

# RED WING CSAP: PHASE I ENGAGEMENT SUMMARY

## 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 Stakeholder Meetings 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.

## 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.

## Virtual Engagements

### ➤ *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 map. Survey results showed a wide range of responses from various cross-sections of the Red Wing community.

**Online Survey Answers**

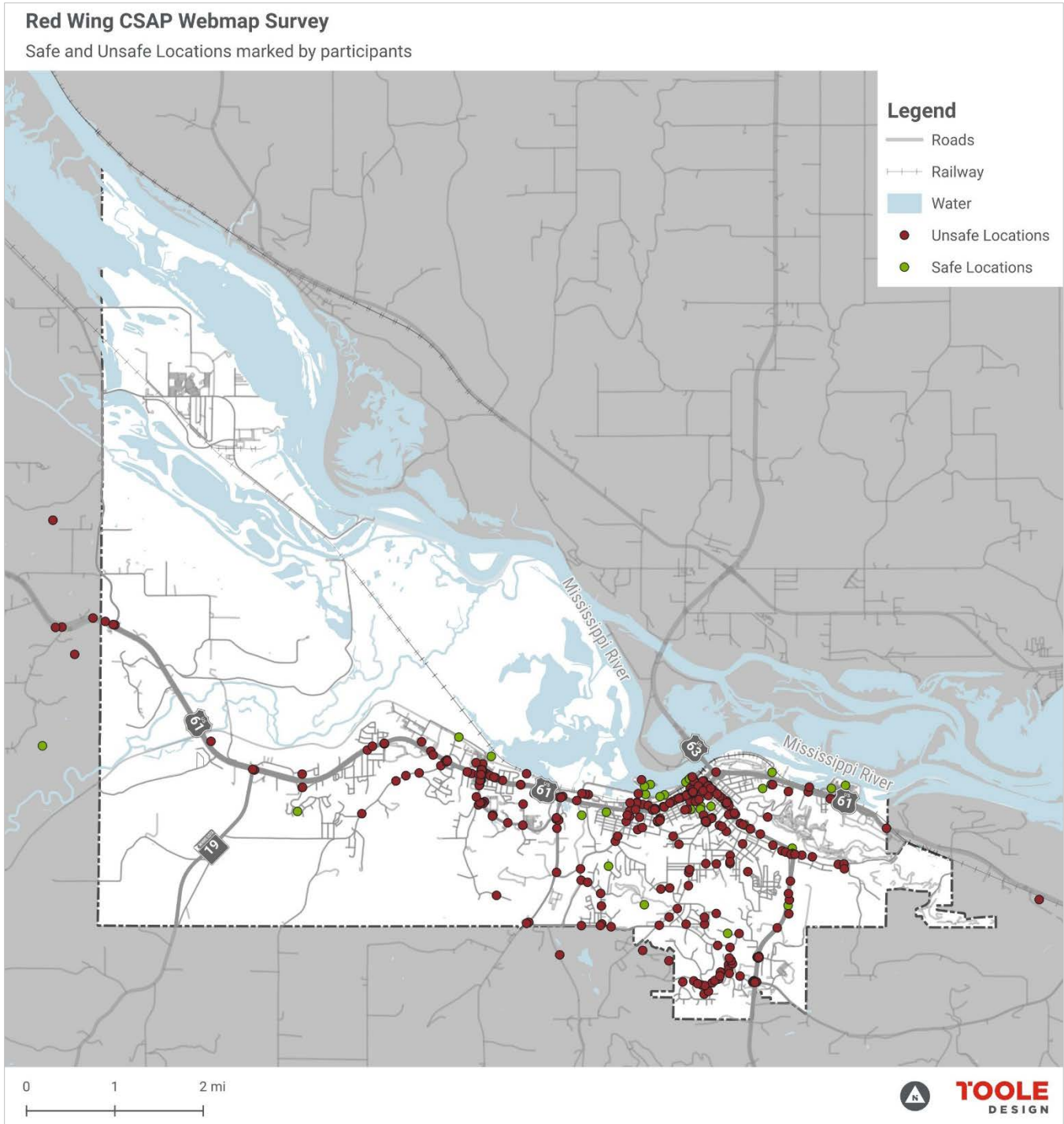
TABLE 1 outlines the main themes from residents’ answers to the online introduction survey.

**TABLE 1: General Themes from First Online Survey**

Category	Description	Key Findings
<b>Top Destinations</b>	Participants were asked to select their most visited locations.	<ul style="list-style-type: none"> <li>▪ <b>Work</b> and <b>Grocery</b> were the top destinations for people by far.</li> <li>▪ <b>Shopping</b> and <b>Parks</b> were secondary.</li> </ul>
<b>Project Emphasis</b>	Participants were asked what things should be prioritized regarding transportation safety.	<ul style="list-style-type: none"> <li>▪ Most agreed that reducing serious crashes and fatalities <b>should be prioritized</b> over minimizing travel time.</li> <li>▪ Most indicated they would generally be willing to change their driving behavior for safety.</li> </ul>
<b>Feeling of Safety</b>	Participants were asked to indicate their typical travel modes and level of comfortability when traveling.	<ul style="list-style-type: none"> <li>▪ <b>Driving and walking</b> were the top travel modes.</li> <li>▪ Feedback was mixed for how safe people feel traveling across all modes.</li> <li>▪ Many people said they <b>would walk or bike more</b> if it felt safer to them.</li> </ul>
<b>Transportation Safety Ranking</b>	Participants were asked to rank their goals for this project and what improvements would have the biggest impacts on their feeling of safety.	<ul style="list-style-type: none"> <li>▪ Respondents would most like to see <b>speed and distracted driving</b> addressed in this project.</li> <li>▪ Other improvements residents would like to see include the following: <b>Increased crossing safety, more separation between vehicles, and better lighting.</b></li> <li>▪ Residents said these things increase their feeling of safety most: <b>Higher safety at intersections, more access to trails, and stronger enforcement of traffic laws.</b></li> </ul>

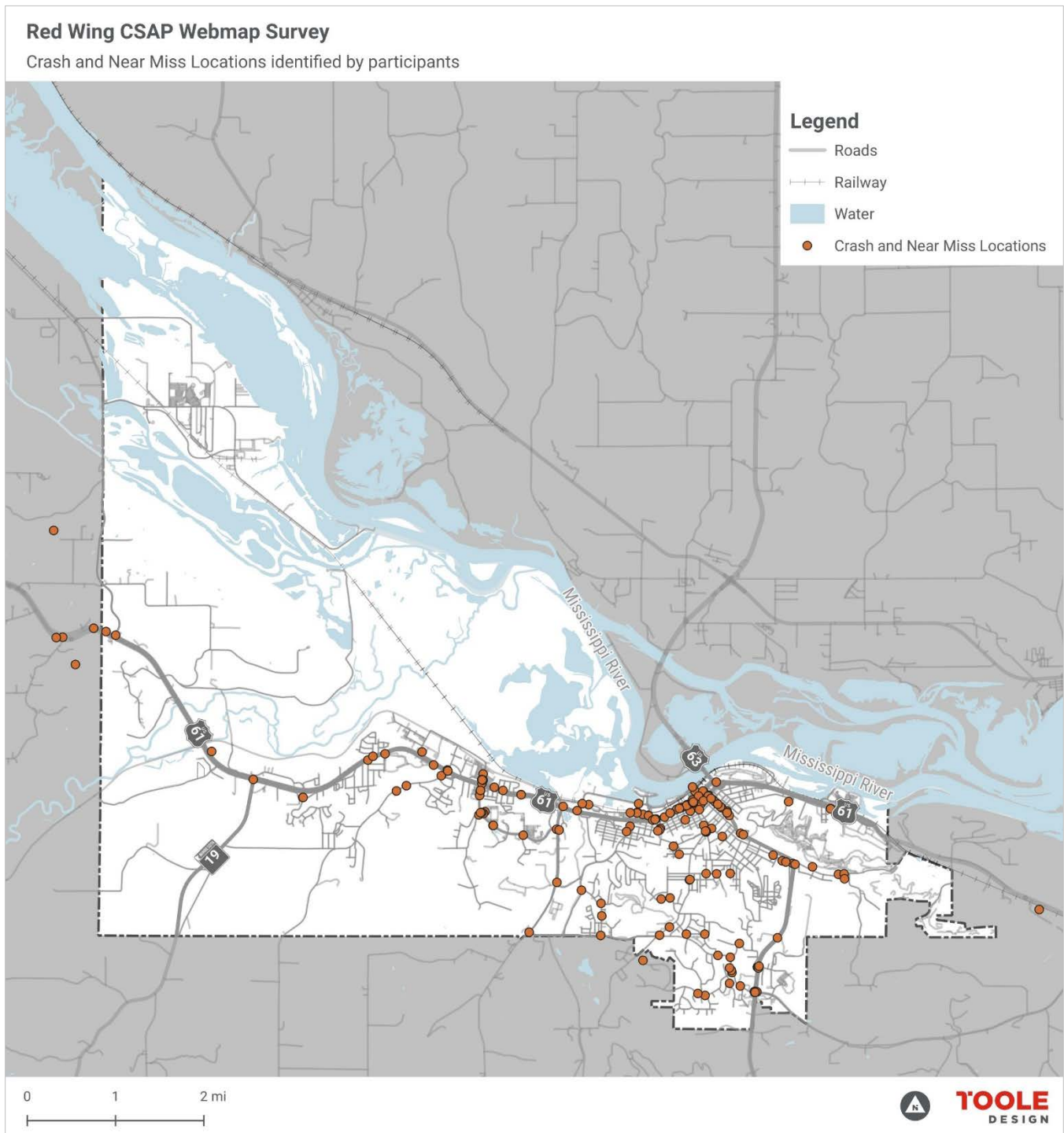
**MAP 1: Safe and Unsafe Locations Marked by Residents on Web Map**

Map 1 shows safe and unsafe locations as identified by respondents who marked the online web map. TABLE 2 on page 6 outlines key takeaways for these locations.



## MAP 2: Crash and Near Miss Locations Marked 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.



**TABLE 2: General Themes from Web Map Activity**

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

### **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 cooperated with the City on events that 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: Station Activities and Results**

Station	Activity	Key Findings
<b>Station #1: Support for Transportation Safety Investments</b>	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"> <li>▪ <b>Improving safety for pedestrians and cyclists should be central</b> to future City developments.</li> </ul>
<b>Station #2: Biggest Impacts to Feeling of Safety</b>	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"> <li>▪ <b>Driver behaviors, enforcement of road safety rules, quality of crossings, and safe spaces to cycle</b> have the biggest impact on participants' feeling of safety.</li> <li>▪ <b>Speeding, distracted driving (such as using phones), and extreme traffic volumes</b> are specific issues that make participants feel unsafe.</li> </ul>
<b>Station #3: Travel Modes and Safety Priorities</b>	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"> <li>▪ <b>Walking/using a mobility device and driving</b> were the only modes of transportation selected.</li> </ul>
	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"> <li>▪ <b>Improved driver behavior, improved crossings, and shifting the culture towards walking and bicycling</b> should be prioritized by this project.</li> </ul>
<b>Station #4: Interactive Mapping</b>	Participants placed stickers on important destinations and safe and unsafe locations on a printed map of Red Wing.	<ul style="list-style-type: none"> <li>▪ <b>Highway 61 and Plum St.</b> are dangerous locations for pedestrians and cyclists.</li> <li>▪ <b>Running red lights, high speeds, and long crosswalk distances</b> are common issues along these roads.</li> </ul>

## Focus Groups

Throughout the spring and summer of 2024, the City of Red Wing's Community Engagement Facilitator (CEF) facilitated a series of focus groups to gather input from a diverse and representative cross-section of the community.

These focus groups concentrated on populations in Red Wing that, in the past, have been under-represented 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. The table to the right outlines the meetings, dates, and groups that participated.

Date	Group
May 21	Maple Hills Common Bond Housing
May 24	Native American Student Association (NASA)
May and June	Sight, hearing, and mobility-impaired residents
Jun 5	Jordan Towers (ages 65+)
June 10	RiseUp Red Wing Youth Council
June 20	Downtown Plaza (ages 65+)
June 20	Public Safety Day at Prairie Island Indian Community
June 24	Transportation Organizations (First Student School Bus Company and Red Wing Grain)

## Results of the Focus Groups

Overall, the focus groups 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 Focus Group 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 Focus Group 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:

**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.

**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.

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

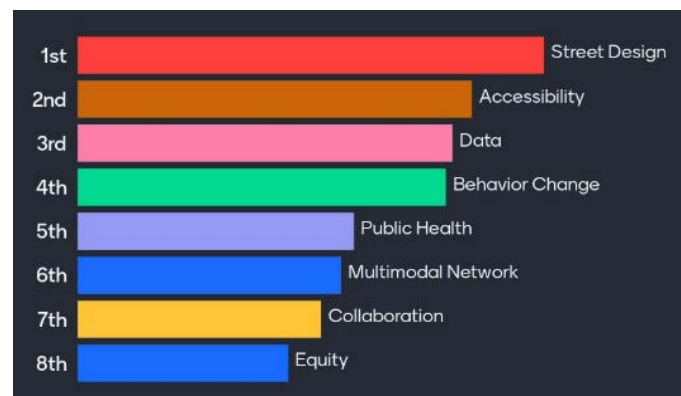


Figure 1: How Safety Committee Ranked Priorities for Project

**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:

1. **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.
2. **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.

**All Engagement Results: Common Themes for Phase I**

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"> <li>▪ Plan framework should focus on <b>Street Design, Accessibility, Data Incorporation, and Changing Behavior.</b></li> <li>▪ <b>Equity</b> should be an integral component to all phases of the project.</li> <li>▪ <b>Transportation safety should be a priority</b> for transportation planning projects.</li> </ul>
Top Destinations	<ul style="list-style-type: none"> <li>▪ <b>Work and grocery stores</b> are the most visited locations.</li> <li>▪ Secondary locations are <b>shopping areas, such as Target, schools, parks, and recreational areas.</b></li> </ul>
Feeling of Safety	<ul style="list-style-type: none"> <li>▪ The issue that most impacts feelings of safety is <b>poor driving behavior.</b> 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.</li> <li>▪ <b>Lighting and visibility</b> also impact the feeling of safety.</li> <li>▪ People would <b>walk and bike more</b> if they felt safer</li> <li>▪ Along specific routes, <b>long crosswalk distances and high speeds</b> are issues.</li> <li>▪ People feel safe when there are sidewalks, good lighting and visibility, and separation between vehicles and other transportation modes.</li> </ul>
Safety Priorities	<ul style="list-style-type: none"> <li>▪ <b>Addressing driver behavior foremost.</b></li> <li>▪ <b>Increasing visibility and lighting, improving crossings, maintaining sidewalks and vegetation, and enforcing traffic laws</b> are important to the community.</li> <li>▪ The community would like to see a <b>shift towards walking and bicycling and better access to trails.</b></li> </ul>
Unsafe Locations	<ul style="list-style-type: none"> <li>▪ <b>Most unsafe routes: Highway 61, Main St., Plum St., Bush St., Hallquist Ave., and Tyler Rd.</b></li> </ul>

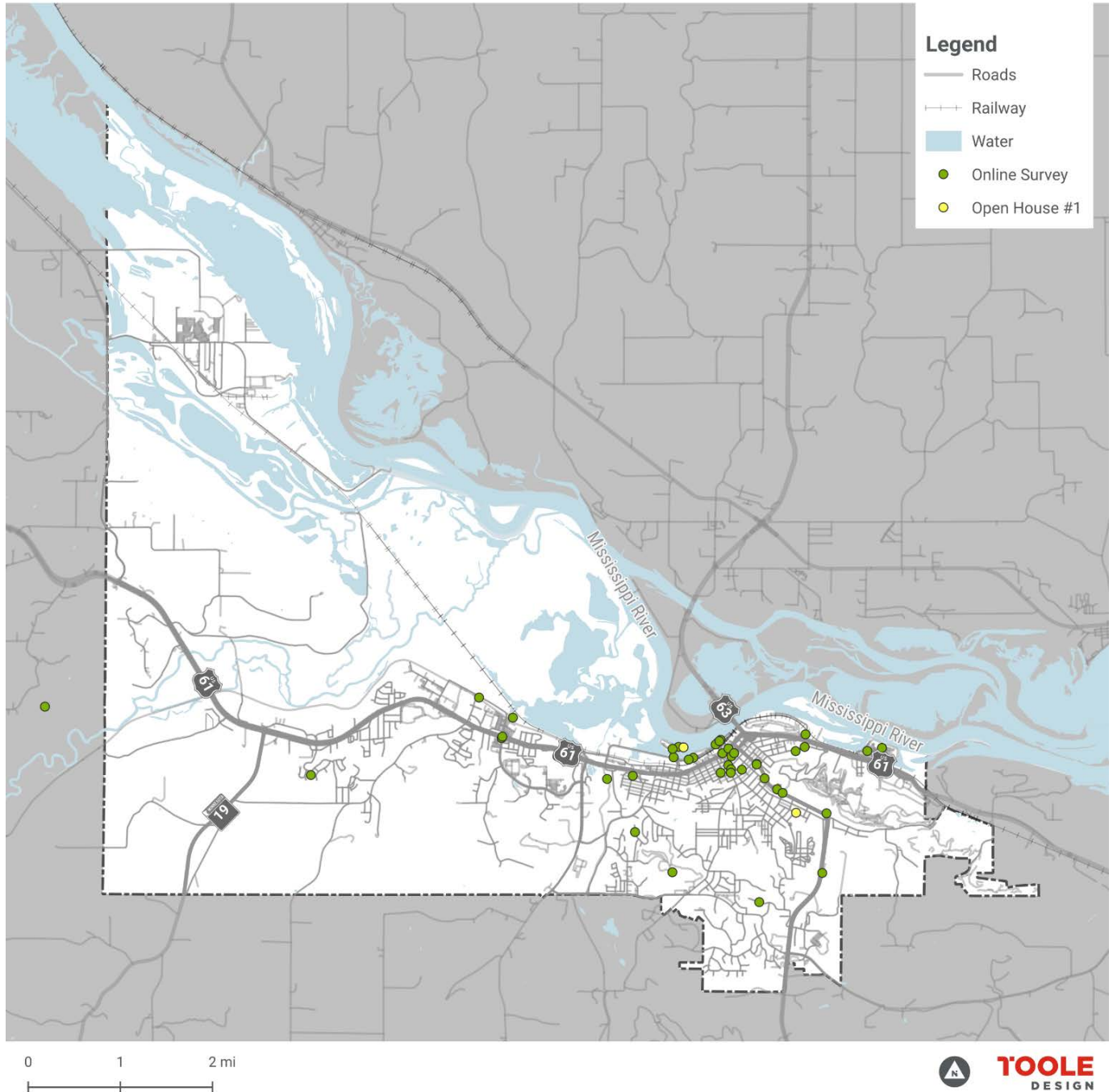
- |  |   |
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|  | <ul style="list-style-type: none"><li>▪ Most unsafe intersections: <b>The Main St./Broad St./East Ave./West Ave., Main St. and Bush St., Main St. and Plum St., Highway 61/Main St. and Old West Main St., Plum St. and 5<sup>th</sup> St., Highway 61 and Tyler Rd., Tyler Rd. and Kosec Dr.</b></li></ul> |
|--|---|

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, 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 Who Participated in First Online Survey/Webmap and Open House in Phase I (through July 2024)**

**Red Wing CSAP Webmap Survey**

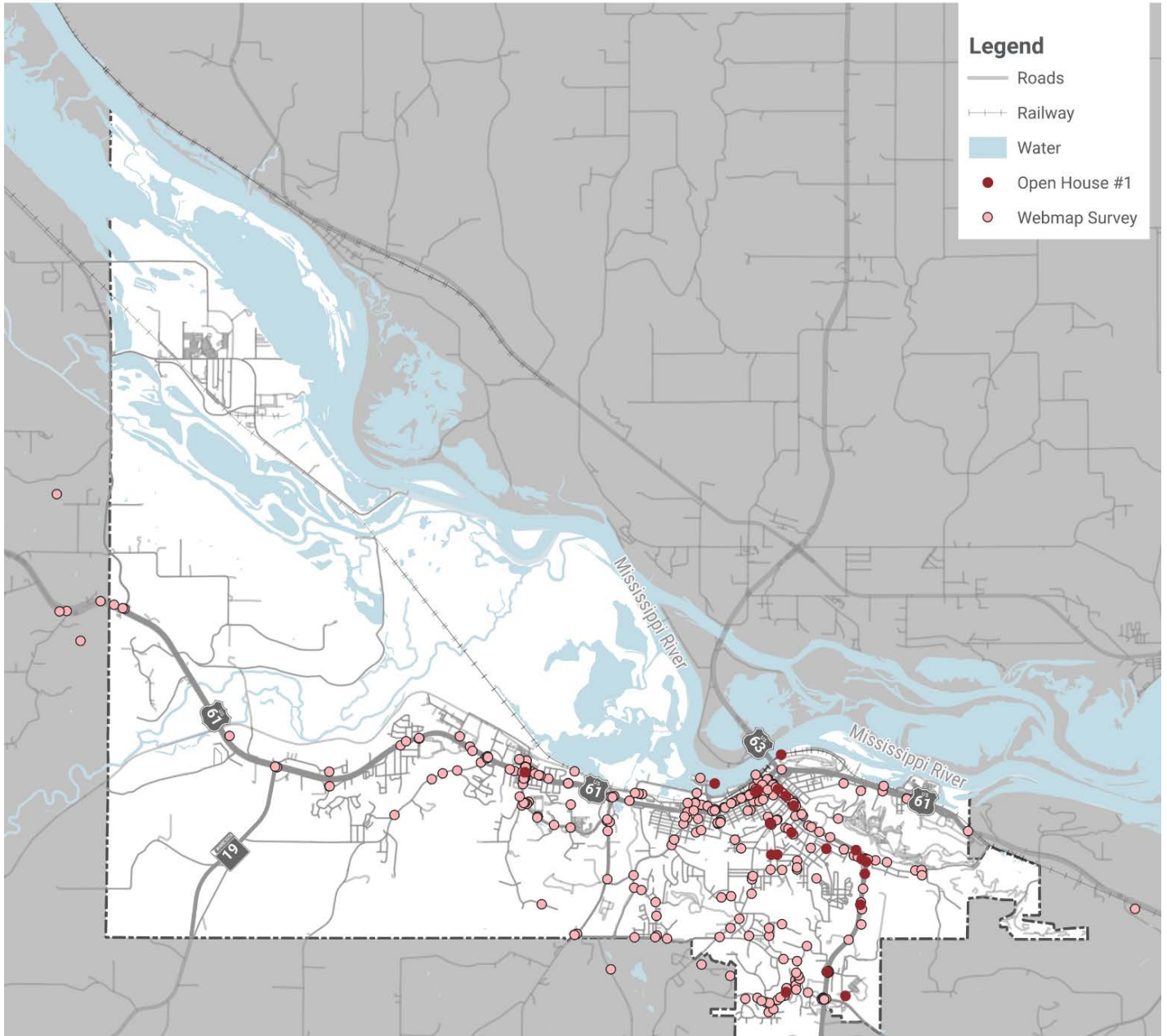
Safe Locations across all engagement events



**MAP 4: Unsafe Locations Identified by Residents Who Participated in the First Online Survey/Webmap and Open House in Phase I (through July 2024)**

**Red Wing CSAP Webmap Survey**

Unsafe Locations across all engagement events



## Equitable Engagement

Equitable engagement makes a special effort to search out and listen to the voices of specific communities—groups of people who have been intentionally and unintentionally excluded from transportation planning efforts and decision-making in the past. This exclusion from prior community conversations, along with other factors, generally results in having less access to safe, comfortable, and convenient transportation, being overrepresented in serious and fatal crashes on our roadways, and being displaced by transportation projects and planning efforts.

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, but these strategies are historically more accessible to the majority demographics. To address this, focus groups were also part of this engagement process. 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.

This section summarizes the engagement participants' demographics to understand where the gaps are in who we're hearing from. This section also provides insight into how the targeted engagement is addressing these gaps and how we can improve equity in future engagement.

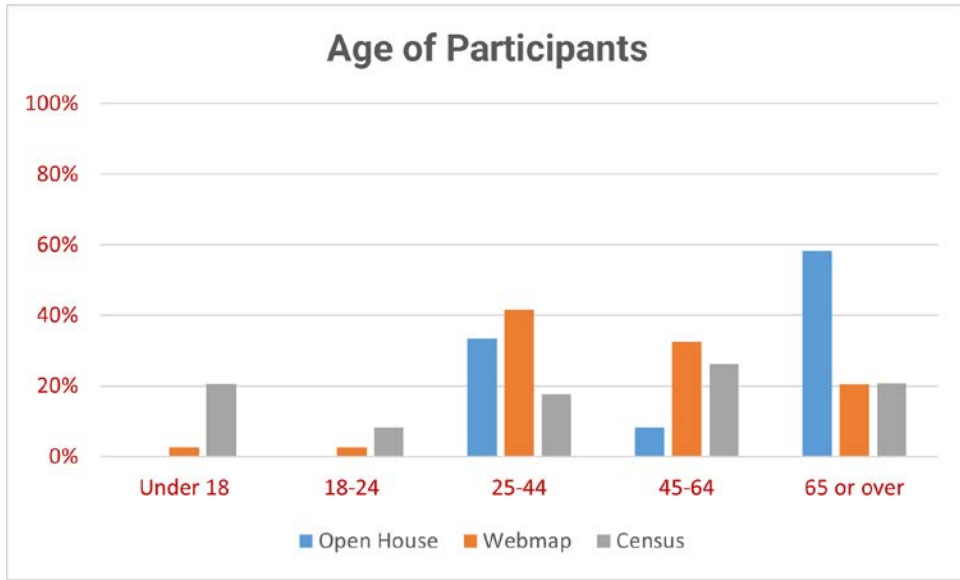
### *Participant Analysis | Phase I (through July 2024)*

#### **Demographics**

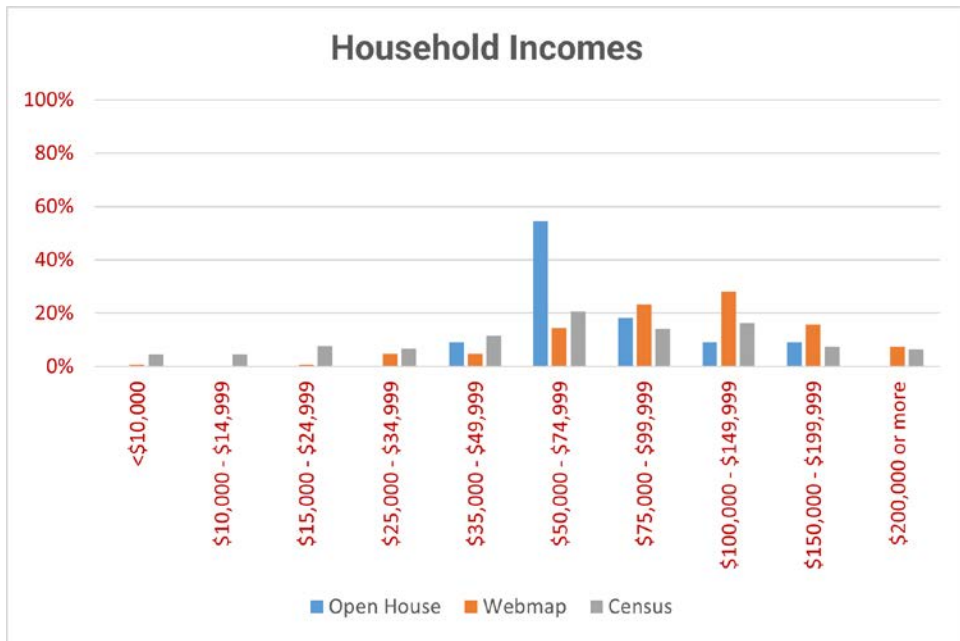
The project team gathered feedback from approximately 250 survey and web map participants and around 20 attendees to the first open house. Here is a summary of participant demographics:

- **Race:** Survey respondents and attendees were primarily white.
- **Age:** Most participants were 25-44 and 45-64 years old, with a substantial number over 65. Younger participants were a minority part of the demographic.
- **Gender:** Most participants identified as female, with a smaller proportion of male participants, and a small number of gender-nonconforming participants.
- **Homeownership:** Participants overwhelmingly identified as homeowners, with some renters and individuals in other living situations.
- **Disability:** Community members with disabilities participated in both the survey and the first open house.

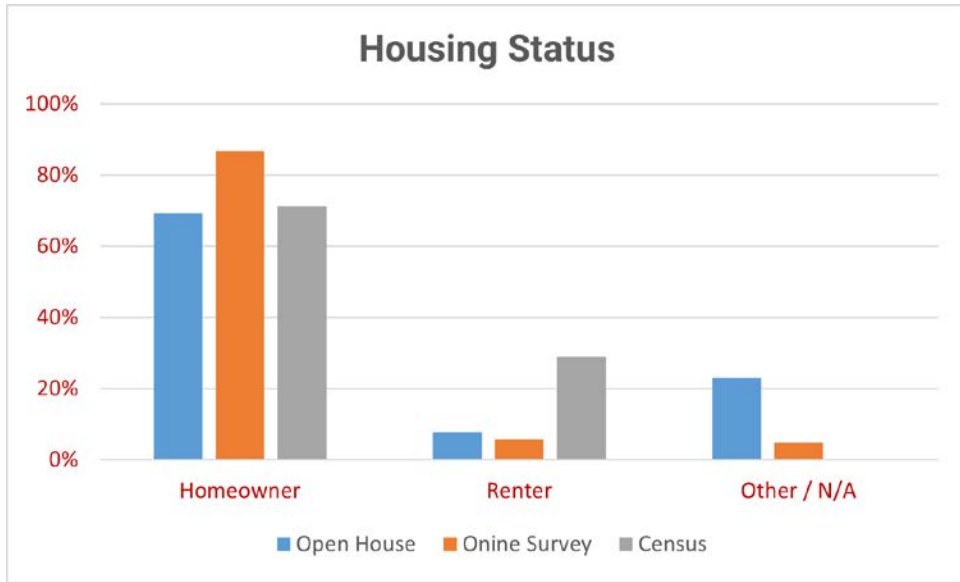
The following graphics show how participant demographics from phase I of engagement compare across the different events and, in comparison, to Red Wing's overall population. In general, participants tend to be older than average when compared to Red Wing demographics and are also more likely to be homeowners.



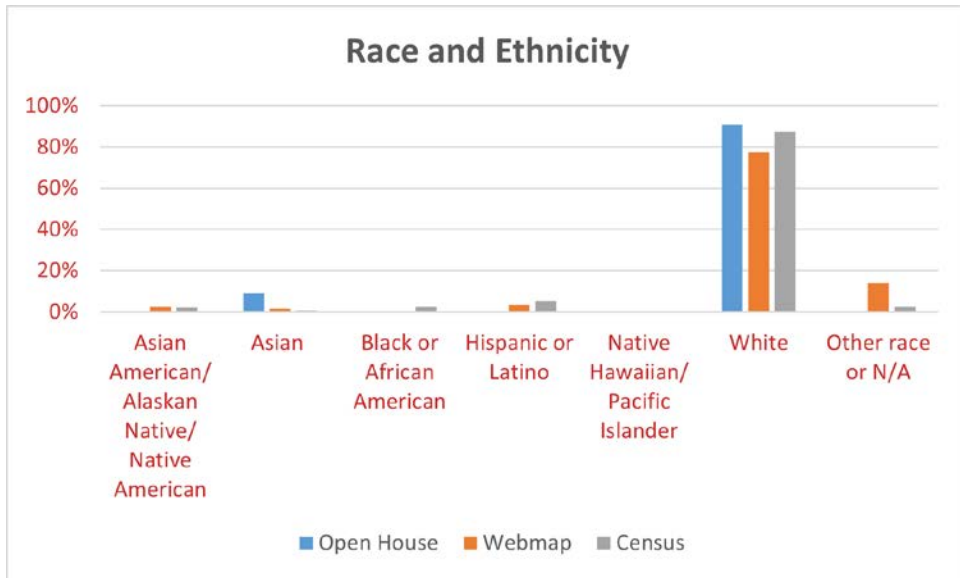
**Figure 2: Age of Public Engagement Participants | Phase I**



**Figure 3: Household Incomes of Public Engagement Participants | Phase I**

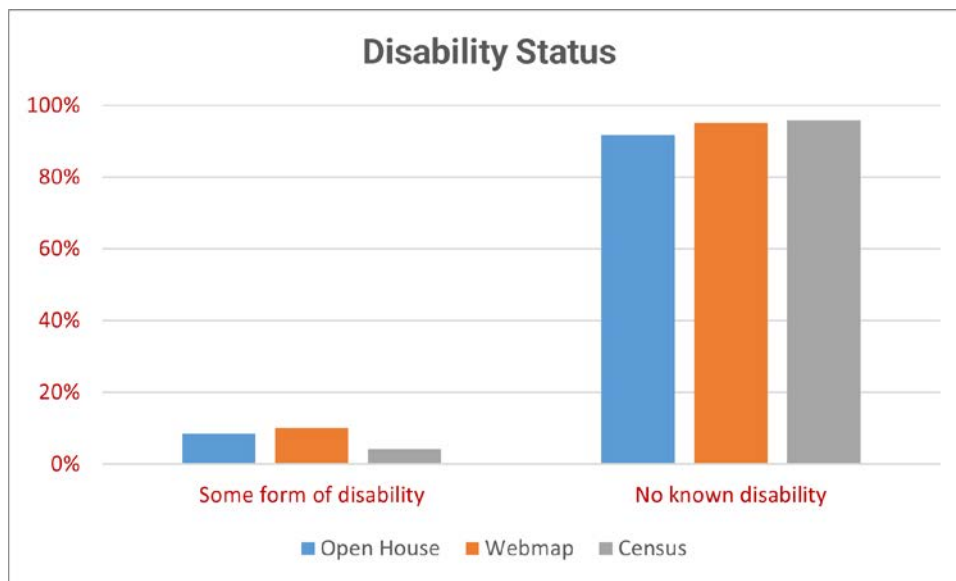


**Figure 4: Housing Status of Public Engagement Participants | Phase I**



**Figure 5: Race and Ethnicity of Public Engagement Participants | Phase I**





**Figure 6: Disability Status of Public Engagement Participants | Phase I**

### **Geographic Areas of Participants**

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**

Table 5 identifies the success in equitable engagement and outlines how engagement with these groups can be improved. It is important to note that often the demographics of engagement participants in this project match that of Red Wing’s median demographics. 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 due to historical marginalization, exclusion, and discrimination.

**TABLE 5: Equitable Engagement Analysis and Recommendations – Phase I (through July 2024)**

Demographic Grouping	Analysis	Recommendation for Future Engagement
<b>Race/Ethnicity</b>	The first open house and web map participants were largely white. Focus group conversations provided an opportunity for racially diverse feedback, but these numbers are still limited. There is an opportunity to increase outreach to non-white members of the general public.	<ul style="list-style-type: none"> <li>▪ Continue to promote open houses at destinations used by racially diverse populations.</li> </ul>
<b>Age</b>	Youth and children are underrepresented in the first open house and online survey, while older adults are overrepresented at the open house.	<ul style="list-style-type: none"> <li>▪ Continue to find ways to make open houses more interactive to engage youth and participants with children.</li> <li>▪ Provide childcare at open houses.</li> </ul>
<b>Income</b>	Income groups below \$30,000 were not as highly represented in the engagement as those with incomes over \$30,000.	<ul style="list-style-type: none"> <li>▪ Continue to coordinate with organizations that work with low-income members of the population to hold more focus groups.</li> <li>▪ Continue to print handouts and flyers as promotional material for people without access to the internet.</li> </ul>
<b>Housing Status</b>	Renters were underrepresented in the first open house and survey.	<ul style="list-style-type: none"> <li>▪ Continue to promote engagement opportunities at apartments and other rental housing. Continue to promote at other locations such as laundromats and transit stations.</li> </ul>
<b>Disability</b>	People with disabilities were represented in the open house, survey, and stakeholder meetings	<ul style="list-style-type: none"> <li>▪ Continue outreach to sight, hearing, and mobility-impaired residents.</li> <li>▪ Obtain feedback from community members with non-visible disabilities.</li> </ul>
<b>Overall</b>	Feedback was received from a range of community members, and the survey reached people in equity focus areas. The focus groups improved outreach to marginalized groups. There is room to expand outreach and engagement strategies to more underrepresented groups and improve equitable strategies.	<ul style="list-style-type: none"> <li>▪ Host more pop-ups at community events and at daily destinations.</li> <li>▪ Meet again with focus groups after the project to get attendee feedback on how engagement strategies could be improved.</li> <li>▪ Continue to work with trusted sources in various communities to expand outreach.</li> <li>▪ Create an ambassador program to expand the network and streamline outreach.</li> </ul>