

McMinnville Stakeholder Results

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CP² Consulting

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Cory's Background

10 yrs. in local government, 6 as a 911 Dispatcher

4 yrs. VP at a mission-driven tech start up (Polco/National Research Center)

Leadership roles in the Alliance for Innovation and the Wisconsin City/County Management Association

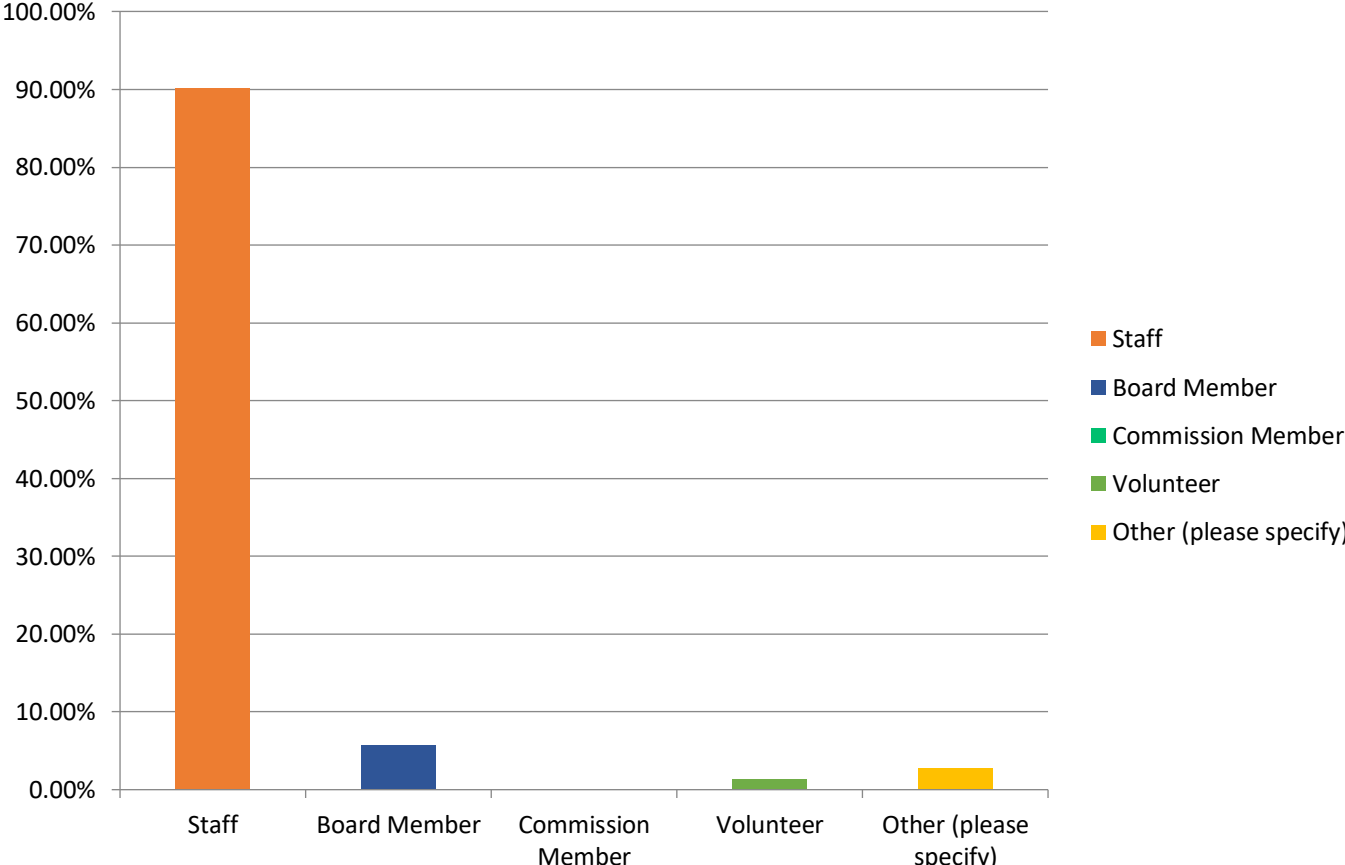
Presents at conferences nationally on innovation, use of data, and engaging hard to reach populations

Internal Stakeholder Survey Results

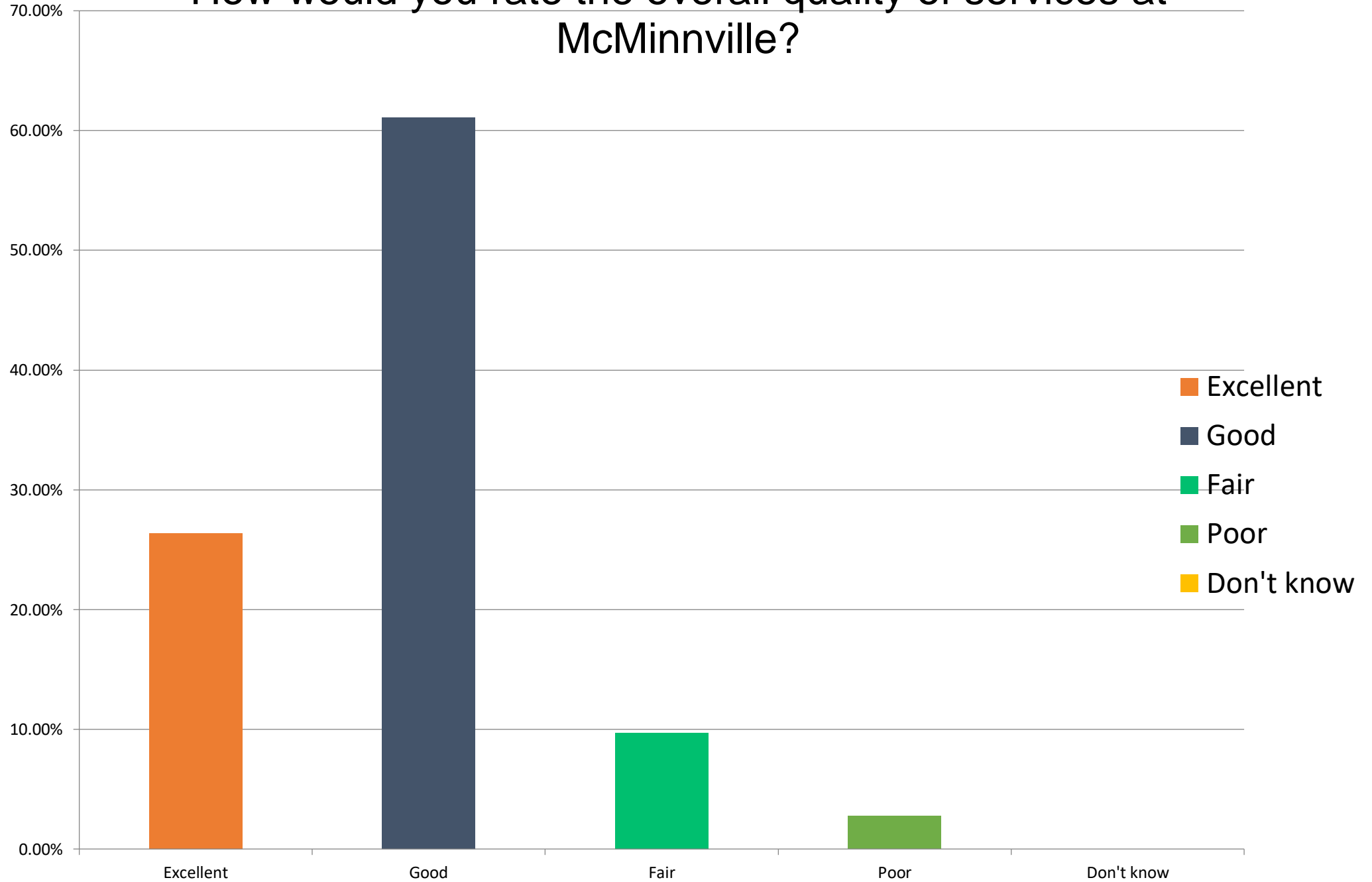


Survey Respondents:

What is your role with the City of McMinnville?

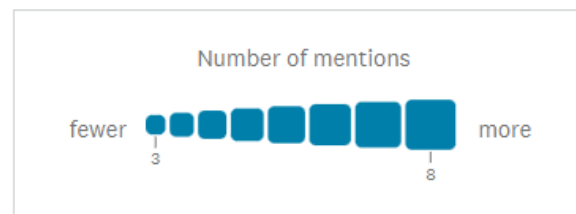


How would you rate the overall quality of services at McMinnville?

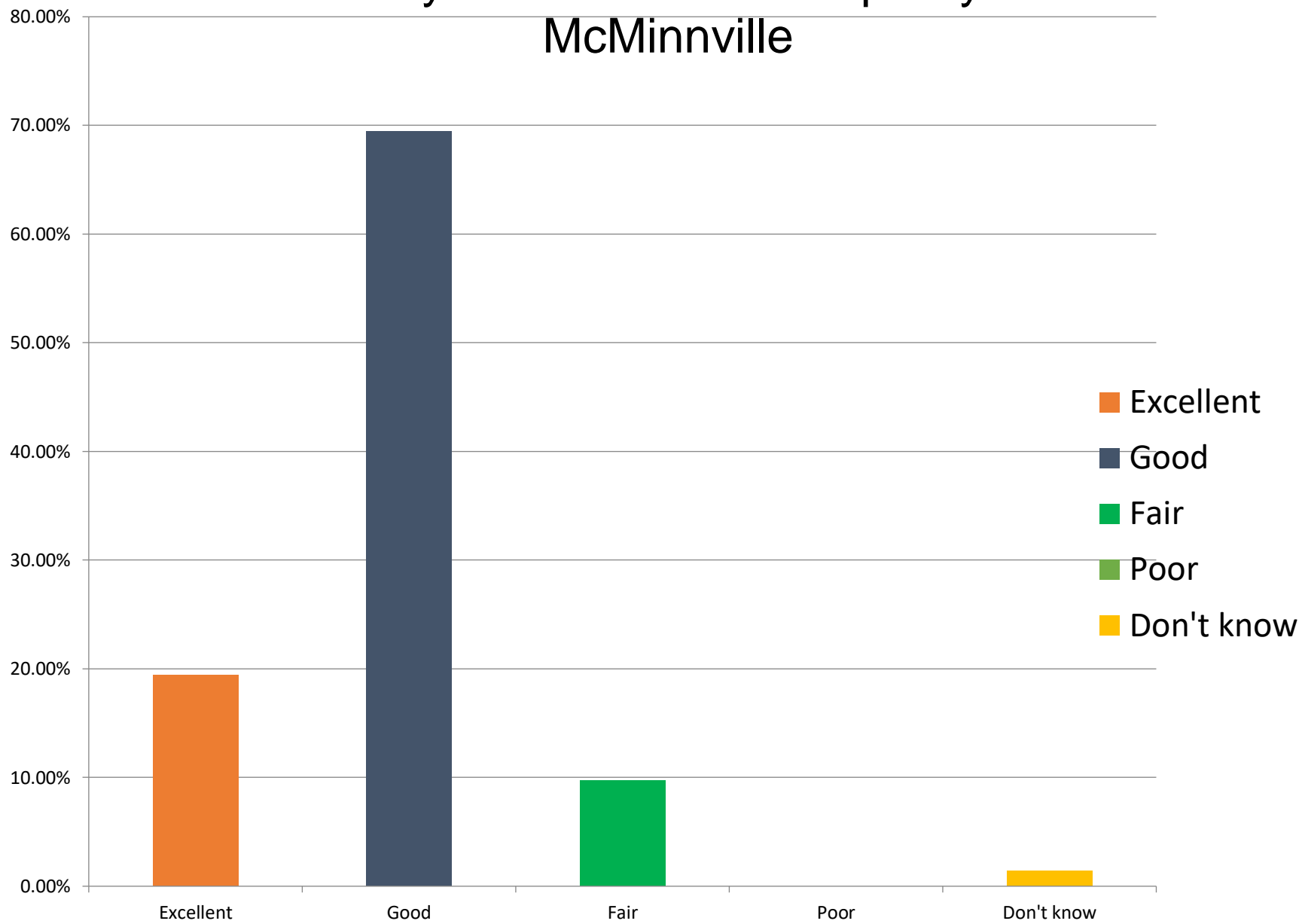


What city service(s), if any, do you believe needs improvement?

improvements police department
public street
Improve Fire equipment
employees Infrastructure
Public Works

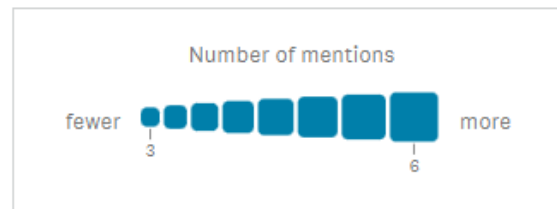


How would you rate the overall quality of life in McMinnville

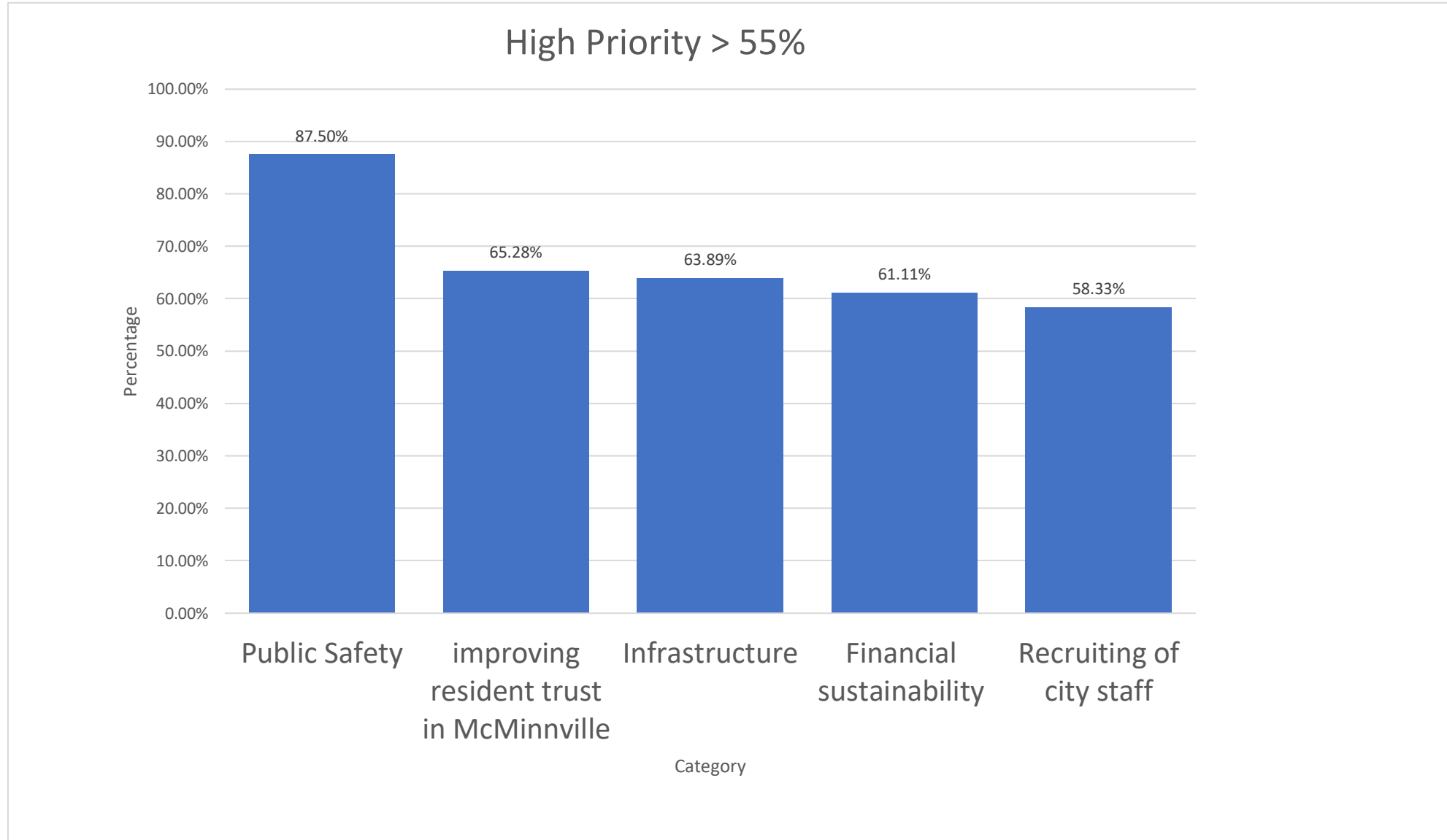


What one improvement, if any, could have the greatest positive impact on quality of life in McMinnville?

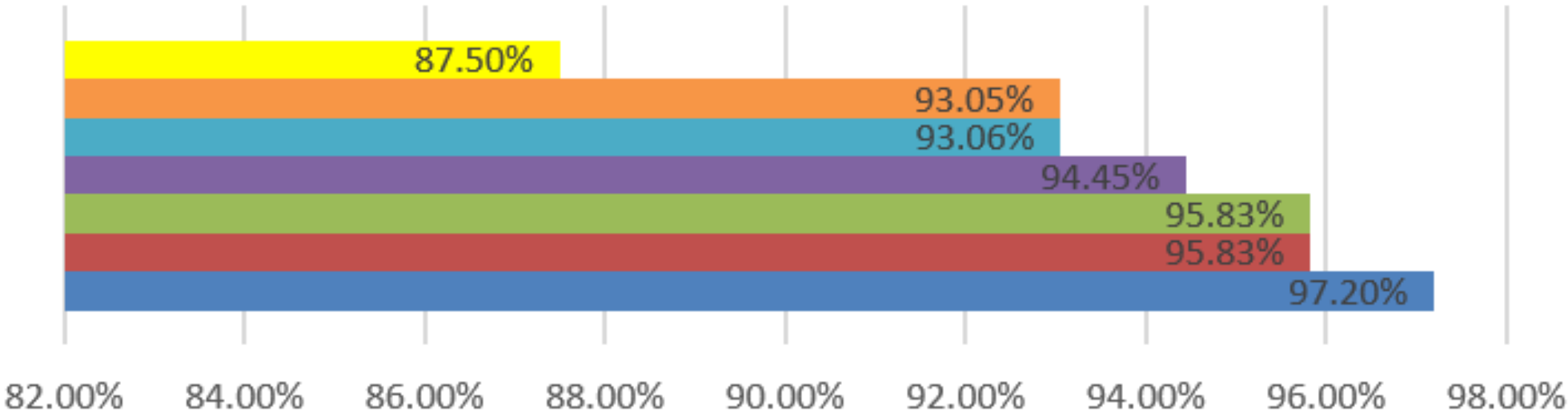
communication community
Roads FireCity activities
homeless equipment
places eat police department



Over the next 3-5 years, please indicate how much of a priority each of the following should be for the City of McMinnville:

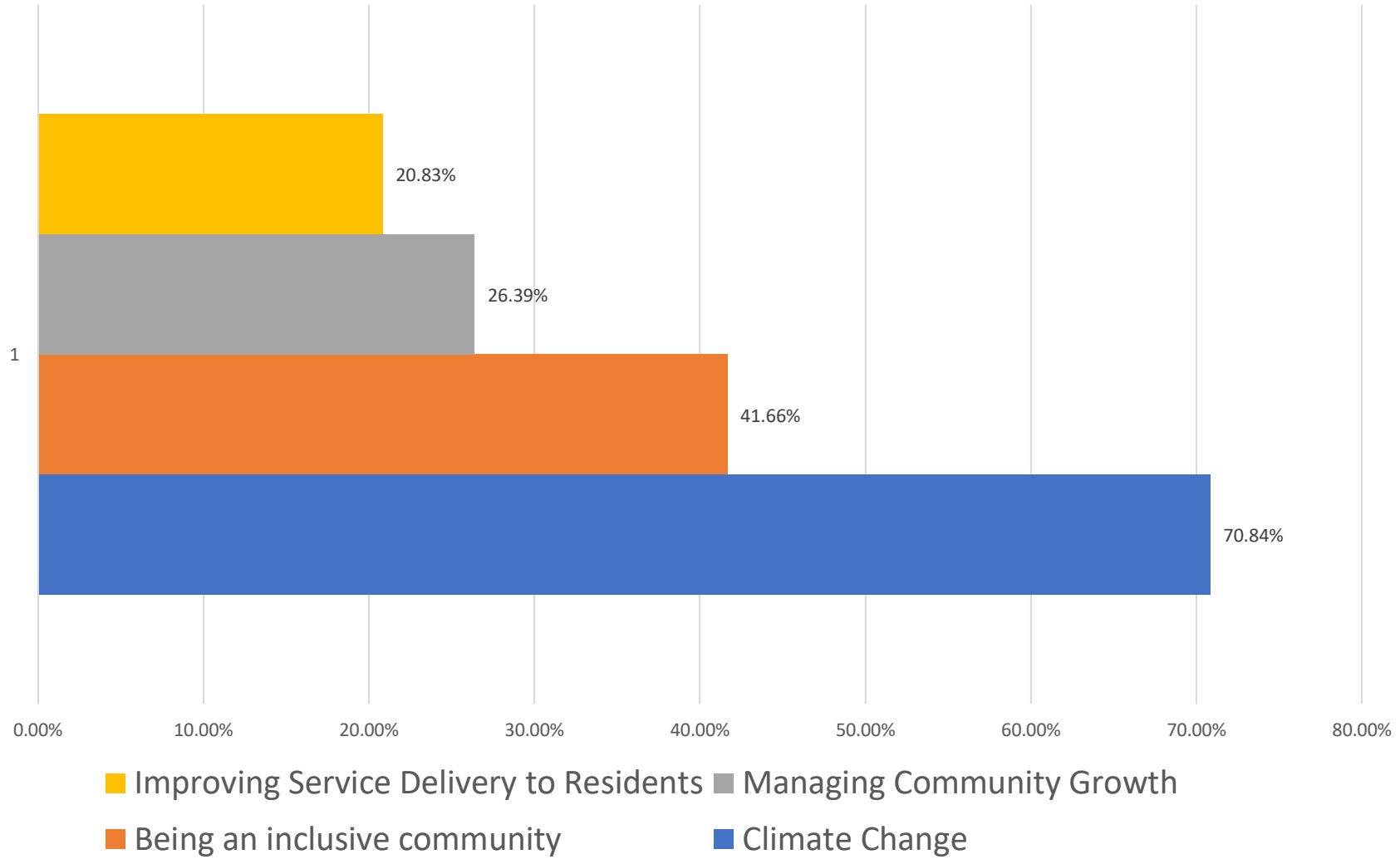


High and Medium Priority > 80%

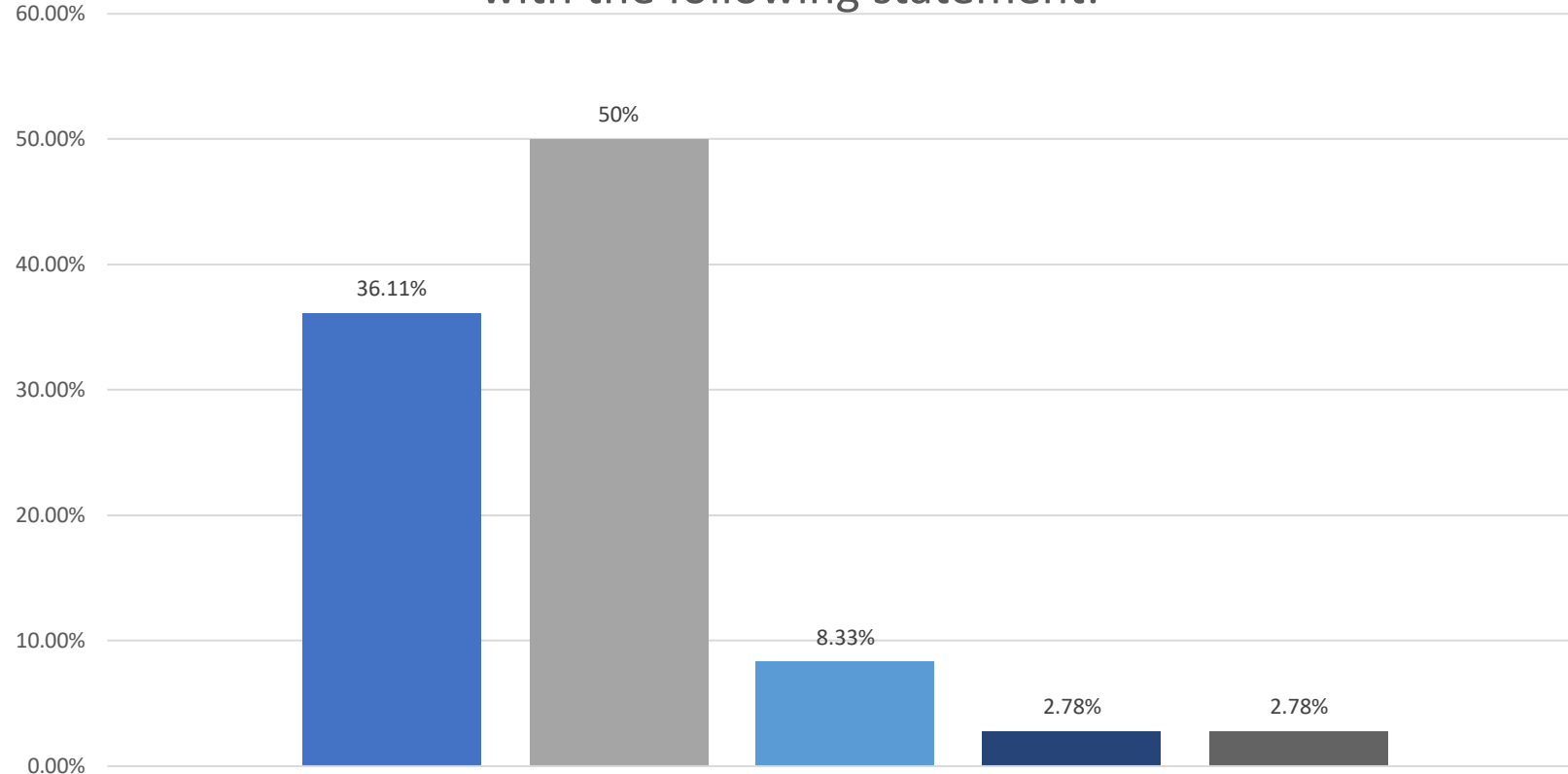


- Affordability
- Economic Development
- Improving Resident Trust in McMinnville
- Infrastructure
- Recruiting of City Staff
- Financial Sustainability
- Public Safety

Low Priority > 20%



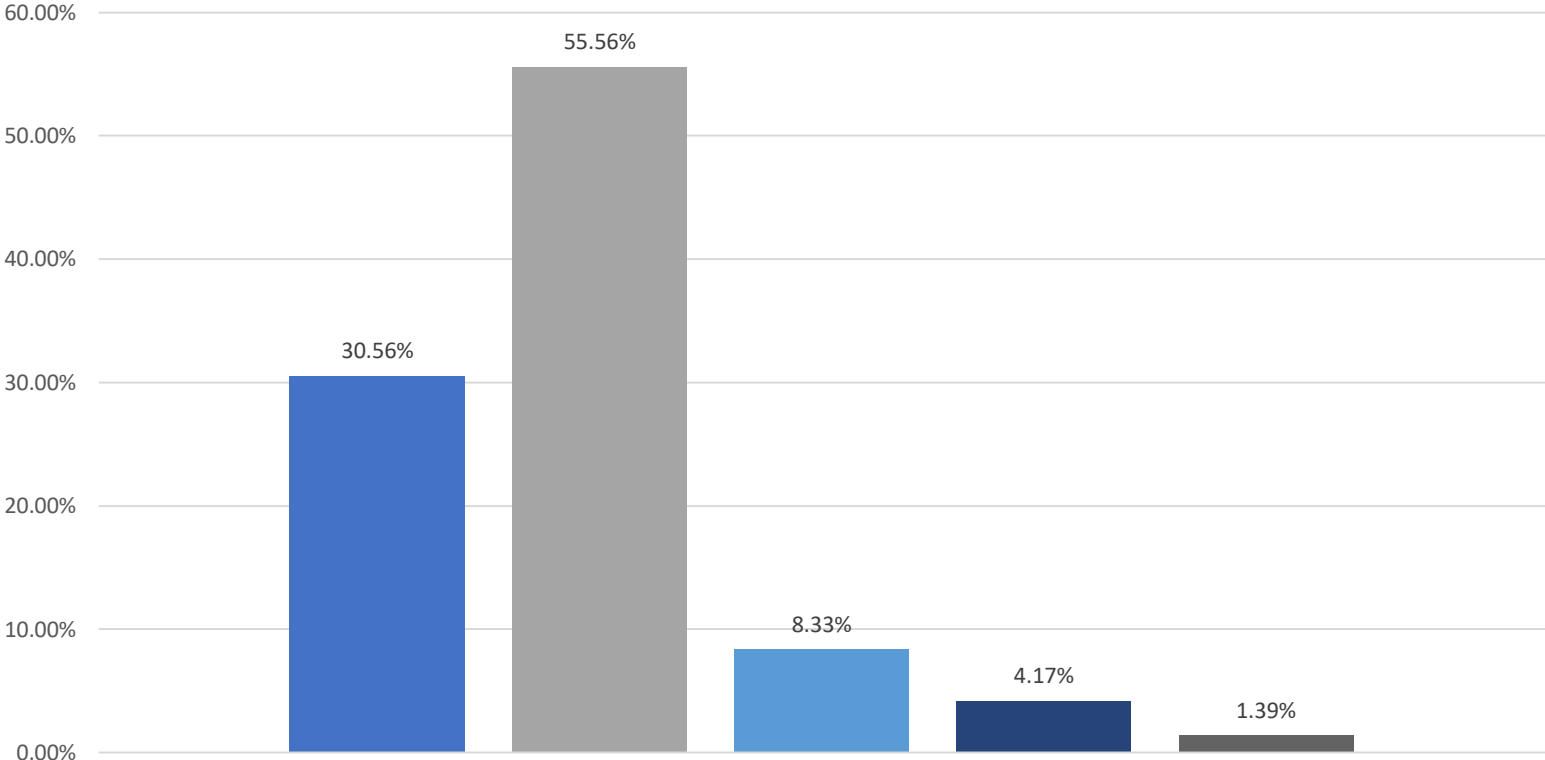
Please indicate to the extent in which you agree or disagree with the following statement:



McMinnville operates with openness and transparency

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

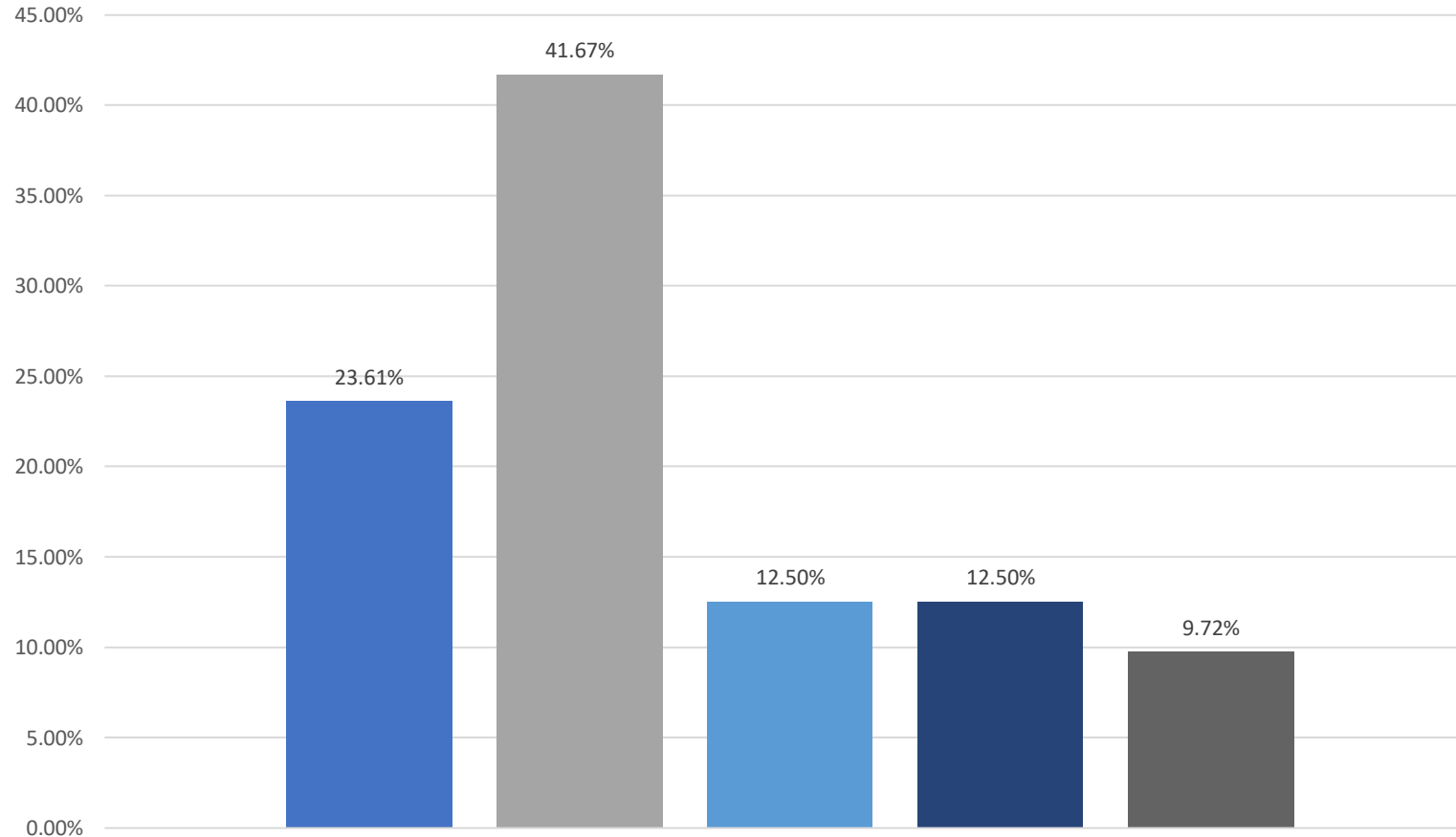
Please indicate to the extent in which you agree or disagree with the following statement:



McMinnville does a good job communicating with residents

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

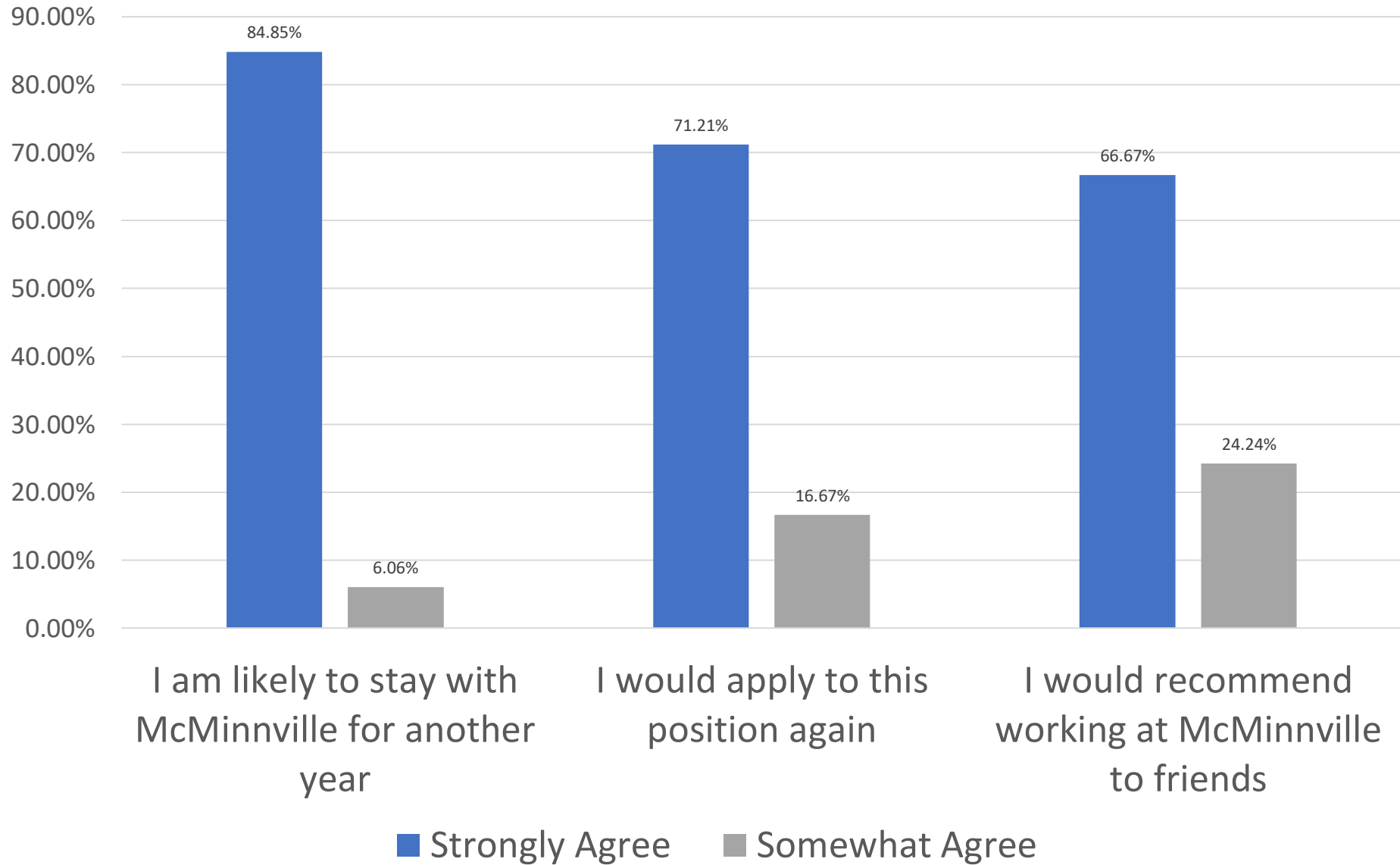
Please indicate to the extent in which you agree or disagree with the following statement:



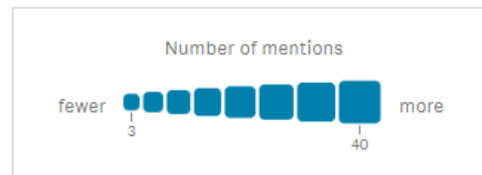
McMinnville is open to new ideas and ways of doing things

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

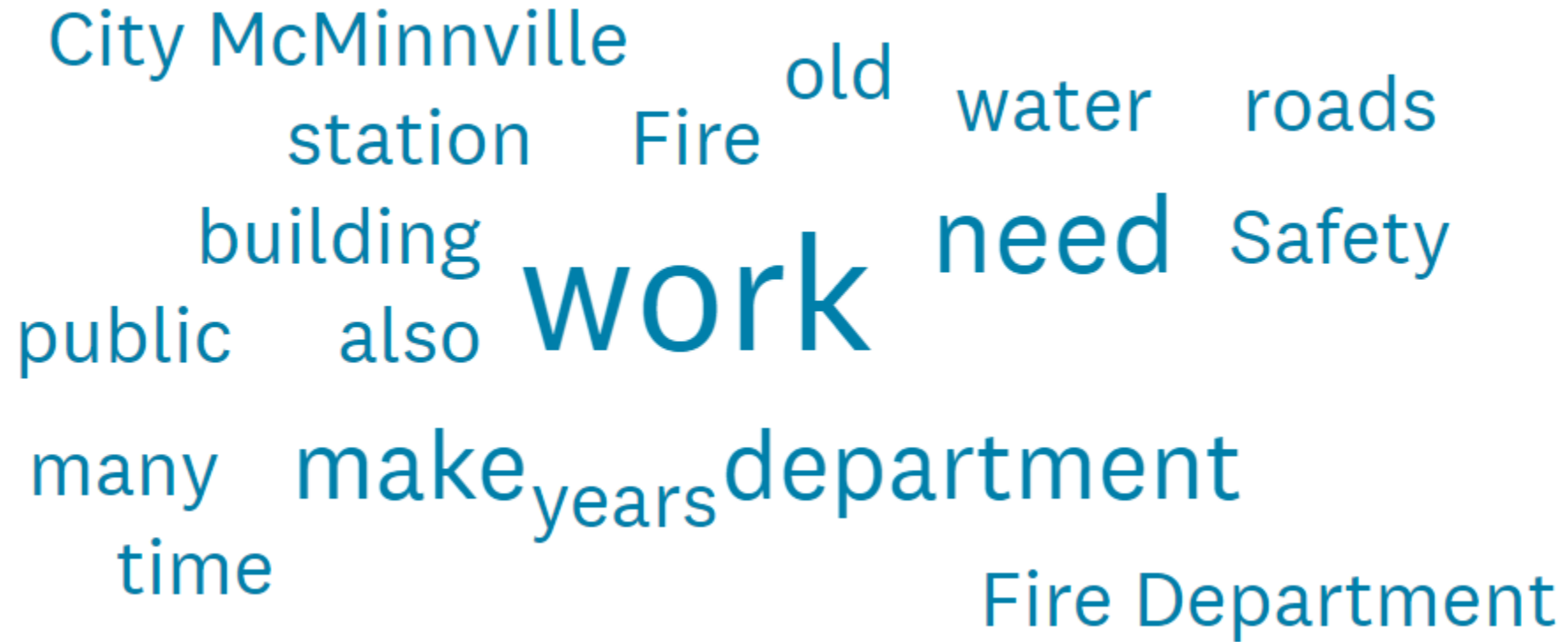
If you are an employee of McMinnville please indicate the degree you agree with each statement:



Would you recommend the City of McMinnville as a place to live? Why or why not?



Please add any additional information you think would help to inform the strategic planning process at McMinnville



A word cloud of feedback text in blue. The words are arranged in a non-uniform, overlapping manner. The most prominent word is 'work', which is significantly larger than the others. Other words include 'need', 'department', 'Fire Department', 'City McMinnville', 'station', 'Fire', 'old', 'water', 'roads', 'building', 'Safety', 'public', 'also', 'many', 'make', 'years', 'time', and 'Fire Department'.

City McMinnville
station Fire old water roads
building need Safety
public also **work**
many make years department
time Fire Department

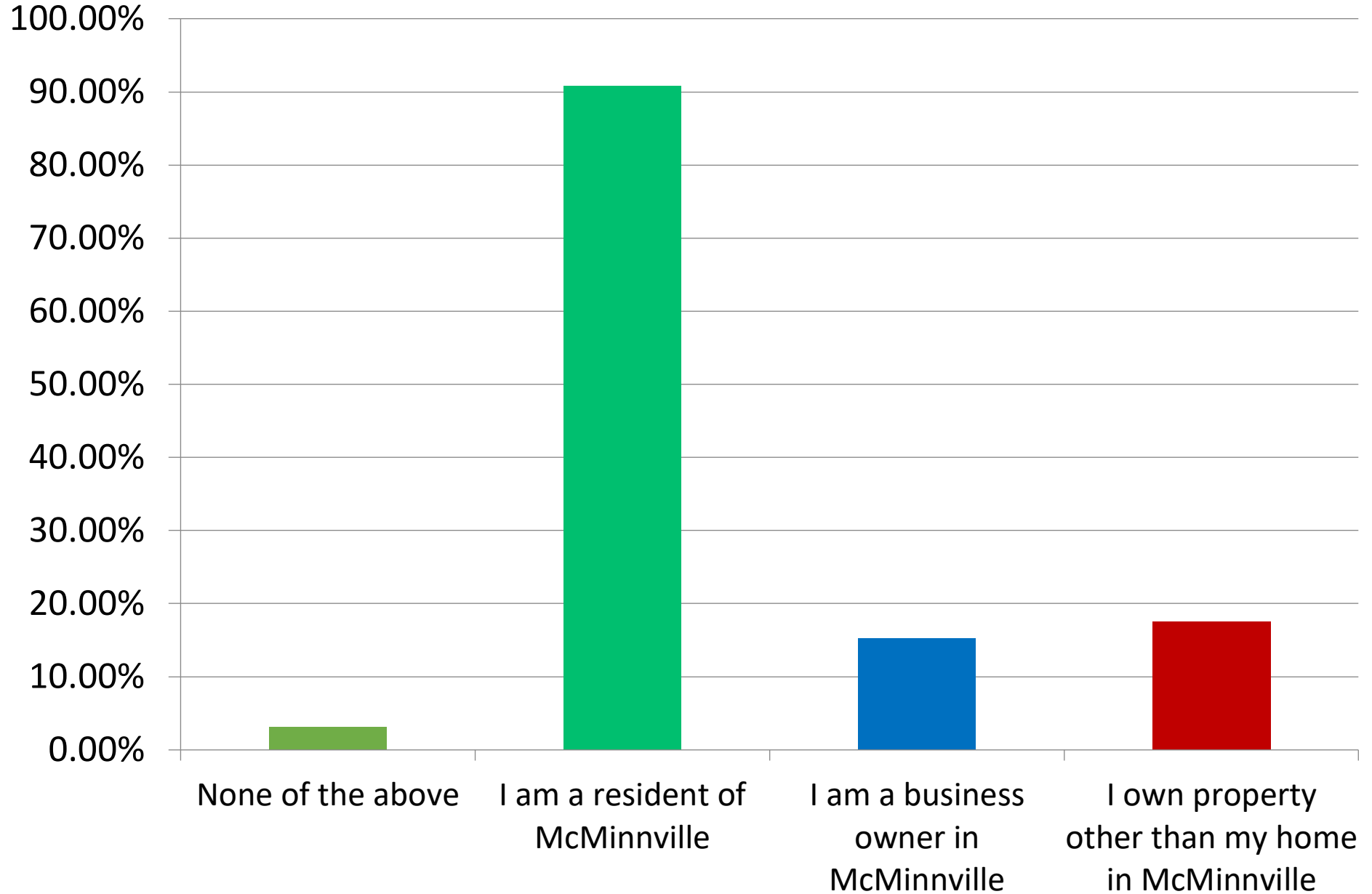


Questions?

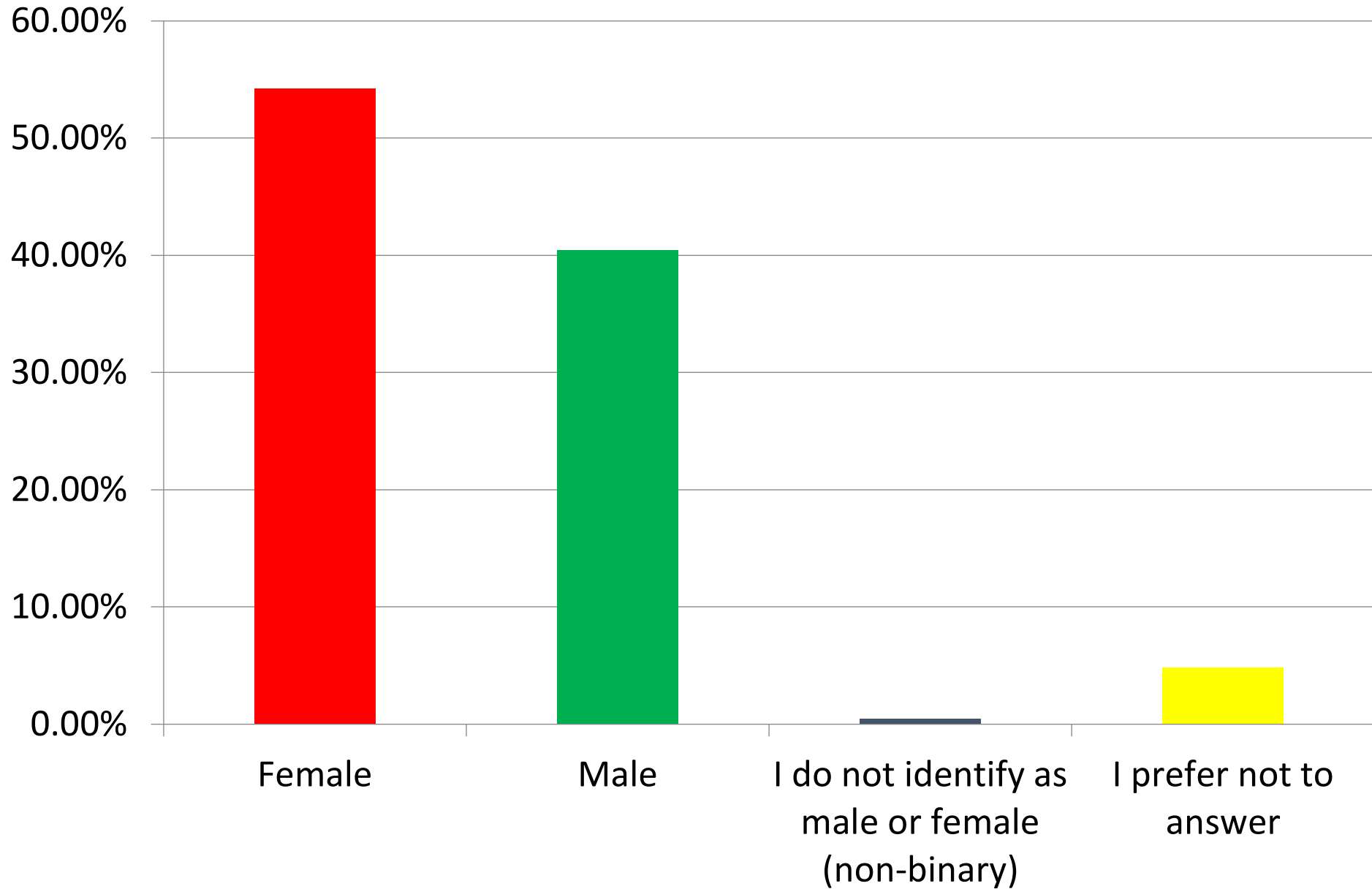
Community Survey Results



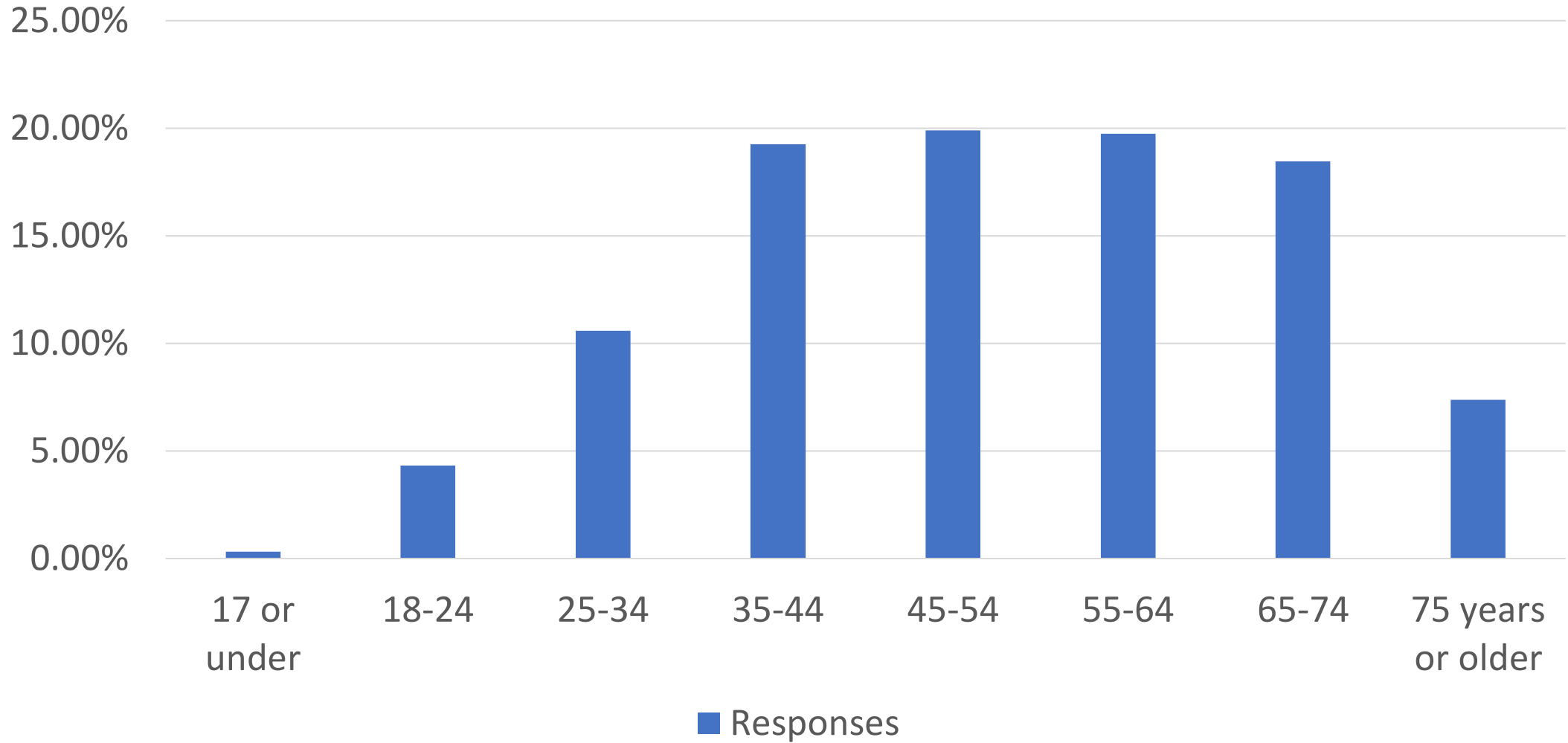
Please choose all that apply:



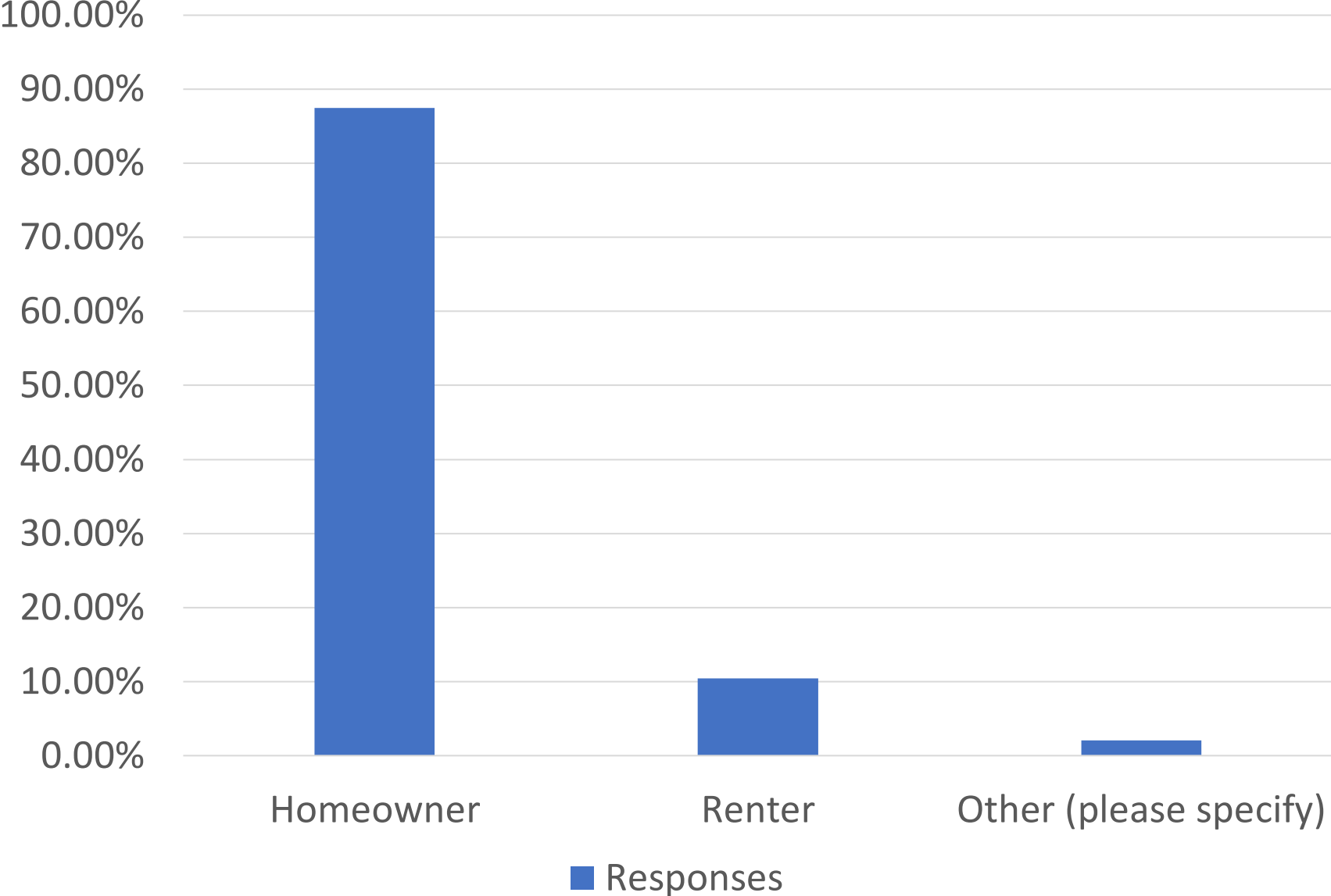
What is your gender?



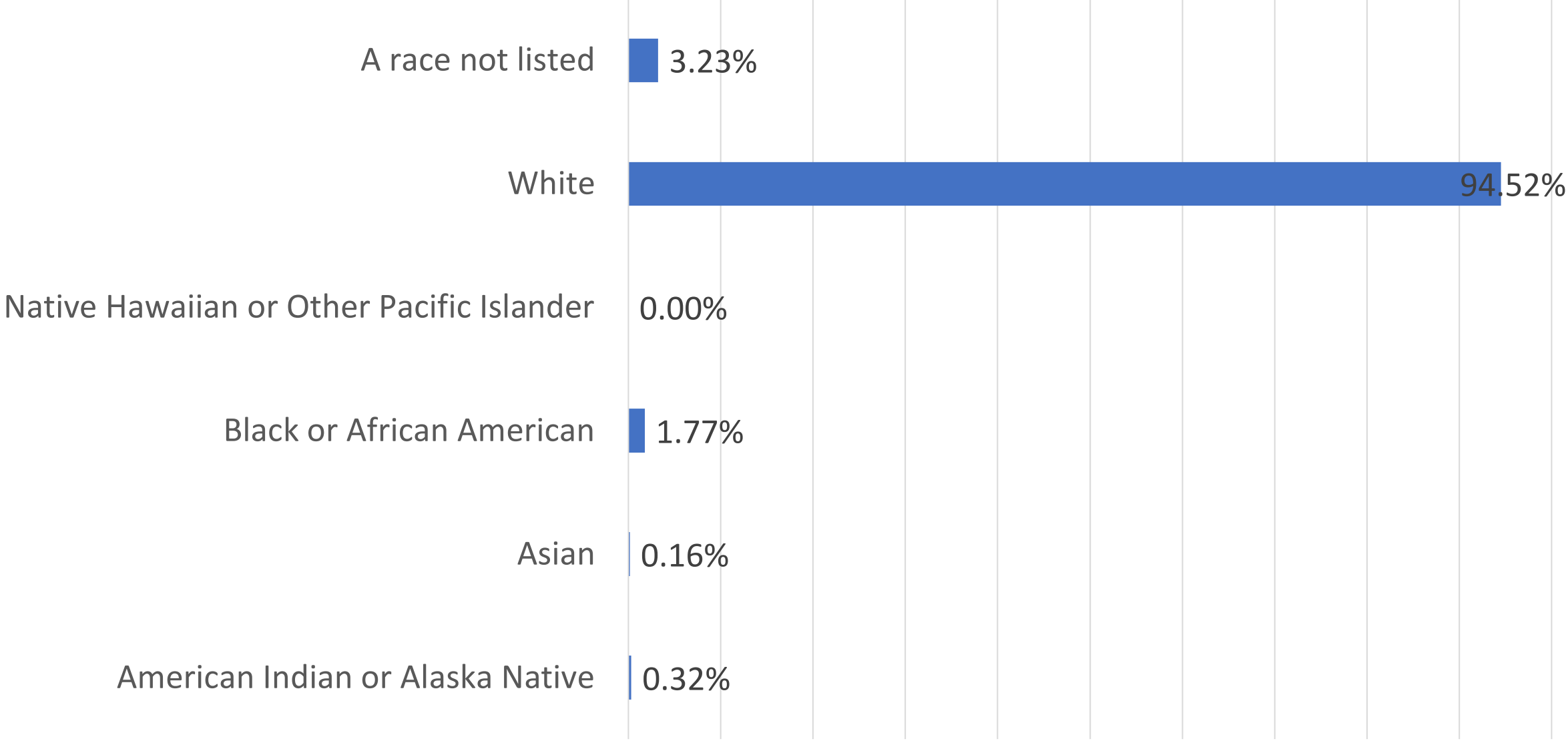
What is your age?



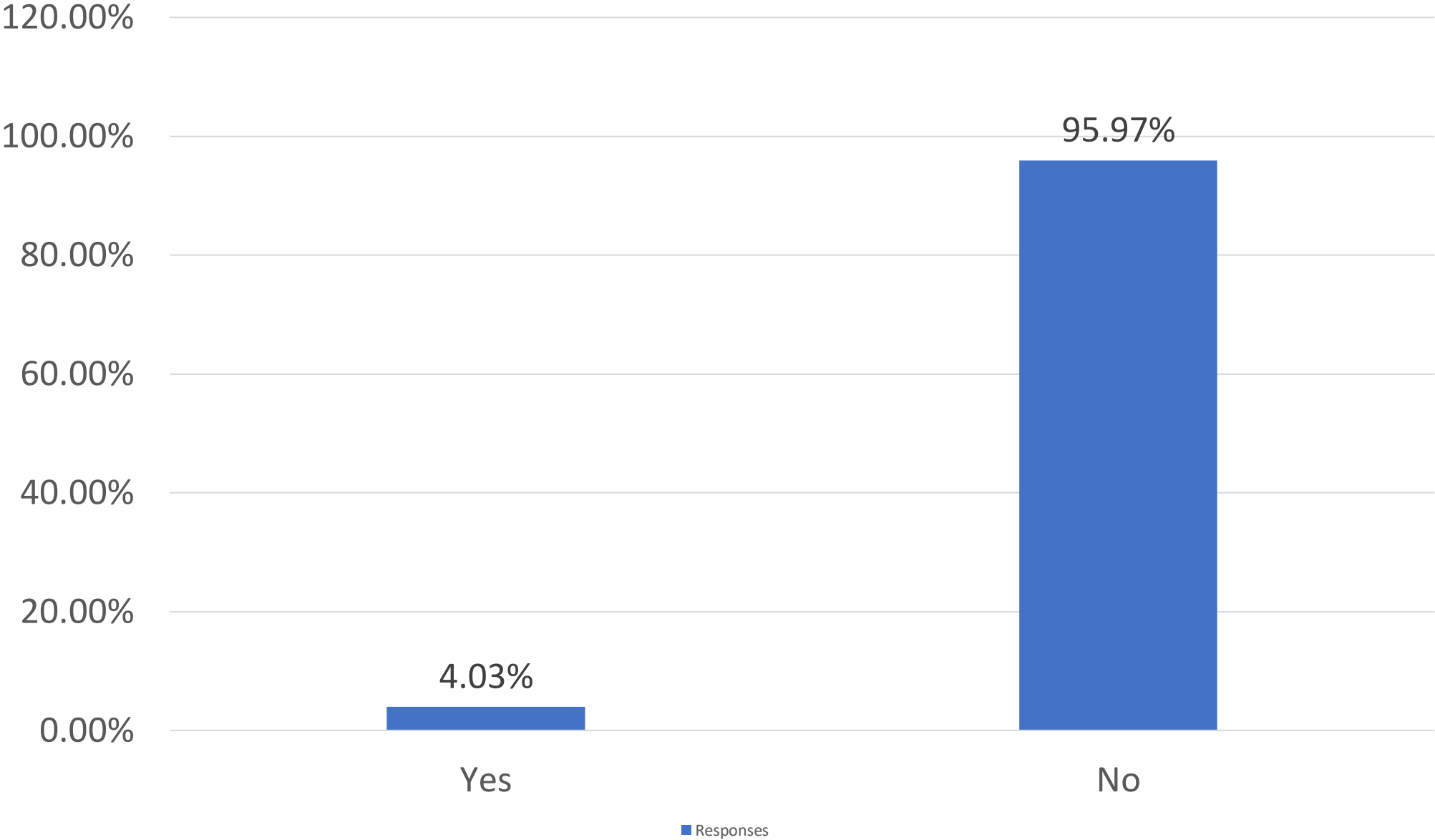
What is your living situation?



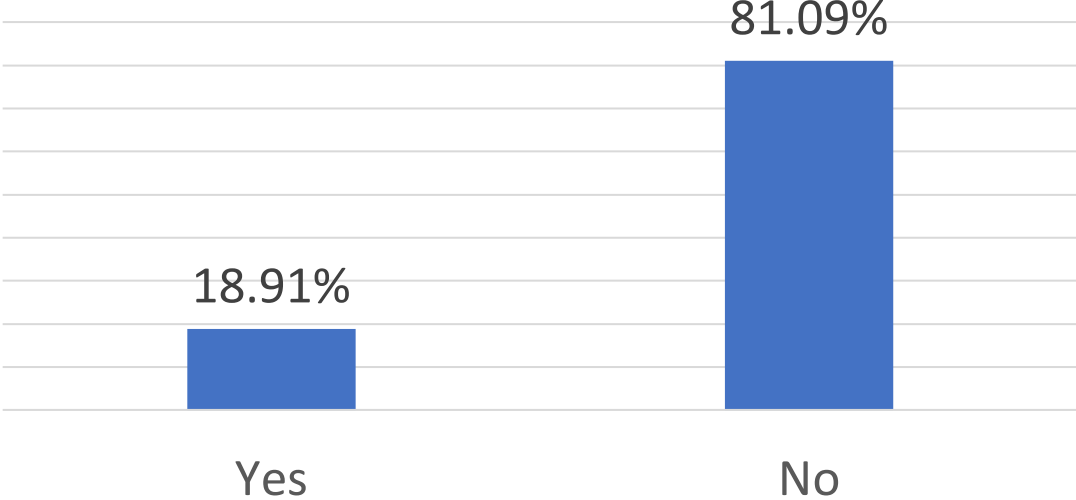
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)



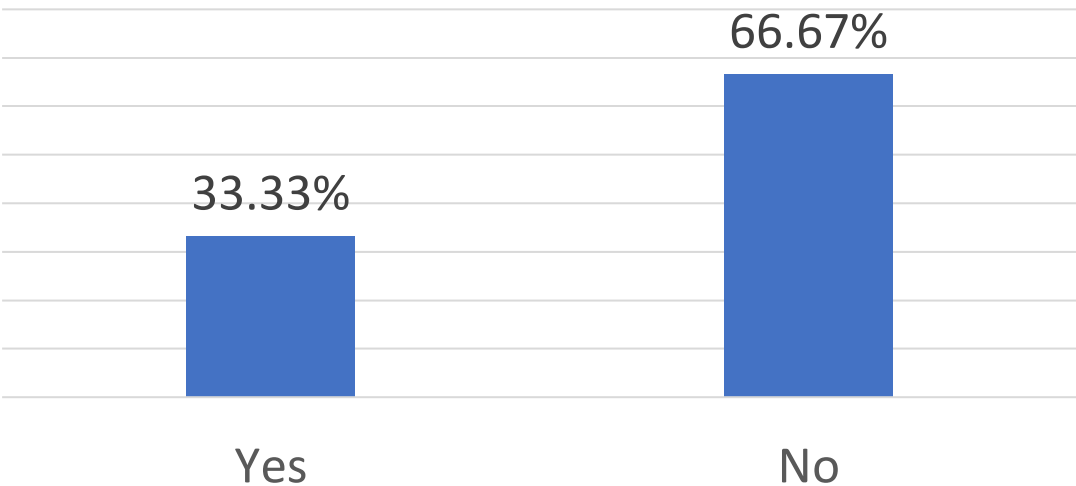
Are you of Hispanic, Latino/a/x, or Spanish origin



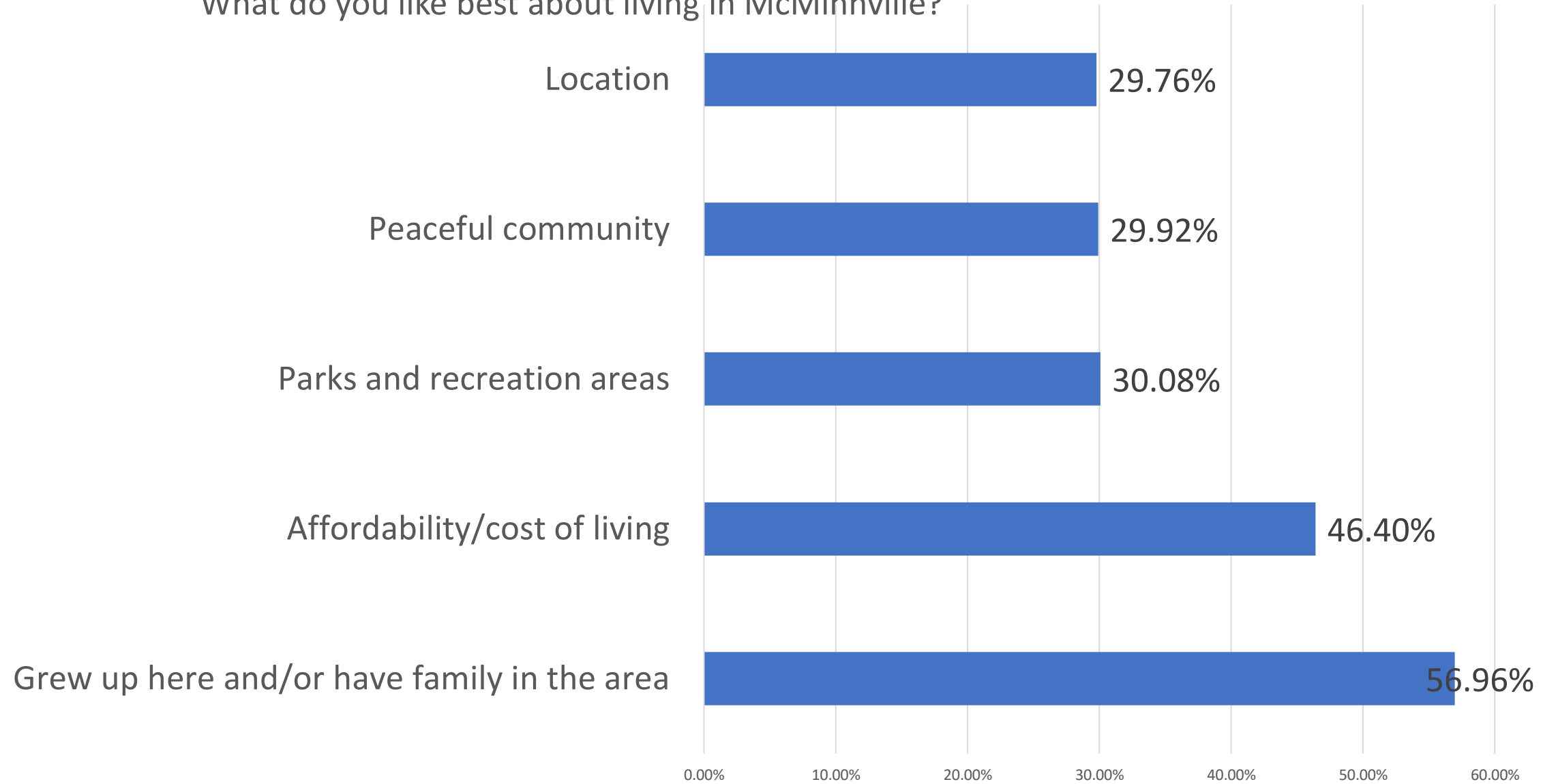
Does a member of your household have a disability?



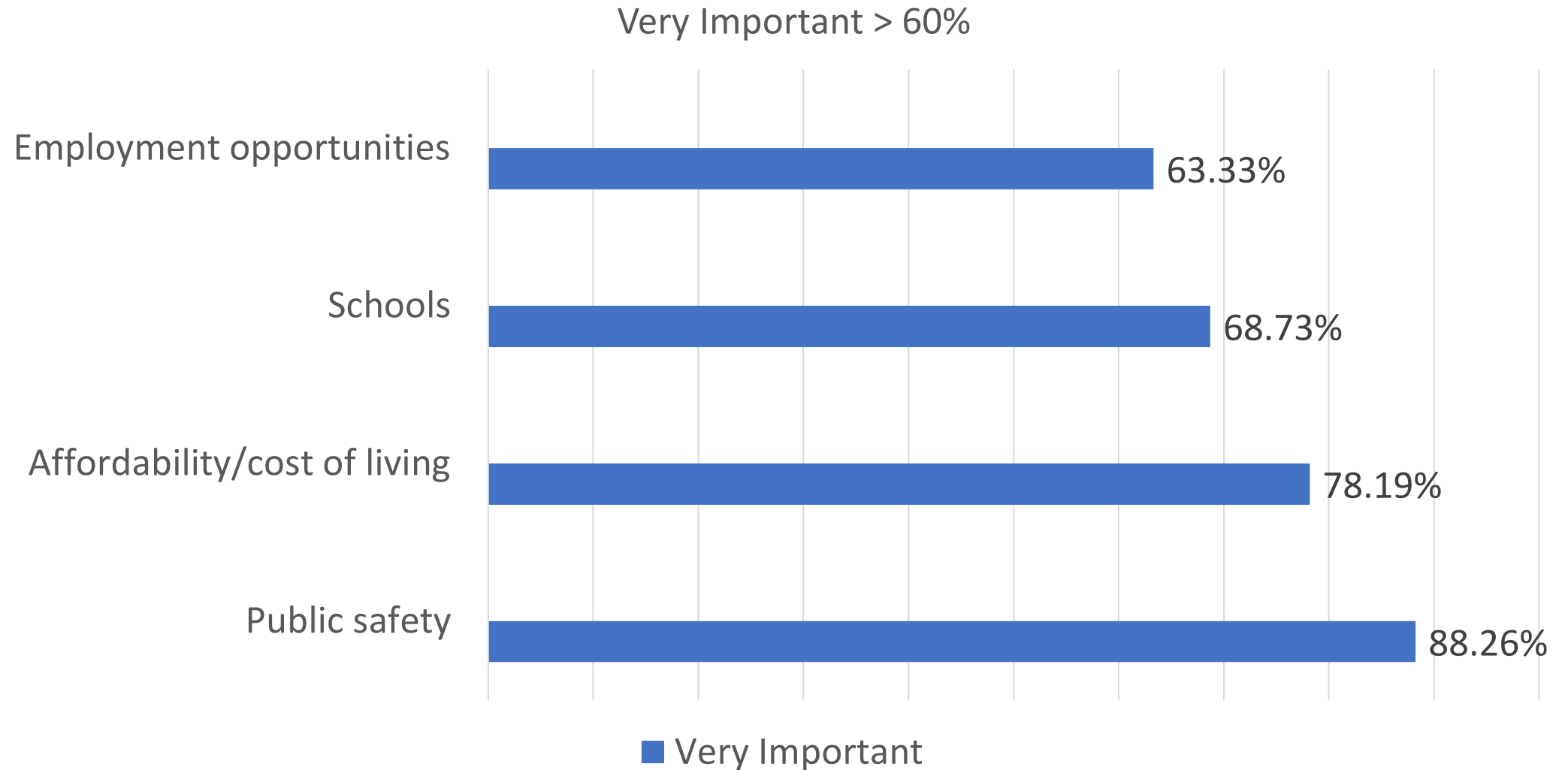
Do you have children 17 or under in your household?



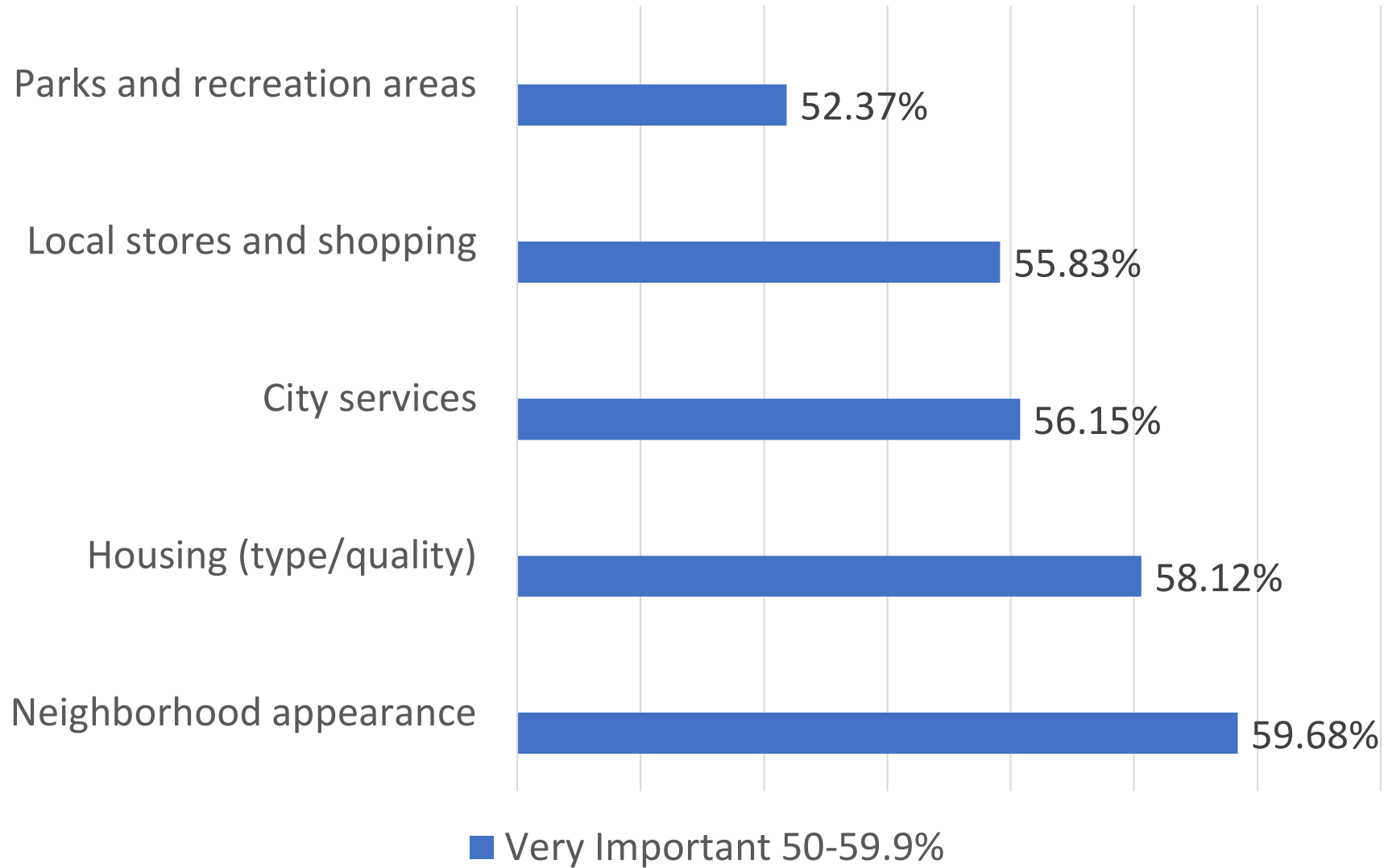
Top Five Responses
"What do you like best about living in McMinnville?"



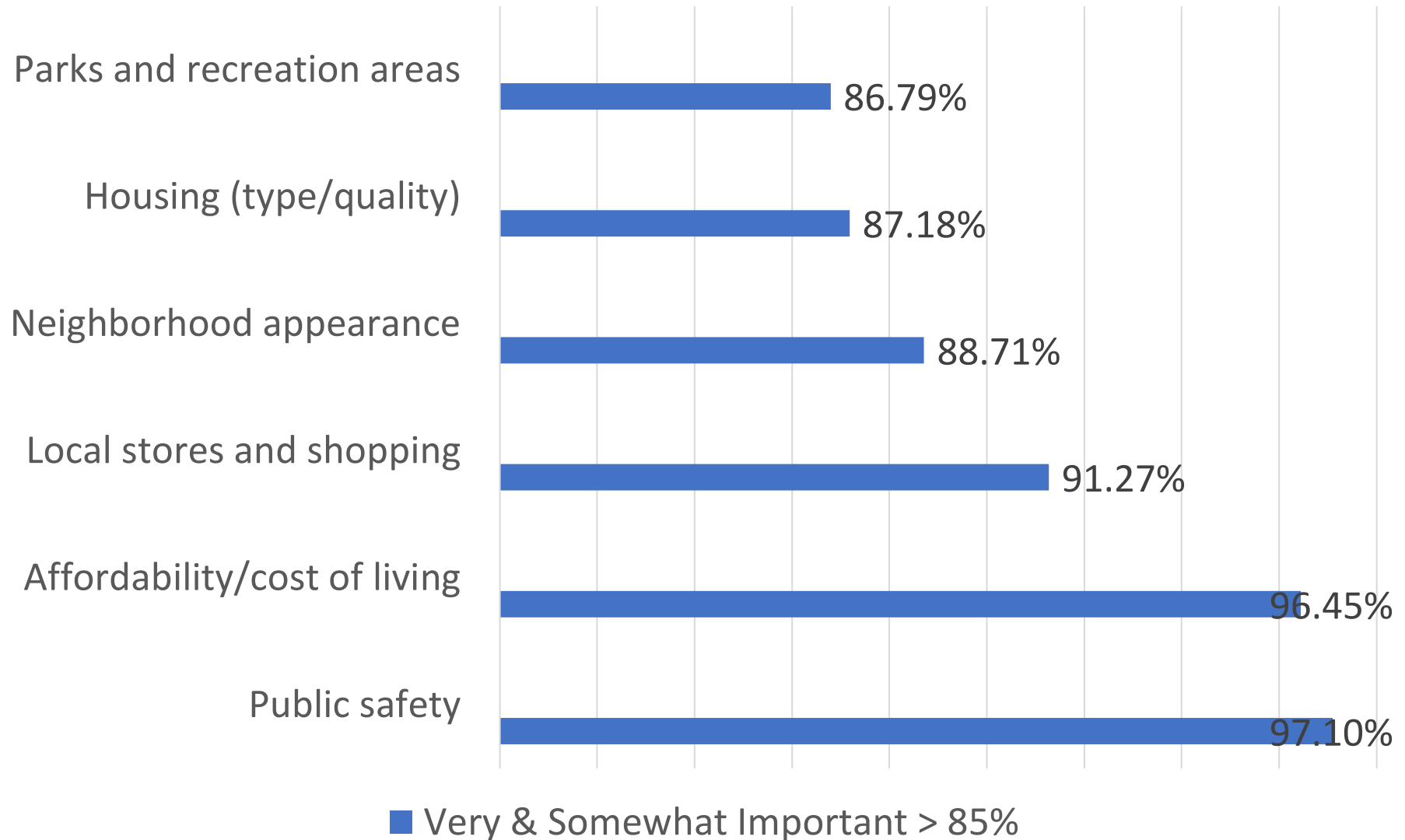
Please rate how important, if at all, the following are to your quality of life in McMinnville?



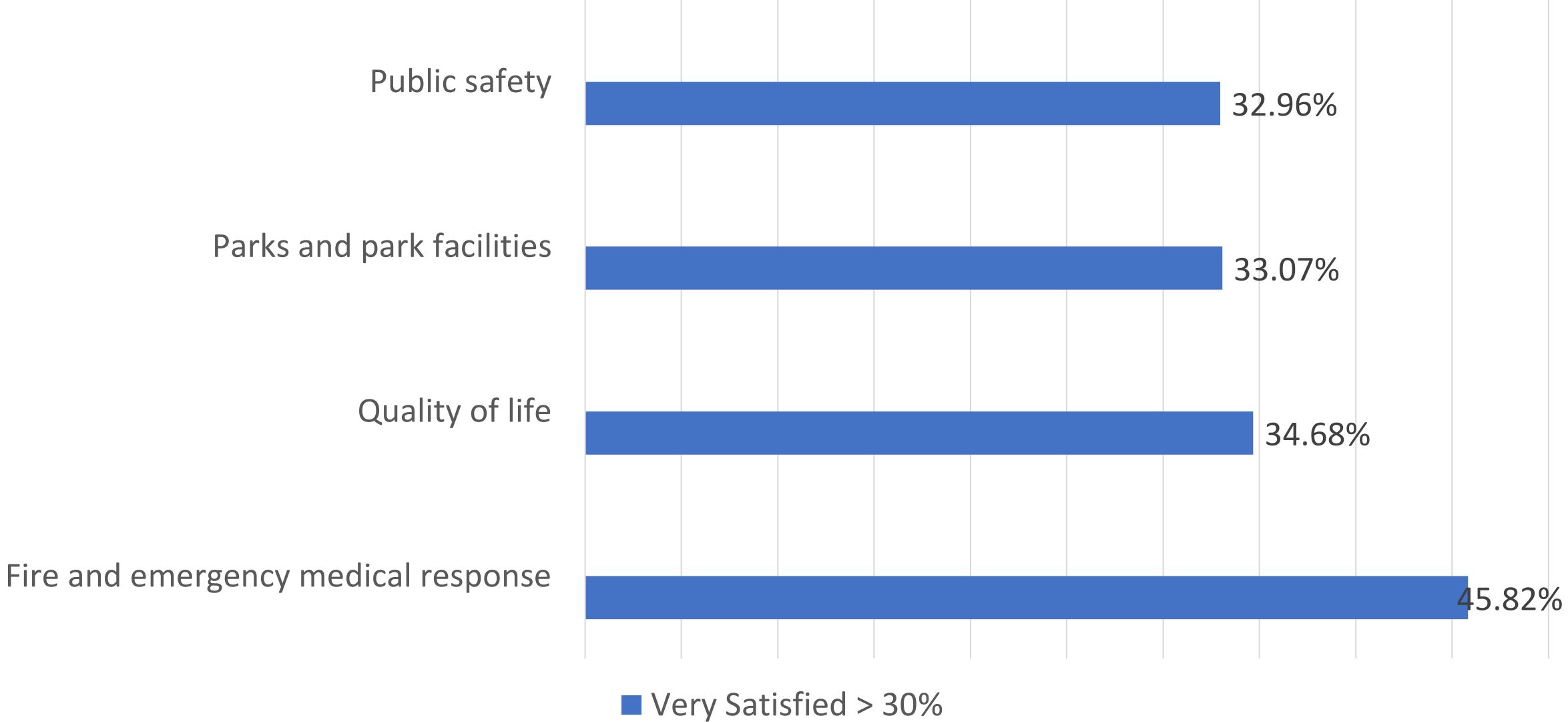
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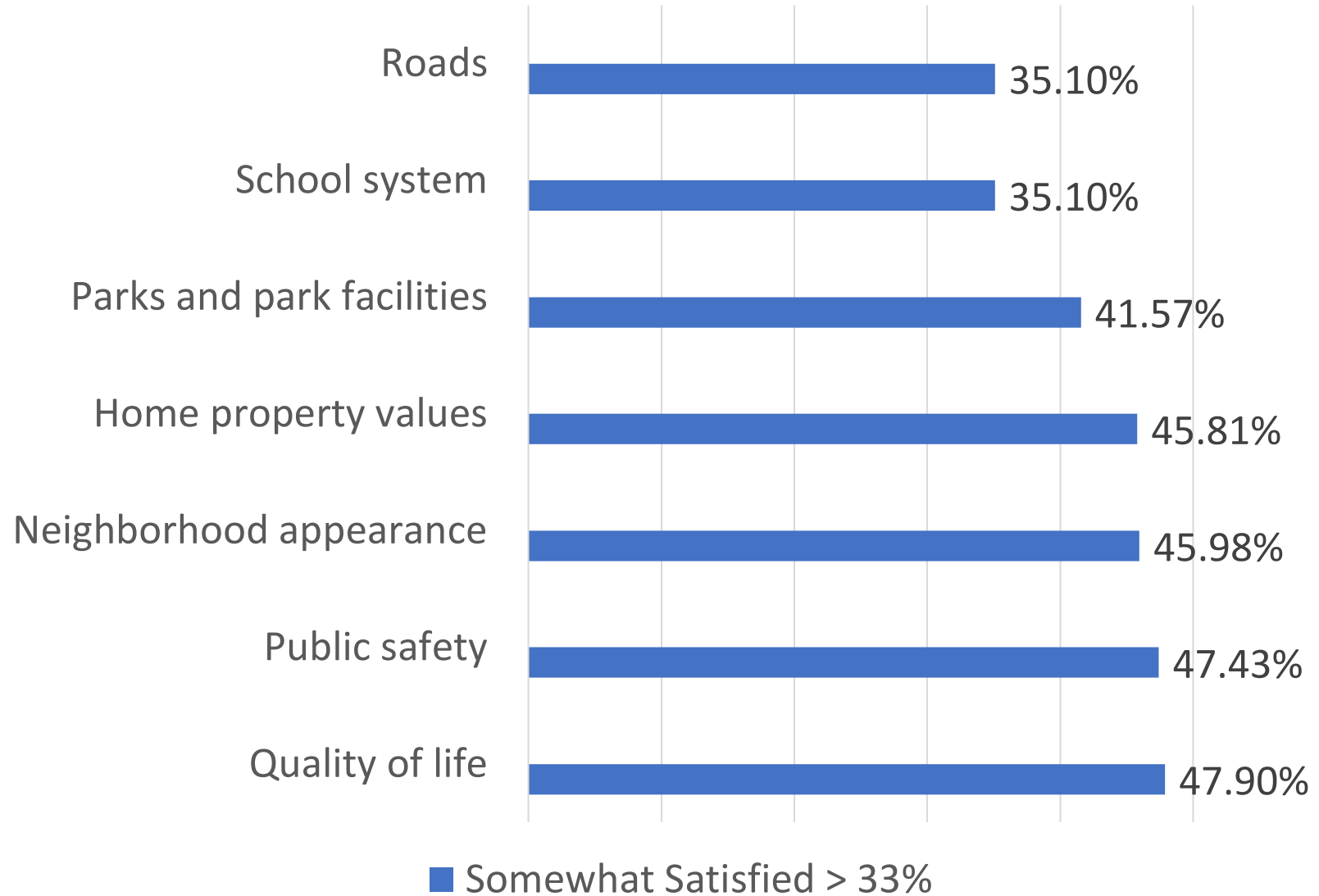
Please rate how important, if at all, the following are to your quality of life in McMinnville?



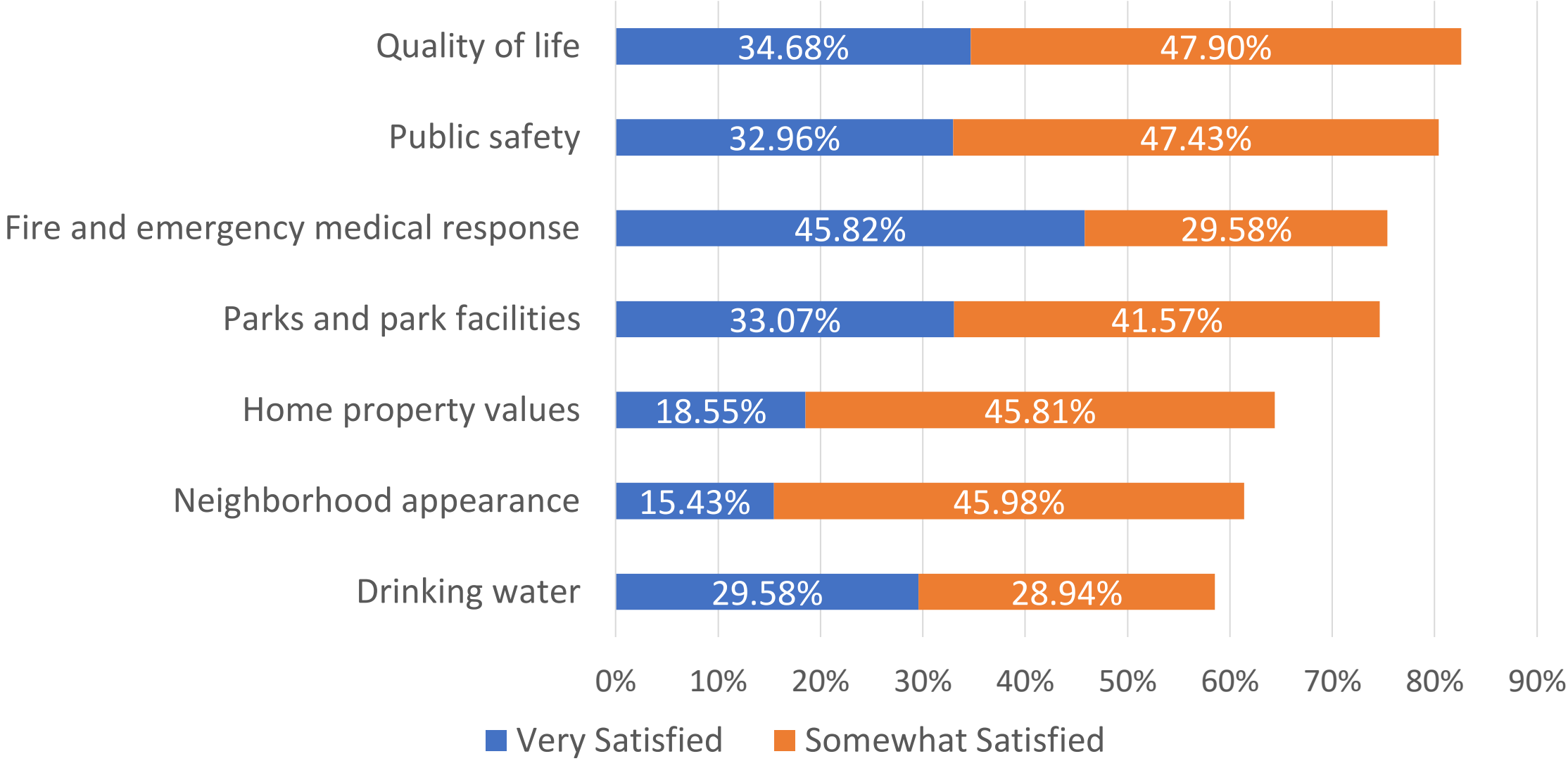
Please rate how satisfied, if at all, you are with the quality of the following services/features in McMinnville?



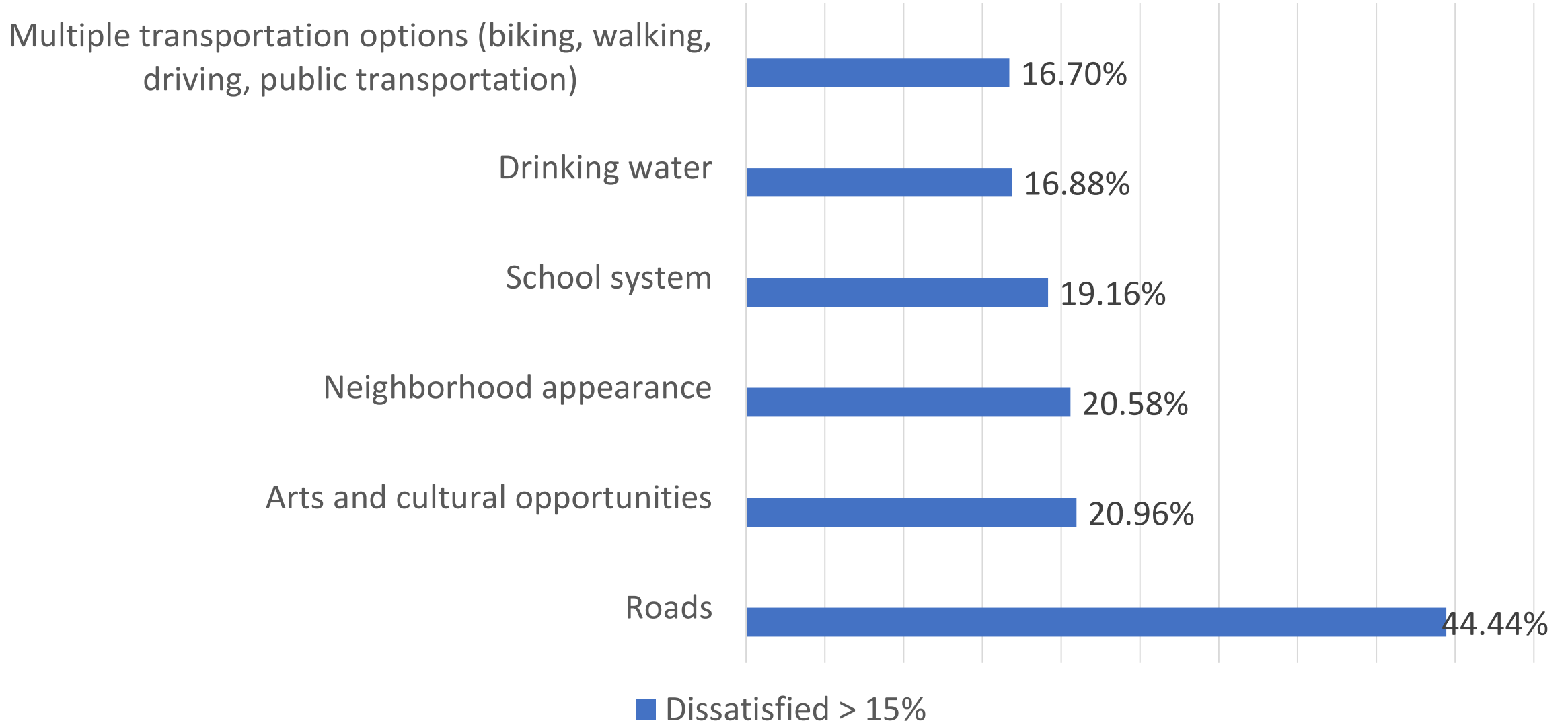
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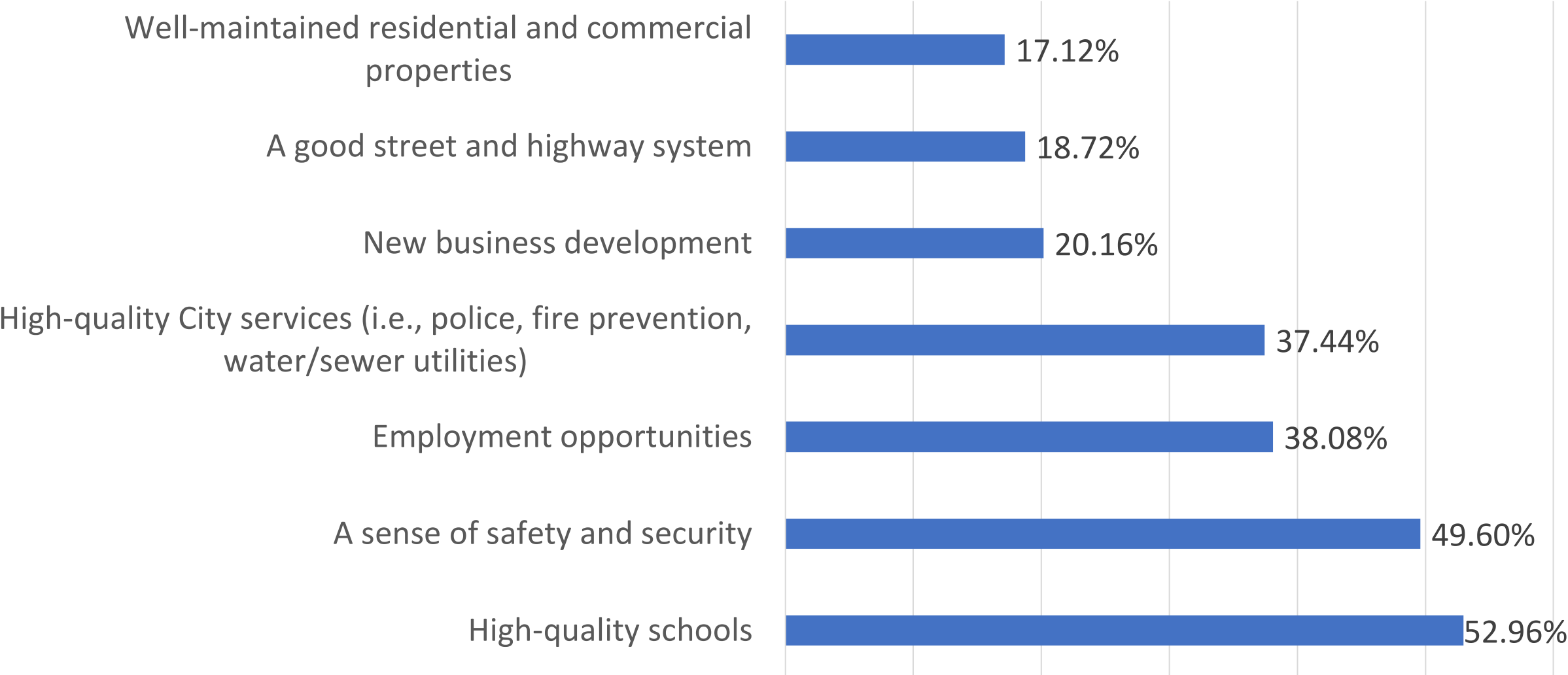


Please rate how satisfied, if at all, you are with the quality of the following services/features in McMinnville?



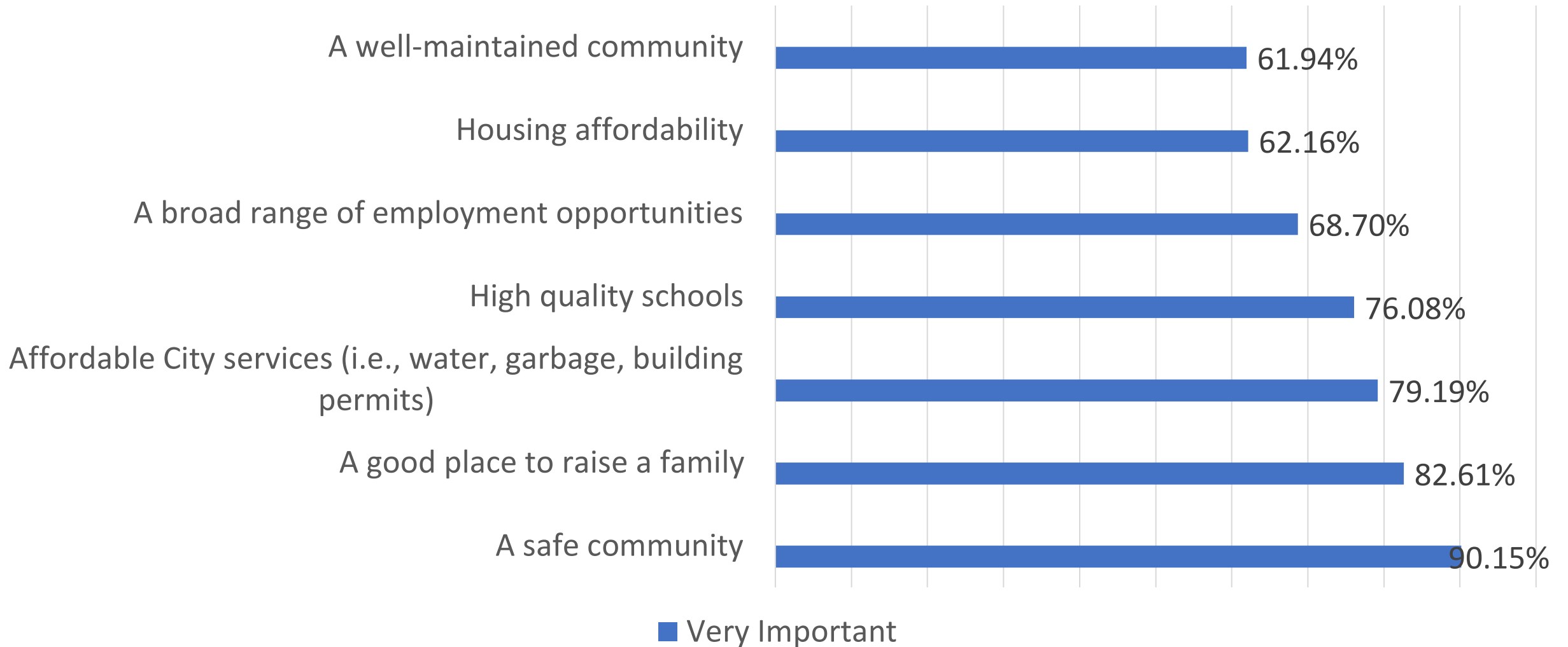
Thinking about the future of McMinnville, what are the three most important things for a strong and healthy community? (Please select no more than 3)

15% or More



Please rate how important, if at all, each of the following are to the future of McMinnville:

Very Important > 60%



Please indicate the extent to which you agree or disagree with the following statements:

Strongly Agree > 60%

The City should invest in projects and programs that enhance the quality of life for all community members

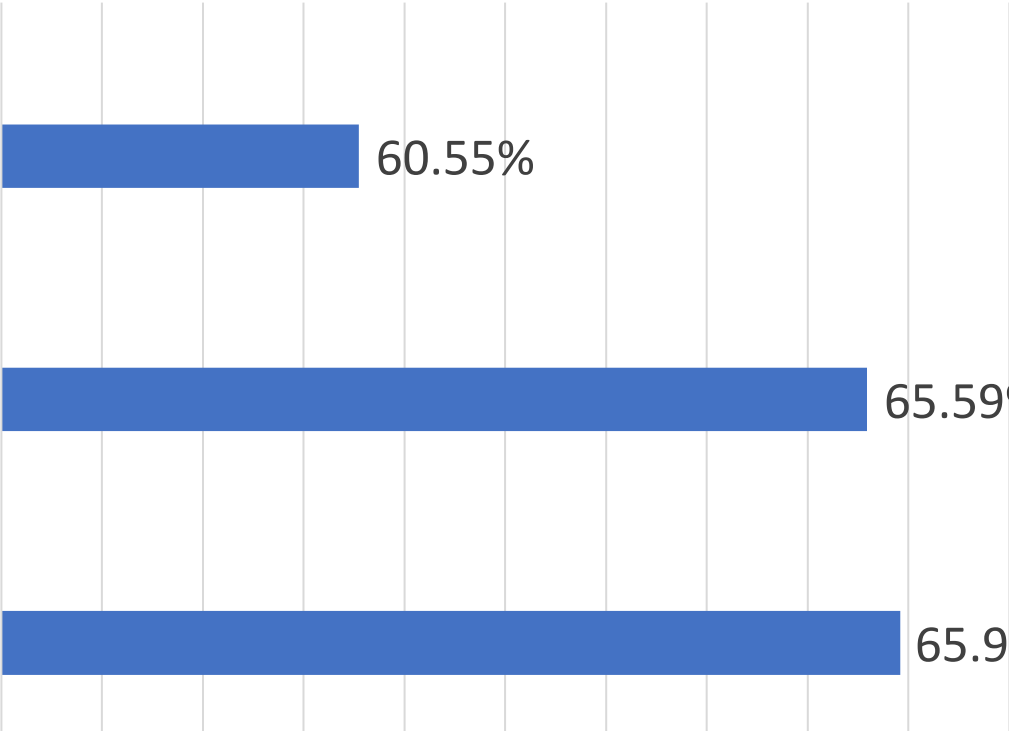
60.55%

The City should invest in creating jobs and grow local businesses.

65.59%

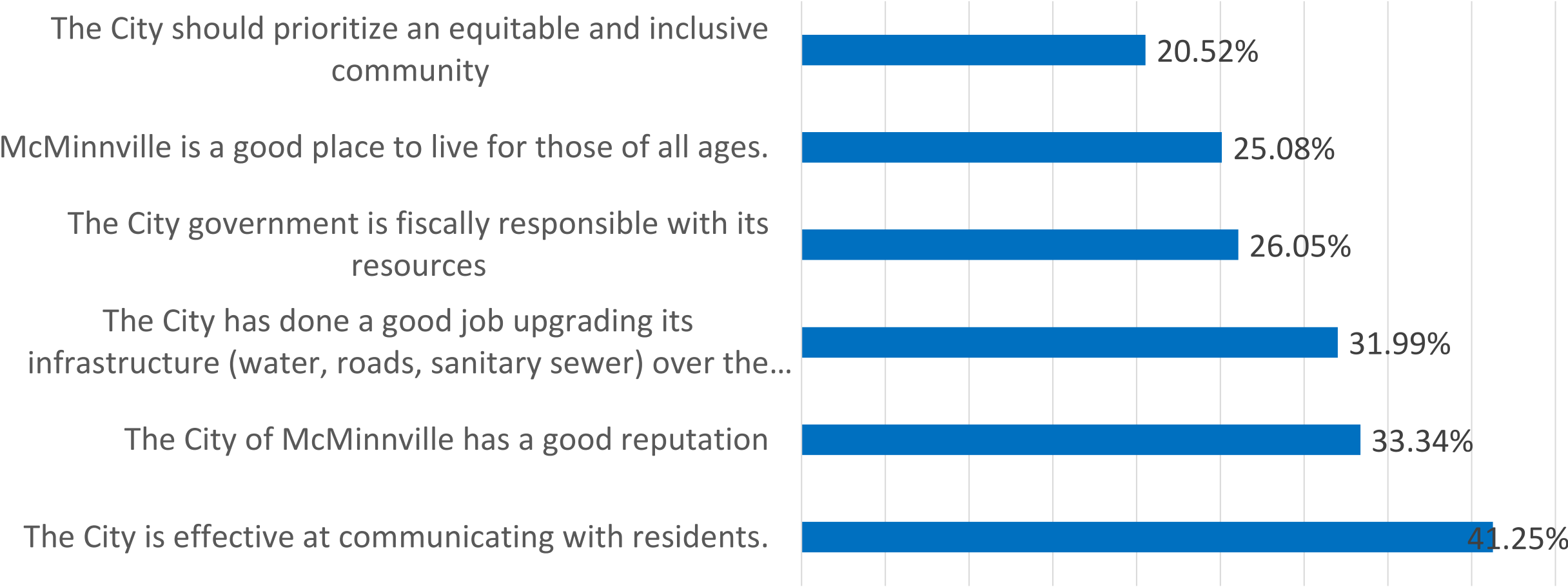
A high-quality school system is an important factor in the success of the community

65.92%

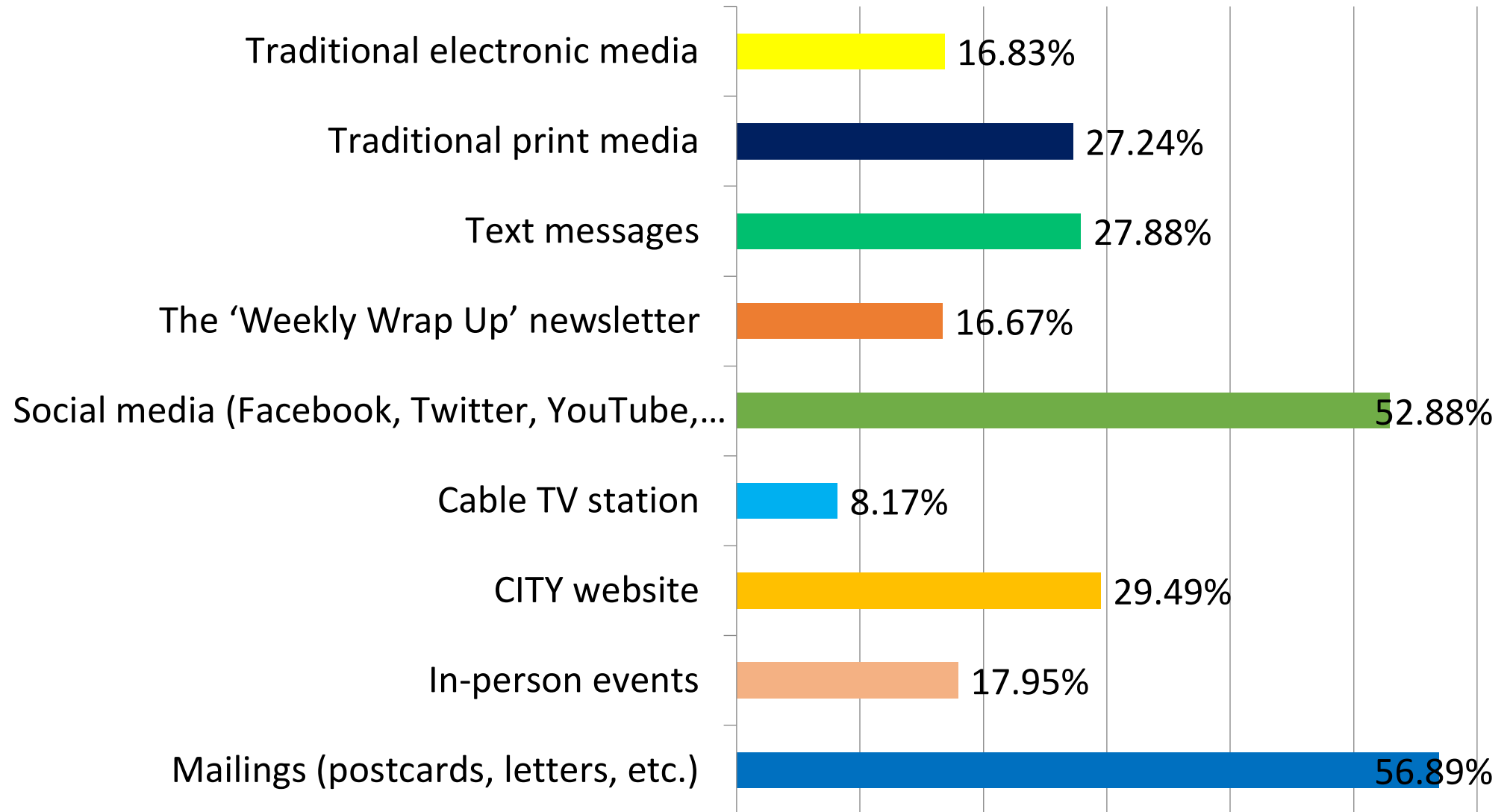


Please indicate the extent to which you agree or disagree with the following statements:

>20% Somewhat or Strongly Disagree with the following statements:

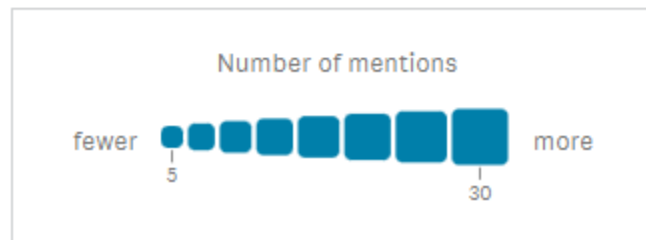


How do you prefer to get your information from the City of McMinnville?
(select all that apply)



Any additional comments you wish to share?

biggrow place county housing leave activities sewer happen options
never opportunities help restaurants nice Please children kids growth
programs much want areas residents try downtown one things hope
sides great many None streets live town wish state know
change improved clean businesses also go jobs keep Fix Upgrade
waste survey time will sidewalks see home schools years industry
bring seems pay moved way education safe important think services
families instead yard call government feel shopping look citizens provide
already love see rent project part nothing need better





Focus Group Results

Focus Group Overview

- As part of the City of McMinnville's strategic planning process, focus groups were conducted February 22nd to 24th. Summaries of the major themes discussed by focus groups are contained on the following pages.
- Participants were recruited by City staff.

Focus Group Process

- A focus group is a small-group discussion guided by a trained facilitator.
- It is used to gather in-depth information about a community's thoughts and opinions about a designated topic.
- In the case of the City of McMinnville's focus groups, the subject was strengths and challenges for the city.
- The meetings ran for approximately 90 minutes

Some General Information on Focus Group Data

- The data is best understood when grouped into larger themes. However, some topics can go under multiple thematic categories. Closely related topics may be combined into one or one topic may be separated into subtopics based on the amount of time spent on the topic.
- An idea of scale is indicated by words such as some, most, one group, etc.
- All data from the last question is included.

Focus Group Questions/Areas of Exploration

1. When you think of what you like best about the City, what comes to mind?
2. When you think about McMinnville as compared to other area communities, what comes to mind about the challenges of this community?
3. What are the advantages of living in McMinnville as compared to other places?
4. If you could change things about McMinnville what would they be?
5. When you think about all of the things the City does, what are the most important to you?
6. Of the important roles that the City plays in helping to create a good quality of life, what are the most important to maintaining or creating a high-quality future?
7. If you could choose three things for the City to focus efforts and resources on over the next five years, what would they be?

Summary of Major Themes

- **Public Safety**
- **Schools**
- **Roads**
- **City Services**
- **Economic Development/Downtown**
- **Community Amenities**
- **Affordable Housing**
- **Infrastructure**

Public Safety

- Major theme for all focus groups
- Police and fire services are crucial
- Concerns about drug use
- Traffic near schools is a concern

Schools

- Public and private schools work well together
- Cooperative environment
- Schooling options a challenge for college prep

Roads

- Road maintenance and improvement vital for the future
- Secondary roads need help
- Contribute to the city's overall image
- Several intersections seem to have lots of accidents
- Street light timing?
- Hard for trucks to turn on Main Street

City Services

- Overall water, electric and street lighting got good reviews
- Utility officials are easily accessible
- Trash and brush pickup is great
- Parks are well taken care of
- Library is a community strength
- More communication needed
 - City/County
 - Main Street/Chamber/City/Tourism
 - New website needed?

Economic Development/Downtown

- New businesses and industries needed
- Lack of professional positions in the area so residents commute
- Tax incentives to attract new businesses and help other grow?
- Distance from interstate a challenge
- Incentives to employ disabled workers?
- Phase 3 seen as important for downtown
- Additional restaurants and shopping desired

Economic Development/Downtown (cont)

- Business approval in historic district a barrier
- No clear standards for approval
- Zoning a challenge
 - Businesses need to be good community partners
 - Can't be overly burdened with expenses
- Code enforcement selectively applied
- Vision for McMinnville needed
- Signs a major source of tension

Community Amenities

- Parks and rec essential for a high quality of life
- Healthy active lifestyle should be available to all
- Outdoor recreation an important advantage
- More activities needed for young adults
- Park Theater should be better utilized
- Concerts should be expanded
- Front porch of Chamber should be used as intended
- Pool please!

Affordable Housing

- Availability of land but slow growth
- City should encourage residential housing developments
- Need to keep young adults in McMinnville but nowhere to live
- Mixed use developments?
- Mental illness and drug use impacting homelessness
- Barriers to housing need creative solutions

Infrastructure

- Infrastructure was a major topic for groups
- Walkability, with sidewalks and crosswalks to support it is very important
- ADA compliance important aspect to consider
- Green spaces desired, but limits on annexation a challenge
- Water and sewer needs improvement
- Sewer lines on Main Street “unusable”
- Should fiber internet be considered infrastructure?

Three Priorities for McMinnville?

At the conclusion of the focus groups, participants were asked, “If you could choose three things for the City to focus efforts and resources on over the next five years, what would they be?”

This question encourages participants to narrow the number of priorities to just the three that they feel are most important.

The top six responses are highlighted in yellow

Three Priorities for McMinnville?

Infrastructure/Roads/Sewer/Water (5)

- ADA compliant- sidewalks, parks equipment, etc are more inclusive for residents of all ages and abilities (6)
- Walkability/sidewalks (12)
- Traffic patterns/road configuration
- Easement on Depot Bottoms property for potential greenway
- Less trash on roads

Three Priorities for McMinnville?

Downtown/Economic Development

- Public washrooms downtown
- Easier process to open a business downtown
- More amenities for young adults (shopping, restaurants, breweries)
- Phase 3 (8)
- Recreate downtown as a destination
- Tear down old buildings
- More stores- tax dollars are leaving McMinnville
- More and better jobs (3)

Three Priorities for McMinnville?

City Services

- Improved city services for recyclables
- Focus on parks and rec
- Indoor pool (3)
- More services available for special needs community
- Food and soil (Community gardens, etc)
- Increased library funding (2)
- Zoning applied consistently
- Tourism (2)

Three Priorities for McMinnville?

Public Safety (5)

- Safe spaces for kids
- Police are having to deal with mental health crises, hospitals not equipped to deal with dangerous individuals
- Domestic abuse

Three Priorities for McMinnville?

Community Engagement/Connections

- More focus groups and other ways to express opinions
- Events for people come together (3)
- Better connection of resources, especially mental health resources (2)
- Community calendar showing all organizations and events

Three Priorities for McMinnville?

Housing

- Incentivize old houses being rehabbed, perhaps through low interest loans, especially downtown
- Affordable and well maintained

- Other
 - Growing number of people who are not in US legally
 - Additional green space outside of downtown (6)
 - Vision/focus/identity for City of McMinnville (2)



Questions?

Thank you!

