

# **Stevens Point Strategic Plan Stakeholder Input Summary**

City of Stevens Point, Wisconsin

September 9, 2020





## COMMUNITY SURVEY RESULTS

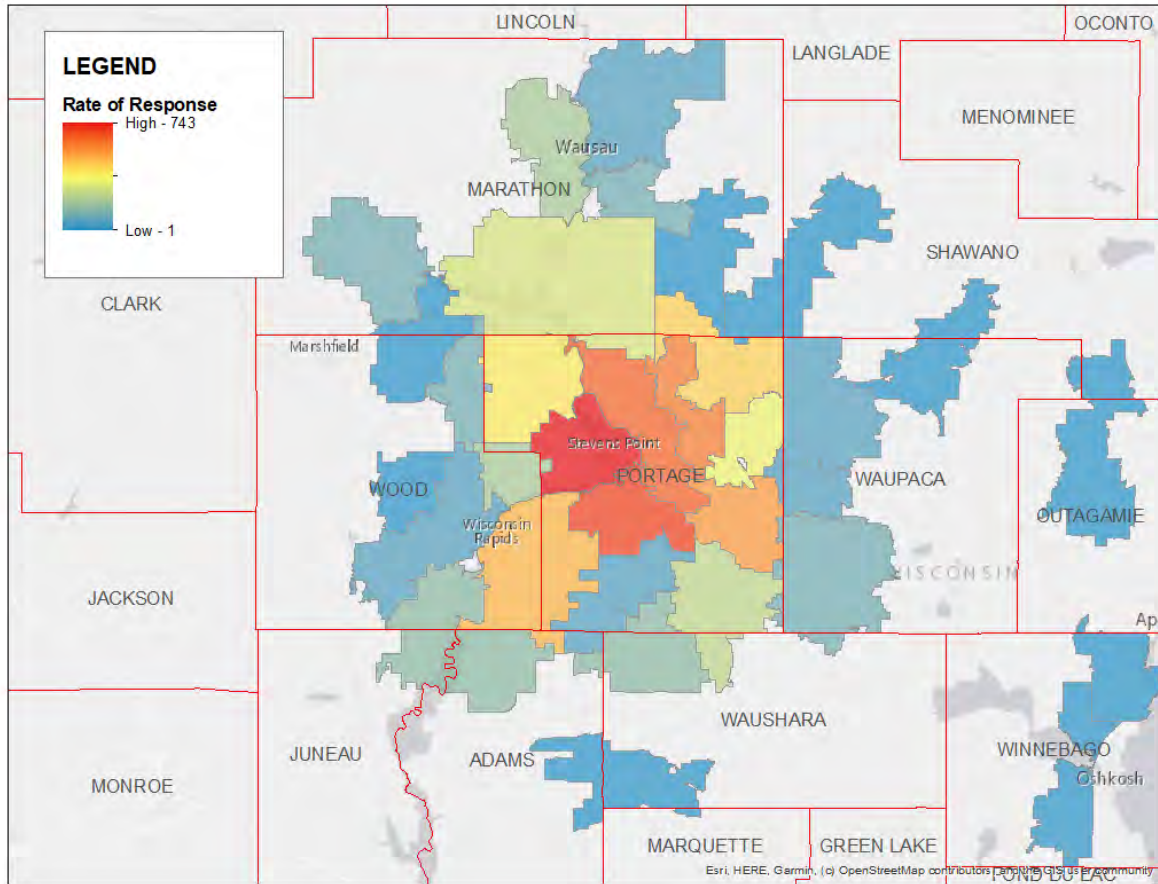
The Stevens Point Strategic Plan Community Survey was available online from July 20 to August 31, 2020 and garnered 1,345 responses. It was available to all stakeholders who wanted to participate and could be accessed via the city of Stevens Point website or through links sent via email or posted to social media. The survey was promoted via traditional and online media and sent to distribution lists of multiple local organizations, institutions, and businesses.

The survey was not intended to be a statistically representative demographic sample of Stevens Point's resident base but rather an opportunity for any and all area stakeholders to lend their voices and perspectives to the city's strategic planning process. Even so, all efforts were made to reach out to constituencies that represent the full diversity of Stevens Point.

For certain of the survey questions, Alchemy has developed "word clouds" to demonstrate the tenor of respondents' open-ended answers. The larger the word the more frequently that word was used by survey participants.

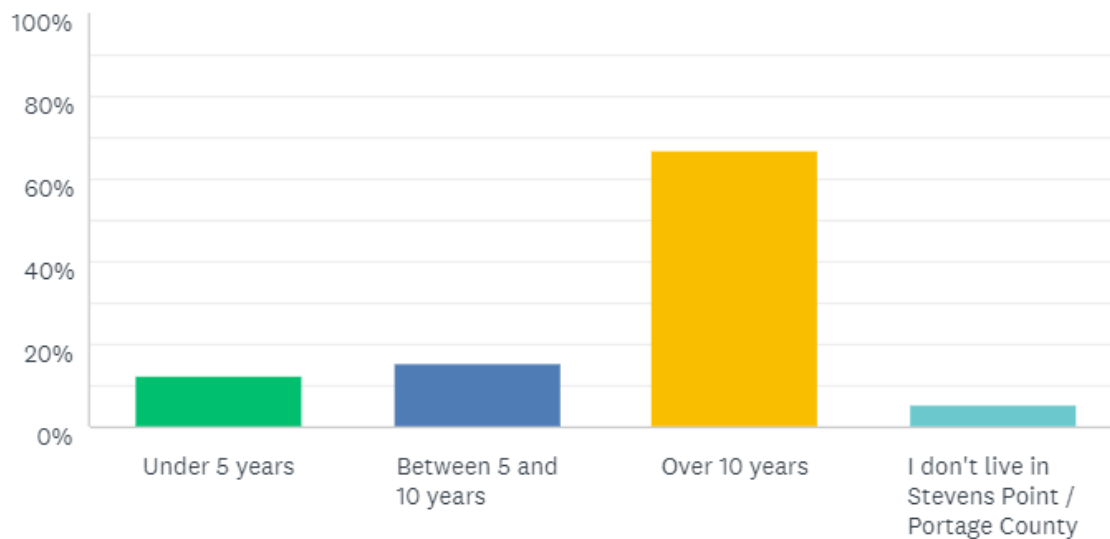


What is the zip code of your place of residence?

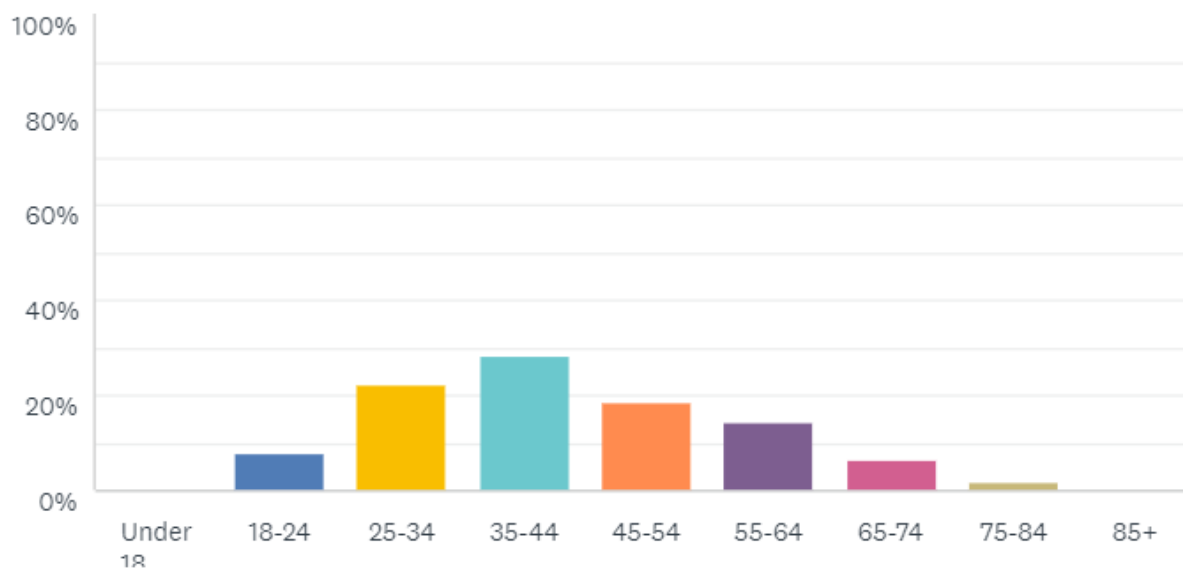




## How long have you lived in Stevens Point/Portage County?



## What is your age?





## How do you identify racially and ethnically?

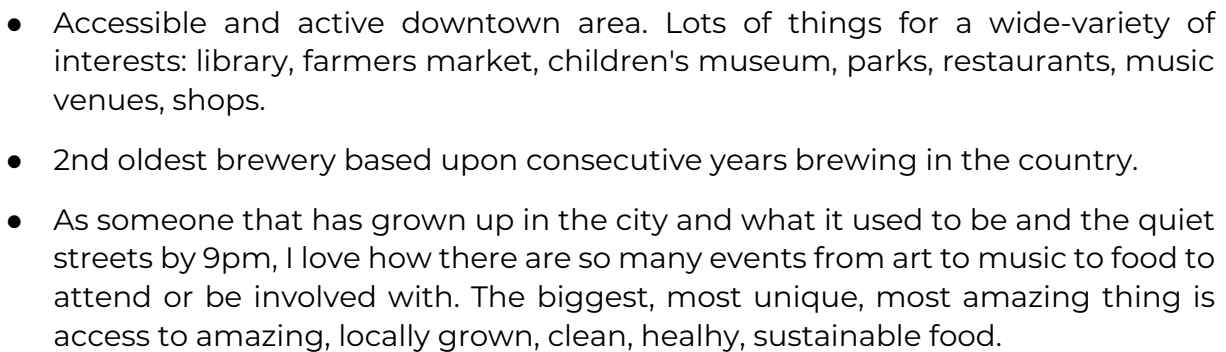
White or Caucasian	87.74%
Black or African American	1.05%
Hispanic or Latino	0.60%
Asian or Asian American	1.57%
American Indian or Alaska Native	0.67%
Native Hawaiian or other Pacific Islander	0.07%
More than one race	1.64%
Another race	0.30%
I choose not to answer	6.35%

## What is your average annual income?







[illegible]

- A shopping/business/restaurant area that could be planned to allow growing accessibility from the Wisconsin River. We have jobs, but not enough people and this is needed to attract and keep people who come here to work.
- Utilize the riverfront more. I think developing some of the riverfront would draw in more people to visit and live here.
- A creator's lab where creatives would be allowed a space for rent/use that has specialized equipment (i.e. 3D printer, laser cutter, screen printer, etc.)
- Family friendly water park/splash pad. We have nothing that very little kids can enjoy.



- A cultural community center/hub, something that celebrates, promotes, and increases the diversity of the area, enhances cultural understanding and opportunities, etc.
- Though there has definitely been progress, I'd say further work towards making it easy and safe to get basically anywhere in the city via bike.
- An indoor water park/swimming facility. Something to keeps people of all ages busy in the colder months (majority of the year).
- A better sense of inclusion, I know that city officials are working hard to create this already and it is greatly appreciated, but there has been a lot of intolerance and negativity that has been getting more attention recently.
- LGBTQ community center
- I would like to see a Nature Center with offerings similar to the Chippewa Nature Center in Midland, MI.
- Inclusive, large civic center as a place for gathering even in winter months. A place that is supported by the community (taxes), but also by users (rental or user fees) so there is sense of investment.

What are three WORDS or PHRASES you would use to describe Stevens Point RIGHT NOW (in 2020)?







What are three WORDS or PHRASES you'd like to see used to describe Stevens Point in the year 2030?



What do you think are the top priorities for Stevens Point to consider as it recovers from the Covid-19 pandemic?

Selected individual responses:

- Supporting small businesses (shops, restaurants, performers, farmers market). Supporting education (learn from home, safely learn at school).
- More contact-less delivery options
- Caring for the small businesses that are so severely impacted. We lose them, we lose the character and charm that draws so many to our town.
- Doing everything possible to avoid leaving behind the most vulnerable while keeping the things that make Stevens Point so unique, like the university and the small businesses.
- Preparation for future pandemics.
- Getting people back to work. Educating the unemployed. United this community by having more testing and mandating wearing a mask and social distancing.



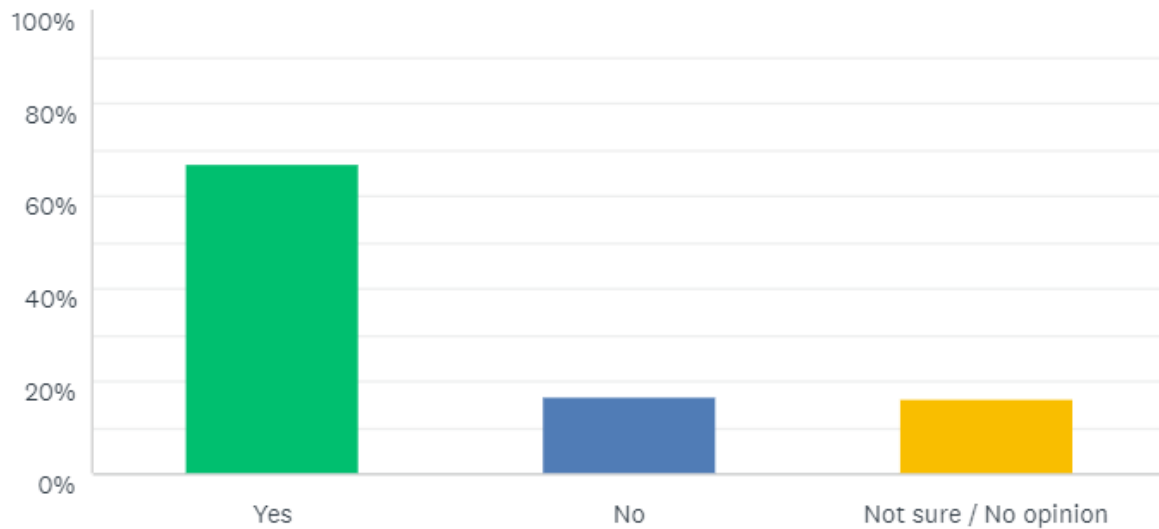
- Supporting those who have been impacted, creating safe spaces for the community to gather and come together, and being creative with moving forward (not going back to "normal").
- Supporting parents who work. Providing green and outdoor spaces to gather safely, including outdoor classrooms. Public health information campaign. Not letting the loudest people in the room dictate public policy.
- How to help folks catch up and also apply some things we've learned such as flexibility in work place and habits, neighborhood support, constructive use of technology, etc.
- Staying open. Allowing people to calculate risk based on their individual situation. Allowing the community to support the local economy. Providing relief for businesses and not regulation.
- Restoring some of the sense of community lost as we've missed our major, community-wide gatherings: Trivia, Riverfront Rendezvous, concerts, baseball games, Cultural Festival, etc.
- The top priority in my opinion is working to find a way to better unite community members. Right now there is such a strong divide between people and it's a huge shift in how I saw the community when I moved to Point for college in 2008.
- Strengthening our commitment to being a community that is safe for marginalized people. Restoring our vibrancy related to placed making; the arts, sustainability initiatives, and local food.

#### How satisfied are you with the following aspects of life in Stevens Point?

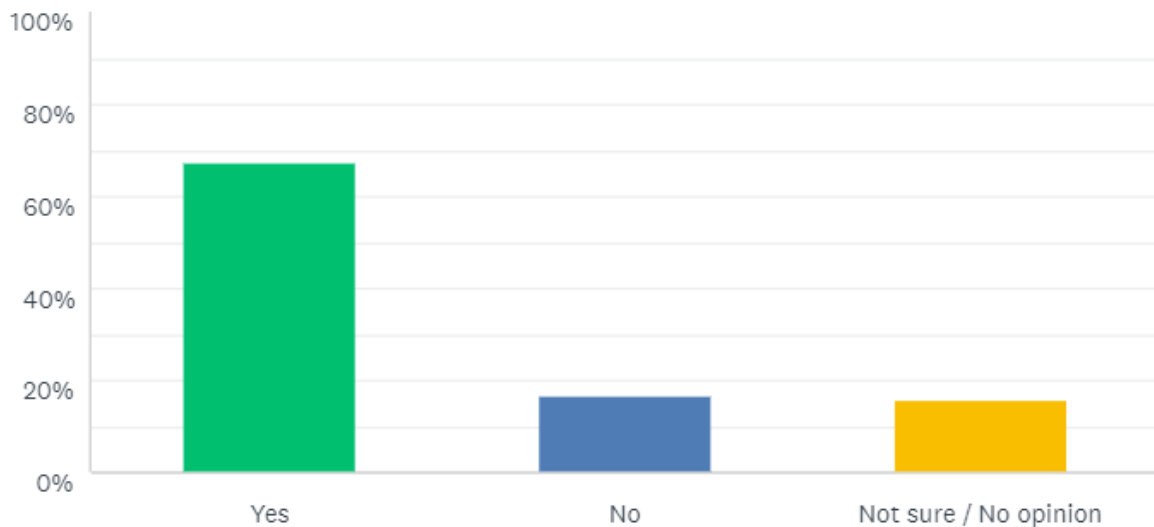
	Not Satisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied	Not sure / no opinion
Availability of quality affordable housing to buy	11.5%	16.0%	12.8%	24.8%	21.8%	13.1%
Availability of quality affordable housing to rent	17.7%	16.8%	13.6%	13.9%	12.1%	25.9%
Overall diversity of the housing stock	11.1%	16.0%	19.4%	19.8%	13.7%	20.1%
Public safety	2.5%	7.6%	12.0%	26.3%	50.5%	1.1%
Public transit	8.5%	13.9%	20.3%	19.6%	14.6%	23.2%
Public parks	1.4%	4.0%	3.6%	26.6%	62.3%	2.1%
Bike and pedestrian trails	2.6%	4.2%	6.7%	18.4%	63.7%	4.4%
Arts and culture amenities	4.2%	10.0%	10.1%	38.3%	32.8%	4.6%
Nightlife and entertainment	7.7%	19.4%	19.5%	31.4%	13.6%	8.5%
Shopping and retail	14.2%	25.9%	17.3%	32.0%	9.4%	1.2%
Availability of quality, affordable healthcare	11.2%	15.7%	18.1%	27.7%	20.2%	7.1%
Broadband internet access	12.5%	19.0%	17.2%	26.0%	19.3%	6.0%
Availability of quality, affordable child care	8.3%	13.6%	15.9%	9.9%	5.0%	47.5%



Would you say that Stevens Point is a community that's welcoming to newcomers? (all respondents)



Would you say that Stevens Point is a community that's welcoming to newcomers? (respondents who have lived in Stevens Point for less than 5 years)





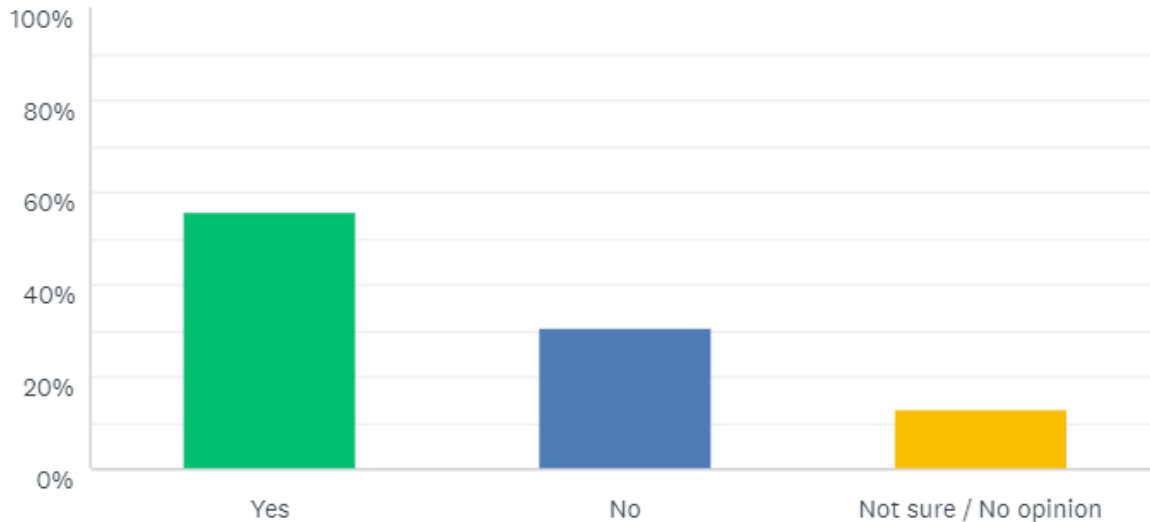
If you answered "no," what could be done to make Stevens Point more welcoming?

Selected individual responses:

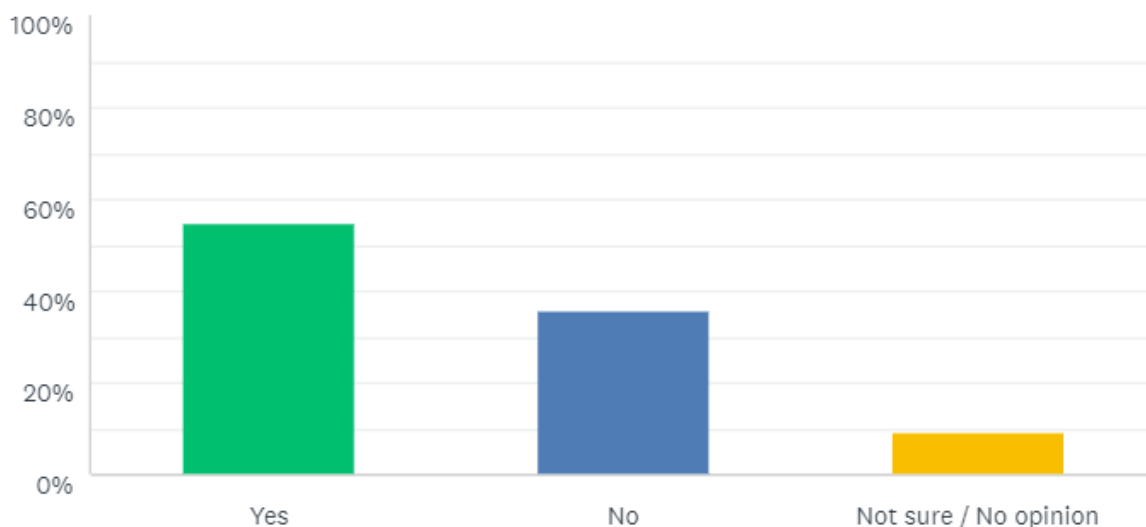
- Overall, we can do a better job of welcoming people who don't look, act, or believe in the same things that we do. We are superficially welcoming, but our community could to a better learning and understanding others not like us.
- Create more gathering spaces (and support activities) where newcomers (who don't already know someone here) could make new connections
- I was a student here for 5 years left for further schooling and career and have since returned with my spouse. I have found it less welcoming now as a professional than I did as a student. Opportunities for young professionals to interact outside the college age group are lacking.
- Make more options available to non-drinkers. There are others who choose not to drink or cannot drink for health or other reasons. Drinking is SO entrenched in this town from church to sports activities. It does cast a pall on the sort of activities I know I want to be a part of.
- A welcome team/group of local volunteers who could help show newcomers around, share information and activities/events in the area, and be available to answer questions.
- The city could have a link on its website that would allow a new resident or someone interested in knowing more about what the city has to offer to be able to request a packet of information about the city, perhaps in teamwork with the Visitor and Convention organization
- Racial justice education LGBTQ education
- Diversity training throughout all areas including schools.
- I'm boomeranger. I grew up here, left and returned to raise my family. Stevens Point is cliquish as an adult. If you're in, you're in and it is up to you to find the correct niche to try and fit into.



Would you say that Stevens Point strives to be inclusive of people of all races, ethnicities, religions (including non-religious individuals), political beliefs, and sexual orientations? (all respondents)



Would you say that Stevens Point strives to be inclusive of people of all races, ethnicities, religions (including non-religious individuals), political beliefs, and sexual orientations? (respondents identifying as racial or ethnic minorities)







## If you answered "no," what could be done to make Stevens Point more inclusive?

Selected individual responses:

- Have more festivals that focus on culture. The cultural fest is great but it's only once a year & has a focus on many cultures. Would love to see activities focusing on Hmong population & Native Americans for example.
- We could have better representation on our public committees and perhaps have a better system set up for collecting opinions/ideas from all citizens as well as a tool for anonymous reporting of hate/bias incidents for the city/county to be aware of if people don't want to step forward.
- Enact explicit local ordinances and require education that is actively anti-racist and inclusive of all people regardless of religion, political beliefs, or sexual orientation. Hire and consult with people of diverse backgrounds and abilities--they should be making decisions as well (not just "providing input". Give power and resources directly to diverse people and groups, don't just act on their behalf).
- Stop gentrifying, stop landlords from having unlimited power, make Stevens Point a more affordable and accessible place to live.
- I think we are seeing progress, with the creation of a diversity committee, but I also think this is an area that can always do better.
- Involve people with lived experience on boards, committees, and in leadership roles to help our community understand what we can do better. It is through their lens that change will happen
- Sometimes it feels really left wing. I wouldn't dare wear a Trump hat in Point.

## Is there anything else you would like to say about Stevens Point or its future?

Selected individual responses:

- I think UWSP is a huge part of what shapes the city and gives it life, and I was proud of how integrated the university was with the surrounding community. I come from another small town in WI, and the quality of that city compared to Point is dismal. I'm proud to be a Pointer, and I hope the city keeps up all of the amazing aspects that make it a great place to live.
- The city of Stevens Point has a lot of great things going for it, however in order to keep up with the needs of its citizens and future generations, it must continue



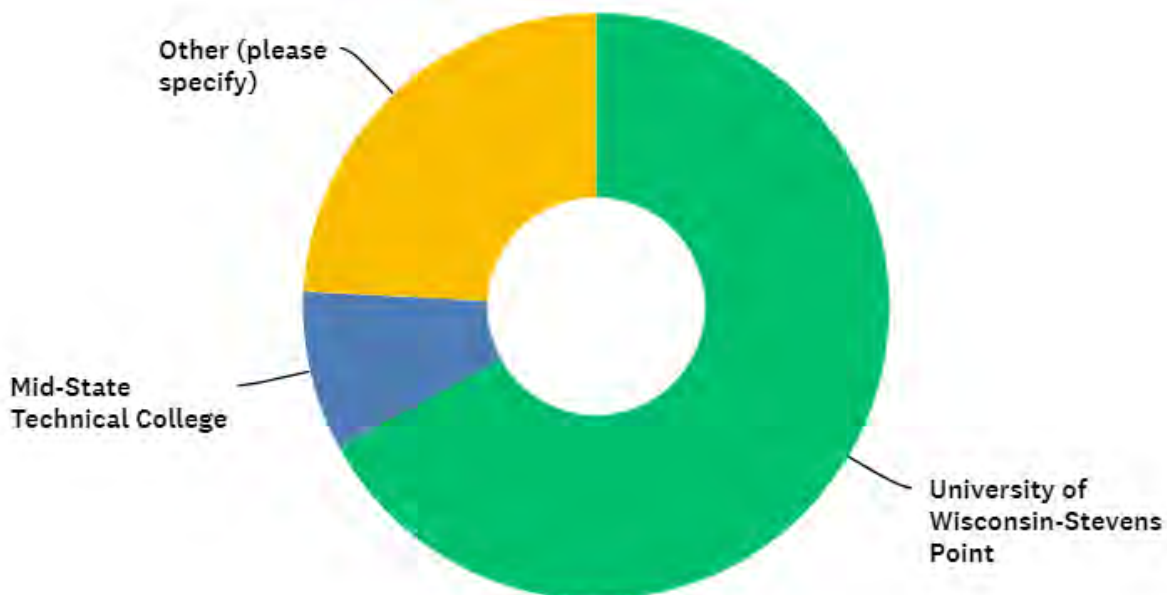
to innovate. This will be a combination of promoting economic diversity, as well as individual diversity in the populations and overall social welfare.

- I think a future in Stevens Point needs to keep including anyone and everyone. I feel that we do it well here but there is always room for improvement and making people knowledgeable.
- Our city is looking for an identity. Our parks and access to nature make us Point. Our focus should remain Environmental Sustainability & Education, The Outdoors & Recreation (especially all-season bicycling and disc golf), and Local Food & Farming.
- I am one segment of the population and I probably fall into the category of an engaged citizen who feels like my voice is heard and that I have a lot of opportunity here. I am certain that is not the case for many other citizens of Stevens Point. We have to find a way to make sure everyone in our community has a voice.
- I think this small town has a lot of potential to be a unique cool town that's also family friendly.

## COLLEGE STUDENTS

Note: The following responses are from survey participants who self-identified as college students.

I attend:

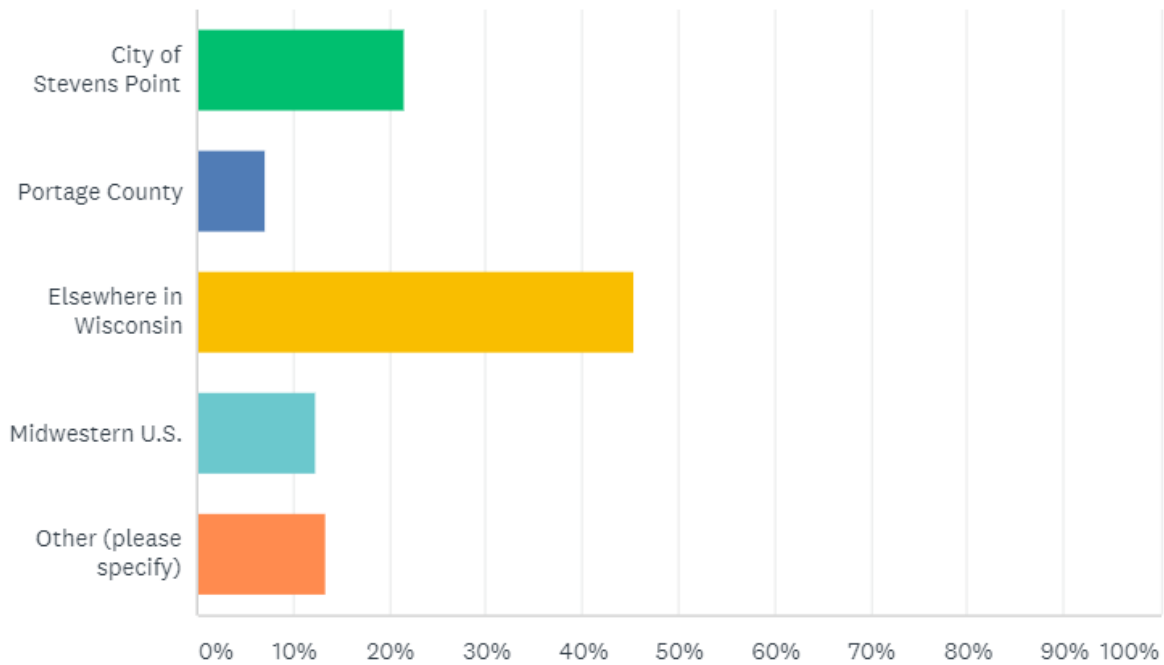




Other:

- Most answered “n/a,” “neither,” or “graduated”

Where did you live before starting college?

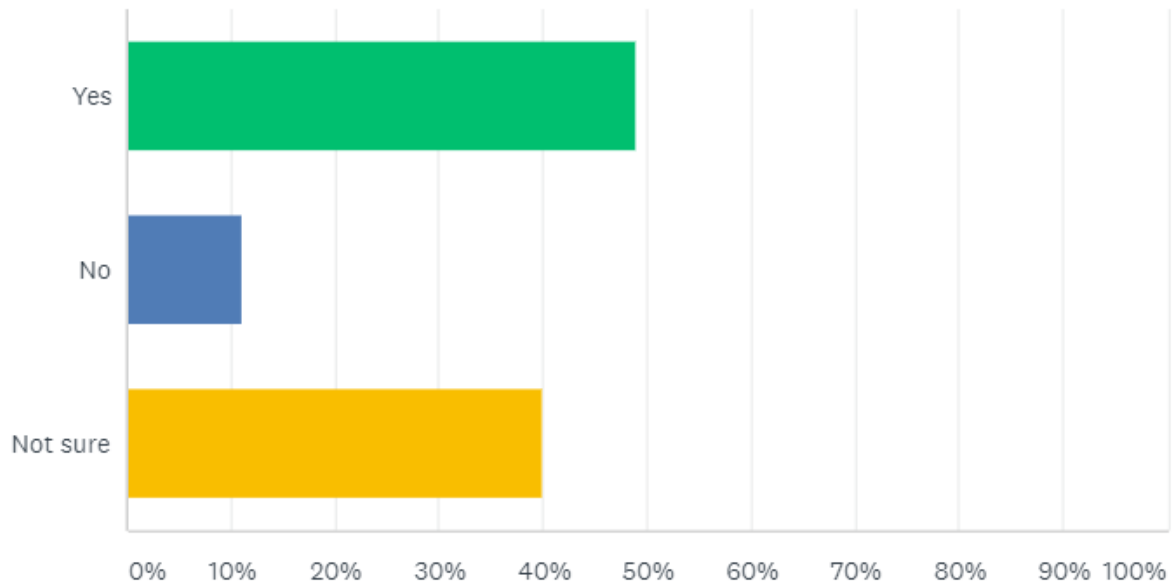


Other:

- Most responses were actually from other Midwestern states



Would you like to stay in the Stevens Point area after graduation?



If you would like to stay in Stevens Point, but can't, what factors are requiring you to move elsewhere?



Selected individual responses:

- I'd like to stay if there was a job opportunity in a field I studied in.
- Needed to leave the state for a graduate school opportunity. I am hopeful that my future will bring me back to Point someday.



- I am a recent graduate of UWSP. I want to stay (and am currently staying) in Stevens Point because of many factors - affordable living, connected and conscious community, an abundance of kindness and good-valued people, CO-OP initiatives, clean water, clean air, heart of Wisconsin. I am currently not feeling the need to move elsewhere because I have been able to find jobs that allow me to stay. However, that is because my interests are broad and abilities are flexible - I am able to find different niches and am not constrained to one area of specialty.
- Lack of performance venues and places to work on art after graduation. No professional level training

## ENTREPRENEURS

Note: The following responses are from survey participants who self-identified as entrepreneurs.

Please rate the following elements of Stevens Points' entrepreneurial climate, with 1 equaling WEAKEST and 10 equaling STRONGEST:

	1	2	3	4	5	6	7	8	9	10	Not Sure/No Opinion
Availability of co-working spaces	4.8%	6.4%	7.2%	5.6%	4.8%	5.6%	12.0%	13.6%	2.4%	3.2%	34.4%
Staffed business incubators	5.6%	4.8%	8.0%	2.4%	7.2%	4.0%	3.2%	4.0%	3.2%	4.0%	53.6%
Business acceleration programs	6.4%	4.0%	13.6%	4.8%	8.8%	7.2%	4.0%	5.6%	2.4%	3.2%	40.0%
Seed / startup capital	10.4%	6.4%	14.4%	3.2%	10.4%	2.4%	4.0%	4.0%	0.8%	2.4%	41.6%
Venture / series-stage capital	7.3%	5.7%	9.7%	3.2%	10.5%	1.6%	1.6%	2.4%	1.6%	1.6%	54.8%
Experienced entrepreneurs / mentors	6.5%	4.1%	5.7%	5.7%	10.6%	8.9%	5.7%	12.2%	6.5%	8.1%	26.0%
Entrepreneurial networking events	6.5%	3.3%	11.4%	4.1%	12.2%	6.5%	8.1%	16.3%	4.9%	4.9%	22.0%
Overall skill levels of local workforce	0.0%	3.3%	6.5%	6.5%	13.8%	6.5%	13.0%	16.3%	4.1%	4.9%	25.2%
Talent with managerial experience	1.6%	2.4%	5.7%	8.9%	10.6%	6.5%	13.8%	4.1%	4.1%	3.3%	39.0%

What would help make Stevens Point's entrepreneurial climate more competitive?





Selected individual responses:

- We need more entrepreneurial meetings at a local level for marketing or even inspiring new startups or partnerships.
- Stevens Point is a very friendly town, however it can be difficult to establish a professional network as someone who has no connections to the area.
- More innovative options for seed money, financing, public-private partnerships, creating Stevens Point having a particular focus for what it is best at, etc.
- Information outreach in regard to entrepreneurial opportunities here in Stevens Point. Perhaps some kind of localized focused source of this info widely communicated through various local media.
- I don't think the goal should be a movement toward "more competitive", but rather, "more cooperative".
- Affordable working spaces for young/emerging artists
- Help with training on start up and mentoring first year
- Partnering with organizations like Doyenne in Madison to provide female-focused entrepreneurial resources.
- More outreach to surrounding communities. I live in Kronenwetter but come to Stevens Point often. I would be interested in participating in entrepreneurial networking opportunities.
- I think it would be nice to have more place like CREATE that actively seek to help grow new and existing business via the right connections. Also, it would be nice to see a panel of investors that new entrepreneurs could come talk to and seek advice and resources from.



## VISIONING SESSION RESULTS

Two open-invitation visioning sessions were held for all interested Stevens Point stakeholders to participate in an online exercise to provide their feedback on the city and its future.

One session was held the afternoon of August 5 and the second the morning of August 6. The sessions were promoted via the media and on the city's website.

The following are the results from the Poll Everywhere voting for each visioning session. This information as well as other feedback from the sessions were incorporated into the Stevens Point Community Survey.

# Stevens Point, WI - Visioning #1

Done

Current run (last updated Aug 6, 2020 8:28am)

16

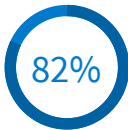
Activities

21

Participants

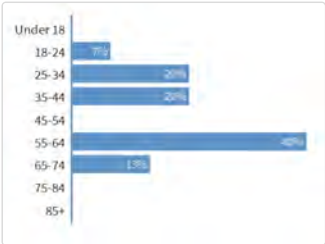
29

Average responses



Average engagement

## What is your age?



Response options

Under 18

18-24

25-34

35-44

45-54

**55-64**

65-74

75-84

85+

Count Percentage

0 0%

1 7%

3 20%

3 20%

0 0%

**6 40%**

2 13%

0 0%

0 0%



Engagement

15

Responses

## What is your gender?



Response options

Female

**Male**

Prefer to self describe

Prefer not to answer

Count Percentage

8 47%

**9 53%**

0 0%

0 0%

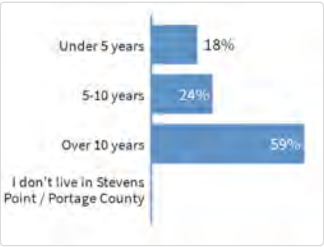


Engagement

17

Responses

# How long have you lived in Stevens Point / Portage County?



Response options	Count	Percentage
Under 5 years	3	18%
5-10 years	4	24%
Over 10 years	10	59%
I don't live in Stevens Point / Portage County	0	0%

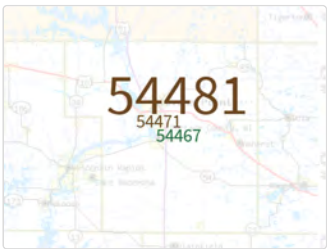
81%

Engagement

17

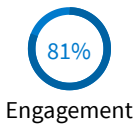
Responses

# What is your home zip code?



## Responses

- 54481
- 54481
- 54481
- 54481
- 54481
- 54481
- 54481
- 54471
- 54481
- 54481
- 54481
- 54467
- 54481
- 54481
- 54481
- . C



17 Responses

# What's unique about Stevens Point? (Up to 3)



## Responses

- frisbee
- Curling
- Trick question
- the Oz
- . Great Parks & Recreation
- Wellness focus
- Cultural Diversity
- Rural areas
- TRIVIA, UWSP's College of Natural Resources (a first)
- Access to natural environment. GCT. Historic Downtown
- Not familiar enough with others to say "unique," but positives are physical environment and progressive atmosphere
- Beauty of the City and County
- Uwsp offerings
- That it owns and operates Edgewater Manor, an affordable housing building for seniors right on the river, an optimal environment for seniors, and that the City is building another affordable senior housing building across the street to supplement the growing need for affordable housing for seniors -- both buildings being in an ideal location for seniors, so close to the ADRC, the library, downtown shopping, etc.
- Sense of community
- Small town charm
- Cultural Heritage
- World's Largest Trivia Contest
- Generosity & Caring
- Progressive
- Hometown feel with both local and big box business
- Green circle
- River
- Arts & Culture Community
- The kindness and generosity of the people.
- Economic resiliency
- Amazing cultural and recreational offerings relative to its size
- Diversity of Interests
- Parks
- Historic Downtown
- Mixture of Nature scenery and Art
- Sense of community
- Ryan Kernosky
- Best university in UW system
- Green spaces
- Amenities like Green Circle Trail
- Green Circle
- History
- Green circle trail



39 Responses



# Prior to COVID-19 what was the greatest challenge facing Stevens Point? (Up to 3)



## Responses



Engagement

37

Responses

# What's missing from Stevens Point? (Up to 3)



Responses

housing variety and choice	Development of small business on the river.
A market space for adult non-student entertainment	
Visioning session based on something other than economic development	
Equitable Opportunity	beaches
Trams	Live entertainment
Everyone in the community feeling like they belong to "the community"	
bicycle infrastructure	Diversity
Workplace democracy	
Connection form conferences to downtown.	Young people opportunity
Jobs offering living wage	
Retirees are a major focus of the community's vision	Shopping options
Beaches near rivers	Labor movement
Downtown grocery store	
Diverse housing stock	More for under 21 people to do
Roof top bars	
Worker co-ops and housing co-ops	Alternative transportation system.
Affordable housing	Adequate health services
Fine Dining	
A proactive supportive government on the ground	
A proper community center	Agrihoods
Theater!	Theater
Affordable housing	Minorities

86%  
Engagement

35  
Responses

# How would you rate the quality of life in Stevens Point?

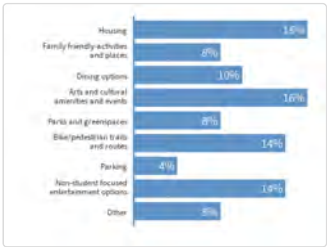


Response options	Count	Percentage
High	4	24%
<b>Good, but could be better</b>	<b>11</b>	<b>65%</b>
Ok / neutral	0	0%
Needs improvement	2	12%
Low	0	0%

81%  
Engagement

17  
Responses

# What's missing or needs improvement downtown? (Up to 3)



Response options	Count	Percentage
<b>Housing</b>	<b>8</b>	<b>16%</b>
Family friendly-activities and places	4	8%
Dining options	5	10%
<b>Arts and cultural amenities and events</b>	<b>8</b>	<b>16%</b>
Parks and greenspaces	4	8%
Bike/pedestrian trails and routes	7	14%
Parking	2	4%
Non-student focused entertainment options	7	14%
Other	4	8%

90%

Engagement

49

Responses

# Have you, or someone you know personally, struggled to find appropriate housing in Stevens Point?



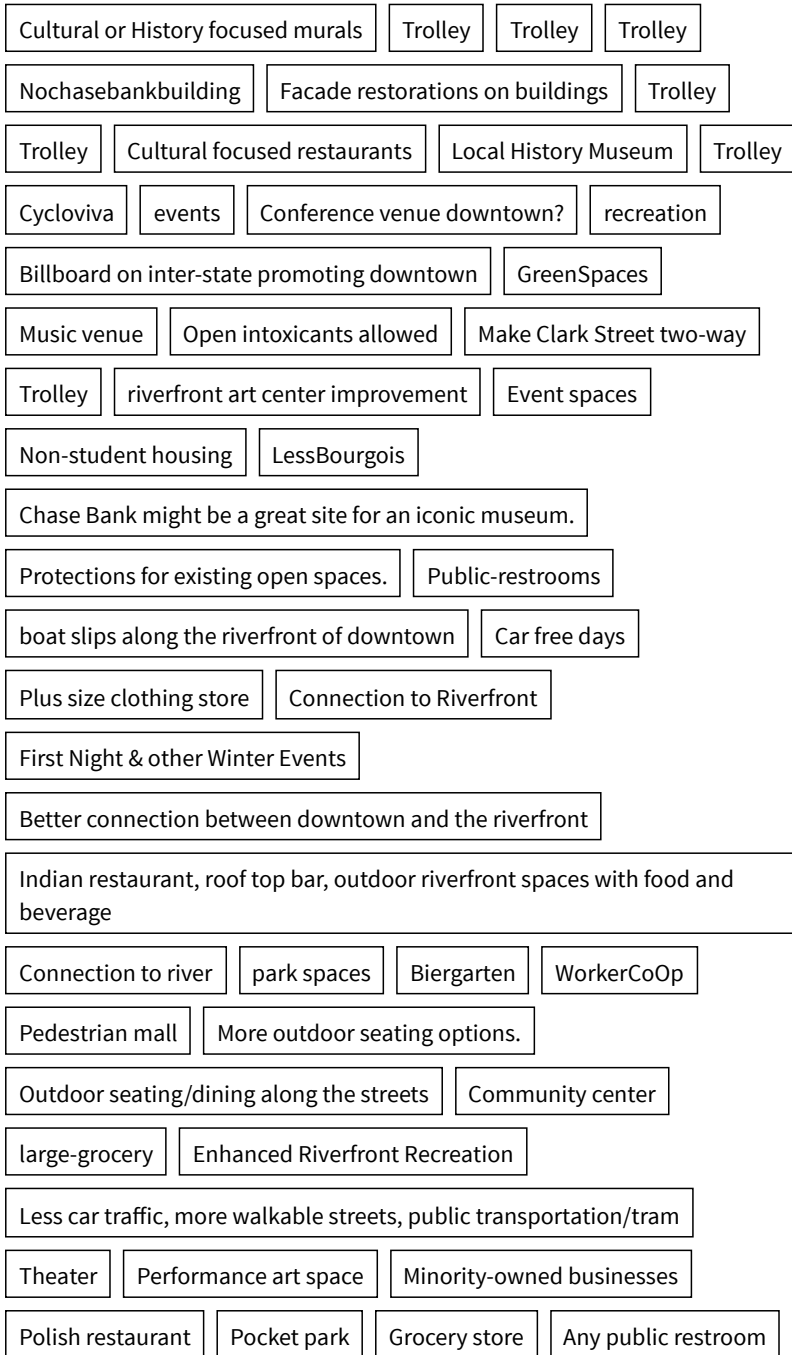
Response options	Count	Percentage
<b>Yes</b>	<b>17</b>	<b>89%</b>
No	2	11%
Not sure	0	0%

90%

Engagement

19

Responses

[illegible]

Engagement

## Responses

[illegible]

Worker co ops

Best biking trail in the state (Green Circle)

## Anarcho-Communist haven

## Art and culture

Not as racist as we used to be

A vibrant diverse welcoming community that is instagramable

Equitable

Affordable

Cultural appreciation

Responsive

## Tolerance

## Cooperatives

Strong roots

Progressive

Acceptance

Quality of Living

Quality education

Best college town

## Sustainability

## Together

## Sustainability



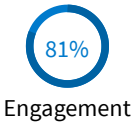
## Responses



# Let's get specific - what would improve the quality of life in Stevens Point?



Responses



43  
Responses

## Responses

More quality parks/ green spaces

Public restrooms

a splashpad

public restrooms

Cohesive governance, greater attention to public investment that serve families, expand opportunity.

Wifi in public spaces likes parks

Theater and music options

Defunded police

Representation and diversity inclusion action plan

Publicly owned high speed internet

More attractions

Enforcement of Property Maintenance Ordinances

A large grocery store in the downtown area.

Less bureaucracy, more direct democracy

An economy that really does support all residents - opportunities at all levels

University/city collaboration

More City sponsored special events for the community

Restaurants

High speed internet everywhere

Nightlife

Village for older people to stay in their homes

Affordable housing

Better trained law enforcement

Recreation Programming

Less public money to private developers

More small shops and restaurants in the small commercial districts sprinkled throughout the city

Housing co ops

Acceptance of different cultures and minorities.

Improved housing for low income families

Worker co ops

Alternative transportation system

Affordable housing

Non-student adult entertainment focus

More investment on public infrastructure

Better communication about proceedings, activities, opportunities, and issues.

Better public transit,

A commitment of support for Edgewater Manor as long as it remains self-sufficient.

Live entertainment and Fine Dining

Affordable housing

Less law enforcement

Commitment to retain retirees in the community.

A stronger level of support for the university

Better public transit

# What are the greatest HOUSING challenges in Stevens Point? (Up to 3)



## Responses

Overpriced dilapidated options

Property management associations

Inefficient (energy)

Dog friendly options

Build up rather than out at this point

Good options for seniors downsizing from their single family homes

Existing older homes are deteriorating, further limiting affordable options.

Repair loans & grants needed

Reinvestment in older areas needs to be funded

Lack of available lots

Having enough quality rental supply to spur competition among landlords

Irresponsible Land lords

Low income housing , Condos

Affordable single family homes

Quality homes for ownership on the less expensive side

A task force whose mission it is to figure out how to to repair or replace Edgewater Manor's facade without needing to raise Edgewater's rent, keeping as the foremost goal the need to keep Edgewater affordable senior housing and to remove Edgewater from jeopardy.

Lack of housing coops

Outdated zoning codes

Expensive

Affordable single family homes

Age of homes

Too many student rentals

Finding affordable, quality housing

Rent is too high.

Need more Housing Co-ops

Newer neighborhood developments with newer recreation and parks within them

Dilapidated

Inspection department are jerks

Student housing takes up the city center and make the area look bad

Townhomes

Ordinance Enforcement

Quality/safe housing for students

Non related person limits in zoning code

Newer, updated homes for young professionals

Cost for rent

Affordable

Affordability

Affordable single family homes

Landlords



Engagement

39

Responses

# Stevens Point, WI - Visioning #2

Current run (last updated Aug 6, 2020 9:28am)

16

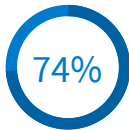
Activities

25

Participants

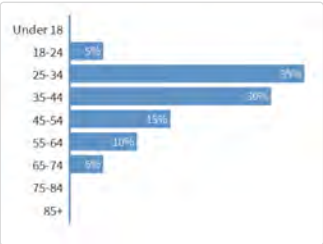
31

Average responses



Average engagement

## What is your age?



Response options

Under 18

18-24

**25-34**

35-44

45-54

55-64

65-74

75-84

85+

Count Percentage

0 0%

1 5%

**7 35%**

6 30%

3 15%

2 10%

1 5%

0 0%

0 0%



Engagement

20

Responses

## What is your gender?



Response options

Female

**Male**

Prefer to self describe

Prefer not to answer

Count Percentage

8 40%

**11 55%**

0 0%

1 5%

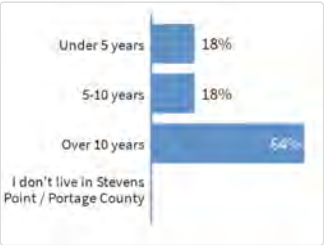


Engagement

20

Responses

# How long have you lived in Stevens Point / Portage County?



Response options	Count	Percentage
Under 5 years	4	18%
5-10 years	4	18%
Over 10 years	14	64%
I don't live in Stevens Point / Portage County	0	0%

88%

Engagement

22

Responses

# What is your home zip code?



Responses

54481	54481	54481	54482	54481	54481	54481	54481
54481	54481	54467	54481	54443	54481	54467	54482
54481	54406	54481	54481	54481	54481		

88%

Engagement

22

Responses

# What's unique about Stevens Point? (Up to 3)



## Responses

Schmeeekle

The Square

Schmeeckle Reserve

You don't need to drive further north-this is the place to be

Close proximity geographically to many areas and quick access to major highways

Winery & distillery

WI River parks and new dock system

Entertainment and recreation with the wi river and uwsp

UWSP

A Connected Community

Green Circle

the university

Strong emphasis on local businesses/products

Strong business coMmunity partners

Focus on stainable Environment

River access from downtown

Abundance of available recreational activities

Yeap

Mid-State and UWSP

Sustainability programs created by UWSP students

local restaurants

Diverse job market

The Economy and opportunities

Arts and culture meets wonderful water

Point brewery

Young heathy community

Point Brewery

All the parks

Amazing parks

Vibrant arts and culture

Green Circle Trail

great craft beer

Green Circle

Strong educational partners in Mid-State Technical College and UWSP

UWSP

Green Circle Trail

Downtown public square

Downtown's proximity to the river

Green Circle

Iverson Park Toboggan Run

Diverse business economy

Wisconsin Rive

Green Circle

engaged and caring (giving) community

vibrant creative economy

abundance of outdoor recreation

big city amenities with small town charm

diverse industry sector



Engagement

48

Responses



# Prior to COVID-19 what was the greatest challenge facing Stevens Point? (Up to 3)



## Responses

Too many chain stores

A more inclusive make up of voices and input

Park Ridge

Massive parking lots downtown underutilized

People don't see it as a destination, merely a stopping point to northwoods

Higher paying jobs

Great paying jobs

City involvement to attract bigger business to town

Creating new job possibilities for more diverse workforce

Workforce challenges of affordable/appropriate housing, affordable childcare, transportation

Lackluster City Council and Mayor

A community invested in Fox Theatre or alternatives to that space

Attracting out of town individuals

affordable housing

Road maintenance

keeping a strong economic environment between the "college seasons"

Diversity within the community - events, jobs, etc.

Retaining talent

Broadband in rural areas which impacts people working in the City (or elsewhere)

affordable housing

Old housing stock

Municipal boundaries. Not much room to grow

Diversity in leadership

Addressing structural racism

Retaining talent

Affordable housing/lack of tenants union and housing co-ops

racial diversity/inclusion

outdated infrastructure

Housing

Bringing people to point .

The downtown area and its changing and market forces on the downtown area.

Finding the talent to fill the positions. Not enough in migration.

Diversity

Affordable housing

Road Maintenance

Infrastructure, specifically our roads are in terrible shape

Job force

Diverse housing stock

Available housing options

funding

Economic Revitalization

Housing market

Gentrification



Engagement

43

Responses

# What's missing from Stevens Point? (Up to 3)



## Responses

- younger active population - 21 - 30
- Conventions downtown
- local marina
- Co-ops Co-ops Co-ops Co-ops Co-ops
- Local governments working together to eliminate duplication
- Places for the younger crowd
- Renewable Energy
- Trampoline park
- expanded shopping options
- Arts center
- ADA compliance
- The things that are missing can't happen here (e.g. 72 degrees year round, beach front property)
- A performing arts center
- Union
- riverfront dining
- riverfront
- Activities for kids
- A nice beach with activity area near downtown - volleyball, swim area, etc.
- Event Venue
- Riverfront utilization
- River development
- Events
- riverfront dining
- Theatres
- Variety of dining establishments
- theater
- large indoor sports complex
- Theater
- better parks
- Entertainment
- Diversity
- The mall
- More shopping options
- Riverfront development with restaurant, "marina"
- The use of the river to bring commercial tax base business
- broadway theater
- nature centers/museums
- aquatic park/splash pad
- Co-ops
- Safe and comfortable roads
- Studios for creatives to rent out and use
- botanical garden
- Costco
- Some more things for the kids to do.
- Worker co-ops, Housing co-ops, tenants union

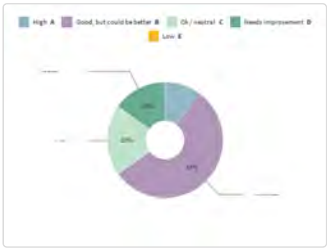


Engagement

45

Responses

# How would you rate the quality of life in Stevens Point?



## Response options

Response options	Count	Percentage
High	2	10%
<b>Good, but could be better</b>	<b>11</b>	<b>55%</b>
Ok / neutral	4	20%
Needs improvement	3	15%
Low	0	0%

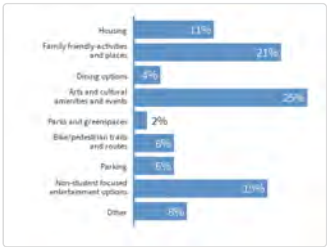


Engagement

20

Responses

# What's missing or needs improvement downtown? (Up to 3)

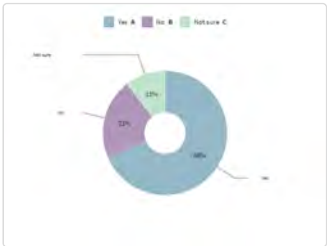


Response options	Count	Percentage
Housing	6	11%
Family friendly-activities and places	11	21%
Dining options	2	4%
Arts and cultural amenities and events	13	25%
Parks and greenspaces	1	2%
Bike/pedestrian trails and routes	3	6%
Parking	3	6%
Non-student focused entertainment options	10	19%
Other	4	8%

76% Engagement

53 Responses

# Have you, or someone you know personally, struggled to find appropriate housing in Stevens Point?



Response options	Count	Percentage
Yes	13	68%
No	4	21%
Not sure	2	11%

76% Engagement

19 Responses



The word cloud contains the following text elements arranged in a grid-like structure:

- theater
- Safe Downtown to Riverfront Connection
- Tram Tram Tram Tram Tram Tram
- Expanded farmer's market
- Beach
- Museum
- Grocery store
- Overhead dome
- riverfront dining
- clean beach area on the downtown side of WI river
- More outdoor areas for dining
- Marina
- Rooftop dining
- connection to riverfront
- Museum
- Convention center
- Riverfront Restaurant with outdoor dining
- performing arts, theatre space
- I love the children's museum but it could be improved
- Housing
- Riverfront Marina
- More dining options
- riverfront
- riverfront entertainment
- Riverfront Restaurant
- studio for creatives
- indoor family friendly entertainment
- Riverfront Housing
- Riverfront Entertainment



29

The screenshot shows a website with a grid of categories: Collaboration, Research analysis, Reporting, International, News, Events, Policy, Education, Culture, Community, Leadership, Health and medicine, Environment, Technology, and Innovation. A large banner at the bottom reads "A great place to live" with the text "Find out more about the region" below it.

A word cloud of positive feedback comments for the University of Waterloo. The comments are arranged in a grid-like fashion, with each comment in its own box. The comments are:

- best biking
- entrepreneurial spirit
- Levitt concerts
- Fantastic public transportation/lack of personal cars
- innovation
- Destination for all outdoor activities.
- Best place to raise family
- Safe Bicycling
- diversity
- outdoor recreation
- Great living
- Lots of worker co-ops
- Events
- forward looking
- Diverse
- Entertainment
- Innovation
- community
- Parks
- Open
- Outdoor recreation
- innovation
- Community
- Community
- Sustainability



25

## Responses

# Let's get specific - what would improve the quality of life in Stevens Point?



## Responses

Accountability for elected officials

Dont pay outside companies to gentrify our city?

citywide beautification enhancements

better roads

Adequate Public transportation

Slow the cars

Update housing codes

Entertainment community

indoor sports facility

Local shops

More ice for hockey

Community gardens

Green spaces

improved parks, recreation, and forestry dept.

indoor civic center downtown

Stop gentrifying

improved environmental sustainability

More entertainment options other than bars

Child care

More Shopping options so we don't have to drive to Wausau or Appleton

Public transportation/tram system

Downtown parking lots replaced with shopping, entertainment, food, arts, and outdoor venues

very affordable taxi service for all residents

Defunded police, use money on actual community services

Prohibit riverfront development

Moses Creek Restoration

Greater emphasis on sustainability

Community owned internet

Minimum Living Wage

Fun activities downtown area twice a week

More engaged community

Expanded city council, abolition of the Mayor position

Use of River to produce tax base .

Childcare

Riverfront utilization; marina, on the water dining...

A combined performing arts center + IDEA Center

keeping the overall population of the area about where it is now, but expanding the list of "things to do" available to residents

Develop both sides of the riverfront

connection between downtown and the riverfront

Complete talent attraction infrastructure such as childcare, housing, transportation, broadband



Engagement

49

Responses

## Responses

Higher median income   More river access housing .   Affordable housing

More housing options   riverfront dining

Worker co-ops, housing co-ops, tenants union   A more vibrant riverfront

Better bicycle facilities   Green Energy

# What are the greatest HOUSING challenges in Stevens Point? (Up to 3)



## Responses

Prices have gone up significantly   High taxes for a small city

Hard for college students to afford   Housing codes need updating   Price

Size   More dog friendly   Gentrification

Older housing near downtown   Parking cost is bundled with rent

Need additional new developments.

Not enough inventory with the current market   Outdated rental options

Quality lower cost single family housing options

Better quality rentals closer to downtown   Outdated housing codes

Not dense enough downtown   dog friendly rental options

down payments   low income housing that is not run down   Old stock

Outdated and not desirable for families

location of quality options - walking distance to work

Diverse housing options   Low Quality Rentals   limited options

very old houses.   balance of student housing and non-student housing

Collage rat traps   old housing stock   Affordable single family options

Being approved for housing   Quality of houses for the price they pay.

Limited options   downtown availability   upkeep of rental properties

Strength of landlords, lack of housing co-ops and tenants union

Old Housing stock   non-student rental options   Slum Lords

affordable

72%

Engagement

41

Responses



## FOCUS GROUP RESULTS

Eight focus groups were held during the month of August via Zoom with constituencies from across the community. Interactive voting was conducted using Poll Everywhere software. Sessions included:

- Retirees and Downsizers
- Arts and Culture
- Innovation
- Sustainability
- Education
- Small Business
- Health and Wellness
- Young Professionals/UWSP Students

A core team of local leaders provided input for Alchemy on the potential attendee rosters for each group. Attempts were made to incorporate stakeholders representing minority or disenfranchised populations into the categories listed above. However, the core team decided that a focus group specific to diversity and inclusion issues was also necessary. That group will be held later in September.

The following are the results from the Poll Everywhere voting for each focus group. This information as well as other feedback from the sessions were incorporated into the Stevens Point Community Survey.



# Stevens Point Focus Group 1

## Retirees/Downsizers

Current run (last updated Aug 19, 2020 12:29pm)

8

Activities

4

Participants

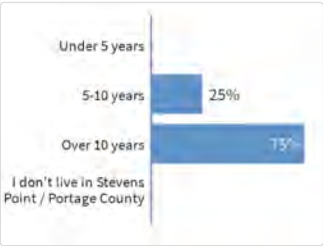
6

Average responses



Average engagement

### How long have you lived in Stevens Point / Portage County?



Response options	Count	Percentage
Under 5 years	0	0%
5-10 years	1	25%
<b>Over 10 years</b>	<b>3</b>	<b>75%</b>
I don't live in Stevens Point / Portage County	0	0%



Engagement

4

Responses

### What's unique about Stevens Point? (Up to 3)



Responses
Variety of occupational opportunities
Sentry insurance for employment Small town atmosphere with a number of attractions
Compassionate leadership
The learning agility of the people and community
Green space areas
Support and engagement for entrepreneurs
recreational opportunities
Young Leadership
Local food movement
Quality of life

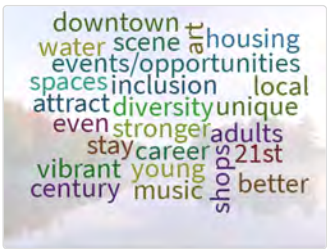


Engagement

10

Responses

# What's missing from Stevens Point? (Up to 3)



Responses

- Stronger diversity and inclusion
- Events/opportunities to attract young adults to stay here for their career
- Unique shops
- Even more vibrant local music and art scene
- 21st Century Housing
- Better leverage our water spaces downtown

75%

Engagement

6

Responses

# What ideas or improvements would you want to see downtown? (Up to 3)



Responses

- Beauty
- More events
- Too many parked cars
- Events or activities to pull people together in the space
- Wider variety of business.
- Places to sit outside
- More businesses besides bars
- All buildings in use
- Green space

100%

Engagement

9

Responses

# In a word or phrase - what you would like Stevens Point be known for?



Responses

- A physical, healthy city to live in
- Quality family life and activities
- Opportunities for all ages.
- Entrepreneurs

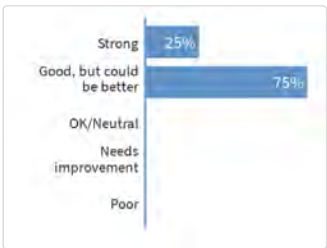
100%

Engagement

4

Responses

# How would you rate the ability of residents to "age in place" in Stevens Point?



Response options

- Strong
- Good, but could be better**
- OK/Neutral
- Needs improvement
- Poor

Count	Percentage
1	25%
3	75%
0	0%
0	0%
0	0%

100%

Engagement

4

Responses

# What are THREE THINGS that would make it easier to "age in place" in Stevens Point? Be specific (Up to 3)

Responses

1. Walkability between housing and shopping and gathering

2. Better more complete sidewalk systems for walking to businesses or for exercise

3. Workable Housing

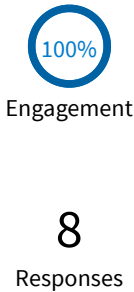
4. Reasonable assisted living facilities

5. Condo or apartments, single floor living

6. More affordable good housing for downsizing

7. Tiny houses - park model homes

8. Variety of housing



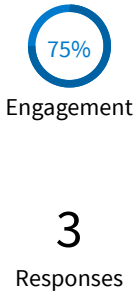
# What is the MOST IMPORTANT THING that could be done in Stevens Point to make it a better place for retirees?

Responses

1. Affordable housing that meets the physical needs of older adults

2. Lifestyle (housing, water, trees, parks) We are north of the tension line

3. Communities within a community



# Stevens Point Focus Group Arts and Culture

Current run (last updated Aug 20, 2020 12:56pm)

8

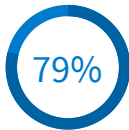
Activities

6

Participants

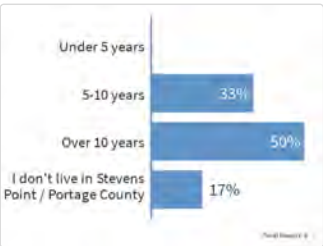
7

Average responses



Average engagement

## How long have you lived in Stevens Point / Portage County?



Response options

Under 5 years

5-10 years

Over 10 years

I don't live in Stevens Point / Portage County

Count Percentage

0 0%

2 33%

3 50%

1 17%



Engagement

6

Responses

## What's unique about Stevens Point? (Up to 3)



Responses

Walkable, bike-able, hike-able, swimmable

People you wouldn't expect to have a lot of social capital actually do

Some Water and woods still left

Strong support of 'weird ideas'

Beautiful outdoor spaces, walking and bike trails, river front, Scmeekle Reserve, etc...

Green Circle Trail

situated on the tension zone

Close integration of natural resources with urban/rural living with a 'solid' four seasons

A part of the Original homeland of the Menominee

People make more eye contact than pretty much anywhere else I have been.

Vibrant arts scene within a small community



Engagement

11

Responses

# What's missing from Stevens Point? (Up to 3)



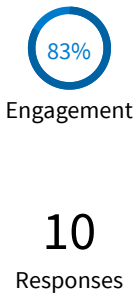
- Responses
- Reliable broadband access in rural areas
  - Indian restaurant
  - diversity
  - eclectic food
  - More diverse leadership
  - Actual welcoming and inclusion of "minority" people



# What ideas or improvements would you want to see downtown? (Up to 3)



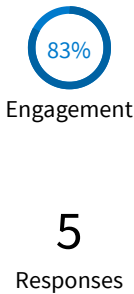
- Responses
- Space for artists at farmers market
  - more consistent programming
  - Pedestrian mall
  - More outdoor dining seating
  - More entertainment options outside of bars
  - incorporation of rural and surrounding area better
  - Car-less Main Street
  - Better parking
  - Reduce centrality of car parking/travel
  - Winter gathering space (when we can gather again)



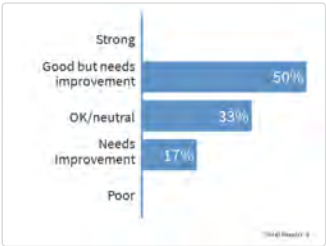
# In a word or phrase - what you would like Stevens Point be known for?



- Responses
- More than meets the eye
  - Possibility
  - eclectic arts
  - True, deep inclusion
  - Creativity



# How would you rate the overall level of support for the arts community in Stevens Point?



Response options	Count	Percentage
Strong	0	0%
Good but needs improvement	3	50%
OK/neutral	2	33%
Needs Improvement	1	17%
Poor	0	0%

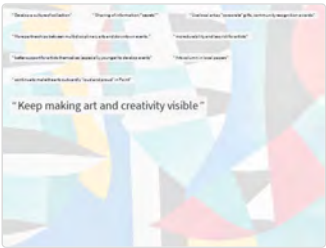
100%

Engagement

6

Responses

# What are specific things that could be done to make Stevens Point a more dynamic community for arts and culture? (Up to 3)



- Responses
- Arts column in local papers
- Use local art as "corporate" gifts, community recognition awards
- continue to make the arts outwardly 'loud and proud' in Point
- more durability and less risk for artists
- Keep making art and creativity visible
- Develop a culture of collection
- better support for artists themselves (especially younger) to develop events
- More partnerships between multidisciplinary arts and downtown events.
- Sharing of information/"secrets"

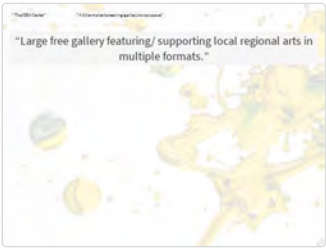
83%

Engagement

9

Responses

# If Stevens Point won a \$5M grant for arts & culture but could only spend it on ONE THING, what should it be?



- Responses
- The IDEA Center
- Large free gallery featuring/ supporting local regional arts in multiple formats.
- A killer maker/screening/gallery/co-op space

50%

Engagement

3

Responses

# Stevens Point Focus Group Innovation

Current run (last updated Aug 20, 2020 7:38pm)

9

Activities

6

Participants

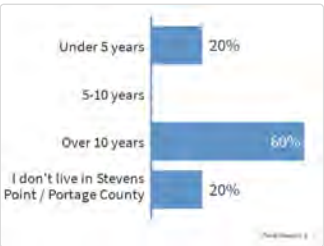
11

Average responses



Average engagement

## How long have you lived in Stevens Point / Portage County?



Response options	Count	Percentage
Under 5 years	1	20%
5-10 years	0	0%
<b>Over 10 years</b>	<b>3</b>	<b>60%</b>
I don't live in Stevens Point / Portage County	1	20%



Engagement

5

Responses

## What's unique about Stevens Point? (Up to 3)



Responses	
Very green	Diverse
'Midwest nice'	Safe, family friendly
Has a great system to feed its population growth via the UWSP system	
It's a nice university town in the middle of the state that feels progressive.	
Farmers Market on the Square	sustainability focused
Quality education	Active small business community
Very supportive of the Arts culture and similar	
Beautiful outdoor natural resources	Craft Breweries and Distillery
University presence in a small town	Great cost of living
Has its own culture	creative culture
	Green circle trail



Engagement

18

Responses



## What's missing from Stevens Point? (Up to 3)



### Responses

- Vacation appeal
- concerts
- Interaction with local businesses regarding their needs
- "Awareness of our community"
- Entertainment venues
- Welcome culture to people who aren't from here
- More social spots for singles and younger generations
- Needs more shopping options
- Marketing to youth to STAY here
- Networking opportunities
- Opportunities for young professionals to network
- Affordable housing defined by local wages
- Foodie culture



Engagement

13

Responses

## What ideas or improvements would you want to see downtown? (Up to 3)



### Responses

- Outdoor exercise
- Street Artists
- Street music
- More pet friendly restaurant /bar atmosphere s
- more retail variety
- More entertainment
- The University :)
- Upscale bar
- More open air venues
- Unique dining experiences
- Music venue
- Easier/expanded access
- music venue
- More upscale housing/apartments
- Students
- Nice apartments
- Upscale dining



Engagement

17

Responses

## In a word or phrase - what you would like Stevens Point be known for?



### Responses

- Vibrant young supportive community leading example for leveraging creative and sustainable ecosystems
- A destination for...
- Entrepreneur hub
- Inclusive culture
- Great place to raise a family
- Vibrant culture

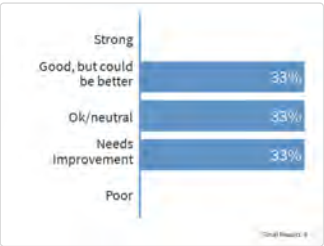


Engagement

6

Responses

# How would you rate the capacity/vitality of Stevens Point's "entrepreneurial ecosystem"?



Response options	Count	Percentage
Strong	0	0%
Good, but could be better	2	33%
Ok/neutral	2	33%
Needs Improvement	2	33%
Poor	0	0%

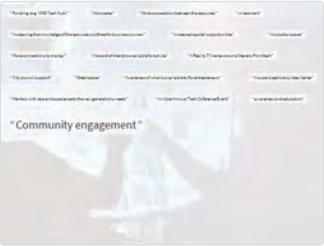
100%

Engagement

6

Responses

# What are specific things that could improve Stevens Point's "entrepreneurial ecosystem"? (Up to 3)



- Responses
- A Reality TV series around Stevens Point tech

A super sized 3 story Idea Center

An Uber Annual Tech Coference/Event

City council support

Advocates

More cooperation between the resources

awareness and education

Community engagement

Mentors with relevant experience to the new generations needs

A board of mentors available for advice

Funding (e.g. MKE Tech Hub)

investment

Great space

Increased capital opportunities

Awareness of what is available to/for entrepreneurs

Incubator space

Increasing the knowledge of the resources out there for business owners

More connections to money!

100%

Engagement

18

Responses

# If Stevens Point could only be known for ONE THING in innovation, what could it be?



- Responses
- Strong trades facilitation program

Diversity in our start-ups

Entrepreneur Accelerator/Incubator

Smaller house footprints that are more affordable

A foodie hub! (It's the millennial coming out in me)

Long-term success of what was previously a start-up

100%

Engagement

6

Responses

# What is the MOST IMPORTANT THING that could be done to enhance this innovation niche in Stevens Point?



## Responses

- Build an accelerator/incubator program with VC raising events.
- An association to bring people together to hear needs
- Need more cross generational meetups to discuss our similarities and differences and how best to work together to achieve goals
- Large collective investment
- Funding
- Access to capital



# Stevens Point Focus Group 4 Sustainability

## Exec Summary

Current run (last updated Aug 24, 2020 2:02am)

9

Activities

8

Participants

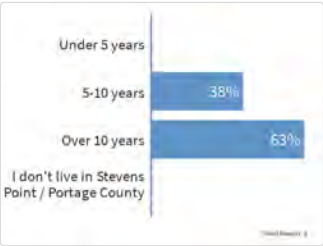
14

Average responses



Average engagement

### How long have you lived in Stevens Point / Portage County?



Response options

Under 5 years

5-10 years

Over 10 years

I don't live in Stevens Point / Portage County

Count Percentage

0 0%

3 38%

5 63%

0 0%



Engagement

8

Responses

# What's unique about Stevens Point? (Up to 3)



## Responses

our mayor Sustainability efforts, like MREA Local food community

Multigenerational community. Support of local art and craft Radicals

The beginning of social movements towards community access

1 There is an abundance of local food. schmeeckle

Local food in abundance

1) Great local food community, 2) Wisconsin River and beautiful waters, 3) some really neat local businesses

UWSP Incredible green spaces

Unique location surrounded by 3 big cities

The Green Circle trail provides abundant outdoor trails.

Beautiful Green Circle Local Farms Great "communiversity" feeling

Historic town by the beautiful Wisconsin river

Groups like this- incredibly motivated people who want to improve their community

Green Circle Trail Nice people Great outdoor t



Engagement

23

Responses

# What's missing from Stevens Point? (Up to 3)



## Responses

Community owned solar Downtown to Riverfront Connection

City sponsored access, social justice, and community program initiatives

Recreation place for elderly and kids

Renewable energy integration in distributed energy system

Gathering space that isn't centered around bars

A common recreation place with specific focus on people of color, elderly etc

1) Artist/maker co op or space with resources for making 2) more parks 3) fewer fast food joints

Municipal electric utility

1. A central gathering spot downtown that includes green space.

Community gardens City run compost

A splash pad for kiddos to enjoy (in non covid times)



Engagement

13

Responses

# What ideas or improvements would you want to see downtown? (Up to 3)



## Responses

- High visibility solar array
- Solar installation
- Places to be where you don't have to drink or pay to be in
- A display facilities of diverse sports, artwork, world music, food etc
- Entertainment spaces
- Consideration of effect on bars to environment of families and visitors
- More art
- More family friendly shopping and entertainment that is available in evenings
- Even more local art
- Distributed energy. More solar.
- Native, perennial plants
- A common facilities to recreate especially for people of color, elderly and children
- Incorporate green circle into the area
- Local Artists' Sculptures and/or Architecture
- A space blocked off to cars that prioritizes walking, biking, gathering, and outdoor eating.
- Better recycling, garbage, waste mgmt resources
- Purposeful use of space
- Distributed energy with more focus on local and renewable energy
- More Pedestrian Space
- Main Street Parklets



Engagement

20

Responses

# In a word or phrase - what you would like Stevens Point be known for?



## Responses

- Socially just
- Sustainable and resilient: food, energy, art
- Strong support for local community
- Resilient
- Supportive
- A unique example of a sustainability city
- Inclusive space for all
- Progressive.

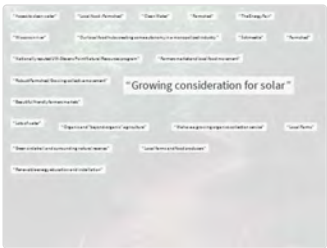


Engagement

8

Responses

# What local natural resource/sustainability capacity would you highlight externally as an asset? Be specific. (Up to 3)



## Responses

- Farmers market and local food movement
- Beautiful friendly farmers markets
- Lots of water
- Access to clean water
- Schmeekle
- Local Farms
- Nationally reputed UW-Stevens Point Natural Resources program
- Local food - Farmshed
- Robust Farmshed/ Growing collective movement
- Growing consideration for solar
- Wisconsin river
- Organic and "beyond-organic" agriculture
- Renewable energy education and installation
- Local farms and food producers
- Farmshed
- Our local food hubs creating some autonomy in a monopolized industry.
- Green circle trail and surrounding natural reserves
- The Energy Fair
- Farmshed
- Clean Water
- We have a growing organics collection service



Engagement

21

Responses



# What are THREE THINGS that would enhance that capacity even more?



## Responses

- Smart Growth
- Sustainability efforts beyond the campus into the community
- Community gardens
- Consistent outreach and promotions from city that highlight all of our local feature
- Integrated Fossil Fuel- Free Transportation Planning
- Greater Emphasis placed on cooperative movement
- Develop more campus-community partnership focused on natural resources and conservation efforts
- Consideration of restaurants and businesses allowed to come into our city
- More bike routes in town
- additional community gardens
- More formal support for small farms? We don't get subsidies.
- City and county programs created to support individual and group initiatives.
- community solar options
- City and county support of distributed and renewable energy
- Money/time/support allocated to the local food movement from city And county
- Less Parking Lots
- Integrate more recreational hubs along the green circle trails
- Municipal electric utility
- Better access to land
- City involvement in improving waste management



Engagement

20

Responses

# What is the GREATEST THREAT to Stevens Point's community sustainability?



## Responses

- Apathy
- Power outages - dependence on fossil fuels
- In energy it is monopoly utilities
- The belief that there is no threat
- Continued dependence on fossil fuels in this changing climate!
- Inaction out of FEAR of change
- Big business



Engagement

7

Responses

# Give TWO IDEAS on how sustainability could be better leveraged for economic development/job creation in Stevens Point:

Responses

1. More people involved in creation and production of food

## Responses

Permaculture Development- plant food based plants around town

Jobs can exist through compost

Reduce car-centrism in all things development/zoning/streets/facilities/etc.

1. More people involved in creation and production of food

Develop the reputation that sustainability is the rule and mode of operation not the exception or unique

Develop microgrid that would integrate renewable energy sources, create lots of local jobs and provide energy independence

Municipal electric utility with community solar and storage for resiliency



# Stevens Point Focus Group 5 Education

## Exec Summary

8

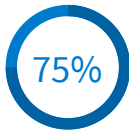
Activities

4

Participants

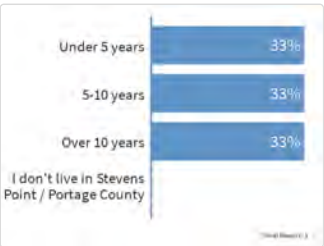
6

Average responses



Average engagement

### How long have you lived in Stevens Point / Portage County?



Response options

**Under 5 years**

**1 33%**

**5-10 years**

**1 33%**

**Over 10 years**

**1 33%**

I don't live in Stevens Point / Portage County

0 0%



Engagement

3

Responses

### What's unique about Stevens Point? (Up to 3)



Responses

- agricultural heritage
- university town
- Microbreweries for days
- arts, music, entertainment, educational institutions
- friendly people
- Waterfront proximate to downtown
- Small town feel
- Strong Educational Partners (Mid-State and UWSP)



Engagement

8

Responses

### What's missing from Stevens Point? (Up to 3)



Responses

- Non chain restaurants
- downtown
- diversity of the community
- Extensive public transit
- more diversity of resturants
- Downtown theater



Engagement

6

Responses

# What ideas or improvements would you want to see downtown? (Up to 3)



Responses

- Outdoor seating for restaurants
- Signature style
- loss of a large or national retailer downtown
- expand the downtown district with additional business
- restaurants on the water
- Riverfront development on both sides of the river
- movie theater
- Very confusing to get around with one way streets
- Bi-directional roadways

75%

Engagement

9

Responses

# In a word or phrase - what you would like Stevens Point be known for?



Responses

- "Center" of Central WI - somehow tie in being a University town
- Gateway to the north
- Urban greenspaces

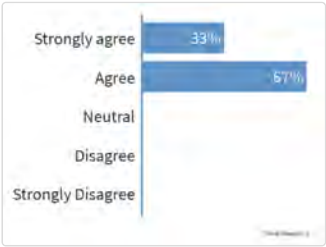
75%

Engagement

3

Responses

# Stevens Point students are provided the necessary skills to succeed in the jobs of tomorrow.



Response options

- Strongly agree
- Agree**
- Neutral
- Disagree
- Strongly Disagree

Count	Percentage
1	33%
<b>2</b>	<b>67%</b>
0	0%
0	0%
0	0%

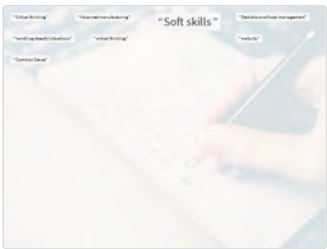
75%

Engagement

3

Responses

# What skills do you think are most lacking? (Up to 3)



Responses

- Statistics and fiscal management
- Common Sense
- handling stressful situations
- maturity
- Soft skills
- critical thinking
- Critical thinking
- Advanced manufacturing

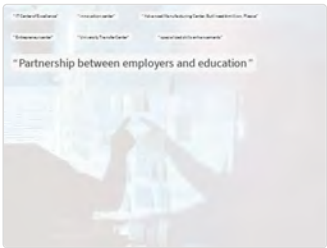
75%

Engagement

8

Responses

# You have \$1 million to spend to enhance education and training in Stevens Point. What do you spend it on? (Up to 3)



Responses

- IT Center of Excellence
- Entrepreneur center
- specialized skills enhancements
- University Transfer Center
- Partnership between employers and education
- innovation center
- Advanced Manufacturing Center. But I need 9 million. Please

75%

Engagement

7

Responses

# Stevens Point Small Business Focus Group

## Exec Summary

Current run (last updated Aug 24, 2020 10:41pm)

7

Activities

3

Participants

6

Average responses



Average engagement

### What's unique about Stevens Point? (Up to 3)



Responses

- Levitt Amp! Our tight knit community. Outdoor adventures. Local food support & support from small business to small business.
- Local business support
- Community around green energy.
- Our natural resources
- The farms and their connection to the community.
- Great outdoor resources



Engagement

6

Responses

### What's missing from Stevens Point? (Up to 3)



Responses

- Indoor winter activities
- Inclusive And open events
- Specialty food markets
- Quality dining
- Event venues
- Waterfront is not utilized enough
- Music venue
- Outdoor social gathering space (beer gardens, restaurant patio seating)
- Great waterfront access.



Engagement

9

Responses

## What ideas or improvements would you want to see downtown? (Up to 3)



### Responses

Food truck friendly

Evening events / activities

Make Clark street more walkable

Attract more shops and restaurants downtown less office space.

Open area for outdoor seating

Seating

Outdoor seating



Engagement

7

Responses

## In a word or phrase - what you would like Stevens Point be known for?



### Responses

Inclusive, interesting, & community

Welcoming/ or hidden Gem

Outdoor activities



Engagement

3

Responses

## What were the biggest challenges your small business faced BEFORE Covid-19? (up to 3)



### Responses

Community education on product

Marketing to a broader audience

Putting energy into educating community on a higher quality product that otherwise wouldn't exist

Limited local market size

New space that was in a good location, affordable, etc.

Scaling - had to look to outside communities for appropriate facilities.

Marketing to a larger portion of the community.

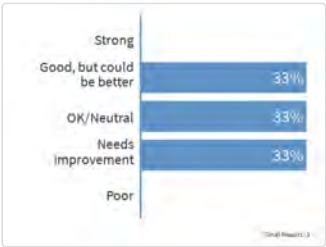


Engagement

7

Responses

# How would you describe the support your small business has received from government/economic organizations through the pandemic?



Response options

Strong

Good, but could be better

OK/Neutral

Needs improvement

Poor

Count Percentage

0 0%

1 33%

1 33%

1 33%

0 0%

100%

Engagement

3

Responses

# What are THREE TYPES OF SUPPORT that could help Stevens Point's small businesses thrive AFTER the pandemic?



Responses

- Presenting Stevens point as a destination
- Support local branding
- Solve some parking issues downtown.
- Continued ordinance flexibility
- Continued ordinance flexibility- hopefully long term change
- Stevens point monthly newsletter / magazine
- Less big chamber resources/ more creative problem solving between small business
- Better centralized marketing

100%

Engagement

8

Responses



# Stevens Point Focus Group Health and Wellness

Current run (last updated Aug 25, 2020 3:39pm)

12

Activities

9

Participants

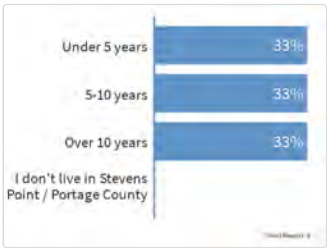
10

Average responses



Average engagement

## How long have you lived in Stevens Point / Portage County?



Response options

**Under 5 years**

**5-10 years**

**Over 10 years**

I don't live in Stevens Point / Portage County

Count    Percentage

2        33%

2        33%

2        33%

0        0%



Engagement

6

Responses

# What's unique about Stevens Point? (Up to 3)



## Responses

- Old and new groups of people, business, and power
- Close knit support within small groups
- Linking health, outdoor rec, and wellness with semi easy to access locations
- huge rift between town and gown
- Safety
- Trail system
- Local food.
- Birthplace of wellness, top college of natural resources, safe
- Colder Spring season
- Support of local food production
- Good interaction between university and community
- Different scenery of gym options
- Can find support for small business life
- Green Circle Trail
- "Adventure," flexibility to engage with the community
- Lots of opportunities for fitness
- Levitt Amp! Our tight knit community. Outdoor adventures. Local food support & support from small business to small business.
- Local business support
- Community around green energy.
- Our natural resources
- The farms and their connection to the community.
- Great outdoor resources



Engagement

22

Responses

# What's missing from Stevens Point? (Up to 3)



## Responses

- More food trucks
- Indoor multi-sports complex
- Traditional/heritage skills school
- Paintball course
- "watering hole"
- Marketing and communication
- Indigenous art and history center
- Waterfront builds
- true pedestrian district to downtown
- Events
- Archery/Outdoorsmen indoor facilities
- theatre that shows art house, foreign, and old movies
- Night life aside from bars
- Mid price range local food options



Engagement

14

Responses

# What ideas or improvements would you want to see downtown? (Up to 3)



## Responses

Public food growing space

More public movement events. (PABS and the biking events)

Indoor social gathering spots

more and safer bike/walking access to and from downtown to river to U to GreenCircle

Social engagement

More advertisement of downtown living opportunities

Pull to the river

Green space

More sidewalk space for eating out

Larger market space on weekends and no car travel

More recreational activities (basketball /tennis courts)

no cars

All spaces in use



Engagement

13

Responses

# In a word or phrase - what you would like Stevens Point be known for?



## Responses

eclectic entrepreneurial economy

The place where everyone can grow into their best self.

Inclusivity

Great place to raise a Family

Local love

Diversity



Engagement

6

Responses

# What were the biggest challenges your small business faced BEFORE Covid-19? (up to 3)



## Responses

Community education on product

Marketing to a broader audience

Putting energy into educating community on a higher quality product that otherwise wouldn't exist

Limited local market size

New space that was in a good location, affordable, etc.

Scaling - had to look to outside communities for appropriate facilities.

Marketing to a larger portion of the community.

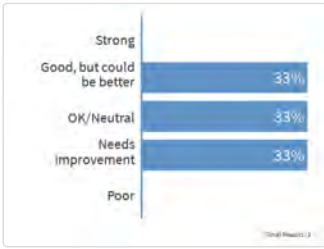


Engagement

7

Responses

**How would you describe the support your small business has received from government/economic organizations through the pandemic?**



Response options	Count	Percentage
Strong	0	0%
<b>Good, but could be better</b>	<b>1</b>	<b>33%</b>
<b>OK/Neutral</b>	<b>1</b>	<b>33%</b>
<b>Needs improvement</b>	<b>1</b>	<b>33%</b>
Poor	0	0%

33%

Engagement

3

Responses

## What are THREE TYPES OF SUPPORT that could help Stevens Point's small businesses thrive AFTER the pandemic?



Responses

- Presenting Stevens point as a destination
- Support local branding
- Solve some parking issues downtown.
- Continued ordinance flexibility
- Continued ordinance flexibility- hopefully long term change
- Stevens point monthly newsletter / magazine
- Less big chamber resources/ more creative problem solving between small business
- Better centralized marketing

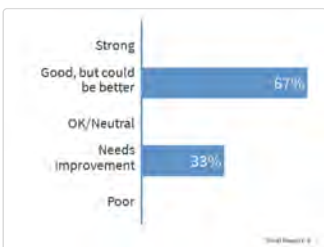
33%

Engagement

8

Responses

**Rate your level of agreement with this statement: "A commitment to wellness is part of the culture of Stevens Point."**



Response options	Count	Percentage
Strong	0	0%
<b>Good, but could be better</b>	<b>4</b>	<b>67%</b>
OK/Neutral	0	0%
Needs improvement	2	33%
Poor	0	0%

67%

Engagement

6

Responses

# What are THREE WAYS this culture could be enhanced?



## Responses

- More culture and diversity... by recognizing/celebrating culture and diversity
- address the barrier of kids who cannot be involved in school sports because of money and transportation after school
- Hugs
- More culture and diversity
- More visible parenting groups for healthy pregnant women, babies and parenting
- Walking the walk as a professional in the wellness industry.
- org that facilitates swapping used equipment and clothes so families can better afford to be active
- Make wellness for all, not so elitist
- Organizational funding for education, access, and lifestyle
- Collaboration between wellness organizations
- More social opportunities for wellness
- Infiltrate the hospital and medical professionals to support and recommend teal health options
- Outdoor events
- More free, low cost opportunities for PA
- integration with education
- Organizational support



Engagement

16

Responses

# What are the greatest CHALLENGES to improved wellness in Stevens Point? (Up to 3)



## Responses

- The weather
- Education on how personal lifestyle, environment, and wellness are connected
- Understanding of psychology with how wellness, lifestyle, and change happen.
- Level of commitment
- The penny-pincher culture
- Access
- Misunderstanding of what it is
- Health is not valued
- Everything Annie just said
- Overall resistance to wellness
- Culture
- Wellness is not cool
- Complacency



Engagement

13

Responses

# If you could invest in ONLY ONE enhanced or new OUTDOOR RECREATION PROJECT in Stevens Point, what would it be?



## Responses

"Outdoor parks with personalities" that highlight specific activities, such as rock climbing, futsal, basketball, tennis. Challenge - usable in winter.

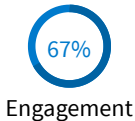
I love the idea of creating a recreational center along the river/downtown that draws all kinds of different people for spontaneous and organized PA opportunities (the tennis and bball courts idea but even more) that is easily / super safely accessible by bike so parents will let kids bike their on their own

Rec complex near downtown

Indoor facility complex for sports/outdoors activities/ etc.

Public food gardens for perennials and annuals

Outdoor gym



# Stevens Point Focus Group 8 Young Professionals

Current run (last updated Aug 26, 2020 9:59am)

8

Activities

6

Participants

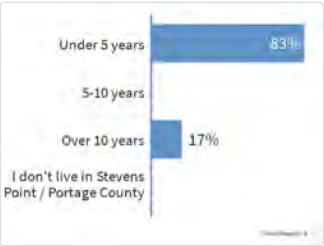
11

Average responses



Average engagement

## How long have you lived in Stevens Point / Portage County?



Response options

**Under 5 years**

5-10 years

Over 10 years

I don't live in Stevens Point / Portage County

Count Percentage

**5 83%**

0 0%

1 17%

0 0%



Engagement

6

Responses

## What's unique about Stevens Point? (Up to 3)



Responses

- adventure
- University and colleges
- Existing Space for community growth
- Great schools!
- Lots of arts considering size of town
- Variety of activities
- UWSP!
- Sustainability Focus!
- Sister sisters
- Outdoor activities
- low cost of living
- Wisconsin River location!
- Large Hmong population
- Great outdoor opportunity
- Green space



Engagement

15

Responses

# What's missing from Stevens Point? (Up to 3)



## Responses

- Seems to be skewed toward middle aged/ lack of YP
- Young people
- A some sort of big festival event
- Social gateway
- Diversity!
- Walkability
- More community event options
- Not uncommon in central Wisconsin
- More modern takes on the arts
- Diversity
- We have a diversity issue in Stevens point
- More outdoor live music
- A vibrant downtown scene (night life)



13  
Responses

# What ideas or improvements would you want to see downtown? (Up to 3)



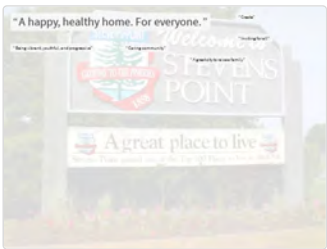
## Responses

- Some combination of "college party bar" and "old townie bar" for that middle age audience
- More good restaurants
- More places to frequent
- More artwork
- The greenest downtown in U.S.
- Live music
- The square being utilized more for gatherings (this summer has been great)
- Performing arts center
- More events in the square
- Outdoor dining be the norm
- More live music events (specifically in the city square) during the weekends
- Wellness center
- Community festivals
- More food options late night



14  
Responses

# In a word or phrase - what you would like Stevens Point be known for?



## Responses

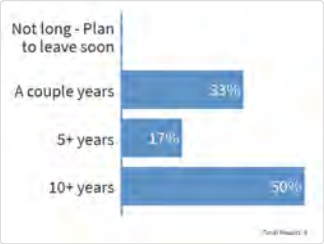
- Inviting for all
- Caring community
- A happy, healthy home. For everyone.
- Being vibrant, youthful, and progressive
- A great city to raise a family
- Create



6  
Responses



# I see myself staying in Stevens Point for...



Response options	Count	Percentage
Not long - Plan to leave soon	0	0%
A couple years	2	33%
5+ years	1	17%
10+ years	3	50%

100%

Engagement

6

Responses

# Fill in the blank: "To better retain and attract young professionals, Stevens Point really needs to \_\_\_\_\_." (Up to 3)



- Responses
- engage and KEEP college students past graduation

We do have to have to incentive more business

Bring in more contemporary art and music and shows

Business networking opportunities

Coffee shops

Health and wellness opportunities

Continue more music and art initiatives

Quality housing options/neighborhoods

Create access points to groups & activities

Provide some type of network that shows folks all of the different opportunities they might have

Community engagement

Market itself statewide

Not have all college and townie bars

Have more affordable housing/rental market for non-college students

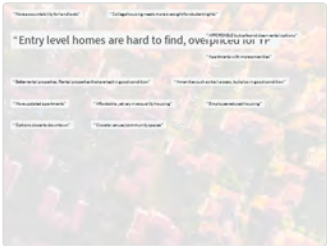
100%

Engagement

14

Responses

# What type of HOUSING options would you most like to see in Stevens Point? (be specific – Up to 3)



## Responses

- Close to venues/community spaces
- College housing needs more oversight for student rights
- Amenities such as trail access, but also in good condition
- Affordable, yet very nice quality housing
- More accountability for landlords
- Entry level homes are hard to find, overpriced for YP
- Better rental properties. Rental properties that are kept in good condition
- Options closer to downtown
- Employee reduced housing
- Apartments with more amenities
- More updated apartments
- AFFORDABLE but safe and clean rental options

83%

Engagement

12

Responses

# Stevens Point Focus Group Diversity and Inclusion

Current run (last updated Sep 3, 2020 10:57pm)

5

Activities

6

Participants

8

Average responses



Average engagement

## How long have you lived in Stevens Point / Portage County?



Response options	Count	Percentage
Under 5 years	0	0%
5-10 years	0	0%
Over 10 years	3	100%
I don't live in Stevens Point / Portage County	0	0%



Engagement

3

Responses

## What's unique about Stevens Point? (Up to 3)



- Responses
- Long indigenous (14000 year) stewardship of this geography
  - Large campus area
  - Test
  - Farmer's market
  - Nice river
  - Some parkland
  - Some woodlands
  - Relationship between the city and university.
  - Small town with a large university
  - Everything is within walking/biking distance
  - Sustainability
  - Green circle



Engagement

12

Responses

# What's missing from Stevens Point? (Up to 3)



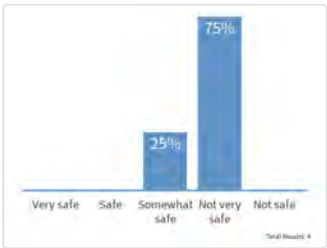
## Responses

- BIPOC
- Decent rural internet
- Conduit of communication between stakeholders
- Widespread appreciation for diversity
- Culturally response
- Diversity with LGBTQ+ And minority community
- Community center
- A real sense of inclusion and welcoming
- Broad band in rural areas
- Variety of housing options

67% Engagement

10 Responses

# Rate your overall feeling of safety in Stevens Point



## Response options

Very safe

Count Percentage

0 0%

Safe

0 0%

Somewhat safe

1 25%

**Not very safe**

**3 75%**

Not safe

0 0%

67% Engagement

4 Responses

# What does a truly diverse and inclusive Stevens Point look like?



## Responses

- Serious self examination of power sharing
- More recourses and events for LGBTQ+ students at UWSP
- No "looks" when folks hear another language beyond English being spoke
- Public art that celebrates all of Point's communities
- Noticing racist police in the phrase f\*ck the racist police instead of seeing f\*ck the police
- Representation/reflection of BIPOC in law enforcement, elected officials, programming, resources, etc.
- Zero tolerance of hate in public spaces.
- In committees, actually including people from marginalized groups and not people who work with marginalized groups
- More pride related events
- Not worrying where I go because of what I believe.

67% Engagement

10 Responses