



City of Worthington Citizen Input Summary Report

November 13, 2009

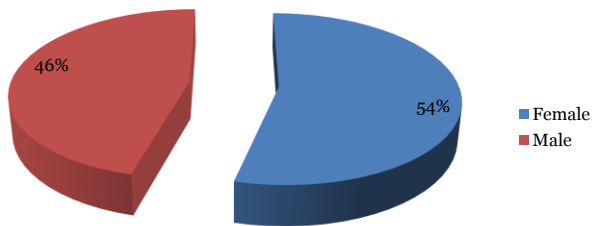
Prepared by: Global Synergy Group, llc.

City of Worthington Citizen Survey

An online survey of approximately 750 residents of the City of Worthington was completed during the fall of 2009. Members of the community were contacted with a survey form and asked to fill out the form and email to others. Following the survey, 15 people were interviewed to help clarify responses and elaborate. There were also four citizen focus groups that 30 people participated in.

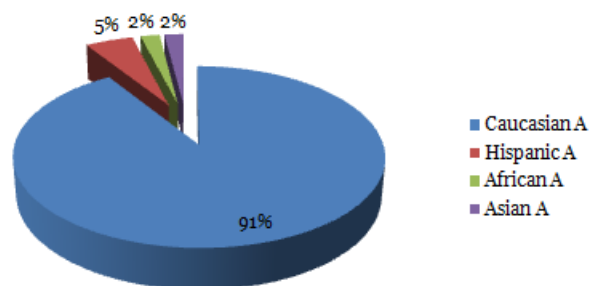
Survey Participants

Who took the survey?



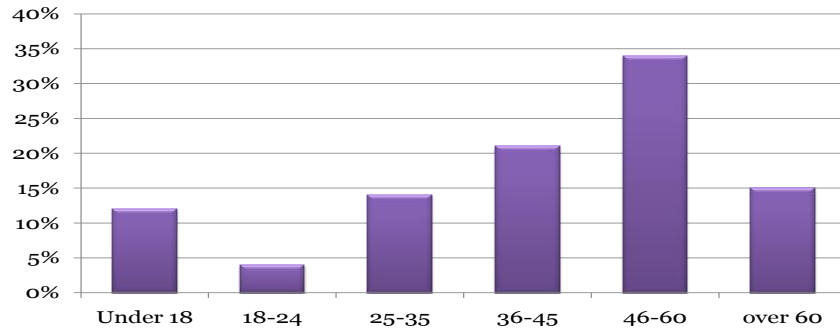
Not a representation of the community:
The results show that the minority community did not participate at the same level of Caucasians.

Who took the survey?



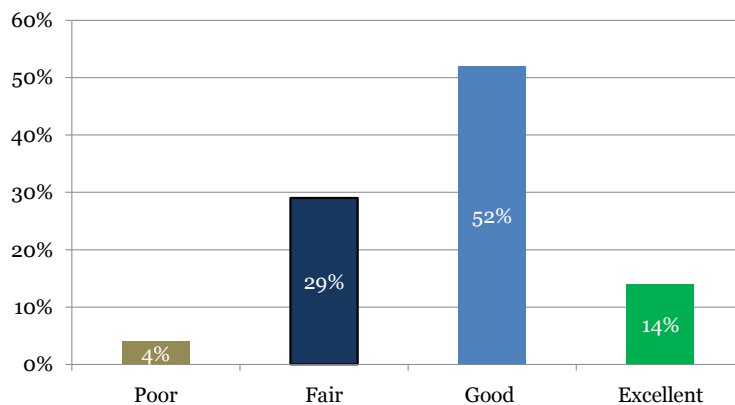
70% of the respondents were over the age of 36. This is may or may not be out of alignment with the demographic makeup of the community. Another way of looking at it is that 18% of those taking the survey were between 18 and 35.

Who took the survey?



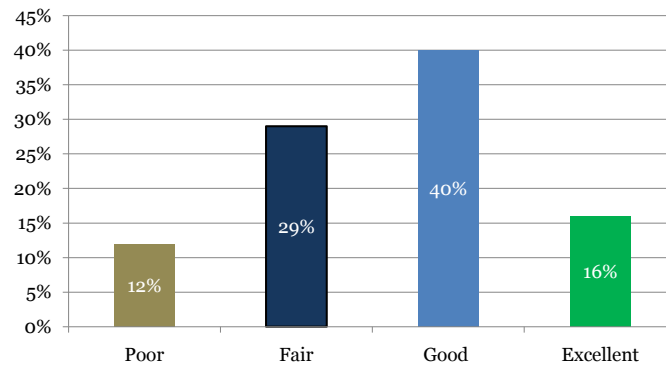
Results/Quality of Life

Worthington as a place to live

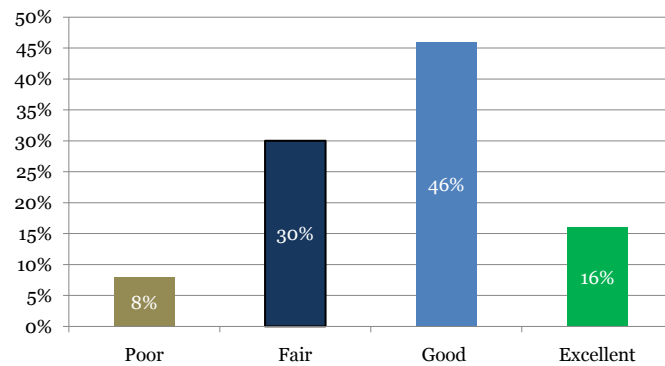


There were interesting conflicting comments made about the data. Many people were concerned about the direction and image of the City, yet most rate the City as a good or excellent place to live. The interviews revealed that people like living here, but also want to see it better.

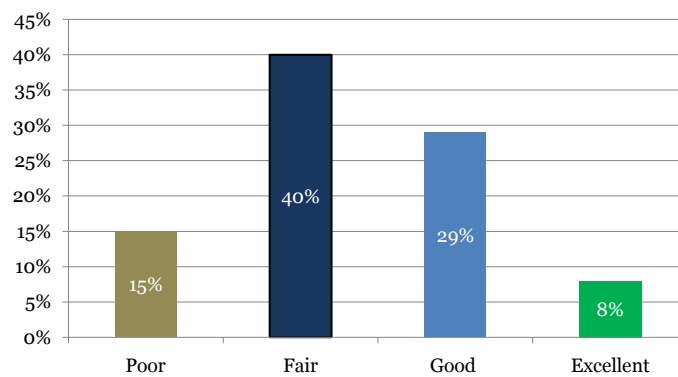
Worthington as a place to start a family and raise children



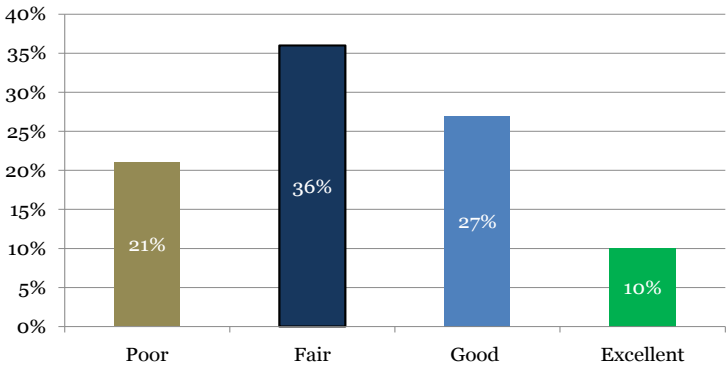
Worthington as a place to work



Worthington as a place to start/have a business

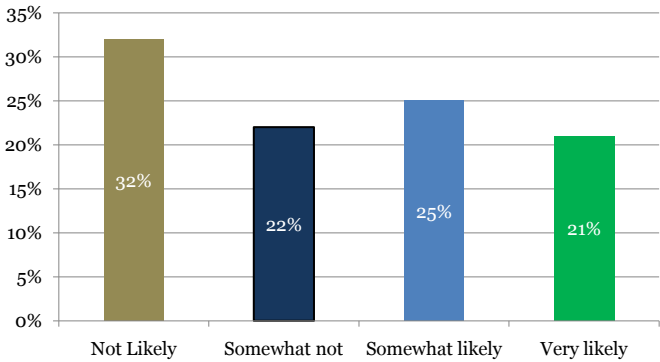


Worthington as a place to retire

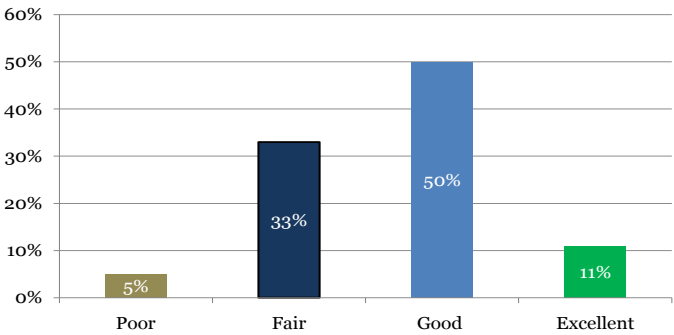


There were strong feelings expressed by those looking at retirement. Retirement was expressed as highly personal. Most make decisions based on funds available and more importantly, where their kids/grandkids are located.

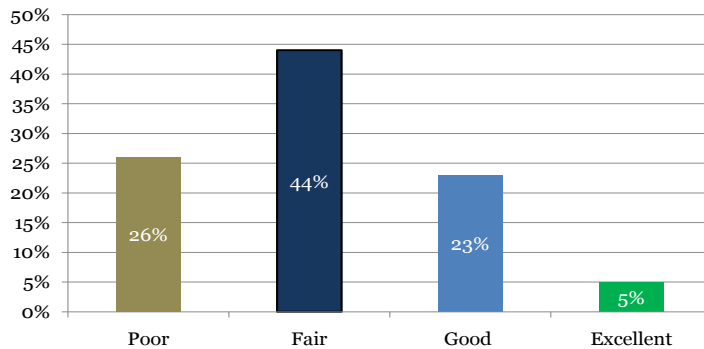
How likely would you be to anticipate retirement in WRTN?



Overall quality of life in Worthington

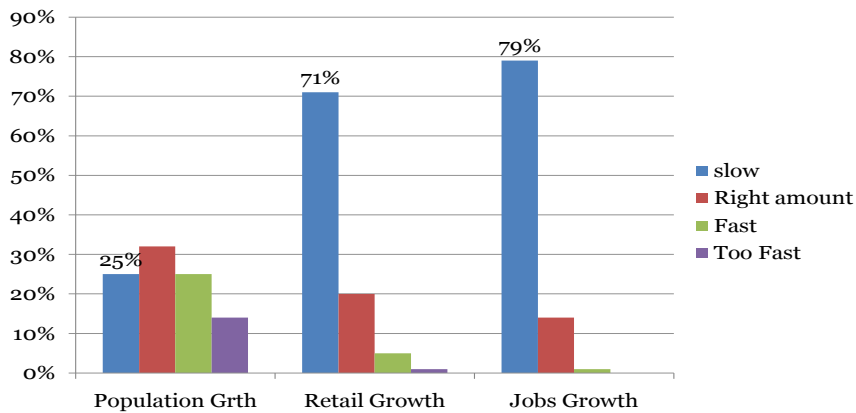


Variety of Housing Options

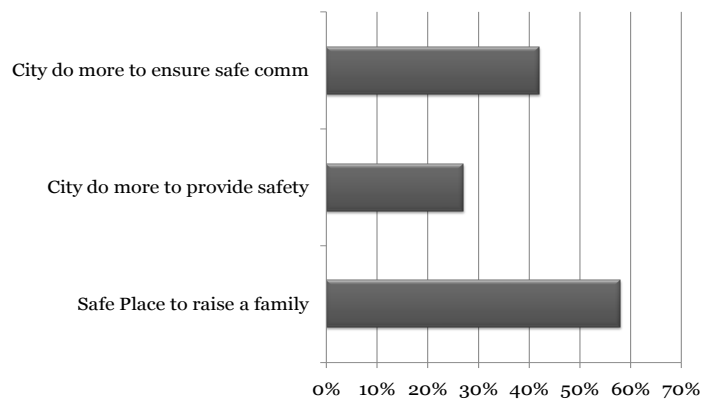


Some of the most active conversation came from the housing discussions. People understand that there is a problem finding lower valued housing in the area. People are all over the spectrum as to dealing with the issue however. Some think employers should do more; others think there should be aid from the State/Federal Government. Most think the City needs to be involved somehow.

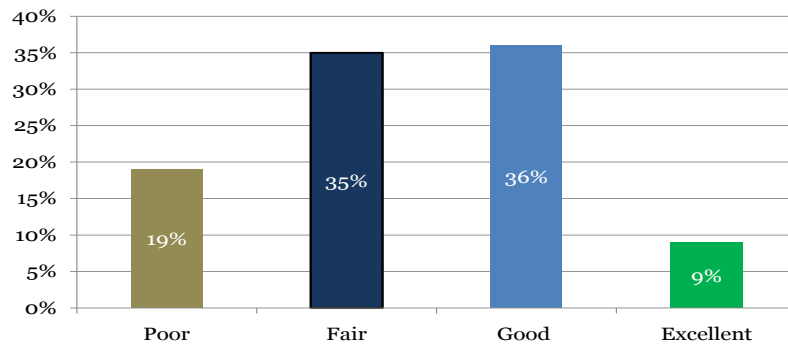
Rate the speed of Growth



How safe do we feel?

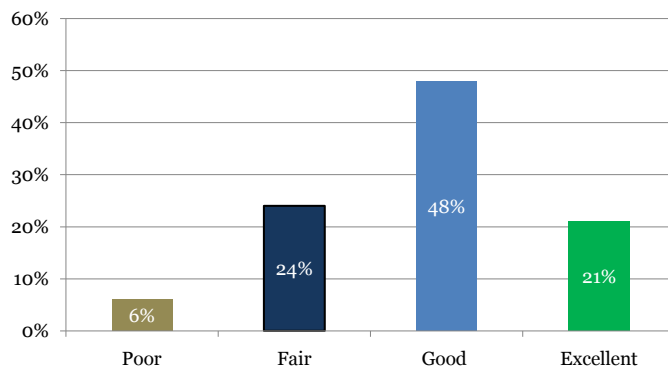


Recreation Opportunities

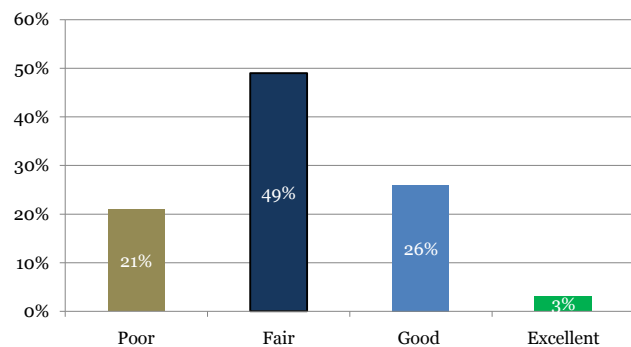


Many commented here that the new YMCA was going to have a positive impact on this area

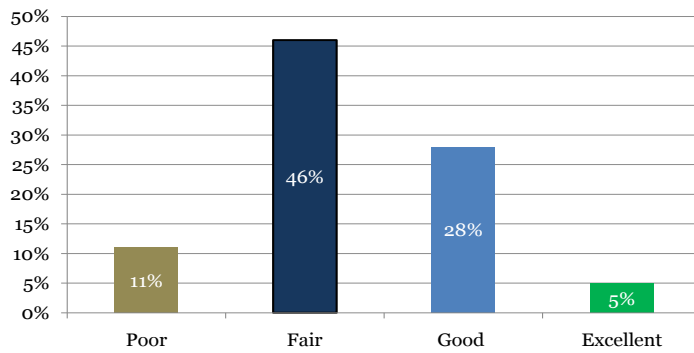
Education Opportunities



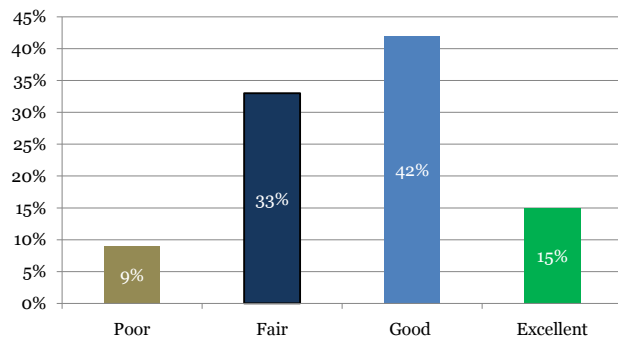
Employment Opportunities



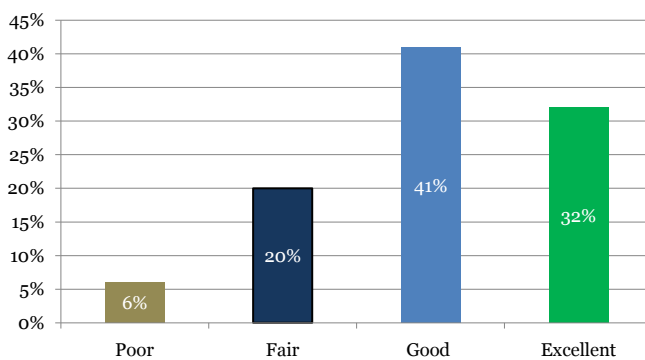
Training Opportunities



Opportunities to participate in social events and activities

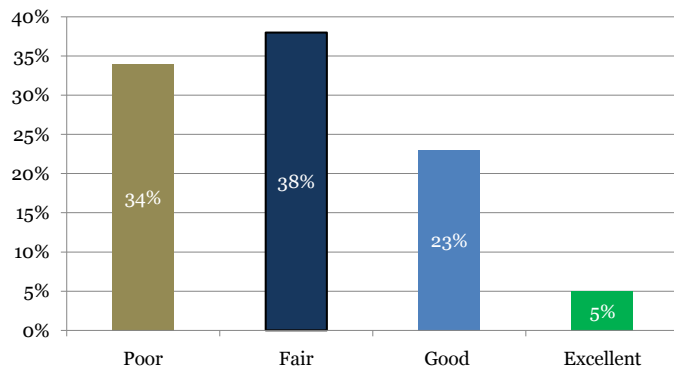


Availability of walking/biking trails

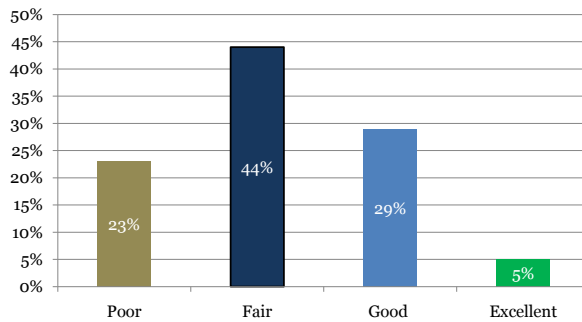


The quality of the lake generated a lot of discussion. People had different ideas when they answered the question. A common concern is lake smell and water quality for swimming. The lake is also not being used as an amenity to draw people to town. Restaurants and entertainment venues are not using this amenity.

Quality of lake

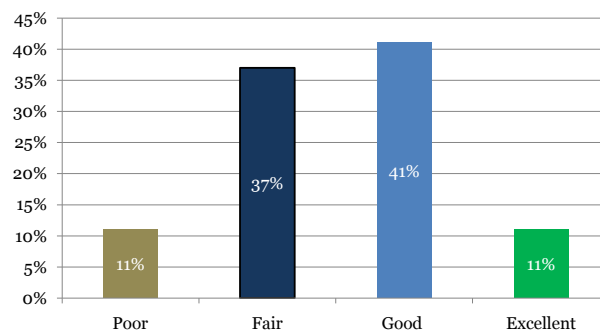


Overall Reputation of City

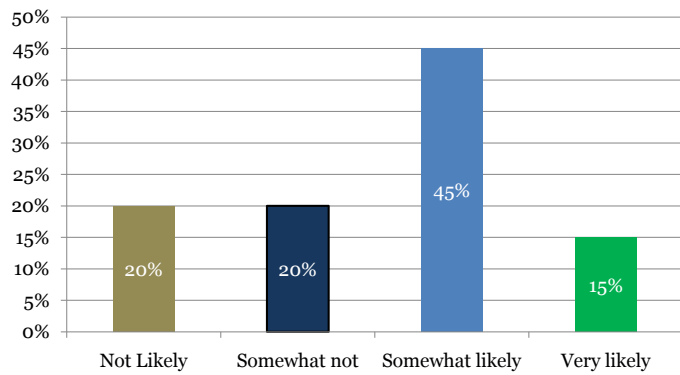


When considering the overall reputation of the City. Respondents were focused on how the “outside” sees Worthington. (Other communities in the region and around the State)

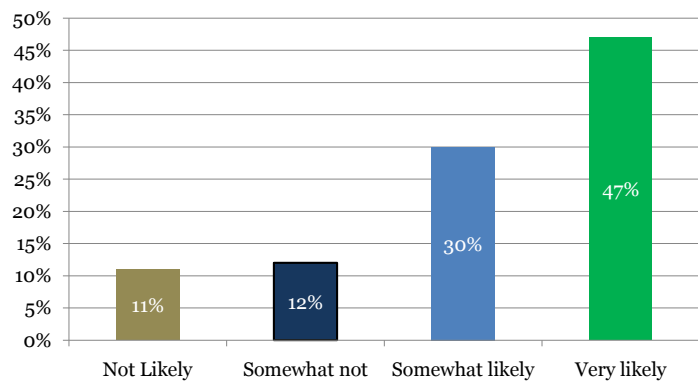
Sense of Community



How likely are you to recommend Worthington as a place to live?

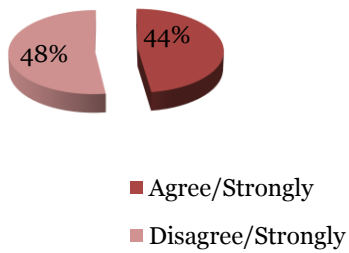


How likely are you to remain living in Worthington the next 5 years?

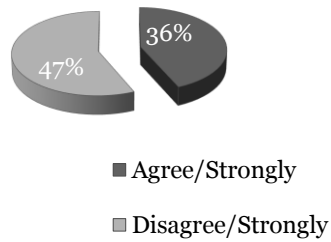


City has a positive reputation concerning immigrant issues

All Data

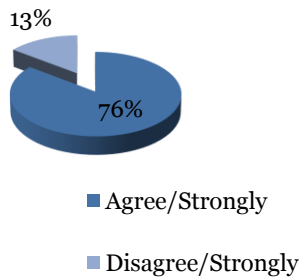


Minority Data

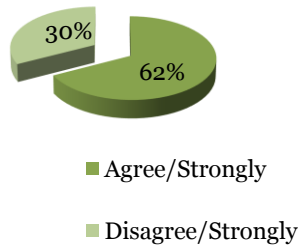


Worthington is a welcoming place to move to for immigrants

All data



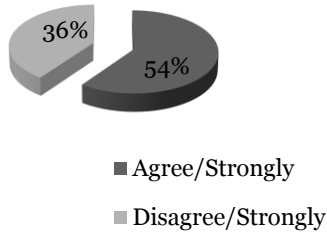
Minority Data



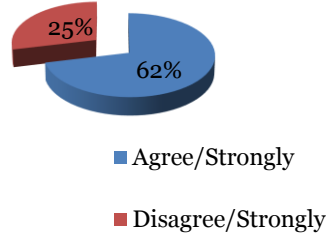
The demographics had relatively light input from minorities. The data are shown separated to provide some depth perception on these issues.

Political, social and/or economic barriers exist to the immigrant population

All Data

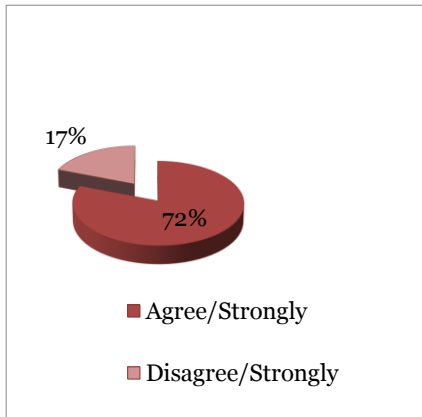


Minority Data

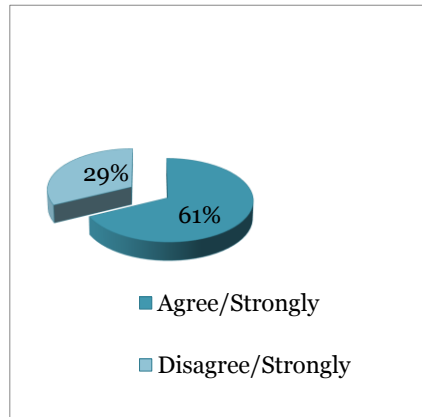


The immigrant population should do more to assimilate

All data



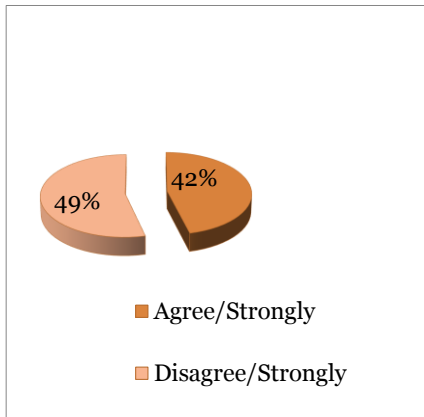
Minority Data



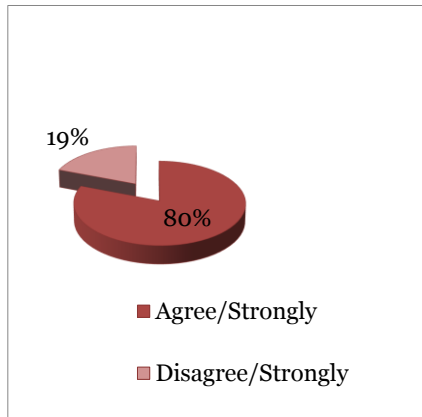
There was a sense of frustration expressed by some that the immigrant community “chooses” to stay together rather than become part of the community as it is. At the same time, everyone agreed that the immigrant community was having a positive impact on the community.

The City should do more to embrace diversity

All Data

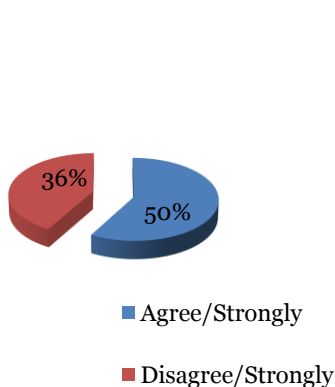


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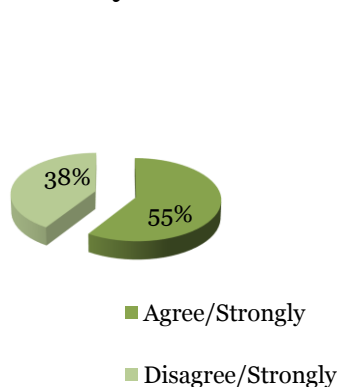


The City is taking advantage of Diversity to make the community stronger

All Data



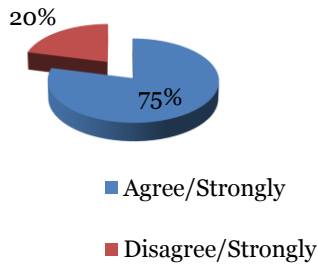
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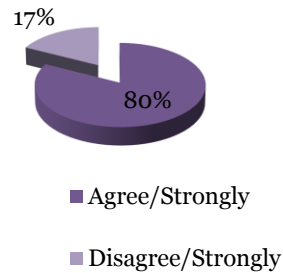
Some of the respondents took the question to mean that the City was “taking advantage of people” in the sense of manipulation.

The immigrant population is now part of Worthington

All Data



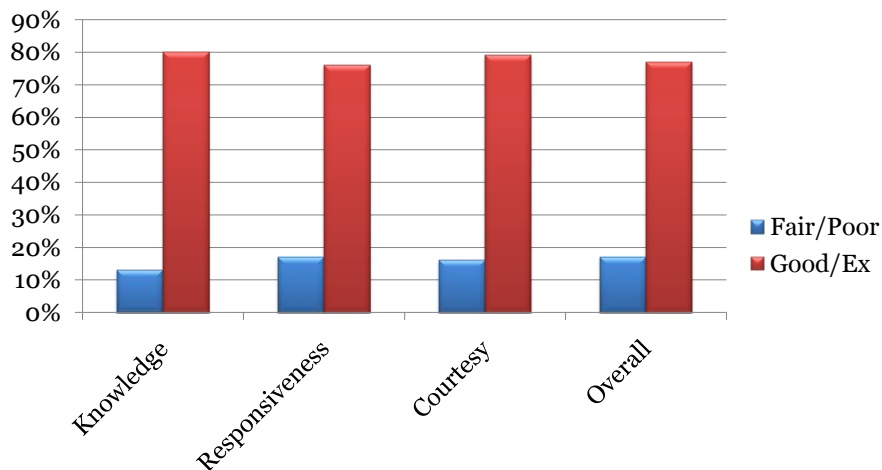
Minority Data



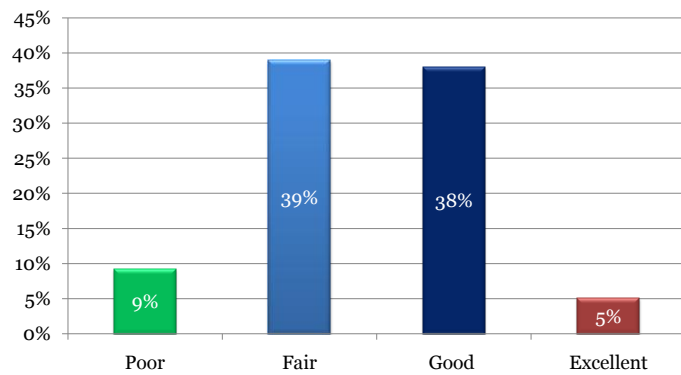
City Services

71% of the people completing the survey indicated that they had some contact for services with City employees. The following data reflects the rating of contacts and services.

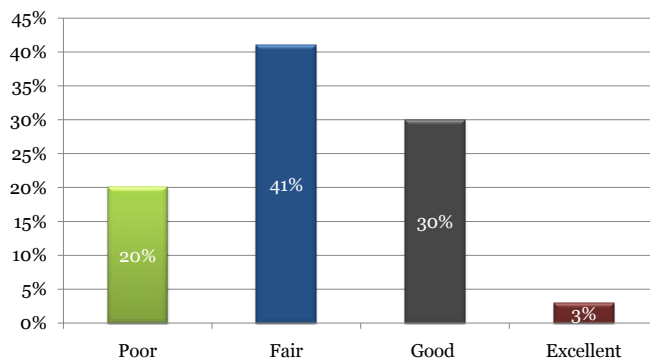
How would you rate the employees



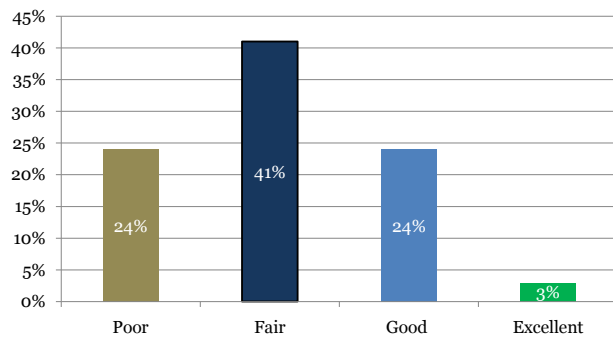
Value of Services for the Taxes Paid



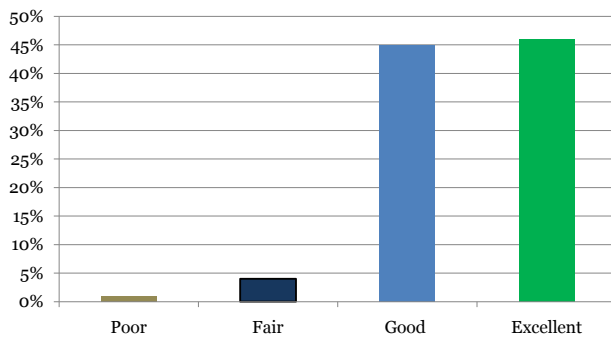
Overall direction City is taking



Job Worthington gov't does at listening to citizens



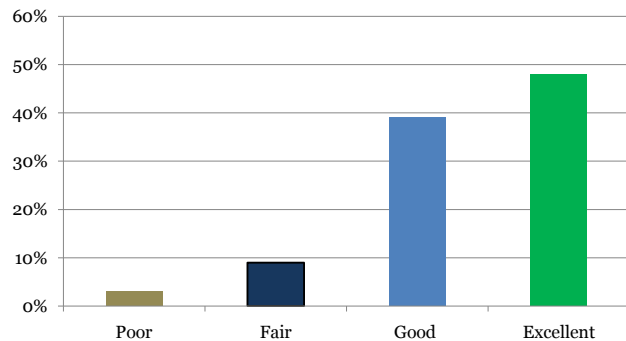
Rate of Ambulance/Emergency Medical Services



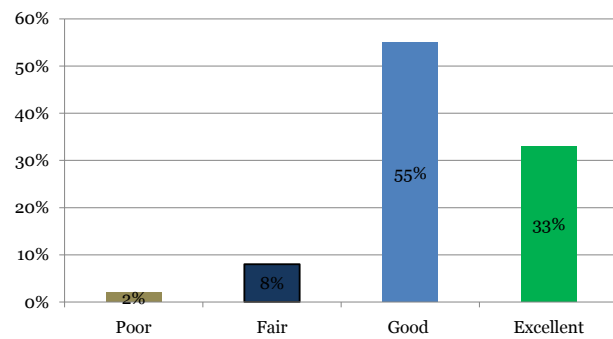
The rating of services is shown in order of highest rating to lowest. All services were rated high however.

Rate Parks

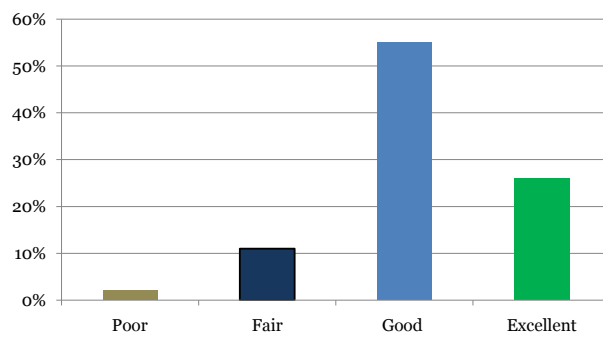
Parks were mentioned over and over again as being vital to the overall impression of the City. Residents put a high value on the parks and trails and City facilities.



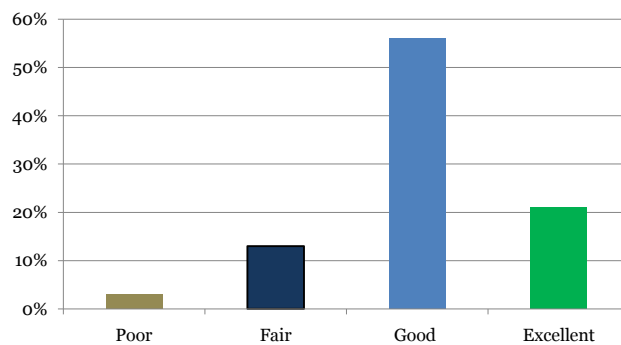
Rate Garbage Collection



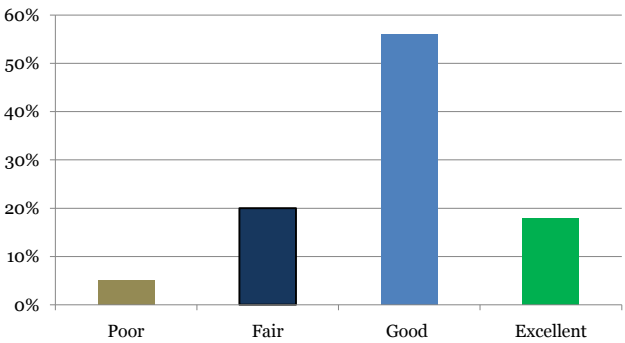
Rate Electric Utility



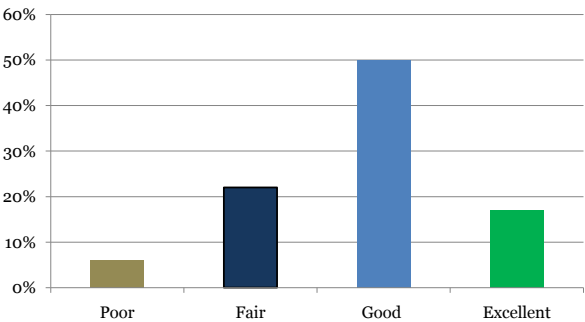
Rate Water Utility Operations



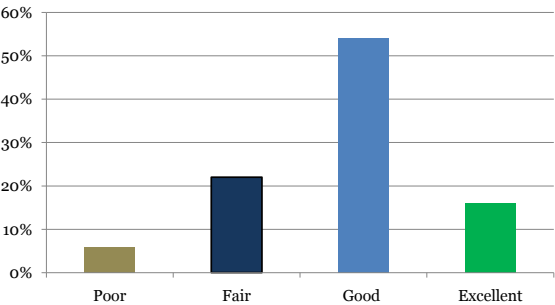
Rate Street Lighting



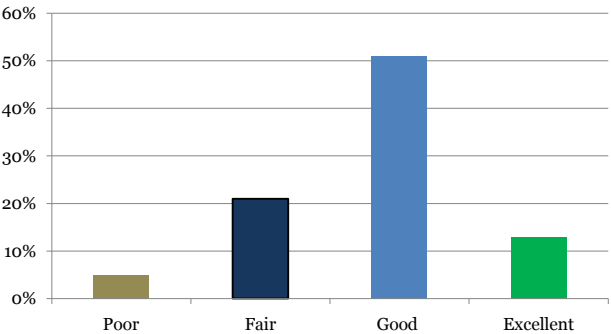
Rate Recreation Programs/Classes



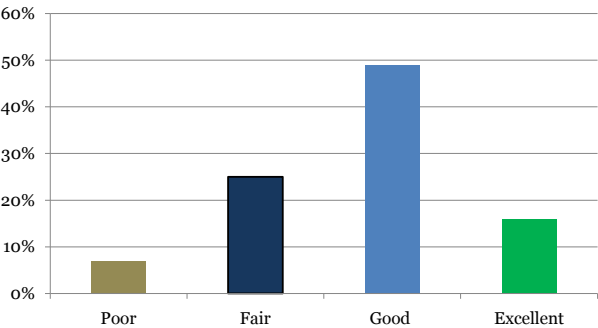
Rate Street Cleaning



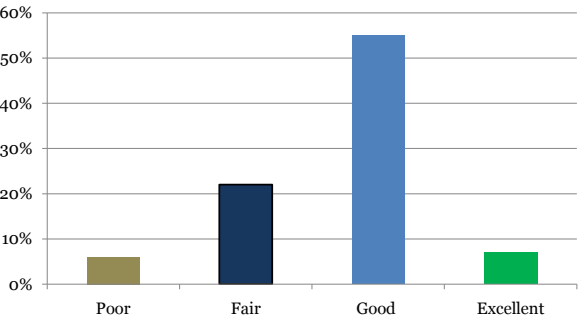
Rate preservation of natural areas /open space and greenbelts



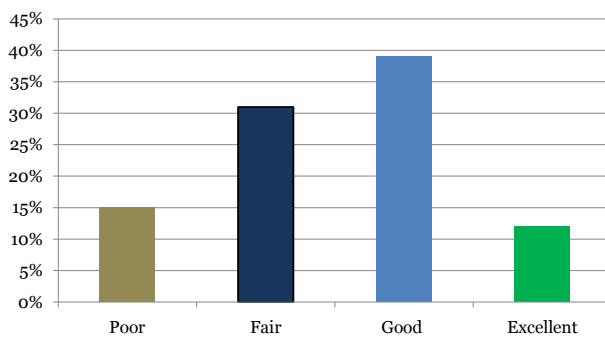
Rate Crime Prevention



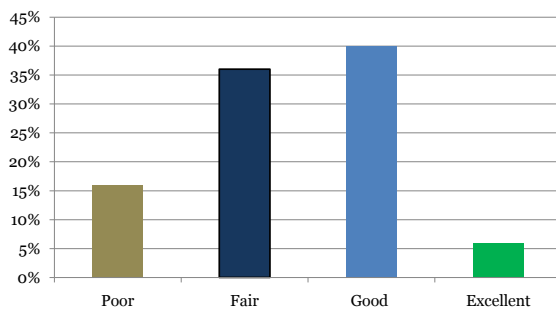
Rate Public Information Services



Rate Recreation Centers/Facilities

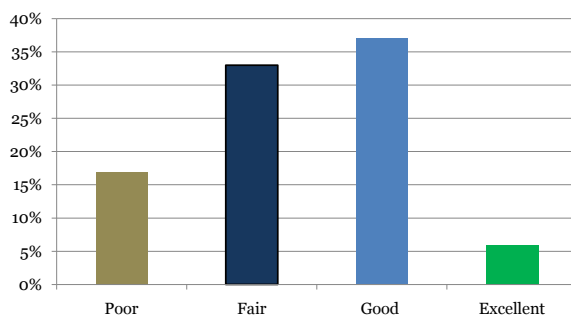


Rate Street Repair



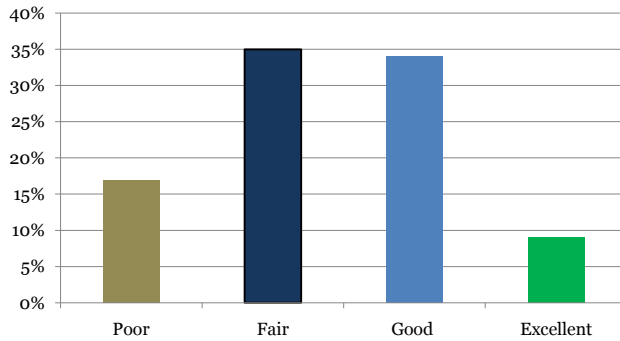
The general upkeep of streets was a concern expressed by many people. Areas that are not kept repaired impact the overall impression of the community and negatively influence economic development.

Rate Code Enforcement (weeds etc.)

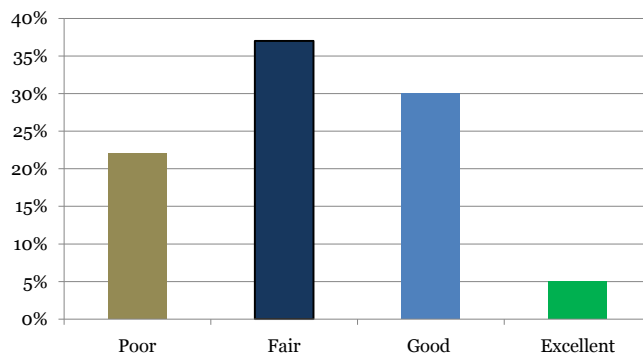


Code enforcement is always a lightning rod for negative comments. People who are told to clean up dislike this message and those who have sloppy neighbors never think there is enough being done. We heard both.

Rate Services to Youth

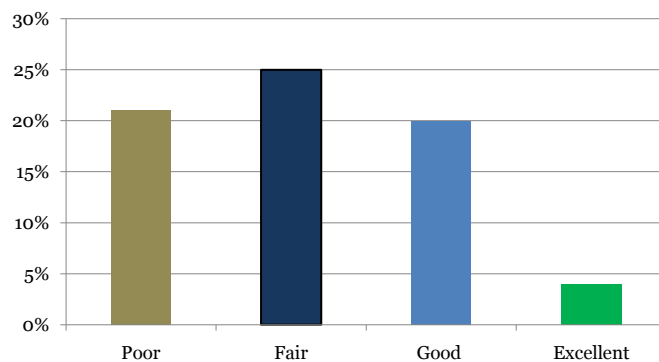


Rate Economic Development



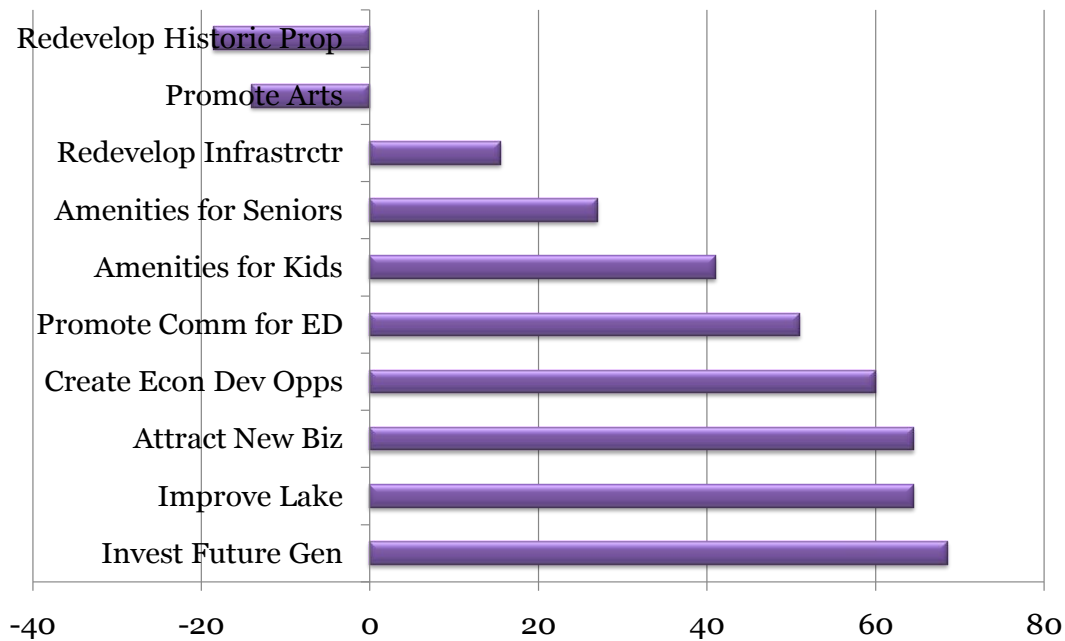
Economic Development was the most widely discussed concern. Everyone would like more resources devoted to this area. Ideas were not always as clear coming from the interviews as the concept of what Economic Development actually entails remains fuzzy in people's minds.

Rate Bus/Transit Services



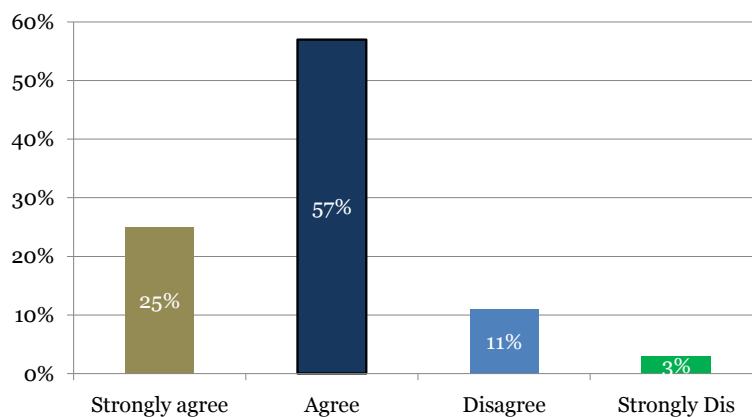
The comment heard most often here was about the limit of only one taxi for the City.

Best way to use \$ from hospital sale

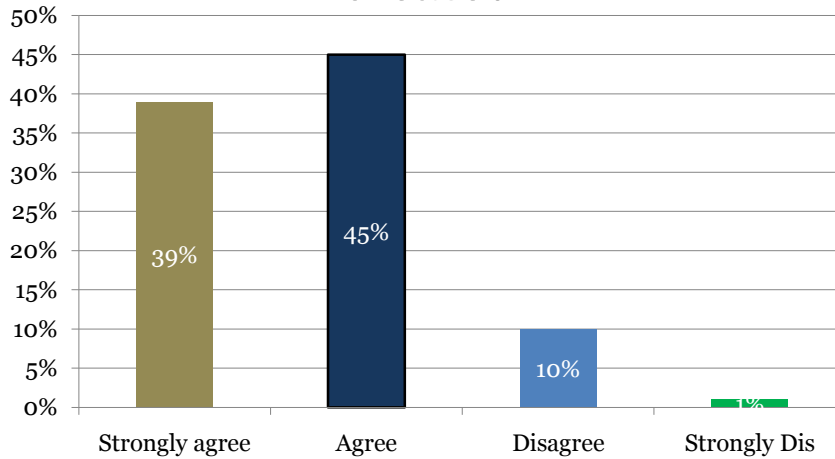


Economic Development

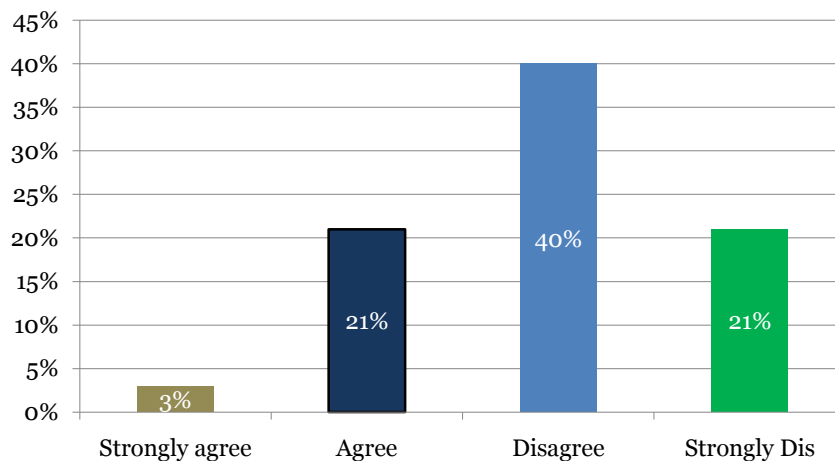
City provide loans/ incentives to new and expanding businesses



\$ Incentives form the City should be based on the wages and jobs created



The City is currently aggressive in attracting new businesses



Focus Groups DIVERSITY

Today: Most Interesting /Concern

- Reputation of Worthington
- Political / Social and Economic Barriers
- Sense of Community
- Educational Opportunities for ALL

Potential Issues/ Blocks		Potential Success Factors
<ul style="list-style-type: none">- People's attitude- Low paid jobs- Work force for higher paying jobs is low- Existing system (immigration)- Educating to JBS and NOT to Professional Jobs- Too much teaching to standard (state dept. of education/ legislation)		<ul style="list-style-type: none">- OPEN ARMS- " MN NICE" (friendly culture)- Bring diversity to the system (city jobs, council, school)
Hopeful?	Surprised?	Need Clarity?
<ul style="list-style-type: none">- We have "OK" track record- Previous successful stories (number of biz owners from minorities)- Successful people who came from Worthington	<ul style="list-style-type: none">- Less negativity in the survey- Low number of minorities taking the survey- Who took the survey?	<ul style="list-style-type: none">- "City is taking advantage of the Immigrant population " might have been misunderstood by those who took the survey (language issue)

Opportunities we can't afford to miss!

- Education
- Next generation
- Use the Successes in our track record (acknowledge, publicize, celebrate)

Actions To Move the City Forward: Diversity

WE DO GET ALONG!!!

Proper Communication and Information opens opportunities for further diversification.

Sense of Community	Education Opportunities for ALL	Political/Social /Economic Barriers
<ul style="list-style-type: none">• Start Classes of Educational Involvement• -Teach City Ordinances / Laws• -Teach Insurance Class• Discussing Educational opportunities• Learning the Subject (cooking)• Meeting Community Leaders (police, mayor, city council)	<ul style="list-style-type: none">• ISD 518 and City Partnership• Provide Incentives (rebates, scholarships, adult “headstart”• Look to successful role models (those who could/would mentor)• Raise Expectation (you can go anywhere from here)	<p>Provide Public transportation Need for positive stories (media and news) Cultural Events (Special speakers, concerts, history) – opportunities Barriers =\$ → Information</p>

Focus Groups CITY SERVICES

Today: Most Interesting /Concern

- "2nd Story too strong"
- Small "mom & pop" doesn't equal ED (downtown)
- Reputation (negative) : Need Welfare – come to Worthington

Potential Issues/ Blocks		Potential Success Factors
<ul style="list-style-type: none"> - 8 Languages + - 15-20 countries now communicate - Lack of public awareness of quality of work 		<ul style="list-style-type: none"> - New YMCA - Super market - Small retail
Hopeful ?	Surprised?	Need Clarity?
<ul style="list-style-type: none"> - Building Senior Center - \$21 million 	<ul style="list-style-type: none"> - City not Welcoming Involvement - Low rates of youth Services 	<ul style="list-style-type: none"> - Invest in Future Generations?

Opportunities we can't afford to miss!

- Lake Improvement (finish the track, marina)
- Public Relations
- Community Center /Conventions (same)
- Maintain high services

Actions To Move the City Forward: City Services

Responsible Budgeting		
<ul style="list-style-type: none"> • Live within MEANS: budget • Continue to support growth (Services/Safety) • Prioritize Services- budget should reflect • Ramp up Enforcement of Housing Codes 		
Start Public Relations Position	Hospital \$ - Make Decision	
<ul style="list-style-type: none"> • Public relations position • Education (public) • Change Perceptions/ Media Hire Public Relations Director	Make Decision on Hospital Money	
Lake Surrounding Improvement	Move Forward on Convention Center	Adult Opportunities
<ul style="list-style-type: none"> • Lake Improvement • Work closer with Water Shed • Fund the Lake Association to start process • Walking path around the lake 	<ul style="list-style-type: none"> • Convention Center move forward • Continue to support City Amenities (CC) 	<ul style="list-style-type: none"> • Activities / groups for people 20-40 yo (that are not related to children)

Focus Groups AMENITIES

Today: Most Interesting /Concern

- **Invest for Future Generations**
- **Reputation**
- **Quality of Lake**
- **Shopping (store fronts)**
- **Recreational (soccer)**
- **Bike Path high (Best \$ spent)**
- **Recreational Centers (large venues low “draws”)**

Potential Issues/Blocks		Potential Success Factors
<ul style="list-style-type: none"> - Decision making - Talk +Talk →Action needed - Use for Facilities - Location of Amenities - “Oxford” + North →Steer away from City Center - Where does funding come from? (build + sustain) 		<ul style="list-style-type: none"> - New “Bread guy “ in town - New + willing to start businesses - Parks, campgrounds (expansion?) - Playground Equipment - Lake Events (quality means different things for different people) - Heightens reputation (lake events)
Hopeful?	Surprised?	Need Clarity?
<ul style="list-style-type: none"> - The “Y” - The Y is a great recruiting factor - Top Notch - New Prairie Elem. - WALA - City Needs to promote 	<ul style="list-style-type: none"> - Services to youth low score--is the word not getting out? Scalability - Transit low score: Why? Awareness? - How to spend money (low score for historic) 	<ul style="list-style-type: none"> - Does Housing belong in Amenities? - What does “Invest in Future Generations” mean? - What is the difference between creating for opportunity and attracting biz? - What do kids get excited about? What more is needed?

Opportunities we can’t afford to miss!

- **Getting folks to town whether permanent or temporary**
- **Consult with towns with similar NEEDS for public space facilities (i.e. Redwood Falls) (action to take)**
- **Entities work together, collaboration**
- **Maximize old Campbell Soup lot**

Actions To Move the City Forward: Amenities

Overarching Determine USERS & Create AWARENESS (Educate Public on “Big Picture”)			
Getting Folks to Town whether permanently or temporary PROMOTE WORTHINGTON	Entities Work Together / Collaboration		Maximize Campbell Soup Lot
<ul style="list-style-type: none"> • Market Worthington as a destination (not a “route” to..) – need amenities to secure it • Tourism + Housing + History + Downtown infusion--Catalyst • Take Pride and Promote • Welcome Wagons (Welcome/ Promote Worthington) 	LARGE CAPACITY ALL – PURPOSE CENTER “THINK GREEN”	UTILIZE CAMPBELL’S LOT TO ASSIST IN CEATING LAKE A FOCAL POINT & KEEPING DOWNTOWN SUCCESSFUL	ENHANCE LAKE AND SURROUNDINGS
	<ul style="list-style-type: none"> • Large Capacity Center • Convention Center for State Meetings • More than just Convention Center • Find “like” Centers in similar communities 	<ul style="list-style-type: none"> • Pursue Campbell’s lot as a Public Use facility • Make Lake focal point 	<ul style="list-style-type: none"> • More Lake Recreation Events • Side walks for safety • More money for Lake improvement

Focus Groups ECONOMIC DEVELOPMENT

Today: Most Interesting /Concern

- General lack of knowledge (Awareness)
- Focus in NOT on Economic Development

Potential Issues/ Blocks		Potential Success Factors
<ul style="list-style-type: none"> - Hoops to jump through - Minority Nay-Sayers too loud - Let some one else pay for it 		- I-90
Hopeful ?	Surprised?	Need Clarity?
<ul style="list-style-type: none"> - Medical - Prairie Holdings - High Tech 		

Opportunities we can't afford to miss!

- Catalogue Success

What is the DATA telling us about ED?	Actions To Move the City Forward	Blocks
PMA (Positive Mental Attitude!!)		
<ul style="list-style-type: none"> • Public is asking for investment in Jobs / Ec. Development • Perception that Worthington cannot attract higher paying jobs • Perceptions are the jobs are paying less • Focus needs to be on ED • Public Does not have a good knowledge base of ED • Worthington creates a self – fulfilling prophesy of low expectations 	<ul style="list-style-type: none"> • Transportation (Warehousing, Docking) <ul style="list-style-type: none"> - Use our Location (educate companies-businesses on the advantage of our location) • Wind Power. Excel Energy • Fund Major Marketing Program • Create Competition (Retail Center) • Develop from within <ul style="list-style-type: none"> - Tax incentives on new housing - Education and Training - Focus on affordable housing for average people - Healthcare Hub - Entertainment Hub (Sports, Theatre, Events, Dining, Church events, concerts, Ethnic –Cultural Center) - Use local network 	<ul style="list-style-type: none"> - Zoning - Multi Development (broader focus of development) - Lack of Incentive to develop - City/County Coop - Image - Willingness to break from past practices - Community Dev. Office? - School Performance (Perception) - Unwillingness to embrace our diversity – shift focus on our population - “we’re not funding some company to be profitable” - Lack of will to commit to \$, time and personnel - “GAP” financier should be incentive financier - Lack of Clear Vision and Strategic Plan