

CHAPTER 1 Issues and Opportunities for Comprehensive Planning in the Town of New Hope

66.1001(2)(a) Wisconsin Statutes:

Issues and Opportunities Element. Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

Section 1.1 Description and Brief History of Planning Area

The Town of New Hope is located in northeast Portage County, abutting State Highway 161 on the south and Waupaca County on the east. The Town is approximately 18 miles northeast of the City of Stevens Point. The Town of New Hope currently ranks fifteenth in population size out of 17 Towns in Portage County, encompassing 23,323 acres (36.44 square miles).

The following excerpt comes from the online archives of the Portage County Historical Society and is reprinted by permission:

New Hope is one of the oldest Towns in Portage County. It was constituted in 1856 and at that time it included the Town of Alban which was detached from it in 1878. Despite its size it was thinly settled at the beginning and at first almost all inhabitants were Norwegians. There was a colony of them in nearby Waupaca and newcomers started farms in Portage County close to their fellow country people. In the Census of 1860 there were 105 households in the Town, 99 of which were headed by farmers, 83 from Norway, 4 from Germany, 4 from Denmark, 1 from England, 1 from Switzerland and six Americans; as occupations only three persons indicated occupations that were not farmers or laborers, one pump maker from Vermont, one seamstress from Norway (probably a widow) and one teacher whose origin was not given.

The name of New Hope is rather common in the United States among places named by immigrants and there is no evidence about those who chose it. The Town in its present limits has always remained rural. A few stores were established, post offices were open, a creamery functioned for some years and the places where these establishments were received names:

Benson Corners, Garfield, Peru, but none of them developed into a village. As the Scandinavians are Lutheran, one church was built in the north of the township and a second one in the south, near them are cemeteries with many tombstones having inscriptions in Norwegian. When a split occurred in the Lutheran church, a new church was built not far from the North New Hope church for the new group.

New Hope never had any tavern or hotel; the stores did not sell any alcoholic beverages; the town was dry. In the 1960's the town council decided to authorize the Garfield store to sell beer, but when the store closed a few years later the Town became dry again.

Typical of the Norwegian heritage are the farms consisting in a large number of buildings: residence, barn, stable, sheds, chicken coops, and others. At first the buildings

were made of logs jointed in the typical Scandinavian dovetail way. Later frame buildings became customary and in some cases log houses were covered with boards to look like frame houses. Another cultural feature is the split rail fences made of sticks without any nail or wire as in the early times cash for purchases was scarce and labor did not cost anything. Some split rail fences can still be seen in the New Hope area.

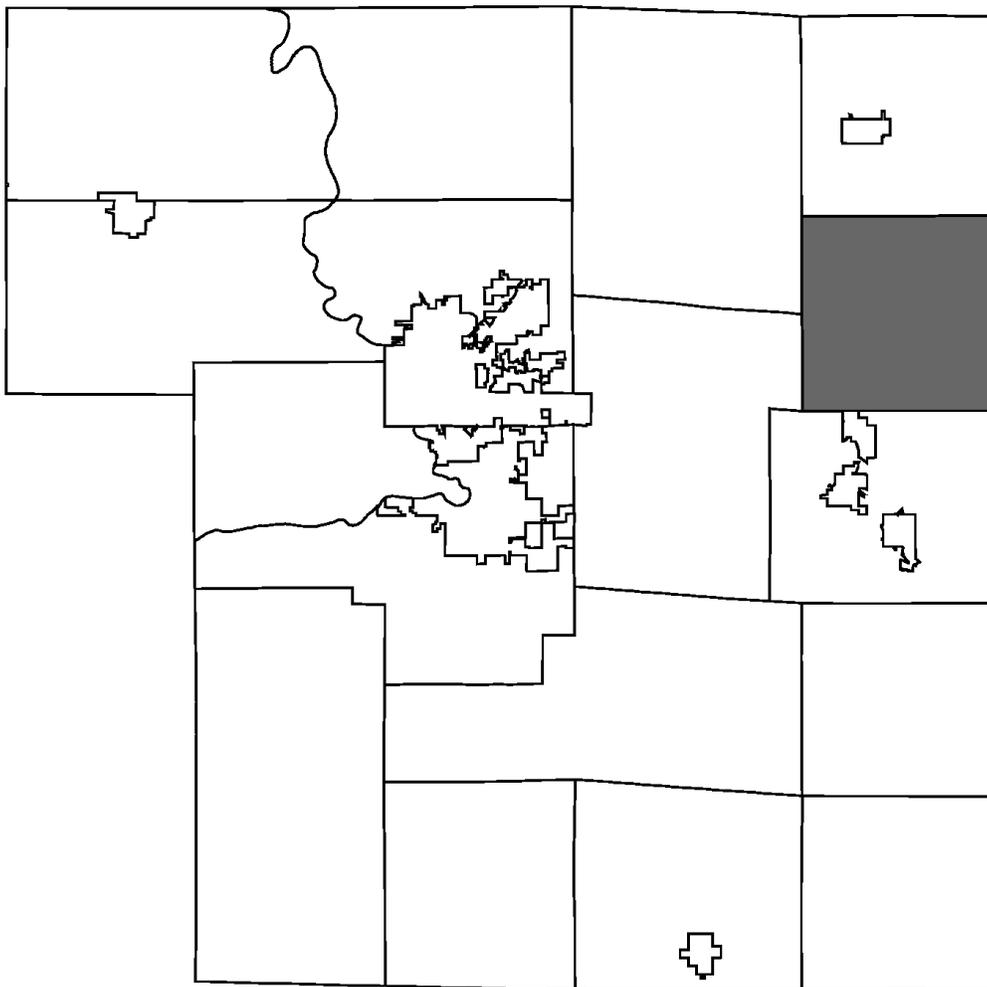
New Hope lies completely on the terminal moraine of the last Wisconsin glaciation. It is therefore hilly with some kettles and a number of small lakes formed in some kettles; most of these lakes have been named after pioneer families. They are not fed by streams and have no outlet but represent the surface of the water table and their level varies. For years their levels have decreased and a few dried up almost completely. It was argued that it was the result of the development of irrigation that used much water but after a few wet years their level had risen again and in 1985 this level was about the highest that had been registered. One of the most beautiful lakes and also the most popular lake is Sunset Lake, which was on the east side a public beach which is a public park.

This Comprehensive Plan will analyze all of the lands within the Town of New Hope corporate boundary, and include the short and long range recommendations for residential, commercial and industrial development, as well as the protection of important farmlands and other natural resources as determined by the residents of the Town of New Hope.

Map 1.1: New Hope Area

Town of New Hope
within
Portage County,
Wisconsin

Population 2010: 718
Area: Approximately 36 square miles



Section 1.2 Past Planning In New Hope

A. 1986 Development Guide

At their June 15, 1981 meeting, the New Hope Town Board voted to request the Portage County Planning Department to assist the Town in developing a Land Use Plan. The Land Use Plan was to serve as a basis for the Town to update its original zoning map, adopted in 1969, to reflect changing conditions and needs in the Town.

The Town Board was interested in utilizing Exclusive Agricultural Zoning to help preserve New Hope's agricultural lands and to help avoid conflicts with nonfarm uses. The County Planning and Zoning Departments also recommended that the County's obsolete Recreational Zoning District be eliminated. An update of the Town Zoning Map would also allow the Town to reevaluate the status of all other land.

The Planning Department presented the Town Board with a two-phase planning program option. The first phase was to include a citizen opinion survey and analysis of development needs and problems related to land use. The end result would be a Town Land Use Plan and an updated zoning map. The second phase of the planning program was to tie Phase I into an expanded analysis of other Town development factors. The end result would be a complete Town Development Guide. The Town Board decided to do only Phase I, with Phase II following as needed.

The Town Board appointed a citizen Planning Committee which held its first meeting on March 7, 1983. The Planning Committee's primary purpose was to assist and direct the County Planning Department and to advise the Town Board on the Land Use Plan and the zoning map update.

A citizen opinion survey was distributed to all residents and landowners of the Town, as the initial planning step. Analysis of the survey results were used as a data and informational base for citizen input to the land use planning process.

The Town Planning Committee conducted numerous meetings during the development of the document, with direction from the Town Board and staff support from the County Planning, Zoning, and Land Conservation Departments. The plan was officially adopted in September, 1986.

B. 2005 Comprehensive Plan

The 2005 Town of New Hope Comprehensive Plan was created as a part of a larger, County-wide comprehensive planning project. With assistance from the Portage County Planning and Zoning Department, two separate "large area" plan documents were developed: an Urban Area plan, which encompasses the City of Stevens Point, Villages of Park Ridge, Whiting and Plover, and a portion of the unincorporated Towns of Hull, Stockton, Plover, Linwood and Carson; and the Portage County Comprehensive Plan, which includes each of the seventeen unincorporated Towns (Alban, Almond, Amherst, Belmont, Buena Vista, Carson, Dewey, Eau Pleine, Grant, Hull, Lanark, Linwood, New Hope, Pine Grove, Plover, Sharon, Stockton) and six incorporated rural Villages (Almond, Amherst, Amherst Junction, Junction City, Nelsonville, Rosholt) that make up the rest of the County. In addition to the large area plans, the project included the adoption of a Comprehensive Plan for each of the County's 27 individual units of government.

Work during the first 18 months of the County-wide project was performed primarily by the Portage County Comprehensive Planning Joint Steering Committee. Their work centered on public participation, with the adoption of a "Public Participation Plan" on July 25, 2001. The Participation Plan detailed the different ways that residents of the County would be invited and

encouraged to participate in the formulation of the Comprehensive Plans. The Town of New Hope also adopted the Public Participation Plan on September 19, 2001 (Appendix A).

The first step in soliciting public involvement was a County-wide opinion survey, which was conducted in the second half of September 2001. Over 30,000 surveys were mailed, with an intended target of one for every household within the County. Over 6,600 of the households responded, a return rate of approximately 22%. The survey responses provided information on residents' feelings in the areas of: County trends and land use; housing; utilities and community facilities; agricultural, natural and cultural resources; commerce and employment; transportation; and quality of life within the County. The Town of New Hope was well represented in the survey results (see Appendix B). The information gathered in the survey led to visioning sessions, and the generation of preliminary goal suggestions for the nine required Plan elements. This information was then forwarded to all local units of government in the fall of 2002.

Utilizing the information provided by the Joint Steering Committee, the Town of New Hope Plan Commission began the Town Comprehensive Planning process in earnest in January 2003. The Comprehensive Planning process involved several basic steps:

The first step involved research. Activities included acquiring a thorough knowledge of the existing community setting, identifying problems that required solutions, and analyzing critical factors that needed to be changed before progress could be made toward community goals, and establishing goals and objectives for growth and development.

The second step involved the formation of planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, and prevent undesirable change.

The next steps involved the selection of a preferred plan alternative for guiding future growth. The Land Use Element relates how the Town is expected to grow, and generally identifies how development should proceed in the future to achieve community goals. It proposes the most efficient use of land within the financial capabilities of the community by identifying where residential, and other anticipated land uses should occur.

The final step involved implementation of the plan and programs that will influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means by which community goals can be achieved. Three major tools of implementation are the Zoning Ordinance, subdivision regulations, and a capital improvements program.

The Plan Commission met monthly through May 2005 to put together the first complete preliminary draft of the plan. The final planning document was then adopted by the New Hope Town Board on September 21, 2005.

Section 1.3 Current Comprehensive Plan Update

This Comprehensive Plan update was initiated by the Town of New Hope in January 2017 and follows the same planning steps as the 2005 Plan. When discussing how to begin the required full-scale review of the planning document (a minimum of once every 10 years), Town officials made the decision to use the 2005 Comprehensive Plan as a solid base to start from. The Plan Commission proceeded chapter-by-chapter to verify and update existing background information, review and validate any issues identified in each of the chapters, and review, validate, and revise the goals, objectives, and policies accordingly.

Section 1.4 Town of New Hope Vision

A vision statement can help serve as an overarching statement of community values and can help focus community goals for a desired future. New Hope's vision statement for the next twenty years is:

The residents of the Town of New Hope envision that the Town will remain a primarily rural community that retains its agricultural heritage. Decisions regarding new growth will be made to insure compatibility with the existing rural character of the Town.

Our citizens fully realize that the earth and water in New Hope are not mere commodities and cannot be treated solely as such. We work to sustain our fields and forests, our wetlands, our groundwater and all of our surface waters.

Section 1.5 Demographic Trends

The demographic information in this Comprehensive Plan comes from the U.S. Census Bureau. Through the Census the name, sex, age, date of birth, race, ethnicity, relationship and housing tenure is collected on every individual in the United States every ten years. Starting with the 2010 Census, the method of collecting data beyond this primary information was changed. The more detailed demographic, housing, social, and economic information once collected during each Census is now collected annually by the American Community Survey (ACS), which began sampling in 2005.

ACS is a branch within the U.S. Census Bureau, designed to provide communities with reliable and timely data. The Survey is sent to a small percentage of the population each year on a rotating basis throughout the decade. Information for Towns is produced every year and is based on 5-year estimates. For example, the 2011-2015 ACS 5-year estimates are based on data collected from January 1, 2011 to December 31, 2015. These multi-year estimates cannot be used to say what is going on in any particular year in the period, only what the average value is over the full period.

The tables and figures that follow use data from the decennial Census and ACS to compare the Town of New Hope with Portage County. This data is available via the American Fact Finder search site at <http://factfinder2.census.gov/>. Due to the changes in data collection mentioned above, the tables and figures rely more heavily on data from the ACS 5-year estimates, than on the decennial Census. In fact, the decennial Census was only used to obtain counts of the population and their age groups (see Tables 1.1 and 1.3, and Figure 1.2). To compare ACS estimates, the U.S. Census Bureau advises comparison of non-overlapping datasets (for example, compare 2006-2010 ACS 5-year estimates to 2011-2015 ACS 5-year estimates). When looking at the tables and figures remember that they are in many cases estimates and not based on a complete count. For this reason, it is recommended that derived measures (percent's, means, medians, and rates) be compared rather than estimates of population totals.

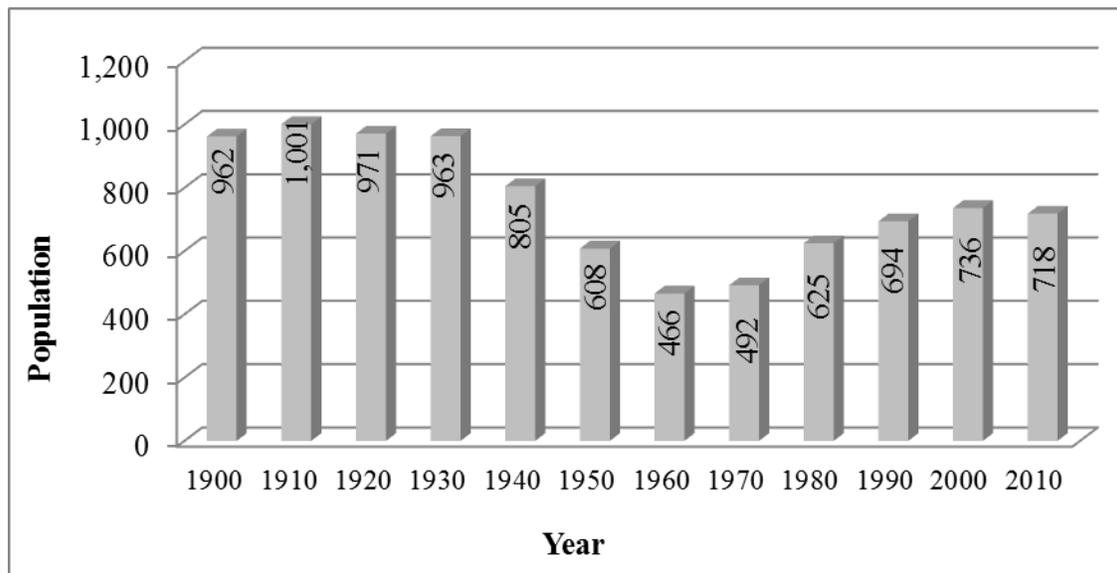
While ACS estimates may have some error, it is the most accurate measure of what is happening within the Town that is available, and is a valid tool for understanding the relative importance of the information it is describing.

A. Population Growth

Census data reveal two major, historical population trends for the Town of New Hope (Figure 1.2). The first major trend was a steady decline in the Town's population over a fifty-year period

from 1910 to 1960. This was characteristic of a rural-to-urban population movement which occurred during that period on a County, State and nationwide level.

Figure 1.2: Town of New Hope Population Change, 1900 to 2010



Source: U.S. Census Bureau, 1900-2010 Census

This declining population trend was reversed in the 1960's, with the Town experiencing a slight upturn in population as urban residents began moving back to rural or semi-rural areas. In Portage County, the impact of this migration back to the rural areas occurred earlier and was greater in those towns located adjacent to the larger population centers. Accordingly, Towns such as Hull and Plover were quicker to stem the loss of population and experienced larger growth spurts due to their proximity to the Stevens Point Urban Area. In contrast, many of the more rural towns in Portage County did not experience renewed growth until the 1960's.

The Town of New Hope's most dramatic growth occurred after 1960, with the Town documenting population increases of 27% for the 1970-1980 period, 11% from 1980 to 1990, and 6% from 1990 to 2000. After this growth spurt, the population experienced a slight decline (-2.4%) from 2000 to 2010. The Wisconsin Department of Administration, which provides yearly population estimates for the intercensal period, has estimated the Town's 2016 population at 710, a decline of 1.1% from 2010.

Table 1.1: New Hope Comparison Population Change, 1970 to 2016

	U.S. Census					State of Wisconsin Estimate 2016	1970-2010 Change	2010-2016 Change
	1970	1980	1990	2000	2010			
Town of New Hope	492	625	694	736	718	710	45.9%	-1.1%
Town of Alban	606	768	860	897	885	880	46.0%	-0.6%
Town of Amherst	936	1,215	1,335	1,435	1,325	1,335	41.6%	0.8%
Town of Sharon	1,304	1,694	1,742	1,936	1,982	2,018	52.0%	1.8%
Town of Stockton	1,537	2,208	2,494	2,896	2,917	2,983	89.8%	2.3%
Portage County	47,541	57,420	61,405	67,182	70,019	70,883	47.3%	1.2%

Source: U.S. Census Bureau, 1970-2010 Census, and Wisconsin Department of Administration

Population growth is a combination of many factors including births and deaths, and in- and out-migration. By examining migration patterns for the residents of the Town of New Hope, we can better understand the causes for how growth in the community is occurring (Table 1.2). The American Community Survey provides data on where residents (aged 1 year and older) were living one year ago. The “Same House” column identifies the New Hope residents that lived in the same dwelling the previous year; this can be an indicator of long-term residency. The “Different House, Portage County” column identifies the New Hope residents that lived in a home outside the Town, but within Portage County. The “Different House, Different County” column identifies the New Hope residents that lived in a home outside of the Town and Portage County, but within the State of Wisconsin. The “Different State” column identifies the New Hope residents that lived in a home outside the State of Wisconsin. Altogether, this information provides insight into the nature and pace of new residents moving into the Town.

Based on the 2011-2015 American Community Survey, ninety-nine percent (99%) of the Town's residents lived in the same house as they did the previous year. Only one percent (1%) of New Hope residents had moved into the Town after living somewhere else within the State of Wisconsin, while an even smaller percentage of residents (0.5%) relocated from outside of the United States.

Table 1.2: Place of Residence for Town Residents One Year Ago

	Same House		Different House, Portage County		Different House, Different County		Different State		Abroad	
	#	%	#	%	#	%	#	%	#	%
Town of New Hope	723	99%	0	0%	7	1%	0	0%	4	0.5%
Town of Alban	777	94%	18	2%	28	3%	0	0%	0	0%
Town of Amherst	1,269	94%	56	4%	20	2%	11	0.8%	0	0%
Town of Sharon	1,896	95%	46	2%	45	2%	3	0.2%	0	0%
Town of Stockton	2,652	90%	110	4%	179	6%	5	0.2%	0	0%
Portage County	57,245	82%	6,965	10%	5,498	8%	1,056	2%	110	0.2%

Source: U.S. Census Bureau, 2011-2015 American Community Survey

B. Age Distribution

The number of New Hope residents that occupied specific age groups in each of the last three census years, along with similar information for the County as a whole are shown in Table 1.3 below.

Table 1.3: Distribution of Population, by Ten-Year Age Groups

Age	Town of New Hope			Portage County		
	1990	2000	2010	1990	2000	2010
Under 5 years	63 9%	40 5%	28 4%	4,266 7%	3,964 6%	3,891 6%
5 to 14 years	118 17%	107 15%	80 11%	9,080 15%	9,118 14%	8,095 12%
15 to 24 years	53 8%	82 11%	71 10%	13,081 21%	13,983 21%	14,038 20%
25 to 34 years	116 17%	61 8%	53 7%	9,897 16%	8,322 12%	8,431 12%
35 to 44 years	128 18%	143 19%	72 10%	8,690 14%	10,261 15%	7,991 11%
45 to 54 years	58 8%	126 17%	163 23%	5,489 9%	8,945 13%	10,180 15%
55 to 64 years	60 9%	68 9%	131 18%	4,299 7%	5,235 8%	8,438 12%
65 to 74 years	61 9%	59 8%	71 10%	3,610 6%	3,791 6%	4,723 7%
75 to 84 years	24 4%	42 6%	36 5%	2,273 4%	2,565 4%	2,846 4%
85 years and over	13 2%	8 1%	13 2%	720 1%	998 2%	1,386 2%
Total Population	694	736	718	61,405	67,182	70,019
Median Age	34.8	41.0	48.6	29.3	33.0	35.8

Source: U.S. Census Bureau, 1990, 2000 and 2010 Census

Further insight into the nature of the Town’s population change over time can be gained through examining how the different age groups change as they move through their life cycles. Age groups for the Towns and County (or “cohorts” as they are called when tracking a group of same-aged people) have been displayed in the table in ten-year increments to more easily see how their numbers increase or decline over different census years. The diagonal series of gray and white boxes within Table 1.3 indicate the path of each age cohort through the three Census periods.

Roughly 15% of the population fell within the 5-to-14 year old cohort for the Town of New Hope in 2000. This percentage decreased to 11% by the year 2010 (as the 5-to-14 year olds became 15-to-24 year olds). Children leaving home for college or jobs may explain some of this decline. The 45-to-54 year old cohort grew over the last 20 years, increasing from 17% (as 25-to-34 year olds in 1990) to 19% (as 35-to-44 year olds in 2000) before reaching 23% by 2010.

“Median age” is the point where ½ of the population lies above and ½ lies below; the older this age is, the older the overall population for a place is becoming. In 2010, the median age for the Town of New Hope was 48.6 years. This rate has increased by over thirteen years since 1990, with the rate of increase holding steady over the two decades. The County as a whole has seen its median age increase at an even slower rate, approximately six years over the twenty-year period. This is an indication that the town is aging more rapidly than the County.

As one would expect with the rise in median age, the percentage of the population for the Towns over the age of 65 has been trending upward since 1990 as well. The Town of New Hope 65+

population segment increased from 15% of total population in 1990 to 17% in 2010. The County saw this segment increase from 11% to 13%.

C. Education Levels

Table 1.5 below compares the educational attainment of New Hope and Portage County residents in five year periods. The Town of New Hope lowered its overall educational attainment between 2011-2015. During this five year period, the percentage of Town residents age 25 and over who had less than a 9th grade education went up from 2% to 6%. The percentage of 25+ year old residents who completed some college, or completed a college degree program fell from 62% to 54% over the same period. This college attainment for New Hope was lower than the County as a whole (55% to 60%). The Town of New Hope had an increase in the percentage of residents who graduated high school. The New Hope percentage for this category increased by 2%, while Portage County experienced a 2% decrease in this category.

Table 1.4: Comparison of Educational Attainment for Residents 25 Years and Older

Educational Attainment (Persons 25 years +)	Town of New Hope		Portage County	
	2006-2010	2011-2015	2006-2010	2011-2015
Less Than 9th Grade	12 2%	36 6%	1,732 4%	1,112 3%
9th to 12th Grade (No Diploma)	20 4%	26 5%	2,379 6%	2,223 5%
High School Graduate	163 32%	190 34%	15,478 36%	15,010 34%
Some College (No Degree)	81 16%	92 16%	8,225 19%	8,934 20%
Associate Degree	27 5%	47 8%	3,555 8%	4,223 10%
Bachelor's Degree	129 25%	102 18%	7,937 19%	8,734 20%
Graduate/ Professional Degree	79 16%	70 12%	3,709 9%	4,258 10%
Total	511	563	43,015	44,494

Source: U.S. Census Bureau, 2006-2010 and 2011-2015 American Community Survey

D. Households and Income

The Town of New Hope residential community is made up of different types of households. The U.S. Census defines a household simply as “including all of the people who occupy a housing unit.” People not living in households are classified as living in group quarters. “Family Households” consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. “Nonfamily Households” consist of people living alone and households which do not have any members related to the householder. The change in the make-up of Town of New Hope households over five year periods are shown in Table 1.5 below, and compares them to the Portage County data. Family households, traditionally the largest group within New Hope, have seen their percentage of total households decrease slightly and at the

same rate as the County. Between 2011-2015, 89% of households were married couple families, a 10% increase from the five year period spanning 2006-2010. Single-parent headed households within New Hope have decreased from 20% to 10% of family households over the five year periods. By comparison, the County has seen single-head households increase by 3% (from 16% to 19%). New Hope’s non-family households have increased from approximately 25% of total households between 2006-2010 to 27% between 2011-2015.

The Persons Per Household (PPH) for the Town of New Hope declined between the five year time periods, while the County PPH increased. However, New Hope has maintained a larger PPH than the County PPH.

Table 1.5: Household Type Comparison

Households by Type	Town of New Hope		Portage County	
	2006-2010	2011-2015	2006-2010	2011-2015
Family Households <i>(Percent of Total Household)</i>	211 75%	216 73%	17,658 64%	17,323 62%
Married-couple families <i>(Percent of Family Households)</i>	170 81%	193 89%	14,763 84%	14,180 82%
Other family, male householder <i>(Percent of Family Households)</i>	8 4%	5 2%	932 5%	1,145 7%
Other family, female householder <i>(Percent of Family Households)</i>	33 16%	18 8%	1,963 11%	1,998 12%
Nonfamily Households <i>(Percent of Total Households)</i>	72 25%	79 27%	9,915 36%	10,445 38%
Householder living alone <i>(Percent of Non-Family Households)</i>	52 72%	60 76%	7,137 72%	7,604 73%
Householder 65 years and over <i>(Percent of Non-Family Households)</i>	27 38%	23 29%	2,557 26%	2,790 27%
Total Households	283	295	27,573	27,768
Persons Per Household	2.51	2.49	2.39	2.41

Source: U.S. Census Bureau, 2006-2010 and 2011-2015 American Community Survey

Another instructive piece of information on the state of households within the Town is the level of income that each household achieves. Again the ACS provides insight into the range of incomes present within New Hope. Household incomes have changed in the last 5 years as evidenced by the 2006-2010 ACS and 2011-2015 ACS (Table 1.6 below). It is a testimony to both the inflation of wages and the increased earning power of the residents of New Hope that the percentage of households making greater than \$50,000 per year has increased from 66% between 2006-2010 to 67% between 2011-2015. Median household income has increased from \$66,319 to \$71,705 over the same period. The percentage of households earning greater than \$50,000 for Portage County held steady over the period (52%).

Table 1.6: Household Income Comparison

Household Income Per Year	Town of New Hope		Portage County	
	2006-2010	2011-2015	2006-2010	2011-2015
Less Than \$10,000	16 6%	9 3%	1,837 7%	1,948 7%
\$10,000 to \$14,999	7 3%	4 1%	1,561 6%	1,668 6%
\$15,000 to \$24,999	15 5%	29 10%	3,171 12%	2,741 10%
\$25,000 to \$34,999	23 8%	24 8%	2,893 11%	2,908 11%
\$35,000 to \$49,999	34 12%	34 12%	3,911 14%	4,106 15%
\$50,000 to \$74,999	79 28%	67 23%	5,915 22%	5,925 21%
\$75,000 to \$99,999	55 19%	61 21%	3,977 14%	3,469 13%
\$100,000 to \$149,999	32 11%	40 14%	2,912 11%	3,581 13%
\$150,000 or more	22 8%	27 9%	1,396 5%	1,422 5%
Total Households	283	295	27,573	27,768
Median Household Income	\$66,319	\$71,705	\$51,456	\$51,613

Source: U.S. Census Bureau, 2006-2010 and 2011-2015 American Community Survey

With the examination of income information, the Town of New Hope should also assess the poverty status of its residents. “Poverty” is generally defined as a set of money income thresholds that vary by family size and composition to determine who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, food stamps, and Medicaid). Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated children under age 15 (such as foster children).

Table 1.7 below outlines poverty thresholds for 1990, 2000, 2010, and 2015. Table 1.8 lists ACS information on poverty for the total number of residents, persons aged 65 and above, and families within the Town of New Hope and Portage County.

According to the 2006-2010 ACS and the 2011-2015 ACS, the Town of New Hope has experienced a decrease in the percentage of residents and families earning below the poverty level, while the County percentage has increased.

Table 1.7: Poverty Thresholds - 1990, 2000, 2010 and 2015

Size of Family Unit (Poverty Threshold)	Poverty Thresholds			
	1990	2000	2010	2015
One Person	\$6,652	\$8,794	\$11,139	\$12,082
Two Persons	\$8,509	\$11,239	\$14,218	\$15,391
Three Persons	\$10,419	\$13,738	\$17,374	\$18,871
Four Persons	\$13,359	\$17,603	\$22,314	\$24,257
Five Persons	\$15,792	\$20,819	\$26,439	\$28,741
Six Persons	\$17,839	\$23,528	\$29,897	\$32,542
Seven Persons	\$20,241	\$26,753	\$34,009	\$36,998
Eight Persons	\$22,582	\$29,701	\$37,934	\$41,029
Nine Persons or More	\$26,848	\$35,060	\$45,220	\$49,177

Source: Source: U.S. Census Bureau, 1990, 2000, 2010, and 2015 Poverty Thresholds by Size of Family and Number of Children (2015 poverty statistics were released September 2016)

Table 1.8: Percent in Poverty Comparison

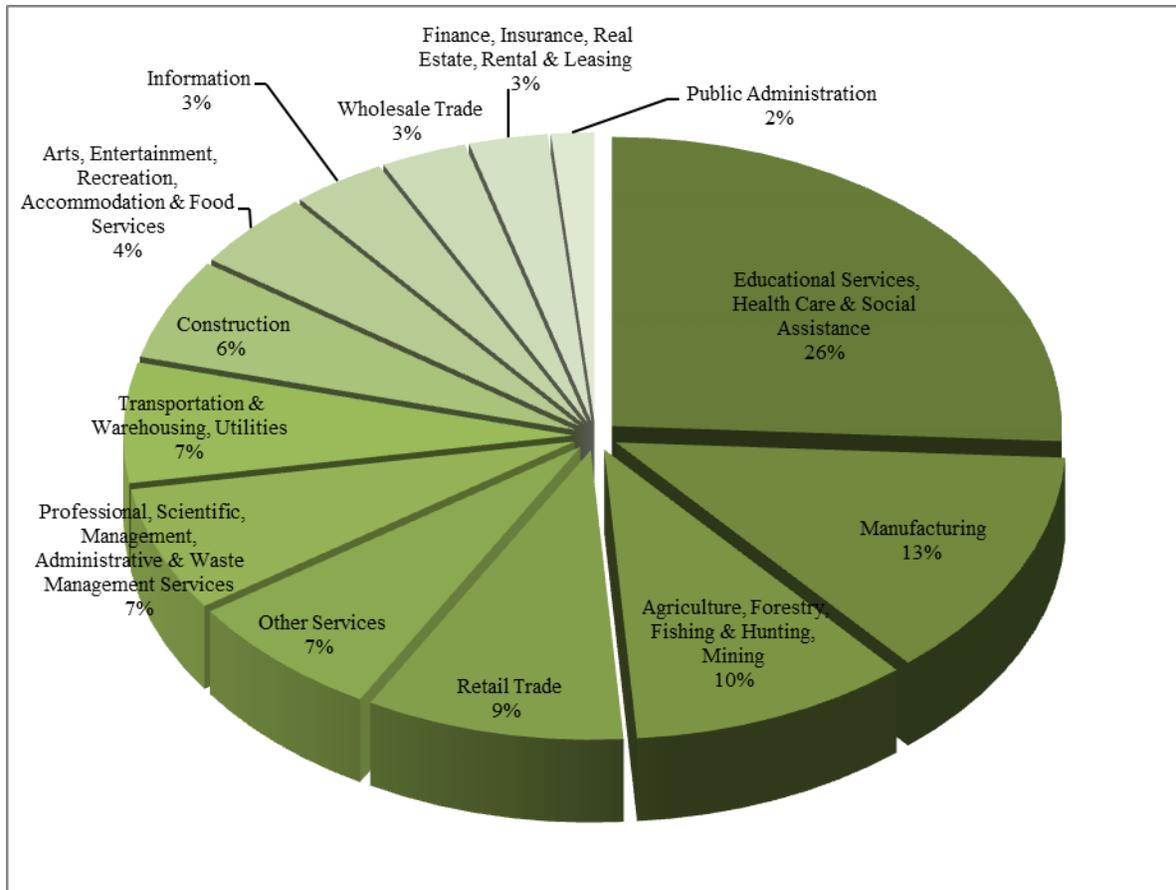
Poverty Statistics For Selected Populations	Town of New Hope		Portage County	
	2006-2010	2011-2015	2006-2010	2011-2015
Persons	709	734	65,720	66,928
Below poverty level	34	22	7,924	10,095
% below poverty	5%	3%	12%	15%
Persons 65 Years and Over	106	125	8,356	9,773
Below poverty level	4	6	690	805
% below poverty	4%	5%	8%	8%
Families	211	216	17,658	17,323
Below Poverty Level	7	5	902	1,252
% below poverty	3%	2%	5%	7%

Source: U.S. Census Bureau, 2006-2010 and 2011-2015 American Community Survey

E. Employment Characteristics

A summary of employment by industry data for the population of Town residents aged 16 years and over is provided in Figure 1.3. The information comes from the 2011-2015 ACS. This information represents what type of industry that the working residents of New Hope were employed by, and is not a listing of the employment currently located within the Town. The discussion of the New Hope economy will take place within the Economic Development Element of this Comprehensive Plan.

Figure 1.3: Summary of Employment by Industry, 2011-2015



Source: U.S. Census Bureau, 2011-2015 American Community Survey

Section 1.6 Forecasts

A. Population Projections

Population projections for States, Cities, Villages, and Towns are developed by the Wisconsin Department of Administration (DOA). The most recent population projections for the Town of New Hope were released in 2013. These population projections suggest that the Town will experience a reduction throughout the planning period, with a projected decline of 38 residents from 2010 to 2040, a decrease of 5.3%. This compares with a projected increase of 9.8% for the entire County, over the same period. It should be noted that all population projections are "best guesses" and should be used with caution.

The Town of New Hope Plan Commission has adopted the following projected population totals for the planning period:

Year 2020: 715 Year 2030: 705 Year 2040: 680

B. Household Projections

Household projections for the Town of New Hope are also based on projections from the Wisconsin Department of Administration. As with the population projections, the household projections were released in 2013. Based on these projections, the Town of New Hope will experience a downward trend, going from 297 households in 2010 to 292 households in 2040, a decrease of 5 households (or -1.7%).

The number of Persons per Household for New Hope is also projected to decline from 2.42 persons in 2010 to 2.33 persons in 2040. Keep in mind that these numbers represent projections and should not be used as absolute.

The household projections for New Hope are:

Year 2020: 301 Year 2030: 300 Year 2040: 292

C. Employment Projections

The Town has experienced a sharp decline in agriculture related employment since 1980. Town officials think the downward trend in this sector will continue over the next twenty years. Future job opportunities outside of the agriculture sector are projected to be created in the Stevens Point urban area, Wausau, the Fox Valley area and other outlying communities. Jobs will most likely be found in the service, health care, government, manufacturing, and finance sectors.

Section 1.7 Community Goals, Objectives and Policies

The Town of New Hope recognizes the decreasing role that agricultural operations play in the economy, and toward the preservation of a rural lifestyle and community character. However, Town residents believe that agriculture will remain a principal land use during this planning horizon and wish to limit development densities in areas to protect existing agricultural operations and preserve the rural character of the area. Town residents also recognize the importance that natural resources, such as the many lakes, streams, and wetlands contribute toward the Town's character. Recognition of these assets should be taken into consideration as growth and development occurs over time.

Goals, objectives and policies provide the framework for guiding future community development activities in the Town of New Hope. A means of deriving goals and policies is through issue identification. Many of the issue statements in the various plan elements are framed as questions. This was purposefully done so that answering the questions would help plan commissioners form goal or policy statements. Goals are stated as desirable conditions to strive toward in the future. They are common ideals of the community that can be achieved through the actions of government leaders, private enterprise and individuals. Objectives are general targets to be achieved along the path of satisfying community goals. Policies are more specific recommendations or methods of action to accomplish these stated objectives. Together these three pieces express the uniqueness of the community while providing guidance for desirable patterns of growth and development.