

**EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION FOCUS GROUP
FOR CALUMET, OUTAGAMIE, AND WINNEBAGO COUNTIES**

GROUP 1:

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ECONOMIC DEVELOPMENT: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Merging, closing and exporting of local businesses, need to preserve and retain business	1
2	Labor shortage	0
3	Need to maintain income growth (the area is behind nationally and regionally) this affects quality of life, business recruitment and brain drain	10
4	High taxes	8
5	State budget – Revenue sharing	10
6	Creation of high paying jobs	3

#	OPPORTUNITIES	POINTS
1	Tax Relief	7
2	Ease environmental restrictions that hamper development	0
3	Better transportation	0
4	Redevelop contaminated properties	1
5	Historically strong economic base that should help spin-offs and prompt further growth	1
6	Widen HWY41 and complete HWY10	0
7	Expansion of Outagamie Co Airport	1
8	Engineering Program at UW-FV, opportunity to extend to chemical engineering.	0

HOUSING: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Aging baby boomers, need to age in place	7
2	Need more of a mix of housing in communities(affordable-not necessarily apartments)	3
3	Inability to access public sewer and water due to political gamesmanship	3

#	OPPORTUNITIES	POINTS
1	Cost of living/housing is relatively low	3
2	Implementation of the Fair Housing Law	8
3	Capitalize on Habitat for Humanity to provide more LMI housing in the Valley	3
4	Number of old homes that can be renovated, rather than be torn down	4

TRANSPORTATION: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Widening of highways and effect on agriculture and neighbors	6
2	HWY 10 reconstruction; DOT always taking more land and not co-operating with the public	3
3	Traffic congestion; College and 41, WI and 41, poor planning for highways	7
4	HWY41 expansion and related issues with 21 and 110 expansion	0

#	OPPORTUNITIES	POINTS
1	Transportation system (railroad, air, highway) great for business and private use	1
2	Trails – alternative transportation	5
3	Sidewalks in urban areas	1

UTILITIES AND COMMUNITY FACILITIES: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Disability population (lack of access to transportation, health care facilities)	8
2	Lack of shared services/cooperation. Communities do not take advantage of economies of scale. They duplicate services etc. This drives up costs, leading to higher taxes, higher taxes negatively impact economic development	3
3	Quality of life is being lost, no sense of place	4
4	Development in rural areas that can't be supported by infrastructure	4

#	OPPORTUNITIES	POINTS
1	Promoting in-fill development	1
2	Strong educational system UW through private	5
3	Diverse educational system, chartered, virtual, public private – not set on one system	1
4	Communities could share recreation facilities rather than building separate facilities for schools, communities, and business	1

AGRICULTURAL, NATURAL AND CULTURAL RESOURCES: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Farmland preservation	9
2	Agricultural demographics (age), retirements and prices	4
3	Lack of multi cultural resources	6
4	Pollution, non-point and effect on water quality	8
5	Invasive species	3
6	Species diversity	1
7	Need agricultural diversification	1
8	Public access to water needs to be protected	1

#	OPPORTUNITIES	POINTS
1	Abundance of water for recreational purposes	6
2	Individual pollution prevention	2
3	Community pride and heritage	4
4	Farmer to consumer marketing	2

LAND USE: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	The expansion of HWY 10 in Winnebago County will have significant land use impacts	4
2	Urban sprawl / leapfrog development	3
3	Compatible land uses between municipal boundaries	2
4	Fragmentation of land, for eg. Farms and forests, and the impact on wildlife	4
5	Mixed use development is needed: have to drive everywhere	2
6	Need to preserve ability to produce food locally	1

#	OPPORTUNITIES	POINTS
1	In-fill of vacant land in urban/suburban areas	3
2	DNR lands, eg. Rat River Wildlife Area, require more intense management	7
3	Abundance of land and water – have to be careful about how it is used	1
4	Implementation of zoning	0
5	Extra-territorial powers	4
6	Promoting inter governmental co-operation	2
7	Creating sense of community, sense of place	2

INTER GOVERNMENTAL COOPERATION: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Lack of inter governmental co-operation, well head protection, sewerage disposal	3
2	Lack of town / city border agreements	2
3	Economic feasibility of inter governmental co-operation itself and effect on economic development	
4	Better coordination with school districts so we know how they will impact the community	1
5	Security concerns (nearby nuclear plants, water supply, sewage	2

#	OPPORTUNITIES	POINTS
1	Establish local workgroups to solve small problems before they become larger	3
2	Work with minority groups to get things done that you couldn't achieve alone	2
3	Local governments can work together to attain food/water security	4
4	Need to incorporate public input	6
5	Consolidation of services	6

IMPLEMENTATION: ISSUES AND OPPORTUNITIES

#	ISSUES	POINTS
1	Annexation of town land can “screw up your plan”; need a level playing field between municipalities	13
2	Forced inter governmental cooperation by the state and the different and competing values between municipalities	2
3	Different layers of government makes implementation from a regional level difficult	5

#	OPPORTUNITIES	POINTS
1	ECWRPC and their role in implementation. ECWRPC should take a more active role in implementation through use of regulatory and non-regulatory mechanisms	0
2	Political and community leader roles	1
3	State has opportunities with budget crisis to present incentives to local government to cooperate	5

TOP THREE ISSUES

#	ISSUES	POINTS
1	Annexation of town land and the impacts	13
2	State budget – Revenue sharing	10
3	Need to maintain economic growth	10

1. **What factors make addressing the “State Budget” a challenge?**
 - a. Out of our hands - power is in Madison
 - b. Fiscal policy is based on politics
 - c. Unfunded mandates
 - d. Competing interest groups

2. **What are the consequences of not addressing “State Budget?”**
 - a. Bankrupt state
 - b. State will fall further behind
 - c. Legislators do not hear our voice

TOP THREE OPPORTUNITIES

#	OPPORTUNITIES	POINTS
1	Implementation of the Fair Housing Law	8
2	DNR lands, eg. Rat River Wildlife Area, require more intense management	7
3	Tax Relief	7

1. **What factors make taking advantage of “Tax Relief” a challenge?**
 - a. Can't provide all of the services have to set priorities
 - b. Tied to the economy, so if economy shrinks either have to cut services or increase taxes
 - c. Significant differences between municipalities
 - d. Discrepancy between the shared revenue received by municipalities

- 2. What are the consequences of not addressing "Tax Relief"?**
- a. Businesses will move
 - b. People will move
 - c. Reduction in services
 - d. Reduction in disposable income
 - e. 49th State in terms of retirement wealth – means less venture capital