

Section A

ISSUES AND OPPORTUNITIES ELEMENT

EXECUTIVE SUMMARY

The purpose of this Section is to provide basic background information for the comprehensive planning process and general population and demographic characteristics for the City of Dodgeville. More specifically this section includes information from the community survey and visioning sessions, demographic trends; including population trends, age distribution, housing trends, education levels, income levels, employment characteristics, population projections, housing projections, and labor force projections.



Wisconsin State Statute 66.1001(2)(a)

(a) *Issues and opportunities element.*

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.

ISSUES AND OPPORTUNITIES POLICIES

The following are the issues and opportunities policies for the City of Dodgeville (not listed in order of priority). The essence of these recommendations is carried out throughout the entire document.

1. **Protect and improve the health, safety, and welfare of residents in the City of Dodgeville.**
2. **Preserve and enhance the quality of life for the residents of the City of Dodgeville.**
3. **Protect and preserve the small community character of the City of Dodgeville.**

Note: The above policy recommendations are further explained in other elements of this comprehensive plan. This section provides background information and overall direction. For example, the above recommendations may be carried out by implementing recommendations in other sections such as housing, economic development, and transportation.

BACKGROUND

Iowa County, together with twenty-two jurisdictions, including the City of Dodgeville, applied for a Comprehensive Planning Grant through the Wisconsin Department of Administration in the fall of 2001. In the spring of 2002, the Comprehensive Planning Grant was awarded. Iowa County and the jurisdictions within it contracted with the Southwestern Wisconsin Regional Planning Commission (SWWRPC) to complete individual comprehensive plans for each of the twenty-three participating jurisdictions (Iowa County, cities, towns, and villages) in accordance with Wisconsin Statutes 66.1001.

Because of the large number of involved jurisdictions and in an effort to streamline planning meetings, individual jurisdictions were grouped into “clusters”, based on their physical proximity to one another, resulting in six cluster groups. Iowa County was a separate cluster.

- “Northwest Cluster” (Towns of Highland and Pulaski, Villages of Avoca and Highland)
- “Northeast Cluster” (Towns of Arena, Clyde, and Wyoming, and the Village of Arena)
- “Central Cluster” (Towns of Dodgeville and Ridgeway, Village of Ridgeway, and City of Dodgeville)
- “Southwest Cluster” (Towns of Eden, Linden and Mifflin, and Village of Linden)
- “South Central Cluster” (Towns of Mineral Point and Waldwick, and City of Mineral Point)
- “Southeast Cluster” (Town of Moscow, and Villages of Blanchardville and Hollandale)
- Iowa County

COMMUNITY INVOLVEMENT

COMMUNITY SURVEY

In September and October of 2002, the staff from SWWRPC and University of Wisconsin Extension Service-Iowa County (UWEX-Iowa County) developed a countywide survey that was distributed to all property owners in Iowa County. A total of 10,752 surveys were sent out, 1,763 to City of Dodgeville property owners. Three hundred eighty four surveys were sent back, a 22% return rate. (See Appendix A-1 for complete survey results.)

COMMUNITY VISION

A vision statement identifies where an organization intends to be in the future and how to best meet the future needs of its stakeholders. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. SWWRPC, in conjunction with UWEX-Iowa County, sponsored visioning sessions for each cluster in the autumn and winter of 2002-2003. The City of Dodgeville’s planning commission utilized the visioning information from these sessions to help create a formal vision statement.

COMMUNITY VISION STATEMENT

To shape the future growth of the City of Dodgeville through a proactive, inclusive community effort that continuously improves the quality of life by reaching a harmonious balance between economic development, environmental sustainability, and community livability, to provide for future generations.

VISIONING

In February 2003, the City of Dodgeville planning representatives were asked to identify issues, opportunities, strengths, and weaknesses specific to the City of Dodgeville. The following lists are based on the cluster visioning exercise, countywide survey, and local Plan Commission meetings. (See Appendix A-2 for the Central Cluster visioning results.)

Issues

- Streets and Sidewalk Maintenance
- Police Protection
- Housing
- Municipal Water and Sewer Needs

Opportunities

- Commercial and Industrial Diversification of Employment Base

Strengths

- Ambulance Service
- Fire Protection
- Waste Services
- Police Protection
- Library
- Snow Removal
- Sanitary and Water Service
- Parks and Recreation

Weaknesses

- Housing – not enough affordable housing available
- Commercial Diversification

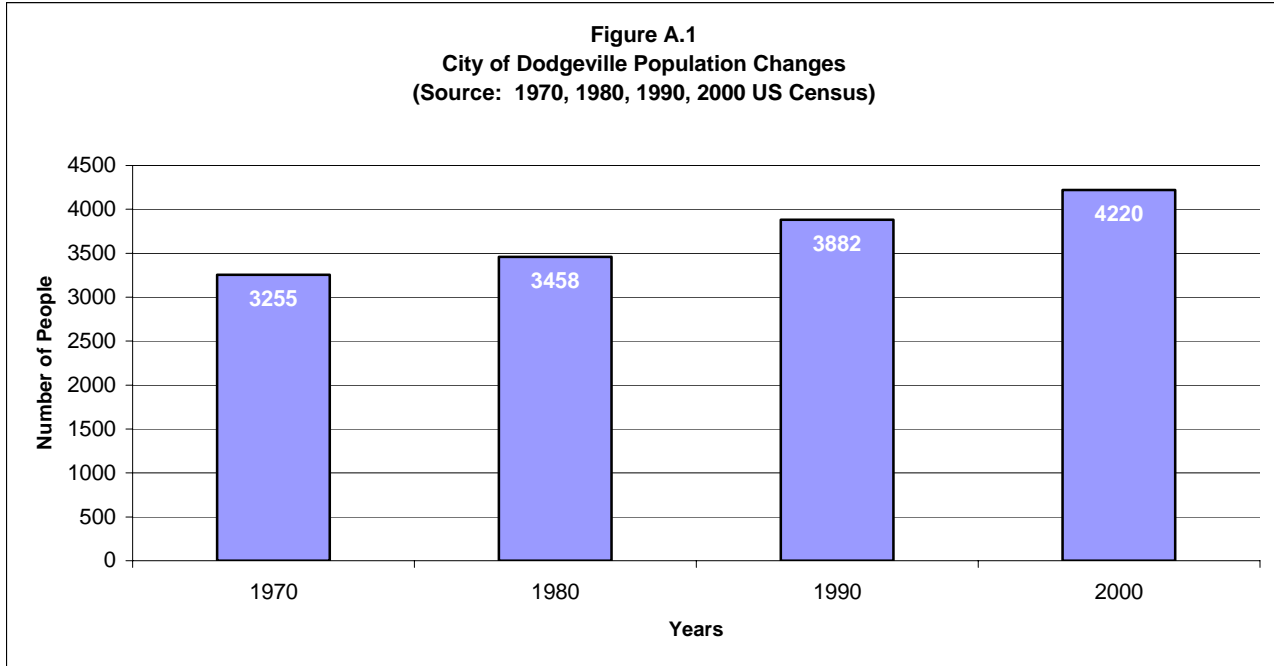
COMMUNITY PUBLIC PARTICIPATION PLAN

See Appendix A-3 for the jurisdiction's public participation plan.

DEMOGRAPHIC TRENDS

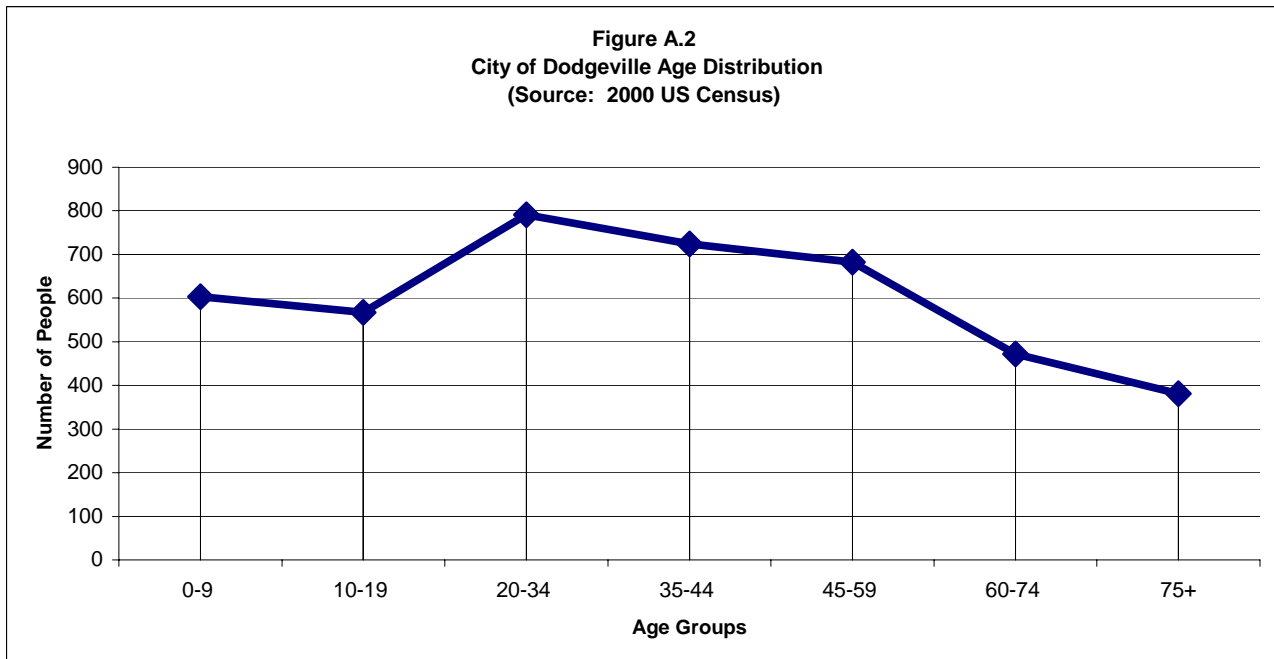
POPULATION CHANGES

The City of Dodgeville's population has increased over the past 30 years. Between 1970 and 1980, population grew by 6 percent and between 1980 and 1990 it grew by 12 percent. From 1990 to 2000, it increased 9 percent for an overall increase of 27 percent.



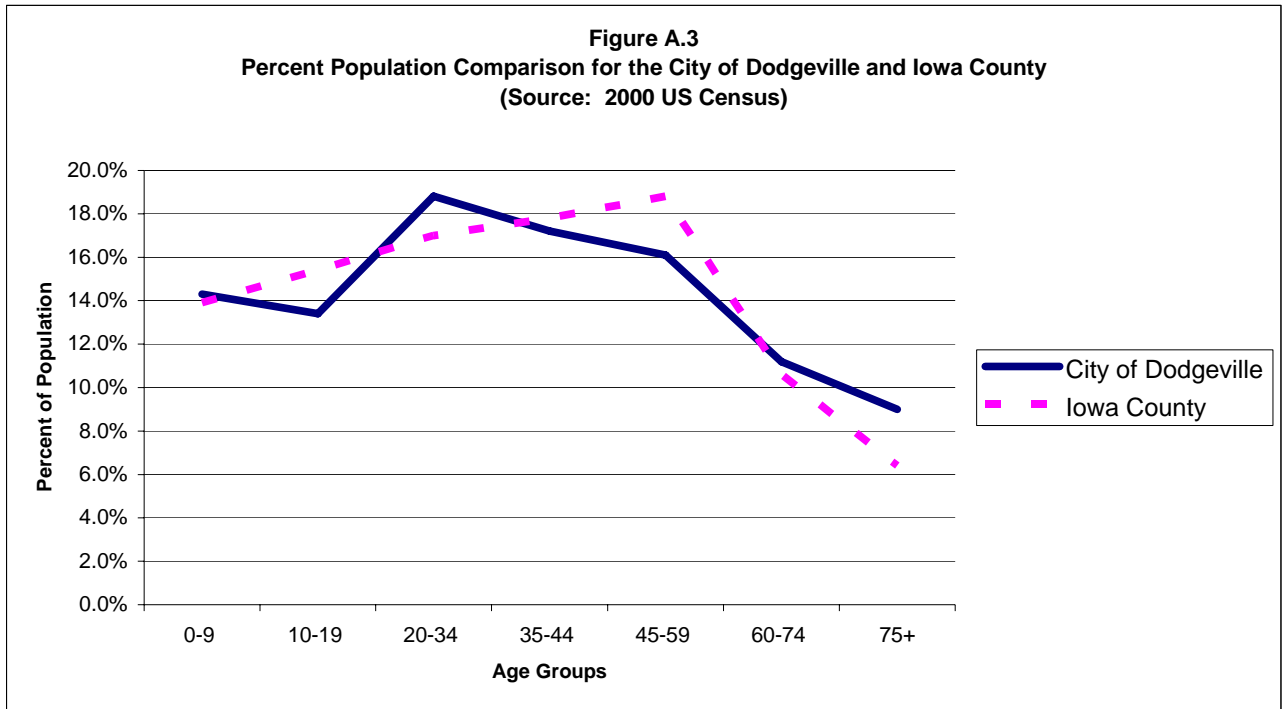
AGE DISTRIBUTION

Figure A.2 shows the age distribution of the City of Dodgeville residents, according to the 2000 US Census. Overall the population is well distributed among all the various age groups. The age groups of 20 to 34 year olds and 35 to 44 year olds have the highest concentration of the population in the City.



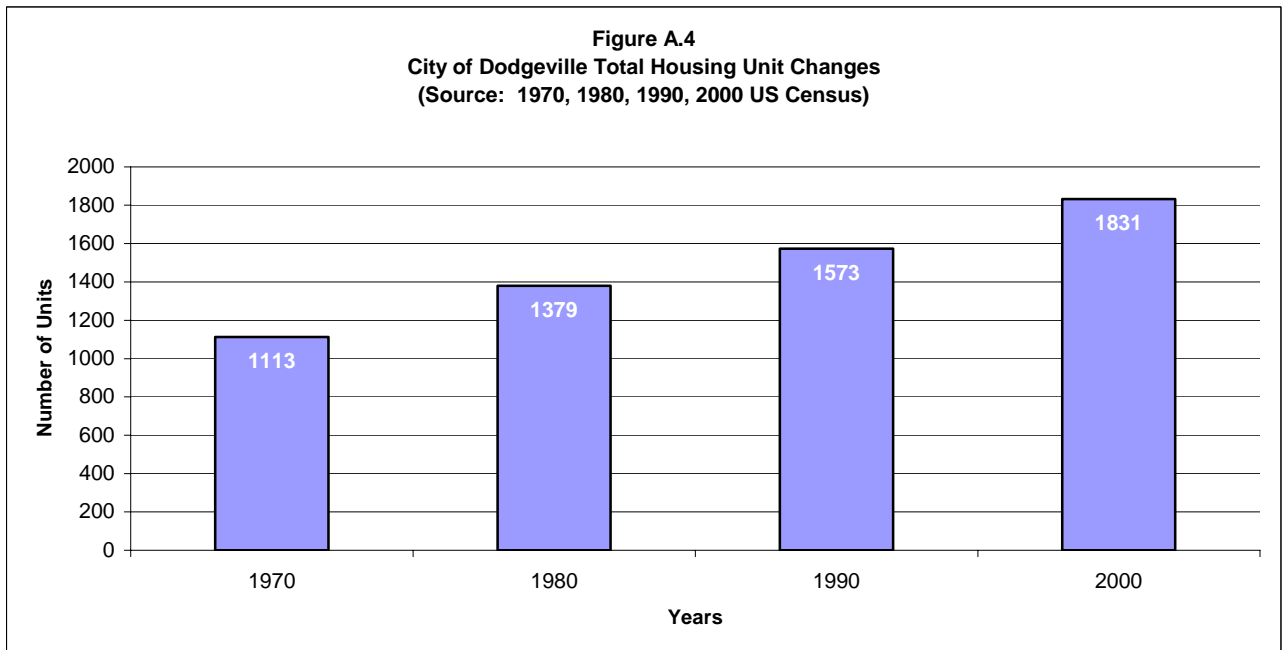
PERCENT POPULATION

Figure A.3 compares the City population to Iowa County as a whole. The distribution of the City population is somewhat similar to the County population, although Iowa County has a slightly higher population percentage in the younger age groups, while Dodgeville has a higher level in the 20 to 34 year age group.

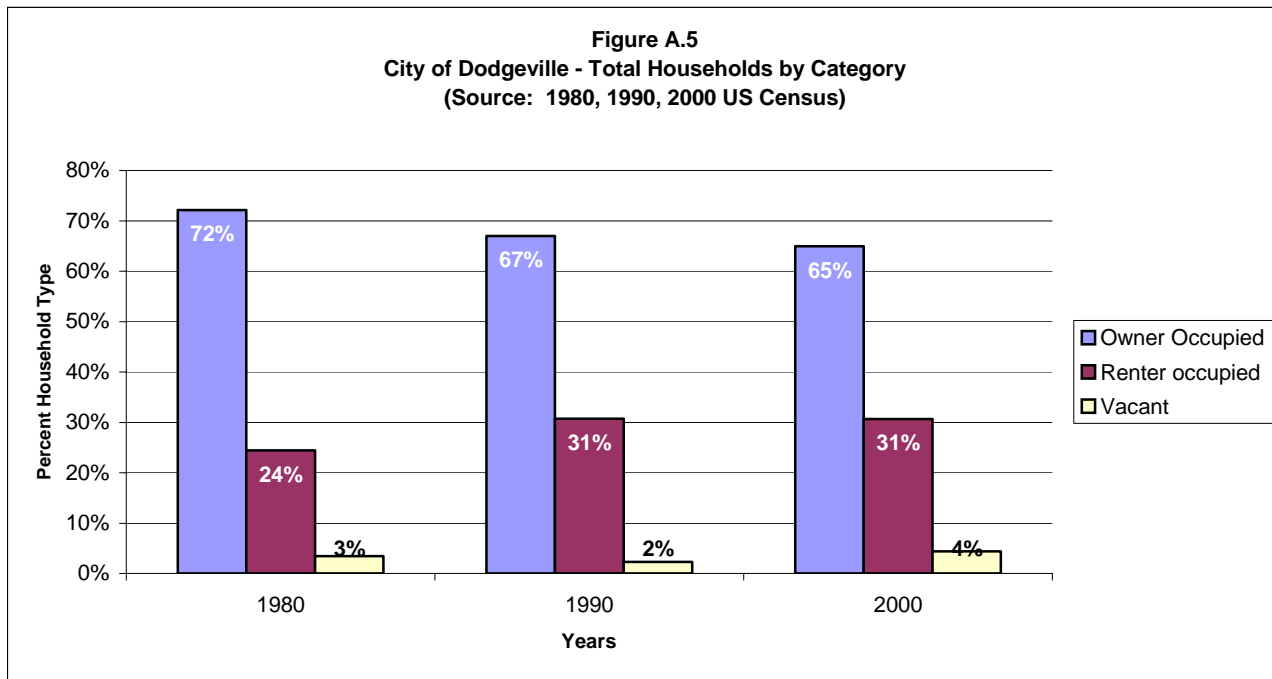


HOUSING TRENDS

Historically, the City of Dodgeville has seen an overall increase in the housing supply. “Total Housing Units” refers to the total number of units available for habitation: owned, rented, and vacant. As indicated by Figure A.4 the City of Dodgeville had an increase of 718 units between 1970 and 2000. For more housing information, go to Section B, Housing Element.



“Total Households” refers to occupied (owned and rented) housing units only. According to Figure A.5, of the 1831 housing units in City of Dodgeville in 2000, 65 percent are owner occupied, 31 percent renter occupied, and the remaining 4 percent vacant. The average number of persons per household is 2.56 for owner occupied units, 1.88 for rental units.



EDUCATION LEVELS

An important factor tied to a community's economic well being, as well as its potential for economic growth, is the link between education levels of residents and employment opportunities. Table A.1 reflects the educational attainment of the City residents 25 years and older compared with Iowa County, and the State of Wisconsin.

Table A.1: Educational Attainment of Residents 25 Years and Older

Education	City of Dodgeville		Iowa County Percent	State of Wisconsin Percent
	Number	Percent		
< 9th grade	88	3.1%	4.2%	5.4%
9th-12th grade, no diploma	189	6.6%	7.4%	9.6%
HS Grad (incl. Equivalency)	1137	40.0%	41.8%	34.6%
Some college, no degree	511	18.0%	19.9%	20.6%
Associate Degree	293	10.3%	8.3%	7.5%
Bachelors Degree	505	17.8%	13.2%	15.3%
Graduate or Professional Degree	122	4.3%	5.3%	7.2%
Total population 25 years and older	2845	100.0%	100.0%	100.0%

Source: 2000 US Census

INCOME COMPARISONS

Table A.2 compares the income levels of the City of Dodgeville with those of Iowa County and the State of Wisconsin. Median household income is based on every unit of occupancy with one or more unrelated individuals. Median family income is based on units of occupancy with individuals related by blood (children, grandparents, etc.) or law (marriage, adoption, etc.). Per capita income is based on each individual wage earner.

Table A.2: Income Comparisons

Income Type	City of Dodgeville	Iowa County	State of Wisconsin
Median household income	\$41,615	\$42,518	\$43,791
Median family income	\$50,755	\$49,972	\$52,911
Per capita income	\$20,962	\$19,497	\$21,271

Source: 2000 US Census

EMPLOYMENT CHARACTERISTICS

Table A.3 is reflective of the 2000 US Census for employed persons 16 years and over and their respective occupations in the City of Dodgeville, compared by percentage to Iowa County and the State of Wisconsin. By definition of the Census, occupation is referred to as the type of work a person does on the job. For more information, go to Section F, Economic Development Element.

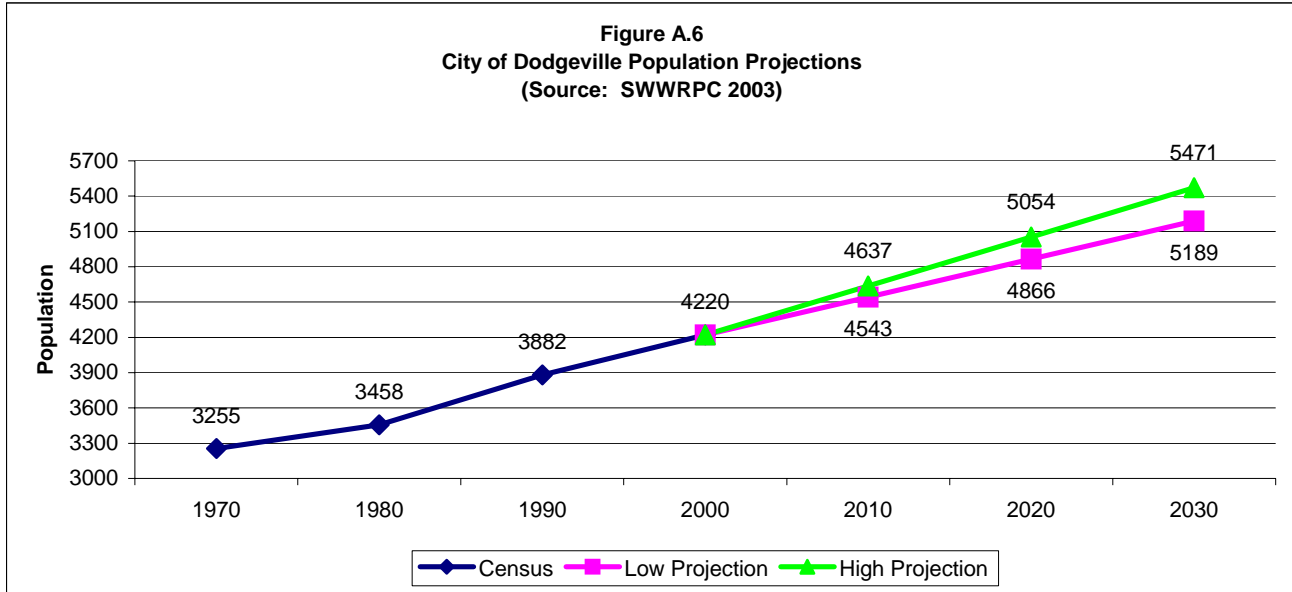
Table A.3: Employment Characteristics

Occupation	City of Dodgeville		Iowa County	State of Wisconsin
	Number	Percent	Percent	Percent
Management, professional and related	679	28.2%	30.9%	31.3%
Services occupations	418	17.4%	12.8%	14.0%
Sales and office occupations	741	30.8%	25.5%	25.2%
Farming, fishing, and forestry occupations	9	0.4%	2.5%	0.9%
Construction, extraction, and maintenance occupations	150	6.2%	10.9%	8.7%
Production, transportation, and material moving occupations	408	17.0%	17.4%	19.8%
Total employed civilian population 16 years and older	2405	100.0%	100.0%	100.0%

Source: 2000 US Census

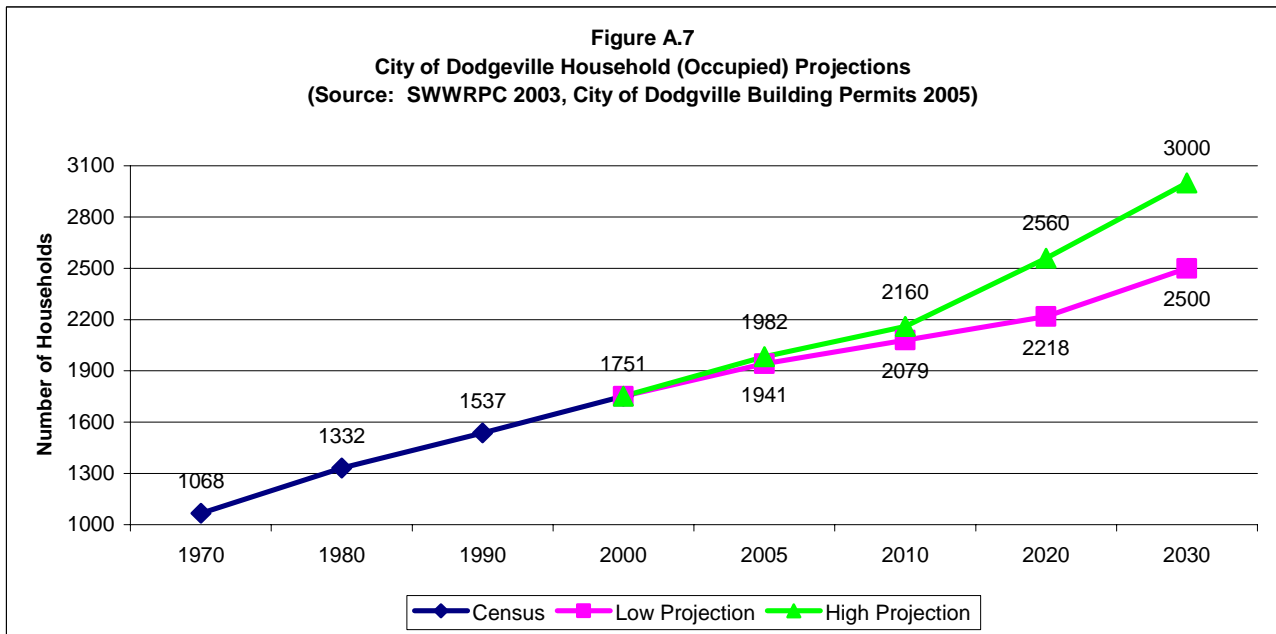
DEMOGRAPHIC PROJECTIONS
POPULATION

Preparing population projections is necessary to provide planners, developers, and others with expected increases or decreases in given base years. Reliable projections of population are needed for all kinds of planning or policy decisions whether involving the need for extending utilities, building a new highway, or starting a business. All these require some notion of probable demand for such facilities. Figure A.6 shows the past population trend as well as projections to the year 2030. The figure gives both low and high projections, showing population increases in the next 30 years.



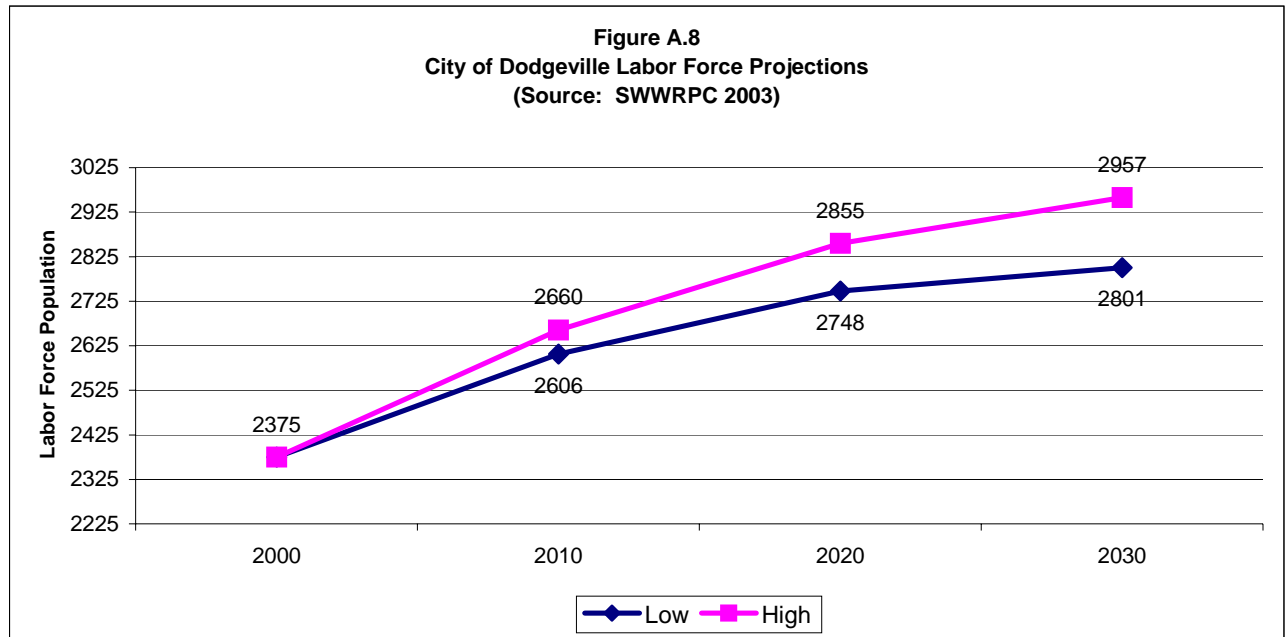
HOUSEHOLD

Figure A.7 shows household projections, based on the City of Dodgeville’s population projections and average household size from the 2000 US Census. In order to show a more accurate projection, building permit data was incorporated, resulting in the addition of data points for 2005.



LABOR FORCE

Figure A.8 shows labor force projections for the City of Dodgeville. These available workers will not necessarily find employment in the City of Dodgeville: many will work in nearby towns and cities. The figure merely indicates the available labor pool residing in the City of Dodgeville. For more information, go to Section F, Economic Development Element.



All of the projections presented in this section are based on past trends. The projections are intended as a guide. A sudden change, such as the creation of a large industry in an outlying area, may dramatically impact these projections.

LABOR FORCE - COMMUTERS

Workers who travel to a community not only contribute to that jurisdiction's economic health; they are also users of a community's infrastructure. Table A.4 below shows the county-to-county worker flow. (The Wisconsin Department of Workforce Development data is only available at the County level.) Since the City of Dodgeville is the largest community in Iowa County, and has the County's largest employer, the data helps develop a better idea of how many non-resident commuters come into the City. An excerpt from a 2003 article from the Center for Community Economic Development puts this in perspective:

"Dodgeville, Wisconsin is the County Seat and has a population of 4,200 and is home to Lands' End Inc., a major employer in Southwest Wisconsin. Sixty-four percent of the County's (Iowa) residents (7,290) work within the County. While 4,007 non-residents from numerous surrounding counties commute to Iowa County for employment, there are almost an equal number of Iowa County residents (3,155) commuting to Dane County for employment." (Lewis, Andy. "Understanding Worker Flow Data." Community Indicators, Center for Community Economic Development, Issue 3, April 2003: 3.)

Since the number of incoming commuters roughly equals the number of outgoing commuters, it can be argued that the County's infrastructure (and by extrapolation, the City of Dodgeville's) does not experience unequal use. Also, the people who commute to a place for employment may buy gas, lunch, or do other shopping. They are a significant part of a vital economic base.

Table A.4: County-to-County Worker Flow

Live In:	Work In:	Count:	Travel To:	From:	Count:
Iowa Co. WI	Iowa Co. WI	7,920	Iowa Co. WI	Iowa Co. WI	7,920
	Dane Co. WI	3,155		Grant Co. WI	1,494
	Grant Co. WI	446		Dane Co. WI	928
	Sauk Co. WI	3878		Lafayette Co. WI	795
	Lafayette Co. WI	141		Sauk Co. WI	298
	Richland Co. WI	129		Richland Co. WI	203
	Green Co. WI	55		Green Co. WI	44
	Dubuque Co. IA	42		Columbia Co. WI	25
	Jefferson Co. WI	33		Portage Co. WI	25
	Columbia Co. WI	25		Cook Co. IL	21
	Cook Co. IL	16		Winnebago Co. IL	16
	Crawford Co. WI	11		Jo Daviess Co. IL	12
	Elsewhere	107		Rock Co. WI	11
	Grand Total	12,467		Vernon Co. WI	10
				Dubuque Co. IA	10
				Elsewhere	79
				Grand Total	11,927

(Source: Center for Community Economic Development, Understanding Worker Flow Data, Issue 3, 4/03.)

To get a better handle on local commute patterns for specific employers (or jurisdictions smaller than a county) it might make sense to begin mapping out commute patterns for local major employers. In Wisconsin, *The Trade Area Mapper* software could be used to plot employees on a map using only zip code data for the employees (which should ease concerns over confidentiality). This easy-to-use GIS software is free and available from the Center for Community Economic Development (please e-mail Matt Kures at: kures@admin.uwex.edu) or go directly to <http://www.uwex.edu/ces/cced/> for more information.