



# COMPREHENSIVE PLAN

*City of Madelia, Minnesota*

# ACKNOWLEDGMENTS

The comprehensive plan was made possible through the dedication of residents, community ambassadors, elected officials and city staff. A special thank you to the many residents, businesses, organizations, community groups and other stakeholders who participated in the creation of this plan. Your input, energy and ideas enriched the planning process and helped set a course of the future of Madelia.

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# INTRODUCTION

## Overview

A comprehensive plan sets forth the community's vision for the future. It is an important tool for cities to guide future development of land to ensure a vibrant economic climate for residential, commercial, industrial and public activities. A comprehensive plan also serves as a powerful legal document that provides the justification and foundation for decisions regarding planning, zoning, subdivision regulations and general development for the next several years. The City of Madelia, in partnership with Region Nine Development Commission, worked with the community to develop the comprehensive plan in 2017. The City of Madelia's comprehensive plan is focused around the city's goals and strategies that will shape a bright future for the city. The comprehensive plan serves not only as a guiding document for the City of Madelia, but as a collective expression of community values, desires and visions.







## Authority to Plan

The State of Minnesota gives cities the legal authority to regulate land use. The state does not require the creation of comprehensive plans for cities outside of the seven-county Minneapolis-St. Paul metropolitan area; however, it is recognized that a comprehensive plan is a valuable tool that a city can use to express its vision and develop strategies to fulfill that vision. The Municipal Planning Act (Minnesota Statutes Sections 462.351 to 462.364) creates a single, uniform procedure that applies to all cities. A comprehensive plan provides the legal foundation to enact land use controls and other municipal actions to implement long-term growth and development strategies and regulations. The city's land use (zoning) ordinances and official zoning map should be updated to conform to the comprehensive plan pursuant to adoption.



## Why Plan?

**UNDERSTANDING THE BIG PICTURE** The comprehensive nature of the plan requires that all elements and functions of community life be considered. The data collection, analysis and public engagement that feeds the plan provides a holistic view of community conditions and dynamics that allow for future planning and decision making to be based on an informed, factual understanding of the community.

**FRAMEWORK FOR LOCAL DECISION MAKING** The vision, goals and strategies outlined in this plan provide a basis for local decision making and ensure that future actions respond to the desires, priorities and concerns expressed through the public engagement process.

**GUIDANCE FOR LANDOWNERS AND DEVELOPERS** By articulating a vision for future land use, public investment priorities and development goals, the plan provides guidance, resources and reassurance to property owners and developers looking to build or reinvest in the community.

**INFORM AND ENGAGE THE PUBLIC** The planning process is an avenue for informing community members about the comprehensive plan, gaining input on the community vision and goals, and encouraging broader discussions about community improvement. Just as the public plays a critical role in creating this plan, they are also a key to its successful implementation. Community members have a role to plan as future advocates for the plan, as well as active participants in its implementation.

**MOBILIZE FOR ACTION** The plan is intended to be action-oriented, recommending concrete steps and strategies that can be implemented by the city in the immediate future. Many of the strategies recommended in the plan require the cooperation of outside groups, agencies, private businesses and individuals in the community. The plan provides a basis for future partnership and collaboration.

## Who uses the plan?

This comprehensive plan is shaped by the values, opinions and interests expressed through the community engagement process. As such, the plan serves not only as a guiding document for city, but a resource that can be used by a variety of stakeholders across the community.

**CITY STAFF** will use the comprehensive plan to guide day-to-day decision-making; inform the city's zoning ordinance and other regulations; and develop programmatic priorities around housing, community facilities, parks and recreation and other areas.

**MADÉLIA CITY COUNCIL, PLANNING COMMISSION AND OTHER ADVISORY BODIES** will use the plan to establish working goals; inform priorities for the city budget and Capital Investment Plan; and provide a basis for defending future policy and resource allocation decisions.

**RESIDENTS, BUSINESSES, PROPERTY OWNERS AND DEVELOPERS** can use the plan to better understand the city's vision and goals; to support decisions about where to live, locate or build in the community; and to spark discussion, brainstorming and action around community improvement projects.

**COMMUNITY GROUPS AND INSTITUTIONS** can use the plan to coordinate and align outside planning with city vision and goals and to learn more about various community strategies, potential funding sources and partnership opportunities with the city and other public and private entities.



## What's included in the plan?

The Madelia Comprehensive Plan describes the community's aspirations for the next 20 years and provides a flexible framework for the continued evolution of the community. The plan also recommends concrete goals and strategies that will facilitate community action and shared accountability. This comprehensive plan includes the following community topics:

**Land Use**

**Housing**

**Community Facilities**

**Transportation and Infrastructure**

**Parks and Recreation**

**Natural Resources**

**Community Health**

**Community Arts**



The comprehensive plan was a part of a three-tiered planning process that also includes the Madelia Economic Resilience Plan and the Madelia Marketing Strategy. Madelia's future economic development and marketing strategies are further explored and expanded upon in those plans. The economic resilience plan is a comprehensive analysis of the local economy with recommended strategies to diversify and prosper in order to increase the local economic resilience. The marketing strategy is a plan for a long-term marketing program that is focused on attracting new businesses and supporting the city's economic resilience. All three plans are cohesively aligned through their visions, goals and strategies.



## The Comprehensive Planning Process

The comprehensive planning process consists of data review and analysis, civic engagement sessions, community surveying, strategy prioritization, development and review of the planning document and the final adoption of the plan by the city. In addition to these traditional steps, the City of Madelia, in partnership with Region Nine, convened a team of eight volunteer community ambassadors. The ambassadors were identified by the city and trained by Region Nine staff to further engage community residents in the process and to facilitate small group discussions at the civic engagement sessions.

Additionally, outreach to identified community groups was conducted. These groups were the Women of Today, Rotary Club of Madelia, Iglesia Monte Los Olivos, Madelia Community Hospital Board and the Madelia Ministerial Association. Region Nine presented information about the comprehensive planning process and collected input and feedback from these groups.

## Civic Engagement Process

**JANUARY 19, 2017** Coordinated and facilitated a community resource fair in partnership with Region Nine. The fair was a structured open house format that allowed community residents to directly interact with city staff from each city department as well as introduce the planning process to community residents. During this community meeting, the residents were asked questions about their community including “Describe your ideal Madelia...”. The community resource fair and the community question activity helped increase familiarity with city staff and garner excitement about the planning process and the upcoming civic engagement opportunities for the community.

**MARCH 31, 2017 - APRIL 30, 2017** Pamphlets were developed, designed and available in English and Spanish for disbursement throughout the community for residents to share their insights. The pamphlet was structured into four questions, which provided the planning process further insight into determining what is important to the community and inform the planning process moving forward. A prize drawing was coordinated and residents who participated could win prizes from three local businesses.

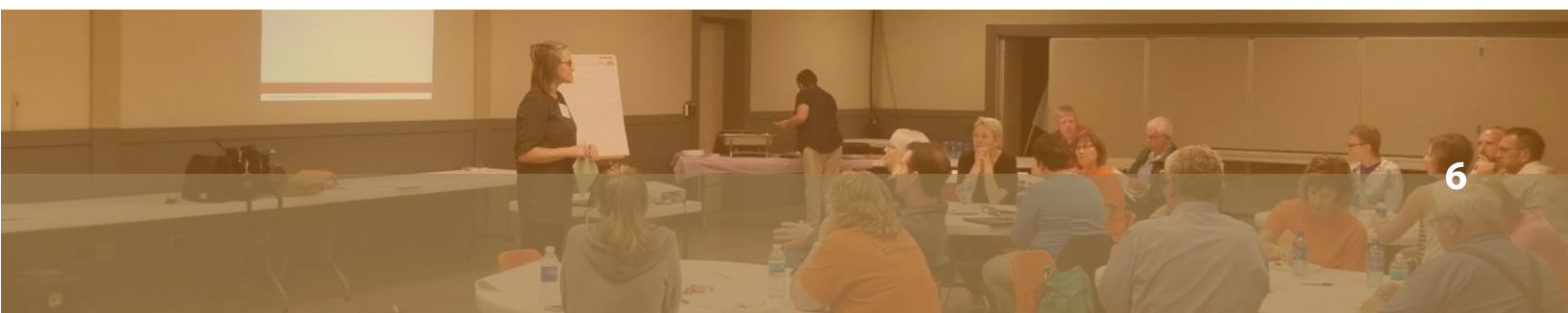
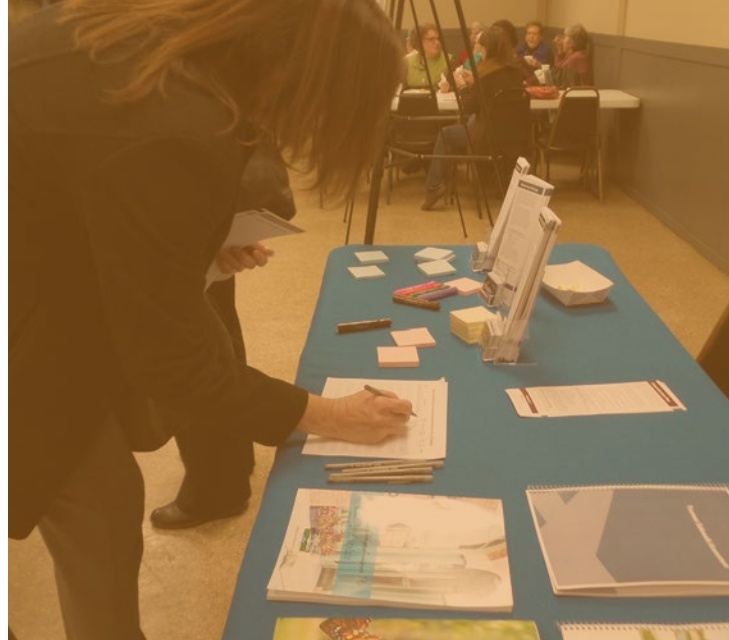
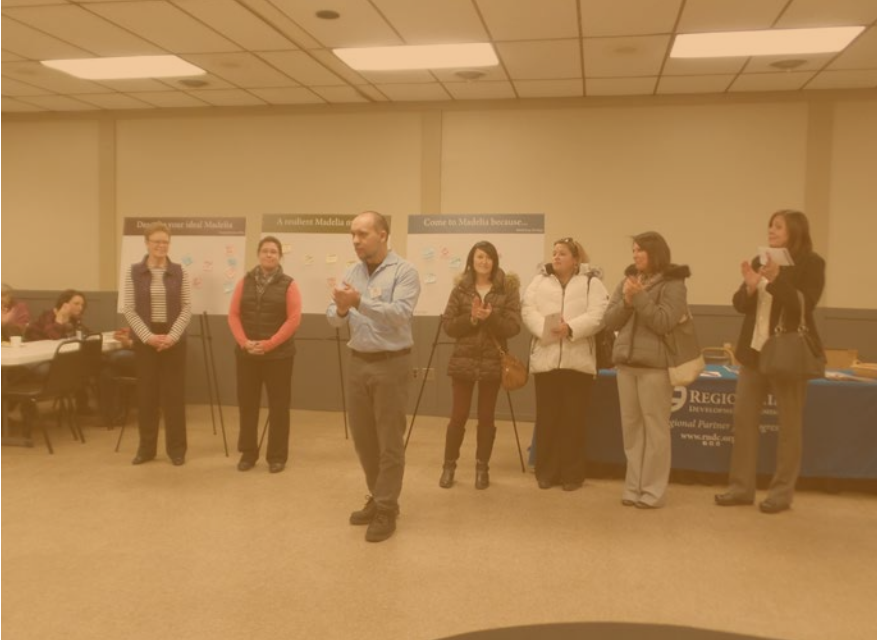
**APRIL 10, 2017** The City of Madelia selected community ambassadors that widely represent the various community sectors within the community. The community ambassadors partnered with the City of Madelia and Region Nine to lead the planning process and ensure community members were well represented and involved throughout the whole process.

**JUNE 22, 2017 / JULY 31, 2017** Coordinated and facilitated two civic engagement sessions that allowed community members to discuss topics that are essential to the comprehensive plan. The small group discussion focused around strengths, weaknesses, opportunities and threats for Madelia’s future.

**OCTOBER 1 - OCTOBER 31, 2017** An electronic survey was developed, designed and available in English and Spanish. It was widely advertised and distributed throughout the community as another opportunity for residents and business leaders to provide input during the planning process.

**NOVEMBER - DECEMBER, 2017** The comprehensive plan was drafted, designed and edited in November and December. The draft document of the comprehensive plan was available on Madelia’s website for a 30-day public comment and review period from December 22, 2017 - January 22, 2018. A paper copy was available upon request at city hall. Press releases and social media announcements were used to inform the community the comprehensive plan was ready for public review.


**JANUARY 22, 2018** The Madelia City Council held a public hearing for final comment on the Madelia Comprehensive Plan.





## Community Survey

Below are highlights from the results of the community survey.

 **60%**  
reported living in  
Madelia for over  
**21 YEARS**

**Respondents rated Madelia  
a good place to**

**Live** (93%)

**Raise children** (88%)

**Work** (76%)

**Retire** (72%)



### Respondents would invest in

**Economic development,  
job creation, expansion** (53%)

**Improve the education system** (48%)

**Improve the existing housing stock** (34%)

### Community assets noted in the survey

City's infrastructure

Library

School system

Parks

Golf course

City services

Natural resource protection

Natural environment

Sidewalks and bike trails

Arts are valued

La Plaza Restaurant



Photo by Southern Minnesota Initiative Foundation

# THE VISION

**The City of Madelia is a thriving and welcoming community focused on maintaining and enhancing quality of life for future generations by being a resident-oriented community with many recreational opportunities and quality amenities. The community will continue to grow the resilient local economy, support the independent education and healthcare systems and value its rural traditions.**

## Goal Statements

**LAND USE** The City of Madelia's land use policies will promote sustainable land use by assessing future needs and promoting the most effective use of property while balancing cost efficient public services. Madelia's land use policies will be clear, concise and easy to administer, contributing to the creation of an equitable and healthy environment.

**HOUSING** Madelia will strive to offer equitable housing options that includes a selection of affordable and aesthetically pleasing housing opportunities for residents of all ages to maintain the strength, vitality and stability of the city's neighborhoods.

**COMMUNITY FACILITIES** Provide quality, efficient public buildings and facilities that meet the daily needs of current and future residents, employees and visitors of all ages while adapting to modern technologies and promoting a great quality of life.

**TRANSPORTATION AND INFRASTRUCTURE** Madelia will commit to providing efficient infrastructure and transportation networks to the residents in an environmentally sensitive, financially equitable and fiscally-responsible manner.

**PARKS AND RECREATION** The City of Madelia will continue to improve and increase parks and recreational opportunities available for use for all age groups through utilizing community partnerships, public input, planning and the implementation of projects and programs.

**NATURAL RESOURCES** Protect and preserve natural resources for continued responsible use and increased integration in the community to provide a sustainable future and support the health of Madelia's environment and people.

**COMMUNITY HEALTH** Increase the physical and mental well-being of area residents for higher achievement in local schools, increased efficiency in the workplace and an increase in the ability of residents to contribute back to Madelia to reinforce a higher standard of living.

**COMMUNITY ARTS** Madelia will build upon unique local assets to increase access to meaningful arts and cultural activities that are vital to city's quality of life and economic success.





# COMMUNITY OVERVIEW

The City of Madelia is located in the northeastern corner of Watonwan County and borders MN Highway 60 and the Watonwan River. It is situated at latitude 44.048 and longitude -94.4201 in the central time zone. At an elevation of 1,024 feet, the city covers a land area of 1.47 square miles. Watonwan County is situated in south central Minnesota. Madelia is approximately 120 miles or two hours southwest of the Minneapolis-St. Paul and just under 25 miles west of Mankato.





## City History

Madelia can trace its history to a corporate group that bought up land along the Watonwan River. On September 10, 1857, the group platted a new town called “Wacapa.” The five original investors included General Philander Hartshorn, David Haire, Leander Sheppard, Stephan Benjamin, and James Hudson, whose disagreement over the young town’s name proved problematic. Within a year, they decided to rename it in honor of Hartshorn’s late daughter Madeline Hartshorn, whose nickname had been “Madelia.”

Madelia became the county seat of the newly created Watonwan County in 1860. Its motto, “Pride of the Prairie” pays homage to a fertile setting. The prairie’s relative flatness, however, brought its own challenges. Flooding proved persistent at Madelia’s original town site. Out of desperation, the entire settlement relocated northeast to higher ground and this new location happily proved much more suitable for permanent habitation. On March 8, 1873, Madelia incorporated as a village.

As late as 1870, Madelia remained the only urbanized settlement in Watonwan County. Growth accelerated that year with the arrival of the St. Paul and Sioux City division of the Chicago, St. Paul, Minneapolis and Omaha Railway. This gave Madelia direct market access to both Omaha and Minneapolis. In 1872, William Estes built the county’s first brick building to house his general store and today it hosts the Madelia Chamber and Visitors Bureau.



## City History *(con't)*

Despite Madelia's booming economy, the arrival of the railroad was not entirely beneficial. For the new segment's division point, the railroad's directors selected the future town site of St. James, rather than Madelia in 1871. Soon local advocates were clamoring to move the county seat to this new hub. Their calls grew stronger after an 1872 fire destroyed Madelia's wood-frame courthouse. In 1874, county voters approved a county seat relocation to St. James; however, it was challenged and Madelia managed to hold onto the seat for four more years. In 1878, another vote officially moved the city seat to St. James.

During the late nineteenth century, Madelia continued to diversify economically. While Madelia had rail access to the Minneapolis-St. Paul area, it lacked connections to the south. To serve this area, the Watonwan Valley Rail Company incorporated on January 16, 1899 and soon linked Madelia to the nearby City of Fairmont. The company itself did not last long and within the year had merged with the Chicago, St. Paul, Minneapolis and Omaha Railway. In 1908, work began to replace the city's western bridge over the Watonwan River. With Commodore P. James as its designer, the West Bridge represents the earliest example of a Warren through truss bridge in Minnesota. The bridge was also one of the first with riveted connections, which did not become commonplace until after 1913. Continuing its growth, Madelia reincorporated on February 10, 1911 as a means of separation from the surrounding township.

Since that time, agriculture has continued to dominate the local economy, with food processing standing out as the primary industry. In 1947, entrepreneur Tony Downs purchased a produce business in St. James which eventually led to a plant opening in Madelia. The Madelia Tony Downs Foods facility remains one of the top employers in the community, with the Madelia Community Hospital, Madelia Community Schools, Madelia Luther Home, and the House of Print representing other major employers.

In the early 1980s, Madelia was threatened by the Farm Crisis. Foreclosures soared and the rural population dwindled, with local stores following close behind. Fortunately, the Farm Crisis passed and the local economy eventually recovered. The school district remained independent and, with help from Christiansen Communications, the Madelia Theater was able to reopen. Beginning with the recovery and continuing through the 1990s and 2000s, Madelia experienced major demographic changes as many residents of Latino origin relocated to the city in pursuit of job opportunities at local businesses. Today, Madelia is a vibrant, multi-cultural community.

The community residents of Madelia are passionate about their rural community. They come together to support each other, community organizations and local businesses. This passion and support is representative of the community cohesion that is intrinsic to Madelia. The community remains resilient now and in the future because of the strong local pride and dedication to its rural roots.



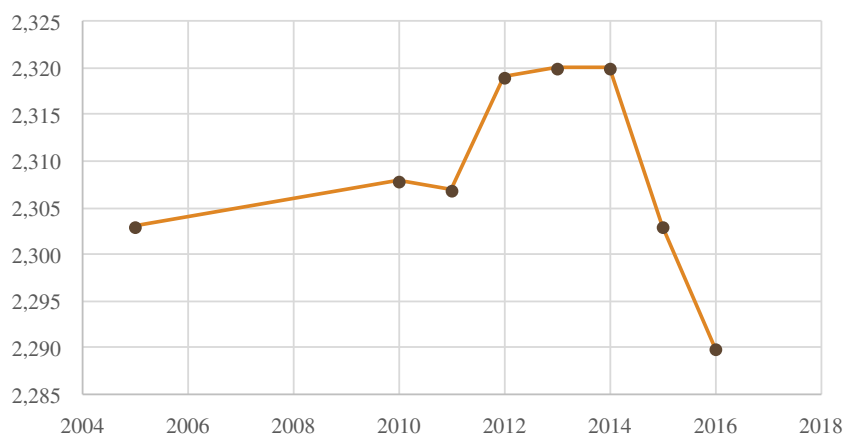
In September of 1876, Madelia experienced one of its most notable historic events with the capture of the Younger brothers of the notorious Jesse James-Younger gang. The city still celebrates with its Younger Brothers Capture Festival every September.

## Population

As of 2016, the population was 2,290, 906 households with 2.44 people per household. These rates have remained constant for the last fifteen years. Madelia is the second largest of eight cities in Watonwan County. The city represents approximately 21 percent of the total population of the county.<sup>1</sup> By 2050, the population of Watonwan County is projected to decline by about 500 people, with the City of Madelia potentially mirroring this trend as evidenced by the observable decline in its population since 2014.<sup>2</sup>

Madelia's population is comprised equally of males and females with slightly more females reported for the population 18 years or older and even more for the 65+ age cohort in which 64.3 percent are female.<sup>3</sup> Between 2000 and 2010 the city's population declined by 34 people or 1.45 percent.<sup>4</sup> Residents indicated during planning sessions that they would like the community to grow, but a lack of housing options may be contributing to stagnant growth.

Population<sup>1</sup>



*I would like to see Madelia population and economy grow. We need to attract new development, commercial and residential. Friendly competition keeps people honest and full of new ideas.*

~Community Survey Comment



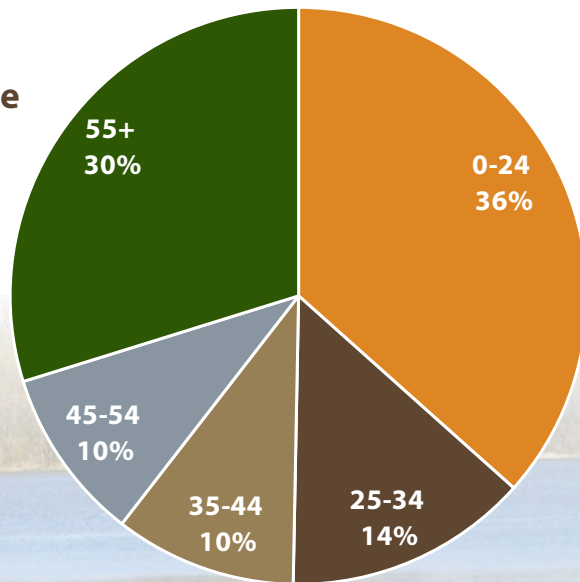
## Age

Madelia's age demographics similarly trend with Watonwan County's except median age, which is 34.8 years for Madelia as compared to 39.6 years for the county. The two largest age cohorts represented in the city are 0-9 years (16% of the population compared to 14.5% for the county) and 25-34 years (13.7% of the population compared to 12.9% for the county).

Residents less than 18 years old comprise 25.3 percent of the city's population while those aged 18-64 comprise just under 55 percent.<sup>5</sup> This is in line with region-wide age demographics for south central Minnesota where many counties have higher representations of 18-34 year olds than the state due to the region's abundance of educational opportunities.

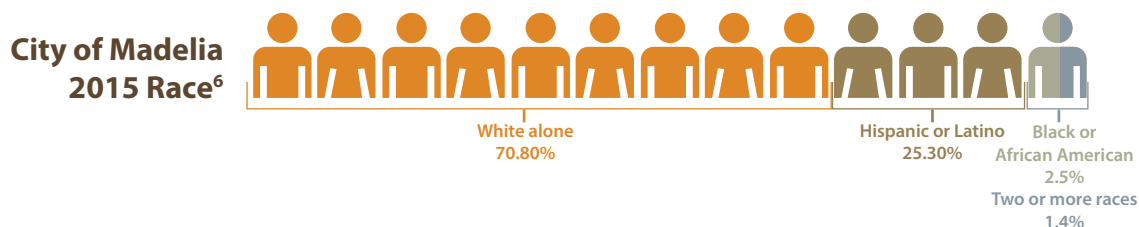
Citizens of voting age in Madelia comprise 74.7 percent of the total population, which is slightly lower than the county at 75.5 percent. The 65+ age cohort comprises 19.8 percent of the population and should be considered in Madelia's future economic development projects, especially regarding possible construction of transitional housing options.<sup>6</sup>

**Age as a Percentage of the Population<sup>6</sup>**



## Race

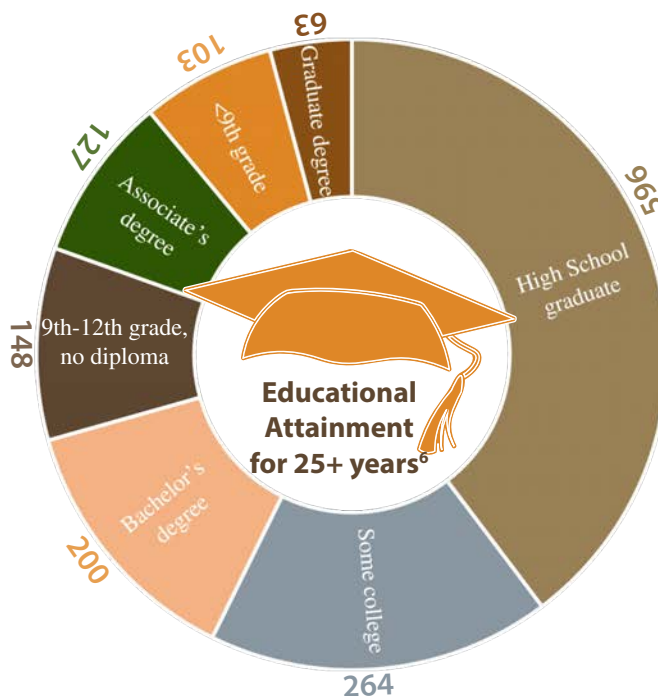
Watonwan County has a growing Hispanic or Latino population and Madelia reflects this increasing demographic. Located in the most diverse county in south central Minnesota, the City of Madelia reports an even higher population of Hispanic or Latino residents at 25.3 percent than Watonwan County at 22.1 percent.<sup>6</sup> Around 70 percent of residents identify as White/Non-Latino.<sup>5</sup> Madelia has a much larger Black or African American population at 2.5 percent than Watonwan County at 0.6 percent as well as a larger population of people who are two or more races at 1.4 percent (compared to 0.6% for the county). There is no Asian population in Madelia although 1.1 percent of the county's total population is Asian.<sup>6</sup>



## Education

Madelia Public Schools include Madelia Elementary (Grades pre-kindergarten-6) and Madelia High School (Grades 7-12) as well as students who attend eMinnesota Online Academy and River Bend Education. The district employs over 110 people and is governed by a seven-member school board and superintendent. Additionally, St Mary's Catholic School and Noah's Ark Daycare are located in Madelia but are not part of the public school system.

The percent of Madelia's total population that has earned a high school degree or higher is 83.3 percent, which is slightly lower than Watonwan County at 85.3 percent. Those who hold a Bachelor's degree or higher comprise 17.5 percent of Madelia's population compared to the county's 15.8 percent. Those holding only a high school diploma comprise 39.7 percent of the total population over 25 years. A significant portion of the population at 26.1 percent has some college or an associate's degree. Madelia's population aged 3 years or over enrolled in school is 546. There is 9.3 percent of the total population enrolled in college.<sup>6</sup>





## Workforce

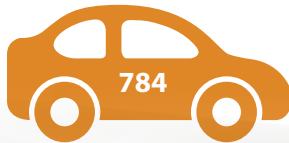
Madelia's civilian labor force is the total number of people aged 16 years and older that are either employed or unemployed. The labor force participation rate in Madelia is 68.1 percent which is higher than the national rate of 63.3 percent.<sup>7</sup>

The city has a diverse mix of industries including healthcare, retail and education, which creates a strong foundation to build upon. The two largest industries are Manufacturing and Educational Services/Healthcare/Social Assistance. There are 354 people working in education or healthcare/social assistance which comprises 29.9 percent of the workforce; there are over 350 people employed in manufacturing which comprises 29.8 percent of Madelia's workforce. Combined, production, transportation, and material moving occupations employ the greatest number of people at 361 or 30.5 percent of the workforce. Retail Trade and Construction also employ a significant portion of the population at 7.4 and 6.5 percent respectively.

Over two-thirds of the workers who live in Madelia are employed outside the city. Only 353 workers both live and work in Madelia but the inflow and outflow of workers to and from the city remains balanced. For the 793 workers who commute out of the city each day, 784 workers, or 69% of the total workers in Madelia, commute into the city.

About 70 survey respondents work in Madelia. Of those who commute elsewhere, most travel 10-30 minutes to work. The mean commute time for workers who live in Madelia is 19.7 minutes.<sup>8</sup>

### Labor and Commute Shed<sup>9</sup>



Live outside of Madelia  
and commute in



Live in Madelia and  
commute out

<sup>7</sup> U.S. Census Bureau, QuickFacts

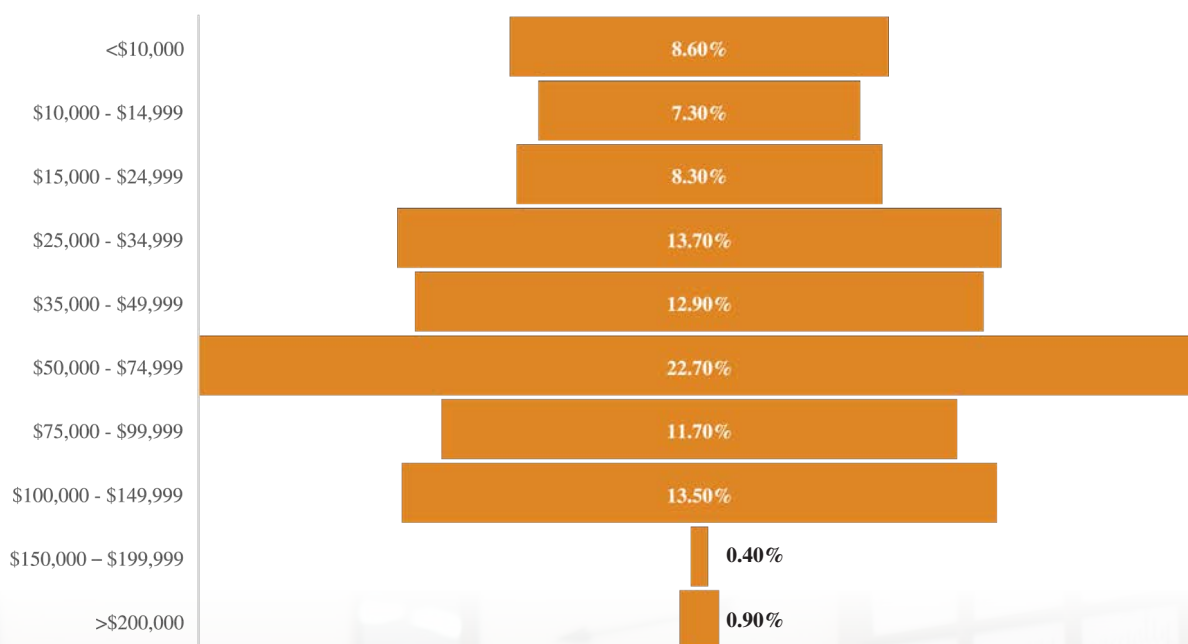
<sup>8</sup> 2011-2015 American Community Survey 5-Year Estimates

<sup>9</sup> U.S. Census Bureau, Local Employment Household Dynamics, OnTheMap

## Economy

Median earnings across all workers totaled \$27,181 in 2015 although there were significant differences between males and females. Median earnings for males totaled \$42,938 which was about \$10,000 more than median earnings for females that year.<sup>8</sup> Median income for households in 2017 totaled \$48,438.<sup>10</sup> Comparatively, mean household income was much higher totaling \$63,190 for households in 2015.<sup>8</sup> Around 25 percent of workers earn a yearly income of \$15,000 or less while the majority of workers at 42.6 percent earns between \$15,001 and \$39,999 annually. Residents who earn a yearly income over \$40,000 comprise 32 percent of workers.<sup>10</sup>

**2015 Madelia Worker Income and Benefits<sup>8</sup>**



Madelia's poverty rate has remained constant in recent years at about 12 percent of the population, which is approximately the same percentage of the population that has no health insurance. Around 87.7 percent of the city's population has health coverage and over 8.5 percent of the population under 18 has none. Madelia is home to approximately 136 veterans.<sup>11</sup> Additionally, Madelia's unemployment rate has remained much lower than the state since the Great Recession in 2008 and 2009. As of 2015, unemployment was reported at just 2.7 percent.<sup>8</sup>

<sup>10</sup> U.S. Census Bureau, MN Compass: City of Madelia, At A Glance

<sup>11</sup> StatsAmerica, USA Towns in Profile



# COMMUNITY TOPICS

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## Goals and Strategies

The goals and strategies in this section support the community vision and should be used to inform future decision-making and action. Goals are broad statements that describe a desired outcome or end-state. Goals are often long term in scope. Strategies describe the general course of action in which programs and activities are conducted to achieve a stated goal.

The strategies in this section went through a prioritization process. Those with a (SYMBOL) were ranked as high priority. An implementation matrix located in Appendix III identifies priority rank, implementing entity, timeline and potential funding partners for each strategy outlined in the comprehensive plan.





## LAND USE

Land Use defines how land will be used within a city. It is intended to allocate land among industry, commerce, residences, public facilities, parks and recreation, open and natural spaces and other public and private uses. It takes into consideration density, transportation routes, public safety, infrastructure and community facilities. Land use includes the assessment of existing development patterns, projections for growth corridors within the city and orderly annexation of adjacent properties. One of the most basic roles a city plays in the development of the community is adopting zoning regulations. The city's zoning map and ordinances reflect existing and desired land uses.

Zoning can impact health and community life in a variety of ways, ranging from residential and commercial uses in close proximity to enhancing accessibility for community members of all mobility levels. Zoning can also allow uses that support health such as community gardens within the city. Zoning or land use ordinances are helpful for specifying core downtown areas, arts, historical or other special districts, urban design standards and signage. Currently, the city of Madelia spans 3,180 acres, 665 of which are maintained by the city. The downtown business district comprises most of the commercial land whereas majority of industrial land is located in the northern part of the city near the railway. The downtown area, in addition to local businesses, houses the post office, city hall, and emergency services. Residential neighborhoods extend outward from this central business district where schools, the hospital and several churches are located in addition to housing. Changes to the economy in areas such as housing needs and patterns, transportation and quality of life concerns require that the city review existing land allocations and adjust accordingly.



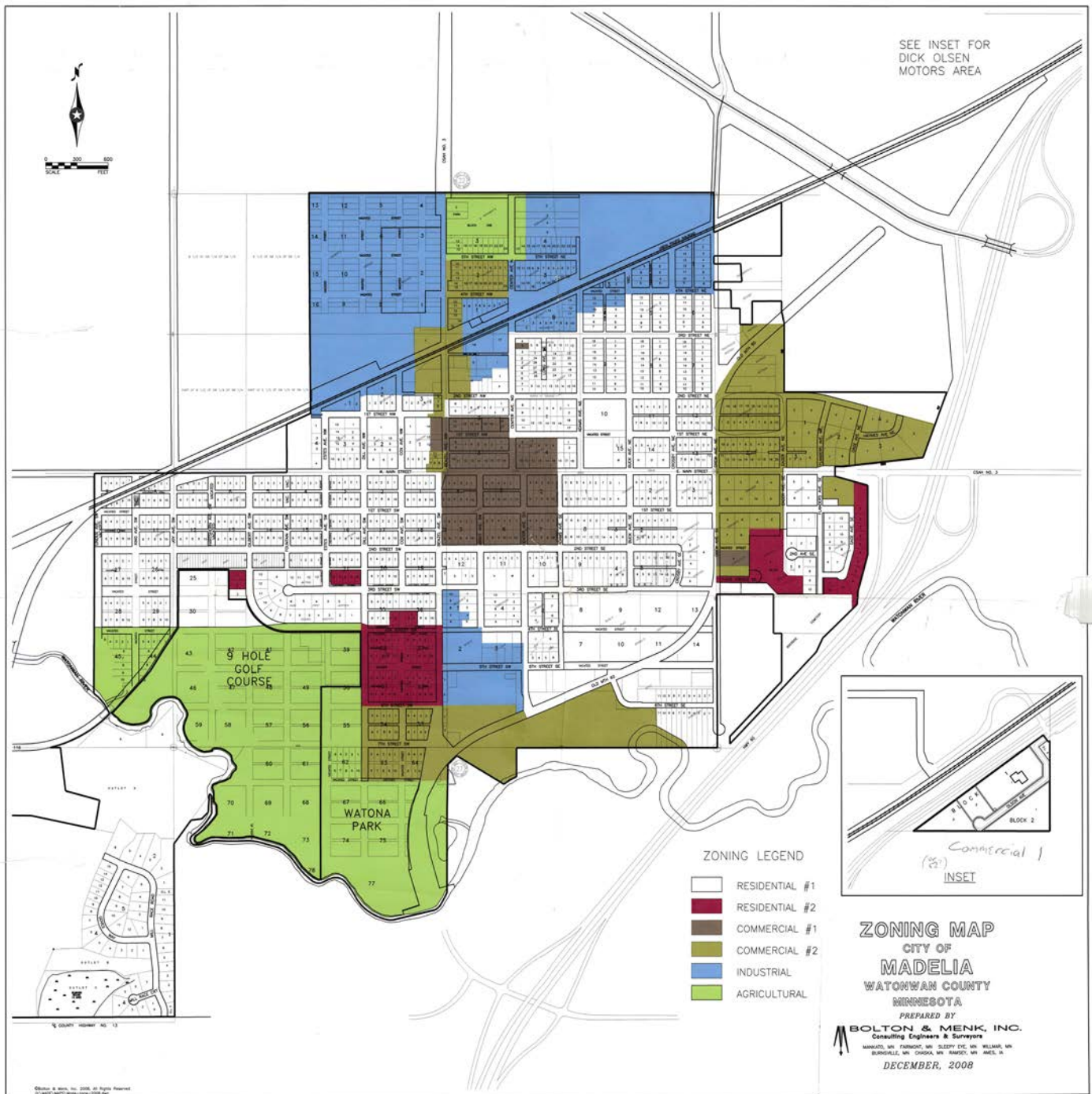
## GOAL

The City of Madelia's land use policies will promote sustainable land use by assessing future needs and promoting the most effective use of property while balancing cost efficient public services. Madelia's land use policies will be clear, concise and easy to administer, contributing to the creation of an equitable and healthy environment.

## Strategies

- LU.1** Continue to revitalize downtown corridor including implementing urban design elements, public art, wayfinding signage, zoning revisions and other related components.
  - LU.1.a** Consider adopting design standards for future development that complements the existing local charm and major local assets.
  - LU.1.b** Address and revise land use zoning ordinance to allow for increased density zoning and explore incorporating codes that support economic health into the downtown business district.
- LU.2** Identify the major nodes within the community (residential, commercial, industrial, recreational, cultural, historical etc.) and promote land use practices that protects connectivity and accessibility between them.
- LU.3** Engage and partner with local landowners to develop a mutually agreeable vision for improvements and future land uses within the community.
- LU.4** Incorporate and plan for green space and recreational opportunities for existing and newly-developed neighborhoods.
- LU.5** Evaluate annexation opportunities for future economic and/or housing development. Consider cost-benefit evaluation of service capacities, land use, service needs and natural features such as, topography, wetlands, vegetative cover prior to utility extension and improvement projects.
- LU.6** Review existing zoning code and incorporate new elements, which have been identified as priorities through the comprehensive plan process.
  - LU.6.a** Considerations: senior housing development opportunities, community center, bike trail and overall community walkability.
- LU.7** Continue to maintain up to date zoning ordinances, official maps and permitting documents.
  - LU.7.a** Streamline administration process.
  - LU.7.b** Increase accessibility by providing online access to the land use code, application and other developmental related information.
  - LU.7.c** Update existing identified permit, variance and other application forms to increase user friendliness and streamline the administration process.

# Zoning Map





# HOUSING

Housing is an important part of the city's community and economic development efforts. The need for affordable, workforce and transitional housing was often referenced by the community during the comprehensive planning process. Providing quality, affordable housing for the workforce and an aging population will become especially important over the next decade and opens opportunity for economic growth and development. Housing options for seniors allow them to age in place and free up single occupancy homes to families. Approximately 45 percent of the community survey respondents indicated that the variety of housing available was poor or needs improvement. If money was no object, 60 percent of respondents said they would improve and/or add to existing housing stock.

Over 61 percent of existing housing in Madelia was built between 1940 and 1999 and only seven percent was built after 2000.<sup>12</sup> Since 2010, the number of households in Madelia has remained constant around 900 with a near-constant rate of people per household between 2.44 and 2.47.<sup>13</sup> There is a total of 1,078 housing units in Madelia, 891 of which are occupied comprising 87.5 percent of total units. Owner-occupied units comprise 67.8 percent of those and renter-occupied units comprise 32.3 percent. About 70 percent of homes are in adequate condition, 28 percent are in poor condition and two percent are in stages of deterioration.

Senior housing is available at Amberfield Place, where half of its 20 units include assisted living services as well as Hartshorn Manor, which has 38 units for adults over 50 years of age or with disabilities. There is a growing need for additional senior housing as the population over 65 years is expected to grow in the next decade. There is increased demand for one level, two bedroom units that include a two-car garage. There are several apartment complexes that house Madelia residents, the three largest being Amberfield Place General with 24 units, RBG and Parkview Apartments which each have 16 units. The Madelia mobile home parks consists of 63 privately owned homes.

Housing challenges include preservation of existing neighborhoods, stimulating new housing construction, increasing the customer base for local utilities, balancing natural resource protection with desired development and providing quality and affordable housing across the range of residential needs. As homes age, the normal wear and tear can create a range of problems, from routine maintenance to extensive overhauls. These repairs are needed but can be costly, especially when it comes to the houses that are more than 50 years old. Design elements including single level homes with American with Disabilities Act accessibility, shared maintenance services, open space and smaller lots/homes within close proximity to services should be considered when making decisions on future housing developments. These strategies support affordable, workforce and transitional housing while allowing the city to grow economically and for aging residents to spend their entire life within the community they love and cherish.



## GOAL

Madelia will strive to offer equitable housing options that includes a selection of affordable and aesthetically pleasing opportunities for residents of all ages to maintain the strength, vitality and stability of the city's neighborhoods.

## Strategies

- ★ **H.1** Develop a wider range of housing options to include senior housing and other housing options that accommodates a balance of all housing needs.
  - H.1.a** Madelia will encourage and support the development of senior living opportunities including an assisted living facility and one level independent living units.
- H.2** Madelia will strive to maintain a housing supply that responds to changing demographics.
- H.3** Madelia will work to enforce zoning and blight ordinances to ensure properties are kept free of blight to preserve quality of existing housing stock.
  - H.3.a** Examine and improve housing maintenance codes and actively enforce the codes.
- H.4** Encourage the preservation of existing neighborhoods by rehabilitating houses where practical.
- H.5** Promote new housing developments that fit with existing development and help increase property and housing values throughout Madelia.
  - H.5.a** New housing developments should locate where infrastructure either exists or where infrastructure could be extended in a cost-effective manner.
- H.6** Continue to promote the maintenance of the existing housing stock.
  - H.6.a** Collaborate with existing organizations and grant programs to create incentives for home maintenance.
  - H.6.b** Encourage and promote loan or grant programs for homeowner improvements.
- H.7** Encourage joint public and private partnerships through local, state and federal programs to help cover the financial gap between affordable housing and the actual cost of developing.
- H.8** Encourage private developers to provide a variety of housing options by providing incentives (e.g. waiving city fees).
  - H.8.a** Encourage the developments to include a mix of housing price ranges and both owner-occupied and renter-occupied units.
- H.9** Work with local lending institutions, real estate professionals and government agencies to provide homebuyer and seller education seminars.
  - H.9.a** Develop a publication identifying local resources for homebuyer assistance.
  - H.9.b** Advertise and promote existing loan or grant programs for down payment assistance or any other program that can help support the purchase of homes.

<sup>12</sup> MN Compass, 2017

<sup>13</sup> MN State Demographic Center, Population Estimates, 2016




# COMMUNITY FACILITIES

Community facilities are key to ensuring the availability of essential services to city residents. They improve the basic quality of life and assist in the development and sustainability of the city. Community facilities are critical to providing health care, education, public safety, meeting space and other public services in a community. They are generally owned, leased, operated or funded by a public body or government. Madelia city has several community facilities including city hall, the police and fire station, liquor store, library, golf course and swimming pool.

Community facilities enhance the lives of residents in numerous ways. Schools, libraries, museums, community centers and performance spaces provide access to knowledge and culture. Medical facilities encourage and safeguard health. The Madelia Community Hospital and Clinic (MCHC) has been caring for members of the community for 100 years. It is a private, nonprofit, 25-bed critical access hospital that offers primary health services such as emergency care, laboratory, radiology, surgical care, physical therapy and home care. In 2011, the facility expanded to include a family medical clinic in addition to its urgent care and hospital. In the summer of 2016, the Minnesota Department of Health re-designated the MCHC as a Level 4 trauma hospital. These achievements among many others make the Madelia Hospital a pillar of the community and an important gathering place for community members to come together and participate in health and wellness events.

Public safety facilities are critical to protecting the public. Several community programs are offered and run through the City's emergency services and other facilities. The Madelia Fire Department runs fire safety programs in schools and offers free safety vests for bikers, runners, and walkers. The Madelia Police Department also runs safety programs in public schools regarding bicycle safety and the importance of wearing a helmet.

Satisfaction is high with existing facilities in Madelia. Madelia survey respondents indicated they were very satisfied or satisfied with the public library (94%) and a little less so with recreation facilities (82.5%). During the comprehensive planning process the need for a community center was referenced repeatedly to serve a recreational function, as a meeting space and as a location for large community events.



When asked, "if you had a blank check and unlimited funding, what would you invest in," several comments referenced a community center or gathering place.

*"Community building for weddings, conventions."*

*"Civic center/arts and humanities hub."*

*"New fire/EMS/community center, athletic complex & expanded campground."*



**Provide quality, efficient public buildings and facilities that meet the daily needs of current and future residents, employees and visitors of all ages while adapting to modern technologies and promoting a great quality of life.**

## Strategies

- ★ **CF.1** Pursue funding opportunities to construct a community center that can be a multi-use facility that the city, community organizations and residents can utilize for meetings, activities and events.
- ★ **CF.2** Continue to support, promote and partner with the local independent hospital and school district to ensure the community continues to have direct access to quality healthcare and education locally.
- CF.3** Conduct and maintain an asset inventory and condition assessment of public buildings and facilities owned by the city to ensure upgrades can be planned and budgeted for.
- CF.4** Reach out to community to help understand any changing resident usage behavior to help inform the improvements to community facilities.
- CF.5** Annually budget for maintenance and improvement needs through the city's capital improvement plan.
- CF.6** Explore opportunities to increase energy and operational efficiencies through building upgrades, technology upgrades and site improvements.
  - CF.6.a** Work towards upgrading current community facilities and ensure any future community facilities meet American with Disabilities Act accessible design standards.

The following are very important amenities and services which help to sustain the community and also contribute to the growth and development of Madelia.

### Schools:

Madelia Elementary School  
Madelia High School  
St Mary's School/Noah's Ark  
Daycare

### City Facilities:

City Hall  
Madelia Police Station  
Ambulance/ire Station  
Madelia Liquor Store  
Madelia Library  
Madelia Golf Course/Clubhouse  
Madelia Swimming Pool  
Watona Park Picnic Shelters  
Watona Park Campground

### Hospital and Care Facilities:

Madelia Community Hospital  
and Clinic  
Luther Memorial Home





# TRANSPORTATION & INFRASTRUCTURE

Providing public transportation and infrastructure are major roles of cities and often occur in conjunction with other units of government. Public infrastructure refers to services that cities provide for the common good. This includes such things as streets and street maintenance, snow removal, traffic control, parking, clean water supply, sanitary sewage treatment, storm sewers, utilities and transportation routes and services. Transportation intersects with infrastructure in streets, roads, sidewalks and trails. It includes many modes: vehicle, bus, bicycle, walking, boat, plane and train. Providing connections between homes, businesses, schools and recreational opportunities, transportation is an important part of a city's comprehensive plan.

Madelia is served by two state highways that connect commuters to work. The city of Madelia is located just west of MN Highway 60 and is bordered by the Watonwan River to the south. Major roadways through the city include Main Street and Benzel Avenue as well as Old Hwy 60, which runs through the city's southeastern corner. Interstate 90 (east-west) is located 30 miles south of town. The city reports that most homes have at least two cars, allowing families to commute and get around town efficiently. The majority of people in Madelia (90%) indicated that it is important for them to live in a community that has sidewalks, bike paths and/or trails that connect their home to school/work and other community destinations. Respondents reported satisfaction with ease of travel by car (96%), bicycle (76%) and walking (80%) and less satisfaction with the shuttle bus service (18%).

Watonwan County provides a "Take Me There" bus service on weekdays from 8:00 a.m. to 5:00 p.m. and is located 15 miles from the St. James Airport and 25 miles from the Mankato Airport. Additionally, there is a Senior Ride program run by volunteers who drive elderly residents over 60 years of age to appointments during the week at no cost. There is railroad freight service to Madelia which runs through Mankato to Minneapolis-St. Paul and the southwest line that passes through St James and continues to Sioux City, Iowa and Omaha, Nebraska.

The city takes pride in its resilience and rebuilding efforts throughout the years, but much of the city's infrastructure is still in need of updating or replacing. In October 2016, a "Capital Needs Review" was conducted by the city engineering firm, Bolton & Menk, and it identified key areas in the city which must be addressed in their estimated costs. These projects include rerouting sanitary sewers, replacing water mains and updating water services, patching streets and replacing storm sewers among others.

Survey respondents reported high levels of satisfaction with most infrastructure, ranging from 87 percent for drinking water, about 92 percent for sewage, 94 percent for electricity, 85 percent for garbage and 80 percent for internet. There were several comments about the cost of electricity (high) and the slowness and interruptions of internet services.



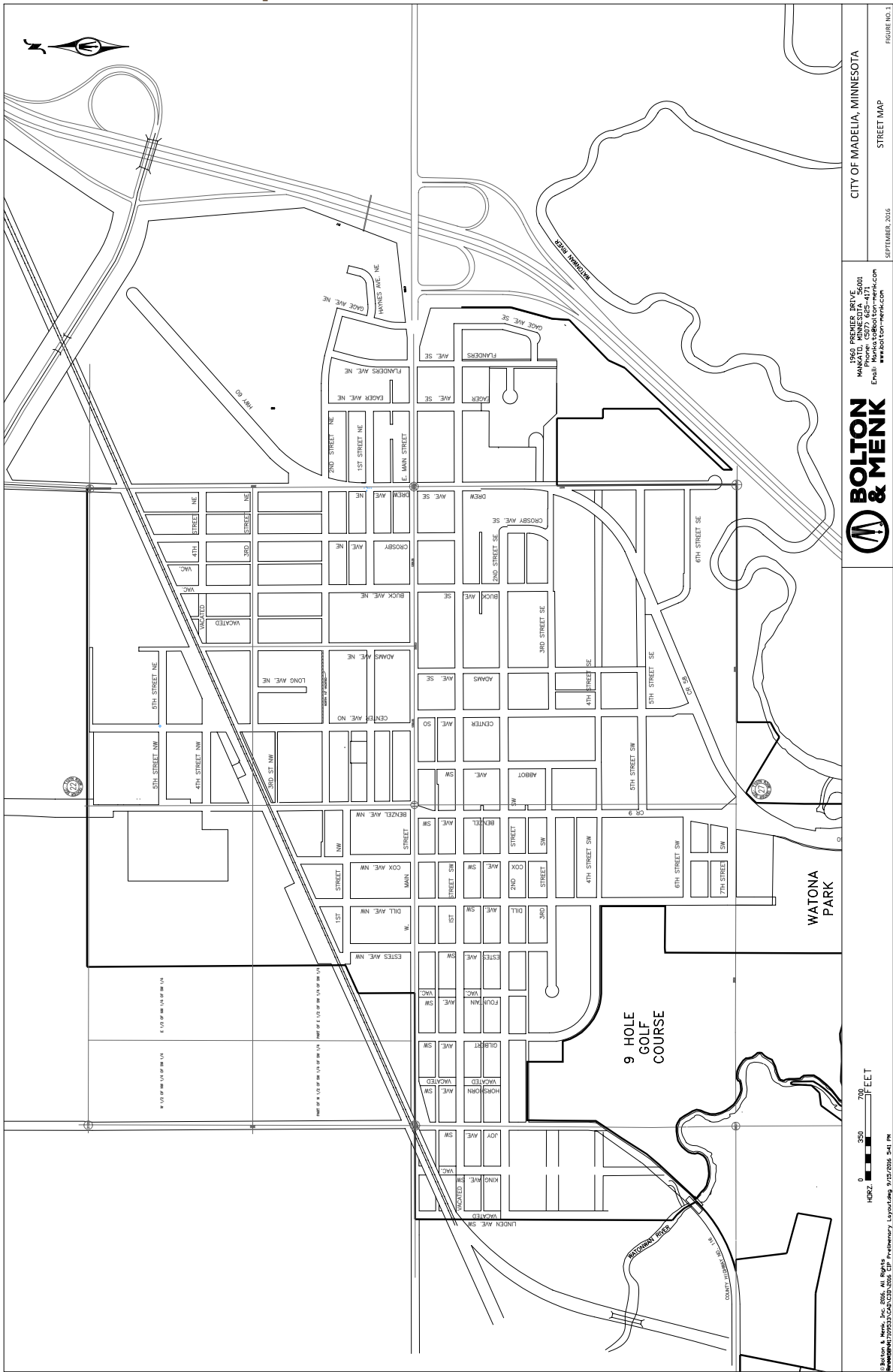
**Madelia will commit to providing efficient infrastructure and transportation networks to the residents in an environmentally sensitive, financially equitable and fiscally-responsible manner.**

## Strategies

- TI.1** Invest in street, sidewalk and trail maintenance and replacement on an annual basis through the capital improvement planning process.
- TI.2** Determine and enhance designated public service routes to provide priority to emergency services.
- TI.3** Provide good signing and lighting that is consistent with the need of the street (residential and commercial functions).
- TI.4** Ensure adequate access into the downtown area for vehicles, pedestrians and bicycles to support public activities, events and commerce.
- TI.5** Consider behind the curb improvements along key streets and gateways (landscaping, trails/sidewalks, gateway signage, street furniture, corridor appropriate lighting etc.)
- TI.6** Annually prioritize transportation and infrastructure projects (including roads, sidewalks, water/wastewater facilities, etc.) to systematically review and balance financial constraints.
  - TI.6.a** Review existing conditions of utilities to determine maintenance and replacement priorities.
    - TI.6.a.1** Continue to update and improve inventory of above- and below-ground infrastructure based on age and condition.
  - TI.6.b** Prioritize infill and redevelopment of existing urbanized areas to maximize efficiency of the existing water and sewer infrastructure systems.
  - TI.6.c** Carefully evaluate development that requires high levels of water and sewer services.
    - TI.6.c.1** Consider improving water storage areas in case of increased industrial use.
  - TI.6.d** Prioritize investment in projects that fill gaps in the existing transportation networks.
- TI.7** Create opportunities to improve existing local street and trail connectivity between adjacent neighborhoods, recreational opportunities and other land uses.
- TI.8** Provide a network of complete streets that balances safety needs for all modes of travel and fiscal resources.
  - TI.8.a** Provide convenient access to natural features and opportunities to support active and healthy lifestyles.
  - TI.8.b** Consider connectivity and traffic concerns related to access and safety at East Main Street and Center Avenue.
  - TI.8.c** Consider pedestrian and bicycle accommodations in the development of all new subdivisions.
- TI.9** Consider upcoming state and county projects when prioritizing improvements.
  - TI.9.a** Continue communication with state and county officials for updated information about projects being planned within and around Madelia.
  - TI.9.b** Optimize public investments in infrastructure by aligning infrastructure improvements as part of reconstruction projects and avoid extensions of infrastructure in advance of guaranteed development projects.



Madelia Street Map



## TRANSPORTATION & INFRASTRUCTURE







## PARKS AND RECREATION

Park areas provide a variety of recreational and leisure facilities, including athletic fields, playground equipment, basketball courts, walking and hiking trails, fishing and nature, swimming and picnic areas. Parks provide green space, which is increasingly recognized as a promoter of physical and mental health. Parks help build community and provide places to gather.

Madelia's total park acreage is 26, most of which comprises Watona Park. Watona Park is north of the Watonwan River and offers picnicking areas, camping, baseball fields, playground equipment, a nine-hole golf course and an outdoor swimming pool with a slide. There is also three acres of designated public park land is located next to Madelia Elementary School and has a playground and basketball court. Biking and hiking trails are available to the public as well as other smaller parks maintained by service organizations. A canoe landing provides access to river activities and the campground has a variety of accommodations including electrical, water, sewer hookups and tenting sites. Nearby, Fedjji Lake has a public boat landing, dock and walking trail. Other area lakes are a short drive away and offer water skiing, fishing and swimming beaches.

For winter activities, Madelia is hub to several hundred miles of groomed snowmobile and cross-country ski trails. Madelia is the self-proclaimed pheasant hunting capital of Minnesota, which attracts hunters to town every autumn. Additionally, there is a movie theater and bowling alley in the city.

Survey respondents indicated recreational opportunities are satisfying (81%) and that satisfaction with existing recreational facilities and existing parks is over 80 percent. The Madelia community has especially expressed interest in enhancing recreational opportunities through community partnerships amongst local community groups to collaborate and support continued promotion, use and expansion of Madelia's parks and recreational facilities.



## GOAL

The City of Madelia will continue to improve and increase parks and recreational opportunities available for use for all age groups through utilizing community partnerships, public input, planning and the implementation of projects and programs.

## Strategies

- PR.1** Pursue grant and other funding opportunities to support future parks and recreation expansion efforts.
- PR.2** Pursue recreational facilities, programs and opportunities for all ages and abilities.
- PR.3** Explore opportunities for park and recreational facilities renovations and expansions.
  - PR.3.a** Potential opportunities include, increased tree shade at the soccer fields and local parks, additional bathrooms, American with Disabilities Act compliant shelters, bleachers, bike trail, increased camp sites at the Watona Park campground and a local dog park.
  - PR.3.b** Construct a recreation facility that is multi-use to provide opportunities for multi-generational recreational use.
- PR.4** Incorporate parks and recreational facilities into the Capital Improvement Plan process to ensure upkeep and continued quality of existing facilities.
- PR.5** Encourage continued maintenance and future expansion of recreational trails and park systems throughout the city.
  - PR.5.a** Document existing conditions of community parks and trails, specifically evaluating their level of deterioration, any maintenance needs and potential infrastructure improvements in the future.
  - PR.5.b** Develop prioritized actions and costs estimates for maintenance and infrastructure improvements.
  - PR.5.c** Collaborate between either local community groups and/or nominate a local Parks and Recreation Committee to work in partnership with Madelia City Council to discuss priorities and plan for future projects.
- PR.6** Engage local civic and faith organizations to help support recreation activities and programs to cultivate long-term sustainability locally.
- PR.7** Utilize social media to engage current residents and attract visitors to the community's park and recreation facilities.
- PR.8** Explore opportunities for continuous recreational activities and community engagement activities for residents throughout all four seasons of the year.
- PR.9** Create new educational, artistic, cultural and recreational activities along the Watonwan River.
  - PR.9.a** Promote and market the newly developed activities for community residents, campground guests and other visitors to the community.





## NATURAL RESOURCES

Cities leverage and protect natural resources to sustain the community and build an environment that supports the economy. Natural resources include air, water, minerals, forests, soil, fertile farm land, sun, wind, food, wildlife habitat and opportunities for recreation and tourism. They include expanses of undeveloped land, often used for recreation such as hunting, hiking, snowmobiling and skiing along trails. A hunting reserve for duck, geese, and pheasant is available as a result of the city's efforts to convert a series of wastewater treatment ponds into a rich resource for recreational hunters. Waterways for swimming, canoeing and kayaking, birdwatching and other hobbies are also natural resources. Madelia's largest natural resource is the Watonwan River, which provides access to fishing. It has also become a great local spot for miles of hiking trails that are available to the public for walking, bird watching, and observing unique plant life. These resources can be an asset to draw in tourists and future residents.

Community members often express support for development aligned with respect to a community's natural resources. Ideas to do so include buffering development from nature, promoting the city through natural history, use of natural resources in community events and bringing natural features into developed portions of the community. Madelia has rich natural resources in clean air, rich farm land and water. These are all valued by residents.

When asked in the community survey "How important is it for you to live in a community that preserves and protects natural resources", over 96 percent of respondents said this was important. Also, over 90 percent indicated they value the overall quality of the natural environment.

**Protect and preserve natural resources for continued responsible use and increased integration in the community to provide a sustainable future and support the health of Madelia's environment and people.**

## Strategies

- ★ **NR.1** Actively market natural resource amenities to increase usage by both residents and tourists that visit.
- NR.2** Increase utilization and access to the Watonwan River.
  - NR.2.a** Pursue funding to assist with implementing projects for increased utilization and access to the river.
- NR.3** Continue to preserve sufficient natural open space to provide habitat for wildlife and provide scenic recreational qualities for the community.
- NR.4** Continuously engage with community groups, organizations and volunteers to help assist with local natural resource related projects.
  - NR.4.a** Establish a mentorship opportunity for Madelia's younger generation to work with the older generation on a local project.
  - NR.4.b** Support continued improvement and multi-generational involvement in current and future local community gardens.
- NR.5** Protect valuable natural resources and outdoor heritage through education, preservation and conservation efforts.
  - NR.5.a** Pursue federal and state funding opportunities to support local, grass roots efforts for preservation projects.
- NR.6** Actively engage the public in natural resource planning to achieve greater community awareness and support of local natural resources.
- NR.7** Environmentally sensitive and sustainable practices will be integrated into new developments and redeveloped areas.
- NR.8** Engage special interest groups, private philanthropists, the development community and other regulatory agencies to assist with seeking funding solutions that can help preserve the natural environment.
- NR.9** Develop, implement and consistently enforce land use policies that balance economic competitiveness and resilience with human well-being and natural amenities preservation.
- NR.10** Support and promote intergovernmental cooperation and partnership related to regionally significant natural resource planning, projects and initiatives.

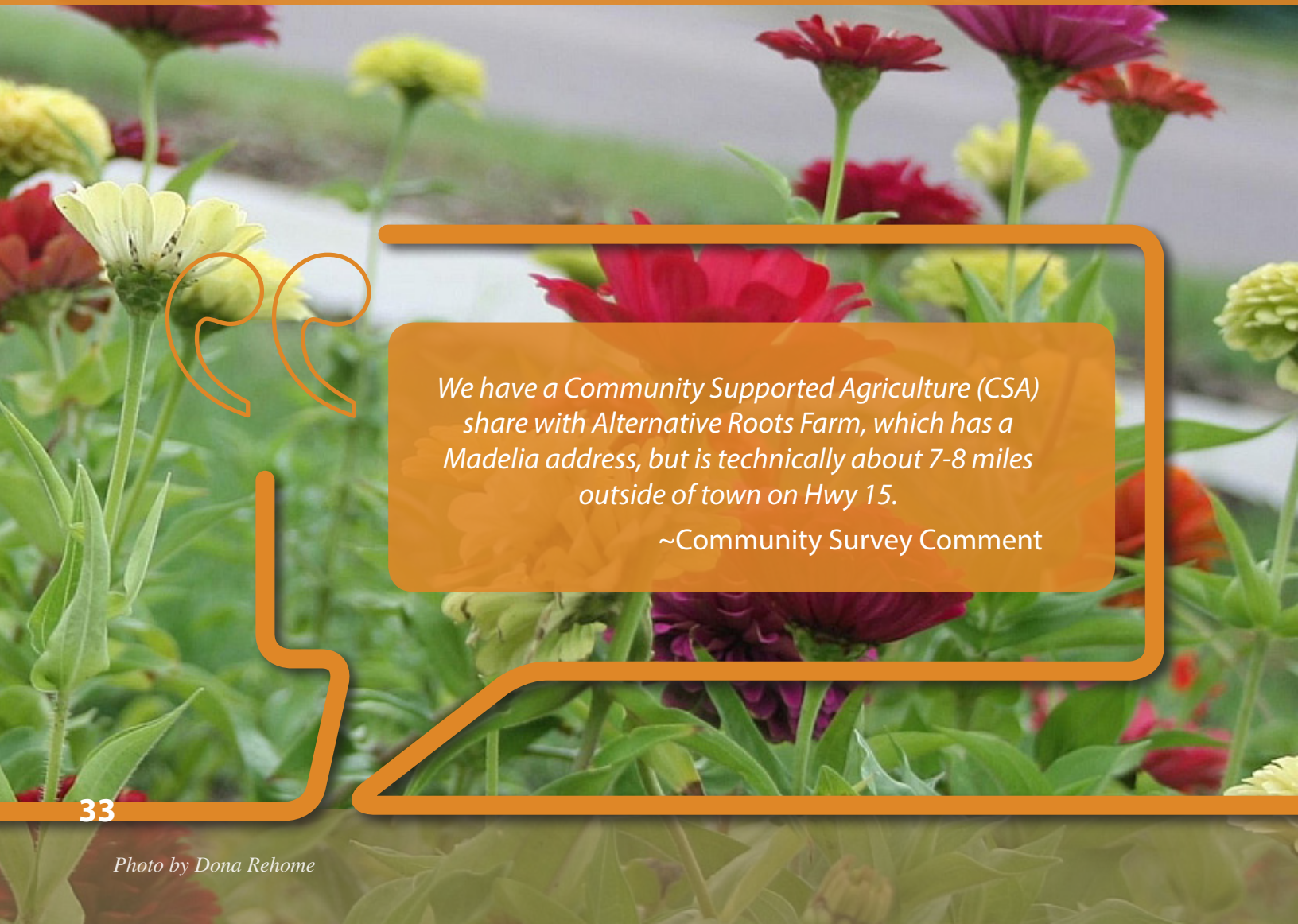


# COMMUNITY HEALTH

Health has become an increasingly important topic for local communities to consider in their planning efforts. Social and economic factors are considered to have the largest impact on overall wellness. The social determinants of health, or living conditions, include the physical environment, housing, employment and income, access to healthy food, transportation, health care and other services.

Recent increases in chronic diseases have led to a trend in healthier diets and active living. Active transportation (walking and biking) and healthy food access are two of the largest impact areas cities are incorporating into their work to help curtail escalating public health costs associated with preventable diseases, including heart disease, obesity, diabetes and others. Things such as healthy food markets, farmer's markets, community gardens and other food access points were identified as priority areas that help residents identify healthier food options. Improving the walkability and bicycle friendliness of the community is also a priority. Creating a more accessible and safe network of sidewalks, bike lanes, and walking and biking paths allow residents of all mobility levels an opportunity to consider living a more active life style. Madelia has a community hospital and clinic which provides access to routine and emergency health care and leadership in the area of community health.

About 90 percent of Madelia residents rated the importance of sidewalks and bike paths “that connect your home to school/work and other destinations and use for exercise” as somewhat or very important in the community survey.



*We have a Community Supported Agriculture (CSA) share with Alternative Roots Farm, which has a Madelia address, but is technically about 7-8 miles outside of town on Hwy 15.*

*~Community Survey Comment*

## GOAL

Increase the physical and mental well-being of area residents for higher achievement in local schools, increased efficiency in the workplace and an increase in the ability of residents to contribute back to Madelia to reinforce a higher standard of living.

## Strategies

- ★ **CH.1** Support the availability of comprehensive physical and mental health services that support the positive well-being of community residents of all generations.
- CH.2** Continue to pursue community health based grants to help implement local programming and infrastructure to continue to improve resident's health.
- CH.3** Sidewalks, walking trails and bikeways will be connected to public parks and other destinations including shopping and entertainment areas.
- CH.4** Support small-scale farm-to-table programs (such as farmers' markets) to promote the health of the local agricultural economy and residents alike.
  - CH.4.a** Adopt zoning definitions that protect and promote farmers' markets, community gardens, food shelves or food hubs to increase access to healthy food.
- CH.5** Partner with the Minnesota Department of Health and other federal, state and local governments to implement the water quality management plan for the Watonwan River watershed.
- CH.6** Encourage design of local streets to accommodate pedestrian and bicycle movement through sidewalks, bikeways and narrower street widths.
- CH.7** Increase local parkland and green spaces for all ages, which will connect people to the natural environment and promote recreational opportunities that support active and healthy lifestyles.
  - CH.7.a** The city will continue to work to support and preserve the public hunting land.
- CH.8** Provide access to varying sizes of lots, rental and ownership opportunities for residents of all ages to increase access to facilities that can contribute to a healthy and active lifestyle.



# COMMUNITY ART

Arts are an important part of community life and have been key to revitalizing small communities and stimulating business development. Workers with arts-related skills are critical to the industries of the new economy: software development and web design, advertising firms, manufacturing and other fields seeking employees with high-level communication, computer and creative problem-solving abilities.

Creative Minnesota 2017 found that there are over 3,069 artists and creative workers in south central Minnesota. Creative workers are defined as people who make their living wholly, or in part in 41 creative occupations. The most common creative worker jobs in the region are photographers, graphic designers, musicians and singers. In 2017, the Creative Minnesota study found there was \$33.2 million in arts economic impact in south central Minnesota.

The role of cities in supporting arts include participation in public-private partnerships on shared arts spaces and investments in public art. Some cities identify and promote a specific arts district. Cities actively participate in supporting the arts through arts councils, sculpture walks, community murals, area symphonies, specific arts or cultural events and festivals. In Madelia, over 80 percent of survey respondents identified celebrating arts and culture as important.

## **Community Arts identified in Madelia include:**

**The Madelia Community Theatre**

**Madelia High School & Elementary Band/Vocal concerts**

**St. Mary's School Vocal Concerts**

**Younger Brothers Capture Festival**

**Park Days**

**Blues Festival**

**Library Programs**

**Local business events (painting, planting, etc.)**

**Madelia will build upon unique local assets to increase access to meaningful arts and cultural activities that are vital to city's quality of life and economic success.**

## Strategies

- ★ **CA.1** Develop historic public art, events and activities that tell the story of Madelia's history.
- CA.2** Build on existing assets such as the local community theatre, library program, Madelia Theater and the local school district arts programs.
- CA.3** Pursue grant opportunities that will assist in the construction and development of a stage or band shell in the park to increase art and cultural event opportunities.
- CA.4** When feasible, integrate public art into streetscape design, public parks, retail spaces and gateway areas.
- CA.5** Develop partnerships with small and large art institutions, organizations, galleries and museums for developing performances and exhibits in Madelia and connecting with local, regional and state-wide artist networks.
  - CA.5.a** Establish an arts commission to assist with building partnerships and securing funding to support local arts and cultural activities.
    - CA.5.a.1** Facilitate collaboration within the arts community to increase community support and opportunities in Madelia.
- CA.6** Broaden city support for the development of community programs that teach art, music, dance and theatre to all ages.
- CA.7** Pursue grant opportunities that will assist in purchasing mobile equipment such as portable stage lights and sound equipment that would benefit several organizations in Madelia.
- CA.8** Encourage private sector support of arts and culture and recognize exemplary examples of their support.
  - CA.8.a** Enable the arts commission to advise decision makers on all art related issues in which the city plays a role.
  - CA.8.b** Establish partnerships with area colleges and universities to increase the public's access to arts and cultural programs.
- CA.9** Encourage community art leaders to become engaged with city leaders and support their efforts.
- CA.10** Develop a community wide arts plan.
  - CA.10.a** The plan will coordinate future public, private and community led investments in public art. This may include planning for mural projects, events/festivals, performance art, community-led activities, arts in the schools, arts in parks and infrastructure planning.
- CA.11** Integrate arts and cultural messages and activities in various communication efforts by the City.
  - CA.11.a** Promote Madelia as a regional hub and destination for arts and cultural activities.





## APPENDIX

- 38    Appendix I: Resolution of Adoption**
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## APPENDIX I: RESOLUTION OF ADOPTION



## APPENDIX II: IMPLEMENTATION MATRIX

LAND USE	Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
	The City of Madelia's land use policies will promote sustainable land use by assessing future needs and promoting the most effective use of property while balancing cost efficient public services. Madelia's land use policies will be clear, concise and easy to administer, contributing to the creation of an equitable and healthy environment.	Continue to revitalize downtown corridor including implementing urban design elements, public art, wayfinding signage, zoning revisions and other related components.	27	Medium	Planning Commission	Long Term	Minnesota State Arts Board Mardag Foundation
		Identify the major nodes within the community (residential, commercial, industrial, recreational, cultural, historical etc.) and promote land use practices that protects connectivity and accessibility between them.	22	Medium	Planning Commission	Short Term	
		Engage and partner with local landowners to develop a mutually agreeable vision for improvements and future land uses within the community.	22	Medium	Planning Commission / City Staff	Long Term	
		Incorporate and plan for green space and recreational opportunities for existing and newly-developed neighborhoods.	22	Medium	Planning Commission / Park Board Commission	Long Term	
		Evaluate annexation opportunities for future economic and/or housing development. Consider cost-benefit evaluation of service capacities, land use, service needs and natural features such as, topography, wetlands, vegetative cover prior to utility extension and improvement projects.	15	Low	City Council / Planning Commission / City Staff	Long Term	
		Review existing zoning code and incorporate new elements, which have been identified as priorities through the comprehensive plan process.	12	Low	Planning Commission / City Staff	Short Term	
		Continue to maintain up to date zoning ordinances, official maps and permitting documents.	10	Low	Planning Commission / City Staff	Short Term / Ongoing	

Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
<b>HOUSING</b>  <b>Madelia will strive to offer equitable housing options that includes a selection of affordable and aesthetically pleasing housing options for residents of all ages to maintain the strength, vitality and stability of the city's neighborhoods.</b>	Develop a wider range of housing options to include senior housing and other housing options that accommodates a balance of all housing needs.	40	Very High	City Council / Planning Commission	Long Term	Otto Bremer Trust US Department of Agriculture - Rural Development
	Madelia will strive to maintain a housing supply that responds to changing demographics.	28	Medium	City Council / Planning Commission	Ongoing	Carl and Verna Schmidt Foundation
	Madelia will work to enforce zoning and blight ordinances to ensure properties are kept free of blight to preserve quality of existing housing stock.	28	Medium	Planning Commission / Staff	Ongoing	Xcel Energy Foundation
	Encourage the preservation of existing neighborhoods by rehabilitating houses where practical.	21	Medium	Planning Commission	Ongoing	
	Promote new housing developments that fit with existing development and help increase property and housing values throughout Madelia.	18	Low	City Council / Planning Commission	Ongoing	
	Continue to promote the maintenance of the existing housing stock.	18	Low	City Council / Planning Commission	Ongoing	
	Encourage joint public and private partnerships through local, state and federal programs to help cover the financial gap between affordable housing and the actual cost of developing.	12	Low	City Council / Staff	Ongoing	
	Encourage private developers to provide a variety of housing options by providing incentives (e.g. waiving city fees).	10	Low	City Council / Planning Commission	Short Term / Ongoing	
	Work with local lending institutions, real estate professionals and government agencies to provide homebuyer and seller education seminars.	9	Very Low	City Council / Staff	Long Term	



COMMUNITY FACILITIES	Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
	<b>Provide quality, efficient public buildings and facilities that meet the daily needs of current and future residents, employees and visitors of all ages while adapting to modern technologies and promoting a great quality of life.</b>	Pursue funding opportunities to construct a community center that can be a multi-use facility that the city, community organizations and residents can utilize for meetings, activities and events.	56	Very High	City Council / Planning Commission / City Staff	Short Term / Ongoing	US Department of Agriculture - Rural Development Carl and Verna Schmidt Foundation
		Continue to support, promote and partner with the local independent hospital and school district to ensure the community continues to have direct access to quality healthcare and education locally.	55	Very High	City Council / City Staff	Ongoing	
		Conduct and maintain an asset inventory and condition assessment of public buildings and facilities owned by the city to ensure upgrades can be planned and budgeted for.	21	Medium	City Staff	Short Term / Ongoing	
		Reach out to community to help understand any changing resident usage behavior to help inform the improvements to community facilities.	15	Low	City Staff	Short Term / Ongoing	
		Annually budget for maintenance and improvement needs through the City's capital improvement plan.	14	Low	City Council / City Staff	Short Term / Ongoing	
		Explore opportunities to increase energy and operational efficiencies through building upgrades, technology upgrades and site improvements.	13	Low	City Council / City Staff	Short Term / Ongoing	

	Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
TRANSPORTATION AND INFRASTRUCTURE	Madelia will commit to providing efficient infrastructure and transportation networks to the residents in an environmentally sensitive, financially equitable and fiscally-responsible manner.	Invest in street, sidewalk and trail maintenance and replacement on an annual basis through the capital improvement planning process.	26	Medium	Street Committee / City Council	Ongoing	Otto Bremer Trust Minnesota Department of Transportation Xcel Energy Foundation
		Determine and enhance designated public service routes to provide priority to emergency services.	25	Medium	Street Committee / Police Committee	Short Term	
		Provide good signing and lighting that is consistent with the need of the street (residential and commercial functions).	21	Medium	Street Committee / Planning Comm.	Short Term	
		Ensure adequate access into the downtown area for vehicles, pedestrians and bicycles to support public activities, events and commerce.	20	Medium	Street Committee	Long Term	
		Consider behind the curb improvements along key streets and gateways (landscaping, trails/sidewalks, gateway signage, street furniture, corridor appropriate lighting etc.)	20	Medium	Street Committee / Planning Comm.	Long Term	
		Annually prioritize transportation and infrastructure projects (including roads, sidewalks, water/wastewater facilities, etc.) to systematically review and balance financial constraints.	16	Low	City Council / Street Committee / Solid Waste Committee / Wastewater-Water Committee	Short Term / Ongoing	
		Create opportunities to improve existing local street and trail connectivity between adjacent neighborhoods, recreational opportunities and other land uses.	12	Low	Street Committee	Ongoing	
		Provide a network of complete streets that balances safety needs for all modes of travel and fiscal resources.	10	Low	Street Committee	Ongoing	
		Consider upcoming state and county projects when prioritizing improvements.	6	Very Low	City Council / Street Committee / Wastewater-Water Committee / Solid Waste Committee	Ongoing	



PARKS AND RECREATION	Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
	The City of Madelia will continue to improve and increase parks and recreational opportunities available for use for all age groups through utilizing community partnerships, public input, planning and the implementation of projects and programs.	Pursue grant and other funding opportunities to support future parks and recreation expansion efforts.	28	Medium	Park Board Commission	Ongoing	Minnesota State Arts Board
		Pursue recreational facilities, programs and opportunities for all ages and abilities.	25	Medium	Park Board Commission	Short Term	Otto Bremer Trust
		Explore opportunities for park and recreational facilities renovations and expansions.	21	Medium	Park Board Commission	Ongoing	Mardag Foundation
		Incorporate parks and recreational facilities into the Capital Improvement Plan process to ensure upkeep and continued quality of existing facilities.	22	Medium	City Council / Park Board Comm.	Short Term / Ongoing	Laura Jane Muesser Fund
		Encourage continued maintenance and future expansion of recreational trails and park systems throughout the City.	20	Medium	Park Board Commission	Ongoing	
		Engage local civic and faith organizations to help support recreation activities and programs to cultivate long-term sustainability locally.	18	Low	Park Board Commission	Ongoing	
		Utilize social media to engage current residents and attract visitors to the community's park and recreation facilities.	16	Low	Park Board Comm. / Golf Comm. / Staff	Ongoing	
		Explore opportunities for continuous recreational activities and community engagement activities for residents throughout all four seasons of the year.	14	Low	Park Board Comm. / Golf Comm.	Ongoing	
		Create new educational, artistic, cultural and recreational activities along the Watonwan River.	6	Very Low	Park Board Commission	Ongoing	

Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
<b>Protect and preserve natural resources for continued responsible use and increased integration in the community to provide a sustainable future and support the health of Madelia's environment and people.</b>	Actively market natural resource amenities to increase usage by both residents and tourists that visit.	39	High	Park Board Commission / Staff	Ongoing	Patrick and Aimee Butler Family Foundation
	Increase utilization and access to the Watonwan River.	24	Medium	Park Board Commission	Ongoing	Laura Jane Muesser Fund
	Continue to preserve sufficient natural open space to provide habitat for wildlife and provide scenic recreational qualities for the community.	24	Medium	Park Board Commission	Ongoing	Minnesota Department of Natural Resources
	Continuously engage with community groups, organizations and volunteers to help assist with local natural resource related projects.	13	Low	Park Board Commission / Staff	Ongoing	Carl and Verna Schmidt Foundation
	Protect valuable natural resources and outdoor heritage through education, preservation and conservation efforts.	12	Low	Park Board Commission	Ongoing	Xcel Energy Foundation
	Actively engage the public in natural resource planning to achieve greater community awareness and support of local natural resources.	10	Low	Park Board Commission / Staff	Ongoing	
	Environmentally sensitive and sustainable practices will be integrated into new developments and redeveloped areas.	9	Very Low	City Council / Planning Comm. / Park Board Comm.	Ongoing	
	Engage special interest groups, private philanthropists, the development community and other regulatory agencies to assist with seeking funding solutions that can help preserve the natural environment.	9	Very Low	Park Board Commission / Staff	Ongoing	
	Develop, implement and consistently enforce land use policies that balance economic competitiveness and resilience with human well-being and natural amenities preservation.	8	Very Low	City Council / Planning Comm. / Park Board Comm.	Ongoing	
	Support and promote intergovernmental cooperation and partnership related to regionally significant natural resource planning, projects and initiatives.	1	Very Low	City Council / Planning Comm. / Park Board Comm.	Ongoing	

## NATURAL RESOURCES



	Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
COMMUNITY HEALTH	Increase the physical and mental well-being of area residents for higher achievement in local schools, increased efficiency in the workplace and an increase in the ability of residents to contribute back to Madelia to reinforce a higher standard of living.	Support the availability of comprehensive physical and mental health services that support the positive well-being of community residents of all generations.	47	Very High	City Council	Ongoing	Blue Cross Blue Shield of Minnesota Foundation
		Continue to pursue community health based grants to help implement local programming and infrastructure to continue to improve resident’s health.	28	Medium	Staff	Ongoing	Otto Bremer Trust Mardag Foundation Minnesota Department of Health
		Sidewalks, walking trails and bikeways will be connected to public parks and other destinations including shopping and entertainment areas.	28	Medium	Street Committee / Park Board Comm./ Planning Comm.	Long Term	Laura Jane Muesser Fund Medica Foundation
		Support small-scale farm-to-table programs (such as farmers’ markets) to promote the health of the local agricultural economy and residents alike.	22	Medium	City Council / Staff	Ongoing	Carl and Verna Schmidt Foundation Xcel Energy Foundation
		Partner with the Minnesota Department of Health and other federal, state and local governments to implement the water quality management plan for the Watonwan River watershed.	18	Low	City Council / Wastewater - Water Committee / Park Board Commission	Ongoing	
		Encourage design of local streets to accommodate pedestrian and bicycle movement through sidewalks, bikeways and narrower street widths.	17	Low	Street Committee / Planning Commission	Shot Term / Ongoing	
		Increase local parkland and green spaces for all ages, which will connect people to the natural environment and promote recreational opportunities that support active and healthy lifestyles.	12	Low	Park Board Comm. / Planning Comm.	Long Term	
		Provide access to varying sizes of lots, rental and ownership opportunities for residents of all ages to increase access to facilities that can contribute to a healthy and active lifestyle.	5	Very Low	Planning Commission	Long Term	

Goal	Strategy	Priority Rank	Priority Category	Implementing Entity	Timeline	Potential Funding Partners
<b>Madelia will build upon unique local assets to increase access to meaningful arts and cultural activities that are vital to city's quality of life and economic success.</b>	Develop historic public art, events and activities that tell the story of Madelia's history.	37	High	Staff/ Watonwan County Historical Center / Chamber	Long Term	Minnesota State Arts Board
	Build on existing assets such as the local community theatre, library program, Madelia Theater and the local school district arts programs.	28	Medium	City Council / Staff / Community Partners	Long Term	Mardag Foundation Laura Jane Muesser Fund
	Pursue grant opportunities that will assist in the construction and development of a stage or band shell in the park to increase art and cultural event opportunities.	28	Medium	City Council / Park Board Comm. / Planning Comm.	Long Term	Jerome Foundation Carl and Verna Schmidt Foundation
	When feasible, integrate public art into streetscape design, public parks, retail spaces and gateway areas.	15	Low	Street Committee / Planning Commission	Long Term	Prairie Lakes Regional Arts Council
	Develop partnerships with small and large art institutions, organizations, galleries and museums for developing performances and exhibits in Madelia and connecting with local, regional and state-wide artist networks.	13	Low	City Council / Planning Commission / City Staff	Long Term	Xcel Energy Foundation
	Broaden city support for the development of community programs that teach art, music, dance and theatre to all ages.	12	Low	City Council	Short Term	
	Pursue grant opportunities that will assist in purchasing mobile equipment such as portable stage lights and sound equipment that would benefit several organizations in Madelia.	9	Very Low	Park Board Commission / City Staff	Ongoing	
	Encourage private sector support of arts and culture and recognize exemplary examples of their support.	7	Very Low	City Council / City Staff	Ongoing	
	Encourage community art leaders to become engaged with city leaders and support their efforts.	4	Very Low	City Council / City Staff	Short Term	
	Develop a community wide arts plan.	3	Very Low	City Council / City Staff	Long Term	
	Integrate arts and cultural messages and activities in various communication efforts by the city.	0	Very Low	City Council / City Staff	Short Term	



## APPENDIX III: COMMUNITY SURVEY

## Madelia Community Survey

## Q1 What age group are you in? ¿Cual es tu grupo de edad?

Answered: 99 Skipped: 0

ANSWER CHOICES	RESPONSES	
18 or below/18 o menos	0.00%	0
19-24	1.01%	1
25-34	17.17%	17
35-44	23.23%	23
45-54	24.24%	24
55-64	25.25%	25
65-74	6.06%	6
75-84	3.03%	3
85+	0.00%	0
TOTAL		99

## Q2 How long have you lived in Madelia? ¿Cuánto tiempo vive en Madelia?

Answered: 99 Skipped: 0

ANSWER CHOICES	RESPONSES	
0-5 years/0-5 años	12.12%	12
6-10 years/6-10 años	4.04%	4
11-15 years/11-15 años	10.10%	10
16-20 years/16-20 años	3.03%	3
21+ years/21+ años	57.58%	57
I do not live in Madelia/Yo no vivo en Madelia	13.13%	13
TOTAL		99

## Q3 Please rate the following quality of life factors as they pertain to the statement, "Madelia is a place to..." Por favor califique los siguientes factores de vida en como pertenecen al dicho, "Madelia es un lugar para..."

Answered: 96 Skipped: 3

	EXCELLENT/EXCELENTE	GOOD/BUENO	POOR/MALO	NEEDS IMPROVEMENT/NECESITA MEJORAR	DON'T KNOW/NO LO SÉ	TOTAL	WEIGHTED AVERAGE
Live/Vivir	23.17% 19	70.73% 58	3.66% 3	1.22% 1	1.22% 1	82	1.87
Raise children/Educar a los hijos	22.83% 21	65.22% 60	4.35% 4	4.35% 4	3.26% 3	92	2.00
Work/Trabajar	18.09% 17	57.45% 54	8.51% 8	13.83% 13	2.13% 2	94	2.24
Retire/Jubilarse	13.04% 12	58.70% 54	7.61% 7	6.52% 6	14.13% 13	92	2.50

## Madelia Community Survey

**Q4 Please indicate your level of satisfaction with the state of Madelia housing: Por favor indique su nivel de satisfacción con las viviendas de Madelia:**

Answered: 94 Skipped: 5

	EXCELLENT/EXCELENTE	GOOD/BUENO	POOR/MALO	NEEDS IMPROVEMENT/NECESITA MEJORAR	DON'T KNOW/NO LO SÉ	TOTAL	WEIG AVEF
Housing/Lot size/Alojamiento/Tamaño del lote	13.33% 12	66.67% 60	2.22% 2	8.89% 8	8.89% 8	90	
Variety of available housing/Variedad de viviendas disponibles	3.30% 3	43.96% 40	27.47% 25	16.48% 15	8.79% 8	91	
Housing affordability/Asequibilidad de la vivienda	9.89% 9	58.24% 53	12.09% 11	10.99% 10	8.79% 8	91	
Condition/Maintenance of housing stock/Condición/Mantenimiento de viviendas	3.19% 3	48.94% 46	15.96% 15	21.28% 20	10.64% 10	94	
Landscaping/Overall aesthetic quality/Paisajismo/Calidad estética general	1.09% 1	61.96% 57	13.04% 12	17.39% 16	6.52% 6	92	
Rental housing management/Administración de viviendas de alquiler	2.20% 2	30.77% 28	25.27% 23	14.29% 13	27.47% 25	91	
Park availability/Disponibilidad del parque	20.43% 19	60.22% 56	4.30% 4	8.60% 8	6.45% 6	93	



## Madelia Community Survey

**Q5 Please rate the following transportation factors in Madelia: Por favor califique los siguientes factores de transporte en Madelia:**

Answered: 93 Skipped: 6

	EXCELLENT/EXCELENTE	GOOD/BUENO	POOR/MALO	NEEDS IMPROVEMENT/NECESITA MEJORAR	DON'T KNOW/NO LO SÉ	TOTAL	WEIGHTED AVERAGE
Ease of car travel/Facilidad de viaje en coche	38.04% 35	57.61% 53	1.09% 1	3.26% 3	0.00% 0	92	1.
Ease of bicycle travel/Facilidad de viaje en bicicleta	23.91% 22	52.17% 48	9.78% 9	7.61% 7	6.52% 6	92	2.
Ease of foot travel/Facilidad de caminar a pie	25.56% 23	54.44% 49	10.00% 9	7.78% 7	2.22% 2	90	2.
Availability of paths, trails and sidewalks that connect home, school, work and other destinations/Disponibilidad de ceras y caminos que conectan el hogar, la escuela, el trabajo y otros destinos	12.09% 11	50.55% 46	18.68% 17	14.29% 13	4.40% 4	91	2.
Snow removal/Remoción de nieve	17.39% 16	59.78% 55	7.61% 7	10.87% 10	4.35% 4	92	2.
Street cleaning/Limpieza de calles	20.43% 19	63.44% 59	7.53% 7	6.45% 6	2.15% 2	93	2.
Amount of public parking/Cantidad de aparcamiento público	10.75% 10	59.14% 55	15.05% 14	15.05% 14	0.00% 0	93	2.
Street lighting/Alumbrado público	23.66% 22	67.74% 63	4.30% 4	2.15% 2	2.15% 2	93	1.
Bus/Shuttle/Bus/Lanzadera	1.11% 1	16.67% 15	15.56% 14	22.22% 20	44.44% 40	90	3.
Railroad crossing (safety/convenience)/Cruce de ferrocarril (seguridad / conveniencia)	9.68% 9	74.19% 69	6.45% 6	3.23% 3	6.45% 6	93	2.

#	COMMENTS/SPECIFIC TRANSPORTATION OR INFRASTRUCTURE CONCERNS? COMENTARIOS / PREOCUPACIONES ESPECÍFICAS DE TRANSPORTE E INFRAESTRUCTURA?	DATE
1	I walk a lot, many sidewalks are in poor condition.	10/31/2017 6:07 PM
2	Would be nice to have more availability of local transportation.	10/31/2017 8:47 AM
3	Railroad: when a train is blocking an intersection, it's faster to go to HWY 60 and re-enter Madelia via another off ramp.	10/26/2017 2:19 PM
4	Certain streets (north Buck ave) have parking on both sides (where there are cars continuously parked) making it nearly impossible to travel down safely even in normal weather conditions, winter is extremely hard to safely navigate. Nelson house on 3rd street NE is an eyesore, it is embarrassing to be from this community and see that house allowed to stand.	10/20/2017 11:02 AM
5	I would like to see the walking/bike path behind Downs Foods paved so that a person knows it is there. With all of the semi's parked around that area, it is not identifiable.	10/15/2017 7:59 PM
6	some of the sidewalks in town abruptly stop, like the one that leads to our driveway and then ends.	10/4/2017 7:59 AM
7	Main Street parking is difficult Thursday-Sunday.	10/3/2017 1:21 PM
8	The 2 hour parking limit in downtown is ridiculous. Are they trying to chase business out of town or keep out of town business from coming to town?	10/3/2017 9:11 AM
9	Madelia should push to be accepting of autonomous cars.	10/2/2017 5:02 PM

## Madelia Community Survey

### Q6 Please indicate your level of satisfaction concerning community infrastructure: Por favor indica su nivel de satisfacción con respecto a la infraestructura comunitaria:

Answered: 88 Skipped: 11

	VERY SATISFIED/MUY SATISFECHO	SATISFIED/SATISFECHO	UNSATISFIED/INSATISFECHO	VERY UNSATISFIED/MUY INSATISFECHO	(NO LABEL)	TC
Drinking water system/quality/Sistema de aguas residuales	17.05% 15	70.45% 62	11.36% 10	1.14% 1	0.00% 0	
Sanitary sewer system/Sistema de alcantarillado sanitario	14.77% 13	80.68% 71	4.55% 4	0.00% 0	0.00% 0	
Storm sewer/Agua de lluvia	11.63% 10	76.74% 66	8.14% 7	1.16% 1	2.33% 2	
Electricity/Electricidad	21.59% 19	72.73% 64	5.68% 5	0.00% 0	0.00% 0	
Garbage/recycling/Basura/reciclaje	17.05% 15	68.18% 60	12.50% 11	1.14% 1	1.14% 1	
Communications/internet accessibility/Comunicaciones/acceso a internet	21.59% 19	57.95% 51	15.91% 14	4.55% 4	0.00% 0	

#	COMMENTS:COMENTARIOS:	DATE
1	Electricity expensive	10/31/2017 3:11 PM
2	we drink bottled water the sewer has backed up in the basement on heavy rain events nothing has been done to correct this	10/31/2017 11:28 AM
3	Drinking water doesn't taste as good as it use to, too much chlorine taste. Garbage pick up is regular, but don't leave the emptied can as they should. Recycling misses on occasion.	10/31/2017 8:52 AM
4	I have to say I'm not thrilled about the cost of electricity in this town. I live in a 2 bedroom apartment and the bill is generally well over a hundred in the summer and over 200 in the winter months. I don't want to be stuck in my apartment forever but am afraid of utility costs along with a mortgage.	10/25/2017 1:28 PM
5	CCC is very helpful, and always available to help	10/24/2017 2:12 PM
6	Garbage disposal is very expensive in Madelia. Need to have it bid out by other vendors other than the local one.	10/20/2017 8:42 AM
7	Internet always kicks off and is slow	10/18/2017 8:23 AM
8	It was be nice if they could pick of recycling weekly instead of every two weeks.	10/14/2017 2:17 PM
9	Can we find a way to replace the orange garbage bags? They are terrible for the environment and are a nuisance to remember. How about a straight tipping fee or something similar?	10/10/2017 7:34 AM
10	Had flowing water during heavy rains. Need access to outside internet.	10/7/2017 11:02 AM
11	Want 1 utility bill and a garbage bill - not the orange garbage bags/inconvenient	10/5/2017 12:00 PM
12	very satisfied because i have no issues, but i don't know if it is need of repair or not. Appreciate the internet service available, but could always be faster :)	10/3/2017 2:42 PM
13	I wish we paid a monthly fee for garbage and did not have the hassle of having to get garbage stickers and/or orange bags.	10/3/2017 5:51 AM
14	Garbage should be included with City billing instead of having to purchase garbage stickers or bags.	10/2/2017 8:36 PM
15	I do not care for the way you charge for garbage. Also, it makes for a unclean looking city on pickup day considering we don't have garage cans	10/2/2017 5:05 PM
16	Utilities seem very high.	10/2/2017 4:11 PM
17	The only internet we have access to here in town, is expensive and there is many slow times and dropped times.	10/2/2017 3:47 PM



## Madelia Community Survey

**Q7 Please indicate your level of satisfaction concerning community facilities: Por favor, indique su nivel de satisfacción con respecto a las edificios comunitarios/instalaciones:**

Answered: 89 Skipped: 10

	VERY SATISFIED/MUY SATISFECHO	SATISFIED/SATISFECHO	UNSATISFIED/INSATISFECHO	VERY UNSATISFIED/MUY INSATISFECHO	(NO LABEL)	TOTAL	WEIGHT AVERAGE
Public library services/Servicios de biblioteca pública	32.58% 29	60.67% 54	3.37% 3	0.00% 0	3.37% 3	89	
Access to public computers/Acceso a computadoras públicas	15.91% 14	72.73% 64	3.41% 3	0.00% 0	7.95% 7	88	
Park facilities/Instalaciones del parque	35.63% 31	56.32% 49	5.75% 5	2.30% 2	0.00% 0	87	
Recreational facilities/Instalaciones recreativas	24.14% 21	57.47% 50	16.09% 14	1.15% 1	1.15% 1	87	

#	COMMENTS:COMENTARIOS:	DATE
1	The town needs another gym (attached to high school) and the park is in desperate need of updating. It is great that another organization has stepped up to keep up with the maintenance that has lacked for so many years!	10/31/2017 11:40 AM
2	We need a community center--BAD.	10/24/2017 7:33 AM
3	The park needs a manager who knows and keeps good records of what is available and what is not. We attempted to camp here this summer 2017 and the attendant who I know is the daughter of the manager first told us there was nothing available then decide we could park behind the other campers close to old horseshoe throwing area, then noticed a spot was open in main area all weekend very confusing.....we suggested they have a sign system to use for sites that were and weren't already reserved.	10/20/2017 11:01 AM
4	Develop and stay with a policy regarding campground reservations, employ someone who will follow the policy and return phone calls.	10/20/2017 8:42 AM
5	The library is loud and uncondusive to reading or studying with talking and children running around.	10/9/2017 12:24 AM
6	Could use a community center	10/3/2017 7:47 PM
7	Need to expand campground area in the park.	10/3/2017 1:24 PM
8	More recreational options would be nice. Indoor pool, walking track, etc.	10/3/2017 5:51 AM
9	The City of Madelia should not be spending tax payers money on a golf course that loses money every year.	10/2/2017 8:36 PM

## Madelia Community Survey

**Q8 Please indicate your level of satisfaction concerning community services in Madelia: Por favor, indique su nivel de satisfacción con respecto a los servicios comunitarios en Madelia:**

Answered: 89 Skipped: 10

	VERY SATISFIED/MUY SATISFECHO	SATISFIED/SATISFECHO	UNSATISFIED/INSATISFECHO	VERY UNSATISFIED/MUY INSATISFECHO	(NO LABEL)	TOTAL	WEIGHT AVERAGE
Police services/Servicios policiales	30.68% 27	61.36% 54	5.68% 5	2.27% 2	0.00% 0	88	
Fire services/Servicios de bomberos	47.73% 42	52.27% 46	0.00% 0	0.00% 0	0.00% 0	88	
Ambulance or emergency medical services/Ambulancia o servicios médicos de emergencia	50.00% 44	45.45% 40	3.41% 3	0.00% 0	1.14% 1	88	
Traffic enforcement/Aplicación del tráfico	20.22% 18	68.54% 61	8.99% 8	1.12% 1	1.12% 1	89	
Animal control/Control de animales	15.91% 14	63.64% 56	11.36% 10	7.95% 7	1.14% 1	88	
City code enforcement/Aplicación de código de ciudad	9.09% 8	62.50% 55	20.45% 18	5.68% 5	2.27% 2	88	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)/Preparativos para emergencias (servicios que preparan a la comunidad para desastres naturales u otras situaciones de emergencia)	22.73% 20	61.36% 54	7.95% 7	2.27% 2	5.68% 5	88	
Affordable quality health care/Cuidado de la salud de calidad y asequible	24.72% 22	59.55% 53	8.99% 8	2.25% 2	4.49% 4	89	
Affordable quality child care/Cuidado de niños de calidad asequible	11.49% 10	57.47% 50	10.34% 9	1.15% 1	19.54% 17	87	
Preventive health services/Servicios de salud preventiva	24.14% 21	64.37% 56	4.60% 4	0.00% 0	6.90% 6	87	
Healthy, affordable, quality food/saludable, asequible, comida de calidad	25.84% 23	57.30% 51	14.61% 13	1.12% 1	1.12% 1	89	

#	COMMENTS: COMENTARIOS:	DATE
1	all these things are fine I guess we don't doctor here	10/31/2017 11:28 AM
2	Little if any emergency preparedness from the city. If a true natural disaster happened what would we do? Ambulance service needs much improvement.	10/31/2017 8:52 AM
3	The police are great, with the exception of the chief who is a bit of a downer. He is negative about everything. This is a small community and having a chief of police who is out to only find people doing something wrong, everyday people who maybe have too many cars in their yard, but ignores meth dealers, and doesn't bother to form a raport with any of the members of the community. No one trusts him, no one will confide in him. Officers Bottleson, Fredrick and Martin are "regular" guys who fit into this community and can communicate with members of the community. Also - having a chief of police live in a different county, he doesn't even pay taxes in the community that pays his salary. It's ridiculous.	10/20/2017 11:12 AM
4	Ambulance needs to coordinate with Community Health Organizations like the Hospital for Emergency disaster services." Fare for All" (Healthy food choices) may be coming to Madelia	10/20/2017 10:13 AM



## Madelia Community Survey

5	Animal codes are not followed. Limit is 2 animals, several violators. Animals run free and defecate on other yards, along with excessive barking.	10/20/2017 8:42 AM
6	Too many domestic and feral animals roaming, mostly cats. Dogs not contained or leashed in city limits a city ordinance	10/7/2017 11:02 AM
7	We need more in-home daycare providers. 3 to retire soon leaving only 4 others.	10/3/2017 7:47 PM
8	Animals are allowed to freely roam the city and their owners do not pick up their poop.	10/3/2017 11:25 AM
9	In regards to city code enforcement there are houses throughout the city that have been sitting empty for years and are a health hazard. City needs to condemn these places due to health hazards and aesthetics.	10/3/2017 9:20 AM
10	Groceries prices can be so expensive in Madelia, unfortunately we have to go out of town to buy groceries so we can afford to feed our family of 5. Eating healthy cost enough as it is, and having to buy produce frequently in Madelia is just too costly.	10/3/2017 5:51 AM

Q9 How important it is for you to live in a community that preserves and protects natural resources (e.g. rivers, public lands, rock outcroppings, geological features, etc.)? ¿Qué tan importante es para usted vivir en una comunidad que preserva y protege los recursos naturales (por ejemplo, ríos, tierras públicas, rocas naturales, características geológicas, etc.)?

Answered: 90 Skipped: 9

ANSWER CHOICES		RESPONSES	
Very important/Muy importante		64.44%	58
Somewhat important/Algo importante		32.22%	29
Not very important/No es muy importante		2.22%	2
Not important at all/No es importante en absoluto		0.00%	0
Comments:Comentarios:		1.11%	1
TOTAL			90

#	COMMENTS:COMENTARIOS:	DATE
1	I'm not a 'tree-hugger', but if farmers keep removing trees to gain valuable crop land, we'll be in another 'dust-bowl'. And where does all the crop tiling run-off end up?	10/26/2017 2:22 PM

Q10 Please rate the following natural environment factors in Madelia: Por favor califique los siguientes factores de ambientales naturales en Madelia:

Answered: 90 Skipped: 9

	EXCELLENT/EXCELENTE	GOOD/BUENO	POOR/MALO	NEEDS IMPROVEMENT/NECESITA MEJORAR	DON'T KNOW/NO LO SÉ	TOTAL	WEIGHTED AVERAGE
Preservation of natural areas such as open and green space/Preservación de áreas naturales como espacio abierto y verde	12.22% 11	71.11% 64	5.56% 5	6.67% 6	4.44% 4	90	2.20
Air quality/Calidad del aire	21.11% 19	73.33% 66	0.00% 0	4.44% 4	1.11% 1	90	1.91
Water quality/Calidad del agua	17.05% 15	70.45% 62	3.41% 3	7.95% 7	1.14% 1	88	2.06
Quality of overall natural environment/Calidad del ambiente natural general	15.56% 14	75.56% 68	3.33% 3	5.56% 5	0.00% 0	90	1.99

## Madelia Community Survey

Q11 Where do you most often purchase food and how far is the source (choose one)? ¿Dónde compras con más frecuencia y hasta dónde está la fuente (elige uno)?

Answered: 89 Skipped: 10

	0-5 MILES/0-5 MILLAS	5-10 MILES/5-10 MILLAS	OVER 10 MILES/MÁS DE 10 MILLAS	(NO LABEL)	(NO LABEL)	TOTAL	WEIGHTED AVERAGE
Traditional grocery store/Tienda de comestibles tradicional	67.95% 53	1.28% 1	30.77% 24	0.00% 0	0.00% 0	78	1.63
Convenience store/Gasolineras	92.98% 53	1.75% 1	5.26% 3	0.00% 0	0.00% 0	57	1.12
Super store - Walmart, Target, etc./Super tienda - Walmart, Target, etc.	1.39% 1	2.78% 2	93.06% 67	0.00% 0	2.78% 2	72	3.00
Restaurant/Restaurante	69.84% 44	6.35% 4	22.22% 14	0.00% 0	1.59% 1	63	1.57
Food buying club (Sam's Club)/Club de compra de comida (Sam's Club)	1.67% 1	0.00% 0	90.00% 54	0.00% 0	8.33% 5	60	3.13
Community supported agriculture - CSA/Agricultura de la comunidad - CSA	42.31% 22	15.38% 8	23.08% 12	7.69% 4	11.54% 6	52	2.31

#	COMMENTS:COMENTARIOS:	DATE
1	We have a CSA share with Alternative Roots Farm which has a Madelia address, but is technically about 7-8 miles outside of town on Hwy 15 on the way to New Ulm.	10/4/2017 8:10 AM
2	We typically go to Aldi or Hy-Vee for quality and low cost groceries.	10/3/2017 5:52 AM

Q12 How important is it for you to live in a community that has sidewalks, bike paths and/or trails that connect your home to school/work and other destinations and use for exercise? ¿Qué tan importante es para usted vivir en una comunidad que tiene aceras, caminos para bicicletas y / o caminos de caminar que conectan su hogar a la escuela / trabajo y otros destinos y uso para el ejercicio?

Answered: 89 Skipped: 10

ANSWER CHOICES	RESPONSES
Very important/Muy importante	64.04% 57
Somewhat important/Algo importante	25.84% 23
Not very important/No es muy importante	7.87% 7
Not important at all/No es importante en absoluto	0.00% 0
Comments:Comentarios:	2.25% 2
TOTAL	89

#	COMMENTS:COMENTARIOS:	DATE
1	I would love to see a walking path in the park that on which strollers could be used.	10/9/2017 12:29 AM
2	We need more sidewalks and a bike path/walking trails	10/5/2017 12:02 PM



## Madelia Community Survey

**Q13 Please rate the following recreation characteristics in Madelia: Por favor califique las siguientes características recreativas en Madelia:**

Answered: 88 Skipped: 11

	EXCELLENT/EXCELENTE	GOOD/BUENO	POOR/MALO	NEEDS IMPROVEMENT/NECESITA MEJORAR	DON'T KNOW/NO LO SÉ	TOTAL	WEIGHTED AVERAGE
Recreational opportunities (programs and classes)/Oportunidades recreativas (programas y clases)	9.09% 8	70.45% 62	10.23% 9	5.68% 5	4.55% 4	88	2.26
Recreation centers or facilities (e.g. swimming pool, parks, golf course, etc.)/Centros de recreación o instalaciones (por ejemplo, la piscina, los parques, el campo de golf, etc.)	19.32% 17	62.50% 55	7.95% 7	7.95% 7	2.27% 2	88	2.11
Quality and access to public parks/Calidad y acceso a parques públicos	31.82% 28	62.50% 55	4.55% 4	0.00% 0	1.14% 1	88	1.76

**Q14 How important is it for you to live in a community that promotes and celebrates local arts and cultural opportunities (e.g. performance art, events/festivals, arts in schools, arts in parks, mural projects, etc.)? ¿Qué tan importante es para usted vivir en una comunidad que promueve y celebra las oportunidades artísticas y culturales locales (por ejemplo, arte de performance, eventos / festivales, artes en las escuelas, artes en los parques, proyectos murales, etc.)?**

Answered: 89 Skipped: 10

ANSWER CHOICES	RESPONSES
Very important/Muy importante	38.20% 34
Somewhat important/Algo importante	41.57% 37
Not very important/No es muy importante	17.98% 16
Not important at all/No es importante en absoluto	1.12% 1
Comments: Comentarios:	1.12% 1
TOTAL	89

#	COMMENTS: COMENTARIOS:	DATE
1	Madelia Community Theater group just disbanded, which is sad.	10/3/2017 7:50 PM

## Madelia Community Survey

### Q15 How often do you shop in Madelia? ¿Con qué frecuencia compras en Madelia?

Answered: 89 Skipped: 10

ANSWER CHOICES	RESPONSES	
Daily/Cada día	33.71%	30
Weekly/Cada semana	50.56%	45
Monthly/Cada mez	11.24%	10
Yearly/Cada año	1.12%	1
Never/Nunca	0.00%	0
Other (comments)/Otro (comentarios):	3.37%	3
<b>TOTAL</b>		<b>89</b>

#	OTHER (COMMENTS)/OTRO (COMENTARIOS):	DATE
1	Whenever I need something. Don't shop alot.	10/31/2017 12:13 PM
2	live out of town but do sometimes stop here in town and pick up certain items needed for evening meal because less congestion here with traffic.	10/20/2017 11:06 AM
3	Usually only if i see or hear of a sale. I know that shopping locally is better, but it's more expensive and we are lower income.	10/2/2017 3:50 PM

### Q16 When you shop in Madelia, what sorts of establishments do you shop at? Cuando compras en Madelia, ¿a donde vas?

Answered: 89 Skipped: 10

ANSWER CHOICES	RESPONSES	
Retail/Centro comercial	69.66%	62
Restaurants/Restaurantes	86.52%	77
Insurance/El seguro	40.45%	36
Convenience/Gas/Gasolinera	89.89%	80
Grocery/Tienda de comestibles	89.89%	80
Theatre/Teatro	61.80%	55
Pharmacy/Medical/Farmacia/Medicina	64.04%	57
Other (comments):Otro (comentarios):	2.25%	2
<b>Total Respondents: 89</b>		

#	OTHER (COMMENTS):OTRO (COMENTARIOS):	DATE
1	grocery very little movie once in a while	10/31/2017 11:31 AM
2	I purchase everything that I can in town, unless the price difference is a LOT.	10/2/2017 4:14 PM



## Madelia Community Survey

## Q17 What types of businesses would you like to see located in Madelia? ¿Qué tipo de empresas te gustaría tener en Madelia?

Answered: 41 Skipped: 58

#	RESPONSES	DATE
1	Bar Burgers	11/1/2017 10:28 PM
2	A community center for kids to hang out. With a coffee bar, games, internet, pool table etc. and adult supervision. Also a free place for local volunteer organizations to have meetings each month. Library room is not big enough.	10/31/2017 3:22 PM
3	High end manufacturing.	10/31/2017 2:39 PM
4	light industry	10/31/2017 1:15 PM
5	not sure	10/31/2017 11:31 AM
6	More sit down restaurants and coffee shops, clothing stores, second grocery store would be nice too	10/26/2017 2:21 AM
7	I would like to see a more natural foods store in town or more organic choices at the current grocery store.	10/25/2017 1:34 PM
8	I don't feel we are lacking any type of business.	10/25/2017 8:58 AM
9	Quilting store, women's boutique	10/24/2017 2:14 PM
10	An afterschool program for school age children. Boys/girls club.	10/24/2017 2:11 PM
11	I understand this is not a business, but a Community Center is definitely needed	10/24/2017 7:36 AM
12	More boutiques to be as unique as we can be. Another place to grab a bite to eat would be nice.	10/21/2017 8:37 AM
13	Boutique for all ages, bar and grill	10/20/2017 3:02 PM
14	More Restaurant/Bar options	10/20/2017 1:42 PM
15	more general retail, food with delivery service, sports bar	10/20/2017 11:44 AM
16	Better dining out facilities / restaurants	10/20/2017 11:22 AM
17	Fast-food; ice cream/Dairy Queen; Duebers type store, mom & pop type store	10/20/2017 11:19 AM
18	Just keep and maintain those that are here.	10/20/2017 11:06 AM
19	A Micro Brewery and Winery	10/20/2017 10:18 AM
20	For a small town, it seems like Madelia has a good variety of businesses. I cannot think of anything that could be added and be viable.	10/15/2017 8:13 PM
21	Touch free car wash	10/13/2017 12:16 PM
22	Manufacturing, Restaurant/Sports bar, Automotive	10/12/2017 7:33 AM
23	Anything that pays a livable wage	10/10/2017 1:30 PM
24	I'd like to see more locally owned businesses that support our community. Corporate businesses like Casey's and Dollar General do not do enough, if anything, to support our local schools, organizations and community members.	10/10/2017 7:39 AM
25	American Bar and Grill/Sports Bar	10/9/2017 12:31 AM
26	1 more QUALITY restaurant	10/8/2017 10:18 AM
27	more restaurants	10/6/2017 11:59 AM
28	Commercial Businesses with better paying jobs	10/5/2017 12:04 PM
29	Larger retail stores/Target More fast food options - Panda Express, Hardees, Caribou Coffee	10/4/2017 3:05 PM
30	Family owned restaurants.	10/4/2017 8:11 AM
31	A deli for healthy prepared food and sliced meats and cheeses.	10/3/2017 8:25 PM
32	Appliance Sales/Service/Repairs Chinese Restaurant Vet Office	10/3/2017 7:52 PM
33	a restaurant that serves more homestyle meals	10/3/2017 6:26 PM
34	More restaurant options other than pizza. Retail	10/3/2017 5:48 PM
35	Jewelry and gift store	10/3/2017 2:17 PM
36	Consignment store	10/3/2017 11:30 AM
37	A dry Cleaning shop, Retail department store, traditional clothing store	10/3/2017 9:47 AM
38	A coffee shop would be wonderful! An American bar and grill type of restaurant would be nice too. A dog park would be great as well, that is one thing we really wish we had in Madelia.	10/3/2017 5:56 AM
39	Community Fitness Center (Y.M.C.A. style facility)	10/2/2017 8:40 PM
40	Brewery	10/2/2017 5:08 PM
41	Different kind of restaurent	10/2/2017 3:50 PM

## Madelia Community Survey

### Q18 What types of jobs would you like to see Madelia attract? ¿Qué tipos de trabajos le gustaría tener en Madelia?

Answered: 80 Skipped: 19

ANSWER CHOICES	RESPONSES	
Manufacturing/Fabricación	68.75%	55
Retail/Centro comercial	52.50%	42
Food service and accommodations/Servicio de comida y alojamiento	50.00%	40
Health care/Cuidado de la salud	42.50%	34
Construction/Construcción	33.75%	27
Education/Educación	45.00%	36
Other (comments):Otro (comentarios):	3.75%	3
Total Respondents: 80		

#	OTHER (COMMENTS):OTRO (COMENTARIOS):	DATE
1	I feel we should continually support the businesses we currently have.	10/25/2017 8:58 AM
2	There isn't anyplace to buy basic office supplies	10/20/2017 1:42 PM
3	Better response from ambulance service very sad to see hospital having to call on outside sources for ambulance drivers as ours seem to not answer the call when needed for what ever reason.	10/20/2017 11:06 AM

### Q19 Do you presently work in Madelia? ¿Trabajas ahora en Madelia?

Answered: 89 Skipped: 10

ANSWER CHOICES	RESPONSES	
Yes/Sí	73.03%	65
No/No	26.97%	24
TOTAL		89



## Madelia Community Survey

## Q20 Do you commute outside of Madelia for work? ¿Usted viaja afuera de Madelia para el trabajo?

Answered: 24 Skipped: 75

ANSWER CHOICES	RESPONSES
No/No	29.17% 7
Yes/Sí.Where to? ¿A donde?	70.83% 17
TOTAL	24

#	YES/SÍ.WHERE TO? ¿A DONDE?	DATE
1	Construction	11/1/2017 10:28 PM
2	north	10/31/2017 11:32 AM
3	St. James	10/23/2017 9:45 AM
4	Truman	10/20/2017 8:45 AM
5	Mankato	10/20/2017 7:39 AM
6	St.James	10/14/2017 2:20 PM
7	Mankato	10/10/2017 7:39 AM
8	Mankato, or work from home and contract through Marshall office	10/8/2017 10:18 AM
9	Mankato	10/7/2017 11:05 AM
10	Outstate	10/7/2017 10:10 AM
11	mankato	10/6/2017 11:59 AM
12	New Ulm	10/5/2017 12:05 PM
13	to Mankato for classes at MSU (full time student)	10/4/2017 8:11 AM
14	10 miles	10/3/2017 1:48 PM
15	St. James	10/3/2017 5:57 AM
16	Mankato	10/2/2017 5:09 PM
17	Mankato	10/2/2017 3:50 PM

## Q21 How far do you commute? ¿A qué distancia se viaja?

Answered: 17 Skipped: 82

ANSWER CHOICES	RESPONSES
Less than 10 miles/Menos de 10 millas	5.88% 1
10-30 miles/10-30 millas	76.47% 13
30-50 miles/30-50 millas	11.76% 2
50-100 miles/50-100 millas	0.00% 0
100+ miles/100+ millas	5.88% 1
TOTAL	17

## Madelia Community Survey

### Q22 What type of employer do you commute to for work? ¿Con qué tipo de empleador se viaja para trabajar?

Answered: 17 Skipped: 82

ANSWER CHOICES	RESPONSES	
Manufacturing/Fabricación	23.53%	4
Retail/Centro comercial	0.00%	0
Food service and accomations/Servicio de comida y alojamiento	0.00%	0
Health Care/Cuidado de la salud	17.65%	3
Construction/Construcción	11.76%	2
Education/Educación	5.88%	1
Other (comments):Otro (comentarios):	41.18%	7
<b>TOTAL</b>		<b>17</b>

#	OTHER (COMMENTS):OTRO (COMENTARIOS):	DATE
1	work for the state	10/31/2017 11:32 AM
2	county government	10/23/2017 9:45 AM
3	Communications	10/10/2017 7:40 AM
4	Health and human services	10/8/2017 10:19 AM
5	Insurance	10/5/2017 12:05 PM
6	Financial	10/3/2017 1:48 PM
7	Government	10/2/2017 5:09 PM

### Q23 Do you own a business? ¿Tienes un negocio?

Answered: 87 Skipped: 12

ANSWER CHOICES	RESPONSES	
Yes/Sí	17.24%	15
No/No	82.76%	72
<b>TOTAL</b>		<b>87</b>

### Q24 Is your business located in Madelia? ¿Tiene un negocio en Madelia?

Answered: 17 Skipped: 82

ANSWER CHOICES	RESPONSES	
Yes/Sí	88.24%	15
No/No	11.76%	2
<b>TOTAL</b>		<b>17</b>

## Madelia Community Survey

## Q25 How would you best clarify your business? ¿Cómo describir mejor tu negocio?

Answered: 17 Skipped: 82

ANSWER CHOICES	RESPONSES	
Manufacturing/Fabricación	11.76%	2
Retail/Centro comercial	23.53%	4
Food service and accommodations/Servicio de comida y alojamiento	0.00%	0
Health care/Cuidado de la salud	17.65%	3
Construction/Construcción	17.65%	3
Education/Educación	0.00%	0
Other (comments):Otro (comentarios):	29.41%	5
TOTAL		17

#	OTHER (COMMENTS):OTRO (COMENTARIOS):	DATE
1	Animal Feed	10/20/2017 1:43 PM
2	Storage	10/20/2017 11:07 AM
3	Custom painting	10/19/2017 5:36 PM
4	Automotive	10/12/2017 7:33 AM
5	other area	10/3/2017 6:27 PM

## Q26 What is your business service area? ¿Cuál es su área de servicio de tu negocio?

Answered: 10 Skipped: 89

#	RESPONSES	DATE
1	1 hour	11/1/2017 10:29 PM
2	Mainly within 25 miles.	10/31/2017 2:51 PM
3	Midwest	10/31/2017 11:33 AM
4	up to 100 miles	10/31/2017 10:52 AM
5	3 counties	10/20/2017 1:43 PM
6	Madelia and surrounding towns	10/20/2017 11:22 AM
7	St James	10/20/2017 11:07 AM
8	25 miles	10/13/2017 12:58 PM
9	mostly 25 miles but as far as the internet goes.	10/12/2017 7:33 AM
10	No limited area.	10/2/2017 4:15 PM

## Q27 Do you have a business plan? ¿Tiene un plan de negocios?

Answered: 17 Skipped: 82

ANSWER CHOICES	RESPONSES	
Yes/Sí	64.71%	11
No/No	35.29%	6
TOTAL		17



## Madelia Community Survey

### Q28 Do you have a continuous operations plan? ¿Tiene un plan de operaciones continuas?

Answered: 17 Skipped: 82

ANSWER CHOICES	RESPONSES
Yes/Sí	52.94% 9
No/No	47.06% 8
TOTAL	17

### Q29 If you had a blank check and unlimited funding, what would you invest in (pick 3)? Si tuviera un cheque en blanco y un financiamiento ilimitado, ¿en qué invertiría (escoge 3)?

Answered: 89 Skipped: 10

ANSWER CHOICES	RESPONSES
Economic development, job creation, expansion/Desarrollo económico, creación de empleo, expansión	52.81% 47
Improve the education system/Mejorar el sistema educativo	48.31% 43
Improve the existing housing stock/Mejorar de viviendas existentes	33.71% 30
Improve existing park facilities/Mejorar las instalaciones del parque existentes	26.97% 24
Add new park/recreation facilities/Crear un nuevo parque/instalaciones recreativas	26.97% 24
Add new housing stock in the community/Crear nuevas viviendas en la comunidad	24.72% 22
Improve the sidewalk and trail network in the city/Mejorar las conexiones entre de las aceras y caminos en la ciudad	24.72% 22
Add new development to downtown/Crear nuevo desarrollo al centro de la ciudad	22.47% 20
Other:Otro:	16.85% 15
Redevelop tired/older strip commercial development/Redescender los centros comerciales que son antiguos	7.87% 7
Improve the road/street system/Mejorar el sistema de carreteras y calles	6.74% 6
Improve existing downtown buildings/Mejorar los edificios existentes en el centro	2.25% 2
Total Respondents: 89	

#	OTHER:OTRO:	DATE
1	Community Center	10/31/2017 3:22 PM
2	I wouldn't	10/31/2017 11:33 AM
3	Build a QUALITY Fire/ambulance building, not a stick building.	10/31/2017 8:58 AM
4	Community Center	10/24/2017 7:37 AM
5	New Fire/Ambulance building, hospital	10/20/2017 3:04 PM
6	Bring back the basics wood or mechanic shops and home ec	10/20/2017 11:12 AM
7	New Emergency Management Building	10/20/2017 8:46 AM
8	Art/drama/cultural oportnities	10/16/2017 3:12 PM
9	Community Building for weddings, conventions, etc.	10/10/2017 2:27 PM
10	Civic center/arts and humanities hub	10/8/2017 10:21 AM
11	More trees!!	10/4/2017 3:06 PM
12	New Fire/EMS/Community Center, Athletic Complex & expanded campground	10/3/2017 1:51 PM
13	Improve Madelia's appearance, some homes and properties are a disgrace.	10/3/2017 11:34 AM
14	Hire a building inspector, condemn abandoned or structurally unsound residence in Madelia to create opportunities for new homes to be constructed.	10/2/2017 8:53 PM
15	Add new development, not just to downtown	10/2/2017 12:13 PM

## Madelia Community Survey

**Q30 Do you have any additional comments regarding current or future topics in Madelia? ¿Tienes algún comentario adicional sobre presentes actuales o futuras en Madelia?**

Answered: 19 Skipped: 80

#	RESPONSES	DATE
1	no	10/31/2017 11:33 AM
2	To maintain our balance of businesses, schools and health center with expanding/adding new business with better paying jobs. Finding our niche in the tourism market.	10/31/2017 11:01 AM
3	We need a community center. ;)	10/24/2017 7:37 AM
4	Ambulance/Fire garage - it should be moved.	10/20/2017 11:21 AM
5	none really think I covered what I felt is important to me and others at this time, I used to live here for many years and now sometimes what I see is very sad as far as our Rescue Squad and park managers seems like a lack of interest on their part and I know there is someone who needs to be asked and given a chance at it and has the time to do it.	10/20/2017 11:12 AM
6	Too many pets roaming freely. Numerous vehicles parked in yards. Run down homes and yards.	10/19/2017 3:52 PM
7	Affordable housing Affordable and family friendly rental	10/16/2017 3:12 PM
8	Numerous homes are run down and their yards are also affecting the town's appearance. Pets are loose and running around neighborhoods. Home owners need to maintain grass, trees, shrubs and weeds. Too many vehicles are being parked in yards on grass.	10/15/2017 7:23 PM
9	Include the Garbage fees as part of the monthly utility bill (like everyone else) and contract with a company that will distribute canisters.	10/15/2017 5:33 PM
10	Owners need to cut grass, weeds & maintain trees and shrubs. Too many vehicles, boats & campers parked on yards. Numerous run down homes & yards affecting Madelia's general appearance. Homecoming toilet paper littering. Pets at large. Encourage community members to take pride in Madelia.	10/13/2017 1:08 PM
11	Property owners need to maintain homes and yards better and vehicles should not be allowed to park on grass. Way too many cats & dogs roaming the city. Always poop on our lawn and we do not have pets.	10/13/2017 12:21 PM
12	There should be more women involved at decision making levels. There should be a woman on city council.	10/8/2017 10:21 AM
13	High school is losing students	10/5/2017 12:06 PM
14	two hour parking on Main St. is too restrictive. There shouldn't be a limit on how long you can park there. It will draw more people into town if the restriction is lifted.	10/4/2017 8:13 AM
15	I would like to see Madelia's population and economy grow. The last "growth" attempted was the sub division which is overpriced for the land and is in an inconvenient and hideous location. We need to attract new development (commercial, residential) rather than shoo them away. Friendly competition keeps people honest and full of new ideas.	10/3/2017 5:55 PM
16	Need to attract events for kids...this will bring the parents and expand our business base.	10/3/2017 1:51 PM
17	Stop passing ordinances that would discourage business and customers (i.e. 2 hour parking) from coming and doing business in Madelia	10/3/2017 9:52 AM
18	If the golf course continues to loose money on an annual bases, the City of Madelia needs to cut its loses and lease it out to a private party to manage and maintain the grounds at their own expense. This would save the city money to utilize for other department and entities.	10/2/2017 8:53 PM
19	no	10/2/2017 12:13 PM



