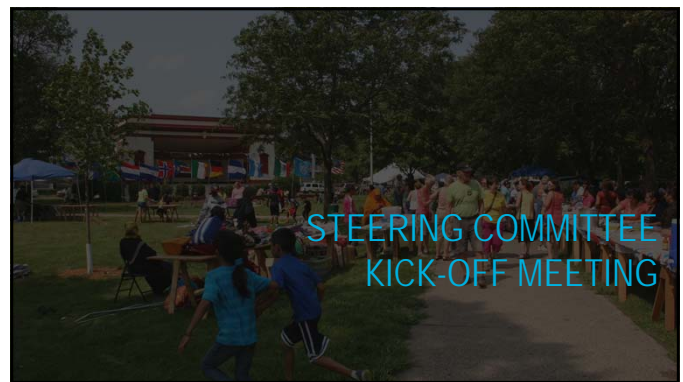


Meeting #2 Goals

- ✓ *Overview of Steering Committee and Community at large Kick-off Meetings*
- ✓ *Review of Community Background Materials*
- ✓ *Overview of Project Website and Survey Questions*

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Steering Committee Kick-off Meeting

Meeting Date: 05/10/18
 Meeting Time: 6:00 – 8:30pm
 Location: TBD

Purpose:

This will be a joint session meeting (with the three steering committees) with the purpose to:

- *Explain project process*
- *Review their involvement*
- *Present a brief overview of community background information*
- *Gather general community thoughts*
- *Get to know each other better*
- *Ask questions*

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Meeting Set-up

The meeting will be designed as workstations to encourage interaction and participation among members. Below is the intended agenda:

- *Sign-up*
- *Welcome/Introductions*
- *Workstations*
- *Next steps*
- *Adjourn*

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Workstations

The core of the meeting will be focused on 4 rotating stations:

- **Station A: *Your Involvement***. This station will give a 10 minute overview to each of the committees regarding their role/responsibility (we would provide a handbook). This would also have a 5 minute open Q/A time slot.
- **Station B: *"Our Community"***. This station will give an overview of background information gathered so far.
- **Station C: *"Your Thoughts"***. This station will go over 4 general questions regarding general thoughts on Fairbault as a whole.
- **Station D: *"Meet your Neighbor"***. This will be an exercise for participants to identify where they Work, Live, and Play (whichever applicable) with dot exercise on a large city-wide map. We will also have post-it cards for participants to write down and place any thoughts on the map.

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Rotations

	Name	Introduction	Station A	Station B	Station C	Station D	Sequel
1	Steve Underdahl, City Council	X	3	2	1	4	X
2	Dave Albert, Planning Commission	X	3	1	4	2	X
3	Christopher Braden, Chamber of Commerce Representative	X	3	1	2	4	X
4	Dave Campbell, Planning Commission	X	3	4	1	2	X
5	Brendan Kennedy, Housing and Redevelopment Authority Rep.	X	3	2	1	4	X
6	Chad Wolff, School Representative	X	3	4	2	1	X
7	Red Greene, Vision 2040 Representative	X	3	4	1	2	X
8	Troy Zukowski	X	3	4	2	1	X
9	Kay Quisness, City Council	X	1	2	3	4	X
10	Ann Vohls, Planning Commission	X	1	2	4	3	X
11	Ron Dreyer, Heritage Preservation Commission Representative	X	1	3	4	2	X
12	Matt Drivner, Main Street Representative	X	1	3	2	4	X
13	Nate Chapaus, Downtown Business Owner	X	1	2	4	3	X
14	Dr. Mike Ruffin, Vision 2040 Representative	X	1	4	2	3	X
15	Joel Mervola	X	1	3	4	2	X
16	Elizabeth Gay, City Council	X	1	4	3	2	X
17	Royal Ross, City Council	X	1	2	3	4	X
18	Janna Visconti, City Council	X	1	3	2	4	X
19	Mike Schneider, Planning Commission	X	2	1	3	4	X
20	Lola Brand, Park Board Representative	X	2	3	4	1	X
21	Kevin Hildebrandt, School	X	2	4	1	3	X
22	Breanna Wheeler, Natural Resources Representatives	X	2	1	3	4	X
23	Tony Langford, Vision 2040 Representative	X	2	3	4	1	X
24	Eric Skerell	X	2	4	3	1	X
25	Lisa Ewert	X	2	4	1	3	X
26	Bert Jackson	X	2	3	4	1	X
27	Chuck Ackman, Planning Commission	X	N/A	3	2	1	X
28	Kevin Vorach, Mayor	X	N/A	1	2	3	X
29	Tom Spooner, Planning Commission	X	N/A	2	1	3	X
30	Steve White, Planning Commission	X	N/A	2	3	1	X

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Community at Large Kick-off Event

Meeting Date: 05/17/18
Meeting Time: 6:00 – 8:30pm
Location: TBD

Purpose:

The intent of the Community event is to welcome the public, explain the project purpose, gather input, and spark excitement about the project process.



CITY OF FAIRBULT: JOURNEY TO 2040 PLAN

Meeting Set-up

- **Sign-In.** Front table with staff welcoming and orienting people. Sign-up sheets, email sign up, comment cards, and where do you live map will be available.
- **Welcome/Introductions.** Brief introduction of Committee participants, city staff, and the team.
- **Presentation.** Go over the project purpose, planning process, project schedule, project website, and to go over the meeting format. We'll also do a quick overall background gathering information to date.
- **Q/A.** Open up to Questions from members before starting the station breakout sessions.
- **Break-Out Sessions.** Four stations open for participants to interact on various activities staged as **LEARN, WISH, SHARE, ASK** Stations.

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Stations

STATION	GOALS	ACTIVITY
LEARN	<ul style="list-style-type: none"> Inform community of prior planning, current situation, challenges and opportunities Gain local knowledge on existing conditions from stakeholders Gather learn preliminary observations to date 	<ul style="list-style-type: none"> Focus: The "learn" station covers the entire Journey to 2040 Project spectrum Learn Wall <ul style="list-style-type: none"> Background maps Previous planographics
WISH	<ul style="list-style-type: none"> Provide a non-technical jargon-free platform to exchange planning ideas Encourage maximum creativity in all age groups Temper community expectations (not all wishes can be granted, at least in the short term) Collect and collate the community's aspirations 	<p>Focus: The "wish" station is focused on gathering needs, desires from the community, as well as expected outcome from the Plan process.</p> <p>Option 1:</p> <ul style="list-style-type: none"> Wishing Well: Interactive exercise where community members will pin wishes ("I wish for ____") to a wall under the title: "Our Journey to 2040 Wish List." <p>Option 2:</p> <ul style="list-style-type: none"> Flag your wishes: Interactive exercise where community members will write down their wishes on flags based on planning themes and place them on flag poles <p>Option 3:</p> <ul style="list-style-type: none"> Wish your wishes: Interactive game where community members will "weave" (with colorful yarn) through a series of boards with general thoughts on desires for the Journey to 2040 plan. This will focus participants to "identify" a path of prioritizations most important to them
ASK	<ul style="list-style-type: none"> Discover what your level Gather and answer questions in real-time and offline Turn the process into ongoing questions and comments 	<p>Focus: The "ask" station would be staged as a community message board</p> <ul style="list-style-type: none"> Large aerial photo of the study area as a reference Unlined wall painted with chalkboard coating FAQ sheets with computer terminal for additional questions City and Elected officials signs also present to address questions
SHARE	<ul style="list-style-type: none"> Gather local knowledge on the study area to inform the plan Document community voices to add to the record of the public process. 	<p>Focus: Record personal stories about their connections to Fairbault. Rather than focusing on the past, we will ask about existing assets and hopes for the future.</p> <ul style="list-style-type: none"> Video booth <ul style="list-style-type: none"> Option 1: Participants are allowed 30 seconds to answer a single, broad question like: "What is your favorite thing about your neighborhood?" and "What would you like for Fairbault in the next 20 years?" Option 2: Participants are asked three individual questions based on their desires for Fairbault as a whole, downtown plan area, and the parks, trails, and open space.

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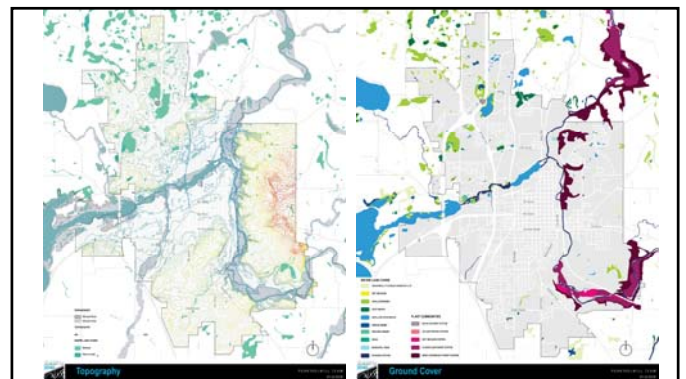
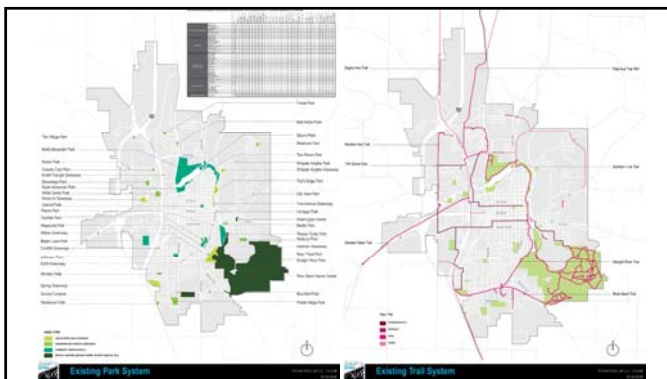
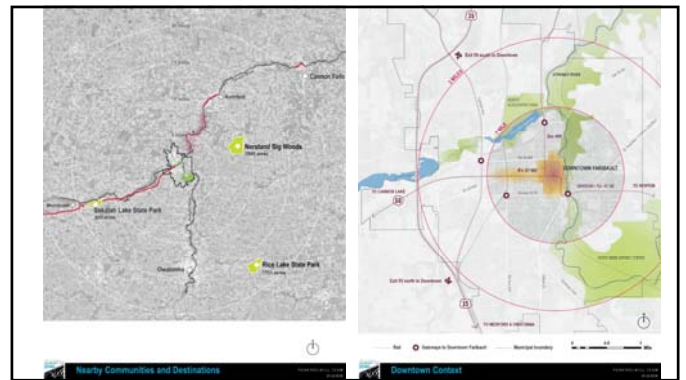
SHARE Station

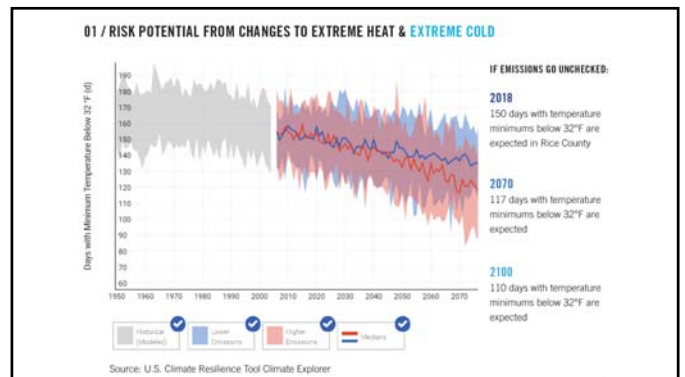
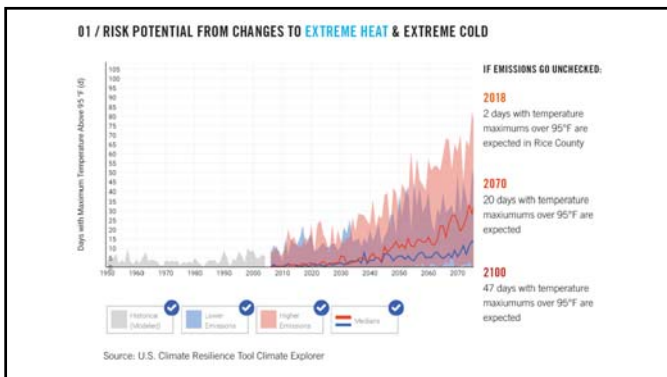
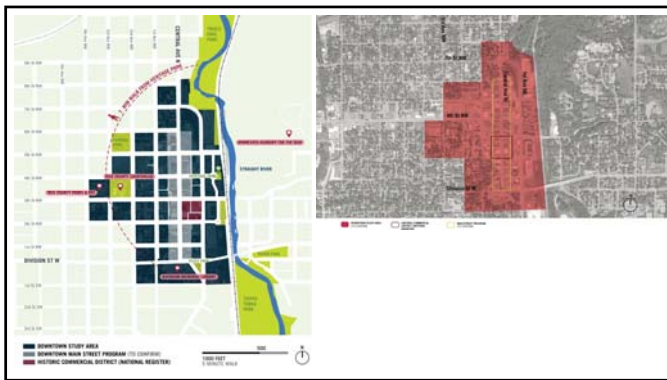
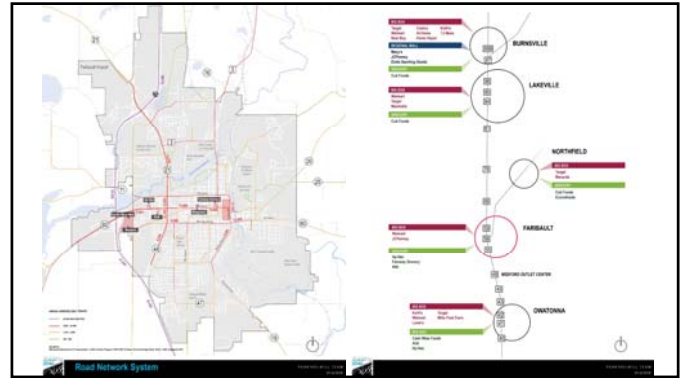
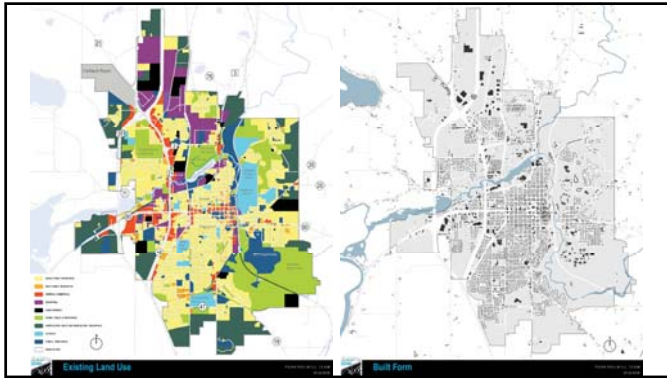


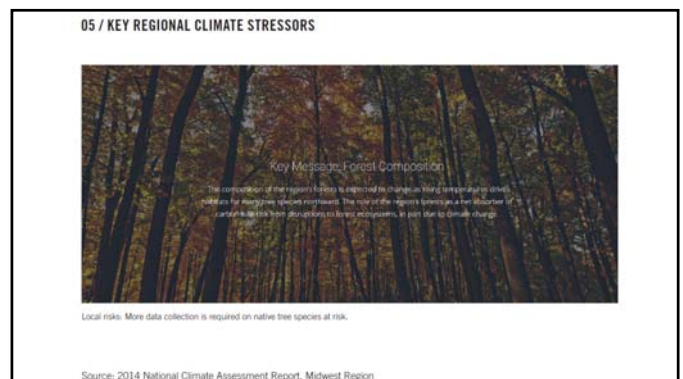
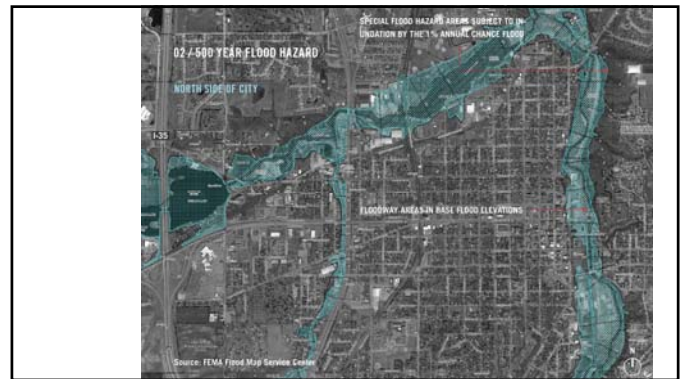
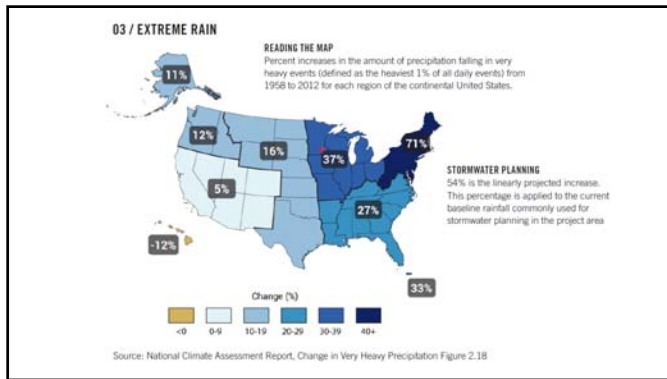
LEARN Station



CURRENT BACKGROUND INFORMATION







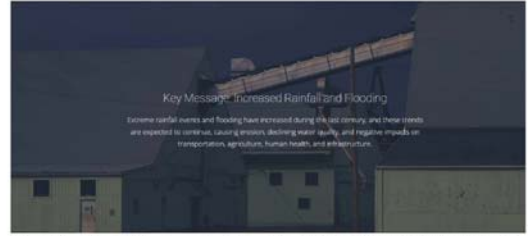
05 / KEY REGIONAL CLIMATE STRESSORS



Local risks: Increases in winter temperatures are not likely to directly impact human health (beyond what cold weather in Minnesota already does to human health). However, heat waves upwards of 95 degrees Fahrenheit would create health risks for all ages, but particularly the seniors population of Faribault. Water quality may be negatively impacted by more frequent floods and intense rainfall.

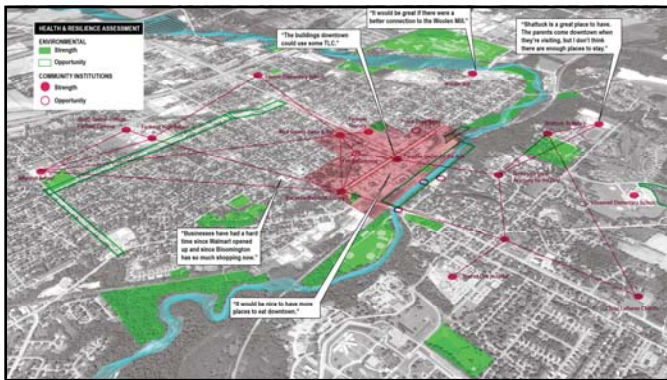
Source: 2014 National Climate Assessment Report, Midwest Region

05 / KEY REGIONAL CLIMATE STRESSORS



Local risks: Heavy rainfall has led to flooding and damage around the Caron River. Water and wastewater facilities are at risk (a berm serves as limited protection from the river). State highways have been inundated in the past 5 years, with just a few inches of rain enough to stall or drift cars. Heavy rainfall in September 2016 led to the City declaring a state of emergency because of flooding along the Caron and Straight Rivers.

Source: 2014 National Climate Assessment Report, Midwest Region



Geography

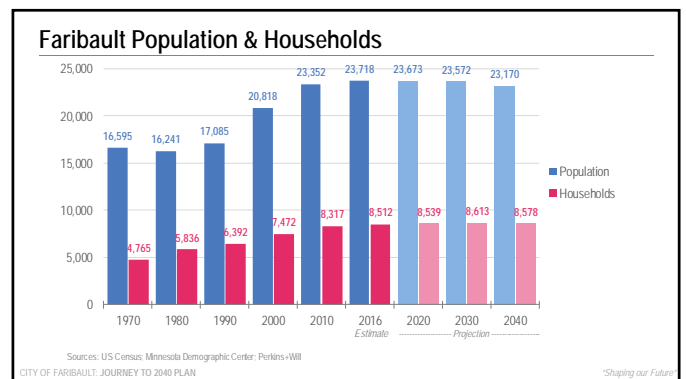
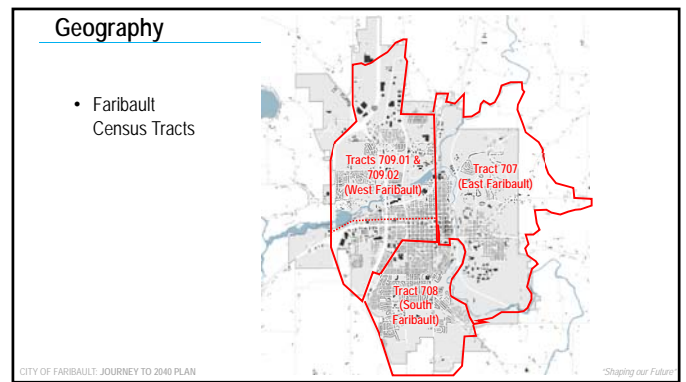
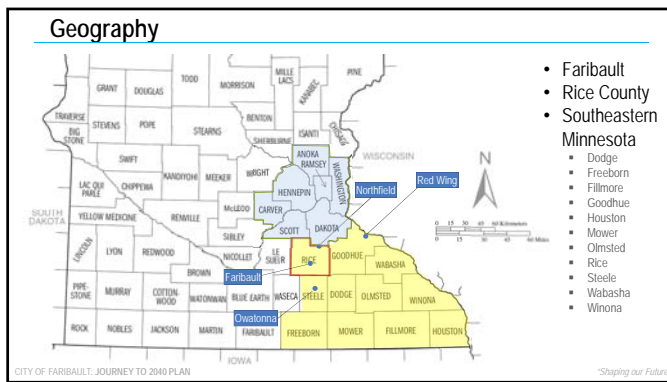
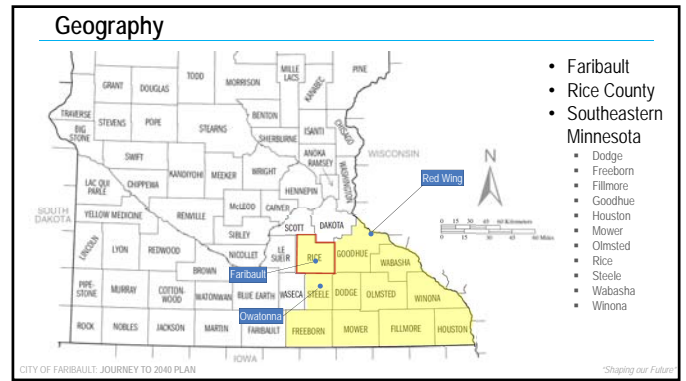
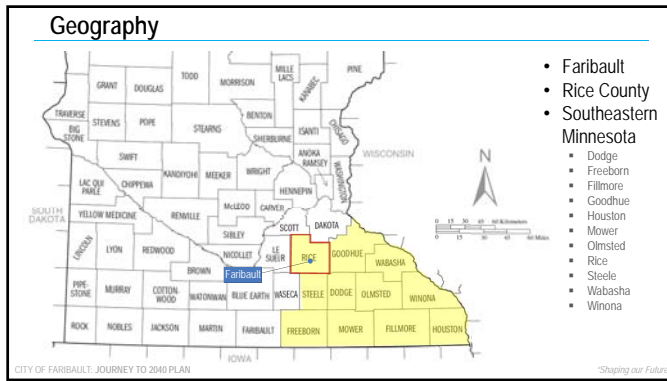
- Faribault



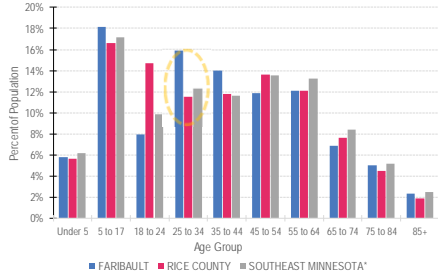
Geography

- Faribault
- Rice County

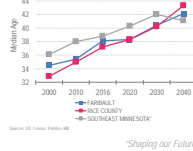




Age Distribution (2016)



- Population age 65+ is projected to increase by **2,600** through 2040
- Population under 65 is projected to decrease by **-3,100** through 2040

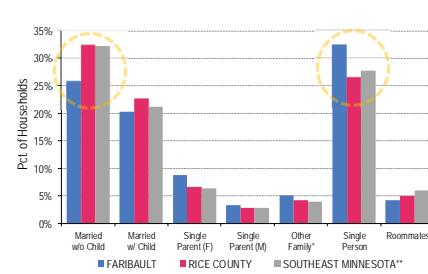


* Southeast Minnesota consists of the following counties: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona
Sources: US Decennial Census, 2000 and 2010; US Census, American Community Survey (2016); Perkins+Will

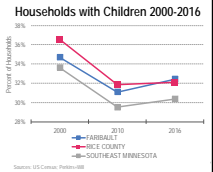
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Household Type (2016)



- Household type directly influences the type of housing that is needed

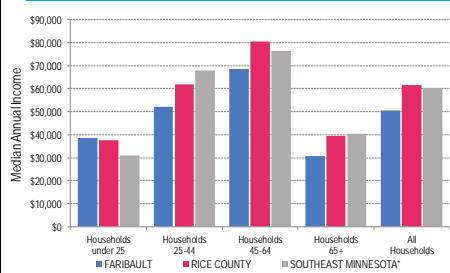


* Other Family households can consist of households with adult siblings, parents with adult children, or householders with parents
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Sources: US Census, Perkins+Will

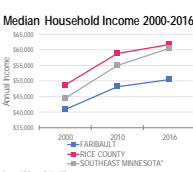
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Household Income (2016)



- Faribault's median household income is about **20%** below the Rice County and SE MN medians

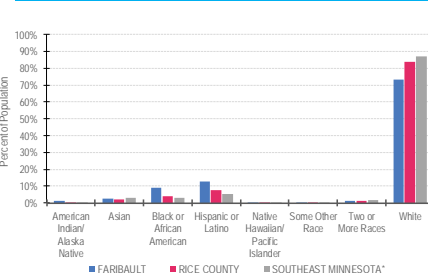


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Sources: US Census, Perkins+Will

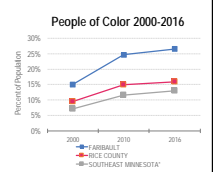
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Race/Ethnicity (2016)



- Faribault is diverse; nearly **27%** of the population are people of color.



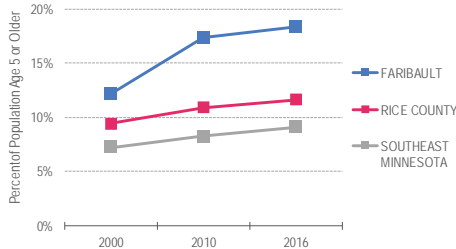
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Sources: US Census, Perkins+Will

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English Proficiency (2016)

English as a Second Language

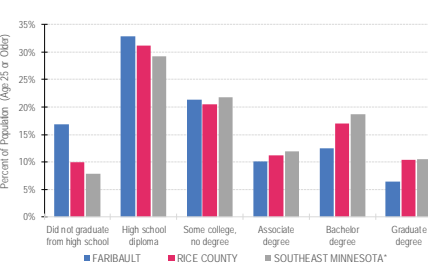


- Those who speak English as a second language increased significantly from 2000 to 2010, but the rate of change has slowed considerably since 2010.

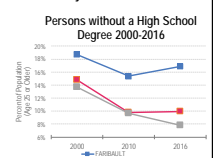
Sources: US Census, Perkins+Will
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Education Levels (2016)



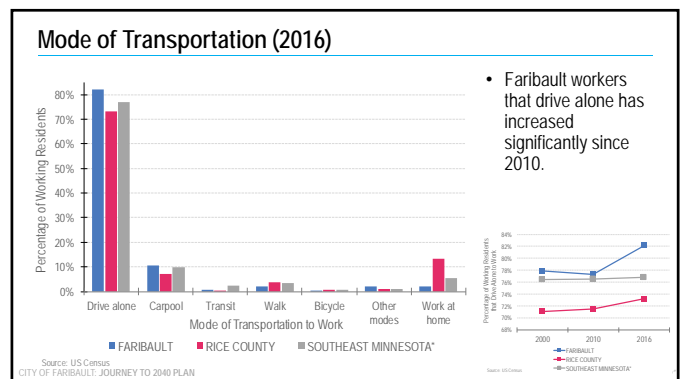
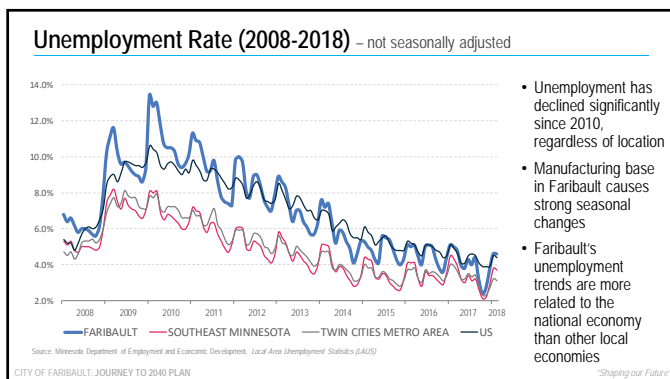
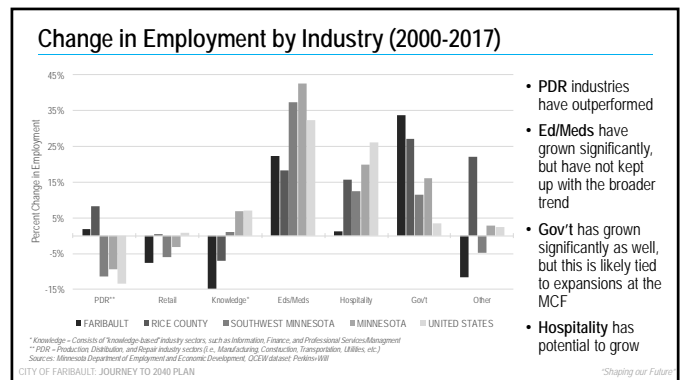
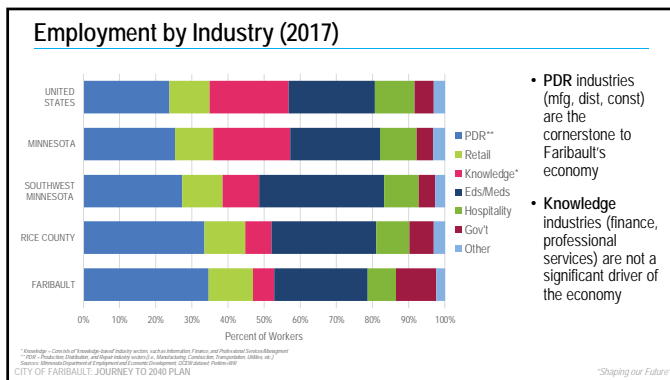
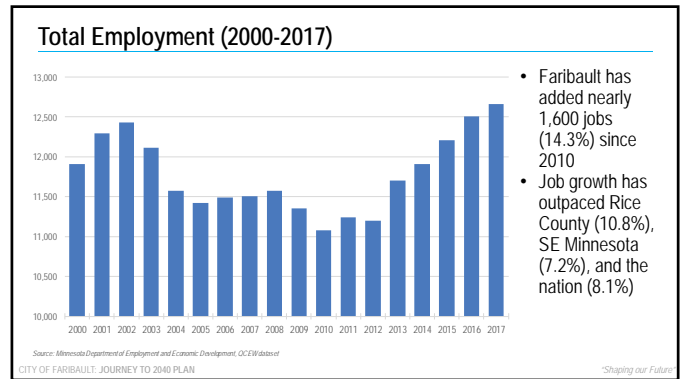
- Lower levels of formal education are often correlated with where people were born and the types of local jobs.

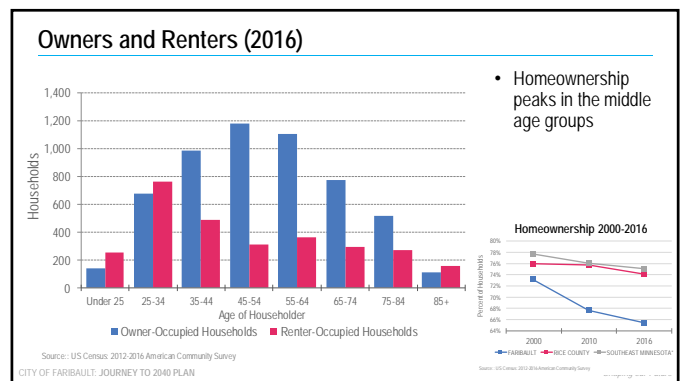
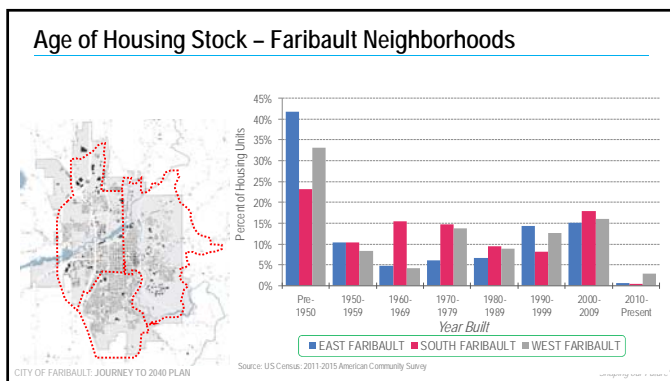
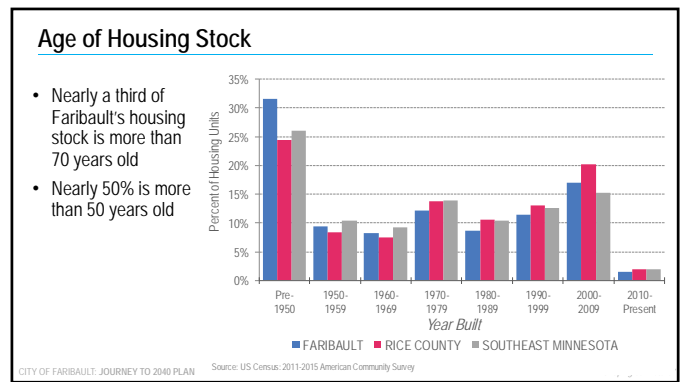
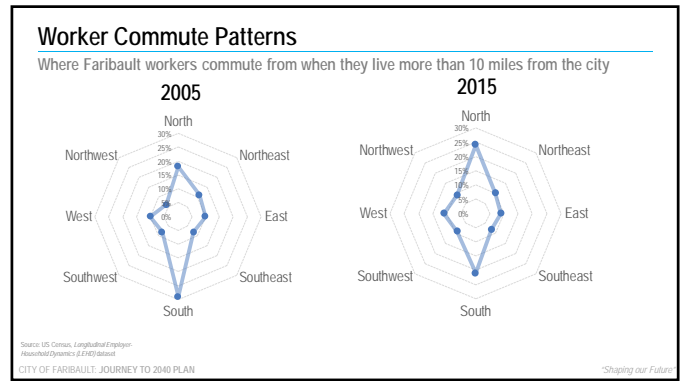
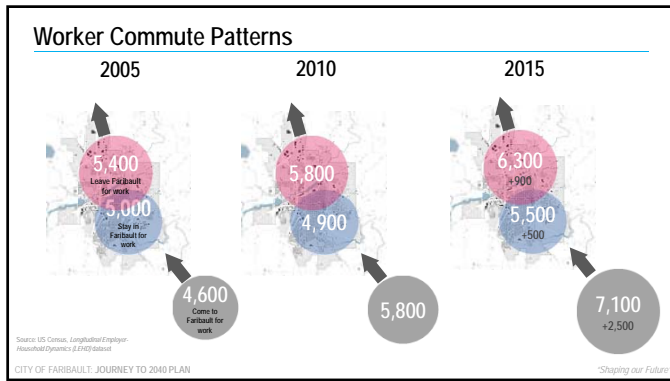


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Sources: US Census, Perkins+Will

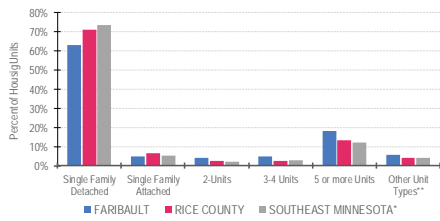
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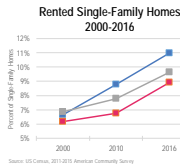


Type of Housing (2016)



* Southeast Minnesota consists of the following counties: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, and Winona.
 ** The overwhelming majority of "Other" unit types consists of mobile or manufactured homes.
 Source: US Census, 2011-2015 American Community Survey

- The dominant housing type in Faribault is detached single-family homes. However, Faribault also has an important supply of apartment buildings.



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Rental Market Trends

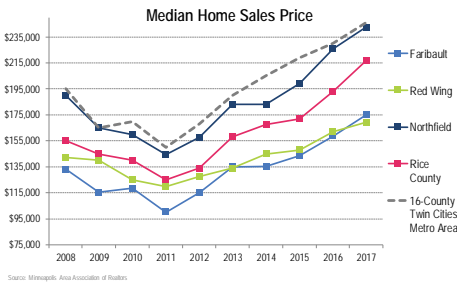
- Range of rental options (2012 Rice County Housing Study)
 - 685 market rate units
 - 491 subsidized units (deep subsidy)
 - 106 tax-credit units (shallow subsidy)
 - 301 senior housing units
- No rental properties have been developed since 2011
- Faribault vacancy rate is 0.8% -- this is extremely low (January 2018 study)
- On-line research of available (which are few) indicate that rents have gone between 10-20% since 2012
- Job growth has fueled demand
- Favorable demographics

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For-Sale Market Trends

- For-sale housing market has been in recovery since 2011
- The prevalence of older homes in Faribault and its distance from the core of the Twin Cities means the median sales price is about 70% of the metro area median



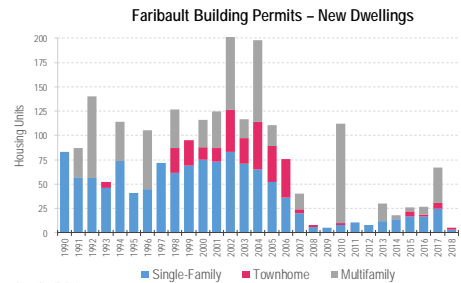
Source: Minnesota Area Association of Realtors

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New Home Construction

- New home construction declined significantly during the housing bust, and has yet to reach historic growth patterns

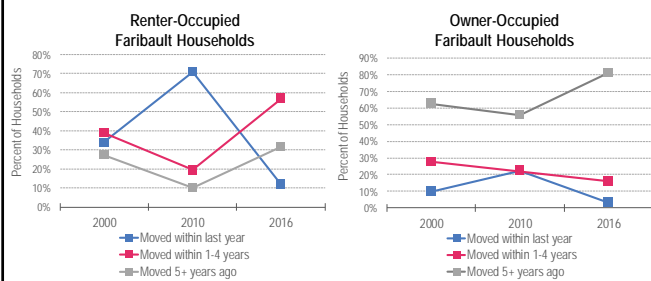


Source: City of Faribault

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Geographic Mobility (2000-2016)



Source: US Census, Perkins+Will

Source: US Census, Perkins+Will

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Retail Market Trends

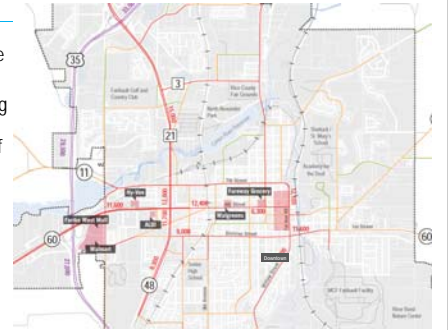
- Industry undergoing major changes
 - *A lot of uncertainty among major retailers is slowing growth*
- Greater emphasis on selling an experience compared to selling a good
 - *Competition with on-line retailers*
- Store formats are getting smaller
 - *Not as many "big-box" stores being developed*
- Services, especially food, are taking the premier sites/locations

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Retail Situation

- Walmart has already made its impact on downtown
- Faribo West Mall struggling with obsolete building and non-complementary mix of retailers
- Downtown has good "bones" to compete with on-line retailing and big-box stores by providing an experience

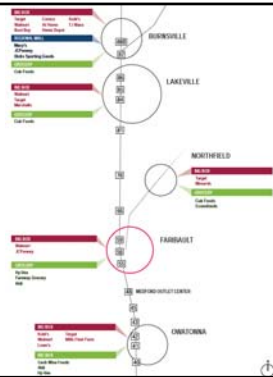


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Retail Situation

- Competition from nearby markets hems in trade area
- Slow household growth will limit growth of overall retail square footage and interest among national chains
- Repurposing of old retail space will help "right-size" the market and encourage reinvestment into well located spaces
- Recent retail listings (e.g. Mill City space and Family Dollar) have signed new tenants



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Office Market Trends

- Fewer square feet needed per worker means less demand for office space – even when companies expand
- Office-based employers are looking to locate near neighborhood amenities (e.g., shops, restaurants, parks, trails) in order to attract and retain younger workers
- Telecommuting is increasing, but socialization remains important.

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Office Market Trends

- "Knowledge" industries (Financial Services, Professional Services) have a limited presence in Faribault, which limits demand for traditional office space
- New office development has gravitated to the Lyndale Corridor between 7th Street and I-35
- Most of the new office development consists of medical office space

CITY OF FARIBAUT, JOURNEY TO 2040 PLAN

"Shaping our Future"

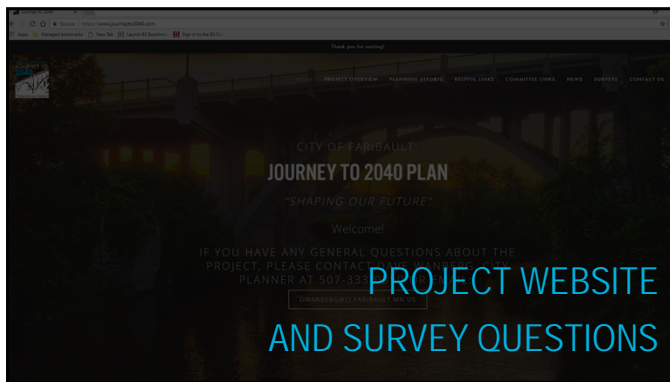


Industrial Market Trends

- Industrial market has been very strong in recent years with declining vacancies and rising rents
- Demand first increased closer to the core of the Twin Cities, but now rising land costs are pushing development further out along the main transportation corridors
- On-line retailing is driving some of this demand, which requires decentralized distribution systems in order to meet rapid delivery goals
- Faribault is proximate to large portions of the south metro of the twin cities, yet it would compete with other communities aggressively trying to capture this demand (Elko-New Market, Lonsdale, and Northfield)

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Survey Questions

General Project Related Questions:

1. What do you like best about Faribault?
2. What are the most important changes you would like to see take place in Faribault?
3. Use ONE WORD to describe your thoughts of Faribault today
4. Use ONE WORD to describe your desired Vision for Faribault community in 2040

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Survey Questions

Fun Community Questions:

1. What's your best childhood memory?
2. What is one of your most cherished memories about Faribault?
3. What is the one "must do" activity in Faribault?
4. What kind of activities do you think would support local businesses in Faribault?
5. What's the most beautiful place you've ever been?
6. If you had to live in a different city in Minnesota, where would it be?
7. Why would you live in that City?
8. Using one word, how would you describe Faribault?
9. What is your favorite place to visit in Faribault?
10. Where was the last place you visited in Faribault?
11. Do you live in Faribault?
12. Do you work in Faribault?

13. _____
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Survey Questions

Other Random Questions:

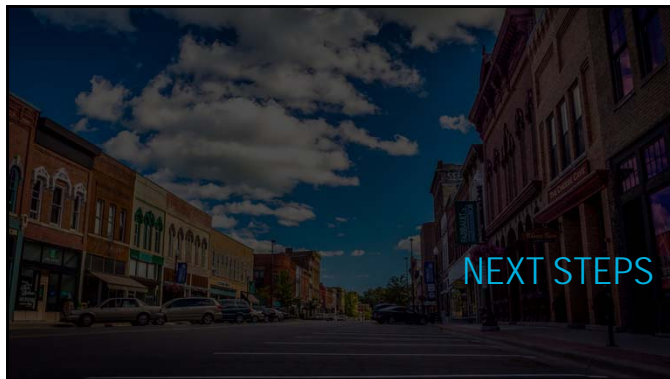
1. If you could have a superpower, what would it be?
2. Who would you like to live like for a day?
3. If you could time travel, where would you go?
4. What's your favorite holiday?
5. What accomplishment are you most proud of?
6. Which historical figure would you like to be?
7. What's your favorite childhood book?

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Next Steps

- ✓ Please provide any feedback from the materials reviewed today and send to Dave by Tuesday, May 1st
- ✓ Attend both the Steering Committee and Community Event Kick-off Meetings!
- ✓ Please review all materials for the next upcoming meeting. We will send draft materials in advance
- ✓ Meet again (same location and time) on May 24th. Please don't forget to bring your Handbook!
- ✓ Visit the Project Website!

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