



SRF No. 12141

Comprehensive Plan Steering Committee

Jefferson County Comprehensive Plan and Agricultural Preservation and Land Use Plan

Tuesday, October 1, 2019

**UW Extension
864 Collins Road, Rooms 8/9
Jefferson, WI
1:00 p.m.**

1. Introductions
2. Early Public Engagement Summary
 - a. Online Survey Review
 - b. Regional Meeting Summary
 - c. Intergovernmental Interview Summary
 - d. Early Public Engagement Key Themes
3. Existing Goal Review
 - a. Comprehensive Plan
 - b. Agricultural Preservation and Land Use Plan
4. Next Steps

Population and Household Projections

Jurisdiction	2040 Household	2019 Population	2040 Population	Comment
T Aztalan	649	1,462	1,605	Stagnant population
T Cold Spring	307	786	730	
T Concord	964	2,074	2,285	Appears to be in line with their thoughts. The town sees their growth limit at 3,500 residents.
T Farmington	550	1,380	1,350	Town takes changes as they come
T Hebron	477	1,110	1,158	Very few changes with not much recent activity
T Ixonia	2,880	4,891	7,145	They will continue to grow, but at a slower pace. Sanitary expansion is a limiting factor.
T Jefferson	1,002	2,194	2,383	Not actively planning for growth – a majority of the population is elderly. 2040 projections are optimistic. Annexation will be a key factor
T Koshkonong	1,832	3,674	4,393	Just approved a residential development of 20 units. Conflicted with growth and land availability. Supportive of steady/natural growth.
T Lake Mills	1,060	2,108	2,502	Seems to be right. Town is controlling growth. All subdivisions must be connected to sanitary service
T Milford	491	1,123	1,180	Welcome growth, but at a limited scale
T Oakland	1,534	3,132	3,338	Overall goal is to grow population in Urban Service Area
T Palmyra	514	1,174	1,200	Town officials want NO GROWTH!
T Sullivan	1,076	2,222	2,445	1 subdivision has gone in since 2010. The protection of farmland has killed growth.
T Sumner	361	806	774	The flood of 2008 had a really big effect on the population. Lots of people are leaving the town. Though seasonal residents are moving into the town permanently.
T Waterloo	431	906	1,070	Plan is being updated now, unsure of updates.
T Watertown	880	1,996	2,127	
V Cambridge	60	104	140	Very little of the population is located in Jefferson County
V Johnson Creek	1,843	3,021	4,439	Believes WDOA methodology is flawed. Kyle believes WDOA methodology doesn't work as well in Villages that are experiencing quicker than average growth.
V Lac La Belle	0	1	0	
V Palmyra	817	1,756	1,915	Numbers are ok. We can't grow, but question the authenticity of projections. How did they look last time? Were they close? https://doa.wi.gov/Pages/LocalGovtsGrants/PopulationEstimates.aspx
V Sullivan	363	658	740	Seems appropriate
C Fort Atkinson	6,284	12,437	13,758	City's Comprehensive Plan includes a 2040 population projection between 12,888 and 15,279.
C Jefferson	3,868	7,989	8,688	Community has changed a lot since last update
C Lake Mills	3,241	6,022	7,280	Seems appropriate
C Waterloo	1,590	3,363	3,666	
C Watertown	7,534	15,378	17,568	

C Whitewater	912	2,812	2,139	The ratio of housing stock is out of line in Whitewater with less than 35 percent owning homes and greater than 65 percent renting. Large amount of housing stock is geared towards student renters
Jefferson Co	41,520	84,579	96,018	

Employment Totals

Jurisdiction	2015 Businesses	2015 Employees	% Share	Comment
T Aztalan	23	62	0.17%	Agree there is little employment in the Town.
T Cold Spring	18	162	0.44%	Supervisor thinks this number is a little low
T Concord	45	255	0.70%	Appears to be in line.
T Farmington	43	159	0.44%	Seems correct
T Hebron	29	64	0.18%	
T Ixonia	147	1,241	3.40%	The number of businesses may be right, but the number of employees seems low. The industrial park is full.
T Jefferson	67	476	1.30%	No issues
T Koshkonong	73	455	1.25%	Numbers seem correct
T Lake Mills	43	185	0.51%	Appears to be in line
T Milford	30	136	0.37%	Appears to be correct
T Oakland	53	239	0.65%	No comment
T Palmyra	28	209	0.57%	
T Sullivan	29	128	0.35%	Many Sullivan residents drive to other Counties for work. The lack of opportunities for growth really hurts job growth.
T Sumner	21	48	0.13%	Appears to be correct
T Waterloo	22	84	0.23%	Plan is being updated now, unsure of updates.
T Watertown	53	218	0.60%	
V Cambridge	4	91	0.25%	
V Johnson Creek	181	2,890	7.91%	The Village has no vacant buildings, and everything is utilized at this time.
V Lac La Belle	1	175	0.48%	
V Palmyra	83	912	2.50%	
V Sullivan	52	259	0.71%	The employee number seems high
C Fort Atkinson	609	9,763	26.71%	
C Jefferson	415	4,971	13.60%	
C Lake Mills	286	2,539	6.95%	Projections seem within reason.
C Waterloo	113	1,985	5.43%	
C Watertown	774	8,523	23.32%	
C Whitewater	10	317	0.87%	
Jefferson Co	3,252	36,546	100%	

Transportation

Theme	Comment	Jurisdiction
ATV/UTV	No ATV/UTV are permitted. Golf carts are allowed	City of Lake Mills
ATV/UTV	Regulations passed in July and ATVs will be allowed on signed routes. Would like to see county also sign some routes (at least to connect town routes).	Town of Concord
ATV/UTV	One route has been identified and signs will be put up. The ATV club handled most of the effort.	Town of Farmington
ATV/UTV	ATVs are only allowed on posted routes – has worked well.	Town of Hebron
ATV/UTV	Have not addressed this issue yet, but would rather see it legally done versus illegally. Businesses are thriving off of ATV use.	Town of Ixonia
ATV/UTV	One town road allows ATVs. There is a lot of pressure for more roadways, but there are concerns with irritation and noise.	Town of Koshkonong
ATV/UTV	Pursuing policy to allow ATVs on all town roads.	Town of Lake Mills
ATV/UTV	ATVs are not currently allowed. Town is working with the ATV club to sign appropriate routes. Club offered to pay for 30% of the signage, but the town isn't willing to spend the money. Town contracts with County for signage	Town of Milford
ATV/UTV	ATV/UTV are not permitted on Town roads	Town of Oakland
ATV/UTV	Use is not allowed on town roads, but is allowed within ROW.	Town of Sumner
ATV/UTVs	ATVs and UTVs are using town roads but they are not allowed to	Town of Aztalan
ATV/UTVs	ATV/UTV use are allowed on Town Roads. Town would like to see ATV/UTV use allowed on County Roads too.	Town of Cold Spring
Bike Routes	There is desire from the City to develop trail to Dorothy Carnes Park	City of Fort Atkinson
Bike Routes	County should be responsible for designating bicycle routes	Town of Oakland
Bike Routes	CTH T is popular for bicyclists and accommodations should be considered here.	Town of Watertown
Bike Routes	The County should consider a bike trail connecting Waterloo to Watertown. There is a lot of TREK traffic.	Town of Watertown
Bridges	The City has identified 13 bridges that need to be redocked.	City of Watertown
Bridges	There is concern of the bridge at CTH E between Jefferson Street and 1 st Street	Village of Palmyra
Budgeting	Always looking at budgeting to figure out ways to save money.	Town of Sullivan
County Highway	Collaborate with County Highway Shop regularly, and it works very well.	Town of Jefferson
County Roads	CTH B needs to be built out, no curb and gutter or storm sewer. There are concerns of site lines at CTH A, the curvy areas of CTH V and CTH B, and a desire for bicycle and pedestrian facilities.	City of Lake Mills
County Roads	Would like to see roundabouts at North Road/STH 16 and River Valley Rd/STH 16. These are the most dangerous intersections in the town.	Town of Ixonia
County Roads	County roads are well maintained and are on a good rotation schedule	Town of Jefferson
County Roads	Highways are in great condition – CTHA is great and is an attraction.	Town of Milford
County Roads	Well maintained	Town of Sullivan
County Roads	Roads are in good shape	Village of Palmyra
Crashes	Speeds are very fast on CTH Q and there have been fatalities. The road is too narrow with a gravel shoulder.	Town of Milford
Expansion	Bypass of US 12 was considered, but became political. There is no room for expansion through the downtown. There is opposition from the town.	City of Fort Atkinson
Funding	Funding for maintenance is a struggle, but the town is better off than others. The County system is good.	Town of Farmington
Funding/Planning	Opportunities should be pursued to assist towns with budgeting for transportation efforts and road planning.	Town of Koshkonong

Intersections	The roundabout at STH 16 and CTH F is nice. Would like to see one at CTH F/CTH E and CTH F/CTH B.	Town of Concord
Interstate	Would like to see I-94 expanded to a 6-lane from Madison to Milwaukee.	Town of Concord
Jurisdictional Transfer	Interest in Harvey Road converting to County Road; roadway volumes highest and heavy semi-traffic	Town of Aztalan
Maintenance	Roundabout maintenance is lacking. Vegetation is too overgrown and these gateways into the City look trashy	City of Watertown
Maintenance	County doesn't mow areas as often as Town does and it can sometimes lead to site issues	Town of Aztalan
Maintenance	County Highways through the Town are well maintained and no issues with bike lanes/complaints from residents who use them	Town of Cold Spring
Maintenance	Maintenance is good and there is a good relationship with County Highway Department.	Town of Concord
Maintenance	Town currently borrows money of overlays and maintenance projects. \$250,000 was borrow this year. Usually \$150,000 is borrowed a year and paid over of a year. Pursue grant funding.	Town of Hebron
Maintenance	Town roads are in bad shape.	Town of Lake Mills
Maintenance	Town roads have maintenance issues. Changing methodology for improvements and working with a contractor.	Town of Milford
Maintenance	County Highways are in great shape and the Town has no complaints	Town of Oakland
Maintenance	Overall CTH Roads A, D, E, P, T, X, and CW are in good shape.	Town of Watertown
Maintenance	Overall, Plowing and maintenance is good and no complaints	Village of Johnson Creek
Mobility Manager	Elderly population has issues getting transportation to appointments. The new mobility manager at the County is an exciting step.	Town of Ixonia
Multimodal	Shared taxi program is used. Excited for the role of the new mobility manager.	City of Fort Atkinson
Multimodal	Bike and pedestrian planning is one area where the County could help local jurisdictions. The City has a safe routes to school plan and inclusion in the comp plan, but greater assistance would be helpful.	City of Fort Atkinson
Multimodal	Focus on multiple modes throughout the community.	City of Waterloo
Multimodal	Bikes currently use CTH B, but people are patient enough. Town roads aren't wide enough for use.	Town of Farmington
Multimodal	Employment could be improved with public transportation options.	Town of Koshkonong
Multimodal	Would like to see bikes on trails, town roads aren't wide enough.	Town of Lake Mills
Multimodal	Transportation options outside of personal vehicles are needed.	Town of Sumner
Operations	City would benefit greatly if on-ramp would be used at CTH A instead of roundabouts.	City of Watertown
Personal Vehicles	What is the future of transportation and personal vehicles. The changes to transportation should be considered. Electric vehicles will likely emerge and charging stations are needed.	Town of Koshkonong
Public Transportation	City support of shared taxi program county wide	City of Fort Atkinson
Public Transportation	Would like to see public transportation throughout County to limit CO ² Emissions	Town of Palmyra
Public Transportation	County Mobility Coordinator should look at connecting Town residents	Town of Palmyra
Public Transportation	No public transportation, no uber, or lyft, and Village doesn't prioritize countywide investment in transportation at this point	Village of Johnson Creek

Public Transportation	Businesses (i.e. Master Mold) are starting shuttle services from bigger urban areas to serve employees	Village of Johnson Creek
Roads	There are no growing pains or areas that are experiencing over capacity or intersection challenges because new development is occurring along new roads	Village of Johnson Creek
Safety/Geometry	Safety concerns with CTH N/N. Tratt Street and Schwager Drive. As well as near Bloomingfield Drive and Foxglove Lane and intersection of W. Starin Road	City of Whitewater
Sidewalks	Hwy 26 and CTH B could use sidewalks. If this were to become reality, a maintenance agreement would be necessary	Village of Johnson Creek
Speed Limits	CTH E towards Pipersville, should have speed limits reduced from 45 mph to 35 mph, because of recent residential development and home for individuals with disabilities	City of Watertown
Speed Limits	CTH B and CTH Q should have speed limits reduced from 55 mph to 45 mph. There have been fatalities at this intersection and four-way stop was not approved by county.	Town of Aztalan
Speed Limits	Enforcement needed on CTH H, CI, E, and Z. Speeders and drivers under the influence	Town of Palmyra
Speed Limits	Would like to see reduced speed limits at CTH CI from 55 mph to 45 mph	Town of Palmyra
State Roads	State highways are in poor condition and aren't slated for improvements until 2023. Capacity is ok on the roadways.	City of Fort Atkinson
Town Roads	Town roads are the biggest issue currently	Town of Farmington
Town Roads	Town uses a private contractor for the roadways. Doesn't collaborate much with the Highway Department	Town of Hebron
Town Roads	Concern with maintenance. The number of bridges is high.	Town of Ixonia
Town Roads	The town has been able to do a decent job with maintenance. They are always looking for additional funding options. There are two full time guys with roadway maintenance	Town of Sullivan
Town Roads	Struggle with maintenance and mowing. Mowing is a big operation and includes 6 cemeteries. Currently have 2 full time staff for road maintenance.	Town of Sullivan
Town Roads	Maintaining the infrastructure at its current level is an issue. They have no long-range plan to improve, just band aids to fix what is broken. They don't receive enough state funding at the local level.	Town of Jefferson
Trails	There is not a good trail head at STH 26	City of Jefferson
Transit	Doesn't see mass transit as an option	Town of Jefferson

Land Use

Theme	Comment	Jurisdiction
Annexation	Not necessarily in support of annexation into cities and villages, but understand that it will happen. Current plans for property annexation into Fort Atkinson for a hospital.	Town of Jefferson
Annexation	Questions regarding annexation process and process for communities to annex into Jefferson County.	Town of Concord
CAFO	Town does not want to see Concentrated Animal Feeding Operation (CAFO) expansion	Town of Palmyra
Density	Overarching goal for the county should be to develop at higher densities around CTV and encourage growth, but not in pop up fashion, rather along transportation corridors	Village of Johnson Creek
Development	Northeast portion of the community will see commercial development	City of Whitewater
Enforcement	Currently working with a Junkyard on Highway 18 that receives a lot of complaints. What is the process for complaints and how can we make the ordinance stricter.	Town of Sullivan
Growth	The I-94 corridor is reserved for development and Village believes they can attract high quality businesses at these locations	Village of Johnson Creek
Growth	Community is experiencing growth in every direction. Growth will follow I-94 and WIS 26 corridors. No vacant land, will need to expand outward.	Village of Johnson Creek
Growth	There is a need for more industrial land within the City	City of Lake Mills
Growth	City is growing to the north, west, and south/southwest. Expanding a 30-acre industrial park on the north side.	City of Jefferson
Growth	The City is landlocked by agricultural land and farmers who do not want to see development	City of Jefferson
Growth	Any growth would occur to the west and north. Forest will not allow for development	Village of Palmyra
Growth	The I-94 corridor is reserved for development and Village believes they can attract high quality businesses at these locations	Village of Johnson Creek
Growth	Growth is occurring in the west and south, and not much infill area left	Village of Cambridge
Growth	The Hamlet of Rome provides opportunity for growth and an increase in tax base. A small portion is on a sanitary district. Capacity for approximately 125 homes.	Town of Sullivan
Growth	Meetings are very quiet, a few zoning items here and there. There are currently 2 CAFOs in the town.	Town of Hebron
Growth	Growth areas around South of STH 16. Agriculture will be maintained north of STH 16.	Town of Ixonia
Growth	The area around I-94 and CTH F isn't developed and they don't want to see it developed.	Town of Concord
Growth	Town growth versus city growth. City growth is defined through an intergovernmental agreement that may expire soon. The agreement provides the town with the tax revenue generated for a short period.	Town of Lake Mills
Growth	There is some room for growth in Shorewood Hills	Town of Lake Mills
Growth	There is a development plan for 140 acres north of Interstate that is going through annexation.	Town of Lake Mills
Growth	The number of A3 lot splits are down as there isn't a lot of property left.	Town of Lake Mills
Growth	There is some development potential in the land area (Olson Road). These are serviced by the CKSD (Town of Fulton and Newville). Surface water management and overland flooding are issues in the area.	Town of Sumner

Growth	Residents are happy with agricultural preservation. They enjoy the sense of place and economy. Survey in the 1990's found that residents wanted to keep rural areas rural and a change isn't perceived.	Town of Koshkonong
Growth	A Walmart was proposed within the town, but it was denied.	Town of Koshkonong
Growth	Town realizes that growth may occur. Want to be aware regional, national and global needs. As the climate changes, we need to have space to grow foods, so agricultural land should be preserved.	Town of Koshkonong
Growth	A land suitability analysis should be used to find what is buildable and then use that to define our population growth.	Town of Koshkonong
Growth	Had a 10-year development agreement that not annexation would be pursued, but the agreement has expired.	Town of Koshkonong
Growth	Take into consideration how our County is different than other parts of the State. We haven't progressed in a negative way.	Town of Koshkonong
Growth	Availability of land for growth is an issue for the City. Subdivision have been approved surrounding the town to limit growth. The City wants to protect interests for growth. 3 mile ETZ is used.	City of Fort Atkinson
Growth	Ag transition zoning has been helpful. Would like to explore ways that the County could be a better resource between Cities/Villages and Towns to facilitate growth discussions.	City of Fort Atkinson
Growth	Land availability is an issue for growth. Currently have one residential subdivision with infrastructure and two greenfield developments.	City of Waterloo
Growth	There are businesses that want to move to the community and need 300 employees. It is not an issue of getting the employees, it is finding the employees housing.	City of Waterloo
Planning	The current plan doesn't have great guidance about where and what we want to grow, and need to add in the County's regulations.	Town of Ixonia
Planning	Would like to see the County treat the towns of a greater size differently. This could provide them with some control and/or responsibility.	Town of Ixonia
Planning	Need assistance with coordination on land use review.	Town of Ixonia
Planning	Likes the check and balance between the town and the county. Desires to remain a rural county versus an industrial county.	Town of Concord
Planning	Current plan is working well. They have a limit of two lot splits, and one additional lot split with the original farmhouse	Town of Lake Mills
Planning	The town's comprehensive plan was coordinated by Steve Grabo. It was updated in 2010.	Town of Koshkonong
Policy	Don't agree with County Clustering, especially with driveway length policy.	Town of Aztalan
Policy	Town follows County Comprehensive Plan. Desire for the town to start a stricter permit process	Town of Cold Spring
Policy	Town is generally stricter than County on land splits. The Town follows a Smart Growth Plan and adheres to the plan in limiting development in agricultural areas of the town. The town allows three buildable sites per parcel. Town desire to be allowed to develop Urban Service Area property in accordance to Town Smart Growth Plan and not have to go through additional steps from the County.	Town of Oakland
Policy	Town does not open new development until 75 percent capacity. Town is currently at 85 percent.	Town of Oakland
Policy	County plan should give greater freedom and more flexibility to those Towns which have larger residential populations. The concept of limiting growth to municipalities is not always in the best interest of the residents and needs to be reassessed in the County process.	Town of Oakland

Resiliency	Consider climate change into long range planning efforts – changing weather, migrating populations, impacts to climate change	Town of Koshkonong
Water	<ul style="list-style-type: none"> Don't forget about water issues – especially ground water. We need to make sure it is protected. 	Town of Koshkonong
Zoning	Town does not want lot restrictions (non-conforming lots) and would like to make own plan if county plan does not work for them.	Town of Aztalan
Zoning	Town is considering opting out of County Zoning	Town of Aztalan
Zoning	Town would like to see more restrictive zoning for new lots and more restrictive at the County level. Preserving land by limiting development should be the way the County moves forward.	Town of Palmyra
Zoning	Town would like better A-2 regulations. Building berms, trees, screening buffer, and encouraging A-2 zones in preferred areas	Town of Watertown
Zoning	Property owners are confused about the procedures for development review. It would be helpful to have a process laid out for them.	Town of Milford
Zoning	The language in the zoning code needs to be improved. The existing language is very vague and there are multiple sections that can apply to one issue. Specific examples were provided of areas that were interpreted differently. Want to ensure that our code guides the County to its desired future – don't want to become Waukesha County.	Town of Milford
Zoning	Flexibility in the zoning ordinance is desired.	Town of Farmington
Zoning	Explore tools for city/village growth areas.	City of Fort Atkinson
Zoning	Maybe looking for additional assistance from the County.	Village of Sullivan
Zoning/ Planning	<p>Walt's desires for future planning/ordinance changes:</p> <ul style="list-style-type: none"> Restricting buildings on top of hills The development of a outdoor lighting ordinance (Town of Koshkonong adopted an ordinance), though it is hard to enforce <p>The development of an ordinance that preserves the character and natural view.</p>	Town of Koshkonong

Community Facilities and Utilities

Theme	Comment	Jurisdiction
Drones	Drones have come up as a privacy issue – there need to be some regulations.	Town of Jefferson
Education	There is a referendum for improvements to the HS. Former building location could turn commercial in the future.	Village of Johnson Creek
EMS	County should take initiative and leadership role on EMS system	Village of Johnson Creek
Facilities	Village would like better access to/for Ice Age Trail from Park and parking lot near lake.	Village of Palmyra
Facility	There is a desire for local pharmacy/grocery store.	Village of Johnson Creek
Infrastructure	Focus infrastructure in Jefferson and spread resources through all of Jefferson County.	Village of Johnson Creek
Infrastructure	City interested in combining heat/power at ethanol plant and interested in opportunities to utilize power from the dam	City of Jefferson
Infrastructure	City fire district serves Towns of Koshkonong, Hebron, Jefferson, Oakland, and Sumner. No gaps in the system and response times are very good. Countywide EMS is supported by the City.	City of Fort Atkinson
Sanitary Sewer	Currently in the property acquisition phase, but upgraded system will be up and running no later than 2023. It is planned to be 25% over capacity to expand below that. They are currently not in compliance with the DNR due to the amount of phosphorus.	Town of Ixonia
Septic	Well and septic permitting through County is good. They do a great job with record keeping and maintenance.	Town of Jefferson
Sewer	Current plans are to join with the town for sewer service under financial interest. This is at a big expense for Village residents, but it is the best option for continuing to provide service.	Village of Sullivan
Solar	Town officials in large support of solar farms	Town of Palmyra
Solar	Currently have one farm with a 150 MW facility. Still unsure of impacts as a majority is still unknown. The current lease on the property is for 4 years, but it will take 24 months before it is up and running. Questions have com up about what will happen to the land after the solar had run its life.	Town of Jefferson
Solar	The town’s plan doesn’t address green energy at an industrial level. Ranger Power/Badger State has been great to work with as they pursue the farm. They held meetings to chat through concerns and questions.	Town of Jefferson
Solar	Haven’t experienced an green infrastructure requests	Town of Sullivan
Solar	Property owners on the western portions of the town have expressed interest in solar and a handful have signed agreements.	Town of Ixonia
Solar	Concerns with the aesthetics. Don’t want to see productive land turned into solar farms.	Town of Ixonia
Solar	There has been positive feedback in the town, but now applications have been received.	Town of Koshkonong
Solar	There are no solar farms in the town yet, but people have been approached. There are a few questions about the use, particularly aesthetics	Town of Farmington
Technology	There are numerous internet and broadband complaints. Wi-Fi and cell coverage is spotty and has several dead spots. New broadband tower by motor cycle track land wasn’t going to be helpful and the town still is not covered	Town of Aztalan
Technology	Cell phone reception has improved as the town officials recently worked with broadband providers	Town of Cold Spring
Technology	Town believes telecommuting is an important consideration. Wi-Fi and internet coverage is spotty and needs to be improved.	Town of Oakland

Technology	There is a huge “black hole” in the middle of the city for dependable Wi-Fi, Internet, and cell phone coverage	City of Lake Mills
Technology	Adequate Wi-Fi, internet and cell phone coverage	Village of Palmyra
Technology	Speeds and coverage areas of Wi-Fi, internet, and cell phone are spotty.	City of Whitewater
Technology	There are new farming innovations that depended on broadband that can’t be used. Right now Jefferson County can’t complete in some industries due to the lack of broadband.	Town of Jefferson
Technology	Century Tel provides all service in the area.	Town of Sullivan
Technology	Lacking services. New AT&T is going up.	Town of Hebron
Technology	There is access in the town, but it could always be better.	Town of Concord
Technology	Service is better than some other areas.	Town of Lake Mills
Technology	Not necessarily a big priority for the town.	Town of Milford
Technology	There is access throughout the town, but the issue is the cost. Charter is the main provider	Town of Koshkonong
Technology	There is a need for expanded technology throughout the town. Some areas are better than others.	Town of Farmington
Utilities	Utilities are set up in the north and west to help with expansion	City of Jefferson
Utilities	No planned sewer or water extensions or utilities	Village of Palmyra
Utilities	Joint Sewer District with Town of Oakland	Village of Cambridge
Utilities	City infrastructure is not meeting needs. Sewer/water has 1,900 watermains that are old and need to be replaced. Storm sewer is not sufficient, and it would cost \$24 million to fix.	City of Watertown
Utilities	Sanitary is currently provided by Oconomowoc, but will transition as new facility is constructed. One subdivision is currently provided water service (1,000 homes).	Town of Ixonia
Utilities	Sanitary district does not extend north of the Interstate. There are no plans (or desire) to extend sewer district to northern town border. Town is respectful of environmental corridors.	Town of Lake Mills
Utilities	Well and septic permitting with the County is good.	Town of Milford
Utilities	Power outages have been an issue recently. People are purchasing whole house surge protectors.	Town of Sumner
Utilities	The provision of utilities are an issue for the community and meeting standards.	City of Waterloo
Utility	Areas to the south and east of the City will need expanded utilities	City of Lake Mills
Water	There is no municipal water, all development is on wells.	Village of Sullivan

Natural and Cultural Resources

Theme	Comment	Jurisdiction
Outdoor Recreation/Tourism	Desire to promote tourism and outdoor recreation with proximity to rivers	City of Jefferson
Parks	Adequate number of parks located within town boundaries	Town of Cold Spring
Parks/Maintenance	Town would like better County support for parks, and restore wetlands in environmentally sensitive areas	Town of Palmyra
Parks/Maintenance	City is short staffed for maintaining parks, and a maintenance scheduled from the County would be helpful	City of Watertown
Renewable Energy	A hot button issue for the City is to promote renewable energy and green energy	City of Jefferson
Stormwater Management	City is looking to take advantage of credits for Stormwater Adaptive Management	City of Watertown
Town Roads	No new parks and/or trails in Johnson Creek, however; County should be involved with Rock River environmental corridor and improve bicycle connections/stops.	Village of Johnson Creek
Trail Connections	Village working with Dane County on connection from Cam Rock Trails to Glacial Drumlin Trail	Village of Cambridge

Agricultural Resources/Preservation

Theme	Comment	Jurisdiction
Agricultural Development	Encourage growth in areas that make sense (i.e. along highway corridors and higher traffic areas). Preserve rural areas and farmland.	Village of Johnson Creek
Agricultural Practice	The spreading of manure is changing. The equipment that they are using is getting bigger, putting strains on transportation. They are also beginning to pipe the manure to the field (crossing roads and creeks). There are no state, county or local requirements for these requirements.	Town of Jefferson
Agricultural Practice	There have been recent complaints from chemical spraying and concerns of the impacts to residential areas	Town of Jefferson
Agricultural Practice	Farms and consolidating and getting bigger.	Town of Hebron
Agricultural Practice	Town is home to 2 CAFOs. The handling of manure is changing. Everything is now being hosed. State law allows for the use of road right-of-way for the hose. Some systems are 4 miles long.	Town of Hebron
Agricultural Practice	The practice of spreading human waste as a fertilizer in the fields has community members concerned.	Town of Sumner
Agricultural Practice	Hasn't experienced people buying farms and expanding their practice, but people are buying the land for residential development.	Town of Sumner
CAFO	There are concerns with CAFOs in the town regarding smell, water contamination, traffic, manure pits (land needed for manure spreading)	Town of Ixonia
CAFO	Day Break Foods (chicken farm) is under construction and people are concerned with the smell, noise and feathers	Town of Lake Mills
CAFO	There is 1 dairy farm in town and a couple of beef farms. Most agriculture is crops.	Town of Farmington
Innovative Agriculture	Plan should recognize new forms of agriculture as acceptable uses (i.e. Solar, Wind, Aquaponics) and provide clear definitions of these.	Town of Oakland
Innovative Agriculture	Town going in on a one-acre hydro farm and has been approached for a 25-year contract for an additional solar farm.	Town of Oakland
Innovative Agriculture	Town in favor of solar farm between Concord and Watertown	Town of Watertown
Preservation	County zoning is working well for the Town. Farmland preservation policy is well received.	Town of Hebron
Preservation	Believe that residents want to maintain the rural atmosphere.	Town of Concord
Sustainable Agriculture	Town would like to see more sustainable agriculture. This includes more training for municipal and county staff on sustainability best practices as well as greater participation from the Land and Water Conservation District	Town of Palmyra

Housing

Theme	Comment	Jurisdiction
Multifamily	There are more apartments and condo projects planned for the future. Community members are afraid in some cases about who may occupy these units.	Village of Johnson Creek
Affordable housing	Need to consider subsidized housing for a very low income.	Town of Ixonia
Affordable Housing	Considerations should be made for lower income housing	Town of Koshkonong
Cluster	Goal for the Town is to cluster new development within existing residential areas	Town of Watertown
Development	House splits in agricultural areas are very population.	Town of Koshkonong
Farmsteads	When a farm is sold the farmstead is sold separately and sectioned off for a new owner. However, there are lots of family farms that are being passed down.	Town of Jefferson
Farmsteads	There are desires to build additional homes on farms to provide housing for family members, but prime farm regulations prohibit.	Town of Sullivan
Farmsteads	Farmsteads are split off for residential use. There are limited vacancies.	Town of Hebron
Group Homes	Group homes are allowed without a CUP with 6 or less individuals live on the property. This causes issues with emergency services and is taking on their service. Ambulances are called at least once per month.	Town of Ixonia
Housing Market	Market is doing well. Relators say that house sell as soon as they are on the market.	Town of Farmington
Housing type	Looking for a mix of housing types – both single and multi family.	City of Waterloo
Housing Types	No apartments are located in town. Most residents age in place, there are some assisted living and rehab facilities located in town.	Town of Cold Spring
Housing Types	There is a “definite” need for senior and workforce housing in the City of Lake Mills. There is land identified in the south part of the City for this. There also is not enough appropriate housing for middle class.	City of Lake Mills
Housing Types	Decent stock of Senior Housing, area two blocks south of downtown. Concern from some residents for the apartment condition and number of residents in some of the apartments (extended family/friends) along WIS 59.	Village of Palmyra
Housing Types	More housing of all types and for all age demographics is needed in the City. Deal with Bethesda for new residential development. Senior housing is growing every year.	City of Watertown
Housing Types	The ratio of housing stock is out of line in Whitewater with less than 35 percent owning homes and greater than 65 percent renting. Large amount of housing stock is geared towards student renters	City of Whitewater
Maintenance	Maintenance of the existing housing stock will always be an issue.	Town of Hebron
Maintenance	Housing maintenance and enforcement is an issue in some areas. Example of an existing mobile home park that has been a challenge from a maintenance perspective.	Town of Concord
Maintenance	Housing in hamlets (London and Crowvile) can be poor. Enforcement is an issue, but the county was very helpful a few years ago. Would be nice to see the salvage ordinance more restrictive.	Town of Lake Mills
Maintenance	Maintenance of the existing housing stock is an issue – hoarding, run own, running a business from property, etc.	Town of Sumner
Market	The City is in need of 200+ units. Multifamily and single family are in demand	City of Fort Atkinson
Market	Housing market is strong, things don’t stay on the market long and stock is generally less expensive than housing to the east in Waukesha County.	Town of Ixonia

Market	The housing market is good, with limited vacancies.	Town of Lake Mills
Market	Housing doesn't sit vacant for long.	Town of Koshkonong
Market	There is an need for more housing within the community.	City of Waterloo
Market	People find what they need for housing. 20 single family lots are available.	Village of Sullivan
Multifamily	Town does have some condos and apartments. They are seeing older farmhouses converted to duplexes.	Town of Ixonia
Multifamily	According to the city's housing assessment, 200 new multifamily units are needed to meet the demand.	City of Fort Atkinson
Senior Housing	"The View" a 56 private pay senior living facility is coming in. This will fulfill transitional senior living.	Village of Johnson Creek
Senior Housing	There is desire for different (phased) levels of Senior Housing so residents can age in place and have housing stock that meets the needs of everyone	Village of Cambridge
Senior Housing	There is a shortage of rehab/senior housing in the county, especially near the Town of Palmyra	Town of Palmyra
Senior Housing	There is not much Senior Housing available in the Town. Most residents end up moving to the City. Is there a better way to develop existing dwellings to accommodate senior living through single family or multifamily options?	Town of Watertown
Senior Housing	There is a need for more senior housing. Additionally, the senior streak doesn't come into Ixonia.	Town of Ixonia
Shortage	There is a shortage of housing of all types within the City. City is promoting multi-family and there is a project underway to create 36 apartments.	City of Jefferson
Single Family	Focus on single family housing on larger lots in the western edge of Village	Village of Johnson Creek
Single Family	Very few newer single-family homes to direct people to. Trotter's Lane has a few	Village of Palmyra
Single Family	The draft assessment also identifies the need for more single family lots.	City of Fort Atkinson
Stock	Mixed bag of existing stock. Includes properties that need maintenance help. Working with county to assist with this.	Town of Sullivan
Stock	Town has a wide range of options – Mansions to shacks	Town of Milford
Studies	City of Whitewater would like to do a data driven Housing Study to document needs and define goals, objectives, policies for housing.	City of Whitewater
Studies	No long range planning related to housing. Biggest changes are related to the maintenance of homes.	Town of Jefferson

Economic Development

Theme	Comment	Jurisdiction
Airports	Would like to see the County update local airports to support economic development.	City of Fort Atkinson
Assistance	The City is looking for more help from the County regarding Economic Development. The City is having trouble attracting developers. They are working with Victoria at the County and she has been a great resource for larger business retention. However, fundamental needs are not being met.	City of Watertown
Businesses	Milford Hills is an attraction in the town, causing lots of event traffic. They are currently growing.	Town of Milford
Development	City has a diversified economic base with Valero, Nestle, Generac and other mid-size employers. Not many vacant buildings	City of Jefferson
Development	Town officials do not want to see new land for new businesses to come in	Town of Palmyra
Development	Ethanol plant is the biggest concern. Aging farmers not wanting to sell land is also a concern.	Town of Aztalan
Employment	We need to have a great focus on the creation of jobs. There are areas that have good manufacturing and industrial parks.	Town of Sullivan
Employment	A lot of "help wanted" signs for businesses throughout community. There is concern that the population cannot support business and will need to attract regional employees – maybe higher paying jobs to make travelling to Johnson Creek for work worth it.	Village of Johnson Creek
Opportunities	TIF District 6 closing and decent opportunity after 2021-2022	City of Whitewater
Opportunities	Forming TID #7. This will be located on the north side of I-94. Once this get established, the City should see strong growth. City will also expand to the south and east.	City of Lake Mills
Opportunities	There is an area at Main Street and Sandy Beach Road that is a prime area for business development. This area is likely for substantial redevelopment in the next 5-10 years. There is also an area that has been recently annexed in the City and a desire to redevelop mobile home park on Sandy Beach Road.	City of Lake Mills
Opportunities	City is pro-growth, pro-expansion, pro-business. Would like to attract younger families as the roots of Jefferson are very "blue collar"	City of Jefferson
Strategies	The Village recently removed angle parking in the downtown area which is a problem to some residents	Village of Palmyra

Intergovernmental Cooperation

Theme	Comment	Jurisdiction
Agreements	No intergovernmental agreements are in place although they tried to establish with the City of Watertown years ago.	Town of Watertown
Agreement	The Town of Oakland and the Village of Cambridge have an existing Intergovernmental agreement that creates a Joint Planning Committee	Town of Oakland
Agreement	Boundary agreement with Town of Lake Mills that will go into effect in 2022.	City of Lake Mills
Agreement	City would like to prioritize agreement with Town of Watertown	City of Watertown
Agreements	No Intergovernmental Agreements are in place.	Town of Watertown
Annexation	Town concerned that areas that received federal and state grants for urban housing will be annexed in the future by Lake Mills	Town of Aztalan
Annexation	City of Whitewater may be looking to annex to the northwest into Cold Springs. Would like to see county encourage growth to go upwards not outward	Town of Cold Springs
Annexation	Not looking to annex property, except for area near wastewater treatment plant to expand sewer and water services	City of Watertown
Assistance	Village working on TIF with Ben	Village of Johnson Creek
Assistance	The County should facilitate larger discussions between Cities, Villages, and Towns and just have more Planning and Planning Staff involvement	City of Fort Atkinson
Assistance	City would be in favor of holding a bi-annual County Symposium to discuss relevant issues facing the communities and ways in which the County could help	City of Fort Atkinson
Disagreement	There is hostility between the Town and the Village regarding the airport property.	Village of Palmyra
Emergency Management	County Emergency Management is a great resource	Town of Jefferson
EMS	Ixonia covers area to I-94. Sullivan/Western Lakes provides EMS service. A premium is paid for 2 4hour ambulance, but had issues where services wasn't fast enough.	Town of Concord
EMS	Would like to see a county wide EMS provider.	City of Fort Atkinson
Fire	Sustain services for City and surrounding townships including shared fire and EMS duties. There is already an issue with response times in some areas of the City.	City of Watertown
Fire	Would like to see EMS and Fire be more centralized. Three districts currently provide service, and this is a challenge.	Town of Jefferson
Fire	Town has its own fire district, but is currently making payments on two fire trucks. EMS service is hired through Western Lakes. Would like analysis of what is most effective. Department is all volunteer	Town of Sullivan
Fire	Three districts serve the town (Fort, Jefferson and Rome). The costs are what they are – we need them, they don't need us	Town of Hebron
Fire	Watertown, Concord and Ixonia service. All volunteer fire and ems.	Town of Ixonia
Fire	Service provided by Ixonia and Sullivan. Sullivan is having trouble getting volunteer and providing adequate responses. There aren't many building fires. Many responses along I-94, and Oconomowoc provides the quickest response	Town of Concord
Fire	Fire is provided by Lake Mills and Cambridge. EMS was a struggle from a service time (particularly with senior living facilities).	Town of Lake Mills
Fire	Covered by three districts (Watertown, Lake Mills, Johnson Creek)	Town of Milford
Fire	Fire protection provided by Fort Atkinson and Edgerton. The prices have increased and the agreements have become an issue. Districts are asking for more than the Town can provide.	Town of Sumner

Fire	Fire protection is provided by Milton, Fort ad Whitewater. The town is signing a new 10 year agreement with Fort Atkinson.	Town of Koshkonong
Fire	Fire service provided by Johnson Cree, Helenville, and Jefferson . Relationships are ok, but Johnson Creek is costly in some regards.	Town of Farmington
Fire	City's fire service extends into Koshkonong, Hebron, Jefferson, Oakland and Sumner. Agreement are being signed and the ISO rating was just increased.	City of Fort Atkinson
Fire	Fire district extends into six adjacent towns. There is a desire for more fulltime staff (currently 7 full time employees)	City of Waterloo
Fire	Finding it hard to find volunteer fire fighters. Funding of the department is also challenging. Service extends into the Town of Concord.	Village of Sullivan
Fire	The Town of Oakland provides 50 percent funding to the Cambridge Fire Department and the Town maintains a part-time police department.	Town of Oakland
Fire	City is in favor of shared services for fire/EMS/rideshare.	City of Lake Mills
Fire	Fire/EMS/Police serve the Town of Palmyra too. Doing a good job with response times despite being under staffed.	Village of Palmyra
Fire	Village supports a countywide 911 system and a "bulk buy" where County charges municipalities accordingly	Village of Palmyra
Fire	Fire Commission crosses county lines, but firefighters still volunteer. EMS have transitioned from 4 volunteer to pay, which is a large financial burden on the Village. The Village contracts with Dane County for police services.	Village of Cambridge
Fire/EMS	City is very much understaffed when it comes to fire and EMS service.	City of Lake Mills
Opportunity	Opportunity for intergovernmental cooperation along four acres of water front at City/County highway shop. Maybe a park?	City of Jefferson
Opportunity	The Village needs a good partnership and assistance from the county to stay competitive. School choice and a failed referendum is a huge issue	Village of Palmyra
Police	Sheriff does a great job and would like to see this model used for fire protection.	Town of Jefferson
Police	Sheriff service works well, through response times can be drawn out.	Town of Sullivan
Police	Sheriff Department has a good relationship with town.	Town of Hebron
Police	Sheriff covers the town, but service can be spotty (thought it is getting better).	Town of Ixonia
Police	Town Police Department provides police service and lake patrol for 2/3 of the lake shore. Department has 5 to 6 officers that also get assistance from the Sheriff's department	Town of Lake Mills.
Police	Sheriff's department provides policing in the Village. However, they feel like there is no presence.	Village of Sullivan
Shared Services	Interested in opportunities for shared service as it is too expensive to have individual departments.	Town of Sullivan

Parks and Recreation

Theme	Comment	Jurisdiction
Park	Mush-ko-se-day Park in the town is a great park, #1 stewardship park.	Town of Koshkonong
Parks	County does a good job maintaining the system.	Town of Jefferson
Parks	No County parks, but town parks and well maintained	Town of Sullivan
Parks	The town manages three parks. New subdivisions should also have parks.	Town of Ixonia
Parks	Maintenance issues with current town parks, not looking for additional town park facilities. The County facilities in the area are nice.	Town of Lake Mills
Parks	Not a big need – everyone lives on a park.	Town of Milford
Parks	Existing town parks are great. Town not willing to take over North Shores as it is too much maintenance for the town to handle.	Town of Sumner
Parks	Supports greater involvement and promotion of the County’s park systems. Would like to see an understanding of the service areas.	City of Fort Atkinson
Planning	The City does not complete a separate CORP, everything is included within the Comp Plan.	City of Fort Atkinson
Recreation	Kushman Bridge is used for canoeing, kayaking, and fishing along the river.	Town of Hebron
Recreation	Bark River is used for camping, but public access is limited.	Town of Hebron
Recreation	Would like to see more dog parks.	Town of Ixonia
Recreation	Would like to see more winter recreation options – trails for cross country, sledding hills, etc.	Town of Ixonia
Recreation	Glacial Heritage Trail and the Rock River Trail and used for water recreation. Canoe rental is available in the city and is growing in popularity.	City of Fort Atkinson
Staff	Looking for park staff.	City of Waterloo
Trail	Would like to have county maintain the trailhead in town.	City of Waterloo
Trails	Existing bike trail does get used.	Town of Sullivan
Trails	Bike trail is well used and there is a good system overall.	Town of Jefferson
Trails	There is some disagreement about trails from adjacent property owners (privacy, digging up trees, litter, restrooms). Generally, the public is excited about the trail, but there is desire for more communication.	Town of Ixonia
Trails	Glacial Drumlin Trail is heavily used. There is a lot of use in the town for special events (e.g., Ragnar), which includes 5 to 6 events a summer. There is a special event ordinance.	Town of Lake Mills
Trails	Bike trails and state designated bike routes should be highlighted.	Town of Koshkonong
Trails	Looking for better connections to Jefferson and Whitewater. Many Fort Atkinson residents have ties to the University.	City of Fort Atkinson

*The Town of Oakland provided two-pages of comment prior to the meeting titled “Town of Oakland Issues for the Jefferson County Comprehensive Plan and Agricultural Preservation and Land Use Plan.” The comments are provided as an attachment to this summary.

Town of Oakland Issues for the Jefferson County Comprehensive Plan and Agricultural Preservation and Land Use Plan.

1. The Town of Oakland wants Section 1 of the Recommended Detailed Urban Service Polices on page 106 of the Agricultural Preservation and Land Use Plan deleted. Land within the Urban Service area should not be designated for Agricultural Preservation. These are lands which are contemplated for future development; otherwise they would not have been placed in the Urban Service area. Designating land in the Urban Service Area as Agricultural Preservation adds uncertainty and complication to the process of developing the land. The idea that the restriction can be removed only if step a, step b, step c and so on are completed properly complicates matter. A property owner who works with their local Town or governing body seeking to develop housing should not have the uncertainty of having to go through a lengthy process to get the Agricultural Preservation removed, only to find out that some issue or technicality will stop the process.
2. The Town of Oakland also believes that in the Urban Service Area Amendment Procedures that the opening sentence should add the word Town, after central municipality and before and/or sanitary district... Further section 1 should be amended to add Towns to entities which may request an amendment to the Urban Service Area.
3. The Town of Oakland is one of the most populous Towns in the County and has both a vibrant agricultural population and a large permanent and seasonal community surrounding Lake Ripley.
4. The Town has a comprehensive land use plan (Smart Growth Plan) which protects the agricultural area with limited development. The Town has been very stringent in adhering to the Smart Growth plan and limiting development in the agricultural areas of the Town. The Town in its Smart Growth plan is more restrictive than the County in the number of splits allowed on agricultural parcels. Further the Town allows for additional growth and development in accordance with its Smart Grow Plan in the Urban Service area. The Town needs to be allowed to develop their Urban Service Area property in accordance with Town's Smart Growth Plan. The County should not place additional steps in this process.
5. The Town maintains an active planning committee which follows the Smart Growth plan very carefully in their review of the requests they receive. The committee provides recommendations to the Town Board which they best believe is in accordance with the Town's Smart Growth plan
6. With the demands and challenges being placed on the Town by the residents of the Urban Service in regards to Police/Fire/EMS and other typical municipal services, development of property is important to be able to fund these services. At the same time as more services are being requested by the residents we see a growing aversion to move from the rural Town setting into the boundaries of a City or Village.
7. The Town of Oakland with its Lake Ripley residential area in the Urban Service area is different from many other Town areas in the County.

- a. The full-time population of the Lake Ripley community in the Town of Oakland is equal to or greater than the adjacent Village of Cambridge. The seasonal population during the vacation and holiday seasons more than doubles the population of Cambridge.
 - b. The adjacent Village of Cambridge is primarily in the County of Dane.
 - c. The Village of Cambridge has and is pursuing development and additions to their Village in Dane County.
 - d. The Town of Oakland and The Village of Cambridge have an existing Intergovernmental agreement that creates a Joint Planning Committee
 - e. This agreement restricts the area in the Town of Oakland which the Village can develop and draws boundaries which give greater responsibility to the Town of Oakland for the development of property in the Urban Service Area.
 - f. The Town of Oakland provides 50% of the funding for the Cambridge Volunteer Fire Department and the Cambridge EMS Department along with funding similar services from Fort Atkinson and Jefferson for portions of the Agricultural area. Additionally, the Town maintains part-time Police department that along with performing normal Police activities, provides a water patrol on Lake Ripley during the busy summer season.
 - g. The Town of Oakland has three recreational venues located in the Town. There is a Country Club with dining and bar, a bowling alley with dining and a bar and the Lake Ripley Park which provides lake access and recreational facilities for an entry fee. The Town also provides a free Lake access and pier on the north side of the lake and boat launch and pier on the east end of the lake. Finally, in the Town are one Family Restaurant and six more Eating/Drinking establishments.
 - h. The Town has 3 Trailer Parks, a Lake Management District and a Sanitary Sewer district.
8. We believe that the County Plan needs to give greater freedom and more flexibility to those Towns like the Town of Oakland which have larger cohesive residential population. The concept of limiting growth to municipalities is not always in the best interest of the residents and needs to be reassessed in the County's planning process.

Other Concerns:

Traffic and road improvements – Seek input from the Towns on which roads need improvement or expanded capacity. Plans that minimize disruptions to the business community and plans that prevent land locking a community (Lake Mills summer of 2019 comes to mind)

Will the plan have the adaptability to recognize new forms of Agriculture as acceptable uses in the Ag area. Solar, wind, Aquaponics – Others?????

For further information contact:

Gene Kapsner, Chair Town of Oakland: email Chair@Oaklandtown.com

Or

Ted Vratny, Supervisor Town of Oakland: email Supervisortv@Oaklandtown.com

Jefferson County – Comprehensive Plan and Agricultural Preservation and Land Use Plan
Regional Meetings #1-4 – Meeting Summaries
June – July 2019



Jefferson County staff and the consultant team conducted four Regional Meetings to present initial findings and share data collection efforts for the Comprehensive Plan and Agricultural Preservation and Land Use Plan. Staff hosted four events throughout the County between the hours of 6-8 pm which allowed residents and attendees a chance to understand the project goals and provide an opportunity to provide feedback regarding the Jefferson County Comprehensive Plan Update. The meeting dates, locations, and number of attendees are listed below:

- Regional Meeting #1, Monday, June 24th at the Bank of Lake Mills Community Room in the City of Watertown. There were 13 attendees who signed in.
- Regional Meeting #2, Wednesday, June 26th at Palmyra Eagle High School, Village of Palmyra. There were 12 attendees who signed in.
- Regional Meeting #3, Wednesday, July 10th at the Dwight Foster Memorial Library, City of Fort Atkinson. There were 23 attendees who signed in.
- Regional Meeting #4, Thursday, July 11th at the Lake Mills Municipal Building, City of Lake Mills. There were 38 attendees who signed in.

The agenda at the Regional Meetings covered:

- Purpose, reason for updating, and overall goals of the Comprehensive Plan and Agricultural Perseveration and Land Use Plan
- Planning process overview
- Plan elements and chapters of the plans
- Existing conditions information, including demographics, population projections, and socio-economic indicators
- Engagement exercises and five exhibit board on display for attendees

Plan Purpose, Process & Elements

The regional engagement meetings began with introductions and a power point presentation by SRF staff. SRF staff explained the basics of what a comprehensive plan is and highlighted the importance of community involvement in developing the Comprehensive Plan and Agricultural Preservation and Land Use Plan for Jefferson County. The presentation outlined past and current planning efforts, explaining Wisconsin State Statutes requirements that the plans must:

- Be updated every ten years
- Create at least a twenty-year vision for future planning and community decisions
- address at least nine elements (shown in graphic below)

Demographic and Socio-Economic Data

Socio-economic data slides including historic population, population change, population density, population age-cohorts, senior and youth population, median household income, poverty status, employment density, employment characteristics, housing trends, and 2040 projections including number of households and employment were presented. Attendees were encouraged to ask questions during the presentation on the data trends. Some attendees were surprised to see the population projections for 2040, but they are partially conditional on the outcomes of this plan.

Engagement Exercises

Following the introduction of the planning process and the demographic data, all four regional meetings broke into groups of 4-8 attendees for engagement exercises. At all four meetings, the initial exercise asked attendees to list the strengths and challenges in the county. Based on the discussion and responses in the first exercise, a second exercise focused on one of the nine elements of the plan. Following this 45-minute discussion, responses for each table were reported out to all attendees.

Strengths and Challenges Exercise

Meeting attendees were prompted to work in groups of 4-8 individuals and discuss various topics within the County. Each group was given one large notepad and attendees were asked to record strengths and opportunities/challenges facing the County over the next twenty years. The strengths focused on why attendees enjoyed living in the county, while the challenges included nuisances the county could address and opportunities for improvement.

Engagement Exercises – Provide your input!

Strengths

- What is going well?
- What elements can we build upon?
- What would you like to see more of?

Opportunities/Challenges

- What are areas of improvement?
- What could be changed to improve the future of Jefferson County?



The top responses for strengths and opportunities/challenges are shown in the table below, indicating the number of tables mentioning each attribute at all four meetings combined. Attendees enjoy the recreational trails and outdoor activities in the county, the beauty of the natural and agricultural lands, and access to good schools. However, housing is a concern for many. This includes the lack of affordable housing and downtown/infill development, as well as a concern of too many rural areas being converted into subdivisions. Attendees also raised economic concerns on good paying jobs and access to high speed internet.

Strengths	Opportunities/Challenges
Recreational Trails and Outdoor Activities – 13	Housing Shortage/Too Expensive – 5
Natural Beauty – Agricultural Lands – 8	Lack of downtown development/economic development - 3
Good Schools – 7	Recreation – 3
Proximity to Large Cities – 4	Broadband – 3
Strong Sense of Community – 4	Loss of Good Paying Jobs – 3
Access to Good Healthcare – 4	Fire Department/Emergency Response Funding – 3
Rural Character – 4	Town Roads (Bad) -3
Efficient Road Ways and Transportation – 3	Expensive Farm Land/Decreasing Farm Land – 3
Zoning Protection of Greenery/Natural Areas - 3	Lack of collaboration of Government – 3
Protection of clean water and air – 2	Use of Rivers (Increase Development) – 2
Sense of Safety – 2	Septic Services – 2
Small Town Identity – 2	Public transportation across county – 2
Park and Rec Department – 2	Bad Roads – 2
Proximity to Retail/Jobs and Economic Strength– 2	Lack of farmland development - 2
Recreational Businesses	Building stock opportunities for reuse
Low Taxes	Mix of agriculture and urban development
Limited Zoning and Land Preservation	Cell service
Growth form Community Out	Renewable Energy
Historic Preservation	Lack of Young People
Access to Nice Lakes	Financing
Local Government Cooperation	Zoning – Build Tax Base
County Fair	Community Health
Lake Mills is Nice	Opening rural areas for development (Bad)
Libraries	Too much commercial development
Family Centered Community	Threat of Flood Plain

Plan Element Exercises

Depending on the prevailing conversation topics in the previous discussion, a second engagement exercise focused on one of the nine elements of the plan. In Watertown, the discussion focused on Transportation, while in Palmyra it covered Transportation and Land Use. The discussions in Fort Atkinson and Lake Mills focused on Transportation, Housing and Land Use but covered all nine elements more broadly, such as economic development and community facilities.

Transportation

Attendees were asked to consider the following questions: Are Roadways in Good Condition? Are there Safety Issues? Is there Concern Regarding Maintenance or Snow Removal Issues? Are there Needed Connections? Attendees were encouraged to add stickers to a map of the county’s road and trail system to note specific locations for future improvements. General transportation themes included:

Transit Connections – Access to Health Care, Shopping	Snowmobile Trails	River connections and crossings/ Closures due to Flooding	ATVs on Roads
State of Good Repair (or lack thereof)	Roundabouts (good and bad)	Lack of Speed Enforcement	Bicycle Safety
Mobility Management	Taxi Access	Interstate Growth Areas	Bike Trail Expansion

Housing

To facilitate input, attendees were asked to consider the following questions: What changes are needed to create a housing stock that meets the needs of Jefferson County Residents? Where should the County spend its time and resources? What types of housing are needed for future residents? And, what is the greatest need for the future housing stock? Attendees could fill out a worksheet to indicate what the county should prioritize. Attendees preferred to see the county support senior housing development and affordable housing development. General housing themes discussed during the meetings included:

Workforce Housing	Rural Subdivisions (good and bad)	Affordable Housing	Infill Development
Empty farmsteads	Restricting Lot Splitting	Preserve Sense of Community	Need for Senior Housing
Allowing Accessory Dwelling Units and Duplexes	Opportunities for Rental Housing	Need for Multi-generational Housing	

Land Use

Attendees offered their views on the following topics related to Land Use: Where are Areas to be Protected? What are Areas of Change? What Areas Present Opportunity? And, What Areas Should be Preserved or Used for Enhancement? The current zoning map, land use map, and farmland preservation map provided reference points for attendees. General themes during the meetings included:

Farmland preservation (good and bad; preserve best only)	Limit CAFO impact	Driveway lengths	Utility corridors
Lot splitting	Land trusts		

The photos below illustrate the format of the successful public engagement events in Jefferson County (Top Left: Watertown – June 25th, Lower Left: Palmyra – June 26th, Top Right: Fort Atkinson – July 10th and Lower Right: Lake Mills – July 11th):



Postcards

Beyond in-person activities, postcards with project information including the project website and contact information were distributed. The post card provided general information about the Comprehensive Plan Update, with a list of the plan's discussion topics. Interested parties were invited to provide additional thoughts/comments to the project team over the next 30 days for consideration in the plan.



Jefferson County Comprehensive Plan & Agricultural Preservation and Land Use Plan

Jefferson County is embarking on a process to update the county's Comprehensive Plan to guide future development and policy level decisions. The plan will set a vision, goals and policies, that can be used to inform decisions about what county leaders should support, encourage and enhance. A complementary Agricultural Preservation and Land Use Plan will be developed as well. Your input will help shape the plan's vision, ultimately helping to shape a vibrant future for the county.



YOUR INPUT IS NEEDED!

The Comprehensive Plan is built from community input. Public meetings will be held in June and July to gain input from residents about the desired future of Jefferson County. Each meeting will include a formal presentation at 6:00 pm, followed by a series of activities.

A survey is also available to provide input, visit the following link to inform the future of Jefferson County!

<https://www.surveymonkey.com/r/jeffersoncounty2040>

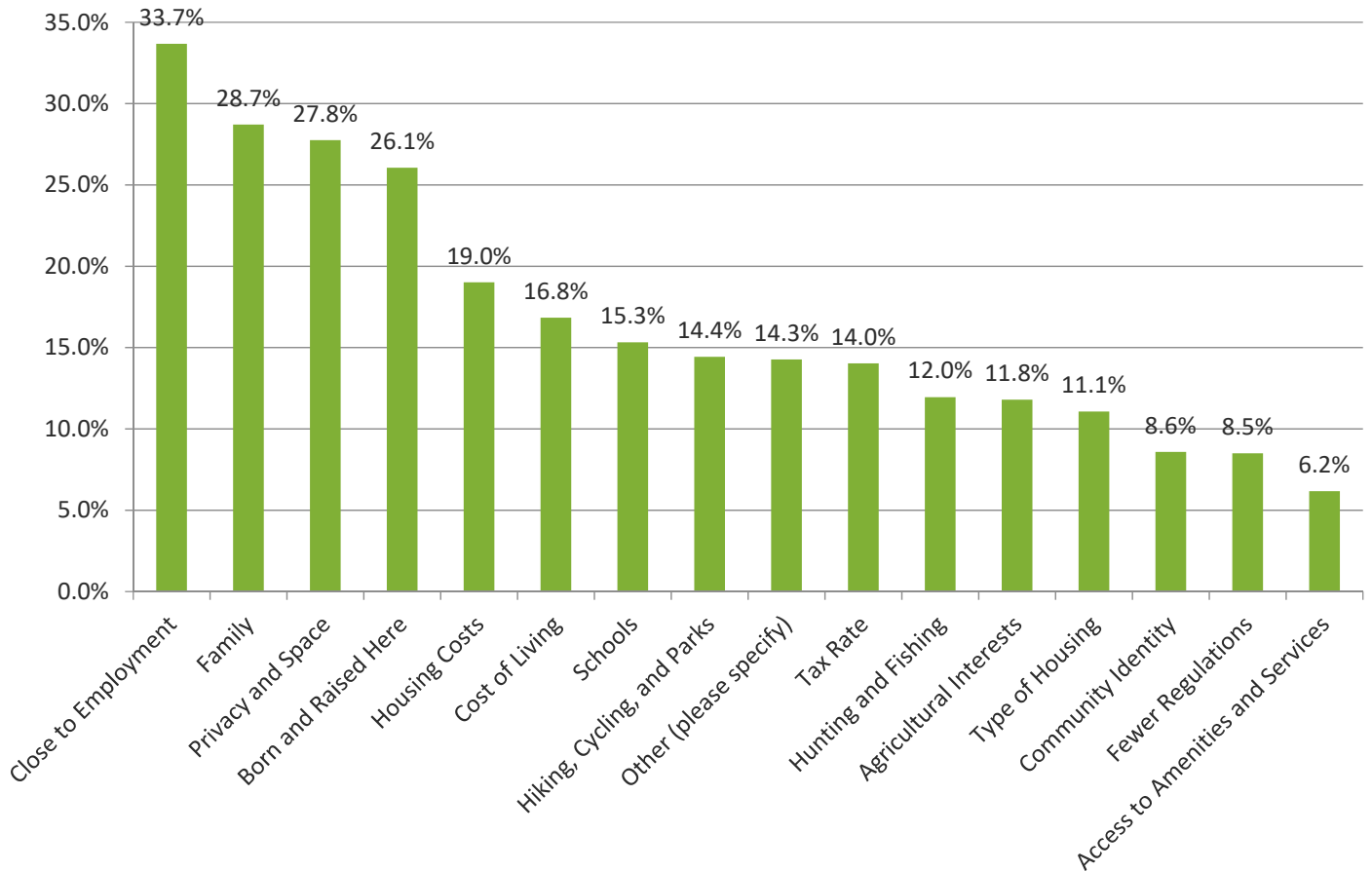
This long-range planning process is guided by the input received from residents and stakeholders, and we look forward to hearing from you. Please pass the word along to your friends and neighbors!

Jefferson County General Survey Response Summary

Jefferson County Comprehensive Plan and Agricultural Preservation & Land Use Plan Survey
June 10 – August 2, 2019

Question 1: Why did you choose to live in Jefferson County? (Identify your top three)

Answer Choices	Responses	
Close to Employment	33.7%	420
Family	28.7%	358
Privacy and Space	27.8%	346
Born and Raised Here	26.1%	325
Housing Costs	19.0%	237
Cost of Living	16.8%	210
Schools	15.3%	191
Hiking, Cycling, and Parks	14.4%	180
Other (please specify)	14.3%	178
Tax Rate	14.0%	175
Hunting and Fishing	12.0%	149
Agricultural Interests	11.8%	147
Type of Housing	11.1%	138
Community Identity	8.6%	107
Fewer Regulations	8.5%	106
Access to Amenities and Services	6.2%	77
Total		1,247



Open-ended Responses:

#	Response
1	room for chickens and garden beds
2	Retirement-complete change in lifestyle
3	Desire to live in a rural setting
4	Proximity to Rock Lake
5	Former husband went into partnership with Lake Mills residents.
6	"fewer regulations" is leading and inappropriate. Where is the option for "strong environmental policies and regulations"?
7	Married and moved here so husband could hunt and fish.mi
8	Access to clean lakes and rivers
9	own property and grew up in Jefferson Co.
10	Low real estate taxes
11	lake access (Lake Ripley)
12	Close proximity of Rock Lake
13	Schools of the 80s and 90s- not after Walker
14	Rural residential accessible to Madison
15	Less politically correct than Madison
16	Wanted to live in country and found a house with great views both west and east we could afford.
17	divorced, had to get away.
18	we like the city of Lake Mills
19	Rock River
20	Land preservation and conservation mindset throughout the county
21	Wife worked in Waukesha and I got a job in Madison
22	Sig other at the time lived out here.
23	Usage of Lake Koshkonong
24	low density housing and strict land use controls
25	campground
26	Our township observes the county open shoot regulations, which we are staunch supporters of, and will not reside without.
27	Managed forrest-tree farm
28	Clean Water
29	Rock Lake
30	In the middle of both our jobs
31	Limits on growth/development are very important to us. Having limited splits on acreage is excellent. Being close to amenities but still living in a somewhat rural setting important. Also, cost of living/housing being reasonable.
32	less people
33	Farm Preservation Area So subdivisions can't just go up everywhere
34	Able to have horses, etc. Hobby farm.
35	retired to our second home from Chicago
36	On the lake
37	Born and raised in Sullivan/Rome area, own part of family farm.
38	Lake
39	Raise horses
40	moved here when i was seven and been here ever since
41	married a local person
42	Relaxation and get away from the city I live in.

#	Response
43	lakes
44	lived here since 1959, it feels like home, most importantly it's not a big city - I hate the cities! It's rural and I love rural life!
45	Horse riding and snowmobiling
46	Quite rural area
47	business opportunity, we opened a new business in 1990
48	Near State Forest, land would not be developed into housing
49	Campground Ownership
50	House owner had to sell so I bought it at a value.
51	Wanted house on Lake Ripley
52	Good commuting half way point between Milwaukee & Madison
53	Purchased multi-family building in Jefferson
54	We own a building downtown, but live in Waukesha
55	Close to nature
56	Karl Junginger Memorial Library
57	Needed a pet-friendly place to live, met someone from Jefferson who had an apartment available. We had never heard of Jefferson, WI prior to this.
58	wanted to be on the water between Madison and Milwaukee
59	could not find a place to live this home I finally became aware of and liked
60	Location facilitated assisting family members who are located throughout south central and southeast Wisconsin.
61	just where I bought my house
62	location easy access to Madison and Milwaukee
63	Live by water (river)
64	Easy commute between both Madison and Milwaukee
65	rural, farmland, low-density, quiet, found a wonderful old farmhouse
66	halfway between Waukesha and Madison
67	Because Jefferson county had maintained rural values
68	country life.
69	Obtained My Kennel License
70	Rock Lake access
71	I don't like crowding, I like country living. The area I chose has a restriction that you need 40 acres to build a new house. However recently, outlaw representatives from Jefferson County have been breaking that law and allowing "some" certain businesses to build on small parcels. I am sure there is some kind of pay off cause individuals and my neighbors are held to that rule when they want to build a house on their property for their kids. Which they should be. The people created this law to keep big developers out, and the criminals voted into office are not following those laws.
72	Rural
73	Location
74	Found home on Rock River
75	keep hog and chicken farms small
76	Dedicated to the historical society of Waterloo and its collection
77	Moved here for my job
78	Mistakenly believed I would be able to build a house without burdensome regulation
79	Own 2 businesses in Watertown
80	lower population
81	Small town atmosphere
82	Marriage

#	Response
83	Near Madison
84	equal distance between 2 major cities and family
85	Lake Ripley
86	live closer to friends who already live here
87	Love being close to Lake Ripley
88	wife found work here
89	Job
90	Recreational charming community near Madison
91	Country living
92	Neighbors farther away
93	No vehicle emissions to hassle with.
94	Rock Lake
95	land more available at a reasonable cost
96	Rock Lake
97	between Madison & Milwaukee (spouse and I work in both cities)
98	Republican and conservative
99	In between Madison and Milwaukee
100	Inherited my home
101	Proximity to Madison, Milwaukee, Janesville and Green Bay
102	Happened to buy a house here
103	availability of housing
104	Peaceful environment
105	And ag, hunting/fishing, schools, privacy. Other was only way to get the 6 top items. Number 1 is lower tax rates.
106	husband's employment
107	camp site in River Bend
108	Lake
109	Lake
110	Affordable home site on Rock Lake
111	Population density acceptable
112	Strong American Republican Politics
113	Value for property
114	Wanted to locate in a small town & Catholic School
115	low taxes
116	Marriage
117	lot prices were a lot lower than Waukesha
118	Purchased a business in 1991
119	rock lake
120	Lake home
121	Access to Rock Lake
122	low crime
123	I liked the house and location.
124	My future husband in 1981 had been here all his life and I wanted to live with him after we were married!!
125	proximity to Madison
126	Location between me and spouses work locations
127	To protect Social Security, college needs to be free. National health insurance.
128	Proximity to Rock Lake

#	Response
129	horse park and horse properties
130	Small town setting
131	Absolutely the lake, where is the lake choice on here?
132	employment requirement
133	Lake House summer resident
134	Location between Madison and Waukesha area employment -and- Outdoor Recreational opportunities
135	Rural community
136	Don't Live Here Currently
137	Location between larger cities.
138	golf course
139	Rock Lake
140	lake, state forest, easy commute
141	Job relocation
142	Church - WELS Lutheran
143	We needed land for our horses.
144	I work in Dane Co and my spouse works in Waukesha Co
145	wasn't a deliberate choice
146	Safety
147	To be on Rock Lake
148	In between Madison and Milwaukee where we both work
149	Less diversity
150	Rock Lake
151	Near Rock Lake, Rock River (water recreation)
152	Rural community lifestyle
153	Land for horses and pets
154	Grew up, moved to Milwaukee in search of work, but couldn't adjust to urban life.
155	Small town less murder
156	Family owned farm property since 1963
157	raised here
158	Nice people, community
159	The restrictions on subdividing keep our population low providing many advantages for recreation, uncrowded roads, low cost of living, easy going environment to live in, etc.
160	Because of the Agricultural Preservation and Land Use Plan and Jefferson County's commitment to preserving farmland, maintaining a rural character, and limiting development.
161	Bought house here. Then decided to stay when it came time to move.
162	library
163	The combination of rural and small towns reminded me of where I grew up which has become a driving nightmare and over populated
164	I prefer a semi-rural lifestyle with modern amenities and access to larger cities when I need it.
165	Retired from USMC and returned to childhood home.
166	Close to larger cities of Madison and Milwaukee
167	Significant other lived out here, get out of the city of Madison
168	Available home when I needed it.
169	Quiet, clean, private living space
170	Small community philosophy
171	More because of a job. The company has since closed
172	Don't current live there, but from Jefferson County

#	Response
173	ability to commute to Madison and Milwaukee metro areas
174	Arts/Music
175	Church
176	Longtime resident. Moved here for employment and stayed.
177	proximity to metropolitan areas of Madison & Milwaukee
178	I don't live in Jefferson County, only work here.

Question 2: List what you think are the two best aspects of day-to-day life, or the two most positive attributes of Jefferson County:

Overall, 1,152 respondents provided one or two aspects that they identified as the best aspects of day-to-day life/positive attributes of Jefferson County. In total, 2,255 individual attributes were provided. The following table and word cloud identify the words that appeared most throughout all responses. An analysis of the general themes that emerged from the responses is provided following the table.

Word	# of Appearances
Rural	232
Small	215
Community	175
Town	174
Living	146
Water	118
Parks	112
Friendly	111
Cities	107
Low	103
Close	98
Safe	97
People	89
Country	87
Quiet	81
Location	73
Madison/Milwaukee	72
Crime	72
Madison	69
Feel	69
Good	69
Schools	68
Access	68
Communities	65
County	64
Life	64
Lake	54
Space	52



The following themes emerged from the survey regarding the most positive attributes of Jefferson County:

Theme	Summary
Rural Character and Agriculture	People enjoy the countryside views, quiet, privacy, space, and peacefulness. Farm life and a slower pace of life are appreciated. There are minimal areas of congestion and traffic, and a low population density generates a high quality of life for some.
Small Towns and Community	Many mentioned the sense of community and the small-town charm of the cities and villages in the county. In the close-knit communities, neighbors know each other, and people do not feel like a number. The cities and villages offer the basic life necessities and entertainment.
Schools and Family Friendly	The communities are strengthened through high quality small to midsized schools and family friendly events. It is a good place to raise kids.
Low Crime and Safety	There is a perception of safety and trust in the neighbors, and people appreciate the low crime rate.
Access and proximity to larger cities	While residents enjoy the rural lifestyle and small communities, they also enjoy living just a short distance away from the larger metro areas and employment centers in Waukesha, Madison, Milwaukee, and, to a lesser extent, Chicago. These metro areas offer regional shopping, and entertainment.
Parks and Recreation, Lakes, Rivers, Nature, Fishing, Hunting	Biking trails and kayaking, and hiking are just some of the recreational activities' residents enjoy. The natural amenities and lakes in the county also allow for hunting and fishing, while others enjoy observing wildlife.
Employment, Low Cost of Living, Low Taxes, Few Regulations	Some moved to Jefferson County for employment opportunities and stayed for the quality of life. Others value to the low cost of living, while some value having a low tax burden and fewer regulations than in urban areas.

Question 3: List what you think are two aspects that could be modified to improve day-to-day life in Jefferson County:

Overall, 1,072 respondents provided one or two aspects that they believe could be modified to improve day-to-day life in Jefferson County. A total of 1,980 individual replies were collected. The following table and word cloud identify the words that appeared most throughout all responses. An analysis of the general themes that emerged from the responses is provided following the table.

Word	# of Appearances
Roads	319
Better	243
Taxes	208
Tax	95
County	86
Businesses	83
Farms	75
Less	73
Access	68
Housing	67
Areas	64
Lower	61
Rural	60
Schools	58
Keep	55
Public	53
Need	53
Improve	52
stores	52
Services	51
Community	50
Internet	45
Trails	45
Land	45
Transportation	44
options	44
Jobs	43
Town	42
Bicycle	40



The following themes emerged from the survey regarding aspect to improve day-to-day life in Jefferson County:

Theme	Summary
Better Roads	To improve life in Jefferson County, some would like to see improved maintenance of the road network. Comments ranged from concerns over the entire network, to specific grievances at certain intersections with County roads. Higher enforcement of speed limits and heavy truck traffic in the villages was also mentioned.
Lower taxes and fewer regulations	Some would like to see the property and sales taxes reduced in the county. Many residents called for the County to lessen the regulatory burden.
Water Quality, Agriculture and Natural Area Preservation	Several comments were concerned with agricultural run-off from farms and fertilizers threatening the water quality of the rivers and lakes. Preserving natural areas from development is a priority for some as well.
Fewer CAFOs/large scale farming operations	Many residents' comments were focused on the trend towards industrial and large-scale agriculture, increasing nuisances of smells and water quality issues. They do not appear to contribute as much to civic life as family farms.
More retail and grocery offerings	While the communities offer most basic life necessities, some would like to see additional grocery store options in the larger communities and new grocery stores in communities without any, such as Johnson Creek. Some big brand retailers are desired as well within certain areas on the County.
Wage and employment growth	With the decline in industrial employment, some would like to see employment growth. However, the new jobs should offer living wages and benefits. Many mentioned the need to attract workers to jobs with higher salaries and most would like to see a local minimum wage higher than the state mandate.
Limit development and sprawl	To preserve the rural character of the county, most residents would like to see development limited to within the current cities and villages or within their urban service areas. Residents want communities to first focus on infill growth before expanding outward. Sprawl development takes over prime agricultural land and some natural areas.
Cultural diversity and more welcoming	While many appreciate the small-town community, some worry the county is not welcoming enough to younger families and newcomers, especially for those with a different cultural or racial background than the majority in Jefferson County.
High speed internet	Dependability and access to high speed internet varies greatly within the county, sometimes even on the same street. It is perceived to be key for business development as the trend for telecommuting increases.
Invest in recreational facilities/activities	Continued investments in recreational trails, facilities, and programming will improve the quality of life and allow people to enjoy the natural beauty of Jefferson County. It could also spur tourism and be a driver for economic development.
Alternative transportation (bike, walk, transit)	While many appreciate the trail system, some would like increased investment in bicycle lanes, trails, sidewalks, and transit for the purpose of day-to-day travel to work and shopping.
Renewable energy and climate change adaption	Investments in renewable energy, such as wind, solar, and hydro are warranted in the face of climate change. In addition, the county should prepare for more extreme weather events and the possibility of people moving to the county to flee environmental changes elsewhere in the country.
Medical services	With an aging population, people would like to enjoy the quality of life in the county for as long as possible, but specialized health services are perceived to be limited.

Question 4: What do you think are the biggest challenges Jefferson County and its residents will encounter over the next 20 years?

A total of 1,123 respondents provided their input on the biggest challenges that Jefferson County may experience over the next 20 years. Overall, 2,135 individual challenges were identified. The following table and word cloud identify the words that appeared most throughout all responses. An analysis of the general themes that emerged from the responses is provided following the table.

Word	# of Appearances
Taxes	183
Growth	168
Keeping	158
Population	139
Housing	139
Farms	125
Roads	91
Loss	88
Land	84
County	81
Businesses	79
Changes	78
Development	74
Jobs	70
People	64
Lack	64
Maintaining	62
Areas	61
Infrastructure	59
Increase	58
Rural	58
Urban	57

Word	# of Appearances
Communities	53
Cost	53
Water	51
Employment	50
Small	50
Sprawl	49
Drug	49
Quality	48
Agricultural	45
Affordable	41
Services	41
Need	40
Cities	38
Aging	38
Climate	37
Schools	36
Crime	36
Due	35
Living	33
Towns	33
Support	30
Higher	30

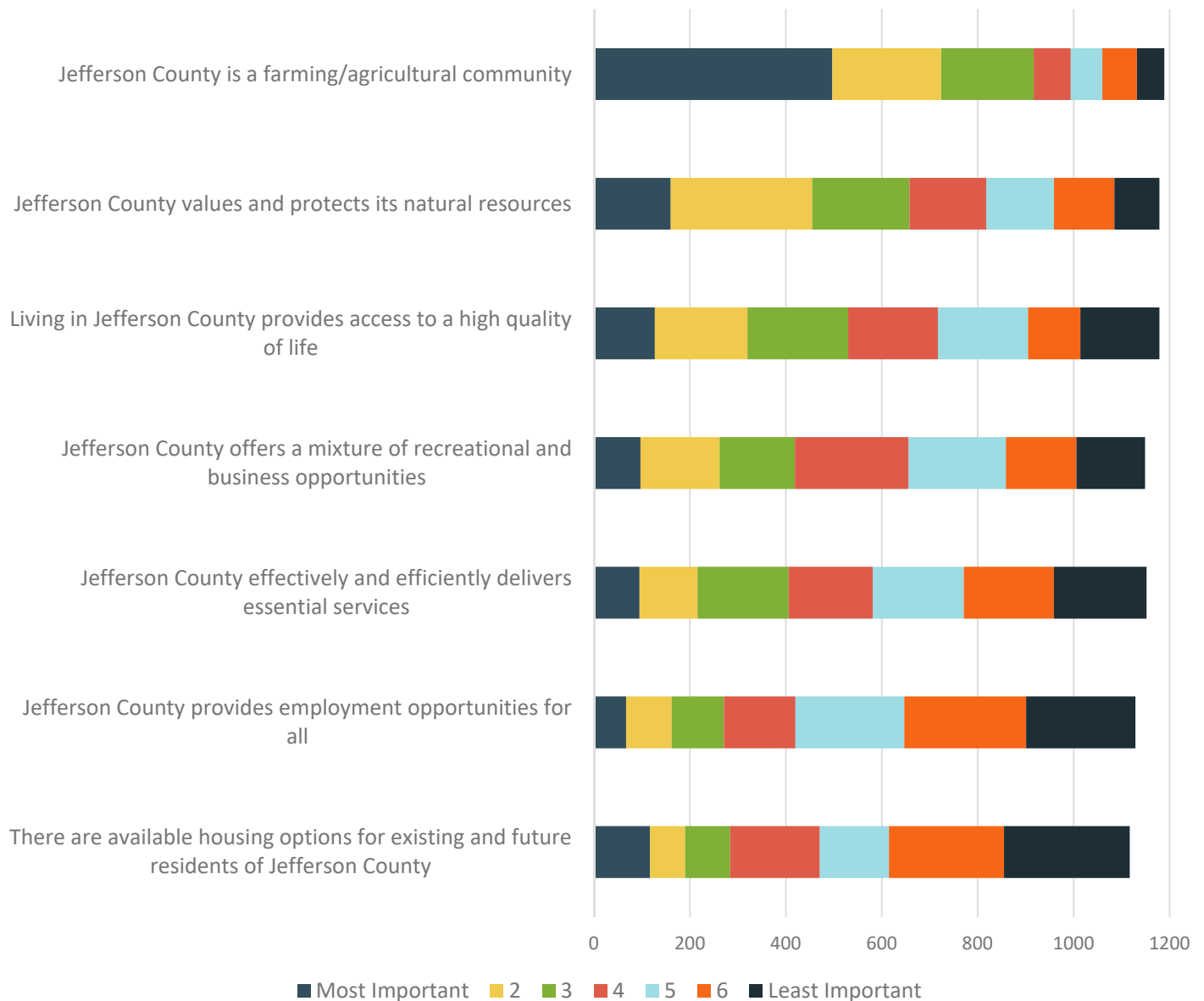


The following themes emerged from the survey regarding the biggest challenges in Jefferson County over the next 20 years:

Theme	Summary
Controlled development, managing growth and sprawl	Many are worried the population growth in Waukesha County and Madison will spill over into Jefferson County, increasing development pressure in the cities, villages, and rural areas. Restricting farmland to be converted to residential uses and limiting lot splitting were mentioned often.
Employment and economic change	Changes in the economy lead to new and different jobs, while long standing occupations in the county may no longer exist. Being able to compete in the future will require the county to be adaptive to change, while also encouraging high wage jobs growth.
Medical needs and aging population	The aging population will have increased medical needs, while there is a shortage of nursing staff already.
(Affordable) housing	Building a variety of housing types and sizes will allow people at all income levels to afford a place to live in the county.
Climate change and water quality	Many are worried about the impacts of climate change, both in and outside of the county and the effect it will have on the quality of life in the county. Environmental protection for water quality is important as well.
Farm consolidation/scale increase/loss of family farms	The increasing scale of farming operations worries some, as the industry moves away from the family farm model. The large farms are perceived not to contribute to community life and bring additional environmental concerns.
Crime and drugs	Some are worried an increasing population will lead to more crime. Already, some see and increasing use of drugs in their communities which can lead to greater problems.
Roads	Road maintenance and repair are a major priority for many.
Schools	Increased funding for schools is necessary to keep their high quality and make the county an attractive place for younger families.
Loss of identity/small town character	Many enjoy the small-town character and quality of life, but some are worried this identity is threatened by changes in the economy, demographics, and population growth.
Taxes	Some are worried the tax burden will increase, with or without additional services.

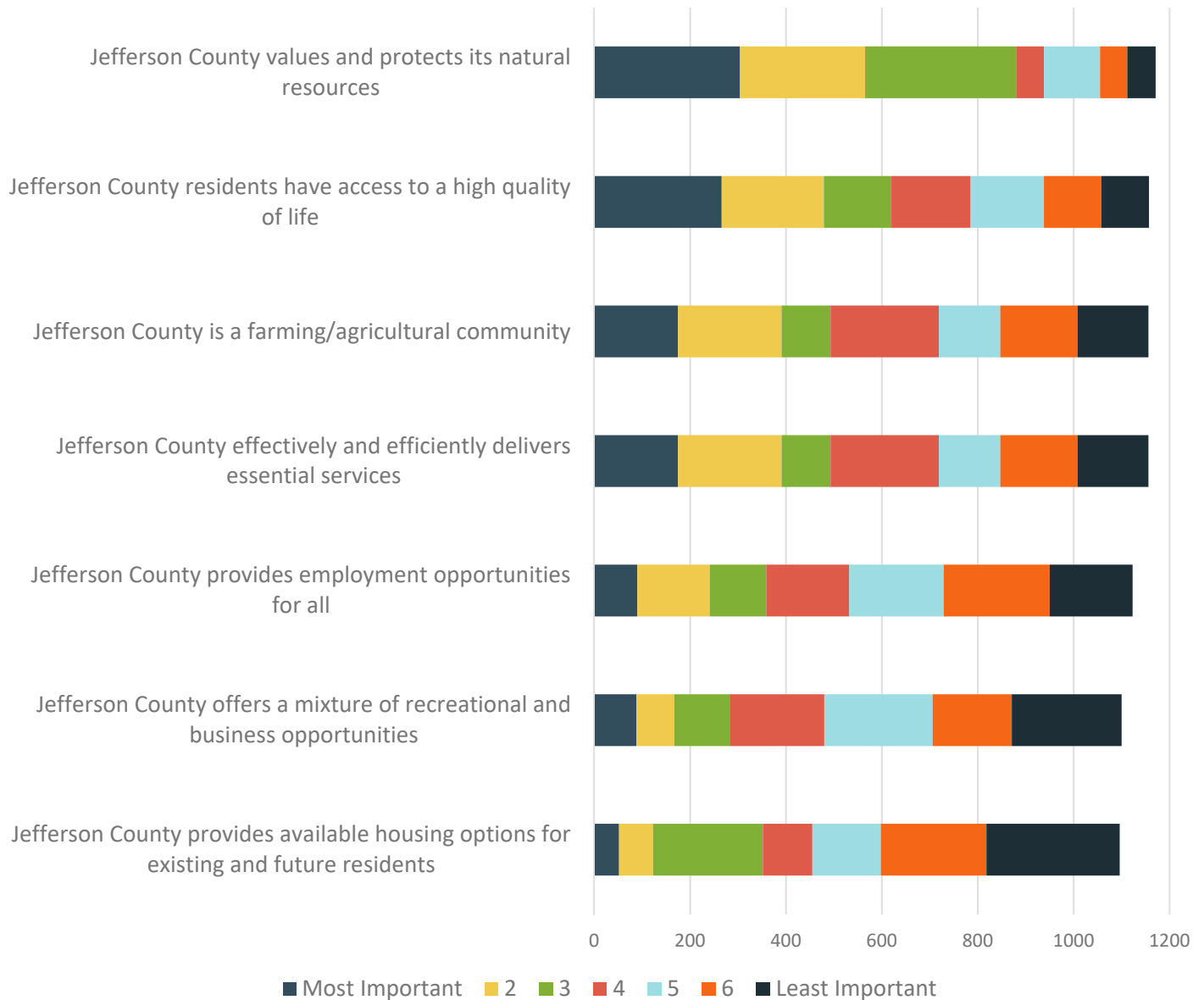
Question 5: Please rank the following statements in order of importance, best reflecting the identity of Jefferson County today (1 as most important):

Answer Choices	1	2	3	4	5	6	7	Total Responses
Jefferson County is a farming/agricultural community	497	160	127	97	95	67	117	1,160
Jefferson County values and protects its natural resources	227	295	193	165	121	95	73	1,169
Living in Jefferson County provides access to a high quality of life	193	203	210	157	190	109	94	1,156
Jefferson County offers a mixture of recreational and business opportunities	77	160	187	237	175	149	187	1,172
Jefferson County effectively and efficiently delivers essential services	66	141	188	203	190	227	144	1,159
Jefferson County provides employment opportunities for all	72	126	109	147	188	254	240	1,136
There are available housing options for existing and future residents of Jefferson County	57	94	165	143	193	228	262	1,142



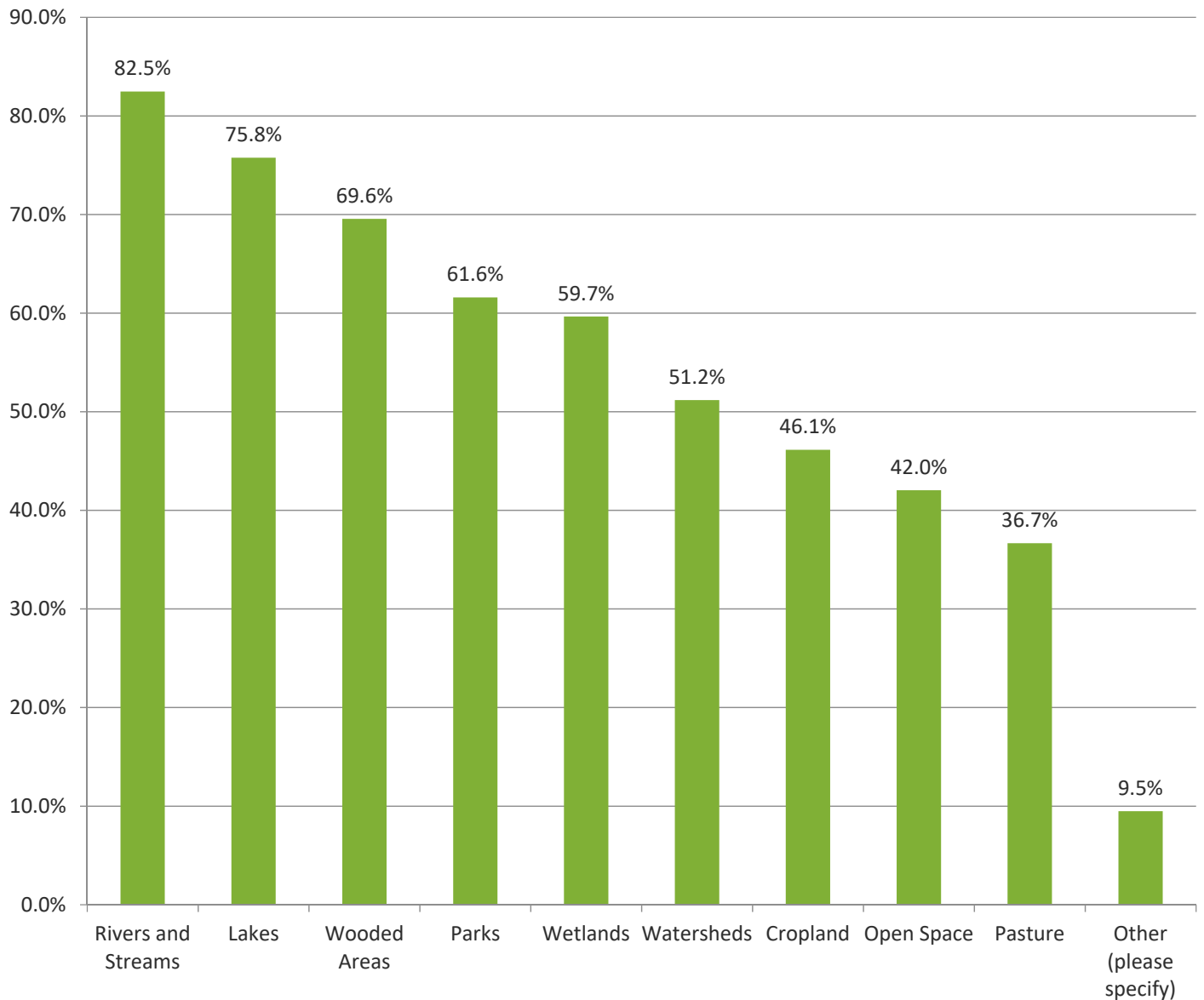
Question 6: Please rank the following characteristics that you hope best reflect Jefferson County in 20 years (1 as most important):

Answer Choices	1	2	3	4	5	6	7	Total Responses
Jefferson County values and protects its natural resources	304	266	175	167	90	88	52	1,142
Jefferson County residents have access to a high quality of life	261	213	216	149	151	79	71	1,140
Jefferson County is a farming/agricultural community	315	141	102	108	118	117	229	1,130
Jefferson County effectively and efficiently delivers essential services	58	165	226	225	173	196	103	1,146
Jefferson County provides employment opportunities for all	117	153	128	154	197	226	143	1,118
Jefferson County offers a mixture of recreational and business opportunities	57	120	161	194	221	165	220	1,138
Jefferson County provides available housing options for existing and future residents	59	99	148	133	173	229	278	1,119



Question 7: Which natural resources would you like to see improved, protected or enhanced throughout Jefferson County? (Check all that apply)

Answer Choices	Responses	
Rivers and Streams	82.5%	983
Lakes	75.8%	903
Wooded Areas	69.6%	829
Parks	61.6%	734
Wetlands	59.7%	711
Watersheds	51.2%	610
Cropland	46.1%	550
Open Space	42.0%	501
Pasture	36.7%	437
Other (please specify)	9.5%	113
Total		1,192



Open-ended Responses:

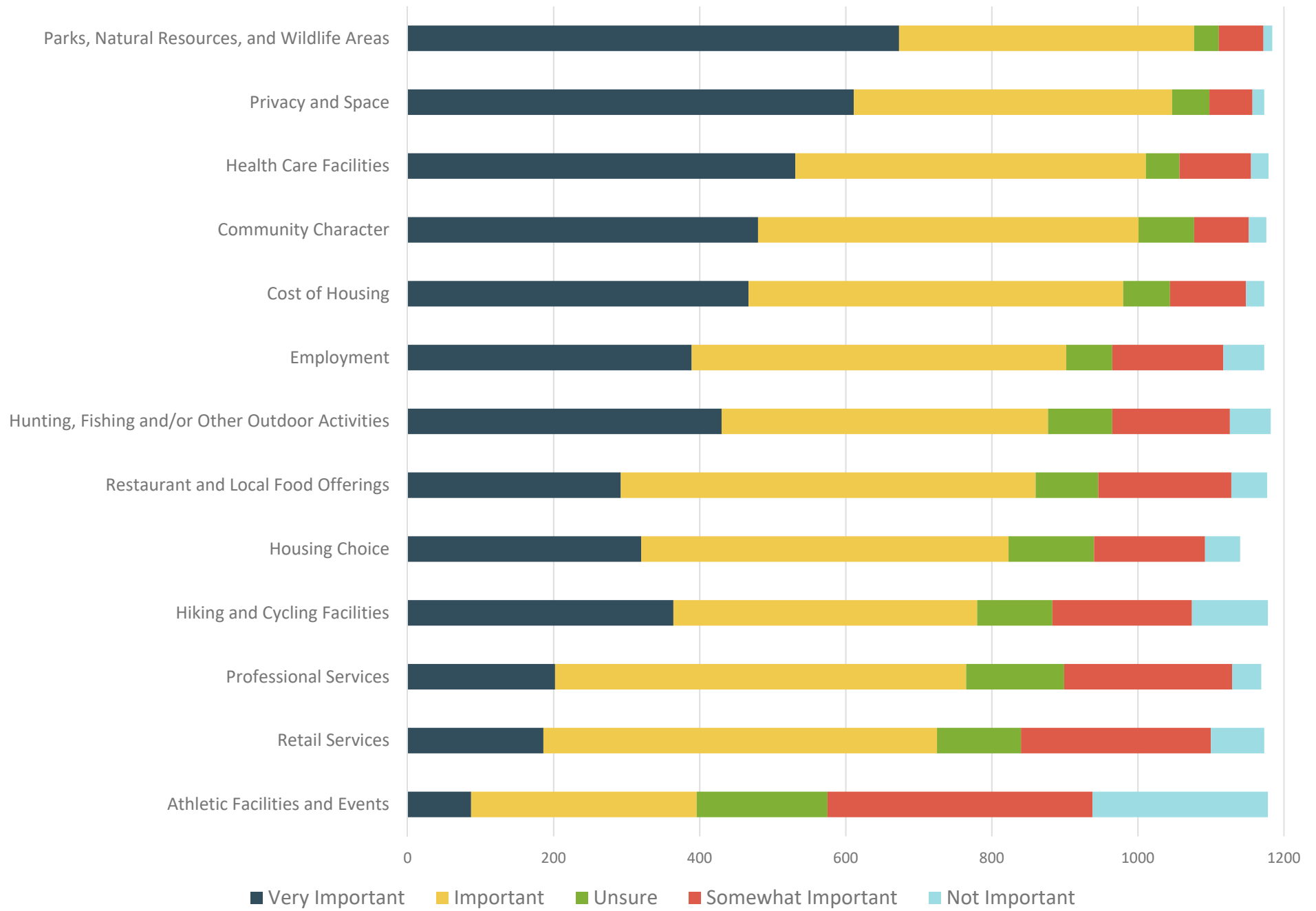
#	Responses
1	All of the above!!!
2	all of these are important for wildlife and clean air
3	Air quality
4	Identify and protect important environmental corridors to provide linkages between various habitat types.
5	Choice in owned property
6	for Agriculture- support 'healthy soils' initiatives
7	protect what we have. with more building and cement and blacktop there will be nothing left for our children
8	Farmland
9	underground water table contamination and supply for individual wells
10	safe drinking water and air
11	air - Increasing numbers of CAFOs are detrimentally affecting our air quality
12	Lesds CAFO (large farmS) with manure run-off Affecting streams and air quality
13	places for the young folks to homestead when they move here
14	Limit human waste near wetlands. Fields need to be reevaluated to ensure farmers are not going into wetlands and especially not spreading waste near them!
15	Public education, so we all can protect our natural resources.
16	bike trails
17	Air Quality
18	Star viewing
19	Green corridors that connect green space throughout the county
20	public hunting areas
21	wise land use policies that are within reach of everyone
22	Wildlife (and trail) corridors
23	water quality
24	ground water
25	Hunting lands
26	Full Recreation trails not just bike trails
27	hiking/biking trails
28	keeping Concord wi. a farm preservation area
29	more attention to effects of climate change
30	whatever improvements should focus on habitat and wildlife CORRIDORS/connectivity improvements such as crossings or other innovations, also to reduce animal mortality on the roads
31	Nothing we have enough trails
32	Habitat for non-human residents. all the resources are important and have been damaged through the years. So, all need attention.
33	milkweed along roadsides preserved for survival of Monarch
34	deer hunting land
35	all natural resources
36	County Roads & Highways
37	bike trails
38	Native plant areas as food sources for pollinators
39	I don't feel informed enough to respond
40	Plants, animals and geology
41	All of the above
42	public hunting land (currently overcrowded & too much tree removal)
43	encourage and support organic farmers

#	Responses
44	Keep it natural
45	Protecting natural resources needs to remain a high priority.
46	water quality
47	We need to keep the rural culture
48	Groundwater (not on list?!)
49	Wildlife
50	no improvements needed
51	Anything underground and in the air
52	Recreation - Ice Age Trail
53	Do as you will with county owned property. Government has no right to restrict private property owners use of their land without compensation for restrictions.l
54	Prairie/grassland
55	clean air
56	All are important to maintain and improve on
57	feel that there is enough cropland but concerned about disappearing line fences and new country subdivisions
58	E
59	Allow property owners more freedom to maintain/ improve river and lakeshore lands to control erosion and personal access to the resource.
60	green space throughout city/gathering areas
61	biking and walking trails
62	Better concern for environment; stronger building and environmental regulation
63	community gardens, orchards, csa farms
64	Public hunting grounds
65	Deter farmers from uprooting trees and putting in drainage ditches.
66	green corridors along roadways
67	all of above
68	Prairie
69	ATV trails
70	good job so far but with increasing urbanization it will be tough
71	As long as the county doesn't buy more land
72	Public hunting
73	Horse and snowmobile trails
74	Electric Cars and less oil. Reusable energy.
75	Land owners should have a greater say in what happens to thier lands
76	get rid of daybreak, they are criminal, stop allowing mc mansions on the lake their gross
77	Air (including odors) and water quality
78	Off road vehicles more access to county systems
79	ability to CLEAN out lake bodies & REMOVE the nitrate & phosphate runoff from farmlands.
80	ATV & UTV ROAD AND TRAIL ACCESS
81	Whitetail Deer
82	More horse trails
83	Horse trails
84	Our historical locations
85	atv off road routes
86	Wildlife areas
87	Less diversity
88	clean air

#	Responses
89	Improving soil/reducing runoff on farms will help lakes, watersheds, wetlands, rivers
90	Public hunting land
91	You give a Natural Resource Zoning on part of a property and then allow motorized units to access and tear it up even though you own it without regard for neighborhoods and farm preservation. They get a lower tax rate for that percentage of property and shouldn't have other uses allowed now or in the past.
92	Does "enhanced" mean increased acreage? Tad confusing
93	More biking/hiking opportunities
94	Stop killing us with pesticides & herbicides
95	Roads
96	ATV trail system
97	Nature trails
98	limit taking more land for housing developments!
99	Really, all of the above, but marked some priorities
100	ATV trails
101	Public hunting grounds
102	property rights
103	I haven't been here for a long time so it's hard to say
104	Land Options for Businesses near existing cities
105	Yards as natural spaces instead of lawns
106	Dredge lake koshkonong instead of allowing dam level changes that further disrupt nature.
107	I would like to see more organic farming opportunities that would improve all of the above.
108	Protect our natural resources by seriously looking into the ramifications of CAFOs.
109	Prairies.
110	Groundwater quality
111	Organic Farms/Conservation Easements
112	Trail systems
113	historical sites

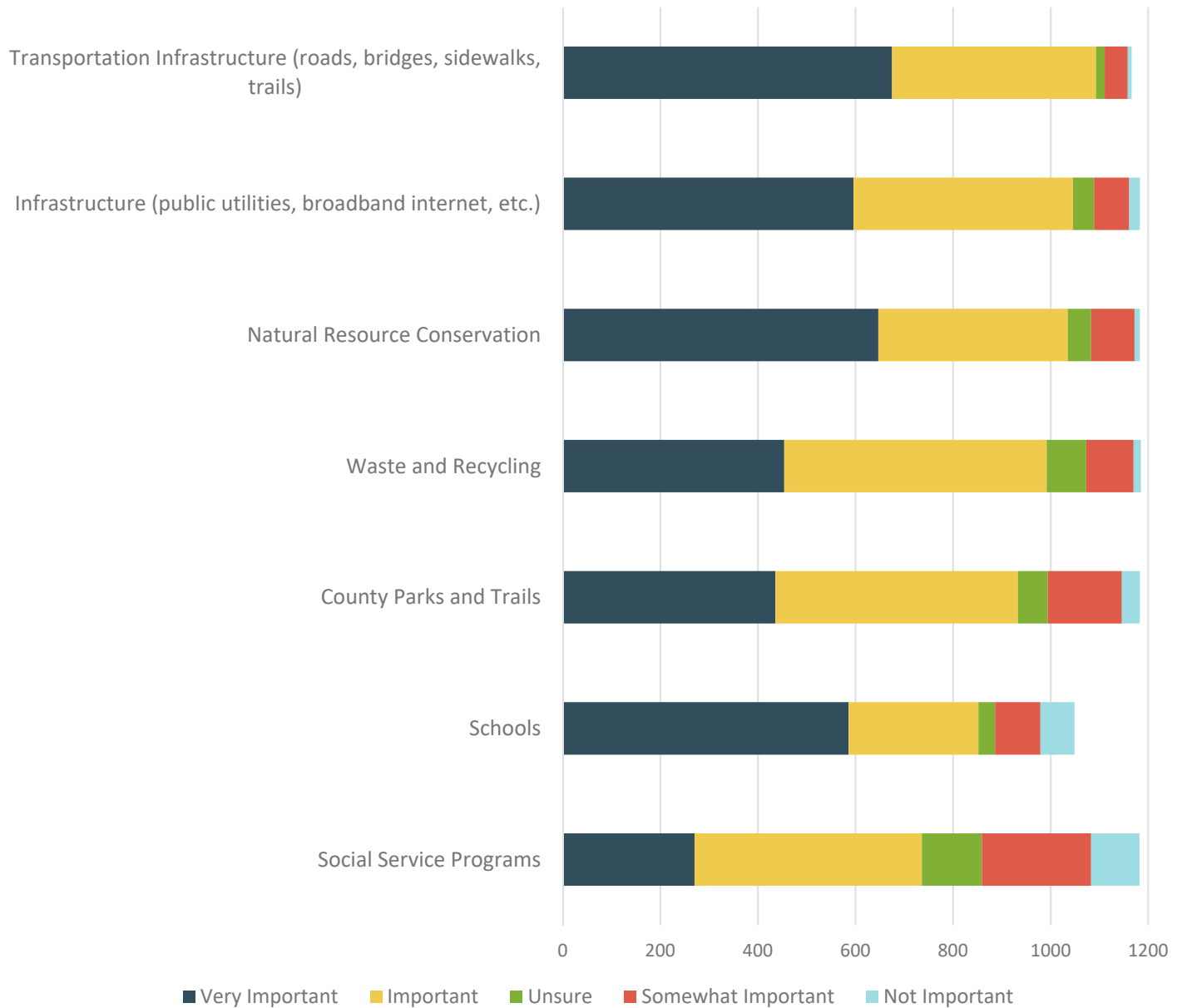
Question 8: How important are the following community features to you?

Answer Choices	Very Important	Important	Unsure	Somewhat Important	Not Important	Total Responses
Parks, Natural Resources, and Wildlife Areas	673	404	34	61	12	1,184
Privacy and Space	611	436	51	59	16	1,173
Health Care Facilities	531	480	46	98	24	1,179
Community Character	480	521	76	75	24	1,176
Cost of Housing	467	513	64	104	25	1,173
Employment	389	513	63	152	56	1,173
Hunting, Fishing and/or Other Outdoor Activities	430	447	88	161	56	1,182
Restaurant and Local Food Offerings	292	568	86	182	49	1,177
Housing Choice	320	503	117	152	48	1,140
Hiking and Cycling Facilities	364	416	103	191	104	1,178
Professional Services	202	563	134	230	40	1,169
Retail Services	186	539	115	260	73	1,173
Athletic Facilities and Events	87	309	179	363	240	1,178



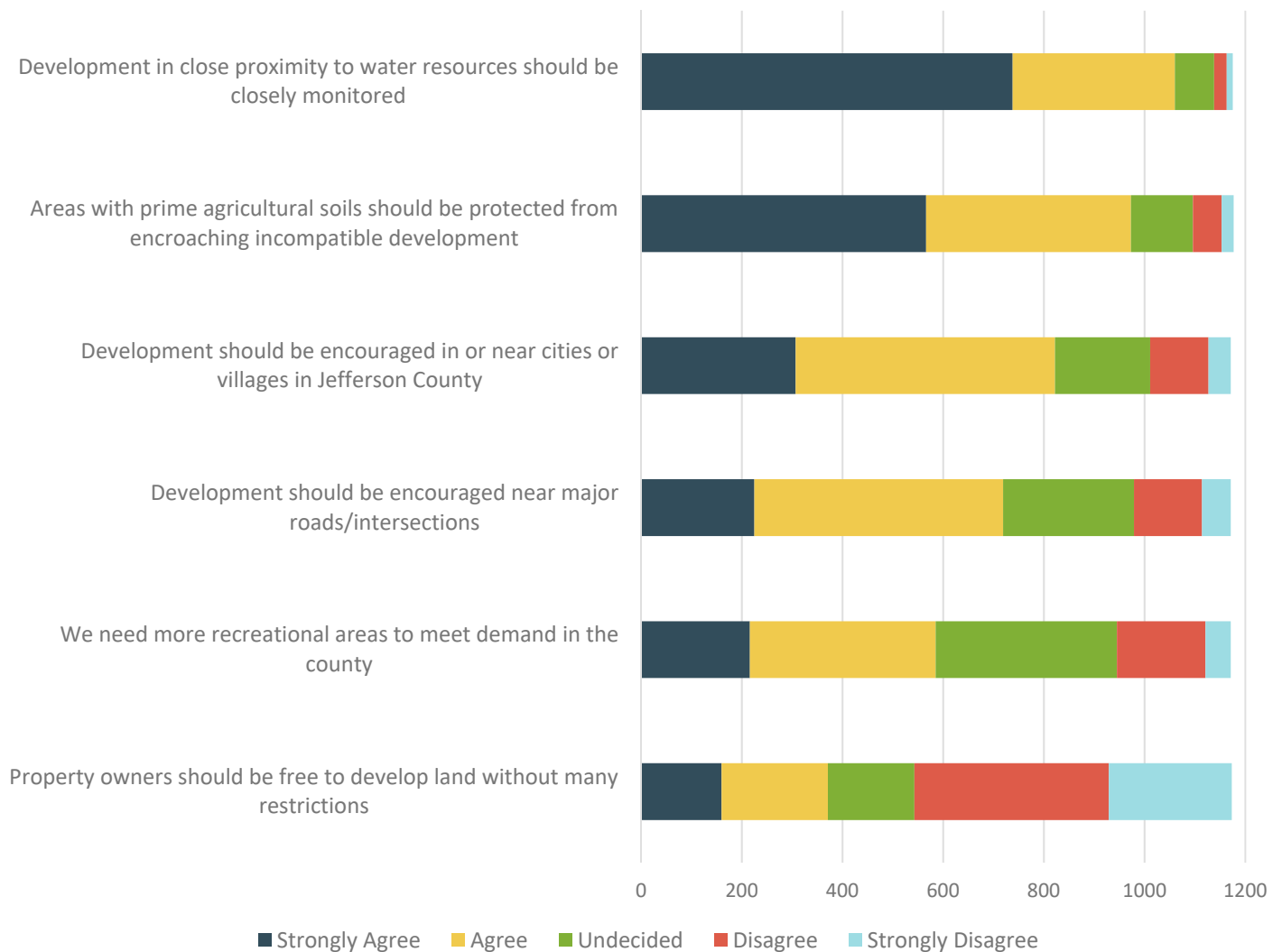
Question 9: How important are the following county and municipal resources to you?

Answer Choices	Very Important	Important	Unsure	Somewhat Important	Not Important	Total Responses
Transportation Infrastructure (roads, bridges, sidewalks, trails)	675	418	18	47	8	1,166
Infrastructure (public utilities, broadband internet, etc.)	596	450	43	72	22	1,183
Natural Resource Conservation	647	388	48	89	11	1,183
Waste and Recycling	454	538	81	97	15	1,185
County Parks and Trails	436	497	61	152	37	1,183
Schools	586	266	34	93	70	1,049
Social Service Programs	270	466	123	224	99	1,182



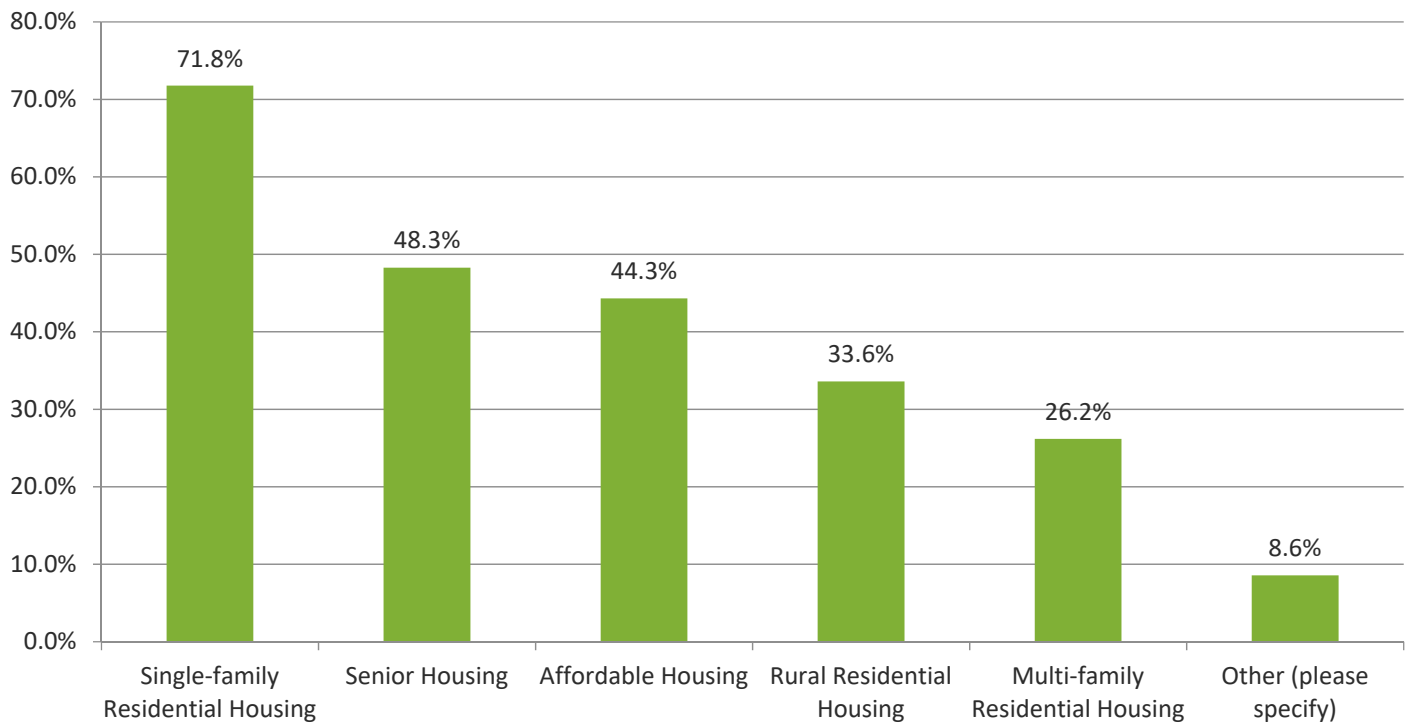
Question 10: What are your thoughts on growth and development within Jefferson County?

Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total Responses
Development in close proximity to water resources should be closely monitored	738	322	78	25	12	1,175
Areas with prime agricultural soils should be protected from encroaching incompatible development	566	407	123	57	24	1,177
Development should be encouraged in or near cities or villages in Jefferson County	307	515	189	116	44	1,171
Development should be encouraged near major roads/intersections	225	494	260	135	57	1,171
We need more recreational areas to meet demand in the county	216	369	360	176	50	1,171
Property owners should be free to develop land without many restrictions	160	211	172	386	244	1,173
Development in close proximity to water resources should be closely monitored	738	322	78	25	12	1,175



Question 11: What types of residential development/growth would you like to see in the county to support changes in the population? (Check all that apply)

Answer Choices	Responses	
Single-family Residential Housing	71.8%	831
Senior Housing	48.3%	559
Affordable Housing	44.3%	513
Rural Residential Housing	33.6%	389
Multi-family Residential Housing	26.2%	303
Other (please specify)	8.6%	99



Open-ended Responses:

#	Responses
1	no growth
2	No more development-too many houses being built close together
3	Assisted Living
4	Allow flexibility beyond the standard minimum lot size type regulations. For example, encourage conservation design type developments. Pedestrian and bicycle facilities should be required in all new developments, and plans should be in place to add them where they are currently missing.
5	Housing that creates neighborhoods with local businesses and resources.
6	Much smaller square footage in housing
7	growth in cities
8	Single family housing with maintenance/yard work provided
9	maintain agricultural / nature focus, we don't need housing developments and apartments out here, keep that within city limits
10	Multigenerational housing and connected green space.
11	Senior Care

#	Responses
12	55+ condos
13	Historical Home Renovation & Rehabilitation
14	Accessory Dwelling Units, New Urbanism, Boardinghouses
15	planned communities with limited urban sprawl
16	Mixed use development (retail, restaurant, affordable housing, service all in one)
17	Very limited housing growth of all types
18	improved housing in downtown to encourage retail/dining options
19	Lake housing
20	Multi-residential housing near county parks to increase use of our parks
21	None
22	Not sure about these / need more info to answer
23	Multi and affordable housing go hand in hand ,both are needed, and essential, as long as both are done tastefully and responsibly
24	Cooperative housing to share costs and keep living cost down
25	small family farms
26	encourage development continuation of small family farms
27	Probably none of the above. The population is growing so fast that were fast becoming a bedroom community of Madison. That is not desirable
28	Townhomes with 2-car garages
29	NONE
30	currently planning board allows too many family units on an acre
31	green (sustainable) housing
32	None
33	none
34	Middle income senior condos
35	Rural Residential Housing with restrictions
36	Lots to build houses
37	Improving & maintaining road systems.
38	condensed housing surrounded by retail/park/health amenities. Use existing space in communities more efficiently.
39	rural residential housing, but close to city utilities
40	We have offering, so we don't have to do a lot of new building. Owners need to update properties they have. How does the county support those owners?
41	mid to high end condominiums
42	People are having less kids, there is no reason to expand housing or bring in outsiders. We need to keep our rural culture.
43	none
44	no government assistance needed
45	Whatever is needed
46	more condos
47	condos, townhouses, row houses near the river
48	smaller senior housing developments with a little green space
49	set minimum lot requirements to 2 or more acres.
50	I would like to see less population growth in Jefferson county, and it grow more rural
51	none unless in town not expanding into country
52	none
53	None needed

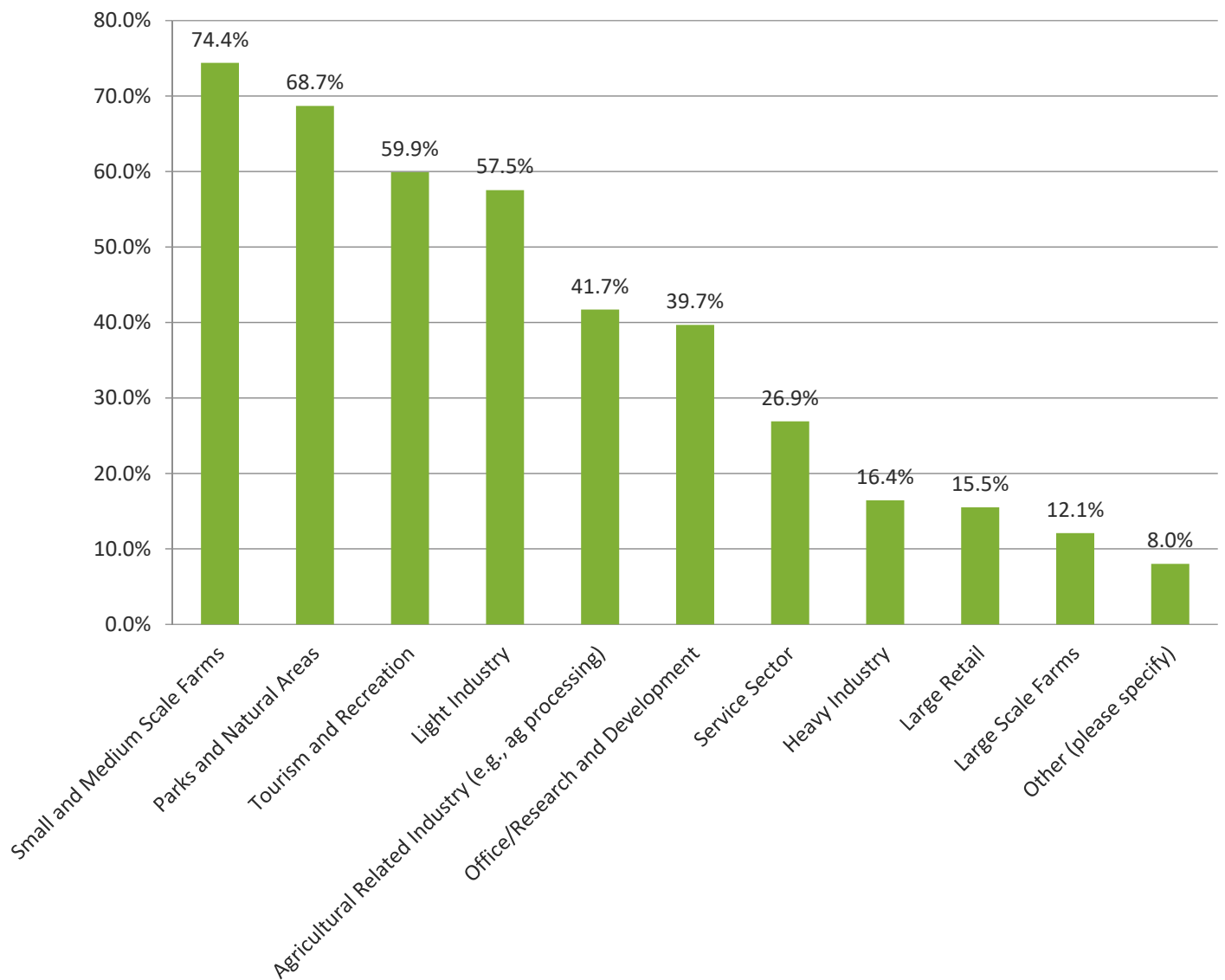
#	Responses
54	I don't want to see any more development. There are so many older homes on the market and land continues to be developed and wildlife habitat destroyed, especially areas that should stay green to absorb flood waters.
55	Condominiums
56	n/a
57	3 to 10 acre permaculture homesteads
58	upscale condominiums including condo senior housing
59	Why should the county be building houses?????
60	dont break down farmland for homes
61	No federally or state subsidized housing AT ALL
62	more trailor parks
63	none. why would we want to grow? it is not the responsibility of the county board to force growth. nor is it healthy for it to grow at an unnatural rate. the county board must not promote population growth. if someone wants to move here,and buys a plot from a farmer, let him build a house.... but do not make it a county priority to encourage development. there are enough houses. if you want to move here,wait til someone moves out.
64	ATV trails
65	Tiny housing options
66	ALL housing eeds to be monitored based on the changing populace.
67	As long as the county doesn't fund them I don't care
68	Environmentally compatible
69	Farmland and open space need to be protected
70	none. we already have too many people
71	Multi-family within cities, not in rural areas
72	Rentals and moderately priced condos
73	disabled housing for all ages just not the elderly
74	Less diversity
75	Small homes close to services
76	Tiny homes for single or smaller families that have barriers to traditional housing options
77	Condos
78	Multi-generational housing & co-housing communities
79	I would like to see residential development STOPPED; there is enough. We will not be rural if they keep development every piece of land available.
80	Would like to point out that within the next 20 years, we'll see a large increase of the baby boomer population needing additional support.
81	High quality condos (wealthier seniors)
82	Development in the county (not cities) should be restricted.
83	More the oppsite: limits on growth in number of residences
84	There is enough roads already in the county and if a farmer wants to sell off part of his land for rural housing thats fine, but the access that the (city, town, village, county) needs to take care of should not be required. The future land owner should be required to provide access for emergency vehicles, and maintain the access to their house or surrounding houses
85	Tiny homes and co-op housing
86	Limit all development
87	STOP LOW INCOME HOUSING
88	Plan for 20 years. If you want to slap apartments and condos in then the people will fit that dynamic. Keep those options to a minimum. Build single family houses and they will come. Look at Johnson Creek/Chapel Hill and surrounding subdivisions. They can't build houses fast enough and they sell within weeks anywhere from 200-350k. People will move here: which people is up to you.
89	None

Responses

- 90 Affordable but nice. We have no condos communities with pools and activity centers. We have little to choose from that isn't cheaply made and designed. Nicer housing at a better price can be found outside of this county. Some options don't even exist here like in some of the smaller communities like East Troy, Delavan, Burlington, etc..
- 91 Retirement communities, i.e., Sun City
- 92 Condos on water frontage
- 93 No CAFO's anywhere near other homes, waterways, future development.
- 94 I wouldn't particularly encourage growth
- 95 Consider Agrihoods I will gladly supply a plan we have had drawn up by an architect
- 96 Nice downtown apartments for younger people
- 97 Housing for people with disabilities
- 98 Rehabilitation of existing developed property
- 99 affordable condominiums in desirable locations

Question 12: What types of economic development/growth would you like to see in the county to support changes in the population and support Jefferson County's economy? (Check all that apply)

Answer Choices	Responses	
Small and Medium Scale Farms	74.4%	874
Parks and Natural Areas	68.7%	807
Tourism and Recreation	59.9%	704
Light Industry	57.5%	676
Agricultural Related Industry (e.g., ag processing)	41.7%	490
Office/Research and Development	39.7%	466
Service Sector	26.9%	316
Heavy Industry	16.4%	193
Large Retail	15.5%	182
Large Scale Farms	12.1%	142
Other (please specify)	8.0%	94



Open-ended Responses:

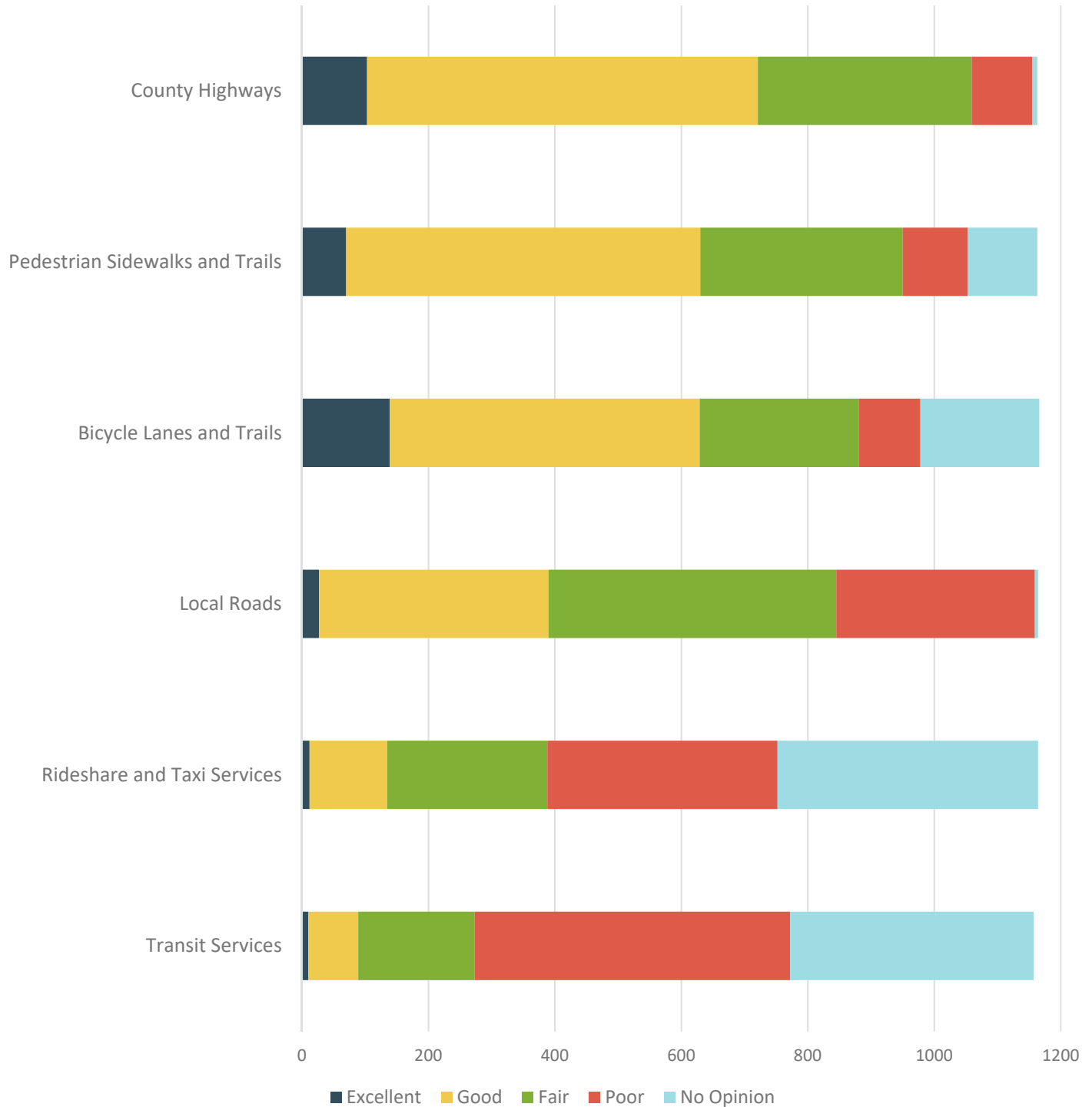
#	Responses
1	apprenticeship programs for the trades/small business development
2	Affordable senior housing and assisted living.
3	Farm to table and specialized ag business opportunities
4	areas for Atv and Utv usage
5	Food Cooperatives, Solar Panel farms
6	large scale organic farms, polyculture and permaculture ag
7	Businesses that value their employees
8	focus on future focused tech industries
9	What does service sector entail?
10	Small Retail
11	Transportation
12	Green Energy Production
13	Gig economy jobs
14	Education
15	Organic farms.
16	Love to see a Woodman's or other larger supermarket
17	Agriculture is fine, but animal feeding operations are too dirty and smelly. Not worth it. Stick to greenhouse agriculture if you wish to promote agriculture development.
18	<p>The region is in DIRE need of a top shelf motorsports facility with residential/business direct access, a motorsports "park" if you will similar to those around Indianapolis or Joliet. The STH 26/I-94 interchange is an excellent area to access such an effort. The area has everything needed to support it without raising concerns over noise, land or traffic (all are already present and inclusive, as well as a landfill that could be used for needed buffer or use now and/or in the future. Recreational motorsports are more popular than ever, and not likely to decline. This is not solely a concept for a recetrack, (Jefferson County fairgrounds is also a major candidate for obvious reasons and the same as aforementioned) the plan must include access for snowmobile, atv, "cross" type use and events (Aztalan already does well with motorcycles) year round, as both generate consistent recreational revenue and interest. More importantly, there is no facility serving autocross/roadcourse and straightline drag race interests near the Milwaukee and Madison markets. The 26/I-94 corridor has the incredible potential and location to host a world class facility, serving a deep need and vibrant market. The focus in these markets is on PARTICIPATION based use and revenue, more than spectator support. The spectator support can and will come with growth and interest on its own. Where the real market is...is in the events and recreation that support the families, groups, and clubs that participate in unison (all of them generate multiple revenue streams and utilization) Anyone who goes to look at the cross events (Like Lake Geneva, Blackhawk, State Fair, Madison, Miller Park, or Road America), or the 300 ft, 1/4, or 1/8 mile drags at any facility can tell you they are an incredible success, and, the facilities are used for private driver training, and law enforcement/government training as well. It also is a very attractive to illegal or local unsanctioned activities. Motorsports "country clubs" are popping up all across the country, Jefferson Co has an incredible opportunity to embrace these concepts and benefit tremendously, at comparatively low costs, and set itself apart as a standout from other communities. Our location and access holds tremendous untapped recreational potential on a motorsports front. Especially with our close proximity to the Chicago suburbs from US Hwy 12, and the fact that so many from this area ALREADY utilize the corridor for recreation, and, it's all within a 2 hr drive. As a county, we need to think outside the box and embrace these concepts, and capitalize on them when Milwaukee and Madison have foolishly chosen to waste them and pass them by. With the Byron, IL facility for sale, leaving a very loyal and robustly attended event schedule open in close proximity, and the fact that GLD in Union Grove has failed to develop to its potential (by choice of it's ownership) we are surrounded by recreational revenue streams traveling long distances and many hours to participate in their recreational events and activities, it's a waste of potential and utilization for Jefferson Co to ignore. I'm very closely and actively involved (as a consultant, organizer and as an avid enthusiast) in these efforts with similar other venues, and would be glad to discuss more intricate details on the possibilities with</p>

#	Responses
	anyone from our county board members and planners. The absolute key, is multi use, year round, with residential and commercial acces, and Jefferson county has it all to do with. My email is shanethekan@yahoo.com. My company is EES LLC.
19	absolutely NO Factory Farms or CAFOS
20	organic farming
21	The people who are making these decisions should keep in mind that the concept of growth and progress are not necessarily desirable things.
22	small retail
23	Professional Services and Entrepreneurship- We're in a good spot to offer professional services to companies in both Milwaukee and Madison
24	Medical technology
25	ag related business, not sure what is meant by those businesses
26	Property owners choice
27	Small/Home Business
28	government/county jobs
29	N9ne
30	Alternative Energy Production or Manufacturing
31	More restaurants, Community Events, Focus on building up downtown
32	Organic farming
33	Areas to fish/hunt
34	Develop "feeder schools" where talented graduates are recruited to work & live within those same communities.
35	hobby farms, fruit trees, honey, berries, etc.
36	Small Business
37	So many communities have empty storefronts and farms/industries that are just getting by. How can we energize people to support those businesses and create the mindset of the community using them for sustainability?
38	innovative environmentally sustainable
39	no government assistance needed
40	All of the above
41	Small Business opportunities
42	Small mom and pop stores. Hardware, grocery, essentials.
43	Eco related business
44	small-to-medium retail
45	A lot of citys in Jefferson county need help with any retail and even to have a grocery store
46	small, entrepreneurial businesses especially reuse of existing rural buildings
47	Business in Industrial parks
48	more ATV and off-highway vehicle recreation trail opportunities.
49	Medical
50	none
51	purchase of farmland that can be turned into a park rather than being sold to a builder.
52	Just small businesses
53	nothing in particular; I think all are important
54	independent contractors, local foods, home business
55	small business/entrepreneurial
56	Maybe small retail; I'm not sure what "large" means. Something like Target to replace Shopko in Fort. I have to go to Janesville for a lot of shopping, or shop online.
57	Convenience - Kwik trips, coffee shops, restaurants, retail, shopping
58	Medium industry

#	Responses
59	Small town unique retail and restuarant.
60	Small retail
61	government should get out of the way
62	As long as the county doesn't fund them I don't care
63	Water Park that was planned in Johnson Creek. I think a lot of families would take advantage of the closer facility and shopping
64	It depends on who's paying for all this
65	Better restaurants PLEASE
66	I am against using taxes for economic schemes
67	Horse trails
68	ATV trails
69	small business, entrepreneurs, brewing/distilling
70	High tech jobs
71	Less diversity
72	Arts and creatives
73	Solar farming
74	park and ride location for people that want to ride or walk the trails
75	More Rural Residential Homes to get more Town Tax base but trying to stay away from a subdivision but yet allowing more and still keeping wit preservation and character
76	Improved secondary edu options
77	Small scale specialty ag
78	I'm not sure the county needs to "promote" economic development. The cities and surrounding areas are doing that.
79	ATV trails/ routes
80	broadband based businesses
81	Biotech and similar new technologies
82	Small business/family business
83	Common sense says you need a grocery store in Johnson Creek. Everyone stops at kwik trip. We are the center hub when going North/South/East and West. Please build a grocery store. The school referendum passed- you want more and HAVE more people moving here but you can't provide for them currently and we have to rely on outside business to provide which frowns their areas. We just approved and are building an elderly faculty/living area/ something? On top of the kids sled hill in JC. Let that sink in for a second. We have to open up to a youth that are now successful and able to work remotely and afford to live in suburbia. You must provide for them and easy business would say to add a grocery store if you are doubling the populous. For 8 years I said: wanna be a millionaire: slap a Starbucks next to the park and ride making it easy for people to jump off and on the highway. Business 101. Build for the youth and care for the elderly.
84	Small Business
85	Expand the bypass. Make interstate access faster.
86	NO LARGE SCALE FARMS or AGRICULTURAL RELATED INDUSTRY. This brings contamination of our water and air to the county without anything coming close to sufficient oversight and regulation.
87	Some large retail but not overwhelmingly so.
88	Undecided
89	Small family retail.
90	Small retail
91	Entrepreneurial & Start Up Share Spaces/Resources/Training
92	Medical facilities, assisted living centers with retail built around with services
93	affordable health care
94	Local family owned businesses

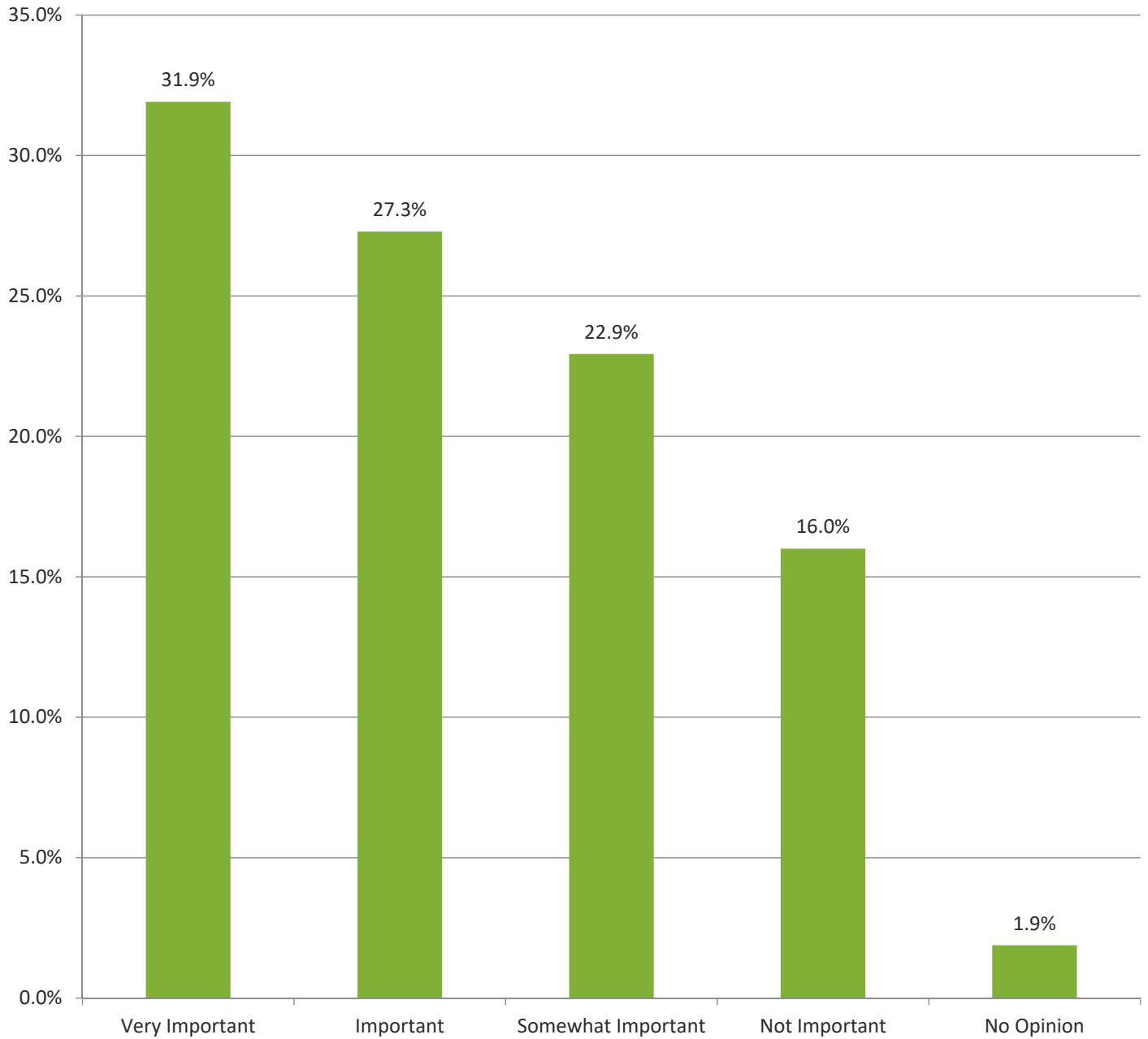
Question 13: How would you rate the county's existing transportation network?

Answer Choices	Excellent	Good	Fair	Poor	No Opinion	Total Responses
County Highways	103	618	338	96	8	1,163
Pedestrian Sidewalks and Trails	70	560	320	103	110	1,163
Bicycle Lanes and Trails	139	490	252	97	188	1,166
Local Roads	27	363	455	314	5	1,164
Rideshare and Taxi Services	12	123	253	364	412	1,164
Transit Services	10	79	184	499	385	1,157



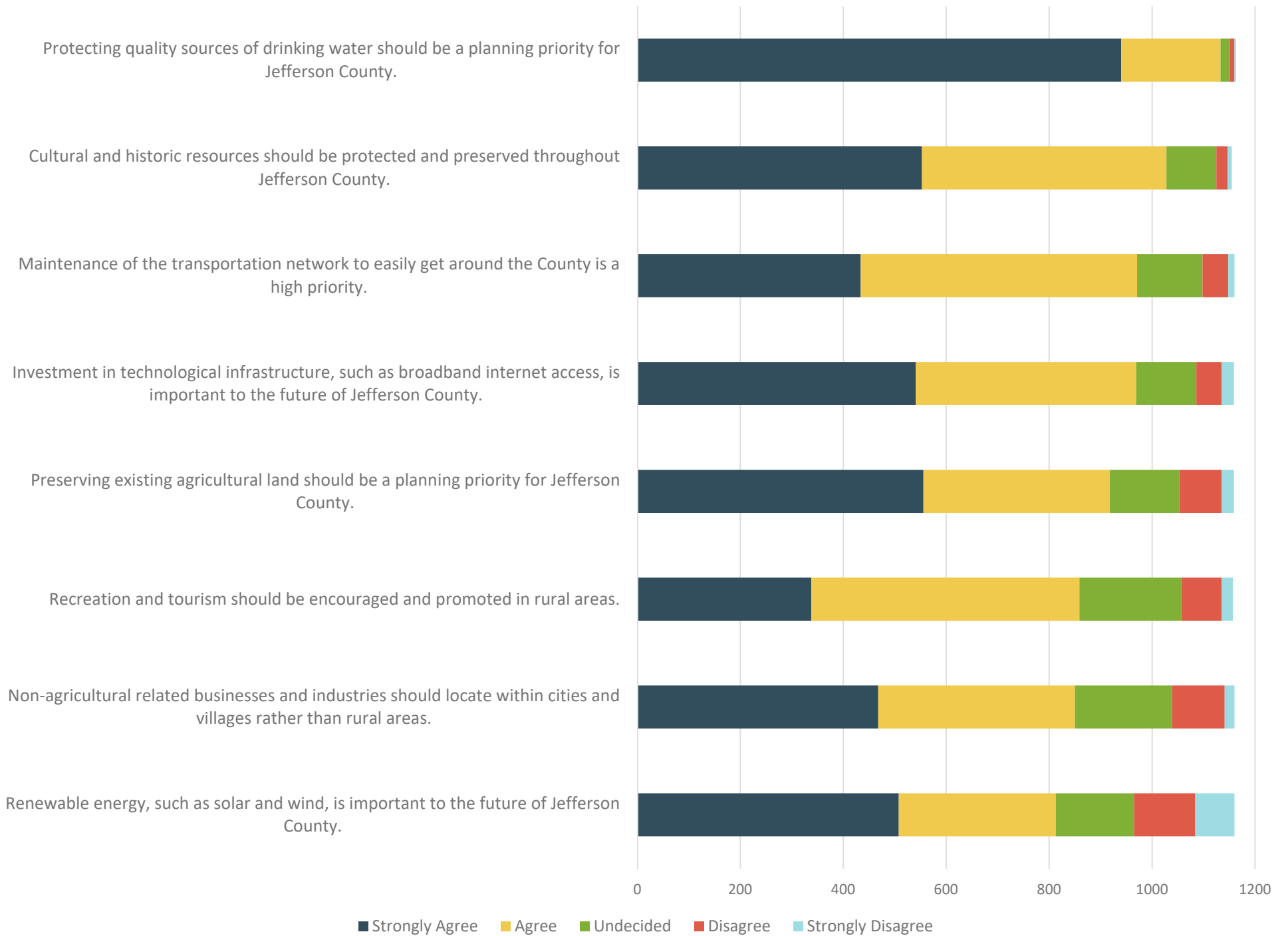
Question 14: How important are improving multi-modal transportation services (transit, biking and walking) to the future of Jefferson County?

Answer Choices	Responses	
Very Important	31.9%	373
Important	27.3%	319
Somewhat Important	22.9%	268
Not Important	16.0%	187
No Opinion	1.9%	22



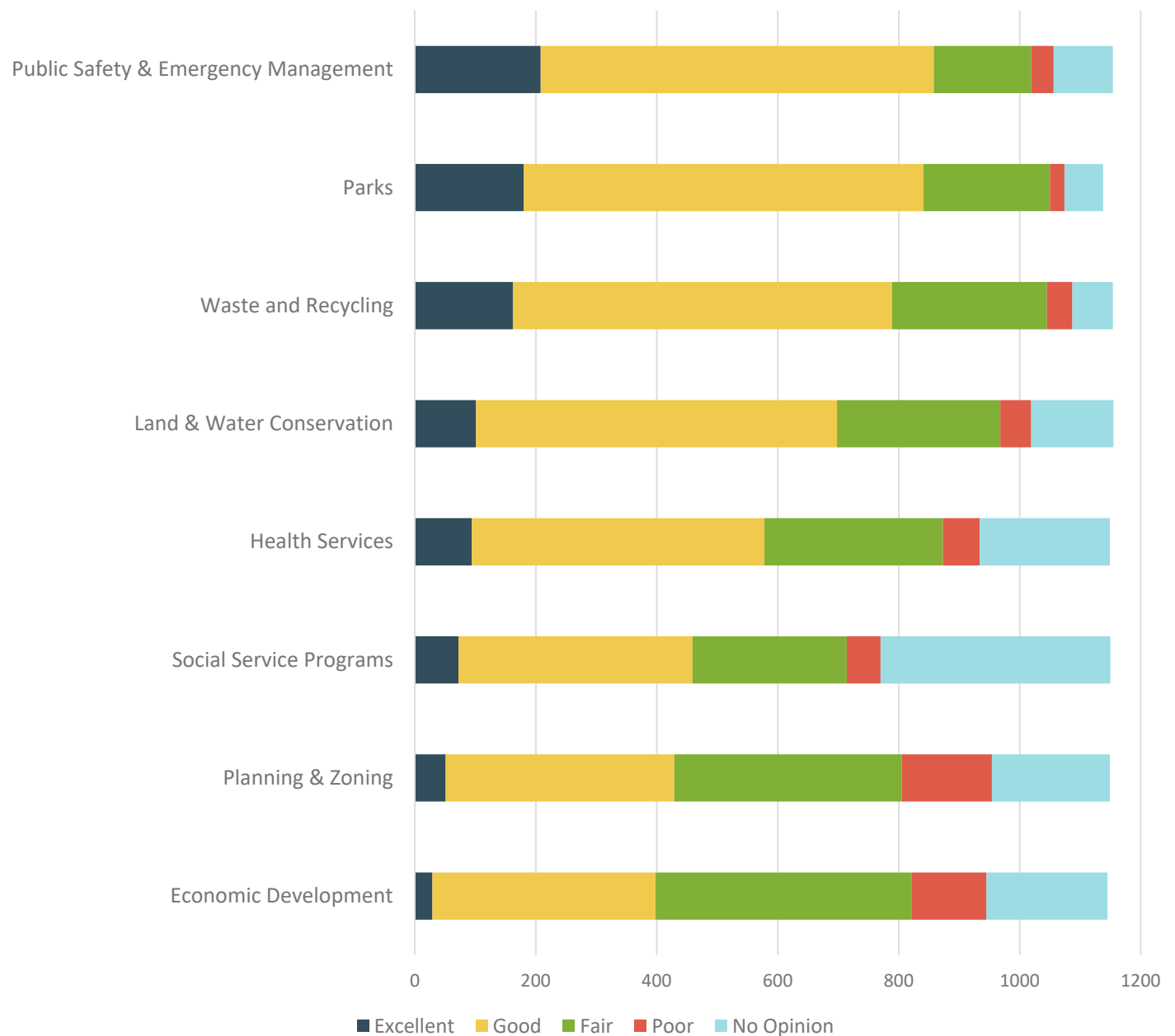
Question 15: Please rate the following statements:

Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total Responses
Protecting quality sources of drinking water should be a planning priority for Jefferson County.	940	193	18	9	3	1,163
Cultural and historic resources should be protected and preserved throughout Jefferson County.	553	475	97	22	8	1,155
Maintenance of the transportation network to easily get around the County is a high priority.	434	537	127	50	12	1,160
Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County.	541	428	117	49	24	1,159
Preserving existing agricultural land should be a planning priority for Jefferson County.	556	362	135	82	24	1,159
Recreation and tourism should be encouraged and promoted in rural areas.	338	521	198	78	22	1,157
Non-agricultural related businesses and industries should locate within cities and villages rather than rural areas.	468	382	189	102	19	1,160
Renewable energy, such as solar and wind, is important to the future of Jefferson County.	508	305	152	119	76	1,160



Question 16: Please rate how effectively and efficiently Jefferson County delivers essential services:

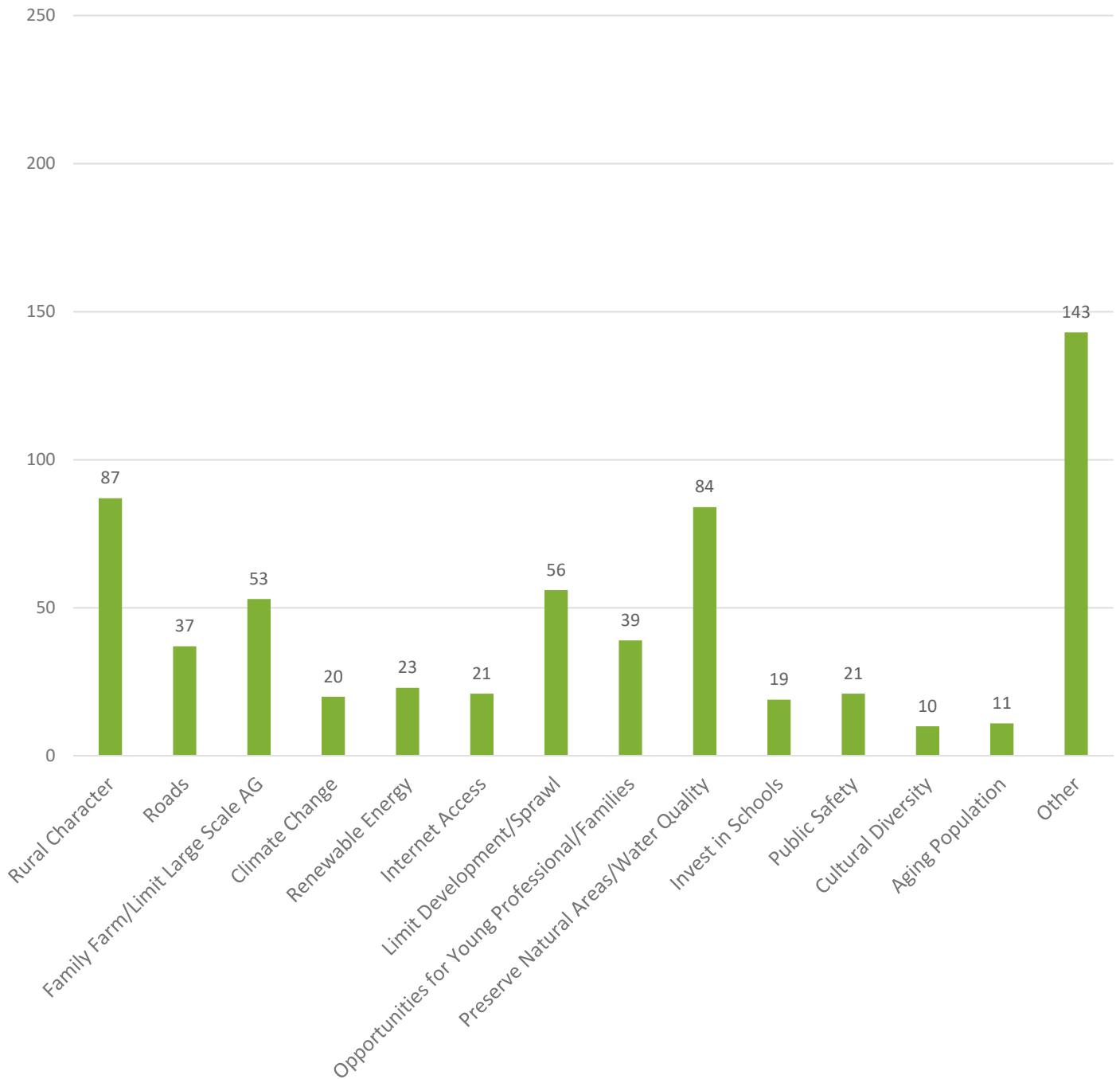
Answer Choices	Excellent	Good	Fair	Poor	No Opinion	Total Responses
Public Safety & Emergency Management	208	650	161	37	98	1,154
Parks	180	661	209	24	64	1,138
Waste and Recycling	162	627	256	42	67	1,154
Land & Water Conservation	101	597	270	51	136	1,155
Health Services	94	484	295	61	215	1,149
Social Service Programs	72	387	255	56	380	1,150
Planning & Zoning	51	378	376	149	195	1,149
Economic Development	29	369	423	124	200	1,145



Question 17: Please provide any additional thoughts or comments regarding county priorities over the next 20 years in Jefferson County:

Overall a total of 408 respondents provided additional feedback on Jefferson County's priorities over the next 20 years. The full responses are provided following a brief summary and analysis of the comments received.

The following themes emerged when asked about additional thoughts and comments for county priorities in the next 20 years. The 408 responses were sorted into (multiple) themes, as shown in the graph below. In addition, all comments were rated positive or negative based on the perceived opinion on the subject matter brought up. Generally, 263 of the comments were positive in nature and varied across all themes.



In general, a majority of the comments had positive attitudes towards the issues addressed. Many comments commended the county on the planning efforts and some comments were about specific questions in the survey. Themes brought up frequently were:

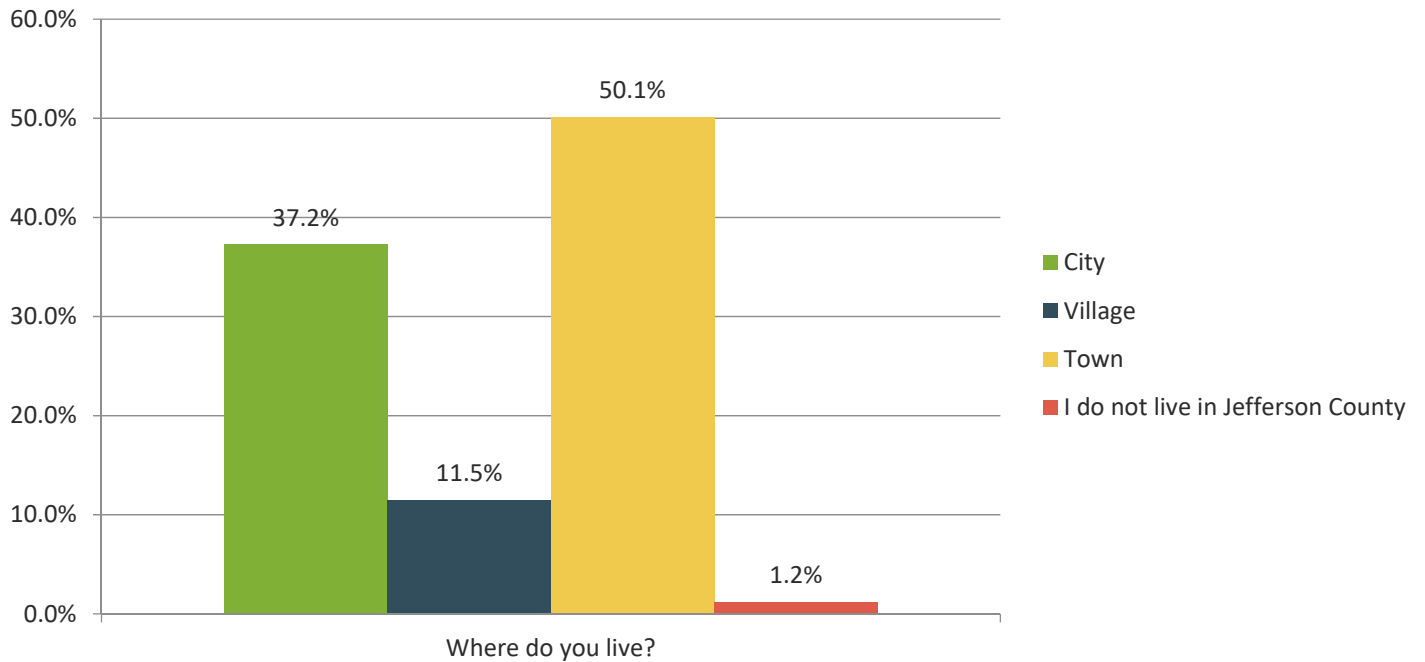
- Rural Character - Strongly different opinions on lot splitting
- Preservation of Natural Areas and Water Quality
- Limit Development and Sprawl - Infill housing development and business development in the established cities and villages is desired, as long as it is of quality and sustainable.
- Concerns about large scale agriculture and the preservation of family farms.

Other reoccurring themes included:

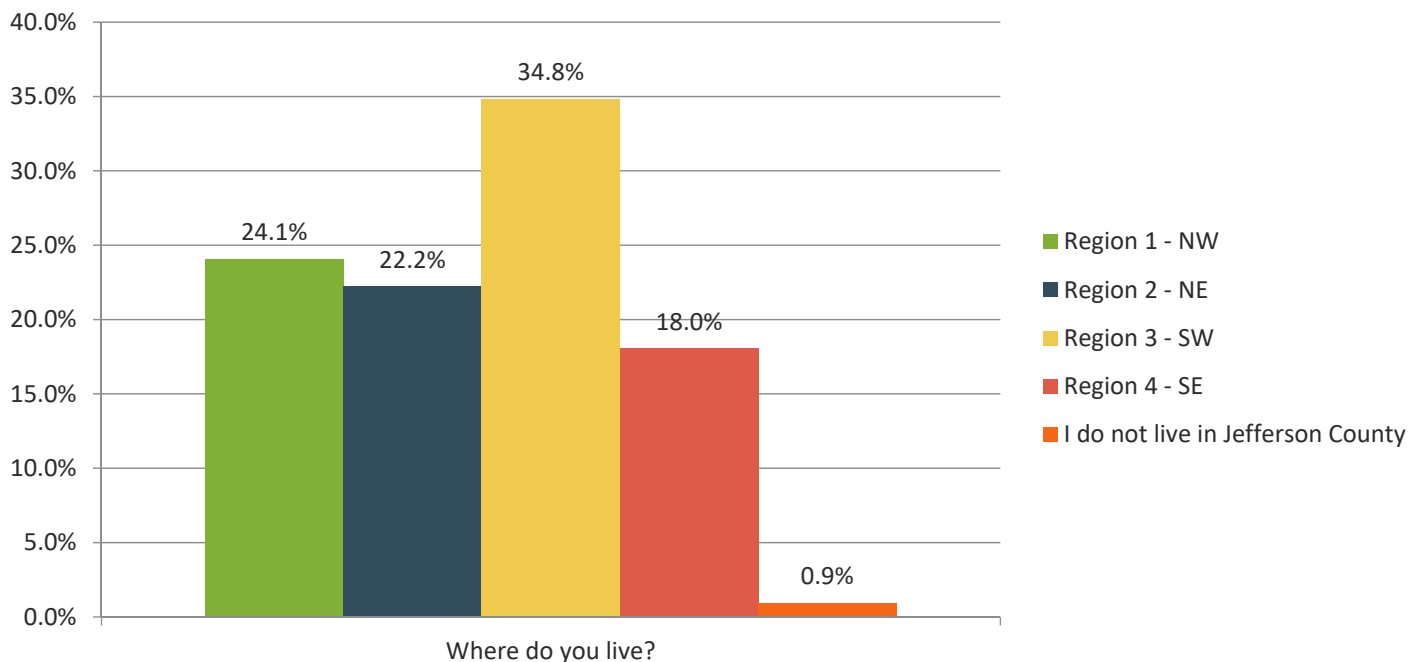
- Opportunities for Young Professionals and Families
- Roads - Maintain what is build, limit expansion. Some comments on incorporating bike lanes and sidewalks.
- Renewable Energy
- Public Safety
- Internet Access
- Climate Change
- Investment in Schools
- Welcoming community for cultural diversity
- Increasing aging population and associated health care needs
- Desire for low property taxes and limited regulations
- Varying opinions of ATV and UTV use on roads
- Waste and recycling management throughout Jefferson County
- Additional retail, entertainment and recreation opportunities – though some respondents identified that there are enough attractions in the county
- Varying opinions on affordable housing

Question 18: Do you live in a City, Village, or Town within Jefferson County, and which region do you live in? (see image below)

Answer Choices	City	Village	Town	I do not live in Jefferson County	Total Responses
Where do you live?	416	128	560	13	1,117

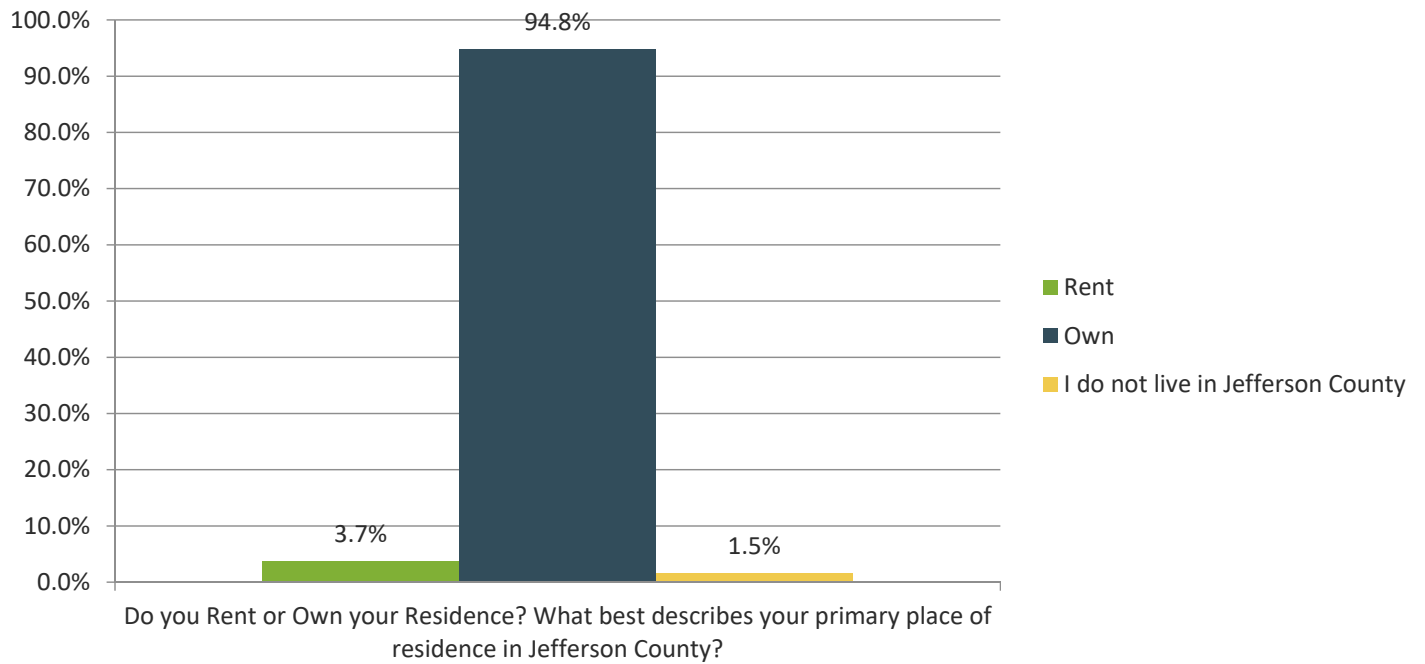


Answer Choices	Region 1 (NW)	Region 2 (NE)	Region 3 (SW)	Region 4 (SE)	I do not live in Jefferson County	Total Responses
Where do you live?	208	192	301	156	8	865

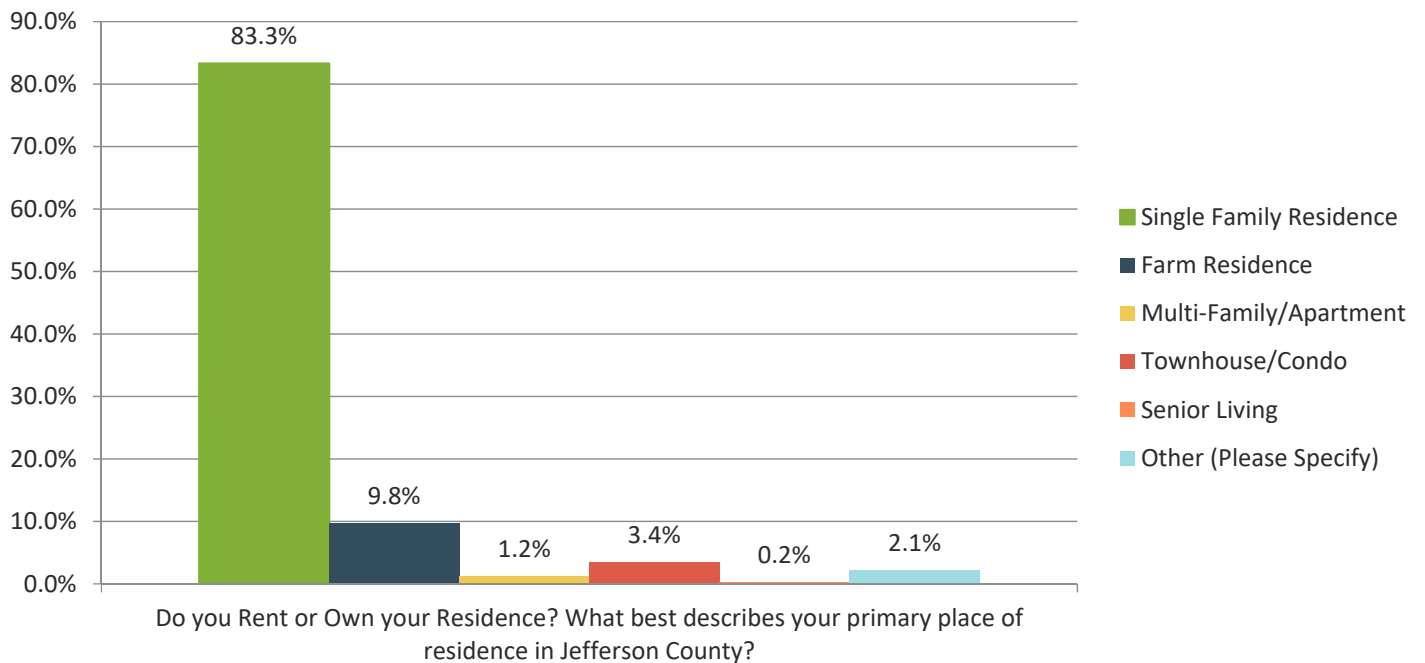


Question 19: Rent, Own, I do not live in Jefferson Co.

Answer Choices	Rent	Own	I do not live in Jefferson County	Total Responses
Do you Rent or Own?	41	1,059	17	1,117



Answer Choices	Single Family	Farm	Multi-Family/Apartment	Townhouse/Condo	Senior Living	Other (Please Specify)	Total Responses
Description of Residence	709	83	10	29	2	17	851

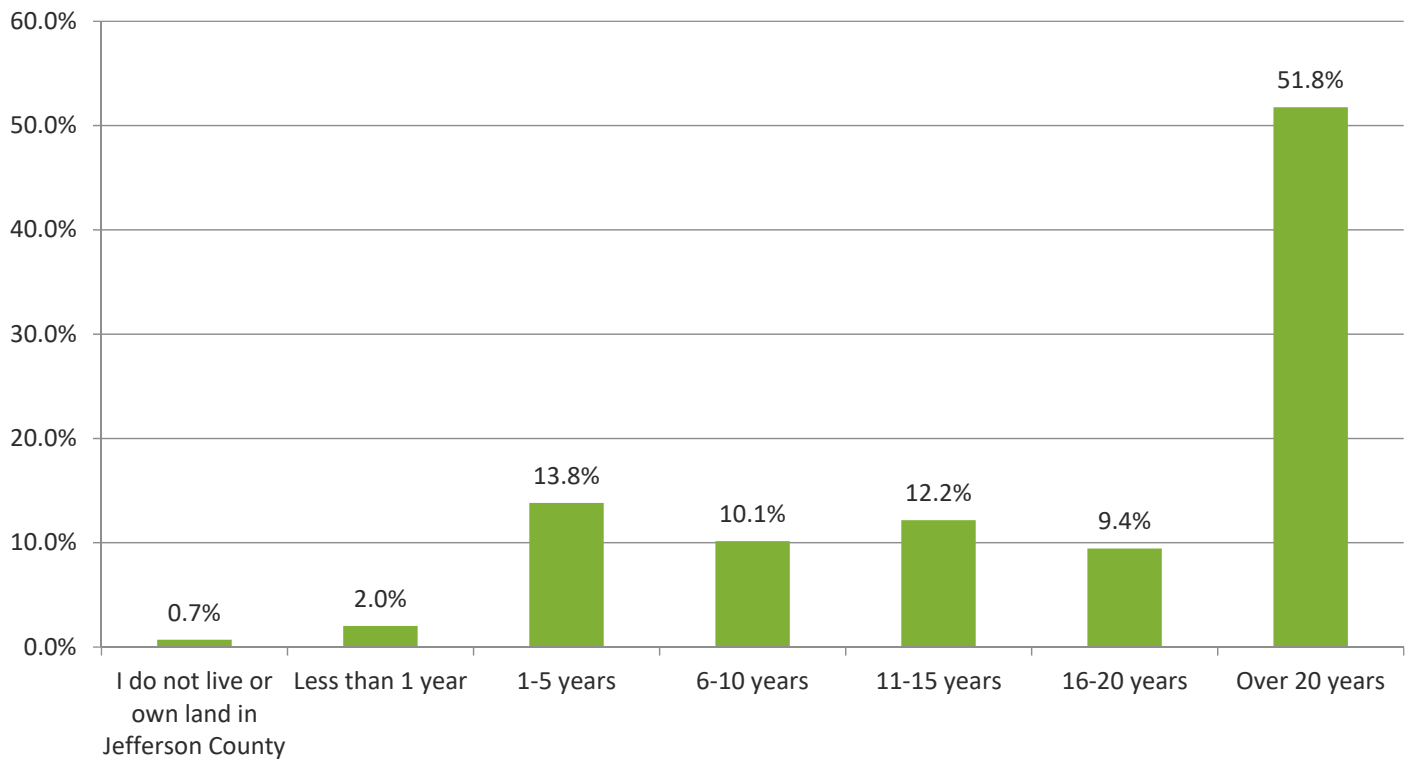


Open-ended Responses:

#	Responses
1	Our property is A-1, with 15 acres of prairie restoration
2	I own an A-1 vacant parcel
3	Natural Resource Residence
4	our property has been a peaceful place for many years, no house on property as of yet tho.
5	I own land
6	cottage
7	Farm
8	Lake/ wetland property - Recreational
9	My fiance owns the house we live in.
10	Iznc
11	Owned land
12	duplex
13	Own single family home
14	River Bend resort lot
15	Wooded acerage
16	I live in what was a farm.
17	Seasonal Residence
18	Commercial rental downtown Jefferson
19	home with ag land
20	Farm Jefferson County
21	Farm
22	I own a rental property in Ft. Atkinson
23	Own farm land and grew up on a dairy farm in Waukesha Co.
24	2 family
25	Living with family, they own the house
26	NA
27	Self Service Laundries
28	duplex
29	region 4 - in Whitewater
30	small hobby farm
31	Own in River Bend
32	A single family home on A1 and A3 zoned land not in a subdivision
33	Aztalan
34	5 acre parcel
35	Single family home
36	single family/business
37	Region 3
38	Looking to purchase but ugh.
39	Duplex
40	Zoned Ag 3, small tract
41	duplex
42	Duplexes

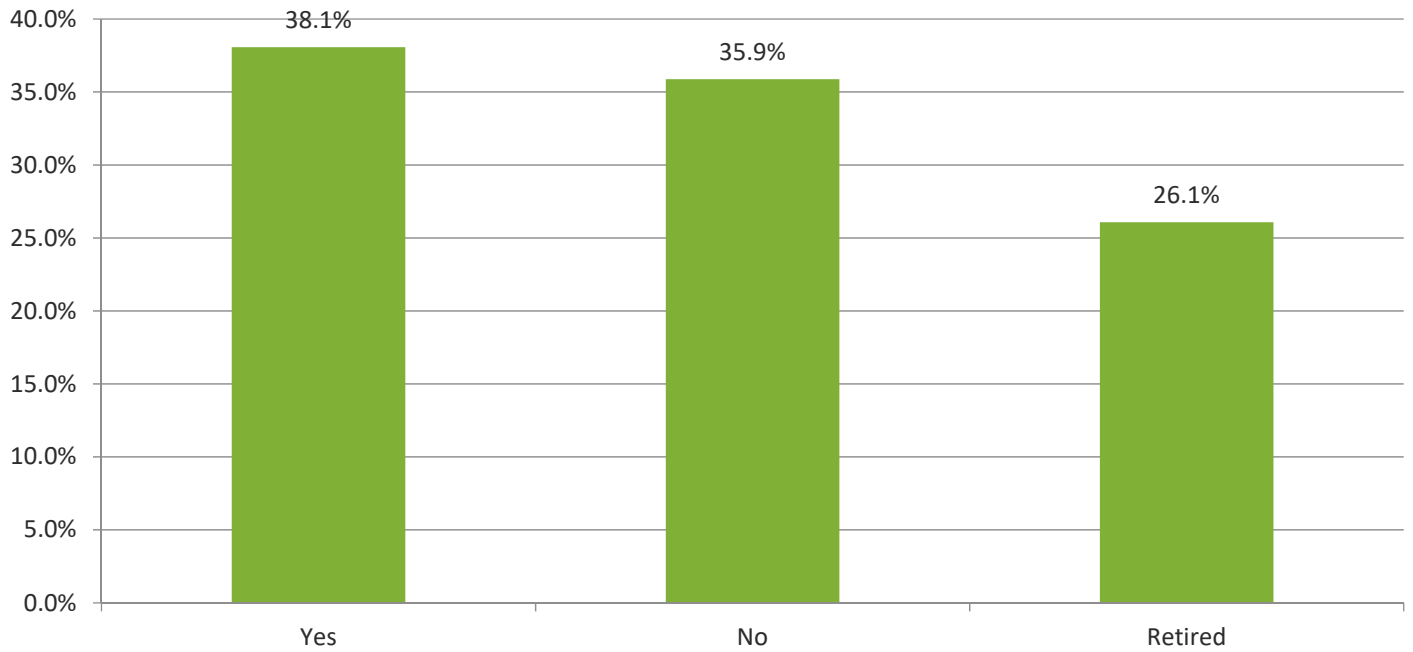
Question 20: How long have you lived or owned land in Jefferson County?

Answer Choices	Responses	
I do not live or own land in Jefferson County	0.7%	8
Less than 1 year	2.0%	23
1-5 years	13.8%	158
6-10 years	10.1%	116
11-15 years	12.2%	139
16-20 years	9.4%	108
Over 20 years	51.8%	592
Total		1,144



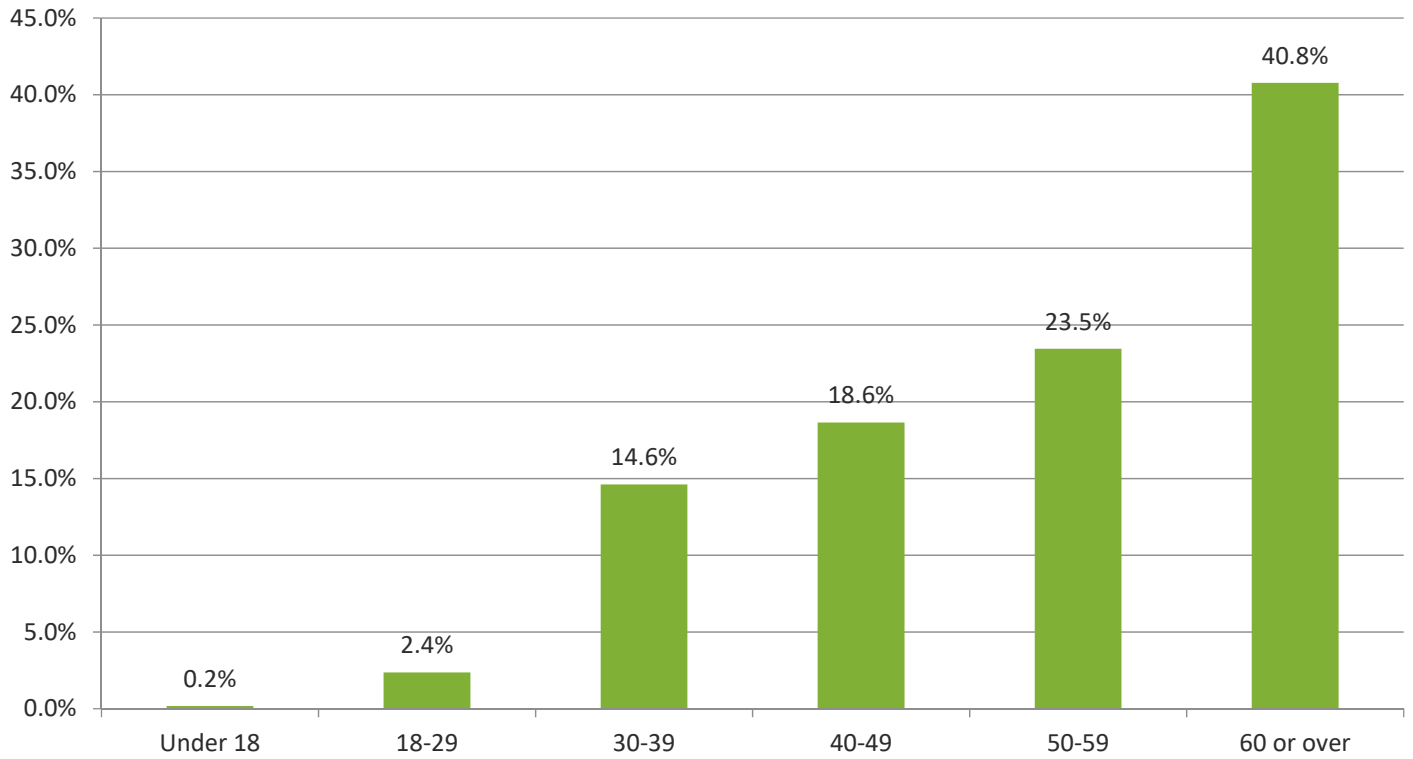
Question 21: Do you work in Jefferson County?

Answer Choices	Responses	
Yes	38.1%	435
No	35.9%	410
Retired	26.1%	298
Total		1,143



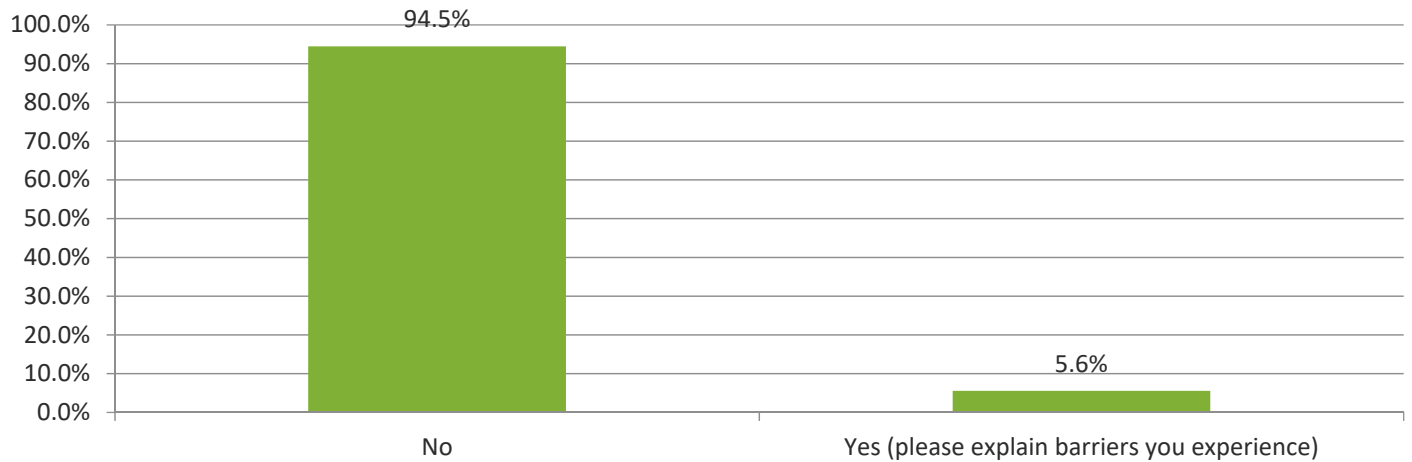
Question 22: What is your age?

Answer Choices	Responses	
Under 18	0.2%	2
18-29	2.4%	27
30-39	14.6%	167
40-49	18.6%	213
50-59	23.5%	268
60 or over	40.8%	466
Total		1,143



Question 23: Do you experience a mental or physical disability? If yes, please list any barriers you may experience in Jefferson County?

Answer Choices	Responses	
No	94.5%	1,073
Yes (please explain barriers you experience)	5.6%	63
Total		1,136



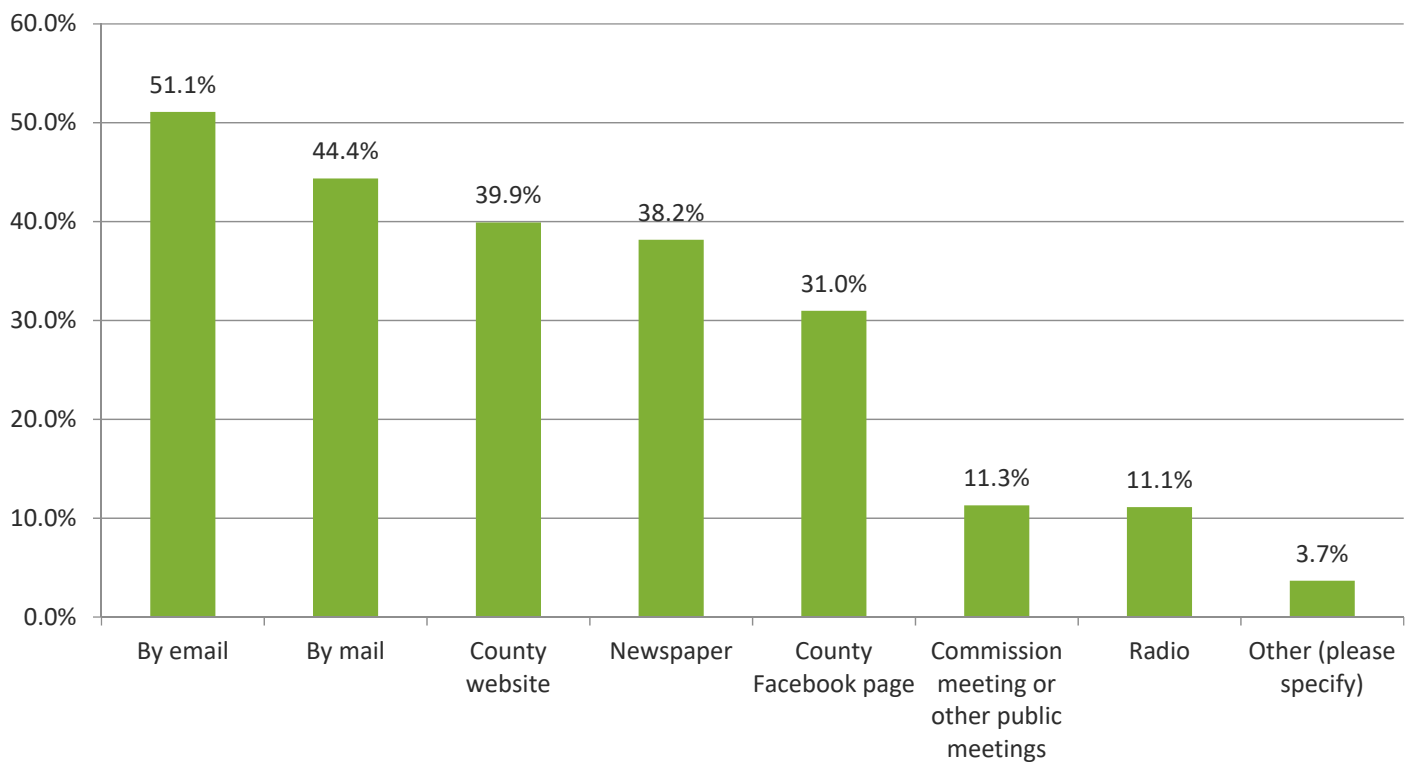
Barriers experienced, open-ended responses:

#	Responses
1	Handicap parking
2	Had heart attack.
3	need better access (atv, tracked wheel chair, argo) to all public land.. I am mostly disabled
4	Have an adult daughter with disabilities. Finding qualified caregivers is problematic.
5	physical
6	not enough help to appts.---no help from community members, including churches
7	I am deaf and wear two hearing aids.
8	I fight to overcome small-mindedness
9	I prefer access to a loop for the hard of hearing. I will include a brochure that gets points across.
10	bipolar services
11	A close family member does; wheelchair mobility is an issue at many public places
12	More quality health care. Gastroenterology for my 16 year old and myself and a female Urologist and Gynecologist
13	People still not understanding that a Service Dog is not to be bothered (petted) when it is out with the owner.
14	Son with autism, very poor access to any therapy services. School resources very lacking.
15	Illegal to ask.
16	at present there are no barriers for me.
17	walk with cane or use wheelchair, need handicapped parking
18	withheld
19	some physical limitations
20	wheelchair accessibility
21	Difficulty with legs--surgery on knees presently using wheel chair
22	None
23	"Old age" Related

#	Responses
24	mobility issues, accessibility is very difficult
25	Fort Healthcare lacks Mental Health services
26	depression, PTSD - disabled veteran
27	Access to restrooms..parking..
28	none
29	RA
30	access to reputable mental health services for my child
31	Hearing loss
32	I have a young son with Autism, there's not much we can do with him close to home.
33	Musclar dystrophy
34	No barriers from county
35	Transportation to doctor an other appointments. Meals on wheels.
36	Curbs that are handicapped accessible
37	dependent on a wheelchair....limited access to too many businesses
38	No transportation between towns
39	None
40	handicap transportation, unable to get to medical facilities using public means
41	not alot of disabled housing for families or individuals unless you are elderly. Alot of businesses are not accessible to handicapped people due to stairs
42	Physical movement, but its Ok.
43	Housing
44	Getting into a quality psychiatrist
45	Getting out and enjoying the outdoors.
46	We have to drive to Madison for pediatric Mental Health professionals
47	Not sure
48	not enough handicap parking
49	I have an outstanding case worker who assists me.
50	Some businesses not having handicapped parking such as Crawfish Junction Restaurant in Milford Township and the same for the Aztalan Inn in Aztalan Township. In the winter especially I can't park close enough to give them my business. I believe this is a law but no one follows through.
51	Wheelchair bond
52	No ADA work available
53	Mental health
54	Mental Health
55	I still get around
56	I spend a lot of money to belong to a gym with a pool due to knee surgeries and leg injuries (combat)
57	really difficult to find mental health providers that are local and not booked out for months
58	Copd
59	heavy entry doors, broken sidewalks, lack of guardrails (elderly with multiple. orthopedic problems- mind clear)
60	Doing well now w/JCHS
61	No barriers. Minor disability.
62	limited quantity of affordable mental health providers
63	N/A

Question 24: What are the best ways for you to receive information and communications from Jefferson County? (Check all that apply)

Answer Choices	Responses	
By email	51.1%	584
By mail	44.4%	507
County website	39.9%	456
Newspaper	38.2%	436
County Facebook page	31.0%	354
Commission meeting or other public meetings	11.3%	129
Radio	11.1%	127
Other (please specify)	3.7%	42
Total		1,143



- | # | Responses |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | neighbors! |
| 2 | tomfick@netscape.net |
| 3 | Text alert to visit county website |
| 4 | Only mailings. It would have been nice to know about the resources more in advance so that we can attend meetings on topics that we are passionate about. Many times we hear things have been passed without any communication. |
| 5 | Library |
| 6 | 520-404-8170 |
| 7 | From my county board member |
| 8 | Television |
| 9 | special notifications |
| 10 | phone |

#	Responses
11	SMS Texting if emergency or notifications
12	free ads in mail
13	None. I don't want to.
14	Texts
15	twitter
16	T.V.
17	Any communication that requires effort on the part of the recipient (going to the website, reading the newspaper) will be mostly ignored. A piece of paper in the mailbox will at least be handled for a moment.
18	Local Television stations (Madison and Milwaukee)
19	None
20	County Sponsored Cellphone App
21	Word of mouth, Union Extra
22	I'd like to see all major things in the city & county be announced by Mail instead of on the city hall reader board. This includes Harry Potter Fest, County Fair, 4th of July events. The facebook pages are not updated often enough. The city hall reader board mostly just tell the date and time. I have a cell phone and a clock in my car already. Lets be better. We are a small town, but we can do it.
23	used to get the paper but now just by word of mouth mainly
24	Do not want.
25	word of mouth, gossip
26	talk
27	social media
28	92.7 fm or 1510 am or freespeech.org
29	A friend notifies me of meetings and announcements by email
30	google, internet search, etc.
31	Pbs and npr and wpr
32	Friends and family, neighbor
33	Free flyers, free mailings; I can't afford the newspaper. I just happened onto this survey, did not even know about it.
34	local news - and don't limit social media to only Facebook< Twitter, Linked In, etc.
35	Communication via town board
36	Emails from my employer
37	Web
38	None they don't reach out to citizens well.
39	text messages
40	Text alert
41	Facebook local community boards or the local mom & dad boards
42	Texts

Question 25: Please provide your email address to stay connected to the Jefferson County long-range planning process.

The email addresses provided respondents will remain confidential and will be used to distribute further information about the Comprehensive Plan and Agricultural Preservation and Land Use Plan Updates.

5. CONSENSUS POINTS AND GOAL STATEMENTS

5.A. CONSENSUS POINTS

The following consensus points describe a "common ground" that the Jefferson County 2020 Steering Committee approved as a foundation for further detailed policy development. The "consensus points" are based on input from the countywide household survey conducted in the Fall of 1996 and input from the public meetings and focus groups with various interest groups in the County.

GENERAL COUNTY PLANNING CONSENSUS POINTS

1. Jefferson County should adopt land use policies and implementation measures that are clear and readily understood by the general public.
2. The Jefferson County land use regulations should be fair and treat all owners of land with comparable resource and location characteristics equitably.
3. Jefferson County land use policies and plans should be coordinated, to the maximum extent feasible, with both the towns and the incorporated units of government.
4. Jefferson County land use policies and regulations should contribute to fostering strong local units of government with sufficient tax base to maintain infrastructure and adequate levels of service.
5. Jefferson County land use and development policies should reflect a balanced perspective that considers both policies that preserve and protect the natural resources and the environment and policies that allow for continued population growth and economic development in areas most suitable for such uses.
6. Jefferson County should adopt land use policies that encourage development to be located in areas that are environmentally suitable for development and preserve those areas that possess valuable natural resource characteristics or are environmentally sensitive.

7. Jefferson County should adopt land use policies and regulations that encourage higher-density development in locations that have the infrastructure and services needed to support such development.
8. Jefferson County should adopt policies that encourage redevelopment and infill development in parts of the County that are already served by utilities and infrastructure.
9. Jefferson County should adopt land use policies that take into account the consequences of new development on local and school district taxes.
10. Jefferson County should preserve the "rural character" of the County.
11. The natural resources of Jefferson County should be protected for future generations.
12. Jefferson County should investigate the purchase of conservation easements and other innovative techniques as a means of preserving open space and natural resources.

AGRICULTURAL PRESERVATION CONSENSUS POINTS

1. Jefferson County should adopt policies and regulations that minimize nonagricultural-related development of prime farmland.
2. Land use policies and regulations need to be based on a realistic assessment of the economic feasibility of maintaining productive farming units in Jefferson County.
3. If nonfarm development is permitted in predominantly agricultural districts, it should be clustered and located in a manner that will minimize the conversion of prime agricultural soils to nonfarm use and minimize the impact on the operations of adjoining farms.
4. Jefferson County should adopt policies that maintain the integrity and viability of large agricultural districts where modern production agricultural practices can occur without creating conflicts with nonagricultural uses.

5. The prime agricultural soil resources of the County should be protected so that food, fiber, and livestock production continue to be an option for future generations.

ENVIRONMENTAL PROTECTION CONSENSUS POINTS

1. Jefferson County land use policies and decisions should take into consideration the protection of wildlife and waterfowl habitats.
2. The unique topography and vegetative cover of the drumlins and esker glacial formations should be preserved as a distinctive quality of the Jefferson County environment.
3. The Rock River and other major river corridors should be planned as continuous scenic, natural area, and recreation corridors. While limited low-density development may be permitted along the shoreline, such development should be controlled to maintain the aesthetic, recreational, and resource qualities of the corridors.
4. Wetlands and floodplains, which provide areas for natural stormwater storage and flood control, should be protected from development.
5. The quality of Jefferson County's groundwater and surface waters should be protected.
6. The air quality of Jefferson County should be protected.
7. The aesthetic character of the rural countryside should be preserved.

ECONOMIC DEVELOPMENT CONSENSUS POINTS

1. New industries should be encouraged to locate in planned business and industrial parks, which provide utilities and infrastructure.
2. Jefferson County should encourage a variety of industrial and business types, including agribusinesses, manufacturing industries, warehousing and distribution businesses, and information-based services.
3. Jefferson County should provide a sufficient inventory of sites in planned business and industrial parks to accommodate the projected expansion

needs of existing businesses and provide sites for incoming businesses and industries.

4. Jefferson County should maintain the transportation infrastructure, including highways, railroads, and air fields necessary to support industrial and business development.
5. Jefferson County should encourage agri-businesses and farm-related services that will help support agriculture in Jefferson County.

Note: In many cases agribusinesses do not require public utilities and should be located in rural areas with good access to agricultural districts.

6. The health and vitality of traditional downtown business districts in Jefferson County should be maintained.
7. Jefferson County should encourage the redevelopment and revitalization of existing commercial and industrial districts.
8. Jefferson County should have an inventory of planned development sites with adequate infrastructure that are suitable for newer "big box" retailers and franchise developments that are dependent on having a high level of accessibility and large surface parking areas. Where feasible, such developments should be located in or near existing downtown areas or commercial districts.
9. In planning and designing industrial and business parks and commercial districts, pedestrian and bicycle access, as well as vehicular access, should be taken into consideration.

HOUSING AND DEVELOPMENT CONSENSUS POINTS

1. The land use plans for Jefferson County and the municipalities within the County should identify sufficient areas that are suitable for housing to meet anticipated market demand and projected growth.
2. The land use plan needs to recognize that there are numerous vacant and developable existing residential lots and that these lots need be considered as part of the inventory of developable land in Jefferson County.

3. New multifamily housing and other housing at densities greater than one dwelling unit per gross acre should be located in areas served by public sewers.
4. Housing in the rural areas of the County should be designed and located in a manner and at densities that minimize adverse impacts on the rural character of the countryside and agricultural resources.
5. New residential development should pay sufficient impact fees and other types of assessments to cover the costs of providing services and infrastructure. Such costs should include payment of a proportionate share of capital expenses, as well as ongoing operations and maintenance costs.
6. There should be sufficient affordable housing in Jefferson County to serve the needs of the labor force employed in Jefferson County businesses and industries.
7. Pockets of blighted and poorly maintained residential properties should be redeveloped or revitalized.
8. Land use regulations should permit mixed-use developments or "planned unit developments" (PUD's) that include a combination of densities and an integration of commercial and residential uses within the context of a master-planned community.

PARK AND OPEN SPACE CONSENSUS POINTS

Note: The following park and open space policies were adopted in 1997 by the Jefferson County Park Committee and County Board and are included as the adopted recommendations and conclusions of the Jefferson County Parks, Recreation, and Open Space Plan:

1. Acquire valuable natural areas and historic areas of 100 acres or more.
2. Consider preserving/acquiring areas having lakes.
3. Identify potential lakes for passive/natural activities such as Red Cedar Lake, Hope Lake, and Rose Lake.
4. Identify 4 to 6 new sites for large natural-resource-oriented parks.

5. Attempt to bring the Jefferson County Parks into a more typical "standard" for the provisions of County parks. (The County is now deficient in both park facilities and activities.)
6. Solicit donations from the private sector for funds to be used for parkland acquisition.
7. Continue to investigate new revenue sources including the use of impact fees and State and Federal grants.
8. Continue implementation of the Jefferson County Bikeway/Pedestrianway Plan that was approved by the County Board in 1996.
9. As larger tracts of parkland become available, consider incorporating hiking, and other low impact trail use. Camping may also be suitable in these areas.
10. Recognize that implementation of these goals will occur over a long time frame.
11. Encourage cooperative arrangements with the Wisconsin Department of Natural Resources for mutual benefits.
12. Continue implementation of the Americans with Disabilities Act recommendations.
13. Recognize the importance of continuing a high level of maintenance in existing parks.

5.B. GOAL STATEMENTS

The consensus points were further refined by the Steering Committee into eleven goal statements that have been used by the Steering Committee in an "evaluation matrix" to help evaluate and refine alternative land use scenarios and policies.

The approved general goal statements include the following:

1. Preserve the "rural character" and aesthetic quality of Jefferson County.
2. Coordinate growth and development planning between towns and incorporated municipalities.
3. Provide equity and fairness to owners of land with comparable resource and location characteristics.
4. Minimize nonagricultural development on prime agricultural soils.
5. Maintain the integrity of agricultural districts allowing for accepted agricultural practices.
6. Protect and preserve an environmental corridor system consisting of wetlands, floodplains, upland woods and steeply sloped glacial features.
7. Protect groundwater and surface water quality.
8. Discourage development in areas that possess valuable natural resource characteristics and wildlife habitats.
9. Design and locate housing in rural areas in a manner that minimizes adverse impacts on agriculture and maintains the rural character in Jefferson County.
10. Encourage higher-density residential development in areas where public utilities will be available.
11. Encourage nonagricultural-related businesses and industries to locate in areas where public utilities will be available.

Agricultural Preservation and Land Use Plan Vision Statement and Goals

Overall Vision for the Future

A fundamental purpose of the Agricultural Preservation and Land Use Plan is to guide and manage growth and development in a manner that will preserve the rural character; protect the agricultural base and natural resources of the countryside; and contribute to the high quality of life and prosperity of the communities. The Plan also recognizes the importance of fairness toward individual property owners and individual units of government.

Goals

General:

1. Preserve the “rural character” and aesthetic quality of Jefferson County.
2. Coordinate growth and development planning between towns and incorporated municipalities.
3. Provide equity and fairness to owners of land with comparable resource and location characteristics.

Agricultural Preservation:

1. Minimize nonagricultural development on prime agricultural soils.
2. Maintain the integrity of agricultural districts allowing for accepted agricultural practices.

Environmental Protection:

1. Protect and preserve the environmental corridor system, consisting of wetlands, floodplains, upland woods, and steeply sloped glacial features.
2. Protect groundwater and surface water quality.
3. Discourage development in areas that possess valuable natural resource characteristics and wildlife habitats.

Housing and Development:

1. Design and locate housing in rural areas in a manner that minimizes adverse impacts on agriculture and maintains the rural character in Jefferson County.
2. Encourage higher-density residential development in areas where public utilities will be available.
3. Encourage nonagricultural-related businesses and industries to locate in areas where public utilities will be available.

Regional Food Distribution and Networks:

1. Support established and new food distribution systems to access nearby urban area markets including Chicago and Milwaukee.
2. Expand local leadership in identifying and establishing local food markets, local business collaborations, and a local Jefferson County brand/logo.



JEFFERSON COUNTY

Comprehensive Plan and Agricultural Preservation and Land Use Plan

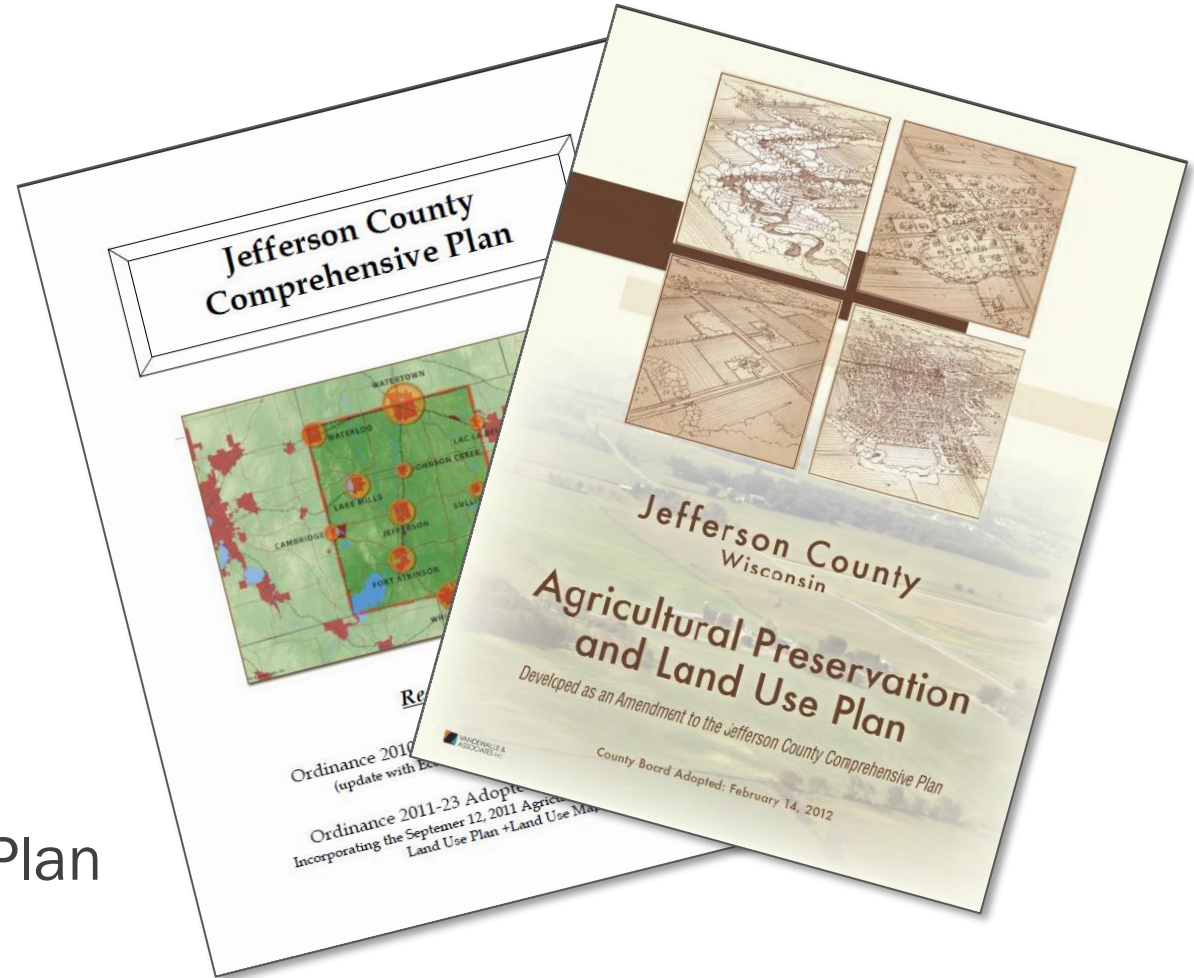
STEERING COMMITTEE MEETING #2

October 1, 2019



Agenda

- Introductions
- Early Public Engagement Summary
 - Online Survey Review
 - Regional Meetings Summary
 - Intergovernmental Interview Summary
 - Early Public Engagement Key Themes
- Existing Goal Review
 - Comprehensive Plan
 - Agricultural Preservation and Land Use Plan
- Next Steps



Online Survey Review

- Survey open from June 10 – August 2, 2019
- 25 questions across nine Comprehensive Plan areas
- Mailed directly to every household in County
- Link to survey in:
 - newspapers
 - Email blast/list serv
 - County website
- 1,255 responses



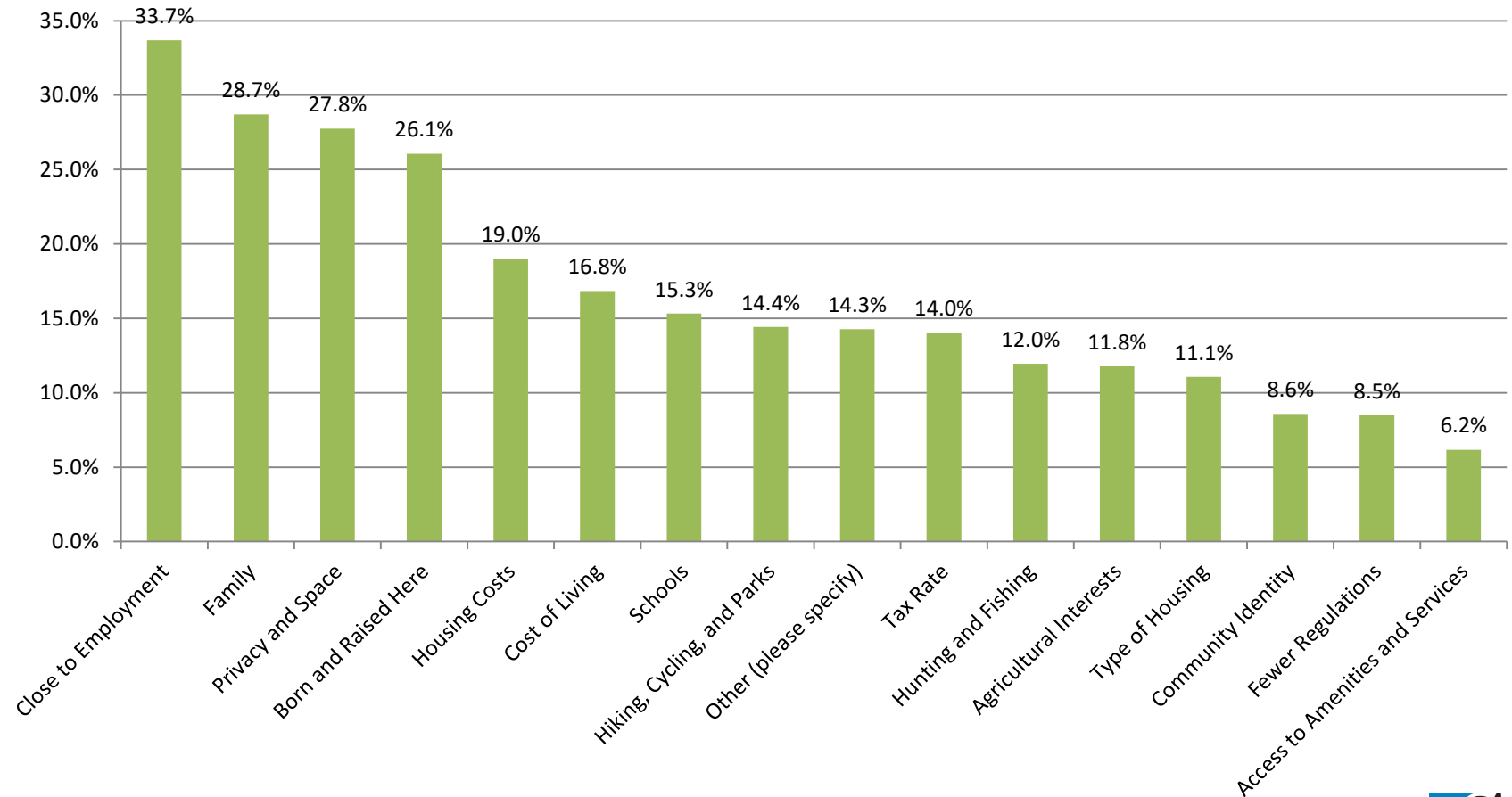
Online Survey Review

- Inform and validate existing conditions
- Gather feedback about strengths, weaknesses, and opportunities
- Help to shape the Vision, Goals and Policies
- Open to all residents – all ages, locations, demographics
- Address all plan elements

Online Survey Review

Question 1: Why did you choose to live in Jefferson County? (Identify your top three)

Answer Choices	Responses	
Close to Employment	33.7%	420
Family	28.7%	358
Privacy and Space	27.8%	346
Born and Raised Here	26.1%	325
Housing Costs	19.0%	237
Cost of Living	16.8%	210
Schools	15.3%	191
Hiking, Cycling, and Parks	14.4%	180
Other (please specify)	14.3%	178
Tax Rate	14.0%	175
Hunting and Fishing	12.0%	149
Agricultural Interests	11.8%	147
Type of Housing	11.1%	138
Community Identity	8.6%	107
Fewer Regulations	8.5%	106
Access to Amenities and Services	6.2%	77
Total		1,247



Online Survey Review

Question 2: List what you think are the two best aspects of day-to-day life, or the two most positive attributes of Jefferson County.

Word	# of Appearances
Rural	232
Small	215
Community	175
Town	174
Living	146
Water	118
Parks	112
Friendly	111
Cities	107
Low	103
Close	98
Safe	97
People	89
Country	87
Quiet	81
Location	73
Madison/Milwaukee	72
Crime	72
Madison	69
Feel	69
Good	69
Schools	68
Access	68
Communities	65
County	64
Life	64
Lake	54
Space	52



Online Survey Review

Question 3: List what you think are two aspects that could be modified to improve day-to-day life in Jefferson County.

Word	# of Appearances
Roads	319
Better	243
Taxes	208
Tax	95
County	86
Businesses	83
Farms	75
Less	73
Access	68
Housing	67
Areas	64
Lower	61
Rural	60
Schools	58



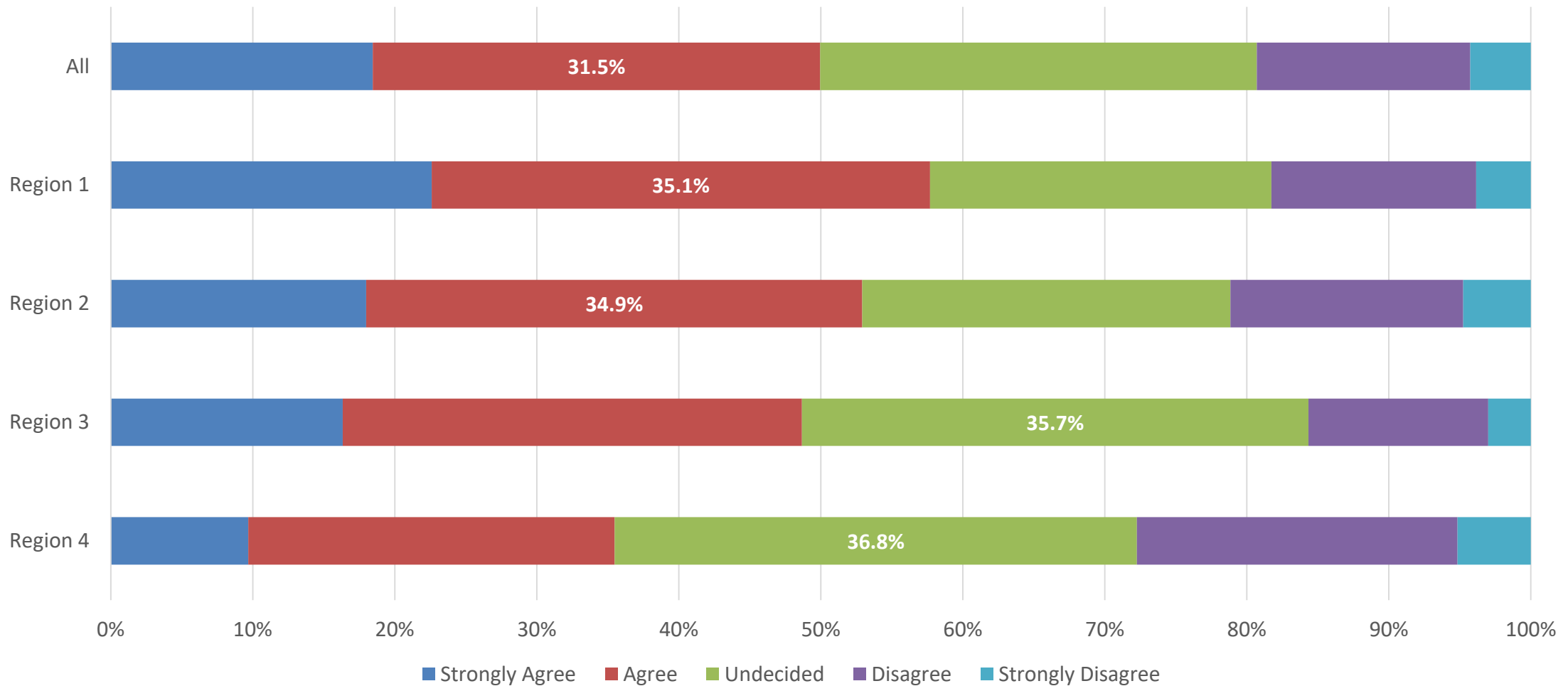
Online Survey Review

Question 10: What are your thoughts on growth and development within Jefferson County

Answer Choices	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total Responses
Development in close proximity to water resources should be closely monitored	738	322	78	25	12	1,175
Areas with prime agricultural soils should be protected from encroaching incompatible development	566	407	123	57	24	1,177
Development should be encouraged in or near cities or villages in Jefferson County	307	515	189	116	44	1,171
Development should be encouraged near major roads/intersections	225	494	260	135	57	1,171
We need more recreational areas to meet demand in the county	216	369	360	176	50	1,171
Property owners should be free to develop land without many restrictions	160	211	172	386	244	1,173

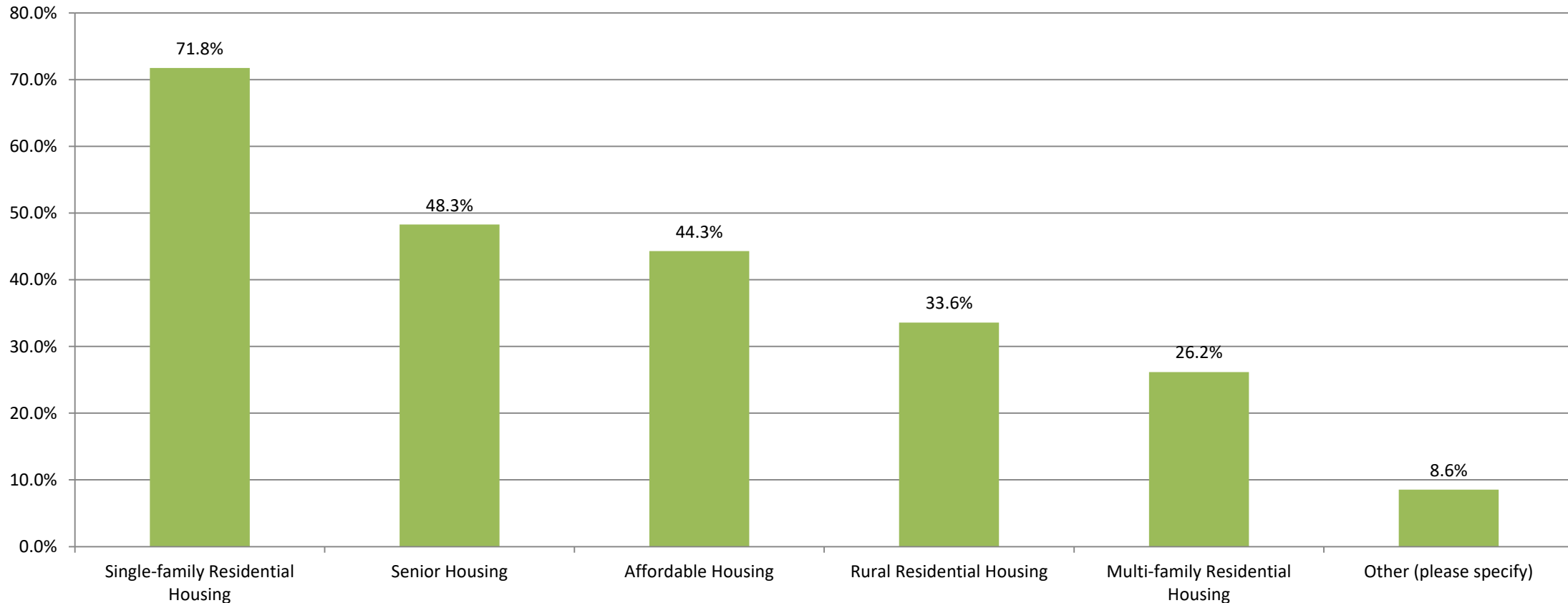
Online Survey Review

We need more recreational areas to meet demand in the County.



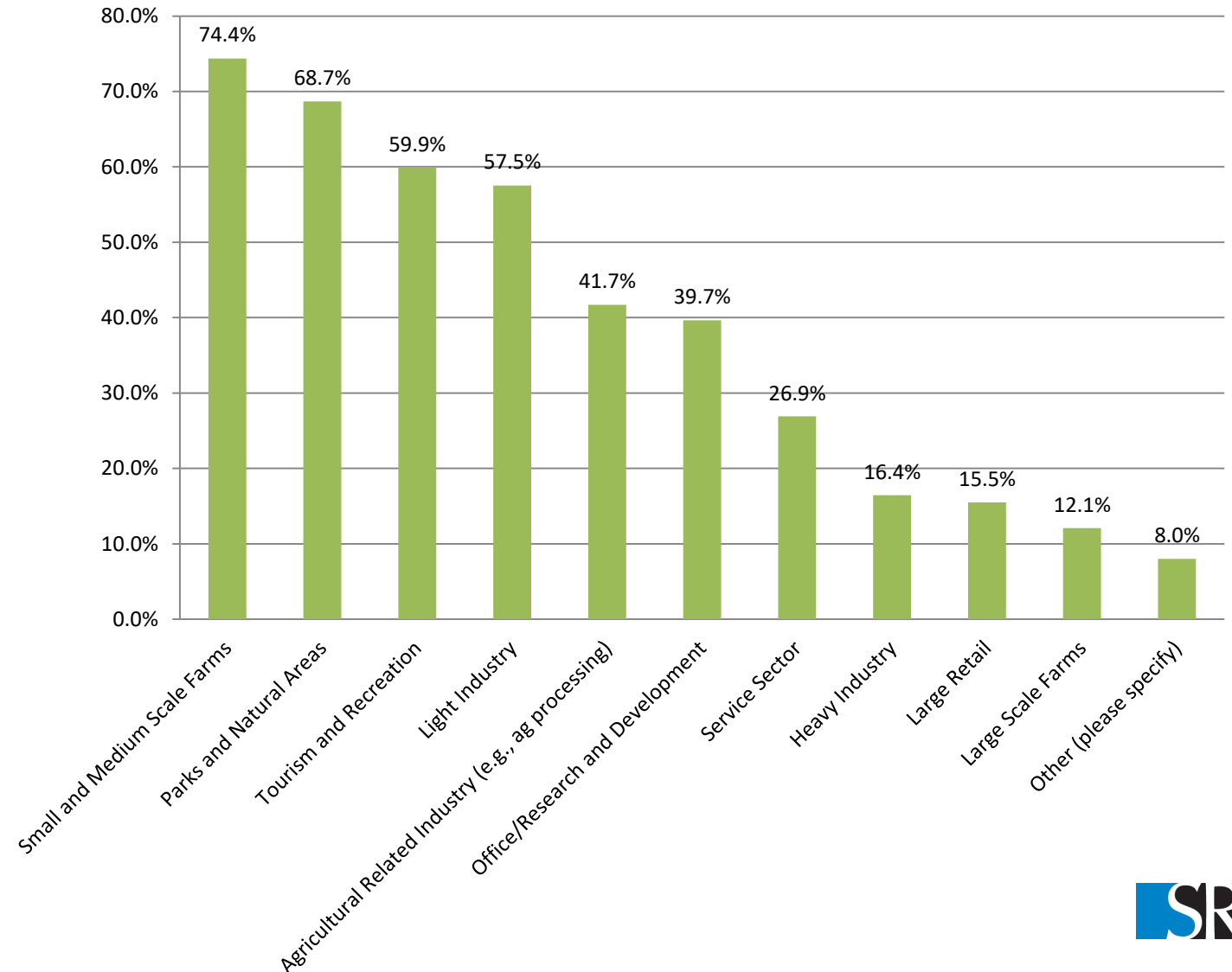
Online Survey Review

Question 11: What types of residential development/growth would you like to see in the county to support changes in the population? (Check all that apply)



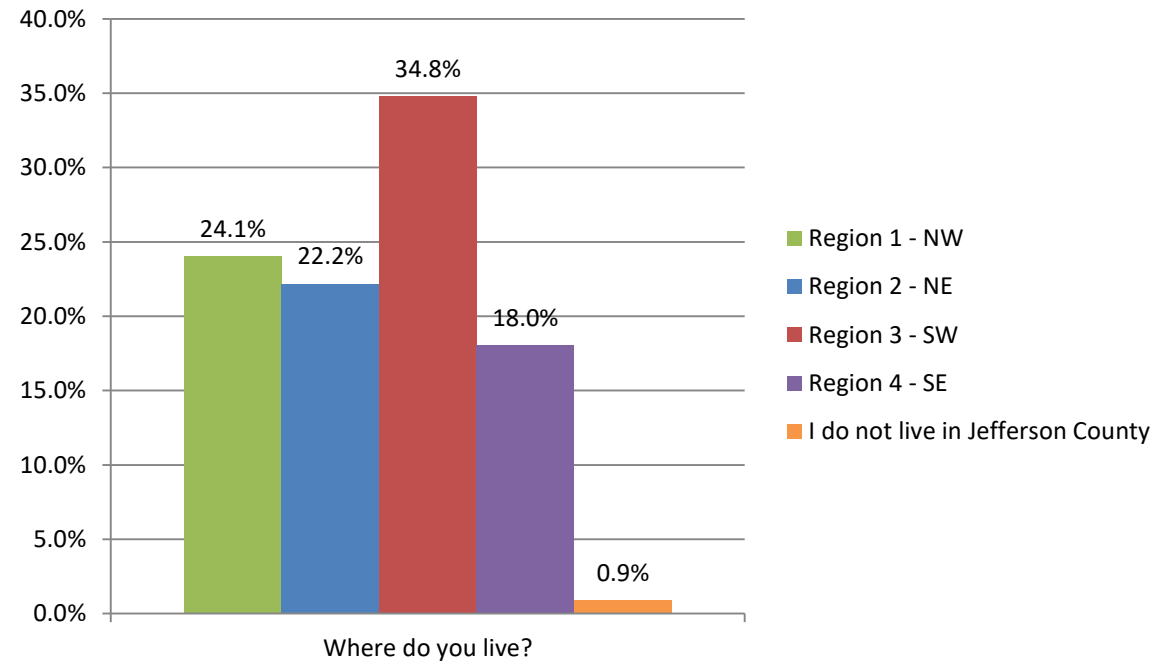
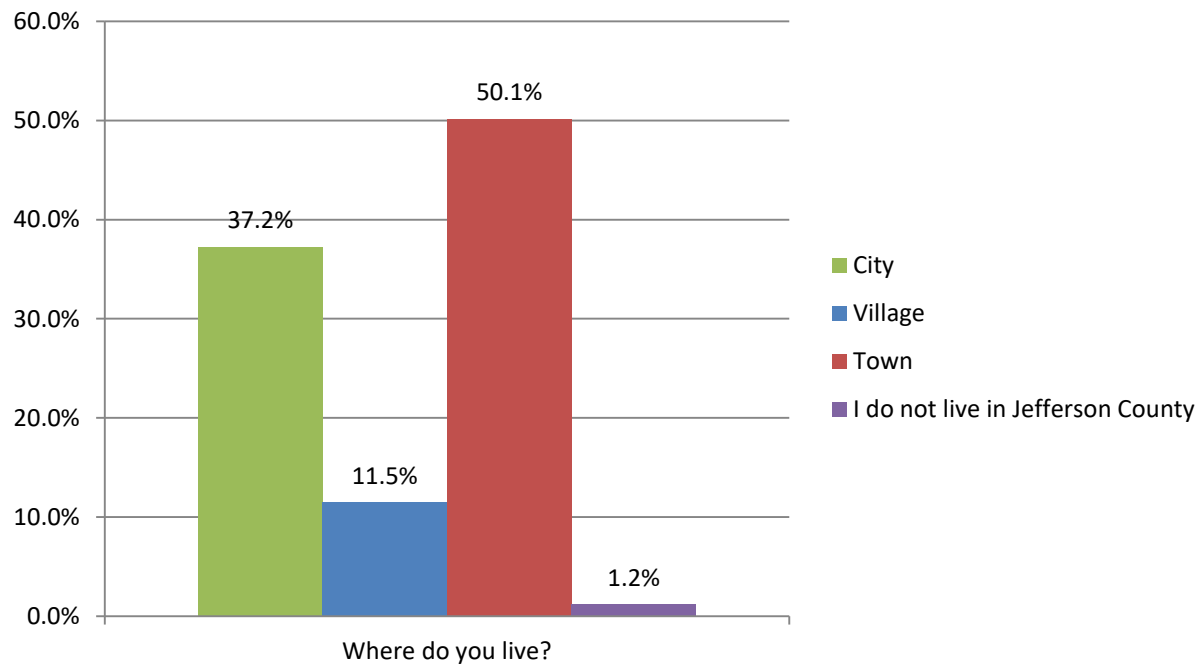
Online Survey Review

Question 12: What types of economic development/growth would you like to see in the county to support changes in the population and support Jefferson County's economy? (Check all that apply)



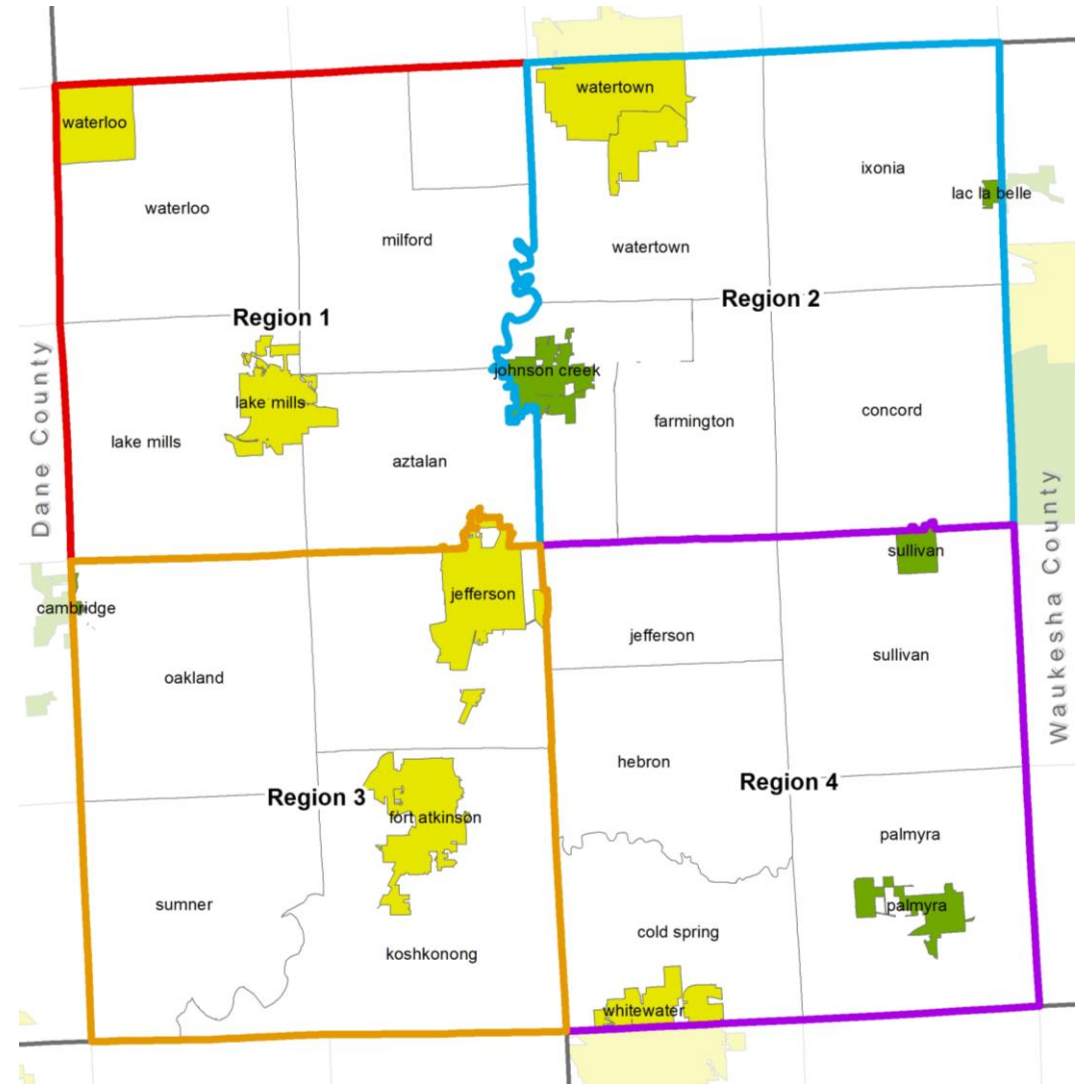
Online Survey Review

Where do you live?



Regional Meeting Summary

- Four Regional Meetings held in June/July
- Provide additional meeting times and locations
- Provides insight on issues specific to different geographies
 - Watertown - 6/24
 - Palmyra - 6/26
 - Fort Atkinson - 7/10
 - Lake Mills - 7/11
- Approximately 90 individuals signed in



Regional Meeting Summary

- Purpose for updating overall goals of the plans
- Planning process overview
- Plan elements and chapters
- Existing conditions/data collection
- Engagement exercises



Regional Meeting Summary

Strengths

- What is going well?
- What elements can we build upon?
- What would you like to see more of?

Opportunities/Challenges

- What are areas of improvement?
- What could be changed to improve the future of Jefferson County?

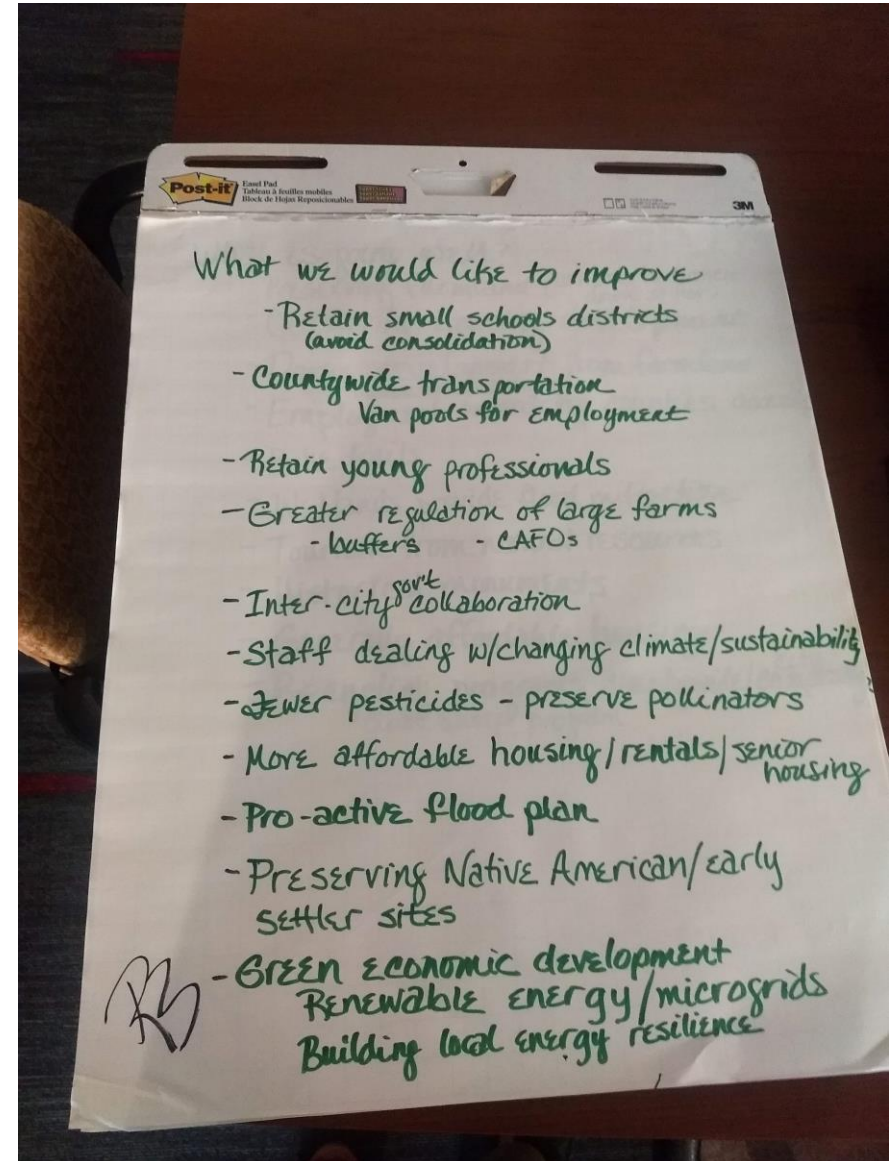


Regional Meeting Summary



Intergovernmental Interview Summary

- August 27-28; Individual One hour meetings with City/Village/Town Officials
- SRF staff facilitated; County staff notetakers
- 25/27 CTVs attended
- Planning demographics
 - Historic trends
 - DOA socio-economic growth projections
- Jurisdictional long range planning efforts
- Hot topics/key themes
- Open discussion



Intergovernmental Interview Summary

- Two days of Intergovernmental Interviews
- One hour sessions with most jurisdictions
- Discussion of
 - Population and Employment Projections
 - Land Use/Growth
 - Agricultural Practices
 - Transportation
 - Housing
 - Infrastructure
 - Parks and Recreation

Intergovernmental Interview Summary

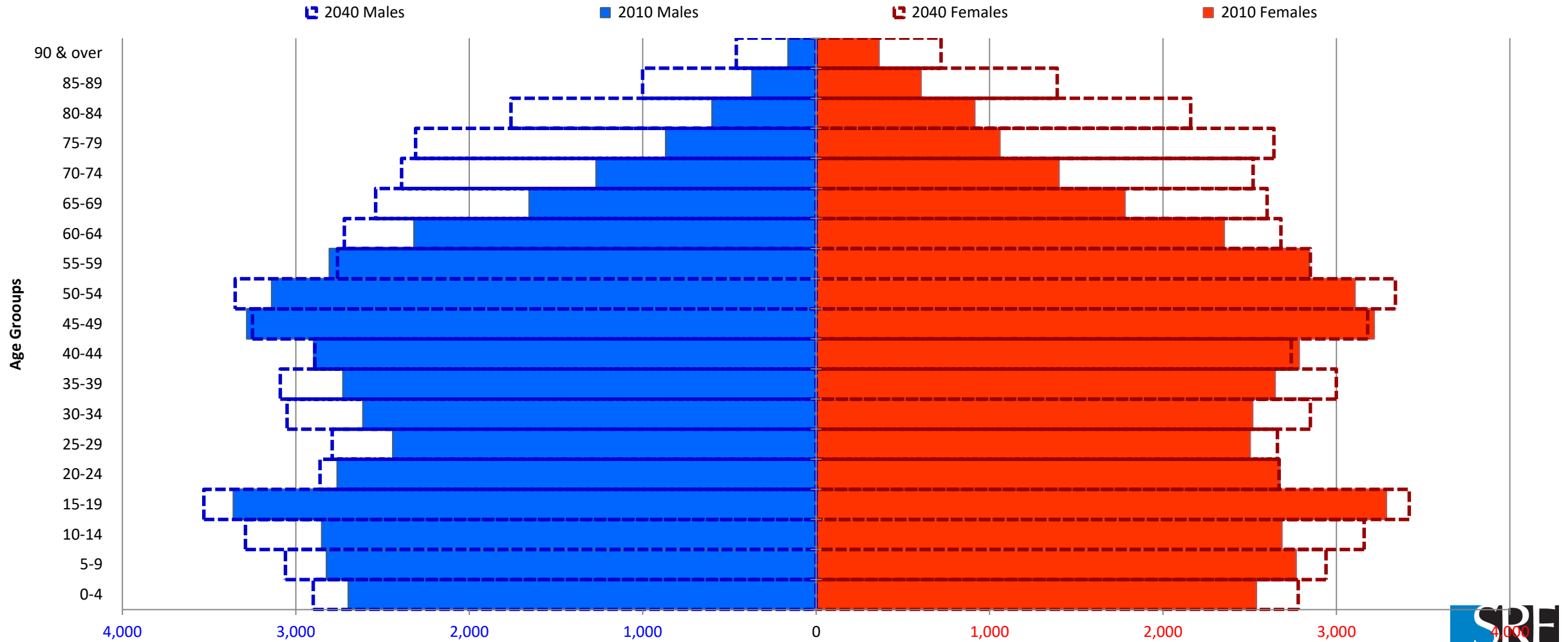
- Population and Employment Projects
 - 2040 DOA Household and Population Projections
 - 2015 Employment Estimates
- Many identified that numbers seem correct
- 4 jurisdictions commented on infrastructure and impacts to development
- 4 jurisdictions identified their desire for slight/steady growth
- 3 jurisdictions identified no desire for growth
- Employment numbers general consistent

Existing Conditions Review

Period	Population	Households	Employment		
			Retail	Service	Total
Year 2010	83,686	32,117	5,373	12,111	33,057
Year 2040	100,300	41,520	7,568	21,067	47,302
Growth 2010-2040	16,614	9,403	2,195	8,956	14,245
Growth Rate 2010-2040	0.7%	1.0%	1.4%	2.5%	1.4%

Population Projections

Jefferson County Age-Sex Pyramid, 2010 and 2040 Population Projections



Intergovernmental Interview Summary

- Transportation
 - ATV/UTV Use
 - Bike Routes
 - Bridges
 - County Highways/Roads
 - Crashes
 - Expansion
 - Funding
 - Maintenance
 - Multimodal/Public Transportation
 - State Roads
 - Town Roads

Intergovernmental Interview Summary

- Land Use
 - Annexation
 - Growth
 - Desired growth areas
 - Infill vs. Greenfield Development
 - Lot Splits
 - Long-Range Planning
 - Policy Updates
 - Zoning

Intergovernmental Interview Summary

- Community Facilities and Utilities
 - Sewer Districts
 - Solar
 - Communications Technology
 - Electric
 - Water

Intergovernmental Interview Summary

- Natural and Cultural Resources
 - Parks and Maintenance
 - Outdoor Recreation
 - Tourism

Intergovernmental Interview Summary

- Agricultural Resources/Preservation
 - Changes in agricultural practice
 - CAFO's
 - Innovative Agriculture
 - Preservation techniques

Intergovernmental Interview Summary

- Housing
 - Affordable Housing
 - Multi Family Housing
 - Farmsteads
 - Housing Types
 - Market/Availability
 - Senior Housing
 - Stock/Maintenance

Intergovernmental Interview Summary

- Economic Development
 - Assistance
 - Development Employment
 - Opportunities

Intergovernmental Interview Summary

- Intergovernmental Cooperation
 - Agreements
 - Annexation
 - EMS
 - Fire
 - Police
 - Shared Services

Intergovernmental Interview Summary

- Parks and Recreation
 - County and local parks
 - Recreation opportunities
 - Trails

Early Public Engagement Themes

What did we hear?



Next Steps

- Draft County Context Report
- Identify Focus Group Topic Areas
- Prepare for Regional Meetings – Round 2

Paul Chellevold

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Stephanie Falkers

763-249-6790

sfalkers@srfconsulting.com

Public Engagement Plan

PHASE ONE → PHASE TWO → PHASE THREE → PHASE FOUR → PHASE FIVE

STEERING COMMITTEE

Steering Committee Meetings

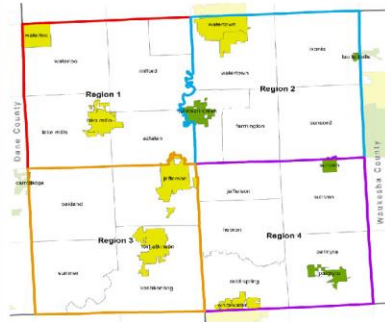
- 18 Stakeholder Member Committee representing various County interests
- Meet at key milestones throughout the planning process
- 4 Meetings planned:
 - Project Kick Off
 - Early Public Engagement Review
 - Mid-Project Review
 - Draft Plan Review



DATA COLLECTION

Regional Meetings

- Public meetings open to all
- 4 meeting dates and locations
- Presentation and Engagement exercises to:
 - Introduce planning process
 - Gain feedback about strengths and weaknesses



Online Community Survey

- Host an online survey to gain input from residents and stakeholders regarding their desires for Jefferson County
- Survey will be hosted on SurveyMonkey, Wikimaps, or similar platform
- Paper copies of the survey will also be available for distribution

INTERGOVERNMENTAL INTERVIEWS

Municipal Interviews

- Discuss current long-range planning efforts, trends, and issues with municipalities
- Provide an opportunity for each municipality to meet with consultant staff to provide input into planning process



PLAN ANALYSIS

Focus Group Meetings

- Following the completion of updated goals and policies, hold focus group meetings specific to a plan element
- Attendees will represent various positions and sectors of the plan element
- 4 to 5 meetings to be held focusing on the various plan elements:
 - Housing
 - Transportation
 - Community Facilities & Utilities
 - Agricultural, Natural & Cultural Resources
 - Economic Development
 - Intergovernmental Cooperation
 - Land Use Plans Regulations

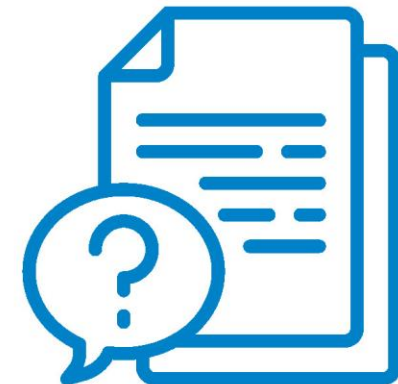
Regional Meetings - Round 2

- Public meetings open to all
- 4 meeting dates and locations
- Presentation and Engagement exercises to:
 - Update residents of the plan's progress
 - Review and discuss preliminary findings of the plan analysis
 - Identify areas that require additional refinement

DRAFT PLAN

Open House

- Public open house open to all
- Provide the draft plan for review prior to the meeting
- Opportunities for residents and stakeholders to ask questions and provide feedback about the draft plans



Next Steps

- Draft County Context Report
- Identify Focus Group Topic Areas
- Prepare for Regional Meetings – Round 2

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SRF No. 12141

Jefferson County Comprehensive Plan & Agriculture Preservation and Land Use Plan

Tuesday, October 1st, 2019 | 1:00 to 3:00 p.m. | UW-Extension, Jefferson

Sign-In Sheet

Name	Representing	Email	Phone
Walt Chatterbox	T. of Washburn	wchatterbox@gmail.com	920-733-1320
Dorothy Deans	Town Sumner	WUMMOM2007@yahoo.com	930 5681870
TED VRATNY	TOWN OF OAKLAND	svdavis@oaklandtown.com	
CHRIS NASH	CITY OF JEFFERSON	NASH@SAZTHORPE.COM	420-488-8240
Jim Schroeder	County Board	j.schroeder@jefferson-co.wv.gov	920-720-2182
Sue MARK	Self	SUE-MARK@yahoo.com	920-528-3020
John Thomn	Town of WAT. SUMMER	WTRN.WI.SUPERVISOR@emac.wv	920-988-8744
Mike Hludiger	Town of Jefferson Chair	Chair@TownofJefferson.com	920-650-0576
John Kute	Town of Kershaw	JKute20413@gmail.com	920 795-0443
Adam Limer	Town of Heiser	alimer@centurki.net	920 650 2339
Kyle Ellifson	Johnson Creek	kyle@johnsoncreek.wv.org	699-2296



SRF No. 12141

Jefferson County Comprehensive Plan & Agriculture Preservation and Land Use Plan

Tuesday, October 1st, 2019 | 1:00 to 3:00 p.m. | UW-Extension, Jefferson

Sign-In Sheet

Name	Representing	Email	Phone
Kristen Jurek	WI Farmers Union	kjurek1@centurytel.net	920-342-9501
Wendy Baker	Wendy Baker	wendy@rocketmail.com	920-282-2555
Oliver Fu H	FORT TOURISM	tourism@fortnamburan.com	920 563 3210
Tina Crave	GUCHF	tcrave@lakerhealthlandshome.com	920-390-2269
Joe Nelson	JCPP		
Steve Mery	City Bd. zoning	slag@qinet.com	920-648-8443
Tim Herro	School Board	kimherro@rocketmail.com	262-490-8946
BRIAN UDOVICH	JEFFERSON CO. HWY. DEPT.	brianu@jeffersoncountyw.gov	(920)723-7273
Frankie Fuller	Off. Atkinson	frankiefuller1@gmail.com	608.445.0809



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Sign-In Sheet

Name	Representing	Email	Phone
Patricia Cicero	Jefferson Co LUCCD		920-674-7121
Megan Hartwick	United Way	unitedwayeidnet.com	920-523-8880
Anita J. Martin	Self	ajmartin@charter.	920-648-4220
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