

# DATA INVENTORY REPORT

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This Data Inventory Report contains relevant demographic, housing, and economic trends and background information pertaining to transportation, facilities, and land use for the Village of West Milwaukee. This document will help to provide an understanding of the trends currently influencing development and redevelopment in West Milwaukee as well as how they may affect the Village in the future.

## EXECUTIVE SUMMARY AND DATA HIGHLIGHTS

Below is a summary of the most significant data points collected for the Data Inventory Report. Additional analysis and figures are included in the report that follows.

### Issues and Opportunities Identified

- Village population (4,200) has experienced little to no growth since 2000 (0% change), in a similar trend to surrounding communities and the County.
  - City of Cudahy (0% change)
  - City of West Allis (-1% change)
  - Village of Greendale (-1% change)
  - City of Greenfield (4% change)
  - City of Milwaukee (0% change)
  - Milwaukee County (2% change)
- Using seven different population projection calculations, it is estimated that the Village can expect to grow by between 0-380 new residents over the next 20 years. Using the same projections and not accounting for potential redevelopment projects, the number of projected households in 2040 is between 130-250 new households.
- The Village median age has decreased since 2000 (down to 35, from 36) and the percentage of the population over the age of 65 has also decreased (down to 9 percent, from 14 percent), while most surrounding communities, Milwaukee County, the state, and nation are all experiencing the opposite trends.
- Since 2000, the percentages of African American residents (now 19 percent, from 4 percent) and people of Hispanic or Latino origin (now 30 percent, from 12 percent) have increased, making the Village more diverse.
- Poverty has increased in the community for both families (15 percent of all families) and individuals (nearly a quarter of the population) since 2000. Additionally, over 40 percent of households in the Village are cost burdened, meaning that they spend greater than 30 percent of their total income on housing.

- In 2017, West Milwaukee’s household size was smaller (2.1 persons per household) compared to the City of Milwaukee (2.5 persons per household), Milwaukee County (2.4 persons per household), and the nation (2.5 persons per household).
- The number of owner-occupied housing units in West Milwaukee has been rising, (up to 41 percent in 2017, from 36 percent in 2000).
  - City of Cudahy (57 percent)
  - City of St. Francis (48 percent)
  - Village of Greendale (68 percent)
  - City of Milwaukee (42 percent)
  - Milwaukee County (50 percent)
- Since 2010, rent has increased in the Village (from \$588 per month, to \$754 per month), while monthly owner-occupied costs (from \$1,487 per month, to \$1,279 per month) and median owner-occupied unit values have decreased (from \$159,700, to \$135,300), which has been common across most of the state since the Recession.
- Median household income (\$35,250 in 2000 and \$35,286 now) and per capita income (\$18,396 in 2000 and \$22,578 now) have been relatively flat for the past 20 years. In all surrounding communities these metrics have gone up over that same time period.

## POPULATION AND DEMOGRAPHICS

Figure 1.1 provides a historical comparison of population trends in West Milwaukee and other surrounding communities. West Milwaukee’s population stayed consistent from 1990 to 2017 and in the last 17 years, there has been no change in the population. Other Milwaukee County communities have also showed slow population growth or decline. West Milwaukee’s land locked and developed status as well as influence from regional trends, has likely contributed to this population trend, however, future development opportunities, including higher-density housing alternatives, could generate population growth.

Figure 1.1 Regional Comparison: Population Trends, 1990 - 2017

	1990	2000	2010	2017	1990-2017 Change	2000-2010 Change	2000-2017 Change	2010-2017 Change
<b>Village of West Milwaukee</b>	<b>3,973</b>	<b>4,201</b>	<b>4,206</b>	<b>4,200</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
City of Cudahy	18,659	18,429	18,267	18,350	-2%	-1%	0%	0%
City of St. Francis	9,245	8,662	9,365	9,532	3%	8%	9%	2%
Village of Greendale	15,128	14,405	14,046	14,293	-6%	-3%	-1%	2%
City of Greenfield	33,403	35,476	36,720	37,082	10%	3%	4%	1%
City of West Allis	63,221	61,254	60,411	60,546	-4%	-1%	-1%	0%
City of Wauwatosa	49,366	47,271	46,396	47,687	-4%	-2%	1%	3%
City of Milwaukee	628,088	596,974	594,833	599,086	-5%	0%	0%	1%
Milwaukee County	959,275	940,164	947,735	956,568	0%	1%	2%	1%
Wisconsin	4,891,769	5,363,675	5,686,986	5,795,483	16%	6%	7%	2%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 1970-2010 Census.

Using the U.S. Census Bureau’s American Community Survey 2017 population estimates as a baseline, seven projection calculations were completed for the Village of West Milwaukee. Linear growth was determined by extrapolating the annual population growth over the given time period. While compounded growth was extrapolated based on the average annual percent change in population in that period. Additionally, the Wisconsin Department of Administration’s population projections are included. Based on these seven calculations, it is estimated that the Village can expect to grow by between 0-380 new residents over the next 20 years, as shown in Figure 1.2.

Projecting the population based on historic trends and also projecting the number of future households is important as the Village considers its existing and planned housing resources, land use, and public infrastructure. Household projections are shown in Figure 2.5 and are based on the population projections and the anticipated change in household size.

Figure 1.2 West Milwaukee: 20-Year Population Projections

Projection Method	2010*	2017**	2020	2025	2030	2035	2040
Compounded Growth 1990-2017 (2)	4,206	4,200	4,227	4,272	4,317	4,363	4,409
Compounded Growth 2000-2017 (2)	4,206	4,200	4,200	4,200	4,199	4,199	4,199
Compounded Growth 2010-2017 (2)	4,206	4,200	4,197	4,193	4,189	4,185	4,180
Linear Growth 1990-2017 (1)	4,206	4,200	4,225	4,267	4,309	4,351	4,393
Linear Growth 2000-2017 (1)	4,206	4,200	4,200	4,200	4,199	4,199	4,199
Linear Growth 2010-2017 (1)	4,206	4,200	4,197	4,193	4,189	4,185	4,180
WisDOA Population Projection	4,206	-	4,325	4,35	4,395	4,510	4,580

\*Source: U.S. Census Bureau, 1990-2010 Census.

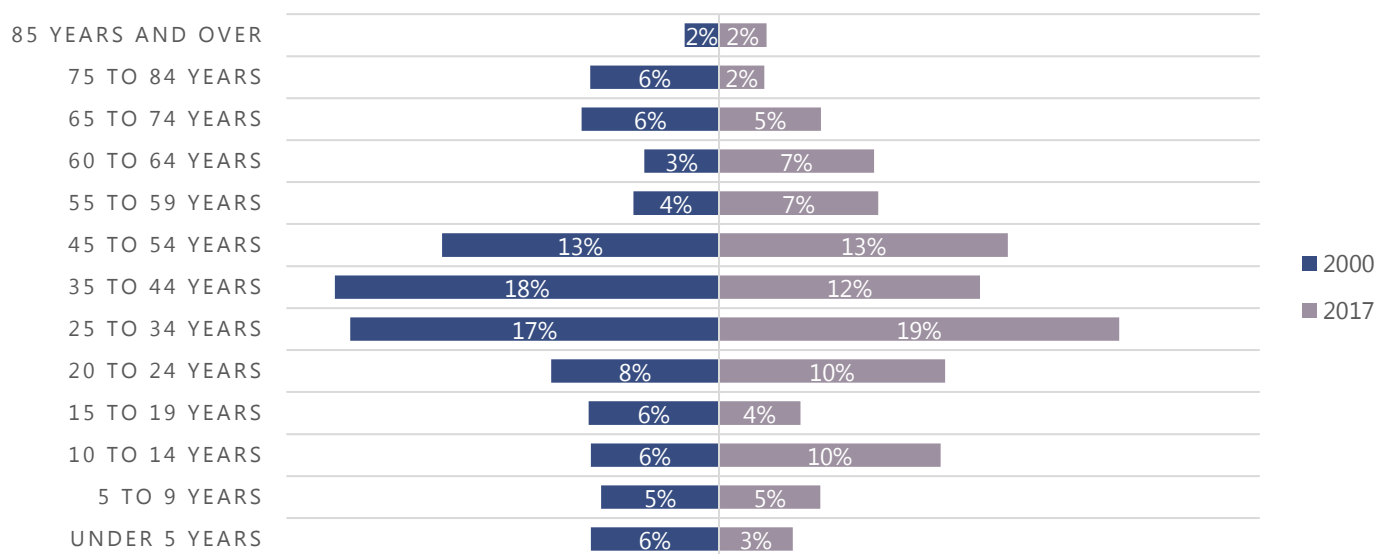
\*\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

Source: Wisconsin Department of Administration, 2013 population estimate.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Figure 1.3 West Milwaukee: Population Pyramid, 2000 - 2017



\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates; U.S. Census Bureau, 2000-2010 Census.

The population pyramid in Figure 1.3 illustrates the age distribution of West Milwaukee’s population over the last 17 years. West Milwaukee’s population is relatively young, with the largest proportions of residents in the young-adult to middle-age groups of 25 – 54 years old, in both 2000 and 2017. The proportion of senior residents has declined from 2000 to 2017, with just nine percent of the population over the age of 65. A younger population can be positive for the Village’s economy and workforce, however, adequate housing options and services for young adults and families are necessary to best serve these residents.

As shown in Figure 1.4, West Milwaukee has the lowest median age compared to other Milwaukee County peer communities. The younger median age and the large proportion of minors (residents under 18) suggest that West Milwaukee is an appealing community for families.

Understanding that 13 percent residents currently aged 45 to 54 will be seniors over 65 in 20 years, the Village should ensure that the community’s housing mix includes options for seniors, allowing these residents to age-in-place and remain in the community after they are no longer working or no longer desire or are able to manage the maintenance and expense of homeownership. The decreasing percentage of seniors reflected in the current population may be the result of older residents moving out of the Village after retirement when they cannot find suitable housing options in West Milwaukee.

Figure 1.4 Regional Comparison: Age Distribution

	Median Age			Percent Under 18			Percent Over 65		
	2000	2010	2017	2000	2010	2017	2000	2010	2017
<b>Village of West Milwaukee</b>	<b>36.1</b>	<b>34.7</b>	<b>34.7</b>	<b>21%</b>	<b>22%</b>	<b>21%</b>	<b>14%</b>	<b>10%</b>	<b>9%</b>
City of Cudahy	37.7	40.0	42.6	23%	22%	21%	16%	16%	18%
City of St. Francis	40.0	42.0	47.0	20%	26%	13%	18%	18%	20%
Village of Greendale	44.0	45.0	44.0	22%	22%	23%	20%	22%	23%
City of Greenfield	42.0	44.0	43.0	19%	18%	19%	21%	21%	21%
City of West Allis	38.0	38.0	38.0	21%	20%	20%	17%	15%	15%
City of Wauwatosa	39.0	40.0	38.0	23%	22%	22%	18%	17%	17%
City of Milwaukee	31.0	30.0	31.0	29%	27%	26%	11%	9%	10%
Milwaukee County	34.0	34.0	35.0	26%	25%	24%	13%	12%	13%
Wisconsin	36.0	38.5	39.2	26%	24%	23%	13%	14%	16%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

While the population totals in West Milwaukee have remained stable over the last 17 years, the community’s population has become more diverse. As shown in Figure 1.5, since 2000, the proportions of African American residents (now 19 percent, from 4 percent) and people of Hispanic or Latino origin (now 30 percent, from 12 percent) have increased by 15 percent or more.

Figure 1.5 West Milwaukee: Race and Ethnicity, 2000 – 2017

Race or Ethnicity	2000	2010	2017
White	84%	69%	71%
African American	4%	10%	19%
American Indian	1%	1%	1%
Asian	3%	3%	3%
Other	6%	12%	6%
Two or More	3%	4%	1%
Hispanic or Latino	12%	25%	30%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

Figure 1.6 shows that the number of residents in poverty has increased in West Milwaukee in the last 17 years. Poverty among both families and individuals has doubled. Additionally, the unemployment rate is five percent higher than it was in 2000, suggesting that some in West Milwaukee have not fully recovered from the Recession in 2008, even as the national economy and employment rate have improved.

Figure 1.6 West Milwaukee: Poverty Rates, 2000 – 2017

	2000	2010	2017
Unemployment Rate	4%	5%	9%
Families in Poverty	8%	5%	16%
Individuals in Poverty	12%	15%	24%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

These economic conditions are further illustrated in Figure 1.7. The Village has the lowest median income in the Milwaukee area at \$35,286. Additionally, its median income is at almost the exact level it was in 2000. This income stagnation is unique in the region as all other communities shown saw an increase in the median income from 2000 to 2017.

Figure 1.7 Regional Comparison: Median Household Income, 2000 – 2017

	Median Household Income			Per Capita Income		
	2000	2010	2017	2000	2010	2017
<b>Village of West Milwaukee</b>	<b>\$35,250</b>	<b>\$37,398</b>	<b>\$35,286</b>	<b>\$18,396</b>	<b>\$22,062</b>	<b>\$22,578</b>
City of Cudahy	\$39,801	\$47,500	\$50,923	\$19,615	\$23,587	\$26,308
City of St. Francis	\$36,654	\$46,075	\$40,116	\$21,837	\$26,409	\$28,591
Village of Greendale	\$54,807	\$59,233	\$64,714	\$28,363	\$33,118	\$34,576
City of Greenfield	\$43,952	\$50,637	\$54,973	\$23,755	\$28,393	\$32,816
City of West Allis	\$39,262	\$44,136	\$47,669	\$20,914	\$24,464	\$27,194
City of Wauwatosa	\$54,519	\$64,574	\$72,929	\$28,834	\$36,129	\$41,369
City of Milwaukee	\$32,216	\$35,921	\$38,289	\$16,181	\$18,884	\$21,627
Milwaukee County	\$37,879	\$43,215	\$46,784	\$19,939	\$23,740	\$26,933
Wisconsin	\$43,791	\$54,598	\$56,759	\$21,271	\$26,624	\$30,557

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

## HOUSING AND NEIGHBORHOODS

Figure 2.1 shares a number of household characteristics, including housing tenure in the Village. West Milwaukee has seen a slight increase in its homeownership rate since 2000, with 41 percent of homes in the Village being owner-occupied, up from 36 percent. This suggests that 59 percent of households in the Village are renters. The table also shows that the Village has the lowest homeownership rate of area communities analyzed and is lower than the county rate of 50 percent.

These characteristics can have an impact on West Milwaukee’s neighborhoods and the Village may explore program options for increasing homeownership and ensuring the quality of rental properties.

Figure 2.1 Regional Comparison: Household Characteristics, 2000 – 2017

	Total Households			Owner-Occupied Housing Units			Average Household Size		
	2000	2010	2017	2000	2010	2017	2000	2010	2017
<b>Village of West Milwaukee</b>	<b>2,059</b>	<b>1,979</b>	<b>1,970</b>	<b>36%</b>	<b>35%</b>	<b>41%</b>	<b>2.00</b>	<b>1.90</b>	<b>2.10</b>
City of Cudahy	7,888	8,059	7,434	60%	61%	57%	2.32	2.26	2.46
City of St. Francis	4,050	4,494	4,687	52%	51%	48%	2.11	2.00	1.99
Village of Greendale	6,011	6,075	5,964	70%	68%	68%	2.38	2.30	2.39
City of Greenfield	15,697	16,860	16,618	60%	59%	58%	2.20	2.10	2.19
City of West Allis	27,604	29,353	27,565	58%	56%	53%	2.19	2.17	2.17
City of Wauwatosa	20,388	20,435	20,395	68%	65%	62%	2.30	2.20	2.30
City of Milwaukee	232,188	230,221	230,463	45%	44%	42%	2.50	2.49	2.53
Milwaukee County	377,729	383,591	382,027	53%	51%	50%	2.40	2.40	2.44

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

West Milwaukee’s housing mix and age of housing stock are shown in Figures 2.2 and 2.3. Housing in the Village is predominately single-family and two-family homes (58 percent, cumulatively). West Milwaukee’s housing stock is also older, with very few units built in the last 17 years. The majority of the housing in West Milwaukee (51 percent, cumulatively) is between 50 and 80 years old. Maintenance and updates to older housing will be key to maintaining appealing neighborhoods that can attract new residents and support existing households.

Figure 2.2 West Milwaukee: Housing Units by Type, 2000 – 2017

	2000	2010	2017
Single Family	611	532	727
Two Family	605	388	423
3-4 Units	193	200	126
5-9 Units	224	399	274
10+ Units	567	676	420

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

Figure 2.3 West Milwaukee: Age of Housing as a Percent of Total Housing Stock, 2017

Year Built	Units	Percentage
2010 or later	25	1%
2000-2009	25	1%
1990-1999	149	7%
1980-1989	57	3%
1970-1979	76	3%
1960-1969	327	15%
1950-1959	391	18%
1940-1949	403	18%
1939 or earlier	760	34%
<b>Total</b>	<b>2,213</b>	

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Housing in West Milwaukee is less expensive than in other communities in the area, potentially making it attractive to residents looking to take advantage of its prime regional location at an affordable price. As shown in Figure 2.4, housing costs for renters and homeowners are lower than several local communities: the median gross rent in the Village is \$754, while median monthly costs for homeowners with a mortgage is \$1,279. The median home value in West Milwaukee is \$135,300 and the Village has a higher vacancy rate than the County at 11 percent.

Figure 2.4 Regional Comparison: Household Costs, 2000 – 2017

	Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units			Housing Units Vacant		
	2000	2010	2017*	2000	2010	2017*	2000	2010	2017*	2000	2010	2017*
<b>Village of West Milwaukee</b>	<b>\$505</b>	<b>\$588</b>	<b>\$754</b>	<b>\$1,072</b>	<b>\$1,487</b>	<b>\$1,279</b>	<b>\$88,000</b>	<b>\$159,700</b>	<b>\$135,300</b>	<b>6%</b>	<b>8%</b>	<b>11%</b>
City of Cudahy	\$542	\$750	\$789	\$1,000	\$1,392	\$1,347	\$106,200	\$159,600	\$146,700	5%	7%	9%
City of St. Francis	\$490	\$636	\$725	\$956	\$1,396	\$1,356	\$95,400	\$160,700	\$149,000	3%	7%	9%
Village of Greendale	\$662	\$836	\$892	\$1,254	\$1,635	\$1,590	\$147,100	\$215,300	\$199,700	3%	4%	4%
City of Greenfield	\$659	\$787	\$925	\$1,160	\$1,545	\$1,475	\$125,500	\$186,400	\$169,500	3%	5%	6%
City of West Allis	\$571	\$718	\$794	\$1,013	\$1,434	\$1,367	\$99,200	\$160,700	\$139,800	4%	7%	6%
City of Wauwatosa	\$702	\$891	\$1,002	\$1,218	\$1,767	\$1,718	\$138,500	\$231,300	\$227,200	3%	5%	5%
City of Milwaukee	\$527	\$736	\$822	\$863	\$1,347	\$1,303	\$79,600	\$140,000	\$115,800	7%	10%	11%
Milwaukee County	\$555	\$752	\$844	\$1,013	\$1,468	\$1,441	\$103,200	\$165,700	\$150,300	6%	8%	9%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

As previously discussed, 20-year household projections were calculated based on population projections and the Wisconsin Department of Administration’s projections for household size in West Milwaukee. In line with national trends, the household size in West Milwaukee is expected to decrease by 2040.

Figure 2.5 West Milwaukee: 20-Year Household Projections

	2010	2017	2020	2025	2030	2035	2040
Compounded Growth 1990-2017 (1)	1,979	1,970	1,651	1,682	1,720	1,752	1,785
Compounded Growth 2000-2017 (1)	1,979	1,970	1,641	1,653	1,673	1,686	1,700
Compounded Growth 2010-2017 (1)	1,979	1,970	1,640	1,651	1,669	1,681	1,692
Linear Growth 1990-2017 (2)	1,979	1,970	1,650	1,680	1,717	1,748	1,779
Linear Growth 2000-2017 (2)	1,979	1,970	1,641	1,653	1,673	1,686	1,700
Linear Growth 2010-2017 (2)	1,979	1,970	1,640	1,651	1,669	1,681	1,692
WisDOA Household Size	2.63	-	2.56	2.54	2.51	2.49	2.47

\*Source: U.S. Census Bureau, 1990-2010 Census.

\*\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

Source: Wisconsin Department of Administration, 2013 population estimate.

1. Extrapolated based on the average annual population change over the given years.

2. Extrapolated based on the average annual percent change over the given years.

Figure 2.6. West Milwaukee: Housing Cost Burden as Percentage of Total Households, 2015

Housing Costs as Percent of Household Income	West Milwaukee	Milwaukee County	Wisconsin
Less than 30% of Income	56%	59%	70%
Between 30% and 50% of Income	18%	19%	17%
More than 50% of Income	22%	19%	13%

Source: U.S. HUD 2018 CHAS data calculated using ACS 2011-15

## TRANSPORTATION

Wisconsin Department of Transportation traffic counts from 2008 to 2017, Figure 3.1, show an increase in traffic on Greenfield Avenue. Beloit Road has also seen increased traffic, based on data available.

Figure 3.1 West Milwaukee: Traffic Counts on Major Streets, 2008 – 2017

	2008	2011	2014	2017
Miller Park Way (between Greenfield Ave and Mitchell Street)	56,900	41,800	33,700	39,900
National Avenue (between Miller Park Way and 50th Street)	13,600	30,100	18,400	11,500
Greenfield Avenue (between Beloit Road and Miller Park Way)	10,200	10,600	11,700	12,700
Burnham Street (between Electric Ave and Miller Park Way)	7,700	9,700	9,600	10,100
Lincoln Avenue (between Miller Park Way and 38th Street)	16,000	No data	16,500	No data
Beloit Road (between 53rd Street and 52nd Street)	No data	No data	8,300	10,700

Source: WisDOT

## LAND USE

Total equalized value expresses the total estimate of the fair market value of all property within the Village of West Milwaukee. The total equalized value in West Milwaukee is approximately \$374 million, a 50 percent increase from 2000. When looking at specific land uses, the value of commercial property has significantly increased (71 percent) over the last 17 years. This likely reflects the substantial development of high-quality commercial businesses along the Miller Park Way corridor. However, residential and industrial property have declined in value since 2010, possibly due to business relocations and closures.



Commercial, residential, and manufacturing property assessments include both land values and the value of the improvement, or building, on the property.

Figure 4.1 West Milwaukee: Equalized Value by Land Use, 2000 – 2018

	2000	2005	Total 2010	2015	2018	2000-2018 Change	2010-2018 Change
Total Equalized Value	\$188,050,700	\$304,861,700	\$347,167,400	\$362,669,100	\$374,321,100	50%	7%
Commercial	\$55,851,300	\$112,005,200	\$150,319,900	\$177,995,400	\$195,942,600	71%	23%
Residential	\$79,101,900	\$113,562,700	\$113,852,400	\$102,879,100	\$107,441,700	26%	-6%
Manufacturing	\$33,320,100	\$58,738,700	\$55,263,200	\$49,489,000	\$47,243,800	29%	-17%
Personal Property	\$19,777,400	\$20,555,100	\$27,731,900	\$29,219,500	\$23,693,000	17%	-17%
Agricultural	\$ -	\$ -	\$ -	\$ -	\$ -		

Source: Wisconsin Department of Revenue

## ECONOMIC DEVELOPMENT

Educational attainment among residents in the Village has remained relatively steady over the last 17 years. Eighty-three percent of residents have a high school degree or higher, while 20 percent of residents have a bachelor’s degree or higher. The rate of college educated residents has increased by 5 percent since 2000.

Figure 7.1 Regional Comparison: Educational Attainment, 2000 – 2017

	High School Graduate or higher			Bachelor’s Degree or higher		
	2000	2010	2017	2000	2010	2017
<b>Village of West Milwaukee</b>	<b>76%</b>	<b>85%</b>	<b>83%</b>	<b>15%</b>	<b>18%</b>	<b>20%</b>
City of Cudahy	82%	86%	90%	14%	20%	22%
City of St. Francis	85%	86%	90%	14%	25%	31%
Village of Greendale	91%	94%	97%	37%	39%	40%
City of Greenfield	85%	89%	92%	20%	25%	30%
City of West Allis	83%	89%	91%	16%	20%	24%
City of Wauwatosa	93%	95%	97%	48%	51%	60%
City of Milwaukee	75%	80%	83%	18%	21%	24%
Milwaukee County	80%	85%	87%	24%	27%	30%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

The workforce in West Milwaukee is diverse and evenly spread across industries. The Management, business, science and arts, and production, transportation, and materials moving industries each represent nearly 30 percent of the labor force. These employees live in West Milwaukee but may work at businesses and firms outside of the Village.

Figure 7.2 West Milwaukee: Employment by Industry, 2000 – 2017

	Percent of Labor Force		
	2000	2010	2017
Management, business, science, and arts	21%	29%	28%
Production, transportation, and materials moving	23%	19%	27%
Sales and office	26%	20%	19%
Service	20%	23%	15%
Natural resources, construction, and maintenance	11%	10%	10%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.

West Milwaukee’s central regional location and connection to major transportation infrastructure enable residents of the Village to work in businesses across the county. Therefore, considering the County’s largest employers is impactful for West Milwaukee as many of their residents are likely employed at these companies.

Figure 7.3 Milwaukee County: Largest Employers

Company Name	Employees	Industry
Advocate Aurora Health	27,600	Health Care
Froedtert Health	11,800	Health Care
Ascension Wisconsin	8,700	Health Care
GE Healthcare	6,000	Health Care
Northwestern Mutual	5,600	Insurance
Medical College of Wisconsin	5,400	Medical School
Children’s Hospital and Health System	5,170	Health Care
Rockwell Automation	4,000	Technology
U.S. Bank	3,700	Financial Services
AT&T Wisconsin	3,500	Communications
BMO Harris	3,400	Financial Services
WEC Energy Group	3,300	Utility
Harley-Davidson Inc.	2,700	Manufacturing
Johnson Controls	2,600	Technology
Potawatomi Bingo Casino	2,600	Casino
Briggs and Stratton Corp.	1,555	Manufacturing
MillerCoors	1,400	Manufacturing

Source: Discover Milwaukee, 2019

Looking to the future, some industries are expected to grow in West Milwaukee – hiring more employees and altering future demand for skills and training among the workforce. The Wisconsin Department of Workforce Development projects that by 2026 higher skilled occupations in Personal Care and Service and Computer and Mathematical will increase by 15 percent and 11 percent, respectively. Critical to West Milwaukee, given the distribution in the current workforce (as shown in Figure 7.2) Production Occupations are projected to decrease by 8 percent.

Figure 7.4 Milwaukee County: Projected Employment by Industry

Occupation	2016 Employment	2026 Projected Employment	Numeric Change	Percent Change
Management Occupations	31,565	34,559	2,994	9%
Business and Financial Operations Occupations	33,295	35,841	2,546	7%
Computer and Mathematical Occupations	14,522	16,375	1,853	11%
Architecture and Engineering Occupations	8,339	8,666	327	4%
Life, Physical, and Social Science Occupations	2,603	2,788	185	7%
Community and Social Service Occupations	11,412	12,030	618	5%
Legal Occupations	5,333	5,592	259	5%
Education, Training, and Library Occupations	32,852	34,399	1,547	4%
Arts, Design, Entertainment, Sports, and Media Occupations	10,379	11,404	1,025	9%
Healthcare Practitioners and Technical Occupations	37,343	38,771	1,428	4%
Healthcare Support Occupations	13,580	14,137	557	4%
Protective Service Occupations	12,069	11,974	-95	-1%
Food Preparation and Serving Related Occupations	42,486	44,463	1,977	4%
Building and Grounds Cleaning and Maintenance Occupations	15,208	15,032	-176	-1%
Personal Care and Service Occupations	38,163	44,994	6,831	15%
Sales and Related Occupations	42,151	42,041	-110	0%
Office and Administrative Support Occupations	72,361	70,335	-2,026	-3%
Farming, Fishing, and Forestry Occupations	1,861	1,779	-82	-5%
Construction and Extraction Occupations	11,221	12,017	796	7%
Installation, Maintenance, and Repair Occupations	15,200	15,493	293	2%
Production Occupations	40,192	37,146	-3,046	-8%
Transportation and Material Moving Occupations	30,108	31,124	1,016	3%

Source: Wisconsin Department of Workforce Development

West Milwaukee is centrally located in the region and has access to numerous employment opportunities. Its affordability, destinations, and amenities make it an appealing place for people to live while easily accessing work in other communities. Figure 7.5 describes the commuting data of residents in the Village. Residents have a short commute, with an average travel time to work of 22 minutes, further illustrating West Milwaukee’s convenient location. The vast majority, 83 percent, of residents drive alone. This has important impacts on regional air quality, traffic congestion, and road conditions. Just 4 percent of West Milwaukee residents use public transportation, in this case Milwaukee County Transit System, to get to work. This may suggest a need to improve access to transit opportunities and better promote ridership.

Figure 7.5 West Milwaukee: Commuting Time and Mode, 2000 – 2017

	2000	2010	2017
Mean travel time to work (min.)	21	20	22
<b>Mode of Transportation to Work</b>			
Drive Alone	77%	74%	83%
Carpool	8%	12%	6%
Public Transportation	7%	3%	7%
Walk	6%	7%	4%

\*Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Source: U.S. Census Bureau, 2000-2010 Census.