

# *Wisconsin Sustainability Report*

# 2017



Thank you for your interest in our 8th annual State of Wisconsin Sustainability Report! Our aim is to draw attention to both areas of strength in the state and areas of opportunity. By highlighting these areas, we hope to create the opportunity for dialog.

The WI Sustainable Business Council is committed to using our influence, passion, innovative spirit and our strong partnerships with UW Madison and the WI business community, to create more sustainable companies and a more informed citizenry.

After 10 years of heading up the Council, and 8 years of producing this report, I remain optimistic about the future. The engagement from businesses, and the progress we have seen to date, reassures me that this optimism is well placed. We have seen jobs return to

Wisconsin, and the number of companies that seek to operate in a sustainable way has never been higher. Wisconsin ranks second in the country for the percentage of the workforce employed in manufacturing, and with the announcement of the Foxconn facility, Wisconsin may become the number 1 state for manufacturing jobs.

Wisconsin has been at the forefront of progress, in one way or another, for more than 150 years. By shining a light on our accomplishments and our opportunities, we seek to position Wisconsin to maintain its leadership for another 150 years.

I am blessed to have worked with a remarkably talented group of students, and it is their vision, motivation and commitment that has resulted in the report that you now have in front of you. The authors and designer for this report include Abby Lawrence, Sara Fox, Hannah Chouinard and Allison Klingelhofer. They volunteered to take on the challenge of producing this 2017 report over a 3 month period. I think you will agree that they have done an exceptional job.

Finally, we welcome feedback on this report. Did we adequately capture what is happening in the state? Were there things we measured that aren't important enough to have included or did we fail to report on metrics that are critical to the state? How can the report be improved next year?

Please share your ideas at [tom@wisconsinsustainability.com](mailto:tom@wisconsinsustainability.com) with the Subject line "Annual Report Comments".



**Tom Eggert**  
**Executive Director**  
**WI Sustainable Business Council**

# Table of Contents

## Economic

Quick Facts.....	4
Gross Domestic Product.....	5
Wages.....	6
Manufacturing.....	7
Infrastructure.....	8

## Environment

Quick Facts.....	9
Air Pollution.....	10
Energy.....	11
Wildlife & Invasive Species.....	12
Environmental Leaders.....	13

## Social

Quick Facts.....	14
Education.....	15
Racial Disparity.....	16
Income Inequality....	17
Health and Safety.....	18

# Economic Quick Facts

\* Hovering over any of the facts in this report will show the corresponding link/source \*

## Gross Domestic Product

Exports grew 6.1% with exports to China increasing 21.6% in 2017.

## Wages & Unemployment

The unemployment rate is 3.1% compared to the national average of 4.1%.

## Manufacturing

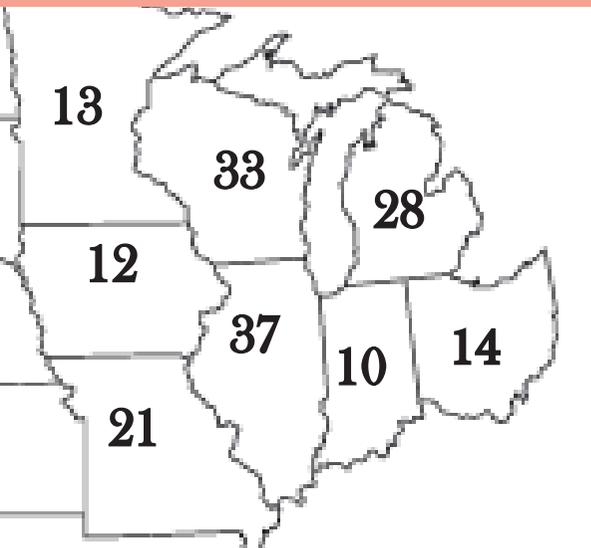
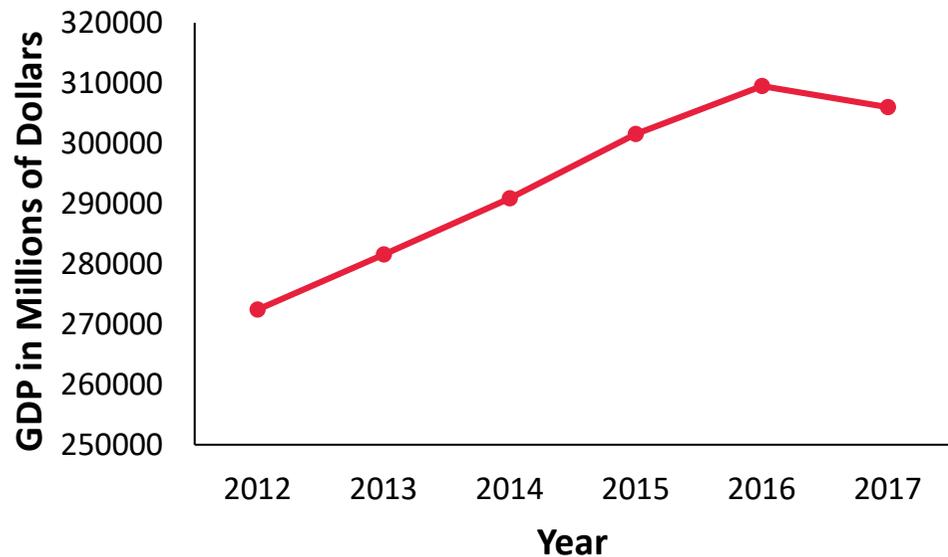
WI ranks 2nd for number of jobs in manufacturing and 16% of all workers in WI are employed in manufacturing.

## Infrastructure

WI invested \$40.5 million for broadband expansion but earned a D+ for infrastructure quality.

# Gross Domestic Product

WI's GDP was **\$306 billion** in 2017, a **\$3.5 billion** decrease from the previous year.



## Best States for Business

WI is ranked **33rd** in the nation for business making it the **2nd worst** in the Midwest.

## Export Value

Exports grew to **\$22.3 billion**, up **6.1%**.

Exports to China grew **21.6%**

**24%** exports by value are industrial machinery

WI exported more than **\$3.5 billion** worth of agricultural products, an increase of almost **4%**.

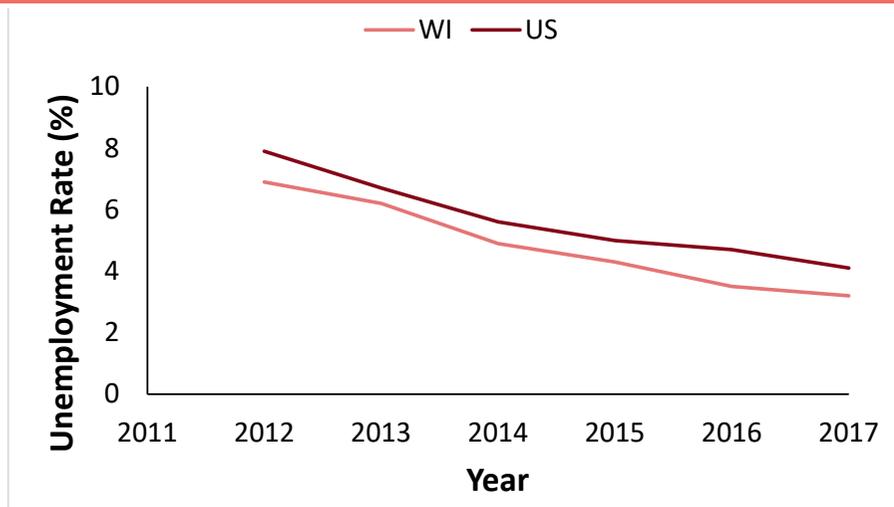
# Wages & Unemployment

## Unemployment

WI unemployment rate has declined steadily since 2012 from **6.9%** to **3.1%** in December 2017.

The US unemployment rate was **4.1%** in 2017.

The unemployment rate for men and women over 20 years of age, respectively, was **3.8%** and **3.7%**.



## Industry Growth

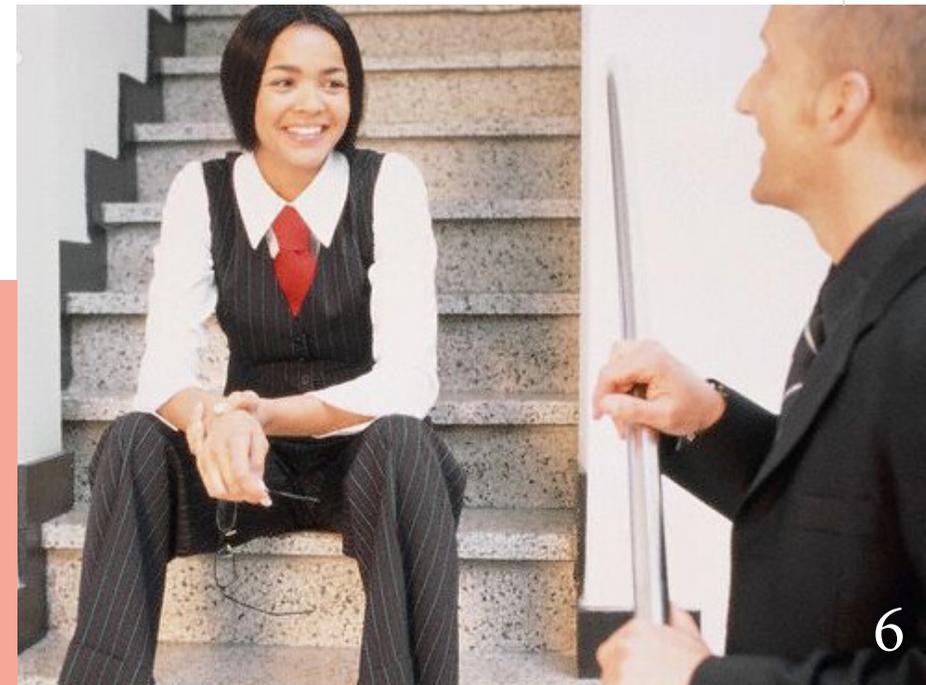
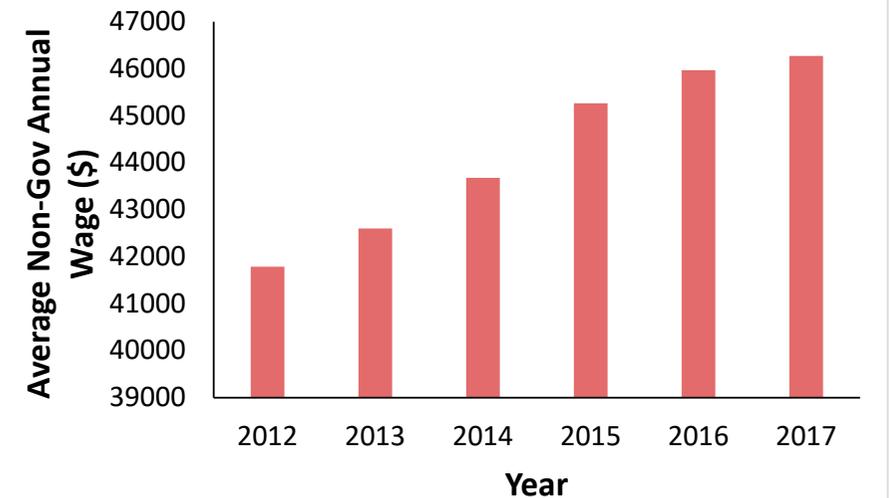
Manufacturing, education, and health service industries saw the most growth in employment.

Of those employed in 2017, **19%** were in the trade, transportation and utility sector, the largest percent of any sector.

# Wages & Compensation

The average annual wage in WI has increased **10.7%** since 2012.

Wages only grew **2.3%** between 2016 and 2017.



# Manufacturing Jobs

WI ranks **2nd** in the country for number of jobs in manufacturing.

**16%** of all workers in WI are employed in manufacturing.

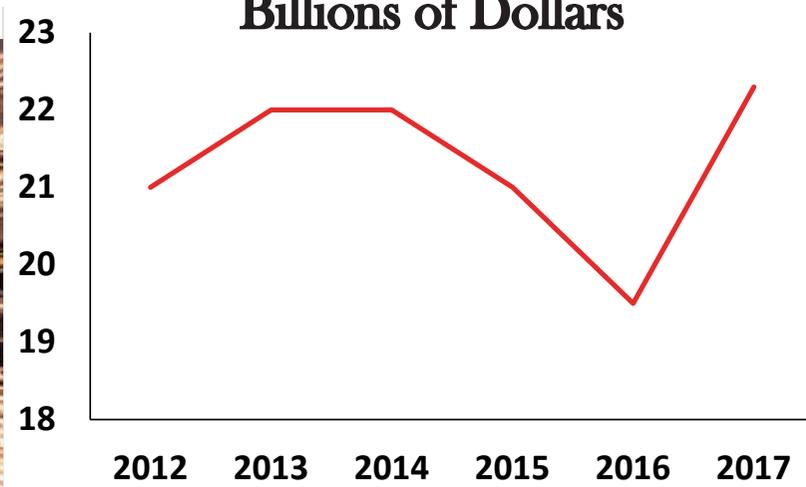


# Exports

Manufacturing exports in WI increased **6%** between 2016 and 2017.

About **75%** of all WI exports are manufactured goods.

### Manufacturing Exports in Billions of Dollars



### FOXCONN'S JOBS TARGET



# FOXCONN

FOXCONN is will receive over **\$4 billion** in subsidies for the \$9 billion plant it will build in Racine County.

This is over **\$1,700** per Wisconsin household.

FOXCONN will add over **1,000** jobs by the end of 2018 and **13,000** by 2022.

# Infrastructure

According to the 2017 infrastructure report card...

WI earned a **D+** rating for infrastructure quality in 2017.

**150** dams in the state are of "high hazard potential".

**27%** of roads are in "poor condition".

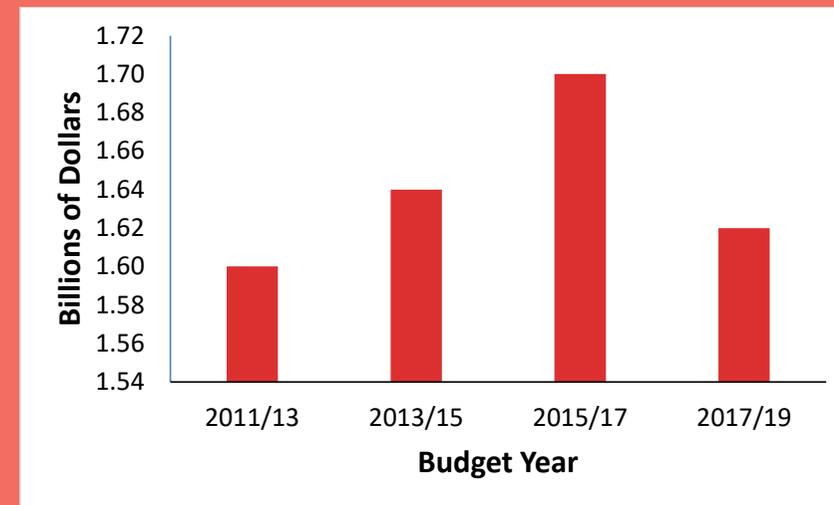
**8.7%** of bridges are "structurally deficient".



## Spending

In the fiscal year ending in June, WI spent **\$1.7 billion** on the state highway rehabilitation program (SHR), the most since the late 90's.

Dollars for State Highway Rehabilitation



## Proposed Budget

The current fiscal year budget for SHR is **\$1.62 billion**, a reduction in spending of about **5%** since last year.

## Broadband

WI has committed **\$40.5 million** to providing broadband internet services.

This was the first time that funds were directed away from the Public Service Commission's Focus on Energy Programs in favor of broadband expansion.

# Environment

## Quick Facts

\*Hovering over any of the facts in this report will show the corresponding link/source\*

### Air Pollution

Particulate matter measured over the entire state has decreased **25%** since 2012.

### Energy

WI is best in the midwest for solar rebates and Madison became the 1st city in WI to commit to 100% renewable energy.

### Wildlife & Invasive Species

WI is ranked 2nd in the nation for CWD prevalence and the New Zealand mudsnail is threatening WI trout.

### Environmental Leaders

WI businesses are being recognized for sustainable and environmental leadership.

# Air Pollution

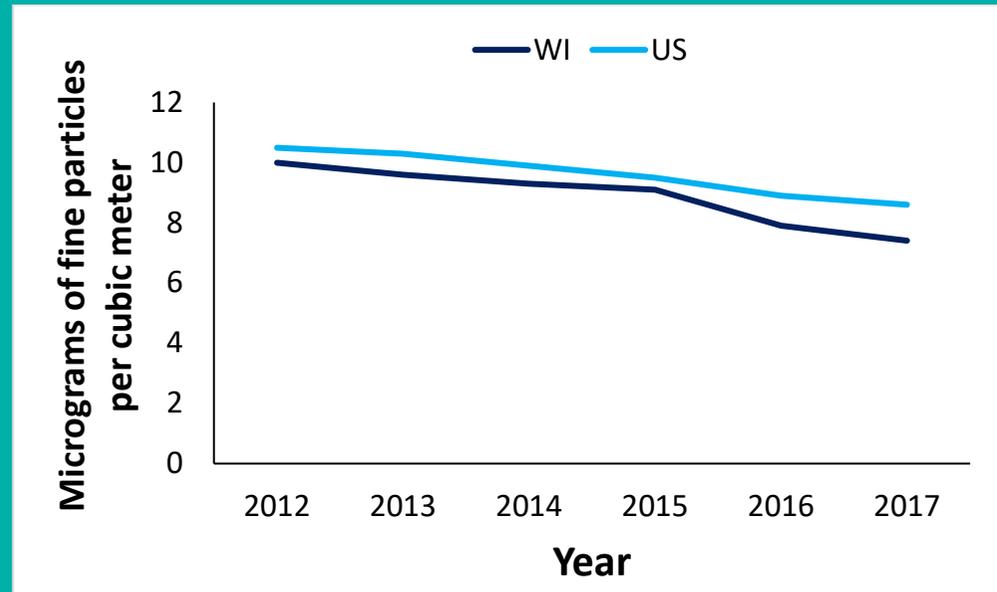
## Particulate Matter

Particulate matter measured over the entire state has decreased **25%** since 2012.

Compared to the particulate matter national average, WI had **14%** less particles in the air.



## Average Particulate Matter in the Air

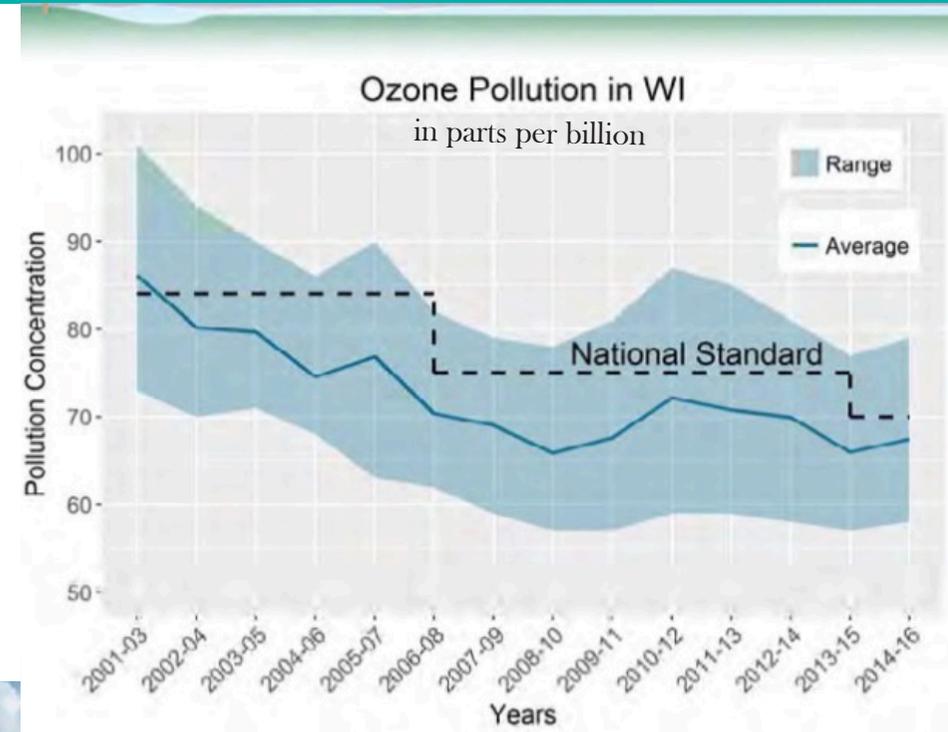


## Ozone

Ozone levels have remained relatively consistent over the last **8 years**.

Because of ozone drifting north along the shore of Lake Michigan, **Sheboygan** is one of the 25 most ozone polluted cities in the US.

The cities of La Crosse and Eau Claire were ranked among the cleanest for ozone and short-term particle pollution in 2017.



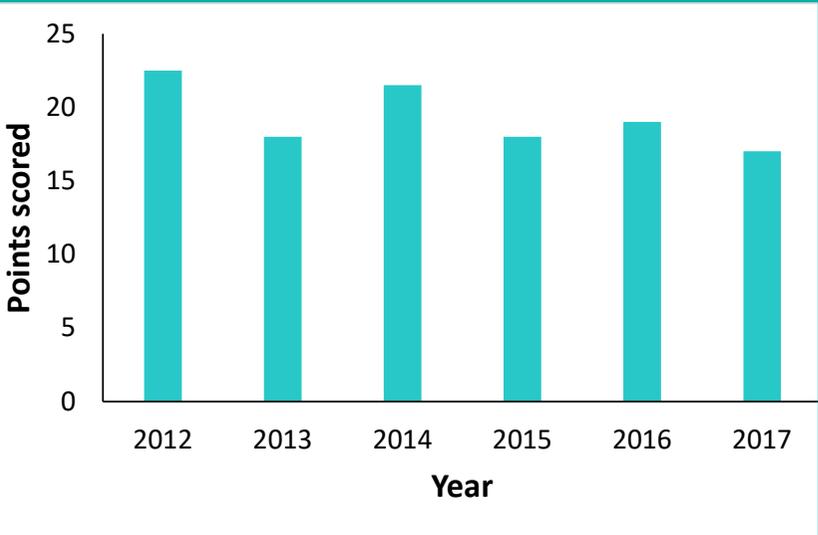
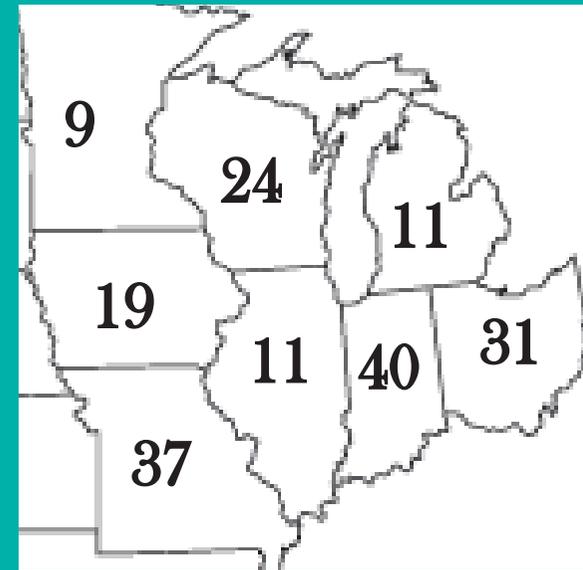
# Energy

## Energy Efficiency

## Efficiency Stats

According to the 2017 State Energy Efficiency Scorecard, WI scored **2 pts** lower than in 2016.

This continues a multiyear downward trend, resulting in a **24th** ranking for energy efficiency.



## Renewables

WI is the **best in the Midwest** for solar rebates, but still offers no solar tax credit.

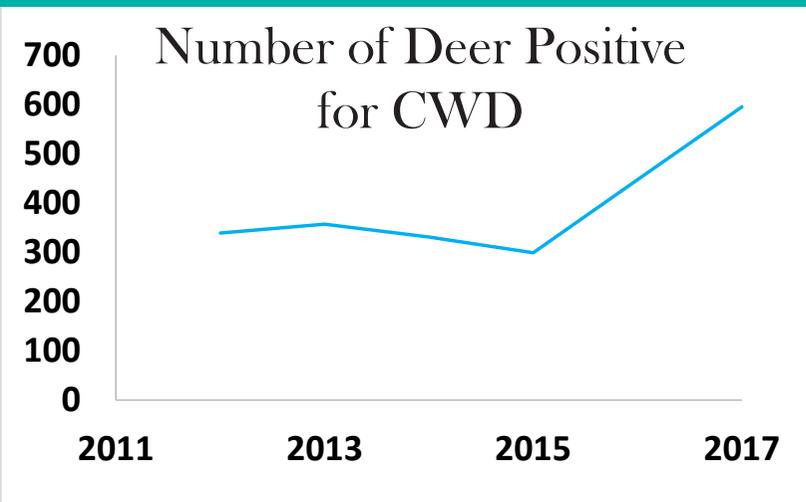
Madison committed to a goal of 100% clean energy and is the **1st** city in WI and largest city in the Midwest to make this kind of commitment.

**1 of 23** municipalities nationwide to make this commitment.

# Wildlife & Invasive Species

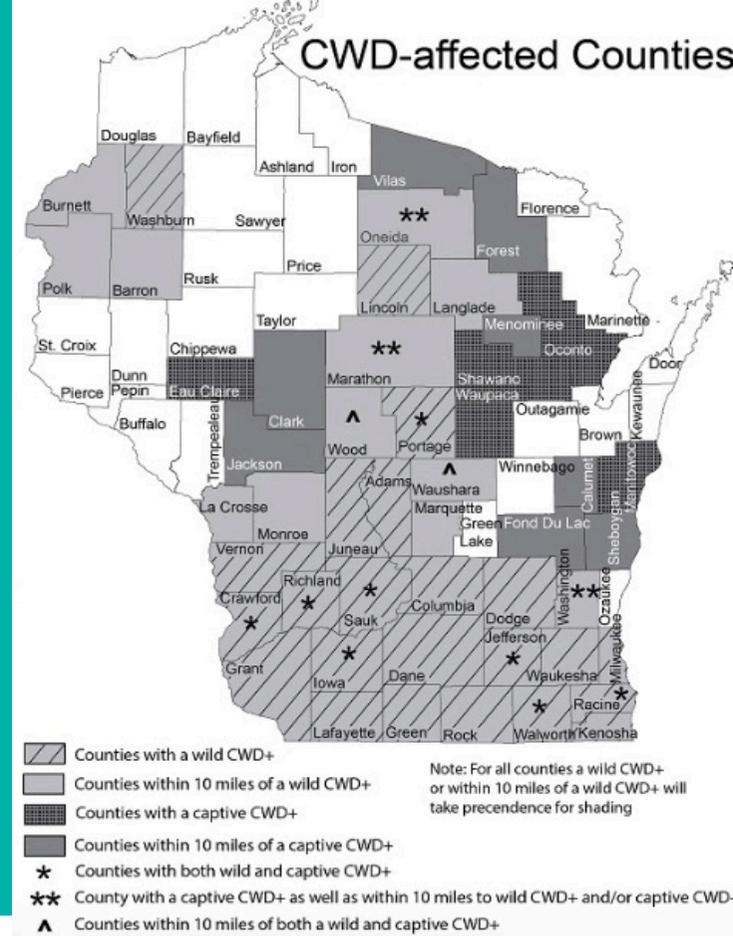
## Deer

The number of deer testing positive for CWD has increased by **99%** since 2015.



The proportion of deer that test positive for CWD in WI is **2nd** highest in the nation behind Wyoming.

The DNR estimates that **48** counties in WI are affected by CWD.



## New Zealand Mudsnail

NR 40 (state law) recognizes **219** species as prohibited/restricted because of their status as invasive in the state.

The New Zealand mudsnail is a new invasive species to the Midwest and was discovered in the **Black Earth Creek watershed** in Dane county in 2017.

# Environmental Leaders

## Business

9 businesses in WI won a Friend of the Environment Award from Wisconsin Manufacturers & Commerce (WMC).

Winners include:

### Environmental Stewardship



### Environmental Innovation



### Environmental Sustainability



## Ethics

6 companies in WI were recognized as some of the most ethical in the nation by Ethisphere.



# Social Quick Facts

\* Hovering over any of the facts in this report will show the corresponding link/source \*

## Education

Public school aid from the state has doubled since 2016 and WI is 3rd in the nation for mandated ACT scores.

## Racial Disparity

The Black unemployment rate was 12% in 2017 compared to the state rate of 3.1%.

## Income Inequality

The number of homeless veterans decreased by 21%. Women are paid \$10,712 dollars less annually than men.

## Health & Safety

WI hospitals are ranked 6th for patient care and 9% more Wisconsinites enrolled in the health exchange program compared to 2016.

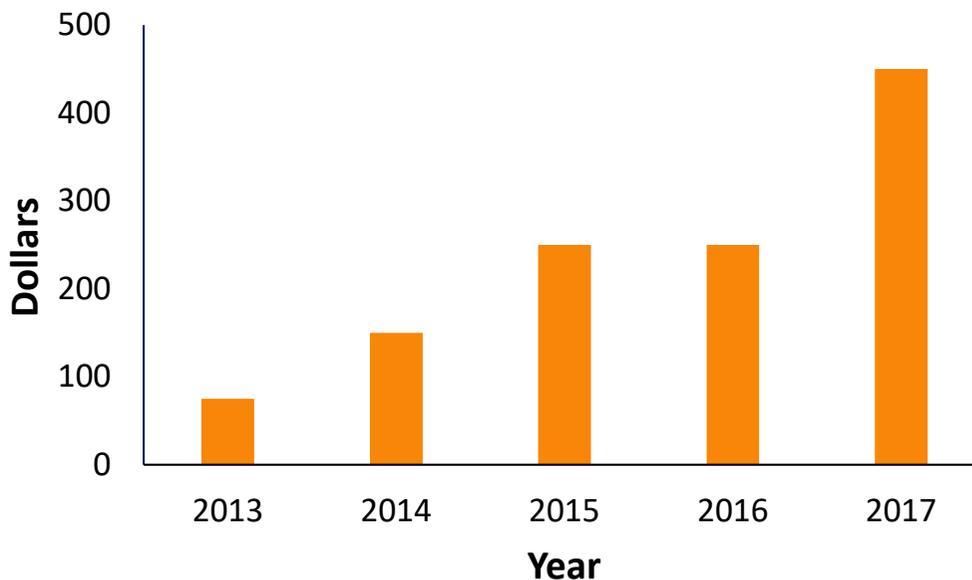
# Education

## Public School Aid

Public school aid from the state has increased since 2013, and **\$450 per pupil** was designated in 2017.

This is almost **double** the amount given in 2016.

### Per Pupil Public School Aid



## ACT Scores

The average ACT score in WI was **20.5** in 2017, a slight increase from the **20.0** average in 2015.

WI ranks **3rd** in the nation for highest average ACT score among states that mandate testing, behind only Minnesota and Colorado.



## Teachers

**10.5%** of public school teachers in WI left the profession after Act 10 in 2011.

Teachers continue to leave the profession at a rate of **8.8%** per year.

In 2017, **24.1%** of teachers had been employed for less than 5 years compared to **19.6%** when Act 10 was passed.

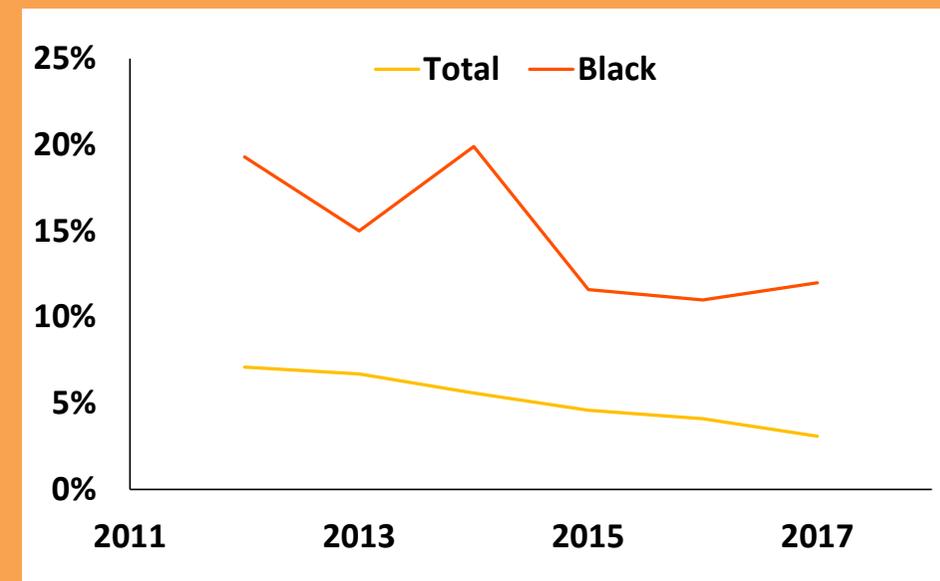
# Racial Disparity

## Unemployment

The Black unemployment rate was **12%** compared to the state rate of **3.1%**.

Black unemployment has decreased **7.3%** in the last 5 years.

### WI Unemployment Disparity

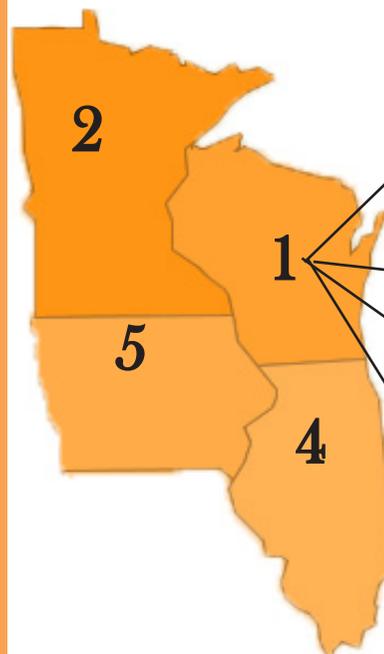


Between 2016 and 2017, the Black unemployment rate increased **1%** while the state rate decreased **1%**.



## Inequality

WI is the worst in the nation for racial inequality.



WI ranks **49th** in the country for incarceration disparity.

**50th** in graduation rate racial disparity

**49th** in family poverty rate inequality

**44th** in health insurance disparity

# Income Inequality

The average annual income of people in WI has been increasing over the past 5 years and was **\$46,270** in 2017.

Annual wage for women: **\$38,594**

Annual wage for men: **\$49,306**



# Homelessness

Homeless population declined **11.6%** in the last year.

The number of homeless veterans has dropped **21%** since 2016.

Homelessness among families with children declined **15%** since 2016.

# Wage Gap

Women in WI are paid **78 cents** to every dollar paid to men.

Of women who hold year-round, full-time jobs...

White women are paid **80 cents**

Black women are paid **62 cents**

Latino women are paid **53 cents**

Asian women are paid **64 cents**

...to the dollar men are paid.



# Health and Safety

## Patient Healthcare

**59%** of hospitals in WI recieved an **A** grade for patient safety in 2017. Compared to other states...

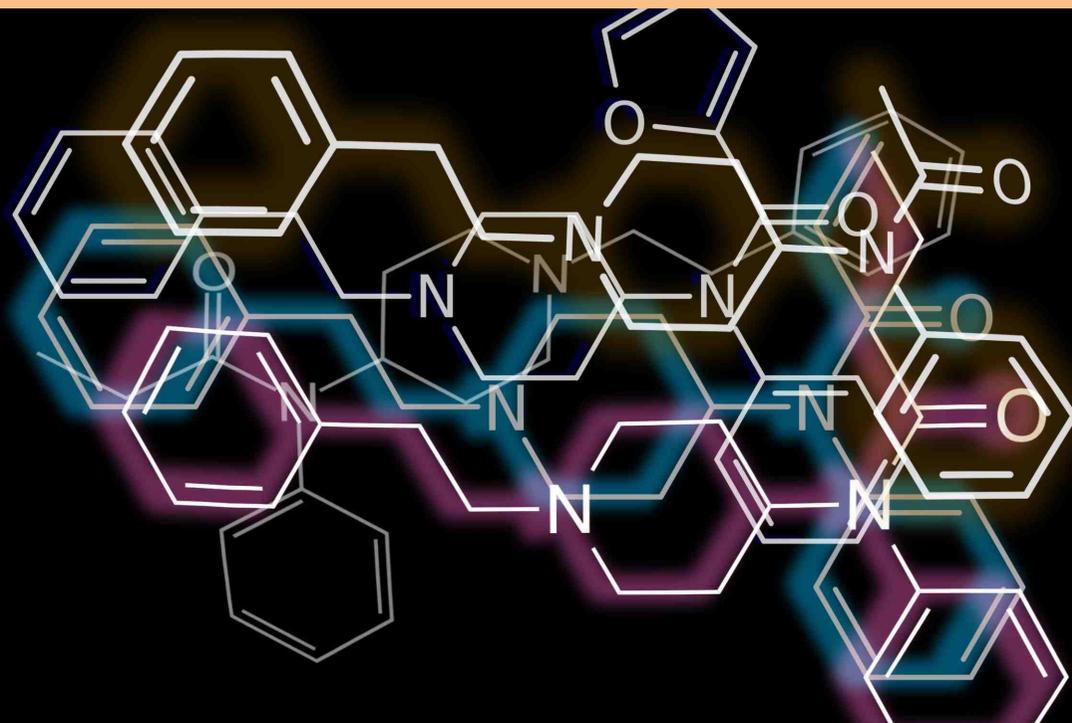
**IL - 30%**

**IA - 27%**

**MN - 29%**

**MI - 25%**

WI hospitals are **best in the Midwest** for patient care and **9%** more Wisconsinites enrolled in the health exchange program.



## Rural Health

Wisconsin ranks **7th** in the nation for rural health out of 47 states with rural counties.

The UW School of Medicine and Public Health is launching the nation's first official obstetrics-gynecology residency program for "very rural" areas (serving fewer than 20,000 people).

WI's "critical access hospitals" (fewer than 25 beds) rank **1st** in the nation on 28 quality measures for the Medicare Beneficiary Quality Improvement Project.

## Opioid Crisis

Emergency room visits for opioid overdoses increased **109%** from 2016 to 2017.

In order to combat the explosion in opioid deaths, pharmacies dispensed **1 million** fewer prescriptions for opioids in 2017 than in 2015.

WI has "full employment" (at least according to economists) with an unemployment rate slightly below that of the US. Wages have also grown over the last five years, but the change in 2017 was the smallest increase during that time. Manufactured products continue to dominate exports and manufacturing forms the backbone of the Wisconsin economy. Wisconsin is also second in the nation for people employed in the manufacturing sector. One of the challenges most in the news during 2017 was the condition of our highways, bridges and dams.

Though Wisconsin lags other midwestern states in policy support for renewable energy, we do have the best solar rebates in the Midwest. Similarly, Wisconsin has fallen behind all but one other state in the percent of our deer population with Chronic Wasting Disease (CWD). Chronic wasting disease continues to threaten recreational opportunities in the state as the number of deer testing positive continues to increase.

School aid from the state continues to show an increase since the substantial reductions in 2010, and our high school seniors continue to score very highly on the ACT. However, Wisconsin continues to be one of the worst states in the nation for racial inequality, and we see the manifestation of this in substantial gaps in graduation rates, incarceration rates and families in poverty. Hospitals in the state are some of the best in the nation, both in urban and rural WI. The state struggles to gain control of the opioid crisis, and cases of overdose and misuse of the drug are still exorbitant.

Thank you for reading our report and thanks to those who provided feedback during this process. We are honored to have worked on it. We hope in reading you get a sense of WI's current state of sustainability. Overall, we are optimistic about the future of the state.

Again, we welcome and encourage feedback on this report. Please utilize the contact information below with a subject line of "Annual Report Comments".

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