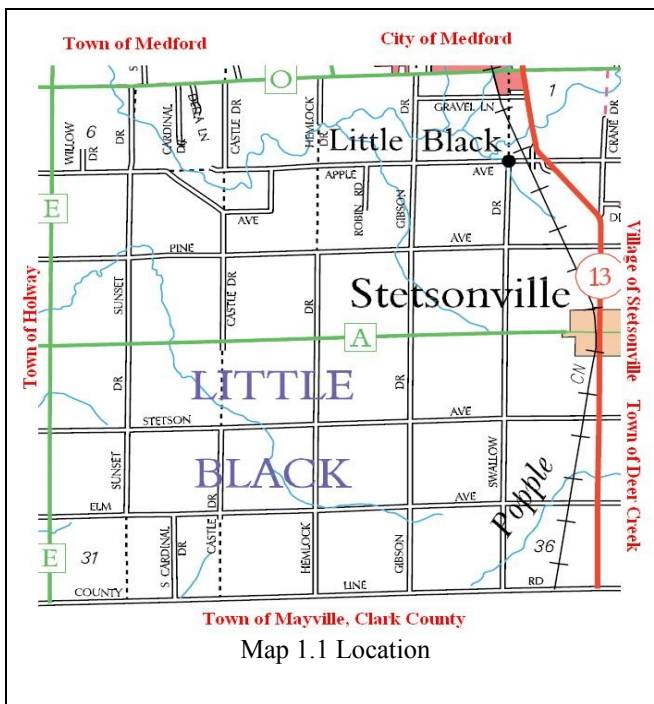


CHAPTER 1: DEMOGRAPHICS AND ISSUES AND OPPORTUNITIES

Introduction

The Town of Little Black is a civil town in Taylor County, located at Latitude 450439N and Longitude 0902241W, created on September 3, 1875. The town encompasses 35.03 square miles or 22,419.2 acres. The town borders the towns of Medford to the northwest, Holway to the west, Mayville of Clark county to the south and Deer Creek to the east. In addition it borders the city of Medford to the northeast and the village of Stetsonville on the east.



The town contains a large amount of agricultural land intermixed with small woodlands and wetlands. The town is predominantly rural in nature and generally has a moderate development density with 13.4 housing units per square mile.

Town of Little Black Mission Statement

Early in the planning process, the Town of Little Black was asked to articulate a mission statement

that would ‘set the tone’ so to speak for the rest of the comprehensive planning process. The mission statement is as follows:

“The Town of Little Black comprehensive plan is an attempt to protect the natural resources (especially groundwater) and enhance and protect the rural culture of the township by empowering the governing body to develop, interpret and implement the plan.”

Background

Up until the current comprehensive planning process, the Town of Little Black had not completed any type of land use plan. The comprehensive planning process began in the fall 2010. Under the Comprehensive Planning legislation, beginning on January 1, 2010, if a local unit of government engages in any of the actions listed below, those actions shall be consistent with that local governmental unit’s comprehensive plan.

- Official Mapping
- Local Subdivision Regulations
- County, Town, Village or City zoning ordinances
- Zoning of shorelands or wetlands in shorelands

Taylor County has completed a comprehensive plan in accordance with Wisconsin Statutes 66.1001.

Roles and Responsibilities

The following indicates the roles and responsibilities of each entity involved in the comprehensive planning process.

- **UW-Extension, Taylor County**
 - a. Assist in developing and coordinating public participation, press releases, survey, visioning and education process
- **Taylor County Zoning Department**
 - a. Provide information, direction, and feedback to NWRPC on process and plan development
- **Town of Little Black Planning Committee**
 - a. Provide feedback and direction to Little Black town board in developing the plan, actions/policies/recommendations and other implementation measures.

- b. Hold meetings for the purpose of discussing plan issues
- c. Develop comprehensive plan and recommend it to the Town Board for adoption
- d. Represent the Town at joint-jurisdictional planning meetings

Public Participation Plan

As part of the Comprehensive Planning legislation, every community must develop a public participation plan at the beginning of the planning process. The purpose of the public participation plan is to outline procedures for public involvement during every stage of the planning process. See Appendix A for the Town of Little Black Public Participation Plan.

Community Survey

From January 22 to April 7, 2011 Little Black Township conducted a survey of its Citizens. Two hundred seventy nine surveys were returned out of four hundred fourteen distributed. The survey and the summarized results can be found in Appendix B as LITTLE BLACK TOWNSHIP COMPREHENSIVE LAND USE PLANNING COMMUNITY SURVEY.

Issues & Opportunities Exercise

One of the first steps in the development of the comprehensive planning process is to focus on identifying “issues” and “opportunities” relating to the comprehensive plan elements. This strategic approach focuses energy on “issues” or concerns most important and pressing and on “opportunities” that might have positive outcomes or influences. On January 8, 2011 Little Black Planning Commission met with the Town of Little Black town board and completed an issues and opportunities list for element of the comprehensive plan.

Programs and Tools

There are many programs and tools available to the Town of Little Black in helping them to implement and achieve their goals and objectives. Provided at the end of each element is a listing of some of the most common local, state, and federal programs and tools that are available to local units of government in Wisconsin. Please note that this listing is not comprehensive and other programs and tools exist. It should also be noted that many of these programs and tools can be applied to multiple facets of the planning elements.

Introduction- Issues & Opportunities

This analysis is intended to describe the existing demographics of the Town of Little Black and identify the major demographic trends impacting Little Black over a 20-year planning period.

Historical Population

The population of the Town of Little Black has had a slight decline in recent years after showing modest growth in the early years of the new millennium. . Table 1-1 details the population changes from 2000-2009 in the Town of Little Black.

Table 1-1: Population 2000-2009	
Little Black town, Taylor County, Wisconsin	
Year	Total Population
2009	1,158
2008	1,164
2007	1,165
2006	1,173
2005	1,174
2004	1,174
2003	1,162
2002	1,160
2001	1,146
2000	1,144
2000 (Estimates Base)	1,135
2000 (Census 2000)	1,148
Source: US Census Bureau, Population Estimates Program	

Population Forecasts

The township of Little Black Planning Commission expects the population will remain stable to a slight increase based on the potential return of people to the rural community.

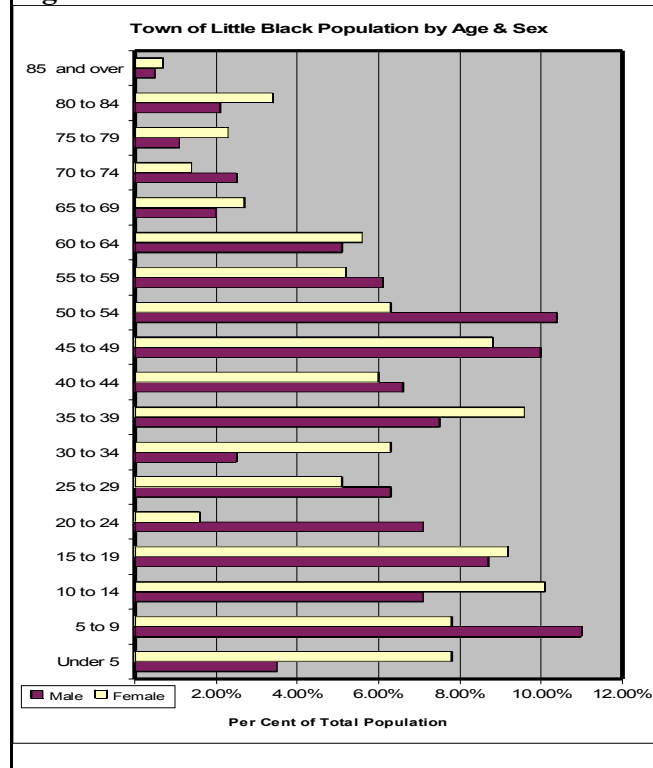
Table 1-2: Population Projections 2015-2035

Year	2015	2020	2025	2030	2035
Population	1,144	1,146	1,153	1,166	1,181

Age Characteristics

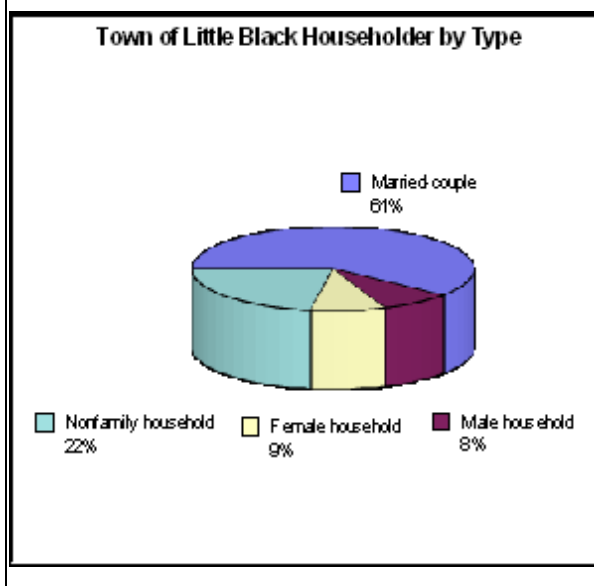
The following two figures show age distribution and population by age for the Town of Little Black. Figure 1-1 shows the Town of Little Black age distribution for 1990 and 2000. Since 1990, every age group has increased. People between the ages of 55 and 64 have increased the most in this time period. Figure 1-2 shows the distribution of Little Black's population by sex and age at the 2009 census.

Figure 1-2 Source: 2010 U.S. Census Bureau



Households

Figure 1-3 Source: 2010 U.S. Census Bureau



Households are defined as a person or group of persons who live in a housing unit. In a regular census count, these equal the count of occupied housing units. The 2010 U.S. Census identified 446 households in the Town of Little Black. Of those, 346 are family households. The average size of Little Black households is 2.70 persons per household, compared to Taylor County at 2.40 persons per household.

Household Forecasts

Like population, household projections were completed in five year increments between 2000 and 2030. Household projections were derived by the Wisconsin Department of Administration. Assuming a moderate rate of growth, the number of households in Little Black is estimated to increase by 78, or 19.4 percent between 2005 and 2030. This is approximately six times higher than Taylor County's increase of 3.2 percent. Household projections for the Town of Little Black and Taylor County are displayed in Table 1-3.

Table 1-3: Household Projections, 2000-2030

Source: Final Household Projections for Wisconsin Municipalities: 2005 - 2030 WIDOA 2008

	Little Black	Taylor County
2000 Census	403	19,409
2005 Estimate	428	19,642
2010 Projection	444	19,773
2015 Projection	456	19,916
2020 Projection	467	20,042
2025 Projection	474	20,091
2030 Projection	481	20,021
NumChg 30yr	78	612
PctChg 30yr	19.4%	3.2%

Education and Income Levels

According to the 2010 Census, 80.1 percent of town residents have a high school education or higher, which compares to 82.6 percent for Taylor County.

Table 1-4 Education Level Source: U.S. Census 2010

Educational Attainment	Little Black	Taylor County
Population 25 years and over	760	13076
Less than 9th grade	9.1%	6.6%
9th to 12th grade, no diploma	10.8%	10.8%
High school graduate (includes equivalency)	49.9%	45.5%
Some college, no degree	15.7%	16.4%
Associate's degree	6.3%	7.8%
Bachelor's degree	4.9%	8.4%
Graduate or professional degree	3.4%	4.5%
Percent high school graduate or higher	80.1%	82.6%
Percent bachelor's degree or higher	8.3%	12.9%

Median household income for the Town of Little Black was \$37,500 according to the 2000 U.S. Census. This is slightly lower compared to Taylor County's median household income of \$38,502. Table 1-5 details the Town of Little Black annual household income.

Table 1-5 Town of Little Black 2009 Household Income (2009 Inflation Adjusted Dollars)

Income	Number of Households	Families	Married-couple families	Nonfamily households
Less than \$10 K	6.5%	6.9%	4.8%	12.0%
\$10 K to \$14 K	6.7%	4.9%	5.2%	13.0%
\$15 K to \$24 K	10.3%	6.9%	8.9%	18.0%
\$25 K to \$34 K	15.5%	13.9%	12.5%	21.0%
\$35 K to \$49 K	18.6%	19.9%	18.8%	21.0%
\$50 K to \$74 K	22.6%	27.5%	24.4%	10.0%
\$75 K to \$99 K	8.5%	5.5%	7.0%	5.0%
\$100 K to \$149 K	8.7%	11.3%	14.4%	0.0%
\$150 K to \$199 K	1.1%	1.4%	1.8%	0.0%
\$200 K or more	1.3%	1.7%	2.2%	0.0%

Employment Characteristics

Table 1-6 illustrates the breakdown of the employed population of the Town in 2010. The 'employed population' is defined as people living in the Town who are 16 years and older and had a job at the time of the Census.

Table 1-6: Occupation by Sector
2010 U.S. Census Bureau

Source:

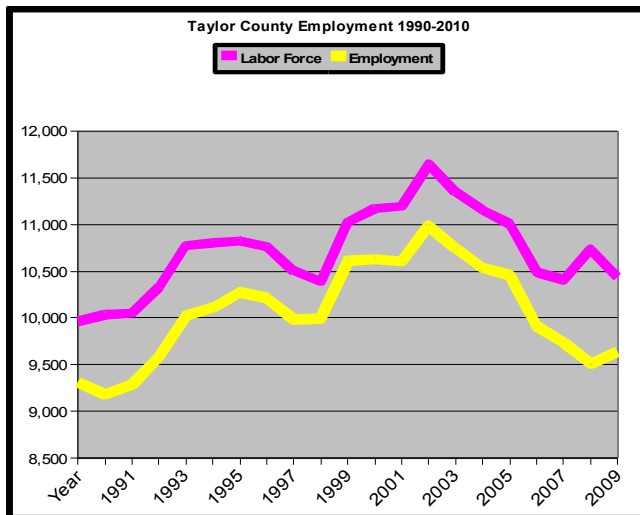
Sector	Number
Civilian employed population 16 years and over	605
Management, professional, and related occupations:	150
Service occupations:	92
Sales and office occupations:	72
Farming, fishing, and forestry occupations	36
Construction, extraction, maintenance, and repair occupations:	85
Production, transportation, and material moving occupations:	170

Employment Projections

Figure 1-4 displays both the labor force available and the actual labor force employed from 2000 to November 2010. By analyzing Wisconsin

Figure 1-4

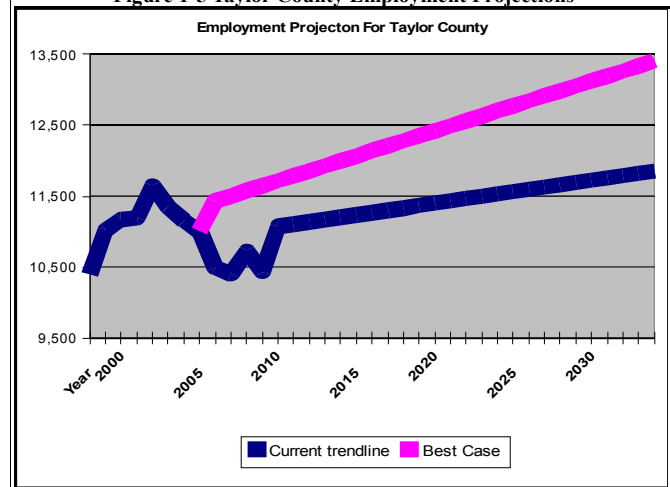
Taylor County Employment 1990- November 2010



Source The Office of Economic Advisors Labor Force Estimates 1990 - Nov 2010

Department of Workforce Development (DWD) employment data for Taylor County from 2000 to November 2010 the Planning Committee plotted the current trend line of the expected workforce in Town of Little Black to 2035. Using the information prior to the current drop in employment in 2006 a best case trend line was developed shown in Figure 1-5

Figure 1-5 Taylor County Employment Projections



Source The Office of Economic Advisors Labor Force Estimates 1990 - Nov 2010 – Little Black Planning Committee

Overall Goal Statement

The overall goal is to protect the natural resources, including the ground water supply and to enhance and maintain the quality of life in the Town of Little Black. To do this, the overall objective is to guide future development and redevelopment of the community in a manner consistent with the element goals, objectives, actions, and identified programs contained in this document. The overall action is to adopt and implement the comprehensive plan and continue to work with the county and adjacent and overlapping jurisdictions. The overall programs and actions outlined throughout the comprehensive plan represent the methods to achieve the overall plan goal.