

Core Team PEST Analysis

POLITICAL Trends/Emerging Issues

Issue	Reference/Source	Importance	Risk	Likelihood of this issue continuing/ occurring	Ability to Control
Erosion of local control Revenue caps limit local ability to offset declining state revenue	Since 2011 state has passed 128 measures limiting the authority of local government. Examples: Act 55, Act 41, Act 167, Act 200, Act 223		High	High	Low
State revenue support to counties is declining.	Increases in levy are linked to the net new construction, which has no bearing on the potential increases for the cost of conducting business.		High	High	Low
The process to change or introduce new policy in the county is too lengthy	At present, it takes 3 committee reviews plus full board approval to make a change (new position requests outside of the budget process). County Board approval is required for creation of new positions when restructuring is desired.		Medium	High	High
Environmental protections and oversight have been reduced	Act 55 eliminated 18 scientists within DNR - State regulatory processes meant to protect our natural resources (air, water, minerals, forests) have been reduced or even removed in recent years. Example: there is now a 2-tiered system for shore land regulation.		High	High	Low
Citizen engagement in the affairs of county government is declining	Public hearings are very lightly attended so actual citizen input into budget or policy decisions is limited		High	High	Low

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ECONOMIC Trends/Emerging Issues

Issue	Reference/Source	Importance	Risk	Likelihood of this issue continuing/ occurring	Ability to Control
Consumer needs are growing and changing. Demand for quality services is growing as well.	Aging baby boomers will require more services; Savings/Social Security income are often inadequate to support living expenses. Growing need for mental health services is 1 example of changing consumer needs.		High	High	Medium
Competition for workforce talent is increasing.	Fewer workers in workforce overall, baby boomer workers are retiring; change is temporary as technology rapidly changes the job market and the jobs of the future. Need to open recruitment to varied talent that incorporates multiple levels of learning and experience		High	High	Medium
Sustain/grow the local/regional economy	County provides funding to NPO partners to develop economy: EDC, Innovation Center, Momentum West; and develop innovative programming (PACE).		Medium	High	Medium

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SOCIAL Trends/Emerging Issues

Issue	Reference/Source	Importance	Risk	Likelihood of this issue continuing/ occurring	Ability to Control
Increased treating symptoms instead of root causes	Criminal Justice Collaborating Council (CJCC) data, Comprehensive Community Services (CSS) program data indicate that the county continues to struggle with finding effective solutions to many social problem such as drug abuse, mental health		High	High	Medium
Workforce needs/priorities are changing; growing need for more flexible work schedules	1 of 3 working adults provides unpaid care to a relative or friend (AARP), WI Dept of Health Services		Medium	High	Low
County service orientation must adapt to changing demographics	Population of seniors (65+) increases every year. Their needs and wants are very different than current senior population		Medium	Medium	Medium
County Population is increasing	+2.3% increase since 2010, ranked 5 th in population growth among the 72 counties; ECC is home to a growing population with Hispanic heritage (US Census data)		High	High	Medium
Growing citizen awareness of sustainability	15% increase in the use of recycled materials in the construction process; numerous studies show millennial generation pays close attention to environmental issues		Medium	High	Medium
Recruitment & Retention of high quality, experienced staff	The average age of an ECC employee is 44.33. Shortages in a variety of fields have been noted in the Chippewa Valley (Critical Talent Committee). Talent recruitment is likely to become more competitive.				
Communications Including social media	The county currently uses a limited number of communication channels to share information: open meetings, posting to a web site, some social media. And we are not necessarily good at telling our story.				

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TECHNOLOGICAL Trends/Emerging Issues

Issue	Reference/Source	Importance	Risk	Likelihood of this issue continuing/ occurring	Ability to Control
Citizen expectations for information and services is growing	Citizens want access to information and responses to inquires instantly which can be challenging for staff. Increasingly, citizens expect government to function like an app. Interactions and access through technology are expected versus in person, or by phone interactions. Identified as strategic issue in 2014.		High	High	Med
Maintaining updated systems, accessibility and faster communication	Cost of improving/replacing technology continues to go up. For 2107, cost to maintain Information Services (IS) will increase by 100% Budget requests for technology in previous 2 budgets exceeded available resources		High	High	Med
Conversion to technical reliance creates a service gap for rural areas and some economic levels	Many low income or aging consumers and citizens in rural areas do not have internet or easy access to computers and other electronic devices		Medium	High	Med
Security of data and information	There are many inherent risks involved in containing and transferring information. Specifically, information systems can be maliciously or accidentally damaged. Safe guarding confidentiality of individual records is also a major challenge. Even 1 security breach has the potential to seriously hurt a local government.		High	High	High