



ENGAGEWINONA

**Comprehensive Plan Update
Draft Vision + Values
Feedback Summary**

Presented February 2022



Introduction

In collaboration with the project team, Engage Winona created and promoted a short survey to collect input on a draft statement of vision and values. This Phase 2 survey was open from February 9-20 and received a total of 212 responses.

In Engagement Phase 1, throughout fall 2021, we reached out and heard from a diverse, representative cross-section of over 2,000 Winonans. With this robust community input, the project team created a draft statement of Winona's future vision and core values, reflecting what we heard in Phase 1. The vision and values provide a foundation for the key directions of the Comprehensive Plan. A vision is a concise, overarching statement of the community's aspirations for how the city should feel, look, function, and evolve over the next 20 years. The core values are statements of what is important to people in Winona, and they accompany the vision as threads connecting the present to the future.

In the sections below, we unpack public input on the draft statements in a few different ways. We include a high-level overview by level of agreement. Then we summarize the full range of open-ended responses received. Finally, we present all of the comments from those who did not agree with the statements to provide context for future drafts.

Draft Vision Input

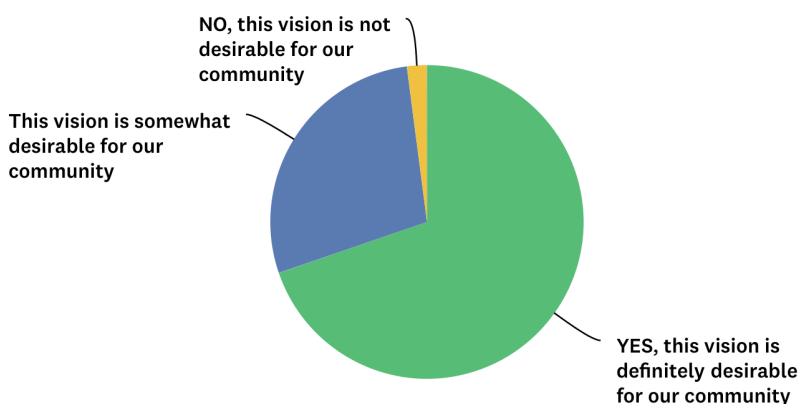
Vision feedback

For each part of the vision and values, we asked folks to reflect on the statement and then offer suggestions for improvement.

Draft Vision Statement: In 2045, Winona is a vibrant, welcoming river city where community activities strengthen our connections with each other; our neighborhoods, historic downtown, riverfront, industrial, and commercial areas are thriving; and our beautiful recreation spaces are accessible to all.

Respondents chose between the following:

- Yes, this vision is **definitely desirable** for our community (70% of responses)
- This vision is **somewhat desirable** for our community (28% of responses)
- No, this vision is **not desirable** for our community (2% of responses)



We received 94 comments about the vision statement. All of the comments are available as part of the release of this report, and we have summarized all of the themes below. Note that some comments touched on more than one theme, and the counts below show the total number of times each theme was mentioned.

- Explicitly incorporate diversity, equity, accessibility, and/or inclusion into vision statement (25 mentions)
- The statement is too vague, broad, or timid (11 mentions)
- Explicitly incorporate education into vision statement (10 mentions)
- General agreement with the statement (10 mentions)
- Suggested revisions for word choice, phrasing, etc (10 mentions)
- Explicitly incorporate arts into vision statement (9 mentions)
- Explicitly incorporate environmental sustainability (7 mentions)
- Remove references to growth and/or buildings (5 mentions)
- Statement must be measurable and attached to shorter-term goals (4 mentions)
- Explicitly incorporate safety into statement (4 mentions)
- Explicitly mention visitors/tourists (3 mentions)
- More focus on growing business and tax base (2 mentions)
- Reference “small town” (2 mentions)
- Inclusion of innovation, new ideas (1 mention)
- Feature churches (1 mention)
- Include a community center (1 mention)
- Include health (1 mention)
- Highlight history and historic areas across Winona (1 mention)
- Include municipal services (1 mention)
- Acknowledge size constraint (1 mention)

Respondents who felt the statement was **not desirable** shared the following suggestions (2 received):

- This emphasis on growth, is NOT appreciated by all. I don't look forward to: congestion, pollution, noise, crowds, and growth in general.



- I read the above as just our recreation spaces are accessible to all. EVERYTHING should be accessible to all. And I am not confident that all Winona's recreation spaces are even accessible to all. I would rather see this vision statement say "all spaces are accessible to all". That's a great vision.

Draft Values Input

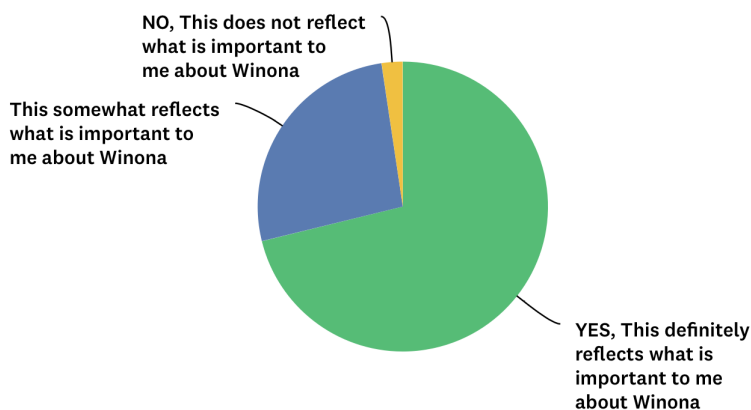
Values feedback: Livability & Well-being

For each part of the vision and values, we asked folks to reflect on the statement and then offer suggestions for improvement.

Draft Core Value Statement: We value our community services and events that support the holistic health of the community and bring us together. We cherish our close-knit community and work toward a future where all who live here feel a sense of belonging, safety, and ease of getting around in the way we choose.

Respondents chose between the following:

- Yes, this **definitely reflects** what is important to me about Winona (71% of responses)
- This **somewhat reflects** what is important to me about Winona (26% of responses)
- No, this **does not reflect** what is important to me about Winona (2% of responses)



We received 51 comments about this statement. All of the comments are available as part of the release of this report, and we have summarized all of the themes below. Note that some comments touched on more than one theme, and the counts below show the total number of times each theme was mentioned.

- Suggested revisions for word choice, phrasing, etc (18 mentions)
 - Holistic didn't resonate with 6 respondents
 - Close-knit didn't resonate with 11 respondents
- Explicitly incorporate diversity, equity, and/or inclusion (10 mentions)



- Include a structure for implementation and/or accountability for community services that support all regardless of background or identity (10 mentions)
- Address access to government - participation, information (3 mentions)
- Remain a small town (3 mentions)
- Define specific transportation improvements (2 mentions)
- Add language that welcomes newcomers (2 mentions)
- Relate to the indigenous peoples of the area (1 mention)
- Explicitly refer to history and historical buildings (1 mention)
- Include safe and affordable housing (1 mention)
- Stop enforcing marijuana laws (1 mention)
- Include supporting seniors to age in place (1 mention)
- Explicitly incorporate natural resources (1 mention)
- Explicitly include visitors (1 mention)

Respondents who felt the statement did **not reflect** what was important to them about Winona shared the following suggestions (3 received):

- I don't agree that this statement reflects Winona. Winona's services and community health support are drastically lacking. There is nothing holistic about Winona's failure to provide care for those in need of it and I don't know what close-knit group of people you are referring to.
- Livability and well being are very subjective ideas and would have very very diverse meanings within the community. I do not think that is addressed at all in this statement
- the smallness has led to small minded ness and racial supremacy by whites, who think they hide it well, but they don't. this is a global village now and Winona is way to white and way too prejudiced against anybody different in any way

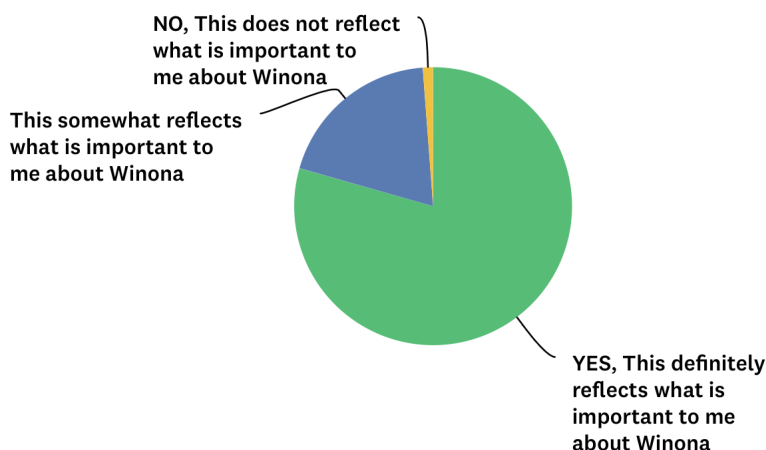
Values feedback: Environment & Recreation

For each part of the vision and values, we asked folks to reflect on the statement and then offer suggestions for improvement.

Draft Core Value Statement: We cherish our natural environment with the river, lake, bluffs, and backwaters that are a source of enjoyment and recreation activities for all residents and visitors. We will actively preserve and enhance our environment so that it is a source of connection and enjoyment for future generations.

Respondents chose between the following:

- Yes, this **definitely reflects** what is important to me about Winona (79% of responses)
- This **somewhat reflects** what is important to me about Winona (19% of responses)
- No, this **does not reflect** what is important to me about Winona (1% of responses)



We received 43 comments about this statement. All of the comments are available as part of the release of this report, and we have summarized all of the themes below. Note that some comments touched on more than one theme, and the counts below show the total number of times each theme was mentioned.

- Include a structure for implementation and/or accountability for environmental conservation, including reducing pollution, litter, etc (12 mentions)
- Suggested revisions for word choice, phrasing, etc (11 mentions)
 - Broaden statement to include parks, trails, green spaces
 - Specify pedestrian and bike safety and sustainable lifestyle
- Include neighborhood parks and green spaces in the city (4 mentions)
- Include reference to climate change, future (3 mentions)
- Explicitly incorporate diversity, equity, accessibility, and/or inclusion (3 mentions)
- Include reference to the built environment (3 mentions)
- Respect, acknowledge indigenous people (2 mentions)
- Address industrial growth with an environmental framework (2 mentions)
- Add references to increasing recreation opportunities and conservation areas (2 mentions)
- Preserve the views (2 mentions)
- Include collaboration to enhance outdoor recreation (1 mention)
- Include recreation activities (1 mention)

Respondents who felt the statement did **not reflect** what was important to them about Winona shared the following suggestion (1 received):

- I feel like adding “actively enhance” is a attempt to include veiled language to use for future destruction of natural spaces for business use. It also only speaks to the preservation because these spaces are “fun” or “useful” vs. the acknowledgement that the spaces serve significant environmental needs for our native wildlife and plants, and serve many purposes within our greater environmental impact. Our natural spaces should be protected for what they do for our world - not just because we could maybe dirt bike on them, or create park structure, or develop



into business infrastructure, etc. It also does not acknowledge climate change and our responsibility to be future proof to its impacts on our local environment.

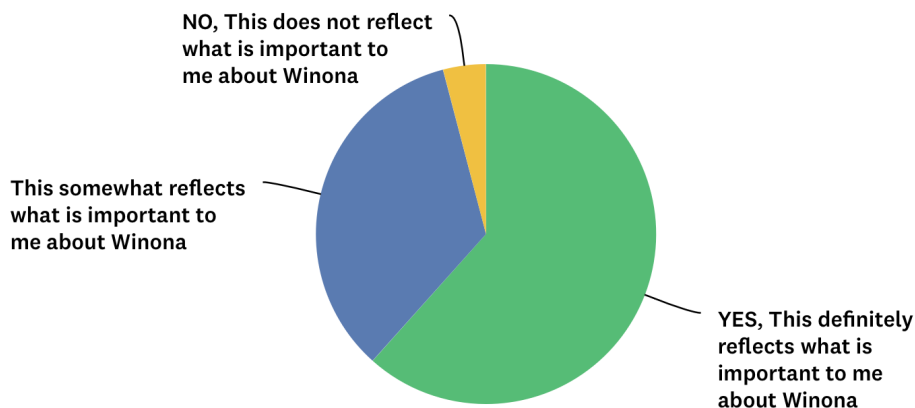
Values feedback: Entrepreneurship & Economy

For each part of the vision and values, we asked folks to reflect on the statement and then offer suggestions for improvement.

Draft Core Value Statement: We celebrate our robust, diverse economy and treasure our historic downtown that is a hub for business and community activity and connects us to our entrepreneurial past and future. We strive to maintain our unique historical assets and create resilient infrastructure that enhances and supports economic activity.

Respondents chose between the following:

- Yes, this **definitely reflects** what is important to me about Winona (62% of responses)
- This **somewhat reflects** what is important to me about Winona (34% of responses)
- No, this **does not reflect** what is important to me about Winona (4% of responses)



We received 43 comments about this statement. All of the comments are available as part of the release of this report, and we have summarized all of the themes below. Note that some comments touched on more than one theme, and the counts below show the total number of times each theme was mentioned.

- Suggested revisions for word choice, phrasing, etc (8 mentions)
 - Define resilient infrastructure
 - Improve historical assets
 - Downtown Winona is not a hub
 - Emphasize present thriving
- Downtown is essential to the community, has local businesses (6 mentions)
- Explicitly incorporate diversity, equity, accessibility, and/or inclusion - an economy that supports all people to thrive, have dignity (6 mentions)



- Focus on the future and new generation (5 mentions)
- Maintain current level of economic and downtown activity - no more growth (4 mentions)
- Statement is too broad or unclear (3 mentions)
- Include environmental sustainability (2 mentions)
- Include a structure for implementation and/or accountability (1 mention)
- Explicitly state the value of Winona's diverse economy with a balance of small and large businesses (1 mention)
- Include bike trails (1 mention)
- Include housing (1 mention)
- Specific mention of manufacturing and arts philanthropy (1 mention)
- Include a vision for neighborhoods to build and create identity (1 mention)
- Take Red Wing as an example (1 mention)
- Affirm small local businesses (1 mention)
- Include explicit reference to tourism (1 mention)

Respondents who felt the statement did **not reflect** what was important to them about Winona shared the following suggestions (5 received):

- Be more specific. This statement also feels like it holds too many veiled individual motivations.
- NO DIVERSITY TO SPEAK OF, WHITE DOMINANT VERSUS REAL WORLD
- Waaaaaaay too much emphasis on history. Move on! Move forward!
- Sometimes it's time to leave the past behind and move past things that just don't work in today's world.
- Downtown Winona hasn't been a work hub in many years

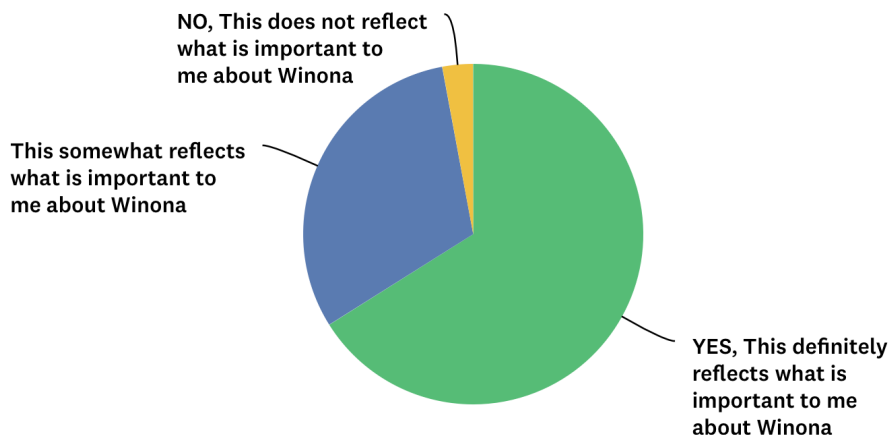
Values feedback: Learning & Arts

For each part of the vision and values, we asked folks to reflect on the statement and then offer suggestions for improvement.

Draft Core Value Statement: We value our diversity of educational offerings, events, and community institutions that support lifelong learning and exploration of the arts in both formal and informal settings, and we work to empower our youth to thrive both in school and in our community as a whole.

Respondents chose between the following:

- Yes, this **definitely reflects** what is important to me about Winona (66% of responses)
- This **somewhat reflects** what is important to me about Winona (31% of responses)
- No, this **does not reflect** what is important to me about Winona (3% of responses)



We received 45 comments about this statement. All of the comments are available as part of the release of this report, and we have summarized all of the themes below. Note that some comments touched on more than one theme, and the counts below show the total number of times each theme was mentioned.

- Suggested revisions for word choice, phrasing, etc (11 mentions)
 - Change arts to cultural activities
 - Add or remove lifelong learning
 - Include language about accessibility
 - Statement is not robust
- Explicitly incorporate diversity, equity, accessibility, and/or inclusion - equitable distribution of resources and access to services (8 mentions)
- Revisit pairing of learning and arts (6 mentions)
 - Remove arts - there are many kinds of lifelong learning
 - Learning and arts are distinct
 - Arts contribute to community identity, not just learning
 - Add more emphasis on the arts
- Expand or focus age range (5 mentions)
- Improve K-12 education (4 mentions)
- Ideas for implementation (3 mentions)
- Maintain current level of education and arts (3 mentions)
- Include language about higher education specifically (2 mentions)
- General agreement with the statement (2 mentions)
- Include explicit reference to the built environment (1 mention)
- Include explicit reference to jobs (1 mention)
- The community did not participate and won't support this (1 mention)

Respondents who felt the statement did **not reflect** what was important to them about Winona shared the following suggestions (2 received):

- I wish this were true... every day I see evidence of our total lack of commitment to quality education (our schools are a mess), we don't care about underrepresented socio economic, racial,



immigrant, and LGBTQ+ populations, and I'm damn sick and tired of everyone trying to take over the few places the youth have in this town (prime example... East End Rec and parks for seniors or cops... two populations who historically are totally adversarial to youth). We also don't support parents with kids who desperately need quality daycare. This town is a nightmare to raise kids for all but a small population of very privileged people.

- Replace and upgrade schools first. Also, make the things available to learn - in school and for adults just wanting to learn more - more practical, and advertise it everywhere.