

## ISSUES AND OPPORTUNITIES

Planning involves reviewing data and looking for trends. Finding these trends allows for better predictions to be made about the future of a community. The purpose of this element is to look at the demographic trends of the Town of Clayton in order to better plan for growth in the next twenty years.

### **Introduction**

According to the 2000 Census, the population of the Town of Osceola was 2,085 and there were 744 households. According to the Wisconsin Department of Administration, the population is expected to increase to 3,631 by the year 2025; a 49.5% increase over 25 years, while the number of households is expected to increase to 1,439; a 63.3% increase over 25 years. Both are significant increases that will influence future land use decisions in the Town.

The population in the Town of Osceola is predominantly white, and the largest percentages of residents were between 25 and 54 years old (48.7%). The largest percent increase from 1990 to 2000 was in the 45 to 54 age group (114.4%). Since this data is 10 years old, it can be assumed higher growth will occur in the 55 to 59 and 60 to 64 age groups by 2010.

Between 1990 and 2000 the Town saw large percentage increases in the number of residents with bachelors and graduate or professional degrees, and a decrease in the percentage of residents without a high school diploma.

The Town's median household income in 2000 was \$55,509, while the median family income was \$59,688; both were significantly higher than the median incomes for the County and the State.

The Town's labor force was approximately 76% of its total population in 2000. The majority of residents (57%) work in management, professional, sales, office, and related occupations. The vast majority of workers (93.6%) from the Town commuted to their employment destinations alone in 2000; the mean travel time to work was 28.7 minutes.

### **Issues and Opportunities Element Requirements:**

*Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.*

*§ 66.1001(2)(a), Wis. Stat.*

## **Population Forecasts**

Population changes can be the result from a number of controllable and uncontrollable factors. These factors include local, regional, and national economies, migration in and out of an area, birth rates, death rates, physical and cultural setting of an area, infrastructure improvements, taxes, and lifestyle preferences.

The increase in population from 2000 to 2001 in Polk County was the 6<sup>th</sup> highest in the state. The Town of Osceola was one of the fastest growing communities in Polk County and even the western Wisconsin area. One likely reason for such an increase is the migration of people from the Twin Cities and surrounding area. Many people feel that the abundance of water resources and open land combined with only a little over an hour drive to the Twin Cities makes the area ideal for cabins, summer homes, and retirement destination.

Table 1.1 (below) shows population projections for the Town of Osceola as well as other municipalities. Wisconsin population projections are developed by the Demographic Services Center in accordance with Wisconsin Statute 16.96.

In 2000, the population of the Town of Osceola was 2,085 people. The population was expected to be 2,428 in 2005. This number is expected to increase by almost 50% by the year 2025 to a projected population of 3,631. This projected increase is the highest of all the municipalities in Polk County. Over the next 20 years, the Town of Osceola is projected to have the biggest change in Polk County. This makes the Town's Comprehensive Plan even more important. Facing this much growth, the Town of Osceola must have a functional plan which will help guide the Town through tough decision making processes and help keep decision making consistent.

The population projections that are shown in this plan do not take into consideration the impacts of local issues, such as the possible construction of the Stillwater Bridge (discussed further in the Transportation Element), which could dramatically increase the population by 2030.

### **Methodology for Population Projections:**

*Data input for the basic procedure comprised population counts from the decennial census of 1980, 1990 and 2000 and the January 1, 2002 population estimates as developed by the Wisconsin Department of Administration. A preliminary projection of a municipality's population is made by means of linear extrapolation. It is assumed that the annual amount of future population change will be similar to the annual amount of past population change. The average annual population change (G) is calculated as follows:*

$$G = (((P2002-P1980)/21.75) + ((P2002-P1990)/11.75) + ((P2002-P2000)/1.75))/3$$

*Where P is population, G is average annual numerical population change, and 1980, 1990, 2000 and 2002 are reference years of the population data. The above formula first calculates annual population change over three varying time spans, all of which end in 2002. An average of the three is assumed to represent the community's underlying demographic dynamics better for projection purposes. The component based on the 1980-2002 period provides the quality of stability to the process. The 1990-2002-year period reflects sustained change while the most recent years represent a community's current demographic dynamics.*

### **Migration:**

*Migration includes all changes of residence including moving into, out of, or within a given area. Foreign country, or state, county and city of previous residence is collected and coded. In 12 states, minor civil division (MCD) is also coded.*

**Table 1.1: Town of Osceola comparative population change (1980-2025)**

|                         | Total<br>1980 | Total<br>1990 | Total<br>2000 | Projected<br>2005 | Projected<br>2010 | Projected<br>2015 | Projected<br>2020 | Projected<br>2025 | Percent<br>Change<br>(2000-<br>2025) |
|-------------------------|---------------|---------------|---------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------------------|
| <b>Town of Osceola</b>  | <b>1,066</b>  | <b>1,337</b>  | <b>2,085</b>  | <b>2,428</b>      | <b>2,764</b>      | <b>3,072</b>      | <b>3,362</b>      | <b>3,631</b>      | <b>49.5%</b>                         |
| Town of St. Croix Falls | 873           | 1,034         | 1,119         | 1,183             | 1,248             | 1,304             | 1,354             | 1,400             | 18.3%                                |
| Town of Farmington      | 1,195         | 1,267         | 1,625         | 1,746             | 1,865             | 1,970             | 2,066             | 2,152             | 23.3%                                |
| Village of Dresser      | 670           | 614           | 732           | 746               | 759               | 768               | 775               | 780               | 4.6%                                 |
| Village of Osceola      | 1,581         | 2,075         | 2,421         | 2,589             | 2,754             | 2,899             | 3,030             | 3,149             | 21.6%                                |
| Polk County             | 32,351        | 34,773        | 41,319        | 43,621            | 45,901            | 47,842            | 49,592            | 51,152            | 17.3%                                |
| Wisconsin               | 4,705,642     | 4,891,769     | 5,363,675     | 5,563,896         | 5,751,470         | 5,751,470         | 5,931,386         | 6,110,878         | 9.8%                                 |

**Source:** Prepared by Demographic Services Center, Wisconsin Department of Administration (2004)

### ***Household Forecasts***

Predicting the number of households in an area can let a municipality know what to expect in the years to come. It can help determine how many housing units are needed to meet the growth.

Table 1.2 shows another set of projections that were developed by Wisconsin Demographics Services Center which show projected households in the Town of Osceola and other relating municipalities. In 2000, there were a total of 744 total households in the Town. A household, as defined by the Demographics Services Center, consists of all persons who occupy a room or group of rooms as their separate living quarters. Separate living quarters are those in which the occupants live and eat separately from any other person or persons in the building and which have direct access from outside the building or through a common hall.

The number of projected households in the Town of Osceola in 2005 was 881. This number is expected to increase to 1,439 by the year 2025, which is a 63.3% increase. These statistics reflect the population projections, and show again that the Town of Osceola faces the largest growth in Polk County. Notice that the percent change in household projections is 13.8%

#### ***Household:***

*A household includes all the people who occupy a housing unit as their usual place of residence.*

#### ***Housing unit:***

*A house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant, intended for occupancy as separate living quarters. Separate living quarters are those in which the occupants live separately from any other individuals in the building and which have direct access from outside the building or through a common hall. For vacant units, the criteria of separateness and direct access are applied to the intended occupants whenever possible.*

higher than the percent change in population projection in the Town of Osceola. Basically, the numbers of households in the Town (many other municipalities) are increasing at a greater rate than the population.

One of the most compelling reasons may be the decrease in number of persons per household in Polk County, which is also a regional trend. As seen in Table 1.2, the number of persons per household in Polk County is currently at 2.47 and is expected to drop to 2.28 by 2025. A combination of lifestyle preferences and the economy have all been part of the growing shift to owner-occupied single family homes. Like other developed countries, American families are getting smaller. People are having fewer children, possibly because they no longer need to rely on their offspring to take care of them when they are older and because children can be expensive to take care of. Also, many young adults are moving out of their parents house and buying houses of their own. This could be credited to the low interest rates that have made home ownership easier in the recent years. This sometimes means that less people are renting housing units.

**Methodology for Household Projections:**

The development of household projections at the municipal level is a multiple step process that relies on a series of previously derived projections. County-level projections by age and sex developed by the Demographic Services Center serve as the basis for subsequent projection series because they provide county control totals. From this initial set of county projections, a new set of projections can be made for the number of households, household population, group quarters and average household size for each county. Next, an independent set of municipal projections of the total population were derived and summed to the original county control totals. Once all of these elements are in place, municipal household projections can be calculated. By producing detailed projections in this manner, all of the projection series are consistent in their basic assumptions about population change and household formation.

**Table 1.2: Town of Osceola comparative household change (2000-2025)**

|                                      | Total<br>2000 | Projected<br>2005 | Projected<br>2010 | Projected<br>2015 | Projected<br>2020 | Projected<br>2025 | Percent<br>Change<br>(2005-<br>2025) |
|--------------------------------------|---------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------------------|
| Town of Osceola                      | 744           | 881               | 1,034             | 1,177             | 1,313             | 1,439             | 63.3%                                |
| Town of Farmington                   | 525           | 573               | 632               | 684               | 730               | 772               | 34.7%                                |
| Village of Dresser                   | 302           | 313               | 328               | 340               | 350               | 357               | 14.1%                                |
| Village of Osceola                   | 1,002         | 1,088             | 1,193             | 1,285             | 1,369             | 1,440             | 32.4%                                |
| Polk County                          | 16,254        | 17,401            | 18,842            | 20,083            | 21,179            | 22,091            | 35.9%                                |
| Persons per Household in Polk County | 2.51          | 2.47              | 2.40              | 2.35              | 2.31              | 2.28              | -9.2%                                |

Source: Prepared by Demographic Services Center, Wisconsin Department of Administration (2004)

In addition to population and household projections, looking at the change in housing unit occupancy can describe many characteristics of a municipality. As shown in Table 1.3, the number of total housing units increased by 247 between 1990 and 2000, or a 42.4% increase. Of these housing units, owner occupied units increased much greater than renter occupied units, showing that a greater portion of residents are buying a home. There are also less seasonal, recreational, or occasional housing units, such as cabins and summer homes. Between 1990 and 2000, the number of seasonal homes in the Town of Osceola decreased by almost 24%. This trend is fairly constant across Polk County. This means that more people are seeing the Town of Osceola as a place to live year round than just as a seasonal home. This is usually a beneficial trend, as year round occupied housing units bring more to the local economy than seasonal units.

**Table 1.3: Town of Osceola occupancy and tenure (1990-2000)**

|   | 1990       | 2000       | Percent Change |
|---|------------|------------|----------------|
| <b>Total Housing Units</b>                    | <b>582</b> | <b>829</b> | <b>42.4%</b>   |
| Occupied Housing Units                        | 472        | 744        | 57.6%          |
| Owner occupied                                | 414        | 669        | 61.6%          |
| Renter occupied                               | 58         | 75         | 29.3%          |
| Vacant housing units                          | 110        | 84         | -23.6%         |
| For seasonal, recreational, or occasional use | 84         | 64         | -23.8%         |
| Persons per owner-occupied unit               | 2.9        | 2.9        |                |
| Persons per renter-occupied unit              | 2.34       | 1.97       |                |

**Source:** U.S. Census Bureau, Census 1990 and 2000

### ***Employment Forecasts***

Employment projections specifically for the Town of Osceola do not exist. Instead, employment projections are made for larger regions with similar characteristics.

Table 1.4 shows estimated occupation numbers in 2004 and projected change of occupations to 2014 in the West Central Wisconsin Area (Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix Counties).

The occupations that are estimated to have the highest positive percent change in the area include those involved with personal services, such as healthcare and personal care. Computer and mathematical occupations also show a high estimated change. Production workers, however, show a low change and negative change in employment.

**Table 1.4: West Central Wisconsin employment projections (2004-2014)**

|  | Estimated Employment |                |               |              |
|--|----------------------|----------------|---------------|--------------|
|  | 2004                 | 2014           | Change        | % Change     |
| <b>Total, All Occupations</b>                              | <b>173,880</b>       | <b>194,330</b> | <b>20,450</b> | <b>11.8%</b> |
| Management Occupations                                     | 6,070                | 6,860          | 790           | 13.0%        |
| Business and Financial Operations Occupations              | 5,560                | 6,530          | 970           | 17.4%        |
| Computer and Mathematical Occupations                      | 2,060                | 2,570          | 510           | 24.8%        |
| Architecture and Engineering Occupations                   | 2,960                | 3,230          | 270           | 9.1%         |
| Life, Physical, and Social Science Occupations             | 1,410                | 1,640          | 230           | 16.3%        |
| Community and Social Service Occupations                   | 2,800                | 3,300          | 500           | 17.9%        |
| Legal Occupations  | 670                  | 780            | 110           | 16.4%        |
| Education, Training, and Library Occupations               | 11,010               | 12,740         | 1,730         | 15.7%        |
| Arts, Design, Entertainment, Sports, and Media Occupations | 1,930                | 2,190          | 260           | 13.5%        |
| Healthcare Practitioners and Technical Occupations         | 8,580                | 10,920         | 2,340         | 27.3%        |
| Healthcare Support Occupations                             | 5,830                | 7,510          | 1,680         | 28.8%        |
| Protective Service Occupations                             | 3,260                | 3,480          | 220           | 6.7%         |
| Food Preparation and Serving Related Occupations           | 16,870               | 19,260         | 2,390         | 14.2%        |
| Building and Grounds Cleaning and Maintenance Occupations  | 5,380                | 6,290          | 910           | 16.9%        |
| Personal Care and Service Occupations                      | 4,570                | 5,640          | 1,070         | 23.4%        |
| Sales and Related Occupations                              | 17,120               | 18,320         | 1,200         | 7.0%         |
| Office and Administrative Support Occupations              | 27,090               | 28,170         | 1,080         | 4.0%         |
| Farming, Fishing, and Forestry Occupations                 | 270                  | 300            | 30            | 11.1%        |
| Construction and Extraction Occupations                    | 7,480                | 8,740          | 1,260         | 16.8%        |
| Installation, Maintenance, and Repair Occupations          | 6,700                | 7,400          | 700           | 10.4%        |
| Installation, Maintenance, and Repair Workers, All Other   | 150                  | 170            | 20            | 13.3%        |
| Production Occupations                                     | 21,580               | 22,220         | 640           | 3.0%         |
| Production Workers, All Other                              | 440                  | 430            | -10           | -2.3%        |
| Transportation and Material Moving Occupations             | 14,670               | 16,240         | 1,570         | 10.7%        |

**Employment** is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include self-employed or unpaid family workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

\* Data is suppressed to preserve the confidentiality of employers.

Projections information is derived using the November 2004 OES Survey, 2004 QCEW and 2004 CES (3/2005 Benchmark) data.

Unpublished data from the US Bureau of Labor Statistics and

US Census Bureau was also used. Wage information derived from the May 2005 Estimates Delivery System.

**Source:** Department of Workforce Development, Office of Economic Advisors (2006)

According to the WI DWD, Bureau of Workforce Information, in 2002, the greatest demand for workers included occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. The fastest growing occupations required more training and included better wages. There were often fewer openings in these jobs. The ten fastest growing and ten most available jobs for West Central Wisconsin Area in 2002 are listed below:

**Fastest Growth:**

- Computer Support Specialists
- Network/Computer Systems Admin
- Computer Software Engineers Apps

- Medical Assistants
- Social/Human Service Assistants
- Medical Records/Health Information Technicians
- Computer/Information Systems Managers
- Hotel/Motel/Resort Desk Clerks
- Child Care Workers
- Pharmacy Technicians

**Most Openings:**

- Retail Salespersons
- Cashiers
- Combined Food Preparation/Server Workers (Includes fast food)
- Waiters/Waitresses
- Registered Nurses
- Nursing Aides/Orderlies/Attendants
- Stock Clerks/Order Fillers
- Truck Drivers/Heavy/Tractor-Trailer
- Bartenders
- Laborers/Freight /Stock/Material Movers/Hand

**Demographic Trends**

Like most rural areas within the Midwest, the Town of Osceola has a mostly white population. Even with the steady migration rates in the past decade, there has been little change in the minority population in the Town. Table 1.5 compares the racial characteristics in the Town in 1990 and 2000.

**Table 1.5: Town of Osceola racial characteristics (1990-2000)**

|                                   | <b>1990</b> | <b>2000</b> | <b>Percent Change</b> |
|-----------------------------------|-------------|-------------|-----------------------|
| One Race                          | 1,337       | 2,070       | 54.8%                 |
| White                             | 1,323       | 2,060       | 55.7%                 |
| Black or African American         | 0           | 3           | (X)                   |
| American Indian and Alaska Native | 10          | 2           | -80.0%                |
| Asian                             | 1           | 4           | 300.0%                |
| Some other race                   | 3           | 1           | -66.7%                |
| Two or more races                 | 0           | 15          | (X)                   |

**Source:** U.S. Census Bureau, Census 1990 and 2000

Table 1.6 shows the trends in marital status in the Town of Osceola between 1990 and 2000. Marital status is reported for people whom are 15 years or older. Between 1990 and 2000, the percentage of population that was married decreased as more people remained single, separated, or divorced.

**Table 1.6: Town of Osceola marital status (1990-2000)**

|                                     | <b>1990</b> | <b>2000</b>  | <b>Percent Change</b> |
|-------------------------------------|-------------|--------------|-----------------------|
| <b>Population 15 years and over</b> | <b>1015</b> | <b>1,604</b> | <b>58.0%</b>          |
| Never married                       | 214         | 346          | 61.7%                 |
| Now married, except separated       | 684         | 1,087        | 58.9%                 |
| Separated                           | 6           | 12           | 100.0%                |
| Widowed                             | 46          | 44           | -4.3%                 |
| Divorced                            | 65          | 115          | 77.0%                 |

**Source:** U.S. Census Bureau, Census 1990 and 2000

## **Age Distribution**

Changes in age distribution can help a community anticipate what services will be needed in future years. Having an increasing number of retired citizens may reflect the need of nursing or assisted living homes. On the other hand, having a decreasing number of retired citizens may show that this age group is going elsewhere to find services that meet their needs. The number of young couples may reflect affordable housing and strong education services. Contrary, a low number of young couples may show the need for more affordable housing and/or better education services. The changes in age distribution in the Town show a tremendous rate of growth compared to the rest of Polk County. Other parts of the County are only seeing retirees migrating there to live year-round, the Town of Osceola is experiencing people of all age, especially established families, to live year-round. Like many other parts of the county, the highest population increase was that of the 45 to 54 age group. The second fastest growing age group was 55 to 59. After that, most of the age groups were nearly even. One point of interest is the large increase in the population 9 years and younger. This shows that the Town is viewed as a viable place to raise children. The low numbers representing the 20 to 24 age group is normal as many of these citizens are attending institutions of higher education.

**Table 1.7: Town of Osceola age distribution (1990-2000)**

|                         | <b>1990</b>  | <b>2000</b>  | <b>Percent Change</b> |
|-------------------------|--------------|--------------|-----------------------|
| <b>Total Population</b> | <b>1,337</b> | <b>2,085</b> | <b>55.9%</b>          |
| Male                    | 700          | 1,074        | 53.4%                 |
| Female                  | 637          | 1,011        | 58.7%                 |
| Under 5 years           | 97           | 163          | 68.0%                 |
| 5 to 9 years            | 113          | 187          | 65.5%                 |
| 10 to 14 years          | 112          | 177          | 58.0%                 |
| 15 to 19 years          | 101          | 154          | 52.5%                 |
| 20 to 24 years          | 59           | 65           | 10.2%                 |
| 25 to 34 years          | 233          | 279          | 19.7%                 |
| 35 to 44 years          | 254          | 423          | 66.5%                 |
| 45 to 54 years          | 146          | 313          | 114.4%                |
| 55 to 59 years          | 50           | 86           | 72.0%                 |
| 60 to 64 years          | 53           | 65           | 22.6%                 |
| 65 to 74 years          | 81           | 119          | 46.9%                 |
| 75 to 84 years          | 33           | 46           | 39.4%                 |
| 85 years and older      | 5            | 8            | 60.0%                 |

**Source:** U.S. Census Bureau, Census 1990 and 2000

## **Education Levels**

The Town of Osceola is split between two school districts; Osceola and St. Croix Falls. In 2000, there were 610 students who were 3 years and over enrolled in some type of educational facility. At the time of the census, there were 79 students enrolled in a graduate or professional school. The Town is also relatively close to a number of institutions of higher education, which makes it easier for local businesses and industries to provide continuing education to their employees and for students to pursue highly skilled careers. Listed below are major institutions within 60 miles of the Town. These are described in more detail in the Economic Development element.

- Wisconsin Indianhead Technical College in New Richmond and Rice Lake
- Chippewa Valley Technical College in River Falls and Menomonie
- University Wisconsin – Stout
- University Wisconsin – River Falls
- University of Minnesota – Twin Cities

Table 1.8 displays the level of education that residents in the Town of Osceola have attained. The number of residents with less than 9<sup>th</sup> grade education decreased by almost 59% between 1990 and 2000, most likely as older generations with less education are phased out with more recent education levels. The highest percent change was in graduate or professional degree attainment, which is becoming increasingly important as requirements for job placement continue to increase. These trends will probably continue for the foreseeable future.

**Table 1.8: Town of Osceola educational attainment (1990-2000)**

| <b>Educational Attainment</b>                         | <b>1990</b> | <b>2000</b>  | <b>Percent Change</b> |
|---|-------------|--------------|-----------------------|
| <b>Total (population 25 years and over)</b>           | <b>963</b>  | <b>1,374</b> | <b>42.7%</b>          |
| Less than 9 <sup>th</sup> grade                       | 68          | 28           | -58.8%                |
| 9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma | 125         | 97           | -22.4%                |
| High school graduate (includes equivalency)           | 374         | 469          | 25.4%                 |
| Some college, no degree                               | 166         | 335          | 101.8%                |
| Associate degree                                      | 104         | 128          | 23.1%                 |
| Bachelor's degree                                     | 86          | 201          | 133.7%                |
| Graduate or professional degree                       | 40          | 116          | 190.0%                |
| Percent high school graduate or higher                | 80.0%       | 90.9%        | 13.6%                 |
| Percent bachelor's degree or higher                   | 13.1%       | 23.1%        | 76.3%                 |

**Source:** U.S. Census Bureau, Census 1990 and 2000

## **Income Levels**

Table 1.9 compares the per capita income for Polk County and the State of Wisconsin from 2000-2005. While the per capita income in Polk County is lower than the rest of the state, both are increasing at approximately the same rate.

**Table 1.9 - Per capita personal income in dollars**

|             | 2000     | 2001     | 2002     | 2003     | 2004     | 2005     |
|-------------|----------|----------|----------|----------|----------|----------|
| Polk County | \$23,403 | \$23,656 | \$23,635 | \$24,577 | \$26,361 | \$27,130 |
| Wisconsin   | \$28,568 | \$29,398 | \$30,028 | \$30,752 | \$32,095 | \$33,278 |

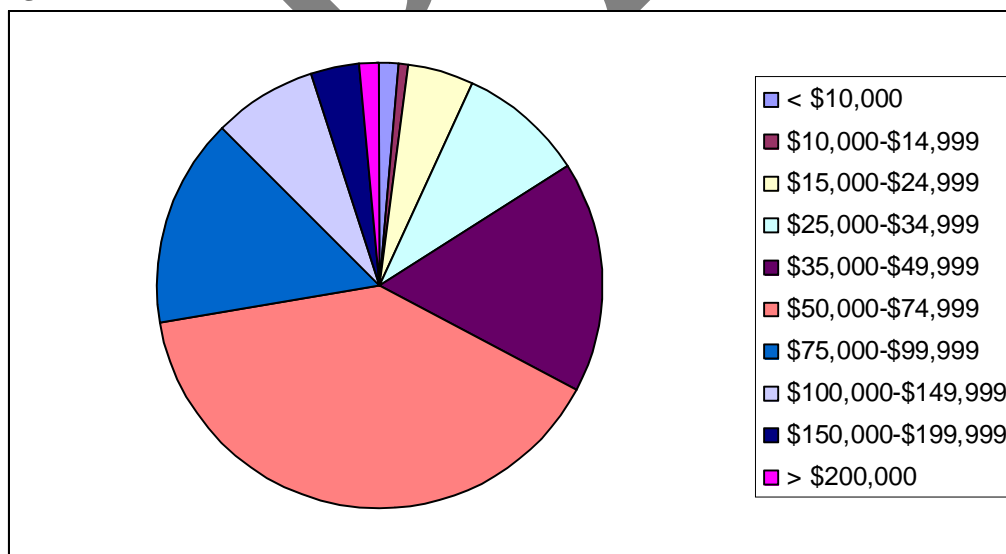
Source: Regional Economic Information System Bureau of Economic Analysis (2007)

Table 1.10 shows the Town's household income in 1999. The largest percentage of households made \$50,000-\$74,999 (39.4%). The median household income in 1999 was \$55,509, which was significantly higher than for Polk County (\$41,183) and the State (\$43,197). Female full-time, year-round workers made approximately \$12,500 dollars less than male full-time, year-round workers in 1999.

**Table 1.10: Town of Osceola household income (1999)**

|                                   | Number     | Percent       |
|-----------------------------------|------------|---------------|
| <b>Households</b>                 | <b>755</b> | <b>100.0%</b> |
| Less than \$10,000                | 22         | 1.5%          |
| \$10,000 to \$14,999              | 21         | 0.7%          |
| \$15,000 to \$24,999              | 55         | 4.8%          |
| \$25,000 to \$34,999              | 70         | 9.1%          |
| \$35,000 to \$49,999              | 139        | 16.7%         |
| \$50,000 to \$74,999              | 265        | 39.4%         |
| \$75,000 to \$99,999              | 105        | 15.3%         |
| \$100,000 to \$149,999            | 48         | 7.6%          |
| \$150,000 to \$199,999            | 22         | 3.6%          |
| \$200,000 or more                 | 8          | 1.3%          |
| Median household income (dollars) | \$55,509   | (X)           |

**Figure 1.1: Town of Osceola household income (1999)**



Source: U.S. Census Bureau, Census 2000

As shown in Table 1.11, the Town had a median family income of \$59,688 in 1999. This is well above both the Polk County median (\$48,538) and the State median (\$21,271). Of the 606 families, 9 were living below the poverty level. Four of these families had children under the age of 18 years. There were a total of 48 individuals in poverty.

**Table 1.11: Town of Osceola Family Income (1999)**

|                                      | Number     | Percent       |
|--------------------------------------|------------|---------------|
| <b>Families</b>                      | <b>606</b> | <b>100.0%</b> |
| Less than \$10,000                   | 9          | 1.5%          |
| \$10,000 to \$14,999                 | 4          | 0.7%          |
| \$15,000 to \$24,999                 | 29         | 4.8%          |
| \$25,000 to \$34,999                 | 55         | 9.1%          |
| \$35,000 to \$49,999                 | 101        | 16.7%         |
| \$50,000 to \$74,999                 | 239        | 39.4%         |
| \$75,000 to \$99,999                 | 93         | 15.3%         |
| \$100,000 to \$149,999               | 46         | 7.6%          |
| \$150,000 to \$199,999               | 22         | 3.6%          |
| \$200,000 or more                    | 8          | 1.3%          |
| Median family income (dollars)       | \$59,688   | (X)           |
| <b>Families in Poverty</b>           | <b>9</b>   | <b>(X)</b>    |
| With related children under 18 years | 5          | (X)           |
| <b>Individuals in Poverty</b>        | <b>48</b>  | <b>(X)</b>    |

Source: U.S. Census Bureau, Census 2000

## Employment Characteristics

Table 1.11 details the Town's labor force. These figures represent population 16 years of age or older that is either employed or unemployed but seeking employment. In 2000, the unemployment rate in the Town was 3.1%, which was below the Polk County rate of 3.9%. By 2004 the unemployment rate in Polk County climbed to 5.4% and managed to rise above Wisconsin's rate of 4.9% (Polk County Economic Profile; October 2005). The labor force is increasing faster than the number of available jobs in Polk County because of the high migration from the Twin Cities.

**Table 1.12: Town of Osceola employment status (2000)**

|                                     | Number       | Percent       |
|-------------------------------------|--------------|---------------|
| <b>Population 16 years and over</b> | <b>1,563</b> | <b>100.0%</b> |
| In labor force                      | 1,192        | 76.3%         |
| Civilian labor force                | 1,192        | 76.3%         |
| Employed                            | 1,156        | 74.0%         |
| Unemployed                          | 36           | 2.3%          |
| Percent of civilian labor force     | 3.0          | (X)           |
| Armed Forces                        | 0            | 0.0%          |
| Not in labor force                  | 371          | 23.7%         |

Source: U.S. Census Bureau, Census 2000.

The overwhelming majority of residents of the Town of Osceola rely on driving individually to their place of employment, as shown in Table 1.13. The mean travel time

to work in 2000 was 28.7 minutes. A growing number of residents in Western Wisconsin are choosing to commute further in order to take advantage of the economy around the Twin Cities. Another perspective is that a growing number of employees in the Twin Cities are moving further away in order to enjoy a more rural character and save money.

**Table 1.13: Town of Osceola commute patterns (1990-2000)**

|   | 1990       | 2000         | Percent Change |
|---|------------|--------------|----------------|
| <b>Workers 16 years and over</b>          | <b>704</b> | <b>1,146</b> | <b>62.8%</b>   |
| Car, truck, or van -- drove alone         | 471        | 912          | 93.6%          |
| Car, truck, or van -- carpoled            | 117        | 140          | 19.7%          |
| Public transportation (including taxicab) | 7          | 3            | -57.15         |
| Walked                                    | 14         | 21           | 50.0%          |
| Other means                               | 5          | 16           | 220.0%         |
| Worked at home                            | 90         | 54           | -40.0%         |

**Source:** U.S. Census Bureau, Census 1990 and 2000

In 2000, the largest percentage of the employed workforce was in professional and management related occupations (35.6%). The second most common occupations in the Town of Osceola were in sales and office occupations (21.6%).

**Table 1.14: Town of Osceola occupations (2000)**

|   | 2000         | Percent       |
|---|--------------|---------------|
| <b>Employed civilian population 16 years and older</b>      | <b>1,156</b> | <b>100.0%</b> |
| Management, professional, and related occupations           | 411          | 35.6%         |
| Service occupations   | 140          | 12.1%         |
| Sales and office occupations                                | 250          | 21.6%         |
| Farming, fishing, and forestry occupations                  | 12           | 1.0%          |
| Construction, extraction, and maintenance occupations       | 113          | 9.8%          |
| Production, transportation, and material moving occupations | 230          | 19.9%         |

**Source:** U.S. Census Bureau, Census 1990 and 2000

## **Community Survey**

In March, 2008, the Survey Research Center (SRC) at the University of Wisconsin – River Falls mailed surveys to all 1,309 Town of Osceola households and non-resident property owners for which mailing addresses were available. The surveys were followed up with reminder postcards. The overall response rate was 36 percent (476 completed questionnaires). The data provided in the report are expected to be accurate to within plus or minus 3.9 percent with 95 percent confidence. In general, the sample aligns with the demographic patterns in the 2000 Census data. In short, the sample accurately represents the opinions of the residents and non-resident land owners of the Town of Osceola.

Respondents were asked to identify the three most important reasons they chose to live in the Town of Osceola. Over half of the respondents included the small town atmosphere/rural lifestyle in their top three reasons, while the natural beauty and surroundings of the Town was in the top three for nearly half of the respondents. In the middle were the quality of the schools, nearness to their jobs and proximity to the

amenities offered by the Twin Cities. Fewer than 5% indicated that the appearance of homes and cultural/community events were among the most important reasons.

**Table 1.15: Reasons for Choosing to Live in the Town of Osceola**

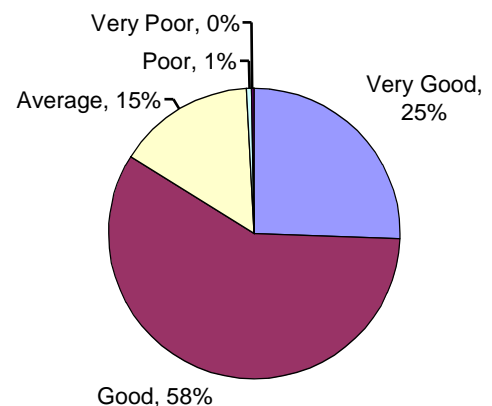
| Reason                                    | Percentage |
|---|------------|
| Small town atmosphere/Rural Lifestyle     | 55%        |
| Natural beauty/Surroundings               | 46%        |
| Near family and friends                   | 34%        |
| Quality of schools                        | 29%        |
| Near job (employment opportunity)         | 28%        |
| Proximity to Twin Cites (amenities, etc.) | 27%        |
| Cost of home                              | 22%        |
| Low crime rate                            | 18%        |
| Recreational opportunities                | 16%        |
| Property taxes                            | 15%        |
| Appearance of homes                       | 4%         |
| Cultural/Community events                 | 3%         |

Source: Town of Osceola Community Planning Survey (2008)

There were few significant differences of opinion among the demographic groups with respect to the reasons for choosing to live in the Town. Respondents from households with less than \$50,000 annual income were more likely to include the natural beauty and surroundings as their third choice, while those from households with incomes above \$50,000 more frequently chose proximity to the Twin Cities as their third choice.

Overall, respondents gave a positive rating to the quality of life in the Town (Figure 1.2). The highest proportion rated the Town's quality of life as good (58%), and another 25 percent said it was very good. Fewer than one in six said it was average. Only one percent rated the Town's quality of life as poor, and none said it was very poor. This generally positive assessment of the Town's overall quality of life was similar across all demographic groups.

**Figure 1.2: Town of Osceola Quality of Life**



Source: 2008 Osceola Community Planning Survey

**SWOT Analysis: Issues and Opportunities**

|  |   |
|--|---|
| <p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Proactive Board members</li> <li>• Town Hall/Shop</li> <li>• Previous Comp Plan</li> <li>• Open Space</li> <li>• Low crime</li> <li>• Neighborhood Watch programs</li> </ul>                                  | <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Undesirable/Incompatible land uses</li> <li>• Loss of agriculture</li> <li>• Lack of local jobs</li> <li>• Town road maintenance</li> <li>• Infrastructure costs</li> </ul> |
| <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Preserve River area</li> <li>• Preserve small town atmosphere</li> <li>• Adopt road program</li> <li>• Enhance trail system</li> <li>• Clustered development</li> <li>• Amery to Dresser trail</li> </ul> | <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Village annexations</li> <li>• Retaining local control</li> <li>• Population growth</li> <li>• Increased traffic as a result of more development</li> </ul>                    |

**Goals, Objectives, Policies, Programs**

**Goal:** Retain the rural character of the Town of Osceola by preserving open space and protecting farmland.

**Objectives:**

- Encourage residential development in areas with public utilities
- Ensure that newly developed areas are compatible with existing uses of land
- Encourage use of cluster development
- Encourage the development of parks and recreation areas

**Implementation (Policies and Programs):**

- Establish formal volunteer Parks and Recreation Planning Committee
- Promote extension of shoulders to newly paved roads for walking/bike trails
- Publish a newsletter
- Update background information within one year after decennial Census is available.
- Establish a yearly noticed joint meeting of the Planning Commission and Town Board to address current issues of the Town