

# **Visioning Results Executive Summary**

*Stevens Point, Wisconsin*

# Stevens Point, WI - Visioning #1

Done

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

16

Activities

21

Participants

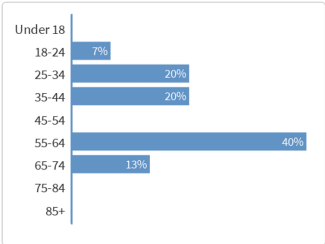
29

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%

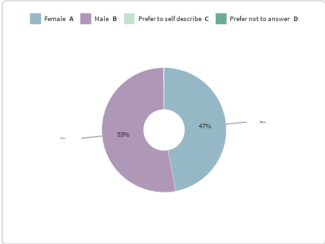


Engagement

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%

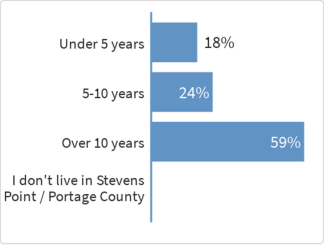


Engagement

17

Responses

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



Response options

Under 5 years

5-10 years

Over 10 years

I don't live in Stevens Point / Portage County

Count    Percentage

3    18%

4    24%

10    59%

0    0%

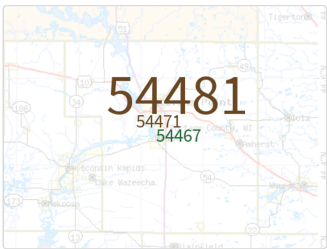
81%

Engagement

17

Responses

# What is your home zip code?



## Responses

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

81%

Engagement

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

86%

Engagement

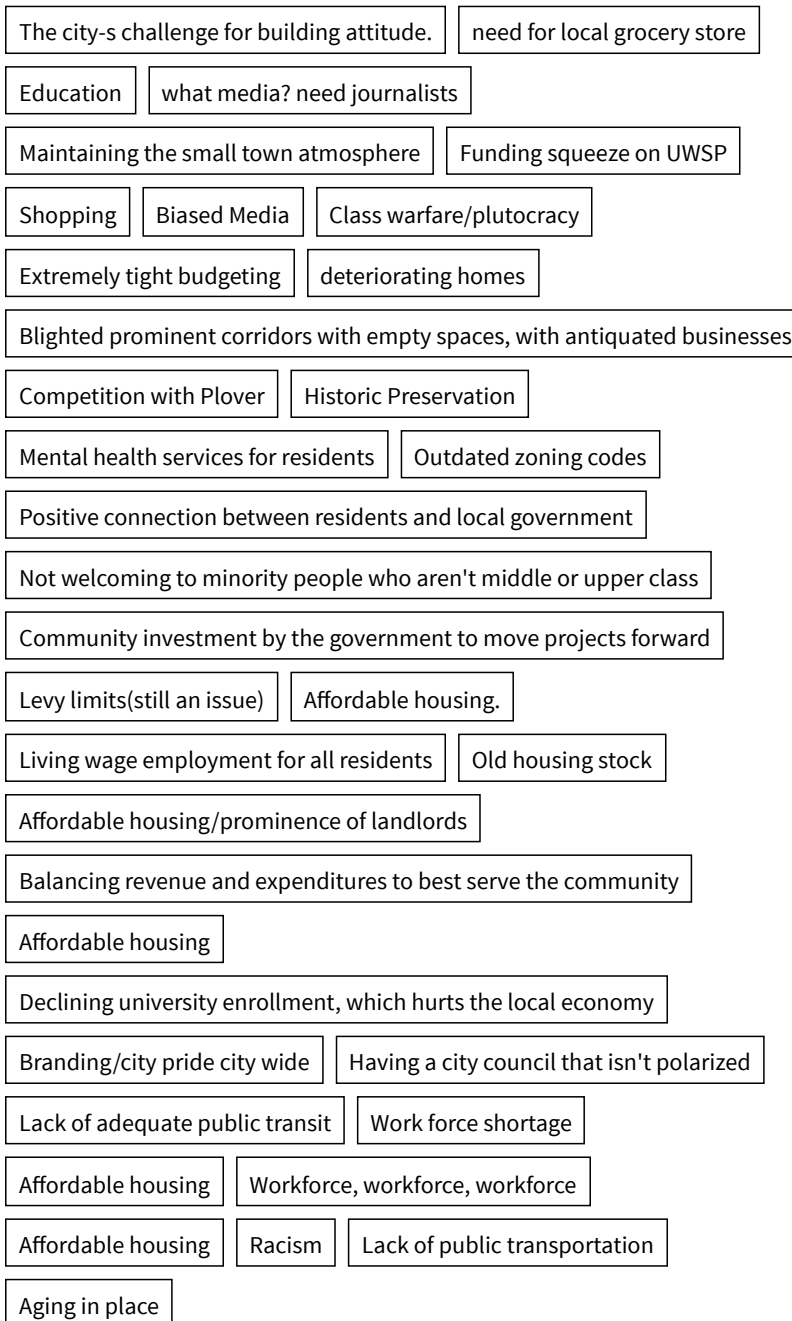
39

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

The word cloud contains the following items, organized by their visual hierarchy (largest to smallest boxes):

- 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

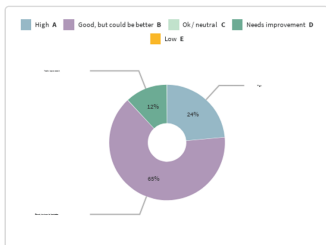


Engagement

35

## Responses

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



### Response options

High

**Good, but could be better**

Ok / neutral

Needs improvement

Low

Count	Percentage
-------	------------

4	24%
<b>11</b>	<b>65%</b>
0	0%
2	12%
0	0%

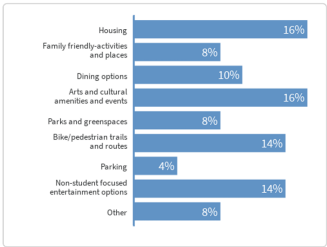


## Engagement

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%

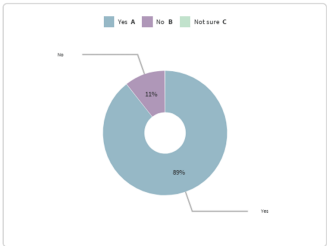
90%

Engagement

49

Responses

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



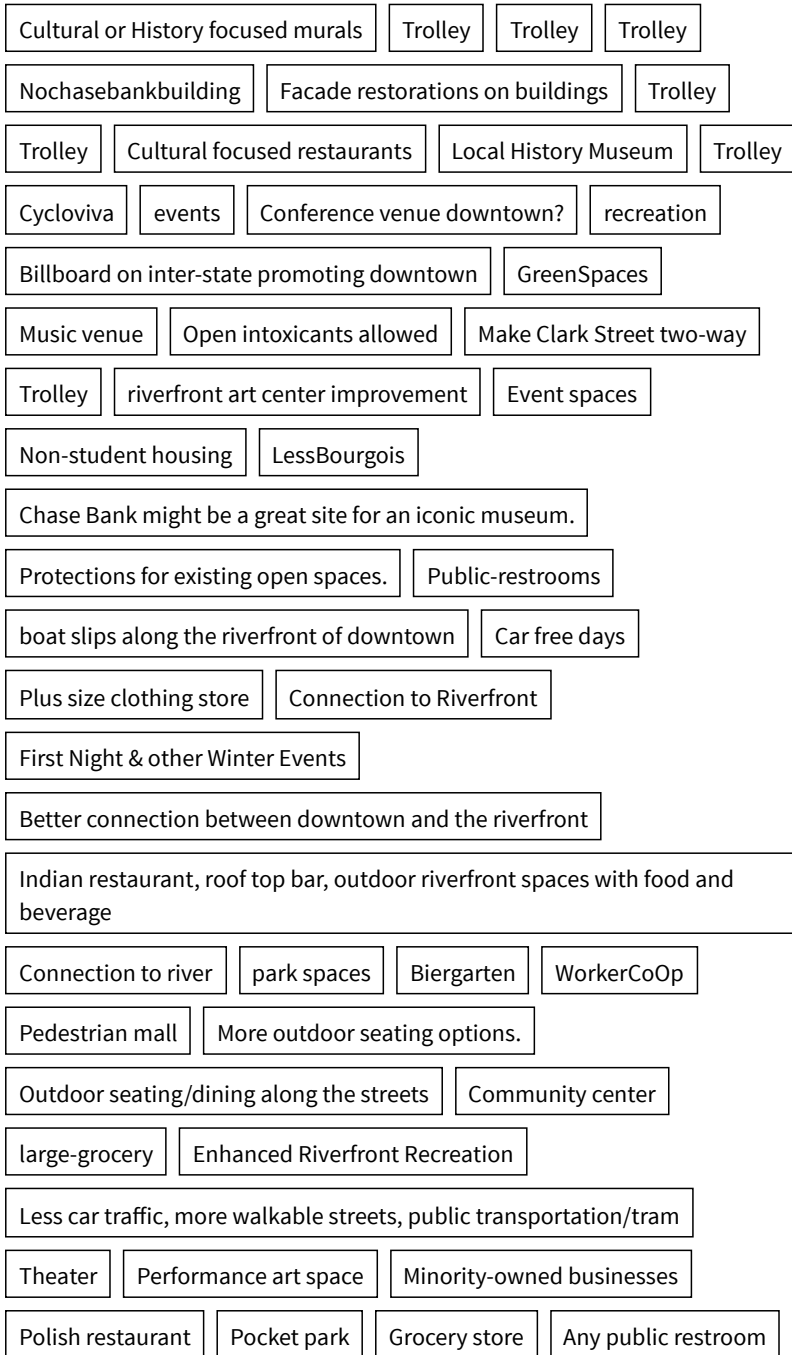
Response options	Count	Percentage
<b>Yes</b>	<b>17</b>	<b>89%</b>
No	2	11%
Not sure	0	0%

90%

Engagement

19

Responses

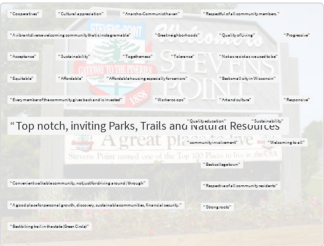


Engagement

## Responses



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



## Responses

- Worker co ops
- A good place for personal growth, discovery, sustainable communities, financial security.
- Best biking trail in the state (Green Circle)
- Great neighborhoods
- Anarcho-Communist haven
- Respectful of all community members.
- Art and culture
- community involvement
- Not as racist as we used to be
- Every member of the community gives back and is invested
- Convenient walkable community, not just for driving around / through
- A vibrant diverse welcoming community that is instagramable
- Top notch, inviting Parks, Trails and Natural Resources
- Equitable
- Best small city in Wisconsin
- Affordable
- Welcoming to all
- Cultural appreciation
- Affordable housing especially for seniors
- Responsive
- Tolerance
- Respective of all community residents
- Cooperatives
- Strong roots
- Progressive
- Acceptance
- Quality of Living
- Quality education
- Best college town
- Sustainability
- Togetherness
- Sustainability



Engagement

32

Responses

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



## Responses



Engagement

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

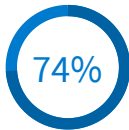
Activities

25

Participants

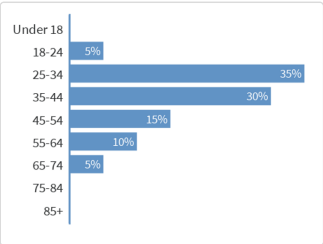
31

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%

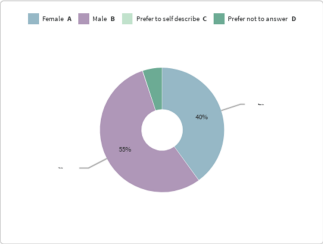


Engagement

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%

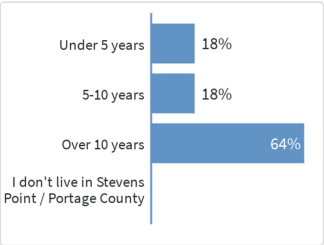


Engagement

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%

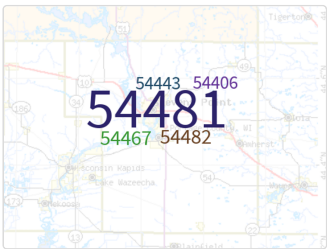
88%

Engagement

22

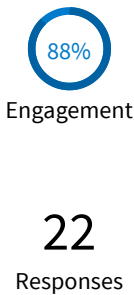
Responses

# 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		



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



## Responses

Schmeeckle

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



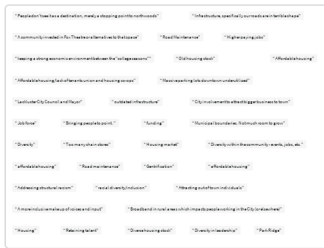
Engagement

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



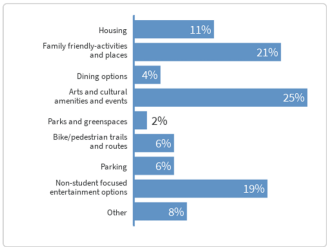
Engagement

43

Responses



# What's missing 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%

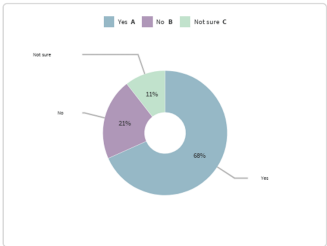
76%

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

# Let's get specific - what ideas do you want to see downtown?



## Responses

- 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

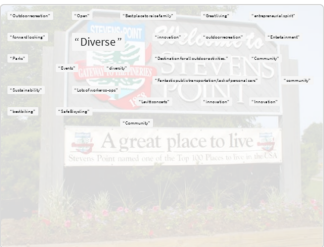


Engagement

29

Responses

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



## Responses

- 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

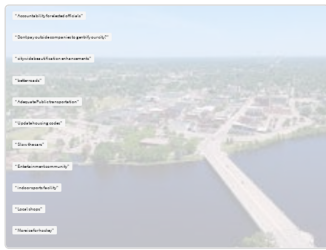


Engagement

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

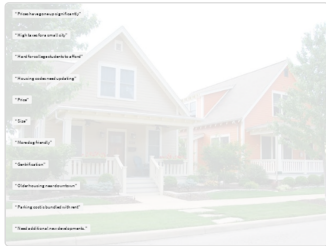
Higher median income   More river access housing .   Affordable housing

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