Chapter 1: Issues and Opportunities

Introduction

Many factors influence the growth and development of a community. The age distribution, income range, and population growth can all influence the types of housing, transportation options, and businesses that are found in Menomonie. By examining demographic data, the City can identify important **Issues** facing them and identify **Opportunities** to make positive changes.

The Issues and Opportunities chapter examines a variety of demographic data including age distribution, educational levels, income levels, and employment characteristics that exist in the City of Menomonie. Population and household forecasts are also used to help understand the effects of the growth may have on the City.

Most demographic information used in this chapter was obtained from US Census data. The US Census Bureau collects demographic information from residents every ten years. The 2010 US Census did not collect the extent of information as previous censuses but is supplementing this information with *American Community Survey* data. This is an ongoing survey that provides data every year and is obtained by sampling a small percentage of the population every year.

Population

The City of Menomonie has experienced steady population growth since 1960 averaging about one percent population growth per year. The population growth can be attributed to the rate of natural increase, in-migration, and the expansion of the University of Wisconsin-Stout.

Table 1-1 shows that the historic population of the City of Menomonie has increased about 70% between 1960 and 2010. Compared to many communities in western Wisconsin, Menomonie did not experience the large population growth between 1990 and 2010. Much of this population growth was attributed to Minnesota residents moving into Wisconsin and then commuting back into the Twin Cities Metropolitan (TCMA) area to work. The City of Menomonie, although located on Interstate 94 (I-94), is considered too far from the TWMA to commute.

Because of this, the City's growth rate has been fairly stable. That may change if public transportation is ever developed along the I-94 corridor between Eau Claire and the Twin Cities.

Table 1-1 - Historical Population - City of Menomonie

Year	1960	1970	1980	1990	2000	2010
Population	9,624	11,275	12,769	13,547	14,937	16,264
% Change		17.2%	13.3%	6.1%	10.3%	8.9%

Source: U.S. Census

The City of Menomonie is the largest community in Dunn County. Table 1-2 shows the context of population for all the communities in Dunn County. Many of the Towns are seeing higher population growth than the City of Menomonie but a majority of these are within a short distance of the City of Menomonie or City of Eau Claire. These areas provide residents an opportunity to live in rural Dunn County but have reasonable access to goods and services in the surrounding villages and cities.

Table 1-2 - Population Growth-Dunn County Municipalities

Municipality	1990	2000	2010	Numerical Change 1990-2010	Percent Change 1990-2010
Towns					
Colfax	685	909	1,186	501	73.1%
Dunn	1,297	1,492	1,524	227	17.5%
Eau Galle	856	797	757	-99	-11.6%
Elk Mound	772	1,121	1,792	1,020	132.1%
Grant	400	426	385	-15	-3.8%
Hay River	505	546	558	53	10.5%
Lucas	635	658	764	129	20.3%
Menomonie	2,725	3,174	3,366	641	23.5%
New Haven	665	656	677	12	1.8%
Otter Creek	344	474	501	157	45.6%
Peru	221	247	242	21	9.5%
Red Cedar	1,422	1,673	2,086	664	46.7%
Rock Creek	673	793	1,000	327	48.6%
Sand Creek	541	586	570	29	5.4%
Sheridan	484	483	454	-30	-6.2%
Sherman	729	748	849	120	16.5%
Spring Brook	1,261	1,320	1,558	297	23.6%
Stanton	637	715	791	154	24.2%
Tainter	1,768	2,116	2,319	551	31.2%
Tiffany	584	633	618	34	5.8%
Weston	569	630	594	25	4.4%
Wilson	517	500	531	14	2.7%
Villages					
Boyceville	913	1,043	1,086	173	18.9%
Colfax	1,110	1,136	1,158	48	4.3%
Downing	269	257	265	-4	-1.5%
Elk Mound	797	785	878	81	10.2%
Knapp	421	421	463	42	10.0%
Ridgeland	235	265	273	38	16.2%
Wheeler	327	317	348	21	6.4%
Cities					
Menomonie	13,547	14,937	16,264	2,717	20.1%
County					
Dunn County	35,909	39,858	43,857	7,948	22.1%

Source: 1990, 2000, and 2010 U.S. Census

The fastest growing Towns in Dunn County over the last twenty years include Otter Creek (45.6%), Red Cedar (46.7%), Rock Creek (48.6%), Colfax (73.1%), and Elk Mound (132.1%).

Only the Town of Eau Galle, Town of Grant, Town of Sheridan, and Village of Downing have lost population.

Age Distribution

Age distribution can give us insights into the implications of a changing population. Table 1-3 shows the age characteristics for the City of Menomonie between 2000 and 2010. The table shows the influence UW-Stout has on the City demographics. Ages 15 through 29 account for approximately 50% of the City's population. A majority of these residents are University students.

Table 1-3 - Age for the Total Population - City of Menomonie

Age	2000	2010	Numerical Change between 1990 - 2010	% Change between 1990 - 2010
Under 5 years	674	654	-20	-3.0%
5 to 9 years	555	600	45	8.1%
10 to 14 years	688	565	-123	-17.9%
15 to 19 years	2,151	2,372	221	10.3%
20 to 24 years	4,285	4,813	528	12.3%
25 to 29 years	1,032	1,186	154	14.9%
30 to 34 years	673	673	0	0.0%
35 to 39 years	662	625	-37	-5.6%
40 to 44 years	688	543	-145	-21.1%
45 to 49 years	648	591	-57	-8.8%
50 to 54 years	515	688	173	33.6%
55 to 59 years	377	617	240	63.7%
60 to 64 years	304	540	236	77.6%
65 to 69 years	311	379	68	21.9%
70 to 74 years	357	295	-62	-17.4%
75 to 79 years	345	303	-42	-12.2%
80 to 84 years	291	339	48	16.5%
85 to 89 years	242	252	10	4.1%
90 years and over	139	229	90	64.7%
Total	14,937	16,264	1,327	8.9%

Source: 2000 and 2010 U.S. Census

Figure 1-1 reveals an interesting population pyramid for Menomonie. A population pyramid is a graphical illustration that shows the distribution of various age groups in a population. The population pyramid confirms the influence of University students on the City's population. The narrow base of the pyramid indicates a low birth rate and a slow growth pattern for the City though the City's population will also be affected by in-migration of new residents.

Figure 1-1 – Population Distribution - City of Menomonie
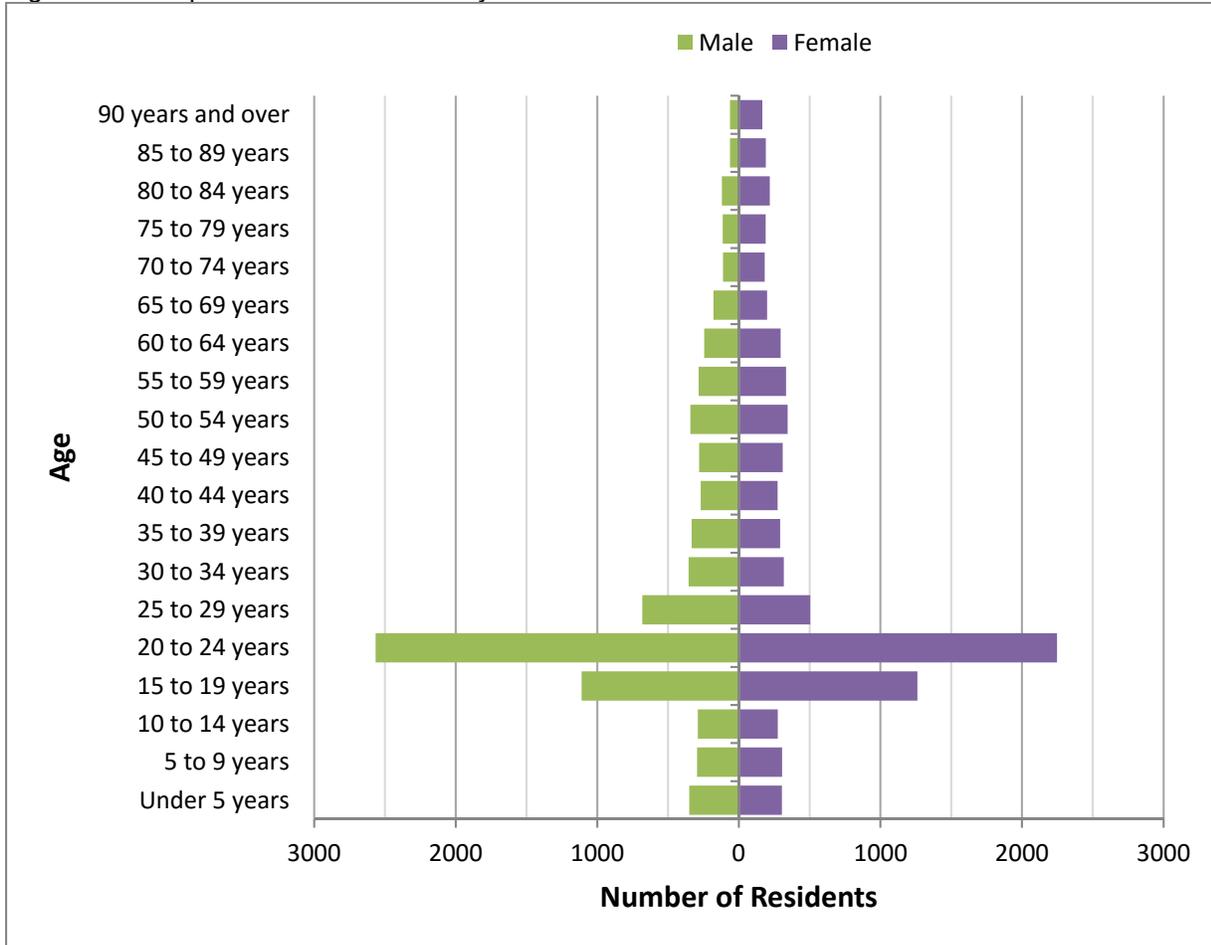
Source: 2010 U.S. Census

Race

Table 1-4 shows population by race for the City of Menomonie. Menomonie's population has been historically homogeneous. According to the 2010 American Community Survey, Whites made up 91.9% of the City's estimated population. Asians, mainly of Hmong decent, make up 4.2% of the population.

Table 1-4 - Race: City of Menomonie

Race alone or in combination with one or more other races	Number	Percentage of Population
Total population	16,264	100.0%
White	14,943	91.9%
Black or African American	137	0.8%
American Indian and Alaska Native	82	0.5%
Asian	684	4.2%
Native Hawaiian and Other Pacific Islander	8	0.0%
Some Other Race	102	0.6%
Two or More Races	308	1.9%

Source: 2010 US Census

Table 1-4 does not show residents who identify themselves as Hispanic or Latino. Federal standards dictate that race and Hispanic origin or ethnicity are separate and distinct concepts. Hispanics or Latinos are members of an ethnic group that traces its roots to 20 Spanish-speaking nations from Latin America and Spain (but not Portugal or Portuguese-speaking Brazil) but for the purpose of the US Census, you are considered Hispanic or Latino if you say you are. Table 1-5 shows that 276 Menomonie residents identified themselves as being of Hispanic or Latino ethnicity. This is 1.7% of the City's population.

Table 1-5 - Hispanic or Latino and Race

Race alone or in combination with one or more other races	Number	Percentage of Population
Hispanic or Latino of any Race	276	100.0%
White alone	131	47.4%
Black or African American alone	3	1.1%
American Indian and Alaska Native alone	10	3.6%
Asian alone	1	0.4%
Native Hawaiian and Other Pacific Islander alone	0	0.0%
Some Other Race alone	94	34.1%
Two or More Races	37	13.4%

Source: 2010 US Census

Education

Table 1-6 and Table 1-7 provide information on the educational attainment levels of persons 25 years old and older. Table 1-5 shows that more residents are obtaining higher levels of education. This may be attributed to the increasing requirement for technical or post-secondary degrees for job placement and that UW-Stout and a branch of the Chippewa Valley Technical College are located in Menomonie.

According to the 2007-2011 American Community Survey, only 9.8% of the population 25 years of age and older, had not received a high school diploma. This was down from 12.4% in 2000.

Table 1-6 - Education Attainment Population 25 and Older - City of Menomonie

	2000	% Of Total	2007-2011	% Of Total
Population 25 Years and Over	6,611	100.0%	7,138	100.0%
Less than 9th Grade	348	5.3%	335	4.7%
9th to 12th Grade (No Diploma)	468	7.1%	363	5.1%
High School Graduation (Includes Equivalency)	1,829	27.7%	2,276	31.9%
Some College, No Degree	1,581	23.9%	1,309	18.3%
Associate Degree	461	7.0%	627	8.8%
Bachelor's Degree	1,200	18.2%	1,410	19.8%
Graduate or Professional Degree	724	11.0%	818	11.5%

Source: 2000 US Census and 2007-2011 American Community Survey

Table 1-6 shows that 90.2% of the population 25 years of age and older, attained a high school degree or higher and over 31% attained a bachelor's degree or higher. Both have increased since 2000.

Table 1-7 - High School Graduate or Higher Attainment - City of Menomonie

	2000	% Of Total	2007-2011	% Of Total
High School Graduate or Higher	5,795	87.7%	6,440	90.2%
Bachelor's Degree of Higher	1,924	29.1%	2,228	31.2%

Source: 2000 US Census and 2007-2011 American Community Survey

Employment

The principal economic factors that influence an individual's quality of life and provide a choice of residential options are employment opportunities and income.   A comparison of labor force and employment statistics provides some insight into the economic well-being of the residents of the City.

The number of residents who are 16 years of age or older has increased by about 10% between 2000 and 2011 (See Table 1-8). At the same time, the percentage of these residents who are in the labor force has decreased. This may be due to a high number of University students who are choosing not to work in order to focus on their studies because during this same time, the percentage of population indicating that they were unemployed decreased from 7.3% to 5.1%.

Table 1-8 - Employment Status: City of Menomonie

	2000	Percentage	2007-2011	Percentage	Numeric Change
Population 16 years and over	12,984	100.0%	14,300	100.0%	1,316
In labor force	8,611	66.3%	8,607	60.2%	-4
Civilian labor force	8,594	66.2%	8,580	60.0%	-14
Employed	7,651	58.9%	7,846	54.9%	195
Unemployed	943	7.3%	734	5.1%	-209
Armed Forces	17	1.0%	27	0.2%	10
Not in labor force	4,373	33.7%	5,693	39.8%	1,320

Source: 2000 US Census and 2007-2011 American Community Survey

Personal income is derived primarily from employment wages. An individual's occupation determines the range of that wage scale and influences their personal standard of living. A comparison of the occupations of those employed in the labor force helps to determine the economic effect of the employment opportunities available to area residents and the ability to increase their standard of living.

Table 1-9 shows that almost a third of the population, 16 years and over, works in management/business/science/arts type occupations.

The City has a greater percentage of the population working in service occupations. This may reflect the number of businesses that cater to university students and typical employment opportunities for younger people.

It should be noted that US Census information related to occupation does not reveal where these jobs are located.

Table 1-9 - Occupation: Employed Civilian Population 16 Years or Over - City of Menomonie

Occupation	2007-2011	Percentage
Civilian employed population 16 years and over	7,846	100.0%
Management, business, science, and arts occupations	2,333	29.7%
Service occupations	1,810	23.1%
Sales and office occupations	2,077	26.5%
Natural resources, construction and maintenance occupations	459	5.9%
Production, transportation, and material moving occupations	1,167	14.9%

Source: 2007-2011 American Community Survey

Industry refers to the industry where the occupations are located. Like the occupation table, this information does not let us know where these industries are located.

Table 1-10 shows that Menomonie has a noticeably higher percentage of its working residents, compared to the State and Dunn County, employed in three main industries.
- Educational services and health care and social assistance (29.7%)
- Retail trade (19.2%)
- Arts, entertainment, and recreation, and accommodation and food services (12.9%)

These industries reflect the presence of UW-Stout, Menomonie School District, Mayo Clinic Health System-Red Cedar, Marshfield Clinic, numerous chain and local stores, a strong arts community, and the number of hotels located near the Interstate interchanges.

Strong business and industry in Menomonie provides a variety of job opportunities for residents in Menomonie, Dunn County, and the surrounding counties.

Travel Time to Work and Place of Work

Table 1-11 and Table 1-12 show that over 70% of workers are traveling less than 20 minutes to work and that a majority of occupations and industries that employ residents are located in Dunn County and likely Menomonie. This indicates the economic importance of the City as an employment center.

Other nearby employment centers are the City of Eau Claire and St. Croix County.

Table 1-10 - Industry: Employed Civilian Population 16 Years or Over - City of Menomonie

Industry:	2007-2011	Percentage
Civilian employed population 16 years and over	7,846	100.00%
Agriculture, forestry, fishing and hunting, and mining	68	0.9%
Construction	223	2.8%
Manufacturing	1,006	12.8%
Wholesale trade	84	1.1%
Retail trade	1,503	19.2%
Transportation and warehousing, and utilities	236	3.0%
Information	123	1.6%
Finance and insurance, and real estate and rental and leasing	272	3.5%
Professional, scientific, and management, and administrative and waste management services	502	6.4%
Educational services, and health care and social assistance	2,333	29.7%
Arts, entertainment, and recreation, and accommodation and food services	1,011	12.9%
Other services, except public administration	277	3.5%
Public administration	208	2.7%

Source: 2007-2011 American Community Survey

Table 1-11 - Travel Time to Work Workers Who did not Work at Home - City of Menomonie

Travel Time	2000	Percentage	2007-2011	Percentage
Total	7,098	100.0%	7,716	100.0%
Less than 10 minutes	2,751	38.8%	2,739	35.5%
10 to 19 minutes	2,510	35.4%	2,708	35.1%
20 to 29 minutes	587	8.3%	787	10.2%
30 to 44 minutes	707	10.0%	887	11.5%
45 to 59 minutes	215	3.0%	255	3.3%
60 minutes or more	328	4.6%	340	4.4%

Source: 2000 US Census and 2007-2011 American Community Survey

Table 1-12 - Place of Work 16 Years and Over - State and County Level - City of Menomonie

	2007-2011	Percentage
Worked in state of residence:	7,292	94.5%
Worked in county of residence	5,579	72.3%
Worked outside county of residence	1,721	22.3%
Worked outside state of residence	424	5.5%
Total	7,716	100.0%

Source: 2007-2011 American Community Survey

Income

The combined effect of advanced education, increased employment opportunities, and evidence of well-paying occupations is also reflected in the earning capability and increasing incomes of City residents.

Table 1-13 shows the median household income of Menomonie residents. Although the median household income has increased by 20% since 2000, it still lags behind Dunn County ($48,342)

and the State of Wisconsin ($52,374). This can be attributed to University students and retirees who have smaller incomes and are not in the workforce full time.

Table 1-13 - Median Household Income - City of Menomonie

Year	1999	2011	% Change
Median Household Income	$31,013	$37,297	20.3%

Source: 2000 US Census and the 2007-2011 American Community Survey

Population Forecasts

Population projections or forecasts have long been used in planning to assess development prospects created by population growth. Small area population forecasts can be used to evaluate potential residential development and economic conditions, and the level of demand for public services. Businesses, schools and government frequently use these forecasts to determine the future needs or design of public facilities.

Population projections are based on historical trends of population growth that are extended into the future. They are based on the assumption that the historical trends, and the factors behind them, will continue to some point in time. It is certain that not all of those factors will have the same influence on population change throughout the entire forecast period. It is also true that the closer the projection year is to the base year, the more likely the population for that projection will be close to the true population. Hence, the margin of error in population forecasts increases the farther out in time they are from the present.

Small area population projections also have limitations. Forecasts of large area populations are more reliable. For example, projections developed at the county level can be used to distribute the county population forecasts proportionally into the individual community projections. This "backing into" community projections from countywide forecasts is often done because the smaller the area for which a projection is produced, the greater the possibility for error.

Population forecasts are, at best, guides and must be used with consideration of their limitations. However, intimate knowledge of local conditions can help build the assumptions into population projections to make them more valid.

Generally, population growth trends do not remain constant from decade to decade. The factors that influence population change are dynamic and are often subject to the effect of larger trends from outside an area's control. The forecasting of population change requires that certain assumptions be made regarding the conditions prevailing during the forecast period. Therefore, it is important to identify the assumptions inherent in the projection. The following factors and assumptions were incorporated into the population projections developed for the City of Menomonie Comprehensive Plan.

In-migration will continue to be significant for population growth in Menomonie. Many factors are involved in the personal and business decisions that result in migration into Menomonie. This migration is due to numerous employment opportunities and other urban amenities in Menomonie that are in proximity to the serene, aesthetically appealing natural, rural and recreational areas surrounding the City. It is also likely that there is significant in-migration of elderly from the surrounding rural areas looking for appropriate retirement living accommodations in the City.

The population forecast for the City of Menomonie was developed by the Wisconsin Department of Administration, Demographic Services Center. Table 1-14 shows that Menomonie's population is projected to grow by almost 2,800 residents between 2010 and 2030. The projected growth will affect how land is used in the City and help determine if there will be a need for additional land in the future.

Table 1-14 - Population Forecasts - City of Menomonie

Year	2010	2015 Projection	2020 Projection	2025 Projection	2030 Projection	Numeric Change	Percent Change
WDOA	16,264	16,875	17,643	18,364	19,009	2,745	16.9%

Source: Wisconsin Department Of Administration, *2010 U.S. Census actual population: 16,264

Household Forecasts

Table 1-15 shows that there will be a projected 1,332 new households in the City by 2030. Each household will require a dwelling unit in which to live. About 80% of the City's population lives in a household. Most of the remaining 20% are students who live in dormitories which are not counted as households.

A portion of the projected 1,332 new households will live in the 491 vacant housing units that were identified in the 2010 US Census. Therefore the number of new dwelling units can be reduced to 841. If we assume a 5% vacancy rate, then the City will need approximately 890 new housing units over the next 20 years.

The type of dwelling unit will have an effect on land use in the City. Single family homes will occupy a larger space than a multi-family dwelling unit. At the same time, trends in housing preferences may also influence the amount of land needed to meet these projected increases.

Table 1-15 - Housing Forecasts - City of Menomonie

Year	2010	2015	2020	2025	2030	Numeric Change	Percent Change
Population	16,264	16,875	17,643	18,364	19,009	2,745	16.9%
Population in Households	12,968	13,449	14,061	14,636	15,150		
Households	5,814	6,200	6,548	6,868	7,146	1,332	22.9%
Persons Per Household	2.23	2.17	2.15	2.13	2.12		
Additional Households		386	348	320	278		

Source: Wisconsin Department of Administration 2008 Demographic Services Center

Demographic Trends

The demographic trends identified in the chapter would indicate that the City of Menomonie will continue to grow steadily but slowly, have a low median age due to students enrolled at UW-Stout, and remain the employment hub for residents living in the City and surrounding communities. At the same time, projected population growth will have an effect on the landscape of the City and surrounding Towns.

Issues and Opportunities

The demographic data, along with the results of the Citizen Advisory Board session, can be used to identify important **Issues** facing the City and identify **Opportunities** to make positive changes.

The **Issues** and **Opportunities** presented below represent main themes to be addressed in Menomonie's Comprehensive Plan.

Potential Issues

1. Low natural birthrate-majority of growth is UW-Stout students and people moving into the City
2. Older year round population
3. Lower income compared to the State of Wisconsin
4. Housing conditions near campus
5. Condition of Lake Menomin
6. Decreased growth rate of UW-Stout
7. Reasonably priced non-student rental properties
8. Municipal funding cuts
9. Traffic congestion due to the Interstate, highways, topography, railroad, and water acting as barriers.

Potential Opportunities

1. Maintain the City as an employment center for residents
2. Retain College graduates
3. Attract new businesses and industries
4. Rehabilitation of existing structures (homes and businesses)
5. Lake Menomin cleanup
6. Downtown redevelopment
7. Intergovernmental cooperation when planning future traffic routes
8. Planning for a multi-modal transportation network.
9. Thoughtful management of historic preservation issues