VISION 2060 Committee Meeting

November 17, 2026 | Walworth County Department of Health and Human Services

VISION 2060

02

Review and Approve Minutes

September 2, 2026, Committee Meeting

03

Planning Activities Update



- VISION 2060 Technical Reports, Inventory Phase
  - #1: Review of VISION 2050 | Prelim. Draft complete; Revised Draft in progress
  - #2: Land Use and Resource Base | Prelim. Draft complete; Revised Draft in progress
  - #3: Transportation System | Prelim. Draft complete; Revised Draft in progress
  - #4: Demographic and Economic Conditions, Trends, and Forecasts | Prelim. Draft complete
  - #5: Travel Habits and Patterns | Prelim. Draft in progress
- VISION 2060 Technical Reports, Later Phase(s)
  - #6: Travel Simulation Models
  - #7: Transportation Alternatives and Evaluation
  - #8: Accessibility Analysis
  - #9: Financial Analysis
  - #10: National Performance Measures

Where are we?

VISION 2060 Technical Reports

- Summary of changes, Preliminary Draft → Revised Draft

V60 Technical Report #1
Review of VISION 2050

- VISION 2060 Committee and Community Engagement and Benefits Task Force given draft to review
- 14 individual comments received. Commission staff:
  - Revised and clarified how implementation statuses were assigned
  - Added reference table with each recommendation and implementation status
  - Revised sum formula errors in Table 2 “Single Family Subdivision Lots in Sewered Areas”
  - Added new table showing agricultural acreage converted to urban uses by county
  - Revised and clarified discussion of safety investments (SS4A, etc.)
  - Revised park and ride discussion; added implementation of park and ride lots

Where are we?

VISION 2060 Research Reports

- Coming Soon

Land Use Considerations for Renewable Energy

Infill Development in SE Wis.

Food Security in SE Wis.

- Others In Progress
  - Effects of Autonomous and Connected Vehicles
  - Built Environment and Public Health
  - Land Use Considerations of Data Center Development
  - Transit-Supportive Land Uses
  - Housing and Transportation for Aging Populations
  - Flood Resilience of the Transportation System
  - Transportation System Performance by Context
  - More…

Where are we?

04

Community Engagement

Phase 1 | Defining the Vision

July-October 2026

598
survey responses

979
ideas shared at events

101
unique ZIP codes, 7 counties

1,577
total public inputs

Survey
Promoted on social media, e-notifies, tabling, partners

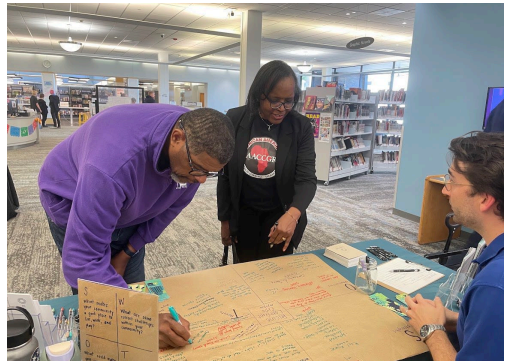
16 in-person events
Throughout SE Wis; SWOT analysis



7/11/26 – Kenosha Pride


7/25/26 – Thiensville Kids Fest


8/12/26 – Wisconsin State Fair


10/3/26 – Racine Lakefront Expo

Community Engagement

Community Engagement

Phase 1 leads to the vision and goals that will frame the VISION 2060 plan.



Summer-Fall 2026

Committee Input

V60 Survey

S W O T

Early 2027

Vision

Goals

Regional Open Houses
February 2027

05

Demographic and Economic Conditions, Trends, and Forecasts

for Southeastern Wisconsin

VISION 2060 Technical Report #4

Key Takeaways

Technical Report #4:
Demographic and Economic Conditions, Trends, and Forecasts

1. **Slower population growth**
   All growth in the 2010s came from natural increase. More people left the Region than moved in.

2. **Faster job growth**
   Jobs are projected to grow nearly twice as fast as population through 2060.

3. **Demographics are changing**
   The population is aging and diversifying, but income, poverty, and housing costs vary widely by race and place.

THE QUESTION How can VISION 2060 help the Region attract and retain residents?

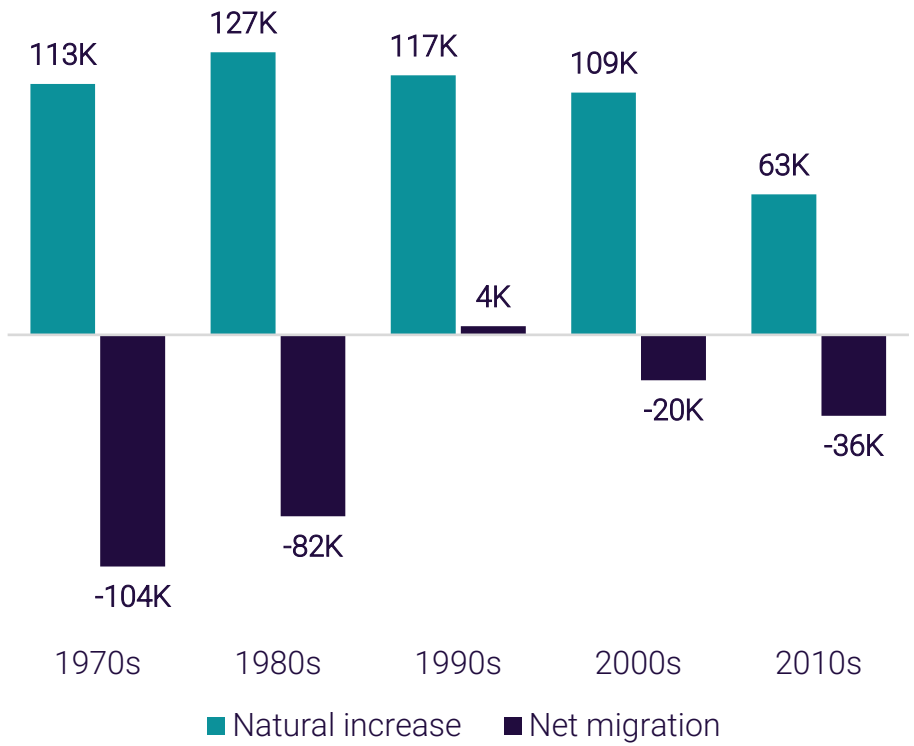
Population

Growth and trends

Demographic Profile
Economic Profile
Regional Context
Forecasts

Population growth trailed Wisconsin and the United States

NATURAL INCREASE VS. NET MIGRATION (THOUSANDS)



+1.3%

population growth from 2010 to 2020, to 2.05 million

−36,400

net migration in the 2010s

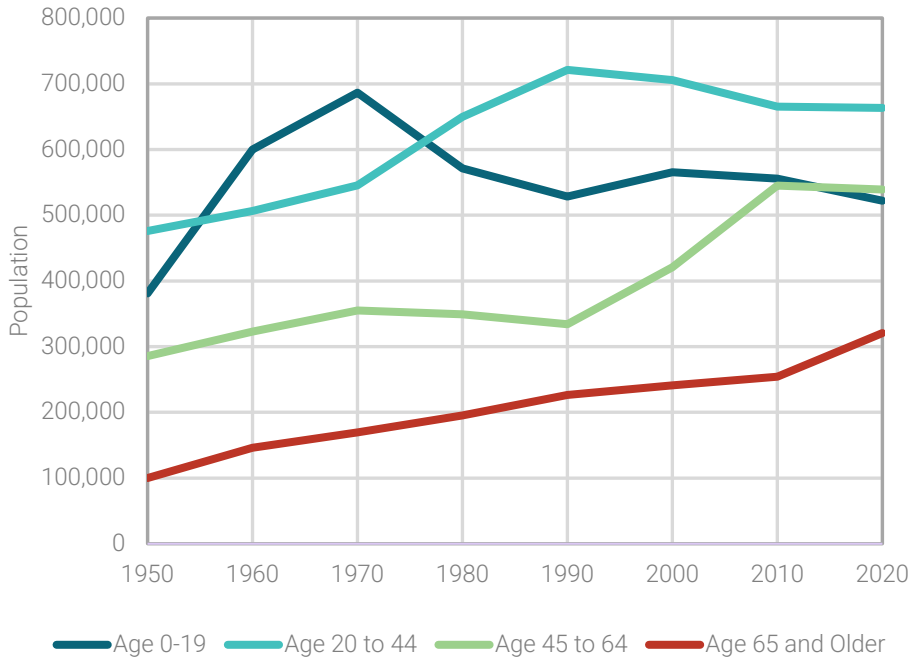
Age

Change over time

Demographic Profile
Economic Profile
Regional Context
Forecasts

The Region has aged steadily since 1970, and the older age groups keep growing

POPULATION BY AGE GROUP (THOUSANDS)



39.1 years

median age in 2020

60–74

fastest growing age groups

LOOKING AHEAD The 65+ population is projected to increase by 50% by 2060

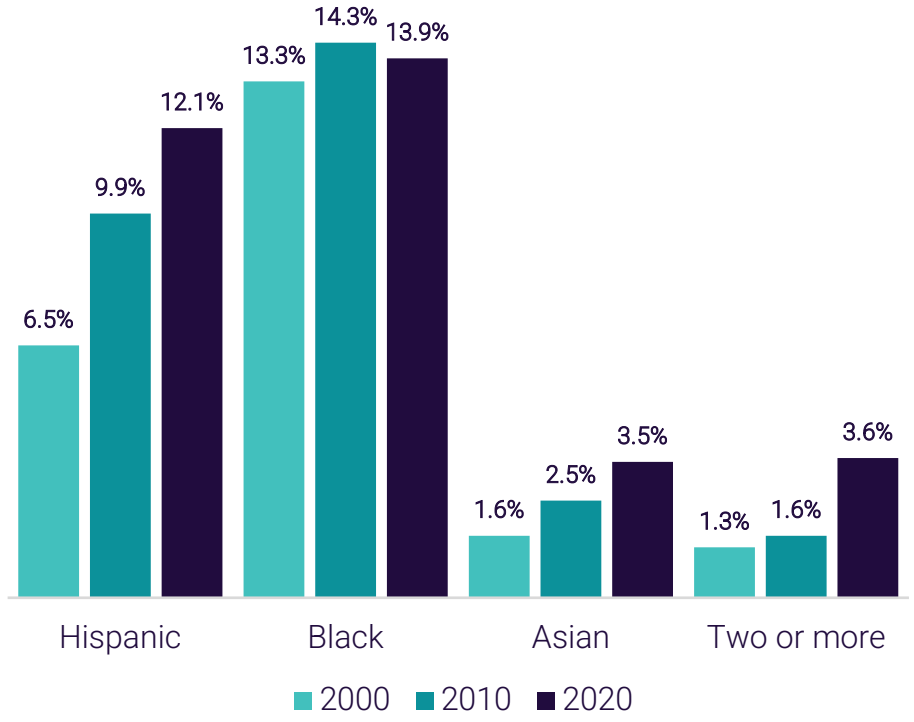
Race & Ethnicity

A more diverse Region

Demographic Profile
Economic Profile
Regional Context
Forecasts

Growth in the Region's Hispanic population is the most significant long-term demographic shift

SHARE OF POPULATION BY GROUP



Black, Asian, and Two or more races are non-Hispanic.

33.8%

minority share of residents, up from 28.9% in 2010

5×

growth in the Hispanic population since 1980

~70%

of minority residents live in Milwaukee County

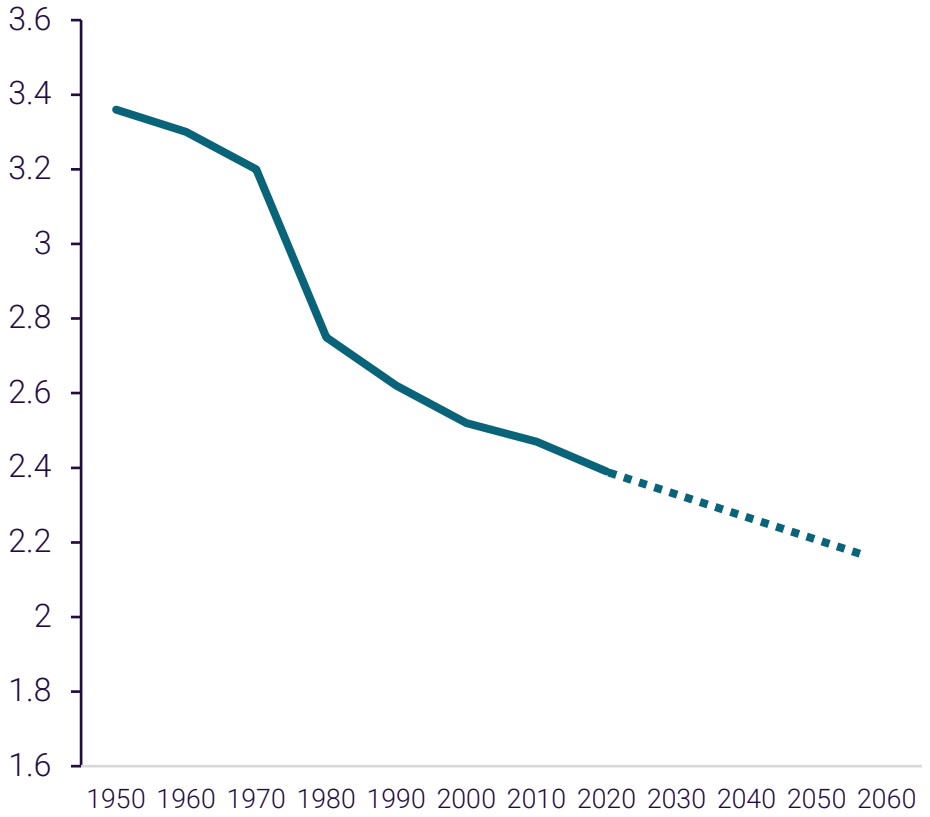
Households

Size and type

Demographic Profile
Economic Profile
Regional Context
Forecasts

Households are growing faster than population as household size keeps shrinking

AVERAGE HOUSEHOLD SIZE (PEOPLE)



2060 is projected (intermediate scenario).

+4.9%

household growth from 2010 to 2020, vs. 1.3% for population

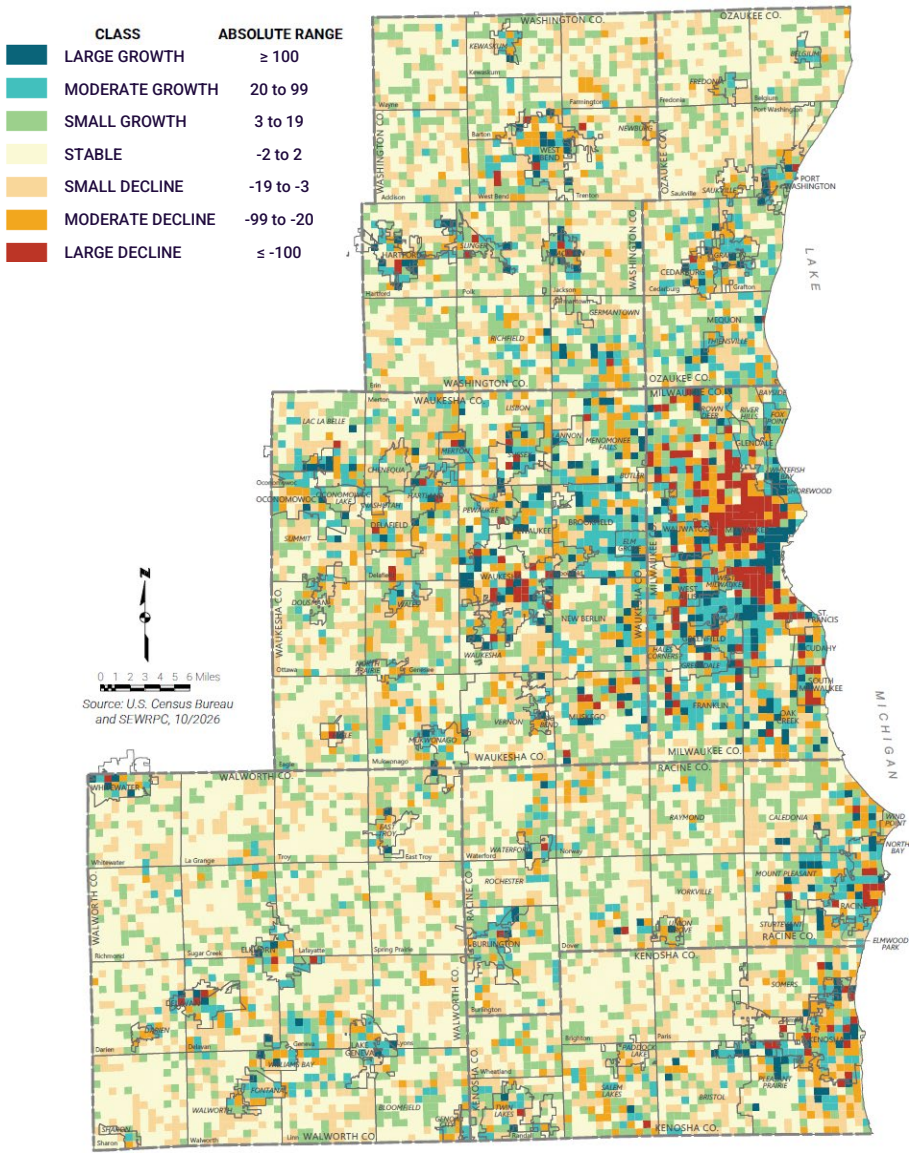
31%

of households are one person

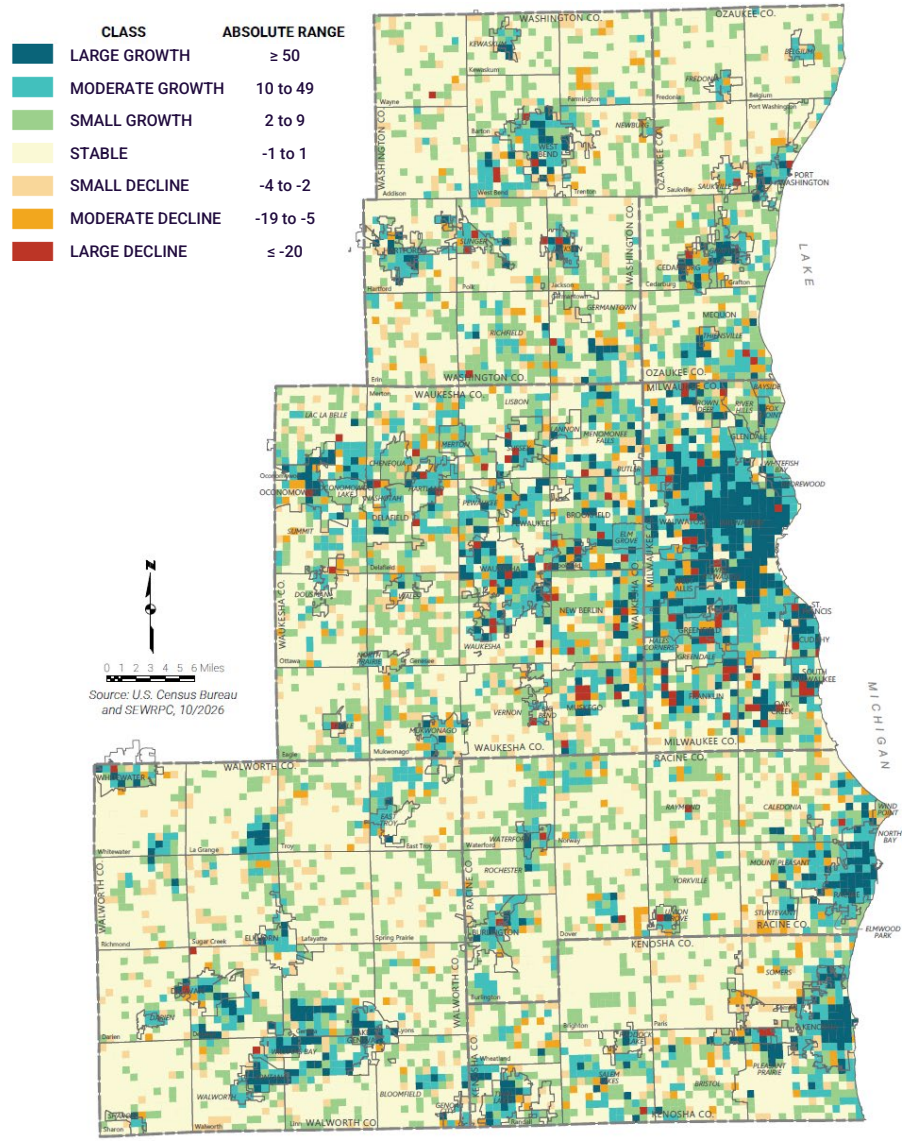
2.39 → 2.18

people per household by 2060

CHANGE IN POPULATION BY QUARTER-SECTION (2010-2020)



CHANGE IN HOUSEHOLDS BY QUARTER-SECTION (2010-2020)



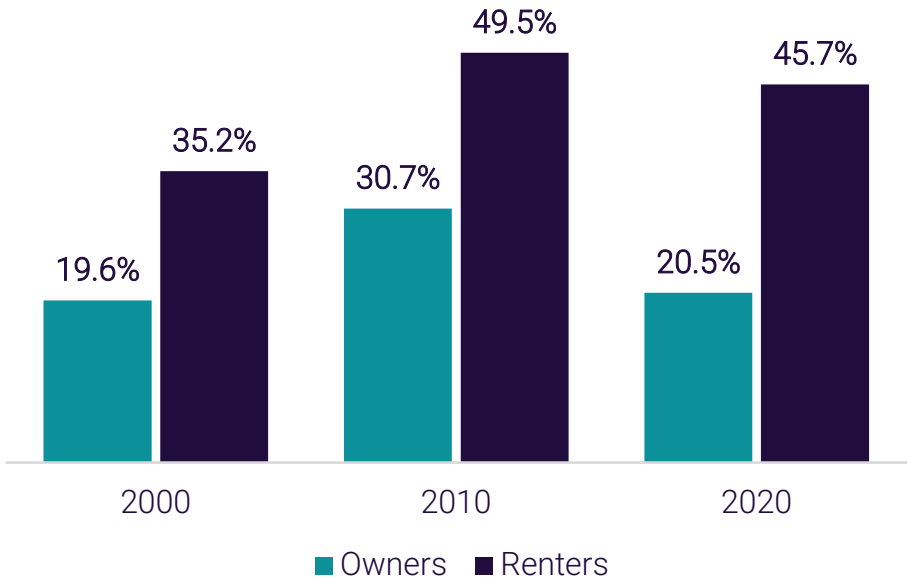
Housing

Costs and affordability

Demographic Profile
Economic Profile
Regional Context
Forecasts

Housing costs are a growing burden, especially for renters

COST-BURDENED HOUSEHOLDS (30%+ OF INCOME)



+23.5%

median home value growth, 2020 to 2024, adjusted for inflation

5

counties with double-digit increases in median gross rent, 2020 to 2024

FOR DISCUSSION Housing costs rose while earnings were flat for many residents. What housing, and where, will meet today's and tomorrow's needs?

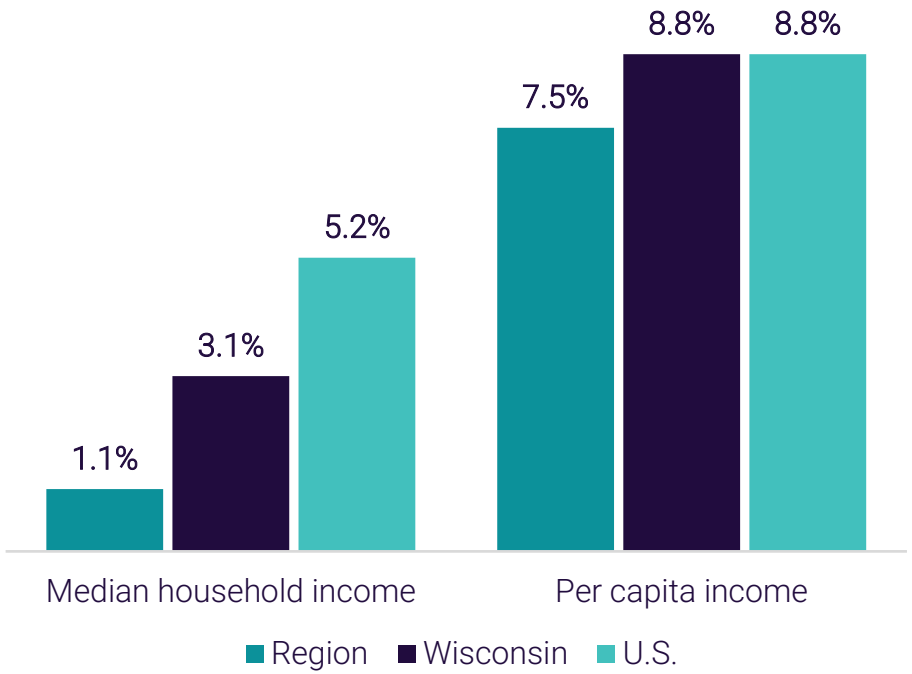
Education & Income

Comparative trends

Demographic Profile
Economic Profile
Regional Context
Forecasts

Education is a strength, but incomes have not kept pace with the State and Nation

REAL INCOME GROWTH, 2010 TO 2020



34.1%

of adults 25+ have a bachelor's degree or higher (Wisconsin 30.8%)

2×

earnings of bachelor's holders vs. those without a diploma

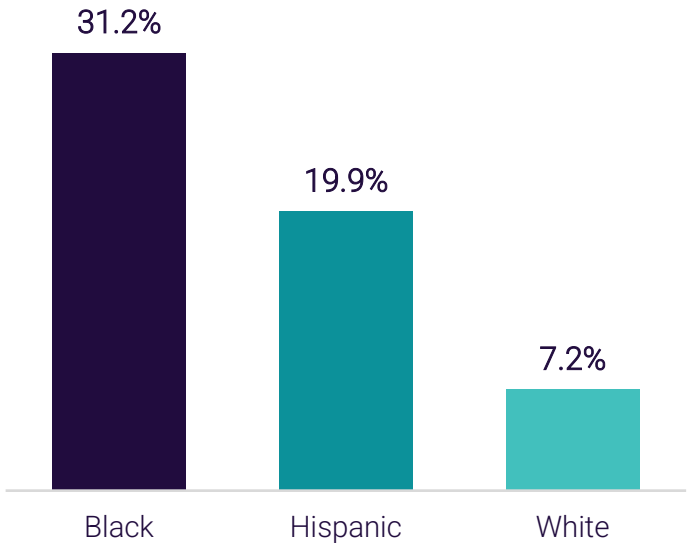
Poverty

Differences by race and place

Demographic Profile
Economic Profile
Regional Context
Forecasts

Disparities by race and place persist throughout the Region

POVERTY RATE BY RACE AND ETHNICITY, 2020

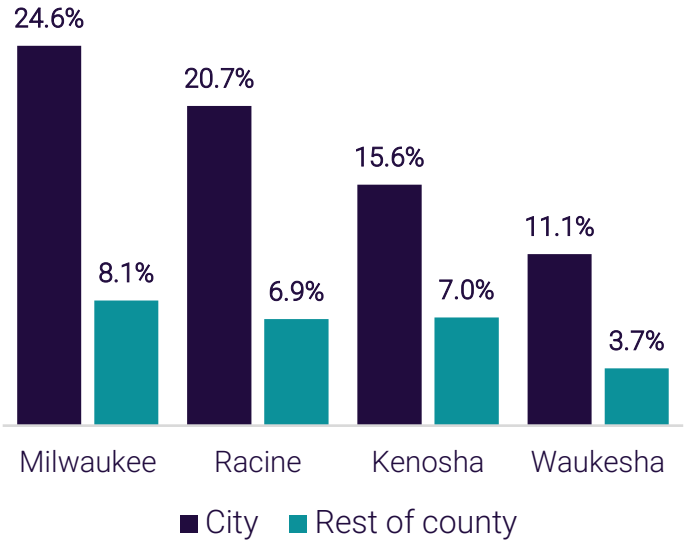


Black and White are non-Hispanic

4×

Black poverty rate relative to white poverty rate in 2020

POVERTY RATE: CITY VS. REST OF COUNTY, 2020



3×

poverty rate in Cities of Milwaukee and Racine relative to their surrounding counties

Labor Force

Trends and participation

Demographic Profile
Economic Profile
Regional Context
Forecasts

Labor force growth and participation impact economic vitality

LABOR FORCE GROWTH

0.6%

from 2010 to 2020, the slowest decade on record

PARTICIPATION RATE

66.0%

down from 68.5%, the first decline in at least seven decades

WOMEN'S SHARE

48.7%

of the labor force, up from 28.8% in 1950

WHAT IT MEANS Fewer new workers will eventually limit economic growth

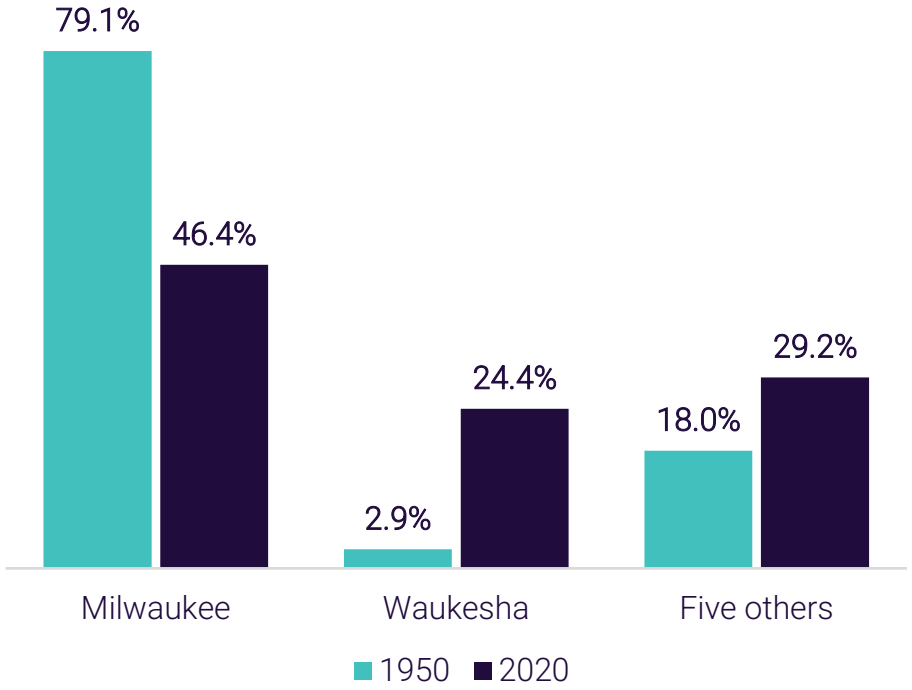
Employment

Geographic and industry shifts

Demographic Profile
Economic Profile
Regional Context
Forecasts

Jobs are growing faster than the workforce, and the geographic and industry distributions are changing

SHARE OF REGIONAL JOBS, 1950 VS. 2020



+70,900

jobs added from 2010 to 2020 (+6.0%)

30% → 12%

manufacturing's share of jobs, 1970 to 2020

50.3%

jobs in service industries, 2020

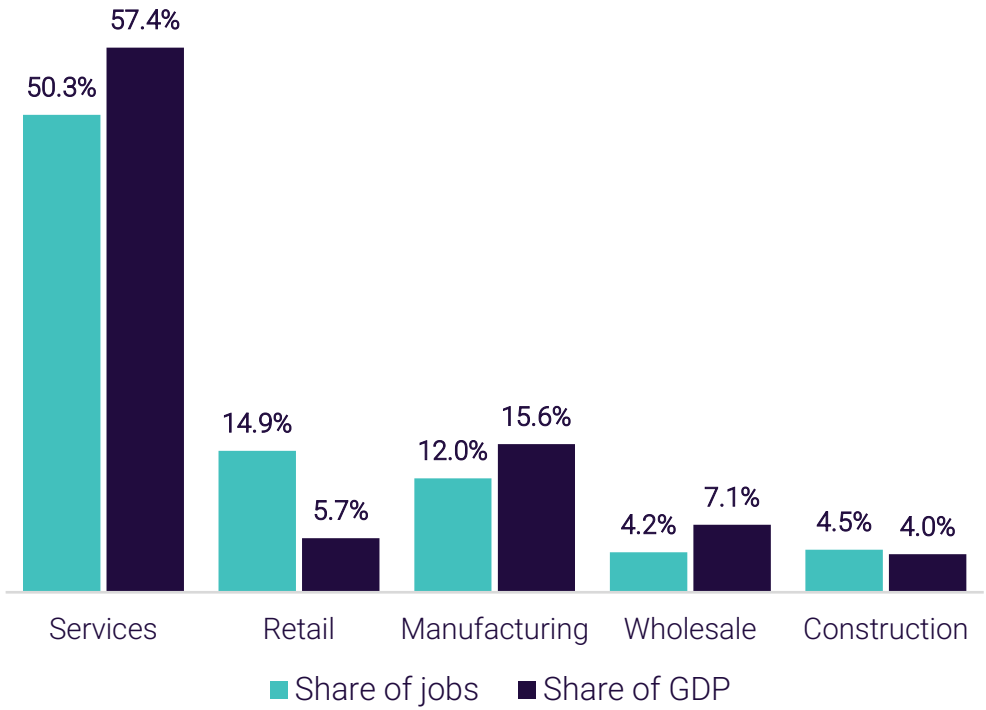
Economic Value

Industries and clusters

Demographic Profile
Economic Profile
Regional Context
Forecasts

Manufacturing contributes more to GDP than to jobs, while retail is the reverse

SHARE OF JOBS VS. SHARE OF GDP, 2020



8.56

location quotient for electrical equipment, the most concentrated industry

21.3%

of the Region's GDP comes from finance, insurance, and real estate

45,000+

jobs in elder and family care, with below-average wages

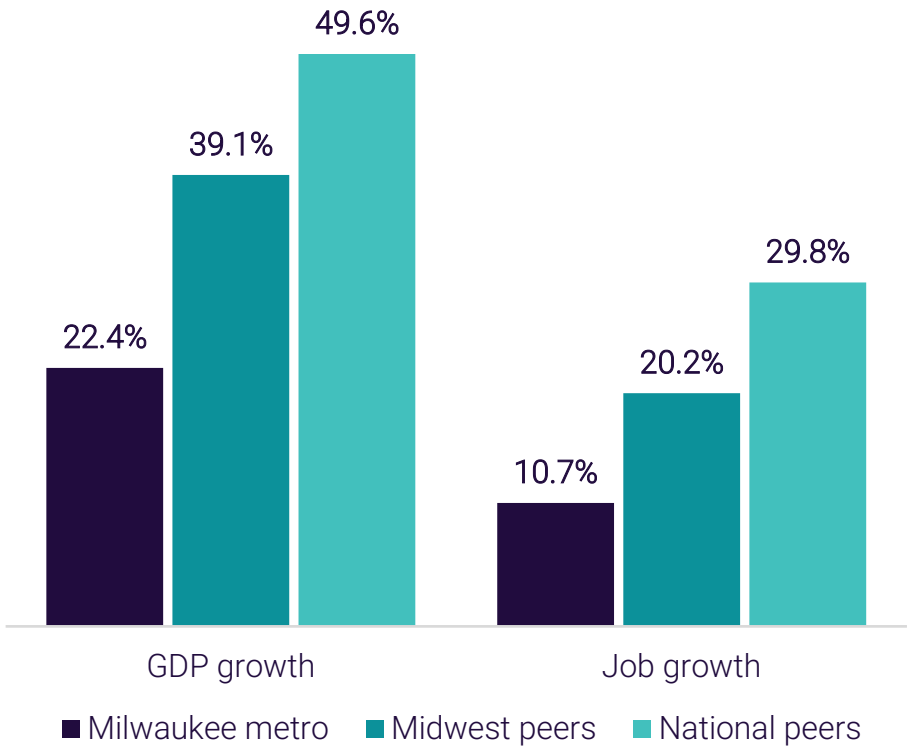
Regional Context

Peer metro comparison

Demographic Profile
Economic Profile
Regional Context
Forecasts

The Milwaukee metro area has grown more slowly than its peers

GROWTH, 2010 TO 2022: MILWAUKEE METRO VS. PEERS



0.2%

Milwaukee metro population growth (Midwest peers 6.3%)

22.4%

GDP growth – the lowest of all 28 peer metro areas

Forecasts

2060 population, household, and employment projections

Demographic Profile
Economic Profile
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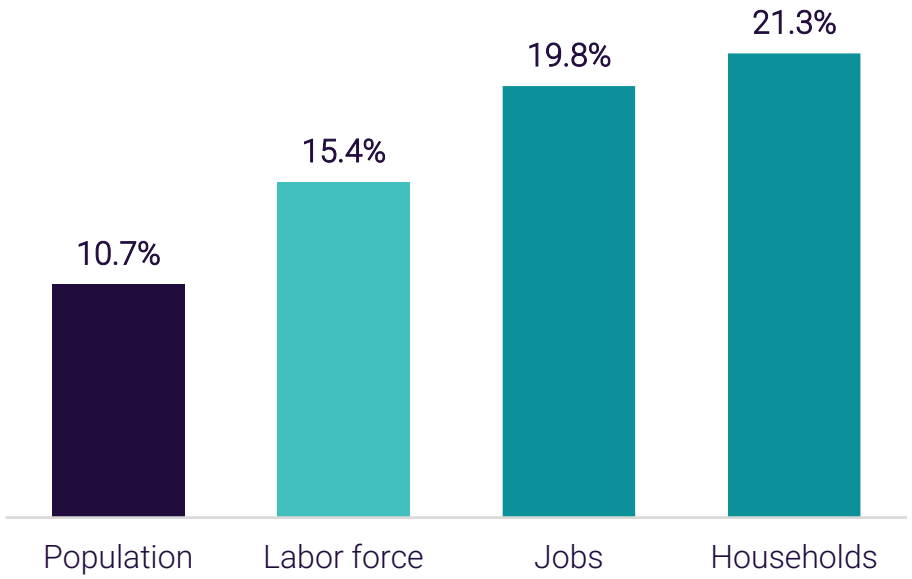
Forecasts

Jobs and households are projected to grow about twice as fast as population

PROJECTED GROWTH, 2020 TO 2060 (INTERMEDIATE)



2.27 million
residents in 2060

1.02 million
households in 2060

1.49 million
jobs in 2060

THE BASIS The intermediate scenario is the basis for VISION 2060. Scenarios differ mainly in assumed migration.

2050 vs. 2060

Compared with VISION 2050

Demographic Profile
Economic Profile
Regional Context
Forecasts

The 2060 forecast has fewer people than VISION 2050, but more households and jobs

POPULATION

−6.5%

about 156,000 below VISION 2050's forecast

HOUSEHOLDS

+1.7%

about 17,000 above VISION 2050's forecast

JOBS

+4.5%

about 64,300 above VISION 2050's forecast

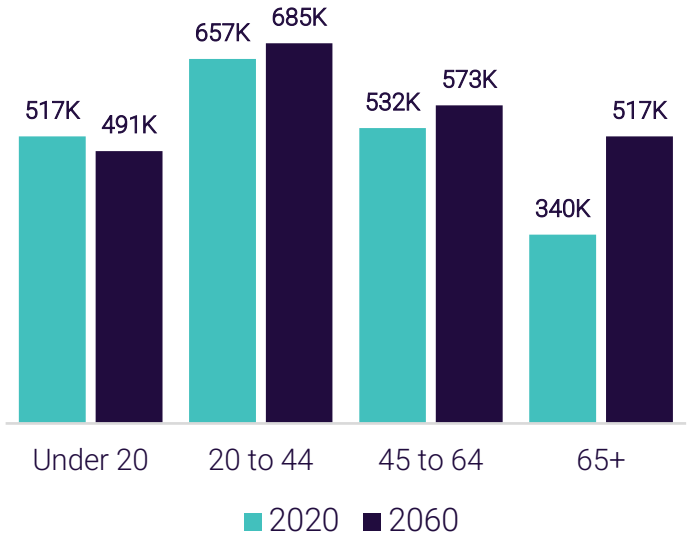
Who Will Live Here

2060 demographics

Demographic Profile
Economic Profile
Regional Context
Forecasts

By 2060, the Region will be older and more diverse, with few added working-age residents

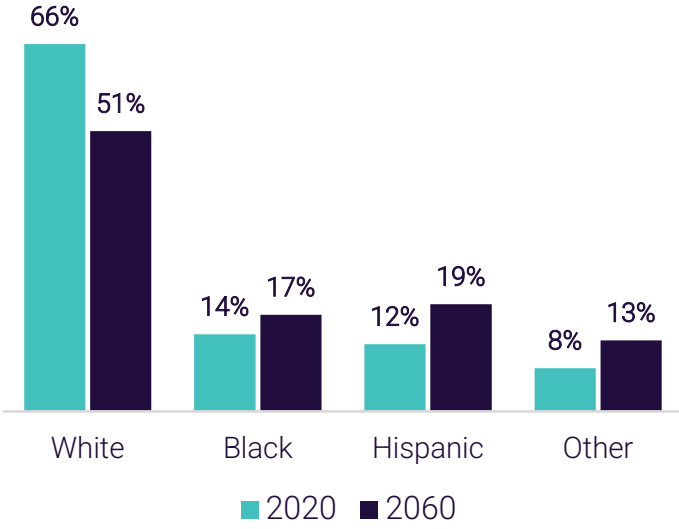
POPULATION BY AGE GROUP (THOUSANDS)



Ages 65+ grow 51.8%

Ages 20 to 64 grow 5.7%.

SHARE OF POPULATION BY GROUP



Minority population share increases from 33.8% to 49.5%.

Planning Implications

Key Trends and Implications

Five key themes to carry into VISION 2060

1. **Attracting and retaining residents**
   Jobs are projected to grow nearly twice as fast as population.
2. **Housing for a changing population**
   What housing is needed for smaller households and older residents?
3. **Connecting workers and jobs**
   How can housing and transportation connect workers to jobs?
4. **Addressing disparities**
   Gaps by race and place are among the widest of peer metro areas.
5. **Planning under uncertainty**
   How do we plan for emerging needs and changing conditions?

06

Comments & Next Steps

Contacts

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THANK YOU

Please reach out for more information!

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