

AGENDA  
CITY PLAN COMMISSION  
COMPREHENSIVE PLAN UPDATE MEETING

September 22, 2016 – 6:00 PM  
Portage County Annex – Conference Room 1 & 2 (1st Floor)  
1462 Strongs Avenue, Stevens Point, WI 54481

(A Quorum of the City Council May Attend This Meeting)

1. Roll call.

Discussion and possible action on the following:

2. Introduction of consultant, SEH Inc.
3. Comprehensive Plan Update.
4. Review Comprehensive Plan Draft Chapter 2: Issues and Opportunities.
5. Questions, comments, concerns, and presentation of next steps.
6. Adjourn.

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Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling 715-346-1567, during normal business hours.

Any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715)346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

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## 2.0 Issues and Opportunities

- 2.1 Introduction
- 2.2 Key Issues
- 2.3 Public Input
- 2.4 Vision Statement



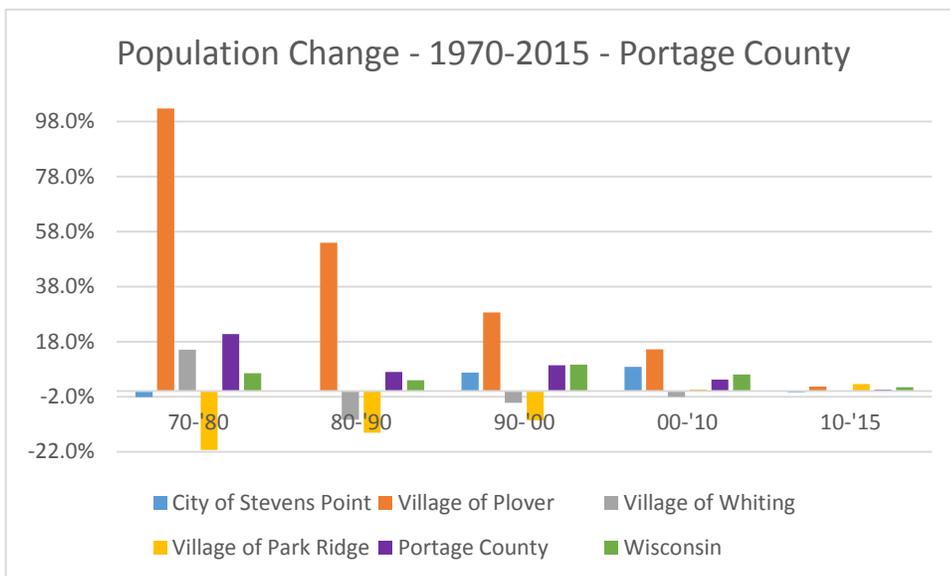
### 2.1 Introduction

The Issues and Opportunities section is designed to be the primary source of background information for the Comprehensive Plan. This element will be referred to throughout the document, and much of the information contained in the Issues and Opportunities Element will be utilized when considering goals, objectives, and policies for the plan.

### 2.2 Key Issues

#### Population

Historically, the City of Stevens Point's population has fluctuated throughout the past several decades. Most recently, the 1990's and 2000's saw relatively rapid growth that has since halted.



**Table 2-1**  
Historical Population and Population Change - 1970 to 2015

Unit of Government	1970	1980	1990	2000	2010	2015	Percentage Change				
							70-80	80-90	90-00	00-10	10-15
City of Stevens Point	23,479	22,970	23,002	24,551	26,717	26,604	-2.2%	0.1%	6.7%	8.8%	-0.4%
Village of Plover	2,618	5,310	8,176	10,520	12,123	12,319	102.8%	54.0%	28.7%	15.2%	1.6%
Village of Whiting	1,782	2,050	1,838	1,760	1,724	1,727	15.0%	-10.3%	-4.2%	-2.0%	0.2%
Village of Park Ridge	817	643	546	488	491	504	-21.3%	-15.1%	-10.6%	0.6%	2.6%
Portage County	47,541	57,420	61,405	67,182	70,019	70,408	20.8%	6.9%	9.4%	4.2%	0.6%
Wisconsin	4,417,821	4,705,642	4,891,796	5,363,715	5,686,986	5,771,337	6.5%	4.0%	9.6%	6.0%	1.5%

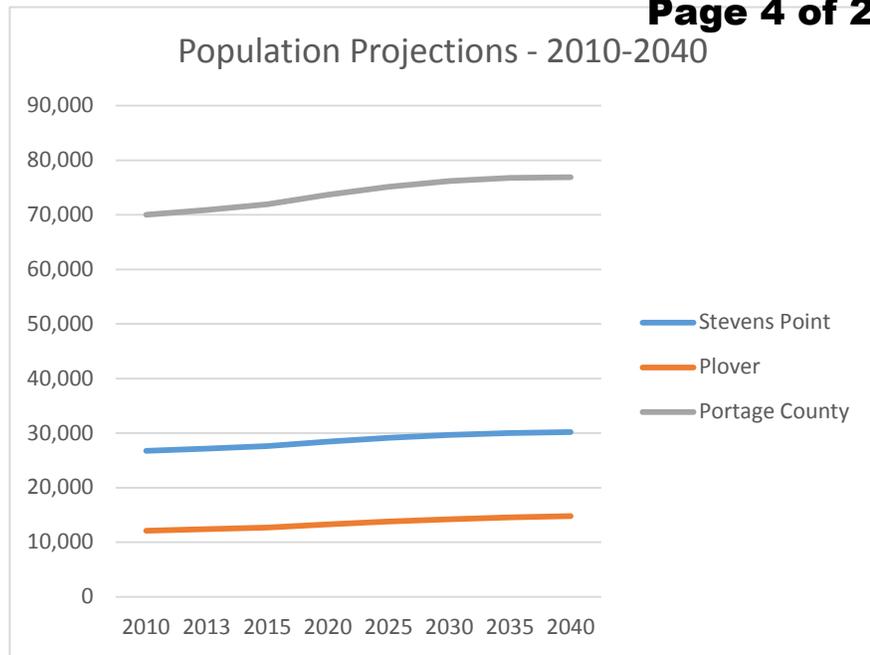
Source: U.S. Census Bureau

Stevens Point's growth rate has recently been relatively consistent with the County growth rate. The Village of Plover has seen the largest growth in the area since the 1970's.





The Wisconsin Department of Administration (DOA) population projections are, by state statute, official population projections for Wisconsin. Over the next 20 years, the DOA projections predict nearly a 13 percent increase in the City of Stevens Point's population, which amounts to 3,433 additional residents (Table 2-2). This projected percentage increase is similar to the expected increases in Portage County (9.8 percent), and represents over half of the residential increase anticipated in the County (6,846 persons), representing a significant shift in



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where growth is projected to occur. The Village of Plover's growth is projected to slow significantly.

Any projection is, at its current state, a best guess. While the Wisconsin DOA projections are by state statute the official population projections, land availability will continue to be a challenge the City must overcome. The City does not have an abundance of available greenfield land available for new residential development. There are opportunities to expand the geographic borders of the City, however this is limited in some areas due to high water tables, wetlands, floodplains and other geological constraints. Infill and redevelopment opportunities will be where most of the growth will most likely occur in the City.

### Household and Housing Unit Projections

Housing projections are helpful to estimate how much land will be consumed by future development. As households and housing units increase, there is an increased demand for public facilities and services.

The Wisconsin Department of Administration (DOA) provides household projections. Stevens Point is projected to see a 1,771 household increase, or 16.7 percent from the year 2010 to 2040 as shown in Table 2-3. Portage County is expected to see a 13.7 percent increase. By 2040, the City is projected to have an average household size of 2.13, compared to 2.3 for Portage County. Much of this correlates to the higher education facilities in Stevens Point resulting in smaller households.

**Table 2-3**  
Wisconsin DOA Household Projections 2010-2040 – Portage County by Municipality

Unit of Government	Census	Census	Projections						Change 2010-2040	
	2000	2010	2015	2020	2025	2030	2035	2040	Number	Percent
Stevens Point	5,893	10,598	11,096	11,523	11,846	12,105	12,278	12,369	1,771	16.7%
Portage County	25,040	27,814	28,868	29,817	30,555	31,139	31,517	31,637	3,823	13.7%

Source: Wisconsin Department of Administration

Housing unit projections are intended to provide an estimate of the number of housing units that will be developed through the year 2040. Based on the existing conditions and building permit data, it is projected that from 2010 to 2040, Stevens Point will see an increase of 2,520 housing units, or 22.5 percent.



Municipality	2000	2010	Projections						Change 2010-2040	
			2015	2020	2025	2030	2035	2040	Number	Percent
Stevens Point	11,220	11,260	11,640	12,060	12,480	12,900	13,320	13,740	2,520	22.5%

Source: U.S. Census and SEH

Age

The age of residents in a community is important in identifying the needs of the community. Table 2-5 shows Stevens Point and Portage County age distributions. Stevens Point's median age (26.7) is significantly younger than Portage County's (36), however both are younger than Wisconsin's median age of 38.5. The City of Stevens Point has a much higher percentage of individuals in the 10-34 age categories, most likely representing the more transient college age. Stevens Point has a smaller percentage in the Under 18 age category, indicating that proportionally, fewer families with young children are choosing Stevens Point as their home.

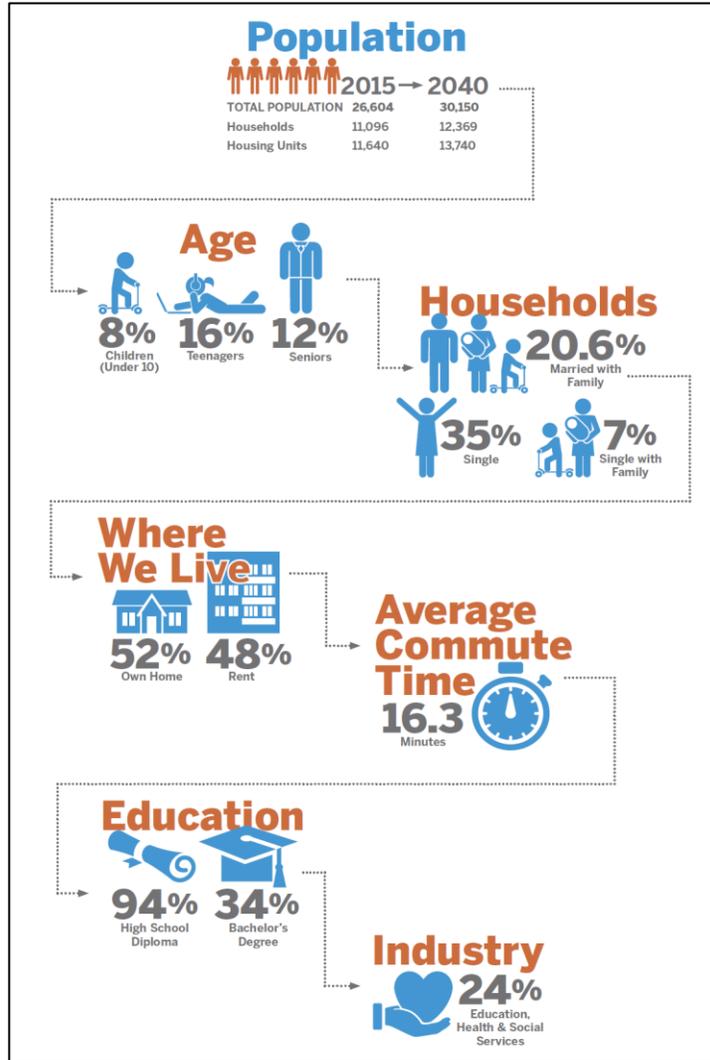


Table 2-5  
City of Stevens Point and Portage County Age Distribution

	Stevens Point	Portage County
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	2000		2010-2014 Est.		Proportional Change	2000		2010-2014 Est.		Proportional Change
	Number	Percent	Number	Percent		Number	Percent	Number	Percent	
Under 5	1,236	5.0%	1,209	4.5%	-0.5%	3,964	5.9%	3,740	5.3%	-0.6%
5 to 9	1,152	4.7%	959	3.6%	-1.1%	4,331	6.4%	3,694	5.3%	-1.2%
10 to 19	4,265	17.4%	4,444	16.6%	-0.8%	11,181	16.6%	10,241	14.6%	-2.1%
20 to 24	5,391	22.0%	5,762	21.5%	-0.4%	7,589	11.3%	8,336	11.9%	0.6%
25 to 34	3,096	12.6%	3,904	14.6%	2.0%	8,322	12.4%	8,363	11.9%	-0.5%
35 to 44	2,743	11.2%	2,160	8.1%	-3.1%	10,261	15.3%	7,549	10.7%	-4.5%
45 to 54	2,312	9.4%	2,880	10.8%	1.3%	8,945	13.3%	9,889	14.1%	0.7%
55 to 64	1,376	5.6%	2,437	9.1%	3.5%	5,235	7.8%	8,909	12.7%	4.9%
65 to 74	1,405	5.7%	1,558	5.8%	0.1%	3,791	5.6%	5,267	7.5%	1.8%
75 to 84	1,094	4.5%	924	3.5%	-1.0%	2,565	3.8%	3,014	4.3%	0.5%
85 and over	481	2.0%	541	2.0%	0.1%	998	1.5%	1,335	1.9%	0.4%
Under 18	4,478	18.2%	4,162	15.5%	-2.7%	16,177	24.1%	14,175	20.2%	-3.9%
Over 65	2,980	12.1%	3,203	12.0%	-0.2%	7,354	10.9%	9,616	13.7%	2.7%
Total	24,551		26,778		2,227	67,182		70,337		3,155
Median Age	25.6		26.7		1.1	33		36.0		3.0

**Labor Force**

As shown in Table 2-6, the labor force participation rate in Stevens Point has been very constant and stable since 2000. Portage County's labor force has decreased by nearly four percent during this period.



**Table 2-6**  
Stevens Point and Portage County Labor Force

City of Stevens Point	2000	2010-2014 Est.
Persons Age 16 and over	20,604	23,016
In Labor Force	13,852	15,513
Percent in Labor Force	67.2%	67.4%
Employed	12,547	13,994



Unemployed	1,301	2,233
Percent Unemployed	6.3%	9.7%
Percent Unemployed - June 2016		4.5%
<b>Portage County</b>	<b>2000</b>	<b>2010-2014 Est.</b>
Persons Age 16 and over	53,135	57,780
In Labor Force	37,944	39,059
Percent in Labor Force	71.4%	67.6%
Employed	35,677	35,997
Unemployed	2,255	4,507
Percent Unemployed	4.2%	7.8%
Percent Unemployed - June 2016		4.3%
Wisconsin Unemployed - June 2016		4.4%
U.S. Unemployed - June 2016		5.1%

Source: U.S. Census, ACS and Wisconsin Department of Workforce Development

### Employment

The area’s economy is a major contributor to the employment opportunities available to residents of Stevens Point and Portage County. The principal economic factors that influence an individual’s quality of life and provide a choice of residential options are employment opportunities and income.

The average commute time for Stevens Point residents is 16.3 minutes. Portage County’s average commute time is over 19 minutes. Individuals working at home and not commuting on a daily basis also decreased during these times, a trend that is most often reversed. This is important in part because it is one indicator of the use of existing transportation infrastructure. It also provides an important economic factor. As people experience longer commutes, they are driving more, resulting in higher fuel consumption and costs.

**Table 2-7**  
**Commuting Characteristics - 2000 to 2014 - City of Stevens Point**

	Stevens Point		Portage County	
	2000	2014	2000	2014
Car, truck, or van - drove alone	68.8%	72.0%	78.5%	80.1%
Car, truck, or van - carpoled	10.4%	7.5%	9.2%	8.1%
Public Transportation	0.8%	0.7%	0.4%	0.4%
Walked	12.0%	12.1%	5.6%	5.4%
Other Means	4.3%	0.9%	2.0%	0.8%
Worked at Home	3.8%	3.1%	4.3%	3.6%
Mean Travel Time	14.9	16.3	18.3	19.2

Source: US Census and ACS



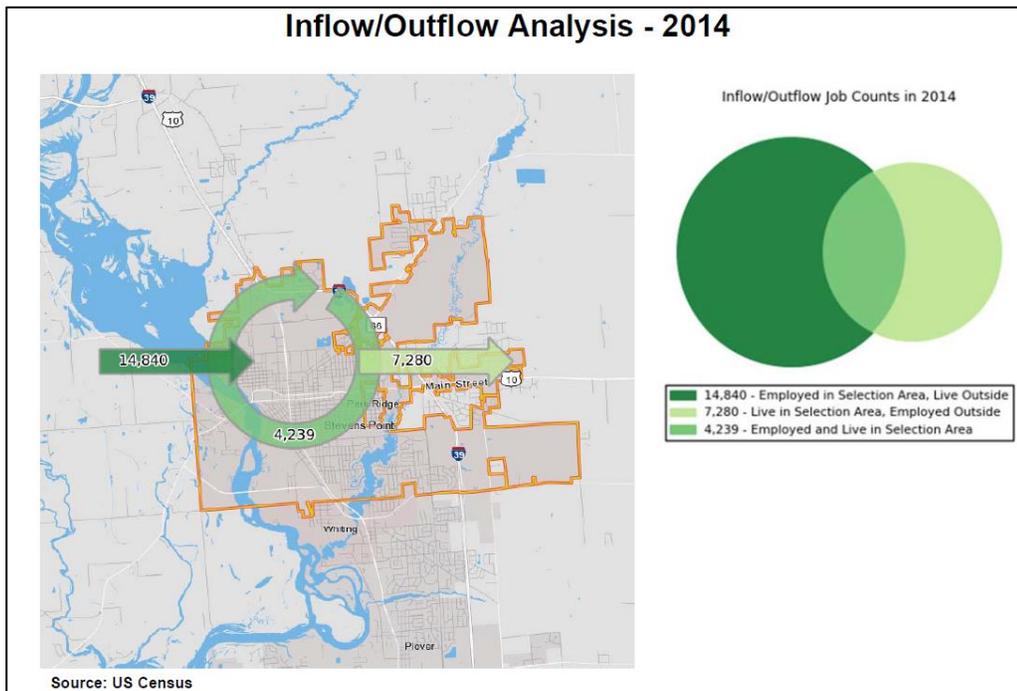
From viewing the 2000 Census and the 2010-2014 American Community Survey (ACS), it can be seen in Table 2-8 that Stevens Point residents working within the City of Stevens Point increased by nearly two percentage points. Over two-thirds of Stevens Point residents work in Stevens Point. This is lower than generally anticipated. The percentage of individuals working within Portage County also grew by nearly ten percent.

**Table 2-8**  
**Place of Work - 2000 to 2014 – Stevens Point**

Place of Work	2000		2014	
	No.	Percent	No.	Percent
City of Stevens Point	8,862	65.0%	9,125	66.9%
Portage County*	10,533*	77.2%*	11,539*	84.6%*
Other Wisconsin County	1,657	12.1%	2,005	14.7%
Outside Wisconsin	96	0.7%	95	0.7%
<b>TOTAL WORKERS 16+</b>	<b>12,286</b>	<b>100.0%</b>	<b>13,640</b>	<b>100.0%</b>

Source: U.S. Census and ACS  
\*Portage County includes the City.

According to the 2014 American Community Survey, approximately 4,239 Stevens Point workers also live in the City, while nearly 15,000 people commute into the City for work. Approximately 7,200 people live in the City and work elsewhere. There is a slight discrepancy between Table 2-8 and the below graphic due to data sources and estimates.



*Stevens Point is the key economic driver of Portage County.*

**Educational Attainment**

The Census provides information on the educational attainment levels, which are summarized in Table 2-9 below. Stevens Point residents, on average, have a slightly higher level of education compared to residents of Portage County and the State of Wisconsin. Wisconsin has 90.8 percent of residents 25 years and over with a high school diploma or higher. Comparatively, Stevens Point (93.6 percent) and Portage County (92.1 percent) are both above the state average.



Highest Education	Stevens Point				Portage County			
	2000		2010-2014		2000		2010-2014	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Less than high school diploma	1,859	14.9%	922	6.4%	5,439	13.5%	3,546	8.0%
High school graduate	3,972	31.8%	4,062	28.2%	14,952	37.2%	15,204	34.3%
Some college, no degree	2,528	20.3%	3,241	22.5%	7,572	18.9%	8,821	19.9%
Associate Degree	864	6.9%	1,253	8.7%	2,802	7.0%	4,255	9.6%
Bachelor's Degree	2,155	17.3%	3,068	21.3%	6,468	16.1%	8,555	19.3%
Graduate or Professional Degree	1,104	8.8%	1,873	13.0%	2,910	7.2%	3,989	9.0%
High School Graduate or higher	10,623	85.1%	13,482	93.6%	34,704	86.5%	40,824	92.1%
Bachelor's Degree or higher	3,259	26.1%	4,926	34.2%	9,378	23.4%	12,544	28.3%

Source: U.S. Census and ACS

Stevens Point and Portage County are both well ahead of the state average in terms of Bachelor's Degree or higher educations as well. Wisconsin has approximately 27.4 percent of residents having earned at least a Bachelor's Degree, while Stevens Point has 34.2 percent and Portage County has 28.3 percent of residents with at least a Bachelor's Degree.



**Schools**

Stevens Point residents are served by the Stevens Point Area School District. Table 2-10 shows the enrollment for each school in the District.

**Table 2-10**  
**City of Stevens Point Area School District Enrollment**

District	State Rank in Size (District)	County Name	Type	School	Grades		2015-2016 Enrollment
Stevens Point Area	17 (out of 449)	Portage	Elementary	Bannach Elementary	PK	6	422
		Portage	Elementary	Jefferson Elementary	KG	6	249
		Portage	Elementary	Kennedy Elementary	KG	6	219
		Portage	Elementary	Madison Elementary	KG	6	399
		Portage	Elementary	Mc Dill Elementary	KG	6	395
		Portage	Elementary	McKinley Center	KG	6	470
		Portage	Elementary	Plover-Whiting Elementary	KG	6	443
		Portage	Elementary	Roosevelt Elementary	KG	6	468
		Portage	Elementary	Washington Elementary	KG	6	427
		Portage	Junior High	Ben Franklin	7	9	811
		Portage	Junior High	P.J. Jacobs	7	9	677
		Portage	Junior High	Point of Discovery School	6	7	52
		Portage	Senior High	Charles F. Fernandez Center	10	12	72
		Portage	Senior High	SPASH	10	12	1519
		Portage	Other	Other	N/A	N/A	608
					<b>TOTAL</b>		<b>7,231</b>



There are also several private schools that serve City residents whose children would otherwise attend the Stevens Point Area public schools, as shown in Table 2-11.

**Table 2-11**  
**Private Schools for Stevens Point Area Public School Districts**

Public School District Area	Private Schools	Grades Served	2015-16 Enrollment
Stevens Point Area	Pacelli Catholic Middle School	6th through 8th	132
	Pacelli High	9th through 12th	219
	Sacred Heart Grade School	K4 through 6th	28
	Saint Bronislava Elementary	PK through 4th	104
	Saint Paul Lutheran Grade School	PK through 8th	154
	Saint Stanislaus Elementary	KG through 2nd	76
	Saint Stephen Elementary	3rd through 5th	104
	Stevens Point Christian Academy	KG through 12th	31
		<b>TOTAL</b>	<b>848</b>

Source: Wisconsin Department of Public Instruction

Some children throughout Portage County and the City of Stevens Point are also home-schooled. There are 173 children that are home-schooled, who would qualify for enrollment in the Stevens Point Area School District. This is equivalent to 2.4 percent of the current public school enrollment, as indicated in Table 2-12.

**Table 2-12**  
**Stevens Point Area School District Homeschooling**

School District	Number Home Schooled	Percent of District Enrollment
Stevens Point Area	173	2.4%

Source: Wisconsin Department of Public Instruction

Stevens Point Area School District average ACT scores are presented in Table 2-13. The Stevens Point Area School District average ACT scores are above Wisconsin averages in all categories.

**Table 2-13**  
**2014-2015 ACT Scores by School District**

	English	Math	Reading	Science	Writing	Composite
Stevens Point Area	21.9	22.8	23.4	22.9	22.9	22.9
Wisconsin Average	21.4	21.9	22.4	22.2	22.2	22.1

Source: Wisconsin Department of Public Instruction

Several adult education centers that offer higher education and continuing education classes and programs are located in Stevens Point, including most notable the University of Wisconsin-Stevens Point, and Mid-State Technical College.

The education facilities not only provide children and adults a place to learn, but also provide recreational opportunities with playgrounds, and a source of employment for many Portage County adults.



**Income**

Personal income is derived primarily from employment wages. An individual's occupation correlates to a particular wage scale which strongly influences their personal standard of living. A comparison of the occupations of those employed in the labor force helps to determine the economic impact of the employment opportunities available to area residents and the ability to increase their standard of living.

*Personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received*

*Per capita personal income is the amount of income each individual in that geographic unit would receive if all of the income were divided equally amongst the entire population*

As shown in Table 2-14, Stevens Point has a higher percentage of families earning less than \$25,000 and between \$35,000 and \$75,000 annually, compared to Portage County. However, Portage County has a much higher percentage of high wage earners. This may be due in part to a lack of high quality housing within the City, as these families then live elsewhere. The City of Stevens Point's median family income is nearly \$10,000 lower than Portage County's. Per capita income is nearly \$4,000 lower for the City of Stevens Point compared to Portage County.

**Table 2-14**  
**Family Income - 2010-2014**

Earnings	City of Stevens Point		Portage County	
	No.	Percent	No.	Percent
Less than \$10,000	203	4.0%	443	2.5%
\$10,000 to \$14,999	238	4.7%	542	3.1%
\$15,000 to \$24,999	377	7.4%	945	5.4%
\$25,000 to \$34,999	340	6.7%	1,279	7.3%
\$35,000 to \$49,999	965	19.0%	2,817	16.1%
\$50,000 to \$74,999	1285	25.3%	4,152	23.8%
\$75,000 to \$99,999	752	14.8%	3,166	18.1%
\$100,000 to \$149,999	663	13.0%	2,886	16.5%
\$150,000 or more	258	5.1%	1,224	7.0%
<b>TOTAL</b>	<b>5,081</b>	<b>100.0%</b>	<b>17,454</b>	<b>100.0%</b>
Median Family Income (dollars)		\$55,925		\$65,735
Per Capita Income (dollars)		\$21,320		\$25,462

Source: U.S. Census Bureau

Household median incomes in Stevens Point rose significantly from 1999 to 2014. However, Stevens Point's median household income has remained well below Portage County's and Wisconsin's. From 1999 to 2014, Stevens Point's median household income rose 21 percent, which was a larger increase than both Portage County's and Wisconsin's.

**Table 2-15**  
**Median Household Income - 1999 and 2010-2014**  
**Portage County**

Municipality	1999	2014	Change	
			Number	Percent
Stevens Point	\$33,178	\$40,081	\$6,903	20.8%



Portage County	\$43,487	\$50,837	\$7,350	16.9%
State of Wisconsin	\$43,791	\$52,738	\$8,947	20.4%

Source: U.S. Census

### Employment and Wages

Table 2-16 shows Stevens Point’s employment by industry sector. About 24 percent of Stevens Point’s employed population works in the Education, Health and Social Services industry. Another 17 percent are employed in the Arts, Entertainment, Recreation, Accommodation and Food Services industry. The other prominent industry is Retail Trade, which provides 15 percent of Stevens Point’s employment.



**Table 2-16**  
Stevens Point Employment by Industry - 2014

Employment by Industry	Number	Percent
Educational, health and social services	3,324	23.8%
Manufacturing	1,521	10.9%
Retail Trade	2,154	15.4%
Finance, insurance, real estate, rental & leasing	1,145	8.2%
Arts, entertainment, recreation, accommodation and food services	2,327	16.6%
Professional, scientific, management, administration and waste management services	776	5.5%
Other services, except public administration	584	4.2%
Transportation, warehousing and utilities	461	3.3%
Public Administration	295	2.1%
Wholesale Trade	301	2.2%
Construction	528	3.8%
Information	327	2.3%
Agriculture, forestry, fishing, hunting & mining	240	1.7%
Total Employment (16 years and over)	13,983	100.0%

Source: U.S. Census

Table 2-17, below, shows the occupations City of Stevens Point residents hold. Over 31 percent of Stevens Point residents are employed in management, business, and science and arts occupations. Another 26 percent of residents are employed in sales and office occupations.

**Table 2-17**  
Stevens Point Employment by Occupation

Occupation	Number	Percent
Management, business, science and arts	4,380	31.3%
Sales and Office	3,669	26.2%
Production, transportation and material moving	3,342	23.9%
Service	1,851	13.2%
Natural Resources, construction and maintenance	741	5.3%
Total Employment (16 years and over)	13,983	100.0%

Source: Wisconsin Department of Workforce Development



The average annual wage of \$67,066 in the Financial Activities industry, as shown in Table 2-18, is the highest in the County. County wages generally lag Wisconsin averages in most industries.

Table 2-18

Average Annual Wages by Industry

Industry	Portage County				State of Wisconsin 2015
	Year			Percent Change 2013-2015	
	2013	2014	2015		
Natural Resources	\$36,720	\$39,397	\$39,443	7.4%	\$36,580
Construction	\$40,162	\$42,240	\$44,795	11.5%	\$57,103
Manufacturing	\$43,655	\$44,683	\$45,170	3.5%	\$55,375
Trade, Transportation, Utilities	\$29,651	\$30,819	\$32,558	9.8%	\$38,662
Financial Activities	\$63,787	\$63,005	\$67,066	5.1%	\$65,241
Education & Health	\$42,861	\$45,087	\$47,175	10.1%	\$46,188
Information	\$34,842	suppressed	suppressed	N/A	\$66,378
Leisure and Hospitality	\$10,920	\$11,514	\$12,022	10.1%	\$16,555
Professional & Business Services	\$42,854	\$46,299	\$51,387	19.9%	\$55,146
Other Services	\$21,897	\$22,246	\$23,349	6.6%	\$27,243
Public Administration	\$37,200	\$36,824	\$36,885	-0.8%	\$45,670

Source: Wisconsin Department of Workforce Development

Table 2-19  
Portage County Prominent Industries

Industry Sub-Sector	Establishments Portage Co.	Average Employment			Average Monthly Wages			
		2015 Average Portage County Employees	5-Year Percent Change		2015		5-Year Percent Change	
			Portage County	WI	Portage County	WI	Portage County	WI
Educational Services	37	2,725	4.9%	-0.7%	\$3,805	\$3,846	4.7%	6.1%
Food Services and Drinking Places	180	2,953	16.8%	8.0%	\$959	\$1,124	8.5%	12.7%
Administrative and Support Services	72	752	-22.1%	5.5%	\$2,622	\$2,323	20.9%	11.6%
Nursing and Residential Care Facilities	21	758	Suppressed	2.4%	\$1,760	\$2,166	Suppressed	7.1%
Social Assistance	Suppressed	Suppressed	Suppressed	22.6%	Suppressed	\$1,724	Suppressed	0.7%
Management of Companies and Enterprises	16	338	-5.1%	23.0%	\$4,809	\$7,862	29.4%	11.8%
General Merchandise Stores	11	1,081	0.3%	-2.7%	\$1,505	\$1,704	0.4%	10.6%
Machinery Manufacturing	4	547	-2.8%	7.1%	\$3,462	\$5,184	5.2%	4.2%
Ambulatory Health Care Services	88	1,345	30.3%	5.4%	\$6,930	\$5,632	12.3%	7.8%
Professional, Scientific, and Technical Services	103	1,008	28.4%	8.7%	\$5,357	\$5,732	11.7%	14.1%

Source: Wisconsin Department of Workforce Development



Data is suppressed by the Bureau of Labor Statistics when necessary to protect the identity of confidential information, or cooperating employers.

### *Employment Projections*

The Wisconsin Department of Workforce Development (DWD) released a publication in 2013 that projects future employment. The long range projections cover the years to 2022. However, this data is only available on a regional basis. The region that Portage County is included in is considered the North Central Wisconsin Workforce Development Area (WDA).

The North Central Wisconsin WDA employment by industry projections are shown in Table 2-20. The industry in this region expected to have the highest growth rate is Administrative and Support and Waste Management and Remediation, with an expected increase of over 16 percent. Other industries projected to have high growth are Real Estate and Rental and Leasing (16.7 percent), and Arts, Entertainment and Recreation (15.4 percent).



Industry	2012 Estimated Employment	2022 Projected Employment	Change	
			Number	Percent
<b>Total, All Nonfarm Industries</b>	<b>3,051,328</b>	<b>3,269,173</b>	217,845	7.1%
<i>Goods Producing</i>	653,231	677,814	24,583	3.8%
Natural Resources and Mining / Construction	106,414	104,720	-1,694	-1.6%
Manufacturing	453,620	462,784	9,164	2.0%
<i>Services-Providing</i>	2,244,265	2,430,082	185,817	8.3%
Trade, Transportation, and Utilities	525,447	548,248	22,801	4.3%
Wholesale Trade	116,463	129,954	13,491	11.6%
Retail Trade	294,136	297,425	3,289	1.1%
Transportation and Warehousing	104,002	111,246	7,244	7.0%
Utilities	10,846	9,623	-1,223	-11.3%
Information	46,313	46,878	565	1.2%
Financial Activities	162,632	178,554	15,922	9.8%
Finance and Insurance	138,444	150,338	11,894	8.6%
Real Estate and Rental and Leasing	24,188	28,216	4,028	16.7%
Professional and Business Services	289,552	331,641	42,089	14.5%
Professional, Scientific, and Technical Services	98,059	109,606	11,547	11.8%
Management of Companies and Enterprises	52,742	60,030	7,288	13.8%
Administrative and Support and Waste Management and Remediation	138,751	162,005	23,254	16.8%
Education and Health Services (Including State and Local Government)	637,625	708,373	70,748	11.1%
Educational Services (Including State and Local Government)	262,606	277,724	15,118	5.8%
Nursing and Residential Care Facilities	78,478	85,796	7,318	9.3%
Leisure and Hospitality	255,858	279,500	23,642	9.2%
Arts, Entertainment, and Recreation	35,581	41,043	5,462	15.4%
Accommodation and Food Services	220,277	238,457	18,180	8.3%
Other Services (Except Government)	146,986	154,348	7,362	5.0%
Government	179,852	182,540	2,688	1.5%
<i>Self-Employed and Unpaid Family Workers</i>	153,832	161,277	7,445	4.8%

Source: Wisconsin Department of Workforce Development



Table 2-21 goes a step further and looks at the occupation employment projections for the Western Wisconsin WDA. The occupation expected to make the largest increase is Healthcare Practitioners and Technical Occupations (17.7 percent increase expected), followed closely by Life, Physical, and Social Science Occupations (15.9 percent growth expected) and Personal Care and Service Occupations (14.8 percent growth expected). This reflects the needs of an aging population. The one industry projected to retract is Farming, Fishing and Forestry occupations. It can also be seen in this table, that Office and Administrative Support, Food Preparation and Serving Related, and Sales Related Occupations have the most average annual openings. As seen, these are relatively low paying occupations that do not typically require a lot of training, so persons filling these positions tend to be very mobile when better opportunities present themselves.

### 2.3 Public Input

City Community Development staff conducted many meetings to gain feedback and input from citizens,

**Table 2-21**  
Occupation Employment Projections for Western Wisconsin Workforce Development Area - 2012 to 2022

Occupational Title	Estimated Employment				Estimated Average Annual Openings			Average Annual Salary
	2012	2022	Change	Percent Change	New Jobs	Replacements	Total	
Computer and Mathematical Occupations	322	368	46	14.3%	5	4	9	\$97,164
Healthcare Practitioners and Technical Occupations	12,779	15,036	2,257	17.7%	226	254	480	\$58,750
Healthcare Support Occupations	6,667	7,575	908	13.6%	91	127	218	\$27,739
Food Preparation and Serving Related Occupations	15,595	16,667	1,072	6.9%	109	576	685	\$18,507
Construction and Extraction Occupations	7,544	8,603	1,059	14.0%	106	125	231	\$42,972
Personal Care and Service Occupations	7,831	8,990	1,159	14.8%	116	128	244	\$21,536
Transportation and Material Moving Occupations	16,732	18,159	1,427	8.5%	152	352	504	\$32,390
Business and Financial Operations Occupations	8,007	8,568	561	7.0%	61	167	228	\$50,519
Installation, Maintenance, and Repair Occupations	8,349	8,737	388	4.6%	47	184	231	\$38,195
Building and Grounds Cleaning and Maintenance Occupations	6,057	6,856	799	13.2%	80	122	202	\$22,922
Community and Social Services Occupations	1,880	1,954	74	3.9%	8	44	52	\$44,283
Legal Occupations	792	887	95	12.0%	10	13	23	\$53,887
Office and Administrative Support Occupations	30,469	31,971	1,502	4.9%	191	711	902	\$29,930
Life, Physical, and Social Science Occupations	1,264	1,465	201	15.9%	21	40	61	\$47,098
Sales and Related Occupations	18,854	19,508	654	3.5%	78	592	670	\$22,627
Production Occupations	21,302	21,788	486	2.3%	118	421	539	\$32,731
Education, Training, and Library Occupations	3,994	4,169	175	4.4%	20	88	108	\$44,734
Management Occupations	8,273	8,874	368	4.4%	63	167	230	\$76,839
Arts, Design, Entertainment, Sports, and Media Occupations	2,211	2,348	137	6.2%	18	53	71	\$34,565
Protective Service Occupations	3,246	3,423	177	5.5%	18	94	112	\$37,978
Farming, Fishing, and Forestry Occupations	2,536	2,224	-312	-12.3%	0	48	48	\$23,063
Architecture and Engineering Occupations	2,309	2,409	100	4.3%	11	55	66	\$59,012
<b>Total, All Occupations</b>	<b>190,647</b>	<b>204,652</b>	<b>14,005</b>	<b>7.3%</b>	<b>1,594</b>	<b>4,424</b>	<b>6,018</b>	<b>\$32,649</b>

Source: Wisconsin Department of Workforce Development



businesses, and community organizations throughout the City. Hundreds of people who live, work, learn, and play in Stevens Point participated in the planning process between Fall 2014 and Spring 2016, making time to share their visions, hopes, and dreams for the next decade in the life of the City.

To foster a citizen-driven plan, City Staff engaged a range of strategies to meet the people of the City, learn from their unique perspectives and experiences, and use their knowledge to create the basis for the plan. Opportunities for learning and sharing included:

- Traditional Meetings with the public via the Plan Commission convened to guide and oversee the process.
- Neighborhood District Meetings with residents of each aldermanic district (11 total).
- Interviews, Presentations, and Focus Groups with stakeholders and community organizations. These groups included:
  - Association of Downtown Businesses
  - Eastside Business Association
  - Kiwanis Club of Stevens Point
  - Portage County Arts Alliance
  - Portage County Business Council
  - Rotary Club of Stevens Point
  - Stevens Point Area School District
  - Stevens Point Area Senior High Student Government
  - Stevens Point Noon Optimist Club
  - University of Wisconsin-Stevens Point



All of the meeting attendees and online submissions were asked questions about their views of Stevens Point – including assets, vulnerabilities, opportunities, threats, what their dream for Stevens Point is, the type of community they’d like to see created, changes they’d like to see, and what success will look like.

Respondents unilaterally saw the greatest **strength** of the City as its Natural Resources, Parks, Recreation Opportunities and Sustainability. Community characteristics and Arts, Culture, Institutions, and Schools also received very high regards from the community.



For the most part, the remaining questions and opinions throughout the survey revolved around Economic Development. Economic Development was seen as a **strength** due to the diverse set of industries in the City, as well as a **weakness** of the City because of low paying jobs, a lack of business and industry, and the condition of current housing stock. The other major weakness was Infrastructure, with primary concerns being bicycle and pedestrian connections and dangerous intersections. This impacts resident's daily lives, and their ability to travel safely throughout the City.

**Opportunities** revolved around Economic Development again, with emphasis on greater industrial development, downtown development, and infill and redevelopment opportunities throughout the community. However, **threats** include fringe development, the abundance of multi-family and lower-income housing, and the competition for area development, in particular from Plover. Highway 10 corridor changes are also a significant threat to Stevens Point. Many participants identified their **dream** community as being evidenced by strong economic growth with higher paying jobs, diverse housing opportunities, and quality infill and redevelopment.



The type of community most desired to be **created** was characterized by Community Relations and Characteristics. Specifically, being inviting for new businesses and residents, being able to retain college graduates, having a diverse culture, and being a safe and secure community are critical aspects of the future of Stevens Point. To realize this, the highest priority area of **change** was Economic Development, followed closely by Government, Ordinances and Enforcement. Attracting businesses and living-wage job creation, as well as targeted area redevelopment, including Downtown and Division Street, are key economic development areas participants wanted to see change. **Success** entails a diversified and vibrant economy with good wages, jobs, and quality housing.



## 2.4 Vision Statement

Throughout the public input process, several common themes were heard. These themes led to the creation of the following vision statement, with four Guiding Principles:

***“Actively engage community partners to cultivate distinct, identifiable “places” within the community to create a Livable, Connected, Resilient, and Sustainable city.”***

The Guiding Principles: Livable, Connected, Resilient, and Sustainable will be incorporated throughout the Plan to establish goals, objectives, and strategies that strive to achieve this vision.

### GUIDING PRINCIPLES

Guiding Principles describe the City’s aspirations on what is desirable for the community throughout the planning future. The creation of goals, objectives, and strategies/policies/programs within the Plan will follow the four Guiding Principles: Livable, Connected, Resilient, and Sustainable. The specifics of the four Guiding Principles are further clarified below:

#### Livable

This principle covers many aspects of achieving a desired community where one would choose to live. Specifically, Livable focuses on:

- **Quality of Life** attributes such as safe and well-maintained neighborhoods with convenient access to parks, recreational opportunities, the waterfront, community gathering places, quality schools, and nearby services.
- **Diverse and Affordable** neighborhoods that meet housing, recreational, and business needs for a variety of incomes, ages, and life styles.
- **Community Design and Aesthetics** that promote high quality and attractive site and building design, and the preservation of historic buildings and sites.

#### Connected

This principle covers a variety of factors that focus on not only the emotional connection that one would have with the community, as well as physical connections of infrastructure and technology. Specifically:

- **Sense of Community** through being connected and involved in the community, creating a sense of belonging through shared values.
- **Accessible** safe, well-maintained, and extensive systems of roads, bicycle routes, pedestrian paths, and transit corridors for all users that interconnect neighborhoods and connect to the region.
- **Technology** that is reliable, efficient, and complete systems for residents and businesses to be connected, informed, and involved.

#### Resilient

This principle focuses on the community’s capacity respond to, withstand, and recover from adverse situations, through the following:

- **Economic** policies that prepare the community to address income equality and economic diversification, as well as create a positive business environment.
- **Socio-Demographic** strategies that focus on bolstering educational attainment and income advancement.
- **Disaster** preparedness to mitigate or eliminate the negative impacts of natural or manmade disasters.



**Sustainable**

This principle focuses on the ability to undertake sustainable development, which meets the needs of the present without compromising the ability of future generations to meet their own needs. Specifically, Sustainable focuses on the following elements:

- **Environmental** natural systems and built structures that protect and enhance habitats, create a healthy environment, address climate change, and promote energy efficiency.
- **Economic** policies that promote a vibrant economy offering choices in living wage jobs, businesses, services, and entertainment throughout the community.
- **Social** services that fulfill the basic needs of all people without regard to income, age, race, gender, or ability.

These guiding principles will be carried throughout the other chapters and used to develop well-defined and targeted goals, objectives and policies.

