JEFFERSON COUNTY

Comprehensive Plan and Agricultural Preservation and Land Use Plan

STEERING COMMITTEE MEETING #2
October 1, 2019
Introductions

Early Public Engagement Summary
  – Online Survey Review
  – Regional Meetings Summary
  – Intergovernmental Interview Summary
  – Early Public Engagement Key Themes

Existing Goal Review
  – Comprehensive Plan
  – Agricultural Preservation and Land Use Plan

Next Steps
Online Survey Review

• Survey open from June 10 – August 2, 2019
• 25 questions across nine Comprehensive Plan areas
• Mailed directly to every household in County
• Link to survey in:
  – newspapers
  – Email blast/list serv
  – County website
• 1,255 responses
Online Survey Review

• Inform and validate existing conditions

• Gather feedback about strengths, weaknesses, and opportunities

• Help to shape the Vision, Goals and Policies

• Open to all residents – all ages, locations, demographics

• Address all plan elements
Question 1: Why did you choose to live in Jefferson County? (Identify your top three)

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Close to Employment</strong></td>
<td>33.7%</td>
</tr>
<tr>
<td><strong>Family</strong></td>
<td>28.7%</td>
</tr>
<tr>
<td><strong>Privacy and Space</strong></td>
<td>27.8%</td>
</tr>
<tr>
<td><strong>Born and Raised Here</strong></td>
<td>26.1%</td>
</tr>
<tr>
<td><strong>Housing Costs</strong></td>
<td>19.0%</td>
</tr>
<tr>
<td><strong>Cost of Living</strong></td>
<td>16.8%</td>
</tr>
<tr>
<td><strong>Schools</strong></td>
<td>15.3%</td>
</tr>
<tr>
<td><strong>Hiking, Cycling, and Parks</strong></td>
<td>14.4%</td>
</tr>
<tr>
<td><strong>Other (please specify)</strong></td>
<td>14.3%</td>
</tr>
<tr>
<td><strong>Tax Rate</strong></td>
<td>14.0%</td>
</tr>
<tr>
<td><strong>Hunting and Fishing</strong></td>
<td>12.0%</td>
</tr>
<tr>
<td><strong>Agricultural Interests</strong></td>
<td>11.8%</td>
</tr>
<tr>
<td><strong>Type of Housing</strong></td>
<td>11.1%</td>
</tr>
<tr>
<td><strong>Community Identity</strong></td>
<td>8.6%</td>
</tr>
<tr>
<td><strong>Fewer Regulations</strong></td>
<td>8.5%</td>
</tr>
<tr>
<td><strong>Access to Amenities and Services</strong></td>
<td>6.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,247</td>
</tr>
</tbody>
</table>
Question 2: List what you think are the two best aspects of day-to-day life, or the two most positive attributes of Jefferson County.

<table>
<thead>
<tr>
<th>Word</th>
<th># of Appearances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>232</td>
</tr>
<tr>
<td>Small</td>
<td>215</td>
</tr>
<tr>
<td>Community</td>
<td>175</td>
</tr>
<tr>
<td>Town</td>
<td>174</td>
</tr>
<tr>
<td>Living</td>
<td>146</td>
</tr>
<tr>
<td>Water</td>
<td>118</td>
</tr>
<tr>
<td>Parks</td>
<td>112</td>
</tr>
<tr>
<td>Friendly</td>
<td>111</td>
</tr>
<tr>
<td>Cities</td>
<td>107</td>
</tr>
<tr>
<td>Low</td>
<td>103</td>
</tr>
<tr>
<td>Close</td>
<td>98</td>
</tr>
<tr>
<td>Safe</td>
<td>97</td>
</tr>
<tr>
<td>People</td>
<td>89</td>
</tr>
<tr>
<td>Country</td>
<td>87</td>
</tr>
<tr>
<td>Quiet</td>
<td>81</td>
</tr>
<tr>
<td>Location</td>
<td>73</td>
</tr>
<tr>
<td>Madison/Milwaukee</td>
<td>72</td>
</tr>
<tr>
<td>Crime</td>
<td>72</td>
</tr>
<tr>
<td>Madison</td>
<td>69</td>
</tr>
<tr>
<td>Feel</td>
<td>69</td>
</tr>
<tr>
<td>Good</td>
<td>69</td>
</tr>
<tr>
<td>Schools</td>
<td>68</td>
</tr>
<tr>
<td>Access</td>
<td>68</td>
</tr>
<tr>
<td>Communities</td>
<td>65</td>
</tr>
<tr>
<td>County</td>
<td>64</td>
</tr>
<tr>
<td>Life</td>
<td>64</td>
</tr>
<tr>
<td>Lake</td>
<td>54</td>
</tr>
<tr>
<td>Space</td>
<td>52</td>
</tr>
</tbody>
</table>
Question 3: List what you think are two aspects that could be modified to improve day-to-day life in Jefferson County.

<table>
<thead>
<tr>
<th>Word</th>
<th># of Appearances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roads</td>
<td>319</td>
</tr>
<tr>
<td>Better</td>
<td>243</td>
</tr>
<tr>
<td>Taxes</td>
<td>208</td>
</tr>
<tr>
<td>Tax</td>
<td>95</td>
</tr>
<tr>
<td>County</td>
<td>86</td>
</tr>
<tr>
<td>Businesses</td>
<td>83</td>
</tr>
<tr>
<td>Farms</td>
<td>75</td>
</tr>
<tr>
<td>Less</td>
<td>73</td>
</tr>
<tr>
<td>Access</td>
<td>68</td>
</tr>
<tr>
<td>Housing</td>
<td>67</td>
</tr>
<tr>
<td>Areas</td>
<td>64</td>
</tr>
<tr>
<td>Lower</td>
<td>61</td>
</tr>
<tr>
<td>Rural</td>
<td>60</td>
</tr>
<tr>
<td>Schools</td>
<td>58</td>
</tr>
</tbody>
</table>
Question 10: What are your thoughts on growth and development within Jefferson County

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development in close proximity to water resources should be closely monitored</td>
<td>738</td>
<td>322</td>
<td>78</td>
<td>25</td>
<td>12</td>
<td>1,175</td>
</tr>
<tr>
<td>Areas with prime agricultural soils should be protected from encroaching incompatible development</td>
<td>566</td>
<td>407</td>
<td>123</td>
<td>57</td>
<td>24</td>
<td>1,177</td>
</tr>
<tr>
<td>Development should be encouraged in or near cities or villages in Jefferson County</td>
<td>307</td>
<td>515</td>
<td>189</td>
<td>116</td>
<td>44</td>
<td>1,171</td>
</tr>
<tr>
<td>Development should be encouraged near major roads/intersections</td>
<td>225</td>
<td>494</td>
<td>260</td>
<td>135</td>
<td>57</td>
<td>1,171</td>
</tr>
<tr>
<td>We need more recreational areas to meet demand in the county</td>
<td>216</td>
<td>369</td>
<td>360</td>
<td>176</td>
<td>50</td>
<td>1,171</td>
</tr>
<tr>
<td>Property owners should be free to develop land without many restrictions</td>
<td>160</td>
<td>211</td>
<td>172</td>
<td>386</td>
<td>244</td>
<td>1,173</td>
</tr>
</tbody>
</table>
We need more recreational areas to meet demand in the County.
Question 11: What types of residential development/growth would you like to see in the county to support changes in the population? (Check all that apply)

Online Survey Review

- Single-family Residential Housing: 71.8%
- Senior Housing: 48.3%
- Affordable Housing: 44.3%
- Rural Residential Housing: 33.6%
- Multi-family Residential Housing: 26.2%
- Other (please specify): 8.6%
- Total responses: 100.0%
Question 12: What types of economic development/growth would you like to see in the county to support changes in the population and support Jefferson County's economy? (Check all that apply)

- Small and Medium Scale Farms: 74.4%
- Parks and Natural Areas: 68.7%
- Tourism and Recreation: 59.9%
- Light Industry: 57.5%
- Agricultural Related Industry (e.g., ag processing): 41.7%
- Office/Research and Development: 39.7%
- Service Sector: 26.9%
- Heavy Industry: 16.4%
- Large Retail: 15.5%
- Large Scale Farms: 12.1%
- Other (please specify): 8.0%

Online Survey Review
Online Survey Review

Where do you live?

- City: 37.2%
- Village: 11.5%
- Town: 50.1%
- I do not live in Jefferson County: 1.2%

Region breakdown:
- Region 1 - NW: 24.1%
- Region 2 - NE: 22.2%
- Region 3 - SW: 34.8%
- Region 4 - SE: 18.0%
- I do not live in Jefferson County: 0.9%
Regional Meeting Summary

• Four Regional Meetings held in June/July
• Provide additional meeting times and locations
• Provides insight on issues specific to different geographies
  – Watertown - 6/24
  – Palmyra - 6/26
  – Fort Atkinson - 7/10
  – Lake Mills - 7/11
• Approximately 90 individuals signed in
Regional Meeting Summary

- Purpose for updating overall goals of the plans
- Planning process overview
- Plan elements and chapters
- Existing conditions/data collection
- Engagement exercises
Regional Meeting Summary

**Strengths**
- What is going well?
- What elements can we build upon?
- What would you like to see more of?

**Opportunities/Challenges**
- What are areas of improvement?
- What could be changed to improve the future of Jefferson County?
Regional Meeting Summary
Intergovernmental Interview Summary

- August 27-28; Individual One hour meetings with City/Village/Town Officials
- SRF staff facilitated; County staff notetakers
- 25/27 CTVs attended
- Planning demographics
  - Historic trends
  - DOA socio-economic growth projections
- Jurisdictional long range planning efforts
- Hot topics/key themes
- Open discussion
Two days of Intergovernmental Interviews
One hour sessions with most jurisdictions
Discussion of
  – Population and Employment Projections
  – Land Use/Growth
  – Agricultural Practices
  – Transportation
  – Housing
  – Infrastructure
  – Parks and Recreation
Intergovernmental Interview Summary

- Population and Employment Projects
  - 2040 DOA Household and Population Projections
  - 2015 Employment Estimates

- Many identified that numbers seem correct
- 4 jurisdictions commented on infrastructure and impacts to development
- 4 jurisdictions identified their desire for slight/steady growth
- 3 jurisdictions identified no desire for growth

- Employment numbers general consistent
## Existing Conditions Review

<table>
<thead>
<tr>
<th>Period</th>
<th>Population</th>
<th>Households</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Retail</td>
</tr>
<tr>
<td>Year 2010</td>
<td>83,686</td>
<td>32,117</td>
<td>5,373</td>
</tr>
<tr>
<td>Year 2040</td>
<td>100,300</td>
<td>41,520</td>
<td>7,568</td>
</tr>
<tr>
<td>Growth 2010-2040</td>
<td>16,614</td>
<td>9,403</td>
<td>2,195</td>
</tr>
<tr>
<td>Growth Rate 2010-2040</td>
<td>0.7%</td>
<td>1.0%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>
Jefferson County Age-Sex Pyramid, 2010 and 2040 Population Projections
Intergovernmental Interview Summary

- Transportation
  - ATV/UTV Use
  - Bike Routes
  - Bridges
  - County Highways/Roads
  - Crashes
  - Expansion
  - Funding
  - Maintenance
  - Multimodal/Public Transportation
  - State Roads
  - Town Roads
Intergovernmental Interview Summary

- Land Use
  - Annexation
  - Growth
    - Desired growth areas
    - Infill vs. Greenfield Development
    - Lot Splits
  - Long-Range Planning
  - Policy Updates
  - Zoning
Intergovernmental Interview Summary

- Community Facilities and Utilities
  - Sewer Districts
  - Solar
  - Communications Technology
  - Electric
  - Water
Intergovernmental Interview Summary

- Natural and Cultural Resources
  - Parks and Maintenance
  - Outdoor Recreation
  - Tourism
Intergovernmental Interview Summary

• Agricultural Resources/Preservation
  – Changes in agricultural practice
  – CAFO’s
  – Innovative Agriculture
  – Preservation techniques
Intergovernmental Interview Summary

• Housing
  – Affordable Housing
  – Multi Family Housing
  – Farmsteads
  – Housing Types
  – Market/Availability
  – Senior Housing
  – Stock/Maintenance
Intergovernmental Interview Summary

• Economic Development
  – Assistance
  – Development Employment
  – Opportunities
Intergovernmental Interview Summary

• Intergovernmental Cooperation
  – Agreements
  – Annexation
  – EMS
  – Fire
  – Police
  – Shared Services
Intergovernmental Interview Summary

• Parks and Recreation
  – County and local parks
  – Recreation opportunities
  – Trails
What did we hear?

Early Public Engagement Themes

- Issues & Opportunities
- Housing
- Implementation
- Land Use Plans & Regulations
- Intergovernmental Cooperation
- Economic Development
- Agricultural, Natural & Cultural Resources
- Transportation Facilities
- Community Facilities & Utilities
Next Steps

- Draft County Context Report
- Identify Focus Group Topic Areas
- Prepare for Regional Meetings – Round 2

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Public Engagement Plan

**Phase One**
- Steering Committee Meetings
  - 18 Stakeholder Member Committee representing various County interests
  - Meet at key milestones throughout the planning process
  - 4 Meetings planned:
    - Project Kick Off
    - Early Public Engagement Review
    - Mid-Project Review
    - Draft Plan Review

**Phase Two**
- Regional Meetings
  - Public meetings open to all
  - 4 meeting dates and locations
  - Presentation and Engagement exercises to:
    - Introduce planning process
    - Gain feedback about strengths and weaknesses

**Phase Three**
- Municipal Interviews
  - Discuss current long-range planning efforts, trends, and issues with municipalities
  - Provide an opportunity for each municipality to meet with consultant staff to provide input into planning process

**Phase Four**
- Focus Group Meetings
  - Following the completion of updated goals and policies, hold focus group meetings specific to a plan element
  - Attendees will represent various positions and sectors of the plan element
  - 4 to 5 meetings to be held focusing on the various plan elements:
    - Housing
    - Transportation
    - Community Facilities & Utilities
    - Agricultural, Natural & Cultural Resources
    - Economic Development
    - Intergovernmental Cooperation
    - Land Use Plans Regulations

**Phase Five**
- Open House
  - Public open house open to all
  - Provide the draft plan for review prior to the meeting
  - Opportunities for residents and stakeholders to ask questions and provide feedback about the draft plans

**Online Community Survey**
- Host an online survey to gain input from residents and stakeholders regarding their desires for Jefferson County
- Survey will be hosted on SurveyMonkey, Wikimaps, or similar platform
- Paper copies of the survey will also be available for distribution

**Regional Meetings - Round 2**
- Public meetings open to all
- 4 meeting dates and locations
- Presentation and Engagement exercises to:
  - Update residents of the plan's progress
  - Review and discuss preliminary findings of the plan analysis
  - Identify areas that require additional refinement
Next Steps

- Draft County Context Report
- Identify Focus Group Topic Areas
- Prepare for Regional Meetings – Round 2

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