

DULUTH'S WESTERN WATERFRONT TRAIL



2/6/2017

ZENITH RESEARCH GROUP

**A research project to determine citizen desires for the
future of the Western Waterfront Trail**

INTRODUCTION

The attached report summarizes our research, analysis and findings based on telephone interviews with 440 adult residents of Council District 5, Precincts 28 – 34 in Duluth, Minnesota completed between February 3 and February 5, 2017.

Zenith Research Group, Inc., shall have no liability for any representation (expressed or implied) contained in, nor for any omissions from the report. The information, analysis and findings provided in this report are intended solely to assist representatives of the City of Duluth in evaluating citizen sentiment about the future of the Western Waterfront Trail. As such, the information contained within should not be relied upon for any purpose, nor distributed to nor relied upon, by any third parties who are not negotiating directly with the City of Duluth.

The survey research project initially began in November 2016 with discussions with City of Duluth administrative staff about professional research services. Following a series of meetings and reviews, the City representatives and Zenith Research Group concluded development of a survey instrument and methodology.

The interview process began at the Zenith Research Group affiliated call center in Duluth with a single rotation through the contact log of eligible residents provided by the research organization. Telephone calls were placed to both landline and mobile phone devices. All surveys were completed between the hours of 11:00am and 8:45pm. All interviews were digitally recorded using proprietary tele-script software. All analysis was completed using the statistical tools and applications of SPSS Analytical Software, Version 22.0.

The margin of error for this project is approximately +/-4.55 percent at the 95 percent confidence level; error levels within each of the survey precincts and individual Zip Code districts will be considerably higher and should not be relied upon for policy development. All statistics within the report have been rounded for presentation.

The project and report analysis was coordinated and supervised by Dushan Skorich, President of Zenith Research Group, Inc., and Patricia McNulty, Vice President of Zenith Research Group, Inc.

METHODOLOGY

WESTERN WATERFRONT TRAIL RESEARCH
PRECINCT DISTRIBUTION

TOTALS	P28	P29	P30	P31	P32	P33	P34
FULL	31	71	75	49	83	50	81
PARTIAL	7	5	9	7	8	6	10
REFUSE	58	94	111	158	147	72	152
BAD	11	19	10	12	19	11	18
BUSY	3	4	4	1	13	3	5
MACHINE	449	1020	947	560	946	588	989
WRONG	5	9	9	12	6	10	15
TOTALS	564	1222	1165	799	1222	740	1270

WESTERN WATERFRONT TRAIL RESEARCH
ZIP CODE DISTRIBUTION

TOTALS	55806	55807	55808	55810
FULL	11	221	156	52

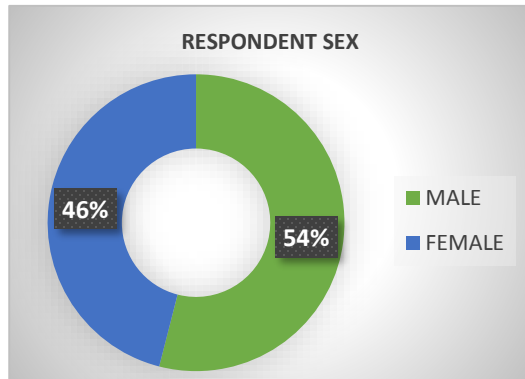
Distribution within each precinct was based on its share of population with existing telephone numbers, both landline and mobile.

Results of the partial interviews are not provided within this report.

Overall, the 440 completed interviews represent a 6 percent completion rate based on the 6,982 total dials.

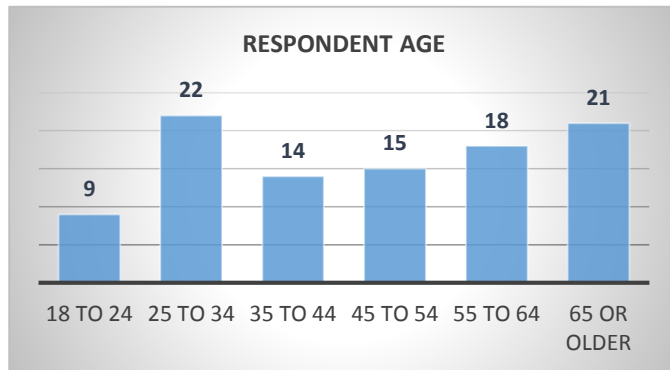
DEMOGRAPHICS

In addition to the criteria listed in Methodology, Demographics were limited to respondent sex, age, years at current residence, years as Duluth resident and residence status.



54 percent of all respondents were male.

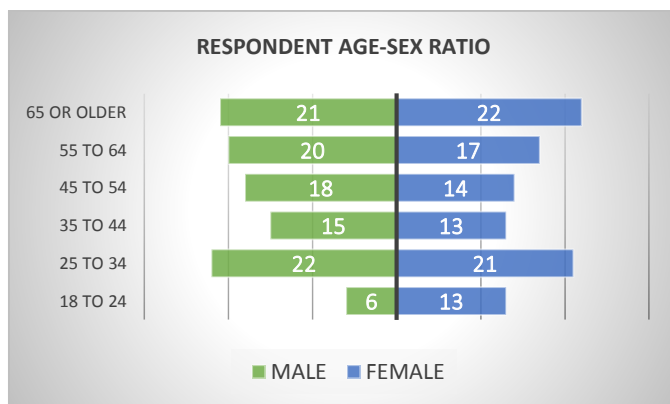
According to 2016 U.S. Census data, 51 percent of Duluth's population is female.



Those respondents 25 to 34 years of age represented the single largest age group.

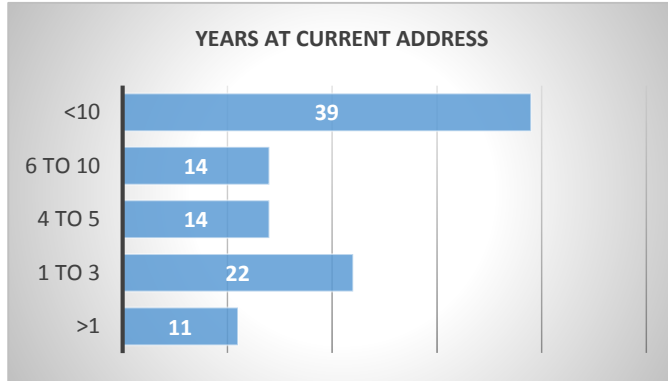
39 percent of respondents were 55 years of age or older.

The median age of all Duluth residents was just under 35.

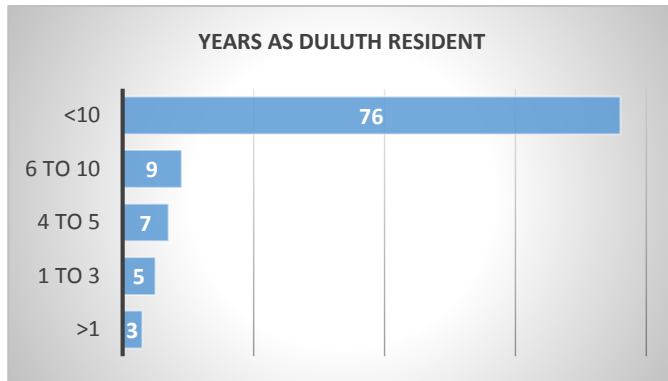


Distribution by sex and age was fairly consistent, with the largest disparity occurring among those respondents 18 to 24 years of age.

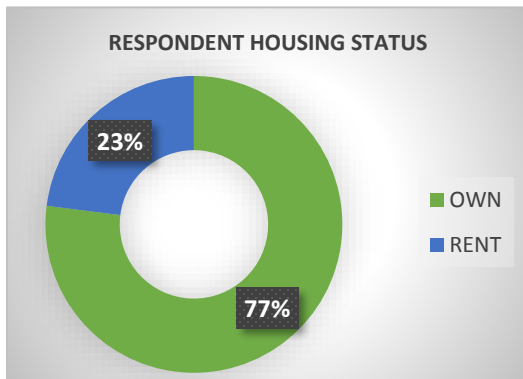
DEMOGRAPHICS



39 percent of all respondents have lived at their current address for more than 10 years.



76 percent of all respondents have lived within the City of Duluth for more than 10 years.



77 percent of all respondents owned their residence.

KEY FINDINGS

With each question, the sequence of Western Waterfront Trail and Lake Superior & Mississippi Railroad (LSMR) were rotated. Cross-reference analysis is limited to the two primary Zip Code areas.

As indicated in the survey instrument (see Survey section of this report) respondents were advised LSMR operated between May and October along the St. Louis River and should not be confused with the North Shore Scenic Railroad which operates along the Lakewalk and Lake Superior.

Q1 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY FAMILIAR AND 7 NOT AT ALL FAMILIAR,
HOW FAMILIAR ARE YOU WITH EACH OF THE FOLLOWING:

WESTERN WATERFRONT TRAIL

RESPONSE	VERY	2	3	NEUTRAL	5	6	NOT AT ALL
PERCENT	35	10	11	9	10	6	18
55807	38	10	11	10	11	5	15
55808	36	12	13	8	9	8	14

56 percent of all respondents indicated a positive recognition of the Western Waterfront Trail. There was a modest difference among respondents within the two primary Zip Code districts.

Q1 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY FAMILIAR AND 7 NOT AT ALL FAMILIAR,
HOW FAMILIAR ARE YOU WITH EACH OF THE FOLLOWING:

LAKE SUPERIOR & MISSISSIPPI RAILROAD

RESPONSE	VERY	2	3	NEUTRAL	5	6	NOT AT ALL
PERCENT	26	12	13	6	10	6	27
55807	26	11	13	5	9	9	27
55808	29	15	15	5	12	5	19

51 percent of all respondents indicated a positive recognition of the Lake Superior & Mississippi Railroad; recognition was 9 percentage points higher among respondents from 55808 (59 v 50).

KEY FINDINGS

Q2 HOW OFTEN DO YOU EITHER USE OR VISIT EACH OF THE FOLLOWING:

LAKE SUPERIOR & MISSISSIPPI RAILROAD

RESPONSE	<DAILY	DAILY	WEEKLY	MONTHLY	QUARTERLY	YEARLY	>YEARLY	NEVER
PERCENT	0	1	2	3	5	16	18	54
55807	0	2	2	2	4	17	19	54
55808	0	1	2	6	5	18	17	51

54 percent of all respondents indicated they never use or visit the Lake Superior & Mississippi Railroad; 34 percent said they use it once or less than once each year. Those respondents with the least frequency were asked why they don't use the venue more often. Those responses appear in the Verbatim section of this report.

Q2 HOW OFTEN DO YOU EITHER USE OR VISIT EACH OF THE FOLLOWING:

WESTERN WATERFRONT TRAIL

RESPONSE	<DAILY	DAILY	WEEKLY	MONTHLY	QUARTERLY	YEARLY	>YEARLY	NEVER
PERCENT	.2	5	13	13	17	11	10	30
55807	.5	6	15	13	18	11	10	26
55808	0	4	13	17	18	11	10	26

30 percent of all respondents indicated they never use or visit the Western Waterfront Trail; 21 percent said they use it once or less than once each year. Those respondents with the least frequency were asked why they don't use the venue more often. Those responses appear in the Verbatim section of this report.

KEY FINDINGS

Q3 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY IMPORTANT TO YOU PERSONALLY AND 7 BEING NOT AT ALL IMPORTANT, HOW IMPORTANT ARE EACH OF THE FOLLOWING TO YOU:

WESTERN WATERFRONT TRAIL

RESPONSE	VERY	2	3	NEUTRAL	5	6	NOT AT ALL
PERCENT	37	13	14	13	6	4	13
55807	40	11	14	14	7	4	10
55808	40	17	14	8	6	5	10

64 percent of all respondents considered the Western Waterfront Trail important to them personally; those persons living in 55808 were more likely to consider it important to them.

Q3 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY IMPORTANT TO YOU PERSONALLY AND 7 BEING NOT AT ALL IMPORTANT, HOW IMPORTANT ARE EACH OF THE FOLLOWING TO YOU:

LAKE SUPERIOR & MISSISSIPPI RAILROAD

RESPONSE	VERY	2	3	NEUTRAL	5	6	NOT AT ALL
PERCENT	18	12	16	15	13	7	20
55807	16	9	15	17	15	8	20
55808	22	13	17	12	11	7	17

46 percent of all respondents identified the LSRM as being somewhat important to them personally; at 52 percent, those respondents living in 55808 expressed levels of importance in percentages higher than the overall response.

KEY FINDINGS

Q4 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY IMPORTANT AND 7 BEING NOT AT ALL IMPORTANT,
HOW IMPORTANT ARE EACH OF THE FOLLOWING TO THE ENTIRE DULUTH COMMUNITY:

LAKE SUPERIOR & MISSISSIPPI RAILROAD

RESPONSE	VERY	2	3	NEUTRAL	5	6	NOT AT ALL
PERCENT	28	18	15	16	10	5	8
55807	26	19	14	18	9	5	10
55808	32	17	17	12	11	5	6

61 percent of all respondents said the LSRM was of importance to the entire community; higher levels of importance were registered among residents of 55808.

Q4 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY IMPORTANT AND 7 BEING NOT AT ALL IMPORTANT,
HOW IMPORTANT ARE EACH OF THE FOLLOWING TO THE ENTIRE DULUTH COMMUNITY:

WESTERN WATERFRONT TRAIL

RESPONSE	VERY	2	3	NEUTRAL	5	6	NOT AT ALL
PERCENT	36	23	15	10	7	3	5
55807	37	24	14	9	6	4	4
55808	40	21	18	10	6	2	3

74 percent of all respondents said the Western Waterfront Trail was important to the entire community; the level of importance in 55808 was slightly higher than the level of response from residents of 55807.

KEY FINDINGS

Prior to continuing with the survey, respondents were read the following:

The Western Waterfront Trail is a wheelchair-accessible trail from the Irving neighborhood to Riverside. There is a vision to extend the trail seven miles along the St. Louis River to Smithville, Morgan Park, Gary/New Duluth and Fond du Lac. The City is leading a public planning process to determine how and where the trail extension should be constructed.

Q5 USING A SCALE OF 1 TO 7 WITH 1 BEING STRONGLY SUPPORT AND 7 BEING STRONGLY OPPOSE,
HOW DO YOU FEEL ABOUT EXTENDING THE WESTERN WATERFRONT TRAIL TO SMITHVILLE, MORGAN PARK, GARY/NEW
DULUTH AND FOND DU LAC?

<u>RESPONSE</u>	<u>STRONGLY SUPPORT</u>	<u>2</u>	<u>3</u>	<u>NEUTRAL</u>	<u>5</u>	<u>6</u>	<u>STRONGLY OPPOSE</u>
PERCENT	61	14	8	7	3	3	5
55807	64	13	7	5	3	3	5
55808	64	14	5	7	3	3	4

83 percent of all respondents were supportive of extending the trail; levels within each of the two primary Zip Code districts were virtually identical to the overall response.

KEY FINDINGS

Prior to continuing with the survey, respondents were read the following:

As one option, the City has been seeking to find a way to extend the trail without having to remove the City-owned rail line between Smithville and Gary/New Duluth that is used by the Lake Superior & Mississippi Railroad for their seasonal passenger train trips. If, for any reason, extending the trail while keeping the railroad proves not to be feasible, the City may have to choose one of the other – rail or trail.

Q6 IN THAT EVENT, WHICH OPTION WOULD YOU LIKE THE CITY TO CHOOSE:

THE TRAIL OPTION, WHICH IS TO EXTEND THE WESTERN WATERFRONT TRAIL TO SMITHVILLE, MORGAN PARK, GARY/NEW DULUTH AND FOND DU LAC AND REMOVE THE CITY-OWNED RAIL LINE

OR

THE RAIL OPTION, WHICH IS TO RETAIN THE RAIL LINE USED SEASONALLY BY THE LAKE SUPERIOR & MISSISSIPPI RAILROAD AND GIVE UP PLANS TO EXTEND THE WESTERN WATERFRONT TRAIL FROM RIVERSIDE TO SMITHVILLE, MORGAN PARK, GARY/NEW DULUTH AND FOND DU LAC

OR

DON'T YOU HAVE A PREFERENCE?

<u>RESPONSE</u>	<u>TRAIL OPTION</u>	<u>RAIL OPTION</u>	<u>NO PREFERENCE</u>
PERCENT	54	32	14
55807	52	31	17
55808	59	31	10

54 percent of all respondents favored the Trail Option, with greater levels of support coming from those respondents living in 55808 than 55807.

KEY FINDINGS

Prior to continuing with the survey, respondents were read the following:

The City and citizen volunteers have developed several principles to guide future planning for the Western Waterfront Trail.

Q7 USING A SCALE OF 1 TO 7 WITH 1 BEING VERY IMPORTANT AND 7 BEING NOT AT ALL IMPORTANT, HOW IMPORTANT ARE EACH OF THE FOLLOWING PRINCIPLES:

AVERAGE	RESPONSE	VERY	2	3	4	5	6	NOT AT ALL
2.10	CREATE COMMUNITY CONNECTIONS BETWEEN NEIGHBORHOODS, BUSINESSES, PARKS AND THE RIVERFRONT							
	PERCENT	50	25	9	5	7	2	2
2.15	CREATE A UNIQUE DULUTH EXPERIENCE ON DULUTH'S RIVERFRONT							
	PERCENT	51	22	11	6	4	2	4
1.77	DEVELOP A PLAN THAT IS TECHNICALLY AND ECONOMICALLY FEASIBLE TO PAY FOR AND CONSTRUCT							
	PERCENT	65	17	6	4	2	2	3
1.77	DEVELOP A PLAN THAT IS ENVIRONMENTALLY SUSTAINABLE							
	PERCENT	68	15	7	3	2	1	4
2.33	DEVELOP A PLAN THAT PROMOTES ECONOMIC DEVELOPMENT IN THE ST. LOUIS RIVER CORRIDOR							
	PERCENT	45	22	14	9	4	2	6
1.79	CREATE AN ACCESSIBLE RIVERFRONT EXPERIENCE FOR AS MANY PEOPLE AS POSSIBLE REGARDLESS OF INCOME OR PHYSICAL ABILITY							
	PERCENT	66	16	6	4	4	1	3
1.92	DEVELOP A PLAN THAT PRESERVES HISTORICALLY SIGNIFICANT RESOURCES							
	PERCENT	55	22	12	6	2	1	2

Respondents were more likely to support options to develop a plan that is technically and economically feasible, and a plan that is environmentally sustainable.

Respondents were least likely to support a plan promoting economic development in the river corridor.

Verbatim Response

Those respondents who answered the following on Q2 were asked to provide a brief explanation of why their uses or visits were not more often:

Once a year
Less than once a year
Never

Lake Superior & Mississippi Railroad



Among those qualifying, most respondents did not offer any substantive reason for the lack of use or visit.

time, I love it
no reason
no, particular reason
don't want too
not sure of times or name
busy
Not Sure
unaware of its existence
It's every site that I can see otherwise.
no knowledge of it
Never heard of it.
Don't know enough about it

never heard of it
work
no need
Havent had time
currently in fl
not part of his interest
Does not know it is there
to busy
no need
Havent really had the desire to use it.
i dont know
time
costs money, is expensive, rather walk than go on train
working
are kids to long
NO NEED
summers are bisy
other stuff to do
just not enough time
wasn't interested in doing
no. as much interest as we have
unfamiliar
Isnt wheelchair accessible
no time
cost
Too busy in the summer.
live in adiffernt area
never heard of them
not had time
no reason, health problems
Busy

Western Waterfront Trail Research Summary

had no clue of it
 because i live there
 too busy
 havent had time
 never heard of it
 limited hours
 not around in the summer
 no reasom
 family reasons
 Cost
 i lack of knowledge
 its more of a tourists
 haven't had to chance
 Just open on the weekend
 dont know where its at
 dont think about it very often
 elderly
 no interest
 just don't go on the train
 dont disable
 advertising sucks for it
 Not interrested
 not awarte of it
 Just moved here last year.
 dont know about it
 Never gotten too it.
 no reason
 Once was enough
 timw
 lack of going over there
 Work during the day
 age fo kids
 no special reason
 havent explored it
 It's more fore kids.
 time
 Once a year is enough for me
 no reason
 route did not have a good view
 no reason
 health reasons
 No reason
 never heard of it
 not familiar with it
 too busy
 no reasone
 Not interrested
 no particular reason
 It only runs in the summer
 no need
 special trip for outoftown company
 Cost
 my age
 The occassion hasn't come up again.
 Haven't had a need to.
 Havent looked into

didnt know about it
 no reason
 didn't want to, no real reasom
 because walk the trail all the time
 no use for a train
 parking
 no
 we go in the falltime each year
 Just heard about it last year.
 No reason, just havent been to find a reason tpo
 Theres so much else to do

Western Waterfront Trail Research Summary

My children are too young
 one a year is enough to see everything
 Not a tourist
 all they need
 didnt know was there
 dont know
 busy schedual
 just not one of their priorities
 Once a year is good enough, I really enjoy it
 money issues
 Haven't heard of it
 Time
 dont have a need
 Pretty old and single
 want to, just never gotten to it
 dont where it is
 not something into
 never cross her mind to either visit
 never haerd of it
 I go enough
 other things goings on
 in esko
 no
 priorities
 Busy
 never heard of it, would love to use it
 Never heard of it.
 unaware
 havent heard of it
 not accessible locatiopns
 unawear
 no direct impact
 no time
 out of the way
 time
 dont know it
 lack of familiarity with, never heard of
 juist moved here
 just moved here
 poor info, great advertising around it. should use Perfect day duluth
 never heard of it
 havent heard of it
 clueless
 new to duluth
 don't walk often
 no
 Didn't know about
 dont know about it
 Never have used it
 not familiar
 new to town
 didnt know
 no reason
 New to the area
 don't know hwere it is
 only seasonal, only sat and sun
 do not know anything about it
 unknown
 no need
 havent had the need
 no
 don't know about it
 no need
 not on my radar
 don't ride trains unfamiliar with area
 cost
 no reason to use
 didnt know about it

Western Waterfront Trail Research Summary

no reason
no reason to
never heard of it
have been on once or twice. enough
no need
not convenient
unaware of train
doesnt seem to mind
never heard of it
dont know where it is
no reason
not interested
not aware of it
doing other things. working. camping
dont need it
other stuff to do
no
same scenery
no
isnt of interest
financial
probably walked the tracks but never took railroad
not really
Never knew about it.
to busy
only visited the depot
no reason
Don't know of it.
havent had time
no reason at all
Been on it once. thats all they need
just never knew about it until after a couple of years
wasnt aware
do not know anything about it
No need
no reason
not aware of it
only go for grandkids
not something important
not heard of it
no time
no
not aware of it
dont know it
no
not open always
dont have time
dont get there often
Dont really think of
just havent thought about. money
school out of town
no reason
working
Didn't know it existed.
not known
work and school. not really a tourist.
not a train guy
same scenery
used alot in past
We intend to
Havent had time
preoccupied forgot it existed
drive instead
just havent
just don't have opportunity or anyone wanted to go with him, have some interest yourself
dont know about it
not aware of it
no

Western Waterfront Trail Research Summary

No available
 no good reason
 no need
 o interest
 unknown
 would do something more of town
 only pass the tracks.
 no
 no reason, no interest in riding in train unless it gets me faster than I can drive
 not interested
 just dont
 no need
 limited income
 no need no promotions
 Only use about once every 10 yrs
 busy
 my kids are older
 never knew about it
 cause when i had kids was fun to do with friends. don't use as much now
 just dont have the time
 no time
 No interest
 Not come up.
 didnt know about it
 old fashioned and rattrap, seen its day, don't see much of river, don't feel good thing is nuisance, live nearby keeps tooting horn too noisy for him
 do not know about it. no reason to visit
 just moved here
 just move
 not a tourist
 occasionally use it
 time
 not interested in railroads
 elderly
 i am disabled
 no desire
 never heard about it
 no need
 we leave right in the area. special occasion with visitors
 unknown
 dont like it
 no need
 my age
 dont know
 been there work there
 live within a block
 i work on the railroad seen enough trains
 no reason
 can't afford
 no need
 never had the chance
 dont know
 nbiz life
 time
 NO NEED
 didn't know about it
 havent time
 UNKNOWN
 It's usually used by tourists.
 just never done it
 right now physical disabilities. will improve
 dont know
 not aware of it
 no reason
 Dont have a good reason
 no
 never heard of it
 haven't heard of it
 entertain not transportation

Western Waterfront Trail Research Summary

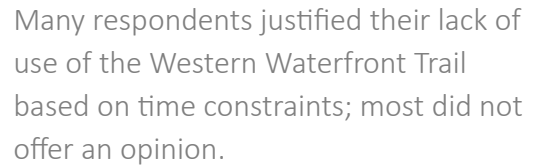
would like to someday
 hard to do
 live away
 i do
 not aware of it
 no interest
 Didnt know about it
 dont where it is
 live to close it
 dont know where it is
 no reason to go there
 take my grandkids on the train
 no need
 do other things
 used to take grandchildren a lot, now they are older we have no desire to
 dont bother
 once is enough
 not interested
 no reason.
 i walk the tracks. not home weekends when it runs
 grand kids dont come often
 unknown
 had used to before. no more duck hunt out there
 hard to get old man out of house
 no time
 no reason
 I live out here and dont feel the need
 what would i use it for?
 havent heard of it
 kind of the same old trip
 spend a lot of time on the water and hiking
 Too busy
 dont know
 dont know
 no reason
 because she lives in new duluth
 Did it once.
 didnt find it very interesting
 haven't looked into it
 seen it once
 no time
 didnt know about it
 dont get around to it
 cost.
 doesnt even know where to board train
 dont have need
 never had reason
 go to cabin most time
 price
 no familiar
 no reason
 never had reason to
 dont have any interest in it
 not a driver no way to get there
 busy
 no need
 No longer interested

 not ware of it
 no recent moved to area
 no reason
 no
 not known
 Have yet to get over there
 not in duluth on weekends
 dont know about it
 hasnt heard
 not aware of it

Western Waterfront Trail Research Summary



Western Waterfront Trail



working
never heard of it
not into walking or biking
boats alot
beautiful. just sort of forget about it.
i dont know
Too busy in the summer.
live closer to the differeent trails
never heard of it
for health reasons
I dont feel it is well marketed, dont know when the run or cost or where to get tickets
havent heard of it
uses jay cook
dont go out to often
no reason
Cost
haven't had chance
grandkids grown up now
elderly
dont go to that area
no occasion to
disable
lives next to another trail
Not knowing about it
Live close to another trail.
Dont have time
time
not interestedd
treadmill at home
not familiar with it
never heard of it
Not interested

munger
not familiar
Occassion hasn't arrived
children grown up and use a walker
dont know location
handicap
not interesxt
No reason.
Just dont use it
not a tourist
older
use the munger trial
too busy working
haven't heard of it
just several things in the city i havenot done yet
Single no family to take
never comes across your mind
not enogh time
the distance
don't know where it is, if knew where would use
unaware
i havent heard of it
non accessible
unawear
not familiar with it
dont have time
unknown
out of the way
time
not familiar
never heard of it
just moved here and had a baby
too busy
no reason
lazy
new to duluth
to far away
no
Didn't know about it
didnt know about it
havent got a chance
new to town
didnt know
dont know about it
New to the area.
not much of a trail person
unknown
because didnt heard
don't know a lot about it
do different trails
there are trails i enjoy more in duluth
other closer trails
no reason to, not much free time
dont know where it is
no reason
nevedr heard of it
no need
not known
nope
no
never heard of it
not aware of it
not aware od it
no reason
other things to do
ub\nsure of location
no reason to do it

Western Waterfront Trail Research Summary

Never knew about it.
 no time
 dont know where it is
 There are other trails.
 Work
 just dont
 not aware of it
 just moved here
 not ever heard of it
 no time
 mosquitos
 busy with other things
 no. lake trails
 dont have time
 occasional use
 out of town for school
 not known
 uses lake walk
 just preoccupied
 none
 usually hike lake superior hiking trail
 not available
 no good reason
 dont know about it
 no need
 unknown
 dont know where it is
 no
 dont walk
 walking isnt one of my things
 no time
 dont like walking if he dont have a bike
 busy
 medical condition. will use if i have surgery
 Disabilities.
 never heard of it
 just move
 hard to get to unless you drive
 no need
 elderly
 because i am disabled
 no desire
 used to use when younger, quite often then, older now and do not use, found to be excellent
 time
 kids use it
 time
 other trails
 other trails
 never had the chance
 dont know
 busy
 NO NEED
 used to use before, cannot go walking out now
 not enough time
 NO TIME
 Getting too old for it.
 before i had slowed down probably 4 to 6 times a year. took special classes to trail. middle school
 gotten older
 age
 no reason
 cant walk very far
 never heard of it
 don't know where it is
 never have
 lives far away
 walking difficulty
 not my thing
 weather

Western Waterfront Trail Research Summary



cant walk, elderly
 relatively disabled
 do other things
 not in neighborhood
 don't walk that much, prefer sidewalk, do not bike anymore or walk much anymore, but think trail is wonderful thing
 cabin in the woods
 not interested. handicapped.
 unknown
 do not have time
 sick with problems
 no
 no reason
 Health issues
 no response
 don't know. is the western waterfront trail paved? i use the Munger Trail because it is paved. that is why i don't use the western waterfront trail
 to busy
 dont know
 Handicaped
 Just to lazy
 no time
 no reason
 no reason go there
 same reason
 immobile
 no reason
 don't know where it is, never had anyone talk about it
 Dont have any interest
 location
 health
 i go elsewhere when its nice
 new to area
 no reason
 didn't know about it
 no need
 not available on weekends
 dont know about it
 more mountain biking mission creek
 dont know about it
 i probably do my walking right in town. not at my back door. more convenient for me
 no desire
 nothing about it
 no knowledge of location
 It's flat.
 no need
 havent heard of it
 no reason
 dont know much about it

Western Waterfront Trail Research Summary

Survey Instrument

Call Center Associate Introduction

Good morning/afternoon/ evening. I'm calling for Zenith Research Group in Duluth. We're conducting a survey of residents of western Duluth to learn how people feel about some issues of special importance to the western area of the City. The survey will take about 5 minutes. Do you have time to participate right now?

If no – thank person and terminate

If yes – thank person and continue

Before we begin, I have to make sure you qualify to take our survey.

You need to be at least 18 years old. How old are you?

A	B	C	D	E	F
18 TO 24	25 TO 34	35 TO 44	45 TO 54	55 TO 64	65 OR OLDER

Can you please confirm your Zip Code?

A	B	C	D
55806	55807	55808	55810

Thank you. As I mentioned, I have a series of questions about some issues of importance to residents of western Duluth.

Using a scale of 1 to 7 – with 1 being Very Familiar and 7 Not At All Familiar, how familiar are you with each of the following:

WESTERN WATERFRONT TRAIL						
1	2	3	4	5	6	7
LAKE SUPERIOR AND MISSISSIPPI RAILROAD'S NARRATED RAIL TRIPS BETWEEN MAY AND OCTOBER ALONG THE ST. LOUIS RIVER – NOT TO BE CONFUSED WITH THE NORTH SHORE SCENIC RAILROAD ALONG THE LAKEWALK AND LAKE SUPERIOR						
1	2	3	4	5	6	7

How often do you either use or visit each of the following:

LAKE SUPERIOR AND MISSISSIPPI RAILROAD							
More than once a day	Daily	Weekly	Monthly	4-Time Annually	Once a year	Less than once a year	Never
					If response, ask: Why don't you use the railroad more often? Record Verbatim		

WESTERN WATERFRONT TRAIL							
More than once a day	Daily	Weekly	Monthly	4-Time Annually	Once a year	Less than once a year	Never
					If response, ask: Why don't you use the railroad more often? Record Verbatim		

Using a scale of 1 to 7 – with 1 being Very Important to you personally and 7 being Not At All Important – how important are each of the following to you:

WESTERN WATERFRONT TRAIL						
1	2	3	4	5	6	7
LAKE SUPERIOR AND MISSISSIPPI RAILROAD						
1	2	3	4	5	6	7

Using a scale of 1 to 7 with 1 being Very Important and 7 being Not At All Important, how important are each of the following to the entire Duluth community?

LAKE SUPERIOR AND MISSISSIPPI RAILROAD						
1	2	3	4	5	6	7
WESTERN WATERFRONT TRAIL						
1	2	3	4	5	6	7

The Western Waterfront Trail is a wheelchair accessible trail from the Irving neighborhood to Riverside. There is a vision to extend the trail seven miles along the riverfront to Smithville, Morgan Park, Gary/New Duluth, and Fond du Lac. The City is leading a public planning process to determine how and where the trail extension should be constructed.

ON A SCALE OF 1 TO 7 – WITH 1 BEING STRONGLY SUPPORT AND 7 BEING STRONGLY OPPOSE – HOW DO YOU FEEL ABOUT EXTENDING THE WESTERN WATERFRONT TRAIL TO SMITHVILLE, MORGAN PARK, GARY/NEW DULUTH, AND FOND DU LAC?						
1	2	3	4	5	6	7

As one option, the City has been seeking to find a way to extend the trail without having to remove the city-owned rail line between Smithville and Gary/New Duluth that is used by the Lake Superior and Mississippi Railroad for their seasonal passenger train trips. If, for any reason, extending the trail while keeping the railroad proves not to be feasible, the City may have to choose one or the other – rail or trail.

IN THAT EVENT WHICH OPTION WOULD YOU LIKE THE CITY TO CHOOSE?						
1. THE TRAIL OPTION, WHICH IS TO EXTEND THE WESTERN WATERFRONT TRAIL TO SMITHVILLE, MORGAN PARK, GARY/NEW DULUTH AND FOND DU LAC AND REMOVE THE CITY-OWNED RAIL LINE.						
2. THE RAIL OPTION, WHICH IS TO RETAIN THE RAIL LINE USED SEASONALLY BY THE LAKE SUPERIOR AND MISSISSIPPI RAILROAD AND GIVE UP PLANS TO EXTEND THE WESTERN WATERFRONT TRAIL FROM RIVERSIDE TO SMITHVILLE, MORGAN PARK, GARY/NEW DULUTH AND FOND DU LAC.						
3. OR DON'T YOU HAVE A PREFERENCE						
TRAIL OPTION	RAIL OPTION	NO PREFERENCE				

The City and citizen volunteers have developed several principles to guide future planning for the Western Waterfront Trail. Using a scale of 1 to 7 with 1 being Very Important and 7 being Not At All Important – how important are each of the following principles?

CREATE COMMUNITY CONNECTIONS BETWEEN NEIGHBORHOODS, BUSINESSES, PARKS AND THE RIVERFRONT						
1	2	3	4	5	6	7
CREATE A UNIQUE DULUTH EXPERIENCE ON DULUTH'S RIVERFRONT						
1	2	3	4	5	6	7
DEVELOP A PLAN THAT IS TECHNICALLY AND ECONOMICALLY FEASIBLE						
1	2	3	4	5	6	7
DEVELOP A PLAN THAT IS ENVIRONMENTALLY SUSTAINABLE						
1	2	3	4	5	6	7
DEVELOP A PLAN THAT PROMOTES ECONOMIC DEVELOPMENT IN THE ST. LOUIS RIVER CORRIDOR						
1	2	3	4	5	6	7
CREATE AN ACCESSIBLE RIVERFRONT EXPERIENCE FOR AS MANY PEOPLE AS POSSIBLE, REGARDLESS OF INCOME OR PHYSICAL ABILITY						
1	2	3	4	5	6	7
DEVELOP A PLAN THAT PRESERVES HISTORICALLY SIGNIFICANT RESOURCES						

DEMOGRAPHICS

I have just a few questions to help us analyze your responses and those of others participating in this survey. Your answers will be kept confidential – no one from the City will see your responses.

How long have you lived at your current address?

A	B	C	D	E
Less than 1 year	1 to 3 years	4 to 5 years	6 to 10 years	More than 10 years

How long have you lived in the City of Duluth?

A	B	C	D	E
Less than 1 year	1 to 3 years	4 to 5 years	6 to 10 years	More than 10 years

Do you rent or own your residence?

A	B
Rent	Own

DO NOT ASK – RECORD

A	B
Male	Female

That's all the questions I have. Thank you so much for taking this time to talk with me.

Have a great rest of your day.

Research Partner

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