

CHAPTER 3: ISSUES AND OPPORTUNITIES

INTRODUCTION

The purpose of the Issues and Opportunities Element is to define a desired future (a vision) for North Fond du Lac with respect to land use through an examination of key demographic data, as well as through the public participation process. Section 66.1001 (2) (a) of the Wisconsin Statutes requires the Issues and Opportunities Element to include a “statement of the overall objectives, policies, goals, and programs of the governmental unit to guide the future development and redevelopment of the governmental unit over the planning period.” Although not defined in the Statutes, Chapter 2 – Framework Plan outlines the structure for how this and other elements are addressed. The Issues and Opportunities Chapter contains two major sections:

1. A summary of the public participation process and information on key points gleaned from a variety of tools and processes used during the plan update process, and;
2. A review of key summary points of population information (details contained in Appendix C-3) and a narrative which helped to create the vision, goals, framing concepts, policies, strategies and recommendations contained in Chapter 2 – Framework Plan.

SUMMARY OF PUBLIC INPUT OPPORTUNITIES

Public input was sought early in the planning process per the adopted Citizen Participation Plan and was gathered through a number of methods in order to better identify issues and opportunities as well as to help craft the vision, goal and objective statements. During the course of the planning process, a variety of methods were used to get citizen input:

1. **Public Meetings (entire process)** – Each Plan Commission meeting where the plan development process was listed as an agenda item also had a public comment opportunity.
 - INSERT KEY THEMES
2. **Plan Commission/Stakeholder Committee SWOT Analysis** - A SWOT analysis was facilitated with the Plan Commission early on in the plan update process in order to better gauge their impressions of the current comprehensive plan as well as to identify future issues and opportunities moving forward in the plan update process. A listing of comments submitted by the Plan Commission and several department/committee heads are contained in [Appendix D](#).
3. **Online Survey (July-September, 2019)** – Between the period of July and September 2019, hard copy and web-based surveys were used to gather information and opinions from the community about a variety of land use, development and transportation topics in order to assist in formulating the vision and basis for the Year 2040 Future Land Use Plan and Map. A copy of the full survey results is contained in [Appendix E](#).
 - INSERT KEY THEMES

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SUMMARY OF KEY POINTS AND NARRATIVE

POPULATION TRENDS

THE FACTS:

1. *North Fond du Lac has experienced population growth over the past 30 years.*
2. *Between 1990 and 2017, the population of North Fond du Lac grew by 848 persons, or 20.1%.*
3. *The WDOA's circa 2013 population projections forecast North Fond du Lac will continue to have a steady rate of growth through 2040, but at rates significantly slower than in the past. Between 2017 and 2040 and increase of 867 persons (17.1%) is projected based on WDOA projections.*

WHAT IT MEANS:

While the community's growth rates have slowed somewhat since the 2008 recession, WI DOA projections continue to show growth.

PLAN COMMISSION DISCUSSION:

- *Is this rate/amount of growth compatible with the community's vision? Do you think the projection is accurate? Will it be higher or lower?*
- *How will the community allocate the distribution of this growth in terms of land areas, land use, and density?*

THE FACTS:

1. *In the 2013-2017 ACS reporting period, the median age of North Fond du Lac residents was 36.7.*
2. *The largest segment (7.6% of the total population) is contained in the 50 to 54-year age cohort.*
3. *Larger shifts will be seen by the end of the planning period as the 40 to 59 age cohorts (29% of the total population) get older and move into retirement.*

WHAT IT MEANS:

North Fond du Lac's population is aging and the number of persons reaching retirement age will increase significantly, thereby changing demands for services and infrastructure.

PLAN COMMISSION DISCUSSION:

- *How will the community accommodate an aging population?*
- *A more walkable community?*
- *How does/will "safety" be dealt with?*
- *Changes in housing styles and/or more mixed use development?*
- *Will transit become more of a necessary service?*

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- *What other amenities will be needed?*

THE FACTS:

1. ***In 2010, Whites comprised 94.6% of the North Fond du Lac population as compared to 97.9% in 2000.***
2. ***Significant increases in non-white populations have occurred between 2000 and 2010 within North Fond du Lac.***
3. ***The share and number of Hispanics also increased in North Fond du Lac between 2000 and 2010. In 2010, Hispanics comprised 1.1% of the population, significant increase from the 4.3% which existed in 2000***

WHAT IT MEANS:

North Fond du Lac's population is becoming more diverse from a racial and ethnic standpoint. This can lead to a number of changes in community dynamics.

PLAN COMMISSION DISCUSSION:

- *How does the community ensure inclusivity when crafting the vision for growth? What barriers exist for this segment of the population?*
- *How will day to day decisions be affected so that a diverse population is accommodated?*
- *How can the community celebrate diversity and leverage this cultural shift to make it part of the community fabric and/or bolster economic development and entrepreneurship?*

HOUSEHOLD TRENDS

THE FACTS:

1. ***Average household size in North Fond du Lac decreased slightly from 2.53 persons per household in 2000 to 2.37 persons per household in 2010.***
2. ***65.1% of the households in North Fond du Lac were family households in 2010.***
3. ***Married couple families (husband and wife) made up 49.8% of all households in the community in 2010 and 57.9% in 2000.***

WHAT IT MEANS:

North Fond du Lac's household size continues to decrease. Additionally, the amount of married couple families has also decreased between 2000 and 2010.

PLAN COMMISSION DISCUSSION:

- *How does the community provide the necessary amenities which will continue to attract families and younger married couples?*
- *How can the community continue to provide/create well-paying jobs which attract and support families?*

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THE FACTS:

1. *North Fond du Lac had a slightly lower percentage (89.8%) of residents age 25 or older who graduated from high school or higher in 2013-2017 ACS five year estimate period than the county and the State.*
2. *In 2010, North Fond du Lac had lower percentage of residents age 25 or older who received a bachelor's degree than the County and State.*

WHAT IT MEANS:

North Fond du Lac's population is slightly less educated than the rest of the surrounding area, in general.

PLAN COMMISSION DISCUSSION:

- *Does the community have a role in increasing education rates?*
- *Are there opportunities and/or threats for having a slightly less educated population?*
- *How does the community stack up regarding entrepreneurial activity and how can it boost it?*

THE FACTS:

1. *In the 2013-2017 ACS sample periods North Fond du Lac's median household income (\$50,824) was significantly lower than both Fond du Lac County's (\$57,798) and the State of Wisconsin (\$56,759).*

WHAT IT MEANS:

North Fond du Lac's population has lower median incomes as compared to the county and state. This lower level of income shares a connection with slightly lower education levels.

PLAN COMMISSION DISCUSSION:

- *Do lower income levels limit what the community can do?*
- *Are there strengths to lower incomes?*

THE FACTS:

1. *Between 2000 and 2013-2017, the percentage of individuals living below the poverty line increased slightly in North Fond du Lac.*
2. *Approximately 4.6% of families lived below the poverty level in North Fond du Lac, according to 2013-2017 American Community Survey 5-Year Estimates.*

WHAT IT MEANS:

While not a large part of the population, an increase in the number of residents living at or below poverty level has occurred.

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PLAN COMMISSION DISCUSSION:

- How does the community best accommodate those with limited incomes?
- Is the expansion of public transit part of the solution?
- Is there a need for other types and styles of more affordable housing?

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

POPULATE AFTER PLAN COMMISSION DISCUSSION ABOUT GOALS

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in [Appendix G](#).