

Otter Tail County Long Range Strategic Plan

Focus Group Meeting



Agenda

- › Introductions
- › Planning Overview
- › Long-Range Strategic Plan Process
- › Existing Conditions Review
- › Engagement Activity
- › Next Steps

What's Next for Otter Tail County?

Looking ahead, County Leadership is asking themselves:

What do we want to allow, promote and encourage?



What do we want our communities to look like in the next 25 years?

Otter Tail County Strategic Planning Goals

VERTICAL PERSPECTIVES - THE FOUNDATION OF STRATEGIC PLANNING GOALS



FISCAL RESPONSIBILITY

Strategically leverage funding and manage resources in an equitable, accountable and transparent manner



COMMUNITY

Recognize diversity and provide services that address the needs of people and the environment



SERVICE

Optimize delivery of quality services focused on community needs through innovation and effective use of resources



LEARNING & GROWTH

Attract, retain and develop talent and leadership to ensure organizational stability and service continuity

HORIZONTAL PERSPECTIVES - HOW WE IMPLEMENT STRATEGIC PLANNING GOALS



COMMUNICATION & CONNECTIVITY

A two-way process in which participants exchange information and strive to create and share meaning



TECHNOLOGY

Application of proven scientific knowledge to successfully and efficiently delivery quality services



PARTNERSHIPS

Enhance the capacity of one another to achieve a common purpose



PLANNING

Define and grow as we develop guidelines and strategy to make the best use of our services in the county



Planning Tools

LONG-RANGE PLANS

Comprehensive Plans
Transportation Plans
Natural Resource Management Plans
Parks/Trail Plans
Asset Management Plans

STRATEGIC PLANS

Corridor Studies
Master Plans
Sub Area Studies
Emergency Preparedness
Department Work Plans

FINANCIAL PLANS

Capital Plans
Annual Budgets

IMPLEMENTATION TOOLS

Zoning Ordinance
Access Management Guidelines
Development Standards
Subdivision Ordinances

Various Planning Tools for a County

Why Plan?

**Intended for Elected
Officials, Staff and Residents**

Guiding Document *Citizen's Plan* **Investments in
County Systems**

Plan for Future Growth Guide for County Decision Making
Protect and Enhance County Amenities **living Document**

Influence Future Land Use Built from
Future Vision Regulations Community
Engagement

Long-Range Strategic Plan

The Long-Range Strategic Planning effort is aimed at capturing residents' desires for the future

Three Major Goals

Engage with residents & stakeholders

1

Review existing county systems

2

Develop a vision & goals for the future

3

Planning Process



Demographics



Physical
Information



Population
Projections



Develop Goals &
Policies



Identify Priority
Plan Elements



Analyze Priority
Plan Elements



Draft Plan



Final Plan

PUBLIC ENGAGEMENT

Who's Involved



**Otter Tail County
Residents**



**Project Management
Team**



**County Board &
Commissions**

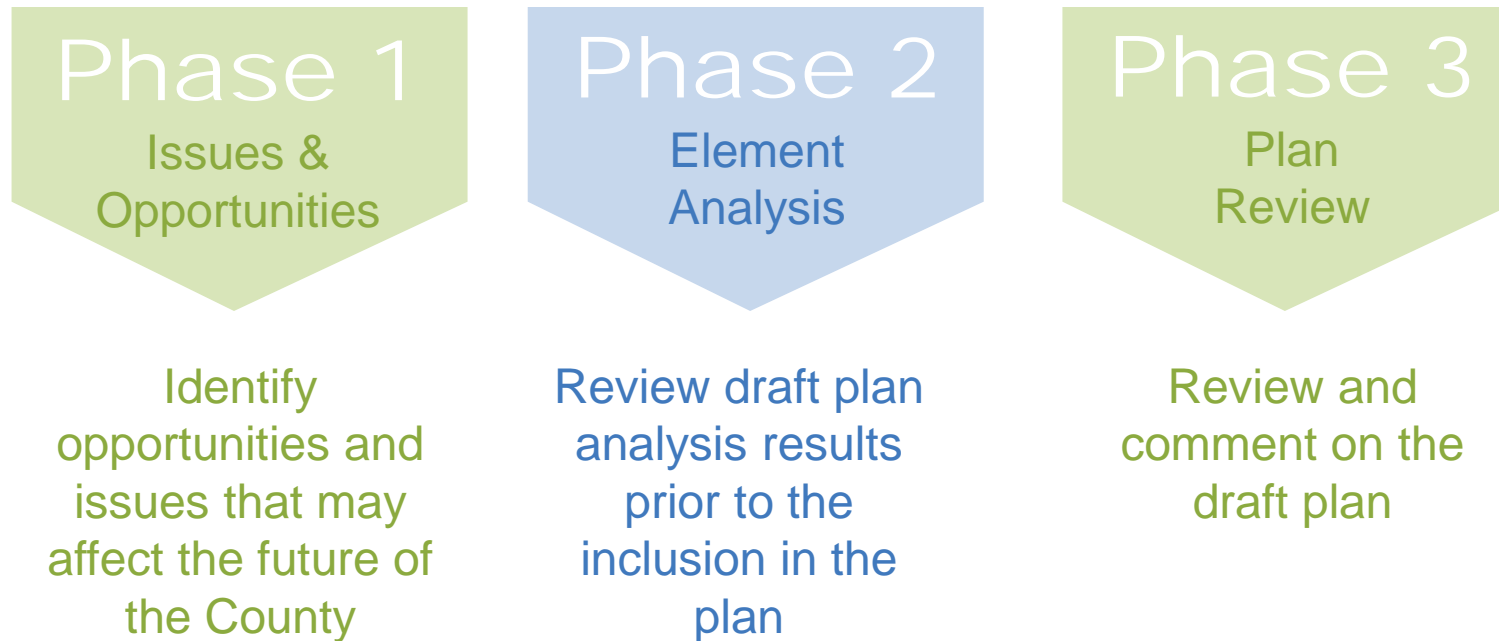


**Property and Public
Services Staff and Other
County Departments**



SRF Consulting Group, Inc.

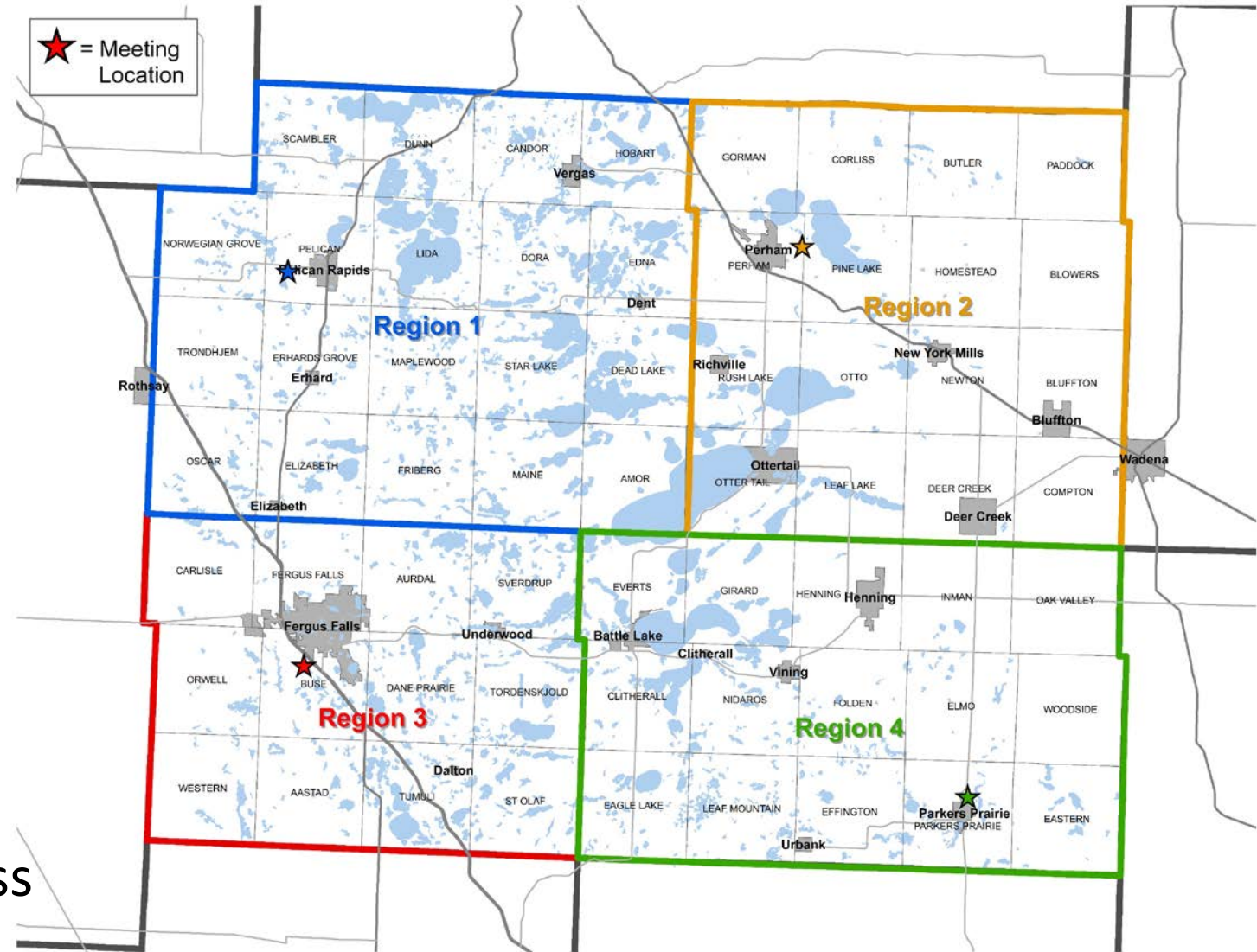
Public Engagement



3 PHASES OF ENGAGEMENT

Focus Group

- Four focus groups
- Cross-functional
- Includes:
 - › Students / Teachers
 - › Agriculture
 - › Tourism
 - › Senior Citizens
 - › Arts Community
 - › Local Government
 - › Manufacturing/ Business



Project Management Team



- › Guide the overall process and plan development
- › Be advocates for the planning process
- › Promote public engagement efforts of the process
- › Review deliverables prior to public release
- › Four PMT meetings throughout the planning process

Goals, Policies, Strategies & Implementation



Goals

Broad Statements to reach desired outcomes



Strategies

Detailed actions to realize the stated policies



Policies

Specific direction needed to achieve a goal



Implementation

Comprehensive roadmap of activities to meet the vision

Plan Elements For Consideration



Land Use



Public Infrastructure



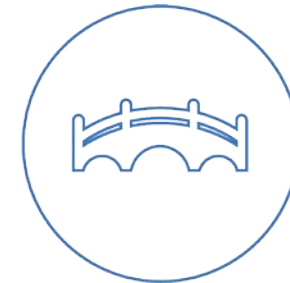
Resilience (Safe, Healthy
Livable Communities, Diversity)



Economy (Housing, Business
Retention & Expansion,
Recruitment, Education)



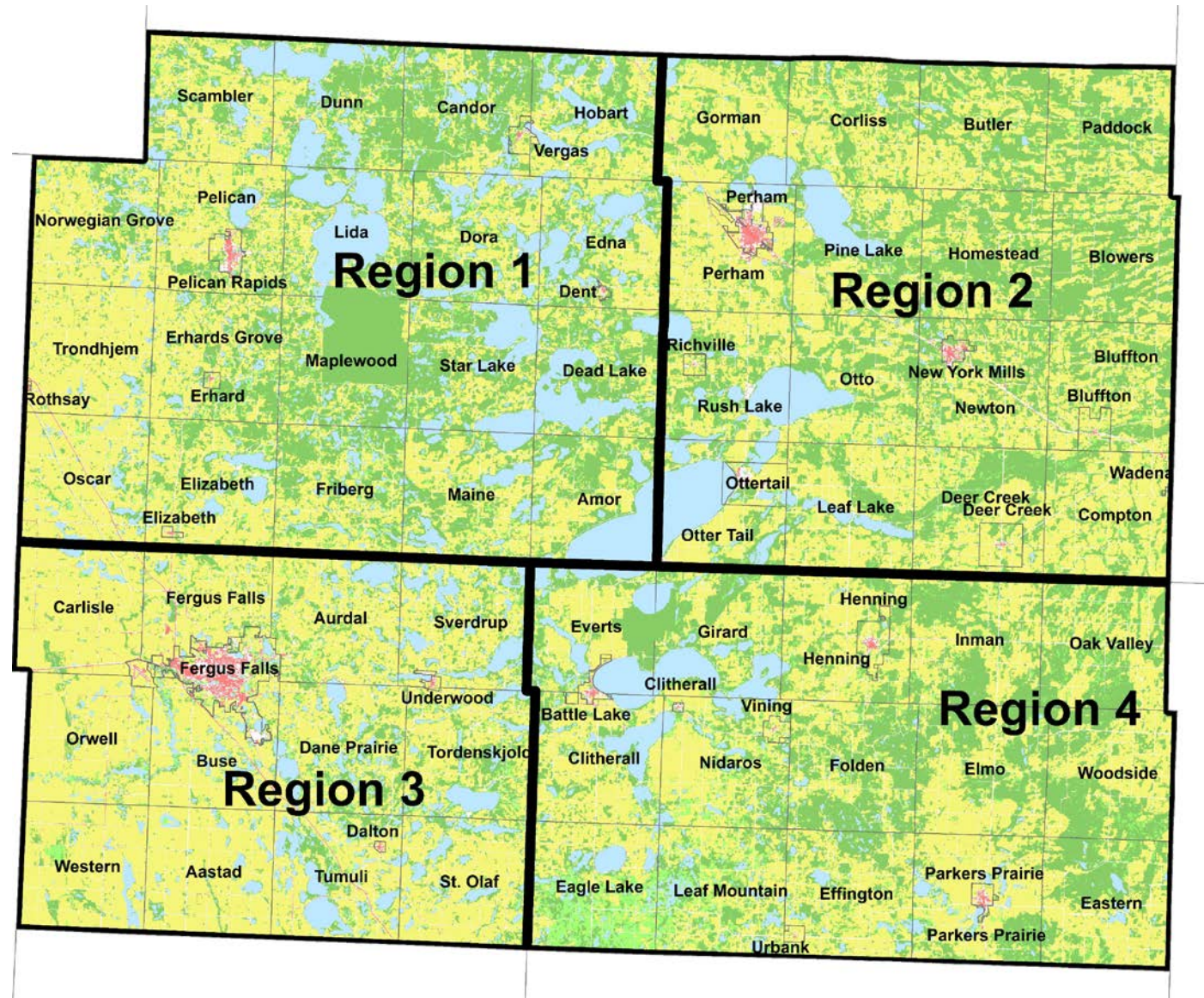
Natural Resources



Parks and Trails

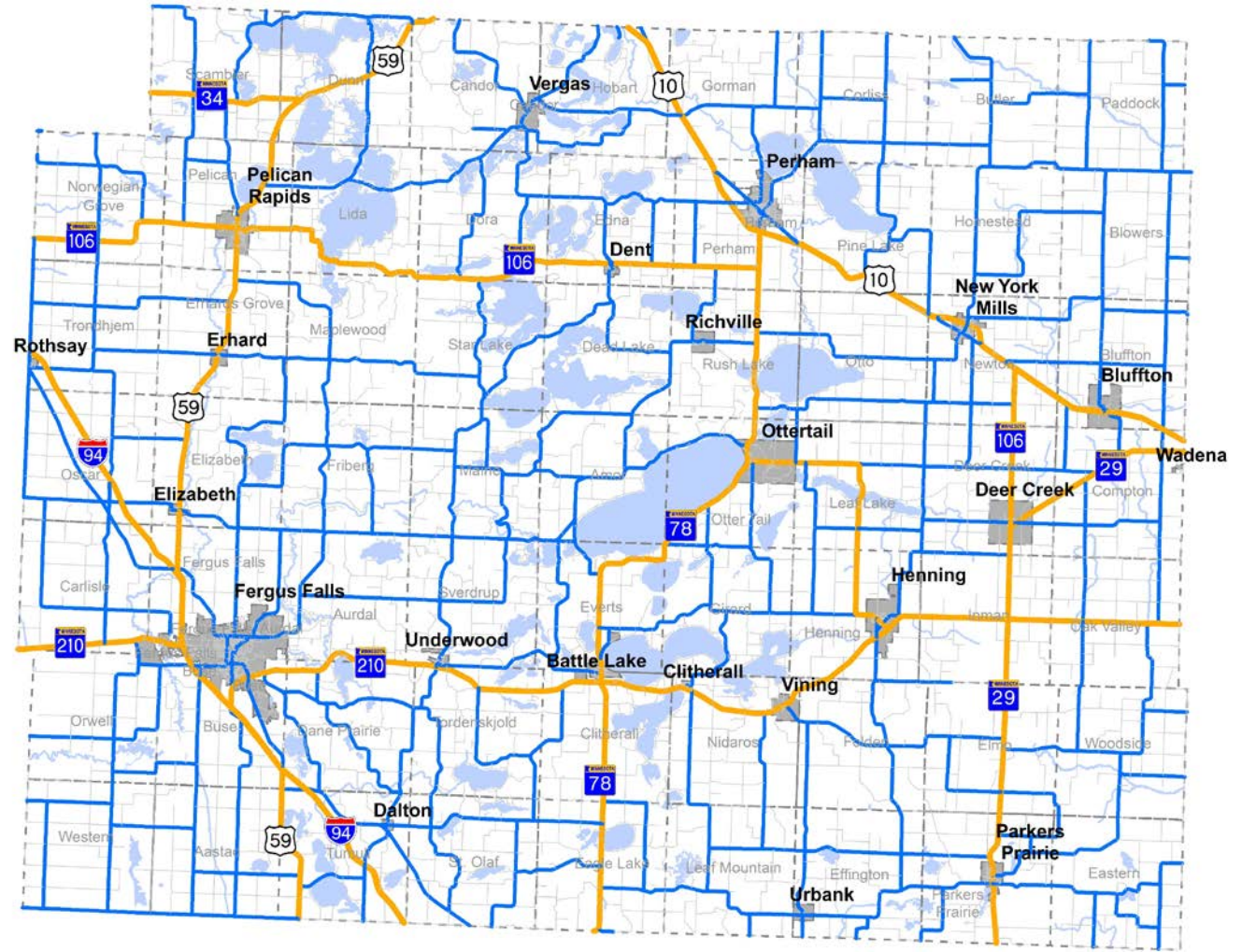
Land Use

- › Shoreland management
- › Setback ordinance
- › Subdivision controls ordinance
- › Subsurface sewage treatment systems
- › Floodplain management



Public Infrastructure

- › Movement of goods and people
- › Disposal of waste
- › Access to public utilities
- › Reference the 2014 Transportation Plan





Resilience

(Safe, Healthy & Livable Communities, Diversity)

Maintain & Enhance Otter Tail County

- › Identity
- › Quality of life
- › Healthy lifestyle

Ensuring the ability to react, adapt and thrive in the face of environmental, social and economic changes

Economy (Housing, Business Retention & Expansion, Recruitment, Education)



Develop in an economically sustainable manner

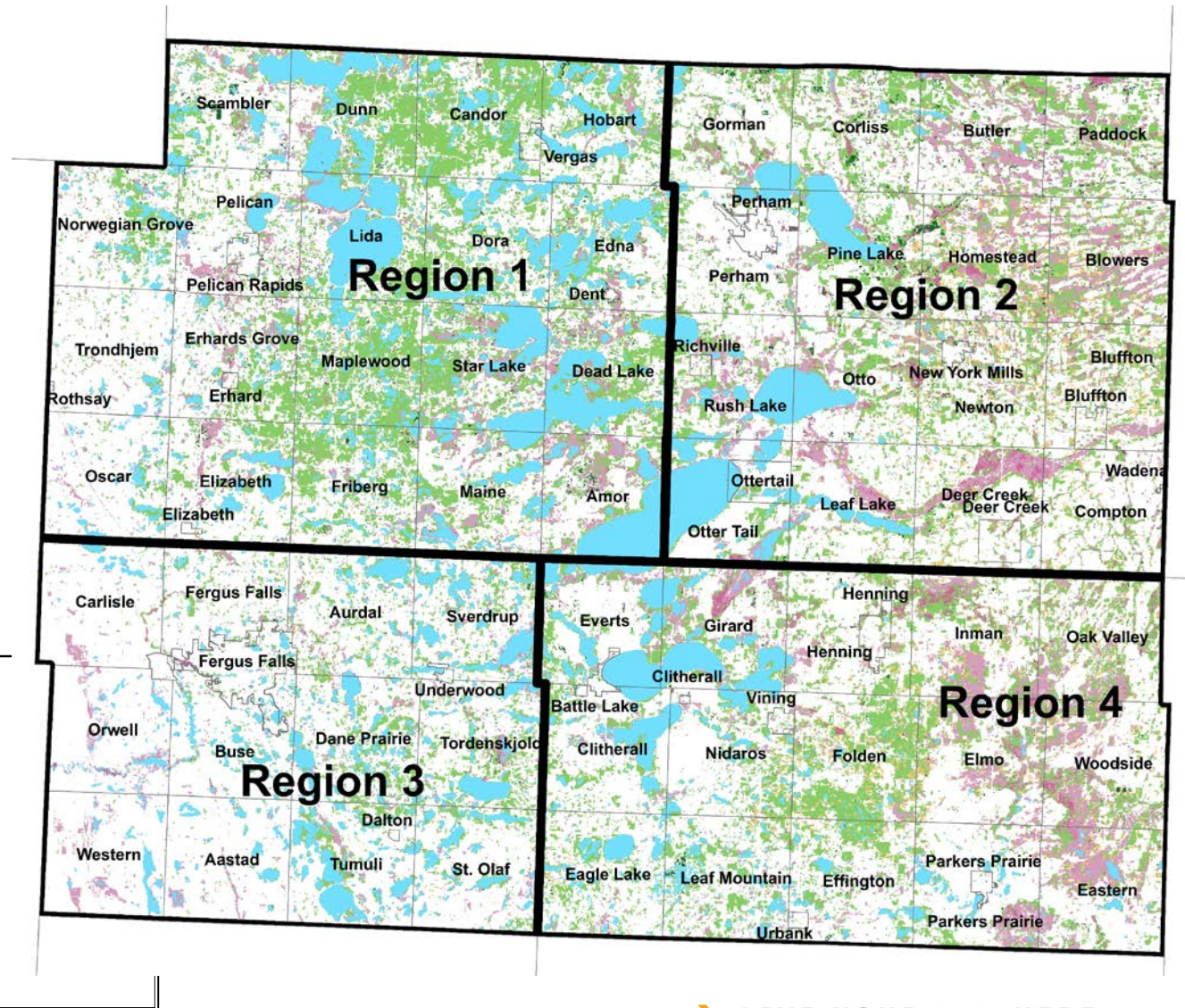


Ensure growth provides places for a diverse group of new and future residents to live

Natural Resources

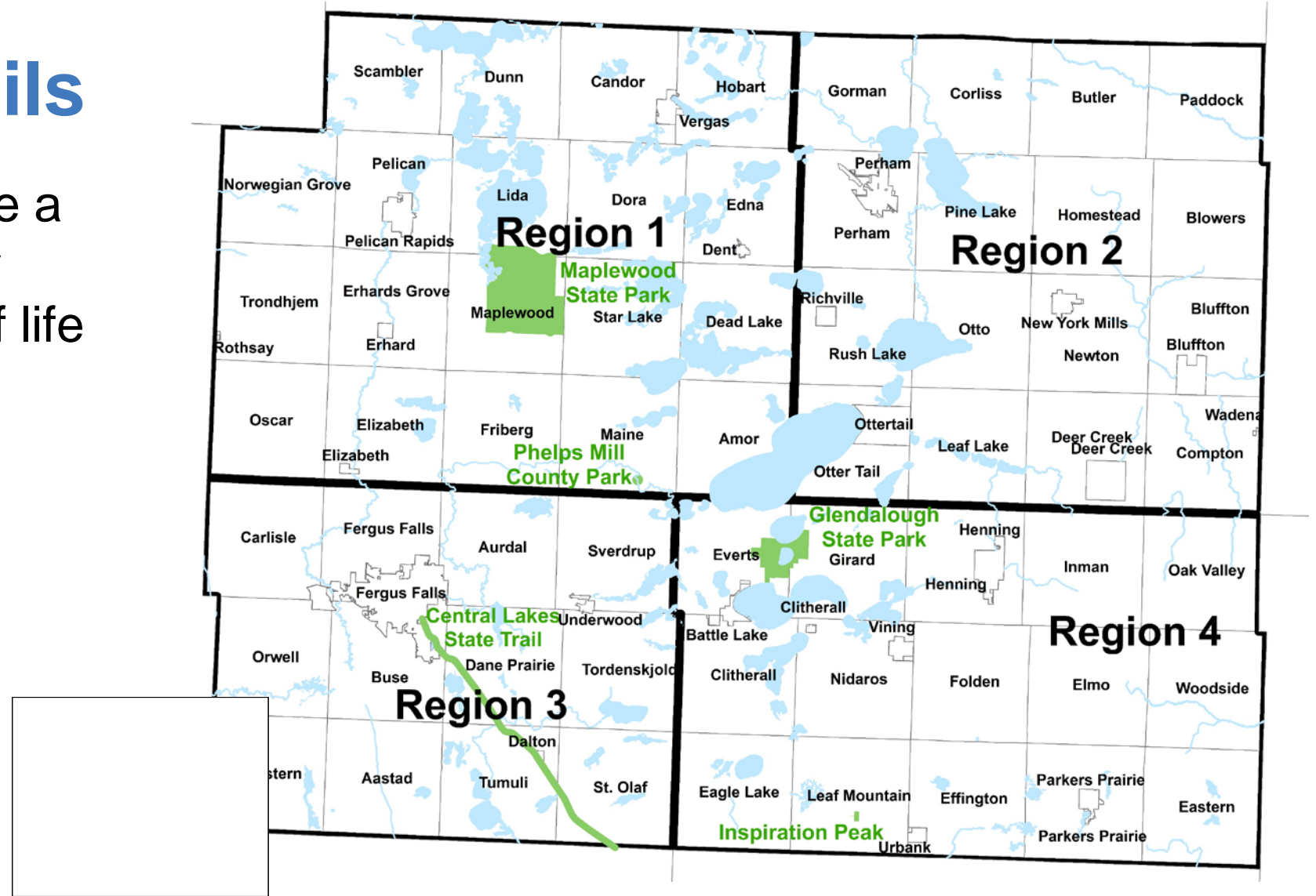
Protect, preserve and enhance the county's resources

- › Agricultural land
- › Forests
- › Surface water
- › Groundwater
- › Recreational land
- › Scenic areas
- › Significant historic and archeological sites



Parks & Trails

Parks and trails are a key component for residents quality of life



Implementation Plan

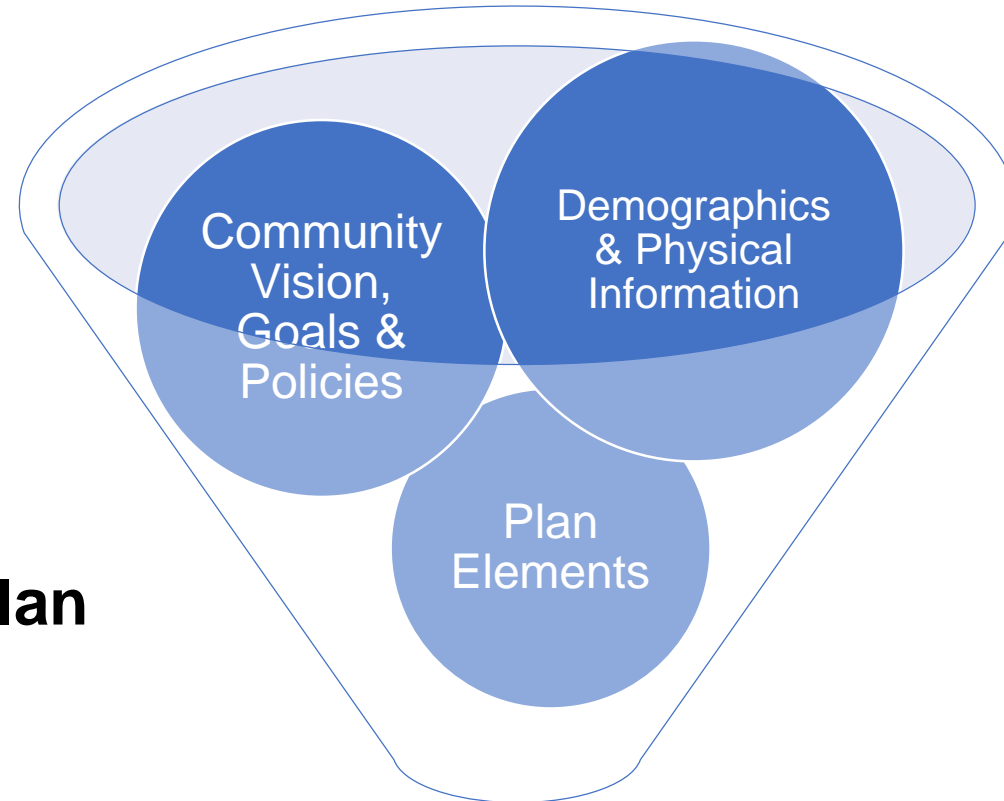


Final Deliverable

Draft Plan

- › Phase I
- › Phase II

Final Long-Range Strategic Plan

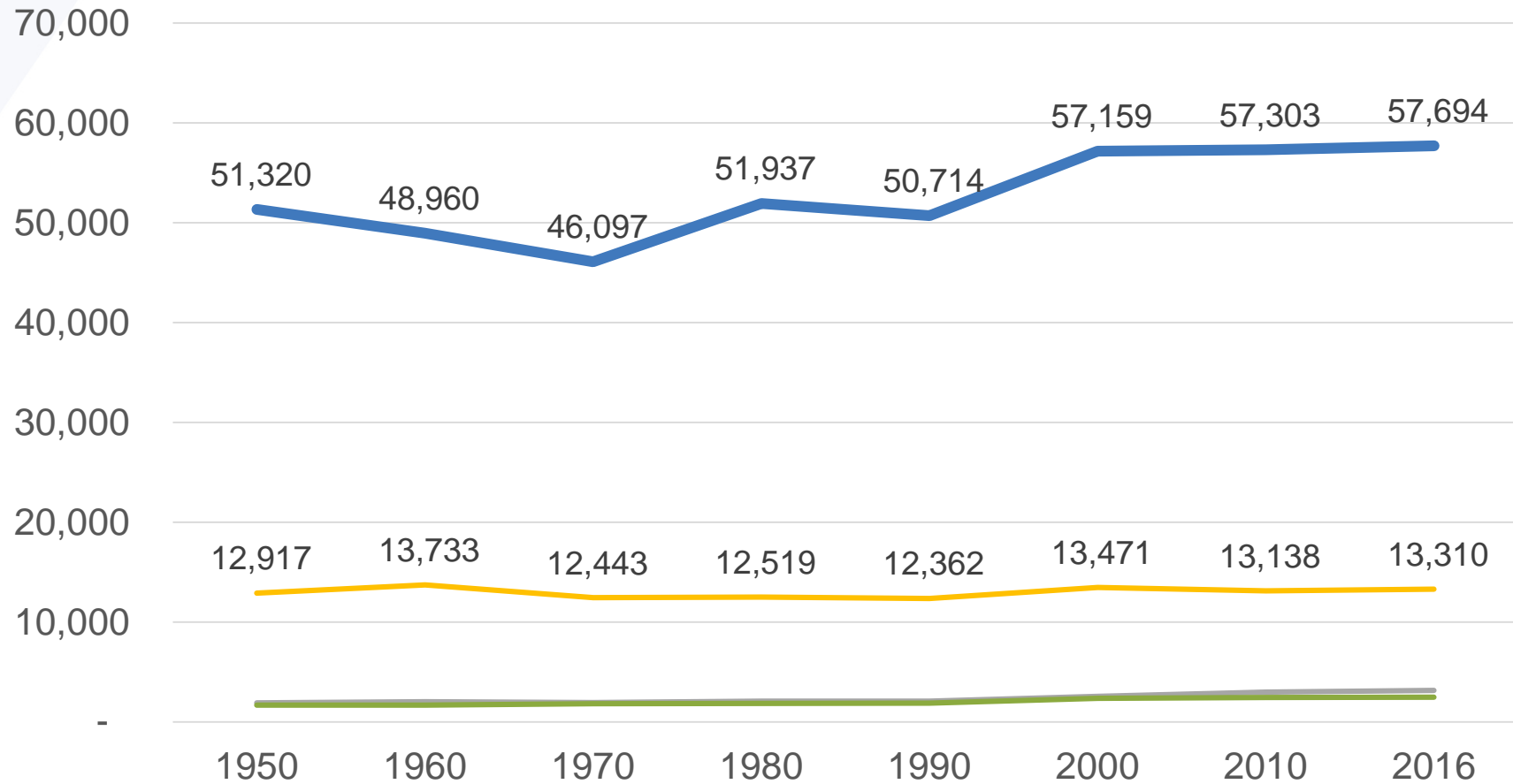


Otter Tail County
Long-Range Strategic Plan

Existing Conditions Review

- Demographic and Economic Data
- Physical Information and Mapping Data
- Past and Current Planning Reports & Studies
 - › Otter Tail County Transportation Plan
 - › Otter Tail County Water Management Plan
 - › Battle Lake Comprehensive Plan
 - › Perham Comprehensive Plan
 - › Wadena Comprehensive Plan

Historic Population



— Otter Tail — Fergus Falls — Perham — Pelican Rapids

Demographics

Population: 57,694

(2016 ACS Estimate)

- › 0.7% Increase from 2010
- › 26% of population resides in urban areas

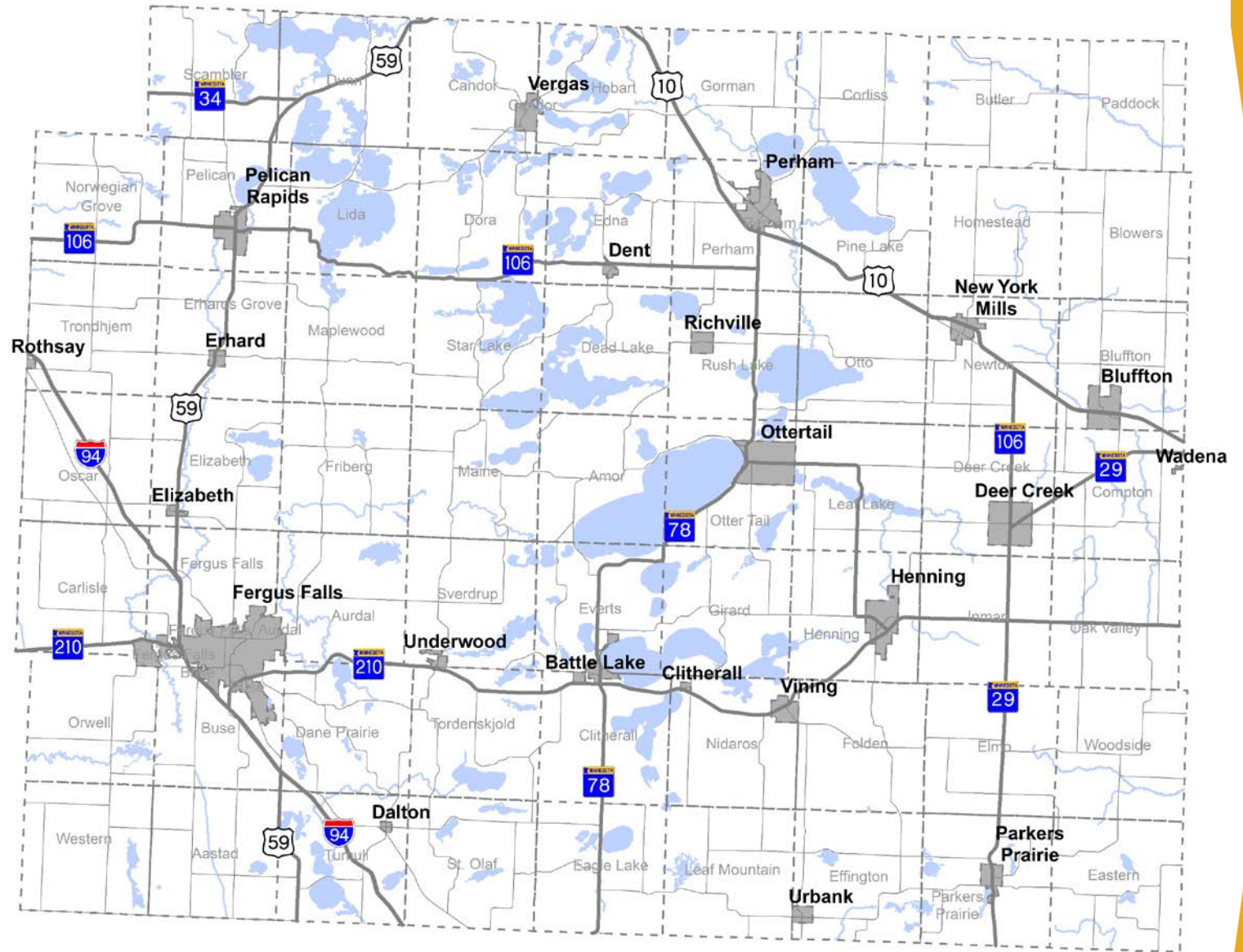
24,055 Households

(2010 Census)

- › Average Household Size: 2.33

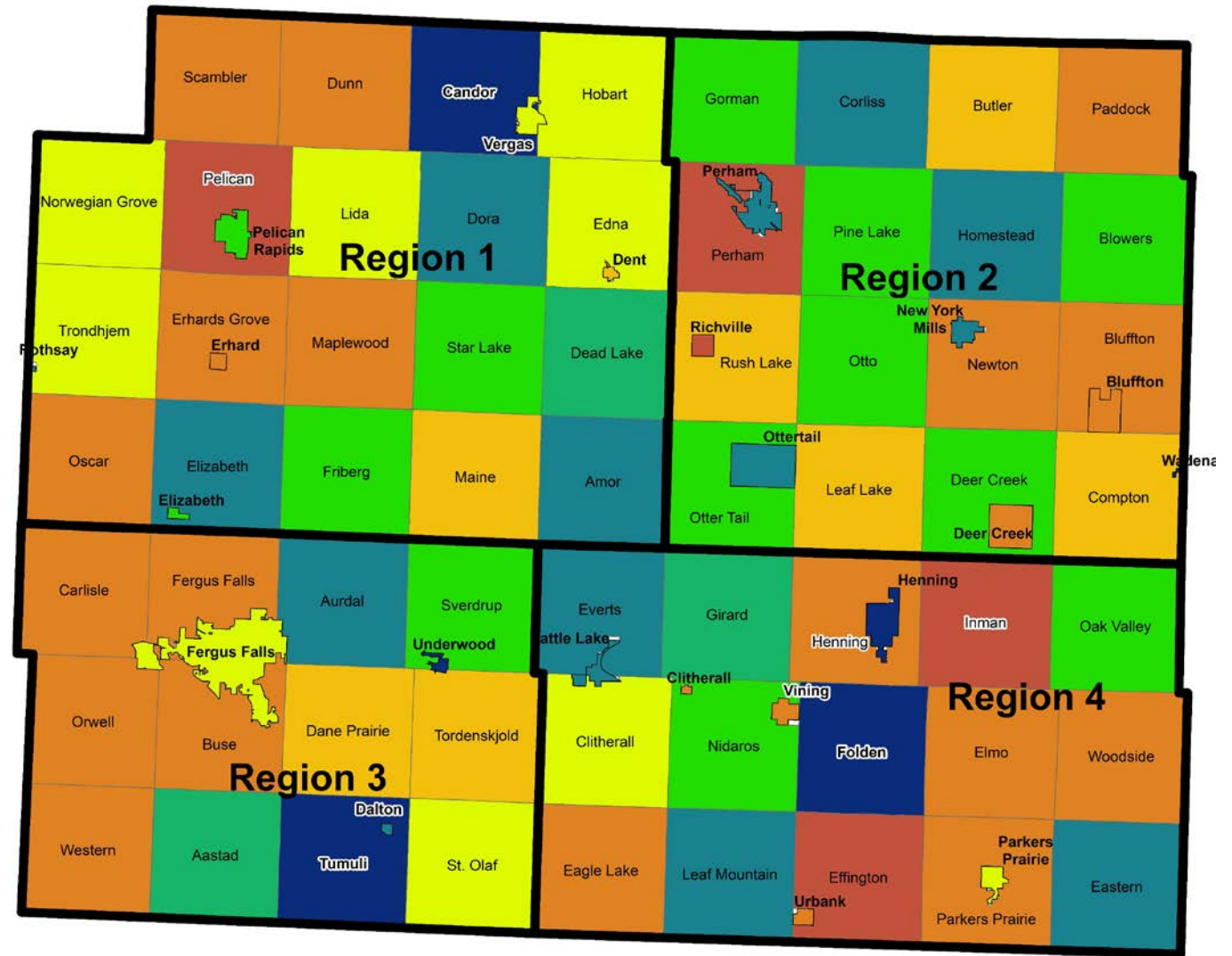
Median Age: 46.3

(2010 Census)



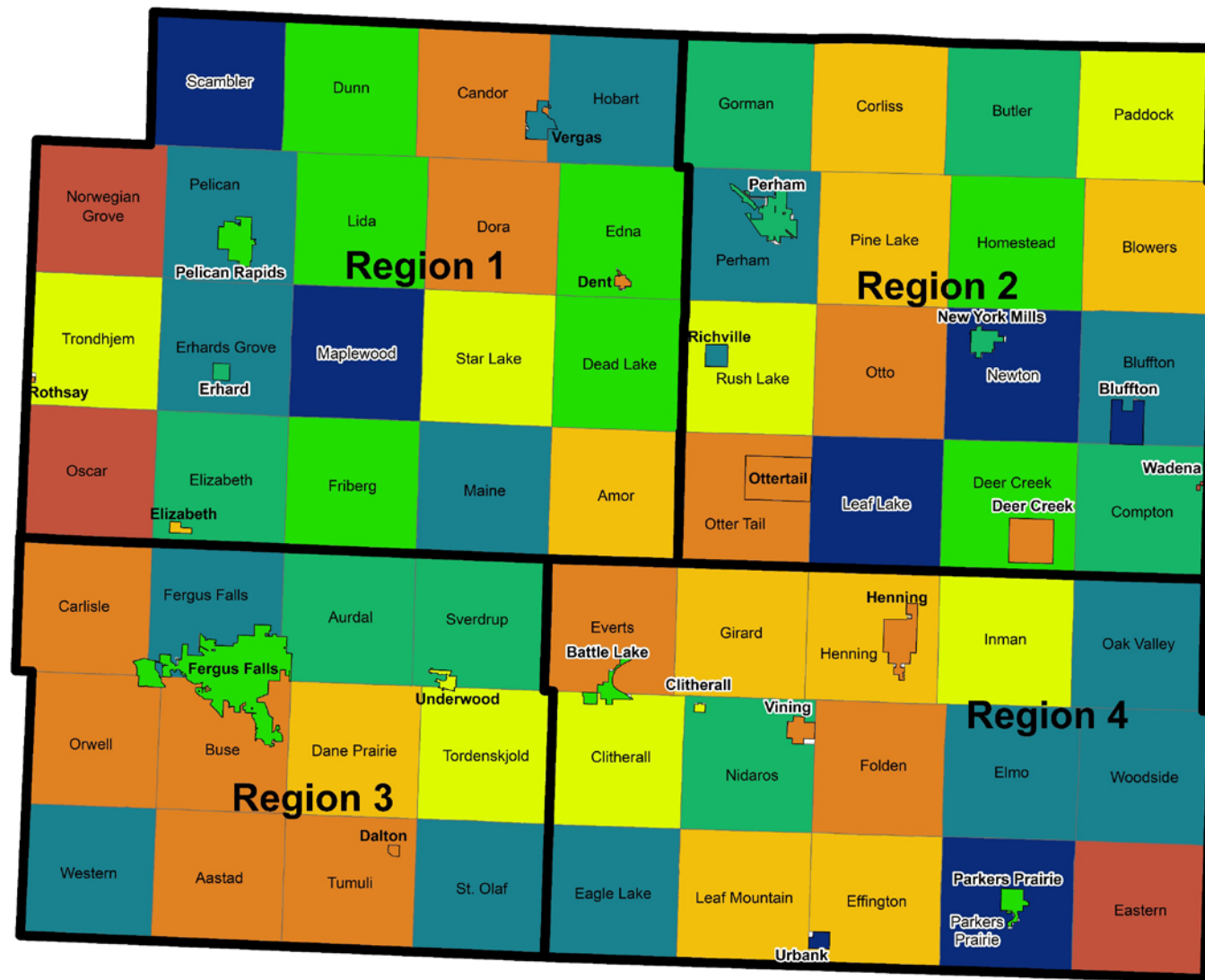
Population Change 2000-2010

Greater than -25%



Population Change 2010-2016

Greater than -25%

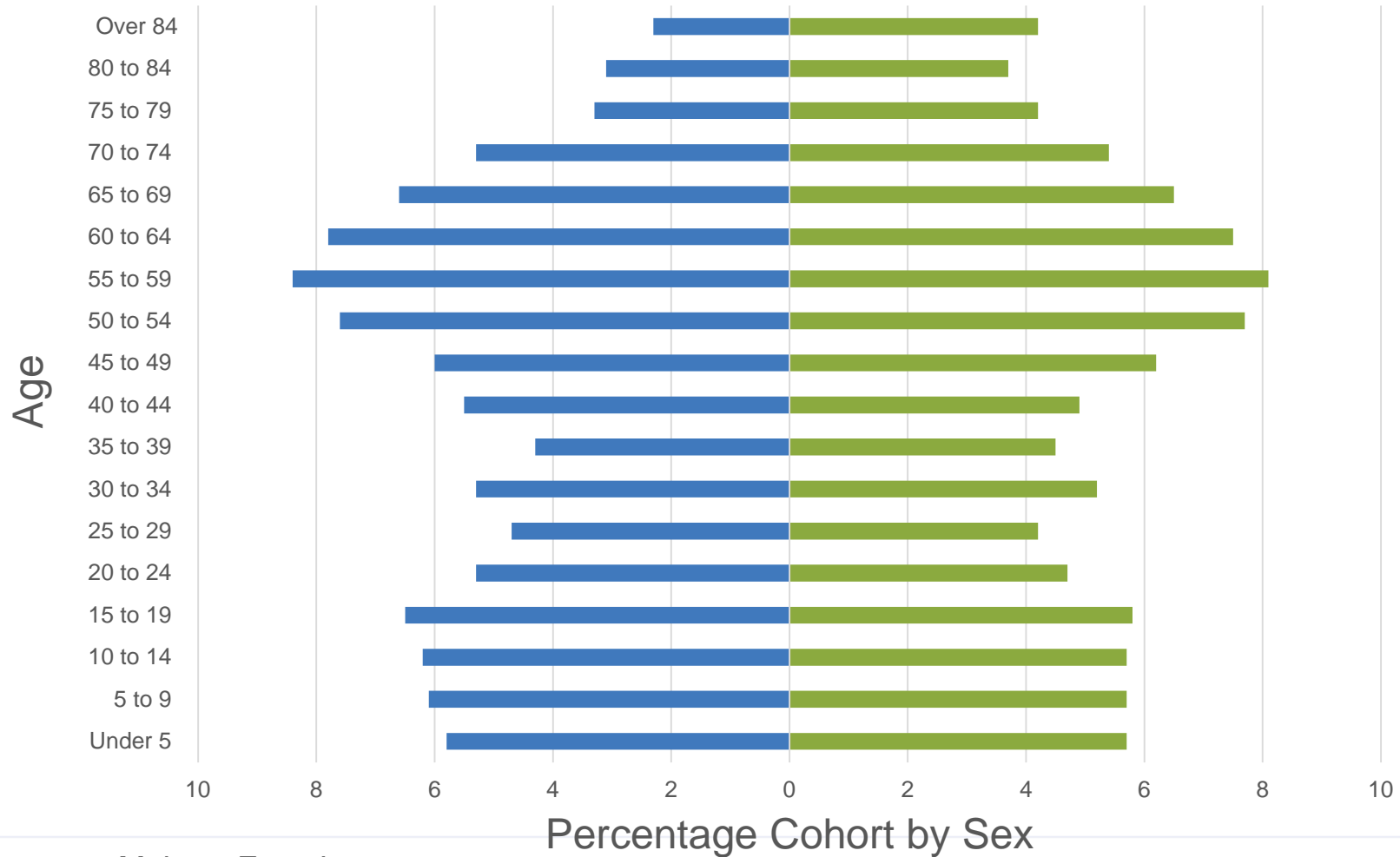


Differentiation in Estimates

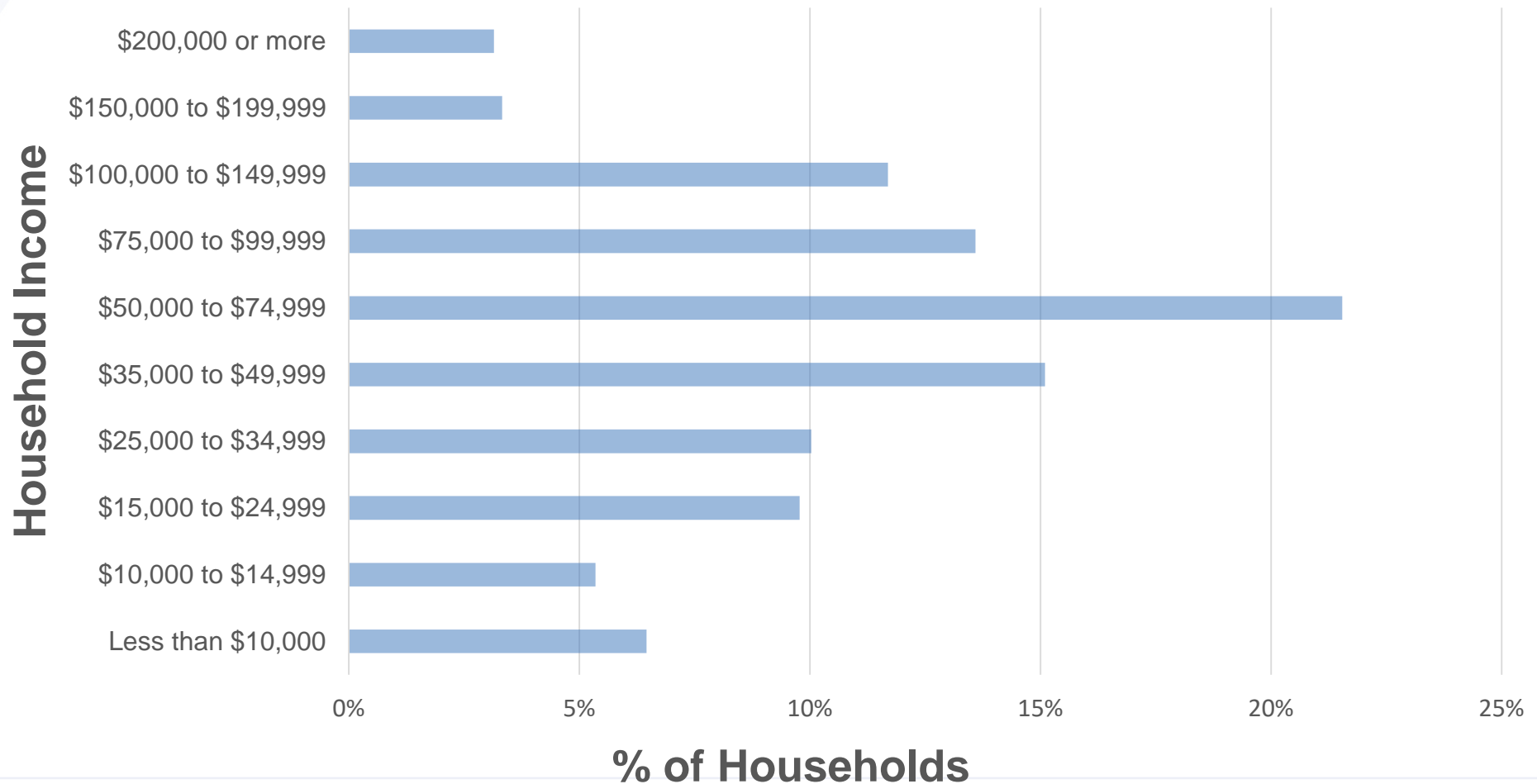
Jurisdiction	Census			ACS		MN Demographer	
	2000	2010	% Change	2016	% Change	2016	% Change
Otter Tail County	57,159	57,303	0.3%	57,694	0.7%	58,001	1.2%
Fergus Falls	13,471	13,138	-2.5%	13,310	1.3%	13,652	3.9%
Perham	2,559	2,985	16.6%	3,172	6.3%	3,298	10.5%
Pelican Rapids	2,374	2,464	3.8%	2,482	0.7%	2,256	-8.4%

2010 Census, 2016 ACS

2016 Population Pyramid – Otter Tail County

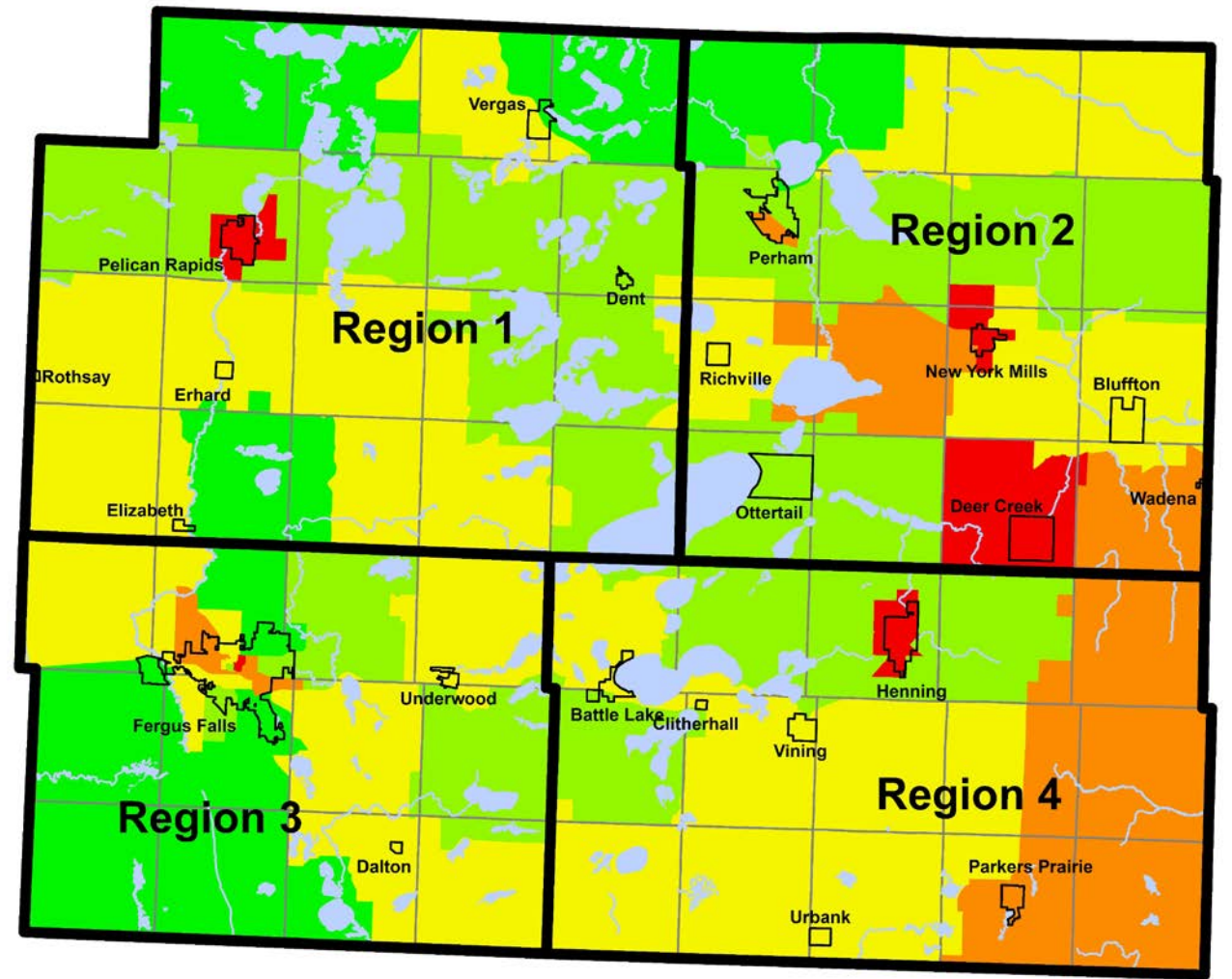


2016 Household Income – Otter Tail County



2016 ACS

Income Per Capita 2010



Minority Populations

OTTER TAIL COUNTY

Race	Total	Percent
Total Population	57,694	
White	55,163	95.6%
Black or African American	782	1.4%
American Indian and Alaska Native	206	0.4%
Asian	377	0.7%
Some other race	456	0.8%
Two races	710	1.2%

OTTER TAIL COUNTY

Hispanic or Latino Origin	Total	Percent
Total Population	57,694	
Hispanic or Latino	1,791	3.1%
Not Hispanic or Latino	55,903	96.9%

MINNESOTA

Race	Total	Percent
Total Population	5,450,868	
White	4,597,525	84.3%
Black or African American	310,853	5.7%
American Indian and Alaska Native	56,904	1.0%
Asian	246,819	4.5%
Some other race	90,265	1.7%
Two races	148,502	2.7%

MINNESOTA

Hispanic or Latino Origin	Total	Percent
Total Population	5,450,868	
Hispanic or Latino	276,026	5.1%
Not Hispanic or Latino	5,174,842	94.9%

Agriculture

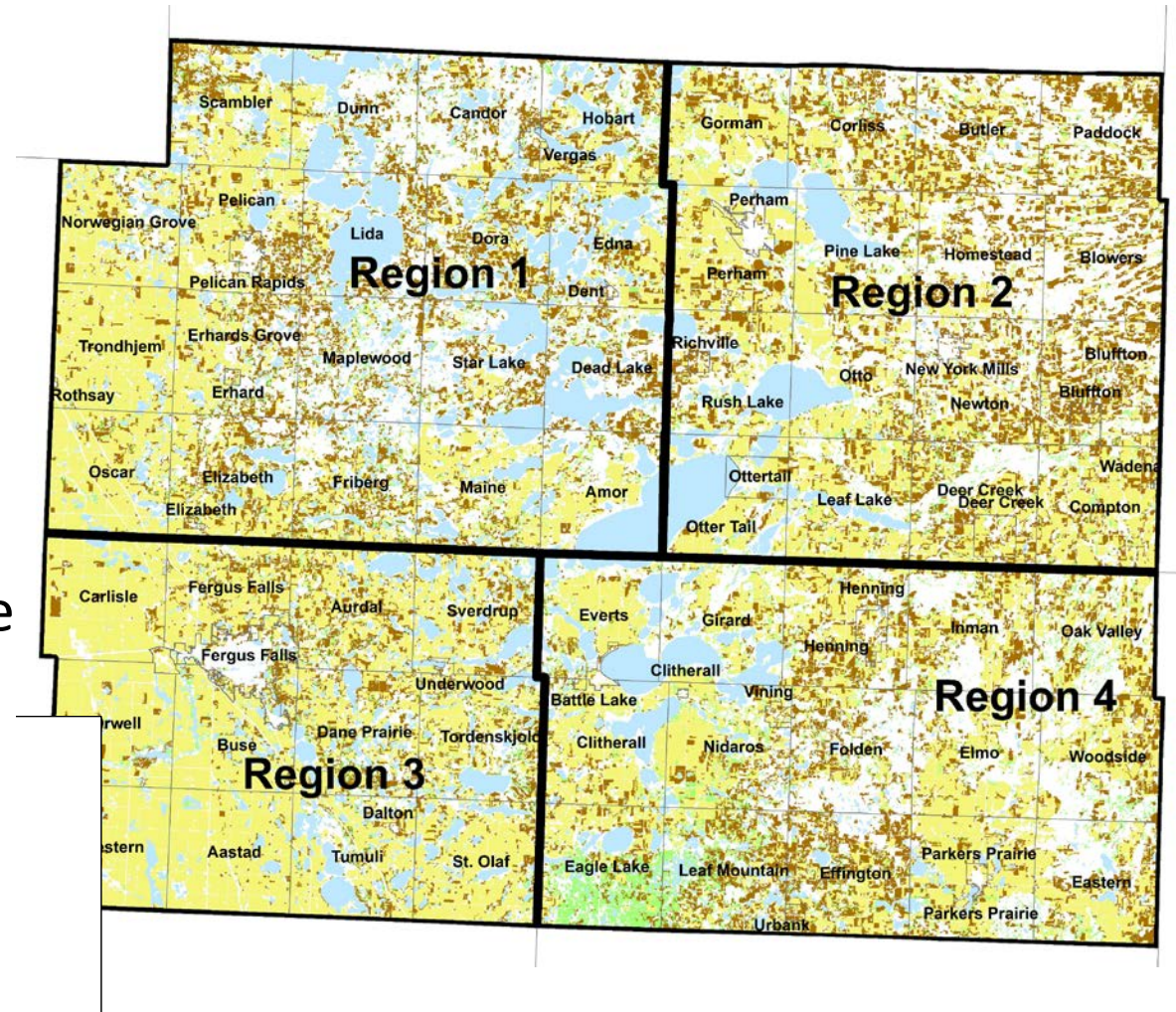
Agriculture Focus (USDA 2012)

- › 11th in Livestock Production
- › 7th in Crop Production

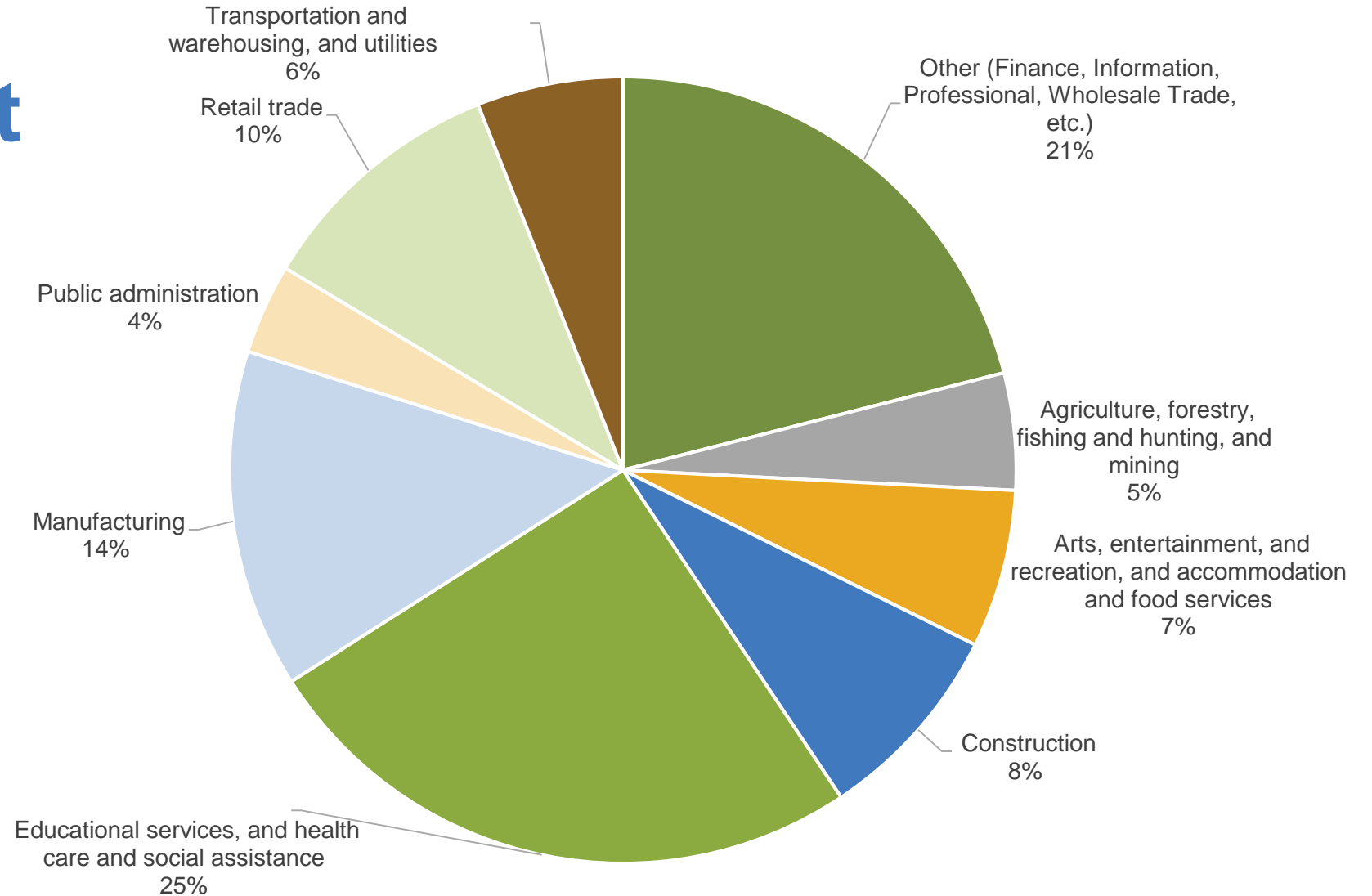
Total Employment: 27,950 Jobs (ACS 2016)

- › 4.8% in Agriculture
- › 25.3% Educational Services & Health Care
- › 13.9% Manufacturing
- › 10.4% Retail

Legend



Employment by Industry 2016



Employment Flows

LIVE/WORK RELATIONSHIP	Total	Share of Total Employed or Total Workforce
Total Employed in Otter Tail County	23,579	100.00%
Employed in Otter Tail County but living outside	6,316	26.8%
Employed & living in Otter Tail County	17,263	73.2%
Total Workforce living in Otter Tail County	27,199	100.00%
Living in Otter Tail County but employed outside	9,936	36.5%
Living & employed in Otter Tail County	17,263	63.5%

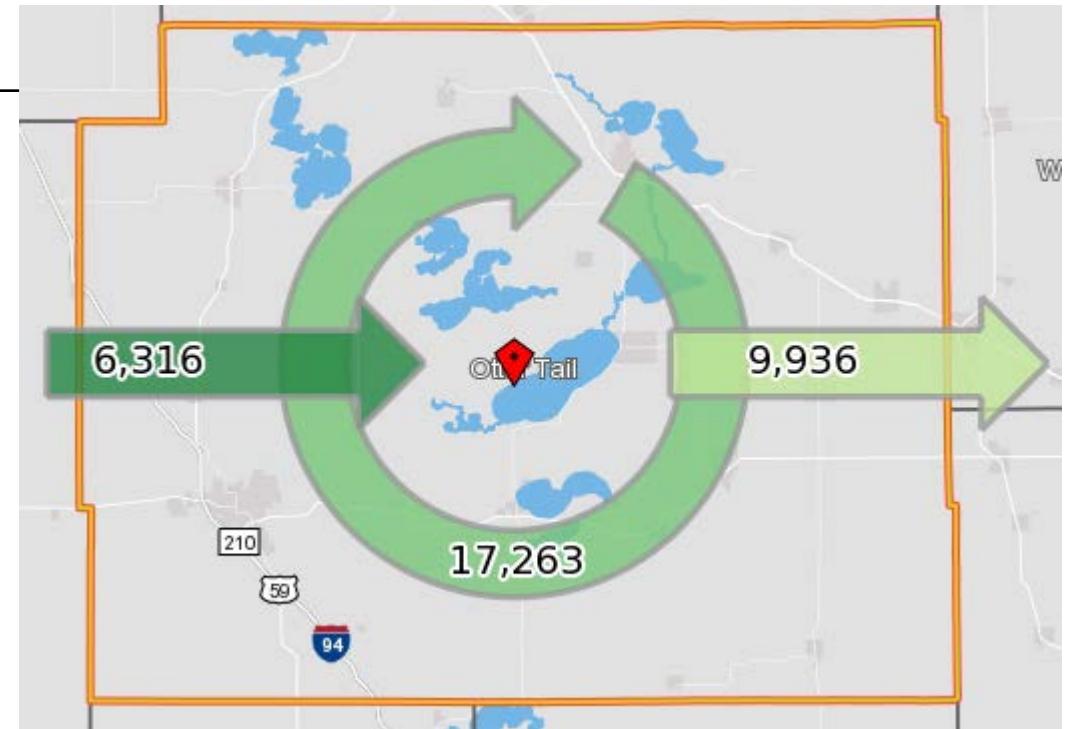


Table Top Exercise 1 – Vision

What is Otter Tail County known for now?

List 3 key terms or phrases

1. _____
2. _____
3. _____

What should Otter Tail County be known for in 2040?

List 3 key terms or phrases

1. _____
2. _____
3. _____



Table Top Exercise 2 – Map Exercise

Otter Tail County Should Preserve

Place a **Red Dot** and write a description

● *Example: “Preserve Maplewood State Park”*

Otter Tail County Should Enhance

Place a **Blue Dot** and write a description

● *Example: “Enhance the trails around Pelican Rapids”*

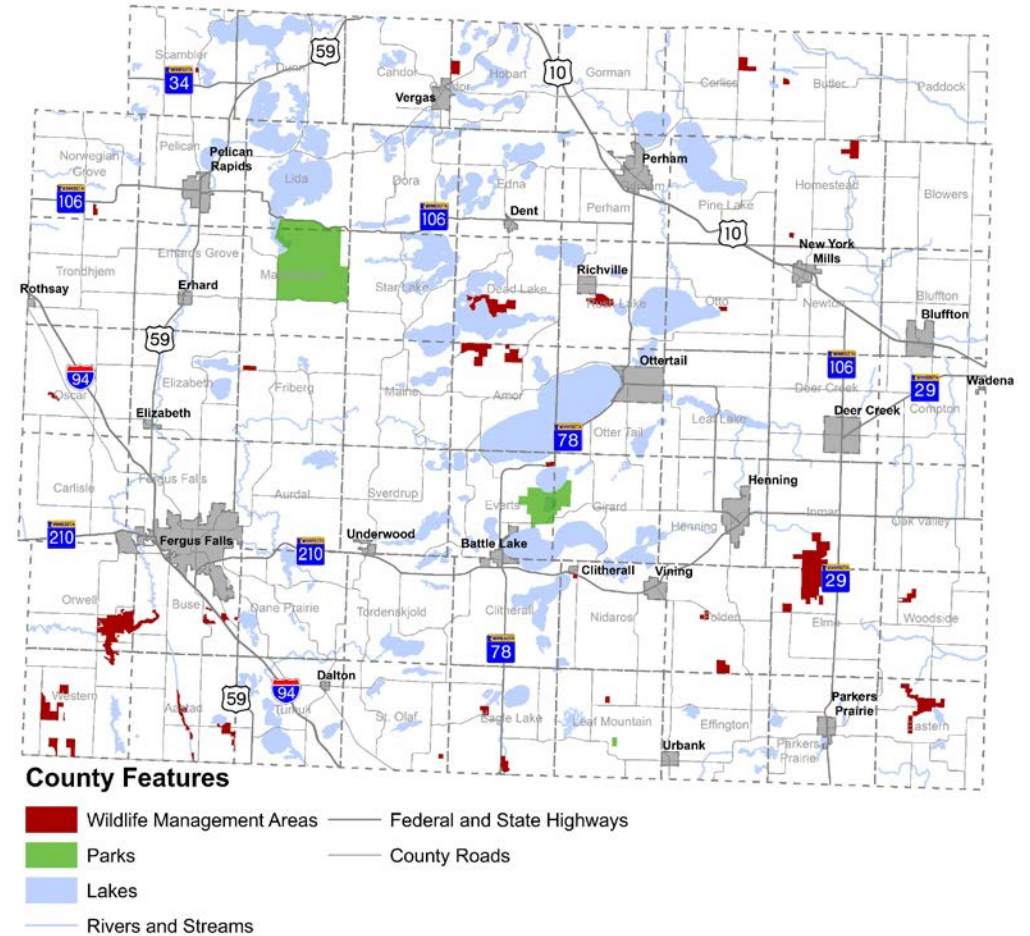


Table Top Exercise 3 – Plan Elements

Which plan elements should we?

Include detailed
analysis in Plan

Summarize in
Plan

Don't include in
Plan

Table Top Exercise 4 –Plan Element Strengths and Weaknesses

Choose 1 plan element and work as a group to identify strengths and weaknesses that will affect the future of the County system.



Natural Resources

Strengths

Weaknesses

Next Steps



Demographics



Physical
Information



Population
Projections



Develop Goals &
Policies



Identify Priority
Plan Elements



Analyze Priority
Plan Elements



Draft Plan



Final Plan

PUBLIC ENGAGEMENT

Next Steps & Ways to Stay Connected

- › Guide the overall process and plan development
- › Be advocates for the planning process
- › Promote public engagement efforts of the process
- › Review deliverables prior to public release
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Thank You!

Place your completed worksheet in the comment box

Provide additional questions, comments, and concerns via the comment form