

CHAPTER 1 - ISSUES AND OPPORTUNITIES

This Chapter provides background information on the MRRPC as an organization, the nine county region it serves and a statement of overall objectives, policies, goals, and programs of the MRRPC to guide the future development and redevelopment of the region over a 20 year planning period.



PROFILE OF THE MISSISSIPPI RIVER REGIONAL PLANNING COMMISSION

The Mississippi River Regional Planning Commission (MRRPC) is a Commission of nine counties located along the Mississippi River in Western Wisconsin. The Commission was organized in 1964 under Wisconsin State Statutes to plan for the physical, social and economic development of the region. Other authorized functions include: providing advisory services on regional issues to local governments and other public and private agencies, acting as a coordinating agency for programs and activities, contracting with local units of government to make studies and offer advice on land use, thoroughfares, community facilities, public improvements and encouragement of economic and other developments. Specific examples of services include: comprehensive plans, zoning and subdivision ordinances, grant writing, geographic information system map production, revolving loan fund administration, economic development planning, economic data collection and dissemination and advocating public policy positions on issues affecting our Region. Commission activities are directed by a Board of 27 commissioners appointed by the county boards and governor.

REGIONAL COMPREHENSIVE PLAN PURPOSE

Rolling woodlands, majestic bluffs, and pine forests interspersed with fertile fields, marshes, and flowing rivers define the natural splendor of the Mississippi River Region. Within this setting are modern agricultural, wood, and metal product industries creating demand for business services. This unique network of natural and economic resources has created a scenic working landscape of farms, river towns, hilltop cities and valley villages served with exceptional education and health care systems. These qualities along with outstanding recreation opportunities are why 320,000 people make their home here and more than a thousand move here annually.

This description of the Mississippi River Region tries to capture what most if not all the community and county comprehensive plans in the region describe in different ways about what their residents value about living here. These values were also reflected in a regional survey conducted by the MRRPC in 2011. Supporting these values regionally is therefore a focus of this regional plan. To accomplish this, the regional plan provides data sets of information, analysis, maps, and guidance recommendations in a regional context to help sustain the region's highly valued and attractive landscape and lifestyle. The regional comprehensive plan also stresses more regional cooperation as a tool to overcome regional issues among residents, organizations, businesses, institutions and governments. By tapping into regional knowledge and resources greater capacity can be attained in dealing with development issues.

The title of this Regional Comprehensive Plan "**Rising as a Region**" was chosen to emphasize the importance of building greater regional cooperation to raise capacity in dealing with issues to improve quality of life. Some of the issues and opportunities where greater regional capacity solving resources will be needed over the next 20 years will be planning for:

- An increase of 34,000 more residents
- An increase of 28,000 more housing units
- An increase of 35,000 more people age 65 and over
- An increase of 19,000 more acres of residential, commercial and industrial land uses
- An increase of 30,000 more tons of municipal solid waste generated annually
- The cleaning up of more than 55 impaired rivers and streams from higher than acceptable pollutant levels.

Will this growth shape the region or will the region shape this growth? Working regionally on these and many other issues identified in this plan we can begin "Rising as a Region". So please read on and use this Plan as a resource to help shape this growth to make the region an even better place for us and future generations to enjoy.

REGION'S HISTORY

The first human settlement in the Mississippi River Region was about 11,000 years ago by the "Paleo-Indians". Evidence supports that the first human settlement followed closely the withdrawal of the Wisconsin glacier. These earliest known "Paleo-Indians" were hunter-gatherers, that traveled in small nomadic family groups. This Ice Age era was known geologically as the Pleistocene period. Mastodons, giant beaver, and saber tooth tigers provided food and clothing, and a source of danger to these early immigrants.

About 9,000 years ago, animals such as white tail deer, elk, and smaller mammals became common. This is the beginning of the period archaeologists call the Archaic period. Native peoples known today as Archaic Indians continued to live a nomadic life style as hunter-gathers. Spear point styles changed, and it is these "points" which archaeologists use to distinguish these various early cultural influences.

During the Late Archaic period, about 3,000 years ago, there is the first evidence of human burials, and copper artifacts are also found, which indicates the western Wisconsin people had some sort of trade with, or travel to, the copper country a few hundred miles to the north. This is about the time of the beginnings of the Mayan civilization several thousand miles to the south in southern Mexico.

About 2,000 years ago a major cultural change occurred. The time is known as Early Woodland. Pottery shards have been found dating to this period. Since clay pots are not easily transported by nomadic people, their presence usually is interpreted as a period of relative settlement permanence.

About A.D. 200, which coincides with the fall of Rome on the world history time line, archaeologists move the period in Wisconsin into the Middle Woodland period. At this time a more southerly group of Native people called the Hopewell Culture moved north into Wisconsin and established a more complex economic society. One of the distinctive features of the Hopewells is their elaborate, ritualistic burial mounds and burial practices. These burial mounds contain obsidian rock from Wyoming, shells from the Gulf coast, and Copper from Lake Superior, all of which demonstrate a more developed transportation and trading system.

By the Late Woodland period, A.D 600 to about AD 1200 the Natives were building earthen mounds in the shapes of animals or birds. These Effigy Mound Builders didn't always use the mounds for burials, and their purpose seems to have been as a marking of territory, or totems, for extended family groups. This claiming of territory by building permanent structures indicates that the Natives were settling into a less nomadic life style and taking up something resembling permanent village life.

Although the mounds may represent a dimly remembered historical association with the Hopewells, the rest of the culture at this time suggests a period of relative isolation and scarcity. The pottery is sparser, and there are few articles from outside the immediate area, which suggests that trade had withered.

One technological advancement that did become evident during this period is the discovery, or introduction, of the bow and arrow. Three sided points, typical of arrow points, rather than the flat spear points are found from this period. This would have greatly increased the Natives hunting capacity. The first evidences of a definitely contrived agricultural life style are found in this period also, which helps explain how the people could exist without being as dependent on wandering game animals and seasonal wild plants.

About A.D 1000 another major cultural change occurred as more developed agricultural peoples from further south, the Mississippian Culture, moved into Wisconsin. Again, as with the Hopewells 600 years earlier, the cultural change was partly due to an actual influx of new people and partly due to a few locals, who even in this time of isolation, had ventured out to "see the world" and came back with stories of a different, more abundant, way of life. Out of this expanded, enriched, lifestyle came a new culture, known as the Oneota. The Oneota people might be considered the first "modern" Native Americans as it was their culture that was first influenced by the early European explorations far away on the Gulf and Atlantic Coasts. The Oneotas made distinctive pottery, tempered with crushed fresh water mussel shells, and developed an extensive agricultural

lifestyle raising corn, beans, and squash. They also lived in established villages with as many as 3,000 people. The earliest rise of the Oneota culture in the Mississippi River Region appears to be in the Red Wing, Minnesota area typified by a large village site in Pierce County. This site is famous among scholars for the great number of mounds in its vicinity. Since the later Oneota did not build mounds, it seems to be an early development of the Oneota from the Late Woodland period, and a blend of the two cultures. Territorial pressure seems to have resulted in warfare amongst various groups and later the site was abandoned and some groups of the Oneota people moved to the La Crosse area, which at this time was not occupied regularly by any group of Natives.

A major Oneota village at the site now occupied by Valley View Mall in La Crosse was the high-water mark of this culture in Wisconsin as over time, by A.D. 1650 the people seem to have abandoned all their sites and moved into the Root River and Upper Iowa River Valleys in Minnesota and Iowa. They became known to the early French explorers and traders as the loway Indians. Early French trader Nicholas Perrot who established a fort at the present site of Trempealeau in 1685 recorded his contact with the loway, who came from "many leagues to the southwest". By the time of the coming of the Europeans, the principal Native American economic pattern in western Wisconsin was in reasonably stationary villages, with farming a mainstay of subsistence, but readily supplemented with hunting, fishing, and gathering of wild plants for food and fiber.

In the 17th and 18th centuries, as a European invasion of eastern and southern North America caused upheavals among the Native American people in those areas, these easterly peoples, such as the Sauk, Fox, Illini, and Hurons, moved into western Wisconsin. These generally were the cultures "discovered" by the French explorers when they came into the Mississippi Valley in the late 1600s. The first European known to have traveled up the Mississippi River through the region is Louis Hennepin, who stopped briefly near the site of present day La Crosse. Nicholas Perrot, a fur trader, established outposts, or "forts" at Prairie du Chien (*Crawford County*), Trempealeau (*Trempealeau County*) and St. Antoine (*Pepin County*). Prairie du Chien, at the confluence of the Wisconsin and Mississippi Rivers, developed as a French fur trading post.

Prairie du Chien is the oldest European settlement in the region, and the second oldest in the state, dating back to at least the late 17th century, but with real evidence as a community from about 1805. La Crosse and Prescott were also initially fur trading posts, established in the early 1840s. Away from the Mississippi River, the white men, just as the Indians had, found less incentive to form villages, at least until the logging era began. In the 1860's and 70's many trading posts such as Black River Falls, Merrilan, Cochrane, and Spring Valley grew as supply points for the upriver pineries, or milling and shipping points for the logs and lumber. Although the region's first railroad reached Prairie du Chien in 1857, the real boom in rail building began in the 1870s. Many former logging towns, facing decline as the pineries played out, were revitalized as rail shipping points for the wheat and other crops being raised on the "cut over", or logged over forest soil. By the 1880s the settlement patterns that exist today were pretty much in place, with most of the region's communities established, if not always incorporated. As we will see later, this incorporation process extends even into modern times with Warrens, Nelson, and Oakdale all being officially recognized after 1970.

GEOPOLITICAL PROFILE

Wisconsin has three types of sub-county full service local government units; Towns, which are unincorporated, and Villages and Cities which are incorporated. Within the nine counties of the region there are 146 Towns, 50 Villages, and 22 Cities. The Towns typically are geographically coincident with the Public Land Survey 36 square mile townships, although this is certainly not universally true, especially in some of the rougher terrain, or thinly settled areas. Towns in the region range in 2010 census population from Monroe County's Scott, in the northeast corner of the county in the Central Sand Plains with 135 people, to the town of Onalaska in La Crosse County with 5,623, adjacent to the city of La Crosse. The Region has several towns with populations of less than 200: (Jackson County) Bear Bluff with 138, Millston with 159, and City Point 182; (Buffalo County) Lincoln 162; (Monroe County) Scott 135 and New Lyme mostly occupied by Fort McCoy has 168 people.

Of the 50 villages, Stockholm in Pepin County is the smallest, with a resident population of 66. The Village of Holmen in La Crosse County is the largest village with a 2010 population of 9,005. Since the 1990 Holmen's population has increased by 180%. The cities range in size from La Crosse with 51,320 to Alma, in Buffalo County, with 781. The newest incorporated communities are the village of Warrens in Monroe County, which was incorporated in the decade of the 1970s, and the villages of Nelson in Buffalo County, and Oakdale in Monroe County, both incorporated in the '80s. In these three cases there had been a built-up settlement,

recognizable as a separate place within a town, and the residents believed they could benefit from the more intensive services a village can provide easier than a town, such as water and sewer and police protection. The urbanized towns in La Crosse County, especially Shelby and Campbell, also provide urban services such as police and public utilities to most or all of the properties in the town. The location of the 218 towns, villages, and cities in the Mississippi River Region are shown in Map 1.01.

POPULATION TRENDS AND PROJECTIONS

The Mississippi River Region's population is projected to increase from 317,068 residents in 2010 to 360,040 residents in 2034, an increase of 13.55%. This figure is slightly higher than the state's projected rate of growth and lower than the projected national rate of growth. The projected population increase for the State of Wisconsin and the United States during this same time period is projected to be 13.53% and 19% respectively. Table 1.1 below shows population trends for counties in the region through the censuses of 1960, 1970, 1980, 1990, 2000, and 2010. The population projections shown for 2020-2034 are based on population projections from the State of Wisconsin – Department of Administration Demographic Services Center. Jackson, La Crosse, Monroe and Pierce Counties experienced the greatest increases in population from 1960–2000 while during the same period Buffalo and Pepin Counties experienced negative growth. From 1960–2000, the region as a whole had a 30.21% increase in population. Looking to the future, Monroe and Vernon counties are projected to have the highest rates of growth with increases in population of 20.35% and 20.85% respectively. Maps 1.02 and 1.03 at the end of this chapter show 2010 population and 1990 to 2010 percent population change by local government unit.

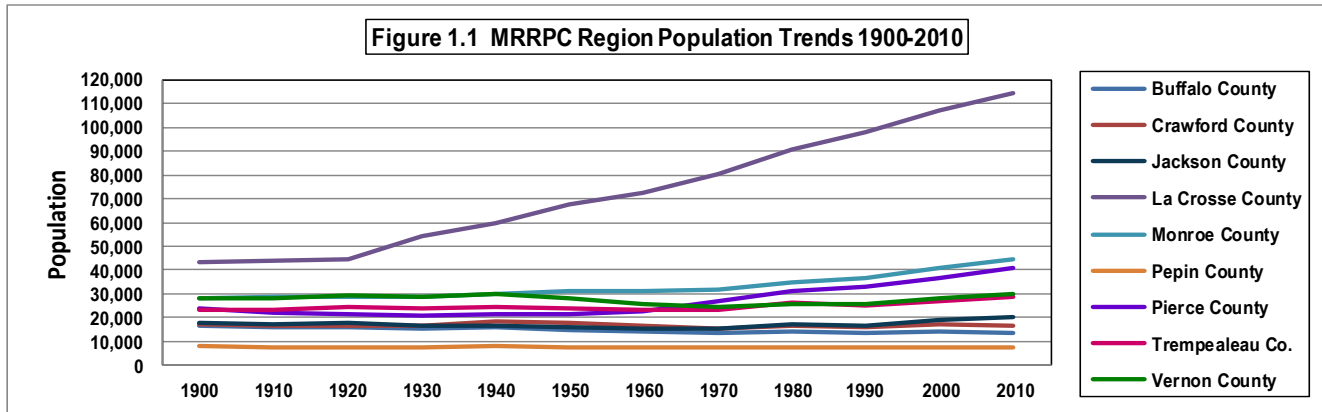
Table 1.1 Population Trends and Projections

Population ⁽¹⁾									Pop. Est. ⁽²⁾	Population Projections ^(3 & 4)			
	1960	1970	1980	1990	2000	2010	% Chg 60-00	% Chg 00-10	2015	2020	2030	2034	Proj. % Chg 10-34
Buffalo	14,202	13,743	14,309	13,584	13,804	13,587	-2.80	-1.57	13,500	13,485	13,470	13,398	-1.39
Crawford	16,351	15,252	16,556	15,940	17,243	16,644	5.46	-3.47	16,600	16,835	17,430	17,298	3.93
Jackson	15,151	15,325	16,831	16,588	19,100	20,449	26.06	7.06	21,130	21,760	23,200	23,336	14.12
La Crosse	72,465	80,468	91,056	97,892	107,120	114,638	47.82	7.02	118,585	122,100	128,120	129,488	12.95
Monroe	31,241	31,610	35,074	36,633	40,896	44,673	30.90	9.24	46,110	48,600	52,950	53,766	20.35
Pepin	7,332	7,319	7,477	7,107	7,213	7,469	-1.62	3.55	7,490	7,420	7,315	7,215	-3.40
Pierce	22,503	26,652	31,149	32,765	36,804	41,019	63.55	11.45	41,800	43,575	46,125	46,405	13.13
Trempealeau	23,377	23,344	26,158	25,263	27,010	28,816	15.54	6.69	29,360	30,725	32,810	33,154	15.05
Vernon	25,663	24,557	25,642	25,617	28,056	29,773	9.32	6.12	30,415	32,085	35,300	35,980	20.85
Region	228,285	238,270	264,252	271,389	297,246	317,068	30.21	6.67	324,990	336,585	356,720	360,040	13.55
Wisconsin	3,951,777	4,417,821	4,705,642	4,891,599	5,363,715	5,686,986	35.73	6.03	5,783,015	6,005,080	6,375,910	6,456,198	13.53
Nation	179,323,175	203,302,031	226,542,199	248,709,873	281,421,906	308,745,538	56.94	9.71	321,363,000	333,896,000	358,471,000	367,503,000	19.03

(1) U.S. Dept. of Commerce-Bureau of the Census; (2) Population Est.-WI Dept. of Admin-Demographic Services; (3) Population Prj.-WI Dept. of Admin-Demographic Services; (4) U.S. Census Bureau National Population Projections

Note: Wisconsin population projections are developed periodically by the Demographic Services Center in accordance with Wisconsin Statute 16.96. The population projections 2020-2040 were produced by the Demographic Services Center in 2013, based from 2010 Census.

Figure 1.1 on the following page shows growth trends for the region from 1900. Counties experiencing the most significant growth were La Crosse, Monroe and Pierce counties.



HOUSING TRENDS AND PROJECTIONS

The region's housing units are projected to increase from 138,849 units in 2010 to 174,981 units in 2034, an increase of 26%. This figure is higher than the state's projected rate of growth which is 25%. Table 1.2 below shows housing trends for counties in the region, the state, and the nation through the censuses of 1970, 1980, 1990, 2000 and 2010. The housing unit projections shown for 2015-2034 are based building permit trends from the U.S. Census Bureau from 2000 through 2012. As can be seen from the table, the region's housing grew at a faster rate than the state from 1970 through 2000. La Crosse, Monroe and Pierce Counties experienced the greatest increases from 1970—2000 while during the same period Buffalo and Pepin Counties has the least amount of growth. From 1970—2000, the region as a whole had a 59.31% increase in the amount of housing units. Looking to the future Pierce, Monroe, Jackson, Trempealeau, and La Crosse counties are projected to have the highest rates of housing growth at 41%, 27%, 26.8%, 25.8%, and 25.5% respectively between 2010 and 2034.

Maps 1.04 and 1.05 at the end of this chapter show 2010 housing units and 1990 to 2010 percent housing change by local government unit.

Table 1.2 Housing Trends and Projections

Housing Units(1)						Housing Projections						
	1970	1980	1990	2000	2010	% Chg 70-00	% Chg 00-10	2015(2)	2020(2)	2030(2)	2034(2)	% Chg 10-34
Buffalo	4,597	5,478	5,586	6,098	6,664	32.65	9.28	6,999	7,334	8,004	8,272	24.13
Crawford	5,207	6,770	7,315	8,480	8,802	62.86	3.80	9,037	9,272	9,742	9,930	12.82
Jackson	5,649	6,975	7,627	8,029	9,727	42.13	21.15	10,271	10,815	11,902	12,337	26.83
La Crosse	25,433	33,277	38,227	43,480	48,402	70.96	11.32	50,975	53,547	58,692	60,750	25.51
Monroe	10,168	12,741	14,135	16,672	19,204	63.97	15.19	20,284	21,365	23,526	24,390	27.00
Pepin	2,357	2,881	2,919	3,036	3,579	28.81	17.89	3,757	3,934	4,289	4,431	23.81
Pierce	7,826	10,354	11,536	13,493	16,132	72.41	19.56	17,525	18,918	21,704	22,818	41.45
Trempealeau	7,639	9,744	10,097	11,482	12,619	50.31	9.90	13,295	13,972	15,324	15,865	25.72
Vernon	8,448	10,141	10,830	12,416	13,720	46.97	10.50	14,234	14,748	15,777	16,188	17.99
Region	77,324	98,361	108,272	123,186	138,849	59.31	12.71	146,377	153,904	168,959	174,981	26.02
Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358	57.65	13.06	2,763,793	2,903,228	3,182,098	3,293,646	25.50
Nation	68,704,315	88,410,627	102,263,678	115,904,641	131,704,730	68.70	13.63	139,152,729	146,600,728	161,496,725	167,455,124	27.14

(1) U.S. Dept of Commerce-Bureau of the Census; (2) Calculated Using Housing Building Permit Trends U.S. Census Bureau 2000-2012 - prepared by MRRPC

EMPLOYMENT TRENDS AND PROJECTIONS

Wisconsin Department of Workforce Development – Office of Economic Advisors provide monthly and annual reports analyzing labor market data. October 2013 OEA projections through 2020 show that in the West Central Area including Pepin and Pierce Counties the fastest growing industries will be Natural Resources and Mining/Construction, and Professional and Business Services. The fastest growing industries projected for the Western area that includes Buffalo, Crawford, Jackson, La Crosse, Monroe, Trempealeau and Vernon counties mirror with the West Central area.

TABLE 1.3 WISCONSIN LONG TERM PROJECTIONS, 2010-2020 (Industry Employment Projections)
West Central Area (Barron, Chippewa, Clark, Dunn, Eau Claire, **Pepin, Pierce**, Polk, and St. Croix counties)

NAICS Title	2010 Annual Employment	2020 Projected Employment	Change (2010-2020)	Employment percent
TOTAL ALL INDUSTRIES	187,791	209,667	21,876	11.65
Goods-Producing	35,965	39,086	3,121	8.68
<i>Natural Resources and Mining / Construction</i>	6,138	7,758	1,620	27.64
<i>Manufacturing</i>	29,827	31,328	1,501	5.03
Services-Providing	139,406	157,655	18,249	13.09
<i>Trade, Transportation, and Utilities</i>	35,470	38,328	2,858	8.06
<i>Information</i>	1,888	1,958	70	3.71
<i>Financial Activities</i>	7,491	8,549	1,058	14.12
<i>Professional and Business Services</i>	14,024	17,340	3,316	23.65
<i>Education and Health Services, including State and Local Government</i>	42,567	48,984	6,417	15.08
<i>Leisure and Hospitality</i>	17,154	20,766	3,612	21.06
<i>Other Services (Except Government)</i>	7,920	8,791	871	11.00
<i>Government</i>	12,892	12,939	47	0.36
Total Self-Employed and Unpaid Family Workers, All Jobs	12,420	12,926	506	4.07

Western Area (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties)

NAICS Title	2010 Annual Employment	2020 Projected Employment	Change (2010-2020)	Employment percent
TOTAL ALL INDUSTRIES	144,884	161,906	17,022	11.75
Goods-Producing	25,959	28,552	2,593	9.99
<i>Natural Resources and Mining / Construction</i>	4,398	5,572	1,174	27.77
<i>Manufacturing</i>	21,561	22,980	1,419	6.58
Services-Providing	110,019	123,999	13,980	12.71
<i>Trade, Transportation, and Utilities</i>	29,518	32,360	2,842	9.63
<i>Information</i>	1,502	1,567	65	4.33
<i>Financial Activities</i>	5,781	6,611	830	14.36
<i>Professional and Business Services</i>	8,792	10,850	2,058	23.41
<i>Education and Health Services, including State and Local Government</i>	32,306	37,297	4,991	15.45
<i>Leisure and Hospitality</i>	12,703	15,384	2,681	21.11
<i>Other Services (Except Government)</i>	5,888	6,539	651	11.06
<i>Government</i>	13,529	13,391	-138	-1.02
Total Self-Employed and Unpaid Family Workers, All Jobs	8,906	9,355	449	5.04

Due to confidentiality of the data there are industries that suppression and detail may not add to totals.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development October 2013.

Means of Transportation to Work

The 2012 American Community Survey 5-years estimates show that 77.8% of workers 16 years and over in the region drove alone to work and 9.8% carpooled, Table 1.4. Only .6% of workers in the region used public transportation as a means of transportation to work. Meanwhile nationally about 5% of workers use public transportation as a means of transportation to work. More workers in the region walked to work (4.6%) than the state (3.3%) or nation (2.8%) and 5.3% of workers in the region worked from home as compared to the State (4%) and Nation (4.3%).

Table 1.4 Means of Transportation to Work

	Workers 16 years and over	% Car, truck, or van -- drove alone	% Car, truck, or van -- carpooled	% Public transportation (excl. taxicab)	% Walked	% Bicycled	% Worked at Home	Taxicab, motorcycle, or other means
Buffalo	6,792	71.6	13.7	0.3	5.2	0.0	8.4	0.9
Crawford	7,583	77.9	9.3	0.5	4.4	0.3	6.9	0.7
Jackson	9,027	79.4	9.2	0.2	3.5	0.4	5.9	1.4
La Crosse	60,884	79.0	8.7	1.1	4.7	1.3	4.3	0.9
Monroe	21,306	78.2	10.6	0.4	3.1	0.3	5.1	2.3
Pepin	3,677	73.5	11.6	0.0	5.2	0.2	8.2	1.3
Pierce	22,223	76.4	10.1	0.3	6.2	0.8	5.6	0.6
Trempealeau	14,690	79.3	10.4	0.3	4.7	0.3	4.0	1.0
Vernon	13,295	75.4	9.1	0.3	4.6	1.0	8.0	1.5
MRRPC Region	159,477	77.8	9.7	0.6	4.6	0.8	5.3	1.1
State of Wis.	2,807,856	79.9	9.2	1.8	3.3	0.8	4.0	1.0
Nation	139,893,639	76.1	10.0	5.0	2.8	0.6	4.3	1.2

U.S. Census Bureau, Data Set: 2012 American Community Survey 5-year Estimates

RACIAL CHARACTERISTICS

In 2000 the white (alone) race comprised 96% of the region's population as compared to 94.1% in 2010. This is much higher than both the state percentage of 86.2% and the national percentage of 72.4% for the white (alone) race. The region's Hispanic/Latino population increased by 131% between the 2000 and 2010 census from 3,053 to 7,064 accounting for 2.2% of the region's population. Asian Pacific Islanders with a population of 5,704 comprised 1.8% of the region's population in 2010. The Hmong, an ethnic group from Southeast Asia makes up most of this population. The Hmong immigrated to our region over the last two and half decades due to political persecution in their homeland for siding with the U.S. during the Viet Nam War. Black or African American are the third largest racial groups with 3,279 inhabitants or 1% of the region's population. This figure is significantly lower than the state percentage of 6.3% and the national percentage of 12.6% for African Americans. Native Americans totaled 2,645 in 2010 or 0.8% of the region's population. Other racial group data can be seen in Table 1.5.

Table 1.5 Racial Characteristics, 2000-2010

Census 2010 Name	Population		White Alone		Black or African American Alone		American Indian or Alaskan Native Alone		Asian Alone		Native Hawaiian or Other Pacific Islander Alone	
	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010
Buffalo	13,804	13,587	13,623	13,253	16	37	42	38	45	28	3	0
Crawford	17,243	16,644	16,780	16,080	233	296	37	39	45	63	2	3
Jackson	19,100	20,449	17,109	18,258	433	400	1,176	1,271	31	53	8	20
La Crosse	107,120	114,638	100,883	105,540	1,016	1,610	440	493	3,376	4,742	21	28
Monroe	40,896	44,673	39,471	41,940	188	512	376	510	195	289	15	40
Pepin	7,213	7,469	7,134	7,337	6	21	14	19	15	13	3	1
Pierce	36,804	41,019	36,071	39,614	91	232	105	151	158	301	10	7
Trempealeau	27,010	28,816	26,688	27,230	35	62	45	63	36	123	3	4
Vernon	28,056	29,773	27,723	29,085	18	109	42	61	60	92	2	7
Region	297,246	317,068	285,482	298,337	2,036	3,279	2,277	2,645	3,961	5,704	67	110
Wisconsin	5,363,715	5,686,986	4,769,897	4,902,067	304,460	359,148	47,228	54,526	88,763	129,234	1,630	1,827
U.S.	281,421,906	308,745,538	211,460,626	223,553,265	34,658,190	38,929,319	2,475,956	2,932,248	10,242,998	14,674,252	398,835	540,013

Table 1.5 Racial Characteristics, 2000-2010 (continued)

	Some other race alone		Not Hispanic or Latino (White Alone)		Hispanic/Latino		Two or more races		Percent White Alone		Percent Other Races	
Census 2010 Name	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010	Census 2000	Census 2010
Buffalo	11	122	13,555	13,135	85	237	64	109	98.7%	97.5%	1.3%	2.5%
Crawford	29	36	16,693	15,991	129	150	117	127	97.3%	96.6%	2.7%	3.4%
Jackson	193	144	16,990	17,987	357	519	150	303	89.6%	89.3%	10.4%	10.7%
La Crosse	286	371	100,332	104,417	990	1,741	1,098	1,854	94.2%	92.1%	5.8%	7.9%
Monroe	347	764	39,135	41,260	740	1,661	304	618	96.5%	93.9%	3.5%	6.1%
Pepin	6	35	7,122	7,305	25	72	35	43	98.9%	98.2%	1.1%	1.8%
Pierce	104	201	35,896	39,264	301	623	265	513	98.0%	96.6%	2.0%	3.4%
Trempealeau	77	1,086	26,546	26,774	240	1,667	126	248	98.8%	94.5%	1.2%	5.5%
Vernon	75	145	27,617	28,873	186	394	136	274	98.8%	97.7%	1.2%	2.3%
Region	1,128	2,904	283,886	295,006	3,053	7,064	2,295	4,089	96.0%	94.1%	4.0%	5.9%
Wisconsin	84,842	135,867	4,681,630	4,738,411	192,921	336,056	66,895	104,317	88.9%	86.2%	11.1%	13.8%
U.S.	15,359,073	19,107,368	194,552,774	196,817,552	35,305,818	50,477,594	6,826,228	9,009,073	75.1%	72.4%	24.9%	27.6%

U.S. Census Bureau, 2000 and 2010

GENDER CHARACTERISTICS

Females have been the predominant gender group in the region, state and nation during the 1990, 2000 and 2010 Census; however the region has a higher percentage of males than the state and nation.

Table 1.6 - Gender Characteristics, 1990-2010

	1990					2000					2010				
	Male		Female		Total	Male		Female		Total	Male		Female		Total
	No.	%	No.	%		No.	%	No.	%		No.	%	No.	%	
Buffalo	6,825	50.2	6,759	49.8	13,584	6,926	50.2	6,878	49.8	13,804	6,859	50.5	6,728	49.5	13,587
Crawford	7,895	49.5	8,045	50.5	15,940	8,717	50.6	8,526	49.4	17,243	8,575	51.5	8,069	48.5	16,644
Jackson	8,424	50.8	8,164	49.2	16,588	10,198	53.4	8,902	46.6	19,100	10,874	53.2	9,575	46.8	20,449
La Crosse	47,024	48.0	50,880	52.0	97,892	51,926	48.5	55,194	51.5	107,120	55,961	48.8	58,677	51.2	114,638
Monroe	18,392	50.2	18,241	49.8	36,633	20,605	50.4	20,294	49.6	40,896	22,648	50.7	22,025	49.3	44,673
Pepin	3,514	49.4	3,593	50.6	7,107	3,626	50.3	3,587	49.7	7,213	3,780	50.6	3,689	49.4	7,469
Pierce	16,325	49.8	16,440	50.2	32,765	18,151	49.3	18,653	50.7	36,804	20,420	49.8	20,599	50.2	41,019
Trempealeau	12,590	49.8	12,673	50.2	25,263	13,526	50.1	13,484	49.9	27,010	14,638	50.8	14,178	49.2	28,816
Vernon	12,586	49.1	13,031	50.9	25,617	13,867	49.4	14,189	50.6	28,056	14,854	49.9	14,919	50.1	29,773
Region	133,575	49.2	137,826	50.8	271,389	147,542	49.6	149,707	50.4	297,246	158,609	50.0	158,459	50.0	317,068
Wisconsin	2,392,935	48.9	2,498,834	51.1	4,891,599	2,649,041	49.4	2,714,634	50.6	5,363,715	2,822,400	49.6	2,864,586	50.4	5,686,986
U.S.	121,239,418	48.7	127,470,455	51.3	248,709,873	138,053,563	49.1	143,368,343	50.9	281,421,906	151,781,326	49.2	156,964,212	50.8	308,745,538

US Department of Commerce - Bureau of the Census

AGE DISTRIBUTION

Persons aged 45-54 made up the largest percentage of the total population in the region at the time of the 2010 census which was 14.9%. This age category was the largest for both the state of Wisconsin and the United States making up 15.3% and 14.6% of their respective populations. Table 1.7 shows the 2010 age distributions of the region, state, and nation. Generally, the population of the region is older than that of the state and nation. Persons aged 55 years and over comprise larger percentages of the total population with 27% compared to 25.9% for the state and 24.9% for the nation. Because of this there are naturally fewer younger people in the region compared to the state of Wisconsin and the United States. Children under age 15 amount to 19% of the region's population compared to 19.4% for the state and 19.8% for the nation, Table 1.7. Figure 1.2 below compares the age distribution of the region's population between the 2000 and 2010 censuses. The age cohorts from age 45 and over are all greater in 2010 than in 2000 showing the region's population gradually getting older.

Figure 1.2 Percentage of Population by Age Cohort, MRRPC Region, 2000-2010

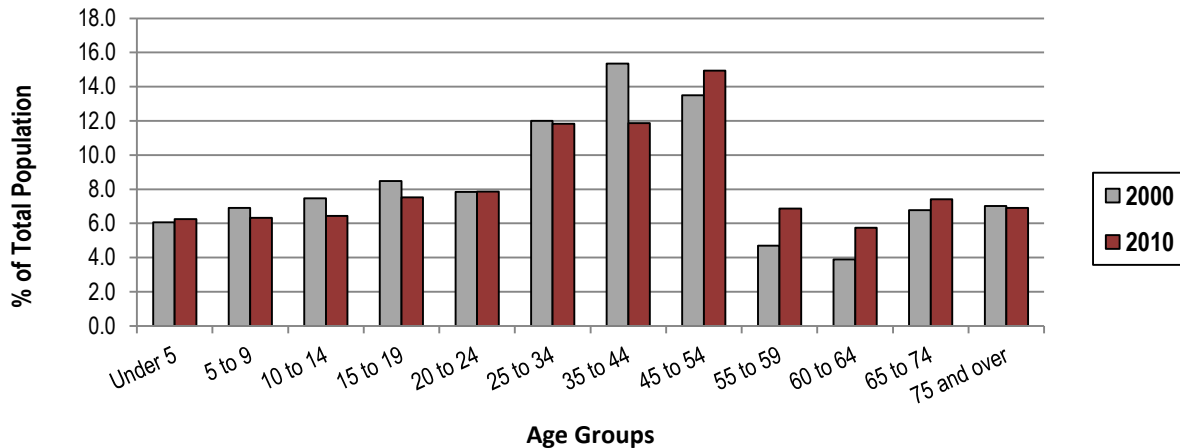


Table 1.7 Age Distribution, 2010 Census

	Under 5		5 to 9		10 to 14		15 to 19		20 to 24		25 - 34		35 - 44	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Buffalo	775	5.7	789	5.8	896	6.6	866	6.4	629	4.6	1,375	10.1	1,644	12.1
Crawford	948	5.7	1,014	6.1	1,046	6.3	1,028	6.2	779	4.7	1,743	10.5	1,838	11.1
Jackson	1252	6.1	1,294	6.3	1,277	6.2	1,246	6.1	1,067	5.2	2,482	12.1	2,638	12.9
La Crosse	6748	5.9	6,562	5.7	6,816	5.9	9,547	8.3	12,626	11.0	14,774	12.8	13,039	11.4
Monroe	3236	7.2	3,230	7.2	3,221	7.2	3,023	6.8	2,228	5.0	5,321	11.9	5,468	12.2
Pepin	466	6.3	438	5.9	481	6.4	488	6.5	317	4.2	746	10.0	893	12.1
Pierce Co	2414	5.9	2,535	6.2	2,556	6.2	3,836	9.4	4,659	11.4	4,710	11.4	5,053	12.3
Trempealeau	1885	6.5	1,954	6.8	1,938	6.7	1,836	6.4	1,346	4.7	3,378	11.8	3,756	13.1
Vernon	2121	7.1	2,257	7.6	2,190	7.4	1,987	6.7	1,281	4.3	2,965	9.9	3,328	11.2
Region	19847	6.3	20,073	6.3	20,421	6.4	23,857	7.5	24,932	7.9	37,494	11.8	37,657	11.9
Wisconsin	358443	6.3	368,617	6.5	375,927	6.6	399,209	7.0	386,552	6.8	721,694	12.6	725,666	12.8
United States	20201362	6.5	20,348,657	6.6	20,677,194	6.7	22,040,343	7.1	21,585,999	7.0	41,063,948	13.3	41,070,606	13.3

Table 1.7 Age Distribution, 2010 Census (continued)

	45 - 54		55 to 59		60 to 64		65 to 74		75 - 84		85 & over		Total Population
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	
Buffalo	2,201	16.1	1,034	7.6	919	6.8	1,295	9.4	839	6.1	325	2.4	13,587
Crawford	2,651	15.9	1,363	8.2	1,172	7.0	1,679	10.1	962	5.7	421	2.5	16,644
Jackson	3,183	15.6	1,430	7.0	1,277	6.2	1,832	9.0	1,044	5.1	427	2.1	20,449
La Crosse	15,821	13.7	7,346	6.4	6,158	5.4	7,490	6.5	5,176	4.5	2,535	2.2	114,638
Monroe	6,939	15.6	3,118	7.0	2,666	6.0	3,311	7.4	2,036	4.6	876	2.0	44,673
Pepin	1,199	16.0	607	8.1	495	6.6	673	8.9	457	6.1	207	2.8	7,469
Pierce Co	6,247	15.3	2,629	6.4	2,097	5.1	2,363	5.9	1,315	3.3	605	1.5	41,019
Trempealeau	4,443	15.4	2,069	7.2	1,644	5.7	2,347	8.1	1,444	5.1	776	2.7	28,816
Vernon	4,707	15.7	2,170	7.3	1,805	6.1	2,528	8.4	1,683	5.7	751	2.5	29,773
Region	47,391	14.9	21,766	6.9	18,233	5.8	23,518	7.4	14,956	4.7	6,923	2.2	317,068
Wisconsin	873,753	15.3	385,986	6.8	313,825	5.5	400,496	7.0	258,313	4.5	118,505	2.1	5,686,986
United States	45,006,716	14.6	19,664,805	6.4	16,817,924	5.4	21,713,429	7.0	13,061,122	4.3	5,493,433	1.8	308,745,538

U.S. Census Bureau - DP-1 Profile of General Housing and Population Characteristics: 2010

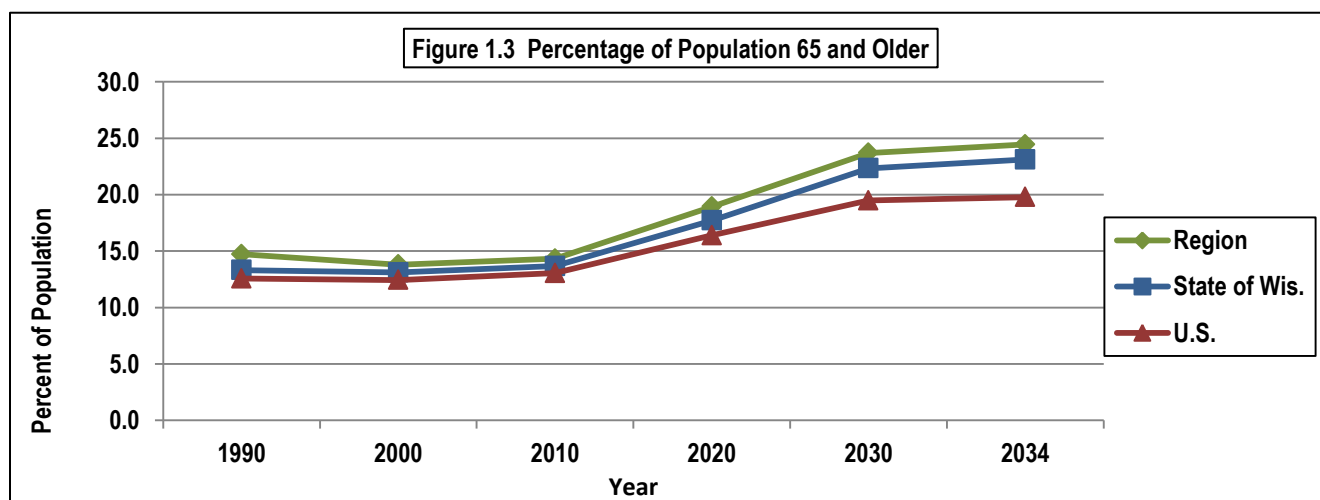
Ageing Population

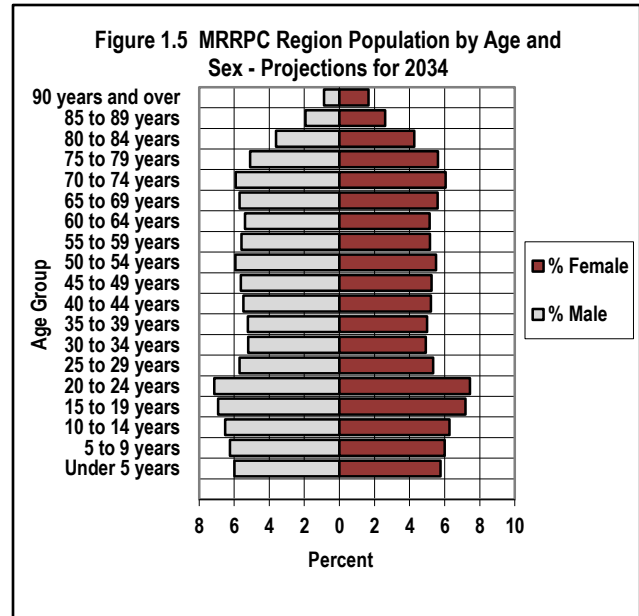
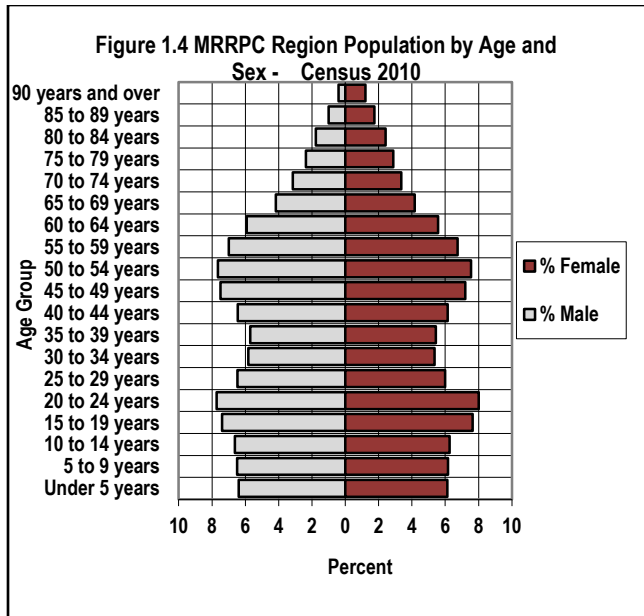
The region's population cohort of 65 years or older is growing faster than both the state and the nation. Table 1.8 shows that in 20 years or the year 2034, it is projected that 24.4 percent of the region's population will be 65 or older compared to 14 percent in 2010. The State and U.S. projection of 65 and over population rates are expected to be 23 and 20 percent respectively, compared to their rates of about 14 percent and 13 percent in 2010. The projected number of people in the 65 years and older cohort in the year 2034 is especially pronounced in the counties of Pepin – 34.5 percent, Crawford – 32.7 percent and Buffalo – 31.2 percent. Only Pierce County is projected to have the 65 plus age cohort percentage below the State of Wisconsin by 2034. Contributing to Pierce County's and La Crosse County's lower percentages in the 65 age plus cohort are their college populations, but even with these populations neither county generated a 65 age plus cohort percentage projection in 2034 below the U.S. percentage of 19.8%. Figure 1.3 shows a comparison how the region is outpacing the State and U.S. in the 65 plus age cohort, increasing from 14.7 percent in 1990 to 24.4 percent in the year 2034. Figures 1.4 and 1.5 compare the region's population by age and sex in 2010 and 2034. These figures show the importance of planning for the region's ageing population over the next 20 years.

Table 1.8 Population Age 65 and Older

	1990		2000		2010		2020		2030		2034	
	No 65 yrs+	% 65+ yrs	No 65 yrs+	% 65+ yrs	No 65 yrs+	% 65+ yrs	No 65 yrs+	% 65+ yrs	No 65 yrs+	% 65+ yrs	No 65 yrs+	% 65+ yrs
Buffalo	2,263	16.7	2,313	16.8	2,459	18.1	3,190	23.7	4,045	30.0	4,177	31.2
Crawford	2,682	16.8	2,753	16.0	3,062	18.4	4,285	25.5	5,540	31.8	5,664	32.7
Jackson	2,840	17.1	2,844	14.9	3,303	16.2	4,670	21.5	6,350	27.4	6,702	28.7
La Crosse	12,541	12.8	13,440	12.5	15,201	13.3	22,170	18.2	28,840	22.5	30,064	23.2
Monroe	5,389	14.7	5,690	13.9	6,223	13.9	8,850	18.2	12,060	22.8	12,556	23.4
Pepin	1,322	18.6	1,215	16.8	1,337	17.9	1,805	24.3	2,360	32.3	2,488	34.5
Pierce	3,485	10.6	3,539	9.6	4,283	10.4	6,505	14.9	9,335	20.2	9,871	21.3
Trempealeau	4,624	18.3	4,435	16.4	4,567	15.8	5,825	19.0	7,500	22.9	7,828	23.6
Vernon	4,792	18.7	4,769	17.0	4,962	16.7	6,415	20.0	8,510	24.1	8,662	24.1
Region	39,938	14.7	40,998	13.8	45,397	14.3	63,715	18.9	84,540	23.7	88,012	24.4
State of Wis.	651,221	13.3	702,553	13.1	777,314	13.7	1,063,930	17.7	1,424,320	22.3	1,491,772	23.1
U.S.	31,241,831	12.6	34,991,753	12.4	40,267,984	13.0	55,969,000	16.4	72,774,000	19.5	76,407,000	19.8

Sources: (1) Wis. Dept. of Administration, Demographic Services Ctr. Population Projections by Sex and Age 2010-2040; (2) U.S. Census Bureau, Projections of the Population by Selected Age Groups and Sex for U.S. 2015 to 2060 (NP2012-T2)





EDUCATIONAL LEVELS

The percent of the Region's population age 25 and over with a bachelors degree or higher is lower than the State and Nation. As of the 2005-2009 American Survey Estimates (ASC), 21.5%% of the region's population age 25 and over showed an educational attainment of a bachelor's degree or higher. This was lower than the State and Nation who recorded 25.5% and 27.5% respectively. Table 1.9 below shows the educational attainment of the populations of our region, the State of Wisconsin, and the United States. Among the counties in our region, La Crosse County and Pierce County have the highest percentage of those with a bachelor's degree or higher with 28.6% and 25.2% respectively, while Jackson county has the lowest percentage with 13.7%.

Table 1.9 Education Levels, ACS Estimates 2005-2009

	Population 25 years and over	Less than 9th grade	9th to 12th grade, no diploma	High school graduate (includes equiv.)	Some college, no degree	Assoc. degree	Bachelor's degree	Graduate or Professional degree	% High school graduate or higher	% Bachelor's degree or higher
Buffalo	9,470	5.4%	6.7%	43.2%	19.4%	10.3%	10.5%	4.4%	87.9%	14.9%
Crawford	11,348	4.6%	6.7%	45.5%	19.8%	7.2%	10.3%	5.9%	88.7%	16.1%
Jackson	13,636	5.3%	9.4%	44.1%	19.6%	7.9%	8.6%	5.1%	85.3%	13.7%
La Crosse	67,571	2.8%	4.7%	30.3%	21.0%	12.6%	18.7%	9.8%	92.5%	28.6%
Monroe	27,965	4.9%	7.0%	41.2%	21.6%	10.1%	10.8%	4.4%	88.0%	15.2%
Pepin	5,005	5.9%	6.3%	40.3%	21.7%	9.1%	12.4%	4.3%	87.9%	16.7%
Pierce Co	23,316	2.9%	4.9%	34.2%	23.2%	9.6%	16.9%	8.3%	92.2%	25.2%
Trempealeau	18,964	6.1%	7.7%	41.1%	18.7%	9.1%	11.8%	5.5%	86.2%	17.4%
Vernon	19,146	8.4%	6.9%	37.1%	19.9%	9.3%	12.0%	6.3%	84.8%	18.4%
Region	196,412	4.5%	6.1%	36.7%	20.8%	10.4%	14.3%	7.1%	89.4%	21.5%
Wisconsin	3,693,307	3.8%	7.2%	34.3%	20.5%	8.8%	17.0%	8.4%	89.0%	25.5%
United States	197,440,772	6.4%	9.1%	29.3%	20.3%	7.4%	17.4%	10.1%	84.6%	27.5%

U.S. Census Bureau, Data Set: 2005-2009 American Community Survey 5-year Estimates, Table S1501

INCOME LEVELS

The region's per capita personal income levels have traditionally lagged behind the State and Nation, Table 1.10. In 2012, Buffalo County and La Crosse County had the highest per capita personal incomes in the region and Vernon and Crawford County had the lowest per capita personal incomes for the same period. Overall since 1970 the region's per capita personal incomes have been increasing at a faster rate than the State and Nation. Maps 1.06 and 1.07 at the end of this chapter show 2010 per capita money income levels and 1990 to 2010 percent change in per capita income money incomes by local government unit with 1990 per capita money income levels adjusted for inflation to 2010. Per capita money income levels are most often less than per capita personal income since per capita money income consists of cash and its equivalents such as

reported income of wages, interest, dividends and social security. Per capita personal income includes these reported sources of income plus capital gains, income from the sale of property, food stamps, public housing subsidies, withdrawal from bank deposits, money borrowed, tax refunds and exchange of money between relatives.

Table 1.10 Per Capita Personal Income Levels 1970-2012

	1970	1975	1980	1985	1990	1995	2000	2005	2010	2011	2012	State Rank	% Chge 1970-1980	% Chge 1980-1990	% Chge 1990-2000	% Chge 2000-2010	% Chge 1970-2012
Buffalo	3,372	5,079	8,728	11,666	15,609	19,626	28,163	33,119	39,334	41,605	43,733	8th	158.8	78.8	80.4	39.7	1196.9
Crawford	2,915	4,435	7,377	9,926	13,258	15,774	21,213	26,578	32,176	33,641	34,843	61st	153.1	79.7	60.0	51.7	1095.3
Jackson	2,908	4,867	7,930	10,918	14,123	18,572	23,219	28,261	33,485	35,958	37,594	41st	172.7	78.1	64.4	44.2	1192.8
La Crosse	3,598	5,493	9,547	13,136	17,728	20,966	26,514	31,877	37,528	39,213	40,514	19th	165.3	85.7	49.6	41.5	1026.0
Monroe	3,175	4,761	8,347	10,996	13,954	17,056	22,021	27,587	33,125	34,520	35,459	58th	162.9	67.2	57.8	50.4	1016.8
Pepin	3,204	7,262	8,027	11,157	14,309	17,945	23,191	28,424	34,477	38,164	40,204	25th	150.5	78.3	62.1	48.7	1154.8
Pierce	3,731	8,225	9,200	12,187	15,840	19,693	26,195	30,456	33,023	34,945	36,215	52nd	146.6	72.2	65.4	26.1	870.7
Trempealeau	3,246	4,930	8,081	11,013	14,675	17,723	23,693	28,721	34,175	36,068	37,494	42nd	149.0	81.6	61.5	44.2	1055.1
Vernon	2,959	4,669	8,136	10,189	13,289	15,209	19,654	24,616	29,703	30,997	31,855	69th	175.0	63.3	47.9	51.1	976.5
Region	3,234	5,525	8,375	11,243	14,754	18,063	23,763	28,849	34,114	36,123	37,546	N/A	158.9	76.2	61.1	43.6	1060.9
Wisconsin	3,981	6,090	10,085	13,719	17,986	22,387	29,141	34,366	38,755	40,648	42,121	N/A	153.3	78.3	62.0	33.0	958.1
WI (Metro)	4,213	6,437	10,645	14,531	19,113	23,753	30,850	36,184	40,400	42,354	43,829	N/A	152.7	79.5	61.4	31.0	940.3
WI (Non-Metro)	3,331	5,150	8,620	11,595	14,954	18,722	24,574	29,459	34,191	35,899	37,332	N/A	158.8	73.5	64.3	39.1	1020.7
United States	4,084	6,172	10,091	14,637	19,354	23,262	30,319	35,888	40,163	42,298	43,735	N/A	147.1	91.8	56.7	32.5	970.9

Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce, January 2014

EMPLOYMENT CHARACTERISTICS

Table 1.11 shows major employers in the MRRPC region. This list of employers indicates significant economic employment sectors include manufacturing; transportation and warehousing, health care and social assistance, government, and education services.

Table 1.11 Major Employers

County	Employer Name	Industry Type	Employee size range
La Crosse	Gundersen Health System	Offices of physicians, except mental health	1000+
La Crosse	Mayo Clinic Health System	Gen. medical & surgical hospitals	1000+
La Crosse	The Trane Company	AC, refrigeration, & forced air heating	1000+
La Crosse	County of La Crosse	Executive & legislative offices, combined	1000+
La Crosse	Kwik Trip Inc	Warehousing, storage; gasoline station w/convenience stores; fluid milk mfg.	1000+
La Crosse	La Crosse Public Schools	Elementary & secondary schools	1000+
La Crosse	APAC Customer Svc Inc	Telemarketing Bureaus and Other Contact Centers	1000+
La Crosse	CenturyLink	All Other Telecommunications	1000+
La Crosse	Company Store	Mail-Order Houses	1000+
Monroe	Wal-Mart Associates Inc	Gen. warehousing & storage	1000+
Monroe	Northern Engraving Corp	Metal Coating, Engraving, and Allied Services to Manufacturers	1000+
Trempealeau	Ashley Furniture Industries Inc	Mattress mfg.	1000+
Crawford	3M Company	Abrasive product mfg.	1000+
Monroe	Department of Defense	National Security	1000+
Monroe	Toro Mfg LLC	Farm machinery & equip. mfg.	1000+
Monroe	Tomah VA Medical Center	Psychiatric & substance abuse hospitals	1000+
Vernon	Vernon Memorial Health Care	General Medical and Surgical Hospitals	1000+
Jackson	Ho Chunk Nation	Tribal governments	500-999
La Crosse	University of Wisconsin- La Crosse	Colleges & universities	500-999
Pierce	University of Wisconsin- River Falls	Colleges & universities	500-999

Wisconsin Department of Workforce Development, Large Employer Search

REGIONAL SURVEY RESULTS

As part of the comprehensive planning process the MRRPC conducted a survey that can be utilized to help residents and local elected officials make better-informed choices on how to handle continued growth and development. The results of this survey were reported at public meetings throughout the region and are available on our web site www.mrrpc.com. The Survey Research Center (SRC) at the University of Wisconsin-River Falls conducted the survey on our behalf. In the spring of 2011 the SRC mailed a questionnaire survey to a randomly selected sample of 4,059 households in the nine counties within the service area of the Mississippi River Regional Planning Commission. The initial survey mailing was followed with reminder postcards and then a second survey mailing to non-respondents from both the initial survey mailing and postcard reminder. The regional response rate was 34 percent (1,391 returns). The regional results provided in this report are expected to be accurate to within plus or minus 2.62 percent with 95 percent confidence. The survey results are shown in Table 1.12.

Table 1.12 Regional Survey Results

Taxes and Economic Development	Agree	No Opinion	Disagree
1. Counties should be able to increase their sales tax from ½% to 1% to reduce property taxes.	64%	11%	25%
2. Counties should be allowed to cost share with each other on law enforcement costs such as construction and use of courthouses, jails, and personnel.	79%	11%	10%
3. To reduce property taxes, more local school funding (K-12) should come from the state even if this means some loss of local control.	45%	18%	37%
4. Primary funding for local schools (K-12) should be shifted from the property tax to a sales tax.	52%	20%	28%
5. Businesses that expand or start-up in Wisconsin should pay no state corporate income tax for the first 5 years of operations.	30%	16%	54%
6. High-speed internet or broadband access in the area I live in is adequate for personal and business use.	59%	18%	23%
7. Manufacturing will be a major driver of future economic development in Western Wisconsin.	58%	24%	19%
8. Mining of western Wisconsin sands is increasing because of some unique properties that are desirable for the oil and gas, chemical, and manufacturing sectors.			
a. The long-term <u>economic development potential</u> of mining the region's sand resources should be more fully studied.	66%	20%	14%
b. The long-term <u>environmental impact</u> of mining the region's sand resources should be more fully studied.	66%	19%	14%
9. Programs should be developed to increase the amount of locally produced food used in schools and other local institutions.	81%	11%	8%
10. Most new business development should occur in or adjacent to established communities where public services can be more economically provided even if that land is more expensive.	48%	29%	24%
11. My community is a good place to build a business.	64%	19%	17%
12. More overnight lodging is needed in my community.	20%	29%	51%
13. More regional recreational and tourism projects should be pursued through public-private partnerships.	56%	25%	18%
14. Local governments should provide incentives to industries to reduce development in more rural, lower-priced land areas.	47%	23%	30%
15. How well do you think the following recreation and tourism activities <u>would be accepted</u> in your community <u>and successful</u> in attracting tourists? Please fill (●) one option in the "Accepted" column and one option in the "Successful" column for each recreation/tourism option.			

Recreation and tourism activities featuring:	Accepted		Successful	
	Yes	No	Yes	No
a. Culture/fine arts (crafts, festivals, concerts, theater, etc.)	78%	22%	61%	39%
b. Agriculture & Industry Tours (wineries, specialty cheeses, apple orchards, micro-breweries, metal-machinery and wood product technology exhibits etc.)	90%	10%	77%	23%
c. Get-away destination (Dining, shopping, urban walking, scenic drives–automobile and motorcycle)	82%	18%	67%	33%
d. Nature recreation (Bird watching, wildlife viewing, hiking, orienteering etc.)	88%	12%	77%	23%
e. Winter hill sports (downhill skiing, ski jumping, snowboarding, sledding etc.)	75%	25%	55%	45%
f. Cross Country Skiing	81%	19%	64%	36%
g. Ice Skating and Hockey	73%	27%	54%	46%
h. Bicycling	91%	9%	85%	15%
i. Horse events (competitions, trail rides, etc.)	83%	17%	68%	32%
j. Hunting	94%	6%	92%	8%
k. Fishing	96%	4%	93%	7%
l. Camping	93%	7%	87%	13%
m. Motorized outdoor activities (All terrain vehicles-ATVs and snowmobiling)	82%	18%	79%	21%
n. Golfing	88%	12%	78%	22%
o. Baseball and Softball	90%	10%	78%	22%
p. Basketball and Volleyball	83%	17%	67%	33%
q. Tennis	66%	34%	39%	61%
r. Football and Soccer	84%	16%	70%	30%
s. Non-motorized water activities (canoeing, kayaking, sailing, swimming)	88%	12%	79%	21%
t. Motorized water activities (motor boats, personal watercraft)	75%	25%	66%	34%

Land Use, Housing and Quality of Life:	Agree	No Opinion	Disagree
16. Redeveloping existing residential, commercial and industrial areas should take priority over expanding into new areas, even if redevelopment in the short term may be more expensive.	68%	18%	14%
17. Most new housing should occur in or adjacent to established communities where public services can be more economically provided even if that land is more expensive.	61%	20%	19%
18. Government regulations or funding is needed to protect cultural, historic and archeological sites.	53%	22%	25%
19. Government regulations or funding is needed to protect farmlands & forests.	64%	12%	24%
20. Government regulations or funding is needed to protect natural areas, including wetlands, wildlife habitats, lakes, rivers, woodlands, open spaces and groundwater resources.	71%	10%	19%
21. Providing affordable housing to low and moderate-income individuals should be a goal of all local governments.	57%	15%	28%
22. Housing for the elderly is adequate in my community.	55%	22%	23%
23. Housing for those with special needs is adequate in my community.	38%	37%	25%
24. More land use planning is needed in my community.	36%	34%	30%
25. The quality of life in my community is high.	59%	20%	21%
26. The quality of life in my community will improve in coming years.	36%	38%	26%
27. My community accepts people from diverse backgrounds (ethnic, cultural, gender, lifestyle).	56%	24%	20%
28. Sustainability principles – the needs of future generations are not undermined by today's decisions – should guide development activity in western Wisconsin.	52%	34%	14%
29. Local government officials and business leaders in my community work well together.	35%	36%	30%
30. Which of the following forms of alternative energy do you think would be accepted in your community & successful in reducing the region's dependence on gasoline, natural gas & other fossil fuels? Please fill (•) one option in the "Accepted" column & one option in the "Successful" column for each energy option.			

Alternative energy option featuring:	Accepted		Successful	
	Yes	No	Yes	No
a. Ethanol from crops	76%	24%	57%	43%
b. Ethanol from biomass waste or grasses	74%	26%	56%	44%
c. Burning wood or other forms of biomass	78%	22%	72%	28%
d. Biodiesel from plant oils	70%	30%	52%	48%
e. Biodiesel from animal fats	64%	36%	45%	55%
f. Solar power	89%	11%	70%	30%
g. Wind power	77%	23%	69%	31%
h. Hydropower	77%	23%	64%	36%
i. Methane (e.g. from manure digester, land fill)	75%	25%	67%	33%
j. Nuclear	28%	72%	40%	60%

Demographics:

31. Gender:	Male	Female						
	71%	29%						
32. Age:	18-24	25-34	35-44	45-54	55-64	65 and older		
	1%	8%	13%	20%	25%	33%		
33. Employment status:	Employed Full Time	Employed Part Time	Self Employed	Unemployed	Retired	Other: See Appendix B		
	42%	6%	12%	3%	34%	3%		
34. Number of Adults a(18 or older) in household:			0	1	2	3	4	5+
				24%	65%	8%	2%	1%
35. Number of children (under 18) in household:			72%	10%	11%	4%	1%	1%
36. Household income range:	Less than 15,000	15,000 – 24,999	25,000 – 49,999	50,000 – 74,999	75,000 – 99,999	100,000 or More		
	8%	13%	30%	25%	14%	10%		
37. Highest level of education:	Less than high school	High school diploma	Some college/tech	Tech college graduate	Bachelor's degree	Graduate or professional degree		
	5%	27%	24%	14%	19%	12%		
38. How many years have you lived in your community	Less than 1	1 – 4	5 – 9	10 - 24	25+			
	1%	6%	12%	21%	59%			
39. In which county do you live?	13%	Buffalo	10%	La Crosse	11%	Pierce		
	11%	Crawford	10%	Monroe	12%	Trempealeau		
	11%	Jackson	13%	Pepin	10%	Vernon		
	<1%	Other (please specify): See Appendix B						
40. Do you live in a:	City	Village	Town					
	30%	21%	50%					

: Guiding Development Statement

Wisconsin Statutes call for preparing a guiding development statement when developing a comprehensive Plan. The following is the Mississippi River Regional Planning Commission's guiding development statement.

The Mississippi River Regional Planning Commission:

- Encourages growth and development to occur in communities that can economically provide a full range of public services such as road, water, sewer, recreation, police and fire protection etc.in an environmentally safe manner
- Encourages protection of its abundant natural resources and farmlands for us and future generations to enjoy
- Encourages business, job and income growth to help create a higher quality of life for all
- Encourages development of renewable energy resources and energy conservation practices
- Encourages cooperation between businesses, governments, education, workforce development organizations and health care institutions to create a healthy society, and high quality workforce
- Encourages a high quality living environment with housing that is decent, safe, sanitary and in good repair
- Encourages high quality recreation opportunities and community facilities for us and future generations to enjoy
- Encourages a high quality and globally competitive multi modal transportation system and public infrastructure services that serves all
- Encourages a culture of caring and respect for all
- Encourages a culture where happiness and joy can be pursued and felt by all

Collectively all the goals and recommendations in Chapter 9 - Implementation are designed to directly or indirectly implement or compliment the above guiding development statement.

Map 1.01 Mississippi River Region Local Governmental Units

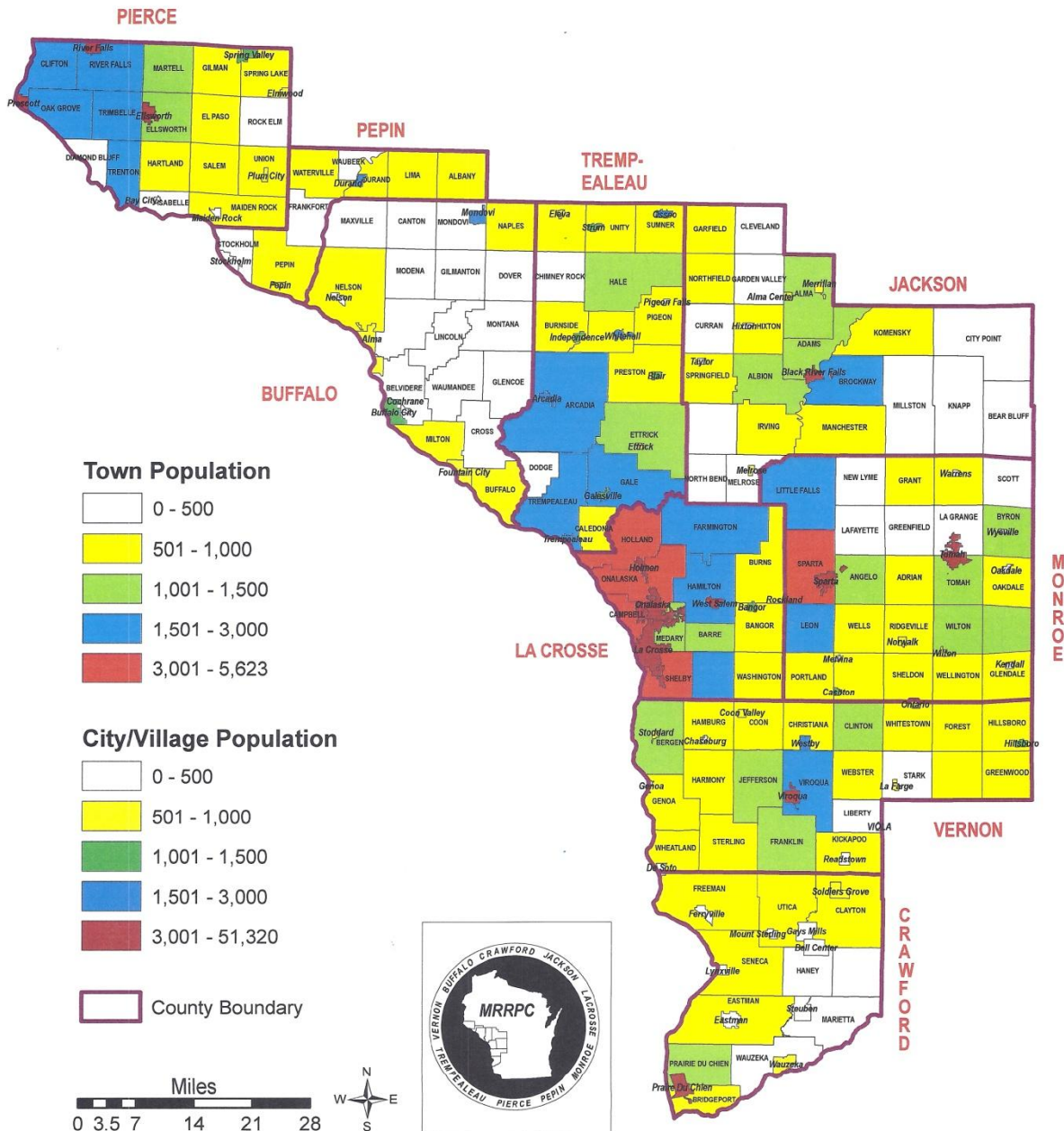


Prepared by: Mississippi River Regional Planning Commission /dab

Map 1.02

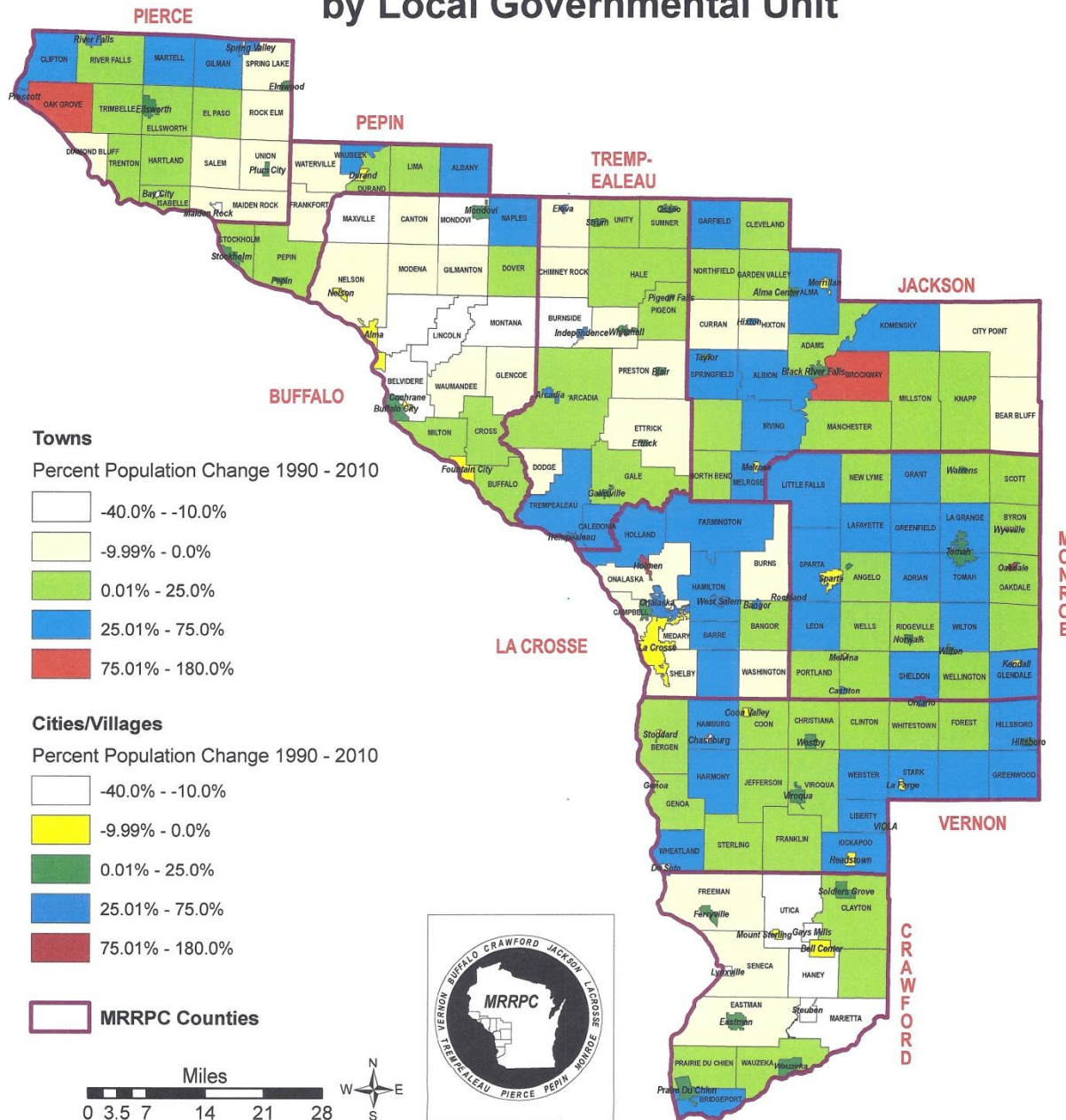
Mississippi River Region

2010 Population by Local Governmental Unit



Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

Map 1.03
Mississippi River Region 1990 - 2010
Percent Population Change
by Local Governmental Unit

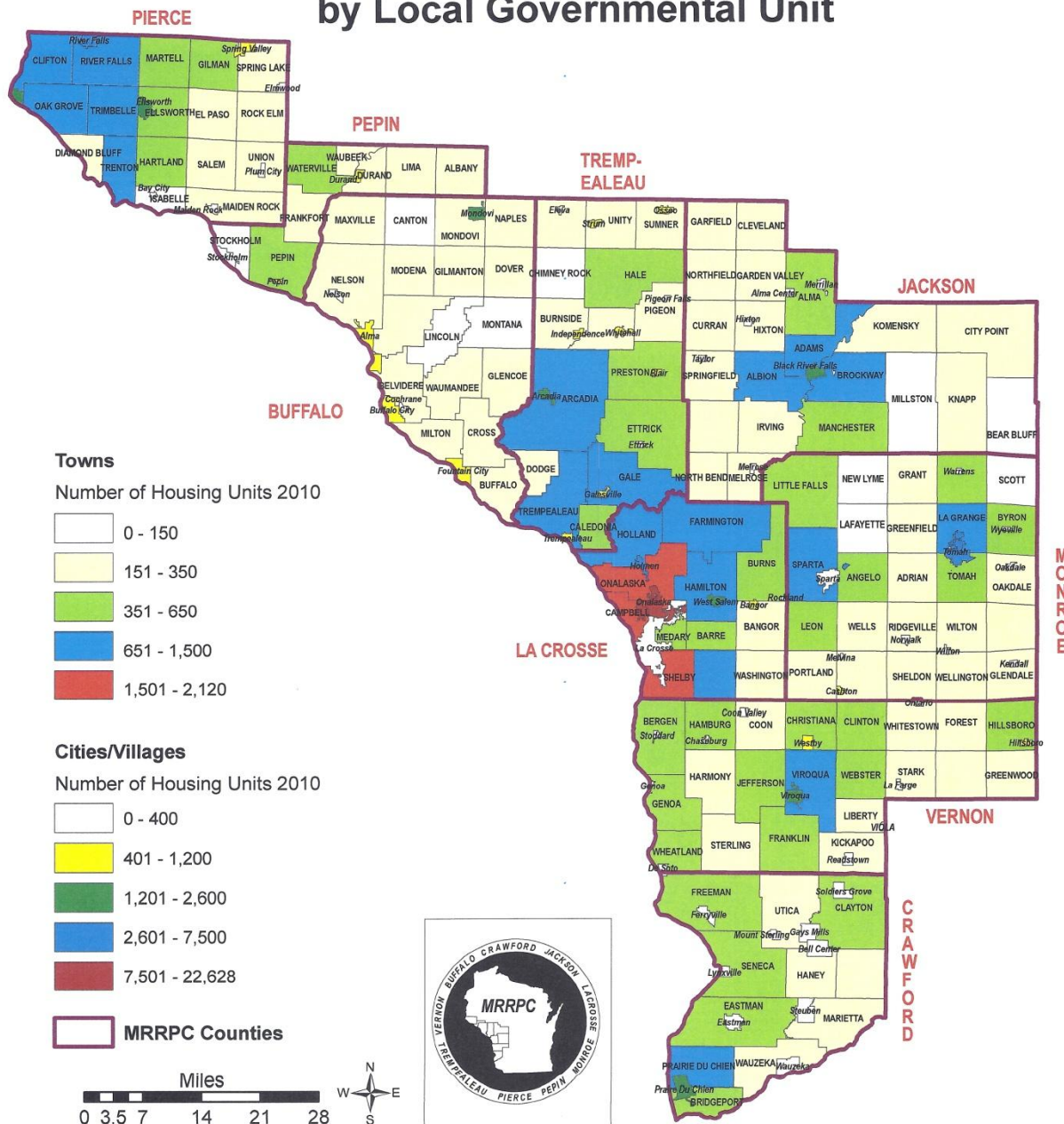


Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

Map 1.04

Mississippi River Region

2010 Number of Housing Units by Local Governmental Unit

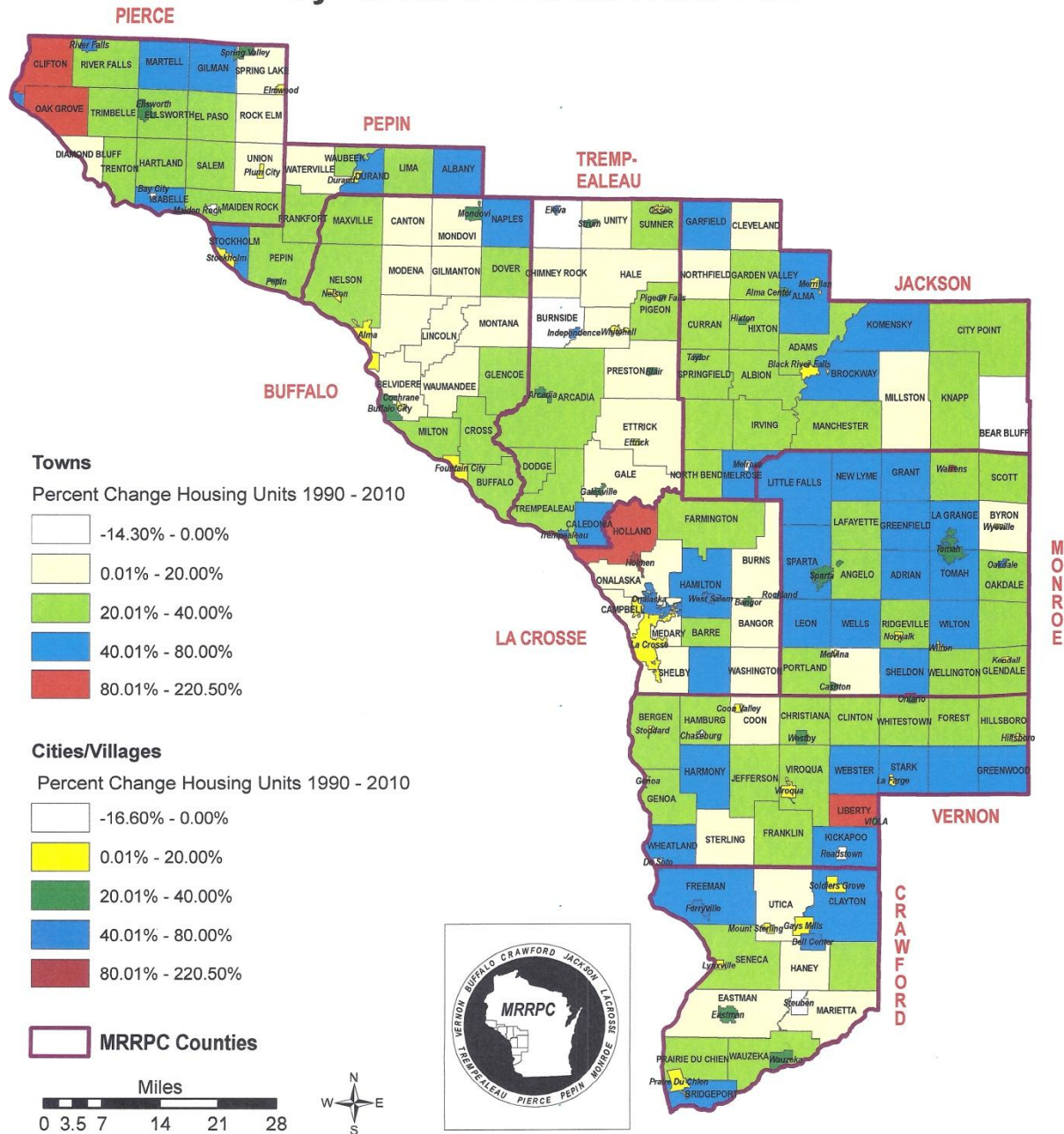


Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

Map 1.05

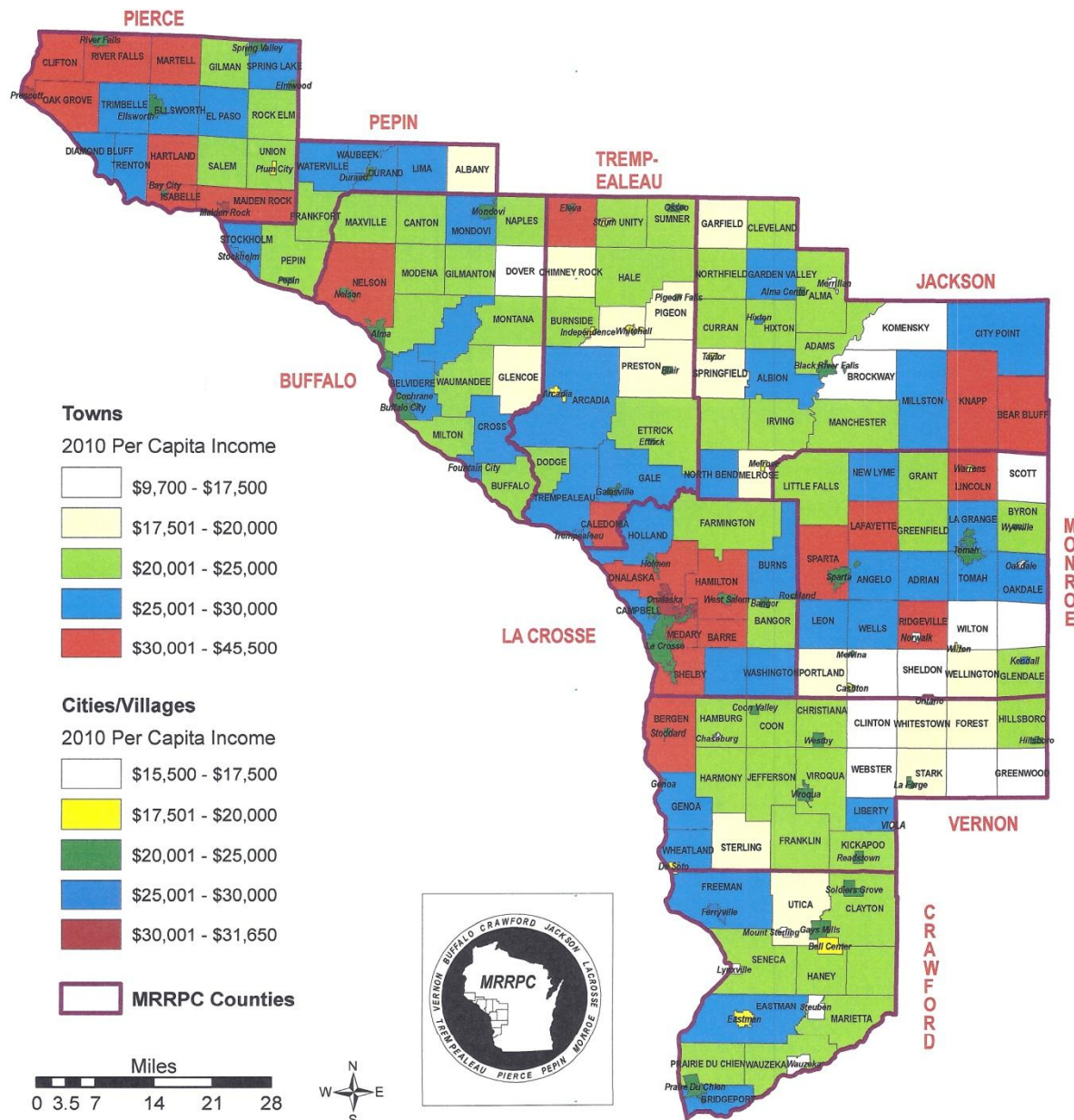
Mississippi River Region 1990 - 2010

Percent Change in Number of Housing Units by Local Governmental Unit



Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

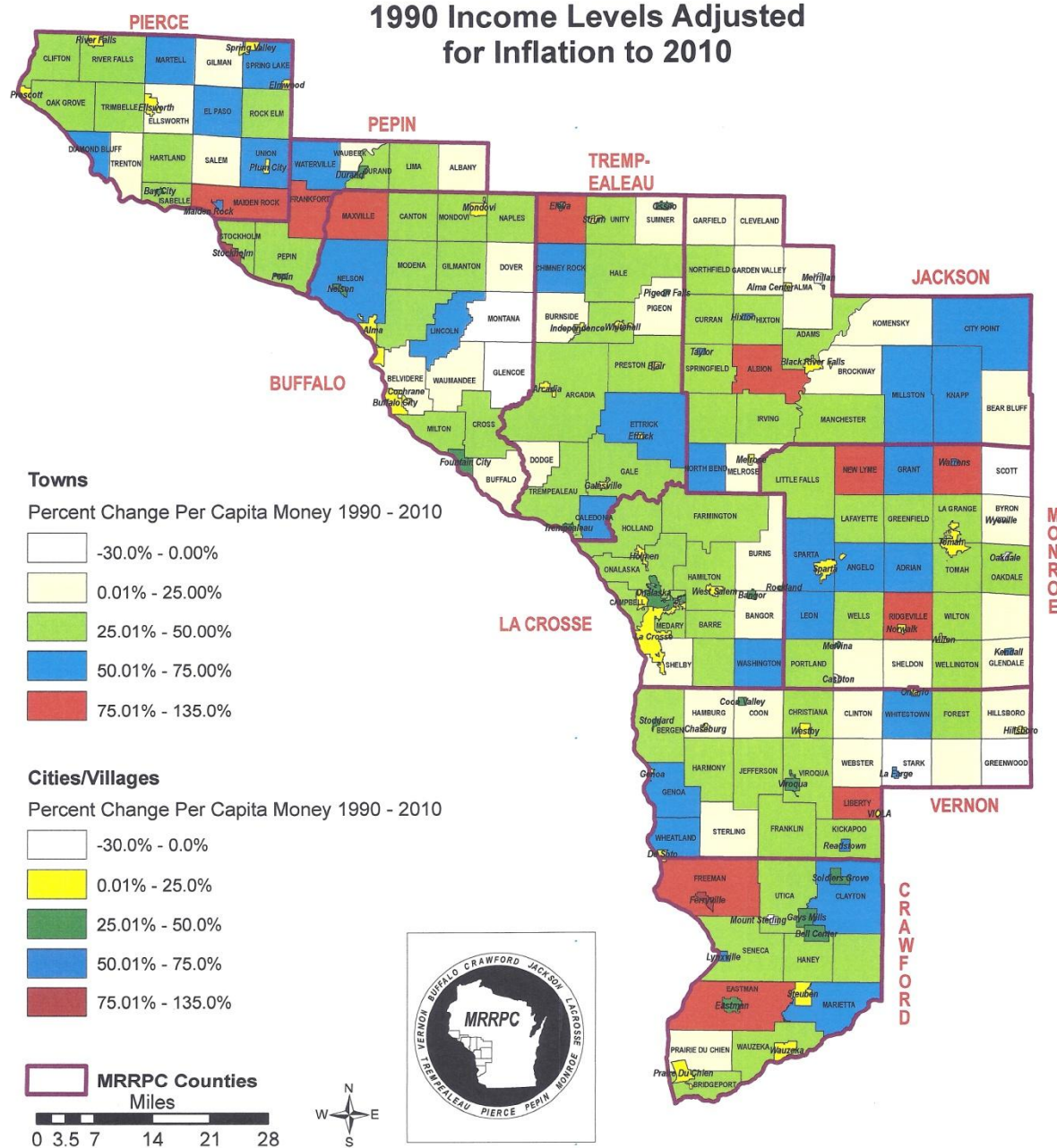
Map 1.06 Mississippi River Region 2010 Per Capita Money Income Levels by Local Governmental Unit



Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

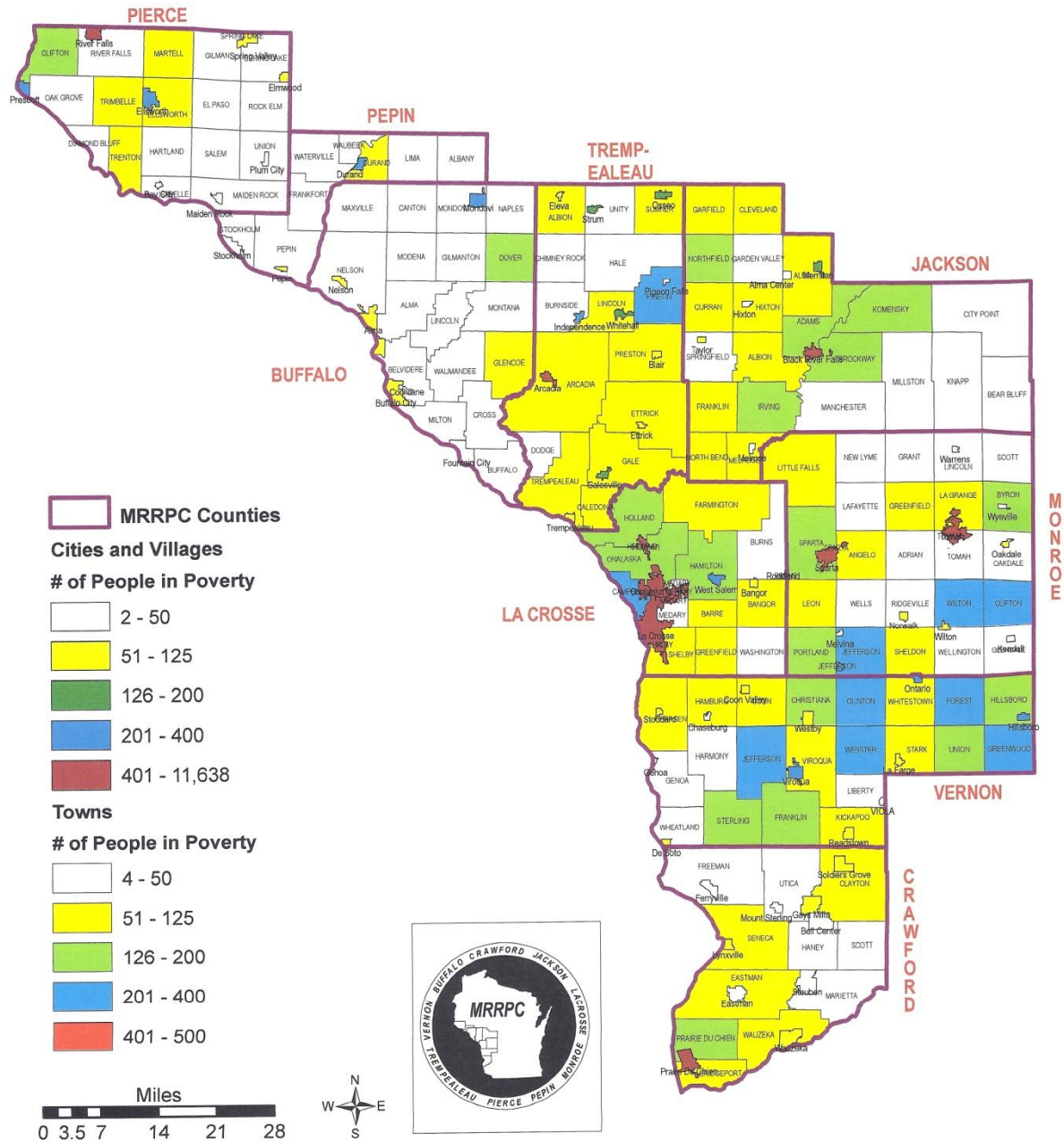
Map 1.07
Mississippi River Region 1990 - 2010
Percent Change of Per Capita Money
Income Levels by Local Governmental Unit

1990 Income Levels Adjusted for Inflation to 2010



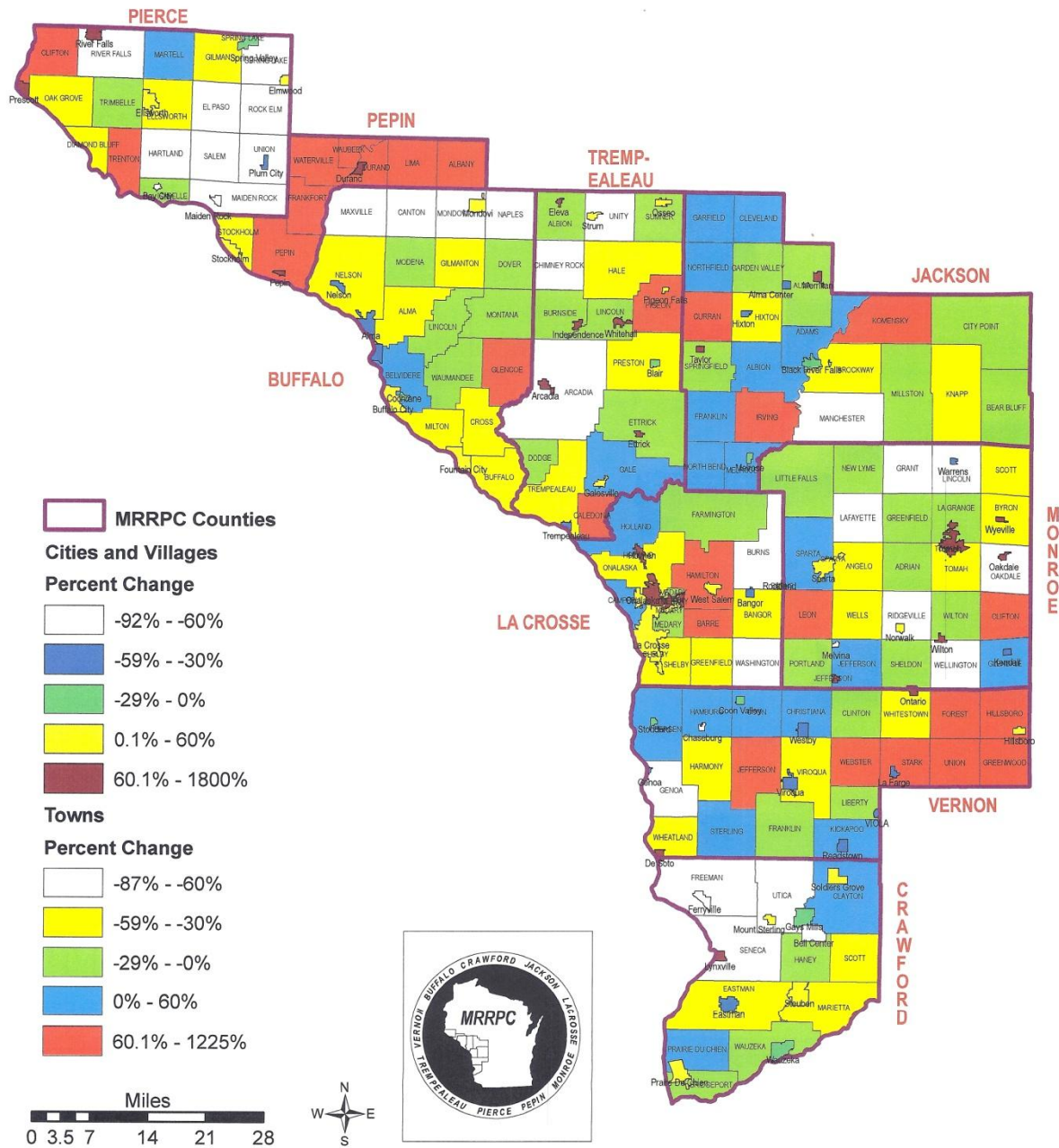
Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

Map 1.08 Mississippi River Region 2009 Number of People In Poverty by Local Governmental Unit



Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population

Map 1.09 Mississippi River Region Percent Change of People In Poverty 1989 - 2009 by Local Governmental Unit



Prepared by: Mississippi River Regional Planning Commission /dab
Source: U.S. Census of Population