Direction.....5%
- Right Direction.....76
- Not Sure ..... 19

Q7 What is your primary racial / ethnic group?

- Caucasian or White ..... 92%
- African American or Black ..... 1
- Native American .....2
- Asian or Pacific Islander .....1
- Hispanic or Latino.....1
- Multi-racial.....1
- Other, please specify \_\_\_\_\_ .....1

Q8 Which of the following age groups do you fall into?

18 - 24 years .....	0%
25 - 34 years .....	5
35 - 44 years .....	14
45 - 54 years .....	27
55 - 64 years .....	35
65 - 74 years .....	14
75 years or over .....	4

Q9 Are you...

Female .....	42%
Male .....	58

Q10 Which of the following areas best describes your primary field of work or the area you are most closely associated?

Government.....	13%
Business & Industry.....	27
Media .....	1
Health Care .....	7
Faith Community .....	2
Nonprofit (other than health care).....	25
Education .....	11
Retired.....	13
Not currently employed.....	1

Q11 Are you currently, or in the past five years, have you served in any of the following positions in the Brown County area:

CEO, owner or management team in business or industry .....	25%
CEO, Executive Director or management team of a nonprofit organization .....	26
Serve(d) as a member of the Board of Directors for a for-profit organization .....	11
Serve(d) as a member of the Board of Directors for a not-for-profit org .....	53
Serve(d) as an elected official .....	11
Serve(d) as a leader of a civic organization .....	13
Serve(d) on the management team of a public institution .....	12
Serve(d) the philanthropic community as a major donor .....	14
Serve(d) as a community volunteer but generally not as a leader.....	35
Other: Specify _____ .....	4
None of the above .....	0

Q12 If you could make THREE CHANGES in the Brown County area that would improve the quality of life in the next five years, what three changes would you make?

- Change 1
- Change 2
- Change 3

Q13 LIFE at Work

Thinking about economic issues in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Providing the infrastructure that businesses need (transportation, water, schools, etc.)	1%	15%	61%	22%	1%
Providing the quality of life features that attract businesses and employees to the area	2	24	61	12	1
Providing equal opportunities for women in the workplace	4	25	51	12	8
The progress of revitalizing downtown Green Bay	2	12	51	34	1
Attracting, cultivating, and rewarding talented young professionals	7	40	42	4	8
A place that is doing the things necessary to have a strong economy in the future	3	26	60	9	2
Retaining experienced professionals and workers	5	34	48	8	6

### Q14 LIFE of Learning

Thinking about educational opportunities in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Overall quality of K-12 schools	1%	8%	56%	31%	4%
Overall quality of higher education (technical schools and colleges)	0	3	43	54	0
Opportunities for continuing education for adults	1	7	51	39	2
Preparing workers that meet the community's employment needs	2	23	57	14	4
Investing needed resources to ensure quality education in the future	6	31	46	10	7
Providing quality affordable child care	9	29	32	5	25
Ensuring that all youth have opportunities to become involved in positive activities outside of school	6	32	43	11	9
Providing educational opportunities for English language learners	5	28	34	5	28

### Q15 LIFE of Self Sufficiency (Basic Needs)

Thinking about our ability to meet people's basic needs in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Promoting the economic well-being of the middle class	4%	27%	58%	10%	1%
Maintaining an adequate supply of affordable housing for lower income residents	16	31	33	5	16
Providing a public transportation system that meets the needs of low income residents	27	30	26	6	11
Addressing local problems that contribute to poverty or prevent its residents from becoming self-sufficient	16	45	27	4	8
Providing the services necessary to help the growing number of elderly stay in their homes	9	30	35	4	22

### Q16 LIFE in the Natural Environment

Thinking about environmental issues in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
The quality of air in Brown County	8%	27%	50%	13%	3%
Being proactive to address emerging environmental issues	10	31	47	7	7
Encouraging energy conservation by residents	11	36	43	5	5
Implementing policies for wise use and development of land in the region	10	31	45	3	12
The progress in cleaning up the Fox River in the Green Bay area	7	24	50	13	6
Encouraging business and industry to use "green" practices	10	33	38	7	12

### Q17 A Safe LIFE

Thinking about safety issues in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Implementing policies that help prevent crimes	2%	15%	64%	11%	8%
Preparing for unexpected major public safety threats like terrorism or a natural disaster	3	22	38	11	27
Providing quality emergency services	1	6	58	30	5
Preventing abuse or violence within homes	7	34	35	2	22
Providing safe and healthy environments for community members who have disabilities	3	21	46	5	26
Preventing gang activities	7	24	44	6	19

### Q18 A Healthy LIFE

Thinking about health-related issues in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Providing adequate health care to disadvantaged populations	8%	30%	35%	10%	17%
Helping people in the area adopt healthy lifestyles	7	36	44	10	4
Addressing the health needs of the growing elderly population	5	28	42	6	19
Promoting the responsible use of alcohol by residents	29	37	25	4	5
Collaboration by health providers, businesses, nonprofits, and governments to address important health care issues	7	28	45	13	7
Helping people in the area maintain good mental health	18	40	28	3	11
The quality of health care in Brown County	0	15	53	31	1

### Q19 LIFE of Recreation & Leisure

Thinking about opportunities for recreation and leisure, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Providing a variety of recreational and leisure opportunities for residents	1%	16%	55%	28%	0%
Providing recreation and leisure opportunities that are accessible to persons with disabilities	4	24	31	7	34
Providing recreational and leisure opportunities year round	5	32	47	17	0
Quality of community parks and playgrounds	1	8	54	37	0
Providing facilities for a variety of sports and recreational activities	1	13	52	33	1
Providing quality festivals, parades and community events	3	16	48	32	1



Q20 LIFE of Arts, Culture and Entertainment

Thinking about Arts, Culture and Entertainment, (including music, drama, visual arts and dance) how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Providing arts and cultural opportunities of interest to diverse population groups	7%	36%	42%	10%	4%
Attracting, cultivating, and rewarding creative people in the arts	11	40	34	7	9
Offering children and youth of all ages opportunities to engage in the arts or cultural offerings	5	38	38	10	9
Providing cultural resources and information through museums and other historical organizations	6	30	50	11	3
Providing affordable opportunities to attend dramatic and musical performances	9	32	45	9	5
Investing needed resources to ensure the continued viability of arts opportunities for residents	11	40	32	5	13

Q21 LIFE in the Community

Thinking about community life in general, how would you rate the Brown County area in terms of...

	Poor	Fair	Good	Excellent	Not Sure
Effectiveness of local governments	14%	35%	44%	7%	1%
Strength and vitality of nonprofit organizations	0	7	59	32	2
Transportation systems keeping up with the pace of growth in the area	20	34	29	9	8
Quality of library services	1	11	52	28	8
Providing ways that persons with disabilities and the elderly can remain involved in community life	3	26	33	4	33
Providing opportunities for spiritual growth for residents	1	13	44	30	13
Encouraging integration of residential diversity (e.g. income, racial/ethnic heritages, those with disabilities)	18	41	26	4	12

## Q22 Community Leadership

In this section we ask you to consider the effectiveness of leaders overall in the Brown County area across public and private sectors. Please indicate if you AGREE or DISAGREE with each statement.

	Strongly disagree	Moderately disagree	Moderately agree	Strongly agree	Not Sure
Leaders from different sectors (like business, government, education, faith, nonprofits, and others) collaborate to address important community issues.	3%	11%	54%	30%	2%
There is mutual respect among leaders from all sectors of the community.	10	25	48	17	0
Our leaders are doing the necessary things to strengthen the area in the long term.	4	20	58	17	1
Media presents good coverage of local issues and events.	6	21	47	26	0
The Brown County area is open to and encourages creative ideas.	7	28	48	12	5
There is growing tension between government and business.	7	37	29	10	18
Our leaders are proactive in addressing major problems.	8	27	54	8	3
Political polarization is making it more difficult to achieve progress.	4	16	33	42	6
Persons of color take on leadership roles in the community.	21	45	22	3	10
Women take on leadership roles in the community.	7	26	50	14	4

Q23 Current Affairs How much do you agree with the statement "I believe that I can have an impact on the decisions that are made by community leaders here in the Brown County area"?

Strongly agree	17%
Somewhat agree	61
Somewhat disagree	15
Strongly disagree	5
Not sure	2

Q24 Which of the following statements is closer to your own view: "Most people can be trusted" or "You can't be too careful about people"

Most people can be trusted	83%
You can't be too careful about people	12
Not sure	5

Q25 Do you have a personal relationship (friend, neighbor, colleague) with a person of a different race other than your own?

Yes	86%
No	13
Not sure	1

Q26 Do you believe the growing diversity in cultures in Brown County is having a positive impact, negative impact, or no impact at all in the county?

Positive	60%
Negative	13
No impact at all	9
Not sure	18

Q27 On your expected career path over the next 10 years, would you say that there are many, some, few, or no advancement opportunities for you in Brown County?

Many	12%
Some	41
Few	31
None	6
Not sure	11

The civility of political discourse has been a topic of discussion in many circles recently. By civil political discourse we mean the discourse among elected political leaders that is characterized by constructive engagement through thoughtful presentation of positions on issues, followed by deliberation, and decision-making carried out in a respectful manner by all involved.

Q28 How would you rate the level of civil political discourse among Brown County government elected officials?

Excellent.....2%  
 Good .....28  
 Not So Good.....34  
 Poor .....29  
 Not sure.....8

Q29 Over the past three years would you say the level of civil political discourse among Brown County government elected officials has gotten better, worse or stayed about the same?

Better .....15%  
 Worse.....28  
 About the Same.....49  
 Not sure.....8

Q30 How would you rate the level of civil political discourse among elected political leaders in the City of Green Bay?

Excellent.....1%  
 Good .....15  
 Not So Good.....33  
 Poor .....42  
 Not sure.....10

Q31 Over the past three years would you say the level of civil political discourse among elected political leaders in the City of Green Bay has gotten better, worse or stayed about the same?

Better .....6%  
 Worse.....42  
 About the Same.....43  
 Not sure.....10

Q32 How do you view each of the following: very negatively, negatively, positively, or very positively:

	Very negatively	Negatively	Positively	Very positively	Not Sure
Community Partnership for Children	0%	1%	39%	38%	22%
Achieve Brown County	0	1	38	28	32
Veterans Court	0	1	31	29	40
Drug Court	0	3	34	34	29
Packer's Titletown District development	1	5	42	46	6
LIVE 54218	0	3	31	27	40

Q33 Please rank the following in order of importance “1” would be the MOST helpful in moving Brown County forward and “4” the least?

- County-wide economic development plan
- Create a better plan for funding public infrastructure (transportation, roads, bridges)
- Create a better plan for funding public facilities (library, arena, museum, etc.)
- Recreational waterfront development plan along the river and bay
- Other \_\_\_\_\_
- Not sure

Q34 Future Priorities

Every community must address certain important issues in order to thrive in the future. Below is a list of possible challenges and opportunities that our leaders could choose to work on. Please indicate whether leaders they should place a low or high priority on each of the following issues. Please reserve “highest priority” for only a few items.

	Lower Priority	Moderate Priority	Highest Priority	Not Sure
Strengthening efforts to support the arts, cultural, and entertainment activities throughout the region	18%	67%	15%	0%
Expanding efforts to increase the number of jobs that pay higher wages in the region	2	35	63	0
Strengthening the education system at all levels	7	38	55	0
Expanding the number of housing opportunities available to households with low incomes	18	57	22	3
Expanding efforts to assist persons with low incomes to meet basic needs	14	54	31	1
Expanding efforts to create a community that is inclusive of minority racial, ethnic, religious, or other backgrounds	15	46	38	1
Expanding efforts to preserve the natural environment of the region (air, water, land)	12	53	35	0
Increasing collaboration between the private sector and other sectors (nonprofits, local governments, faith)	14	50	35	1
Increasing collaboration between regional partners to address important issues within the area	16	53	29	2
Promote workforce development for young professionals in the area	9	51	39	1
Expanding efforts to ensure healthy development for youth	11	61	27	1
Promoting healthy lifestyles of residents	17	52	31	0
Strengthening the infrastructure in the region (water system, transportation, physical structures)	12	50	37	1
Developing opportunities that are known to attract and retain young professionals to the area	9	47	43	1
Expanding efforts to meet the needs of the elderly	12	60	25	3
Expanding efforts to address issues of poverty	8	52	39	1
Expanding efforts to protect public safety in the region	17	55	28	0

Q35 In which of the following Brown County communities do you live?

Allouez .....	12%
Ashwaubenon.....	5
Bellevue .....	5
Denmark.....	2
City of De Pere .....	16
City of Green Bay .....	27
Ledgeview .....	5
Hobart .....	4
Oneida.....	1
Howard.....	7
Pulaski.....	2
Suamico .....	5
Wrightstown.....	1
Other _____ .....	8
Not sure.....	0
Refused.....	0

Q36 What is the highest level of education you have completed?

Less than a high school diploma.....	0%
Graduated from high school or GED.....	1
Some college or tech school.....	8
Graduated from college .....	43
Graduate or professional degree .....	48

Q37 What is your combined total family income before taxes?

Less than \$50,000 .....	4%
\$50,000 to less than \$75,000 .....	10
\$75,000 to less than \$100,000 .....	12
\$100,000 to less than \$125,000.....	13
\$125,000 to less than \$150,000.....	15
\$150,000 to less than \$175,000.....	9
\$175,000 to less than \$200,000.....	6
\$200,000 or more .....	20
Refused.....	10

Q38 What is the one most important action that community leaders must take to ensure that our community remains successful in the long term? You probably have many ideas which may or may not have been listed above. Please list the ONE thing that you feel is most important:

Q39 Is there anything else that you would like to say regarding the quality of life here in the Brown County area?

Q40 For confirmation purposes, what is your e-mail address? Your responses are COMPLETELY CONFIDENTIAL! Your e-mail address will only be used to help us follow-up with those who have not completed their survey. E-mail Address:

**Thank You for taking time to participate in this important community project!**