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.

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.
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.

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*
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Red Wing</th>
<th>County</th>
<th>US</th>
<th>MN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>$50,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006-10</td>
<td>$42,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011-15</td>
<td>$38,000</td>
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</tbody>
</table>

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.

- 1999: 7%
- 2006-10: 10%
- 2011-15: 14%

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

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

* Goodhue County residents
Unemployment

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

![Unemployment Rate Chart](image)

Source: Minnesota Department of Employment and Economic Development (DEED) Local Area Unemployment Statistics (LAUS)

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

- 23% $15,000 or less
- 37% $15,001 to $39,999
- 40% $40,000 or more

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

- 2013: 13,424
- 2014: 13,285
- 2015: 12,977
- 2016: 12,806

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

* Includes written citations and arrests
Call 651-267-2600 to meet the police officer(s) in your neighborhood.

Did You Know?

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.

*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.
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.

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.

**Rental Housing**

More than one-quarter of us rent.

$704

Median cost of monthly RW rent.

**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
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.

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

7,618 people INTO Red Wing
3,223 people OUT OF Red Wing

How could rail possibly affect commuting in the future?
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  
Source: City of Red Wing

**$20+ million**  
Budgeted between 2017 and 2021*

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

30%  
Sidewalk segments with at least one panel rating poor, very poor, or failing

3,606  
Total sidewalk segments in the city


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.


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

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.

**Division of RW Land Use**

- Residential: 23%
- Agriculture: 27%
- Commercial-Industrial: 15%
- Institutional: 7%
- Prairie Island Indian Community: 10%
- Vacant: 2%
- Protected Green Space*: 15%
- Natural Open Space+: 1%

Source: City of Red Wing Community Development Department, 2017

+ 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.

**Power Plant’s Impact on Local Tax Base**

- Nuclear Power Plant: 56%
- Everything else: 44%

Source: City of Red Wing, 2017

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.

68%
households within a 5- to 10-minute walk to a paved or nature trail

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.
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

![Less than 20% of 18- to 34-year-olds](source)

![Less than 40% of 35- to 65+-year-olds](source)

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**

![37%](source)

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

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
Access to Health Insurance

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

**Residents Without Health Insurance**

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Wing</td>
<td>10%</td>
</tr>
<tr>
<td>Goodhue County</td>
<td>8%</td>
</tr>
<tr>
<td>MN</td>
<td>5%</td>
</tr>
<tr>
<td>U.S.</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

**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***

<table>
<thead>
<tr>
<th>Location</th>
<th>Provider Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top U.S. Performers</td>
<td>1 provider for every 360 residents</td>
</tr>
<tr>
<td>Goodhue County</td>
<td>1 provider for every 1,080 residents</td>
</tr>
</tbody>
</table>

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.
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**

![Graph showing 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.†

*Source: Parent Aware Star Rating

† Statistic does not include our Montessori preschool, which uses a different rating.

**Kindergarten Readiness by Income**

![Graph showing 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.
**Students Proficient in Reading and Math**

Our numbers decreased overall, and disparities remain.

**Third Graders Proficient in Reading**

![Graph showing Third Graders Proficient in Reading](source)

**Eighth Graders Proficient in Math**

![Graph showing Eighth Graders Proficient in Math](source)

**High School and Post-Secondary Graduation Rates**

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

![Graph showing High School and Post-Secondary Graduation Rates](source)

*Includes associate’s (2-year), bachelor’s (4-year), and advanced degrees. Does not include certificates.*
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.

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.

**Community and Our Kids**

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

**Did You Know?**

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

- **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.
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**

$2.2 Million*

*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.

**Residence of Attendees**

4 out of 5 attendees live in southern Minnesota.

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. 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 or Michelle Leise, Community Engagement Specialist at the City of Red Wing at 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.

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.

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