

Appendix E:

COMMUNITY ENGAGEMENT SUMMARY

Overview.....E-2	Phase II Engagement SummaryE-16
Engagement Methods and SummariesE-2	Phase II Engagement Methods.....E-16
Equitable EngagementE-2	Phase II Engagement ResultsE-18
Previous EngagementE-3	Engagement Equity AssessmentE-25
Safer Streets Survey 2022E-3	Participant AnalysisE-25
River City Days 2023E-3	Equitable Engagement Results.....E-28
Phase I Engagement SummaryE-3	
Phase I Engagement Methods: Virtual EngagementE-3	
Phase I Engagement Methods: In-Person EngagementE-8	
Phase I Engagement Results.....E-12	

OVERVIEW

This memorandum summarizes the public input methods and results gathered as part of public engagement for the Red Wing Comprehensive Road Safety Action Plan (CSAP) for phase I of engagement (engagement activities facilitated through July 2024). The public engagement for the Red Wing CSAP aimed to gather public input that would assist the project team in doing the following:

- Inform safety goals for the roadway system
- Identify general transportation safety concerns
- Identify unsafe locations throughout the city
- Identify inequities in the transportation system
- Identify opportunities to improve roadway safety
- Assist in developing and affirming the High Injury Network and Equity Analysis
- Inform the development of implementation strategies and projects

This summary memo will discuss the engagement strategies conducted through this project, key findings, and demographic and equity results through engagement outreach.

ENGAGEMENT METHODS AND SUMMARIES

The project team used a range of engagement techniques, both virtual and in-person, to reach a wide variety of Red Wing residents. At large, there were three engagement strategies:

- **Virtual Engagement:** The interactive web map served as the primary virtual engagement option, which allowed the project team to elicit a wider range of responses than possible at in-person engagement opportunities. The project team also developed a project website to provide the community with background information and keep the project informed on updates and opportunities for involvement.
- **In-Person Engagement:** Open Houses and Focus Feedback Gatherings included activities and presentations that introduced the project and gained feedback on community concerns.
- **Safety Committee Meetings:** These meetings served as an opportunity for interested stakeholders to follow the project from beginning to end.

The following sections will describe these engagement strategies in detail.

EQUITABLE ENGAGEMENT

This project intentionally incorporates a variety of engagement strategies to reach as wide of a cross section of the community as achievable. This includes traditional engagement strategies such as open houses and surveys, along with community events and focus groups. Focus groups can be more easily coordinated around those who may have non-typical schedules and create an environment for deeper discussions where attendees can feel freer to give their feedback. Further, this project promoted engagement opportunities in multiple ways to make sure community members were aware of the options.

The Participant Analyses summarize the engagement participants' demographics to understand where the gaps are in who we're hearing from. These sections also provide insight into how the engagement is addressing gaps and how we can improve equity in future engagement.

PREVIOUS ENGAGEMENT

In 2022 and 2023, the City of Red Wing connected with residents to understand how the City can be a safer and more welcoming place for residents and visitors. These surveys helped identify frameworks and interest areas for residents and guided how the project moved forward in 2024.

SAFER STREETS SURVEY 2022

Residents identified locations that should be prioritized for developing pedestrian trails. Through more than 100 responses, residents voiced concerns about pedestrian safety and the need to address poor driver behaviors.

RIVER CITY DAYS 2023

With nearly 150 responses from both visitors and residents, this survey identified a desire for the City to center youth and families in future development projects and provide better communication regarding projects and changes.

PHASE I ENGAGEMENT SUMMARY

PHASE I ENGAGEMENT METHODS: VIRTUAL ENGAGEMENT

WEBSITE

The project website is the central spot for information, opportunities, and updates. It went live on March 20, 2024, and will remain available throughout the project.

1. **Home Page:** Provides a brief overview of the project and website components with links to various pages and related resources.
2. **About Page:** Provides background and purpose of the Red Wing CSAP, the overarching project goal, and information about the Safe Streets and Roads for All federal grant program.
3. **Engage Page:** Lists the past and upcoming engagement opportunities, the engagement timeline, and links to engagement results.

FIRST ONLINE SURVEY AND WEB MAP

The project team prepared and administered an online survey and interactive web map as the primary virtual engagement method. This tool allowed participants to provide their feedback about the safety of the existing network, identify their transportation safety priorities, pinpoint locations and/or corridors where they experience safety concerns, and leave comments on key issues and opportunities.

The interactive web map was open to the public from April 16, 2024, to June 28, 2024. The City advertised the online survey and web map through flyers posted around Red Wing, social media posts, postcards handed out at events and community locations, newspaper and radio promotion, and printed inserts in the City’s mailed utility bill. The online survey had three distinct parts:

1. **Landing Page:** This was where participants could learn about the project and the role of the web map.
2. **Introduction Survey:** The survey collected feedback about the respondents’ feelings about safety when traveling in Red Wing and opinions about the desired outcomes of this project, along with demographic information of who contributed to the web map.
3. **Interactive Web Map:** The web map let respondents enter points directly onto a map to show locations where they felt safe or unsafe. Respondents could also provide comments on the area selected, such as highlighting existing conditions, describing an experience that made them feel safe or unsafe, or proposing safety improvements.

RESULTS OF FIRST ONLINE SURVEY AND WEB MAP

Approximately 250 individuals left feedback – either through the survey or web map. Over 350 “safe” and “unsafe” points were placed on the interactive online map. Survey results showed a wide range of responses from various cross-sections of the Red Wing community.

Table 1 outlines the main themes from residents’ answers to the online introduction survey.

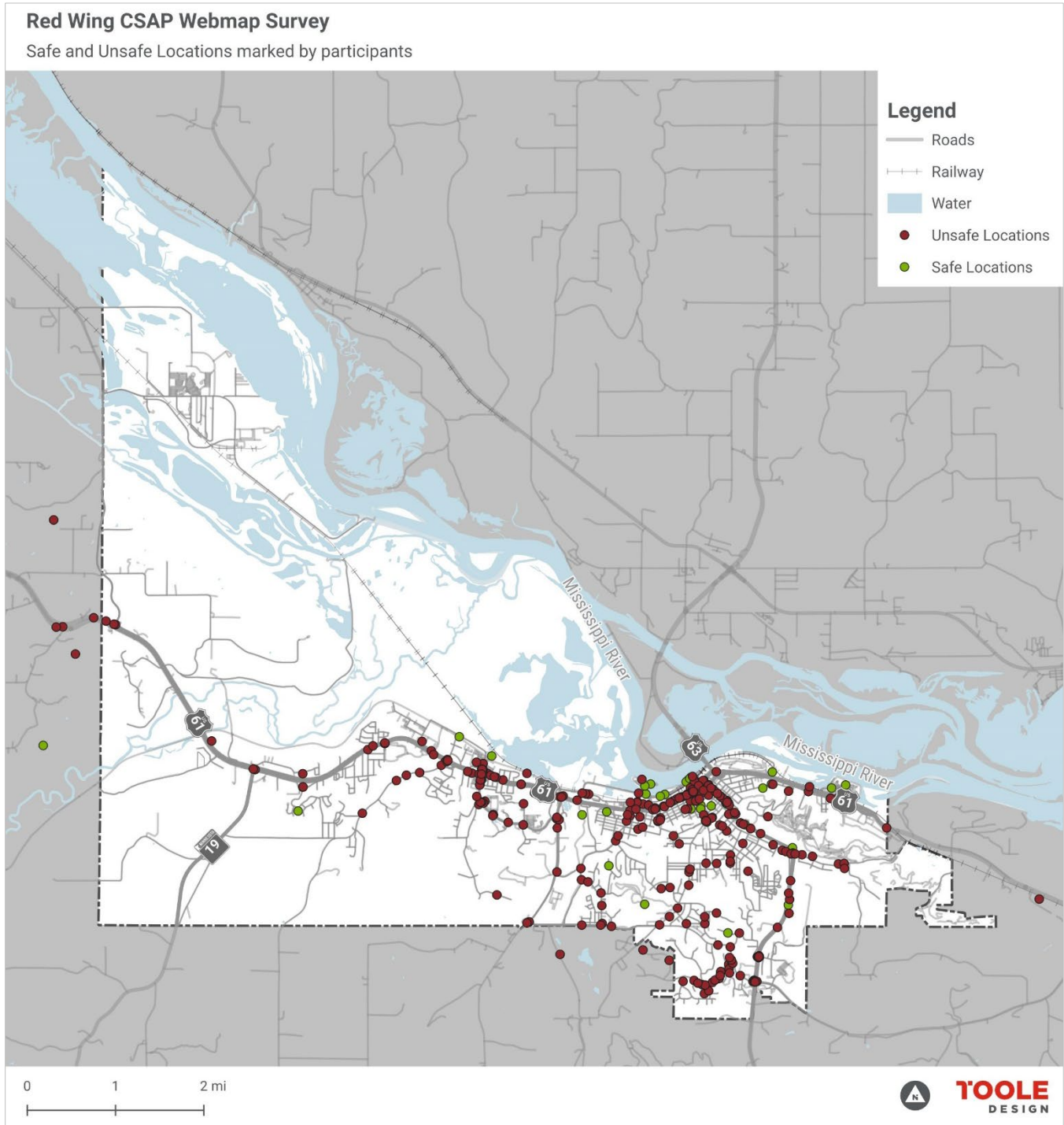
Table 1: General Themes from First Online Survey

Category	Description	Key Findings
Top Destinations	Participants were asked to select their most visited locations.	<ul style="list-style-type: none">▪ Work and Grocery were the top destinations for people by far.▪ Shopping and Parks were secondary.
Project Emphasis	Participants were asked what things should be prioritized regarding transportation safety.	<ul style="list-style-type: none">▪ Most agreed that reducing serious crashes and fatalities should be prioritized over minimizing travel time.▪ Most indicated they would generally be willing to change their driving behavior for safety.

<p>Feeling of Safety</p>	<p>Participants were asked to indicate their typical travel modes and level of comfortability when traveling.</p>	<ul style="list-style-type: none"> ▪ Driving and walking were the top travel modes. ▪ Feedback was mixed for how safe people feel traveling across all modes. ▪ Many people said they would walk or bike more if it felt safer to them.
<p>Transportation Safety Ranking</p>	<p>Participants were asked to rank their goals for this project and what improvements would have the biggest impacts on their feeling of safety.</p>	<ul style="list-style-type: none"> ▪ Respondents would most like to see speed and distracted driving addressed in this project. ▪ Other improvements residents would like to see include the following: Increased crossing safety, more separation between vehicles, and better lighting. ▪ Residents said these things increase their feeling of safety most: Higher safety at intersections, more access to trails, and stronger enforcement of traffic laws.

Map 1 shows safe and unsafe locations as identified by respondents who marked the online web map. Table 2 on page 8 outlines key takeaways for these locations.

Map 1: Safe and Unsafe Locations Identified by Residents on Web Map



Map 2 identifies locations where respondents to the online web map said they had been involved in a crash or experienced a near miss.

Map 2: Crash and Near Miss Locations Identified by Residents on Web Map

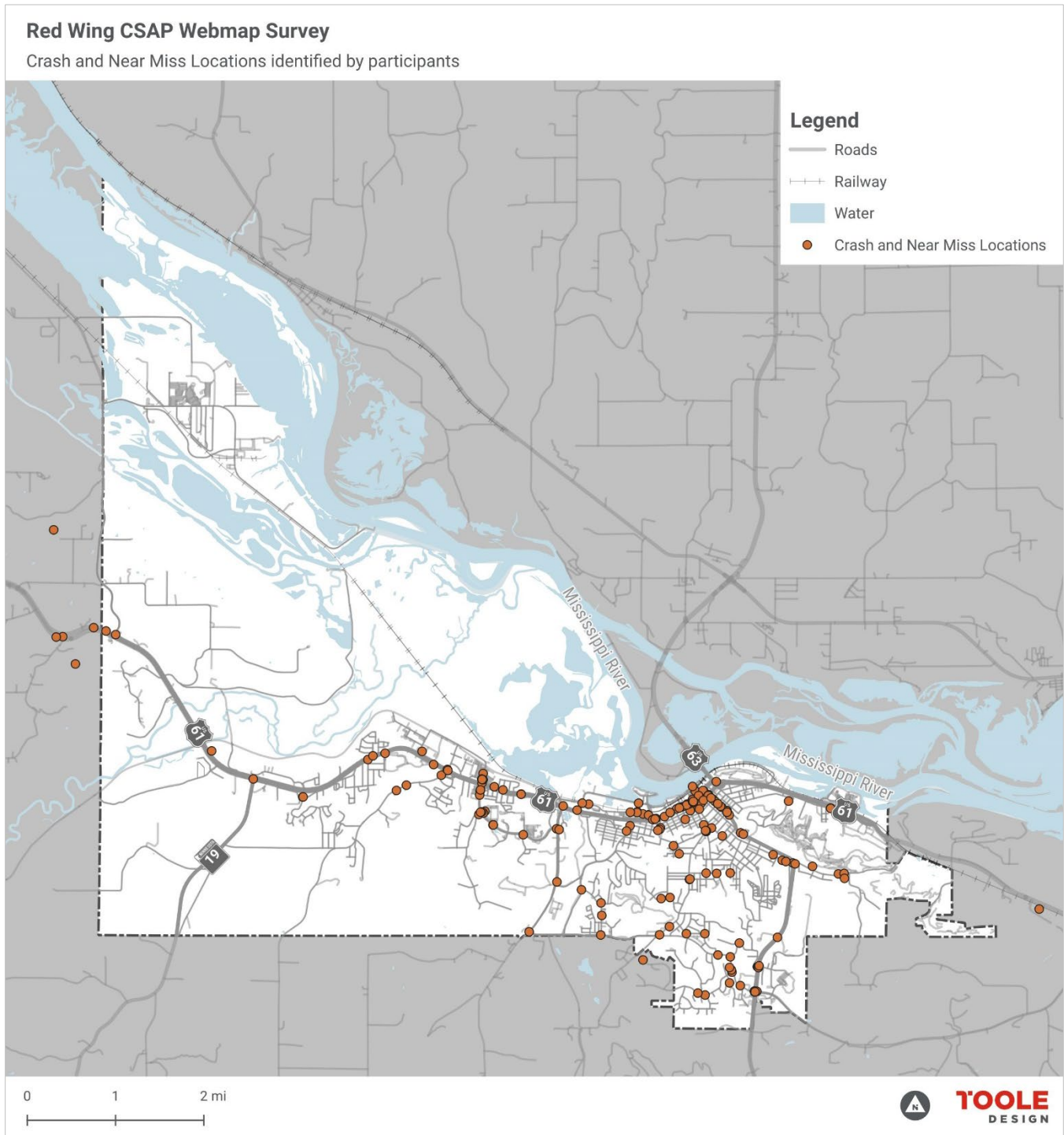


Table 2: General Themes from First Online Survey and Web Map

Category	Key Findings
Safe Locations	Safe locations are primarily located along residential roads , in parks and recreational areas , and along the river (Levee Rd. and Bay Point Dr.).
Unsafe Locations	Concentrations of unsafe locations were downtown, along Bush St. , along Main St. , along Hallquist Ave. , near the Highway 61/Tyler Rd. intersection , and in the neighborhood around the campuses of Minnesota State College Southeast and Red Wing High School .
Reason for Safe Locations	Respondents said their top reasons for safe locations were the availability of sidewalks, good visibility, and drivers yielding to pedestrians.
Reason for Unsafe Locations	Respondents identified drivers' lack of attention and high vehicle speeds as the top reasons for unsafe locations . Additional reasons were drivers not yielding to pedestrians and bicyclists, poor visibility, and a lack of sidewalks or crossings .
Crash and Near Miss Locations	Crash and near misses were concentrated in these locations: <ul style="list-style-type: none"> ▪ Along Main St., Highway 61, Highway 58, Plum St., and Tyler Rd. ▪ At the Veteran's Memorial intersection next to John Rich Park, Main St. and Bush St., Main St. and Plum St., Plum St. and 7th St., and Tyler Rd. and Kosec Dr.

PHASE I ENGAGEMENT METHODS: IN-PERSON ENGAGEMENT

While the online map generated a wide range of feedback, the project team felt it was essential to have in-person opportunities. As such, the project team sought to get feedback from a broader range of Red Wing residents and allow for more in-depth conversations.

OPEN HOUSE #1: APRIL 24, 2024

Open houses are intended to be welcoming and located in places where Red Wing residents might already be or are accessible to the public. The first open house was at the Red Wing Public Library on April 24, 2024, from 5:30 to 7:30 p.m. The City advertised these events through social media, the project website, printed inserts in the City's utility bill, flyers in locations around town, radio and newspaper coverage, and word of mouth. A project team member greeted participants at a welcome table to introduce the project and have attendees fill out a brief demographic survey. Participants were invited to visit four interactive stations to provide feedback about Red Wing's transportation safety system and view presentation boards for background information and project objectives. The project team then gave a presentation about the project, with open discussion time afterward.

RESULTS OF OPEN HOUSE #1

Table 3 summarizes the feedback received from attendees from each station.

Table 3: Open House #1 - Station Activities and Results

Station	Activity	Key Findings
Station #1: Support for Transportation Safety Investments	Participants indicated how important it is for the City of Red Wing to prioritize transportation safety projects, policies, and programs by placing a building block in the response area.	<ul style="list-style-type: none"> ▪ Improving safety for pedestrians and cyclists should be central to future City developments.
Station #2: Biggest Impacts to Feeling of Safety	Participants selected the top five impacts on their feeling of safety while traveling around the city by placing pom-poms in the corresponding jar.	<ul style="list-style-type: none"> ▪ Driver behaviors, enforcement of road safety rules, quality of crossings, and safe spaces to cycle have the biggest impact on participants' feeling of safety. ▪ Speeding, distracted driving (such as using phones), and extreme traffic volumes are specific issues that make participants feel unsafe.
Station #3: Travel Modes and Safety Priorities	Participants picked their top two modes of travel when getting around the city by placing stickers on the corresponding icon.	<ul style="list-style-type: none"> ▪ Walking/using a mobility device and driving were the only modes of transportation selected.
	Participants indicated the three safety strategies they thought should be prioritized by placing a sticker on the corresponding image.	<ul style="list-style-type: none"> ▪ Improved driver behavior, improved crossings, and shifting the culture towards walking and bicycling should be prioritized by this project.
Station #4: Interactive Mapping	Participants placed stickers on important destinations and safe and unsafe locations on a printed map of Red Wing.	<ul style="list-style-type: none"> ▪ Highway 61 and Plum St. are dangerous locations for pedestrians and cyclists. ▪ Running red lights, high speeds, and long crosswalk distances are common issues along these roads.

FOCUS FEEDBACK GATHERINGS

Throughout the spring and summer of 2024, the City of Red Wing's Community Engagement Facilitator (CEF) held a series of focused feedback gatherings to collect input from a diverse and representative cross-section of the community.

These gatherings concentrated on populations in Red Wing that, in the past, have been underrepresented on government surveys and online questionnaires. The intent was to garner feedback from groups that are historically left out of the planning process and provide a setting where participants would feel comfortable sharing their thoughts. This approach included focus group and individual conversations. Participants for the focus groups and individual conversations are summarized below:

Focus Groups

- Maple Hills Common Bond Housing residents
- Students of the NASA (Native American Student Association)
- Students of the BSU (Black Student Union)
- Residents who are sight-, hearing-, or mobility-impaired
- Jordan Towers residents (aged 65+)
- Downtown Plaza residents (aged 65+)
- Rise-Up Red Wing Youth Council

Individual Conversations

- Attendees at Prairie Island Indian Community Safety Day
- Leadership staff at Transportation Organizations (First Student Bus Company and Red Wing Grain)
- Hispanic residents (conversations were held in Spanish by Hispanic Outreach using surveys translated in Spanish)
- A sight and/or mobility impaired resident (in addition to the focus group participants listed above)

RESULTS OF FOCUSED FEEDBACK GATHERINGS

Overall, the focused feedback gatherings highlighted many concerns and ideas surrounding roadway safety in Red Wing, including specific intersections that the City of Red Wing should prioritize. The following were notable comments:

- **Intersections Named Often by Focused Feedback Participants:**
 - Highway 61/Main St. and Broad St./East Ave. and Highway 61/Main St. and Bush St.
 - Dangerous for pedestrians crossing with cars turning left or right (especially left)
 - 5-way intersection near Central Ave., College Ave., West Ave., and 7th St.
 - Plum St. and West 5th St. intersection by the Salvation Army
 - Intersections off both sides of Highway 61 and Tyler Rd. (North by Walgreens and South by Target)

- **Concerns and Ideas Named Most by Focused Feedback Participants:**
 - Distracted driving of all sorts.
 - Drivers going too fast, not stopping, and not looking for pedestrians or other cars.
 - Lack of sign visibility at intersections and parking lots—mostly due to trees or hedges.
 - Desire for more street lighting in some areas.
 - Desire for the City to fix sidewalks, especially among the mobility impaired.
 - Desire for a citywide promotion encouraging slower and more aware driving habits.

SAFETY COMMITTEE MEETINGS

The Safety Committee is a group of stakeholders who are interested in making city streets safer for everybody.

These members serve as a foundational group that will give feedback on the project from beginning to end. They meet multiple times throughout the project and hear reports on community feedback. The Project Team hosted the first meeting on March 5, 2024, to inform the Safety Committee about the project. The second meeting on July 15, 2024, was to share engagement and analysis results.

The Safety Committee consists of the PMT members, along with the people noted in the table to the right.

SAFETY COMMITTEE MEETING #1

The project team conducted an interactive activity with members to work towards developing a plan framework. Members identified the following as the top areas (Figure 1):

- **Street Design:** This includes street and public right-of-way designs that prioritize the safety of all people, reduce conflict points, encourage safe speeds, and discourage other unsafe/illegal activities in the streets.

Member	Role
Travis Bray	Red Wing Police Captain
Peter Hanlin	Red Wing Asst. Fire Chief/Emergency Management
Chad Kono	Red Wing Advisory Planning Commission Member
Jessica Seide	Community Health Specialist, Goodhue County
Sarah Dawson	Public Health Educator, Goodhue County
Cristina Mlejnek	Prairie Island Indian Community Engineer
Bob Jaszczak	Red Wing School District Superintendent
Alan Gaylor	RW School District Building and Grounds Manager
Katie Hardyman	MN State College Southeast Building Relations Director
Ross Lexvold	Xcel Energy Community Relations Manager
Megan Tsui	Downtown Main Street Executive Director
Andrew Peterson	Red Wing Bicycle Co. Owner

- **Accessibility:** This means addressing gaps in the transportation network and designing infrastructure that is safe and comfortable for all users.
- **Data:** This includes building on the analyses from this plan to create systems to collect and analyze traffic data such as crashes and speeds. This data will be used or considered in design-making.
- **Behavior Change:** This means safer driving behaviors and shifts in habits toward more walking, bicycling, and transit over driving.

***Note:* Members specifically discussed equity and stated that equity should be central throughout all aspects of the plan—not listed as an area on its own.

SAFETY COMMITTEE MEETING #2

In the second Safety Committee meeting, the Project Team updated the group on the timeline and summarized the existing High Injury Network, Equity Analysis, and engagement results from the initial events.

Below is a summary of members’ reactions:

- **High Injury Network:** Members agreed that highways and intersections at schools should be prioritized. They also agreed that while some safety infrastructure has been improved (like across Highway 61/Main by the Y), driver behaviors still create unsafe situations.
- **Future Engagement:** Members agreed that the Project Team should focus its next online survey on (a) which top locations should be improved first; and (b) which programs and policy changes would make people change their driving behaviors. Members also pointed out that engaging with students at Minnesota State College SE could be beneficial.

PHASE I ENGAGEMENT RESULTS

Residents participated in different activities across the engagement events through July 2024. Table 4 summarizes a few thematic engagement questions.

TABLE 4: Common Themes of Engagement Feedback for Phase I (through July 2024)

Focus	Common Themes
Plan Framework	<ul style="list-style-type: none"> ▪ Plan framework should focus on Street Design, Accessibility, Data Incorporation, and Changing Behavior. ▪ Equity should be an integral component to all phases of the project. ▪ Transportation safety should be a priority for transportation planning projects.

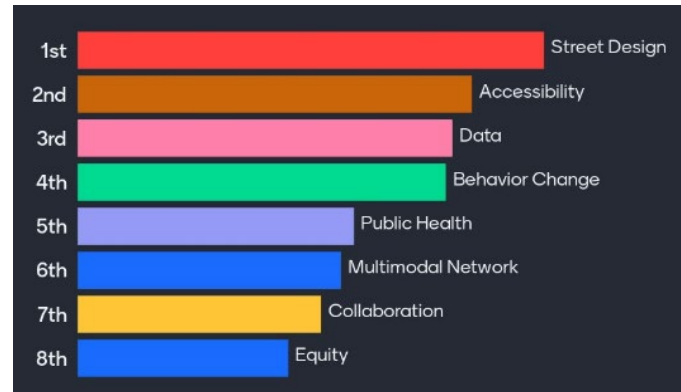


Figure 1: How Safety Committee Ranked Priorities for Project

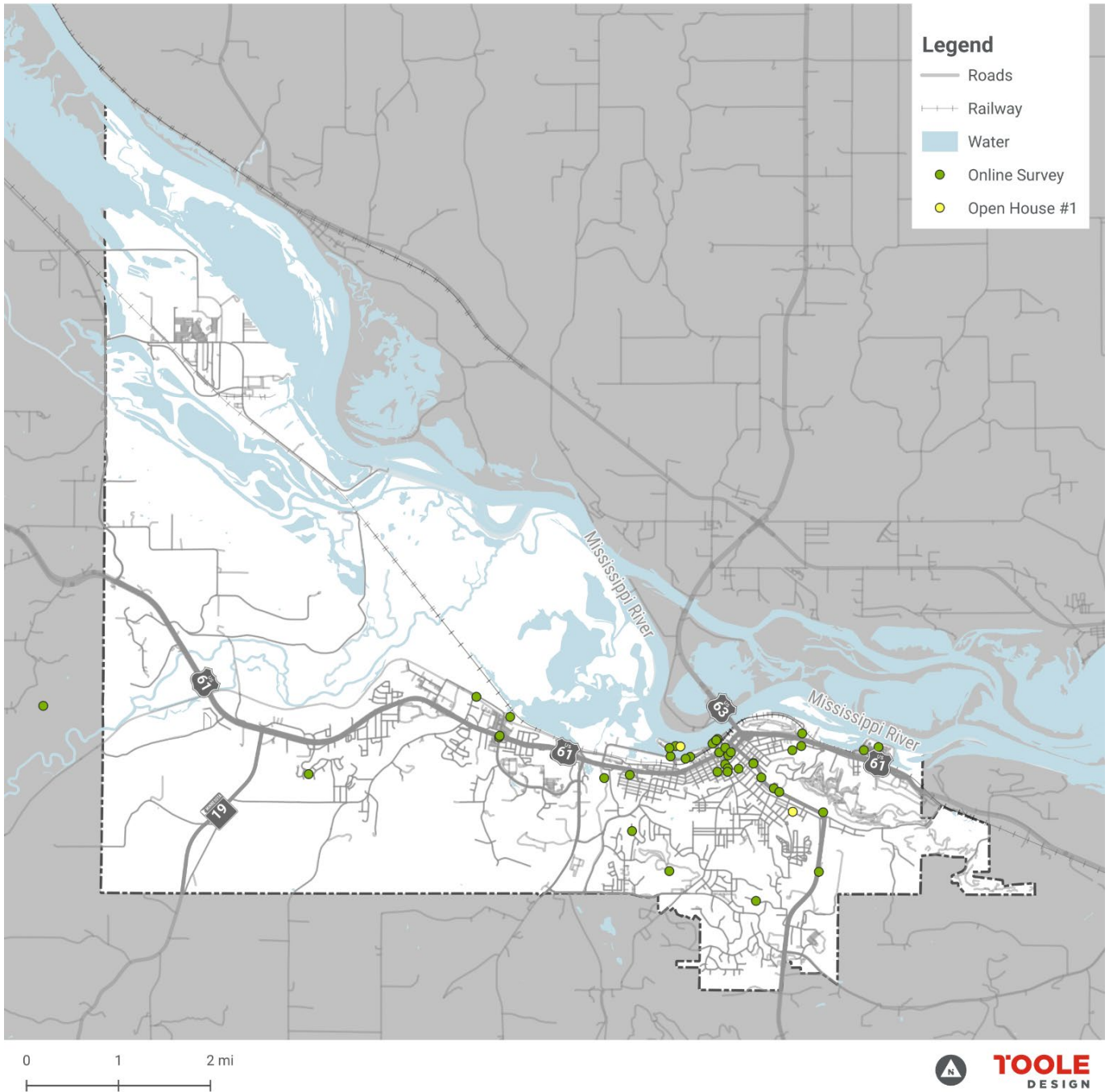
Top Destinations	<ul style="list-style-type: none"> ▪ Work and grocery stores are the most visited locations. ▪ Secondary locations are shopping areas, such as Target, schools, parks, and recreational areas.
Feeling of Safety	<ul style="list-style-type: none"> ▪ The issue that most impacts feelings of safety is poor driving behavior. That behavior includes distracted driving, high driving speeds, drivers not being aware of pedestrians and bicyclists, running red lights, and drivers not yielding to pedestrians and bicyclists. ▪ Lighting and visibility also impact the feeling of safety. ▪ People would walk and bike more if they felt safer ▪ Along specific routes, long crosswalk distances and high speeds are issues. ▪ People feel safe when there are sidewalks, good lighting and visibility, and separation between vehicles and other transportation modes.
Safety Priorities	<ul style="list-style-type: none"> ▪ Addressing driver behavior foremost. ▪ Increasing visibility and lighting, improving crossings, and maintaining sidewalks and vegetation are important to the community. ▪ The community would like to see a shift towards walking and bicycling and better access to trails.
Unsafe Locations	<ul style="list-style-type: none"> ▪ Most unsafe routes: Highway 61, Highway 58, Main St., Plum St., Bush St., Hallquist Ave., and Tyler Rd. ▪ Most unsafe intersections: The Main St./Broad St./East Ave./West Ave., Main St. and Bush St., Main St. and Plum St., Highway 61/Main St. and Old West Main St., Plum St. and 5th St., Highway 61 and Tyler Rd., Tyler Rd. and Kosec Dr., Highway 58 and Pioneer Rd.

The maps below reflect safe and unsafe locations indicated by participants across events in Phase I of engagement (through July 2024). Common unsafe locations for people include Highway 61, Highway 58, Main St., Plum St., Bush St., Hallquist Ave., and Tyler Rd. Safe routes were more concentrated in residential neighborhoods.

Map 3: Safe Locations Identified by Residents from Webmap and Open House #1 (Phase I)

Red Wing CSAP Webmap Survey

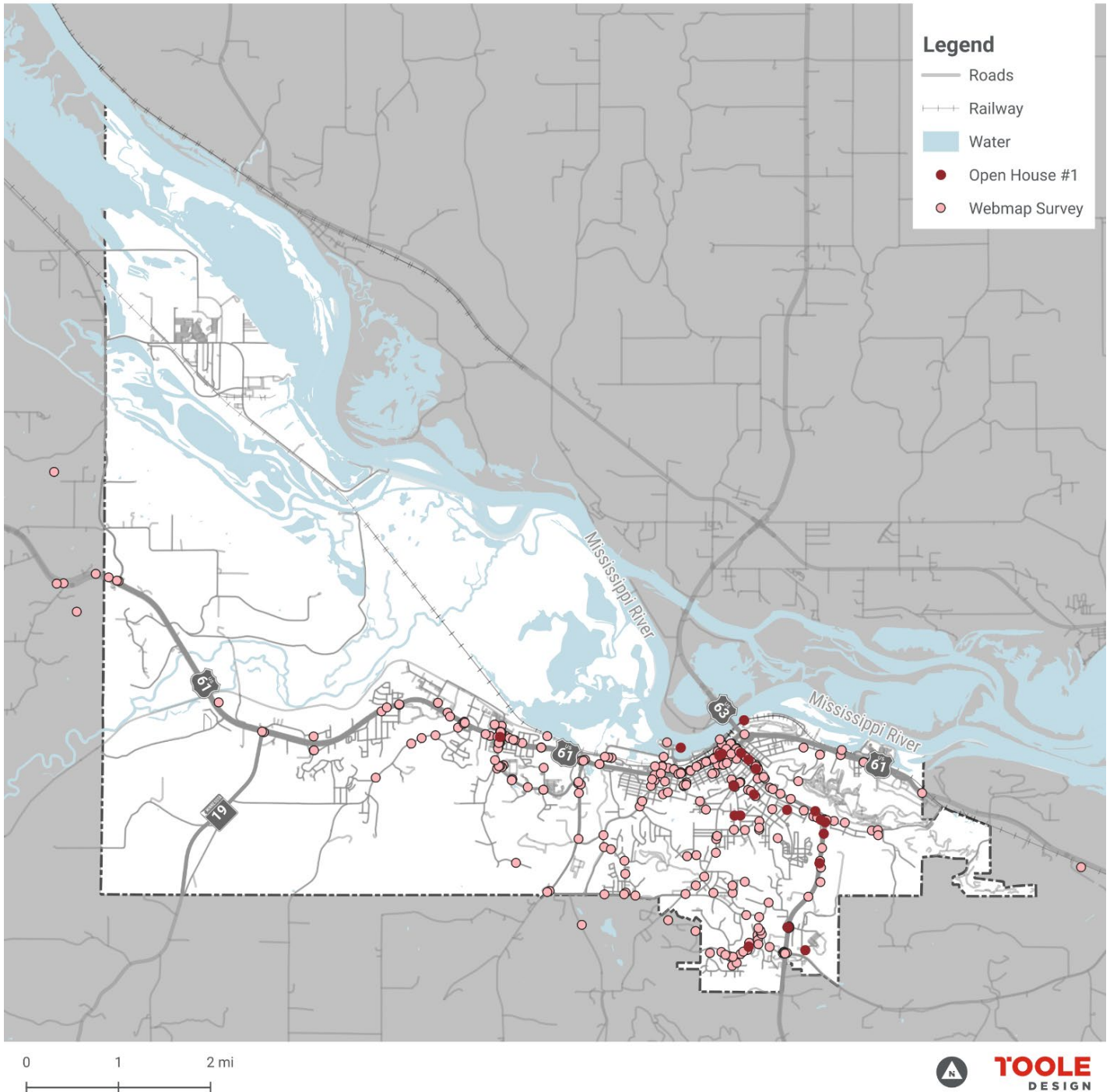
Safe Locations across all engagement events



Map 4: Unsafe Locations Identified by Residents from Webmap and Open House #1 (Phase I)

Red Wing CSAP Webmap Survey

Unsafe Locations across all engagement events



PHASE II ENGAGEMENT SUMMARY

PHASE II ENGAGEMENT METHODS

From the engagement feedback from Phase I and safety and equity analyses, the project team developed preliminary project and program and policy recommendations. Phase II engagement centered around prioritization. The activities and conversations from this phase were intended to inform the prioritization methodology and find what other methods the public would like to see implemented to improve the transportation safety system. The strategies from Phase II included:

- **Safety Surveys:** The safety surveys served as the primary engagement option, which allowed the project team to elicit a wide range of responses both virtually and in-person.
 - **Online Safety Survey:** The online survey was the primary method for facilitating the survey and had the most participant interaction. The project team created a page on the project website to link people to the online surveys, which were also shared on the City's social media.
 - **River City Days:** The City had a table at the annual River City Days festival in Downtown Red Wing. People were able to take the safety survey by interacting with activity boards and provide additional comments, concerns, and thoughts about the project to City staff who were tending the table.
 - **Conversations with Spanish Speaking Residents:** Hispanic Outreach City staff conducted one-on-one conversations with Spanish-speaking residents. This allowed the project team to reach targeted community members and expanded the cross section of the community that was reached for Phase II.
- **Open House #2:** The second open house served as an opportunity to update the public on the progress of the project, provide a space for people to take the survey in person using the activity boards, and have more in-depth conversations with community members about what they would like to see improved.
- **City Council Presentation:** The project team provided a progress update to City Council in preparation for the expected adoption of the plan in the Fall.

SAFETY SURVEYS

The project team prepared and administered safety surveys as the primary engagement method for the second engagement phase. This tool allowed participants to provide their feedback about the streets, intersections, and policies and programs that they most want to see improvements on and leave comments on key issues and opportunities. The safety survey was intended to garner information about what types of recommendations residents would like to see prioritized.

The survey was broken into three focus areas. For each of these focus areas, the project team established preliminary recommendations based off of the safety analysis and feedback received from Phase I of engagement. The focus areas and preliminary recommendations available for the participants to choose from are listed below. The online and in person versions of the survey both provided example images for each of the selection options to assist participants in their choice making.

The safety survey allowed participants to choose their top two road locations, top two intersections, and top three policies/programs. The City advertised the surveys through flyers posted around Red Wing, social media posts, in the City’s online newsletter City Beat, in the Chamber of Commerce online newsletter, on the City’s website, and through the project website. The survey was also presented to participants at in-person events such as the 2024 River City Days and the second project Open House.

ONLINE SAFETY SURVEY

An online version of the survey was open to the public from August 2nd to September 13th, 2024. Participants could select “Your Suggestion” as one of their choices and put their own comment in. Participants left their comments through the survey or in the Facebook post comments, which were collected and summarized. Figure 2 shows a screenshot of the online survey format.

RIVER CITY DAYS

City staff attended the River City Days festival August 2nd – 4th 2024 and facilitated a pop-up table at the event. Nearly 100 attendees stopped by the table to chat with City staff about the project and take the in-person version of the safety survey, which consisted of placing dots on the board for each of their top road, intersection, and policy/program options. They could also leave comments with City staff or on sticky notes.

CONVERSATIONS WITH SPANISH-SPEAKING RESIDENTS

Hispanic Outreach City staff held one-on-one conversations with 35 Spanish-speaking residents to learn about their lived experience as transportation users and gather input about what safety improvements they would like to see. The residents were offered the safety survey options to select their priority roads, intersections, and programs and policies.

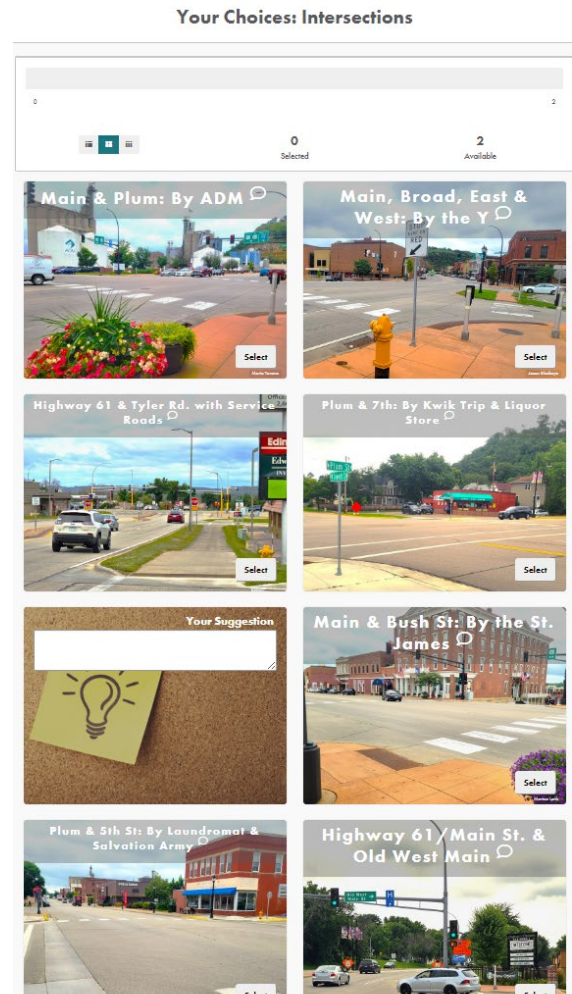


Figure 2: Online Safety Survey (Intersections)

OPEN HOUSE #2

Like the first open house, the second open house was held in the Red Wing Public Library on September 12th, 2024 from 6:00 to 7:30 pm. The City advertised these events through social media, the project website, flyers in locations around town, and the project website. A project team member greeted participants at a welcome table to introduce the project and have attendees fill out a brief demographic survey. The project team also assembled three display boards that summarized the safety analyses, equity analysis, and previous engagement.

Participants were invited to visit the safety survey station to provide feedback about project priorities and viewed presentation boards for project progress and collected data. These were the same boards that were available for attendees at the River City Days festival.

The project team then gave a presentation about the project, with a brief introduction of project objectives and outcomes. The presentation also provided in-depth information regarding the project safety analyses, equity analysis, public engagements to date, and next steps for the CSAP. At the end of the presentation, there was an open discussion with attendees about reactions to the presentation and additional thoughts transportation safety in Red Wing. Many of the 14 attendees stayed for one-on-one conversations with the project team.

CITY COUNCIL PRESENTATION

The project manager provided a 10-minute presentation to the Red Wing City Council on September 9, 2024. This presentation summarized the findings of the project so far, including the safety analyses, equity analysis, and public engagement findings, and informed the Council on the process for the remainder of the project. The City Council members did not have comments or questions on the presentation or project process.

PHASE II ENGAGEMENT RESULTS

This section communicates the results from the safety survey and the key takeaways heard from the public through the Phase II strategies. The votes from the online safety survey, the River City Days boards, and the Open House #2 boards for the three safety surveys were combined for total counts. Common themes from the comments provided online, through the survey, and at the in-person events were also reviewed and summarized. The results are outlined below.

RECOMMENDED PROJECTS

The key takeaways from the road and intersection safety surveys and related conversations with community members are listed below.

Table 4 lists the common suggestions that were provided by the public for all project types. See Figure 7 and Figure 8 and Map 5 and Map 6 for resident ranking of safety projects through the survey.

Roads

- **Highway 61** (Spring Creek Road to Bench Street) and **Highway 58** (Pioneer Road to Bush Street) received the **most total votes**
- **Tyler Road** (Cannon Valley Trail to Bench Street), **Plum Street** (Main Street to 7th Street), and the **Historic Downtown** also received a **high number of votes**.
- **Other roads** that residents felt **should be prioritized** include, **Spring Creek Road, North Service Drive/South Service Drive**, around the **Old Fairgrounds, East Avenue, W 4th Street**, and **W 6th Street**.

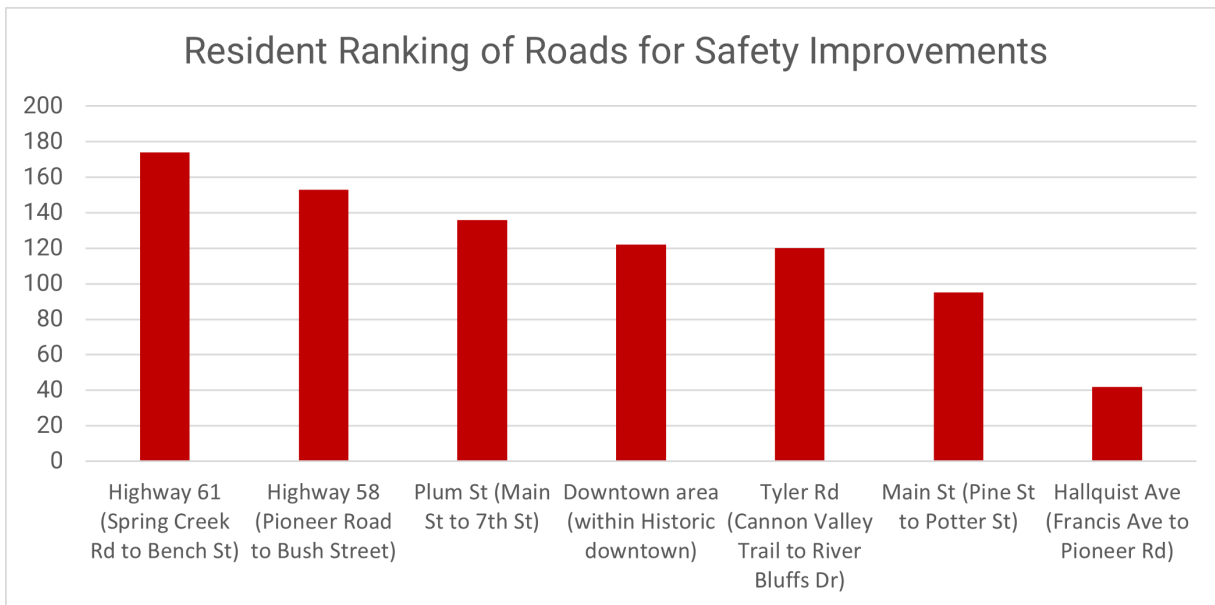
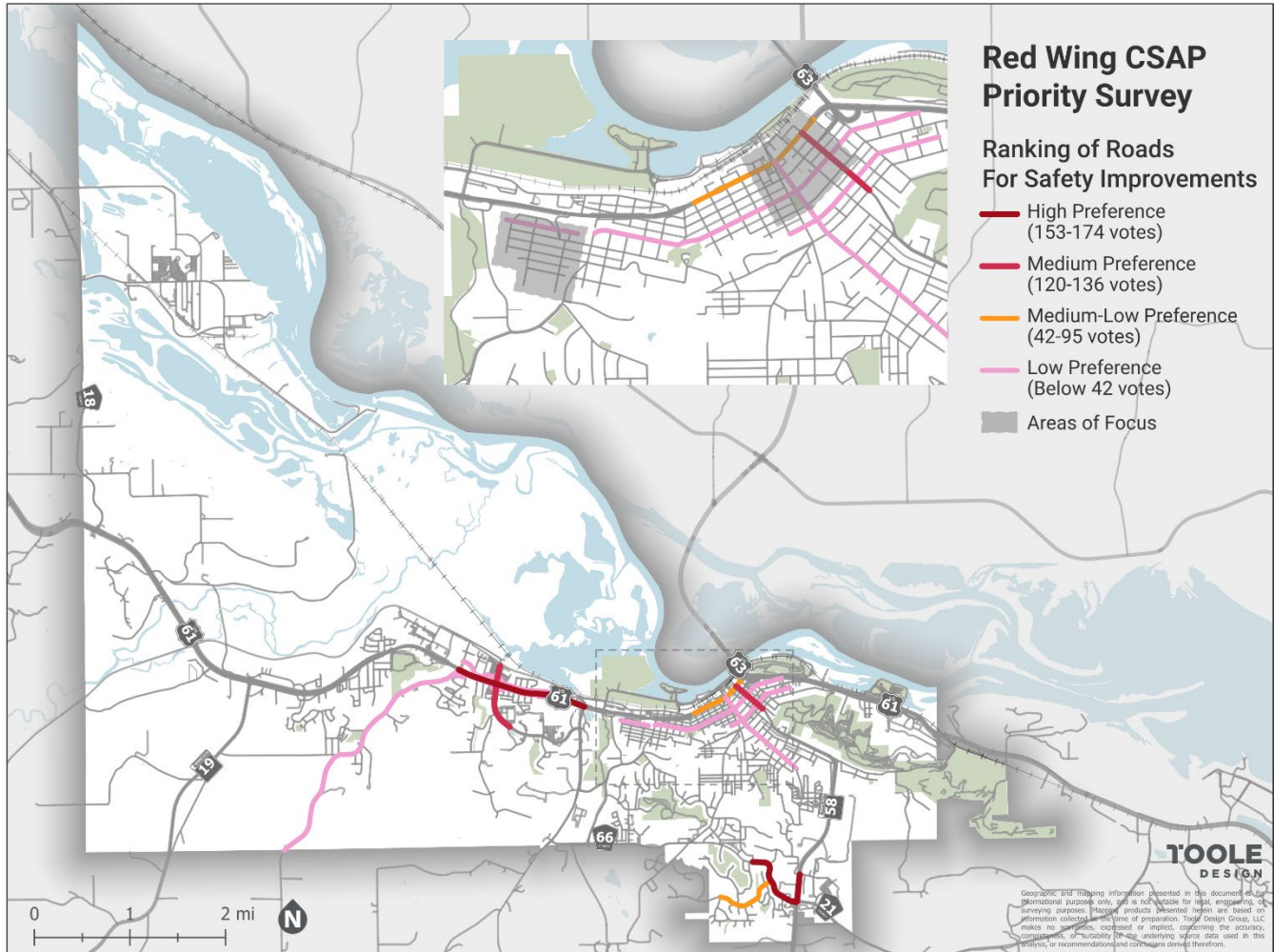


Figure 3: Total Counts for Road Safety Survey from Online and In-Person Phase II Engagement

Map 5: Resident Ranking of Priority Roads for Safety Investment from Online and In-Person Phase II Engagement



INTERSECTIONS

- The **Highway 61 and Tyler Road (plus North and South Service Drives)** intersection(s) received the **most total votes**
- The **Main Street/Broad Street/East Avenue/West Avenue** and **Plum Street and 5th Street** intersections also received a **high number of votes**.
- **Other intersections** that residents felt **should be prioritized** include, **College Avenue/Central Avenue/West Avenue/7th Street**, **Tyler Road and Menards/Walmart driveways**, **W 4th Street and Cedar Street**, **W 6th Street/Buchanan Street/Featherstone Road**, and **Jackson Street and Old West Main Street**.

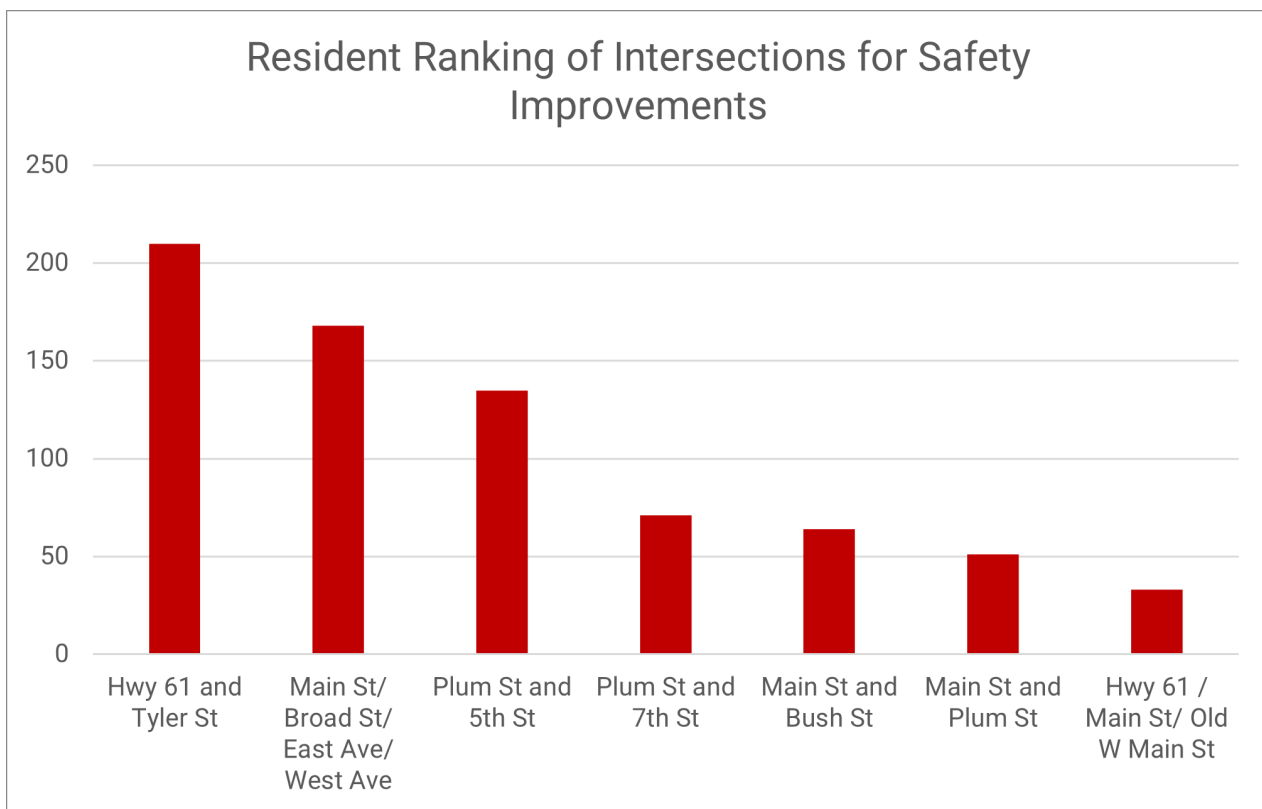


Figure 4: Total Counts for Intersection Safety Survey from Online and In-Person Phase II Engagement

Map 6: Resident Ranking of Priority Intersections for Safety Investment from Online and In-Person Phase II Engagement

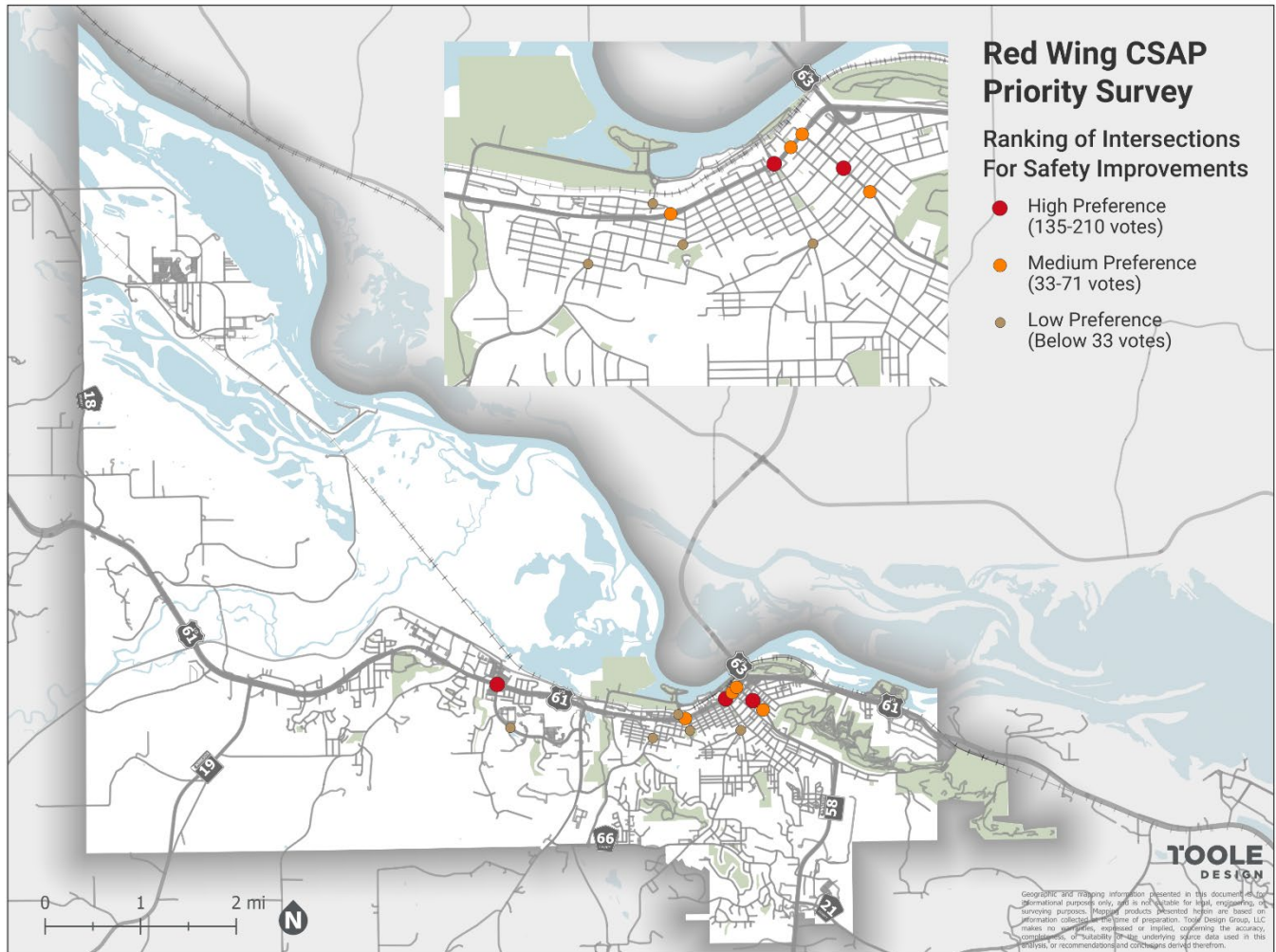


Table 4: Common Themes for Road Improvements from Online and In-Person Phase II Engagement

Locations	Issues	Suggestions
4th Street	<ul style="list-style-type: none"> ▪ Drivers speeding ▪ Poor visibility 	<ul style="list-style-type: none"> ▪ Improve lighting and pavement markings ▪ Road diet ▪ Consider turn lanes and roundabouts at intersections
6th Street	<ul style="list-style-type: none"> ▪ Dangerous intersections 	<ul style="list-style-type: none"> ▪ Speeding enforcement ▪ Improve visibility
East Avenue	<ul style="list-style-type: none"> ▪ Drivers speeding ▪ Accessibility issues 	<ul style="list-style-type: none"> ▪ Address reckless driving ▪ Speeding enforcement ▪ Repair sidewalks
Historic Downtown Area	<ul style="list-style-type: none"> ▪ Drivers speeding ▪ Aggressive driving ▪ Traffic noise ▪ Poor visibility 	<ul style="list-style-type: none"> ▪ Relocate large planters and trim trees ▪ Improve crossing safety ▪ Address excessive speeding and accelerating ▪ Make flashing signs more visible ▪ Increase pedestrian intervals
Highway 58	<ul style="list-style-type: none"> ▪ Drivers speeding ▪ Distracted driving ▪ Unsafe for students 	<ul style="list-style-type: none"> ▪ Improve crossing safety ▪ Address excessive speeding and accelerating ▪ Provide a pedestrian bridge or tunnel to access High School
Highway 61	<ul style="list-style-type: none"> ▪ Confusing and dangerous intersections ▪ Pedestrian crossing issues 	<ul style="list-style-type: none"> ▪ Reduce pedestrian and vehicle conflicts at intersections ▪ Install “Prepare to Stop When Flashing” signs ▪ Reduce vehicle conflicts at access points to Service Drive roads
North and South Service Drives	<ul style="list-style-type: none"> ▪ Accessibility issues ▪ Confusing and dangerous intersections 	<ul style="list-style-type: none"> ▪ Provide sidewalks ▪ Address driving behavior and yielding issues at intersections ▪ Clear signage
Old Fairgrounds	<ul style="list-style-type: none"> ▪ Drivers speeding 	<ul style="list-style-type: none"> ▪ Speeding enforcement ▪ Consider adding stop signs
Spring Creek Road	<ul style="list-style-type: none"> ▪ Dangerous intersections 	<ul style="list-style-type: none"> ▪ Install “Prepare to Stop When Flashing” signs

Tyler Road	<ul style="list-style-type: none"> ▪ No safe access for pedestrians and bicycles ▪ Confusing intersections 	<ul style="list-style-type: none"> ▪ Need dedicated pedestrian and bicycle routes ▪ Consider stop signs and roundabouts at intersections ▪ Crossing treatments
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RECOMMENDED POLICIES/PROGRAMS

Key takeaways from the policy and program survey and related conversations with community members are listed below. (see Figure 5 for total counts from the survey).

- **Repairing sidewalks** and **Building new sidewalks in gap areas** received the **most total votes**
- **Improve road safety around schools**, followed by **trim greenery** and **lower speed limits** also received a **high number of votes**.
- Spanish-speaking residents wanted to see **more directional pavement markings**.

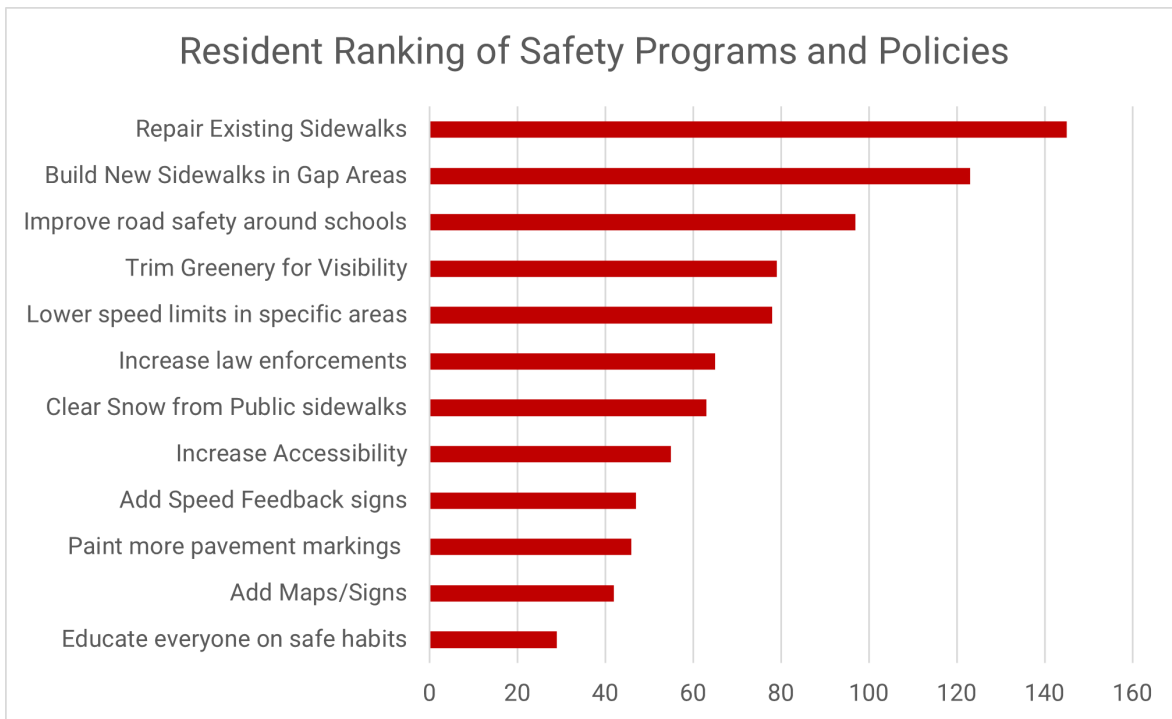


Figure 5: Total Counts for Program and Policy Survey from Online and In-Person Phase II Engagement

Common themes from the votes and comments that were left by residents was to

- Improve accessibility
- Make crossing safer for pedestrians
- Make signage and traffic laws clearer for drivers
- Reduce driving speeds and traffic noise
- Improve visibility of bicyclists and pedestrians
- Enforce good driving behavior
- Make bicycle and vehicle lane markings clearer for travelers

ENGAGEMENT EQUITY ASSESSMENT

PARTICIPANT ANALYSIS

The project team gathered input from hundreds of residents for this plan. That includes approximately 250 interactive online survey and web map participants, nearly 350 safety survey participants, 145 residents in focus feedback gatherings, and about 34 open house attendees. When feasible, the project team collected demographic information from engagement participants in an effort to evaluate whether respondents are representative of the community and help improve future outreach efforts. A summary of participant demographics is listed below:

- **Race & Ethnicity:** Survey respondents and open house attendees were primarily white with representation from other groups. Focus feedback participants were much more racially diverse, as Black, Native American, and Spanish-speaking residents were targeted for small group and one-on-one conversations.
- **Age:** Most survey and open house participants were 25-44 and 45-64 years old, with a substantial number over 65. Younger participants were much more heavily represented in the focused feedback gatherings.
- **Gender:** A majority of participants identified as female, with a smaller proportion of male participants, and a small number of gender-nonconforming participants. Focused conversations included a mix of all genders.
- **Homeownership:** Participants overwhelmingly identified as homeowners, with some renters and individuals in other living situations. Focused feedback attendees were primarily young people and/or people living in multi-family facilities.
- **Disability:** Community members with disabilities participated in both the survey and the open houses, but this demographic information was not collected for the online safety surveys. Multiple focused conversations concentrated on residents with disabilities, including those who are elderly and those who were physically and/or sight-impaired.
- **Equity Focus Areas:** The home locations of participants who answered the interactive online survey and web map were overlaid onto the Equity Focus Areas Map to see if people who live

in the highest- and high-potential disadvantaged areas were reached. Most online survey participants live in average areas of potential disadvantage, with many others who live outside of Red Wing. 9% and 13% of respondents live in the highest- and high-potential disadvantage areas respectively. 12% and 10% live in the lowest- and low-potential disadvantage areas respectively. See the Equity Focus Area section for a description of the process and results of equity mapping.

Demographics are collected to allow the project team to assess the reach of engagement strategies and ensure that a cross-section of the community is represented. This is a tool to be successful in equitable engagement, making sure that all residents have the opportunity to make their voice heard in the future planning of their community.

DEMOGRAPHICS AND CENSUS DATA

The following graphs show how participant demographics from engagement in this project compare to Red Wing's overall population. This helps understand where there may be gaps in outreach and what types of engagement is successful for reaching a diverse cross-section of the community.

This data reflects participant demographics from the open houses, the Phase I online survey, and the focused feedback gatherings. Collecting demographic information was not feasible at some of the events, such as the River City Days. Additionally, some participants opted not to disclose demographic information when the option was provided.

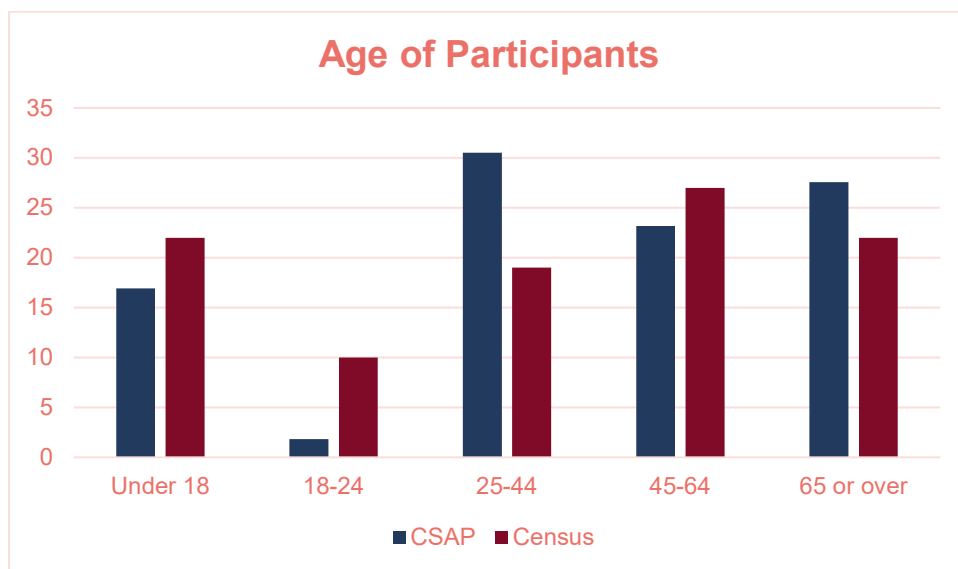


Figure 6: Age of participants

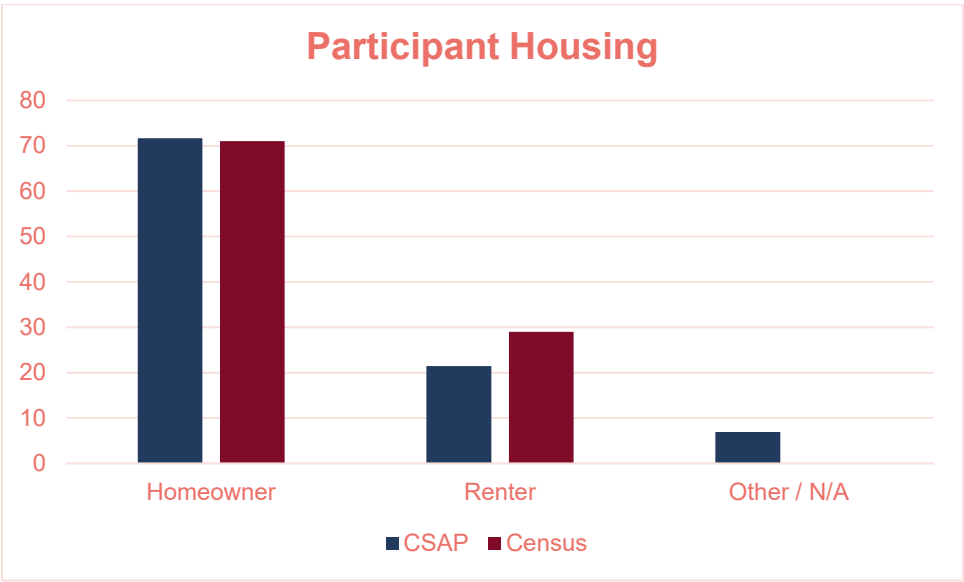


Figure 7: Participant housing

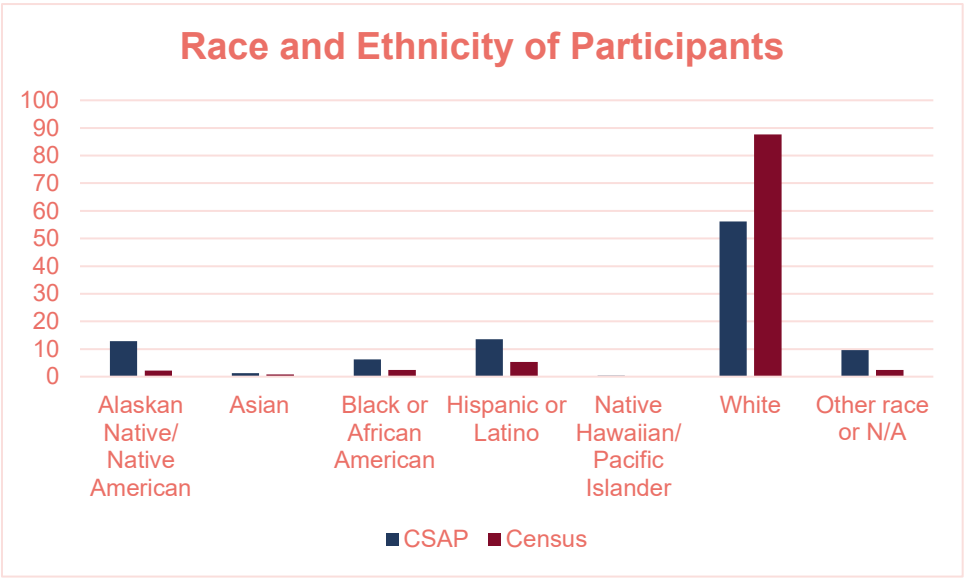


Figure 8: Race and ethnicity of participants

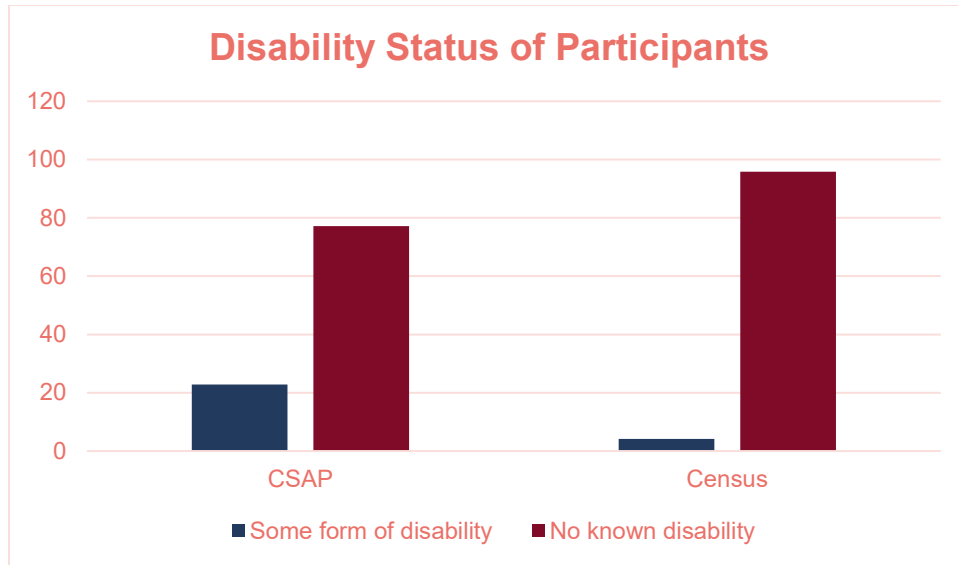


Figure 9: Participant disability status

EQUITY FOCUS AREAS

The online survey invited participants to drop a location pin where they live so we could see if a cross-section of the community was filling out the survey. The locations were overlaid onto the Equity Focus Areas Map to make sure people who live in the highest disadvantaged areas and high-disadvantaged areas were reached for survey input. The table to the right provides a breakdown of survey participant locations compared to the equity category. Note that only 205 out of the 250 participants provided their home location.

Area of Red Wing	Number	Percentage
Highest Disadvantage	18	9%
High Disadvantage	26	13%
Average Disadvantage	71	34%
Low Disadvantage	20	10%
Lowest Disadvantage	25	12%
Outside of Red Wing	45	22%

EQUITABLE ENGAGEMENT RESULTS

Using a diverse range of engagement strategies and conducting intentional outreach, particularly around gathering feedback from historically marginalized groups, was instrumental in making sure that a wide range of the community was represented in this plan. There are a variety of reasons that may prevent residents from attending specific types of engagement, such as work schedules, lack of access to internet, lack of access to childcare, discomfort in group settings, etc. The goal of engagement in this project was to provide residents with varying needs the opportunity to have a voice in future transportation safety in Red Wing.

In general, participants who attend more traditional engagement events, such as open houses, tend to be older than average when compared to Red Wing demographics. White, medium- to high- income, homeowner made up the majority of survey respondents and open house attendees. While there was a more diverse representation Red Wing at community events, the focused feedback gatherings provided the most successful opportunity to reach residents of historically underrepresented communities.

EQUITABLE ENGAGEMENT RECOMMENDATIONS

Table 5 outlines recommendations to further build relationships with the community and expand outreach. It is important to note that the demographics of engagement participants in this project are generally comparable to Red Wing’s median demographics, and occasionally historically marginalized groups are represented higher than the census average. That is often difficult to do, and the City of Red Wing works hard to make that happen. Still, there is always room for improvement.

Table 5: Equitable Engagement Analysis and Recommendations

Demographic Grouping	Analysis	Recommendation for Future Engagement
Race/Ethnicity	The first open house and online survey with web map participants were largely white. Targeted focus group and one-on-one conversations successfully engaged diverse residents.	<ul style="list-style-type: none"> ▪ Continue to promote engagement opportunities at destinations visited by racially diverse populations. ▪ Promote surveys and events in racially diverse locations with non-English translations as applicable. ▪ Continue to expand one-on-one and small group discussions.
Age	Youth and children are underrepresented in the first open house and online survey, while older adults are overrepresented at the open house. Youth and older adults were targeted and well represented in focus groups.	<ul style="list-style-type: none"> ▪ Continue to find ways to make open houses more interactive to engage youth and participants with children. ▪ Consider providing childcare at open houses. ▪ Coordinate with schools and youth programs to conduct outreach with youth.
Income	Income groups below \$30,000 were not as highly represented public engagement events as those with incomes over \$30,000. Low-income	<ul style="list-style-type: none"> ▪ Continue to coordinate with organizations that work with low-income members of the population to hold more focus groups.

	residents were well represented in focus group conversations.	<ul style="list-style-type: none"> ▪ Continue to print handouts and flyers as promotional material for people without access to the internet.
Housing Status	Renters were underrepresented in the first open house and survey but well represented in focus groups.	<ul style="list-style-type: none"> ▪ Continue to promote engagement opportunities at apartments and other rental housing, as well as other locations such as laundromats and transit stations. ▪ Continue to expand accessibility to surveys by offering printed and in-person options.
Disability	People with disabilities were represented in the open house, survey, and focused feedback gatherings.	<ul style="list-style-type: none"> ▪ Continue outreach to sight, hearing, and mobility-impaired residents. ▪ Target feedback from community members with non-visible disabilities.
Overall	Feedback was received from a range of community members, and the survey reached people in equity focus areas. While less represented in engagement strategies that were open to the public, historically marginalized groups were very well represented in focused feedback gatherings when compared to the demographic population of Red Wing.	<ul style="list-style-type: none"> ▪ Host more pop-ups at community events and at daily destinations. ▪ Expand on focused feedback gatherings, including follow-up conversations. ▪ Continue to work with trusted sources in various communities to expand outreach. ▪ Consider an ambassador program to expand the network and streamline outreach.