

City of West Allis Fact Book

January 2017

CONTENTS

Executive Summary.....	5
Population Growth.....	5
Population Age Groups	5
Race and Ethnicity.....	5
Labor Force	6
Labor Market.....	6
Median Household Income.....	6
Owner Occupied Housing Units.....	6
Age of Housing Units.....	6
Education	6
Crime.....	6
Taxes	7
Section 1.....	8
Total Population Trends	8
Chart 1. Peer City Population Comparisons.....	9
Chart 2. Peer Communities Population Comparison	10
Chart 3. Total Population Change	11
Chart 4. Total Population Change 1970 & 2015.....	12
Chart 5. Projected Population to 2040	13
Section 2.....	14
Basic Demographics.....	14
Chart 6. Age Distribution.....	15
Chart 7. Millennials	16
Chart 8. Working age	17
Chart 9. Race and Ethnicity	18
Chart 10. West Allis Race and Ethnicity	19
Chart 11. Eau Claire Race and Ethnicity	20
Chart 12. Janesville Race and Ethnicity.....	21
Chart 13. Oshkosh Race and Ethnicity	22
Chart 14. Racine Race and Ethnicity	23

West Allis Charts

Chart 15. Waukesha Race and Ethnicity	24
Chart 16. Skokie, IL Race and Ethnicity	25
Chart 17. Total Population of Color	26
Chart 18. School Enrollment by Race and Ethnicity	27
Chart 19. Language Spoken at Home (other than English)	28
Chart 20. Household and Family Types.....	29
Chart 21. Living Arrangements of Children.....	30
Section 3.....	31
Employment, Labor Force & Income	31
Chart 22. Total Employment Status	32
Chart 23. Employment Status for Those Age 25-64.....	33
Chart 24. Employment by Industry Sector	34
Chart 25. West Allis Major Employment Centers	35
Chart 26. Work Destination of West Allis Residents.....	36
Chart 27. Work Destination of West Allis Residents by Percent	37
Chart 28. West Allis Annual Average Daily Traffic Counts	38
Chart 29. Median Household Income	39
Chart 30. Per Capita Income Compared to Peer Cities	40
Chart 31. Per Capita Income Compared to Peer Communities	41
Chart 32. Annual Earnings Compared to Peer Cities.....	42
Chart 33. Poverty Rate Compared to Peer Cities.....	43
Chart 34. Poverty Rate Compared to Peer Communities	44
Section 4.....	45
Housing.....	45
Chart 35. Tenure of Housing Units.....	46
Chart 36. Monthly Rent Paid Compared to Peer Cities.....	47
Chart 37. Monthly Rent Paid Compared to Peer Communities.....	48
Chart 38. Housing costs.....	49
Chart 39. Housing Types Compared to Peer Cities	50
Chart 40. Age of Housing Units	51
Chart 41. Bedrooms Compared to Peer Cities	52

West Allis Charts

Chart 42. Bedrooms Compared to Peer Communities 53

Chart 43. Value of Housing Units 54

Chart 44. Property Foreclosure Trends..... 55

Chart 45. Households without vehicles 56

Section 5..... 57

 Education..... 57

 Chart 46. Educational Attainment 58

 Chart 47. Enrollment Trends..... 59

Section 6..... 60

 Crimes and Arrests..... 60

 Chart 48. Violent Crime, 2010-2015 61

 Chart 49. Property Crime, 2010-2015 62

Section 7..... 63

 Property Taxes and Equalized Value..... 63

 Chart 50. Municipality Tax Rate Comparisons 64

 Chart 51. Equalized Value (in Millions) Comparisons 65

 Chart 52. West Allis Tax Incremental Financing Districts (TIF) 66

Data Sources 67

Executive Summary

This fact book provides valuable data that complements the West Allis strategic planning process and compares the city to peer cities across the state and to peer communities in the Milwaukee Metropolitan region. This executive summary explains the strengths and challenges that West Allis should keep in mind as it works to implement its strategic plan. In addition, some of these data sets can be used as benchmark points for future data metrics analysis and determination of implementation successes.

Population Growth

West Allis peaked in population in 1970 at 71,723 residents. For over 40 years the city declined in population with the greatest losses occurring in the 1970s. When compared to peer cities the City of Racine and City of Skokie, IL experienced a similar trend. The challenge facing both West Allis and Skokie is that they are inner ring suburban cities that are completely surrounded by cities and villages. These two communities do not have the opportunity to grow with green space developments. In order to grow, efforts must focus on revitalization of existing properties and increasing population density. Population projections for West Allis from 2015 to 2040 show that overall the city's population will grow slightly thus eliminating the over 40-year trend of population declines.

Population Age Groups

Almost one out of every three residents in West Allis was between the ages of 20 and 39 between 2010 and 2014. In the Milwaukee Metropolitan Region, on the City of Milwaukee and City of Waukesha have a higher percentage of residents in this age group. In addition, over 57 percent of the population of West Allis was working age (25 to 64) during the period 2010 to 2014. This figure was tied for first with Wauwatosa among all peer cities in the state and peer communities in the Milwaukee Metropolitan Region. West Allis also had the second highest percentage of people age 65 and over (14.5 %) between 2010 and 2014 when compared to peer cities. However, the peer cities have a lower percentage of their populations of age 65 and over when compared to other areas, especially rural areas of Wisconsin. The younger population in West Allis is certainly a strength. The challenge for West Allis is how to engage the 20 to 39-year-old population in city government and the community and identify strategies that will retain them as well.

Race and Ethnicity

West Allis has experienced significant growth in diverse populations over the past couple of decades. In 2010, 9,652 residents or 18 percent of the population in West Allis was Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander. This diverse growth is even more evident in the public school system where over 40 percent of enrollment is represented by diverse race/ethnic groups. This growth in diversity is important for West Allis as the White population is no longer the driver of population growth in Wisconsin or the U.S.

Labor Force

A strength for West Allis is a high labor force participation rate that ranked third among peer cities for workers of age 16 and over and ranked second among peer communities for workers between the ages of 25 and 64 between 2010 and 2014. The educational services, health care, and social assistance employment sector employs more workers in West Allis than manufacturing. However, manufacturing still retained the second highest percentage of workers in West Allis between 2010 and 2014.

Labor Market

West Allis relies on the southeastern Wisconsin region for labor. Over 26 percent of people who work in West Allis live in the City of Milwaukee. Nearly 11 percent of workers who live in West Allis also work in West Allis.

Median Household Income

Among peer cities, median household income was in the middle for West Allis between 2010 and 2014. The City of Waukesha and City of Skokie had much higher median household incomes among peer cities, but they also had the highest median home prices.

Owner Occupied Housing Units

Between 2010 and 2014 about 55 percent of total housing stock was owner occupied and 45 percent was renter occupied. Among peer cities in Wisconsin, Janesville had a much higher owner occupied housing rate of 67 percent.

Age of Housing Units

A challenge for West Allis is that it has one of the oldest median year for housing units built among peer cities. The median year of housing units built in West Allis is 1953. This presents a challenge for both homeowners and landlords in maintaining older homes.

Education

West Allis is similar to peer cities with regard to high school diploma attainment and some college or an Associate's degree. West Allis ranked 5th among peer cities for those who had a Bachelor's degree or higher between 2010 and 2014.

Crime

West Allis experienced a slight increase in violent crime between 2010 and 2015. The overall number of property crimes declined in West Allis between 2010 and 2015.

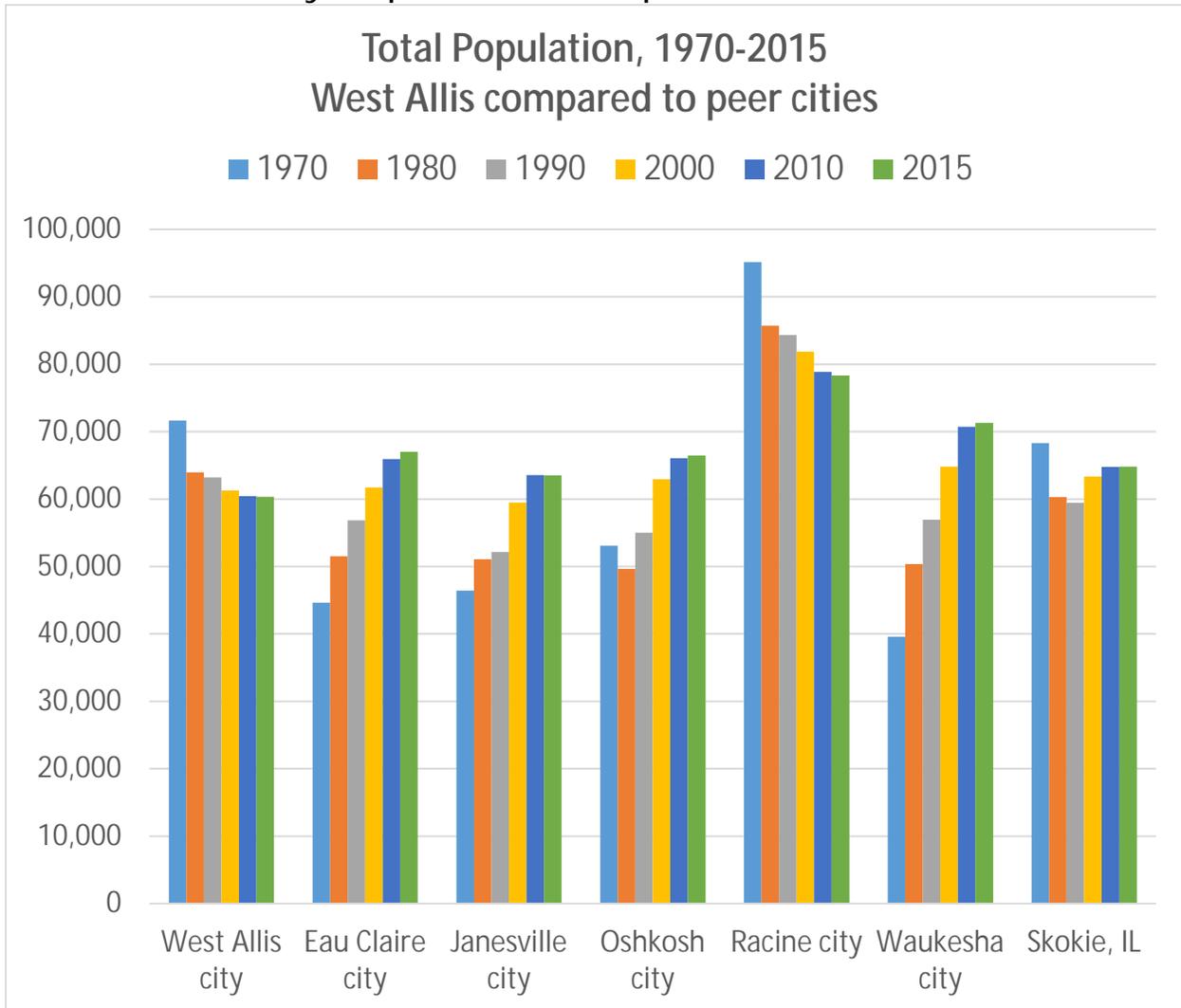
Taxes

West Allis has some challenges with regards to trends in taxes. West Allis has one of the lower equalized property values among peer cities and adjacent communities in the Milwaukee metropolitan region. Also, West Allis has one of the higher property tax rates, however, it must be pointed out that all city services are included in the property tax rate. West Allis does not charge taxpayers fees for services.

Section 1

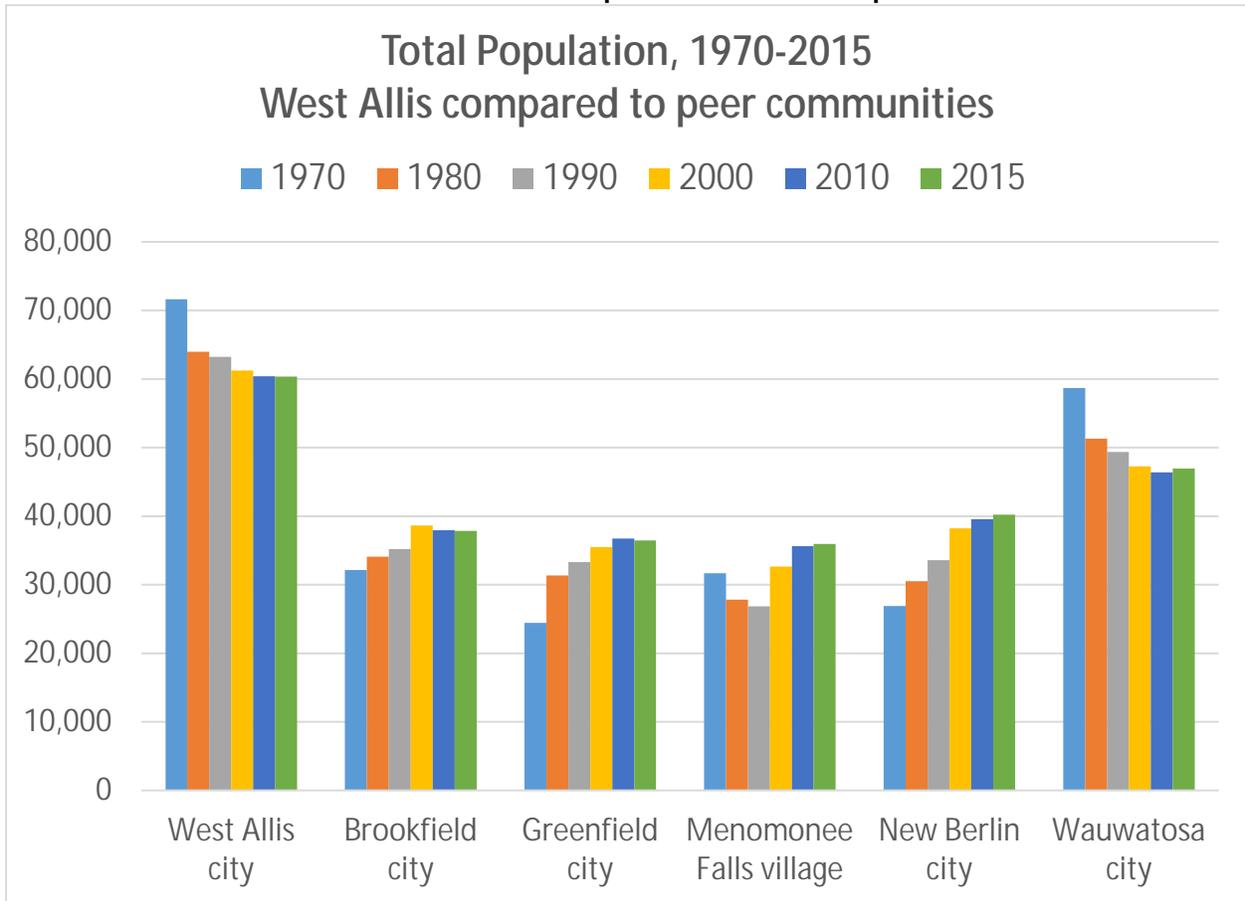
Total Population Trends

Chart 1. Peer City Population Comparisons



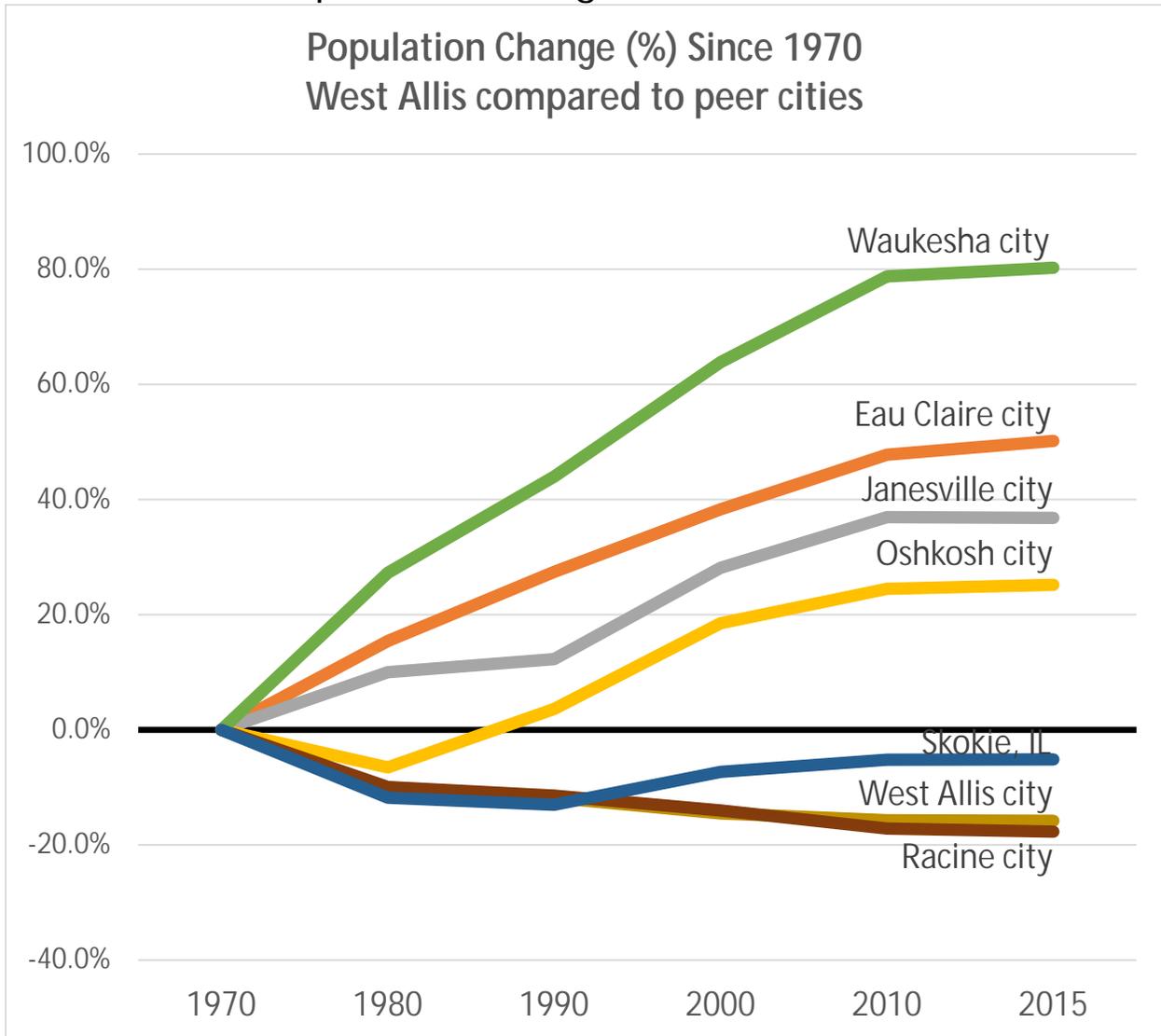
West Allis peaked in population in 1970 with 71,723 residents. The largest decline in population occurred in the 1970s and the population decline has slowed considerably since 1980. When compared to peer cities, the population trend of West Allis is similar to the City of Racine which has declined in population since 1970 as well with its greatest decline between 1970 and 1980.

Chart 2. Peer Communities Population Comparison



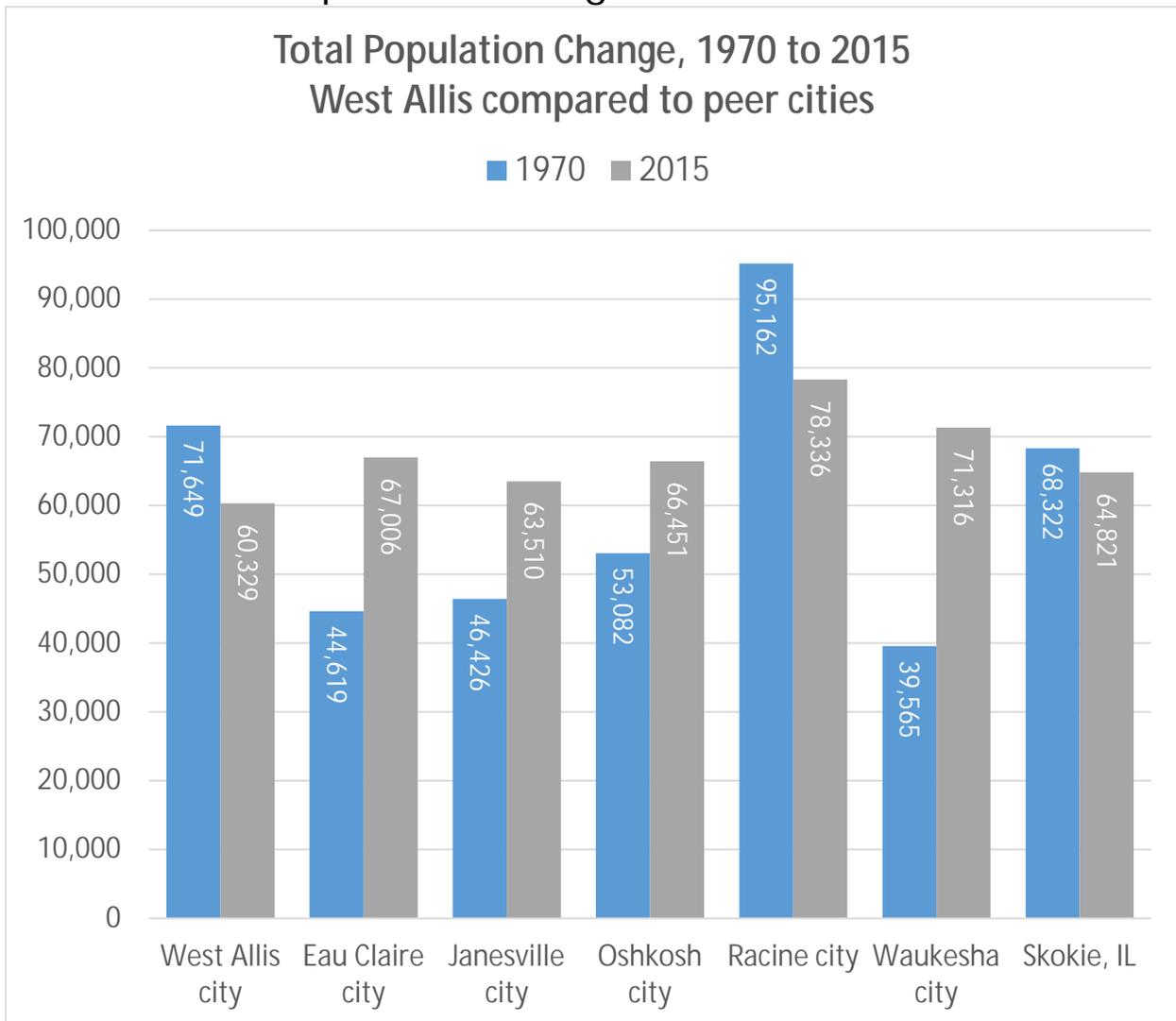
This chart compares the population demographics of West Allis with other communities in the Milwaukee Metropolitan Region. The City of New Berlin and City of Greenfield have experienced steady growth between 1970 and 2015. The City of Wauwatosa experienced population growth between 2000 and 2015 for the first time since the 1960s. The City of Brookfield began declining in population after 2000. The Village of Menomonee Falls experienced population decline between 1970 and 1990. Between 1990 and 2015, Menomonee Falls experienced a substantial population increase.

Chart 3. Total Population Change



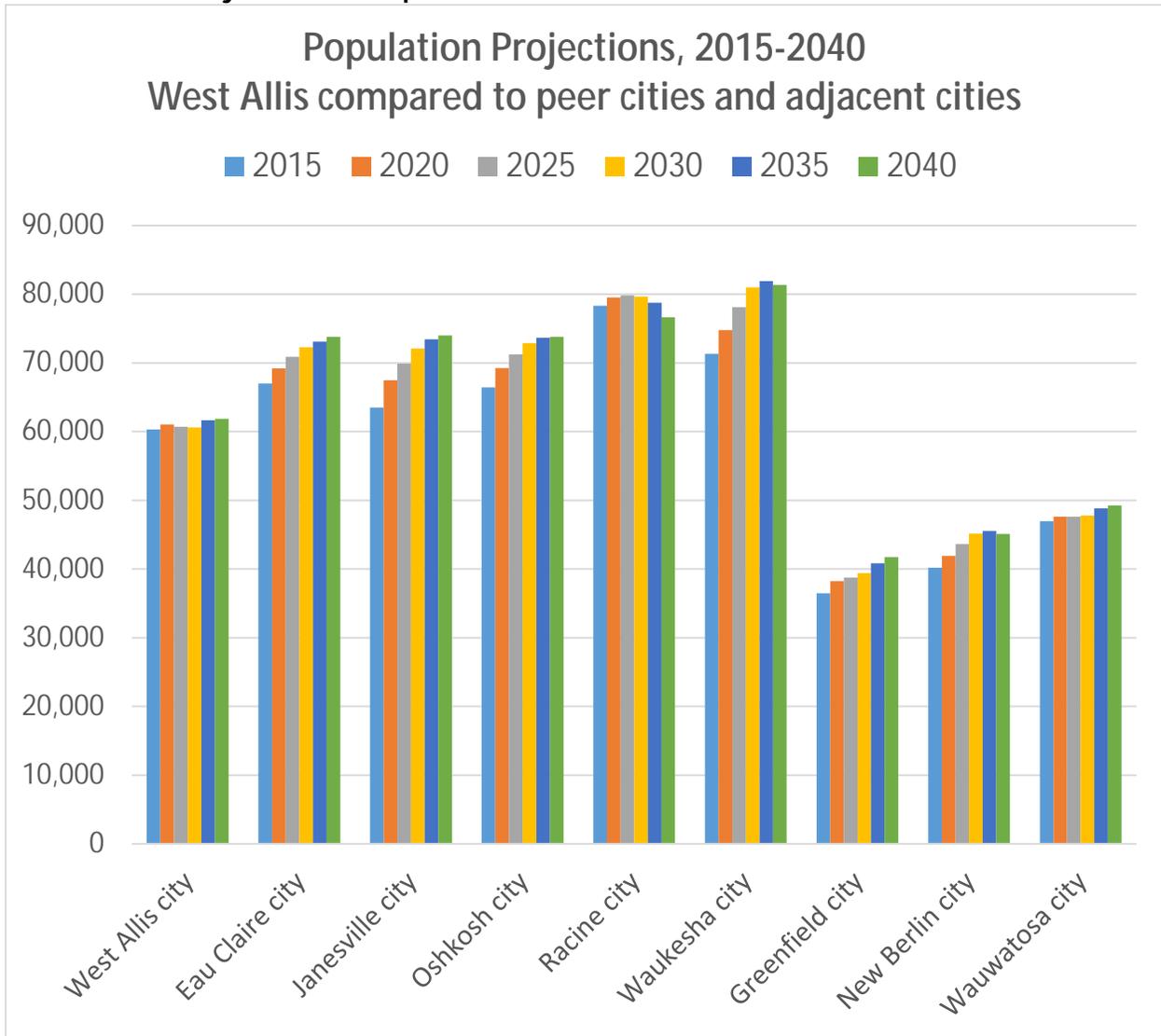
In comparison to peer cities, West Allis is similar to Racine in population change by percent since 1970. The City of Waukesha has experienced the greatest population percent growth since 1970.

Chart 4. Total Population Change 1970 & 2015



Among peer comparison cities, Racine experienced the largest population decline (a loss of 16,826 residents) between 1970 and 2015. Interestingly, West Allis and Skokie, IL which are both inner ring suburbs (West Allis near Milwaukee and Skokie by Chicago) experienced fairly similar population declines between 1970 and 2015. The remaining peer cities all experienced increases in population between 1970 and 2015.

Chart 5. Projected Population to 2040

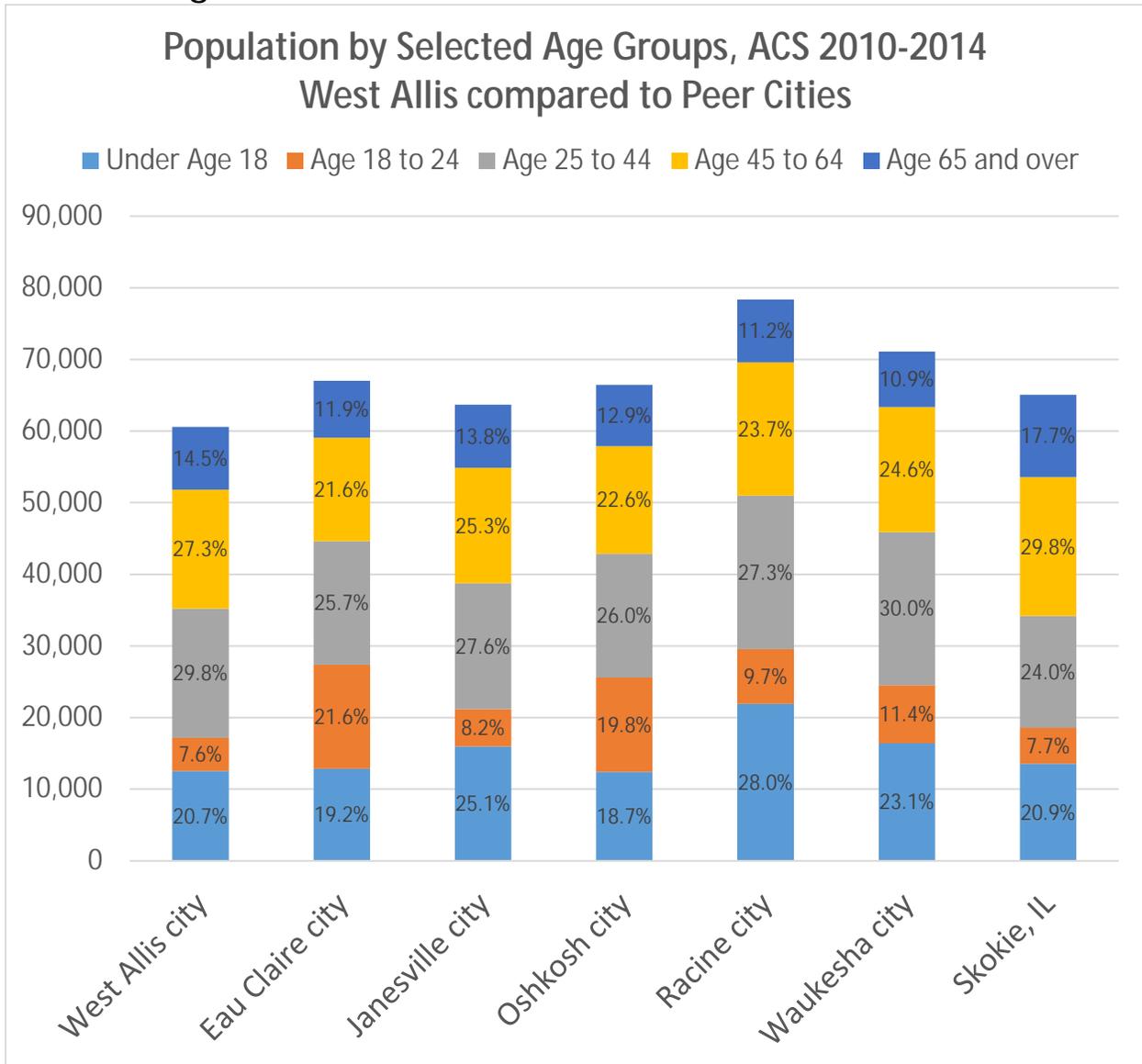


The good news is that population projections for 2015 to 2040 show that West Allis will for the first time since 1970 experience positive population growth and remain one of the larger cities in the Metropolitan Milwaukee region.

Section 2

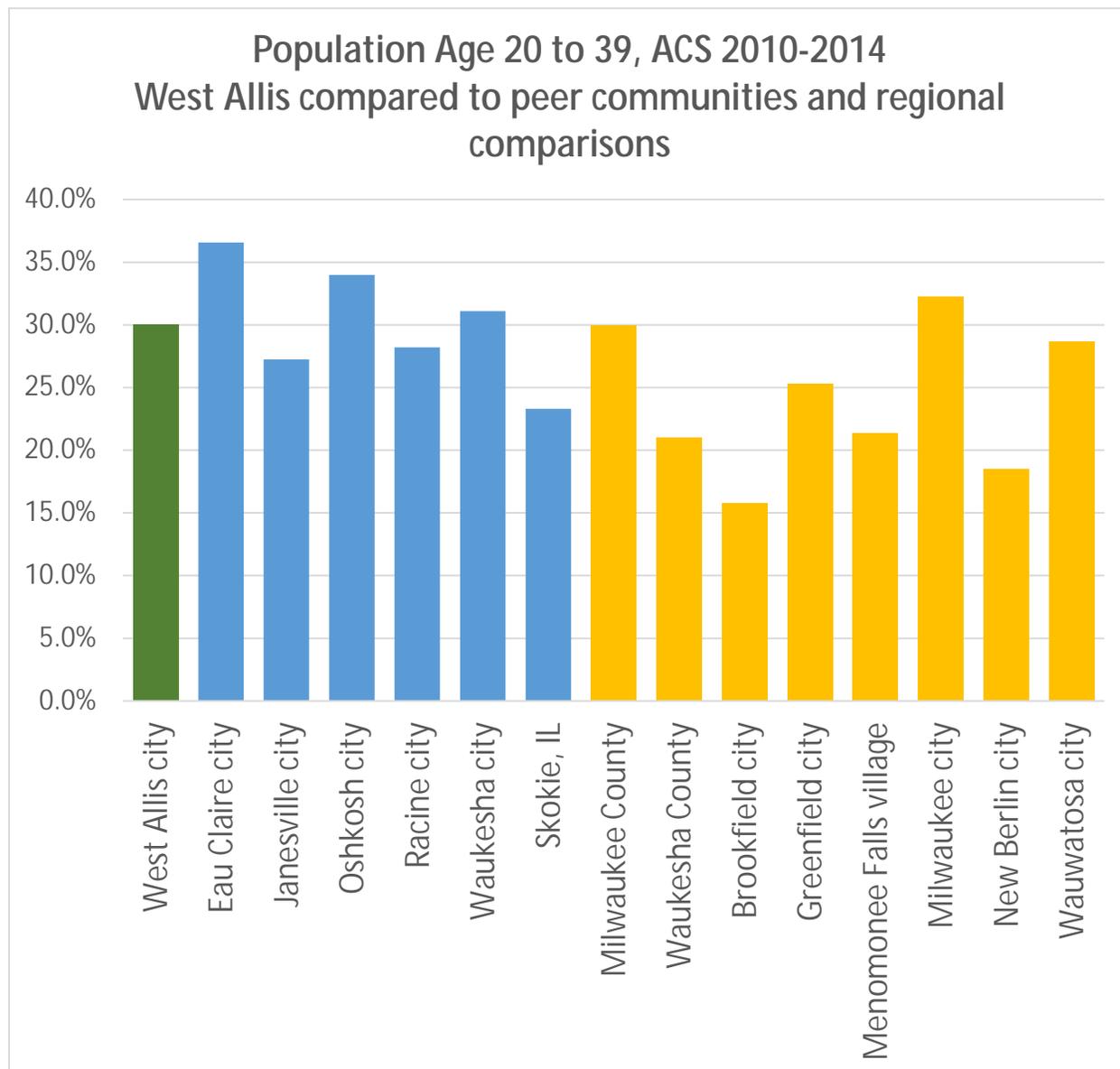
Basic Demographics

Chart 6. Age Distribution



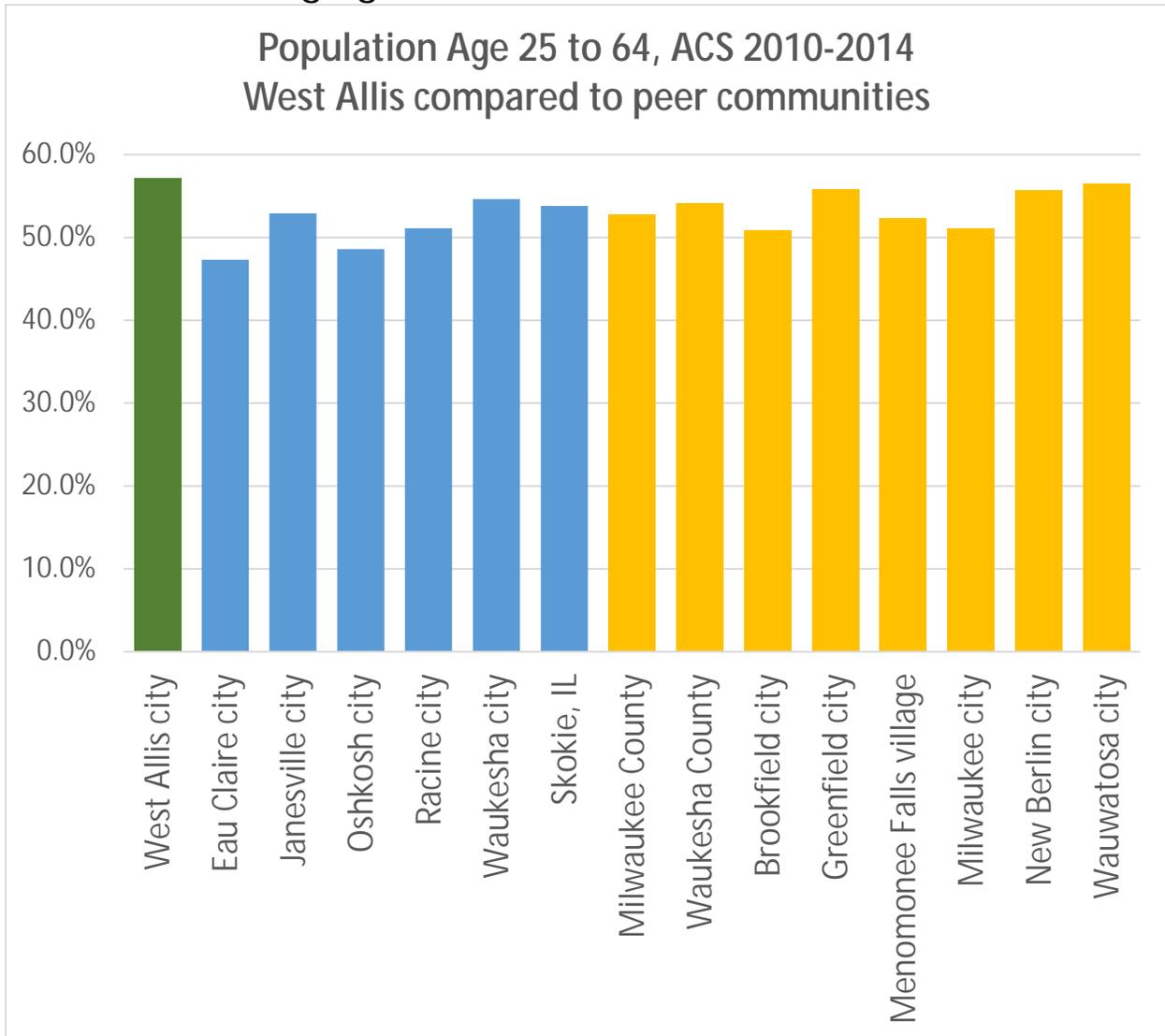
The City of West Allis along with the City of Waukesha have the largest percentage of their respective populations between the ages of 25 and 44. West Allis also have the second largest percentage of its population among peer cities between the ages of 45 and 64. Only Skokie, IL had a higher percentage of its population between the ages of 45 and 64. Over 57 percent of the population in West Allis was between the ages of 25 and 64 during the period 2010 to 2014. This percentage was highest among all peer cities.

Chart 7. Millenials



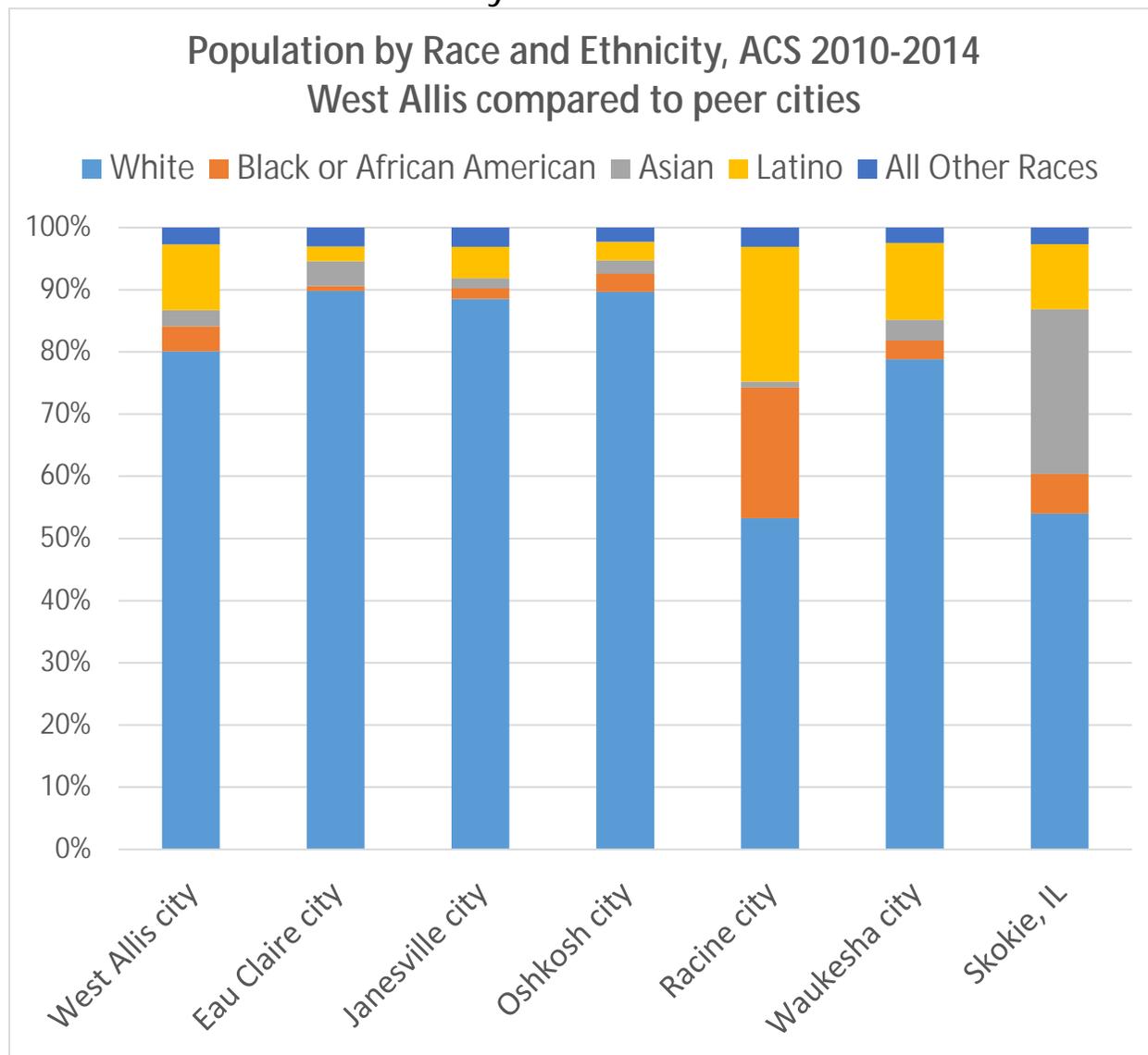
Almost one out of every three residents in West Allis is between the ages of 20 and 39. In the Milwaukee Metropolitan Region, only the City of Milwaukee and the City of Waukesha have a higher percentage of residents of age 20 to 39. In statewide city peer comparisons, only Oshkosh and Eau Claire exceed West Allis in this age group. Despite the fact that these two cities both have large 4-year comprehensive University of Wisconsin public universities, West Allis is only four to six percent lower.

Chart 8. Working age



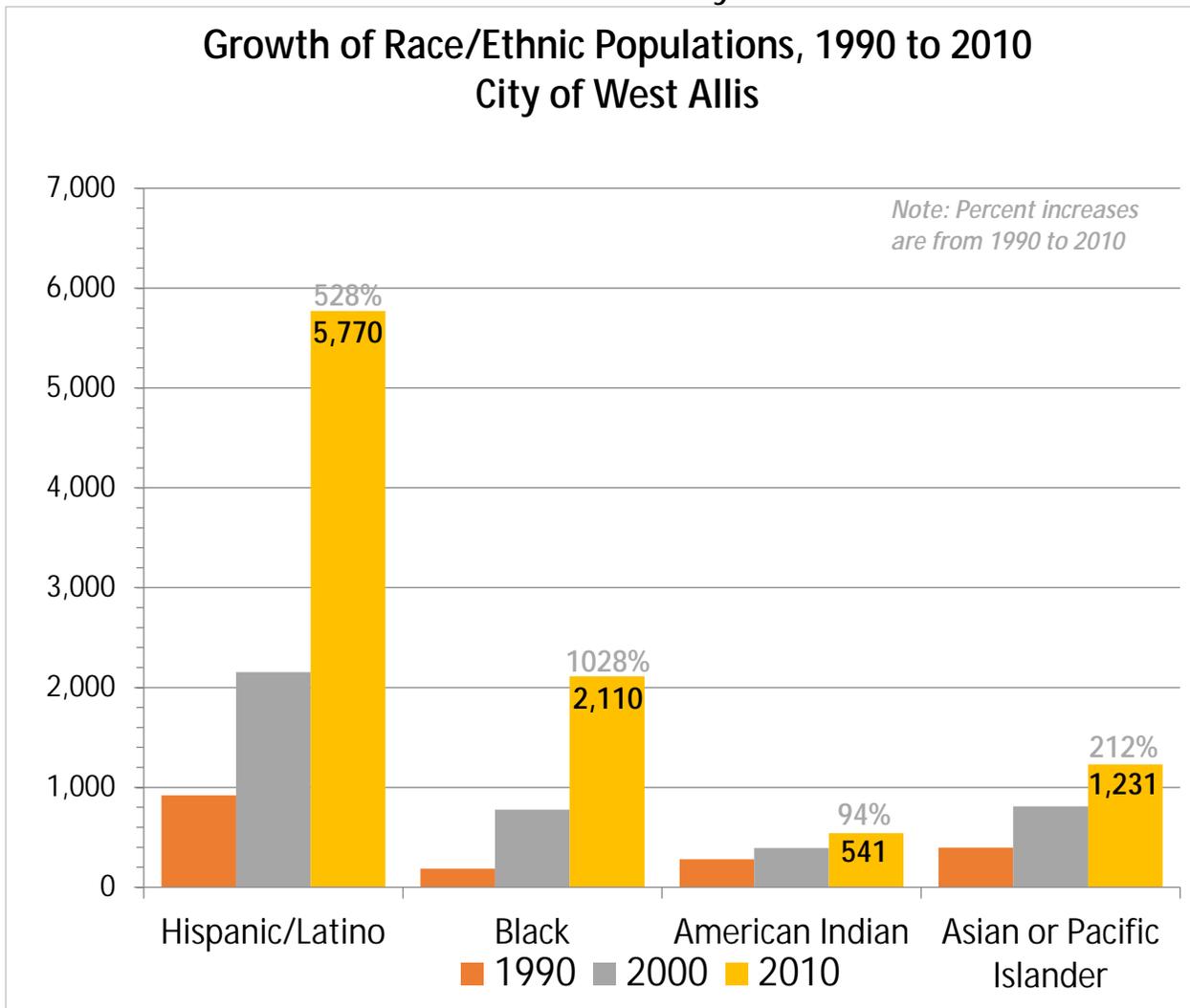
Over 57 percent of the population in West Allis was working age (25 to 64) during the period 2010 to 2014. This percentage was tied for first with Wauwatosa among all peer communities and comparison cities in the Milwaukee Metropolitan Region.

Chart 9. Race and Ethnicity



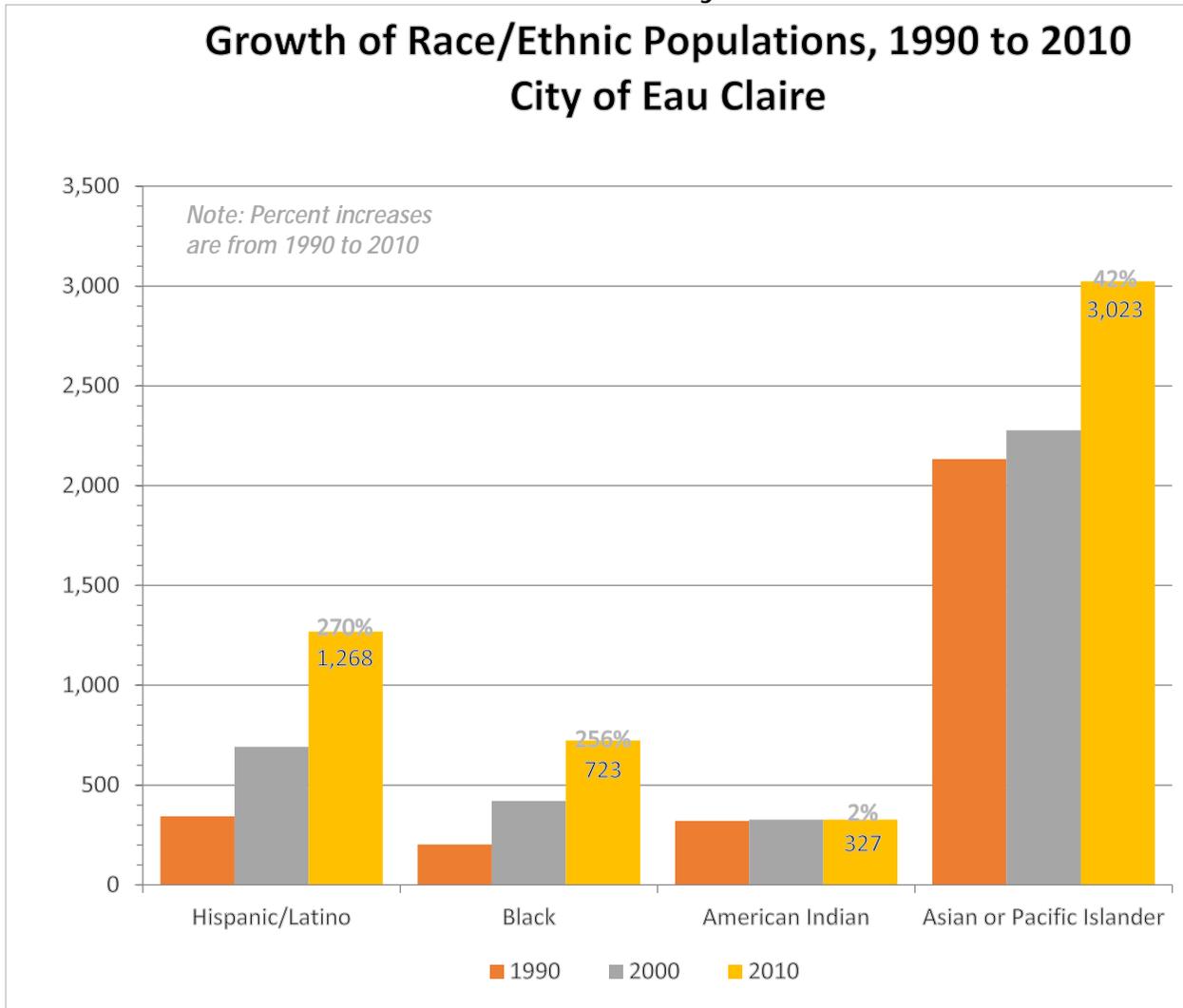
The City of West Allis is similar to Skokie, IL with regard to percentage of their city population that is Latino. The City of West Allis Latino population ranks in the middle of peer cities. West Allis has the third highest percentage of Black or African American residents when compared to peer cities. West Allis also has the fourth highest percentage of Asians when compared to peer cities. In summary, with regards to diversity of population based on race and ethnicity, the City of West Allis ranks in upper half when compared to peer cities with 20 percent of the city’s population being Black, Asian, Latino, or races other than White.

Chart 10. West Allis Race and Ethnicity



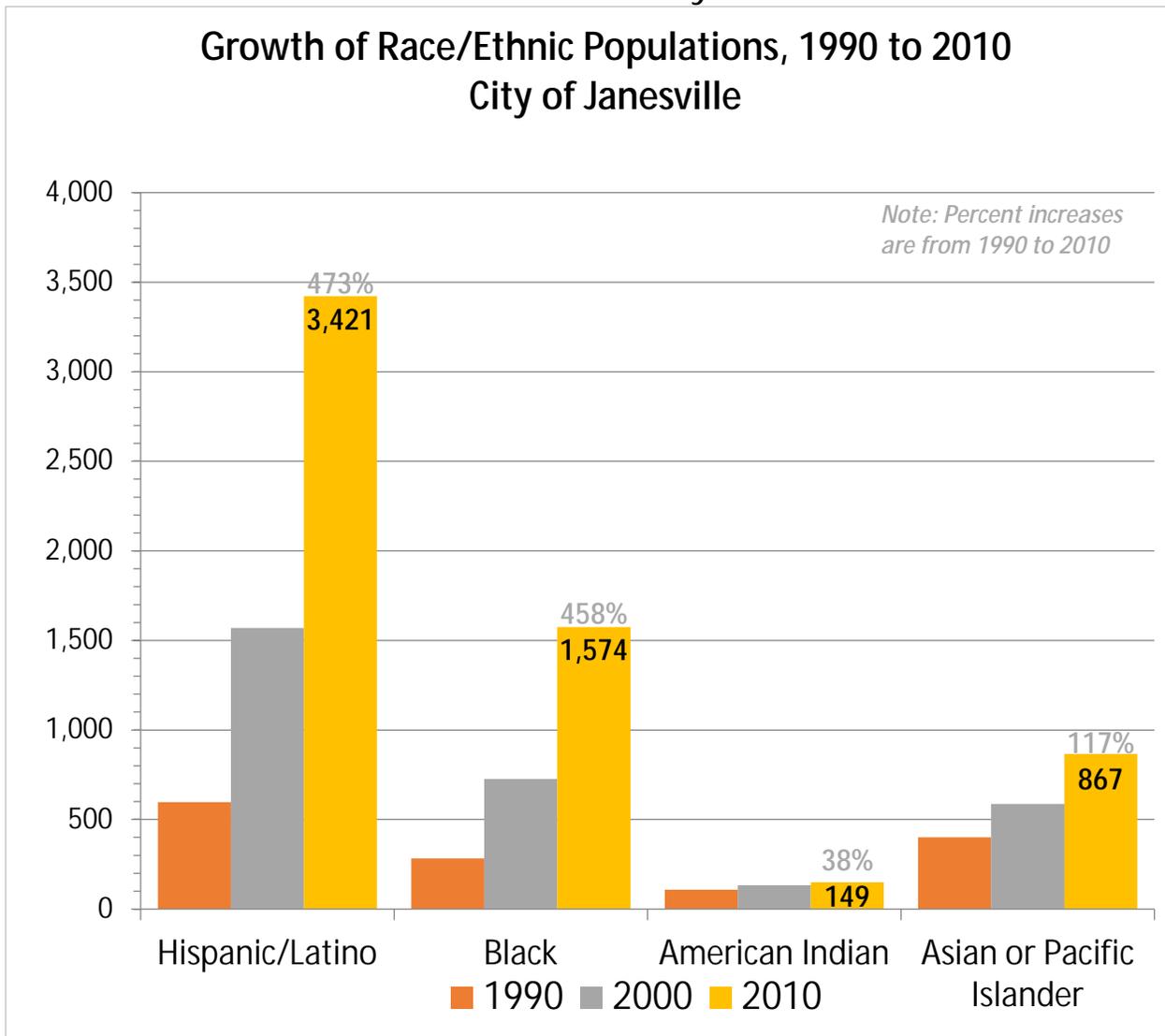
Between 1990 and 2010, the City of West Allis experienced significant growth in race and ethnic populations. Most significant in number were Hispanic/Latino and most significant in percent increase were Blacks or African Americans. By 2010, 9,652 residents in West Allis were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander. The following charts (11-16) show the race and ethnic population figures for peer cities.

Chart 11. Eau Claire Race and Ethnicity



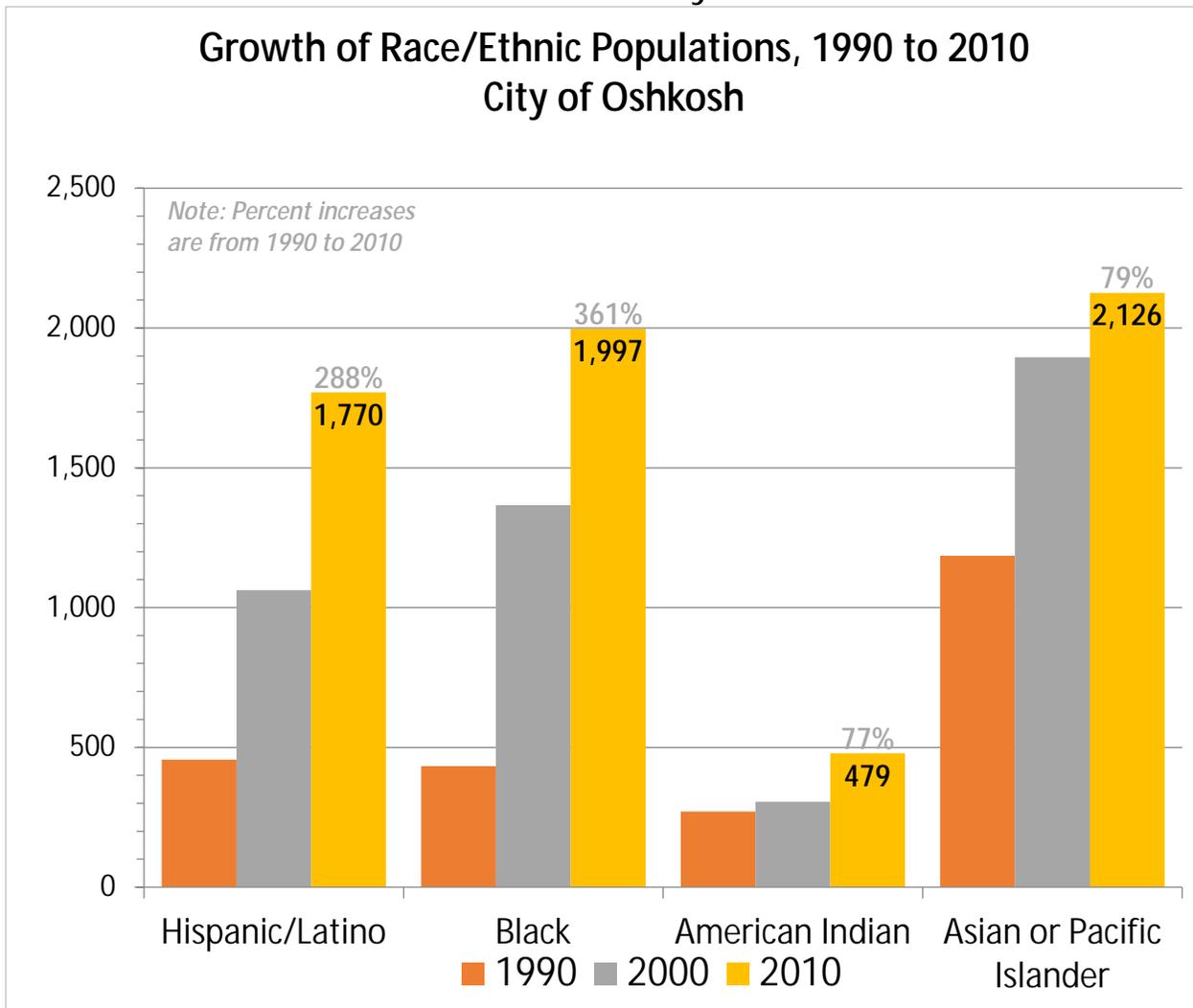
Between 1990 and 2010, the City of Eau Claire also experienced significant growth in race and ethnic populations. Most significant in number were Asian and Pacific Islander and most significant in percent increase were Hispanic/Latino. By 2010, 5,341 residents in Eau Claire were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

Chart 12. Janesville Race and Ethnicity



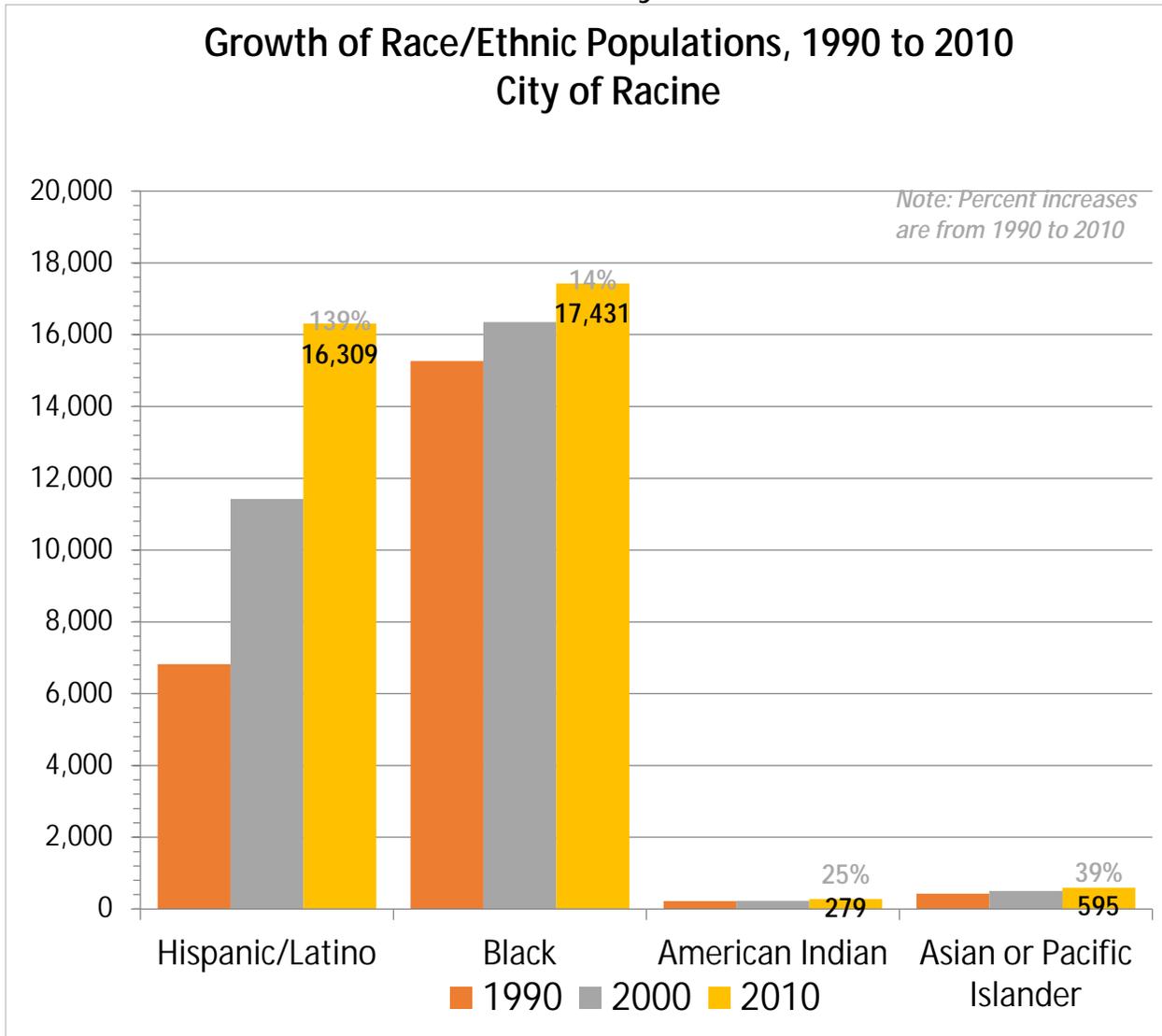
Between 1990 and 2010, the City of Janesville also experienced significant growth in race and ethnic populations. Most significant in both number and percent were Hispanic/ Latino. By 2010, 6,011 residents in Janesville were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

Chart 13. Oshkosh Race and Ethnicity



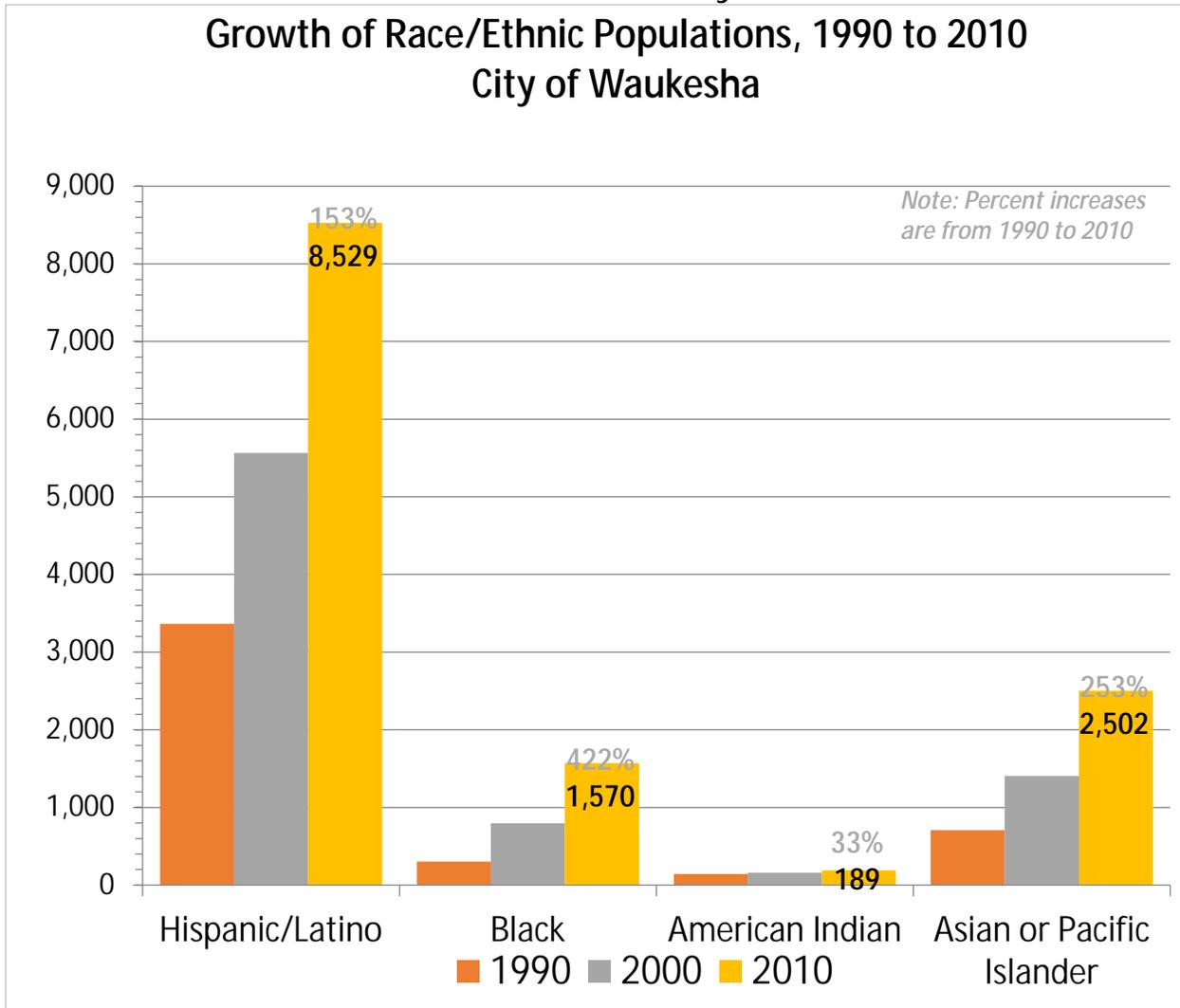
Between 1990 and 2010, the City of Oshkosh also experienced significant growth in race and ethnic populations. Most significant in number were Asian and Pacific Islander and most significant in percent increase were Black. By 2010, 6,372 residents in Oshkosh were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

Chart 14. Racine Race and Ethnicity



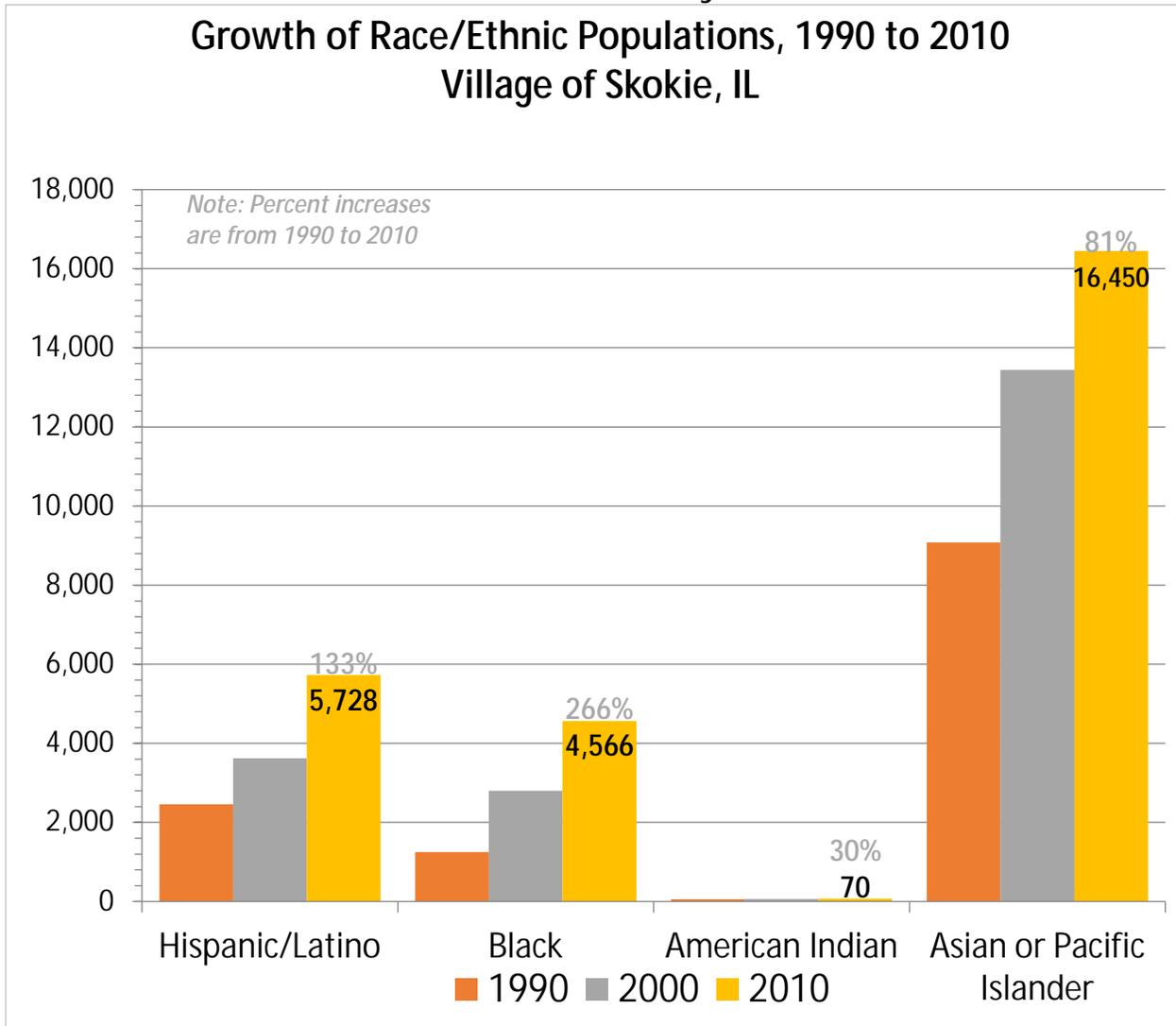
Between 1990 and 2010, the City of Racine also experienced significant growth in race and ethnic populations. Most significant in number and percent increase were Hispanic/Latino. The growth in the Hispanic/Latino population led to it being a close second behind the total Black population. By 2010, 33,740 residents in Racine were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

Chart 15. Waukesha Race and Ethnicity



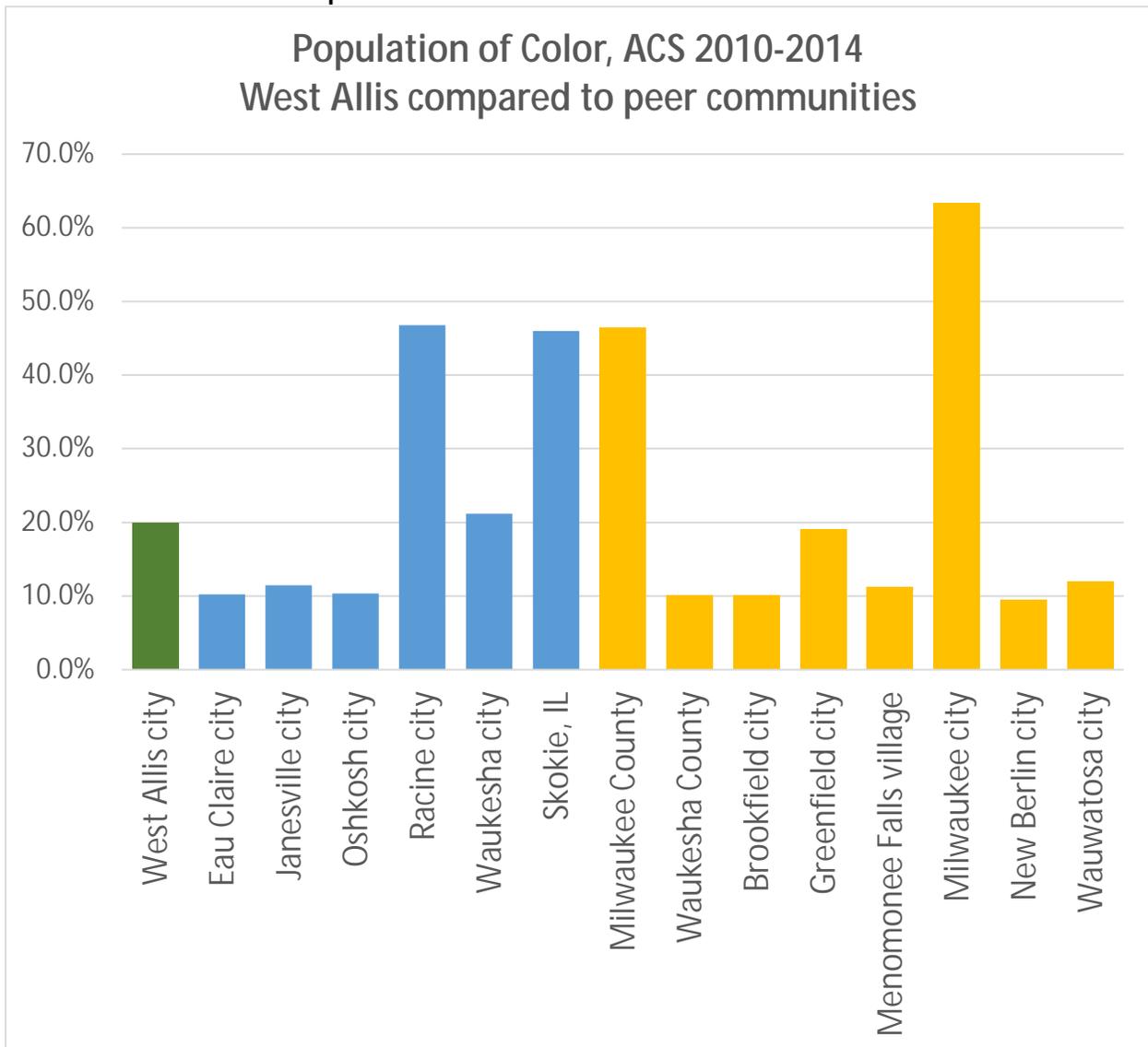
Between 1990 and 2010, the City of Waukesha also experienced significant growth in race and ethnic populations. Most significant in number were Hispanic/Latino and most significant in percent increase were Black. By 2010, 12,790 residents in Waukesha were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

Chart 16. Skokie, IL Race and Ethnicity



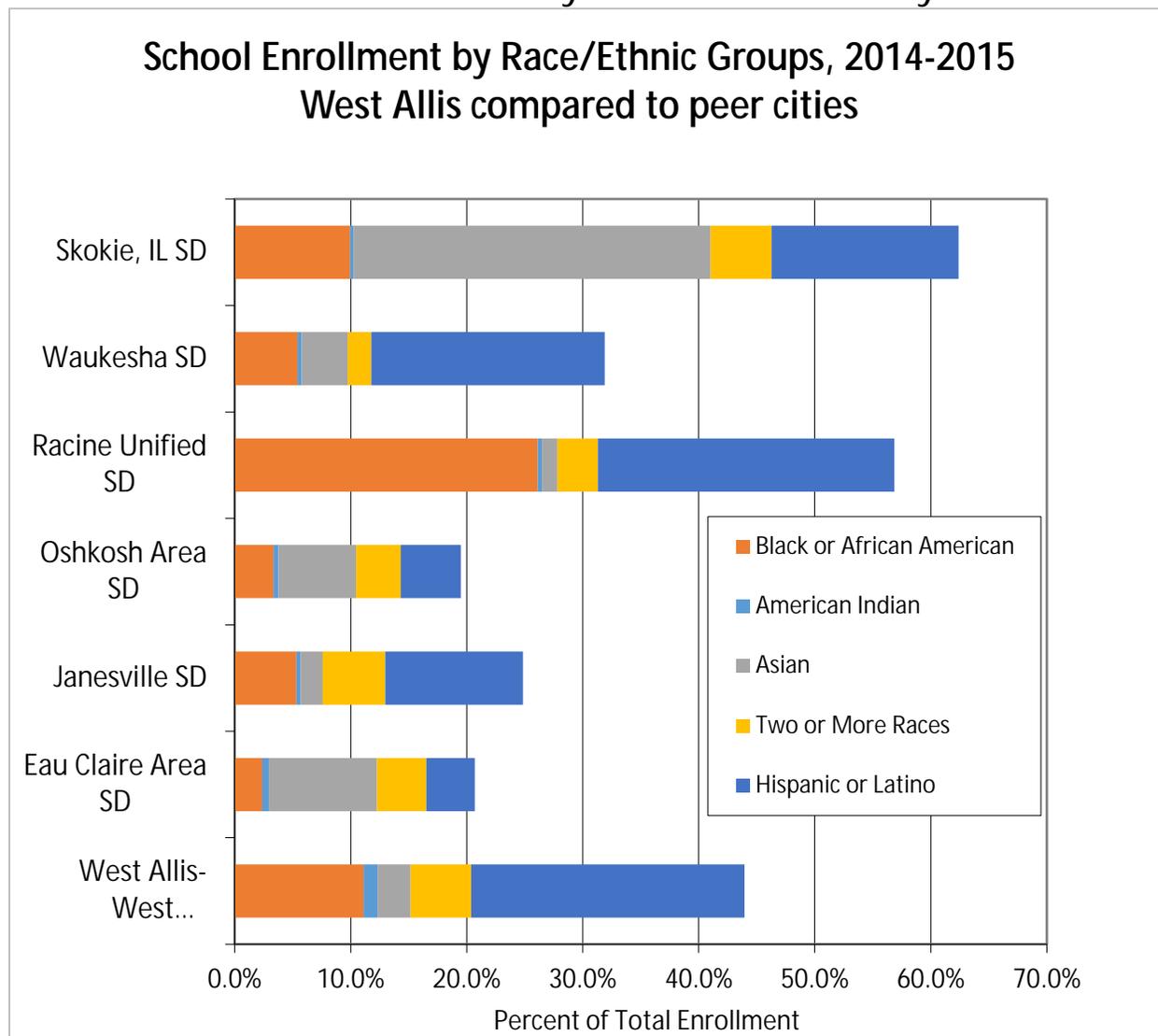
Between 1990 and 2010, the City of Skokie, IL also experienced significant growth in race and ethnic populations. Most significant in number were Asian or Pacific Islander and most significant in percent increase were Black. By 2010, 26,814 residents in Skokie were Hispanic/Latino, Black, American Indian, or Asian or Pacific Islander.

Chart 17. Total Population of Color



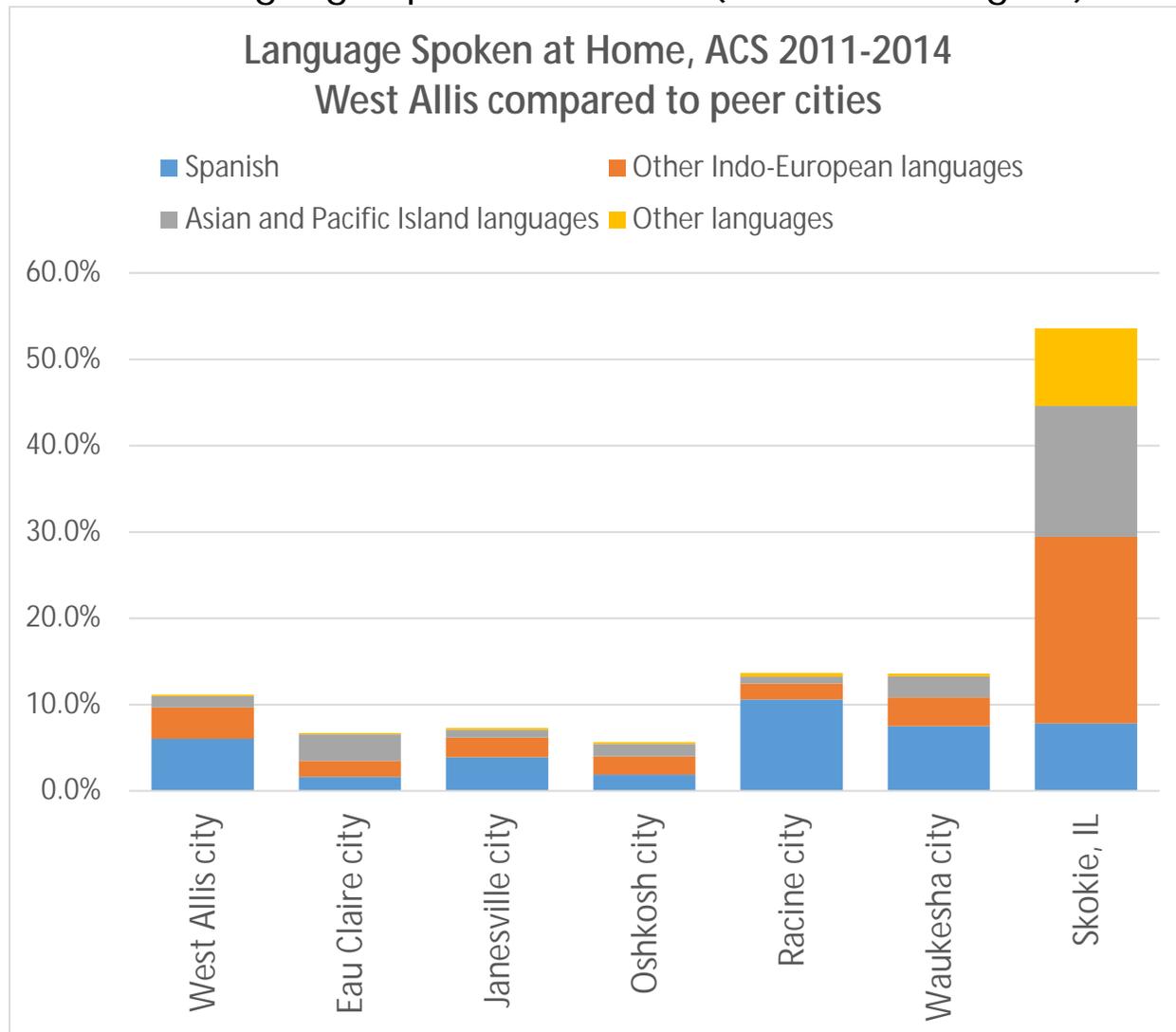
When comparing the City of West Allis to peer cities and comparison communities in the Milwaukee Metropolitan Region, West Allis ranks 6th out of 14 communities in the percentage of population of color. Only the City of Milwaukee, the City of Racine, Milwaukee County, Skokie, IL, and the City of Waukesha have higher percentages. West Allis has a higher percentage of people of color than adjacent communities (Wauwatosa, Greenfield, and New Berlin).

Chart 18. School Enrollment by Race and Ethnicity



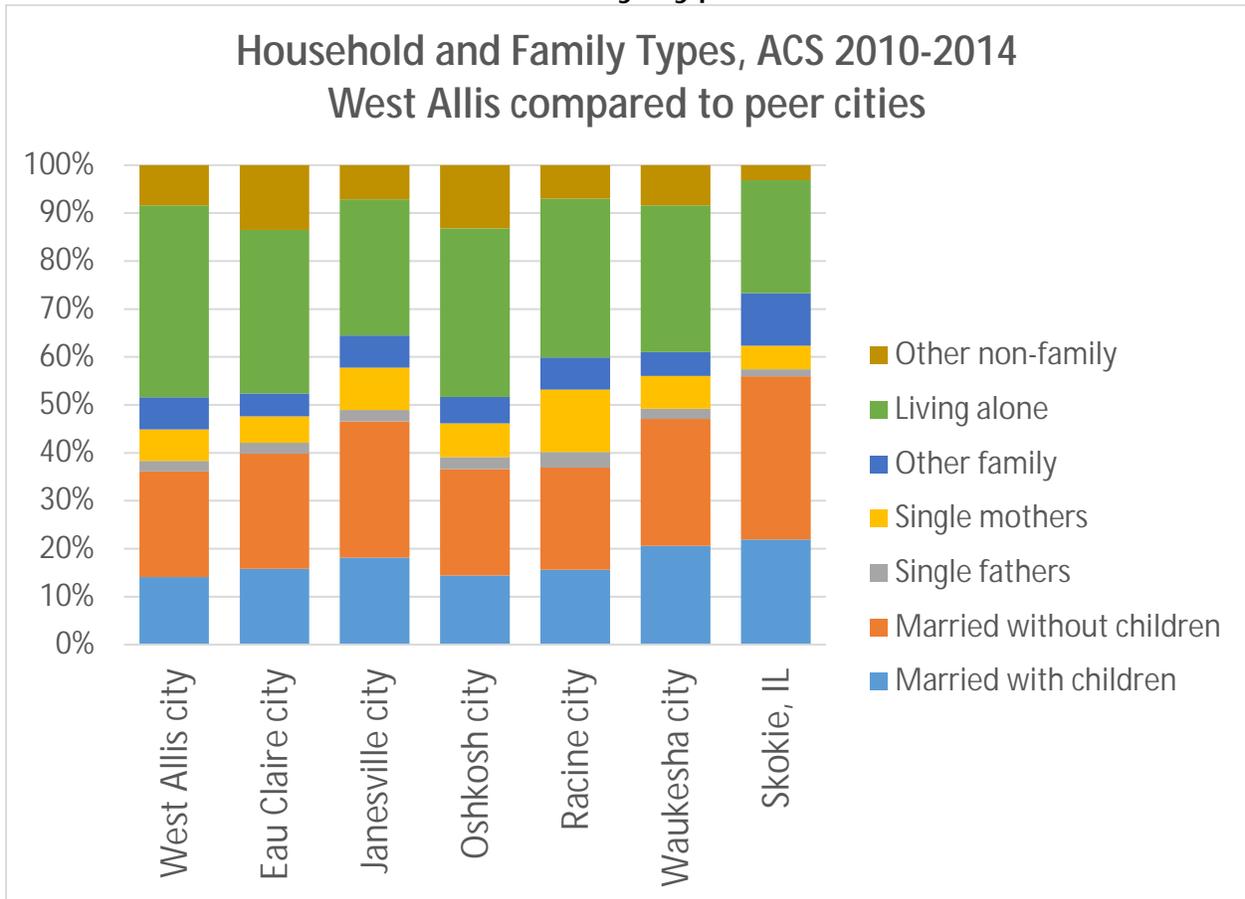
Further analysis of race/ethnic groups by school district shows that among peer cities, the West Allis/West Milwaukee School District has over 40 percent of its enrollment being represented by diverse race/ethnic groups. Only Skokie, IL and Racine Unified school districts have a higher percent than West Allis/West Milwaukee.

Chart 19. Language Spoken at Home (other than English)



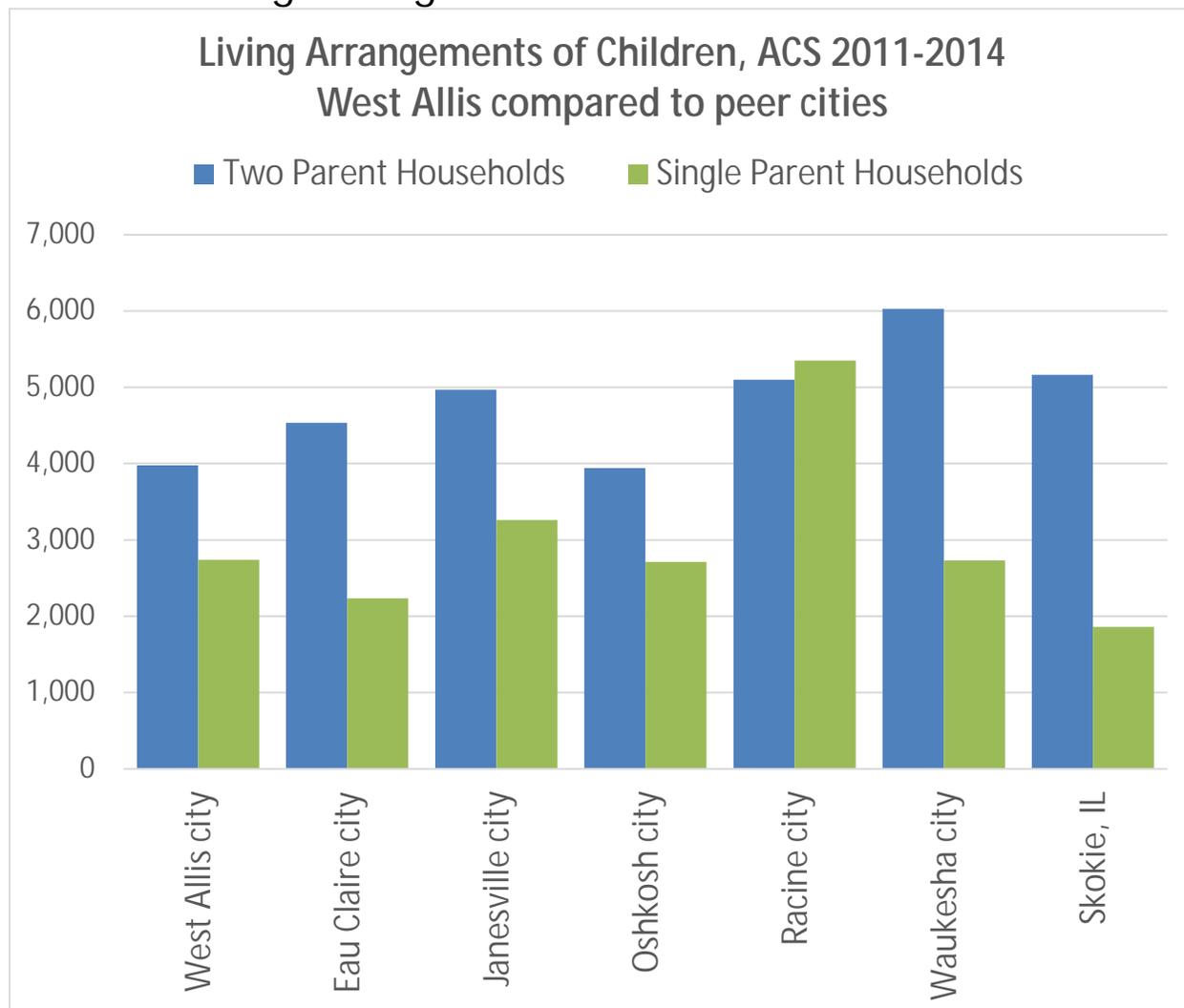
About one in ten households in the City of West Allis speak a language other than English at home. Among peer cities, West Allis is in the middle in regard to language other than English spoken at home. Oshkosh, Janesville, and Eau Claire are lower, Racine and Waukesha are slightly higher, and Skokie, IL is much higher. Spanish is the most prominent language other than English spoken at home in West Allis.

Chart 20. Household and Family Types



When compared to peer cities, West Allis has a higher percentage of households where an individual is living alone. West Allis has a smaller percentage of married households with children. This may be due to the high percentage of millennials (ages 20 to 39) in West Allis as millennials are waiting until their late twenty's to get married.

Chart 21. Living Arrangements of Children

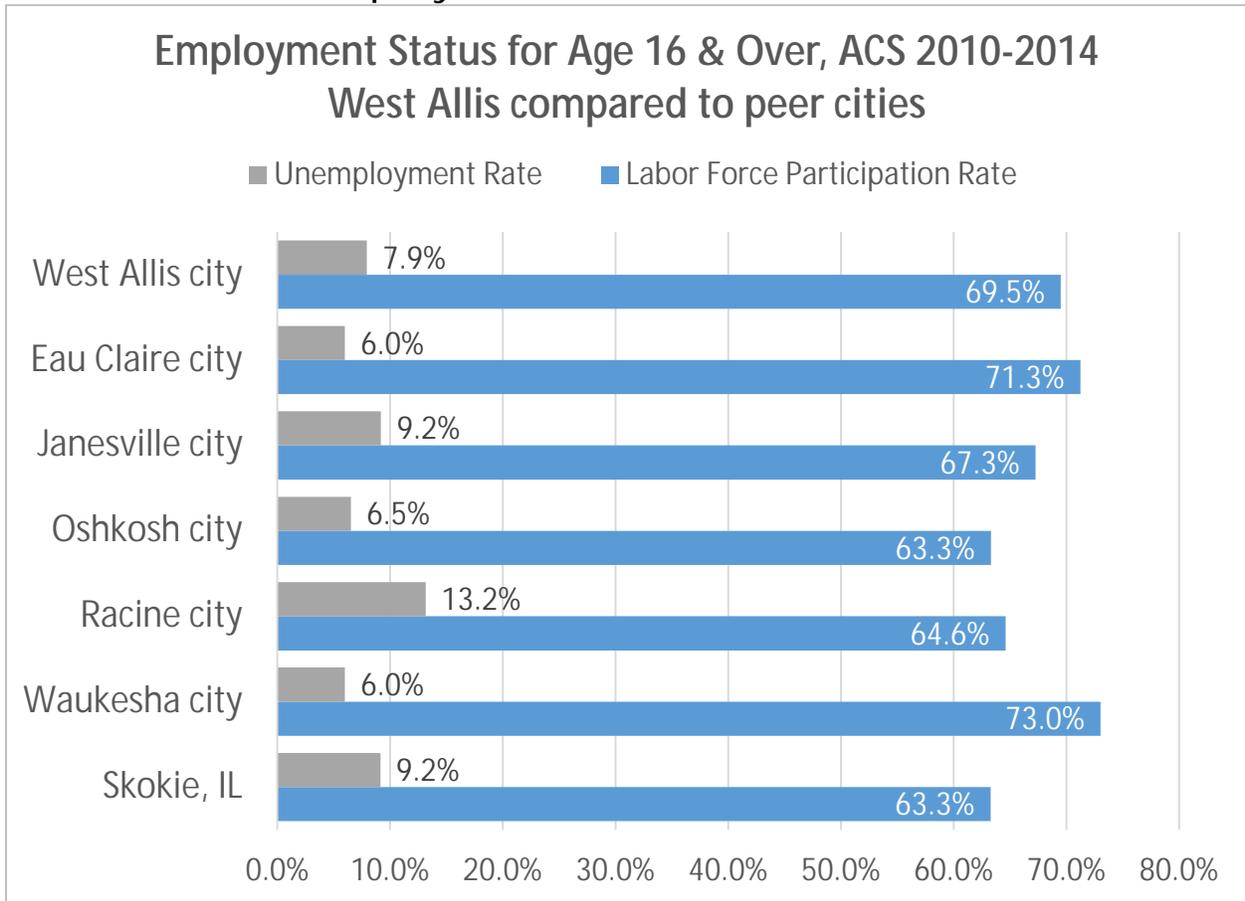


The number of single parent households in West Allis is similar to Oshkosh and Waukesha. Skokie, IL and Eau Claire are lower with regard to single parent households, Janesville is slightly higher, and Racine has a much higher number of single parent households. West Allis and Oshkosh have the lowest number of two parent households. This reflects the fact that West Allis has a large number of younger millennial households without children.

Section 3

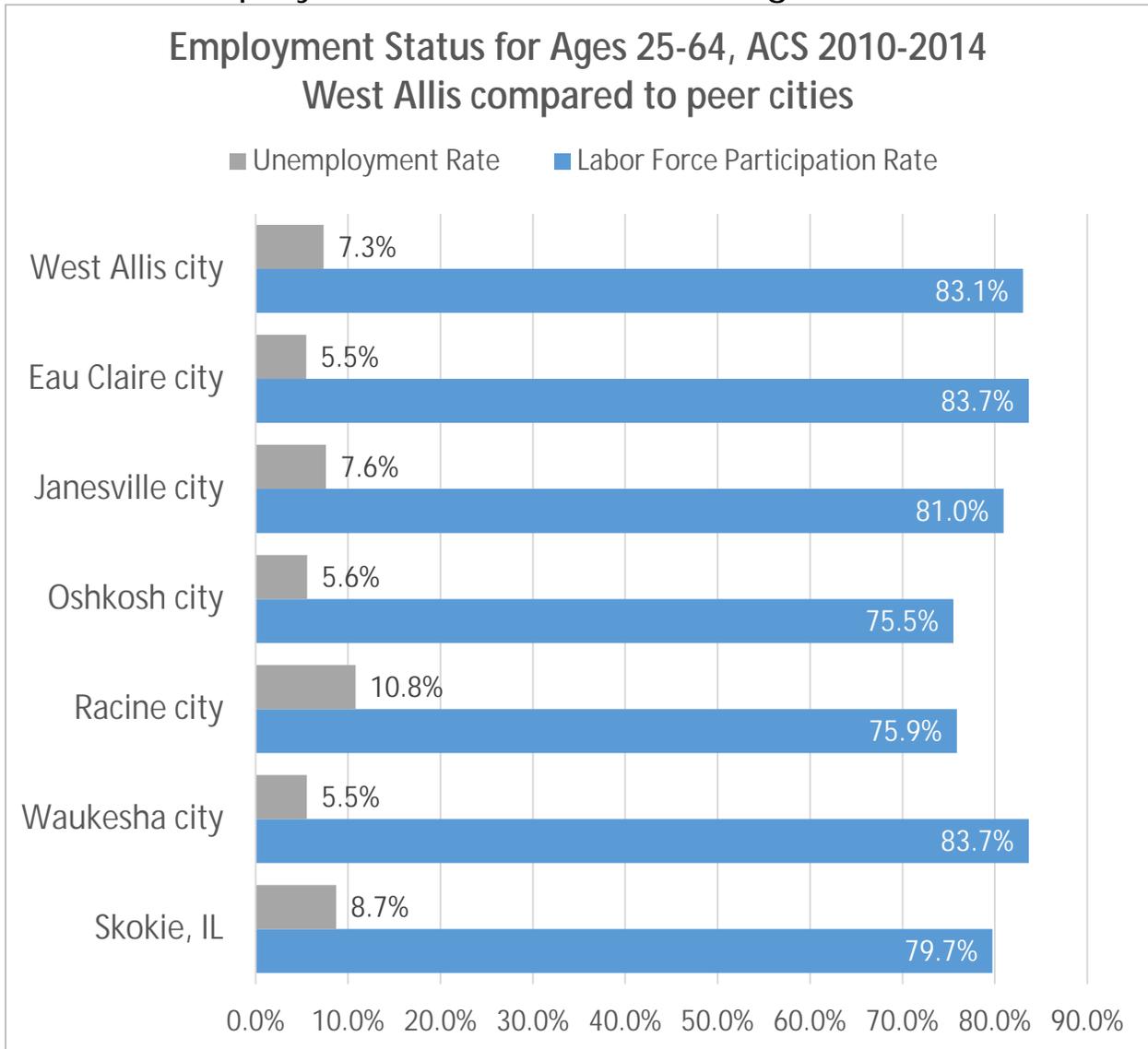
Employment, Labor Force & Income

Chart 22. Total Employment Status



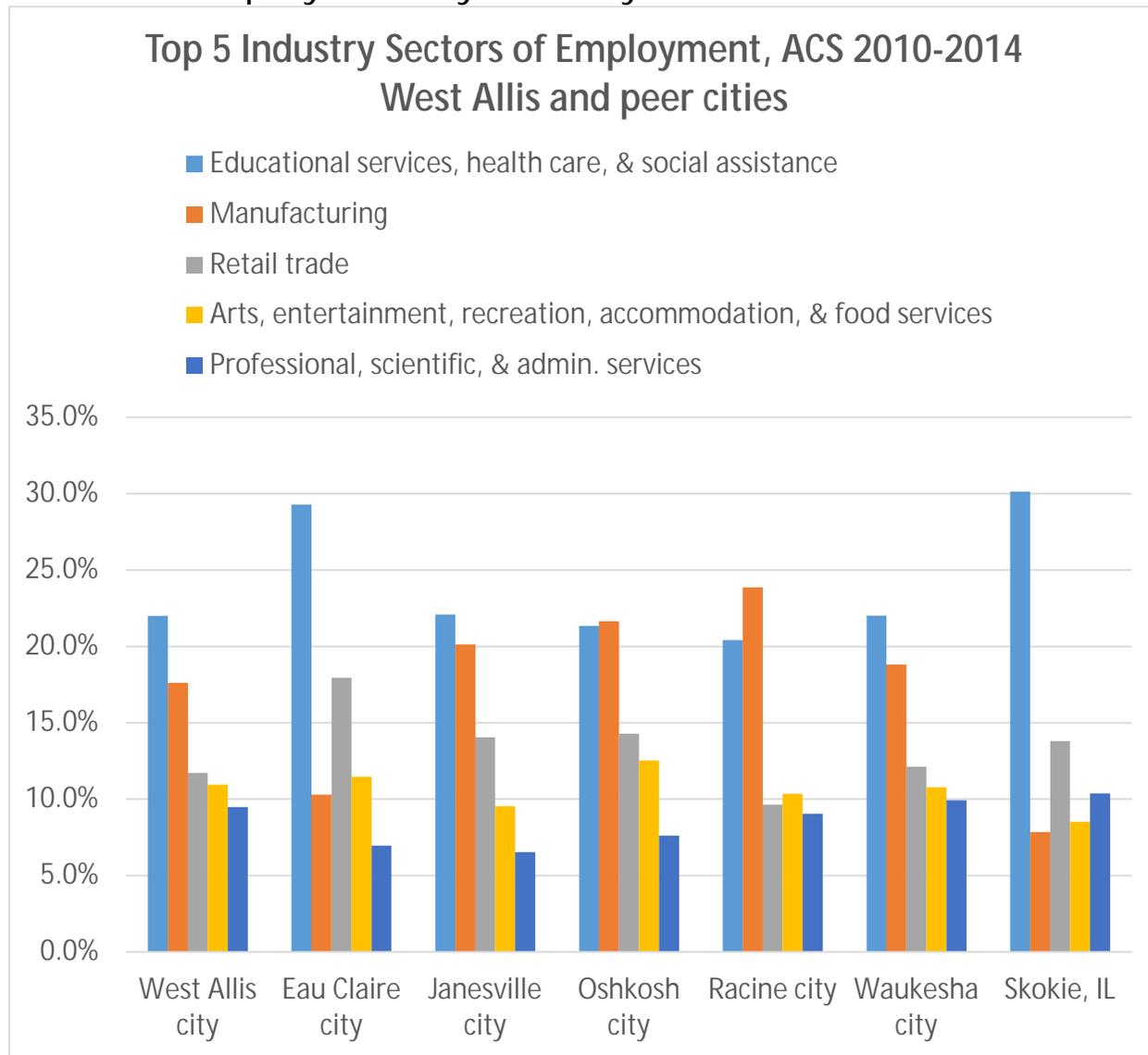
With regard to unemployment rate, between 2010 and 2014 the City of West Allis ranked in the middle of peer city rankings. In addition, the City of West Allis ranked third in labor force participation rate at 69.5%.

Chart 23. Employment Status for Those Age 25-64



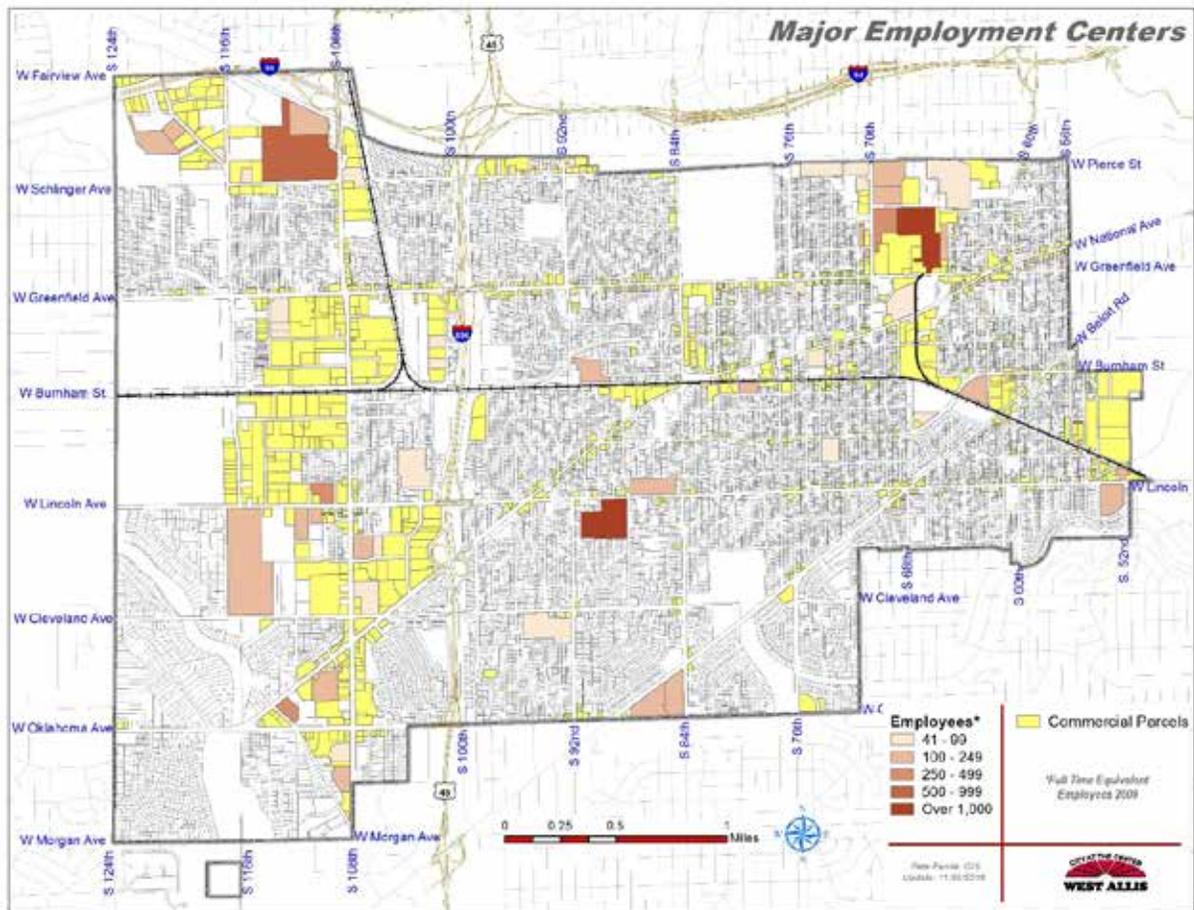
With regard to the Labor Force participation rate of residents between the ages of 25 and 64, West Allis was second at 83.1 percent to the City of Eau Claire and the City of Waukesha (both at 83.7 percent).

Chart 24. Employment by Industry Sector



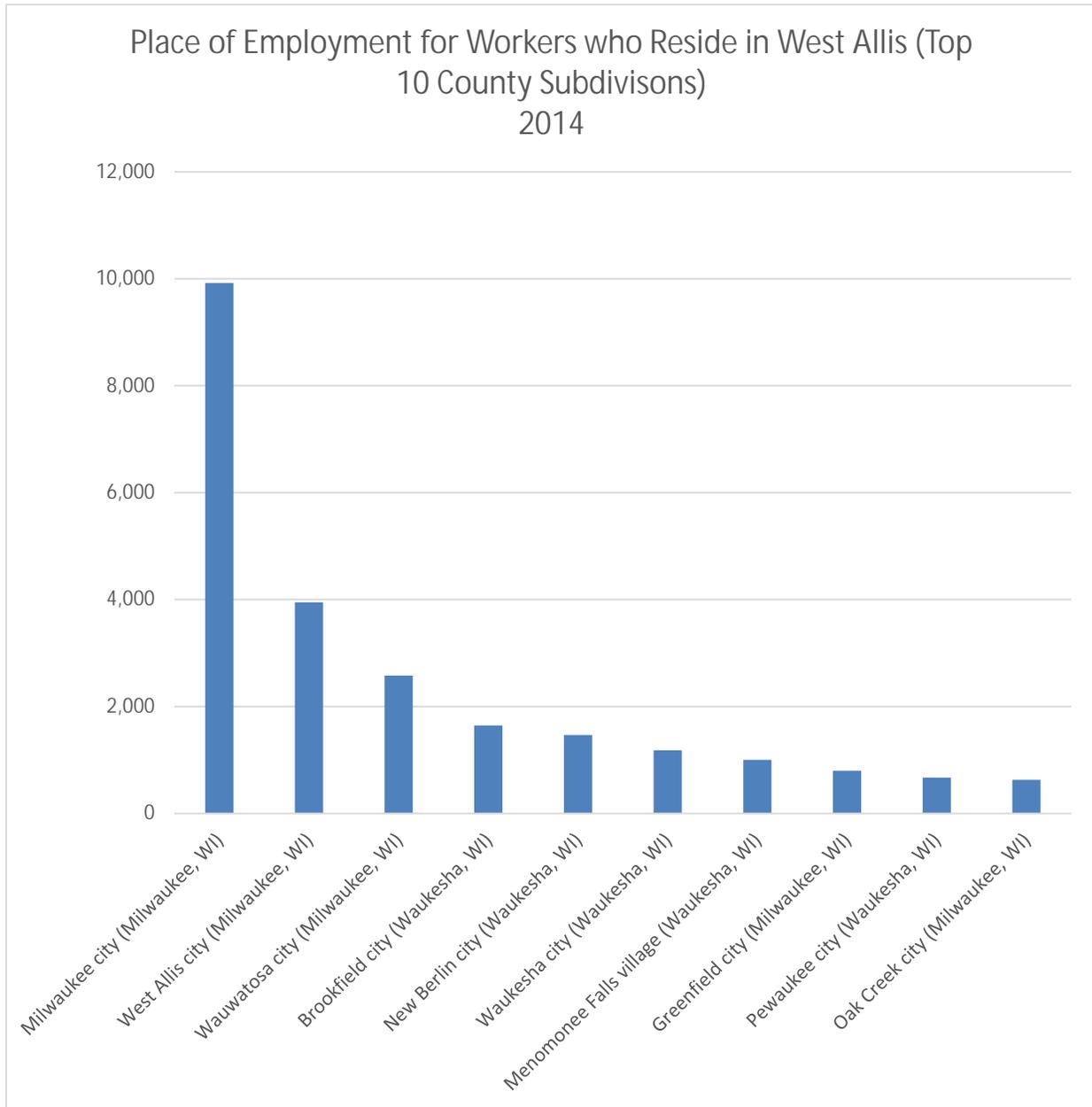
Educational services, health care, and social assistance employ the highest percentage of workers in West Allis. This is consistent among peer cities with the exception of Oshkosh and Racine where manufacturing still employs the greatest percentage of workers. The percentage distribution of workers in the five industry sectors for West Allis is most similar to the City of Waukesha. The City of Skokie has the highest percentage of both educational services, health care, and social assistance and professional, scientific, and administrative services when compared to the peer cities.

Chart 25. West Allis Major Employment Centers



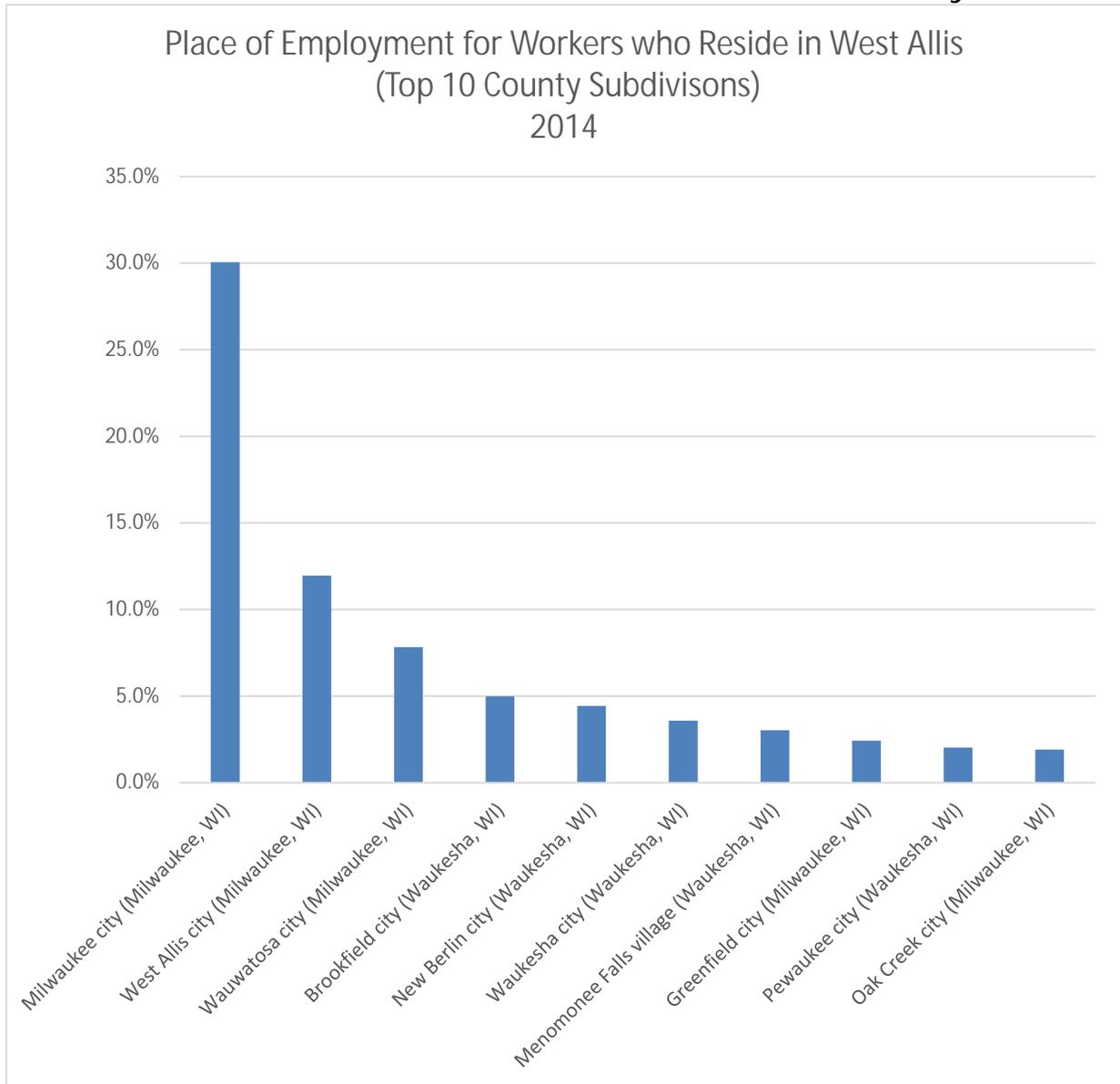
West Allis has three major employment center concentrations with over 1,000 employees. These include the former West Allis manufacturing area, Aurora Hospital, and the Quad Graphics facility.

Chart 26. Work Destination of West Allis Residents



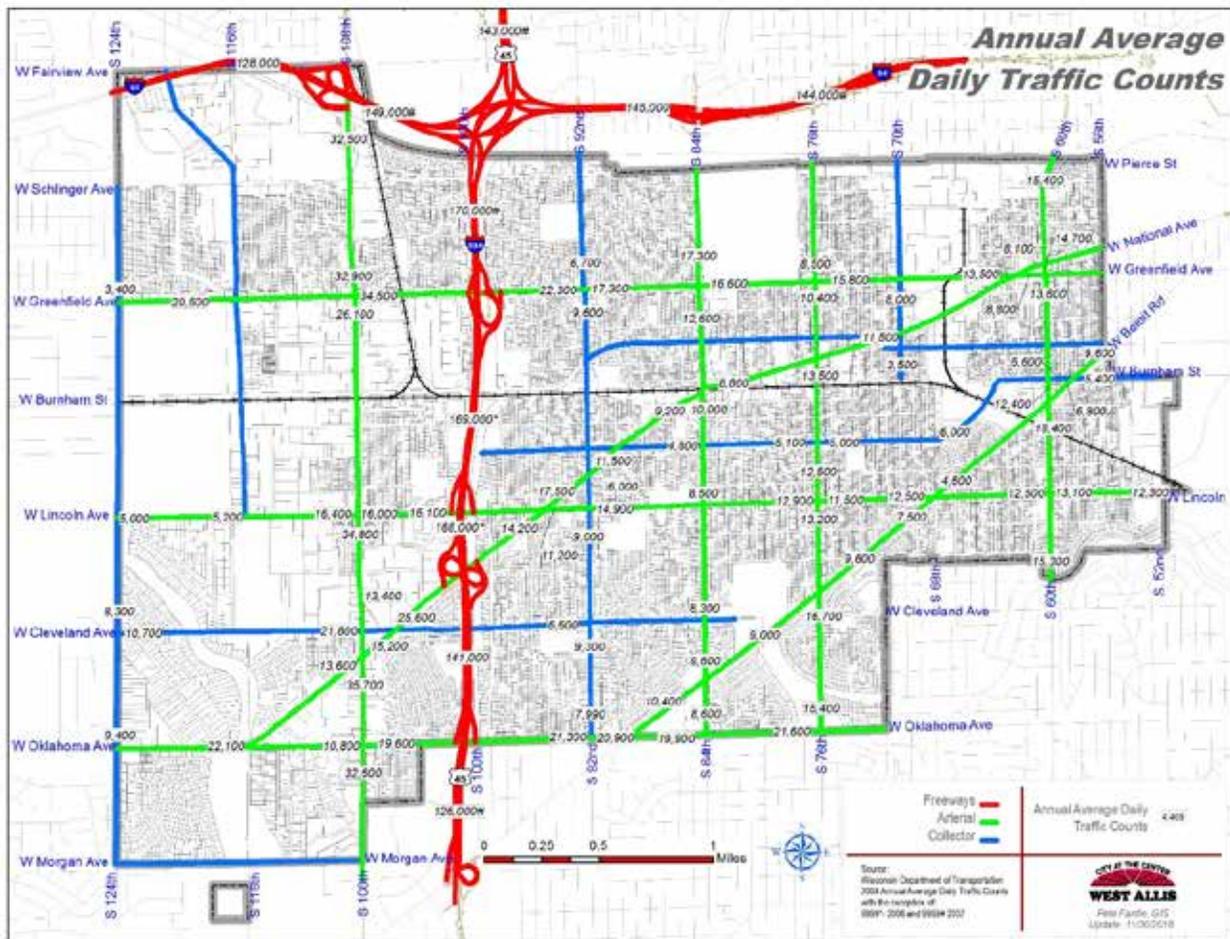
This data shows that West Allis like other communities in the Milwaukee Metropolitan Region attracts workers from other communities for jobs in West Allis. In 2014, over 10,000 employees from the City of Milwaukee commuted to West Allis for their job. Nearly 4,000 employees who worked in West Allis also lived in the community.

Chart 27. Work Destination of West Allis Residents by Percent



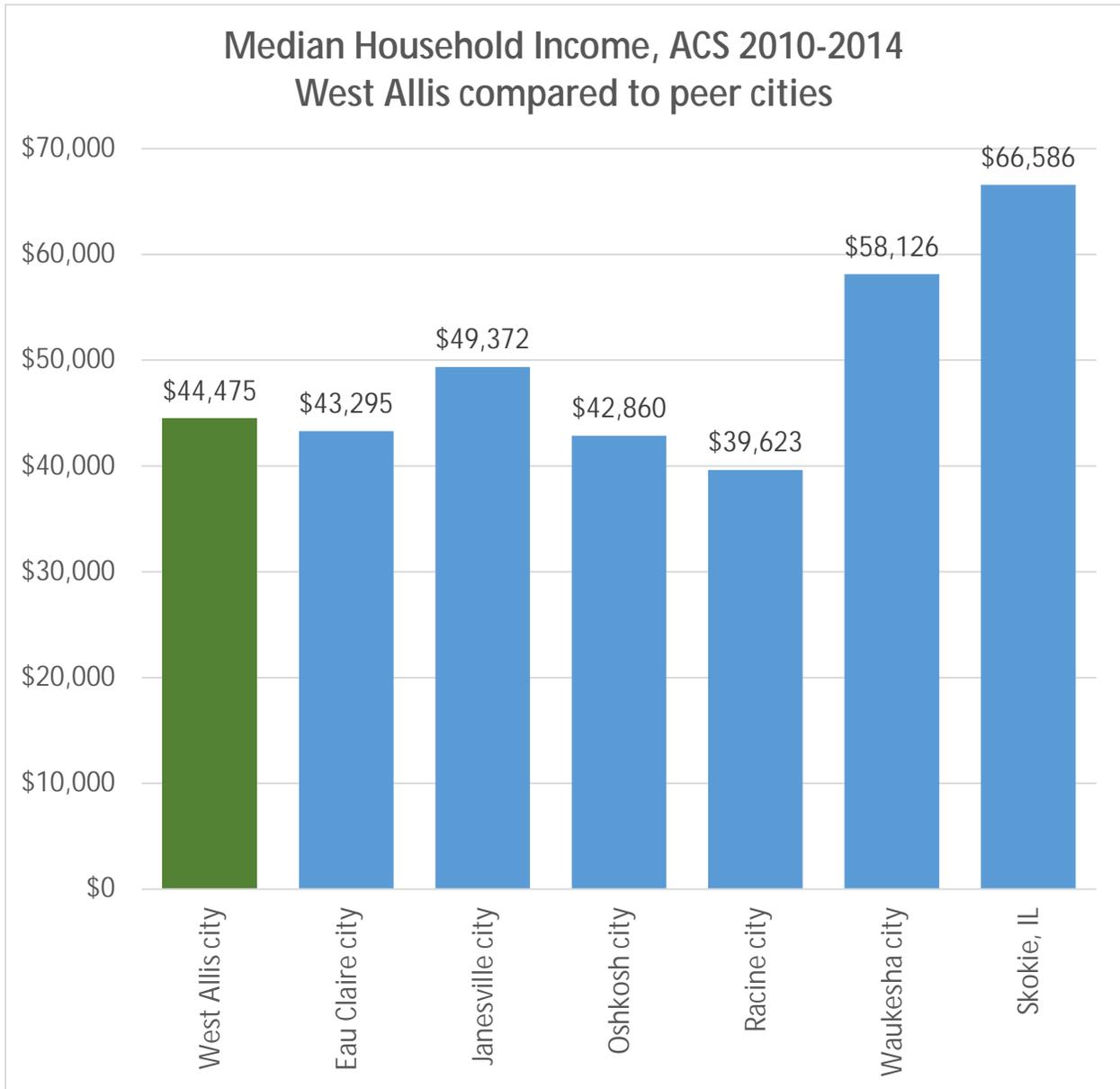
This data shows that a large percentage of residents in West Allis commute to the City of Milwaukee to work. Only 12 percent of West Allis residents also work in the City of West Allis.

Chart 28. West Allis Annual Average Daily Traffic Counts



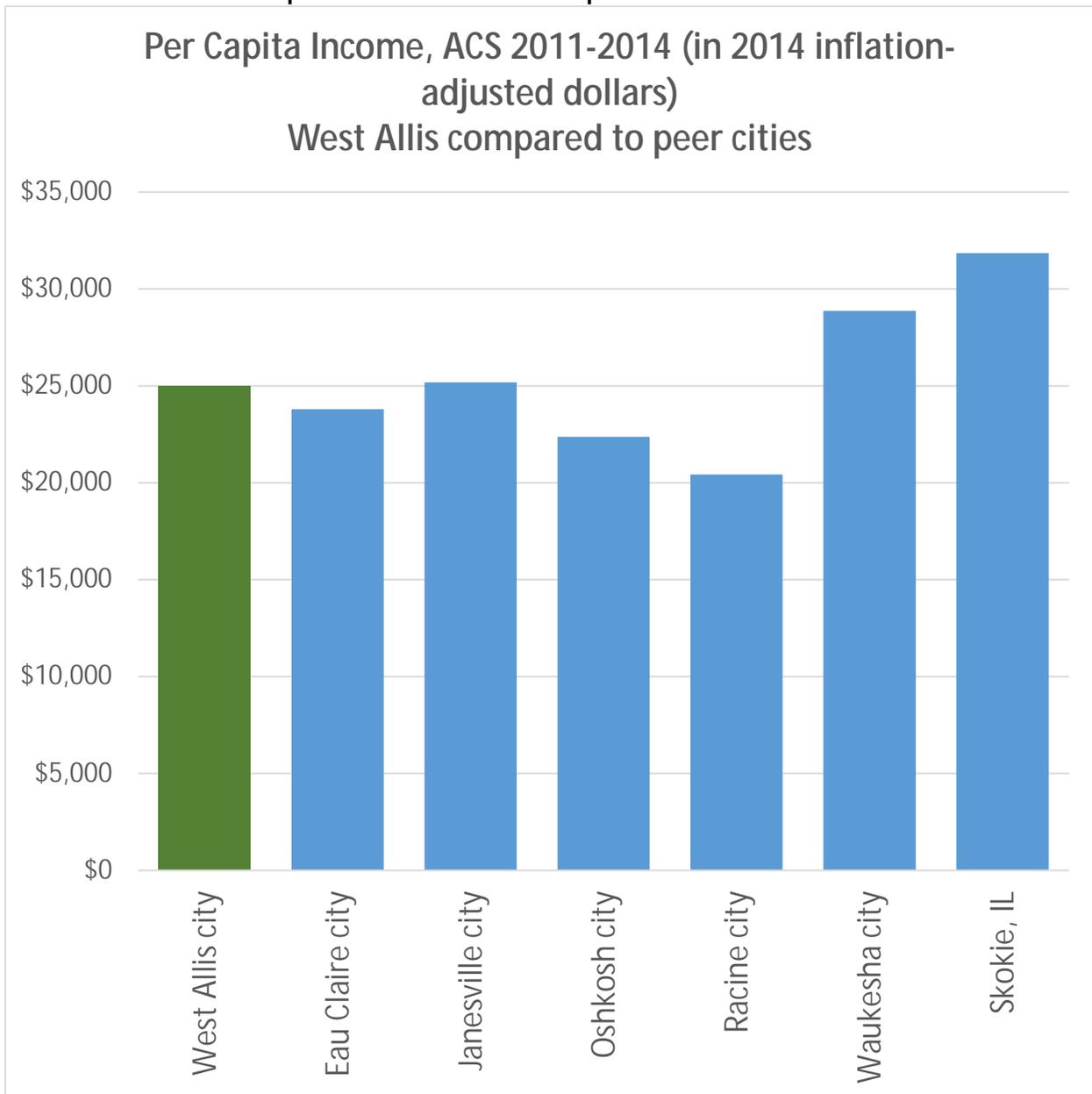
West Allis has five arterial streets that include Beloit Road and Greenfield, National, Lincoln, and Oklahoma Avenues. These streets provide connectivity to businesses and residences in the community. Highway 100 (108th Street) is a major arterial street that is a main connector to businesses in this corridor. The interstate freeway system provides West Allis with easy access to the region in both east, west, north and south directions.

Chart 29. Median Household Income



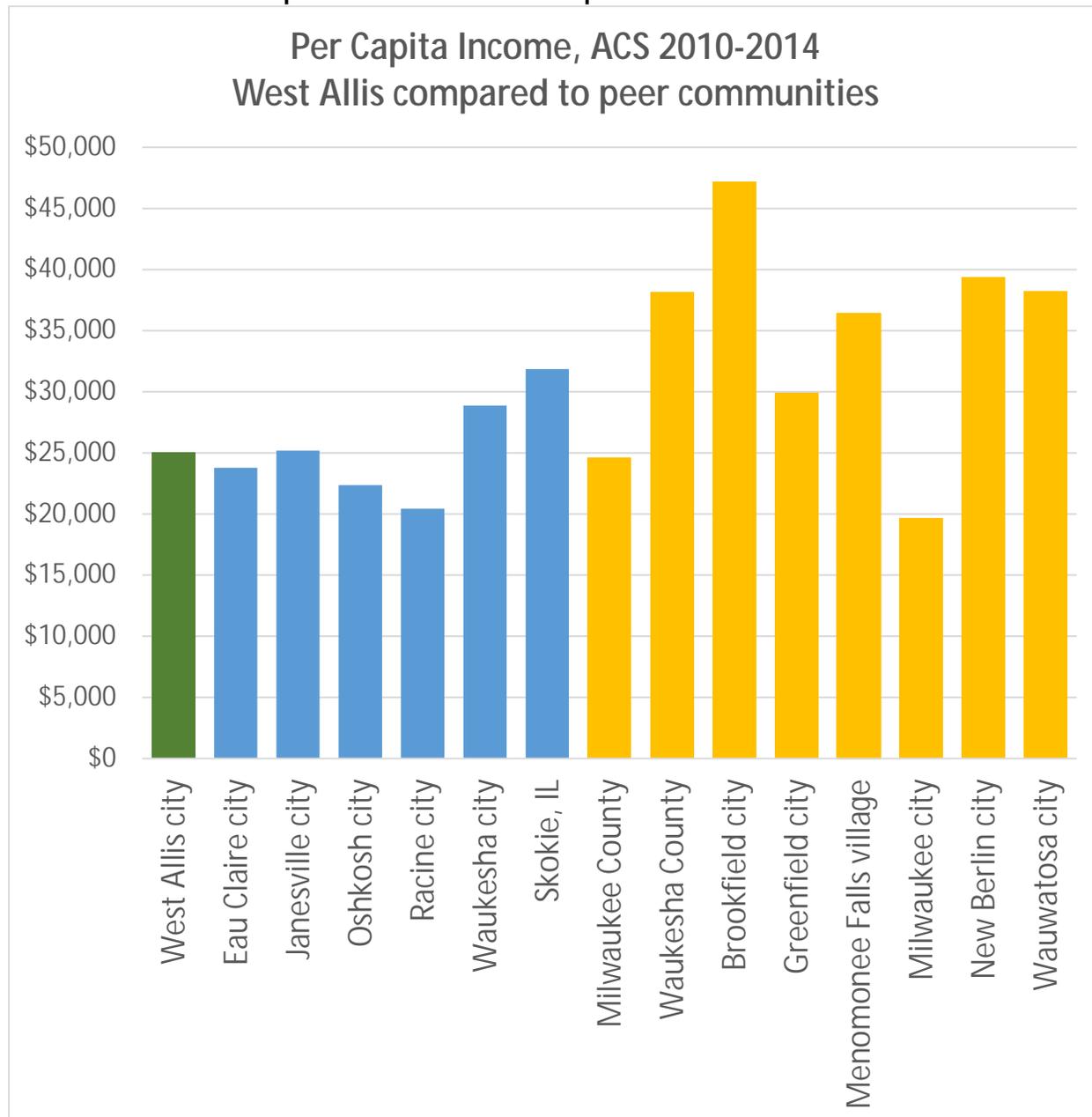
The City of West Allis ranked in the middle of peer cities with regard to median household income. The City of Skokie, IL had the highest median household income at \$66,586 and the City of Racine has the lowest median household income at \$39,623. In Wisconsin peer cities, the City of Waukesha had the highest median household income at \$58,126. The median household income of \$44,475 for West Allis equates to approximately \$21 dollars per hour for a full-time equivalent employee or \$10.50 per hour if two wage earners are living in the same household.

Chart 30. Per Capita Income Compared to Peer Cities



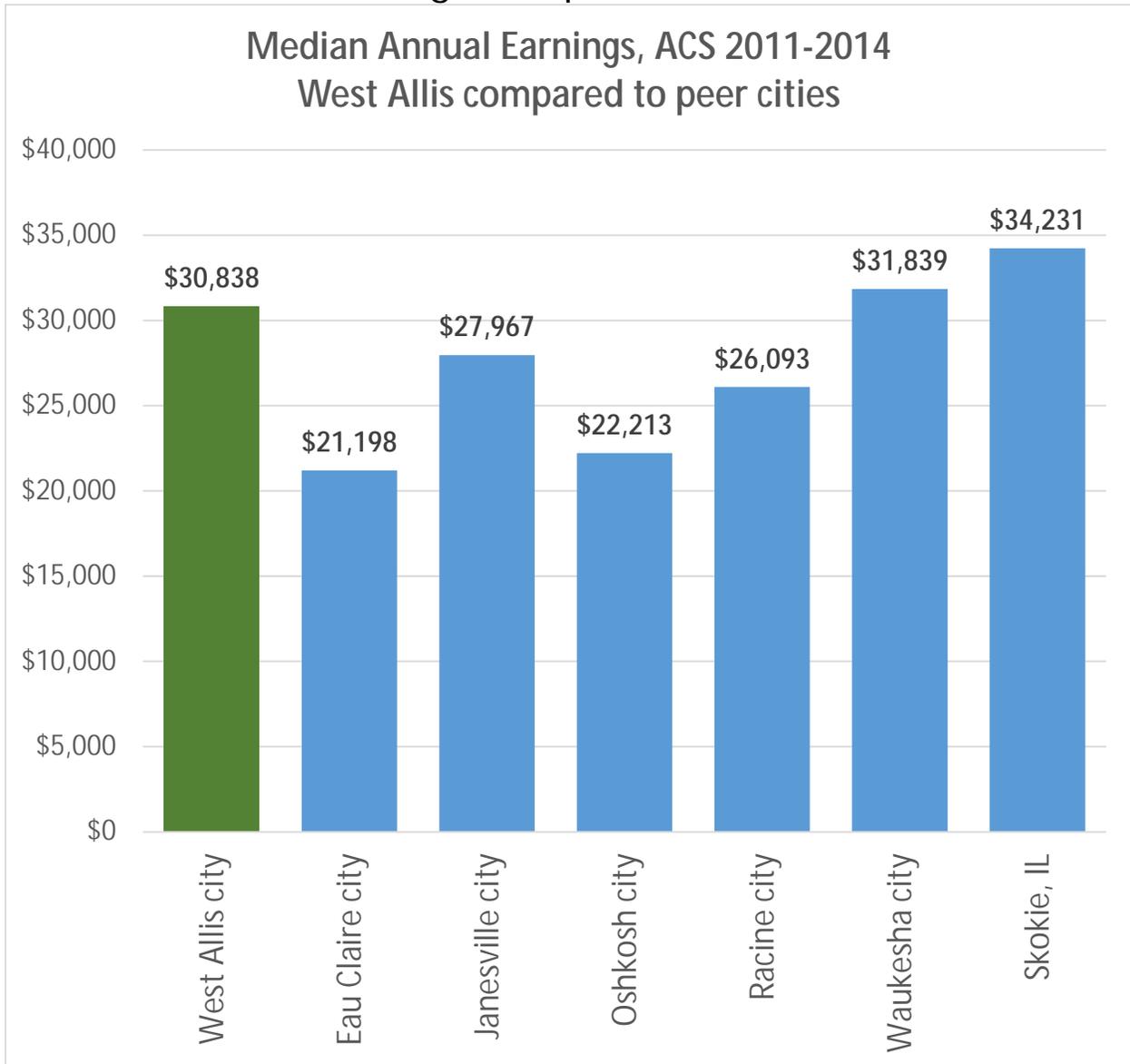
West Allis is similar to Janesville in per capita income.

Chart 31. Per Capita Income Compared to Peer Communities



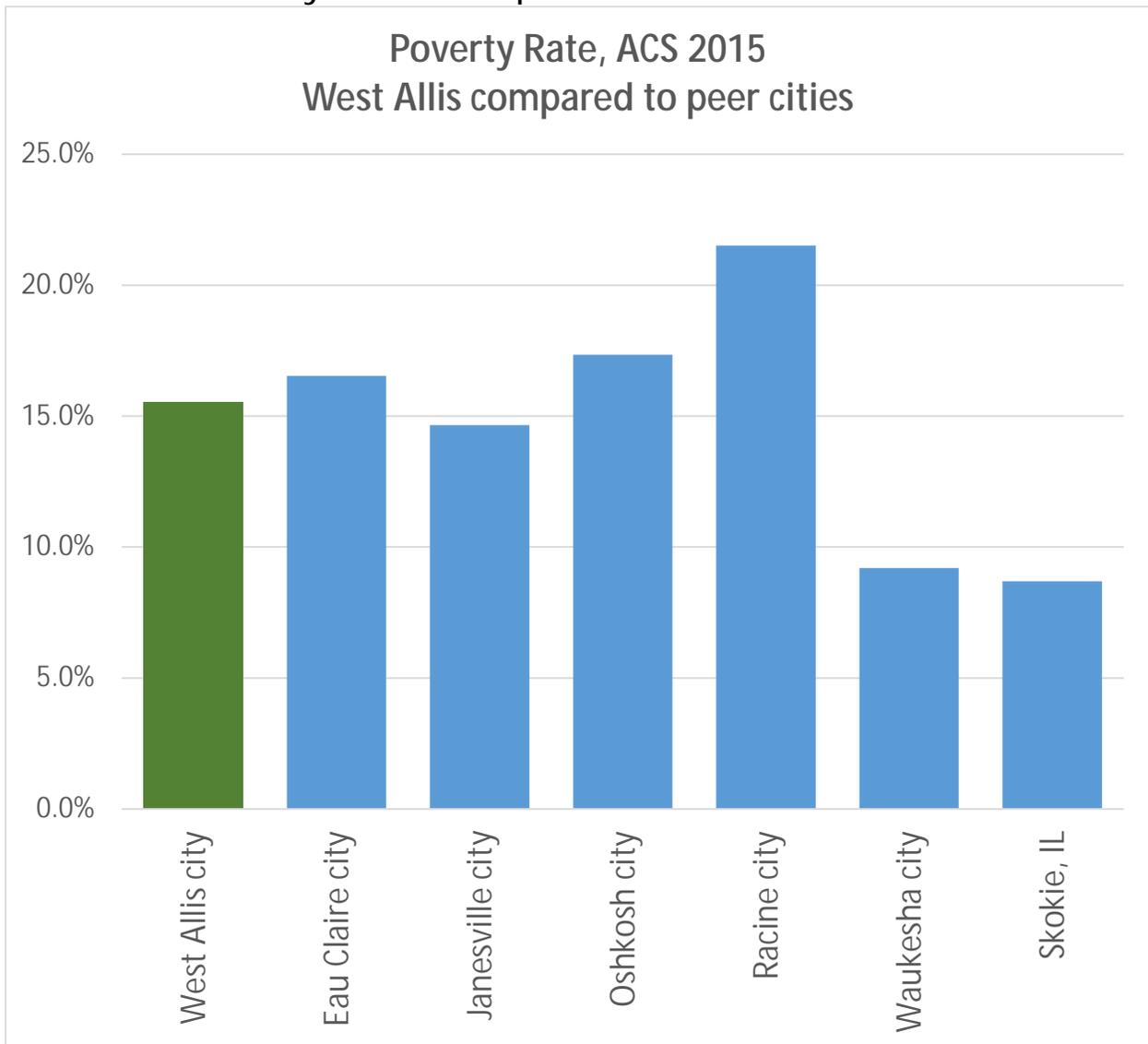
In comparison to peer cities, West Allis has a much higher per capita income than Racine, a slightly higher per capita income than Oshkosh and Eau Claire, and similar per capita income to Janesville, and a much lower per capita income than Waukesha or Skokie, IL. With regard to nearby communities in the Milwaukee Metropolitan region, the per capita income of West Allis is higher than the City of Milwaukee, similar to Milwaukee County, and lower than other nearby communities.

Chart 32. Annual Earnings Compared to Peer Cities



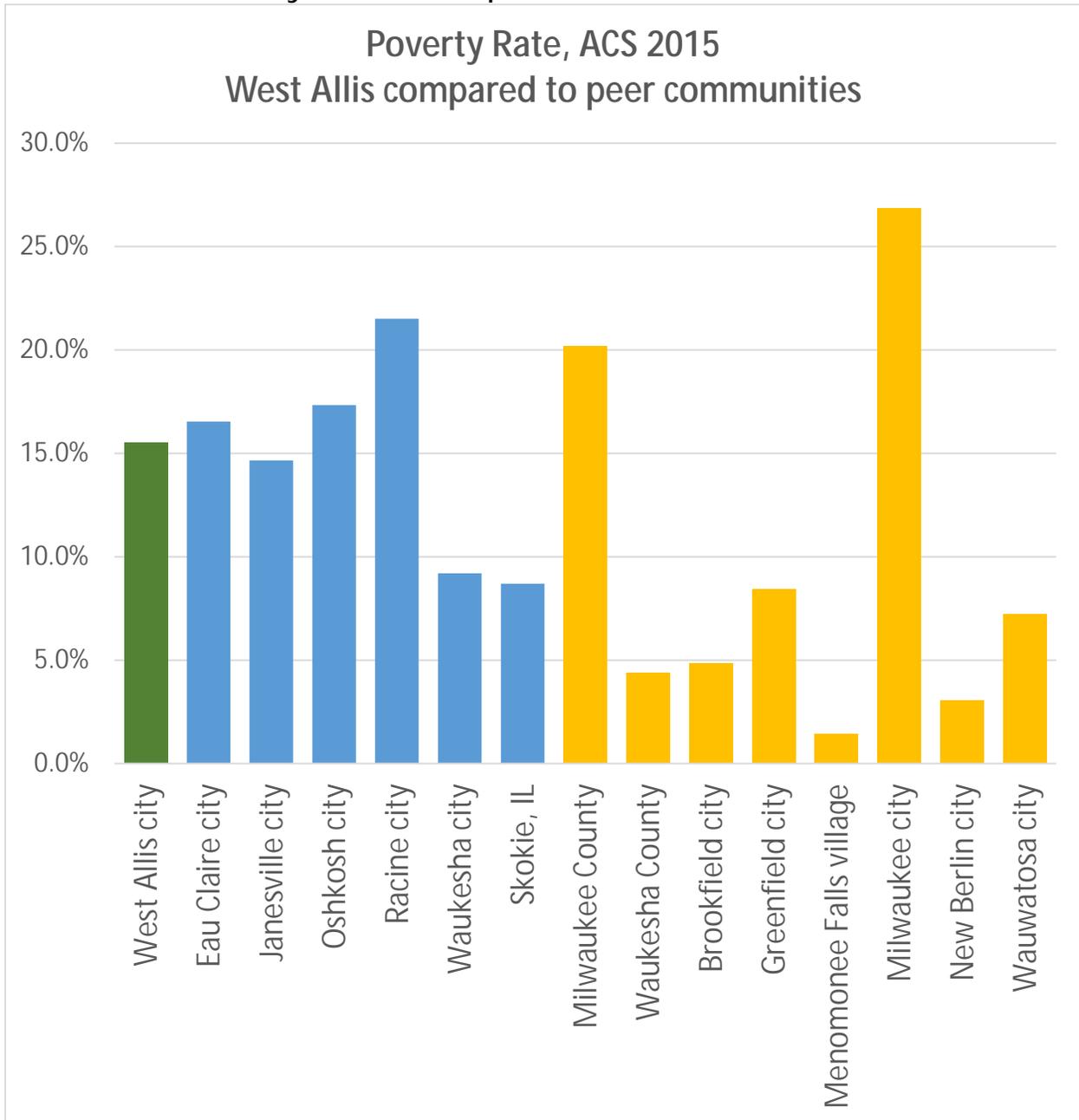
West Allis competes better against peer cities due to the fact that Eau Claire and Oshkosh have large college student populations. West Allis also ranks above Racine and Janesville and is only about \$1,000 below the City of Waukesha.

Chart 33. Poverty Rate Compared to Peer Cities



The cities of Skokie, IL and Waukesha have a much lower poverty rate than West Allis, Janesville is slightly lower, Eau Claire and Oshkosh are slightly higher, and the poverty rate in Racine is much higher.

Chart 34. Poverty Rate Compared to Peer Communities

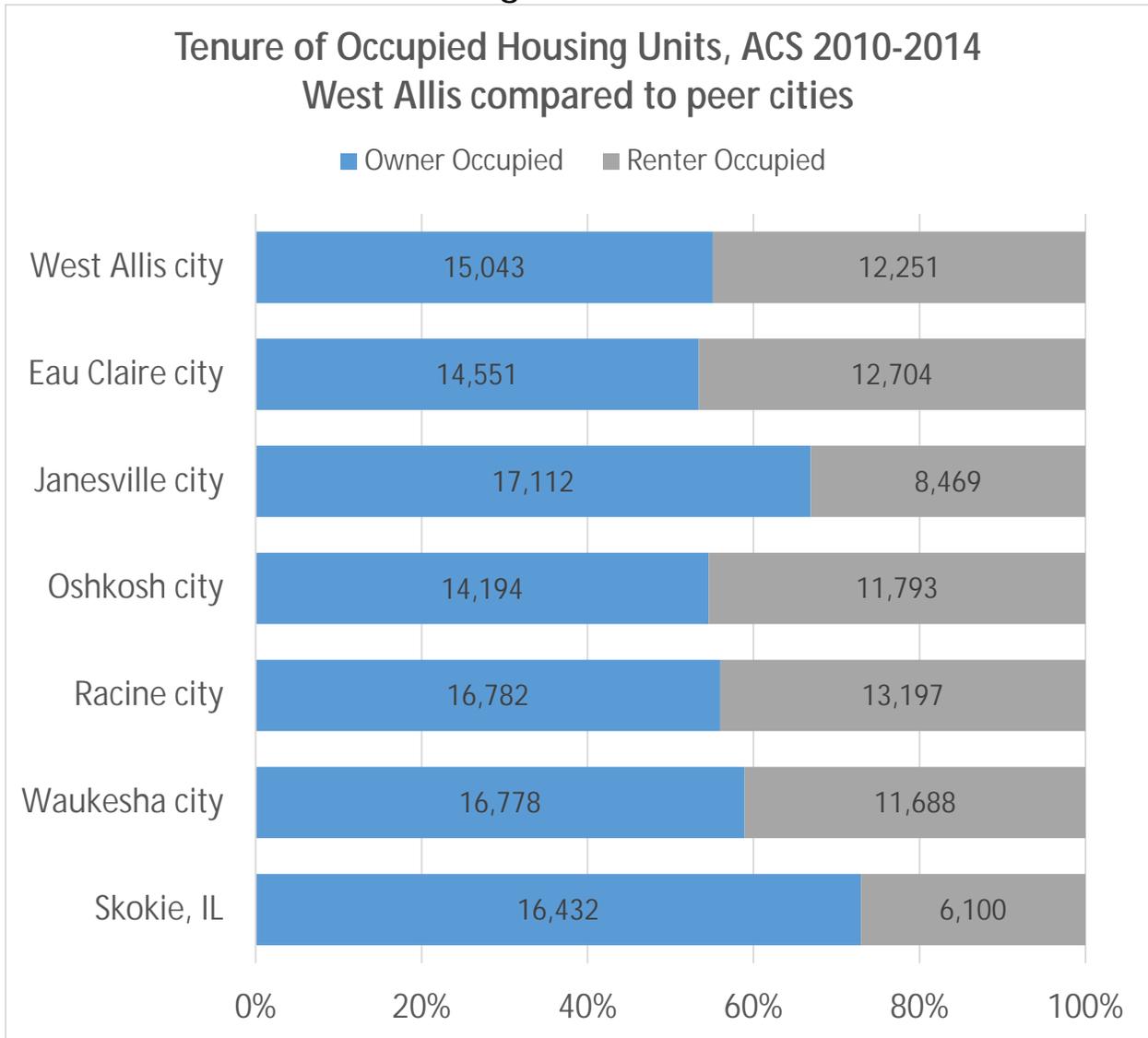


When compared to peer communities nearby West Allis in the Milwaukee Metropolitan Region only the City of Milwaukee and Milwaukee County have higher poverty rates than West Allis.

Section 4

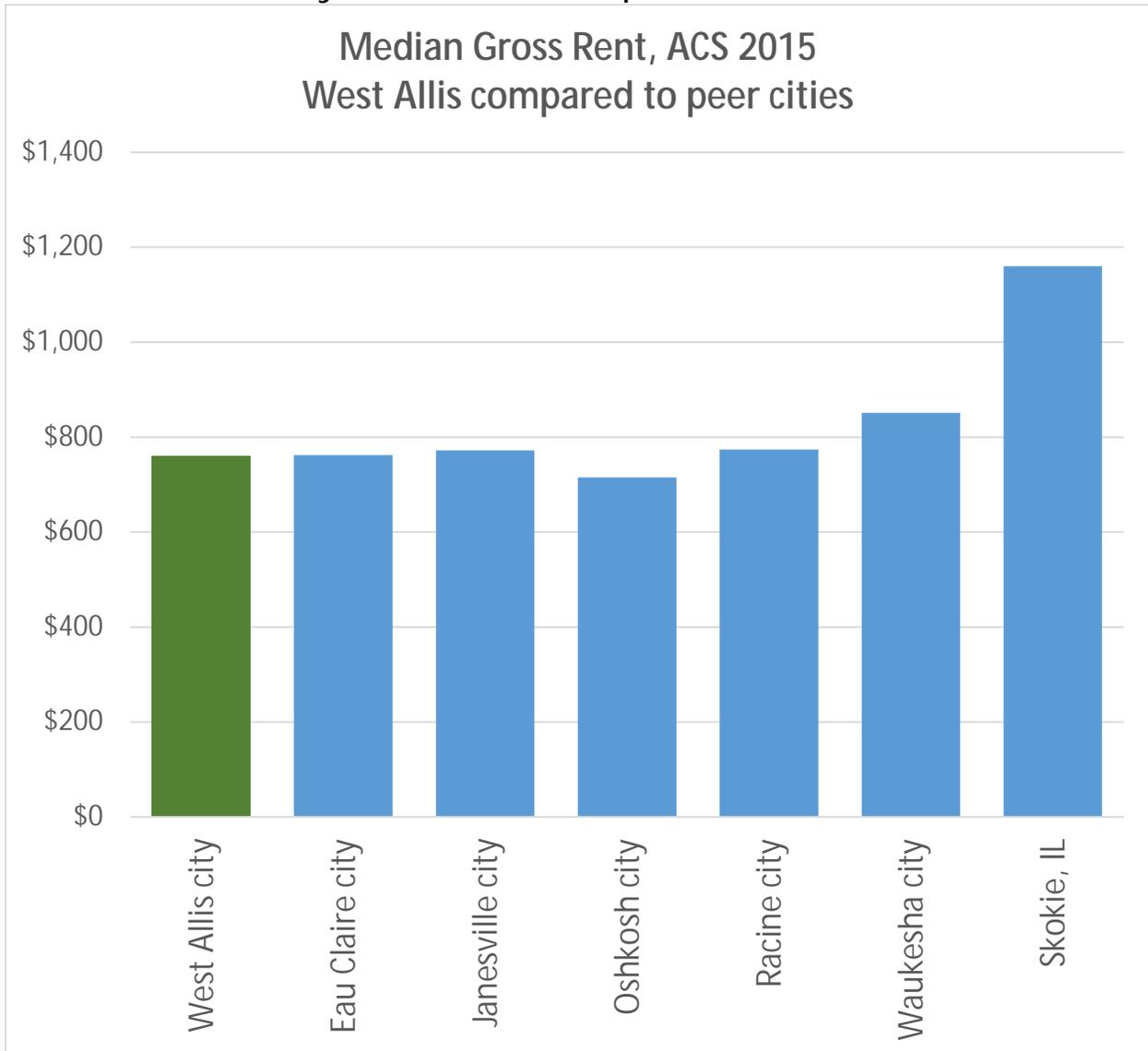
Housing

Chart 35. Tenure of Housing Units



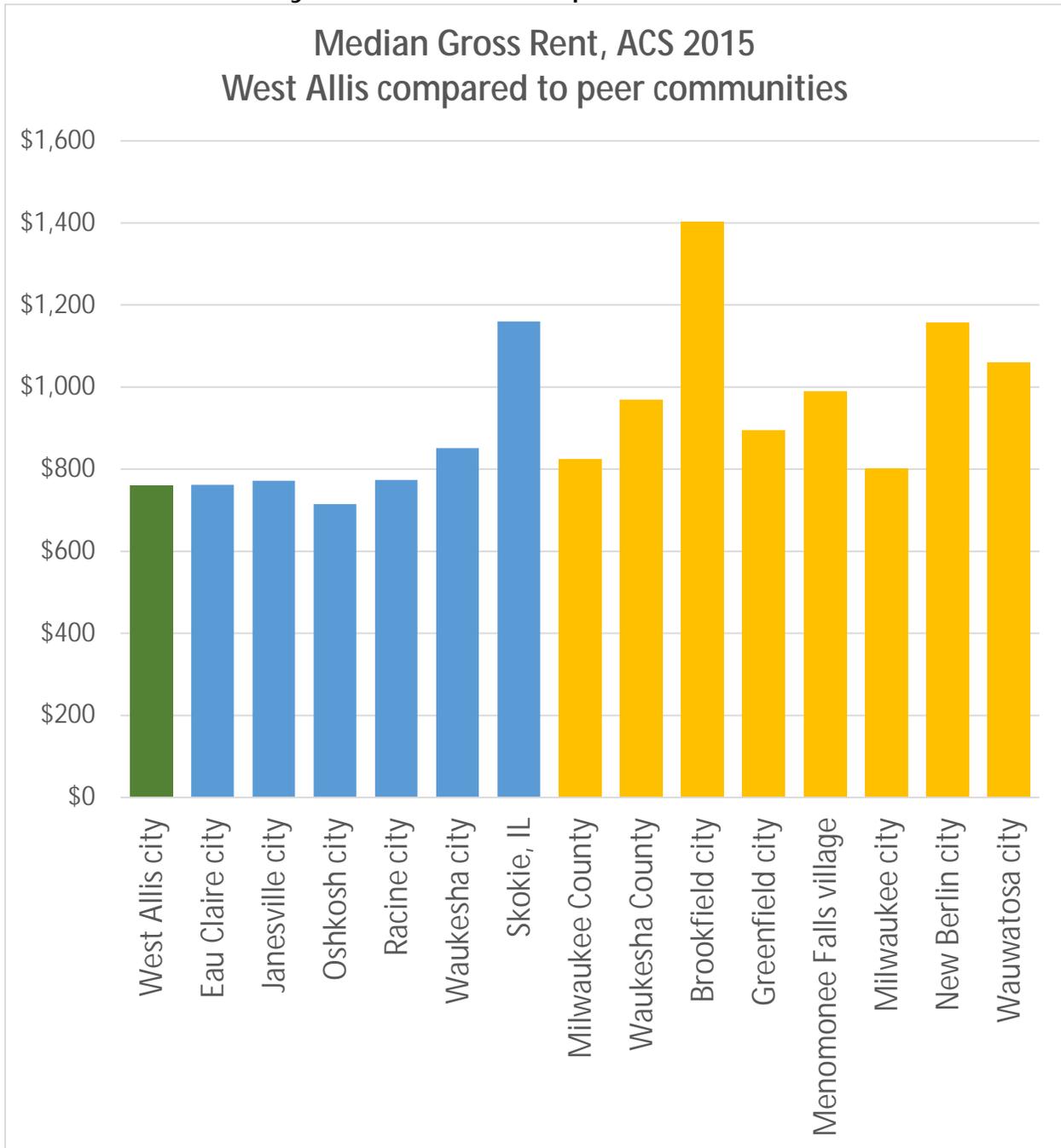
The range of owner occupied housing in the peer cities ranges from 53 percent in Eau Claire to 73 percent in Skokie. Owner occupied housing in West Allis is 55 percent of total housing unit stock. Eau Claire, Oshkosh, West Allis, and Racine are close in range (53 percent to 56 percent owner occupied). The outliers are Janesville at 67 percent owner occupied and Skokie at 73 percent owner occupied.

Chart 36. Monthly Rent Paid Compared to Peer Cities



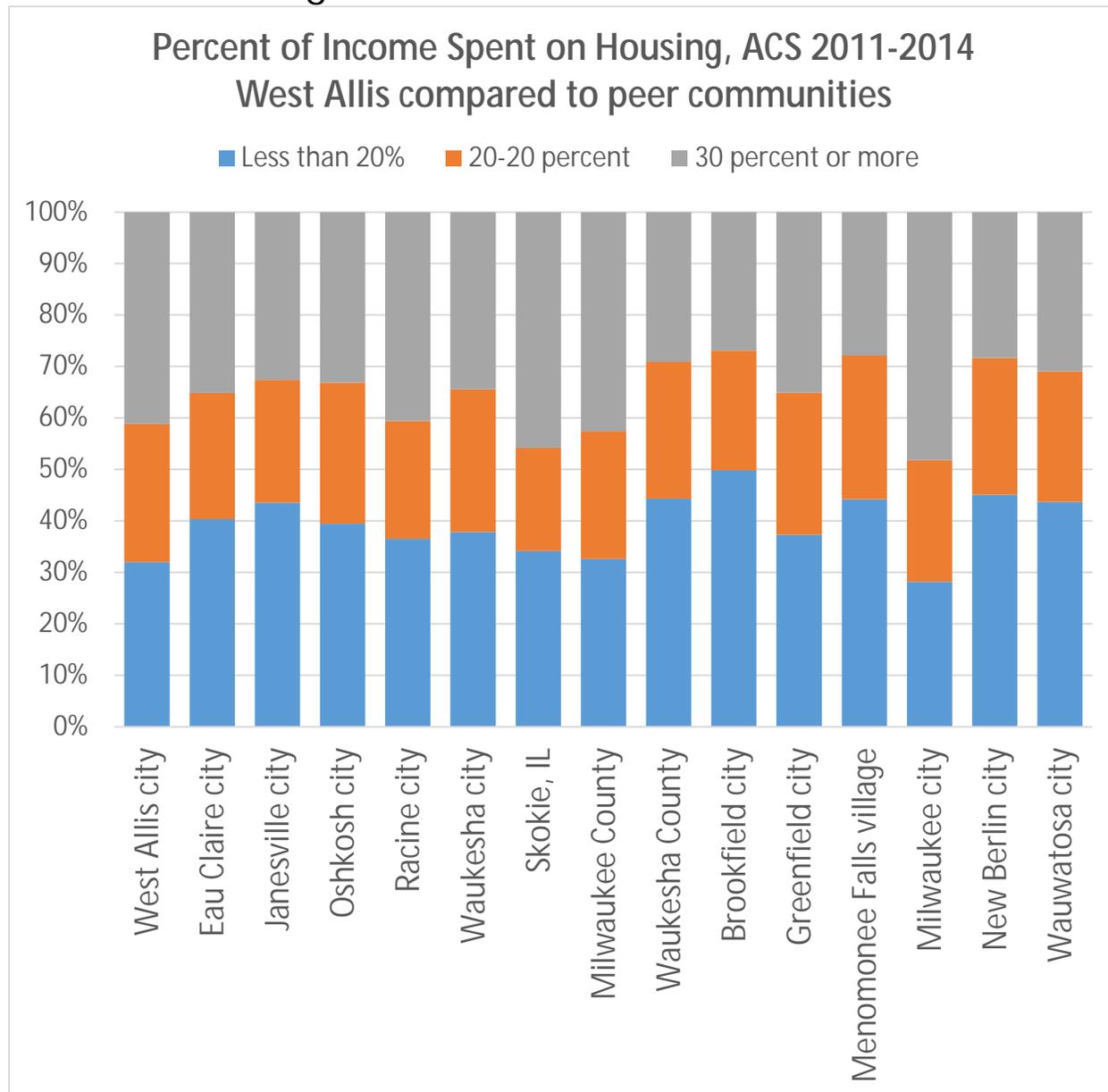
With the exception of the City Skokie, IL median gross rent per month among peer cities is similar to West Allis.

Chart 37. Monthly Rent Paid Compared to Peer Communities



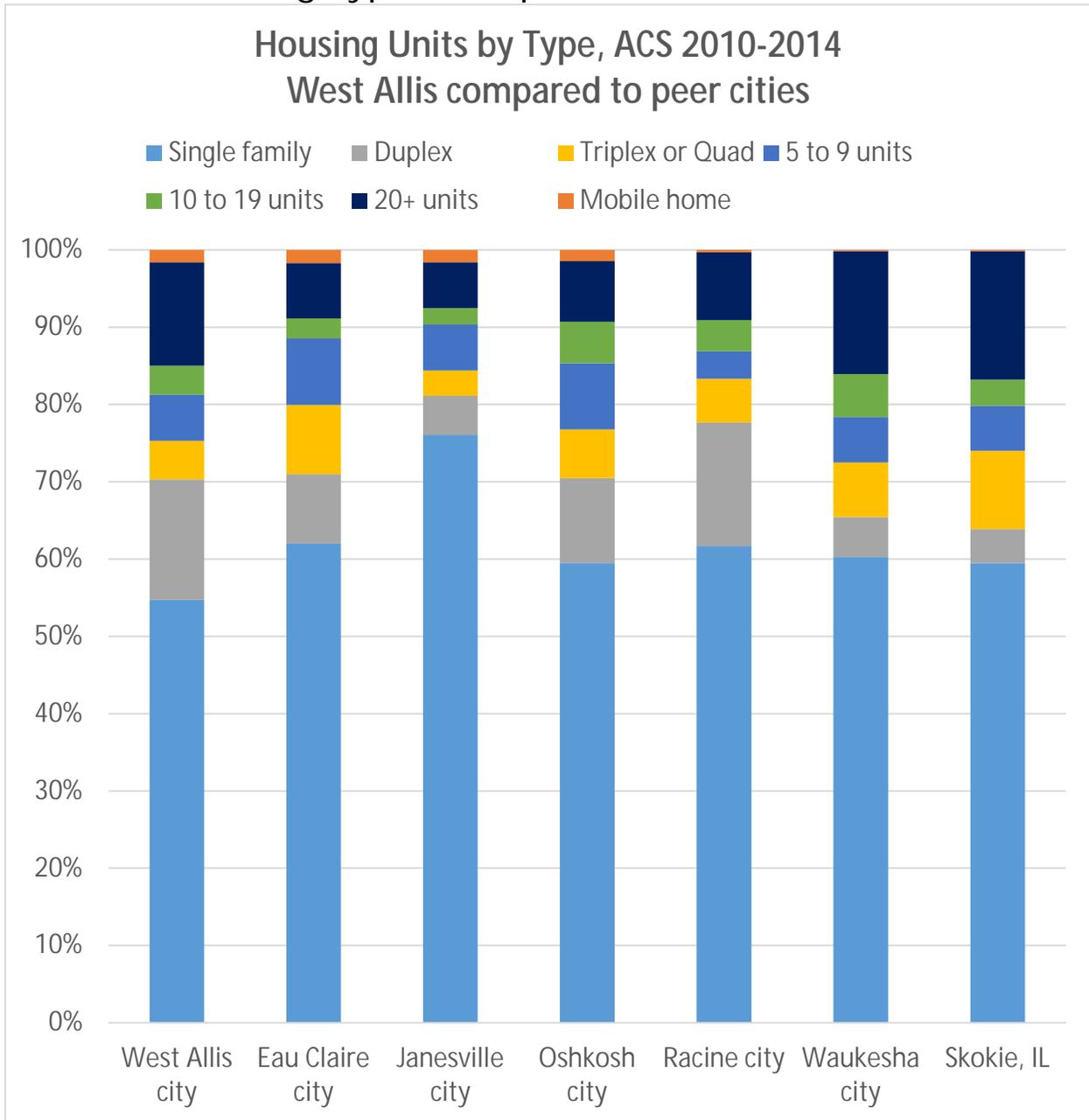
In comparison to nearby communities in the Milwaukee Metropolitan Region, median monthly gross rent in West Allis is much lower. Median gross rent in these nearby communities ranged from \$800 to \$1,400 per month in 2015.

Chart 38. Housing costs



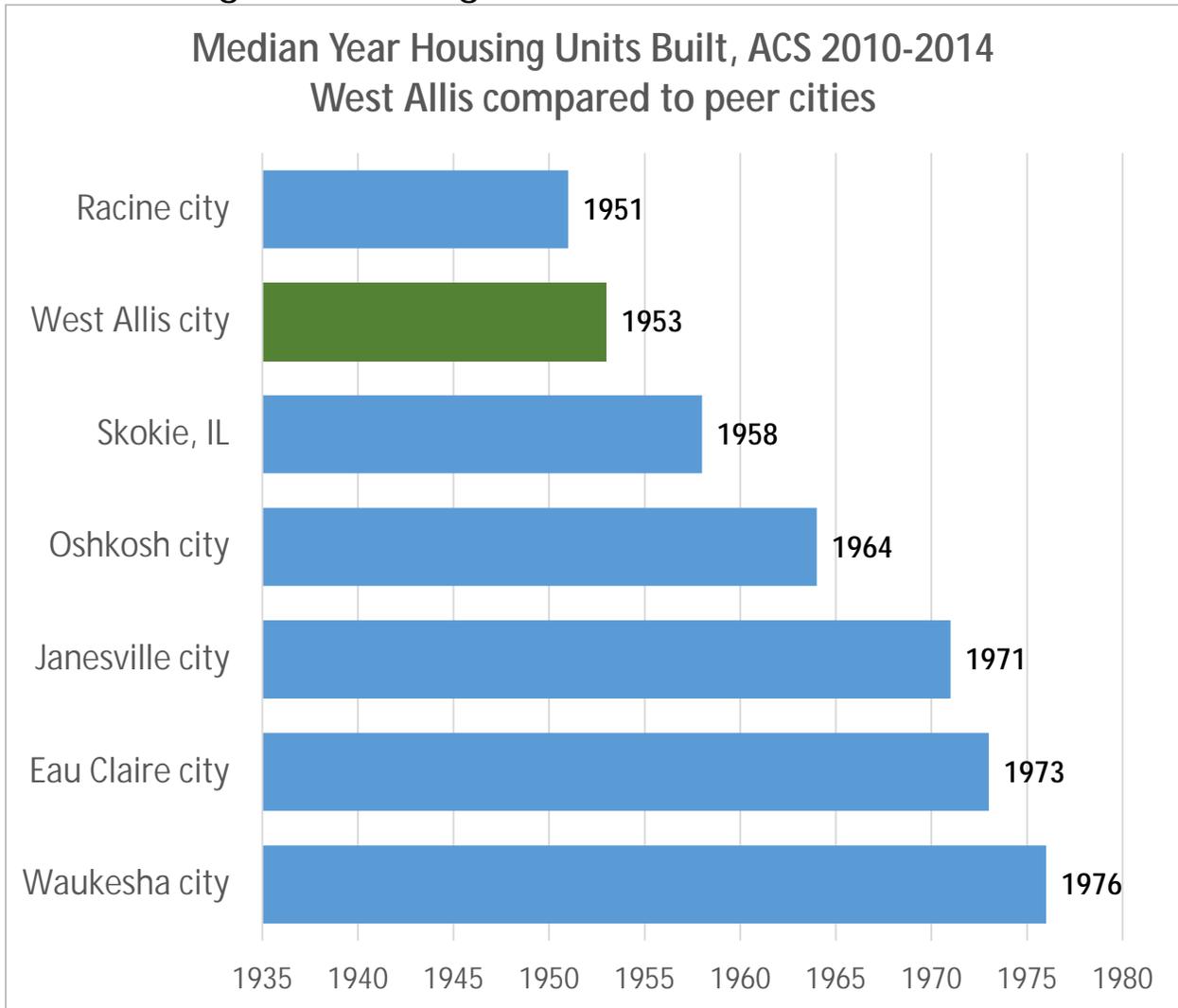
Nearly 30 percent of residents in West Allis spent less than 20 percent of their income on housing related costs. Another 30 percent of residents in West Allis spent 20 to 29 percent of their incomes on housing and 40 percent spent more than 30 percent of their income on housing. Affordable housing is defined as households who spend less than 30 percent of their income on housing. Milwaukee County, the City of Milwaukee, Racine, and Skokie, IL all have a larger percentage of households spending more than 30 percent of their income on housing than West Allis.

Chart 39. Housing Types Compared to Peer Cities



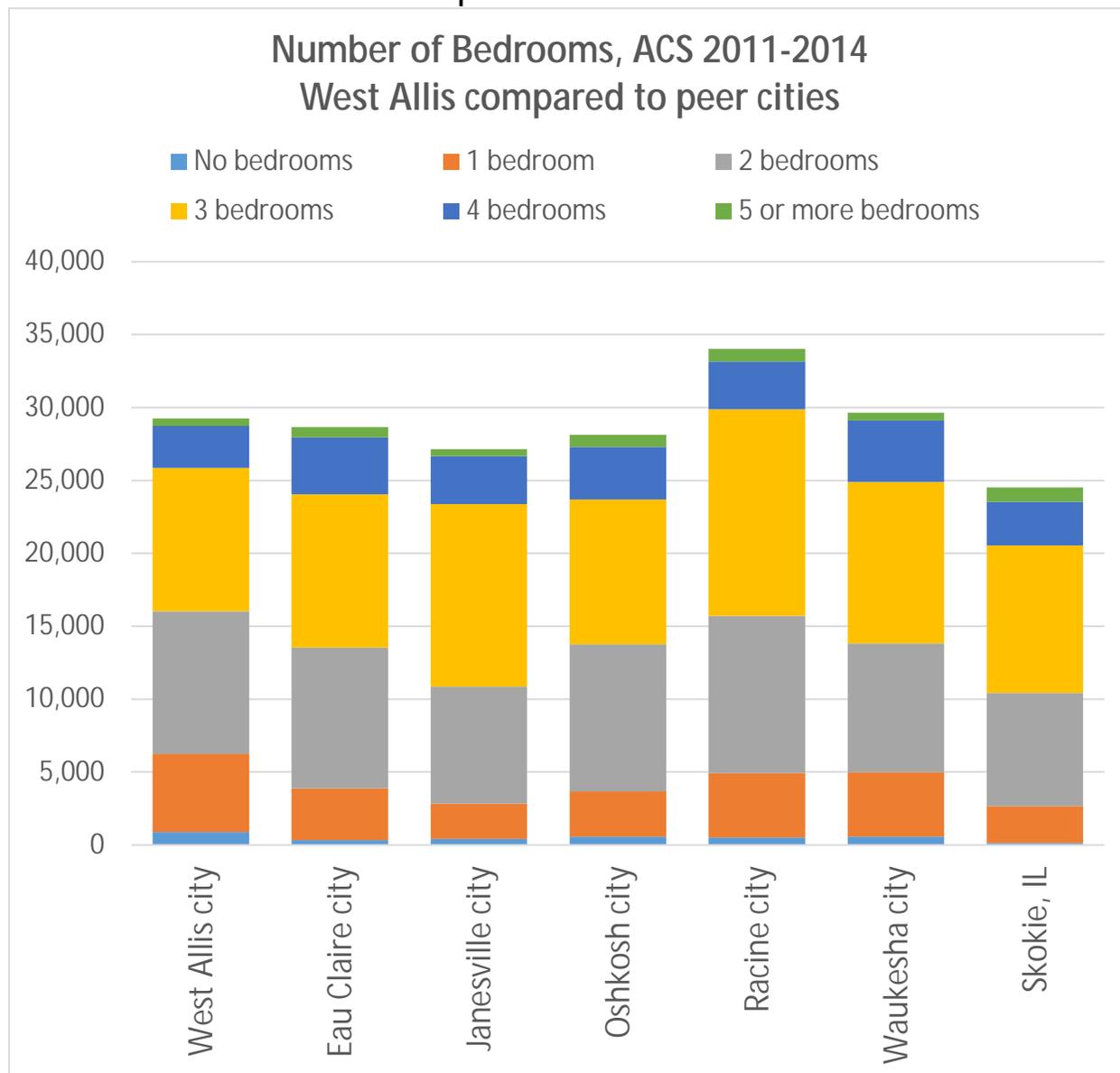
With regard to housing unit types, West Allis has a higher percentage of duplexes (second to Racine) and a greater percentage of 20 plus units for housing (third behind Skokie and Waukesha) when compared to peer cities.

Chart 40. Age of Housing Units



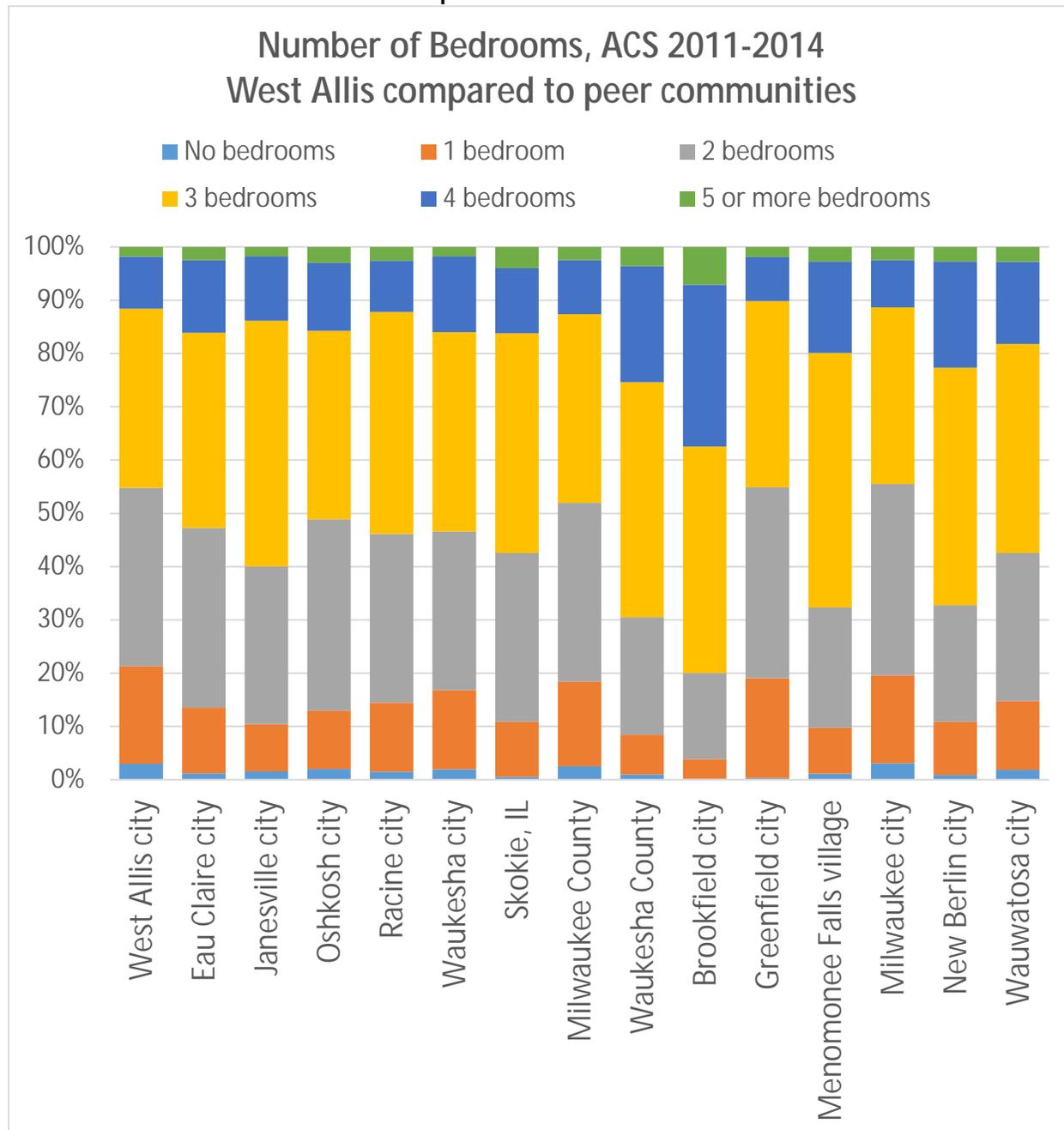
West Allis has the second oldest median age of housing units built when compared to peer cities. The range among peer cities is from 1951 in Racine to 1976 in Waukesha. West Allis is close to Racine with the median year of housing units built being 1951.

Chart 41. Bedrooms Compared to Peer Cities



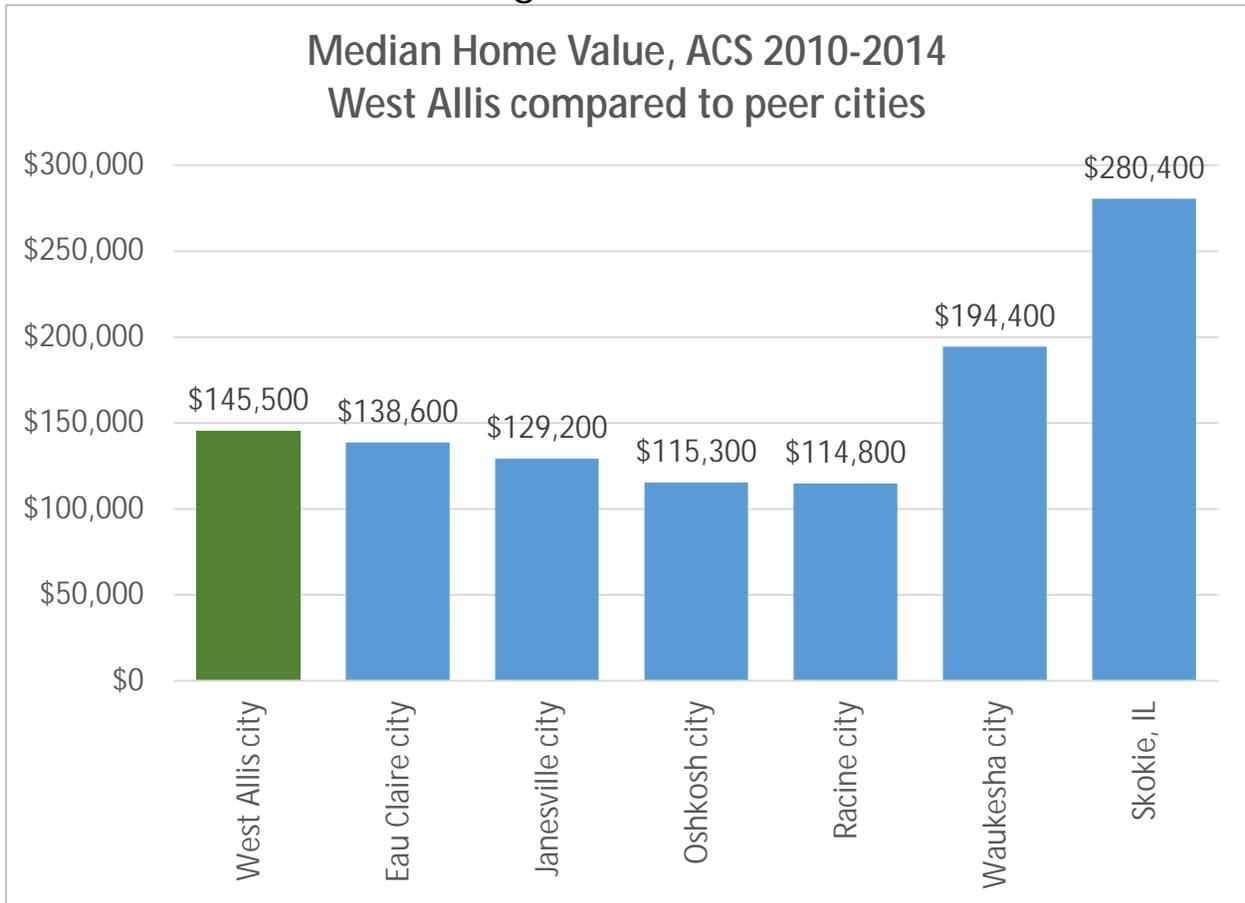
West Allis has the largest number of 1 bedroom households when compared to peer cities. West Allis is similar to Oshkosh and Eau Claire with regard to number of 2 bedroom homes. Racine is the only comparison city with more two bedroom homes. West Allis has a smaller number of 3 bedroom, 4 bedroom, and 5 bedroom households when compared with peer cities.

Chart 42. Bedrooms Compared to Peer Communities



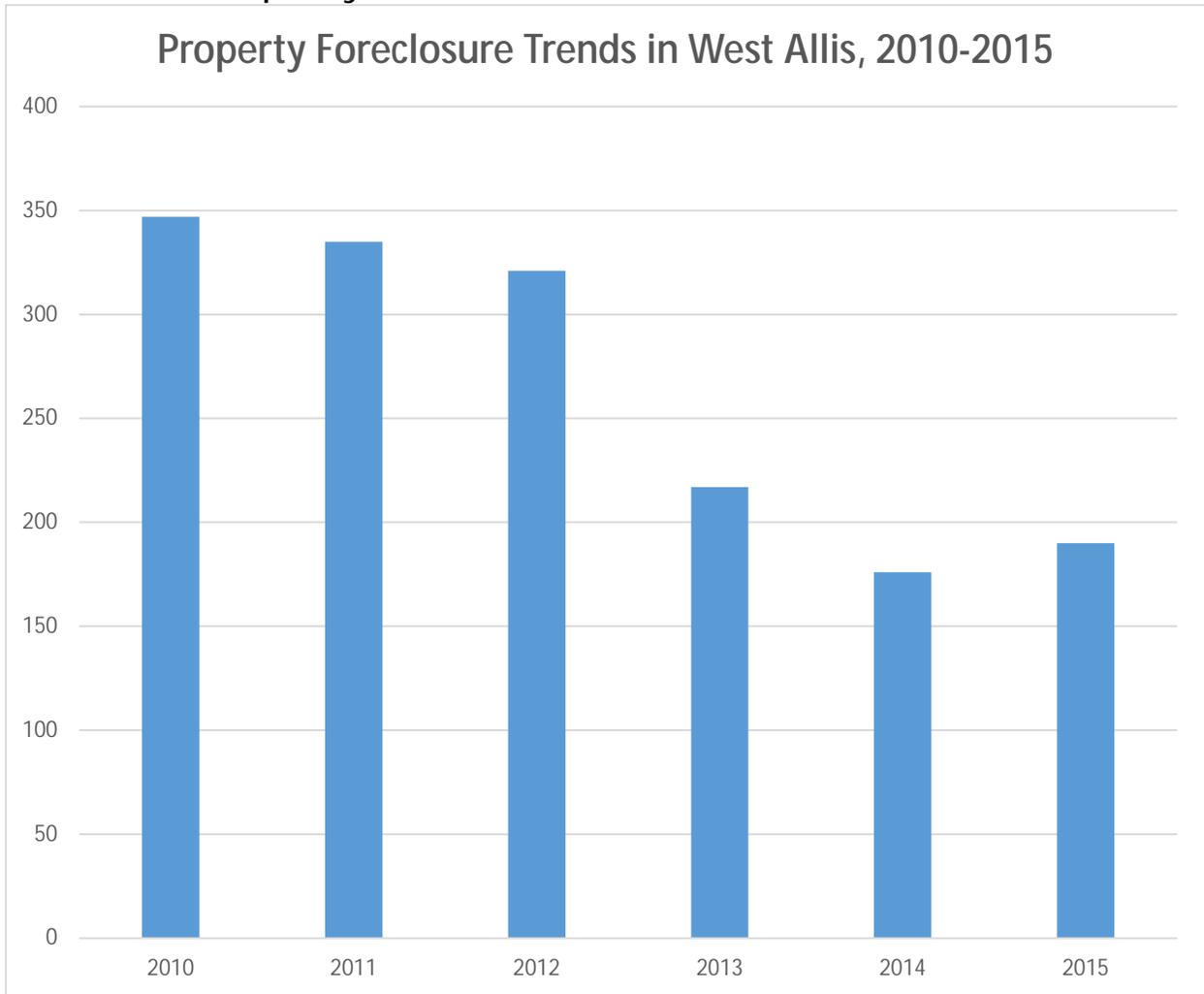
When comparing West Allis to nearby communities in the Milwaukee Metropolitan Region, West Allis is similar to Greenfield, Milwaukee County, and the City of Milwaukee in percent makeup of 1,2,3,4, and 5 bedroom homes.

Chart 43. Value of Housing Units



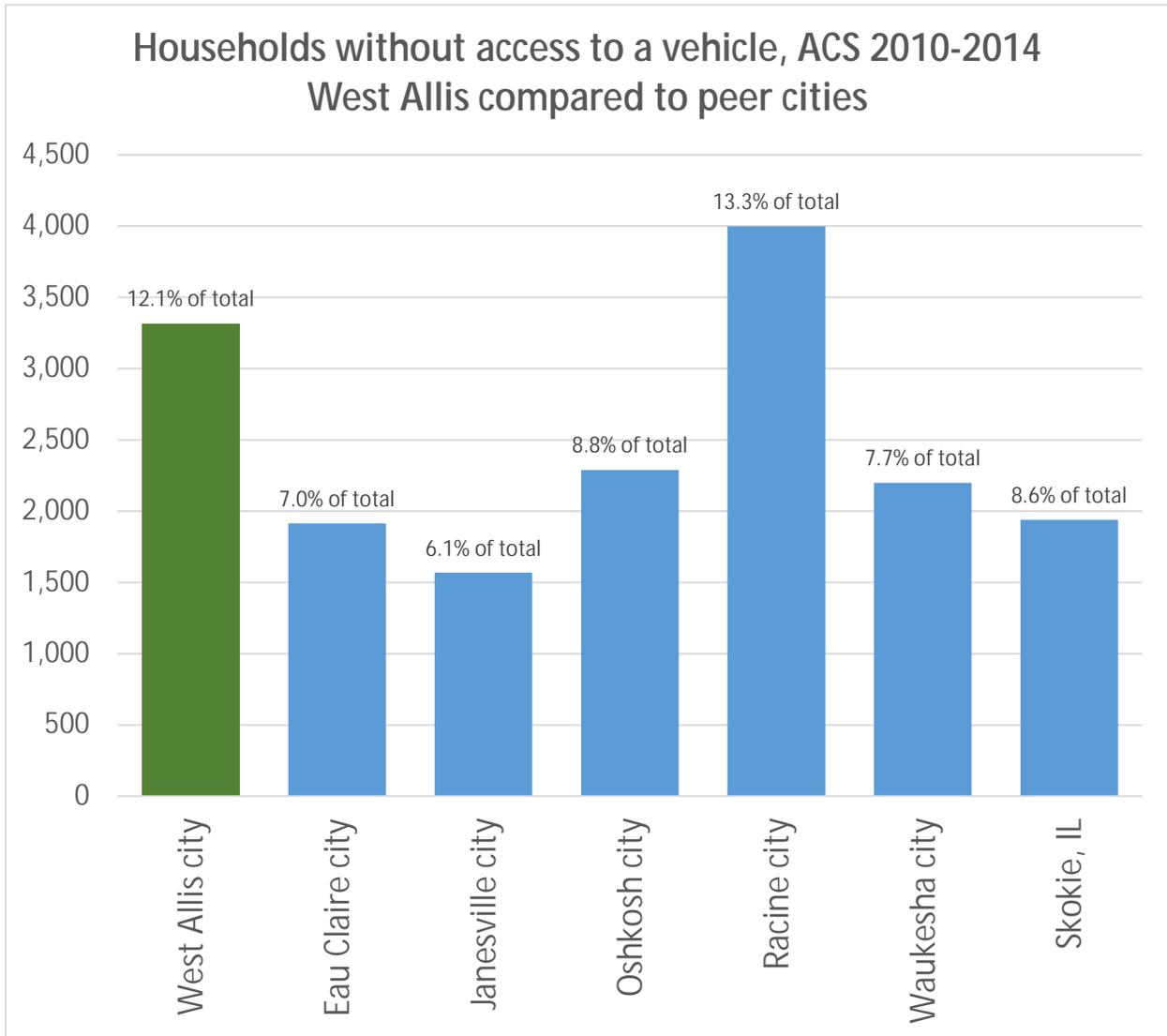
The range of median home value for the peer cities is \$114,800 in Racine to \$280,400 in Skokie. West Allis is 5th of the seven peer cities with a median home value of \$145,500. This median home value for West Allis is a strength for attracting Millennials.

Chart 44. Property Foreclosure Trends



The Great Recession led to a severe housing foreclosure crisis across the United States. Since 2012, foreclosures in West Allis have decreased significantly.

Chart 45. Households without vehicles

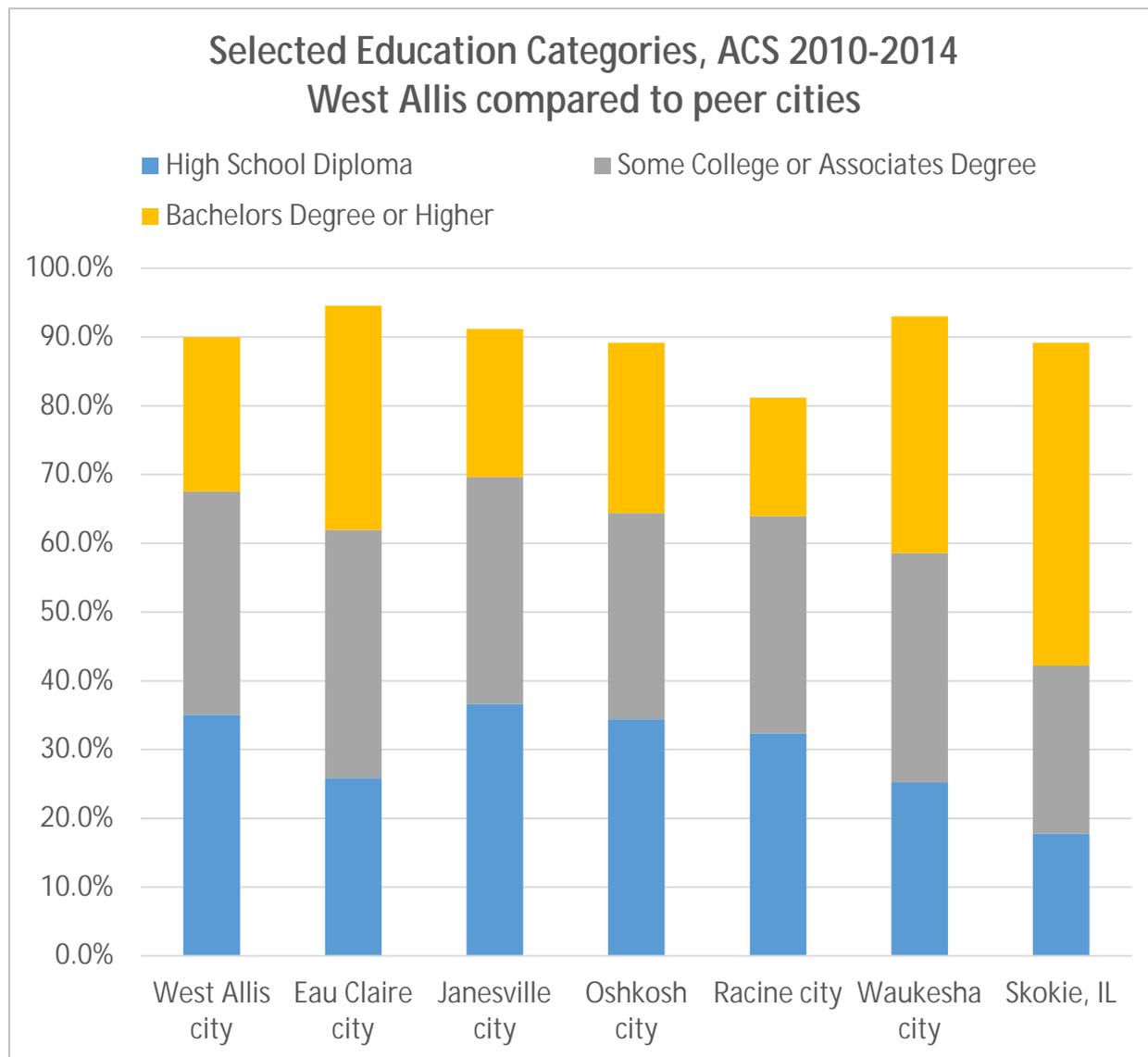


When comparing West Allis to peer cities, only Racine has a higher percentage of households who do not have access to a vehicle.

Section 5

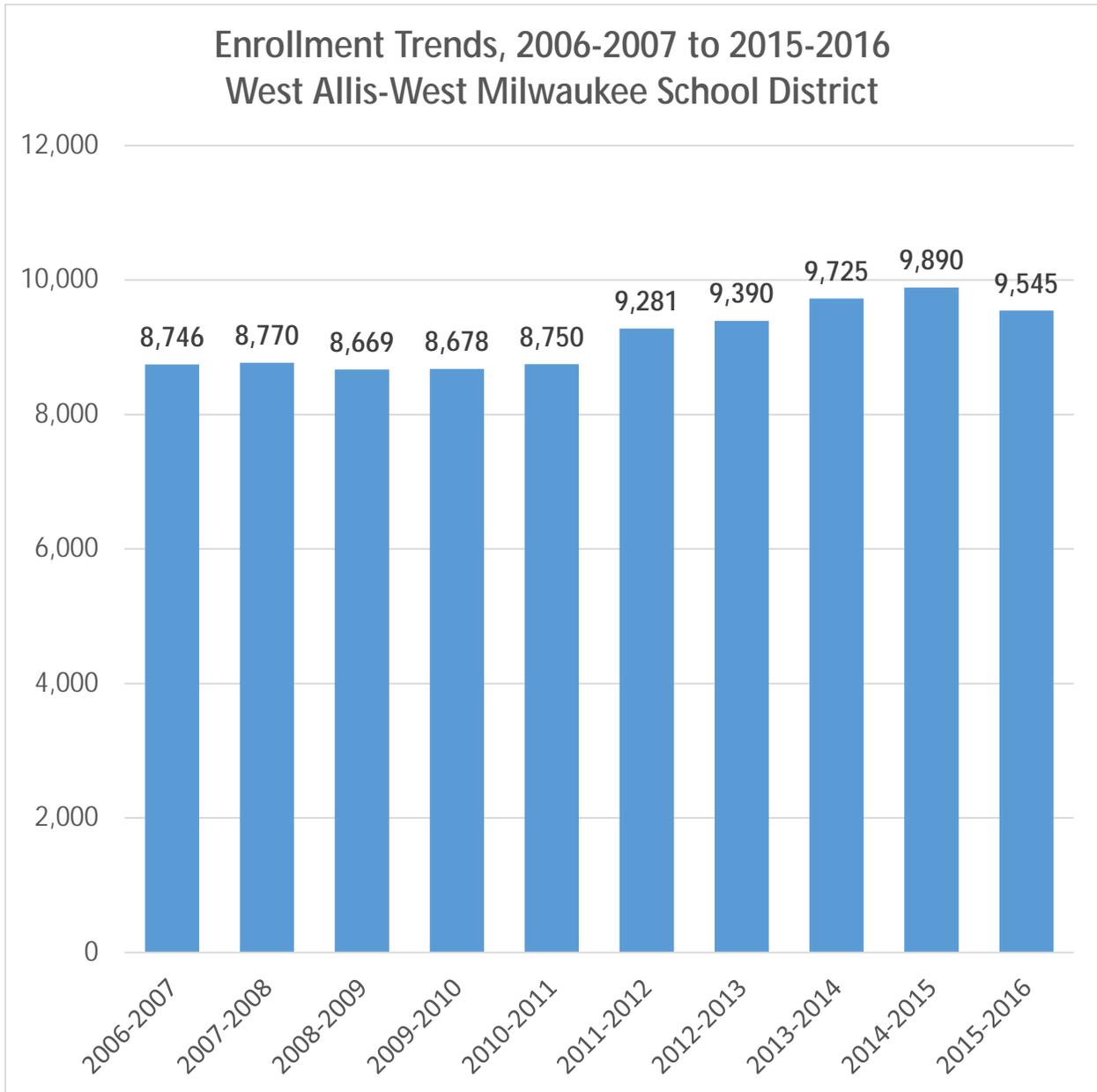
Education

Chart 46. Educational Attainment



West Allis has a similar percentage of residents with a high school diploma and some college or an Associate’s Degree. West Allis ranks 5th among peer cities in the percentage of population with a bachelor’s degree or higher. Only Racine and Janesville have a lower percentage of residents who have a bachelor’s degree or higher. With regard to educational attainment, West Allis is most similar to Janesville.

Chart 47. Enrollment Trends

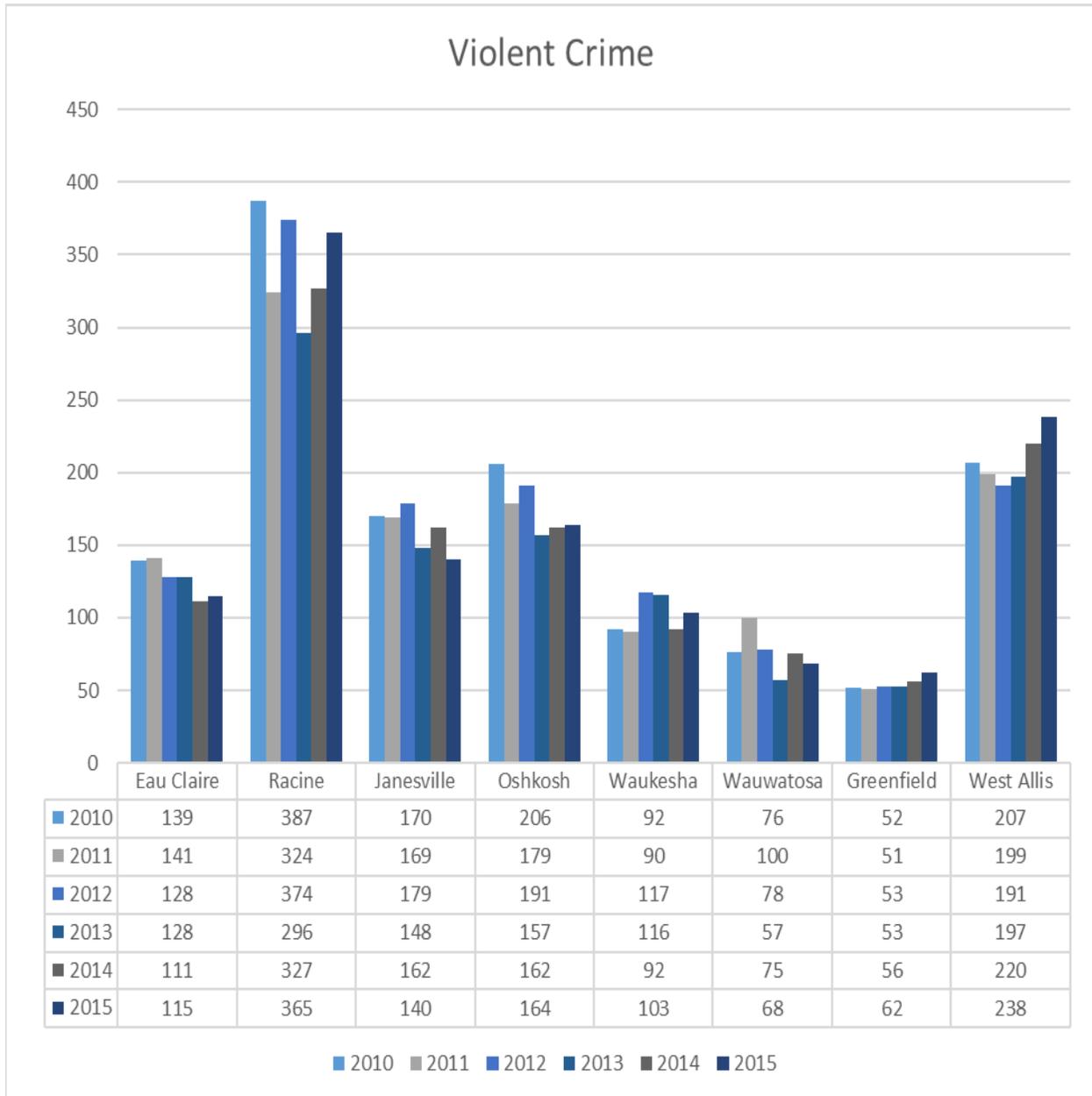


Over the past ten years, enrollment trends in the West Allis/West Milwaukee School District have slightly increased.

Section 6

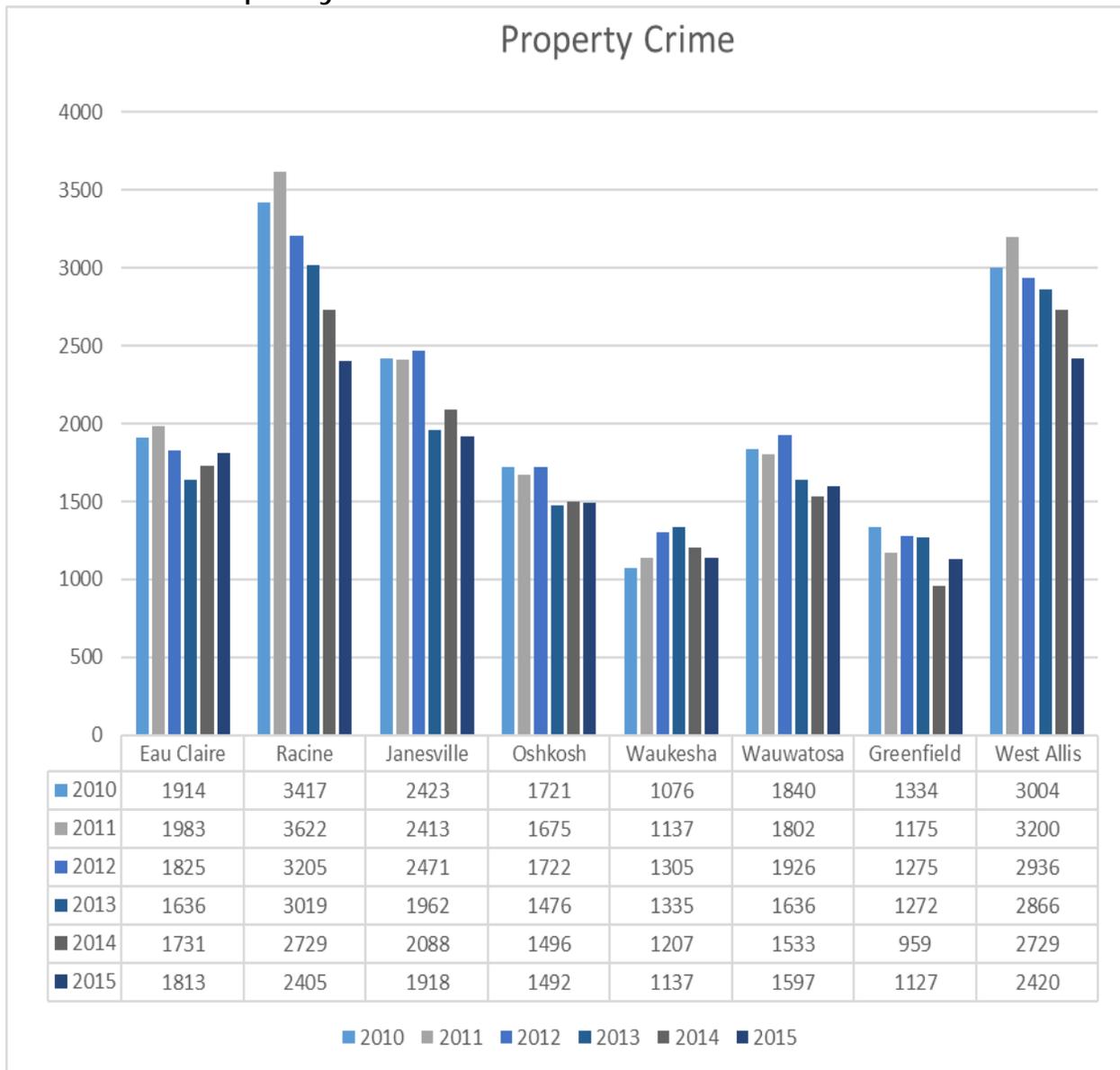
Crimes and Arrests

Chart 48. Violent Crime, 2010-2015



Violent crime is defined as murders, rape, aggravated assault, and robberies. West Allis did experience a slight increase in violent crime from 2010 through 2015. The City of Racine had the highest incidence of violent crime among peer communities in Wisconsin, but remember that it has the highest population of peer communities as well with over 78,000 residents.

Chart 49. Property Crime, 2010-2015



Property crime includes theft, burglary, motor vehicle thefts, and arson. When compared to peer and adjacent communities in Metro Milwaukee, West Allis has a higher incidence of property crime. The good news is that overall property crime in West Allis declined between 2010 and 2015.

Section 7

Property Taxes and Equalized Value

Chart 50. Municipality Tax Rate Comparisons

Municipal Property Tax Rates						
Municipality	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	Average % Chg.
Brookfield	5.76	5.87	6.04	6.04	5.85	0.4%
Eau Claire	8.17	8.38	8.54	8.77	8.74	1.7%
Greenfield	7.14	7.17	8.01	8.12	8.3	3.9%
Janesville	7.39	7.72	7.87	8.28	8.15	2.5%
Menomonee Falls	5.09	5.13	5.33	5.54	5.26	0.8%
New Berlin	4.97	5.06	5.28	5.4	5.25	1.4%
Oshkosh	8.45	8.69	8.88	9.28	9.63	3.3%
Racine	12.21	12.97	14.66	16.26	16.54	7.9%
Waukesha	8.97	9.16	9.92	10.19	10.23	3.4%
Wauwatosa	7.02	7.3	7.86	8.18	7.67	2.2%
West Allis	9.53	10.19	10.7	10.84	10.84	3.3%

The City of West Allis has a higher property tax rate than peer cities in Wisconsin and adjacent communities. In the Milwaukee Metropolitan Area, the City of Waukesha is most similar to West Allis with regard to property tax trends. Only Racine among peer cities has a higher property tax rate than West Allis. However, Racine’s property tax rate is much higher than the property tax rate in West Allis. It is important for City Government to emphasize that all city services provided are placed within the property tax rate. The City of West Allis does not charge extra fees that are passed onto taxpayers for services.

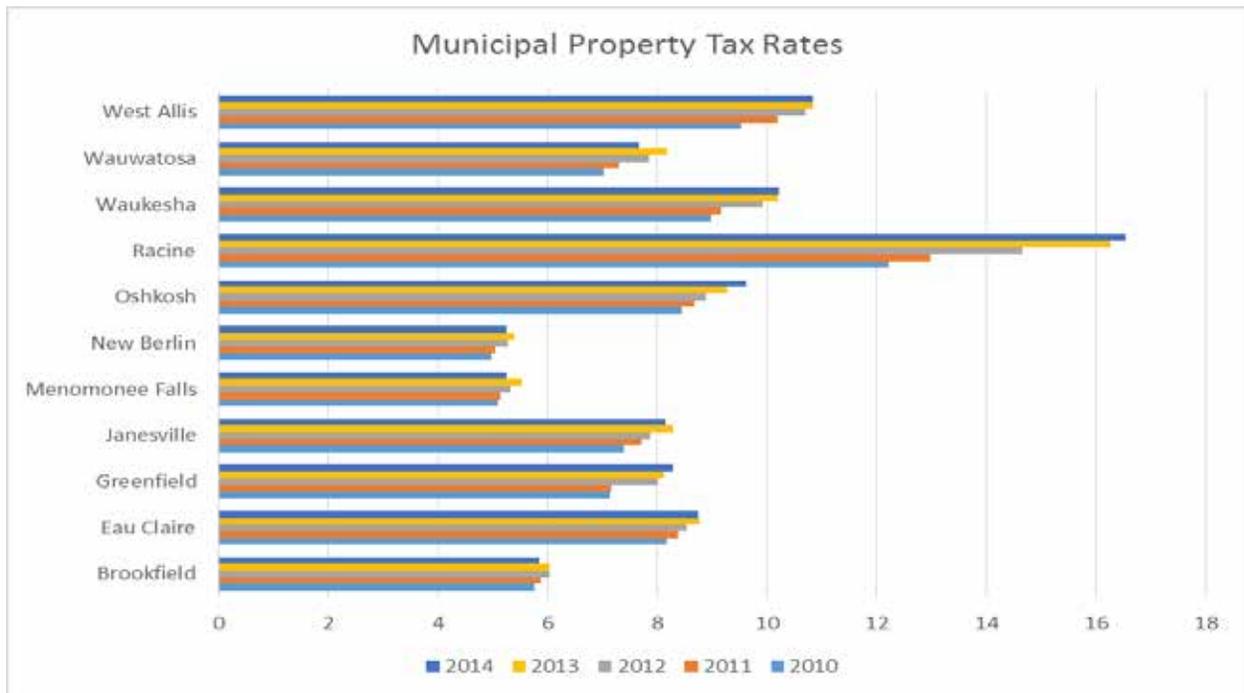


Chart 51. Equalized Value (in Millions) Comparisons

Equalized Values (In Millions)						
Municipality	2010	2011	2012	2013	2014	Average % Chg.
Brookfield	6149.7	6083.4	5975.2	5997.5	6321.39	0.7%
Eau Claire	4224.6	4247.5	4223.7	4325.7	4461.60	1.4%
Greenfield	2939.1	2986.3	2753.6	2740.9	2759.84	-1.6%
Janesville	3991.2	3940.8	3895.7	3793.4	4005.88	0.1%
Menomonee Falls	4437.6	4441.6	4315.5	4245.0	4493.87	0.3%
New Berlin	4746.0	4746.0	4583.2	4523.9	4703.6	-0.4%
Oshkosh	3779.4	3776.1	3762.6	3759.3	3748.83	-0.2%
Racine	3941.4	3809.0	3584.2	3266.0	3208.32	-5.0%
Waukesha	5904.9	5767.1	5426.4	5389.7	5546.91	-1.6%
Wauwatosa	5462.4	5243.3	4963.9	4933.0	5350.63	-0.5%
West Allis	4112.4	3906.3	3738.9	3701.4	3712.64	-2.5%

The City of West Allis has a lower equalized value when compared to peer cities across Wisconsin and adjacent communities. Only the City of Racine has a lower equalized value than West Allis. Planned redevelopment areas in West Allis certainly will make an impact on overall equalized value in the city once these projects are implemented.

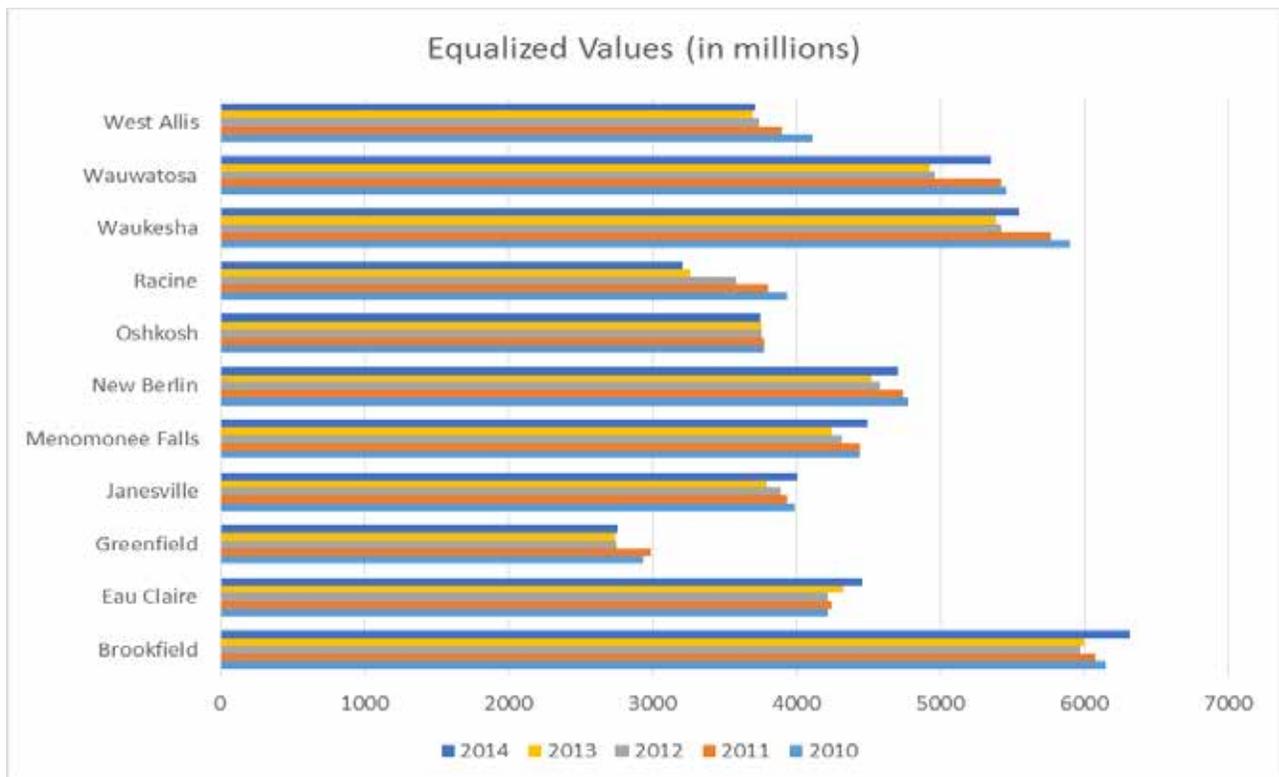
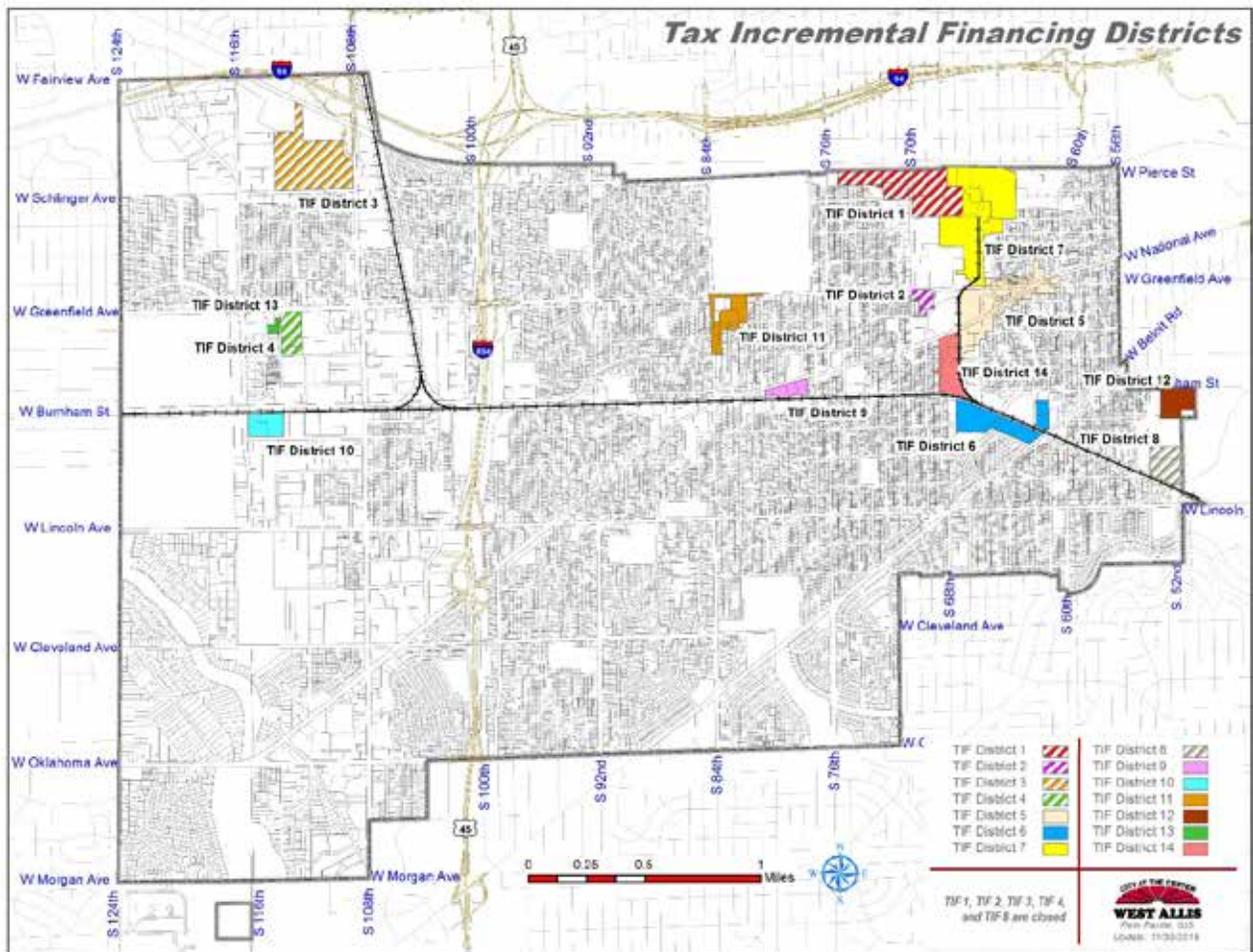


Chart 52. West Allis Tax Incremental Financing Districts (TIF)



West Allis has 14 tax incremental financing districts (TIF). A TIF is a tool that allows municipalities to invest in infrastructure and other improvements; and fund these investments by capturing property tax revenue from the new development within the TIF area. After the projects are completed within the TIF area it is closed. The majority of these districts are concentrated in the northeast quadrant of West Allis and focus on redevelopment.

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