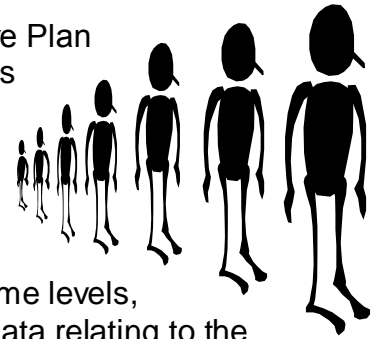


## Introduction:

The Issues and Opportunities chapter of City's Comprehensive Plan is intended to provide background information on the City. This chapter will provide a statement of overall objectives, policies, goals, and programs of the City to guide future development and redevelopment of the City over a 20-year planning period. Background information in this chapter includes population, household, and employment forecasts, demographic trends, age distribution, educational levels, income levels, and employment characteristics within the City and County. Data relating to the City and the surrounding communities in Waukesha County was included to help provide a "snap-shot" of people and development within the City and surrounding areas.



**Vision Statement:** *The guiding vision for the City of Oconomowoc is to preserve, maintain, enhance and encourage a high quality natural, living and working environment for its residents. This vision will be accomplished through orderly development, the protection and expansion of the City's economy, and the conservation of the City's cultural, social, economic, and environmental heritage.*

## Population Trends and Forecasts:

Since 1970, the City has seen growth during every decade. During a span of 38-years, from 1970 to 2008, the City saw a 64% increase in population. This increase mimics the overall increase for Waukesha County, and exceeds the population percentage increase found in surrounding Waukesha County communities.

The Wisconsin Department of Administration (DOA) is a State agency that provides population estimates for all counties and municipalities within the State. The data provided is based upon the January 1, 2008 estimate released by DOA. However, the population projections were released in 2005, and no longer accurately reflect future growth of the City. These projections predict a 36.4% population change in the City from 2000 to 2030. Due to the 2008 release of population estimates, the City has already exceeded the estimated population for 2010 and anticipates a population change greater than 36.4%.



Population Growth: 1970 - 2008						
Community	1970	1980	1990	2000	2008	% Change 1970-2008
City of Oconomowoc	8,741	9,909	10,993	12,382	14,300	64%
Town of Oconomowoc	6,010	7,340	7,323	7,451	8,217	37%
Town of Summit	3,809	4,050	4,003	4,999	5,162	36%
Village of Lac La Belle	227	289	258	329	338	49%
Village of Oconomowoc Lake	599	524	493	564	633	6%
Waukesha County	231,335	280,203	304,715	360,767	382,697	65%

Source: U.S. Bureau of the Census and the Wisconsin Department of Administration – January 1, 2008

Growth rates in the surrounding Waukesha County communities are projected to grow slower than the City of Oconomowoc. These communities are expected to grow at a rate of 11% to 34% during at 30-year period. In the future, the City will continue to be one of the fastest growing communities in western Waukesha County and will need to plan accordingly for this growth. Additional discussion on growth can be found in the Land Use Chapter.

Population Projections: 2010 - 2030						
Community	2010	2015	2020	2025	2030	% Change 2000-2030*
City of Oconomowoc	14,234	14,958	15,666	16,320	16,893	36.4%
Town of Oconomowoc	8,091	8,251	8,407	8,541	8,638	15.9%
Town of Summit	5,442	5,626	5,806	5,968	6,103	22.0%
Village of Lac La Belle	339	346	354	360	365	10.9%
Village of Oconomowoc Lake	611	650	688	723	755	33.9%
Waukesha County	386,460	397,922	409,570	424,472	436,986	13.1%

Source: Wisconsin Department of Administration – 2005 Projections

Population change from 2000 Census and 2030 estimate

Note: Discrepancy between DOA & Census data caused by 2005 DOA projections.

Population by Age Group & Median Age: 2000							
	Under 5	5 to 14	15 to 24	25 to 44	45 to 64	65 and Over	Median Age
City of Oconomowoc	781	1,716	1,757	2,253	2,686	2,092	38.0
Town of Oconomowoc	402	1,136	817	2,188	2,175	733	39.7
Town of Summit	286	762	569	1,411	1,421	532	39.6
Village of Lac La Belle	22	44	24	81	122	36	43.9
Village of Oconomowoc Lake	21	92	53	122	216	64	44.5
Waukesha County	23,096	54,805	41,587	107,439	90,406	43,434	38.1

Source: U.S. Bureau of the Census

The table above provides data from the 2000 U.S. Census that shows the age distribution of City residents. In general, the City has the lowest median age among surrounding Waukesha County communities and a comparable median age to Waukesha County as a whole. However, the Age Distribution Table provides age distribution within the City from 1990 to 2000. From 1990 to 2000, the City saw an increase in the number of people living in the City that are 45 and older. By 2000, the City also had a higher percentage of people 24 and younger living within the City. A percentage and numeric decrease did occur within the 25 to 44 age group and the 5 to 14 age group. In general, the data indicates less people in the 25 to 44 age group are choosing not to live in the City. The lower numbers in this age group may have helped attribute to the decrease in the 5 to 14 age group as well. The reduction in the number of people in the 25 – 44 age group should be evaluated and considered when the City is making land use plan decisions.

City of Oconomowoc Age Distribution					
Age Group	1990		2000		Change in Percentage of Total Population 1990 -2000
	Number	Percentage of Total Population	Number	Percentage of Total Population	
Under 5	446	4.1%	781	6.9%	2.8%
5 to 14	1,825	16.6%	1,716	15.2%	-1.4%
15 to 24	1,441	13.1%	1,757	15.6%	2.5%
25 to 44	3,478	31.6%	2,253	20.0%	-11.6%
45 to 64	1,953	17.8%	2,686	23.8%	6.0%
65 and Over	1,850	16.8%	2,092	18.5%	1.7%

Source: U.S. Bureau of the Census

It is also important to note that in 2000, 3.1% of all County residents lived in the City of Oconomowoc. However, the City contained 4.8% of all people in Waukesha County that are 65 years and older. The City appears to be attracting an older population. If this trend continues, future land use decisions and designs will need to consider the different needs of an older population.

The PEW Research Center published a 2008 report discussing population trends in the United States until 2050. The results of this research indicated the following:

- The working-age population, adults 18 to 64, will grow more slowly (37%) from 2005 to 2050 than the overall population. In 2050, working-age adults will be 58% of the population, down from 63% in 2005.
- The nation's population of children ages 17 and younger will rise to 102 million in 2050. The child population will grow more slowly in future decades (39%) than the overall population. Children will make up 23% of the population in 2050, compared with 25% in 2005.
- The nation's elderly population, 65 and older, will grow more rapidly than the overall population. Its share of the overall County's population will increase to 19% in 2050, from 12% in 2005.

In general, the 45 to 64 age group and the 65 and older age groups will continue to grow in number reflecting the aging of the “baby boomers” (people born between 1946 and 1964). The percentage of population aged 25 to 44 age group will begin to decrease as “baby boomers” grow older and fewer numbers of persons born in the 1970s move into this age group. The last of the baby boomers will turn 65 in 2029.

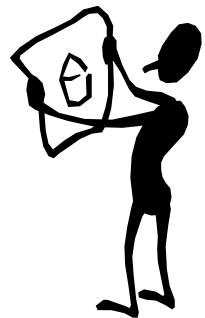
In 2004, AARP conducted a survey asking members what their post retirement plans were. The results were as followed:

- Part time work – 46%
- Not work – 29%
- Start a business – 10%
- Full time work – 7%
- Never retire – 5%
- Don't know – 3%

The change in the baby boomer age demographic will have implications for school districts, housing, labor, transportation, and land use. Research indicates boomers like urban amenities and live in places that provide close proximity to downtown destinations. Boomers also like cultural experiences, a sense of community, mobility, access to water, and maintenance-free lifestyles. The City of Oconomowoc has most, if not all the required amenities to attract baby boomers.

## Household Forecasts

The Census defines a household as one (1) person living alone or a group of people, not necessarily related, living at the same address within common housekeeping. In 2000, the City of Oconomowoc had an average household size of 2.4 persons. The average household size in the United States in 2000 was 2.59 persons. In general, the national trend is a continued decrease in household sizes due to increased financial wealth, people living longer and greater freedom of mobility.



However, economic downturns could cause this trend to shift and the nation could see an increase in household size.

A growing population with a decreasing household size has implications for development of housing stock, demand for future water and sanitary sewer capacity, land use, and other utilities and community facilities. This trend is examined in more detail in the Housing and Utilities and Community Facilities Chapters.

Average Household Size: 2000		
Community	1990 Average Household Size	2000 Average Household Size
City of Oconomowoc	2.56	2.40
Town of Oconomowoc	2.86	2.69
Town of Summit	2.78	2.76
Village of Lac La Belle	3.07	2.81
Village of Oconomowoc Lake	2.74	2.71
Waukesha County	2.83	2.63

Source: U.S. Bureau of the Census

The Wisconsin Department of Administration continues to project the City will add new households in the future. New households can include single-family homes, apartments, condominium units, etc. The household forecasts indicate future demand for housing in the City will remain strong with people having a desire to live in the community.

Household Forecasts						
Community	2000 Census	2010	2015	2020	2025	2030
City of Oconomowoc	4,968	5,912	6,294	6,645	6,966	7,237
Town of Oconomowoc	2,765	3,076	3,178	3,264	3,337	3,387
Town of Summit	1,747	1,966	2,059	2,142	2,216	2,274
Village of Lac La Belle	117	124	129	133	136	138
Village of Oconomowoc Lake	208	231	249	265	281	294
Waukesha County	135,229	150,802	158,529	165,520	171,774	176,772

Source: Wisconsin Department of Administration

In 2000, the City had 62.4% of the City's dwelling units occupied by the owner, while 37.6% of the units were rented. The City has a higher percentage of renter occupied units than surrounding communities and more than Waukesha County as a whole. As expected, families with smaller household sizes rent, than families who have larger

family sizes. Specifically, the average household size for a renter is 1.82 persons, compared to an average of 2.69 for persons who own.

<b>Owner vs. Renter Occupied Units: 2000</b>				
<b>Community</b>	<b>Owner Occupied</b>	<b>Percent</b>	<b>Renter Occupied</b>	<b>Percent</b>
City of Oconomowoc	3,102	62.4%	1,866	37.6%
Town of Oconomowoc	2,765	90.8%	280	9.2%
Town of Summit	1,747	91.8%	157	8.2%
Village of Lac La Belle	114	97.4%	3	2.6%
Village of Oconomowoc Lake	185	88.9%	23	11.1%
Waukesha County	103,373	76.4%	31,856	23.6%

Source: U.S. Bureau of the Census

The table provided below indicates younger people rent more than own. This is probably due insufficient income to purchase a home or a lifestyle choice. Also, people 65 and older tend to rent versus own. This could be due to the reduced maintenance requirements of renting versus owning. In general, rental properties are easier to maintain for the renter as the property owner usually does all the maintenance, not the renter. Additional discussion regarding owning versus renting is discussed in the Housing Chapter.

<b>City of Oconomowoc Owner vs. Renter Occupied Units: 2000</b>				
<b>Age</b>	<b>Owner Occupied</b>	<b>Percent</b>	<b>Renter Occupied</b>	<b>Percent</b>
15 to 24	15	0.5%	190	10.2%
25 to 44	1,149	37.0%	796	42.7%
45 to 64	1,192	38.4%	360	19.3%
65 and Over	746	24.1%	520	27.9%

Source: U.S. Bureau of the Census

## Education & Employment:

Approximately 38.5% of the citizens in Oconomowoc have an associate degree or higher education level. This amount is less than the County average and averages for the surrounding Waukesha County communities. Typically, service sector, construction and more traditional blue color jobs do not require advanced degrees. Education attainment is important for the City to consider as future employers will consider the education level of the population prior to locating a business within the community or area.



In general, Waukesha County has the third highest percentage of people with associate, bachelors, graduate, and professional degrees in Wisconsin, over 41%. Only Dane and Ozaukee Counties have a higher percentage in Wisconsin. In the State, 31% of residents age 25 and over have earned an associate, bachelors, graduate, or professional degree.

<b>Residents of Age 25 And Older with an Associate, Bachelor, or Graduate Degree</b>		
	<b>Number</b>	<b>Percent</b>
City of Oconomowoc	3,221	38.5%
Town of Oconomowoc	1,957	38.8%
Town of Summit	1,355	40.2%
Village of Lac La Belle	139	58.5%
Village of Oconomowoc Lake	244	61.6%
Waukesha County	-	41.8%

Source: U.S. Bureau of the Census

Waukesha County has continued to enhance its economy through new job creation. Waukesha County experienced a 43% growth in employment from 1990 to 2000 resulting in a net addition of 81,100 jobs. However, Waukesha County like the rest of Wisconsin has experienced a decline in manufacturing. Despite this fact, Waukesha County is still above the national average in manufacturing employment. Approximately 21% of the all jobs in the County are manufacturing. Nationally, only 12% of all jobs are in manufacturing. Service employment has increased significantly over the last decade and is now the most important sector of jobs in the County accounting for 28% of all jobs.



<b>Waukesha County Employment Industry Trends: 1990 - 2000</b>				
	<b>1990</b>	<b>2000</b>	<b>1990-2000 Number Change in Employment</b>	<b>2000 Percent of Total Employment</b>
Agriculture	1,191	1,011	-180	1%
Construction	12,679	18,462	5,783	7%
Manufacturing	44,871	56,754	11,883	21%
Transportation, Communication and Utilities	8,185	9,516	2,434	4%
Wholesale Trade	16,128	22,508	6,380	8%
Retail Trade	31,054	43,132	12,078	16%
Finance, Insurance and Real Estate	13,131	22,340	9,209	8%
Services	46,293	76,265	29,979	28%
Government and Government Enterprises	13,994	17,059	3,065	7%
Other	2,135	3,749	1,614	1%

Source: U.S. Bureau of Economic Analysis and SEWRPC

Waukesha County has a substantially higher median household income than adjacent Counties. The median County household income was \$62,839 in 2000. This amount is more than the average median income in 2000 for the City of Oconomowoc, \$51,250. The County figure was over 60% higher than the median income in Milwaukee County.

<b>Median Household Income: 2000</b>	
<b>Community</b>	<b>Median Household Income</b>
City of Oconomowoc	\$51,250
Town of Oconomowoc	\$68,676
Town of Summit	\$76,859
Village of Lac La Belle	\$100,000
Village of Oconomowoc Lake	\$112,760
Waukesha County	\$62,839

Source: U.S. Bureau of the Census

## Public Participation Plan

In partnership with Waukesha County Comprehensive Planning, the City agreed to participate in the County's public participation plan. Six methods were used to encourage public participation throughout the planning process:

## Comprehensive Development Plan Advisory Committee & Subcommittees:

This committee is made up of representatives from all participating municipalities in the Waukesha County Comprehensive Planning process. These members have diverse interests and different occupational backgrounds and were responsible for providing leadership, guidance during the plan development process, and keeping people informed in the community they represented. Prior to starting work on individual plan elements, a subcommittee was created to guide in the gathering of information concerning that planning element. The subcommittee contained membership of citizens, local officials, business representatives and local organizations.



1. **Committee and Subcommittee Meetings:** All planning committee meetings were open to the public. All agendas and meeting minutes were posted through the Waukesha County Department of Parks and Land Use website. The website also contained information that was presented at each meeting. Time for public participation was set-aside at each meeting.
2. **News Releases:** News releases were utilized to keep both the public and the press informed about the planning process.
3. **Citizens Survey:** A citizen survey was conducted to provide an opportunity for residents to provide feedback with regard to their opinions, beliefs, and attitudes. County and City residents had the opportunity to participate in an electronic citizen participation survey. The survey was publicized through news releases and local government newsletters.
4. **Open Houses:** The Waukesha County Comprehensive Development Plan Advisory Committee sponsored open houses. The open house concept provided an informal setting for residents to interact with the Advisory Committee. In addition, the open house provided citizens the opportunity to gather information, ask questions, react to the information and provide both written and verbal feedback.
5. **Public Hearing:** The County held a public hearing at the end of the planning process consistent with the requirements established by the State. This hearing allowed residents to receive information and provided public input on the comprehensive plan. The public hearing consisted of a presentation summarizing and highlighting the major parts of the planning process and the final draft of the comprehensive plan. Participants had the opportunity to ask questions and provide comments. An official public record of the presentation and all comments was established. The City will hold a public hearing in similar fashion as required by the State's Comprehensive Planning Law.