

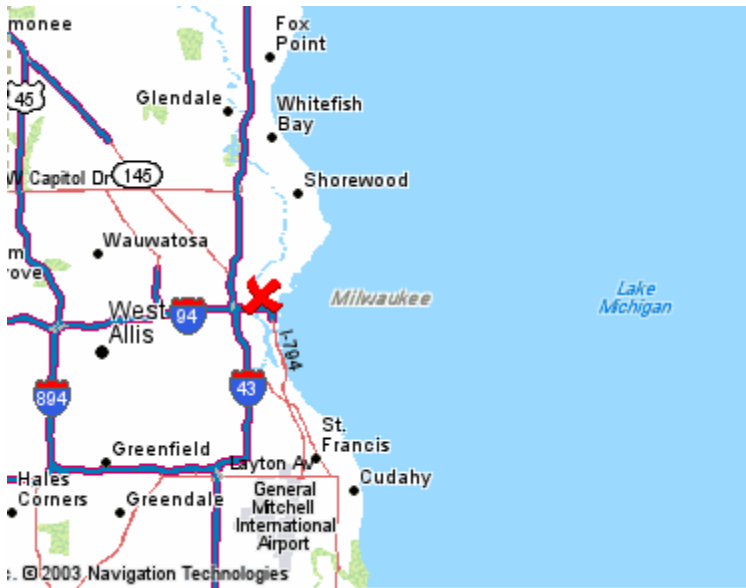
## **II.D. Milwaukee, Wisconsin**

### Introduction

The city of Milwaukee, Wisconsin has a total population of 596,974. (www.census.gov). The population has many options to swim, but they are not always available. Milwaukee has 5 public beaches on Lake Michigan that are open during the summer operating months. The poor water quality of Lake Michigan, and the distance to the beaches from the outlying areas has forced Milwaukee into building 48 public pools. Of these 48 pools, 46 of them are outdoor pools. Milwaukee has 5 regular outdoor pools, 5 pools with slides and drop-slides, and 36 zero-depth or wading pools. Milwaukee has 48 more public pools than Madison, Wisconsin. We researched the following three factors for this: Geography, Income, and Age.

### Physical Geography

The city of Milwaukee is situated on Lake Michigan, and has five public beaches. Unlike Madison, Milwaukee does not have a large amount of public lakes and beaches.



Source: www.randmcnally.com

Milwaukee’s public beaches have to close frequently over the summer months due to high E. coli and other bacteria counts in the water. Combined, the five Milwaukee beaches were closed for a total of 135 days out of a possible 325 operational days. (www.jsonline.com). Contrasted to Madison which out of a total of 25 public beaches only lost 16 operational days to high bacteria and algae counts. (archive.wispolitics.com).

#### Operational Days for Pubic Beaches

City	Possible Operational Days	Total Days Closed
Milwaukee	325	135
Madison	1625	16

Sources: www.jsonline.com and www.archive.wispolitics.com

The high amounts of beach closings in Milwaukee forces residents to find other means of aquatic entertainment during the hot summer months. This is one reason why Milwaukee

has a total of 48 public pools. Madison, on the other hand, has 25 clean beaches that are open for most of the operational months of May, June, July, and August. These open beaches reduce the need for the city of Madison to build public pools.

### Climate

Milwaukee and Madison share a similar climate during the operational months of May, June, July, and August. ([www.countyparks.com](http://www.countyparks.com)).

#### Average Monthly Temperature in Degrees Fahrenheit

City	May	June	July	August
Milwaukee	52.4	63.0	70.5	73.3
Madison	55.2	65.3	70.3	71.9

Source: [www.crh.noaa.gov](http://www.crh.noaa.gov)

On average, Madison and Milwaukee are similar in terms of average monthly temperature during the operational months. The high temperatures in July and August suggest that both cities should have public swimming areas. The high temperatures coupled with Milwaukee's problems with E. coli in Lake Michigan support Milwaukee needing public pools. Madison, with its 25 public beaches that are regularly open, does not have an urgent need for public pools when looking strictly at temperature and water quality.

Temperature is not the only thing that Milwaukee and Madison have in common. Both of these cities have, on average, the same amount of monthly precipitation.

Average Monthly Precipitation, in Inches, 1971-2000

City	May	June	July	August
Milwaukee	3.25	3.59	3.58	4.03
Madison	3.25	4.05	3.93	4.33

Source: [www.crh.noaa.gov](http://www.crh.noaa.gov)

Both cities do not lose many operational days due to weather. This along with the temperature and beach water quality suggests that Milwaukee is in need of its public pools and the Madison does not have an urgent need for public pools.

### Income Factors

The per capita incomes of Milwaukee and Madison differ greatly. The per capita income of Milwaukee is \$19,939 while in Madison it is \$24,985. ([www.census.gov](http://www.census.gov)). The fact that Madison is a wealthier city plays a role in their lack of public pools. The people of Madison generally make more money and can afford to pay to swim at one of Madison's private clubs. Milwaukee residents are poorer on average, thus cannot afford to pay membership fees at private clubs with pools. The downside to swimming at public pools in Milwaukee is that one cannot chose the people that they socialize with at the pool. Since it is a public pool, it is open to the public. The private pools separate out the people who cannot afford private health clubs.

The average household income also differs greatly between the two cities. Milwaukee's average is \$40,875 while Madison's is \$49,223. The difference between these shows that people in Madison can afford to be members of private clubs that have aquatic facilities. By having people pay for their own private pools and clubs, the city of Madison puts less of a burden on its budget and tax rate.

Income levels, along with total population, also determine how much tax money can go into a cities public parks and pools fund. In Milwaukee, property tax mill rates vary from \$14.00 to \$36.08 per \$1,000 of assessed value. (metromilwaukee.org.) The average property tax rate in Milwaukee is \$26.50 per \$1,000, the sixth highest nationally. (www.wistax.org). Madison's mill rate is, on average, \$22.65. (www.wistax.org).

	Milwaukee	Madison
Average Mill Rate	\$26.50	\$22.65
Expected City Income from Property Tax (Mill Rate* Population)	\$15,819,811	\$4,712,423

Source: www.wistax.org

The above numbers show that from just property tax alone, Milwaukee has surplus money to afford public pools. Madison, with its lower mill rate, will have trouble funding public pools.

Age

The median age for both Milwaukee and Madison is 30.6 years. The percentage of Milwaukee’s population that is under 24, the demographic that pools target, is 40.84%. The same age group represents 39.23% of Madison’s population. The similarities between the two numbers of the prime pool demographic indicate that both cities need public aquatic facilities. (www.areaconnect.com).

Another important factor in the demographic data is the number of families with children. This number better represents the population that would be more likely to use a pool. This data shows that Milwaukee has a greater need for public pools for children. 30.53% of all households in Milwaukee have children under the age of 18 living in them. Madison only has 22.1% of households with children living in them. (www.areaconnect.com).

#### Prime Demographic Percentages of Population

	Milwaukee	Madison
% of Population >24	40.84%	39.23%
% of Households with Children >18	30.53%	22.1%
Population >24	241,655	81,620

Source: www.areaconnect.com

The data above suggests that Milwaukee has a much greater need for pools because of it much higher population of people under the age of 24. The total number of the prime demographic (under the age of 24) people per aquatic facility in Milwaukee is 4647. In

Madison, this number is 3264. The age data shows that, if anything, Milwaukee needs more public pools than Madison does.

### Conclusion

The data shows that currently Madison does have enough public aquatic facilities for its population. This does not mean that they do not need public pools in Madison. Many people prefer to swim in pools instead of beaches, and that is the case in Madison. The location and condition of the beaches in Madison is not high. While the lakes do not have to close as often as the beaches in Milwaukee, the seaweed and algae levels in the local Madison lakes is enough to drive away visitors. The climate for an outdoors-public pool in Madison is good. It will have the approximately the same amount of operational days during the summer as Milwaukee's pools. The higher income levels in Madison can also help pay for the pools. Milwaukee, which is currently suffering a large parks budget crisis, can afford to keep its 48 public pools open. Madison, which will have at the most 3 separate pools should have no problem financing public pools. Madison has room to increase its taxes, and still not hurt its citizen's incomes. The age of Madison, while not as prime as Milwaukee's, is still good for a public pool. From the evidence found when in comparison to Milwaukee, Wisconsin, Madison should have a public pool built.

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