

# NCWRPC NEWS

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

Spring 2014, Number 53

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



## Commission Adopts Updated CEDS

The Comprehensive Economic Development Strategy (CEDS) 5-Year Update was recently adopted by the NCWRPC. Adoption of the CEDS is required to maintain designation for North Central Wisconsin as an Economic Development District. A designation held since 1980.

The CEDS covers a variety of topics from basic demographic data to economic analysis to project identification. The region's 2013 population was 442,286 which was a 2.5 percent increase from 2000. That rate of increase is expected to slowly decline to 1.1 percent in 2035. Meanwhile, the region's population 60 years and older is expected to increase 61.6 percent, at the same time the region's population aged 19 and under is expected to increase only 3.9 percent. Slow population growth combined with an aging population will negatively impact the region's labor force. As a result, businesses looking to expand or relocate to the area will struggle to find an available and knowledgeable workforce. This is one of the major regional threats identified in the CEDS. Another threat for the region identified, especially in the rural areas, relates to the lack of quality broadband service.

The CEDS also identified emerging economic industry clusters in the region. Emerging clusters were identified using economic analysis techniques, such as location quotients and industry employment projections. Emerging regional clusters identified are: Agricultural, Forestry, Fishing and Hunting; Food, Beverage and Textile; Wood, Paper, Printing and Plastics; Machinery, Equipment and Metal Products; General Merchandise Stores and Non-Retailers; Transportation and Warehouses; Finance and Insurance; and Healthcare and Social Assistance clusters.

### **Regional CEDS Goals:**

1. Encourage business retention and expansion to maintain and increase employment opportunities in the Region.
2. Create an innovative atmosphere to foster an entrepreneurially supportive environment.
3. Promote and attract new business to the Region.
4. Encourage the reuse of existing commercial and industrial sites for more sustainable economic development.
5. Ensure the future availability of a skilled and flexible workforce prepared to meet the needs of both existing and emerging industries and technologies.
6. Meet the full range of business' infrastructure needs with emphasis on transportation, utilities, and communications.
7. Promote and increase communication between Regional and county economic development, workforce development, and other organizations.

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

## CEDS Adopted (continued)

*Continued from page 1*

Seven overall regional goals were created to grow and foster economic development based on the regions strengths, weaknesses, opportunities, and threats. With each goal several objectives, specific tasks, and performance measures were also identified.

To view the full CEDS, go to [www.ncwrpc.org/2014\\_CEDS](http://www.ncwrpc.org/2014_CEDS). There is also an executive summary available. For additional information, please contact Coleman Peiffer at 715-849-5510, Extension 306 or [cpeiffer@ncwrpc.org](mailto:cpeiffer@ncwrpc.org).



## Regional Livability Plan Update

The NCWRPC continues working to develop a Regional Livability Plan (RLP). This plan will update the 2003 Regional Comprehensive Plan and lay the foundation for the principles of livability throughout our Region.

To date the Regional Livability Plan Oversight Committee has adopted a Regional Demographic Report, an Economic Development Assessment Report, and a Housing Assessment Report. Over the next couple of months the committee will discuss and adopt both a Land Use and Transportation Assessment Report. All of these documents will become the foundation for the Regional Livability Plan. These documents and more are available at: [www.ncwrpc.org/rlp/](http://www.ncwrpc.org/rlp/).

If you have any questions about the RLP contact Dennis Lawrence at 715-849-5510, Extension 304 or at [dlawrence@ncwrpc.org](mailto:dlawrence@ncwrpc.org).



## “Quarterly Quote”

“To accomplish great things, we must not only act but also dream. Not only plan but also believe.”

Anatole France (1884-1924)

## Traffic Counting Services

The NCWRPC will again be offering traffic counting services to member units of government this summer. 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 [mguptail@ncwrpc.org](mailto:mguptail@ncwrpc.org).



## EMSI Update



The NCWRPC continues its partnership with the Wisconsin Economic Development Corporation (WEDC) to provide economic development analysis data throughout the region. A comprehensive economic modeling program, called Analyst, developed by Economic Modeling Specialists International is a tool that provides industry/occupation data, impact assessments, and economic base analysis information.

Detailed quarterly economic reports have been prepared for each county. Those are available on our website. Requests for additional data can also be made on the website at:

[www.ncwrpc.org/emsi](http://www.ncwrpc.org/emsi).

For more information, please contact Coleman Peiffer, at 715-849-5510, Extension 306 or [cpeiffer@ncwrpc.org](mailto:cpeiffer@ncwrpc.org).



## WLIA Awards to Staff

Earlier this year at the Wisconsin Land Information Association's (WLIA) Annual Conference, Andy Faust was presented the 2013 WLIA President's Award for his outstanding service to the organization. In addition, Andy was presented the Distinguished Service Award as an outgoing board member.



At that same conference Matt Guptail received three mapping awards. The first award was 1<sup>st</sup> place in the Base Map category for an entry of the Wisconsin River Headwaters Reservoir System, the second was a 2<sup>nd</sup> place in the Small Format category for an entry of State Highway 64 Access Safety Study, and another 2<sup>nd</sup> place in the Black and White category for the entry of Village of Rothschild Potential Recreational Projects. All of these maps were taken from planning efforts completed by the NCWRPC. This marks the 13th consecutive year that NCWRPC's GIS Department has received at least one mapping award.

Founded in 1987, WLIA is a grassroots organization representing professionals working to develop, maintain, and apply a network of statewide land information systems. WLIA is united by an interest in land records modernization, GIS, and related technologies, and by the need for government policies and programs that support their efficient and effective application.

Congratulations to both Andy and Matt!



## Commission Meeting Highlights

At its last meeting the North Central Wisconsin Regional Planning Commission adopted the 2014 Work Program and adopted the Comprehensive Economic Development Strategy (CEDS). In addition, the Commission heard a very informative and detailed presentation related to the status of freight rail in our region.

The 2014 Work Program contains over 60 major work projects throughout the region. Regionally, staff continues to provide assistance to NEWCOM, Northwoods Rail Commission, and the North Central Wisconsin Development Corporation. At the local level, there has been a substantial increase in the number of local projects, due to several successful grants completed for communities. Some of the projects include: All Hazard Mitigation Plans in Adams and Forest Counties; Farmland Preservation Plans in Adams, Langlade, Oneida and Vilas Counties; and Comprehensive Plan updates in Colburn, Necedah, Rhinelander and Rome. Every five years the region's Comprehensive Economic Development Strategy is updated. Several meetings, people and organizations were involved in the development of the CEDS.

Dennis Leong from WisDOT presented the state of freight rail in our region. Rail is an important part of our regional transportation and economic infrastructure. Access to rail not only helps local business, but also reduces the number of trucks on the highways. Two efforts are underway in our region to enhance and expand service. One effort is with the Northwoods Rail Commission, a group of several northern counties working together. Another effort is in the southern part of our region exploring the development of an intermodal facility.

The next NCWRPC meeting will be highlighted by officer elections, review of the 2013 Annual Audit, and adoption of the Annual Report.





## North Central Wisconsin Regional Planning Commission

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## Comprehensive Plan Updates

Over the last decade many towns, villages, cities and counties in the region have adopted comprehensive plans. Many things have changed over the last decade so it might be time to consider updating your plan. Some plans state that they should be updated every five years, while the state comprehensive planning law, requires that plans must be updated at least every ten years.

We can assist updating your comprehensive plan. Give our office a call and we can discuss the best approach for your community. Contact Dennis Lawrence at 715-849-5510, Extension 304 or at [dlawrence@ncwrpc.org](mailto:dlawrence@ncwrpc.org).



## NCWRPC Commissioners

### Adams County

Richard Bakovka  
Glenn Licitar  
*Appointment Pending*

### Juneau County

Jerry Niles  
Edmund Wafle  
Kenneth Winters

### Lincoln County

Robert Lussow  
Frank Saal, Jr.  
Doug Williams

### Oneida County

Harland Lee  
Thomas Rudolph  
*Appointment Pending*

### Vilas County

Bob Egan  
Ralph Sitzberger  
*Appointment Pending*

### Forest County

Bucky Dailey  
Jimmy Landru, Jr.  
Paul Millan

### Langlade County

George Bornemann  
Ronald Nye  
Paul Schuman

### Marathon County

Virginia Heinemann  
Craig McEwen  
Bettye Nall

### Portage County

Inactive

### Wood County

Tom Haferman  
Gerald Nelson  
*Appointment Pending*