

# ***City of Maplewood, Minnesota***

## ***2014 Parks and Recreation Citizen Survey***

Presented by  
***ETC Institute***

March 21, 2014



# Citizen Survey for the City of Maplewood

Questions on full range of usage, customer satisfaction, priorities, funding and voting issues.

Administered to a random sampling of households

Survey conducted by mail/phone/web.

600 surveys guaranteed.

Actually completed 627 surveys. 95% level of confidence with margin of error of +/-4%.

# Cross-Tabular Analysis

Age and gender of respondent

Users and non-users of parks and preserves

Overall ratings of conditions of parks and preserves

Households with young and older children

Households without children all adults 19-54 or 55 plus

Members and non-members of Community Center

Voter Support

# Examples of Park Surveys for Benchmarking

- Aspen, Colorado
- Athens, South Carolina
- Bend, Oregon
- Blacksburg, Virginia
- Bloomington, Indiana
- Buffalo Grove Park District
- Canton, Ohio
- Carlsbad, California
- Cleveland, Ohio
- Edina, Minnesota
- Erie, Colorado
- Jackson, Wyoming
- Lee Summit, MO
- Lenexa, Kansas
- Geneva Park District
- Kalamazoo, MI
- Key Biscayne, Florida
- Kettering, Ohio
- Las Cruces, New Mexico
- Malibu, California
- Mecklenburg County, NC
- Miami-Dade County, Florida
- Park City, Utah
- Pelican Bay, Florida
- Princeton, New Jersey
- Provo, Utah
- Raleigh, North Carolina
- Rocky Mount, North Carolina
- Shoreline, WA
- St. Paul, Minnesota
- Schaumburg, Illinois
- Scottsdale, AZ
- Tamarac, Florida
- Tempe, Arizona
- Washington D.C.

# Presentation

- **Citizens' Usage Today**
- **Citizens' Vision for Tomorrow**
- **Funding the Vision**

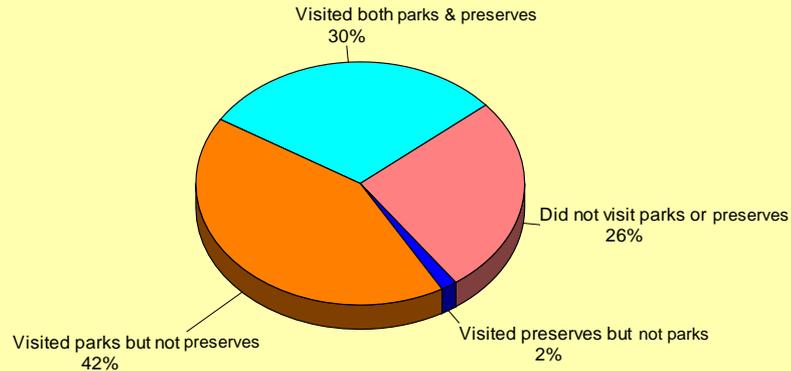
# Citizens' Usage Today

- **The vast majority of households visit parks and preserves, with walking, hiking and biking trails most used.**
- **Opportunities exist to improve conditions of parks and preserves.**
- **The Maplewood Community Center is most visited facility.**
- **Maplewood Living and Parks and Recreation Brochure major ways to learn about parks, trails, preserves programs and activities**

# Over 70% of Households Visited Parks and Preserves in Past 12 Months

Q1. Statement that best describes respondent household usage of the City of Maplewood parks and preserves over the past 12 months

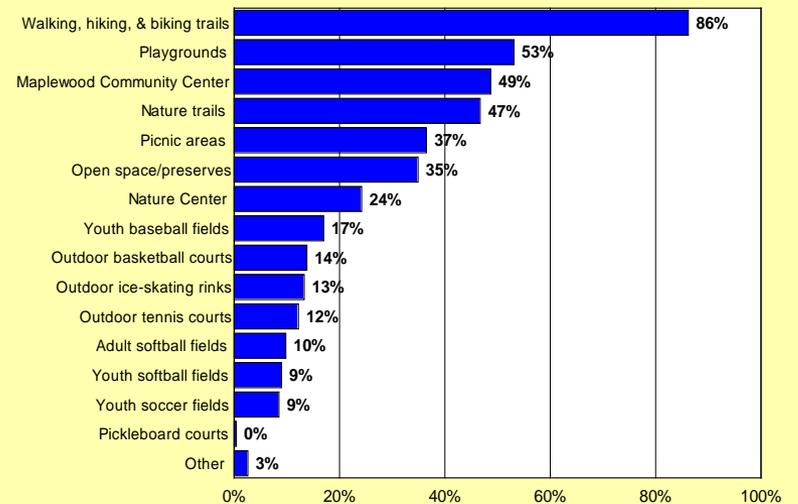
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q2. Facilities respondent households have used or visited in the City of Maplewood over the past 12 months

by percentage of respondents (multiple choices could be made)

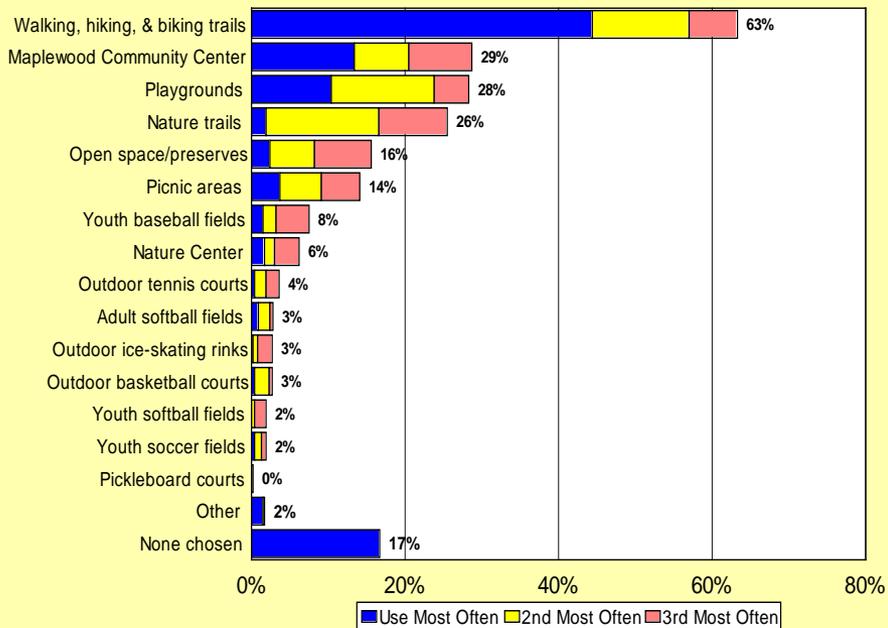


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# By A Wide Margin Walking, Hiking and Biking Trails Are Most Used Facilities By Households

Q3. Parks, preserves, and recreation facilities respondent households used or visited the most often during the past 12 months

by percentage of respondents

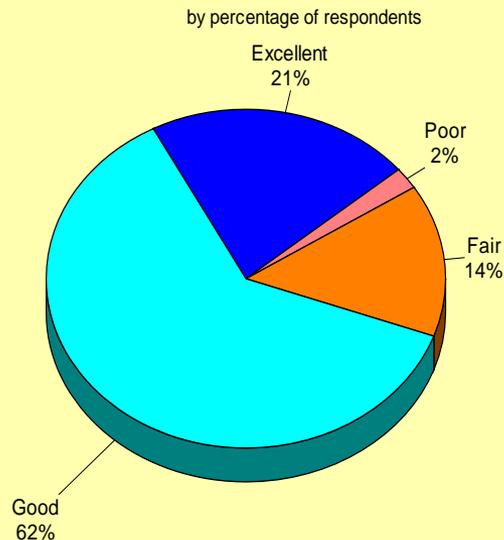


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- Walking, hiking and biking trails are most used facilities by households with and without children.
- Walking, hiking and biking trails, nature trails, and playgrounds are most used facilities by those who indicated they would vote in favor of a tax increase.

# 83% of Households Rate Physical Conditions as Excellent or Good for ALL Parks, Preserves, Open Spaces, Trails and Recreation Facilities Visited

Q4. How respondent households rate the physical condition of ALL the parks, preserves and open spaces, trails and recreation facilities in the City of Maplewood they have visited

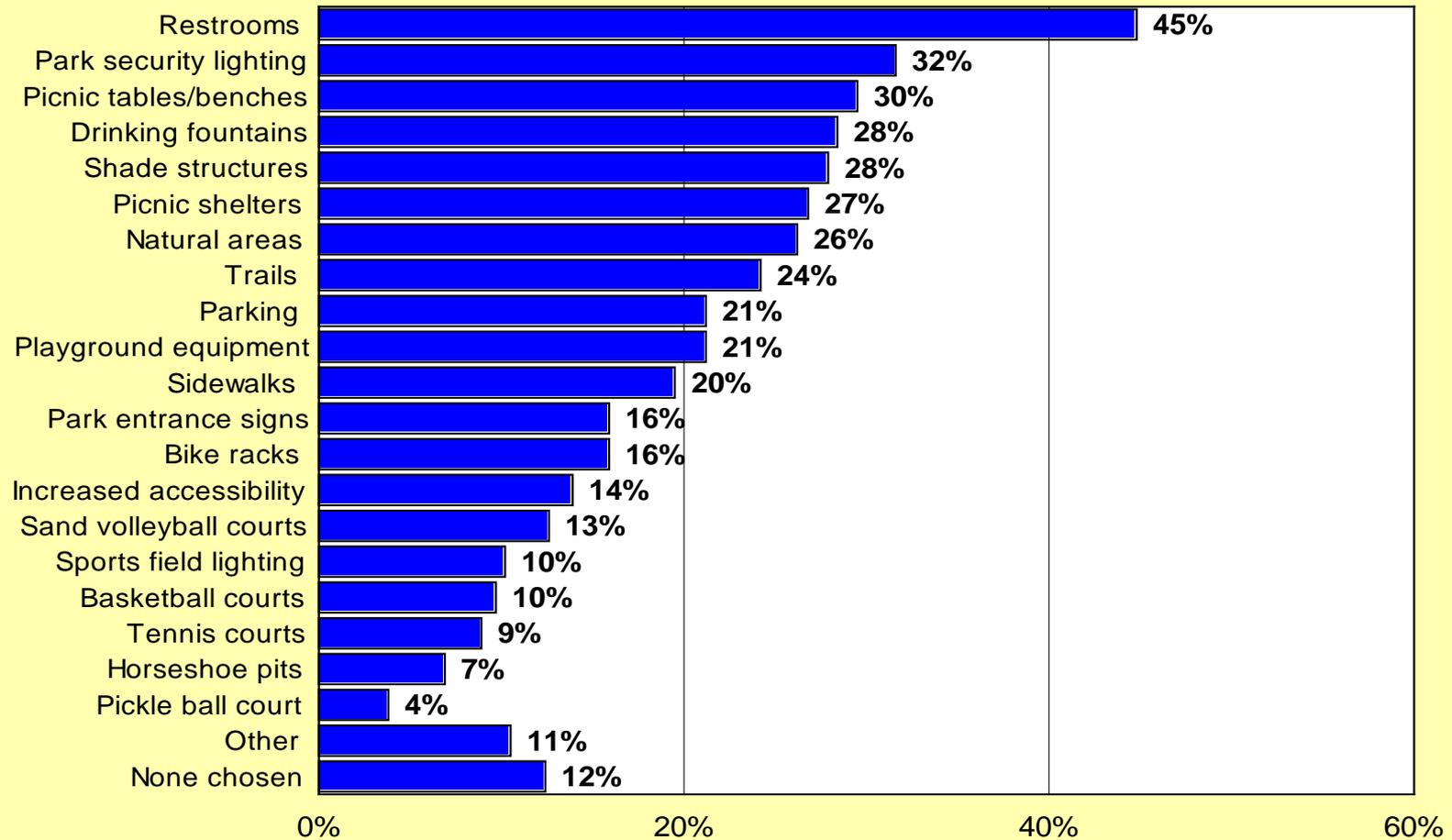


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- National benchmark is 31% for excellent ratings of conditions.
- 88% of households who would voted in favor of a tax election to improve parks, preserves, trails, etc. have visited parks and trails.

# Q5. Potential additions respondent households would most like to see made to the City of Maplewood parks nearest their residence

by percentage of respondents (multiple choices could be made)

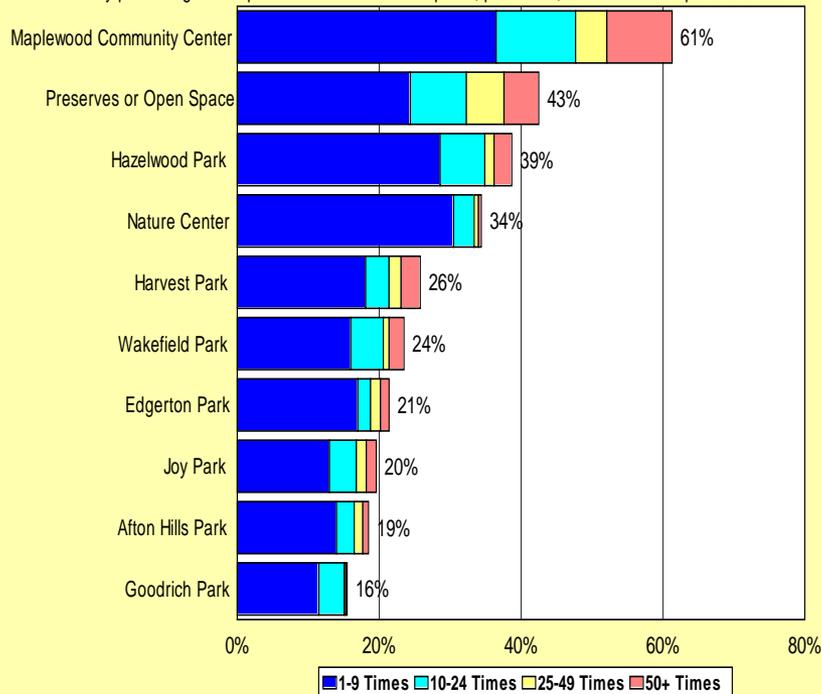


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# The Maplewood Community Center is Most Used Facility

Q6. How often respondent households used major parks, preserves, recreation and sports facilities operated by the City of Maplewood Parks and Recreation Department during the past 12 months

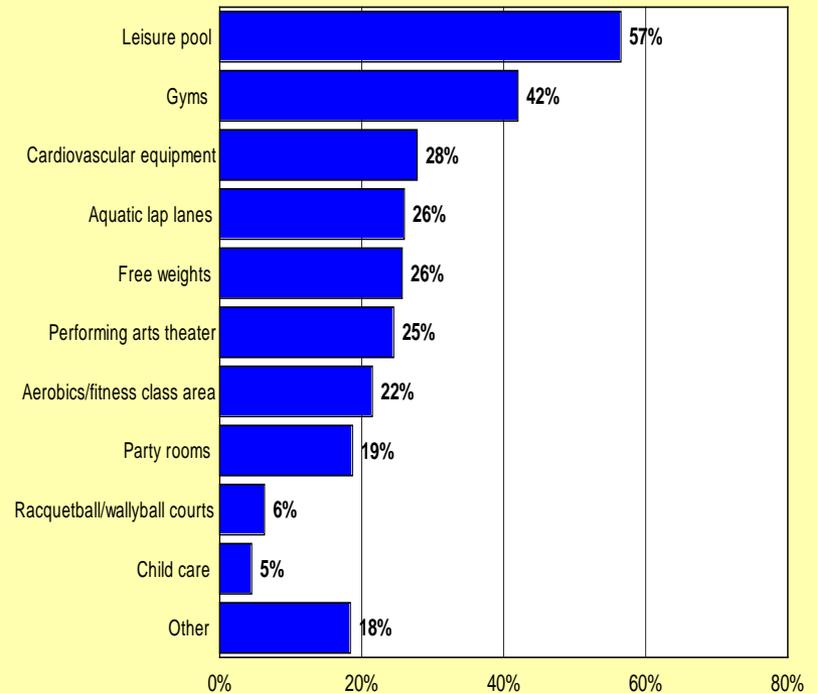
by percentage of respondents who have used parks, preserves, recreation and sports facilities



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q7. Major program spaces respondent households have used at the Maplewood Community Center over the past 12 months

by percentage of respondents (multiple choices could be made)

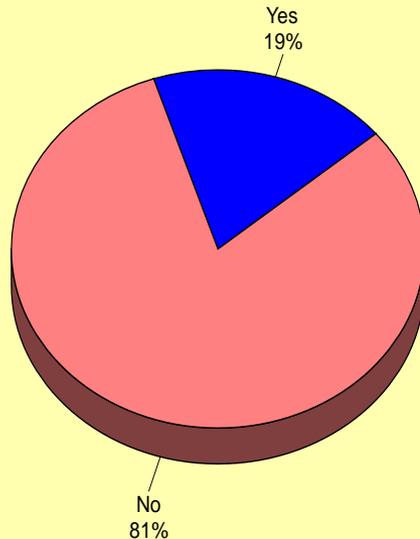


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# Less Than 20% of Households Have Purchased A Membership Over the Past 2 Years

Q8. Have respondent households purchased a membership at the Maplewood Community Center over the past 2 years?

by percentage of respondents



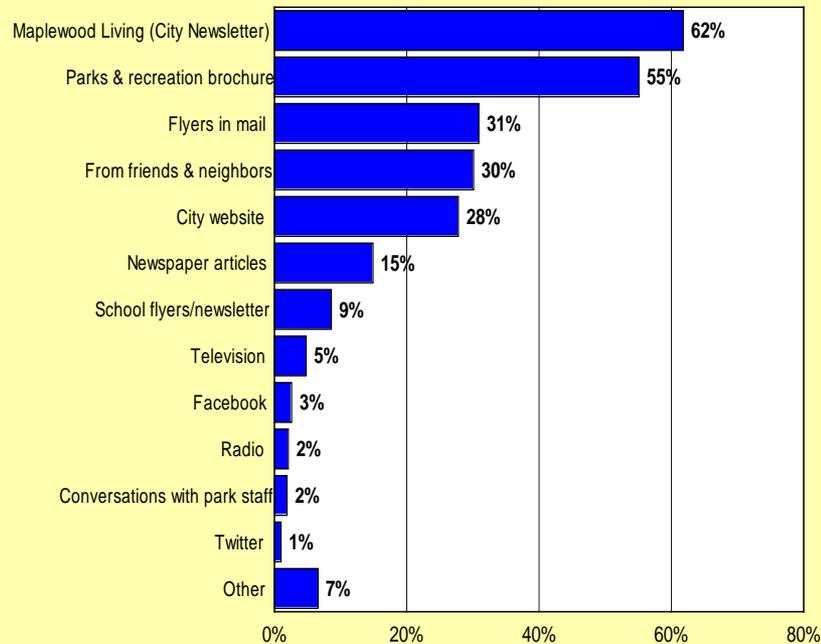
Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- Less than 20% of households with children under 10 and with no children have purchased memberships.
- Less than 21% of households with children 10-19 years of age have purchased memberships.
- Approximately 25% of households who indicated they would vote in favor of a tax increase to fund improvements to parks, preserves, trails, etc<sub>12</sub> have memberships.

# City Newsletter and Parks and Recreation Brochure Are Most Mentioned Ways to Learn About Programs and Activities

Q10. Ways respondent households learn about City of Maplewood parks, preserves, and recreation programs and activities

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- City Newsletter and Parks and Recreation Brochure top means to learn about programs and activities for households with and without children.
- City website used by 51% of households with children under 10.

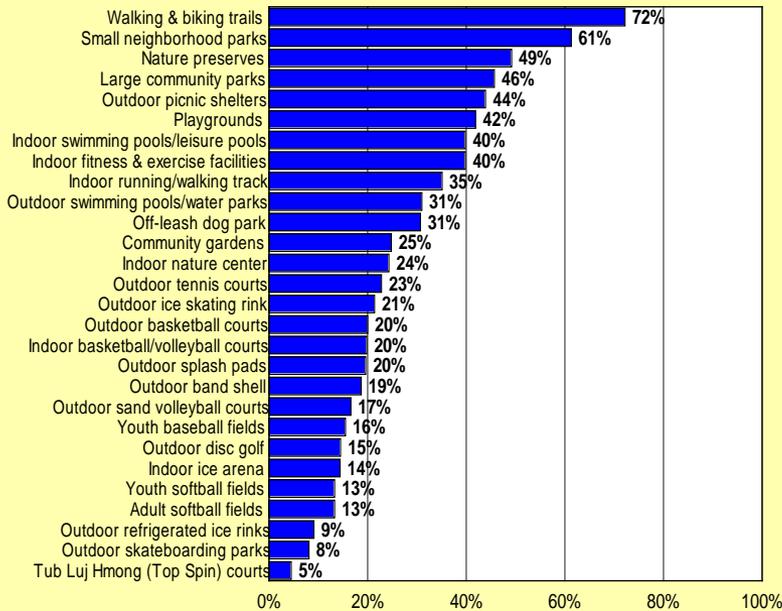
# Citizens' Vision for Tomorrow

- **Unmet needs exist for a wide range of parks, preserves and facilities.**
- **Walking and biking trails and neighborhood parks are by a wide margin the most needed and important facilities.**
- **Adult fitness and wellness programs most important programs.**
- **Opportunities exist to grow programs of high importance at City facilities.**
- **Connect existing trails most important potential improvement to existing system.**
- **Develop a large destination park most important upgrade to system.**

# Households Have A Need for A Wide Variety of Parks and Facilities

Q11. Parks, preserves, and recreation facilities respondent households have a need for

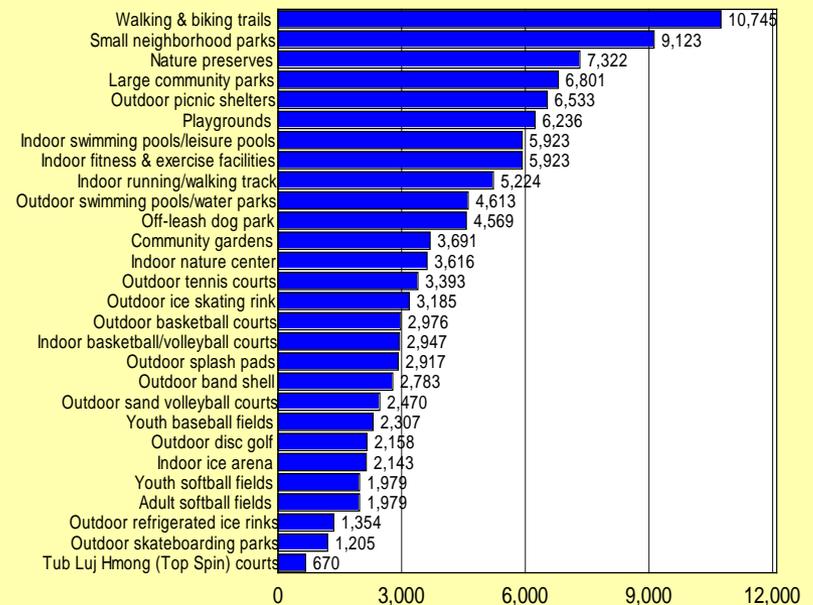
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q11. Parks, preserves, and recreation facilities respondent households have a need for

by number of households based on 14,882 households in the City of Maplewood

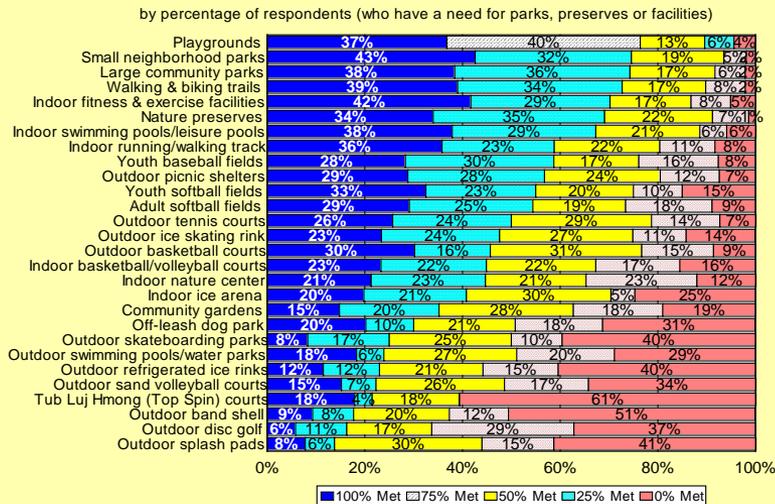


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# Significant Unmet Needs Exist for a Wide Variety of Parks and Facilities

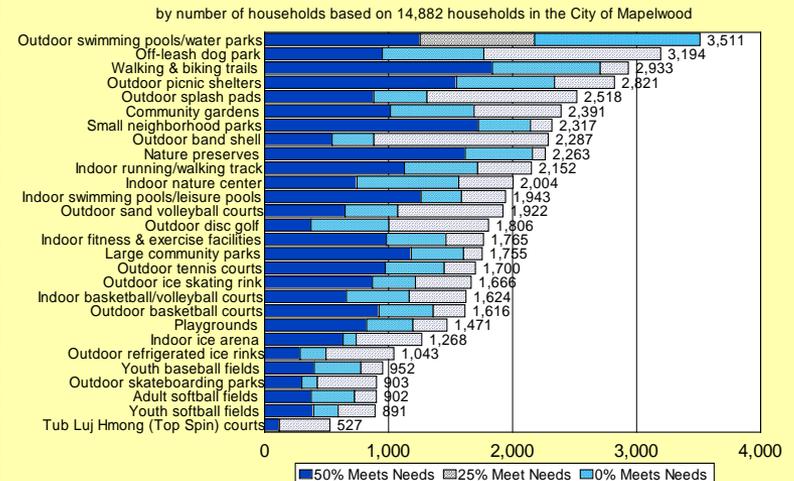
- Blue indicates households who HAVE A NEED whose needs are 100% met. Red indicates households who HAVE A NEED whose needs are 0% met.
- Unmet needs based upon multiplying households with a need times the percent of ONLY those households whose needs are 50% or less being met

Q11. How well parks, preserves and recreation facilities meet respondent household needs



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q11. Estimated number of households in the City of Maplewood whose needs for parks, preserve and recreation facilities are only being 50% Met or Less

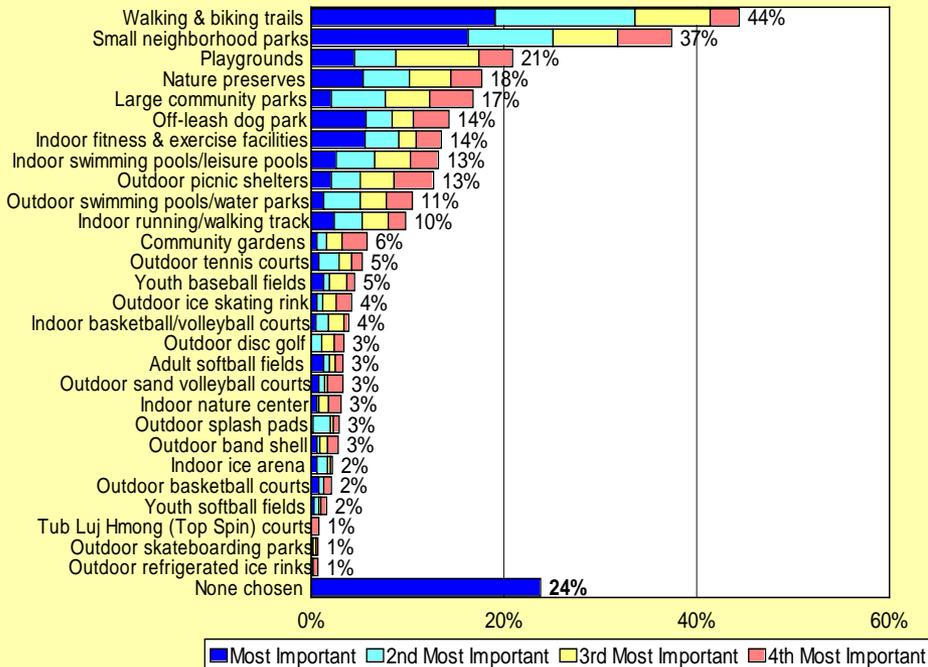


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# Walking and Biking Trails and Small Neighborhood Parks Are By a Wide Margin the Most Important Facilities

## Q12. Most important parks, preserves and recreation facilities to respondent households

by percentage of respondents based on top four choices



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- Over 2/3rds of households with young children rate small neighborhood parks as one of their top 4 facilities.

- Walking and hiking trails most important to households with older youngsters and empty nesters.

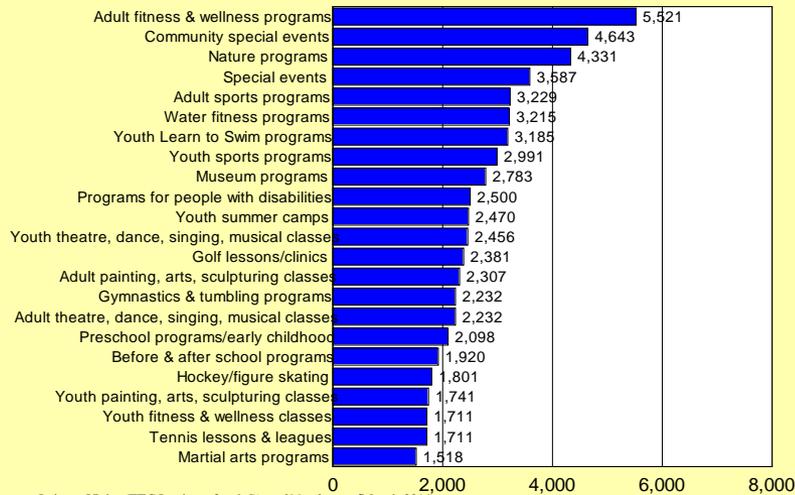
- Walking and biking trails and small neighborhood parks are two most important facilities for those who would vote in favor, might vote in favor, not sure and vote against a tax increase.

- Nature preserves significantly more important to households who would vote in favor than vote against.

# Less Than 50% of Households Who Have Needs for Special Events Feel There Needs Are At Least 75% Being Met

## 13. Recreation programs that respondent households have a need for

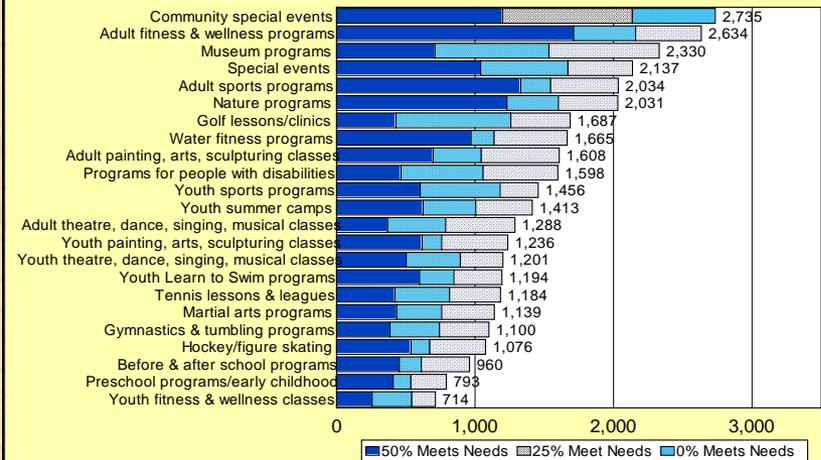
by number of households based on 14,882 households in the City of Maplewood



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

## Q13. Estimated number of households in the City of Maplewood whose needs for recreation programs are only being 50% Met or Less

by number of households based on 14,882 households in the City of Maplewood

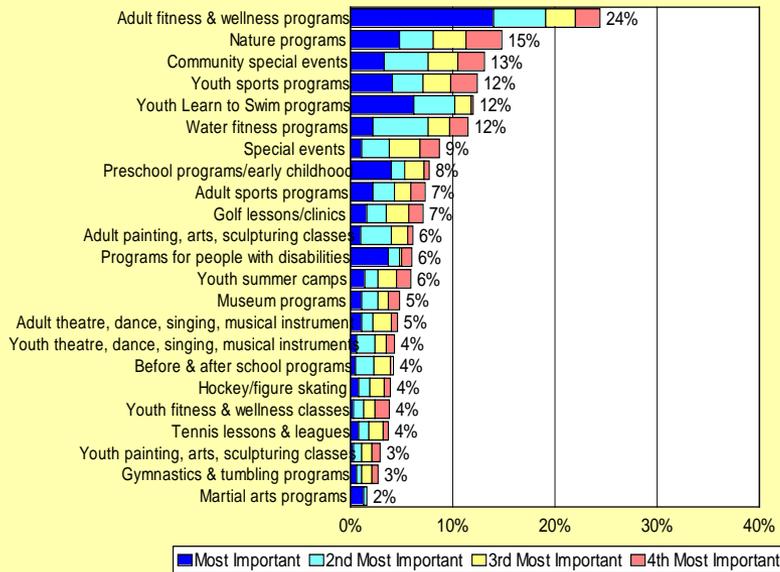


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# There Are Significant Opportunities to Grow Programs of Importance to Maplewood Residents at City Facilities

## Q14. Most important recreation programs to respondent households

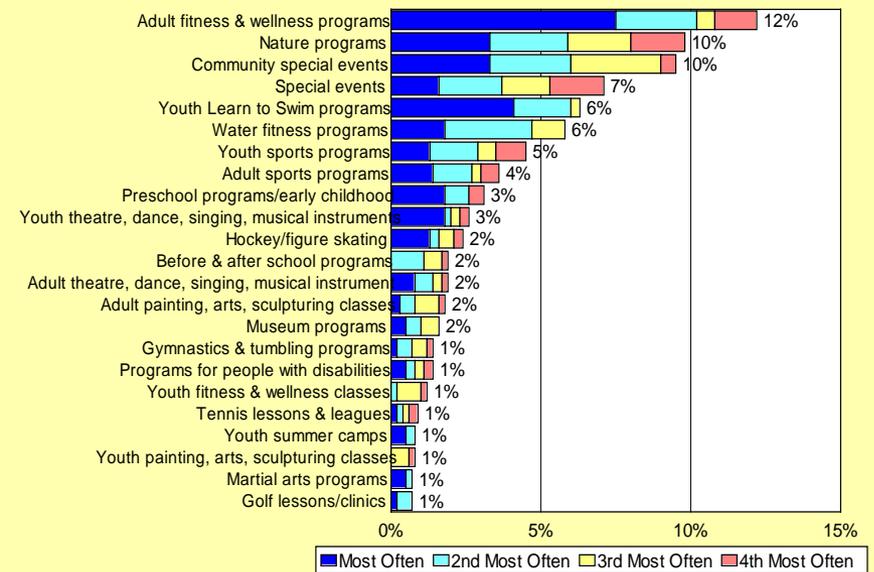
by percentage of respondents based on top four choices (excluding 'non chosen')



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

## Q15. Recreation programs respondent households currently participate in the most often

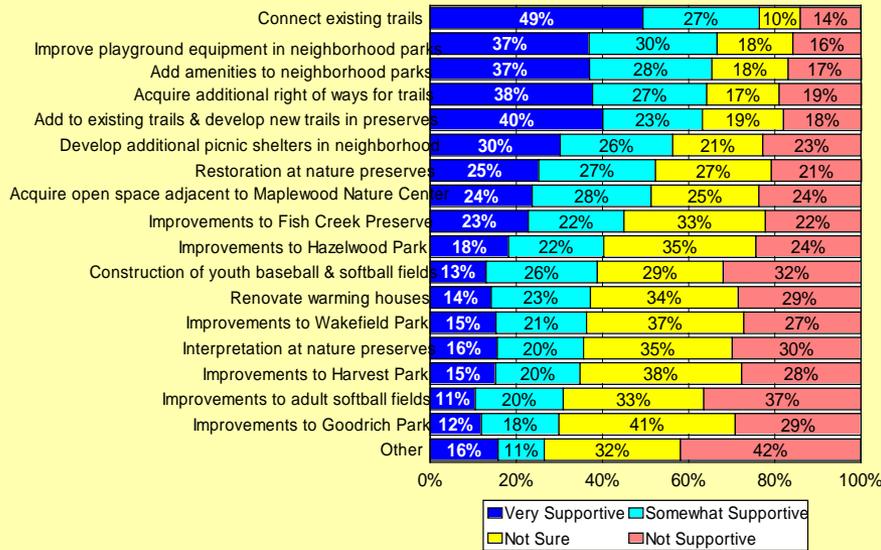
by percentage of respondents based on top four choices (excluding 'non chosen')



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

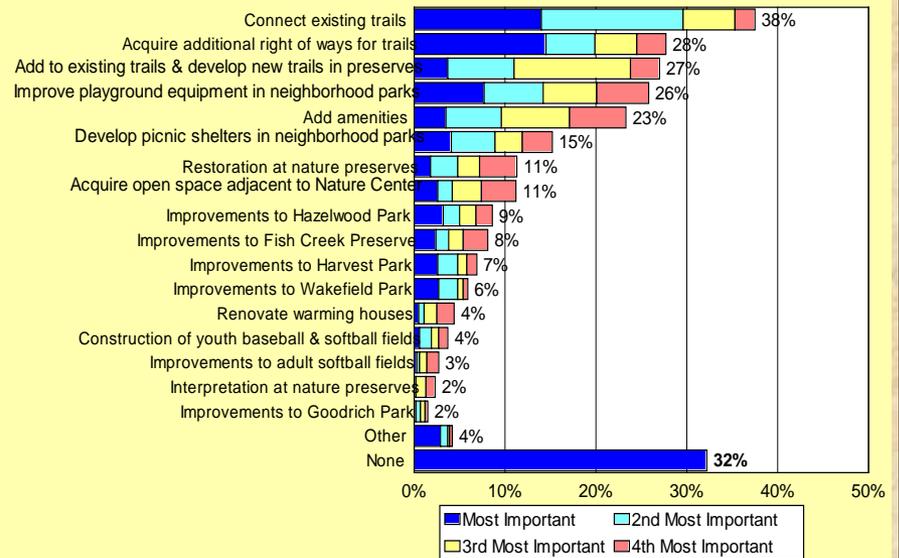
# Connect Existing Trails and Other Trail Improvements and Improve Neighborhood Parks are Most Important Potential Improvements

**Q16. Respondent household level of support for potential actions the Citizen Task Force is considering to improve trails, parks, nature preserves, sports fields and recreation facilities in the City of Maplewood**  
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

**Q17. Potential improvements to the City of Maplewood trails, parks, nature preserves, sports fields and recreation facilities that are the most important to respondent households**  
by percentage of respondents based on top four choices

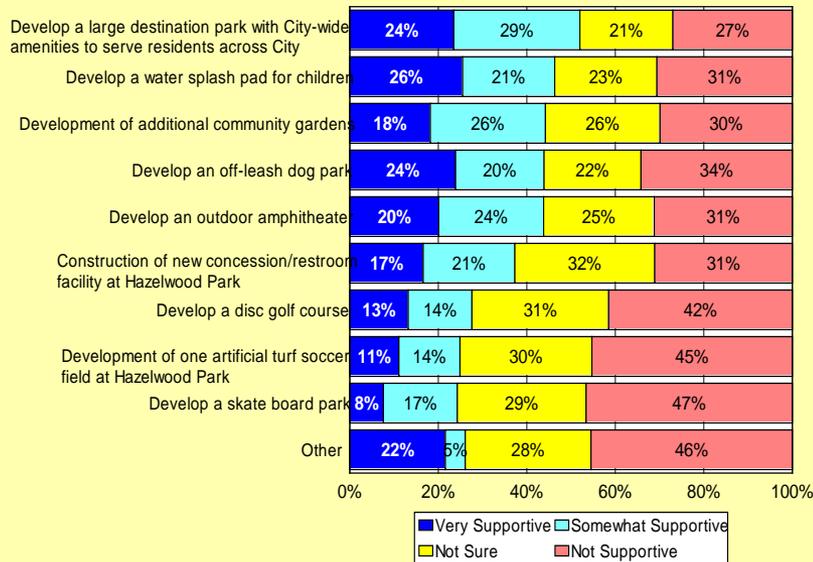


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# Develop a New Destination Park Most Important Major Addition

Q18. Respondent household level of support for potential upgrades the Citizen Task Force is considering to improve the parks and recreation system in the City of Maplewood

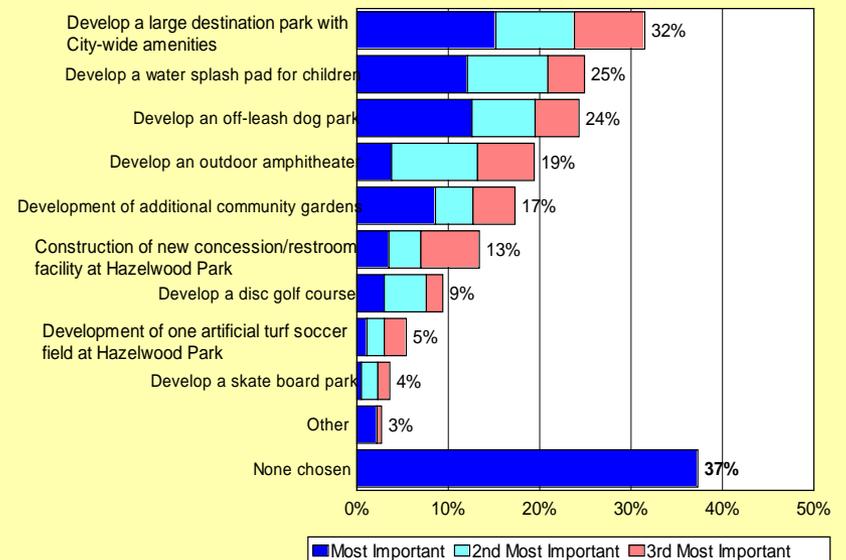
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q19. Major new parks, preserves and recreation facility improvements that are the most important to respondent households

by percentage of respondents based on top three choices excluding 'non chosen'



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

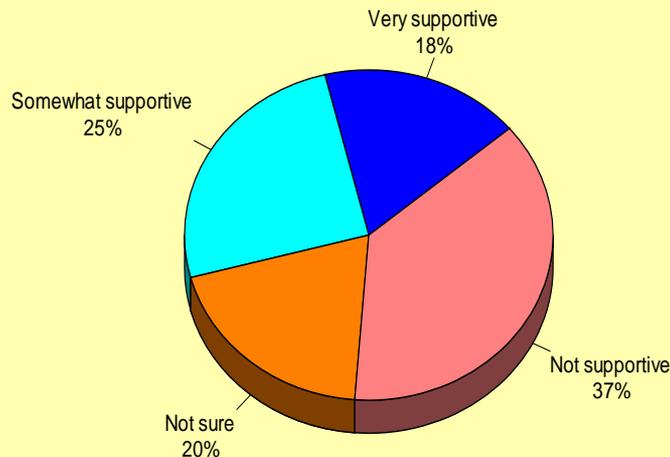
# Funding the Vision

- **Less than 20% of households are very supportive of increasing tax funding for the Maplewood Community Center.**
- **Respondent households would allocate the majority of additional funding for improvement to neighborhood and community parks, improvements to existing preserves and trail improvements.**
- **Developing a large destination park with City-wide amenities is most important major improvement.**
- **A strong majority of households would support some level of increased tax funding for improvements most important to their households.**
- **60% of households would vote in favor or might vote in favor in a tax election to fund improvements most important to their household.**

# Less Than 50% of Households Are Very or Somewhat Supportive of Increasing Tax Funding by an Average of \$5 per Month to Improve Community Center

Q9. How supportive respondent households are of increasing tax funding by \$5 per month for the average household in the City of Maplewood to pay for major renovations and updates to the Maplewood Community Center?

by percentage of respondents



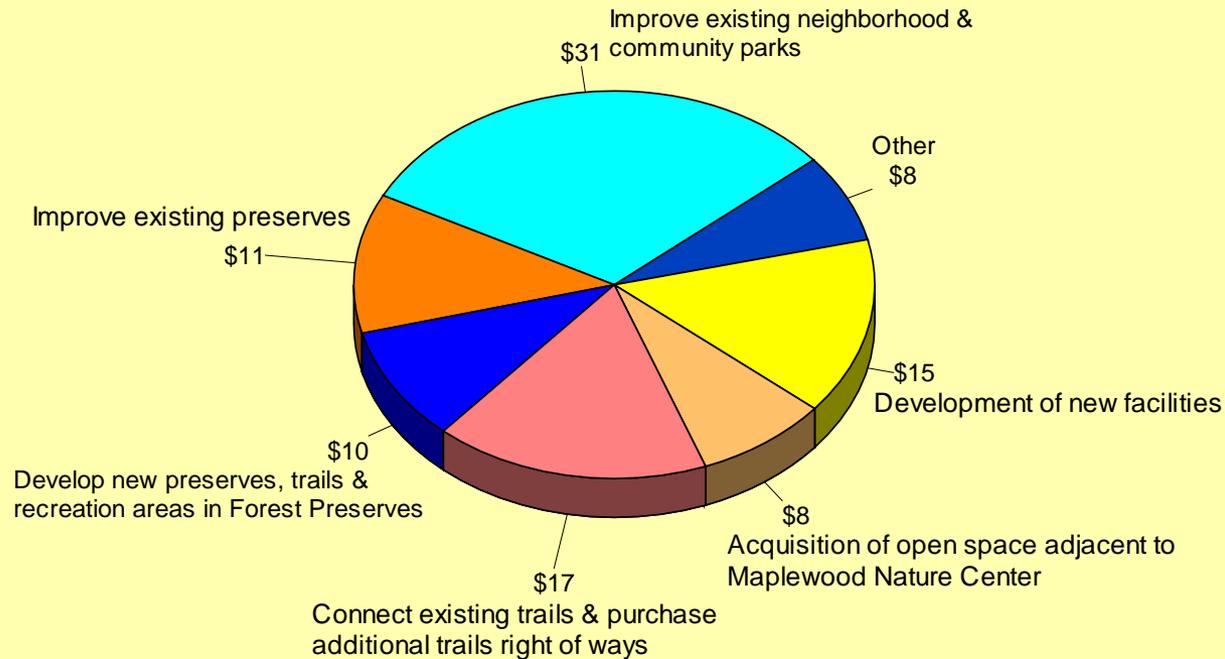
Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- Less than 25% of households with children under 10 years of age are very supportive.
- Less than 20% of households with children 10-19 are very supportive.
- Less than 19% of households with adults and no children are very supportive.
- 32% of members of the community center are very supportive and 33% somewhat supportive.

# Respondents Would Allocate \$59 Out of \$100 Towards Improving Existing Parks and Preserves and Actions to Improve Trails

Q20. If an additional \$100 were available for City of Maplewood parks, preserves, trails, and recreation facilities, how would respondent households allocate the funds

by percentage of respondents

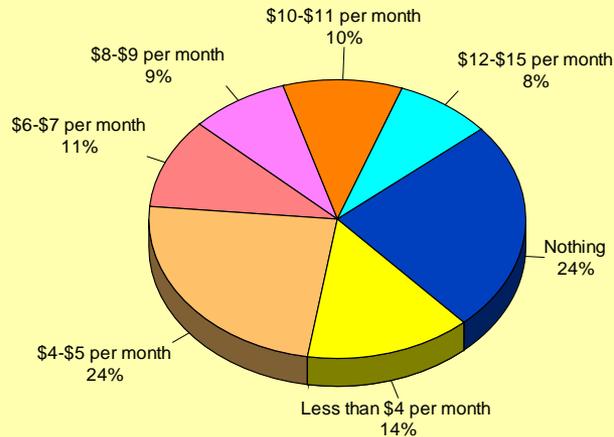


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# A Majority of Households Would Pay Some Level of Additional Funding for Improvements to Parks, Preserves, Trails and Facilities Most Important to Their Households

Q21. MAXIMUM amount in additional tax funding respondent households are willing to pay per month over the next 10 years for the types of parks, preserves, trails, and recreation projects that are the highest priority to their household

by percentage of respondents

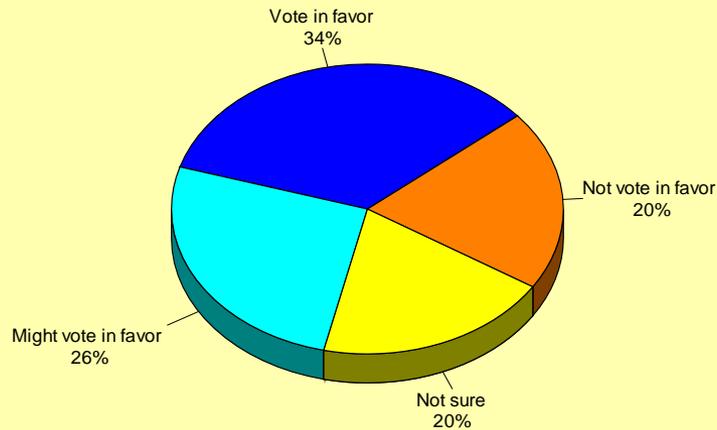


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- 90% of households who indicated they would vote in favor would support \$4-5 per month or more of additional tax funding.
- 80% of households who indicated they would vote in favor would support \$4-5 per month or more of additional tax funding.
- 40% of households who indicated they were not sure would support \$4-5 per month or more of additional tax funding

# 60% of Households Would Vote in Favor or Might Vote in Favor of Paying Some Level of Tax Increase to Fund the Types of Parks, Preserves, Trails and Recreation Facilities Most Important to Their Household

Q22. How respondent households would vote in an election to fund the types of parks, preserves, trails, recreation and sports projects that are most important to their household for the amount of additional tax funding you indicated you would be willing to pay per month over the next 10 years  
by percentage of respondents



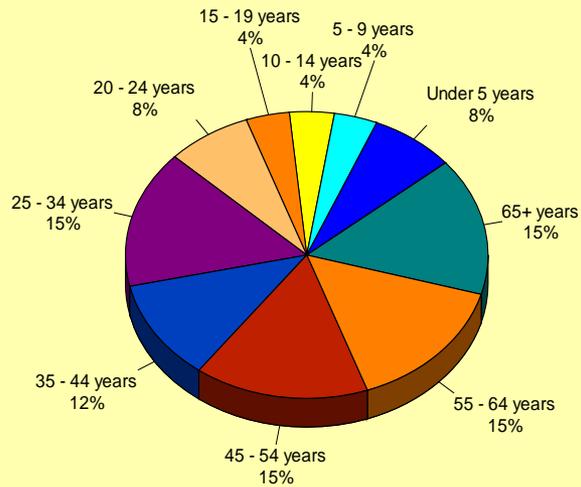
Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

- Acquire additional right of ways for trails significantly more important for households who would vote in favor of a tax increase than those who would vote against.
- Develop a large destination park significantly more important to those who would vote in favor or might vote in favor

# Demographics

Q23. Demographics: Age of people in respondent households

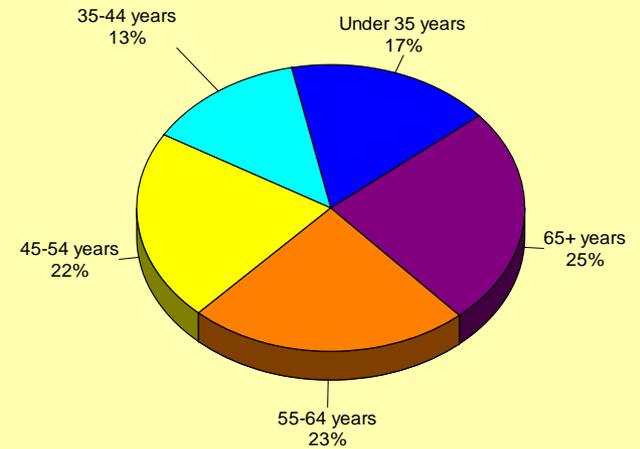
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q24. Demographics: Age of respondents

by percentage of respondents

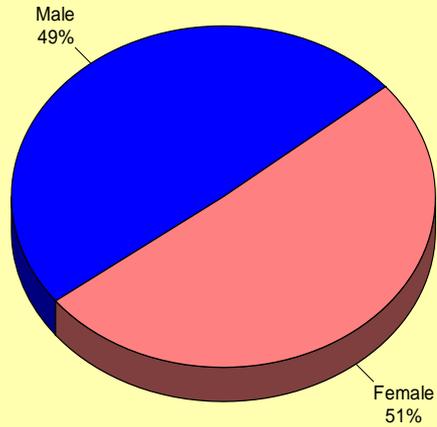


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

# Demographics

Q25. Demographics: Gender of respondent

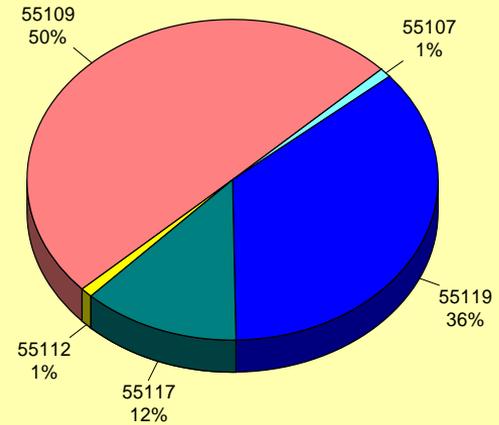
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q26. Demographics: Respondent zip code

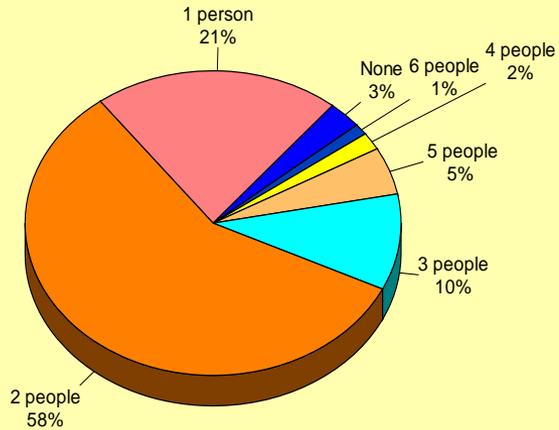
by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

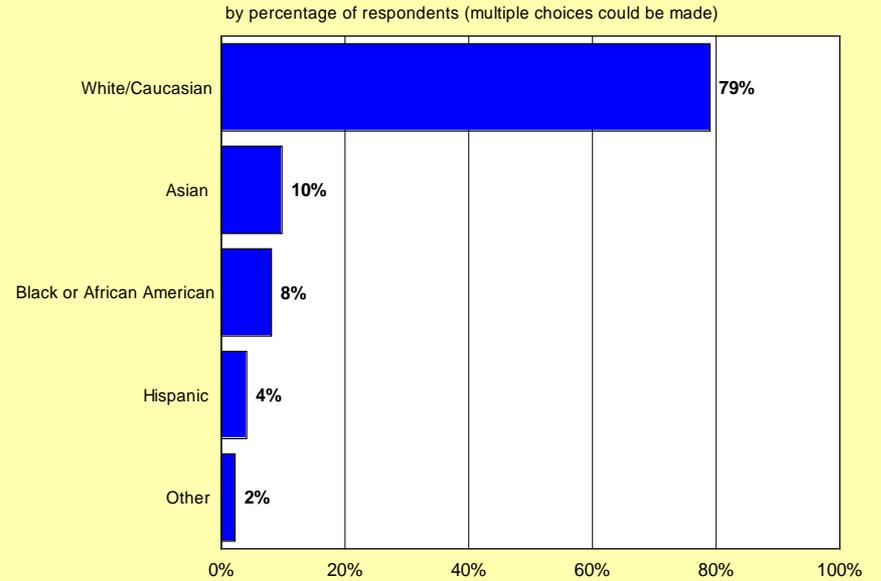
# Demographics

Q27. Demographics: Percent of respondent households who are registered to vote by percentage of respondents



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

Q28. Demographics: Respondent race/ethnicity



Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

**Questions ?**

**THANK YOU**