

Issues and Opportunities

Major Findings

1. According to the U.S. Census, the population of the Town of Marshfield in 2000 was 1,118. This is 41 less than it was in 1970, or a decrease of 3.5%.
2. It is estimated by the Wisconsin Department of Administration that the Town of Marshfield's population in 2008 was 1,153, which is still less than it was in 1970.
3. In general, the residents of the Town of Marshfield in 2000 were far above average in age compared to the county and state. The median age in the Town of Marshfield was 39.0, compared to 36.9 in Fond du Lac County and 36.0 throughout Wisconsin.
4. The Wisconsin Department of Administration projects that the number of residents of the Town of Marshfield will decrease by 24 between 2009 to 2030, a 1.8% decline.
5. The number of households in Marshfield is projected to increase by 11% between 2000 and 2030. While the number of households will increase, the average number of persons per household will decrease by more than 9%, from 3.00 to 2.74.
6. The median income for both households and families in the Town of Marshfield in 2000 was significantly higher than in Fond du Lac County and Wisconsin.
7. The time employed residents of Marshfield traveled to get to work in 2000 was generally greater than in Fond du Lac County and Wisconsin. More than 52% of employed Marshfield residents drove between twenty and forty minutes to work, compared to about 27% in Fond du Lac County and 33% in Wisconsin.

Goal, Objectives, and Policy

Goal

1. Strive to address the weaknesses and threats that affect the use of land in the Town of Marshfield as identified in the SWOT Workshop.

Objectives

1. **Wolf Lake Park** Urge Fond Du Lac County Parks Department to upgrade the pit toilets and boat landing at Wolf Lake.
2. **Cell and Internet Coverage** Encourage cell phone and internet companies to improve their coverage areas.
3. **Wind Turbine Regulations** Urge State Legislators to require sufficient setbacks from occupied homes when establishing Public Service Commission Windmill regulations and write a Town Wind Turbine Ordinance.

Policies

1. **Wind Turbines Standing Committee** Continue having a Wind Turbines Standing Committee that will 'monitor' and 'mediate' issues that residents have concerning the turbines on a one-on-one basis with the Town Board and We Energies.

SWOT Workshop

On July 27, 2009, the Town of Marshfield officials and Town residents participated in a “Strengths, Weaknesses, Opportunities, and Threats” (SWOT) workshop. They created lists that identified:

- **Strengths:** What they like about their community
- **Weaknesses:** What they felt were some of the weaknesses
- **Opportunities:** What they would like to see in their community
- **Threats:** What challenges they may face in planning for their future

The following comments were made by those who attended the SWOT workshop:

Strengths

- Peaceful and quiet atmosphere
- Appreciate rural character
- Central location near urban areas for shopping and jobs (Fond du Lac and Plymouth)
- The whole Town is in one School District (New Holstein)
- Great hunting areas
- Very active snowmobile club (8th largest in the state) and great snowmobile trails
- Excellent joint emergency services (Mt Calvary/Marshfield)
- Strong agricultural base
- Independence from a sanitary district
- Good air and ground water quality
- Good roads
- Nursing home and assisted housing for aging town residents
- Strong religious base
- A good relationship with the Village of Mt. Calvary and Village of St. Cloud
- Strong social relationships and quality people who are friendly and helpful
- Developing museum in Malone
- St. Lawrence Seminary in Mt. Calvary
- Mt. Calvary Clinic
- Wolf Lake with County Park and Boat Landing
- Good businesses in the area
- Sheboygan River
- Parochial schools
- Recycling center sponsored by the Town of Marshfield
- Mega-farms that create employment
- Wind Turbines that are a “green source” of power
- People who are reforesting the community

Weaknesses

- Lack of Industry
- Need fast internet service
- Only a few areas have cable
- Cell phone service has large gaps
- No decent place to swim
- County Park bathroom facilities on Wolf Lake are out-dated and need to be replaced
- Negative affects from Wind Turbines on some residents

Opportunities

- Need for more advanced EMT Training
- Strive to attract businesses to the Town to create employment opportunities
- Development of faster internet services
- Consider expanding the Town's website by adding business links
- Need for a Health and Fitness Center
- More Wind Turbines in appropriate locations
- Mega-Farms that could generate employment and tax base

Threats

- Silting and pollution in town rivers and streams
- Crime
- Air and water pollution
- Lack of emergency sirens near the center of the town
- Federal and State mandates without financial aid
- Loss of local windmill regulation
- Lack of a health and fitness center
- Loss of forestry
- Impact of more Wind Turbines on nearby residents
- Mega-farm impact on the environment and town roads
- Uncontrolled subdividing and land development
- Too many access points on certain town roads and the need for access control

Background Information

NOTE: The following analysis is based on Tables 100 through 115, which can be found in the back of this Plan behind the “Tables” tab. It must be further noted that the statistics upon which the analysis is based are from the 2000 United States Census, the latest available data. Being nine years hence, and after and within a volatile economic climate, some characteristics may have changed dramatically. This, of course, can render the information and subsequent analysis of some areas of information (which ones are unknown) inaccurate relative to the present day.

The demographic data for the Town of Marshfield in the Issues and Opportunities Element is compared to the surrounding Towns of Calumet, Forest, and Taycheedah, and to Fond du Lac County and Wisconsin.

Population Characteristics

Population Change (Table 100)

- ❑ According to the U.S. Census, the population of the Town of Marshfield in 2000 was 1,118. This is 41 less than it was in 1970, or a decrease of 3.5%.
- ❑ Of the surrounding towns, Calumet and Forest increased slightly in this time period, but Taycheedah increased by more than one-third, as did Fond du Lac County. In all of Wisconsin, the population rose 21% between 1970 and 2000.
- ❑ Marshfield’s population increased in the 1970s, but declined in the ‘80s and ‘90s.
- ❑ It is estimated by the Wisconsin Department of Administration that the Town of Marshfield’s population in 2009 was 1,157, which is still less than it was in 1970.
- ❑ The estimated 2009 population in Marshfield was a 3.1% increase since 2000. This, again, is less than all the other locations except the Town of Calumet.

Population Race (Table 101)

- ❑ In 1990, the Town of Marshfield was 100% white. By 2000, Marshfield was more diverse by the slimmest of margins. Non-Hispanic whites still accounted for 99.4% of the population. There was one Hispanic and five African Americans.
- ❑ In comparison, Fond du Lac County was approximately 96% white in 2000, and compared to Wisconsin at eighty-seven percent.

Population Age and Median Age (Table 102)

- ❑ In general, the residents of the Town of Marshfield in 2000 were far above average in age compared to the county and state. The median age in the Town of Marshfield was 39.0, compared to 36.9 in Fond du Lac County and 36.0 throughout Wisconsin.
- ❑ Seventeen percent of Marshfield residents in 2000 were between the ages of 40 and 49. Sixteen percent were between 10 and 19, and another 16% were in their thirties. The fourth highest percentage was people between the ages of 50 and 59.
- ❑ The first three percentages and their order were nearly identical in Fond du Lac County. The higher median age, however, can be seen in the fact that the fourth highest percentage in both the county and state were persons less than ten years old.
- ❑ Less than 8% of town residents in 2000 were in their twenties. In a statistically perfect world, the number of persons in each age category in 1990 would be the same in the next higher age group in 2000, plus or minus the percentage of population growth of the entire community. In other words, if there were 100 people in their **teens** in 1990, and the town’s population grew by 10% from 1990 to 2000, there would be 110 people in their **twenties** in 2000. In actual fact, however, in the Town of Marshfield the change between these two age groups

was a *decline* of 95 persons, a 52% decrease. This means the community is not retaining their children as they become adults.

Population Projections

Population Projections (Table 103)

- ❑ The Wisconsin Department of Administration projects that the number of residents in the Town of Marshfield will decrease by 24 people between 2009 to 2030 (2% decline).
- ❑ In that time period, all the other towns are projected to increase in population – Taycheedah by almost twenty percent. The population of Fond du Lac County is projected to increase by about 13%, and Wisconsin's by sixteen percent.

Household Projections

Household Projections (Table 104)

- ❑ The number of households in Marshfield (households include unrelated persons) is projected by the State to increase by approximately 40 between 2000 and 2030. This is an 11% increase. Once again, this percentage increase is less than in all the other locations.
- ❑ While the number of households will increase by 11%, the average number of persons per household will decrease by more than 9%, from 3.00 to 2.74. Nonetheless, this average number of persons is still significantly higher than all the other locations, where the highest average is 2.56 persons per household.
- ❑ In most municipalities throughout Wisconsin and even the United States, the average number of persons per household will steadily decline in the next several decades. This is due to, among other factors, a high divorce rate and couples waiting longer to have their first child.
- ❑ A declining number of persons per household means more housing units will be needed for the population than if the average number of persons per household had remained stable.

Income Characteristics

Median Income (Table 105)

- ❑ The median income for *households* in the Town of Marshfield in 1999 was \$56,250. This is significantly higher than in Fond du Lac County and Wisconsin.
- ❑ The median income for *families* in the Town of Marshfield in 1999 was \$62,857. This too is much higher than in the county and state.
- ❑ Median household income in Marshfield increased by 68% between 1989 and 1999. Family income increased by more than seventy-six percent.
- ❑ Relative to the median family income of \$35,500 in 1989, inflation alone would have produced a median family income of \$44,890 in 1999. At \$56,250, then, the rise in the median income of Town of Marshfield families far exceeded the rate of inflation.

Household Income (Table 106)

- ❑ The higher average household income in Marshfield is further illustrated in Table 106. Almost half of Town of Marshfield households in 1999 had incomes between \$50,000 and \$100,000. Only about a third of households in Fond du Lac County and Wisconsin were in this income range.

Per Capita Income (Table 107)

- ❑ Per capita income of \$21,467 in the Town of Marshfield in 1999 was slightly higher than in Fond du Lac County and Wisconsin.
- ❑ The rate of increase in per capita income in Marshfield from 1989 to 1999 was significantly higher than in the county and state.

Poverty Status (Table 108)

(Definition of “poverty” varies; example is income level of \$10,991 for one person) see <http://www.census.gov/hhes/www/poverty/threshld/thresh08.html> for more details.

- ❑ The proportion of individual *persons* in Marshfield in 1999 that were officially living in poverty was 6.3 percent. This was lower than in Fond du Lac County and much lower than in Wisconsin.
- ❑ The proportion of individual *families* in Marshfield in 1999 that were officially living in poverty was 2.2 percent. Again, this was lower than in Fond du Lac County and much lower than in Wisconsin.
- ❑ Poverty levels for persons and families declined between 1989 and 1999 in all three jurisdictions.

Employment Characteristics

Labor Force (Table 109)

- ❑ The unemployment rates in Fond du Lac County and Wisconsin have a similar history from 1990 to 2006. Both dipped 25 to 40 percent from 1990 to 2000, then returned to near their 1990 level by 2006.
- ❑ The unemployment rate in both the county and state was at 4.7% in 2006.

Employment of Residents by Type of Industry (Table 110)

- ❑ The number of employed Marshfield residents age 16 and over (irrespective of their place of employment) increased from 580 in 1990 to 626 in 2000, an 8% increase. Employment in both Fond du Lac County and Wisconsin increased by about fourteen percent in the same time period.
- ❑ The highest percentage of employed residents of the Town of Marshfield in both 1990 and 2000 were in the manufacturing industry, though the percentage relative to all employed residents in those years declined from 31% in 1990 to 27% in 2000.
- ❑ In 1990, the number of employed residents in the service and agricultural industry (including forestry, fishing, and mining) was nearly identical at just less than twenty percent. By 2000, however, agriculture had declined to less than 15% of employed residents, while employment in the service industry had risen to more than thirty-two percent.
- ❑ The highest percentage of employed residents in Fond du Lac County and Wisconsin in 2000 were in the service industry, with manufacturing second.

Employment of Residents by Type of Occupation (Table 111)

When analyzing Table 111, it is important to note that between the 1990 and 2000 Censuses the categories for the types of occupations held by the residents of the town, county and state changed significantly. It is, therefore, virtually impossible to make comparisons between the two years. There are also fewer categories in 2000, which makes detailed analysis difficult.

- ❑ In 2000, 33% of employed residents of the town who were age 16 and over had occupations in *management, professional, and related* positions. Another 18% held *sales and office* positions, and 17% were in *production, transportation, and material moving*.

- ❑ These three occupation categories were also highest in Fond du Lac County and Wisconsin, but the respective percentages varied greatly.

Industry of Employed Persons (Table 112)

- ❑ Thirty-four percent of employees age 16 and over in Fond du Lac County in 2000 (regardless of their place of residence) worked in the manufacturing industry. Another 34% was almost evenly split between the *education and health services* and *trade, transportation and utilities* industries.
- ❑ These same three categories held the greatest percentages of employees in Wisconsin in 2000, but only 22% were in manufacturing.

Average Weekly Wages (Table 113)

- ❑ The highest-paying jobs in Fond du Lac County in 2000 were in the *manufacturing and construction* industries, followed by those in *professional and business services* and *education and health services*.
- ❑ The lowest-paying jobs in Fond du Lac County in 2000 were in the *leisure and hospitality* and *other services* categories. There was no category in Table 113 for agriculture.
- ❑ The manufacturing and construction industries were also the highest paying in Wisconsin. Financial services were sixth-highest in the county, third-highest paying industry in the state.

Travel Time to Work (Table 114)

- ❑ The time employed residents of Marshfield traveled to get to work in 2000 was generally greater than in Fond du Lac County and Wisconsin.
- ❑ In 2000, more than 52% of employed Marshfield residents drove between twenty and forty minutes to work, compared to about 27% in Fond du Lac County and 33% in Wisconsin.
- ❑ The 52% driving 20 to 40 minutes in 2000 is six percentage points higher than in 1990.
- ❑ Interestingly, almost 12% of employed Marshfield residents in 2000 worked at home. In the county and state, this percentage is less than four percent. More than 11% of employed Marshfield residents in 1990 worked at home.

Education Characteristics

Educational Attainment (Table 115)

- ❑ Table 115 calculates the educational attainment of residents of the Town of Marshfield in 2000 that were age 25 and older. Overall, these residents were generally less educated than those in Fond du Lac County and Wisconsin.
- ❑ Ten percent of Marshfield residents had less than a 9th grade education. The percentages in Fond du Lac County and Wisconsin were about half this proportion.
- ❑ Almost 48% of Marshfield residents had earned a high school diploma, compared to 40% in the county and 35% in the state.
- ❑ Sixty-three percent of Marshfield residents age 25 and older in 2000 had a high school diploma or less. This compares to 56% in the county and 50% in the state
- ❑ The level of education in Marshfield in 2000 improved from what it was in 1990. Almost 26% of residents had attended one to three years of college in 2000, compared to 15% in 1990. More than 11% had attended college for four or more years in 2000, while only 5% had in 1990.