



# City of New Richmond Strategic Plan

## *Summary: Community Survey Results*

### OVERVIEW

#### **When was the survey made available?**

Responses were collected from August 23, 2022 through October 5, 2022.

#### **How was the survey made available?**

The survey was published on the City of New Richmond's website and Facebook page. It was also distributed via email to local business owners, board and commission members, and City employees, all of whom were encouraged to share with their employees, friends, neighbors, etc.

#### **Who completed the survey?**

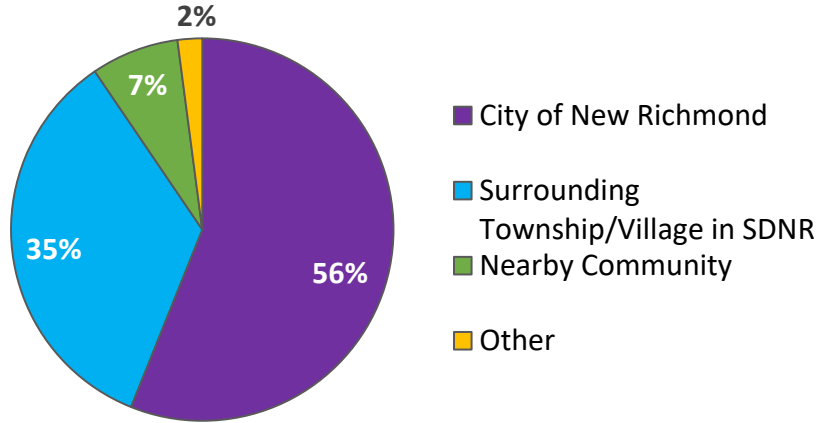
There were 336 responses received. The majority of survey respondents have lived in New Richmond for more than a decade, are middle-aged, reside in a single-family home, and have an annual household income greater than \$100,000.

#### **Who do I contact with questions about the survey results, or the City's strategic planning process?**

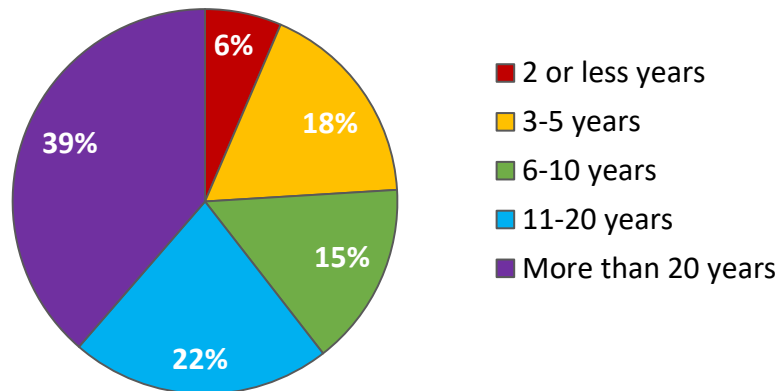
Please contact City Administrator Noah Wiedenfeld for more information at 715-246-4268 or [nwiedenfeld@newrichmondwi.gov](mailto:nwiedenfeld@newrichmondwi.gov).

## RESPONDENT DEMOGRAPHICS

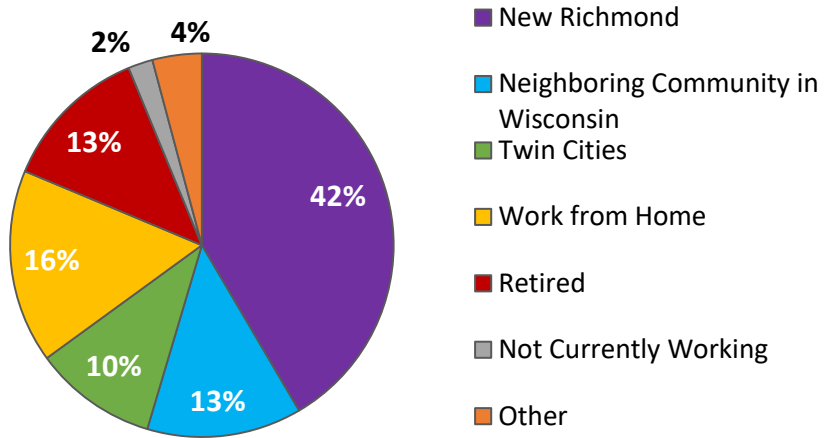
### Where Survey Respondents Live



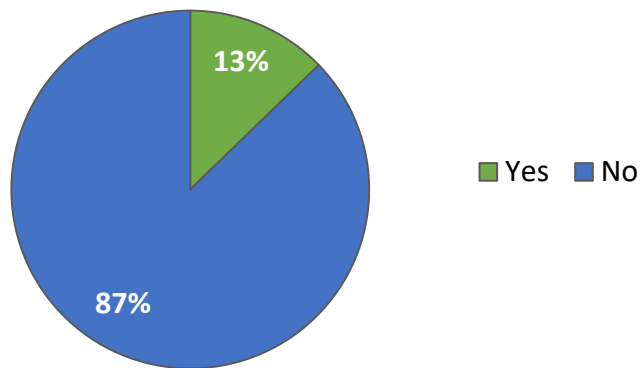
### How Long Survey Respondents Have Lived in the City of New Richmond



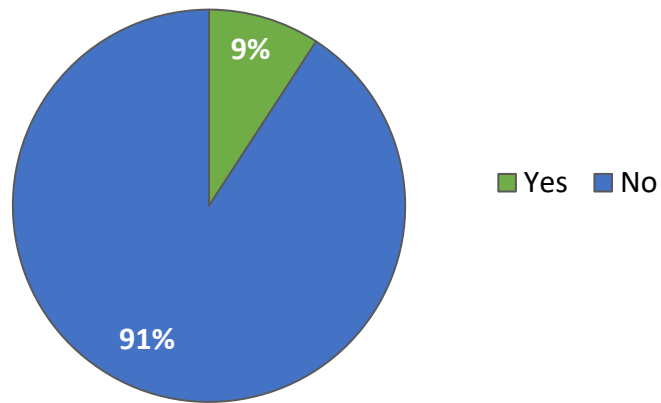
### Where Survey Respondents Work



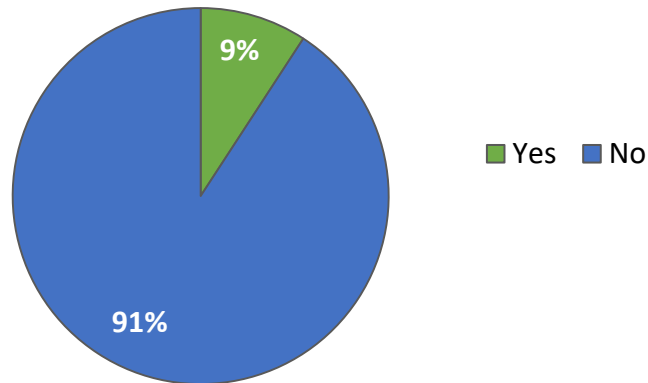
### Do Survey Respondents Own a Business in the City of New Richmond?

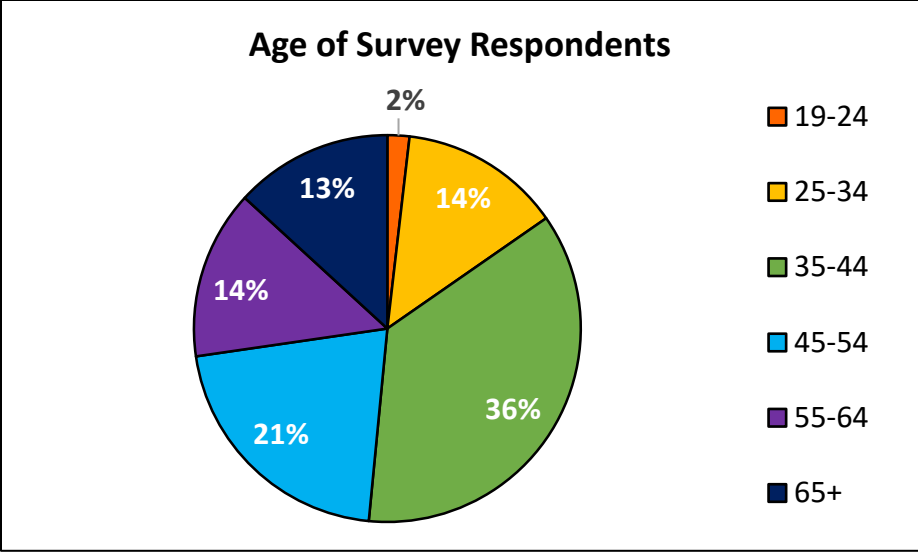


**Do respondents serve as a local elected official or as an appointed member of a City board/commission?**

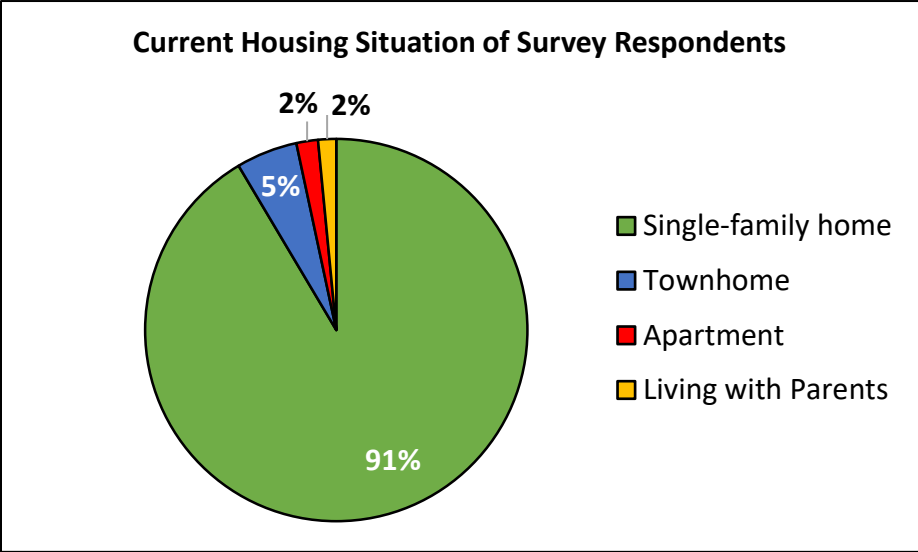


**Are survey respondents, or are their immediate family members, City of New Richmond employees?**



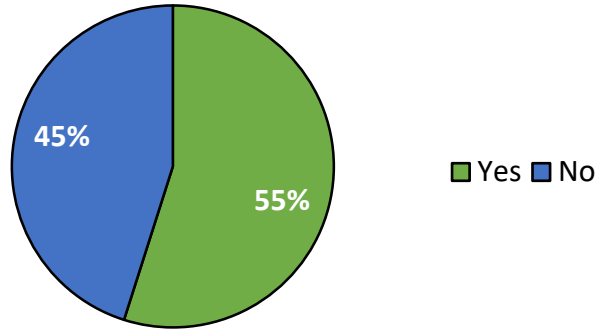


*Note: No survey respondents reported being under 18 years of age.*

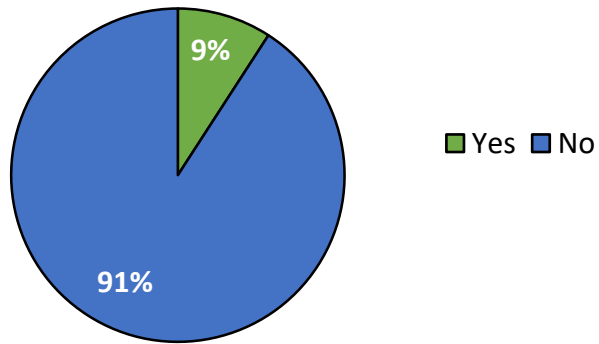


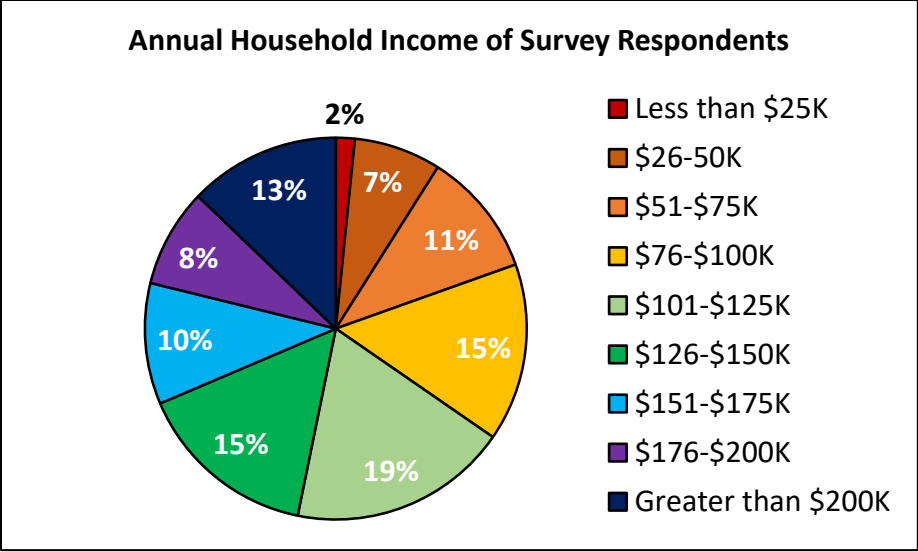
*Note: No survey respondents selected options of “Temporarily staying with family/friends” or “Emergency shelter or transitional housing”*

**Do Survey Respondents Have Children Under 18 Years of Age in their Household?**



**Do Survey Respondents or a Member of their Household Have a Disability?**

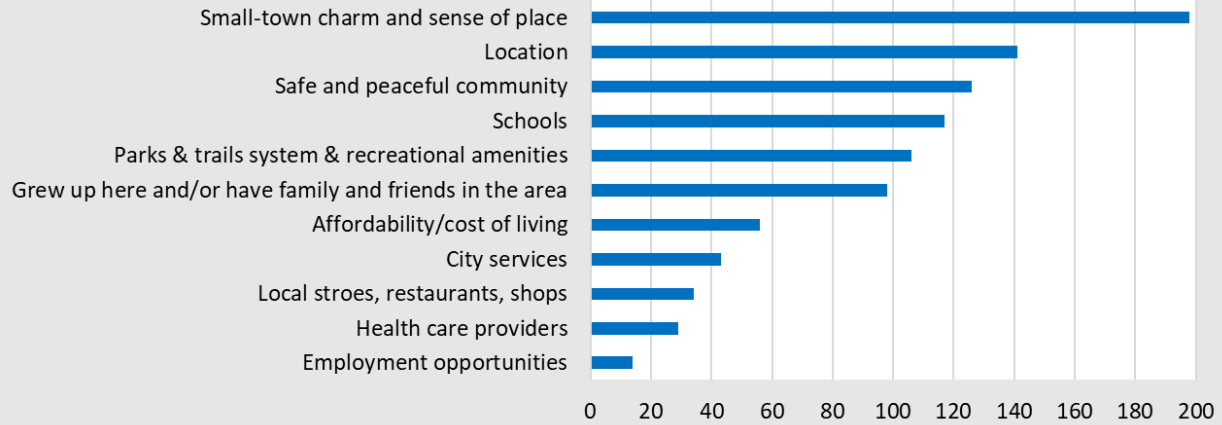




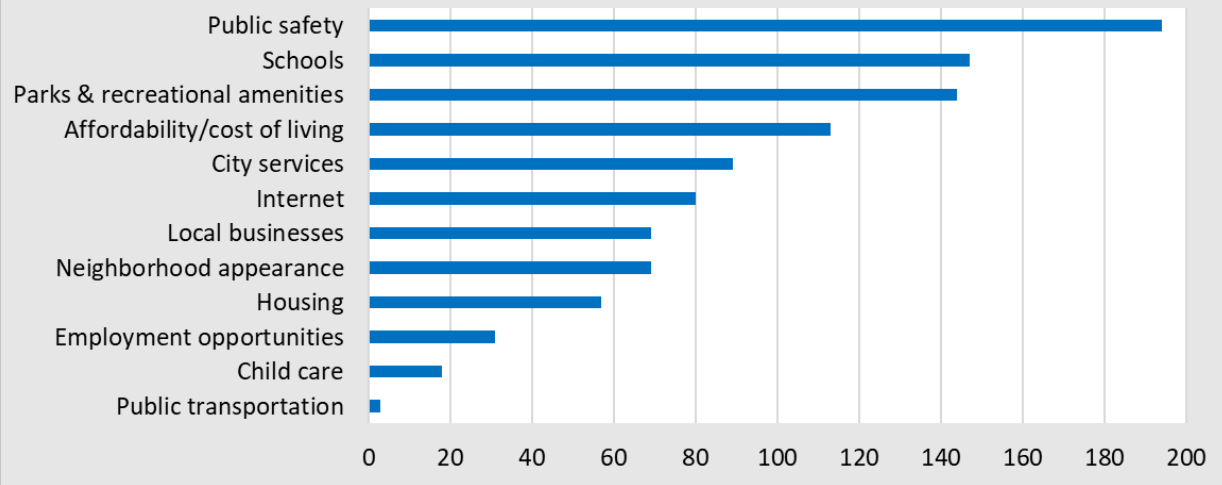
*Note: Per the United States Census Bureau, the median household income for a City of New Richmond resident (in 2020 dollars) was \$68,034.*

## GENERAL THOUGHTS ABOUT THE COMMUNITY

### What Respondents Like Most About the New Richmond Area Community



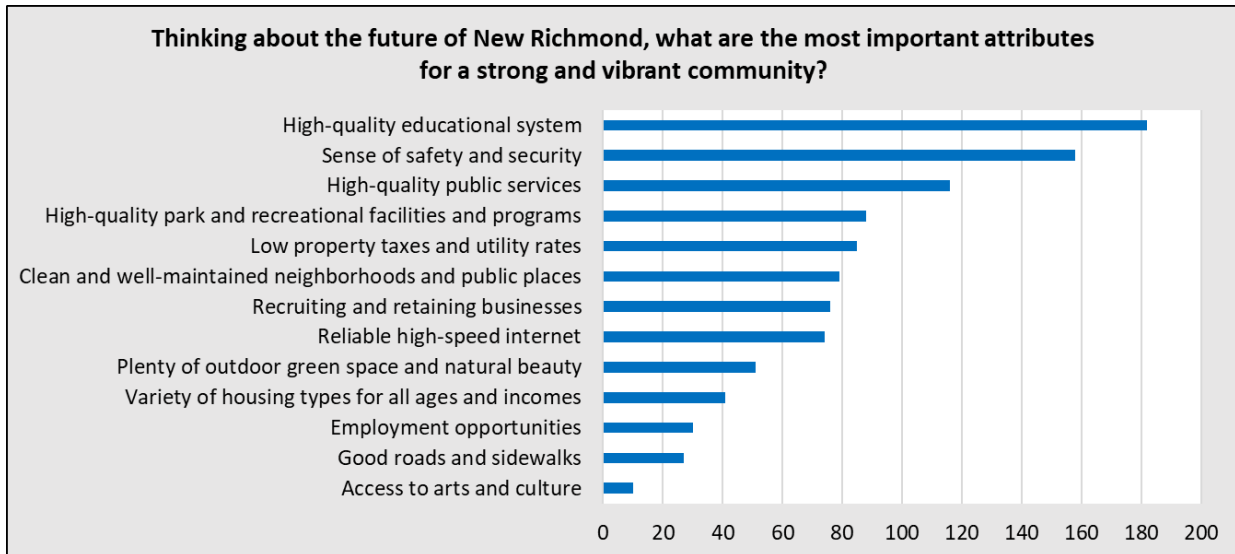
### What is Most Important to the Quality of Life of Respondents







## THOUGHTS ABOUT THE FUTURE OF THE COMMUNITY



### What do you see as the greatest opportunities for the New Richmond community in the next five years?

THEME	# of Responses
New businesses	72
Growth	43
Hockey	21
Parks & trails system	14
New library	11
Internet	8
Downtown	7
Proximity to Twin Cities	5
Increased diversity	5
Health care	4

*“New businesses wanting to come to the city as the community grows so rapidly.”*

*“New Richmond has a great opportunity to grow gracefully and have a reputation of being a safe and adaptable place to live with opportunities for families and businesses to put down roots.”*

**What do you see as the greatest threats or challenges facing the New Richmond community in the next five years?**

THEME	# of Responses
Crime/Drugs	39
Growing too fast	29
Cost of living	5
Traffic	5
Lack of affordable housing	4

*“Cuts to education, high taxes discouraging new or ongoing businesses, rising crime rates.”*

*“The expansion and increase of residents outpacing the capabilities of service providers in the City.”*

**The New Richmond area is growing. What excites you most about the future growth of the community? What concerns you most about growth?**

*“As a transplant myself four years ago, I loved the smaller town feel and the downtown shops and independent businesses. I’m excited for a new public library, and would love to see some trail expansions into the newer housing developments. My fear is that with more housing and retailers, we will start to lose what I moved here for and that is the small town aesthetic.”*

*“Excited to see new businesses and diverse population. Nervous about crime. Nervous the school system will not be supported with an increase in enrollment.”*

*“Growth can make a more vibrant economy and tax base; provide more services; build better infrastructure; introduce more art & culture. But it can also mean more traffic; higher demand on public services; less peace & quiet and sense of security. We do not need to become another Hudson or Woodbury. Education needs to focus on quality of teachers and content of learning and less on expensive buildings & athletic fields. We need a new library with more space to allow for increased programming and community activities - a center for arts and culture and education. Hopefully we can grow but not destroy the small town charm and security.”*

*“Growth is only a good thing if the city can handle it. With the growing number of people, especially kids, there is going to be a huge need for additional school buildings to keep our class sizes at an acceptable size, we’re going to need additional recreational facilities (a second sheet of ice for hockey, additional baseball/softball fields, etc.) to allow our kids to grow and flourish like they should be able to do in a community like this. This city and surrounding area are already maxed out in some of these areas.”*

*"I'm excited for more opportunities to shop and eat in our community to keep our money local. Safety is our main concern as roadways are always busy, and crime and drugs come with our close location to the bigger cities."*

*"Nothing excites me about the growth. The houses are too close together, too expensive, and the apartment buildings are all low-income. Nothing has been done to improve the town nor to reduce taxes. Not actively bringing in bigger businesses will continue to hurt the town."*

*"Take a look at the River Falls Main Street and duplicate it - Theater, a variety of shopping, not just bars and tattoo shops. I would love to see Knowles Avenue busy on a Saturday with people shopping and staying downtown and excited to be here as a destination. What concerns me is East St. Paul has moved in and so has crime. It is not small town anymore where you know everyone like 30 years ago. I would also like to see more fast food choices so we wouldn't have to go to Hudson."*

*"We have the ability to have all the perks of the cities without the traffic and with a strong sense of community. We should continue to improve our schools and recreational opportunities for the kids to continue to keep the quality of life high for kids and families."*

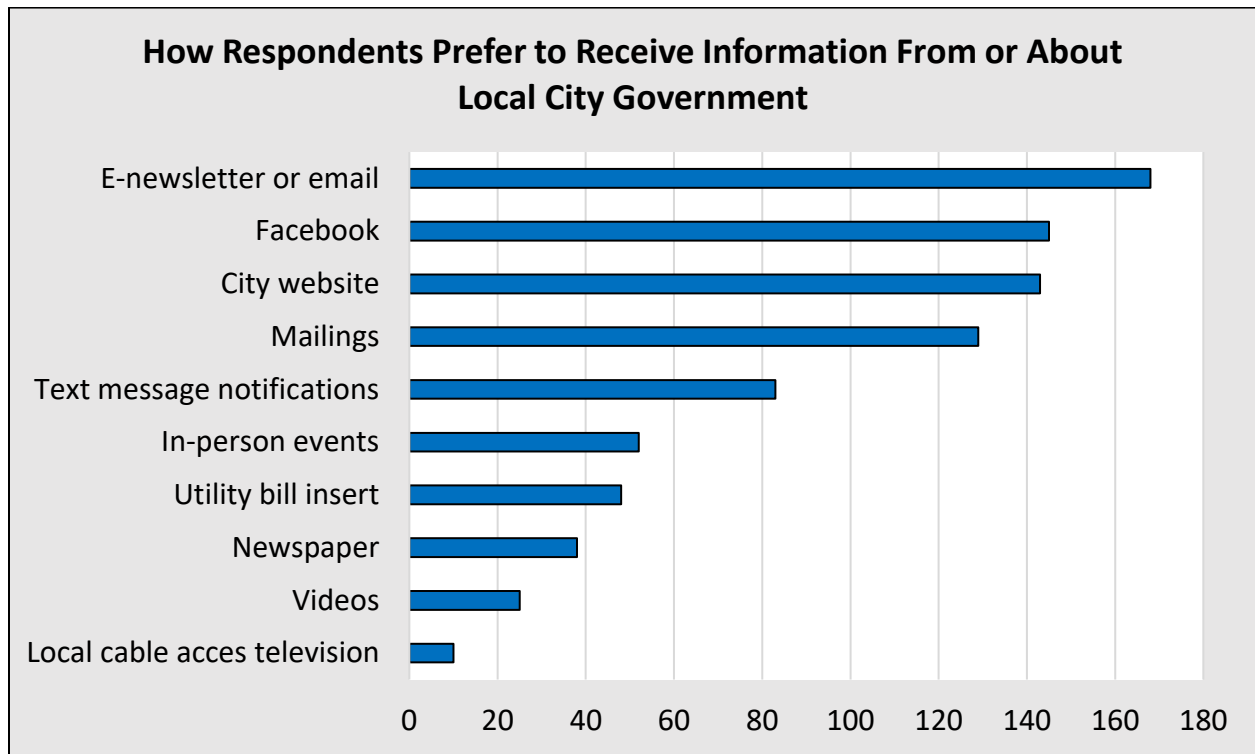
*"I'm not excited about the growth. I'm concerned about crime and higher property taxes."*

*"Making sure we are keeping people safe. I come from a very small town and it is struggling to grow. I love coming here not as a huge community but having great schools with opportunities. I just hope we are prepared for this growth. But with growth we need to invest in our people. Getting more facilities for kids to do great things. Investing wisely and keeping this community safe and people having things to keep them here doing things in our town."*

*"I worry about discrimination that will come with growth. As our city grows, we will undoubtedly become more diverse, I fear our current population will not handle that diversity well and will not welcome the newcomers. Instead of seeing the positive side of a more diverse population, some people will only see in stereotypes, generalizations and outright racism. This saddens me, as I believe a more diverse community is a wonderful thing."*

*"I'm most concerned about push-back from long-time residents who don't want anything to change."*

## THOUGHTS ABOUT CITY SERVICES & ISSUES



**What is one thing the City of New Richmond does well or that you would otherwise consider as an overall strength?**

THEME	# of Responses
Appearance & cleanliness	35
Parks and trails system	29
Communication	24
Public safety/police department	24
Community events	15
City staff	11
Street maintenance	10
Snow removal	8
Downtown streetscape	8
Utilities	7

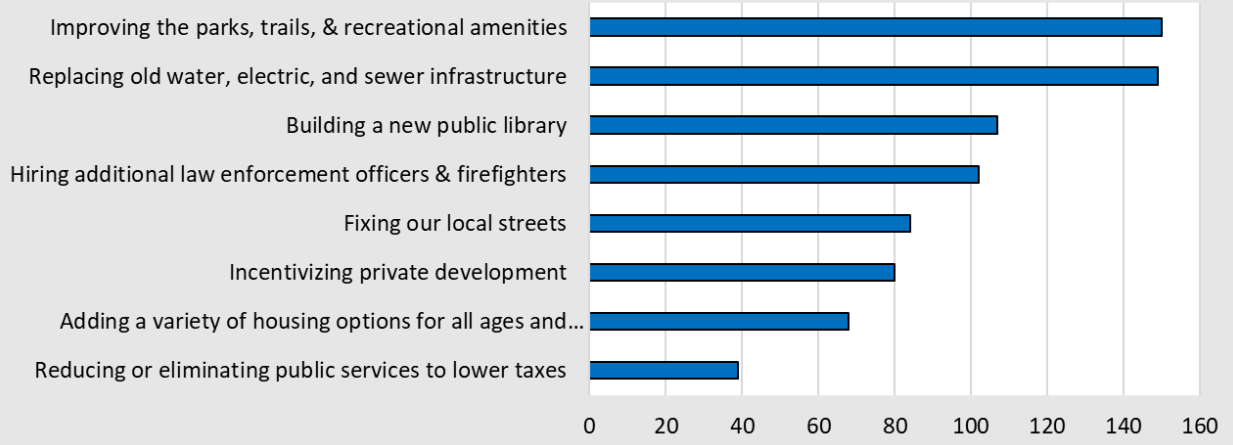
## What is one thing the City of New Richmond can improve upon?

THEME	# of Responses
Communication	27
Youth athletic facilities	21
Business recruitment	15
Taxes	15
Internet	14
Parks and trails system	13
Public safety	11
Downtown streetscape	8
Library	8
Streets	8

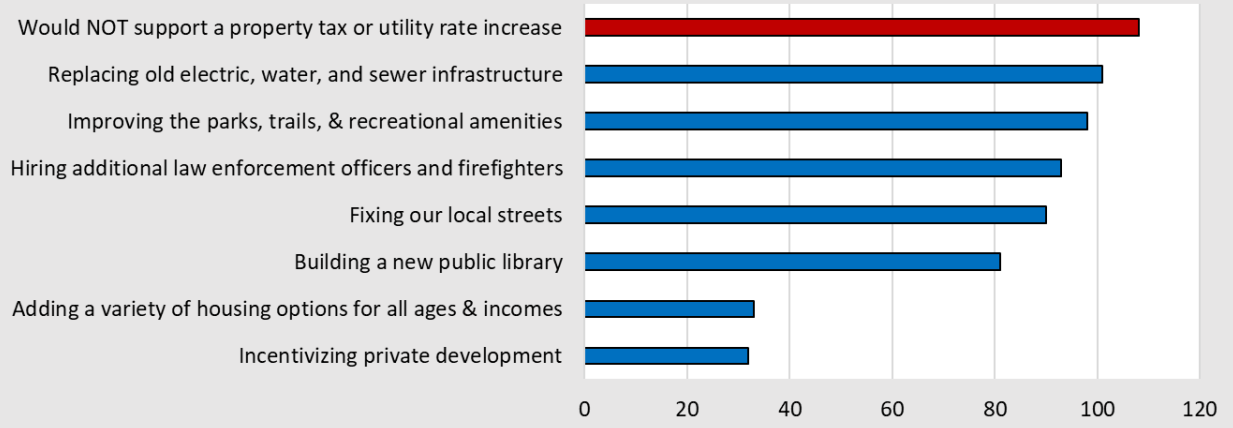
## Which of the following statements do you agree with?

Statement	# Respondents in Agreement
New Richmond is a great place to raise a young family.	201
Collaboration between the City and other governing bodies is important.	183
Ensuring public safety is the most important role of local government.	153
The New Richmond community needs better park and recreation facilities and amenities.	144
Local leaders have done a good job maintaining or upgrading our streets, sidewalks, and utilities.	140
The City of New Richmond has skilled, knowledgeable, and hard-working employees.	119
New Richmond should strive to be a leader in environmental sustainability.	112
The design and construction of a new public library should be a top priority for local leaders.	96
Public funds should be used to incentivize new or existing private businesses to build in New Richmond.	94
I have more trust and confidence in local government than I do state or federal government.	88
New Richmond is a great place to work and/or start a business.	81
New Richmond is a great place to live after retirement.	71
Local leaders are fiscally responsible with limited resources.	57

**Projects or Initiatives Respondents Would Prioritize in the Next Five Years if They Were Elected to the City Council**



**Respondents' Support for a Property Tax or Utility Rate Increase to Achieve or Implement the Following Projects or Initiatives**



## Complete the Sentence

“I wish the City of New Richmond would spend less money on \_\_\_\_\_.”

THEME	# of Responses
Buying property	32
Library	23
Low-income housing	20
Parks	8
Police	7
Disc golf	6
Development	6
City employees	5
Coffee shops	3
Public works	2

“I hope the City of New Richmond will continue to \_\_\_\_\_.”

THEME	# of Responses
Remain a safe community	28
Attract new businesses	19
Grow	18
Solicit feedback and engage with the community	14
Improve parks and trails system	12
Improve athletic facilities	11
Support community events	10
Plan for the future	10
Keep its small town feel	9
Remain “the City Beautiful”	9



**“I wish the City of New Richmond would stop \_\_\_\_\_.”**

THEME	# of Responses
Building low-income housing	20
Building apartments	13
Growing	13
Buying and owning property	12
Raising taxes or wasting tax dollars	11
Planning to build a new library	6
Resisting change	4
Allowing outside businesses to come here	4
Taking so long to build a new library	3
Discouraging businesses from building here	3
Making decisions without public input	3

**What should the top priority be for the City of New Richmond in the next five years?**

THEME	# of Responses
Economic Development	35
New Public Library	28
Streets, Utilities, & Infrastructure	27
Public Safety	24
Balanced Growth & Planning	22
Hockey	22
Youth Athletics	19
Reducing Taxes/Fiscal Responsibility	17
Parks & Trails System	13
Schools & Community Education	10
Internet	9
Affordable Housing	6
Renewable Energy	3