

PARKS AND RECREATION SURVEY

City of Northfield, Minnesota

The City of Northfield has retained Fieldstone Research to conduct a survey designed to help city staff and elected officials determine the desires, perceptions and priorities of Northfield residents as they relate to enhancing the parks and recreation opportunities within Northfield. By way of background, the city currently has 35 parks, totaling 564 acres of land; 23 miles of trails; 22 playgrounds; and 4 park shelters.

Please invest seven minutes to complete this survey and provide your city leadership with the information necessary to make quality decisions on your behalf to help Northfield provide the best parks and recreation spaces possible. All answers are confidential and the data will only be supplied to the city in an aggregated form. If you have other eligible voters in your household who would like to complete a survey, please call Michelle Mahowald at 507.645.3012 and she will have Fieldstone Research send a survey out to them.

Thank you, in advance, for helping Northfield be the best community it can be.

1. On a scale of 1 to 5, with 1 being "not important at all" and 5 being "very important," how much do you value the parks in Northfield?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

2. How often do you or your family members utilize the parks and recreation spaces in Northfield?

- ☐ More than once a week ☐ Less than once a month
☐ Several times a month ☐ Never
☐ Once a month

3. Of the parks and recreational spaces in Northfield, which of the following do you or your family members utilize?

- | | |
|---|--|
| ☐ Ames Park | ☐ River Walk |
| ☐ Babcock Park | ☐ Lion's Riverside Park |
| ☐ Bridge Square | ☐ Sechler Park |
| ☐ Ice Arena | ☐ Spring Creek Park |
| ☐ Meadows Park | ☐ Other: _____ |
| ☐ Memorial Park/Pool/Skateboard Park | |

4. Of all the parks identified in question three, please list the top five parks you think should receive the greatest resources for improvement.

- i. _____
ii. _____
iii. _____
iv. _____
v. _____

5. Briefly explain how you use the existing parks and public recreation spaces in Northfield?

6. Are there specific services or facilities that are not available through Northfield's parks and recreation spaces that you or your family go out of town to use or would likely use if they were available in the community?

☐ Yes ☐ No *(If yes, please list):*

7. Which of the following best reflects your view on an ice arena? *(Please select only one)*

- ☐ We should make minimum repairs to the ice arena.
- ☐ We should remodel the existing ice arena.
- ☐ We should build a new ice arena.
- ☐ We should build a new multi-purpose facility that includes an ice arena.
- ☐ We should do nothing to the ice arena (which would lead to it being closed down).

8. Please check the option that best reflects your view based upon the following statement. If the city funded an ice arena through public funding that also included other large community activities such as the DJJD Rodeo, the Hospital Book Fair, other sports opportunities, concerts and other community events, my opinion about supporting an ice arena would:

- ☐ Become stronger
- ☐ Stay the same
- ☐ Become weaker

9. On a scale of 1 to 5, please rate how satisfied you are with the City of Northfield's Parks and Recreation spaces (with 1 being "not at all satisfied" and 5 being "very satisfied").

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. Based upon feedback from residents, the city is considering enhancements to the parks and recreation spaces in Northfield. Parks are currently funded through city property taxes. One of the possibilities for funding enhancements is through a 0.5% local sales tax on retail sales and taxable services in Minnesota (example: not clothes or groceries) that would be paid for by all consumers including those not residing in Northfield. Which of the following best reflects your views on this? *(Please select only one)*

- ☐ I fully support a 0.5% local sales tax for enhancing parks and recreation in Northfield.
- ☐ I support a 0.5% local sales tax for enhancing parks and recreation in Northfield with some reservations.
- ☐ I don't feel strongly one way or the other about a 0.5% local sales tax for enhancing parks and recreation in Northfield.
- ☐ I am against a 0.5% local sales tax for enhancing parks and recreation in Northfield.
- ☐ I am against a 0.5% local sales tax for anything.

11. Please rank the following potential **new facilities or spaces** for the City of Northfield based on their importance to you and your family *(with the most important being "1")*:

- | | |
|-------------------------------------|---|
| ____ Build indoor gymnasium space | ____ Build new athletic fields (for soccer, lacrosse or other activities) |
| ____ Build new ice arena | ____ Build a new splash pad |
| ____ Build new outdoor tennis space | ____ Build new walking trails |
| ____ Build new indoor tennis space | ____ Build new bicycling trails |
| ____ Build new pickleball space | ____ Other: _____ |

12. Please rank the following potential **improvements to existing facilities or spaces** for the City of Northfield based upon their importance to you and your family *(with the most important being "1")*:

- ____ Improve shelters in existing parks
- ____ Convert some athletic fields to synthetic turf
- ____ Remodel the existing ice arena
- ____ Add restrooms in existing parks
- ____ Add downtown public restroom on or near Bridge Square
- ____ Expand/enhance skateboard park
- ____ Expand/enhance existing walking trails
- ____ Expand/enhance existing bicycle trails
- ____ Enhance baseball/softball fields ☐ restrooms ☐ bleachers ☐ scoreboards ☐ dugouts
- ____ Enhance the senior center with expanded exercise facilities
- ____ Other: _____

13. Given all the options you just reviewed, which **five** are most important to you? (*mark up to five*)

- ☐ Add downtown public restroom in or near Bridge Square
- ☐ Build new indoor gymnasium space
- ☐ Expand/enhance existing bicycle trails
- ☐ Build new bicycling trails
- ☐ Improve shelters in existing parks
- ☐ Add restrooms in existing parks
- ☐ Build new athletic fields (for soccer, lacrosse or other activities)
- ☐ Convert some athletic fields to turf
- ☐ Remodel the existing ice arena
- ☐ Build new ice arena
- ☐ Build new outdoor tennis space
- ☐ Build new indoor tennis space
- ☐ Expand/enhance skateboard park
- ☐ Build new pickleball space
- ☐ Build a new splash pad
- ☐ Expand/enhance existing walking trails
- ☐ Build new walking trails
- ☐ Other: _____

14. Please identify your gender: ☐ Male ☐ Female ☐ Other: _____

15. Please identify your age range:

- | | |
|---|---|
| ☐ 18–25 years of age | ☐ 55–64 years of age |
| ☐ 26–35 years of age | ☐ 65–74 years of age |
| ☐ 36–45 years of age | ☐ 75–85 years of age |
| ☐ 46–54 years of age | ☐ 86 years of age or older |

Thank you for your participation in this survey.

Please return your completed survey in the enclosed envelope as soon as possible, but no later than Friday, January 10, 2020.