2.0 Issues and Opportunities

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 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.

### 2.3 Public Input

City Community Development staff conducted many meetings to gain feedback and input from citizens, 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. Since the public input sessions, WisDOT has indicated they are no longer considering the major project that had many local residents concerned. 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 issues participants wanted to see change. **Success** entails a diversified and vibrant economy with good wages, jobs, and quality housing.
2.4 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.

College students residing in Stevens Point are often counted in the population figures. The US Census and American Community Survey indicate a person staying or planning to stay at their current residence for two months or more are considered a resident of that address.

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

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.
Population Projections

Population projections are used to assess development prospects and community facility needs created by population growth. Small area population forecasts can be used to evaluate potential residential development, economic conditions, and the level of demand for public facilities and services. This estimate of future growth is also valuable information for establishing management techniques in order to provide for orderly growth and development.
Table 2-2
Population Projections - 2010 to 2040 - Portage County by Minor Civil Division

| Municipality      | Census Estimate Projection Change 2010-2040 | | |
|-------------------|---------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
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

<table>
<thead>
<tr>
<th>Unit of Government</th>
<th>Census</th>
<th>Census</th>
<th>Projections</th>
<th>Change 2010-2040</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2000</td>
<td>2010</td>
<td>2015</td>
<td>2020</td>
</tr>
<tr>
<td>Stevens Point</td>
<td>5,893</td>
<td>10,598</td>
<td>11,096</td>
<td>11,523</td>
</tr>
<tr>
<td>Portage County</td>
<td>25,040</td>
<td>27,814</td>
<td>28,868</td>
<td>29,817</td>
</tr>
</tbody>
</table>

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.

### Table 2-4
Housing Unit Projections - 2010 to 2040

<table>
<thead>
<tr>
<th>Municipality</th>
<th>2000</th>
<th>2010</th>
<th>Projections</th>
<th>Change 2010-2040</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>2015</td>
<td>2020</td>
</tr>
<tr>
<td>Stevens Point</td>
<td>11,220</td>
<td>11,260</td>
<td>11,640</td>
<td>12,060</td>
</tr>
</tbody>
</table>

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

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Under 5</td>
<td>1,236</td>
<td>5.0%</td>
<td>1,209</td>
<td>4.5%</td>
<td>-0.5%</td>
<td>3,964</td>
<td>5.9%</td>
<td>3,740</td>
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<tr>
<td>5 to 9</td>
<td>1,152</td>
<td>4.7%</td>
<td>959</td>
<td>3.6%</td>
<td>-1.1%</td>
<td>4,331</td>
<td>6.4%</td>
<td>3,694</td>
</tr>
<tr>
<td>10 to 19</td>
<td>4,265</td>
<td>17.4%</td>
<td>4,444</td>
<td>16.6%</td>
<td>-0.8%</td>
<td>11,181</td>
<td>16.6%</td>
<td>10,241</td>
</tr>
<tr>
<td>20 to 24</td>
<td>5,391</td>
<td>22.0%</td>
<td>5,762</td>
<td>21.5%</td>
<td>-0.4%</td>
<td>7,589</td>
<td>11.3%</td>
<td>8,336</td>
</tr>
<tr>
<td>25 to 34</td>
<td>3,096</td>
<td>12.6%</td>
<td>3,904</td>
<td>14.6%</td>
<td>2.0%</td>
<td>8,322</td>
<td>12.4%</td>
<td>8,363</td>
</tr>
<tr>
<td>35 to 44</td>
<td>2,743</td>
<td>11.2%</td>
<td>2,160</td>
<td>8.1%</td>
<td>-3.1%</td>
<td>10,261</td>
<td>15.3%</td>
<td>7,549</td>
</tr>
<tr>
<td>45 to 54</td>
<td>2,312</td>
<td>9.4%</td>
<td>2,880</td>
<td>10.8%</td>
<td>1.3%</td>
<td>8,945</td>
<td>13.3%</td>
<td>9,889</td>
</tr>
<tr>
<td>55 to 64</td>
<td>1,376</td>
<td>5.6%</td>
<td>2,437</td>
<td>9.1%</td>
<td>3.5%</td>
<td>5,235</td>
<td>7.8%</td>
<td>8,909</td>
</tr>
<tr>
<td>65 to 74</td>
<td>1,405</td>
<td>5.7%</td>
<td>1,558</td>
<td>5.8%</td>
<td>0.1%</td>
<td>3,791</td>
<td>5.6%</td>
<td>5,267</td>
</tr>
<tr>
<td>75 to 84</td>
<td>1,094</td>
<td>4.5%</td>
<td>924</td>
<td>3.5%</td>
<td>-1.0%</td>
<td>2,565</td>
<td>3.8%</td>
<td>3,014</td>
</tr>
<tr>
<td>85 and over</td>
<td>481</td>
<td>2.0%</td>
<td>541</td>
<td>2.0%</td>
<td>0.1%</td>
<td>998</td>
<td>1.5%</td>
<td>1,335</td>
</tr>
<tr>
<td>Under 18</td>
<td>4,478</td>
<td>18.2%</td>
<td>4,162</td>
<td>15.5%</td>
<td>-2.7%</td>
<td>16,177</td>
<td>24.1%</td>
<td>14,175</td>
</tr>
<tr>
<td>Over 65</td>
<td>2,980</td>
<td>12.1%</td>
<td>3,203</td>
<td>12.0%</td>
<td>-0.2%</td>
<td>7,354</td>
<td>10.9%</td>
<td>9,616</td>
</tr>
<tr>
<td>Total</td>
<td>24,551</td>
<td></td>
<td>26,778</td>
<td></td>
<td>2,227</td>
<td>67,182</td>
<td></td>
<td>70,337</td>
</tr>
<tr>
<td>Median Age</td>
<td>25.6</td>
<td></td>
<td>26.7</td>
<td></td>
<td>1.1</td>
<td>33</td>
<td></td>
<td>36.0</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>City of Stevens Point</th>
<th>2000</th>
<th>2010-2014 Est.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons Age 16 and over</td>
<td>20,604</td>
<td>23,016</td>
</tr>
<tr>
<td>In Labor Force</td>
<td>13,852</td>
<td>15,513</td>
</tr>
<tr>
<td>Percent in Labor Force</td>
<td>67.2%</td>
<td>67.4%</td>
</tr>
<tr>
<td>Employed</td>
<td>12,547</td>
<td>13,994</td>
</tr>
<tr>
<td>Unemployed</td>
<td>1,301</td>
<td>2,233</td>
</tr>
<tr>
<td>Percent Unemployed</td>
<td>6.3%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Percent Unemployed - June 2016</td>
<td>4.5%</td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th></th>
<th>Stevens Point</th>
<th>Portage County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car, truck, or van - drove alone</td>
<td>68.8%</td>
<td>72.0%</td>
</tr>
<tr>
<td>Car, truck, or van - carpooled</td>
<td>10.4%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>0.8%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Walked</td>
<td>12.0%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Other Means</td>
<td>4.3%</td>
<td>4.6%*</td>
</tr>
<tr>
<td>Worked at Home</td>
<td>3.8%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Mean Travel Time</td>
<td>14.9</td>
<td>16.3</td>
</tr>
</tbody>
</table>

Source: US Census and ACS
*Margin of Error of +/- 1.5%
**Margin of Error of +/- 0.6%
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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Stevens Point</td>
<td>8,862</td>
<td>65.0%</td>
<td>9,125</td>
<td>66.9%</td>
</tr>
<tr>
<td>Portage County*</td>
<td>10,533*</td>
<td>77.2%*</td>
<td>11,539*</td>
<td>84.6%*</td>
</tr>
<tr>
<td>Other Wisconsin County</td>
<td>1,657</td>
<td>12.1%</td>
<td>2,005</td>
<td>14.7%</td>
</tr>
<tr>
<td>Outside Wisconsin</td>
<td>96</td>
<td>0.7%</td>
<td>95</td>
<td>0.7%</td>
</tr>
<tr>
<td>TOTAL WORKERS 16+</td>
<td>12,286</td>
<td>100.0%</td>
<td>13,640</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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.

### 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.
Table 2-9
Education Level - Persons 25 years and over – Stevens Point and Portage County - 2000 and 2014

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>Percent</td>
<td>No.</td>
<td>Percent</td>
</tr>
<tr>
<td>Less than high school diploma</td>
<td>1,859</td>
<td>14.9%</td>
<td>922</td>
<td>6.4%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>3,972</td>
<td>31.8%</td>
<td>4,062</td>
<td>28.2%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>2,528</td>
<td>20.3%</td>
<td>3,241</td>
<td>22.5%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>864</td>
<td>6.9%</td>
<td>1,253</td>
<td>8.7%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>2,155</td>
<td>17.3%</td>
<td>3,068</td>
<td>21.3%</td>
</tr>
<tr>
<td>Graduate or Professional Degree</td>
<td>1,104</td>
<td>8.8%</td>
<td>1,873</td>
<td>13.0%</td>
</tr>
<tr>
<td>High School Graduate or higher</td>
<td>10,623</td>
<td>85.1%</td>
<td>13,482</td>
<td>93.6%</td>
</tr>
<tr>
<td>Bachelor's Degree or higher</td>
<td>3,259</td>
<td>26.1%</td>
<td>4,926</td>
<td>34.2%</td>
</tr>
</tbody>
</table>

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. The 2005-2006 enrollment for the District was 7,253.

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

<table>
<thead>
<tr>
<th>District</th>
<th>State Rank in Size (District)</th>
<th>County Name</th>
<th>Type</th>
<th>School</th>
<th>Grades</th>
<th>2015-2016 Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevens Point Area</td>
<td>17 (out of 449)</td>
<td>Portage Elementary</td>
<td>Bannach Elementary</td>
<td>PK</td>
<td>6</td>
<td>422</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>Jefferson Elementary</td>
<td>KG</td>
<td>6</td>
<td>249</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>Kennedy Elementary</td>
<td>KG</td>
<td>6</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>Madison Elementary</td>
<td>KG</td>
<td>6</td>
<td>399</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>Mc Dill Elementary</td>
<td>KG</td>
<td>6</td>
<td>395</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>McKinley Center</td>
<td>KG</td>
<td>6</td>
<td>470</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>Plover-Whiting Elementary</td>
<td>KG</td>
<td>6</td>
<td>443</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Elementary</td>
<td>Roosevelt Elementary</td>
<td>KG</td>
<td>6</td>
<td>468</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Junior High</td>
<td>Washington Elementary</td>
<td>KG</td>
<td>6</td>
<td>427</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Junior High</td>
<td>Ben Franklin</td>
<td>7</td>
<td>9</td>
<td>811</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Junior High</td>
<td>P.J. Jacobs</td>
<td>7</td>
<td>9</td>
<td>677</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Junior High</td>
<td>Point of Discovery School</td>
<td>6</td>
<td>7</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Senior High</td>
<td>Charles F. Fernandez Center</td>
<td>10</td>
<td>12</td>
<td>72</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Senior High</td>
<td>SPASH</td>
<td>10</td>
<td>12</td>
<td>1519</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Portage Other</td>
<td>Other</td>
<td>N/A</td>
<td>N/A</td>
<td>608</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL</td>
<td></td>
<td></td>
<td>7,231</td>
<td></td>
</tr>
</tbody>
</table>
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. In 2005, private school enrollment within the District was 1,241.

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

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

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. In 2007, there were 203 students within the District homeschooled.

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

<table>
<thead>
<tr>
<th>School District</th>
<th>Number Home Schooled</th>
<th>Percent of District Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevens Point Area</td>
<td>173</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>English</th>
<th>Math</th>
<th>Reading</th>
<th>Science</th>
<th>Writing</th>
<th>Composite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevens Point Area</td>
<td>21.9</td>
<td>22.8</td>
<td>23.4</td>
<td>22.9</td>
<td>22.9</td>
<td>22.9</td>
</tr>
<tr>
<td>Wisconsin Average</td>
<td>21.4</td>
<td>21.9</td>
<td>22.4</td>
<td>22.2</td>
<td>22.2</td>
<td>22.1</td>
</tr>
</tbody>
</table>

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.

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 end 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>
<thead>
<tr>
<th>Earnings</th>
<th>City of Stevens Point</th>
<th>Portage County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>203</td>
<td>443</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>238</td>
<td>542</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>377</td>
<td>945</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>340</td>
<td>1,279</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>965</td>
<td>2,817</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>1,285</td>
<td>4,152</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>752</td>
<td>3,166</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>663</td>
<td>2,886</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>258</td>
<td>1,224</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,081</td>
<td>17,454</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Municipality</th>
<th>1999</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td></td>
</tr>
<tr>
<td>Stevens Point</td>
<td>$33,178</td>
<td>$40,081</td>
<td>$6,903 20.8%</td>
</tr>
<tr>
<td>Portage County</td>
<td>$43,487</td>
<td>$50,837</td>
<td>$7,350 16.9%</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>$43,791</td>
<td>$52,738</td>
<td>$8,947 20.4%</td>
</tr>
</tbody>
</table>

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**

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

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

Source: Wisconsin Department of Workforce Development

Prominent industries throughout Portage County include overwhelmingly Food Services and Drinking Places. Unfortunately, this industry is also the lowest paying. Ambulatory Health Care Services, a relatively well-paying industry, was the fastest growing industry from 2010-2015 within Portage County in terms of employees.

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

Source: Wisconsin Department of Workforce Development
The average annual wage of $67,066 in the Financial Activities industry, as shown in Table 2-19, is the highest in the County. County wages generally lag Wisconsin averages in most industries.

Data is suppressed by the Bureau of Labor Statistics when necessary to protect the identity, or identifiable 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). This includes Portage, Wood, Marathon, Lincoln, Langlade, Oneida, Forest and Vilas Counties.

The North Central Wisconsin WDA employment by industry projections are shown in Table 2-20. The two industries in this region expected to have the highest growth rate are Construction and Professional/Business Services, with an expected increase of over 18 percent. The other industry projected to have high growth is Education and Health Services (14.1%).
<table>
<thead>
<tr>
<th>Industry</th>
<th>2012 Estimated Employment</th>
<th>2022 Projected Employment</th>
<th>Change Number</th>
<th>Change Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, All Nonfarm Industries</td>
<td>190,647</td>
<td>204,652</td>
<td>14,005</td>
<td>7.4%</td>
</tr>
<tr>
<td>Goods Producing</td>
<td>39,651</td>
<td>40,926</td>
<td>1,275</td>
<td>3.2%</td>
</tr>
<tr>
<td>Natural Resources and Mining</td>
<td>2,907</td>
<td>2,657</td>
<td>-250</td>
<td>-8.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>5,925</td>
<td>7,006</td>
<td>1,081</td>
<td>18.2%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>30,819</td>
<td>31,263</td>
<td>444</td>
<td>1.4%</td>
</tr>
<tr>
<td>Services-Providing</td>
<td>140,566</td>
<td>153,142</td>
<td>12,576</td>
<td>9.0%</td>
</tr>
<tr>
<td>Trade, Transportation, and Utilities</td>
<td>43,393</td>
<td>45,964</td>
<td>2,571</td>
<td>5.9%</td>
</tr>
<tr>
<td>Information</td>
<td>2,232</td>
<td>2,370</td>
<td>138</td>
<td>6.2%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>12,315</td>
<td>13,176</td>
<td>861</td>
<td>7.0%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>9,860</td>
<td>11,654</td>
<td>1,794</td>
<td>18.2%</td>
</tr>
<tr>
<td>Education and Health Services</td>
<td>35,891</td>
<td>40,945</td>
<td>5,054</td>
<td>14.1%</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>18,269</td>
<td>19,693</td>
<td>1,424</td>
<td>7.8%</td>
</tr>
<tr>
<td>Other Services (except Government)</td>
<td>6,122</td>
<td>6,447</td>
<td>325</td>
<td>5.3%</td>
</tr>
<tr>
<td>Government, excluding Post Office, Education and Hospitals</td>
<td>12,484</td>
<td>12,893</td>
<td>409</td>
<td>3.3%</td>
</tr>
<tr>
<td>Self-Employed and Unpaid Family Workers</td>
<td>10,430</td>
<td>10,584</td>
<td>154</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development
Table 2-21 goes a step further and looks at the occupation employment projections for the North Central 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.

Table 2-21

<table>
<thead>
<tr>
<th>Occupational Title</th>
<th>Estimated Employment</th>
<th>Estimated Average Annual Openings</th>
<th>New Jobs</th>
<th>Replacements</th>
<th>Total</th>
<th>Average Annual Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012</strong></td>
<td><strong>2022</strong></td>
<td><strong>Change</strong></td>
<td><strong>Percent Change</strong></td>
<td><strong>New Jobs</strong></td>
<td><strong>Replacements</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>Computer and Mathematical Occupations</td>
<td>3,956</td>
<td>4,441</td>
<td>485</td>
<td>12.3%</td>
<td>50</td>
<td>64</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical Occupations</td>
<td>12,779</td>
<td>15,036</td>
<td>2,257</td>
<td>17.7%</td>
<td>226</td>
<td>254</td>
</tr>
<tr>
<td>Healthcare Support Occupations</td>
<td>6,667</td>
<td>7,575</td>
<td>908</td>
<td>13.6%</td>
<td>91</td>
<td>127</td>
</tr>
<tr>
<td>Food Preparation and Serving Related Occupations</td>
<td>15,595</td>
<td>16,667</td>
<td>1,072</td>
<td>6.9%</td>
<td>109</td>
<td>576</td>
</tr>
<tr>
<td>Construction and Extraction Occupations</td>
<td>7,544</td>
<td>8,603</td>
<td>1,059</td>
<td>14.0%</td>
<td>106</td>
<td>125</td>
</tr>
<tr>
<td>Personal Care and Service Occupations</td>
<td>7,831</td>
<td>8,990</td>
<td>1,159</td>
<td>14.8%</td>
<td>116</td>
<td>128</td>
</tr>
<tr>
<td>Transportation and Material Moving Occupations</td>
<td>16,732</td>
<td>18,159</td>
<td>1,427</td>
<td>8.5%</td>
<td>152</td>
<td>352</td>
</tr>
<tr>
<td>Business and Financial Operations Occupinations</td>
<td>8,007</td>
<td>8,568</td>
<td>561</td>
<td>7.0%</td>
<td>61</td>
<td>167</td>
</tr>
<tr>
<td>Installation, Maintenance, and Repair Occupations</td>
<td>8,349</td>
<td>8,737</td>
<td>388</td>
<td>4.6%</td>
<td>47</td>
<td>184</td>
</tr>
<tr>
<td>Building and Grounds Cleaning and Maintenance Occupations</td>
<td>6,057</td>
<td>6,856</td>
<td>799</td>
<td>13.2%</td>
<td>80</td>
<td>122</td>
</tr>
<tr>
<td>Community and Social Services Occupations</td>
<td>1,880</td>
<td>1,954</td>
<td>74</td>
<td>3.9%</td>
<td>8</td>
<td>44</td>
</tr>
<tr>
<td>Legal Occupations</td>
<td>792</td>
<td>887</td>
<td>95</td>
<td>12.0%</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Office and Administrative Support Occupinations</td>
<td>30,469</td>
<td>31,971</td>
<td>1,502</td>
<td>4.9%</td>
<td>191</td>
<td>711</td>
</tr>
<tr>
<td>Life, Physical, and Social Science Occupinations</td>
<td>1,264</td>
<td>1,465</td>
<td>201</td>
<td>15.9%</td>
<td>21</td>
<td>40</td>
</tr>
<tr>
<td>Sales and Related Occupations</td>
<td>18,854</td>
<td>19,508</td>
<td>654</td>
<td>3.5%</td>
<td>78</td>
<td>592</td>
</tr>
<tr>
<td>Production Occupations</td>
<td>21,302</td>
<td>21,788</td>
<td>486</td>
<td>2.3%</td>
<td>118</td>
<td>421</td>
</tr>
<tr>
<td>Education, Training, and Library Occupinations</td>
<td>3,994</td>
<td>4,169</td>
<td>175</td>
<td>4.4%</td>
<td>20</td>
<td>88</td>
</tr>
<tr>
<td>Management Occupations</td>
<td>8,273</td>
<td>8,874</td>
<td>607</td>
<td>7.3%</td>
<td>63</td>
<td>167</td>
</tr>
<tr>
<td>Arts, Design, Entertainment, Sports, and Media Occupations</td>
<td>2,211</td>
<td>2,348</td>
<td>137</td>
<td>6.2%</td>
<td>18</td>
<td>53</td>
</tr>
<tr>
<td>Protective Service Occupations</td>
<td>3,246</td>
<td>3,423</td>
<td>177</td>
<td>5.5%</td>
<td>18</td>
<td>94</td>
</tr>
<tr>
<td>Farming, Fishing, and Forestry Occupinations</td>
<td>2,536</td>
<td>2,224</td>
<td>-312</td>
<td>-12.3%</td>
<td>0</td>
<td>48</td>
</tr>
<tr>
<td>Architecture and Engineering Occupations</td>
<td>2,309</td>
<td>2,409</td>
<td>100</td>
<td>4.3%</td>
<td>11</td>
<td>55</td>
</tr>
<tr>
<td><strong>Total, All Occupations</strong></td>
<td>190,647</td>
<td>204,652</td>
<td>14,005</td>
<td>7.3%</td>
<td>1,594</td>
<td>4,424</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Workforce Development
Table 2-22 looks at the City’s Race and Ethnicity. Since 2000, the City has gotten more racially and ethnically diverse. This often creates positive impacts throughout the community with a wider range of goods and services being provided, as well as a challenge in meeting the needs of all communities, and doing so with increasing barriers to communication and increasing needs.

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>Percent</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>22,718</td>
<td>92.5%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>115</td>
<td>0.5%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>112</td>
<td>0.5%</td>
</tr>
<tr>
<td>Asian</td>
<td>1,174</td>
<td>4.8%</td>
</tr>
<tr>
<td>Native Hawaiian and Other Pacific Islander</td>
<td>23</td>
<td>0.1%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>118</td>
<td>0.5%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>291</td>
<td>1.2%</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>395</td>
<td>1.6%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>24,156</td>
<td>98.4%</td>
</tr>
</tbody>
</table>

Table 2-22
Stevens Point Race and Ethnicity
4.0 Transportation

4.1 Introduction

Transportation planning can be used as a tool to help guide and accommodate the growth a community envisions. Like the other elements in this Plan, transportation is interconnected, especially with land use. Transportation decisions such as construction of new roadways or upgrading existing roads can impact accessibility, land values, and land use development.

The City of Stevens Point’s transportation system is largely focused on vehicular travel. However, there are options available for alternative transportation methods, such as walking and bicycling. Mass transit, private and light freight aviation, and freight rail access is also available in the City.

4.2 Background Data/Existing Conditions

Highways

Roads can be generally classified into three categories – arterials, collectors, and local roads. Road classification is determined by the type of service it provides. Typically arterials provide the least amount of access and highest level of mobility, while local streets provide the most access and lowest level of mobility. Collector roads provide a combination of access and mobility.

Stevens Point is served by approximately 315 miles of roads under county and local jurisdiction. There are also several miles of roads under state and federal jurisdiction. Stevens Point is served by several major highway facilities, including Interstate 39, US Highway 10, Business Highway 51, and State Highway 66. I-39 and US Highway 10 are classified as Backbone routes in the Wisconsin Department of Transportation’s (WisDOT) Corridors 2020 Plan. The backbone system is a collection of multilane highways, including the interstate system and much of the state trunk highway system that serve as longer, inter-regional trips within and beyond the State of Wisconsin.

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Gross Road Miles</th>
<th>County Miles</th>
<th>Municipal Miles</th>
<th>County Jurisdiction</th>
<th>Municipal Jurisdiction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Arterial</td>
<td>Collector</td>
</tr>
<tr>
<td>Stevens Point</td>
<td>315.87</td>
<td>12.71</td>
<td>282.71</td>
<td>10.47</td>
<td>2.24</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Transportation

Figure 4-1 illustrates the location of arterial and collector routes throughout the City. Wisconsin Department of Transportation traffic counts from 2011-2014 have generally decreased in the downtown areas, and increased around the I-39 access points. As new data continues to become available from WisDOT, we project figures to
increase slightly around the downtown area with the new Mid-State Technical College campus area and other downtown business investments. (Figure 4-2).
Figure 4-1
Roadway Functional Classification Map

Source: Wisconsin Department of Transportation
Figure 4-2
2014 ADT and Historical Annual Growth

Source: Wisconsin Department of Transportation
Figure 4-3
Crashes 2014 - 2015

Source: Wisconsin Department of Transportation
Figure 4-3 shows crashes throughout the City from 2014 and 2015. Areas with high volumes of accidents should be considered for safety improvements. There is a high degree of correlation between the heaviest traveled routes and the most frequent accidents. There are also several incidents in the downtown area.

4.2.1 **Transit**

**Bus**

Stevens Point Transit provides fixed route city bus service throughout Stevens Point, Whiting and into Plover. There are also dedicated campus routes that operate when UW-Stevens Point classes are in session. All busses are equipped with bike racks to accommodate multi-modal transit trips, and UW-Stevens Point student fees allow students to ride the bus service.

Point Plus paratransit service is a specialized door-to-door service available to Stevens Point and Whiting residents with significant mobility challenges.

The City completed a transit system study in 2009 that developed a five-year plan for recommended improvements, which for the most part revolved around routes and operations.

4.2.2 **Bridges**

There are a total of twelve (12) bridges in Stevens Point. Of these bridges, four (4) are owned by the State of Wisconsin, two (2) are owned by the County, two (2) are owned by the railroad, and four (4) are owned by the City, including Zinda Drive over Rocky Run Creek, STH 66/Clark Street over the Wisconsin River, Patch Street, and one over the railroad near Hoover Avenue.

*Source: City of Stevens Point- 2016*
State and local bridges are inspected at least once every two years. WisDOT is responsible for all inspections of bridges along the state highway system. Municipalities complete the inspections for bridges along the local roadway. The City has historically partnered with Portage County for these inspections.

There are no bridges in Stevens Point that have been identified as structurally deficient or functionally obsolete.

4.2.3 Bicycle Facilities

The City of Stevens Point is fast-becoming known as a biking community. In 2013, the City was awarded a Bronze Level as a Bike Friendly Community by the League of American Bicyclists. In 2016, this award was re-issued to the City. There are a total of 17 communities in Wisconsin to be classified as a “Bike-Friendly” Community.

The City also works closely with the Bike Federation of Wisconsin. This group is the largest statewide bicycle organization and they work with people statewide to make bicycling convenient, safe, accessible and fun. This group provides various public education pieces that are used in presentations and bicycling promotions.

Bicycle routes throughout the City of Stevens Point connect into regional, statewide and national trail systems. The City is actively working to improve these connections further with increased shared-land markings, and by working with Portage County in completing a Bicycle and Pedestrian Plan for making future improvements to the non-motorized transportation infrastructure throughout the region.
The Green Circle Trail is a 27-mile nature trail developed through the cooperation of Portage County, Stevens Point, and other local governments. This system also connects into another 45 miles of additional trails regionally.

Many local streets have been constructed wide enough to also accommodate bicyclists. The City is continuing to develop roads that can accommodate bicycles. These have also been mapped as bicycle-friendly routes and designated bike routes. The City received a WisDOT Transportation Alternatives Program grant of nearly $500,000 in 2016 to create over 13 miles of marked and signed bicycle lanes, urban shoulders, and shared land markings on existing collected and arterial streets.

Photo Credit: KT Elements
4.2.4 Pedestrian Facilities

Some of the areas in the City lack complete sidewalk networks, but for the most part, the major residential and commercial areas are connected. Sidewalks are very prevalent throughout the community in residential and commercial areas to accommodate pedestrian movements. However, there is a lack of integrated land uses that allow for walkable multi-purpose trips.

The City should continue to install sidewalks in new and existing developments to create a connected sidewalk system.

Portage County and the Stevens Point Area School District have worked together on writing and implementing a Safe Routes to School (SRTS) Plan. Walking and biking audits have been completed, and recommendations are being implemented. The City also participated in the development of the Portage County Bicycle and Pedestrian Plan, which is discussed later in this chapter.

4.2.5 Railroads

Canadian National Railroad (CN) operates a mainline through Portage County that runs east/west through the City of Stevens Point. This stretch of rail is an important connection between Canada and Chicago, and beyond. The City currently sees dozens of trains per day. There is also a significant north-south spur track that travels south of Patch Street and parallels Minnesota Avenue. This is a key component to the City’s overall economic development, and ensuring the status of the line continues to be operational, while balancing land uses surrounding the rail lines is an important factor to long term growth direction. The East Park Commerce Center, over 700 acres of marketable land has the potential for direct access to CN’s main Railroad, which adds to the marketability of this site for possible rail users.

4.2.6 Air Transportation

Private air passenger service and light freight service is available at the Stevens Point Municipal Airport/Mattson Field. The airport has two asphalt runways and generally sees an average of over 100 aircraft operations per day.

In the five-year Wisconsin Airport Program (2016-2021) the Stevens Point Municipal Airport is projected to receive $8 million of improvements, including hangar, runway and terminal improvements, as well as security fencing and land acquisition.
The City adopted an Airport Overlay Zoning District that encompasses area surrounding the airport. Restrictions include industries creating dust or steam, tall objects, nighttime light pollution, noise sensitive environments, wildlife hazards and plantings that attract certain wildlife, and large concentrations of people in potentially hazardous areas. Development within these airport overlay zones may require additional permits and approvals.

4.2.7 Trucking

According to the WisDOT Wisconsin Long Truck Operator’s Map, created in December 2014, Interstate 39, US 10, and STH 66 are designated long truck routes. These are routes that are safe to operate vehicles and combinations of vehicles with overall lengths that cannot be limited. Locally, designated truck routes include all major highways, as well as several local streets (see map).
4.2.8 Water Transportation

Boat traffic, including canoeing and kayaking, is found on the Wisconsin River, McDill Pond, the Plover River, and other area rivers and streams. The Stevens Point Area Trail Guide shows several identified paddling routes that area rated based on experience levels.
4.2.9 Trails
There are over 300 miles of snowmobile and many other trail activities located throughout Stevens Point, including snowshoeing, cross-country skiing, winter hiking, fat-tire biking and ice skating. Many of these activities take place at places including the Schmeeckle Reserve, Iverson Park, and Erickson Natural Area/Kozcizkowski Park.

4.2.10 Parking
The City and University performed a vehicle and bicycle parking study in 2015 that developed several recommendations for downtown improvements. These recommendations included revised parking restrictions, bicycle infrastructure improvements, new wayfinding signage, metering changes and a possible long-term parking ramps in the downtown. Recommendations at UW-Stevens Point include a permit system, bicycle infrastructure, metering and a possible long-term parking structure.

4.3 Relationship to State and Regional Transportation Plans
Several state, regional and county organizations and agencies have developed plans and programs for the management and systematic update of transportation facilities in the area. Based on a review of these plans and programs, no land use conflicts or policy differences were identified.

4.3.1 Wisconsin State Airport System Plan 2030
Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2030 provides a framework for the preservation and enhancement of a system of public-use airports to meet current and future aviation needs of the State of Wisconsin. Wisconsin also has a five-year airport improvement program. The Stevens Point Municipal Airport/Mattson Field is scheduled to receive approximately $8 million of improvements from 2016 to 2021. The local airport is projected to increase general aviation and air taxi operations slightly (seven (7) percent) through 2030.

4.3.2 Wisconsin Statewide Pedestrian Policy Plan 2020
WisDOT developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan is one of several plans recommended in Translinks 21, WisDOT’s comprehensive transportation plan released in 1994.

The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT’s efforts ensure that this plan complements both existing and future long-range transportation plans.

4.3.3 Wisconsin Bicycle Transportation Plan 2020
WisDOT encourages planning for bicyclists at the local level and is responsible for developing long-range, statewide bicycle plans. Guidelines for accommodating travel by bicycles when roadways are reconstructed, or new roads are built, are available and their use is encouraged.

The development of WisDOT’s statewide long-range bicycle plan, Wisconsin Bicycle Transportation Plan 2020, involved many people, including an advisory committee. This bicycle planning document is intended to help both communities and individuals in developing bicycle-friendly facilities throughout Wisconsin.
4.3.4 Wisconsin Rail Plan 2030
Wisconsin Rail Plan 2030 identifies rail issues statewide and is meant to serve as a guide for decision-makers through 2030, with updates occurring every five-years.

The CN route travelling through Stevens Point is the second freight rail line in the state, transporting between 40 and 60 million tons of freight per year. Statewide, there is a projection that freight rail commodities will grow by over 16 percent by 2030. Trains on this route carry a variety of goods, including intermodal shipments from western Canadian ports to the Chicago area.

Specific projects noted in the 2030 plan include infrastructure improvements that include adding additional round trips on the Empire Builder corridor between Chicago and Minneapolis/St. Paul. Stevens Point and Wausau is connected via the Amtrak Thruway Intercity Bus Service.

4.3.5 Midwest Regional Rail Initiative
Nine Midwestern states, including Wisconsin, are working with Amtrak and the Federal Railroad Administration on proposals for high-speed passenger rail service. The plan, published in 2004, is intended to develop and improve the 3,000-mile Midwest Regional Rail System. Long-term, the Stevens Point area would be on a feeder bus line to connect in the Appleton area to 110 mile per hour trains from Minneapolis/St. Paul to Chicago and other routes among the Midwest for passenger travel.

4.3.6 Connections 2030
WisDOT developed a long-range transportation plan for the state, called Connections 2030. This plan addresses all forms of transportation: highways, local roads, air, water, rail, bicycle, pedestrian and transit. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects.

Several corridors include the Stevens Point area, including the Marshfield/Rapids Connection (Stevens Point to Abbotsford), Wisconsin River (Madison to Ironwood, Michigan), and the Wolf/Waupaca Rivers (Stevens Point to Fox Cities) are identified.

Plans in these corridors generally include intercity bus and rail connections, expanded Stevens Point transit services and increased bicycle accommodations.

4.3.7 Wisconsin DOT: Six Year Highway Improvement Program
This plan identifies all construction projects scheduled for Wisconsin roads for the next six years. The projects change frequently, and updates are made monthly. Several highway improvements are scheduled in or near Stevens Point, including:

- US 10 – Stevens Point – Waupaca - reconditioning;
- I-39 – Resurfacing, interchange improvements, bridges, and concrete overlays;
- Main Street bridge reconstruction;
- STH 49 – mill and overlay; and
- Stanley Street St Highway 66/I-39 interchange improvements.
4.3.8 Portage County Bicycle and Pedestrian Plan

This plan took an in-depth look at bicycle and pedestrian improvements throughout Portage County. Distinctions are made throughout the document and maps of improvements proposed for the urban areas, versus rural areas. Recommended sidewalk linkages, as well as bicycle improvements and connectivity projects are identified in the plan and maps. The City recently received a WisDOT Transportation Alternatives Program (TAP) Grant to help implement local projects that were identified through this Plan. A local Bicycle and Pedestrian Committee has also recently been created to continue giving this topic increased attention.

4.4 Assessment of Future Needs

Introduction

Properly assessing future needs requires not only an understanding of existing conditions and critical issues, but also an appreciation of broader transportation trends. This section of the report highlights key trends impacting transportation planning, followed by a discussion of sustainability, livability, connectedness, and resiliency. It concludes with a description of local transportation issues which are seen as priorities by the community.

Key Trends

Recent trends suggest a growing shift in the way people and goods move around cities and regions, with an evolution away from single occupancy vehicular travel toward a more multi-modal future, where biking, walking, and public transportation systems play a greater role. These trends are linked to shifts in consumer preferences, as well as advances in technology, both of which are discussed below.

Electric vehicles are becoming increasingly more popular on roadways. The City has at least four electric vehicle charging sites and local fueling stations. There is also a Tesla charging station approximately six miles east of the City at the Midwest Renewable Energy Association. These stations allow cars to be recharged in 20-40 minutes and allow owners to travel for free between major cities with these charging stations.

Biking, Walking, and Public Transportation

Increased accommodations have been made for bikes and pedestrians in recent years. Good design and a commitment from the municipalities are essential ingredients to creating a robust network. Studies show that the younger generations are content not owning a personal vehicle and actually prefer to live in a location where they are able to walk, bike and utilize public transportation for many of their daily needs. A 2013 study by the American Public Transportation System\(^1\) found that millennials value public transportation because of their ability to pay-per-use (58 percent), protecting the environment (50 percent), the ability to socialize online (44 percent), and creating community (44 percent).

\(^1\) http://www.apta.com/mediacenter/pressreleases/2013/Pages/131001_Millennials.aspx
**Autonomous Vehicles**

Driverless vehicles are a “futuristic” approach to driving that is actually already being implemented in specific locations throughout the United States. Estimates vary greatly as to when this technology will actually be widespread and available; ranging from 5 – 20 years. Companies like Google, Tesla, and Uber are actively creating their versions of autonomous vehicles. Some of the pros and cons to this technology include:

**PROS:** fewer serious accidents, traffic flow.

**CONS:** increase in vehicles, privacy and convenience, people may commute longer distances.

**Bus Priority Signalization**

This technology, which is being utilized in urbanized areas, allows buses priority movement through signalized intersections. As the bus approaches the intersection, the signals change to green. The Queue Jump provides a green signal to the bus 2-4 seconds before the cars.
TSMO (Transportation Systems Management and Operations)
TSMO refers to the roadway technology found on many state and U.S. highways. Incident management, traffic signal timing, ramp metering, and road weather management are some of the methods used today.

ITS (Intelligent Transportation Systems) enables various users to be better informed and make safer, more coordinated, and 'smarter' use of transport networks. Bluetooth technology is being used as a means of collecting traffic data to help determine origin and destination of vehicles.
Transportation Demand Management (TDM) and Shared Ride Services

Many companies are now offering flexible work hours to their employees. This not only helps the employee with their work/life balance but also greatly reduces the traffic volume during peak hour drive times. Companies are also providing incentives for utilizing transportation modes other than the single occupant vehicle. Some of these incentives include: free or reduced bus passes, preferred indoor bike parking, bike fix-it stations, carpooling parking, etc. Numerous options are now available for vehicles-on-demand or shared ride services.

Guiding Principles

LIVABILITY

From a transportation focus, Livability in many respects means taking measures to ensure that residents have attractively designed multimodal infrastructure that accommodates a range of lifestyles, including non-motorized and transit-oriented designs. Having attractive, safe and efficient transportation options to get to and through the community is a key component of maintaining a Livable community.

Pedestrian and Transit Oriented Design (Urban Land Institute; Revised ed. edition (February 15, 2013))

This publication identifies a checklist of ten essential urban planning and design features which are seen as necessary in order to support walkable, transit oriented communities. All of the requirements are directly or indirectly tied to transportation infrastructure.

1. Medium to high densities
2. Fine grained mix of land uses
3. Short to medium length blocks
4. Transit routes every half mile or closer
5. Two to four lane streets (with rare exceptions)
6. Continuous sidewalks appropriately scaled
7. Safe crossings
8. Appropriate buffering from traffic
9. Street oriented buildings
10. Comfortable and safe places to wait

CONNECTED

Few planning elements will impact how connected a community is more than transportation. Having a designed, accessible and maintained transportation network – both motorized and non-motorized – is an important component to maintain economic vibrancy, attractive neighborhoods, and creating steady market-demand throughout the community. One of the aspects of community connectedness that can use improvement includes the City and region’s non-motorized trail network. While the networks have been widely considered community
assets, the primary improvements identified include making and creating better connections to destinations throughout the community, as well as regional connections.

**Resilient**

Transportation is a critical component of sustainability and resiliency. The transportation system, while providing significant quality of life benefits such as access to work, recreation, health care, education, and leisure time activities, has also had tremendous negative impacts on communities as well. According to the Transportation Research Board, these impacts\(^2\) include but are not limited to:

- Congestion
- Fatalities
- Housing segregation
- Greenhouse gas emissions
- Air and water pollution
- Damage to ecosystems

**Sustainable**

The City of Stevens Point has a long history of demonstrated leadership when it comes to promoting active and sustainable transportation systems. Key features of the City's transportation system include the establishment of the Green Circle Trail, an extensive bike lane system, and a public transit system. In 2016 the City was awarded a Bronze Level by the League of American Bicyclists. The award process is based on bicycling amenities throughout the community, as well as public outreach, connections to public transportation, safety, and biking events and groups throughout the community. Shifting consumer preferences and technology advances will require new approaches to transportation planning and investment. Using the concepts and guiding principles of sustainability and resiliency, progressive communities such as Stevens Point are positioning themselves for future success by reframing the role of transportation infrastructure beyond its historical focus of meeting the needs of personal vehicles.

The Path to a Sustainable Stevens Point, published June 1, 2008, serves as the official report of the Eco-Municipality Task Force. The report was developed using The Natural Step (TNS) framework, which is based upon the following four sustainability principles. In a sustainable society, nature is not subject to systematically increasing:

1. Concentrations of substances from the earth's crust (such as fossil CO2 and heavy metals);
2. Concentrations of substances produced by society (such as antibiotics and endocrine disruptors);
3. Degradation by physical means (such as deforestation and draining of groundwater tables); and
4. In that society there are no structural obstacles to people's health, influence, competence, impartiality and meaning.

The report included the following vision statement and four transportation related goals:

“The city of Stevens Point will continually work to reduce its dependence on non-renewable transportation fuels. Stevens Point residents will be able to ride a bicycle, walk, or take public transit throughout the community and there will be a community culture that supports and encourages these activities.”

- GOAL 1: Stevens Point will continually increase the efficiency of fueled vehicles and continually increase the use of alternative-fueled vehicles.
- GOAL 2: Stevens Point will continually increase the use of bicycles for transportation and recreation.
- GOAL 3: Stevens Point will continually increase the use of public transportation.
- GOAL 4: Stevens Point residents will continually increase walking in the community.

The associated objectives and actions listed under each goal were reviewed and used to help identify appropriate transportation goals, objectives, and policies for the Transportation Chapter.

Planning, designing, constructing, and maintaining a more sustainable and resilient transportation infrastructure system will require new approaches and techniques. In addition to The Natural Step, there are several sets of guiding principles, best practices, rating systems, and guidebooks which have been developed in order to support the transition to a more sustainable and resilient transportation system. Several of these are briefly summarized below.

**Congress for the New Urbanism Sustainable Street Network Principles**

The Congress for the New Urbanism (CNU) developed seven guiding principles to guide public policy, transportation planning and design. The policies reflect the belief that the street network provides the setting for commerce and social interaction, and that construction, operation, and maintenance of the street network is primarily to serve people and society.

1. **Create a street network that supports communities and places.** Street networks are not just about transportation and infrastructure, but also about the movement of people, goods, ideas, and wealth.

2. **Create a street network that attracts and sustains economic activity.** They support a robust mix of culture and commerce. Sustainable street networks are magnets for business, light industry, jobs, and economic opportunities.

3. **Maximize transportation choice.** All people should be able to travel within their community in a safe, dignified and efficient manner.

4. **Integrate the street network with natural systems at all scales.** A sustainable street network respects, protects and enhances the natural features and ecological systems of its urban environment.

5. **Respect the existing natural and built environment.** The scale and orientation of streets in the network celebrate the unique local and regional characteristics of the natural and built environment.

6. **Emphasize walking as the fundamental unit of the street network.** Our most valued urban places are principally designed for the use and enjoyment of people on foot.
7. **Create harmony with other transportation networks.** The street network is a foundation for the design and evolution of other transportation systems, including highways, rail, freight and air travel.

**Greenroads®**

The Greenroads® Rating System is a tool to measure and manage sustainability on transportation projects. It is the only third-party, points-based system available to certify sustainable transportation infrastructure projects. The system encourages project teams to go beyond minimum environmental, social and economic practices with an independent, third-party review, administered by a 501c3 nonprofit organization, Greenroads International. The rating system includes a free, web-based project checklist organized around the following performance categories:

- Project requirements
- Environment and water
- Construction activities
- Materials and design
- Utilities and controls
- Access and livability
- Creativity and effort

**Envision™**

ENVISION™ is a sustainable infrastructure rating system administered by the Institute for Sustainable Infrastructure. It was created to support transformational, collaborative approaches that promote sustainable infrastructure development using a comprehensive, triple bottom line approach toward decision-making. It is intended to foster a necessary and dramatic improvement in the performance and resiliency of physical infrastructure across the full economic, social, and environmental dimensions of sustainability. The rating system can be used to help plan, design, and certify a wide range of infrastructure projects, including transportation.

The rating system includes a total of 60 credits organized into five categories:

- Quality of Life: Goal is to improve the project’s impact on the surrounding community
- Leadership: Goal is to strengthen collaboration, stakeholder involvement, and long-term planning considerations
- Resource Allocation: Goal is to wisely manage materials, energy, and water resources used for project
- Natural World: Goal is to understand and minimize negative environmental impacts of project
- Climate and Risk: Goal is to minimize emissions and design for resilience - in both the short-term and long-term

**Local Needs**

Generally, the accessibility within the region is favorable for the City of Stevens Point. Transportation-related challenges for the future, however, are significant and impact a variety of the transportation options within the City.
The rail yard on the City’s east side that crosses Hoover has created issues with connectivity and emergency vehicle response times. This road has been blocked for more than an hour at times by the rail line, and this is a critical north-south link. There is a grade separation project being designed that will alleviate this congestion once constructed.

Highway 51 is being reconstructed throughout Plover and Whiting. This will impact the use of this road in the City, as ownership has been transferred to the City and it is no longer considered a connecting highway. The stretch of roadway is roughly 3.5 miles and has no bicycle lanes. The existing lane widths are substandard and the right of way is narrow for a 4-lane road with sidewalks on both sides. This was slated for reconstruction but received negative public comments and this has been postponed, however improvements will be needed to this roadway in the near future.

East Park Commerce Center is the largest Certified Site (shovel-ready) in Wisconsin. While this will have large impacts to land use and economic development, traffic is also a large consideration. There is potential for direct access to CN’s main rail line to the site, and should additional development occur in rapid succession, increased vehicle and truck traffic will be imminent. With access to I-39 and US 10 just one mile away, this should not place an undue burden on the local roadways.

Bicycle and pedestrian facilities are currently widely used throughout the City. However, there are some “missing links.” The Green Circle Trail is widely held as a great recreational trail but Stevens Point’s linkages to area destinations and businesses can use improvement. Additional opportunities to continue connecting this and other local trails to create a more regionally integrated non-motorized system will benefit all aspects of the City into the future. Ideally, the trail network can replace utilitarian vehicle trips by providing the missing commuter linkages.

As the City continues to promote redevelopment opportunities, transit-oriented design concepts should be utilized to ensure transportation options exist for all population segments. Further, ensuring that roadways are constructed, or reconstructed, using components of green infrastructure, including plantings and street trees, will further the aesthetics and natural beauty of the area.

4.5 Goals, Objectives and Policies
Transportation goals, objectives and policies reflect a vision of what Stevens Point’s transportation system should provide. They will also help guide priorities for future investment, either as a publicly-maintained local system or in partnership with regional or state transportation agencies. These transportation goals, objectives and policies provide the City with a means to measure the performance of the transportation system over time, and as necessary, an opportunity to reassess, revise and/or supplement the desires of the community. Goals indicate a specific policy direction and assist in organizing individual objectives and more defined policies. The following goals, objectives and policies are not ranked or presented in order of importance or need.

The Transportation Goals, Objectives and Policies support the four Guiding Principles for the Stevens Point Comprehensive Plan – Livable, Connected, Sustainable and Resilient.
**Livable**

Goal 1: Continue development and expansion accessible pedestrian and bicycle facility networks in and through Stevens Point and promote these as viable transportation options.

**Objectives**

a) Continue to identify and fill in the “missing links” of sidewalks and trails.

b) Create a sidewalk plan for the infilling of sidewalks and for new construction, including adopting a policy for the funding and maintaining of sidewalks.

c) Achieve higher status, silver/gold, as a Bicycle Friendly Community from the League of American Bicyclists.

d) Create a community bike share program with hotels and other destination points, which may involve private sector partnerships.

e) Provide safe alternatives for bicyclists and pedestrians to cross I-39.

f) Preserve safe corridors for pedestrians and bicyclists to travel between the urban and rural areas.

g) Ensure that abandoned railroad right-of-ways are retained for possible future use as transportation routes by converting them to bike or hiking trails.

Goal 2: Stevens Point will continually increase the use of bicycles for transportation and recreation.

**Objectives**

a) Stevens Point supports and maintains existing, and continually increases new infrastructure or facilities that increases community bicycle riding for transportation and recreation.

**Policies**

a. Develop promotional materials, including print and social media forms, that describe the social, health, environmental and economic benefits of non-motorized transportation and other forms of pedestrian recreation/transportation.

b. Create and stripe additional bike lanes and routes based on the priorities created in Bicycle and Pedestrian Plan.

c. Install bicycle racks at every public building or parking lot.

d. When public dollars are used as incentives for private businesses, they must make accommodations for bicyclists, and ensure multi-modal connections.

e. Become a Biketown, as part of Bicycling Magazine.

f. Encourage more bicycle use by university students, by implementing programs such as Ripon College’s “Don’t Bring a Car; Get a Free Bike” campaign.

g. Encourage City of Stevens Point, schools, and employers participate in Bike to Work Week with a goal to increase participation by 10% annually.

h. Work with the Stevens Point Area School District to apply for Safe Routes to Schools grants to continue development non-motorized route connections.
i. Encourage employers to promote bicycling to work by providing bike racks near employee entrances, providing showers and lockers for employees who bike or walk to work, and provide health program incentives for those employees that bike or walk to work.

Goal 3: Stevens Point residents will continually increase walking in the community.

Objectives

a) Walking trips in Stevens Point will continually increase.

Policies

a) Developers will be required to include sidewalks in new developments and in redevelopments in which more than half the area is redeveloped.

b) Public Works Department, with committee and community input, shall present an infill plan to connect the disconnected existing sidewalks. The plan should be prepared with priority areas indicated, and recommended infill to be done in coordination with the city streets plan.

c) Provide sidewalks along arterial streets serving concentrations of youth, such as schools.

CONNECTED

Goal 4: Plan, develop and maintain an integrated, safe and accessible multi-modal transportation system to meet existing and future needs.

Objectives

a) Coordinate with regional and state agencies to facilitate efficient and cooperative planning, design, operation and maintenance of transportation facilities and programs.

Policies

a. Ensure safety features are incorporated into the design of all transportation facilities and that dangerous transportation areas are improved.

b. Control access along arterial and collector roads by adopting and following an access management plan.

b) Adopt a Complete Streets policy.

Policies

a. City staff and pertinent elected officials (Plan Commission, Public Works Committee, and Transportation Commission members) shall be trained in the “Complete Streets” approach.

b) Plan for major street acquisition or reconstruction, such as the eventual build-out of Burbank Road when the City grows.
d) Manage and update the City’s official street map and extraterritorial map relating to transportation.

**Policies**

a. Protect and improve major transportation corridors such as Business Highway 51 (Division St. / Church Street), Highway 10, County Highway HH, and Stanley Street (State Highway 66).

b. Ensure linkages between major activity areas within abutting development by limiting the length of blocks and ensuring major transportation corridors do not divide neighborhoods by becoming barriers to movement.

c. Require multiple connections between developments and limit the use of cul-de-sacs.

e) Classify streets throughout the City (i.e. roads, strodes, streets), and identify primary uses in relation to users, access, property, etc.

**Policies**

a) Reduce direct access on Highway 10 with the installation of backage / frontage roads, or by other means. Also reduce accidents on Highway 10 and major streets and improve safety for all modes of transportation.

b) Encourage and install roundabouts at key intersections throughout the City, where appropriate, including I-39 / Stanley Street, Northpoint Drive / Division Street, downtown, and other locations.

Goal 5: Foster a healthy, equitable, and economically vibrant community where all residents have greater mobility choices.

**Objectives**

a) Target investments in active transportation (interconnected sidewalks and trails) and transit service in low-income neighborhoods and near employment centers.

b) Promote walkability through enhanced connectivity including transit access, a diverse mix of land uses and placemaking and streetscaping features including green infrastructure treatments and climate resilient design.

**Policies**

a. Design and construct streets that are attractive and inviting. This may including using landscaping, colored pavements, attractive lighting, public art and/or site furniture.

b. Identify, analyze and prioritize transportation corridors that can be aesthetically and physically improved. Improve entrances into the community through the beautification of streets.

c. Remove and reduce un-needed signs on roadways and create uniformity amongst street signs.

c) Create a transportation system that is supportive to new and existing businesses.

**Policies**
a) Continue and sustain safe routes to store programs within the City.
b) Prepare and circulate a parking map to all downtown merchants and property owners.
c) Prepare articles on downtown parking availability for the local print media.
d) Support reasonable, reliable and safe travel ways for freight and goods movement throughout the City and region.

Policies

a) Promote and encourage the use of Stevens Point airport.
b) Establish rail within East Park Commerce Center, new industrial park, which includes a siding track and spurs to accommodate future rail users.

Goal 6: Stevens Point will continually increase the use of public transportation.

Objectives

a) Stevens Point Transit encourages inter-modal transportation.
b) Increase public awareness of public transportation services and options available for persons with disabilities.
c) Coordinate with adjacent municipalities and other entities to provide a viable public transportation network for the urban area residents where feasible and appropriate.

Policies

a) Provide transportation options for transit-dependent citizens.
b) Choose locations for “Park and Ride” so they can readily be served by Stevens Point Transit.
c) Develop a regional transit authority.
d) Educate and encourage youth to utilize public transportation.
e) Coordinate with the Village of Whiting to maintain a transit route which serves the Fireside Apartments and River Pines Center on Sherman Avenue.

Sustainable

Goal 7: Develop a sustainable transportation infrastructure network.

Objectives

a) Ensure roadway design and capacity standards are appropriately related to road function.

Policies

a) Review existing standards for different classes of roadway including, but not limited to, road width, need for sidewalks, curb radii, and traffic calming techniques.
b) Maintain existing transportation facilities and finance the construction of new transportation infrastructure serving new development cooperatively with developers, when financially feasible.
c) Consider utilizing one or more of the rating system programs, such as Envision or Greenroads (described above) to evaluate, design and construct new or reconstructed transportation infrastructure.

d) Consider improvements to public transportation options to aid in increasing age diversity in the City by having options available for those population segments that do not have or want vehicles.

e) Adopt policy that constructs streets that are sustainable and will not be a burden in the future and has development to support the costs for infrastructure.

f) Develop and implement enforcement goals regarding speeding, snow removal, and replacement of deteriorated sidewalks.

Goal 8: Stevens Point will continually increase the efficiency of fueled vehicles and continually increase the use of alternative-fueled vehicles.

Objectives

a) Stevens Point steadily incorporates alternative-fueled vehicles into the city’s fleet and public transit vehicles, and the community as a whole.

b) Stevens Point city government supports the infrastructure for vehicles to operate more efficiently, while planning for the future

Policies

a) Accommodate alternative fueled vehicles in public parking infrastructure and encourage in private sector parking.

b) Implement the Vehicle and Bicycle Parking Study.

c) Implement the Path to a Sustainable Stevens Point report and the transportation-related goals.

d) Create park and rides throughout the City, such as at the airport or along I-39.

e) Create other shared parking initiatives with jurisdictional and private sector partnerships.

f) Reduce parking requirements – stall ratios – for uses.

g) Adopt a Neighborhood Electric Vehicle (NEV) or other low-emission vehicle allowance ordinance

h) Continue to encourage the planting of trees along streets to help convert carbon dioxide emissions (from vehicles) to oxygen.

i) Promote long-term planning for the eventual linkage of Stevens Point to other communities in Wisconsin by light rail.

Resilient

Goal 9: Apply a flexible, innovative, and balanced approach to creating Complete Streets solutions that are appropriate to individual contexts; that best serve the transportation needs of all people using streets and the public right-of-way; and that support the City’s land-use policies.
Objectives

a) Plan for bicycle, pedestrian and transit-supportive land use patterns and development near transit stations, major corridors, employment centers, and the downtown.

b) Encourage interconnected streets and patterns of development to create more convenient multi-modal travel options for residents that will also foster a sense of neighborhoods, while maintaining acceptable traffic volume levels.

c) Evaluate and consider the conversion of one-way streets to two-way, allowing better access, and improving safety in and around the university, downtown and other areas. Specific consideration should be given to Main Street, from Water Street to Smith Street, and Strongs Avenue from Arlington Place to Main Street.

Policies

a) As new development and redevelopment occur, require a review of shared parking resources to support a “park once” approach.

b) Ensure access into downtown for autos, pedestrians, and bicycles to support public activities and events, private business uses, and residences.

c) Establish historic grid pattern streets in downtown which encourages transportation routes that lead there.

d) Install truck loading zones on Main Street

e) Designate a night time residential parking zone in the Shopko Lot for second story downtown residents.

f) Reduce traffic to two lanes on Clark Street and add angle parking. Increase parking supply by the expansion and redesign of the Associated Bank Lot, Municipal Lot #1 and the Sentry Insurance Lots “C” and “D”.

Goal 10: Continue to work with railroad operator and users to mitigate impediments to smooth transportation flow.

Objectives

a) Minimize amount of time roadways are blocked.

b) Mitigate noise impacts to neighborhoods due to freight rail movements.

c) Establish rail within East Park Commerce Center, new industrial park, which includes a siding track and spurs to accommodate future rail users.

Policies

a) Consider quiet zones.
5.0 Utilities and Community Facilities

5.1 Introduction

Residents and businesses in the City of Stevens Point are served by a diverse set of public and private utilities and other service providers. Wisconsin's Smart Growth Law requires that comprehensive plans describe current utilities and public facilities, and provide guidance concerning the future need for new services or the rehabilitation of existing ones.

Stevens Point’s quality of life is enhanced by outstanding and reliable utilities and services. These help to make Stevens Point a good place for residents and businesses alike. The City will continue to maintain a high standard of service for those utilities, services, and facilities under its direct management, and will work with others to ensure that they are supported in continuing to deliver quality service to their customers.

5.2 Existing Conditions

Water Supply, Wastewater and Stormwater Utilities

Responsibility for Stevens Point’s water, wastewater and stormwater systems lies within the Water and Sewerage Department which maintains the distribution and collections systems, water production and the water treatment plant and storage facilities, the wastewater treatment plant, and stormwater infrastructure.

Water Supply and Distribution

The City's water system has eight wells in two locations. The City also has a water treatment plant that is used to add chlorine, fluoride and blended phosphate to the City’s drinking water.

The water utility maintains three storage facilities with a total capacity of four million gallons. These include an elevated tank (1.0 million gallons), a ground reservoir (2.5 million gallons), and a new elevated tank built in 2004 (750,000 gallons). An additional storage facility on the City's east side may be warranted with continued growth.

Well 11 was the most recent addition – brought online in 2012 and has pumped nearly 3 million gallons per day.

The water distribution system is maintained to provide a pressure of 60-65 psi through over 141 miles of water main. The average daily water usage is over 6 million gallons.

To protect the municipal water supply, the City of Stevens Point has a Wellhead Protection Overlay District. This regulates land use within zones of influence on the City wells or groundwater to mitigate the potential degradation of water quality being sold to customers.

Water rates in Stevens Point are among the lowest for Portage County, and relatively low across the state compared to utilities with over 3,000 services.
With future development and growth on the City's east side, there will be an increased need for water and the City may need to explore an additional storage facility in the coming years.
Wastewater Collection and Treatment

Stevens Point’s wastewater treatment plant was first constructed in 1940, went through several upgrades in 1953, 1963, and 1972, was reconstructed in 1992 and upgraded again in 1997 and 2003. The treatment system consists of activated sludge and has a treatment capacity of 4.6 million gallons per day, with an average flow of 3 million gallons per day.

The City and Utility have been focused on energy conservation, and have begun using biogas and unused plant capacity for heat recovery to heat the digester and building system. The Utility is also accepting High Strength Waste (over 2 million gallons annually) which generates significant tipping fee revenue.

With a partnership from Focus on Energy, the Utility has set a goal to become an energy producer.

The collection system serves the entire developed area of the City, as well as the Village of Park Ridge and an extended boundary adjustment area southeast of the City. There are over 114 miles of sanitary sewer along with 14 lift stations.

Inflow and Infiltration (I/I) is an ongoing concern in communities across the nation, including Stevens Point. There can be close to a million gallons per day of clear water infiltration into the sewage system during wet-weather. Ongoing maintenance helps to reduce these.

The Villages of Plover and Whiting both have separate wastewater systems. This has been studied and reaffirmed in the Areawide Water Quality Management Plan 2007-2027, that this remains the most cost effective method for collecting and treating wastewater from these regional communities.
Stormwater Management

Stevens Point has an EPA-regulated Phase-II municipal separate storm sewer system (MS4) and is required to have in the stormwater management program requirements of its National Pollutant Discharge Elimination System (NPDES) stormwater permit. UW-SP is also an MS4 permit holder as well.

Stevens Point prepared a Stormwater Management Plan in 2007. This plan has prompted the City to enact best practices (such as street sweeping), to make improvements to existing stormwater management facilities, and to construct additional stormwater management facilities. Stevens Point is also a member of the North Central Storm Water Coalition that assists with education, outreach and public involvement components of the permit.

The City has adopted ordinances that require and regulate buildings in floodplains, construction site pollutant control, post-construction stormwater management, and illicit discharge detection and elimination.

In order to fund and manage these activities, the City has established a stormwater utility. This is set up as an enterprise fund with a fee based on an equivalent runoff unit (ERU). An ERU is defined by the square footage of impervious surface for an average home, and represents the runoff impact for such a home. The size of an ERU varies by community, but for the City of Stevens Point, one ERU is equal to 3,364 square feet. Rates are based on actual results and projected future costs.
Electrical Power and Natural Gas Utilities

Wisconsin Public Service (WPS) provides natural gas to customers in Stevens Point. Electricity is provided by WPS as well by way of several substations located throughout the City.

Hydro-electric power is also generated at the Verso Stevens Point Mill dam on the Wisconsin River. The plant is operated by Consolidated Water Power Company.

Telecommunications

Private companies provide numerous alternatives for conventional, cellular, and VOIP telephone services within the City of Stevens Point. Internet services are provided to most customers by companies offering DSL, cable, or Wi-Fi services.

Stevens Point’s Zoning Ordinance (Sec. 23-02(4)(d)) addresses the siting and design of wireless telecommunication facilities (cell towers). The City’s ability to regulate wireless telecommunications facilities is limited by the Telecommunications Act of 1996 and Wisconsin State Statute 66.0404. The City encourages wireless telecommunications providers to co-locate facilities, and to utilize existing structures such as the City’s water towers as an equipment location.

Police, Fire, and Emergency Services

Police, fire, and emergency services are provided by the City of Stevens Point. Personnel matters, including hiring, disciplining and terminating sworn staff members, is overseen by the Police and Fire Commission, a non-political body appointed by the Mayor.

Police Protection

The Stevens Point Police Department is accredited by the Commission on Accreditation for Law Enforcement Agencies (CALEA). The department was first accredited in 2001 and has periodically been reassessed to maintain its accredited status. To be accredited, a department must meet 444 standards that have been compiled by a board of experts in law enforcement.

The Police Department is presently comprised of a staff of 44 sworn staff and 39 civilian staff.

The department is housed in the basement of the City Hall/County Building.

Stevens Point has mutual aid agreements in place with most surrounding communities, in addition to participating in several regional policing initiatives.

Several of the department’s programs are targeted toward preventing and abating criminal activity within the City. These include:

- Auxiliary Police Unit – volunteer officers that provide assistance with community functions including traffic control, parades, and attending various school functions.
- A Chaplaincy Program – providing round-the-clock resources during times of need.
- GREAT – Gang Resistance Education and Training – a nine session program taught at the 7th grade level.
- A Carrier Alert Program – whereby mail carriers who notice an elderly or handicapped person who lives alone has not collected the previous days mail they contact law enforcement.
• Portage County TRIAD Program – A partnership between the seniors in the community and the local law enforcement. This is based out of the Lincoln Center with regular meetings and activities that benefit seniors.

• Stranger Danger Program – taught from pre-kindergarten to second grade.

• Wanderer Program – designed to assist people with Alzheimer’s disease with contact information and a photo to distribute if there is a problem with a person wandering.

• A Police School Liaison program has been established and includes three schools where police liaison officers are assigned full-time to schools to assist with concerns, respond to incidents, and teach/talk about driver education, date violence and the GREAT Program.

Fire Protection and Emergency Services
The City of Stevens Point operates its own fire department with automatic/mutual aid assistance agreements with most of the surrounding municipalities. There are over 40 staff members in the Department.

The department operates from two stations. Insurance Service Offices (ISO) rating represents the effectiveness of fire protection in a municipality on a scale of one through ten. Class one is superior fire protection and Class Ten meets no minimum criteria. This rating is used by insurance companies as a factor when setting insurance premiums for homeowners and businesses. The City of Stevens Point’s ISO rating is three.

Significant time and energy is spent communicating with the community about Fire Prevention – thus resulting in the City having a relatively small property value loss due to fires.

The request for EMS service far outweigh those for fire and rescue service. The Stevens Point Fire Department operates the ambulance service for all of Portage County. On average, about one-half of the calls for service are for responses within the City of Stevens Point. The Department has four ambulances that are staffed round-the-clock.

Municipal Facilities
Most of the City’s administrative services originate in City Hall – located at 1515 Strong Avenue. This facility is co-located with the Portage County courthouse. The City currently has a 27 percent ownership interest in the building. The City has been experiencing inefficiencies with continued operation in this facility, as well as some safety challenges associated with the location of the Police Department, and coordination with Portage County over court coordination and transportation of prisoners. In addition, the existing facility is too large for the City to take over complete operation. The City has explored options of moving the City Hall to different locations, and will continue to do so until a viable option exists. Approximately 96 employees are employed out of City Hall, with slightly more than half being within the Police Department.
County Government Facilities

A majority of Portage County’s facilities are located in downtown Stevens Point in close proximity to the existing City Hall. Portage County has been attempting to construct a new jail and courthouse in the same approximate vicinity. Thus far, there have been challenges with getting the project started, but this could significantly impact the operation of the existing City Hall building. The courthouse, jail, and court services are currently housed in separate buildings, making security and transportation of prisoners dangerous.

Portage County Public Library

The Main Branch of the Portage County Public Library is the Charles White Library, located in the heart of downtown Stevens Point at 1001 Main Street. The facility was opened in 1992 and contains over 45,000 square feet on three levels. It sees heavy use, with a circulation of nearly 400,000 items in 2015. The City owns the facility and the County and the Portage County Library Foundation operates the library.

There is also a library located on the University of Wisconsin-Stevens Point campus that is available to City residents.

K-12 Schools

Stevens Point is served primarily by the Stevens Point Area School District. It is also served by several private schools offering pre-kindergarten through 12th-grade education. These schools, in particular the Stevens Point Area High School, serve a large portion of Portage County that is far beyond the City limits. Schools and their performance is also mentioned in the Issues and Opportunities Chapter.

The Stevens Point Area School District currently enrolls 7,231 students in 15 schools or academic programs. Enrollment has remained stable over several years, and little overall change is projected. Data and other discussion is also included in the Issues and Opportunities Chapter.

Some of the schools shown in the following lists are located in other communities, in particular Plover. They remain listed as they make up the entire School District - and much of the data is presented on the District level.
Stevens Point students tend to perform at or above state averages across all grade levels and subjects. At the high school level, Stevens Point students average a 22.9 score on the ACT exam, which is a required test for admission to many colleges. The statewide average score was 22.1.

Private Schools

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 5-2. In 2005, private school enrollment within the District was 1,241.
Table 5-3
Private Schools for Stevens Point Area Public School Districts

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

Source: Wisconsin Department of Public Instruction

Higher Education Facilities
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.

Mid-State Technical College
Mid-State Technical College (MSTC) is in the Wisconsin Technical College System. Besides Stevens Point, there are also campuses in Marshfield and Wisconsin Rapids, and a facility in Adams County as well.

University of Wisconsin – Stevens Point
In 1894, the Stevens Point Normal School was attended by 300 students upon initial opening. Since then, UWSP has grown to be over 9,200 students with over 100 academic programs. The 400-acre main campus includes several education buildings, the administration building and several residence halls. The North Campus also includes the Schmeekle Reserve – which was described extensively in the previous Chapter.

These facilities represent significant investments in education within the Stevens Point community. They are community assets that provide significant employment, and offer advanced educational opportunities in a variety of areas. The development and investment in facilities is also an asset to the community.

Solid Waste and Recycling
Solid waste collection is provided by the City of Stevens Point once per week. Recycling is picked up every other week. The department operates a site for municipal yard waste, one block north of the entrance to Bukolt Park, in front of the City Garage at 100 Sixth Avenue. The site accepts grass clippings, brush, yard waste, metal, appliances, tires, car batteries, and refuse. The City also provides curbside collection of yard waste annually in the fall.

Hazardous waste disposal is managed through the Portage County Solid Waste Department March through November. Hazardous materials include fuel, waste oil, paints, household cleaners, pest controls, and other...
chemicals. The partnership with Portage County is an important relationship for the safe and efficient disposal of waste.

**Health Care Facilities**

There are several health care facilities in Stevens Point. Primarily facilities include the Portage County Health Care Center, which is a 100-bed Skilled Nursing Facility, Ministry Saint Michael’s Hospital, which is a full-service hospital that is also connected to a 100,000 square foot clinic, with a combined nearly 300 physicians. Aspirus and Marshfield Clinics also have full-service clinics in Stevens Point with many units of specialization.

**Additional Services**

Stevens Point is served by a large number of other health care and related services, both within the City and in surrounding areas. These include several medical clinics and ambulatory care centers, physicians, dentists, physical therapists, and other health care professionals.
**Parks and Recreation**

The City has a variety of park and recreational opportunities for area residents to enjoy. In addition to maintaining park land and equipment, the Parks, Recreation and Forestry Department provides programming for youth and adults, aquatic programs, park facilities and reservations, and special events. There are 25 developed and several additional undeveloped park and recreation facilities that are owned and operated by the City, in addition to several privately owned facilities, and trails. Developed parks comprise approximately 332 acres, and undeveloped parklands comprise another roughly 330 acres. The City has adequate parkland compared to the National Recreation and Park Association (NRPA) standards (10 acres/1,000 residents).

The City operates the Donald Copps Municipal Pool June through August annually. This facility includes a pool with swimming lanes, a diving well, a waterslide, zero-depth entry, and a fountain splash area.

The Kids Are Special Here (KASH) Playground is a community project whose mission was to build a universally accessible playground. Fundraising efforts were used to completely construct and maintain a public, wheel-chair accessible playground at Mead Park. This facility was built over a poured rubber surface which is smoother on wheels, more gentle on falls, and more durable than other soft surfaces, such as wood chips.

There are several other recreational facilities within the City of Stevens Point. There are three golf courses in Stevens Point, including Sentry World, the Stevens Point Country Club and the Wisconsin River Golf Club.

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>McGlachlin Park</td>
<td>2.5</td>
</tr>
<tr>
<td>Pfiffner Park</td>
<td>9.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Neighborhood Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atwell Park</td>
</tr>
<tr>
<td>Hein Park</td>
</tr>
<tr>
<td>Morton Park</td>
</tr>
<tr>
<td>Slomann Park</td>
</tr>
<tr>
<td>Veteran’s Memorial</td>
</tr>
<tr>
<td>Texas Park</td>
</tr>
<tr>
<td>Plover Hills 1</td>
</tr>
<tr>
<td>Plover Hills 2</td>
</tr>
<tr>
<td>Plover River</td>
</tr>
<tr>
<td>Rice Street</td>
</tr>
<tr>
<td>River Woods</td>
</tr>
<tr>
<td>Koziczkowski Park</td>
</tr>
<tr>
<td>Parkwood</td>
</tr>
<tr>
<td>Yulga</td>
</tr>
<tr>
<td>Village Green</td>
</tr>
<tr>
<td>Village Green Natural Area</td>
</tr>
<tr>
<td>East Oaks</td>
</tr>
<tr>
<td>Conifer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community Parks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bukohlt Park</td>
</tr>
<tr>
<td>Goerke Park</td>
</tr>
<tr>
<td>Iverson Park</td>
</tr>
<tr>
<td>Mead Park</td>
</tr>
<tr>
<td>Zenoff Park</td>
</tr>
</tbody>
</table>

The K.B. Willett Ice Area is home to several skating organizations and events that are held throughout the year. The University and SPASH also utilize this facility.

Winter sports activities are generally available, weather permitting, at Iverson Park. There is a sledding hill and toboggan run, lighted ice skating rink, groomed cross-country ski trails, sledding hill specifically designated for younger children.
Several disc golf facilities existing within the City, including the Mead Park Disc Golf Course, the McDill Pond Disc Golf Course and the Yulga Disc Golf Course.

The City of Stevens Point has allocated 30 acres for the use of a fenced leashless dog park. This is located at 601 Mason Street.

Stevens Point has a modern and well utilized YMCA located at 1000 Division Street.

The University of Wisconsin-Stevens Point Recreation and Sports Facilities are available to community-members for use. This includes tennis courts, basketball courts, an indoor track, and a climbing wall. For community members that are not students or staff, there is a nominal charge to use these facilities.

Numerous other recreational properties, including school playground and the Schmeekele Reserve – are not owned, maintained or operated by the City, but still strongly benefit the community’s quality of life as they are accessible facilities for use by Stevens Point residents and visitors.

The City has developed a Five-Year Outdoor Park and Recreation Plan. This plan needs to be updated and the City has begun that process. Improvements and other park-related needs are identified throughout that document, and will assist the City in improving these facilities.

**Child Care Facilities**

Wisconsin began to require licensing of day care centers in 1949. The Wisconsin Department of Children and Families currently lists licensed family day care providers and group day care providers in the City of Stevens Point. Licensed family child care providers care for four to eight children. This care is usually in the provider’s home. Licensed group child care centers provide care for 9 or more children. A search of the database indicates that there is a capacity for child care of approximately 1,700 children with Stevens Point addresses.

There are approximately 2,200 children under the age of 9 living in the City. As the central employment hub of the region, however, demand for child care extends far beyond the City limits, as many parents may opt to find child care closer to their place of employment. Within Portage County, the number of residents under 9 is nearly 7,500.

**Senior Care Facilities**

The City of Stevens Point is served by numerous senior care facilities. Community-based residential facilities typically offer room and board and basic nursing care. Adult family home facilities provide similar services to community-based residential facilities, but can only serve up to four adults at one time. A nursing home is a place where five or more unrelated peoples receive care or treatment, and require 24-hour nursing services due to a mental or physical condition. Residential Care Apartment Complexes are independent apartment units where individuals needing up to 28 hours per week of supportive care, personal care or nursing services can reside.
There are approximately 3,200 residents in Stevens Point 65 and over, and a capacity of approximately 650 senior care beds.

### Table 5-4
Stevens Point Licensed Senior Care Facilities - 2017

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Name</th>
<th>Address</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Based Residential Facility</td>
<td>Ministry Behavioral Health/Res. Treatment Ctr.</td>
<td>201 Prentice Street North</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Care Partners Stevens Point #2</td>
<td>3349 Bldg B Whiting Ave</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Atrium Senior Living</td>
<td>1800 Sherman Avenues</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>Care Partners Stevens Point #1</td>
<td>3349 Bldg A Whiting Ave</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Brookdale Memory Care</td>
<td>5625 Sandpiper Drive</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Aurora Residential Alternatives Inc.</td>
<td>651 N 2nd Street</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Wellington Place of Whiting</td>
<td>1902 Post Road</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>North Haven</td>
<td>2301 Eagle Summit</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Willow Brooke Senior Living CBRF</td>
<td>1800 Bluebell Lane</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>Sylvan Crossings of Stevens Point</td>
<td>100 North Green Avenue</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>North Crest</td>
<td>2225 Eagle Summit</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Portage House</td>
<td>1019 Arlington Place</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>North Ridge</td>
<td>2201 Eagle Summit</td>
<td>24</td>
</tr>
<tr>
<td>Adult Family Homes</td>
<td>Aurora Residential Alternatives</td>
<td>5741 Sandpiper Drive</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Aurora Residential Alternatives</td>
<td>724 Hawk Lane</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Aurora Residential Alternatives</td>
<td>641 North Second Street</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Ambrosius House</td>
<td>1905 Locust Street</td>
<td>4</td>
</tr>
<tr>
<td>Adult Day Care</td>
<td>Adult Day Care Center of Portage County</td>
<td>1519 Water Street</td>
<td>40</td>
</tr>
<tr>
<td>Nursing Home</td>
<td>Atrium Post Acute Care</td>
<td>1800 Sherman Avenue</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>Portage County Health Care Center</td>
<td>825 Whiting Avenues</td>
<td>100</td>
</tr>
<tr>
<td>Residential Care Apartment Complexes</td>
<td>Atrium Senior Living at River View</td>
<td>1800 B Sherman Avenue</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>Willow Brooke Senior Living RCAC</td>
<td>1801 Lilac Lane</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Brookdale</td>
<td>5625 Sandpiper Drive</td>
<td>75</td>
</tr>
</tbody>
</table>

Source: Wisconsin Department of Children and Families

**Cemeteries**

There are two primary cemeteries within the City. Forest Cemetery is the second largest cemetery in Portage County and is located on the corner of Patch Street and Cleveland Avenue. Union Cemetery was established in 1853 and taken over by the City in 1935. Other cemeteries throughout the City include Guardian Angel on Main Street, St. Joseph on Prentice Street, St. Stephens on Clark Street, and Lutheran Cemetery on Patch Street.

### 5.3 Assessment of Future Needs

**Introduction**

Properly assessing future needs requires not only an understanding of existing conditions and critical issues, but also an appreciation of broader utility and community facility trends. This section of the report highlights key trends impacting utility and facility planning, followed by a discussion of sustainability, livability, connectedness, and resiliency. It concludes with a description of local utility and facility issues which are seen as priorities by the community.
Much of the infrastructure and services provided to City residents have adequate capacity. However, with the population growth, services and facilities may need to be reviewed to ensure they are adequately providing the services to the populations needing them. It will be important to continue to monitor developments and their impact to the facilities and services that residents and businesses depend on.

**Key Trends**

**Technology and the Smart City**

New technologies are emerging to support the development of “smart cities” where data is used to support better decision making related to crime, traffic, public health, and many types of infrastructure. For example, fiber capacity and internet connectivity are allowing cities to use data to help better forecast and respond to crime, monitor energy and water consumption, and better manage traffic challenges.

**Sustainable Infrastructure**

Similar to the growth in the green building industry through certification programs such as LEED, there is growing interest in how cities plan, design, construct, maintain, and decommission their infrastructure. A variety of rating systems and other tools have been developed to respond to the trend, including ENVISION™, discussed below, LEED for Neighborhood Development, and EcoDistricts.

**Investment Gap**

There is a growing gap between the amount of resources needed to sustain existing infrastructure and the financial resources required to do so. According to the 2017 Infrastructure Report Card by the American Society of Civil Engineers (ASCE), the nation’s infrastructure earned a “D+.”

Highlights from Wisconsin include:

- Driving on roads in need of repair in Wisconsin costs each driver $637 per year;
- 17.3 percent of bridges are rated structurally deficient;
- Drinking water needs and wastewater needs total $7.33 billion;
- 157 dams are considered to be high-hazard potential.
- The state’s schools have an estimated capital expenditure gap of $836 million.

**Electric Vehicles**

As the push for utilizing more renewable energy continues, the increased use of Neighborhood Electrical Vehicles (NEVs) will increase. Having the capacity to charge these vehicle batteries in a timely fashion is critical to their viability.

**Drones**

Drone usage is growing for recreational, commercial and governmental purposes. Drone technology is becoming more heavily tested and utilized for parcel delivery, photography, law enforcement surveillance and reconnaissance, and use with building and structure inspections – particularly for tall facilities that would otherwise require a manned-operation, such as water towers/tank inspections.

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1 2017 Infrastructure Report Card., ASCE
Wireless Infrastructure

As technology becomes increasingly prevalent through mobile devices, carriers are investing in infrastructure to accommodate the growing demand to provide sufficient data coverage. Communities are limited in the regulations they can impose on the development and placement of infrastructure. A key challenge for utilities is to balance the infrastructure needed to meet growing demand and position the City to remain competitive for business, while maintaining a safe environment and addressing local neighborhood concerns.

Guiding Principles

Livability

Utilities and community facilities, particularly in an urbanized community, provide some of life’s most very basic necessities. Without adequate infrastructure providing these basic necessities, development would not occur. These infrastructure systems also set a community apart by providing a quality of life that will make the community an attractive place to live, raise a family and do business.

Connected

Community facilities, such as parks and trails, promote social interaction which builds social capital. Creating community connections that are multi-generational and multi-cultural contributes to strong neighborhoods and promotes community identity.

Connectedness also impacts business viability. Stevens Point has a significant business base with international economic impacts. Making sure private utility providers, particularly those in the telecommunication industry are providing fast, reliable and secure telecommunication access that is competitive on the global market is critical to retaining and attracting a talented workforce and supporting Stevens Point’s business community.

Resilient

Utilities and community facilities are a critical component of sustainability and resiliency. Critical infrastructure must be protected and to the extent possible and feasible, it is preferred to build in redundancy to ensure operability and provisions so these services are available in the event of natural disasters. Utilizing park space abutting waterways that can vary throughout the seasons is an excellent way of protecting public and private investments from flood damage and other waterway impacts.

Sustainable

Sustainable infrastructure development encourages infill development that can take advantage of utility systems that are already in place making use of existing and planned capacities. Doing so can have positive benefits from an environmental, economic and social standpoint. Additional strategies to promote sustainable infrastructure include incorporating low impact development or green infrastructure, incentivizing green buildings, and integrating multi-modal transportation infrastructure to support denser development patterns. Solid waste management, recycling, and renewable energy provide additional opportunities to deploy sustainable infrastructure across the City.

For example, the City of Stevens Point and Portage County have undertaken efforts to increase the use of solar energy production as well. As a result, they are considered one of the leading areas in Wisconsin to begin strategizing and encouraging the additional use of solar energy.

The Path to a Sustainable Stevens Point, published June 1, 2008, includes the following goals related to utilities and community facilities:
Green Building and Energy

- The City will require energy modeling as part of architectural design in all new public building construction.
- Develop a City Sustainability Coordinator position on staff.
- Establish a baseline for all energy costs in the City.
- The City will prepare an annual report on energy use and costs in the City as well as steps taken to reduce energy costs.
- The City will continue its support of an urban forestry program and seek a 40 percent tree canopy for the City by assisting homeowners and incorporating this goal into City ordinances.
- The City will establish a physical location(s) where residents can get up-to-date information on energy conservation, renewable energy, and green building. Any electronic website should also be developed to assist in this effort.
- The City will develop an outreach program to regularly distribute energy conservation, renewable energy and green building materials to city residents including students.
- The City will undertake a thorough review of all zoning and other ordinances to make energy conservation a conscious part of the ordinance implementation process.
- The City will evaluate the opportunity to incorporate alternative energy and sustainable development strategies in all of its development or redevelopment activities and will encourage citizens to incorporate alternative energy and sustainability into residential projects.
- The City of Stevens Point will become a leader in renewable energy consumption.
- The City will adopt the LEED certification and rating system for all publicly-funded buildings by ordinance and other governmental review processes.
- The City will undertake a comprehensive review of street light numbers, locations and intensity, with the goal of reducing overall public lighting levels. The City should by ordinance and other governmental review processes adopt a model "dark sky" lighting ordinance that addresses lighting location, acceptable fixture types, signage lighting and other relevant aspects.
- The City will undertake a comprehensive review of traffic light settings with the intention of limiting the number of intersections with 24-hour signal operation to a select group of specifically-identified high-traffic locations.

Parks and Tourism

- Provide parks, recreational facilities, open space, streetscapes, and waterways for the benefit, enjoyment, health and wellbeing of Stevens Point residents.
- Maintain parks, open spaces, recreational facilities, and streetscapes through practical, economic, creative, and collaborative means to achieve clean, safe, inviting, and inspiring spaces for people and wildlife.
- Promote and strengthen community participation in planning, creation, management, and stewardship while building and improving the financial resources for our parks, open spaces, recreational facilities and streetscapes.

Waste and Recycling

- Minimize waste creation by improving public understanding of source reduction as the most preferred method of waste management.
• Increase use of existing recycling and reuse options.
• Develop new recycling and reuse options.
• Increase composting participation.
• Increase use of cloth or reusable shopping bags.
• Reduce the number of single-use water bottles purchased and disposed of within our community.
• City governmental agencies will practice reduce, reuse, recycle.

**Water and Wastewater**

• Improve and maintain the groundwater resources of Stevens Point.
• Reduce environmental impacts of wastewater discharge and byproducts produced by the Stevens Point community.
• Be knowledgeable stewards of all Stevens Point’s water resources.

The associated objectives and actions listed under each goal were reviewed and used to help identify appropriate transportation goals, objectives, and policies for this chapter.

Planning, designing, constructing, and maintaining more sustainable and resilient infrastructure systems will require new approaches and techniques. In addition to The Natural Step, there are several sets of guiding principles, best practices, rating systems, and guidebooks which have been developed in order to support the transition to a more sustainable and resilient transportation system. One of these – Envision – is described below.

**Envision™**

ENVISION™ is a sustainable infrastructure rating system administered by the Institute for Sustainable Infrastructure. It was created to support transformational, collaborative approaches that promote sustainable infrastructure development using a comprehensive, triple bottom line approach toward decision-making. It is intended to foster a necessary and dramatic improvement in the performance and resiliency of physical infrastructure across the full economic, social, and environmental dimensions of sustainability. The rating system can be used to help plan, design, and certify a wide range of infrastructure projects, including transportation.

The rating system includes a total of 60 credits organized into five categories:

• Quality of Life: Goal is to improve the project’s impact on the surrounding community
• Leadership: Goal is to strengthen collaboration, stakeholder involvement, and long-term planning considerations
• Resource Allocation: Goal is to wisely manage materials, energy, and water resources used for project
• Natural World: Goal is to understand and minimize negative environmental impacts of project
• Climate and Risk: Goal is to minimize emissions and design for resilience - in both the short-term and long-term
Local Needs

Generally, infrastructure concerns as it pertains to City-owned utilities, were not a particularly large topic throughout the community-involvements sessions. Some comments were made regarding aging infrastructure, but these were not high priorities based on overall public comment. The exception – however – is regarding the necessary infrastructure for private businesses to be secure in Stevens Point – and willing to expand, or, for businesses looking to relocate, be confident in the City and region to be able to provide the necessary public and private infrastructure needed to compete globally. The City does need to explore additional water storage capacity on the east side as economic growth continues in this direction.

The City’s park and recreation facilities are very highly regarded based on the public participation. There are ongoing improvements that will continue to be made to the City’s available park and recreation facilities – but as a whole – these are regarded very highly.

One area of improvement that was identified heavily in the public participation sessions are potential improvements to the riverfront area – and developing a stronger connection from the river to downtown. A riverfront connection in and near the downtown could help bolster additional activities, would allow for an area of recreational and social engagement, and further promote the waterways of the region.

Other concerns regarding the water quality of McDill Pond – relating to street maintenance activities, particularly with regard to snow removal and sanding/salting had some identify this as a relatively high priority concern. Improving the stormwater collection and detention systems to capture as much runoff and/or snowmelt will be important investments in ensuring that surface water quality is retained.

The City of Stevens Point has a large garage facility for vehicle storage and maintenance in Bukholt Park. There have been thoughts of relocating this outside of the City Park. The reuse of that facility or space should be planned for if there is a time when this move become advantageous for the City.

The existing City Hall is in a facility that is co-owned with Portage County. Portage County has been actively searching for viable options to relocate their services that are housed within this facility. The currently facility is somewhat dated, oversized to house only City services, and the City has indicated that it would prefer to explore other options rather than taking over sole operation of this facility. The City has explored some options for doing this – but further attention and explanation should occur to avoid the possibility of Portage County vacating and leaving the City with limited options other than to be the sole entity operating from this facility.

5.4 Goals, Objectives and Policies

Utilities and Community Facility goals, objectives and policies reflect a vision of what Stevens Point’s public and private infrastructure systems should provide. They will also help guide priorities for future investment as publicly-maintained local systems, in partnership with regional or state agencies, or in partnership with private entities. These utility and facility goals, objectives and policies provide the City with a means to measure the performance of the infrastructure system over time, and as necessary, an opportunity to reassess, revise and/or supplement the desires of the community. Goals indicate a specific policy direction and assist in organizing individual objectives and more defined policies. The following goals, objectives and policies are not ranked or presented in order of importance or need.

The Utilities and Community Facility Goals, Objectives and Policies support the four Guiding Principles for the Stevens Point Comprehensive Plan – Livable, Connected, Sustainable and Resilient.
**LIVABLE**

Goal 1: Provide City utilities to all residents in a safe, efficient, resilient and cost-effective manner.

**Policies**

a. Promote adequate and efficient corporate utilities for City residents, commerce and industry.
b. Prioritize infill and/or redevelopment of blighted properties to better utilized existing utility facilities, over greenfield expansions where facilities and service needs to be extended.
c. Support long range utility planning which factors into consideration changes in local and regional climate conditions.

Goal 2: Provide emergency response services to all residents in an efficient manner.

**Objectives**

a) Maintain or improve the City’s ISO rating (currently 3)
b) Evaluate the need for additional stations and staffing requirements when considering population and/or territory growth

**CONNECTED**

Goal 1: Ensure that public and private utilities are in place to allow for businesses to prosper and be competitive on a global scale.

**Objectives**

a. Coordinate with appropriate City departments and private utility providers to plan for future growth, expansion of the City, and advancement of technology.
b. The City should evaluate its existing development regulations to determine the suitability of future mobile device infrastructure capacity.

**Policies**

a. Develop a public/private task force to identify strategies to improve broadband access and connectivity.

Goal 2: Maintain and provide community facilities and services that will keep the City of Stevens Point an attractive community in which to live and work.

**Objectives**

a) Provide adequate police and fire protection and emergency services to all areas of the City.
b) Promote health and medical facilities and social services to meet the needs of all residents.
c) Provide an adequate and efficient level of governmental services and facilities to City residents.
d) Encourage the provision of a wide variety of social, cultural and educational activities for the benefit and enjoyment of all City residents.

**Policies**

a. Identify opportunities to incorporate public area into municipal infrastructure including but not limited to utility boxes, sidewalks, manhole covers, etc.
b. Continue to provide police, fire, emergency medical services, social and medical services, and government services that attain the highest levels of efficiency while providing for the maximum safety and welfare of City residents.
c. Continue to work with the Stevens Point Public and Private School Districts, Mid-State Technical College, and the University of Wisconsin-Stevens Point to strengthen and enhance educational opportunities within the community.

d. Utilize capital improvements programming to ensure long range financial planning for anticipated public improvements.

Goal 3: Strive for a park and outdoor recreation system which satisfies the basic outdoor recreation and open space needs of City residents, area residents and visitors in an economical and environmentally sensitive fashion.

Objectives

a. Update the City’s Comprehensive Outdoor Park and Recreation Five-Year Plan.

Policies

a. Update the City’s Comprehensive Outdoor Park and Recreation Five-Year Plan.

b. Develop a park and recreation system that provides for the year-round recreation and leisure time needs of the people in the community and to provide for their personal refreshment.

c. Develop a park and recreation system that will provide sites with equal accessibility for all, encourage sites which are properly maintained while reducing the conflicting uses of recreation lands and surface waters.

Policies

a. Develop a plan for the Riverfront along with a connectivity element to Downtown Stevens Point.

b. Promote wildlife habitat and ensure the preservation and protection of wetlands and river corridors.

c. Cooperate with the County, School District, University and adjacent units of government on the development of facilities, watersheds and programs that serve all residents in the area.

d. Emphasize the natural beauty and resources in the planning and development of parks and open spaces, to provide for quality design, construction of parks and open spaces and to ensure increased improvement in water quality.

e. Provide neighborhood parks in accordance with adopted standards, and work to minimize the effect of conflicting uses or recreational lands.

f. Prepare a detailed development plan for each park and recreation facility.

g. Utilize other publicly owned land for open space needs whenever possible and cooperate with private landowners in providing public access to recreation and privately owned land.

h. Develop and maintain “natural” parks and open space corridors that provide recreation opportunities, protect wildlife habitats and preserve wetlands and river corridors.

i. Continue to provide a system of linear trails and green belt areas in order to connect existing and future City park developments to one another and to neighboring communities’ parks.

j. Provide a wide range of sports and other programming appropriate to age, gender and physical condition and interests of the individuals.

k. Provide for health education.

l. Provide for social relations which contribute to physical health.

Policies

a. Prepare and administer the long-range planning of the City’s Room Tax Fund.
SUSTAINABLE

Goal 1: Develop utilities in a sustainable manner.

Objectives
a. Development at urban densities should be permitted only in areas that can be efficiently and economically be served by public utility systems.

Policies
a. Review existing standards for different classes of roadway including, but not limited to, road width, need for sidewalks, curb radii, and traffic calming techniques.
b. Work with utility providers to promote energy conservation practices.
c. Encourage the provision of public utilities in areas that are most efficiently served and that are environmentally suitable for urban development. Develop utilities with concern for aesthetic appearance and integration with surrounding environments.

Policies
a. Preserve areas most accessible for utility expansion for future sanitary sewer expansion.
b. Place overhead utilities underground when feasible.
c. Establish proper buffer zones between overhead utilities, substations, and treatment facilities and residential and commercial uses.
d. Require consolidation or grouping of utility boxes for more efficient service and maintenance.
e. Identify design guidelines for cell towers and wireless communication devices. Emphasis should be given to preserve viewsheds, screen to the extent possible, and locate in safe locations using existing infrastructure and buildings when possible.
f. Consider utilizing one or more of the rating system programs, such as Envision, to evaluate, design and construct new or reconstructed infrastructure.
g. Continue to require new development to pay the cost of municipal service extensions, so existing residents and businesses are not burdened with inequitable taxes or service costs.

Goal 2: Stevens Point will continually increase the efficiency of fueled vehicles and continually increase the use of alternative-fueled vehicles.

Objectives
a. Stevens Point steadily incorporates alternative-fueled vehicles into the city’s fleet and public transit vehicles, and the community as a whole.
b. Stevens Point city government supports the infrastructure for vehicles to operate more efficiently, while planning for the future

Policies
a. Accommodate alternative fueled vehicles in public parking infrastructure and encourage in private sector parking.
b. Implement the Path to a Sustainable Stevens Point report and the utility and community facility-related goals.
c. Adopt a Neighborhood Electric Vehicle (NEV) or other low-emission vehicle allowance ordinance
Goal 3: The City of Stevens Point will be a leader in sustainable development.

Objectives
a. Utility sustainable practices and rating systems in the development of public buildings and structures.
b. Evaluate publicly owned and operated facilities for energy efficiency baselines.

Policies
a. Evaluate proposed facility improvements to determine potential improvements to make that will return a positive cash flow for the City.
b. Construct all new City facilities to LEED, Green Globes, or similar standards, as appropriate.
c. Encourage the private sector to construct using sustainable materials and practices.

Policies
a. Create and retain a repository of information for green building practices.
b. Develop a best practices guide for private homeowners and business owners.
c. Contain neighborhood outreach efforts on how to make sustainable improvements to properties in a cost-effective manner.
d. Review City codes and ordinances to ensure they are supportive of sustainable development.
e. Ensure City staff representatives are trained and well-versed in sustainable development so they can answer questions from the development community.
f. Consider offering an incentive program for sustainable development practices being incorporated into projects.

RESILIENT

Goal 1: Provide for public and private utilities that are resilient.

Objectives
a. Develop strategies that protect critical assets and ensure their operability under extreme circumstances.

Policies
a. Develop infrastructure in a manner that has redundancy available in areas that are susceptible to natural disasters when feasible and cost-effective.
b. Support and participate in local and regional efforts regarding groundwater protection.

Policies
a. Utilized City resources, including adopted planning documents and ordinances, to manage the intensity and type of land activities within the City’s wellfields’ recharge area, for the purpose of mitigating and/or avoiding groundwater contamination and to protect the health, welfare and property values of City residents and businesses.
b. Promote fair and equitable distribution of benefits and costs for future public utility extensions.
c. Continue to seek federal, state, private and local funding for parks and greenways and utility and facility improvements, including Tax Increment Financing (TIF), Community Development Block Grants (CDBG), Special Assessments and Impact Fees. Review City policies and update as needed.
6.0 Agricultural, Natural and Cultural Resources

6.1 Existing Conditions

6.2 Existing Programs

6.3 Summary of Existing Conditions

6.4 Assessment of Future Needs

6.5 Goals, Objectives and Policies

6.1 Introduction

This element of the Comprehensive Plan is meant to document and discuss conditions and trends, and to formulate goals, objectives and policies with regard to several attributes of the community, including:

- agriculture and agricultural lands;
- natural resources, including metallic and non-metallic mining;
- historic resources; and
- cultural resources.

These features are important in their own right, but are often interrelated with other elements of the Comprehensive Plan. Agriculture, for instance, may play a role in the local economy. Floodplains and wetlands may impact land use patterns or lead to related infrastructure needs (i.e. storm water conveyance). This chapter will attempt to define these relationships through its analysis of existing conditions.

6.2 Existing Conditions

Agriculture remains an important element of the regional economy, although its role within the City of Stevens Point is somewhat limited. As of 2012, there were 969 farms and 278,673 acres in farms in Portage County. About 72 percent of this total, or 201,386 acres, is cropland. Corn, forage, and vegetables (potatoes) are the primary crops.

Cattle and calves make up a vast majority of the livestock farmed in Portage County, totaling 107,430 on 1,409 farms in 2012. Other livestock raised in the area includes poultry, hogs, and lambs.

In 2015, there were 26 parcels and 622 acres of land in Stevens Point that are assessed as agricultural as reported by the Wisconsin Department or Revenue.

6.2.1 Urban Agriculture

Urban agriculture has been discussed at the City-level recently. Neighborhood gardening has been increasing in popularity. There are three neighborhood gardens that operate on the north and west sides of Downtown. The sites for these are provided by Golden Sands Resource Conservation and Development (RC&D) Council.
The Stevens Point Farmers Market, held at Mathias Mitchell Public Square, has been the focal point for farmers selling their goods since 1847. This is the “longest running farmers market in Wisconsin.” The market is open from May through October, and is managed by the Stevens Point Farmers Market Association.

The Central Rivers Farmshed, Inc. (Farmshed) works to expand the connection between local residents and their food by providing opportunities for participation, education, cooperation and action to support a local food economy in Central Wisconsin. They operate a 35,000 square foot community food center in Stevens Point, which includes a production greenhouse, community kitchen, gathering space and learning center.

The Stevens Point Area Cooperative is a grocery business that focuses on delivering high-quality natural, organic and locally sourced products at competitive process. Community supported agriculture (CSA) is a growing strategy for providing fresh farm products to urban households. A CSA operates by selling “shares” of its production to individual households. Throughout the growing season, the household is provided with an allotment of whatever crops may be harvested at the time. Community supported agricultural programs currently provide service to Stevens Point.
6.2.2 Topography
The City of Stevens Point is relatively flat, averaging about 1,100 feet above sea level. The flat terrain provides challenges with drainage when developing, and when adding hard surfaces that prevent water from infiltrating into the ground.
6.2.3 Bedrock Geology
The City of Stevens Point lies along the Central Sand Hills and Central Sand Plains geological provinces. The northern third of Stevens Point generally has high bedrock, low groundwater supply, clay soils and poor drainage. The southern two-thirds of the City – primarily the Urban Area – has sand plain features with well-drained soils, relatively flat topography and good groundwater supply.

6.2.4 Soils
Plainfield loamy soil is the most frequently found soil type in the City. This generally is found south of STH 66. Other areas of the City see denser soils that are subject to greater heaving and swelling due to frost conditions.

6.2.5 Mineral Resources
No mining exists within the City of Stevens Point.

6.2.6 Watersheds and Surface Water
Lakes, ponds, rivers, streams, intermittent waterways, and natural drainage ways make up the surface waters of Stevens Point and Portage County. These resources are all water bodies, standing still or flowing, navigable and intermittent, including natural drainage ways that collect and channel overland rainwater or snowmelt runoff. Natural drainage ways are characterized by intermittent streams, threads, rills, gullies, and dry washes that periodically contribute water to first-order streams. There are also many artificial drainage ways where the natural drainage ways have been altered by human activity. All of these features have the ability to transport sediment and pollutants and are affected by their watersheds, the land that surrounds them.

Stevens Point is located in the Little Eau Claire River, Plover and Little Plover River, and Mill Creek watersheds. All of these watersheds are severely impacted by non-point source pollutants, many from agricultural operations and animal-related industries.

The Wisconsin River, Plover River and McDill Pond are the major surface waters in Stevens Point. These are heavily utilized water bodies throughout the community. The Wisconsin River traverses the western point of the City. Lake Joannis, located on the Schmeekle Reserve, is also a widely recognized body of water, but has a much different use in that motor boats are not allowed on the lake. Much of the shoreland is undevelopable and is utilized as parkland or green space.

McDill Pond is created by a dam on the Plover River in the Village of Whiting to the south of the City limits. The Plover River is restricted by the dam and the water held back creates McDill Pond at the City’s southern boundary.

6.2.7 Impaired Waters
The Wisconsin River is on the Wisconsin Department of Natural Resources (DNR) 303d impaired waters list for PCB’s and Mercury. These determinations indicate when water bodies are not meeting state or federal water
quality standards, and are used to establish a method to protect and restore the quality of Wisconsin’s surface waters.

6.2.8 Outstanding and Exceptional Resource Waters

There are no outstanding or exceptional water resources as identified by the Wisconsin Department of Natural Resources within Stevens Point’s boundaries. The Wisconsin River is identified by the WDNR as an Area of Special Natural Resources Interest (ASNRI), as is Lake Joanis. Areas of Special Natural Resources Interest include designated state natural areas, designated trout streams, water inhabited by endangered, threatened, special concern species or unique ecological communities identified in the Natural Heritage Inventory, wild rice waters, federal or state waters designated as wild or scenic rivers, waters in areas identified in a special area management plan or special wetland inventory study, and water in ecologically significant coastal wetlands along Lakes Michigan and Superior as identified in the Coastal Wetlands of Wisconsin. The Wisconsin River and Lake Joanis are both identified as Priority Navigable Waterways.

“A high capacity well is a well on a high capacity property. A high capacity property is one property that has or will have one or more wells with a combined capacity of 70 gallons per minute (gpm) or more.” Wisconsin Department of Natural Resources.
6.2.9 **Point Source Discharges**

The WDNR regulates the discharge of pollutants to waters of the state through the Wisconsin Pollutant Discharge Elimination System (WPDES) program. This limits and sets forth a process to monitor discharges for pollutants. The City has a WPDES permit for the wastewater treatment plant, as does NewPage Wisconsin Systems Inc. The City, University and Village of Plover are all Municipal Separate Storm Sewer (MS4) permittees, meaning they are required to take efforts to reduce polluted storm water runoff.

6.2.10 **Area High Capacity Wells**

Many central Wisconsin municipalities utilize deeper aquifers for obtaining water supply. There are numerous high capacity wells in the City, including several that serve golf courses and other irrigation needs, as well as multiple owned and operated by the City of Stevens Point Water Utility for public drinking water.

6.2.11 **Groundwater**

Groundwater is the primary source of potable water. The City’s water comes from very deep wells which provide excellent quantity and quality water. This water is somewhat susceptible to groundwater contamination from agricultural practices, however the City’s primary wells are somewhat separated from these areas by the Plover River. The City of Stevens Point has a Wellhead Protection Plan and ordinance in place to help protect water quality. Areas to the north and east of the City have experienced groundwater quality issues due to private on-site wastewater systems and private wells being in close proximity to one another.

6.2.12 **Shorelands**

Shorelands provide valuable habitat for both aquatic and terrestrial animals and vegetation, and also act as buffers and thus serve to protect water quality. However, shorelands are also considered prime residential building areas because of their scenic beauty.

Recognizing this conflict, and in order to maintain the environmental, recreational, and economical quality of our water resources, the State of Wisconsin requires counties to adopt and enforce a shoreland ordinance.

As required by the State, shorelands are defined as:

- all land within 1,000 feet of the ordinary high water mark of a lake, pond or flowage; or
- all land within 300 feet of the ordinary high water mark of a river or stream or to the landward side of the floodplain, whichever is greater.
Incorporated municipalities are allowed to create and enforce their own shoreland zoning ordinances that differ from the State’s regulations. The City of Stevens Point defines shorelands in the same regard as the State.

**6.2.13 Floodplains**

One sensitive land feature that most residents are aware of is the floodplain, the flood-prone lands adjacent to water bodies. Floodplains can be desirable development areas due to the proximity to lakes, rivers and streams, but pose additional problems by possibly putting residents and property at risk. Development in floodplains can also affect the environmental quality of the waterway. According to FEMA, floodplains exist along the Wisconsin and Plover Rivers. However, the potential for property damage within these areas is minimal, as they are protected by dams and levees. Development within the floodplain is usually assessed through the use of the Flood Insurance Rate Maps (FIRM) developed by the Federal Emergency Management Agency (FEMA).

It is important to remember that these maps are no substitute for site specific analysis. Natural and man-made changes in the landscape, and the age and accuracy of flood insurance maps have in some cases limited their reliability for the identification and designation of floodplains. The City also has floodplain development regulations in their zoning ordinance which should be consulted prior to any construction activity.

**6.2.14 Wetlands**

There are a number of wetland areas within the watersheds that can affect water levels of rivers flowing through the City of Stevens Point. Wetlands are defined by the state statute as "an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions." Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, or bogs. Wetland plants and soils have the capacity to store and filter pollutants, replenish groundwater supplies, store floodwaters and maintain stream flows.

Wetland areas exist along the Wisconsin River and Plover Rivers and on the City’s north side. The Schmeekele Reserve has been proactive in preserving wetlands within its boundaries.

**6.2.15 Steep Slopes**

Steep slopes that are prohibitive to development, in general, are not prevalent in and around Stevens Point.

**6.2.16 Forest and Woodlands**

Woodlands are an important feature of Stevens Point. Urban forestry has been practiced by the City as the importance of trees in providing economic, ecological and environmental benefits are realized.

Stevens Point is a Tree City USA, a designation given by the National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters to communities who promote urban forestry programs. The City has been a member of this program for over 35 years, and has received its twelfth Growth Award for demonstrating progress in the community forestry program by developing a street tree management program and for increased tree planting.
The Emerald Ash Borer (EAB) has been confirmed in the City. An EAB Management Plan was developed in 2014/5 to address the impacts this invasive species will have on local trees. The City also has an Urban Forest Management Plan, completed in 2010, with specific recommendations on how best to preserve and manage the City’s urban forest.

### Figure 6-2
**Stevens Point Natural Resource Map**

![Stevens Point Natural Resource Map](image)

#### 6.2.17 Wildlife, Wildlife Habitat and Open Space

Scattered throughout Portage County are various federal, state, and local wildlife, fishery, natural and scientific areas, including private conservancy areas. These often encompass one or more of the sensitive land areas discussed previously (e.g., wetlands, forests, shorelands, prairies). These areas are managed as open space to provide important feeding, breeding, nesting, cover, and other habitat values to a wide variety of plant and animal species.

Fish and wildlife habitat are contained within the Wisconsin and Plover Rivers, and the Schmeekle Reserve. The Jordan Marsh and Mosey Creek corridors are also wildlife corridors and areas.
Urban deer management has been an ongoing concern for the City. Efforts have been made to conduct local deer herd cullings, and there is an active Deer Management Committee.

6.2.18 Rare and Endangered Species and Natural Communities

According to the WDNR Natural Heritage Inventory, Portage County is home to many animal and plant species, as well as natural communities that can be considered rare or endangered.

Stevens Point lies within two town ranges in Portage County. The areas where Stevens Point lies have been identified as having many endangered species and natural communities by the WDNR’s Natural Heritage Inventory (NHI) (http://dnr.wi.gov/topic/NHI/data.asp). Due to the fluidity of this list, a comprehensive list is not provided here. References to the weblink above should be made when exploring areas and the potential for rare and endangered species presence.

These species are protected, and as such, are preserved to the extent possible.

6.2.19 Cultural Resources Existing Conditions

Preservation of historic and cultural resources is important to the vitality of any community. The City of Stevens Point has a rich history that originally centered on logging and railroads. While the importance of these to the region have become less prominent, they are still an important part of the City's character and history.

Stevens Point was settled by George Stevens in 1836 from a boom in the logging of what is now Central Wisconsin. Loggers found the spot along the Wisconsin River a convenient stopping point. The first plat for what would become the City of Stevens Point was completed in 1847.

The Portage County Historical Society operates four museums and was formed for the promotion and preservation of items having historical interest to the Portage County area. They also maintain an archives housed at the University of Wisconsin-Stevens Point as well as the Malcolm Rosholt Online Archives.

Stevens Point is recognized by the State of Wisconsin as a Certified Local Government, a designation that carries responsibilities for review of historic resources within the City. The City of Stevens Point adopted a Historic Preservation Ordinance with the purpose and intent to protect, enhance, perpetuate and use sites of special character or architectural or historic interest or value to the public.

The Historic Preservation/Design Review Commission and Common Council have identified “Local Landmarks and Districts.” Modifications to these local landmark properties require exterior alterations to be reviewed and approved prior to work being initiated, and it must be consistent with the historic character of the property.

Locally Designated Historic Structures

<table>
<thead>
<tr>
<th>Property or Building</th>
<th>Address</th>
<th>Year Built</th>
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<td>------------------------------------------</td>
<td>--------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Folding Furniture Works Building*</td>
<td>1020 First Street</td>
<td>1920</td>
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<tr>
<td>Fox Theater*</td>
<td>1116-1128 Main Street</td>
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<tr>
<td>Hardware Mutual Insurance Companies Building*</td>
<td>1421 Strongs Avenue</td>
<td>1924</td>
</tr>
<tr>
<td>Hotel Whiting*</td>
<td>1408 Strongs Avenue</td>
<td>1923</td>
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<tr>
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<td>1100 Brawley Street</td>
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<td>Kuhl Christina House*</td>
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<td>Nelson Hall*</td>
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<td>Church of the Intercession</td>
<td>1417 Church Street</td>
<td>1971</td>
</tr>
<tr>
<td>Andrae House</td>
<td>1249 Clark Street</td>
<td>1880</td>
</tr>
<tr>
<td>WI Bell Building</td>
<td>1045 Clark Street</td>
<td>-</td>
</tr>
<tr>
<td>J.W. Moxon House</td>
<td>1700 College Avenue</td>
<td>1920</td>
</tr>
<tr>
<td>Carl Hassell House</td>
<td>2317 Jefferson Street</td>
<td>1940</td>
</tr>
<tr>
<td>Dr. Alfred Earl House</td>
<td>1924 Main Street</td>
<td>1910</td>
</tr>
<tr>
<td>Edward McGlachlin House</td>
<td>2017 Main Street</td>
<td>1950</td>
</tr>
<tr>
<td>A.J. Agnew House</td>
<td>1901-03 Pine Street</td>
<td>1915</td>
</tr>
<tr>
<td>W.J. Clifford House</td>
<td>1554 Strongs Avenue</td>
<td>1960</td>
</tr>
<tr>
<td>John Slothower House</td>
<td>1640 Main Street</td>
<td>1920</td>
</tr>
<tr>
<td>Matthew Wadleigh House</td>
<td>2024 Main Street</td>
<td>1910</td>
</tr>
<tr>
<td>Phillip Rothman House</td>
<td>1716 Water Street</td>
<td>1938</td>
</tr>
<tr>
<td>A.G. Green House</td>
<td>1501 Main Street</td>
<td>1890</td>
</tr>
</tbody>
</table>
The City of Stevens Point is also encouraging and sponsoring the nomination of five districts to the State and National Register of Historic Places. These designations help enable properties to be eligible for tax credits when performing rehabilitation or restoration activities. The five districts are:

- Church of Intercession – St. Stephen R. C. Church Historic District
- Church Street Residential Historic District
- Clark Street – Main Street Historic District
- Pine Street – Plover Street Historic District
- Sunset Fork Residential Historic District.

Stevens Point has installed interpretive signage that document and explain the importance of historic sites in the City.

Culture in its broadest sense, can refer to a particular ethnic or sociological grouping, or to music, literature, lifestyle, painting and sculpture, theater and film and other arts. These areas of culture will be explored in greater detail in the Arts and Culture Chapter of this plan.

6.3 Existing Agricultural, Natural, and Cultural Programs

Numerous Federal, State, Regional, Local, and private plans and programs exist which contribute to the preservation, conservation, or management of agricultural,
natural, and cultural resources in Portage County. Although no list can be exhaustive, a partial list is shown below.

- **Farmland Value Use Assessment**
  This program allows farmland to be assessed based on the land's ability to produce income from agricultural uses, rather than its potential market value to developers.

- **Wisconsin Farmland Preservation Program**
  Wisconsin farm owners are eligible to receive a state income tax credit, provided their county has a Farmland Preservation Plan in place.

- **Forest Land Tax Program**
  These programs are run by the Wisconsin DNR and encourage sustainable forestry on private lands by offering tax incentives to landowners.

- **Wisconsin Pollutant Discharge Elimination System Permits (WPDES)**
  This DNR operated program regulates municipal and industrial operations discharging wastewater to surface or groundwater.

- **Wisconsin Municipal Separate Storm Sewer Permits (MS4)**
  Wisconsin municipalities and counties within urbanized areas are required to have Municipal Separate Storm Sewer (MS4) permits. These permits require municipalities to reduce polluted storm water runoff by implementing storm water management programs with best management practices. In Portage County, the City of Stevens Point, the University of Wisconsin-Stevens Point, and the Village of Plover are all MS4 permitees.

- **Wisconsin Historical Society**
  The Historical Society was founded in 1846 and helps people to connect with the past by maintaining and collecting stories and items. This organization also has grant funding available to help local communities identify and preserve historical features.

- **Wisconsin’s Historical Preservation Plan 2006-2015**
  This plan outlines specific goals and objectives to protect and enhance the state’s cultural resources.

- **Stevens Point Urban Area – Area Wide Water Quality Management Plan 2007-2027 Update**
  This plan helps in developing a sanitary sewer service area for the Stevens Point Urban Area.

  Each Wisconsin county is required by state law to develop a County Land and Water Plan. It is meant to serve as a guide for local conservation efforts that are administered by various regulatory organizations.

- **City of Stevens Point Comprehensive Outdoor Recreation Plan 2010-2015**
  This plan inventoried existing recreational facilities and identified future needs. The City is planning an update to this plan in 2017.
• City of Stevens Point Ordinances

Ordinances have been adopted to aid in the effort of conserving resources and protecting landowner rights, land values, and the public health and safety.

6.4 Assessment of Future Needs

6.4.1 Introduction

Cities and regions are competing globally to attract and retain entrepreneurs and a highly skilled workforce. Natural and cultural resources are critically important ingredients for creating the type of healthy, vibrant communities where people want to live, work, learn, and play. By investing in local and regional distinctive assets and culture, cities help foster innovation and entrepreneurial commercial activity, resulting in a more resilient local economy.

6.4.2 Key Trends

6.4.2.1 Arts

Stevens Point is home to an emerging arts and culture scene anchored by several prestigious venues such as the Fox Theater, owned by CREATE Portage County and used for occasional art shows, the Smith Scarabocchio Art Museum, Sculpture Park and the Riverfront Arts Center, as well as programs by regional agencies, such as the American Suzuki Institute at UWSP, one of only two accredited colleges of fine arts in Wisconsin. These are reinforced by several commercial enterprises and annual events, such as ArtsWalk, Art in the Park and Festival of the Arts. There is also a thriving local music scene supported by numerous downtown establishments. The economic and social impact of these assets and events on Stevens Point can be seen in the growing participation and investments in the arts events and community in Stevens Point. An excellent example of this is the Fox Theater, which is currently vacant, but has seen significant interest and investment. A capital campaign is underway and has been going for some time to develop a plan and resources to invest in saving the historic structure so that in the near future, it can be renovated into a structurally sound facility and able reopen to performances once again.

6.4.2.2 River restoration, cultural interpretation, and public access

A key trend impacting natural resources throughout the Upper Midwest is the significant amount of investment occurring along river corridors. Rivers used to be something communities turned their back towards as transportation networks, but now river frontage, particularly in urban areas close to downtowns has seen significant demand and investments. The City has made significant investments in redeveloping the downtown, and an accessible but missing link is the waterfront along the Wisconsin River, and potential future redevelopment, private investment, tax base expansion, and connections to the rest of the City’s revitalizing downtown. One of the key redevelopment sites is the former Superfund site between Crosby Street, 1st Street West and Portage Street. This site, located adjacent to

Art in the Park. Photo Credit: Stevens Point Journal Media
Pfiffner Pioneer Park and abutting the redeveloping downtown area will be critical to the overall riverfront improvements.

6.4.3 Guiding Principles

Livability

Urban agriculture practices and local food networks have been points of emphasis for the City recently. Significant efforts through partnerships have resulted in a large Farmer’s Market, community-supported agriculture availability, and community-gardens for Stevens Point residents to participate in growing their own food. The ability to track where your food comes from, and to grow, harvest and consume local food is a growing trend. Communities committed to engaging in this process open themselves to being a desirable locale for these activities.

Natural resources, and the way people interact with them can significantly impact the quality of life of a region. With the City’s local on quality surface waters, along with the preserved natural areas, these are true assets that can lead to better experiences and activities for the region.

Public art and cultural programming that celebrates and welcomes diverse communities living in or moving to Stevens Point are important for the continued development of the City. Art and culture can be creatively harnessed to develop inviting and useful spaces that build community identity, encourage people to interact with one another, and support, inspire and celebrate creative and diverse people living throughout the community.

As the City continues to develop and land use decisions are being made, it is imperative to ensure that developed uses are providing a supportive role for promoting urban agriculture, ensuring natural resources are preserved and/or utilized in appropriate manners, and enhance the communities’ creative and diverse cultural and historical resources.

Connected

The City takes great pride in their historic resources, and has actively encouraged local property owners to participate in historic preservation activities. Reutilizing and saving historic properties is always more sustainable than removing and redeveloping sites – when it is a viable option. The work the City has done in encouraging these practices is resulting in a more sustainable City, with greater aesthetic appeal and community pride.

Based on national and regional trends, arts and culture are poised to play an increasing role in contributing to Stevens Point’s economic and social vitality. For this to occur several factors beyond good intentions or sheer will need to either be maintained or strengthened. These include such things as:

- preservation and upkeep of older, existing buildings with modestly priced rents so entrepreneurs and creative people can afford physical space to operate
- routine programing, promotion and cultural/arts activities, events and projects
- dependable funding (public and private) for cultural and arts oriented events and projects
- growth of medium to higher paying wage jobs so people have money to spend on the arts
- political and bureaucratic tolerance or support for informal, spontaneous arts and culture activities

Local Music Event. Photo Credit: Stevens Point Journal Media
• cultivation and curation of a creative culture where artistic expression is encouraged and appreciated
• formal establishment of an arts council or commission to administer, promote a public art program and maintain a public art collection

Ensuring that natural resources and local foods are available and accessible to all are ways to ensure the community is connected to and through these assets as well.

**Resilient**

The areas’ natural systems is a key component of resiliency. Stevens Point's location being bounded by both the Wisconsin and Plover Rivers would often result in portions of the community being vulnerable to significant impacts with flooding. However – due to the dams and levees along the Wisconsin River, the City is largely protected from significant damage during high water. There are areas that have been designed to accommodate high water levels, but property damage is generally avoidable under most scenarios. The City has also been proactive in acquiring and removing flood-prone properties to mitigate potential losses in the event of severe weather with rapidly rising river systems.

A challenge to resiliency is ensuring that all members of the community are provided the opportunity to participate and contribute to the betterment of the City. Increasing diversity demands a more inclusive approach to engaging and leveraging all of the City’s human capital and will require overcoming barriers such as language and accessibility. Proactively working with the local education system and community-based organizations affiliated with diverse populations can help ensure better service delivery and a greater appreciation for all of the City’s residents.

The City has taken great strides in developing a quality Urban Forest. Managing tree disease, and ensuring an effective urban forestry program helps to reduce heating and air conditioning costs, helps reduce urban heat islands, extends the life of asphaltic pavements, and improves the quality of life in and around the City.

A community identity that celebrates Stevens Point’s history of innovation and creativity and supports future creatives so that the City continues to grow and to have a positive impact on the world at large is also a manner in which stakeholders, City and civic leaders, and the region can ensure a resilient future.

**Sustainable**

Runoff from urban areas contains a mixture of pollutants from hard surfaces such as parking lots, streets, and rooftops. These areas may accumulate sediments, petroleum-based and other chemicals from cars and trucks, heavy metals, and other contaminants that enter the storm sewer system and are flushed into streams and rivers. Runoff from lawns may contain fertilizers, pesticides, and other chemicals or oxygen-demanding organic waste that also enters surface waters. Impaired waters in Wisconsin are largely addressed through an analysis, known as a total maximum daily load (TMDL). A TMDL is the amount of a pollutant a waterbody can receive and still meet water quality standards. TMDL phosphorous standards help ensure water quality by limiting the amount of non-point phosphorous stormwater runoff as well as discharges from the municipal wastewater treatment plant. The WDNR is in the processing of developing a TMDL for the Wisconsin River, which will impact the City. Municipalities are required to implement stormwater practices designed to reduce the amount of sediment and phosphorous entering waters of the state. They are also required to implement programs for public education, illicit discharge detection and elimination, enforcement of local ordinances to regulate erosion control and long-term storm water management, and pollution prevention at municipally-owned facilities to further reduce contaminants in surface waters.
Numerous techniques have been developed to improve the quality of stormwater, at the level of the individual property up to a basin-wide approach. Many of them have additional environmental benefits beyond stormwater management and water quality. These techniques are sometimes referred to as low-impact design (LID), and may include:

- downspout disconnection, redirecting stormwater from impervious areas or storm sewers to locations where it can be stored or seep into the ground;
- onsite filtering, practices such as sand filters, bioretention cells, swales, and filter strips that use a filter media to reduce stormwater runoff and filter pollutants;
- rain gardens, vegetated depressions where stormwater can be captured and infiltrated;
- stormwater trees, planted to intercept and take up stormwater, often in parking lots; and
- stream restoration, returning water channels to a more natural state in which meanders, wetlands, floodplains, and other features function to slow, store, and filter stormwater.

It is also imperative that the City continue to implement and monitor their Wellhead Protection Plan and Sanitary Sewer Service Area Plan to ensure that groundwater supplies are protected. These all will help to ensure that natural systems and the built environment protect and enhance habitats, create a healthy environment, mitigate local climate impacts, and promote energy efficiency.

Arts, culture, and creativity resources that protect and grow Stevens Point’s identity as a creative place through better infrastructure to support local arts groups, artists, innovators and entrepreneurs is another way in which the creative classes can help sustain the City’s growth and development. Creative placemaking will help to encourage future public and private investments that will build off of the regional talents of local people who can retain vibrancy throughout the community.

**6.5 Goals, Objectives and Policies**

The goals, objectives and policies in this Chapter reflect on how the City’s natural and cultural environments will be developed and utilized to further influence the growth and development of the City. These provide the City with a guide for future investments as well as methods to develop and grow that not only protect these valuable resources, but find unique and creative ways to utilize them in creating inviting atmospheres.

The Goals, Objectives and Policies support the four Guiding Principles for the Stevens Point Comprehensive Plan – Livable, Connected, Sustainable and Resilient.

**Livable**

Goa 1: Continue to seek ways to expand and further promote the practices of urban agriculture.

**Objectives**

a) Maintain the viability of the regional-agricultural sector that provides locally-grown food for residents and raw materials for food processing and related businesses.

b) Increase the size of the Farmer’s Market, or create a second location within the community.

**Policies**

a. Work with neighboring communities to preserve important farmlands and avoid fragmentation of agricultural areas in the region by encouraging infill and redevelopment efforts and compact development patterns.
b. Continue to support programs that connect farmers and consumers to bring locally-grown food into the community, including working with the Community Garden Partnership and other organizations to provide locations, funds and staffing assistance when possible for the development and maintenance of community garden education on gardening.

c. Implement the *Path to a Sustainable Stevens Point report*.

d. Identify and offer locations for urban agriculture through the lease of City property, or other assistance in newer urban ag methods such as aquaponics.

Goal 2: Improve and maintain the rivers, lakes, ponds and wetlands of Stevens Point.

**Objectives**

a) Maintain the viability of the regional-agricultural sector that provides locally-grown food for residents and raw materials for food processing and related businesses.

b) Protect and enhance the aesthetic beauty of Stevens Point’s water resources for all to enjoy.

**Policies**

a. Identify and priority sensitive lands, distinctive open spaces and natural areas surrounding the City’s lakes, rivers and stream that are work preserving and provide for natural and recreational uses.

**CONNECTED**

Goal 3: Encourage identification, appreciation and protection of historic and cultural resources.

**Objectives**

a) Continue to review, update and expand when appropriate the local historic property designation.

**Policies**

a. Adopts additional historic districts and properties per the 2011 intensive survey.

b. Educate property owners and encourage appropriate restoration of Stevens Point’s historic resources.

c. Continue to promote the Historic District designations, and to educate eligible property owners on the availability of tax credits for improvements.

d. Advertise and market historic districts to further tourism and civic pride. Create walking tours and brochures for historic districts and properties.

e. Continue to maintain the City’s status as a member of the Certified Local Government Program through the Wisconsin Historical Society.

f. Continue to promote beautification of the City. Work to continue utilizing the Design Guidelines.
g. Gain and maintain status as a WEDC Connect Community and Main Street Community.

b) Support arts and culture through the adoption of policy and partnerships with the University, Arts Alliance (Create Portage County) and other stakeholder groups.

**Policies**

a. Engage and partner with groups throughout the community to create cultural festivals and other cultural heritage events.

b. Invest in arts, sculptures, murals and other creative avenues to promote Stevens Point’s artists and heritage.

c) Use Room Tax revenues or other sources of funds to maintain City support of the Arts.

**Policies**

a. Encourage the Room Tax Allocation Commission to include allocations to support the Arts.

**SUSTAINABLE**

Goal 4: Encourage land use patterns and practices that are environmentally sensitive and complement the natural, hydrologic system, including the balance between ground and surface waters.

**Objectives**

a) Minimize the potential for pollution and contamination of local ground and surface waters.

**Policies**

a. Maximize opportunities as appropriate to convert manicured lands to prairie and forest to improve ecological services, habitat and access to nature.

b. Reduce water consumption and improve water use efficiency to minimize impacts of groundwater withdrawals on the Plover River.

c. Engage volunteers in the restoration, maintenance, and preservation of the parks system’s natural resources and woodlands.

d. Continue to enforce the City’s Wellhead Protection Plan.

e. Collaborate with local, county, state and federal organizations to plan for and fund ecological management and restoration.

f. Boundary Compatibility – Plan for a regulate land development on the boundaries of conservancy uses to be compatible with the conservancy use and sensitive environmental conditions. This includes public and private development activities.

g. Continue to abate the siltation and weed problem and other water quality problems of McDill Pond in cooperation with the appropriate units of government. Emphasize the analysis of the interrelationships between land use activities in the City and resulting impacts to the pond.
RESILIENT

Goal 5: Continue to preserve and enhance natural features and environmental quality to benefit Stevens Point residents, businesses and visitors.

Objectives  Encourage environmental stewardship.

Policies

a. Require natural resource features be accurately depicted on all site plans, certified survey maps, preliminary and final plats.

b. Identify, implement and educate the public about “best management practices” for stormwater management.

c. Promote awareness of natural resources and critical resource issues in the City through public education and volunteer stewardship activities in public parks and through collaboration and partnership with local landowners, conservation groups (such as Farmshed and/or Golden Sands Resource Conservation & Development), public agencies, UW-Stevens Point and other stakeholders.

d. Continue to support the urban forestry programs and to continue developing the urban tree canopy, and to mitigate invasive, such as EAB.

e. Work with FEMA to update and confirm floodplain boundaries. Work with property owners and realtors on education of the floodplain boundaries, maps and regulations.

f. Work towards cleaning water resources in the City through partnerships with the WDNR and other organizations.

g. Maintain all local wetlands in Conservancy zoning in support of local conservancy goals and State wetland regulations.
7.0 Economic Development

7.1 Introduction
Economic development is a critically important function for the City of Stevens Point. Without a strong tax base, there is insufficient revenue to make the types of investments successful communities require, including investments in education, transportation, safety, clean water, and a thriving downtown. The Economic Development Chapter provides a framework for public investment in economic development activities consistent with the overall goal of pursuing economic development that brings good, living wage jobs to the City and supports the long-term growth and vitality of the City's industrial areas, downtown and neighborhood business areas.

7.2 Existing Conditions
The labor force is that portion of the population that is 16 years or older who are employed, or unemployed but actively seeking employment opportunities. As a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

As identified in the Issues and Opportunities element, Stevens Point’s population has grown at a rate relatively consistent with Portage County for the past several decades. According to population projections, the City is projected to grow at a slightly faster pace than Portage County through the year 2040. In 2014, Stevens Point had a labor force participation rate of 67.4 percent.

As shown in the Issues and Opportunities element, in 2014 Stevens Point had a median age of 26.7, which is significantly younger than Portage County’s.

Educational Attainment
A good indicator of the economic potential of an area is the education attainment of its residents. Generally speaking, a population with a higher level of education reflects a more skilled workforce with higher earning potential. A more skilled population can be seen as an attractive quality for businesses relocating as well. Nearly 94 percent of Stevens Point residents had at least a high-school diploma in 2014. Over 34 percent of Stevens Point residents had attained at least a Bachelor’s degree. These numbers are quite high compared to County (28.3%) and State (27.4%) numbers.

Income
In the Issues and Opportunities element, the income for Stevens Point and Portage County residents is identified. The median family income in Stevens Point is $55,925, while Portage County’s is $65,735. Household incomes are also a bit lower for the City of Stevens Point when compared to Portage County and the State of Wisconsin. These differences are likely attributable to the younger population within the City.

Economic Base
The Issues and Opportunities element indicates Portage County’s prominent industries and occupations. Approximately 28 percent of Stevens Point residents are employed in the Education, Health and Social Services Industry.
In 2014, there were three percent of Stevens Point residents who indicated they worked from home. City of Stevens Point businesses employ approximately 67 percent of City residents. Approximately 85 percent of Stevens Point residents work somewhere within Portage County.

**Employment Projections**

Employment projections for the North Central Wisconsin Workforce Development Area are presented in the Issues and Opportunities element. The industries in this region expected to see the largest growth rate through 2022 are Construction and Professional/Business Services, with expected increases in employment of over 18 percent each. The occupation expected to see the largest increase through 2022 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).

**Economic Strengths and Weaknesses**

**Strengths**
- Certified Site – Industrial acreage availability
- Diversified Economy
- Young median age and relatively low wage scale
- Education and Training – Stevens Point residents have very high high-school graduation rates and excellent access to secondary education and training facilities in the region.
- Excellent transportation facilities and options – freight rail, airport, located on Interstate system.
- Excellent Infrastructure – including roads, utilities and broadband/technology.
- High quality of life – natural resources, recreational amenities, access to medical care, arts and culture, strong civic organizations
- Niche area businesses – high-tech, insurance fields
- Redevelopment opportunities
- Centralized geographic location within State

**Weaknesses**
- Limited financial resources for development assistance.
- Territory expansion limited by environmental and development constraints
- Limited available development space
- Tax exempt properties
- Limited airport operations
- State-wide budget and local revenue sources declining

According to the National Governor’s Association, Center for Best Practices, the seven New Economy Development Strategies are:

1) Invest in People
2) Build state-of-the-art infrastructure
3) Treat citizens as customers
4) Streamline taxes and regulations
5) Nurture entrepreneurs
6) Create hi-tech magnets
7) Preserve quality of life
7.3 Assessment of Future Conditions

Key Trends
Several emerging trends will shape Stevens Point’s future economy and appropriate economic development programs and policies of the City.

Globalization
An increasing number of products and services are free flowing across international borders due to low-shipping costs, favorable trade agreements, and improved telecommunication. This has expanded markets for some products, but also made certain industries with prevalence in Stevens Point vulnerable, including paper and machinery manufacturing.

Manufacturers seeking to be competitive while still retaining local production seem to generally focus on niche markets or substitute technology for labor to increase productivity and decrease labor costs. Many incentives offered by state and federal programs do so to generate job creation or retention. This mismatch can leave some economic development organizations with few tools to assist companies looking to remain competitive without investing in manual labor production.

Local businesses have been engaged in efforts to combat globalization while focusing on “buy local” campaigns. This concept – whether business-to-business or business-to-consumer, looks to retain as much money in the local economic as possible.

Manufacturing vs. Services
The well-publicized loss of jobs has created a general perception that manufacturing has been in a long-term decline in the United States. While true in some sectors, manufacturing output overall has grown due to productivity gains, even while industry employment has decreased. The challenges facing manufacturers have in many cases been due to competition, structural changes, or both. Printing has been impacted by the increased use of electronic media. Machinery manufacturing has faced challenges due to lower foreign wage scales. Paper manufacturing faces both concerns – declining demand along with competition from Asian counties.

Service employment overtook manufacturing and has been seen as the source of future job growth in the United States. Once thought to be secure from foreign competition, services have now begun to be “off-shored” in the same way that manufacturing jobs were twenty years earlier.

Creative Economy
In the 1990’s a researcher by the name of Richard Florida put forward the idea that future economic growth would be largely attributed to a “creative class” of people who comprise a knowledge-based, instead of product-based economy. The creative class does include the artists that are frequently mentioned, but it is largely made up of professions such as engineers, designers, writers, programmers, scientists, and others. Other work by Florida has demonstrated that a critical subset of the creative class is that comprised of fine, performing, and applied artists. His “Bohemian index”—the share of employment in arts occupations—is strongly associated with new firm formation and high-tech specialization in metropolitan areas.

People in these occupations are drawn to a handful of places. The presence of major research facilities is one factor in determining where these places will be, but other considerations include quality of life amenities that may include natural features or offer a vibrant urban lifestyle. The City of Madison is one Wisconsin community often cited as a magnet for the creative class, but the U.S. Department of Agriculture’s Economic Research Service has prepared county-level data that show several other Wisconsin places as leading creative class destinations. The
The following table contains data on county rankings among all of the United States and Wisconsin Counties, for both their share of overall creative class employment and for their share in the arts-related subset.

### Creative Class County Rankings, 2000 and 2011

<table>
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<th>County</th>
<th>Creative Class Rank - US</th>
<th>Creative Class Rank - Wisconsin</th>
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<tbody>
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<td>Portage County</td>
<td>613</td>
<td>769</td>
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</table>

<table>
<thead>
<tr>
<th>County</th>
<th>Arts-Related Rank - US</th>
<th>Arts-Related Rank – Wisconsin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portage County</td>
<td>391</td>
<td>883</td>
</tr>
</tbody>
</table>

Source: U.S. Department of Agriculture, Economic Research Service, share of total county employment in creative occupations and in arts occupations. US ranking is based on 3,136 counties; Wisconsin ranking is based on 72 counties.

The data in this table indicate that Portage County is in the top 30% of counties for creative class and arts-related employment in the country and the State.

In response to these theories of economic growth, many communities have prepared economic development strategies that attempt to create an environment that is attractive to creative class workers. This usually takes the form of promoting vibrant mixed-use neighborhoods, parks and other recreational facilities, cultural venues, and other urban amenities.

Portage County has had and still retains a strong creative class and arts status. Ensuring that this continues to grow and evolve will be important to retaining an environment that is supportive and enticing to these populations.

### Entrepreneurship

Economic development is increasingly focused on promoting entrepreneurship. The 2016 Kauffman Growth Entrepreneurship Index, an indicator of how much entrepreneurial businesses are growing, rose in 2015 for the third year in a row, suggesting that business growth has largely recovered from its Great Recession slump. Several facts may suggest a coming surge in entrepreneurial activity.

- The population is aging, and contrary to popular belief, the highest rates of entrepreneurship are among those people between the ages of 55 and 64.
- The 20-34 age bracket has the lowest rate of entrepreneurial activity.
- Business formation rates are also higher among recent immigrants.

Common practices adopted to encourage entrepreneurship include facilitating networking and collaboration, improving access to financing, providing training and education, offering supportive services such as incubators and technical assistance, and adopting favorable public policies. Most of the entrepreneurial programs that have been created are focused on a set of targeted industry sectors, such as high technology, manufacturing, or in some cases retail businesses.

The most common entrepreneur, however, is a solo individual often starting a business within their own home. This includes a group of people recently termed “pajama entrepreneurs” or “third bedroom entrepreneurs”, who leverage their expertise to provide design, business and technical consulting, business management, and other services.
As mentioned above, the highest rates of entrepreneurship are among those people between the ages of 55 and 64. Other common entrepreneurs may include those 65 years and older. They represented 12.9% of the U.S. population in 2010. By 2030, their number will reach about 72.1 million, more than twice their number in 2000. People 65+ represented 12.4% of the population in the year 2000 but are expected to grow to be 19% of the population by 2030.¹ Many seniors over 50 are looking to reboot their careers and lives.²

A different set of programs may be needed to foster development of this group. The few programs targeting these entrepreneurs focus on helping them get additional work, providing business support services, and providing locations where they can conduct business functions, including amenities such as broadband access, meeting rooms, teleconferencing equipment, and general office equipment.

**Financial Markets**

Tightened lending practices have been a lasting outcome of the economic recession. This affects both business and consumer credit, as well as financing for development projects. Businesses have been impacted by reductions in lines of credit and higher requirements to borrow adequate funds to meet their expansion needs. Consumers are less able to borrow to fund major purchases, contributing to a drop in sales. Developers are sometimes finding it harder to secure the funds they need to invest in new construction or rehabilitation projects. For example, stringent regulatory requirements specific to condo mortgage insurance were introduced in the wake of the housing finance crisis³, which have made it more difficult to secure condo financing. These barriers are being addressed by Congress, which may help stimulate demand for more condos in the future. On the other hand, tighter lending requirements for first time homeowners are helping stimulate the development of new multi-family rental housing projects. Stevens Point may benefit from this trend as millennials, empty nesters, and others increasingly seek out more urban housing options.

**Agriculture**

Portage County has historically led Wisconsin in production of potatoes, processed snap beans, and sweet corn, and second in green pea production. While much of this production occurs outside the City limits, it drastically impacts residents by directly providing jobs, and providing industry support to related businesses necessary to produce these products.

**Retail Revolution**

Consumers are becoming more deliberate in their shopping habits, empowered by the convenience of on-line shopping and constrained by the slow growth in levels of personal income. Demand for retail space is on the decline in most markets, with newer development taking place in central city locations where population growth has occurred. Existing retailers are responding to this trend by embracing social media, mobile payments, and unique offerings such as hands on learning opportunities for shoppers.

**Designated Economic Development Sites**

Development pressure is anticipated to continue in Stevens Point. With good access to transportation systems, rail and airport infrastructure systems, and a strong economic base, the City is an attractive place for economic growth. Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the City’s vision and Plan.

¹ http://www.aoa.gov/AoARoot/(S(2ch3qw55k1qylo45dbihar2u))/Aging_Statistics/index.aspx
² Philip M., Burgess, “Reboot!: What to do when your career is over but your life isn’t.”
The City’s downtown has seen rapid economic activity in the past several years – and that should be expected to continue. There are sites that are available for redevelopment, including the Lullaby Site, that – along with the new hotel being developed on the former mall site, will be in high demand for private investment. The City should consider improving and strengthening the connection between the downtown area and the riverfront – as that will also aid in attracting private investments.

The City has several Business/Industrial Parks with sites available for businesses looking to expand or relocate to Stevens Point. The East Park Commerce Center is over 700 acres and is Wisconsin’s largest Certified Site – meaning it is shovel-ready and the Wisconsin Economic Development Corporation has offered assistance in marketing the site.

The Portage County Business Park is over 400 acres that is largely developed. There are fewer than ten sites still available in this park that is located directly west of the East Park Commerce Center.

The Stevens Point Industrial Park is directly west of I-39. This park is nearly fully developed – which lead to the creation of the Portage County Business Park and subsequently the East Park Commerce Center. There are still some smaller lots available.

There are 19 buildings and 35 sites within the City that are being actively marketed on LocateInWisconsin, Wisconsin Economic Development Corporation’s marketing website.

**Brownfield Redevelopment Sites**

A search of the Wisconsin DNR BRRTS database revealed that Stevens Point has 491 sites that have been contaminated. 278 of these sites are “Closed,” meaning that the sites have been satisfactorily cleaned according to state standards. There are several “No Action” sites which means that based upon the action or site attributes, no action needs to be taken to clean-up the site. 107 sites are “Historic,” meaning spills were cleaned prior to 1996. There are 20 “open” contaminated sites in the City.

These sites can often be remediated and reused for commercial or industrial businesses. This would allow the City to reuse these lands and enables the preservation of farmland, as businesses can avoid developing greenfield acreage.

**Tax Increment Financing**

The City has several tax increment financing districts (TIDs) that have been successfully used to assist with economic development. The City has five (5) active TIF Districts and has additional capacity to utility TIF. The use of TIF dollars in a sensible manner to promote and encourage private sector economic investments is important.

**Guiding Principles**

**Livability**

Economic development, and the resulting jobs, business investments and workforce development programs are the lifeline of a livable community. Without adequate living wage jobs, residents will not be able to afford basic necessities. Without residents – through a stable workforce and a consumer base – businesses will not invest in the community. Stevens Point is in a good position economically with a strong labor force, good education systems and a strong employment base that will allow it to remain the economic hub of the region.
**CONNECTED**
Steves Point has a significant business base with international economic impacts. Making sure private utility providers, particularly those in the telecommunication industry are providing fast, reliable and secure telecommunication access that is competitive on the global market is critical to retaining and attracting businesses to the community.

**RESILIENT**
From an economic standpoint, resilient communities have economic bases that are growing and diverse. A diverse economic base mitigates the potential devastation that can be seen when disaster strikes a particular industry – such as those ag-related industries susceptible to disease outbreaks. Stevens Point’s economic base is discussed in the Issues and Opportunities section. In general, there appears to be good diversification locally. Based on regional projections, the City is poised for continued economic growth and prosperity. This is aided by the continued relationships the City and local employers have with secondary education institutions in providing qualified and trained workforces capable of being productive and reliable employees.

Resiliency also encourages an entrepreneurial atmosphere – in which individual investors and inventors are supported and encouraged in developing new ideas, products and technologies. Having a strategic approach to foster these atmospheres will aid in the recruitment of new businesses.

**SUSTAINABLE**
Sustainable economic development revolves around having businesses that are able to compete in a global marketplace while providing local residents a stable living wage.

Private businesses should also be able to develop in a sustainable manner. For this reason – it is imperative that City leaders and officials have in place an efficient regulatory review process that supports and encourages sustainable development.

**Local Needs**
The City of Stevens Point has made significant investments in business and industrial park development. It is known as having land readily available for these purposes throughout central Wisconsin. As one of the few communities in the state – particularly in the central Wisconsin area as having multiple venues for secondary education, the City is well positioned for sustainable economic growth. Fostering the relationships with UWSP and Mid-State Technical College will continue to benefit not only existing residents and businesses, but also future students and entrepreneurs throughout the region.

The City of Stevens Point participated with Plover in an Economic Analysis in 1989. Identified were 70 strategies related to economic development in categories related to a range of issues. Many of these strategies are relatively large scale and are still relevant to undertake and implement, including intergovernmental cooperation, providing and developing excellent recreational and natural resources to maintain a high quality of life, attracting new businesses, workforce training, and working to ensure local businesses are thriving and growing.

**Downtown**
Downtown Stevens Point is a focal area for culture and entertainment. The economic conditions thrive on the service and entertainment industry more-so than other areas throughout the City.

In 2001, the Central Business District of Stevens Point – Centerpoint – completed a Centerpoint Downtown Directions Plan that looked at market demand in the downtown area. Three major market segments – college
students and faculty, senior citizens, and a large downtown employee base played important roles in the strength of downtown Stevens Point. Today – those roles are even stronger, with a newly redeveloped Mid-State Technical College campus in the downtown area, as well continued employment growth and development growth. Strengths were identified as being the proximity to the riverfront, as well as the unique collection of independent retail establishments. Concerns regarding business retention and recruitment and parking were expressed. A Downtown Redevelopment Plan was also developed in 2008. This planning effort focused on several key corridors and features of the downtown – but again focus was given to improving waterfront conditions, creating better downtown accessibility, redeveloping the mall area, and creating more inviting and scenic atmospheres. Parking remains a concern – and the City embarked in a parking study in 2015 that focused on the University areas, as well as the Downtown.

Today – renewed economic investments in the downtown area have added to creating a vibrant atmosphere. However – there are still opportunities reflected throughout the public input that tie to increasing the connectivity to the riverfront, as well as redevelopment opportunities in the downtown – particularly on the Lullaby Site as well as Wisconsin Public Service Corp.’s former gas plant. The City has been very proactive in revitalization efforts in the downtown – and this is exemplified by the new Cobblestone Hotel currently under construction, among other redevelopment projects. Parking and access will continue to be a contentious topic. The City should ensure that available parking is accessible in the downtown not only for daytime employment and shopping, but also for mixed-use residential uses.

Downtown economics seem to be in relatively good condition with unique niche businesses. Along with eating and drinking establishments, these businesses appear for the most part to be thriving. Efforts to extend regular events to generate additional consumer traffic have generally been well-attended, and with the continued development activities occurring the demand should continue to rise. During a public input strategy meeting with the Association of Downtown Businesses, primary points of emphasis for areas of improvements revolved around access – both vehicular and non-motorized, as well as improved information sharing between the City and downtown businesses.

Significant conversations have occurred with regard to art – in particular performances – and the revival of the Fox Theater in downtown Stevens Point. It appears that the City has significant support for the creative cultures that various populations have displayed – and the revival of this use and potential facility could add to the features and create another destination in downtown Stevens Point.

**Corridors**

Transportation corridors are an important factor in a community’s overall economic well-being. Found throughout the City are transportation corridors that – while their primary function is to provide safe and efficient access to and through the City, provide opportunities for business development activities.

Key corridors throughout the City include:

- Division Street (Business 51)
- Stanley Street/STH 66
- US Highway 10
- West Clark Street
These corridors often times also provide the first image of Stevens Point to tourists and travelers as they typically occur in relation to interchanges. Aesthetic improvements to these corridors and entrances to the City are important in providing a positive and vibrant image of the City. This can be accomplished through signage, streetscaping, wayfinding and other infrastructure design elements. These elements should be carried – in some fashion – throughout the City to create uniform and identifiable features. Alternatively – if there are key characteristics of some corridors, there can be a balanced mix of the image carried throughout the City, as well as some distinguishing characteristics that may set particular areas apart from one another.

Corridor-related businesses are generally very dependent on vehicular traffic for customers. Impacts to transportation infrastructure will impact these businesses greatly. East Side Business stakeholders were consulted during the planning process and expressed significant concern over potential changes to Highway 10. The proposed Highway 10 bypass was studied by Wisconsin DOT and is no longer being considered a project to study further.

**Northside Business District**

The Northside Business District – designated as TID 5 – is located along North Division Street. This area has is one of the gateways into the City, runs parallel to the UW-SP campus, and acts as an important transition area for the City. A grassroots organization – Revisioning Point – an eight member volunteer advisory board seeks to enhance the livability, appearance and economy of Stevens Point and is driven to improve and redevelop Division Street. This group was recently accepted into the Wisconsin Economic Development Corporation’s Connect Communities Program – which will provide access to resources and training to help revitalization and redevelopment efforts. Strong points of emphasis include making the corridor and district more pedestrian and bicycle friendly.

**Tourism**

Stevens Point’s tourism generates significant revenue for the City, as well as creates service-industry jobs and business opportunities. Recreational opportunities, including the Green Circle Trail, music events, the World’s Largest Trivia Contest, and other annual events attract visitors to the Stevens Point area.

### 7.4 Local Plans and Programs

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. Many of these, the City already takes part in. In addition, there are programs available for individual businesses to assist in start-up and expansion. At the state level, economic development took on the form of creating a strategic framework that refines the state’s priorities, renews commitment to existing programs, and presents new programs.

Economic development tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. Numerous other economic development plans and programs exist including:

- Wisconsin Housing and Economic Development Administration (WHEDA)

WHEDA offers many financial assistance programs to assist small-businesses with low-interest loans and grants.
• Wisconsin Department of Administration (DOA)
  DOA offers some financial assistance programs to assist small-businesses with low-interest loans and grants, and communities with grants to build infrastructure necessary to accommodate business development.

• Wisconsin Economic Development Corporation (WEDC)
  WEDC offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, economic development tax credits, and expansion programs.

• Wisconsin Department of Transportation (WisDOT)
  WisDOT has many programs that provide grants and loans to businesses and local communities for transportation related needs.

• Transportation Economic Assistance and Development (TEA-Grant) Program
  This program, operated by WisDOT, offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the State of Wisconsin.

• Wisconsin Public Service Corporation
  Wisconsin Public Service Corporation offers programs to companies that are looking to expand, relocate, or start-up in their service area. They also maintain lists of available land and marketing resources for communities in which they provide service.

• Centergy
  Centergy is the region’s economic development organization. They cover Marathon, Portage and Wood Counties.

• Competitive Wisconsin, Inc.
  Competitive Wisconsin is a nonpartisan coalition engaging business, higher education, agriculture and labor and provides analysis and recommendations for action on issues affecting Wisconsin’s economy and quality of life.

• Mid-State Technical College
  The Western Technical College offers employee training programs to maintain competitiveness in today’s global business environment.

• UW-Stevens Point – Small Business Development Center (SBDC)
  This organization is part of a statewide network of SBDC’s working with business owners and entrepreneurs to facilitate business growth and improvement.

• North Central Wisconsin Workforce Development Area
  This regional organization is a collaborative, interactive, and coordinated network of training resources and support services that provides and retains a well-skilled labor force for employers of north-central Wisconsin.
• North Central Regional Planning Commission (NCRPC)
  This organization offers industrial park and site inventories, business park development, loan fund assistance, economic development studies and strategies, and grant writing.

• Association of Downtown Businesses
  This is a team of volunteers that run the Stevens Point Holiday and July 4th Parade, Discover Downtown, Fall Festival, and other events in downtown Stevens Point.

• Portage County Business Council
  The Portage County Business Council's mission is to assist their members and communities to retain and attract businesses and employees. They coordinate the region’s Chamber of Commerce as well as the Economic Development Corporation and provide various programs throughout the year targeting business development activities.

Effectively using these tools and programs requires an investment by the City to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available to municipalities from the State, County, Regional Planning Commission, and other organizations.

### 7.5 Goals, Objectives and Policies

The Economic Development Goals, Objectives and Policies support the four Guiding Principles for the Stevens Point Comprehensive Plan – Livable, Connected, Sustainable and Resilient.

#### Livable

Goal 1: Prioritize recruitment of businesses to those that provide living wage jobs.

Objectives:
  a) Develop marketing campaign targeting key industry clusters.
  b) Develop an overall economic development plan.

Policies
  a. Continue to utilize and develop additional marketing materials and financial incentives policies to assist with business attraction and recruitment.

Goal 2: Focus on creating a healthy City that provides for a quality of life that attracts and retains a creative, skilled labor force.

Objectives:
  a) Create a vibrant environment that is conducive to attracting and retaining talented people.
  b) Promote tourism, eco-tourism and related businesses that capitalize on the City’s cultural, environmental and geographic resources.

Policies
a. Continue the City’s efforts to expand and improve its amenities such as trails, parks and recreation, performing arts, the downtown library and other cultural and civic offerings.

b. Continue to proactively market the assets of the region, including the transportation and natural amenities, to stimulate high-quality economic growth.

c. Encourage the continued development of vibrant mixed-use urban areas in the downtown and along the Riverfront that are both walkable and bicycle-friendly.

d. Continue to stimulate partnerships with MSTC and UW-SP, as well as the primary schools, to continue the development of programs that address the labor needs of both existing employers as well as businesses targeted for recruitment.

e. Support efforts to retain graduating MSTC and UW-SP students within the community.

Goal 3: Work to improve the housing conditions throughout the City – particularly student housing and the availability of move-up housing.

Objectives:

c) Encourage and promote the development of a wide-range of lifestyle housing.

d) Increase overall median home prices within the City

Policies

a) Improve overall housing conditions and markets within the City – including the development of additional mid and high-end housing options.

Goal 4: Continue to develop improved connections between Downtown and the Riverfront.

Goal 5: Strengthen and enhance existing business districts and commercial corridors.

Objectives:

a) Ensure quality development by requiring that all new construction meets or exceeds the minimum design criteria determined appropriate for the area in which the site/building is located.

Policies

a. Encourage the clustering of compatible uses; e.g., retail, professional services, lodging, multi-family housing.

b. Communicate with business and industry leaders regularly to ensure their needs are being met.

c. Provide necessary transportation and utility infrastructure to support commercial and industrial needs.

Goal 6: Provide property located and designed neighborhood shopping facilities that offer opportunities for non-motorized commerce activities.
Objectives

a) Encourage reinvestment, redevelopment and infill development on vacant and underutilized land in the downtown.

b) Use cluster and node development concepts for infill development along key corridors.

Policies

a. Develop a plan for the Riverfront along with a connectivity element to Downtown Stevens Point.

Goal 7: Support development of commercial enterprises that serve or celebrate Stevens Point’s diverse cultures and people.

Policies

a. Provide opportunities for entrepreneurs to develop businesses by having space and resources available. Use these creative individuals to strengthen the bonds among Stevens Point’s neighborhoods and communities.

SUSTAINABLE

Goal 8: Create a regulatory review process that supports and encourages sustainable, private sector development.

Objectives

a) Develop and implement a routine training and maintenance program for City staff/building officials in familiarization of best practices in review and permitting of sustainable, green development, building design and construction.

Goal 9: Promote the efficient use of land and buildings.

Objectives

a) Encourage compact and mixed use development and redevelopment opportunities.

Policies:

a) Develop incentives for infill development in target areas.

b. Ensure zoning and land use regulations that allow for the development of compact, walkable neighborhoods that provide environments that can accommodate live-work lifestyles.

Goal 10: Encourage compact and mixed-use development and redevelop

Goal 11: Continue to develop local renewable and energy efficiency resources.

Policies
a) Work with local utility providers to develop resource and materials for private homeowners and business owners to promote available energy efficiency technologies.

Goal 12: Facilitate development of a local food system.

Policies

a) Work with area vendors, growers and business partners to develop a business plan community-supported local agriculture.

Resilient

Goal 13: Continue to diversify the City’s economic base to improve resiliency to economic shocks and transformations that are outside the City’s control.

Objectives

a) Enhance Stevens Point’s brand as business-friendly.

Policies

a. Support and encourage small-businesses and entrepreneurs. Successful small businesses, particularly in diversified industry sectors will improve Stevens Point’s overall economic position.

b. Continue to explore utilizing public/private partnerships that serve growing sectors in the economic and that drive individual and institutional dollars.

Goal 14: Foster an atmosphere that encourages and supports entrepreneurial activity.

Objectives

a) Identify existing resources to assist entrepreneurs and early-stage primary-sector businesses. Align existing resources – identify and fill gaps in service(s).

b) Investigate and evaluate the development of incubator space for entrepreneurial activity.

Policies

a) Coordinate with UW-Stevens Point on business incubation strategies, including developing a Business Incubator Plan and/or feasibility study.

b) Work with local Stevens Point organizations – including churches and non-profits, to organize events and make available otherwise underutilized facilities to small businesses for entrepreneurship.

Goal 15: Continue to development and build-out of the City and County’s Business and Industrial Parks.

Policies

a) Identify and inventory properties and that are available and/or suitable for the expansion of business and industrial parks.