

NCWRPC NEWS

The official newsletter of North Central Wisconsin Regional Planning Commission (NCWRPC).

Spring 2011, Number 44

Serving: Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood counties since 1973.



Director's Note

In this issue of NCWRPC NEWS you will get a glimpse of the newest Census data, learn about our Transportation Program assistance, and read about a variety of other projects.

Recently the NCWRPC undertook a Strategic Planning process facilitated by the Wisconsin Institute for Public Policy and Service. The process identified the critical issues facing the organization. In addition, several goals were identified to begin addressing these issues. Two goals really stand out. The first is communication – people don't know who we are or what we do, although we have addressed this over the years, including - establishment of this newsletter and creating a website, more still needs to be done. The second is funding. As an organization we have driven our membership rate down every year for the last nine years and we will do it again. However, with limited opportunities, at either the state or federal level, it will be even more challenging. There were many ideas and much discussion and I wanted to thank all of our Commissioners and invited guests that took the day to help develop the Strategic Plan. See the article for more details.

As always, thank you for your continued support. Feel free to contact me if you have any questions or if your community needs some type of planning assistance. Remember, our job is to help you! I can be reached at 715-849-5510, Extension 304, or at dlawrence@ncwrpc.org.

Dennis Lawrence, AICP
Executive Director

Strategic Planning Session

Earlier this year the NCWRPC undertook a Strategic Planning Session to begin developing a five year organizational plan. Commissioners and invited guests conducted a facilitated workshop to identify issues and develop strategic goals, strategies, and action steps to address those issues. This is something that the organization does every five years.

To conduct the strategic planning process, participants: engaged in a regional community visioning exercise from both an organizational and personal perspective; conducted a Strengths-Weaknesses-Opportunities-Threats (SWOT) analysis that identified organizational strengths, weaknesses, opportunities, and threats; analyzed relevant internal and external cultural trends and challenges; and created five strategic goals, with accompanying strategies and action steps.

Participants identified five strategic goals:

1. Adapt to change
2. Increase funding
3. Improve communication
4. Maintain county (member) support
5. Assist overstretched staff

Continued on back

“Quarterly Quote”

“A hundred years after we are gone and forgotten, those who never heard of us will be living with the results of our actions.”

Oliver Wendell Holmes

Commission Meetings
See our website for future dates and locations.
The public is always welcome.

Census Numbers Released

Every ten years the US Census Bureau undertakes the task of counting every person in our nation. The information from the 2010 Census is just starting to be released.

There have been substantial changes in our region over the last ten years. The fast paced growth of the 90's has been replaced by very slow and declining growth in our region. In 2000, when the last Census took place, our ten county region had a population of 431,021 or about 8 percent of the state's total population. In 2010 our overall regional population increased to 441,822, a 2.5 percent increase, and still makes up about 8 percent of the state's population.

United States Census 2010

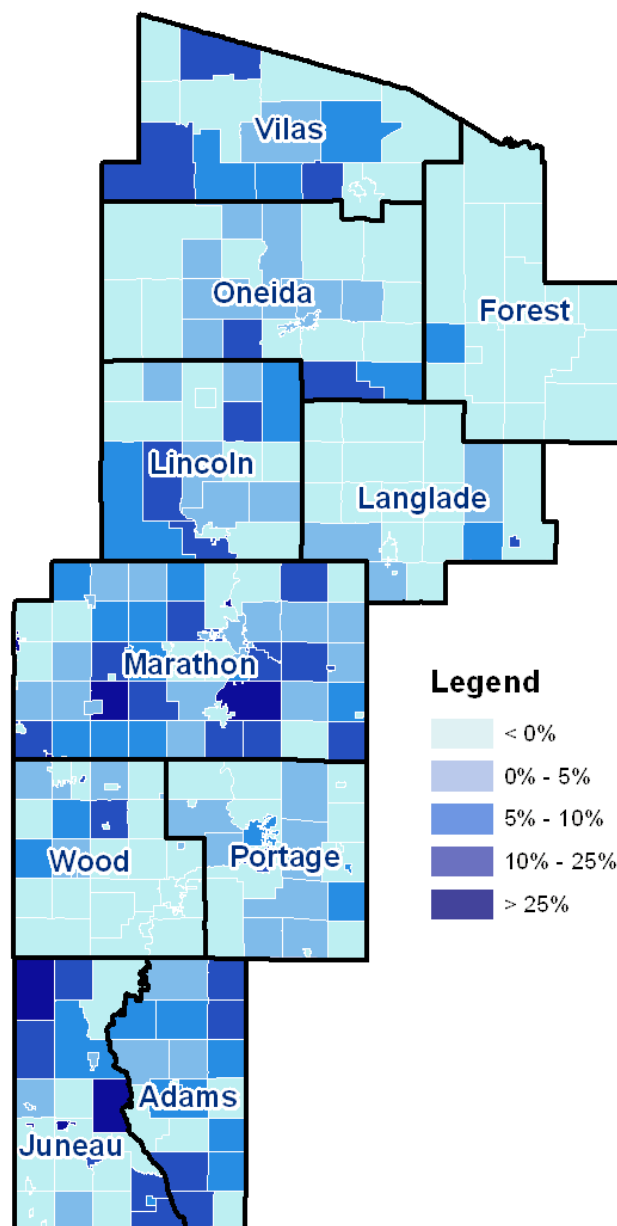
County	2000	2010	Change
Adams	19,920	20,875	4.8%
Forest	10,024	9,304	-7.2%
Juneau	24,316	26,664	9.7%
Langlade	20,740	19,977	-3.7%
Lincoln	29,641	28,743	-3.0%
Marathon	125,834	134,063	6.5%
Oneida	36,776	35,998	-2.1%
Portage	67,182	70,019	4.2%
Vilas	21,033	21,430	1.9%
Wood	75,555	74,749	-1.1%
Regional Total:	431,021	441,882	2.5%

Between 2000 and 2010, five counties lost population, while five gained population. Generally, the northern counties experienced a decrease, although Wood County also lost population, while Vilas County grew slightly. This is a stark contrast to the previous decade (1990 to 2000) where all ten counties experienced growing populations. Juneau County led the way with nearly 10 percent growth, but much of that can be attributed to the opening of two correctional facilities. Marathon County was the only other county in the region to outpace with state growth rate, increasing by 6.5 percent vs. 6

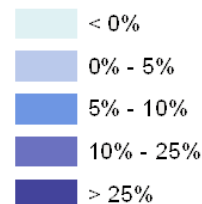
percent state growth. Meanwhile, Adams and Portage had population increases over 4 percent.

We will continue to highlight trends in our region as additional Census information is released. For more Census information go to www.census.gov.

For assistance with Census data processing, please contact Andy Faust, GISP, at 715-849-5510, Extension 305, or at afaust@ncwrpc.org.



Legend



Grow North Receives Grant

The Wisconsin Department of Commerce recently awarded a \$30,000 grant to Grow North. The grant will enable Grow North to conduct outreach to the business community, create a marketing and branding strategy, and develop a long range business plan for the organization.

Some of Grow North's other 2010 accomplishments include expanding the board, participation in a variety of business related issues, and a contest. The board was expanded to 19 members to engage local economic development organizations, tribal entities and private businesses. Grow North also continued to play a role in vital regional issues like: broadband, manufacturing, transportation, community foundations, regional marketing and tourism. Sponsorship of the Northwoods Research Summit and Business Expo's business plan contest also continued in 2010.

Grow North Regional Economic Development Corporation is a non-profit organization whose mission since 2004 is to assist the counties and communities throughout Northern Wisconsin in their efforts to recruit and retain businesses, stimulate new job creation and to foster an environment conducive to entrepreneurial growth and new company formations.

Grow North continues to provide a strong regional economic development presence in the Northwoods. In the future Grow North will continue to respond to the issues that affect the region. For a complete listing of the 2010 accomplishments and initiatives, the 2011 goals, or if you are interested in becoming a Grow North member please visit <http://www.grownorth.org/>.

If you have any questions please contact Matt Schreiber at 715-849-5510, Extension 306, or at mschreiber@ncwrpc.org.



WLIA Awards

Earlier this year, at the 2011 Wisconsin Land Information Association Annual Conference in Madison two of NCWRPC's staff were honored. WLIA is a grassroots organization representing professionals working to develop, maintain, and apply a network of statewide land information systems.

Matt Guptail was awarded a 1st place in Black and White Map category and 2nd place in the Small Format Map category at the Annual Conference.



Andy Faust received the 2011 WLIA President's

Award. The President's Award is one of the most prestigious awards and is given at the WLIA President's discretion. It is presented to someone that has dedicated



much time and energy to promote the goals of the organization. Andy received this award for his instrumental work in coordinating the Wisconsin Regional Orthophotography Consortium (WROC), the single largest mapping initiative in

Wisconsin history. He was also involved in several GIS user groups, was a member of the WIGICC Stakeholder Network, and served for many years on the WLIA Conference Committee.

Congratulations to both Matt and Andy!



Pavement Rating Assistance Available

It is time once again for local governments in Wisconsin to submit surface condition ratings for all local roads under their jurisdiction. State statute 86.302(2) requires that the ratings be submitted to the Wisconsin Department of Transportation every two years. In 2009, the NCWRPC submitted the mandated condition ratings for 20 communities. The next round of submissions will be due to WisDOT by December of this year.

Commission staff will be providing a variety of services to local units of government within the Region to meet their needs for pavement rating and submitting to WisDOT. Most of these services will be provided free-of-charge to Commission members while non-members will be charged for assistance per our 2011-2012 fee schedule. If you think your community would like to utilize the services of the NCWRPC to help you with this pavement rating mandate, please contact Matt Guptail at 715-849-5510, Extension 303, or at mguptail@ncwrpc.org.



Traffic Counting Services

The NCWRPC will again be offering traffic counting services to member units of government this summer. Last year, traffic counts were completed for the Village of Friendship in Adams County, the Town of Ainsworth and Rolling in Langlade County and the Town of Cassian in Oneida County. Our counter can provide basic traffic counts and average traffic statistics. The equipment can also provide vehicle classification statistics – whether it is a car or a truck and even what type of truck. Traffic may also be broken down by time of day. Speed statistics are also possible which may be of assistance in setting speed limits or identifying speeding trouble spots.

If your community is interested in doing some traffic counts or studying vehicle types or speeds please contact Matt Guptail at 715-849-5510, Extension 303, or at mguptail@ncwrpc.org.



Mosinee's Downtown Plan

The City of Mosinee is in the final stages of planning for their downtown. Community leaders identified the need for a downtown development plan and asked the NCWRPC for assistance.

The downtown development plan comprises five main chapters: Introduction, Current Land Use Assessment, Transportation, Downtown Development Plan, and Implementation. The Introduction explains the purpose for this plan identifies goals and reviews previous plans that impacted the downtown planning area. The Current Land Use Assessment classifies the current land uses in the downtown area by type. This section also looks at property values and business by type to understand the current dynamics of the downtown area. The Transportation section examines traffic circulation, downtown parking analysis, and examines bicycle and pedestrian access and connectivity. The Downtown Development Plan section reviews each block in the downtown planning area and prioritizes areas for development by creating phases for development. Implementation provides action steps to explore the development opportunities as well as identifying sources of funding to aid in development.



The plan is nearing completion and soon the City will host a public hearing. For questions regarding this project please contact Matt Schreiber at 715-849-5510, Extension 306, or at mschreiber@ncwrpc.org.



Sustainability Forum

The NCWRPC and several other organizations are co-sponsoring the “Developing Sustainable Communities” forum in Wausau May 13 and 14.



Each day starts with learning about *The Natural Step*, a framework used by organizations and communities to move toward economic, social, and environmental sustainability. A presentation about *Wisconsin Land Use Megatrends* will transition attendees to the breakout sessions in the afternoon.

May 13th is geared toward government and planning audiences. Afternoon sessions will focus on completed sustainability plans from a city and a county. This day should help provide the tools needed to start the discussion in your local community.

May 14th is geared toward community leaders, farmers, and households. Saturday sessions are: Transportation, Food Systems, and Sustainable Households.

We encourage elected officials, planners, and anyone interested in sustainability to attend either or both days.

Registration details are online at:

<http://GoGreenCentralWisconsin.com/forum>



Facade Improvement Loan

The North Central Wisconsin Development Corporation (NCWDC) recently awarded a facade improvement loan to Hodag Development Group LLC. The loan will help complete facade improvements to the old Ben Franklin building located at 51 Brown Street in downtown Rhinelander. Currently Rhinelander is one of five central business districts in the region that has applied for the funds.

The facade improvement program is part of the Community Development Loan Fund administered by the North Central Wisconsin Development Corporation. The facade improvement program is intended to help properties in eligible central business districts complete building facade improvements, tuckpointing, brick restoration, awning repair or installation, signage and facade painting. Facade improvement loan requests require a private match equal to the loan amount up to \$7,500; they have an interest rate of 4% and are required to be paid back within 5 years. The Community Development Loan Fund also provides a micro-loan program, and a job creation and retention program. Currently NCWDC has money available to consider loans for all programs in the community development Loan fund.



Before

After

The North Central Wisconsin Development Corporation (NCWDC) is a 501c(3) non-stock, non-profit corporation established in 1994 with a revolving loan fund. Money from the fund provides gap financing to eligible businesses. North Central Wisconsin Regional Planning Commission manages the fund. For more questions about the NCWDC programs contact Matt Schreiber 715-849-5510, Extension 306, or at mschreiber@ncwrpc.org.



Strategic Planning Session Continued

Continued from page 1

The strategic goals address the most important trends and challenges facing the NCWRPC as identified by workshop participants. While the goals constitute a strategic guidepost for NCWRPC for the next 3-5 years, the workshop and outcomes should be seen as a first step in an ongoing strategic planning process. The Strategic Planning Report is on our website at www.ncwrpc.org. In the next few months a working committee will be established to refine even further the issues and to develop strategies and actions to implement the Strategic Plan.

For more information contact Dennis Lawrence at 710-849-5510, Extension 304, or at dlawrence@ncwrpc.org.



NCWRPC Commissioners

Adams County

Donald Krahn
Glenn Licitar
Ron Jacobson

Juneau County

Edmund Wafle
Appointment Pending
Appointment Pending

Lincoln County

Robert Lussow
Thomas Rick
Doug Williams

Oneida County

Wilbur Petroskey
Thomas Rudolph
Appointment Pending

Vilas County

Bob Egan
Ralph Sitzberger
Appointment Pending

Forest County

Erhard Huettl
Jimmy Landru, Jr.
Paul Millan

Langlade County

George Bornemann
Ronald Nye
Paul Schuman

Marathon County

Marilyn Bhend
Craig McEwen
Bettye Nall

Portage County

Inactive

Wood County

Frederick Camacho
Tomas Haferman
Maurice Mathews

PRSR STD
US POSTAGE
PAID
PERMIT NO. 6235
WAUSAU WI

North Central Wisconsin
Regional Planning Commission
210 McClellan Street, Suite 210
Wausau, Wisconsin 54403
715-849-5510
www.ncwrpc.org
Fax: 715-849-5110
staff@ncwrpc.org

