



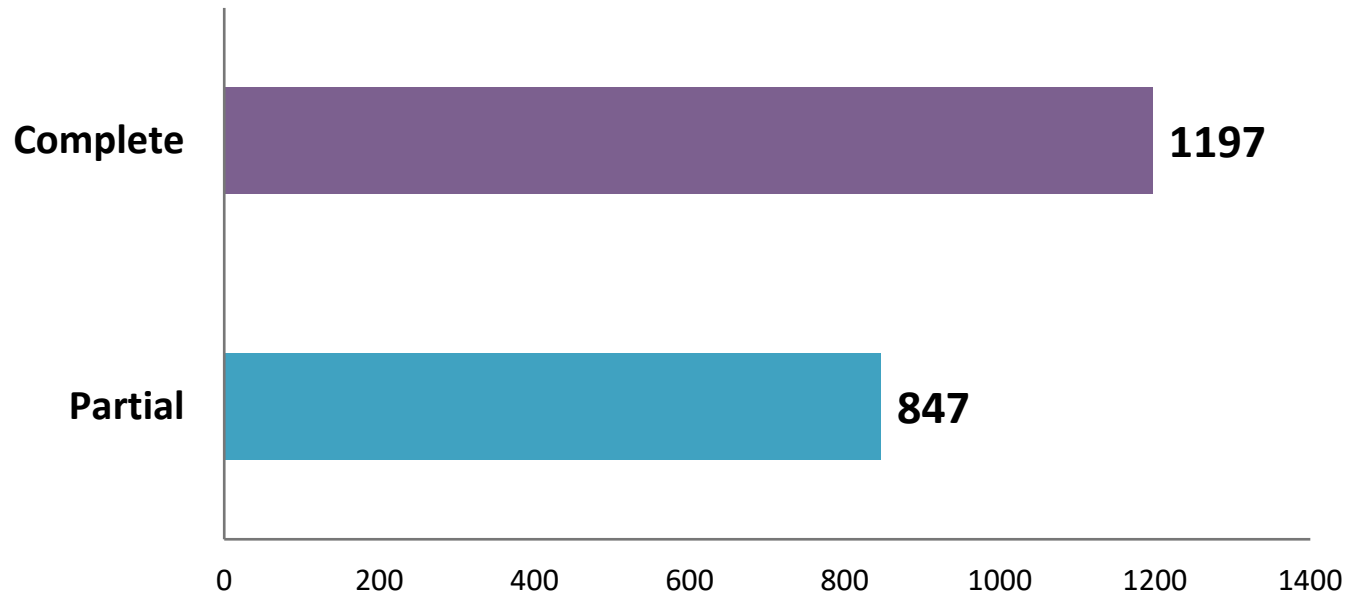
Community Survey #2

Engagement Summary



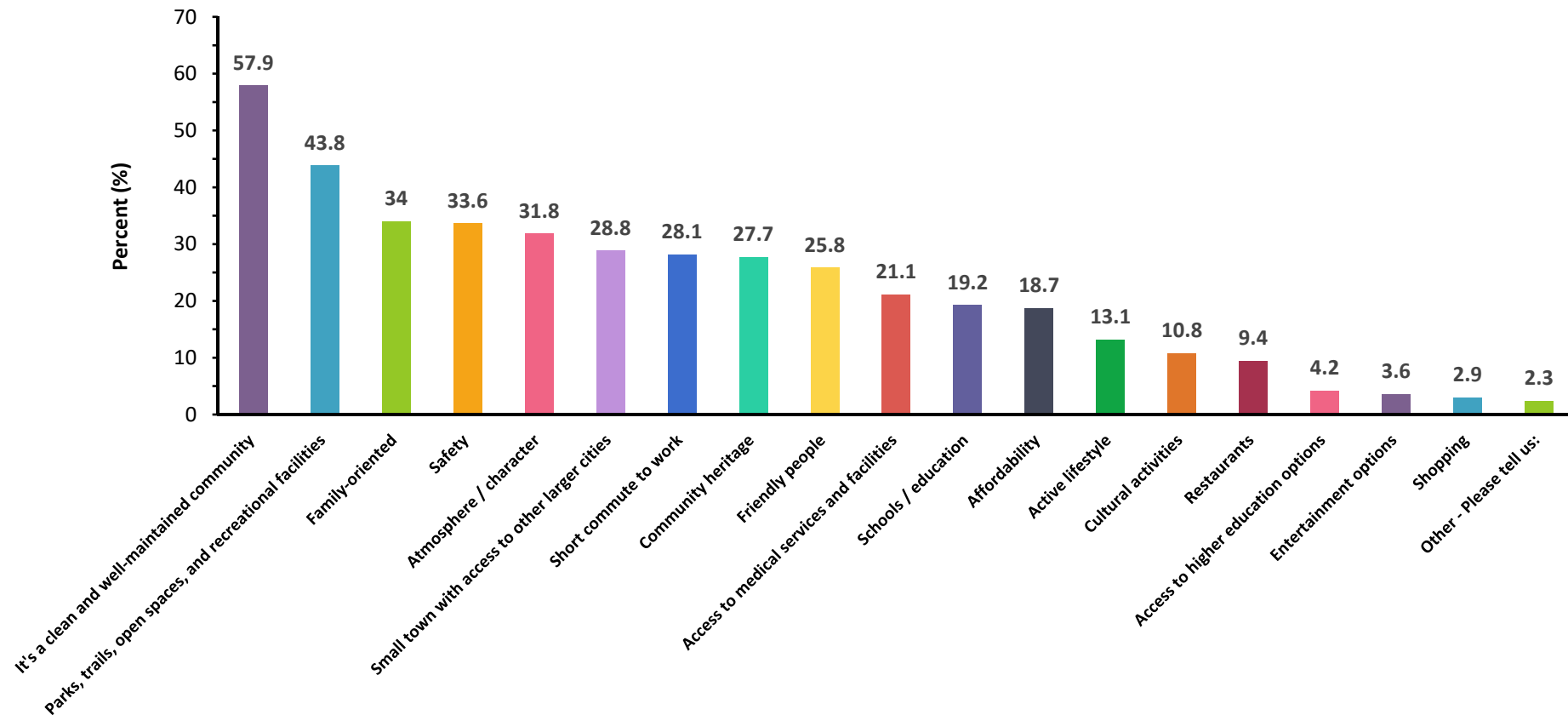
NEW ULM
COMPREHENSIVE PLAN

Participants



Total: 2,044 participants

1. What do you like the most about living in New Ulm?

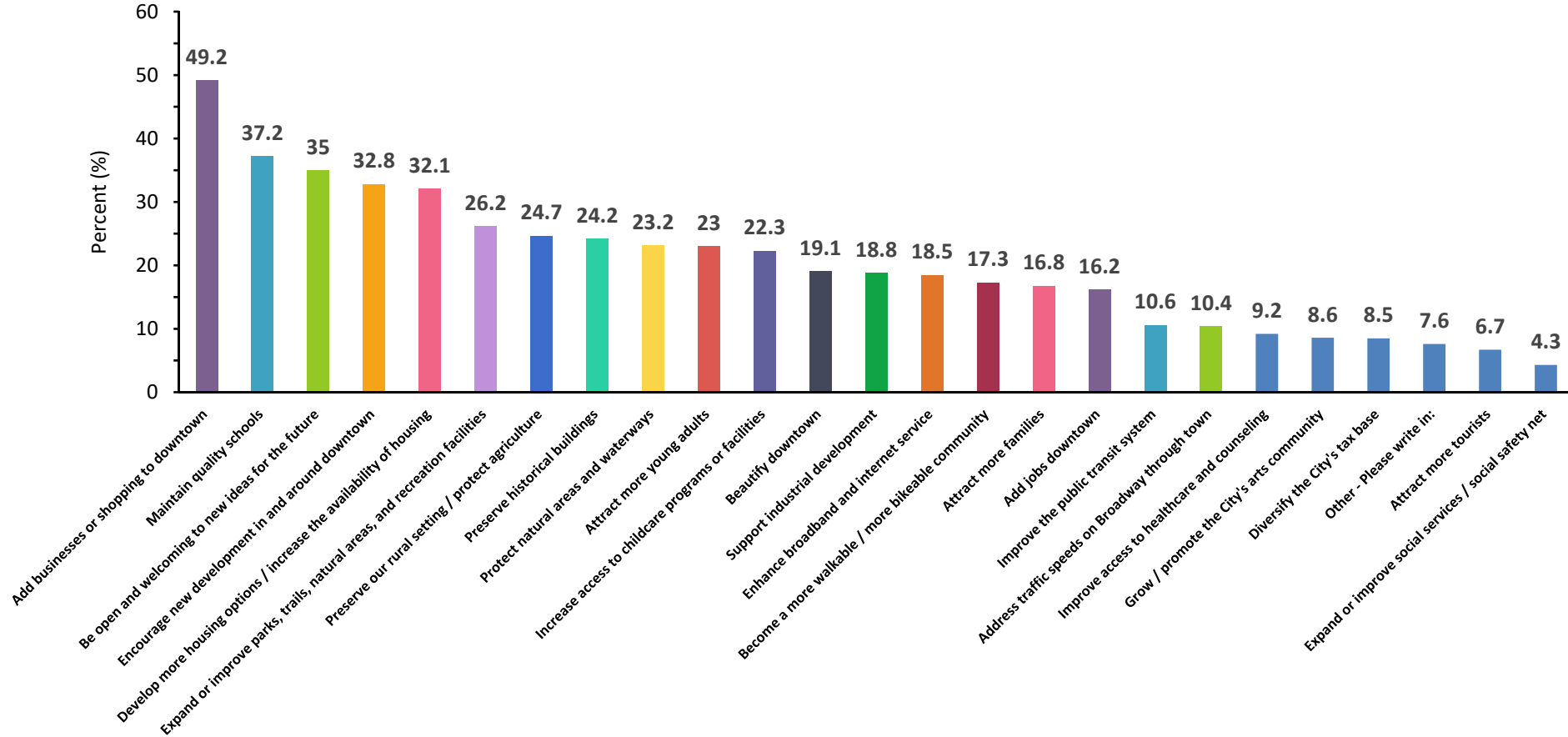


2. If you could change one thing about New Ulm - what would it be? The following are the top responses:

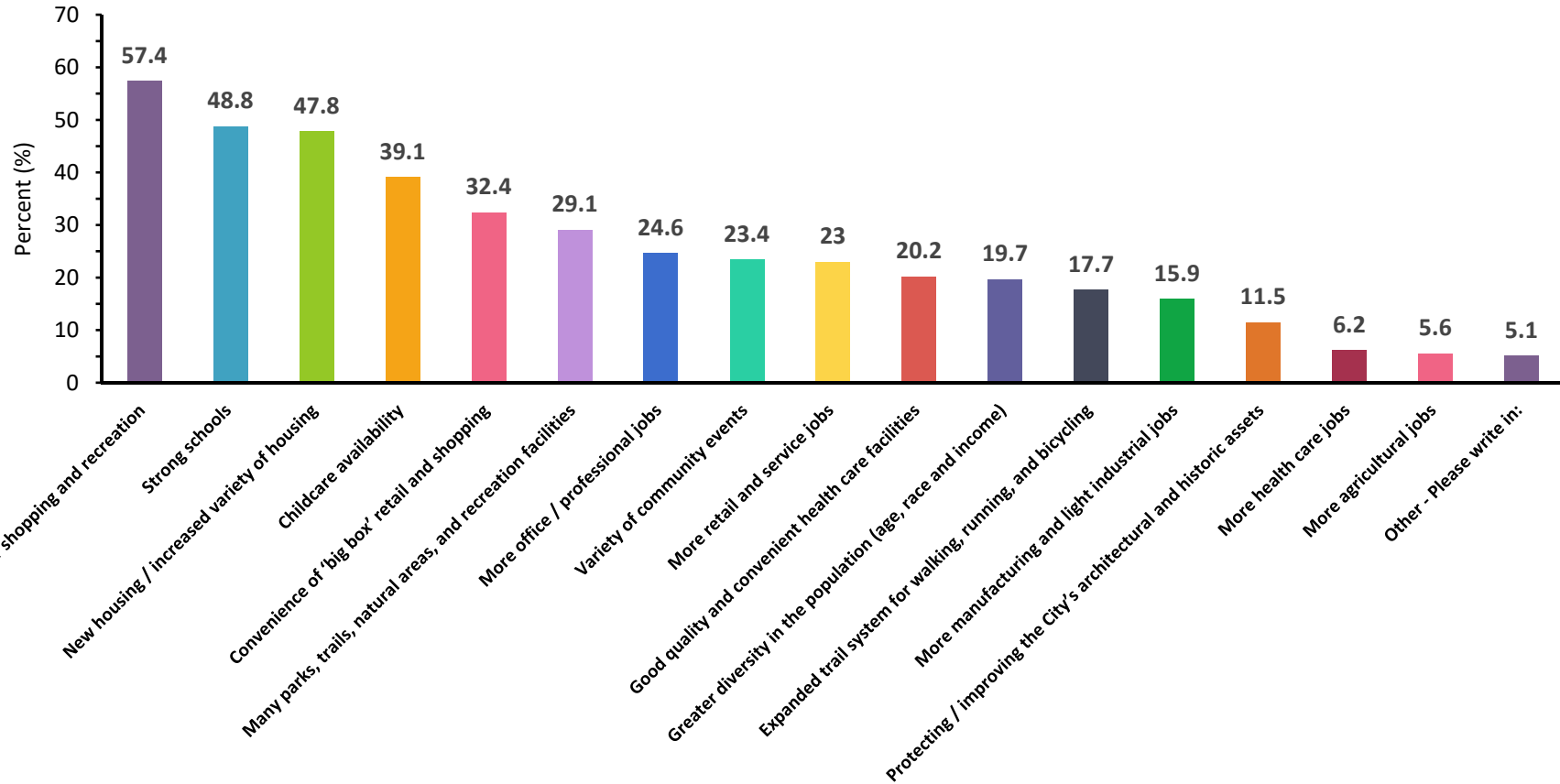
1. Provide more retail, shopping and restaurant options
2. Increase housing options
3. The community could be more open to new ideas and change
4. More events, entertainment options, and activities

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3. What should be the City's top priorities for the future?



4. What are the most important things that could make New Ulm a more attractive place to live for young adults and new residents?



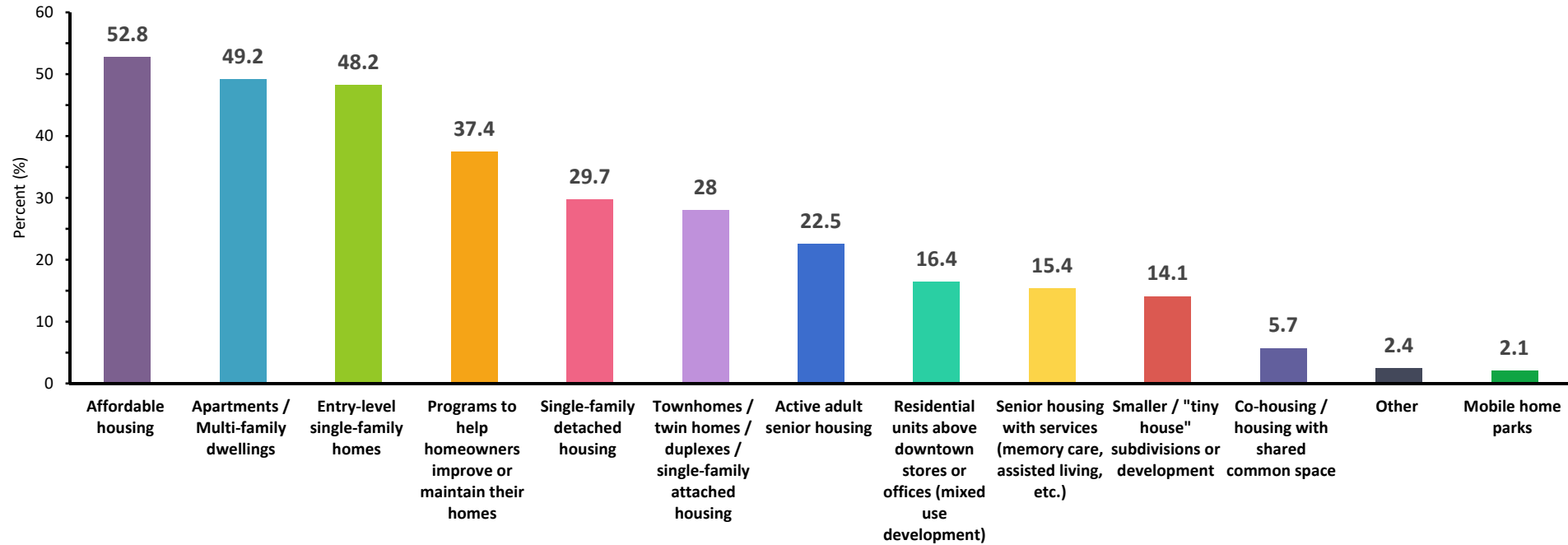
No
29%

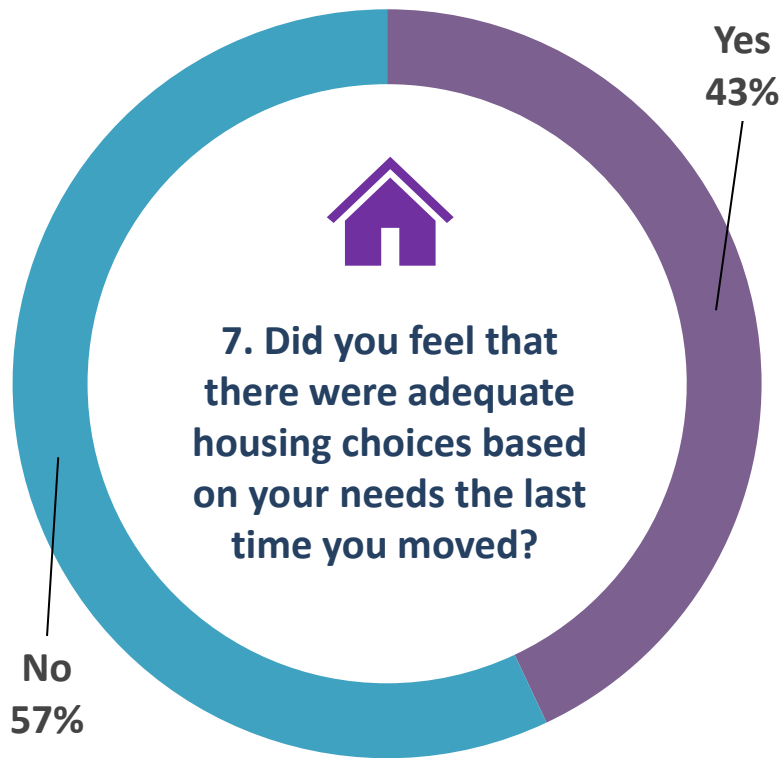


**5. Is there a need for
more housing?**

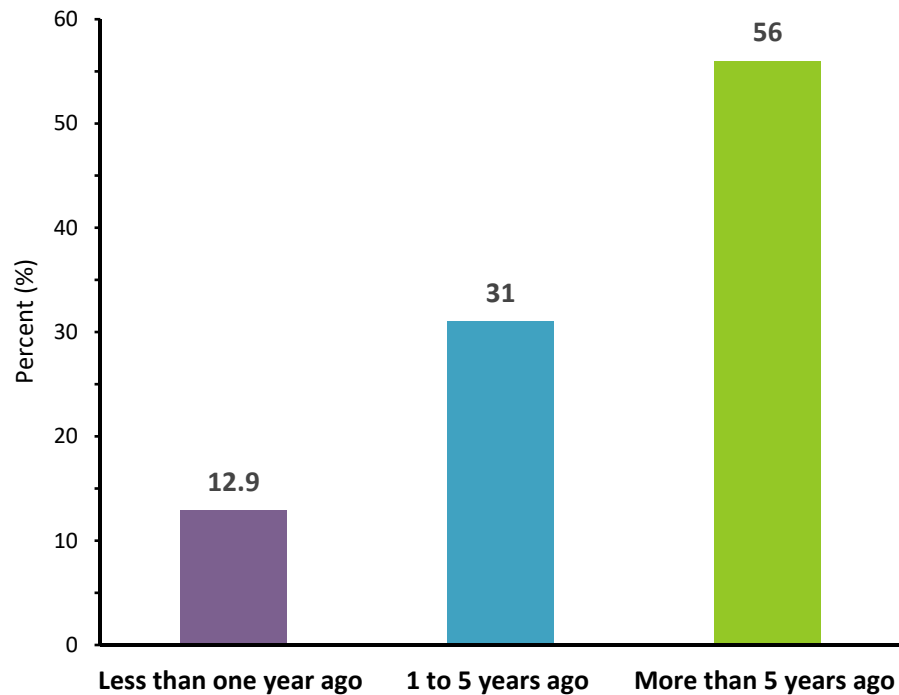
Yes
71%

6. Which **types of housing** do you feel are **most needed** in New Ulm?





8. How long ago was this?



9. Last time you moved, what kind of housing were you looking for? The following are the top responses:

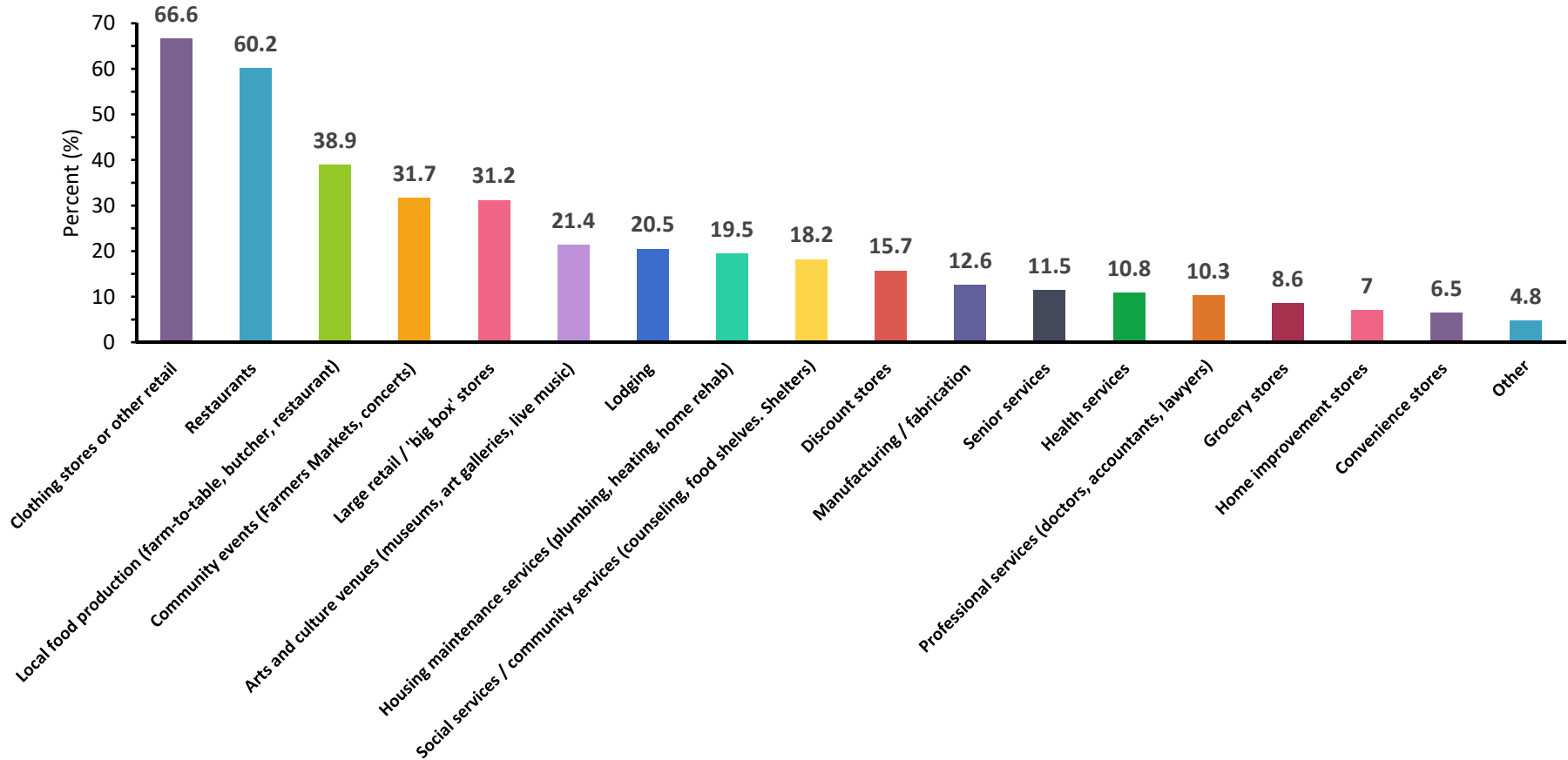
1. Single family housing
2. Affordable housing
3. Multi-family housing

10. Please provide more information on why suitable housing was difficult to find by writing in the space below. The following are the top responses:

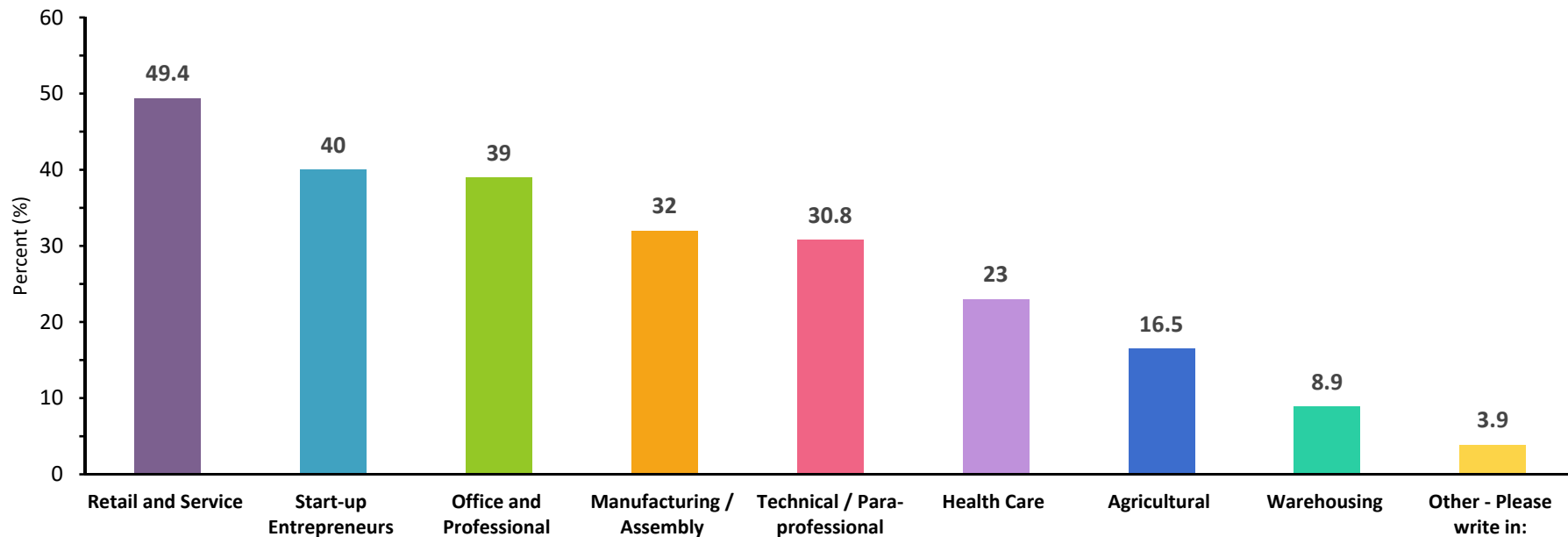
1. Limited housing inventory
2. Cost of housing

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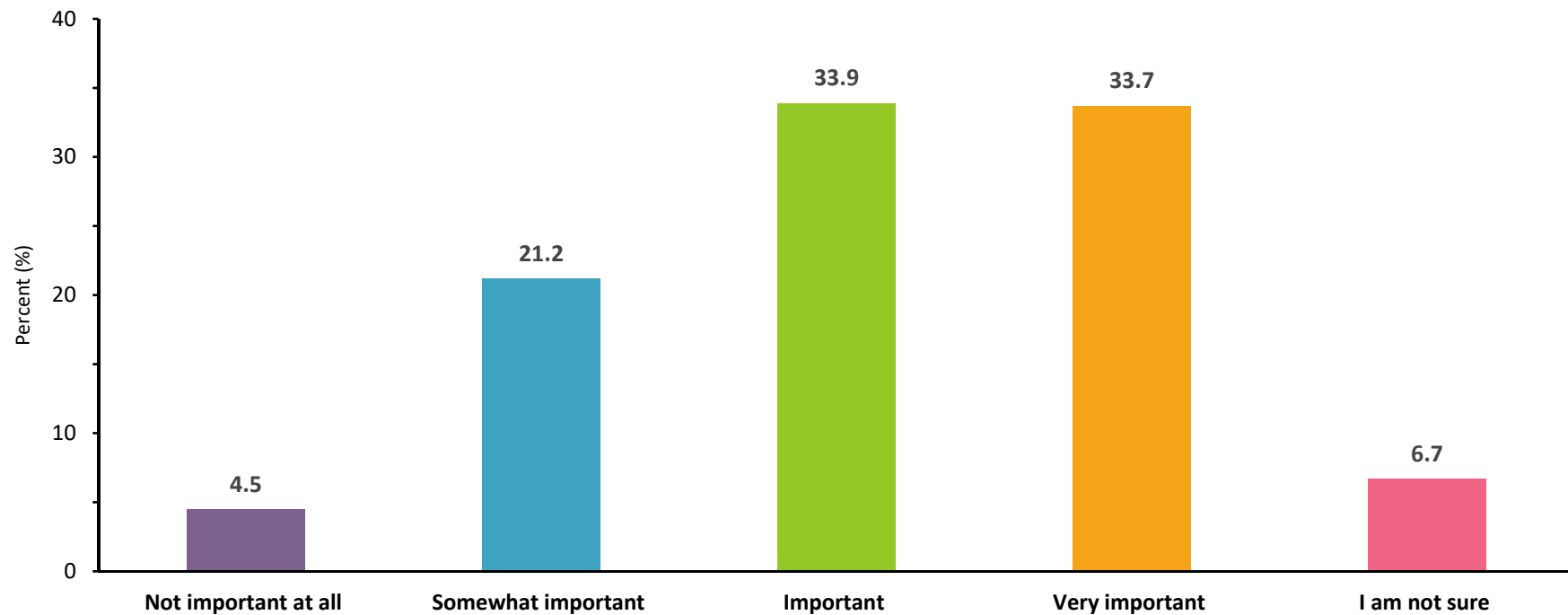
11. Which types of businesses or services are most needed in New Ulm?



12. What **types of employment/jobs** should New Ulm have more of?



13. How important is it for the City to **provide, sponsor or support training and development for local entrepreneurs?**

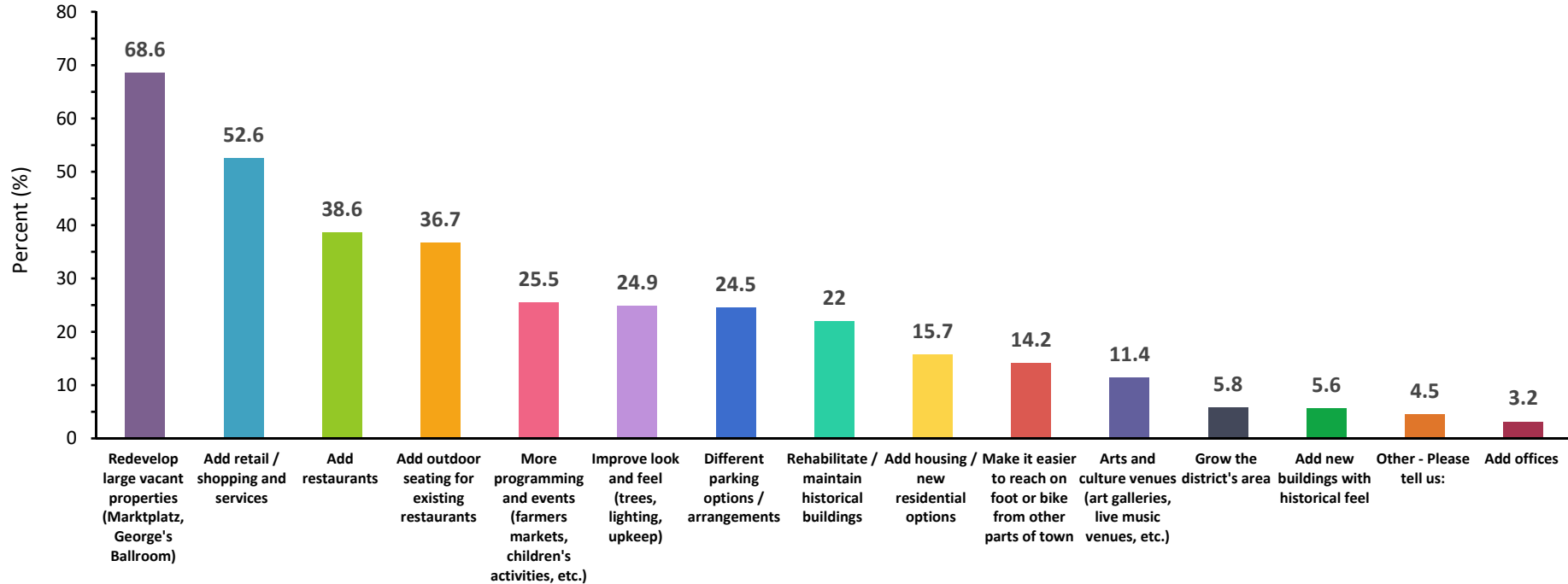


14. How do you think the City could **help small businesses start, grow and succeed**? What do you think the City could do? The following are top responses:

1. Provide financial resources (Grants, loans, subsidies, etc.)
2. Mentorship and business education resources
3. Community support

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15. How would you improve New Ulm's Downtown? Which type of buildings, businesses or activities are needed in Downtown New Ulm?

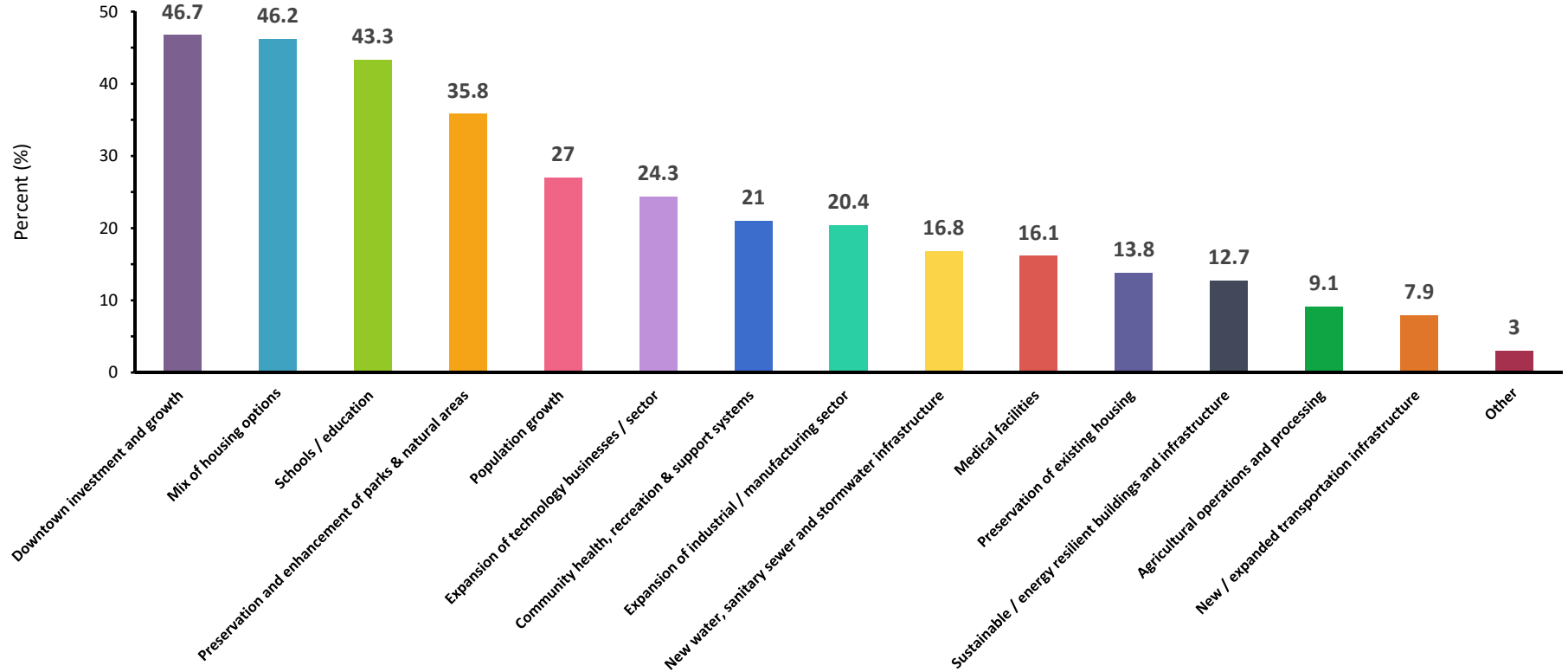


16. What kind of **store or service** would you like to see in **downtown**? The following are top responses:

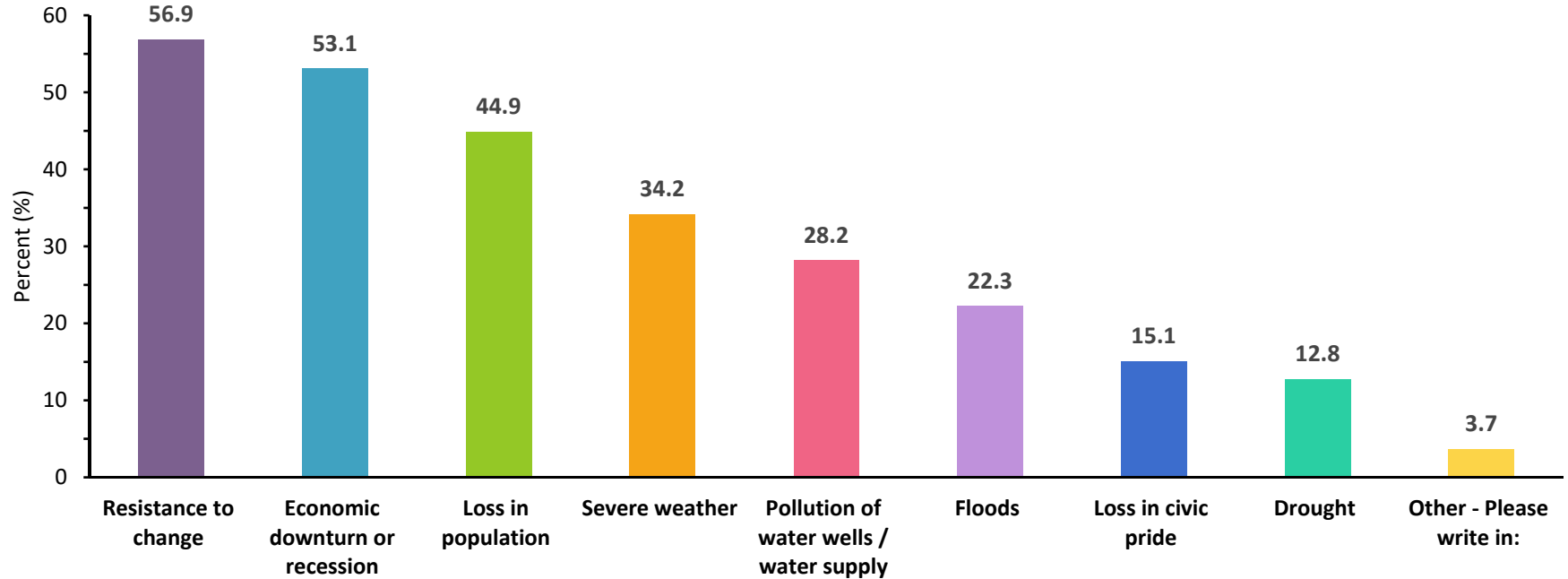
1. Clothing and other retail options
2. More restaurants (food, bars, etc.)
3. Grocery/Deli and Convenience Stores
4. Entertainment options (art, music, crafts, etc.) and Community Space

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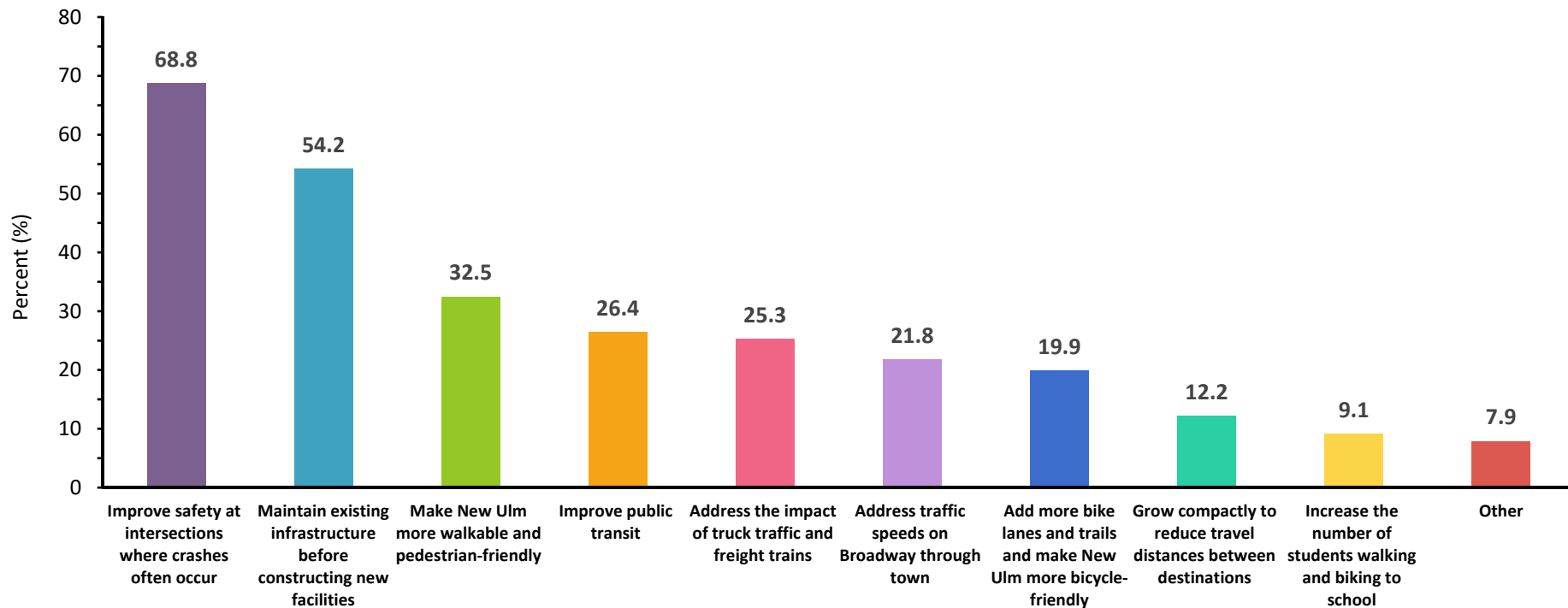
17. Which of these factors will be most influential in **stimulating economic growth and/or land development** in the City of New Ulm over the next 20 years?



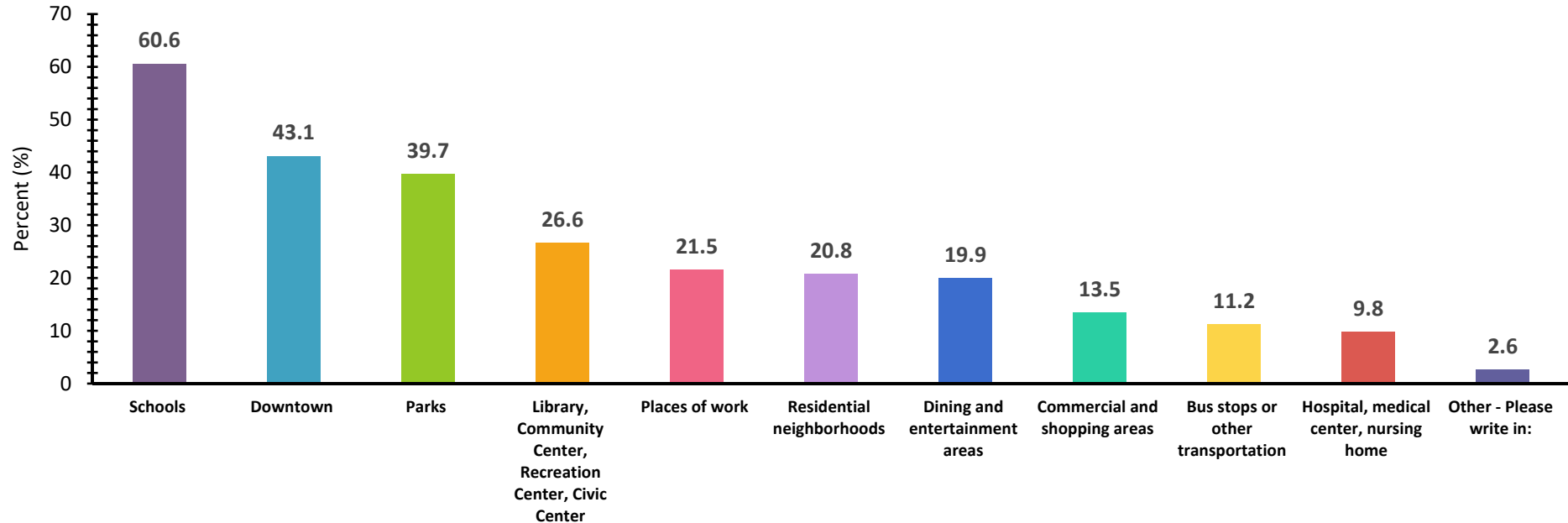
18. Resilient communities plan for future changes and potential emergencies.
Please select the most important risks that New Ulm might be vulnerable to.



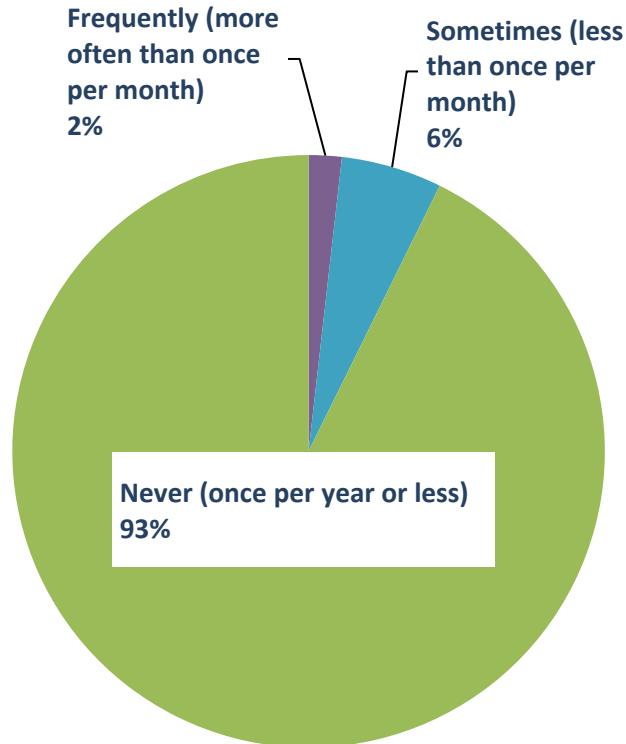
19. What should New Ulm's **transportation goals** be for the near future?



20. What types of destinations should be prioritized when deciding where to improve conditions for walking or biking?



21. How often do you use Brown County's Heartland Express or New Ulm's new Hermann Express City Bus Service?

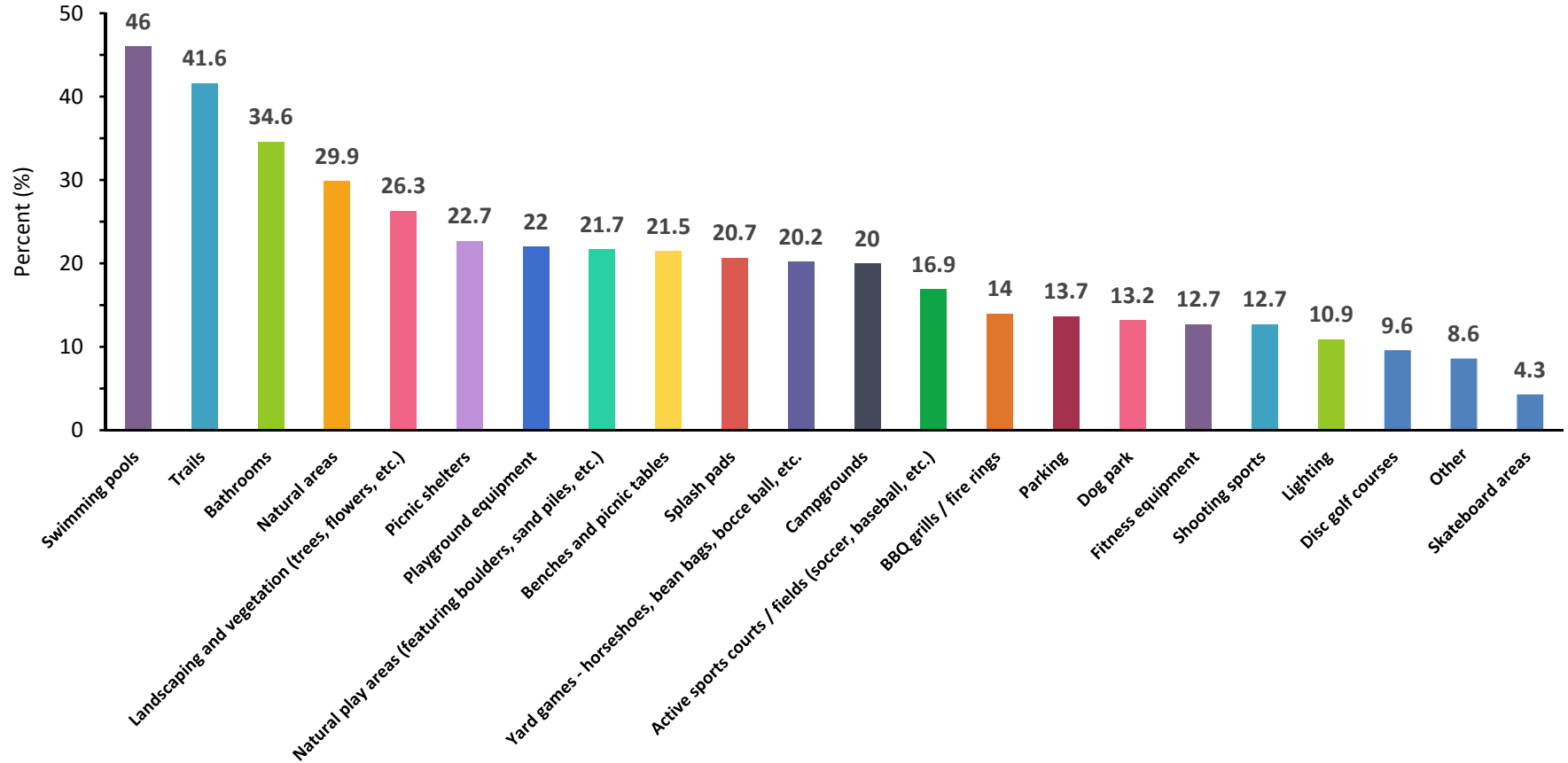


22. Why do you not use the bus service ? The following are top responses:

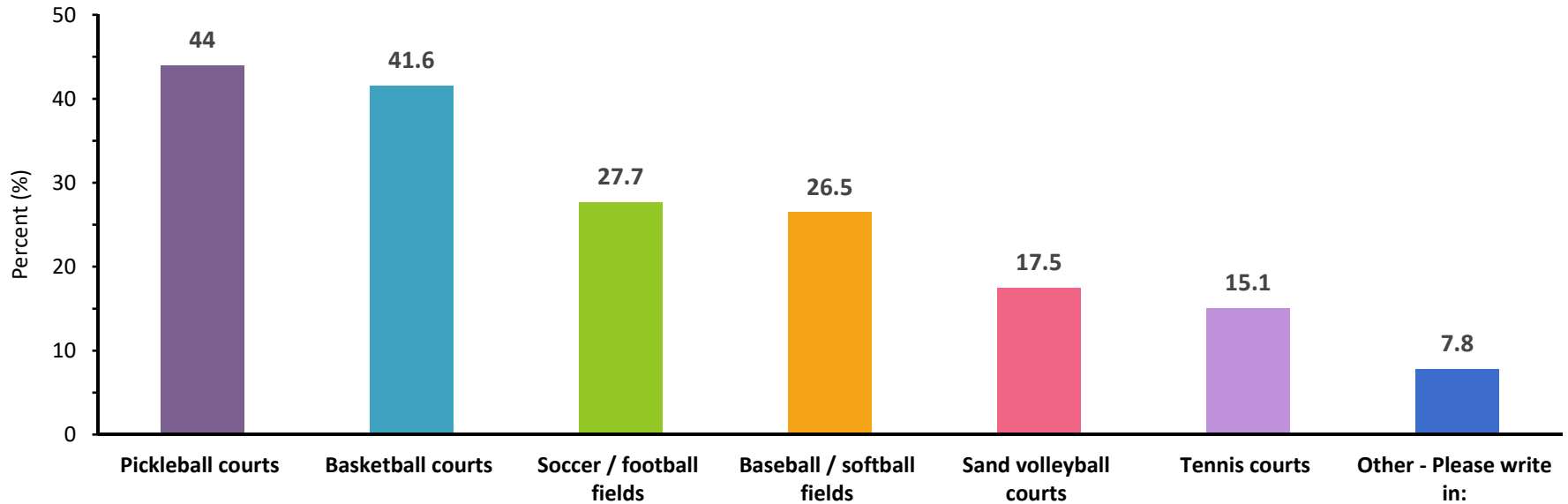
1. I use a personal vehicle
2. I have no need for transit
3. Hours or service are not accessible or reliable

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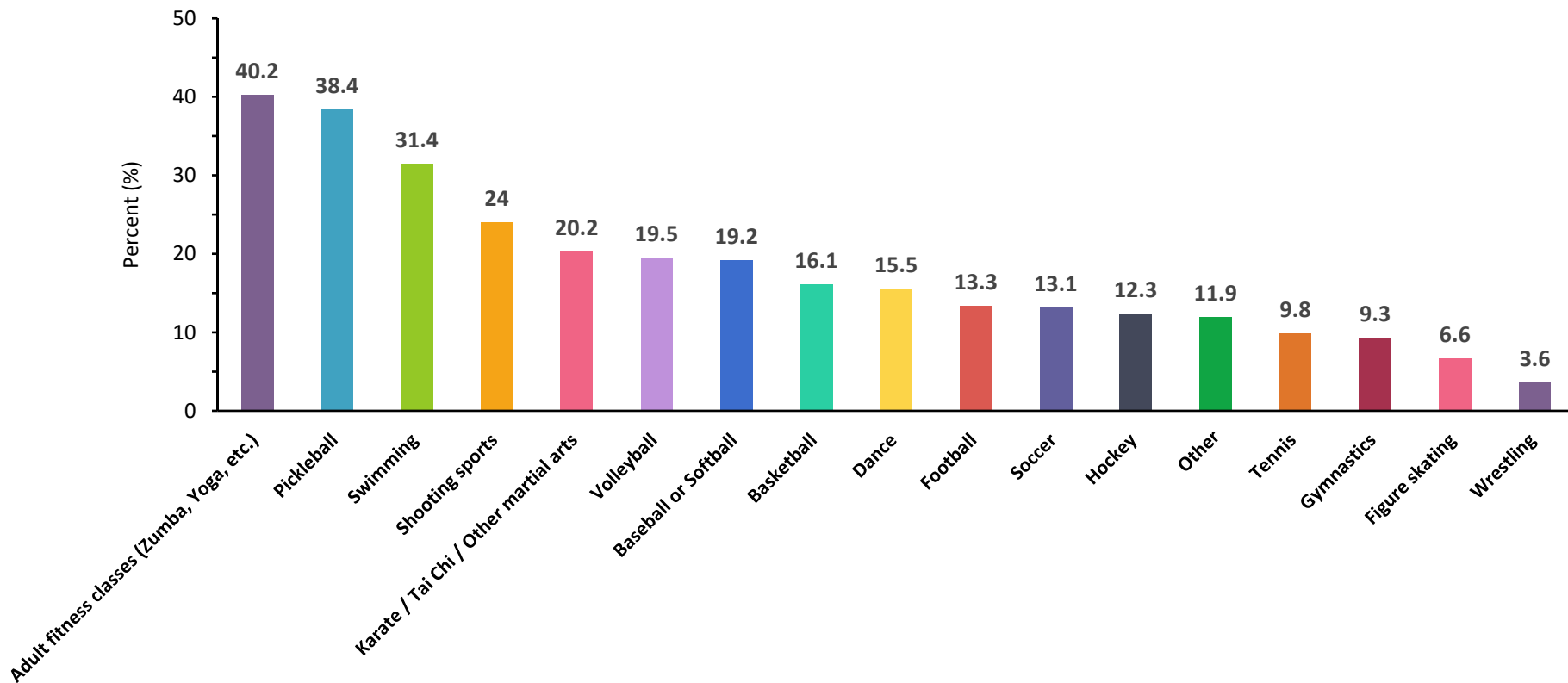
23. What type of outdoor park elements or amenities would you like to see improved or added in New Ulm?



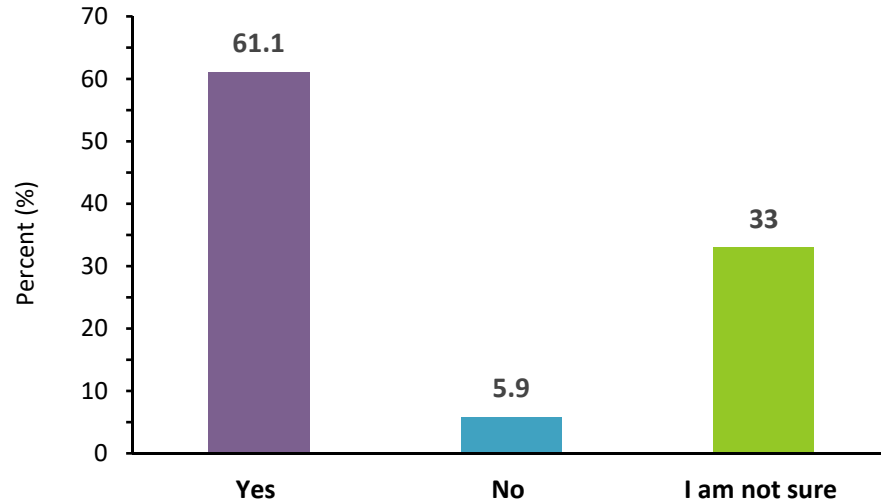
24. Which **type of active sports courts / fields** would you like to see improved or added?



25. What **Youth or Adult** recreation programs would you like to see added or improved in New Ulm?



26. Are **City utility services** (water, sewer, electricity, natural gas) reliable and well-maintained?

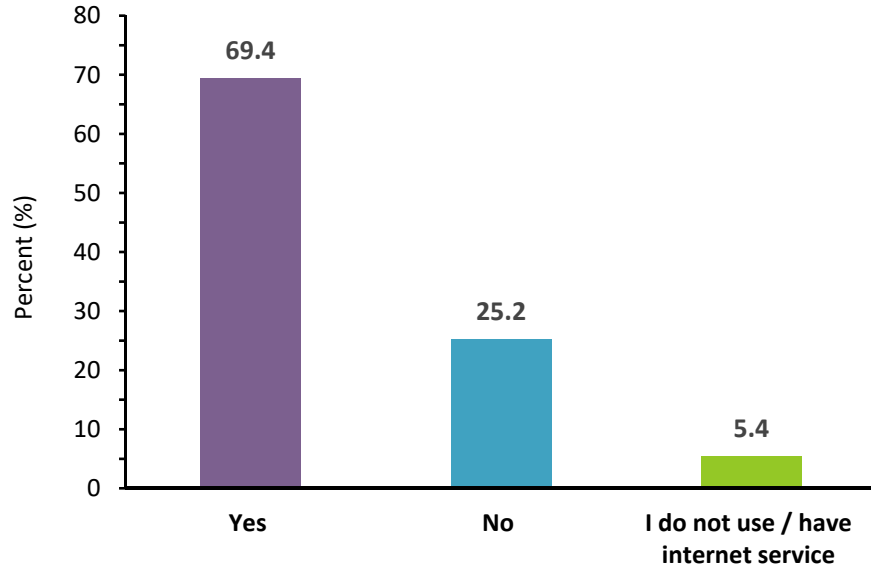


27. Which service are you having trouble with? What kind of issues are you experiencing? The following are top responses:

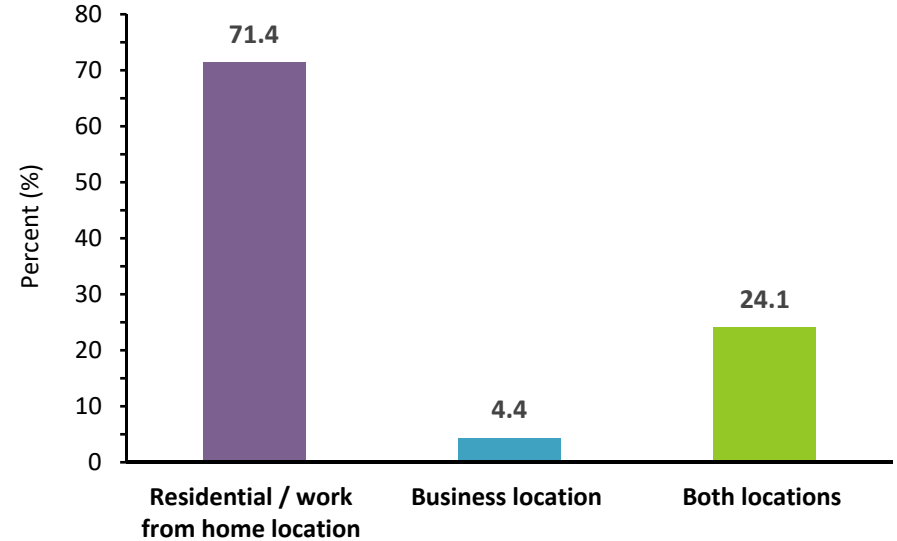
1. Water quality
2. Aging infrastructure
3. Cost of utilities

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28. Does the internet service you currently use in New Ulm meet your needs?



29. Does your answer refer to a residential location (select this option if working from home) or a business location?

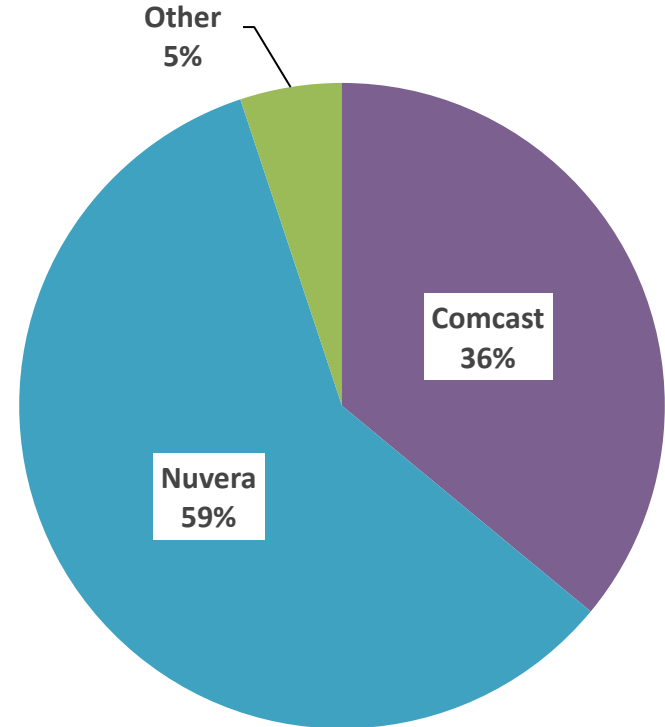


30. What issues are you experiencing with your internet service?

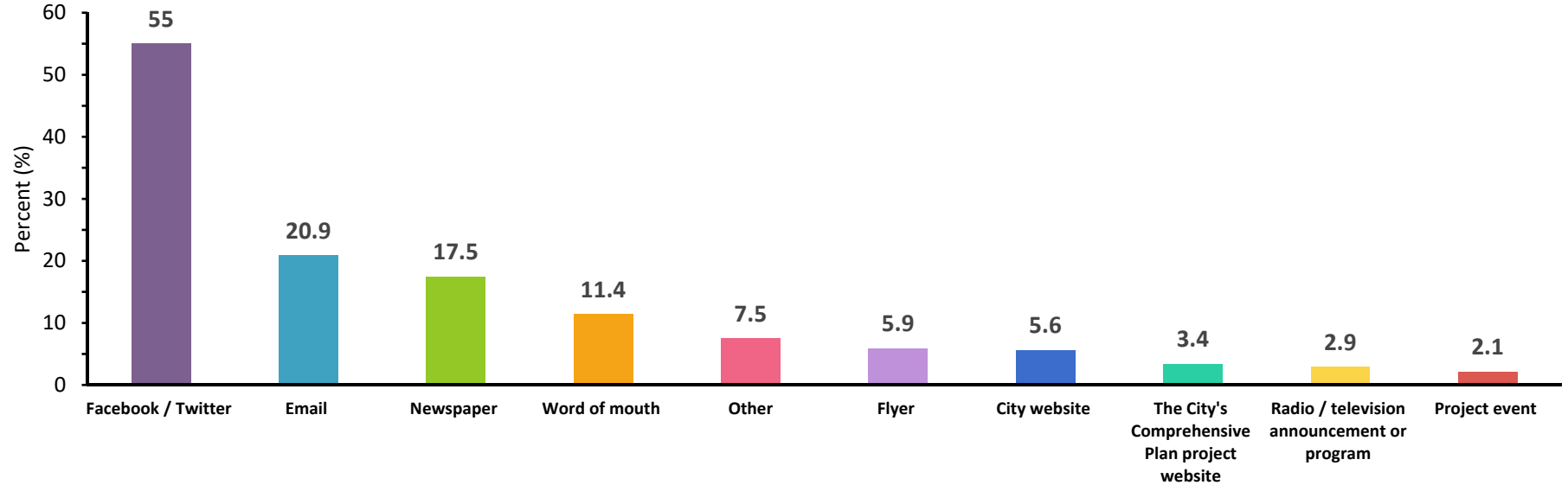
1. Poor internet performance
2. Cost burden

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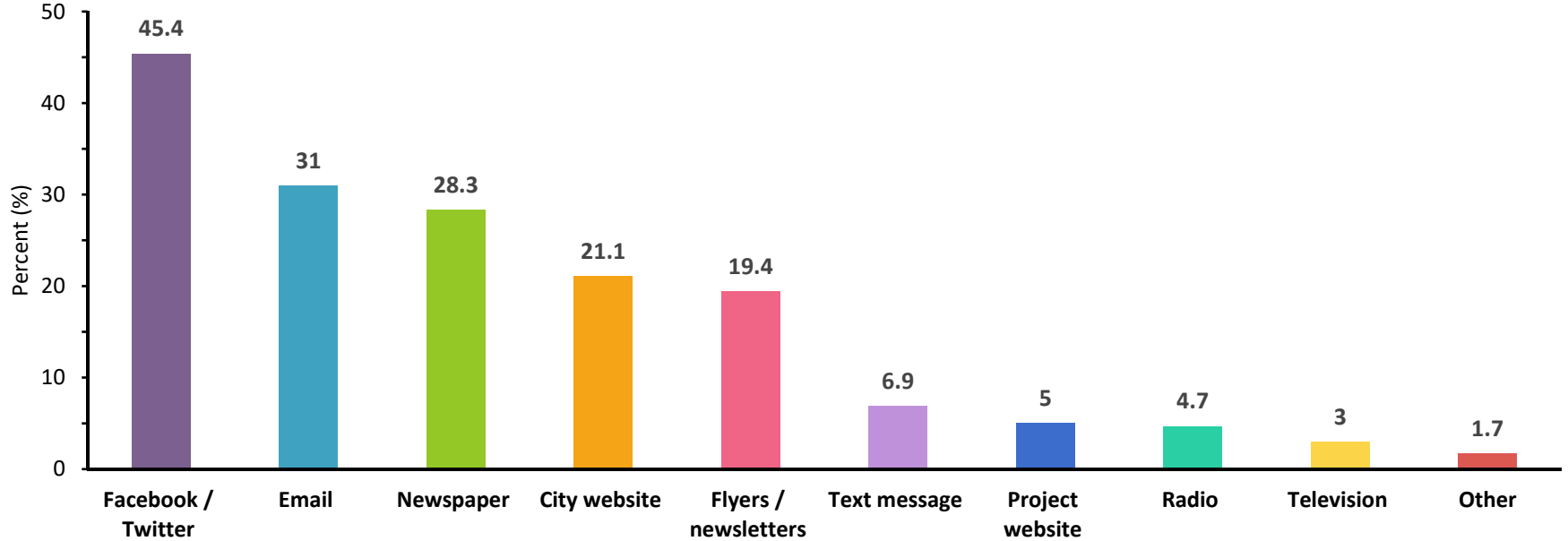
31. For the location where you are experiencing issues: Who is your internet service provider?



32. How did you hear about the Comprehensive Plan or this survey?



33. How would you prefer to receive information about this plan or other City plans?



34. Please use the space below to write additional comments or questions you may have about this survey or about the City of New Ulm Comprehensive Plan. The following are top responses:

1. Expand business and retail options
2. General maintenance issues
3. Parks and recreation programs
4. Positive feedback on Comprehensive Plan process

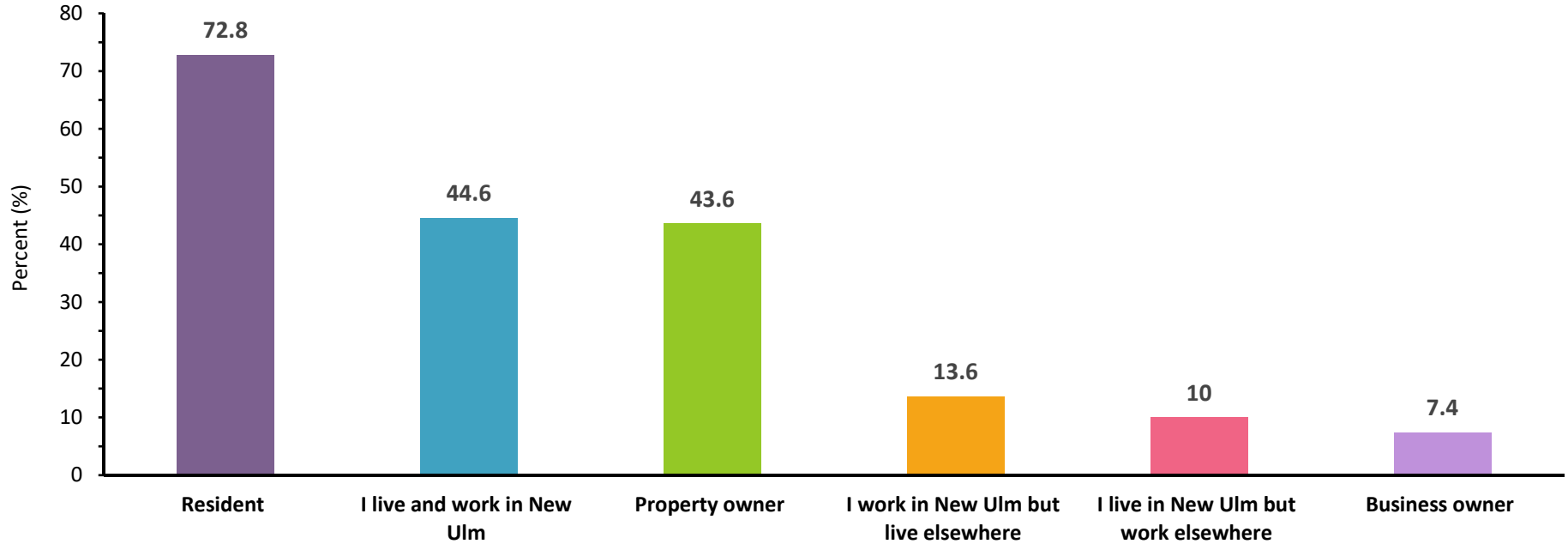
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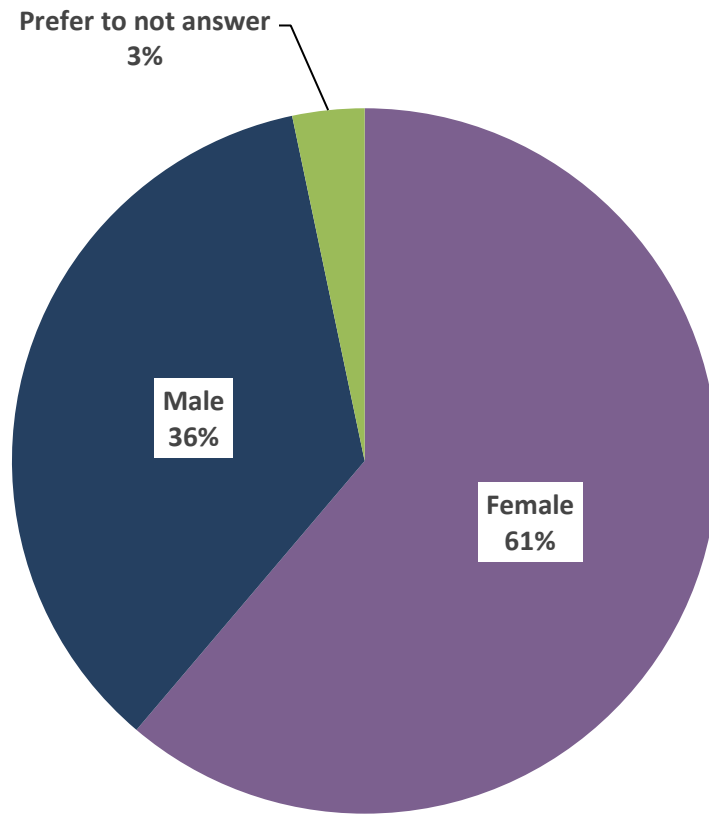
Who we heard from

Participant Demographic Data

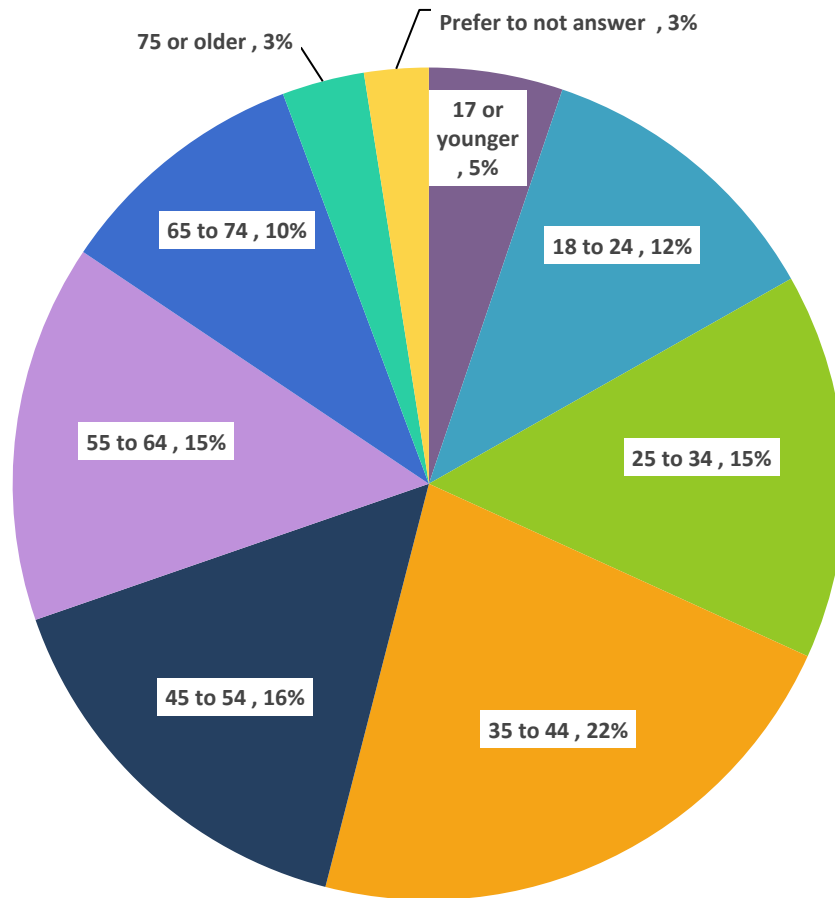
35. What is your relationship to New Ulm?
Please select all that apply:



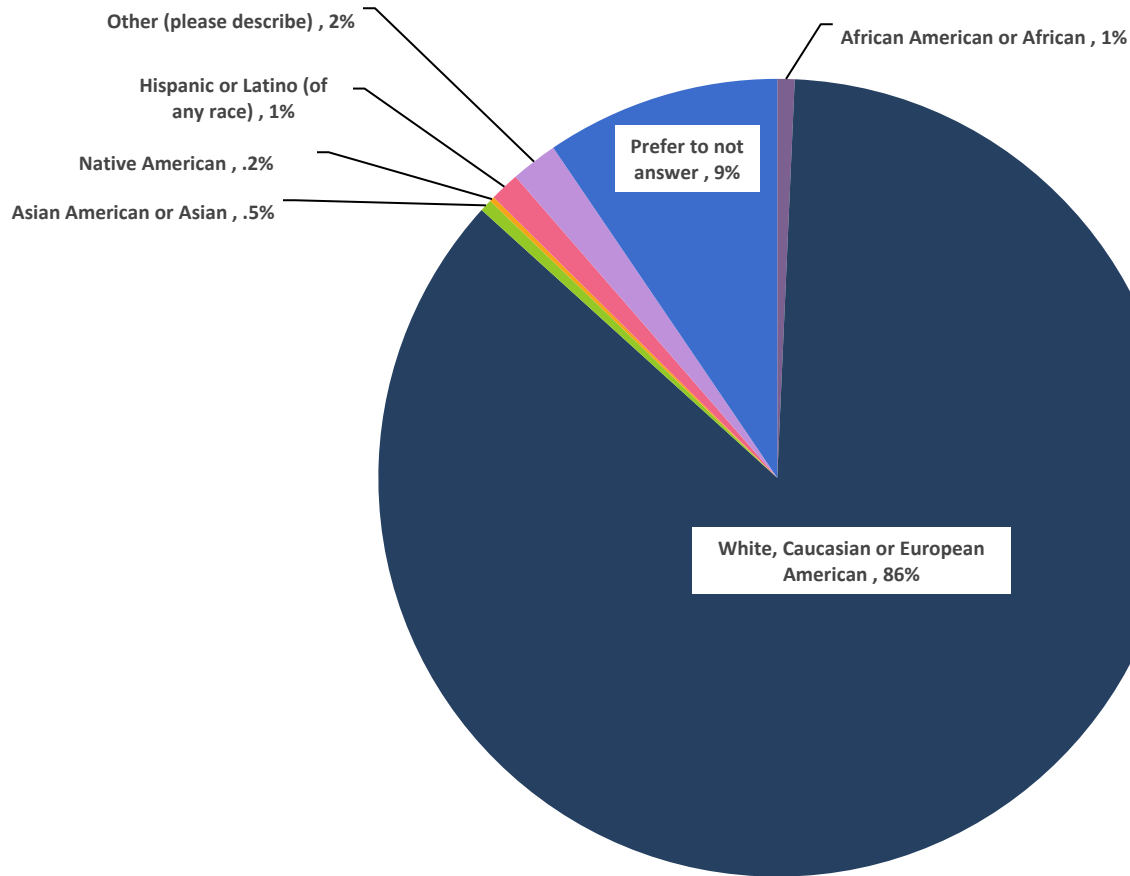
36. I am



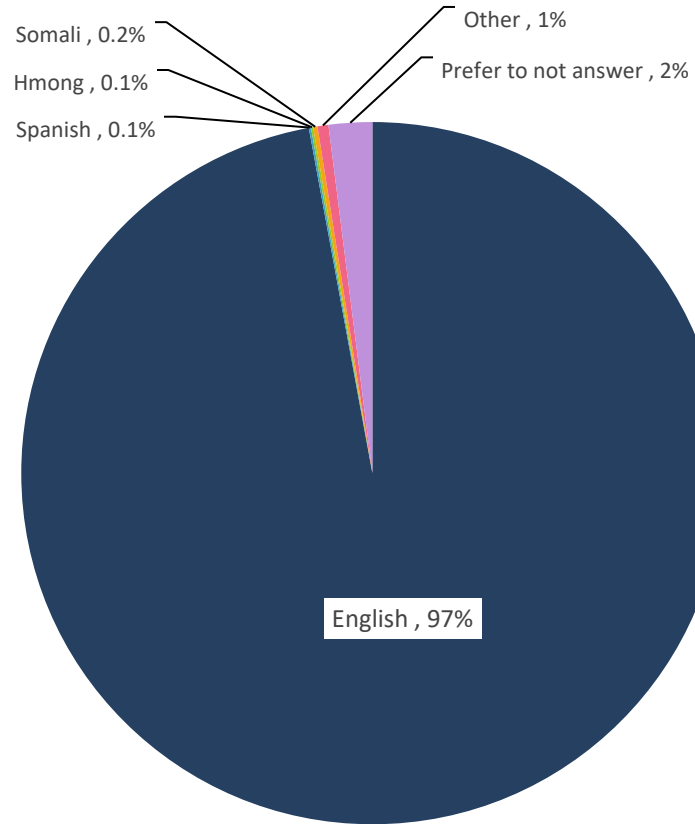
37. What is your age?



38. How would you describe your ethnic / cultural heritage?



39. Language most frequently spoken in your home:



40. For the year 2021, approximately what was your household's total yearly income from all sources?



Thank you to everyone who provided their input!

For more information about the Comprehensive Plan, please visit the City's project website at:

<https://www.newulmmn.gov/551/2022-Comprehensive-Plan>



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