



WHITE PAPER

Community Engagement Report for Racine's Comprehensive Plan

July 2022



Prepared for the City of Racine on behalf of
Payne Consulting
by Santiago Global Consulting

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Executive Summary

The following white paper provides an analysis of community input regarding aspects of City of Racine's Comprehensive Plan. Data was collected throughout June 2022.¹ Over 2000 individuals gave feedback for this report: 1865 Racine residents, 193 non-residents, and additional public participants who attended community outreach events described below. Community input was gathered through the following four data sources:

- ◆ An online city-wide survey
- ◆ An online "mini-survey" targeting youth and residents of color
- ◆ Four community conversations with different populations, and
- ◆ Mapping and neighborhood naming activities at three community outreach events.

The report is organized according to the proposed sections of Racine's Comprehensive Plan. Respondent demographic and attendance data can be found in the last section of this report.

CITY-WIDE SURVEY

The city-wide survey collected responses from 1456 Racine residents. Data was weighted and has a margin of error of +/- 2.0% with a 95% confidence interval. Essentially, what this means is in 95 out of 100 cases, the results based on the survey's sample will differ by no more than 2 percentage points in either direction from what would have been obtained by interviewing all Racine residents. Additionally, 193 non-residents completed the city-wide survey (36% work in the city, 10% own rental property, and 6% own businesses.) This report focuses largely on resident input and notes when data points include data from non-residents.

MINI-SURVEY

In order to solicit responses from historically underrepresented voices, a separate shorter survey was conducted to assess priority areas.

Data Sources

COMMUNITY CONVERSATIONS

Input also came from four community conversations held between June 14-23, 2022. Participating residents were representative of Racine's demographics: Young people (14-20 years old), small & minority-owned businesses, African Americans, and Hispanics/Latinos.

COMMUNITY OUTREACH EVENTS

At three Racine Bounces Back community outreach events, residents completed a mapping activity, showing what they would add to the community and where, and a neighborhood naming activity, where they drew a boundary around the area that they considered to be their neighborhood and gave the area a name.

¹ Community input collected in this report reflects recent public concerns regarding Racine's crime rate during this period, as fatal shootings had reached 6 homicides, compared with 3 homicides by June the following year.

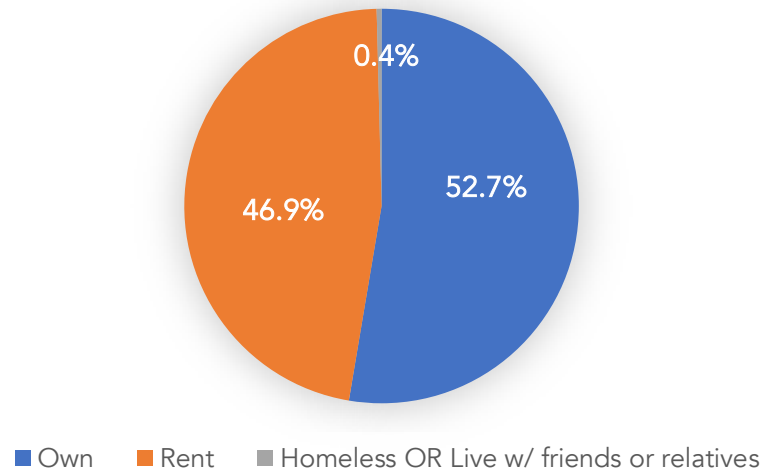
Community Input

I. HOUSING

I.A. Demographics

The majority of Racine residents live in the 53402 and 53403 zip codes with 45% of all residents living their whole lives in Racine. 53% of Racine residents are homeowners and 47% renters. 61% live in detached single unit houses.

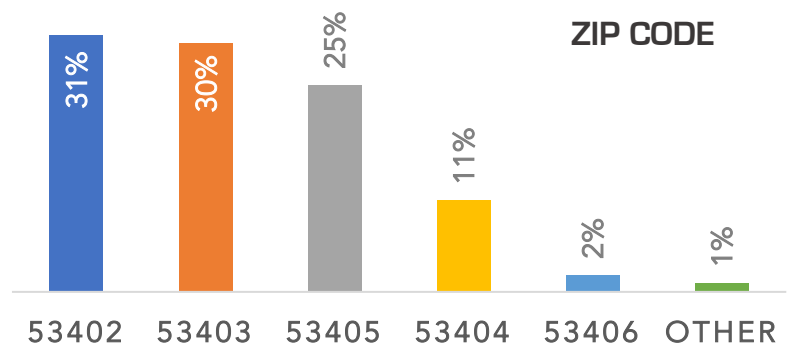
HOUSING STATUS



HOW MANY PEOPLE LIVE WITH YOU?

1	25%
2	35%
3	17%
4	13%
More than 4	9%
Prefer not to say	1%

ZIP CODE



LENGTH OF RESIDENCY

Overall, 45% of Racine residents have lived in Racine all their lives, and 32% have lived in Racine more than 10 years. The picture changes when looking at race/ethnicity. More than any other race/ethnicity, **60% of all African-Americans living in Racine have lived here their whole lives.**

	All my life	More than 10 years	6 to 10 years	Less than 5 years
Black or African American	60%	27%	3%	10%
Hispanic or Latino	45%	26%	16%	14%
White or Caucasian	39%	36%	11%	13%
Multi-racial/ethnic	32%	38%	15%	14%
Native American or Alaska Native	12%	88%	0%	0%
Asian or Asian American	9%	59%	12%	19%
Native Hawaiian or Other Pacific Islander	0%	35%	0%	65%

I.B. Housing & Residential Strengths & Weaknesses

Rating Racine's housing and residential areas, more people (residents and non-residents alike) rated **each category as a weakness** rather than a strength. For example, over half (53%) of Racine residents viewed the **availability of affordable rental housing** as a weakness (with only 12% viewing this as a strength). In terms of **housing that appeals to young professionals**: 47% of residents and 60% of non-residents viewed this as a weakness.

	Strength	Neutral	Weakness
The availability of affordable rental housing	12%	36%	53%
Housing that appeals to young professionals	12%	41%	47%
The availability of affordable homes for purchase	18%	36%	46%
Quality of housing	14%	39%	46%
Range of housing options	17%	40%	43%
The value of homes	21%	48%	31%
Housing options for seniors	19%	52%	29%

Top 3 housing and residential areas that need the most improvement

The availability of affordable rental housing	51%
Quality of housing	50%
The availability of affordable homes for purchase	46%

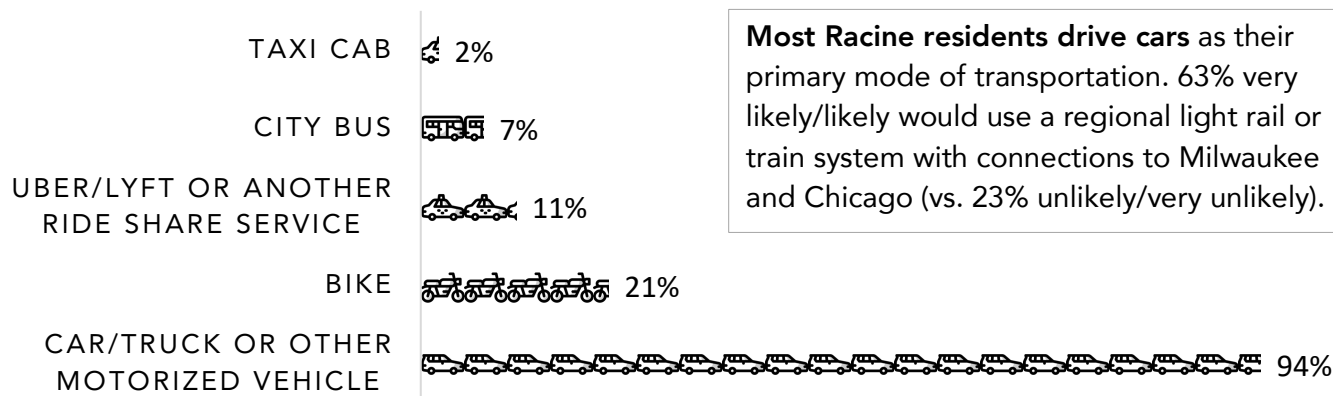
I.C. Housing Security

During the Community Conversations, Hispanics/Latinos (H/L), African-Americans (A), and business owners (B) cited **lack of housing security and options** as one of the most important community development issues, especially in light of rising costs:

- "The #1 thing that I hear from the people sitting in my cab is about housing. They can't afford to rent a 3-bedroom apartment" (B).
- "There's only income-based housing or 2-bedroom apartments for \$1500/month. Nothing in between that is affordable for working people" (A).
- "If you're not secure in your housing, it doesn't matter if you have a part-time job you can't do much else" (B).
- "Rent is insane, getting houses, getting loans, options for low-income people...that may be the most important because if you're paying too much for rent and not getting the salary to go along with that rent, you don't have extra money" (B).
- "The focus is not on the lack of economic funding like it should be. There are people out here on subsidized housing that will not progress or get better paying jobs for the fear of losing affordable housing" (H/L).

II. TRANSPORTATION

II.A. MODES OF TRANSPORTATION



II.B. TRANSPORTATION SYSTEM: STRENGTHS & WEAKNESSES

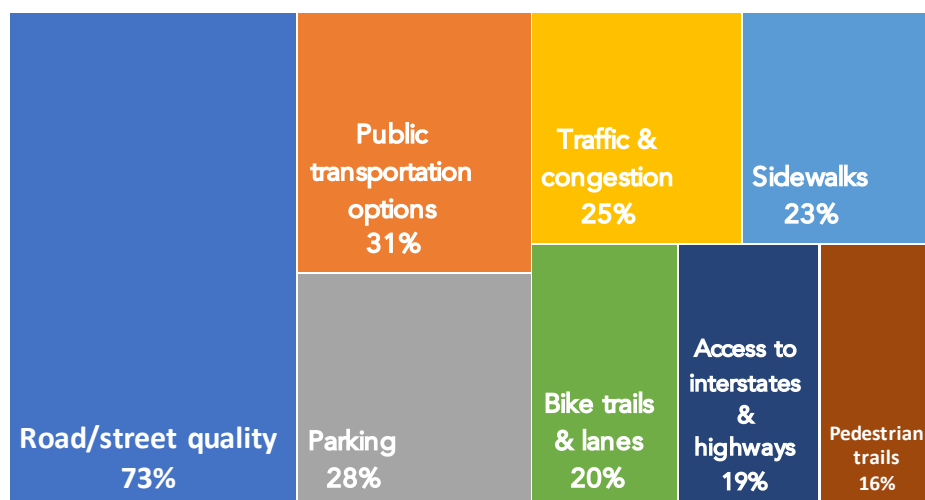
Racine residents viewed access to interstates and highways most positively. However, **road/street quality** received the most negative feedback, with 61% of residents viewing it as a weakness.

	Strength	Neutral	Weakness
Access to interstates and highways	45%	37%	18%
Sidewalks	34%	49%	17%
Bike trails and lanes	25%	53%	21%
Traffic and congestion	25%	52%	23%
Public transportation options	23%	53%	24%
Pedestrian trails	23%	54%	23%
Parking	21%	53%	26%
Road/street quality	11%	28%	61%

In terms of Racine's transportation system, **73% of residents said road/street quality was the area needing the most improvement.**

The next most cited category (31%) was the desire for more public transportation options.

*Residents could choose up to 3 categories.



II.C. Holes in the Public Transportation System

In the Community Conversations, addressing **holes in public transportation system** (including school buses) was a theme with young people (Y), Hispanics/Latinos (H/L) and business owners (B):



Connecting Racine workers to jobs:

- “People can’t get to their job or home from their job without having to waste 90 mins bouncing all around trying to catch a bus” (B).
- “There are more factory-based jobs coming to Racine but getting to them is difficult; especially if you don’t have descent transportation. My teenage kids work in the inner-city and walk to and from work. They make less at the McDonald’s closer to our home doing the same job as their friends who work for McDonald’s in better areas. I can’t get them to another location paying more, so this limits them” (H/L).
- “They are segregating us so people in the city can’t get out into the county. I would like to see the county integrated into the city. Good wages should be available anywhere in the city” (H/L).
- “You can only go so far in this city and you can’t get out. There is no bus that goes to 4 Mile Rd. So how are people that need to get out there getting to where they need to be? You can’t get to Mt. Pleasant or Sturtevant it stops in the city of Racine” (B).
- “The city buses only go so far, and you can’t even take one of the little Scooters around, if you get to the city edge the scooter literally stops. The scooter will cut off in certain parts of the city, that’s why you see them lying on corners around in some areas of the city” (B).



School Transportation:

- “You have to live a certain number of miles away from the school to get bus transportation” (Y).
- “You’re not allowed to miss 3 consecutive days of the bus. I would go to my dad’s house and be with him for 3 days and then I found out that they cut the bus line/bus stop from my mom’s house because I wasn’t out there often enough” (Y).

III. UTILITIES & COMMUNITY FACILITIES

III.A. SERVICES & FACILITIES: RANKED IMPORTANCE AND NEEDED IMPROVEMENTS

After roads/street conditions, a number of services and facilities (public utility services; fire, rescue, and police; and street lighting) ranked high (97%, 96%, and 95%) in importance, but relatively low (20%, 39%, and 40%) in terms of needing improvement.

By comparison, **public schools ranked both high in importance (86%) and in needing improvement (58%).**

How important are the following services and facilities to you?

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Conditions of roads/streets	98%	2%	0%
Public utility services (water, waste, etc.)	97%	3%	1%
Fire, rescue, and police	96%	4%	1%
Street lighting	95%	3%	1%
Public schools	86%	10%	5%
Availability of parking	84%	11%	5%
Handicap Accessibility	80%	15%	5%

Which services and facilities need the most improvement?

Conditions of roads/streets	71%
Public schools	58%
Street lighting	40%
Fire, rescue, and police	39%
Public utility services (water, waste, etc.)	20%
Availability of parking	17%
Handicap accessibility	10%

III.B. Community Centers: A Tale of Two Cities

One of the most significant ranking disparities relates to the importance of Racine's community centers for different populations in Racine.

When offered in a list of neighborhood priorities on the city-side survey, community centers ranked comparatively low (57%) in terms of importance (with 18% ranking them unimportant/very unimportant) for Racine's overall population.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Crime rate	98%	2%	0%
Property maintenance	94%	5%	1%
Housing quality and appearance	94%	5%	1%
Community centers	57%	25%	18%

However, when income levels or race/ethnicity are disaggregated, vast differences emerge.

White or Caucasian	40% ↓
Hispanic or Latino	65% ↑
Black or African American	86% ↑

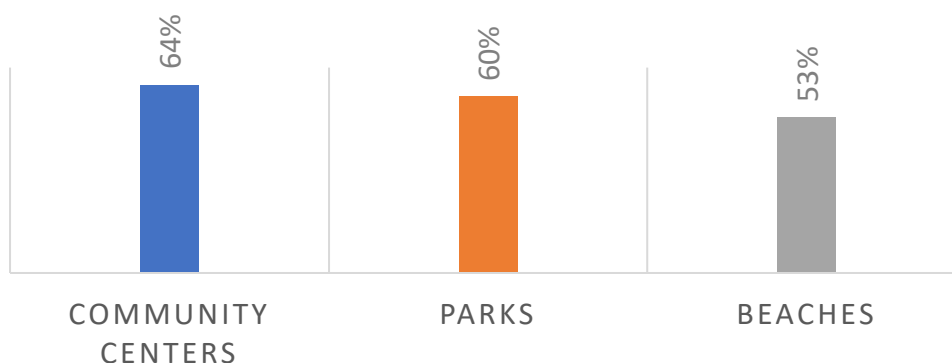
Community Centers are more important for **African-Americans and Hispanic/Latinos** than White community members.

Over \$100,000	38% ↓
Under \$15,000	83% ↑

Community Centers are more important for **those who making less than \$15,000 per year** vs. those whose incomes are over \$100,000.

Key Question: In your opinion, list in ranking from most important to least important, the amenities that you value most about Racine

On the Mini-Survey, African-American and Hispanic/Latino community members shared the same ranking for the top three amenities that they valued about Racine, with community centers ranked the highest of all community facilities:



Community Amenities Ranked by Levels of Importance

The complete breakdown in ranking priorities on the mini-survey for African-American and Hispanic/Latino community members is as follows with Community Centers, Parks and Beaches the most important amenities for both groups. Bike trails and the art museums were ranked the least important for both groups:

African American residents

	Important (1-3)	Neutral (4)	Unimportant (5-7)	Blank
Community Centers	69%	6%	13%	12%
Parks	67%	10%	13%	10%
Beaches	53%	14%	20%	13%
Racine Public Library	49%	18%	22%	12%
Racine Zoo	26%	12%	47%	15%
Wustum & RAM Art Museums	19%	7%	61%	14%
Bike Trails	16%	11%	58%	15%

Hispanic/Latino residents

	Important (1-3)	Neutral (4)	Unimportant (5-7)	Blank
Community Centers	58%	11%	24%	7%
Parks	53%	18%	22%	7%
Beaches	53%	16%	22%	9%
Racine Public Library	47%	11%	33%	9%
Racine Zoo	47%	13%	33%	7%
Bike Trails	23%	7%	61%	9%
Wustum & RAM Art Museums	22%	4%	64%	9%

III.C. Youth: Amenities Ranked by Priority

The mini-survey gathered the opinions of youth, a total of 149 youth under the age of 30 responded with 108 of those were age 21 and under. The survey specifically asked how youth ranked the amenities below.

When the data was disaggregated by age groups, the following differences in priorities emerge:

- Community centers were the most important amenity for those under 18, followed by beaches. Community centers fell to third place for 18-21 year olds.
- Parks were the most important amenity for 18-21 year olds, followed by the Racine Public Library.
- Comparatively, bike trails were the least important amenity for those under 30, followed by the Wustum and RAM Art Museums.

Community Amenities Ranked as Important (1-3) by Residents Under 30

	Under 18	18-21	22-24	25-29
Community Centers	83%	58%	64%	58%
Beaches	67%	56%	57%	50%
Parks	66%	77%	50%	63%
Racine Public Library	36%	73%	67%	48%
Racine Zoo	24%	52%	36%	33%
Wustum & RAM Art Museums	24%	40%	29%	13%
Bike Trails	21%	24%	7%	17%

IV.B. City Image & Identity

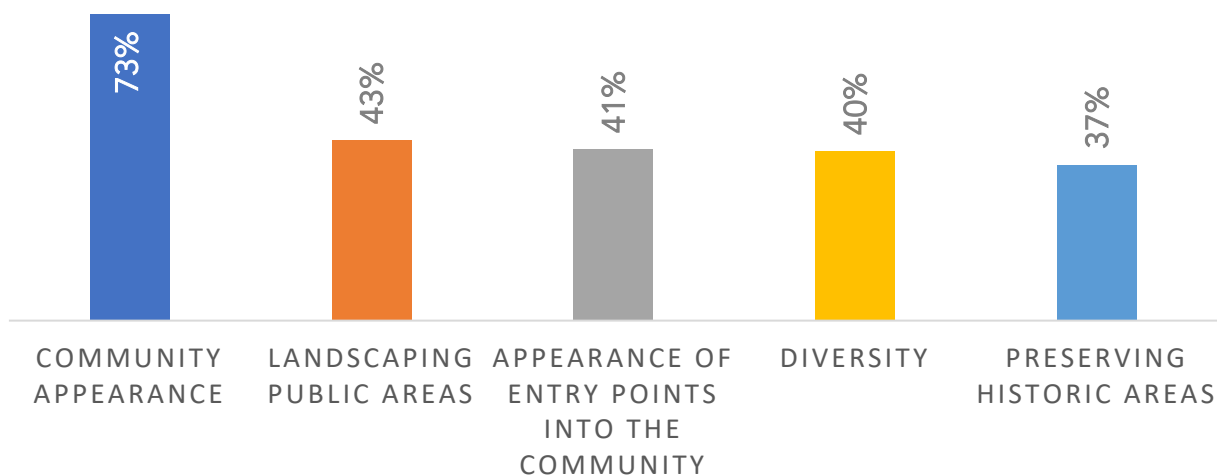
Which areas of Racine's image and identity are the most important to you?

Community appearance ranked the most important area of Racine's image and identity for Racine's overall resident population, followed by Landscaping public areas.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Community appearance	94%	5%	1%
Landscaping public areas	88%	9%	3%
Preserving historic areas	82%	14%	4%
Appearance of entry points into the community	79%	16%	4%
Diversity	76%	15%	9%

Key Question: Which areas of the community's image and identity need the most improvement?

Corresponding to the ranking of areas of importance to Racine's image and identity, Community appearance outweighed all other categories.



Differences in Ranking by Race/Ethnic Groups

In terms of Racine's image and identity across different race/ethnic groups, "Community appearance" maintained top priority, ranked at 95% for African-American, and 94% for both Hispanic/Latino and White community members. However, ranking the importance of Diversity showed the most statistically

significant differences between race/ethnic groups. 89% of African Americans ranked Diversity as Very Important/Important compared to only 66% of White/Caucasian residents. The colors/arrows below indicate statistically significant low or high results.

The Importance of Neighborhood Diversity by Race/Ethnic Group

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Black or African American	89% ↑	5% ↓	6%
Hispanic or Latino	87% ↑	12%	1% ↓
White or Caucasian	66% ↓	21% ↑	13% ↑
Multi-racial/ethnic	67%	15%	18%
Native American or Alaska Native	84%	16%	0%
Asian or Asian American	84%	5%	11%
Native Hawaiian or Other Pacific Islander	35%	65%	0%
Prefer not to say	51% ↓	20%	30% ↑

There was a similarly significant divide across race/ethnicity when residents asked which areas of the community's image and identity need the most improvement. Whereas 64% of African-Americans said Diversity needed

improvement, only 26% of White residents agreed. Only 30% of African-Americans felt "Landscaping Public Areas" needed improvement vs. 49% of White residents, 42% Hispanic/Latinos, and 66% Asian/Asian-Americans.

Key Question: What is one thing you would change about Racine? Why?

On the Mini-survey, following calls for reduced crime, gun violence, and police harassment, two other main themes emerged: First, residents wanted **increased activities and programming for youth**, and **more resources to build the community**. For instance, "More resources for urban community. Youth need more than guns, they need training and trades," and "We don't advertise our resources to help the community."

Similarly, in the Community Conversations, when asked what was the most important community development issue for Racine, residents in all community conversations mentioned the need to **develop safe activities for kids** that would keep them off the streets. This includes updating playgrounds and better utilizing community centers with **diverse activities for youth beyond sports, with improved engagement for Hispanic/Latino residents**.

- "I think that some of our playgrounds are overdue for some remodeling, not only for the safety of the kids but it engages younger kids and older kids that could come out of their houses and actually do something" (Y).
- "I have a teenage daughter and it's to the point that I don't feel comfortable letting her go places. The city is not a great place to raise children right now" (A).
- "We need more resources and options for Hispanic and Latino children who live in this community. There is also no one the Dr. Martin Luther King Jr. Community Center that speaks Spanish. No one here that looks like me or talks like me to make me or my children feel "welcome" here" (H/L).
- "I remember coming to this community center and I learned how to sew, paint, and did pottery. There's no longer an art room or other options for kids besides sports" (H/L).

Key Question: What else can be done to improve our community?

During the Community Conversations, for African-Americans (A) and Youth (Y), intergenerational engagement and improved communication was a major theme:



Intergenerational Engagement

- “Intervention of Parenting - They don’t know how to raise their kids, they don’t teach them right from wrong. How can we encourage these parents and how do we reach them?” (A)
- “There should be opportunities that are fun or maybe somewhat serious activities for kids to connect with their parents because I feel like sometimes it is hard for kids and teens to tell their parents things because they are afraid they are going to get shut-down or they are afraid what will happen next, or so that they can have connecting moments with their parents, so that you can really connect and tell your parent everything” (Y).
- “Conversations - Get 5-7 young adults to start talking to 13/14/15-year olds. The stuff kids are doing now, we got to stop blaming people. Kids nowadays come to school smelling like weed because their parents are doing that in the house and car. We need to get 17, 19 and 20-year-old young people and have them start addressing these kids. We need to speak life into these kids” (A).
- “Youth Panels - open for them to be authentic and we should target the kids from the rougher households. Explain to them that we also came from where you are at and y’all can do this and don’t have to be stuck” (A).



Community Clean-Up

Ways to clean up the community was also discussed across all four community conversations:

- “Community clean-up events- Young Leaders Academy (YLA) has done these in the past. Gilmore just had one last month as well. These need to take place in the city more than just on Earth Day” (Y).
- “Giuliani...did a good job cleaning up New York City. He put into place what was called the “Broken Window Act” which meant that they cracked down on the minor things, breaking of windows, jaywalking etc. They were prosecuting for those little things. That Act also encouraged people to clean up their yards; cut their grass, trim bushes, clean up their garbage cans. Make your homes and places look beautiful because your yard reflects you” (A)

Note: Hispanics/Latinos and Small Business Owners community conversations did not have time to answer this question.

IV.C. Neighborhood Considerations

Key Question: What do you like most about your neighborhood?

On the City-wide Survey, the most prominent theme in respondents' answers to this question was the quietness of their neighborhood, an idea frequently linked to safety and cleanliness. For instance,

- "It's safe, quiet, no shootings unlike where I used to live, no partying loud outside through hours of the night and people keep up their yards and homes."
- "Feel safe, clean, people take pride in their homes. Police live nearby. Quiet, no major development nearby, no apartment complexes."

The two other most prominent themes that emerged were the friendliness of neighbors and proximity of the neighborhood to desirable things, which largely centered on Lake Michigan. Representative responses include:

- “Most of the neighbors have lived in the area for a long time and everyone looks out for each other and have become great friends.”
- “Close to Lake Michigan, more of people who are retired and are very helpful and nice. Lots of people walking dogs too!”
- “Great for walking, close to the lake, it’s quiet, and our neighbors are friendly!”

Neighborhood Priorities

In terms of importance, there was broad agreement by Racine residents that the crime rate, housing quality and appearance, and property maintenance were the most important priorities when thinking about their neighborhoods. These areas showed little to no change in statistical significance when individual demographic categories were taken into account.



	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Crime rate	98%	2%	0%
Property maintenance	94%	5%	1%
Housing quality and appearance	94%	5%	1%
Access to fresh foods	88%	8%	4%
Neighborhood parks	84%	9%	7%
Ability to walk to stores and services	69%	14%	17%
Diversity of neighbors	67%	18%	15%
Access to transportation	61%	20%	19%
Community centers	57%	25%	18%

Differences in Priorities Across Demographics

However, there was significant disagreement across certain demographics regarding the four other neighborhood priority areas: Ability to walk to stores and services, diversity of neighbors, community centers, and access to transportation. The responses for other demographic group not listed below were excluded because they showed no statistical significance.

*Note: Differences in the ranking of Community Centers is featured on section III.B. of this report.



The ability to walk to stores and services is...

Own	59% ↓
Rent	81% ↑

More important for **those who rent** vs. those who own houses.

53402	60% ↓
53403	80% ↑

More important for **those in the 53403** zip code while less important for those in 53402.

White or Caucasian	57% ↓
Hispanic or Latino	81% ↑
Black or African American	86% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.



The diversity of neighbors is...

Own	61% ↓
Rent	74% ↑

More important for **those who rent** vs. those who own houses in Racine.

White or Caucasian	56% ↓
Hispanic or Latino	78% ↑
Black or African American	82% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.



Access to Transportation is...

Detached single unit house	54% ↓
Multi-unit building	79% ↑
Senior living/assisted living facility	95% ↑

More important for **seniors & those living in multi-unit buildings** than those in single unit houses.

Own	50% ↓
Rent	74% ↑

More important for **those who rent** vs. those that own houses in Racine.

Over \$100,000	38% ↓
Under \$50,000	76% ↑

More important for **those making less than \$50,000 per year** vs. those whose incomes are over \$100,000.

White or Caucasian	47% ↓
Hispanic or Latino	68% ↑
Black or African American	88% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.

IV.D. Neighborhood Improvements

For the overall population of Racine, the top three neighborhood improvements desired were the crime rate, property maintenance and housing quality and appearance.

Crime rate	57%
Property Maintenance	38%
Housing quality and appearance	36%
Access to fresh foods	25%
Neighborhood parks	23%
Ability to walk to stores and services	20%
Community centers	15%
Diversity of neighbors	13%
Access to transportation	9%

When asked to explain their answer, residents closely connected rising crime rates with lowering housing value and quality, resulting specifically in the desire to move out of Racine. Representative responses indicating this sentiment include:

- “Crime in the city is rampant. We need more, better paid officers or we won’t be able to stay here. Having home ownership over rentals helps with property value.”
- “Having a neighborhood that is unsafe and in disrepair drives good productive people to move out drives down house values raises crime rates.”
- “I live in a neighborhood near the zoo and lakefront. I love my home and location, but the rising crime and blighted property are making me think of moving out of Racine.”



After crime rate, property maintenance and housing quality and appearance were the next two choices most often selected by respondents for needing the most improvement.

Taken together, categories related to housing upkeep surpass concerns related to Racine’s crime rate. Representative responses related to property maintenance and housing quality and appearance include:

- “Two neighbors have really brought the appearance of the neighborhood down by parking cars on their lawn and not taking care of their lawn.”
- “Homes are aging and in need of care. Neighbors maintain their lawns on a low level and when do they allow their debris to land on my property all the time while I am very courteous and sweep cut grass or remove snow that may float to their property. Alley is used as parking lots. I don't feel safe entering my driveway in the alley at night, expressed my concern to police with no assistance (told too busy, no man power) and here we have a cop house right at the corner!”

IV.E. Neighborhood Boundaries

During the community outreach events, residents completed a neighborhood naming activity, where they drew a boundary around the area that they considered to be their neighborhood and gave the area a name. Their responses are below. Note: Some participants kept the original name of the neighborhood.

Chavez Center Area

- ◆ **"Summerset Lane** - The area enclosed inside of the following streets; Anthony Lane, Romaine Avenue, Mt. Pleasant Street, and Melvin Avenue."
- ◆ **"Damenica's Neighborhood** - The area enclosed inside of the following streets; Layard Avenue, Mt. Pleasant Street, Rapids Drive and Douglas Avenue."
- ◆ **"Horlick Gilmore** - The area enclosed inside of the following streets; Goid Street, Mt. Pleasant Street, Yout Street, Georgia Avenue, Northwestern Avenue, Kewaunee Street, Summit Avenue, High Street, N. Memorial Drive, Rapids Drive and Douglas Avenue."
- ◆ **"Douglas Park** - The area enclosed inside of the following streets; Douglas Avenue, Romaine Avenue, Superior Street, and Goid Street."
- ◆ **"North Beach** - The area enclosed inside of the following streets; Walton Avenue, North Main Street, Goid Street, Michigan Boulevard, High Street, and Geneva Street."
- ◆ **"High Life** - The area enclosed inside of the following streets; Kingston Avenue, LaSalle Street, Isabelle Avenue and Charles Street."

Humble Park Area

- ◆ **"Pritchard** - The area enclosed inside of the following streets; 21st Street, Kentucky Street, Durand Avenue and Roosevelt Avenue."
- ◆ **"Humble Park** - The area enclosed inside of the following streets; Blue River Avenue, Blaine Avenue, Durand Avenue and West Lawn Avenue."
- ◆ **"Youth Sports Center** - The area enclosed inside of the following streets; 21st Street, West Blvd, Olive Street, and Grove Avenue."
- ◆ **"Humble Park II** - The area enclosed inside of the following streets; 19th Street, Hayes Avenue, 21st Street, and Blaine Avenue."
- ◆ **"No Name Identified Area** - The area enclosed inside of the following streets; Ashland Avenue, 21st Street, Taylor Avenue, 20th Street, Kearney Avenue, 20th Street (jog over), Case Avenue, and Olive Street."

IV.F. Future Racine

Key Question: What makes Racine different from other places and what can we do to market/promote the uniqueness of our community?

In the Community Conversations, Hispanics/Latinos (H/L), African-Americans (A), business owners (B) and young people (Y) were asked about Racine's uniqueness and marketing potential.

Promotional ideas to market the City include billboards in surrounding areas, and making Racine a destination city. For instance, "I am originally from Chicago and feel Racine is a haven. If Chicagoans only knew how wonderful it is in Racine. Consider a billboard in Chicago!" and "Make it a destination to visit for the day. A bike riding destination. Some place you can get a nice lunch on Saturday morning." Other themes within their responses are as follows:



Hold Festivals & Special Events

- "First Fridays - We used to do a really good job bringing the community together" (Y).
- "Greek Fest and there was a Fair at the mall a couple years ago ...that was really nice and with stuff like that if we bring that back and we advertise it or we put posters out" (Y).
- "First Fridays/Pop-up Festivals downtown, it's right by the lake so it's so beautiful" (B).
- "4th of July Parade- is one of the most talked about parades in the country" (A)
- "We should be hosting events at each of the centers. There should be a universal calendar for the events going on in the city" (H/L).



Encourage the Arts

- "The murals downtown look really nice. When I go downtown I like to stop and take a picture of them, like those big chairs that are really fun" (Y).
- "Murals - painted around the city by artists that do their work here I feel like that would give it a little more charm. Then it would be a city with a lot of arts" (Y).

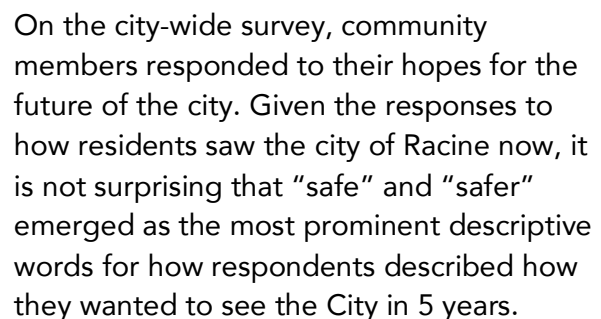


Highlight Natural Resources

- "The lake front is huge for us and can generate a lot of money by bringing in tourists" (A).
- "We have the boats and marina. We should be doing things to make it more for the inner city people like making a boardwalk down there" (H/L).
- "Racine hits a lot of lists on the things that people don't want to talk about, but it does hit the top of the list for our beach. North Beach every year it's in the top 3 across the entire country for being a beautiful beach." (B)
- "I think the city needs to market Racine by promoting our great beaches, walking paths, picnic areas, gardens, bird watching, etc., and by partnering with Sierra Club and Audubon groups, garden clubs, etc., and offering kayak rentals, sailing lessons, swimming lessons, birdwatching tips, and cross-country skiing to residents."



- Key Question: What is one word to describe how you would like to see the City of Racine in 5 years?**



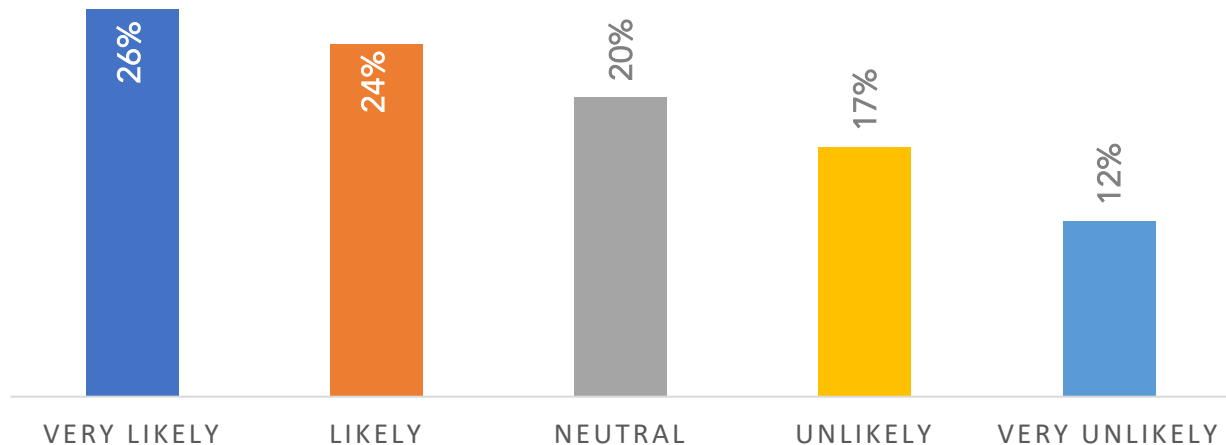
In the Community Conversations, participants were similarly asked, **If you could picture Racine five years from now, how would it look? What would be different?**

a brick building. It's out of our reach to do that as small business owners."

From all community conversations, **more youth investment through increased youth activities and improved education** was something residents hoped for Racine's future. One person said, "We need more youth led programs, more youth involvement in the community." Another mentioned lack of education as "what is making Racine one of the worst places for black people."

Key Question: How likely are you to stay in the City of Racine in the future?

In the City-wide Survey, residents' response to the likelihood of staying in Racine in the future was mixed, with 50% indicating the positive response of Very likely or likely.



In the “explain your answer” section of this question, most comments pertained to staying in Racine due to personal and professional connections. While almost a quarter of the comments were positive or hopeful regarding the City, approximately 50% of the comments contained complaints including fears over crime and violence as the predominant category, followed by taxes, lack of amenities and opportunities, dissatisfaction over rising costs and city decline and mismanagement by city leadership.

V. AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

V.A. Cultural Resources: Ranked Importance And Needed Improvements

Overall, Racine residents ranked recreational activities, community events, and entertainment the highest in terms of importance of cultural resources.

Key Question: How important are the following cultural resources to you?

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Recreational activities	92%	6%	2%
Community events	89%	8%	3%
Entertainment	87%	10%	3%
Library	84%	11%	4%
Zoo	82%	10%	8%
Museums	79%	14%	7%
Performing arts	78%	16%	7%
Community centers	70%	19%	10%

Key Question: Which cultural resources need the most improvement?

Those resources selected by Racine residents for needing the most improvement also mirrored the top three resources that were deemed most important for residents.

However, it is important to note that, despite high percentages of residents viewing these resources as very important/important, 50% or less of Racine residents ranked these cultural resources as needing improvement.

Recreational Activities	50%
Community events	47%
Entertainment	37%
Community centers	33%
Zoo	26%
Museums	21%
Performing Arts	19%
Library	18%

V.B. Natural & Recreational Resources: Ranked Importance and Needed Improvements

Overall, Racine residents ranked the lakefront, parks, and the beach the highest in terms of importance of natural and recreational resources.

Key Question: Which natural and recreational resources are the most important to you?

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Lakefront	94%	5%	1%
Parks	94%	5%	1%
Beach	91%	6%	3%
Preserving natural areas	90%	9%	1%
Walking trails	86%	10%	3%
Bike trails and lanes	79%	13%	8%
Athletic facilities/fields	75%	16%	8%
Aquatic facilities	71%	20%	9%
Dog parks	56%	27%	17%

Key Question: Which natural and recreational resources need the most improvement?

The natural and recreational resources that need the most improvement generally corresponded to those ranked as the most important for Racine residents.

However, similar to the responses to cultural resources, it is important to note that, despite high percentages of residents viewing these resources as very important/important, less than half of Racine residents ranked natural and recreational resources as needing improvement.

Lakefront	45%
Beach	38%
Parks	38%
Preserving natural areas	35%
Walking trails	28%
Bike trails and lanes	22%
Aquatic facilities	17%
Athletic facilities/fields	18%
Dog parks	13%

VI. ECONOMIC DEVELOPMENT

VI. BUSINESS-OWNER PRIORITIES

The following themes emerged in discussions about economic development, specifically from small-business owners. Participants discussed the creation of a Racine County Business Alliance, and grants, small business loans, and grant education for business owners. Themes also included wage increases to cover rising rents and gas prices. Representative quotes are below:



Business Collaboration

- “Racine County Business Alliance - As small business owners we don’t have one headquarters that is all focused on the same thing. We all have this idea to do something but we all have to get on one accord. We get out there and we do the hard work and we find these grants and we find the owners of these [empty] buildings of these businesses that aren’t being used. We need a group that will make the calls to the mayor. It would be nice to have a team to work with to make that happen.”



Need for Small-Business Grants and Loans

- “Have a limited amount of low or no interest small business loans available for people that live here. They can get a loan when they submit a business plan and stick to that plan for 7 years. People can't say they are opening a Restaurant and bar, Fine dining and then in less than a year it's just another bar. Nope! There are strict guidelines that come with these loans.”



Support for Rising Costs

- “We also need to work on maintaining some of the small businesses that are still in business. How are they going to sustain their business because the economic demand has increased, and they can’t maintain the costs?”



Racine Needs Less of...

- “Licensing for Businesses - I think I spend about \$2000/year just getting licensing for my business. Even if I’m not operating my food truck or a commercial kitchen, I still need to get a business license. I spend a lot of money on licensing.”
- “Business Assessments - You have to do an assessment on your assets. I own a group home for children and a collection agency for the city called me. I didn’t know what she was talking about. She said I still have to value my house and pay taxes on it. This is not my home, it’s my business! Having some knowledge of that would’ve been helpful.”
- “Paid Parking - Coming from the outside it’s a big deal to me. For a city that claims that they are for businesses they should not have customers pay to patronize businesses. We bring a lot of out of towners that come to our business. We have had our place since April 1st and I have already gotten three \$30 tickets. For a business owner it costs me \$8/day to do business here to park in the Downtown area. That is horrible.”

VI. DISAGGREGATED BUSINESS-OWNER FEEDBACK

Feedback from Racine business-owners, when disaggregated and compared with the average responses of Racine residents, were elevated for business-owners along the following parameters:

Wants More...	Business-owners	Resident Average
Specialty shops/boutiques	75%	50%
Grocery stores	75%	59%
Library branches	62%	58%

Needing Most Improvement

Public Schools	81%	58%
Diversity	58%	40%
Housing that appeals to young professionals	41%	28%

Regional Transit

"Very likely" to use a regional light rail or train system with connections to MKE/CHI	56%	41%
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Staying in Racine in the Future

"Very unlikely"/"Unlikely" to stay in Racine in the future	37%	29%
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VII. INTERGOVERNMENTAL COOPERATION

Key Question: What are some services that you think we can work with the surrounding areas to provide?

During each of the Community Conversations, Youth (Y), African-American residents (A), Small-business owners (B), and Hispanic/Latino residents (H/L), discussed how municipalities (cities, towns, villages, counties, etc.) could work together to provide services in order to avoid duplication of services and share resources. The themes that emerged during the community conversations are described below.



Youth Performing Arts Collaborations and Programming

Community conversation participants in each of the four groups referenced municipalities collaborating on various youth programming including the creation of a youth consortium, youth camps, a youth governance program, and increasing opportunities for the performing arts. Some representative comments include the following:

- “Performing Arts Competitions - I feel like that would make things livelier. We had a play at Gilmore and we got a lot of support from parents. We put on a musical in three weeks and we had lots of people coming to see the show and it was so heartwarming” (Y).
- “I think that there should be more academies for entertainment in the city, acting academies, for kids to start a career in that. There are kids who are into that so there should be places they can go and learn more about that” (Y).
- “A lot of the school property is not being used during the summer. Some of the schools in Racine have sports centers and tracks. There’s a bunch of places we could be using for camps” (Y).
- “St. Cat’s has a nice theater that they could use. They have nice equipment and props” (Y).
- “Starting next year at Gilmore they will be letting the elementary students use the Theater Guild for their elementary performances...they have so many resources over there” (Y).



Employment and Food Security

Youth and Hispanic/Latino residents in the Community Conversations discussed the creation and expansion of job opportunities and food drives:

- “The Building on Taylor Avenue - They should expand more and have tents and have more of those around the community or just have more job fairs. We need more job centers. More around in the community instead of just on that one side of town” (Y).
- “People that don’t have much are out on the street. Bring them to a center and give them food for basic needs, and jobs if they need any” (Y).
- “Food Drives - Right when Covid hit or a little after, my boyfriend and I had this food drive and it was downtown right in that parking lot right next to the Library, it was a really nice place because we had an enormous amount of people come in” (Y).
- “There should be programs put in place for people that are incarcerated with felonies for marijuana/drugs and have them work in the city. Give them jobs and teach them instead of just locking them up” (H/L).



Sharing Resources and Services

Participants discussed various means of the municipalities creating a network of shared resources and services including a wider transportation network, sanitation, police presence, centralized park reservations, and community centers. For instance,

- “Share Ideas - For Example; garbage, snow removal, in the city and the county. Promote the city to get more resources for the city (not just the county)” (H/L).
- “Parks in General - I don’t know if small communities outside of Racine even have any parks” (B).
- “All the municipalities should have communication working with each other. Caledonia, Racine, Mt. Pleasant Police for example, with reservations for parks, they direct you to all different municipalities based on where the park is located. It should all be done at one place in a more centralized location and involving the community members” (H/L).
- “Sharing the abilities to clear snow, and do the clean-up, and share those services between Caledonia and Sturtevant. If they are going to have a heavy weekend for Italian Fest then we should be helping each other out. I am not sure if it is the Sanitation Department or maybe the Department of Public Works” (B).
- “Community Centers- they need to be shared. The Community centers are a hot mess...but we could share resources and keep it open for all of the areas” (B).
- “Police Patrol - the city of Racine says they have a shortage, but Mt. Pleasant might have enough police, so I would like to see them coming more into the city to have more of a police presence” (A).

VIII. LAND USE

VIII.A. More or Less Businesses/Organizations

Residents were asked if their neighborhoods could benefit from more or less of the following types of businesses/organizations. Entertainment/attractions and sit down/family restaurants and were rated the highest, while Liquor stores were the least desired, followed by smoke shops and Payday or short term loan offices.

	More	Neutral	Less
Entertainment/attractions	70%	27%	4%
Sit down/family restaurants	68%	30%	2%
Grocery stores	59%	38%	3%
Specialty shops/boutiques	50%	44%	5%
Library branches	48%	48%	4%
Community centers	46%	48%	6%
Museums	45%	50%	5%
Medical facilities	40%	54%	6%
Daycare/childcare facilities	39%	54%	6%
Big box department stores	39%	43%	18%
Schools	38%	56%	5%
Corner stores	35%	47%	18%
Industrial/manufacturing buildings or factories	28%	52%	20%
Hotels/motels	27%	58%	15%
Offices for businesses	26%	63%	11%
Fast food restaurants	23%	52%	26%
Automobile repair shops	21%	68%	11%
Churches/religious facilities	21%	63%	16%
Gas stations	19%	64%	17%
Banks/financial institutions	18%	67%	15%
Self-storage facilities	10%	58%	32%
Bars/taverns/clubs	9%	45%	46%
Storage yards	5%	56%	39%
Payday or short term loan offices	4%	31%	65%
Smoke shops	3%	32%	65%
Liquor stores	2%	44%	54%

“ We need less liquor stores in low poverty areas in the city. There’s like a liquor store on every corner.

- Racine resident in African-American focus group

VIII.B. Ranking Differences based on Demographics

When ranking more or less businesses/organizations, the following differences across key demographic categories emerged on the city-wide survey:

1

Zip Code

- 67% of 53403 residents want more grocery stores vs. 59% average.
- 48% of 53402 residents want more big box stores vs. 39% average.

2

Gender

- 56% of women vs. 40% of men want more library branches.
- 51% of women vs. 39% of men want more community centers.
- 37% of men vs. 19% of women want more industrial/manufacturing factories.

3

Homeownership

When compared with homeowners, renters were more likely to want more of the following businesses/organizations:

- Hotels/motels (33% renters vs. 21% homeowners)
- Automobile repair shops (27% vs. 16%)
- Medical facilities (48% vs. 34%)
- Museums (54% vs. 37%)

4

Race/Ethnicity

- 53% of Hispanic/Latinos and 45% of African-Americans want more medical facilities (vs. 28% of White residents).
- 53% of Hispanic/Latinos and 57% of African-Americans want more schools (vs. 24% of White residents).
- 62% of Hispanic/Latinos and 51% of African-Americans want more community centers (vs. 35% of White residents).

VIII.C. Adding Amenities to the Community

Key Question: If you could add anything to the community what would it be and where?

During the four community conversations and three community outreach events, groups responded to the above question. Major themes and locations (if suggested) in each group's responses are listed below. Facilitators noted that participants primarily discussed downtown as the location for the additions.

SMALL BUSINESS OWNERS

<u>Youth Services</u>	<u>Services</u>	<u>Food</u>	<u>Entertainment & Shopping</u>	<u>Fitness</u>
Campgrounds	Grant writing classes	Northside Grocery stores	Concert Stage – downtown	Public gym
Children's Museum	Vocational center	Ethnic cuisine/Jamaican restaurants	Go-karting	Pool
Boys & Girls Club	Tech hubs	Co-op grocery stores	Music venue	Yoga Studio
Youth Summer Programs	Racine City Business Alliance	Commercial Kitchen	Arcade	
Youth Community Centers	New Businesses		Mall	
Parent Resource Center	Bus transportation		Renovate Elmwood Plaza	
	Bike Paths			

YOUTH

<u>Entertainment</u>	<u>Fitness</u>	<u>Food</u>	<u>Services</u>	<u>Shopping</u>
Arcades	Basketball	Northside grocery stores	Free public transportation	Malls in 3 Mile Rd.
Movie theater	Football	Ice cream shops	Community childcare	Stores in Regency Mall
Escape rooms	Sports stores	Pizza place	Inclusive community spaces	
Concert hall	Community complex	Food trucks	Dog parks	
Roller rink	Pool	Kwik trips (in city)		
Nighttime Teen hangout				

“ I feel like there needs to be less Taco Bells.
-Youth in focus group

I think there should actually be MORE Taco Bells.
-Youth in focus group

AFRICAN-AMERICANS

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
Boys & Girls Club	Urgent care Facilities	Movie theater	Grocery stores
Teen Development Center	Mental Health Centers	Water park	More shopping
Science/Tech Center	Affordable housing and transportation	Pool	Sports facility
Youth Community Center	Bronzeville Business District	Museum	
	Vocational Alternatives (Creative/Culinary Arts)	Bigger library	
		Virtual gaming center	

HISPANIC/LATINOS

<u>Youth Services</u>	<u>Services</u>	<u>Food</u>	<u>Entertainment & Shopping</u>	<u>Fitness</u>
Learning Hair Salon	Drug/Alcohol Rehab Center	Grocery stores (northside)	Arcade	Family friendly fitness center
Mommy & Me Gym	Latino Community Center	Cece's Pizza	Waterparks	Upgrade skate park
Youth Community Centers	Nail/Hair Salons (northside)	Café by library	Sky Zone	Football
Children's Museums	Safe Houses	Fast food: Sonic, Monkey Joes, A&W, Red Robin	Book café	
Better playgrounds	Hospital/Clinic		Skateparks	
	Library (northside)		Festivals in city	
	Upgrade to King Center		Starbucks on Durand	

Dr. John Bryant Center Outreach Event Participants

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
Youth program- Mitchell	Hotel (Douglas)	Karaoke w/ private rooms	Shopping Malls
Playground (Marquette Hill)	Upgrade Oasis	Arcades	Weight-lifting
Youth camp (Memorial)	COP Houses	Art Studio	Green fields
	KRM-Commuter Rail		Walmart or Target in old K-Mart building
	Arts & Crafts store		More Parks
			Drive up Coffee Shop
			Fresh Food Store
			Chuck E Cheese's

Chavez Center Outreach Event Participants

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
City pool – Downtown, near Hubbard	Young professional lounge	Arcade	Chain Restaurant like McDonalds & Shopping
Pokémon shop	Library – central city, near Byrd Ave., Anthony Lane	Specialty movie house	Market- 15th and Grand
Roller rink			Grocery Stores - MLK Drive, Near Carlisle, Horlick High, downtown
			Meijer – 3 Mile Rd.

Humble Park Outreach Event Participants

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
Small gathering Place for Schools and Community Centers	Town center development	Drive-in Movie – Northside	Indoor basketball court
Save Lakeview park	Move boundary	Indoor aquatic center – downtown	Indoor volleyball
New Community Center	Annex to city	NBA arena	Mall
Outdoor pool – near Mitchell	New housing	Amphitheater for concerts	Chick Fil A
Boys & Girls Club – Center city	Transfer station	Theater for live performances	Panera – Northside
			Save Lakeview park
			Grocery stores
			Sonic
			Climbing gym
			Farmer's market
			More food - West Racine

VIII.D. Unwanted Features of the Community

Key Question: Is there anything that we need less of in our community? Why?

The quotes below are representative of major themes that emerged across all data sources in response to the above question.



Garbage

- "When I walk outside I see at least 10 pieces of garbage on the ground" (H/L).
- "Our city is littered. It is a filthy city. These streets are littered with garbage. After going down Main St after a parade our city was trashed and disgusting. The garbage cans on every single corner were overflowing and like that for days" (B).
- "How is it possible that a city resident of Racine pays up to \$70 dollars to dispose of garbage in the city, and in the city of Kenosha it is only \$7?"



Outdated & Neglected Areas/Buildings

- "Outdated Community Centers - Out west where they have these beautiful centers and different activities that people can go to, and our centers haven't been updated, this center still looks the same as when I was in High School. So, when do we get to update and beautify our community centers? It's like they are tearing them down to replace them with nothing. Have less of that and more beautiful Community Centers" (A).
- "Neglect of certain areas - the area that I live in we don't get good snow removal, salt laid down, potholes fixed, trash removal, the street cleaner comes by maybe like four times a year or something like that" (A).
- "Less outdated schools" (A).



Closed Doors

- "Less positions available to people based on degrees. There are people that are capable of being in these positions however because they don't have the education they won't hire them. We need to hire people based on how they can relate to people in that position, not just on their education level" (H/L).
- "Less competition - it would be nice to have the opportunity to be in spaces with people that look like us and are us in our community and collaboratively do things together" (A).



Food Deserts & Limited Restaurants

- Lack of lakefront restaurants for a City on the Lake is a big negative.”
- “Often times feel frustrated living in West Racine. We have no grocery stores within 5 minutes.”
- “Need more restaurants and shopping on the North side.”
- “We need one decent food chain downtown, we need one decent shopping store downtown and we need a gas station closer to downtown.”
- “Need to bring in higher end retail and nice restaurants not loan places or cheap stores.”
- “We need a health food store. The closet one is 40 min south in Kenosha or 40 min north in mke. Very inconvenient.”



Vacant Properties

- “We have lots of properties downtown that we can’t seem to develop! Machinery row! Gas company property! Walker property! Belle Harbor! We have developments are going up all around Racine but Racine can’t seem to get anything going! Why! Take a drive to Franklin, Cudahy, Mount Pleasant, Caledonia, Oak Creek! So what are they doing that Racine isn’t or can’t! We have prime properties that sit vacant for ever!”
- “Tear down abandoned factories and houses.”



Construction

- “Construction- there are potholes all over, the construction takes you way out of your way” (H/L).
- “Construction of the same areas- road construction in the same areas. Less repetitive construction of the same areas, year after year. More high-quality construction so that the roads don’t need to be repaired as often. The same roads are being repaired every single year.” (A).

IX. SUSTAINABILITY

IX. Sustainability Initiatives: Ranked Importance and Needed Improvements

Key Question: How important are the following sustainability initiatives to you?

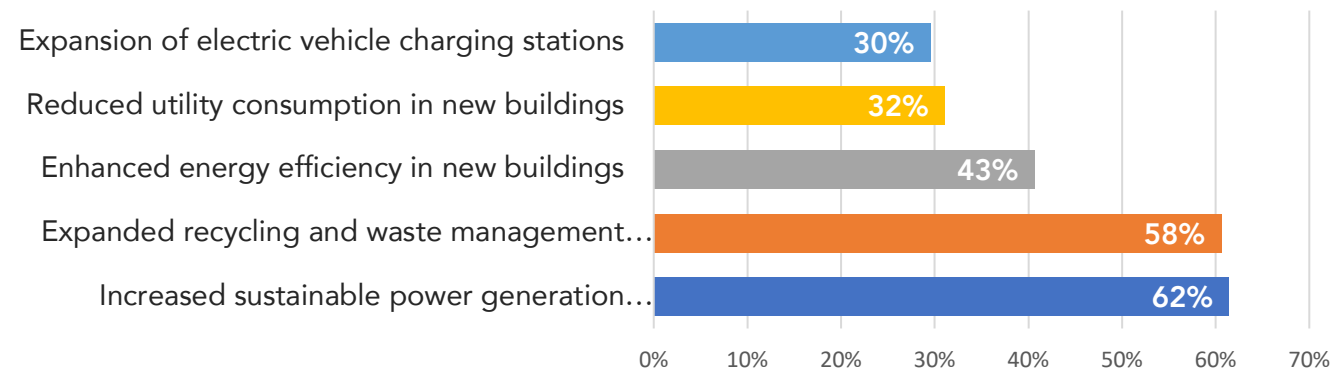
Expanded recycling and waste management programs and enhanced energy efficiency in new buildings were the two most important sustainability initiatives for Racine residents.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Expanded recycling and waste management programs	82%	13%	5%
Enhanced energy efficiency in new buildings	81%	14%	5%
Increased sustainable power generation (solar, wind, geothermal)	78%	12%	10%
Reduced utility consumptions in new buildings	74%	20%	6%
Expansion of electric vehicle charging stations	53%	28%	20%

One notable difference based on demographics is that 81% of Asian/Asian-Americans view the expansion of electric vehicle changing stations as important (compared with 54% average).

Key Question: Which sustainability initiatives need the most improvement?

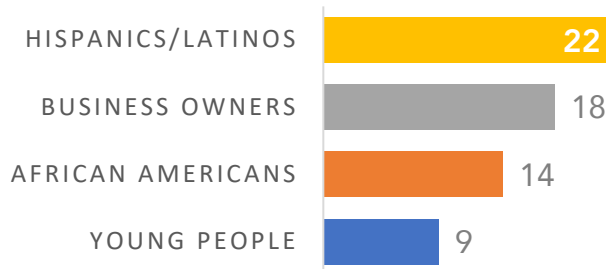
Increased sustainable power generation and expanded recycling and waste management programs were the two sustainability initiatives that the majority of residents indicated needed the most improvement.



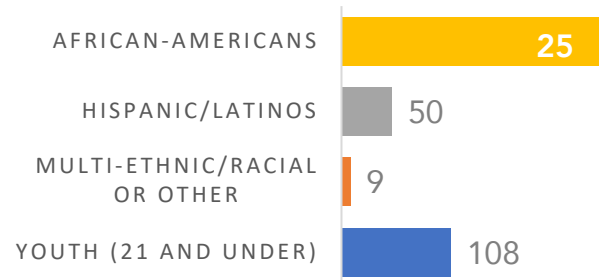
One notable difference based on demographics is that 80% of residents of senior living/or assisted living facilities think reduced utility consumptions in new buildings need the most improvement (compared to 32% average).

X. DEMOGRAPHICS

Community Conversation Demographics

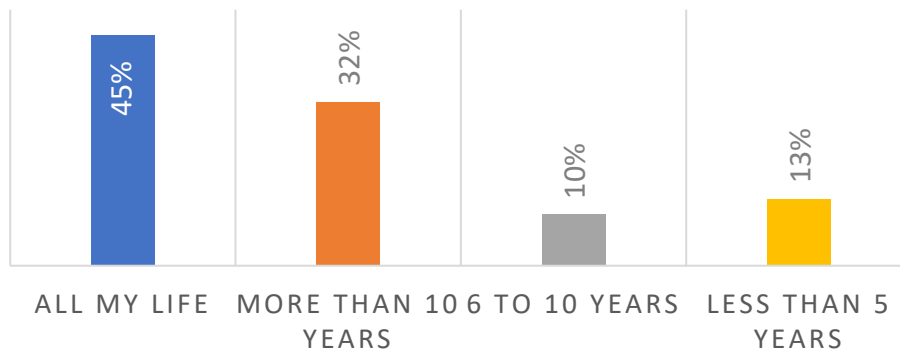
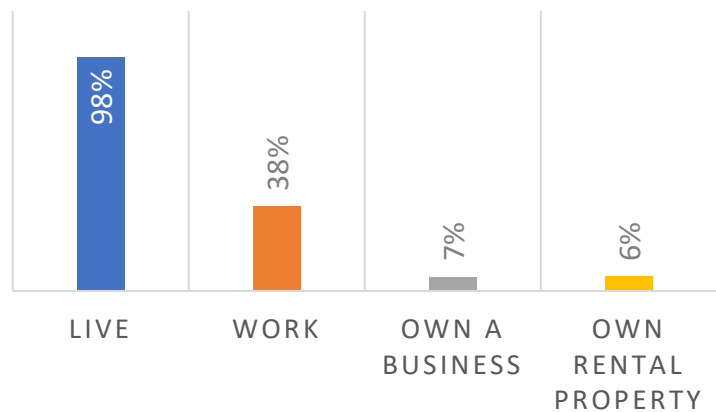


Mini-Survey Demographics



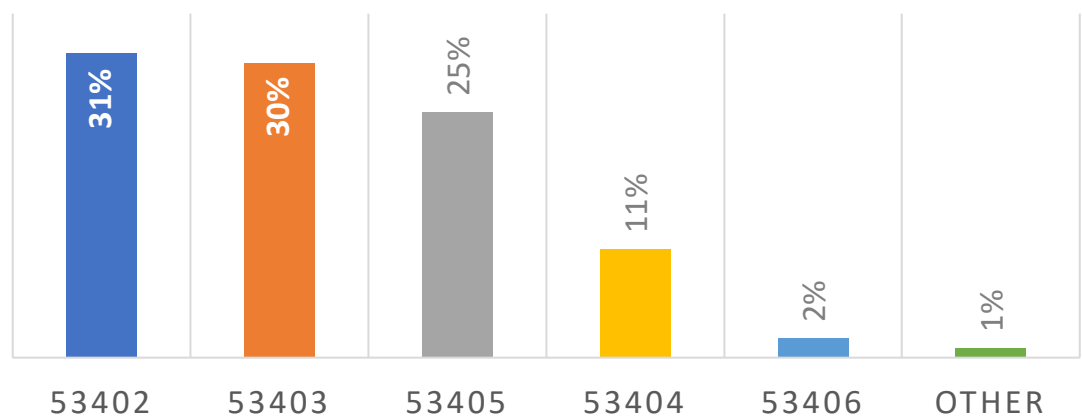
The demographic information below is based on the 1456 Racine residents that filled out the City-wide Survey. The 193 non-residents who took the survey have been excluded from this data.

The City of Racine is where I...

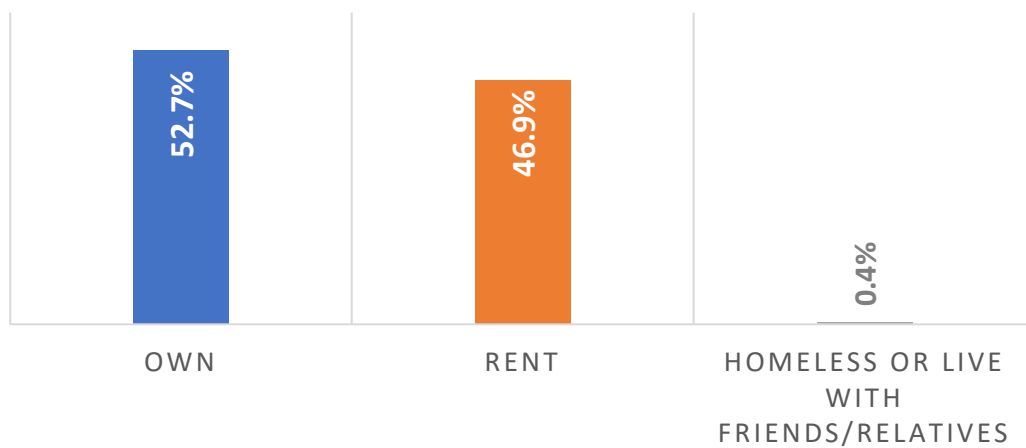


Length of Residency

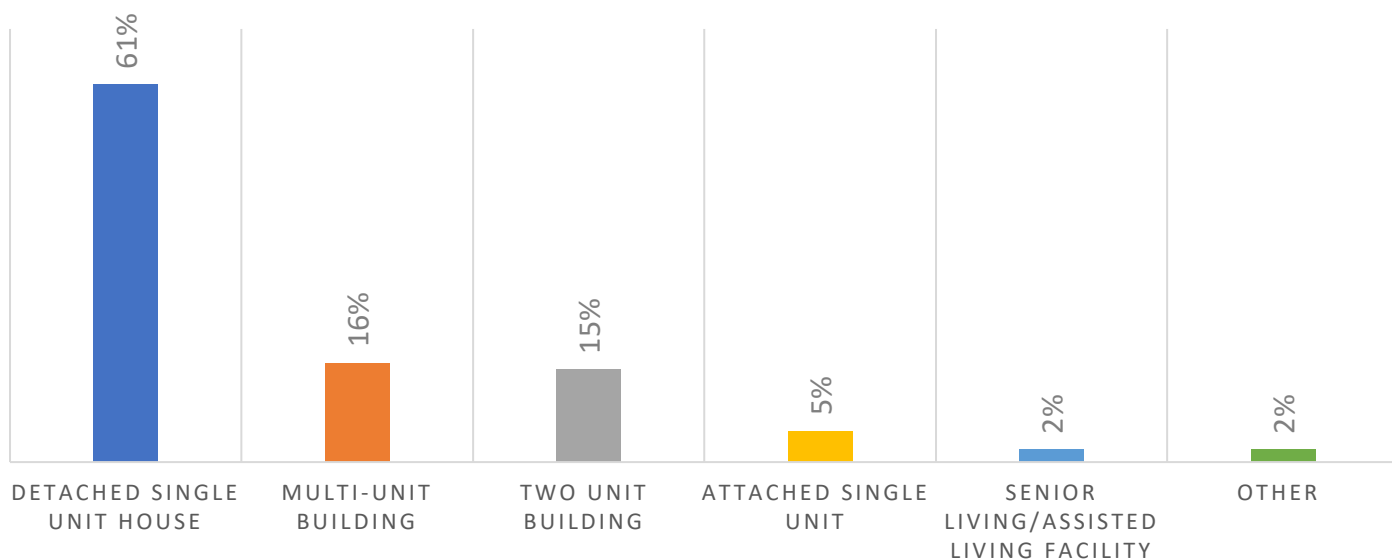
Zip Code



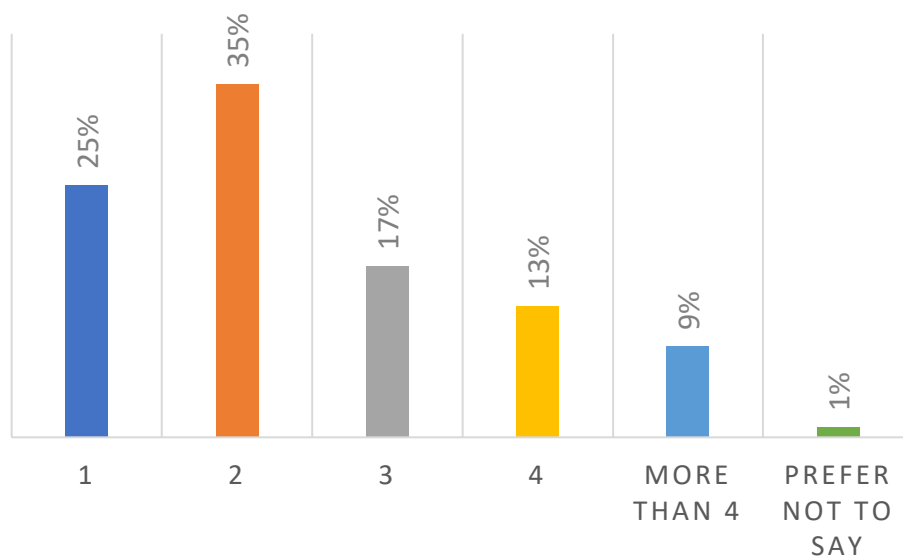
Housing Status



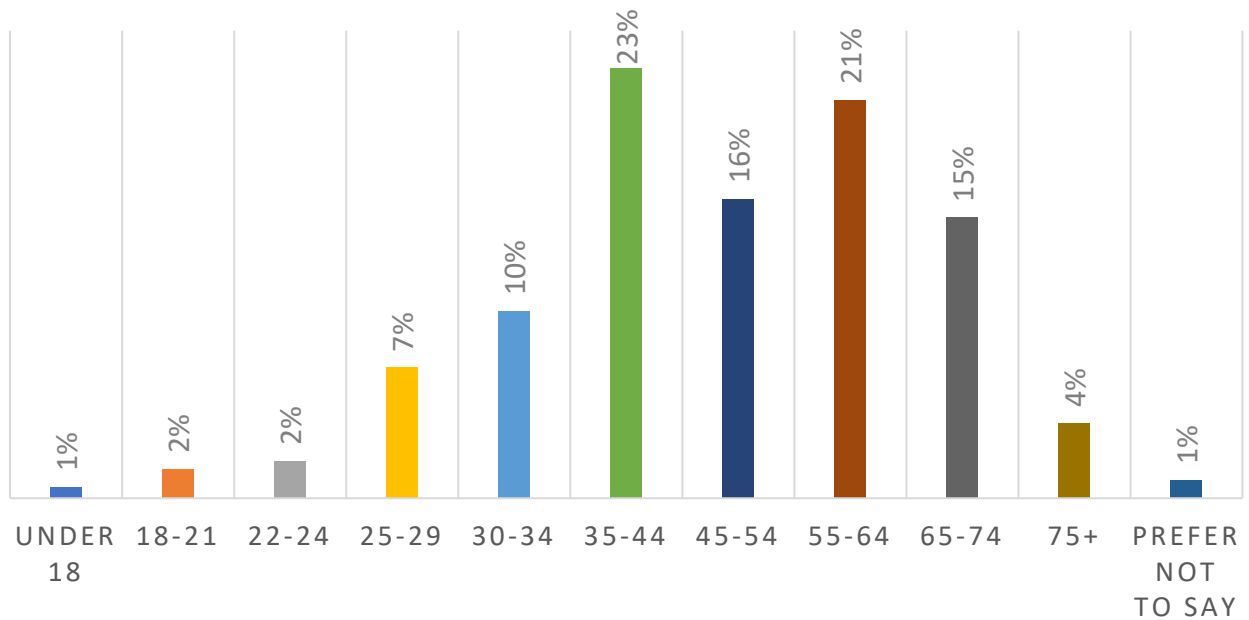
Type of Residence



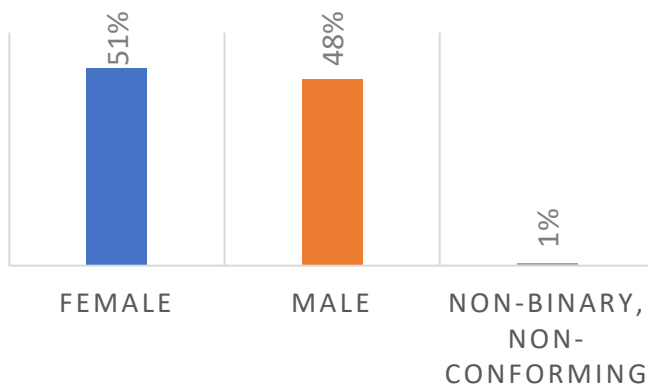
of People in Residence



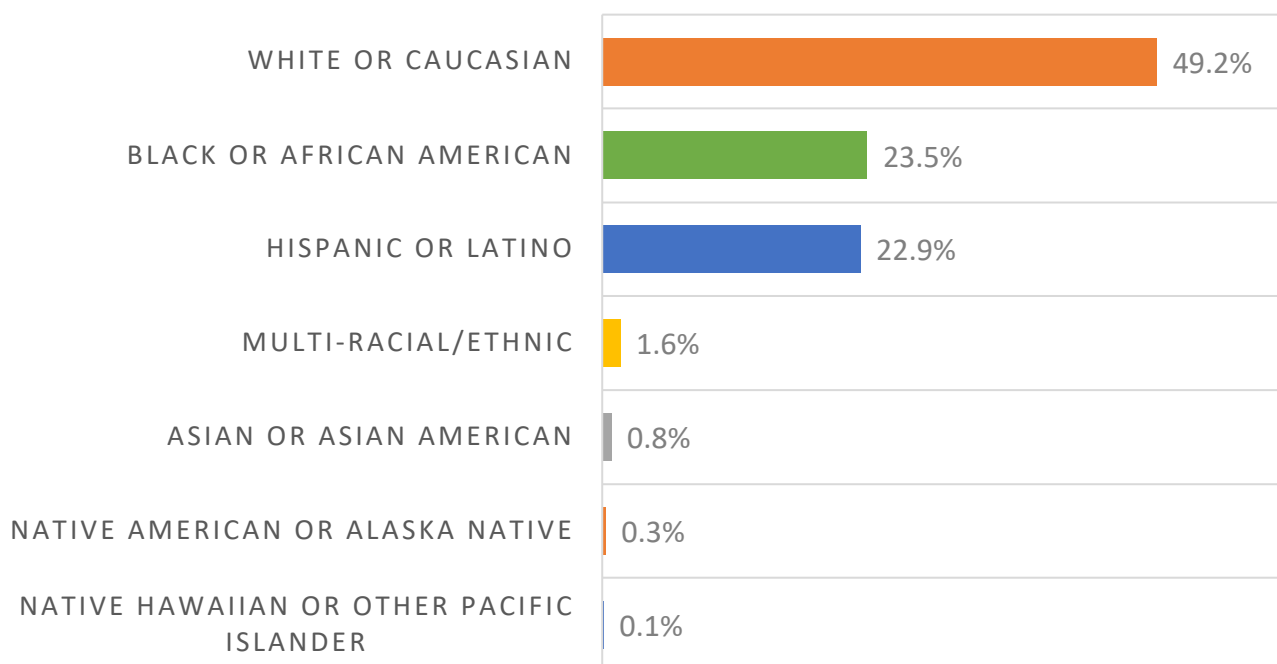
Age



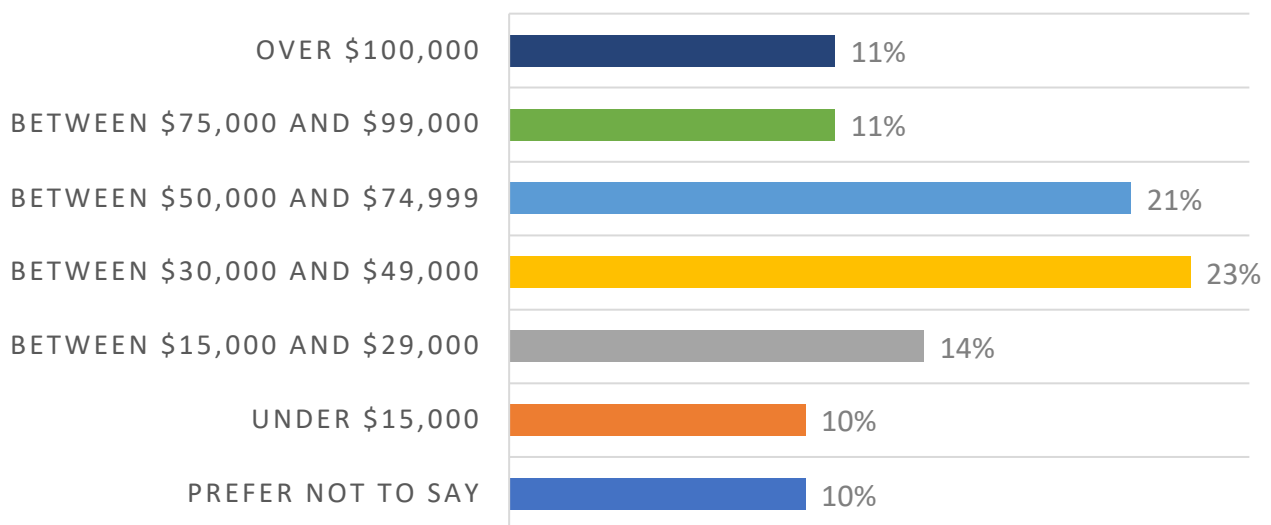
Gender Identity



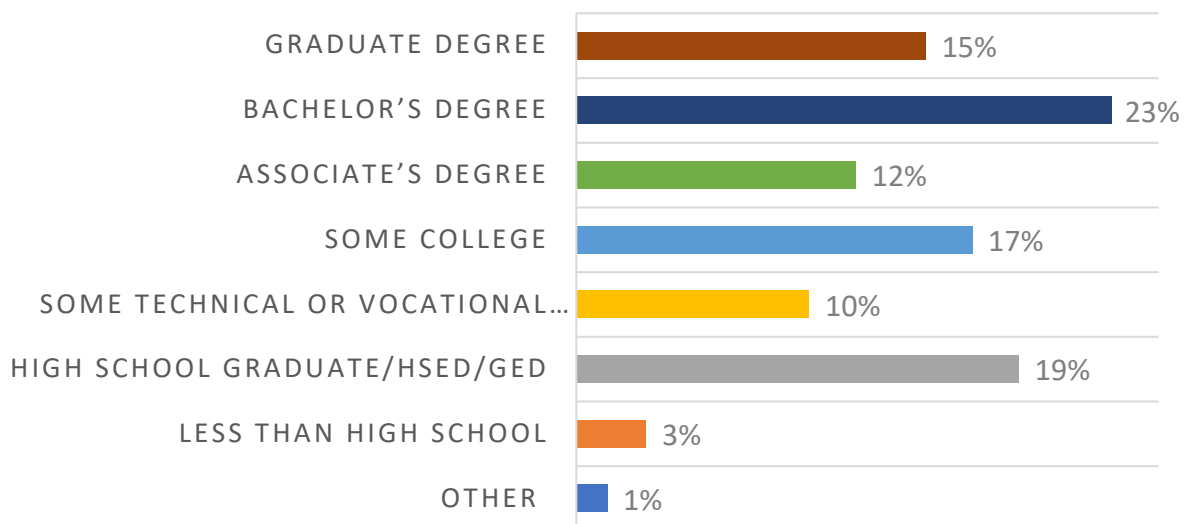
Race/Ethnicity



Individual Income Before Taxes



Education Completed



How do you prefer to receive information about the City of Racine?

