COMMUNITY ENGAGEMENT
COMMUNITY ENGAGEMENT

USER GROUP MEETINGS

- Community Groups
  - Seniors
  - Arts Groups
  - Teens
  - Minneapolis Northwest Tourism
  - Maple Grove Community Organization
  - Hockey and Skate School
- City Departments
  - Public Works/Engineering
  - Community and Economic Development
  - Police
  - Fire and Building
  - Information Systems

COMMUNITY OPEN HOUSE

- One-on-one conversation
- Amenity rankings
- Brief 5-question survey
- Comments on existing building plans

COMMUNITY-WIDE SURVEY

- Statistically valid survey administered by mail to select households
- Online survey available for individuals interested in providing input
USER GROUP
MEETINGS
SENIORS

- The current facility is too small
- Senior fitness classes are required to be held off-site but seniors would prefer to attend at the Community Center
- Need additional pool space for aquatics classes
- Seniors are using the hallways to walk but would prefer walking track
- Interested in a makers’ space and art classes including 2d, clay/sculpture, wood carving
- The stage is not adequate for music performances

ART GROUPS

- Cross Community Players Theater
  - Dream: access to a stage
  - More realistic: access to workshop and place to store stage sets and props
  - Need storage space
- Maple Grove Arts Center
  - Need storage space
  - Would like office space
  - Would like space to offer art classes of 20-25 people
  - Need space for 8-9 gallery shows per year

TEENS

- Would like access to a quiet study room for homework after school
- Arcade needs to be updated
- Adjacency to rentable meeting rooms create noise issues for teens and meeting room
- Teens amenities are spread all throughout Community Center and they would prefer they are close together
- Outside pool is for little kids and not teens
- Would like to use fitness center equipment
- Would like a black box theater for open mic and music production
<table>
<thead>
<tr>
<th>MNWT</th>
<th>MGCO</th>
<th>HOCKEY/SKATE SCHOOL</th>
</tr>
</thead>
<tbody>
<tr>
<td>• MGCC would be ideal location for events of 500-750 people with 10+ breakout rooms</td>
<td>• Would like access to executive conference room for internal meetings</td>
<td>• Issues with ice – low quality and always buying ice</td>
</tr>
<tr>
<td>• Need improved loading dock to accommodate events</td>
<td>• Could offer bigger events if the community center was larger and more organized</td>
<td>• Need for 3rd sheet of ice (normal size or two mini sheets for practice)</td>
</tr>
<tr>
<td>• Currently unable to accommodate 750-1,000 people events anywhere in NW Communities</td>
<td>• Maple Grove Days:</td>
<td>• Maple Grove is not considered for large events because of ice issues and space constraints</td>
</tr>
<tr>
<td>• Current banquet room is not ideal since it looks over the road and has circulation issues with other community center programming</td>
<td>• Currently 120-130 vendors but turns people down – could get 20 more vendors if space could accommodate</td>
<td>• Need for more dryland training area</td>
</tr>
<tr>
<td></td>
<td>• Need power outlets in the parking lot</td>
<td>• Mold issues in locker rooms</td>
</tr>
<tr>
<td></td>
<td>• Needs better loading dock</td>
<td>• Needs to create reason for parents to stay</td>
</tr>
<tr>
<td></td>
<td>• Wayfinding through the Community Center is difficult</td>
<td></td>
</tr>
</tbody>
</table>
PUBLIC WORKS/ENGINEERING

• Parking creates a safety hazard for pedestrians and creates ongoing congestion issues

• Drainage problems on the site are made worse by rain/freeze/thaw causing ongoing maintenance issues

• Community members wishing to arrive on foot or by bike have difficulty crossing Main St

• Circulation between Community Center, Lifetime, and Library is difficult and confusing

COMMUNITY & ECONOMIC DEVELOPMENT

• Urgent need for more expo space

• Community Center could be an ideal location for:
  • Incubator spaces for small businesses
  • Coworking space
  • Virtual reality center

POLICE

• Possible location for a Police Sub Station – providing community members will services and community outreach, friendly interaction with community

• Interested in crime prevention through environmental design

• Safety and security needs to be improved with clear checkpoints

• Lifetime Space
  • Could be used for officer wellness – free for officers to use
  • Secondary EOC

• Pond
  • Can the pond be engaged with paddleboats?
  • Desire for a fishing event – once a year?
FIRE AND BUILDING

- If building expands, additional fire protection will be assessed and current issues
- Urgent need for ADA considerations or make the space more easily accessible by those with disabilities
- The fire department would like to host events of up to 500 people
- Lifetime
  - Officer Wellness
  - Not ideal for secondary EOC

INFORMATION SYSTEMS

- Interest in SMART building concepts (smart lighting, wifi, charging stations for cars and phones, videoconferencing, people-counting system, air quality tracking, light quality tracking, noise/acoustic quality tracking)
- Community Center is the only building without access control – it is still keyed
- Interest in digital signage – conference rooms, concessions stands, entry/schedule kiosks
- Maker’s Space (ideal for seniors + teens) – 3D printer, hand tools, tech lab
- Teen Center
  - Support gaming consoles – they get a lot of use
  - Need to improve movie room, arcade is outdated
AMENITY RANKING

EXPANDED SENIOR CENTER

PERFORMANCE SPACE

EXPANDED GROVE COVE AQUATICS

LAWN BOWLING
AMENITY RANKING

CLIMBING WALL

FITNESS EQUIPMENT

EXPANDED INDOOR PLAY

EVENT SPACE
AMENITY RANKING

GROUP FITNESS  OUTDOOR MARKET  CURLING RINK  ART GALLERY
AMENITY RANKING

WHAT ELSE WOULD YOU LIKE TO SEE?

• Indoor lawn bowling
• Indoor produce garden
• Space to display and celebrate local art from community (multicultural)
• Social service agency presence
• Pickleball courts
• Information kiosk
• Teen center tutor
• More multicultural activities
• More intergenerational activities
COMMENT CARDS

58 TOTAL RESPONSES

TOP 3 MOST-USED AMENITIES:
1. Senior Center (45%)
2. Gym (29%)
3. Rented meeting rooms (26%)

TOP 3 AMENITY REQUESTS:
1. Indoor walking track (43%)
2. Pool expansion/upgrade (36%)
3. Fitness equipment (34%)
BUILDING COMMENTS

COMMUNITY CENTER ADAPTED TO CHANGING NEEDS OF RESIDENTS

- Healthy food options
- Space for multi-generational activities
- A space that welcomes multi-cultural community members
- Mothers room/personal needs room

COMMUNITY-BUILDING ACTIVITY SPACE

- Performance space, possibly a black box theater
- Education spaces
- Makers space
- Expanded outdoor deck area and shade structure
- Cooking, nutrition, finance classes
BUILDING COMMENTS

FIXING ISSUES WITH CURRENT COMMUNITY CENTER

• Need clear circulation paths
• Better pick-up and drop-off
• Updated elevators and accessible routes
• Updated design/creating warmth
• Unsafe parking lot

ACTIVE LIVING

• Indoor tennis and pickleball
• 3rd sheet of ice
• Walking track
• More gym space
COMMUNITY-WIDE SURVEYS
City of Maple Grove
STATISTICALLY-VALID SURVEY FINDINGS
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.
The goal was to obtain completed surveys from at least 375 residents and 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.
Demographic Comparison

Demographics: Ages of People in Household
by percentage of household occupants

Demographics: Race/Ethnicity
by percentage of respondents (multiple choices could be made)

Source: ETC Institute (2019)
Demographic Comparison

**Demographics: Gender**

*By percentage of respondents*

**Survey**
- Male: 51%
- Female: 49%

**U.S. Census**
- Male: 52%
- Female: 48%

Source: ETC Institute (2019)
Facility/ Amenity Needs

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
Non-Random Survey Results

Facility/ Amenity Needs

The three facilities/amenities with the highest percentage of unmet needs were:

1. Other
2. Curling Rink
3. Miniature golf course
Facility/ Amenity Needs

Based on the sum of respondents’ top four choices, the three most important facilities to residents were:

1. Indoor adventure features (32%)
2. Indoor playground (31%)
3. Café/coffee shop (30%)

Source: ETC Institute (2019)
Non-Random Survey Results
Facility/ Amenity Needs

Based on the sum of respondents’ top four choices, the three most important facilities to residents were:

1. Indoor adventure recreation (49%)
2. Indoor Playground (46%)
3. Café/coffee shop (44%)
Facility/ Amenity Needs

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)
Activities/Program Needs

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/weightlifting equipment-10,432 households
3. Aerobics/dance/wellness and group fitness spaces-9,039 households

Source: ETC Institute (2019)
The three activities/programs with the highest percentage of unmet need were:

1. Climbing wall
2. Curling
3. Lawn bowling, yard games

### Program Unmet Needs

<table>
<thead>
<tr>
<th>Program Unmet Needs</th>
<th>Not met</th>
<th>Partly met</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climbing wall</td>
<td>96%</td>
<td>4%</td>
</tr>
<tr>
<td>Curling</td>
<td>96%</td>
<td>4%</td>
</tr>
<tr>
<td>Lawn bowling, yard games</td>
<td>96%</td>
<td>4%</td>
</tr>
<tr>
<td>Fitness/cardiovascular/weight lifting equipment</td>
<td>87%</td>
<td>10%</td>
</tr>
<tr>
<td>Indoor walking/jogging track</td>
<td>87%</td>
<td>10%</td>
</tr>
<tr>
<td>Virtual gaming area with video games, billiards, space for...</td>
<td>85%</td>
<td>12%</td>
</tr>
<tr>
<td>Arts &amp; crafts areas, Makers space</td>
<td>82%</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>75%</td>
<td>22%</td>
</tr>
<tr>
<td>Aerobics/dance/wellness &amp; group fitness spaces</td>
<td>75%</td>
<td>22%</td>
</tr>
<tr>
<td>Warm water therapy (pool)</td>
<td>73%</td>
<td>14%</td>
</tr>
<tr>
<td>Pickleball</td>
<td>59%</td>
<td>32%</td>
</tr>
<tr>
<td>Water exercise programs</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Recreation classes &amp; other activities</td>
<td>26%</td>
<td>52%</td>
</tr>
<tr>
<td>Basketball, volleyball</td>
<td>26%</td>
<td>51%</td>
</tr>
<tr>
<td>Event/conference center for large functions</td>
<td>25%</td>
<td>42%</td>
</tr>
<tr>
<td>Active older adult/senior social programs &amp; activities</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Lap swimming</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>Recreational swimming-outdoor pool</td>
<td>11%</td>
<td>89%</td>
</tr>
<tr>
<td>Recreational swimming-indoor pool</td>
<td>10%</td>
<td>90%</td>
</tr>
<tr>
<td>Banquets &amp; catered events</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>Meetings &amp; parties</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Recreational ice skating, figure skating, hockey</td>
<td>4%</td>
<td>96%</td>
</tr>
</tbody>
</table>
Activities/Program Needs

Based on the sum of respondents’ top four choices, the two most important activities/programs to residents were:

1. Indoor walking/jogging track (43%)
2. Recreational swimming-indoor pool (30%)

Source: ETC Institute (2019)
Non-Random Survey Results

Activities/ Program Needs

Based on the sum of respondents’ top four choices, the three most important activities/ programs to residents were:

1. Indoor walking/jogging track (57%)  
2. Recreational swimming-indoor pool (42%)  
3. Fitness/cardiovascular/weightlifting equipment (33%)

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor walking/jogging track</td>
<td>57%</td>
</tr>
<tr>
<td>Recreational swimming-indoor pool</td>
<td>42%</td>
</tr>
<tr>
<td>Fitness/cardiovascular/weightlifting equipment</td>
<td>33%</td>
</tr>
<tr>
<td>Recreational swimming-outdoor pool</td>
<td>30%</td>
</tr>
<tr>
<td>Aerobics/dance/wellness &amp; group fitness spaces</td>
<td>28%</td>
</tr>
<tr>
<td>Recreational ice skating, figure skating, hockey</td>
<td>16%</td>
</tr>
<tr>
<td>Lap swimming</td>
<td>16%</td>
</tr>
<tr>
<td>Climbing wall</td>
<td>15%</td>
</tr>
<tr>
<td>Arts &amp; crafts areas, Makers space</td>
<td>13%</td>
</tr>
<tr>
<td>Lawn bowling, yard games</td>
<td>13%</td>
</tr>
<tr>
<td>Warm water therapy (pool)</td>
<td>13%</td>
</tr>
<tr>
<td>Recreation classes &amp; other activities</td>
<td>12%</td>
</tr>
<tr>
<td>Meetings &amp; parties</td>
<td>12%</td>
</tr>
<tr>
<td>Basketball, volleyball</td>
<td>11%</td>
</tr>
<tr>
<td>Water exercise programs</td>
<td>10%</td>
</tr>
<tr>
<td>Active older adult/senior social programs &amp; activities</td>
<td>10%</td>
</tr>
<tr>
<td>Pickleball</td>
<td>7%</td>
</tr>
<tr>
<td>Curling</td>
<td>6%</td>
</tr>
<tr>
<td>Virtual gaming area with video games, billiards,...</td>
<td>6%</td>
</tr>
<tr>
<td>None chosen</td>
<td>5%</td>
</tr>
<tr>
<td>Event/conference center for large functions</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Banquets &amp; catered events</td>
<td>2%</td>
</tr>
</tbody>
</table>
Facility/ Amenity Needs

Based on the Priority Investment Rating (PIR), the following four activities/programs were rated as high priorities for investment:

- Indoor walking/jogging track (PIR=200)
- Fitness/ cardiovascular/ weightlifting equipment (PIR=121)
- Recreational swimming-indoor pool (PIR=110)
- Aerobics/ dance/ wellness & group fitness spaces (PIR=101)
Of the respondents who said “yes” or “maybe” they would be willing to pay to use the services and facilities PER VISIT:
Non-Random Survey Results

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

**PER MONTH FOR AN INDIVIDUAL:**

- **49%** up to $25
- **27%** up to $35
- **15%** up to $45
- **9%** Reasonable amount over $45
Non-Random Survey Results

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

![Pie chart showing the distribution of responses.]

- 36% up to $45
- 26% up to $55
- 24% up to $65
- 14% Reasonable amount over $65
Non-Random Survey Results

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

Non-Random Survey Results
- Ninety-eight percent (98%) of respondents “strongly agree” or “agree” that it is valuable to them to have a community center.
- Ninety-four percent (94%) of respondents “strongly agree” or “agree” a community center should include aquatic offering.