

Chapter 2 Issues and Opportunities

Introduction

Many factors influence the growth, development, and character of a community. Population growth, age distribution, and incomes can all influence the types of housing, transportation options, and businesses that are found in a community. By examining these factors, the Town of Saukville can recognize important Issues facing the community and identify Opportunities to address future needs.

The Issues and Opportunities Chapter provides relevant information through the use of demographic data, SWOT exercise, and a public opinion survey to provide direction to the Plan Commission as it prepares this guide for use by local officials, developers, and residents.

Citizen Opinion Survey Results

According to the Citizen Opinion survey results, which will be repeatedly referenced in subsequent chapters, over 67% of respondents were over 50 years of age. No responses were received from anyone under 18 years of age. Over 32% of respondents indicated that they were retired. Despite the relatively high age of survey respondents, 32.2% had children living at home.

In terms of residency, most respondents were Town residents, with less than 1% being non-residents. Nearly 60% of respondents had lived in the Town for more than 20 years, with an additional 27.7% having lived in the Town for 6 to 19 years. Only 12% of respondents were “new” residents of 5 years or less.

Respondents pointed out several strengths pertaining to Issues and Opportunities (including Town residents) in the Citizen Survey. These include (not in any type of priority order):

- The Town has a small town / community feel.
- The Town’s residents are friendly, caring, and neighborly.
- The community is safe and quiet.

Respondents did not cite any improvements that could be made to the topics discussed throughout this Issues and Opportunities chapter.

SWOT Results (In order of importance)

Strengths

- Neighborly culture

Weaknesses

- New residents bring expectations of urban living
- Lack of diverse population

Opportunities

- None noted



Threats

- Aging population

Summary of Demographic Conditions

- The Town of Saukville’s population has grown from 1,671 residents in 1990 to 1,765 in 2020.
- The population is projected to grow by 11.3% to between 2020 and 2040.
- It is projected that the Town will have 58 new households by 2040.
- The Town has experienced a notable increase in its older population.
- The Town’s median age has increased to 46.7 years of age, significantly older than Ozaukee County (43.5) and the State of Wisconsin (39.6).
- Incomes have increased over 23% since 2010.
- The Town conducted a Citizen Opinion Survey between October 24 and December 16, 2022 to determine how residents felt about various land use, transportation, and municipal service topics.
- The Town of Saukville Plan Commission participated in a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis in January, 2023 to help identify top issues facing the community.

Vision Statement

The community vision is an overarching statement that reflects a desire for the future of the Town of Saukville. The vision was developed by identifying common themes and desires from initial public engagement efforts.

The Town of Saukville is a community that celebrates its location, rich history, and pristine beauty. We enjoy a high quality of living that is based on safe and quiet country living, family farms, and rural home sites. We are surrounded by woods, prairies, wetlands, and parks, yet have amenities in close proximity to the Town. Our vision is to preserve and enhance these advantages for ourselves and especially for those who are to come.

Demographic Analysis

The section provides information about current demographic trends. For the purpose of this report, demographic data is provided at the municipal level, the sub-area level, and the county level, and where necessary, state data is provided for comparative purposes.

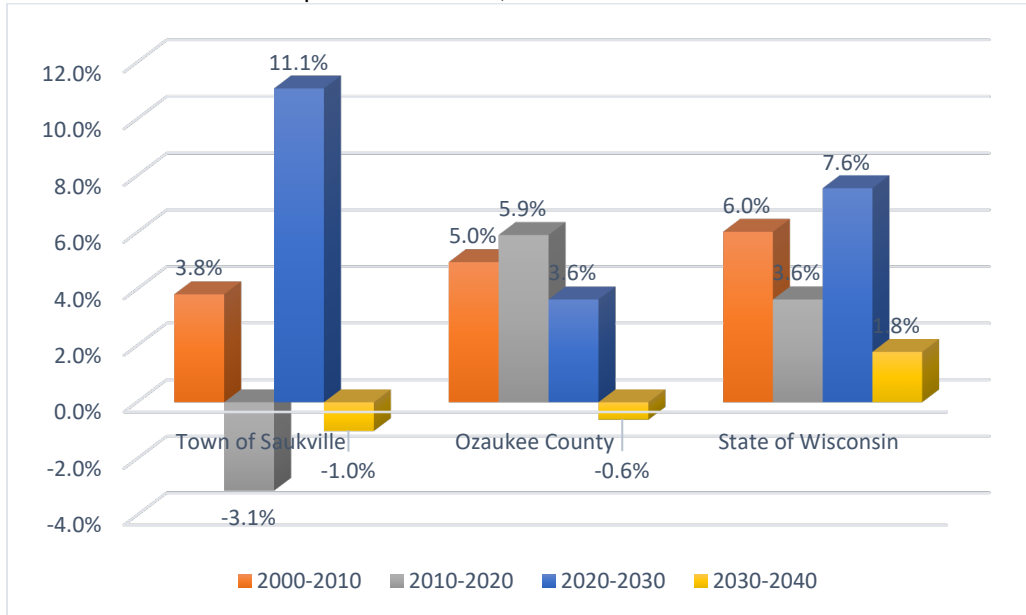
Population Trends and Forecasts

Since the 1970 U.S. Census, the Town of Saukville has been increasing slowly in population, with a small decrease from 2010-2020. The Town grew by 10 residents between 2000 and 2020 (0.6% increase during that timeframe). The dip in population in 2020 is likely due to the Wisconsin Department of Administration estimates versus using the actual Census data. In comparison, Ozaukee County grew by 11.2% during that same period. Much of this growth can be attributed to the overall growth of the region, proximity to the Milwaukee metro area, a good transportation system, adequate land to accommodate growth, and desirable community attributes. With population projections estimated to increase from 2020-2030 (11.1%), the Town is predicted to have nearly 2000 people by 2030.



Chart 2.1 demonstrates the percentage of population growth over the past twenty years as well as the expected percentage of growth Saukville, the County, and State may experience over the next twenty years.

Chart 2.1: Percent of Population Growth, 2000-2040



Source: U.S. Bureau of the Census, 2000, 2010, American Community Survey 2017-2021

Table 2.1 outlines how and where the Town has fluctuated during the past twenty (20) years and what may happen during the next twenty (20) years. Totals for the past twenty years (2000-2020) were provided by the U.S. Census Bureau and State of Wisconsin Department of Administration (DOA). Projections for the next twenty-year period (2020-2040) have been provided by the DOA. The DOA considers and monitors changes and patterns in fertility, mortality, and migration, then incorporates results into one final projection. Projections based on the 2020 U.S. Census are not yet available.

Table 2.1: Population Counts and Wisconsin DOA Projections

	Census			Estimate	Projections		1990-2000	
	1990	2000	2010		2020	2030	2040	Number Change
Town of Saukville	1,671	1,755	1,822	1,765	1,985	1,965	84	5.0%
Ozaukee County	72,831	82,317	86,395	91,503	94,955	94,370	9,486	13.0%
State of Wisconsin	4,891,769	5,363,715	5,686,950	5,893,718	6,375,910	6,491,635	471,946	9.6%

Source: U.S. Bureau of the Census, 1990, 2000 and 2010; Wisconsin Department of Administration, 2013

Household Forecasts

A growing population equates to additional households. If the declining persons per household is also factored in, additional housing units would be needed even if the Town’s population did not grow. Between 2020 and 2040, it is projected that the Town will have 58 additional households.



This is an increase of 7.7% during that period (see Table 2.2). Additional households will require a variety of housing options to meet their needs, and this will define the amount of land needed for these new dwellings. New households add to the tax base but can also put a strain on existing municipal services and that factor should be considered when looking at expanding any services or facilities.

Table 2.2: Household Projections

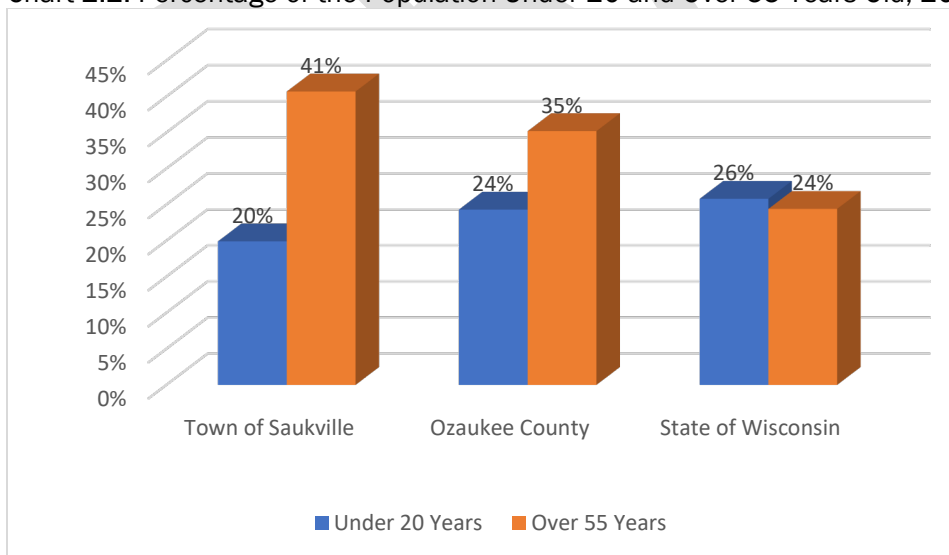
	Total Households	Projected Households			
	2020	2025	2030	2035	2040
Town of Saukville	757	789	814	823	815
Number Change	n/a	32	25	9	- 8
Percent Change	n/a	4.2%	3.2%	1.1%	-1.0%
Household Population	1,885	1,940	1,985	1,995	1,965
Persons/Household	2.49	2.46	2.44	2.42	2.41

Source: Wisconsin Department of Administration, 2013

Age Distribution

The median age for the Town is 46.7 years old, which is higher than the state median age of 39.6, and slightly higher than the County median age of 43.5. Chart 2.2 and Table 2.3 outline the age distribution for the population of Saukville residents. Just 20% of Saukville residents are under age 20, which is less than the rest of Ozaukee County overall. The population percentage for residents aged over 55 years shows an aging population in the region, with nearly 41% of the local population falling within that age group. In comparison, only 35% of Ozaukee County and just 24% of the State of Wisconsin’s population is 55 or older.

Chart 2.2: Percentage of the Population Under 20 and Over 55 Years Old, 2021



Source: U.S. Bureau of the Census, American Community Survey 2017-2021



Table 2.3: Percentage of Age Cohort, 2021

	Town of Saukville		Ozaukee County		State of Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Under 5 years	54	3.20%	4,716	5.20%	353,613	6.00%
5 to 9 years	115	6.70%	5,352	5.90%	379,887	6.50%
10 to 14 years	94	5.50%	5,732	6.30%	387,828	6.60%
15 to 19 years	76	4.50%	6,276	6.90%	393,324	6.70%
20 to 24 years	117	6.90%	5,319	5.80%	735,155	12.50%
25 to 34 years	138	8.10%	8,803	9.70%	728,714	12.40%
35 to 44 years	244	14.30%	10,814	11.90%	732,579	12.50%
45 to 54 years	174	10.20%	11,949	13.10%	427,743	7.30%
55 to 59 years	210	12.30%	6,792	7.50%	406,416	6.90%
60 to 64 years	183	10.70%	7,289	8.00%	599,187	10.20%
65 to 74 years	211	12.40%	10,403	11.40%	274,164	4.70%
75 to 84 years	56	3.30%	5,393	5.90%	123,727	2.10%
85 years and over	34	2.00%	2,191	2.40%	12	0.50%
Median Age	46.7		43.5		39.6	

Source: U.S. Bureau of the Census, American Community Survey 2017-2021

Race

Table 2.4 shows the vast majority, or 92.1 percent, of residents of the Town of Saukville and Ozaukee County are white. Although still predominantly white (83.3%), Wisconsin has a much more diverse population in comparison.

Table 2.4: Percentage of Population by Race, 2021

	Town of Saukville		Ozaukee County		State of Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
White	1,572	92.1%	83,716	92.0%	4,894,019	83.3%
Black or African American	5	0.3%	1,206	1.3%	372,439	6.3%
American Indian and Alaska Native	7	0.4%	134	0.1%	45,831	0.8%
Asian	76	4.5%	1,914	2.1%	166,670	2.8%
Native Hawaiian and Other Pacific Islander	0	0.0%	93	0.1%	2,862	0.0%
Some other race	3	0.2%	697	0.8%	130,363	2.2%
Two or More Races	43	2.5%	3,269	3.6%	259,477	4.4%

Source: U.S. Bureau of the Census, American Community Survey 2017-2021



Income Levels

Table 2.5 demonstrates the median income generated by individual people, families, and households by municipality, including the Town of Saukville, as well as the County and the State.

The median divides the total frequency distribution into two equal parts: one-half of the cases fall below the median and one-half of the cases exceed the median. Three income categories are considered:

- Median Household Income is the average income for a household, which includes all the people who occupy a housing unit as their usual place of residence.
- Median Family Income is the average income of a group of two or more people who reside together and who are related by birth, marriage, or adoption.
- Per Capita Income is an average obtained by dividing aggregate income by total population of an area.

Median household and family incomes for Saukville are similar to the County and higher than the State overall. The per capita income for Saukville is \$40,985, which is lower than Ozaukee County but higher than that of the State median.

Table 2.5: Median Household Income, Median Family Income, and Per Capita Income, 2021

	Median Household Income	Median Family Income	Per Capita Income
Town of Saukville	\$88,426	\$92,100	\$40,985
Ozaukee County	\$86,915	\$109,108	\$51,032
Wisconsin	\$67,080	\$85,623	\$36,754

Source: U.S. Bureau of the Census, American Community Survey 2017-2021

Table 2.6 below provides the average adjusted gross income per tax return in the Town of Saukville compared to Ozaukee County and the State of Wisconsin in 2010, 2015, and 2020. The Town of Saukville is below the County average, but above the State. Incomes have increased 23.3% since 2010.

Table 2.6: Average Adjusted Gross Income per Tax Return

	2010	2015	2020	% Change from 2010-2020
Town of Saukville	\$56,708	\$63,265	\$69,897	23.3%
Ozaukee County	\$82,425	\$99,050	\$108,658	31.8%
Wisconsin	\$46,958	\$54,227	\$61,518	31.0%

Source: Wisconsin Department of Revenue, 2010, 2015, 2020

High rates of poverty can signal a depressed economy. As outlined in Table 2.7 below, less than 1% of families and just 1.6% of individuals in the Town live below the poverty line. These numbers, while much lower than the County and State numbers, should still be considered as the plan is further developed.



Table 2.7: Poverty Level by Percentage of Total Population, 2021

	Families			Individuals					
	Percent of Families below poverty level	With related children under 18 years	With related children under 5 years	Individuals Below Poverty Level	Related children under 18 years	Related children under 5 years	Related children 5 to 17 years	18 years and over	65 years and over
Town of Saukville	0.8%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.8%	4.0%
Ozaukee County	2.4%	2.7%	2.7%	4.0%	3.6%	4.4%	3.3%	4.0%	4.5%
Wisconsin	6.6%	11.0%	11.1%	10.7%	13.1%	15.4%	12.4%	9.8%	7.4%

Source: U.S. Bureau of the Census, American Community Survey 2017-2021

Employment Characteristics

Employment statistics provide a snapshot of the community’s labor force. The character of the Town’s labor force – the skills, education, aptitudes, and availability of its population – represents one of the most important resources for existing and potential economic investors.

Labor Force

The Town of Saukville’s labor force is the portion of the Town’s population age 16 and over that is employed, unemployed or actively seeking work. Approximately 1,040 of the Town of Saukville’s residents were in the labor force in 2021. The Town had a higher participation rate compared to Ozaukee County (65.1%) and Wisconsin (63.7%). Employment characteristics for the Town, County, and State are shown in Table 2.8.



Table 2.8: Labor Force Participation, 2021

		Town of Saukville	Ozaukee County	Wisconsin
Population 16 Years and Over		1,437	74,005	4,731,836
Civilian Labor Force	Number	1,040	49,532	3,127,362
	Percent	72.4%	66.9%	66.1%
Employed	Number	1,000	48,144	3,014,612
	Percent	69.6%	65.1%	63.7%
Armed Forces	Number	0	0	3,733
	Percent	0.0%	0.0%	0.1%
Not in Labor Force	Number	397	24,473	1,604,474
	Percent	27.6%	33.1%	33.9%
Unemployment Rate		3.8%	2.8%	3.5%
		Town of Saukville	Ozaukee County	Wisconsin
Civilian Employed Population 16 Years and Over		1,000	48,144	3,014,612
Private Company	Number	823	41,400	2,481,341
	Percent	82.3%	86.0%	82.3%
Government	Number	74	4,261	372,323
	Percent	7.4%	8.9%	12.4%
Self Employed	Number	101	2,368	154,884
	Percent	10.1%	4.9%	5.1%
Unpaid Family Worker	Number	2	115	6,064
	Percent	0.2%	0.2%	0.2%

Source: U.S. Bureau of the Census, American Community Survey 2017-2021

Employment Forecasts

Employment forecasts are extremely challenging to predict in a micro level scale. Projections are generally only available on a regional or county basis. This data is provided by JobsEQ. Table 2.9 below shows the employment projections for Ozaukee County. The largest occupation employment increase over the past 5 years include: Healthcare Practitioners and Technical Occupations (2.2%), Farming, Fishing, and Forestry Occupations (1.1%), and Healthcare Support Occupations (0.6%). Most occupations show decrease in employment in the past 5 years. The occupations that had the largest decrease are: Office and Administrative Support Occupations (-3.3%), Production Occupations (-2.8%), and Arts, Design, Entertainment, Sports, and Media Occupations (-2.0%).

More than half of the occupations in Ozaukee County are expected to show growth in the next 3 years. The occupations with the greatest projected increase include: Personal Care and Service Food Preparation and Serving Related Occupations (0.7%), Occupations (1.1%), and Healthcare Support Occupations (1.2%).



Table 2.9: Occupation History and Projections, Ozaukee County, 2021

Occupation	Current		5-Year History		3-Year Forecast				
	Empl	Mean Ann Wages ²	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
Production Occupations	5,648	\$45,500	-856	-2.8%	1,625	670	1,152	-197	-1.2%
Office and Administrative Support Occupations	5,125	\$44,300	-928	-3.3%	1,657	818	991	-152	-1.0%
Sales and Related Occupations	4,302	\$49,600	-404	-1.8%	1,557	729	937	-110	-0.9%
Food Preparation and Serving Related Occupations	3,839	\$28,600	-304	-1.5%	2,263	991	1,193	80	0.7%
Transportation and Material Moving Occupations	2,872	\$39,700	-71	-0.5%	1,181	464	729	-12	-0.1%
Healthcare Practitioners and Technical Occupations	2,503	\$112,600	259	2.2%	457	220	206	31	0.4%
Business and Financial Operations Occupations	2,249	\$79,100	14	0.1%	600	202	393	5	0.1%
Healthcare Support Occupations	2,195	\$33,300	67	0.6%	1,036	427	531	79	1.2%
Educational Instruction and Library Occupations	2,172	\$57,200	-172	-1.5%	638	313	303	23	0.3%
Management Occupations	2,009	\$120,200	12	0.1%	505	181	323	1	0.0%
Building and Grounds Cleaning and Maintenance Occupations	1,633	\$35,900	21	0.3%	640	284	363	-7	-0.1%



Occupation	Current		5-Year History		3-Year Forecast				
	Empl	Mean Ann Wages ²	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
Construction and Extraction Occupations	1,532	\$58,700	-46	-0.6%	424	158	282	-16	-0.4%
Installation, Maintenance, and Repair Occupations	1,519	\$54,200	-103	-1.3%	427	168	264	-6	-0.1%
Personal Care and Service Occupations	1,215	\$34,700	12	0.2%	688	266	381	41	1.1%
Computer and Mathematical Occupations	1,177	\$87,600	31	0.5%	267	77	173	17	0.5%
Architecture and Engineering Occupations	1,000	\$81,000	-87	-1.7%	209	80	133	-4	-0.1%
Arts, Design, Entertainment, Sports, and Media Occupations	767	\$54,800	-81	-2.0%	247	101	141	5	0.2%
Community and Social Service Occupations	638	\$51,100	-54	-1.6%	198	80	111	8	0.4%
Protective Service Occupations	574	\$60,300	-7	-0.3%	187	90	102	-6	-0.3%
Life, Physical, and Social Science Occupations	289	\$73,000	8	0.6%	81	20	60	1	0.1%
Legal Occupations	203	\$116,700	-9	-0.9%	42	19	22	2	0.3%
Farming, Fishing, and Forestry Occupations	157	\$35,600	8	1.1%	69	23	49	-3	-0.7%
Total - All Occupations	43,617	\$55,900	-2,693	-1.2%	15,023	6,381	8,838	-196	-0.1%

[Source: JobsEQ®](#)

Data as of 2022Q3 unless noted otherwise



Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.
2. Wage data represent the average for all Covered Employment
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

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Public Engagement

Demographic data can help identify trends within a community. At the same time, community members can also create a vision for the Town of Saukville.

To identify the Town's priorities for community development and the key issues and concerns to address, the adopted Citizen Participation Plan guided the efforts by conduct up-front engagement with the public using several methods:

1. October 24, 2022 – December 16, 2022 - Citizen Opinion Survey was available in paper copy and online.
2. January 10, 2023 – Plan Commission Strengths/Weaknesses/Opportunities/Threats (SWOT) Exercise.
3. Future efforts to be determined.

The results from these efforts were reviewed, summarized, and discussed by the Plan Commission. Summaries of the results from the listed efforts will be included in the Appendix and referenced from time to time as the related topics are address in the various chapters of this plan. The input will be used throughout the development of the plan and in particular, to shape the final Future Land Use Plan and its associated goals, objectives, and recommendations.

Summary from the Citizen Opinion Survey:

Strengths & Weaknesses

Two open ended questions were used to ask respondents about the Town's greatest strengths and suggested areas for improvement. Over 330 comments were received for these two questions with the top items mentioned being as follows:

Strengths (not in any type of priority order):

- Rural
- Beautiful area
- Natural resources
- Small town/community feel
- Friendly / Caring / Neighborly
- Agriculture/farmland
- Location and proximity to amenities
- Quiet
- Safe
- Parks



- Low density

Improvements (not in any type of priority order):

- Roads (fix and maintain)
- Paint lines on the road
- Broadband access
- Snow removal
- Communication
- Light pollution
- Trees overhanging the roads
- Better hours for recycling center
- Garbage collection

Other Comments

Over 85 additional comments were made in the last open ended question which asked for any additional thoughts. Some of the most mentioned items include (not in priority order):

- ATV/UTV access on roads
- Stay rural
- Keep what we have
- People own their property, not the Town
- Ban solar and wind farms
- Limit development

Table 1.8 provides a summary of the SWOT exercise with the Town of Saukville Plan Commission.



Table 1.8: SWOT Exercise Results Summary

Strengths
Proximity to Milwaukee and amenities/shops/businesses
Open space - Rural - Bog/Riveredge
Access to nearby healthcare
Weaknesses
Broadband/Internet
Lack of defined area for business
Lack of a clear land use plan
Opportunities
State and Federal grants - broadband - roads - facilities
Managed business opportunities along major highway corridors
Keep it rural
Preserve natural resources
Threats
Solar energy demand on the land - out of local control
Feasibility of new start up farming operations - lack of succession for existing farms
State and Federal government overreach
Annexation/development pressure

Source: Town of Saukville Plan Commission 2023

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