

Chapter 2

Evaluating Population Characteristics and Community Input

Introduction

The purpose of this chapter is to analyze community demographics over the past 10 to 20 years. This allows the City the ability to identify important trends that Prescott will need to address in this Comprehensive Plan. By analyzing demographics, the City can identify housing needs for specific age groups that are not currently being met or note a potential lack of park space for a growing population.

At the same time, this chapter will examine the results of two Community Conversation Workshops and a Community Survey. These were conducted to gather information from residents regarding their opinions towards the qualities of the City that are important to them, types of parks, housing options, the riverfront, transportation options, the local economy, and everyday living issues such as food and energy.

Together this information will provide the local government direction as it addresses each chapter in the City’s Comprehensive Plan.

Population Forecasts

By examining Prescott’s population and population forecasts, the Comprehensive Plan can provide an assessment of future housing, transportation, public facilities, and land use needs.

Between 1970 and 2010, Prescott’s population grew by 83% from 2,331 residents to 4,258 residents (see Table 2-1). During that same period, Pierce County’s population grew by 52% and Wisconsin’s population grew by 29%. Much of the population growth in Prescott is attributed to the in-migration of Minnesota residents who moved to Wisconsin for inexpensive land, affordable housing, and smaller communities to raise families. At the same time, these residents have a short commute to the Twin Cities Metropolitan Area where there more job opportunities available.

Table 2-1: Historical Population

Year	1970	1980	1990	2000	2010
Population	2,331	2,654	3,243	3,764	4,258
% Change	-	14%	22%	16%	13%

Source: U.S. Census Bureau

Table 2-2 shows population forecasts for the City of Prescott. Between 2010 and 2040, it is forecasted the City’s population will grow by 722 residents. Based on discussions of growth trends in Western Wisconsin, it is felt that these forecasts may be conservative.

Table 2-2: Population Forecasts: City of Prescott

Year	2010	2015	2020	2025	2030	2035	2040	Change 2010-2040	% Change
Population	4,258	4,350	4,555	4,730	4,870	4,925	4,980	722	17%

Source: WI Demographic Services Center 4/2014

Household Forecasts

Population growth results in a demand for new housing. Table 2-3 shows that an additional 445 new households are forecasted in Prescott by 2040. We can assume that one new household will require one dwelling.

Some of these new housing needs will be met by vacant rental units or single family homes for sale but a majority will require new housing. The type of housing residents desire will influence how much land will be needed to meet the housing demand of the growing population. In general, multi-family housing requires less land than single family housing. The City’s zoning code and subdivision ordinance will also influence land needs for housing.

Table 2-3: Occupied Household Forecasts: City of Prescott

Year	2010	2015	2020	2025	2030	2035	2040
Population	4,258	4,350	4,555	4,730	4,870	4,925	4,980
Persons Per Household	2.53	2.47	2.44	2.40	2.39	2.36	2.34
Projected Households	1,685	1,758	1,866	1,965	2,040	2,091	2,130
Cumulative Additional Households	-	73	181	280	355	406	445

Source: WI Demographic Services Center 4/2014, Cedar Corporation

Age Distribution

Trends in the age distribution of Prescott residents can provide insight into potential housing, transportation, and facility needs the City may face.

Table 2-4 and Figures 2-1 and 2-2 reveal the changing age distribution of residents between 2000 and 2010 through the use of population pyramids. A community that is growing will have a triangular shaped population pyramid with a wide base.

In 2000, Prescott’s population showed a large number of residents aged between 34 and 54. This was due to the in-migration of adults who had moved into the community. Although the population was growing, the lower number of residents aged nine (9) years and under, indicated that the growth would not sustain itself.

The 2010 population pyramid shows growing numbers of residents aged 45 to 74. It also shows that the number of residents aged nine (9) years and under is increasing as well. Some of the increase in younger residents is attributed to adults who put off having children until they were older. Also, many adults delayed having children until they were more confident in the economy which collapsed in 2007.

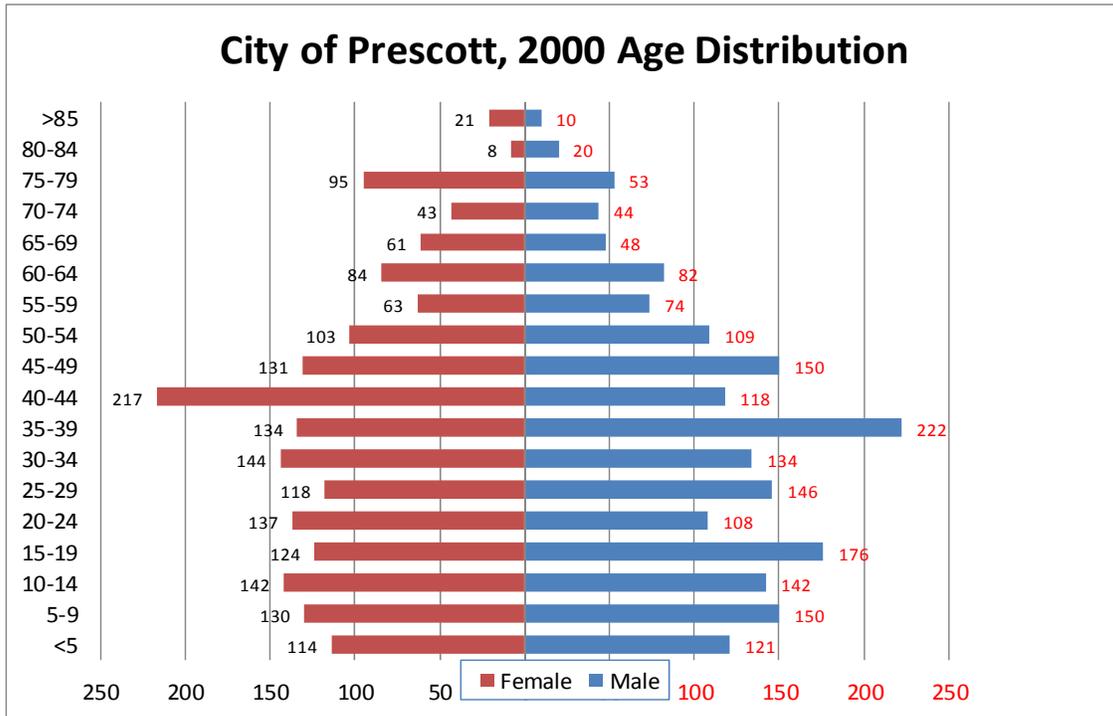
The 2010 population pyramid reveals that the population will continue to grow but there is also a growing adult population that is reaching retirement age.

Table 2-4: Age for the Total Population: City of Prescott

Age	1990	2000	2010	Change 2000-2010	% Change
Under 5 years	273	235	318	83	35%
5 to 9 years	312	280	338	58	21%
10 to 14 years	276	284	273	-11	-4%
15 to 19 years	198	300	244	-56	-19%
20 to 24 years	227	245	211	-34	-14%
25 to 34 years	633	542	647	105	19%
35 to 44 years	451	691	620	-71	-10%
45 to 54 years	281	493	672	179	36%
55 to 64 years	245	303	462	159	52%
65 to 74 years	159	196	239	43	22%
75 to 84 years	131	176	157	-19	-11%
85 years and over	57	31	77	46	148%
Totals	3,243	3,776	4,258	482	13%

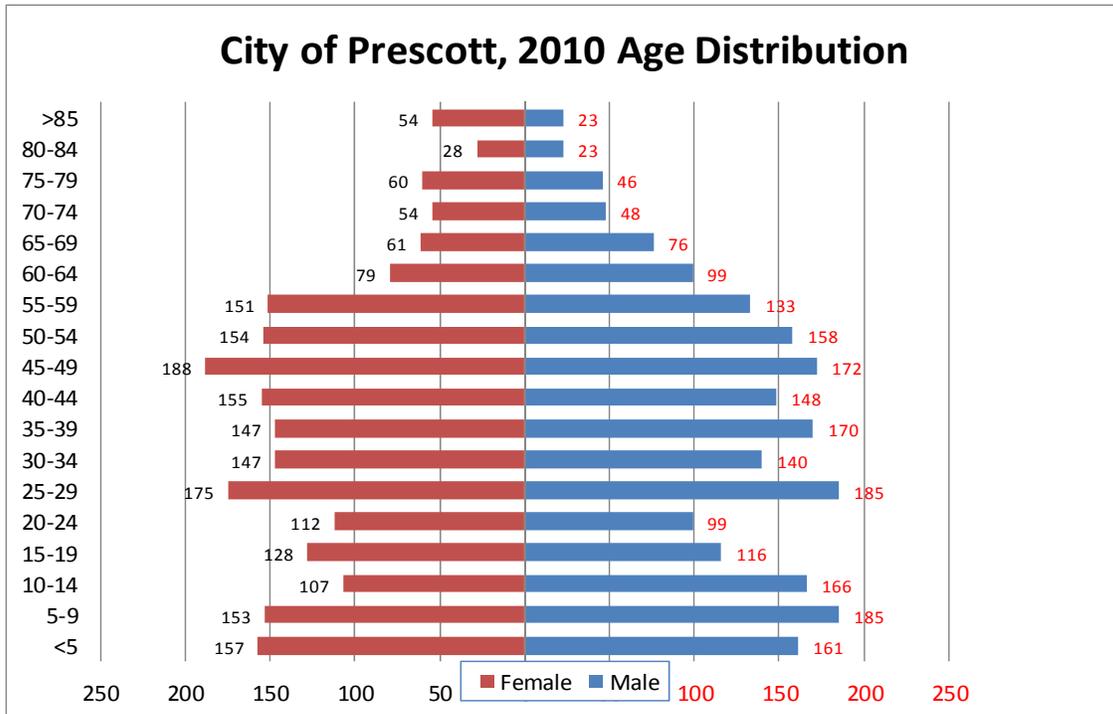
Source: U.S. Census Bureau

Figure 2-1: Age and Sex Distribution of the Population 2000



Source: U.S. Census Bureau

Figure 2-2: Age and Sex Distribution of the Population 2010



Source: U.S. Census Bureau

Education Levels

A person’s educational attainment will influence their choice of housing, disposable income purchases, income potential, and employment choices. Table 2-5 shows that only 1% of the population 25 and older has less than a 9th grade education. Ninety-nine percent of the population attained high school graduation (or equivalency) or higher and 22% attained a bachelor’s degree or higher (see Table 2-6).

Table 2-5: Education Attainment Population 25 and Older: City of Prescott

Education Level	1990	% Total	2000	% Total	2012	% Total	Change 2000-2012	% Change
Population 25 Years and Over	1,957	100%	2,432	100%	2,985	100%	553	23%
Less than 9th Grade	149	8%	46	2%	31	1%	-15	-33%
9th to 12th Grade (No Diploma)	200	10%	85	4%	13	0%	-72	-85%
High School Graduation (Includes Equivalency)	717	37%	927	38%	856	29%	-71	-8%
Some College, No Degree	412	21%	595	25%	1,110	37%	515	87%
Associate Degree	182	9%	258	11%	313	11%	55	21%
Bachelor’s Degree	207	11%	383	16%	440	15%	57	15%
Graduate or Professional Degree	90	5%	138	6%	222	7%	84	61%

Source: U.S. Census Bureau, American Community Survey 2012

Table 2-6: Percentage High School Graduate or Higher Attainment (25 and older): City of Prescott

Year	1990	2000	2012
High School Graduate or Higher	83%	95%	99%
Bachelor’s Degree or Higher	15%	21%	22%

Source: U.S. Census Bureau, American Community Survey 2012

Income Levels

Income levels as well as the number of households earning more money have increased. Much of this growth can be attributed to the number of residents who commute to jobs in the Twin Cities Metropolitan Area where they can find more employment options and higher wages and salaries that match their educational attainment.

Higher incomes can often increase discretionary spending on items such as clothing, electronics, entertainment, hobbies, lodging, gifts, and eating out which may lead to new business opportunities in Prescott.

Table 2-7 shows that the number of households earning \$75,000 or more increased from 252 in 1990 to 767 in 2012. During that same period the median household increased from \$52,598 to \$66,623 (see Table 2-8).

Table 2-7: Household Income: City of Prescott

Household Income	1990	2000	2012	Change 2000-2012	% Change
Less than \$10,000	102	77	96	19	25%
\$10,000 to \$14,999	83	17	29	12	71%
\$15,000 to \$24,999	217	113	108	-5	-4%
\$25,000 to \$34,999	225	194	82	-112	-58%
\$35,000 to \$49,999	280	229	233	4	2%
\$50,000 to \$74,999	171	558	341	-217	-39%
\$75,000 to \$99,999	29	124	269	145	117%
\$100,000 to \$149,999	16	99	366	267	270%
\$150,000 or more	5	29	132	103	355%

Source: U.S. Census Bureau, American Community Survey 2012

Figure 2-3: Household Income: City of Prescott

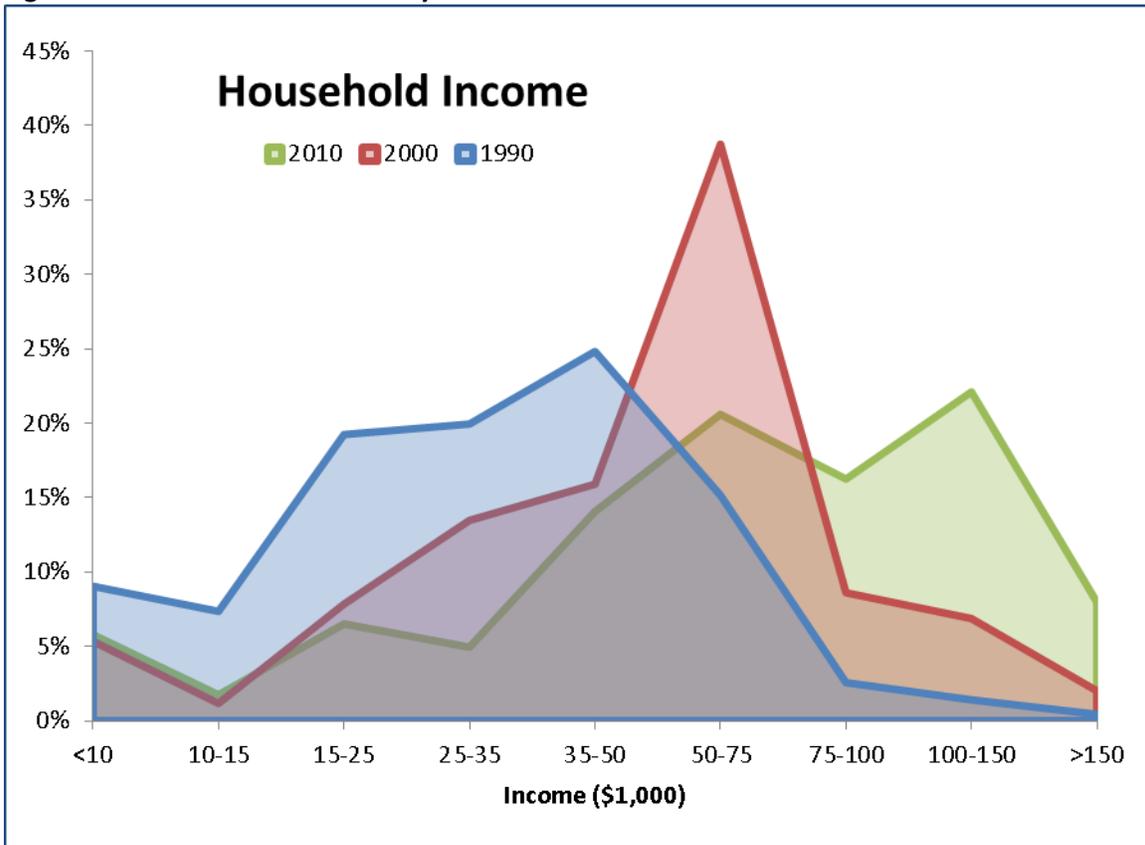


Table 2-8: Median Household Income: City of Prescott

Year	1990	2000	2012	Change 2000-2012	% Change
Median Household Income	\$32,278	\$52,598	\$66,623	\$14,025	27%

Source: U.S. Census Bureau, American Community Survey 2012

Employment Characteristics and Forecasts

Employment characteristics have remained fairly consistent over the past 20 years (see *Table 2-9*). The top three occupations held by employed civilian population 16 years and over are management/professional and related, production/transportation and material moving, and sales/office occupations.

It should be noted that not all of these occupations are in Prescott. In fact, a majority of them are outside of Wisconsin.

Table 2-9: Occupations - Employed Civilian Population 16 Years and Over: City of Prescott

Subject	1990	% Work Force	2000	% Work Force	2012	% Work Force
Employed Civilian Population 16 Years and Over	1,629	100%	2,085	100%	2,524	100%
Management, Professional, and Related	343	21%	601	29%	725	29%
Service Occupations	219	13%	291	14%	396	16%
Sales and Office Occupations	428	26%	545	26%	571	23%
Natural Resources, Construction, and Maintenance Occupations	166	11%	224	11%	179	7%
Production, Transportation & Material Moving	473	29%	424	20%	653	26%

Source: U.S. Census Bureau, 2012 American Community Survey

Demographic Trends

A summary of the population forecasts, household forecasts and demographic data reveal the following.

1. Prescott's population will continue to grow.
2. The number of households is forecasted to increase by 445 by 2040.
3. The City's population is getting older yet the number of residents aged nine (9) years of under is increasing as well.
4. Residents are attaining higher levels of education.
5. Household incomes continue to increase.
6. The types of occupations held by residents have changed little over the last 20 years.

Community Conversation Workshops

The City of Prescott hosted two Community Conversation Workshops on Saturday, June 14, 2014 (9:00 a.m. to noon) and Tuesday, June 17, 2014 (6:30 p.m. to 9:30 p.m.) to get input from residents on various themes and questions asked. The following summary will highlight the most repeated responses. The entire summary of the meetings can be found in Appendix A.

Participants were asked the following to respond to the following themes and questions.

1. What do you love about Prescott?
 - a. The River
 - b. River Front
 - c. Freedom Park
 - d. Borner Farm

2. Parks and Trails
 - a. Freedom Park: Beautiful views, interpretive center, programing, etc.
 - b. Magee Park: Add walking, biking trails, quiet, improve accessibility
 - c. Jacques Landing: Needs a facelift, boat launch, bank fishing, upgrade river front
 - d. Design for all ages
 - e. Link all parts of the City
 - f. Pedestrian and bike trail network
 - g. Reduce train and bridge noise
 - h. Parks and trails mapping and awareness
 - i. Connect River Front to Hastings
 - j. Make downtown more tourist friendly
 - k. Provide restrooms, drinking water, picnic shelters, signage, etc.
 - l. Access to Kinnickinnic St. over the railroad tracks
 - m. Connect schools to parks

3. Traffic, Parking, and Safety
 - a. Need a north/south corridor
 - b. Sidewalks that provide safe and accessible routes to schools
 - c. Downtown parking and congestion

4. Housing
 - a. Senior housing strongly emphasized
 - b. A variety of housing options

5. Development Patterns and Standards
 - a. Build new and renovate older housing stock to maximize efficiency standards
 - b. Partner with Habitat for Humanity to build an Eco-Village

6. Daily Living
 - a. Maximize social media to inform and build community commitment
 - b. Utilize Borner Farm to focus on community energy, food, and water security

7. River Front
 - a. Improve the backs of buildings facing the River
 - b. Parking
 - c. Crossing the railroad tracks to access the River
 - d. Traffic and train noise
 - e. Green and sustainable design
 - f. Eagle viewing and watchable wildlife
 - g. Restrooms
 - h. Trolley, shuttle, horse carriages, golf carts
 - i. Gateway to trail network
 - j. Fishing
 - k. Have downtown business employees not park in front of businesses
8. Seniors
 - a. Senior housing and graduated assisted care
9. Economic Base Mix
 - a. Light manufacturing
 - b. Hospitality
 - c. Tourism
 - d. Retail, Service
 - e. Government

Community Survey

A community survey was sent out as a follow up the Community Conversation Workshops. The survey expanded on the themes and questions that were discussed previously. The top answer to each question is listed below. Many of the answers listed reinforce responses collected during the Community Conversation Workshops. The entire survey can be found in Appendix B.

- a. Endorse a plan for all phases of the River Front Park improvements (Extremely important).
- b. Endorse a plan for all phases of the River Front Park improvements (Very urgent-Let's get on it).
- c. Park enhancements-Community garden, signage and wayfinding, volunteer stewardship (tie).
- d. Picnic shelters have a high level of appeal.
- e. River Front development-Cosmetic improvements to backs of buildings, courtesy dock (tie).
- f. Tourism should play a big role in the economic mix.
- g. Renewable energies and other green technologies should be a big part of the Comprehensive Plan.
- h. Historical Preservation is extremely important to downtown economic development.

- i. Having a family friendly downtown is most important.
- j. The City should take a balanced approach to industrial and commercial development “on the hill”.
- k. Light manufacturing should be heavily recruited.
- l. Self-sufficient energy initiatives somewhat closely represents my views.
- m. An excellent local food system closely represents my views.
- n. A full range of housing options very closely represents my views.
- o. Conserving natural resources somewhat closely represents my views.
- p. Solving traffic congestion and parking issues somewhat closely represents my views.
- q. Local government should secure grants and other funding to support energy efficiency retrofits to current homes somewhat closely represents my views.
- r. Pedestrian safety issues are important in the near term.
- s. Prescott is well-positioned to make a commitment to local food systems.
- t. The most important topic in the community is the recruitment of new businesses.

Summary

The common themes represented in the Community Conversation Workshops and Community Survey, along with the community demographics, will be used throughout the Comprehensive Plan to provide a direction for each chapter and to allow the Plan to focus on issues most important to Prescott.

As discussed in Chapter 1, the public participation outcome (reviewed in Chapter 2 and Appendix A), yielded significant interest in thinking about how Prescott might imagine its future from a sustainable community perspective. This discussion was based on sustainability being seen as a core American value focused on self-sufficiency, self-determination, ingenuity, creativity, entrepreneurship, and responsibility for self, family, neighborhood, and community (among other descriptors). More specifically, it yielded strong attention toward local energy, food, and water self-sufficiency, and the economic development, security, and resilience that comes from keeping those dollars in the local economy.

Goals, Objectives, and Recommendations in a wide variety of chapters integrate this perspective and reinforce the historic pride and sense of place that the Prescott community is determined to maintain, strengthen, and build upon.