

# City of Maple Grove Parks & Recreation Board

## Community Interest and Opinion Survey

### Findings Report

*...helping organizations make better decisions since 1982*

# 2019

#### Submitted to the City Maple Groves

ETC Institute  
725 W. Frontier Lane,  
Olathe, Kansas  
66061

**September 2019**





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# The City of Maple Grove Community Interest and Opinion Survey Executive Summary

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## Overview

ETC Institute administered a community interest and opinion survey for The City of Maple Grove Parks & Recreation Board the Summer of 2019. The results of this survey will aid the City as they develop a Community Center Master Plan. This Master Plan will provide a roadmap on how to serve citizens now and into the future.

## Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Maple Grove. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at [www.maplegrovesurvey.org](http://www.maplegrovesurvey.org).

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Maple Grove from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 375 residents. The goal was exceeded with a total of 415 residents completing the survey. The overall results for the sample of 415 households have a precision of at least +/- 4.8% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the Village's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

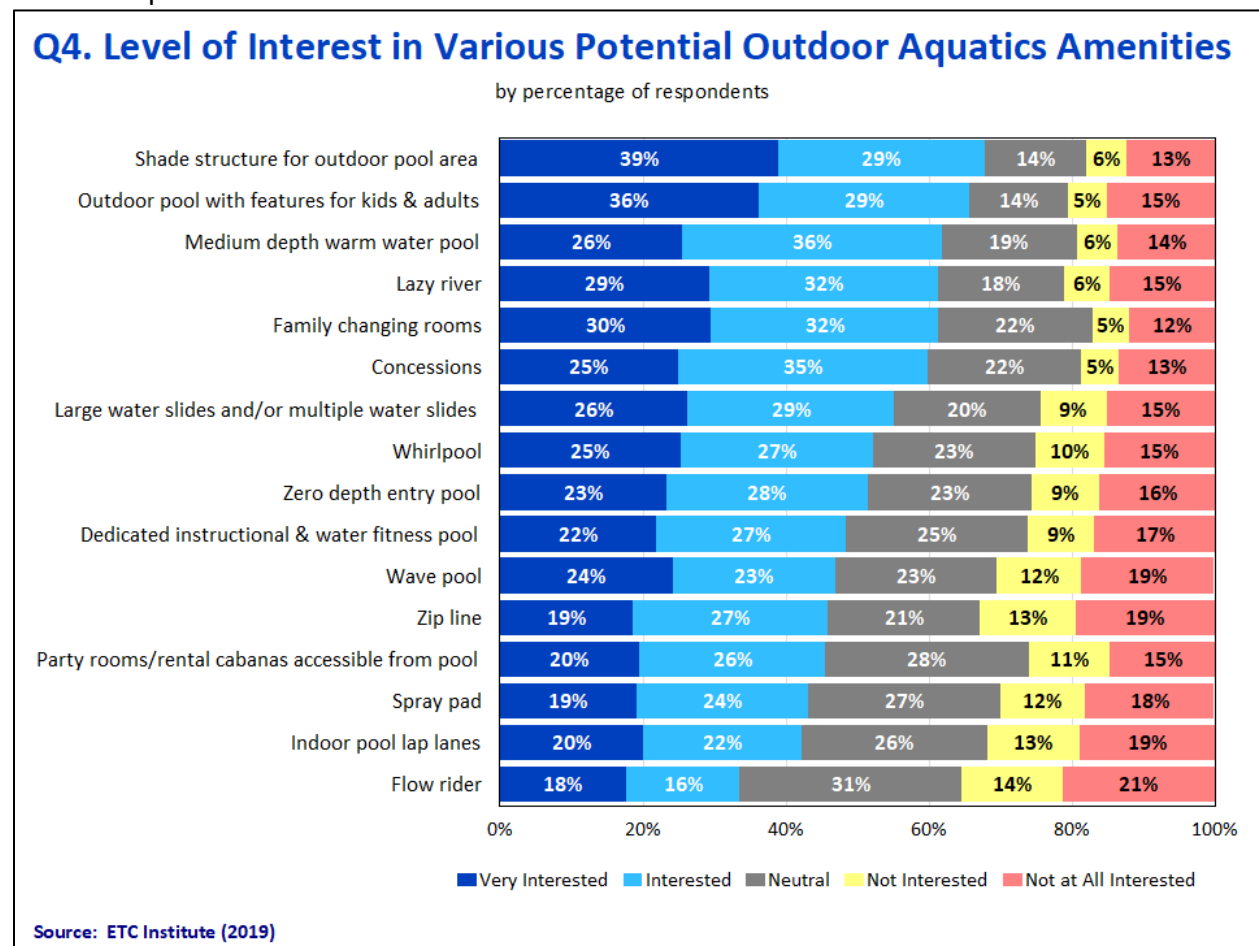
The major findings of the survey are summarized on the following pages.

# Maple Grove Community Center

Over 90% of respondent households have visited the Maple Grove Community Center. Of the households who have visited 43% have done so at least once a month. The top three most used areas in the Maple Grove Community Center by respondent households were: farmers market (53%), Grove Cove Aquatic Center Indoor Pools (40%) and events or large functions (40%).

**Potential Outdoor Aquatic Amenities:** Respondents, regardless if they had visited the Maple Grove Community Center, were asked to rate their level of interest for seventeen potential outdoor aquatic amenities. The two potential outdoor aquatic amenities with the highest percentage of households who indicated they would be “very interested” or “interested” were: shade structure for outdoor pool area (68%) and outdoor pool with features for kids & adults (65%). Respondents were least interested in flow rider. In addition to assessing the interest for each amenity, ETC Institute also assessed the importance that residents placed on each amenity. Based on the sum of respondents’ top three choices, the most important amenity to respondents was outdoor pool area and outdoor pool with features for kids & adults.

The chart on below shows the level of interest respondents had for all seventeen potential outdoor aquatic amenities assessed.



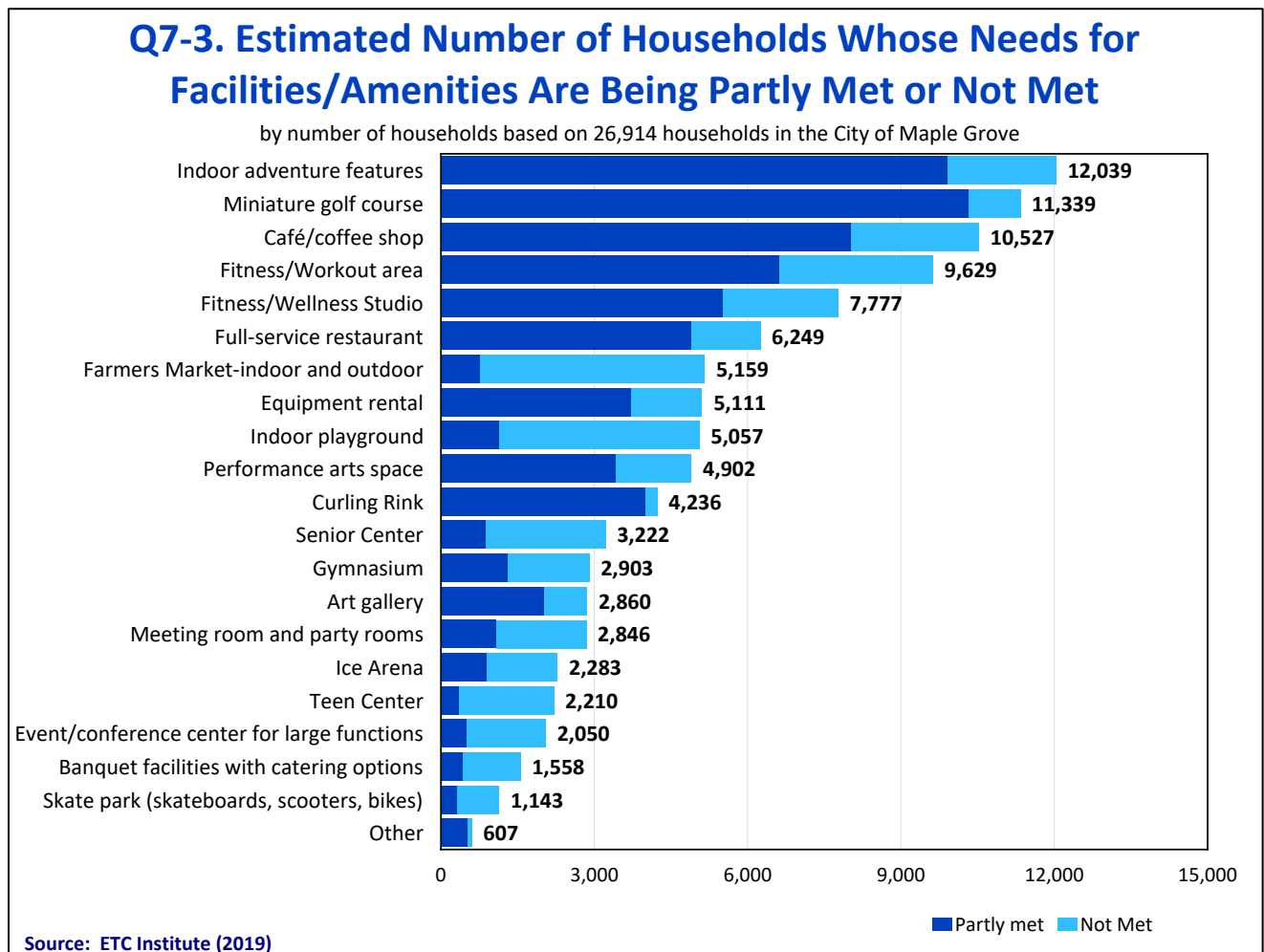
## Facility/Amenity Needs and Priorities

**Facility/Amenity Needs:** Respondents were asked to identify if their household had a need for 21 facilities/amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities/amenities.

The three facilities/amenities with the highest percentage of households that have an unmet need were:

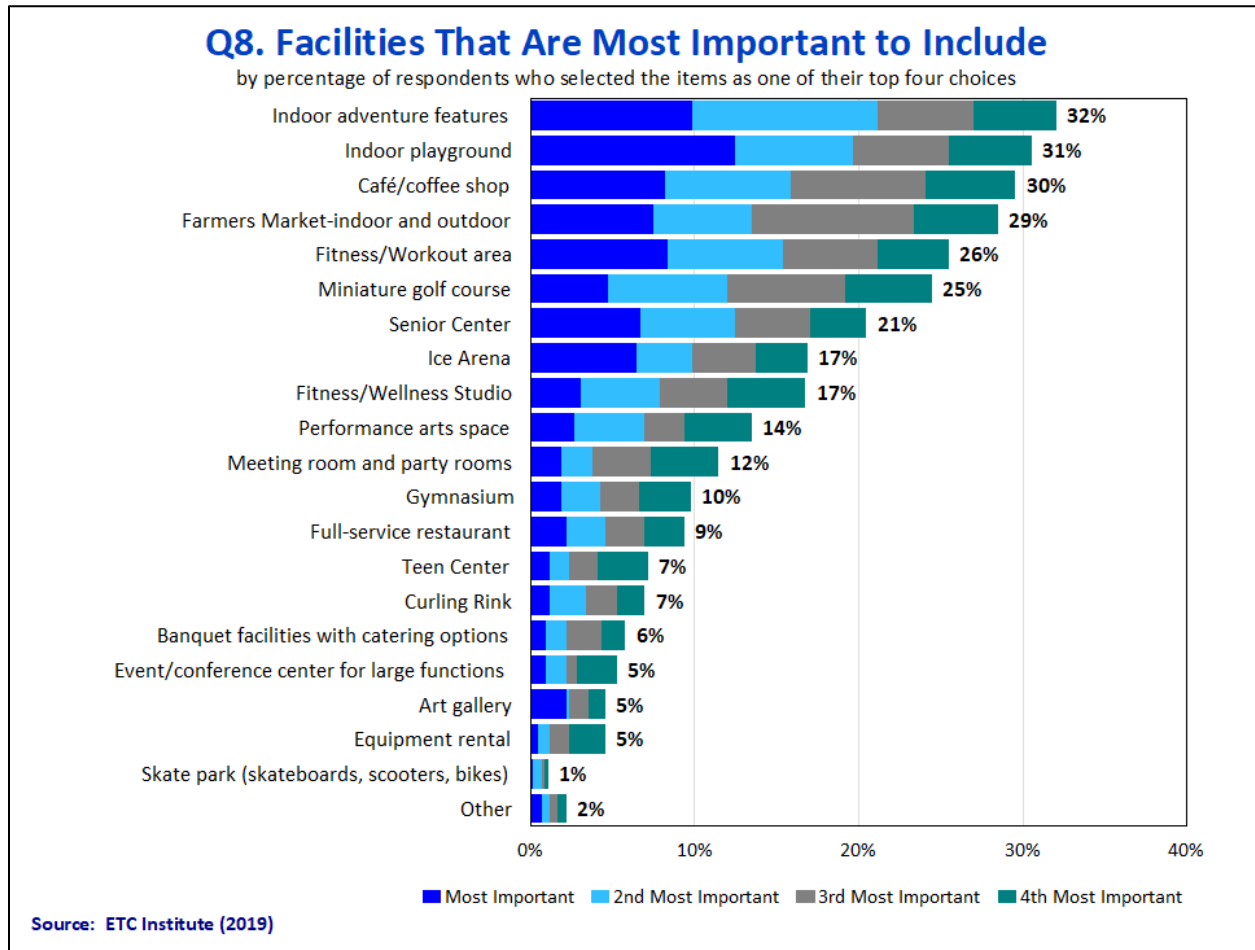
1. Indoor adventure features- 12,039 households
2. Miniature golf course- 11,339 households
3. Café/coffee shop- 10,527 households

The estimated number of households that have unmet needs for each of the 21 facilities/amenities that were assessed is shown in the chart below.



**Facility/Amenity Importance:** In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility/amenity to be included in the design and renovated community center. Based on the sum of respondents' top three choices, the three most important facilities to residents were: indoor adventure features (32%), indoor playground (31%), and café/coffee shop (30%).

The percentage of residents who selected each facility/amenity as one of their top four choices to be included in the design and renovated community center is shown in the chart below.

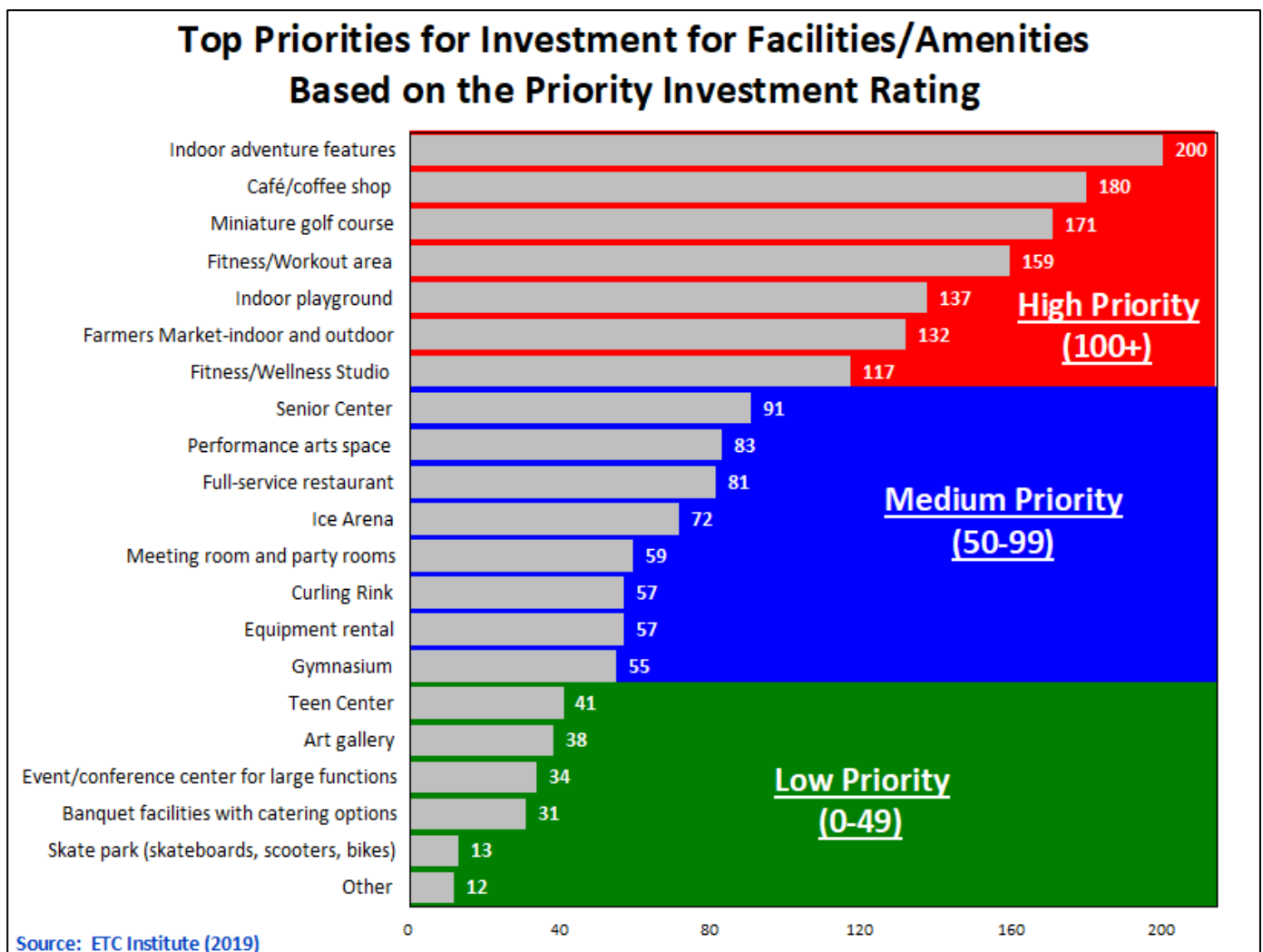


**Priorities for Facility Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks, Recreation and Forestry investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based on the Priority Investment Rating (PIR), the following seven facilities were rated as high priorities for investment:

- Indoor adventure features (PIR=200)
- Café/coffee shop (PIR=180)
- Miniature golf course (PIR=171)
- Fitness/Workout area (PIR=159)
- Indoor playground (PIR=137)
- Farmers Market-indoor and outdoor (PIR=132)
- Fitness/Wellness Studio (PIR=117)

The chart below shows the Priority Investment Rating for each of the 21 facilities that were assessed on the survey.

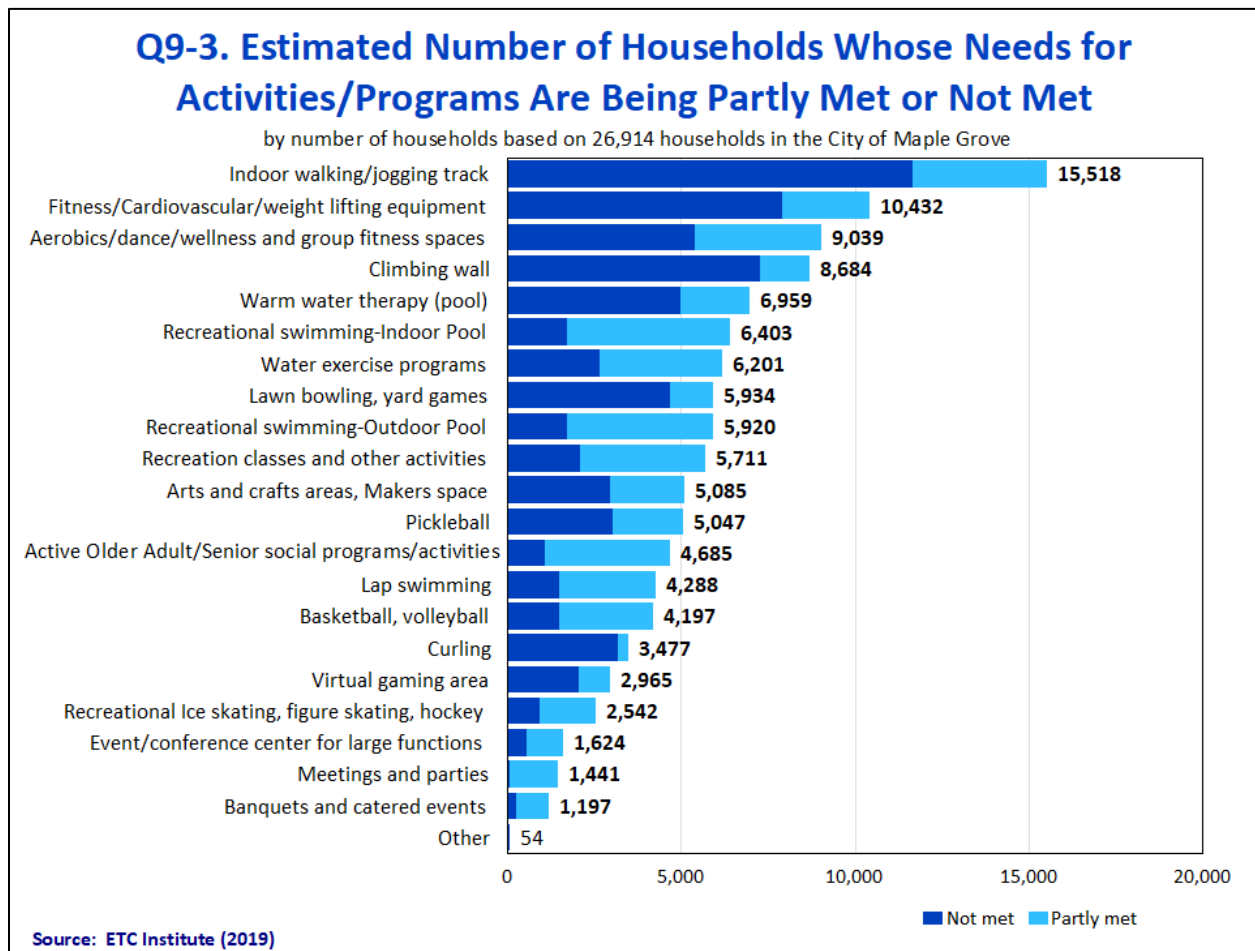


# Activity Needs and Priorities

**Activities/Programs Needs.** Respondents were also asked to identify if their household had a need for 22 activities/programs and rate how well their needs for each program/activity were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program. The three activities/programs with the highest percentage of households that have an unmet need were:

1. Indoor walking/jogging track – 15,518 households
2. Fitness/Cardiovascular/weight lifting equipment- 10,432 households
3. Aerobics/dance/wellness and group fitness spaces- 9,039 households

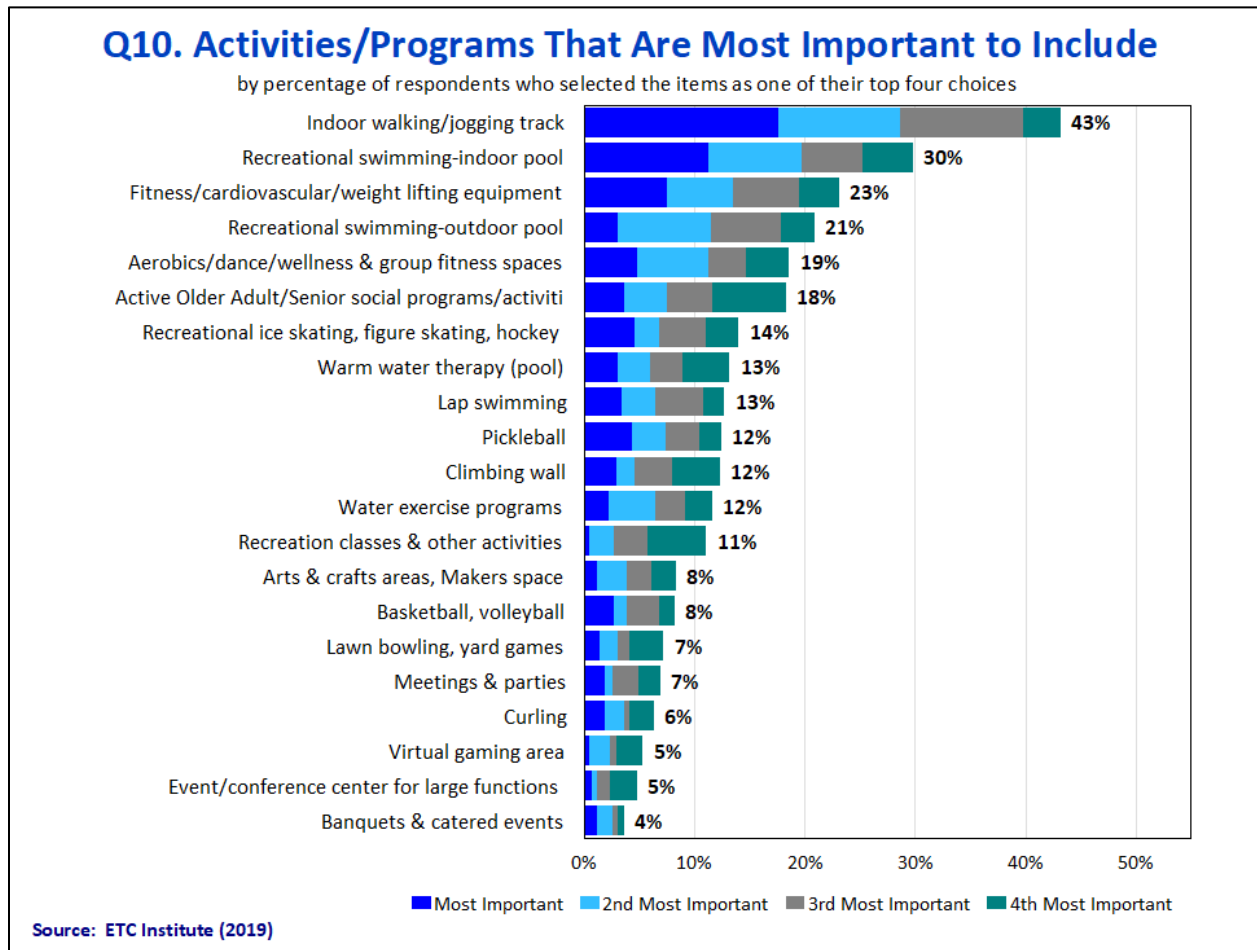
The estimated number of households that have unmet needs for each of the 22 activities/programs that were assessed is shown in the chart below.





**Activities/Programs Importance.** In addition to assessing the needs for each activity, ETC Institute also assessed the importance that residents place on each activity. Based on the sum of respondents’ top four choices, the two most important activities/programs to residents were: indoor walking/jogging track (43%) and recreational swimming-indoor pool (30%).

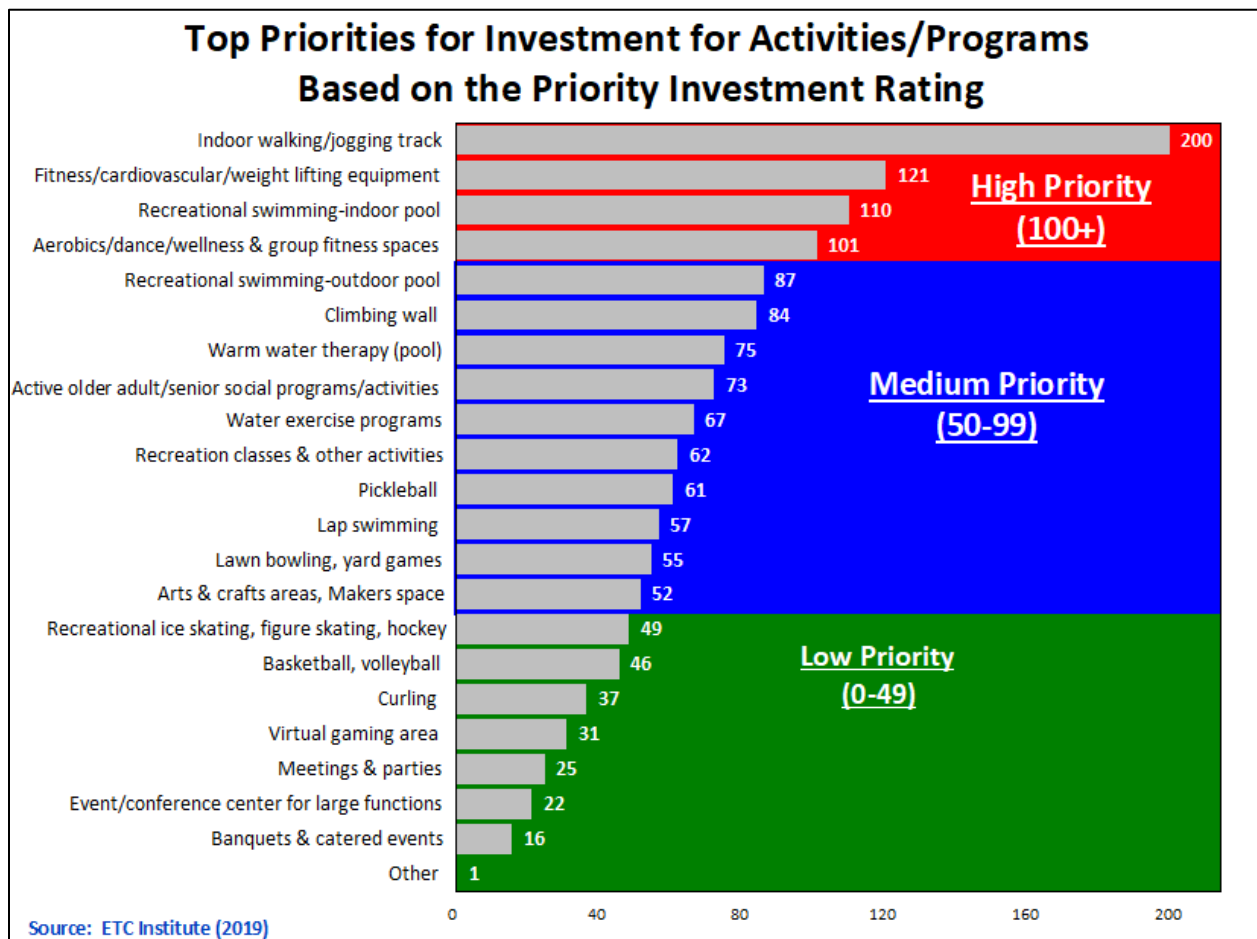
The percentage of residents who selected each activities/programs as one of their top four choices to be included in the design and renovated community center is shown in the chart below.



**Priorities for Programming Investments.** Based on the priority investment rating (PIR), which was described briefly on page v of this Executive Summary and is described in more detail in Section 2 of this report, the following four programs were rated as “high priorities” for investment:

- Indoor walking/jogging track (PIR=200)
- Fitness/cardiovascular/weight lifting equipment (PIR=121)
- Recreational swimming-indoor pool (PIR=110)
- Aerobics/dance/wellness & group fitness spaces (PIR=101)

The chart on the next page shows the Priority Investment Rating (PIR) for each of the 22 activities that were rated.



## Potential Redevelopment of the Community Center

Respondents were asked how often their household would use a renovated community center if it included the features they indicated as most important for activities and facilities. Eighty-one percent (81%) of respondents indicated they would use the community center at least once a month, a 38% increase from respondents who currently use the community center. Seventy-three percent (73%) of respondents indicated they would be more likely to use the facility if the community center offered short-term childcare available.

Fifty-one percent of respondents indicated they would be willing to pay to use the services and facilities if an updated community center was developed with the facilities and programs they prefer most. An additional 40% of respondents indicated they maybe would be willing to pay to use the services and facilities.

Of the respondents who said “yes” or “maybe” they would be willing to pay to use the services and facilities **PER VISIT**:

- 61% indicated they would pay up to \$8
- 24% indicated they would pay up to \$10 per visit
- 5% indicated they would pay up to \$12 per visit and
- 10% indicated they would pay a reasonable amount over \$12 per visit depending on the services offered

Of the respondents who said “yes” they would be willing to pay to use the services and facilities  
**PER MONTH FOR AN INDIVIDUAL:**

- 48% indicated they would pay up to \$25
- 27% indicated they would pay up to \$35
- 9% indicated they would pay up to \$45 AND
- 15% indicated they would pay a reasonable amount over \$45 depending on the services offered

Of the respondents who said “yes” they would be willing to pay to use the services and facilities  
**PER MONTH FOR A FAMILY:**

- 37% indicated they would pay up to \$45
- 26% indicated they would pay up to \$55
- 14% indicated they would pay up to \$65 AND
- 24% indicated they would pay a reasonable amount over \$65 depending on the services offered

## **Additional Findings**

- Fifty-seven percent (57%) of respondents travel 3-5 miles to use leisure and recreation facilities.
- Ninety percent (90%) of respondents “strongly agree” or “agree” that it is valuable to them to have a community center.
- Eighty-eight percent (88%) of respondents “strongly agree” or “agree” a community center should include aquatic offering.

## **Conclusions and Recommendations**

In order to ensure that the City of Maple Grove continues to meet the needs and expectations of the community, ETC Institute recommends that the City sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities and activities with the highest PIR ratings are listed below.

### **Facility Priorities**

- Indoor adventure features (PIR=200)
- Café/coffee shop (PIR=180)
- Miniature golf course (PIR=171)
- Fitness/Workout area (PIR=159)
- Indoor playground (PIR=137)
- Farmers Market-indoor and outdoor (PIR=132)
- Fitness/Wellness Studio (PIR=117)

### **Activity Priorities**

- Indoor walking/jogging track (PIR=200)
- Fitness/cardiovascular/weight lifting equipment (PIR=121)
- Recreational swimming-indoor pool (PIR=110)
- Aerobics/dance/wellness & group fitness spaces (PIR=101)

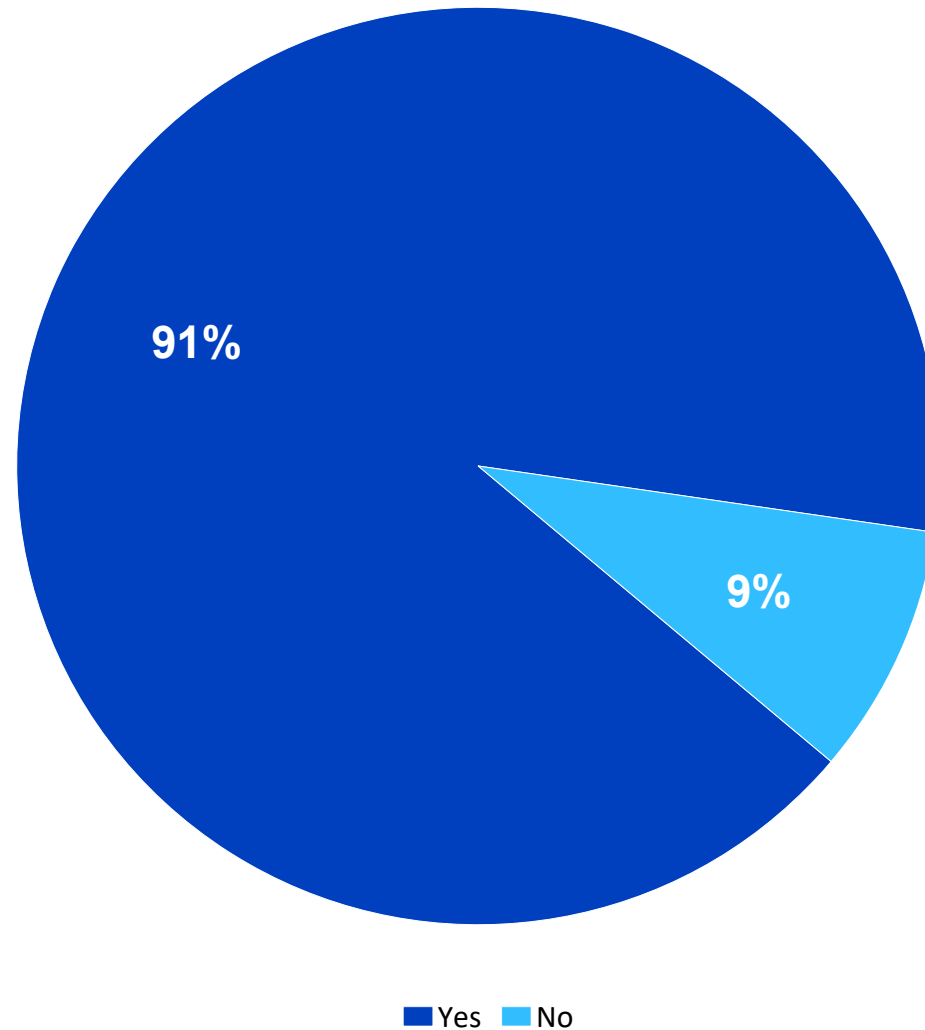
# Section 1

## *Charts and Graphs*

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# Q1. Have you or other members of your household visited the Maple Grove Community Center, located at 12951 Weaver Lake Road?

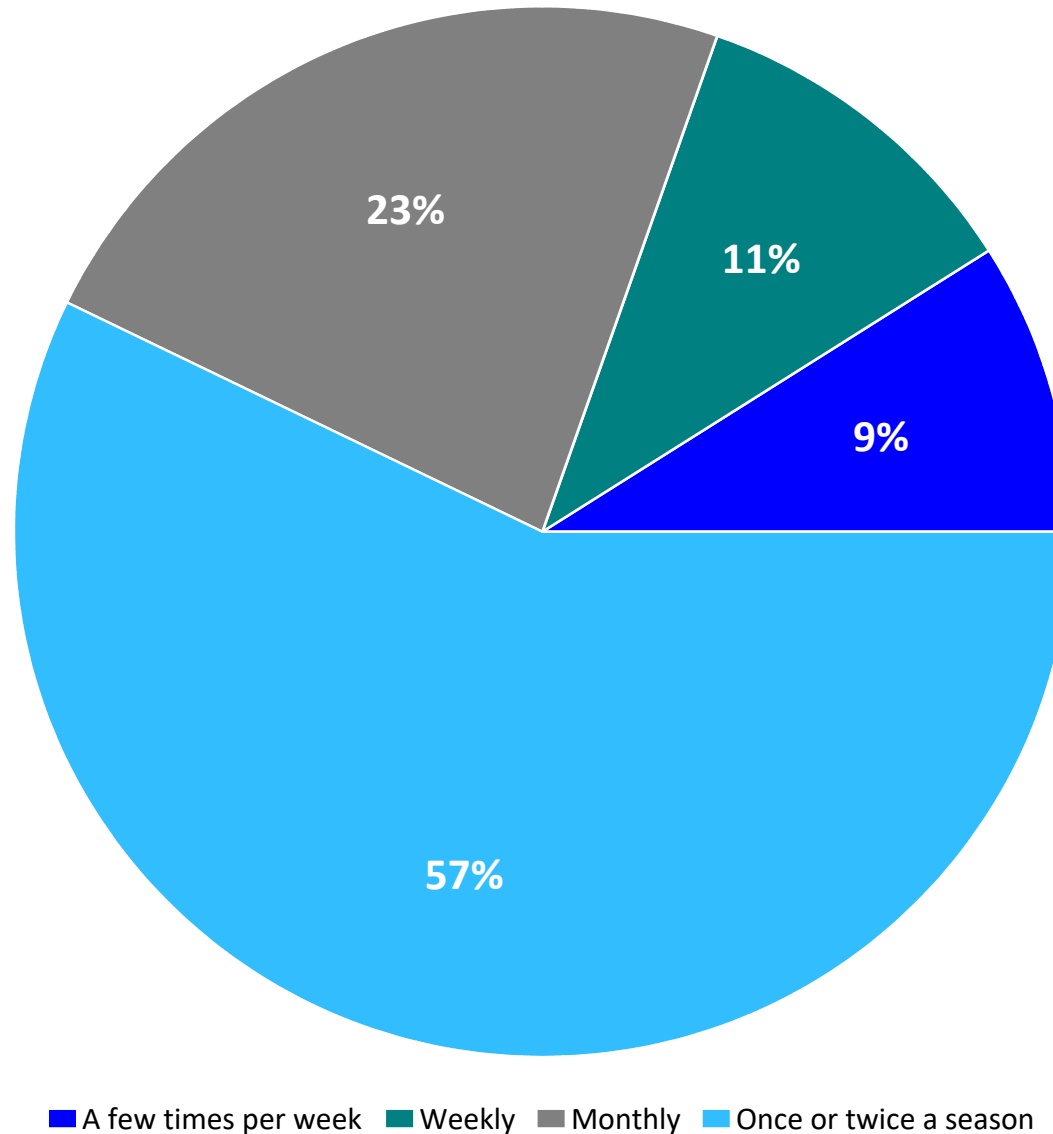
by percentage of respondents



Source: ETC Institute (2019)

## Q2. About how often have you or members of your household visited the Maple Grove Community Center in the past year?

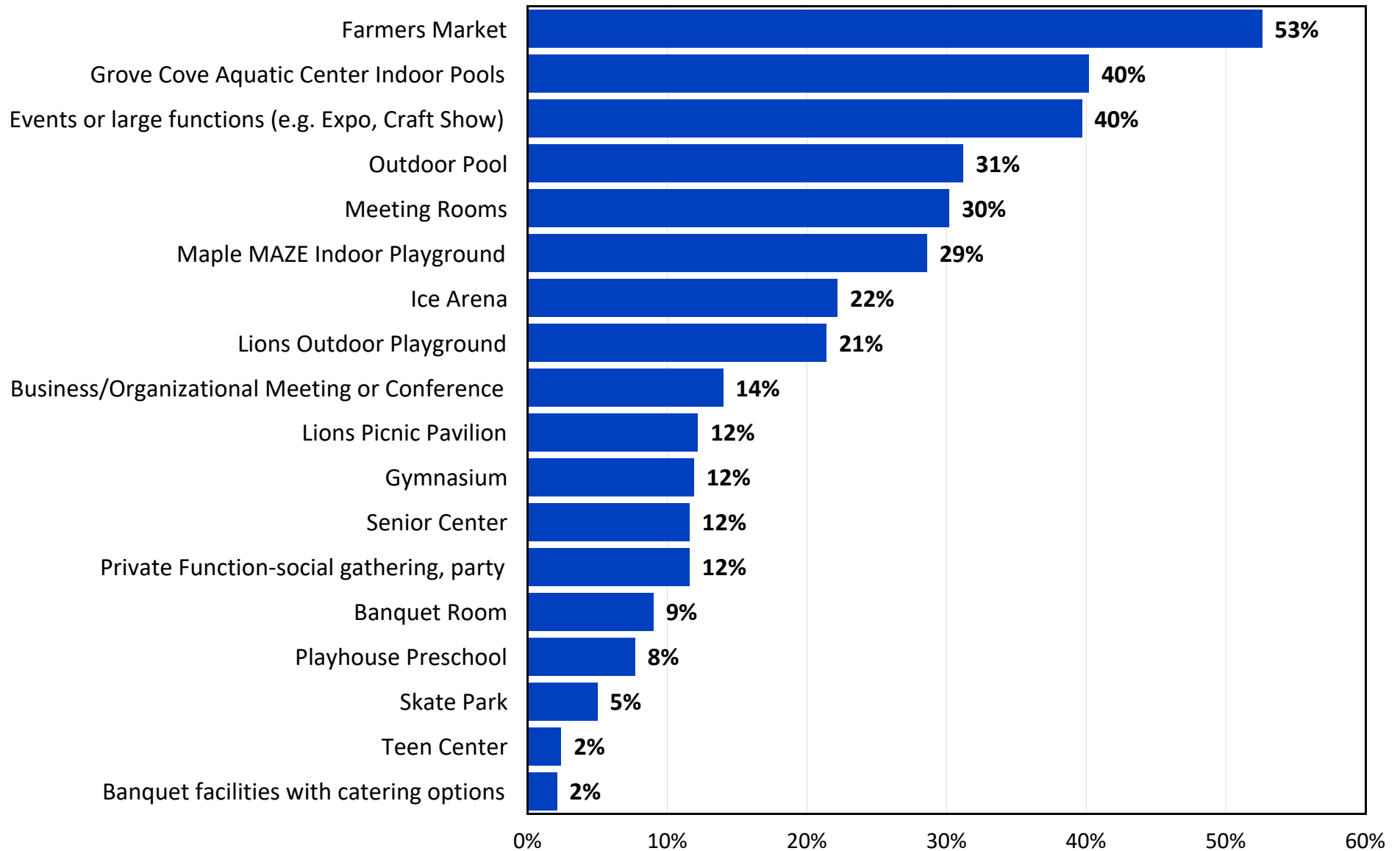
by percentage of respondents who have visited the Community Center



Source: ETC Institute (2019)

## Q3. Areas in the Maple Grove Community Center Respondents Have Used During the Past Year

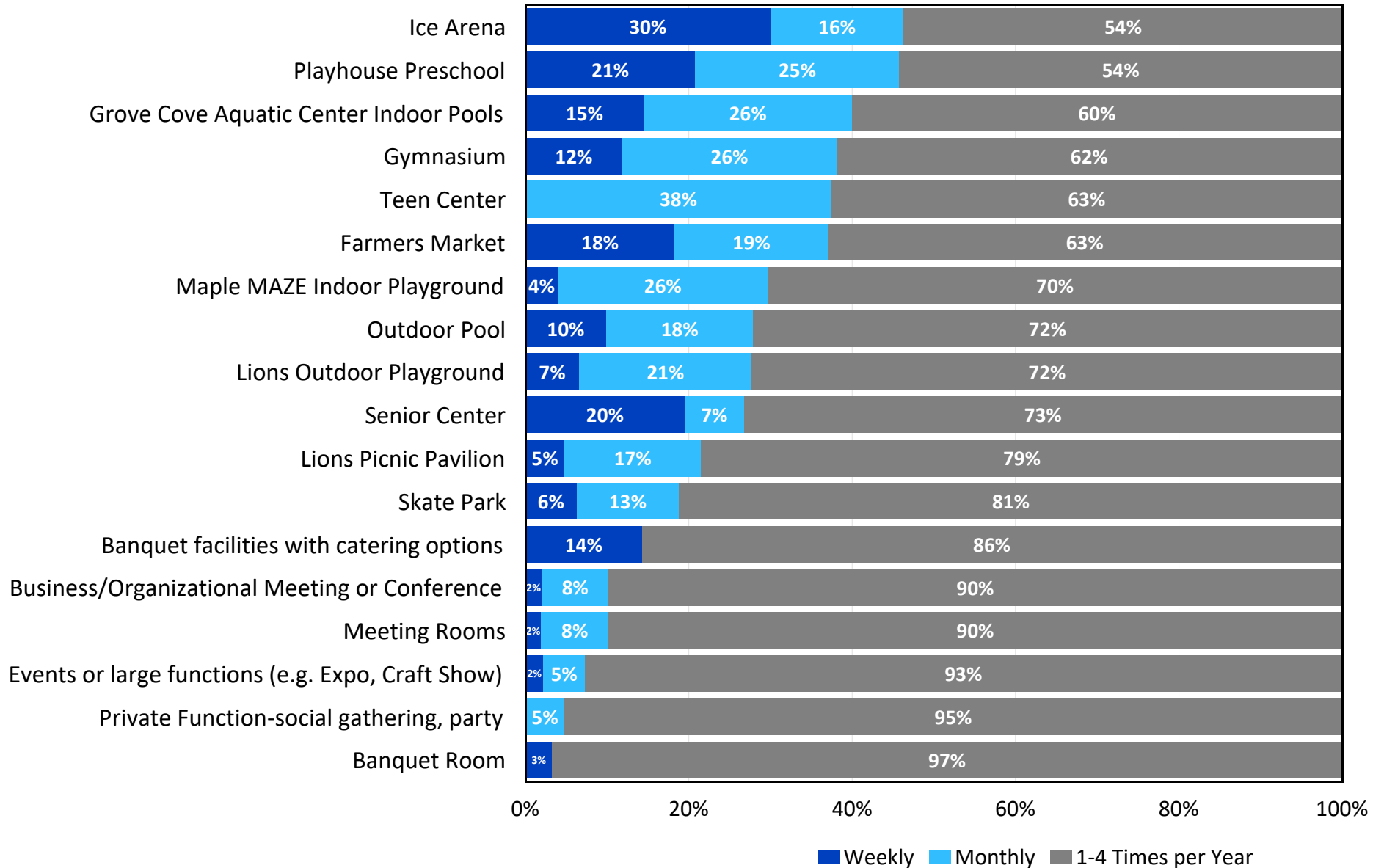
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q3. How Often Respondent Households Use Areas in the Maple Grove Community Center

by percentage of respondents who have used the area

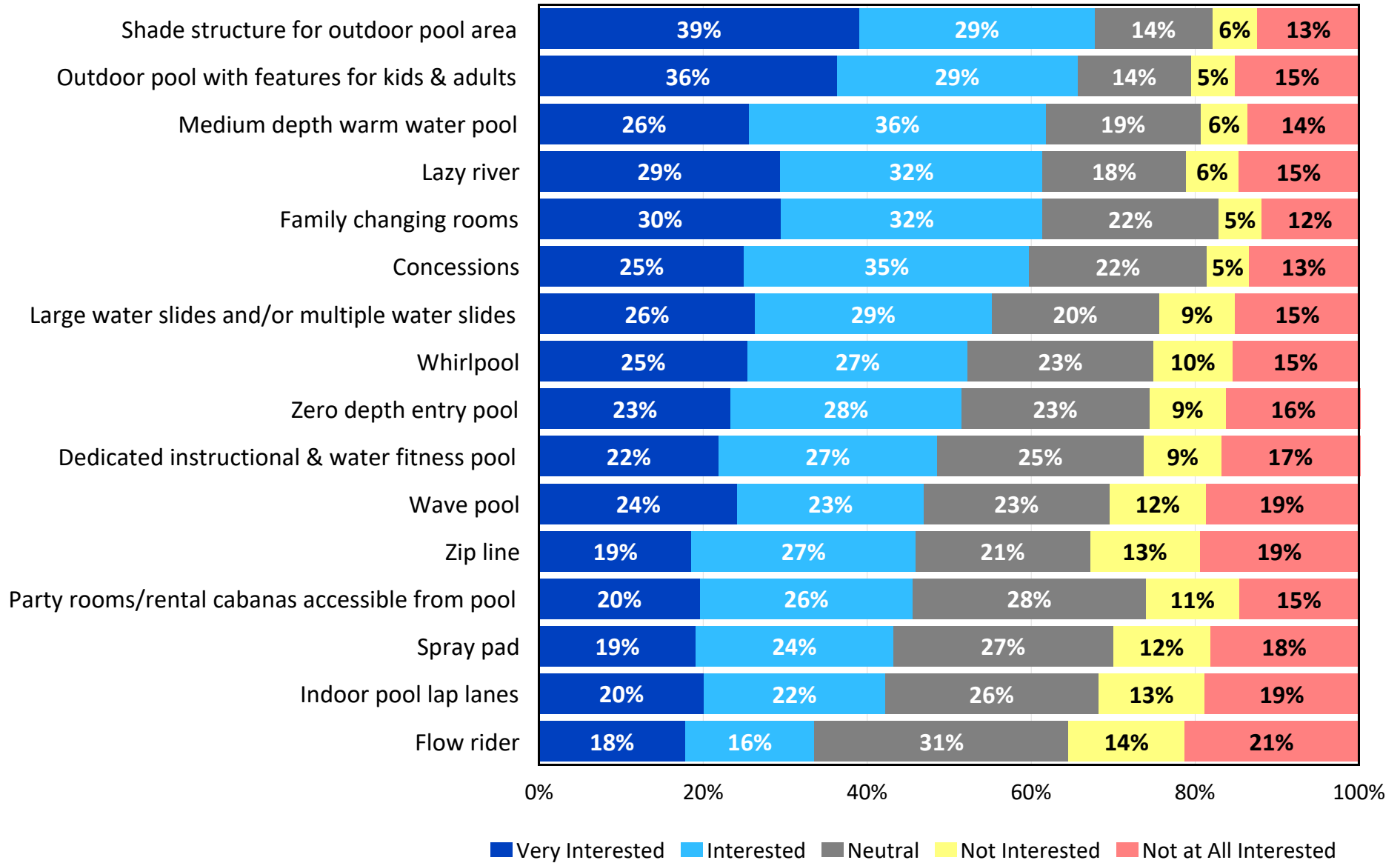


Source: ETC Institute (2019)



# Q4. Level of Interest in Various Potential Outdoor Aquatics Amenities

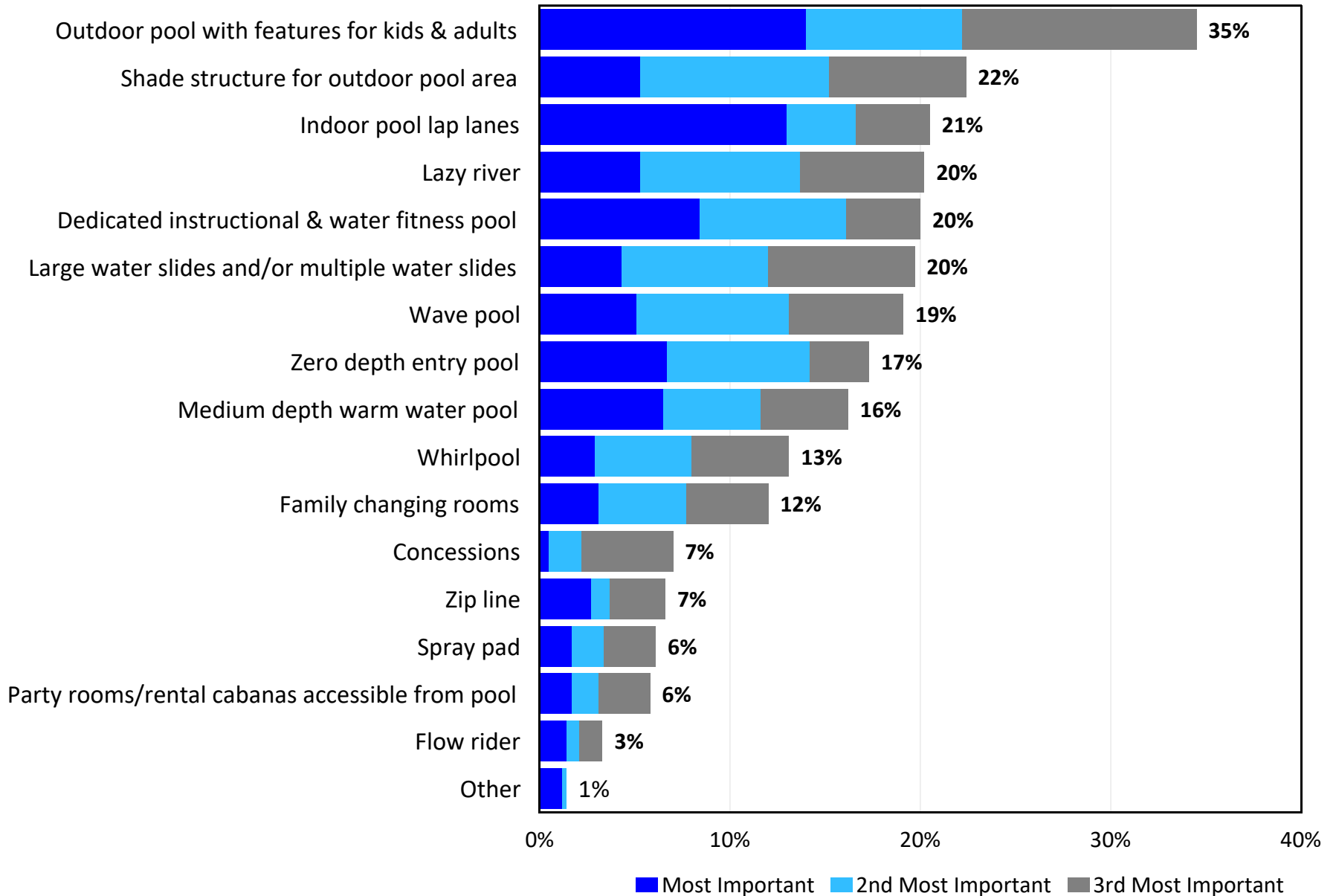
by percentage of respondents



Source: ETC Institute (2019)

# Q5. Outdoor Aquatics Amenities Most Important to Households

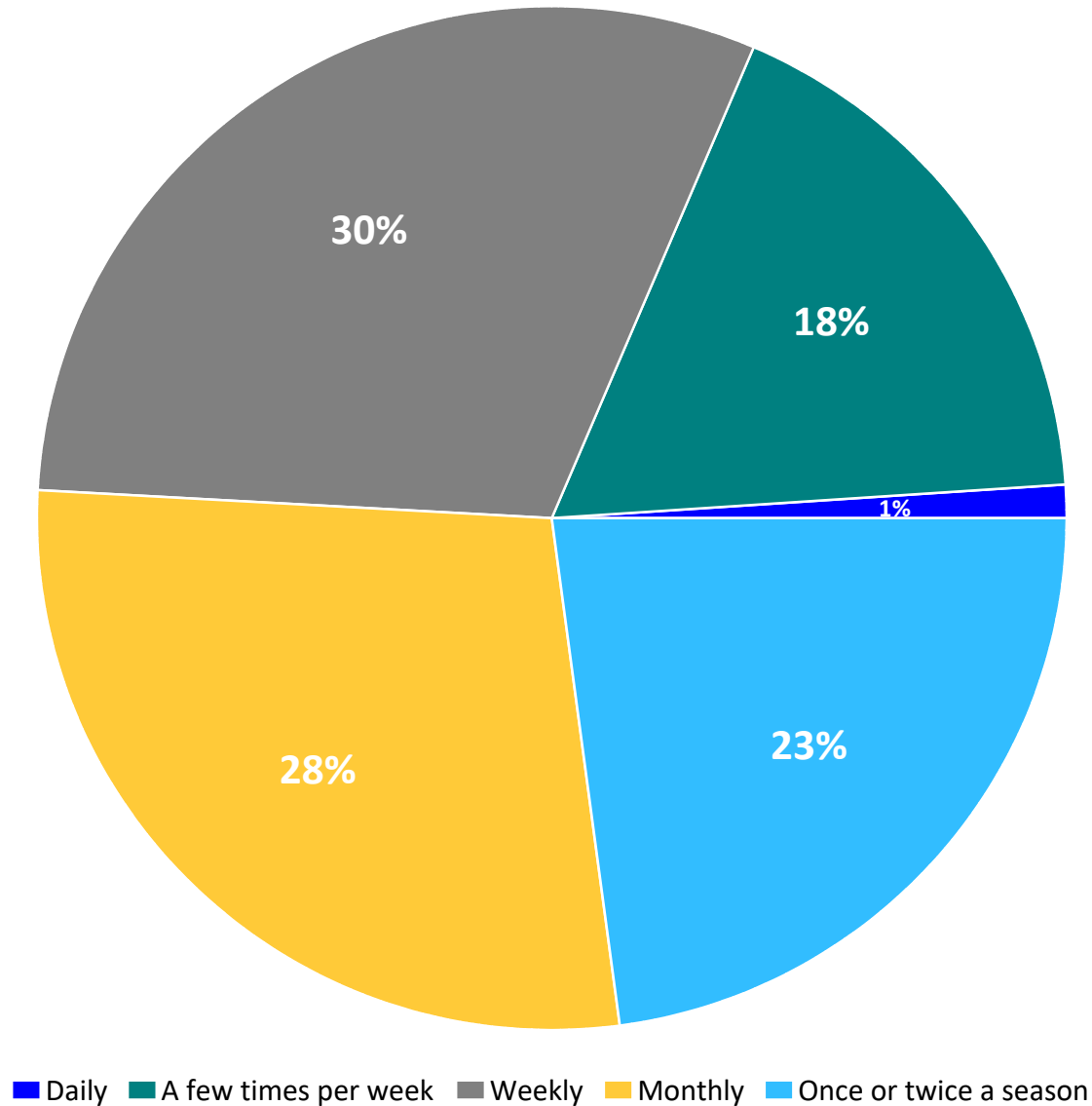
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

# Q6. How Often Respondent Households Would Use the Facility

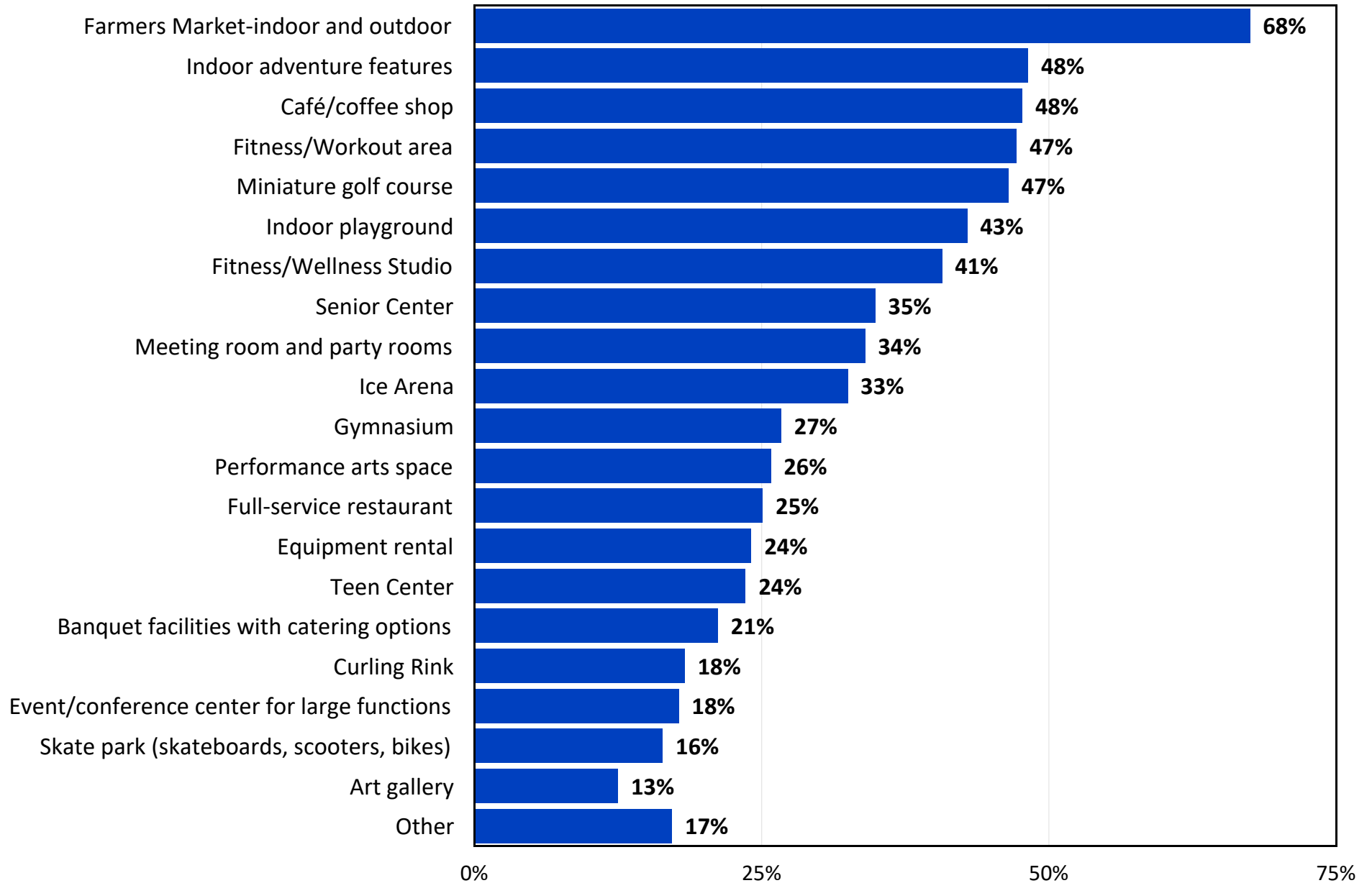
by percentage of respondents



Source: ETC Institute (2019)

# Q7. Facilities/Amenities Respondent Households Have a Need For

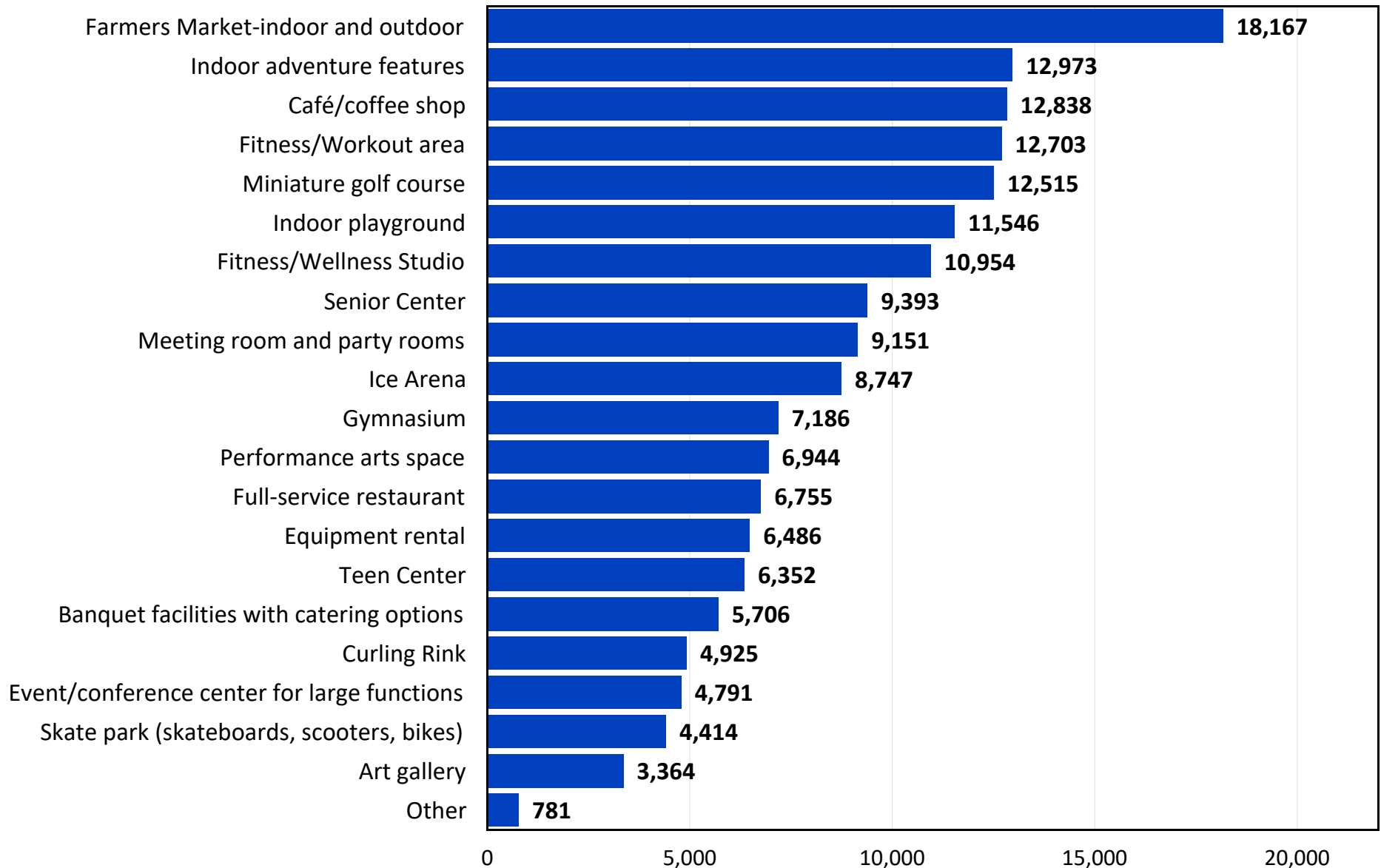
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q7-1. Estimated Number of Households That Have a Need for Various Facilities/Amenities

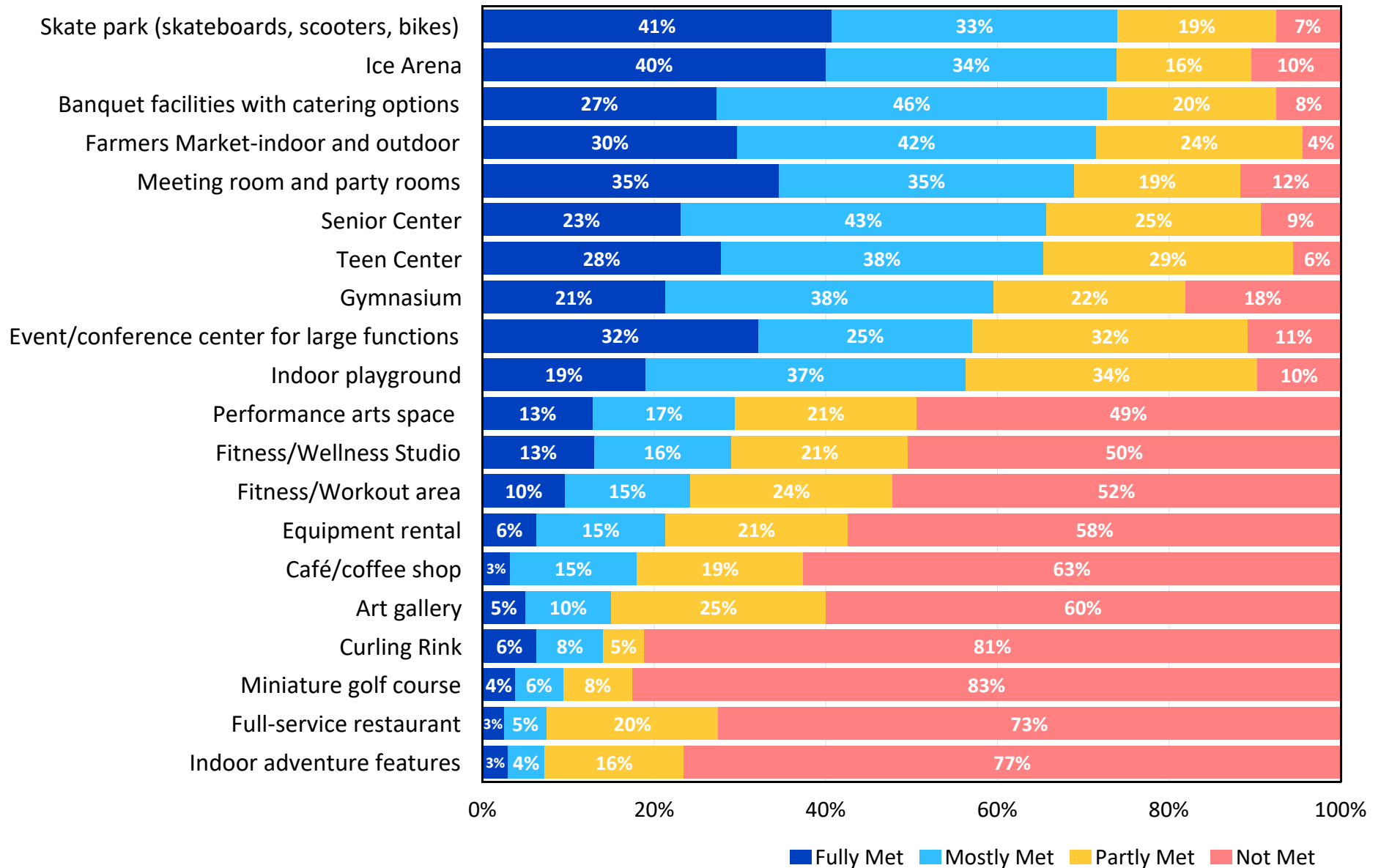
by number of households based on 26,914 households in the City of Maple Grove



Source: ETC Institute (2019)

# Q7-2. How Well Parks and Recreation Facilities/Amenities Meet the Needs of Respondent Households

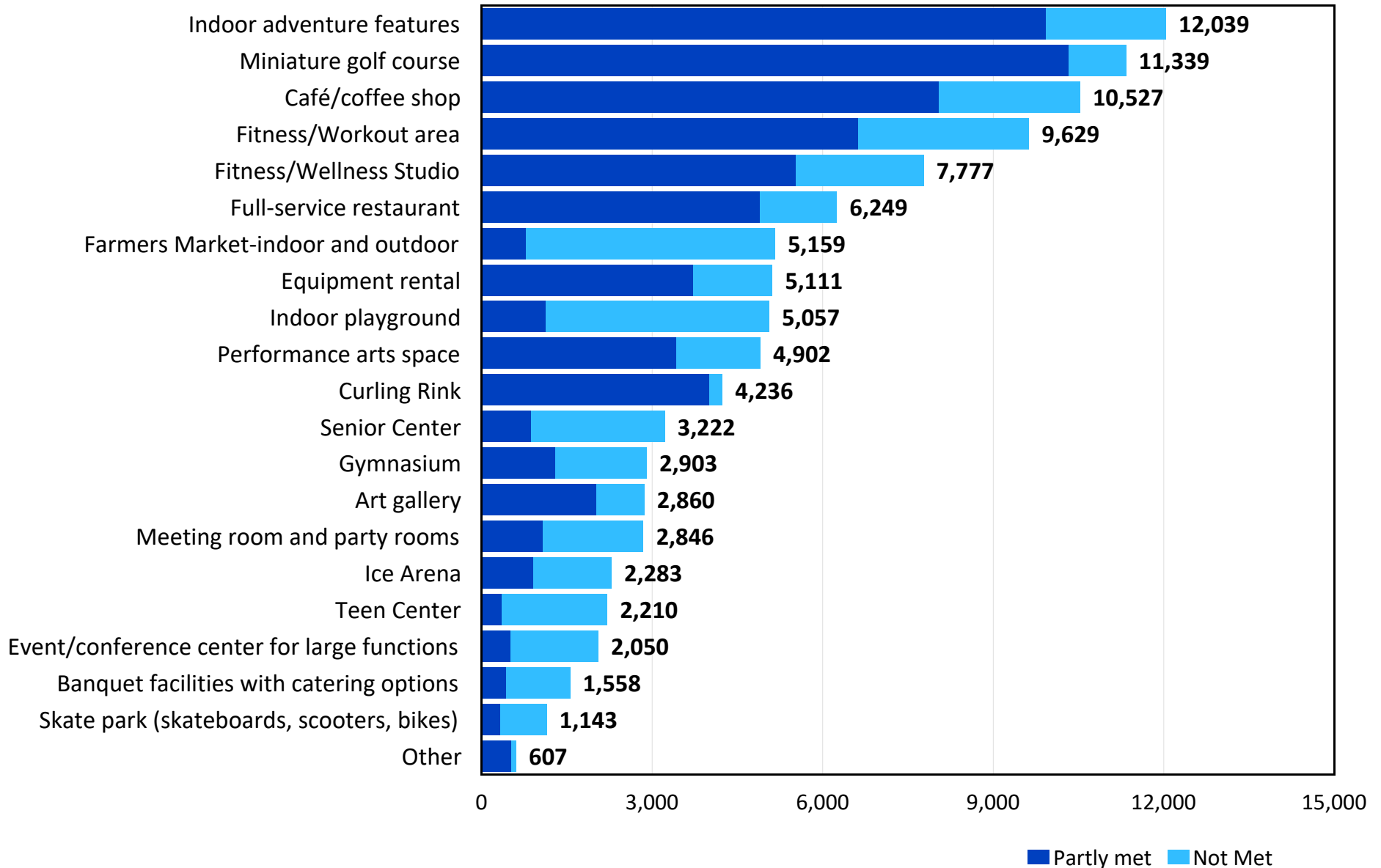
by percentage of respondents with a need for facilities



Source: ETC Institute (2019)

# Q7-3. Estimated Number of Households Whose Needs for Facilities/Amenities Are Being Partly Met or Not Met

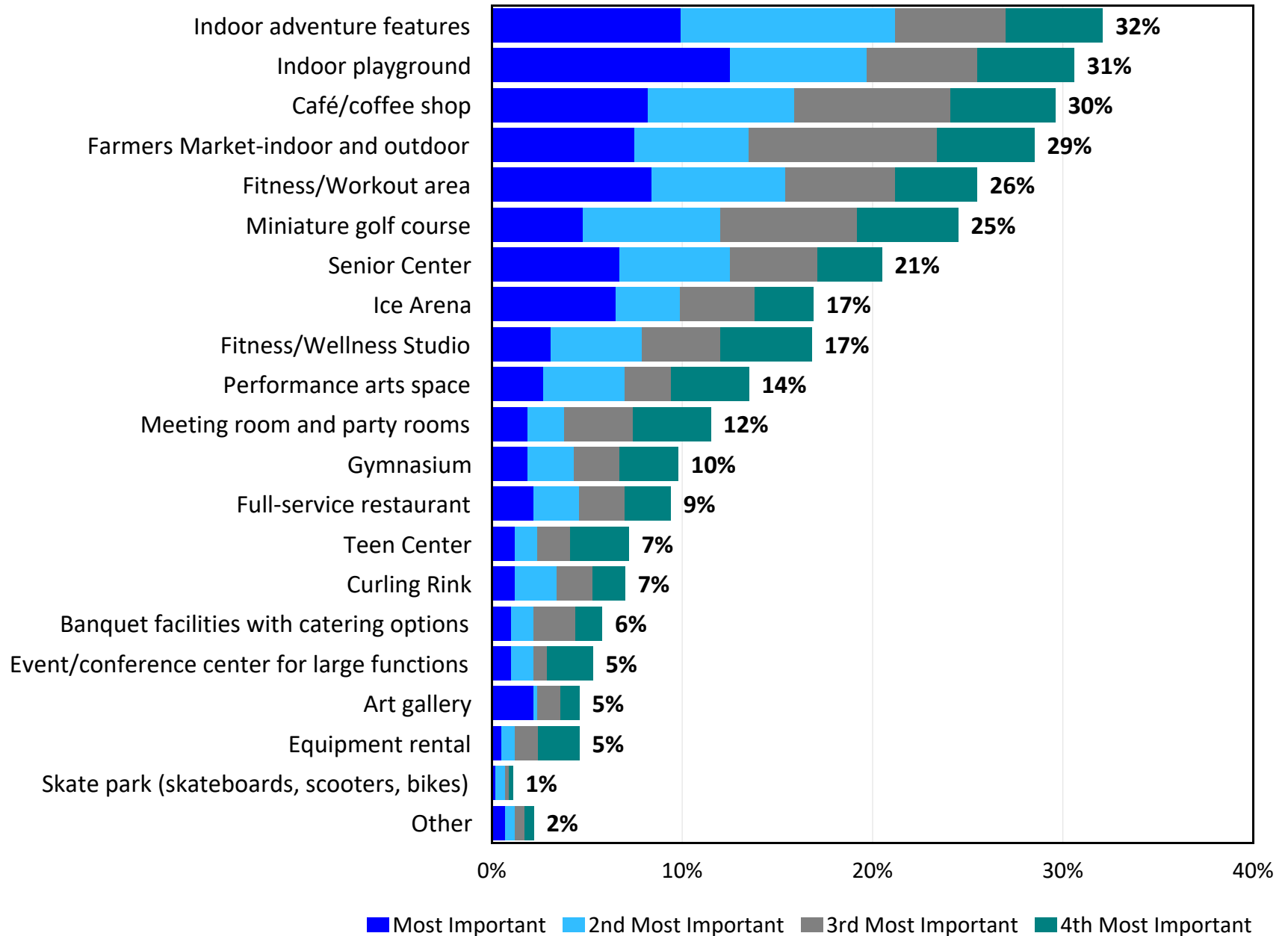
by number of households based on 26,914 households in the City of Maple Grove



Source: ETC Institute (2019)

## Q8. Facilities That Are Most Important to Include

by percentage of respondents who selected the items as one of their top four choices

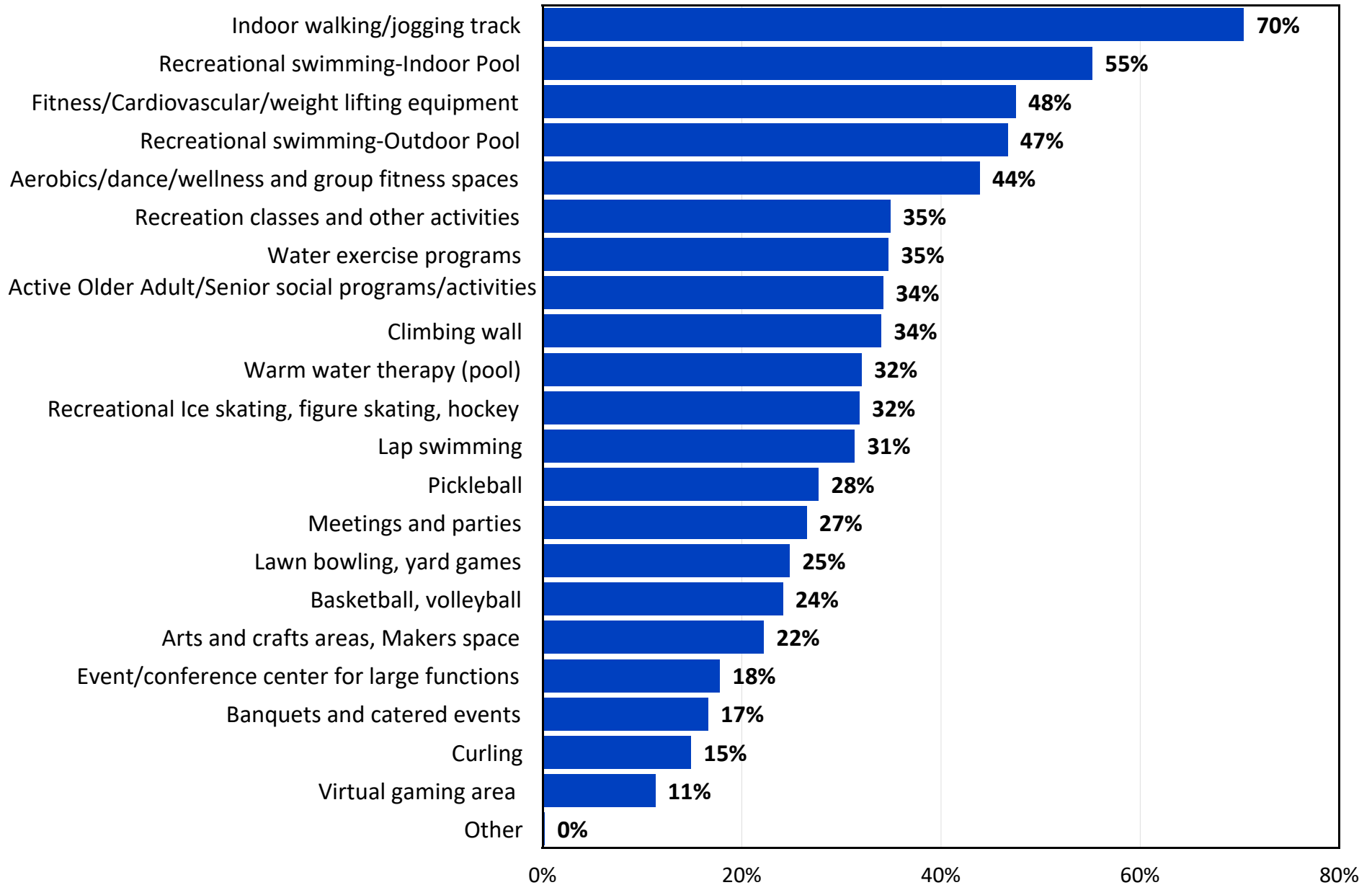


Source: ETC Institute (2019)



# Q9. Activities/Programs Respondent Households Have a Need For

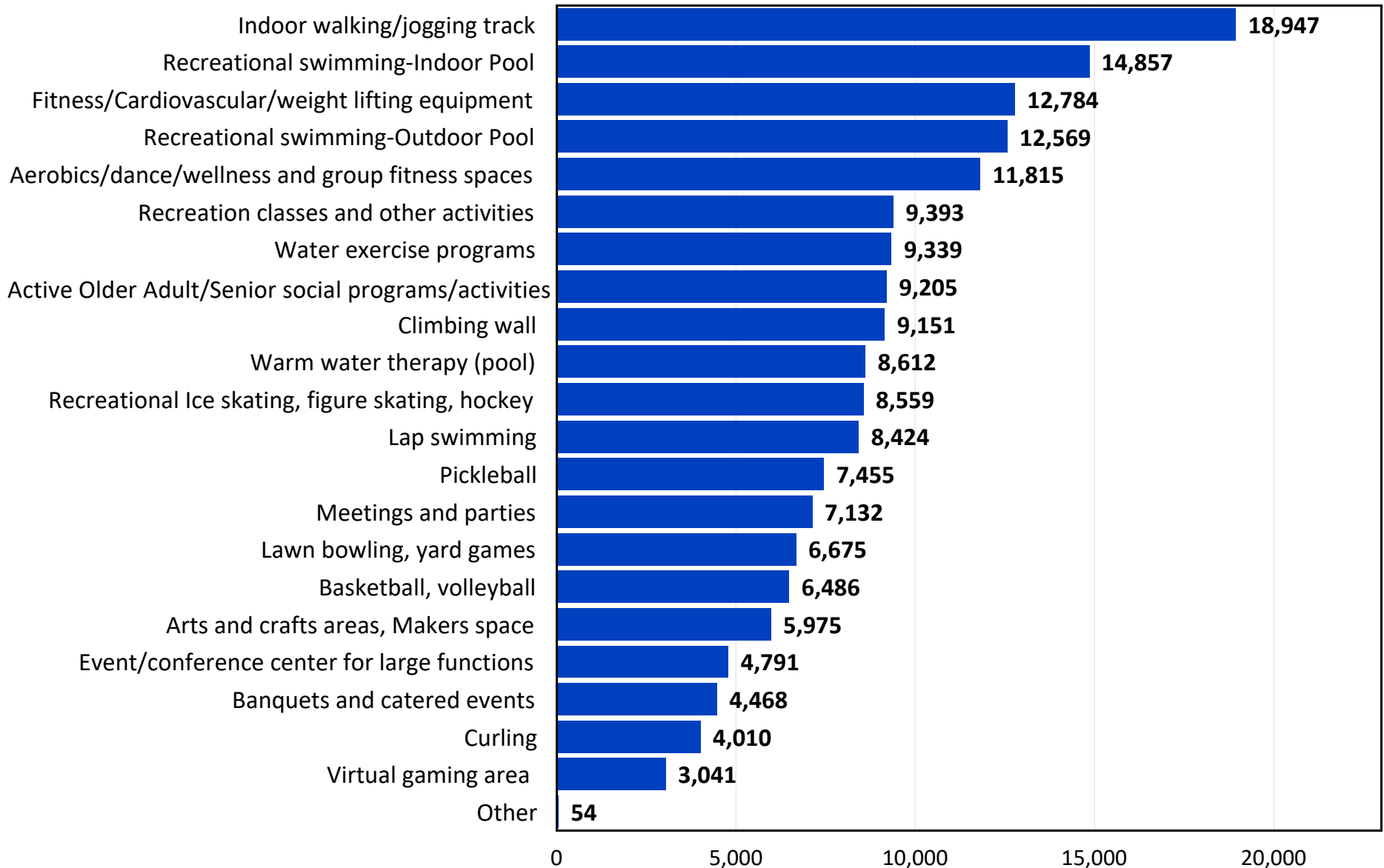
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

# Q9-1. Estimated Number of Households That Have a Need for Various Activities/Programs

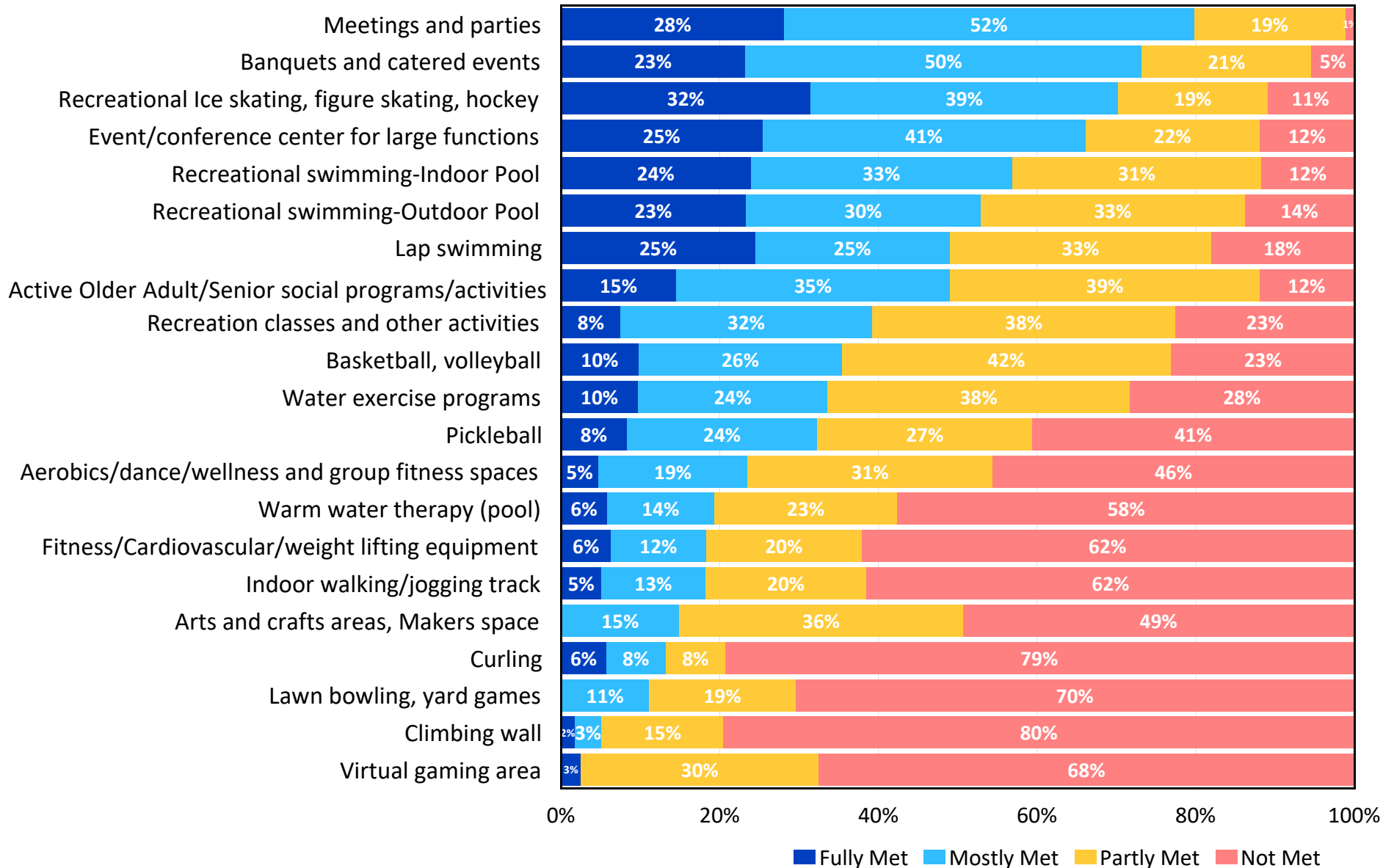
by number of households based on 26,914 households in the City of Maple Grove



Source: ETC Institute (2019)

## Q9-2. How Well Activities/Programs Meet the Needs of Respondent Households

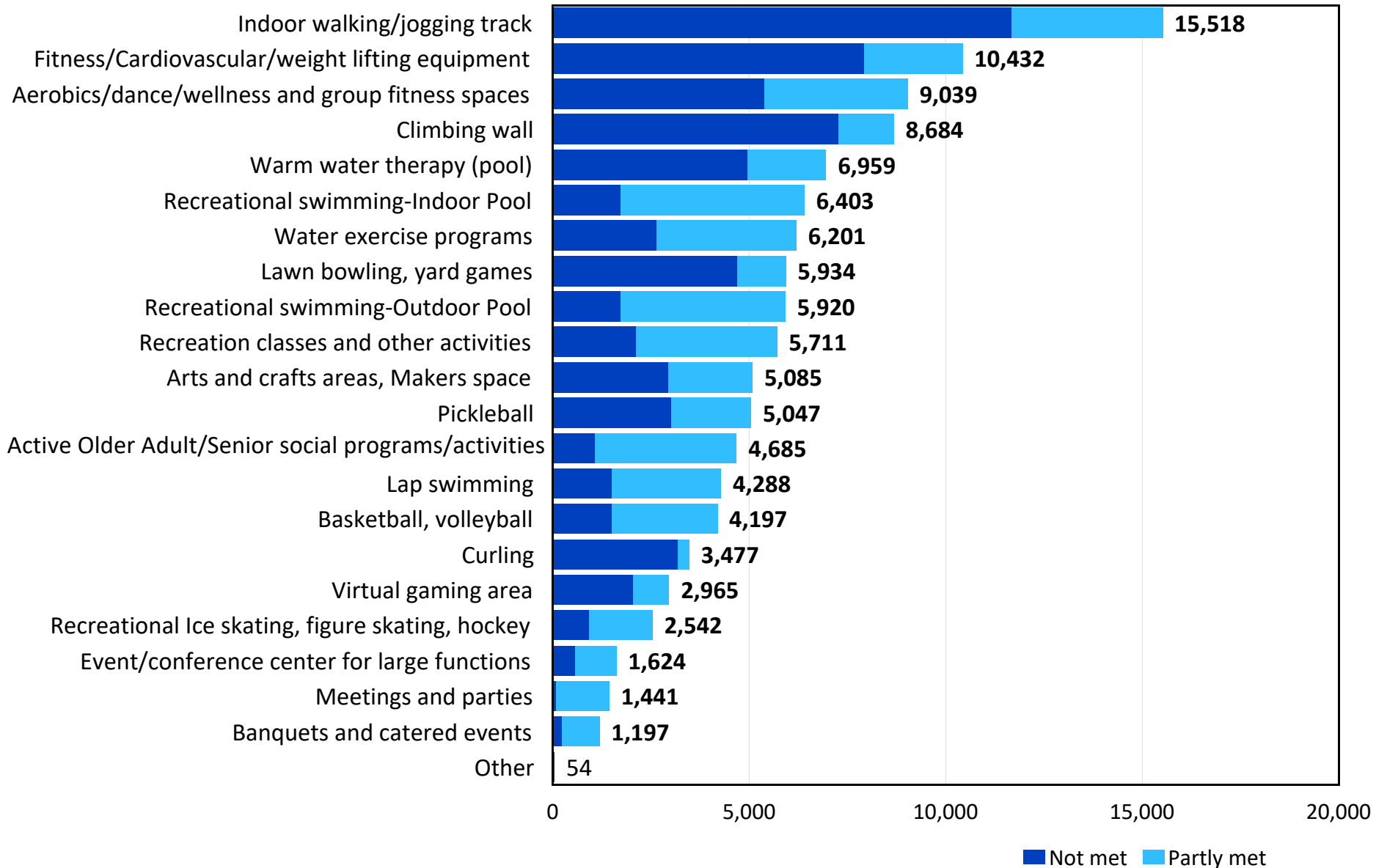
by percentage of respondents with a need for activities/programs



Source: ETC Institute (2019)

# Q9-3. Estimated Number of Households Whose Needs for Activities/Programs Are Being Partly Met or Not Met

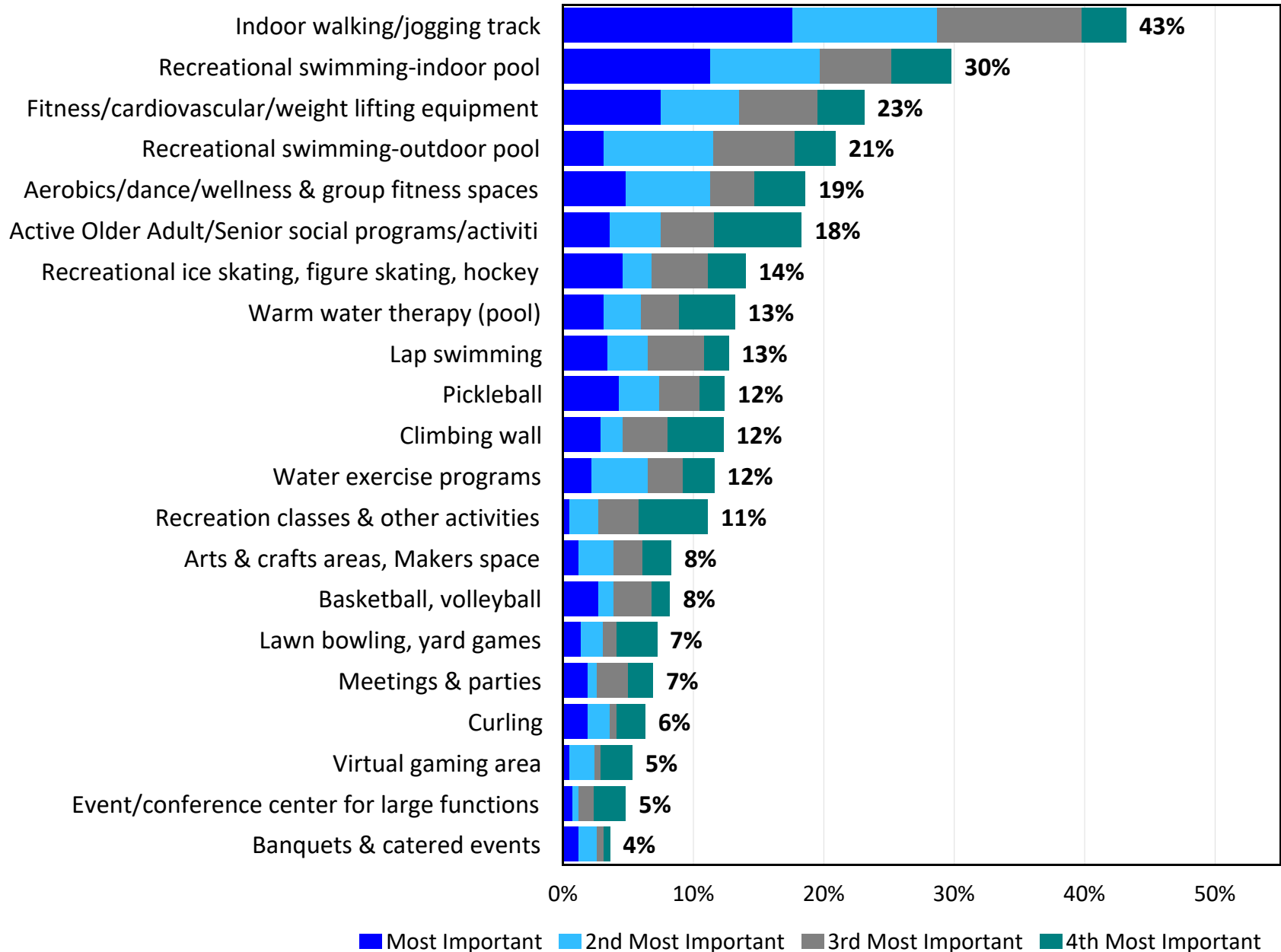
by number of households based on 26,914 households in the City of Maple Grove



Source: ETC Institute (2019)

# Q10. Activities/Programs That Are Most Important to Include

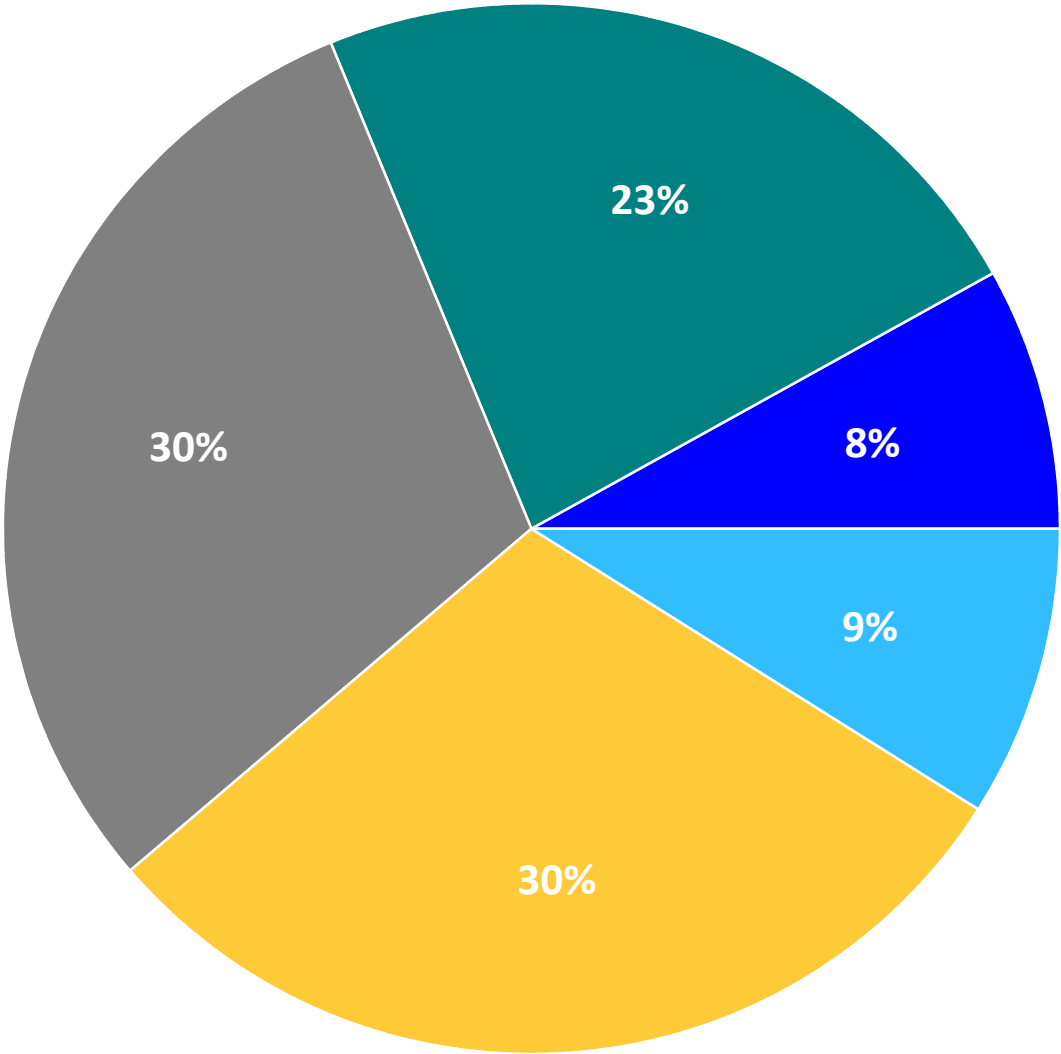
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2019)

# Q11. How Often Respondent Households Would Use the Facility

by percentage of respondents

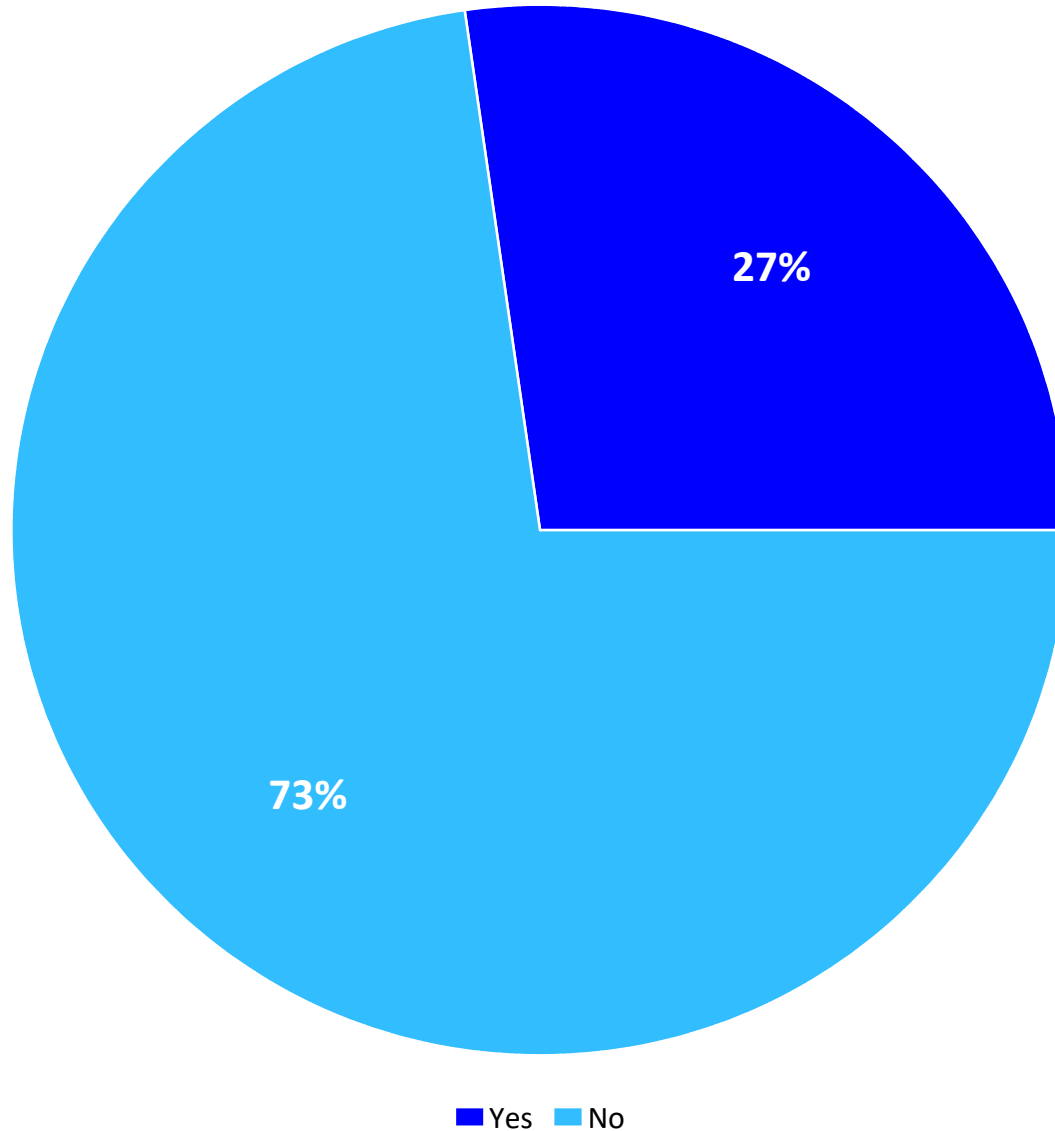


■ Daily ■ A few times per week ■ Weekly ■ Monthly ■ Less than six times

Source: ETC Institute (2019)

# Q12. If a community center was to offer short-term childcare available for people with children who use the facility, would you be more likely to use the facility?

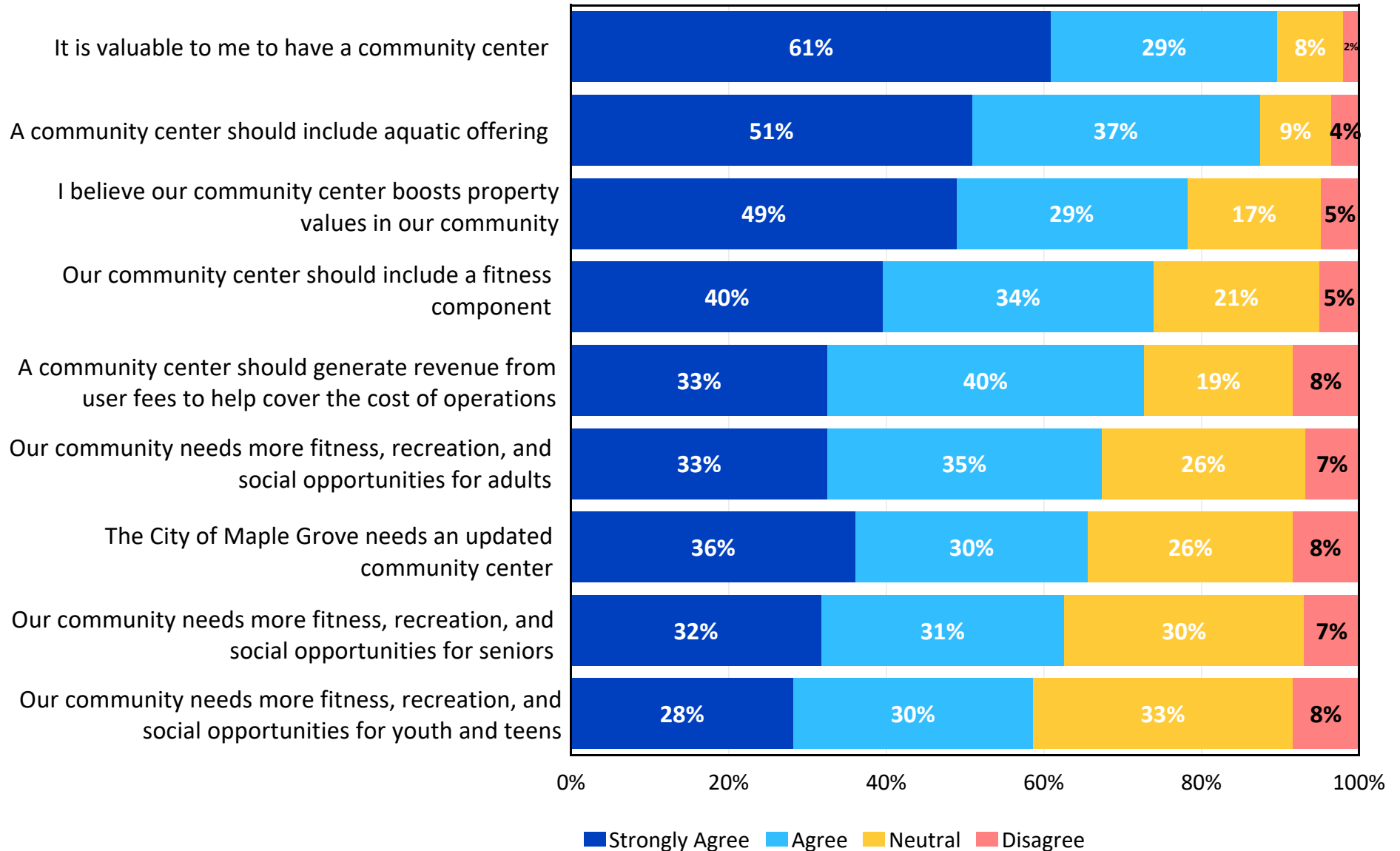
by percentage of respondents



Source: ETC Institute (2019)

# Q14. Level of Agreement With Various Statements Regarding a Community Center

by percentage of respondents

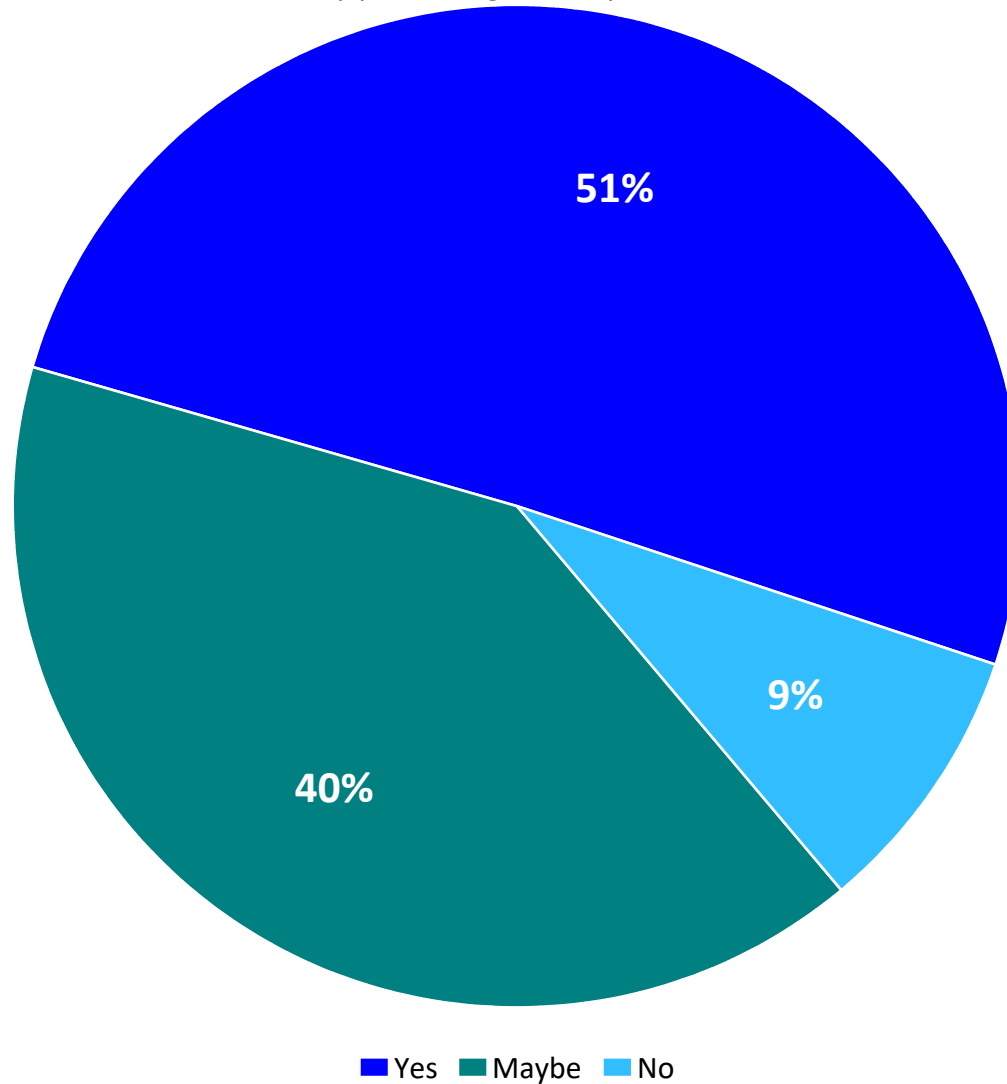


Source: ETC Institute (2019)



**Q15. If an updated community center is developed with the facilities and programs you prefer most, would you or other members of your household be willing to pay to use the services and facilities?**

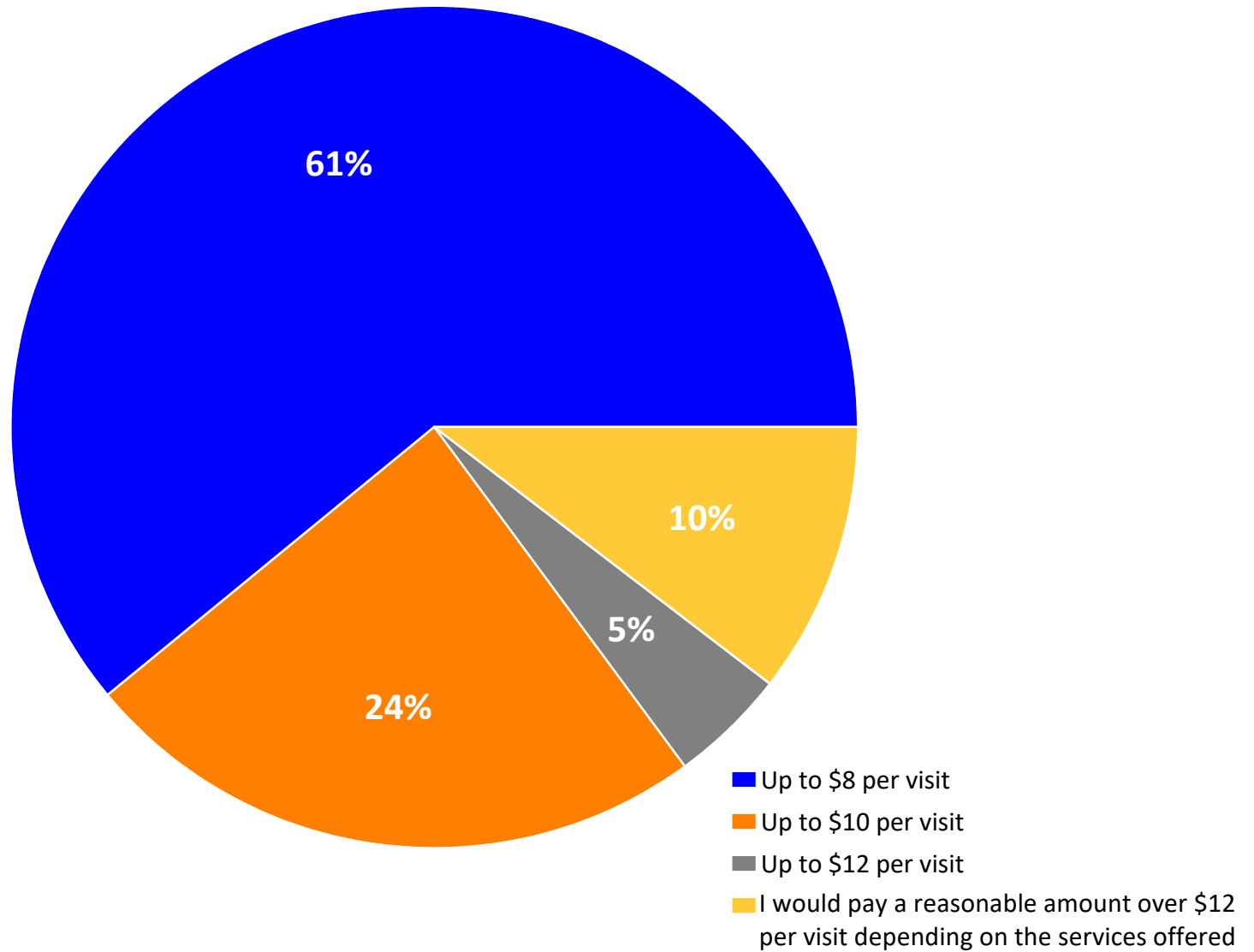
by percentage of respondents



Source: ETC Institute (2019)

# Q15a. Maximum Amount Would Pay to Use Per Visit

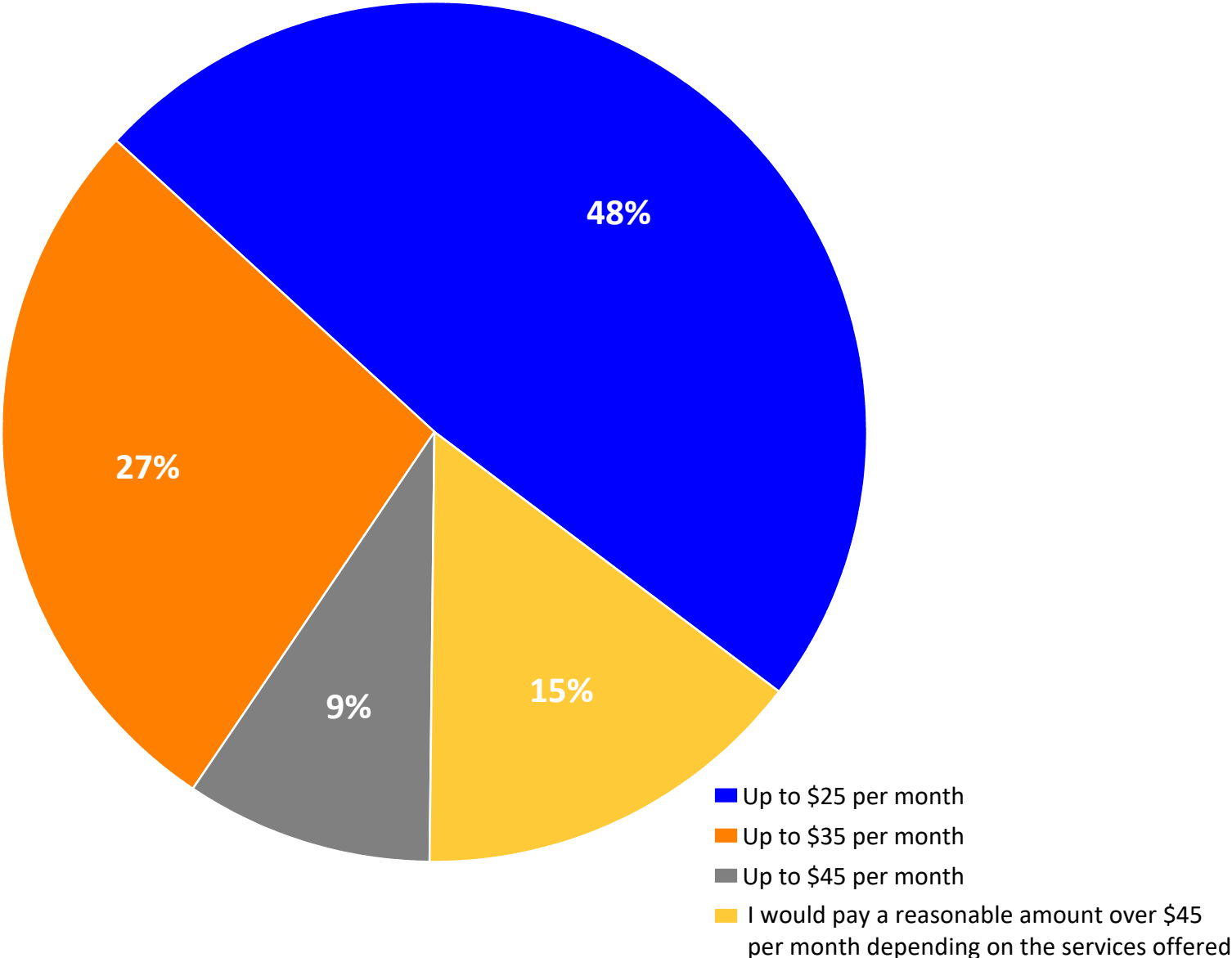
by percentage of respondents



Source: ETC Institute (2019)

# Q15b. Maximum Amount Would Pay to Use Per Month for Individual

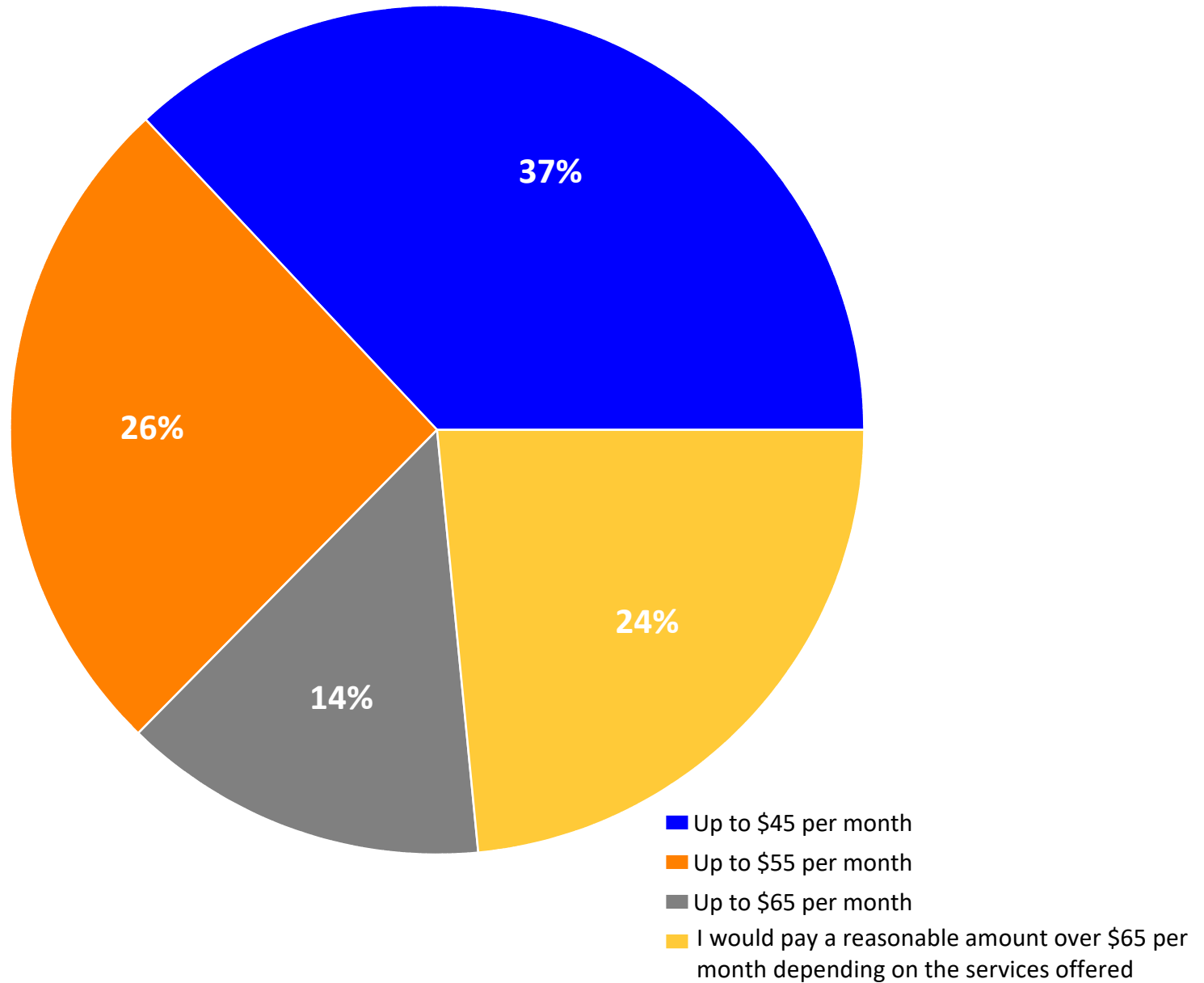
by percentage of respondents



Source: ETC Institute (2019)

# Q15c. Maximum Amount Would Pay to Use Per Month for Family

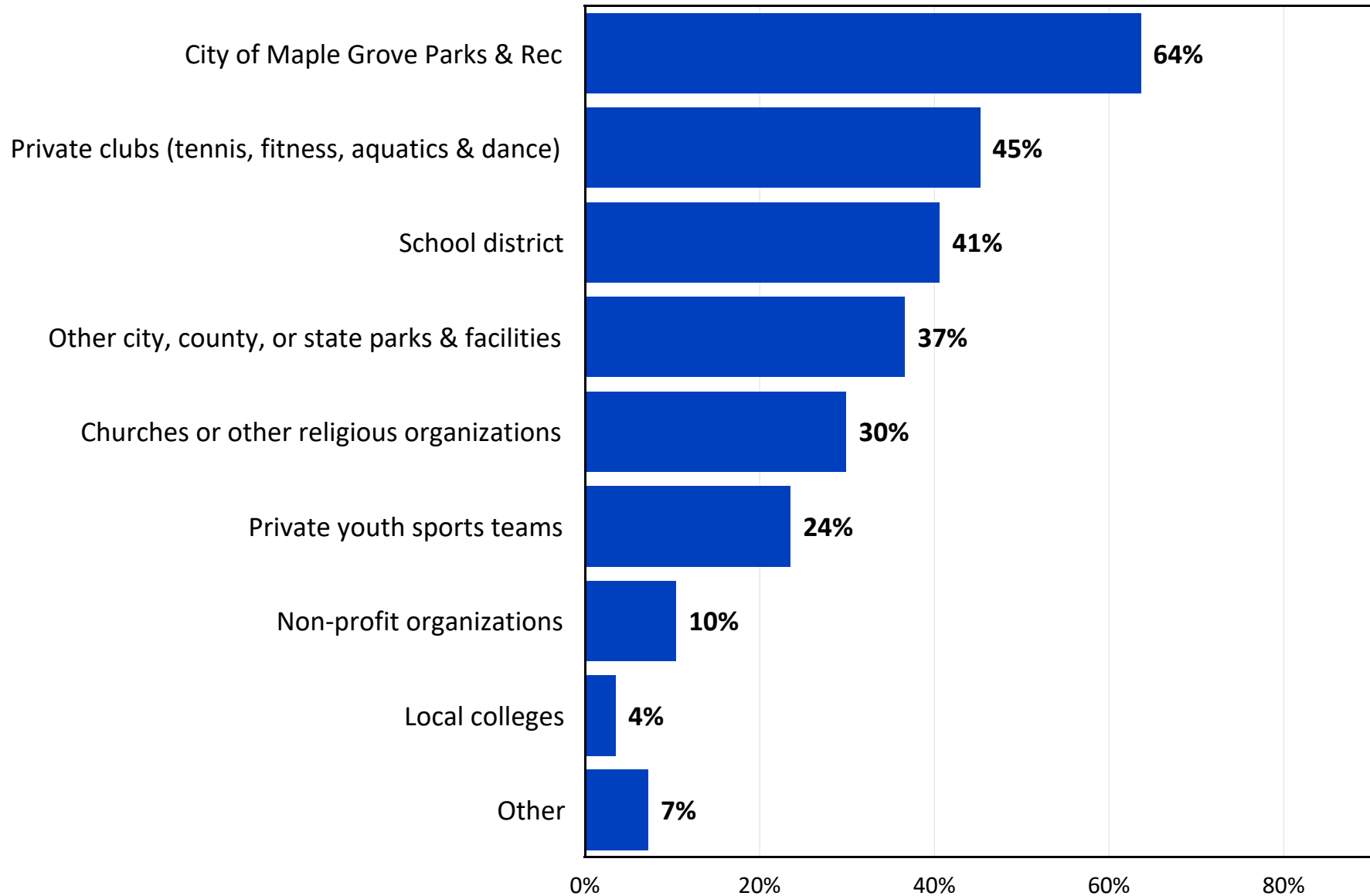
by percentage of respondents



Source: ETC Institute (2019)

# Q16. Organizations Used for Leisure and Recreation by Respondent Households

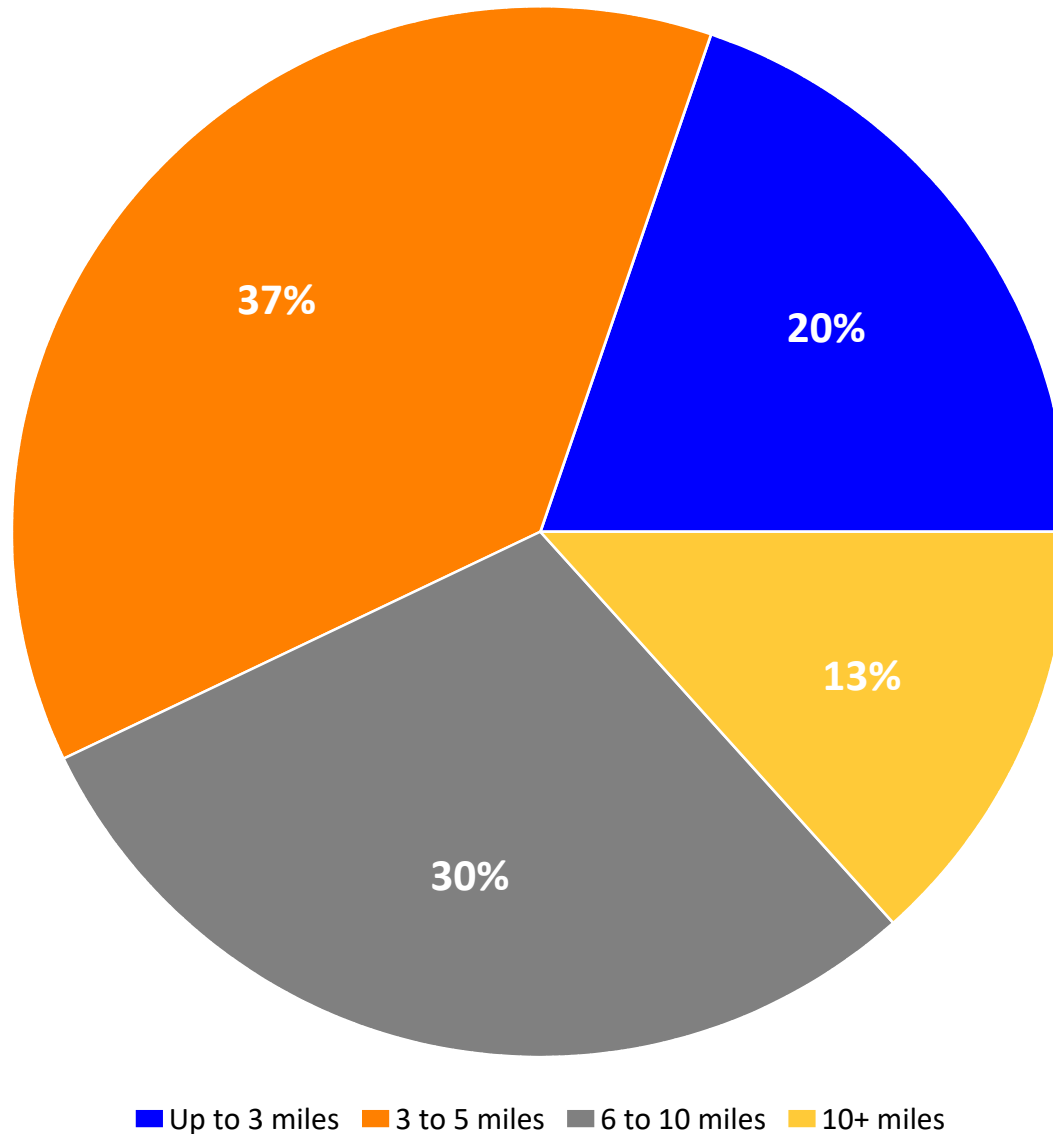
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

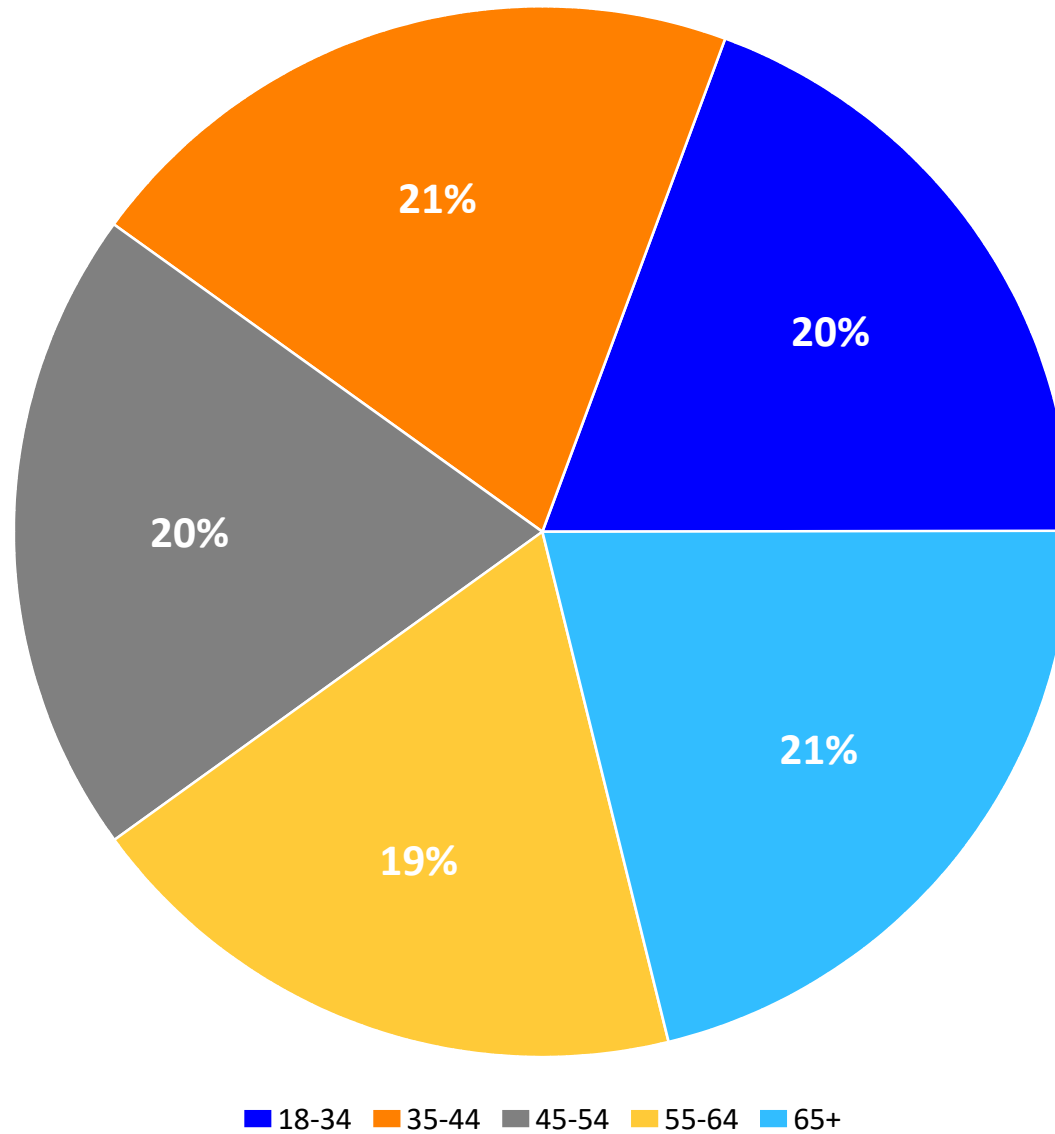
## Q17. How far do you currently travel to use these types of leisure and recreation facilities?

by percentage of respondents



Source: ETC Institute (2019)

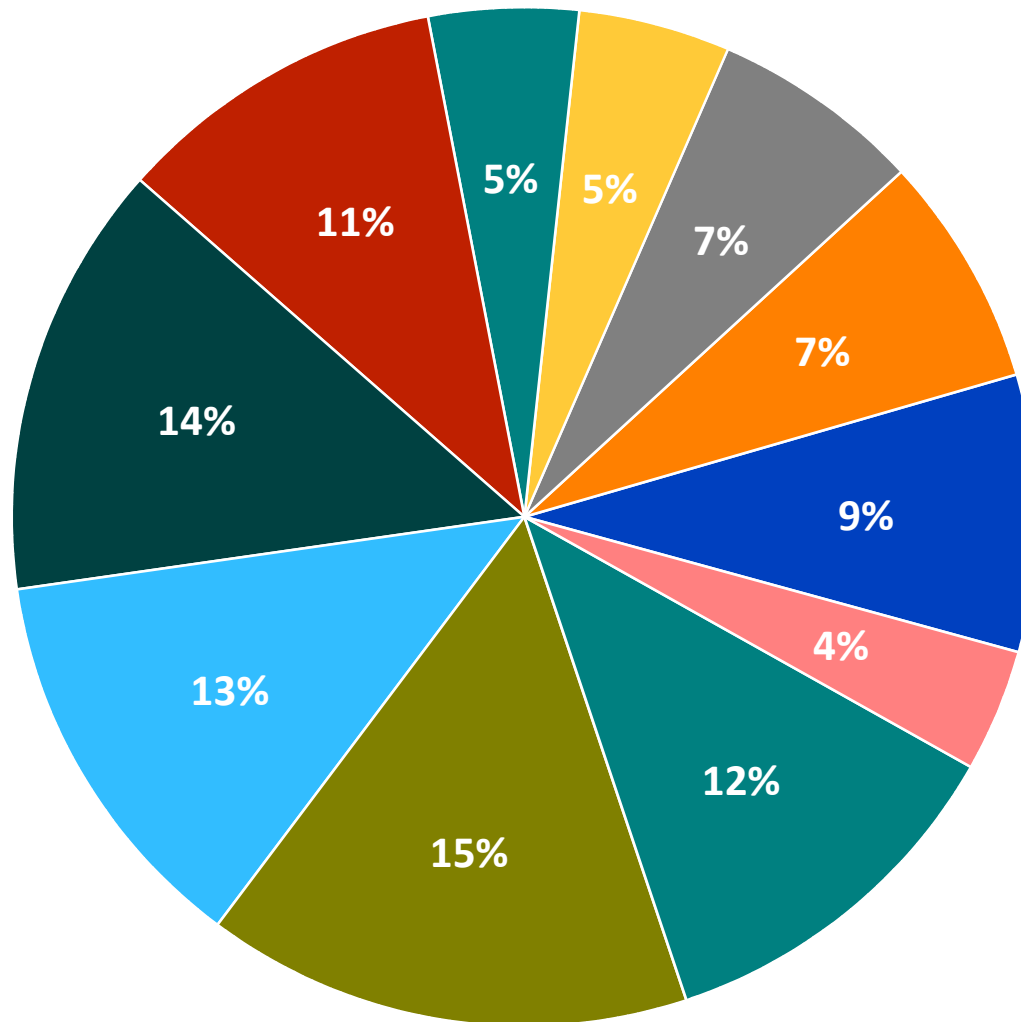
## Q18. Demographics: What is your age? by percentage of respondents



Source: ETC Institute (2019)

# Q19. Demographics: Ages of People in Household

by percentage of household occupants



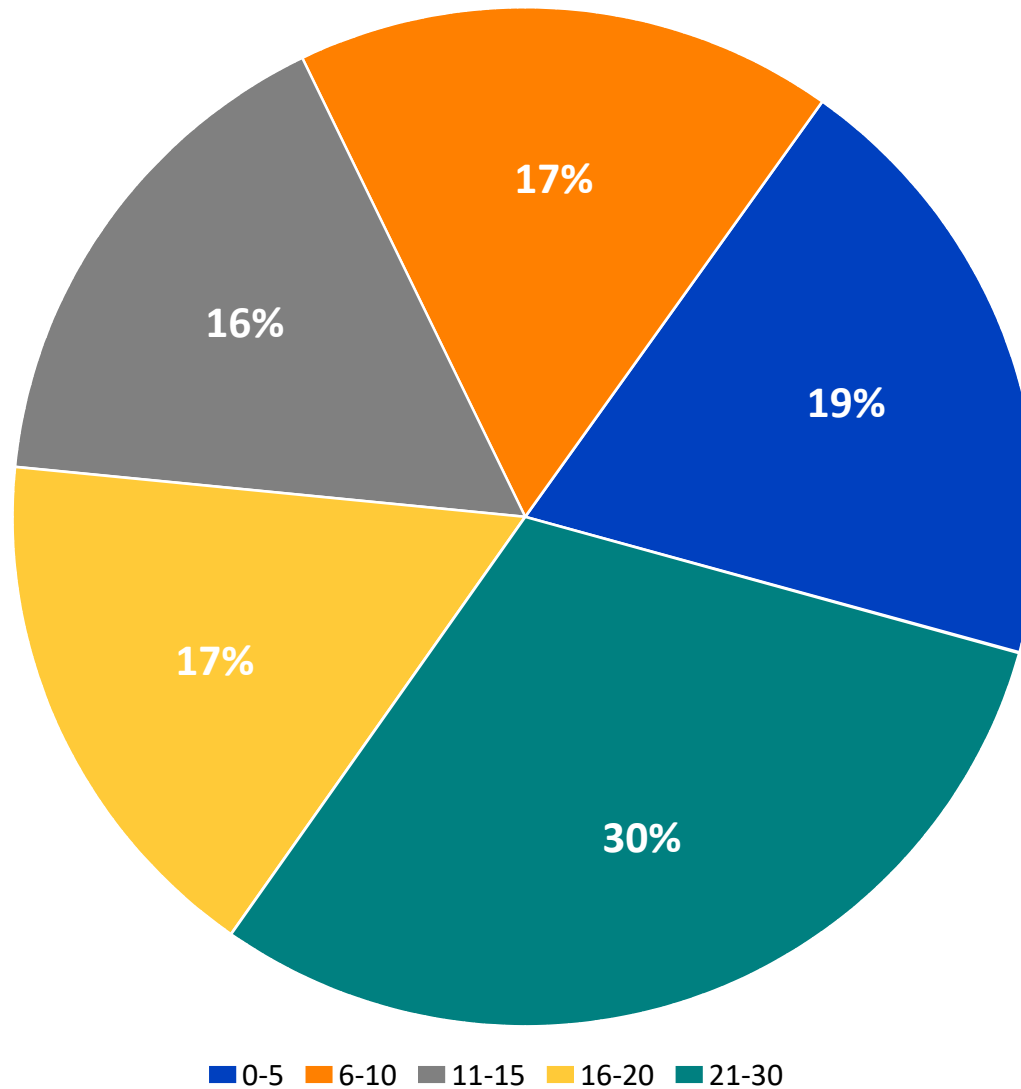
■ Under age 5 ■ Ages 5-9 ■ Ages 10-14 ■ Ages 15-19 ■ Ages 20-24 ■ Ages 25-34 ■ Ages 35-44  
■ Ages 45-54 ■ Ages 55-64 ■ Ages 65-74 ■ Ages 75+

Source: ETC Institute (2019)



## Q20. Demographics: How many years have you lived in the City of Maple Grove?

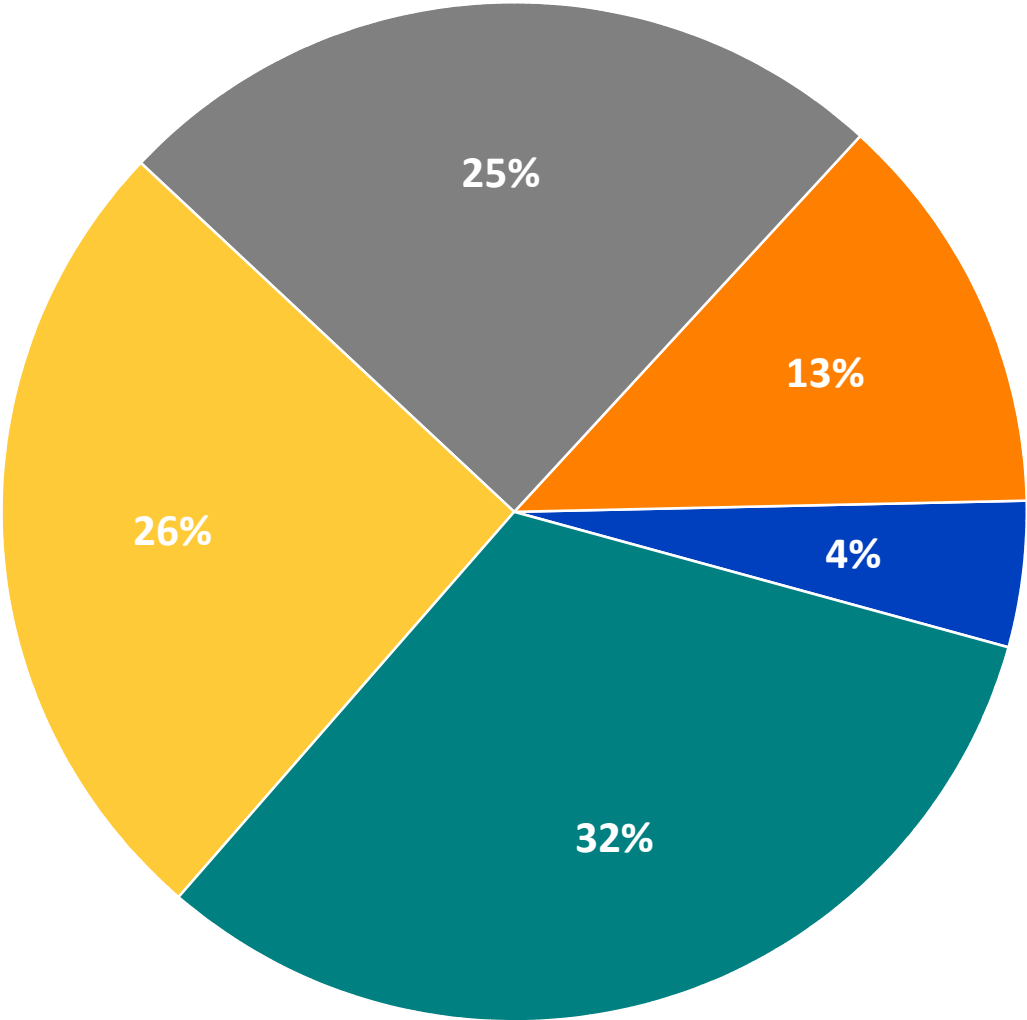
by percentage of respondents



Source: ETC Institute (2019)

# Q21. Demographics: What is your total household income?

by percentage of respondents

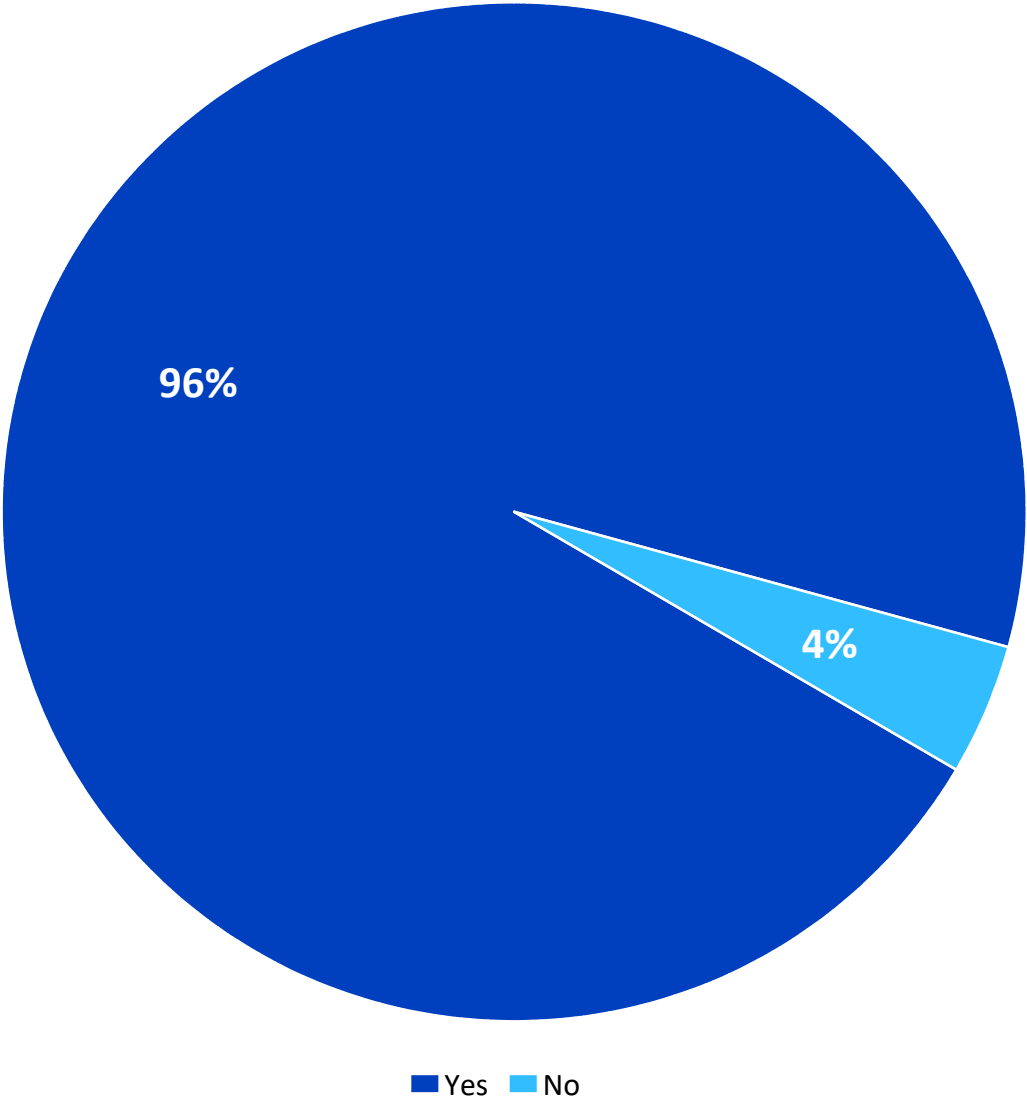


■ Under \$35K ■ \$35K to \$59,999 ■ \$60K to \$99,999 ■ \$100K to \$149,999 ■ \$150K+

Source: ETC Institute (2019)

# Q22. Demographics: Have you voted in the past two years?

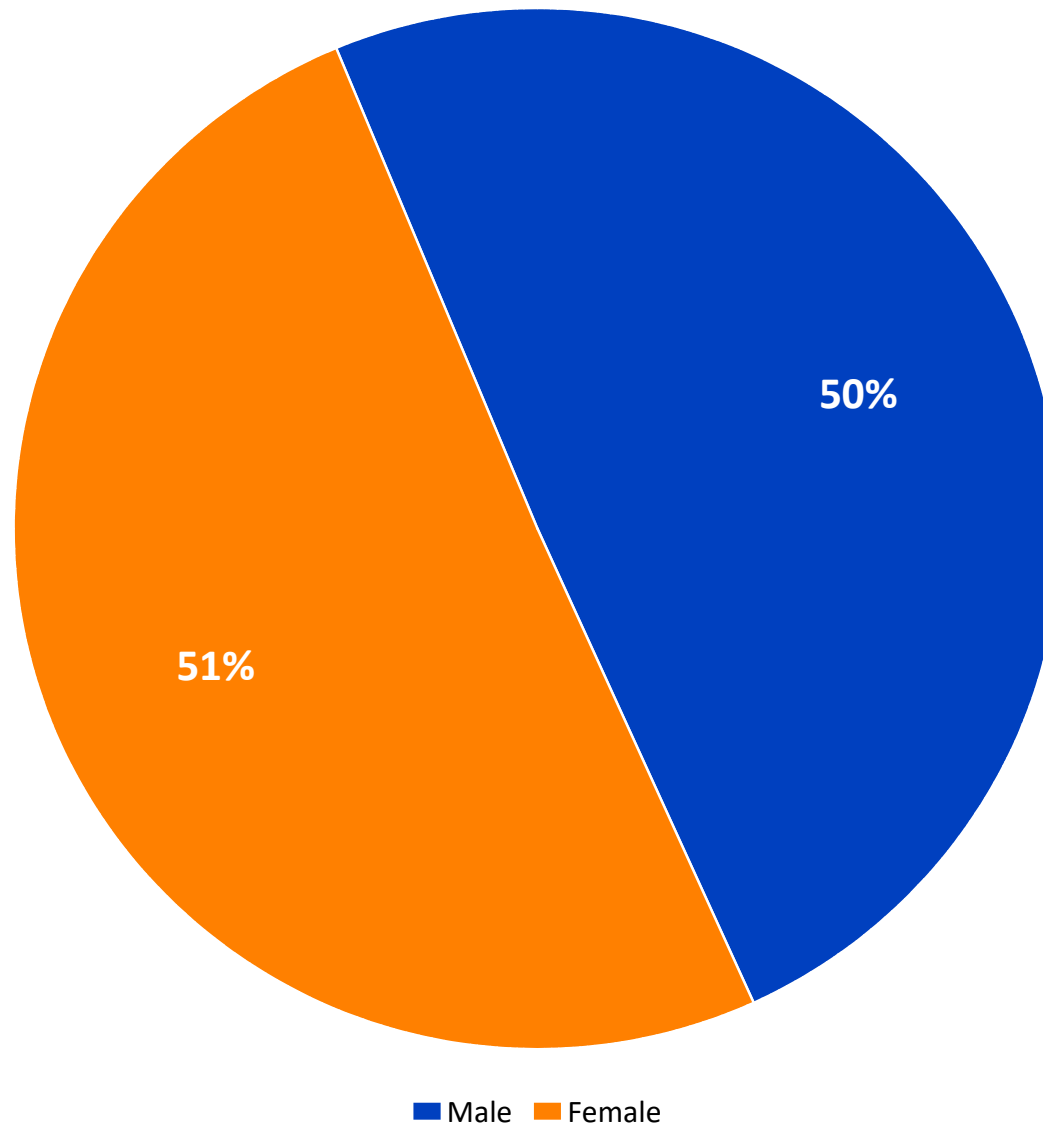
by percentage of respondents



Source: ETC Institute (2019)

## Q23. Demographics: What is your gender?

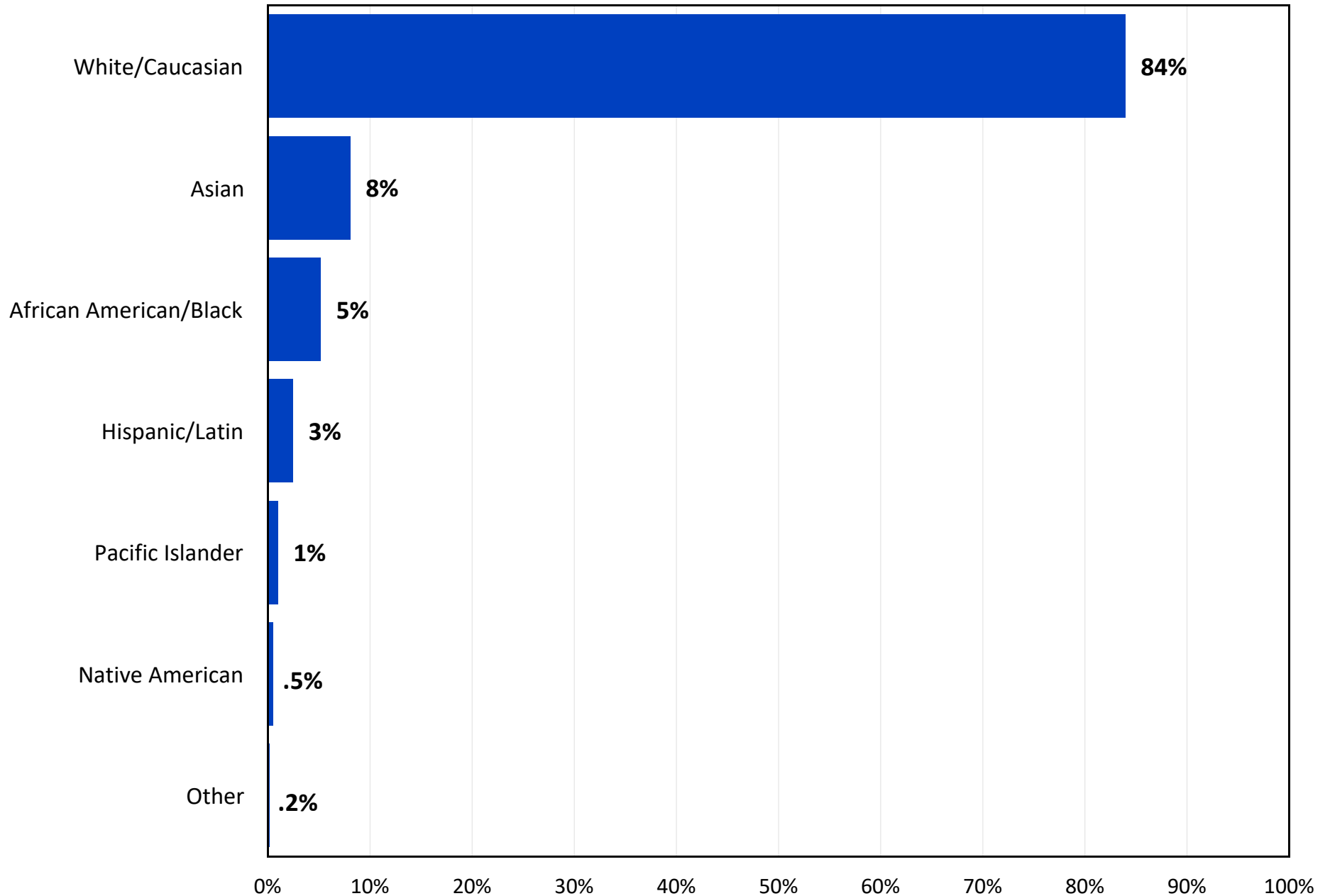
by percentage of respondents



Source: ETC Institute (2019)

## Q24. Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

## **Section 2**

# ***Priority Investment Rating***

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# Priority Investment Rating

## The City of Maple Grove

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The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 3 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

### How to Analyze the Charts:

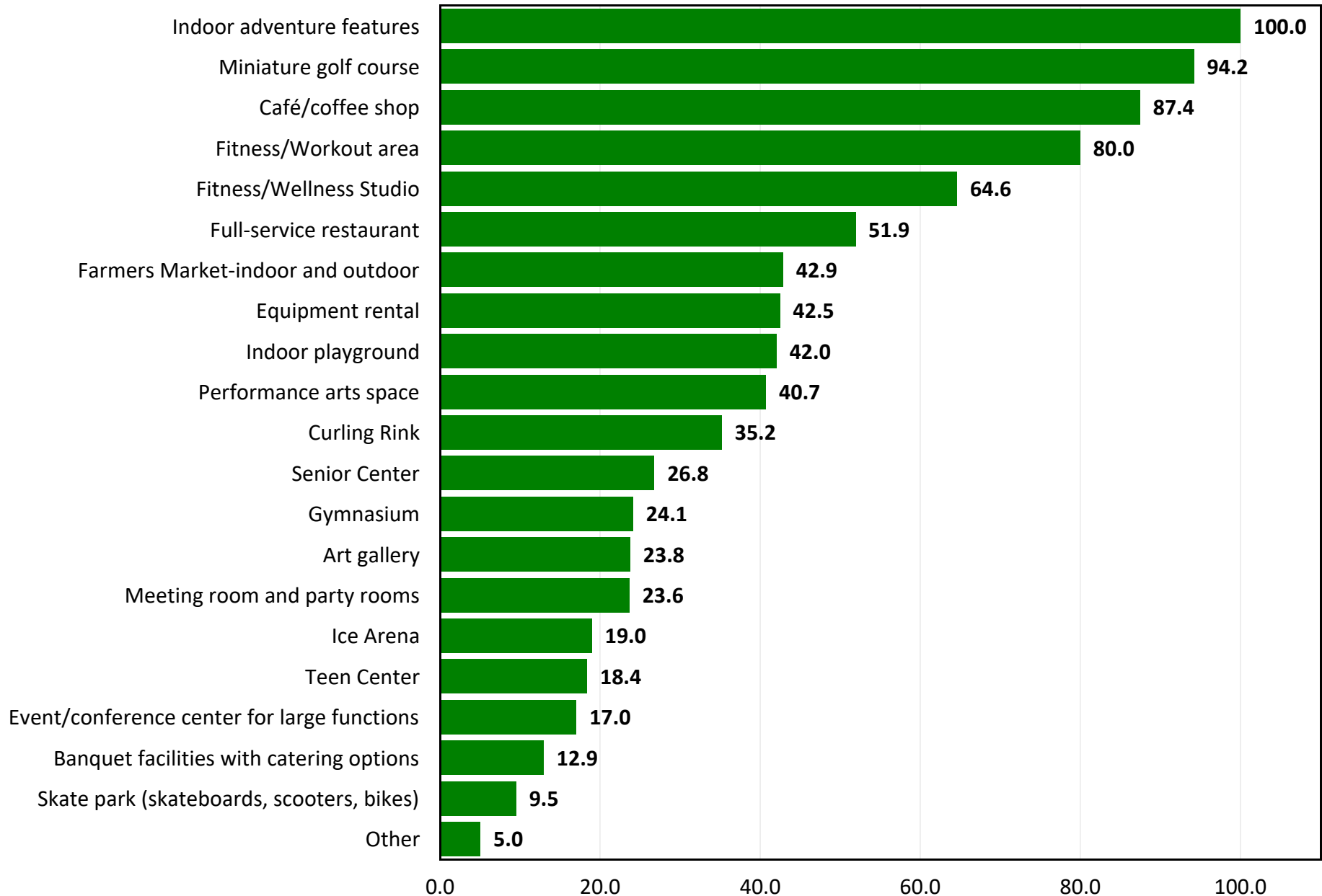
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

# Unmet Needs Rating for Recreation Facilities/Amenities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



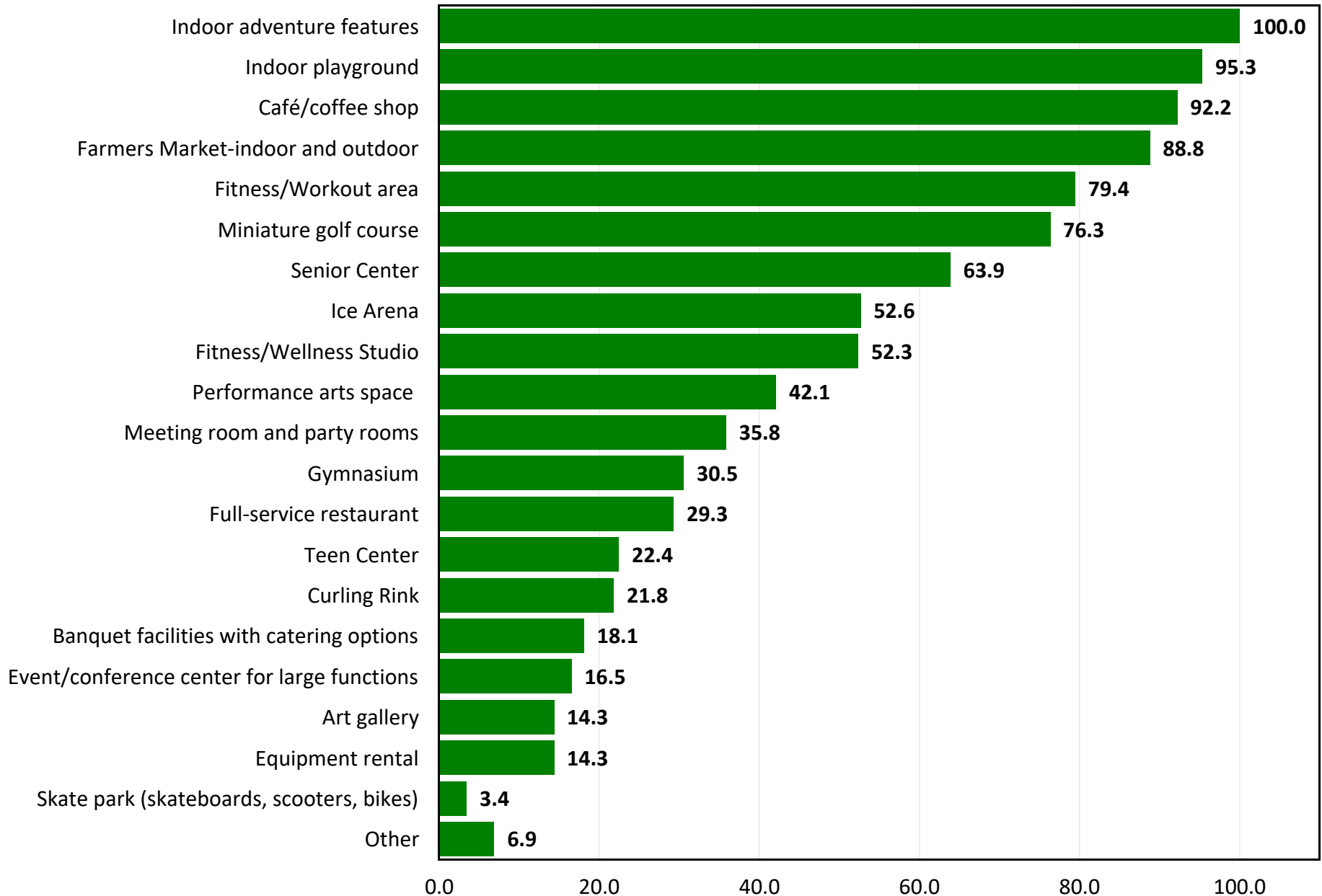
Source: ETC Institute (2019)



# Importance Rating for Recreation Facilities/Amenities

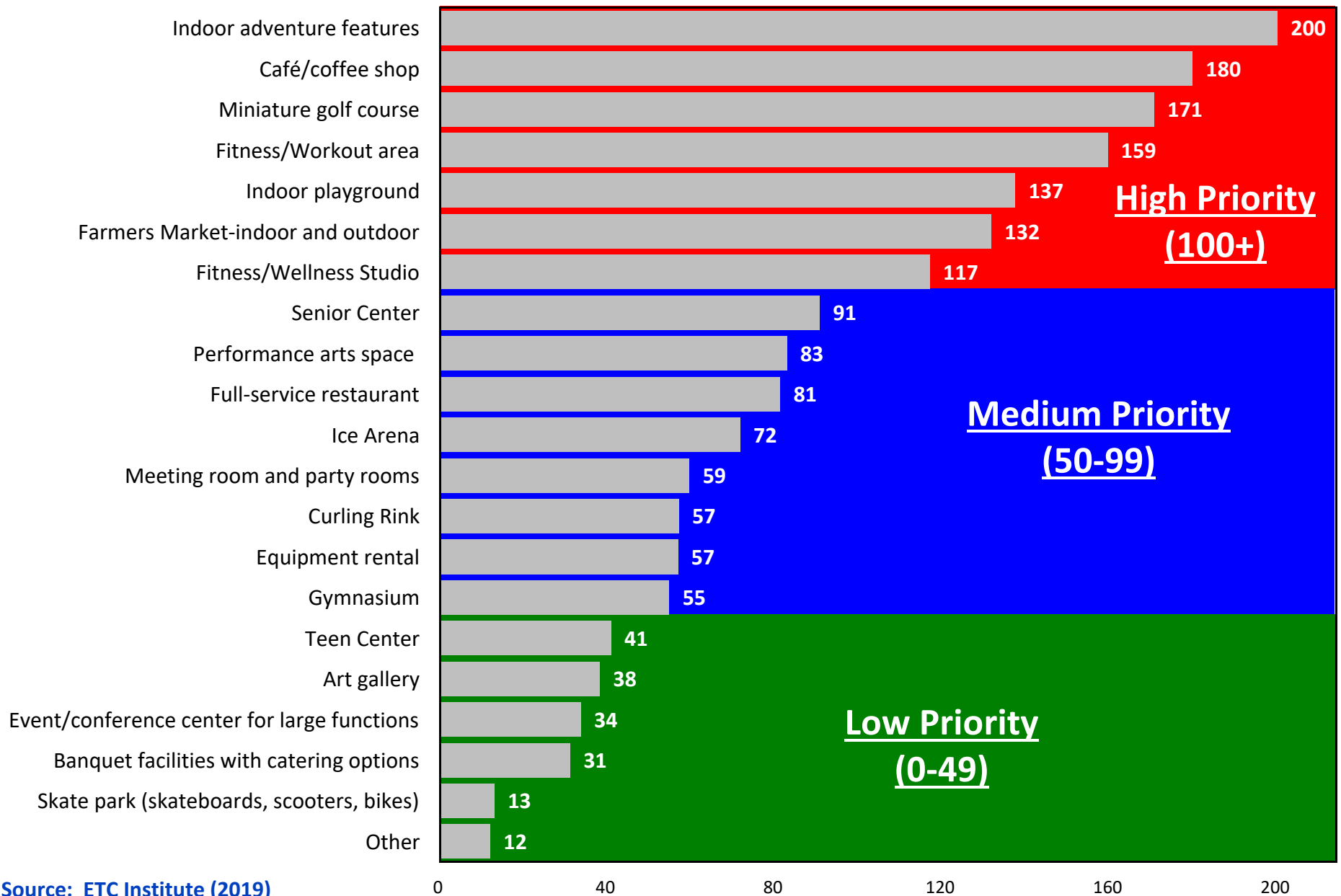
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

# Top Priorities for Investment for Facilities/Amenities Based on the Priority Investment Rating

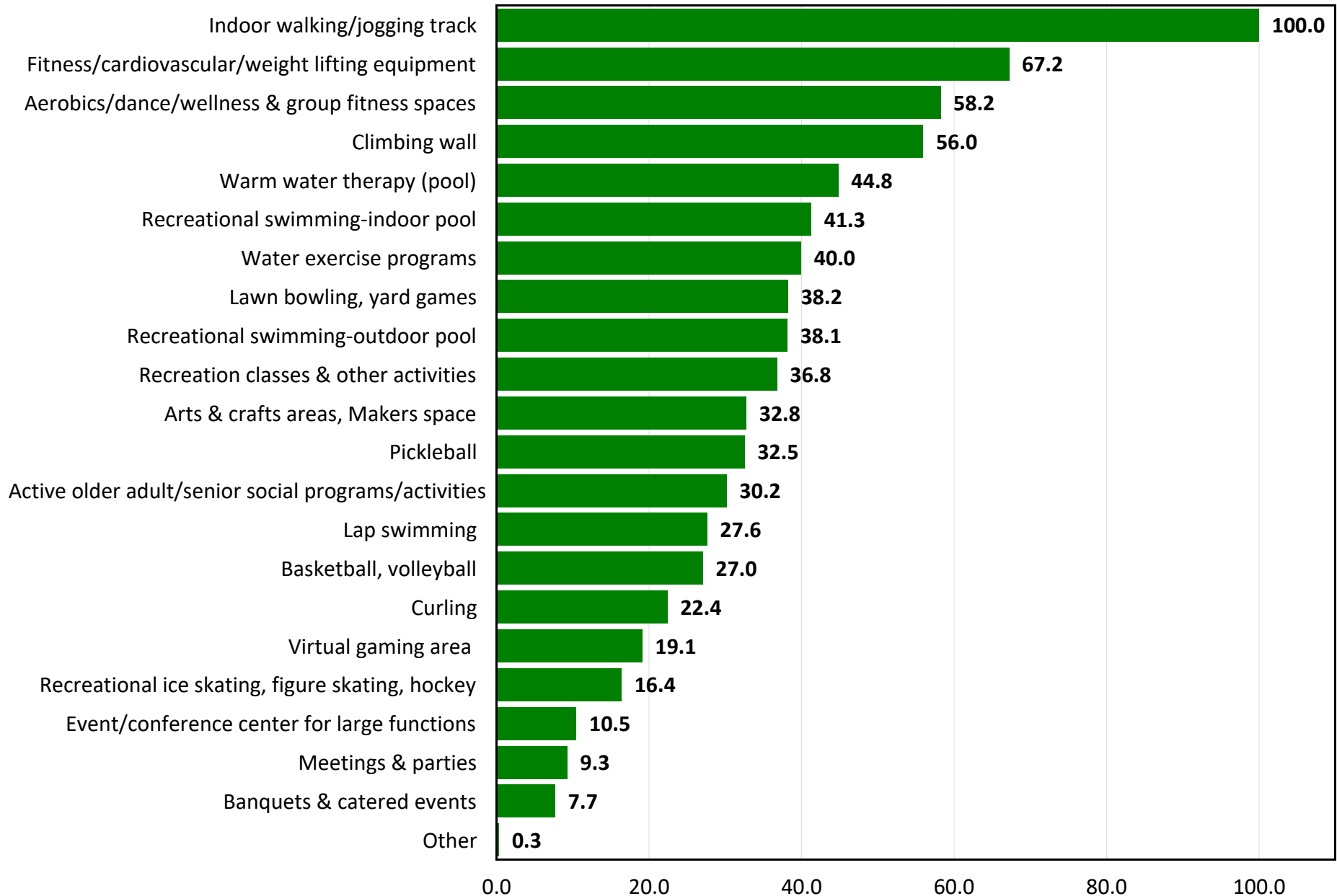


Source: ETC Institute (2019)

# Unmet Needs Rating for Activities/Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

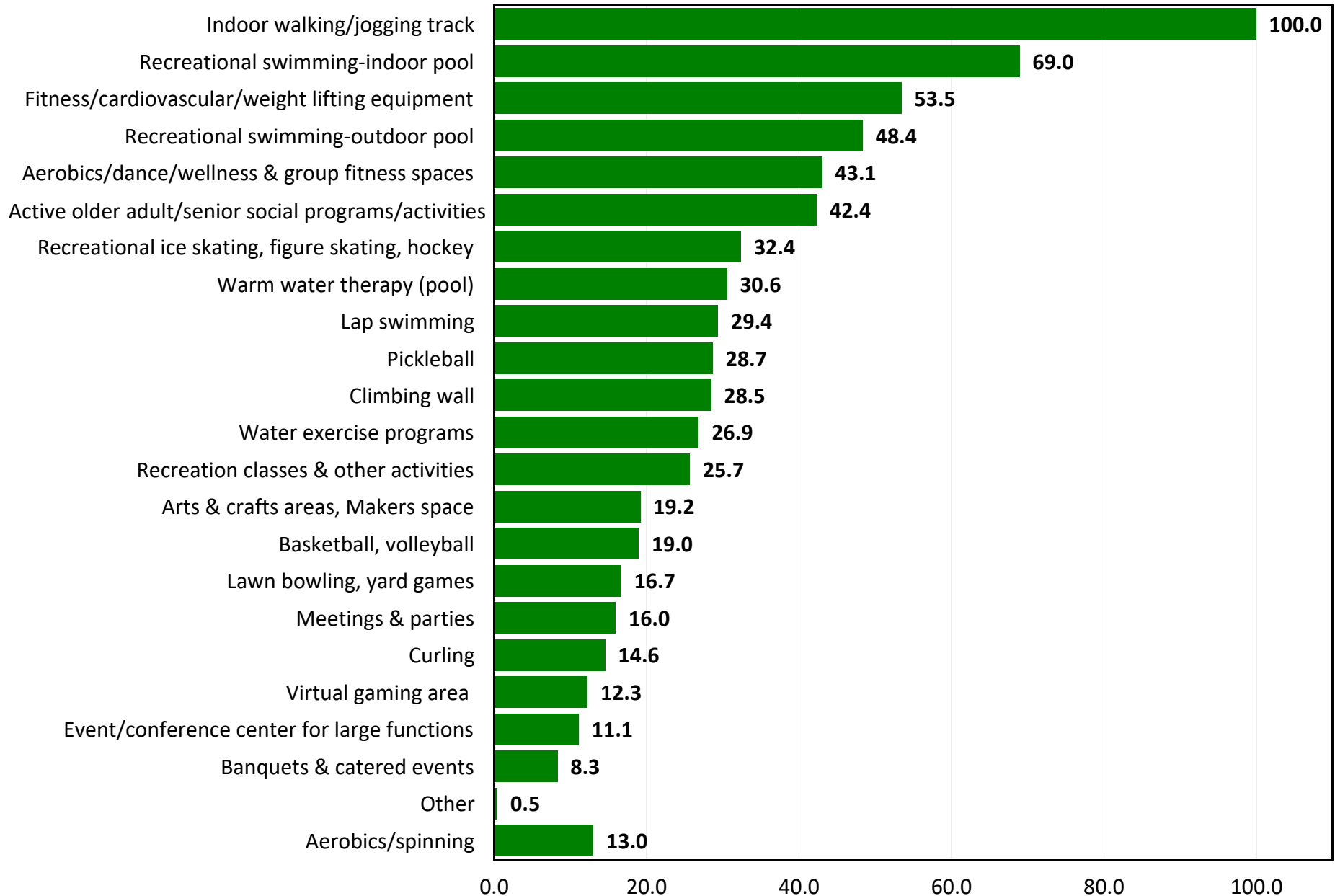


Source: ETC Institute (2019)

# Importance Rating for Activities/Programs

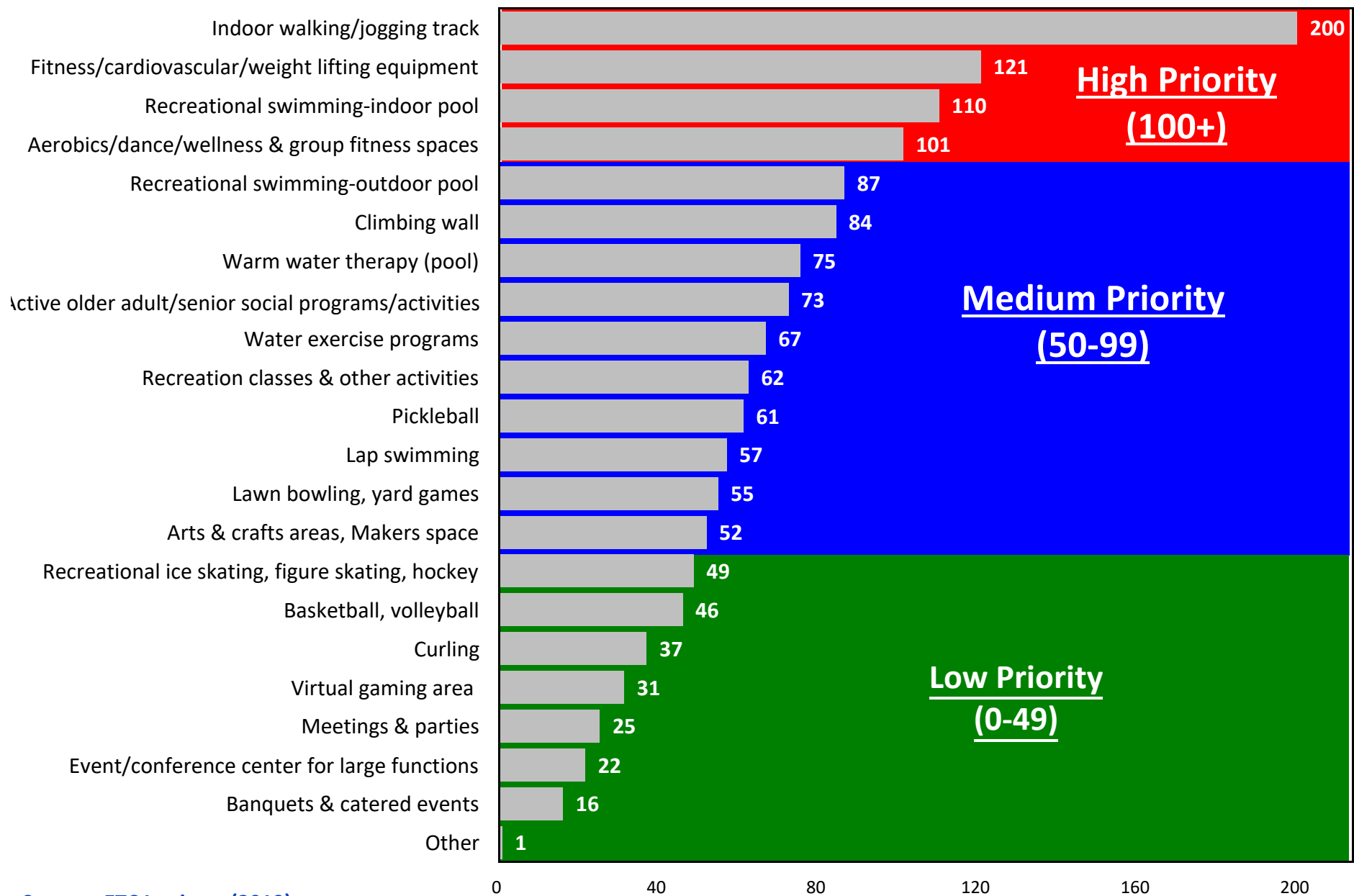
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

# Top Priorities for Investment for Activities/Programs Based on the Priority Investment Rating



Source: ETC Institute (2019)

# Section 3

## *Benchmarking Data*

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# Benchmarking Summary

## Report The City of Maple Grove

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*Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.*

The results of these surveys have provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

*“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues* including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

*Results from household responses for The City of Maple Grove were compared to National Benchmarks to gain further strategic information.* A summary of all tabular comparisons is shown on the following page.

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with The City of Maple Grove is not authorized without written consent from ETC Institute.**

## Benchmarking for the City of Maple Grove

	City of Maple Grove 2019	National Average
<b>Parks and recreation facilities that respondent households have a need for</b>		
Senior Center	35%	24%
Meeting room and party rooms	34%	33%
Ice Arena	33%	23%
Gymnasium	27%	20%
Teen Center	24%	19%
Skate park (skateboards, scooters, bikes)	16%	13%
<b>Most important parks and recreation facilities (sum of top choices)</b>		
Senior Center	21%	10%
Ice Arena	17%	7%
Meeting room and party rooms	12%	8%
Gymnasium	10%	4%
Teen Center	7%	3%
Event/conference center for large functions	5%	21%
Skate park (skateboards, scooters, bikes)	1%	2%
<b>Activities/Programs that respondent households have a need for</b>		
Indoor walking/jogging track	70%	39%
Recreational swimming-indoor pool	55%	24%
Recreational swimming-outdoor pool	47%	31%
Aerobics/dance/wellness and group fitness spaces	44%	49%
Water exercise programs	35%	27%
Active Older Adult/Senior social programs/activities	34%	25%
Lap swimming	31%	51%
Arts & crafts areas, Makers space	22%	21%
<b>Most important activities/programs (sum of top choices)</b>		
Indoor walking/jogging track	43%	15%
Recreational swimming-Indoor Pool	30%	17%
Recreational swimming-Outdoor Pool	21%	17%
Aerobics/dance/wellness and group fitness spaces	19%	30%
Active Older Adult/Senior social programs/activities	18%	16%
Lap swimming	13%	10%
Water exercise programs	12%	11%
Arts & crafts areas, Makers space	8%	9%
<b>Organizations used for parks and recreation programs and facilities</b>		
City of Maple Grove Parks & Rec	64%	52%
Private clubs (tennis, fitness, aquatics & dance)	45%	22%
School district	41%	24%
Other city, county, or state parks & facilities	37%	29%
Churches or other religious organizations	30%	26%
Private youth sports teams	24%	14%
Local colleges	4%	17%



# Section 4

## *Tabular Data*

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**Q1. Have you or members of your household visited the Maple Grove Community Center, located at 12951 Weaver Lake Road?**

Q1. Have you visited Maple Grove Community Center, located at 12951 Weaver Lake Road	Number	Percent
Yes	378	91.1 %
No	37	8.9 %
Total	415	100.0 %

**Q2. About how often have you or members of your household visited the Maple Grove Community Center in the past year?**

Q2. About how often have you visited Maple Grove Community Center in past year	Number	Percent
Daily	1	0.3 %
A few times per week	32	8.5 %
Weekly	39	10.3 %
Monthly	83	22.0 %
Once or twice a season	205	54.2 %
Don't know	18	4.8 %
Total	378	100.0 %

**WITHOUT "DON'T KNOW"**

**Q2. About how often have you or members of your household visited the Maple Grove Community Center in the past year? (without "don't know")**

Q2. About how often have you visited Maple Grove Community Center in past year	Number	Percent
Daily	1	0.3 %
A few times per week	32	8.9 %
Weekly	39	10.8 %
Monthly	83	23.1 %
Once or twice a season	205	56.9 %
Total	360	100.0 %

**Q3. Please indicate if you or any members of your household have used any of the following areas in the Maple Grove Community Center in the past year.**

(N=378)

	Yes	No
Q3-1. Meeting rooms	30.2%	69.8%
Q3-2. Senior Center	11.6%	88.4%
Q3-3. Banquet room	9.0%	91.0%
Q3-4. Ice Arena	22.2%	77.8%
Q3-5. Grove Cove Aquatic Center indoor pools	40.2%	59.8%
Q3-6. Outdoor pool	31.2%	68.8%
Q3-7. Maple MAZE indoor playground	28.6%	71.4%
Q3-8. Gymnasium	11.9%	88.1%
Q3-9. Teen Center	2.4%	97.6%
Q3-10. Skate Park	5.0%	95.0%
Q3-11. Lions outdoor playground	21.4%	78.6%
Q3-12. Lions picnic pavilion	12.2%	87.8%
Q3-13. Farmer's Market	52.6%	47.4%
Q3-14. Playhouse Preschool	7.7%	92.3%
Q3-15. Events or large functions (e.g. expo, craft show)	39.7%	60.3%
Q3-16. Business/organizational meeting or conference	14.0%	86.0%
Q3-17. Private function-social gathering, party	11.6%	88.4%
Q3-18. Banquet facilities with catering options	2.1%	97.9%

**Q3. " If "Yes," please indicate how often you use that area.**

(N=358)

	Weekly	Monthly	1-4 times per year
Q3-1. Meeting rooms	1.9%	8.3%	89.8%
Q3-2. Senior Center	19.5%	7.3%	73.2%
Q3-3. Banquet room	3.3%	0.0%	96.7%
Q3-4. Ice Arena	30.0%	16.3%	53.8%
Q3-5. Grove Cove Aquatic Center indoor pools	14.5%	25.5%	60.0%
Q3-6. Outdoor pool	9.9%	18.0%	72.1%
Q3-7. Maple MAZE indoor playground	4.0%	25.7%	70.3%
Q3-8. Gymnasium	11.9%	26.2%	61.9%
Q3-9. Teen Center	0.0%	37.5%	62.5%
Q3-10. Skate Park	6.3%	12.5%	81.3%
Q3-11. Lions outdoor playground	6.6%	21.1%	72.4%
Q3-12. Lions picnic pavilion	4.8%	16.7%	78.6%
Q3-13. Farmer's Market	18.3%	18.8%	62.8%
Q3-14. Playhouse Preschool	20.8%	25.0%	54.2%
Q3-15. Events or large functions (e.g. expo, craft show)	2.2%	5.1%	92.7%
Q3-16. Business/organizational meeting or conference	2.0%	8.2%	89.8%
Q3-17. Private function-social gathering, party	0.0%	4.8%	95.2%
Q3-18. Banquet facilities with catering options	14.3%	0.0%	85.7%

**Q4. After 20 years of service and high community use, the City of Maple Grove is planning for the next 20 years of the Maple Grove Community Center. We are studying options for the future of the facility. Regardless if you have visited the Maple Grove Community Center over the past several years, we would like your opinion on the following questions. Using a scale of 1 to 5, where 5 means "Very Interested," and 1 means "Not at All Interested," please indicate your interest in each of the following potential amenities.**

(N=415)

	Very interested	Interested	Neutral	Not interested	Not at all interested	Don't know
Q4-1. Indoor pool lap lanes	18.6%	20.5%	24.1%	12.0%	17.3%	7.5%
Q4-2. Zero depth entry pool	21.7%	26.0%	21.2%	8.7%	15.2%	7.2%
Q4-3. Medium depth warm water pool	23.9%	33.7%	17.6%	5.3%	12.8%	6.7%
Q4-4. Dedicated instructional & water fitness pool	20.2%	24.6%	23.4%	8.7%	15.7%	7.5%
Q4-5. Outdoor pool with features for kids & adults	34.2%	27.7%	13.0%	5.1%	14.2%	5.8%
Q4-6. Wave pool	22.9%	21.4%	21.4%	11.1%	17.6%	5.5%
Q4-7. Lazy river	27.5%	29.9%	16.4%	6.0%	13.7%	6.5%
Q4-8. Spray pad	17.3%	21.9%	24.3%	10.8%	16.4%	9.2%
Q4-9. Flow rider	14.9%	13.3%	26.0%	11.8%	17.8%	16.1%
Q4-10. Zip line	17.1%	25.1%	19.5%	12.3%	17.8%	8.2%
Q4-11. Large water slides and/or multiple water slides	24.6%	27.0%	19.0%	8.7%	14.2%	6.5%
Q4-12. Whirlpool	23.9%	25.3%	21.2%	9.2%	14.5%	6.0%
Q4-13. Shade structure for outdoor pool area	36.1%	26.7%	13.3%	5.1%	11.6%	7.2%
Q4-14. Party rooms/rental cabanas accessible from pool	17.8%	23.6%	25.8%	10.4%	13.3%	9.2%
Q4-15. Concessions	23.4%	32.5%	20.2%	4.8%	12.5%	6.5%
Q4-16. Family changing rooms	27.5%	29.6%	20.0%	4.8%	11.1%	7.0%
Q4-17. Other	94.4%	0.0%	0.0%	0.0%	5.6%	0.0%

**Q4. After 20 years of service and high community use, the City of Maple Grove is planning for the next 20 years of the Maple Grove Community Center. We are studying options for the future of the facility. Regardless if you have visited the Maple Grove Community Center over the past several years, we would like your opinion on the following questions. Using a scale of 1 to 5, where 5 means "Very Interested," and 1 means "Not at All Interested," please indicate your interest in each of the following potential amenities. (without "don't know")**

(N=415)

	Very interested	Interested	Neutral	Not interested	Not at all interested
Q4-1. Indoor pool lap lanes	20.1%	22.1%	26.0%	13.0%	18.8%
Q4-2. Zero depth entry pool	23.4%	28.1%	22.9%	9.4%	16.4%
Q4-3. Medium depth warm water pool	25.6%	36.2%	18.9%	5.7%	13.7%
Q4-4. Dedicated instructional & water fitness pool	21.9%	26.6%	25.3%	9.4%	16.9%
Q4-5. Outdoor pool with features for kids & adults	36.3%	29.4%	13.8%	5.4%	15.1%
Q4-6. Wave pool	24.2%	22.7%	22.7%	11.7%	18.6%
Q4-7. Lazy river	29.4%	32.0%	17.5%	6.4%	14.7%
Q4-8. Spray pad	19.1%	24.1%	26.8%	11.9%	18.0%
Q4-9. Flow rider	17.8%	15.8%	31.0%	14.1%	21.3%
Q4-10. Zip line	18.6%	27.3%	21.3%	13.4%	19.4%
Q4-11. Large water slides and/or multiple water slides	26.3%	28.9%	20.4%	9.3%	15.2%
Q4-12. Whirlpool	25.4%	26.9%	22.6%	9.7%	15.4%
Q4-13. Shade structure for outdoor pool area	39.0%	28.8%	14.3%	5.5%	12.5%
Q4-14. Party rooms/rental cabanas accessible from pool	19.6%	26.0%	28.4%	11.4%	14.6%
Q4-15. Concessions	25.0%	34.8%	21.6%	5.2%	13.4%
Q4-16. Family changing rooms	29.5%	31.9%	21.5%	5.2%	11.9%
Q4-17. Other	94.4%	0.0%	0.0%	0.0%	5.6%

#### **Q4-17. Other**

<u>Q4-17. Other</u>	<u>Number</u>	<u>Percent</u>
More food options at the concessions stand	1	5.6 %
Adult only pool, whirlpool, walking lanes, & warm water pools	1	5.6 %
BIGGER ZIPLINE	1	5.6 %
UPDATE LOCKER ROOM	1	5.6 %
TIKI BAR	1	5.6 %
OLYMPIC HIGH DIVE	1	5.6 %
BIGGER PARKING SPACE	1	5.6 %
WATER POOL	1	5.6 %
WATER SLIDES	1	5.6 %
HANDICAP OPENING DOORS	1	5.6 %
ADULT ONLY OUTDOOR POOL AREA	1	5.6 %
DIVING DEEP END FOR SYNCHRONIZED SWIMMING	1	5.6 %
All ice rink facilities	1	5.6 %
Size of indoor/outdoor pool areas are not sufficient	1	5.6 %
More seating around the pool area	1	5.6 %
Sauna	1	5.6 %
A larger gym or updating current gym with better basketball hoops/flooring	1	5.6 %
<u>Resurface play area to turf material like Central Park</u>	<u>1</u>	<u>5.6 %</u>
Total	18	100.0 %



**Q5. Which THREE of the items listed in Question 4 do you think would be most important to include in the redesigned indoor and or outdoor aquatic facility for our community?**

Q5. Top choice	Number	Percent
Indoor pool lap lanes	54	13.0 %
Zero depth entry pool	28	6.7 %
Medium depth warm water pool	27	6.5 %
Dedicated instructional & water fitness pool	35	8.4 %
Outdoor pool with features for kids & adults	58	14.0 %
Wave pool	21	5.1 %
Lazy river	22	5.3 %
Spray pad	7	1.7 %
Flow rider	6	1.4 %
Zip line	11	2.7 %
Large water slides and/or multiple water slides	18	4.3 %
Whirlpool	12	2.9 %
Shade structure for outdoor pool area	22	5.3 %
Party rooms/rental cabanas accessible from pool	7	1.7 %
Concessions	2	0.5 %
Family changing rooms	13	3.1 %
Other	5	1.2 %
None chosen	67	16.1 %
Total	415	100.0 %

**Q5. Which THREE of the items listed in Question 4 do you think would be most important to include in the redesigned indoor and or outdoor aquatic facility for our community?**

Q5. 2nd choice	Number	Percent
Indoor pool lap lanes	15	3.6 %
Zero depth entry pool	31	7.5 %
Medium depth warm water pool	21	5.1 %
Dedicated instructional & water fitness pool	32	7.7 %
Outdoor pool with features for kids & adults	34	8.2 %
Wave pool	33	8.0 %
Lazy river	35	8.4 %
Spray pad	7	1.7 %
Flow rider	3	0.7 %
Zip line	4	1.0 %
Large water slides and/or multiple water slides	32	7.7 %
Whirlpool	21	5.1 %
Shade structure for outdoor pool area	41	9.9 %
Party rooms/rental cabanas accessible from pool	6	1.4 %
Concessions	7	1.7 %
Family changing rooms	19	4.6 %
Other	1	0.2 %
None chosen	73	17.6 %
Total	415	100.0 %

**Q5. Which THREE of the items listed in Question 4 do you think would be most important to include in the redesigned indoor and or outdoor aquatic facility for our community?**

Q5. 3rd choice	Number	Percent
Indoor pool lap lanes	16	3.9 %
Zero depth entry pool	13	3.1 %
Medium depth warm water pool	19	4.6 %
Dedicated instructional & water fitness pool	16	3.9 %
Outdoor pool with features for kids & adults	51	12.3 %
Wave pool	25	6.0 %
Lazy river	27	6.5 %
Spray pad	11	2.7 %
Flow rider	5	1.2 %
Zip line	12	2.9 %
Large water slides and/or multiple water slides	32	7.7 %
Whirlpool	21	5.1 %
Shade structure for outdoor pool area	30	7.2 %
Party rooms/rental cabanas accessible from pool	11	2.7 %
Concessions	20	4.8 %
Family changing rooms	18	4.3 %
None chosen	88	21.2 %
Total	415	100.0 %

**Q5. Which THREE of the items listed in Question 4 do you think would be most important to include in the redesigned indoor and or outdoor aquatic facility for our community? (top 3)**

Q5. Sum of top 3 choices	Number	Percent
Indoor pool lap lanes	85	20.5 %
Zero depth entry pool	72	17.3 %
Medium depth warm water pool	67	16.1 %
Dedicated instructional & water fitness pool	83	20.0 %
Outdoor pool with features for kids & adults	143	34.5 %
Wave pool	79	19.0 %
Lazy river	84	20.2 %
Spray pad	25	6.0 %
Flow rider	14	3.4 %
Zip line	27	6.5 %
Large water slides and/or multiple water slides	82	19.8 %
Whirlpool	54	13.0 %
Shade structure for outdoor pool area	93	22.4 %
Party rooms/rental cabanas accessible from pool	24	5.8 %
Concessions	29	7.0 %
Family changing rooms	50	12.0 %
Other	6	1.4 %
None chosen	67	16.1 %
Total	1084	

**Q6. If an updated aquatic facility is developed which included the features you chose as most important in Question 5, how often would you or other members of your household use the facility?**

Q6. How often would you use updated aquatic facility	Number	Percent
Daily	3	0.7 %
A few times per week	54	13.0 %
Weekly	93	22.4 %
Monthly	85	20.5 %
Once or twice a season	70	16.9 %
Don't know	110	26.5 %
Total	415	100.0 %

**WITHOUT "DON'T KNOW"**

**Q6. If an updated aquatic facility is developed which included the features you chose as most important in Question 5, how often would you or other members of your household use the facility? (without "don't know")**

Q6. How often would you use updated aquatic facility	Number	Percent
Daily	3	1.0 %
A few times per week	54	17.7 %
Weekly	93	30.5 %
Monthly	85	27.9 %
Once or twice a season	70	23.0 %
Total	305	100.0 %

**Q7. Several recreation facilities and amenities that could be included in a renovated community center are listed below. For each one, please indicate if you or other members of your household have a need for the item by circling "Yes" or "No."**

(N=415)

	Yes	No
Q7-1. Art gallery	12.5%	87.5%
Q7-2. Café/coffee shop	47.7%	52.3%
Q7-3. Full-service restaurant	25.1%	74.9%
Q7-4. Indoor playground	42.9%	57.1%
Q7-5. Equipment rental	24.1%	75.9%
Q7-6. Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	48.2%	51.8%
Q7-7. Miniature golf course	46.5%	53.5%
Q7-8. Ice Arena	32.5%	67.5%
Q7-9. Curling Rink	18.3%	81.7%
Q7-10. Gymnasium	26.7%	73.3%
Q7-11. Fitness/workout area	47.2%	52.8%
Q7-12. Fitness/wellness studio	40.7%	59.3%
Q7-13. Meeting room & party rooms	34.0%	66.0%
Q7-14. Senior Center	34.9%	65.1%
Q7-15. Banquet facilities with catering options	21.2%	78.8%
Q7-16. Event/conference center for large functions	17.8%	82.2%
Q7-17. Performance arts space for theatre, dance, musical productions	25.8%	74.2%
Q7-18. Farmer's Market-indoor & outdoor	67.5%	32.5%
Q7-19. Teen Center	23.6%	76.4%
Q7-20. Skate park (skateboards, scooters, bikes)	16.4%	83.6%
Q7-21. Other	2.9%	97.1%

**Q7. If "Yes," how well are your needs currently being met?**

(N=392)

	Fully met	Mostly met	Partly met	Not met
Q7-1. Art gallery	5.0%	10.0%	25.0%	60.0%
Q7-2. Café/coffee shop	3.2%	14.8%	19.4%	62.6%
Q7-3. Full-service restaurant	2.5%	5.0%	20.0%	72.5%
Q7-4. Indoor playground	19.0%	37.3%	34.0%	9.8%
Q7-5. Equipment rental	6.3%	15.0%	21.3%	57.5%
Q7-6. Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	3.0%	4.2%	16.3%	76.5%
Q7-7. Miniature golf course	3.8%	5.6%	8.1%	82.5%
Q7-8. Ice Arena	40.0%	33.9%	15.7%	10.4%
Q7-9. Curling Rink	6.3%	7.8%	4.7%	81.3%
Q7-10. Gymnasium	21.3%	38.3%	22.3%	18.1%
Q7-11. Fitness/workout area	9.6%	14.6%	23.6%	52.2%
Q7-12. Fitness/wellness studio	13.0%	16.0%	20.6%	50.4%
Q7-13. Meeting room & party rooms	34.5%	34.5%	19.3%	11.8%
Q7-14. Senior Center	23.1%	42.6%	25.0%	9.3%
Q7-15. Banquet facilities with catering options	27.3%	45.5%	19.7%	7.6%
Q7-16. Event/conference center for large functions	32.1%	25.0%	32.1%	10.7%
Q7-17. Performance arts space for theatre, dance, musical productions	12.9%	16.5%	21.2%	49.4%
Q7-18. Farmer's Market-indoor & outdoor	29.7%	41.8%	24.1%	4.3%
Q7-19. Teen Center	27.8%	37.5%	29.2%	5.6%
Q7-20. Skate park (skateboards, scooters, bikes)	40.7%	33.3%	18.5%	7.4%
Q7-21. Other	11.1%	11.1%	11.1%	66.7%

**Q7-21. Other**

<u>Q7-21. Other</u>	<u>Number</u>	<u>Percent</u>
PICKLEBALL	2	16.7 %
Micro brewery and a brew pub	1	8.3 %
A playground or area for people with disabilities or special need	1	8.3 %
COMMUNITY ART PROGRAMS	1	8.3 %
Swimming pool	1	8.3 %
SHOWERS AND LOCKERS	1	8.3 %
ARCADE	1	8.3 %
SUSHI BAR	1	8.3 %
NATURAL GARDENS	1	8.3 %
Additional hockey rinks, NHL size	1	8.3 %
Golf simulator	1	8.3 %
Total	12	100.0 %

**Q8. Which FOUR of the items listed in Question 7 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q8. Top choice	Number	Percent
Art gallery	9	2.2 %
Café/coffee shop	34	8.2 %
Full-service restaurant	9	2.2 %
Indoor playground	52	12.5 %
Equipment rental	2	0.5 %
Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	41	9.9 %
Miniature golf course	20	4.8 %
Ice Arena	27	6.5 %
Curling Rink	5	1.2 %
Gymnasium	8	1.9 %
Fitness/workout area	35	8.4 %
Fitness/wellness studio	13	3.1 %
Meeting room & party rooms	8	1.9 %
Senior Center	28	6.7 %
Banquet facilities with catering options	4	1.0 %
Event/conference center for large functions	4	1.0 %
Performance arts space for theatre, dance, musical productions	11	2.7 %
Farmer's Market-indoor & outdoor	31	7.5 %
Teen Center	5	1.2 %
Skate park (skateboards, scooters, bikes)	1	0.2 %
Other	3	0.7 %
None chosen	65	15.7 %
Total	415	100.0 %

**Q8. Which FOUR of the items listed in Question 7 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q8. 2nd choice	Number	Percent
Art gallery	1	0.2 %
Café/coffee shop	32	7.7 %
Full-service restaurant	10	2.4 %
Indoor playground	30	7.2 %
Equipment rental	3	0.7 %
Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	47	11.3 %
Miniature golf course	30	7.2 %
Ice Arena	14	3.4 %
Curling Rink	9	2.2 %
Gymnasium	10	2.4 %
Fitness/workout area	29	7.0 %
Fitness/wellness studio	20	4.8 %
Meeting room & party rooms	8	1.9 %
Senior Center	24	5.8 %
Banquet facilities with catering options	5	1.2 %
Event/conference center for large functions	5	1.2 %
Performance arts space for theatre, dance, musical productions	18	4.3 %
Farmer's Market-indoor & outdoor	25	6.0 %
Teen Center	5	1.2 %
Skate park (skateboards, scooters, bikes)	2	0.5 %
Other	2	0.5 %
None chosen	86	20.7 %
Total	415	100.0 %



**Q8. Which FOUR of the items listed in Question 7 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q8. 3rd choice	Number	Percent
Art gallery	5	1.2 %
Café/coffee shop	34	8.2 %
Full-service restaurant	10	2.4 %
Indoor playground	24	5.8 %
Equipment rental	5	1.2 %
Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	24	5.8 %
Miniature golf course	30	7.2 %
Ice Arena	16	3.9 %
Curling Rink	8	1.9 %
Gymnasium	10	2.4 %
Fitness/workout area	24	5.8 %
Fitness/wellness studio	17	4.1 %
Meeting room & party rooms	15	3.6 %
Senior Center	19	4.6 %
Banquet facilities with catering options	9	2.2 %
Event/conference center for large functions	3	0.7 %
Performance arts space for theatre, dance, musical productions	10	2.4 %
Farmer's Market-indoor & outdoor	41	9.9 %
Teen Center	7	1.7 %
Skate park (skateboards, scooters, bikes)	1	0.2 %
Other	2	0.5 %
None chosen	101	24.3 %
Total	415	100.0 %

**Q8. Which FOUR of the items listed in Question 7 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q8. 4th choice	Number	Percent
Art gallery	4	1.0 %
Café/coffee shop	23	5.5 %
Full-service restaurant	10	2.4 %
Indoor playground	21	5.1 %
Equipment rental	9	2.2 %
Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	21	5.1 %
Miniature golf course	22	5.3 %
Ice Arena	13	3.1 %
Curling Rink	7	1.7 %
Gymnasium	13	3.1 %
Fitness/workout area	18	4.3 %
Fitness/wellness studio	20	4.8 %
Meeting room & party rooms	17	4.1 %
Senior Center	14	3.4 %
Banquet facilities with catering options	6	1.4 %
Event/conference center for large functions	10	2.4 %
Performance arts space for theatre, dance, musical productions	17	4.1 %
Farmer's Market-indoor & outdoor	21	5.1 %
Teen Center	13	3.1 %
Skate park (skateboards, scooters, bikes)	1	0.2 %
Other	2	0.5 %
None chosen	133	32.0 %
Total	415	100.0 %

**Q8. Which FOUR of the items listed in Question 7 do you think are most important to include in the design of a renovated community center for Maple Grove? (top 4)**

Q8. Sum of top 4 choices	Number	Percent
Art gallery	19	4.6 %
Café/coffee shop	123	29.6 %
Full-service restaurant	39	9.4 %
Indoor playground	127	30.6 %
Equipment rental	19	4.6 %
Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	133	32.0 %
Miniature golf course	102	24.6 %
Ice Arena	70	16.9 %
Curling Rink	29	7.0 %
Gymnasium	41	9.9 %
Fitness/workout area	106	25.5 %
Fitness/wellness studio	70	16.9 %
Meeting room & party rooms	48	11.6 %
Senior Center	85	20.5 %
Banquet facilities with catering options	24	5.8 %
Event/conference center for large functions	22	5.3 %
Performance arts space for theatre, dance, musical productions	56	13.5 %
Farmer's Market-indoor & outdoor	118	28.4 %
Teen Center	30	7.2 %
Skate park (skateboards, scooters, bikes)	5	1.2 %
Other	9	2.2 %
None chosen	65	15.7 %
Total	1340	

**Q9. Several recreation activities and programs that could be included in a renovated community center are listed below. For each one, please indicate if you or others in your household have a need for the item by circling "Yes" or "No."**

(N=415)

	Yes	No
Q9-1. Aerobics/dance/wellness & group fitness spaces	43.9%	56.1%
Q9-2. Fitness/cardiovascular/weight lifting equipment	47.5%	52.5%
Q9-3. Indoor walking/jogging track	70.4%	29.6%
Q9-4. Arts & crafts areas, Makers space	22.2%	77.8%
Q9-5. Virtual gaming area with video games, billiards, space for e-sports or like use	11.3%	88.7%
Q9-6. Basketball, volleyball	24.1%	75.9%
Q9-7. Pickleball	27.7%	72.3%
Q9-8. Recreational swimming-indoor pool	55.2%	44.8%
Q9-9. Recreational swimming-outdoor pool	46.7%	53.3%
Q9-10. Lap swimming	31.3%	68.7%
Q9-11. Water exercise programs	34.7%	65.3%
Q9-12. Warm water therapy (pool)	32.0%	68.0%
Q9-13. Recreational ice skating, figure skating, hockey	31.8%	68.2%
Q9-14. Curling	14.9%	85.1%
Q9-15. Recreation classes & other activities	34.9%	65.1%
Q9-16. Meetings & parties	26.5%	73.5%
Q9-17. Banquets & catered events	16.6%	83.4%

**Q9. Several recreation activities and programs that could be included in a renovated community center are listed below. For each one, please indicate if you or others in your household have a need for the item by circling "Yes" or "No."**

	Yes	No
Q9-18. Event/conference center for large functions	17.8%	82.2%
Q9-19. Active older adult/senior social programs & activities	34.2%	65.8%
Q9-20. Lawn bowling, yard games	24.8%	75.2%
Q9-21. Climbing wall	34.0%	66.0%
Q9-22. Other	0.2%	99.8%

**Q9. If "Yes," how well are your needs currently being met?**

(N=374)

	Fully met	Mostly met	Partly met	Not met
Q9-1. Aerobics/dance/wellness & group fitness spaces	4.7%	18.8%	30.9%	45.6%
Q9-2. Fitness/cardiovascular/weight lifting equipment	6.3%	12.0%	19.6%	62.0%
Q9-3. Indoor walking/jogging track	5.1%	13.1%	20.3%	61.6%
Q9-4. Arts & crafts areas, Makers space	0.0%	14.9%	35.8%	49.3%
Q9-5. Virtual gaming area with video games, billiards, space for e-sports or like use	2.5%	0.0%	30.0%	67.5%
Q9-6. Basketball, volleyball	9.8%	25.6%	41.5%	23.2%
Q9-7. Pickleball	8.3%	24.0%	27.1%	40.6%
Q9-8. Recreational swimming-indoor pool	23.9%	33.0%	31.4%	11.7%
Q9-9. Recreational swimming-outdoor pool	23.3%	29.6%	33.3%	13.8%
Q9-10. Lap swimming	24.5%	24.5%	33.0%	17.9%
Q9-11. Water exercise programs	9.7%	23.9%	38.1%	28.3%
Q9-12. Warm water therapy (pool)	5.8%	13.5%	23.1%	57.7%
Q9-13. Recreational ice skating, figure skating, hockey	31.5%	38.7%	18.9%	10.8%
Q9-14. Curling	5.7%	7.5%	7.5%	79.2%
Q9-15. Recreation classes & other activities	7.5%	31.7%	38.3%	22.5%
Q9-16. Meetings & parties	28.1%	51.7%	19.1%	1.1%
Q9-17. Banquets & catered events	23.2%	50.0%	21.4%	5.4%
Q9-18. Event/conference center for large functions	25.4%	40.7%	22.0%	11.9%

**Q9. If "Yes," how well are your needs currently being met?**

	Fully met	Mostly met	Partly met	Not met
Q9-19. Active older adult/senior social programs & activities	14.5%	34.5%	39.1%	11.8%
Q9-20. Lawn bowling, yard games	0.0%	11.1%	18.5%	70.4%
Q9-21. Climbing wall	1.7%	3.4%	15.4%	79.5%
Q9-22. Other	0.0%	0.0%	0.0%	100.0%

**Q9-22. Other**

Q9-22. Other	Number	Percent
Mini golf	1	100.0 %
Total	1	100.0 %

**Q10. Which FOUR of the items listed in Question 9 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q10. Top choice	Number	Percent
Aerobics/dance/wellness & group fitness spaces	20	4.8 %
Fitness/cardiovascular/weight lifting equipment	31	7.5 %
Indoor walking/jogging track	73	17.6 %
Arts & crafts areas, Makers space	5	1.2 %
Virtual gaming area with video games, billiards, space for e-sports or like use	2	0.5 %
Basketball, volleyball	11	2.7 %
Pickleball	18	4.3 %
Recreational swimming-indoor pool	47	11.3 %
Recreational swimming-outdoor pool	13	3.1 %
Lap swimming	14	3.4 %
Water exercise programs	9	2.2 %
Warm water therapy (pool)	13	3.1 %
Recreational ice skating, figure skating, hockey	19	4.6 %
Curling	8	1.9 %
Recreation classes & other activities	2	0.5 %
Meetings & parties	8	1.9 %
Banquets & catered events	5	1.2 %
Event/conference center for large functions	3	0.7 %
Active older adult/senior social programs & activities	15	3.6 %
Lawn bowling, yard games	6	1.4 %
Climbing wall	12	2.9 %
Other	1	0.2 %
None chosen	80	19.3 %
Total	415	100.0 %



**Q10. Which FOUR of the items listed in Question 9 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q10. 2nd choice	Number	Percent
Aerobics/dance/wellness & group fitness spaces	27	6.5 %
Fitness/cardiovascular/weight lifting equipment	25	6.0 %
Indoor walking/jogging track	46	11.1 %
Arts & crafts areas, Makers space	11	2.7 %
Virtual gaming area with video games, billiards, space for e-sports or like use	8	1.9 %
Basketball, volleyball	5	1.2 %
Pickleball	13	3.1 %
Recreational swimming-indoor pool	35	8.4 %
Recreational swimming-outdoor pool	35	8.4 %
Lap swimming	13	3.1 %
Water exercise programs	18	4.3 %
Warm water therapy (pool)	12	2.9 %
Recreational ice skating, figure skating, hockey	9	2.2 %
Curling	7	1.7 %
Recreation classes & other activities	9	2.2 %
Meetings & parties	3	0.7 %
Banquets & catered events	6	1.4 %
Event/conference center for large functions	2	0.5 %
Active older adult/senior social programs & activities	16	3.9 %
Lawn bowling, yard games	7	1.7 %
Climbing wall	7	1.7 %
None chosen	101	24.3 %
Total	415	100.0 %

**Q10. Which FOUR of the items listed in Question 9 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q10. 3rd choice	Number	Percent
Aerobics/dance/wellness & group fitness spaces	14	3.4 %
Fitness/cardiovascular/weight lifting equipment	25	6.0 %
Indoor walking/jogging track	46	11.1 %
Arts & crafts areas, Makers space	9	2.2 %
Virtual gaming area with video games, billiards, space for e-sports or like use	2	0.5 %
Basketball, volleyball	12	2.9 %
Pickleball	13	3.1 %
Recreational swimming-indoor pool	23	5.5 %
Recreational swimming-outdoor pool	26	6.3 %
Lap swimming	18	4.3 %
Water exercise programs	11	2.7 %
Warm water therapy (pool)	12	2.9 %
Recreational ice skating, figure skating, hockey	18	4.3 %
Curling	2	0.5 %
Recreation classes & other activities	13	3.1 %
Meetings & parties	10	2.4 %
Banquets & catered events	2	0.5 %
Event/conference center for large functions	5	1.2 %
Active older adult/senior social programs & activities	17	4.1 %
Lawn bowling, yard games	4	1.0 %
Climbing wall	14	3.4 %
None chosen	119	28.7 %
Total	415	100.0 %

**Q10. Which FOUR of the items listed in Question 9 do you think are most important to include in the design of a renovated community center for Maple Grove?**

Q10. 4th choice	Number	Percent
Aerobics/dance/wellness & group fitness spaces	16	3.9 %
Fitness/cardiovascular/weight lifting equipment	15	3.6 %
Indoor walking/jogging track	14	3.4 %
Arts & crafts areas, Makers space	9	2.2 %
Virtual gaming area with video games, billiards, space for e-sports or like use	10	2.4 %
Basketball, volleyball	6	1.4 %
Pickleball	8	1.9 %
Recreational swimming-indoor pool	19	4.6 %
Recreational swimming-outdoor pool	13	3.1 %
Lap swimming	8	1.9 %
Water exercise programs	10	2.4 %
Warm water therapy (pool)	18	4.3 %
Recreational ice skating, figure skating, hockey	12	2.9 %
Curling	9	2.2 %
Recreation classes & other activities	22	5.3 %
Meetings & parties	8	1.9 %
Banquets & catered events	2	0.5 %
Event/conference center for large functions	10	2.4 %
Active older adult/senior social programs & activities	28	6.7 %
Lawn bowling, yard games	13	3.1 %
Climbing wall	18	4.3 %
None chosen	147	35.4 %
Total	415	100.0 %

**Q10. Which FOUR of the items listed in Question 9 do you think are most important to include in the design of a renovated community center for Maple Grove? (top 4)**

Q10. Sum of top 4 choices	Number	Percent
Aerobics/dance/wellness & group fitness spaces	77	18.6 %
Fitness/cardiovascular/weight lifting equipment	96	23.1 %
Indoor walking/jogging track	179	43.1 %
Arts & crafts areas, Makers space	34	8.2 %
Virtual gaming area with video games, billiards, space for e-sports or like use	22	5.3 %
Basketball, volleyball	34	8.2 %
Pickleball	52	12.5 %
Recreational swimming-indoor pool	124	29.9 %
Recreational swimming-outdoor pool	87	21.0 %
Lap swimming	53	12.8 %
Water exercise programs	48	11.6 %
Warm water therapy (pool)	55	13.3 %
Recreational ice skating, figure skating, hockey	58	14.0 %
Curling	26	6.3 %
Recreation classes & other activities	46	11.1 %
Meetings & parties	29	7.0 %
Banquets & catered events	15	3.6 %
Event/conference center for large functions	20	4.8 %
Active older adult/senior social programs & activities	76	18.3 %
Lawn bowling, yard games	30	7.2 %
Climbing wall	51	12.3 %
Other	1	0.2 %
None chosen	80	19.3 %
Total	1293	

**Q11. If a renovated community center is developed which included the features you chose as most important in Questions 8 and 10, how often would you or other members of your household use the facility on an annual basis?**

Q11. How often would you use renovated community center on an annual basis	Number	Percent
Daily	27	6.5 %
A few times per week	78	18.8 %
Weekly	102	24.6 %
Monthly	101	24.3 %
Less than six times	30	7.2 %
Don't know	77	18.6 %
Total	415	100.0 %

**WITHOUT "DON'T KNOW"**

**Q11. If a renovated community center is developed which included the features you chose as most important in Questions 8 and 10, how often would you or other members of your household use the facility on an annual basis? (without "don't know")**

Q11. How often would you use renovated community center on an annual basis	Number	Percent
Daily	27	8.0 %
A few times per week	78	23.1 %
Weekly	102	30.2 %
Monthly	101	29.9 %
Less than six times	30	8.9 %
Total	338	100.0 %

**Q12. If a community center was to offer short-term childcare available for people with children who use the facility, would you be more likely to use the facility?**

Q12. Would you be more likely to use a community center if it was to offer short-term childcare

	Number	Percent
Yes	99	23.9 %
No	265	63.9 %
Not provided	51	12.3 %
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q12. If a community center was to offer short-term childcare available for people with children who use the facility, would you be more likely to use the facility? (without "not provided")**

Q12. Would you be more likely to use a community center if it was to offer short-term childcare

	Number	Percent
Yes	99	27.2 %
No	265	72.8 %
Total	364	100.0 %

**Q14. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements.**

(N=415)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q14-1. It is valuable to me to have a community center	59.3%	28.0%	8.2%	1.0%	1.0%	2.7%
Q14-2. I believe our community center boosts property values in our community	47.0%	28.2%	16.4%	2.9%	1.7%	3.9%
Q14-3. City of Maple Grove needs an updated community center	34.5%	28.2%	24.8%	5.1%	2.9%	4.6%
Q14-4. A community center should include aquatic offerings	48.4%	34.7%	8.7%	1.2%	2.2%	4.8%
Q14-5. Our community center should include a fitness component	38.1%	33.0%	20.2%	2.9%	1.9%	3.9%
Q14-6. Our community needs more fitness, recreation, & social opportunities for youth & teens	24.1%	26.0%	28.2%	3.6%	3.6%	14.5%
Q14-7. Our community needs more fitness, recreation, & social opportunities for adults	29.9%	32.0%	23.9%	3.9%	2.4%	8.0%
Q14-8. Our community needs more fitness, recreation, & social opportunities for seniors	28.2%	27.5%	27.0%	3.6%	2.7%	11.1%
Q14-9. A community center should generate revenue from user fees (e.g. memberships, daily fees, rentals) to help cover cost of operations	30.6%	37.8%	17.8%	5.3%	2.7%	5.8%

**WITHOUT "DON'T KNOW"****Q14. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements. (without "don't know")**

(N=415)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q14-1. It is valuable to me to have a community center	60.9%	28.7%	8.4%	1.0%	1.0%
Q14-2. I believe our community center boosts property values in our community	48.9%	29.3%	17.0%	3.0%	1.8%
Q14-3. City of Maple Grove needs an updated community center	36.1%	29.5%	26.0%	5.3%	3.0%
Q14-4. A community center should include aquatic offerings	50.9%	36.5%	9.1%	1.3%	2.3%
Q14-5. Our community center should include a fitness component	39.6%	34.3%	21.1%	3.0%	2.0%
Q14-6. Our community needs more fitness, recreation, & social opportunities for youth & teens	28.2%	30.4%	33.0%	4.2%	4.2%
Q14-7. Our community needs more fitness, recreation, & social opportunities for adults	32.5%	34.8%	25.9%	4.2%	2.6%
Q14-8. Our community needs more fitness, recreation, & social opportunities for seniors	31.7%	30.9%	30.4%	4.1%	3.0%
Q14-9. A community center should generate revenue from user fees (e.g. memberships, daily fees, rentals) to help cover cost of operations	32.5%	40.2%	18.9%	5.6%	2.8%



**Q15. If an updated community center is developed with the facilities and programs you prefer most, would you or other members of your household be willing to pay to use the services and facilities?**

Q15. Would you be willing to pay to use services & facilities of an updated community center	Number	Percent
Yes	204	49.2 %
Maybe	163	39.3 %
No	36	8.7 %
Not provided	12	2.9 %
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q15. If an updated community center is developed with the facilities and programs you prefer most, would you or other members of your household be willing to pay to use the services and facilities? (without "not provided")**

Q15. Would you be willing to pay to use services & facilities of an updated community center	Number	Percent
Yes	204	50.6 %
Maybe	163	40.4 %
No	36	8.9 %
Total	403	100.0 %

**Q15a. What is the maximum amount per person per visit that you would be willing to pay to use the services and facilities at an updated community center?**

Q15a. Maximum amount per person per visit you would be willing to pay	Number	Percent
Up to \$8 per visit	200	54.5 %
Up to \$10 per visit	79	21.5 %
Up to \$12 per visit	15	4.1 %
I would pay a reasonable amount over \$12 per visit depending on services offered	34	9.3 %
<u>Not provided</u>	39	10.6 %
Total	367	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q15a. What is the maximum amount per person per visit that you would be willing to pay to use the services and facilities at an updated community center? (without "not provided")**

Q15a. Maximum amount per person per visit you would be willing to pay	Number	Percent
Up to \$8 per visit	200	61.0 %
Up to \$10 per visit	79	24.1 %
Up to \$12 per visit	15	4.6 %
I would pay a reasonable amount over \$12 per visit depending on services offered	34	10.4 %
Total	328	100.0 %

**Q15b. What is the maximum amount per MONTH that you would be willing to pay for an individual pass (or membership) to use the services and facilities at an updated community center?**

Q15b. Maximum amount per month you would be willing to pay for an individual pass or membership	Number	Percent
Up to \$25 per month	143	39.0 %
Up to \$35 per month	81	22.1 %
Up to \$45 per month	27	7.4 %
I would pay a reasonable amount over \$45 per month depending on services offered	44	12.0 %
Not provided	72	19.6 %
Total	367	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q15b. What is the maximum amount per MONTH that you would be willing to pay for an individual pass (or membership) to use the services and facilities at an updated community center? (without "not provided")**

Q15b. Maximum amount per month you would be willing to pay for an individual pass or membership	Number	Percent
Up to \$25 per month	143	48.5 %
Up to \$35 per month	81	27.5 %
Up to \$45 per month	27	9.2 %
I would pay a reasonable amount over \$45 per month depending on services offered	44	14.9 %
Total	295	100.0 %

**Q15c. What is the maximum amount per MONTH that you would be willing to pay for a family pass (or membership) to use the services and facilities at a community center?**

Q15c. Maximum amount per month you would be willing to pay for a family pass or membership	Number	Percent
Up to \$45 per month	99	27.0 %
Up to \$55 per month	69	18.8 %
Up to \$65 per month	37	10.1 %
I would pay a reasonable amount over \$65 per month depending on services offered	63	17.2 %
Not applicable (I live alone)	37	10.1 %
<u>Not provided</u>	<u>62</u>	<u>16.9 %</u>
Total	367	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q15c. What is the maximum amount per MONTH that you would be willing to pay for a family pass (or membership) to use the services and facilities at a community center? (without "not provided" and "not applicable")**

Q15c. Maximum amount per month you would be willing to pay for a family pass or membership	Number	Percent
Up to \$45 per month	99	36.9 %
Up to \$55 per month	69	25.7 %
Up to \$65 per month	37	13.8 %
I would pay a reasonable amount over \$65 per month depending on services offered	63	23.5 %
Total	268	100.0 %

**Q16. Which of the following organizations provide leisure and recreation facilities that are used by you and other members of your household?**

Q16. What organizations provide leisure & recreation facilities that are used by your household	Number	Percent
School district	152	36.6 %
Churches or other religious organizations	112	27.0 %
Private youth sports teams	88	21.2 %
Local colleges	13	3.1 %
Non-profit organizations	39	9.4 %
Private clubs (tennis, fitness, aquatics & dance)	169	40.7 %
City of Maple Grove Parks & Rec	238	57.3 %
Other city, county, or state parks & facilities	137	33.0 %
Other	27	6.5 %
None. Do not use any organizations	41	9.9 %
Total	1016	

**WITHOUT "NONE"**

**Q16. Which of the following organizations provide leisure and recreation facilities that are used by you and other members of your household? (without "none")**

Q16. What organizations provide leisure & recreation facilities that are used by your household	Number	Percent
School district	152	40.6 %
Churches or other religious organizations	112	29.9 %
Private youth sports teams	88	23.5 %
Local colleges	13	3.5 %
Non-profit organizations	39	10.4 %
Private clubs (tennis, fitness, aquatics & dance)	169	45.2 %
City of Maple Grove Parks & Rec	238	63.6 %
Other city, county, or state parks & facilities	137	36.6 %
Other	27	7.2 %
Total	975	

## **Q16-9. Other**

<b>Q16-9. Other</b>	<b>Number</b>	<b>Percent</b>
Lifetime Fitness	5	18.5 %
THREE RIVERS PARK DISTRICT	4	14.8 %
I have a fitness center at work	1	3.7 %
Indoor playgrounds	1	3.7 %
YMCA-New Hope	1	3.7 %
My workplace has a fitness center	1	3.7 %
City Park Systems, boat launches, fishing piers, bike trails, walking trails	1	3.7 %
CITY OF PLYMOUTH	1	3.7 %
DEVELOPMENT	1	3.7 %
CLASSES	1	3.7 %
CITIES AROUND WITH CHEAPER RATES	1	3.7 %
COURAGE KENNY SWIMMING POOL	1	3.7 %
RESIDENTIAL COMMUNITY CLUBHOUSE	1	3.7 %
COWAGE CTR	1	3.7 %
PLAYGROUND PLAZA SPLASH PAD	1	3.7 %
HOCKEY CLUB	1	3.7 %
LAWN BOWLING	1	3.7 %
YMCA where my health insurance covers my membership	1	3.7 %
Apartment complex	1	3.7 %
YMCA Coon Rapids	1	3.7 %
Total	27	100.0 %

**Q17. How far do you currently travel to use these types of leisure and recreation facilities?**

Q17. How far do you currently travel to use these types of leisure & recreation facilities

	Number	Percent
Up to 3 miles	74	17.8 %
3 to 5 miles	138	33.3 %
6 to 10 miles	110	26.5 %
10+ miles	50	12.0 %
Not provided	43	10.4 %
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q17. How far do you currently travel to use these types of leisure and recreation facilities? (without "not provided")**

Q17. How far do you currently travel to use these types of leisure & recreation facilities

	Number	Percent
Up to 3 miles	74	19.9 %
3 to 5 miles	138	37.1 %
6 to 10 miles	110	29.6 %
10+ miles	50	13.4 %
Total	372	100.0 %

**Q18. What is your age?**

<u>Q18. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	77	18.6 %
35-44	81	19.5 %
45-54	78	18.8 %
55-64	74	17.8 %
65+	84	20.2 %
Not provided	21	5.1 %
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q18. What is your age? (without "not provided")**

<u>Q18. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	77	19.5 %
35-44	81	20.6 %
45-54	78	19.8 %
55-64	74	18.8 %
65+	84	21.3 %
Total	394	100.0 %



**Q19. Counting yourself, how many people in your household are...**

	<u>Mean</u>	<u>Sum</u>
Under age 5	0.2	92
Ages 5-9	0.2	80
Ages 10-14	0.2	73
Ages 15-19	0.1	51
Ages 20-24	0.1	49
Ages 25-34	0.3	114
Ages 35-44	0.4	147
Ages 45-54	0.3	136
Ages 55-64	0.4	163
Ages 65-74	0.3	128
Ages 75+	0.1	42

**Q20. Approximately how many years have you lived in the City of Maple Grove?**

Q20. How many years have you lived in City of

<u>Maple Grove</u>	<u>Number</u>	<u>Percent</u>
0-5	61	14.7 %
6-10	53	12.8 %
11-15	52	12.5 %
16-20	53	12.8 %
21-30	96	23.1 %
31+	87	21.0 %
<u>Not provided</u>	<u>13</u>	<u>3.1 %</u>
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q20. Approximately how many years have you lived in the City of Maple Grove? (without "not provided")**

Q20. How many years have you lived in City of

<u>Maple Grove</u>	<u>Number</u>	<u>Percent</u>
0-5	61	15.2 %
6-10	53	13.2 %
11-15	52	12.9 %
16-20	53	13.2 %
21-30	96	23.9 %
31+	87	21.6 %
Total	402	100.0 %

**Q21. What is your total household income?**

<u>Q21. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$35K	14	3.4 %
\$35K to \$59,999	40	9.6 %
\$60K to \$99,999	77	18.6 %
\$100K to \$149,999	80	19.3 %
\$150K+	100	24.1 %
Prefer not to answer	104	25.1 %
Total	415	100.0 %

**WITHOUT "PREFER NOT TO ANSWER"**

**Q21. What is your total household income? (without "prefer not to answer")**

<u>Q21. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$35K	14	4.5 %
\$35K to \$59,999	40	12.9 %
\$60K to \$99,999	77	24.8 %
\$100K to \$149,999	80	25.7 %
\$150K+	100	32.2 %
Total	311	100.0 %

**Q22. Have you voted in the past two years?**

<u>Q22. Have you voted in past two years</u>	<u>Number</u>	<u>Percent</u>
Yes	389	93.7 %
No	17	4.1 %
Not provided	9	2.2 %
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q22. Have you voted in the past two years? (without "not provided")**

<u>Q22. Have you voted in past two years</u>	<u>Number</u>	<u>Percent</u>
Yes	389	95.8 %
No	17	4.2 %
Total	406	100.0 %

**Q23. What is your gender?**

<u>Q23. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	203	48.9 %
Female	207	49.9 %
Not provided	5	1.2 %
Total	415	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q23. What is your gender? (without "not provided")**

<u>Q23. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	203	49.5 %
Female	207	50.5 %
Total	410	100.0 %

**Q24. Which of the following best describes your race/ethnicity?**

<u>Q24. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	340	81.9 %
Asian	33	8.0 %
Pacific Islander	4	1.0 %
Hispanic/Latin	10	2.4 %
African American/Black	21	5.1 %
Native American	2	0.5 %
Other	1	0.2 %
Prefer not to answer	10	2.4 %
Total	421	

**WITHOUT "PREFER NOT TO ANSWER"**

**Q24. Which of the following best describes your race/ethnicity? (without "prefer not to answer")**

<u>Q24. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	340	84.0 %
Asian	33	8.1 %
Pacific Islander	4	1.0 %
Hispanic/Latin	10	2.5 %
African American/Black	21	5.2 %
Native American	2	0.5 %
Other	1	0.2 %
Total	411	

**Q24-7. Other**

<u>Q24-7. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	1	100.0 %
Total	1	100.0 %

# Section 5

## *Survey Instrument*

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## Help shape the future of the Maple Grove Community Center!

Dear City of Maple Grove Resident –

**Your response to the enclosed survey is valued by your community.**

Maple Grove takes great pride in its quality parks, trails and recreation facilities including the highly successful Maple Grove Community Center (MGCC). Since its opening the MGCC has become the “heart of the community” providing first rate recreational opportunities and gathering space for its residents. After 20 plus years of residential growth coupled with significant retail and office development the demand and need for community gathering space has elevated to a level which is no longer being met by the current facility.

There has been a desire by community visionaries to consider a broader spectrum of recreational opportunities that match the other premier facilities in the community and to freshen up an aging building with outdated amenities. As part of the 2018 Park System Plan update the Park Board identified the Community Center’s long-term viability as a priority and in need of further study. Born from this community vision, the City Council in its strategic plan directed staff to pursue a master planning effort to “refresh” the Community Center and its campus.

To make the most informed decisions possible, the City is working to create a Community Center Master Plan. This Master Plan will provide a roadmap on how to serve our citizens now and into the future. Enclosed is a survey to allow citizens the opportunity to provide feedback on these facilities and services currently offered and what is needed in the future. **Please take 10 – 15 minutes to complete and return this survey.**

We have selected ETC Institute, a National Survey Company, as our partner to administer this survey. They will compile the data received and present the results to the City of Maple Grove. Your responses will remain confidential. **Please return your completed survey in the enclosed postage-paid envelope within the next week.** If you prefer, you may complete this survey online at [www.maplegrovesurvey.org](http://www.maplegrovesurvey.org). The survey is a tool that will benefit all residents. **Please take this opportunity to let your voice be heard!**

Mark your calendars for a **Public Open House** meeting on August 29 from 5-7 pm at the Maple Grove Community Center, 12951 Weaver Lake Road.

If you have questions or want more information please contact Chuck Stifter, Parks and Recreation Director - [cstifter@maplegrovern.gov](mailto:cstifter@maplegrovern.gov)

Respectfully,



Mayor Mark Steffenson  
City of Maple Grove

Respectfully,



Park Board Chair William Lewis  
Maple Grove Parks and Recreation Board







**The City is exploring options to redevelop the Maple Grove Community Center. Regardless of your use of the Community Center in the past, we would like your opinion on the following questions.**

- 7. Several recreation facilities and amenities that could be included in a renovated community center are listed below. For each one, please indicate if you or other members of your household have a need for the item by circling "Yes" or "No." If you or others have a need, please indicate how well your needs for the item are being met.**

Type of Facility/Amenity	Do you have a need for this facility?		If "Yes," how well are your needs currently being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Art gallery	Yes	No	4	3	2	1
02. Café/coffee shop	Yes	No	4	3	2	1
03. Full-service restaurant	Yes	No	4	3	2	1
04. Indoor playground	Yes	No	4	3	2	1
05. Equipment rental	Yes	No	4	3	2	1
06. Indoor adventure recreation-rock climbing walls, ropes, ninja warrior equipment, trampolines or like features	Yes	No	4	3	2	1
07. Miniature golf course	Yes	No	4	3	2	1
08. Ice Arena	Yes	No	4	3	2	1
09. Curling Rink	Yes	No	4	3	2	1
10. Gymnasium	Yes	No	4	3	2	1
11. Fitness/Workout area	Yes	No	4	3	2	1
12. Fitness/Wellness Studio	Yes	No	4	3	2	1
13. Meeting room and party rooms	Yes	No	4	3	2	1
14. Senior Center	Yes	No	4	3	2	1
15. Banquet facilities with catering options	Yes	No	4	3	2	1
16. Event/conference center for large functions	Yes	No	4	3	2	1
17. Performance arts space for theatre, dance, musical productions	Yes	No	4	3	2	1
18. Farmers Market-indoor and outdoor	Yes	No	4	3	2	1
19. Teen Center	Yes	No	4	3	2	1
20. Skate park (skateboards, scooters, bikes)	Yes	No	4	3	2	1
21. Other: _____	Yes	No	4	3	2	1

- 8. Which FOUR of the items listed in Question 7 do you think are most important to include in the design of a renovated community center for Maple Grove? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]**

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

9. Several recreation activities and programs that could be included in a renovated community center are listed below. For each one, please indicate if you or others in your household have a need for the item by circling "Yes" or "No." If you or others have a need, please indicate how well your needs for the item are being met.

Type of Activity/Program	Do you have a need for this space or program?		If "Yes," how well are your needs currently being met?			
			Fully Met	Mostly Met	Partly Met	Not Met
01. Aerobics/dance/wellness and group fitness spaces	Yes	No	4	3	2	1
02. Fitness/Cardiovascular/weight lifting equipment	Yes	No	4	3	2	1
03. Indoor walking/jogging track	Yes	No	4	3	2	1
04. Arts and crafts areas, Makers space	Yes	No	4	3	2	1
05. Virtual gaming area with video games, billiards; space for e-sports or like use	Yes	No	4	3	2	1
06. Basketball, volleyball	Yes	No	4	3	2	1
07. Pickleball	Yes	No	4	3	2	1
08. Recreational swimming-Indoor Pool	Yes	No	4	3	2	1
09. Recreational swimming-Outdoor Pool	Yes	No	4	3	2	1
10. Lap swimming	Yes	No	4	3	2	1
11. Water exercise programs	Yes	No	4	3	2	1
12. Warm water therapy (pool)	Yes	No	4	3	2	1
13. Recreational Ice skating, figure skating, hockey	Yes	No	4	3	2	1
14. Curling	Yes	No	4	3	2	1
15. Recreation classes and other activities	Yes	No	4	3	2	1
16. Meetings and parties	Yes	No	4	3	2	1
17. Banquets and catered events	Yes	No	4	3	2	1
18. Event/conference center for large functions	Yes	No	4	3	2	1
19. Active Older Adult/Senior social programs and activities	Yes	No	4	3	2	1
20. Lawn bowling, yard games	Yes	No	4	3	2	1
21. Climbing wall	Yes	No	4	3	2	1
22. Other: _____	Yes	No	4	3	2	1

10. Which FOUR of the items listed in Question 9 do you think are most important to include in the design of a renovated community center for Maple Grove? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

11. If a renovated community center is developed which included the features you chose as most important in Questions 8 and 10, how often would you or other members of your household use the facility on an annual basis?

\_\_\_\_(1) Daily                      \_\_\_\_ (3) Weekly                      \_\_\_\_ (5) Less than six times  
 \_\_\_\_ (2) A few times per week                      \_\_\_\_ (4) Monthly                      \_\_\_\_ (9) Don't know

12. If a community center was to offer short-term childcare available for people with children who use the facility, would you be more likely to use the facility?

\_\_\_\_ (1) Yes      \_\_\_\_ (2) No

**13. What type of community center amenities would you like to see that are not listed in the survey?**

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**14. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements. A rating of 3 indicates that you understand the issue but are neutral. Circle "9" if you don't have enough information to have an opinion.**

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. It is valuable to me to have a community center	5	4	3	2	1	9
2. I believe our community center boosts property values in our community	5	4	3	2	1	9
3. The City of Maple Grove needs an updated community center	5	4	3	2	1	9
4. A community center should include aquatic offerings	5	4	3	2	1	9
5. Our community center should include a fitness component	5	4	3	2	1	9
6. Our community needs more fitness, recreation, and social opportunities for youth and teens	5	4	3	2	1	9
7. Our community needs more fitness, recreation, and social opportunities for adults	5	4	3	2	1	9
8. Our community needs more fitness, recreation, and social opportunities for seniors	5	4	3	2	1	9
9. A community center should generate revenue from user fees (e.g. memberships, daily fees, rentals) to help cover the cost of operations	5	4	3	2	1	9

**15. If an updated community center is developed with the facilities and programs you prefer most, would you or other members of your household be willing to pay to use the services and facilities?**

\_\_\_(1) Yes [Answer Q15a-c.]    \_\_\_(2) Maybe [Answer Q15a.]    \_\_\_(3) No [Skip to Q16.]

**15a. Per Visit. What is the maximum amount per person per visit that you would be willing to pay to use the services and facilities at an updated community center?**

- \_\_\_(1) Up to \$8 per visit                      \_\_\_(4) I would pay a reasonable amount over \$12 per visit depending on the services offered  
 \_\_\_(2) Up to \$10 per visit  
 \_\_\_(3) Up to \$12 per visit

**15b. Per Month for an Individual. What is the maximum amount per MONTH that you would be willing to pay for an individual pass (or membership) to use the services and facilities at an updated community center?**

- \_\_\_(1) Up to \$25 per month                      \_\_\_(4) I would pay a reasonable amount over \$45 per month depending on the services offered  
 \_\_\_(2) Up to \$35 per month  
 \_\_\_(3) Up to \$45 per month

**15c. Per Month for a Family. What is the maximum amount per MONTH that you would be willing to pay for a family pass (or membership) to use the services and facilities at a community center?**

- \_\_\_(1) Up to \$45 per month                      \_\_\_(4) I would pay a reasonable amount over \$65 per month depending on the services offered  
 \_\_\_(2) Up to \$55 per month  
 \_\_\_(3) Up to \$65 per month                      \_\_\_(5) Not applicable (I live alone)

**16. Which of the following organizations provide leisure and recreation facilities that are used by you and other members of your household? [Check all that apply.]**

- |   |  |
|---|--|
| <input type="checkbox"/> (01) School District                           | <input type="checkbox"/> (06) Private clubs (tennis, fitness, aquatics and dance)  |
| <input type="checkbox"/> (02) Churches or other religious organizations | <input type="checkbox"/> (07) City of Maple Grove Parks and Rec.                   |
| <input type="checkbox"/> (03) Private youth sports teams                | <input type="checkbox"/> (08) Other cities', county, or state parks and facilities |
| <input type="checkbox"/> (04) Local colleges                            | <input type="checkbox"/> (09) Other: _____   |
| <input type="checkbox"/> (05) Non-profit organizations                  | <input type="checkbox"/> (10) None; do not use any organizations                   |

**17. How far do you currently travel to use these types of leisure and recreation facilities?**

- (1) Up to 3 miles     (2) 3 to 5 miles     (3) 6 to 10 miles     (4) More than 10 miles

**Demographics**

**18. What is your age?** \_\_\_\_\_ years

**19. Counting yourself, how many people in your household are...**

- |                    |                   |                   |                   |
|--------------------|-------------------|-------------------|-------------------|
| Under age 5: _____ | Ages 15-19: _____ | Ages 35-44: _____ | Ages 65-74: _____ |
| Ages 5-9: _____    | Ages 20-24: _____ | Ages 45-54: _____ | Ages 75+: _____   |
| Ages 10-14: _____  | Ages 25-34: _____ | Ages 55-64: _____ |                   |

**20. Approximately how many years have you lived in the City of Maple Grove?** \_\_\_\_\_ years

**21. What is your total household income?**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (1) Under \$35,000       | <input type="checkbox"/> (3) \$60,000 to \$99,999   | <input type="checkbox"/> (5) \$150,000 or more    |
| <input type="checkbox"/> (2) \$35,000 to \$59,999 | <input type="checkbox"/> (4) \$100,000 to \$149,999 | <input type="checkbox"/> (6) Prefer not to answer |

**22. Have you voted in the past two years?**     (1) Yes     (2) No

**23. What is your gender?**     (1) Male     (2) Female

**24. Which of the following best describes your race/ethnicity? [Check all that apply.]**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> (1) White/Caucasian  | <input type="checkbox"/> (4) Hispanic/Latin         | <input type="checkbox"/> (7) Other: _____         |
| <input type="checkbox"/> (2) Asian            | <input type="checkbox"/> (5) African American/Black | <input type="checkbox"/> (8) Prefer not to answer |
| <input type="checkbox"/> (3) Pacific Islander | <input type="checkbox"/> (6) Native American        |   |

**25. Please share any additional comments that could assist the City of Maple Grove Parks and Recreation Department in improving parks, trails, open space, or recreational facilities and services.**

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**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain completely confidential. The address information printed to the right will ONLY be used to help identify areas with special interests. Thank you.