INTRODUCTION
The Issues and Opportunities chapter provides information regarding the identification of real and perceived issues within the Village. This subjective information compliments the more objective-based inventory and analysis portions of this plan.

ISSUES AND OPPORTUNITIES IDENTIFICATION
The following represents a summary of the various non-data sources used for the planning effort. This information is incorporated into the development of Goals, Objectives, and Policies for the plan.

Public Input
Throughout the planning process public input was provided through meetings, an online visioning tool and project website comments. These comments were addressed throughout the planning process and have been utilized to create goals and objectives. The following is a summary of public input. The online survey included a series of questions and interactive maps and was available from April 17, 2018 through October 12, 2018. A total of 114 people took all or various portions of the survey. It consisted of a series of questions about the survey respondent, their views on the community’s history and needs moving forward. While a full summary is included in Appendix C, several trends were apparent. Survey respondents generally had a favorable historic view the village, concerns about the village’s current lack of businesses, and vision of a vibrant downtown with a small town feel. The school system was continually ranked as an asset for the community.
Strengths, Weaknesses, Opportunities and Threats

At the first meeting of this planning process, meeting attendees ranked a series of important topics for the community over the planning period. For each item, respondents ranked the item as low, medium, or high. The following are the high priority areas identified by the village along with the number of votes in parenthesis.

- Aging population (2)
- Appearance of community (5)
- Biking and walking (3)
- Business retention (4)
- Downtown (4)
- Economic Development (4)
- Education, K-12 (5)
- Education, tech schools and colleges (2)
- Housing Affordability (3)
- Housing Availability (3)
- Infrastructure (3)
- Intergovernmental Cooperation (1)
- Jobs (3)
- Natural Resources (4)
- Not enough land (6)
- Parks and Recreation (3)
- Roads (4)
- Sewer services (2)
- Stormwater services (1)
- Utilities (1)
- Water Quality (5)

These highly ranked items are addressed throughout the planning process and have been utilized to create goals and objectives.

VISION

Based on input collected from a number of outreach opportunities, existing plans, and Plan Commission input the following vision has been developed:

**Comprehensive Plan Vision**

*In 2040, the Village of Winneconne provides residents, businesses, and visitors’ opportunities. Water is protected and enjoyed, a vibrant downtown provides needed services, and a variety of housing options are available. The village provides quality services and maintains the appearance of the community.*

The vision is reflected and implemented in the Goals, Objectives, and Policies included in the plan.