

Winona Comprehensive Plan Update
Steering Committee Meeting
Tuesday, December 14, 2021
11:30am – 12:30pm
City Council Chambers (Zoom Option Available)

MEETING NOTES

Taken by Marcia Ratliff, Engage Winona

1) Oct. 28 Steering Committee Meeting Notes

a) The committee received the notes from the 10/28/21 meeting.

2) Engagement Phase 1 Responses To Date

- a) Participation to date: 1,400 and counting
- b) Engagement methods were selected to maximize reach and ease of participation. Our approach prioritizes going where the people are - which is increasingly online and at fun, all-ages events. We also work extensively with community partners to involve marginalized groups. A variety of audiences have been engaged so far.
- c) Key engagement tools:
 - i) Conversations and focus groups
 - ii) Online survey
 - iii) Online interactive map
 - iv) Pop-up booth at public events and festivals
- d) Questions were designed to surface community values, measure community activity, generate visions for future improvement in Winona, and build a foundation for future engagement.
- e) Key questions asked:
 - i) What do you value about Winona?
 - ii) When you think about your future in Winona, what issues do you want to see addressed?
 - iii) How do you want to participate in the Comprehensive Plan development process?

3) Updated Demographic & Economic Trends

- a) HKGI is updating the baseline report right now. Using US census data as much as possible but there have been delays in data release.
- b) Population: There was steady growth since 1980 but there has been a small decline over the last 10 years.
- c) With college towns, it's important to break down the data by households and group quarters (dormitories, congregate living). Both household and group quarters population trends were down in 2020. Since many college students live off-campus, the college population is split between group quarters and households. Final numbers will be brought to the next meeting.
- d) Racial mix: Overall, the diversity of Winona is increasing and the number of non-white residents is going up.
- e) Age mix: Largest growth is in 55-79 and 25-34 age groups. Declines are in the 15-24, 40-44, and 85+ age groups.
- f) Educational attainment: Increase in percentage of post-secondary degrees. About $\frac{1}{3}$ of adults have achieved a high school diploma or less. Overall, Winona is similar to the state average.

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- g) The number of households has been increasing more than the population - average household size is decreasing.
- h) Income: The household income needed to afford a medium value home in the county is about \$46,000, and a significant portion of households are below this threshold.
- i) Unemployment: Around 3 percent in 2019.
- j) Labor force: Peaked in 2012, and there's been a decline since then.
- k) Employment in and out flow: 13,203 workers travel into the city to work, 4,542 travel out to work. 7,428 both live and work here. Note: The employment in and out flow data presented at the Dec. 14 meeting did not represent all jobs, so these numbers have been corrected.

Committee input: is there other data that would be helpful to analyze? Are there specific questions that the process should address?

- Rental vs. owner-occupied housing
- More granular data on employment inflow and outflow - where people are living and working. Data will show the origin of workers and the destination of their employment.
- Data on growth of economy sectors and employment levels year over year
- Tourism and visitor data

4) Comprehensive Plan Key Topics + Overarching Themes

- a) Vision for Winona - looking out to the year 2045. A picture of the city in the future. Winonans' cherished values and principles.
- b) Three overarching themes - equity, sustainability, and technology. These will be woven into and addressed within each section.
- c) 10 Key Topic areas - *Accessible Government* and *Transformative Projects* are new to the plan and have not been incorporated into the comprehensive plan in the past.
- d) Two additional topics are anticipated to be identified through the community engagement process and as the budget permits.
- e) Equity - defined as providing viable options and opportunities to help people reach their full potential.
 - i) examples: increased housing choice, improving accessibility to parks and public facilities, reaching out to underrepresented populations for participation in city government
 - f) Sustainability - defined as creating a resilient city that is a desirable place for future generations to live, work, and play. Important to compete for residents.
 - i) examples: actions to provide workforce housing, enhancing connectivity between key destinations, maintaining and enhancing the natural environment, responsible stewardship of fiscal resources
 - g) Technology - defined as incorporating innovation into city operations to make services more effective, efficient, and accessible
 - i) examples: addressing operation methods to reduce costs and enhance public experience, new equipment or software to increase efficiency of city departments, online options for public meeting attendance and participation
 - h) New key topic: Accessible Government - enhancing and maintaining connections between residents and city government. Examples: increasing participation on city

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commissions, includes specific outreach to BIPOC and youth, getting the word out about city activities, contacts and templates for resident-initiated projects on city property, access to government data (building permits, site plans, etc). A subcommittee will be focused on this.

5) Steering Committee Input – We will again be using a digital collaboration tool at the meeting to capture the committee's input. It is simply a digital version of a whiteboard where you can add sticky notes. We encourage you to start adding your responses to the four questions below before the meeting at this link: [SteeringCommitteeWhiteboard](#)

- a) **Accessible Government** – *What issues and opportunities could be considered as part of making Winona's city government and its resources more accessible?*
- b) **Equity** – *What ideas do you have for incorporating equity into the Comprehensive Plan's 10 key topics?*
- c) **Sustainability** – *What ideas do you have for incorporating sustainability into the Comprehensive Plan's 10 key topics?*
- d) **Technology** – *What ideas do you have for incorporating technology into the Comprehensive Plan's 10 key topics?*

6) Next Steps

- a) Steering Committee Meetings – starting in January, 4th Thursday, 11:30am – 12:30pm
- b) January 27th Steering Committee Meeting – tentative agenda
 - Input from Engagement Phase 1
 - Input on draft Baseline Report
 - 2045 Visioning
 - Frameworks for Key Topics' Sub-Committees

REMINDER:

Steering committee members should send a one-sentence introduction to Marcia. For example, "Marcia Ratliff is executive director of Engage Winona and enjoys long walks around Winona." This will be used as a fun "Meet the steering committee!" feature to introduce you to the community on the city website and social media.

Marcia will take photos of committee members after the meeting. Committee members who are attending via Zoom should send Marcia a headshot prior to the meeting.

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Steering Committee #2

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Mural Board Input

PART ONE

The three overarching themes of **equity**, **technology**, and **sustainability** will be woven throughout the Comprehensive Plan. At its next meeting, the Steering Committee is being asked to provide their ideas about how these themes could be incorporated into the plan's ten identified key topics:

- Land Use and Development
- Housing and Neighborhoods
- Economic Development
- Environment
- Transportation
- Historic Preservation
- Accessible Government
- Arts and Culture
- Parks and Recreation
- Transformative Projects

Accessible, inclusive and welcoming recreation - all infrastructure is accessible to abled and disabled users; adaptive gear and equipment rentals are easily available and affordable for all users; all infrastructure provide access to multiple user levels (always including entry level) with user friendly instruction available for how to use and improve skills; all infrastructure includes wayfinding at entry including trail rating, user types and QR for more info and geocoded maps

Equity

Providing viable options and opportunities to help people reach their full potential.

For example:

- *Increased housing choice*
- *Improved accessibility to parks and trails*
- *Reaching out to underrepresented populations for participation in City Government*

What ideas do you have for incorporating equity into the Comprehensive Plan's 10 key topics?

Synchronous and asynchronous modes of two-way communication available online and at public library for all public input solicitations and meetings

Codify the requirement to seek community participation in earliest steps of project/program planning

Remove language in policy and programming that prioritizes equal or universal disbursement of services and replace it with language that prioritizes equity

Protected, accessible and easy to follow bike routes in/across town that connect neighborhoods to schools, attractions and essential services - must be safe enough to take small children on bikes and in trailers on

Social Cohesion opportunities (community actions, access, and experiences) supported by city action (K-12 connection)

Students don't know options to stay in the community - lack of connection between students and community

Actively participate in collaborative relationships with other organizations/services in community to address systemic equity issues for key populations

Data will help us understand which populations are most effective so we can be intentional about what we are doing

Instead of expecting people to come to us and wanting to serve on boards, we need to go to the people where they live, work, hang out, and build a relationship before you ask them to get more involved in city government.

Evaluation: Who does use transportation - why don't the elderly use public transportation? Who uses the library - why don't we have people of color using the library?

This speaks to the value of diversity in creating a resilient city that can weather a storm

Would it be helpful to identify the inequities in community before we can identify strategies

Conduct an annual equity evaluation

The city needs to actively participate in existing relationships and the work that others are doing, and understand what is the city's role.

More outreach to different groups than expecting representatives to serve on city boards/commissions

Create a walkable city e.g. lower curbs at all crosswalks throughout city

Connections between community and student groups

Community Engagement Dashboard with two-way communication (perhaps with a public mapping tool)

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Technology

Incorporating innovation into City operations to make services more effective, efficient, and accessible.

For example:

- *Addressing maintenance or operation methods for City property to reduce costs but maintain or enhance public experience*
- *New equipment or software to increase efficiency of City Departments*
- *Online operations for public meeting attendance and participation*

What ideas do you have for incorporating technology into the Comprehensive Plan's 10 key topics?

Synchronous and asynchronous modes of two-way communication available online and at public library for all public input solicitations and meetings

Continue to automate city services for online/self service

Technology is also accessibility and equity for disabled community

Follow universal trends - can we benchmark who is doing it well and use that to guide

Recognize that some only can see info by cell phone rather than tablet/computer

SECURE wifi available at all public buildings and parks

Make sure that information can be displayed on multiple kinds of devices.

Instantaneous utility use information (online access)

Partnerships with colleges and universities to offer computer science students an opportunity for professional development by offering a service for credit - 1. students help write code and develop platforms that automate appropriate functions - must be given time to work with knowledgeable staff and user groups to edit and troubleshoot; 2. students help to develop in-house software and programs customized to Winona's needs (planning, stormwater management, urban forestry, EJ, risk assessments, etc.); 3. students help develop dashboards that aid the city in being more transparent and communicative with the public regarding planning and projects (including updates, progress, two-way communication, etc.)

Community observations app - a place for residents to be able to geo-tag and comment on issues they observe (e.g. burned out light post, illicit spill/dump, flooding, etc.).

Transportation use (transit) tracking with apps and stop information

Public process information for Dummies - Process technical jargon in understandable language (online, social formats, etc.)

Better (more comprehensive, inclusive and robust) evaluation of new software purchases

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Sustainability

Creating a resilient city that is a desirable place for future generations to live, work, and play.

For example:

- *Actions to provide workforce housing*
- *Enhancing connectivity between key destinations in the City of Winona*
- *Maintaining and enhancing the natural environment*
- *Responsible stewardship of fiscal resources*

What ideas do you have for incorporating sustainability into the Comprehensive Plan's 10 key topics?

Create a city-wide department for internal and external communications, and partnerships and collaborations	Create a city-county position focused on helping LGUs, NGOs and businesses in Winona find, write, implement and report on grants to aid in project planning, construction, operation & maintenance and monitoring	Consider new or emerging business types and provide incentives to attract these businesses (digital companies?) to build economic base in new economy
Use long-term, humane approaches to wildlife management	Identify or create opportunities for re-use, replacement, or new use of older, empty structures (or clear lots)	Collaboration on facilities - continued/expanded sharing of facilities (School District, City, etc.)
Codify the requirement to incorporate resiliency and environmental justice into all development plans/ projects	What are unmet needs of those who don't live, work, or play here? Is there a way to engage those people?	Compare Winona's in and outflow stats to other places.
Increase energy efficiency standards in local code	And listen intentionally to the population that doesn't (10,000 who commute into Winona). Figure out how to understand people's unmet needs.	Create a place that people want to live, work, and play - desirability - is the heart of it all.
		We only have so much space in this town. Can we explore partnering and sharing of facilities for more wider use of them in our entire community?

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PART TWO

Of the 10 identified key topics, **accessible government** is a topic that has not previously been included in the Comprehensive Plan nor has a related plan been completed. To help frame future discussions, Steering Committee members are asked to share their ideas about issues and opportunities related to accessible government that could be included in the Comprehensive Plan.

Accessible Government

Maintaining and enhancing connections between residents and city government.

For example:

- Increasing participation/representation on City Boards, Commissions, and Council
- Getting the word out about City Activities
- Specific outreach to BIPOC and youth
- Templates, considerations, and contacts for resident-initiated projects on City property
- Access to government data (e.g. building permits, site plans, etc.)

What ideas do you have to help maintain and enhance connections between residents and the City of Winona?

Synchronous and asynchronous modes of two-way communication available online and at public library for all public input solicitations and meetings

The City of Winona is more than just meetings. This comprehensive plan encompasses a lot - housing, economic development, natural resources. Build an understanding of that

Community projects dashboard. Includes project details (plans, timeline, budget) and is updated on a regular and frequent basis with project updates and progress. Allows for public feedback.

Provide community education about LGU processes and procedures

Accessible government is both access to information AND active participation by residents

Provide quarterly open-houses at each department where the community is invited to come and learn about department projects and workings

Require community engagement/participation training for all city staff and elected officials (like IAP2)

Identify precedents from other communities

Process information for the public

Develop accountability measures for city staff/officials and plans/programming

Add non-decision making meetings with city council and commissions a week before regularly scheduled meetings.

Accessibility of city resources for users and non-users and adaptability for city resources (park and rec, city buildings, streets etc.)

Onboarding information available to the public

Public participation in pre-Council workshop meetings

Use to more deeply discuss issues and upcoming decisions in an environment that does not require participants understand Roberts Rules (which are intimidating and a turn off)

Communications and collaborations pointperson at the City