

Thriving Communities Thriving State

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Indiana In Perspective



Thriving Communities, Thriving State (a Policy Choices Initiative project) continues the conversation among citizens, stakeholders, thought leaders, and elected officials about the challenges to and opportunities for creating a vibrant future for Indiana. To truly be effective, state and local policies must reflect that Indiana is not one thing. Rather, Indiana is the collection of millions of people and thousands of communities located in urban, mid-sized, and rural areas across the state.

Thinking about policy, progress, and priorities using a place-based approach allows us to gain a more nuanced perspective about our population and our economy. By identifying the trajectory of Hoosier counties, cities, and communities, decision makers can think strategically about how to help Indiana find its place in a globally networked world, while preserving those places and aspects that make us uniquely Indiana.

Change happens whether we want it to or not. Even though different communities experience these changes in different ways, our futures—the health and welfare of all Hoosiers—are inextricably linked. The task for those who wish to lead Indiana forward will be to help others understand the interconnectedness of people and place, and to support those communities that have played important roles in the history and heritage of Indiana, and can play in our future.

Understanding the forces changing the world, and Indiana's place in it, is the beginning of the process of aligning our collective aspirations. By framing reality within a place-based context, *Thriving Communities, Thriving State* will provide a clearer view forward for those citizens and leaders tasked with writing the next chapters in the story of Indiana.

Authors

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Community Designations

From sprawling metropolitan areas to one-stoplight towns, Indiana is made up of thousands of unique communities. Recognizing this diversity of place, Thriving Communities seeks to frame the policy discussion around issues that are relevant to the strengths and circumstances of each community. Although there are a number of important factors that define the nature of a community (effective leadership, history, civic engagement, shared values), population represents a convenient and objective way to organize geographic distinctions. Roughly following an urban, mid-sized, rural typology, Thriving Communities utilizes the following objective measures for organizing communities within this framework:

- **Urban:** First and second class cities that have been among the ten largest communities in the state since 1900.
- **Mid-sized:** Communities larger than 15,000 in 2010 population (or estimated to have passed that threshold since) not included in urban.
- **Small town/Rural:** Small towns are those not captured above with a population between 5,000 and 15,000 or a seat of county government smaller than 5,000. For the purposes of these designations, smaller communities and unincorporated areas are considered to be rural.

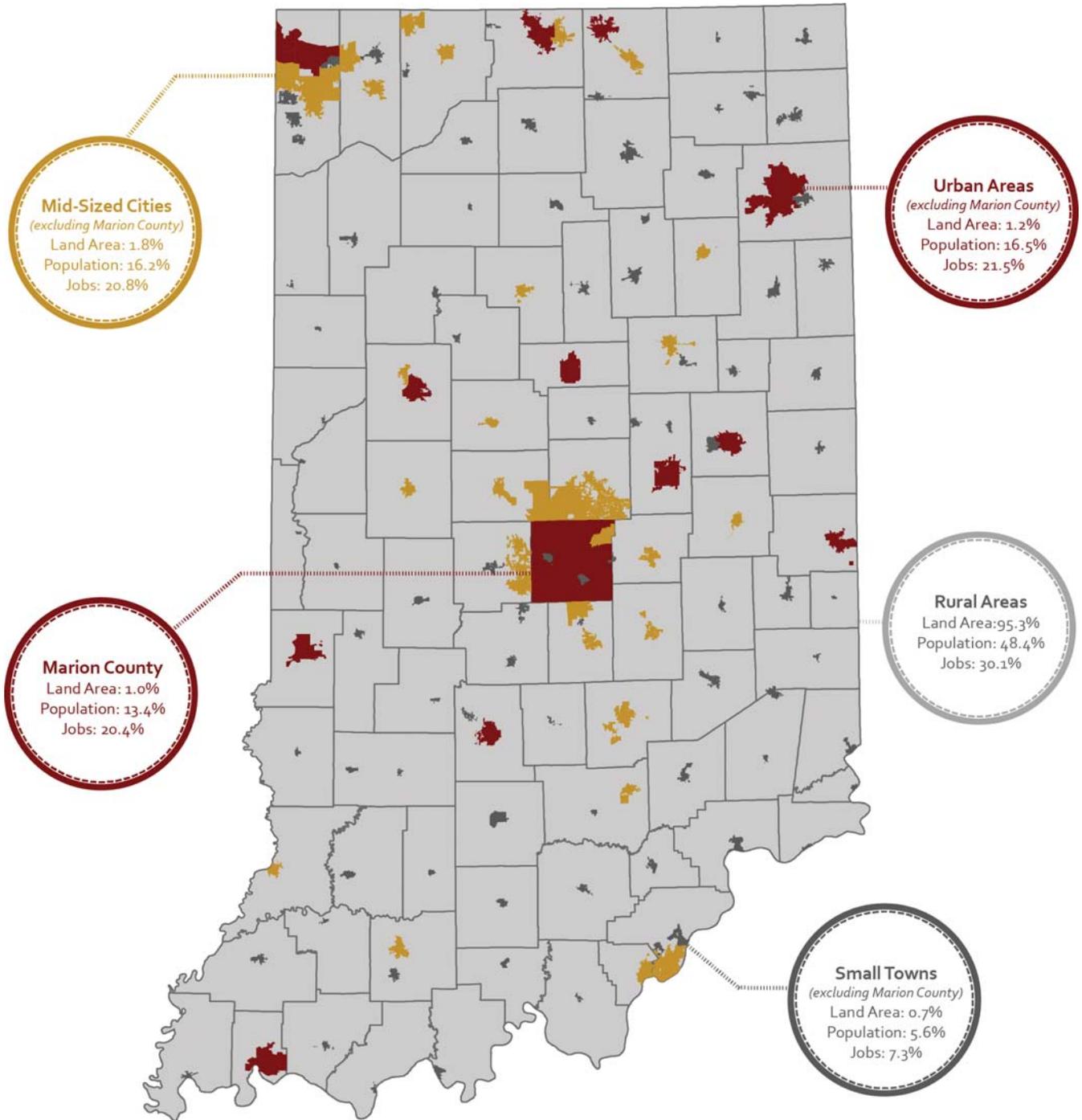
Based on this geographical framework, each of three Thriving Communities commissions populated by elected officials, representatives from the business and civic communities, and individuals engaged in efforts to move their communities forward, will convene to identify challenges, discuss opportunities, and develop strategies that work to create a prosperous future for all Hoosiers and the communities in which they reside. Working with staff from the IU Public Policy Institute, each commission will ultimately produce a policy report tailored to the needs and opportunities of the communities it represents.

Demographics may not be destiny, but they can provide important insights into the relative trajectories of our communities. By looking closely at important trends through a place-based perspective, the disparate but interdependent futures of Indiana communities becomes clearer. The goal of this report is to inform the policy discussions and underline the diversity of Indiana’s communities. Policymakers who believe that a one-size-fits-all approach will effectively meet the needs of all Hoosier communities will fail to create an environment where all of Indiana can flourish.

Looking at the map on page 3, urban areas make up only 2.2% of Indiana’s land, yet they contain nearly 30% of Indiana’s population and over 40% of all jobs. When combined with mid-sized communities, which contain over 16% of Indiana’s residents and 20% of its jobs, it becomes clear just how concentrated Indiana’s population and economy are throughout the state. However, nearly half of all Hoosiers – and 3 in 10 jobs – are located in Indiana’s rural communities. Understanding where and why Hoosiers live and work where they do gives us a peek into the future of our state and establishes an important starting point as we explore the importance of place in developing proactive policy solutions.

Urban	
Anderson	Indianapolis
Bloomington	Kokomo
East Chicago	Lafayette
Elkhart	Muncie
Evansville	Richmond
Fort Wayne	South Bend
Gary	Terre Haute
Hammond	
Mid-Sized	
Brownsburg	Lebanon
Carmel	Logansport
Clarksville	Marion
Columbus	Merrillville
Crawfordsville	Michigan City
Crown Point	Mishawaka
Dyer	Munster
Fishers	New Albany
Frankfort	New Castle
Franklin	Noblesville
Goshen	Plainfield
Greenfield	Portage
Greenwood	Schererville
Griffith	Seymour
Highland	Shelbyville
Hobart	Valparaiso
Huntington	Vincennes
Jasper	West Lafayette
Jeffersonville	Westfield
La Porte	Zionsville
Lawrence	
Small Town/Rural	
Alexandria	Madison
Angola	Martinsville
Auburn	Monticello
Avon	Mooreville
Batesville	Mount Vernon
Bedford	Nappanee
Beech Grove	New Haven
Bluffton	New Whiteland
Boonville	North Manchester
Brazil	North Vernon
Cedar Lake	Peru
Charlestown	Plymouth
Chesterton	Portland
Columbia City	Princeton
Connersville	Rushville
Danville	Salem
Decatur	Scottsburg
Ellettsville	Sellersburg
Elwood	Speedway
Garrett	St. John
Gas City	Tell City
Greencastle	Tipton
Greensburg	Wabash
Hartford City	Warsaw
Huntingburg	Washington
Kendallville	Westville
Lake Station	Yorktown
Lowell	
Rural County Seats	
Smaller than 5,000 population	
Albion	Paoli
Bloomfield	Petersburg
Brookville	Rising Sun
Corydon	Rockport
Covington	Rockville
Delphi	Shoals
English	Spencer
Fowler	Sullivan
Kentland	Vernon
Knox	Versailles
LaGrange	Vevay
Liberty	WilliamSPORT
Nashville	Winamac
New Carlisle	Winchester
Newport	

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Explanation of Community Designations

Urban: First and second class cities that have been among the ten largest communities in the state since 1900.

Mid-sized: Communities larger than 15,000 in 2010 population (or estimated to have passed that threshold since) not included within urban.

Small towns and Rural: Small towns are those not captured above with a population between 5,000 and 15,000 or a seat of county government smaller than 5,000. For the purposes of these designations, smaller communities and unincorporated areas are considered to be rural.

NOTE: While the data outlined above are reported at the community level, most data throughout this report are an aggregation of county-level data. As such, when county-level data are reported, a county is considered to be urban if it contains an urban area; mid-sized, if the county has a mid-sized community but no urban area; and small town/rural if it does not have an urban or mid-sized community within it. The migration chart on page 5 shows which counties fall into which categories when data are reported at the county level.



Demographic Shifts

In many ways, Indiana's demographic trends track with broader global, national, and regional patterns. The most significant of these are the continued trends towards urban population growth and an aging of the overall population. The transformative urbanization of the 20th century reached a milestone when the United Nations estimated in 2008 that for the first time, over half of the world's population lived in urban areas. Even conservative growth projections, indicate that urban growth will continue into the foreseeable future.

Using the urban/mid-sized/rural framework to look at population growth among Indiana counties tells a similar story. At the turn of the 20th century, 46% of Hoosiers lived in rural counties (counties without an urban or mid-sized community), while nearly one-third (32%) lived in counties with an urban area. By 1960, urban growth and migration had flipped the demographic profile—56% of Hoosiers lived in urban counties and one-quarter in rural counties. Although social and technological developments spurred suburban expansion and curbed urban growth over the past 40 years, the overall trend towards urban population centers and out of rural communities and small towns is clear. Nearly all of Indiana's projected population growth over the next 25 years will occur in urban and mid-sized counties.

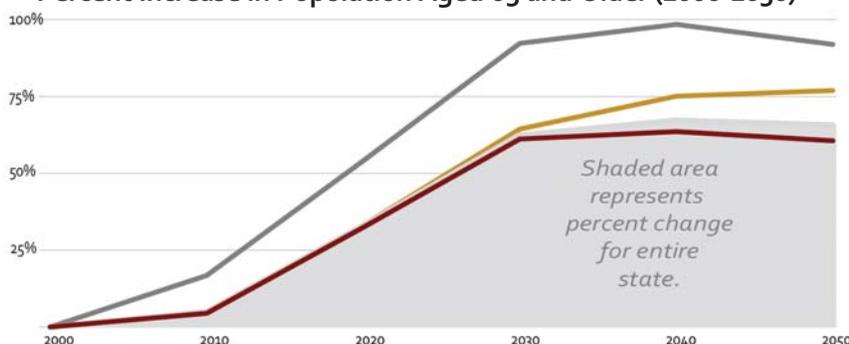
From 2000 to 2010, Indiana's population grew by 6.2% adding over 400,000 residents (For comparison, the U.S. population grew by 9.7% over the same period). However this growth was not evenly spread within Indiana's borders. In fact, 29 counties lost population during this time. Of those with declining population, 69% are rural counties. On the other hand, 13 counties accounted for nearly

90% of Indiana's population growth, all of them mid-sized or urban counties. Even further demonstrating the concentration of Indiana's population growth, just 3 counties (Hamilton, Marion, and Hendricks), part of the Indianapolis metropolitan area, accounted for 44% of Indiana's total population growth over this period.

Geographically uneven future population growth will be compounded by an overall aging of Indiana's population. While the proportion of Indiana's population that is older than 65 is slightly lower than the national average (13.9% compared to 14.1%), and second lowest to only Illinois (13.5%) among its Midwest peers, Indiana will see its senior population steadily increase over the next 15 years, estimated to exceed 20% of Indiana's population by 2030. Of concern, 23 counties, all of them rural, are projected to have 65+ populations that exceed 25% of all county residents. Only 2 rural counties are among the 14 counties projected to maintain populations of residents 65+ below 20%. This demographic transformation, in which large metro areas capture the majority of population growth and many rural counties experience population declines compounded by an aging population, will have significant impacts on Indiana's labor force and healthcare delivery systems.

Understanding the forces driving shifts in where people live and work will be critical to the ability of Indiana's leaders to meet the challenges and opportunities that result from changes in the age structure and geographic distribution of Indiana's nearly 7 million residents. Ultimately the true measure of success for Indiana, and the policies that govern the interactions within it, depends on how well our communities are able to promote the welfare of the Hoosiers that call them home.

Percent Increase in Population Aged 65 and Older (2000-2050)



Data Sources

Opposite, Left (top and bottom); STATS Indiana (2014). *Indiana Population Projections.* http://www.stats.indiana.edu/pop_proj/

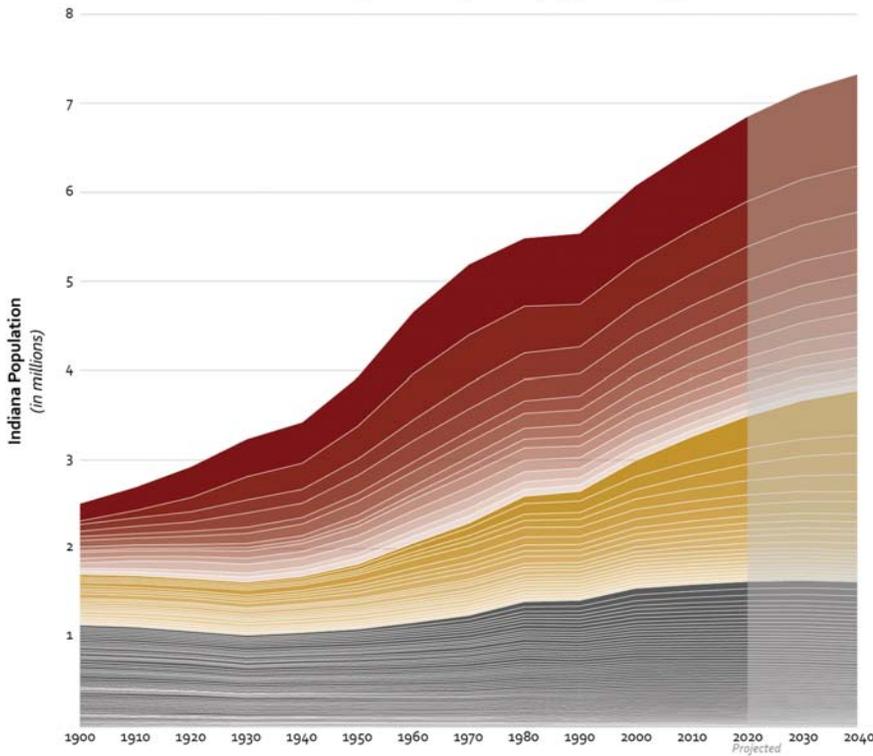
Opposite, Right: Internal Revenue Service (2014). *SOI Tax Stats - Migration Data - Indiana.* <http://www.irs.gov/uac/SOI-Tax-Stats-Migration-Data-Indiana>

Left: STATS Indiana (2014). *Indiana County-Level Census Counts, 1900 to 2050.* http://www.stats.indiana.edu/population/PopTotals/historic_counts_counties.asp.
 STATS Indiana (2014). *Indiana Population Projections.* http://www.stats.indiana.edu/pop_proj/

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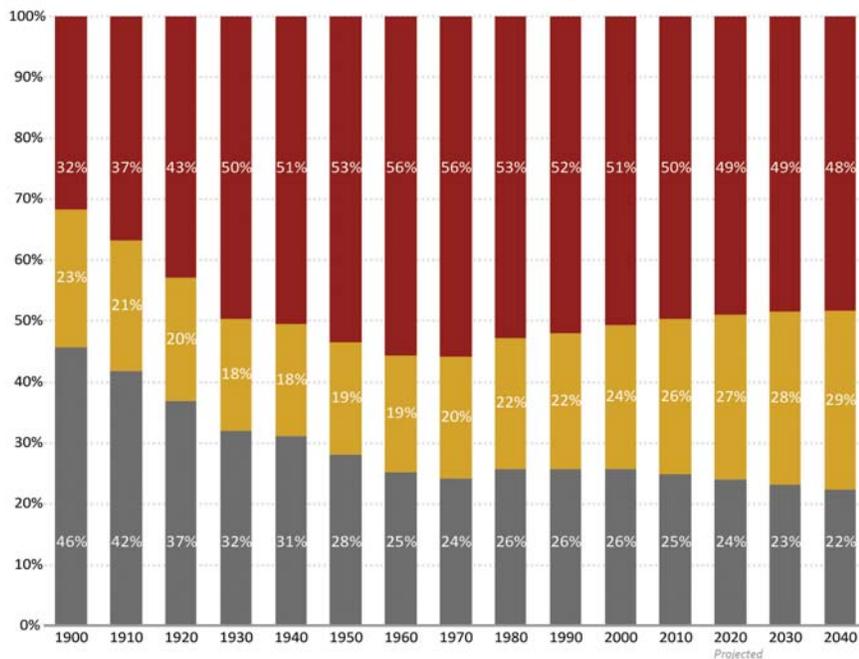
Indiana Population by County (1900 - 2040)



Net Migration By County (2010 - 2011)



Indiana Population by Designation (1900 - 2040)



Counties with an urban area

Counties with a mid-sized community but no urban area

Counties without a mid-sized community or urban area



Health and Well-being

Ultimately the goal of public policy, at every level, is to promote the well-being of those it serves. **Many measures of health and well-being are strongly correlated with education and income, but economic growth alone does not address behavioral and environmental factors that impact the ability of Hoosier to live quality lives.** A baby born in Indiana in 2010 has a life expectancy of 77.6 years, compared with the 2010 U.S. life expectancy of 78.9. Indiana's life expectancy ranks 38th in the nation and only ahead of Kentucky among its Midwestern peers.

Looking at differences at the county level, the top ten Indiana counties based on the Health Outcomes produced by the University of Wisconsin and the Robert Wood Johnson Foundation, are a mix of urban (2), mid-sized (4), and rural (4) counties. However, nine of the bottom ten counties by Health Outcome are rural. Overall, mid-sized communities ranked highest among the classifications on this measure, followed by rural and then urban counties. Looking instead at the Health Factors, which include 29 factors that affect overall health, the ten best performing counties consists of 6 mid-sized, 3 rural, and 1 urban county. Of the ten lowest ranking counties, 8 are rural and 2 are urban counties, with no mid-sized counties ranking in the bottom ten.

While no single factor can accurately communicate the health and well-being of a population, looking at differences across selected factors can offer some insights into what obstacles to good health are most prevalent for types of communities. There are both individual and environmental components to the health profile of a community, and the eight Health Factors highlighted in the table on page 7 show that there are some important differences between communities of different sizes.

Selected measures of individual health include Reporting Fair or Poor Health, Adult Obesity, Days of Poor Mental Health per Month, and Premature Death. Across all four measures, 2 mid-sized counties, Hamilton and Boone, were among the best performing counties in three of the measures, with Hamilton County among the best performing counties in all four measures and ranked first on three measures. Of the top five counties across the four measures of individual health, 9 are mid-sized counties, 8 are rural, and 3

are urban. The two urban counties that ranked in the top five counties for lowest rate of adult obesity were Monroe and Tippecanoe counties, which are the locations of the two largest universities in Indiana. Among the lowest five performing counties across all four measures, 17 are rural, 2 are urban, and 1 is a mid-sized county. Of note, the five rural counties that scored lowest overall in Reporting Fair or Poor Health had a percentage of adults who reported poor health in excess of 26%.

There are also environmental factors that contribute to the health and well-being of communities. The four selected measures, Percent of Children in Poverty, Percent with Access to Exercise Opportunities, Food Environment Index (access to healthy food and food insecurity), and Percent with Severe Housing Problems, demonstrate significant differences across communities of different sizes. Among the best performing counties across all four measures, 11 are mid-sized, 6 are rural, and 3 are urban counties. On the other hand, among the worst performing counties on all four measures, 10 are urban, 10 are rural, and none are mid-sized.

There are clear differences in how counties of different sizes performed across the four measures. All five of the counties with the lowest percentage of children living in poverty were mid-sized, three of the five counties with the highest percentage of individuals with access to exercise opportunities are urban, and four of counties with the lowest percentage of individuals facing severe housing problems are rural. Among the urban and rural counties performing worst across the selected measures, we see that while child poverty is a concern for both rural and urban communities, they diverge on the other measures. Urban counties are more likely to be confronted with significant numbers of individuals facing severe housing problems and food insecurity with four of the five worst performing counties in each measure being urban, while all five of the counties with lowest percentage of individuals with access to exercise opportunities are rural.

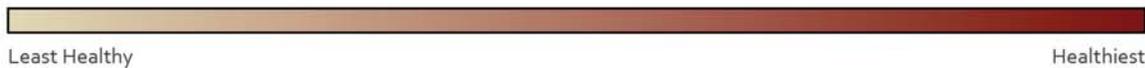
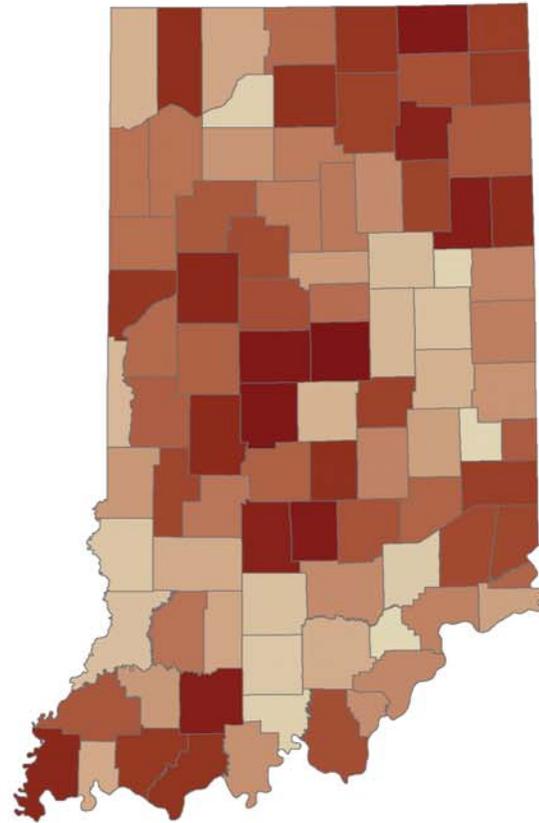
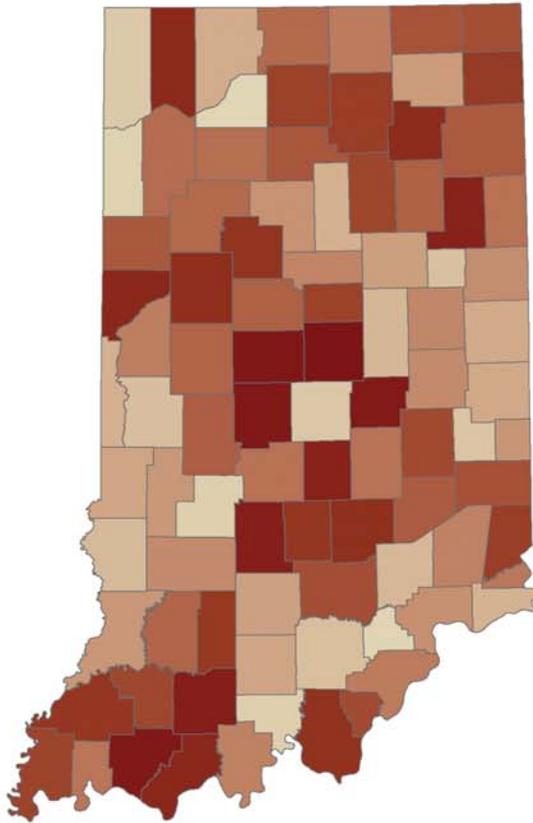
While there are clear differences in the health outcomes and health challenges of communities of different sizes, communities should consider how public policy supports an environment in which the quality and extent of life in Indiana is not dictated by geography.

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Health Factors

Health Outcomes



Health Factors represent measures that influence future health in the county. These rankings include factors focusing on behavior, clinical care, social and economic conditions, and the physical environment.

Health Outcomes represent the current health of counties. These rankings are based on how long people live and how healthy people feel while they are alive.

Data from Robert Wood Johnson Foundation's County Health Rankings and Roadmaps (2014).

Reporting Fair or Poor Health	Adult Obesity	Days of Poor Mental Health per Month	Premature Death	Percent of Children in Poverty	Percent with Access to Exercise Opportunities	Food Environment Index	Percent with Severe Housing Problems
Indiana: 16.1% 1. Hamilton (7.2) 2. Brown (8.8) 3. Dearborn (10.9) 4. Boone (11.0) 5. Marshall (11.2) 88. Blackford (26.0) 89. Pulaski (26.1) 90. Scott (26.3) 91. Fayette (26.9) 92. Orange (28.1)	Indiana: 31.4% 1. Hamilton (22.0) 2. Monroe (25.3) 3. Tippecanoe (27.1) 4. Boone (27.8) 5. Switzerland (27.9) 88. Wabash (36.8) 89. Madison (37.3) 90. Clay (37.8) 91. Howard (37.8) 92. Crawford (38.4)	Indiana: 3.7 days 1. Dubois (1.8) 2. Whitley (2.0) 3. Clay (2.3) 4. Posey (2.3) 5. Hamilton (2.4) 85. Newton (5.0) 86. Jennings (5.1) 87. Knox (5.3) 88. Orange (6.2) 89. Fayette (6.7)* * No data for Martin, Ohio, or Pike counties	Indiana: 7,520* 1. Hamilton (4,047) 2. Wells (5,041) 3. Hendricks (5,072) 4. Monroe (5,586) 5. Boone (5,695) 88. Jennings (10,175) 89. Crawford (10,583) 90. Fayette (10,848) 91. Starke (11,001) 92. Scott (11,137) * Measure of Years of Potential Life Lost normalized by population	Indiana: 22.1% 1. Hamilton (5.6) 2. Hendricks (7.2) 3. Boone (8.3) 4. Hancock (9.7) 5. Dubois (10.5) 88. Crawford (31.9) 89. Marion (32.3) 90. Wayne (33.0) 91. Adams (33.2) 92. Switzerland (33.4)	Indiana: 63.9% 1. Lake (90.0) 2. Floyd (81.5) 3. Clark (79.8) 4. Monroe (79.2) 5. Marion (78.5) 88. Spencer (26.6) 89. Switzerland (25.9) 90. Warren (15.6) 91. Jay (14.9) 92. LaGrange (9.4)	Indiana: 7.52 1. Dubois (8.96) 2. Boone (8.85) 3. Hamilton (8.82) 4. Warren (8.82) 5. Daviess (8.82) 88. Lake (6.82) 89. Vigo (6.79) 90. Tippecanoe (6.78) 91. Fayette (6.60) 92. Marion (6.45) Index from 0 to 10 equally weighting access to healthy food and food insecurity	Indiana: 13.6% 1. Dubois (7.0) 2. Perry (7.6) 3. Whitley (7.7) 4. Clay (8.0) 5. Wells (8.4) 88. Adams (17.1) 89. Lake (17.3) 90. Delaware (17.6) 91. Tippecanoe (19.6) 92. Monroe (22.9)

Measures of Individual Health

Environmental Impacts on Health



Economy

Like much of the country, Indiana continues to recover from the economic shocks that began in 2009. From a peak of 10.8% in June of 2009, Indiana’s unemployment rate has been nearly cut in half over the past five years to 5.7%, or slightly below the national average. As the economic damage from the recession is repaired, a clearer picture of Indiana’s economic profile, and its economic future, emerges.

In 2012, there were nearly 59,000 farms in Indiana, accounting for over 64% of Indiana’s land area. However, while agriculture is an important part of Indiana’s heritage, and will remain an important contributor to Indiana’s economy, it is unlikely to be an engine for job growth in the future. Currently employing only 2% of Indiana’s workforce, farming will not be a significant source of future employment for Indiana’s expanding labor force.

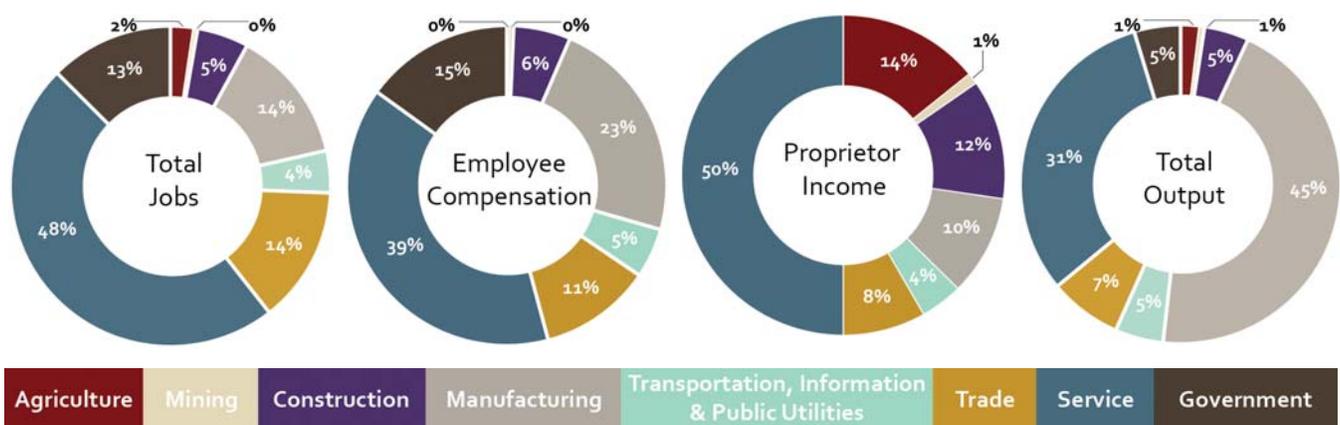
It is a safe bet that an educated, highly skilled workforce will be critical to the health of the future economy. Some estimates project that by 2018, 55% of jobs in Indiana will require some postsecondary education. A look at Indiana’s educational attainment rate reveals that many of Indiana’s communities are woefully unprepared to meet the demands of a 21st century workforce. Currently, only 5 Indiana counties have greater than 40% of population 25 and older with an Associate’s degree or higher, all are designated as urban or mid-sized (Hamilton – 62%; Monroe – 50%; Boone – 47%; Tippecanoe – 43%; Hendricks – 41%). Of the top 20 counties by this measure, only 2 are

classified as rural counties. At the other end of the educational attainment spectrum, of the 59 counties with postsecondary attainment rates below 25%, 49 are rural counties, 8 are mid-sized, and 2 are designated as urban.

Even traditional industries, like manufacturing – which accounts for 13.5% of total jobs but 23% of total employee compensation and nearly 45% of Indiana’s total economic output – are increasingly relying on a high-skilled workforce with postsecondary degrees and credentials. As the map demonstrates, education, employment, and income are often closely correlated, and many of Indiana’s rural counties are lagging behind their mid-sized and urban peers in several key economic indicators. Of the 14 counties that on average are doing better than the state in four important measures of economic strength, 6 are urban, 5 suburban, and 3 rural. While the data make it clear that many rural communities face challenges charting a path to prosperity amidst a changing economic landscape, Posey County, a rural county in the southernmost corner of the state, scored second highest among Indiana counties on the combined indexed measures.

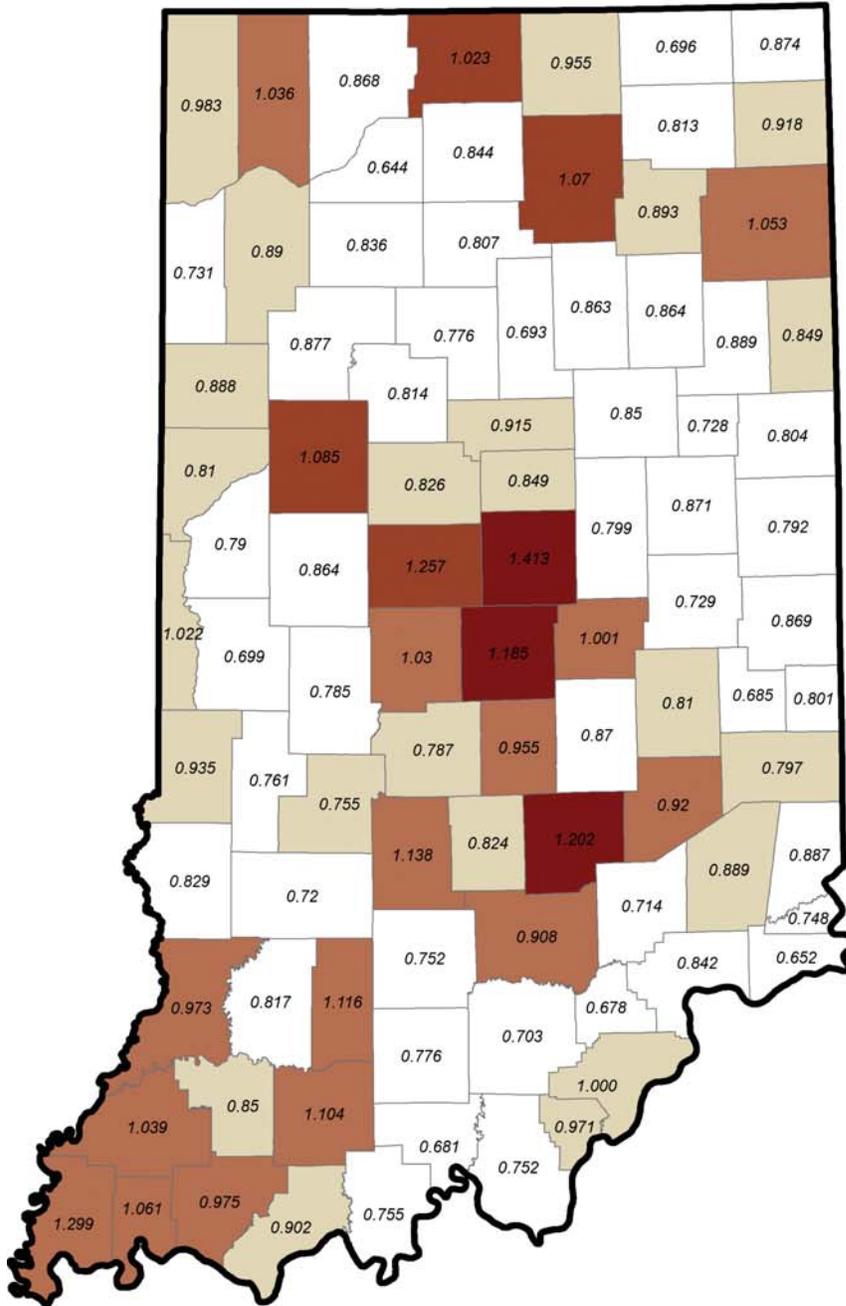
The future economic success of communities will depend on their ability to attract both employers and skilled workers, and on how well their local economy is integrated into a larger regional, statewide, and global economy. This interdependence of Hoosier communities as political and economic ecosystems makes a place-based approach to policy both valuable and necessary.

Industry Mix





Composite Map of Economic Indicators



- County is higher than state on all four measures outlined to the right
- County is higher than state on two of the four measures outlined to the right
- County is higher than state on one of the four measures outlined to the right
- County is lower than state on all four measures outlined to the right
- County is higher than state on three of the four measures outlined to the right
- County is higher than state on one of the four measures outlined to the right

Numeric figures on the composite map are the average of the location quotient of each county on the measures mapped to the right. A measure of more than 1.00 is an area on average better than the state across the four indicators; a measure of less than 1.00 is worse.

Per Capita Income



Indiana: \$38,111

At least an Associate's Degrees
(% of Population 25 and older)



Indiana: 30.7 percent

Gross Regional Product
Per Employee



Indiana: \$85,068

Jobs Per 1,000 Residents



Indiana: 553.3

Counties higher than state
Counties lower than the state



Communities Connected

Clearly place matters. Policies that fail to account for the importance of place are likely to fail to achieve their objectives as they leave the desks of policymakers and make their way into our communities, and our lives. Part of what makes place so important is its relation to other places. Where Hoosiers live, work, shop, play, consume, and invest are not limited by political borders that were created at a time when life was lived closer to home.

Every day across Indiana, nearly 800,000 workers, or roughly a quarter of Indiana's labor force, travel to a county different than the one in which they live. As the map shows, people and populations are not static forces but dynamic agents operating in multiple economies of place simultaneously. Looking at the top ten destination counties for Hoosier commuters, several interesting phenomena emerge. First, the magnitude and reach of Marion County/Indianapolis as a commuter destination stands out among all other destination counties. Each day, nearly 198,000 additional workers from outside its borders commute to jobs located within Marion County. Of these, nearly 63% come from Hancock, Hendricks, and Johnson counties. Of course, not all roads lead to Indy; Marion County also sees nearly 64,000 residents leave each day for jobs throughout central Indiana. Second, two other strong destination counties (with 55,748 and 38,787 daily commuters, respectively) are located outside of Indiana: Cook County, Illinois (Chicago) and Jefferson County, Kentucky (Louisville).

Place is an important unit of analysis in the competition for attracting business and residents. Ultimately, however, the futures of many Hoosier communities are inextricably linked to the successes of surrounding communities. While every place has its own unique set of needs and successes, leaders must think hard about

how those things that create identity for their community can continue to add community value as part of a network of places.

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Property tax caps and declining gasoline tax revenue have placed significant constraints on the ability of state and local governments to finance important infrastructure and economic development projects. Those places that think creatively and collaboratively about how to invest in their communities as part of a regional strategy for success are far more likely to carve a place for themselves in Indiana's economic future. Taking note of economic and demographic trends in where Hoosiers live and work, many rural counties must create clear strategies for how to differentiate themselves and demonstrate their unique value to individuals and businesses that are increasingly attracted to the scale of urban and mid-sized communities. Drifting into an unknown future is not an acceptable strategy for communities that have been important to Indiana's past, and can be an important part of our state's future.

It is those engaged in the daily effort of building thriving communities that are best positioned to identify the needs, challenges, and opportunities facing Indiana's urban, mid-sized, and rural communities. Leaders from communities of all sizes throughout Indiana should look to the statehouse for the policy tools to build on the successes already underway and to eliminate the barriers to further progress. By bringing together the many people working to move their communities forward, *Thriving Communities, Thriving State* will encourage the development of state policies designed to serve local efforts, provide tools for success, and allow Hoosier communities to plan their own futures.

What businesses consider when choosing where to locate:

- 1) Availability of skilled labor
- 2) Highway accessibility
- 3) Labor costs

Source: 28th Annual Corporate Survey. (2014, Q1).
Area Development

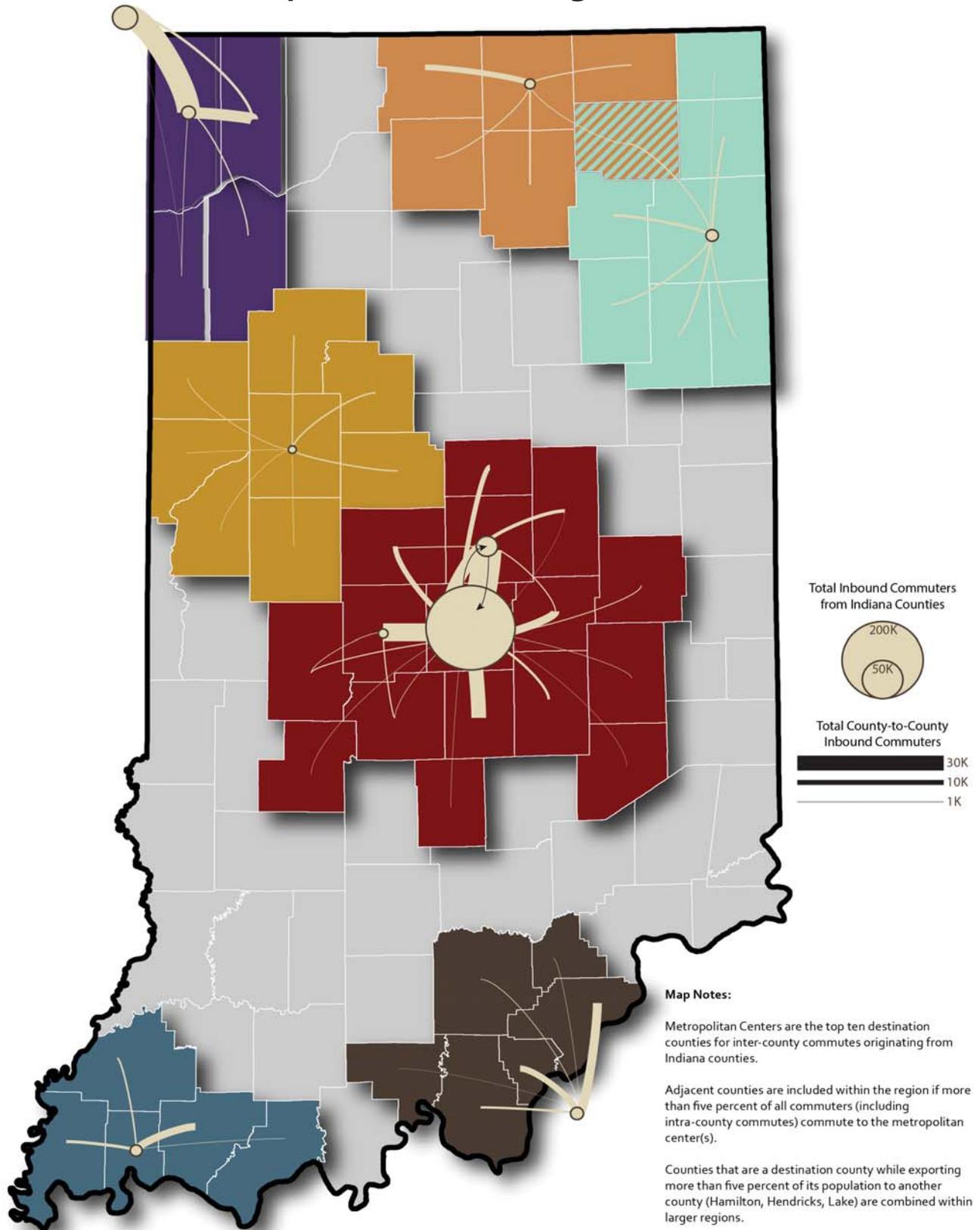
What individuals value when choosing where to live:

- 1) Cost of living
- 2) Economy and jobs
- 3) Quality of life measures

Adapted from: American Planning Association. (2014).
Investing in Place



Metropolitan Commuting Patterns



Source: American Community Survey, 5-year estimates (2006-2010)

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Thriving Communities, Thriving State (policyinstitute.iu.edu/thriving) is a project of the Policy Choices Initiative. The goal of the Policy Choices Initiative is to encourage discussions among government, nonprofit, and private sector leaders about issues that are or will be critical to Indiana's future—to provide policy options for action.



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