



CITY OF MARSHFIELD
MEETING NOTICE

**2017 COMPREHENSIVE PLAN UPDATE
STEERING COMMITTEE
Thursday, November 12, 2015
3:00 PM
Conference Room 108
First Floor, City Hall Plaza**

AGENDA

1. Call to order – Secretary, Sam Schroeder
2. Approval of Minutes – October 8, 2015
3. Citizen Comments
4. Review Survey Proposal from UW-River Falls Survey Research Center
5. Discuss Town Hall Kickoff Meeting with the Public
6. Review Survey Questions
7. Review Existing Conditions Report
8. Set Meeting Date and Future Agenda Items
9. Adjourn

Posted this 6th Day of November, 2015 by 5 PM by Josh Miller, City Planner.

NOTICE

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk, at 630 South Central Avenue or by calling (715) 384-3636.

2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES
OF THURSDAY, OCTOBER 8th, 2015

Meeting called to order by Secretary Schroeder at 3:04 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Mayor Chris Meyer; Alderperson Ed Wagner; Joe Gustafson (arrived at 3:07); Dan Knoeck; Justin Casperson; Bob Haight; and, Ann-Marie Nelson Brine.

ABSENT: Michelle Morley (excused); Bob Trussoni (excused); and, Sam Warp (excused)

ALSO

PRESENT: Sam Schroeder, Zoning Administrator; and, Josh Miller, City Planner.

Approval of Minutes – September 17, 2015

CPSC15-02 Motion by Casperson second by Haight to approve the minutes of September 17, 2015.

Motion Carried.

Gustafson resumed Chair at 3:07 pm.

Citizen Comments

No comments.

Review Public Participation Plan

Miller asked if the Committee had any recommended changes to the Public Participation Plan.

No discussion.

Discuss Town Hall Kickoff Meeting with the Public

Miller asked for some suggested exercises for the initial Town Hall Kickoff Meeting.

Wagner agreed focusing on the visioning of the City and small focus groups.

Miller asked for a suggested date, time, and location for the meeting.

After much discussion the group is suggesting to have the kickoff meeting on a Saturday morning in mid-January, with the possible location in a vacant store front in the downtown or possibly the basement of the Thomas House.

Need to have a good moderator.

Invite Young Professionals group, school district, schools, PTO groups, Leadership Marshfield, etc.

Talk to Angie about using a vacant storefront downtown.

On the invites, ask how is the Comprehensive Plan going to impact you as an individual? Have that answer for the meeting and promotion of the meeting.

Possibly cross promote another event around mid-January.

Come up with a theme and market it.

Review Survey Questions

Miller briefly went over the survey and shared a couple of additional health related questions that were not included in the packet.

The following topics and questions were discussed: transportation, outsourcing the survey to maximize results, use of the word “City” to often, community gardens, quantifiable vs perception questions, ride share, Emerald Ash Bore, safety, the general outline of the survey, Question 5, Question 16, and Question 21.

Have questions that are both quantifiable and based on perceptions.

Need a Transportation section to the survey.

Look to hire a consultant to assist with the survey and analysis.

Set Meeting Date and Future Agenda Items

The next meeting will be scheduled for Thursday, November 12, 2015, in Conference Room 108. Topics for the agenda will include existing conditions, update on the survey and moderator, and kick-off meeting.

Adjourn at 5:00 P.M.

Respectfully submitted,

Sam Schroeder
Zoning Administrator

Marshfield Comprehensive Plan Survey Cost Proposal

October 27, 2015

Josh Miller from the City of Marshfield Department of Planning and Economic Development has requested a cost estimate from the Survey Research Center (SRC) at the University of Wisconsin–River Falls to conduct a survey of Marshfield resident as part of the public input process for Marshfield’s comprehensive plan. The project would consist of administering mail-out surveys, compiling and analyzing the results, and providing a report to the Department of Planning and Economic Development. This proposal lays out the assumptions used, tasks to be completed, and costs associated with this project.

Survey Research Center (SRC) at the University of Wisconsin – River Falls

Since 1990, the Survey Research Center (SRC) at the University of Wisconsin – River Falls has provided statistically sound, low cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The Center conducts between 30 and 40 surveys a year on a wide variety of topics. The SRC is directed by Dr. David Trechter, chair of the Department of Agricultural Economics and employs three staff (Denise Parks, Shelly Hadley, and James Janke) and four student assistants.

Assumptions

According to the 2010 US Census, there are approximately 14,120 adults (age 18 years plus) in the City of Marshfield. The SRC will need to receive 375 completed questionnaires to produce estimates that are expected to be accurate to within plus/minus 5% with 95% confidence.

- The survey instrument will contain only one open-ended question.
- The SRC will purchase a mailing list from a commercial vendor. The mailing list will include both owner-occupied housing units and renters.

The project includes the following tasks:

- SRC staff will work with the Josh Miller to identify information to be gathered, clarify survey objectives, identify how the survey will be formatted and administered, discuss the final product (deliverables), create a time line, and design/adapt productive survey instruments. The first three survey drafts are included in the cost of the proposal. Additional drafts will be charged at a rate of \$75.00 per revision.
- The SRC will submit a required research protocol to the Institutional Review Board (IRB) for the protection of human subjects.
- The survey instrument will be compatible with the SRC’s scanning software.
- Upon request, the SRC will draft cover letters to fit the survey population, objectives, and to help improve response rates.
- Josh Miller will decide if cover letters will be printed on City of Marshfield letterhead and, if so, will provide an electronic or physical copy of the letterhead to the SRC.
- The SRC will provide all the work associated with the preparation and mailing of the surveys. This includes: copying and stuffing envelopes and mailing a survey to a random sample of 1,125 residential addresses in the City of Marshfield, sending post card reminders to non-respondents 10-14 days after the initial mailing and mailing a second survey to non-respondents 10-14 days after the reminder post card is sent. The SRC recommends multiple mailings in order to increase response rates and allow for non-response statistical testing.
- The SRC will collect, input/scan, and clean data from the returned questionnaires and tabulate the data.

- The SRC will provide a draft report to Josh Miller in electronic format for review and approval. **Josh Miller will determine if the Department of Planning and Economic Development wants a summary report (means, frequencies, and bullet point summary of key findings) or a full report (statistical analysis of the data, executive summary and full write-up of the results).**
- The SRC will send a final report and the data (with identifying information removed) to Josh Miller in an electronic format, incorporating open-ended comments from respondents.
- Upon completion of the surveys, the data, report, and questionnaires will be the property of the City of Marshfield. The report may be posted on the SRC Internet web site.
- If requested, the SRC can make a public presentation of the survey findings to the client. Presentations of survey findings are usually at no cost to the client; however, nominal travel costs may be necessary and depends on the availability of SRC staff.

Estimated/Projected Costs

The following is an estimate only. If the project goes forward, the SRC may need to create a revised cost proposal if changes occur to the project's dimensions, as we understand them. The following table summarizes our assumptions about the number of pages in the survey and the number of surveys returned to the SRC. Two sets of costs are included, one for a 4-page written questionnaire plus a cover letter and one for a 6-page written questionnaire plus a cover letter.

Survey Size	Mail Out	Sample Size Needed/ Expected	Min. Cost Full Report	Min. Cost Summary Report
4-pages	1,125	375	\$6,450	\$5,650
6-pages	1,125	375	\$6,900	\$6,100

The minimum costs in this table are based on an assumed response rate of 33 percent. If more than 375 (33%) surveys are completed, the SRC will process additional 4-page surveys for \$5.25 per survey and additional 6-page surveys for \$5.80 per survey. Processing additional surveys improves the accuracy of the results but does add to the overall expense. *Josh Miller will specify the maximum number of surveys to be processed.*

Tentative Survey Timeline and Delivery of Results

The SRC assumes that a draft survey questionnaire will be completed in January, 2016 and a finalized version will be ready for mailing in February, 2016. Survey analysis will be completed within 3 months of the initial mail-out of the survey. **The questionnaires and cover letters will need to be finalized at least 15 working days prior to the mail-out dates to allow for printing and preparation for mailing.**

If you have any additional questions or comments, please feel free to contact: David Trechter, david.d.trechter@uwrf.edu, 715/425-3129, or Jim Janke, james.janke@uwrf.edu, 715/425-0703.

Demographics

1. Are you a lifelong resident of the City of Marshfield?

- Yes
- No

2. Do you work in the City of Marshfield?

- Yes
- No

3. How long have you lived in Marshfield?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- 11 to 12 years
- More than 20 years
- I don't live in Marshfield

4. What age category do you fall into?

- 18 to 29 years old
- 30 to 39 years old
- 40 to 49 years old
- 50 to 64 years old
- 65 to 74 years old
- 75 years or older

Issues and Opportunities

5. What is the primary reason you chose to live in Marshfield? (Select one)

- Cost of Living
- Job
- Family
- Centralized Location
- Low Crime Rate
- Recreational Opportunities
- School District
- Other (please specify)

6. What is the secondary reason you chose to live in Marshfield? (Select one)

- Cost of Living
- Job
- Family
- Centralized Location
- Low Crime Rate
- Recreational Opportunities
- School District
- Other (please specify)

7. What qualities do feel are most important for why you live Marshfield. (Rank 5 for highest priority to 1 for lowest priority)

	5	4	3	2	1
Good schools	<input type="radio"/>				
Low crime	<input type="radio"/>				
Small town	<input type="radio"/>				
Affordable housing	<input type="radio"/>				
Short commute	<input type="radio"/>				
Friendly people	<input type="radio"/>				
Medical services	<input type="radio"/>				
Character of the community	<input type="radio"/>				
Downtown	<input type="radio"/>				
Walkability	<input type="radio"/>				
Parks and Natural areas	<input type="radio"/>				

8. What is your overall perception of the growth of Marshfield? (Select one)

- Stable and not changing
- Growing at a desirable pace
- Growing too fast or in undesirable ways
- Stagnant or declining
- Other (please specify)

9. What do you feel is the biggest hurdle affecting population growth of Marshfield? (Select one)

- Lack of recreational opportunities
- Not enough developable land
- Not enough housing options
- Not enough good jobs
- Aging population
- High taxes

10. Do you feel Marshfield is a safe community?

Yes

No

Please provide a reason why you feel Marshfield is safe/unsafe:

11. Do you feel that level of taxes in Marshfield is a good value for what you get?

Yes

No

Please provide a reason why you feel the taxes are/aren't a good value in Marshfield:

Economic Development

12. What type of job opportunities do you feel are needed in the City of Marshfield in the next 10 years?
(Select all that apply)

Commercial

Office

Manufacturing

Biotech

Technology

Health/Medical

Tourism

Government

Other (please specify)

13. What would encourage you to spend more time Downtown? (Select all that apply)

- More outdoor events
- More outdoor dining
- More parking
- Less traffic
- More public art
- More trails
- More restaurants
- More pedestrian friendly sidewalks/intersections

Housing

14. What is the maximum monthly housing cost (rent or mortgage payment) that you consider to be affordable? (Select one)

- \$300 or less
- \$500
- \$750
- \$1,000
- \$1,250
- \$1,500
- \$2,000
- \$2,500 or more

Transportation

15. Do you feel the City does an adequate job of providing access to bicycle and pedestrian facilities (trails/sidewalks/bike lanes)?

- Yes
- No
- No sure

16. Do you support removing on-street parking on major streets in order to provide a designated bicycle lane?

- Yes
- No
- Not sure

17. In your opinion, does Marshfield have a good sidewalk/trail system?

- Yes
- No
- Not sure

18. Are there certain intersections in the City that you avoid due to safety concerns, visibility, wait times, traffic, etc.?

- Yes
- No
- If yes, please list the intersection(s):

19. If you answered yes to Question 16, please select the reasons you avoid the intersection listed above (Select all that apply)?

- Safety concerns as a driver
- Visibility
- Wait times at traffic lights or stop signs
- Traffic volume
- Road condition
- Speed of traffic
- Unsafe as a pedestrian

Any other reason not listed above:

Health, Safety, and Medical

20. Do you feel it is important for the City to work with businesses/organizations/public to help promote a healthy lifestyles, eating, activity, built environment, etc.)?

- Yes
- No
- No sure

* 21. In the following list, what do you think are the three most important factors for a "Healthy Community?"
(Select a maximum of three answers)

- Good place to raise children
- Low crime / safe neighborhoods
- Low level of child abuse
- Good schools
- Access to health care
- Parks and recreation
- Clean environment
- Affordable housing
- Arts and cultural events
- Excellent race relations
- Good jobs and healthy economy
- Strong family life
- Healthy behaviors and lifestyles
- Low adult death and disease rates
- Low infant deaths
- Religious or spiritual values

Intergovernmental Cooperation

22. Do you feel the City should enter into agreements with nearby municipalities to provide services, establish boundary agreements, or improve cooperative efforts?

- Yes
- No
- Not sure

23. Should the City look for opportunities to work with the School District, Counties, or adjacent Towns regarding large scale projects or upgrades to infrastructure?

- Yes
- No
- Not sure

Land Use

24. Are aesthetics (the look of a building or parking area) important to you when considering to patronize a business?

- Yes
- No
- Not sure

25. Does the City do an effective job in separating incompatible land uses?

- Yes
- No
- No sure

Natural, Cultural, and Agricultural Resources

26. Is proximity to open or green space a critical factor in deciding where to live?

- Yes
- No
- Not sure

27. Should the City do more to promote and preserve its historical/cultural resources?

- Yes
- No
- Not sure

28. Are you aware of the potential impact the Emerald Ash Borer may have on the trees in Marshfield over the next 20 years?

- Yes
- No
- Not sure

	5	4	3	2	1	Not sure
Senior activities	<input type="radio"/>					
Youth programs	<input type="radio"/>					
Animal control	<input type="radio"/>					

30. What new recreational opportunities should be a priority in Marshfield over the next 10 years (Select all that apply)?

- Outdoor ice skating
- Bike/walking trails
- Tennis courts
- Splash pad
- Outdoor swimming pool
- Racquetball courts
- Outdoor volleyball courts
- Pickleball courts
- Disc golf
- Baseball fields
- Single track bike facilities

31. Feel free to share any additional comments regarding the upcoming Comprehensive Plan Update.

2017 Comprehensive Plan Update
City of Marshfield, Wisconsin

Existing Conditions Report

11/12/2015

Introduction

Welcome

Welcome to the **Existing Conditions Report** portion of the Comprehensive Plan. This volume contains the statistical profile and background analysis necessary to update the City’s Comprehensive Plan. Plan Recommendations will be developed and incorporated into the Comprehensive Plan. This report looks at existing conditions, but will incorporate future projections as those projections are determined. This has been done to provide a clear understanding of where Marshfield is today, and perhaps more importantly, to foster discussion and debate on what direction the community looks to head in the future.

This aspect of the planning process has been prepared under the State of Wisconsin’s comprehensive planning law, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. The Law requires that all land use decisions in the City be consistent with this Comprehensive Plan. Additionally, the Plan is intended to be updated at least once every 10 years. The Report will help to provide the background necessary to ensure that the Plan is providing clear direction and that it is still consistent with community goals, values, and needs.

Report Organization

This Report is separated into 12 Chapters. Chapters include:

- | | |
|--|---------------------------------------|
| 1. Introduction | 7. Economic Development |
| 2. Regional Context and Dynamics | 8. Transportation |
| 3. Demographics and Projections | 9. Utilities and Community Facilities |
| 4. Land Use | 10. Economic Development |
| 5. Housing | 11. Health, Safety, and Medical |
| 6. Natural, Cultural, & Agricultural Resources | 12. Intergovernmental Cooperation |

Steering Committee

The Steering Committee is composed of Planning Commission members, City Staff, and community representatives. The Steering Committee will provide technical support to the planning process, as well as reviewing results from the multiple grass roots level committees. The Steering Committee will be responsible for overseeing the development of draft Goals, Objectives, Policy recommendations, and the Action Plan. The Steering Committee is made up of the following people:

- Joe Gustafson, Chairperson and Plan Commissioner
- Chris Meyer, Mayor
- Ed Wagner, Alderperson and Plan Commissioner
- Dan Knoeck, Director of Public Works
- Justin Casperson, Director of Parks and Recreation
- Bob Trussoni, General Manager of Marshfield Utilities
- Sam Warp, Superintendent of Waste Water Department
- Bob Haight, Fire Chief

- Ann-Marie Nelson Brine, Citizen
- Michelle Morley, Citizen

Regional Context and Dynamics

Overview

The City of Marshfield is located in the center of Wisconsin between Wood and Marathon Counties. The City is home to approximately 20,000 residents and enjoys recognition for its world class medical facilities and overall quality of life. The City is served directly by State Highways 13, 97, and US Highway 10. State Highway 29 is approximately 20 miles to the north, running east and west. Interstate 39 lies thirty miles to the east and highway improvements were completed in 2012 to U.S. Highway 10, a better, more efficient link to the Interstate system.

Historically, Marshfield grew and developed as a railroad community. Several railroad corridors bisect the City and the early street grid was laid out parallel to the railroads. Central Avenue is the primary arterial route through the community and growth has occurred concentrically around the downtown business district.

Marshfield has received many accolades and is recognized for its high quality of life. The City is proud to be considered the "Best Place to Live in Wisconsin and Eighth Best Place to Live in America" according to Bizjournals.com.

In 2000, Demographics Daily selected Marshfield based upon such criteria as its excellent health care, schools, supply of good jobs, and small-town character. Other qualities considered were Vitality, Connection to Cultural Mainstream, and Low Cost of Living. Thanks to the world-class care provided by Marshfield Clinic and Saint Josephs' Hospital, our community actually ranked in the top 10 for health care. Marshfield was also in the top 50 for the education and freedom from stress categories.

Out of all cities considered, only 141 of them attained "Dream Town" status. Of the 12 Wisconsin cities which were dubbed "Dream Towns", only Marshfield was in the top 10 "Best Places to Live in America". "Millions who live in big cities or suburbs dream of getting out," said G. Scott Thomas, editor of Demographics Daily, "Our goal is to provide them a list of small cities that offer relief from metropolitan hassles and Marshfield is definitely on that list. Their quality of life is excellent and they are safe, low-stress alternatives to congested big cities and sprawling suburbs."

Forbes ranked Marshfield as the 5th best small city to raise a family in 2010. Qualities considered in the ranking were short commute time, high school graduation rate, and low cost of living.

Regional Context

Marshfield is considered part of the central Wisconsin "Ruro-plex". This term was coined by former governor Lee Dreyfus and describes the three-county / four-city community of Marshfield, Wausau, Stevens Point and Wisconsin Rapids. A central theme of this regional growth center concept is economic and employment growth that exceed the state's average.

Because of Marshfield's location in the center of the state, it is accessible to several metropolitan areas, including Minneapolis/St. Paul (164 miles), Madison (138 miles), Milwaukee (184 miles) and Chicago (274 miles).

Sources:

- Bizjournals.com
- Demographics Daily
- Marshfield Area Chamber of Commerce and Industry
- Forbes.com

Demographic Trends

Overview

This section of the Inventory and Analysis Report provides information on current demographic trends and future projections. For the purpose of this report, demographic data is provided at the municipal, county, and state levels.

Historical Population Growth

Marshfield is considered part of the central Wisconsin “Ruro-plex”. This term was coined by former governor Lee Dreyfus and describes the three-county / four-city community of Marshfield, Wausau, Stevens Point and Wisconsin Rapids. A central theme of this regional growth center concept is economic and employment growth that exceed the state’s average.

Prior to 2000, Marshfield had witnessed steady growth for most of the previous 40 years. The 2000 Census marked the first time in recent history in which the City’s population decreased. Current estimates indicate, however, the population is again growing with nearly 400 new residents since the 2000 census. As of 2015, the City had an estimated population of 19,186.

Table 3.1 compares Marshfield’s recent historical population growth with that of Wood County, Marathon County and the State of Wisconsin. Since 2000, the City’s overall growth rate (2.1 percent) has been greater than that of Wood County (-.01 percent), but slower than Marathon County (7.6 percent) or the State (7.2 percent).

Table 3.1: Wisconsin DOA Population Trends

	Year	City of Marshfield	Wood County	Marathon County	Wisconsin
Census	1960	14,153	59,105	88,874	
	1970	15,758	65,362	97,457	4,417,821
	1980	18,527	72,799	111,270	4,705,642
	1990	19,293	73,605	115,400	4,891,769
	2000	18,800	75,555	125,834	5,363,715
	2010	19,118	74,749	134,063	5,686,986
Est.	2015	19,186	74,965	135,341	5,753,324

Source: U.S. Census, 2010; Wisconsin Department of Administration, 2003, 2015

Age and Gender

It is important to understand key characteristics of the City’s residents – for example their age, education and employment status. These factors impact the need for community facilities and other considerations. Table 3.2 shows Marshfield’s age and gender distribution in 2000 and 2010. Marshfield has a median age of 41.3 years, compared to a median age of 39.4 in 2000.

The role of land use and growth policy cannot be understated as these decisions will undoubtedly impact the demographic make-up of the community.

The population under 18 determines the number of school-aged children and the demand for associated services. Overall, the under 18 group in Marshfield decreased between 2000 and 2010. This number is expected to fluctuate over the years. Statistically speaking, this age group is not projected to increase dramatically. One reason for this trend is the “baby bust” generation (those born in the 1960s and 1970s) are at the middle to end of their prime childbearing years. Since there are fewer people in this “baby bust” group than in the generation before them, fewer births are projected. Second, the average family size is smaller today than it was a generation ago.

People between the ages of 25 and 54 are considered to be the City’s primary workforce. The number of people in this cohort decreased in Marshfield during the 2000s and suggests that the City’s available and potential workforce is shrinking. In addition, the largest population decrease within this group was in the 34 to 45 age group, which is a desirable workforce demographic.

The 65 and over population is also an important consideration. The national trend shows an aging population and Marshfield’s population echoed this trend. The population of those 65 and over increased by 0.6 percent between 2000 and 2010.

Table 3.2: City of Marshfield Population by Age and Gender, 2000 and 2010

	2000	Percent of Total	2010	Percent of Total	Proportional Change 2000-2010
Under 5 years	1,117	5.9%	1,241	6.5%	0.5%
5 to 9 years	1,140	6.1%	1,088	5.7%	-0.4%
10 to 14 years	1,237	6.6%	1,017	5.3%	-1.3%
15 to 19 years	1,301	6.9%	1,056	5.5%	-1.4%
20 to 24 years	1,161	6.2%	1,223	6.4%	0.2%
25 to 34 years	2,421	12.9%	2,631	13.8%	0.9%
35 to 44 years	2,899	15.4%	2,118	11.1%	-4.3%
45 to 54 years	2,618	13.9%	2,784	14.6%	0.6%
55 to 59 years	846	4.5%	1,291	6.8%	2.3%
60 to 64 years	713	3.8%	1,143	6.0%	2.2%
65 to 74 years	1,404	7.5%	1,499	7.8%	0.4%
75 to 84 years	1,362	7.2%	1,222	6.4%	-0.9%
85 years and	581	3.1%	805	4.2%	1.1%
Over 65 years	3,347	17.8%	3,526	18.4%	0.6%
Male	8,915	47.4%	9,052	47.3%	-0.1%
Female	9,885	52.6%	10,066	52.7%	0.1%
Total	18,800	100	19,118	100	-

Source: U.S. Census, 2000, 2010

Race

Marshfield's population is predominately White (94.8), with a small percentage of Asian residents (2.3) and small populations of African American (0.5) and American Indian (0.2) residents. This trend is similar to that of Wood County, however, Marathon County has a lower White population and greater Asian population, as shown in Table 3.3.

Table 3.3: Population by Race, 2000 and 2010

Race	Percent of Marshfield Population, 2000	Percent of Marshfield Population, 2010	Percent of Wood County Population, 2010	Percent of Marathon County Population, 2010
One Race	99.4	98.8	98.9	98.7
White	97.1	94.8	95	91.3
Black or African American	0.4	0.7	0.5	0.6
American Indian and Alaska Native	0.2	0.2	0.8	0.5
Asian	1.4	2.3	1.8	5.3
Some Other Race	0.2	0.8	0.8	0.9
Two or More Races	0.6	1.2	1.1	1.3

Source: U.S. Census, 2000, 2010

Educational Attainment

Table 3.4 shows education levels in Marshfield and surrounding counties. The City has a higher percentage of residents with a bachelor's degree or higher (26.7 percent) when compared to Wood County (19.2 percent) or Marathon County (20.8 percent). This can be attributed, in part, to the City's employment base which includes the Marshfield Clinic and St. Joseph's Hospital, which together comprise the largest medical facility in central Wisconsin. Overall, the City's educational attainment has improved since 2000.

Table 3.4: Educational Attainment, 2000 and 2010

	City of Marshfield, 2000	City of Marshfield, 2010	Percent of Total, 2010	Wood County, 2010	Percent of Total	Marathon County, 2010	Percent of Total
Less than 9th Grade	938	414	3.3%	1,959	3.8%	4,712	5.3%
9th to 12th Grade, no diploma	1,267	1,000	7.9%	3,621	7.0%	5,591	6.3%
High school graduate (incl. equivalency)	4,430	4,165	32.9%	19,793	38.3%	33,537	37.8%
Some college, no degree	2,346	2,396	18.9%	10,763	20.8%	16,832	19.0%
Associate degree	1,122	1,303	10.3%	5,619	10.9%	9,622	10.8%
Bachelor's degree	1,680	2,166	17.1%	6,496	12.6%	12,374	13.9%
Graduate or Professional degree	1,019	1,213	9.6%	3,450	6.7%	6,118	6.9%
Percent high school graduate or higher	82.8	88.8	-	89.2	-	88.4	-
Percent bachelor's degree or higher	21.1	26.7	-	19.2	-	20.8	-
Total (population 25 and over)	12,802	12,657	100%	51,703	100%	88,786	100%

Source: U.S. Census, 2000; American Community Survey, 2006-2010

Income Levels

Three measures of income have been provided. The median household income refers to the income level at which exactly half of the households are above and half below. The median family income is a similar measure but limits its analysis to income earned solely by related family members in a household. This is typically higher than median household income. Per capita income is the average amount of income each person in the area earns. It is calculated by taking the total personal income (including wages, interest and dividends) of the residents of an area divided by the area's population.

As shown in Table 3.5, per capita income for Marshfield residents was higher in 1999 than per capita income in Wood County, Marathon County and the State of Wisconsin. In 2010, it was higher than Wood County and Marathon County, but slightly lower than the State of Wisconsin. However, the median household and median family income is lower than all three by a significant margin in some cases. In 2010, the household and family sizes in the City were smaller than those in the adjacent counties and the state.

Table 3.5: Income Levels, 1999 - 2010

	1999			2010		
	Median Household Income	Median Family Income	Per Capita Income	Median Household Income	Median Family Income	Per Capita Income
City of Marshfield	\$37,248	\$50,498	\$21,965	\$43,476	\$56,223	\$26,438
Wood County	\$41,595	\$50,798	\$20,203	\$47,204	\$58,294	\$24,893
Marathon County	\$45,165	\$52,632	\$20,703	\$53,471	\$65,566	\$25,893
State of Wisconsin	\$29,442	\$35,082	\$13,276	\$51,598	\$64,869	\$26,624

Source: U.S. Census, 2000; American Community Survey, 2006-2010

Population Projections

Table 3.6 depicts how population has changed during the past twenty-five (25) years and what may happen during the next twenty (25) years. Data provided for the past twenty-five (25) years comes from the U.S. Census Bureau. The projections provided for the next twenty years have been provided by the State of Wisconsin Department of Administration (DOA). The DOA considers and monitors changes and patterns in fertility, mortality, and migration. The projections are generally considered to be conservative growth estimates.

Based on these projections, the City of Marshfield is expected to have decreases over the next twenty-five years.

Table 3.6: Population Projections, 1990 - 2040

	Census				DOA Estimate	Projections			
	1990	2000	2010	2015	2020	2025	2030	2035	2040
City of Marshfield	19,293	18,800	19,118	19,186	18,975	18,930	18,785	18,585	18,030
Wood County	73,605	75,555	74,749	74,965	74,435	74,370	73,930	73,270	71,150
Marathon County	115,400	125,835	134,063	135,341	142,200	146,595	150,130	152,120	152,790
State of Wisconsin	4,891,769	5,363,715	5,686,986	5,753,324	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635

Source: U.S. Census, 1990-2010, Wisconsin Department of Administration, 2005, 2015