

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.D.

From: Ann Kattreh
Parks & Recreation Director

Action

Discussion

Date: November 10, 2014

Information

Subject: Community Needs Assessment Study

Action Requested:

Information only.

Information / Background:

On Monday, Oct. 20, 2014 Ron Vine, ETC Institute, made a presentation of the results of the City of Edina Community Needs Assessment Survey.

The report can be found at: <https://www.filesanywhere.com/fs/v.aspx?v=8b6e648e5f676fba6f98>

The presentation can be viewed at: <http://edinamn.gov/index.php?section=parkprojects>

Staff will make a brief presentation.

Attachment:
Executive Summary

City of Edina

Community Interest and Opinion Survey **Executive Summary Report**

Overview of the Methodology

ETC/Leisure Vision conducted a City of Edina Comprehensive Community Needs Assessment Survey Summer of 2014 to help establish priorities for programs and facilities within the City of Edina. The survey was designed to obtain statistically valid results from households throughout the City of Edina. The survey was administered by mail, web and phone.

ETC/Leisure Vision worked extensively with the City of Edina officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to help plan the future system.

A seven-page survey was mailed to a random sample of 3,000 households throughout the City of Edina. 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 ETC/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 met that goal with a total of 1222 surveys completed. The results of the random sample of 1222 households have a 95% level of confidence with a precision rate of at least +/-2.7%.

The following pages summarize major survey findings.

Major Findings:

- ❖ *Whether or Not Respondent Households Have Visited any of the City of Edina Parks or Facilities During the Past Year:* Ninety-four percent (94%) of respondent households have visited the City of Edina parks or facilities over the past year and 6% have not.
- ❖ *Facilities Respondent Households Have Used or Visited in the City of Edina Parks Over the Past 12 Months:* Fifty-one percent (51%) of respondent households have visited *playgrounds* over the past 12 months. Other facilities respondent households have used or visited include: Ponds/lakes (48%), grassy areas (44%), park shelter buildings (30%) and youth soccer, football, lacrosse fields (29%).
- ❖ *How Respondent Households Rate the Physical Condition of all the Parks, Trails and Recreation Facilities in the City of Edina:* Forty-one percent (41%) of respondent rate the condition of all the parks, trails and recreation facilities they have used or visited in the City of Edina as *excellent*. Other ratings include: Good (54%), fair (5%) and poor (1%).
- ❖ *Potential Additions Respondent Households Would Most Like Made to City of Edina Neighborhood Parks:* Forty-two percent (42%) of respondent households would most like to see *restroom additions* made to the City of Edina neighborhood parks. Other additions respondents indicated include: Pedestrian and bike routes to parks (37%) and drinking fountains (30%).
- ❖ *Whether or Not Respondent Households Have Participated in Recreation Programs Offered by the City of Edina During the Past 12 Months:* Sixty-eight percent (68%) of respondent households *have not participated* in recreation programs offered by the City of Edina and 32% of respondent have participated in programs.
- ❖ *Amount of Programs Respondent Households Have Participated in Over the Past 12 Months:* Based on the percentage of respondents who have participated in recreation programs offered by the City of Edina, 53% have participated in *2 to 3 programs*. Other participation rates include: 1 program (26%), 4 to 6 programs (15%), 7-10 programs (5%) and 11 or more programs (1%).
- ❖ *Primary Reasons Why Respondent Households Participate in the City of Edina Recreation Programs:* Based on the percentage of respondents who have participated in programs, 53% participated because of the *location of the facility*. Other reasons include: Have fun (48%), friends participate (38%), quality of program (30%), improve health and wellness (29%), learn a new skill (29%) and economical fees (28%).

- ❖ **How Respondent Households Rate the Overall Quality of Programs they Have Participated in During the past 12 months:** Based on the percentage of respondent who have participated in programs, 39% rate the overall quality as *excellent*. Other ratings include: Good (57%), fair (4%) and less than 1% indicated poor.
- ❖ **Organizations Respondent Households Have Used for Indoor and Outdoor Recreation Activities Over the Past 12 Months:** Fifty-percent (50%) of respondent households have used the *City of Edina* for recreation activities over the past 12 months. Other organizations respondents have used include: River Park District (48%), school districts (38%), State of Minnesota Parks (37%) and private clubs (36%).
- ❖ **Organizations Respondent Households Use the Most for Recreational Programming and Services Ages 0-11 Years:** Based on the sum of respondents top two choices, 9% of respondent households ages 0-11 years old use youth sports associations /clubs the most for *programming and services*. Other organizations include: School districts (8%) and City of Edina (7%).
- ❖ **Organizations Respondent Households Use the Most for Recreational Programming and Services Ages 12-17 Years:** Based on the sum of respondents top two choices, 9% of respondent households ages 12-17 years old use *School Districts* the most for programming and services. Other organizations include: Youth sports associations/clubs (7%).
- ❖ **Organizations Respondent Households Use the Most for Recreational Programming and Services Ages 18-54 Years:** Based on the sum of respondents top two choices, 13% of respondent households ages 18-54 use the *City of Edina* the most for programming and services. Other organizations include: Private fitness clubs (13%) and Rivers Park District (11%).
- ❖ **Organizations Respondent Households Use the Most for Recreational Programming and Services Ages 55 years and older Years:** Based on the sum of respondents top two choices, 12% of respondent households ages 55 years and older use the *City of Edina* the most for programming and services. Other organizations used include: Private clubs (9%) and River Park District (8%).
- ❖ **Households that Have a Need for Parks and Recreation Facilities:** Eighty-five percent (85%) or 17,613 households have a need for *walking and biking trails*. Other facility needs include: Nature trails (69% or 14,326 households), and natural areas and wildlife habitats (56% or 11,638 households).

- ❖ **Parks and Recreation Facilities that Are Most Important to Households:** Based on the sum of respondent households top four choices, 66% indicated *walking and biking trails* as the most important to their household. Other most important facilities include: Nature trails (33%), natural areas and wildlife habitats (23%), 18 and 19 hole golf courses (21%) and playground equipment (20%).
- ❖ **How Supportive Respondent Households Are of Potential Facilities Which Could be Developed at Fred Richards Park:** Based on the percentage of respondent households who were either “very supportive” or “somewhat supportive,” 91% support *walking and biking trails* being developed at Fred Richards Park. Other similar levels of support include: Walking and biking trails that connect with a regional trail system (86%), Sitting areas (including shade structures, arbor and vegetation) (76%) and to expand and enhance natural qualities of the park (74%).
- ❖ **Facilities Respondent Households Would Use the Most if Developed at Fred Richards Park:** Based on the sum of respondent households top four choices, 54% indicated they would use *walking and biking trails within the park* the most often. Other facilities respondent households would use the most often include: Walking and biking trails that connect with a regional trail system (53%).
- ❖ **If Fred Richards Park was Developed with the Types of Program Spaces Respondents Indicated as the Most Important to their Household; How Often Would They Visit?** Twenty-eight percent (28%) of respondent households would visit *a few times per month*. Other visitation levels include: Once per week (18%), a few times per year (18%), several times per week (15%), once per month (12%) and never (9%).
- ❖ **Potential Indoor Program Spaces Respondent Households Would Use:** Fifty-eight percent (58%) of respondent households would use a *walking and jogging track* if developed. Other indoor program spaces include: Exercise facility for adults 50 year and older (34%), aerobics/fitness/dance class space (33%) and weight room/cardiovascular equipment area (33%).
- ❖ **Potential Indoor Programming Spaces that Respondent Households Would Use the Most Often:** Based on the sum of respondent households top four choices, 47% would use a *walking and jogging track* the most often. Other Spaces respondents would use most often include: Exercise facility for adults 50 years and older (27%), weight room/cardiovascular equipment area (20%) and aerobics/fitness/dance class space (20%).

- ❖ *Respondent Household Level of Support for an Indoor Community Space with the Programs they Would Use the Most Often Being Developed on Part of the Vacant Land Near Highway 100 and Vernon Avenue:* Fifty-one percent (51%) of respondent household are *very supportive* for an indoor community space being developed on part of the vacant land near highway 100 and Vernon Ave. Other levels of support include: Somewhat supportive (22%), not sure (18%) and not supportive (10%).

- ❖ *Ways Respondent Households Learn About City of Edina Parks and Recreation Programs and Activities:* Sixty percent (60%) of respondent households learn about the City of Edina parks and recreation programs and activities through the *Park and Recreation Activities Directory*. Other ways include: From friends and neighbors (59%), newspaper articles (52%) and City of Edina website (46%).

- ❖ *Reasons that Deter Respondent Households from Using Parks, Recreation Facilities or Programs of the City of Edina More Often:* Forty-three percent (43%) of respondent households are deterred from using parks, recreation facilities and programs of the City more often because they are *too busy*. Other deterrents include: I don't know what is being offered (26%), program or facility not offered (16%), too far from our residence (15%), program times are not convenient (15%), fees are too high (14%), use facilities in neighboring cities (14%) and I do not know locations of facilities (13%).

- ❖ *How Respondent Would Allocate \$100 in Funds for Services Provided by the City of Edina:* Respondent households would allocate the majority of the funds to either maintaining and improving walking/biking trails (\$24.00) or maintaining and improving parks (\$21.00). The remainder of the funds would go toward: Maintaining and improving indoor facilities (\$13.00), creating parks and playgrounds within an easy walk for all residents (\$9.00), maintaining and improving golf courses (\$8.00), creating a new centrally located community gathering place (\$6.00), other (\$4.00), add public arts to the parks (\$3.00) and LEED certifying all future park buildings (\$2.00).

- ❖ *Respondent Household Satisfaction with the Overall Value their Household Receives from the City of Edina Parks and Recreation System:* Forty-five percent (45%) of respondent households were *somewhat satisfied* with the overall value their household receives from the City of Edina parks and recreation system. Other levels of satisfaction include: Very satisfied (35%), neutral (15%), somewhat dissatisfied (4%) and very dissatisfied (2%).