



WINONA COMPREHENSIVE PLAN UPDATE

Steering Committee Meeting #2

December 14, 2021

Agenda

- 1) Oct. 28 Steering Committee Meeting Notes
- 2) Engagement Phase 1 Responses To Date
- 3) Updated Demographic & Economic Trends
- 4) Comprehensive Plan Key Topics + Overarching Themes
- 5) Steering Committee Input
 - Accessible Government, Equity, Sustainability, Technology
- 6) Next Steps



Engagement Phase 1



COMPREHENSIVE PLAN UPDATE



Oct. 28 Steering Committee Meeting Notes

Request Steering Committee to review and accept

Winona Comprehensive Plan Update

Steering Committee #1

October 28, 2021

Input Received

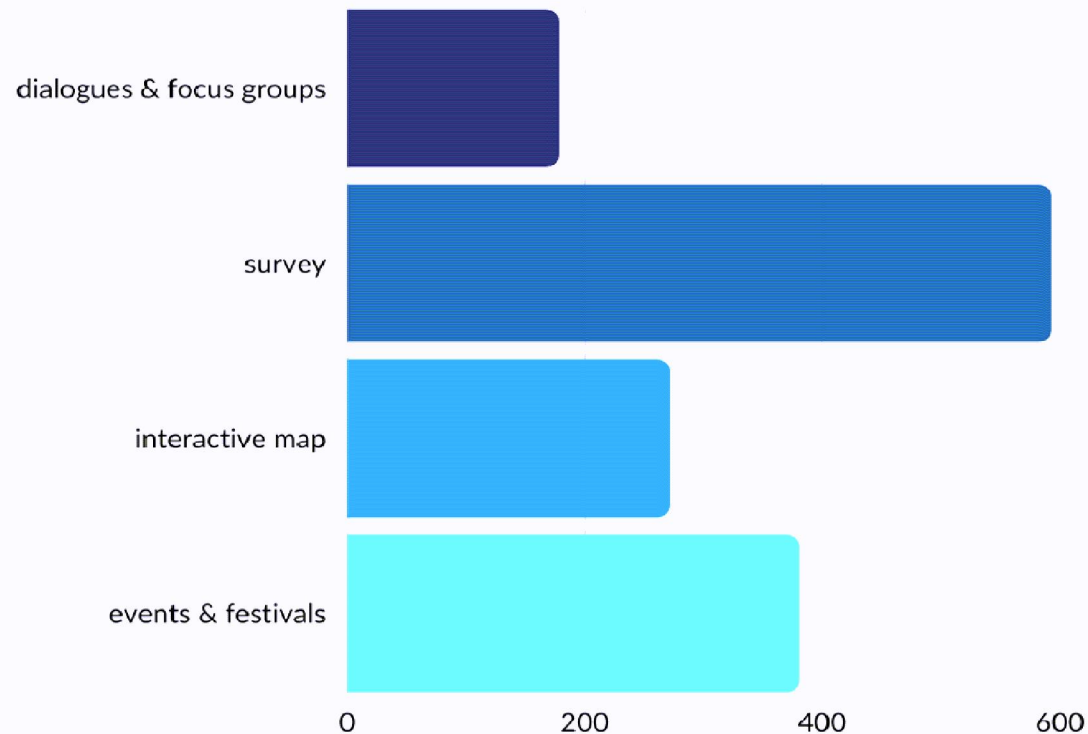


WHAT DO YOU VALUE MOST ABOUT WINONA?



Phase 1 Engagement: Participation

Total participation: 1,424 as of Monday, December 13



Phase 1 Engagement: Methods

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.

Key engagement tools:

- Conversations and focus groups
- Digital survey
- Interactive map
- Pop-up booth at public events and festivals



Social Pinpoint



I like it!



Needs Work!



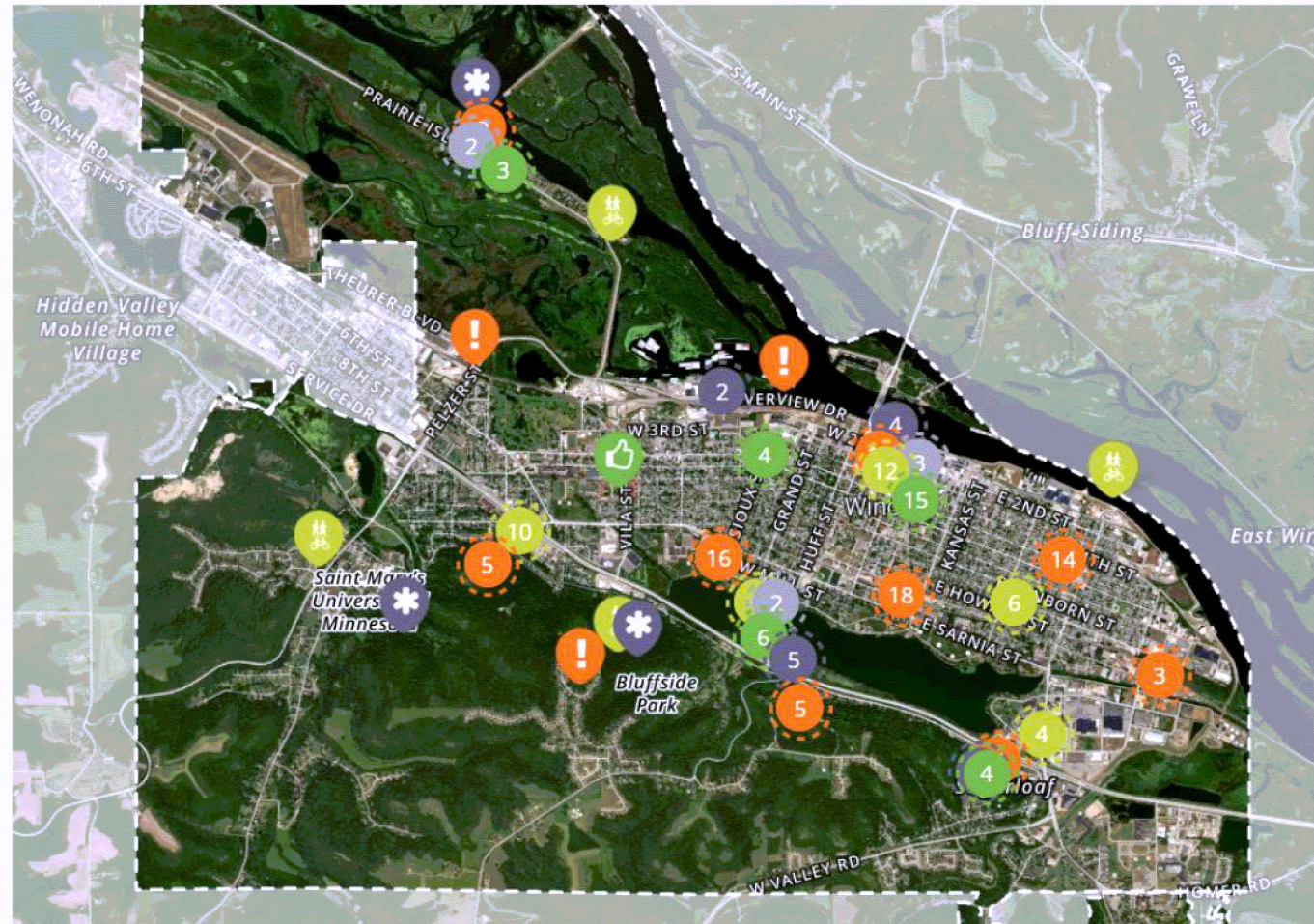
Barrier to Biking and Walking



Place to Take Visitors



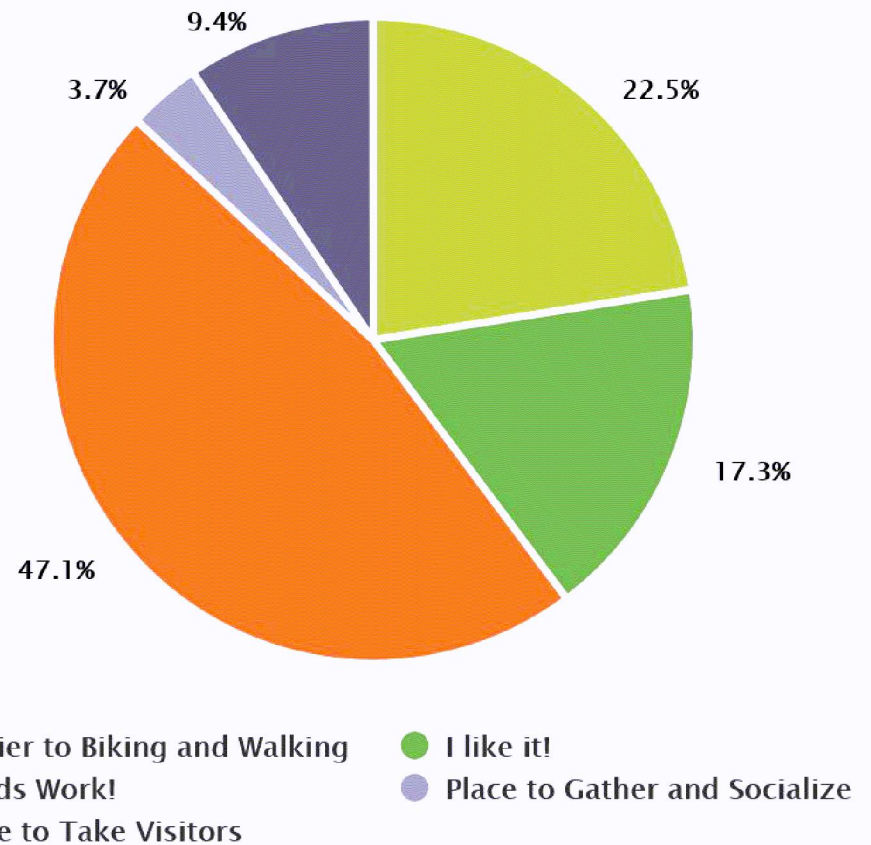
Place to Gather and Socialize



Social Pinpoint

- 272 site users
- 191 comments
- On average visitors are spending 4 minutes on the site

Breakdown by Comment Type



Phase 1 Engagement: Questions

Questions were designed to surface community values, measure community activity, generate visions for future improvement in Winona, and build a foundation for future engagement.

Key questions asked:

- What do you value about Winona?
- When you think about your future in Winona, what issues do you want to see addressed?
- How do you want to participate in the Comprehensive Plan development process?



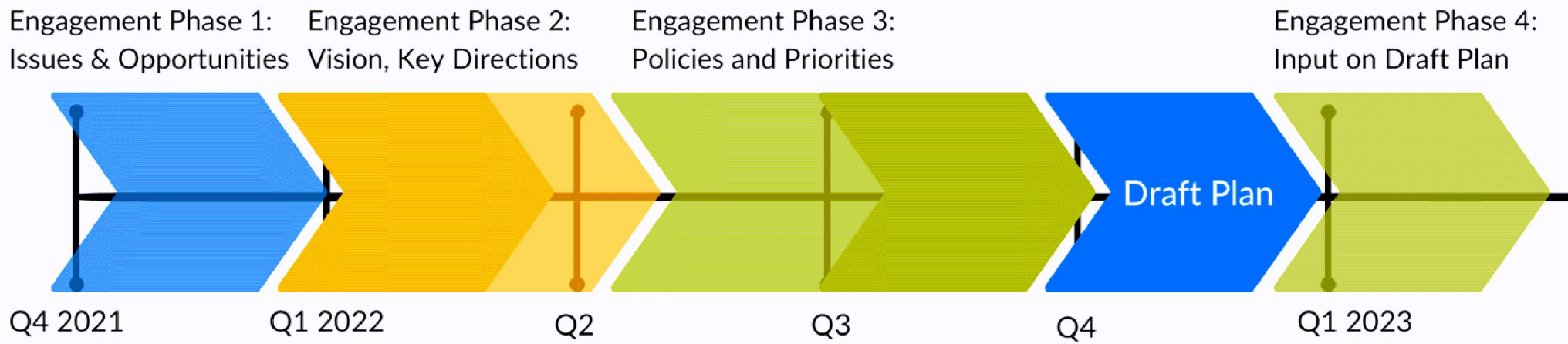
Phase 1 Engagement

Key audiences reached so far

- general public - including residents and visitors
- youth and families
- business, nonprofit, healthcare, and education leaders
- older adults
- college students
- healthcare leaders
- refugees and immigrants
- people of color
- people experiencing housing insecurity
- property owners and developers
- neighborhoods



Engagement timeline





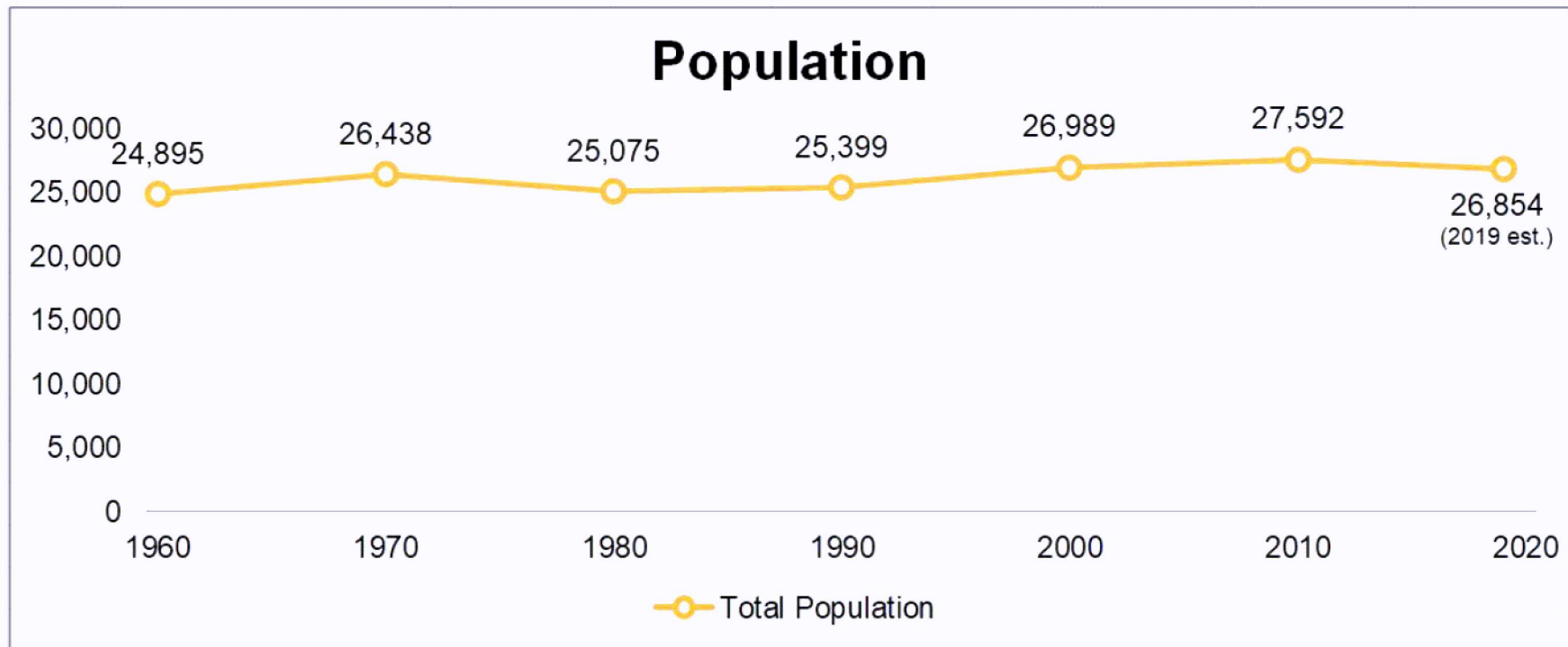
Updated Demographics & Economic Trends



COMPREHENSIVE PLAN UPDATE



Demographics: Total Population



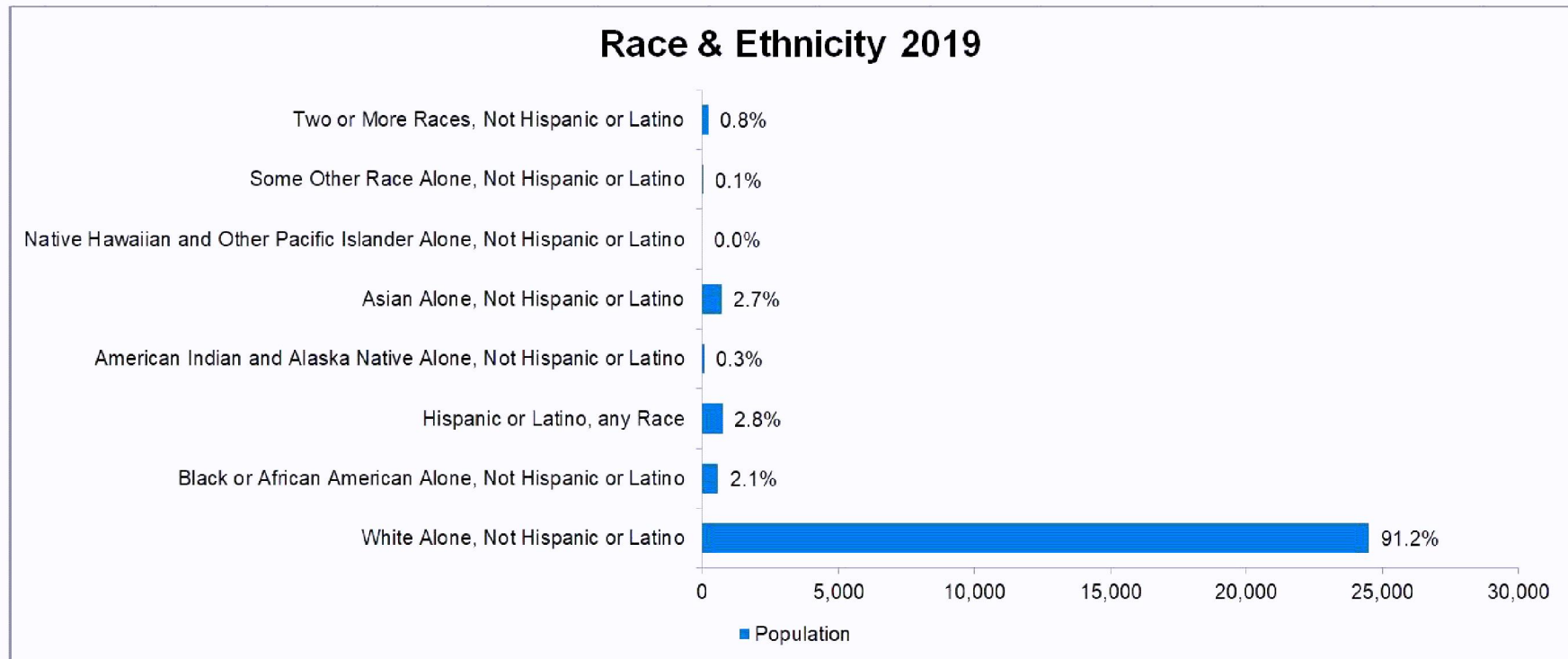
Demographics: Households vs. Group Quarters

Year	Household Population	Change	Group Quarters*	Change
1960	22,983	-	1,912	-
1970	22,937	-46	3,501	1,589
1980	21,681	-1,256	3,394	-107
1990	22,050	+369	3,349	-45
2000	23,336	+1,286	3,653	+304
2010	23,369	+33	4,223	+570
2020	22,576	-793	3,372	-851



**Group quarters include students living on post-secondary campuses, senior congregate living facilities, etc.*

Demographics: Racial Mix



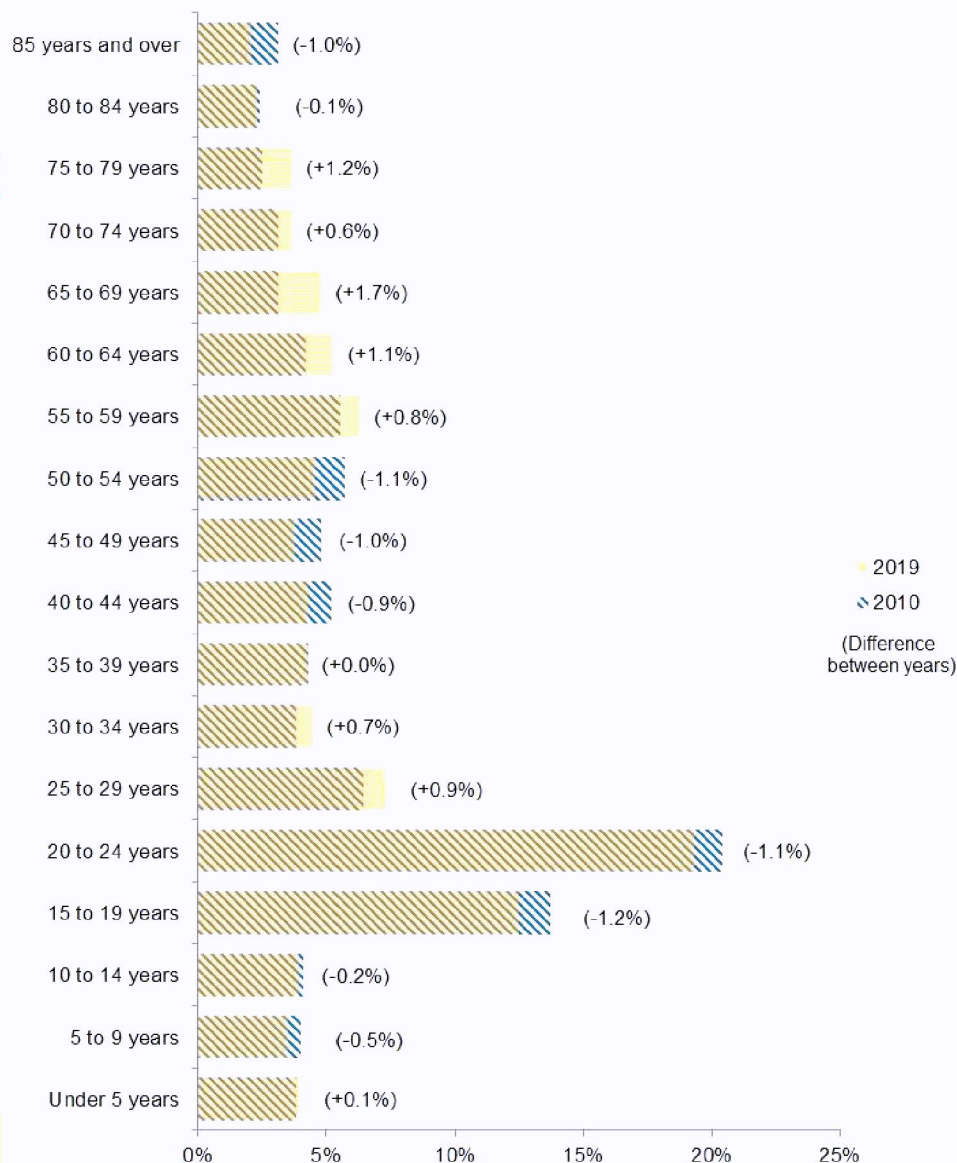
Demographics: Age Mix

Largest growth, as a proportion:

- 55 to 79
- 25 to 34

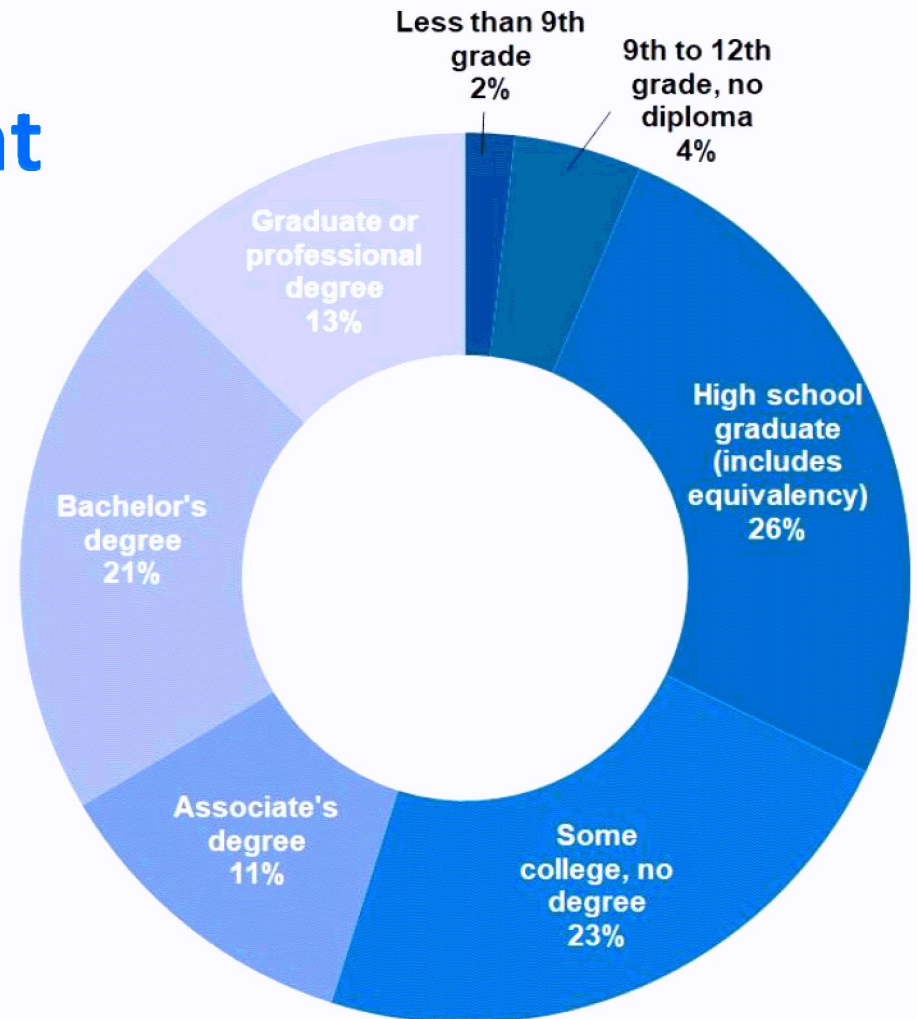
Largest decline, as a proportion:

- 15 to 24
- 40 to 44
- 85+

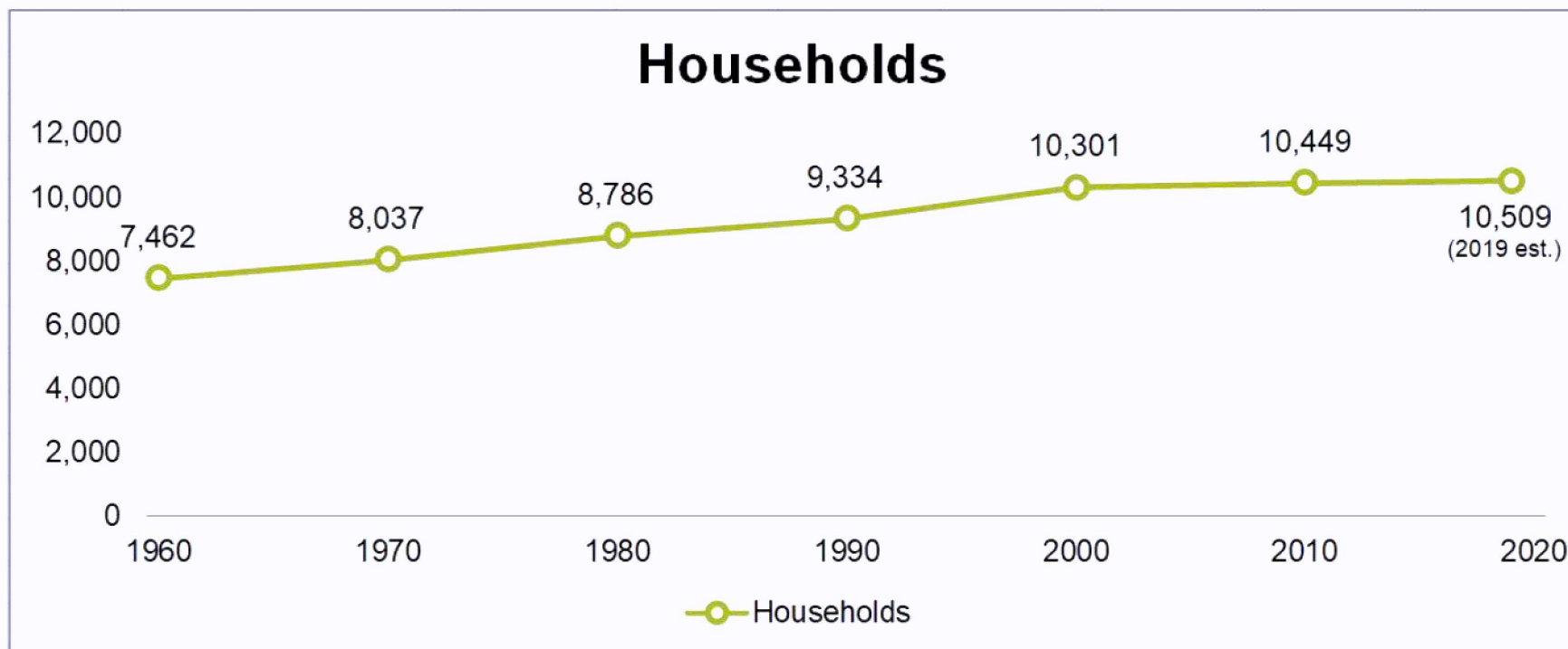


Demographics: Educational Attainment

- Increase in percentage in post-secondary degrees
- About one-third of adults have a high school diploma or less
- Winona is similar to state average



Demographics: Number of Households

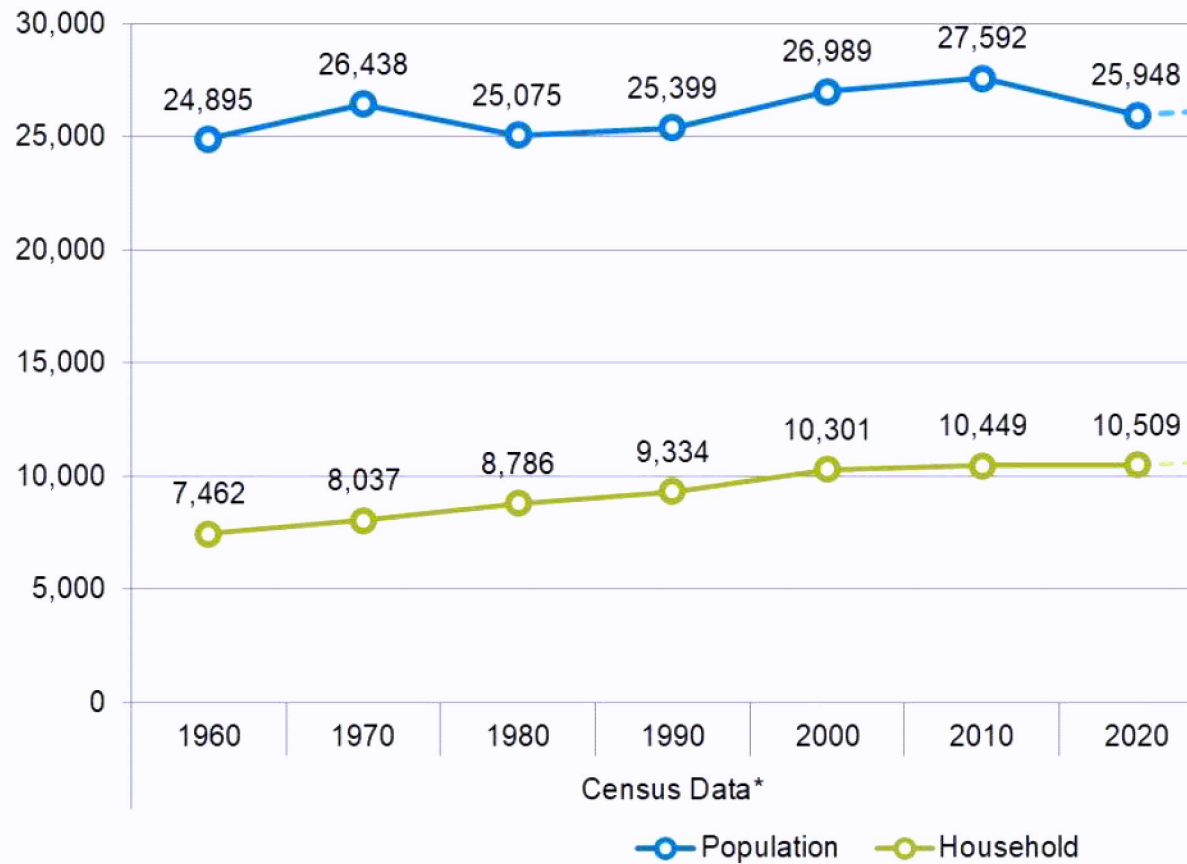


Demographics: Average Household Size

- Household size has been declining but the rate of decline has been slowing

Year	Average Household Size	Change
1960	3.08	
1970	2.85	-0.23
1980	2.47	-0.39
1990	2.36	-0.11
2000	2.27	-0.10
2010	2.24	-0.03
2020	2.15	-0.09

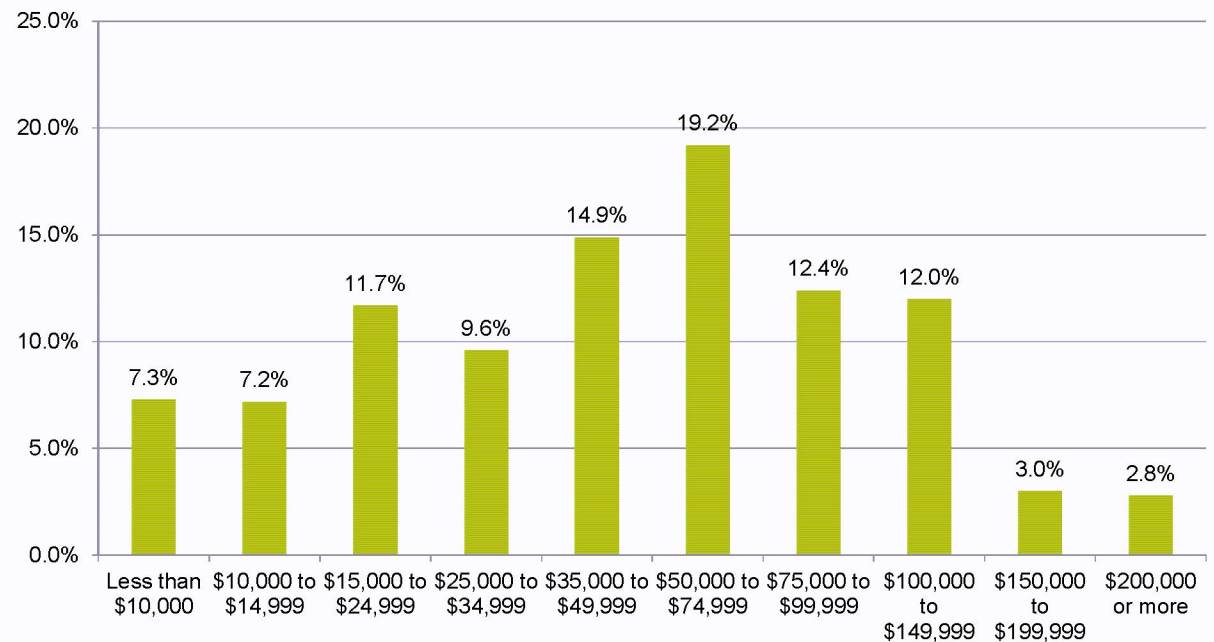
Demographics: Population + Households



Economy: Income

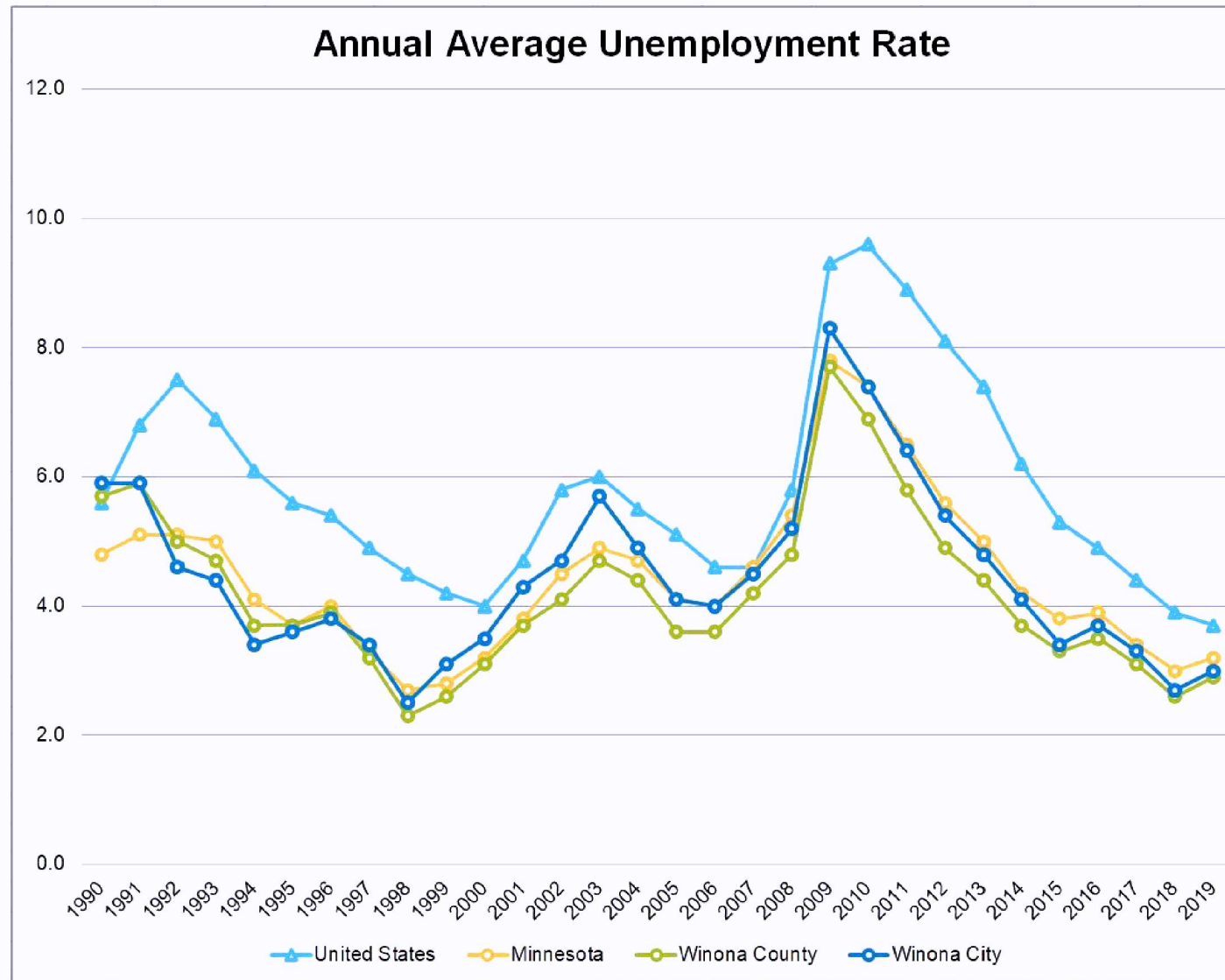
- Minnesota Housing Partnership 2021 Winona County Profile found that the household income needed to afford a median value home in the County is \$46,472

Annual Household Income 2019

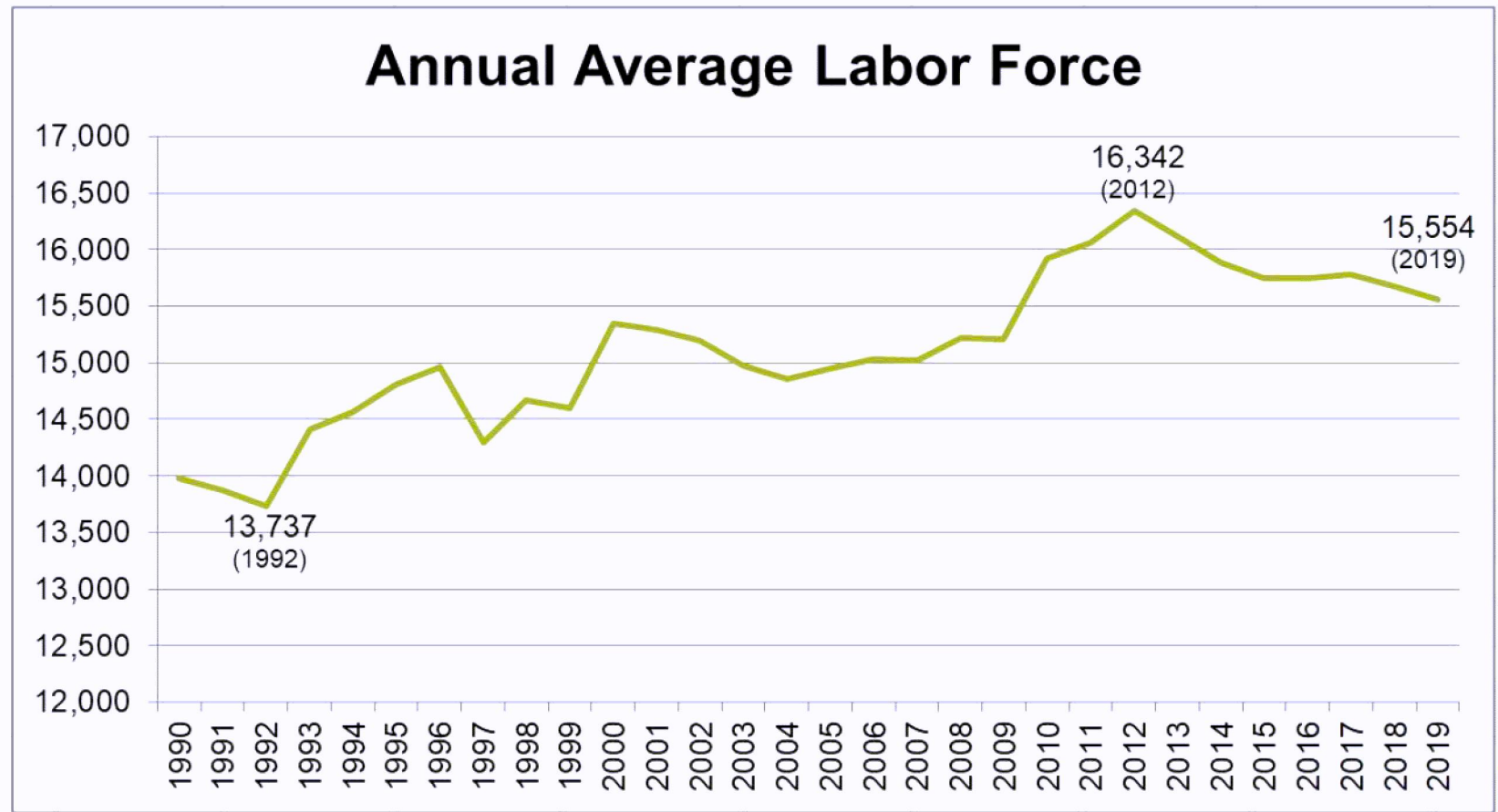


Economy: Unemployment

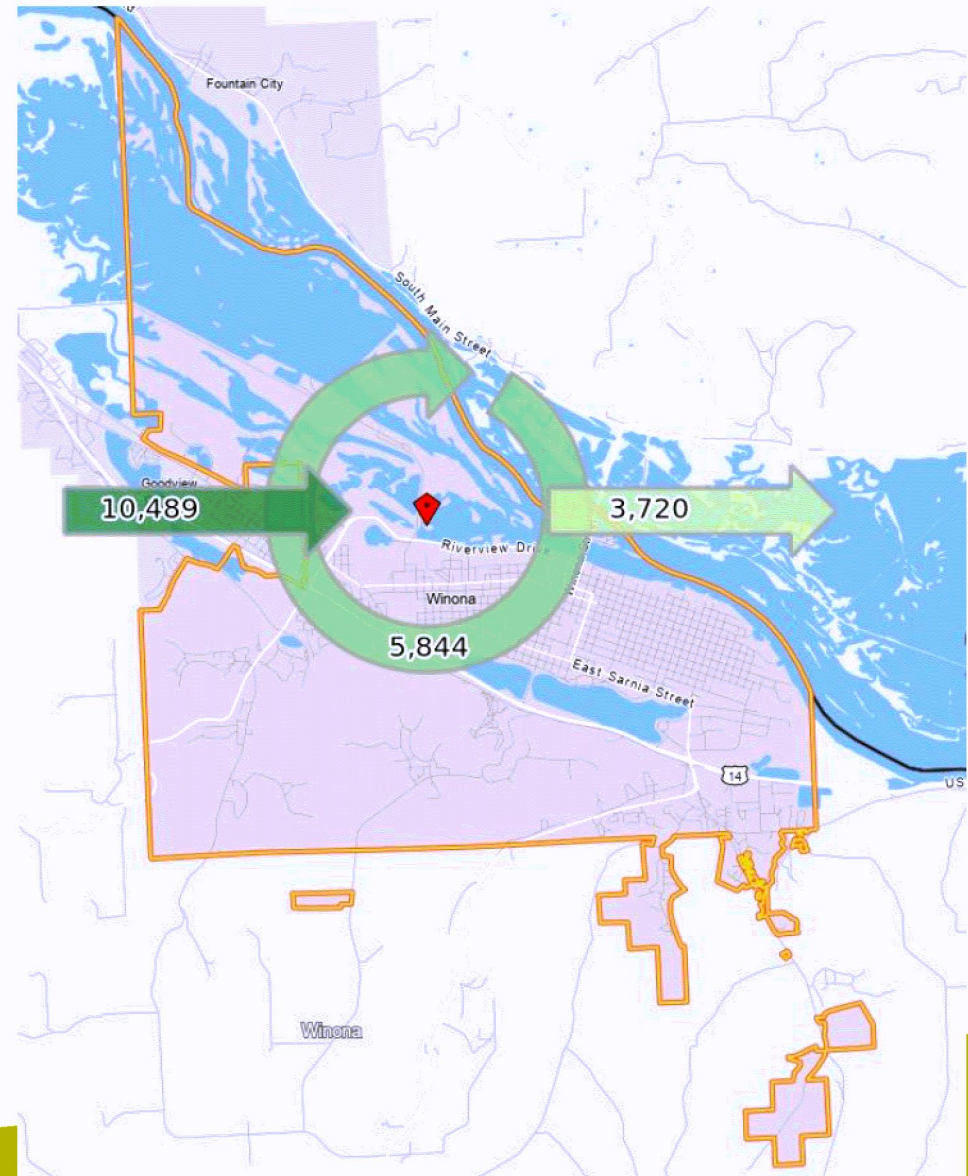
Annual Average Unemployment Rate



Economy: Labor Force



Economy: Employment Inflow & Outflow



Other Data Needed

- Is there other data that would be helpful to analyze?
- Are there specific questions that the process should address?



Comprehensive Plan Key Topics + Overarching Themes



COMPREHENSIVE PLAN UPDATE



Vision and Overarching Themes of the New Comprehensive Plan

Vision for Winona

- Looking out to the year 2045
- A picture of the city in the future
- Winonans' cherished values and principles

Three Overarching Themes

- Equity
- Sustainability
- Technology

Key Topics of the New Comprehensive Plan

10 + 2

- | | |
|------------------------------|------------------------------------|
| 1) Land Use and Development | 6) Historic Preservation |
| 2) Housing and Neighborhoods | 7) Accessible Government |
| 3) Economic Development | 8) Arts and Culture |
| 4) Environment | 9) Parks and Recreation |
| 5) Transportation | 10) Transformative Projects |

Two additional topics are anticipated to be identified through the community engagement process and as the budget permits

Overarching Themes: Equity

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

Examples:

- Increased housing choice
- Improving accessibility to public parks and facilities
- Reaching out to underrepresented populations for participation in City Government

Overarching Themes: Sustainability

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

Examples:

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

Overarching Themes: Technology

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

Examples:

- 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 options for public meeting attendance and participation

New Key Topic: Accessible Government

Accessible Government– Maintaining and enhancing connections between residents and city government.

Examples:

- Increasing participation 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.)

Steering Committee Input

Take a few minutes to consider the following. Then you're invited to share your answer aloud [or on the mural board](#)

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

Next Steps

- 1) Steering Committee Meetings – starting in January, 4th Thursday, 11:30am – 12:30pm
- 2) 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



Questions and Comments