

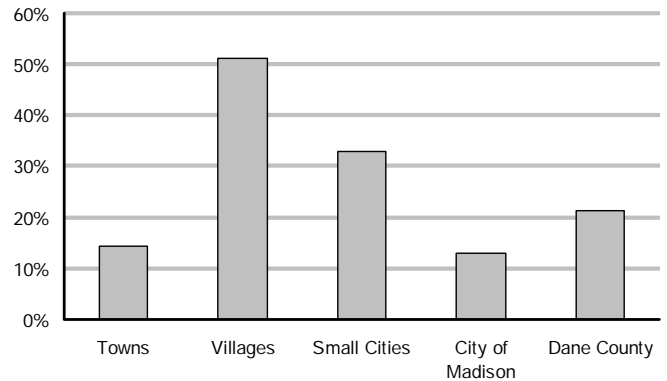
# REGIONAL TRENDS 2003

## Population

The population in Dane County grew from 438,881 in 2002 to 445,253 in 2003, according to the Wisconsin Department of Administration. While the total county population has grown by 21% since 1990, the amount of growth has varied widely for the County's municipalities. The city of Madison and towns grew by 13 and 14% respectively, while the smaller cities and villages grew by 33 and 51% respectively.



Population Growth 1990 - 2003

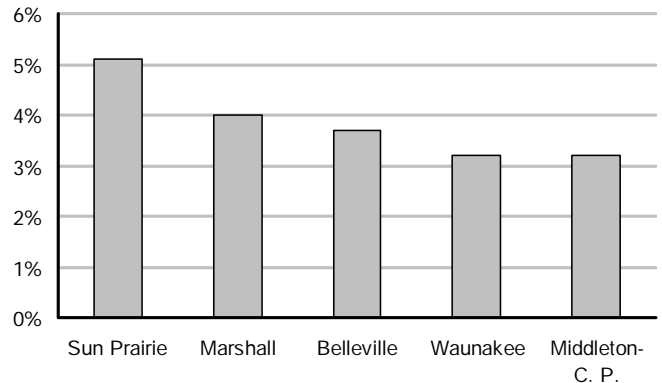


## School Enrollment

K-12 public school enrollment in Dane County increased from 64,638 in 2002-03 to 65,122 in 2003-04, a 0.7% increase. Public school enrollment increased 13.4% from 1993-94 to 2003-04. The school districts with the highest growth since the 2002-03 school year are shown below.

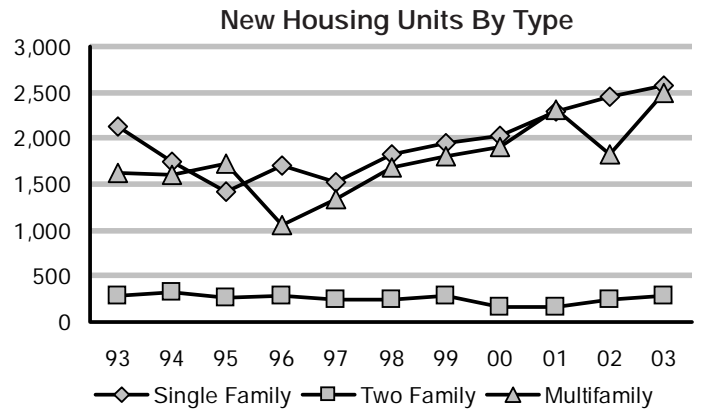


Enrollment Growth: 2002-03 to 2003-04



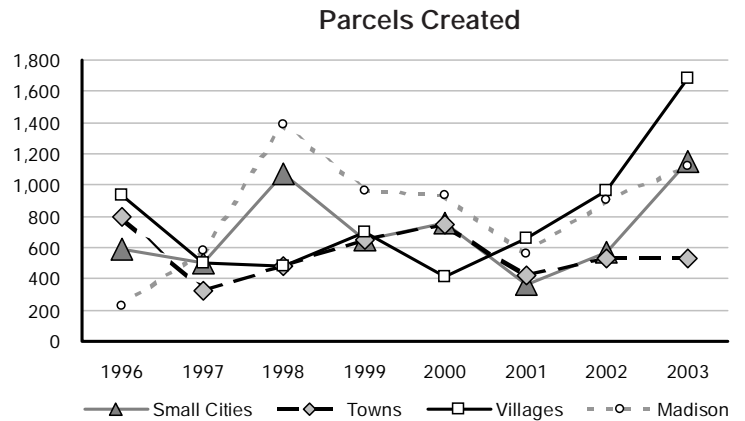
## Residential Development

There were 5,338 housing units constructed in Dane County in 2003, up from 4,528 in 2002. In 2003, more single-family housing units were built in Dane County than in any year in the last 33 years. More multifamily units were built in Dane County than in any year since 1972.



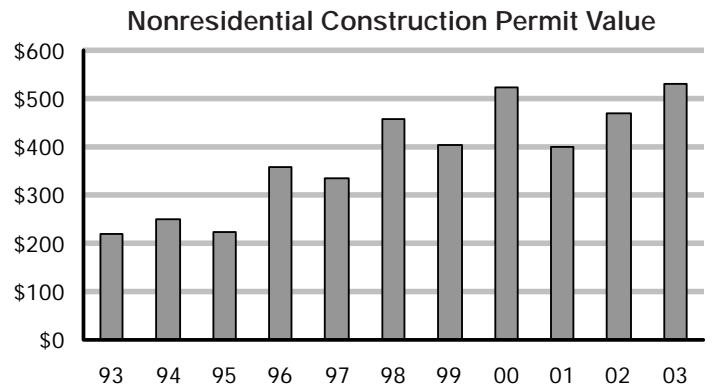
## Land Division

The total number of new parcels created in Dane County increased by 51% from 2002 levels, up to 4,480 parcels. The number of parcels created in small cities increased by 100% from the previous year. There were increases in parcel creation in the villages (75%) and the City of Madison (24%). Towns experienced a slight decline in platting activity in 2003.



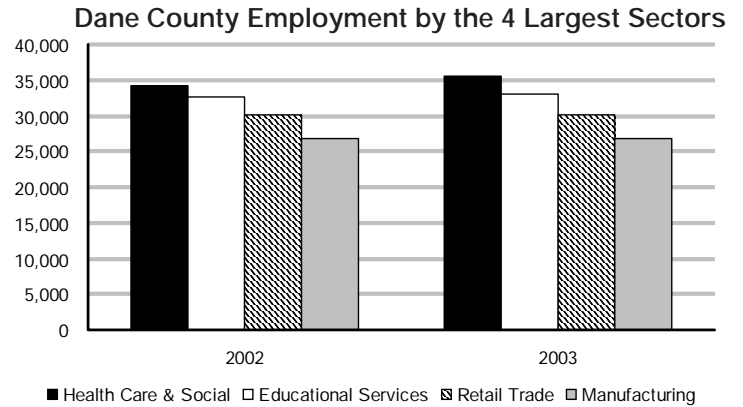
## Economic Development

Total nonresidential construction permit value was estimated at \$522 million in 2003. Among the highest value nonresidential projects in 2003 were: Camp Randall renovation (\$48 million), the Dane County Courthouse (\$44 million) and Meriter Hospital (\$20.8 million) in the City of Madison; EPIC Systems' Headquarters Phase 1 (\$40 million) in the City of Verona; and the Hilton Garden Inn (\$25 million) and Greenway Office (\$12.5 million) in the City of Middleton.



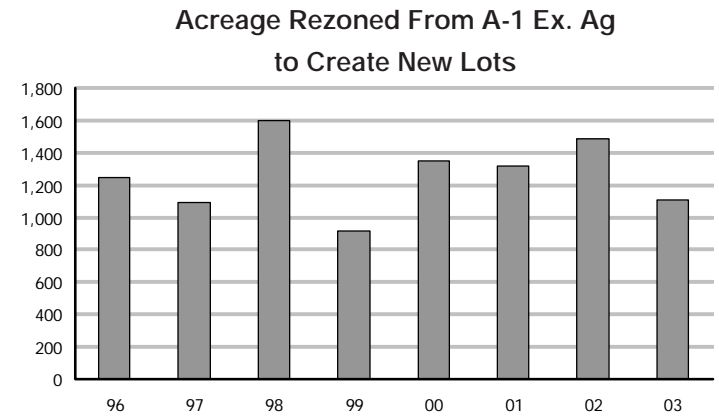
## Employment

The total employment base in Dane County increased by 3,018 new jobs, or 1.1%, over 2002 levels. The average unemployment rate in Dane County in 2003 was 2.7%, the same as in 2002.



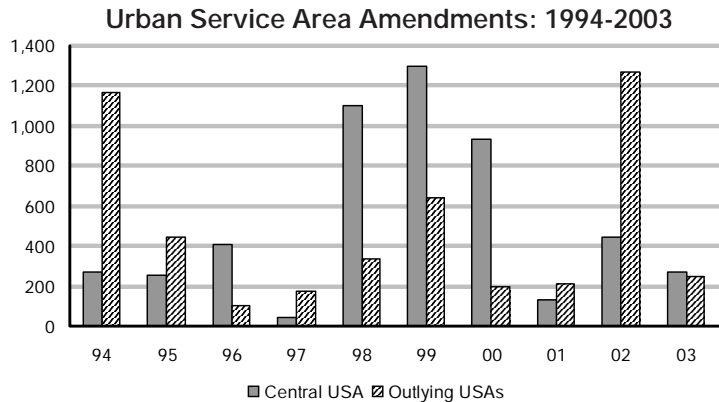
## Agricultural Lands

The average value of all agricultural land sold in Dane County increased from \$6,404 per acre in 2001 to \$7,458 per acre in 2002 (latest available data). The value of land sold for continued agricultural use (\$5,336 per acre in 2002) has increased every year since 1992. The value of land sold for non-agricultural use increased from \$10,770 per acre in 2001 to \$12,249 per acre in 2002. Approximately 1,111 acres were rezoned from the A-1 Agriculture (Exclusive) zoning to create new lots in 2003, according to Dane County zoning records.



## Urban Service Areas

In 2003, 14 amendments were made to urban service area boundaries. From 1986 to 2003, there were 13,629 acres added to urban service areas for development, including 518 acres last year.



## Transportation

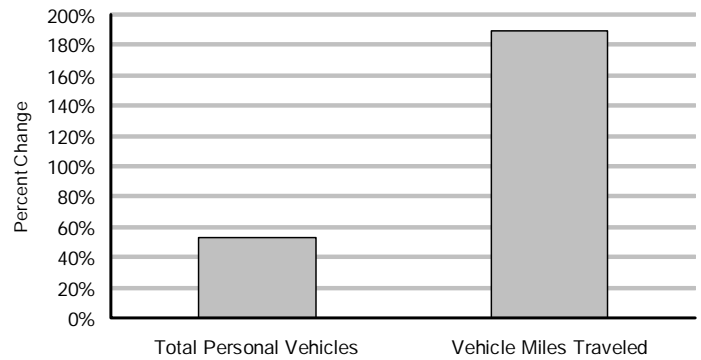
The *Dane County Land Use and Transportation Plan (Vision 2020)* guides both short- and long-range transportation improvements for all modes of travel within the Madison urban area and throughout the remainder of the county. The plan is implemented through development of a Transportation Improvement Program (TIP), which coordinates and schedules transportation improvements over a five-year period and is updated annually.

Madison Metro's total fixed-route ridership increased from 10,895,089 passengers in 2002 to 10,934,125 in 2003, a 0.36% increase. The 2002 ridership total had been Metro's highest since 1986. The overall ridership trend has been positive since 1990, with a 20.9% increase during this period.

According to the 2000 Census, 77% of Dane County residents working outside the home commuted via single-occupant vehicle, 10% carpooled, 4% used public transportation, 6% walked, and 2% bicycled. The mean travel time to work was 19.9 minutes, up 10% from 1990.

It is estimated that daily vehicle miles of travel (VMT) in the central Dane County area increased from 3.5 million in 1980, to 7.6 million in 1990, and to 10.1 million in 2000. The total personal vehicles in Dane County increased from 196,000 in 1980, to 243,000 in 1990, and to 300,000 in 2000.

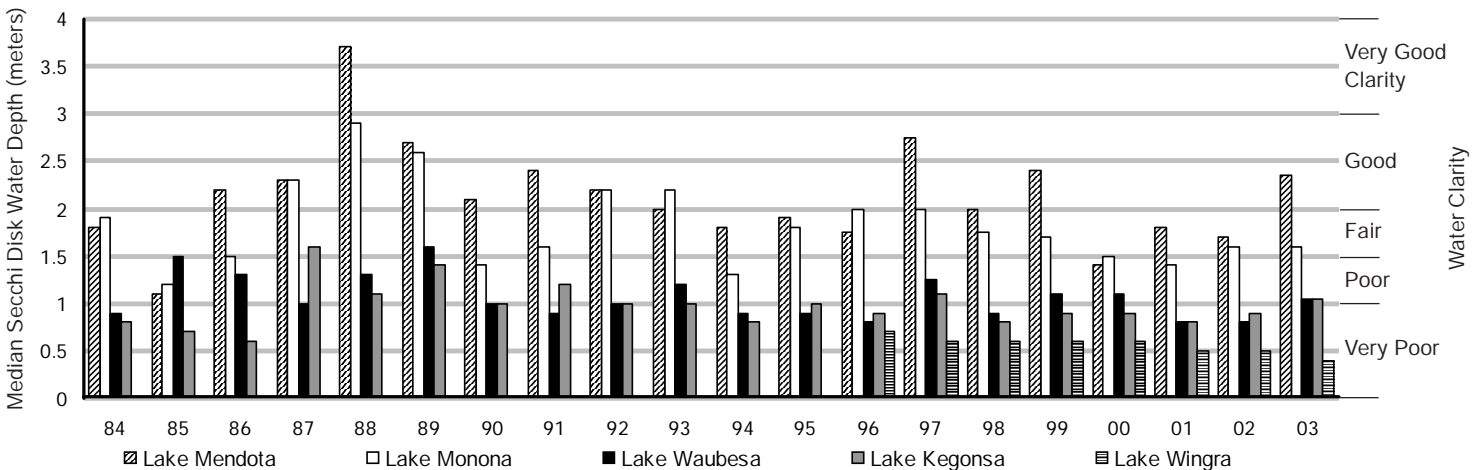
Dane County Personal Motor Vehicle Registrations and Vehicle Miles Traveled in Central Dane County: 1980-2000



## Environmental Resources

While the quality of Dane County's ground and surface water is generally good, water pollution problems are also evident in some locations. Over-fertilization and sedimentation of our lakes from urban and rural nonpoint source stormwater runoff continues to be a problem. Groundwater quality indicates worsening trends, especially for nitrates and salt. On the other hand, there have been areas of noticeable improvement. Atrazine in wells has shown improvement, due largely to state restrictions on atrazine use. Despite the significant growth and development that has occurred, surface water quality in streams is not declining, and may actually be improving due to better wastewater treatment and improved urban stormwater quality management. In 2003, the RPC reviewed 133 sewer extensions for plan consistency and also assisted communities in water resources management and planning. Sewer extension reviews include stormwater management plan review for most development on the urban fringe.

Yahara Lakes Summer Water Clarity



Source: Wisconsin Dept. of Natural Resources Bureau of Research, and U.W. Center for Limnology (1995-2002).