



CHAPTER 2

COMMUNITY BACKGROUND AND ENGAGEMENT

February 25, 2019

Engaging the Community

Our Process of Listening to the Community—2 Years of Engagement

Early in 2017, when city staff began to think about the upcoming comprehensive plan, they set out to make something more than a traditional comprehensive plan. Grounding the plan in the community's needs and hopes for Red Wing became foundational to the entire process and is evident in the resulting document, which we are calling the *Red Wing 2040 Community Plan*.

The four steps of the community engagement process can be seen in Figure 2.1. The process valued the acts of understanding, listening, and learning before creation, and emphasized communication throughout.

Part 1: Collect Data and Understand Trends

Our grass-roots effort for the *Red Wing 2040 Community Plan* started in January of 2017, and from the beginning we had an unprecedented level of resident involvement. It began with the creation of Red Wing's first [Report Card](#), led by one of our community partners, Live Healthy Red Wing. The [Report Card](#) focused on understanding where we as a community are now and helped us think about where we want to be in the future.

We wanted to discuss Red Wing's current statistics and look at state- and nationwide trends to see how we compare to others around us—but not just with a small group of people. Instead, the Red Wing 2040 process started working right away with a wide variety of people and organizations.

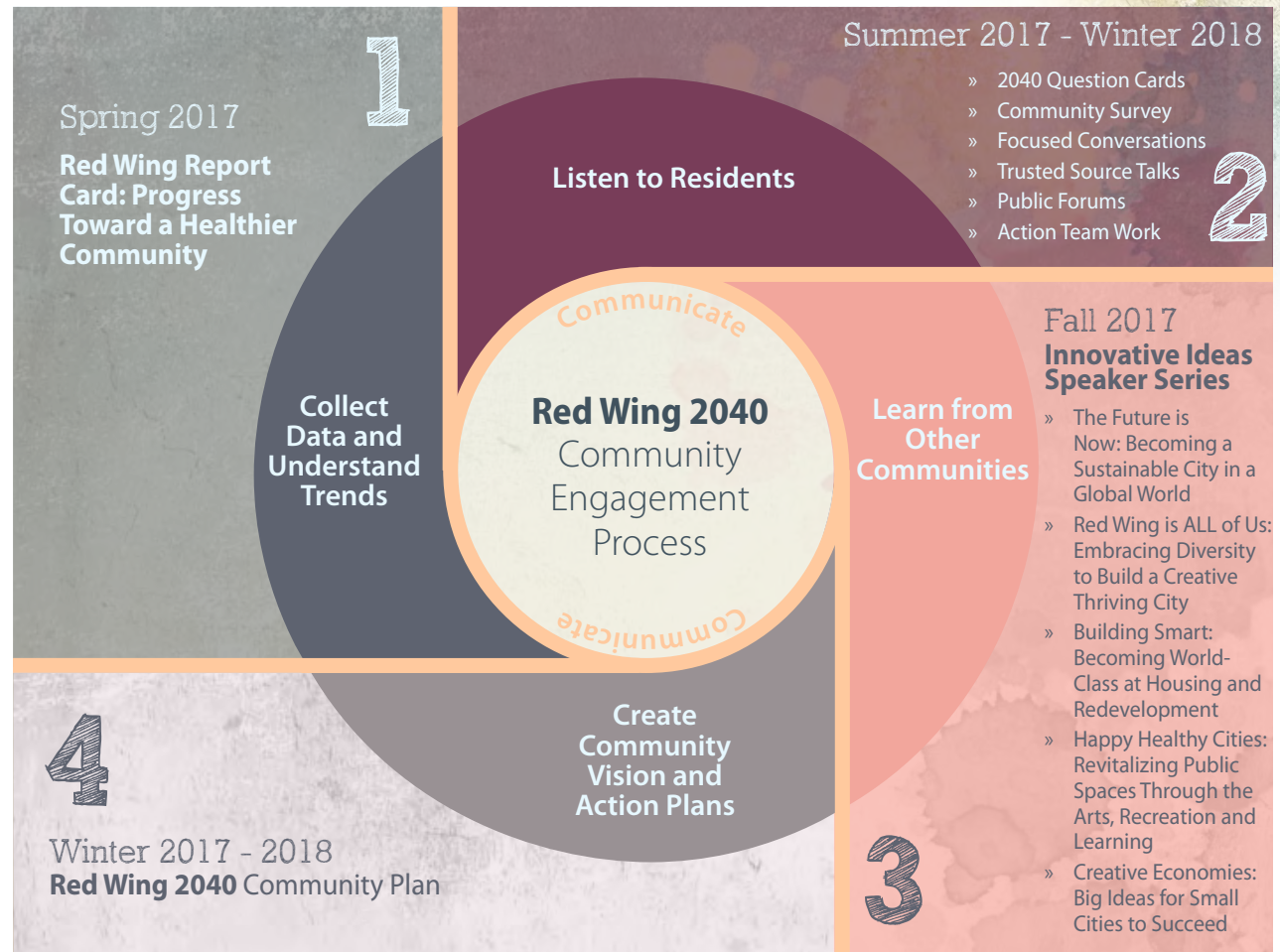


FIGURE 2.1 THE RED WING 2040 COMMUNITY ENGAGEMENT PROCESS

First, a Data Team with representatives from six local entities came together to identify focus areas and early data points for the [Report Card](#). These entities all routinely work with local data and regularly conduct local assessments. They are Goodhue County Health and Human Services; United Way of Goodhue, Wabasha & Pierce Counties; Mayo Clinic Health System-Red Wing; Every Hand Joined; Live Healthy Red Wing, and the city of Red Wing. The team also partnered with Wilder Research, based in St. Paul, which provided an additional level of expertise on the project.

In the spring of 2017, ten Action Teams formed to help shape the [Report Card](#)—one team per topic, with eight to fifteen residents each. These 130-plus people met monthly as teams in March, April, and May 2017 to review data and discuss what the data meant, request additional information, and choose the most important measurements to share with the broader community. Wilder Research conducted research and verified data, with assistance from local Data Team members, who also continued to pare down metrics to create the final draft. In some cases, a measurement that teams wanted was not available for a topic, but the idea was recorded so it could potentially be measured in a future [Report Card](#). Some ideas were turned into questions for the [2017 Community Survey](#) to learn what community members thought about them.

Action Teams consisted of community members who each approached their topic from different angles so each group would be able to discuss ideas from multiple viewpoints. For instance the Housing Action Team included, among others, a developer, a landlord, apartment owners of units for market rate- and low-income households, the Housing and Redevelopment Authority director and staff

members, the HOPE Coalition staff member who places people in short-term transitional housing, the director of Habitat for Humanity, the city's building inspector, a community service officer in the police department, a former mayor, members of the Homeless Response Team, and residents interested in housing. The teams were also open to the public and occasionally people came in or out of a team over the course of the entire two-year planning process.

The final [Report Card](#) was presented to the community in the fall of 2017, and a wider conversation began to happen about Red Wing's current reality. Concerns came to the forefront, especially those around declining household incomes, increasing poverty rates, low household earnings, skyrocketing drug-related arrests, and a lack of housing. The public also started paying more attention to a circumstance unique to Red Wing: the fact that the Prairie Island Nuclear Generating Station (PINGS) makes up more than half the town's tax base and the need to prepare for a time when we may not be able to depend on PINGS contributing to tax revenue at the same level it does today.

In addition, the [Report Card](#) opened more people's eyes to Red Wing's changing demographics, including our quickly aging population and notable increase in people of color, especially among our K-12 students.

The [Report Card](#) was indeed successful in kicking off the Red Wing 2040 project and bringing people together to learn where we are and see where we want to go.



Action Team Topic Areas from the Community Engagement Process



» Physical and Mental Health



» Housing and Neighborhoods



» Lifelong Learning



» The Economy



» Arts and Culture



» Parks and Recreation



» Public Safety



» Getting Around (Transportation)



» Community Connections
and Accessible Leadership



» The Environment

Making the Plan Better

Over the course of working on the *Red Wing 2040 Community Plan*, the 10 topic areas became 11. Parks and Recreation became its own new chapter, separated from Land Use and the Built Environment (all of which were originally under one team). Additionally, the original title of Community Connections and Accessible Government became Community Connections and Accessible Leadership to encompass all areas of leadership that could benefit from more accessible avenues and transparency. Finally, The Environment chapter was merged with the Green Infrastructure chapter.



» Land Use and the Built
Environment



» Utilities

Part 2: Listen to Residents

During Part 2 of the process, and throughout the rest of the initiative, Red Wing 2040 listened to residents in a number of ways:

* Community Survey, Fall 2017.

As the 10 Action Teams were creating the [Red Wing Report Card](#), they also helped shape questions for the city of Red Wing's [2017 Community Survey](#). Normally this survey centers on residents' perceptions of the city services provided, but this time the survey expanded to include categories in the *Community Plan*.

For example, the Physical and Mental Health team wanted to know how many hours local children spend in daily recreational screen time, and if residents felt they had enough preschool, child care, and mental health services. The Arts & Culture Team was curious to know the percentage of residents who had attended an arts and culture event over the last year, the reasons why some had not attended, and if people felt city government should play a role in making more opportunities available. The Environment Team asked whether city government should address climate change in its actions and policies and if it should encourage renewable energy use for businesses and homes.

The scientific, random-sample, statistically-significant survey reached 400 people in September 2017 and was conducted via cell phones and landlines by the Morris Leatherman Company using evidence-based methods to ensure the sample was representative of Red Wing's population.

The survey's results painted a richer picture of life in Red Wing across many categories and gave a look into people's perceptions of how they were living and what could be improved.

To get more details about the [2017 Community Survey](#), visit any of the following resources in the Red Wing [2040 Online Library](#):

- » [Final Survey Report](#)
- » [Survey Results](#)
- » [Slideshow Presentation](#)

In 2015, Hispanic Outreach of Goodhue County and Live Healthy Red Wing partnered with the Center for Prevention at Blue Cross and Blue Shield of Minnesota to conduct a survey of 91 Hispanic residents in Red Wing. The survey was written in Spanish and conducted in person by five Hispanic residents. Although the survey was not conducted with the scientific rigor necessary to call it "scientifically significant," the survey did reach 10 percent of the Hispanic population and the results revealed a variety of important issues vital to many Hispanic residents, including a desire for local driver's licenses and the wish to work with the police department on tools to help bridge language barriers.

To follow up on the work of 2015 and delve deeper into the issues the survey raised, Hispanic Outreach of Goodhue County and Live Healthy Red Wing collaborated again in 2017, this time working with the St. Paul organization HACER (Hispanic Advocacy and Community Empowerment Through Research). Together with the help of HACER, the partners conducted a survey of Hispanic residents to learn more about quality-of-life topics in Red Wing.

The [2017 Hispanic Survey](#) was written and conducted in Spanish with 108 Hispanic Red Wing residents participating, representing roughly 15 percent of the total local Latino population. An Advisory Team of Hispanic and non-Hispanic Red Wing residents helped create the survey questions based

on knowledge of the local environment, and the survey included visits to individual households. The results are detailed in the [2040 Online Library](#).*

Summer Engagement Project 2017

In the summer of 2017, the city of Red Wing and Live Healthy Red Wing teamed up again to create a Red Wing 2040 engagement station that we brought throughout the city to ask people what they liked about Red Wing and what they wanted to see improved. More than 1,300 people filled out Question Cards and provided 4,200 comments.

At the station, residents and visitors received a Question Card that asked, "What do you like most about Red Wing?" and "What would make Red Wing a better place to live?" Visitors' cards were worded slightly differently and asked "What do you like most about Red Wing" and "What would make Red Wing a better place?" Cards were also available in Spanish. All answers were anonymous so people could feel confident answering truthfully. Some respondents wrote one answer; some wrote more.

Each Question Card had a number at the bottom. After respondents wrote their answers, they received a numbered sticker that matched their card's number, and they placed that sticker near their home address on the large map. When responses were tallied and categorized, we were able to keep answers anonymous yet still identify concerns that were common based on location (or more specifically, similar census track areas) versus concerns that were expressed across the community regardless of where residents lived.

To entice people to answer the questions, respondents were able to sign up for drawings for multiple \$100 gift cards for shops and services around town (grants from the Center for Prevention

at Blue Cross and Blue Shield of MN paid for these—not tax dollars). We also used large foam blocks to attract kids’ attention and draw families over to engage with us. Children, teens, and adults were all encouraged to fill out the Question Cards.

Over the summer, we attended fourteen events, covering a wide range of activities and audiences. We paid special attention to attend activities likely to attract underserved or under-represented populations, including the United Way free school supply day and Dollar Night at the Water Park. We also attended large community events such as River City Days, the Guns & Hoses ball game, and Night to Unite, where we provided 2040 Question Cards to all 30 event locations throughout the city. We aimed to reach every section of the community, and the data reflects we did.

Topics revolving around parks, land use, community connections, and the economy topped both lists of what people liked most about Red Wing and also what would make Red Wing a better place to live. In all ten categories, people listed assets and areas of opportunity. You can find specific results from the 2017 Summer Engagement Project and all the community comments in the [2040 Online Library](#).

The [2017 Summer Engagement Maps](#) illustrate how often different parts of the community wrote about specific topics as assets or concerns. Although the maps offer limited insight because the census tracks cover large areas of town, it’s still helpful to see where differences in concerns were expressed. Areas like health, housing, and public safety showed the most differences.

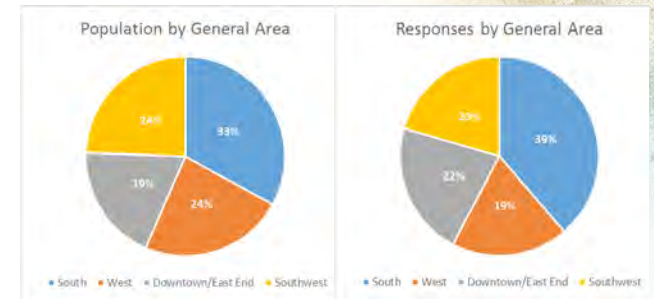
New Connections with Prairie Island Indian Community:

During 2017 and early 2018, communication and connections were not consistent or strong between the city of Red Wing and Prairie Island Indian Community (PIIC). Consequently, we did not reach PIIC well during this phase. Surveys and Question Cards were included in PIIC’s online newsletter, but response was low. However, throughout the latter part of 2018, the city of Red Wing and Prairie Island Indian Community have been forging a new path of communication and relationships, due in large part to the He Mni Can-Barn Bluff renovation project and graffiti ordinance decision.

In the latter part of 2018, the city of Red Wing and Prairie Island Indian Community are building trust and have begun to collaborate on events and activities. The two communities are also discussing ways we can work together to share and incorporate Dakota history into Red Wing’s landscape, and partner in many areas including, but not limited to, environmental and economic sustainability, parks, land use, community connections, leadership, and much more. The *Community Plan* incorporates strategic actions that identify PIIC as a major partner in how Red Wing looks and feels over the next few decades.

* Outdoor Open Houses and Public Events, Summer 2018

In the summer of 2018, the 2040 crew took to the road again, holding Outdoor Open Houses and attending events to show multiple ideas for planning local parks and areas of redevelopment. The purpose of these public events was to present a variety of visual options to people on what they would like to see in the future in major parks like Colvill, Bay Point, Memorial, and A.P. Anderson.



Broad Themes – What Do People Like Most about Red Wing?		
Parks, Land Use & Built Environment 1,354 Responses <ul style="list-style-type: none"> • Scenic / Natural Setting • Parks & Open Space System • River and Access to River • Biking/Hiking Trails • Outdoor Activities & Events 	Community Connections & Access, Government 880 responses <ul style="list-style-type: none"> • Welcoming, Friendly People • Small Town Atmosphere • Sense of Community • Positive Community Attitude 	The Economy 395 Responses <ul style="list-style-type: none"> • Strong & Vibrant Business Community • Community Amenities (such as pool, Y, etc.) • Historic Downtown • Jobs & low cost of living

Broad Themes – What Would Make Red Wing a Better Place to Live?		
The Economy 819 Responses <ul style="list-style-type: none"> • Bring in specific businesses • More services & amenities and events • Expanded farmers market & food options • More living wage jobs 	Parks, Land Use & Built Environment 351 Responses <ul style="list-style-type: none"> • Park Improvement Ideas • Things for youth and families to do • Trail Improvements • More recreational activities 	Community Connections & Access, Government 328 Responses <ul style="list-style-type: none"> • More programs, activities, events, especially for youth • Improve equity, diversity, and inclusion • More services and amenities • Better communication and access to government



Folks viewed multiple idea boards and voted with stickers on what ideas they liked and didn't like—and what ideas of their own they wanted to add.

These events also featured idea boards with areas around town that need redevelopment—locations such as the old Hancock-St. Joseph School building, the old St. John's Hospital on West Fourth Street, the old Friedrich Building next to the current Historical Society on Oak Street, and the Jefferson School block.

A total of 200+ people attended two Outdoor Open Houses in July 2018, one outside Jefferson School and one at A.P. Anderson Park. More than 400 residents visited the boards during August's River City Days. Dozens of Hispanic residents answered questions and marked ideas specifically related to A.P. Anderson Park during the Hispanic Soccer Tournament in June, and 70 seventh- and eighth-graders discussed the plans and added their own ideas during the Sparks! day camp at the Anderson Center.

Additional initiatives parallel to Red Wing 2040 also gathered input throughout 2018 and had an impact on the Plan: the Old West Main Renewal Project (online survey garnered 650 respondents); the Public Library long-term planning process (online survey reached 510 respondents), the city's Americans with Disabilities Act plan that highlighted where

residents wanted more accessible sidewalks and crossings (online survey reflected 121 residents); and conversations held with the public during six "Chat with the Mayor" events in summer 2018.

Data Sources

The data summarized comes from six different sources, with the most input received in 2017:

Summer of 2017 Engagement Events

Throughout the summer of 2017, Red Wing City staff, Live Healthy Red Wing Staff, and community volunteers attended 14 different events and asked participants two questions:

Q1: What do you like most about living in Red Wing?

Q2: What would make Red Wing a better place to live?

People's responses were sorted into each of the 10 topic areas and organized into categories that offer insights into what people value in Red Wing, and where they think the community could improve. Results are shown on the graphic on the next page.

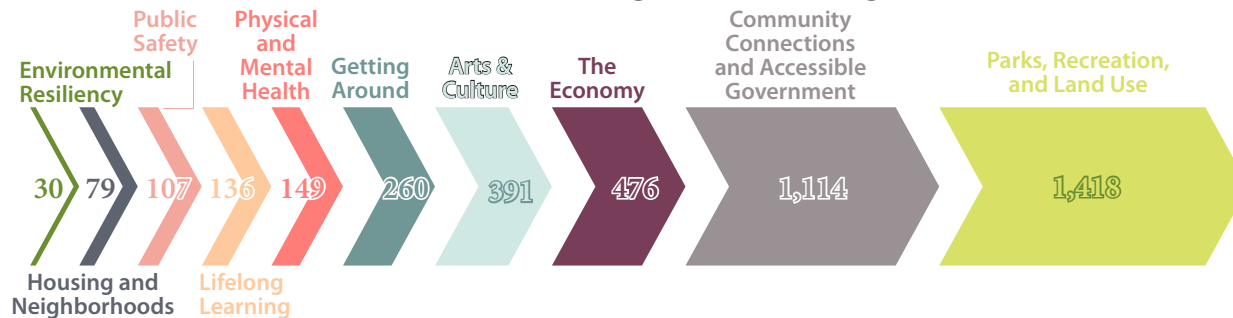
2017 Community Survey

The Morris Leatherman Company surveyed a random statistically-significant sample of 400 residents about issues facing the community. The results of this survey provide valuable insights into all ten topic areas.

2017 Report: Being Latino in Red Wing

Hispanic outreach of Goodhue county, Live Healthy Red Wing, and Hispanic Advocacy and Community Empowerment through Research (HACER) conducted a survey of Red Wing's

What do folks like most about living in Red Wing?



What would make Red Wing a better place to live?



Hispanic/ Latino residents in 2017. Respondents answered questions about security, health care access, safety, labor, and housing.

2015 Hispanic/Latino Needs Assessment Survey

Live Healthy Red Wing, Live Well Goodhue County, and Hispanic Outreach of Goodhue County partnered to develop and administer a survey to Hispanic/ Latino residents of Goodhue County (81% of whom lived in Red Wing). Respondents answered questions about active living behaviors, healthy eating, and challenges facing the Latino community.

2016 Minnesota Student Survey: Goodhue County

The 2016 Minnesota Student Survey asked Goodhue County's 5th, 8th, 9th, and 11th graders about a variety of topics, including:

- » School
- » Activities
- » Family and Relationships
- » Health and Safety
- » Behavior

2015 Walk-Bike Survey in Underserved Populations

Live Healthy Red Wing developed a survey of underserved populations (including the elderly,

low-income families, and Hispanic/ Latino adults) about walking, biking, and other active living efforts.

Part 3: Learn from Other Communities

* Innovative Ideas Series, Fall 2017

In fall of 2017, Red Wing 2040 also created and hosted an Innovative Ideas series consisting of nine events in which residents gathered to learn about and discuss successes from cities and towns around the country and the world. The goal was to learn from other communities and spur new ideas from our own community on how Red Wing might grow and thrive over the next 20 years.

Most of the sessions showed a variety of TED Talk-style videos in which residents listened to out-of-the-box ideas on how small and big cities had spurred creative, collaborative success in different areas. Events focused on the topics of sustainability, creative economies, stronger neighborhoods, and revitalization through the arts, public spaces, and recreation. The session on housing and redevelopment was held in a different format—a panel discussion with three experts from around Minnesota—and was an evening event. At each of the nine sessions, people who attended discussed and wrote down ideas about what they heard, what resonated with them, and what might be an idea to implement in Red Wing.

To make the sessions available to more people, we scheduled them twice in the same day at a lunch time and evening time. A free meal was always provided, and locations changed among two easily accessible downtown places, the public library and the Community Development Building. An average of 20 to 45 people attended each session, and energy continued over the course of the sessions (the last



session, which brought in 65 people, was the largest). This list summarizes the sessions of the Innovation Ideas Series:

October 11, 2017: The Future is Now: Becoming a Sustainable City in a Global World centered on sustainable initiatives happening around the world, how communities are planning for the future, and how Red Wing would like to view sustainability in the *2040 Community Plan*. (57 total residents attended)

October 18, 2017: Red Wing is All of Us: Embracing Diversity to Build a Thriving City focused on building strong neighborhoods, strengthening trust, and forming ties with the neighbors we know and those we don't yet know who may be different from ourselves. (64 total residents attended)

November 2, 2017: Building Smart: Becoming World-Class at Housing and Redevelopment offered ideas on how successful, sometimes unique housing and redevelopment projects are being put together in other communities, especially where land space is limited. (55 total residents attended)

November 8, 2017: Happy, Healthy Cities: Revitalizing Public Spaces Through the Arts, Recreation, and Learning shared stories from a variety of places, from Duluth to New York City, on how other towns and cities are using the arts, recreation, and learning to rejuvenate their public spaces, increase people's relationships with their community and each other, and improve quality of life. (60 total residents attended)

November 16, 2017: Creative Economies: Big Ideas for Small Cities to Succeed concentrated on how other communities are stimulating their economies in a changing world. The session covered a vast array of intriguing concepts, including ways to collaboratively build up skills, entrepreneurship,

and workforce readiness in adults and students, create a unique city identity, strengthen current assets, and incorporate more youth into just about everything. (110 total residents attended)

You'll find the [2017 Innovative Ideas Series Report](#), complete with community comments, in the [2040 Online Library](#).

Part 4: Create Visions, Goals, and Action Plans

* Action Team Meetings and Public Events, Spring – Fall 2018

The ten Action Teams met in early February 2018 to review all the data and residents' input collected from the community throughout 2017. Teams collaborated on a process in which they brainstormed vision statement language for their topics and eventually fine-tuned those to the final vision statements reflected in the *Community Plan*.

Action Teams also discussed ideas for overarching goals and strategic actions that needed to be accomplished to achieve those goals. They created a list of five to eight options so the greater community could weigh in on these priorities.

Red Wing 2040 held an Open House for the public in late April 2018 at the Public Library Foot Room where each topic area was featured on one or two large boards with information outlining current data, resident input, the draft vision statement, and a list of possible goals in each topic. Maps were also provided for attendees to note where they had concerns on safety, development, or any other comment. Slightly more than 200 members of the public attended the event, and people gave feedback and ideas on the vision statement and marked their top three goal choices. People also



wrote their opinions on sticky notes and placed them on the appropriate board. This was an effective, visual way to see where people wanted Red Wing to focus its energy and how it should accomplish its goals. The results also showed that many people wanted all of the five to eight goals incorporated in some way in the plan, so in most cases, the goals were combined and included.

During the summer of 2018, organizers of Red Wing 2040 engaged with the broader business community to discuss the goals and strategic actions and make sure the *Community Plan*, especially the section on the economy, was on the right track. Red Wing 2040 sat down with leaders from Red Wing Shoe Company, BIC, and 3M Fall Protection. Twenty-four leaders participated in an hour-long discussion on the direction of economic development in Red Wing and what is needed to attract and retain businesses and employees to town. An additional twenty people filled out surveys.

Red Wing 2040 also visited with civic groups, and non-profit leaders shared the information with their boards and employees. City staff continued getting feedback from board and commission members. The work was also publicized in the newspaper, on the city's website Facebook page, and City Beat newsletter, and on government access Channel 6.

Over the course of the summer and early fall of 2018, most Action Teams met once more to finalize their strategic actions through a process in which they worked individually and then in teams to group actions and choose priorities.

*** The Final Stretch, Winter 2018-19**

In November of 2018, the first drafts of the *Red Wing 2040 Community Plan* were presented to the community at a public Open House on

November 29 in the Foot Room of the Public Library. Residents provided comments, asked questions, and identified potential gaps.

In December 2018, the *Community Plan* went out for review to the greater community in its almost-final draft, offering residents a final chance to give input. Information on the *Community Plan* was shared on the city's website, Facebook page, and City Beat newsletter. The information was also shared in the newspaper and at the Public Library.

A public hearing was held on February 19, 2019 by the Advisory Planning Commission and City Council voted to approve the plan on February 25, 2019.

Online Library

You can see all of the foundational work of Red Wing 2040 on the City's website, www.red-wing.org/red-wing-2040.html

Community Demographics

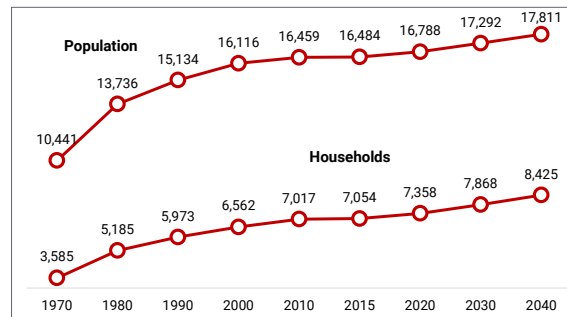
The demographic information presented here provides a snapshot of the community's population, households, jobs and incomes. The following pages provide a glimpse into some of the demographic and economic data gathered by the Action Teams. For more data see the [2017 Red Wing Report Card](#) and the [2040 Online Library](#).

Population and Households

Since the 2010 Census, Red Wing's population has stabilized at just under 16,500. Following on the city's major population growth in the 1970s (+31 percent), it continued to grow from 1980 to 2010 but the amount of growth decreased during that time. Goodhue County has had a very similar population trend.

Similarly, the number of households in the city grew during the years 1980 to 2010 but the amount of growth was also down trending. However, in both 2010 and 2015, the percentage growth in the number of households was actually higher than population growth. As people live longer and the number of smaller households increases, the number of resulting households is actually outpacing population growth. The city's average household size has experienced a continuous decrease from 2.91 in 1970 to 2.34 in 2015.

FIGURE 2.2 RED WING POPULATION & HOUSEHOLDS



Source: US Census ACS, 2011-2015

TABLE 2.1 GOODHUE COUNTY POPULATION HISTORY AND PROJECTIONS POPULATION AGE DISTRIBUTION

Year	Population	Change	% Change
1970	34,804	-	-
1980	38,749	3,945	11.3%
1990	40,690	1,941	5.0%
2000	44,127	3,437	8.4%
2010	46,183	2,056	4.7%
2015	46,438	255	0.6%
2020	46,350	167	0.4%
2030	45,617	-733	-1.6%
2040	44,436	-1,181	-2.6%

Source: US Census ACS, 2011-2015, MN State Demographic Center

TABLE 2.2 RED WING POPULATION HISTORY AND PROJECTIONS POPULATION AGE DISTRIBUTION

Year	Population	Change	% Change	Persons/HH	Change	% Change	Households	Change	% Change
1970	10,441	-87	-0.8%	2.91	-0.12	-4.0%	3,585	114	3.3%
1980	13,736	3,295	31.6%	2.65	-0.26	-9.0%	5,185	1,600	44.6%
1990	15,134	1,398	10.2%	2.53	-0.12	-4.4%	5,973	788	15.2%
2000	16,116	982	6.5%	2.46	-0.08	-3.1%	6,562	589	9.9%
2010	16,459	343	2.1%	2.35	-0.11	-4.5%	7,017	455	6.9%
2015	16,484	25	0.2%	2.34	-0.01	-0.4%	7,054	37	0.5%
2020	16,788	329	2.0%	2.28	-0.06	-2.7%	7,358	304	4.3%
2030	17,292	504	3.0%	2.20	-0.08	-3.7%	7,868	510	6.9%
2040	17,811	519	3.0%	2.11	-0.08	-3.8%	8,425	557	7.1%

Source: US Census ACS, 2011-2015

Population Characteristics

Over the last 40 years, Red Wing's older residents have consistently increased as a proportion of the overall population. Figure 2.3 shows that almost all of the older age groups grew between 2000 and 2015 while most of the younger age groups lost population. The city's median age in 1980 was 32 years old, while today it is closer to 44 years old (Figure 2.4). In Minnesota, the 65+ population is expected to double by the year 2040.

In terms of the community's racial/ethnic mix, Figure 2.5 shows the percentages of each race/ethnicity in 2015. Even though 89 percent of Red Wing's population was white, people from a variety of races and ethnicities call Red Wing home. Red Wing continues to become more diverse, especially among the younger population. For example, Figure 2.8 shows that 1 in 5 children in our schools is a student of color.

In terms of education, 92 percent of our residents have a high school degree or equivalency, and 31 percent of our residents also have post-high school degrees. Figure 2.7 shows that 22 percent have a college Bachelor's degree or higher while 9 percent have an Associate's degree. 69 percent of our residents have not gained a post-high school degree.

FIGURE 2.5 2015 POPULATION BY RACE/ETHNICITY

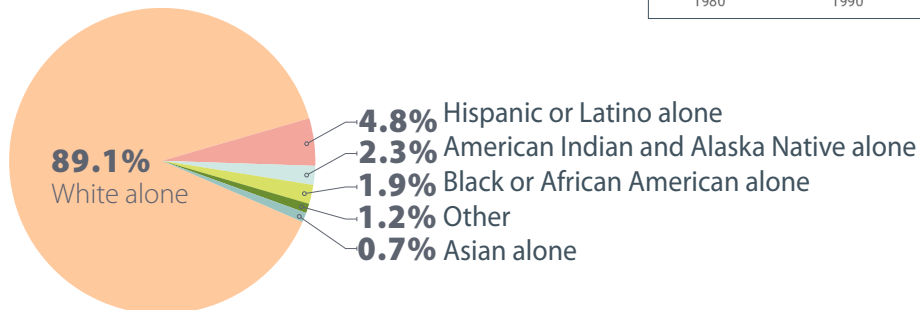


FIGURE 2.3 POPULATION AGE DISTRIBUTION

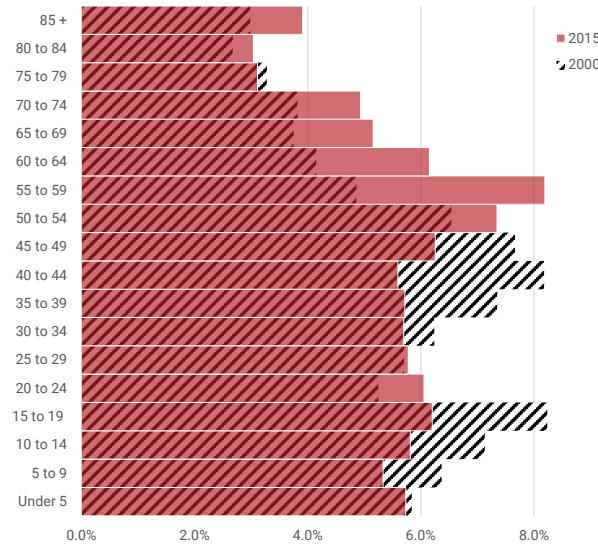


FIGURE 2.4 RED WING MEDIAN AGE

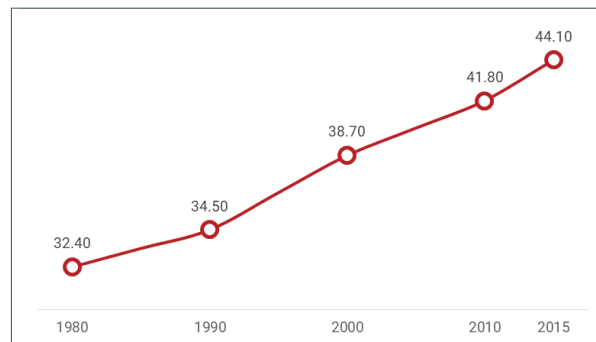


FIGURE 2.6 AGE TRENDS

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

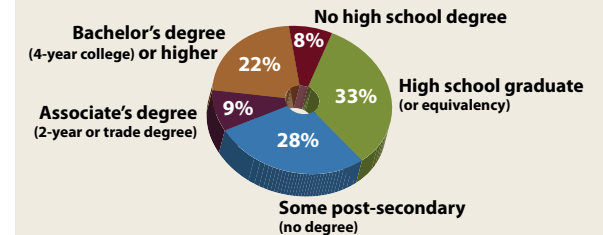
20% of us in RW are aged 65+
Compared to the state's 14%



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

FIGURE 2.7 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

FIGURE 2.8 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

Household Characteristics

The Households by Type table shows that the city has a diverse mix of household types with family households, both two-parent and single-parent, and non-family households. There have been significant changes in the mix of household types in Red Wing between 2000 and 2015. Family households represented 61 percent of all households, however, the number of two-parent households did not grow 2000 to 2015. Non-family households represented 39 percent of all households and increased 15 percent. Single-person households increased 13 percent and represented 32 percent of all households in 2015. The household types with the biggest increases were: single-person households, non-family households with multiple residents, and female single-parent households. Almost all of the growth (89 percent) in single-person households came from 65+ households.

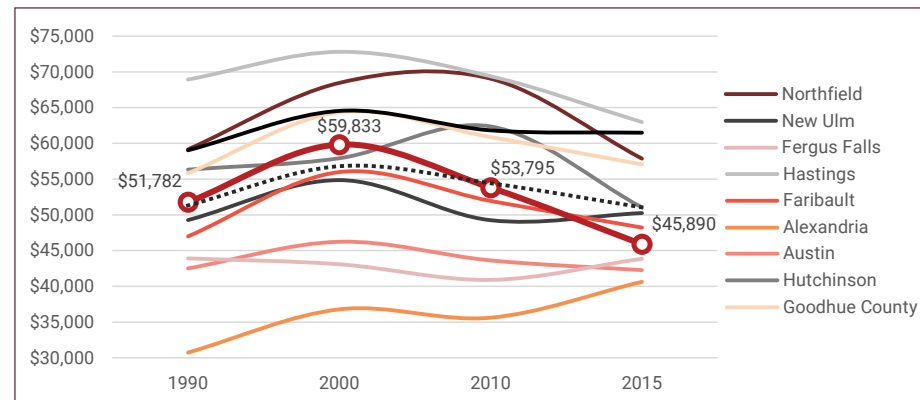
Median household incomes have been declining over the past two decades. The 2017 Red Wing Report Card found that the median household income in Red Wing had declined 26 percent since 1999. The decline in median household income since 1999 is a national trend. Figure 2.9 shows this trend occurring in similar sized Minnesota cities, including Northfield, Hastings, Faribault, Austin, New Ulm, and Fergus Falls.

TABLE 2.3 HOUSEHOLDS BY TYPE

Type	2015		2000		% Change
	Number	Percent	Number	Percent	
Total households	7,054	-	6,562	-	7.5%
Family households	4,300	61.0%	4,169	63.5%	3.1%
Married-couple family	3,367	47.7%	3,362	51.2%	0.1%
Male householder, no wife present	188	2.7%	220	3.4%	-14.5%
Female householder, no husband present	745	10.6%	587	8.9%	26.9%
Nonfamily households	2,754	39.0%	2,393	36.5%	15.1%
Householder living alone	2,269	32.2%	2,015	30.7%	12.6%
Householder living alone 65 years and over	1,101	15.6%	876	13.3%	25.7%
Nonfamily households w multiple residents	485	6.9%	378	5.8%	28.3%

FIGURE 2.9 HOUSEHOLD INCOME

Red Wing's median household income has been declining since 2000. This trend is similar to other comparable communities.



Employment

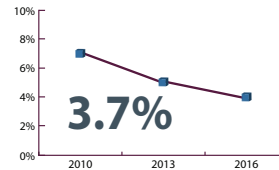
The unemployment rate in Red Wing has been improving (Figure 2.10) and roughly matches that of Goodhue County and the state. The types of jobs located in Red Wing in 2015 is shown in Table 9.3. The largest job sectors are the following:

- » Manufacturing
- » Health Care and Social Assistance
- » Retail Trade
- » Arts, Entertainment, and Recreation
- » Public Administration
- » Administration & Support, Waste Management and Remediation
- » Educational Services

The number of jobs in the city has remained relatively steady since 2013. (Figure 2.12). The *Southeast Minnesota Regional Economic Study*, completed in 2018, projects that the number of jobs in Goodhue County will not grow significantly between now and 2040.

Figure 2.11 graphically shows the balance between jobs, residents, and employees in Red Wing. A key statistic is that more than 60 percent of the jobs in Red Wing are filled by people living outside of the city.

FIGURE 2.10 UNEMPLOYMENT



Source: Minnesota Dept. of Employment and Economic Development Local Area Unemployment Statistics

FIGURE 2.11 JOB FLOW IN AND OUT OF RED WING

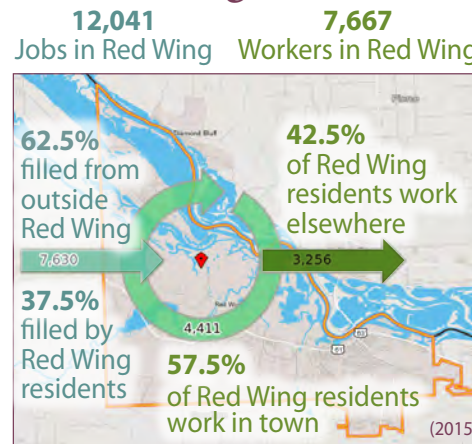


FIGURE 2.12 JOBS

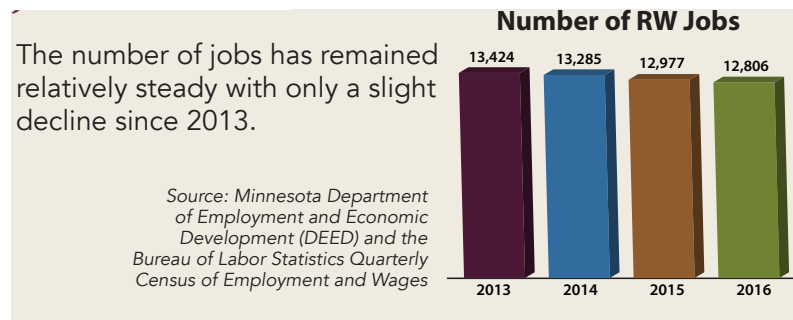


TABLE 9.3 CITY OF RED WING JOBS IN 2015

	2015	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	0	0.00%
Mining, Quarrying, and Oil and Gas Extraction	0	0.00%
Utilities	3	0.00%
Construction	220	1.70%
Manufacturing	3,100	24.00%
Wholesale Trade	141	1.10%
Retail Trade	1,524	11.80%
Transportation and Warehousing	353	2.70%
Information	139	1.10%
Finance and Insurance	155	1.20%
Real Estate and Rental and Leasing	148	1.10%
Professional, Scientific, and Technical Services	269	2.10%
Management of Companies and Enterprises	298	2.30%
Administration & Support, Waste Management and Remediation	585	4.50%
Educational Services	561	4.30%
Health Care and Social Assistance	1,975	15.30%
Arts, Entertainment, and Recreation	1,190	9.20%
Accommodation and Food Services	971	7.50%
Other Services (excluding Public Administration)	432	3.30%
Public Administration	876	6.80%
	12,940	

Earnings

A key factor in a healthy economy and community is the ability to work and earn a living wage. A living wage is calculated as the minimum earnings required to provide a household's basic needs without financial assistance. As shown in Figure 2.13, a living wage varies by the size of the household and the number of workers in the household.

Figure 2.14 shows the percentages of all working residents in Red Wing for various earnings levels. 23 percent of the city's working residents are earning \$15,000 or less annually.

Red Wing has experienced a substantial increase in the percentage of its residents living with poverty. Figure 2.15 shows this trend as well as its affect on different age groups.

FIGURE 2.13 WHAT IS A LIVING WAGE?

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



FIGURE 2.14 EARNINGS

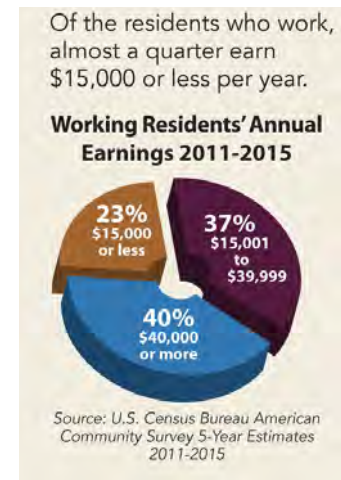


FIGURE 2.15 POVERTY RATE OVERALL AND BY AGE

