

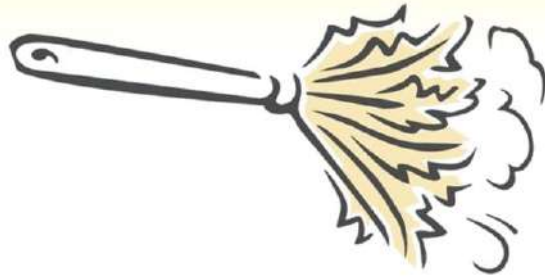


Upper Explorerland Regional Planning Commission

www.uerpc.org

Welcome!

- Introductions
- Housekeeping – be comfortable
- Participate freely
- Respect all comments



Iowa Smart Planning ...

- Is a tool for local comprehensive planning and subsequent decision-making
- Provides 10 planning principles as a guide to ensure a complete and equitable process
- Identifies 13 elements that may be included in a comprehensive plan
- Is part of the Land Use section of the Iowa State Code, signed into law in April of 2010

Smart Planning Principles

- Collaboration
- Efficiency, Transparency and Consistency
- Clean, Renewable and Efficient Energy
- Occupational Diversity
- Revitalization
- Housing Diversity
- Community Character
- Natural Resource and Agricultural Protection
- Sustainable Design
- Transportation Diversity

Smart Planning Elements

- Public Participation
- Community Characteristics
- Community Culture
- Community Facilities
- Housing
- Public Infrastructure and Utilities
- Transportation
- Natural Resources and Agriculture
- Economic Development
- Land Use
- Hazards
- Intergovernmental Collaboration
- Implementation Plan

Today's Discussion

Community Character and Culture
Natural and Agricultural Resources
Economic Development



Elements to Consider Throughout

- Land Use
 - Understand the best placement for agriculture, industry, housing and commercial to avoid conflicts
 - Understand the suitability of land for various uses
- Hazards
 - To ensure that hazard-prone areas are considered during planning and growth
 - To help prevent some hazards – what can we do now to be able to handle certain events?
- Intergovernmental Collaboration
 - Who are our partners and champions for implementation and support?

The Process

- Background information
- SLOT analysis
 - Strengths
 - Limitations (internal)
 - Opportunities
 - Threats (external)
- Select possible actions
- Prioritize actions



Demographics & Government Finances

McGregor

Why do we look at demographics and finances?

- To look for trends – are we growing or declining, do we know why?
- To understand our population and financial assets – what do we have to work with?
- To help plan for the future– what will we need in the future to support our population and community?

Demographics

Population Trend Since 1900



Source: U.S. Census and Iowa Data Center

Demographics

Age Group as a Percent of Population: 1980-2010



Source: U.S. Census and Iowa Data Center

Demographics

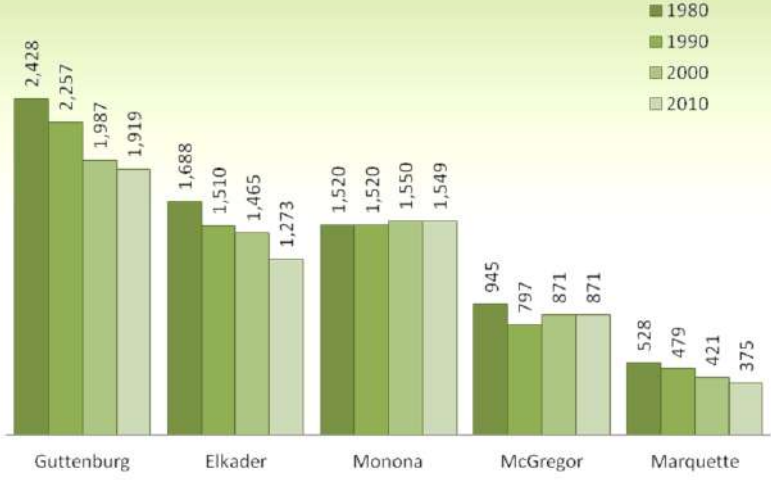
Population Projection to 2030



Source: U.S. Census, Iowa Data Center, Upper Explorerland RPC (projection calculations based on past 20 years)

Population Change

City Population Comparisons 1980 - 2010



Source: U.S. Census and Iowa Data Center

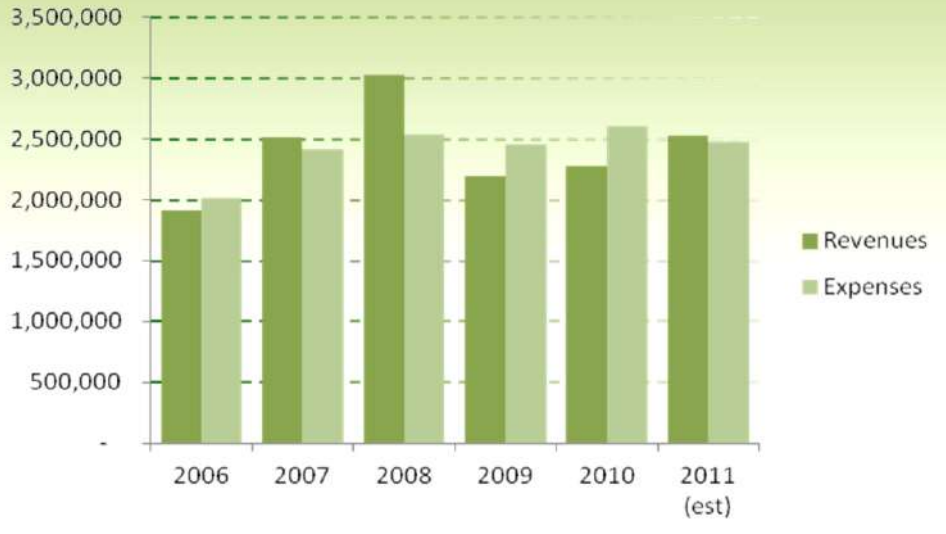
Government Finances

Property Tax Rate Comparisons – 2008 - 2012



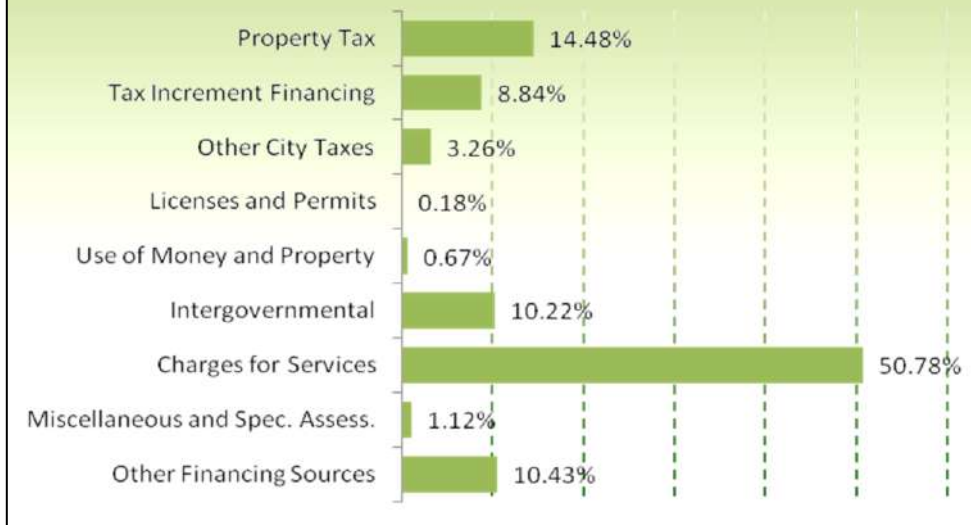
Government Finances

City Revenue and Expenses 2006 - 2011



Government Finances

City Revenue Sources: Estimated 2011



Other City Taxes: Utility tax replacement excise taxes, utility franchise taxes, hotel/motel taxes

Intergovernmental: Federal, state and local grants and reimbursements, road use taxes

Charges for Services: Water, sewer, other municipal utilities, landfill, garbage, etc.

Other Financing Sources: Internal TIF loans, transfers in, capital asset sales

Government Finances

City Expense Items: Estimated 2011



Public Safety: Police, jail, emergency management, fire department, flood control, ambulance, inspections, animal control...

Public Works: Roads, bridges, sidewalks, street lighting, traffic control, snow removal, engineering, street cleaning, airport...

Health & Social Services: Welfare assistance, hospitals, health regulation and inspections, water, air and mosquito control, community mental health...

Culture & Recreation: Library, museums, theaters, parks, recreation, cemetery, community centers...

Comm. & Econ. Development: Community beautification, economic development, housing and urban renewal, planning and zoning...

General Govt.: Mayor, council, city administrators, managers, clerks, elections, legal services, attorney, city hall and general buildings, tort liability...

Capital Projects: Government and TIF

Business Type Enterprises: Municipal utilities, airport, landfill, transit, enterprise capital projects

Transfers Out/Other: Internal loan repayments, transfers out

Any questions?



Let's get started!



Element: Community Character & Culture

What makes McGregor special?

- Natural Resources (parks, scenic vistas, water features...)
- Culture (performing arts, events, festivals, visual arts...)
- History (architecture, museums, archeology...)



<h2>SLOT Analysis</h2>	
Strengths	Limitations
Opportunities	Threats

Strengths are internal – what do we as a community have going for us?

Limitations are internal too – what is holding us back right now (lack of support for events, museums...)

Opportunities – as we look at our strengths and limitations – what are the opportunities we have to build on our strengths and work on our limitations?

Threats are external – what is happening in the area, state, country that is beyond our control, but may impact us (other communities pulling our residents and potential tourists...)

Iowa Smart Planning Guidelines suggest that the following be taken into consideration in regard to community character:

- promote activities and development that are consistent with the character and architectural style of the community
- respond to local values regarding the physical character of the community
- central business district and contiguous business district
- principal retail center of the city
- design standards
- revitalization
- building front improvement programs
- appearances of buildings
- landscaping, streetscaping, signage
- gateway corridor
- renewal and redevelopment of existing poorly developed areas
- urban renewal districts
- historically significant properties
- safeguard quality of life

Planning, zoning, development, and resource management should emphasize protection, preservation, and restoration of cultural and historic landscapes

Element: Natural Resources & Agriculture

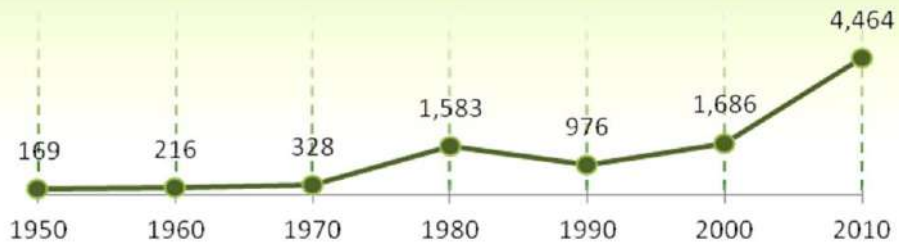
What is the condition of our natural resources?

- Streams and rivers
- Farmland
- Forest
- Prairie
- Air

Do we have pollution issues? Run-off or drainage problems? Noxious weeds? Emerald Ash Borer? What else should we prepare for and how should we prepare for it?

Data: Natural Resources & Agriculture

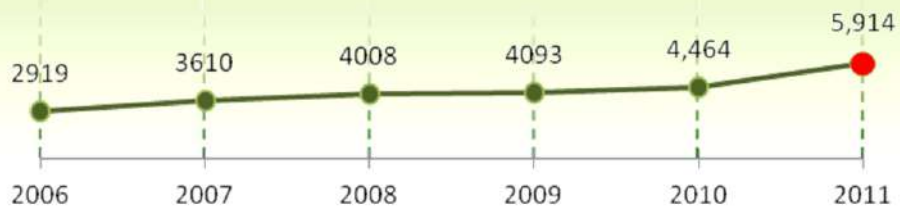
Price of Clayton County Farm Land Per Acre,
1950 - 2010



Source: ISU Extension "Ag Data for Decision Makers"

Data: Natural Resources & Agriculture

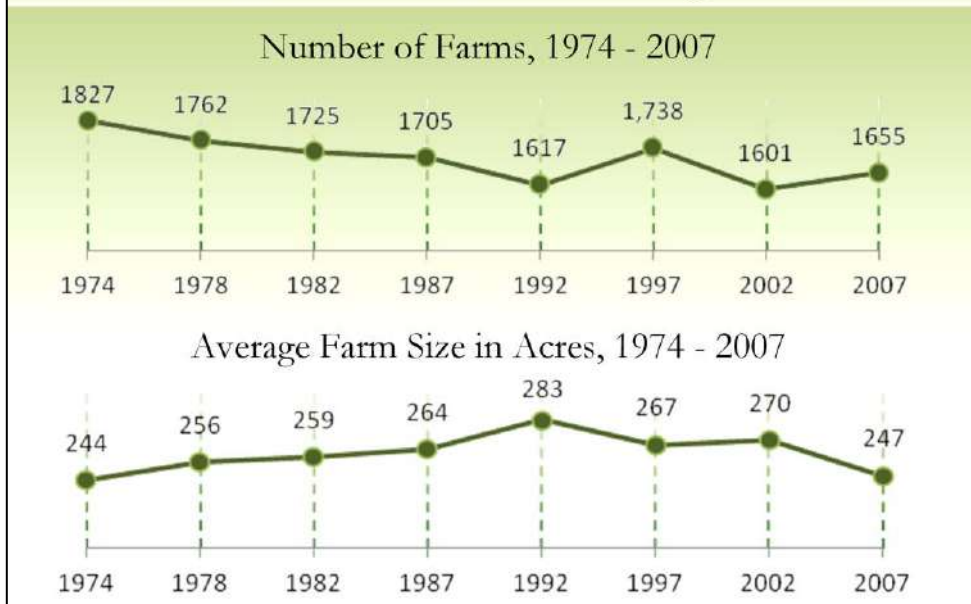
Price of Clayton County Farm Land in the last
5 years: 2006 – 2011



A 102% increase in value!

Source: ISU Extension "Ag Data for Decision Makers"

Data: Natural Resources & Agriculture



Source: ISU Extension "Ag Data for Decision Makers"

<h2>SLOT Analysis</h2>	
Strengths	Limitations
Opportunities	Threats

Strengths are internal – what do we as a community have going for us?

Limitations are internal too – what is holding us back right now (lack of money to preserve,

Opportunities – as we look at our strengths and limitations – what are the opportunities we have to build on our strengths and work on our limitations?

Threats are external – what is happening in the area, state, country that is beyond our control, but may impact us (Government regulations or lack of...)

Iowa Smart Planning Guidelines encourage the consideration of the following in regard to natural and agricultural resources:

- emphasize protection, preservation, and restoration of natural resources, agricultural land, and cultural and historic landscapes
- increase the availability of open spaces and recreational facilities.
- sustainable design and construction standards in developments, buildings and infrastructure.
- conserve natural resources by reducing waste and pollution through efficient use of land, energy, water, air, and materials

Element: Economic Development

Why do we look at economic development?

- To study our workforce – educational levels, unemployment levels, etc.
- To understand our current business environment – business types, occupation types and income levels



Data: Economic Development

Clayton County Workforce Quick Facts

- The largest concentration of workers are employed within the manufacturing industry, followed closely by education and health care
- 27% are working multiple jobs
- Average age is 47 years old
- 93.9% of workers are offered health and medical benefits
- 69% state they are currently sharing the cost of health insurance premiums with their employer.
- 24% indicate their employer pays the entire cost of insurance premiums.

Source: Clayton County Laborshed Analysis, 2011 (Iowa Workforce Development)

Data: Economic Development

Clayton County Unemployment Quick Facts

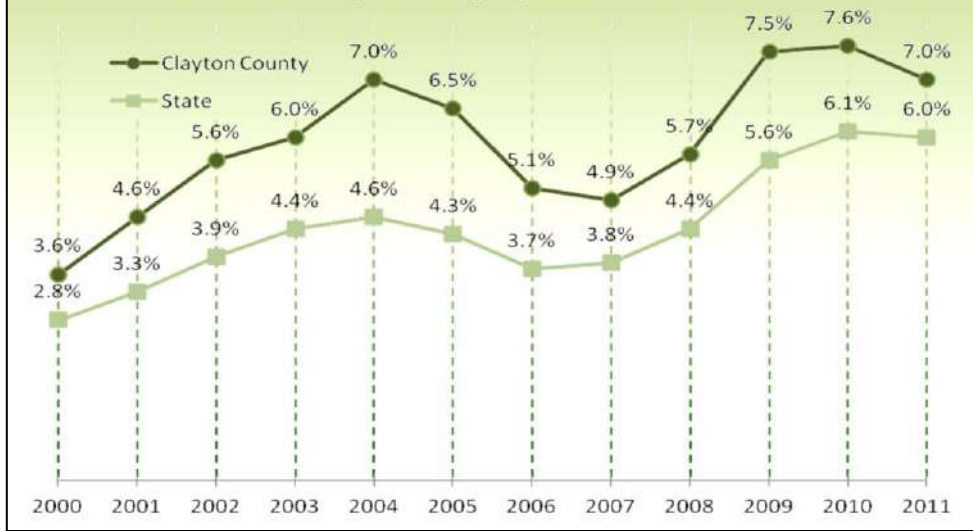
- Average year-to-date unemployment rate for 2011 is 7%
- Average age is 49 years old
- 36.8% are female
- 63.2% are male
- 47.4% have some post high school education
- On average, they are willing to commute 27 miles one way for the right opportunity

Unemployment Rate: Iowa Workforce Development

Source: Clayton County Laborshed Analysis, 2011 (Iowa Workforce Development)

Data: Economic Development

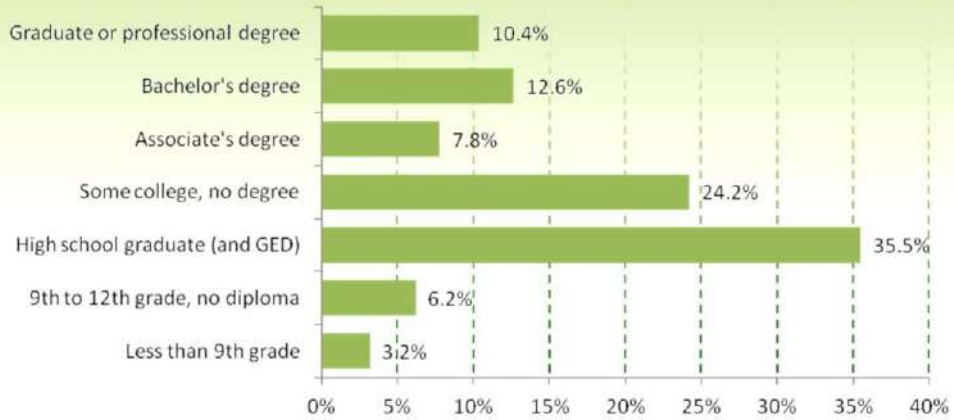
State and County Unemployment Rates, 2000-2011



Source: Iowa Workforce Development

Data: Economic Development

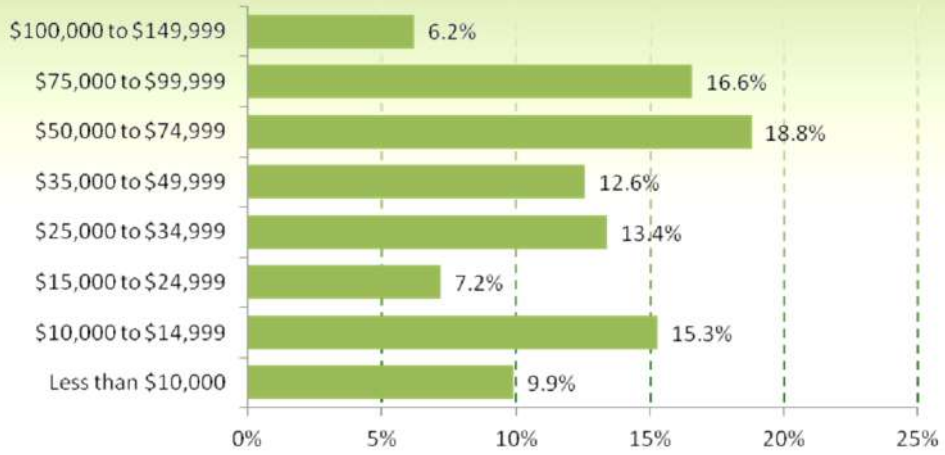
Educational Attainment of City Population over 25



Source: 2005-2009 ACS

Data: Economic Development

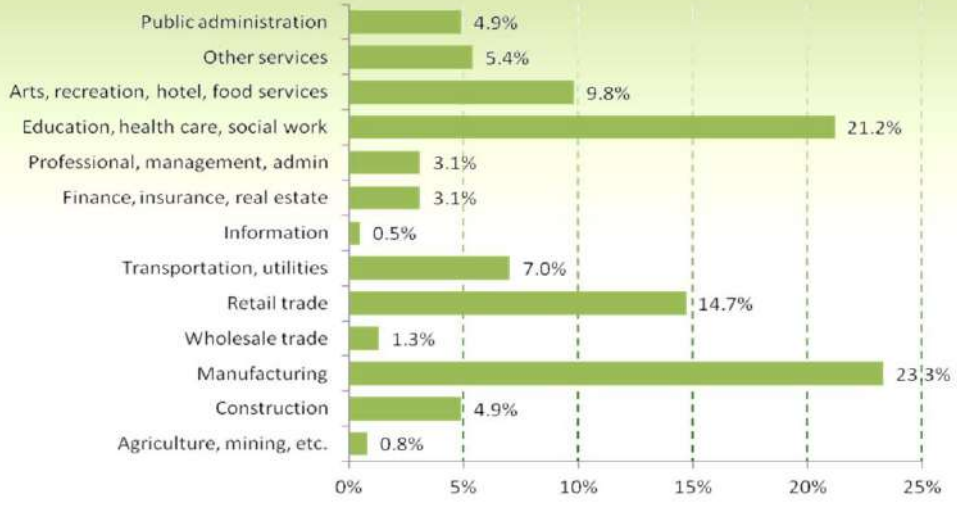
McGregor Household Income Level Distribution



Source: 2005-2009 ACS

Data: Economic Development

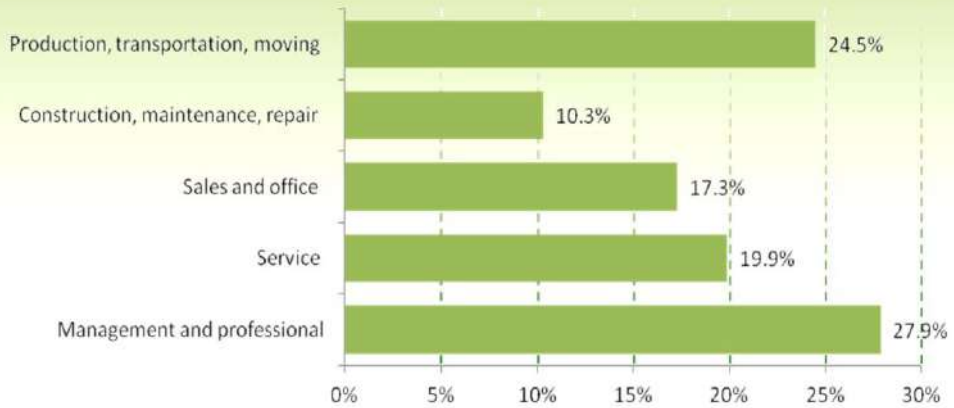
Economic Base, McGregor by Employer Type



Source: 2005-2009 ACS

Data: Economic Development

McGregor by Occupation Type



Source: 2005-2009 ACS

<h2>SLOT Analysis</h2>	
Strengths	Limitations
Opportunities	Threats

Strengths are internal – what do we as a community have going for us?

Limitations are internal too – what is holding us back right now (low population, few retail businesses, etc.)

Opportunities – as we look at our strengths and limitations – what are the opportunities we have to build on our strengths and work on our limitations?

Threats are external – what is happening in the area, state, country that is beyond our control, but may impact us (businesses leaving town, other communities pulling our shoppers, workers or residents away...)

Iowa Smart Planning guidelines encourage the following in regard to economic development:

expand entrepreneurial opportunities

- Occupational Diversity
- diversity of employment and business opportunities
- promote access to education and training
- promote the establishment of businesses in locations near existing housing, infrastructure, and transportation
- central business district and contiguous business district
- principal retail center of the city
- City Marketing
- flexibility and innovation
- renewal and redevelopment of existing poorly developed areas
- urban renewal districts
- tax increment financing (TIF), and other development programs and standards
- greater economic opportunity
- Efficiency good stewardship of the community's resources and the taxpayers' money

Select and Prioritize



Thank You!



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Comprehensive Smart Planning
2012