

# Red Wing

2017

## REPORT CARD

Tracking Progress and Opportunities  
For a Healthier, Thriving Community



# Introduction



## Welcome to Red Wing's First Report Card

This Report Card shares local measurements in **10 topic areas** about life in Red Wing. I hope the information here prompts questions and discussions in an effort to create a better place for **all of us** to live, work, and thrive.

This initial version of the Report Card is also part of Red Wing 2040, a project in which the whole community helps build Red Wing's 20-year plan for the future. The measurements in the Report Card give us all a place to begin—a **place of knowing where we stand today so we can decide where we want to go and plan how to get there.**

The Report Card will be updated routinely to see where we are progressing as a city and where we need to improve. **Each of us has a role to play in that progress.** One person or group can't do it alone **but together in partnership and trust** we can build a Red Wing where all of us have what we need to be happy and healthy.

I look forward to working with you to make Red Wing the best place it can be. You may contact me anytime at [sean.dowse@ci.red-wing.mn.us](mailto:sean.dowse@ci.red-wing.mn.us).

Sincerely,

Sean Dowse, Mayor

### About the Data

The Report Card's statistics represent the community of Red Wing. In some cases, when only Goodhue County data is available, the statistic is marked with an asterisk. Sources for each data point are listed throughout the Report Card.

Turn to the back page to learn more about the project and data sources.

# DEMOGRAPHICS

We are an increasingly diverse population, offering exciting opportunities and requiring potentially greater resources.

## Population

Our slow, steady population growth has leveled since 2010.

**16,445 people in 2015**

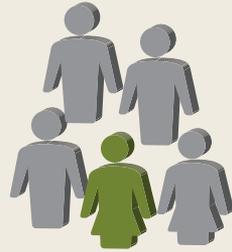
Source: Decennial Census, American Community Survey

## Racial and Ethnic Diversity

We are becoming more diverse, especially our younger, school-aged children.



**More than 1 in 10 of us is a person of color**



**1 in 5 of our children in the school district is a student of color**

Our Hispanic residents make up almost 5% of RW – about 800 people.

Source: Decennial Census, American Community Survey

## Age Trends

By 2040, Minnesota's 65+ population is expected to double.

**20% of us in RW are aged 65+**

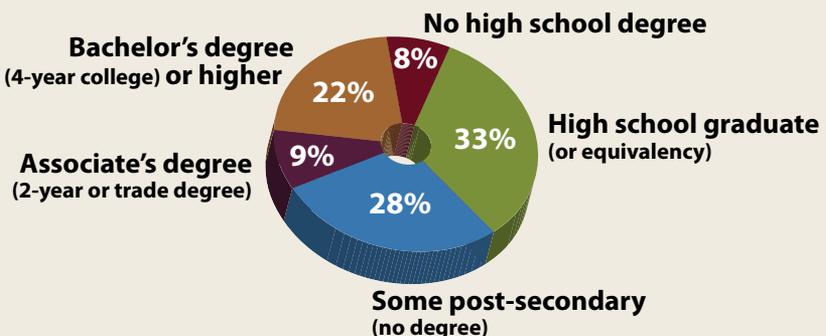
Compared to the state's 14%



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

## Education

Of adult residents age 25 years and older, 31% have a 2- or 4-year degree; 69% don't.



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

# THE ECONOMY

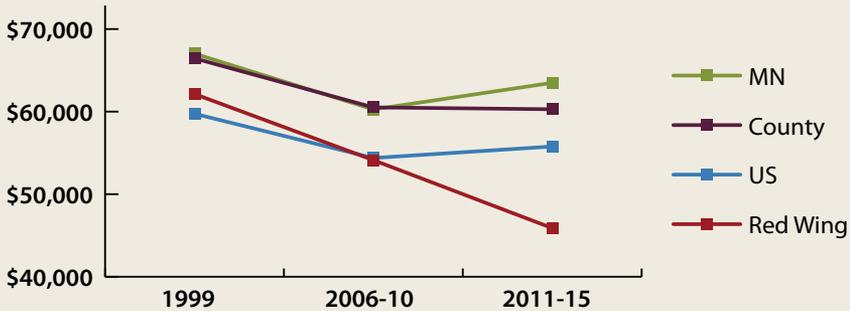
Our economic numbers since the recession have still not recovered.

How can we improve the local economy for everyone?

## Household Income

Median household incomes have declined 26% since 1999.

**RW Median Household Income**



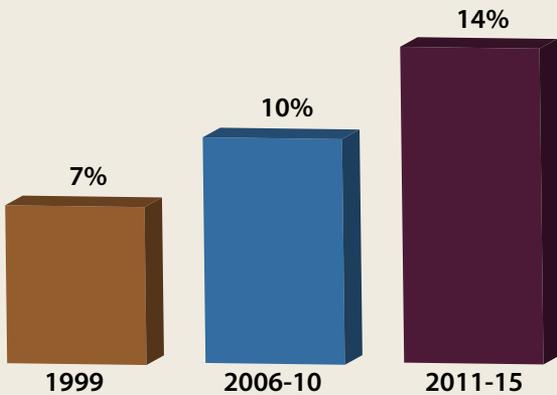
Source: U.S. Census Bureau American Community Survey

Note: To track trends in smaller geographies, such as the City of Red Wing, a 5-year estimate is used by the ACS to ensure reliable data. Incomes are adjusted for inflation.

## Poverty Rate

The number of us in poverty has doubled since 1999.

**RW Poverty Rate**



Source: U.S. Census Bureau American Community Survey

Comparatively, Goodhue County's poverty rate is 9%, Minnesota's is 10%, and the nation's is 13.5%.



**1 in 7 of us lives in poverty**

U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015



**1 in 5 of our children lives in poverty**

**Gross income for a family of four in poverty is \$23,991 or less\***

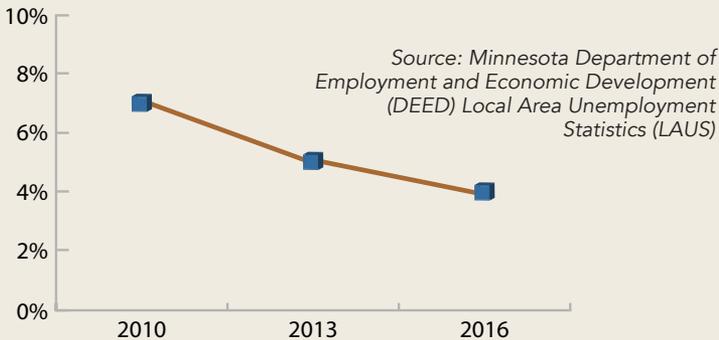
\* Goodhue County residents

# THE ECONOMY

## Unemployment

Unemployment rates are getting better and roughly match that of the county and state.

### RW Unemployment Rate



### Of all local residents who work...

**58% of us work IN Red Wing**

**42% of us work OUTSIDE of Red Wing**

U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015 and Longitudinal Employer Household Dynamics

## Earnings

Of the residents who work, almost a quarter earn \$15,000 or less per year.

### Working Residents' Annual Earnings 2011-2015



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

## Living Wage

A living wage is the minimum income required to provide basic needs without financial assistance.

1 working adult supporting 2 children must earn



**\$60,000 per year or \$29.50 per hour**

2 working adults supporting 2 children must **EACH** earn



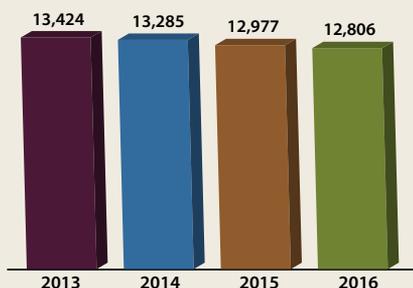
**\$33,000 per year or \$16 per hour**

Source: Massachusetts Institute of Technology Living Wage Calculator 2016 - for Goodhue County

## Jobs

The number of jobs has remained relatively steady with only a slight decline since 2013.

### Number of RW Jobs



Source: Minnesota Department of Employment and Economic Development (DEED) and the Bureau of Labor Statistics Quarterly Census of Employment and Wages

# PUBLIC SAFETY

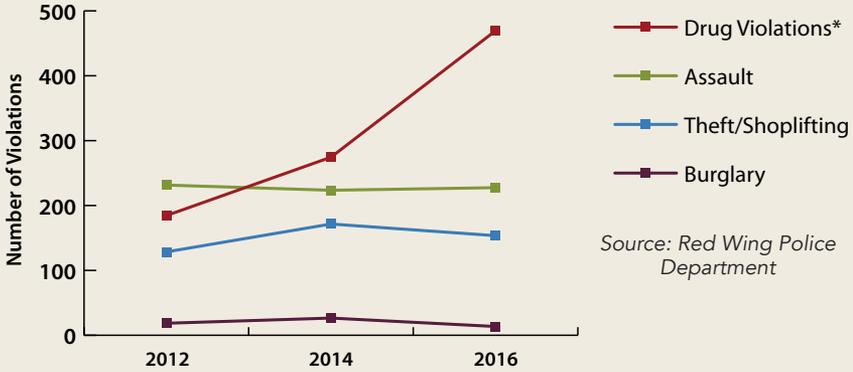
Feeling safe is a basic need for all of us.

What do you and your family need to feel safe in Red Wing? What can you do in your own neighborhood to help others feel safe?

## Police Department: Crime Violations

Drug arrests have increased significantly. How is this affecting our lives and those we care about, especially regarding employment, relationships, and mental health?

**Trends in Violations**



\* Includes written citations and arrests

Call 651-267-2600 to meet the police officer(s) in your neighborhood.

### Did You Know?

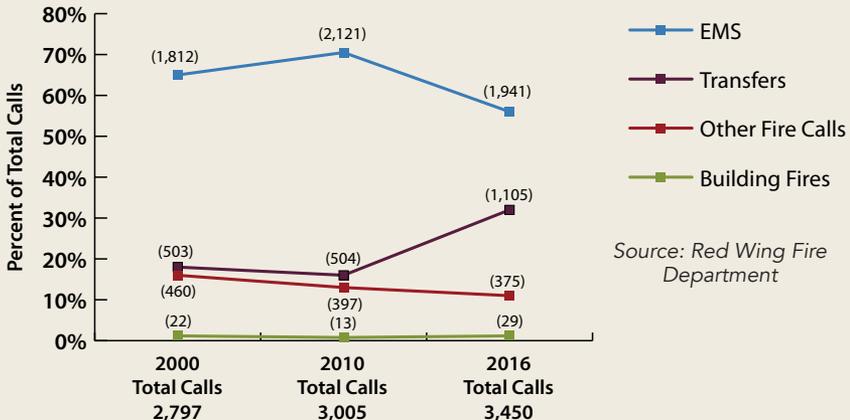
Kids Count Abused Children's Program served 165 children in 2016.

Source: HOPE Coalition. Program serves children in RW who have been adversely affected by abuse or violence.

## Fire Department: Calls for Service

Total calls climbed 19% since 2000. Transfers\* more than doubled since 2010.

**Types of Service Calls**



\*Transfers include emergency and non-emergency transportation for patients housed at area hospitals, nursing homes, and other healthcare facilities who need to travel for more specialized care.

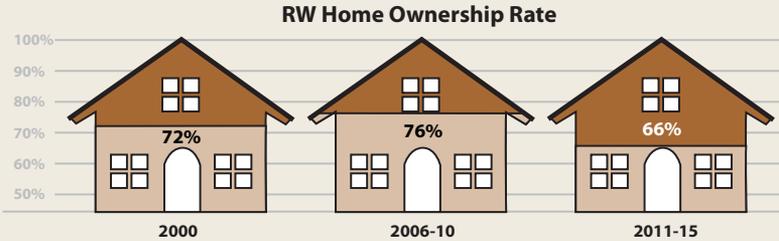
# HOUSING

Our shortage of housing that people can afford is likely having a negative effect on the local economy.

How do we build and also renovate housing that will attract people to Red Wing and allow all residents to have adequate housing at every age and income level?

## Homeownership

Many factors are at play. Reversing the trend will require a multi-pronged approach.

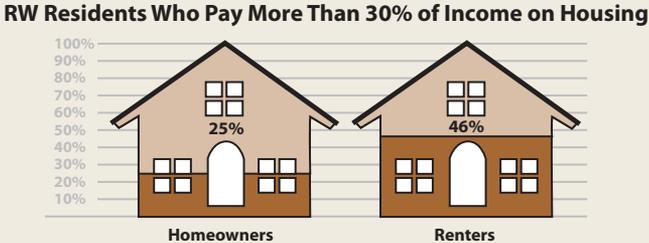


Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

Comparatively, Goodhue County's rate is 76%, Minnesota's is 71%, and the nation's is 63%.

## Cost Burden of Housing

Red Wing mimics the county and nation in the number of residents who pay a large percent of their income on housing.



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

## Rental Housing

More than one-quarter of us rent.

**\$704**  
Median cost of monthly RW rent.



Source: U.S. Census Bureau American Community Survey 5-Year Estimates 2011-2015

### Did You Know?

In 2016, HOPE Coalition served 58 homeless people and 92 people at risk of being homeless.

Source: HOPE Coalition, Red Wing, MN

### Did You Know?

A 2014 study found less than 1% of apartments were available in RW buildings with 8 or more units.

Source: Red Wing HRA Housing Needs Analysis, 2014

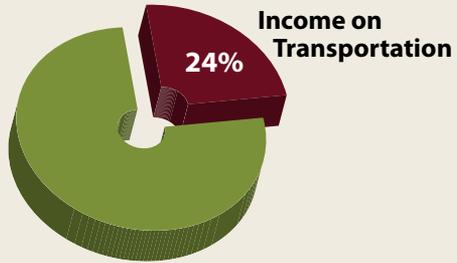
# GETTING AROUND

Recent projects have improved how we get to and from places.

Who is **not** being served adequately by our transportation options?

## Cost of Getting Places

As residents, transportation is one of our largest household expenses. In Red Wing, median-income families spend an average 24% of personal income going to and from places.



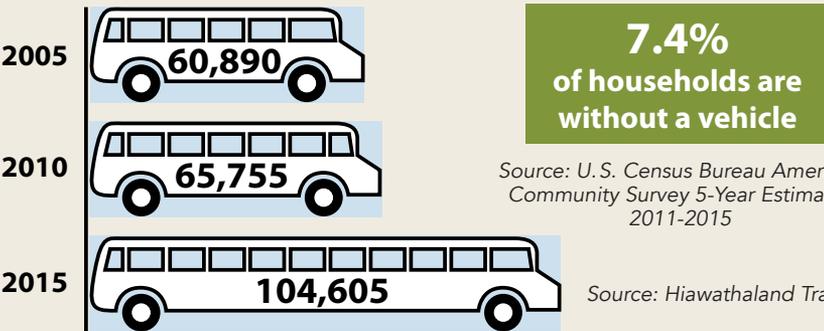
Source: U.S. Dept. of Housing and Urban Development's Location Affordability Index, and U.S. Census Bureau American Community Survey-2013

Goodhue County's average is 26%; Minnesota's average is 23%.

## Bus Ridership

The bus is a crucial service for some of us. Ridership jumped 72% from 2005 to 2016.

### Ridership on Hiawathaland Transit Bus



## Commuting

### Commuters Driving



Source: U.S. Census Bureau American Community Survey 2011-2015. Numbers reflect commuting for primary jobs only; primary jobs are defined as one job per person using the highest-paying job.

How could rail possibly affect commuting in the future?

# GETTING AROUND

## Infrastructure Improvements

Investment in street and road reconstruction has more than doubled since 2012.

### Local, State, and Federal Dollars for Transportation Projects

**\$34 million**

Spent between 2012 and 2016

**\$20+ million**

Budgeted between 2017 and 2021\*

Source: City of Red Wing

Projects include Highway 61 Reconstruction; Levee Road; Twin Bluff School and Sunnyside School projects; Spring Creek Road Intersection; Multiple neighborhood street reconstructions.

\* Does not include 63.4 million dollar bridge project over the Mississippi River.

## Walkability

Maintained and accessible sidewalks are vital for those who walk to destinations—especially the elderly, children, and people with mobility challenges.

### Did You Know?

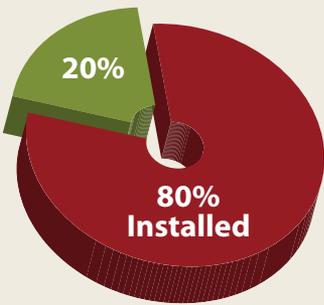
The new bridge will have a protected bike and pedestrian lane and two overlooks.

## Sidewalk Conditions



Source: City of Red Wing Pedestrian Plan and Policy Report 2016

## Sidewalk Connections



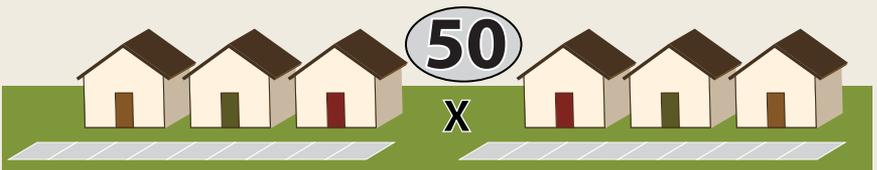
80% of all planned sidewalks are already installed.

Source: City of Red Wing 2017

### Did You Know?

50 to 75 sidewalk segments will be fixed annually until all are brought up to code.

Source: City of Red Wing Pedestrian Plan and Policy Report 2016



50 vacant lots in developed neighborhoods will receive a sidewalk by 2026.

Source: City of Red Wing Pedestrian Plan and Policy Report 2016

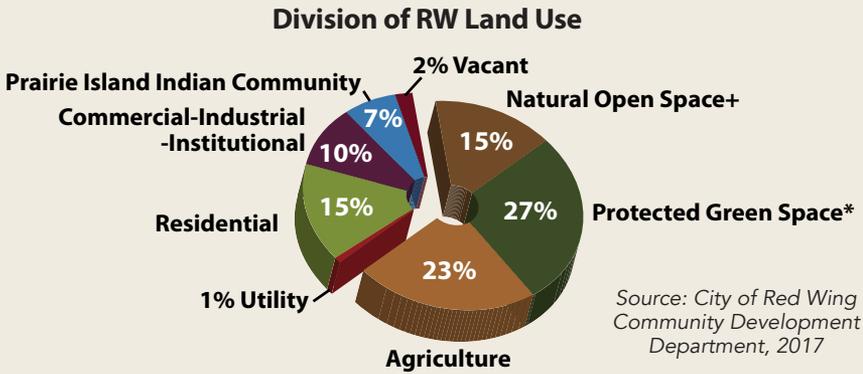
# PARKS, LAND USE AND THE BUILT ENVIRONMENT

Red Wing values its natural surroundings, and we have a history of supporting parks and landmarks.

How can we develop wisely while retaining our unique assets?

## How Our Land is Used

Rivers, bluffs, and marshes limit new land development and require us to think innovatively about revitalizing what we already have.

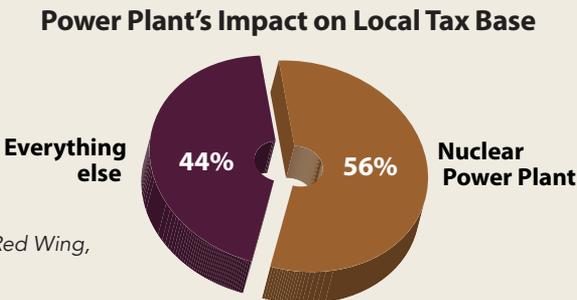


+ Includes bluffs, prairies, wetlands, steep hillsides, and park areas.

\* Additional natural open space that is under public protection. Includes parks; conservation easements to the City, MN Land Trust, and Nature Conservancy; and land owned by the State of MN for habitat protection.

## Our Market Value Future

Red Wing has a strong tax base. However, we depend strongly on Xcel Energy's Prairie Island Nuclear Generating Plant for those benefits.



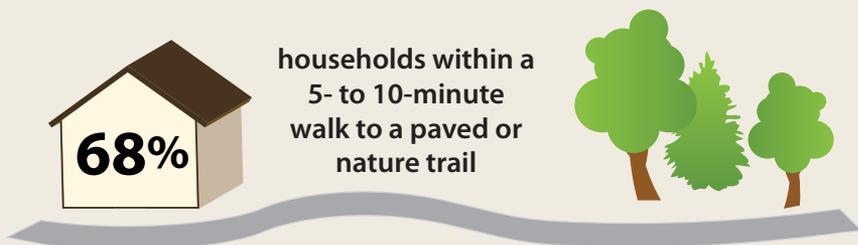
How do we plan for a future that may not include the extra-large tax base percentage the power plant provides at its current level?

The power plant's market value doubled between 2012 and 2017. This increase to RW's market value is about twice as much as all other commercial/industrial properties combined.

# PARKS, LAND USE AND THE BUILT ENVIRONMENT

## Parks and Trails

Improvements are making it easier for us to be active and helping RW become a recreational destination.



Source: City of Red Wing Geographic Information System Department 2017



## 33 miles

hike/bike/ski/snowshoe trails improved since 2012

Source: City of Red Wing Geographic Information System Department 2017

Local philanthropic families and foundations and community volunteers have helped create or restore treasured spots over the last decade such as Memorial Park, the Central Park Bandshell, the Depot, the Riverfront, and upcoming Barn Bluff improvements.

# PHYSICAL & MENTAL HEALTH

Poverty rates and social connectedness are strongly linked to individual health and well-being.

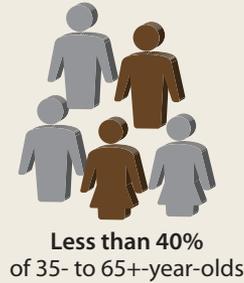
How is each of us addressing the broader aspects of health to ensure all residents have what they need to be healthy?

## Physical Activity

Young adults are moving less than older adults. Will this become a trend?

### Moderate Physical Activity By Age\*

Those who get 30 minutes or more of moderate physical activity 5 days a week



Source: Goodhue County Community Health Needs Assessment Survey, 2015

## Healthy Eating

How can we create surroundings where it's easy for our children and teens to eat healthy so they build good habits and live longer?

### Recommended Fruits and Vegetables\*



Only 37% of us aged 18 to 65+ eat 5 servings of fruits and vegetables per day



### Did You Know?

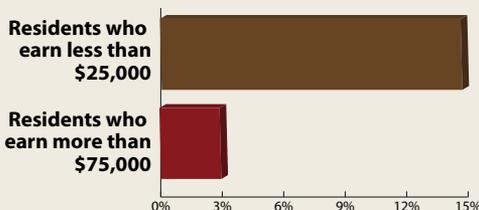
Two community gardens and a growing daily Farmers' Market offer healthy foods and the chance to connect with each other.

Source: Goodhue County Community Health Needs Assessment Survey, 2015

## Diabetes

Those of us with lower incomes have higher rates of diabetes.

### Diabetes Rates\*



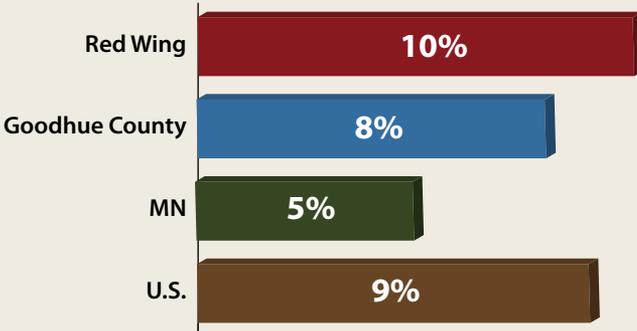
Source: Goodhue County Community Health Needs Assessment Survey, 2015

# PHYSICAL & MENTAL HEALTH

## Access to Health Insurance

In 2017, access to health insurance is shifting and uncertain.

### Residents Without Health Insurance



Source: U.S. Census Bureau, American Community Survey 5-Year Estimates 2011-15



### Did You Know?

The CARE Clinic helped 438 RW residents without health insurance in 2016. Source: Red Wing CARE Clinic, 2016



## Mental Health Assistance

The need for affordable mental health services at every age exceeds what we are currently offering.

### Access to a Mental Health Provider\*

**Top U.S. Performers**

**1 provider  
for every 360 residents**

**Goodhue County**

**1 provider  
for every 1,080 residents**

Source: County Health Rankings and Roadmaps

\* Represents Goodhue County (data not available for Red Wing).

+ A "provider" as defined in this survey covers a broad range of assistance, so actual access for many residents may be more limited than statistics show.

# LIFELONG LEARNING

We are all responsible for Red Wing's children and making learning opportunities accessible for every age and stage of life.

How do we prepare each other for whatever future we want to pursue?

## Children Ready for Kindergarten

Strong early education options build a community where our students thrive and young families want to live.

### Kindergarten Readiness



Source: Every Hand Joined; Kindergarten Student Entrance Profile (KSEP)

Data not available for MN overall until 2018.

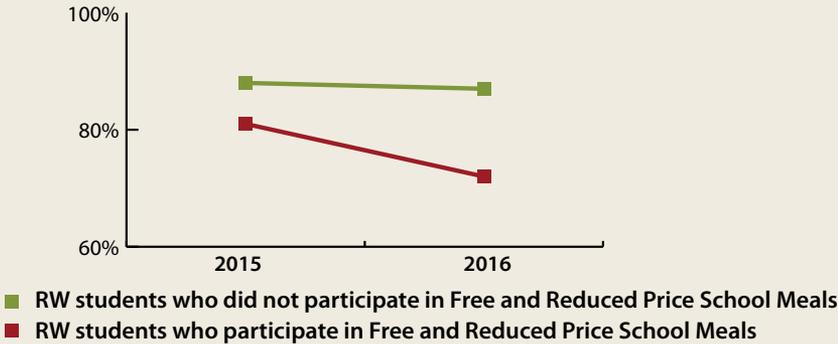
### Did You Know?

8 of our 9 preschools have a high-quality rating.<sup>+</sup>

Source: Parent Aware Star Rating

<sup>+</sup> Statistic does not include our Montessori preschool, which uses a different rating.

### Kindergarten Readiness by Income



Source: Every Hand Joined; Kindergarten Student Entrance Profile (KSEP)

Data not available for MN overall until 2018.

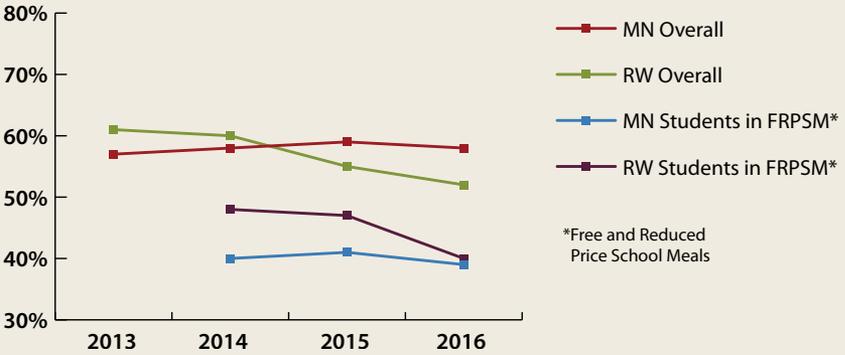
Students in lower-income households are not as likely to be ready for kindergarten; this gap widened in 2016.

# LIFELONG LEARNING

## Students Proficient in Reading and Math

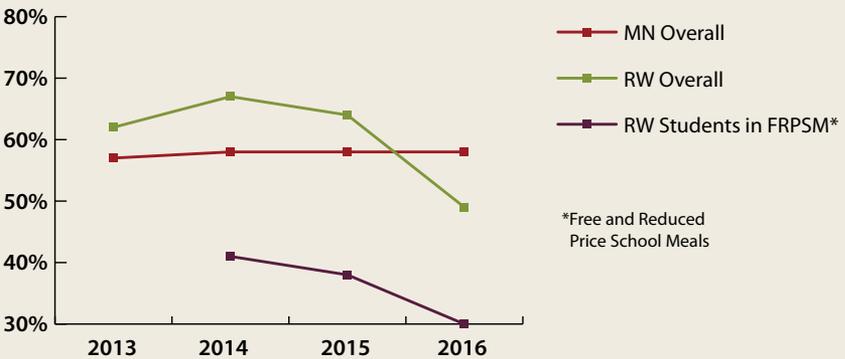
Our numbers decreased overall, and disparities remain.

### Third Graders Proficient in Reading



Source: Every Hand Joined; Minnesota Department of Education: Minnesota Report Card

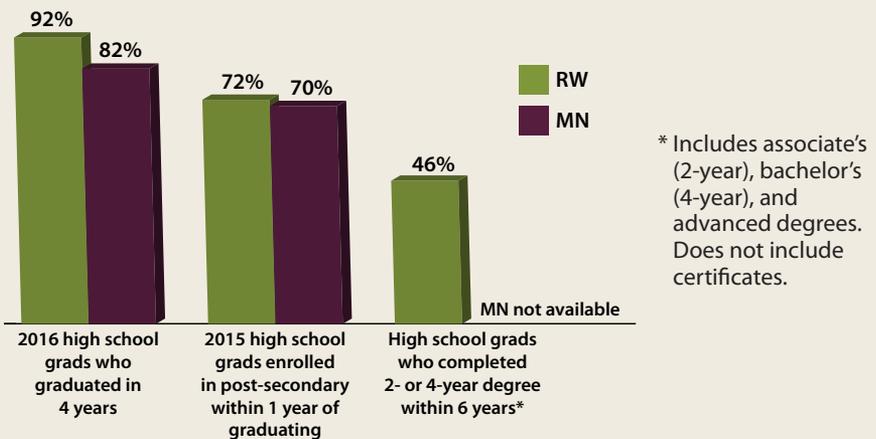
### Eighth Graders Proficient in Math



Source: Every Hand Joined; Minnesota Department of Education: Minnesota Report Card  
MN Students in FRPSM\* not available currently.

## High School and Post-Secondary Graduation Rates

High school graduation rates are high but our post-secondary degree completion is lower than expected.



Source: Every Hand Joined; National Student Clearing House 2017

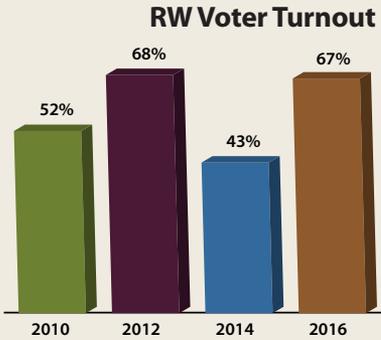
# COMMUNITY CONNECTIONS & ACCESSIBLE GOVERNMENT

We do best when we live in a place where we feel valued and have input into the decisions that affect us.

How can we create more meaningful dialogue with local government and more frequent opportunities for social interaction with each other?

## Voting in Elections

Our voting rates are higher than the U.S. and slightly lower than the county and state.



Source: United States Election Project-Minnesota Secretary of State; U. S. Census Bureau Decennial Census

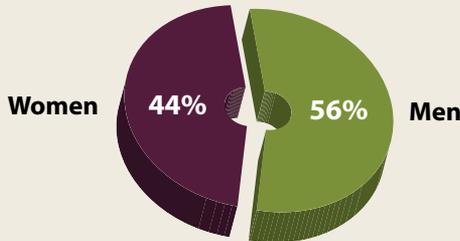
In 2016, RW's rate was 67% while Goodhue County's was 72%, Minnesota's was 70%, and the nation's was 55%.

## Government Bodies

We don't currently measure other categories to see how our elected and appointed officials reflect our population.

### Local Elected/Appointed Officials by Gender

Source: City of Red Wing, 2017



## Community and Our Kids

When students believe their community cares about them, they're more likely to continue their training and education.

38%

8th grade boys feel adults in Red Wing care about them "quite a bit" or "very much"

45%

8th grade girls feel adults in Red Wing care about them "quite a bit" or "very much"

Source: Minnesota Student Survey, September 2016



### Did You Know?

A community-wide student mentoring program is starting and needs more mentors. Call 651-468-5677.

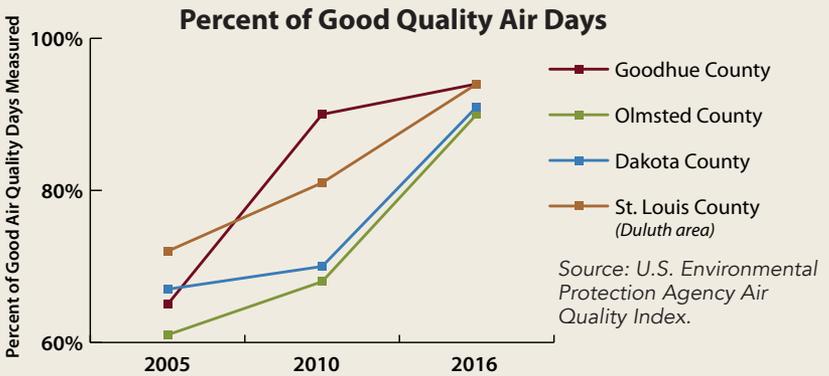
# ENVIRONMENTAL RESILIENCY

Red Wing has a history of being environmentally active and is working toward becoming a more sustainable city.

How can we best measure and track our metrics to ensure we're moving in the right direction?

## Air Quality

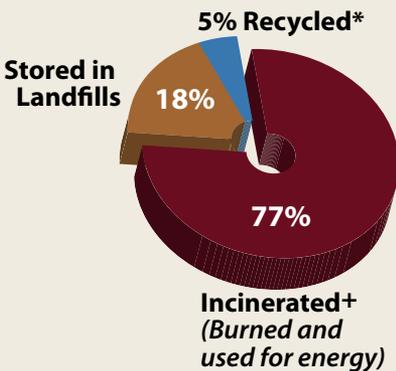
Our county's percent of good quality air days increased 45% since 2005, following a nationwide trend of lower air pollution emissions.



## Solid Waste

RW is a regional hub for managing solid waste and recyclables. In 2016 the RW Solid Waste Campus handled just over 19,000 tons of garbage, with RW producing an estimated 8,000 tons. Here's where the garbage went:

### What Happens to Solid Waste



\* This is recyclable material pulled from residential and commercial garbage (material from curbside recycling is calculated separately).

+ This waste is processed to remove recyclables and hazardous material, then shredded, then burned at the Xcel Steam Plant where it's converted into energy via steam turbines.

Source: Red Wing Solid Waste Campus. Numbers reflect most but not all the solid waste collected from local commercial entities.

## Recycling

The city's curbside recycling program collects between 2,500 and 4,000 tons of recycled material annually.\* That equals roughly 1/4 to 1/3 the total solid waste collected in Red Wing.

**65% of residents use the curbside recycling program all or some of the time.**

What would make more of us recycle regularly?

Source: Red Wing Solid Waste Campus.

\* These numbers are estimates; Red Wing measurements are not currently calculated separately.



# ARTS & CULTURE

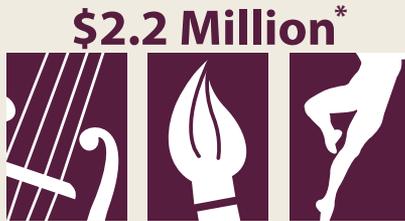
Red Wing supports all avenues of the arts, history, and culture and aims to become a more inclusive, renowned regional arts center.

What's missing in our cultural offerings that would draw more of us to participate?

## How the Arts Affect Red Wing's Economy

Local arts and culture organizations and activities are a strong economic asset.

### Total Local Economic Activity Generated Annually by Arts & Culture



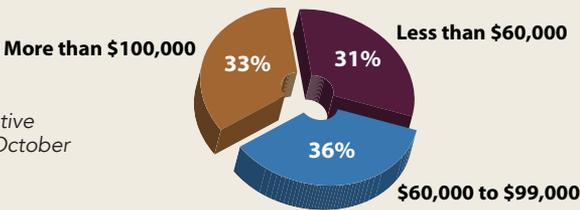
Source: Creative Minnesota: October 2015

\*Includes 1.7 million spent by arts and culture organizations and \$504,273 spent by attendees.

## Income of Attendees

One-third have a household income of more than \$100,000. Statistics don't currently measure how many live at or near the poverty level.

### Annual Household Income of RW's Arts and Culture Attendees

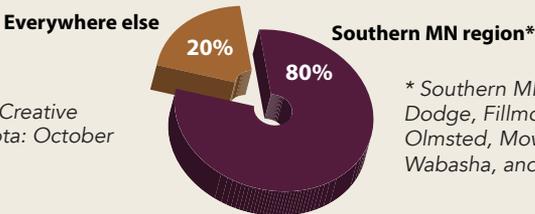


Source: Creative Minnesota: October 2015

## Residence of Attendees

4 out of 5 attendees live in southern Minnesota.

### Where Attendees Live



Source: Creative Minnesota: October 2015

\* Southern MN in this study consists of Dodge, Fillmore, Houston, Goodhue, Olmsted, Mower, Rice, Steele, Wabasha, and Winona counties.

84% of attendees outside of southern Minnesota said they came to Red Wing specifically for an arts and culture event.



### Did You Know?

RW is taking part in a 2017-2018 program where local arts organizations collaborate and plan for increased public art in the city.

# Resources

## How Was the Report Card Information Chosen?

Categories and early data points were initially identified by Wilder Research and a local data team consisting of staff from Live Healthy Red Wing; United Way of Goodhue, Wabasha & Pierce Counties; Mayo Clinic Health System-Red Wing; Goodhue County Health & Human Services; Every Hand Joined; and the City of Red Wing.

In the spring of 2017, 10 Action Teams formed—one team per topic, 8 to 15 residents each. These 130-plus people met monthly as teams in March, April, and May 2017 to review data, request additional information, choose top measurements, and help shape the Report Card. Wilder Research researched and checked data, with assistance from local agencies. The local data team also continued to pare down measurements to create the final draft. Some measurements that teams wanted were not available but can be collected for future report cards.

## Where Did the Data Come From?

You'll notice a source is listed next to each data point throughout the Report Card. Those sources are also listed below. For more details and links to the specific reports and surveys, visit the Red Wing 2040 page on the City of Red Wing web site:

[www.red-wing.org/red-wing-2040](http://www.red-wing.org/red-wing-2040). To contact Wilder Research, call 651-280-2700.

- County Health Rankings & Roadmaps
- Every Hand Joined
- Goodhue County Community Health Needs Assessment Survey
- Massachusetts Institute of Technology Living Wage Calculator
- Minnesota Department of Education Minnesota Report Card
- Minnesota Department of Employment and Economic Development Local Area Unemployment Statistics
- Minnesota Department of Employment and Economic Development Quarterly Census of Employment and Wages
- Minnesota Student Survey
- National Student Clearing House
- Parent Aware
- Red Wing and Goodhue County Geographic Information System Service
- Small Area Income and Poverty Estimates
- U.S. Census American Community Survey
- U.S. Environmental Protection Agency Air Quality Index

## Get Involved

If you would like to get more involved in the community, city government, or in the Red Wing 2040 project, please contact Mayor Sean Dowse at [sean.dowse@ci.red-wing.mn.us](mailto:sean.dowse@ci.red-wing.mn.us) or Michelle Leise, Community Engagement Specialist at the City of Red Wing at [michelle.leise@ci.red-wing.mn.us](mailto:michelle.leise@ci.red-wing.mn.us) / 651-385-3618. Or, visit the Red Wing 2040 page on the City of Red Wing's web site at [www.red-wing.org/red-wing-2040](http://www.red-wing.org/red-wing-2040).



*Funding for this project is provided by the Center for Prevention at Blue Cross and Blue Shield of Minnesota as part of Blue Cross' long-term commitment to tackling the leading causes of preventable disease: tobacco use, lack of physical activity, and unhealthy eating.*

*Blue Cross® and Blue Shield® of Minnesota is a nonprofit independent licensee of the Blue Cross and Blue Shield Association.*

*Design: Night Owl Graphics, Red Wing, MN, [nightog@charter.net](mailto:nightog@charter.net)*

