

MEETING MINUTES

From: RDG Planning & Design

Project Name: Whitewater Forward

Meeting Date: Wednesday, March 11, 2026

Whitewater Forward | Comprehensive Plan Working Group Meeting #3

Discussion

This memorandum summarizes the items discussed during the meeting referenced above.

A. Schedule Update

1. Recap of first Working Group Meetings discussions
2. Recap of process
 - a. March is month five of twelve, and still in the discovery phase
3. Recap of hosted events that have occurred
 - a. Ten listening sessions
 - b. One community roundtable event
 - c. Two pop-up events
4. Recap of hosted events to come
 - a. More listening sessions to occur
 - b. More public events, starting in April

B. Project Website Updates

1. Number of visits to the project website (more than doubled from last meeting)
2. Number of unique visitors to the website
3. Number of contributions on the website
 - a. Monthly poll results share
4. New website updates will occur as the process continues
 - a. Public events in April currently being advertised
 - b. The monthly poll will be updated monthly, and reminders will be sent via email

C. Conditions and Trends related to:

1. Demographics
 - a. Total population
 - b. Student population
 - c. Age distributions
 - d. Race
 - e. Household income
 - f. Commuting patterns

2. Housing trends

- a. Building and demolition activity
- b. Types of units existing in Whitewater
- c. Age of housing
- d. For-sale activity
- e. Renter/owner split
- f. Vacancy rates
- g. Median home value/median contract rent

D. Population forecast scenarios

Discussion on future population forecast scenarios.

Next Working Group Meeting: Wednesday, April 22 at 4:00pm

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WHITEWATER FORWARD FORWARD

MOVING TOGETHER TOWARD 2045

COMPREHENSIVE PLAN

Work Group #3

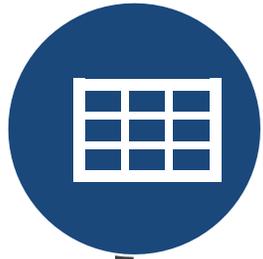
AGENDA

- Schedule Update
- Engagement Update
- Conditions and Trends



PROCESS OVERVIEW

Project Launch



Input



*Today:
Collect and
Analyze Data*



*Tomorrow:
Land Use & Special
Area Concepts*



*Tomorrow:
Plan Elements*



Implementation



Approval

Nov Dec Jan '26 Feb Mar Apr May June July Aug Sept Oct

PUBLIC ENGAGEMENT

Communications/Marketing Plan
Engagement never ends and it continues throughout the process

ISSUES & OPPORTUNITIES

VISION & CONCEPT

PLAN ELEMENTS

11111

IMPLEMENTATION

APPROVAL

PMT Meetings



PMT Kick-Off



Outreach Strategies



Outreach Strategies



Issues and Opportunities



Emerging Trends



Design Workshop



Review Plan Elements



Review Plan Elements



Draft Plan to PMT

Review Plan Elements



Editing

Implementation



Final Plan Review

Committee Meetings



Orientation



Goals



Discuss Trends



Attend Design



Concept Feedback



Policy Feedback



Implementation

Major Events

launch
Website

[Zoom]



Launch
Interactive Map

Workshop



Focus Groups
& Roundtable

[Zoom]

Workshop



Design
Workshop

[Zoom or In-Person]



Online Polling

[Zoom]



Online Polling

Workshop



Open House

SEPTEMBER PLANS - *DISCUSSION*

Activities:

- Joint Council Meeting
- Public Open House
- Advisory Work Group Meeting –
Implementation Workshop

Options:

- September 21 – 23
- September 28 – 30

SCHEDULE UPDATE



Future Work Group Meeting Dates

- April 22, 4:00-5:15p - Work Group #4 (In-Person & virtual)
 - Design Workshop
- June 3rd: 4:00-5:15 p.m. - Work Group #5 (Virtual)
 - Plan Elements I
- August 5th: 4:00-5:15 p.m. - Work Group #6 (Virtual)
 - Plan Elements II
- September TBD – Work Group #7 (In-Person & virtual)
 - Implementation

AGENDA

- Schedule Update
- Engagement Update
- Conditions and Trends



ENGAGEMENT UPDATE



Website Tracking

672 +434

Website Views

441 +282

Unique Visitors

43 +35

Contributions



**as of 1:30p on Wednesday, March 11*



ENGAGEMENT UPDATE



Whitewater Identity Poll Results

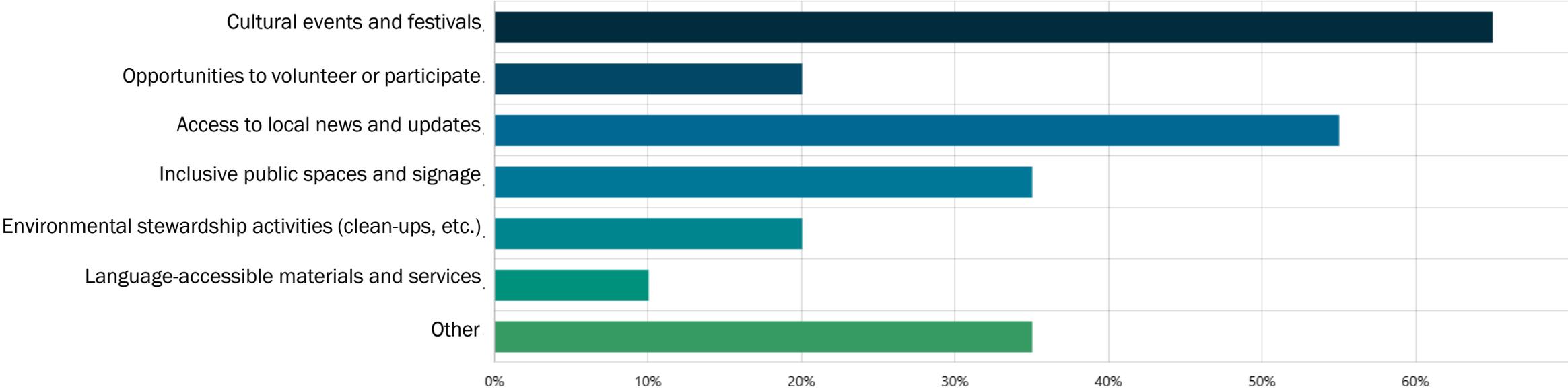
- 3 questions
- 21 responses

ENGAGEMENT UPDATE



Whitewater Identity Poll Results

What helps you feel connected to your community? Select up to three:

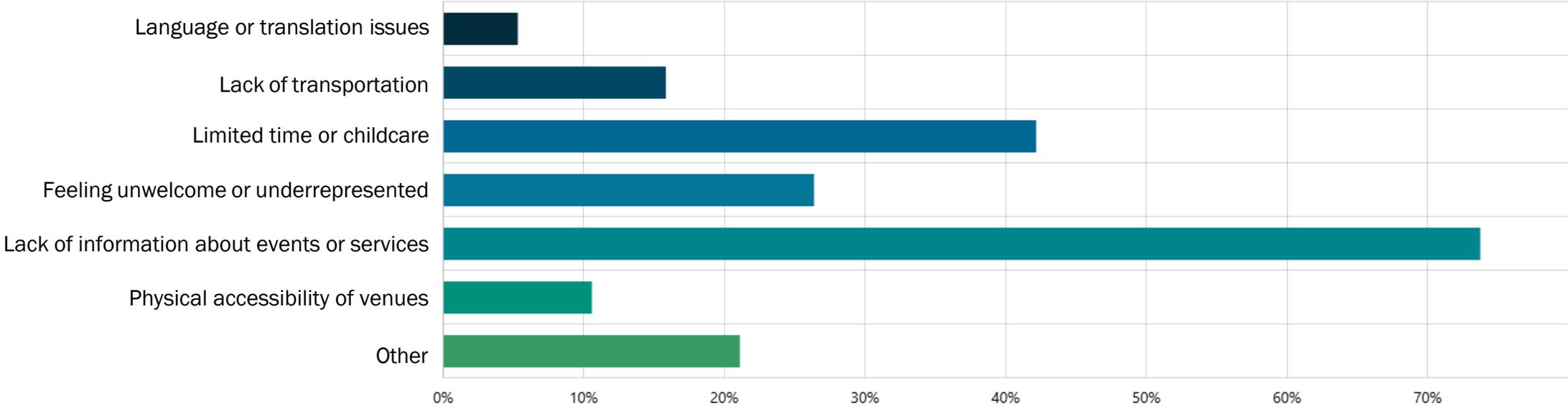


ENGAGEMENT UPDATE



Whitewater Identity Poll Results

What barriers make it harder to participate in community activities? Select up to three:

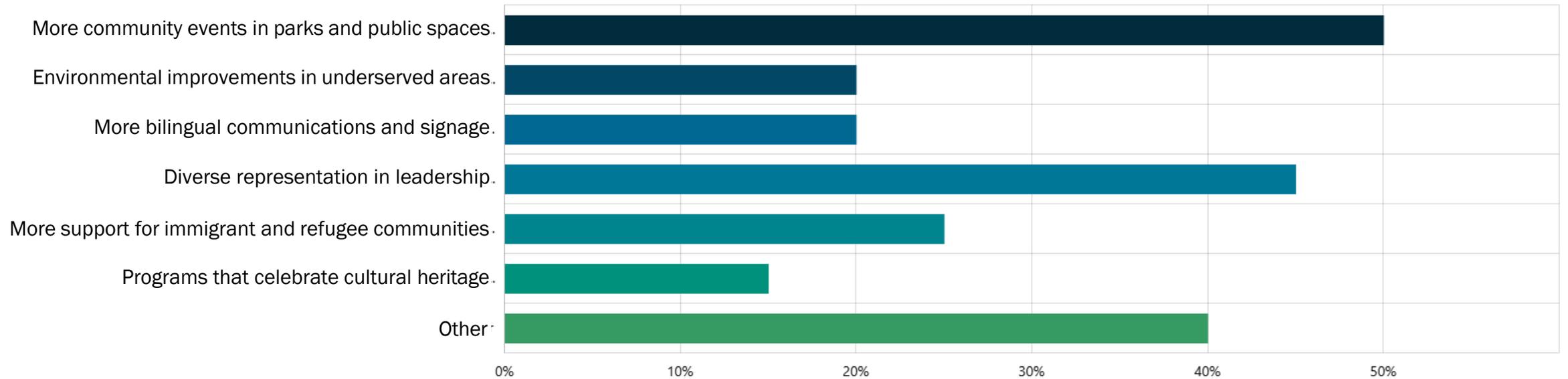


ENGAGEMENT UPDATE



Whitewater Identity Poll Results

What would make Whitewater more welcoming? Select up to three:



ENGAGEMENT UPDATE



| Group | Date | Time |
|--------------------------|-------|--------------|
| High School Students | 03.10 | 12:52 – 1:37 |
| High School Students | 03.10 | 1:41 – 2:26 |
| High School Students | 03.10 | 2:30 – 3:15 |
| UWW Pop-Up | 03.10 | 4:00 – 5:30 |
| Innovation Center Pop-Up | 03.11 | 11:00 – 1:30 |
| Immigrant Coalition | 03.11 | 5:00 – 6:00 |

Additional Follow-ups

- UWW Faculty & Staff (Virtual)
- High School Faculty & Staff (Virtual)

ENGAGEMENT UPDATE



Emerging Themes from Discussions

- Housing
 - Housing stock for non-student renters
 - Housing for families
 - Existing housing maintenance
- Transportation
 - Active transportation connections and trail opportunities
 - Opportunities for the future of 12
- Parks
 - Year-round recreation opportunities
 - Activating the lakes downtown
- Business & Industry
 - Growing employment diversity across the community
 - Activating downtown during different times of day, and different times of year
- Education
 - Adapting to enrollment and demographic changes

ENGAGEMENT UPDATE



Still Taking Input on Events to Plug Information

- Business Cards
- Comment Box
- Idea Board



AGENDA

- Schedule Update
- Engagement Update
- Conditions and Trends

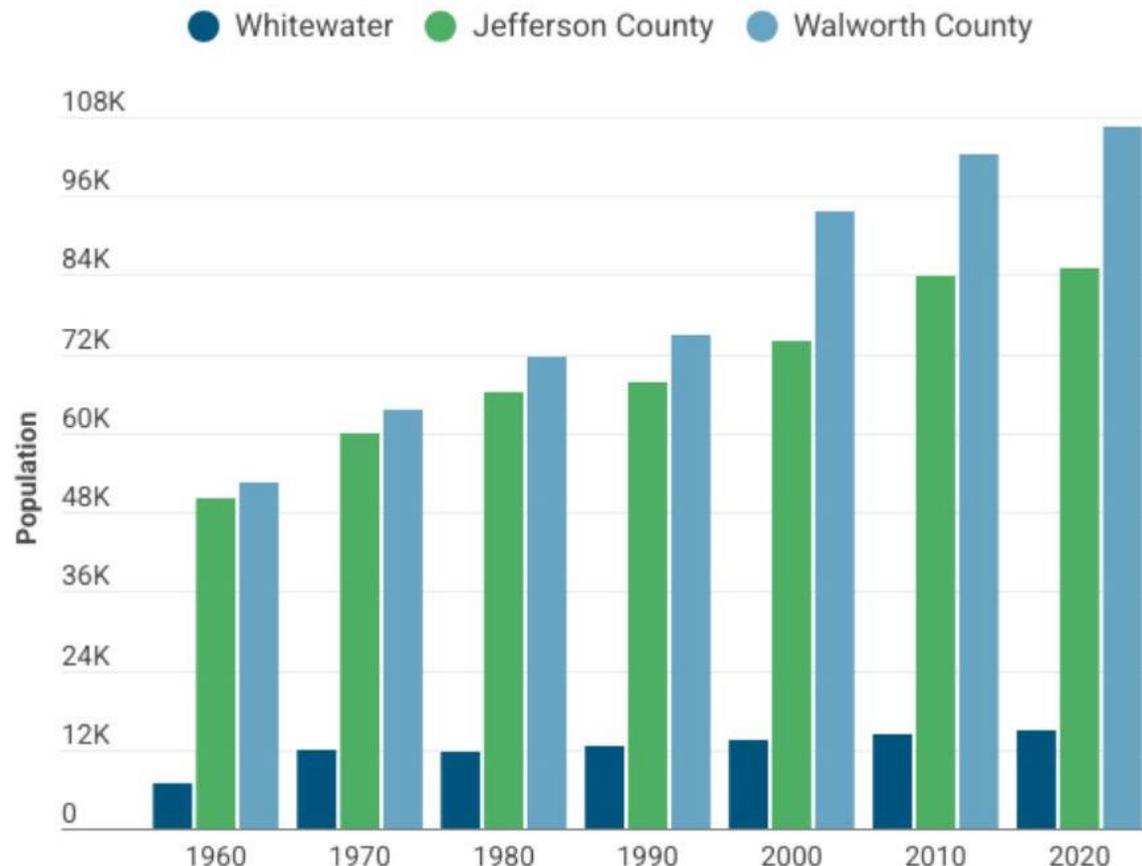


CONDITIONS AND TRENDS



| Year | Population | Period Population Change | % Change During Decade | Annual Rate |
|-----------|------------|--------------------------|------------------------|-------------|
| 1960 | 6,830 | | | |
| 1970 | 12,038 | 5,208 | 76.3% | 5.8% |
| 1980 | 11,520 | -518 | -4.3% | -0.4% |
| 1990 | 12,636 | 1,116 | 9.7% | 0.9% |
| 2000 | 13,437 | 801 | 6.3% | 0.6% |
| 2010 | 14,390 | 953 | 7.1% | 0.7% |
| 2020 | 14,889 | 499 | 3.5% | 0.34% |
| 2000-2020 | | 1,452 | 9.8% | 0.5% |
| 2024 | 15,807 | 918 | 6.2% | 1.5% |

Some of 2020-2024 growth is student enrollment growth



Source: US Census Bureau

CONDITIONS AND TRENDS



University of Wisconsin-
Whitewater Historical FTE
- Whitewater Campus

| | FTE | | | |
|-----------|-----------|-------------|--------------------------|-------------------------------|
| | Fall Term | Spring Term | Difference between Terms | Change from Prior Year (Fall) |
| 2025-2026 | 9,651.9 | | | 3.7% |
| 2024-2025 | 9,309.3 | 8,587.4 | -7.8% | 1.9% |
| 2023-2024 | 9,138.6 | 8,473.6 | -7.3% | 2.6% |
| 2022-2023 | 8,906.4 | 8,168.4 | -8.3% | -4.0% |
| 2021-2022 | 9,277.9 | 8,309.9 | -10.4% | -4.1% |
| 2020-2021 | 9,670.0 | 8,631.2 | -10.7% | -4.2% |
| 2019-2020 | 10,091.4 | 9,160.2 | -9.2% | -4.7% |
| 2018-2019 | 10,586.6 | 9,495.0 | -10.3% | -2.8% |
| 2017-2018 | 10,887.9 | 9,987.9 | -8.3% | -2.0% |
| 2016-2017 | 11,115.3 | 10,041.9 | -10.0% | 1.0% |
| 2015-2016 | 10,927.2 | 9,991.3 | -9.0% | 1.6% |
| 2014-2015 | 10,886.6 | 9,933.5 | -7.7% | 1.2% |
| 2013-2014 | 10,737.1 | 9,830.9 | -8.0% | -0.1% |
| 2012-2013 | 10,806.9 | 9,919.3 | -8.1% | 3.3% |

Do these student live in Whitewater?

Does this include online students?

What % of students stay in Whitewater after graduation?

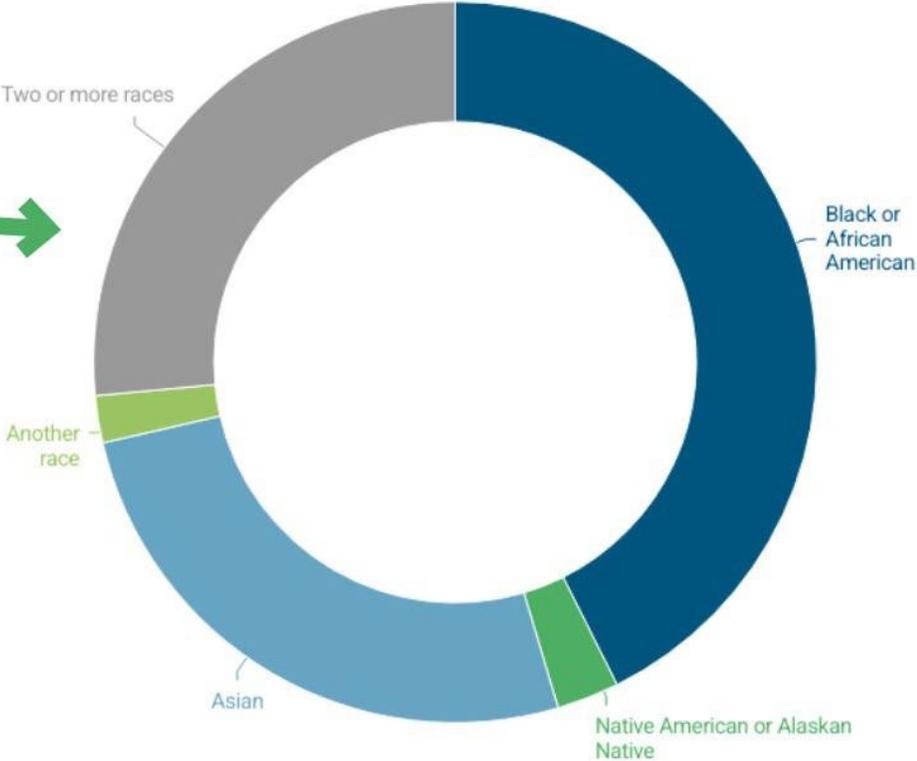
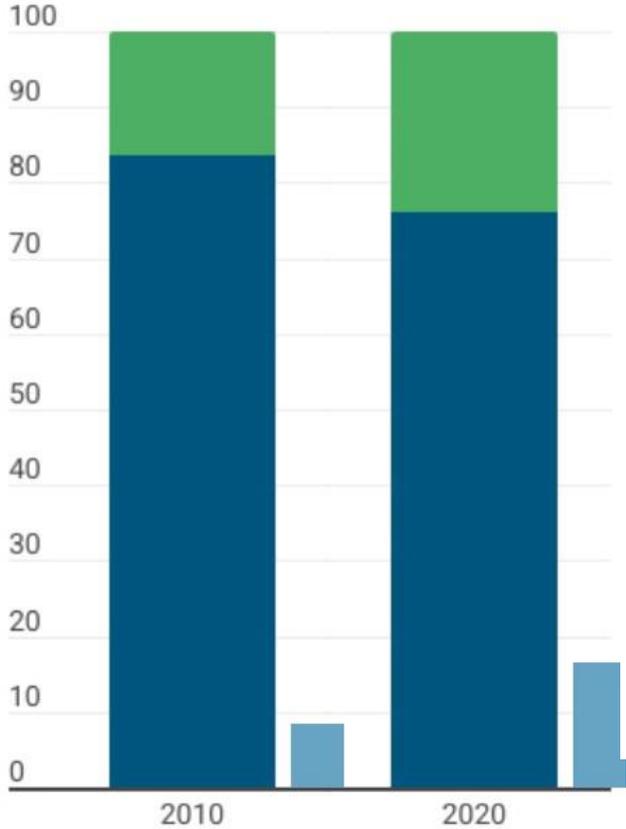
[Historical Enrollment Report](#)

CONDITIONS AND TRENDS



Race:

● White Alone ● BIPOC



Ethnicity:

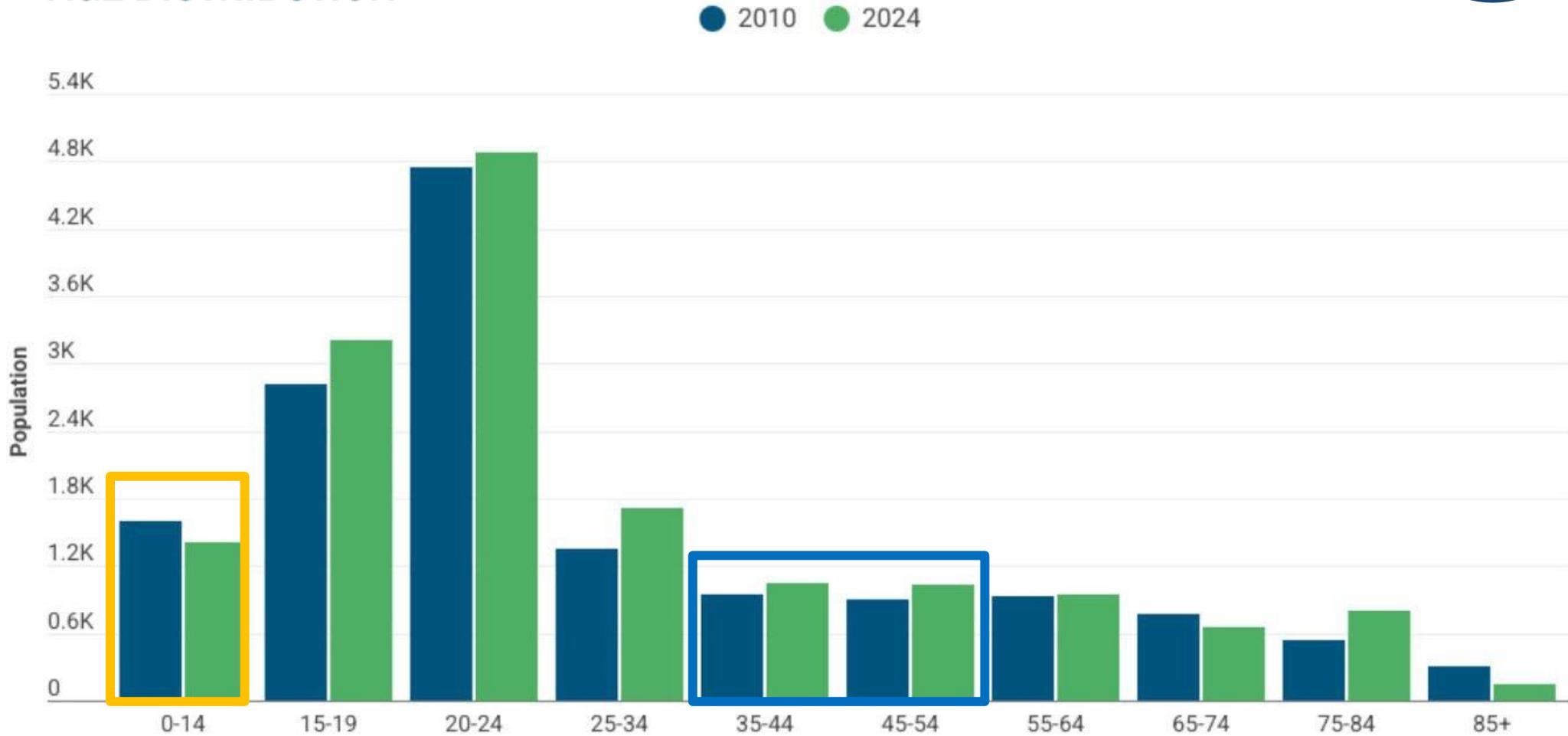
● Hispanic or Latino

Source: US Census Bureau

CONDITIONS AND TRENDS



AGE DISTRIBUTION



Source: US Census Bureau; American Community Survey (5-Year Estimates)

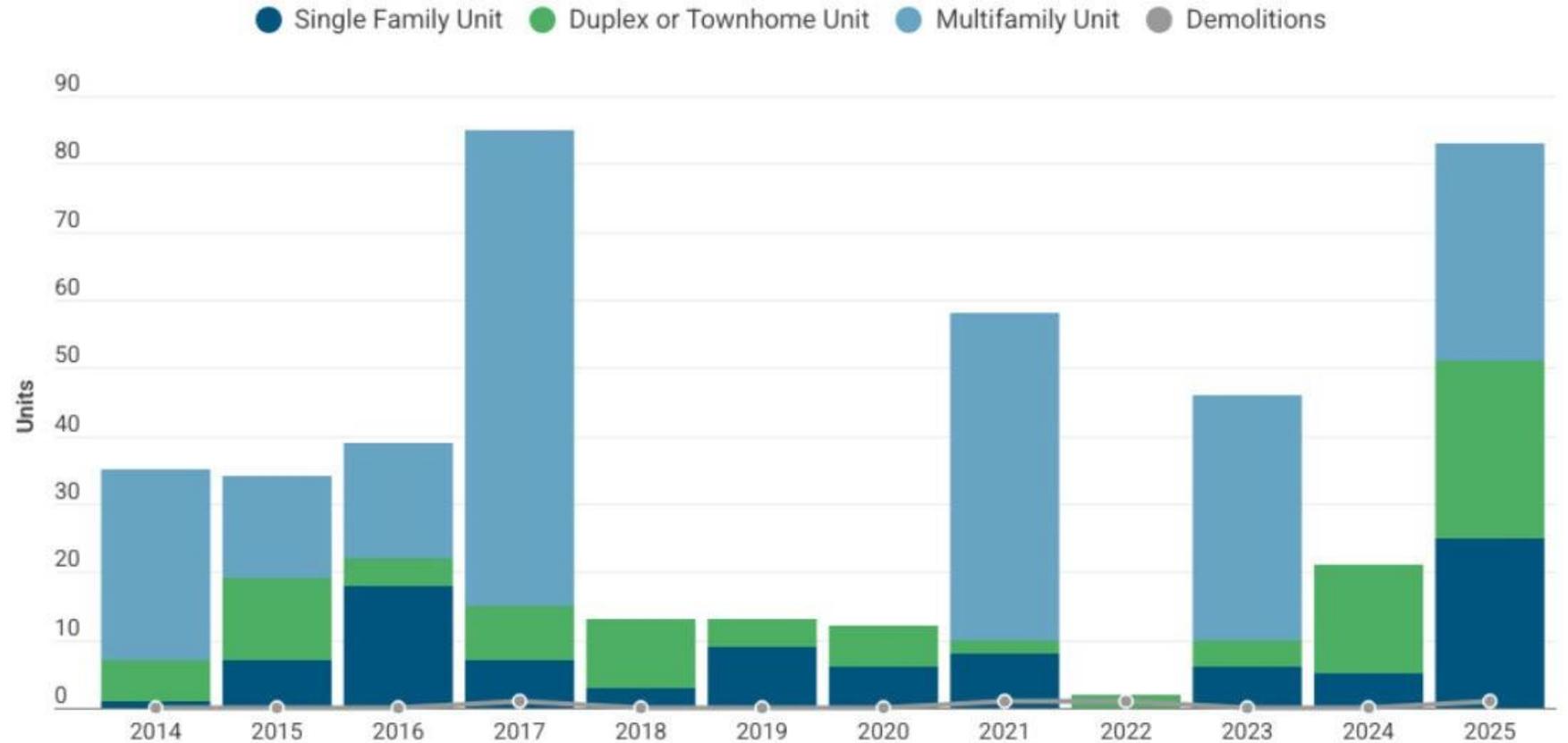
CONDITIONS AND TRENDS



HOUSING CONSTRUCTION ACTIVITY

| | Units (2024) | Percent |
|---------------------|-----------------|---------|
| Total housing units | 5,925 | |
| 1-unit, detached | 1,946 | 32.8% |
| 1-unit, attached | 514 | 8.7% |
| 2 units | 437 | 7.4% |
| 3 or 4 units | 333 | 5.6% |
| 5 to 9 units | 688 | 11.6% |
| 10 to 19 units | 511 | 8.6% |
| 20 or more units | 1,405 | 23.7% |
| Mobile home | 91 | 1.5% |

Source: American Community Survey (5-Year Estimates)



Source: City of Whitewater

CONDITIONS AND TRENDS

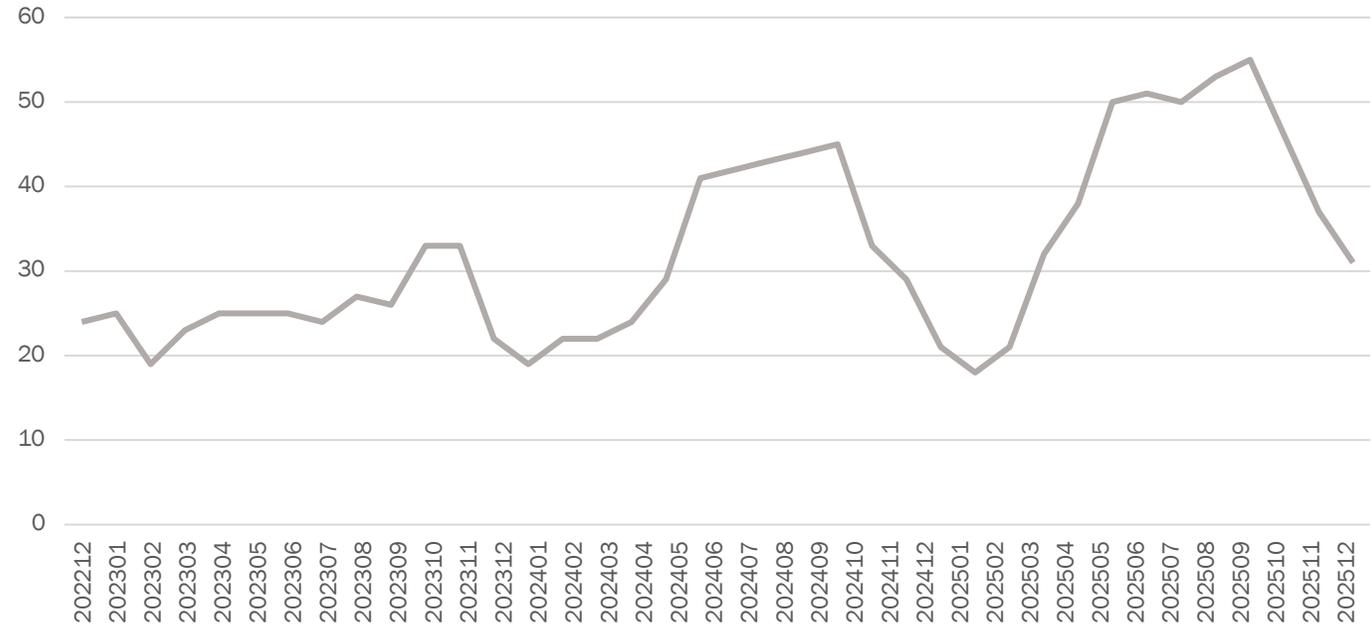


| Median year structure built -- | |
|--------------------------------|------|
| Owner occupied | 1975 |
| Renter occupied | 1987 |

| Year Built | Units | Percent |
|-----------------------|-------|---------|
| Built 2014 or later | 56 | 0.9% |
| Built 2010 to 2013 | 471 | 7.9% |
| Built 2000 to 2009 | 1,017 | 17.2% |
| Built 1990 to 1999 | 915 | 15.4% |
| Built 1980 to 1989 | 546 | 9.2% |
| Built 1970 to 1979 | 842 | 14.2% |
| Built 1960 to 1969 | 857 | 14.5% |
| Built 1950 to 1959 | 283 | 4.8% |
| Built 1940 to 1949 | 226 | 3.8% |
| Built 1939 or earlier | 712 | 12.0% |

American Community Survey

Total Listing Count
53190 Zip Code



Realtor.com

CONDITIONS AND TRENDS



| 2010 | 2024 | |
|------|------|------------------|
| 40% | 32% | Whitewater |
| 72% | 74% | Jefferson County |
| 71% | 71% | Walworth County |

Source: US Census Bureau; American Community Survey (5-Year Estimates)



| 2010 | 2024 | |
|------|------|------------------|
| 60% | 68% | Whitewater |
| 28% | 26% | Jefferson County |
| 29% | 29% | Walworth County |

Source: US Census Bureau; American Community Survey (5-Year Estimates)



| 2010 | 2024 | |
|-------|-------|------------------|
| 13.6% | 11.7% | Whitewater |
| 9.4% | 5.4% | Jefferson County |
| 23.2% | 20.1% | Walworth County* |



Source: US Census Bureau; American Community Survey (5-Year Estimates)

*Vacancy rates in Walworth County reflect units vacant for "seasonal use," including homes on Geneva Lake.

| | |
|---|-----|
| Total: (2024) | 696 |
| For rent | 265 |
| Rented, not occupied | 182 |
| For sale only | 0 |
| Sold, not occupied | 27 |
| For seasonal, recreational, or occasional use | 65 |
| For migrant workers | 25 |
| Other vacant | 132 |

Vacant units available closer to 4.5%

CONDITIONS AND TRENDS



MEDIAN VALUE



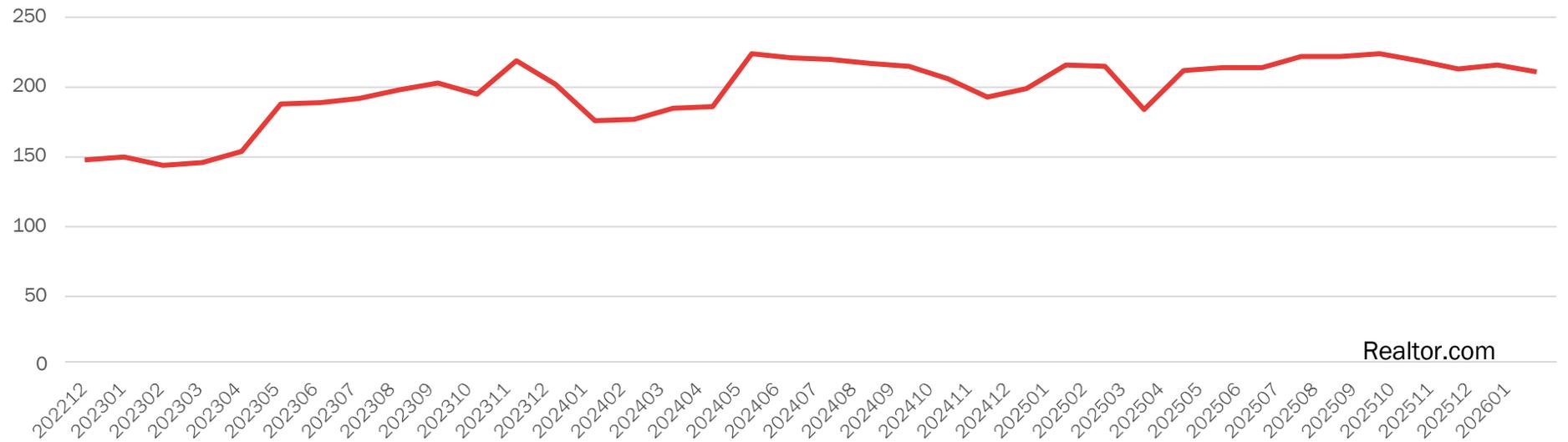
MEDIAN CONTRACT RENT



Source: US Census Bureau; American Community Survey (5-Year Estimates)

Source: US Census Bureau ; American Community Survey (5-Year Estimates)

Median Listing Price Per Square Foot 53190 Zip Code



Realtor.com

CONDITIONS AND TRENDS

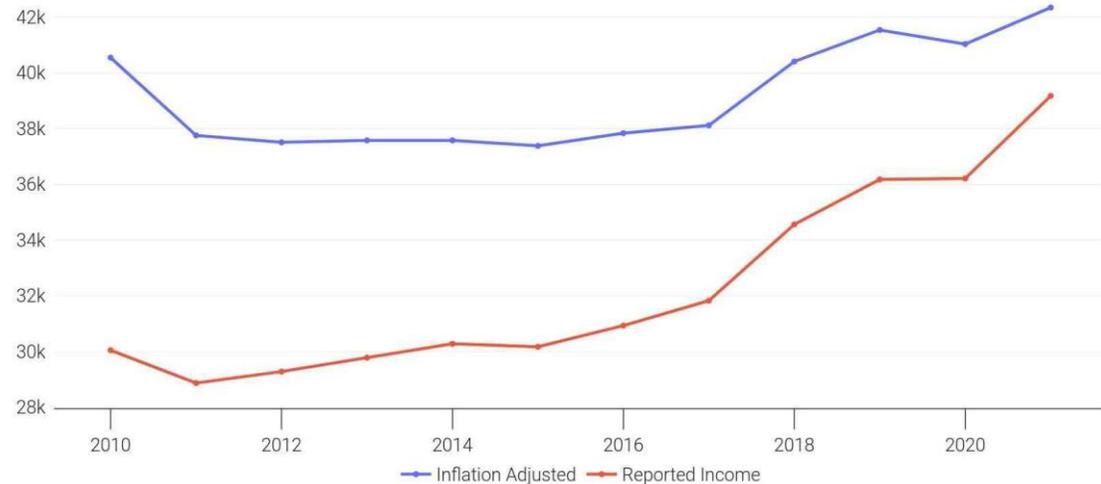


83% Change In Median HH Income from 2010-2024

Adjusted for inflation – Slightly rising incomes

Whitewater, WI median household income trend (2010-2021)

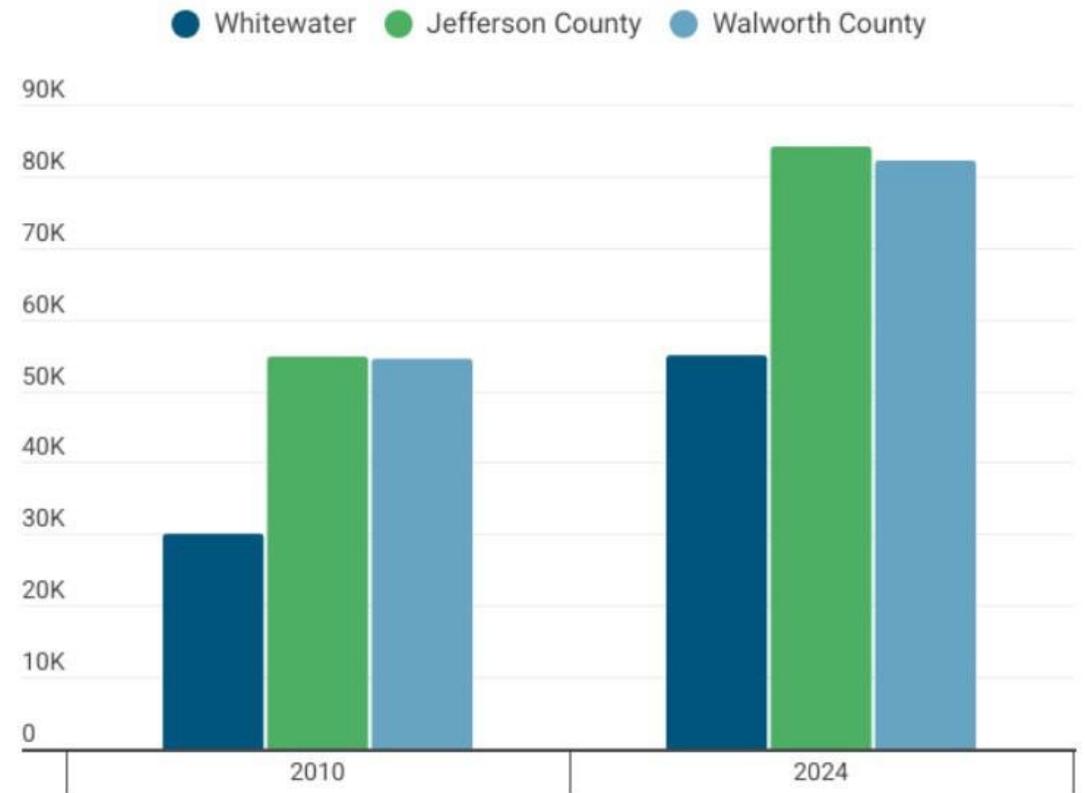
2022 Inflation-adjustment, using Retroactive Series (R-CPI-U-RS)



Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

Neilsberg

MEDIAN HOUSEHOLD INCOME, 2010 & 2024



Source: American Community Survey (5-Year Estimates)

CONDITIONS AND TRENDS



| | Median Household Income | Median House Value | Value / Income Ratio | Median Contract Rent | Median Rent as Pct of Median Income |
|---------------|-------------------------|--------------------|----------------------|----------------------|-------------------------------------|
| Whitewater | \$54,969 | \$229,400 | 4.17 | \$878 | 19.2% |
| Fort Atkinson | \$79,302 | ➡ \$211,800 | 2.67 | \$816 | 12.3% |
| Milton | \$85,959 | \$249,200 | 2.90 | \$826 | 11.5% |
| Elkhorn | \$77,649 | \$273,600 | 3.52 | \$894 | 13.8% |
| Janesville | \$73,446 | ➡ \$223,400 | 3.04 | \$888 | 14.5% |
| Mukwonago | \$98,273 | \$366,200 | 3.73 | \$1,080 | 13.2% |

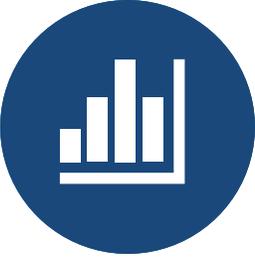
CONDITIONS AND TRENDS



| Median Household Income for Householders 25-44 | Median House Value | Value / Income Ratio | |
|--|--------------------|----------------------|------|
| Whitewater | \$85,174 | \$229,400 | 2.69 |
| Fort Atkinson | \$93,354 | \$211,800 | 2.27 |
| Milton | \$92,201 | \$249,200 | 2.70 |
| Elkhorn | \$101,375 | \$273,600 | 2.70 |
| Janesville | \$79,634 | \$223,400 | 2.81 |
| Mukwonago | \$108,750 | \$366,200 | 3.37 |

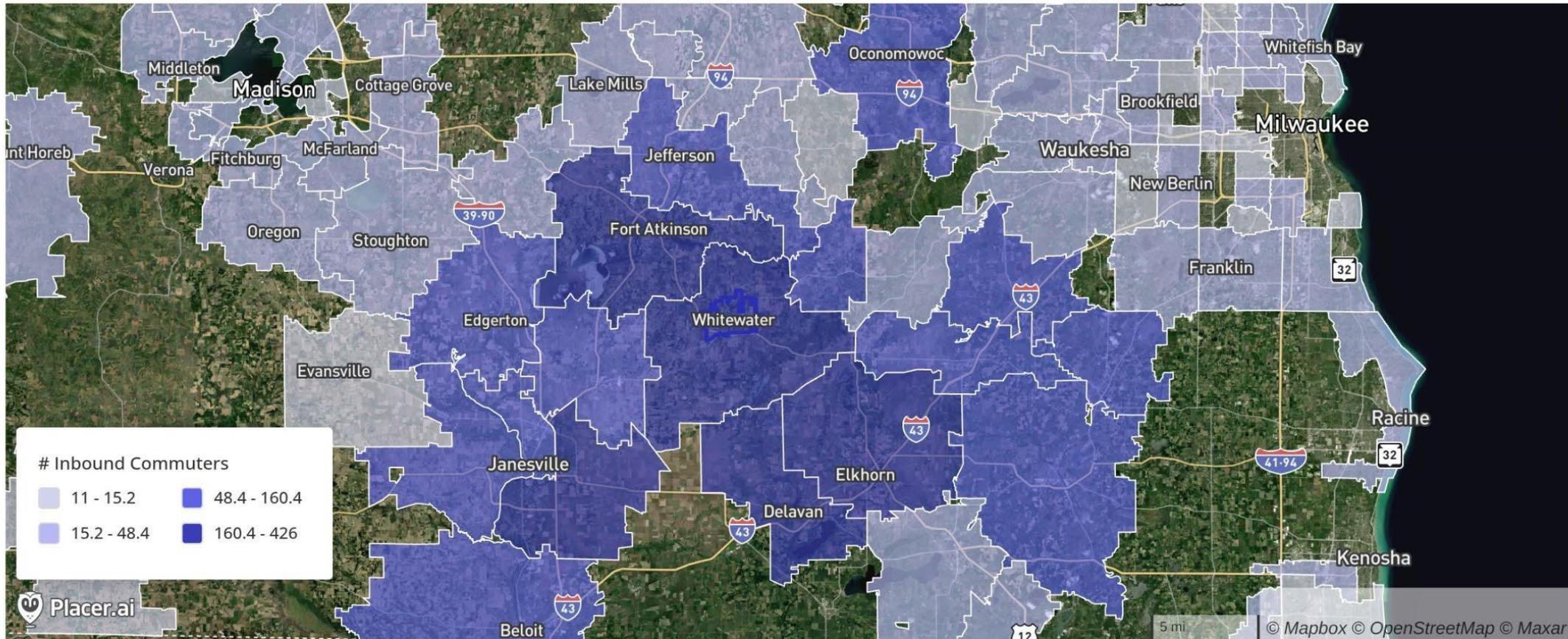
| Median Household Income for Householders 45-64 | Median House Value | Value / Income Ratio | |
|--|--------------------|----------------------|------|
| Whitewater | \$103,148 | \$229,400 | 2.22 |
| Fort Atkinson | \$88,171 | \$211,800 | 2.40 |
| Milton | \$88,646 | \$249,200 | 2.81 |
| Elkhorn | \$92,059 | \$273,600 | 2.97 |
| Janesville | \$83,248 | \$223,400 | 2.68 |
| Mukwonago | \$101,127 | \$366,200 | 3.62 |

CONDITIONS AND TRENDS

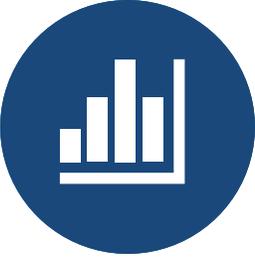


Non-resident employees

Employee Origins



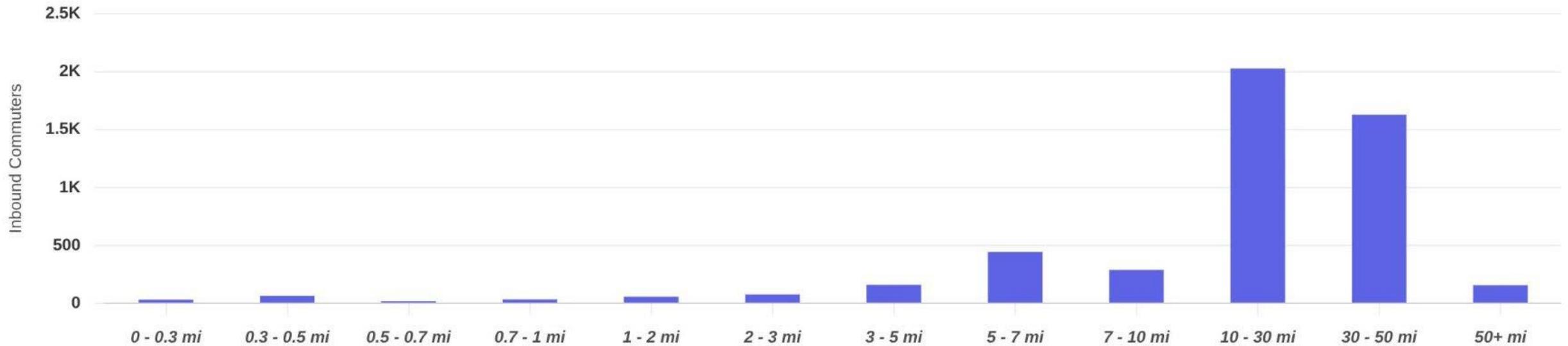
CONDITIONS AND TRENDS



Non-resident employees

Commute by Distance

Whitewater
City • Wisconsin

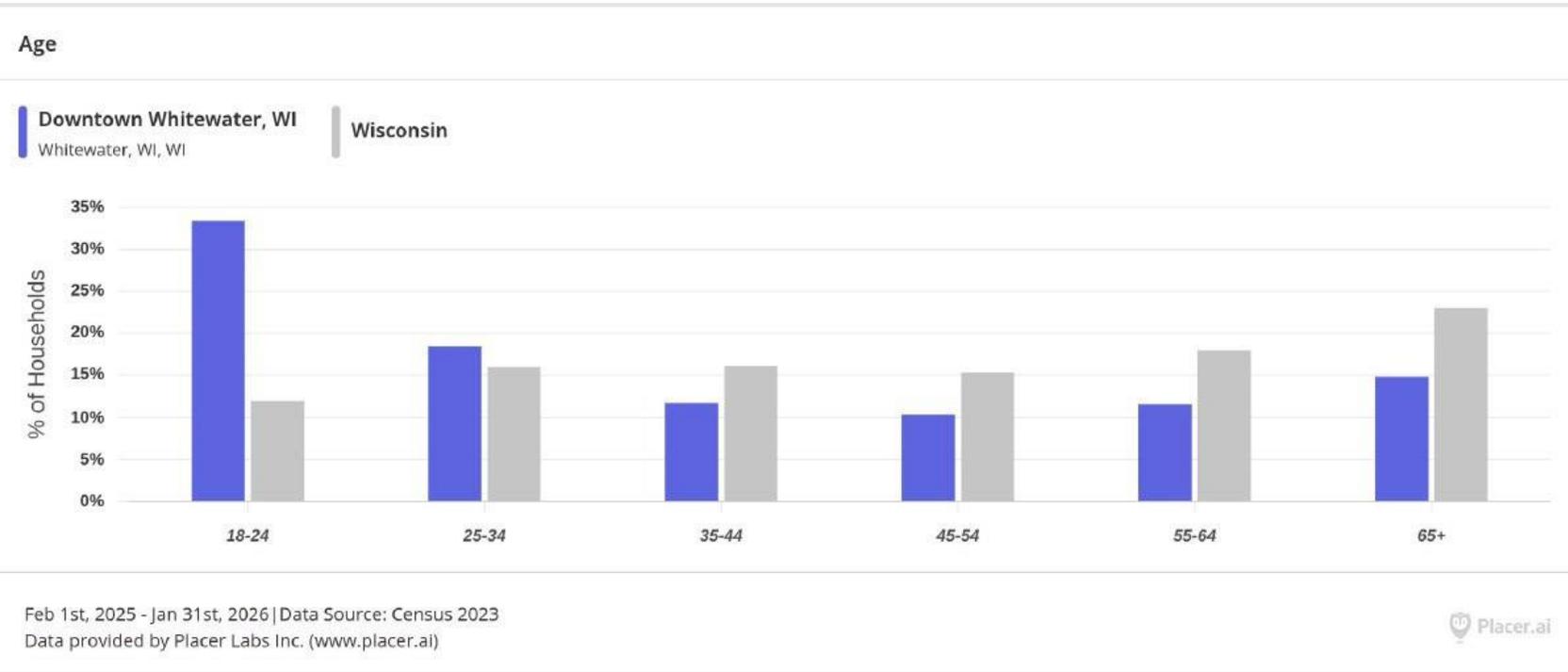


CONDITIONS AND TRENDS



Downtown Visitors

Downtown Residents



| Overview | |
|---|---------------|
| Population | 6,119 |
| Pop density (per sq mile) | 4,740 |
| Area (sq mi) - based on Census Block Groups | 1.29 |
| Households | |
| Households | 1,954 |
| Family Households | 416 (21.3%) |
| Non-Family Households | 1,538 (78.7%) |
| Persons per Household | 3.13 |

On average, visitors spend **89** minutes downtown when they visit.

The majority of Downtown’s population (71.4%) is between the ages of 18 and 25.

CONDITIONS AND TRENDS



Population Make-up

- Population growing, despite variability in student enrollment; recent housing studies support slight future growth
- Confirmation of growing diversity
- Smaller school aged population, despite small upticks in family forming age ranges

Housing

- Low single-family construction since 2018, spike in 2025 TBD as sustainable – as a result, low median year built of owner units
- Listing inventory starting to rise with national trends, but vacancy still low
- Prices remain elevated post-pandemic

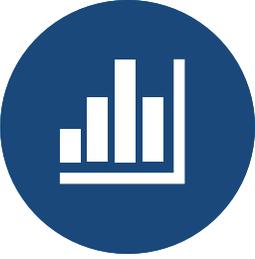
Affordability

- Real incomes slightly rising against inflation
- Home values are in an affordable range for median income of working age adults, but are lower in some nearby cities.
 - We see that in non-resident employee commuting data

Employment

- Workers travelling by necessity

CONDITIONS AND TRENDS



Population Forecast Scenarios

| | Annual Growth Rate |
|-----------------------------------|--------------------|
| 2017 Plan Rate | 0.75% |
| Annual Growth (2000-2020) | 0.51% |
| 2014-2025 Construction Rate | 0.5% |
| Placer.ai STI: Popstats 2024-2034 | 0.43% |
| 2010-2020 Census Trend Rate | 0.34% |
| 2024 Rental Market Study | 0.24% |
| Dept. of Admin. Area Growth Rate | -0.49% |

CONDITIONS AND TRENDS

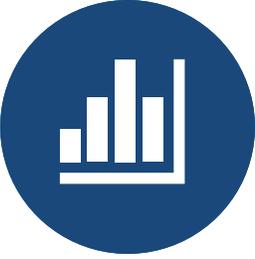


Population Forecast Scenarios - **DRAFT**

Scenarios if student population remains the same proportion of total population as in 2024

| | Annual Growth Rate | 2024 | 2030 | 2035 | 2040 | 2045 |
|----------------------------------|--------------------|--------|--------|--------|--------|--------|
| 2017 Plan Rate | 0.75% | 15,807 | 16,532 | 17,161 | 17,814 | 18,492 |
| Annual Growth (2000-2020) | 0.51% | 15,807 | 16,301 | 16,725 | 17,159 | 17,605 |
| 2014-2025 Construction Rate | 0.5% | 15,807 | 16,318 | 16,756 | 17,206 | 17,668 |
| Placer.ai STI:Popstats 2024-2034 | 0.43% | 15,807 | 16,219 | 16,571 | 16,930 | 17,297 |
| 2010-2020 Census Trend Rate | 0.34% | 15,807 | 16,132 | 16,408 | 16,689 | 16,975 |
| 2024 Rental Market Study | 0.24% | 15,807 | 16,036 | 16,229 | 16,425 | 16,623 |
| Dept. of Admin. Area Growth Rate | -0.49% | 15,807 | 15,348 | 14,976 | 14,612 | 14,258 |

CONDITIONS AND TRENDS



Population Forecast Scenarios - **DRAFT**

Scenarios if student population at Whitewater Campus stays the same as in 2024

| | Annual Growth Rate | 2024 | 2030 | 2035 | 2040 | 2045 |
|----------------------------------|--------------------|--------|--------|--------|--------|--------|
| 2017 Plan Rate | 0.75% | 15,807 | 16,163 | 16,471 | 16,792 | 17,124 |
| Annual Growth (2000-2020) | 0.51% | 15,807 | 16,049 | 16,257 | 16,470 | 16,689 |
| 2014-2025 Construction Rate | 0.5% | 15,807 | 16,058 | 16,273 | 16,493 | 16,720 |
| Placer.ai STI:Popstats 2024-2034 | 0.43% | 15,807 | 16,009 | 16,182 | 16,358 | 16,538 |
| 2010-2020 Census Trend Rate | 0.34% | 15,807 | 15,967 | 16,102 | 16,240 | 16,380 |
| 2024 Rental Market Study | 0.24% | 15,807 | 15,919 | 16,014 | 16,110 | 16,207 |
| Dept. of Admin. Area Growth Rate | -0.49% | 15,807 | 15,582 | 15,399 | 15,221 | 15,047 |

CONDITIONS AND TRENDS

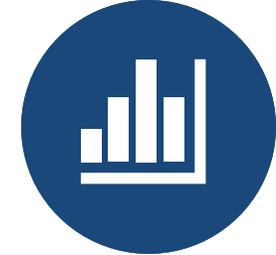


Population Forecast Scenarios - **DRAFT**

Scenarios if student population grows 6% by 2030

| | Annual Growth Rate | 2024 | 2030 | 2035 | 2040 | 2045 |
|----------------------------------|--------------------|--------|--------|--------|--------|--------|
| 2017 Plan Rate | 0.75% | 15,807 | 16,646 | 16,954 | 17,275 | 17,608 |
| Annual Growth (2000-2020) | 0.51% | 15,807 | 16,533 | 16,740 | 16,954 | 17,172 |
| 2014-2025 Construction Rate | 0.5% | 15,807 | 16,541 | 16,756 | 16,977 | 17,203 |
| Placer.ai STI:Popstats 2024-2034 | 0.43% | 15,807 | 16,492 | 16,665 | 16,841 | 17,021 |
| 2010-2020 Census Trend Rate | 0.34% | 15,807 | 16,450 | 16,585 | 16,723 | 16,863 |
| 2024 Rental Market Study | 0.24% | 15,807 | 16,403 | 16,497 | 16,593 | 16,691 |
| Dept. of Admin. Area Growth Rate | -0.49% | 15,807 | 16,065 | 15,882 | 15,704 | 15,530 |

CONDITIONS AND TRENDS



Population Forecast Scenarios – **DRAFT**

Given recent studies, regional projections, and UWW enrollment goals, we recommend planning for a 0.40% resident population annual growth rate, with student enrollment increasing 6% by 2030, then remaining static

| | 2024 | 2030 | 2035 | 2040 | 2045 |
|---|--------|--------|--------|--------|--------|
| Recommended Planning Rate – 0.33% | | | | | |
| Annual Resident Growth + Enrollment growth through 2030 | 15,807 | 16,478 | 16,638 | 16,802 | 16,968 |

NEXT STEPS

Advisory Work Group

- Promote the website and project
- Share any meetings and events to promote the project
- Come to Design Workshop

Planning Team/Staff

- Draft plan goals
- Update website and monthly polls
- Prepare for April Design Workshop

**NEXT WORKING GROUP MEETING APRIL 22
IN PERSON & VIRTUAL**

