



Extension

UNIVERSITY OF WISCONSIN-MADISON

Data Collection for Local Governments

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What is a “Data”?

“Any facts or statistics collected for reference or analysis.”

In the sphere of local government, community development, land use planning, and other municipal duties:

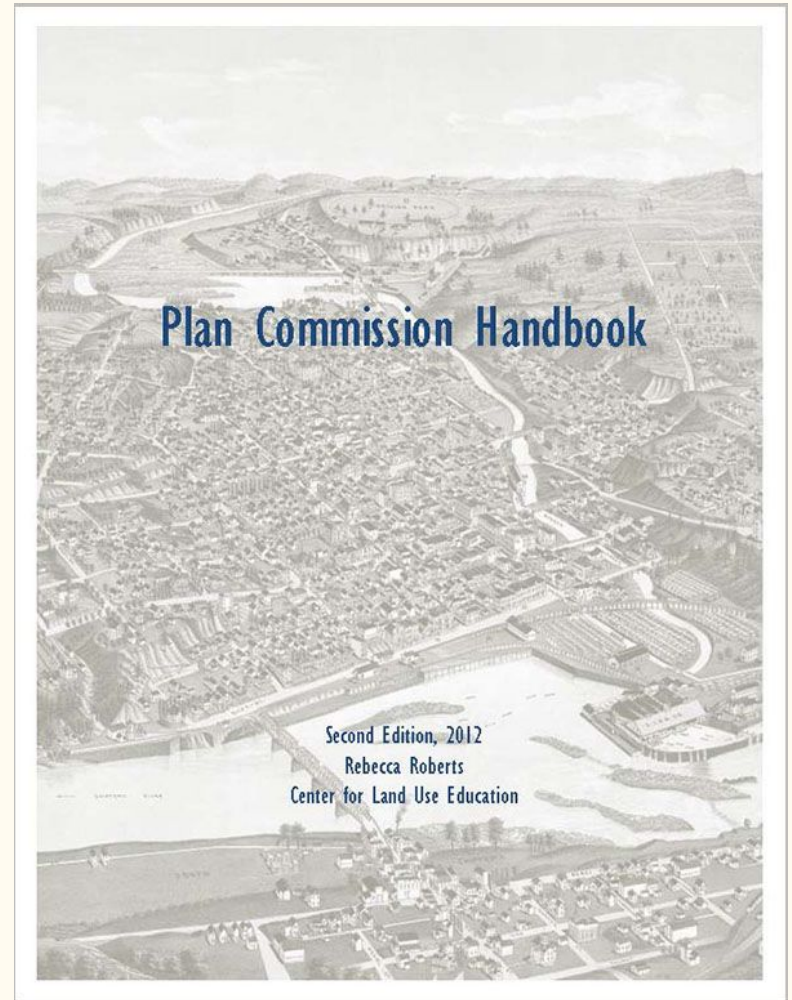
- *Quantifiable vs Qualitative*



Why Collect Data?

*From the Plan Commission Handbook,
Chapter 3:*

- Assess your community's data and information needs.
- Gather technical and spatial data from county, regional, state and federal sources.
- Gather public opinion data through surveys, focus groups or other means.
- Analyze and interpret data, making future projections where necessary.
- Present patterns and trends to local decision-makers and the public.



Why Collect Data?



Simplified Planning Process

The planning process can also be described as a four step process:

1. **Analyzing:** Where is our community now? How did we get here?
2. **Envisioning:** Where do we want to be?
3. **Planning:** How do we get there?
4. **Evaluating:** What progress have we made towards reaching our goals?

Why Collect Data?



Simplified Planning Process

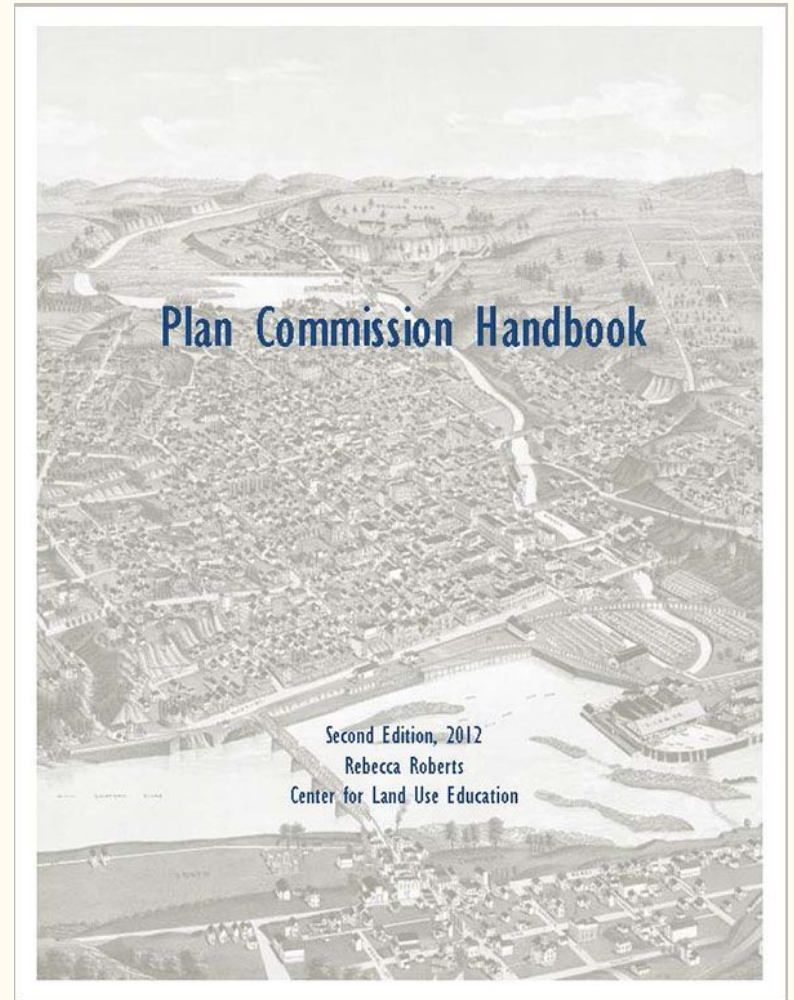
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Issue Identification

*From the Plan Commission Handbook,
Chapter 3:*

- Involve local decision-makers and the public in identifying key community issues, challenges, opportunities and desires.
- Use local data and analyses to support or identify additional issues.
- Prioritize issues to be addressed in the plan.
- Identify a vision for the future development of the community.



Quantifiable Data Collection Sources

Data sources that will be discussed today:

- US Census Bureau
- UW “Applied Population Labs” (APL) and “GetFacts”
- Sheboygan County Planning and Conservation Department’s GIS Maps

Instruction handouts will be made available with this presentation.

US Census Bureau - Overview

US Census Bureau's main public facing website for accessing Census and American Community Survey data

Pros:

- Very powerful
- Direct access to data sets
- Exports directly to Excel
- “Profile” page allows for fast visualization of data sets per community

Cons:

- Excel exports need “TLC” to function
- Potentially overwhelming if you do not know *exactly* what you are looking for
- American Community Survey (ACS) data can have very wide margins of error

UW Madison APL/GetFacts - Overview

Toolset created by University of Wisconsin-Madison Department of Community and Environmental Sociology for demographic data about the communities in Wisconsin.

Pros:

- Easy to understand/visualize
- Location specific
- Exportable as Excel and as images of charts

Cons:

- Not as powerful as direct Census data
- Sources vary from item to item

Sheboygan County GIS Maps - Overview

- County has maps for zoning, overlay districts, demographics, and more
- Your municipality does not need a GIS software license to use web-based map applications
- When in doubt, feel free to ask county staff for additional information, maps, or updates.

US Census Demo

- <https://data.census.gov/>
- Search bar functionality
 - Data is available at the municipality level, use search bar at top-center of home page.
- Search Bar also allows for searches for topics related specifically tied to municipalities
 - I.E. The search “Employment in Sheboygan County, WI” will take you directly to your requested data if available.



US Census Demo

- Search Bar also allows for searches for topics related specifically tied to municipalities
 - I.E. The search “Employment in Sheboygan County, WI” will take you directly to your requested data if available.

The screenshot displays the US Census Bureau's data portal. At the top, the search bar contains the text "employment in Sheboygan County, Wisconsin". Below the search bar, navigation tabs include "All", "Tables", "Maps", "Charts", "Profiles", and "Pages". The main heading reads "Employment Rate in Sheboygan County, Wisconsin is **61.4%** ±". Below this, it specifies "2.3%" and "2024 American Community Survey 1-Year Estimates". A blue button labeled "View This Result" is visible. On the right side, it indicates "628 Datasets, 30 Profiles" and "View: 10 | 25 | 50". The "Data" section lists two results:

- American Community Survey
DP03 | Selected Economic Characteristics
View All 31 Products
- American Community Survey
S0801 | Commuting Characteristics by Sex
View All 29 Products

Each result includes buttons for "Table", "Map", and "Chart".

US Census Demo

- Geography Profile Page
 - Profile page allows for quick visualization of data available, premade charts and tables, and sources for data being presented

Total Population in Sheboygan County, Wisconsin is **118,034**
2020 Decennial Census [View This Result](#)

3,416 Datasets, 30 Profiles
View: 10 | 25 | 50

Data

Decennial Census P1 RACE View All 4 Products	Table Map Chart
American Community Survey DPO5 ACS Demographic and Housing Estimates View All 30 Products	Table Map Chart
American Community Survey S0101 Age and Sex View All 29 Products	Table Map Chart

County
Sheboygan County, Wisconsin
Total Population: 118,034
Median Household Income: \$71,992
Bachelor's Degree or Higher: 28.6%
Employment Rate: 61.4%
Total Housing Units: 53,838
Without Health Care Coverage: 4.4%
Total Employer Establishments: 2,671
Total Households: 50,118
Hispanic or Latino (of any race): 8,662
[View Profile](#)

US Census Demo

- Topics are broken down into 9 main categories

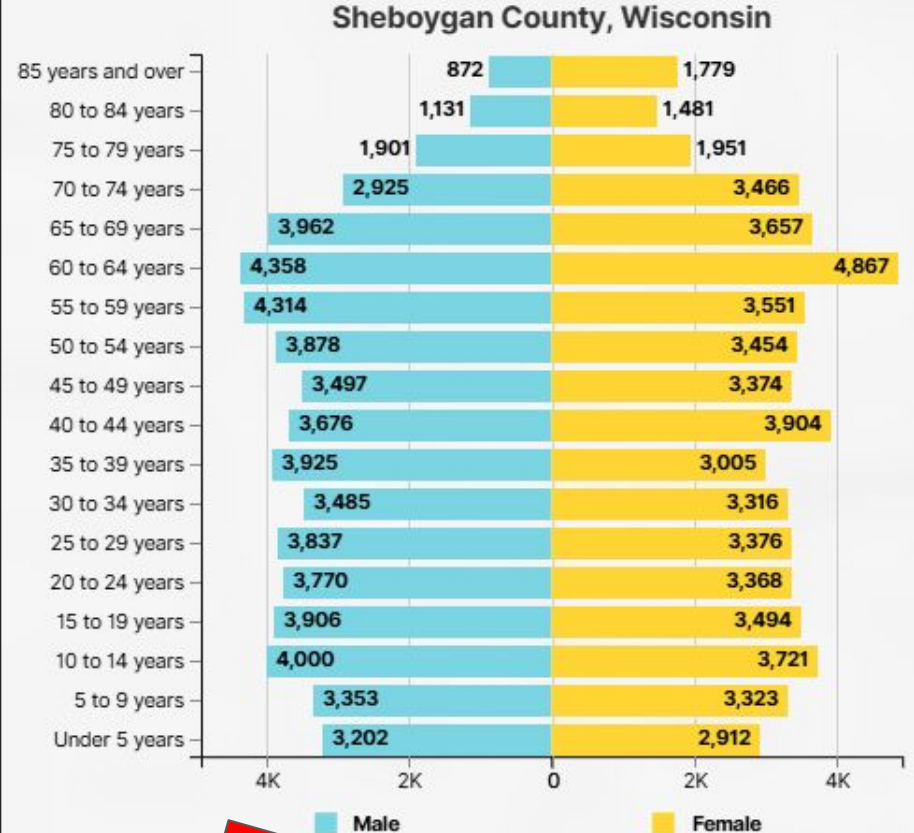


US Census Demo

- Search for topic
 - Example topics to search for
- Download data table
 - Table and data will be connected to a specific census or survey, click the table name at the bottom right to open the table

Population Pyramid: Population by Age and Sex
in Sheboygan County, Wisconsin

[Share / Embed](#)



[+ Display Margin of Error](#)

[S0101](#) | 2024 ACS 5-Year Estimates Subject Tables

US Census Demo

- At the top of the table page, select “Download”, then choose your preferred file type.

S0101 | Age and Sex

American Community Survey | 2024: ACS 1-Year Estimates Subject Tables

Notes | Download | Citations | Share | API | Margin of Error | Columns | Transpose | Restore

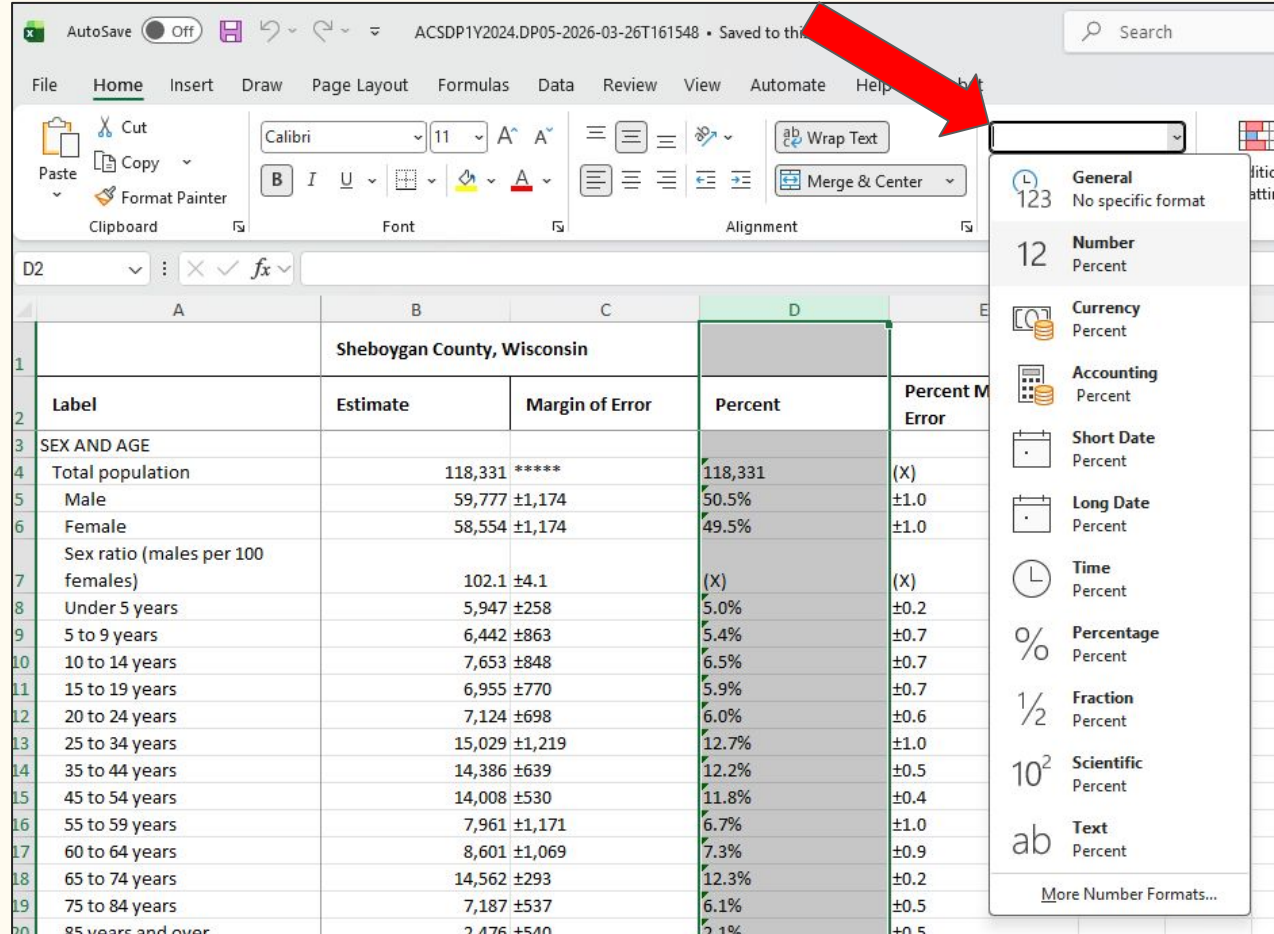
View important guidance for comparing ACS data over time or to other sources [here](#).

Sheboygan County, Wisconsin

Label	Total		Percent	
	Estimate	Margin of Error	Estimate	Margin of Error
▼ Total population	118,331	*****	(x)	(x)
▼ AGE				
Under 5 years	5,947	±258	5.0%	±0.2
5 to 9 years	6,442	±863	5.4%	±0.7
10 to 14 years	7,653	±848	6.5%	±0.7
15 to 19 years	6,955	±770	5.9%	±0.7
20 to 24 years	7,124	±698	6.0%	±0.6
25 to 29 years	6,769	±1,076	5.7%	±0.9
30 to 34 years	8,260	±1,205	7.0%	±1.0
35 to 39 years	6,327	±927	5.3%	±0.8
40 to 44 years	8,059	±1,035	6.8%	±0.9
45 to 49 years	7,314	±543	6.2%	±0.5
50 to 54 years	6,694	±352	5.7%	±0.3
55 to 59 years	7,961	±1,171	6.7%	±1.0
60 to 64 years	8,601	±1,069	7.3%	±0.9
65 to 69 years	8,037	±778	6.8%	±0.7
70 to 74 years	6,525	±809	5.5%	±0.7
75 to 79 years	4,817	±746	4.1%	±0.6
80 to 84 years	2,370	±561	2.0%	±0.5
85 years and over	2,476	±540	2.1%	±0.5

US Census Demo

- Open file in Excel or your spreadsheet software of choice
 - Convert all numerical columns from “General” data type to “Number”



The screenshot shows the Microsoft Excel interface with a spreadsheet titled 'ACSDP1Y2024.DP05-2026-03-26T161548'. The spreadsheet contains data for 'Sheboygan County, Wisconsin'. The columns are labeled 'Label', 'Estimate', 'Margin of Error', 'Percent', and 'Percent M Error'. The 'Percent' column contains values like 50.5%, 49.5%, and 12.7%. A context menu is open over the 'Percent' column, showing various number formats. A red arrow points to the 'Number' option, which is currently selected.

	A	B	C	D	E
		Sheboygan County, Wisconsin			
1					
2	Label	Estimate	Margin of Error	Percent	Percent M Error
3	SEX AND AGE				
4	Total population	118,331	*****	118,331	(X)
5	Male	59,777	±1,174	50.5%	±1.0
6	Female	58,554	±1,174	49.5%	±1.0
7	Sex ratio (males per 100 females)	102.1	±4.1	(X)	(X)
8	Under 5 years	5,947	±258	5.0%	±0.2
9	5 to 9 years	6,442	±863	5.4%	±0.7
10	10 to 14 years	7,653	±848	6.5%	±0.7
11	15 to 19 years	6,955	±770	5.9%	±0.7
12	20 to 24 years	7,124	±698	6.0%	±0.6
13	25 to 34 years	15,029	±1,219	12.7%	±1.0
14	35 to 44 years	14,386	±639	12.2%	±0.5
15	45 to 54 years	14,008	±530	11.8%	±0.4
16	55 to 59 years	7,961	±1,171	6.7%	±1.0
17	60 to 64 years	8,601	±1,069	7.3%	±0.9
18	65 to 74 years	14,562	±293	12.3%	±0.2
19	75 to 84 years	7,187	±537	6.1%	±0.5
20	85 years and over	2,476	±540	2.1%	±0.5

APL/GetFacts Demo

- <https://getfacts.wisc.edu>
↓
- Navigate to the “Data Viewer” panel



GetFacts

Data Viewer Working Report

GetFacts

Wisconsin's Demographic Data and Visualization Portal

Powered by the *Applied Population Lab* and *UW-Extension*

Data focused by geography

Get demographic data about the state of Wisconsin, or focus on the counties or municipalities that interest you.

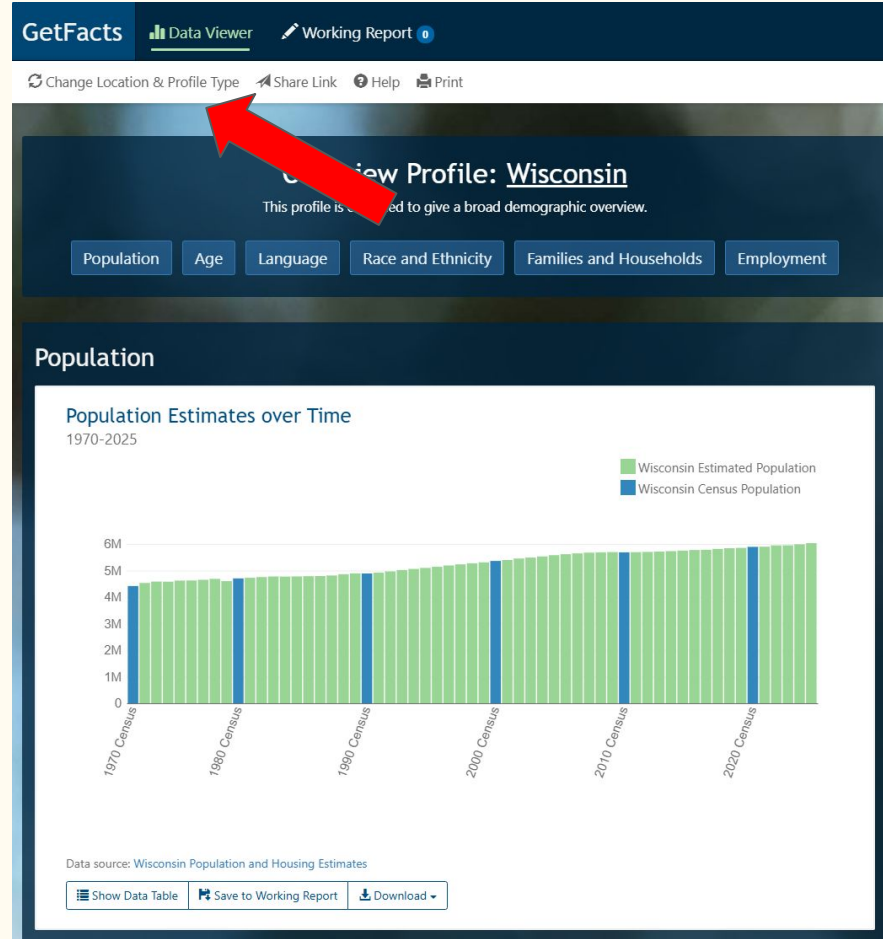
Get graphics and tabular data

Found something interesting? For any graphic, download an image or an Excel-friendly data file.



APL/GetFacts Demo

- Select the location with the “Change Location and Profile Type” button



APL/GetFacts Demo

- Select “County Subdivision” and search your municipality

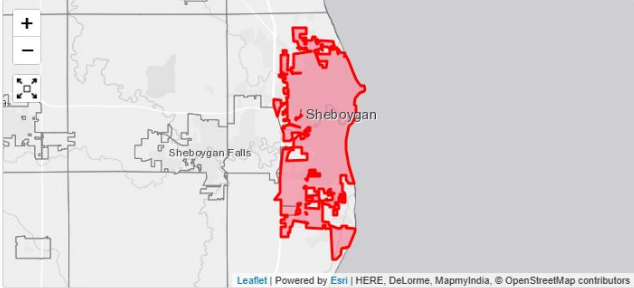
Select Profile Find an Area

1 Select the type of geography that you are primarily interested in.

State (WI) County County Subdivision

2 Select the location you are interested in by clicking on the map or typing in your location.

sheboygan Search



Leaflet | Powered by Esri | HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors

* You can change the location by clicking on the map. Feel free to zoom and pan the map to help you find your location.

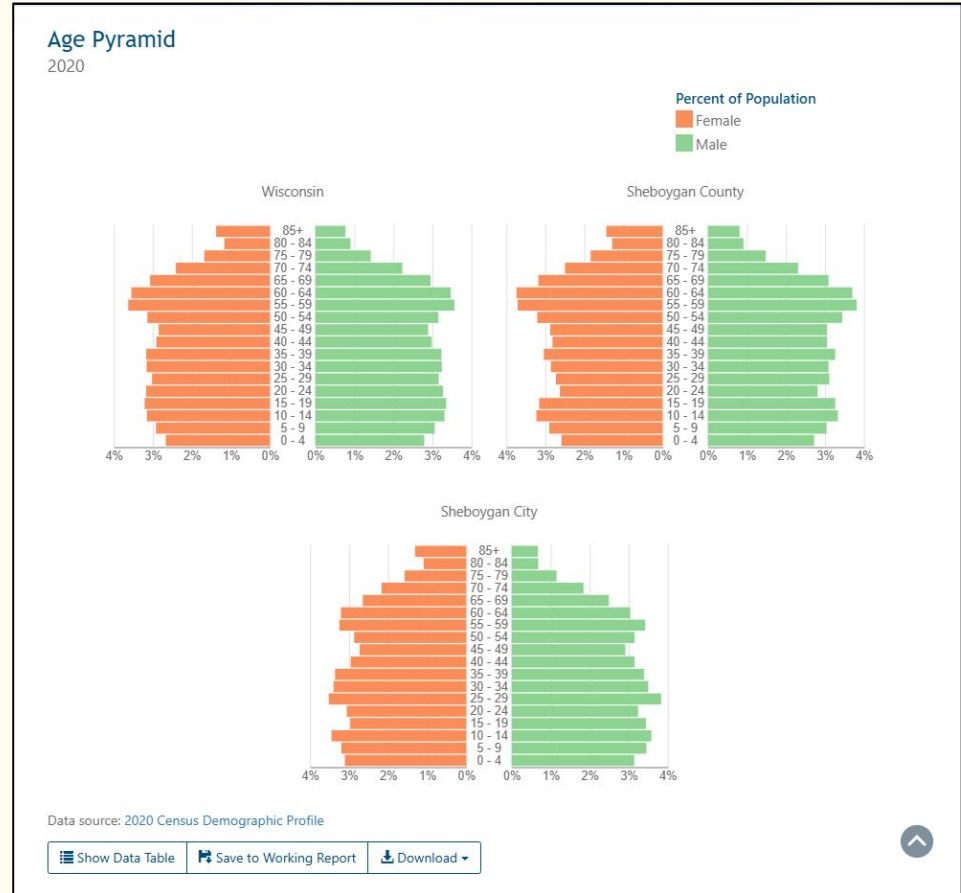
Selected Location **Sheboygan city, Sheboygan County**

Selected Profile Type **Overview Profile**

✓ Generate New Profile for Selected Location

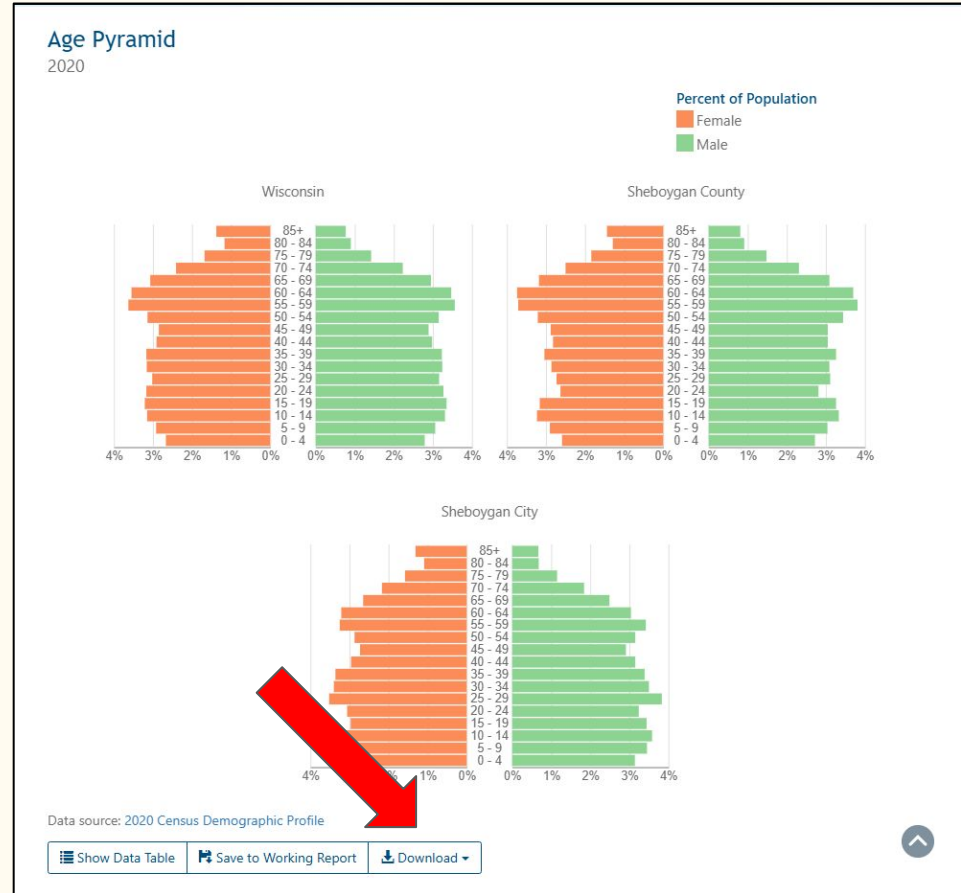
APL/GetFacts Demo

- Scroll down to view topics and data provided.
 - Broken down into 6 major categories of data



APL/GetFacts Demo

- Download the data as an excel file, or the charts as an image using the “Download” button



Sheb. Co. GIS Demo

- <https://geospatialhub-shebc.co.hub.arcgis.com/pages/apps>
- Maps divided into 5 categories, most relevant for “day to day” use are Land Info Apps and Planning Apps

Interactive GIS Applications

Disclaimer

These maps and apps, as well as the data within them, is intended for advisory purposes only. This information has been obtained from sources believed to be reliable based on plats, surveys, aerial photography, deeds, and/or other relevant information. In areas where discrepancies occur between equivalent legal records, the discrepancy is allowed to remain until such time as it is addressed. Sheboygan County distributes this data on an 'as is' basis. No warranties are implied.

All apps below should not require a login - they are publicly accessible. If you receive a prompt for a login, please contact us at the email at the bottom of the page. Please note that older smartphones and tablets may not be able to load our apps. The apps below are built with newer web technologies. Devices running older versions of Apple's iOS or Google's Android may experience issues. If an app or map does not load, try a different browser or newer device.

Land Info Apps

Planning Apps

Other Apps of Interest

Story Maps

External Apps & Sites



County I-Map

Open App

Sheboygan County's Interactive Map. View property boundaries, aerial imagery, recreation/trails, and more by interacting with various layers. *Updated May 5, 2025.



County PLSS Data

Open App

Provides Public Land Survey System (PLSS) information including section corners, tie sheets, geodetic control network, and benchmarks.



County Survey Viewer

Open App

Search and view surveys filed with Sheboygan County. Searchable by Parcel Number, Address, or Survey Number.



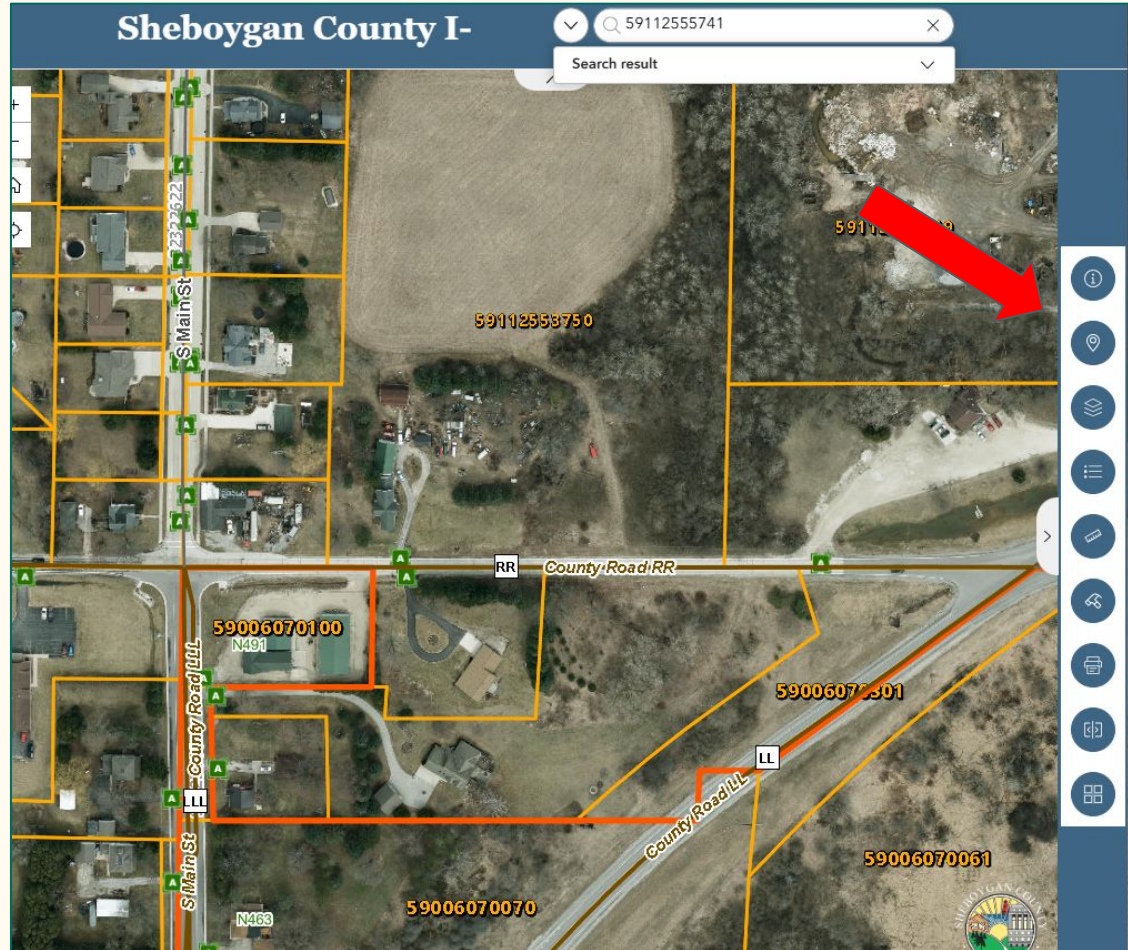
Tax Maps

Open App

Search, view, and print tax parcel maps in the unincorporated areas of Sheboygan County. Maps are updated annually.

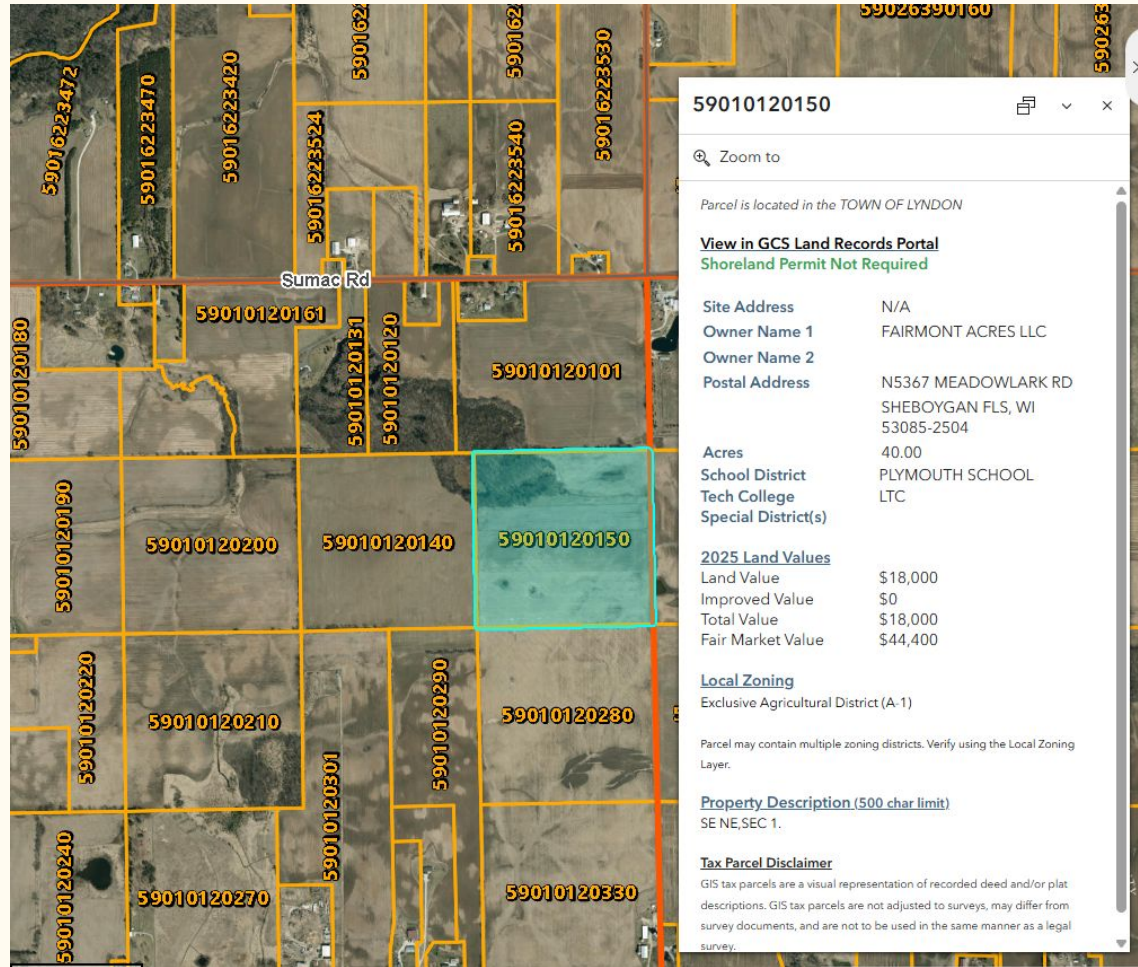
Sheb. Co. GIS Demo

- County I-Map provides data on each individual parcel in Sheb. Co.
- Toolbar on right hand side has tools for measurement, printing, changing base maps, etc.
- Search bar, use tax parcel ID or address



Sheb. Co. GIS Demo

- Selecting a parcel will open a popup of relevant data
- Zoning may be available depending on which municipality the parcel is located in.



The screenshot displays a GIS application interface. The main view is an aerial map with yellow parcel boundaries. A specific parcel, 59010120150, is highlighted with a green border. A popup window is open over this parcel, displaying the following information:

59010120150

Zoom to

Parcel is located in the TOWN OF LYNDON

[View in GCS Land Records Portal](#)
Shoreland Permit Not Required

Site Address	N/A
Owner Name 1	FAIRMONT ACRES LLC
Owner Name 2	
Postal Address	N5367 MEADOWLARK RD SHEBOYGAN FLS, WI 53085-2504
Acres	40.00
School District	PLYMOUTH SCHOOL
Tech College	LTC
Special District(s)	

2025 Land Values

Land Value	\$18,000
Improved Value	\$0
Total Value	\$18,000
Fair Market Value	\$44,400

Local Zoning

Exclusive Agricultural District (A-1)

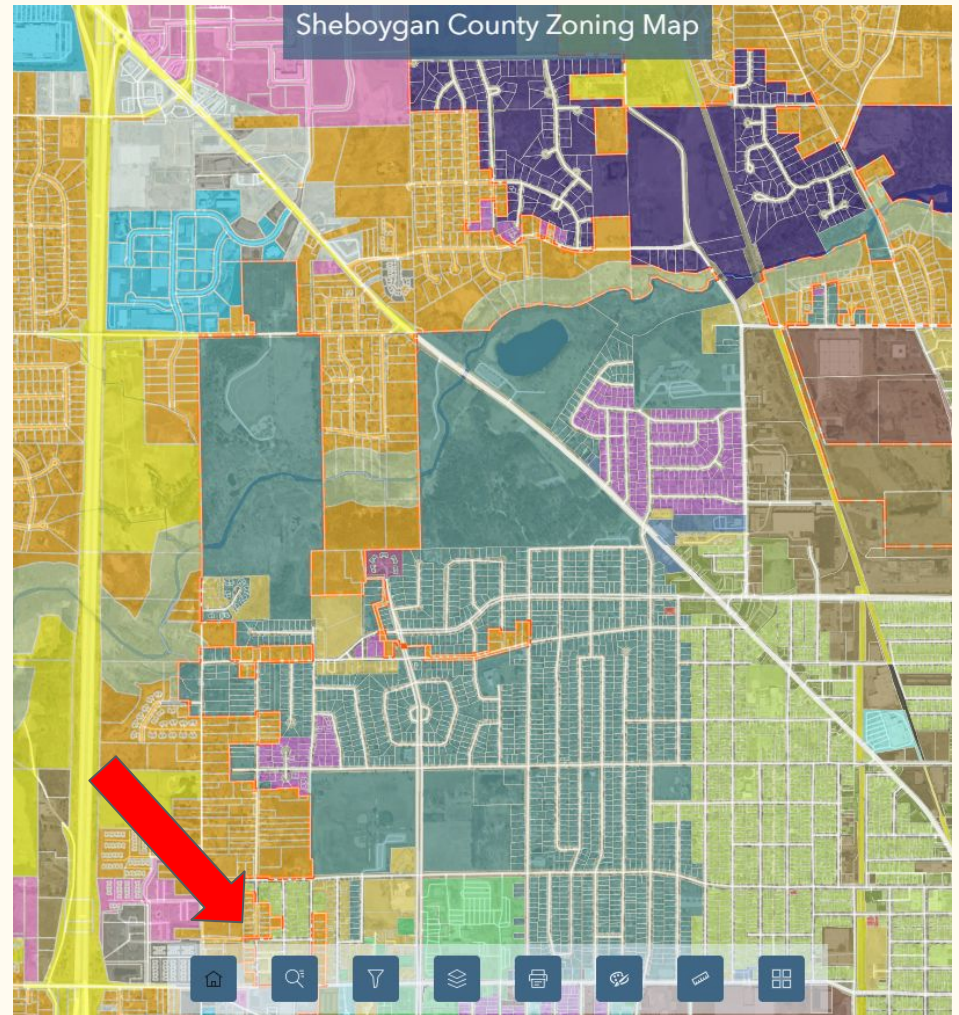
Parcel may contain multiple zoning districts. Verify using the Local Zoning Layer.

Property Description (500 char limit)
SE NE, SEC 1.

Tax Parcel Disclaimer
GIS tax parcels are a visual representation of recorded deed and/or plat descriptions. GIS tax parcels are not adjusted to surveys, may differ from survey documents, and are not to be used in the same manner as a legal survey.

Sheb. Co. GIS Demo

- County Zoning Map (under “Planning Apps”)
- Illustrated zoning map for Sheb. Co.
- Toolbar at bottom of page for measurement, basemaps, filter by municipality, map layers, etc.



Questions?

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