

Focus Group Results Executive Summary

Stevens Point, Wisconsin

Retirees/Downsizers

Arts & Culture

Innovation

Sustainability

Education

Small Business

Health & Wellness

Young Professionals

Diversity & Inclusion

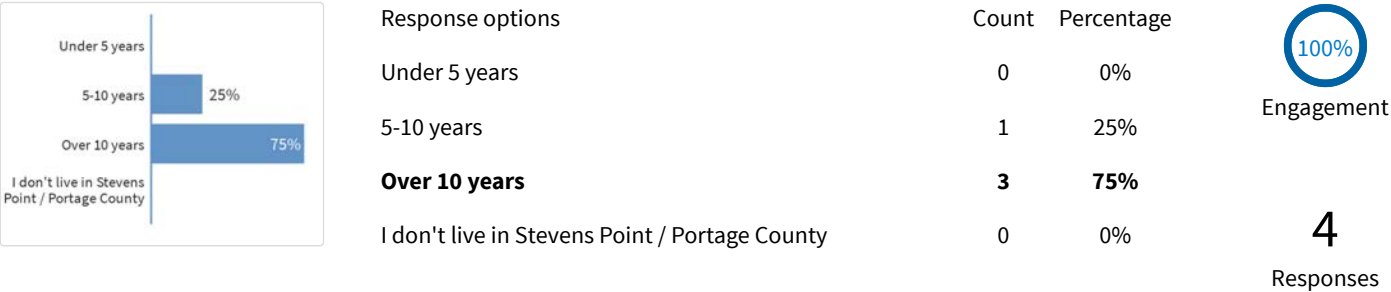
Stevens Point Focus Group 1

Retirees/Downsizers

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



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



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



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

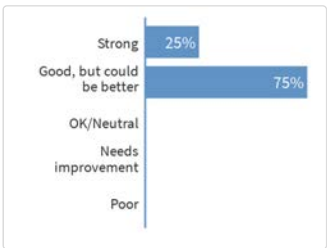
100%

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 is the difference between a population and a sample?

Define the terms population and sample in your own words.

What is a census?

What is a survey?

What is a questionnaire?

What is a sample frame?

What is a sampling error?

What is a non-response error?

What is a coverage error?

What is a measurement error?

Walkability between housing and shopping and gathering

WorkabLe Housing	Reasonable assisted living facilities
------------------	---------------------------------------

More affordable good housing for downsizing

Variety of housing



Responses

[illegible]

Affordable housing that meets the physical needs of older adults

Communities within a community



Responses

Stevens Point Focus Group Arts and Culture

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

8

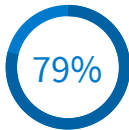
Activities

6

Participants

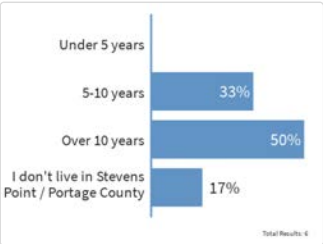
7

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

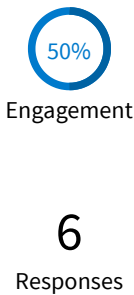
11

Responses

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



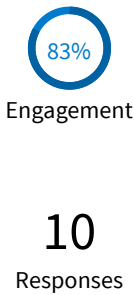
- Responses
- Reliable broadband access in rural areas
 - Indian restaurant
 - diversity
 - eclectic food
 - More diverse leadership
 - Actual welcoming and inclusion of "minority" people



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



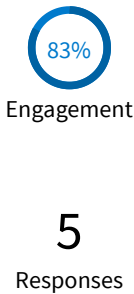
- Responses
- Space for artists at farmers market
 - more consistent programming
 - Pedestrian mall
 - More outdoor dining seating
 - More entertainment options outside of bars
 - incorporation of rural and surrounding area better
 - Car-less Main Street
 - Better parking
 - Reduce centrality of car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



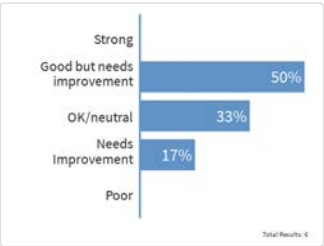
In a word or phrase - what you would like Stevens Point be known for?



- 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"

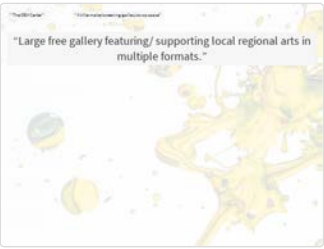
83%

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

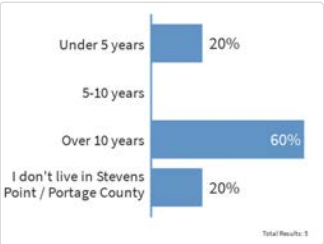
11

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%

Over 10 years

3 60%

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

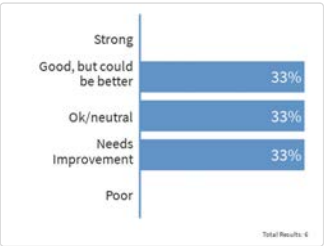


Engagement

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

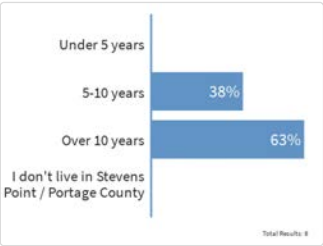
14

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

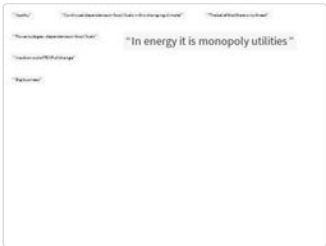


Engagement

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:

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

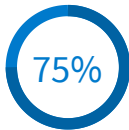
Activities

4

Participants

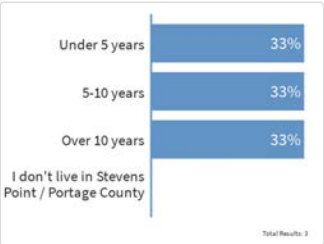
6

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 restaurants
- 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

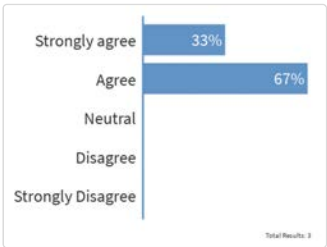
75%

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%
2	67%
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



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



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

Outdoorseating



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.

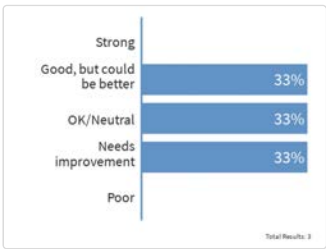


Engagement

7

Responses

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



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

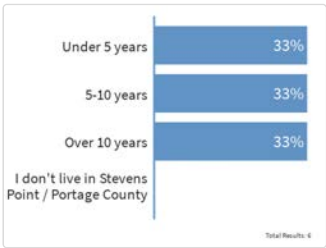
10

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

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Marketing to a broader audience

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

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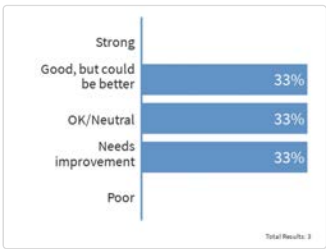


Engagement

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%
Good, but could be better	1	33%
OK/Neutral	1	33%
Needs improvement	1	33%
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?



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	

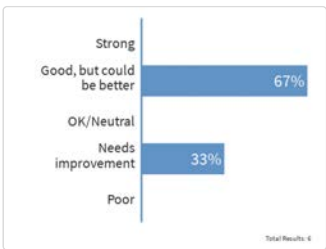
33%

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%
Good, but could be better	4	67%
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.

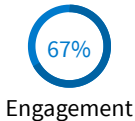
I love the idea of creating a recreational center along the river/downtown that draws all kinds of different people for spontaneous and organized PA opportunities (the tennis and bball courts idea but even more) that is easily / super safely accessible by bike so parents will let kids bike their on their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

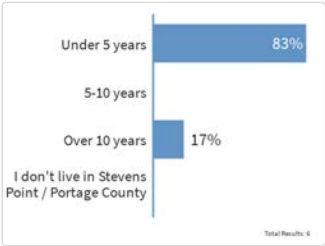
11

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

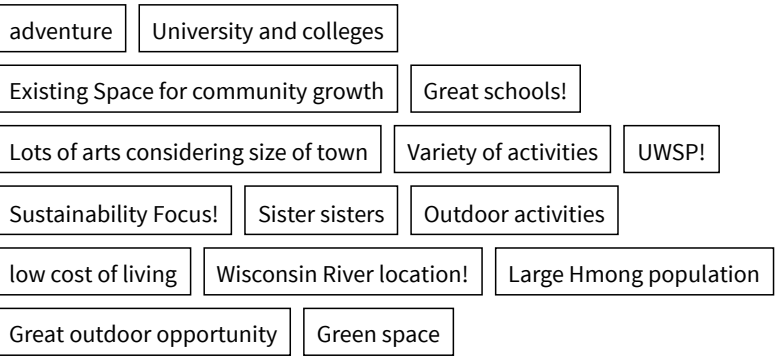
6

Responses

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



Responses



Engagement

15

Responses

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



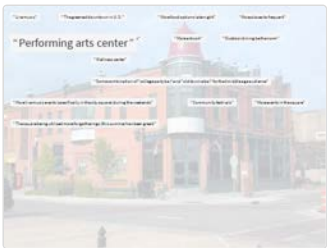
Responses

- 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?



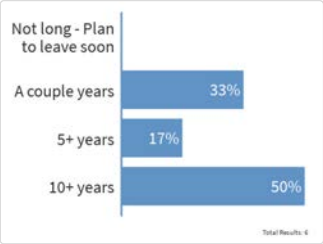
Responses

- 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

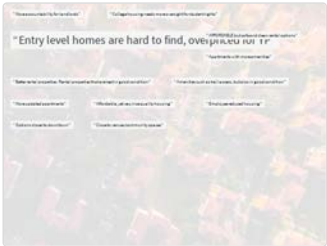
100%

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 8 Young Professionals

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

8

Activities

6

Participants

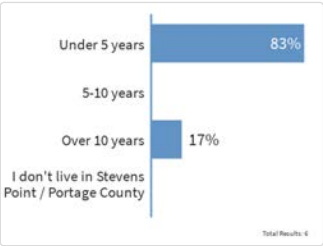
11

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Average engagement

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5-10 years

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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)



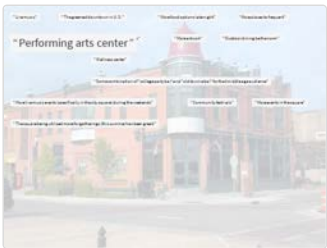
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100% Engagement

13 Responses

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100% Engagement

14 Responses

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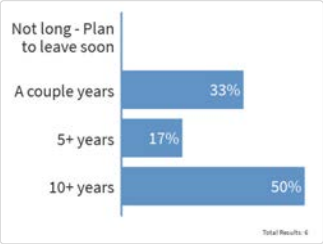
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- Caring community
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- Being vibrant, youthful, and progressive
- A great city to raise a family
- Create

100% Engagement

6 Responses

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A couple years	2	33%
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100%

Engagement

6

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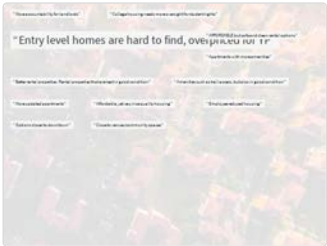
100%

Engagement

14

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- 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

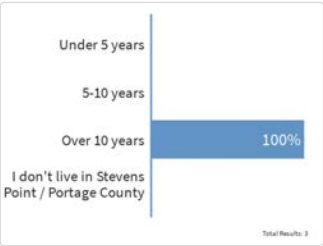
8

Average responses



Average engagement

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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

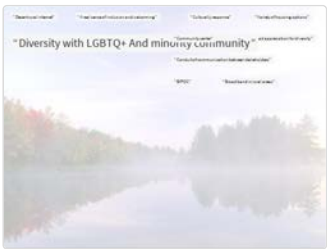


Engagement

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

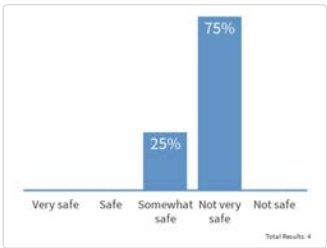
67%

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

