

CHAPTER 1: ISSUES AND OPPORTUNITIES

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CHAPTER 1: ISSUES AND OPPORTUNITIES

INTRODUCTION

Socioeconomic conditions and growth patterns have implications for the future health and vitality of communities and Waushara County as a whole. Future socioeconomic conditions help define existing problems and identify available socioeconomic resources to address future challenges. They also represent the current and future demands for services and resources that are within, or provided by Waushara County. Changes in population and households combined with existing development patterns and policy choices will determine how well the County will be able to meet the future needs of its residents.

INVENTORY AND ANALYSIS

This section of the chapter provides a brief summary of historic population growth, followed by more detailed information regarding current population and household characteristics. Population and socioeconomic trends are identified and potential future growth and development patterns are discussed. Characteristics examined include age, race, income and household types. Current and potential population and socioeconomic issues are noted. Their potential impacts and policy implications will be discussed in the remaining comprehensive plan element chapters. The remainder of this chapter will briefly describe the policy context, discuss the need for intergovernmental cooperation, assess current and future trends and identify issues that need to be addressed.

Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates, some areas and subjects must be compared with caution or not compared at all.

Demographic Trends

Historic Population¹

Over the past sixty years, the overall population within Waushara County has seen a substantial increase. The population decreased from 1950 (13,920) to 1960

¹ U.S. Census: 1950, 1960, 1970, 1980, 1990, 2000, 2010; WI DOA 2011-2014.

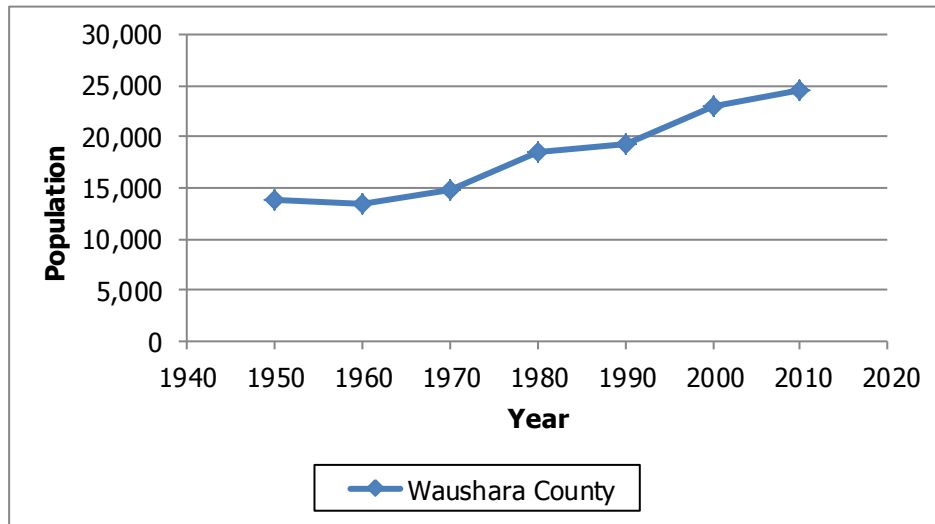
(13,497) before starting a steady increase to a year 2010 population of 24,496 (Figure 1-1; Appendix A, Table A-1).

Between 1950 and 2010, population growth in Waushara County mirrored the East Central Region², and outpaced Wisconsin. Waushara County's population increased by 76.0 percent during this time period compared to 77.7 percent in the region and 65.6 percent in the state. A number of communities within Waushara County experienced an increase in population of in excess of 100 percent. The largest increases were experienced by the Village of Redgranite (232%)³, Town of Springwater (228%) and the Town of Dakota (207%). Other municipalities that saw their populations increase by over 100 percent included the Waushara portion of the City of Berlin (170%), and the towns of Coloma (122%), Leon (164%), Marion (173%), Mount Morris (143%) and Wautoma (101%). Only one community in Waushara County experienced an overall negative population growth between 1950 and 2010; Village of Hancock (-7%). Modest gains of less than 10 percent were experienced in the Town of Oasis (0%) and the Town of Warren (5.0%).

2014 population estimates from the Wisconsin DOA indicate that recent Waushara County growth trends between 2010 and 2014 have slowed and lag behind the East Central Region and Wisconsin. Since 2010, it is estimated that Waushara County's population has increased by 0.1 percent from 24,496 to 24,511. In comparison, it is estimated that the population has grown by 0.9 percent at the regional level and 0.8 percent at the state level. Population gains within the various communities in Waushara County are also estimated to have slowed. The largest increase was experienced by the Town of Richford. Between 2010 and 2014, the Town of Richford saw a population increase of 3.3 percent. **While Waushara County has experienced an overall increase in population, some communities (within the county) are experiencing population losses, as the population is aging and younger people are going elsewhere for jobs.** Population losses were experienced in the City of Wautoma (-2.1%), villages of Hancock (-1.4%), Lohrville (-0.7%), Plainfield (-0.6%), Redgranite (-0.6%) and Wild Rose (-1.8%) and the towns of Coloma (-0.1%), Leon (-0.3%), Plainfield (-0.5%), Poy Sippi (-0.9%), Warren (-0.1%) and Wautoma (-0/3%).

² East Central Region made up of the counties of Waushara, Calumet, Fond du Lac, Green Lake, Marquette, Menominee, Outagamie, Shawano, Waupaca and Winnebago.

³ Increase a result of the Redgranite Correctional Institution.

Figure 1-1. Historic Population Change, 1950 to 2010

Source: U.S. Census: 1950, 1960, 1970, 1980, 1990, 2000 and 2010

Components of Population Change

The two components of population change are natural increase and net migration. Natural increase is calculated by subtracting deaths from births during a specific time period. Net migration is, in theory, the number of people leaving an area (out-migrants) subtracted from the number of people coming into an area (in-migrants). However, since no convenient way of determining the movement of people on a regular basis exists, net migration must be estimated. Net migration can be estimated based on survey data, information from census questions, IRS data or calculated by subtracting natural increase from total population change. Net migration estimates may vary depending on which methodology is used. Data from the University of Wisconsin-Extension Applied Population Laboratory (APL) and the Wisconsin DOA, for example, show similar trends, but their net migration estimates vary.

An examination of the data provided by the University of Wisconsin-Extension APL and the Wisconsin DOA indicate that since 1950, migration has played a greater role in population change in Waushara County than natural increase. With the exception of the 1950s, Waushara County has experienced a positive net migration rate (Tables 1-1 and 1-2). ***Furthermore, the rate of net migration in Waushara County has exceeded the overall Wisconsin net migration rates each decade since 1980, which indicates that Waushara County is attracting residents from other parts of Wisconsin.***

Table 1-1. Net Migration Estimates, 1950 to 1990

	Waushara County		Wisconsin	
	Net Migration	Total Change	Net Migration	Total Change
1950 to 1960	-8.6%	-3.0%	-1.4%	15.1%
1960 to 1970	6.4%	9.6%	0.2%	11.8%
1970 to 1980	17.7%	25.2%	0.2%	6.5%
1980 to 1990	7.3%	4.6%	2.7%	4.0%

Source: UWEX Applied Population Laboratory, "Net Migration by Age for Wisconsin Counties, 1950-1990"

The role of migration in the county's population growth became more important in the 1990s and early 2000s, when the rate of natural increase fell below zero. **Since natural increase rates were negative, the entire increase in population in Waushara County since 1990 can be attributed to in-migration** (Table 1-2).

Table 1-2. Components of Population Change, Waushara County

	Numeric Change			Percent Change		
	Natural Increase	Net Migration	Total Change	Natural Increase	Net Migration	Total Change
1970-1980	215	3,516	3,731	1.5%	23.8%	25.2%
1980-1990	448	411	859	2.4%	2.2%	4.6%
1990-2000	-23	3,792	3,769	-0.1%	19.6%	19.4%
2000-2010	-193	1,623	1,430	-0.8%	7.0%	6.2%

Source: Population Trends in Wisconsin: 1970-2000, 2001; WDOA, 2005 WDOA, Components of Population Change for Wisconsin Counties, April 2000 - April 2010, Vintage 2013

Waushara County migration patterns also varied by age⁴ (Appendix A, Table A-2)⁵. Between 1990 and 2000, young families (age 30 to 44 yrs) and baby boomers (age 45 to 64) moved to Waushara County. During this time period, Waushara County lost population in two other age groups, as many individuals ages 20 to 29 and individuals age 75 and older migrated out of the county. The net loss of young adults is likely attributable to two factors. First, many students leave the county to attend college. Others may have relocated in search of affordable housing and better employment opportunities. The out-migration of elderly individuals likely resulted from a need or desire for additional services. **As the County's population ages, an increase in demands or desires may exist for a wider variety of housing, healthcare, support services and transportation options than are typically available in rural communities.**

⁴ WI DOA, 2005.

⁵ This information was not updated for 2010.

Population Density⁶

Population density reflects the degree of urbanization and impacts the demand and cost effectiveness of urban service provision. Over time, urban growth and suburbanization within Waushara County has expanded, and settlement patterns have increased in density. In 2000, population densities for villages within Waushara County ranged from a low of 334 persons per square mile (Village of Lohrville) to a high of 692 persons per square mile (Village of Plainfield). Towns, having a lower population density than villages, ranged from a low of 12 persons per square mile (Town of Oasis) to high of 62 persons per square mile (Town of Marion). (Appendix A, Table A-3).

Between 2000 and 2010, the average population density increased in Waushara County. ***In 2010, the average population density in Waushara County was 39 persons per square mile, compared to 37 persons per square mile in 2000.*** With the exception of the Village of Redgranite, villages in Waushara County experienced reductions in population density due to population losses. The average population density for the Village of Redgranite doubled during this decade from 468 persons per square mile in 2000 to 944 persons per square mile in 2010, as a result of the opening of the correctional institution. In 2010, the average population density in towns within Waushara County ranged from a 61 persons per square mile in the Town of Marion to a low of 11 persons per square mile in the Town of Oasis.

Age Distribution

The age structure of a population impacts the service, housing and transportation needs of a community. Communities with growing school age populations may need to expand school facilities. Communities with growing elderly populations may need to expand healthcare, housing options and transportation services. Currently, the largest age cohort within the east central region and the state is the “baby-boom” generation, which includes those individuals born between 1945 and 1965. These individuals have had, and will continue to have, a significant impact on service and infrastructure needs within communities and the county.

The change in population by age cohort between 1990 and 2000 indicates that the County’s population is aging⁷ (Appendix A, Tables A-4 and A-5). Waushara County experienced a slight increase in the share of persons in the 5 to 19 and 45 to 64 age cohorts and a slight decline in the 20 to 24 and 25 to 44 year age cohort. The county also lost population in the preschool (age 0 to 5 yrs.) and the elderly (age 65 and older) age cohort. The largest increase for Waushara County occurred in the 45 to 64 year old age cohort. Between 1990 and 2000, the share of population in the age 45 to 64 age cohort increased by 4.2 percent in the county.

The relative decline in population under age 5 can be attributed to the out migration of individuals age 20 to 29 and the high proportion of residents age 45 to 64, as most individuals age 45 and older have moved beyond child bearing. The increase in the number of working age individuals can be attributed to in-migration of individuals age 30 and older and the aging of the baby-boomers.

⁶ U.S. Census, 2000 and 2010.

⁷ U.S. Census; 1990 and 2000.

Between 2000 and 2010, the change in population by age cohort continued to indicate that the County's population is aging⁸ (Appendix A, Tables A-5 and A-6). Waushara County experienced the largest increase in the share of persons 45 to 64 age cohort (5.7 percent), and a slight increase in the elderly (age 65 and older) age cohort and 20 to 24 age cohort. At the same time the county lost population in the preschool (age 0 to 5 years), school age (5 to 19 years) and child bearing (25 to 44 years) age cohorts.

Median age divides the age distribution of the population in half. One half of the population is younger than the median age, while the other half of the population is older than the median age. As a result, the median age of the population provides some insight into the overall population structure within a community. Median age can and does vary over space and time. Changes in population compositions resulted in most Waushara County communities experiencing an increase in median age between 1990 and 2000⁹ and between 2000¹⁰ and 2010 (Appendix A, Tables A-4, A-5 and A-6).

In 1990, the median age of the population was older in Waushara County than Wisconsin. The median age within Waushara County in 1990 was 38.6 years, compared to a state average of 32.9. The youngest communities within the county were the Waushara County portion of the City of Berlin (30.3) and the Village of Plainfield (31.1). While the oldest community within Waushara County, by far was the Town of Springwater (50.6). Between 1990 and 2000, the median age increased by 3.5 years in Waushara County; as a result the county (42.1) continued to have a higher median age than the state (36.0). Within the county, the two youngest communities continued to be the Waushara County portion of the City of Berlin (35.5) and the Village of Plainfield (34.5). Although the Town of Springwater continued to have the oldest median age in the county, the median age decreased from 50.6 in 1990 to 48.7 in 2000. The Town of Marion was the second oldest community in the county in 2000 with a median age of 48.4. Per the 1990 and 2000 Census, the communities with the oldest median age appear to be communities with lake and other recreational resources.

Waushara County continued to age faster than the state. Between 2000 and 2010, the median age increased by 4.1 years in Waushara County and 2.5 years in the state; as a result the county (46.2) continued to have a higher median age than the state (38.5). Similar to 1990 and 2000, the Village of Plainfield continued to have one of the youngest populations in the county in 2010 (34.4). The second youngest community in 2010 was the City of Wautoma, whose median age fell during each decade between 1990 and 2010; from 40 in 1990, to 38.8 in 2000 to 35.4 in 2010. The Town of Springwater continued to have the oldest median age in the county at 54.6 years.

Household Structure

Household Size

Household size and changes in household structure help define the demand for different types and sizes of housing units. The composition of a household coupled with the level of education, training, and age also impact the income potential for that household. It also helps define the

⁸ U.S. Census; 2000 and 2010.

⁹ U.S. Census; 1990 and 2000.

¹⁰ U.S. Census, 2000 and 2010.

need for services such as childcare, transportation, and other personal services. Decreases in household size create a need for additional housing units and accompanying infrastructure, even if no increase in population occurs.

Household size for Waushara County has been decreasing since 1970¹¹ (Appendix A, Table A-31). ***Waushara County had an average household size of 2.5 in 1990 and 2.4 in 2000.*** This decline is from a decrease of three, four, and five person households, and an increase in one and two person households. In 2000, about two-thirds of all households within Waushara County were one (24.9%) or two (41.9%) person households. The majority of the remaining households were comprised of three (13.3%), four (11.3%) and five (5.4%) persons. It is interesting to note, however, that in this same period six person households increased from 241 to 312 households (Figure 1-2 and Appendix A, Table A-7 and A-8).

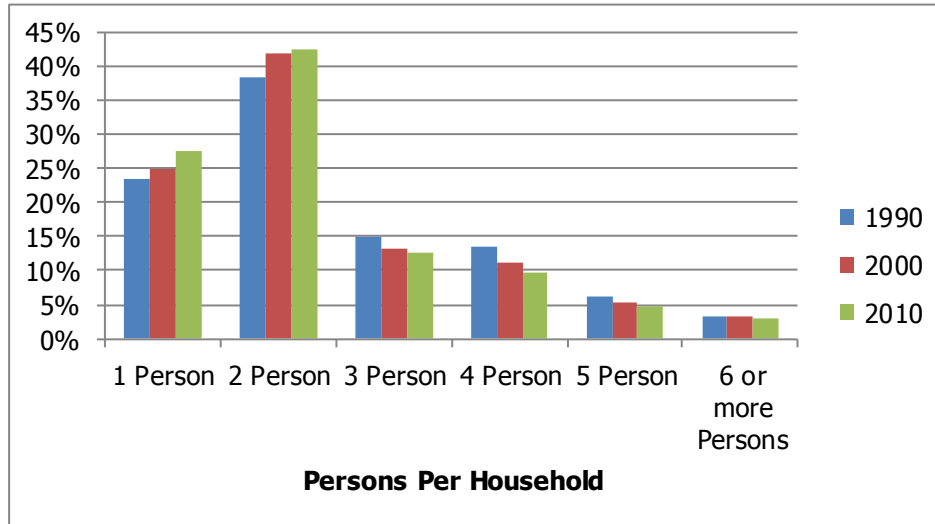
Average household size for communities within Waushara County varied in 2000 from a low of 2.2 persons per household (City of Wautoma) to a high of 3.1 persons per household (Town of Richford). Eleven percent (11.1%) of all households within the Town of Richford was six person households, while 3.1 percent of households in the City of Wautoma had a similar makeup.

Household size continued to decrease between 2000 and 2010. In 2010 Waushara County had an average household size of 2.3. Similar to the previous decade, this decline was from a decrease of 3 or more person households and an increase in one and two person households. In 2010, about three quarters within Waushara County were one (27.5%) or two (42.5%) person households (Figure 1-2 and Appendix A, Table A-8 and A-9).

Average household size for most communities in Waushara County also decreased during this time period. The exceptions were the City of Wautoma (2.20 to 2.21), the Village of Coloma (2.42 to 2.45), Village of Plainfield (2.69 to 2.74) and the Town of Deerfield (2.39 to 2.40). These communities also saw increases in 5 and more person households. Average household size in Waushara County varied from a low of 2.07 in the City of Berlin to a high of 3.01 in the Town of Richford. 14.3 percent of all households within the Town of Richford were 6 or more person households compared to 2.3 percent in the City of Berlin.

¹¹ U.S. Census; 1970, 1980, 1990, 2000.

Figure 1-2. Waushara County Persons per Household, 1990, 2000 and 2010



Source: U.S. Census, 1990, 2000, 2010 SF 1, Table QT-H2, Table DP-1

Household Composition¹²

In 1990, 2000 and 2010 the majority of households in Waushara County were family households, and the majority of family households were married couple families (Figure 1-3; Appendix A, Tables A-10, A-11 and A-9). While the majority of households were family households, the share of family households decreased during each decade. In 1990, family households comprised about 73.1 percent of all households, by 2010, the share of family households had decreased to 67.2 percent. In comparison, in 1990 70 percent of all households in Wisconsin were family households, this share decreased to 66.5 percent in 2000 and 64.4 percent in 2010. The share of single parent family households increased in the county and the state between 1990 and 2010, but still remained a relatively small share of total family households. Waushara County had the smallest share of single parent family households and nonfamily households in all three years.

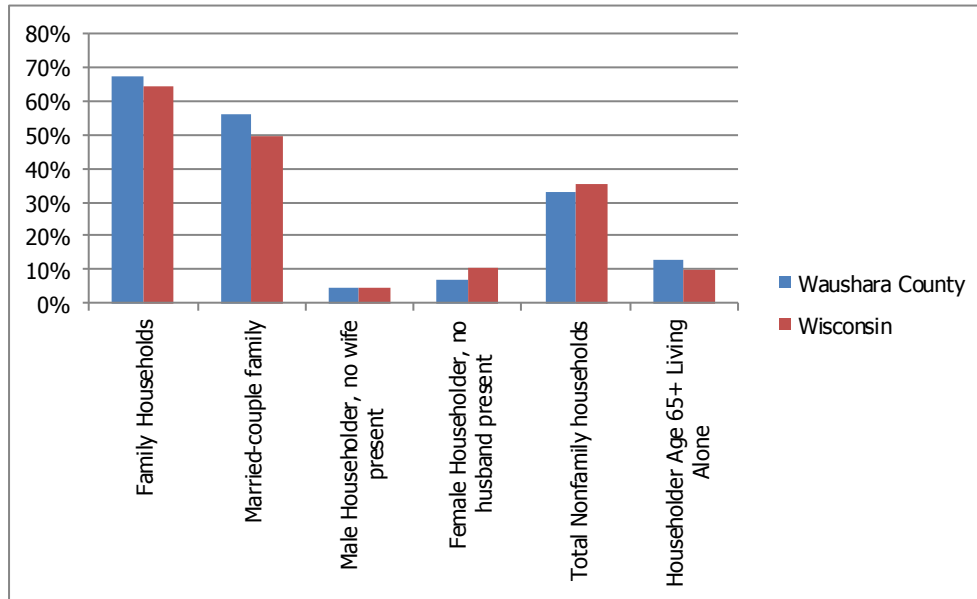
The Town of Richford (83.2%/74.2%) and the Town of Aurora (80.1%/71.0%) had the highest share of family households and married couple family households in the county in 2000. While the City of Wautoma (46.7%), had the highest share of non-family households. In 2010, the Town of Richford (77.3%/68.0%) again had the highest share of family households and married couple households, while the City of Wautoma (48.5%) had the highest share of non-family households.

In 1990, householders age 65 or older and living alone ranged from 13.8 percent in Waushara County to 10.5 percent in Wisconsin. Between 1990 and 2000, the share of elderly householders living alone decreased in Waushara County and the state. By 2000, elderly householders living alone ranged from 11.9 percent of all households in Waushara County to 9.9 percent in the state. Unlike the previous decade, the share of elderly householders living alone increase in both Waushara County (13%) and the state (10.2%) between 2000 and 2010. Similar to the state and county, the share of elderly householders increased in the majority of

¹² U.S. Census; 1990, 2000.

Waushara County communities between 2000 and 2010. In 2000, the City of Wautoma had the largest share of elderly householders living alone; 20.1 percent. While the share of elderly householders living along increased to 21.7 percent in the City of Wautoma in 2010, the share of elderly householders living alone increased faster in the Village of Wild Rose. As a result, by 2010, 24.7 percent of householders’ age 65 or greater lived alone in the Village of Wild Rose. The towns of Aurora (6.5%/7.6%) and the Plainfield (6.6%/6.8%) had the lowest share of elderly householders living alone in both 2000 and 2010.

Figure 1-3. Percent of Households by Type, 2010



Source: U.S. Census; 2010, STF IA

While householders age 65 or older and living alone comprises a small share of the total households, their numbers are increasing in Waushara County. Between 1990 and 2010, the combined number of householders age 65 or older and living alone in the county increased from 1,049 to 1,293. While this may be a satisfactory living situation for some, for others it may be a challenge. As costs rise and health declines, elderly singles may have difficulty maintaining their housing unit, especially if they own a larger home. Homes may need special modifications or additional equipment if the elderly or disabled are to live independently. Assistance may also be needed with housekeeping, transportation or meal preparation, etc. Social isolation may also become an issue if these individuals have limited mobility options.

Race

Population by race provides information regarding the social and cultural characteristics of an area. It also provides information regarding population dynamics. Access to education and economic opportunities differ by race. Differences also exist in age structure, language barriers and risks for various diseases and health conditions.

Since new immigrants are more likely to settle in areas with existing populations from their countries of origin, race and ethnicity, existing populations may also influence migration patterns. National population trends indicate that persons of color (includes African Americans,

Native Americans, Alaskan Natives, Pacific Islanders, Asians and persons declaring two or more races) and persons of Hispanic Origin are growing faster than non-Hispanic whites¹³. As the population of Waushara County and Wisconsin continue to grow, it is likely that the minority proportion of the population (persons of color and whites of Hispanic Origin) will also continue to grow. If this occurs, communities may need to compensate for the changing demographic composition. It is important that these individuals participate in the planning process so that these individuals not only understand local cultural norms, but also have a positive stake in local communities. Communities and counties may also find it beneficial to promote opportunities for positive interaction between cultures. An increase in understanding of differences and similarities in expectations and cultural values may help reduce friction between groups.

Racial Distribution¹⁴

Waushara County experienced a slight increase in minority population between 1990 and 2000 (Appendix A, Tables A-13, A-14 and A-15). However, the number of persons of non-White race remained relatively small. In 2010, 1,484 individuals or 6.1 percent of the population identified themselves as non-White in Waushara County compared to 741 individuals or 3.2 percent of the population in 2000. Even though whites continue to comprise an overwhelming majority of the population, their share of the population is decreasing. Persons of "other races" made up the largest non-White group in the county in both 2000 (314 people/1.4%) and 2010 (509 people/2.1%).

The population in Waushara County is less diverse than that of the state. In 2000, whites comprised 96.8 percent of Waushara County's population compared to 88.9 percent of the state's population. By 2010, the share of whites decreased to 93.9 percent in Waushara County and 86.2 percent in the state. The most diverse communities within Waushara County in 2000 were the Village of Hancock (92.2%) and the Village of Plainfield (92.2%). Likely as a result of the composition of the population in state correctional institution, the Village of Redgranite, was the most diverse community in the county in 2010; 77.7 percent.

Although Hispanics are the fastest growing ethnic group in the United States, they currently comprise less than six percent of the county's and state's population (Appendix A, Table A-16). However, like the nation, this segment of the population is one of the fastest growing in the area. Between 1990 and 2010, the Hispanic population just about double within Waushara County and more than doubled in Wisconsin. At the county level, the Hispanic population increased from 2.0 percent of the county's population in 1990 to 5.4 percent in 2010. At the state level, the Hispanic population increased from 1.9 percent of the state's population in 1990 to 5.9 percent of the state's population in 2010.

Although the number and share of Hispanics increased in Waushara County between 1990 and 2010, they remain a very small part of the population. If Waushara County is going to continue to grow through migration, it is likely that the number and percentage of Hispanics will also increase as Hispanics are becoming a larger share of the national and state population.

¹³ U.S. Census.

¹⁴ U.S. Census; 1990, 2000, 2010 STF IA.

Income Levels

Income includes both earned and unearned income. Earned income includes money earned through wages, salaries and net self-employment income (including farm income). Unearned income includes money from interest, dividends, rent, social security, retirement income, and disability income and welfare payments¹⁵. Traditionally, earned income is geographically dependent, as the quality of local jobs determines the earning potential and quality of life for local residents dependent on earned income. Unearned income is not geographically dependent. Retirement pensions, for example, may come from a company which is located several states away. As a result, a retiree's quality of life is not as dependent on the health of the local economy and quality of jobs in the area as someone who derives the majority of their income from earnings. As telecommuting increases and becomes more mainstream, earned income may become more geographically independent. However, at this point in time, little telecommuting occurs in Waushara County.

Impact of Earnings on Household Income¹⁶

An examination of 1999 income data indicates that the majority of household income within Waushara County and the state are derived from earnings. As a result, access to earning opportunities is a strong determinant in meeting the income needs of residents in both Waushara County and Wisconsin (Appendix A, Table A-17). In 1999, seventy-one percent (71.4%) of income in Waushara County was derived from earnings, which was lower than the 80.6 percent of earned income in Wisconsin. This indicates that the county is less dependent on employment and job creation than the state in both time periods.

Within Waushara County, the Town of Marion (58.2% of income from earnings) is the least dependent on employment and job creation, while the Town of Bloomfield (83.2% of income from earnings) is the most dependent. This may indicate that the Town of Marion has a larger percent of households which benefit from unearned income.

In Waushara County and Wisconsin the average income per household was higher than the average earnings per household, which shows that both jurisdictions also benefit from unearned income (Appendix A, Table A-17). The percent of households with earnings ranged from 75.7 percent in Waushara County to 81.8 percent for the state.

The 2009-2013 ACS 5-Year Estimates indicate that the average income per household was lower than the average earnings per household, indicating that the average benefits less from unearned income (Appendix A, Table A-18). ***The percentage of households with earnings ranged from 69.2 percent in the county to 78.9 percent for the state.***

Income Comparisons¹⁷

Three commonly used income measures are median household income, median family income and per capita income. Median income is derived by examining the entire income distribution

¹⁵ U.S. Census Bureau.

¹⁶ U.S. Census, 2000, STF 3A.

¹⁷ U.S. Census, 1990; 2000, STF3A; 2009-1013 ACS 5-Year Estimates, DP03.

and calculating the point where one-half of incomes fall below that point, the median, and one-half above that point. Per capita income measures income per person, and is calculated by dividing the total income of a particular group by the total population of that particular group, including all men, women and children, regardless of age and earning potential.

A comparison of median family, median household and per capita income values between 1989 and 2009-2013 indicate that Waushara County and Wisconsin experienced an increase in all income measures during this time period (Appendix A, Table A-19). However the income gap between the state and the county does not appear to be narrowing.

Therefore, ***the State of Wisconsin maintained higher median household, family and per capita incomes than Waushara County for all three time periods (1989, 1999 and 2009-2013 ACS 5-Year Estimates)***. The City of Berlin had the highest median family (\$53,125) and per capita (\$23,859) in Waushara County in 1999, while the Town of Aurora had the highest median household income (\$49,583). At the other end of the spectrum, the Village of Redgranite had the lowest median household (\$26,726) and per capita (\$13,994) income and the Village of Hancock had the lowest median family (\$36,250) income.

According to the 2009-2013 ACS 5-Year Estimates, the Town of Saxeville had the highest median household income (\$54,100), the Town of Warren the highest median family income (\$67,083) and the City of Berlin (\$46,193) the highest per capita income¹⁸.

Household Income by Range¹⁹

Median and per capita income figures are often used to compare incomes across communities. Household income by range, however, provides a clearer picture of the distribution of income within a community. This allows communities to target policies, programs, housing and economic development opportunities to better meet the needs of their residents. Table A-20 and A-21 in Appendix A identifies the number of households in income categories ranging from those with incomes of less than \$10,000 through those with incomes of \$200,000 or more. Figure 1-4 and 1-5 show the distribution of those households. 2000 Census information indicates that in 1999 Waushara County had 779 (8.4%) households with incomes below \$10,000. The income range with the largest number and share of households was between \$45,000 to \$59,999 with 1,558 households or 16.7 percent. There were 175 households (1.9%) with incomes of \$150,000 or more. ***According to the 2009-2013 ACS 5-Year Estimates, Waushara County had 557 (5.6%) households with incomes of less than \$10,000. The income range with the largest number and share of households was between \$50,000 and \$74,999 or 19.2 percent. There were 314 households (3.2%) with incomes of \$150,000 or more.***

For additional comparison and analysis, the eleven income categories in Appendix A, Table A-20 and the ten categories Appendix A, Table A-21 have been consolidated into five broader income categories and presented in Figure 1-6 and 1-7 as a share of total households with income. ***About eighty-eight percent of households in Waushara County reported incomes below \$75,000 in 1999 and 76.2 percent reported incomes below \$75,000 in 2009-2013 ACS 5-Year Estimates.*** The county median income for Waushara County was \$37,000

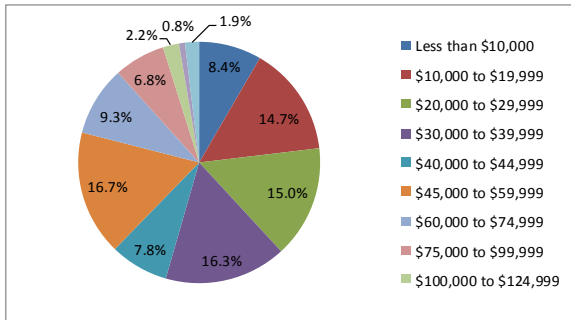
¹⁸ Margin of Error for the City of Berlin (per capita income) was +/- \$19,233, or the highest in the county.

¹⁹ U.S. Census, 2000.

in 1999 and \$43,070 in 2009-2013 ACS 5-Year Estimates. Households below these levels may be eligible for programs such as housing rehabilitation grants and loans, guaranteed loans for first time home buyers and job training programs designed to help increase skills which should result in increased earnings potential. Some families may also be eligible for school lunch programs.

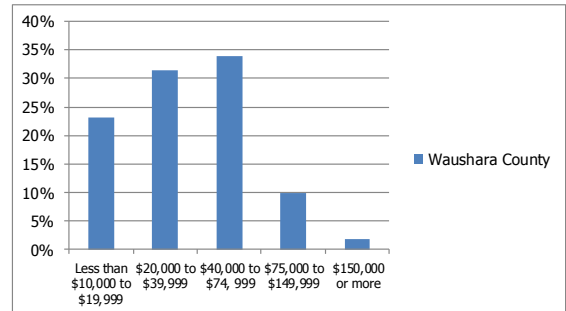
The percentage of households with incomes below \$25,000 comprised 25.2 percent of all households in Waushara County. In comparison, 22.3 percent of Wisconsin households had incomes less than \$25,000. At the other end of the spectrum, 23.9 percent of county households and 32.3 percent of Wisconsin households had incomes of \$75,000 or more.

Figure 1-4. Distribution of Households by Income Range, 1999



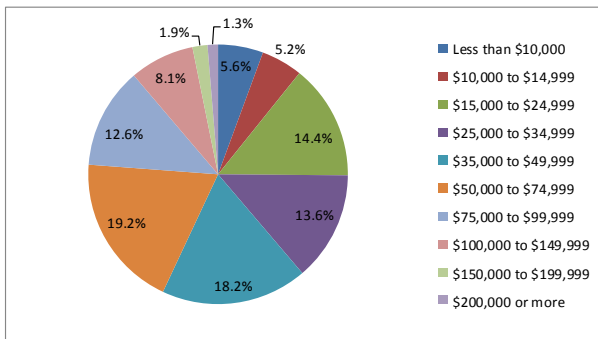
Source: U.S. Census, 2000

Figure 1-6. Household Income by Range, 1999



Source: U.S. Census, 2000, STF 3A

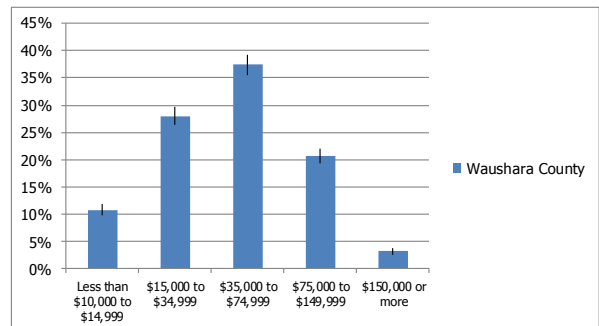
Figure 1-5. Distribution of Households by Income Range, 2009-2013 ACS 5-Year Estimates



Source: U.S. Census 2009-2013 ACS 5-Year Estimates

Note: Margin of Error not shown.

Figure 1-7. Household Income by Range, 2009-2013 ACS 5-Year Estimates



Source: U.S. Census 2009-2013 ACS 5-Year Estimates

Poverty Status²⁰

The poverty level is determined by the U.S. Census Bureau and based on current cost of living estimates, as adjusted for household size. In 1990, the poverty threshold for a family of four

²⁰ U.S. Census, 1990; U.S. Census, 2000, STF 3A; U.S. Census, 2010.

with two children was a household income of \$12,674; in 2000 it was \$17,463. By 2010, the poverty threshold for a family of four with two children had risen to \$22,113.

Between 1989 and 1999, both the number and percentage of persons living below the poverty threshold declined in Waushara County and Wisconsin (Appendix A, Tables A-22 and A-24). However this decline did not continue, **between 1999 and 2009-2013 ACS 5-Year Estimates, poverty rates increased in both the county and the state** (Appendix A, Tables A-24 and A-26). **Within Waushara County, 11.6 percent of residents lived below the poverty line in 2009-2013 ACS 5-Year Estimates compared to 13 percent of Wisconsin residents.** The Town of Poy Sippi had the largest share of persons below poverty (26.2%) in the county, while the City of Berlin had the least (0%) in 2009-2013 ACS 5-Year Estimates.

Poverty by age trends varied. Children were more likely to live below poverty than elderly residents in all three time periods in Waushara County and Wisconsin. Not only were children more likely to live below poverty, they comprised a greater number and share of total persons in poverty than elderly residents. For example, at the county level, 584 children lived in poverty in 1999 compared to 462 persons 65 and older. The ratio of children to elderly below poverty was even greater at the state level, where 150,166 children lived below poverty compared to 49,245 persons age 65 and older (Appendix A, Table A-23 and A-25). Between 1999 and the 2009-2013 ACS 5-Year Estimates, children continued to be more likely to live in poverty than the elderly. In Waushara County, 779 children lived below poverty compared to 421 of the elderly. Similar to 1999, the ratio of children to elderly below poverty was even greater at the state level; 235,375 children compared to 60,349 elderly (Appendix A, Table A-27 and A-29).

In 1989, 20.1 percent of children in Waushara County lived in poverty, compared to 13.9 percent of the elderly. By 1999, the share of children living in poverty in Waushara County had decreased to 10.9 percent, while the share of elderly living in poverty had decreased to 10.8 percent. However, according to the 2009-2013 ACS 5-Year Estimates, while the share elderly below poverty decreased to 8.6 percent, the portion of children increased to 16.7 percent (Appendix A, Table A-23, A-25, A-27 and A-29).

The state had a lower percentage of children and elderly living in poverty in 1989, than the county. In 1989, 9.1 percent of elderly residents were living in poverty, compared to 14.9 percent of children. Poverty levels in Wisconsin declined between 1989 and 1999, so that by 1999, 11.2 percent of children still lived in poverty compared to 7.4 percent of elderly residents. However between 1999 and 2009-2013 ACS 5-Year Estimates the children below poverty increased to 18.1 percent, while the share of elderly remained relatively constant at 7.8 percent.

Between 1989 and 1999, the number of families in poverty declined in both Waushara County and the state. Although this trend did not continue, between 1999 and 2009-2013 ACS 5-Year Estimates, the number and share of families in poverty increased on both jurisdictions. In 1989, the share of families living in poverty ranged from 10.1 percent in Waushara County to 7.6 percent in Wisconsin. While in 1999, the share of families living below poverty had fallen to 5.3 percent in Waushara County and to 5.6 percent in Wisconsin. By 2009-2013 ACS 5-Year Estimates, the share of families living below

poverty had risen to 7.2 percent in Waushara County and 8.8 percent in Wisconsin (Appendix A, Table A-22, A-24 and A-26). In both jurisdictions, the share of families living below poverty was less than the share of total persons living below poverty for all three time periods.

Most discussions regarding poverty tend to focus on children and elderly, as they are considered dependent populations which have little to no ability to change their circumstances. As a result, they are the populations most in need of assistance. However, as the U.S. economy moves from a manufacturing based economy to a service based economy, many individuals find themselves falling into a category called the working poor. These are individuals who are working, but their wages are too low to move them out of poverty.

Population Forecasts²¹

Population projections can provide extremely valuable information for community planning; but by nature, projections have limitations which must be recognized. First, population projections are not predictions. Population projections are typically based on historical growth patterns and the composition of the current population base. Their reliability depends to a large extent on the continuation of those past growth trends. Second, population projections for small communities are especially difficult and subject to more error, as even minor changes in birth, death or migration rates can significantly impact community growth rates. Third, population growth is also difficult to predict in areas which are heavily dependent on migration, as migration rates may vary considerably based on various “push” and “pull” factors both within and outside of the area.

Since migration has played such an important role in Waushara County population growth, migration rates are expected to significantly impact future population growth. An examination of past growth trends indicate that decades of growth occurred during periods of high net in-migration and periods of population decline occurred during periods of low net in-migration. These historic population fluctuations are carried forward in the population forecasts for Waushara County (Appendix A, Table A-1, A-2 and A-30).

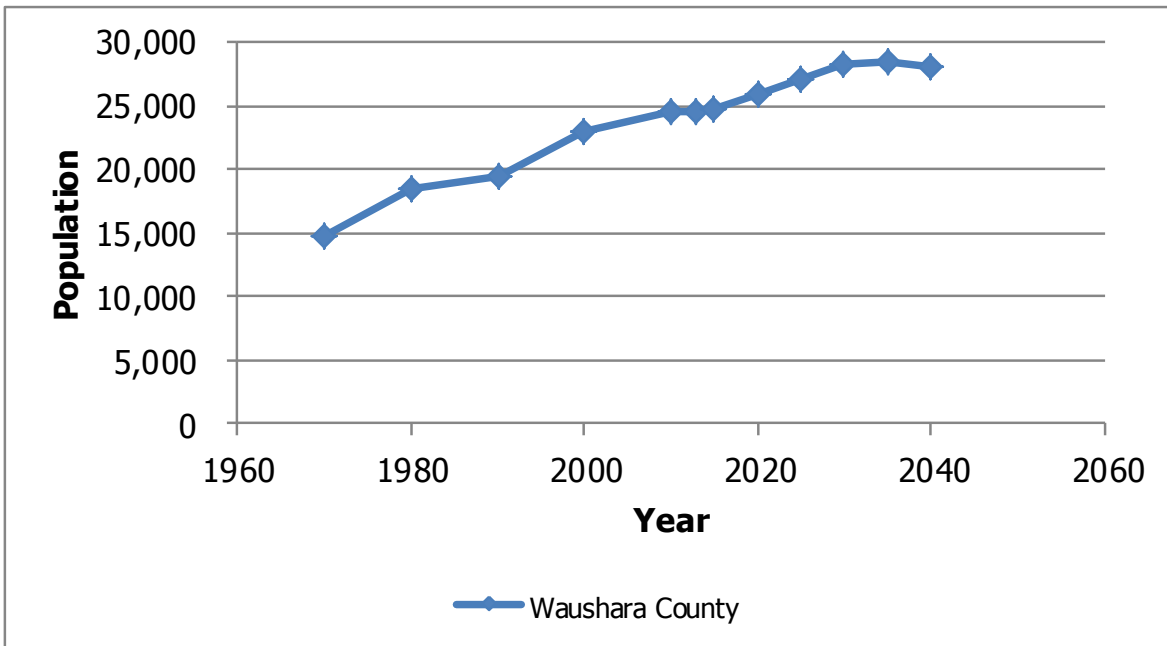
Population growth in Waushara County will result in an increase in demand for services and land consumption. The density of settlement, coupled with the amount and location of land consumed for housing, commercial and industrial uses will impact service costs. Additional development will decrease the amount of open space. Development choices will also impact the economic vitality of the agricultural and forestry sectors.

Table A-30, Appendix A and Figure 1-8 presents population estimates for Waushara County through 2040. These population projections are based on a combination of average growth trends over the last four decades, and anticipated growth patterns developed by DOA. It is assumed that the largest population gains will occur during the first decade and will taper off during the second decade. However, as noted earlier, growth rates can shift quickly in smaller communities and migration can vary substantially based on factors within and outside of communities. As a result, it is recommended that Waushara County review their population growth every five years to determine if their population change is following anticipated trends or if growth trends are shifting.

²¹ Source: U.S. Census, 1970, 1980, 1990, 2000, 2010; WI DOA Vintage 2013 population projections.

Waushara County is expected to grow by 15.9 percent between 2010 and 2035, before declining by 1.4 percent between 2035 and 2040. Over this time period, the towns of Richford (34%) and Deerfield (33%) are expected to experience significant gains, while the villages of Wild Rose (-4.8%) and Hancock (-2.9%) are expected to continue to lose population. Mirroring the county, the population in most communities in the county is expected to peak around 2030-2035.

Figure 1-8. Population Estimates, 1970 to 2040



Source: U.S. Census, 1970, 1980, 1990, 2000; WI DOA Vintage 2013 Population Projections

Population Projections by Age Cohort

Past trends and anticipated national, state and county trends indicate that population growth has not occurred uniformly in all age groups due to fluctuations in fertility rates and differences in migration patterns by age. These variations in growth rates, coupled with the aging of the baby boom population, will impact the population and age distribution within Waushara County.

Wisconsin migration patterns by age indicate that as individuals approach retirement age, many relocate to rural communities. As elderly persons in rural areas age and their health begins to deteriorate, many relocate to urban communities for access to better services and healthcare. However, increases in technology and healthcare have contributed to longer life spans and allowed the elderly to remain more independent. It is unclear at this point how these changes will impact future migration patterns by age. **Waushara County population projections by age cohort²² indicate that the number of county residents age 65 and older may increase by about 50 percent between 2010 and 2040, while the number of children may decline by about nine percent** (Table 1-3). In the future, Waushara County may find themselves balancing the needs of school age children with the needs of their elderly residents.

²² WI DOA, Vintage 2013 population projections.

Table 1-3. Waushara Population Projections by Age Cohort, 2010 to 2040

Year	Less Than 5 yrs	5 to 19 yrs	20 to 24 yrs	25 to 44 yrs	45 to 64 yrs	65 to 79 yrs	80 and older	Total Populatio n
2010	1,171 4.8%	4,180 17.1%	1,022 4.2%	5,393 22.0%	7,847 32.0%	3,610 14.7%	1,273 5.2%	24,496 100.0%
2015	1,160 4.7%	3,920 15.9%	1,080 4.4%	5,130 20.8%	8,030 32.5%	4,075 16.5%	1,310 5.3%	24,705 100.0%
2020	1,290 5.0%	4,000 15.5%	1,080 4.2%	5,520 21.3%	7,640 29.5%	4,850 18.8%	1,480 5.7%	25,860 100.0%
2025	1,340 4.9%	4,180 15.4%	1,145 4.2%	5,790 21.3%	7,250 26.7%	5,790 21.3%	1,685 6.2%	27,180 100.0%
2030	1,360 4.8%	4,440 15.7%	1,085 3.8%	5,960 21.1%	6,980 24.7%	6,300 22.3%	2,105 7.5%	28,230 100.0%
2035	1,320 4.7%	4,480 15.8%	1,110 3.9%	5,860 20.6%	7,080 24.9%	5,970 21.0%	2,565 9.0%	28,385 100.0%
2040	1,280 4.6%	4,270 15.3%	1,130 4.0%	5,550 19.8%	7,370 26.3%	5,390 19.3%	3,000 10.7%	27,990 100.0%

Source: Wisconsin Department of Administration, Vintage 2013 population projections

Household Forecasts

Total population figures include not only persons in households, but also persons in group quarters.²³ As the population ages during the projection period, it is likely that the persons in group quarters may increase over time. This increase will come from not only the elderly component of the population, but also from the disabled component of the population as aging parents will no longer be able to care for disabled offspring.

The actual growth rate and amount of future growth communities experience will be determined by local policies which can affect the rate of growth within the context of county, state and national population growth trends. Since migration plays such a large role in Waushara County growth patterns, growth rates and trends outside of the county will influence the pool of potential residents the county can attract. Regardless of whether communities prefer a no growth, low growth or high growth option, it is recommended they adequately prepare for future growth/changes to provide the most cost-effective services possible. Furthermore, individual communities can maximize the net benefits of public infrastructure and services by encouraging denser, efficient growth patterns which maximize the use of land resources while minimizing the impact on the natural resource base.

²³ Group Quarters, as defined by the 2010 U.S. Census, "is a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services. People living in group quarters are usually not related to each other. Group quarters include such places as college residence halls, residential treatment centers, skilled nursing facilities, group homes, military barracks, correctional facilities, and workers' dormitories."

Based on projected growth patterns the number of households in Waushara County is expected to increase by 23.3 percent from 9,949 in 2010 to 12,263 in 2035. Between 2035 and 2040, the number of households is expected to decrease by 23 (Table 1-4; Appendix A, Table A-32).

Table 1-4. Estimated Households, 2010 to 2040

Waushara County	2010	2015	2020	2025	2030	2035	2040
No. Households	9,949	10,315	10,899	11,550	12,095	12,263	12,240
Persons per HH	2.34	2.28	2.26	2.24	2.22	2.20	2.17

Source: U. S. Census, 2010; WI DOA, Vintage 2013 population projections

The increase in the number of households is expected to result from in-migration of new households and a continued decrease in household size. Since new households are formed within an existing population when households split into two or more households, the number of households can increase even if the population does not. One major factor contributing to an increase in households nationwide will be the aging of the echo-boom generation. As these children of the baby-boomers move out of their parent's home and form their own household, the increase in the number of new households is expected to be large compared to actual population growth.

Key Findings

Demographic Trends

- Over the past sixty years, the overall population within Waushara County has seen a substantial increase. The population decreased from 1950 (13,920) to 1960 (13,497) before starting a steady increase to a year 2010 population of 24,496.
- 2014 population estimates from the Wisconsin DOA indicate that recent Waushara County growth trends between 2010 and 2014 have slowed and lag behind the East Central Region and Wisconsin.
- While Waushara County has experienced an overall increase in population, some communities (within the county) are experiencing population losses, as the population is aging and younger people are going elsewhere for jobs.
- An examination of the data provided by the University of Wisconsin-Extension APL and the Wisconsin DOA indicate that since 1950, migration has played a greater role in population change in Waushara County than natural increase. Furthermore, the rate of net migration in Waushara County has exceeded the overall Wisconsin net migration rates each decade since 1980, which indicates that Waushara County is attracting residents from other parts of Wisconsin.
- Since natural increase rates were negative, the entire increase in population in Waushara County since 1990 can be attributed to in-migration.
- As the County's population ages, an increase in demands or desires may exist for a wider variety of housing, healthcare, support services and transportation options than are typically available in rural communities.
- In 2010, the average population density in Waushara County was 39 persons per square mile, compared to 37 persons per square mile in 2000.
- Between 2000 and 2010, the change in population by age cohort continued to indicate that the County's population is aging.

- Waushara County continued to age faster than the state. Between 2000 and 2010, the median age increased by 4.1 years in Waushara County and 2.5 years in the state; as a result the county (46.2) continued to have a higher median age than the state (38.5).

Household Structure

- Household size for Waushara County has been decreasing since 1970. Waushara County had an average household size of 2.5 in 1990 and 2.4 in 2000.
- Household size continued to decrease between 2000 and 2010. In 2010 Waushara County had an average household size of 2.3.
- In 1990, 2000 and 2010 the majority of households in Waushara County were family households and the majority of family households were married couple families.
- The population in Waushara County is less diverse than that of the state. In 2000, whites comprised 96.8 percent of Waushara County's population compared to 88.9 percent of the state's population. By 2010, the share of whites decreased to 93.9 percent in Waushara County and 86.2 percent in the state.

Income Levels

- The 2009-2013 ACS 5-Year Estimates indicate that the average income per household was lower than the average earnings per household, indicating that the average benefits less from unearned income. The percentage of households with earnings ranged from 69.2 percent in the county to 78.9 percent for the state.
- The State of Wisconsin maintained higher median household, family and per capita incomes than Waushara County for all three time periods (1989, 1999 and 2009-2013 ACS 5-Year Estimates).
- According to the 2009-2013 ACS 5-Year Estimates, Waushara County had 557 (5.6%) households with incomes of less than \$10,000. The income range with the largest number and share of households was between \$50,000 and \$74,999 or 19.2 percent. There were 314 households (3.2%) with incomes of \$150,000 or more.
- About eighty-eight percent of households in Waushara County reported incomes below \$75,000 in 1999 and 76.2 percent reported incomes below \$75,000 in 2009-2013 ACS 5-Year Estimates.
- Between 1999 and 2009-2013 ACS 5-Year Estimates, poverty rates increased in both the county and the state. Within Waushara County, 11.6 percent of residents lived below the poverty line in 2009-2013 ACS 5-Year Estimates compared to 13 percent of Wisconsin residents.
- In 1989, 20.1 percent of children in Waushara County lived in poverty, compared to 13.9 percent of the elderly. By 1999, the share of children living in poverty in Waushara County had decreased to 10.9 percent, while the share of elderly living in poverty had decreased to 10.8 percent. However, according to the 2009-2013 ACS 5-Year Estimates, while the share of elderly below poverty decreased to 8.6 percent, the portion of children increased to 16.7 percent.
- Between 1989 and 1999, the number of families in poverty declined in both Waushara County and the state. Although this trend did not continue, between 1999 and 2009-2013 ACS 5-Year Estimates, the number and share of families in poverty increased on both jurisdictions.

Population Forecasts

- Population growth in Waushara County will result in an increase in demand for services and land consumption.
- Waushara County is expected to grow by 15.9 percent between 2010 and 2035, before declining by 1.4 percent between 2035 and 2040.
- Waushara County population projections by age cohort indicate that the number of county residents age 65 and older may increase by about 50 percent between 2010 and 2040, while the number of children may decline by about nine percent.

Household Forecasts

- Based on projected growth patterns the number of households in Waushara County is expected to increase by 23.3 percent from 9,949 in 2010 to 12,263 in 2035. Between 2035 and 2040, the number of households is expected to decrease by 23.

INTERRELATIONSHIPS WITH OTHER COMPREHENSIVE PLAN ELEMENTS

Economic Development

An aging population creates opportunities and challenges. If current migration trends hold true, Waushara County will likely continue to attract baby-boomers. Many of these individuals may have personal wealth and/or good retirement incomes. At the same time, the county will likely continue to have persons age 65 and older living in poverty.

A larger population will likely drive the need for additional goods and services. Local companies and communities may need to find creative ways to attract younger working individuals (25 to 45 years old) to live and work in the planning area to meet workforce needs. At the same time, recruiters should allow elderly who seek employment to continue to remain in the work force.

As people are living longer, many are choosing to work into their traditional retirement years. These individuals often desire more flexibility or part-time employment. Other older individuals may need to earn extra income to afford the basic necessities and/or cover healthcare costs. Some retirees may not be interested in continuing in the workforce, but have the skills, knowledge and desire to serve as mentors and teachers. These individuals may, upon request, desire to volunteer to help communities address housing, literacy, financial education or other local needs. Some may wish to provide expertise to emerging businesses through a SCORE chapter. Since growing local businesses can be as important as attracting outside firms to locate in the area, new entrepreneurs should be encouraged to develop new industries so that job opportunities are available to all residents. Data indicates that earnings are an important component of household income in Waushara County. As a result, communities in the area should work together to build and attract living wage employment opportunities.

Housing

Additional housing will be needed to meet the anticipated increase in the number of households, the needs of seasonal residents and changing demographic trends within

communities. The type, tenure and quantity of housing needed will vary based on the age structure, physical needs, income levels and preferred housing choices of the overall population. In all likelihood, communities will need a mixture of housing types, styles and price ranges. If current income structures remain in place, quality housing for low income workers and elderly will be important. New single family as well as multi-family homes will be needed. Some conversion of seasonal to year-round residences is anticipated. Existing homes may need to be remodeled or rehabilitated to meet changing needs. Communities will likely need housing for singles, young families and their workforce. A variety of housing will be needed for the elderly and disabled as well. Remodeling or rehabilitation may help elderly or disabled individuals who wish to stay in their existing home to remain in their homes for a longer period. Other individuals may desire other alternatives or need assisted living or skilled nursing facilities. Condominiums, efficiency apartments or community based residential facilities may be best suited for this segment of the population.

Transportation

As communities grow, roads and other infrastructure may be needed to access additional housing, commercial, public and industrial buildings that may be constructed to accommodate the increasing population base. Transportation systems should be monitored for adequacy in meeting increased demands for local and through traffic. Potential changes could include additional lanes or other upgrades to existing roads. Local governments should also consider alternative transportation needs and desires. Increased access to bicycle and pedestrian facilities could provide viable, cost-effective transportation options for residents and increase recreational opportunities. As the elderly population's ability to drive decreases, the need for specialized transportation will increase. If these individuals are to remain in the area, increased access to affordable bus, shared ride taxi service or other transportation alternatives will be necessary to ensure that the elderly can visit healthcare professionals, shop for groceries, and meet other basic needs.

Utilities and Community Facilities

As population demographics change, the overall needs of the county also change. A growing elderly population, for example, may increase the need for additional healthcare or adult daycare facilities. School facilities may need to be upgraded or modified to meet changing educational expectations or to help increase the earnings potential of local residents. An increase in residences may increase the need for police or fire protection. In the future, the county will likely need to increase the number and availability of services targeted towards the elderly while maintaining a balance with services for working age persons and school age children. Counties and communities will also need to balance the demands and needs of year-round and seasonal populations with the costs of those facilities and services. Ideally, improvements and expansions of utilities and community facilities and services should be coordinated with fluctuations in population. While some national recommendations are provided to help determine appropriate levels of service for fire, libraries, schools, open space, recreation and other public services, local governments should tailor services to local conditions to ensure that the basic needs of their citizens are met.

Agricultural Resources

Traditionally many of the farms within Waushara County are small family owned operations. Throughout Wisconsin the numbers of agricultural operations, especially dairy farms, are declining significantly as existing farmers reach retirement age. Currently, few younger individuals are entering the farming profession due to increased operational costs and more stringent regulations. As the population in Waushara County increases, more pressure will be placed on landowners to convert land from farmland to residential, commercial and industrial development, which will further exacerbate these trends. Since agriculture is important to the economy of Waushara County, the county should consider ways to reverse the decline in agriculture. Increased reliance on locally produced agricultural products would support the local agriculture and food products sectors and help ensure their continued operation, affordability and access. Alternative farming methods, programs and land use regulations could help meet anticipated increase in food demands.

Natural Resources

The critical question with respect to natural resources is how an expanding population base will affect the protection and preservation of natural resources. The increased demand for housing, commercial and industrial development will consume additional land throughout Waushara County. The abundance of natural resources, including wetlands, lakes, streams and forests sustains a portion of local economy. As development occurs, issues regarding open and natural space preservation/enhancement, water quality protection, wildlife habitat management, floodplain management and others will need to be addressed. Increased road construction will also require gravel, sand, and other non-metallic minerals. Deposits throughout Waushara County will need to be identified so that transportation and construction costs can be minimized.

Cultural Resources

Waushara County is rich in historical, archeological, and cultural sites. These sites provide information about early Native Americans, European settlement and the development of the area. Many buildings and areas have significant religious or cultural meaning. Efforts should be made to inventory and map historical, archeological, and cultural sites so that their significance is not destroyed or altered. These sites provide a link with the county's cultural and ethnic heritage. Preserving them would help document the changing demographics and socio-economic characteristics of the area. Historical sites, heritage corridors and museums may also provide economic development opportunities. Moreover, a concerted effort should be made to incorporate historical architectural styles into modern construction to enhance local cultural features and preserve community character.

The latest Census data indicates that the population of Waushara County and Wisconsin is becoming more diverse. As the area's population changes, language barriers and a lack of awareness and understanding between races, cultures, classes and generations can lead to conflict. Positive opportunities for cross-cultural, cross-class and multi-generational interaction can help resolve any issues that may arise as the area's population changes.

Land Use

Additional land will be converted to residential, commercial/industrial and public/institutional uses to accommodate anticipated population and household changes. These changes could alter the pattern of existing development and community character and place additional pressure on natural, cultural and agricultural resources. By recognizing the relationship between the density of settlement and amount and location of land consumed, local governments could minimize conflicts and protect natural and agricultural resources, amenities and community character. Two basic options for locating new development are within areas of existing infrastructure and development or converting farm, forest or open space lands to other uses. Either option will impact local communities.

Intergovernmental Cooperation

Although larger populations will result in an increased tax base, the offsetting costs for infrastructure, maintenance and services will require local governments and organizations to identify ways to provide cost-effective services to their residents. Where feasible, local governments must cooperate not only to provide adequate infrastructure to meet increased demands, but also to encourage economic development and employ sufficient staff to handle the anticipated service usage increases. Furthermore, a well-informed staff is necessary for local governments to meet the growing needs of the general public. Through effective communication, training and education, local governments will avoid unnecessary duplication of services and provide more streamlined access to information and services.

POLICIES AND PROGRAMS

Growth and development patterns do not occur in a vacuum. Over time, federal, state and local policies have directed the amount and location of development. Federal immigration policies determine the flow of immigrants into the United States, both in terms of numbers and countries of origin. Concepts such as Manifest Destiny combined with expansive federal housing, land and transportation legislation, policies and subsidies such as the Homestead and Railroad Acts, the interstate highway system and IRS codes, etc. have heavily influenced settlement patterns. Additional federal legislation such as the Civil Rights Act, Americans with Disabilities Act (ADA) and Affirmative Action legislation have increased access and opportunities for persons of color and persons with disabilities. Wisconsin has broadened federal Civil Rights and Affirmative Action laws to include additional protected classes. State transportation policies and state land use legislation such as NR121, farmland preservation, natural resource protection and real estate tax codes have influenced growth and settlement. Local attitudes towards growth and accompanying zoning legislation, transportation and utility investments and tax and land subsidies also influence the type and amount of growth and development which occurs in each community.

Policies which impact growth and development have been developed over time by different agencies and different levels of government with varying missions and objectives. The resulting policies and programs are sometimes complementary and sometimes contradictory. It is the interaction of these various policies and market influences that determine actual growth patterns. Although many current federal and state policies and subsidies still encourage

expansion, other policies such as the 14 land use goals recently developed by the state also encourage communities to accommodate growth in perhaps a more efficient manner than they have in the past. The recently adopted comprehensive plan legislation encourages communities to develop comprehensive plans, but provides communities with the opportunity to determine their own growth patterns. As a result, the type of development which will occur in the future is still open to debate.

Regional, County and Local Policies

East Central Wisconsin Regional Planning Commission. East Central Wisconsin Regional Planning Commission has developed a regional smart growth plan. As part of the planning process, East Central has identified several key issues:

- How do we plan for continued population growth, which will result in an increase in demand for services and land consumption in the region?
- How do we promote the recognition of the relationship between the density of settlement and amount and location of land consumed for housing, commercial, and industrial uses and the costs of services?
- How do we ensure the economic vitality of the agricultural and forestry sectors in the context of a decrease in the amount of open space?
- How do we address the conflicts that will arise given that the majority of future growth is expected to occur in the urban counties, which is where most of the region's more productive farmland is located? More specifically, how will we address the impact on the farm economy?
- How do we ensure that an increase in urbanization has a positive impact on rural communities?
- Urban counties in the region currently have greater social and economic capital, more government support due to a larger tax base, and greater access to nonprofit services than rural counties. Current trends show the educational and income gap between urban counties and rural counties widening. How do we plan to decrease this gap and promote a healthy, vibrant economy and quality of life for all residents throughout the region?

The core goal for the Issues and Opportunities Section is:

- To promote communities that are better places in which to live. That is, communities that are economically prosperous, have homes at an affordable price, respect the countryside, enjoy well designed and accessible living and working environments, and maintain a distinct sense of place and community.

The intent of this goal is to minimize the negative effects of sprawl development and provide a cost-effective variety of services and infrastructure that will meet the changing demographics of the overall population.

Federal, State and Regional Programs

This section includes information on federal, state and regional programs which were used to develop this chapter. Other programs which influence growth and may impact future socio-economic conditions will be described in pertinent chapters within this plan.

Federal Agencies

United States Department of Commerce

Economics and Statistics Administration (ESA). The Economics and Statistics Administration collects, disseminates and analyzes broad and targeted socio-economic data. It also develops domestic and international economic policy. One of the primary bureaus within the ESA is the U.S. Census Bureau. The majority of information analyzed in this chapter was collected and disseminated by the Census Bureau, which is the foremost data source for economic statistics and demographic information on the population of the United States. The Census Bureau conducts periodic surveys and Decennial Censuses that are used by federal, state, and local officials and by private stakeholders to make important policy decisions. The Bureau produces a variety of publications and special reports regarding the current and changing socio-economic conditions within the United States. It develops national, state and county level projections and also provides official measures of electronic commerce (e-commerce) and evaluates how this technology will affect future economic activity.

State Agencies

Wisconsin Department of Administration (DOA)

Demographic Services Center. The Wisconsin Department of Administration (DOA) Demographic Services Center is responsible for developing annual population estimates for all counties and all minor civil divisions (MCD) in the state. They develop annual estimates of the voting age population by MCD and population estimates by zip code. The Demographic Services Center also produces annual county level housing unit and household estimates. The Demographic Services Center also develops population projections by age and sex for all Wisconsin counties, and produces population projections of total population for all municipalities.

Wisconsin State Data Center (WSDC). The Wisconsin State Data Center is a cooperative venture between the U.S. Bureau of the Census, DOA, the Applied Population Laboratory at the University of Wisconsin-Madison and 39 data center affiliates throughout the state. The U.S. Bureau of the Census provides Census publications, tapes, maps and other materials to the WSDC. In exchange, organizations within WSDC function as information and training resources. DOA is the lead data center and the Applied Population Laboratory functions as the coordinating agency throughout the state. Local data center affiliates, such as East Central, work more closely with communities and individuals within their region.

University of Wisconsin-Madison

Applied Population Laboratory (APL). The Applied Population Laboratory is located with the Department of Rural Sociology at the University of Wisconsin-Madison. They conduct socio-economic research, give presentations and publish reports and chartbooks. They will contract to do specific studies or school district projections. APL also functions as the coordinating agency for the WSDC and the lead agency for the Wisconsin Business/Industry Data Center (BIDC).

Regional Programs

East Central Wisconsin Regional Planning Commission. As the state data center affiliate for the region, East Central receives Census materials and Demographic Service Center publications from DOA, plus additional information and reports from other state agencies. This information is maintained within its library, used for planning purposes and published within East Central reports. Information and technical assistance regarding this data is also provided to local governments, agencies, businesses and the public upon request.

While DOA provides base level population projections for the state, local conditions, such as zoning regulations, land-locked communities, and local decisions regarding land use development can influence the accuracy of these base line projections. As a result, East Central has the authority to produce official population projections for the region. East Central also estimates future household growth.