

# Chapter 2

## ISSUES AND OPPORTUNITIES

The Issues and Opportunities element covers a variety of city-wide information including past planning activities, existing conditions, and demographic trends.

### VISION STATEMENT

Based on discussions throughout the planning process, the following vision statement has been created to guide this Comprehensive Plan:

*Promote redevelopment opportunities that maintain and enhance the city's cultural and physical environment while encouraging sustainable development practices.*

Maintenance of the physical and cultural characteristics in West Allis requires an understanding of existing sites and structures, and the community's perspective on its identity. Establishing policies on sustainable

development shall include an assessment of the quality of open space, stormwater management, infrastructure, energy efficiency, and green building standards. The vision statement includes these specific facets in order to highlight the overall goals heard throughout the comprehensive planning process.

### Summary of Demographic Considerations

The preceding analysis of demographics in the City of West Allis suggests the following:

1. The City should continue to emphasize the retention of the employment base by providing housing and amenities for all family types and ages;
2. The City should continue to focus on the retention and attraction of individuals age 20 to 34, which will provide a stabilizing force as the population continues to age;



3. The City should foster opportunities for the population to obtain advanced degrees by encouraging the local business community to support continuing education efforts;
4. The City should support the existing public transportation network and expand alternative transportation opportunities in an effort to assist the commuting workforce;
5. The City should aggressively promote West Allis as an ideal location to a variety of industries in order to secure jobs for the local and regional workforce.

Recommendations made throughout this Plan shall build upon these demographic considerations.

## DEMOGRAPHICS

Demographic data, trends, and projections are critical tools in gaining an understanding of community composition, insight about the past and future housing markets, and potential commercial markets based on demographic trends. The following data describe the demographic composition of the City of West Allis based on American Community Survey (ACS) 2005-2007 estimates. In addition, adjacent municipalities are included to illustrate the dynamics and trends in surrounding communities. Municipalities that abut West Allis include the Cities of Brookfield, Greenfield, Milwaukee, New Berlin, and Wauwatosa, and the Village of West Milwaukee. The demographic

analysis includes Greenfield, Milwaukee, New Berlin, Wauwatosa, and Milwaukee County.

The ACS released its first set of multi-year estimates based on ACS data collected from 2005 through 2007. These three-year estimates are available only for geographic areas with a population of 20,000 or more. The ACS collects and produces population and housing information every year instead of every ten years, which is reserved for the Census. About three million housing unit addresses are selected annually from across every county in the nation. Collecting data every year provides more up-to-date information, but yearly estimates are reserved for geographic areas with a population of 65,000 or more.

The 2005-2007 estimates are limited in reporting capabilities due to the nature of being a sample. This restriction should be noted when reviewing the 3-year ACS estimates for West Allis.

### Population

The City of West Allis has decreased in population over the last 30 years, following the same pattern as Milwaukee County (Figure 2-1). The largest percent change in population for both the City and the County occurred between 1970 and 1980, with decreases of -10.7% and -8.5% respectively. Other cities and villages in Milwaukee County experienced similar decreases over those decades, with the exception of the City of Greenfield.

Among the comparison cities that border West Allis, the City of Milwaukee maintains the highest population at 584,007, while the City of Greenfield has the lowest with 37,276 residents. The City of West Allis is estimated to have a current population of 61,854.

Although the long-term trend has shown a decrease in population, recent building trends in West Allis show a slight population increase. The ACS estimates a 1% population increase between 2000 and 2005-2007, which supports the trend of people moving to West Allis due to current housing projects and the availability of affordable housing choices. Recent projects include apartments, townhomes, and senior housing units.

### DOA Population Projection

The estimates and projections shown in Figure 2-2 are provided by the Wisconsin Department of Administration (DOA). They are based on the 2000 Census data, and therefore do not reflect actual population increases of 2005-2007. The DOA estimate for the City in 2005 was estimated at 60,460, lower than the estimate provided by the ACS (61,854 as shown in Figure 2-1). DOA population projections for West Allis align with projections for the County as a whole, with expected losses in population. Exceptions in this analysis include the City of Greenfield and the City of New Berlin, both are expected to grow between 2000 and 2030.

Figure 2-1. POPULATION

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
1970	71,649	-	1,054,249	-	24,424	-	717,372	-	26,910	-	58,676	-
1980	63,982	-10.7%	964,988	-8.5%	31,353	28.4%	636,295	-11.3%	30,529	13.4%	51,308	-12.6%
1990	63,221	-1.2%	959,275	-0.6%	33,403	6.5%	628,088	-1.3%	33,592	10.0%	49,366	-3.8%
2000	61,254	-3.1%	940,164	-2.0%	35,476	6.2%	596,974	-5.0%	38,220	13.8%	47,271	-4.2%
2005-2007 Estimate	61,854	1.0%	951,026	1.2%	37,276	5.1%	584,007	-2.2%	37,358	-2.3%	50,173	6.1%

Source: U.S. Census Bureau 2005-2007 American Community Survey

## West Allis Proposed Population Projection

Since the City has shown a recent increase in population, amounting to .19% annual growth between 2000 and 2005, continues to experience new housing development, and the school district is projecting an increase in enrollment of more than 170 students (Figure 5-3) over the next five years, the City is proposing an Alternative Population Projection through 2030 showing stabilized growth (Figure 5-5). The methodology

for this alternative projection includes an analysis of eleven years of City building permits multiplied by the average household size, which has amounted to .33% annual growth (Figure 5-4). This continuation of recent growth is justified by affordable housing trends, population diversification, and the WI DOA's county-wide population projections. The Wisconsin DOA has noted that Milwaukee County is projected to reverse its losses of recent decades with steady population growth through 2030, largely due to natural increase.

This inclusive approach, with localized knowledge, has been used to project the population over the next 20 years. The approach incorporates a slight decrease to account for individuals leaving the City. These figures do not take into account proposed redevelopments within this Plan, and should be updated as new housing development data are available.

Figure 2-2. DOA POPULATION PROJECTIONS

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change	Total	% Change
2000	61,254	-	940,164	-	35,476	-	596,974	-	38,220	-	47,271	-
2005	60,460	-1.3%	938,497	-0.2%	36,140	1.9%	592,193	-0.8%	39,041	2.1%	46,263	-2.1%
2010	59,541	-1.5%	929,208	-1.0%	36,914	2.1%	582,566	-1.6%	39,882	2.2%	45,160	-2.4%
2015	59,143	-0.7%	928,077	-0.1%	38,017	3.0%	578,030	-0.8%	40,791	2.3%	44,450	-1.6%
2020	58,547	-1.0%	923,910	-0.4%	39,010	2.6%	571,564	-1.1%	41,682	2.2%	43,588	-1.9%
2025	57,463	-1.9%	912,020	-1.3%	39,674	1.7%	560,325	-2.0%	42,457	1.9%	42,363	-2.8%
2030	55,838	-2.8%	891,445	-2.3%	39,938	0.7%	543,826	-2.9%	43,050	1.4%	40,745	-3.8%
Net		-8.8%		-5.2%		12.6%		-8.9%		12.6%		-13.8%

Source: U.S. Census Bureau, 2000 & WI DOA

Figure 2-3. SCHOOL DISTRICT ENROLLMENT

West Allis-West Milwaukee School District Enrollment Study														
5-Year History and Forecast														
	School District of West Allis - West Milwaukee, et al.										Forecast			
	History													
	04-05	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15			
Spec Ed	76	79	74	89	78	46	50	50	50	50	50			
4K	372	376	351	356	406	454	450	450	450	450	450			
K	606	553	578	538	544	617	593	618	676	658	663			
1	549	585	546	579	539	567	608	584	608	666	647			
2	513	512	579	531	590	548	558	598	575	599	655			
3	512	500	514	585	547	587	550	560	600	577	601			
4	583	511	527	520	598	571	597	559	570	610	587			
5	610	591	507	527	525	619	571	597	559	569	610			
6	586	620	605	529	535	552	629	580	607	568	579			
7	619	573	632	606	536	548	557	635	586	612	573			
8	699	629	591	635	618	547	559	568	648	598	625			
9	881	830	792	695	800	768	674	689	700	798	736			
10	790	843	847	771	690	809	739	649	663	674	769			
11	719	764	822	817	785	668	792	724	636	650	661			
12	760	732	776	814	837	789	676	802	733	643	658			
Total	8,855	8,698	8,741	8,592	8,628	8,690	8,604	8,664	8,661	8,723	8,864			
Change		(157)	43	(149)	36	62	(86)	60	(3)	62	141			

Source: West Allis-West Milwaukee School District

Figure 2-4. ESTIMATED POPULATION INCREASE BY HOUSING UNITS CONSTRUCTED

Year	Units	Avg Household Size, 2005-2007	Estimated Population Increase
1997	229	2.23	511
1998	76	2.23	169
1999	14	2.23	31
2000	23	2.23	51
2001	37	2.23	83
2002	56	2.23	125
2003	94	2.23	210
2004	14	2.23	31
2005	16	2.23	36
2006	89	2.23	198
2007	108	2.23	241
2008	246	2.23	549
Total	1,002		2,234

Source: City of West Allis, Building Inspections & Neighborhood Services, 2009

Figure 2-5. WEST ALLIS PROPOSED POPULATION PROJECTIONS

	Population Change	Population Projection	% Change
1970	71,649		
1980	63,982		-10.7%
1990	63,221		-1.2%
2000	61,254		-3.1%
2005	61,854	61,854	0.98%
2010		63,048	1.93%
2015		64,498	2.30%
2020		65,946	2.24%
2025		66,546	0.91%
2030		67,290	1.12%

Source: City of West Allis

## Age

The majority of West Allis residents fall within the 35 to 54 age range, which holds true for all bordering cities and Milwaukee County (Figure 2-6). The median age in West Allis is 41.0, which is higher than the median age for surrounding geographies except for the Cities of Greenfield and New Berlin. The City has a slightly lower percentage of persons in the 20 to 34 age range in comparison with the City of Milwaukee and Milwaukee County, but has a larger percentage of this age range than the Cities of Greenfield, New Berlin, and Wauwatosa. Maintaining a higher percentage of individuals age 20 to 34 will be increasingly important as they represent first-time homebuyers and professional wage earners.

## Race and Ethnicity

Of the estimated 61,854 individuals currently in West Allis, approximately 4,981 persons (7.9%) are Hispanic or of Latino origin (Figures 2-7 through 2-9). In 1990, the corresponding percentage of Hispanic or Latino persons was only 806, or 1.27%. This rise in diversity mirrors similar trends seen throughout the county, which itself rose from 4.37% Hispanic or Latino in 1990 to 11.17%, according to 2005-2007 estimates. Neighboring municipalities within the region all witnessed this trend as well.

The City of West Allis and the surrounding region should be cognizant of their growing diversification and plan accordingly. Increasing demographic diversity can offer numerous opportunities, including the development of new businesses and consumer bases. The creation

of small or start-up enterprises aimed at serving the City's growing diversity can take advantage of the City's available density and urban infrastructure. In particular, growing diversification and market demands often lead to business opportunities centered on sectors relating to food, entertainment, fashion, communication and technology.

Working together, the creative capital of diverse stakeholders can lead to new ideas and solutions to today's realities; whereas, avoidance and isolation can produce the opposite outcome. Quality development and civic appreciation need not occur along demographic divides. The City, its citizens and business community should look for ways to embrace diversity with respect and optimism, in order to advance West Allis as a quality community.

Figure 2-6. AGE

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
0-9	7,395	12.0%	138,200	14.5%	3,577	9.6%	92,054	15.8%	4,207	11.3%	6,913	13.8%
10-19	6,818	11.0%	138,420	14.6%	3,838	10.3%	93,386	16.0%	4,693	12.6%	5,928	11.8%
20-34	12,004	19.4%	191,823	20.2%	6,572	17.6%	132,857	22.7%	5,058	13.5%	8,753	17.4%
35-54	19,760	31.9%	276,924	29.1%	10,869	29.2%	159,796	27.4%	12,607	33.7%	15,422	30.7%
55-64	6,357	10.3%	93,426	9.8%	4,659	12.5%	50,309	8.6%	5,485	14.7%	5,631	11.2%
65-84	7,841	12.7%	94,383	9.9%	6,380	17.1%	47,517	8.1%	4,676	12.5%	5,499	11.0%
85+	1,679	2.7%	17,850	1.9%	1,381	3.7%	8,088	1.4%	632	1.7%	2,027	4.0%
Median Age	41.0	-	35.4	-	44.5	-	32.0	-	44.2	-	40.4	-

Source: U.S. Census Bureau 2005-2007 American Community Survey



Figure 2-7. RACE

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
White	56,220	90.9%	591,235	62.2%	33,694	90.4%	263,895	45.2%	35,599	95.3%	45,641	91.0%
African American	1,820	2.9%	241,404	25.4%	835	2.2%	226,300	38.7%	369	1.0%	1,853	3.7%
American Indian/Alaska Native	494	0.8%	6,092	0.6%	238	0.6%	4,170	0.7%	46	0.1%	134	0.3%
Asian	880	1.4%	28,475	3.0%	802	2.2%	19,061	3.3%	1,075	2.9%	1,162	2.3%
Native Hawaiian/Other Pacific Islander	0	0.0%	615	0.1%	0	0.0%	425	0.1%	24	0.1%	33	0.1%
Some Other Race Alone	1,401	2.3%	65,925	6.9%	1,326	3.6%	58,434	10.0%	151	0.4%	513	1.0%
Two or More Races	1,039	1.7%	17,280	1.8%	381	1.0%	11,722	2.0%	94	0.3%	837	1.7%

Source: U.S. Census Bureau 2005-2007 American Community Survey

Figure 2-8. HISPANIC OR LATINO ORIGIN, BY RACE

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Total	61,854	-	951,026	-	37,276	-	584,007	-	37,358	-	50,173	-
Not Hispanic or Latino:	56,963	-	844,774	-	35,104	-	496,102	-	36,713	-	48,898	-
White	53,191	86.0%	556,487	58.5%	32,970	88.4%	238,572	40.9%	35,138	94.1%	44,931	89.6%
African American	1,790	2.9%	239,344	25.2%	835	2.2%	224,427	38.4%	369	1.0%	1,853	3.7%
American Indian/Alaska Native	453	0.7%	5,471	0.6%	176	0.5%	3,817	0.7%	40	0.1%	134	0.3%
Asian	842	1.4%	28,270	3.0%	802	2.2%	18,946	3.2%	1,075	2.9%	1,130	2.3%
Native Hawaiian/Other Pacific Islander	0	0.0%	582	0.1%	0	0.0%	425	0.1%	24	0.1%	0	0.0%
Some Other Race Alone	0	0.0%	2,171	0.2%	0	0.0%	1,662	0.3%	16	0.0%	87	0.2%
Two or More Races	687	1.1%	12,449	1.3%	321	0.9%	8,253	1.4%	51	0.1%	763	1.5%
Hispanic or Latino:	4,891	7.9%	106,252	11.2%	2,172	5.8%	87,905	15.1%	645	1.7%	1,275	2.5%

Source: U.S. Census Bureau 2005-2007 American Community Survey

Figure 2-9. RACE TRENDS, CITY OF WEST ALLIS

	City of West Allis					
	1990	%	2000	%	2005-2007	%
White	61,352	97.04%	56,339	91.91%	53,191	85.99%
Black or African American	217	0.34%	754	1.23%	1,790	2.89%
American Indian and Alaska Native	371	0.59%	304	0.50%	453	0.73%
Asian	471	0.75%	996	1.62%	842	1.36%
Native Hawaiian and Pacific Islander	0	0.00%	36	0.06%	0	0.00%
Some other race alone	4	0.01%	40	0.07%	0	0.00%
Two or more races	-	-	768	1.25%	687	1.11%
<b>Not Hispanic or Latino</b>	<b>62,415</b>	<b>98.73%</b>	<b>59,237</b>	<b>96.64%</b>	<b>56,963</b>	<b>92.09%</b>
<b>Hispanic or Latino</b>	<b>806</b>	<b>1.27%</b>	<b>2,058</b>	<b>3.36%</b>	<b>4,891</b>	<b>7.91%</b>
<b>Total population</b>	<b>63,221</b>		<b>61,295</b>		<b>61,854</b>	

## Educational Attainment

Of the population age 25 and older in West Allis, approximately 17.8% have received a bachelors degree or higher (Figure 2-10). Comparatively, this percentage is lower than surrounding communities and Milwaukee County as a whole. Conversely, those in West Allis who have not graduated high school comprise only 12.3% of the population age 25 and older. This percentage is lower than the City of Milwaukee and Milwaukee County as a whole.

## Income

The median household income in the City of West Allis is estimated to be \$43,475 (Figure 2-11). This number was lower than all bordering cities except for the City of Milwaukee, where the median household income was \$35,233. Milwaukee County as a whole was slightly lower than that of West Allis, at \$42,205. The income bracket in West Allis with the highest percentage of households (33.1%) earned between \$10,000 and \$34,999. In other words, one-third of West Allis households earned between \$10,000 and \$34,999 annually. The 2005-2007 ACS estimates state 11.3% of individuals in West Allis are below the poverty level.

## Employment Status

Among the population age 16 and older in the City, 66.8% are in the civilian labor force (Figure 2-12). Between 2005 and 2007, 4.8% of the civilian labor force were unemployed, according data provided by the US Census Bureau's American Community Survey. Only the Cities of Greenfield, New Berlin, and Wauwatosa had lower unemployment rates. Milwaukee County has a total unemployment rate of 5.8%. Participation in the armed forces is evenly distributed across all cities, with the exception of Wauwatosa, where (according to the 2000 census data) no individuals were part of the armed forces.

Figure 2-10. EDUCATIONAL ATTAINMENT

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 25 Years and Over	<b>43,542</b>	-	610,116	-	27,321	-	352,774	-	26,703	-	35,333	-
Less Than 9th Grade	<b>1,640</b>	<b>3.8%</b>	33,638	5.5%	1,122	4.1%	25,522	7.2%	425	1.6%	983	2.8%
9th to 12th (No Diploma)	<b>3,695</b>	<b>8.5%</b>	64,258	10.5%	2,090	7.6%	46,679	13.2%	1,108	4.1%	1,590	4.5%
High School Graduate	<b>17,590</b>	<b>40.4%</b>	192,922	31.6%	8,800	32.2%	118,430	33.6%	7,273	27.2%	5,878	16.6%
Some College or Associate's Degree	<b>12,871</b>	<b>29.6%</b>	163,846	26.9%	8,582	31.4%	92,609	26.3%	7,491	28.1%	8,790	24.9%
Bachelor, Master, Professional, or Doctorate Degree	<b>7,746</b>	<b>17.8%</b>	155,452	25.5%	6,727	24.6%	69,534	19.7%	10,406	39.0%	18,092	51.2%

Source: U.S. Census Bureau 2005-2007 American Community Survey

Figure 2-11. INCOME

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Households	<b>27,447</b>	-	377,310	-	16,475	-	224,817	-	15,189	-	20,832	-
Less Than \$10,000	<b>1,961</b>	<b>7.1%</b>	33,571	8.9%	642	3.9%	26,585	11.8%	304	2.0%	517	2.5%
\$10,000 to \$34,999	<b>9,083</b>	<b>33.1%</b>	124,450	33.0%	4,789	29.1%	85,135	37.9%	2,521	16.6%	4,548	21.8%
\$35,000 to \$49,999	<b>4,340</b>	<b>15.8%</b>	58,869	15.6%	2,529	15.4%	37,233	16.6%	1,499	9.9%	2,927	14.1%
\$50,000 to \$74,999	<b>6,421</b>	<b>23.4%</b>	70,593	18.7%	3,446	20.9%	39,746	17.7%	3,163	20.8%	3,989	19.1%
\$75,000 to \$99,999	<b>3,550</b>	<b>12.9%</b>	41,592	11.0%	2,294	13.9%	19,582	8.7%	2,684	17.7%	2,955	14.2%
\$100,000 to \$149,999	<b>1,728</b>	<b>6.3%</b>	33,453	8.9%	2,116	12.8%	12,407	5.5%	3,248	21.4%	4,024	19.3%
\$150,000 to \$199,999	<b>311</b>	<b>1.1%</b>	7,813	2.1%	346	2.1%	2,422	1.1%	862	5.7%	1,196	5.7%
\$200,000+	<b>53</b>	<b>0.2%</b>	6,969	1.8%	313	1.9%	1,707	0.8%	908	6.0%	676	3.2%
Median Household Income*	<b>\$43,475</b>	-	\$42,205	-	\$51,297	-	\$35,233	-	\$75,972	-	\$65,827	-

Source: U.S. Census Bureau 2005-2007 American Community Survey

\*In 2007 Inflation-Adjusted Dollars

Figure 2-12. **EMPLOYMENT STATUS**

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Population 16 Years and Over	50,143	-	729,055	-	31,305	-	437,227	-	30,196	-	39,484	-
In Labor Force	33,518	66.8%	476,045	65.3%	20,366	65.1%	283,252	64.8%	21,622	71.6%	26,675	67.6%
Civilian Labor Force (Employed)	31,035	61.9%	433,100	59.4%	19,346	61.8%	250,590	57.3%	20,779	68.8%	25,732	65.2%
Civilian Labor Force (Unemployed)	2,393	4.8%	42,281	5.8%	962	3.1%	32,340	7.4%	826	2.7%	943	2.4%
Armed Forces	90	0.2%	664	0.1%	58	0.2%	322	0.1%	17	0.1%	0	0.0%
Not in Labor Force	16,625	33.2%	253,010	34.7%	10,939	34.9%	153,975	35.2%	8,574	28.4%	12,809	32.4%

Source: U.S. Census Bureau 2005-2007 American Community Survey

Figure 2-13. **OCCUPATION**

	City of West Allis		Milwaukee County		City of Greenfield		City of Milwaukee		City of New Berlin		City of Wauwatosa	
	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total	Total	% of Total
Employed Civilian Population Age 16+	31,035	-	433,100	-	19,346	-	250,590	-	20,779	-	25,732	-
Management, Professional, & Related Occupations	8,420	27.1%	143,234	33.1%	7,036	36.4%	70,378	28.1%	9,375	45.1%	13,630	53.0%
Service Occupations	4,849	15.6%	75,862	17.5%	2,744	14.2%	53,781	21.5%	2,001	9.6%	2,358	9.2%
Sales and Office Occupation	9,177	29.6%	112,890	26.1%	5,114	26.4%	62,992	25.1%	5,942	28.6%	6,843	26.6%
Farming, Fishing, & Forestry Occupations	96	0.3%	795	0.2%	24	0.1%	465	0.2%	16	0.1%	34	0.1%
Construction, Extraction, & Maintenance Occupations	2,856	9.2%	30,104	7.0%	1,652	8.5%	16,781	6.7%	1,511	7.3%	1,299	5.0%
Production, Transportation, & Material Moving Occupations	5,637	18.2%	70,215	16.2%	2,776	14.3%	46,193	18.4%	1,934	9.3%	1,568	6.1%

Source: U.S. Census Bureau 2005-2007 American Community Survey

## Occupation

Occupational status considers individuals who are employed in the civilian labor force ages 16 or older. Of these individuals in West Allis, 27.1% are employed in management and professional fields (Figure 2-13).. Approximately 29.6% are employed in sales and office professions, and 18.2% work in production, transportation, and material moving occupations. Compared with other cities in Milwaukee County, the percentage of individuals in management, professional, and related occupations in West Allis is slightly lower.

## Means of Transportation to Work

Figure 2-14 illustrates the various means of transportation used by workers in West Allis to commute to work. The table includes data for 1990, 2000, and

Figure 2-14. **MEANS OF TRANSPORTATION TO WORK**

	1990		2000		2005-2007 Estimate	
	City of West Allis		City of West Allis		City of West Allis	
	Total	% of Total	Total	% of Total	Total	% of Total
Total Workers 16 and Over	31,962	-	31,292	-	30,437	-
Car, Truck or Van: Drove Alone	25,250	79.0%	25,485	81.4%	25,915	85.1%
Car, Truck or Van: Carpooled	3,365	10.5%	2,945	9.4%	2,472	8.1%
Bus or trolley bus	1,291	4.0%	990	3.2%		
Streetcar or Trolley Car	5	0.0%	0	0.0%	919	3.0%
Subway or Elevated	0	0.0%	3	0.0%		
Taxicab	16	0.1%	35	0.1%		
Motorcycle	31	0.1%	28	0.1%	315	1.0%
Bicycle	76	0.2%	72	0.2%		
Other Means	119	0.4%	162	0.5%		
Walked	1,270	4.0%	1,087	3.5%	417	1.4%
Worked at Home	539	1.7%	485	1.5%	399	1.3%

Source: U.S. Census Bureau 2005-2007 American Community Survey

the 2005 to 2007 estimates. Of the 31,962 West Allis workers ages 16 and older in 1990, approximately 79.0% of those workers drove alone. This percentage increased to 81.4% in 2000, and is estimated to now include 85.1% of workers age 16 and older. Carpools have been decreasing over time, as has bus usage and the percentage of those who walk to work. Additionally, only 1.3% of the working population is working from home, compared to 1.7% in 1990 and 1.5% in 2000.

### Travel Time to Work

Travel times to work have shifted over time for workers in West Allis ages 16 and over. The number of workers commuting 90 or more minutes has increased from 215 (0.7%) in 1990 to 331 in 2000 (1.1%) through to 444 (1.5%) in 2005-2007. Steady increases also occurred over time for the following ranges: 30 to 34 minutes and 45 to 59 minutes. Steady decreases occurred for two ranges: 5 to 9 minutes and 10 to 14 minutes. Although the trends are slight, Figure 2-15 demonstrates a subtle trend in increasing travel times, which could eventually lead to more support of alternative transportation modes.

### General Employment Information for Milwaukee County

Figures 2-16 through 2-18 provide county-wide and regional data for employment distribution by industry, annual average wage by industry, and long-term employment projections. This data can be used for reference in concert with current employment and occupation data for West Allis, as shown in Figures 2-12 and 2-13.

Figure 2-15. TRAVEL TIME TO WORK

	1990		2000		2005-2007 Estimate	
	City of West Allis		City of West Allis		City of West Allis	
	Total	% of Total	Total	% of Total	Total	% of Total
Total Workers 16 and Over	31,962	-	31,292	-	30,437	-
Worked at Home	539	1.7%	485	1.5%	399	1.3%
Did Not Work at Home	31,423	98.3%	30,807	98.5%	30,038	98.7%
Less than 5 Minutes	842	2.7%	730	2.4%	960	3.2%
5 to 9 Minutes	4,088	13.0%	3,421	11.1%	3,579	11.9%
10 to 14 Minutes	6,191	19.7%	5,865	19.0%	4,480	14.9%
15 to 19 Minutes	6,902	22.0%	5,979	19.4%	6,189	20.6%
20 to 24 Minutes	6,491	20.7%	6,766	22.0%	6,122	20.4%
25 to 29 Minutes	2,222	7.1%	2,424	7.9%	2,375	7.9%
30 to 34 Minutes	2,838	9.0%	3,281	10.7%	3,455	11.5%
35 to 39 Minutes	367	1.2%	282	0.9%	487	1.6%
40 to 44 Minutes	321	1.0%	477	1.5%	342	1.1%
45 to 59 Minutes	539	1.7%	750	2.4%	1,158	3.9%
60 to 89 Minutes	407	1.3%	501	1.6%	447	1.5%
90 or More Minutes	215	0.7%	331	1.1%	444	1.5%

Source: U.S. Census Bureau 2005-2007 American Community Survey

Figure 2-15. EMPLOYMENT DISTRIBUTION BY INDUSTRY IN MILWAUKEE COUNTY (2006)

Industry	Milwaukee County		Southeastern Wisconsin		Wisconsin	
	Number Employed	Percentage Employed	Number Employed	Percentage Employed	Number Employed	Percentage Employed
All Industries	496,522	100%	995,467	100%	2,777,629	100%
Natural Resources	100	0.0%	2,271	0.2%	22,676	0.8%
Construction	13,921	2.8%	42,420	4.3%	128,316	4.6%
Manufacturing	60,501	12.2%	168,636	16.9%	501,406	18.1%
Trade, Transportation, Utilities	88,448	17.8%	192,213	19.3%	561,549	20.2%
Information	12,176	2.5%	18,897	1.9%	51,802	1.9%
Financial Activities	37,323	7.5%	63,226	6.4%	160,058	5.8%
Professional & Business Services	77,074	15.5%	129,690	13.0%	280,283	10.1%
Education & Health	124,111	25.0%	208,880	21.0%	569,013	20.5%
Leisure & Hospitality	45,098	9.1%	95,771	9.6%	272,040	9.8%
Other Services	15,682	3.2%	32,247	3.2%	86,210	3.1%
Public Administration	22,073	4.4%	41,216	4.1%	140,173	5.0%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages, June 2008

Table developed by DWD, Office of Economic Advisors, June 2008

Figure 2-17. LONG TERM EMPLOYMENT PROJECTIONS BY INDUSTRY

Industry	Estimated Employment in Milwaukee Region			Estimated Employment in Wisconsin		
	2006	2016	% Change	2006	2016	% Change
Total (non-farm)	827,220	907,690	9.7%	3,079,470	3,325,840	8.0%
Construction, Mining, & Nat'l Resources	34,660	38,030	9.7%	131,120	143,690	9.6%
Manufacturing	133,860	131,470	-1.8%	505,450	497,900	-1.5%
Trade	123,280	127,440	3.4%	434,860	445,360	2.4%
Transportation & Utilities	35,210	38,560	9.5%	124,160	135,710	9.3%
Financial Activities	56,950	64,930	14.0%	161,280	180,550	11.9%
Education and Health Services	168,560	198,760	17.9%	614,040	706,600	15.1%
Leisure & Hospitality	70,520	78,750	11.7%	258,610	288,250	11.5%
Info., Professional, & Other Services	164,630	189,250	15.0%	462,680	526,790	13.9%
Government	39,540	40,520	2.5%	177,900	182,130	2.4%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, November 2008

## EXISTING CONDITIONS: MAPS

The following maps illustrate various aspects of the overall character in West Allis and can be used in decision making about land use, redevelopment opportunities, and ordinance impacts.

- 2007 Aerial Map (Figure 2-19)
- Zoning (Figure 2-20)
- Existing Land Use (Figure 2-21)
- 2030 Land Use Plan (Figure 2-22)

Figure 2-16. ANNUAL AVERAGE WAGE BY INDUSTRY IN MILWAUKEE COUNTY (2006)

Industry	Average Annual Wage		Milw. County as % of Wisconsin
	Milwaukee County	Wisconsin	
All Industries	\$44,113	\$38,070	115.9%
Natural Resources	\$47,865	\$29,235	163.72%
Construction	\$55,093	\$47,489	116.01%
Manufacturing	\$54,197	\$47,106	115.05%
Trade, Transportation, Utilities	\$36,353	\$32,762	110.96%
Information	\$59,470	\$48,483	122.66%
Financial Activities	\$66,149	\$50,749	130.34%
Professional & Business Services	\$49,222	\$44,328	111.04%
Education & Health	\$42,548	\$39,606	107.43%
Leisure & Hospitality	\$18,966	\$13,589	139.57%
Other Services	\$24,208	\$22,073	109.67%
Public Administration	\$51,387	\$39,879	128.86%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages, June 2007

Table developed by DWD, Office of Economic Advisors, June 2007

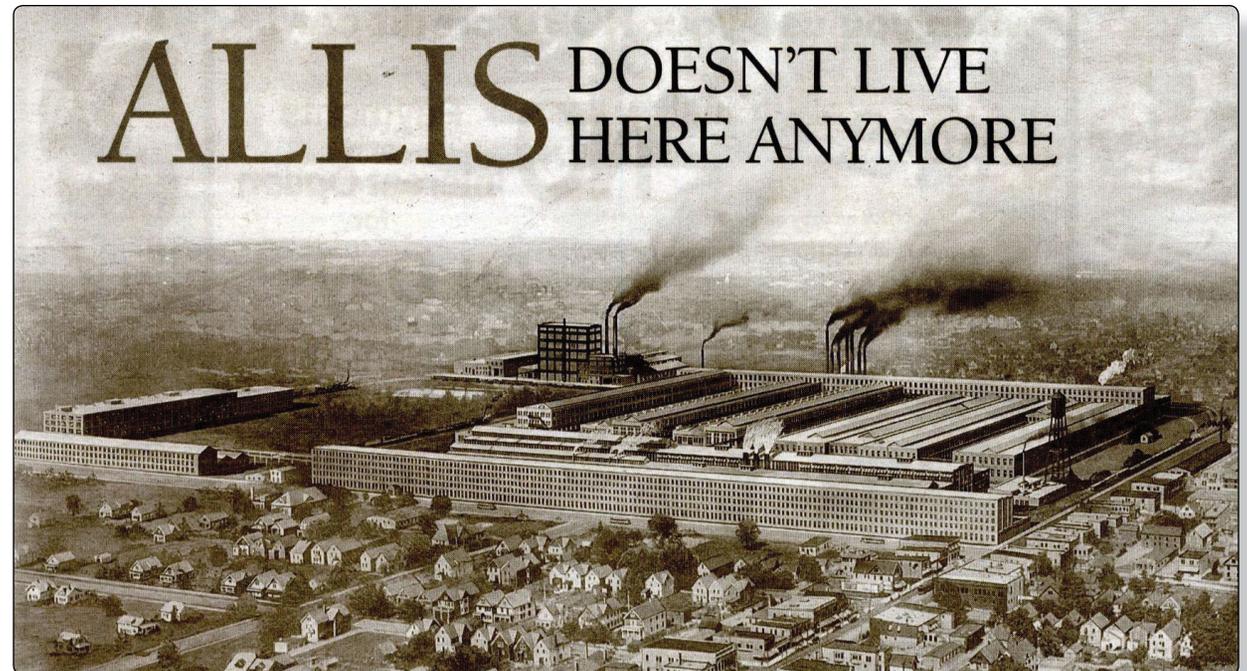


Figure 2-19.

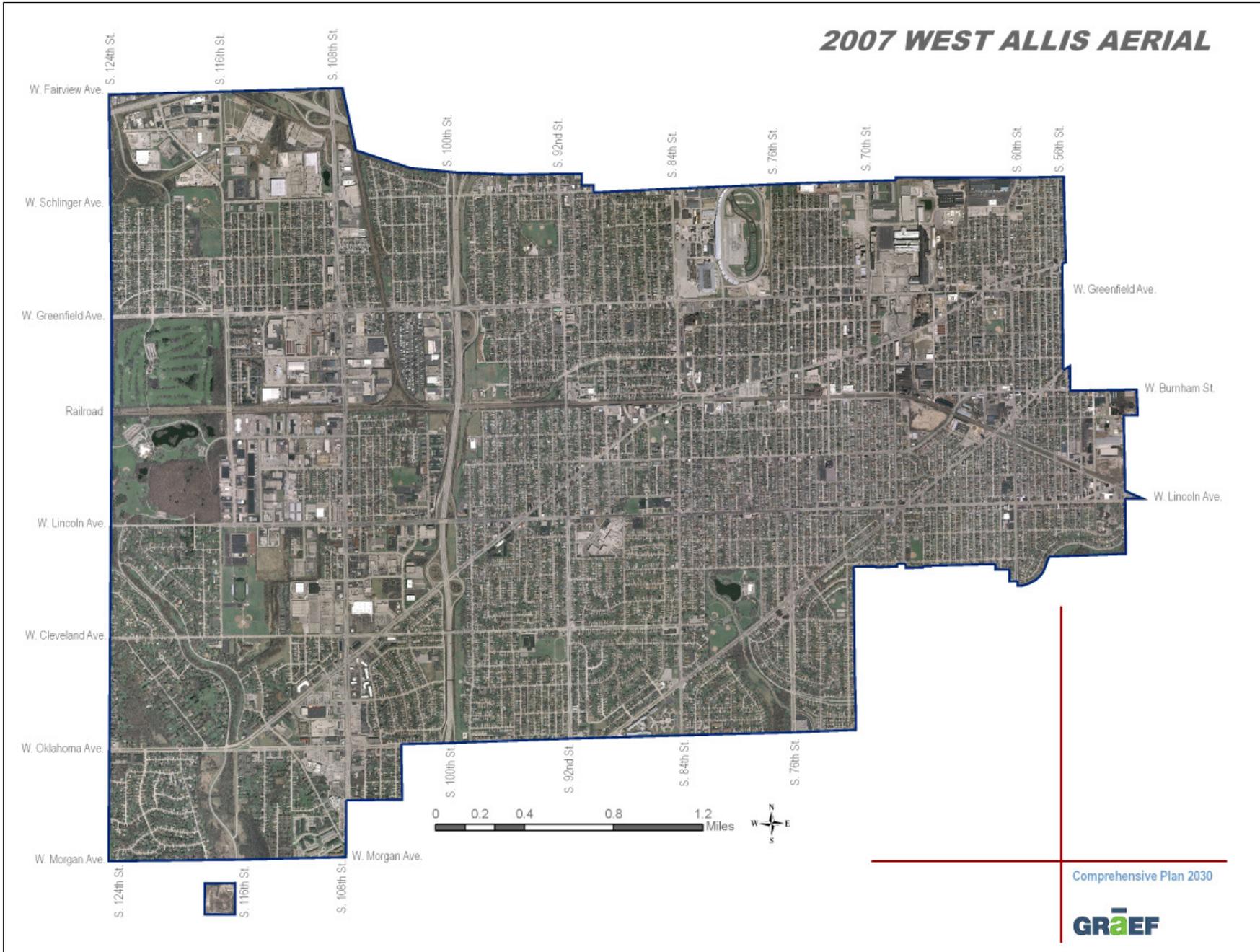


Figure 2-20.

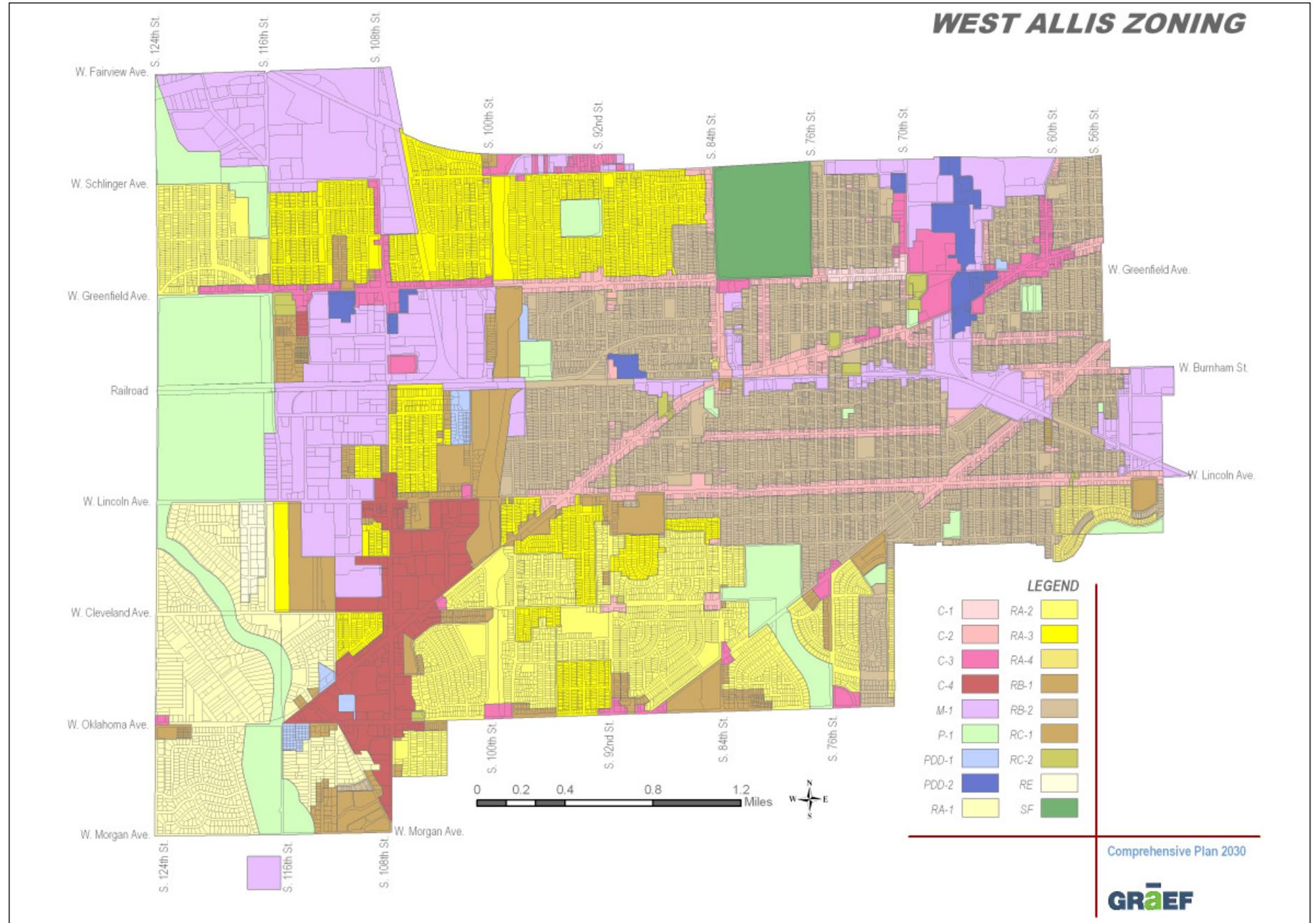


Figure 2-21.

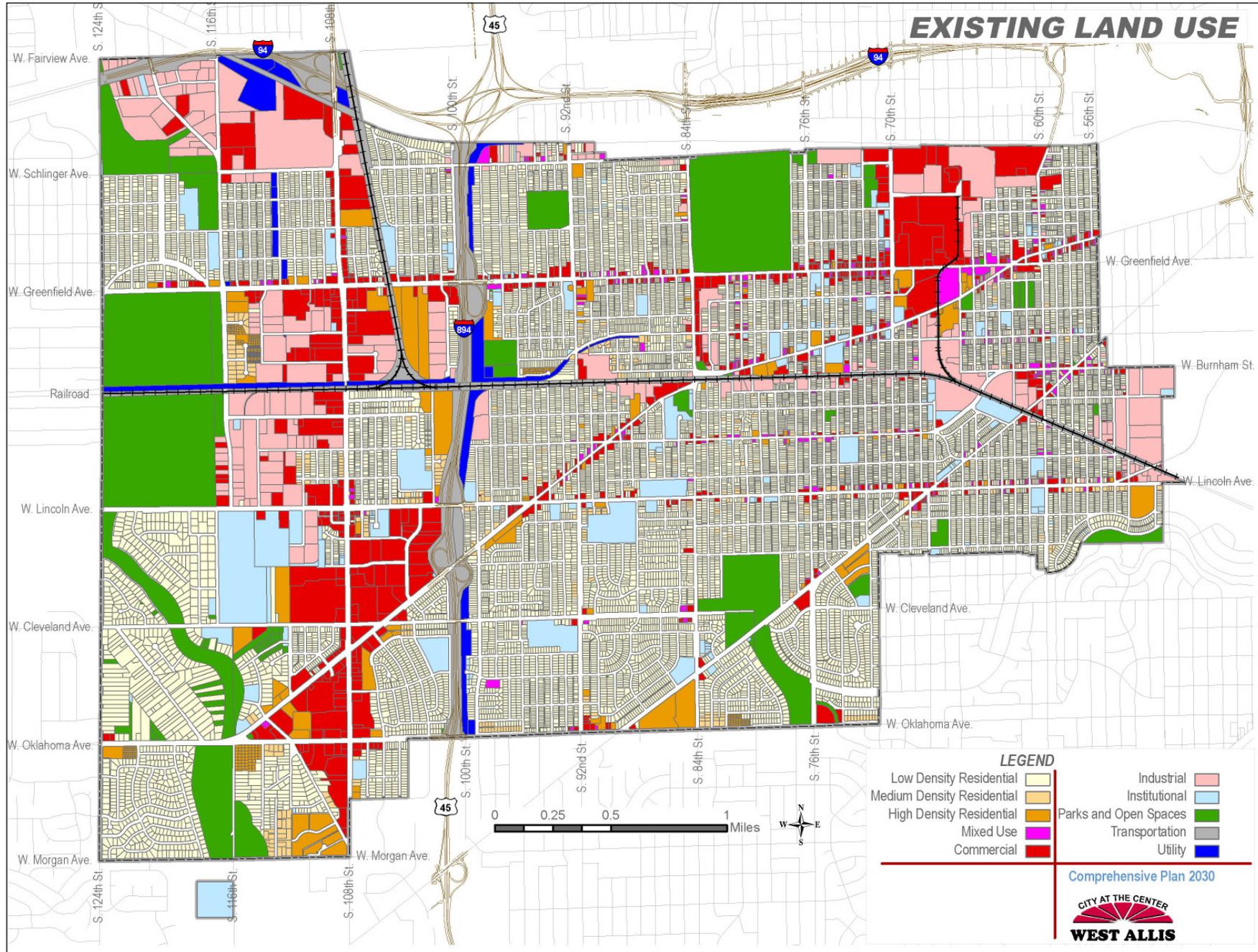


Figure 2-22.

