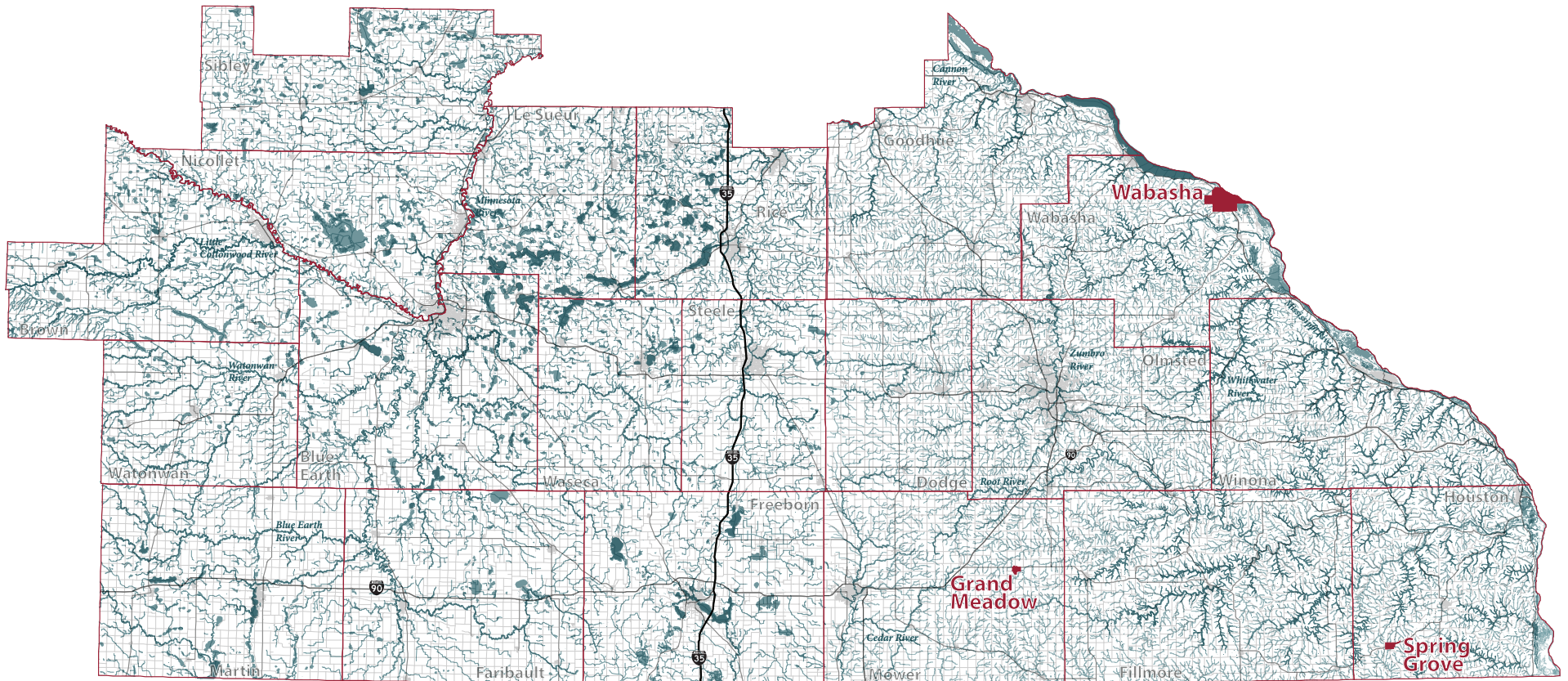


Greater Minnesota Futures: Pilot Project *Southeast Minnesota*



ACKNOWLEDGEMENTS

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A special thank you to all the community and staff members from Grand Meadow, Spring Grove, and Wabasha that partnered on this project. We admire your knowledge and commitment to your communities. We value your insights and suggestions and all the time you committed to this project. It was a pleasure partnering with you.

Sources

Images sourced from the web are cited throughout this report.

Images without citations are proprietary to MDC.

GIS data sources are included on their respective maps.



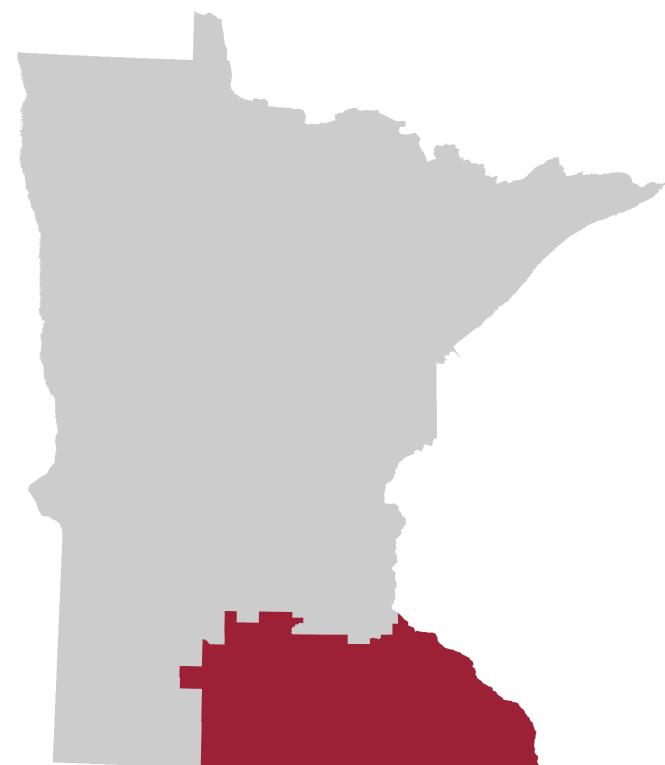
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Greater Minnesota Futures: Pilot Project

Over the last biennium, the Greater Minnesota Futures initiative (GMNF) at the Minnesota Design Center (MDC), University of Minnesota, has engaged in a pilot project for the State of Minnesota's Department of Employment and Economic Development to help communities under 5,000 in population in Greater Minnesota think and act more strategically about their economic future in this rapidly changing economy. In doing this work, the MDC has partnered with the regional non-profit community organizations Southeast Minnesota Together and Southern Minnesota Initiative Foundation, as well as with University of Minnesota Extension.



Goals

The Pilot's goals include:

- Demonstrate a new economic development and redevelopment model informed by design thinking
- Work with three small towns in Southeast Minnesota to create three different place-based, 21st century community strategies for development and redevelopment activities that build on existing community assets, integrate efforts to strengthen community assets, and leverage more value from investments made
- Demonstrate how project funding requests to existing programs from small Greater Minnesota communities can be stronger, more competitive, and more effective

Objectives

The Pilot's objective is to act as a catalyst to empower communities to:

- Identify a community development/redevelopment strategy based on the community's assets and its place in the Southeast Minnesota region that goes beyond the focus of a single project
- Identify and map community assets
- Redefine challenges as opportunities
- Recognize opportunities tied to the community's place in the Southeast region
- Explore connections between community assets, challenges, and opportunities
- Connect the community's development/redevelopment strategy to its assets, challenges, and opportunities
- Connect University assets to the strategy
- Move forward with specific projects that advance the development/redevelopment strategy

Southeast Minnesota Together

- Mission: Southeast Minnesota (SE MN) Together is a regional collaborative network of organizations and individuals developing and pursuing strategies to address our workforce shortage. SE MN Together also seeks to strengthen regional connections and build local capacity in communities across the region, which can be leveraged to address other social and economic issues affecting Southeast Minnesota.
- Role in selection of the pilot region: Southeast Minnesota was selected as the region in which to pilot GMNF because of Southeastern Minnesota Together's many talented members, members' strong connections with Southeast Minnesota communities, knowledge of issues facing Southern Minnesota communities, the organization's interest in innovative approaches to economic development, and its willingness to participate as a partner in the Pilot.
- SE MN Together played many roles in the project, including assistance with:
 - Drafting the RFP
 - Encouraging communities to answer the RFP
 - Participating in community selection discussions
 - Offering advice to the project leadership
 - Helping to set the community meeting agendas
 - Serving as facilitators and notetakers at community meetings
 - Providing feedback on the ongoing work



<https://semntogether.wixsite.com/home>

Southern Minnesota Initiative Foundation

- Mission: Southern Minnesota Initiative Foundation (SMIF) is a regional development and philanthropic organization that fosters economic and community vitality in 20 counties of southern Minnesota through a culture of collaboration and partnership.
- SMIF's partnership role in the GMNF Pilot included:
 - Offering advice throughout the project
 - Encouraging grant submissions for consideration which align with the guidelines of our programs



<https://www.facebook.com/smifound/>

Department of Employment & Economic Development (DEED)

- Mission: To enhance the economic success of individuals, businesses and communities by improving opportunities for prosperity and independence.
- DEED's role in the project included:
 - Setting up the contract with the University of Minnesota and convening the appropriated project funds to the University of Minnesota
 - Supervising the execution of the contract
 - Having regional staff advise the project leader and participate in community work



<https://mn.gov/deed/>

Southeast Regional Sustainable Development Partnerships, University of Minnesota Extension

- Mission: The Southeast Regional Sustainable Development Partnership (SRSDP) brings together community and University knowledge and resources to drive local sustainability in four focus areas: agriculture and food systems, clean energy, natural resources, and resilient communities.
- SRSDP's activities included:
 - Helping to shape the initial form of the Pilot
 - Funding student work for project activities in Spring Grove and Wabasha



<https://www.facebook.com/UofMNext/>

Regional Economic Development Professionals

- Economic development professionals practicing in the regional communities included:
 - Community and business development specialists
 - Staff from community and economic development associations
- Activities included:
 - Identifying community participants
 - Convening and participating in community meetings
 - Helping to shape the community development strategy
 - Partnering upon specific projects embedded in the community development strategy



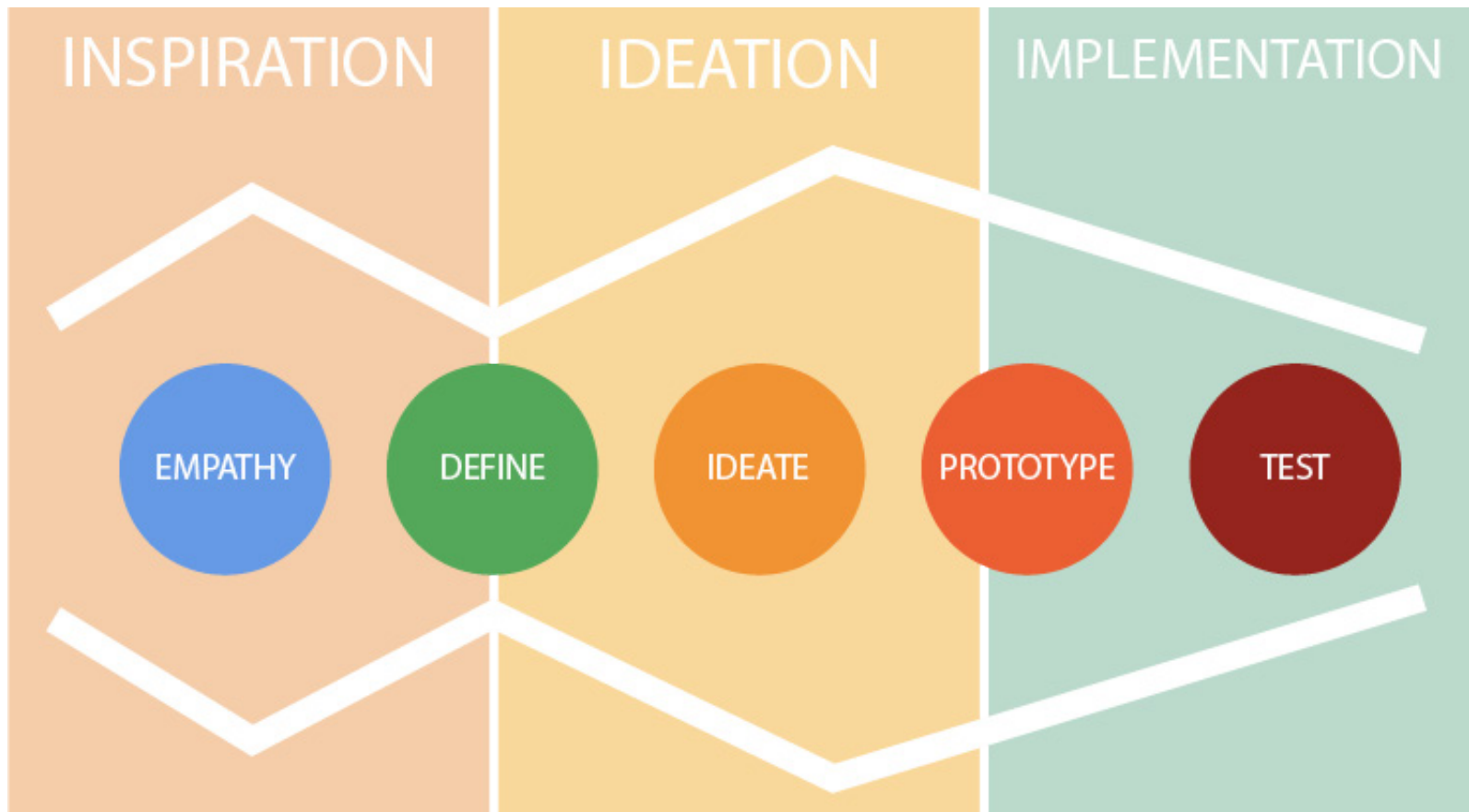
<https://www.facebook.com/cedausa/>

State Health Improvement Partnership (SHIP): Wabasha County

- Mission: SHIP supports community-driven solutions to expand opportunities for active living, healthy eating and tobacco-free living, helping all people in Minnesota prevent chronic diseases.
- GMNF supported SHIP's Wabasha's efforts through its work with:
 - Website with trails connected to recreational amenities, employment centers, schools, and the business district
 - Help to seek funding to create a mobile app with the website information
 - Circulation Toolkit to empower the community to create a community circulation system



<https://wabashacountyship.org/>



<https://stormz.me/en/designthinking>

Design thinking's role in GMNF

Design thinking has emerged over the last few decades as a primary innovation strategy in the private sector, and as a result, design-centric companies have performed substantially better in the marketplace than companies that have not used design thinking to improve their products and services. This pilot project sought to bring those same design thinking methods to the public sector. This seems especially relevant to economic development work, since the public sector will not attract or grow new businesses without using the same design methods and speaking the same language of innovation that have helped make so many companies successful. Minnesota needs a 21st century, design-centric approach to economic development, the value of which we have tried to demonstrate here.



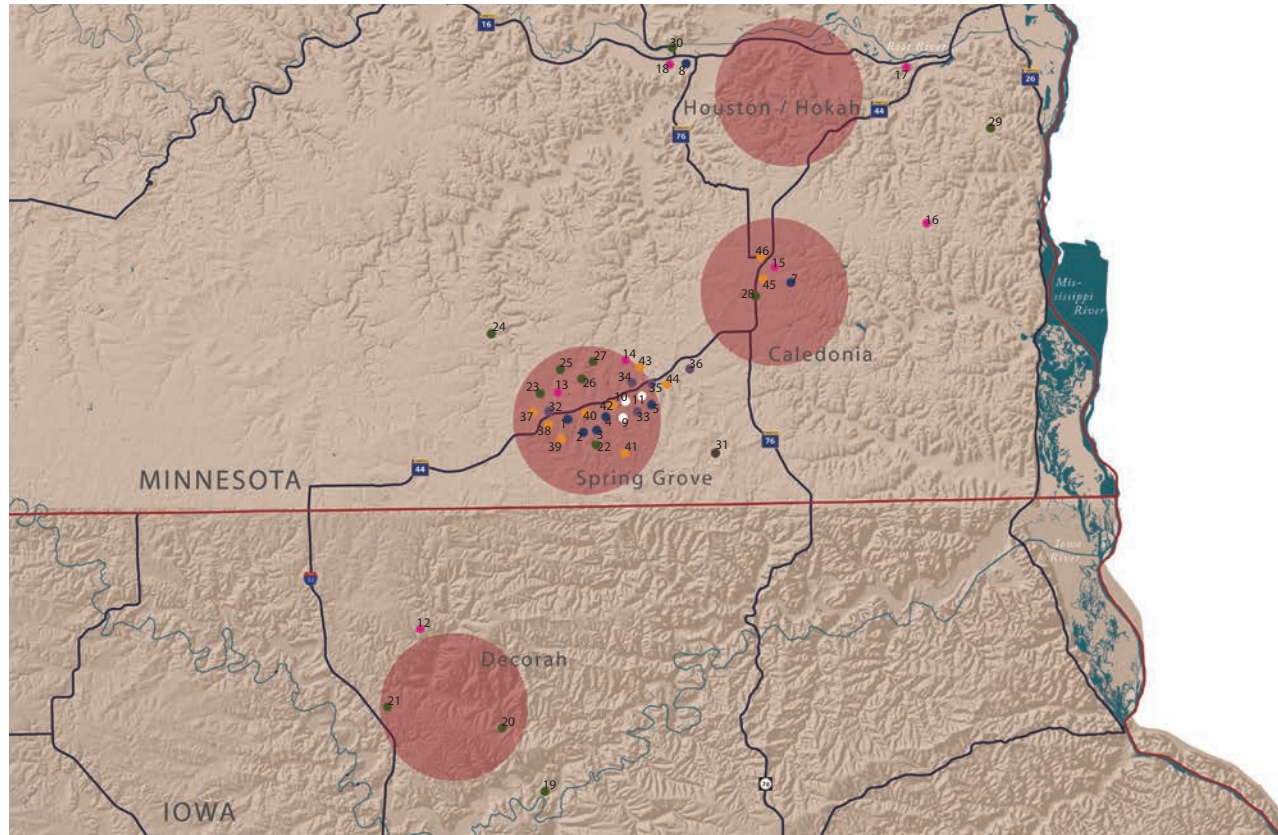
Design thinking as an approach to economic development involves:

- Identifying and mapping a community's human, natural, and cultural assets
- Engaging diverse community members in imagining new ways to leverage those assets to give it a competitive advantage in attracting talent
- Assessing the strategies most likely to produce the best results and prototyping those efforts in a rapid, low cost way
- Evaluating the success of those prototypes and the laying of a long-term strategy
- Building the capacity of the community to continue this work going forward

Design thinking differs from other economic development approaches in that it:

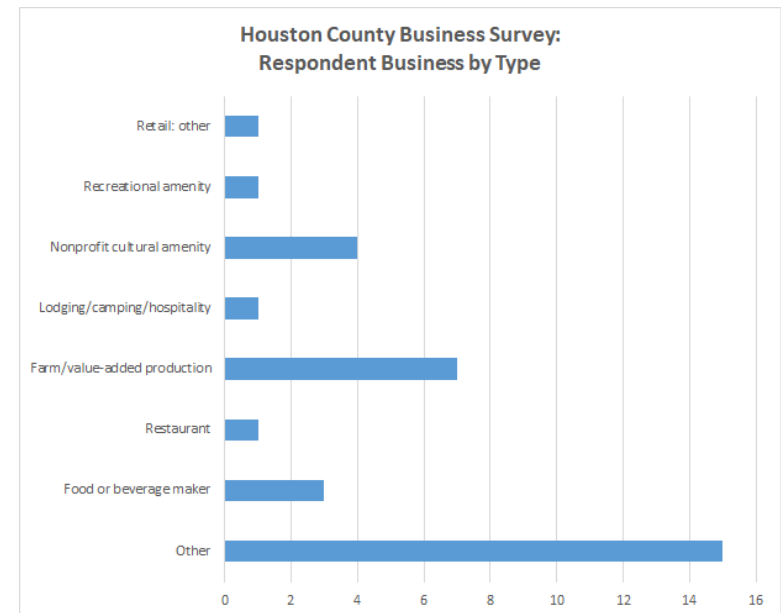
- Takes an asset-based approach to what a community already has rather than trying to attract new businesses through subsidies and other incentives
- Pursues an integrated, place-based strategy rather than a fragmented, program-based approach to economic development
- Leverages existing resources rather than waiting for new resources to arrive before actions can be taken
- Reinforces the unique strengths of each community rather than sounding like every other community in what it has to offer

TYING LOCAL EFFORTS TO REGIONAL STRATEGIES



Thinking regionally identifies the community’s place in a larger geography, helps to recognize a wider range of potentials, and creates new local opportunities for growth and vibrancy. Small communities are often too focused upon their community and its immediate surroundings, a mindset that limits opportunities. To help communities tie these local efforts to regional strategies, we:

- Identified unique local physical and human assets, building on what communities already have. Communities are better served by leveraging underutilized resources and strengths to create development strategies that are easier, faster, and less costly to implement. Many older development models, aimed at luring businesses to town, are outmoded in this rapidly changing 21st century. For example, as their principal development strategy, many Greater Minnesota communities have invested hundreds of thousands of dollars in industrial parks. While some parks have attracted the hoped-for developments, many others have not. In those communities that have attracted outside investment and a few new jobs, too often there has been a modest impact on the community’s vitality and economic viability.
- Linked asset development efforts together in a community strategy for more impact. Existing community assets need to be seen and used more creatively. Adding to and linking existing assets together enhances them, increases their community impact, and adds to their individual community value. Small towns have many assets, but the impact of projects that improve these assets is often limited because they are defined as singularly focused projects instead of being seen as a part of a larger, overarching strategy.



Spring Grove Business Survey, p. 108

- Assisted in identifying and pursuing existing resources that support implementing the development/redevelopment. Development and redevelopment need resources, so working with the community to explore funding opportunities, strengthen grant applications, and identify ways to leverage resources was an important part of the Pilot. Many grants are available for economic development, but often small communities have difficulty competing with larger communities that have staff to pursue grants.



<https://extension.umn.edu/rsdp-happenings/southeast-minnesota-together-elevates-small-town-issues>

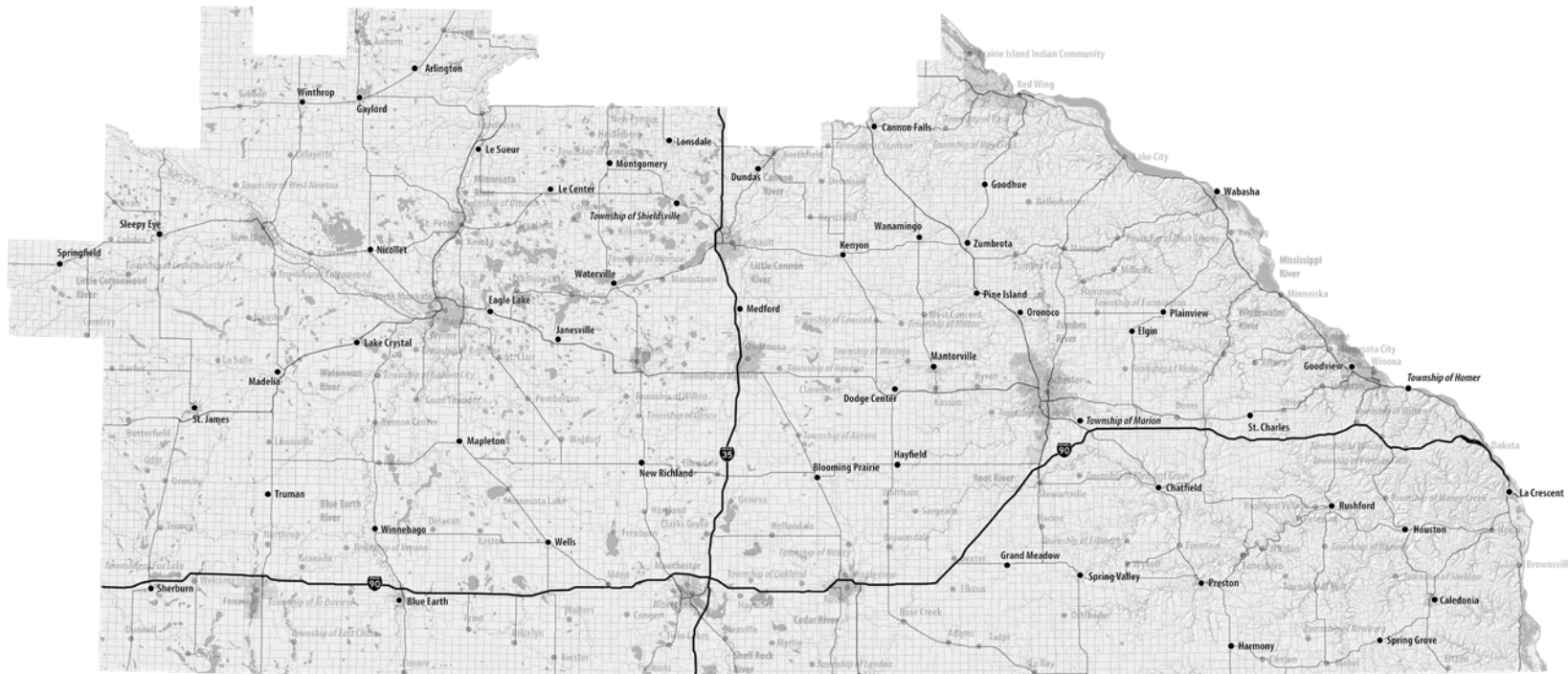
Regional work

Studying the Southeast Minnesota region included:

- Surveying marketing messages on community websites
- Reviewing economic development literature
- Reviewing tourism materials
- Reviewing DEED's studies, programs, and past projects
- Reviewing county and community profiles
- Reviewing the history of post office consolidations
- Studying school district consolidations
- Meeting with regional residents
- Conferring with project partners
- Touring the communities
- Creating regional maps (see pages 22-29) that were intended to:
 - Serve as a tool for community selection
 - Inform an understanding of the relationships among the individual communities and the region's natural and cultural landscapes
 - Create resources for future use by the region and its communities



SOUTHEAST MINNESOTA'S FUTURE
CITIES AND TOWNSHIPS



MINNESOTA DESIGN CENTER
COLLEGE OF DESIGN UNIVERSITY OF MINNESOTA

GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
COMMUNITY POPULATIONS



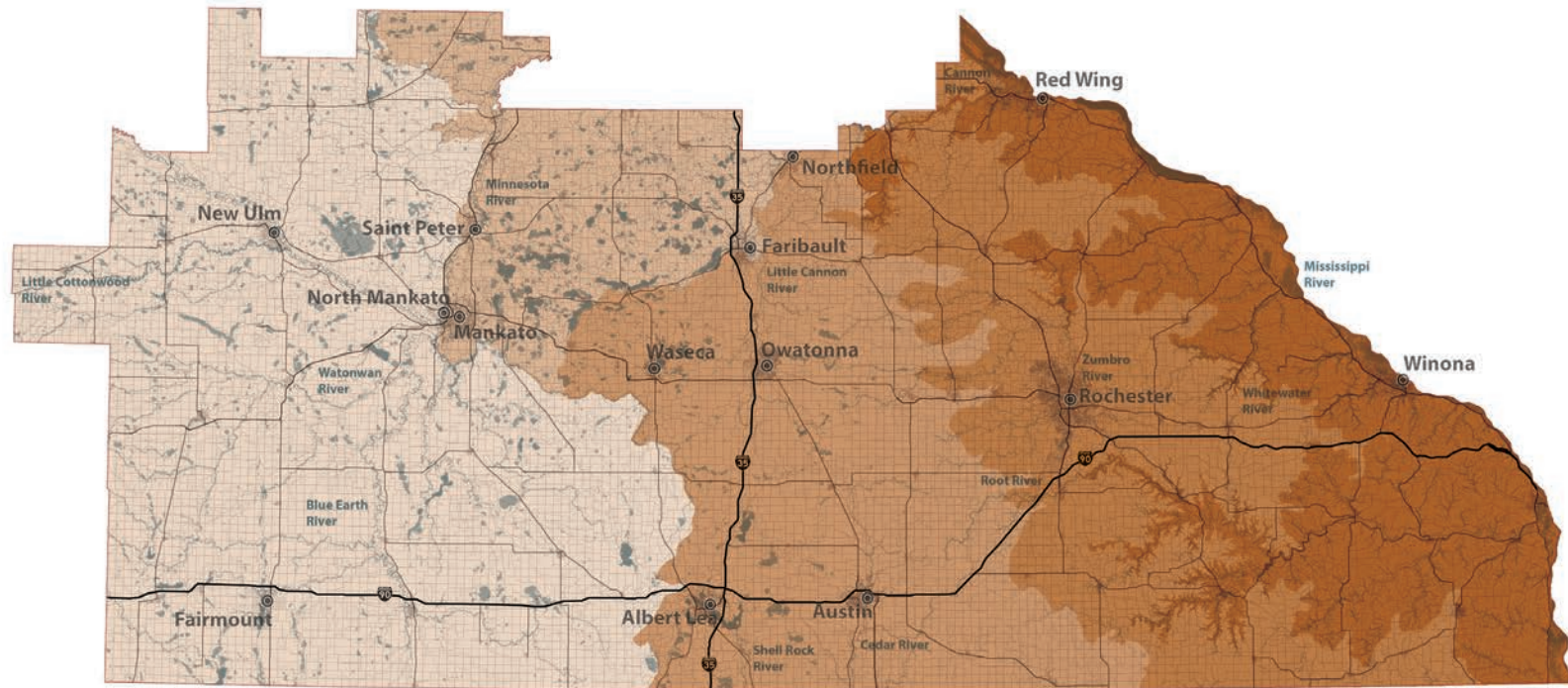
U.S. Census Bureau - American Community Survey. Populations, 2016.



- Regional Center
- Less than 1,000
- Greater than 5,000
- Between 1,000 - 5,000
- Hydrology
- County Boundary
- County Road
- State Hiway
- Interstate Highway

MINNESOTA DESIGN CENTER
 COLLEGE OF DESIGN UNIVERSITY OF MINNESOTA

GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
ECOLOGY



Minnesota Department of Natural Resources - Division of Forestry, Ecological Sections of Minnesota, 2014.

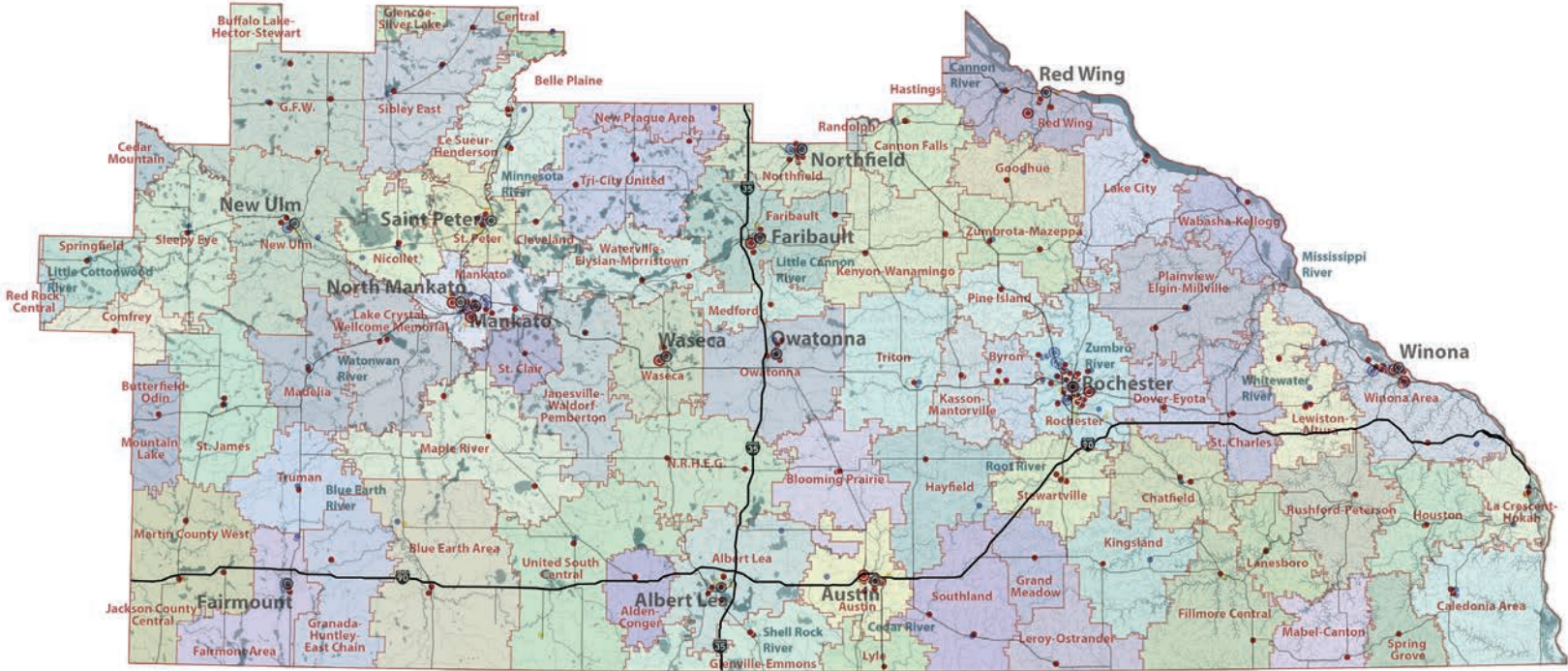
○ Regional Center



- MN River Prairie
- Big Woods
- Oak Savanna
- Rochester Plateau
- Blufflands
- County Road
- State Highway
- Interstate Highway

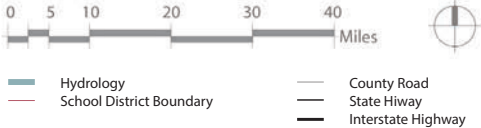
MINNESOTA DESIGN CENTER
 COLLEGE OF DESIGN UNIVERSITY OF MINNESOTA

GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
EDUCATIONAL SITES

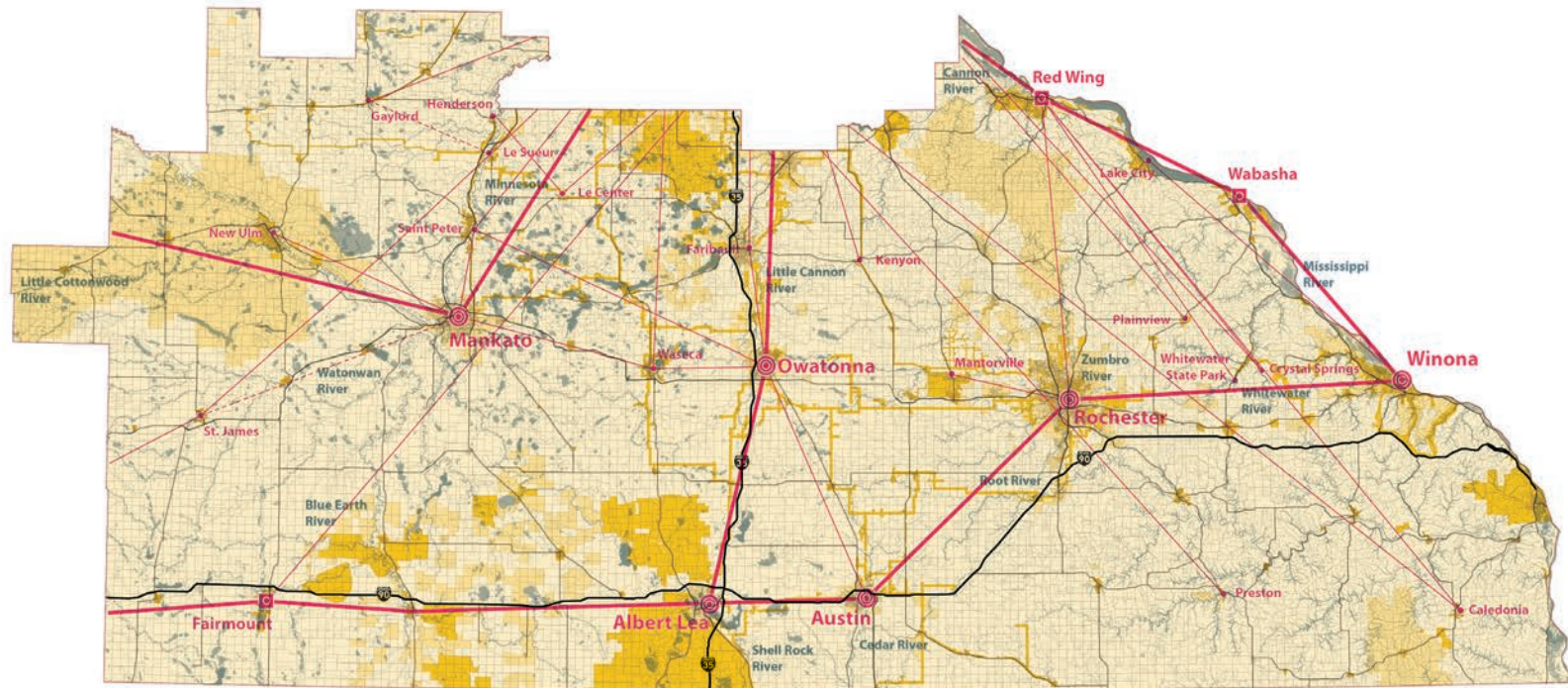


Minnesota Department of Education. School Districts K-12. 2017.
Minnesota Department of Education. School Program Locations. 2017.

- Regional Center
- Public K-12
- Public Post-Secondary
- Private K-12
- Private Post-Secondary
- Other School



GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
INTERNET ACCESS



Minnesota IT Services - Minnesota Geospatial Information Office. Minnesota's Network for Enterprise Telecommunications. 2016.
 Minnesota Department of Employment and Economic Development. Infrastructure Grant Eligibility. 2017.



- | | | | | | | | |
|---|------------------|---------------|------------------|-------|-----------------------------|---|--------------------|
| ⊙ | Hub City | Light Yellow | Less than 3M | - - - | Private Line T-1 | — | County Road |
| ⊠ | Aggregation Site | Medium Yellow | Between 3M - 25M | — | 10/100/1000 Ethernet | — | State Highway |
| • | Other Location | Dark Yellow | Greater than 25M | — | MNET High Capacity Backbone | — | Interstate Highway |

MINNESOTA DESIGN CENTER
 COLLEGE of DESIGN UNIVERSITY of MINNESOTA

GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
ROADS & RAILROADS

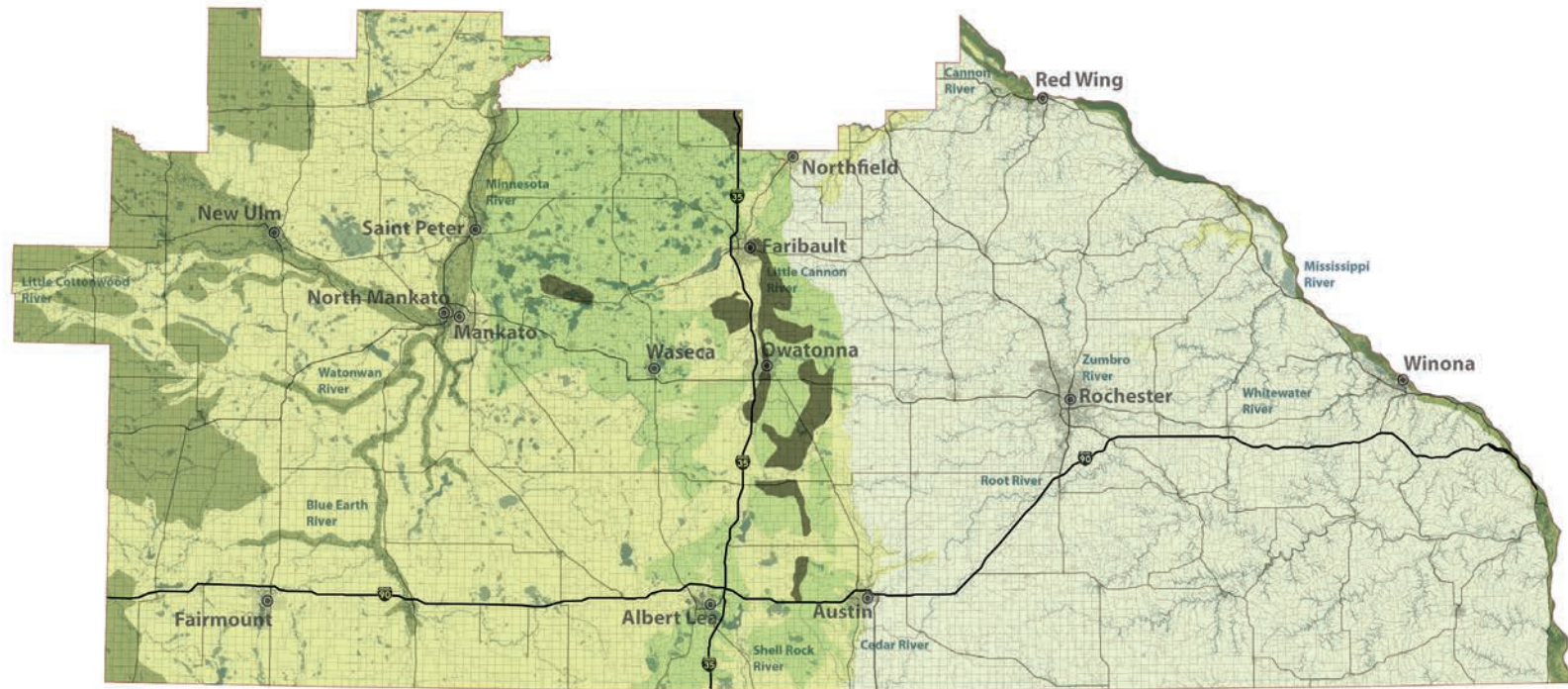


Minnesota Department of Transportation. Roads and Railroads. 2013.
Minnesota Department of Transportation - Land Management. Abandoned Railroads. 2015.



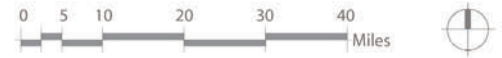
- Regional Center
- Hydrology
- Abandoned Railroad
- Active Railroad
- County Road
- State Hiway
- Interstate Highway

GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
SOIL CONDITIONS



Minnesota Department of Agriculture. Soil Conditions (Agrocoregions). 2016.

○ Regional Center



- Soils
- Moist Prairie
- Prairie Forest
- Dry Prairie Soils
- Forest Soils
- County Road
- State Highway
- Interstate Highway

MINNESOTA DESIGN CENTER
 COLLEGE OF DESIGN UNIVERSITY OF MINNESOTA

GREATER MINNESOTA'S FUTURES: SOUTHEAST INFRASTRUCTURE
WATER PATTERNS & SYSTEMS



Minnesota Department of Natural Resources - Division of Parks and Trails. Water Trails. 2010.
 Minnesota Department of Natural Resources. Hydrography. 2012.
 Minnesota Pollution Control Agency. Impaired Lakes. 2013.
 Minnesota Department of Natural Resources - Division of Fish and Wildlife. Trout Streams. 2015.
 U.S. Geological Survey. Rivers, Creeks, and Lakes. 2015.
 Minnesota Pollution Control Agency. Impaired Streams. 2016.

○ Regional Center
 ○ Marinas



— Hydrology
 — Trout Streams
 — Water Trails

— County Road
 — State Highway
 — Interstate Highway

Community selection process

We worked with SE MN Together to identify the three communities for this pilot. We focused on communities of 5,000 or less in Blue Earth, Brown, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Le Sueur, Martin, Mower, Nicollet, Olmsted, Rice, Sibley, Steele, Wabasha, and Watonwan Counties. We:

- Developed a request for proposals and sent it to all communities of 5,000 or less in the 20 county region
- Received applications from 14 communities
- Shared applications with SE MN Together and asked for feedback
- Reviewed community descriptions, histories, and current situations
- Visited all the communities
- Consulted SE MN Together members on the community selection
- Selected three different cities representing three types of challenges facing small Greater Minnesota communities

Pilot communities selected

14 communities applied. After reviewing the applications, we selected three communities representing three different situations and economic development opportunities. The communities selected are:



<https://www.steelcase.com/eu-en/research/articles/topics/collaboration/place-technology-drive-creative-performance/small-town-issues>

- **Grand Meadow** (1,164 population, 2010): A former agricultural center with a strong school, now a growing suburb of Rochester and Austin, surrounded by large farms.
- **Spring Grove** (1,330 population, 2010): An isolated former agricultural center with strong social capital and a 3.5% projected population decline.
- **Wabasha** (2,521 population, 2010): A county seat possessing many environmental and recreational amenities and located on the Minnesota/Wisconsin border within commuting distance to three regional centers.

Community meetings

In partnership with SE MN Together, we led a series of initial meetings with all three communities, involving their leadership as well as members of the public. At these meetings, MDC staff:

- Presented an overview of the Greater Minnesota Futures Pilot
- Described the design thinking approach to development and redevelopment
- Showed the regional and city maps that we had developed
- Solicited small group discussions to volunteer for the community working groups
- Worked with SE MN Together to:
 - Facilitate small group discussions led by volunteers from SE MN Together
 - Ask group members to answer questions drafted by MDC and SE MN Together
 - Ask community participants to identify their community assets

Community working groups

Volunteers and officials participated in these working groups in each community.

The work of the first meeting included:

- Reviewing the Design Thinking approach to community development and redevelopment
- Reviewing maps of the community developed by MDC
- Discussing previously-identified assets and adding to the list of assets
- Listening to input on a number of the challenges facing the community

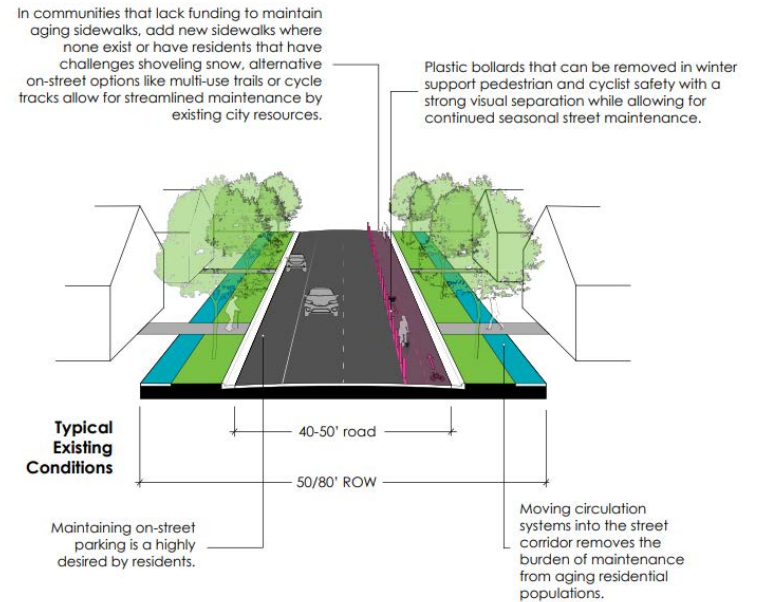
Subsequent meetings included:

- Presentation and discussion of materials summarizing previous group work
- Presentation and discussion of asset-based opportunities that integrated several assets while addressing community challenges
- Presentation and discussion of a potential economic development strategy based on community assets, challenges, and the opportunities identified
- Affirmation of the suggested strategy
- Discussion of a number of specific directions to pursue and the community leadership and potential resources needed to move them forward
- Identification of the priorities to be addressed

Lack of pedestrian/cyclist system:
Making a toolkit for an effective, safe circulation system (Grand Meadow, Spring Grove, Wabasha)

Background: Each of the communities identified a safe pedestrian/bicycle circulation system as a community need. Although sidewalks were often a part of each of their community’s infrastructure as they developed in the 19th and early 20th centuries, sidewalks today were seen as a community problem. Often sidewalks were deteriorating and in need of replacement or expensive repair, and many older homeowners found the need for snow shoveling to be burdensome. Existing sidewalk systems were fragmented and did not connect to important community destinations such as schools and employment centers, nor did they provide for carpool pickups. Sidewalks did not exist along many streets in neighborhoods beyond the city’s historic core. Newer neighborhoods have been developed with a suburban model, using cul-de-sacs and other development patterns that could not accommodate the insertion of a sidewalk system. The solution some communities were pursuing was to rip up sidewalks, but this did not address the need for a circulation system.

Response: The Pilot developed a Circulation System Toolkit for use by each community. Community streets were mapped for their widths and right of ways. The community would identify which streets would be part of a street-based circulation system that would accommodate both cyclists and pedestrians on the street. The kit consists of a number of road sections, a map marking road widths, and suggestions for gathering places for carpools or school bus pickups. See page 102 for the toolkit.



3. On-Street Trails

Circulation Toolkit, p. 102

Changing agriculture:

Supporting regional artisanal farmers (Spring Grove)

Background: Young people are moving into the area to raise families and become farmers that produce artisan agricultural products. Spring Grove and the broader Houston County area also have several beverage producers. At the community and Driftless Grown meetings, young, energetic families expressed enthusiasm for their new artisan farming efforts and asked for assistance in support of the growing number of artisan farming operations being created in Houston County.

Response: Support for the Driftless Grown group. Work included a survey (see page 108) of artisanal food producers in Houston County, in order to identify them and their needs, and forming a connection to the University of Minnesota Extension Service for further assistance.

Child care shortage:

Increasing child care opportunities (Grand Meadow)

Background: Lack of childcare facilities and options for families were identified as concerns in Grand Meadow and Wabasha.

Response: As part of Professor Fisher's grand challenge course "Global Venture Design," a group of students at the University of Minnesota developed a strategy and business model to address the child care needs of small, rural communities. Called "Care Share," their proposal, which they hope to pilot in Grand Meadow, involves engaging the community's elderly population to provide child care for the children of the communities' working families. This project is in the process of being reviewed by the Institutional Review Board at the University as well as the regulators of child care services at the state level, but once that process is complete, Care Share plans to initiate the program and evaluate its results as a possible model that other rural communities in Minnesota might adopt. See page 100 for the Care Share initiative.

Concern for highway safety:
Modifying hazardous conditions on highways running through rural communities (Wabasha, Grand Meadow)

Background: Grand Meadow’s K-12 school is located on State Highway 16. When the school was being built, the speed limit was lowered in order to accommodate truck access to the construction site. When the construction was complete and the new building was occupied by students and staff, the speed limit was again increased. The school is developing a technical program with a local business, also located on Highway 16, that will require students to cross the highway. Highway 16’s intersection with County Road 8 is the busiest in town. County Road 8 is the commuting route to Rochester, and it is a popular crossing for young people walking to the nearby pizza shop. The city’s many attempts to lower Highway 16’s speed limit and reconfigure the intersection have not been successful.

In Wabasha, Highway 60’s 90-degree turn at the bridgehead provides conditions for a tragedy waiting to happen. A truck could easily slide into the spectators watching the game in the playing field at the foot of the bridgehead.

Responses: Grand Meadow officials and GMNF have been advocating for lowered speed limits with MnDOT. GMNF has also redesigned the intersection of State Highway 16 and County Road 8 to make crossing the highway to the popular pizza place safer for the many young people that cross the highway frequently. See pages 50-51 for potential highway redesign options.

In Wabasha, the city, the county, and MnDOT are working to move the ballfield and reroute the highway to make it safer, avoid frequent closings during high water, and improve the entry into town. See pages 75-77 for potential highway redesign options.



<https://iowahighwayends.net/ends/ia60.html>

Lack of lodging for visitors:

Creating a 21st century lodging strategy (Spring Grove)

Background: The closing of the one small motel in Spring Grove has left the city without a hotel or motel. A campground and one Airbnb are currently available to visitors seeking lodging in the community.

Response: Encouraging short term rentals. Since short term rentals are growing in popularity in communities of all sizes worldwide, GMNF suggested that the city encourage more residents to consider running a short term rental unit in their homes.

Decline of small town friendliness due to lack of connections:

Strengthening and increasing connections among residents (Grand Meadow)

Background: Most small towns market themselves as friendly places to live. However, new residents often do not feel welcome or accepted by residents that have known each other and lived in the community all their lives. Declining church participation and families without school-aged children have weakened the roles that churches and schools have played in integrating newcomers into the community, eroding the friendliness that has historically been a hallmark of small town life.

Response: Game and pizza night. Grand Meadow is currently pursuing creating monthly pizza and game nights, which will bring young and old, new and long residents to play board games and eat pizza together as a welcoming community to strengthen its small town friendliness. See page 106 for the game night plan.

Future of healthcare facility, the workforce, and the high school:

Building on existing assets to create opportunity and strengthen these assets (Wabasha)

Background: Wabasha identified three major concerns that the Pilot combined to address. Those concerns included:

- The future of its healthcare facility. Prior to the start of the Pilot, Mayo announced it would be leaving its partnership with St. Elizabeth's Medical Center in Wabasha. This was a great blow to the city, since St. Elizabeth's is its largest employer and is perceived as vital to the city's future growth and development. It is also important as a statewide issue, as many other rural hospitals and medical facilities are facing closure and/or transfer of medical services to larger regional centers impacting access to healthcare in rural Minnesota.
- Maintaining the quality of their high school. As the population ages, the city wants to make sure that the Wabasha/Kellogg High School remains an asset important to both communities' futures.
- Workforce availability. Because the population is aging, there is concern about the availability of workers, particularly skilled workers.

Response: The Pilot combined three assets to address these concerns: In order to strengthen the high school's curriculum, the school district is pursuing the creation of a nurse's assistant post-secondary technical program. A partnership between St. Elizabeth's Medical Center, Wabasha/Kellogg High School, and Minnesota State College (Red Wing) is being formed to support the effort. It seeks to use the State's post-secondary education option as a vehicle for this program offered by the high school.



<https://www.yellowpages.com/wabasha-mn/mip/saint-elizabeths-medical-center-2295453>

The creation of the high school nurse's assistant program with its training connected to St Elizabeth's will strengthen both the high school and the medical facility, while addressing workforce concerns by providing future workers to the medical facility.

Lack of knowledge of community amenities:
Providing a tool to promote living in the community and to more effectively benefit from its many visitors (Wabasha)

Background: Wabasha has many visitors, with over 80,000 people visiting the National Eagle Center annually and many others visiting its recreational amenities, yet the community has not reaped the full benefits of its visitors to market it as a good place to live and to support its local businesses. National Eagle Center visitors often ask what else there is to do in Wabasha. Because of the dispersed amenities, visitors do not have easy access to Wabasha's many assets.

Response: Created web app. Citizens, city officeholders, business owners, and University students supported by the Southeast Regional Sustainable Partnerships collaborated to create a web-based information tool that maps and interprets Wabasha's many dispersed assets and encourages biking, walking, and driving to them.

The web app can be viewed at: <https://bit.ly/2LzKz1P>



Web app, see link at left

Issues raised but not addressed

Support for civic volunteer activities (All): Small communities are run by volunteers. As women have entered the workforce, volunteerism has diminished; and there is a great need for a community support system to maintain volunteer activity and the social capital generated by volunteer work.

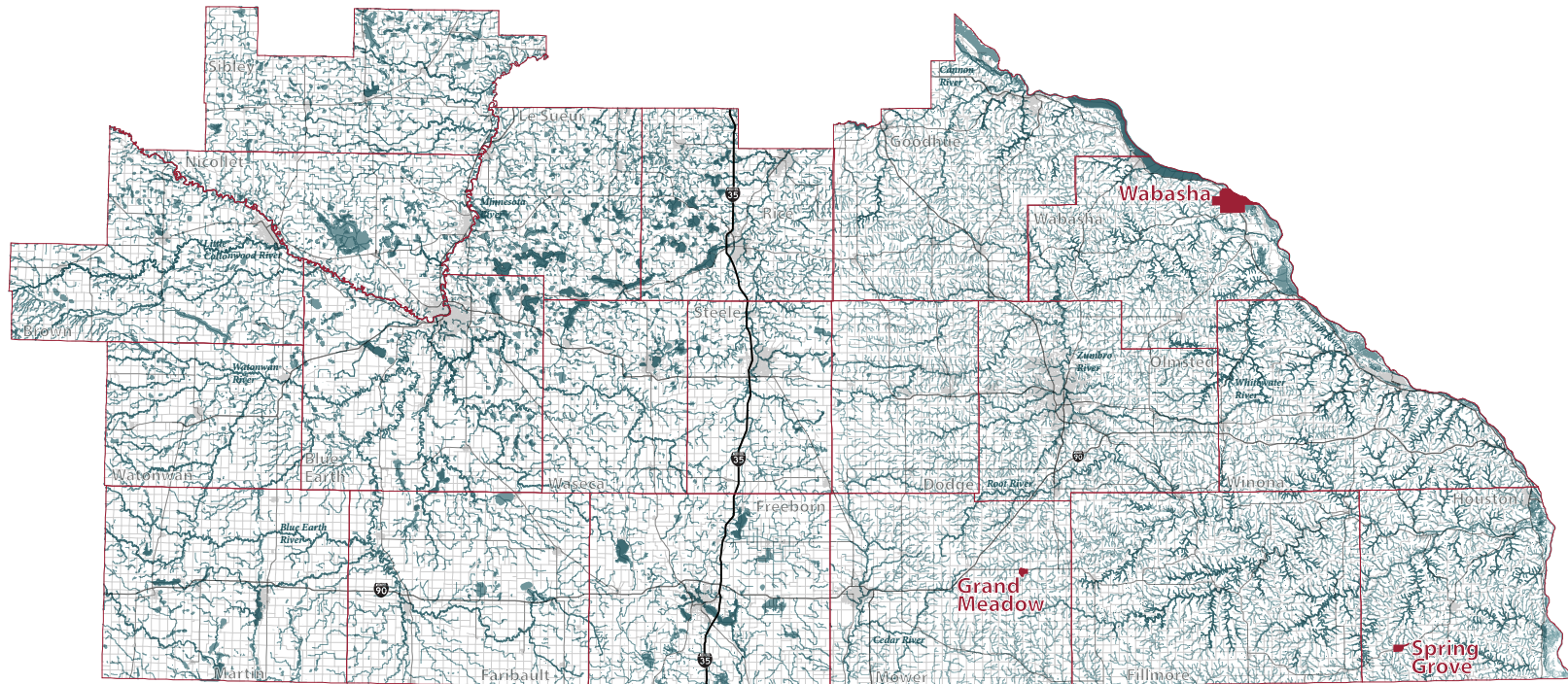
Workforce housing need (All): Although the need for workforce housing was raised, this issue was not addressed directly by the Pilot because it is a statewide issue impacting both rural and urban communities that needs to be addressed on a statewide level with substantial investments and incentives. Workforce housing was addressed indirectly in discussions about the need for housing development patterns that support pedestrians, bicyclists, and future transit users.

Other issues raised and currently being pursued

Rural community transit system need (All): Most of the transit available in Southeastern Minnesota serves elderly and low income clients and is funded by social service funding sources. Many other needs are not being met, such as workforce needs for commuting to jobs. Minnesota has a program to fund transit in rural communities. The transit model is based upon a 20th century urban model, not a model that has widely dispersed riders and destinations. This program is underutilized by rural communities because it does not serve its communities' needs, and MnDOT's transit program requires a 20% local match. Many communities do not have the resources and/or the will to invest in transit that does not meet their needs. MDC is currently working with MnDOT to develop a 21st century rural community transit pilot project in Southeastern Minnesota.

Mobile app (Wabasha): To fully take advantage of the web material developed for Wabasha's residents and visitors, a mobile app needs to be developed to facilitate its use on cell phones so that it can be used while moving around the community. Currently funding for the creation of the mobile app by an MDC-supervised University of Minnesota graduate student is being pursued by Wabasha.

SUMMARY OF COMMUNITY STRATEGIES



Grand Meadow: A Family-Friendly Community

Builds on its identity as a “suburb” surrounded by agricultural fields and the importance of the school

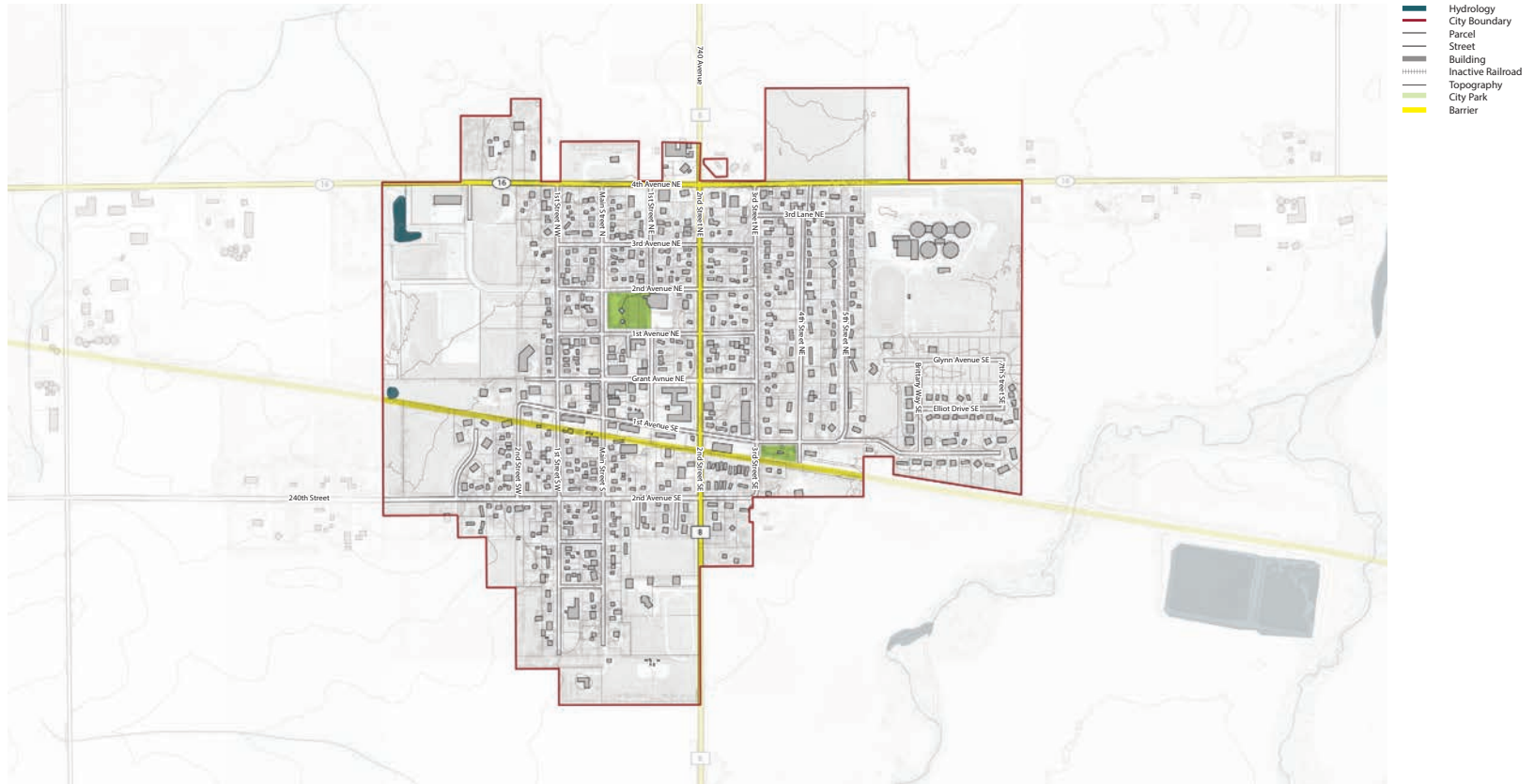
- Game and pizza nights (see page 106): Connecting new and long-time residents as an intergenerational strategy for strengthening social capital
 - Board games at Community Center
 - Pizza dinner for \$5
 - Pizza before game on basketball and football game nights, with school buses provided for out of town games
- Circulation Toolkit (see page 102): Addressing need for a safe walking and biking system
 - Road sections
 - Gathering places for commuting carpools and school bus stops
 - Routes determined through community process
- Improving safety on Highway 16
 - Seeking to reduce the speed limit from the school to west of County Road 8
 - Seeking support and funding from MnDOT for the redesign of State Highway 60/County Road 8 intersection to make crossing safer (see pages 50-51 for the draft designs)
- Addressing child care needs
 - Care Share Initiative (see page 100)



<https://kttc.com/news/2019/04/23/mndot-hosts-open-house-in-preparation-of-big-construction-project/>

SUMMARY OF COMMUNITY STRATEGIES // GRAND MEADOW

GREATER MINNESOTA'S FUTURES: GRAND MEADOW (WIP_9/27/18)
GRAND MEADOW MEETING 9/27/18



Schneider Geospatial - Beacon, Mower County, Minnesota, Grand Meadow, Minnesota - Parcels, 2018.

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GREATER MINNESOTA'S FUTURES: GRAND MEADOW (WIP_12/17/18)
CHILDCARE



Childcare Locations

- (In Home)*
 * = State-licensed
 1 *Alexandra Lonergan
 2 *Andrea Bain
 3 Christine Schumann
 4 Dawn Tart
 5 *Gail Queensland
 6 *Sara Tangen
 7 Tonya Klapperick
 8 *Tracy Benson

- (GM School)*
 9 School-Aged Care & Early Childhood Ed. (birth-5 yrs.)

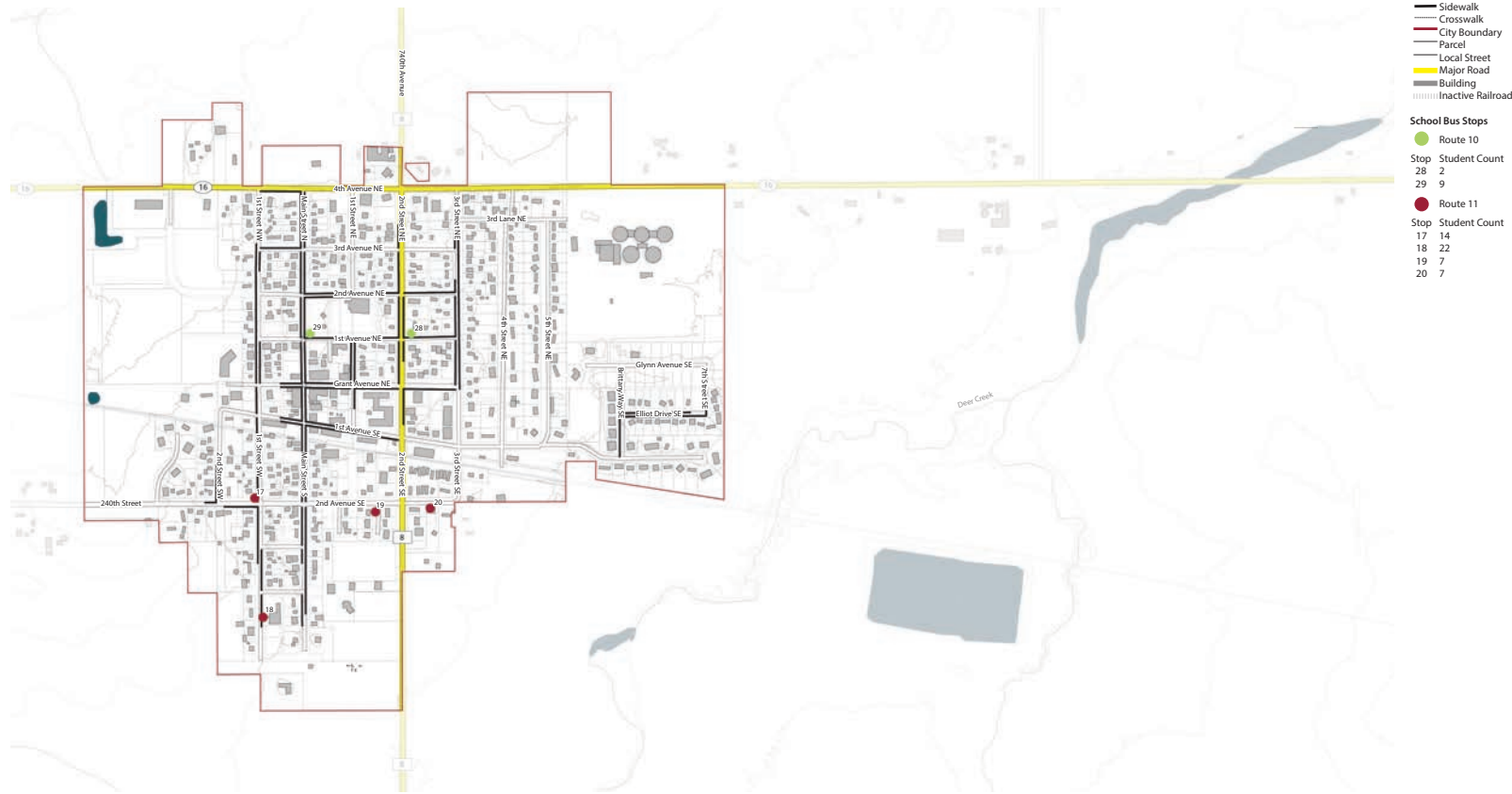
- City Features**
 Hydrology
 City Boundary
 Parcel
 Street
 Building
 Inactive Railroad
 Topography
 City Park
 Major Road

Schneider Geospatial - Beacon, Mower County, Minnesota. Grand Meadow, Minnesota - Parcels, 2018.
 List of Licensed Childcare Providers - Minnesota Department of Health, 2017.
 Care.com - Grand Meadow Daycare, 2018.



SUMMARY OF COMMUNITY STRATEGIES // GRAND MEADOW

GREATER MINNESOTA'S FUTURES: GRAND MEADOW (WIP_1/17/19) CIRCULATION



- Sidewalk
 - Crosswalk
 - City Boundary
 - Parcel
 - Local Street
 - Major Road
 - Building
 - Inactive Railroad
- School Bus Stops**
- Route 10
 - Route 11
- | Stop | Student Count |
|------|---------------|
| 28 | 2 |
| 29 | 9 |
| 17 | 14 |
| 18 | 22 |
| 19 | 7 |
| 20 | 7 |

Schneider Geospatial - Beacon, Mower County, Minnesota. Grand Meadow, Minnesota - Parcels. 2018.



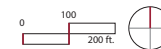
MINNESOTA DESIGN CENTER
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GREATER MINNESOTA'S FUTURES: GRAND MEADOW (WIP—6/4/2019)
CR-8 & MN-16

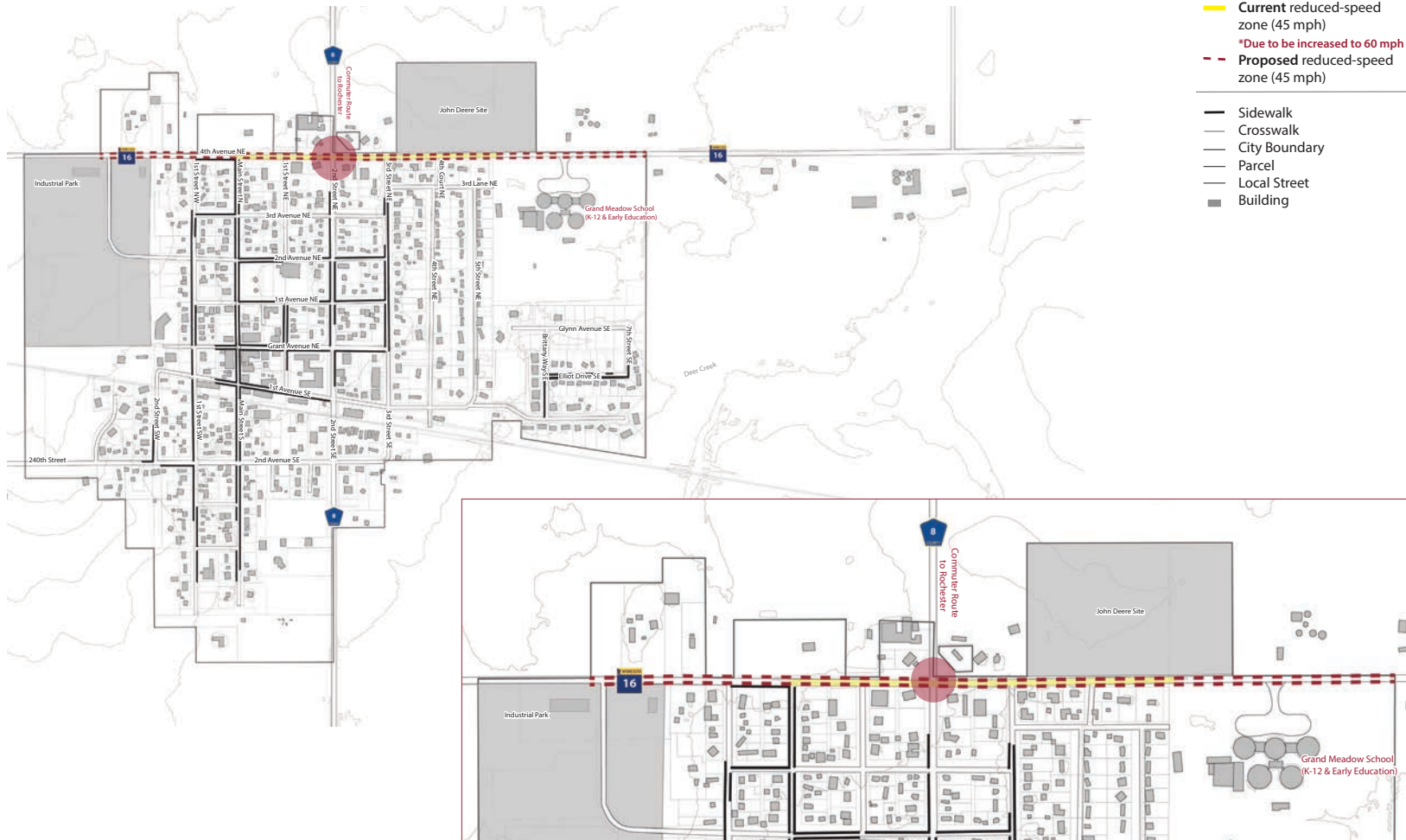


Baker & Merritt — Parcels, Buildings, Street Centerlines

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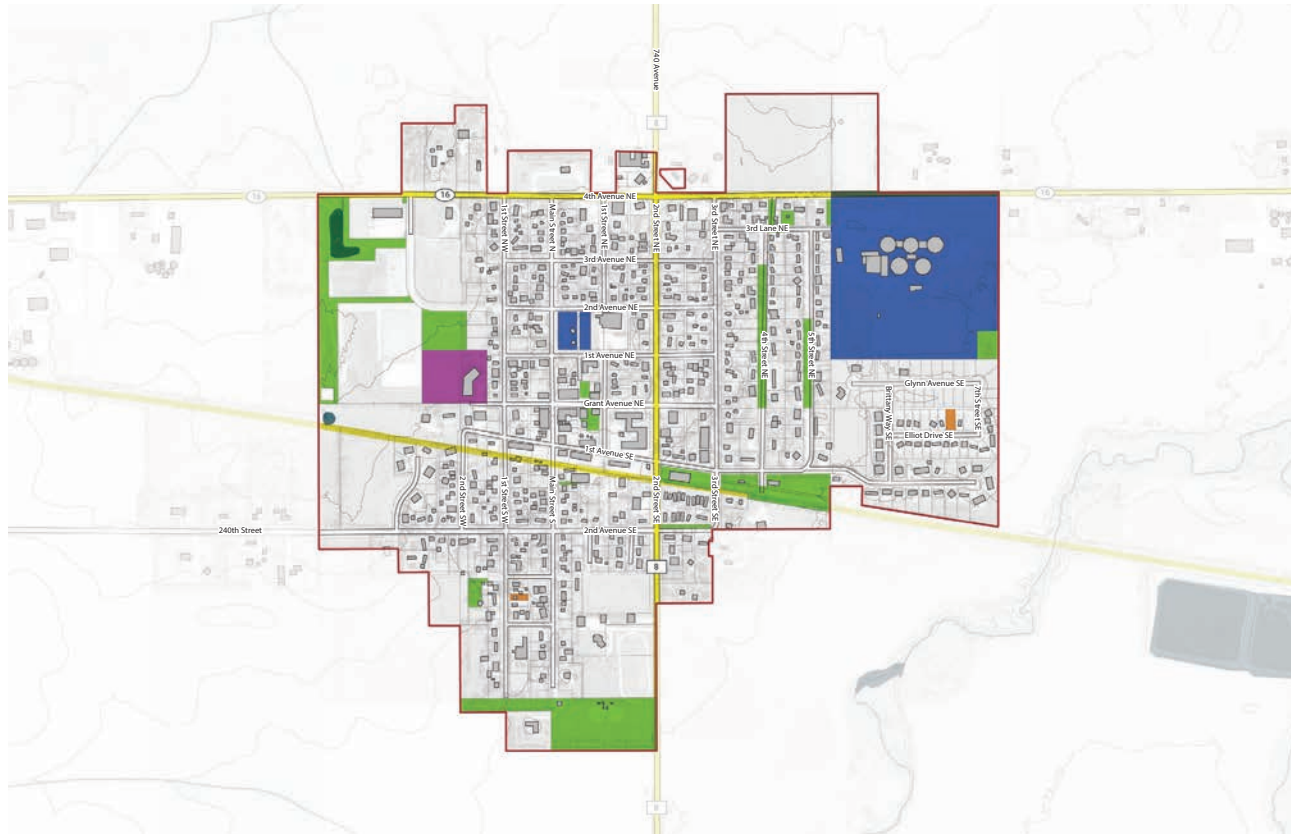


GREATER MINNESOTA'S FUTURES: GRAND MEADOW
REQUEST FOR CHANGES TO HIGHWAY 16



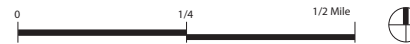
MINNESOTA DESIGN CENTER
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GREATER MINNESOTA'S FUTURES: GRAND MEADOW (WIP_11/29/18)
PUBLIC LAND



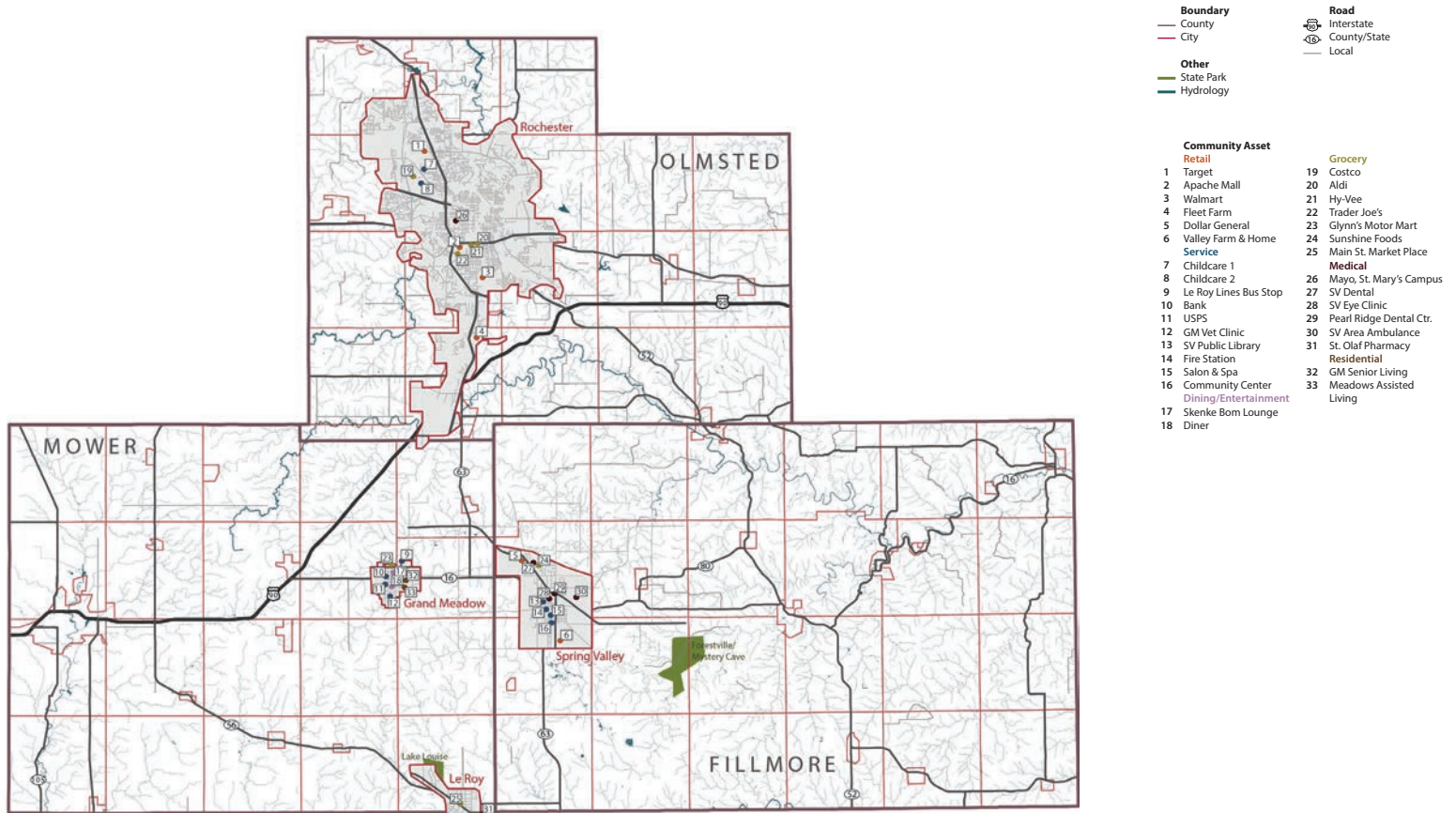
- | | |
|---|---|
| ■ Public Land | ■ Hydrology |
| — State | — City Boundary |
| ■ County | — Parcel |
| ■ City | — Street |
| ■ School District | — Building |
| | — Inactive Railroad |
| | — Topography |
| | — Major Road |

Schneider Geospatial - Beacon. Mower County, Minnesota. Grand Meadow, Minnesota - Parcels. 2018.



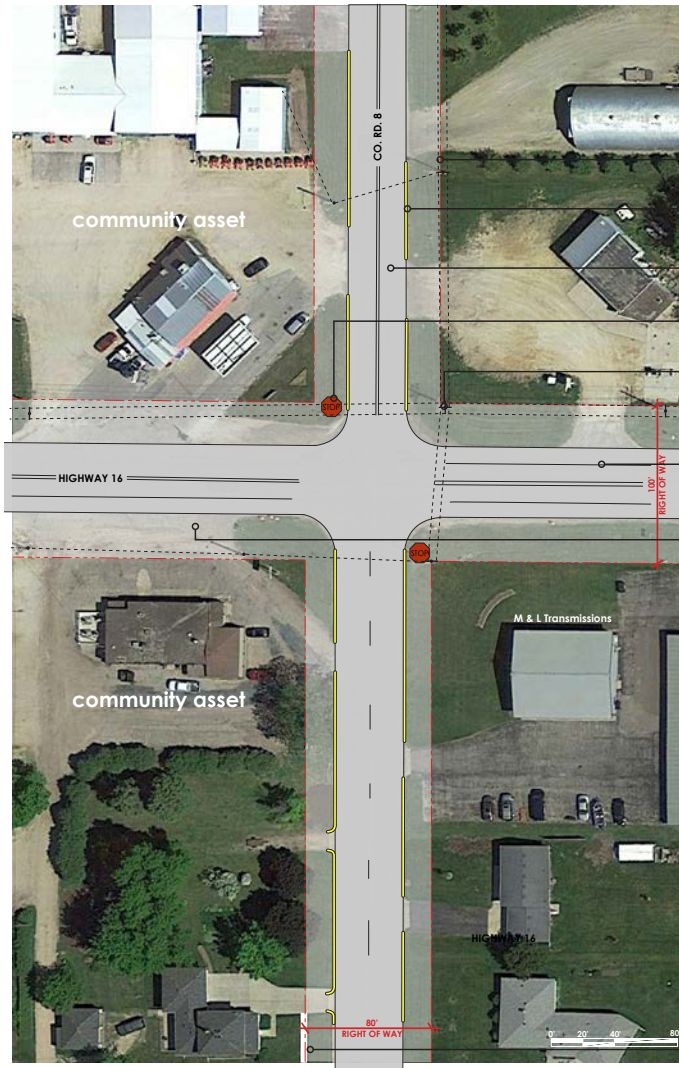
SUMMARY OF COMMUNITY STRATEGIES // GRAND MEADOW

GREATER MINNESOTA'S FUTURES
GRAND MEADOW & REGION: COMMUNITY ASSETS



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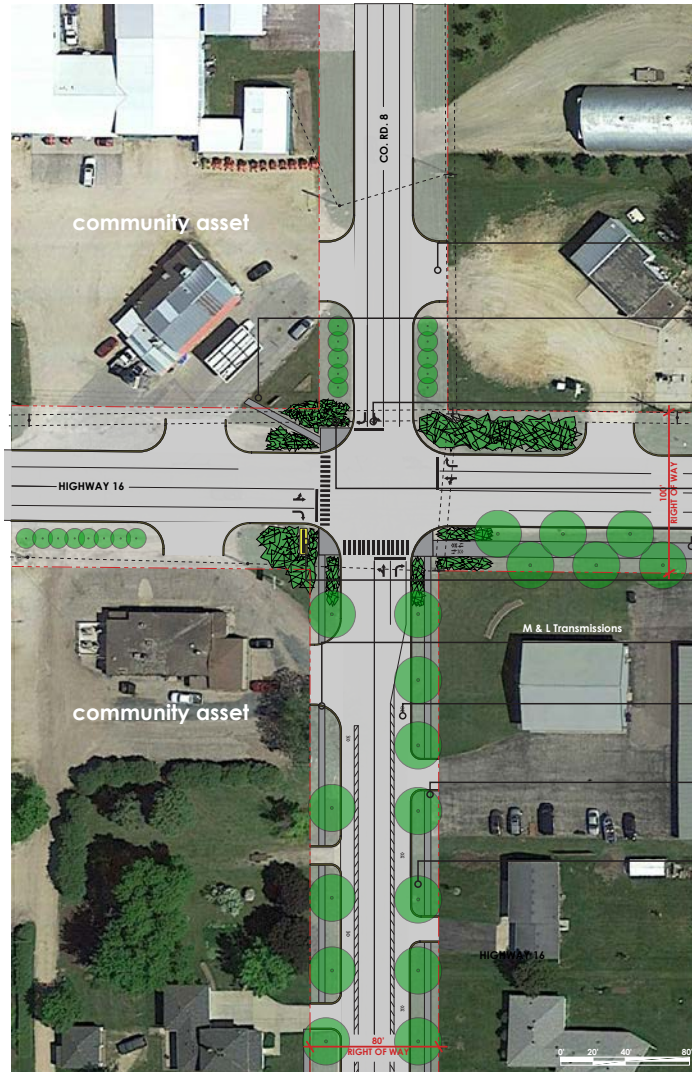




GRAND MEADOW COMMUNITY INTERSECTION

existing conditions

- right of way
- existing curbs
- road widths
- 2-way stop
- overhead power lines
- existing pavement markings
- undefined entries
- existing sidewalk

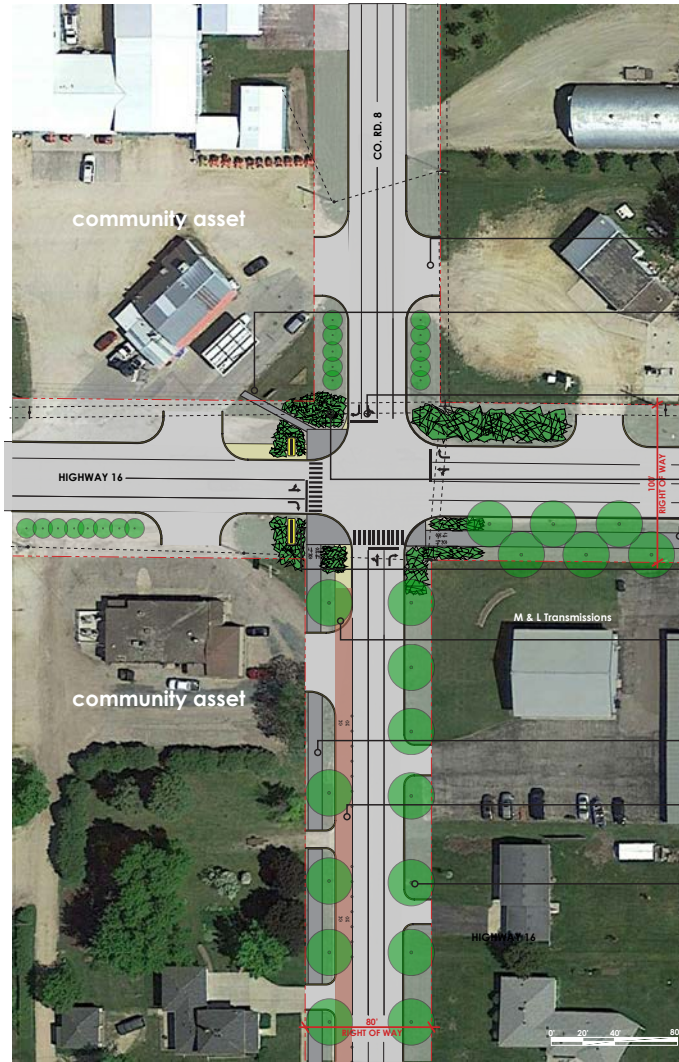


GRAND MEADOW COMMUNITY INTERSECTION
opportunity a: maintain existing road widths

- defined entries near intersection make traffic safer
- crosswalks and connection to community hub provide safe car-free transit opportunities
- 2-way stop sign, 4 way pedestrian marking for safer crossings
- low gateway plantings define intersection
- planted multi-use trail to highschool
- 2 sided community gateway sign
- sidewalk extended to connect community assets
- existing road width allows for on-street buffer separated bike lanes
- sidewalk connects to multi-use trail
- street tree plantings provide shade and indicate main connection to downtown

GRAND MEADOW COMMUNITY INTERSECTION

opportunity b: altering road widths



- defined entries near intersection make traffic safer
- crosswalks and connection to community hub provide safe car-free transit opportunities
- 2-way stop sign, 4 way pedestrian marking for safer crossings
- low gateway plantings define intersection
- planted multi-use trail to highschool
- 2 sided community gateway sign can extend across highway
- bump out curbs narrow street crossings and provide more space for community planting and gateway identity markers
- off-street multi-use trail
- alternate on-street protected bikeway
- street tree plantings provide shade and indicate main connection to downtown

Spring Grove: Embracing Regional Artisanal Beverages, Food and Agriculture

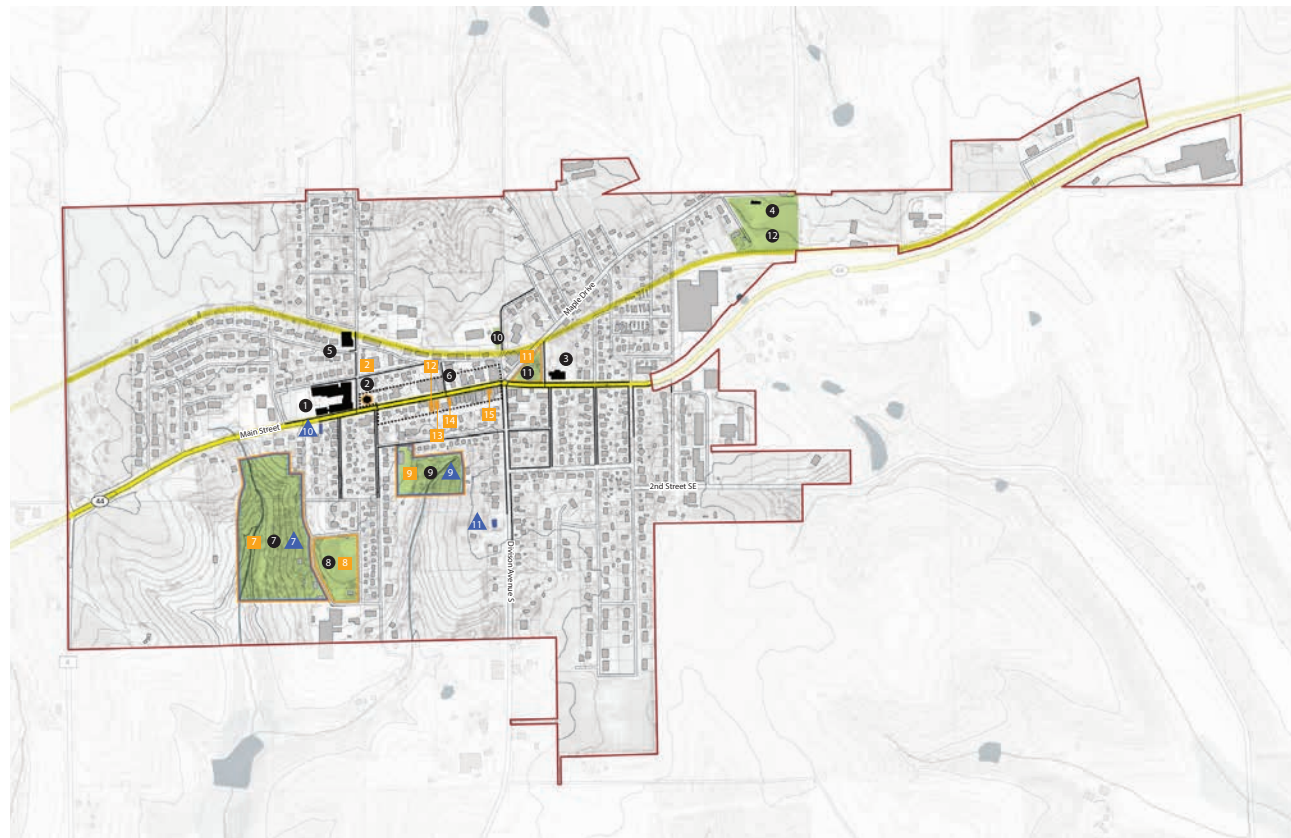
Broadens the scope of Spring Grove's focus, recognizing the city as part of a network of artisan assets

- The Pilot worked to strengthen the Driftless Grown Network of young artisanal farmers by:
 - Creating a survey distributed to local businesses, designed to determine current efforts and needs of the artisanal economy in Houston County (see page 108)
 - Providing groundwork for future Minnesota's Extension support of regional small-scale agriculture
- Circulation Toolkit (see page 102): Addressing need for a safe walking and biking system
 - Road sections
 - Community to determine route



<https://www.facebook.com/sgsoda/photos/a.321982634516583/1499781110070057/?type=1&theater>

GREATER MINNESOTA'S FUTURES: SPRING GROVE (WIP_11/19/18)
ASSETS AND OPPORTUNITIES

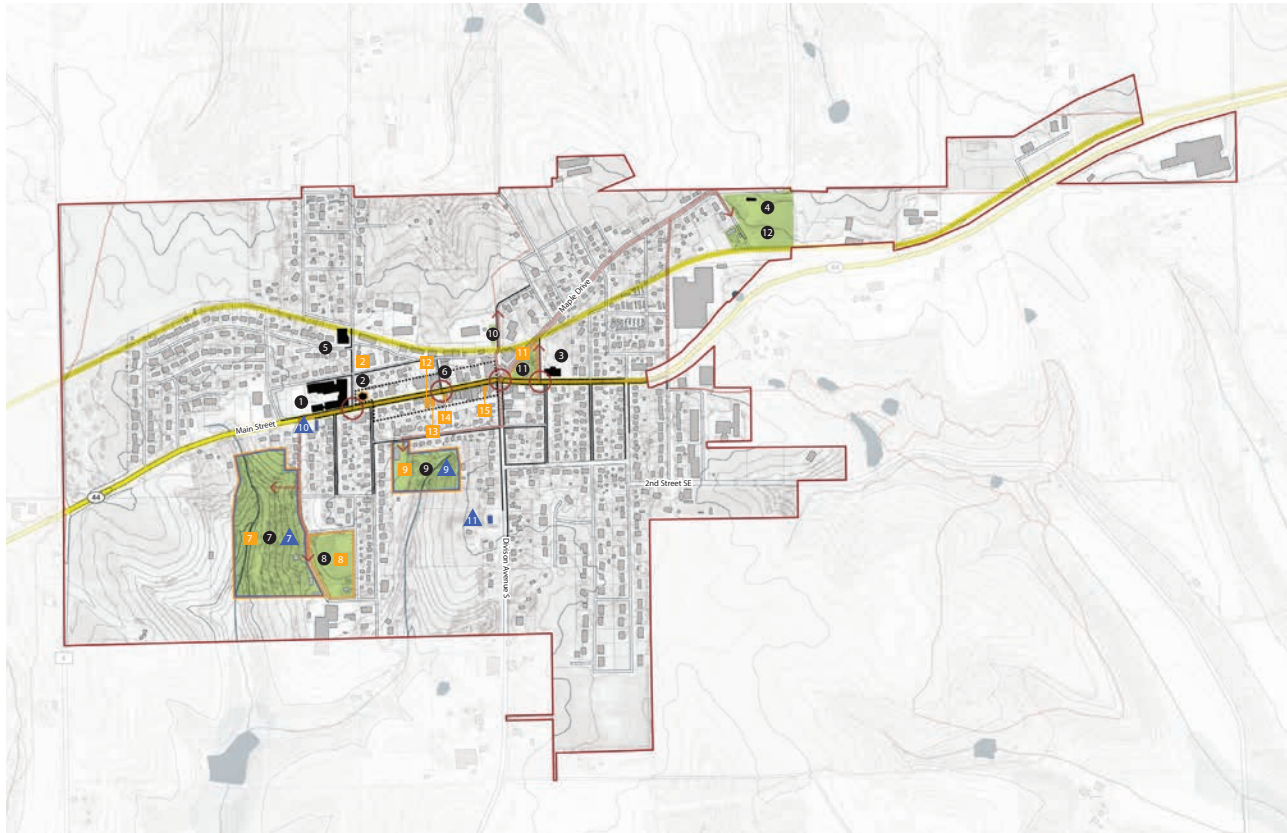


- Assets - Buildings**
 - 1 Spring Grove Public School
 - 2 Trinity Center
 - 3 Trinity Lutheran Church
 - 4 Spring Grove Swim Center
 - 5 Soda Pop Company
 - Assets - District**
 - 6 Main Street (Downtown)
 - Assets - Open Spaces**
 - 7 Trollsoggen Park
 - 8 Blayne Onsgaard Memorial Field
 - 9 Roverud Park
 - 10 Fest Building Park
 - 11 Viking Memorial Park
 - 12 Spring Grove Swim Center
 - Opportunities - Lodging**
 - 7 Trollsoggen Park
 - 9 Roverud Park
 - 10 Village House Motel
 - 11 Lystig Hus Nord (Old Hospital)
 - Opportunities - Arts and Culture**
 - 2 Trinity Center
 - 7 Trollsoggen Park
 - 8 Blayne Onsgaard Memorial Park
 - 9 Roverud Park
 - 11 Viking Memorial Park
 - 12 Spring Grove Cinema
 - 13 Giants of the Earth Heritage Center (Ballard House Hotel)
 - 14 Ye Olde Opera House
 - 15 Bluff Country Artists Gallery
- Hydrology
 - Flood Plain
 - City Boundary
 - Parcel
 - Street
 - Building
 - Inactive Railroad
 - Topography
 - Barrier
 - Sidewalk
 - Crosswalk

Schneider Geospatial - Beacon, Houston County, Minnesota. Spring Grove, Minnesota - Parcels. 2018.



GREATER MINNESOTA'S FUTURES: SPRING GROVE (WIP_11/19/18)
ASSETS AND OPPORTUNITIES + PEDESTRIAN CIRCULATION

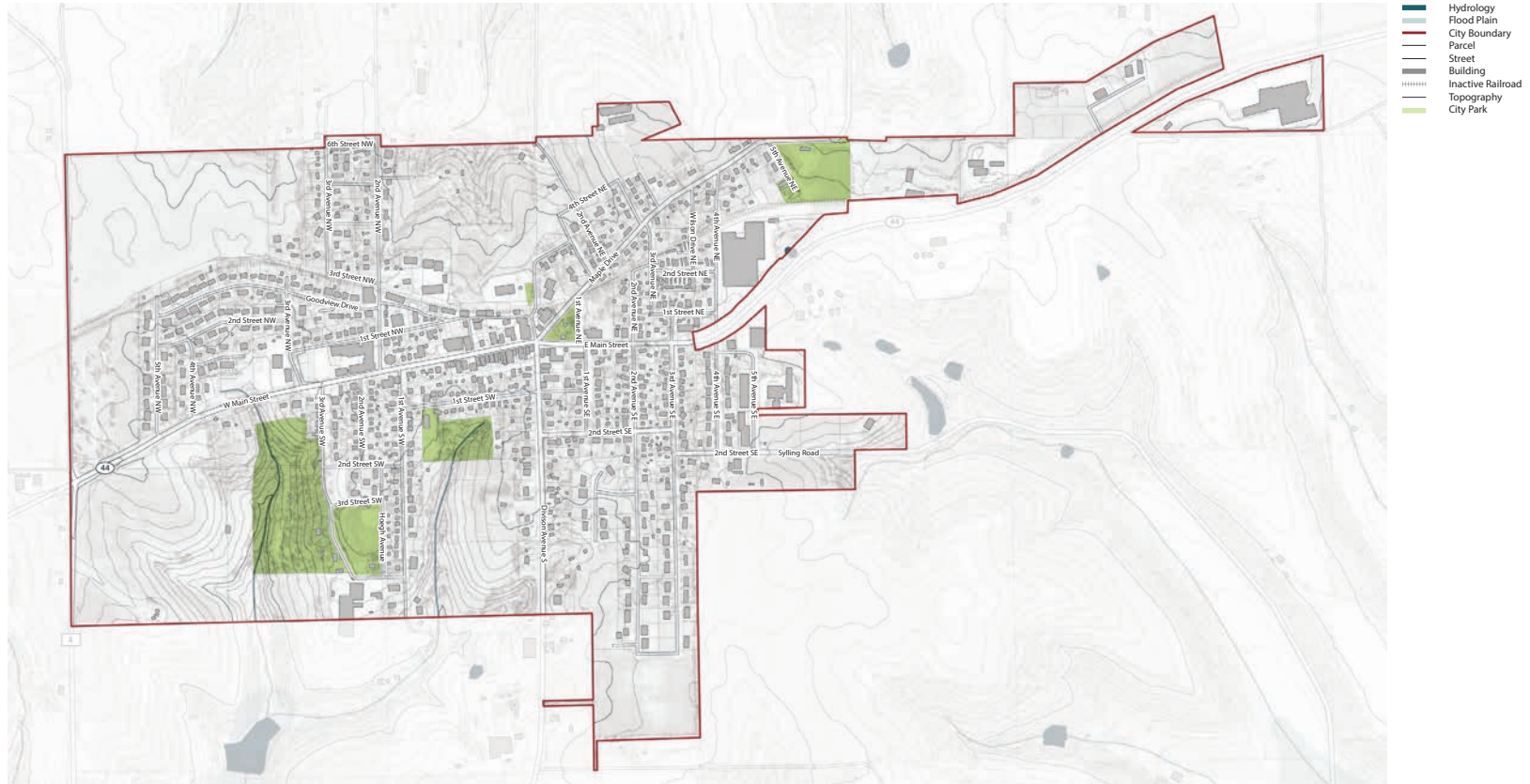


- Assets - Buildings**
 - 1 Spring Grove Public School
 - 2 Trinity Center Church
 - 3 Trinity Lutheran Church
 - 4 Spring Grove Swim Center
 - 5 Soda Pop Company
 - Assets - District**
 - 6 Main Street (Downtown)
 - Assets - Open Spaces**
 - 7 Trollskogen Park
 - 8 Blayne Onsgaard Memorial Field
 - 9 Roverud Park
 - 10 Fest Building Park
 - 11 Viking Memorial Park
 - 12 Spring Grove Swim Center
 - Opportunities - Lodging**
 - 7 Trollskogen Park
 - 9 Roverud Park
 - 10 Village House Motel
 - 11 Lystig Hus Nord (Old Hospital)
 - Opportunities - Arts and Culture**
 - 2 Trinity Center
 - 7 Trollskogen Park
 - 8 Blayne Onsgaard Memorial Park
 - 9 Roverud Park
 - 11 Viking Memorial Park
 - 12 Spring Grove Cinema
 - 13 Giants of the Earth Heritage Center (Ballard House Hotel)
 - 14 Ye Olde Opens House
 - 15 Bluff Country Artists Gallery
- Hydrology
 - Flood Plain
 - City Boundary
 - Parcel
 - Street
 - Building
 - Inactive Railroad
 - Topography
 - Barrier
 - Sidewalk
 - Crosswalk
 - Main Street Crossing
 - Pedestrian Circulation
 - Norwegian Ridge
 - Birding and Nature Trail
 - Viking Ridge Rider (Snowmobile) Trail

Schneider Geospatial - Beacon, Houston County, Minnesota. Spring Grove, Minnesota - Parcels. 2018.

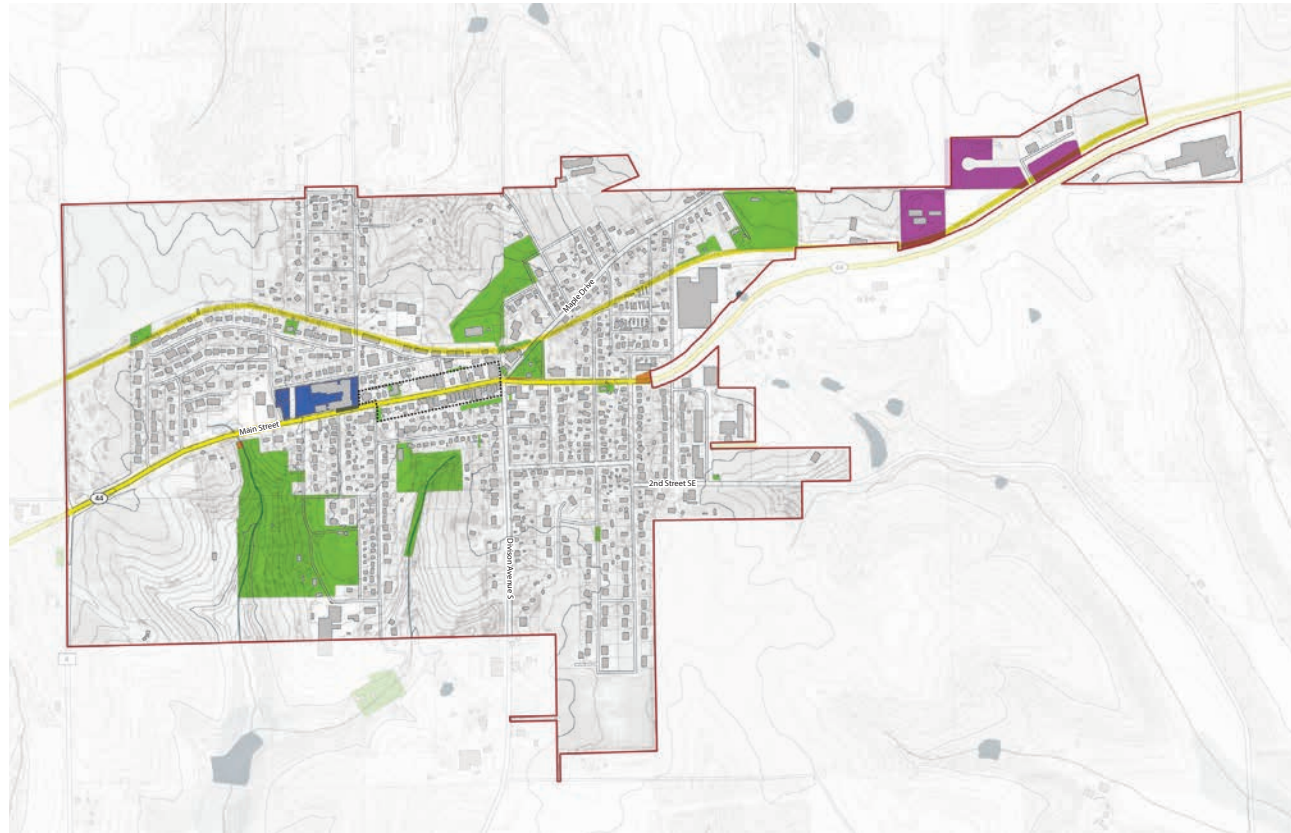


GREATER MINNESOTA'S FUTURES: SPRING GROVE (WIP_9/19/18)
SPRING GROVE MEETING 9/19/18



Schneider Geospatial - Beacon, Houston County, Minnesota, Spring Grove, Minnesota - Parcels, 2018.

GREATER MINNESOTA'S FUTURES: SPRING GROVE (WIP 11/19/18)
PUBLIC LAND

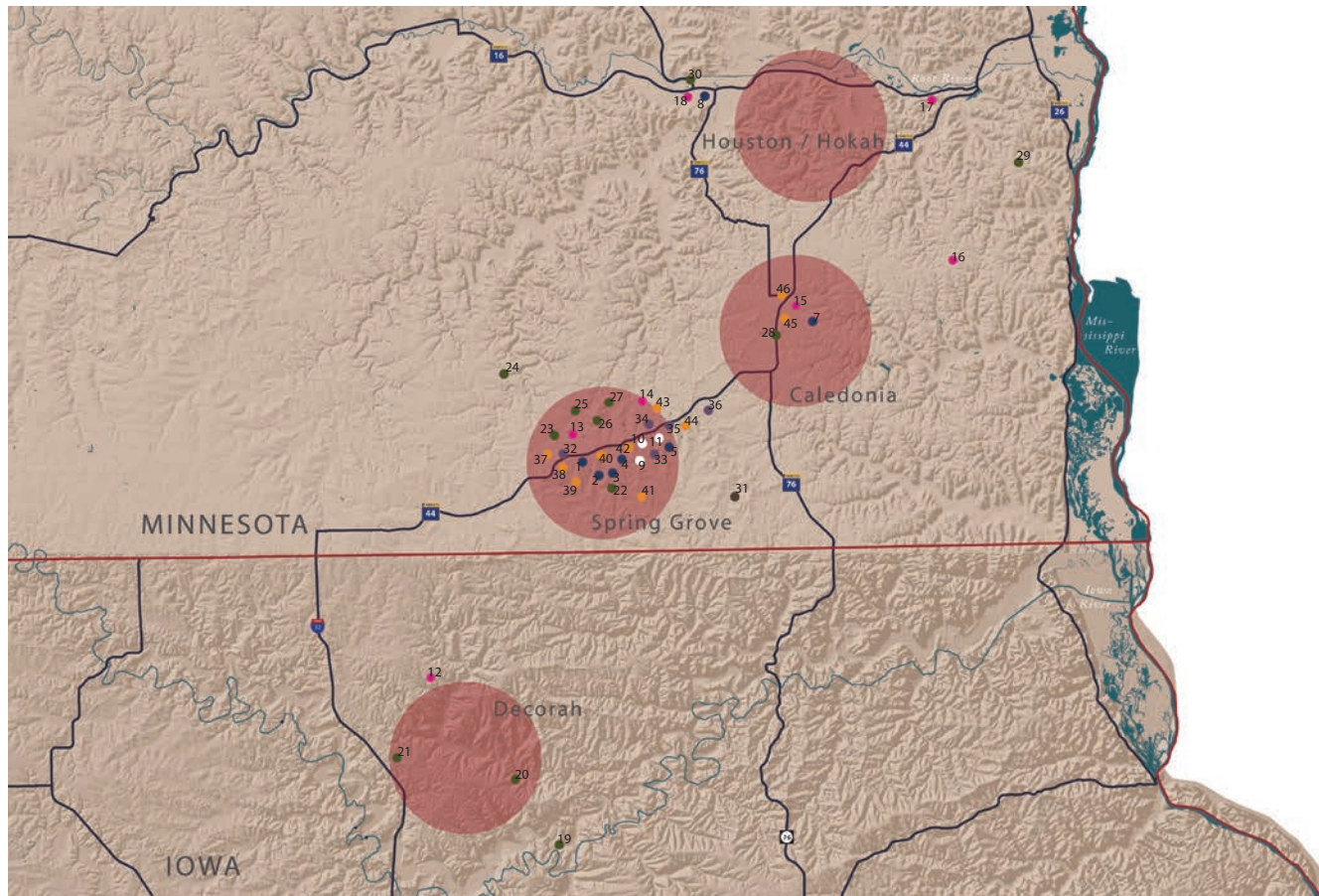


Schneider Geospatial - Beacon, Houston County, Minnesota. Spring Grove, Minnesota - Parcels. 2018.



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GREATER MINNESOTA'S FUTURES: SPRING GROVE
BUSINESSES TO BE SURVEYED (SPRING GROVE & SURROUNDING AREA)



- 1 ● **Arts & Education**
Spring Grove Public Library
- 2 ● Spring Grove Cinema
- 3 ● Giants of the Earth Heritage Center
- 4 ● Spring Grove Swim Center
- 5 ● Ye Olde Opera House
- 6 ● Bluff Country Artists Gallery
- 7 ● Mainspring Arts Center
- 8 ● International Owl Center
- 9 ○ **Bar/Restaurant**
Norski's Saloon
- 10 ○ Doc's Blue Moose
- 11 ○ Ivy Grove Cafe
- 12 ● **Artisan Beverage**
Winneshiek Wildberry Winery
- 13 ● Spring Grove Soda Pop
- 14 ● RockFilter Distillery
- 15 ● The Wired Rooster Coffee Shop
- 16 ● Heart Rock Coffee
- 17 ● Union Valley Vineyard & Winery
- 18 ● Carlson Coffee Roasters
- 19 ● **Farming/Agriculture**
Humble Hands Harvest
- 20 ● Luna Valley Farm
- 21 ● Seed Savers Exchange
- 22 ● Stratford Farm
- 23 ● Shooting Star Native Seeds
- 24 ● Nettle Valley Farm
- 25 ● Hidden Springs Flower Farm
- 26 ● Farmers Win Co-Op (Spring Grove Loc.)
- 27 ● Espellen Farm
- 28 ● Farmers Win Co-Op (Caledonia Loc.)
- 29 ● Crispy Cream Dairy
- 30 ● Farmers Win Co-Op (Houston Loc.)
- 31 ● **Lodging**
Modern Country Cabin Airbnb
- 32 ● **Retail**
The Sugar Shack
- 33 ● Mulqueen's True Value/NAPA
- 34 ● Calluna
- 35 ● The Turquoise Tomato
- 36 ● Red's IGA
- 37 ● **Service**
D&D Accounting
- 38 ● Spring Grove Fitness Center
- 39 ● Spring Grove Insurance Agency
- 40 ● Spring Grove Communications
- 41 ● Fillmore-Houston County Abstract & Title, LLC
- 42 ● Spring Grove Yoga
- 43 ● Edina Realty of Spring Grove
- 44 ● Trinity Lutheran Church
- 45 ● Kick Marketing, LLC
- 46 ● Becker & Stemper Electric



Wabasha: An Active Living River Town

Promotes living in Wabasha through its proximity to recreational and environmental amenities, its closeness to regional job centers, and its many visitors

- The Pilot worked to strengthen Wabasha’s identity as a river town through design by:
 - Creating a city drawing that affirms its identity as a river town (see page 66)
 - Creating a design for rerouting Highway 60 (see pages 75-77) to:
 - Eliminate bridgehead safety hazard
 - Relocate active ballfields on higher, non-flooding land to offer other recreational amenities
 - Eliminate seasonal closure of Highway 60 due to flooding at the railroad viaduct
 - Creating a design that increases public waterfront access and reclaims the Zumbro Slough (see pages 78-79), including:
 - Dredge slough to improve water quality, improve and increase bird and fish habitat, and increase value of developable and recreational lands contiguous to the slough
 - Create public paths that connect existing parks to improve and increase public access and increase the slough’s value as a recreational amenity



Zumbro Slough opportunities, p. 78

Wabasha: An Active Living River Town (*continued*)

- Expanding historic focus
 - Broaden the current focus on the historic downtown
 - Include the historic landscape in a wider historic focus to create many opportunities to partner with the US Corps of Engineers, the US Fish and Wildlife Service and the Department of Natural Resources to interpret and celebrate the landscape changes that the engineering of the Mississippi and Zumbro Rivers offers
- Using a Circulation Toolkit (see page 102): Addresses need for a safe walking and biking system that connects dispersed residential neighborhoods, schools, employment centers and recreational assets, including:
 - Road sections
 - Gathering places
 - Routes to be determined by the community
- Addressing child care need through the Care Share Initiative (see page 100)



https://en.wikipedia.org/wiki/Wabasha,_Minnesota#/media/File:Downtown_Wabasha_6.JPG

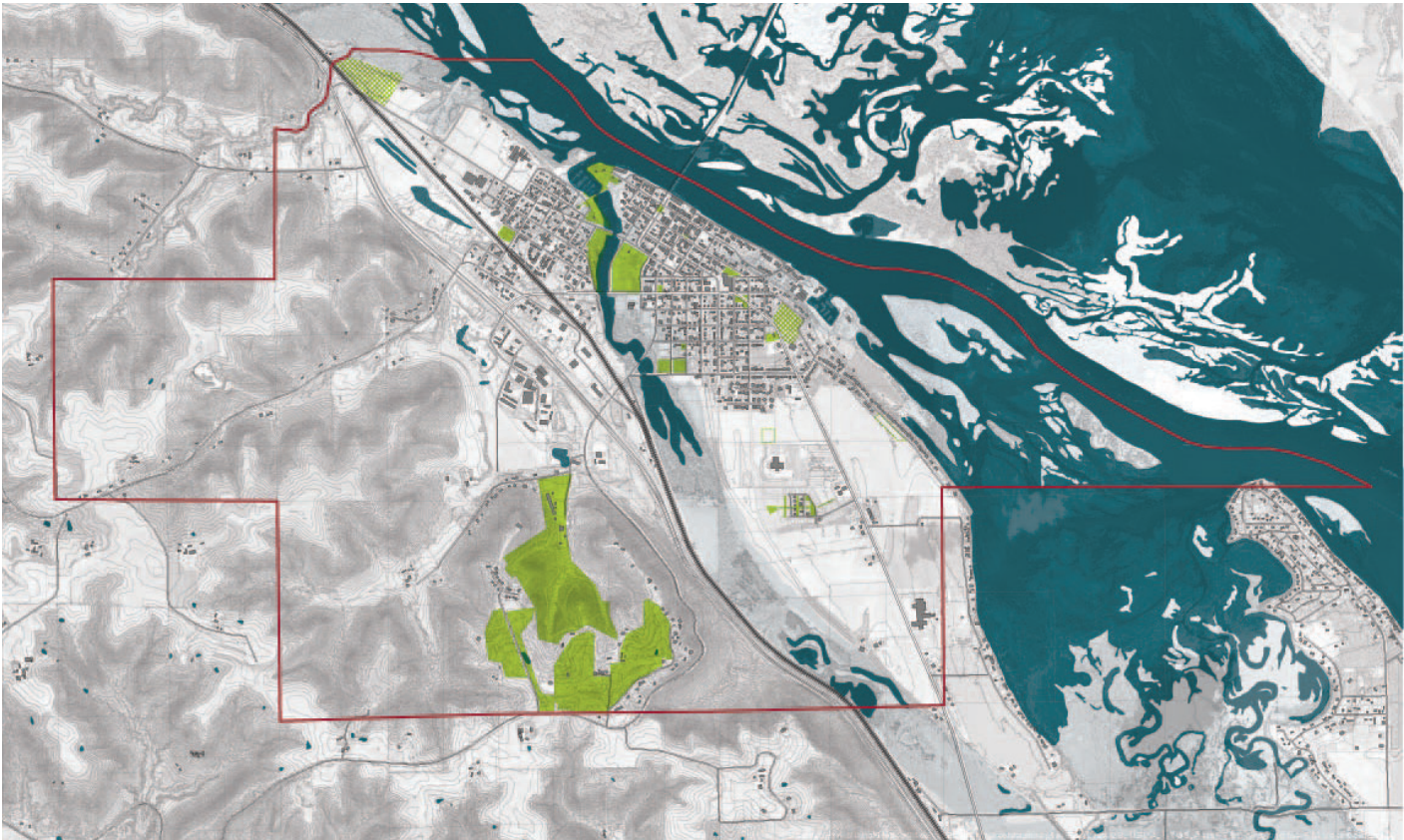
Wabasha: An Active Living River Town (*continued*)

- Potential Bird City designation (see page 72) leverages the presence of the National Eagle Center by:
 - Participating in Audubon program
 - Expanding birding opportunities for residents and National Eagle Center visitors
- Pursuing a pilot for rural transit in partnership with MnDOT. Currently MDC and MnDOT are discussing a rural community transit pilot project in Wabasha, which would use 21st technology and existing transportation to provide a comprehensive transit service for Wabasha/Kellogg
- Web-based tool (<https://bit.ly/2LzKz1P>): Reinforces Wabasha's identity as an active living river town by informing residents and visitors of Wabasha's many amenities, with categories including Landscape, Two Engineered Rivers, Historic Sites, Eagles & More, Family Fun, Arts & Culture, Dining & Lodging, Scenic Drives, and Active Living Amenities (Biking, Hunting & Fishing, Birding, Skiing, Golfing)
- Strengthening the high school, the medical center, and the available workforce through the creation of:
 - Nurse's assistant program at Wabasha/Kellogg High School
 - Partnerships: St. Elizabeth's Medical Center, Wabasha/Kellogg High School, Minnesota State College Southeast (Red Wing)



https://visitwinona.com/directory_entry/national-eagle-center/

GREATER MINNESOTA'S FUTURES: WABASHA
CITY FEATURES



- Hydrology
- City Boundary
- Parcel
- Street
- Building
- Active Railroad
- Topography
- Historic District
- City Park
- Proposed New City Park
- Campground

City of Wabasha and Bolton & Menk, Inc. City of Wabasha 2016-2035 Comprehensive Plan. 2016
 National Park Service - U.S. Department of Interior. Wabasha Walks: A Historic Tour. 2018



SUMMARY OF COMMUNITY STRATEGIES // WABASHA

GREATER MINNESOTA'S FUTURES: WABASHA ASSETS



- 1 **Assets - Buildings**
 - 2 Saint Elizabeth Medical Center
 - 3 National Eagle Center
 - 4 Wabasha City Hall
 - 4 Wabasha District Court
 - 5 **Assets - Districts**
 - 5 Historic Downtown
 - 6 **Assets - Marinas**
 - 6 Mississippi Parkside Marina
 - 7 Wabasha Marina and Boatyard
 - 8 **Assets - Campgrounds**
 - 8 Wabasha Municipal Campground
 - 9 Bailey Park and RV Community
 - 10 Big River Resort
 - 11 Wabasha Marina and Boatyard
 - 12 **Assets - City Parks**
 - 12 Rotary Beach Park
 - 13 Izaak Walton Park
 - 14 Heritage Park
 - 15 Bruegger Memorial Park
 - 16 Malone Park
 - 17 Athletic Field / Old Fairgrounds
 - 18 Popcorn Park
 - 19 Veteran's Memorial Park
 - 20 Schmidt Park
 - 21 Cannon Park
 - 22 Dennis Pfeilsticker Memorial Park and Pool
 - 23 Marcou Park
 - 24 Eagle Basin Park
- Hydrology
 - Flood Plain
 - City Boundary
 - Parcel
 - Street
 - Building
 - Active Railroad
 - Topography
 - Historic District
 - City Park
 - Proposed New City Park
 - Campground
 - Marina

City of Wabasha and Bolton & Menk, Inc. City of Wabasha 2016-2035 Comprehensive Plan. 2016
National Park Service - U.S. Department of Interior. Wabasha Walks: A Historic Tour. 2018



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GREATER MINNESOTA'S FUTURES: WABASHA (wip_1)
CIRCULATION



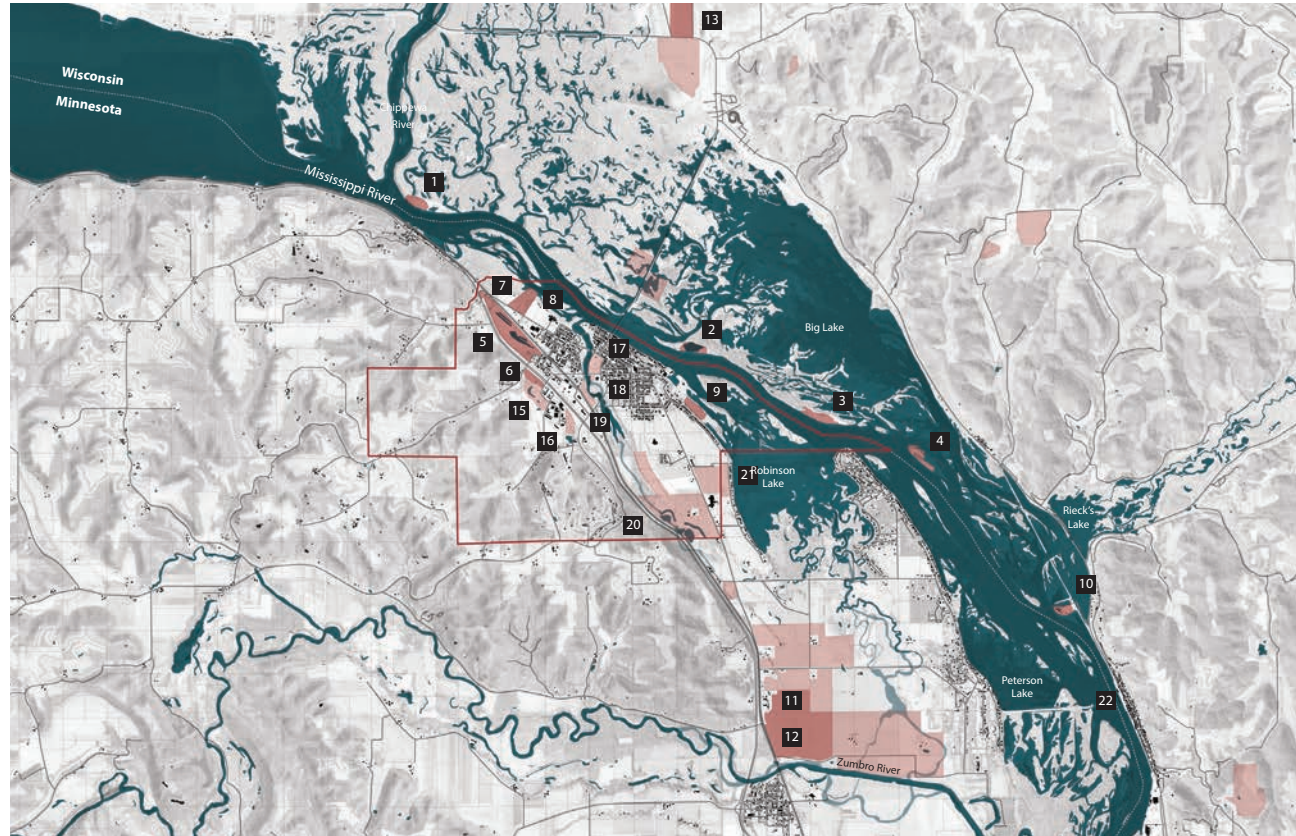
- Historic Neighborhoods**
 - 1 West Side
 - 2 Hungry Point
 - 3 Commerical District
 - 4 Social, Civic and Domestic
 - 5 Lower Lawrence Boulevard
- Regional Trail**
 - Mississippi River Trail
- City Trails** (Pedestrian and Bike Trails)
 - 1 - Mile Trail
 - 3 - Mile Trail
 - 5 - Mile Trail
- Pedestrian and Bike Routes***
 - Existing Route
 - Proposed Route
- Historic Tours**
 - Neighborhood Tour
 - Social, Civic, and Domestic Tour
 - Lower Lawrence Boulevard Tour
 - Commerical Historic Tour
- Hydrology**
 - Flood Plain
- City Boundary**
- Parcel**
- Active Railroad**
- Topography**
- Historic District**
- City Parks**

City of Wabasha and Bolton & Menk, Inc., City of Wabasha 2016-2035 Comprehensive Plan. 2016
 National Park Service - U.S. Department of Interior. Wabasha Walks: A Historic Tour. 2018



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 COLLEGE of DESIGN - UMN

GREATER MINNESOTA'S FUTURES: WABASHA (wip_1)
DREDGED SITES



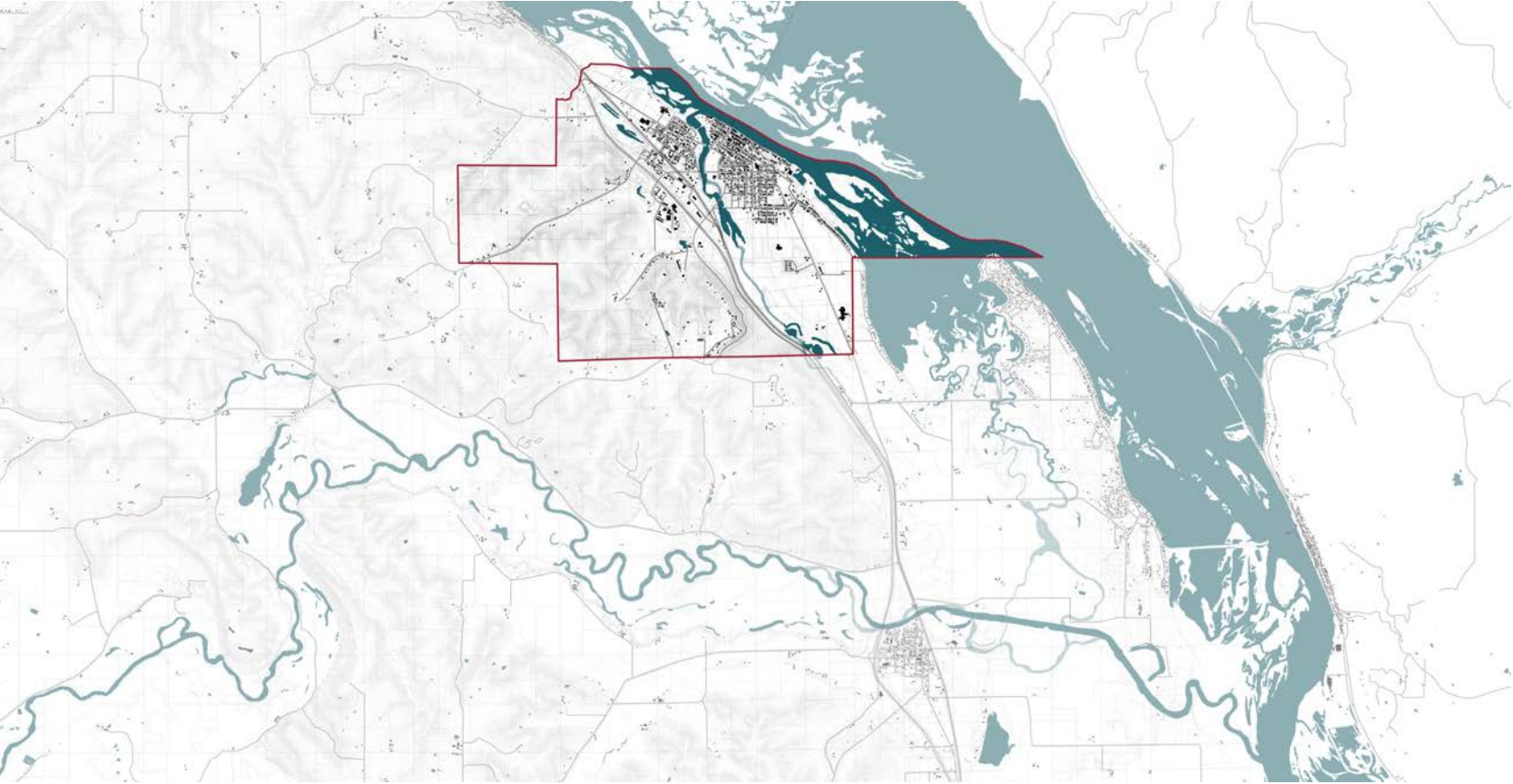
- Historic Sites**
 - 1 Reads Landing
 - 2 Crats Island
 - 3 Teepeeota
 - 4 Grand Encampment
- Existing Sites**
 - 5 Wabasha Gravel Pit
 - 6 Wabasha Sand and Gravel 2
 - 7 Carrel's East
 - 8 Carrel's West
 - 9 Southside Fitzgerald
 - 10 Alma Marina
 - 11 Drysdale
 - 12 Drysdale Farms
 - 13 Weisenbeck West
 - 14 Flury East (Off Map)
- Proposed Sites**
 (Sites in Wabasha)
 - 15 Wabasha Sand and Gravel 1
 - 16 Wabasha Sand and Gravel ARC Pit
 - 17 Wabasha Ball Fields
 - 18 Mosquito Field
 - 19 Wabasha Sand and Gravel Residential
 - 20 Stegemann and Dondlinger
 - 21 Burrichter
 - 22 Lock and Dam 4

W.W. Hixson & Co., Plat Book of the State of Minnesota, Wabasha County and City of Wabasha (Published in Rockford, IL), 1916.
 US Army Corps of Engineers. Lower Pool 4 Dredged Materials Management Plan, 2017.



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GREATER MINNESOTA'S FUTURES: WABASHA
ZUMBRO RIVER (OLD BED)

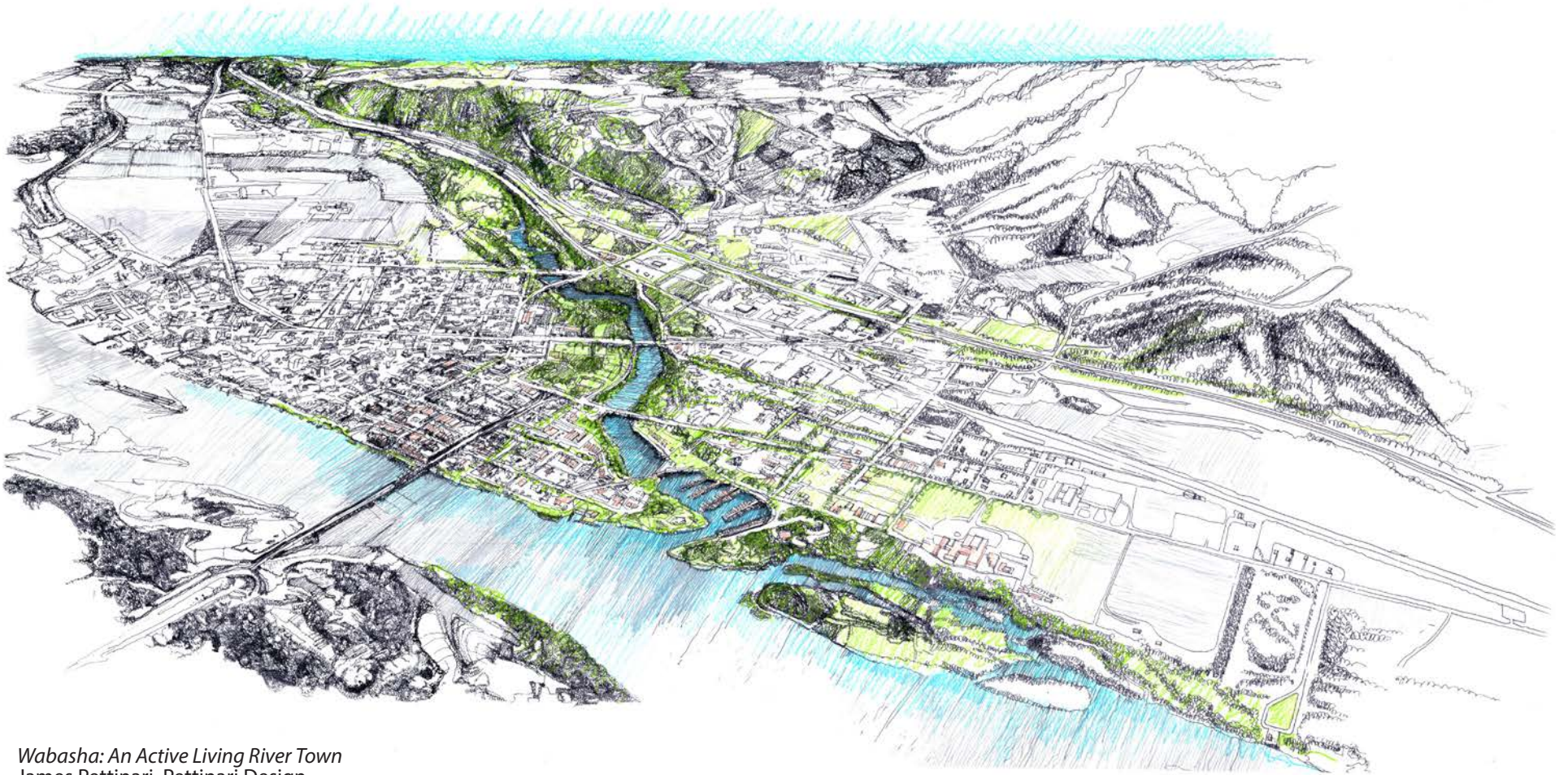


W.W. Hixson & Co., Plat Book of the State of Minnesota, Wabasha County and City of Wabasha (Published in Rockford, IL), 1916.

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- Hydrology
- Zumbro River (Old Bed)
- City Boundary
- Building
- Parcel
- Street
- Active Railroad





Wabasha: An Active Living River Town
James Pettinari, Pettinari Design

1. TRAIL NETWORK SECTION STRATEGIES

DEVELOP A TOOL KIT OF STRATEGIES THAT ACCOMMODATE WALKING, BIKING, HIKING, PARKING, AND DRIVING THROUGHOUT THE NETWORK

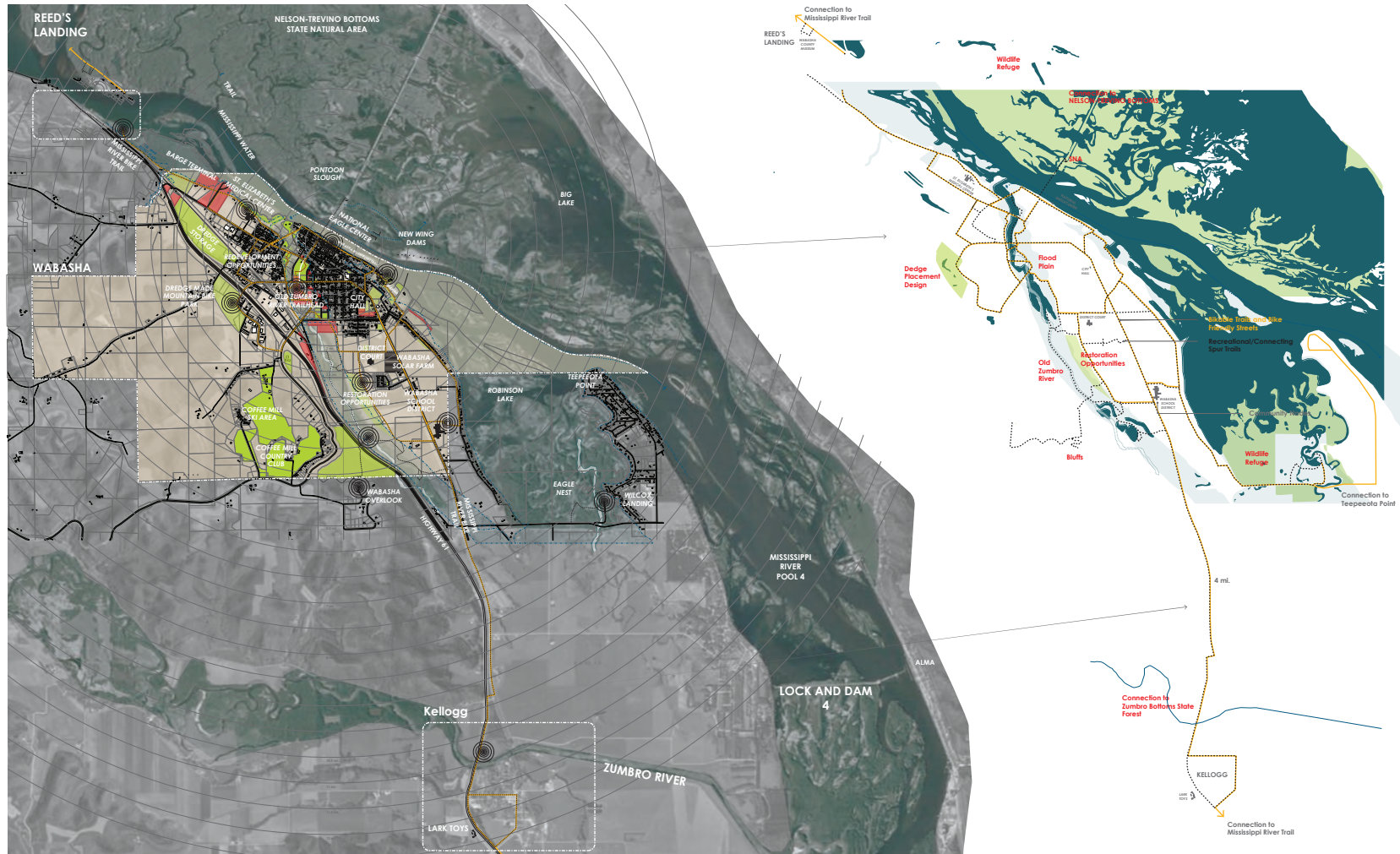
2. OLD ZUMBRO RIVER CORRIDOR DESIGN

DEVELOP RIVER CORRIDOR DESIGN CONCEPTS BASED ON THE ECOLOGICAL RIVER, COMMERCIAL RIVER, AND RECREATIONAL RIVER THEMES

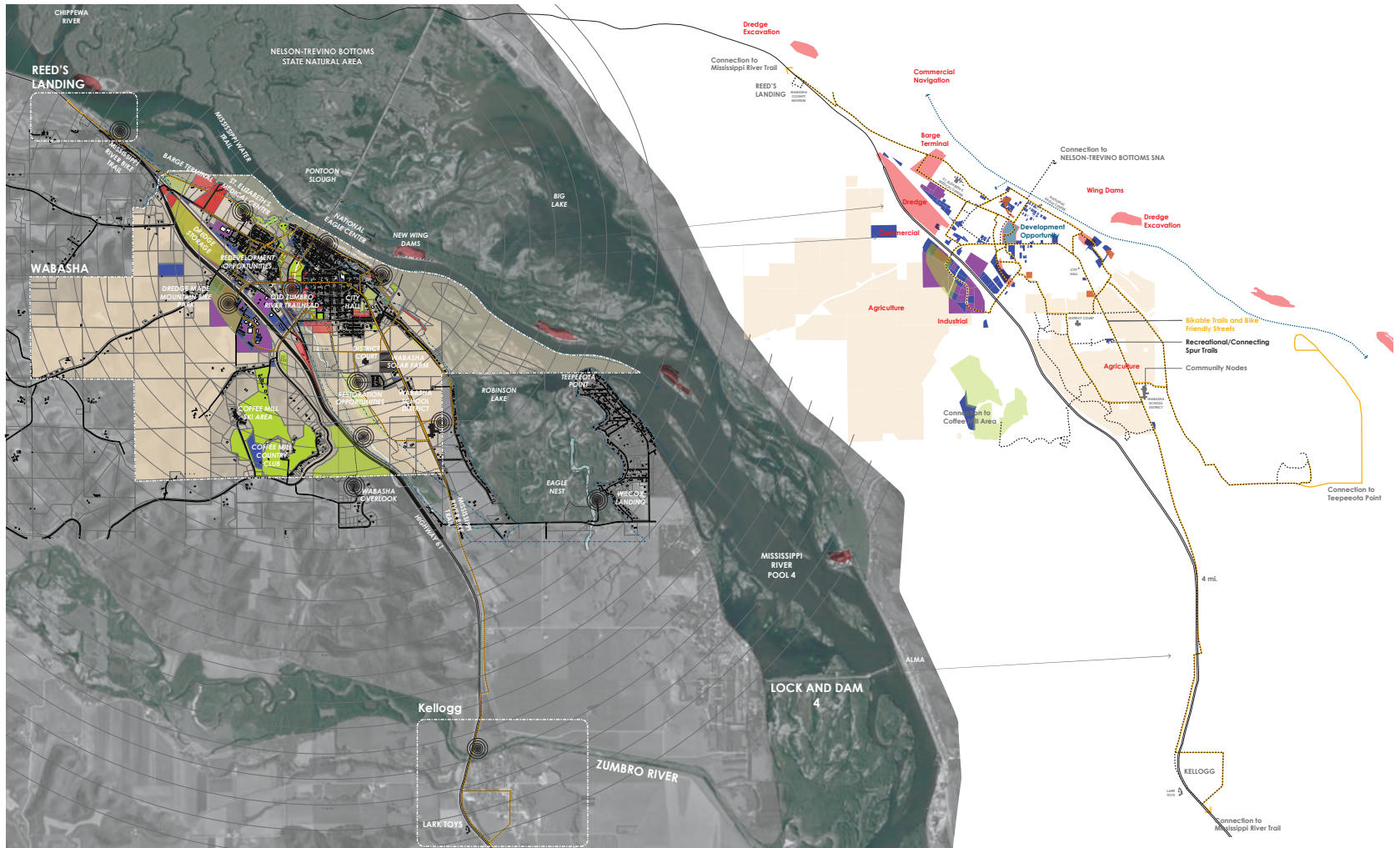


INTERPRETIVE RIVER THEME:

ecological river

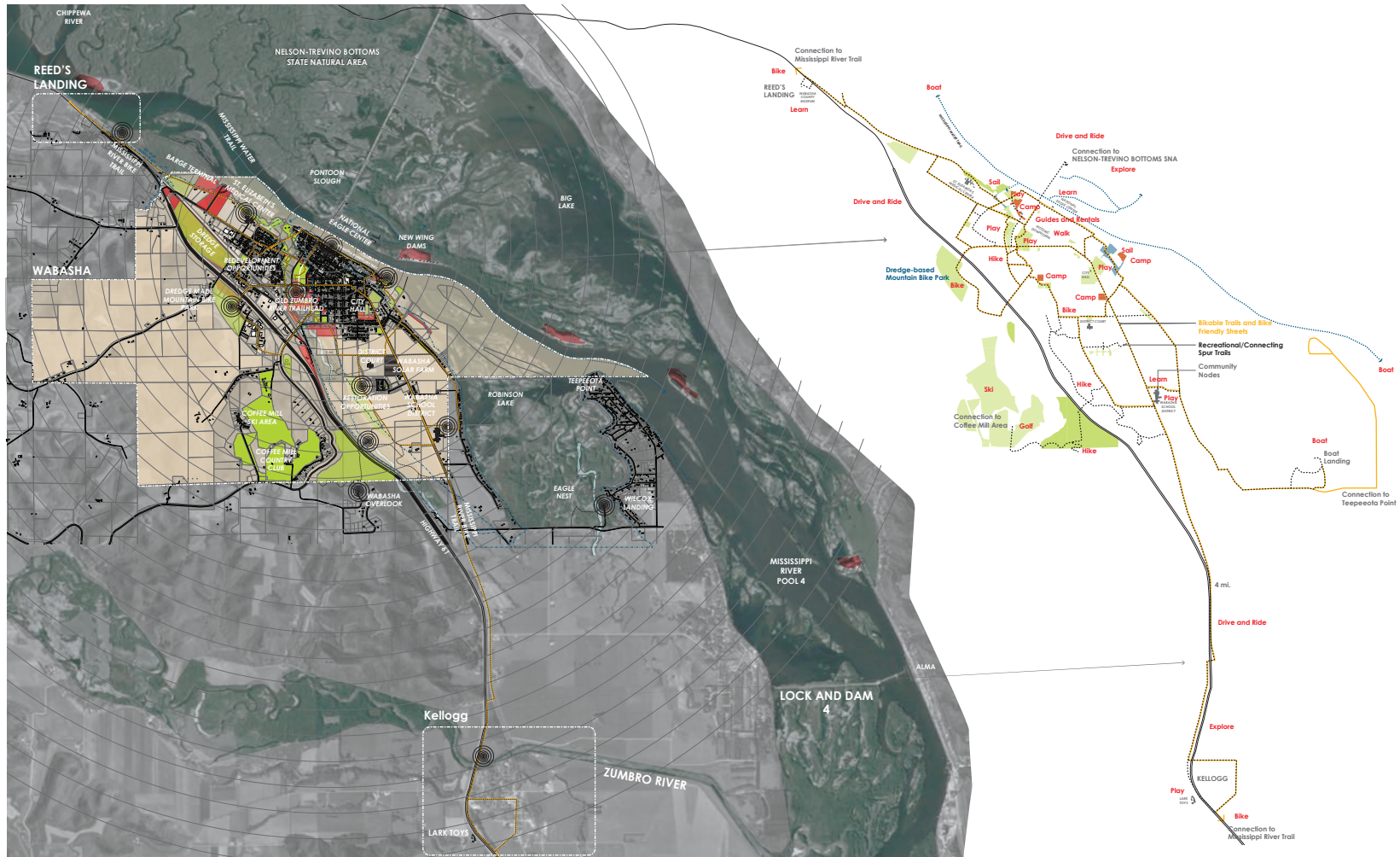


INTERPRETIVE RIVER THEME:
commercial river

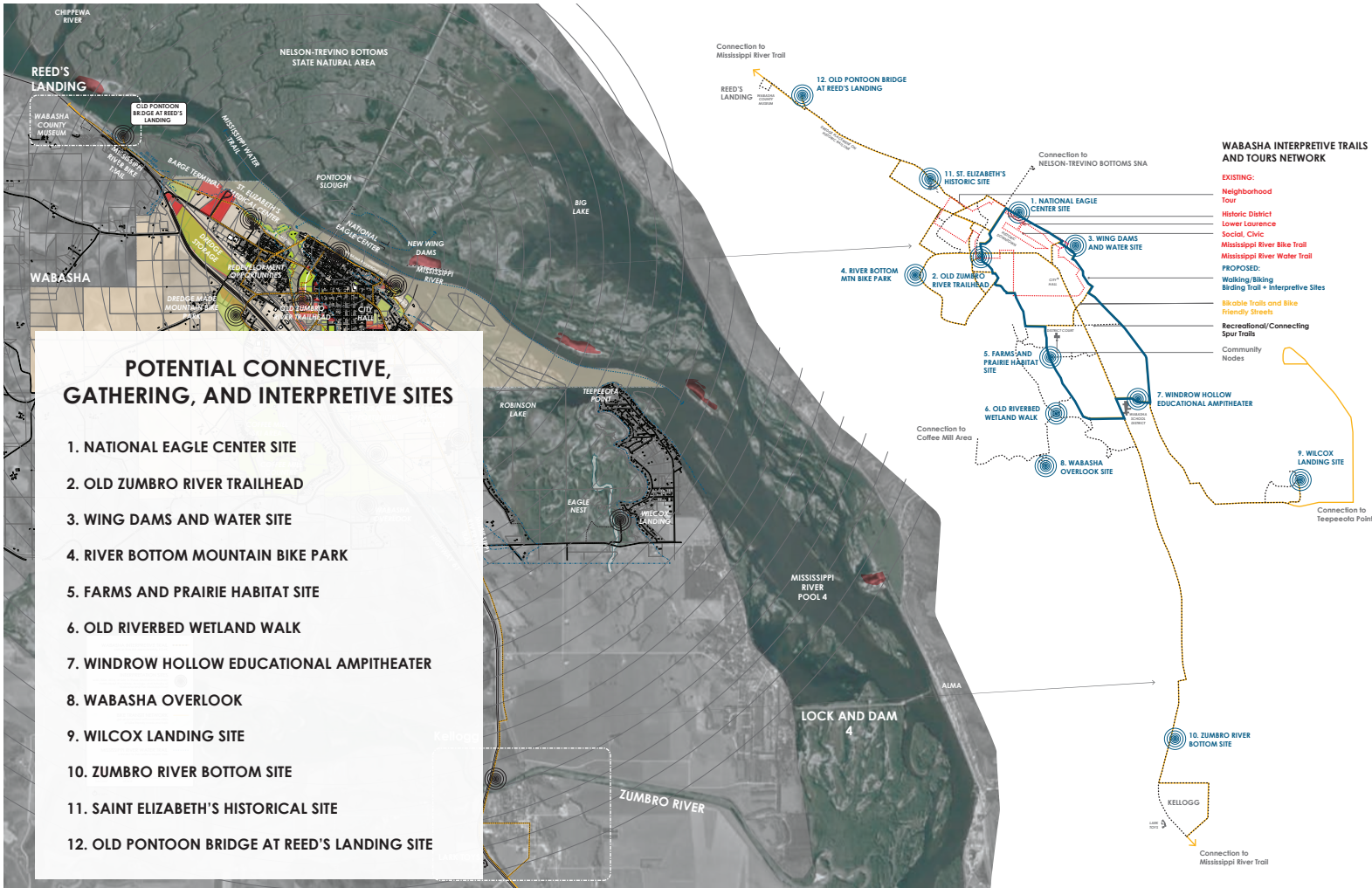


INTERPRETIVE RIVER THEME:

recreational river

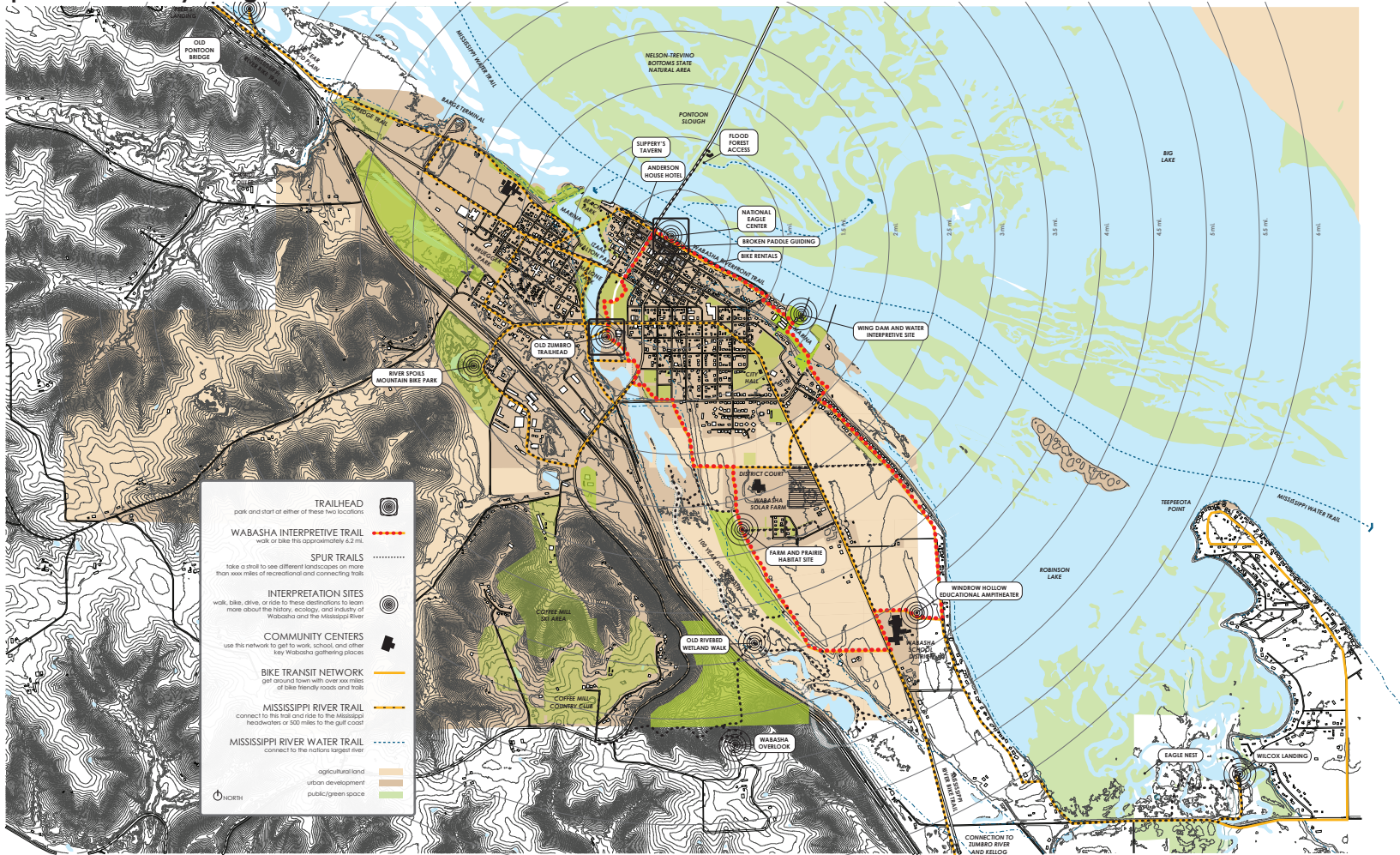


INTERPRETIVE RIVER THEME:
interpreted river

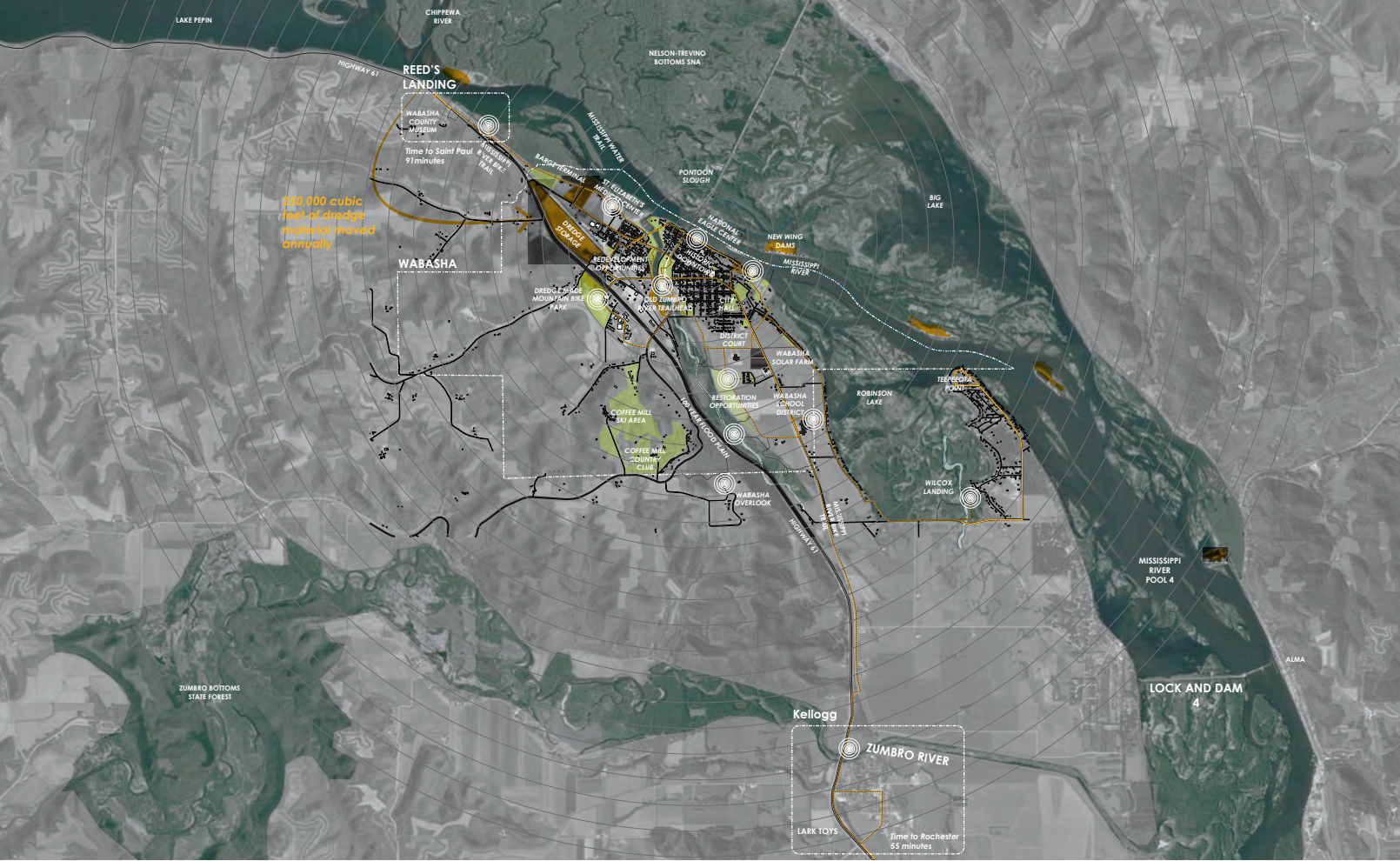


WABASHA:

possible bird city designation initiative

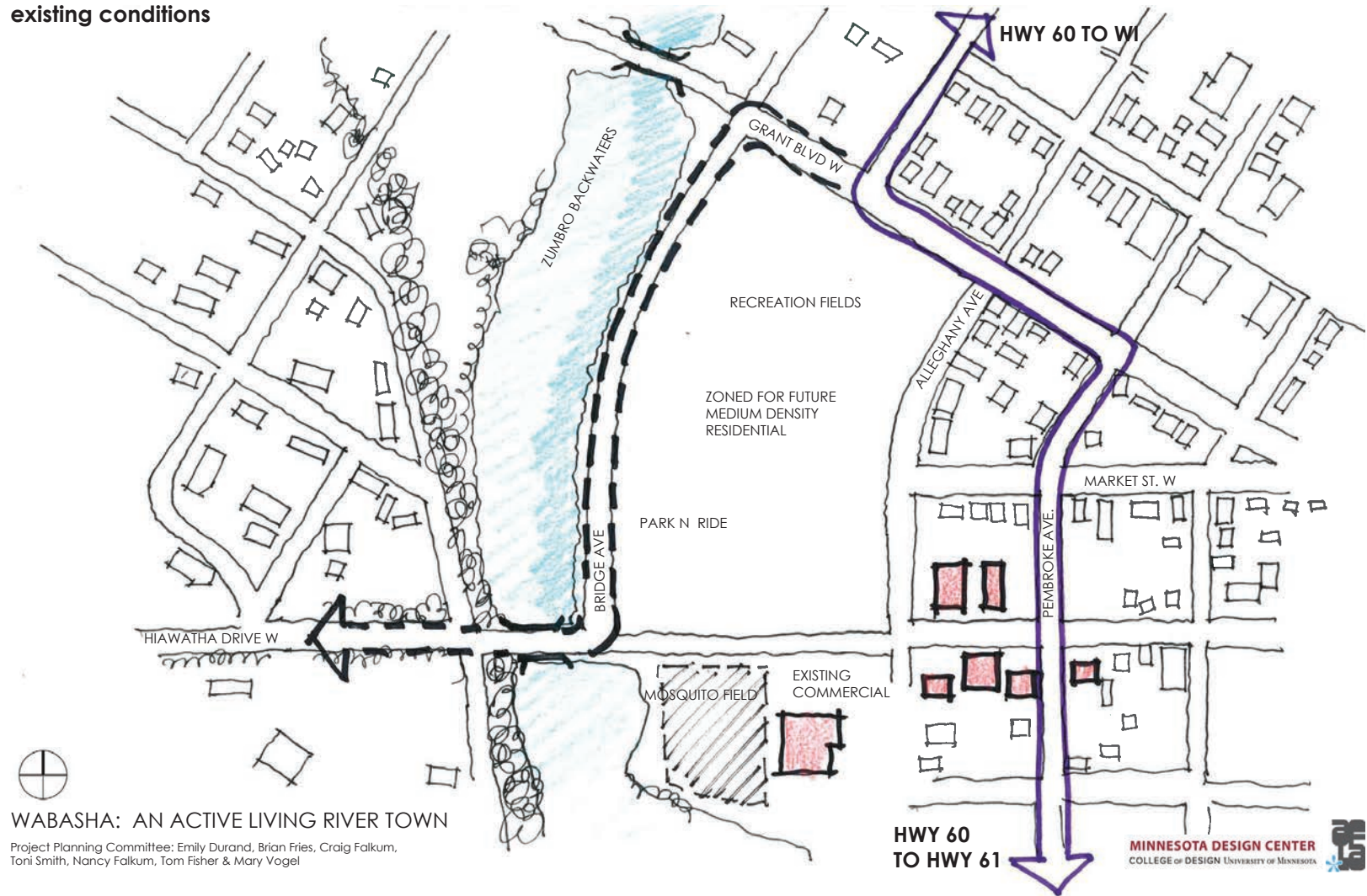


WABASHA:
connecting communities



ZUMBRO SLOUGH/HIGHWAY 60 REALIGNMENT

existing conditions



WABASHA: AN ACTIVE LIVING RIVER TOWN

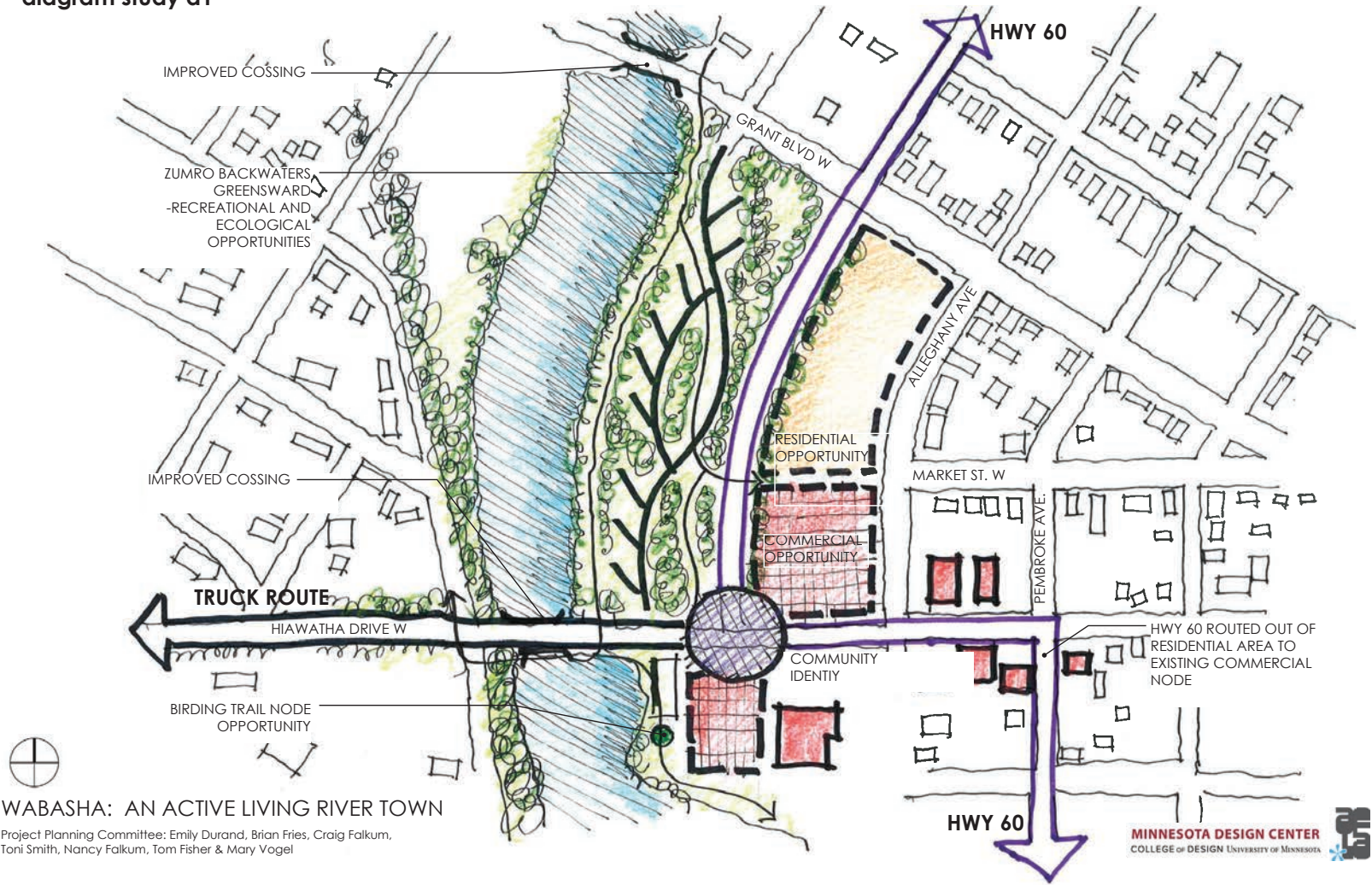
Project Planning Committee: Emily Durand, Brian Fries, Craig Falkum, Toni Smith, Nancy Falkum, Tom Fisher & Mary Vogel

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ZUMBRO SLOUGH/HIGHWAY 60 REALIGNMENT

diagram study a1



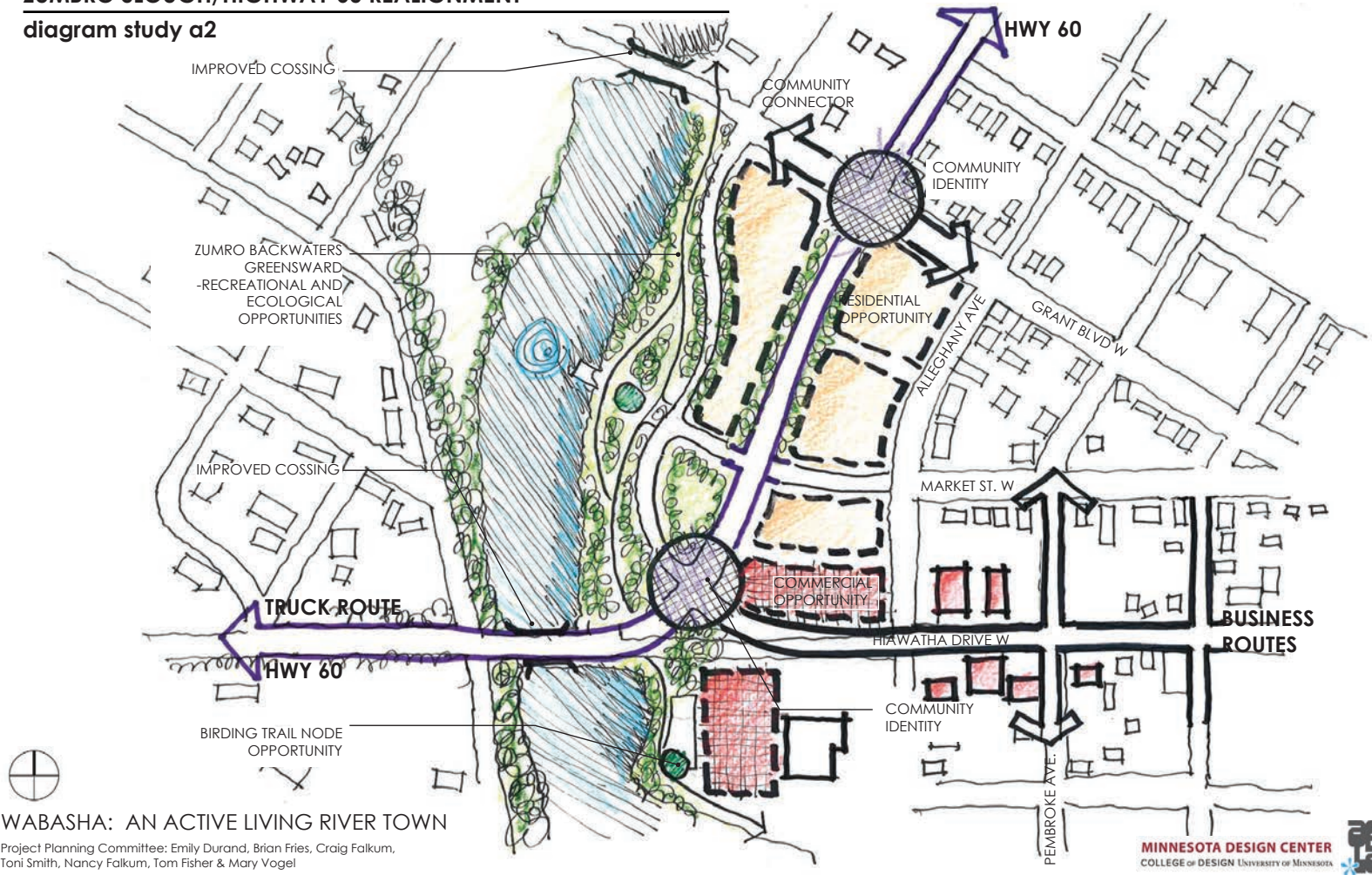
WABASHA: AN ACTIVE LIVING RIVER TOWN

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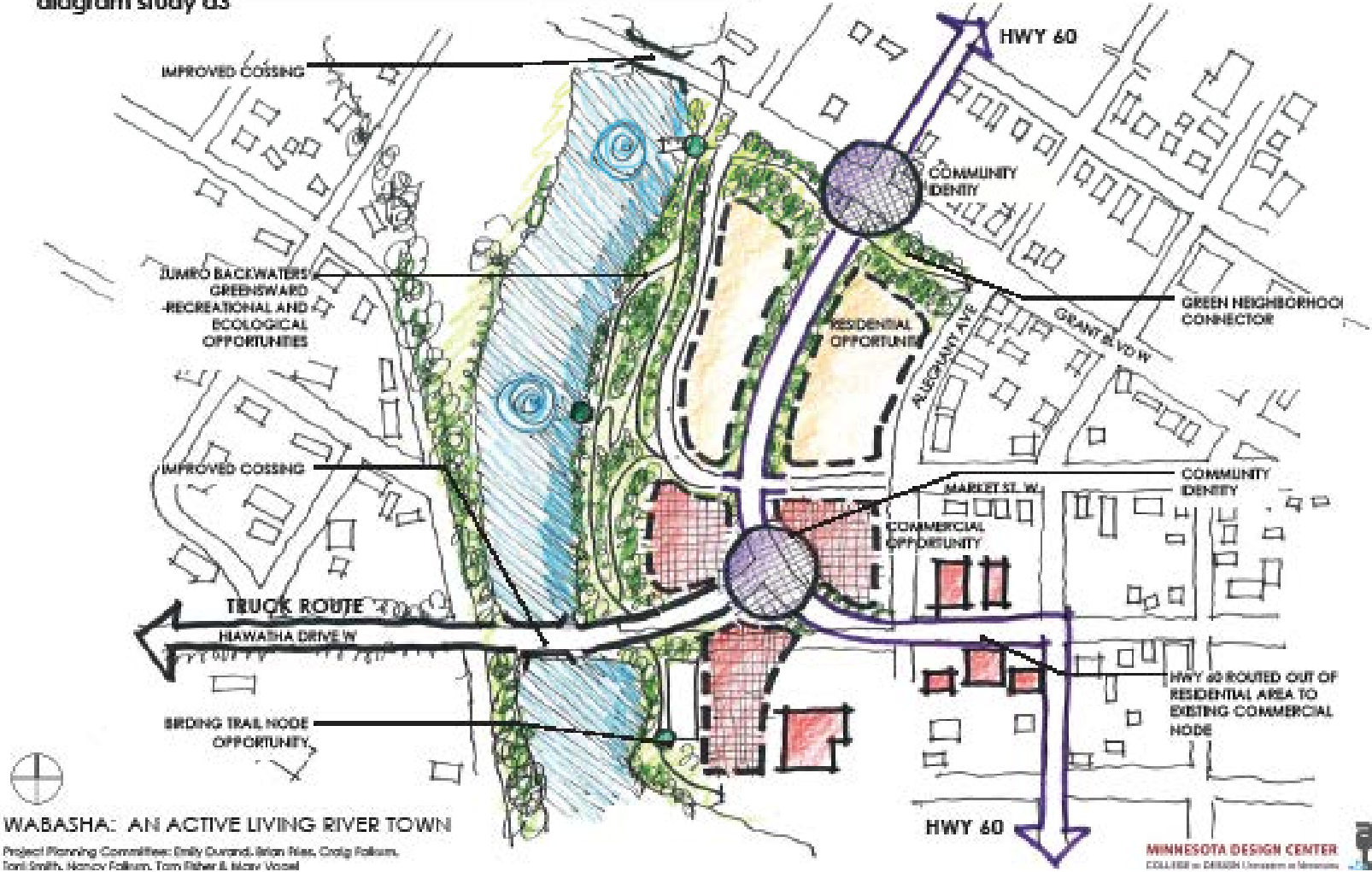
ZUMBRO SLOUGH/HIGHWAY 60 REALIGNMENT

diagram study a2



ZUMINO SLOUGH/HIGHWAY 60 REALIGNMENT

diagram study a3



ZUMBRO SLOUGH

opportunities for development & redevelopment



- enhanced streetscape connections to adjacent businesses and services
- placed-dredge fill elevates development above floodplain; berms create private residential setting
- multi-family housing with internal circulation limits traffic issues
- mixed-use spaces located above floodplain with additional off street parking, stormwater treatment, and street front visibility
- rain gardens treat stormwater and protect zumbro slough water quality

- extending highway 60 through the site increases traffic safety and simplifies connections to downtown
- dredge-made hills mimic nearby bluffs and provide overlook experiences while storing additional dredge material
- a combination of riparian edge restoration and water aeration cleans the slough and increases habitat quality
- trailhead orients users to city recreational opportunities, accessible path connects to zumbro slough
- large, flexible gathering space provides opportunities for programming like sledding, festivals, and events

WABASHA: AN ACTIVE LIVING RIVER TOWN

Project Planning Committee: Emily Durand, Brian Fees, Craig Falkum, Tori Smith, Nancy Falkum, Tom Fisher & Mary Vogel

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ZUMBRO SLOUGH
greenspace connections



WABASHA: AN ACTIVE LIVING RIVER TOWN

Project Planning Committee: Emily Durand, Brian Files, Craig Falkum, Toni Smith, Nancy Falkum, Tom Fisher & Mary Vogel

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Recommendations based on lessons learned, opportunities & challenges identified

Strengthen the link between high school and technical education

Quality local schools draw and retain community residents and provide a focal point of community activity while preparing young people for the next chapter in their lives. Linking education offered by local high schools by partnering with technical programs offered at many locations of the Minnesota State College System throughout Greater Minnesota could both improve educational opportunities and help meet workforce needs.

Improve internet access

As access to technology becomes more and more important to a thriving 21st century life, Minnesota has made many investments in the internet, so many communities have robust internet service. However, others lack internet service and some do not have the modest resources to fund connections to the existing internet. A program that expands internet service and provides the modest funding needed for connections to existing internet networks would help sustain activity in small town centers.

Use internet-based communication strategies for lodging

Small towns desire and need places for visitors to stay, yet often they do not generate the business needed to sustain a motel or hotel. Create a community-based Airbnb-like lodging strategy that accommodates visitors and provides extra income for residents.



<https://www.shareable.net/how-to-improve-your-communitys-internet-connectivity/>

Recommendations based on lessons learned, opportunities & challenges identified (*continued*)

Use internet-based communication strategies to create small community transit

Greater Minnesota is underserved by transit; few communities have transit services. The prevalent transit model is urban: it is based on concentrations of riders and destinations. Although MnDOT has a funding program that promotes transit in Greater Minnesota communities, the program is underutilized because it doesn't serve dispersed riders and destinations. Some communities that could afford to invest in transit do not feel that the required 20% match is worth the investment. Other hard-pressed communities do not have the funding required. Greater Minnesota communities have another kind of transit system: the school bus system. School buses sit idle for hours during the day, week-ends, and the summer months. Using Uber-like technology and transforming the school transit system into a community transit system that uses school buses and cars could meet intergenerational transit needs. Increasing the hours that bus drivers work may increase the attractiveness of the job. Funds set aside for school buses could be used for the required 20 % match for state transit funding.

Encourage housing patterns that promote walking/cycling and accommodate transit

Since World War II, neighborhood development patterns have favored cars and have slighted walking, biking, and transit. These patterns have isolated neighborhoods, added to the cost of providing school bus routes, made creating community transit routes more difficult, and discouraged healthy exercise. Creating walkable, bikeable, transit-friendly residential neighborhoods strengthens communities as desirable places to live.

Promote safe walking and cycling

Many Greater Minnesota communities need better circulation systems for pedestrians and bicyclists. Very few communities have bicycle systems, and sidewalks are crumbling or non-existent. There are issues with snow removal on sidewalks by older residents' homes, and the state highways that go through the communities are dangerous to cross. Many have state highways running through their downtowns and past their schools. Retrofitting selected streets for pedestrian and bicycle use and partnering with MnDOT to create strategic pedestrian crossings on state highways can create a usable and safe community circulation system.

Encourage development patterns that make use of underutilized land

20th century land use patterns encouraged car-dependent sprawling residential, commercial, and industrial developments that required expensive investments in large sewer, water, and road systems and created underutilized lands. Developing underutilized lands with compact development strategies utilizes existing infrastructure and lowers the cost of any needed new infrastructure and facilitates transit, pedestrian, and bicycle systems.

Encourage community friendliness

Small towns see themselves as friendly, but the flip side of a close-knit community is that often newcomers do not feel welcome. Newcomers are important to community life. Aside from consuming goods and services and helping school enrollment, they also add new energy and ideas to the community. Cross-generational and newcomer/old timer efforts to engage community members strengthen the community.

Support civic volunteer efforts

Most small towns are rich in social capital because they are run by volunteers. The volunteer civic work previously done by women, which has been so important to small town community life, is currently under pressure with many more women entering the workforce. Currently fathers and mothers are also stretched by work and family, so the vitality of civic clubs and other efforts that contributed so much to community life are threatened. To support community efforts and keep the civic social capital vibrant, a new community position is needed: a part-time local resident providing administrative support to service clubs, scouting programs, civic events, etc.

Engage seniors in paid and volunteer civic work

Many small towns have aging populations with many seniors. Too often seniors are seen as consumers of services, particularly medical services, and not as community assets. Often small towns have no or very limited staff to pursue development strategies, but they have residents with social capital to contribute if engaged. Many seniors can bring commitment to the community, insights, expertise, energy, and know-how to economic development strategies. Seniors and the skills and knowledge they possess are vital to small communities' futures. Communities are enhanced when they develop strategies to engage the talents and energies of seniors in community work.



<https://medium.com/galaxy-digital/why-senior-volunteers-are-vital-to-your-organization-b7168da8d36d>

Project recommendations

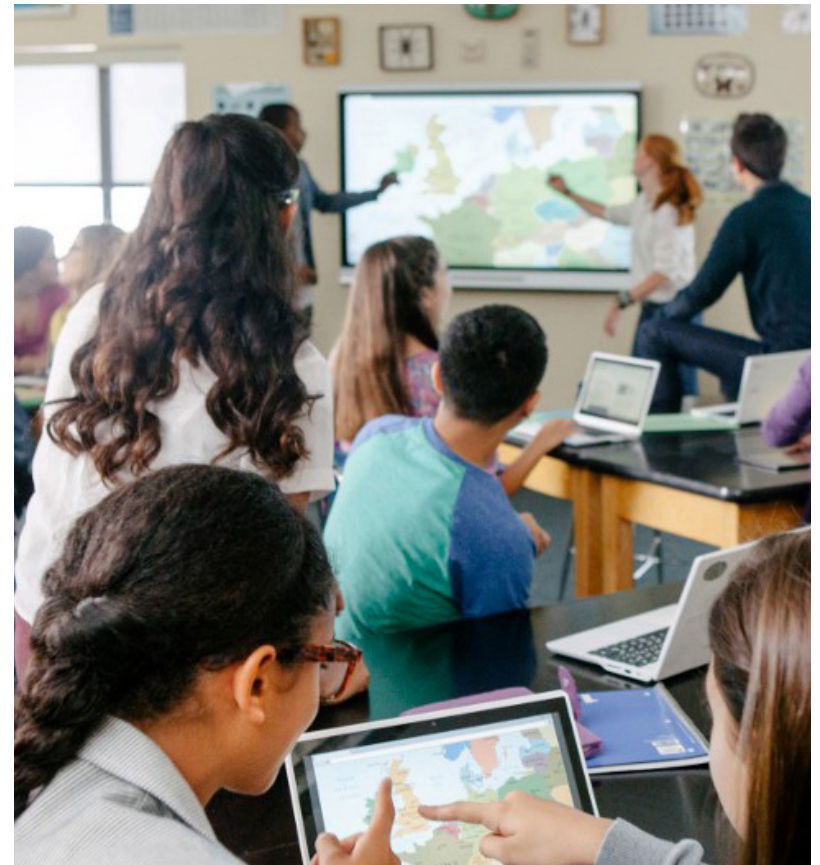
The Pilot demonstrated the effectiveness of using the design thinking approach in small Greater Minnesota communities.

Suggested changes to the work include:

- Incorporating interviews with finalist communities into the community selection process
- Scheduling the work to last for three years, to make working with a community and a number of other state, regional, and local programs easier because local decision-making, connections between and among entities, and resource identification all take time

Suggested needs identified by the work include:

- Small changes in highways that pass through small communities could make a big difference in the community's livability. Having a MnDOT program that cities could access for help in making needed changes would be very helpful.
- The volunteer nature of civic work needs to be recognized for the contributions volunteers make to small town community life; volunteers are a vital part of community infrastructure. Currently volunteer activities are under stress that threatens their future. Exhaustion with civic work was expressed by many long-time and new volunteers. Support in the form of a part-time employee who assists community groups in scheduling meetings and events, locating resources, etc. is needed for volunteer activities to continue to thrive.



<https://gadget.co.za/redefining-the-roll-classroom-tech/>

Next steps

The Greater Minnesota Futures pilot project did not receive the state appropriation needed to continue this work and to expand it to other communities across the state. MDC is seeking other sources of funding from the state, philanthropies, and local government, because we believe that this is what 21st century economic development looks like and what small communities across Minnesota need in order to thrive.

We are also bringing this work into the classroom, with the principal investigator co-teaching a “grand challenge” course with Greater Minnesota as its focus. The class will look at community and economic development strategies for smaller cities in the state, as the Care Share group did in last year’s class, and we hope that other entrepreneurial ideas and business plans will emerge from the class this year.

We continue to stay involved with the partnerships we have developed as part of this pilot. For example, we will keep working with Wabasha around the transportation issues that arose from this process and around the educational and workforce training ideas that came from conversations between the city’s superintendent and medical community.

As an anchor institution in the state, the University of Minnesota is committed to the economic success of the entire state, including small towns as well as big cities. While the MDC no longer has the money to fund this work at a level that we and our partners would like, we will continue to look for ways to help Greater Minnesota pursue the diverse futures that will enable it to thrive.



<http://livedan330.com/2013/09/13/the-great-river-road-7-lake-pepin/2/>

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Southeast Minnesota Futures Pilot Project: Application for Participation

Project Partners

- Southeast Minnesota Together
- Minnesota Design Center, College of Design, University of Minnesota
- Selected Southeastern Minnesota Communities

A Pilot Project

Supported with seed funding from the Minnesota Legislature, the pilot will work with selected Southeastern Minnesota communities to demonstrate the value of Greater Minnesota Futures work in creating efforts to strengthen small, rural communities and position them for a 21st century future. The work will document the value added by this work and develop a replicable model that can be developed into a program that can annually serve two to four Greater Minnesota communities.

Project Description

Greater Minnesota has a tremendous number of assets – human capabilities, economic strengths, and environmental resources – upon which to build its future. This effort focuses on how small town communities can creatively leverage their relatively untapped social, economic, and physical capital to envision a path forward that supports and enhances its vitality and identity while responding to 21st century technological and demographic changes.

The project goal is to partner with local communities within the Southeastern Minnesota region to identify 21st century strategic efforts that narrow the gap between the planning and grant obtaining resources of large metro areas and the resources available to small communities in Greater Minnesota to create efforts that increase their community and regional impact, get more value from public investments, encourage private investments, and reflect 21st century opportunities and challenges.

As the state's land-grant university, the University of Minnesota is dedicated to supporting the prosperity and well-being of Minnesota's citizens and communities. The capabilities to assist Greater Minnesota communities in Design Thinking that includes:

- Community capacity building with a focus on social, economic, and physical assets and resource management.
- Asset and challenge identification.
- Creation of strategies that leverage existing assets and address the challenges within a local and regional context.
- Design expertise to assist communities build upon their existing strengths and minimize their challenges to promote:
- Community responses to 21st century demographic and technological changes;
- Sustainable landscapes, building reuse, and building design within communities;
- Housing development that supports current and future needs;
- Natural resource enhancement;
- Healthy lifestyles that address public health issues such as obesity; and
- Strengthened community identity.
- Identification of potential funding sources for implementation of the strategies.
- Grant-writing support to assist communities compete for the available project funding.

Project Selection Timetable:

- Applications accepted until May 20, 2018
- Community selection: June 1, 2018.
- Community work started June 2, 2108

Eligibility

- Community eligibility includes Southeastern Minnesota communities that:
- Are being affected by 21st century job creation patterns, development efforts, settlement patterns, and population concentrations;
- Are motivated to identify and embrace their existing assets;
- Are willing to respond to potential development/redevelopment trends to proactively create their 21st century futures;
- Are cities that have a population of 5,000 or less (U.S. 2010 Census);
- Are located within the twenty county Southeastern Minnesota Region: Blue Earth, Brown, Dodge, Faribault, Fillmore, Freeborn, Goodhue Houston, Le Sueur, Martin, Mower, Nicollet, Olmsted, Rice, Sibley, Steele, Wabasha, Waseca, Watonwan, Winona.

Note: a single city or a group of cities under 5,000 that wish to work together are eligible. The total population of the group of cities may exceed 5,000.

Community Selection

The pilot community or communities will be selected based upon the community's:

- Willingness to participate in a citizen-driven, community driven community/University/ Southeast Minnesota Together partnership that addresses their future;
- Needs;
- Assets, potentials, and challenges;
- Community support for the project; and
- Ability to start in June.

Exclusions

Ineligible communities include:

- Communities outside the twenty-county area, and
- Communities larger than 5,000 (2010 census).

For further information or questions regarding the application contact:

Mary Vogel, Minnesota Design Center
 vogel001@umn.edu
 (651) 433-5952 or (651) 341-7971

Community Application

City/Cities Names:

Street or post office box:

County, zip code:

Email:

Phone:

Fax:

Website (if applicable):

Contact person:

Name	Title	Email	Phone
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Willingness to participate in a citizen-driven, community driven community/University/Southeast Minnesota Together partnership that addresses their future

List potential members of a working committee from your community:
Name, interest, background

Sample of community needs

Assets, potentials, and challenges.

List samples of community assets, potentials and challenges

We will meet with the project partners team June. Yes ___ No ___

Attach any letters of community support

RFP Response: Amboy

Applicant Contact Information:

Name: Lisa Lindberg

Title: Business Owner

Organization: Amboy Area Community Club

Email Address: amboyareacc@gmail.com

Phone: 507-380-0288

Needs and challenges of the community:

Amboy and the surrounding communities face a series of challenges because of recent changes in agriculture and ensuing business decline. Lower population numbers caused the closure of the Amboy Middle School in 2010. Loss of teaching positions and support staff in addition to fewer opportunities and activities for young families are a significant problem. An aging business and farming community faces succession issues. To overcome this, a group of community leaders, members of the Amboy Area Community Club, artists and entrepreneurs are working together to make the historically rich towns on the Daniel Boone Motor Trail welcoming as a tourist destinations, promote retail services, provide jobs, enhance the local economy, and encourage recreational activities.

Community assets and potential opportunities:

Amboy continues to retain an active and historic down town, (restored with guidance from MVAC and SHPO) that house several art studios and retail businesses. Amboy's location on The Historic Daniel Boone Motor Trail links it to other small communities along Highway 169 in Southern Minnesota. Amboy Area Community Club has worked in the community to help accomplish several historic renovations including: The Ridge School, the old train Depot, The Amboy Cottage Café, the hundred year old grain elevator, The Creamery, and The Dodd Ford Bridge. Here is a link to the Off 90 Program shown on PBS television station that highlighted Amboy <https://youtu.be/sDrvQXnldfY>

RFP Response: Grand Meadow

Applicant Contact Information:

Name: Marty Walsh

Title: Director

Organization: Grand Meadow Economic Development Authority

Email Address: marty.walsh@cedausa.com

Phone: 773-450-2771

Needs and challenges of the community:

Grand Meadow struggles to build new workforce housing, as well as attract new residents for any jobs that do grow in the community. Very few people both live and work in the community, eroding community pride and civic life. Most people either live here or work in Rochester/Austin or live elsewhere and only work in Grand Meadow. In addition, the downtown struggles to attract businesses and has fallen into disrepair.

Community assets and potential opportunities:

While downtown has seen better days, the “bones” of a historic district with independent businesses are there. Additionally, Grand Meadow has a popular, high quality school and several medium size employers based in the community. There are opportunities for taking advantage of the location along Highway 16 between Austin and Rochester, as well as the opportunity to build out more outdoor recreation in the communities’ parks.

RFP Response: Hokah

Applicant Contact Information:

Applicant Contact Information:

Name: Rebecca Albrecht

Title: Hokah City Council Member, Hokah

Public Library Board of Trustees

Organization: City of Hokah

Email Address: beckyalbrecht@centurytel.net

Phone: 608-396-1116

Needs and challenges of the community:

Some Challenges include:

- Struggling with no updated comprehensive plan to look to as a guide.
- No access to a grocery store in this community.
- Struggles with succession planning throughout the community businesses and even at the City.
- Small town with smaller city budget.
- Lack of school and employer partnerships.
- A lot to offer visitors but no advertising to bring them here.
- No lodging for visitors.
- A community that struggles with changes-even small changes create tension for residents.

- Lack of support or inclusion for those not born into the community.
- Public nuisance properties.
- Lack of affordable housing for middle income ranges.
- Increasing chemical dependency issues with some residents.
- Not a lot of jobs in town.
- Lack of accessibility for elderly or handicapped individuals.
- Struggles to keep businesses or recruit businesses in town.
- A lot of rental properties some of which are empty a lot of the time.
- Lack of childcare.
- Lack of Public Transportation

Community assets and potential opportunities:

The City of Hokah boasts:

- Como Falls Park
- Naturally fed swimming pool(celebrating 50 years this year)
- Legion Baseball diamond
- Historic City Hall building
- Public Library Many active worship facilities located in town Veteran's Memorial Park
- Explore Historic Hokah walking tour.

- Market for farmers/vendors(seasonal) Café and restaurant options
- Great location with rural living for commuters
- Low income housing Supportive community members
- Active volunteer network
- A lot of entrepreneurial spirit in the community.
- Twin Creeks Golf boasts driving range
- Disc golf and mini golf with child-centered focus
- Walking paths for hikers
- Recreational shooting ranges a short drive away
- Focus on art and heritage in the community
- Root River Canoe Landing Union Valley Vineyard nearby
- Valley High Golf nearby

RFP Response: Kiester

Applicant Contact Information:

Name: Doug Trytten

Title: Mayor

Organization: City of Kiester

Email Address: dougtrytten@gmail.com

Phone: 507-402-5625

Needs and challenges of the community:

The cities of Bricelyn, Frost, Kiester and Walters share similar challenges. All four communities at this time do not have a current long-term community or economic development plan. The communities struggle with large scale issues such as a lack of housing availability and aging infrastructure. There are also buildings in each city in need of repurposing or demolition. There is also a need to focus on business development, from having store front space available to retaining existing businesses. Each of the four communities also has a desire to create a place that is vibrant and livable and for this part of the region to attract tourists.

Community assets and potential opportunities:

The City of Kiester is the largest of the four communities at a population of 473. Kiester is a small town nestled among some of the highest hills, known as glacial moraines. The community has many businesses tied to agriculture, a movie theatre, and active main street businesses. The city has an old school building that could be redeveloped as well as a vacant athletic field owned by the city. A park plan was recently completed to identify potential uses for the athletic field. The City of Bricelyn, population 342, is home to Bud's Café which was awarded the Best Pancakes in Minnesota by WCCO in 2013. The City of Frost, population 191, has a vacant school building that could be repurposed for a variety of uses. The City of Walters, population 71, has a historic one-cell jail that was built in 1909 that if restored could be a tourist attraction. Each of these welcoming communities have potential to provide a great place to live, work and play. These four cities have already begun having conversations about how they can begin to work collaboratively to address their similar issues. Having this partnership mentality already in place is a great asset for this project. As you will see by the included letters of support, decision-makers in each of the communities are supportive of this project which will help in the implementation of what comes out of this design process.

RFP Response: Spring Grove

Applicant Contact Information:

Name: Courtney Bergey

Title: Director

Organization: Spring Grove Economic Development Authority

Email Address: Courtney.bergey@cedausa.com

Phone: 507-251-9272

Needs and challenges of the community:

Spring Grove has found itself at a crossroads, and there is a sense of momentum towards the future. Ongoing community conversations have cultivated a shared vision to push forward, grow strategically, and create new initiatives and opportunities that set the town apart. Several community needs and challenges have been identified:

- **Housing.** Like many rural (and urban) communities, Spring Grove has a housing shortage that is prohibiting growth. There is land available for development on the outskirts of town, as well as parcels in the center of town ripe for redevelopment, but the City lacks the strategic planning and capital investment needed for projects of this scope. There is an appetite for creative solutions, such as tiny house communities and multi-family housing complexes.
- **Planning.** As mentioned above, the City does not have a planner, and there are several areas of town that have been the victim of reactive—not proactive—development. These decisions have created several unattractive and unsafe streetscapes, oddly-shaped parcels difficult for in-fill, and missed opportunities for new housing and public space developments.

- **Recreational trails and wayfinding signage.** Spring Grove is fortunate to have several large, beautiful public parks as well as an aquatic center and nature trail—however, there are no handicapped-accessible or family-friendly trails in town. There is a major opportunity to create a new trail system that connects these assets to each other, the school, and downtown. There is also no cohesive wayfinding signage system in the community.
- **Gateways.** Reactive sprawl has created pockets of industrial, agricultural, and residential properties on the borders of town, which does not create a positive first impression of the community as newcomers enter via state highway. There is an opportunity to develop creative solutions for more unique gateways.
- **Transportation.** Senior citizens could benefit from more public transportation options, as there is currently no system in place for helping elders get to the grocery store, clinic, pharmacy, post office, etc. Spring Grove is committed to creating a community that is welcoming and livable for people of all ages, and would love to be a leader for rural communities looking to help people age in place.

RFP Response: Spring Grove *(continued)*

Community assets and potential opportunities:

Spring Grove is a community both deeply-rooted in its history and constantly working towards its future. Spring Grove's designation as the first Norwegian settlement in Minnesota has shaped the town's cultural identity and created an authentic sense of pride shared among generations. While many small towns are losing their historic downtowns, the stories of their elders, and their unique sense of place, Spring Grove has worked hard to sustain these assets and is dedicated to creating active support structures for new projects and ideas. Spring Grove has a spirit of abundance, not scarcity. Community assets and opportunities include:

- **Size:** With a population of ~1,300 and a strong sense of community, Spring Grove is large enough to sustain many essential businesses and services yet small enough to be nimble and experiment with new public policy ideas. There are opportunities and support for implementing bold ideas.
- **Vibrant public spaces.** Spring Grove boasts several large municipal parks, playgrounds, and outdoor exercise equipment, as well as a historic downtown and adjacent "town square" public green space. Despite the beauty and function of these places, there is an opportunity to better connect and create awareness for them.

- **Culture and learning.** The Spring Grove School District is the heart of the community, and they are taking innovative steps to implement a new individualized learning curriculum that would create a personalized education plan and pace for every student—as well as open doors for using the entire community as a classroom and laboratory. There are also several arts and culture organizations in Spring Grove that are doing excellent work, but lack the capacity and expertise to reach their full potential.
- **Volunteerism.** Spring Grove is a community run on volunteers—from serving on nonprofit and government boards to creating committees for new projects (such as a new aquatic center, cinema, music festival, bird trail, etc.), volunteers have accomplished a lot in Spring Grove. This is also an opportunity for improvement and long-term sustainability, as many organizations could use increased staff capacity to stabilize financially and avoid volunteer burnout.

RFP Response: Wabasha

Applicant Contact Information:

Name: Emily Durand

Title: Vice Chair

Organization: Wabasha Heritage Preservation Commission

Email Address: Emily.c.durand@gmail.com

Phone: 651-262-8736

Needs and challenges of the community:

The City of Wabasha, like all small rural Minnesota communities, is experiencing a critical moment as it addresses 21st century challenges and responds to and plans for shifts in demographics and economic forces that threaten historically successful models for rural sustainability. Prior related work of SEMN TOGETHER in partnership with SE RSDP addressed the entire SE region of the state. The scan of Wabasha County identified the following needs: --Asset Mapping --Local currency --Adopting STEAM curriculum --Enhanced DEED/Workforce centers --Increased access to high quality childcare --Resources and tools to promote entrepreneurship development Letters of support for this application from community stakeholders also highlight a need for Wabasha to engage in collaborative, community-based approaches to design thinking, visioning, and strategic planning.

Community assets and potential opportunities:

Wabasha is rich with assets that enhance the community's potential to harness 21st century opportunities for improved health, social connectivity, and economic growth. Many are outlined in the City's Comprehensive Plan (2016) available at: <http://www.wabasha.org/wp-content/uploads/FinalPlan-2016.pdf> The Comp Plan will help direct future land use development for the next 20 years (2035). Additionally there is considerable momentum within the community broadly and amongst citizen-led initiatives that are either newly organized or reactivated in response to recent developments outlined in the attached letters of support. Also supportive of this process, a 40-person cohort of community leaders were privileged to participate in a week-long, residential Blandin Community Leadership Program in 2016. These leaders are situated in a variety of positions in local business, local government, non-profit, and volunteer-based organizations. Armed with new skills in community-based leadership, they are highly motivated to help the community capitalize on the investment of the Blandin program and eager to help plan our collective future as a healthy and vibrant rural community. The City and community of Wabasha thank you for your consideration of our application. We would be pleased to work with you to actualize the intent of the Minnesota Futures Pilot Project.

RFP Response: West Concord

Applicant Contact Information:

Name: Jeff McCool

Title: Mayor

Organization: City of West Concord

Email Address: wcmayor@yahoo.com

Phone: 507-951-2581

Needs and challenges of the community:

West Concord is a rural community with a population of 586. Like many small communities we struggle as a bedroom community with many of our residents working outside of the city. We offer the same services as large cities but with a much smaller tax base. It can be difficult to attract and maintain businesses within our community. Our school district is also combined, with no school in the community, so a sense of identity has been lost.

Community assets and potential opportunities:

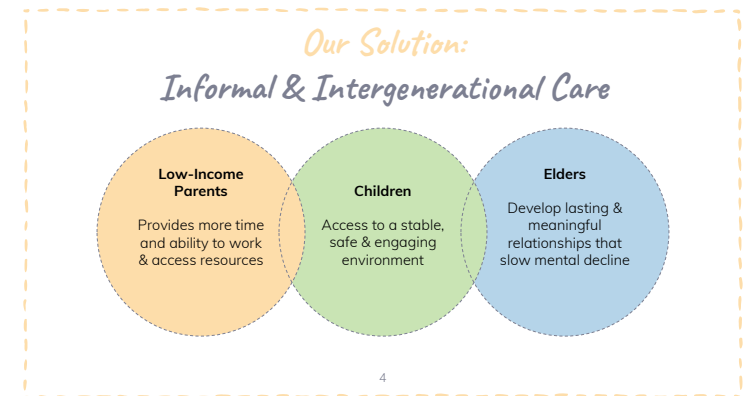
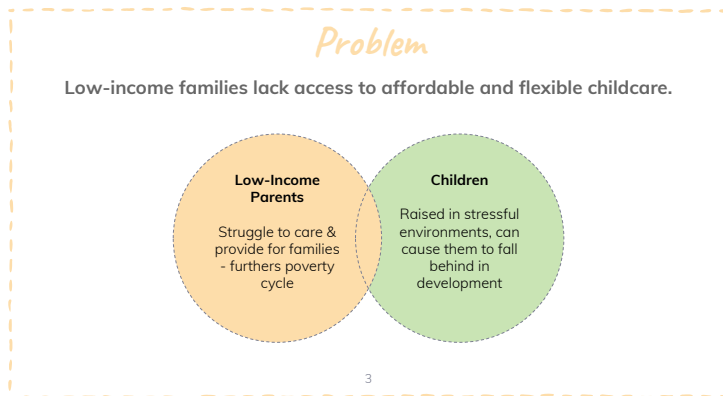
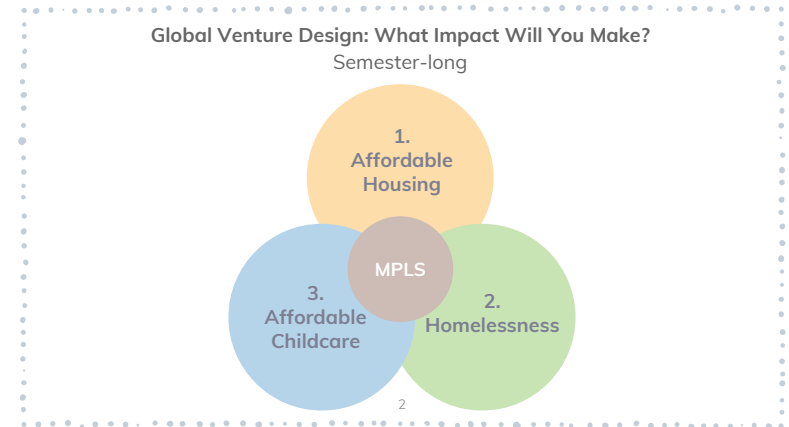
West Concord is a very tight knit and proud community. We are centrally located from the cities of Rochester (with the DMC project and people seeking a cheaper cost of living), Faribault, and Owatonna all approximately 20-30 miles away. We are one hour from the Twin Cities. We are an agricultural community and had been mostly comprised of an aging population; our demographics have since changed to a much younger age group with families. We have a current housing development with buildable lots available; our few empty houses move very quickly and are currently hard to come by with people seeking a cheaper cost of living from the larger cities. We pride ourselves with our amenities:

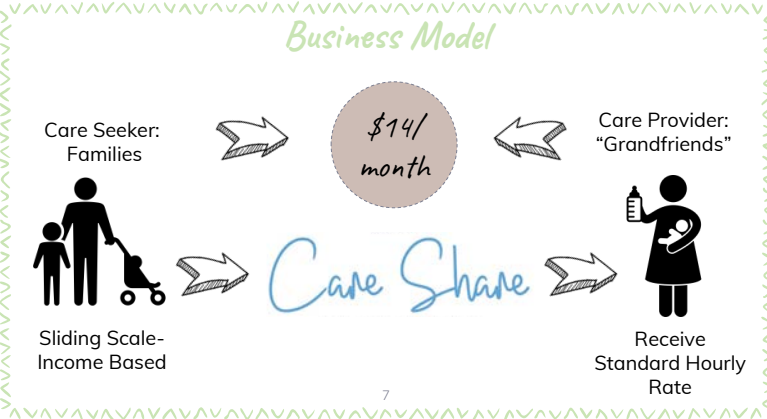
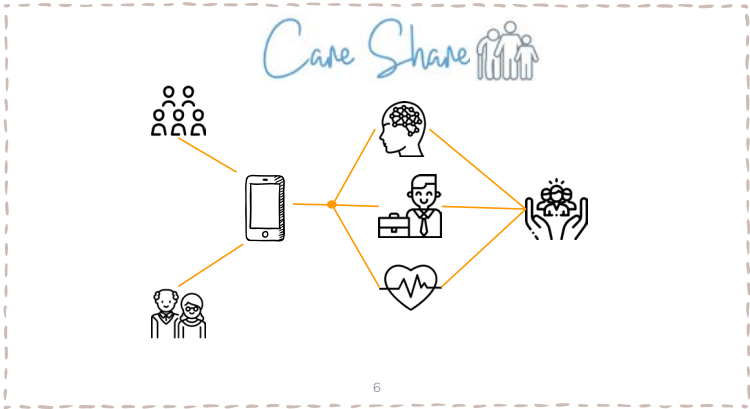
- Fire/Ambulance Department
- Police Department
- Public Library
- Swimming Pool
- Municipal Liquor Store (on/off sale)
- Parks
- Community involvement.

Our major employer is Ellingson Drainage a farm tiling company. We are a great place to raise a family.



Care Share
BRIDGING THE GAP BETWEEN GENERATIONS
Kaitlyn Ewine, Emma Fiala, Jared Johnson, William Linscott, Emily Waller, Sarah Zhao





Pedestrian, Bicycle, and Car System Tool Kit

Introduction

The need to create a circulation system that can accommodate pedestrian, cyclist, and vehicular traffic, connect key community shopping areas, employment centers, schools, recreational areas, and cultural and natural resources is an issue in many Greater Minnesota communities. All three of the Greater Minnesota Futures pilot communities had residents of all ages that walked and bicycled to school, work, recreational destinations, etc. Community meetings all identified the need for a safe and effective bicycle and pedestrian system, recognizing that circulation networks that are pedestrian, bicycle, and car friendly are essential to making rural communities healthy, attractive, friendly, safe, 21st century places.

All three also shared the similar challenges in creating a system:

- Although many of the streets in the original town grid had sidewalks, many were crumbling, some sidewalks had been removed, others were being considered for removal.
- Neighborhood streets just beyond the original grid often have a few sidewalk segments or lack sidewalks.
- The communities' newest neighborhoods usually lack sidewalks altogether and have street patterns such as cul-de-sacs or dead-end streets that are barriers to creating a connected community-wide system.
- All identified snow removal as a community problem as some older people or seasonal residents could not be relied upon to remove snow on the sidewalk in front of their homes that is needed to keep the system usable in the winter.
- Each city said that funding for repairing, replacing, and/or making new sidewalks where there were none was not available.



Example of an easily retrofitted street



Example of a street with sidewalks removed

Pedestrian, Bicycle, and Car System Tool Kit

The Tool Kit Intent:

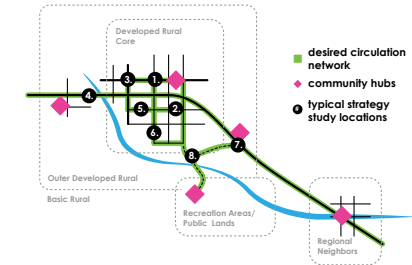
The Pedestrian, Bicycle, and Car System Tool Kit is intended as a tool for community efforts to create a connected circulation system. It is a set of alternative strategies for creating a street-based circulation network that connects neighborhoods and key community assets by retrofitting existing streets and creating new streets that can accommodate pedestrian, cyclist, and vehicular traffic. The Kit consists of a number of strategies for a variety of existing streets with a variety of street widths and a variety of existing conditions. It is assumed that no one design configuration will work across the whole system. Because community streets vary, different design configurations will be needed to be used to create a system.

How to Use the Tool Kit:

- 1) Identify potential destinations.
- 2) Identify street segments as potential parts of the overall system.
- 3) Apply the different designs to each of the street segments.
- 4) Select the design configuration that is most appropriate for the street conditions and projected use, and
- 5) Repeat with different street segments.

There are two approaches to developing circulation networks: 1) retrofitting existing streets and 2) creating new streets within the right-of-way. The appropriate approach is determined by existing conditions, network need, and available funding.

System Organization

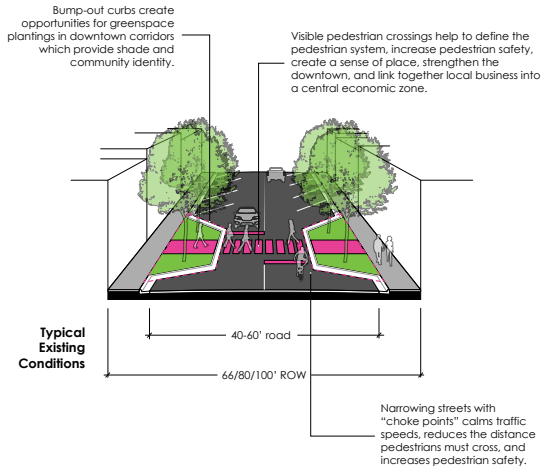


Tool Kit Components

- | | |
|---------------------------------|------------------------------------|
| Mixed Traffic Spaces | Access and Parking |
| 1. Mainstreets | 5. Advisory Shoulders |
| 2. Yield Streets | 6. Protected Cycle Tracks |
| Visually Separated Lanes | Physically Separated Trails |
| 3. On-Street Trails | 7. Side Paths |
| 4. Paved Shoulders | 8. Connecting Paths |

Greater Minnesota Futures

MINNESOTA DESIGN CENTER
COLLEGE OF DESIGN University of Minnesota



1. Mainstreets

- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities

Recommended Road Widths:

min. None
max. None

Recommended Road Speeds:

10-20 MPH

Corridor Type:

Mainstreet

Surrounding Context:

Commercial Histori

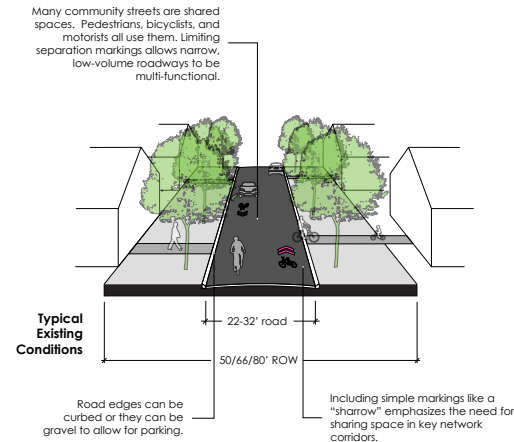
Pedestrian, Bicycle, and Car System Tool Kit

Mixed Traffic Spaces

Greater Minnesota Futures

Greater Minnesota Futures

MINNESOTA DESIGN CENTER
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2. Yield Streets

- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities

Recommended Road Widths:

min. None
max. 30'

Recommended Road Speeds:

10-25 MPH

Corridor Type:

Narrow Unmarked

Surrounding Context:

Residential Neighborhoods

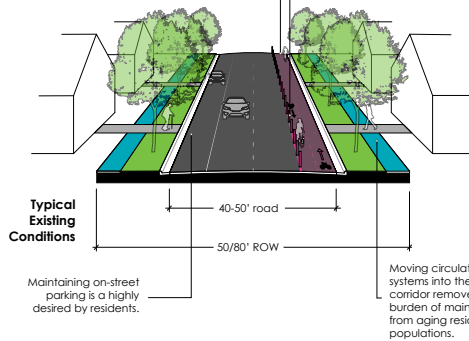
Community Circulation Kit

Mixed Traffic Spaces

Greater Minnesota Futures

In communities that lack funding to maintain aging sidewalks, add new sidewalks where none exist or have residents that have challenges shoveling snow, alternative on-street options like multi-use trails or cycle tracks allow for streamlined maintenance by existing city resources.

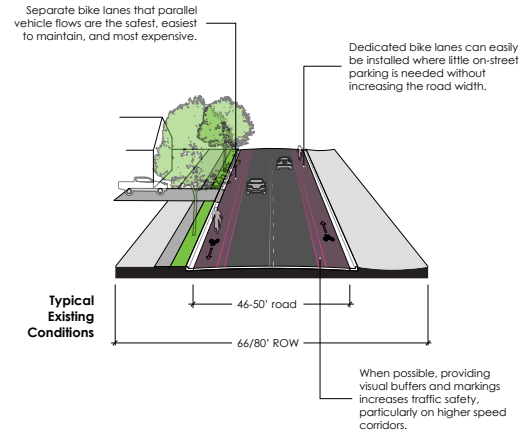
Plastic bollards that can be removed in winter support pedestrian and cyclist safety with a strong visual separation while allowing for continued seasonal street maintenance.



3. On-Street Trails

- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities
- Recommended Road Widths:
- min. **30' for 2 way**
- max. **None**
- Recommended Road Speeds:
- NA**
- Corridor Type:
- Any**
- Surrounding Context:
- Residential
 - Commercial
 - Industrial
 - Natural

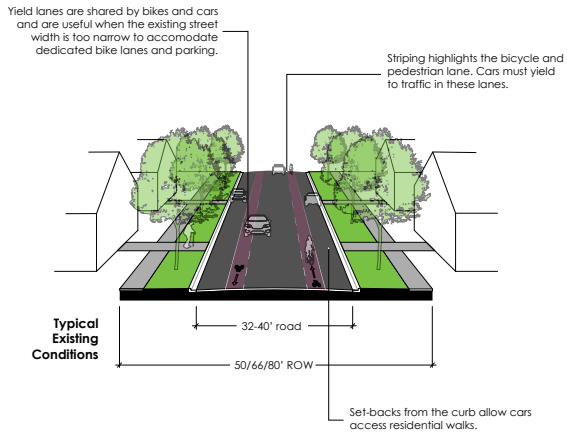
Community Circulation Kit
Visually Separated Trails



4. Paved Shoulders

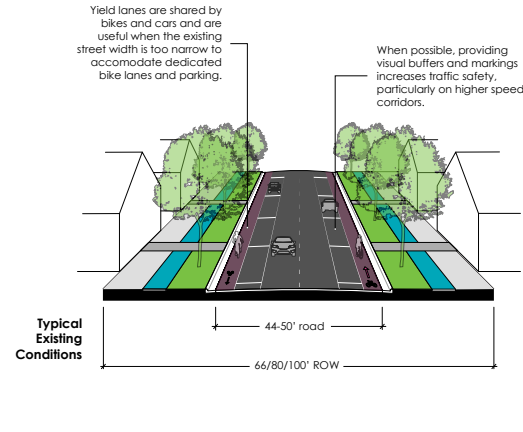
- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities
- Recommended Road Widths:
- min. **38**
- max. **None**
- Recommended Road Speeds:
- 10-55**
- Corridor Type:
- Highways
 - Key Connections
 - High Speeds
- Surrounding Context:
- Residential
 - Commercial
 - Industrial
 - Natural

Community Circulation Kit
Visually Separated Trails



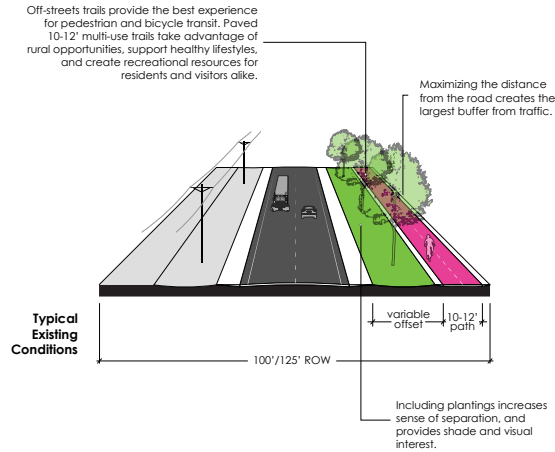
5. Advisory Shoulder

- Greater Minnesota Futures
- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities
- Recommended Road Widths:
- min. **34'**
- max. **48'**
- Recommended Road Speeds:
- 10-30**
- Corridor Type:
- Few Intersections
 - Narrow Parking Required
- Surrounding Context:
- Residential
 - Parks
- Community Circulation Kit**
Access and Parking



6. Protected Cycle Tracks

- Greater Minnesota Futures
- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities
- Recommended Road Widths:
- min. **44'**
- max. **58'**
- Recommended Road Speeds:
- 20-45**
- Corridor Type:
- Key Connections
 - High volume Parking Required
- Surrounding Context:
- Residential
 - Commercial
- Community Circulation Kit**
Access and Parking

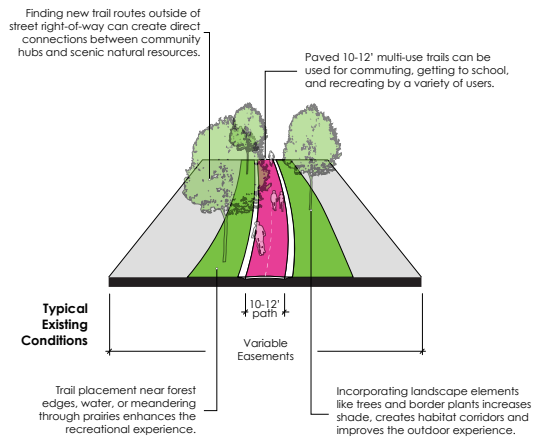


7. Side Paths

- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities
- Recommended Road Widths:
- min. NA
- max. NA
- Recommended Road Speeds:
- MPH 45-65
- Corridor Type:
- Highways
 - Wide Right-of-Way
 - Key Connections
- Surrounding Context:
- Agricultural Areas
 - Natural Areas
 - Industrial
 - Residential Sprawl

Community Circulation Kit

Physically Separated Trails



8. Connecting Paths

- Greater Minnesota Futures
- Diagram Key:
- existing elements
 - new elements
 - removed elements
 - green space opportunities
- Recommended Road Widths:
- min. NA
- max. NA
- Recommended Road Speeds:
- MPH NA
- Corridor Type:
- Old Rail Beds
 - Open Spaces
 - River Corridor
 - Key Connections
- Surrounding Context:
- Natural Environments
 - Undeveloped Land

Community Circulation Kit

Physically Separated Trails



Game Nights in Grand Meadow

Goal:

Game night's goal is to strengthen Grand Meadow as a family-friendly place to live by having fun together and creating connections among Grand Meadow community members.

Description:

- A monthly intergenerational game night is held in downtown Grand Meadow.
- Families and young and old residents gather to play board games and eat together.
- Library volunteers may want to host reading a story to the younger children that are too young to play a board game.
- On evenings when high school varsity games are played, residents could eat together and then go to the game.
- Families will be charged a modest fee (\$5 or so) for pizza, a beverage, and salad or fruit.

Tasks to Create a Game Night:

Assemble an intergenerational working committee of 4 to 6 people representative of the community that includes:

- Long-time residents and new-comers,
- Young families
- Older, middle aged and young residents, and
- High school students.

Solicit partnerships with local organizations such as

- Scout troops,
- Service organizations, and
- Public library.

Select a site that is

- Centrally located and easily accessed,
- Available on a regular basis,
- Is suitable for informal family eating and playing board games,
- Has chairs, tables, and bathrooms, and
- Is public space; some may feel uncomfortable going to a private space such as a church.

Negotiate the terms of site use that includes:

- Set up times,
- Permitted and not permitted uses,
- Equipment potentially available for use such as coffee pot, refrigerator, etc.
- Rental fee if any, and
- A clean-up strategy that may include a fee.

Select a reoccurring date and time that:

- Does not conflict with other community activities such as city council meetings, choir practice, etc.
- Accommodates commuters' arrivals back in town, and
- Is not too late for young children.

Select local food vendor(s). If more than one local vendor is desired:

- One vendor could provide the pizzas
- Another vendor could provide a salad or some fruit

Solicit a variety of board games from the community.

- The games should accommodate different skill levels
- Time needed to play should be considered
- Examples include checkers, monopoly, etc.

Create a publication strategy

Announcements and stories could be placed in the:

- Local web page,
- Local paper,
- Organizations' newsletters,
- School paper, and
- Church bulletins.

Spring Grove & Houston County Business Survey

Project: The community of Spring Grove would like to explore how the local foods movement and regional artisan cultural assets can be activated as a tool for growth, youth retention, and economic development. In order to create a robust marketing strategy and identify new opportunities for programming, we'd like to begin with thoughtful research and asset mapping of Houston County farmers, makers, producers, artisans, and the businesses that support them.

Process: This part of the process was focused on research, much of which was conducted through a survey. Therefore, a large portion of the time was spent crafting a survey which was detailed enough to provide a sufficient amount of information without being so long that it overwhelmed respondents. We started with a survey that had been crafted by another group focused on regional development, Driftless Grown. We then worked with local EDA organizers and the local University of Minnesota Extensions Office to expand what questions we asked, narrowed down and condensed some of those questions, and worked to find the desired wording for those questions. After all that was accomplished, the survey was put into an online format using Qualtrics, as we hoped that would be the best way to distribute it.

Survey

Introduction: Thank you for sharing your valuable time and knowledge to identify Houston County's assets, opportunities, and challenges. This survey aims to gather data to help local economic development agencies better serve the region, specifically within the sectors of agriculture, arts, culture, and tourism. The information collected through this survey will be used to identify program needs, create new collaborations, seek grant funding, and promote Houston County. Your answers will be confidential; we greatly appreciate you sharing information with us, and will ensure the anonymous nature of your answers is respected.

As a thank you, everyone who responds to this survey will be entered into a drawing to win a \$20 gift card. The survey should take approximately 15 minutes to complete and will be available through May 3, 2019. This survey is being administered by the University of Minnesota in partnership with local economic development agencies.

Questions

About you:

1. Your name:
2. Your age:
3. Home address (please include city and ZIP code):
4. Email:
5. Phone:
6. How long have you lived in Houston County?
7. Why do you choose to live in Houston County?

About your business:

8. What is your business name?
9. Business address (if different from home address):
10. Business website (if applicable):
11. What year did you start your business?

12. What made you choose to start your business in Houston County?

13. Please select your type of business. If more than one applies, please select all applicable options.

Farm/value-added production (you raise the materials used to produce your product)

Food or beverage maker (you purchase the materials used to produce your product)

Artist/Maker

Retail: Food (grocery, farmer's market vendor, etc)

Other retail (gifts, art, plants/flowers, etc)

Restaurant

Lodging/camping/hospitality

Nonprofit cultural amenity (arts, theater, museum, humanities, etc.)

Recreational amenity (outdoors, camping, hiking, fishing, biking, etc.)

Other:

14. If you selected "other" above, please note your type of business here:

15. What products and services does your business/organization offer? (ie: baked goods, soda pop, groceries, etc.)

16. Where do you sell your product? (ie: onsite, local grocery stores, La Crosse Farmer's Market, Minneapolis art fairs) Leave blank if this does not apply to you.

17. On a scale from 1-10 with 10 being the best, how would you rate the overall health of your business?

18. Where do your customers/patrons live? (Please assign an approximate percentage to each; for example 80% Houston County, 10% La Crosse, 10% Rochester)

Houston County:

La Crosse:

Decorah:

Rochester:

Twin Cities:

Throughout Wisconsin besides La Crosse (Madison, Milwaukee, Viroqua, etc.):

Throughout Minnesota besides Rochester and Twin Cities (Austin, Duluth, St. Cloud, etc.):

Throughout Iowa besides Decorah (Cedar Rapids, Des Moines, Dubuque, etc.):

National:

I don't know:

19. How many employees do you have?

Just myself

Myself and family

Less than 5

5-10

11-15

15+

20. What is your business's net annual revenue? (Remember this is optional! All information will be confidential and used to benchmark business health and future growth.)

Less than \$1,000

\$1,000-\$4,999

\$5,000-\$9,999

\$10,000-\$24,999

\$25,000-\$49,999

\$50,000-\$99,999

\$100,000-\$249,999

\$250,000-\$499,999

\$500,000+

Spring Grove & Houston County Business Survey *(continued)*

What help do you need?

21. What services would be most beneficial for your business/organization? Please rank the following 1-4.

Business management/development such as: financial and tax services, individual marketing/branding assistance, farm or business management courses, etc.

Events and social opportunities such as: farm-to-table restaurant collaborations, hosting workshops, food and drink tours, etc.

Regional branding such as: promoting Houston County as a destination, collective marketing for businesses, establishing a local food hub, creating a regional branding campaign, etc.

Access to services such as: transportation, accounting/legal, metro delivery service, commercial kitchen, finding employees, farm-sitters, etc.

22. What challenges are you currently facing in your business/organization?

23. Would you be interested in sharing your skills/services/mentorship with other businesses/organizations?

24. Regarding that last question, what skills/services/mentorship could you offer

25. What skills/services may you be seeking from others that would benefit your business/organization?

Working together

26. What kinds of personal or professional goods/services/events/businesses/organizations are lacking in Houston County? What do you wish was here? (Don't be afraid to think big!)

27. Do you currently collaborate with other businesses/organizations? (ie: pop up shops, special events, collaborative marketing, etc.)

28. How do you collaborate with other businesses/organizations? (ie: pop up shops, special events, collaborative marketing, etc.)

29. Would you like to collaborate with other businesses/organizations? (ie: pop up shops, special events, collaborative marketing, etc.)

30. What sort of collaborations would you be seeking? (ie: pop up shops, special events, collaborative marketing, etc.)

Looking ahead

31. What are your hopes and dreams for your business/organization? How would you like to see your business/organization grow in the next 5 years?

32. Would you be interested in your business/organization being included in a Houston County business-to-business directory to make contacts, learn more about other businesses, and encourage collaboration?

Just a few quick things

33. Have you visited the new Houston County Economic Development website houstoncountymn.com?

34. What are your thoughts on the Houston County Economic Development website?

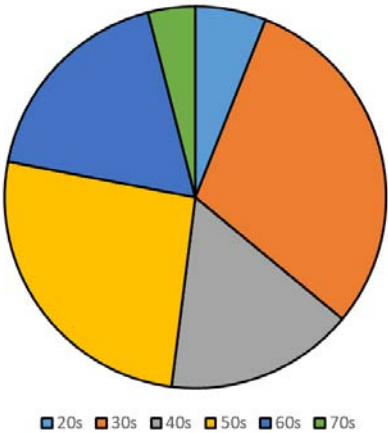
35. What else should we know about Houston County and its potential?

36. Would you be willing to participate in a 10 minute phone call if we want to learn more or follow up on any questions?

37. Is there anyone else we should send this survey to? If yes, please list their name and e-mail in this field.

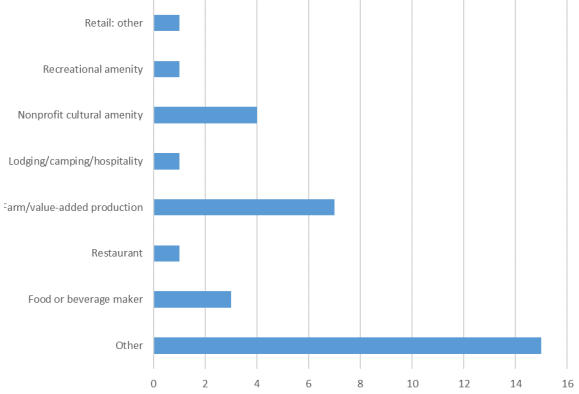
Spring Grove & Houston County Business Survey Results

Respondent Age by Decade



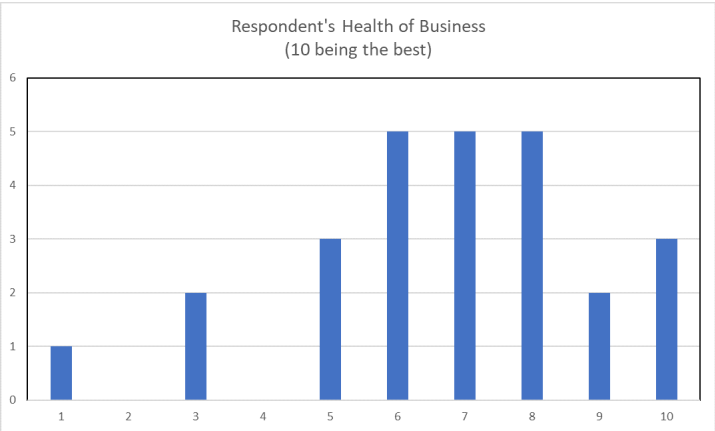
This chart breaks the age of respondents down by decade, with the largest chunk of respondents being in their 30s or 50s.

Respondent Business by Type



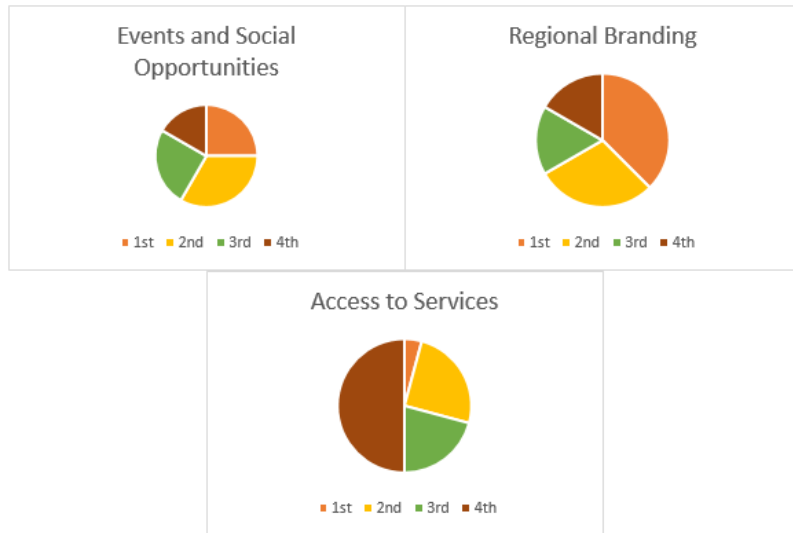
Respondents were asked what type of business they had. The second most common type was "Farm/value-added production," but "other" was the most common with 15 responses. Some of the responses that we received when we asked for clarification for what "other" entailed include electrical, accounting, marketing, real estate, insurance, and library services.

Respondent's Health of Business (10 being the best)



Respondents were asked about the overall health of their business on a scale of 1-10, with 10 being the best. The majority of the responses we received fell within the 6-8 range.

Spring Grove & Houston County Business Survey Results *(continued)*



Respondents were asked to rank the importance of the following services: business/management development, events and social opportunities, regional branding, and access to services. Respondents ranked regional branding as most important, with people ranking it first, followed closely by business management/development, which 8 people ranking it first.

Final Remarks

Many respondents seemed concerned about the availability of amenities, whether they were for business services or drawing in new people to the area. Other concerns centered on retaining the amenities and services that Spring Grove already has- such as the school.

A survey format seems to be the best way to accumulate the information which this project needs, but in small communities, especially tight-knit ones like Spring Grove, the effectiveness of the survey may be helped by hosting events focused on connecting with local business owners and helping them fill out the survey. A paper format could also be useful in event situations like that.

GREATER MINNESOTA'S FUTURES: WABASHA
PROTOTYPE FOR ACTIVE LIVING APP — 6/18/19

