

**AGENDA**  
**MAPLEWOOD CITY COUNCIL**  
**MANAGER WORKSHOP**  
5:30 P.M. Monday, March 24, 2014  
City Hall, Council Chambers

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. APPROVAL OF AGENDA**

**D. UNFINISHED BUSINESS**

None

**E. NEW BUSINESS**

1. Presentation of Parks Community Survey Results

**F. ADJOURNMENT**

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## MEMORANDUM

**TO:** Chuck Ahl, City Manager

**FROM:** DuWayne Konewko, Parks and Recreation Director  
Jim Taylor, Parks Manager

**DATE:** March 17, 2014

**SUBJECT:** Presentation of Parks Community Survey Results

### **Introduction**

On October 28, 2013 the City Council authorized staff to enter into a contract with ETC Services for the administration of a Parks Community Survey. Mr. Ron Vine, Vice President of ETC Institute, will give a detailed presentation of the survey results to City Council. Following the presentation, Mr. Ron Vine and staff will be available for additional questions.

### **Background**

City staff and ETC Institute worked together in the development of the survey questionnaire. The goal of the Parks Community Survey was to develop questions that were of strategic importance to help determine priorities for the future. Attached is an executive summary and graphs provided by ETC Institute.

### **Budget Impact**

There is no budget impact at this time. The project was approved by the City Council in October 28, 2013.

### **Recommendation**

There are no recommendations at this time. This item is being brought before you for informational purposes only.

### **Attachment**

1. Parks and Recreation Needs Assessment Survey Executive Summary Report
2. Parks and Recreation Needs Assessment Survey Findings Report

# *City of Maplewood, MN*

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## *Parks and Recreation Needs Assessment Survey* **Executive Summary Report**

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### **Overview of the Methodology**

ETC/Leisure Vision conducted a City of Maplewood Parks and Recreation Needs Assessment Survey Winter of 2014 to help establish priorities for parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Maplewood. The survey was administered by mail, web and by phone.

ETC/Leisure Vision worked extensively with the City of Maplewood officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to help determine recreation and parks priorities for the community.

A seven-page survey was mailed to a random sample of 2,400 households throughout the City of Maplewood. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who had indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 600 completed surveys. ETC/Leisure Vision currently has total of 460 surveys surveys completed. The results of the random sample of 460 households have a 95% level of confidence with a precision rate of at least +/-4.5%.

The following pages summarize major survey findings.

- ❖ **Statement that Best Describes Respondent Household Usage of the City of Maplewood Parks and Preserves Over the Past 12 Months:** Thirty-eight percent (38%) of respondent households indicated that *they have visited the City of Maplewood parks but not preserves*. Other statements that best describe respondent household usage of the City of Maplewood parks and preserves over the past 12 months include: Visited both park and preserves (34%), did not visit parks or preserves (26%) and visited preserves but not parks (2%).
- ❖ **Facilities Respondent households have used or visited in the City of Maplewood Over the Past 12 Months:** Eighty-eight percent (88%) of respondent households have used or visited walking, hiking and biking trails in the City of Maplewood over the past 12 months. Other facilities that respondent households have used or visited in the City of Maplewood over the past 12 months include: Playgrounds (51%), nature trails (46%), Maplewood Community Center (44%) and open space and preserves (39%).
- ❖ **Parks, Preserves and Recreation Facilities Respondent Households Have Used or Visited the Most Often During the Past 12 Months:** Based on the sum of respondent household top three choices, sixty-six percent (66%) of households have used *walking, hiking and biking trails* the most often over the past 12 months. Other parks, preserves and recreation facilities respondent households have used the most often over the past 12 months include: Playgrounds (31%), nature trails (26%), the Maplewood Community Center (25%) and open space and preserves (19%).
- ❖ **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 Used:** Sixty-six percent (66%) of respondent households rate the overall physical condition of all the parks, preserves and open spaces, trails and recreation facilities in the City of Maplewood that they have used as being in *good* condition. Other ratings of the physical condition of all the parks, preserves and open spaces, trails and recreation facilities respondent households have used include: Excellent (19%), fair (14%) and poor (1%).
- ❖ **Potential Additions Respondent Households Would Most Like to See Made to the City of Maplewood Parks Nearest Their Residence:** Forty-four percent (44%) of respondent households would most like to see additions to *restrooms* made to the City of Maplewood parks nearest their residence. Other potential additions respondent households would most like to see made to the City of Maplewood Parks nearest their residence include: Natural areas (27%), drinking fountains (25%), trails (25%), picnic tables and benches (25%), park security lighting (25%) and shade structures (24%).

- ❖ **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:** Fifty-eight percent (58%) of respondent households visited the Maplewood Community Center over the last 12 months. Of those (58%) of respondent households who visited the Maplewood Community Center over the last 12 months, thirty-seven percent (37%) of respondent households visited 1-9 times and eight percent (8%) visited 10-24 times. Forty-eight percent (48%) of respondent households visited preserves or open space over the past 12 months. Of those (48%) of respondent households who visited preserves or open space over the past 12 months, twenty-nine percent (29%) visited 1-9 times and (10%) visited 10-24 times.
- ❖ **Major Program Spaces Respondent Households Have Used at the Maplewood Community Center Over the Past 12 Months:** Twenty-four percent (48%) of respondent households indicated that they have used the *leisure pool* at the Maplewood Community Center over the past 12 months. Other major program spaces that respondent households have used at the Maplewood Community Center over the past 12 months include: Gyms (20%), cardiovascular equipment (14%), performing arts theatre (13%), free weights (13%), aquatic lap lanes (11%) and aerobics fitness class area (10%).
- ❖ **Have Respondent Households Purchased a Membership at the Maplewood Community Center Over the Past 12 Months:** Nineteen percent (19%) of respondent households have purchased a membership at the Maplewood Community Center over the past 2 years. The remaining eighty-one percent (81%) of respondent households have not purchased a membership to the Maplewood Community Center over the past 2 years.
- ❖ **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:** Forty-one percent (41%) of respondent households are *not supportive* of the tax funding of an additional \$5.00 per month to pay for major renovations and updates to the Maplewood Community Center. Other levels of support for the additional \$5.00 per month in tax funding to pay for major renovations and updates to the Maplewood Community Center include: Somewhat supportive (23%), not sure (21%) and very supportive (15%).
- ❖ **Ways Respondent Households Learn About the City of Maplewood parks, preserves, and recreation programs and activities:** Sixty-six percent (66%) of respondent households learn about the City of Maplewood parks, preserves and recreation programs and activities through the *City newsletter (Maplewood Living)*. Other ways that respondent households learn about the City of Maplewood parks, preserves, and

recreation programs and activities include: Parks and recreation brochure (57%), City website (31%), flyers in mail (31%) and from friends and neighbors (30%).

- ❖ **Parks, Preserves, and Recreation Facilities Respondent Households Have a Need for:** Seventy-five percent (75%) of respondent households have a need for *walking and biking trails*. Other facilities that respondent households have a need for include: Small neighborhood parks (63%), nature preserves (51%), large community parks (45%) and playgrounds (42%).
- ❖ **Most Important Parks, Preserves, and Recreation Facilities to Respondent Households:** Based on the sum of respondent household top for choices, fifty percent (50%) of respondent rate *walking and biking trails* as the most important facility to their household. Other most important facilities to respondent households include: Small neighborhood parks (40%), nature preserves (21%) and playgrounds (21%).
- ❖ **Recreation Programs that Respondent Households Have a Need for:** Thirty-eight percent (38%) of respondent households have a need for *adult fitness and wellness programs*. Other recreation programs that respondent households have a need for include: Nature programs (30%), community special events (29%), special events (24%) and youth learn to swim programs (21%).
- ❖ **Most Important Recreation Programs to Respondent Households:** Based on the sum of respondent household top four choices, twenty-eight percent (28%) rate *adult fitness and wellness programs* as the most important program to their household. Other most important recreation programs to respondent households include: Nature programs (18%), youth sports programs (13%), community special events (13%) and youth learn to swim programs (12%).
- ❖ **Recreation Programs that Respondent Households Currently Participate in the Most Often:** Based on the sum of respondent household top four choices, fifteen percent (15%) participate in *adult fitness and wellness programs* the most often. Other recreation programs that respondent households participate in the most often include: Nature programs (12%), community special events (9%), youth learn to swim programs (7%) and special events (7%).
- ❖ **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:** Based on respondent households who are either “very supportive” or “somewhat supportive,” seventy-seven percent (77%) of households are supportive of the Citizen Task Force *to connect existing trails*. Other

levels of support for potential improvements the Citizen Task Force could make include: Acquire additional right of ways for trails (63%), improve playground equipment in neighborhood parks (63%) and add more amenities (63%).

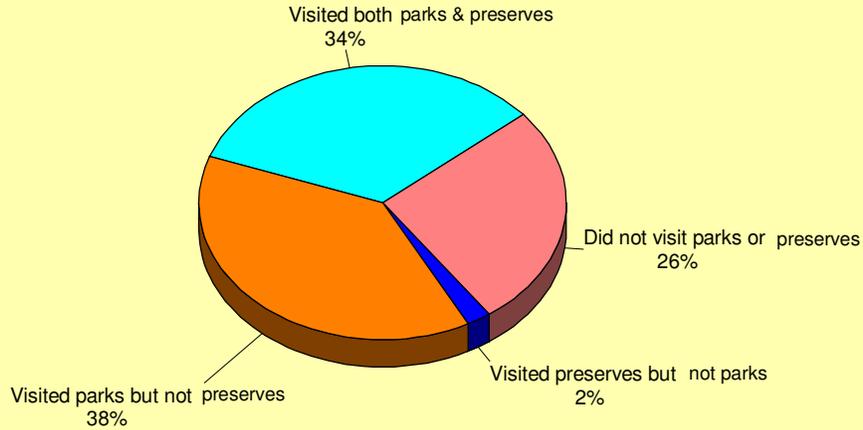
- ❖ **Potential Improvements to the City of Maplewood Trails, Parks, Nature Preserves, Sports Fields and Recreation Facilities that Are the Most Important to Respondent Households:** Based on the sum of respondent household top four choices, forty-two percent (42%) of respondents agree that the most important improvement to the City of Maplewood trails, parks, nature preserves, sports fields and recreation facilities is to *connect existing trails*. Other most important improvements to respondent households include: Acquire additional right of ways for trails (30%), add to existing trails and develop new trails in preserves (29%), improve playground equipment in neighborhood parks (25%) and add amenities such as drinking fountains and lighting (24%).
- ❖ **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:** Based on the sum of respondent choices who were either “very supportive” or “somewhat supportive,” fifty-two percent (52%) of respondent households are supportive of the development of *a large destination park with City-wide amenities to serve residents across the City*. Other similar potential upgrades with similar levels of respondent support include: Develop an off-leash dog park (45%), development of additional community gardens (43%), develop a water splash pad for children (42%) and develop an outdoor amphitheater (40%).
- ❖ **Major New Parks, Preserves and Recreation Facility Improvements that Are the Most Important to Respondent Households:** Based on the sum of respondent household top three choices, thirty-four percent (34%) rate the development of *a large destination park with City-wide amenities* as the most important. Other improvements that are the most important to respondent households include: Develop an off-leash dog park (29%), develop a water splash pad for children (24%) and develop an outdoor amphitheater (21%).
- ❖ **If an Additional \$100 Were Available for City of Maplewood Parks, Preserves, Trails and Recreation Facilities, How Would Respondent Households Allocate the Funds?** If an additional \$100 were available for City of Maplewood parks, preserves, trails and recreation facilities, respondent household would allocate (\$28.00) to *improve existing neighborhood and community parks*. Other ways respondent households would allocate the funds include: Connect existing trails and purchase additional right of ways (\$18.00), development of new facilities (\$17.00), improve existing preserves (\$13.00), develop new preserves, trails and recreation areas for Forest Preserves (\$9.00), acquisition of

open space adjacent to Maplewood Nature Center (\$8.00) and toward other means (\$7.00).

- ❖ **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:** Twenty-four percent (24%) of respondent households are willing to pay *nothing per month* to fund the types of parks, preserves, trails and recreation projects that are the highest priority to their household. Other amounts that respondent households are willing to pay per month to fund the types of parks, preserves, trails and recreation projects that are the highest priority to their household includes: \$4.00-\$5.00 per month (23%), less than \$4.00 per month (15%), \$10.00-\$11.00 per month (13%), \$6.00-\$7.00 per month (10%), \$8.00-\$9.00 per month (8%) and \$12.00-\$15.00 per month (7%).
  
- ❖ **How Respondent Households Would Vote in an Election to Fund the Types of Parks, Preserves, Trails, Recreation and Sports Projects that Are the Most Important to Their Household for the Amount of Additional Tax Funding They Indicated They Would be Willing to Pay Per Month Over the Next 10 Years:** Thirty-three percent (33%) of respondent households indicated that they would *vote in favor* if a tax election was held. Other ways that respondent households would vote if a tax election was held for the amount of additional tax funding their households indicated they would be willing to pay per month over the next ten years includes: Might vote in favor (28%), note vote in favor (21%) and not sure (18%).

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

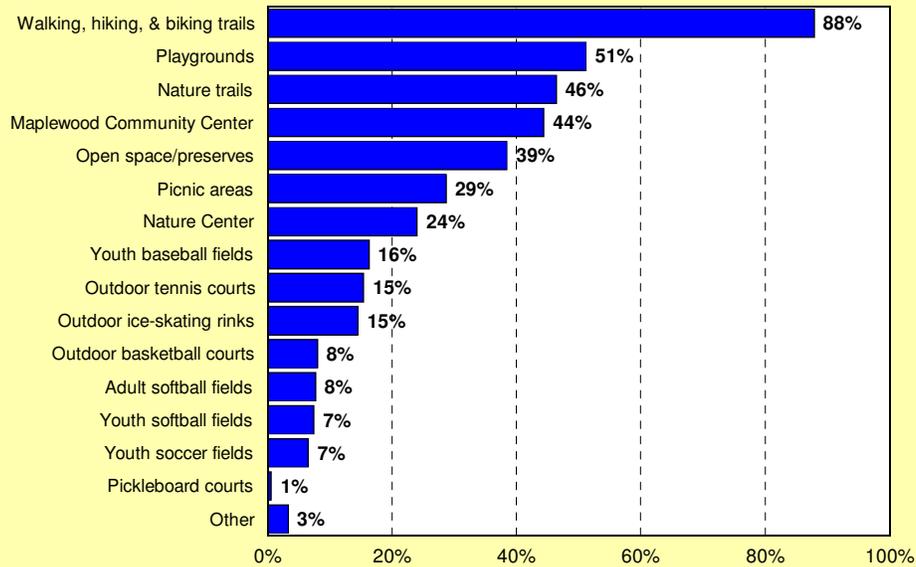
by percentage of respondents



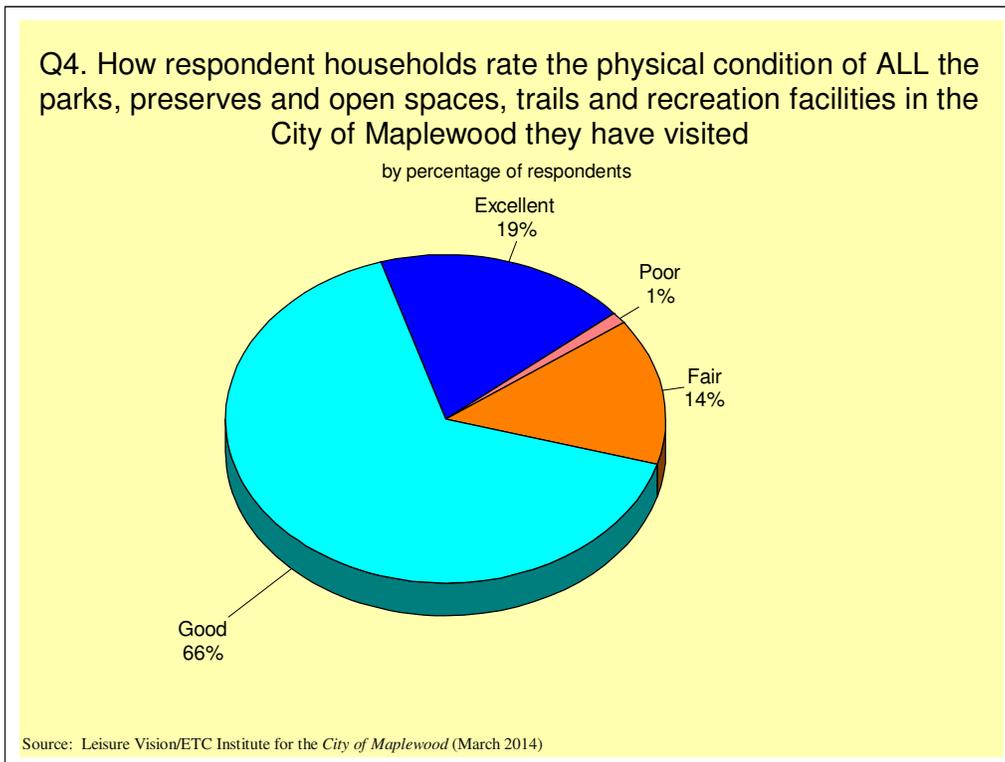
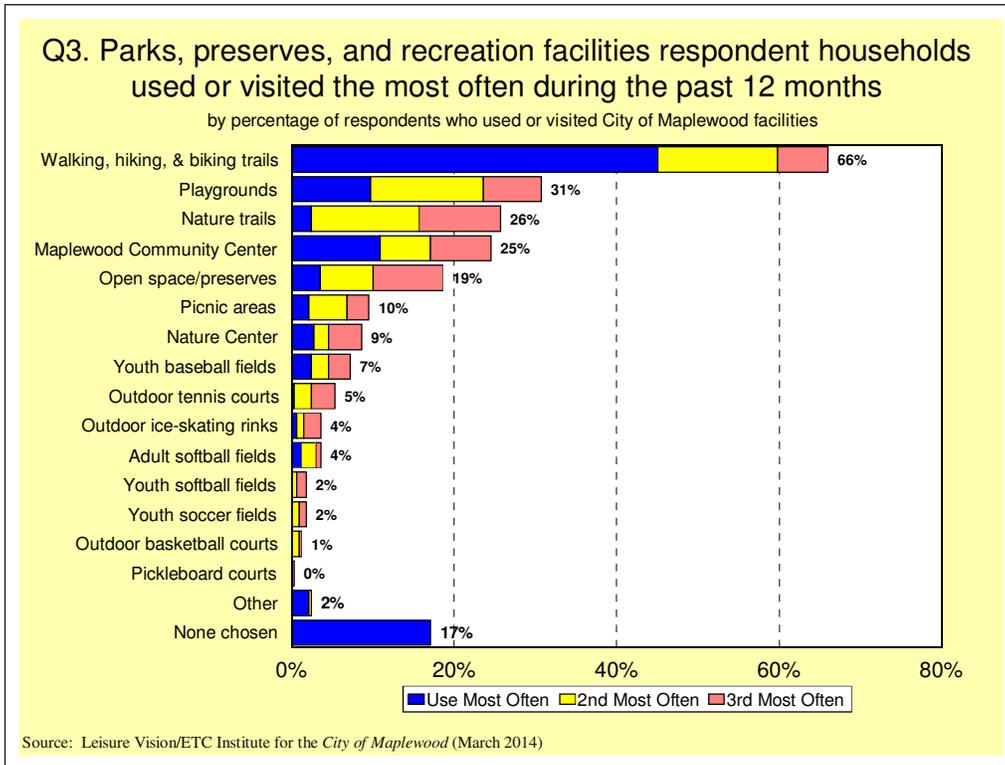
Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

### 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)

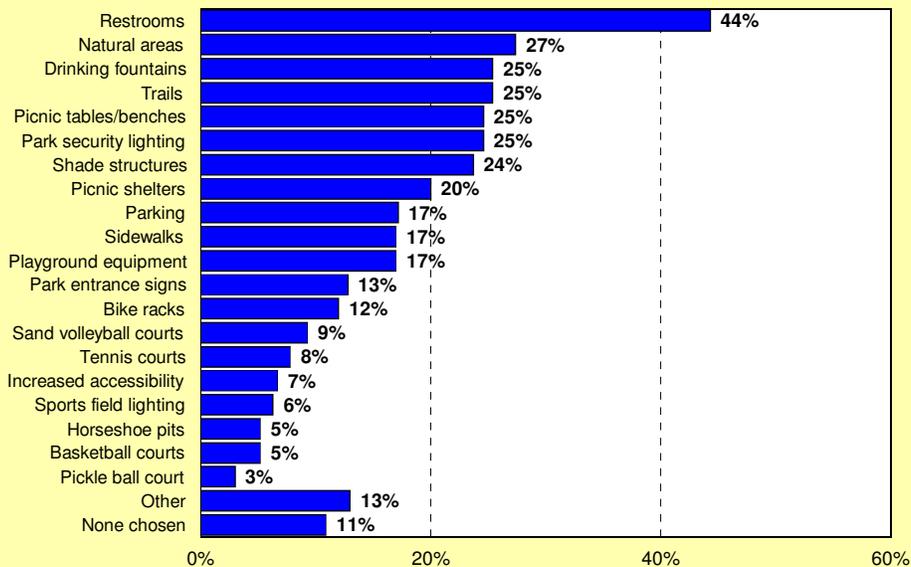


Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)



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

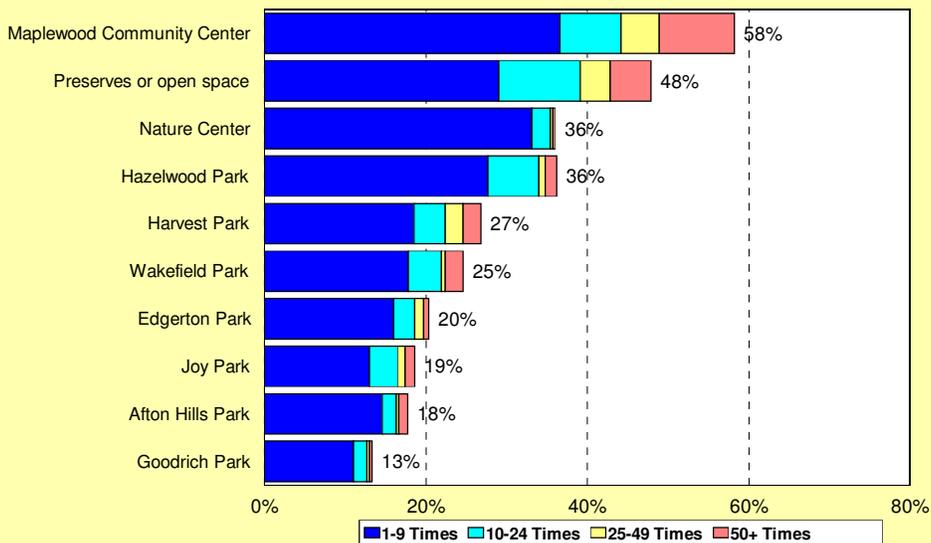
by percentage of respondents (multiple choices could be made)



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

### 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

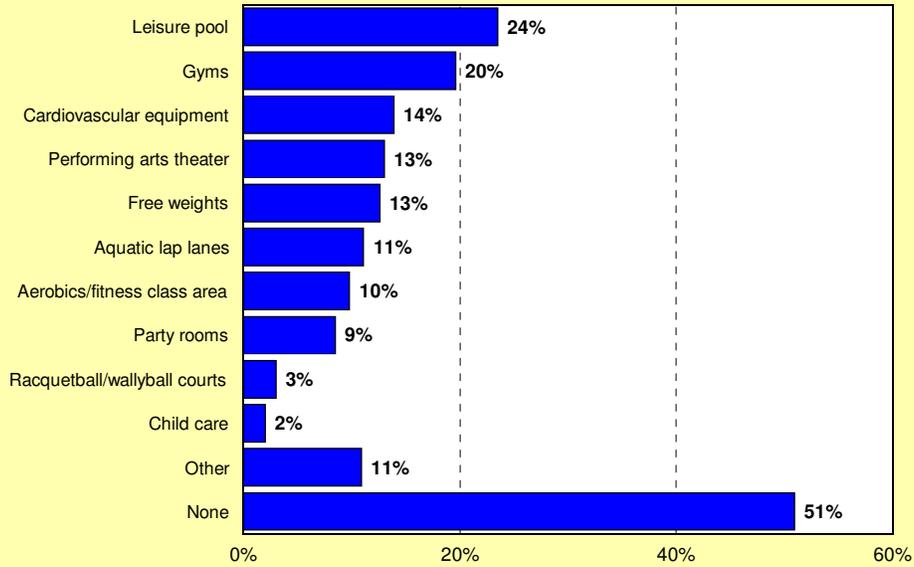
by percentage of respondents who have used parks, preserves, recreation and sports facilities



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**

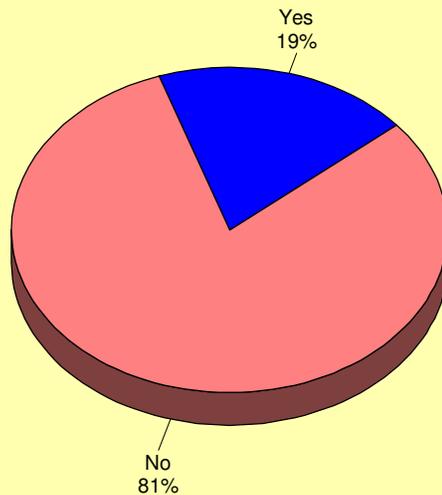
by percentage of respondents (multiple choices could be made)



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

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

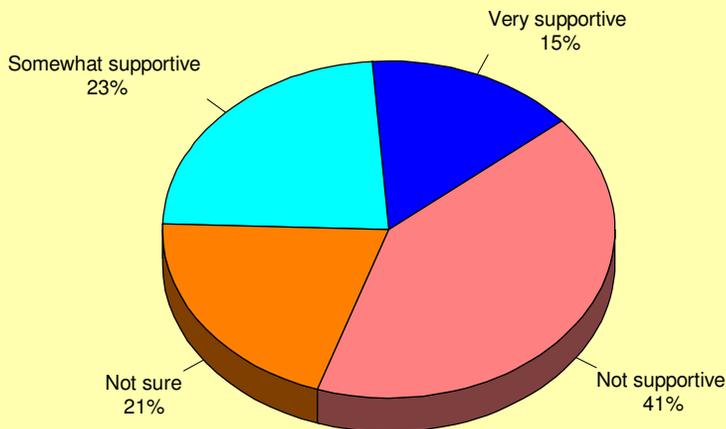
by percentage of respondents



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

**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?**

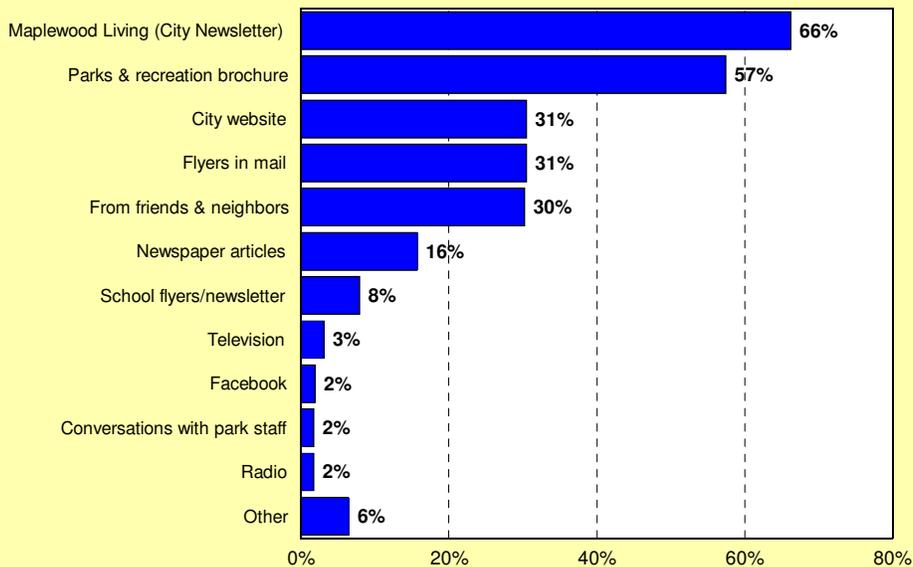
by percentage of respondents



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

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

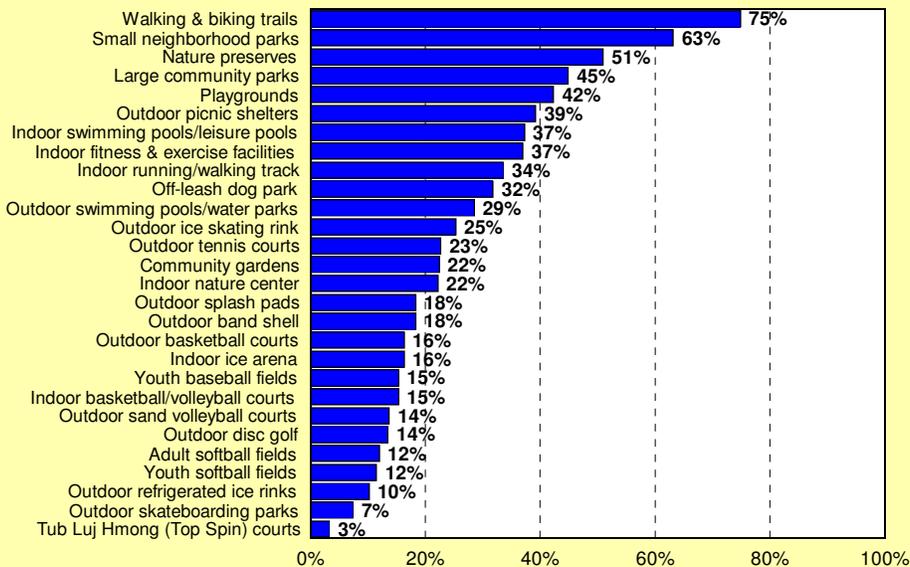
by percentage of respondents (multiple choices could be made)



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

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

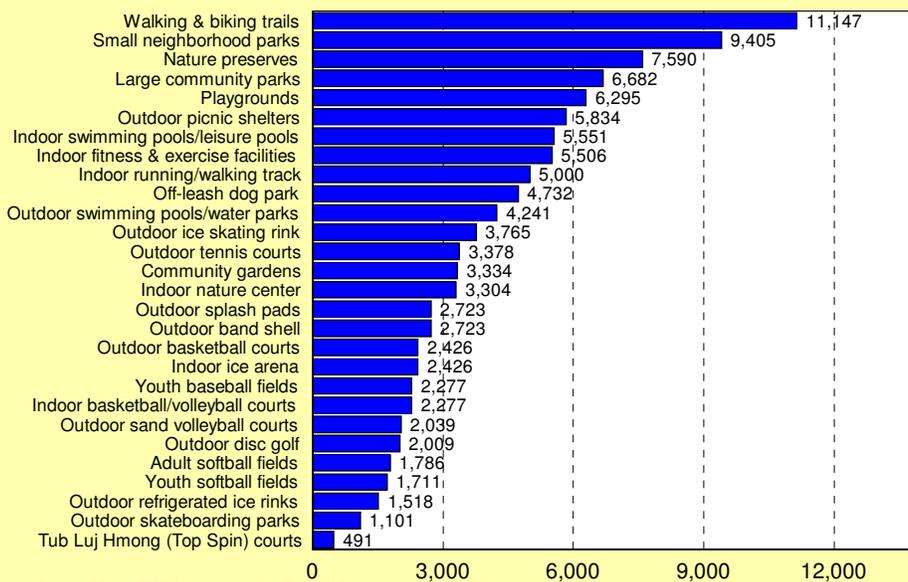
by percentage of respondents (multiple choices could be made)



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

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

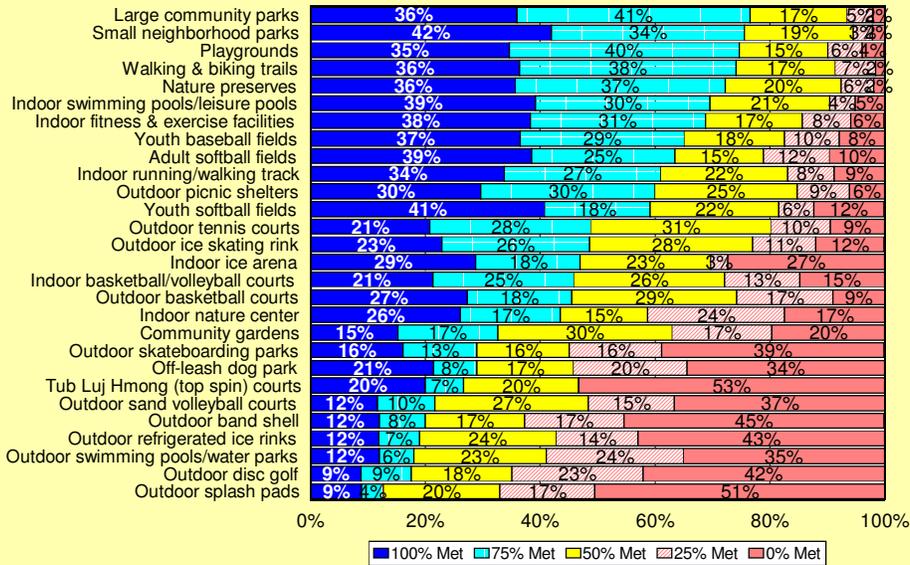
by number of households based on 14,882 households in the City of Maplewood



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

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

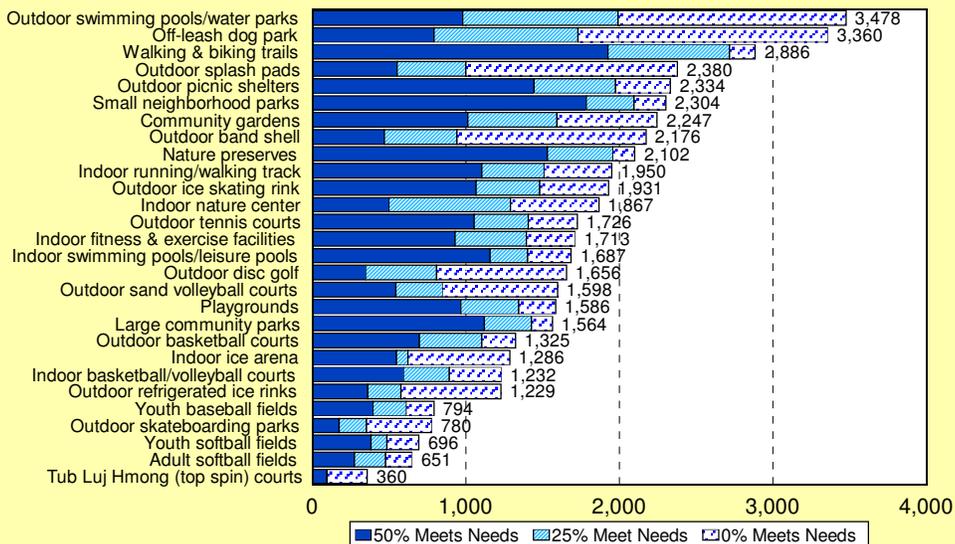
by percentage of respondents (who have a need for parks, preserves or facilities)



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

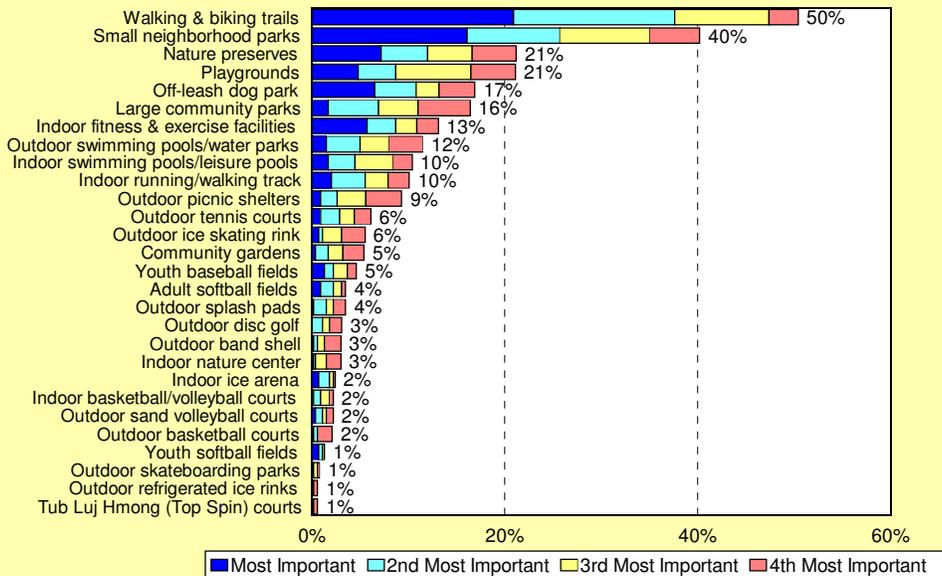
by number of households based on 14,882 households in the City of Maplewood



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

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

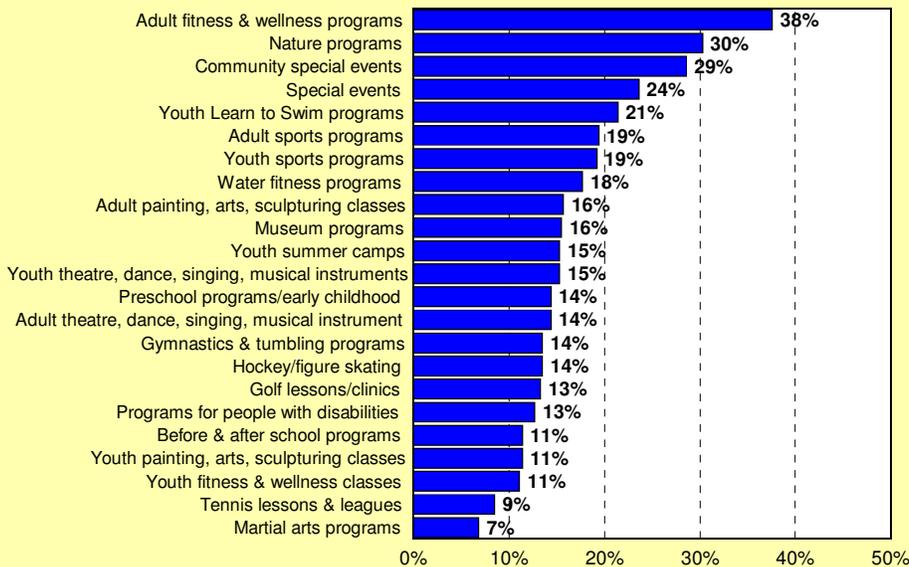
by percentage of respondents based on top four choices (excluding 'non chosen')



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

### Q13. Recreation programs that respondent households have a need for

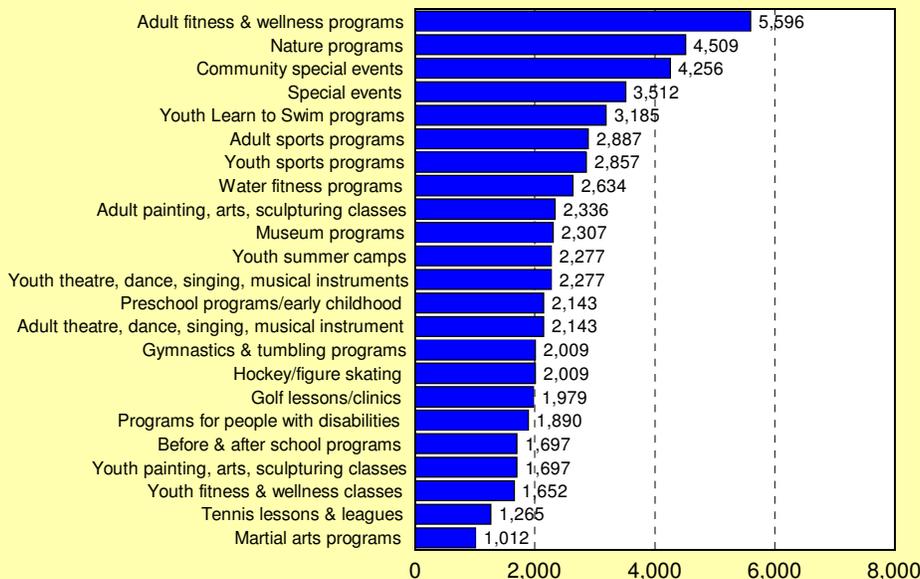
by percentage of respondents (multiple choices could be made)



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

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

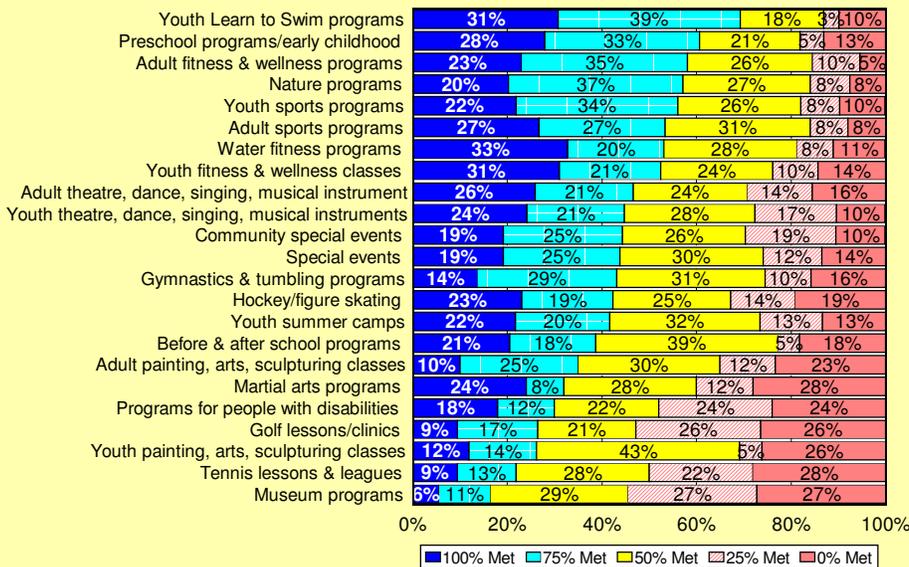
by number of households based on 14,882 households in the City of Maplewood



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

### Q13. How well City of Maplewood recreation programs meet respondent household needs

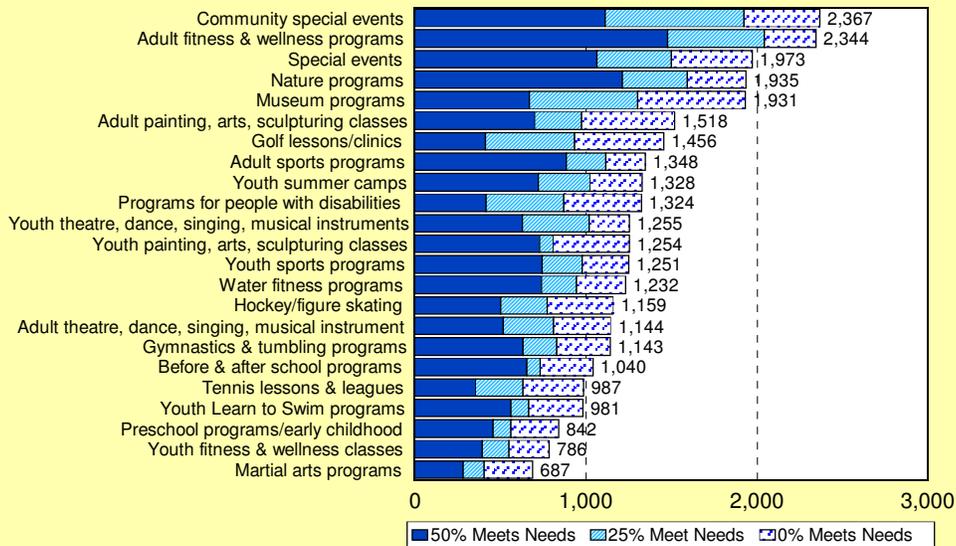
by percentage of respondents (who have a need for parks, preserves or facilities)



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

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

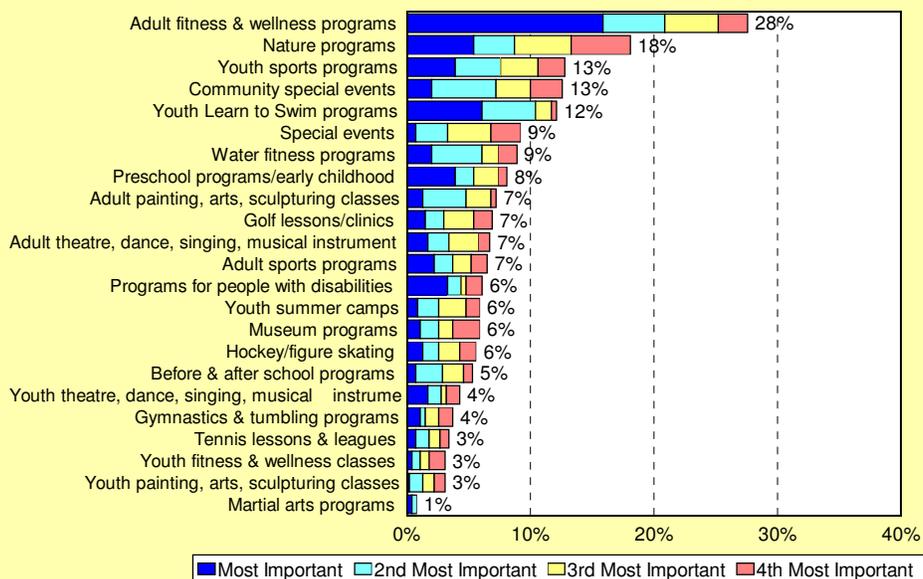
by number of households based on 14,882 households in the City of Mapelwood



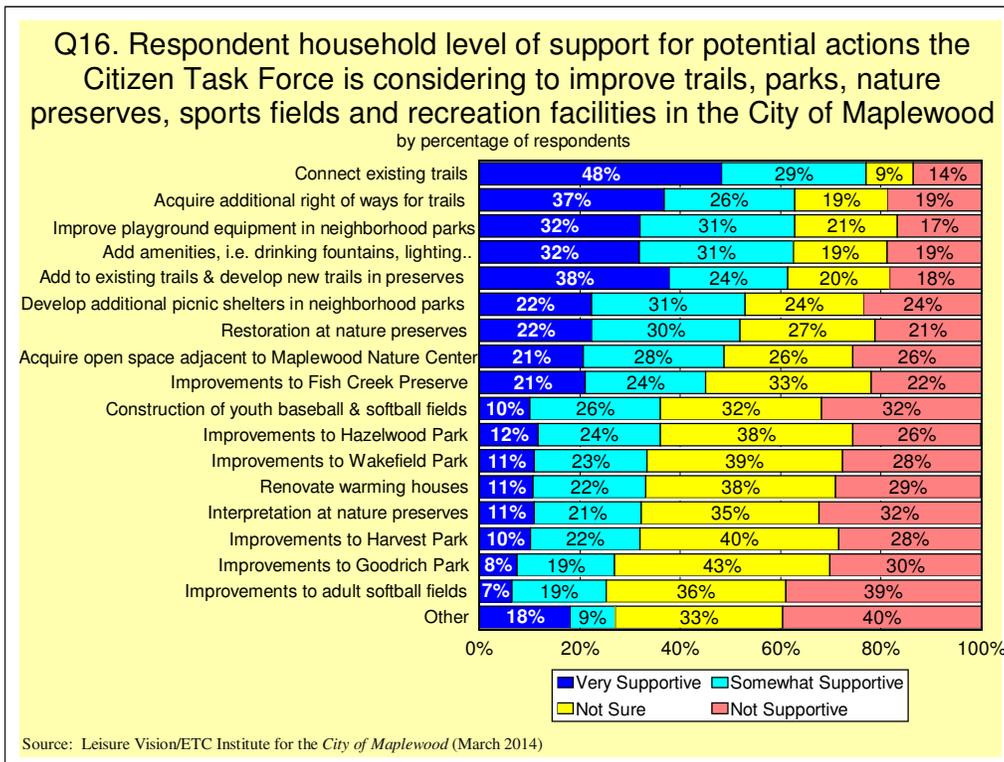
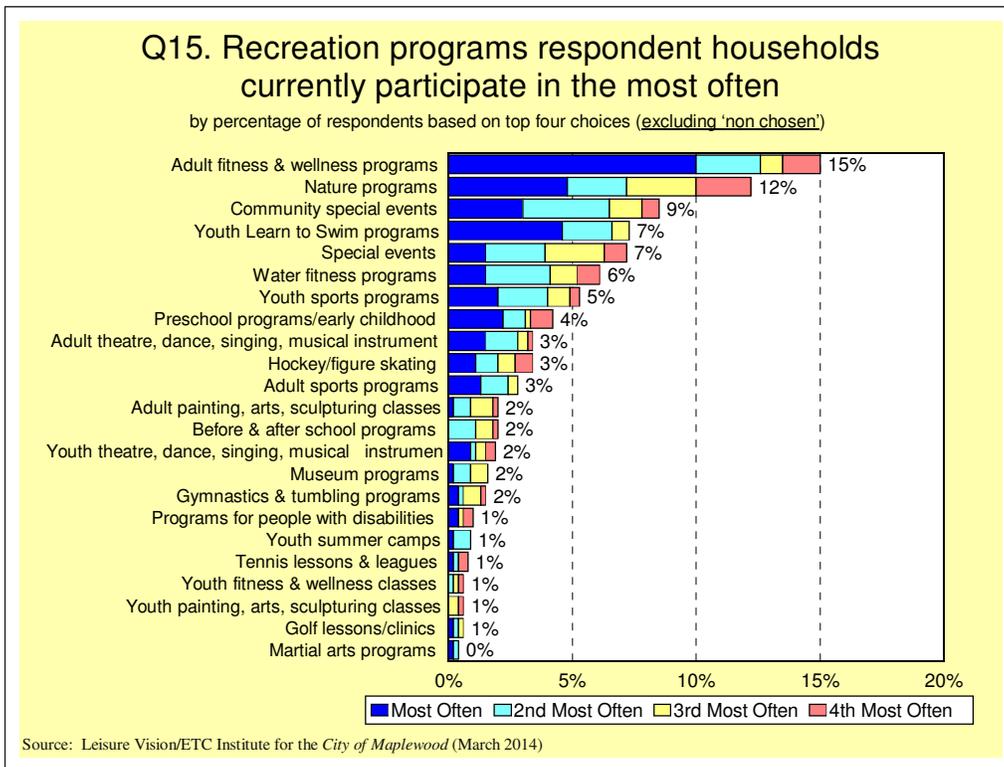
Source: Leisure Vision/ETC Institute for the City of Mapelwood (March 2014)

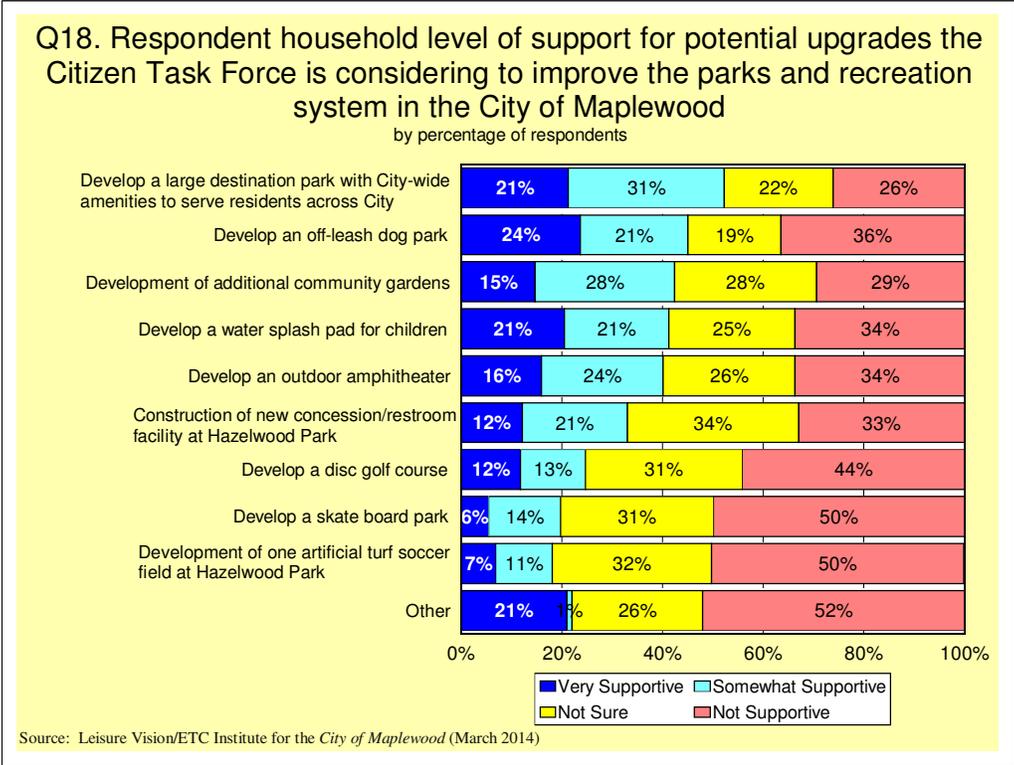
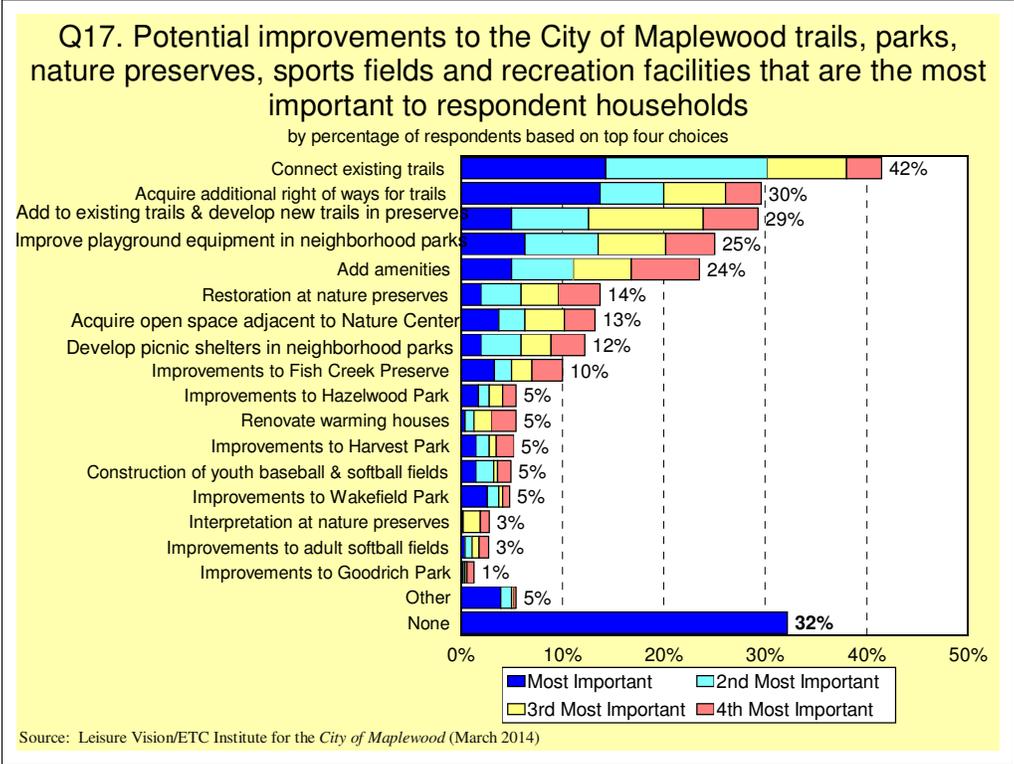
### Q14. Most important recreation programs to respondent households

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



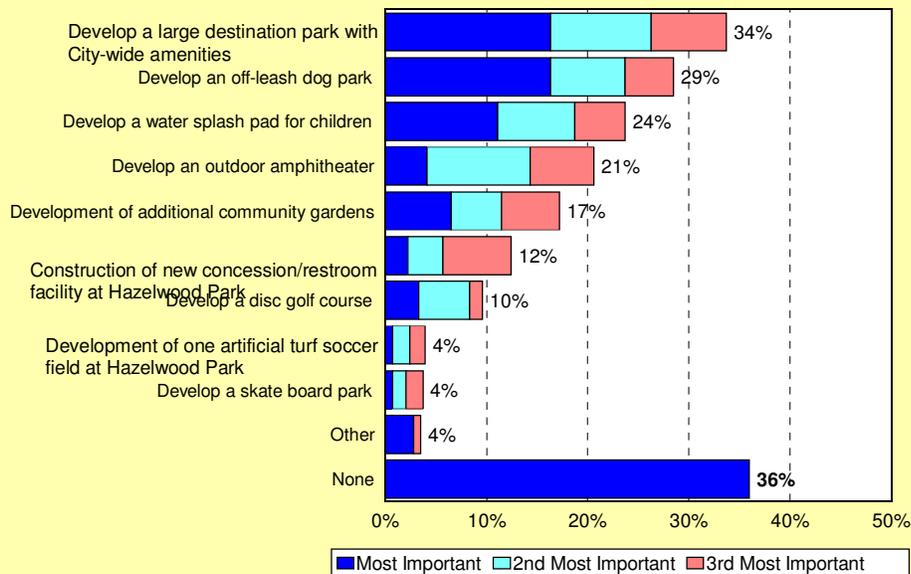
Source: Leisure Vision/ETC Institute for the City of Mapelwood (March 2014)





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

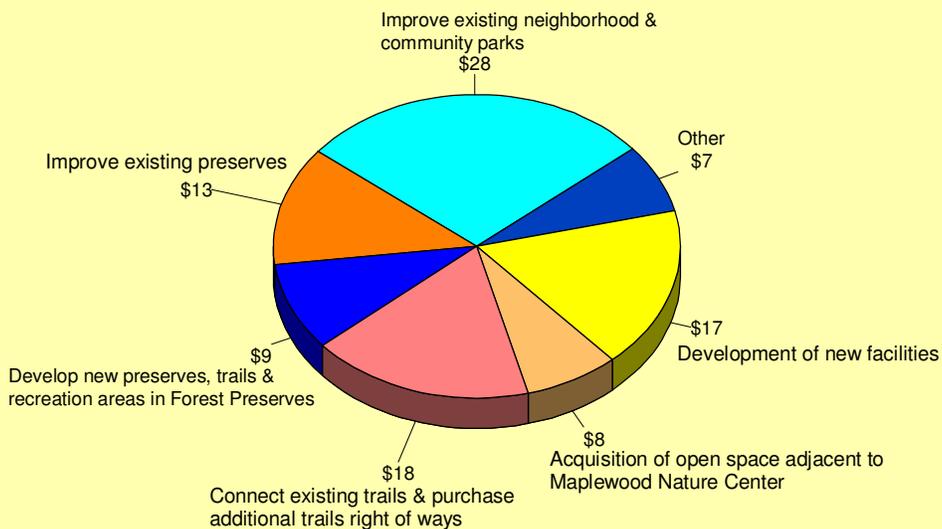
by percentage of respondents based on top three choices (excluding 'non chosen')



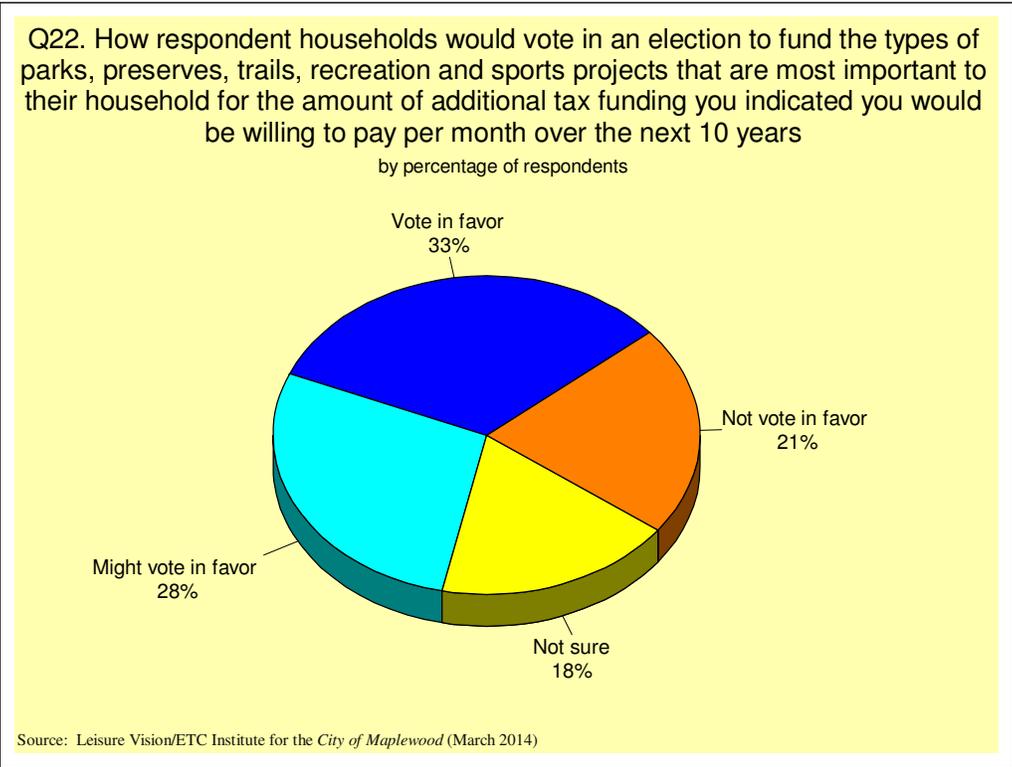
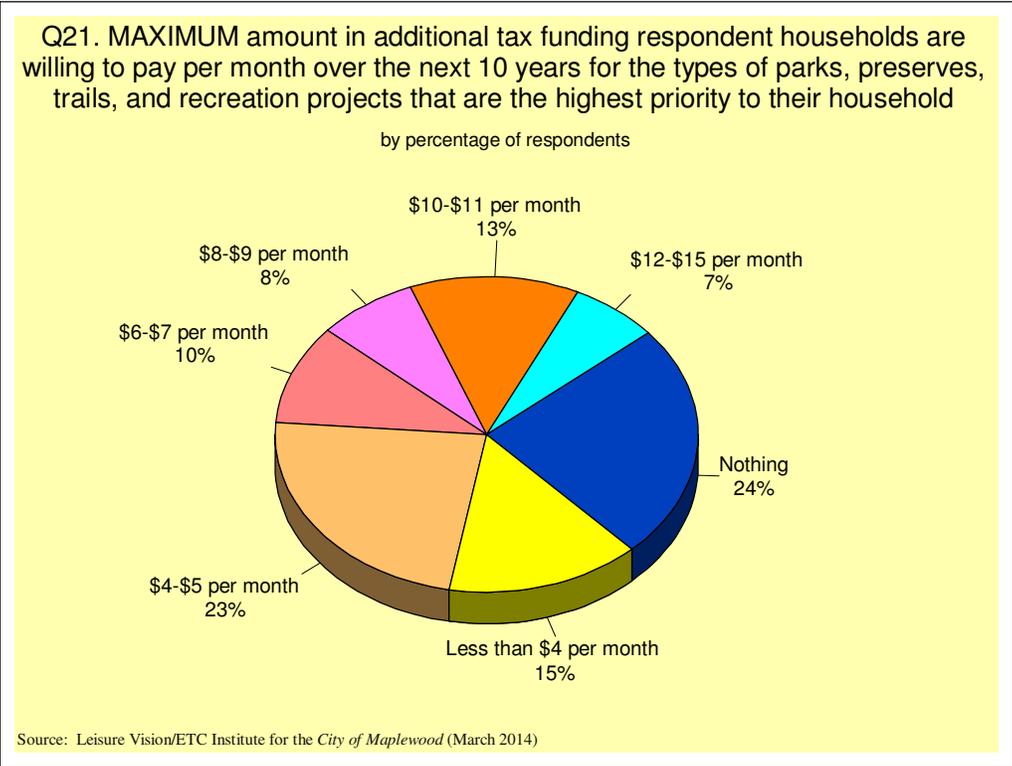
Source: Leisure Vision/ETC Institute for the City of Maplewood (March 2014)

### 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)



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