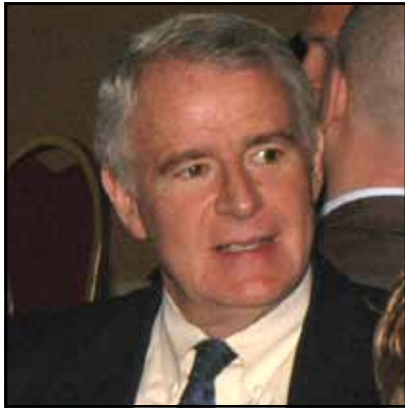
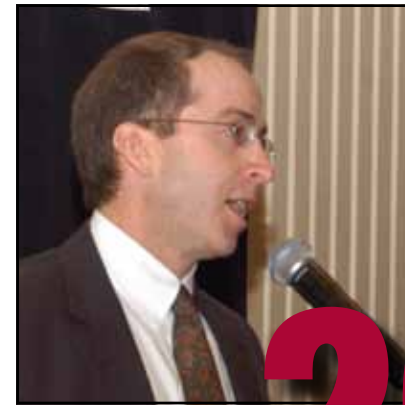




# Annual Report



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Suite 406  
Milwaukee, Wisconsin 53203  
phone: 414-276-8240  
fax: 414-276-9962  
[www.publicpolicyforum.org](http://www.publicpolicyforum.org)



# 2010



## From the chairman:

The Public Policy Forum's vision statement says we will strive to be "the indispensable resource for objective research and analysis to guide and shape public policy" in the region. While it would be presumptuous to say we have reached that goal, our continued progress in 2010 makes it safe to say we are getting there.

A major highlight of the past year was our two awards from the Governmental Research Association – the first time the Forum has been so honored twice in the same year.

When Rob Henken became our president in 2008, he vowed to take the Forum back to its roots by renewing its focus on hard-hitting local government financial analysis. Our "Most Effective Education" award for fiscal assessments of Milwaukee's city and county governments – as well as a subsequent assessment of MATC – shows he has delivered on that pledge. Congratulations to researchers Doug Day and Vanessa Allen for teaming up with Rob to give us a top-notch local government finance team.

Our early childhood education research project, meanwhile, produced nine reports that collectively earned the GRA award for "Most Distinguished Research." The project was the brainchild of research director Anneliese Dickman, who worked with researcher Melissa Kovach to produce insightful research that has positively impacted child care reforms in Wisconsin.

Other 2010 highlights included the extensive media coverage and impact of our mental health redesign project; three People Speak surveys that gave policymakers critical insight into the views of citizens on policy issues; a new presence on Facebook and Twitter spearheaded by our IT director, Jeff Schmidt; our agreement to house the coordinator position for the Milwaukee County Community Justice Council; and dozens of appearances by Rob and our staff on local radio and television and the op ed pages of our local newspapers.

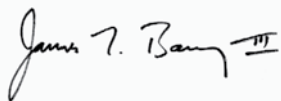
On the financial front, despite the troubled economy, we finished 2010 with a \$20,000 surplus. Thanks again to our loyal members, who have stayed with us to support the one organization in Milwaukee that is constructively prodding government to be more efficient and accountable.

At our March annual meeting, my two-year tenure as Board Chairman comes to a close. I want to thank Forum members and staff for making my job easy. A special thanks also to our executive committee members, who joined me in a strategic planning exercise that positions the Forum to provide greater value to its members, and to reach new heights in 2011 and beyond.

Susan Hatch, a longtime Trustee and respected Milwaukee business leader, will take over the reins of the organization, and in so doing becomes the first woman to chair the Forum. Susan founded Hatch Staffing Services more than 20 years ago and has been actively engaged in statewide workforce development efforts. Her management skills and public policy knowledge make her perfectly suited for the position.

I look forward to continuing my participation in the Forum as Susan successfully guides us toward our 100th anniversary in 2013.

Cordially,



Jim Barry III  
President, Colliers Barry, Inc.



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# 2010 officers & trustees...

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\* Emeritus

## Vision...

We seek, discover and disclose true and accurate information to enhance the effectiveness of government and public policy in southeastern Wisconsin, the state and the nation; and we facilitate public policy discussion and action.

## Mission...

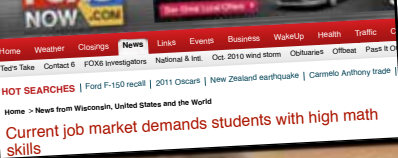
Our vision is for a southeastern Wisconsin that is socially and economically healthy, and that deals decisively, responsibly and in a timely manner with public issues. We will be the indispensable resource for objective research and analysis to guide and shape public policy.

## Performance...

The Forum urges local governments to measure performance and share results with constituents, and it applies the same principle to itself. These 2010 results flow from performance objectives established by the executive committee.

- **11:** New members in 2010
- **909:** Viewpoint Luncheon attendees
- **452:** Salute to Local Government attendees

### Should Milwaukee County Dissolve?



- **20:** Research reports published
- **10:** Presentations to elected officials/public bodies



- **121:** Stories in print and/or broadcast media about Forum research, in 18 different media outlets



- **18:** Radio appearances by Forum staff
- **4:** TV appearances by Forum staff
- **55:** Posts on the Forum's policy blog, Milwaukee Talkie
- **268,138:** Unique visitors to the Forum's website



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## Research...

Continuing their prolific efforts in 2010, Forum researchers built on their award-winning local government finance and education efforts, premiered two new indicators projects, churned out three *People Speak* survey reports, plus much more.

### ECONOMIC DEVELOPMENT

#### *Pursuing Innovation: Benchmarking Milwaukee's Transition to a Knowledge-Based Economy*

Innovation Index presents baseline data for measures closely linked to the 21st century economy and assesses region's progress compared to a group of peers.

#### *Assessing the Workforce Development Needs of Health Care Employers in Southeast Wisconsin*

Survey of health care employers finds that despite the region's high unemployment rates, a limited supply of qualified healthcare workers is harming efforts to fill current job openings.

#### *Main Street Milwaukee: Program at a Crossroads*

Report explores challenges and outcomes of the highly touted Main Street Milwaukee Program, which was designed to promote economic growth and revitalization in selected city neighborhoods.

#### *Property Values and Taxes in Southeast Wisconsin*

Annual analysis of the region's property values and taxes finds that despite the first decline in values since 1992, the gross tax levy in the region increased 3.9%.

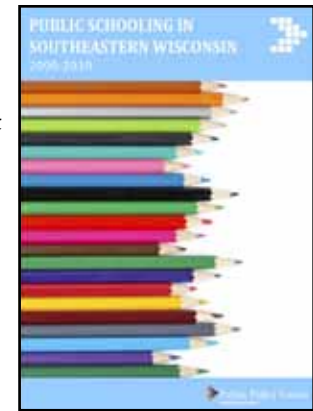
### EDUCATION/EARLY CHILDHOOD

#### *New Regulations Impacting School Choice Program: School Closures Up, Number of New Schools Down*

Annual analysis shows fewer new schools joined the Milwaukee Parental Choice Program in 2009-10 than ever before. Accompanied by annual voucher schools poster of comparative data.

#### *Public Schooling in Southeastern Wisconsin*

Annual analysis shows decline in regional reading scores and high school completion rates but slight improvements in ACT and AP scores. Accompanied by annual public schools poster of comparative data.



#### *13th Annual Comparative Analysis of the Racine Unified School District*

Annual report on Racine schools finds improved reading and math scores, but a continued large racial achievement gap.



### Educational Achievement in Southeast Wisconsin

Report commissioned by leaders of local Talent Dividend Initiative lays out series of metrics for use in developing strategies to increase the number of college graduates in metro Milwaukee.

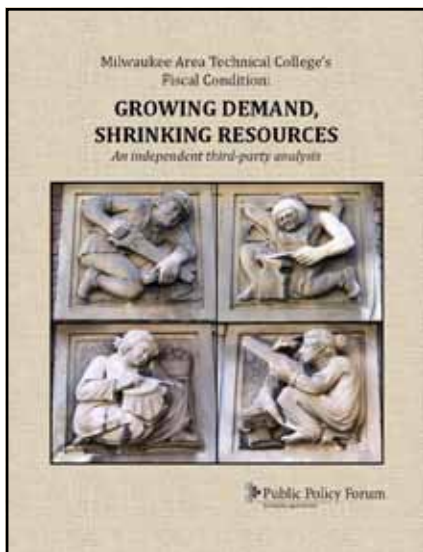
### Moving the Goal Posts: The Shift from Child Care Supply to Child Care Quality

Report investigates development and implementation of Wisconsin Shares and how its linkages to the larger reform goals of W-2 might impact new efforts to redesign the program.

## GOVERNMENT FINANCE/STRUCTURE

### Should it Stay or Should it Go?

160-page report explores scenarios for restructuring Milwaukee County government, breaks down budgets of key county functions, and reviews the Massachusetts experience with eliminating counties.



### Budget Preview: 2011 Milwaukee County Budget

Report analyzes Milwaukee County's immediate fiscal challenges at the onset of its budget process, as well as its five-year fiscal forecast.

### Milwaukee Area Technical College's Fiscal Condition: Growing Demand, Shrinking Resources

The third in the Forum's series of local government fiscal reports analyzes MATC budget trends, compares it to other state and national technical colleges, and examines its financial challenges.

### Budget Brief: Milwaukee County 2011 Executive Budget

Annual review of county executive's budget focuses on strategy of reducing wages and benefits for county employees/retirees as the means to erase the county's annual structural gap.

### Budget Brief: 2011 City of Milwaukee Proposed Budget

Annual review of mayor's budget finds longstanding structural issues continue to impact city finances, though their effect is reduced by a remarkable reversal of 2010's increased pension fund contribution.

### Tracking Local Government

New annual research product tracks financial and performance data for dozens of local government entities to promote greater accountability and enhance understanding of local government services.

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## GENERAL POLICY RESEARCH

### People Speak Poll: Water Resource Issues

Survey finds solid support for efforts to use the region's abundance of fresh water as an economic development tool, even if it means using public subsidies to do so.

### People Speak Poll: Energy Issues

Survey finds most area residents are at least somewhat concerned about increases in energy costs, and most are willing to pay more for fuel efficient cars, appliances, and homes.

### People Speak Poll: Transportation Issues

Survey finds Metro Milwaukee commuters give the region average grades when it comes to transportation infrastructure.

### 14th Annual Report Card on Charitable Giving in Milwaukee County

Survey of area nonprofits shows 45% believe the state of philanthropy in metro Milwaukee is getting worse – the second highest percentage in 14 years.



### Transforming the Adult Mental Health Care Delivery System in Milwaukee County

Report facilitated by the Forum and authored by national mental health consultant examines gaps in the county's mental health care system and recommends solutions based on national best practices.

Go to [publicpolicyforum.org](http://publicpolicyforum.org) and click on publications for full research reports.

Go to [peoplespeakpoll.org](http://peoplespeakpoll.org) for research briefs and results for all People Speak surveys.



# Events...

The Forum is known for its informative programming, which gives its members direct access to the views and insights of policy experts and government officials plus the opportunity to network with civic-minded colleagues. In 2010, more than 1,500 members and their guests attended the Forum's Viewpoint luncheons, Policy in a Pub and other special events.



Santiago followed the presentation with his reaction to the report and remarks on UWM's role in Milwaukee's pursuit of an innovation economy.

### *Beyond Milwaukee County* May 17

Panel discussion on the issues and challenges facing other county governments (besides Milwaukee) included Dave Bretl, Walworth County administrator;

### *Exploring the Potential for Structural Reform in Milwaukee County Government* January 27

Forum President Rob Henken presented the Forum's report on possibilities for restructuring or eliminating Milwaukee County government at a special breakfast for Forum and Greater Milwaukee Committee members.

### *Reshaping Wisconsin's Child Care Subsidy Program* February 18

Forum researchers presented their report on the costs associated with creating a high-quality early childhood education system in southeast Wisconsin. Reggie Bicha, Secretary of the Wisconsin Department of Children and Families, responded to the Forum's research and presented his plans to reform the state's child care system.

### *In Pursuit of Innovation* March 17

Forum researchers unveiled the "Innovation Index," a research project benchmarking the region's progress on measures closely linked to the 21st century economy. University of Wisconsin-Milwaukee Chancellor Carlos



Doug Johnson, Washington County administrative coordinator; William L. McReynolds, Racine County executive; Tom Meaux, Ozaukee County administrator; and Dan Vrakas, Waukesha County executive. Chuck Law, Director

6 7



of the UW-Extension Local Government Center, moderated the discussion.

### *Health Care Reform and its Impacts on Southeast Wisconsin* July 12

Wisconsin Health Services Secretary Karen Timberlake discussed the Doyle Administration's plans for implementing national health care reform. Then, a panel discussion on the new law's local impacts included Bevan Baker, City of Milwaukee Health Commissioner;

C.C. Henderson, President/CEO of Milwaukee Health Services, Inc.; William Petasnick, President/CEO of Froedtert Memorial Lutheran Hospital; and Dr. Jeff Bailer, Senior Vice President of Aurora Health Care. The discussion was moderated by Kimberly

Kane, former medical report for WTMJ-TV.

### *Policy in a Pub: Charitable Giving* September 28

Rob Henken previewed the Annual Report Card on Charitable Giving for Forum members and nonprofit and phil-

anthropic leaders in an event co-hosted by the Greater Milwaukee Foundation.

### *Reaping the Benefits of Academic Research* October 25

Panel discussion exploring the role of academic research in our regional economy included Dr. Jay Bayne, Executive Director, Milwaukee Institute; Dr. Marc Levine, Professor, UWM Center for Economic Development; Daniel Steinger, Co-Founder, BizStarts Milwaukee; and Tom Still, President, Wisconsin Technology Council. Moderated by Stephen L. Percy, Acting Dean, UWM School of Public Health and Director, UWM Center for Urban Initiatives and Research.

### *Citizens' Views on Energy: Toward a Brighter Future?* December 13

Forum Research Director Anneliese Dickman presented a People Speak survey gauging the opinions of area residents on a range of energy issues. Following her presentation, a panel of experts responded, including John Bobrowich, Executive Director, Wisconsin Energy Research Consortium; Roman Draba, Vice President - Regulatory Affairs and Policy, We Energies; Steve Hiniker, Executive Director, 1000 Friends of Wisconsin; and Joe Muelbach, Executive Director of Facilities and Environmental Policy, Quad/Graphics. Rob Henken moderated the discussion.



# 18th Annual Salute to Local Government

The Forum promotes accountable and efficient government in numerous ways, including an annual breakfast honoring public sector leaders for outstanding and innovative performance.

## Category: Innovative Response to Economic Downturn

### Recipient: City of Milwaukee

The Milwaukee Foreclosure Partnership Initiative developed and implemented a comprehensive strategy to address the causes and consequences of foreclosures.

## Category: Effective Use of Technology

### Recipient: Milwaukee Public Library & City of Milwaukee

The Milwaukee Public Library worked with the city's Office of Environmental Sustainability, We Energies, MMSD, and Focus on Energy to create a "green" roof on 30,000 square feet of the Central Library annex.

## Category: Inter-governmental Cooperation

### Recipient: Villages of Shorewood and Whitefish Bay

Shorewood and Whitefish Bay collaborated through the creative use of annexation, tax incremental financing, and a brownfield remediation grant to transform three vacant parcels into The Cornerstone development.

## Category: Private-Public Cooperation

### Recipient: Southeastern Wis. Watersheds Trust, Inc.

Government entities, special purpose districts, non-profits, local residents, and representatives of business, agriculture, and academia collaborated to form a new organization to promote healthy and sustainable water resources.

## Leader of the Future Award

Liza Drake, Health and Human Services Crisis Intervention Supervisor  
Walworth County

## James R. Ryan Lifetime Achievement Award

David Berousek, Retired Fire Chief  
North Shore Fire Department

## Norman N. Gill Award

Richard E. Maslowski, City Administrator  
City of Glendale

## Honorable Mention Awards:

- The Milwaukee County Department of Parks, Recreation and Culture for its "Stay Local – Play Local" program.
- The Housing Authority of the City of Milwaukee and Wisconsin Women's Business Initiative Corporation for their "Make Your Money Talk/ IDA Program" initiative.
- The Milwaukee County Zoo and the Zoological Society of Milwaukee County for their successful partnership.

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## Presentations...

With more than 30 presentations and speaking appearances in 2010, Forum researchers worked diligently to share their research and expertise with decision-makers, opinion leaders and concerned citizens. Some of the venues they visited...

**Governmental Research Association** – Anneliese Dickman participated in a panel discussion on mayoral control of public school districts at the GRA's annual conference in New York City.

**Milwaukee Area Technical College** – Rob Henken and Doug Day testified before MATC's Finance, Personnel and Operations Committee regarding the MATC fiscal assessment report.

**Milwaukee Bar Association** – Rob Henken discussed how Milwaukee County's fiscal problems are impacting the courts.

**Milwaukee City Hall** – Rob Henken and Sandra Zupan presented the Main Street Milwaukee report to the Common Council's Community & Economic Development Committee.

**Milwaukee County Courthouse** – Rob Henken presented the Should it Stay or Should it Go report to the

county's Long Range Strategic Plan Steering Committee and the mental health redesign report to two County Board committees.

**Milwaukee Forum** – Rob Henken was a panelist for two Milwaukee County-related policy discussions before this group of up-and-coming community leaders.

**State Capitol** – Rob Henken presented to two legislative committees on local service consolidation and mental health.

**Turner Hall** – Rob Henken and Anneliese Dickman participated as panelists on Fourth Street Forum programs filmed before a live audience at Milwaukee's historic Turner Hall.

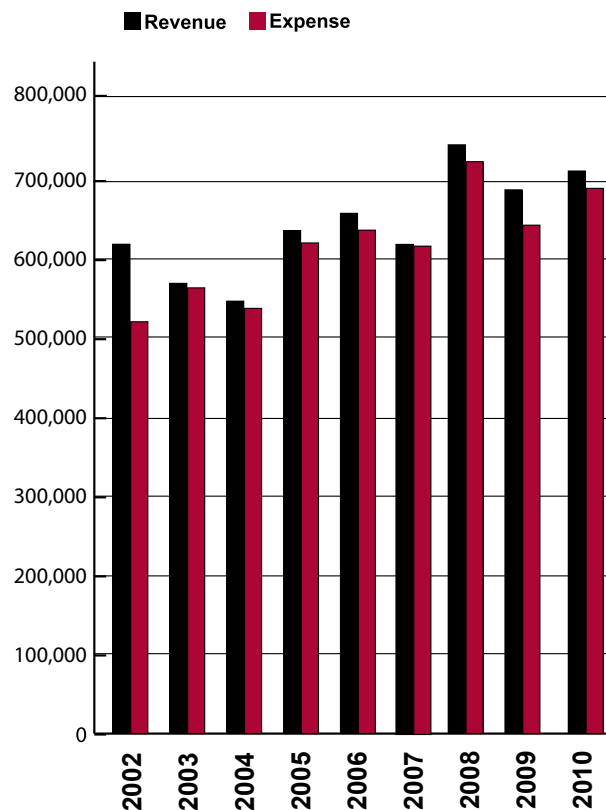
**Waukesha County Courthouse** – Vanessa Allen presented on multiple occasions to the Waukesha County Criminal Justice Collaborating Council.

**Wingspread Conference Center** – Rob Henken and Jeff Schmidt presented the Racine Unified School District analysis to educators and community leaders.

**University of Wisconsin-Milwaukee** – Rob Henken participated in a panel discussion on "The Future of Transit" as part of the Henry W. Maier State of Milwaukee Summit.



## Finances...



The Forum's 2010 financial performance was highlighted by strong membership revenue and contract income. Operating revenue – generated mainly from membership dues, grants, contracts, sponsorships and special events – totaled \$713,594. Expenditures totaled \$693,262, producing a \$20,000 year-end surplus.

## Staff...



Robert E. Henken, M.J.P.A. president  
 Anneliese M. Dickman, J.D. research director  
 Pam Matthews membership/operations manager  
 Jeffrey K. Schmidt researcher/IT director  
 Vanessa Allen, M.P.A. researcher  
 Doug Day researcher  
 David Helpap researcher

Not pictured  
 Norman N. Gill Fellows: Sandra Zupan & C.J. Szafir

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 Black & Veatch  
 BloodCenter of Wisconsin  
 Bottom Line Marketing & Public Relations  
 Briggs & Stratton Corp.  
 Brophy, Thomas A.  
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 Marcus Corporation  
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 Mellowes, Linda T.  
 Meissner, David G.  
 Messing, Renee  
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 Michael, Best & Friedrich  
 Milwaukee Area Technical College  
 Milwaukee Area Workforce Investment Board  
 Milwaukee Art Museum  
 Milwaukee Center for Independence  
 Milwaukee County  
 Milwaukee Downtown, Bid #21  
 Milwaukee Magazine  
 Milwaukee Metropolitan Sewerage District  
 Milwaukee Municipal Court  
 Milwaukee Police Association  
 Milwaukee Public Library  
 Milwaukee Public Schools  
 Milwaukee Regional Medical Center  
 Milwaukee School of Engineering  
 Milwaukee Urban League  
 Mortenson Construction  
 Mueller Communications  
 Multiple Listing Service  
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 Roberts, Mary  
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 School District of Menomonee Falls  
 Schroeder, Roger  
 Seeds of Health, Inc.  
 Shorewood School District  
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 Southeastern Wis. Regional Planning Commission  
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 Weiss Family Foundation  
 Wesolowski, Reidenbach & Sajdak SC  
 West Allis/West Milwaukee Schools  
 Wheaton Franciscan Healthcare  
 Whyte Hirschboeck Dudek S.C.  
 Wilson, Nicholas  
 Wisconsin Department of Natural Resources  
 Wisconsin Hospital Assoc.

YWCA of Greater Milwaukee  
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## Welcome new members...

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 Bentoff Communications  
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 HealthPlan  
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 Madden, Catherine G.  
 Mathu, Karen Baker  
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 Muller, Dean  
 Oak Creek/Franklin School District  
 Rauser Agency, The  
 Riley, Donovan  
 Rosenzweig, Peggy

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(see you here in 2011)

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