

# STATS



# STATS



46% outmigration  
for health services

# STATS



10,500 people drive  
into our community  
to work each day

# STATS



40% of renters and  
16% of homeowners  
are housing cost  
burdened

# STATS



2,528 families in  
which both parents  
work; 1,750  
childcare spots

# STATS



37% of students on free or reduced price lunch enroll in any type of further education

# STATS



35% of houses  
built before 1939

# STATS



13 new housing  
units built in 2023

# STATS



Physician coverage  
is 2,130:1  
in our county  
(vs. 1,350:1  
in our state)

# STATS



Public school enrollment has declined by over 1,000 students in the past 10 years

# STATS



55% of students are eligible for free or reduced price lunch

# STATS



77% of adults are  
overweight

# STATS



17% of residents live below the poverty line

# COMMUNITY PERCEPTIONS

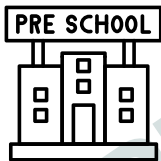


# PERCEPTIONS



Residents'  
connection and  
engagement in  
the community:  
33% Excellent/Good

# PERCEPTIONS



Availability of  
affordable, quality  
childcare and  
preschool:  
41% Excellent/Good

# PERCEPTIONS



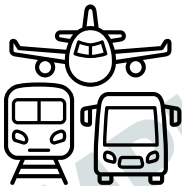
K-12 education:  
51% Excellent/Good

# PERCEPTIONS



Our community is  
a place to visit:  
33% Excellent/Good

# PERCEPTIONS



Overall quality of  
transportation:  
56% Excellent/Good

# PERCEPTIONS



Ease of travel  
by public  
transportation:  
46% Excellent/Good

# PERCEPTIONS



Availability of  
affordable, quality  
mental health care:  
20% Excellent/Good

# PERCEPTIONS



Street lighting:  
57% Excellent/Good

# PERCEPTIONS



Cost of living:  
33% Excellent/Good

# PERCEPTIONS



Availability of  
affordable,  
quality housing:  
20% Excellent/Good

# PERCEPTIONS



Variety of housing  
options:

28% Excellent/Good

# OBSERVATIONS



# OBSERVATIONS



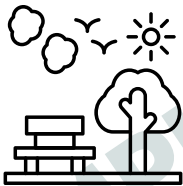
Lack of local news in  
every mailbox

# OBSERVATIONS



Lack of rideshare  
services  
(e.g. Uber)

# OBSERVATIONS



River is  
underutilized for  
recreation and  
attractions

# OBSERVATIONS



Absence of OB  
and labor/delivery  
services

# OBSERVATIONS



Lack of intentional attraction of businesses that would benefit the community (e.g. tech)

# OBSERVATIONS



Open positions in key industries: childcare, education, health care, entrepreneurs

# OBSERVATIONS



Inconsistent  
community branding

# OBSERVATIONS



Public bus service  
runs limited routes  
on evenings and  
weekends

# OBSERVATIONS



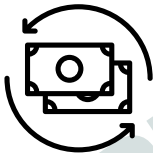
Overabundance of  
parking lots in  
downtown area

# OBSERVATIONS



Lack of support for  
transportation  
insecure students to  
participate in  
extracurricular  
activities

# OBSERVATIONS



Encourage local projects to keep money in the community (financing, contractors, etc.)

# OBSERVATIONS



Need a sustainable  
model for childcare  
availability and  
staffing