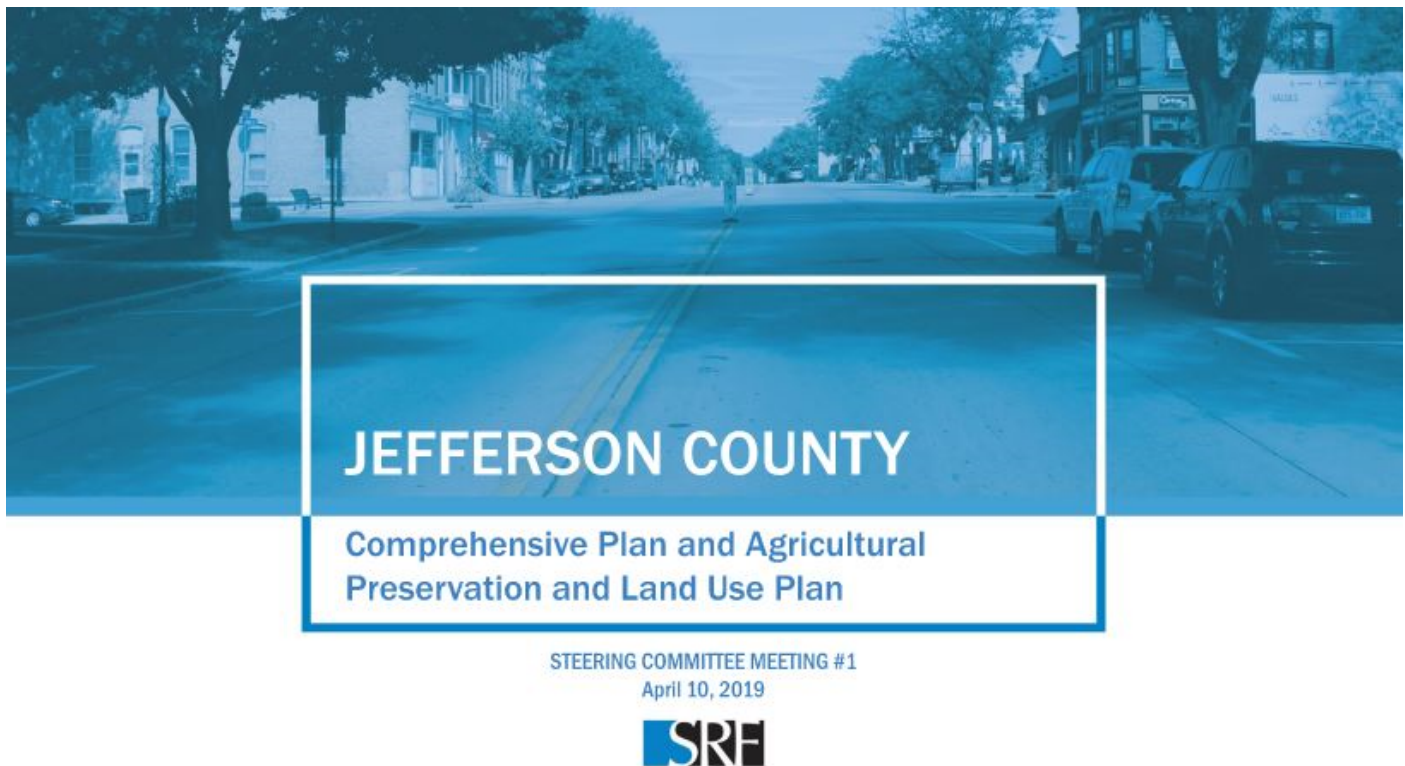


Jefferson County – Comprehensive Plan and Agricultural Preservation and Land Use Plan
Steering Committee Meetings #1 – Meeting Minutes

Wednesday, April 10, 2019 – 2:00-4:00 p.m. – UW-Extension, 864 Collins Rd, Jefferson



Meeting was called to order at 2:00 p.m.

Introductions and Attendees:

The following individuals were in attendance:

Type	Name	Organization
Planning and Zoning	Steve Nass	Town of Lake Mills
Planning and Zoning	George Jaeckel	Town of Koshkonong
County Board Rep (At Large)	Richard Jones	City of Waterloo
Business	Nate Salas	THRIVE chair
City	Matt Trebatoski	City of Fort Atkinson
Village	Kyle Ellefson	Village of Johnson Creek
Towns	Ted Vratny	Town of Oakland
Towns	John Thoma	Town of Watertown
Towns	Michael Hollinger	Town of Jefferson
School Districts	Kim Herro	Town of Concord
Not for Profit	Megan Hartwick	City of Fort Atkinson
Post-Secondary	Steve Board	City of Watertown
Developer/Real Estate	Christopher Nash	City of Jefferson
Environmental	David Musolf	City of Waterloo
Tourism	Olivia Ault	Tourism Manager, City of Fort Atkinson
Staff	Ben Wehmeier	County Administrator

Staff	Matt Zangl	Director of Planning and Zoning
Staff	Joe Nehmer	Parks Supervisor
Staff	Andy Erdman	Land Information Director
Staff	Joe Strupp	Land and Water Conservation
Staff	J. Blair Ward	Corporate County
Staff	Victoria Pratt	Economic Development
Staff	Steve Chmielewski	Community Educator
SRF Consulting	Paul Chellevoid	
SRF Consulting	Stephanie Falkers	
Public	Walt Christensen	County Board

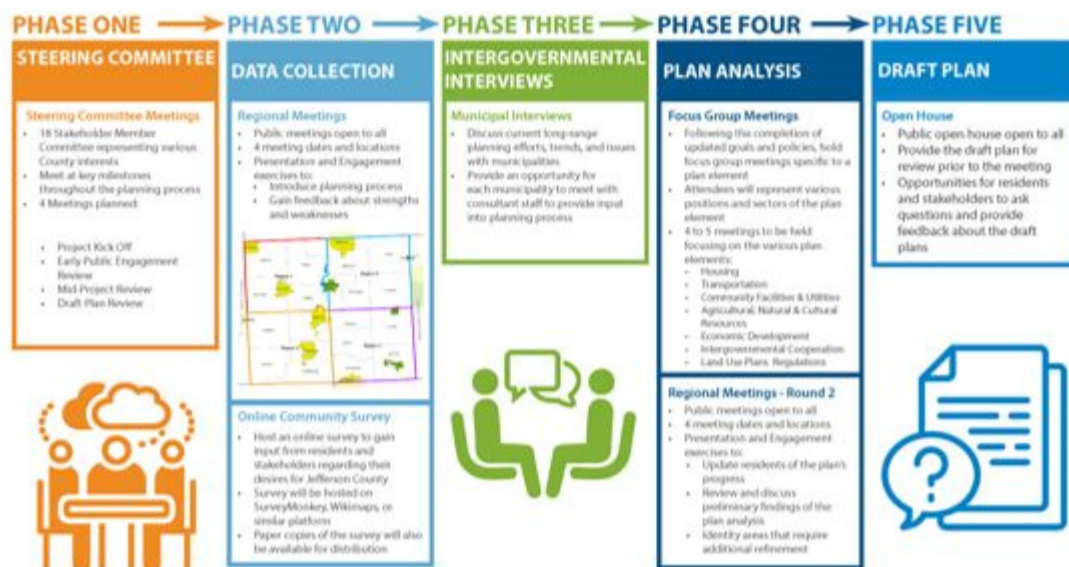
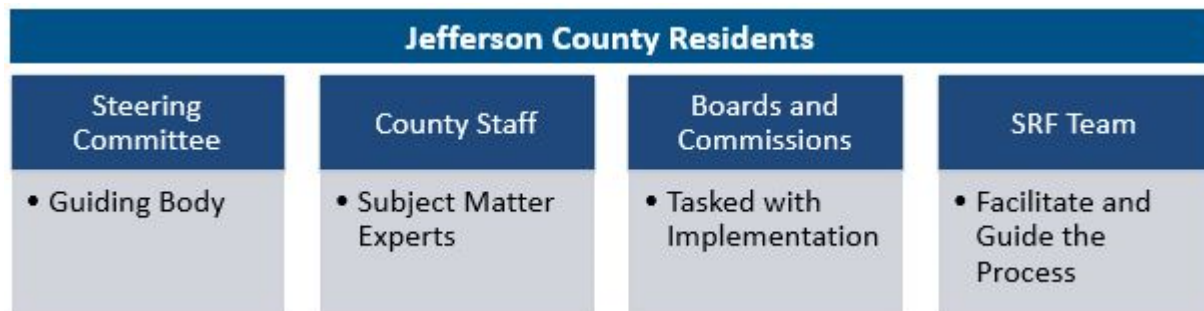
Presentation:

SRF staff Paul Chellevoid and Steph Falkers led Steering Committee staff through a PowerPoint presentation. They began by explaining what a Comprehensive Plan and Agricultural Preservations and Land Use Plan are, and the process and roles for updating. Highlights include:

- Required to update every ten years per state statute., Comp Plan last updated in 2009 and Agricultural Preservation Plan last amended in 2012.
- Jefferson County Comprehensive Plan and Agricultural Preservation and Land Use Plan are currently two documents. SRF proposes to use a parallel engagement approach for updating both documents throughout the process including citizens, stakeholders, steering committee, and county staff. Since Agriculture is a required section in the Comprehensive Plan, the intent is to have the Agricultural Preservations and Land Use Plan as an appendix of the Comprehensive Plan to reduce repetition and limit page length. Both documents will include the required detail to guide the county for the next ten years but will focus on a easier to read documents with numerous charts, tables, and graphics.
- Will require a full update, tweaking county vision, and redeveloping goals and objectives
- Process guided by Steering Committee, input from citizens of all ages and backgrounds. County staff will be involved throughout the process for input.
- Comprehensive Plan will: tell project story, become the blueprint for physical development, anticipate future needs of the county, establish a vision and create actionable goals, policies, and objectives to achieve those.
- Farmland Preservation Plan will develop policies related to preservation and agricultural development, identify trends and needs, discuss existing uses, provide goals and actions, identify preservation areas, and will incorporate data from other ongoing or recently developed plans.

Approach

- The following three graphics highlighted the project approach, highlighting roles and responsibilities, and the Public Engagement Plan.



Existing Conditions Review

- Existing conditions will be developed using a variety of physical and demographic information. The existing comprehensive plan and agricultural preservation and land use plan, as well as the recently completed strategic plan will be referenced. Demographic information from US Census and American Community Survey along with the Wisconsin Department of Administration (WDOA) and Health Services will be used. Physical information from state agencies and the use of GIS mapping shapefiles will be used to the extent possible.
- Past and current planning efforts will be reviewed. Past and Current Planning efforts: Farmland Preservation Plan will develop policies related to preservation and agricultural development, identify trends and needs, discuss

existing uses, provide goals and actions, identify preservation areas, and will incorporate data from other ongoing or recently developed plans.

- WDOA data is used to project households at the municipal and county level. Using these projections, Jefferson County had a population of 83,686 residents in 2010, and WDOA projects 100,300 residents by 2040, which represents a 0.7% annual growth rate.
- Woods and Poole Economics data source is used to project industry specific employment growth on a county level using North American Industry Classification System (NAICS) codes. As of 2010, there were 33,057 jobs (note: primary jobs, if a person held more than one job, only their primary was included). The 2040 project is 47,302 jobs, with a total annual increase of 1.4% annually. Retail jobs were projected to rise 1.4% annually, while services jobs were anticipated to climb by 2.5% per year.

Community Survey

- 26 draft survey questions were distributed to the group. The questions are intended to stay relatively general and cover nine Comprehensive Plan topic areas. Once the more general information is gathered, the consultant team can take a deeper dive into areas through various forms of engagement at Regional Meetings or through additional surveys.
- Questions on the survey pertained to quality of life, growth and development, natural and cultural resources, housing, transportation, economic development, county services and utilities, and demographics
- The survey will be available via County website, social media, newspaper, email and perhaps mailed to county residents (costs pending).
- The survey should also be translated to Spanish as this is a large population within the county
- Comments received from the Steering Committee are included in the following pages

Open Discussion

- It is important that Steering Committee understands differing points of view throughout the process
- Steering Committee should focus on what “County can do”
- Some Committee members had questions regarding historical accuracy of WDOA projections
- General consensus that Jefferson County should maintain rural feel and quality of life, focusing on growth in and around cities, villages. Preserve land and the natural beauty to the extent possible without leap frog development
- Attracting and retainment of workforce, including need for more quality high paying jobs
- Desire to attract and retain young families as they are the future.
- Plan needs to address an aging population, including actionable housing and transportation elements

Next Steps

- Finalize and distribute Community Survey
- Draft County Context Report focusing on transportation and housing
- Prepare for first round of Regional Meetings in summer

- Past Experience is 10-15 min surveys work best
- 25 Questions or so
- Easy to answer, gives examples
- variety of ways dropdown boxes, 1-5 strongly agree/disagree, open ended, multiple choice and just a chance to write additional thoughts/comments, zip code
- 9 Chapter Areas only leaves 2-3 questions per topic

* Comments from Vicky Pratt - 4/8/19

Format ?'s on - How will we use info

Jefferson County DRAFT Survey Questions Understand from 16 yrs to 99 yrs

- List what you think are the two best aspects of day-to-day life, or the two most positive attributes of Jefferson County.
 -
 -
- List two aspects that could be modified to improve day-to-day life in Jefferson County.
 -
 -
- What is the biggest challenge that Jefferson County and its residents will encounter over the next 20 years?
 -
- Why did you choose to live in Jefferson County (select all that apply)?
 - Community Character
 - Family
 - Tax Rate
 - Close to Employment
 - Type of Housing
 - Schools
 - Cost of Living
 - Access to Amenities and Services
 - Privacy and Space
 - Housing Costs
 - Hunting, Fishing, and Other Outdoor Activities
 - Agricultural Interests
 - Fewer Regulations
 - Other (please specify)

* add "born and raised here"

5. If you had to choose one characteristic that best reflects the identity of Jefferson County, it would be:

- Jefferson County is a farming/agricultural community
- Jefferson County provides housing and employment opportunities for all
- Jefferson County values and protects its natural resources
- Living in Jefferson County provides access to a high quality of life
- Jefferson County effectively and efficiently delivers essential services
- Jefferson County offers a mixture of recreational and business opportunities
- Other (please specify)

Why did you move here

6. In 20 years, what is one characteristic that best reflects the desired future identity of Jefferson County:

- Jefferson County is a farming/agricultural community
- Jefferson County provides housing and employment opportunities for all
- Jefferson County values and protects its natural resources
- Living in Jefferson County provides access to a high quality of life
- Jefferson County effectively and efficiently delivers essential services
- Jefferson County offers a mixture of recreational and business opportunities

What would your life here to be?

At least one survey

Additional Follow up surveys

Social media County website link

Strong Committee & Subject Matter Experts

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*

- g. Other (please specify)
- 7. ↑
- 8. Which natural resource would you like to see improved, protected or enhanced throughout Jefferson County?
 - a. Wetlands
 - b. Wooded Areas
 - c. Cropland
 - d. Pasture
 - e. Open Space
 - f. Parks
 - g. Rivers/streams
 - h. Lakes
 - i. Other (please specify)

Can we slide in a question here about built resources?
 Things that attract businesses + residents
 • Quality of schools
 • outlet mall

9. How important are the following resources to you? (multiple choice of very important to not important)

- a. Community character
- b. Employment
- c. Schools
- d. Privacy and space
- e. Cost of housing
- f. Housing choice
- g. Health care facilities
- h. Transportation infrastructure (roads, bridges, sidewalks, trails)
- i. Infrastructure (public utilities, broadband internet, etc.)
- j. Retail services
- k. Athletic facilities and events
- l. Natural resources and wildlife areas
- m. Hunting, fishing and/or other outdoor activities including:

Human Services Resources

think hospitals, but what about dentists office, rehab, chiropractor

Break down/split "go further"
 suggest "retail shopping" and "professional services"

cell phone coverage
 (respondents may think shopping here)... but can we add something for services - (i.e. accountants, engineers, doctors, dentists)
 a lot leave county for these services

10. Please rate this statement: As the county continues to grow, maintaining Jefferson County's rural/agricultural character is important to its future.

- a. Strongly Agree
- b. Agree
- c. Disagree
- d. Strongly Disagree
- e. No Opinion

11. What are your thoughts on growth and development within Jefferson County? (multiple choice from strongly agree to strongly disagree)

- a. Property owners should be free to develop land without many restrictions
- b. Areas with prime agricultural soils should be protected from encroaching incompatible development
- c. Development should be encouraged in or near cities or villages in Jefferson County
- d. Development should be encouraged near major roads/intersections
- e. We need more recreational areas to meet demand in the county
- f. Development in close proximity to water resources should be closely monitored

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

- a. Single-family residential
- b. Multi-family residential
- c. Rural residential (owning larger tracts of land)
- d. Family farms
- e. Large corporate farms
- f. Tourism and recreation
- g. Parks and natural areas
- h. Office/research and development
- i. Service sector
- j. Large retail
- k. Light industry
- l. Heavy industry
- m. Other (please specify)

Suggest breaking down urban SF
 Suggest breaking down rural SF
 Family operated farms vs corporate farming/large farms

any way to tie in spending more dollars at businesses with county
 parks & trails
 Senior Housing?

redevelopment
 rural tourism
 transportation
 activities and more
 know what factors
 general of a
 and about activities
 all other
 solar farm
 Town of
 Concord

13. Please rate the following statements (strongly agree, agree, disagree, strongly disagree, no opinion):

- a. Preserving existing agricultural land should be a planning priority for Jefferson County.
- b. Protecting quality sources of drinking water should be a planning priority for Jefferson County.
- c. Development around sensitive natural areas and water bodies should be restricted and monitored.
- d. Renewable energy, such as solar and wind, is important to the future of Jefferson County.
- e. Maintenance of the transportation network to provide connectivity throughout the County is a high priority.
- f. Investment in technological infrastructure, such as broadband internet access, is important to the future of Jefferson County.

reword to say "Sources of quality drinking water"

reword to say Investment to extend technology infrastructure

add cell phone coverage

14. How important are the following types of businesses based on the needs of Jefferson County residents?

- a. Agricultural related
- b. Home-base related
- c. Commercial and retail
- d. Service industries
- e. Tourism and recreation
- f. Industrial and manufacturing
- g. Technology related
- h. Health Care Industries

52% of workers work from home at least one day a week. Broadband uploading/downloading time will and is critical!

15. Current County zoning regulations/restrictions in place to protect the following resources are:

- a. Protect Public Health and Welfare
- b. Preserve Agricultural Land
- c. Preserve Recreational Land
- d. Conserve Natural Resources
- e. Promote Orderly Development

reword this question
 what are you asking?

we need to ask the question... what are we preserving farm land for?

Color coding on a land use map vs. Perception vs. actually valuable Cropland vs. generations of land owners who don't want to sell vs. rural character preservation

- f. Promote New Business Opportunities
- g. Promote Economic Growth

16. Please rate how effectively and efficiently Jefferson County delivers essential services (land management, sheriff, etc.).

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. No opinion

This question should have more categories. Can you provide what these would be?

(hard to think about services)

17. How would you rate the county's existing transportation network?

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. No opinion

A follow up question would be to rate the service infrastructure?

18. How important is increasing alternative modes of transportation (transit services, biking, walking, etc.) to the future of Jefferson County?

- a. Very important
- b. Somewhat important
- c. Not important
- d. No opinion

19. Please provide any additional thoughts or comments regarding the future of Jefferson County.

a.

20. Do you live in a City, Village or Town?

- a. City
- b. Village
- c. Town

21. Do you work in Jefferson County?

- a. Yes
- b. No

22. Which region of Jefferson County do you live and work in? (see image below)

- a. Region
- b. I live in:
- c. I work in:

23. What best describes your primary place of residence in Jefferson County?

- a. Owner occupied non-farm residence
- b. Owner occupied farm residence
- c. Rental property
- d. Own land in Jefferson County but primary residence is elsewhere
- e. Other

24. How long have you lived or owned land in Jefferson County?

- a. I do not live or own land in Jefferson County
- b. Less than 1 year
- c. 1-5 years

recent stats are only 61% leave to go to work

Additional questions to consider:

Are you employed outside of your home?

Are you self employed?



part of business plan to increase? ...

part of county ...

one would be to ...

part of county ...

part of county ...

- d. 6-10 years
- e. 11-15 years
- f. 16-20 years
- g. Over 20 years

25. What is your age?

- a. Under 18
- b. 18-29
- c. 30-39
- d. 40-49
- e. 50-59
- f. 60 or over

26. What are the best ways for you to receive information and communications from Jefferson County?

- a. County website
- b. Newspaper
- c. Commission meeting or other public meetings
- d. County Facebook page
- e. By email
- f. By mail
- g. Radio
- h. Other (please specify)

Do you see yourself as a resident in 10 years?

Meeting adjourned at 3:59 p.m.