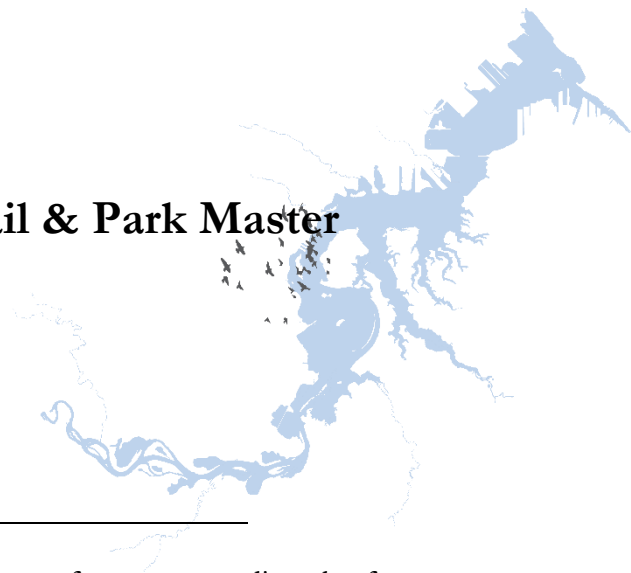


City of Duluth - Western Waterfront Trail & Park Master Plan

Online Survey Response Data

Preliminary Survey Data Interpretation
March 6, 2017
Prepared by LHB, Inc.



Purpose

The purpose of the survey was to gather a broader data set on preferences regarding the future development of the Western Waterfront Trail. It was important to include an online survey in the methodology of community engagement to offer an alternative method to engage with stakeholders on the project beyond the community meeting. The survey was necessary in order to reach a broader audience beyond our community engagement meeting format.

Method

The City working with LHB developed an online survey to gather feedback on preferences for the Western Waterfront Trail. The survey was live from January 9th-January 26th. It featured 29 questions. With a total of 988 responses. The survey was advertised on the City's website and received some media attention through television¹ and newspaper².

Objective

The purpose of the survey was to invite participation and define priorities for the Western Waterfront Trail. Key objectives included, determine existing use and activity type along the corridor. Identify the current rail experience values. Distinguish unique and culturally significant features to celebrate, determine priority site improvements preferred at each access point.

Participants

Of the 988 respondents over 80% identified as Caucasian with nearly 14% selecting "I prefer not to respond." Nearly 54% of respondents identified as male with less than 40% respondents identifying as female. The highest percentage of respondents at nearly 35% were age 60 or older followed by almost 40% between the ages of 40-59.

Featured Questions

- # of respondents- 988
- Basic Demographics of respondents
- Visit Frequency
 - Once a year
 - Quarterly
 - Monthly

¹ <http://www.fox21online.com/2017/01/18/city-seeking-input-western-waterfront-trail-plans/>

² <http://www.duluthnewstribune.com/news/4197291-survey-will-help-duluth-determine-fate-lsm-line>

- Never
- Trail usage Preferences
- Type of Activity
 - Walking
 - Bird/Wildlife Watching
 - Trail biking
 - Jogging/running
 - Interpretation/Reflection
- Priority Trail elements
- Priority features for each site plan
- Rail experience most valued features
 - Scenic enjoyment of the surrounding landscape
 - Rail history
 - Unique Transportation alternative
- Rider frequency summary
 - Once a year
 - Never
 - Less than once a year

Survey Results

The results have been categorized in four topic areas:

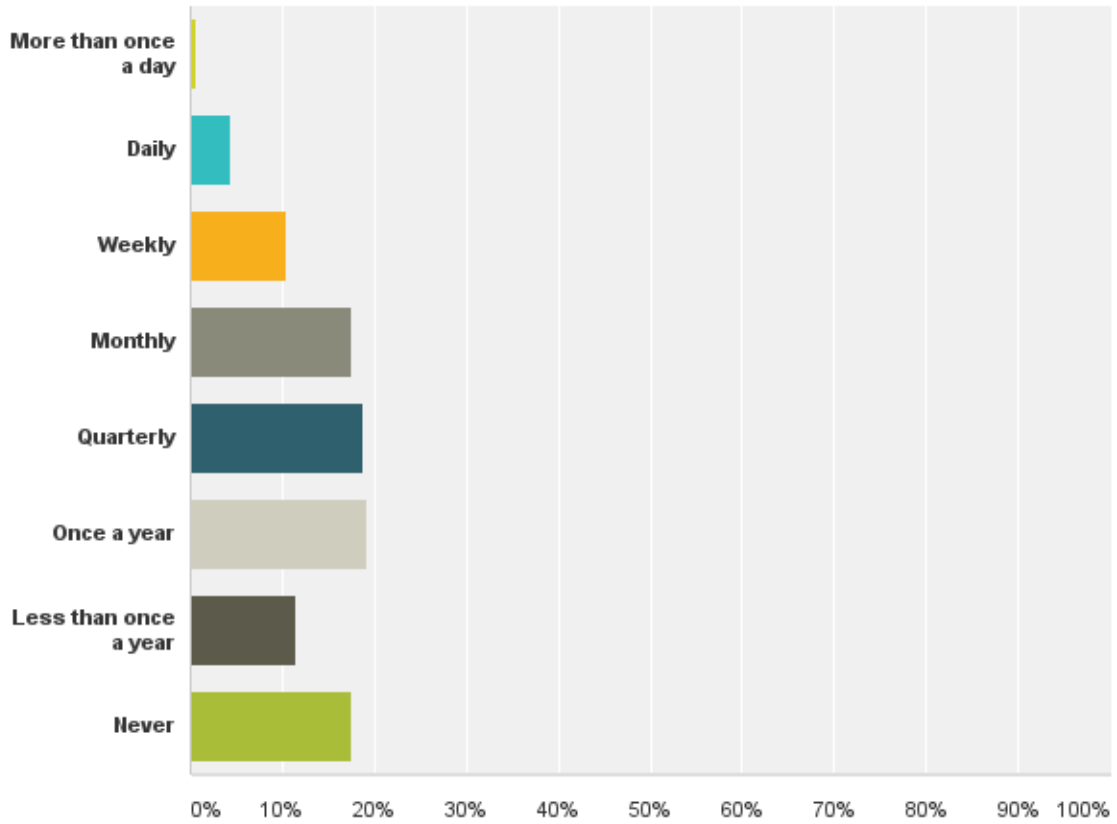
- Use
- Values
- Elements/Features/Activities
- Priority Improvement Preferences

TOPIC AREA - USE

More than 50% of respondents characterized their use of the existing WWFT as limited to once a month to once a year.

Q1 How often do you use the existing Western Waterfront Trail?

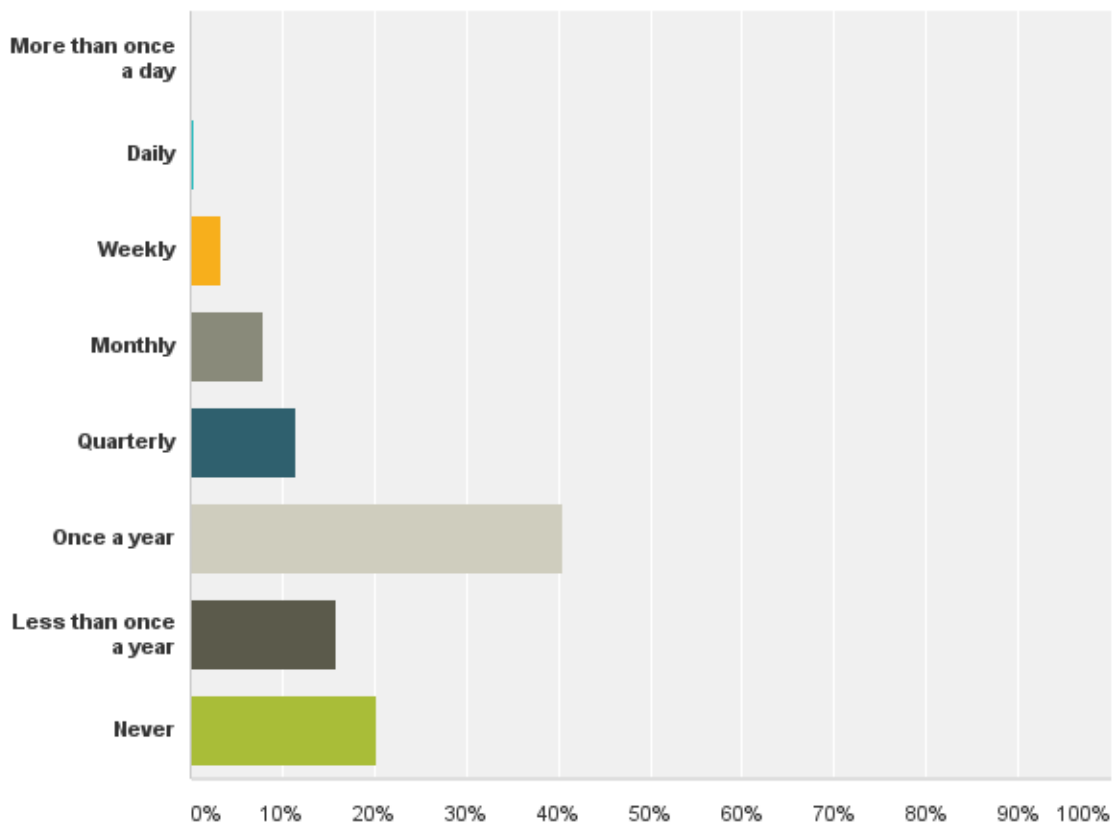
Answered: 974 Skipped: 14



40% of respondents claimed to use the existing Lake Superior & Mississippi Railroad excursion train once a year.

Q2 How often do you use the existing Lake Superior & Mississippi Railroad excursion train?

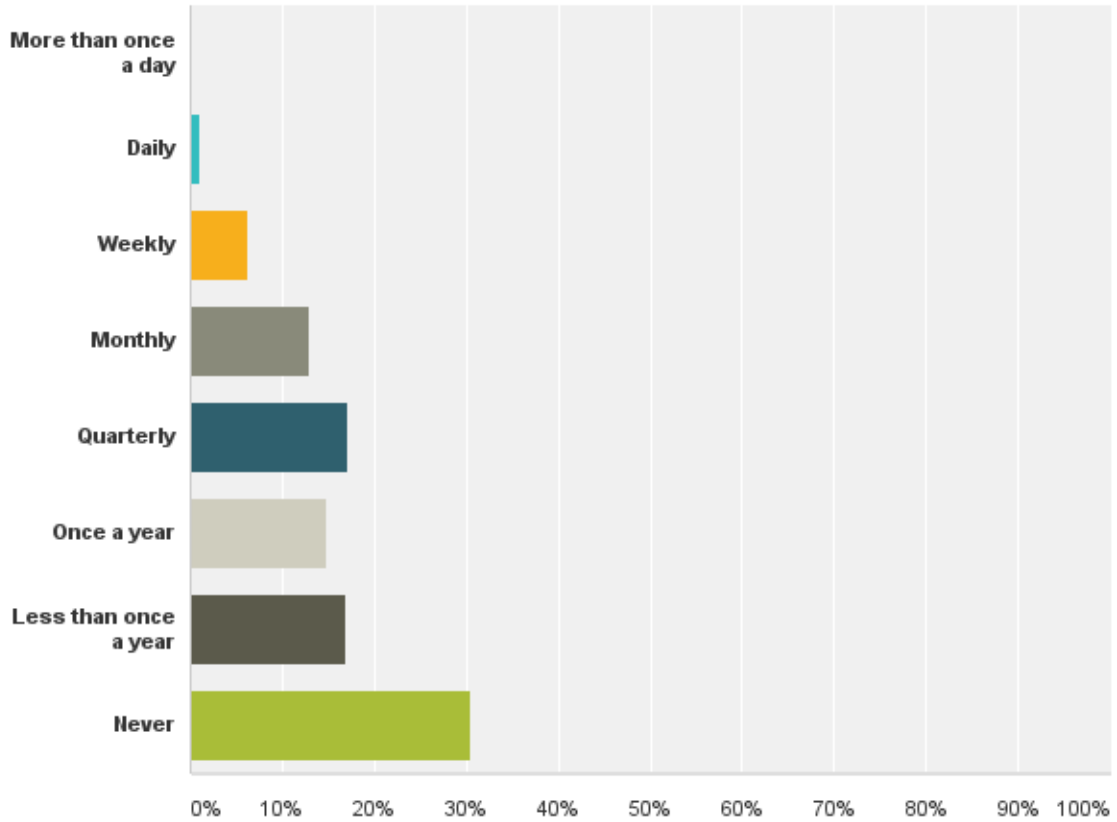
Answered: 974 Skipped: 14



More than 30% of respondents have never used one of the existing river public access points.

Q3 How often do you use one of the existing river public access points (Munger Landing, Boy Scout Landing, Perch Lake Access)?

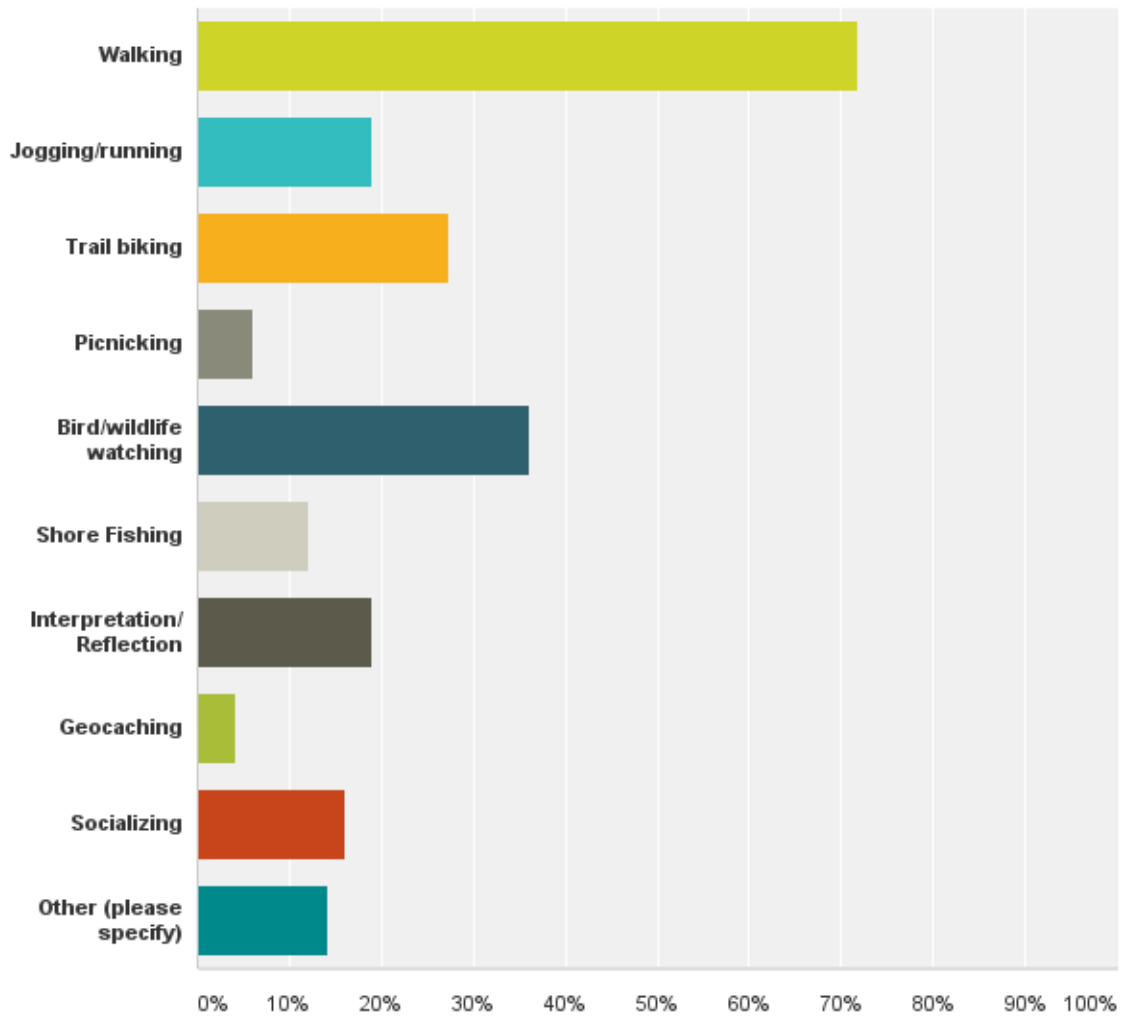
Answered: 970 Skipped: 18



Over 70% of respondents prefer walking as a primary activity on the trail. This is followed by bird watching at 36%.

Q4 Which activities do you do most often on the existing 3.3 mile Western Waterfront Trail corridor? (choose up to 3)

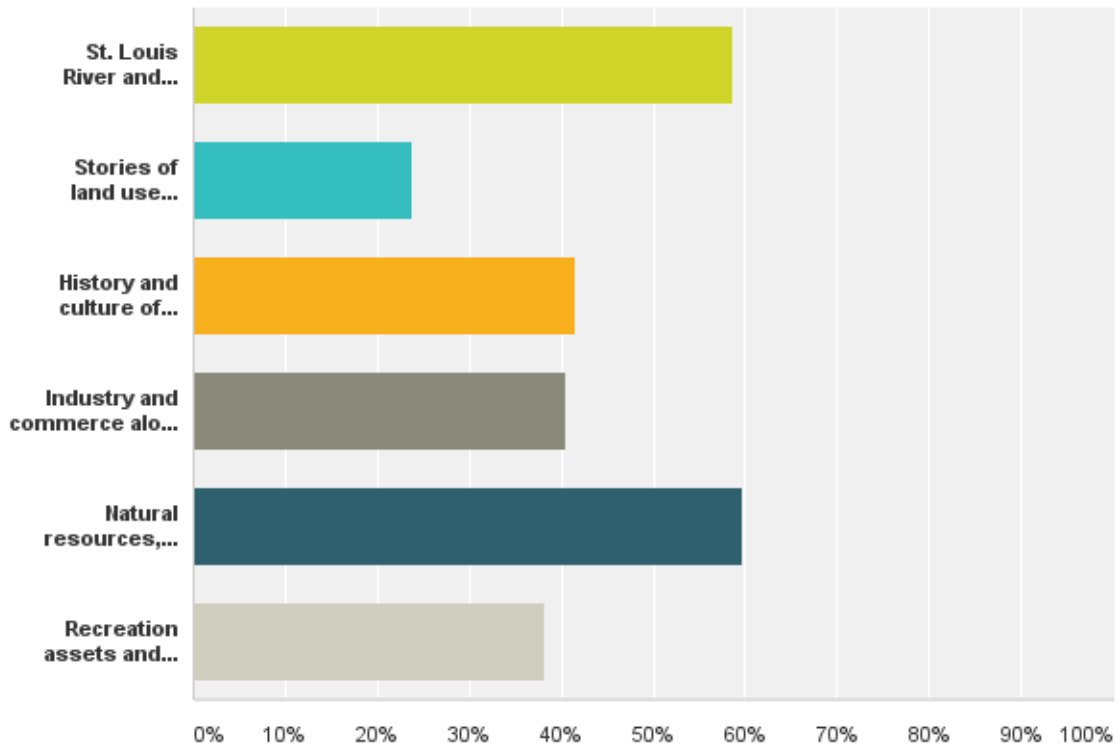
Answered: 888 Skipped: 100



The majority of respondents prefer to honor and celebrate the St. Louis River and Estuary and its Natural resources and local ecology as a primary feature.

Q5 What stories and defining features along the trail corridor do you want to honor & celebrate? Culturally, ecologically, physically? (choose up to 3)

Answered: 931 Skipped: 57

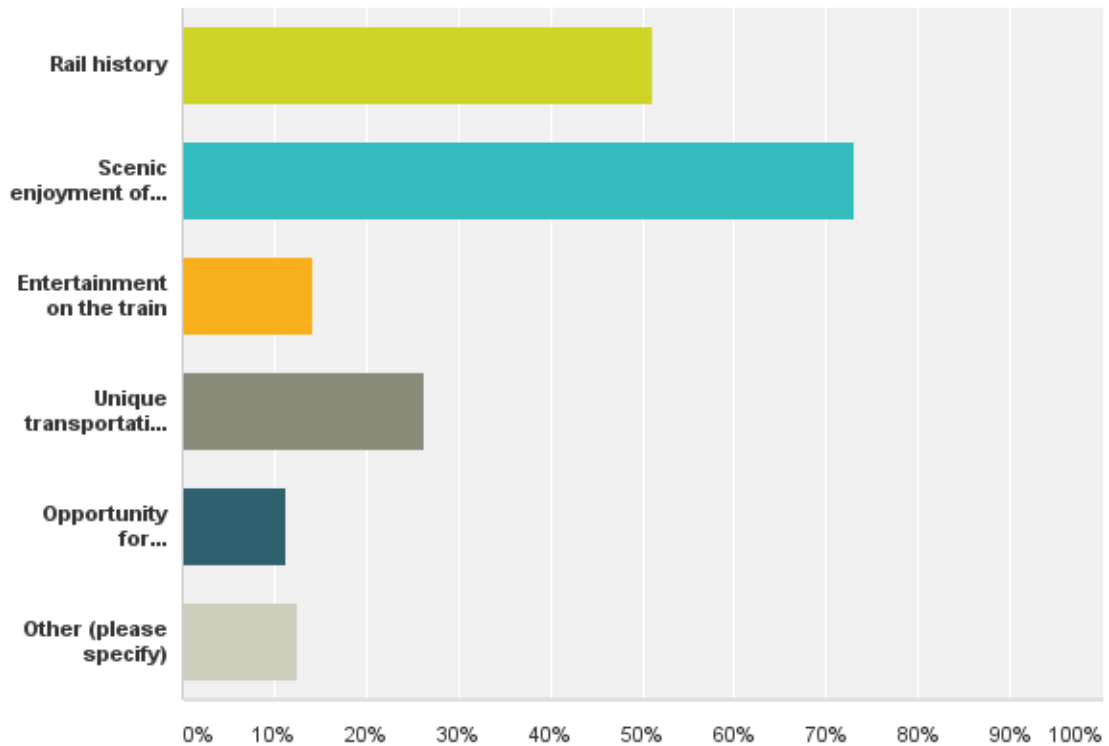


TOPIC AREA – VALUES

Nearly 75% of respondents value the scenic enjoyment of the surrounding landscape as a primary features of the current rail experience.

Q6 What do you value most about the current rail experience?

Answered: 924 Skipped: 64



Respondents identified several key features that make this area of Duluth unique. (Illustrated in a Word Cloud).

Q7 What makes this area of Duluth unique?

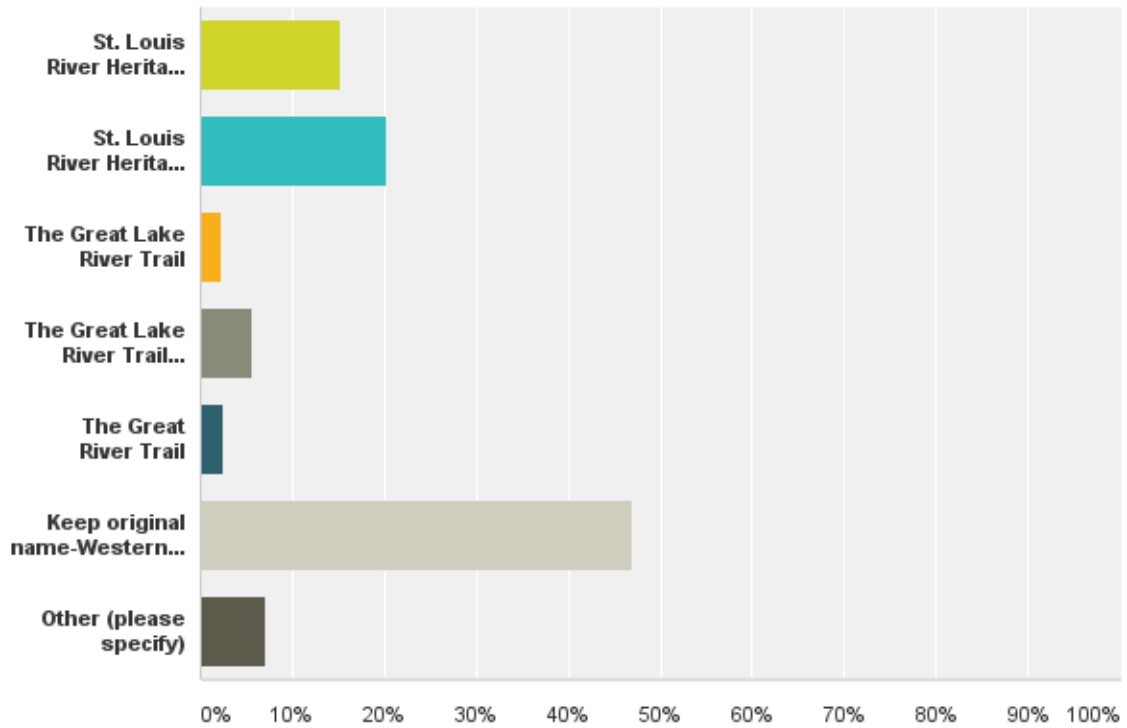
Answered: 619 Skipped: 369



Respondents preferred the original name for the Western Waterfront Trail by more than 47%.

Q8 Is there a more fitting name than the Western Waterfront Trail?

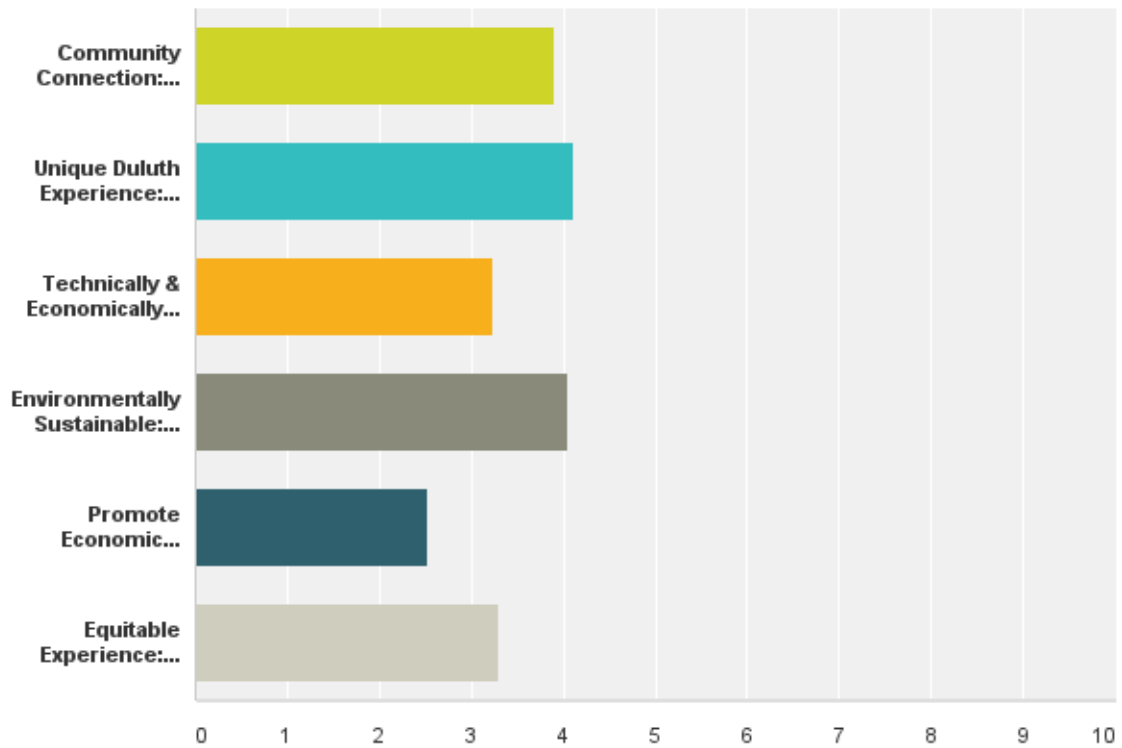
Answered: 908 Skipped: 80



Respondents prioritized the guiding principles Unique Duluth Experience, Environmentally Sustainable, and Community Connection.

Q9 Rank the following Guiding Principles for the future development of the Western Waterfront Trail in order of importance.

Answered: 743 Skipped: 245

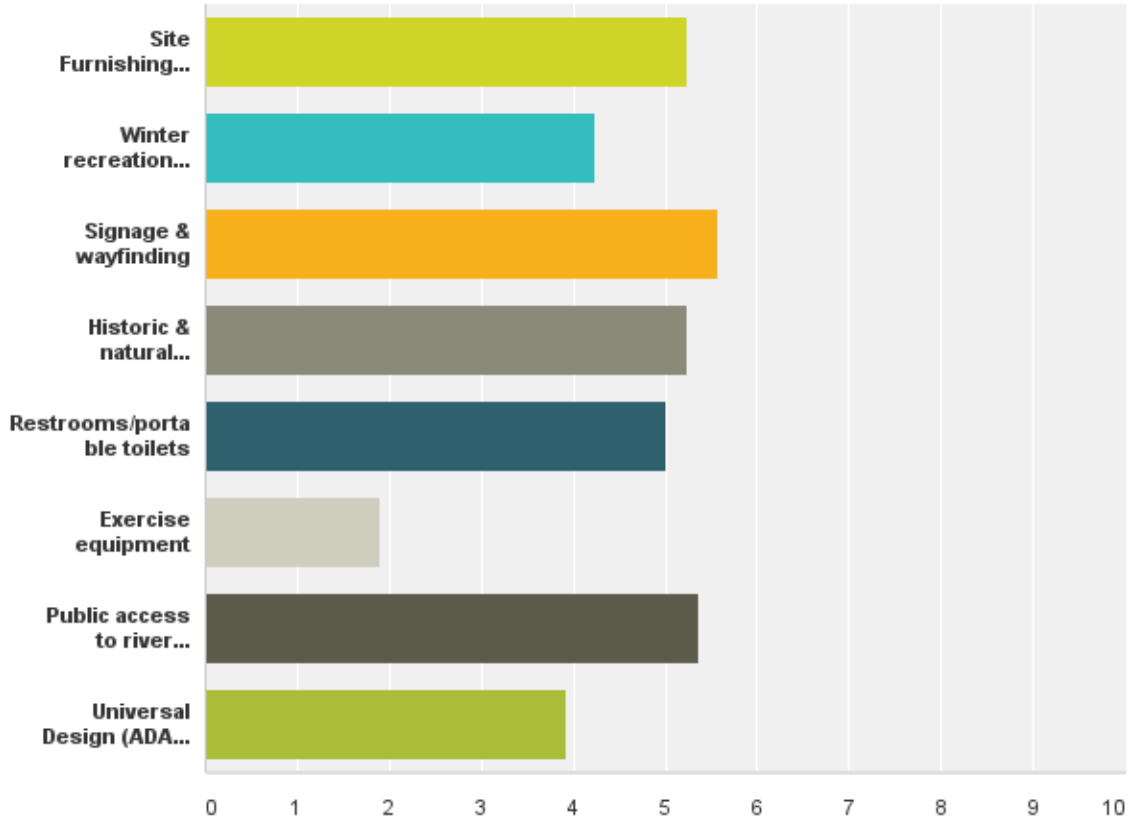


TOPIC AREA – ELEMENTS/FEATURES/ACTIVITIES

Public Access to river shoreline; Historic and natural resource implementation and Signage and Wayfinding ranked highest as priority trail elements.

Q10 Which trail elements will be a priority in the next 5 years? (Please rank)

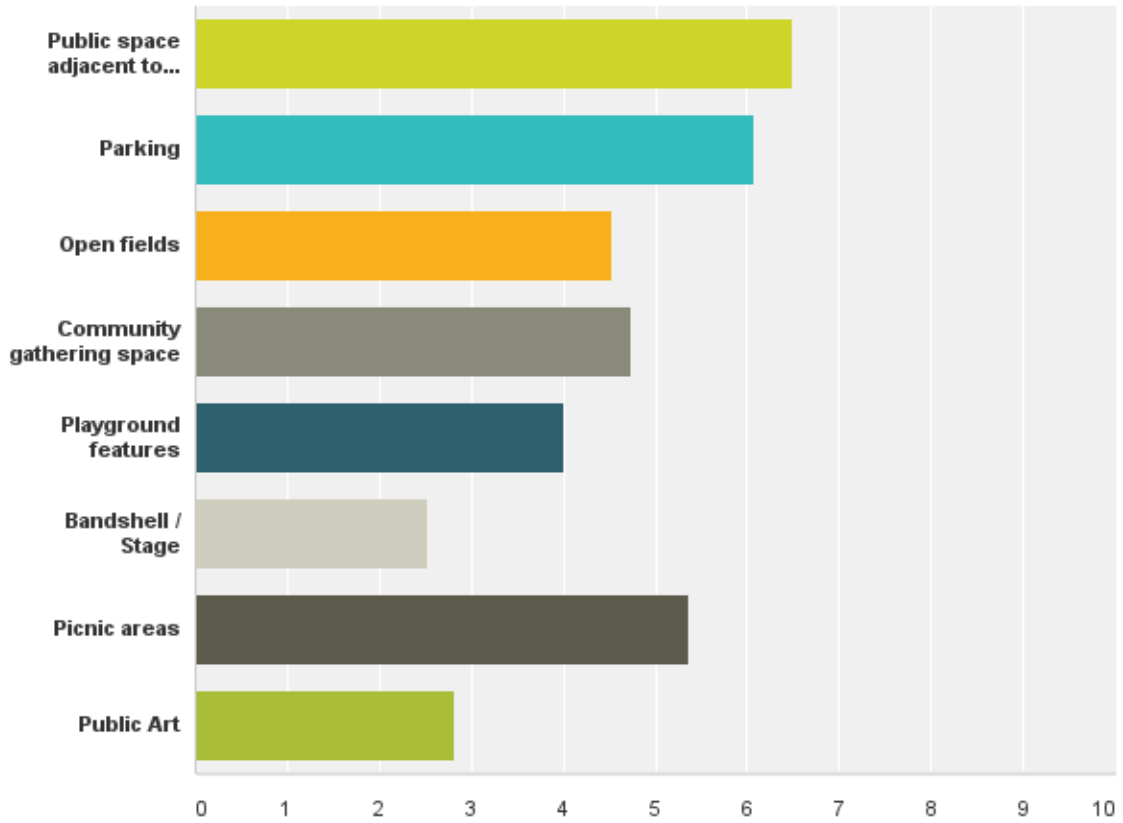
Answered: 740 Skipped: 248



Public Space, Parking and Picnic areas ranked highest as adjacent priority trail features for implementation.

Q11 Which park elements, adjacent to the trail, will be a priority in the next five years? (Please rank)

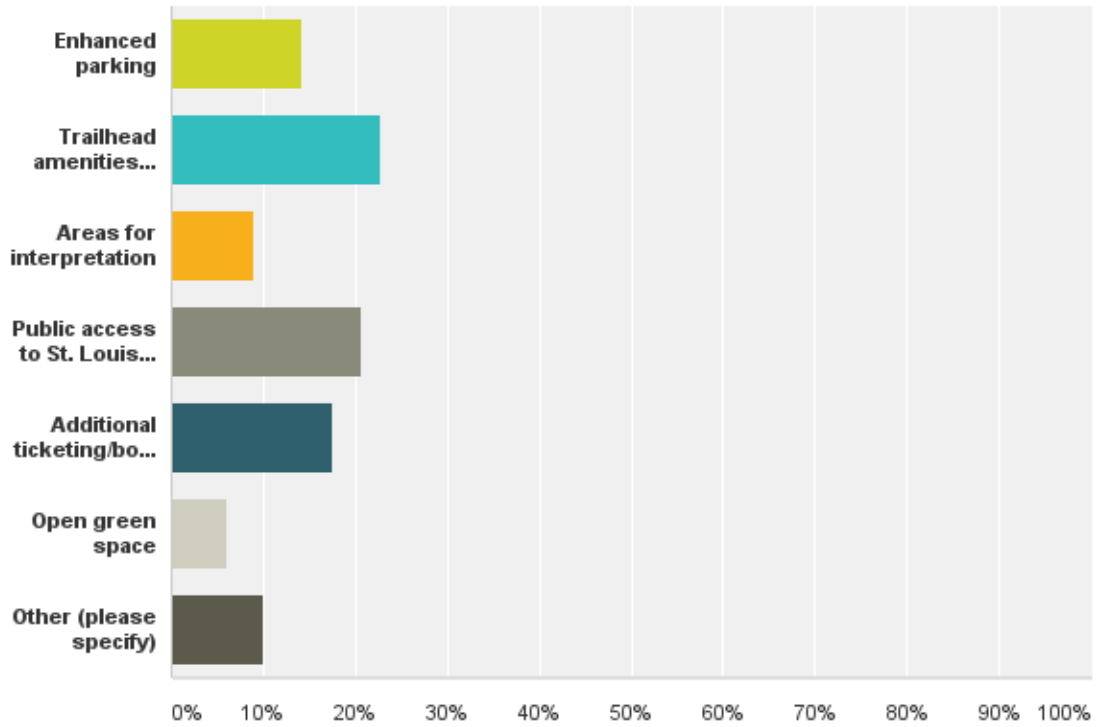
Answered: 720 Skipped: 268



Trailhead amenities ranked the highest for improvements that would add greatest value to the rail experience.

Q12 What park and trail improvements would add most value to the rail experience?

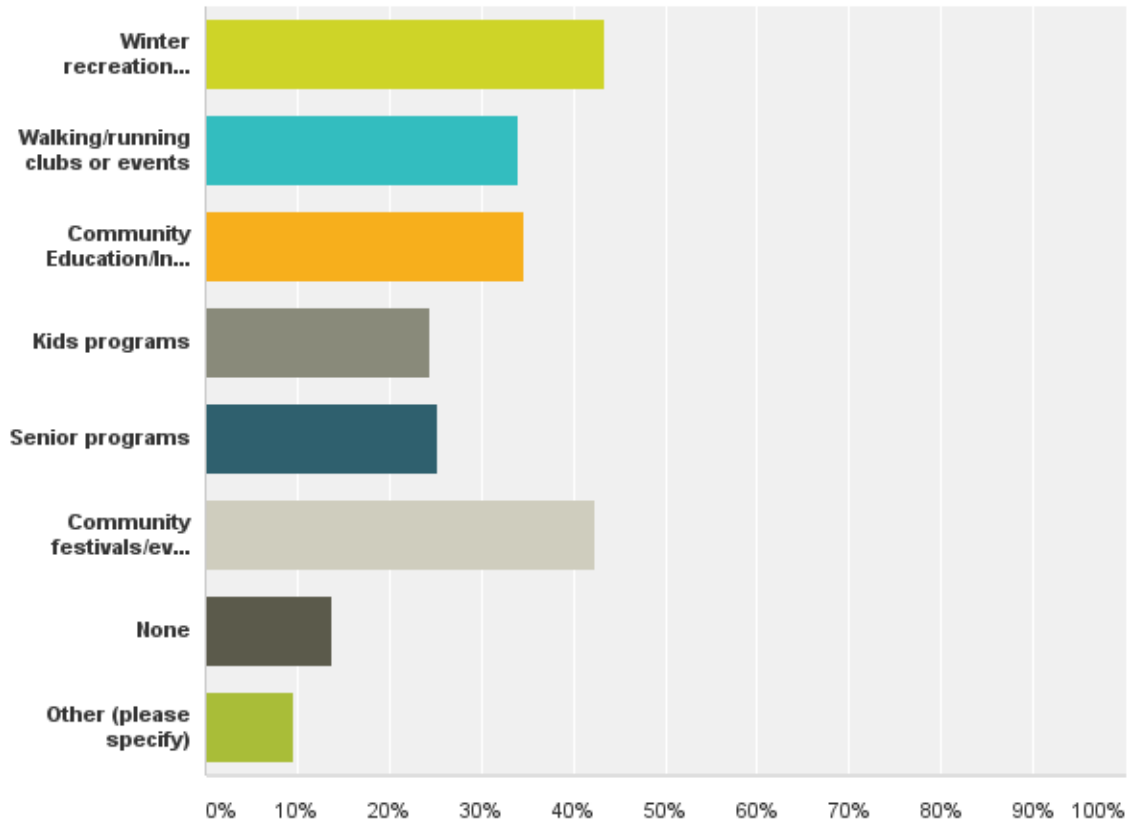
Answered: 762 Skipped: 226



Winter recreation opportunities and community festivals and events ranked highest as park and trail activities respondents would be most interested in participating.

Q13 Which organized park and trail activities would you be interested in participating in? (check all that apply)

Answered: 723 Skipped: 265

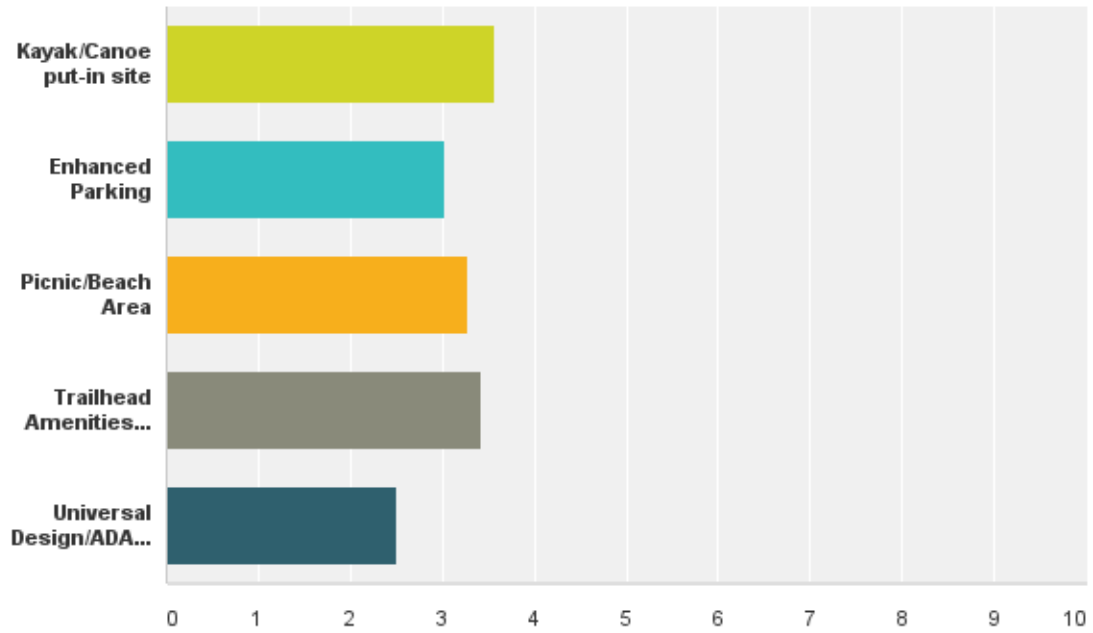


TOPIC AREA – PRIORITY IMPROVEMENT PREFERENCES

Kayak and canoe put-in site ranked highest for Munger landing site improvements closely followed by trailhead amenities.

Q14 For the Munger Landing preliminary site plan below, what should the top two site improvements be? (please rank)

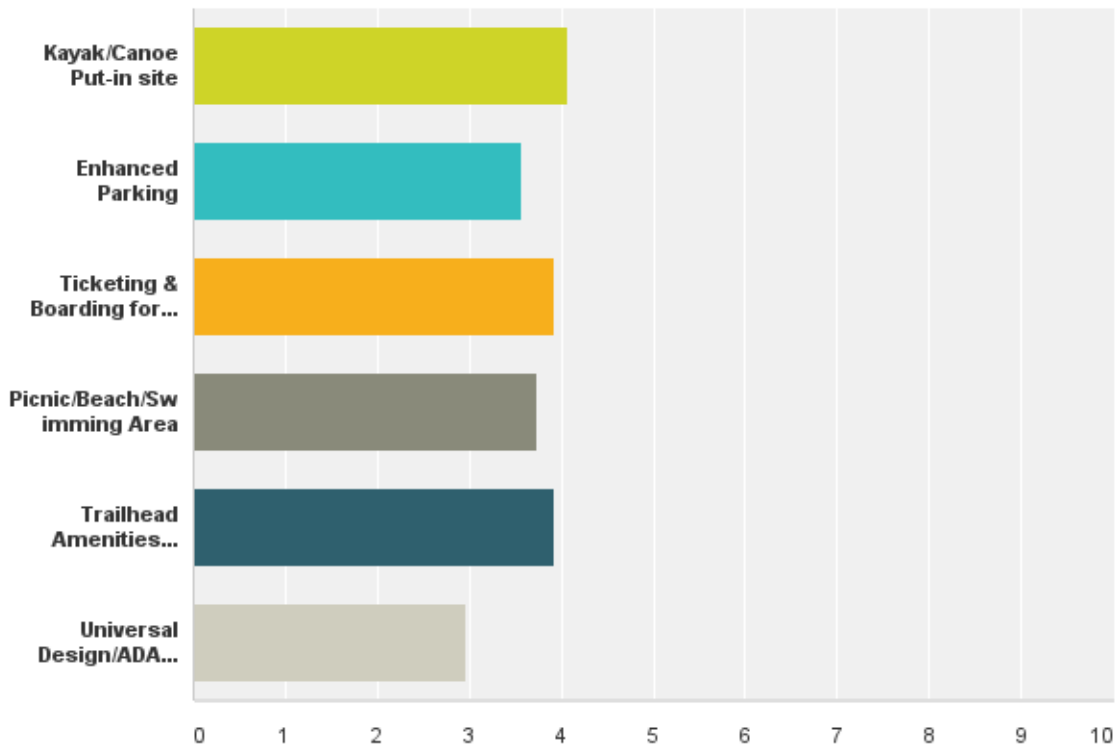
Answered: 697 Skipped: 291



Kayak and canoe put-in site ranked highest for Boy Scout landing site improvements closely followed by ticketing and boarding for rail operations and trailhead amenities.

Q15 For the Boy Scout Landing preliminary site plan below, what should the top two site improvements be? (please rank)

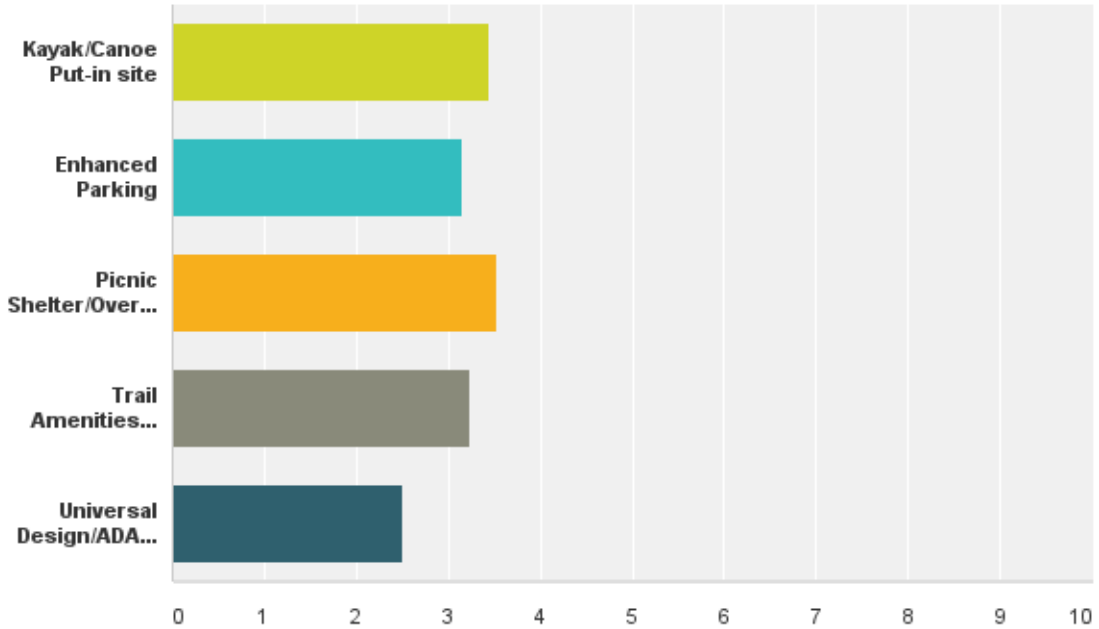
Answered: 684 Skipped: 304



Kayak and canoe put-in site ranked highest for Perch Lake site improvement closely followed by picnic shelter/ overlook area.

Q16 For the Perch Lake River Access preliminary site plan below, what should the top two site improvements be? (please rank)

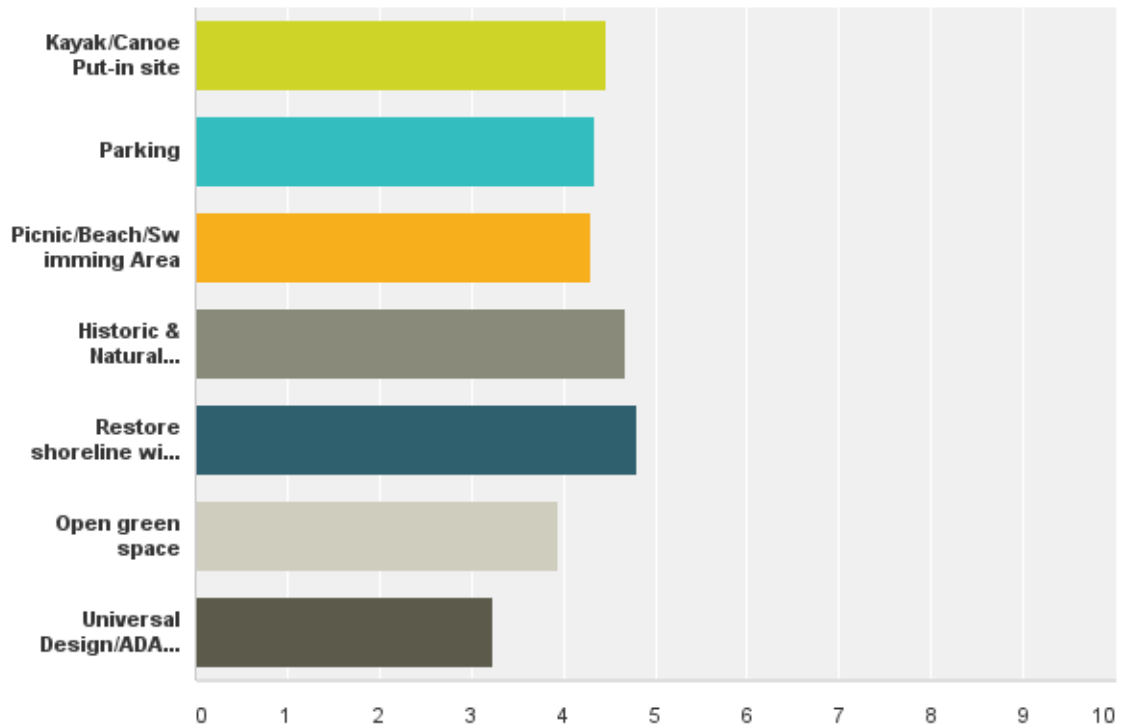
Answered: 651 Skipped: 337



Kayak and canoe put-in site ranked highest for Slag Point landing site improvements closely followed by historic and natural resource interpretation and restore shoreline with shore fishing.

Q17 For the Slag Point River Access & Greenspace preliminary site plan below, what should the top two site improvements be? (please rank)

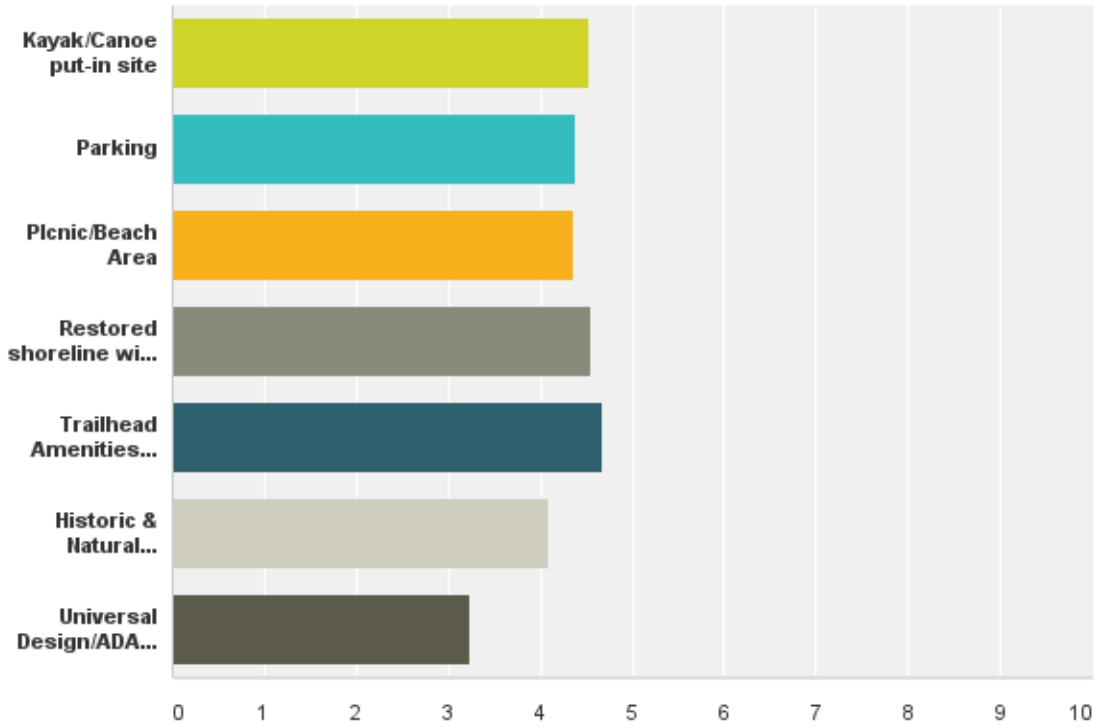
Answered: 641 Skipped: 347



Kayak and canoe put-in site ranked highest for Lower Spirit landing site improvement followed by trailhead amenities.

Q18 For the Lower Spirit River Access preliminary site plan below, what should the top two site implementations be? (please rank)

Answered: 631 Skipped: 357



A word cloud illustrates other ideas the community shared for improving facilities. Please see appendix for full suite of data and responses.

Q19 Do you have any other suggestions or ideas for improving the facilities along the future Western Waterfront Trail?

Answered: 362 Skipped: 626

Clean Snowmobiles Land Lighting Look Design
West Duluth Garbage Cans Natural Bikers
Access LS&M RR Train Motorized Trail
Money Railroad Process Parking Art
Rail Line Impact Railway Revenue Attraction
Restroom Facilities Enhance St Louis River

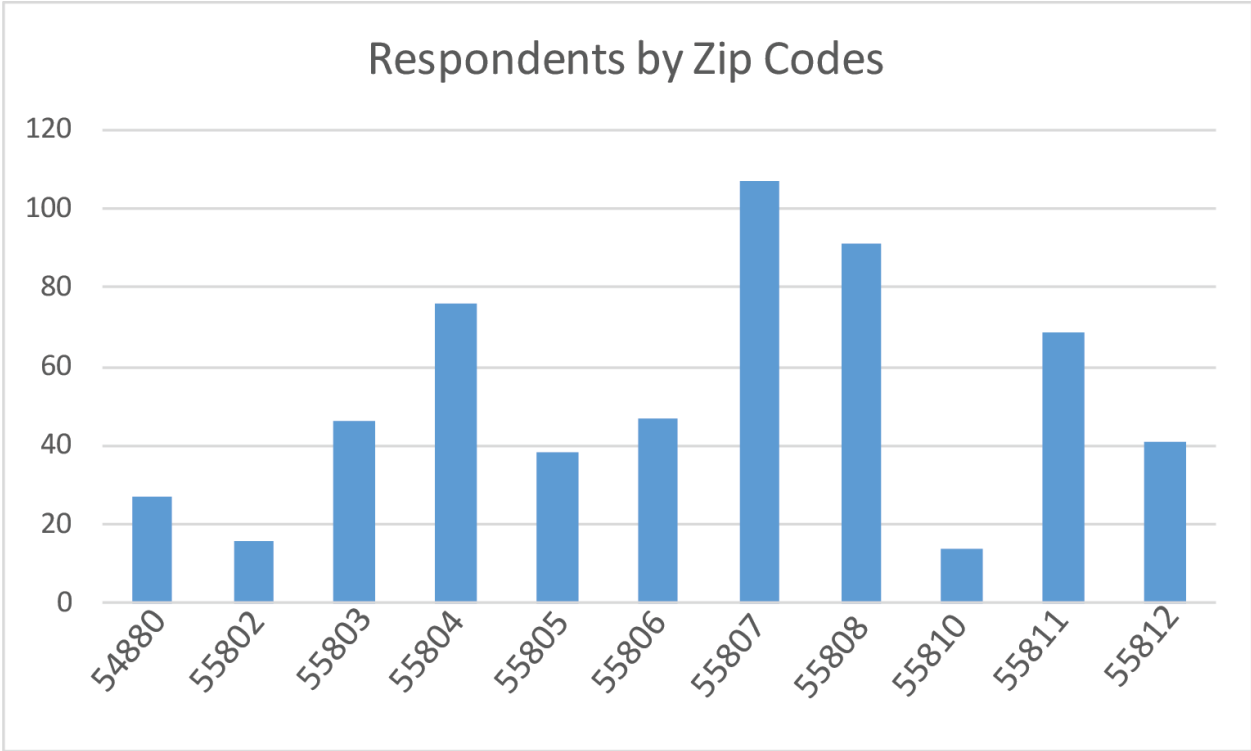
A word cloud illustrates other suggestions for improving the City's Master Planning Process. Please see appendix for full suite of data and responses.

Q20 Do you have any other suggestions or ideas for improving the City's Master Planning process?

Answered: 238 Skipped: 750



Respondents came from a variety of zip codes. Illustrated below:

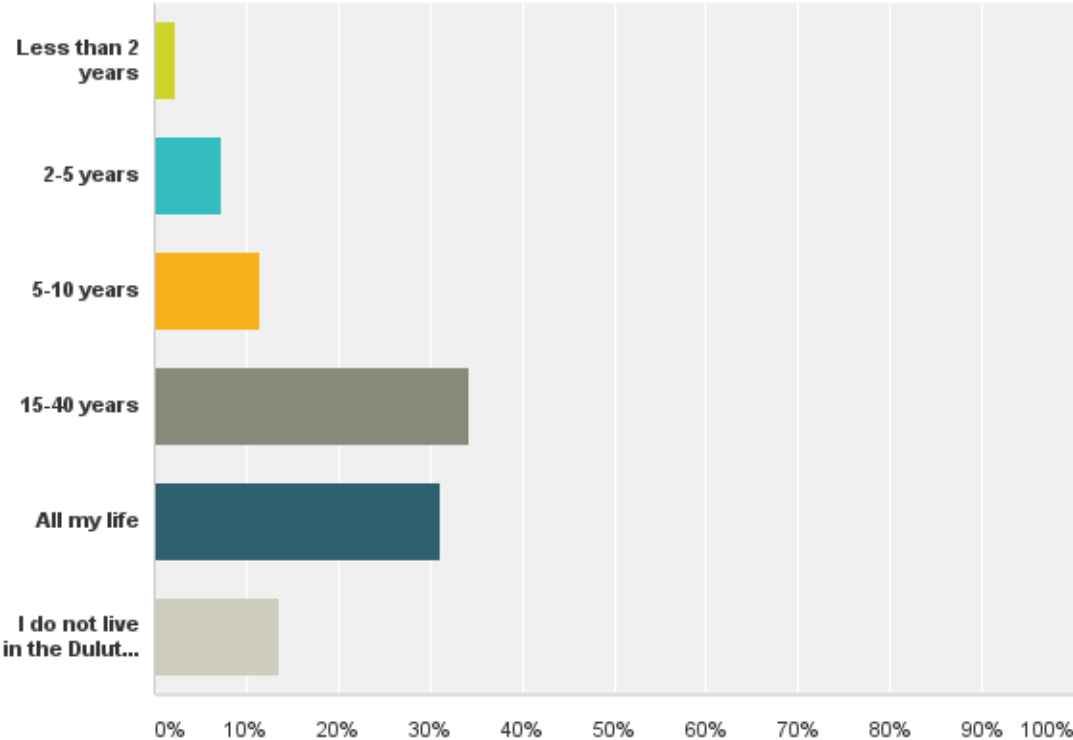


DEMOGRAPHIC INFORMATION

The majority of respondents have lived in Duluth for 15 years or longer.

Q22 How long have you lived in the Duluth area?

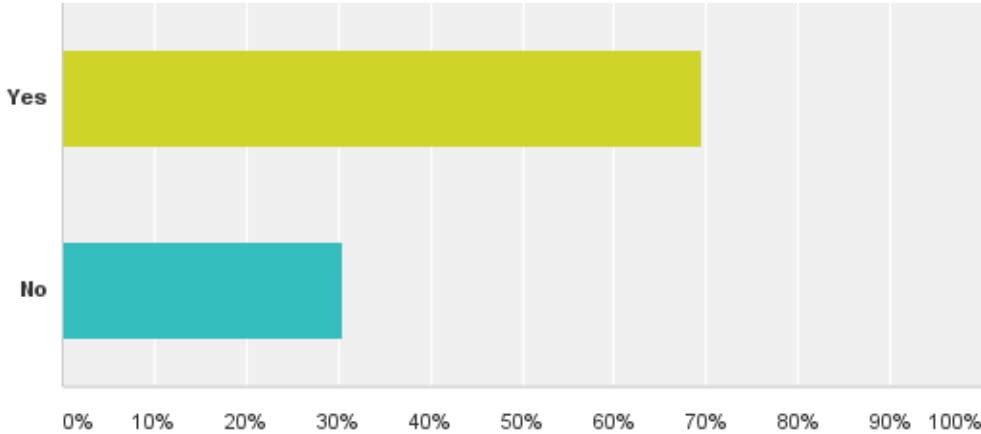
Answered: 726 Skipped: 262



The majority of respondents work in Duluth.

Q23 Do you work in the Duluth area?

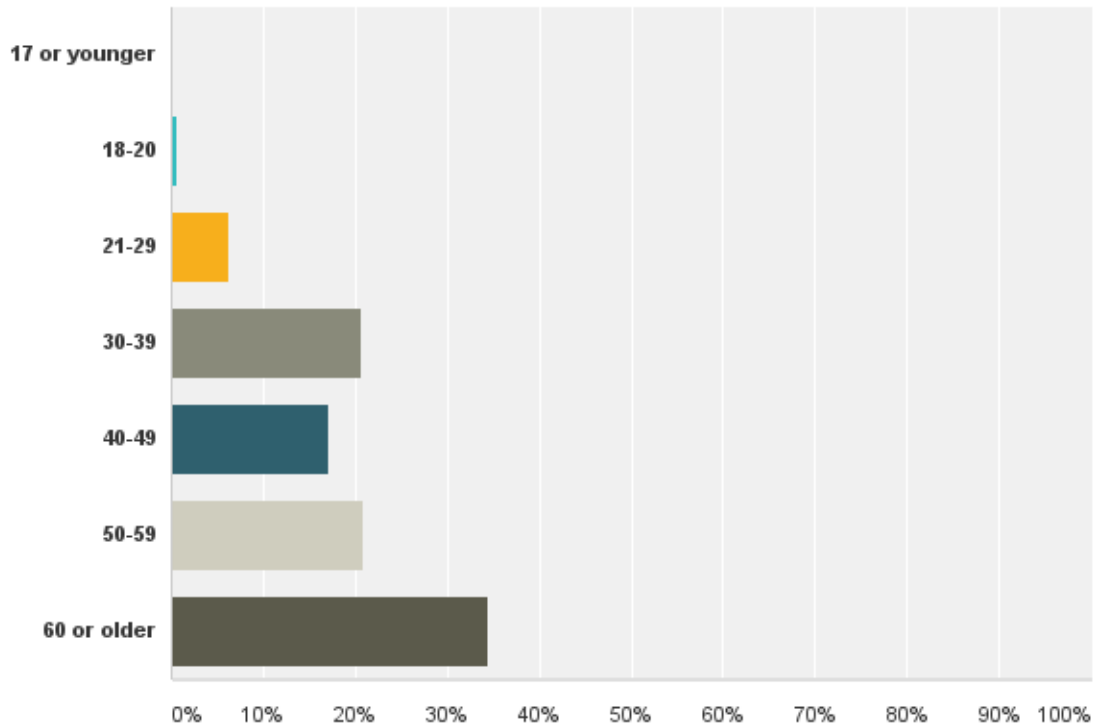
Answered: 714 Skipped: 274



Over half of the respondents were over the age of 40 years.

Q24 Which category below includes your age?

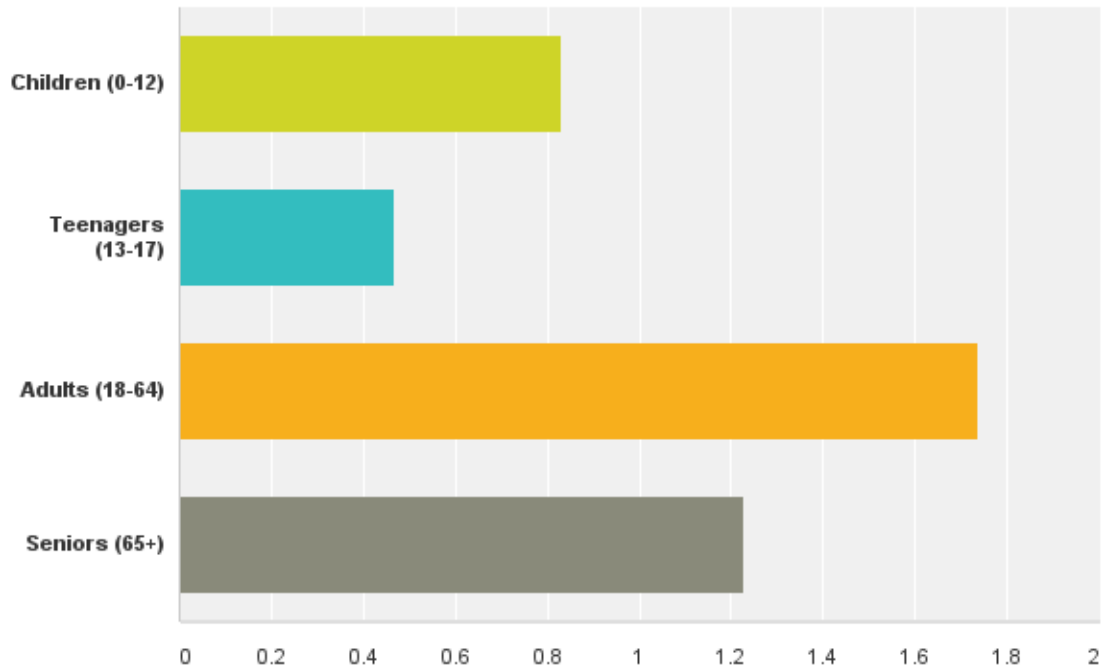
Answered: 722 Skipped: 266



Respondents were primarily adult households.

Q25 How many children (0-12 years old), teenagers (13-17 years old), adults (18-64 years old), and seniors (65+ years old) live in your household?

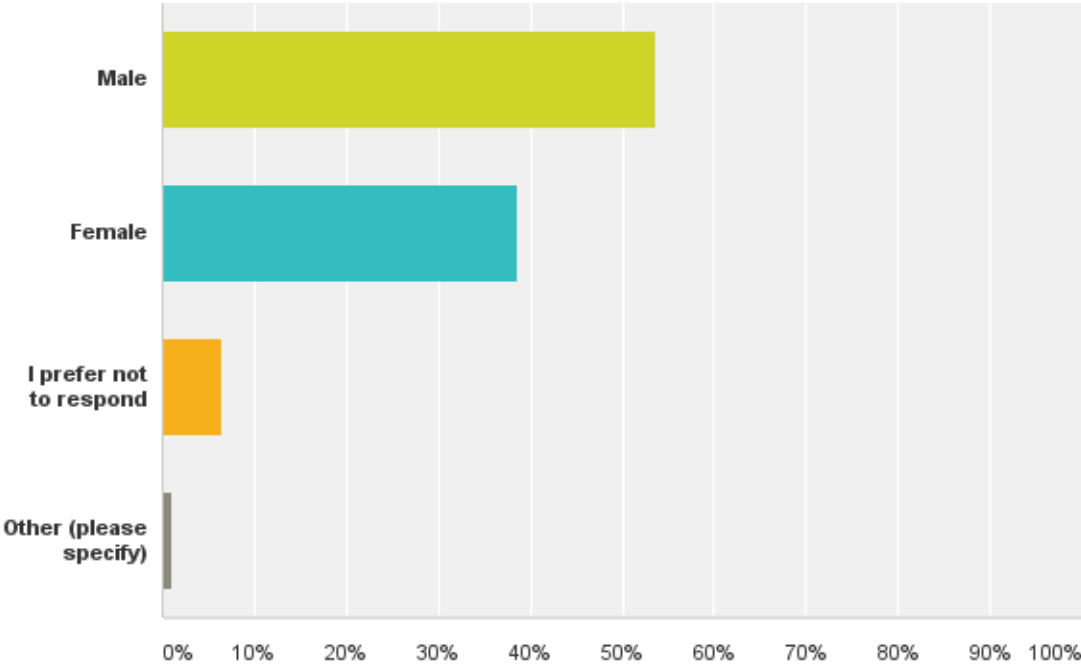
Answered: 650 Skipped: 338



Over 50% of respondents identified as male.

Q26 Do you identify as male or female?

Answered: 716 Skipped: 272



Over 80% of respondents identified as Caucasian.

Q27 Are you Caucasian, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific Islander, or another race?

Answered: 702 Skipped: 286

