

Chapter I - ISSUES AND OPPORTUNITIES

A. Background information on community

The Town of Richmond was formed on January 25, 1856. The Town of Richmond is located in Shawano County and situated to the immediate west of the City of Shawano and contains mainly agriculture, open space and rural residential uses. It consists of 33.64 square miles of land and .8 square miles of water. The Town adopted their zoning ordinance in 1967.

B. Community Involvement

In August, 2008, a survey, prepared by the Town of Richmond Planning Commission was sent to all property owners in the Town. 391 surveys were returned and complete results will be included in this Comprehensive Plan. A Public Participation Plan was adopted at the September, 2008 meeting of the Town Board and will be included in this Comprehensive Plan.

C. Visioning

In October, 2008, the Comprehensive Planning Committee identified issues, opportunities, strengths and weaknesses specific to the Town of Richmond. Some of the issues identified include:

1. Extra territorial powers of the City of Shawano
2. Preserve farmland and forestland
3. Access to State Highway 29
4. Development near future Highways MMM and 29 Interchange
5. Proposed frontage roads along State Highway 29
6. Use of the Sanitary District
7. Farm conflicts with residences
8. Alternative energy sources
9. ATV and Recreation trails

D. Goals and Objectives

The goals of the Town of Richmond will be consistent with the elements of this plan, as required by Wisconsin Statute #66.1001 so that it reflects the needs of the Town of Richmond for the next 20 years. This plan may be subject to change and revision as the need arises over the years to keep it current and applicable. This plan should be reviewed annually and updated a minimum of every five years.

The development of overall goals and objectives will help to determine the short and long term plans for the Town. The development of policies and programs will help determine how the goals and objectives might be best achieved.

The following are the Issues and Opportunities policies for the Town of Richmond. The essence of these recommendations is carried throughout our entire Comprehensive Plan.

1. Protect and improve the health, safety and welfare of the residents of the Town of Richmond.
 - Encourage safe utilization of all Town assets
 - Maintain signage for road areas of the Town
2. Preserve and enhance the quality of life for the residents of the Town of Richmond
3. Protect and preserve the small community character of the Town of Richmond
4. Preserve environmentally sensitive areas
 - Discourage development in wetlands or areas with land that is subject to erosion and floodplains
 - Encourage land uses that will likely lead to preservation of our natural resources

E. Opportunities

The Town of Richmond will continue to try to utilize the following opportunities as they are presented.

- Work with Department of Transportation on access and frontage roads
- Continue to formulate, plan and educate the public
- Work with East Central Regional Planning on sanitary district
- Work with surrounding communities

F. Strengths

- Town has own zoning
- Town has good roads and services
- There is a diversity of business, industry and agriculture
- Close to the City of Shawano
- Proximity to State Highway 29 and centrally located to metropolitan areas of Green Bay, Appleton and Wausau
- Has a diversity of natural resources and good water quality
- Good access to schools

G. Weaknesses

The Town of Richmond Planning Commission and Town Board have concerns about a possible lack of understanding of Town government by our citizens and would like to encourage greater public participation in all matters concerning the Town.

There is also a concern regarding the need for additional higher paying jobs.

H. Population and household forecasts:

Along with its location, the Town of Richmond's population, economic conditions, environmental characteristics and proximity to transportation corridors have directly affected the community's past growth patterns. These conditions also form the basis for future growth and development.

The 1860 census information indicates residents were mainly farmers and came from a wide area of the globe. Population in that census was 171.

Contributed for use in USGenWeb Archives

Population Comparisons Total population is 1719 in 2000

| Year | Town of Richmond | Shawano County | WI |
|------|------------------|----------------|-----------|
| 1970 | 1397 | 32,650 | 4,417,821 |
| 1980 | 1543 | 35,928 | 4,705,642 |
| 1990 | 1587 | 37,157 | 4,891,769 |
| 2000 | 1719 | 40,664 | 5,363,675 |
| 2008 | 1872 | 41,072 | 5,529,026 |
| 2009 | 1872 | | |
| 2010 | 1864 | 41,949 | 5,686,986 |
| 2011 | 1867 | 41,954 | 5,694,236 |
| 2012 | 1871 | 41,919 | 5,703,525 |
| 2013 | 1873 | 41,875 | 5,717,110 |
| 2014 | 1872 | 41,859 | 5,732,981 |
| 2015 | 1871 | 41,849 | 5,753,324 |
| 2016 | 1868 | 41,755 | 5,775,120 |
| 2017 | 1865 | 41,549 | 5,783,278 |
| 2018 | 1879 | 41,655 | 5,816,000 |

Source U.S. Census and Wis. DOA Demographic Services

Every year, the US Census produces an estimate for the number of people living in Richmond. The most recent estimate is for the year 2008 and at that time, Richmond had an estimated population of 1,872 people. This is an increase of roughly 9 % since the 2000 Census.

The following table contains the yearly population estimates since the last Census (the next Census will be in 2010). Population density totals 55.6 people per square mile, based on the 2008 population estimate.

| <u>Year</u> | <u>Population</u> | <u>% Change</u> |
|-------------|-------------------|-----------------------|
| 2011 | 1,867 | 0.16% since 2010 |
| 2010 | 1,864 | - 0.42% since 2009 |
| 2009 | 1,872 | No increase from 2008 |
| 2008 | 1,872 | 4.46% since 2007 |
| 2007 | 1,792 | No increase from 2006 |
| 2006 | 1,792 | -0.33% since 2005 |
| 2005 | 1,798 | 0.78% since 2004 |
| 2004 | 1,784 | 1.54% since 2003 |
| 2003 | 1,757 | 0.46% since 2002 |
| 2002 | 1,749 | 0.52% since 2001 |
| 2001 | 1,740 | 1.22% since 2000 |
| 2000 | 1,719 | The Last Census |

East Central Regional Planning offers these population estimates for the future:

| YEARS | ESTIMATES |
|--------------|------------------|
| 2010 | 1958 |
| 2015 | 2041 |
| 2020 | 2121 |
| 2025 | 2201 |
| 2030 | 2266 |

Source: U.S. Census: 1970, 1980, 1990, 2000; DOA, 2004; ECWRPC.

In the event the Town of Richmond lives up to these estimated numbers, the Town should begin now for planning for how to handle this influx of people and the additional services that will be required.

Population by gender indicates the following:

| GENDER | RICHMOND | % | WISCONSIN | US |
|---------------|-----------------|----------|------------------|-----------|
| MALE | 891 | 51.8 | 49.4 | 49.1 |
| FEMALE | 828 | 48.2 | 50.6 | 50.9 |

Source: U.S. Census: 2000

| | Male | | | Female | | | Total | Median Age |
|-------------------------|------------|--------------|-------------|------------|--------------|-------------|--------------|-------------|
| | Number | Percent | Median Age | Number | Percent | Median Age | | |
| Town of Richmond | 946 | 50.8% | 46.5 | 918 | 49.2% | 46.5 | 1,864 | 46.5 |
| Shawano County | 20,921 | 49.9% | 42.1 | 21,028 | 50.1% | 43.8 | 41,949 | 43 |
| Wisconsin | 2,822,400 | 49.6% | 37.3 | 2,864,586 | 50.4% | 39.6 | 5,686,986 | 38.5 |

Source: U.S. Census 2010, DP-1

Population by Age

Population breakdown by age indicates that average age of the population of the Town of Richmond is 39.04 years. This is slightly older than the average age of Wisconsin (36.72 years) or of the United States (36.22 years). *{Data from original Comprehensive Plan in 2008.}*

Data from 2010 Census shown below indicates the average age of the Population of the Town of Richmond in 2010 was 46.5 years. This still slightly higher than the average age of Shawano County (43.0) and the State of Wisconsin (38.5)

| AGE | NUMBER | WISCONSIN | US |
|-------------|--------|-----------|------|
| Under 16 | 339 | 21.0 | 21.4 |
| 16-24 years | 175 | 14.3 | 13.9 |
| 25-44 | 479 | 29.5 | 30.2 |
| 45-64 | 487 | 22.2 | 22.0 |
| 65 + | 239 | 13.0 | 12.4 |

Source: U.S. Census: 2000

Percent of Population by Age Cohort, 2000 and 2010

| 2000 | Under 5 | 5 to 19 | 20 to 24 | 25 to 44 | 45 to 64 | 65 and older | Total | Median Age |
|-------------------------|-------------|--------------|-------------|--------------|--------------|--------------|--------------|-------------|
| | Percent | Percent | Percent | Percent | Percent | Percent | | |
| Town of Richmond | 5.8% | 20.6% | 3.4% | 27.8% | 28.4% | 14.0% | 1,719 | 39.9 |
| Shawano County | 6.1% | 21.8% | 4.6% | 27.6% | 23.1% | 16.8% | 40,664 | 38.5 |
| Wisconsin | 6.4% | 22.2% | 6.7% | 29.5% | 22.2% | 13.1% | 5,363,675 | 36.0 |
| 2010 | Under 5 | 5 to 19 | 20 to 24 | 25 to 44 | 45 to 64 | 65 and older | Total | Median Age |
| | Percent | Percent | Percent | Percent | Percent | Percent | | |
| Town of Richmond | 4.7% | 18.5% | 4.1% | 19.8% | 34.1% | 18.7% | 1,864 | 46.5 |
| Shawano County | 5.8% | 19.3% | 4.8% | 23.0% | 28.7% | 18.2% | 41,949 | 43 |
| Wisconsin | 6.3% | 20.1% | 6.8% | 25.5% | 27.7% | 13.7% | 5,686,986 | 38.5 |

Source: U.S. Census 2000, 2010, DP-1

It appears our young adults are staying in the area for their educational opportunities and jobs. Young families are moving into the area from the metropolitan areas of Green Bay and Appleton seeking rural opportunities. Many of these young families may have previous connections to the Town and, may have grown up here. Shawano County's population has risen in the decade of the 90's, as has Wisconsin's population during that same period.

Population by Race and ethnicity

The 2000 census indicates a very gradual increasing rate of diverse racial and ethnicity, at least in property ownership in the Town. Total population in the 2000 Census was 1719.

| 2000 | All ages | | 2010 | All Ages |
|------------------|----------|---------|------|----------|
| | Number | Percent | | |
| Subject | | | | |
| Total population | 1719 | 100.0 | 1864 | 100.0 |
| Native American | 63 | 4.0 | 66 | 3.5 |
| Some other race | 8 | .4 | 4 | .2 |
| White | 1627 | 94.0 | 1743 | 93.5 |
| Hispanic/Latino | 22 | 1.2 | 20 | 1.1 |
| Asian | 3 | .2 | 12 | .6 |
| Black | 3 | .2 | 5 | .3 |

Source: U.S. Census: 2000, U.S. Census: 2010

With the possibility of an ever-increasing emigration of people from the large metropolitan areas into the Town, the trend toward increasing population is expected to continue over the next decade, or longer. People in search of land, privacy, a safe place to raise children, and a sense of community are leaving larger cities and working their way farther north and west.

I. HOUSEHOLD FORECAST

Outside of the two unincorporated communities of the Town of Richmond, namely Thornton and Red River, forestland and farmland continue to dominate the landscape. There are a few other spots of concentrations of development. This will undoubtedly continue and increases are inevitable in the next 20 years. We will try to encourage concentrated growth in our sanitary service area. Denser residential uses are contained near the MMM corridor and along the Wolf River.

| Household Information | Town | % | US |
|-------------------------------|------|------|-------|
| Average household size | 2.57 | | 2.59 |
| Average family size | 2.92 | | 3.14 |
| Total housing units | 719 | | |
| Occupied housing units | 668 | 92.9 | 91.0% |
| Owner-occupied housing units | 600 | 89.8 | 66.2% |
| Renter-occupied housing units | 68 | 10.2 | 33.8% |
| Vacant housing units | 51 | 7.1 | 9.0% |

Source Original Comprehensive Plan 2008

Households and Persons per Household, 2000 & 2010

| | 2000 | | 2010 | |
|-------------------------|------------|----------------|------------|----------------|
| | No. HH | Persons per HH | No. HH | Persons per HH |
| Town of Richmond | 668 | 2.57 | 762 | 2.45 |
| Shawano County | 15,815 | 2.51 | 17,019 | 2.42 |
| Wisconsin | 2,084,544 | 2.5 | 2,279,768 | 2.43 |

Vacancy Status, 2000

| | Total Housing Units | Occupied Housing Units | Vacant Housing Units | Homeowner Vacancy Rate | Rental Vacancy Rate |
|-------------------|---------------------|------------------------|----------------------|------------------------|---------------------|
| T Richmond | 719 | 668 | 51 | 1.0% | 5.6% |
| Shawano County | 18,317 | 15,815 | 2,502 | 1.2% | 6.6% |
| Wisconsin | 2,321,144 | 2,084,544 | 236,600 | 1.2% | 5.6% |

Source: U.S. Census 2000 SF-1, DP-1

Vacancy Status, 2010

| | Total Housing Units | Occupied Housing Units | Vacant Housing Units | Homeowner Vacancy Rate | Rental Vacancy Rate |
|-------------------|---------------------|------------------------|----------------------|------------------------|---------------------|
| T Richmond | 836 | 762 | 74 | 1.7% | 4.8% |
| Shawano County | 20,720 | 17,019 | 3,701 | 17.9% | 8.1% |
| Wisconsin | 2,624,358 | 2,279,768 | 344,590 | 2.2% | 8.0% |

Source: U.S. Census 2010 SF-1, DP-1

Occupancy Characteristics, 2000

| | Occupied Housing Units | Owner Occupied Housing Units | Percent Owner Occupied | Renter Occupied Housing Units | Percent Renter Occupied |
|-------------------|------------------------|------------------------------|------------------------|-------------------------------|-------------------------|
| T Richmond | 668 | 600 | 89.8% | 68 | 10.2% |
| Shawano County | 15,815 | 12,370 | 78.2% | 3,445 | 21.8% |
| Wisconsin | 2,084,544 | 1,426,361 | 68.4% | 658,183 | 31.6% |

Source: U.S. Census 2000, SF-1, DP-

Occupancy Characteristics, 2010

| | Occupied Housing Units | Owner Occupied Housing Units | Percent Owner Occupied | Renter Occupied Housing Units | Percent Renter Occupied |
|----------------|------------------------|------------------------------|------------------------|-------------------------------|-------------------------|
| T Richmond | 762 | 683 | 89.6% | 79 | 10.4% |
| Shawano County | 17,019 | 12,999 | 76.4% | 4,020 | 23.6% |
| Wisconsin | 2,279,768 | 1,551,558 | 68.1% | 728,210 | 31.9% |

Source: U.S. Census 2010, SF-1, DP-

Tenure by Size, 2000 and 2010

| | Town of Richmond | | | | Shawano County | | | |
|-------------------------------|------------------|--------|--------|--------|----------------|--------|--------|--------|
| | 2000 | | 2010 | | 2000 | | 2010 | |
| | Number | % | Number | % | Number | % | Number | % |
| TENURE | | | | | | | | |
| Occupied housing units | 668 | 100.0% | 762 | 100.0% | 15,815 | 100.0% | 17,019 | 100.0% |
| Owner-occupied housing | 600 | 89.8% | 683 | 89.6% | 12,370 | 78.2% | 12,999 | 76.4% |
| Renter-occupied housing | 68 | 10.2% | 79 | 10.4% | 3,445 | 21.8% | 4,020 | 23.6% |
| | | | | | | | | |
| Owner-occupied housing units | 600 | +/-34 | 683 | 100.0% | 12,370 | 100.0% | 12,999 | 100.0% |
| 1-person household | 102 | 17.0% | 125 | 18.3% | 2,417 | 19.5% | 2,800 | 21.5% |
| 2-person household | 240 | 40.0% | 331 | 48.5% | 4,917 | 39.7% | 5,452 | 41.9% |
| 3-person household | 110 | 18.3% | 87 | 12.7% | 1,935 | 15.6% | 1,952 | 15.0% |
| 4-person household | 100 | 16.7% | 90 | 13.2% | 1,882 | 15.2% | 1,653 | 12.7% |
| 5-person household | 33 | 5.5% | 40 | 5.9% | 811 | 6.6% | 768 | 5.9% |
| 6-person household | 10 | 1.7% | 6 | 0.9% | 277 | 2.2% | 239 | 1.8% |
| 7-or-more-person household | 5 | 0.8% | 4 | 0.6% | 131 | 1.1% | 135 | 1.0% |
| | | | | | | | | |
| Renter-occupied housing units | 68 | 100.0% | 79 | 100.0% | 3,445 | 100.0% | 4,020 | 100.0% |
| 1-person household | 18 | 26.5% | 32 | 40.5% | 1,518 | 44.1% | 1,722 | 42.8% |
| 2-person household | 32 | 47.1% | 15 | 19.0% | 890 | 25.8% | 1,135 | 28.2% |
| 3-person household | 10 | 14.7% | 14 | 17.7% | 456 | 13.2% | 499 | 12.4% |
| 4-person household | 6 | 8.8% | 13 | 16.5% | 312 | 9.1% | 351 | 8.7% |
| 5-person household | 2 | 2.9% | 4 | 5.1% | 169 | 4.9% | 198 | 4.9% |
| 6-person household | 0 | 0.0% | 0 | 0.0% | 64 | 1.9% | 71 | 1.8% |
| 7-or-more-person household | 0 | 0.0% | 1 | 1.3% | 36 | 1.0% | 44 | 1.1% |

Source: U.S. Census, 2000 and 2010, QT-H2

Age of Structure by Year Built, 2012-2016 ACS 5-Yr Estimate

| Year | Town of Richmond | | Shawano County | | Wisconsin | |
|-----------------|------------------|---------|----------------|---------|-----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 2014 or later | 11 | 1.4% | 24 | 0.5% | 6,516 | 0.2% |
| 2010-2013 | 8 | 1.0% | 230 | 1.1% | 37,368 | 1.4% |
| 2000 to 2009 | 135 | 16.6% | 3,115 | 14.6% | 344,300 | 13.0% |
| 1990 to 1999 | 106 | 13.0% | 2,783 | 13.2% | 372,022 | 14.0% |
| 1980 to 1989 | 40 | 4.9% | 1,890 | 8.9% | 263,304 | 9.9% |
| 1970 to 1979 | 152 | 18.7% | 3,199 | 16.2% | 392,006 | 14.8% |
| 1960 to 1969 | 111 | 13.6% | 1,651 | 7.7% | 259,547 | 9.8% |
| 1950 to 1959 | 88 | 10.8% | 1,631 | 7.4% | 297,525 | 11.2% |
| 1940 to 1949 | 70 | 8.6% | 1,390 | 6.4% | 153,101 | 5.8% |
| 1939 or earlier | 93 | 11.4% | 4,801 | 25.2% | 523,908 | 19.8% |
| Total | 814 | 100% | 20,714 | 92% | 2,649,597 | 100% |

Source: U.S. Census 2012-2016 ACS 5-Year Estimate, DP04

Household Projections, 2010 - 2040

| | Town of Richmond | | Shawano County | | Wisconsin | |
|----------------|------------------|-----------|----------------|-----------|-----------|-----------|
| | No. HH | Person/HH | No. HH | Person/HH | No. HH | Person/HH |
| 2010 | 762 | 2.45 | 17,019 | 2.42 | 2,279,768 | 2.43 |
| 2015 | 800 | 2.38 | 17,596 | 2.36 | 2,371,815 | 2.38 |
| 2020 | 849 | 2.34 | 18,417 | 2.32 | 2,491,982 | 2.35 |
| 2025 | 903 | 2.31 | 19,264 | 2.29 | 2,600,538 | 2.32 |
| 2030 | 949 | 2.29 | 19,970 | 2.27 | 2,697,884 | 2.30 |
| 2035 | 979 | 2.26 | 20,243 | 2.24 | 2,764,498 | 2.28 |
| 2040 | 985 | 2.24 | 20,129 | 2.22 | 2,790,322 | 2.26 |
| Percent Change | | | | | | |
| 2010 to 2015 | 5.0% | -2.9% | 3.4% | -2.5% | 4.0% | -2.2% |
| 2015 to 2020 | 6.1% | -1.7% | 4.7% | -1.7% | 5.1% | -1.2% |
| 2020 to 2025 | 6.4% | -1.3% | 4.6% | -1.3% | 4.4% | -1.0% |
| 2025 to 2030 | 5.1% | -0.9% | 3.7% | -0.9% | 3.7% | -1.0% |
| 2030 to 2035 | 3.2% | -1.3% | 1.4% | -1.3% | 2.5% | -1.0% |
| 2035 to 2040 | 0.6% | -0.9% | -0.6% | -0.9% | 0.9% | -0.8% |

Source: WDOA, Wisconsin Demographic Services Center, Vintage 2013 Population Projections

J. EMPLOYMENT FORECAST

Unlimited employment opportunities exist within driving distance for residents employed outside of the Town. With easy access to State Highway 29, commute times of 30 minutes to an hour or more each direction are acceptable to many.

The 2000 Census shows that 72.1% of the population 16 years and older are employed.

| <u>Economic Characteristics</u> | <u>Number</u> | <u>U.S.</u> |
|---|----------------------|--------------------|
| In labor force (population 16 years and over) | 979 | 63.9% |
| Mean travel time to work in minutes (workers 16 years and over) | 20.5 | 25.5 |
| Median household income in 1999 (dollars) | 43,800 | 41,994 |
| Median family income in 1999 (dollars) | 46,736 | 50,046 |
| Per capita income in 1999 (dollars) | 21,628 | 21,587 |
| Families below poverty level | 18 | 9.2% |
| Individuals below poverty level | 70 | 12.4% |

Minor commercial and industrial uses are currently present near the STH 29 corridor along the Wolf River. It is possible, but unlikely, that any major industry will locate to the Town of Richmond due to its location near major State highways. When the state and nation's economic climate improves, it is possible we could add several additional smaller businesses and/or industries; with perhaps more home based businesses. The Town will continue working to encourage that possibility. Home-based e-commerce businesses are most likely located within the Town.

According to a Town survey done in 2008 by the Richmond Plan Commission, agriculture remains the predominant use of land in the Town of Richmond. With an aging farm population and decreasing farm revenues for the small farmer, it is difficult to estimate how long this will continue.

An Economic Development Committee could help to develop local business opportunities as well as helping established businesses. This is a positive idea and could be encouraged through the Town Board of Supervisors.

Future Highway 29/MMM interchange could be a possible opportunity for economic development within the Town.

A portion of the Town already has fiber optics in place. This could prove an attractive incentive for future economic development in that area.

2000 Census shows the following:

| Employment Status | Number | Percent |
|--|---------------|----------------|
| Population 16 years and over | 1358 | 100.0 |
| In labor force | 979 | 72.1 |
| Employed | 960 | 70.7 |
| Unemployed | 19 | 1.4 |
| Not in labor force | 379 | 27.9 |
| Females 16 years & over | 665 | 100.0 |
| In Labor force | 426 | 64.1 |
| Employed | 417 | 62.7 |
| All parents in family in work force | 68 | 63.0 |
| Commuting to work | | |
| Workers 16 years & over | 950 | 100.0 |
| Car, truck or van – alone | 729 | 76.7 |
| Carpooled | 125 | 13.2 |
| Walked | 22 | 2.3 |
| Other means | 4 | .4 |
| Worked at home | 70 | 7.4 |
| Mean travel time to work | 20.5 | |
| Employed 16 years and over | 960 | 100.0 |
| Occupation | | |
| Management - professional | 292 | 30.4 |
| Service Occupations | 108 | 11.3 |
| Sales and office occupations | 213 | 22.2 |
| Farming, fishing, forestry | 15 | 1.6 |
| Construction, extraction, maintenance | 129 | 13.4 |
| Production, transportation, etc | 203 | 21.1 |
| Industry | | |
| Agricultural, forestry, fish, hunting | 80 | 8.3 |
| Construction | 84 | 8.8 |
| Manufacturing | 224 | 23.3 |
| Wholesale trade | 23 | 2.4 |
| Retail trade | 111 | 11.6 |
| Finance, insurance, Real Estate | 29 | 3 |
| Professional, management | 43 | 4.5 |
| Educational, health, social services | 147 | 15.3 |
| Arts, entertainment, recreation, food services | 78 | 8.1 |
| Other services | 44 | 4.6 |

| | | |
|-------------------------------|-----|------|
| Public Administration | 48 | 5.0 |
| Class of Worker | | |
| Private wage & salary workers | 740 | 77.1 |
| Government workers | 116 | 12.1 |
| Self-employed | 95 | 9.9 |
| Unpaid family workers | 9 | .9 |

Employment Status, 16 Years and Older, 2000 and 2012-2016 ACS 5-Year Estimates

| | Total Civilian Labor Force (2000) | | | | |
|-------------------------|-----------------------------------|------------|--------------|------------|--------------|
| | Total | Men | Percent | Women | Percent |
| Town of Richmond | 979 | 553 | 56.5% | 426 | 43.5% |
| Shawano County | 20,824 | 11,130 | 53.4% | 9,694 | 46.6% |
| Wisconsin | 2,869,236 | 1,505,853 | 52.5% | 1,363,383 | 47.5% |

Source: U.S. Census 2000, DP-3; 2012-2016 ACS 5-Year Estimates, DP03

| | Total Civilian Labor Force (2012-2016) | | | | |
|-------------------------|--|------------|--------------|------------|--------------|
| | Total | Male | Percent | Female | Percent |
| Town of Richmond | 950 | 476 | 50.1% | 474 | 49.9% |
| Shawano County | 21,203 | 10,991 | 51.8% | 10,212 | 48.2% |
| Wisconsin | 3,079,765 | 1,602,749 | 52.0% | 1,477,016 | 48.0% |

Source: U.S. Census 2000, DP-3; 2012-2016 ACS 5-Year Estimates, DP03

Employment Status, 16 Years and Older, Percent Change, 2000 & 2012-2016 ACS 5-Year Estimates

| Jurisdiction | Percent Change, 2000 to 2012-2016 5-Year Est. | | |
|-------------------------|---|---------------|--------------|
| | Total | Male | Female |
| Town of Richmond | -3.0% | -13.9% | 11.3% |
| Shawano County | 1.8% | -1.2% | 5.3% |
| Wisconsin | 7.3% | 6.4% | 8.3% |

Top 10 Places of Employment for Town of Richmond Residents, 2015, Primary Jobs

| Rank | MCD | No. Workers | Percent |
|------|------------------------|-------------|---------|
| 1 | City of Shawano | 233 | 25.6% |
| 2 | City of Green Bay | 57 | 6.3% |
| 3 | City of Clintonville | 42 | 4.6% |
| 4 | Village of Ashwaubenon | 27 | 3.0% |
| 5 | Keshena - CDP | 25 | 2.8% |
| 6 | Village of Bonduel | 24 | 2.6% |
| 7 | City of Appleton | 22 | 2.4% |
| 8 | City of Madison | 18 | 2.0% |
| 9 | Legend Lake - CDP | 17 | 1.9% |
| 10 | City of Milwaukee | 15 | 1.7% |
| | Other | 429 | 47.2% |
| | Total | 909 | 100.0% |

Source: <http://onthemap.ces.census.gov/>

Top 10 Places of Residence for Town of Richmond Workers, 2015, Primary Jobs

| Rank | MCD | No. Workers | Percent |
|------|-----------------------|-------------|---------|
| 1 | City of Shawano | 67 | 23.2% |
| 2 | City of Stevens Point | 9 | 3.1% |
| 3 | Village of Bonduel | 6 | 2.1% |
| 4 | Village of Cecil | 4 | 1.4% |
| 5 | City of Marion | 4 | 1.4% |
| 6 | City of Clintonville | 3 | 1.0% |
| 7 | Village of Bowler | 2 | 0.7% |
| 8 | City of Fond du Lac | 2 | 0.7% |
| 9 | Keshena - CDP | 2 | 0.7% |
| 10 | City of Oshkosh | 2 | 0.7% |
| | Other | 188 | 65.1% |
| | Total | 289 | 100.0% |

Source: <http://onthemap.ces.census.gov/>

Employment by Industry, 2000

| | Town of Richmond | | Shawano County | | Wisconsin | |
|---|------------------|---------|----------------|---------|-----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Agriculture, forestry, fishing and hunting, and mining | 80 | 9.3% | 1744 | 8.7% | 75,418 | 2.8% |
| Construction | 84 | 9.8% | 1,475 | 7.4% | 161,625 | 5.9% |
| Manufacturing | 224 | 26.0% | 4,404 | 22.0% | 606,845 | 22.2% |
| Wholesale Trade | 23 | 2.7% | 565 | 2.8% | 87,979 | 3.2% |
| Retail trade | 11 | 1.3% | 2,089 | 10.4% | 317,881 | 11.6% |
| Transportation and warehousing, and utilities | 44 | 5.1% | 1,024 | 5.1% | 123,657 | 4.5% |
| Information | 5 | 0.6% | 362 | 1.8% | 60,142 | 2.2% |
| Finance, insurance, real estate, and rental and leasing | 29 | 3.4% | 938 | 4.7% | 168,060 | 6.1% |
| Professional, scientific, management, administrative, and waste management services | 43 | 5.0% | 612 | 3.1% | 179,503 | 6.6% |
| Educational, health and social services | 147 | 17.1% | 3,312 | 16.5% | 548,111 | 20.0% |
| Arts, entertainment, recreation, accommodation and food services | 78 | 9.1% | 2,040 | 10.2% | 198,528 | 7.3% |
| Other services (except public administration) | 44 | 5.1% | 819 | 4.1% | 111,028 | 4.1% |
| Public administration | 48 | 5.6% | 653 | 3.3% | 96,148 | 3.5% |

**Employment by Industry, ACS
2012-2016 5-Year Estimates**

| | Town of Richmond | | Shawano County | | Wisconsin | |
|---|------------------|-------|----------------|-------|-----------|-------|
| | Estimate | % | Estimate | % | Estimate | % |
| Agriculture, forestry, fishing and hunting, and mining | 54 | 5.9% | 1,470 | 7.3% | 71,071 | 2.5% |
| Construction | 80 | 8.7% | 1,309 | 6.5% | 155,081 | 5.3% |
| Manufacturing | 176 | 19.2% | 4,136 | 20.4% | 536,806 | 18.2% |
| Wholesale trade | 19 | 2.1% | 633 | 3.1% | 77,724 | 2.7% |
| Retail trade | 66 | 7.2% | 2,090 | 10.3% | 330,945 | 11.4% |
| Transportation and warehousing, and utilities | 22 | 2.4% | 885 | 4.4% | 124,870 | 4.4% |
| Information | 5 | 0.5% | 222 | 1.1% | 47,931 | 1.7% |
| Finance, insurance, real estate, and rental and leasing | 48 | 5.2% | 925 | 4.6% | 177,499 | 6.2% |
| Professional, scientific, management, administrative, and waste management services | 66 | 7.2% | 906 | 4.5% | 236,958 | 7.9% |
| Educational, health and social services | 215 | 23.5% | 4,011 | 19.8% | 677,098 | 23.2% |
| Arts, entertainment, recreation, accommodation and food services | 65 | 7.1% | 2,293 | 100% | 2,910,339 | 100% |
| Other services (except public administration) | 57 | 6.2% | 705 | | | |
| Public administration | 42 | 4.6% | 656 | 3.2% | 100,855 | 3.6% |
| Civilian employed population 16 years and over | 915 | 100% | 20,241 | | | |

Source: U.S. Census 2012-2016
ACS 5-Year Estimates, DP03

Employment by Occupation, 2012-2016 ACS 5-Year Estimates

| | Town of Richmond | | | Shawano County | |
|--|------------------|--------|---------|----------------|---------|
| | Estimate | MOE+/- | Percent | Estimate | Percent |
| Management, business, science, and arts occupations | 300 | +/-51 | 32.8% | 5,563 | 27.5% |
| Service occupations | 116 | +/-36 | 12.7% | 3,607 | 17.8% |
| Sales and office occupations | 212 | +/-60 | 23.2% | 4,368 | 21.6% |
| Natural resources, construction, and maintenance occupations | 121 | +/-37 | 13.2% | 2,451 | 12.1% |
| Production, transportation, and material moving occupations | 166 | +/-39 | 18.1% | 4,252 | 21.0% |
| Employed civilian population 16 years and over | 915 | +/-57 | 100% | 20,241 | 100% |

Source: U.S. Census 2012-2016 ACS 5-Year Estimates, DP03

Income in 1999

| Household | Number | Family |
|-------------------------|--------|--------|
| Less than \$10,000 | 33 | 5.1 |
| \$10,000 - \$14,999 | 28 | 4.3 |
| \$15,000 - \$24,999 | 73 | 11.2 |
| \$25,000 - \$34,999 | 103 | 15.8 |
| \$35,000 - \$49,999 | 163 | 25 |
| \$50,000 - \$74,999 | 136 | 20.9 |
| \$75,000 - \$99,999 | 41 | 6.3 |
| \$100,000-\$149,999 | 48 | 7.4 |
| \$150,000-\$199,999 | 10 | 1.5 |
| \$200,000 or more | 17 | 2.6 |
| Median Household Income | 43,800 | |

From U. S. Census Bureau report – 2000 Census

K. AGE DISTRIBUTION

Population indicates ages from elderly to the very young. Many of the families have ancestors that have been in this area from the beginnings of the Town. There are areas in the Town that great-grandpa had settled, and the land was passed on to his children and are now divided for grandchildren. The younger generations continue to be available to help the older generations as needed. Many times, after experiencing life in the larger metropolitan areas, the young people decide they want to raise their families in the area they grew up in and move back.

EDUCATION LEVELS

Many years ago, the Town of Richmond had its own school districts within its borders. This probably ended when school consolidations became prevalent. Currently, the Town of Richmond is served by the Shawano School District and the Gresham School District. Districts have the full K-12 grades and bus service is provided. There are also excellent private religious schools available; and there is some home schooling done, but it is not prevalent in this area, probably due to the quality of the schools available.

The Town is served by Northeast Wisconsin Technical College and the Fox Valley Technical Institute with a variety of courses offered for continuing one's education. These classes are usually offered through the various high schools. Shawano County Extension Office, as well as the University of Wisconsin, Green Bay, also offer off campus courses for additional or continuing education in a variety of areas. The College of Menominee Nation also offers opportunity for continuing one's education.

Education for the Developmentally Disabled is provided through the school district(s) and special transportation is also available for those children, based on the disability involved. There are also special schools available with a short commute.

Educational Attainment, 2012-2016 ACS 5-Year Estimates

| | Town of Richmond | | Shawano county | | Wisconsin | |
|-------------------------------|------------------|---------|----------------|---------|------------|---------|
| | Population | Percent | Population | Percent | Population | Percent |
| Population 25 years and over | 1,267 | 93% | 29,421 | 100% | 3,891,252 | 100% |
| Less than 9th grade | 23 | 1.8% | 915 | 3.1% | 115,960 | 3.0% |
| 9th to 12th grade, no diploma | 67 | 5.3% | 1,840 | 6.3% | 220,136 | 5.7% |
| High school graduate | 509 | 40.2% | 13,245 | 45.0% | 1,233,220 | 31.7% |

| | | | | | | |
|--|-----|-------|-------|-------|---------|-------|
| Some college, no degree | 247 | 19.5% | 5,714 | 19.4% | 816,540 | 21.0% |
| Associate's degree | 174 | 13.7% | 3,118 | 10.6% | 401,314 | 10.3% |
| Bachelor's degree | 140 | 11.0% | 2,980 | 10.1% | 729,499 | 18.7% |
| Graduate or professional degree | 17 | 1.3% | 1,609 | 5.5% | 374,583 | 9.6% |
| Percent high school graduate or higher | - | 92.9% | - | 90.6% | - | 91.4% |
| Percent bachelor's degree or higher | - | 16.2% | - | 15.6% | - | 28.4% |

Source: U.S. Census, 2012-2016 American Community Survey 5-Year Estimates, DP02

INCOME LEVELS

The 2000 Census figures show the following income figures: 652 households, 515 Families

| Income Brackets | Number | Percent | Families | Percent |
|------------------------|-----------------|---------|-----------------|---------|
| Less than \$10,000 | 33 | 5.1 | 11 | 2.1 |
| \$10,000 to \$14,999 | 28 | 4.3 | 9 | 1.7 |
| \$15,000 to \$24,999 | 73 | 11.2 | 53 | 10.3 |
| \$25,000 to \$34,999 | 103 | 15.8 | 90 | 17.5 |
| \$35,000 to \$49,999 | 163 | 25.0 | 124 | 24.1 |
| \$50,000 to \$74,999 | 136 | 20.9 | 125 | 24.3 |
| \$75,000 to \$99,999 | 41 | 6.3 | 39 | 7.6 |
| \$100,000 to \$149,999 | 48 | 7.4 | 43 | 8.3 |
| \$150,000 to \$199,999 | 10 | 1.5 | 8 | 1.6 |
| \$200,000 or more | 17 | 2.6 | 13 | 2.5 |
| Median Income | \$43,800 | | \$46,736 | |

Rounding accounts for totals not equaling 100%

Source: U.S. Census 2000

Income in 1999

| Household | Number | Family |
|-------------------------|---------------|---------------|
| Less than \$10,000 | 33 | 5.1 |
| \$10,000 - \$14,999 | 28 | 4.3 |
| \$15,000 - \$24,999 | 73 | 11.2 |
| \$25,000 - \$34,999 | 103 | 15.8 |
| \$35,000 - \$49,999 | 163 | 25 |
| \$50,000 - \$74,999 | 136 | 20.9 |
| \$75,000 - \$99,999 | 41 | 6.3 |
| \$100,000-\$149,999 | 48 | 7.4 |
| \$150,000-\$199,999 | 10 | 1.5 |
| \$200,000 or more | 17 | 2.6 |
| Median Household Income | 43,800 | |

From U. S. Census Bureau report - 2000 Census

POVERTY STATUS (below poverty level)

| | | |
|---------------------------|-----------|-------------|
| Families | 18 | 3.5% |
| With children under 18 | 10 | 4.2% |
| With children under 5 | 3 | 3.6% |
| Individuals | 70 | 4.1% |
| 18 and Over | 55 | 4.25% |
| 65 and Over | 8 | 3.7% |
| Related Children under 18 | 12 | 3.0% |
| Related Children 5-17 | 85 | 2.6% |
| Unrelated Over 15 | 346 | 17.8% |

Source: U.S. Census 2000

While the Town of Richmond is not poverty stricken, there are areas of lower income, similar to other communities in Wisconsin.

While Shawano County has no financial help for people in this regard, there has been national help and grant programs available, especially for any historically significant buildings. It is hoped that the Town Board of Supervisors will encourage checking into getting these Community Development Block Grants for these properties.

N. Surveys

In 2008, the Plan Commission sent out surveys to all property owners in the town. 391 responses were received back. (Information from the surveys are included as part of this Comprehensive Plan)

O. Conclusions/Summary

The Town of Richmond feels that construction will continue to expand over the next twenty years. The Town will attempt to direct the location and amount of future development.

It is expected that employment statistics will continue to be up and down over the next few years, but will stabilize and become consistent over the next twenty or more years.

The Town of Richmond will:

Focus on economic development within the Town

Direct future commercial and industrial development to the most appropriate locations.

Possibly promote commercial, light industrial and residential growth in appropriate areas

The unincorporated communities and any crowded residential or commercial areas will be encouraged to promote alternative septic solutions in order to promote commercial development

Try to work with Shawano County Economic Progress Inc. and regional focus groups in an effort to promote the Town for possible economic development

The Town of Richmond will try to discourage the location of conflicting land uses adjacent to one another.

Try to preserve environmentally sensitive areas by discouraging development in wetlands and areas with land that is subject to erosion and floodplains

Encourage the preservation of productive farmland

~~The Town of Richmond will encourage parks and open space in the Town~~

~~Possibly consider the development of an ATV or similar use trail~~

~~Continue to maintain and/or expand existing Town parks *{To delete in final update}*~~

The Town of Richmond will maintain the existing transportation system in a cost-effective manner

Continue to do an annual inventory on the condition of all Town roads

Keep the maintenance budget for the Town roads at or above present levels

The Town of Richmond will continue to provide the necessary community facilities in the Town.

Encourage resident and tax payer use of the Town Hall

The Town of Richmond knows that this Comprehensive Plan is a living document and will make the necessary adjustments as situations warrant. The Town of Richmond will be consistent with implementing the elements of this plan.

Original Population Estimates from East Central Regional Planning Commission on page 4 of the Original Comprehensive Plan are not supported by actual numbers. Town Population is significantly lower than the estimates. Town of Richmond January 1, 2018 population is 1879, well below the Regional Planning Commission estimate of 2041 for the year 2015. *{To be added in final update.}*