



# Community Engagement Summary DRAFT



Photo by Cary Schmies

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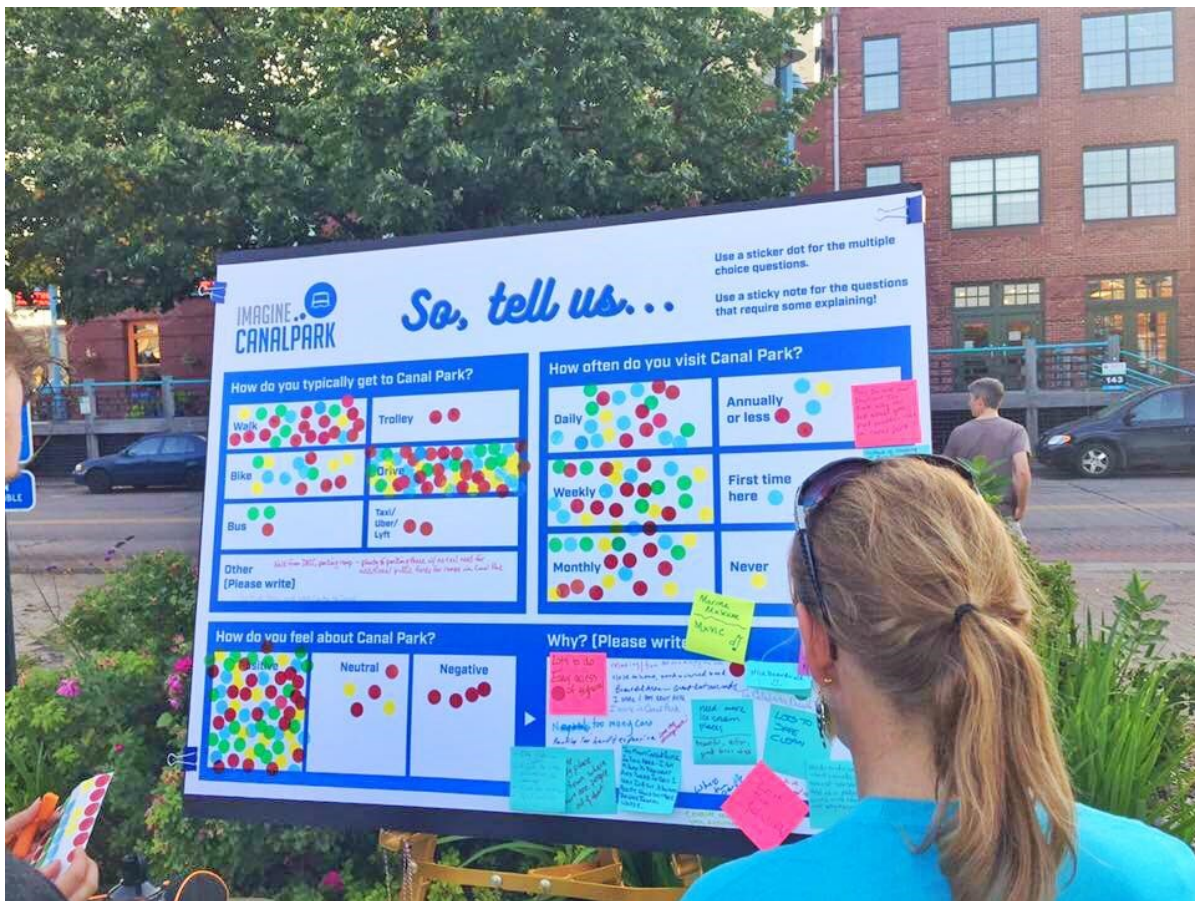
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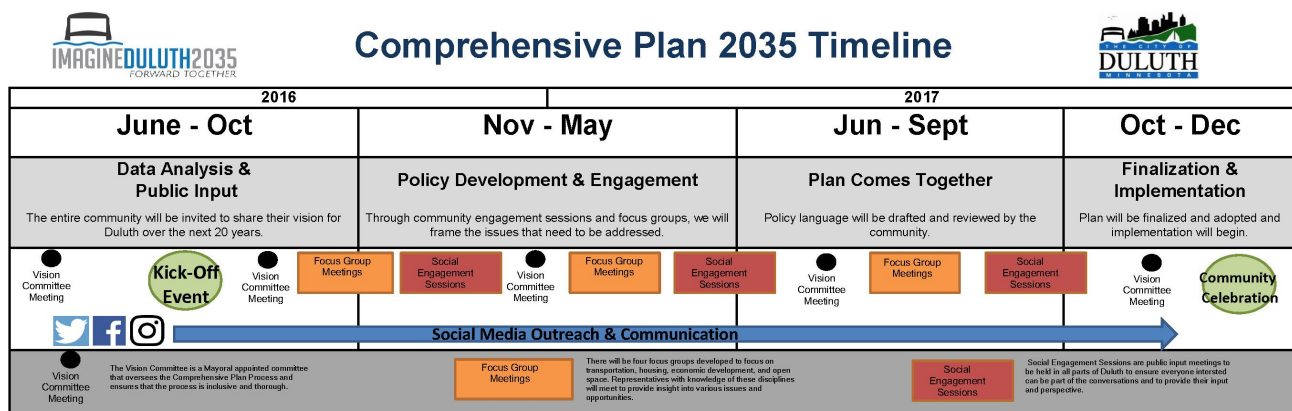
# Introduction

## What is Imagine Duluth 2035?

**How do you Imagine Duluth?** The City of Duluth Community Planning Department has been asking that question to residents and visitors since June 2016. This question was key in understanding the ways in which people enjoy Duluth see its potential, and challenges facing the city. It quickly became the title to the update of our Comprehensive Plan.

The City of Duluth's first Comprehensive Plan was created in 1927, and the update to that plan was created in 2006. In the last eleven years, Duluth has seen large new developments in housing and business opportunities across the city. Riding on the waves of momentum, a decision was made to make an update in the plan that serves as a blueprint for our community's future.

If this is your first time hearing about Imagine Duluth 2035, or if you have been following our progress for the past year and a half, we want to thank you for your interest and participation. Citizens have continued to let staff know that they have appreciated being involved in this process. We will continue to communicate and work with the public during our implementation process which starts now and will continue through 2035. We are excited to continue moving **Forward Together** with you.





# Outreach Phases

## June –October 2016

Early outreach efforts focused on building awareness of the Imagine Duluth 2035 process, setting expectations, and outlining how the general public could be engaged. During this time our survey was launched, and we held a kick-off event that 300+ members of the community attended.

## November 2016 - May 2017

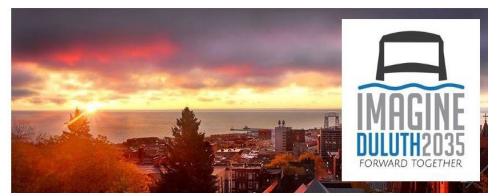
Focus groups were created and met several times. The first round of social engagement sessions were held at various locations throughout the city.

## June –September 2017

Final rounds of focus groups took place in addition to pop up events for our Imagine Canal Park process. The second round of community engagement sessions also took place.

## October 2017 - January 2018

Final round of engagement sessions were held, in addition to a public hearing for residents to comment on chapters and on implementation steps. Final comments were added to the plan and sent to Planning Commission and City Council for approval in February 2018.



1. What are the two best community assets in Duluth? Choose no more than two options.
- |   |   |
|---|---|
| <input type="checkbox"/> Small neighborhood parks and playgrounds                 | <input type="checkbox"/> Social assets, such as gathering places to connect with neighbors or meet new people |
| <input type="checkbox"/> Parks and open space                                     | <input type="checkbox"/> Natural scenery or great views   |
| <input type="checkbox"/> Trails   | <input type="checkbox"/> Employment opportunities   |
| <input type="checkbox"/> Neighborhood commercial areas that are easily accessible | <input type="checkbox"/> Medical assets or facilities   |
| <input type="checkbox"/> Proximity to Lake Superior                               | <input type="checkbox"/> Educational assets or facilities   |
| <input type="checkbox"/> Many different transportation options                    | <input type="checkbox"/> Variety of spiritual opportunities   |
| <input type="checkbox"/> Neighborhoods with all types of housing options          | <input type="checkbox"/> Other (please specify) _____   |
| <input type="checkbox"/> Variety of biking assets or facilities                   | _____   |
2. What keeps you living, working, and/or visiting here? Choose no more than two options.
- |  |   |
|--|---|
| <input type="checkbox"/> Family ties in the area                   | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Grew up in the area and want to stay      | _____   |
| <input type="checkbox"/> Good place to have a family               | _____   |
| <input type="checkbox"/> Job or business opportunities             | _____   |
| <input type="checkbox"/> Recreation opportunities                  | _____   |
| <input type="checkbox"/> Medical or health reasons                 | _____   |
| <input type="checkbox"/> The cultural or educational opportunities | _____   |
| <input type="checkbox"/> No strong desire to live anywhere else    | _____   |
| <input type="checkbox"/> Enjoy the climate                         | _____   |
| <input type="checkbox"/> Enjoy being near the lake                 | _____   |

# Creating a Survey

In June 2016, the Community Planning department launched a survey to help collect public input related to community assets and areas for improvement. The survey was designed to be short and images were used to help illustrate the various survey choices. A mix of multiple choice and open ended questions were used in order to try to capture an accurate snapshot of the community.

The survey was available online from June 3 to October 10. City staff attended over 50 public and community events during the summer of 2016 to discuss the comprehensive plan update and to distribute the survey. People were allowed to fill out the survey in person on a paper survey, on an electronic tablet, or they were given business cards with the web address of the survey so they could fill it out later online. In addition, staff also met with stakeholders from the nonprofit, business and education communities and emailed surveys to Duluth community clubs and over 70 local businesses and nonprofits. A complete list and a map of all the community events will be available in the appendix of this document.

# Who we talked to

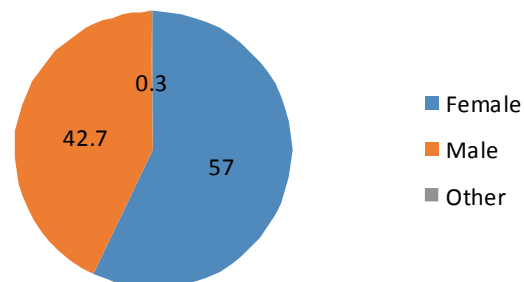
The Community Planning department worked with local stakeholders and the Vision Committee to determine the best ways to connect with the general public including under represented populations. To provide inclusive outreach, our team went to over 50 events across the city, which included presentations at local churches, farmers markets, non-profit organizations and businesses.

When the survey was created a goal was set to have 2,000 residents take the survey. To accomplish this, the survey was open from June 3—October 10, 2016. When the survey closed, a total of 4,175 people had taken it.

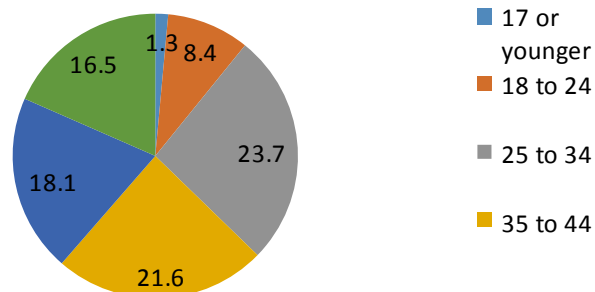
A higher rate of female respondents took the survey compared to men. We had a high number of respondents between the ages of 18 and 64, with a lower rate of response from those 17 or younger and 65 or older. Outreach efforts were then targeted to reach Duluth's youth occurred after the survey closed. This information can be found in the appendix of this document.

The ethnic characteristics of survey respondents was similar to the 2010 U.S. Census information. Our goal was to have nine percent of our survey include people of color, which would match the 2010 Census data. When the survey finished, just eight percent was captured. A separate group called Health in All Policies created a second survey with the intent of targeting Duluth's ethnically diverse populations to provide feedback to the update of this plan. The group was able to capture 603 additional respondents of which 41% were people of color. Their final report can be found in the appendix of Imagine Duluth 2035.

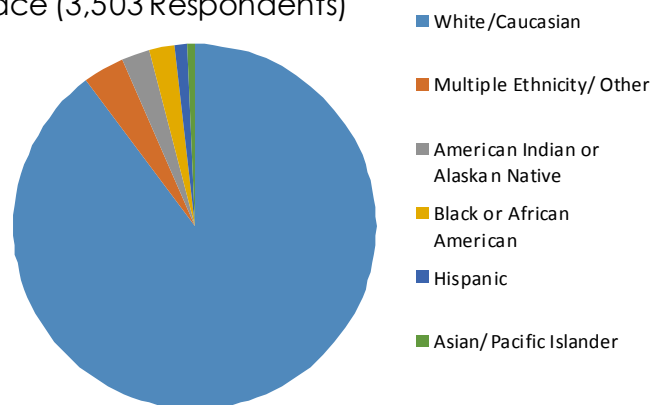
Survey Gender 3,545 Respondents



Age of Respondents (3,552)



Race (3,503 Respondents)



# What we heard

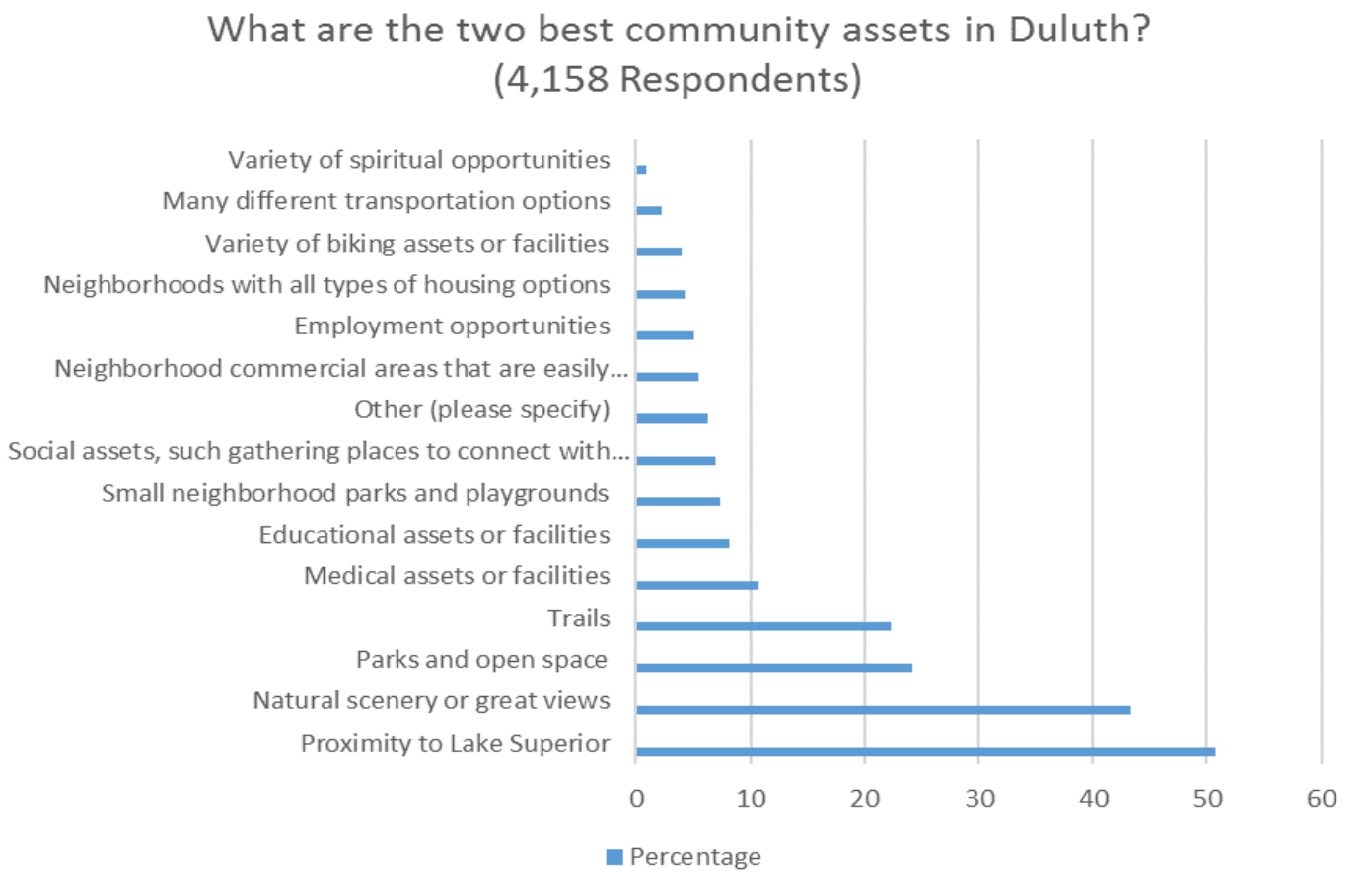
The following is a breakdown of each of the questions that was asked in the survey. Please note that because we asked participants to select up to two choices per question the percentages equaled more than 100%.

At the end of this summary, you will find takeaways that were followed up in focus groups and Vision Committee meetings.

## Community assets

Respondents were directed to choose the best community assets in Duluth, from a list of 15 possible choices.

The four most common responses related to Duluth's environment: 1) proximity to Lake Superior, 2) natural scenery or great views, 3) parks and open space, and 4) trails.

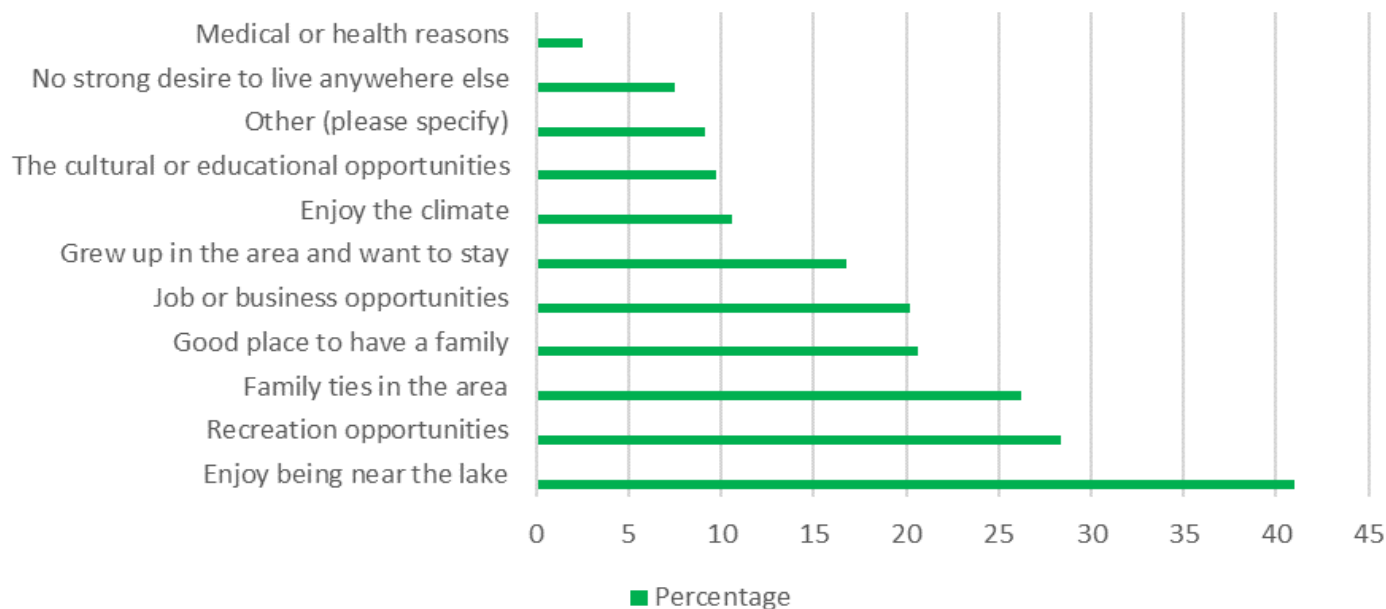


# Community character

Survey respondents were directed to choose the best elements of Duluth that kept them working or visiting Duluth, from a list of 11 possible choices.

The two most common responses, as with the previous question on community assets, related to Duluth's natural environment: 1) Enjoy being near the lake, and 2) recreation opportunities. Open space and the outdoors throughout the survey was a top priority in how residents and visitors use trails and parks in Duluth. Responses made it clear that maintaining and adding opportunities to use these assets is very important those that took the survey.

## What keeps you living, working, and/or visting here? (4,155 Respondents)

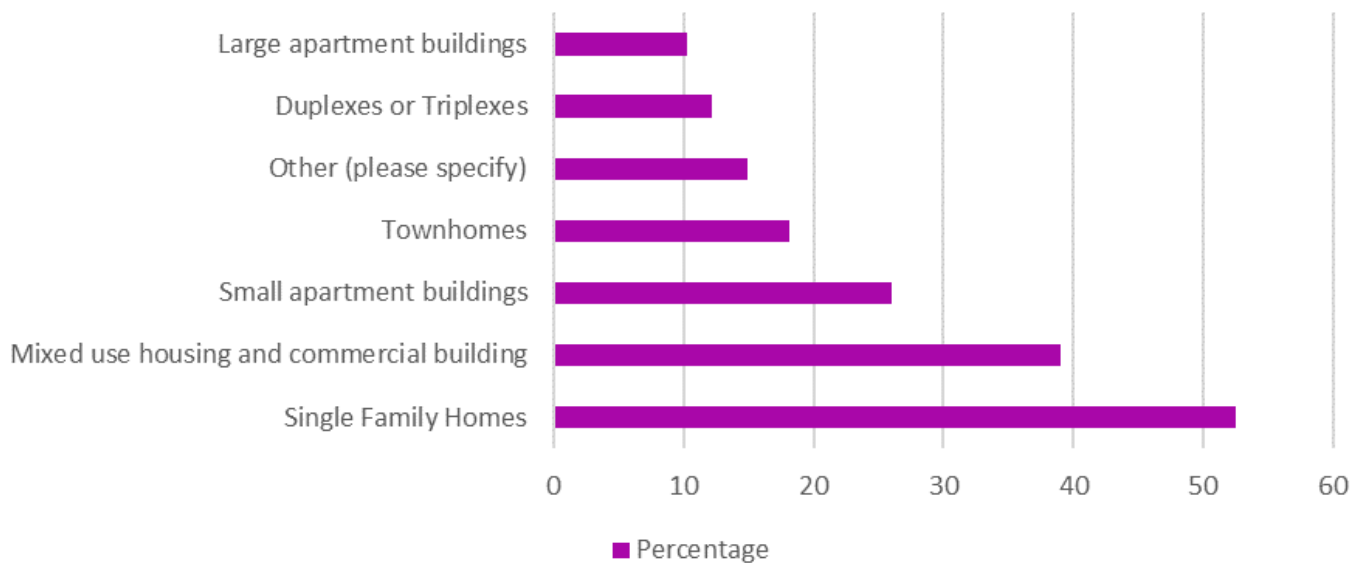


# Housing

Survey respondents were directed to choose the housing that Duluth most needs, from a list of seven possible choices.

The most common response was the need for more single family homes. The second most common response was the need for more mixed-use housing and commercial buildings. Currently, 60% of Duluth's housing inventory is more than 50 years old, and more than 45% of those residences dates back to 1939 or earlier. Since 2013, 1,400 new rental and owner occupied units have been added to the housing inventory.

What housing type(s) do you feel is most needed for  
Duluth's success?  
(3,621 Respondents)

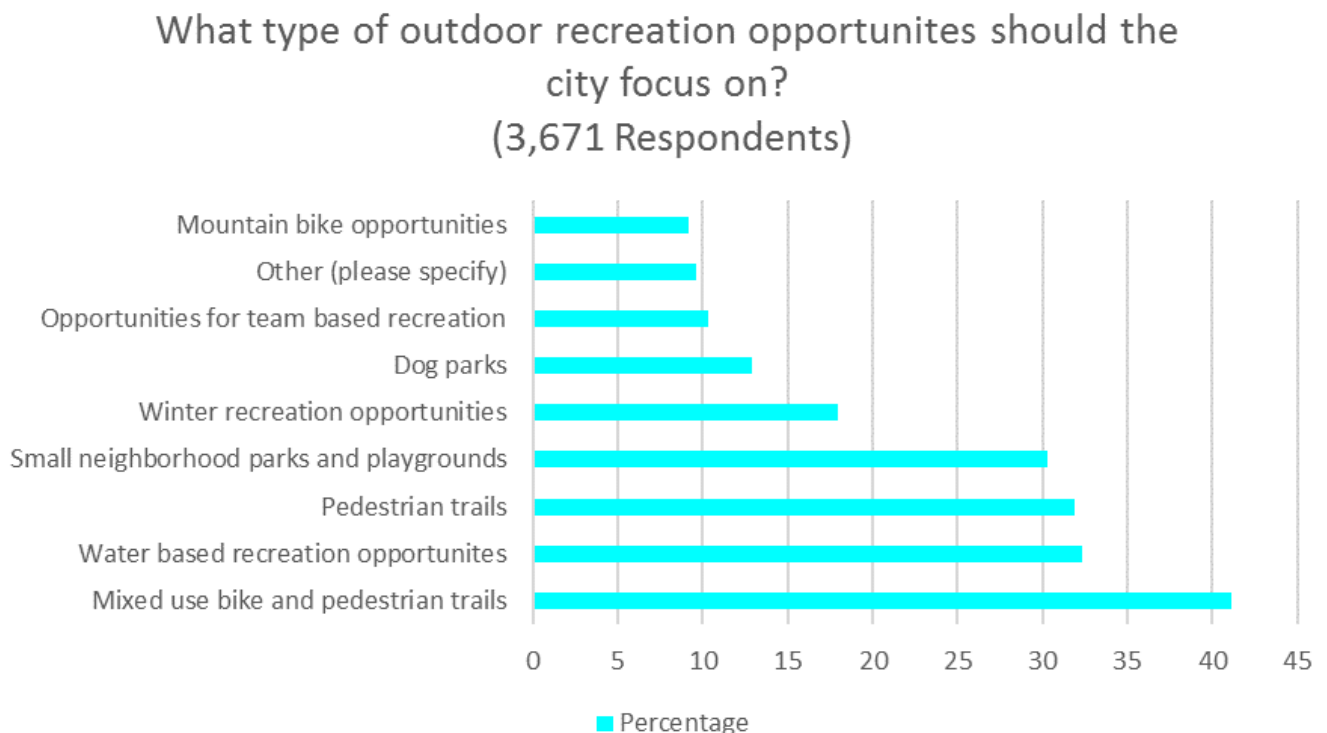




# Outdoor recreation

Survey respondents were directed to choose the best recreation assets in Duluth, from a list of nine possible choices.

The two of the three most common responses related to trail use: 1) Mixed use bike and pedestrian trails, 2) water based recreation opportunities, and 3) pedestrian trails. Small neighborhood parks and playgrounds was the fourth most common response. Duluth has 128 parks which makes up a total of 6,834 acres and 178 miles of trails. Parks and trails continue to be looked at how they are used, how often they are used and the potential for use through the Parks department mini-master plans. Since 2010, more than 20 mini-master plans have been completed.



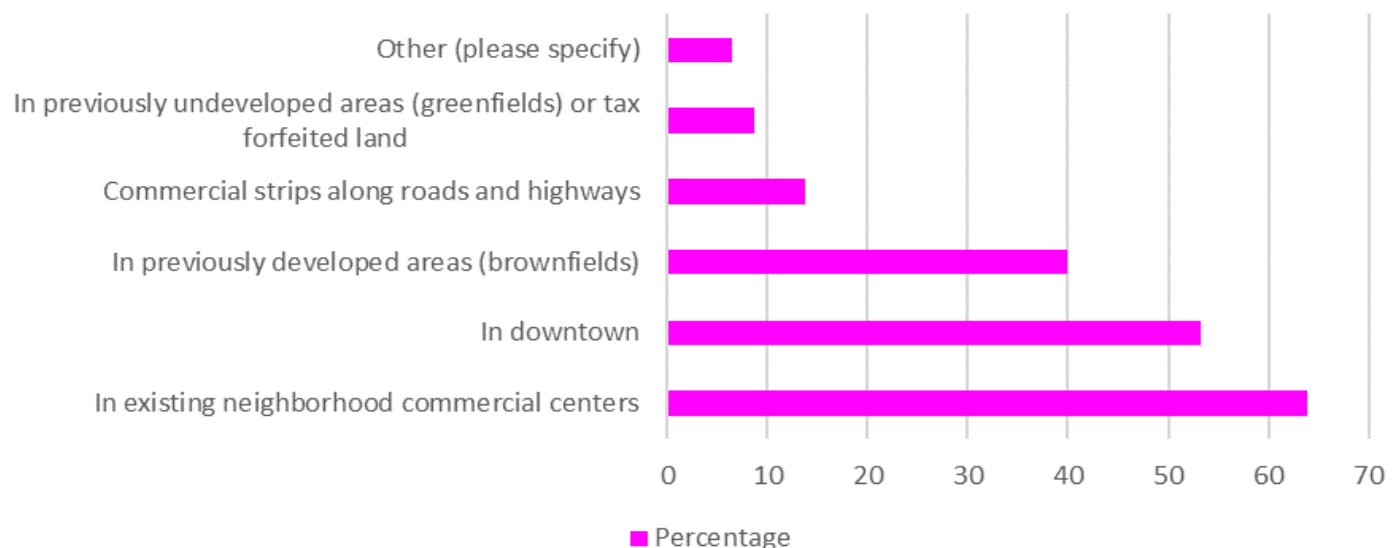
# Economic growth

Survey respondents were directed to choose where the City should focus economic development in Duluth, from a list of six possible choices.

The two most common responses related to supporting existing commercial hubs: 1) in existing neighborhood commercial centers, and 2) in downtown.

Following the survey, city staff continued to engage residents at focus groups and community engagement sessions about how business and commercial growth could happen in the next 20 years. A result of those conversations has been in the creation of twelve core investment areas which was based on existing character of the neighborhood node and redevelopment potential. Updates to these areas could include opportunities for gathering spaces which include additional businesses, increased food access, medical facilities, increased connectivity within the neighborhoods and upgraded utility infrastructure. This conversation also includes looking at Duluth's downtown and how we can invest to support growth and change in our city. More information about these areas can be found in Chapter 13, Transformative Opportunities of Imagine Duluth 2035 plan.

## What should the city encourage business and commercial growth over the next 20 years? (3,556 Respondents)



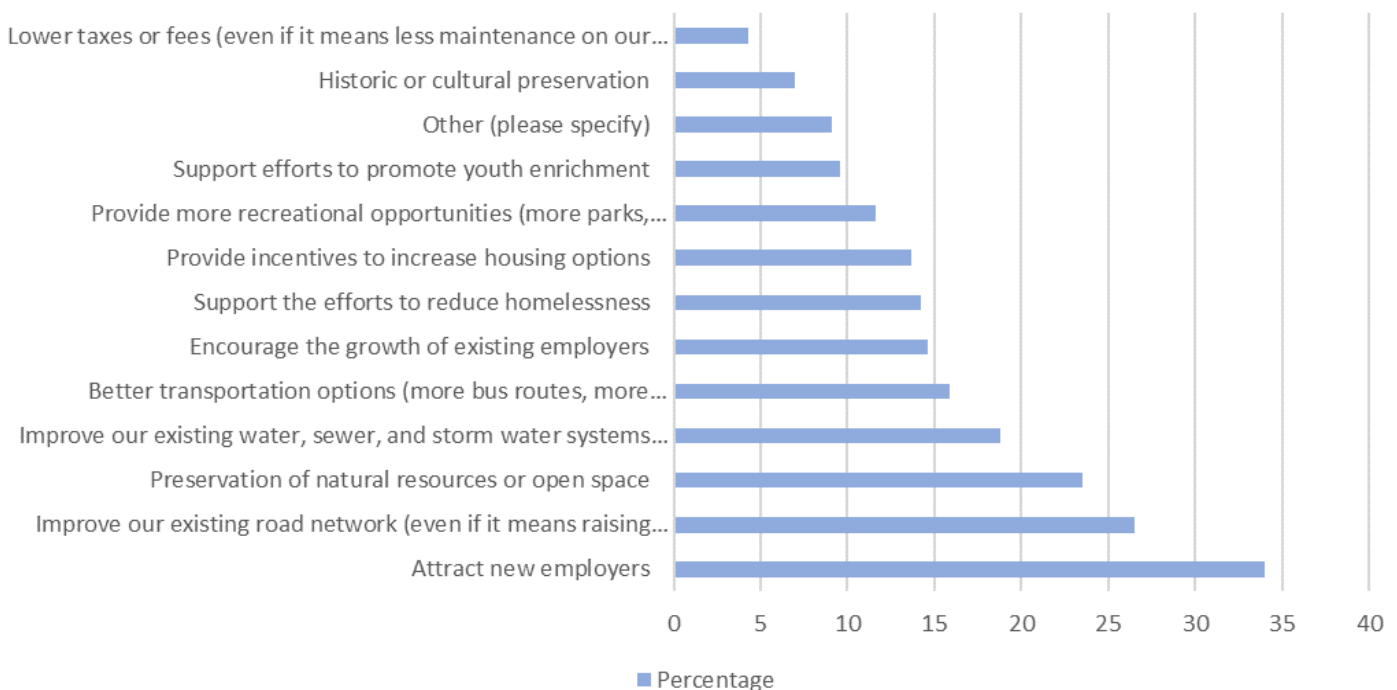
# Community priorities

Survey respondents were directed to choose the highest priorities for Duluth, from a list of 13 possible choices.

The most common response was to 1) attract new employers, followed by 2) Improving the existing road network, and 3) preservation of natural resources or open space. Attracting new employers was a constant trend in the survey responses and comments that were submitted within the survey. In the last ten years businesses and industries have changed in Duluth. This is an exciting time for Duluth to see growth within established and new industries, not to mention many businesses that started small and have increased in size.

The second highest response was to improve our existing road network—even if it meant raising taxes to do so. In the 2017 election, the City of Duluth asked residents to approve a streets referendum which if approved would generate \$7 million annually to improve streets. The referendum passed by an overwhelming majority of voters, which now heads to the Minnesota Legislature for final approval.

What should the City of Duluth's highest priorities over the next 20 years?  
(3,589 Respondents)

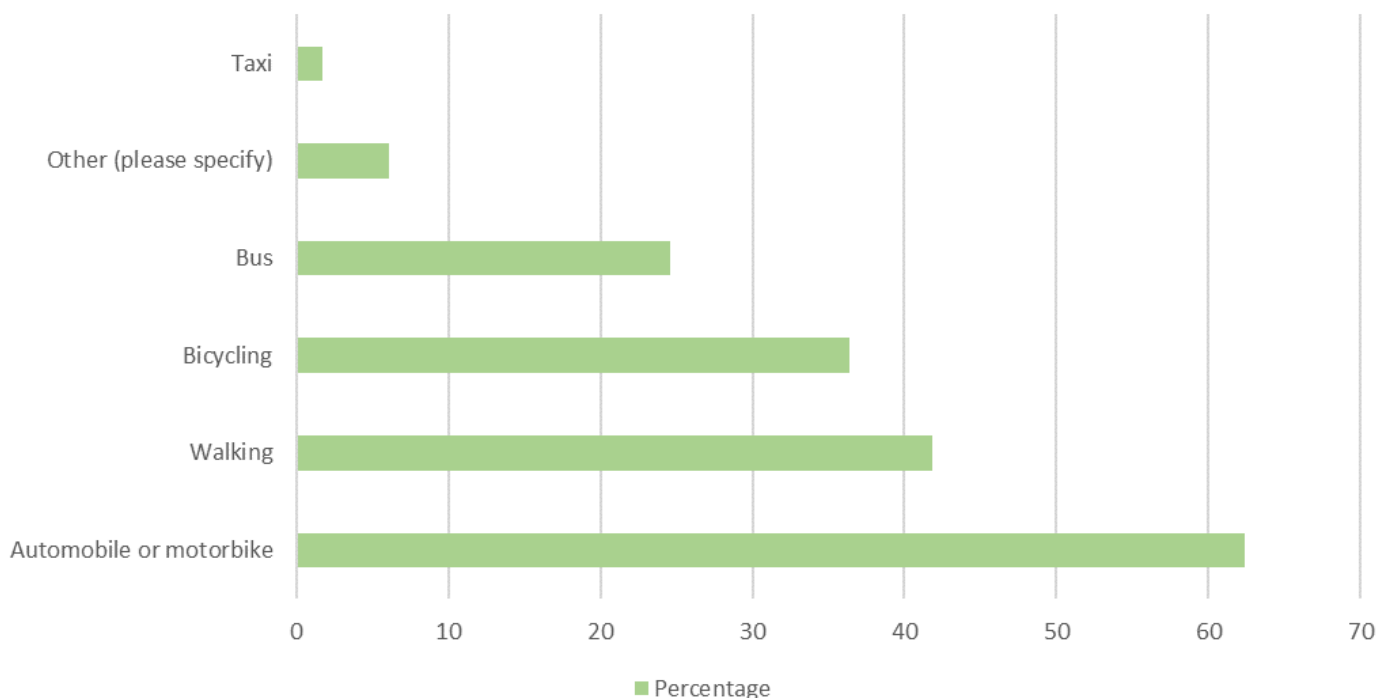


# Transportation

Survey respondents were directed to choose their preferred method of everyday travel, from a list of six possible choices.

The most common response was 1) automobile or motorbike, followed by 2) walking, and 3) bicycling. Transportation needs are changing in Duluth. In 2017, Uber and Lyft were approved by the City Council to operate in Duluth. This type of transportation lends itself to the finding of having more millennials in Duluth that would prefer other transportation methods other than driving. Biking and walking continue to be ways that Duluthians like to get to work, and to their favorite places around town.

Ideally, what would be your preferred method of transportation for everyday travel?  
(3,575 Respondents)



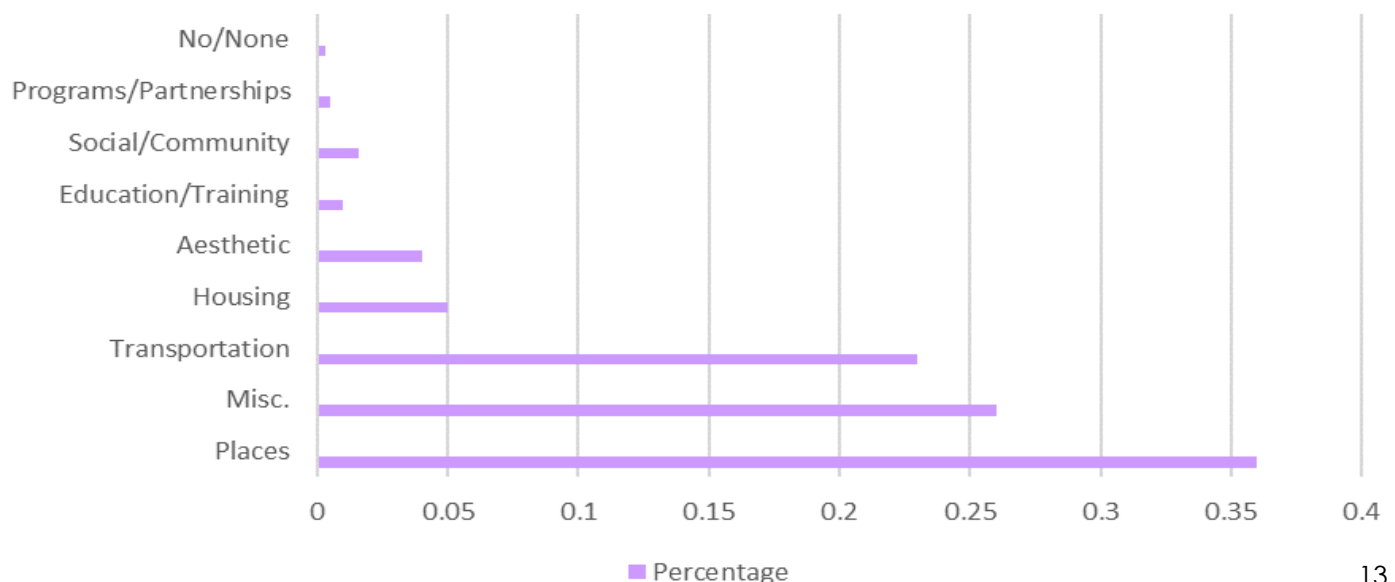
# Assets in other communities

In this open-ended question, survey respondents were asked: when you visit other communities, have you found something that make you say, “we need to do that in Duluth” If so, what was it?

All three open-ended questions were optional. Of the 4,175 total responses over 2,400 people provided feedback on this question. For this question, responses were put into categories. The categories and topics within them are as follows:

- Aesthetic—Clean up, streetscape, architecture, historic character
- Education/Training—Schools, jobs training programs
- Housing—Types of housing, affordable, mixed income, design of housing
- Misc.—Doesn't fit a category, will review for final draft
- No/None— Haven't seen anything elsewhere that they want in Duluth
- Places— Parks, stores, community centers, restaurants, pools
- Programs/Partnerships—Government policies, partnerships
- Social/Community— Events, activities
- Transportation— Streets/roads, types of transportation, transit infrastructure (bike lanes, sidewalks)

When you visit other communities, have you found something that makes you say "we need this in Duluth!" If so, what was it?  
(2,426 Respondents)





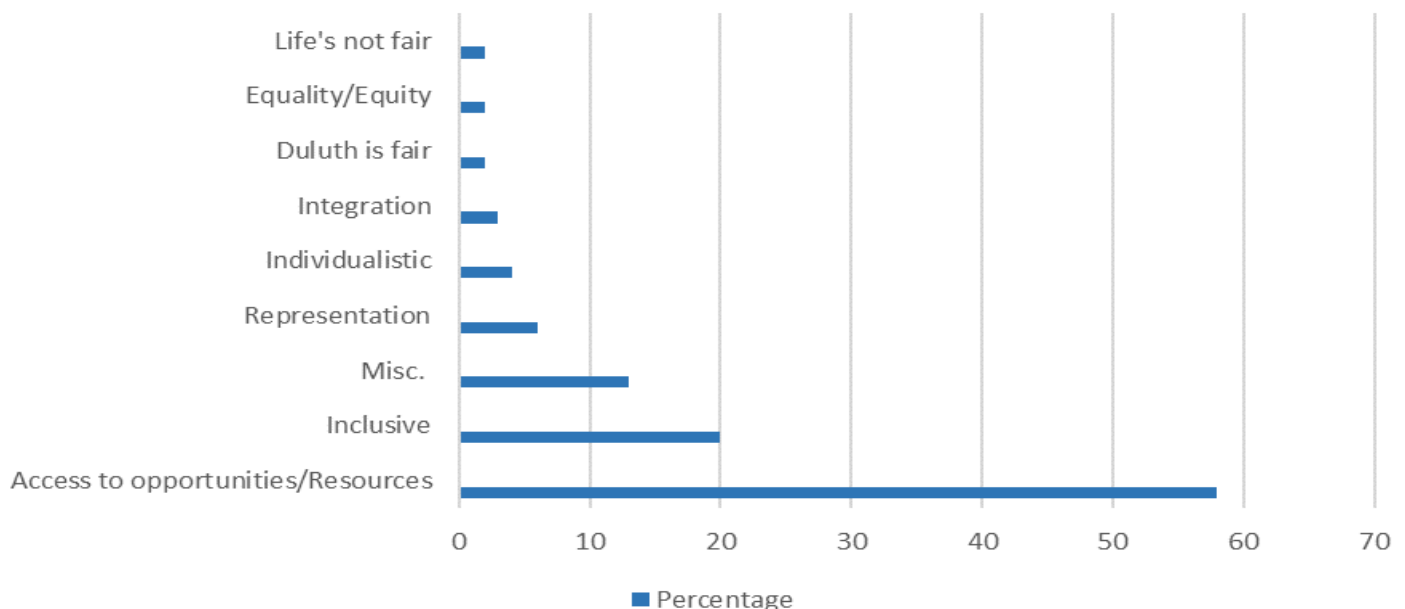
# Fairness in our community

In this open-ended question, survey respondents were asked: How would you describe fairness? What would a community that embraces fairness look like?

This was the second open-ended question that we asked and had 2,226 total respondents. To analyze the data, city staff created categories for the answers that were submitted. The categories and topics included within them are as follows:

- **Access to opportunities/Resources**– Equal or equitable access to basic needs, resources, opportunities, services on the individual or neighborhood level
- **Don't know**–
- **Duluth is fair**– Duluth is doing a good job with fairness; Duluth is already fair
- **Equality/Equity**– There were one word responses giving no context of the respondent's definition of equality or equity
- **Inclusive**– Respect, value, and accept diversity, inclusiveness, not discriminating; treat everyone the same
- **Individualistic**– Individuals who work hard are rewarded; no government services/ interventions needed; less or no government needed;
- **Integration**– Mixed income/mixed race neighborhoods & housing developments; integrate/desegregate; low-income affordable housing throughout the city
- **Life's Not Fair**– Life's not fair; we shouldn't try to be fair because fairness doesn't exist
- **Representation**– People from diverse backgrounds represented in decision making roles;
- **Misc.**— Responses that didn't fit any other category

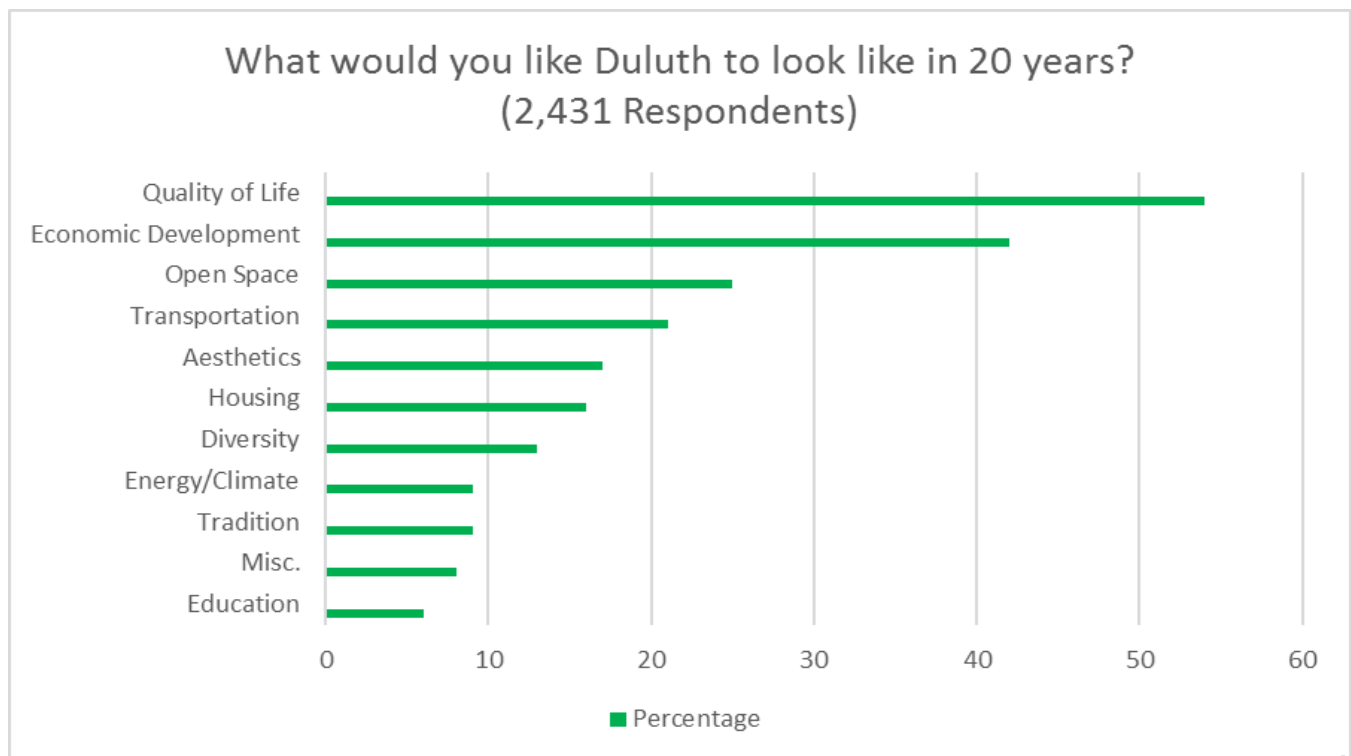
How would you describe fairness? What would a community that embraces fairness look like?  
(2,226 Respondents)



# Future Duluth

The final open-ended question asked: What would you like Duluth to look like in 20 years? A total of 2,431 respondents gave their perspective on various topics that they would like to see by 2035. All information was looked at carefully and categories were created based on the commonality of responses, and the topics that were covered within them. The categories and topics from the responses are as follows:

- **Aesthetics** - Create a vibrant downtown and waterfront area, improve appearance of rundown neighborhoods;
- **Education** - Improve local school district, remove East vs. West barriers;
- **Economic development** - Increase population by providing more jobs and attracting more businesses, higher paying jobs,
- **Energy/Climate** - Become more eco friendly, increase solar presence, reduce carbon footprint;
- **Diversity** - Encourage younger people to relocate to Duluth, increase racially diverse Populations;
- **Housing** - More new and diverse housing options, affordable housing, remove blighted homes; increase density in neighborhoods;
- **Open Space** - Preserve access to natural areas, increase connectivity between the city and trails, create more events for Duluthians and visitors to enjoy our natural assets;
- **Miscellaneous** - Responses that didn't fit any of these categories;
- **Quality of Life** - Safer neighborhoods, less drugs, healthier;
- **Tradition** - Keep the historic feel of Duluth, restore/preserve historic places and buildings;
- **Transportation** - Improve streets and roads, create protected bike lanes, increase bus presence, create more walking paths



# Overall Survey Takeaways

Based on review of the survey responses, several areas of consensus are apparent. In general, the survey respondents expressed:

- 1) Support for preservation of existing open spaces and undeveloped areas, and public parks and trails.
- 2) Support for maintaining and improving the transportation and utility network (roads, water, sewer).
- 3) Support for better transportation options and connections (bus, bike, pedestrians).
- 4) Support for attracting new employers and expanding existing employers, while focusing new development in existing neighborhood commercial centers and the downtown.
- 5) Support for more housing choices, primarily single family and mixed use commercial and residential.

The above takeaways and the complete results of the survey were shared with the Vision Committee, focus group participants, and community members. The findings of the survey, in addition to feedback received at the 123 total events/meetings, provided direction in all five focus areas and helped to shape the policies and strategies of the Imagine Duluth 2035 plan. Encouraging feedback from all members of the community early in the planning process was instrumental in ensuring the final plan is inclusive and embraced by the community.



# What's Next

Now that we have created the update to the Comprehensive Plan, we will shift our focus to implementing the steps that have been identified in each chapter in addition to the general development section. Each chapter created benchmarks that have been assigned timelines throughout the twenty year update. At the end of each year, City staff will create an annual report to communicate to the public what was accomplished among the implementation steps, if any were moderated, and if any additional steps were added. Our goal is to engage with residents often and openly from now until 2035.

If this is your first time hearing about Imagine Duluth, or if you were involved in the planning process, we encourage you to contact our office with any questions that you have. We will also continue to update our Facebook page and website with up to date information including reports, progress on implementing steps identified in our chapters, in addition to maps that include zoning changes. We started this process with the community, and we will continue to move **Forward Together** with you in creating the roadmap for our community.

**“When we finish this process that our staff is leading with the community, I think that the community will see we've heard you, we are listening and we have ideas for a path forward. “**  
**- Mayor Emily Larson**

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## CONTACT

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# Appendix



Photo by Cary Schmies

A lot of work went into the community outreach that our Community Planning department did throughout the summer and fall months of 2016. In the following pages you will find in depth details about our community engagement efforts.

1A Community Partners

2B Community Engagement Events

3B Social Media Efforts

4B Youth Survey

5B Word Clouds



# Thanks Community Partners!

Thank you to the many organizations who helped us spread the word and encouraged their members and readers to take our survey.

- AICHO
- Affordable Housing Coalition
- Beaner's Central
- Bent Paddle
- Canal Park Business Association
- Center for Economic Development
- CHUM
- Cirrus Design
- Colder by the Lake Comedy Theatre
- Community Action Duluth
- Duluth Area Realtors Association
- Duluth Bikes
- Duluth Chamber of Commerce
- Duluth Churches
- Duluth Community Club's
- Duluth Hockey Association
- Duluth Landlord Association
- Duluth Maker Space
- Duluth Playhouse
- Duluth Superior Symphony
- Elks Lodge
- Generations Health Initiative
- Greater Downtown Council
- Hartley Nature Center
- Head of the Lakes United Way
- Healthy Duluth
- Iron Mining Association of Minnesota
- Junior League
- League of Women Voters
- Learning Institute for Excellence
- Life House
- Lincoln Park Business Group
- Lyric Opera of the North
- Marshall School
- Matinee Musicale
- Minnesota Bar Association
- Minnesota Ballet
- Rotary Club of Duluth
- St. Luke's Hospital
- St. Scholastica
- Temple Israel
- The Observation Fund
- UMD Athletics
- UMD Director of Alumni Affairs
- UMD Social Work
- UMD Student Association
- Visit Duluth
- Zeitgeist Center for Arts and Community

# Public Engagement Events

• City Hall in the City	6/8/2016	• Movies in the Park	8/5/2016
• Chester Bowl Run	6/8/2016	• Duluth Farmers Market	8/6/2016
• Grandma's Marathon	6/17/2016	• Neighborhood Block Party	8/8/2016
• Juneteenth	6/18/2016	• ISD 709 School Board	8/10/2016
• Chester Creek Concert Series	6/21/2016	• DPD Command Staff Meeting	8/11/2016
• Far West Fest	6/25/2016	• Portman Recreation Association	8/11/2016
• CHUM Rhubarb Fest	6/25/2016	• KA Bike Duluth Festival	8/13/2016
• Greater Downtown Council	6/26/2016	• Duluth Farmers Market	8/13/2016
• Fourth Fest	7/4/2016	• St. Luke's 5 on 5 Soccer Tourney	8/13-14/2016
• Sidewalk Days	7/ 13-15/ 2016	• MIC TAC Advisory Committee	8/16/2016
• Design Duluth Pop-Up Morgan Park	7/16/2016	• Affordable Housing Coalition	8/16/2016
• Morgan Park/Smithville Community Club	7/16/2016	• MIC Board Meeting	8/17/2016
• Norton Park Community Club	7/19/2016	• Park Users—Lake Place Walk to Bayfront	8/17/2016
• Canal Park Business Association	7/20/2016	• Spirit Mountain Recreation Authority Board	8/18/2016
• Cross Cultural Alliance	7/20/2016	• Myers-Wilkins Together For Health Leadership Team	8/22/2016
• Lincoln Park Farmers Market	7/21/2016	• Myers –Wilkins Summer Program	8/22/2016
• Housing & Redevelopment Authority Board	7/26/2016	• Irving Community Club	8/23/2016
• Chester Creek Concert Series	7/26/2016	• Kids, Cops, & Cars	8/23/2016
• Duluth Farmers Market	7/27/2016	• One Roof Board of Directors	8/25/2016
• Keene Creek Dog Park	7/28/2016	• Kids, Cops & Cars	8/26/2016
• Pop-up Health District	7/30/2016	• Stand Down for Vets	8/26/2016
• Skyline Parkway Celebration	7/31/2016	• Block Party at 26th Ave W. & 2nd St.	8/26/2016
• Bike-Ped Advisory Committee	8/1/2016	• Family Fun Night	8/27/2016
• Chester Bowl Improvement Club	8/1/2016	• HillFest East Hillside	8/28/2016
• Duluth-Superior Port Authority Staff	8/1/2016	• City Hall in the City	8/31/2016
• Duluth Chamber of Commerce FUSE	8/2/2016	• West Duluth Business Club	8/31/2016
• UMD Farmers Market	8/2/2016	• NYS Summer Picnic	9/1/2016
• National Night Out	8/2/2016	• Duluth Superior Pride Festival	9/3/2016
• Duluth Airport Authority Staff	8/3/2016	• HTAC Meeting	9/7/2016
• Spirit Valley Days	8/4/2016	• Morgan Park Senior Program	9/8/2016

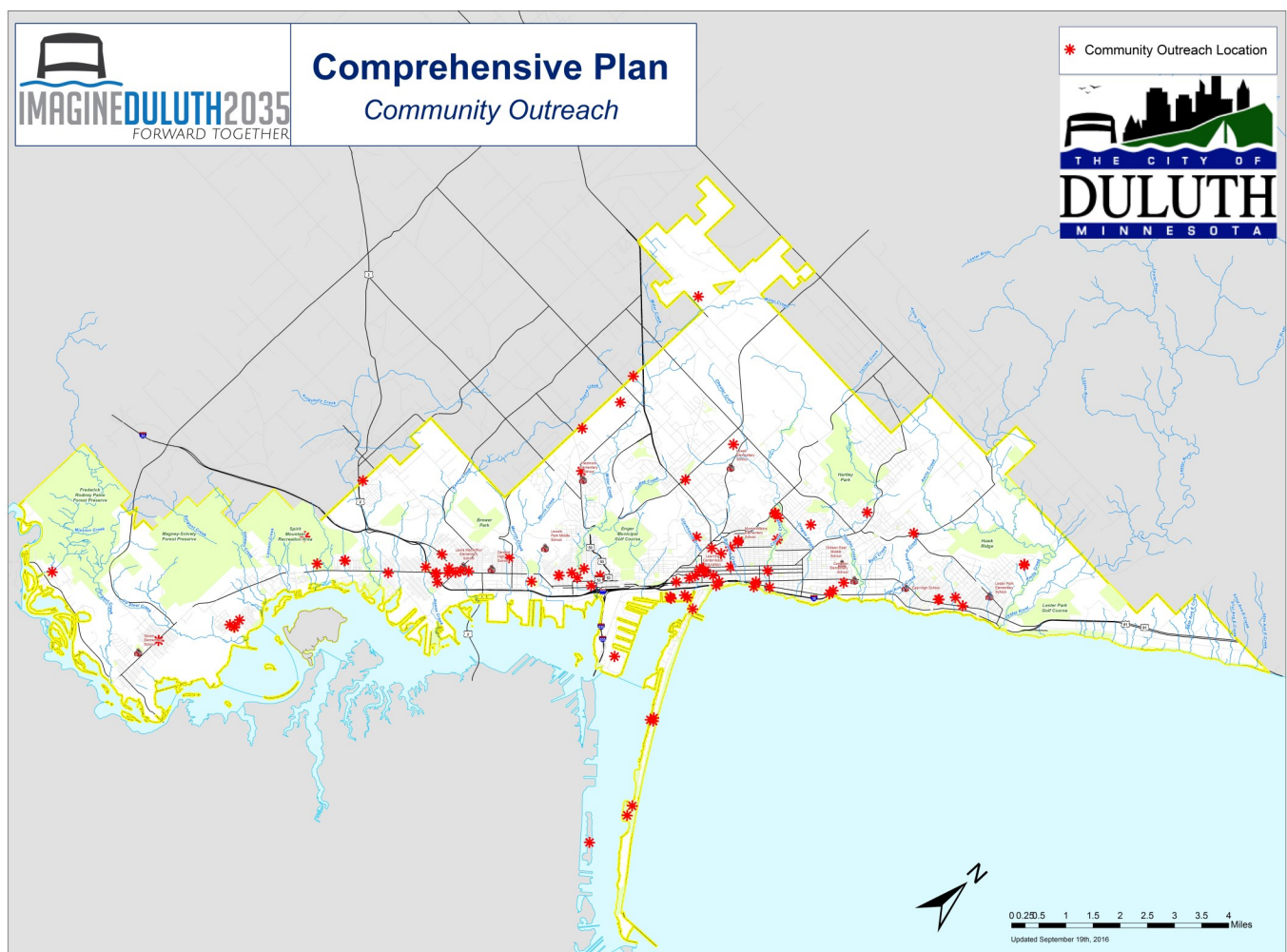
# Public Engagement Events continued.....

- Duluth Landlords Association 9/8/2016
- Duluth Landlords Group 9/8/2016
- Lake Superior Harvest Festival 9/10/2016
- Evergreen Senior Program 9/12/2016
- Portman Senior Program 9/14/2016
- FUSE Duluth @Wade Stadium 9/15/2016
- Park Point Community Club 9/19/2016
- Imagine Duluth 2035 Kick-off 9/21/2016
- Neighborhood Council D3 11/10/2016
- Neighborhood Council D4 11/10/2016
- Neighborhood Council D2 11/14/2016
- Neighborhood Council D1 11/15/2016
- Neighborhood Council D5 11/16/2016
- Energy & Conservation Focus Group 2/9/2017
- Imagine Canal Park Community Dialogue 2/15/2017
- Vision Committee 2/15/2017
- Indigenous Commission 2/27/2017
- Planning Commission Annual Mtg 2/28/2017
- HIAP Speak Up Speak Out Mtg 3/1/2017
- Economic Development Focus Group 3/7/2017
- Housing Focus Group 3/7/2017
- Transportation Focus Group 3/8/2017
- Open Space Focus Group 3/9/2017
- Governing Principles Public Hearing 3/14/2017
- Vision Committee 3/19/2017
- MN Pollution Control Agency 3/23/2017
- APEX 3/31/2017
- Leadership Duluth 4/12/2017
- Vision Committee 4/19/2017
- Vision Committee 5/17/2017
- Ignite Your Fuse 5/23/2017
- Virtual Social Engagement Session 5/31/2017
- Social Engagement Session 6/6/2017
- Transportation Focus Group 6/7/2017
- Social Engagement Session 6/12/2017
- Social Engagement Session 6/14/2017
- Energy & Conservation Focus Group 6/21/2017
- Economic Development Focus Group 6/27/2017
- Open Space Focus Group 6/29/2017
- Imagine Canal Park Miller Hill Mall 9/11/2017
- Imagine Canal Park Central Hillside 9/12/2017
- Imagine Canal Park East Duluth 9/12/2017
- Imagine Canal Park Launch Party 9/12/2017
- Imagine Canal Park Harrison CC 9/13/2017
- Imagine Canal Park City Center West 9/13/2017
- Imagine Canal Park DTA 9/13/2017
- Imagine Canal Park Stakeholder Workshop 1 9/13/2017
- Imagine Canal Park Stakeholder Workshop 2 9/13/2017
- Imagine Canal Park Stakeholder Workshop 3 9/14/2017
- Vision Committee 9/27/2017
- Community Health Resource Fair 10/18/2017
- Healthy Duluth Ideas Fest 11/8/2017
- Park Point Community Club Mtg 11/19/2017
- Imagine Duluth Public Hearing 1/9/2018
- Duluth Kiwanis Club Meeting 1/12/2018

# Public Engagement Events continued.....

- Community Engagement Session 1/17/2018
- Community Engagement Session 1/18/2018
- Community Engagement Session 1/23/2018
- Community Engagement Session 1/24/2018
- Online Engagement Session 1/25/2018
- FINAL Community Engagement Session 2/1/2018
- Cold Front Celebration 2/1 –2/4/2018

**\* Events in green indicate that they were a part of the Imagine Canal Park grant that the City of Duluth received from the McKnight Cities Challenge**



# Social Media Report

**The way that we communicate is changing.** In an effort to engage residents outside of what was reported by the media and community engagement events, city staff used social media to provide updates from June 2016 - February 2018 when the updated Comprehensive Plan was presented to City Council for approval. These are highlights from each of the platforms that we used.



## Facebook Highlights



898 Followers



50 Total Facebook Live Videos



309 Total Posts



115,872 Total Reach



## Twitter Highlights



219 Followers



93 Tweets



## Online Highlights



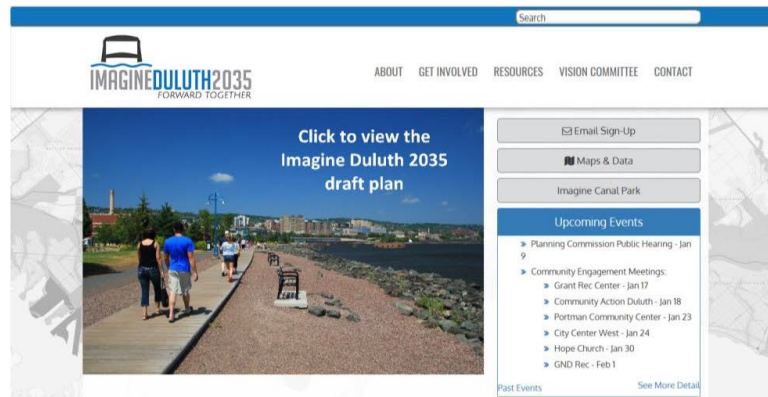
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# Youth Participation

People 24 and under make up a third of Duluth's population. The Imagine Duluth survey which 4,175 community members responded to only 9% of them were under 24 and just a handful were under 18. In an attempt to have youth be a bigger part of our planning process, we created a survey just for youth, a video promoting the survey in addition to hosting focus groups to better understand how youth Imagine Duluth in 2035.

Ten focus groups at various youth organizations and the seventh grade class at Marshall School. City staff approached ISD 709 to have their students participate in the survey; due to the survey being created at the end of the year ISD 709 was not able to participate.

The following is a synopsis of responses from the survey and comments made at the focus groups.



## Focus Group Discussions

Transportation was a big issue for the youth we talked to. Focus group participants brought it up a lot, even in the focus groups where we did not ask specific questions about transportation. They want safer walking conditions like crosswalks and better sidewalks. They want more bus stops with shelters to protect them from the cold and rain. They want more frequent bus service on nights and weekends, mainly so they have a reliable way to get to and from work. High school students in the Hillside who have to take DTA to get to schools out West or out East, want to be able to use their school IDs as bus passes and they think that free or lower cost bus passes should be available to lower income students.

The young people who participated in the focus groups want fun, safe places to hang out in their neighborhoods and they want affordable recreational activities. When young people think about where they might want to live in the future, they want a community that supports and accepts them and they want job and educational opportunities.

# Youth Participation continued...

## **Transportation**

Young people want improvements in transportation infrastructure including roads and for active transportation. Teens and young adults need reliable transportation to access school and employment. They want increased bus service on nights and weekends to get to and from work and a student DTA pass program for high schoolers.

## **Economic Development**

Education and job opportunities are important to young people and are high priorities when they think about where they want to live in the future. They want Duluth to offer more opportunities for education and good jobs in a variety of fields.

## **Open Space**

Lake Superior and access to nature in general are important to young people. They want more outdoor recreation opportunities, especially water-based recreation and trails.

## **Sense of Community**

Young people appreciate the sense of community they feel in Duluth. They want to see an increase in opportunities for socialization and group recreation.

## **Housing**

Young people want to live in a place with affordable, quality housing options and they want to live near community gathering places. They like that elements of nature, such as trees and views of the scenery, are spread throughout residential neighborhoods.

**What is your favorite thing about Duluth?**



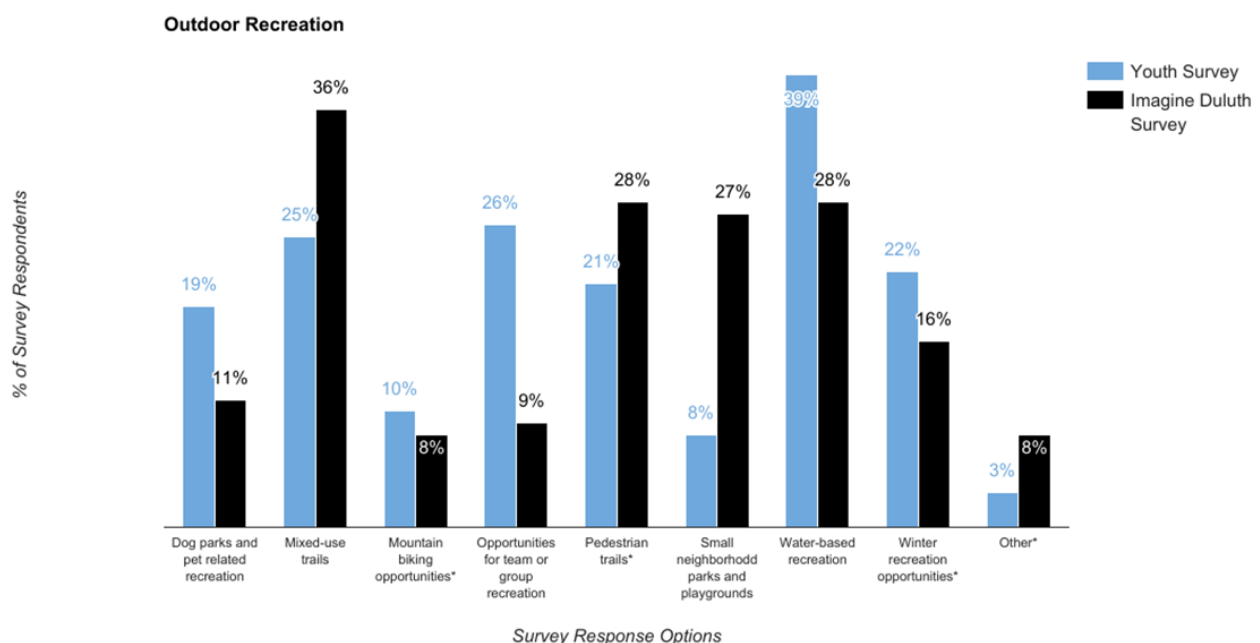
# Youth Participation continued...

## Survey Responses

A majority of the survey respondents live in Duluth (85%). The majority (93%) of the students surveyed normally drive or are driven to get around to daily activities, but almost a quarter of them (22%) live within a 15-minute walk or bike ride of their school.

We asked this question in both surveys: "Which types of outdoor recreation opportunities should the city focus on?" Respondents could choose two options. Youth survey respondents were more in favor of the city focusing on water-based recreation, team or group recreation, and dog parks than older respondents. Another difference was that older respondents favored mixed-use trails and small neighborhood parks more than youth respondents.

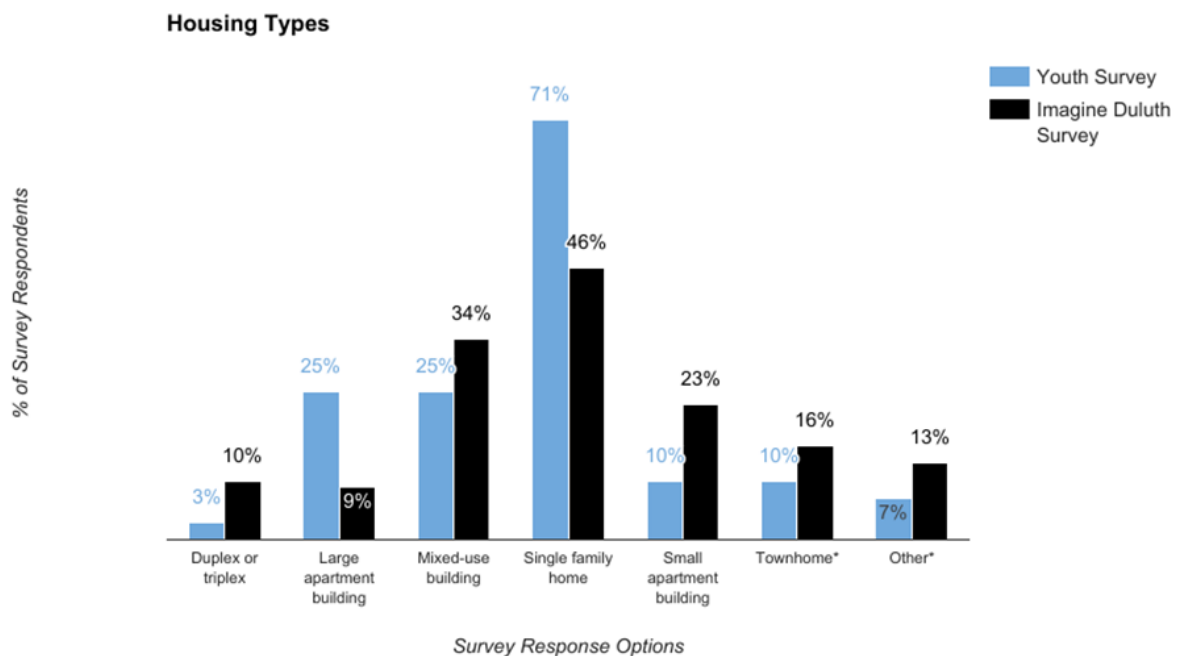
Natural areas are important to young people. A majority of students surveyed (59%) said their favorite thing about Duluth was something to do with opportunities to access and enjoy nature. When asked where they would like to be able to get to easily to hang out with their friends, nearly half (45%) of student respondents chose natural areas or parks.



# Youth Participation continued...

Canal Park also appears to be an important asset to young people. In an open ended question asking their favorite thing about Duluth, 11% of respondents said Canal Park and many students (41%) also want easy access to pedestrian areas with many storefronts where they can walk around, shop, and eat, similar to the design of Canal Park.

In the Imagine Duluth survey we asked which types of housing respondents felt were “most needed for Duluth’s success” while in the youth survey we asked which types of housing respondents thought they “might like to live in 10 years from now.” In both surveys the same options were listed and respondents were asked to choose up to two housing types. The youth we surveyed showed a strong preference for wanting to living in single family homes in the future, but also have a preference for large apartment buildings and mixed-use buildings.



# Youth Participation continued...

Half of the student respondents were uncertain whether they would be living in Duluth in 10 years or not. A little over a third of the respondents said they did not see themselves living in Duluth in 10 years while 13% said they did see themselves living in Duluth. When asked to think about themselves 10 years in the future and what they are most looking forward to, the top three answers were pursuing education or jobs opportunities (38%), enjoying recreational activities (29%), and having independence (11%).

**50% of youth responded in the focus groups that they were unsure if they would want to live in Duluth in 10 years.**

**What incentives would make them choose to live here in the future?**

When thinking about which factors might be important to them in choosing where to live in 10 years, 79% of the surveyed students said having available jobs that interest them would be important and 76% said affordable, quality housing options would be important. Many students think that the ability to walk, bike, or take transit to daily activities (53%), the availability of cultural and recreational activities (52%), and where their family or friends live (48%) will be important factors in choosing a place to live in 10 years.

Nearly half (44%) of the students thought that Duluth could be a better place to live if we increase opportunities for socialization and recreation. Ideas included having more events and activities in all seasons, having professional sports teams and more recreational sports leagues, having more shops and restaurants, and increasing opportunities to access nature by adding more trails and scenic views.

**What is one thing that could make Duluth a better place to live?**





# Word Clouds

We had three open ended questions within the survey. These were intentionally added to capture a wide array of viewpoints from the public, while giving city staff an opportunity to dive deeper into topics that may have not been anticipated results. For each of these three questions, word clouds were made to show a visual perspective of common words and themes that came through in the responses provided by the respondents.

Survey question # 3: When you visit other communities, have you found something that makes you say, “we need to do that in Duluth!” If so, what was it?



# Word Clouds continued....

Survey question # 4: How would you describe fairness? What would a community that embraces fairness look like?



Survey question # 9: What would you like Duluth to look like in 20 years?





# This is how WE Imagine Duluth!

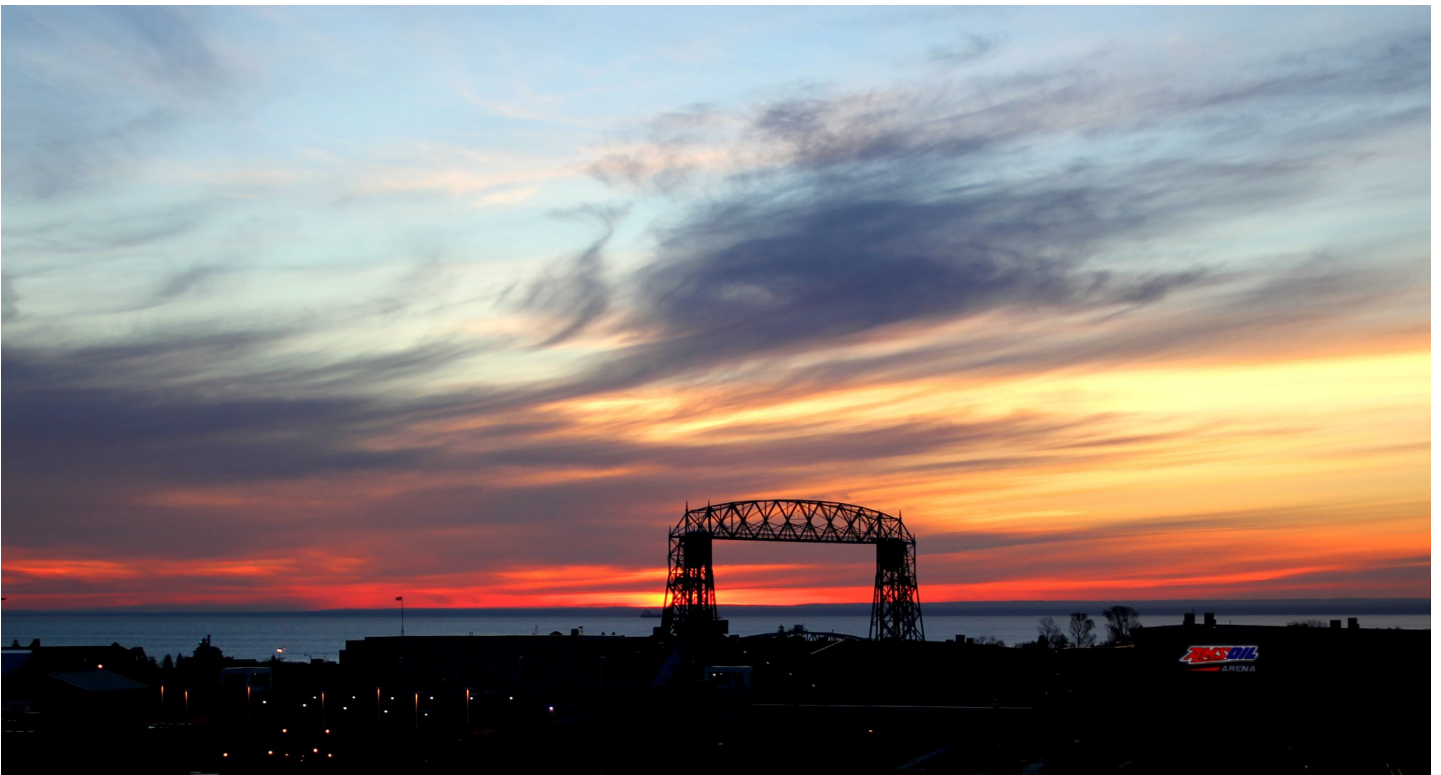


Photo by Carry Schmies