

HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE
CITY OF HUDSON, WISCONSIN

Monday, April 13, 2020 1:00 p.m.
Virtual Zoom Meeting

To access the meeting please use the link or phone number below. If you cannot access the meeting via the methods below, or need any special accommodations, please contact Aaron Reeves at 715-716-5741 or areeves@hudsonwi.gov.

Join Zoom Meeting:

<https://zoom.us/j/377718135?pwd=OFdzQnF5dUpuNUhIMFV5M3QrS2IGQT09>

Meeting ID: 377 718 135

Password: 289156

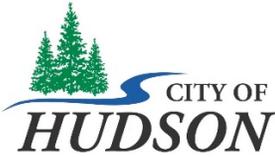
Call-in Phone Number: [312-626-6799](tel:312-626-6799)

AGENDA

(Click on agenda items highlighted in blue to access documents related to that item)

1. Call to Order
2. [Discussion and possible action on the February 3, 2020 meeting minutes.](#)
3. New Business
 - A. [Community Survey Results Update](#)
 - B. [Hot Air Affair Event Follow-up and Report](#)
 - C. [Discussion on City of Hudson Demographic Data](#)
4. Communications and Items for Future Agendas
5. Adjournment

Posted to City of Hudson's website and emailed to *Star Observer* on 4/8/2020



REGULAR MEETING OF THE COMPREHENSIVE PLAN
STEERING COMMITTEE
CITY OF HUDSON
Monday, February 3, 2020

The Hudson Comprehensive Plan Steering Committee meeting was called to order by Johnson at 1:05 p.m.

PRESENT. Rich O'Connor, Fred Yoerg, Tiffany Weiss, Michael Mroz, and Michael Johnson.

ABSENT. Jim Webber, and Aaron Reeves.

OTHERS PRESENT. Brea Grace.

Discussion and possible action on January 6, 2020 meeting minutes. Motion by Yoerg, seconded by Mroz to approve the minutes of the January 6, 2020 Comprehensive Plan Steering Committee. All Ayes (5). Motion Carried.

UNFINISHED BUSINESS.

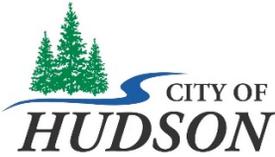
None.

NEW BUSINESS.

Community Survey Results Update. Grace gave an update on the number of surveys received online through POLCO which came out to 180 total surveys done (last month, there were 178 completed online surveys). O'Connor inquired as to how many hard copies of surveys were received. Weiss noted that 12 had been received thus far. Grace stated that the numbers will begin to increase though once the postcard mailing is sent out.

Johnson noted that staff is working on compiling residential addresses within the City in preparation for the mailing. Weiss noted that the spreadsheet of residential addresses came from the Utility Billing Department and will require some cleanup due to apartment numbers getting lost in the transfer. Weiss also noted that staff had gotten in contact with Helmer Printing to perform the printing and mailing on the City's behalf. Helmer gave a couple of quotes (one for the USPS mailing system which includes ~13,900 addresses for both residential and commercial properties; one for the utility billing address list of ~5,250 addresses). The USPS address list was projected to cost \$6,116. The utility billing addresses list was projected to cost \$2,360. Staff will be working on cleaning the utility billing address list so the cost of the mailing comes out inexpensively.

Public Engagement Planning. Staff noted that a couple of the proposed questions were revised or removed internally. Weiss stated that the Carmichael Road and Vine Street intersection question was amended to include the entire Carmichael Road Corridor. The question would be updated into the form of a 'prioritization' question that asks residents to prioritize their Top 3 improvements that they would like to see done first. Yoerg inquired if the corridor study extends to the further north part of Carmichael Road. Mroz mentioned that it does not because that stretch of the road had received no complaints in recent years. O'Connor requested that dollar amounts be incorporated into the Carmichael Road question next to each improvement project. Yoerg mentioned that the committee will be fighting a negative mentality with the public feeling like they pay too much in taxes already and proposed providing the dollar amounts for each improvement in a separate question stating the following:



REGULAR MEETING OF THE COMPREHENSIVE PLAN
STEERING COMMITTEE
CITY OF HUDSON
Monday, February 3, 2020

“Listed below you will find the cost of each improvement. Does this change your prioritization?”

Other possible POLCO questions were reviewed. Yoerg inquired if the Transportation batch of questions could include electric charging vehicles and ramps. Grace said it could. Johnson asked if question 6 of the Batch 5 (Transportation) questions could be revised to say *“Would you support the spending of tax dollars on transportation improvements and the expansion of public transportation options to neighboring communities such as the Twin Cities and Eau Claire?”* Other Batches of POLCO questions were discussed (mainly those referring to parking, which would include a block statement that verifies that money collected in the downtown parking system goes toward a parking fund for downtown infrastructure improvements). Johnson noted that the bike/ped POLCO questions should be shown to the Bike/Ped Advisory Committee for approval before this Committee acts on it.

Engagement activities at this weekend’s Hot Air Affair were discussed. Grace noted that there would be two proposed activities. One where residents can write down one thing they want to change about the community, and one thing they want to keep about the community. The other activity involves a blown up map that will allow residents to place numbered stickers on it and then write down on a corresponding numbered card what they would like to see changed in that location.

Weiss said a volunteer sign up sheet was sent out to Plan Commissioners and Common Council members last Friday. At the time of this meeting, a couple had signed up to volunteer. Grace requested access to the shared spreadsheet for event planning purposes. Weiss mentioned she could send it to Grace at the end of the meeting.

Discussion was held regarding the holding of two focus groups in downtown. Bob Kost of SEH will assist Brea Grace with hosting these events. Staff was advised not to attend so that participants would feel more at ease. Staff was also given direction to determine where the focus groups should take place, noted by Grace that City Hall should be avoided so that the groups take place on ‘neutral ground’. Yoerg mentioned the Marina as a potential meeting location. Staff was advised to look into the Marina and the Chamber of Commerce office for availability.

Discussion on City of Hudson Demographic Data. Due to shortness of time, this item was postponed to the next meeting.

COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.

Next meeting date was scheduled for Monday, March 2, 2020 at 1:00 p.m.

ADJOURNMENT.

Motion by Mroz, seconded by Yoerg to adjourn at 2:06 p.m. All Ayes (5). Motion Carried.

Respectfully submitted,
Tiffany Weiss, Acting Secretary



505 Third Street
Hudson, Wisconsin 54016
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TO: Hudson Comprehensive Plan Steering Committee
FROM: Community Development
DATE: April 13, 2020
SUBJECT: Community Survey Results Update

BACKGROUND:

Brea Grace will provide a summary of the online results compiled for the Community Survey so far.

ATTACHMENTS:

None

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director



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TO: Hudson Comprehensive Plan Steering Committee
FROM: Community Development
DATE: April 13, 2020
SUBJECT: Hot Air Affair Event Follow-up and Report

BACKGROUND:

Brea Grace will provide a summary of the Hot Air Affair Event from February 8th and all the feedback that was received from the outreach exercises performed at the City's booth.

ATTACHMENTS:

Hot Air Affair Report

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director

City of Hudson, WI

Comprehensive Plan Update

February 8, 2020

Hot Air Affair Public Engagement Results

February 28, 2020



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Executive Summary

On February 8, 2020 the City of Hudson hosted a public engagement activity at the Hot Air Affair balloon festival. A booth focused on the City's Comprehensive Plan Update was set up in the E.P. Rock Elementary School between the cafeteria and marketplace. Thousands of people attended the hot air balloon festival, both visitors to Hudson and residents. At very minimum, the booth provided advertisement to these individuals about the Comprehensive Plan update. Of the total festival attendees, hundreds of people stopped and engaged in discussions and activities which were set-up at the booth, and provided valuable insights into the vision, values, and goals that Hudson residents, employees, and/or visitors hold.

The booth and activities were set up to first inform the public about the process of this 20-year update to the City's Comprehensive Plan. Secondly, participants were asked to complete two engagement exercises:

- "One Thing" Exercise; and
- Map Focus Area Exercise.

The "One Thing" Exercise asked participants to write a brief response to two questions on large poster boards. The questions were.

- What is one thing about Hudson that should not change?
- If you could change one thing in the City of Hudson, what would it be?

The Map Focus Area Exercise asked participants to place a numbered sticker on the map to identify areas they think the Comprehensive Plan should focus on. Then the participants wrote the sticker number and their comments on sheet to describe why that area should receive focus or what the needs are of that area.

Participants were also encouraged to share their opinions about Hudson's future with City staff, elected officials and consultant team who were facilitating the exercises. Results from these exercises are contained within this report.

What's Your Vision for Hudson in 2040?

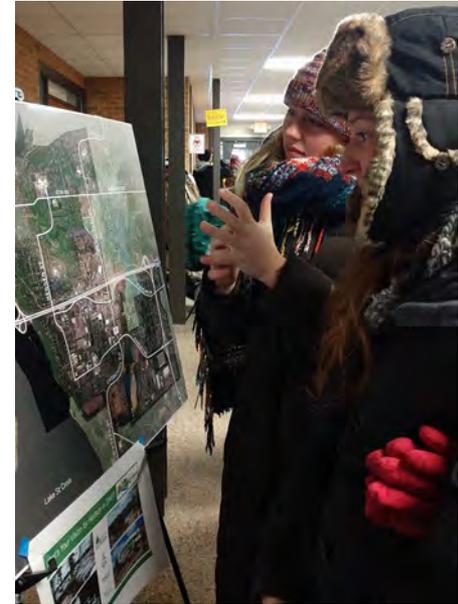


Project Website: <http://hudsoncomprehensiveplan.com/>



Themes – Hot Air Affair Public Engagement Results

- Keep downtown Hudson quaint / historic / original
- Community events are valued (i.e., kid friendly, music in the park)
- Keep small town charm
- Hudson's parks and beach are valued / Need to be maintained
- Interest in a new splash pad / community pool
- Local businesses are appreciated in Hudson
- Parking meters / free parking / more parking
- More bike / pedestrian paths needed, especially around schools
- Interest in expanding transit – Maintaining disability / senior citizen transportation services
- Inclusion / acceptance / kindness



What is one thing about Hudson that should not change?

- Historic Quaint Downtown (5)
- Hot Air Balloon Event (7)
- Fleet Farm (2)
- Small Local Businesses (5)
- Free Community Events
- Live Music (2)
- Friendly and Kind People (5)
- Streets Cleaned Immediately After it Snows
- Streets Clear and Clean
- Kid Friendly Events
- Free Community Events (2)
- Keep Our Small Town Charm (3)
- Buffalo Wild Wings
- Denny's (2)
- The Restaurants (3)
- Keep Taco John's
- Schools (2)

- The New High School
- Prospect Park
- Parks (4)
- The Free Beach
- Free Music in the Park (3)
- Booster Days
- Disability/Senior Citizen Transportation Services
- Curb to Curb Services
- Bike Lanes
- Keep Downtown Original
- Good Employers
- Nothing (2)
- Barkers
- Knoke's (3)
- Nice River
- Concert in the Park (2)



What is the one thing about Hudson that should not change?

FLEET FARM

its name.

↑
anger

Concerts in the Park

Historic Quaint Downtown

Unique/Wierd Downtown Businesses

KISS

small businesses + free community events! live music

THE IMPORTANCE OF SMALL BUSINESS!

THE BEACH

Foot

Keep local businesses

How kind & accepting everyone is.

NOMINATE FRED YORRG!

Buffets will wings

Curb to curb services! Bike Lanes

KEEP TACO JOHN'S

Keep our small town charm

Hot air affairs

The Parks

DISABILITY / SENIOR CITIZEN TRANSPORTATION SERVICES!

Dom's all day's change this

City Business

Knives

Schools

Keep the Downtown

Everyone is so friendly

Keep the Downtown

PROSPECT PARK

Balkans

Thriving downtown

Free Community Events
Hot Air Balloon Festival

Hot air event
Streets cleared immediately after snows

U

the near high school

Streets clear and close

Hot air fair

Knives

KINDNESS

MUSIC in the Park
Hot air fair downtown

hot air Balloon event

MYA

four grand restaurants

Do what you can

Hot air fair

Hot air fair

Hot air fair

THE PEOPLE

Kindness



If you could change one thing in the City of Hudson, what would it be?

- Sledding Hill
- Take Out Parking Meters (6) / Parking Meter App
- Free Parking (10)
- Needs More Parking (8)
- Parking Ramp/Garage Downtown (5)
- Longer Parking Times on Parking Meters
- City Transit
- Middle School Mental Health Awareness
- Acceptance- Schools
- Reducing Powerline, Making Photo Taking Better
- Water Bottle Refilling Stations
- Chick-Fil-A (3)
- More Activities for Toddlers
- Municipal Pool (2)
- More State Land
- More Seating Down by the Water
- More Public Art and Music
- Outdoor Skating Rinks
- More Kindness
- More Electric Cars
- City Pool
- Garbage in the Park
- More Recycling and Less Trash

- Parking Ramp on Old Fire Station Property
- More Bike/Pedestrian Paths (especially on Carmichael & Vine)
- Splash Pad (3)
- Over Policing of Main Street
- Enforcement of the Hudson Preservation Plan for Downtown
- Sidewalks on WI Street
- Sidewalks on Top of Hill (2)
- Sidewalk Going up Stageline to Movie Theater. City Can Take Over Road to Make This Happen.
- Dangerous Pedestrian Crossings
- Prioritize Pedestrian Traffic and Multi-Modal Transportation
- A Sidewalk by the Church, Across E.P. Rock
- More Inclusion
- More Parks for Kids to Play at
- More Free Stuff
- Skate Park
- Get Rid of Parking Meter Fees
- Waterpark
- Want the Shops to Grow and Not Close
- More Sunny Days to Enjoy the Patios
- More Sidewalks All Around the Schools for Safe, Easy Pedestrian Access

If you could change one thing in the City of Hudson, what would it be?

Shedding Hill

Enforcement of the Hudson Preservation plan for downtown.

More and the Hudson parking!!!

Parking

Preventing these App! compliance fee? seriously!

Practicalize

Sidewalks on top of the hill!

Parking

Parking

WANT THE SPACE TO KNOW AND NOT CLOSE

PARKING

NOT RIGHT

NEEDS TO BE

OPEN TO WHAT

IT WAS BEFORE

Parking

more sidewalks

Parking Meters

Everywhere

Eliminate the Parking Meters!

Return to the parking!

Parking garage

acceptance → schools

More biker!

Yes!

and max sidewalks all around the area & the schools for safe easy pedestrian access

Agree

Opening UP to movie stage line theatre on take over road to make who know

Parking Meter

More Free stuff

More kindness

Dangerous pedestrian crossings

What the heck is up with that Parking?

Free Parking!

Downtown PARKING GARAGE

SUFF! enough

More inclusive

FREE PARKING

More sunny days to enjoy the patios

Free agree

PARKING!

More public art + music

More Park!!!

Splash Pad!

Water Bill Reducing Stations

more bike/ pedestrian paths please!

esp on commercial/office

More activities for toddlers

the library this!!!

more parking for the library!

the library this!!!

More activities for toddlers

the library this!!!

More activities for toddlers

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Place a numbered sticker on the map to identify areas you think the Comprehensive Plan should focus on.

Grab a sheet...

Write the sticker number in the box and your comment in the adjacent space.



Place a numbered sticker on the map to identify areas you think the Comprehensive Plan should focus on.
Write the sticker number in the box and your comment in the adjacent space.

STICKER NUMBER	COMMENT

I am ... (select all that apply) a Resident of the City of Hudson a Resident in a Neighboring Community
 an Employee in Hudson a Visitor

Hudson Wisconsin Comprehensive Plan Update



Focus Area Dot Comments

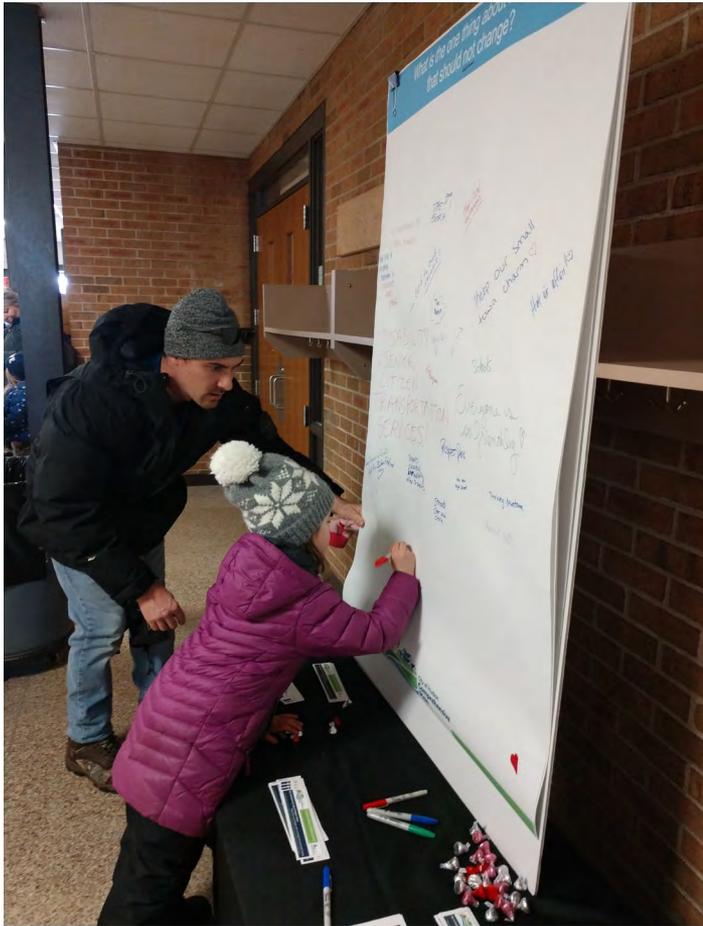
Sticker #	Areas the Comprehensive Plan Should Focus On:	I am...			
		a Resident of the City of Hudson	a Resident in a Neighboring Community	an Employee in Hudson	a Visitor
2	Carmichael- needs to be 4-lanes, bike paths, slower speed, more traffic lights. Rebuild- will it work (at interchange)	x			
1	Carmichael Road is a disaster. Too many lights- it is easy to be looking ahead and look at the wrong light. All turn lanes need turn lights.	x			
3	Carmichael congestion				
8	Fix the stop and go situation there are too may accidents	x	x		
9	Gas Station	x	x		
4	Add sidewalk to connect subdivision to east, to the rest of Hudson, so the area is safer for kids walking here	x			
31	Don't change boat launch parking to 3 hrs.	x			
5	Leave Prospect Park as is. No water park.	x			
26	They should build a place for more community involvement and a Hyvee-Miss having a grocery store on this side of the hwy.	x			
25	Super Walmart (or somewhere)	x			
13	More beach	x			
14	Already congested intersection will get worse with new development at SW corner and the county land will also one day sell/develop. Lots of traffic AM/PM with school start/end. Lots of student and pedestrians going to need sidewalks	x			
15	Left turn out of Mayer Rd. is a problem	x			
19	Traffic flow, water, commercial expansion				
22	Traffic control, sidewalks, do not build here (disruption of wildlife, eyesore) and; We need green spaces	x			
28	Develop area now movie theater, need senior housing		x		
38	Park/playground near neighborhood by Albert Street	x			

Additional Comments

Additional Comments
Too much population growth, only one grocery store is tough, in general too much growth for current infrastructure; layout of uses at dog track is odd.
Kids need to be able to walk/bike to school, draw a 1-mile buffer around the schools and target trail connections, sidewalks and methods to fix dangerous intersections
Keep the quaintness and historic nature of downtown; don't allow tall building heights downtown
Lighting at the parking stations (maybe a different color) so they are easier to find at night; we like the street lighting downtown
Needs in Hudson: Mass transit; less need for downtown parking and more bike lanes

I am...			
a Resident of the City of Hudson	a Resident in a Neighboring Community	an Employee in Hudson	a Visitor
x			
x			
x			





City of Hudson
**Comprehensive
 Plan**





505 Third Street
Hudson, Wisconsin 54016
ph: (715)-386-4765 fx: (715)386-3385
www.ci.hudson.wi.us

TO: Hudson Comprehensive Plan Steering Committee
FROM: Community Development
DATE: April 13, 2020
SUBJECT: Discussion on City of Hudson Demographic Data

BACKGROUND:

Brea Grace will discuss with the Steering Committee the City's Demographic Data for the "Issues and Opportunities" drafted chapter of the Comprehensive Plan.

ATTACHMENTS:

Demographic Data Research

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director

2040 Comprehensive Plan - 03/02/2020 Draft

City of Hudson, WI

1 Issues and Opportunities Element

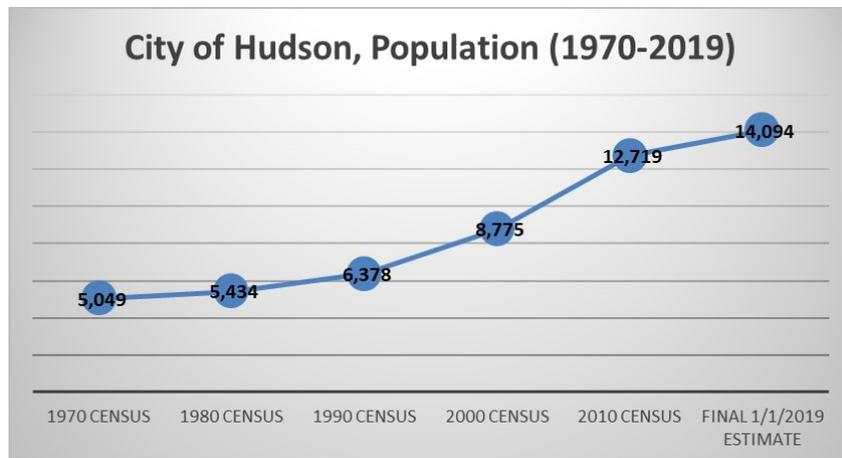
1.1 Population and Demographics

This section will review data and other available information about the City of Hudson’s residents and business, to help us understand existing conditions and projections for the future.

1.1.1 Population

The Wisconsin Department of Administration (DOA) estimates that the January 1, 2019, population estimate of the City of Hudson was 14,094. Historically, the City of Hudson has been gaining population every decade. In the decades ahead, the City’s population is anticipated to continually grow.

Figure 1 – City of Hudson, Population (1970-2019)



Comparing the City of Hudson’s population change to that of adjacent communities, population increases have also been occurring in the past five decades.

Table 1 – Historic Change in Population (1970-2019)

Municipality	1970 Census	1980 Census	1990 Census	2000 Census	2010 Census	Final 1/1/2019 Estimate
T. Hudson	925	2,012	3,692	6,213	8,461	8,719
T. Troy	1,517	2,326	2,850	3,661	4,705	5,379
V. North Hudson	1,547	2,218	3,101	3,463	3,768	3,824
V. Roberts	484	833	1,043	969	1,651	1,753
C. Hudson	5,049	5,434	6,378	8,775	12,719	14,094
C. River Falls	7,238	9,019	10,610	12,560	15,000	15,835

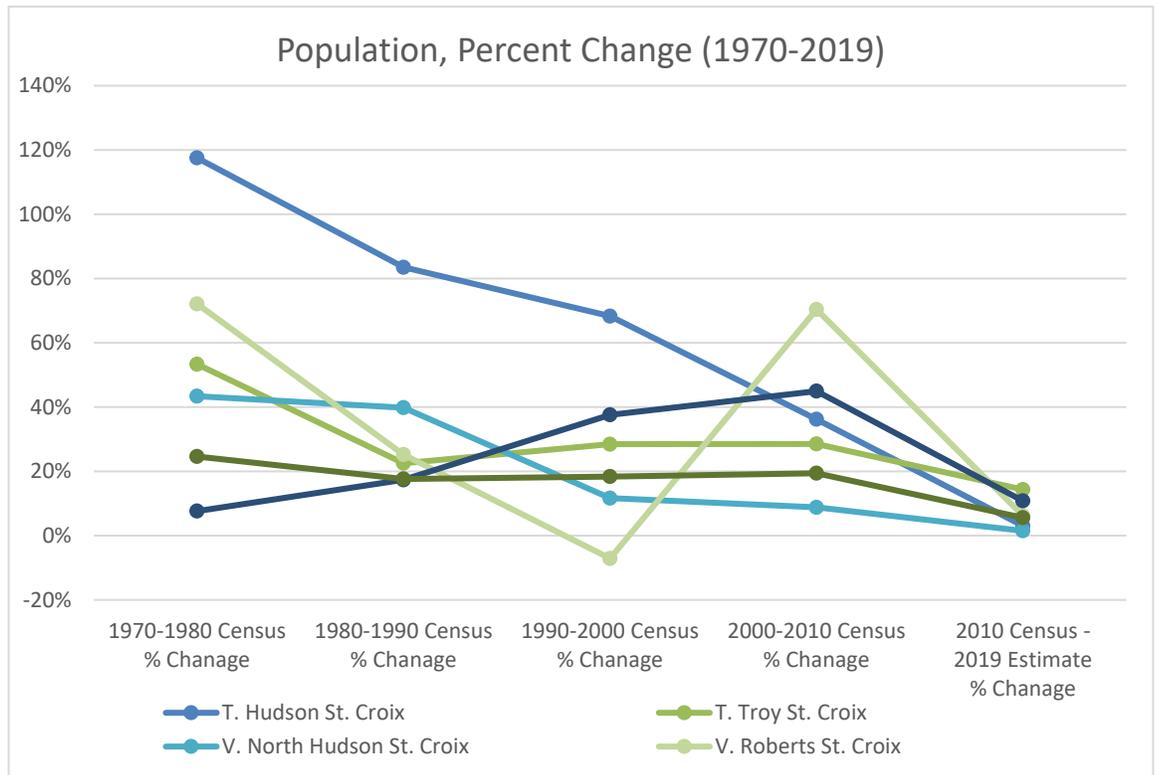
Source: Demographic Services Center, Wisconsin Department of Administration

Table 2 – Population, Percent Change (1970-2019)

Municipality	1970-1980 Census % Change	1980-1990 Census % Change	1990-2000 Census % Change	2000-2010 Census % Change	2010 Census - 2019 Estimate % Change
T. Hudson	118%	83%	68%	36%	3%
T. Troy	53%	23%	28%	29%	14%
V. North Hudson	43%	40%	12%	9%	1%
V. Roberts	72%	25%	-7%	70%	6%
C. Hudson	8%	17%	38%	45%	11%
C. River Falls	25%	18%	18%	19%	6%

Source: Demographic Services Center, Wisconsin Department of Administration

Figure 2 – Population, Percent Change (1970-2019)

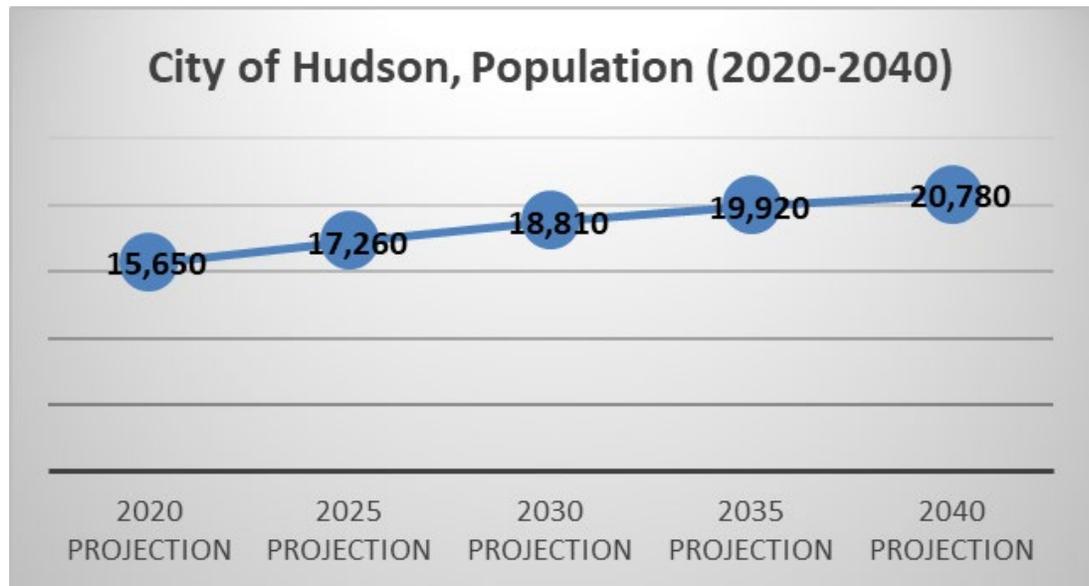


1.1.2 Population Projections

Population projections are used to assess development prospects and community facility needs created by population growth. Population forecasts can be used to evaluate potential residential development, economic conditions, and the level of demand for public facilities and services. This estimate of future growth is also valuable information for establishing management techniques in order to provide for orderly growth and development.

The DOA population projections are, by State Statutes, the official population projections for Wisconsin. The DOA's projections predict that the City's population will grow to 20,780 by 2040, which is an increase of 6,686 residents from the 2019 population estimate, approximately a 47% increase.

Figure 3 – City of Hudson Population (2020-2040)



Comparing the City of Hudson's population projections to that of adjacent communities, population increases and percentage increases are identified in the tables below.

Table 3 – Population Projection (2020-2040)

Municipality	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
T Hudson	9,820	10,660	11,470	12,010	12,410
T Troy	5,400	5,805	6,185	6,425	6,590
V North Hudson	4,030	4,175	4,300	4,325	4,305
V Roberts	1,890	2,045	2,195	2,290	2,360
C Hudson	15,650	17,260	18,810	19,920	20,780
C River Falls	16,175	16,905	17,540	17,850	18,105
Source: Demographic Services Center, Wisconsin Department of Administration					

As compared to St. Croix County, the City of Hudson is anticipated to grow significantly more in the next two decades.

Table 4 – City of Hudson and St. Croix County Population Projection (2020-2040)

Municipality	2020 Projection	2030 Projection	2020-2030 Percent Change	2040 Projection	2030-2040 Percent Change
C Hudson	15,650	18,810	20.2%	20,780	10.5%
St. Croix County	96,985	111,470	14.9%	119,010	6.8%

1.1.3 Age & Gender

The age of residents is important in identifying current and future needs of a community. The table below shows City of Hudson and St. Croix County age distributions. The median age in Hudson (36.0) is younger than St. Croix County's (38.3) as well as Wisconsin's median age (39.2). Hudson has slightly less residents under the age of 18 (23.5%) than St. Croix County (25.8%). However, Hudson has slightly more residents over the age of 65 (15.4%) than St. Croix County (12.5%).

Figure 4 – Hudson Age Distribution (2017)

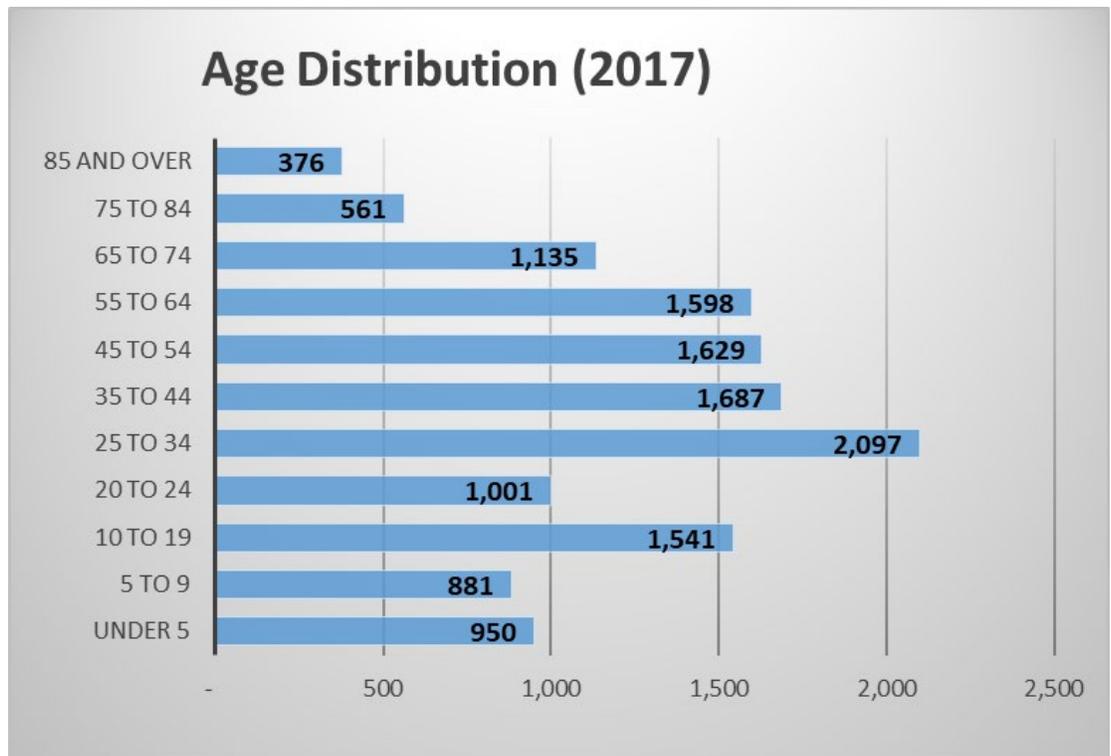


Table 5 – Age Distribution (2010-2017)

	City Of Hudson					St. Croix County				
	2010		2017 Estimate		Proportional Change	2010		2017 Estimate		Proportional Change
	Number	Percent	Number	Percent		Number	Percent	Number	Percent	
Under 5	958	7.5%	950	4.8%	-0.8%	6,166	7.3%	5,512	6.3%	-10.6%
5 to 9	995	7.8%	881	7.8%	-11.5%	6,705	7.9%	6,779	7.8%	1.1%
10 to 19	1,480	11.6%	1,541	16.8%	4.1%	11,757	14.0%	12,197	14.0%	3.7%
20 to 24	653	5.1%	1,001	4.8%	53.3%	3,924	4.7%	4,499	5.2%	14.7%
25 to 34	2,179	17.1%	2,097	6.5%	-3.8%	11,542	13.7%	10,162	11.6%	-12.0%
35 to 44	1,902	14.9%	1,687	15.9%	-11.3%	12,640	15.0%	12,213	14.0%	-3.4%
45 to 54	1,675	13.1%	1,629	20.2%	-2.7%	13,616	16.1%	13,285	15.3%	-2.4%
55 to 64	1,312	10.3%	1,598	12.8%	21.8%	9,527	11.3%	11,584	13.3%	21.6%
65 to 74	771	6.0%	1,135	7.9%	47.2%	4,672	5.5%	6,598	7.6%	41.2%
75 to 84	499	3.9%	561	2.0%	12.4%	2,637	3.1%	3,090	3.6%	17.2%
85 and over	295	2.3%	376	0.1%	27.5%	1,159	1.4%	1,223	1.4%	5.5%
Under 18	3,218	25.3%	3,156	23.5%	-1.9%	22,883	27.1%	22,522	25.8%	-1.6%
Over 65	1,565	12.3%	2,072	15.4%	32.4%	8,468	10.0%	10,911	12.5%	28.8%
Total	12,719	-	13,456	-	5.8%	84,345	-	87,142	-	3.3%
Median Age	35.4	-	36.0	-	-	36.7	-	38.3	-	-

Source: U.S. Census Bureau, 2010 Census and 2013-2017 American Community Survey 5-Year Estimates

Looking at gender, the population of the City of Hudson is approximately 52.4% female and 47.6% male, based on the 2017 American Community Survey 5-Year Estimate.

Table 6 – Gender (2010-2017)

	City Of Hudson					St. Croix County				
	2010		2017 Estimate		Proportional Change	2010		2017 Estimate		Proportional Change
	Number	Percent	Number	Percent		Number	Percent	Number	Percent	
Male	6,165	48.5%	6,404	47.6%	3.9%	42,218	50.1%	43,468	49.9%	3.0%
Female	6,554	51.5%	7,052	52.4%	7.6%	42,127	49.9%	43,674	50.1%	3.7%
Total	12,719	100.0%	13,456	100.0%	-	84,345	100.0%	87,142	100.0%	-

Source: U.S. Census Bureau, 2010 Census and 2013-2017 American Community Survey 5-Year Estimates

1.1.4 Household Size

The average household size in the City of Hudson was 2.36 persons per housing unit in 2010. For St. Croix County, the average size was larger at 2.63 persons per housing unit. Over future decades, the average persons per housing unit is anticipated to decrease.

Table 7 – Projected Average Household Size (2010-2040)

	2010 Census	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
City of Hudson	2.36	2.28	2.25	2.21	2.17	2.15
St. Croix County	2.63	2.53	2.49	2.45	2.41	2.39

Source: Demographic Services Center, Wisconsin Department of Administration, 2013

Looking at the average household size by housing tenure, household sizes are larger in owner-occupied units as compared to renter-occupied units. This trend is consistent in the City of Hudson and in St. Croix County.

Table 8 – Average Household Size by Tenure (2010-2017)

	2010		2017	
	Average Household Size of Owner-Occupied Units	Average Household Size of Renter-Occupied Units	Average Household Size of Owner-Occupied Units	Average Household Size of Renter-Occupied Units
City of Hudson	2.45	2.11	2.41	2.23
St. Croix County	2.69	2.18	2.71	2.19

Source: U.S. Census Bureau, 2006-2010 American Community Survey and 2013-2017 American Community Survey 5-Year Estimates

1.1.5 Household and Housing Unit Projections

The City of Hudson had 5,909 housing units in 2017 (occupied and unoccupied). This was approximately a 54% increase from the 2000 U.S. Census count. During that same time period, St. Croix County experienced slightly less increases with 45% growth in the total number of housing units.

Table 9 – Number of Housing Units (2000-2017)

	2000	2010	2017	2000-2017 Percent Change
City of Hudson	3,831	5,642	5,909	54.2%
St. Croix County	24,265	33,983	35,152	44.9%

Source: U.S. Census Bureau, 2000 & 2010 Census and 2013-2017 American Community Survey 5-Year Estimates

Housing projections are helpful to estimate how much land will be consumed by future development. As housing units and households increase, there is an increased demand for public facilities and services. The DOA provides household projections by municipality in Wisconsin. The City of Hudson is projected to see an increase of 2,668 household or 39.6% from the 2020 projections to the 2040 projections as shown in the table below. St. Croix County is expected to see a 29.4% increase. In the 10-year horizon, the City of Hudson is projected to see an increase of 1,586 housing units, a 23.5% increase by 2030.

Table 10 – Number of Housing Units (2010-2040)

	2010 Census	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection	2020-2040 Change
City of Hudson	5,287	6,745	7,539	8,331	8,943	9,413	39.6%
St. Croix County	31,799	37,935	41,416	44,853	47,314	49,073	29.4%

Source: Demographic Services Center, Wisconsin Department of Administration, 2013

Household and housing unit projections are intended to provide an estimate of the number of housing units that will be developed in future years. The City will continue to experience growth in residential development to meet market needs and to accommodate the projected increase in 1,586 households between 2020 and 2030.

1.1.6 Labor Force

The labor force participation rate in the City of Hudson has been slightly decreasing since 2010, however unemployment has also been decreasing. Data for St. Croix County is showing similar trends.

Table 11 – Labor Force Employment Status (2010-2017)

City of Hudson	2010	2010 Percentage	2017	2017 Percentage
Persons Age 16 and Over	9,540	-	10,520	-
In Labor Force	7,305	76.6%	7,546	71.7%
Employed	6,887	72.2%	7,265	69.1%
Unemployed	418	4.4%	281	2.7%
Unemployment Rate	-	5.7%	-	3.7%
St. Croix County	2010	2010 Percentage	2017	2017 Percentage
Persons Age 16 and Over	62,545	-	67,146	-
In Labor Force	47,531	76.0%	48,926	72.9%
Employed	44,484	71.1%	47,132	70.2%
Unemployed	2,956	4.7%	1,621	2.4%
Unemployment Rate	-	6.2%	-	3.3%
State of Wisconsin	2010	2010 Percentage	2017	2017 Percentage
Percent Unemployed	204,600	4.60%	145,271	3.10%

Source: U.S. Census Bureau, 2006-2010 American Community Survey and 2013-2017 American Community Survey 5-Year Estimates

1.1.7 Employment

Employment is primarily provided by two major industries within the City of Hudson. The educational, health and social services industry provides 24.2% in the City and the manufacturing industry provides 14.6% of all jobs. The table below identifies industries in Hudson and the percentage of employment by each.

Table 12 – Employment by Industry (2017)

Industry	2017	
	Number	Percentage
Agriculture, forestry, fishing and hunting and mining	81	1.1%
Construction	318	4.4%
Manufacturing	1,064	14.6%
Wholesale trade	269	3.7%
Retail trade	691	9.5%
Transportation and warehousing, and utilities	406	5.6%
Information	156	2.1%
Finance, insurance, real estate, and rental and leasing	488	6.7%
Professional, scientific, management, administrative, and waste management services	718	9.9%
Educational, health and social services	1,760	24.2%
Arts, entertainment, recreation, accommodation and food services	671	9.2%
Other services, except public administration	376	5.2%
Public administration	267	3.7%
Total	7,265	-

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

The top two occupation categories in which Hudson residents are employed are management, business, science, and arts occupations (44.8%) and sales and office occupations (21.9%). All occupational categories are identified in the table below.

Table 13 – Employment by Occupation (2017)

Occupation	2017	
	Number	Percentage
Management, business, science, and arts occupations	3,258	44.8%
Service occupations	1,158	15.9%
Sales and office occupations	1,591	21.9%
Natural resources, construction, and maintenance occupations	479	6.6%
Production, transportation, and material moving occupations	779	10.7%
Total	7,265	-

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

The majority of Hudson residents work outside the State of Wisconsin (52.7%). Approximately 43.3% within St. Croix County.

Table 14 – Place of Work (2010-2017)

Place of work	2010	2017
Worked in state of residence	44.7%	47.3%
Worked in county of residence	42.3%	43.3%
Worked outside county of residence	2.4%	3.9%
Worked outside state residence	55.3%	52.7%

Source: U.S. Census Bureau, 2006-2010 and 2013-2017 American Community Survey 5-Year Estimates

The majority of Hudson residents (64.3%) travel less than 30 minutes to work. Of that 26.9% travel less than 15 minutes to work. The mean travel time to work by Hudson residents is 24.4 minutes, as compared to the 27.9 minutes mean travel time for St. Croix County residents, as determined by the 2017 American Community Survey. Detailed travel times to work are identified in the table below.

Table 15 – Travel Time to Work (2010-2017)

Travel Time to Work	2010	2017
Less than 10 minutes	17.5%	16.5%
10 to 14 minutes	17.3%	10.4%
15 to 19 minutes	12.7%	11.6%
20 to 24 minutes	12.6%	19.3%
25 to 29 minutes	7.0%	6.5%
30 to 34 minutes	12.5%	13.5%
35 to 44 minutes	8.6%	7.9%
45 to 59 minutes	7.8%	8.0%
60 or more minutes	3.9%	6.3%
Mean travel time to work (minutes)	23.1	24.4

Source: U.S. Census Bureau, 2006-2010 and 2013-2017 American Community Survey 5-Year Estimates

The vast majority of Hudson residents travel to work by car, truck, or van (89.4%) and most of these workers are driving alone (83.4%). Since 2010, more workers are using public transportation, walking or bicycling to work and more residents are working from home. The table below identifies the means by which residents travel to work.

Table 16 – Means of Transportation to Work (2010-2017)

Means of Transportation to Work	2010	2017
Car, Truck, or Van	92.4%	89.4%
Drove alone	84.2%	83.4%
Carpooled	8.1%	6.0%
In 2-person carpool	6.4%	4.1%
In 3-person carpool	0.8%	1.2%
In 4-person carpool	0.9%	0.7%
Public transportation (excluding taxicab)	0.4%	0.8%
Walked	0.9%	3.1%
Bicycle	0.0%	0.4%
Taxicab, motorcycle, or other means	0.6%	0.2%
Worked at home	5.7%	6.2%
<i>Source: U.S. Census Bureau, 2006-2010 and 2013-2017 American Community Survey 5-Year Estimates</i>		

1.1.8 Household and Per Capita Income

According to the 2017 American Community Survey, median household income in Hudson is \$69,065 compared to \$77,768 for St. Croix County, and \$56,759 for Wisconsin. The mean household income in Hudson is \$87,869, compared to \$94,996 for St. Croix County and \$74,372 for Wisconsin. Per capita income in Hudson is \$37,211, compared to \$36,561 for St. Croix County and \$30,557 for Wisconsin.

Table 17 – City of Hudson, Income and Benefits (2017)

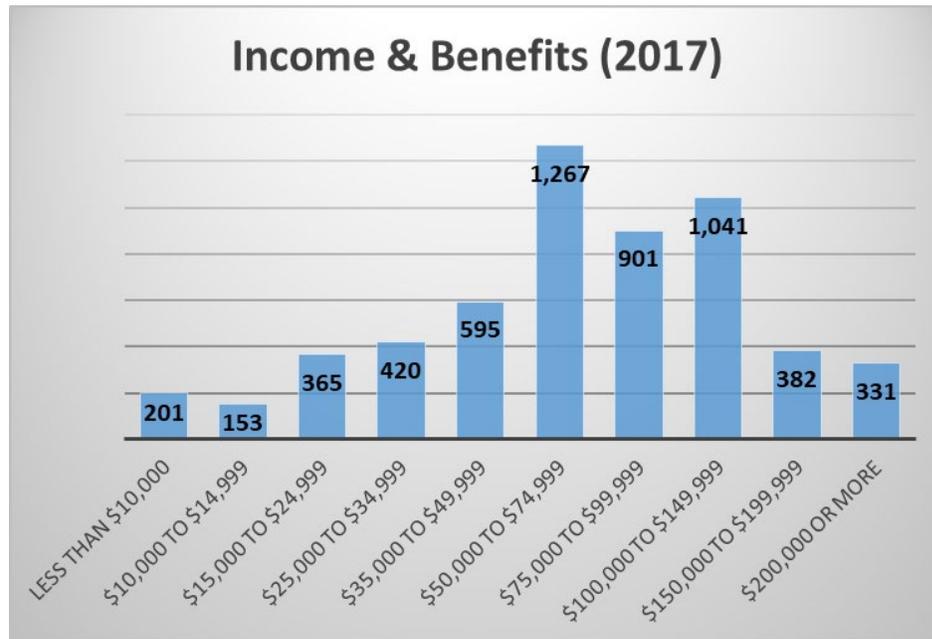


Table 18 – Household Income (2017)

2017 Income & Benefits	City of Hudson		St. Croix County	
	Number	Percentage	Number	Percentage
Less than \$10,000	201	3.6%	723	2.2%
\$10,000 to \$14,999	153	2.7%	963	2.9%
\$15,000 to \$24,999	365	6.5%	2,059	6.2%
\$25,000 to \$34,999	420	7.4%	2,309	6.9%
\$35,000 to \$49,999	595	10.5%	3,668	11.0%
\$50,000 to \$74,999	1,267	22.4%	6,400	19.2%
\$75,000 to \$99,999	901	15.9%	5,502	16.5%
\$100,000 to \$149,999	1,041	18.4%	6,819	20.4%
\$150,000 to \$199,999	382	6.8%	2,753	8.2%
\$200,000 or more	331	5.9%	2,193	6.6%
Total	5,656		33,389	
Median Household Income	\$69,065.00	NA	\$77,768.00	NA
Mean Household Income	\$87,869.00	NA	\$94,996.00	NA
Per Capita Income	\$37,211.00	NA	\$36,561.00	NA

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

1.1.9 Educational Attainment

The U.S. Census Bureau provides information on educational attainment levels, which are summarized in figures and table below. City of Hudson residents, on average, have a slightly higher level of education compared to residents of St. Croix County. According to the 2017 American Community Survey, Wisconsin has 91.7% of its residents 25 years and over with a high school diploma or higher. Comparatively, the City of Hudson (97.5%) is higher than the state average and the St. Croix County average (96.1%).

The City of Hudson and St. Croix County are both ahead of the state average in terms of Bachelor's Degree or other higher educations. Wisconsin has approximately 29.1% of residents having earned at least a Bachelor's Degree, while Hudson has 43.9% and St. Croix County has 34.1% of residents with at least a Bachelor's Degree.

Table 19 – Educational Levels (2010-2017)

Highest Education	Hudson				St. Croix County			
	2010		2017		2010		2017	
	No.	Percent	No.	Percent	No.	Percent	No.	Percent
Less than 9th grade	182	2.2%	109	1.2%	869	1.6%	648	1.1%
9th to 12th grade, no diploma	322	3.9%	119	1.3%	2,064	3.8%	1,611	2.8%
High school graduate (includes equivalency)	2,174	26.3%	1,961	21.6%	15,858	29.2%	15,247	26.2%
Some college, no degree	1,868	22.6%	1,747	19.2%	12,599	23.2%	12,747	21.9%
Associate's degree	513	6.2%	1,167	12.8%	5,268	9.7%	8,105	13.9%
Bachelor's degree	2,340	28.3%	2,621	28.9%	13,034	24.0%	13,963	24.1%
Graduate or professional degree	868	10.5%	1,359	15.0%	4,616	8.5%	5,834	10.0%
Total	8,267	100.0%	9,083	100.0%	54,308	100.0%	58,155	100.0%

Notes: Population 25 years and over.

Source: U.S. Census Bureau, 2006-2010 American Community Survey and 2013-2017 American Community Survey 5-Year Estimates

1.1.10 Schools

Hudson residents are served by the Hudson School District. The table below shows the enrollment for each school in the District.

Table 20 – Hudson Area School District Enrollment

District	County Name	School Type	School Name	Grades		2018-2019 Enrollment
Hudson School District	St. Croix County	Elementary School	Houlton Elementary	K	5th	213
Hudson School District	St. Croix County	High School	Hudson High	9th	12th	1,786
Hudson School District	St. Croix County	Middle School	Hudson Middle	6th	8th	1,317
Hudson School District	St. Croix County	Elementary School	Hudson Prairie Elementary	K	5th	340
Hudson School District	St. Croix County	Elementary School	North Hudson Elementary	K	5th	296
Hudson School District	St. Croix County	Elementary School	River Crest Elementary	K	5th	531
Hudson School District	St. Croix County	Elementary School	Rock Elementary	K	5th	496
Hudson School District	St. Croix County	Elementary School	Willow River Elementary	K	5th	315
Total						5,294
<i>Source: Wisconsin Information System for Education</i>						

Some children throughout St. Croix County and the City of Hudson are home-schooled. There are 153 children that are home-schooled who would qualify for enrollment in the Hudson School District. This is equivalent to 2.73% of the current public school enrollment, as indicated in the table below.

Table 21 – Hudson Area Home-Based Private Educational Program Enrollment (2018-2019)

District	Total Home-Based Enrollment	Total 3rd Friday Public Enrollment	Home-Based Enrollment as Percentage of Public Enrollment
Hudson School District	153	5,614	2.73%
<i>Source: Wisconsin Information System for Education</i>			

The City of Hudson is located within the Wisconsin Indianhead Technical College service area. The College has four main campuses, the closest of which is located in New Richmond.

The closest University of Wisconsin system school to the City of Hudson is UW-River Falls. The University has a total undergraduate enrollment of 5,725 and is approximately 10-miles from Hudson.