Red Wing 2040

Red Wing is taking two years to learn where we are now, see where we want to be in 2040, and plan how to get there.

So all of Red Wing can thrive.

Get involved in making Red Wing the town YOU want it to be.

Learn more at www.red-wing.org/red-wing-2040
WHAT IS A COMMUNITY PLAN?
A 20-year plan for the whole community based on the input and involvement from ALL residents.

WHY IS IT IMPORTANT?
--The plan helps local organizations (city, county, schools, non-profits, businesses, arts & recreation, etc.) set a vision & create action plans toward a common set of community goals
--It outlines Red Wing’s assets and challenges and gives steps on how to improve quality of life

WHY SHOULD I CARE?
City projects, plans, and policies start from this plan. Community initiatives also can start here. The plan drives decisions and resources and affects how Red Wing looks and feels for all of us.
One Way Residents Will Have Input
10 Action Teams that make up the Community Voices Task Force

- Housing Action Team
- Getting Around Action Team
- Public Safety Action Team
- Parks, Land Use, & the Built Environment Action Team
- Environmental Resiliency Action Team
- Community Connections & Accessible Gov't Action Team
- Lifelong Learning Action Team
- Arts & Culture Action Team
- Physical & Mental Health Action Team
- The Economy Action Team
What We’ll Do

- Red Wing Report Card
  Spring – Fall 2017

Part 1
Collect Data and Understand Trends
- Red Wing 2040 Community Plan
  (completed December 2018)
  Winter 2017 – December 2018

Part 2
Listen to Residents
- 2040 Question Cards
- Community Survey
- Hispanic Survey
- Trusted Source Interviews
- Focused Conversations
- Public Events/Open Houses
  Summer 2017 – Winter 2018

Part 3
Learn from Other Communities
- Innovative Ideas Series
  Fall 2017

Part 4
Create Community Vision and Action Plans

Communicate

Part 1
Spring – Fall 2017

Part 2
Summer 2017 – Winter 2018

Part 3
Fall 2017

Part 4
Winter 2017 – December 2018
Red Wing 2040 Planning Timeline

**PART 1: Collect Data & Understand Trends**
- Form Action Teams
- Action Teams
- Choose Key Data Points
- Create Red Wing Report Card

March – Sept. 2017

**PART 2: Listen to Residents** Summer 2017 – Fall 2018
- 2040 Question Cards
- Community Survey
- Hispanic Survey
- Trusted Source Interviews
- Focused Conversations
- Public Events

**PART 3: Learn from Other Communities**-Fall ‘17
- Learn best practices through an Innovative Ideas Series. Listen to videos and speakers on the 2040’s 10 topic areas.

- Community gives ideas & feedback on vision and guiding principles
- Community gives feedback & ideas on action steps in 10 topic areas
- Community gives feedback on draft of the Plan before Council votes

RW 2040 Community Plan completed December 2018

**Learn Where RW Is Now**

**See Where We Want to Go**

**Plan How To Get There**

*(Community feedback is ongoing until fall of 2018 – See last three sections of Part 2.)*
### Key Principles of the Plan

<table>
<thead>
<tr>
<th>Sustainable</th>
<th>Healthy</th>
<th>Accessible</th>
<th>Resilient</th>
<th>Equitable</th>
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</thead>
<tbody>
<tr>
<td>• <strong>Sustainability</strong> happens when we meet our present needs without sacrificing the ability of future generations to meet their own needs. Sustainable towns manage natural, financial, and human resources today while planning for a successful tomorrow.</td>
<td>• <strong>Health</strong> consists of physical, mental, fiscal, and social health. Healthy towns know true health arises from access to safe, affordable, and quality jobs, housing, education, healthcare, transportation, government, arts and culture, public safety, and much more.</td>
<td>• <strong>Accessibility</strong> occurs when all residents have equal access to information, services, facilities, and involvement. Accessible towns have a feeling of belonging and openness with easy, meaningful ways to connect with neighbors, organizations, and local government.</td>
<td>• <strong>Resiliency</strong> is the capacity to adapt and grow despite everyday stresses and periodic shocks. Resilient towns use evidence-based approaches and collaborative partnerships to find solutions, then evaluate to emerge stronger after tough times and live better in good times.</td>
<td>• <strong>Equity</strong> exists when systems are fair and just, without barriers. Equitable towns listen to residents early and throughout decision-making processes. They consider all impacts of plans, policies, and procedures, and work to decrease unintended or negative consequences.</td>
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PART 1—Creating the first Red Wing Report Card

**WHAT IT IS**
A tool for reporting data, trends, progress, and challenges toward community goals.

**WHO IT'S FOR**
Everyone who wants to affect positive change in the community: Elected officials, employers, leaders, residents, YOU.

**MISSION**
To share consistent, objective, measureable data that shows over time how Red Wing and its people are faring in 10 categories of well-being.

Red Wing Report Card
*Progress Toward a Healthier Community*

**GOALS**
Create awareness of Red Wing’s successes & challenges; Drive attention & resources to areas of opportunity and need; Guide changes to improve well-being.
PART 1: Red Wing Report Card
Completed in September, 2017

The Report Card is for learning and understanding where we are now.

The Report Card doesn’t provide answers. It sparks questions and discussions with fellow residents.

It helps us think about where we want to be in the future and informs how we make plans to get there.

Click here to read the full Report Card
Demographics

1 in 10 of us is a person of color and 1 in 5 of our school children is a student of color

Almost 5% of our residents are Hispanic

20% of our residents are aged 65+ and Minnesota’s 65+ population is expected to double by 2040

69% of our residents don’t have a 2- or 4-year trade or college degree
The Economy

Median household income is decreasing when others around us are increasing

Poverty rate doubled since 1999

1 in 5 children lives in poverty

Almost a quarter of residents who work earn under $15,000

Only 40% of residents who work earn more than $40,000
Parks, Land Use, and Built Environment

65% of land in RW is natural open space, protected green space, or agriculture areas

10% commercial/industrial

Our tax base relies heavily on Xcel Energy’s Prairie Island Nuclear Generating Plant - 56%

68% of households within a 5- to 10-minute walk to paved trail or nature trail – positives that could bring more people to RW
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?

Drug/Violations*  
Assault  
Threat/Shoplifting  
Burglary

![Trends in Violations](image)

Source: Red Wing Police Department

* 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.

Emergency Medical Services (EMS)  
Transfers  
Other Fire Calls  
Building Fires

![Types of Service Calls](image)

Source: Red Wing Fire Department

*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.

RW Home Ownership Rate

- 2000: 76%
- 2010: 71%
- 2015: 65%

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.

RW Residents Who Pay More Than 30% of Income on Housing

- Homeowners: 72%
- Renters: 72%

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 Records, 2016

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

Public Safety

Drug citations and arrests skyrocketed between 2012 and 2016

Housing

Homeownership decreased from 76% to 66% since 2000

Less than 1% of apartments were available in RW buildings with 8 or more units in 2014
Residents spend 24% of income on transportation

Bus ridership is growing

Commuting: Red Wing gains roughly 4,400 people daily

Large investments in infrastructure projects

Walkability being improved each year through new sidewalk program
92% of RW students graduate from high school

72% go on to secondary education

Only 46% of them graduate with a 2- or 4-year degree within 6 years
What parts of the Report Card stood out to you?

What areas are you interested in learning more about?

How are the categories intertwined?

How can YOU share the Report Card with others?
PART 2: Listening to Residents
Three 2017 initiatives: 1) Community Survey, 2) Hispanic Survey, 3) Summer Engagement Project

2017 Community Survey
More than 130 residents on Red Wing 2040’s 10 Action Teams wrote half the questions to ensure survey represented all topic areas.

Click here for the Power Point Highlights

Click here for the Report of Findings

Click here for the Full Survey Questions and Resident Responses

September – October, 2017

2017 Hispanic Survey
Hispanic Outreach and Live Healthy Red Wing partnered on this survey in the spring.

Click here for the Power Point Highlights

Click here for the Report of Findings

September – October, 2017
Summer Engagement Project 2017
City of Red Wing & Live Healthy Red Wing partnership
1,300 People
4,600 Responses
We brought our fun “pop-up station” to a wide range of local events

• July 2  Goodhue County Historical Society Free Ice Cream Social

• July 7  Dollar Night at the Red Wing Water Park

• July 7  Citizen’s Assembly Group Learning about Local Government

• July 12  Summer Lunch Program-Colvill Park

• July 12  Summer Concert-Central Park

• July 13-18  Red Wing Public Library

• July 18  Red Wing CARE Clinic

• July 20  Jordan Towers Lunch Hour

• July 21  Kid’s Junction at Sunnyside School

• July 22  Red Wing Farmer’s Market

• July 25  BMI Network Group at Ignite

• August 1  Night to Unite (30 locations!)

• August 4-6  River City Days (20 hours!)

• August 10  Guns & Hoses
Each person wrote their responses to two questions: *What do you like most about Red Wing? What would make Red Wing a better place to live?* They answered anonymously and put their own numbered sticker on their neighborhood. *The map and stickers helped us see what areas we were reaching.* It also linked answers to a resident’s census block.
Incentives and Fun!
Large, blue foam blocks drew kids and families to our tent.

People who answered Question Cards entered into multiple drawings for $100 gift cards in Red Wing. We wanted to say thank you for people giving of their time.
Project had Good Reach Across the Community

Population by General Area
Percent of the RW population that lives in these four regions

- Southwest RW: 24%
- Southern RW: 33%
- Downtown & East RW: 19%
- West RW: 24%

Responses by General Area
Percent of respondents that live in these four regions

- Southwest RW: 21%
- Southern RW: 39%
- Downtown & East RW: 21%
- West RW: 19%
Who We Reached: Every Neighborhood was Represented

[Bar chart showing comparison between 2010 Population and Survey Responses for various neighborhoods.]
Neighborhoods Where We Reached More People than the Population Percentage
Areas Where We Didn’t Reach as Many People as the Population Percentage

![Bar chart showing 2010 Population and Survey Responses for various areas. The chart highlights areas where the survey responses were lower than the population percentage.](chart.png)
What Did Residents Say?
Most Popular Answers to Question #1:

“What do you like most about Red Wing?”

Sense of community and “small-town feel”

Natural environment and parks

All the different things to do

The strong sense of history
What Did Residents Say?
Most Popular Answers to Question #2:

“What would make Red Wing a better place to live?”

More businesses, especially in downtown

More events & activities, especially for youth

Improve accessibility
(sidewalks, bike trails, public transportation)
Broad Themes – What Do People Like Most about Red Wing?

**Parks, Land Use & Built Environment**
- 1,354 Responses
- Scenic / Natural Setting
- Parks & Open Space System
- River and Access to River
- Biking/Hiking Trails
- Outdoor Activities & Events

**Community Connections & Access. Government**
- 880 responses
- Welcoming, Friendly People
- Small Town Atmosphere
- Sense of Community
- Positive Community Attitude

**The Economy**
- 395 Responses
- Strong & Vibrant Business Community
- Community Amenities (such as pool, Y, etc.)
- Historic Downtown
- Jobs & low cost of living
Broad Themes – What Do People **Like Most** about Red Wing?

**Arts & Culture**
- 391 Responses
  - Historic Resources
  - Arts & Cultural Events
  - Arts Institutions *(such as Arts Assoc., Sheldon Theatre, etc.)*
  - Churches

**Getting Around**
- 245 Responses
  - Walkable Community
  - Ease of Access *(including low congestion)*
  - Location proximity to metro areas
  - Recreational Biking and Hiking Trails

**Physical and Mental Health**
- 149 Responses
  - Outdoor Recreational Opportunities
  - Specific Amenities *(such as YMCA, Pools, ELC, Library)*
  - Walkable Community
  - Medical Services
Broad Themes – What Do People Like Most about Red Wing?

**Lifelong Learning**
- 130 Responses
  - Schools and Educational System
  - Red Wing Library
  - Other organizations *(such as ELC, Y, etc.)*

**Public Safety**
- 91 Responses
  - General Sense of Safety
  - Low Crime Rate and Peaceful Community
  - Quality Emergency Response Services
  - Street Environment and Walkability

**Environmental Resiliency**
- 30 Responses
  - Natural Surroundings & River
  - Environmental Education *(such as ELC and City Park Naturalists)*
  - Preservation of Natural Resources
Broad Themes: What Do People **Like Most** About Red Wing?

**Housing**

17 Responses

- Historic Neighborhoods and Homes
- Reasonable Cost of Living
- Neighborhoods and Housing Stock
## Broad Themes – What Would Make Red Wing a **Better** Place to Live?

<table>
<thead>
<tr>
<th>The Economy</th>
<th>Parks, Land Use &amp; Built Environment</th>
<th>Community Connections &amp; Access. Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>819 Responses</td>
<td>351 Responses</td>
<td>328 Responses</td>
</tr>
<tr>
<td>Bring in specific businesses</td>
<td>Park Improvement Ideas</td>
<td>More programs, activities, events, especially for youth</td>
</tr>
<tr>
<td>More services &amp; amenities and events</td>
<td>Things for youth and families to do</td>
<td>Improve equity, diversity, and inclusion</td>
</tr>
<tr>
<td>Expanded farmers market &amp; food options</td>
<td>Trail Improvements</td>
<td>More services and amenities</td>
</tr>
<tr>
<td>More living wage jobs</td>
<td>More recreational activities</td>
<td>Better communication and access to government</td>
</tr>
</tbody>
</table>
### Broad Themes – What Would Make Red Wing a Better Place to Live?

<table>
<thead>
<tr>
<th>Getting Around</th>
<th>Physical and Mental Health</th>
<th>Arts and Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>308 Responses</td>
<td>171 Responses</td>
<td>163 Responses</td>
</tr>
<tr>
<td>• More bike &amp; pedestrian improvements</td>
<td>• Improved access to healthy food options</td>
<td>• More activities and events for youth and families</td>
</tr>
<tr>
<td>• Transit improvements</td>
<td>• Improvements that encourage active living</td>
<td>• More teen and adult evening activities</td>
</tr>
<tr>
<td>• Traffic and parking suggestions</td>
<td>• More services &amp; amenities</td>
<td>• Entertainment of all kinds:</td>
</tr>
<tr>
<td>• Construction is inconvenient</td>
<td>• Equitable access to services (ADA, ESL, and other special needs)</td>
<td>--music, movies, theater</td>
</tr>
<tr>
<td></td>
<td></td>
<td>--festivals, parades, fireworks</td>
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<td></td>
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<td>--galleries, museums, history</td>
</tr>
<tr>
<td></td>
<td></td>
<td>--public art, culture, education</td>
</tr>
</tbody>
</table>
Broad Themes – What Would Make Red Wing a Better Place to Live?

**Lifelong Learning**
136 Responses
- More activities and services for youth
- General ideas for improving the school district
- College and career development
- More early childcare options

**Housing**
118 Responses
- More affordable places to live
- More housing to meet the demand
- Help the homeless
- Maintain and improve the housing we already have

**Public Safety**
105 Responses
- Make pedestrian access improvements
- Improve unsafe street conditions
- Address crime, violence, drug use
- Inadequate law enforcement & EMT
- Concerns about possible racial bias
Themes: Make Red Wing a **Better** Place to Live?

**Environmental Resilience**

- **44 Responses**
  - Improve green living (*transportation, technology, food options*)
  - Improve waste management
  - More preservation and conservation
  - More education and awareness
PART 3: Learning from Other Communities

Innovative Ideas Series

5 Events (most held 2 different times)

Residents were invited to attend any or all of the events in October and November, 2017.

50 to 70 residents attended each topic event.

(noon and evening together)

101 residents attended the final event.

See following slide for schedule.

Click here and scroll down for a link to all the videos.
Examples of ideas.....
Residents gathered for fast-paced sessions where we watched Ted Talk-style videos on a wide variety of topics, then discussed which ideas might work for Red Wing. Residents brought their own ideas to share, too.

Sessions happened October 8 through November 16, 2017. A detailed report of those ideas and residents’ feedback will be available in early January on the City’s website, on social media, and in other mediums.

**Events:**

The Future in Now: Becoming a Sustainable City in a Global World

Red Wing is All of Us: Embracing Diversity to Build a Thriving City *(focused on building a sense of neighborhood)*

Building Smart: Becoming World-Class at Housing and Redevelopment

Happy, Healthy Cities: Revitalizing Public Spaces Through the Arts, Recreation, and Learning

Creative Economies: Big Ideas for Small Cities to Succeed
PART 4: Creating Community Vision & Action Plans

Up Next: See Timeline Below

a) Planning Team Compiles the Community’s Input and Data
   November – December, 2017

b) Community Shapes/Gives Feedback to Vision & Guiding Principals
   January– February, 2018

c) Community Gives Input into the 10 Topic Areas’ Action Plans
   March – August, 2018

d) Community Gives Feedback into the Final Community Plan Draft
   Fall 2018
Stay Tuned!

Lots of ways to get involved and share your opinions are coming your way in 2018.

For more information, contact the following:

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