

Active in Moorhead (AIM) Partnership

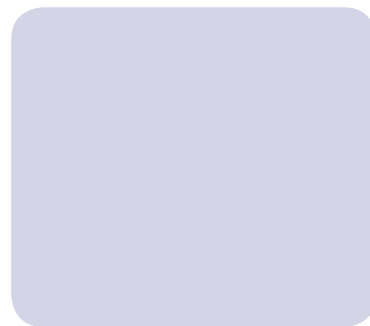
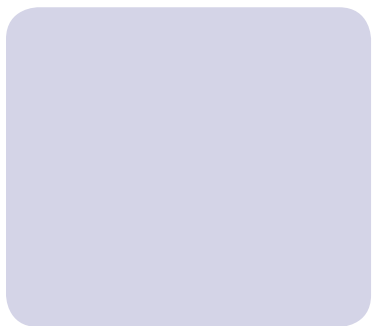
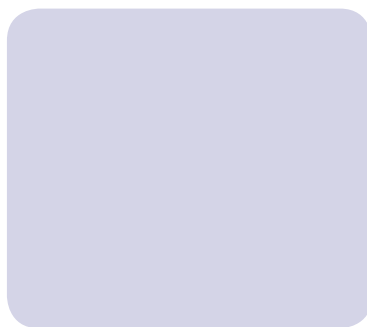
2009 Resident Survey Results

Perceptions among community residents regarding ways to create an environment that encourages active and healthy living on a daily basis.

Issued:
September 2009

Prepared by:
North Dakota State Data Center at North Dakota State University, an Equal Opportunity Institution

Available online at:
<http://www.ndsu.edu/sdc/publications.htm>



FOREWORD

The purpose of this 2009 report, entitled *Active in Moorhead (AIM) Partnership: 2009 Resident Survey Results*, is to increase the understanding of Moorhead residents' behaviors, attitudes, and perceptions associated with active living in the City of Moorhead.

The AIM partnership, a partnership between Clay County Public Health, the City of Moorhead, and the Fargo-Moorhead Metropolitan Council of Governments (Metro COG), is exploring how the city of Moorhead can create an environment that encourages its residents to become active and stay active through choices in their daily routines. The AIM partnership received funding for this study from Blue Cross Blue Shield of Minnesota, who also is encouraging a lifestyle that integrates physical activity into daily lives.

This AIM survey was mailed to a sample of Moorhead, Minnesota, residents in June 2009. The goal of the AIM 2009 survey was to explore a) what encourages residents to be physically active – personally and in their community, b) how they get around in the community, and c) the value they place on community services and facilities that can impact their activities.

Research for this study was conducted by the North Dakota State Data Center (NDSDC) at North Dakota State University in Fargo, North Dakota. A companion research report, entitled *Active Living in Moorhead (AIM) Partnership: 2009 Neighborhood and College Meeting Results*, was published in May 2009 and presents thematic findings from a series of neighborhood and college meetings in Moorhead, Minnesota, pertaining to residents' active living and life in their neighborhoods. Both reports are available on the NDSDC website at the following URL: <http://www.ndsu.edu/sdc/publications.htm>.



FOREWORD (continued)

Acknowledgments

We wish to thank the residents of Moorhead, Minnesota, who participated in this Active in Moorhead (AIM) study and provided information pertaining to walking, biking, and Metro Area Transit (MAT) bus; the dynamics of active living; their community investment; their overall opinion regarding the quality of life in Moorhead; and comments pertaining to active living.

We also wish to thank the members of the AIM partnership for their feedback in the design of the survey instrument. Members of the AIM partnership include:

- Keely Hyland – Health Educator, *Clay County Public Health*
- Wade Kline – Executive Director, *Metro COG*
- Justin Kristan – Regional Bike Pedestrian Coordinator, *Metro COG*
- Deb Martzahn – Moorhead City Planner, *City of Moorhead* (through July 2009)
- Gina Nolte – Director of Health Promotions, *Clay County Public Health*
- Tom Trowbridge – Assistant City Engineer, *City of Moorhead*
- Lori Van Beek – Transit Manager, *City of Moorhead*
- Lisa Vatnsdal – Neighborhood Services Manager, *City of Moorhead*



REPORT AUTHOR

Kendra Erickson

CONTRIBUTORS

Jean Beaupre
Ramona Danielson
Kay Schwarzwalter
Dr. Richard Rathge, Director

PUBLICATION DATE

September 2009

TABLE OF CONTENTS

FOREWORD	3-4
Acknowledgments	4
EXECUTIVE SUMMARY	8-10
Study Objectives.....	8
Methodology	8
Summary	8
SURVEY RESULTS SUMMARY	11-14
Resident Active Living	11
Commuting	11
Creating an Active Community.....	12
Moorhead Resident Demographics.....	14
INTRODUCTION	15-16
Study Objectives.....	15
Methodology	15
Presentation of Findings.....	16
SURVEY RESULTS	17-58
Resident Active Living	18-20
Figure 1. Number of days, <i>in an average week</i> , residents get at least 30 minutes of physical activity, not necessarily all at one time	18
Figure 2. Location where residents get most of their physical activity	19
Figure 3. Residents' use of the City of Moorhead's sidewalks and trails.....	20
Commuting	21-28
<i>Walking</i>	
Figure 4. Number of times, <i>in an average week</i> , residents commute by <i>foot</i>	21
Figure 5. Destinations that residents would <i>walk</i> to if they were within 15 minutes	22
<i>Bicycling</i>	
Figure 6. Number of times, <i>in an average week</i> , residents commute by <i>bicycle</i>	23
Figure 7. Destinations that residents would <i>ride a bicycle</i> to if they were within 15 minutes	24

TABLE OF CONTENTS (continued)

Metro Area Transit (MAT) bus

Figure 8. Number of times, <i>in the last year</i> , residents commuted by <i>Metro Area Transit (MAT)</i>	25
Figure 9. Destinations that residents would <i>ride Metro Area Transit (MAT) bus</i> to if they were within <i>15 minutes</i>	26
Figure 10. <i>Metro Area Transit (MAT) services</i> that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT	27
Figure 11. <i>Personal factors</i> that would encourage residents to ride Metro Area Transit (MAT) more frequently, regardless of whether or not they currently ride MAT	28

Creating an Active Community.....29-41

Figure 12. Level of agreement with statements related to residents' neighborhoods	29
Figure 13. Level of importance each of the <i>personal items</i> is to residents in order to live actively, regardless of whether or not they currently have the items	30
Figure 14. Level of importance each of the <i>city and community items</i> is to residents in order to live actively, regardless of whether or not they currently have the items.....	32
Figure 15. Level of importance each of the <i>recreation and entertainment items</i> is to residents in order to live actively, regardless of whether or not they currently have the items.....	33
Figure 16. <i>Attractions</i> that do or would encourage residents to get out and be active.....	34
Figure 17. <i>Indoor-exclusive recreational opportunities</i> that do or would encourage residents to get out and be active	35
Figure 18. <i>Outdoor-exclusive recreational opportunities</i> that do or would encourage residents to get out and be active	37
Figure 19. <i>Recreational opportunities carried out both indoors and outdoors</i> that do or would encourage residents to get out and be active.....	38
Figure 20. The amount residents would contribute, through taxes, special assessments, subsidies, user fees, or purchase prices, to fund services and amenities in the City of Moorhead.....	40
Figure 21. Moorhead residents' opinion regarding the general quality of life in Moorhead today, compared to five years ago	41

Moorhead Resident Demographics.....42-49

Figure 22. Location of residents' home	42
Map 1. The four quadrants where Moorhead residents indicate they live	42
Figure 23. Whether residents own or rent their home	43
Figure 24. Whether residents work or volunteer outside the home	44

TABLE OF CONTENTS (continued)

Figure 25. Approximate annual household income of residents before taxes.....	45
Figure 26. Whether residents are the parent or primary caregiver of a child or children 18 years of age or younger.....	46
Figure 27. Age of residents.....	47
Figure 28. Race or ethnicity of residents	48
Figure 29. Gender of residents	49
Anecdotal Comments	50-58
APPENDIX TABLES	59-73
SURVEY COVER LETTER AND SURVEY INSTRUMENT	74-78
Survey cover letter	74
Survey instrument	75

EXECUTIVE SUMMARY

Study Objectives

The purpose of this Active in Moorhead (AIM) study was to gather information from Moorhead, Minnesota, residents about how the city can create an environment that encourages its residents to stay active and healthy in their daily routines. The key objectives were to see a) what encourages Moorhead residents to be physically active – personally and in their community, b) how they get around in the community, and c) the value they place on community services and facilities that can impact their activities. The AIM study was designed for the AIM partnership, which includes Clay County Public Health, the City of Moorhead, and the Fargo-Moorhead Metropolitan Council of Governments (Metro COG). Research was conducted by the North Dakota State Data Center (NDSDC) located at North Dakota State University in Fargo, North Dakota. This AIM study and a companion report, entitled *Active in Moorhead (AIM) Partnership: 2009 Neighborhood and College Meeting Results*, are available on the NDSDC website at www.ndsu.edu/sdc/publications.htm.

Methodology

The survey was conducted in mid-June 2009 in Moorhead, Minnesota. Names of residents were randomly selected from a utility registration list of Moorhead, Minnesota, residents provided by the City of Moorhead. A random sampling design was used to ensure a representative sample of Moorhead, Minnesota, residents with an error rate of five percent and a confidence level of 95 percent. A mail-out questionnaire was sent to 1,800 Moorhead residents in a single wave. A total of 370 Moorhead residents participated in the survey.

Summary

The vast majority of Moorhead residents who participated in this survey work or volunteer outside the home and own their homes, which likely explains why the largest proportion of residents get most of their physical activity at home (e.g., on a treadmill, in the yard). The vast majority of residents are at least somewhat physically active in an average week and use the City of Moorhead's sidewalks and trails for walking or running. Half of residents use sidewalks and trails for bicycling and one-third of residents use them for exercising a pet.

When evaluating commuting practices of Moorhead residents, the majority of residents do not use the sidewalks and trails for commuting which includes: going to work, going shopping, taking a child to childcare or to school, or running other errands. Although most residents do not commute by foot or bicycle in an average week, they tend to prefer walking to bicycling when commuting.

If residents would walk or ride a bicycle to destinations that were within 15 minutes, they would mostly likely walk or ride a bicycle to a park. Other top locations that residents would walk or ride a bicycle to if they were within 15 minutes would be neighborhood retail and restaurants; a post office, public library, or city government office; and a community or recreation center.

EXECUTIVE SUMMARY (continued)

Although in the last year the vast majority of residents have not commuted by riding Metro Area Transit (MAT), nearly one-third of residents indicate that they would ride MAT to their workplace or volunteer site if it was within 15 minutes. One-fifth of residents say that they would ride MAT to neighborhood retail and restaurants and a post office, public library, or city government office.

When looking at Metro Area Transit (MAT) services that would encourage residents to ride MAT more frequently, regardless of whether or not residents currently ride MAT, one-third of residents indicate that they would be encouraged to ride MAT more frequently if there were additional routes. One-fourth of residents indicate that better advertising of hours and routes would encourage them to ride MAT more frequently. Additionally, one-fifth of residents indicate that increased frequency of buses would encourage them to ride MAT more frequently.

Additionally, on average, residents indicate that the least important of all items to them in order to live more actively is a more convenient and timely MAT. On average, residents also indicate that they want but will pay little for a more convenient and frequent MAT.

Personal factors also influence ridership of MAT. Approximately one-third of residents indicate high gas prices and the inability to drive themselves (e.g., aging, losing license) as factors that would encourage them to ride MAT more frequently, regardless of whether they currently ride MAT. Smaller proportions of residents would be encouraged to ride MAT more frequently due to concern for the environment, the expense of a vehicle, and being less stressed for time.

Aspects of the built environment can impact individuals' ability to be active in their daily life. On average, Moorhead residents agree the most strongly that their neighborhood is well maintained and generally litter free, followed closely by their neighborhood has enough green space (e.g., parks, nature preserves) and has attractive building or home designs. Residents agree the least that their neighborhood has good sidewalks. A closer look at sidewalks reveals that, on average, residents indicate that sidewalk maintenance (e.g., no crumbling, cracks, unevenness), continuous sidewalks, and sidewalk winter care (e.g., snow or ice removal) are very important items in order for them to live actively, regardless of whether or not they currently have the items.

To live actively, on average, residents indicate that feeling comfortable in their surroundings (e.g., sense of security and safety) is the most important item, regardless of whether or not they currently have it. Residents also indicate that good lighting is a very important item in order to live actively. To create a stronger feeling of comfort in the community, on average, residents want and will pay some for additional police presence through taxes, special assessments, subsidies, user fees, or purchase prices.

In regards to attractions and recreation opportunities, the largest proportions of Moorhead residents indicate that walking or bike trails and farmers' markets do or would encourage them to get out and be active. More than half of residents indicate parks; indoor walking facilities; concerts; festivals, celebrations, or parades; and park amenities (e.g., picnic tables, gazebos, drinking fountains, restrooms) are attractions and recreation opportunities that do or would encourage them to get out and be active.

EXECUTIVE SUMMARY (continued)

To help pay for services and amenities that can encourage active living in the City of Moorhead, funding through taxes, special assessments, subsidies, user fees, or purchase prices will most likely be necessary in the future. On average, residents indicate that they want and will pay the most for recreation facilities (e.g., indoor public pool, community or recreation center, athletic courts or fields, ice skating rink) and will pay some for public green space, parks, and plazas, both of which allow for indoor and outdoor opportunities to be active.

Additionally, personal factors impact the level and amount of physical activity an individual can partake in. On average, residents indicate that in order to live actively good personal health and time are very important personal items, regardless of whether or not they currently have the items. Educational campaigns that highlight good personal health and time management strategies could help residents incorporate active living into their daily lives.

Overall, Moorhead residents think that the general quality of life in Moorhead today is somewhat better than it was five years ago.

Through anecdotal comments, residents highlight factors pertaining to active living in their daily routines. They also point out what they have seen in other communities that would encourage active living in the City of Moorhead. The comments were analyzed and organized into themes. The largest amount of comments that Moorhead residents wrote in regards to active living in their daily lives and in the City of Moorhead were related to the themes of recreation centers, attractions, activities, and related elements; parks, green space, trails, and bicycle related comments; and neighborhood property maintenance, beautification, and amenities. Additional themes are active and healthy living; animals and animal control; Moorhead businesses; older adults; quality of life in Moorhead; roads, Metro Area Transit (MAT) bus, and trains; safety, security, and police presence; sidewalks; taxes, spending, and funding; and miscellaneous comments. The community themes and individual comments are available in the Anecdotal Comments section of the report.

SURVEY RESULTS SUMMARY

Resident Active Living

- The vast majority of Moorhead residents get at least 30 minutes of physical activity (not necessarily all at one time) at least two days in an average week. Slightly less than half of residents get at least 30 minutes of physical activity two to four days in an average week and two-fifths of residents get at least 30 minutes of physical activity five to seven days in an average week.
- The largest proportion of Moorhead residents get most of their physical activity at home. Approximately one-fifth of residents get most of their physical activity from a gym or wellness center, city amenities, and from a combination of locations.
- The vast majority of Moorhead residents use the City of Moorhead's sidewalks and trails for walking or running, half of residents use the sidewalks and trails for bicycling, and one-third for exercising a pet.

Commuting

Commuting activities include: going to work, going shopping, taking a child to childcare or to school, or running other errands.

In Regards to Walking:

- In an average week, two-thirds of Moorhead residents do not commute by foot, while one-fourth of residents commute by foot one to three times.
- More than half of Moorhead residents would walk to parks; neighborhood retail and restaurants; and a post office, public library, or city government office if they were within 15 minutes. Half of residents would walk to a community or recreation center if it was within 15 minutes. Nearly two-fifths of residents would walk to their place of worship and their workplace or volunteer site if they were within 15 minutes.

In Regards to Bicycling:

- In an average week, three-fourths of Moorhead residents do not commute by bicycle, while one-fifth of residents commute by bicycle one to three times.
- Approximately two-fifths of Moorhead residents would ride a bicycle to parks and a post office, public library, or city government office if they were within 15 minutes. Approximately one-third of residents would ride a bicycle to a community or recreation center, neighborhood retail and restaurants, and their workplace or volunteer site if they were within 15 minutes.

In Regards to Metro Area Transit (MAT) bus:

- The vast majority of Moorhead residents have not commuted by MAT in the last year. Similar proportions of residents, each less than five percent, commuted by MAT once, a couple of times, several times, and many times in the last year.

SURVEY RESULTS SUMMARY (continued)

- Approximately one-third of Moorhead residents would ride MAT to their workplace or volunteer site if they were within 15 minutes. One-fifth of residents would ride MAT to neighborhood retail and restaurants and a post office, public library, or city government office if it was within 15 minutes.
- *Encouragement to ride Metro Area Transit (MAT) in regards to **MAT services**:*
 - Approximately one-third of Moorhead residents indicate that additional routes would encourage them to ride MAT more frequently, regardless of whether or not they currently ride MAT.
 - One-fourth of residents indicate that better advertising of the hours and routes would encourage them to ride MAT more frequently, regardless of whether or not they currently ride MAT. One-fifth of residents indicate that increased frequency of the buses and faster bus rides would encourage them to ride MAT more frequently.
- *Encouragement to ride MAT in regards to **personal factors**:*
 - One-third of Moorhead residents indicate that high gas prices and the inability to drive themselves would encourage them to ride MAT more frequently, regardless of whether or not they currently ride MAT.
 - One-fifth of residents indicate their concern for the environment, the expense of a vehicle, and being less stressed for time would encourage them to ride MAT more frequently.

Creating an Active Community

Aspects of an individual's built environment can impact his or her ability to be active in his or her daily life.

Using a one to five scale, with one being "strongly disagree" and five being "strongly agree," residents were asked to indicate their level of agreement with statements about their neighborhoods while applying their own definition of what their neighborhood is.

- On average, among all the statements, Moorhead residents agree the most strongly that their neighborhood is well maintained and generally litter free, followed closely by residents agreeing that their neighborhood has enough green space and has attractive building or home designs.
- On average, residents somewhat agree that their neighborhood has attractive natural sights and has good sidewalks.

SURVEY RESULTS SUMMARY (continued)

Using a one to five scale, with one being “not at all important” and five being “very important,” residents were asked how important various items are to them in order to live actively, regardless of whether or not they currently have the items.

➤ *Importance regarding **personal items**:*

- On average, Moorhead residents indicate that feeling comfortable in their surroundings, good personal health, and time are very important personal items in order to live actively, regardless of whether or not they currently have the items. On average, the less important personal items to live actively are employer incentives (e.g., membership discounts, showers, equipment storage, flex time) and having appropriate equipment.

➤ *Importance regarding **city and community items**:*

- On average, Moorhead residents indicate that good lighting, followed closely by sidewalk maintenance, continuous sidewalks, and sidewalk winter care are very important city and community items in order to live actively, regardless of whether or not they currently have the items. On average, the least important city and community item is a more convenient and timely Metro Area Transit (MAT).

➤ *Importance regarding **recreation and entertainment items**:*

- On average, among all the recreation and entertainment items, Moorhead residents indicate that walkable or bikeable destinations and free or low-cost recreation opportunities are the most important recreation and entertainment items in order to live actively, regardless of whether or not they currently have the items. On average, the least important recreation and entertainment item is organized recreational or fitness activities.

Residents were asked to indicate which attractions and recreational opportunities do or would encourage them to get out and be active.

➤ *Encouragement related to **attractions**:*

- Two-thirds of Moorhead residents indicate farmers’ markets do or would encourage them to get out and be active. Approximately half of residents indicate concerts, as well as festivals, celebrations, or parades do or would encourage them to get out and be active.

➤ *Encouragement related to **indoor-exclusive recreational opportunities**:*

- More than half of Moorhead residents indicate indoor walking facilities do or would encourage them to get out and be active and two-fifths of residents indicate an indoor swimming pool do or would encourage them to get out and be active.

➤ *Encouragement related to **outdoor-exclusive recreational opportunities**:*

- Three-fourths of Moorhead residents indicate walking or bike trails do or would encourage them to get out and be active. More than half of residents indicate parks and park amenities do or would encourage them to get out and be active.

SURVEY RESULTS SUMMARY (continued)

➤ *Encouragement related to **recreational opportunities carried out both indoors and outdoors:***

- One-third of Moorhead residents indicate recreation centers or facilities do or would encourage them to get out and be active and one-fourth of residents indicate recreational equipment rental do or would encourage them to get out and be active.

Using a one to five scale, with 1 being “I want – but will not pay at all” and 5 being “I want – and will pay a great deal,” residents were asked to indicate how much they would contribute, through taxes, special assessments, subsidies, user fees, or purchase prices, to fund various services and amenities in the City of Moorhead. Residents were also given the option of “do not want,” if they do not want the service or amenity at all.

- On average, Moorhead residents want and will pay some for recreation facilities; additional police presence; public green space, parks, or plazas; and convenience or connectivity of the streets, sidewalks, and trails. Residents, on average, want but will pay the least for a more convenient and frequent Metro Area Transit (MAT).
- The largest proportion of residents (approximately one-tenth) do not want year-round accessibility to recreation along the river, large-scale retail, and a more convenient and frequent MAT.

Using a one to five scale, with 1 being “much worse” and 5 being “much better,” residents were asked to give their opinion and finish the quality of life statement – “Compared to 5 years ago, the general quality of life in Moorhead is....”

- On average, Moorhead residents think that compared to five years ago, the general quality of life in Moorhead today is somewhat better overall.

Moorhead Resident Demographics

- Two-fifths of residents participating in the survey live south of Interstate 94, one-fourth of residents live between Center Avenue and Interstate 94 (west of 20th Street), and approximately one-fifth of residents live both north of Center Avenue and between Center Avenue and Interstate 94 (east of 20th Street).
- The vast majority of Moorhead residents participating in the survey own their own home.
- The vast majority of Moorhead residents participating in the survey work or volunteer outside the home.
- Approximately one-fourth of Moorhead residents participating in the survey indicate an approximate annual household income before taxes in each of these categories: less than \$40,000, \$40,000 to \$69,999, and \$70,000 to \$119,999.
- Two-thirds of Moorhead residents participating in the survey are not the parent or primary caregiver of a child or children 18 years of age or younger.
- Two-thirds of Moorhead residents participating in the survey are 30 to 64 years old.
- The vast majority of Moorhead residents participating in the survey are white.
- Two-thirds of Moorhead residents participating in the survey are female.

INTRODUCTION

Study Objectives

The purpose of this Active in Moorhead (AIM) study was to gather information from Moorhead, Minnesota, residents about how the City of Moorhead can create an environment that encourages its residents to stay active and healthy in their daily routines. The key objectives were to see a) what encourages Moorhead residents to be physically active – personally and in their community, b) how they get around in the community, and c) the value they place on community services and facilities that can impact their activities.

Methodology

This study was conducted by the North Dakota State Data Center (NDSDC) in conjunction with the AIM partnership, which is a partnership between Clay County Public Health, the City of Moorhead, and the Fargo-Moorhead Metropolitan Council of Governments (Metro COG). The project was funded by Blue Cross and Blue Shield of Minnesota.

The survey instrument was designed by staff at the NDSDC after conducting a literature review from several sources. Feedback on the design of the survey instrument was also obtained from members of the AIM partnership committee.

This survey of Moorhead residents was conducted as a mail-out questionnaire. The survey questions focused on a) residents' neighborhoods, b) residents' modes of transportation and commuting habits, c) the City of Moorhead, d) resident profiles, and e) additional comments in reference to active living. The survey asked 20 questions and took approximately 10 minutes to complete.

If residents chose to participate, they were asked to complete the survey and return it in the prepaid self-addressed envelope that was provided. Each participating resident had the opportunity to leave any question blank they did not wish to answer. The information residents provided was collected and combined with other Moorhead residents' responses; therefore, their identities were kept confidential.

A single wave of surveys was mailed out to a sample of Moorhead, Minnesota, residents. Data collection began in mid-June 2009 and was completed in early July 2009. The deadline for returned surveys was set for June 30, 2009.

A utility registration list of Moorhead, Minnesota, residents was provided by the City of Moorhead. The utility registration list for the City of Moorhead is updated daily with owner information and also as rental applications arrive or when inspections are completed.

The utility list originally started with 10,404 utility users. From that sample, 2,500 utility users were randomly selected. The addresses were then cleaned, making sure to exclude businesses while keeping residences. Finally, from the cleaned 2,500 utility user sample, 1,800 residents were randomly selected to participate in this AIM survey.

To ensure a representative sample of Moorhead, Minnesota, residents with an error rate of five percent and a confidence level of 95 percent, the survey design consisted of a randomly selected 1,800 sample of Moorhead, Minnesota residents. Of the 1,800 surveys mailed out, a total of 370 completed surveys were returned to the North Dakota State Data Center (NDSDC) for an overall response rate of 20.6 percent.

INTRODUCTION (continued)

Presentation of Findings

The presentation of findings for this AIM 2009 study includes a written analysis of the frequencies and proportions, figures, and associated appendix tables. A number of the large questions were broken down and categorized into sections and themes within their respective questions to provide a clearer explanation of the data. Similarly, anecdotal comments were analyzed and grouped into respective anecdotal themes to give further clarification to the comments.

Throughout the report the number of respondents for each question is represented by N in the figures and the subsequent appendix tables. Additionally, the number of respondents (N) only represents the answers that were given and do not include missing responses for that particular question.

Several questions in this study allow for the calculation of a mean. The mean, which is often referred to as the average, is the total sum of the data values divided by the total number of completed answers in the data set. The means were based on 5-point scales, but exclude all answers such as “prefer to not answer,” “do not want,” or “not applicable.”

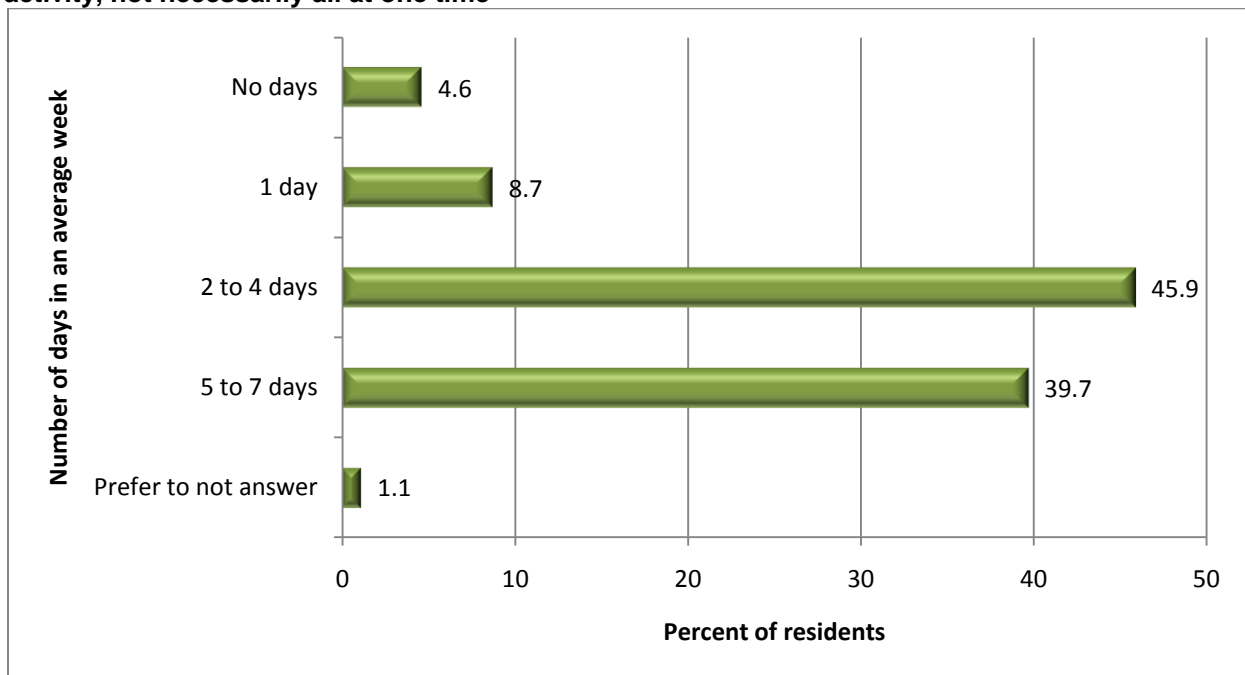
SURVEY RESULTS

Resident Active Living

Residents were asked how many days, in an average week, they get at least 30 minutes of physical activity, not necessarily all at one time.

- Slightly less than half of Moorhead residents get at least 30 minutes of physical activity (not necessarily all at one time) two to four days in an average week (45.9 percent) and 39.7 percent of residents get at least 30 minutes of physical activity five to seven days in an average week.
- A much smaller proportion of residents get at least 30 minutes of physical activity one day in an average week (8.7 percent) and 4.6 percent do not get at least 30 minutes of physical activity in an average week.
- See Figure 1 and Appendix Table 1 for overall distributions.

Figure 1. Number of days, in an average week, residents get at least 30 minutes of physical activity, not necessarily all at one time

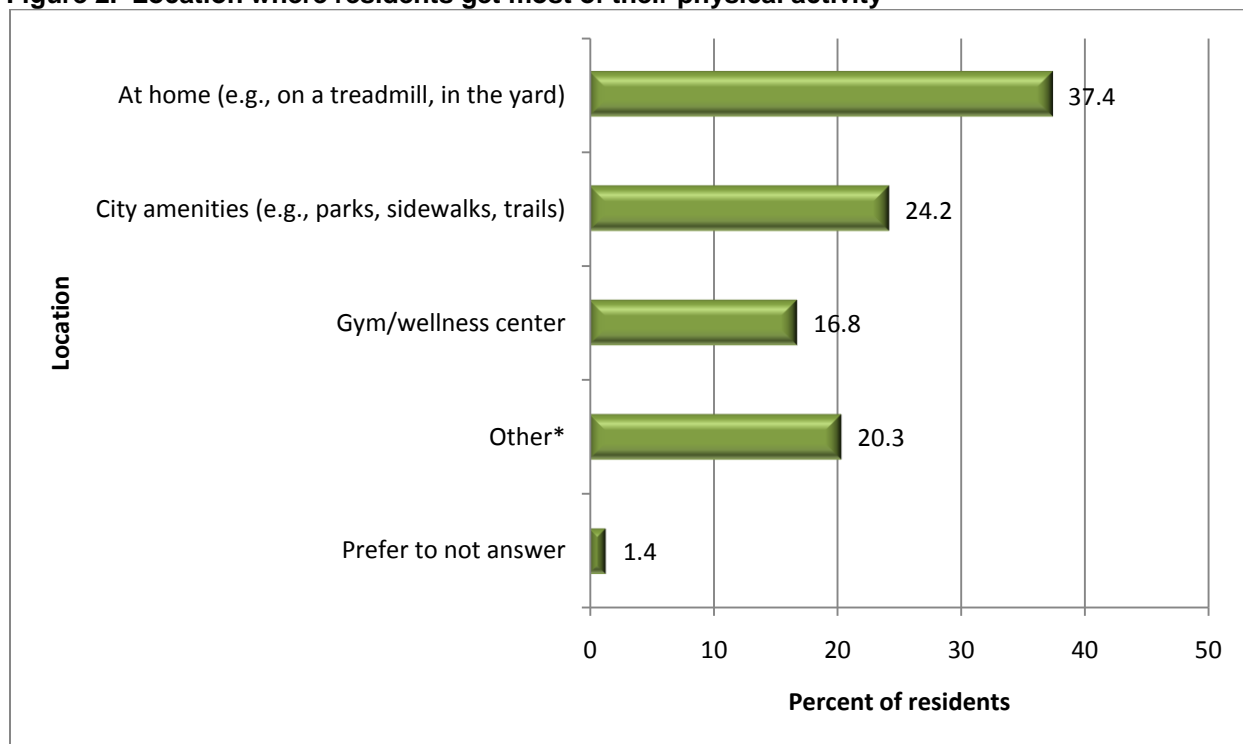


N=368

Residents were asked where they get most of their physical activity.

- Nearly two-fifths of Moorhead residents get most of their physical activity at home (e.g., on a treadmill, in the yard) (37.4 percent) and 24.2 percent of residents use city amenities (e.g., parks, sidewalks, trails) to get most of their physical activity. One-sixth of residents get most of their physical activity at a gym or wellness center (16.8 percent).
- One-fifth of residents indicate that they get most of their physical activity at other locations, such as work, the mall, participating in sports, and a combination of locations (20.3 percent).
- See Figure 2 and Appendix Table 2 for overall distributions and see Appendix Table 3 for “other” locations where residents get most of their physical activity.

Figure 2. Location where residents get most of their physical activity



N=364

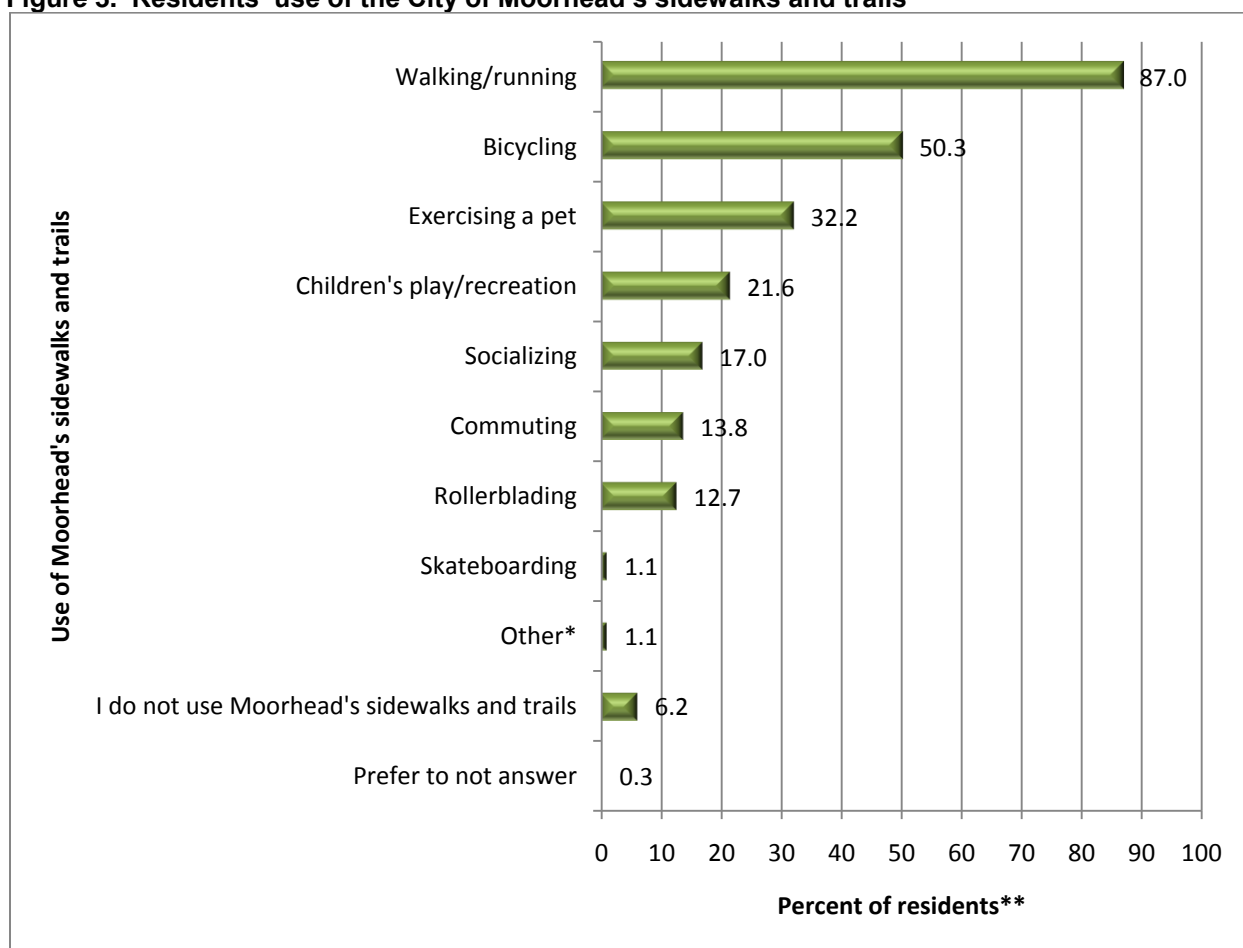
Note: Residents who indicate more than one location where they get most of their physical activity were categorized as “other.”

*See Appendix Table 3 for “other” locations where residents get most of their physical activity.

Residents were asked how they use the City of Moorhead's sidewalks and trails.

- The vast majority of Moorhead residents use the City of Moorhead's sidewalks and trails for walking or running (87.0 percent) and half of residents use them for bicycling (50.3 percent). One-third of residents use the sidewalks and trails to exercise a pet (32.2 percent).
- Approximately one-fifth of residents use the sidewalks and trails for children's play and recreation as well as socializing (21.6 percent and 17.0 percent, respectively).
- Similar proportions of residents use the sidewalks and trails for commuting and rollerblading (13.8 percent and 12.7 percent, respectively).
- See Figure 3 and Appendix Table 4 for overall distributions and "other" uses of the City of Moorhead's sidewalks and trails.

Figure 3. Residents' use of the City of Moorhead's sidewalks and trails



N=370

*See Appendix Table 4 for a list of "other" uses of the City of Moorhead's sidewalks and trails.

**Percentages do not equal 100.0 due to multiple responses.

Commuting

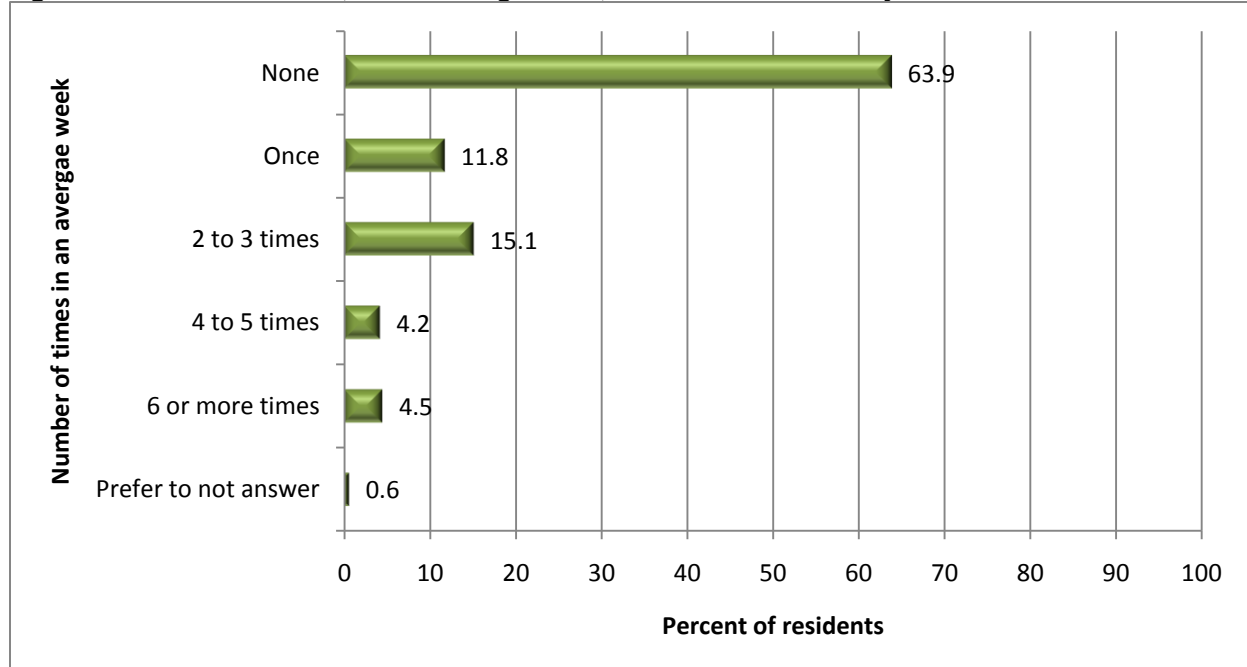
Commuting activities include: going to work, going shopping, taking a child to childcare or to school, or running other errands.

Walking

Residents were asked to indicate how many times, in an average week, they commute by foot.

- In an average week, 63.9 percent of Moorhead residents do not commute by foot.
- Similar proportions of residents commute by foot once and two to three times in an average week (11.8 percent and 15.1 percent, respectively). Slightly less than 10 percent of residents commute by foot four or more times in an average week (8.7 percent).
- See Figure 4 and Appendix Table 5 for overall distributions.

Figure 4. Number of times, in an average week, residents commute by foot

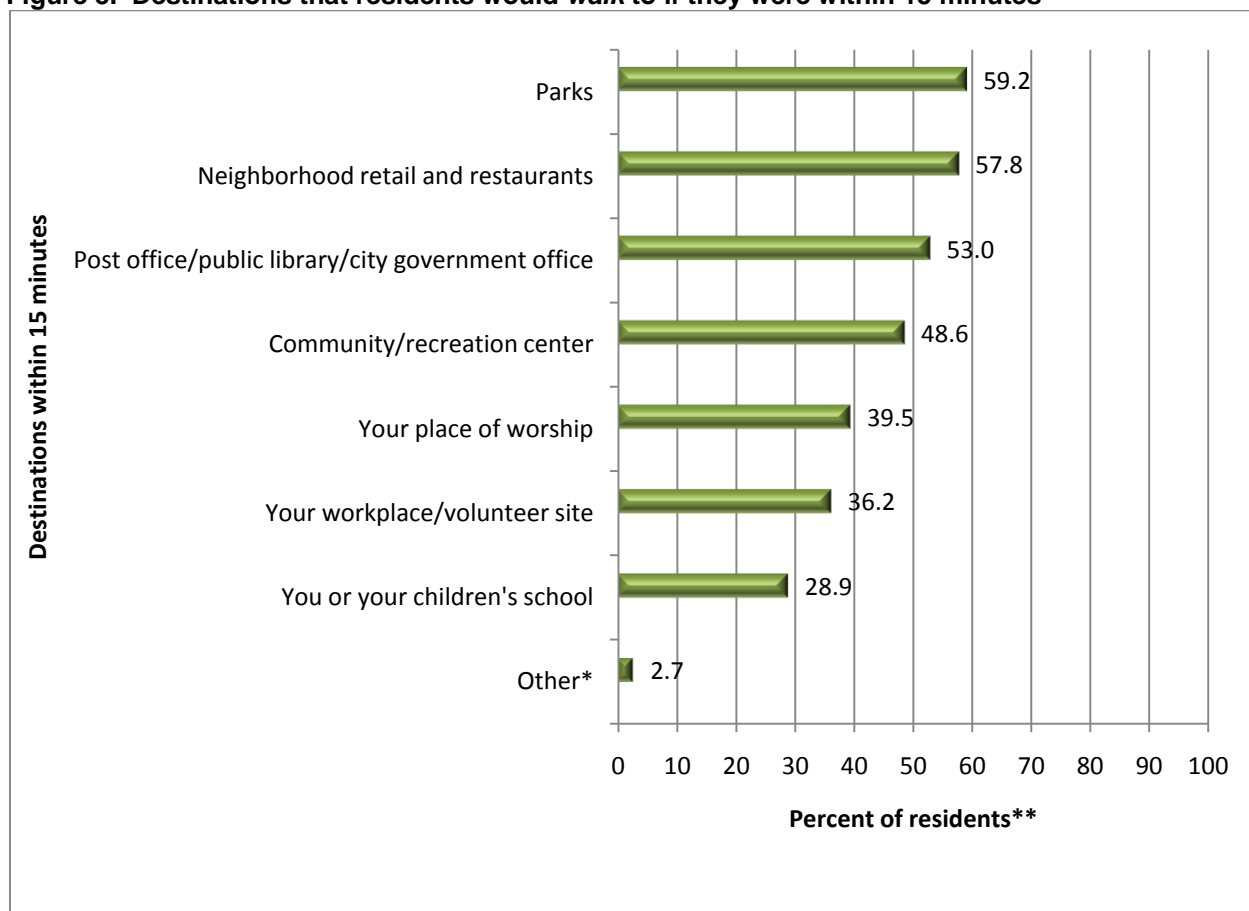


N=357

Residents were asked to indicate destinations they would walk to if they were within 15 minutes.

- More than half of Moorhead residents would walk to parks (59.2 percent); neighborhood retail and restaurants (57.8 percent); and a post office, public library, or city government office (53.0 percent) if they were within 15 minutes. Nearly half of residents would walk to a community or recreation center if it was within 15 minutes (48.6 percent).
- Nearly two-fifths of residents would walk to their place of worship and their workplace or volunteer site (39.5 percent and 36.2 percent, respectively) and 28.9 percent would walk to their or their children's school.
- A small proportion of residents indicate that they would walk to other specific locations, such as a grocery store and medical facility, if they were within 15 minutes (2.7 percent).
- Additionally, several residents indicate other locations, such as the airport, bars/restaurants, doctor/dentist, gym/YMCA, and West Acres, that they would *travel* to if they were within 15 minutes; however, they did not specify if they would walk, ride a bicycle, or ride Metro Area Transit to the locations.
- See Figure 5 and Appendix Table 6 for overall distributions and Appendix Table 7 for “other” destinations that residents would walk to if they were within 15 minutes.

Figure 5. Destinations that residents would walk to if they were within 15 minutes



N=370

*See Appendix Table 7 for a list of “other” destinations that residents would walk to if they were within 15 minutes.

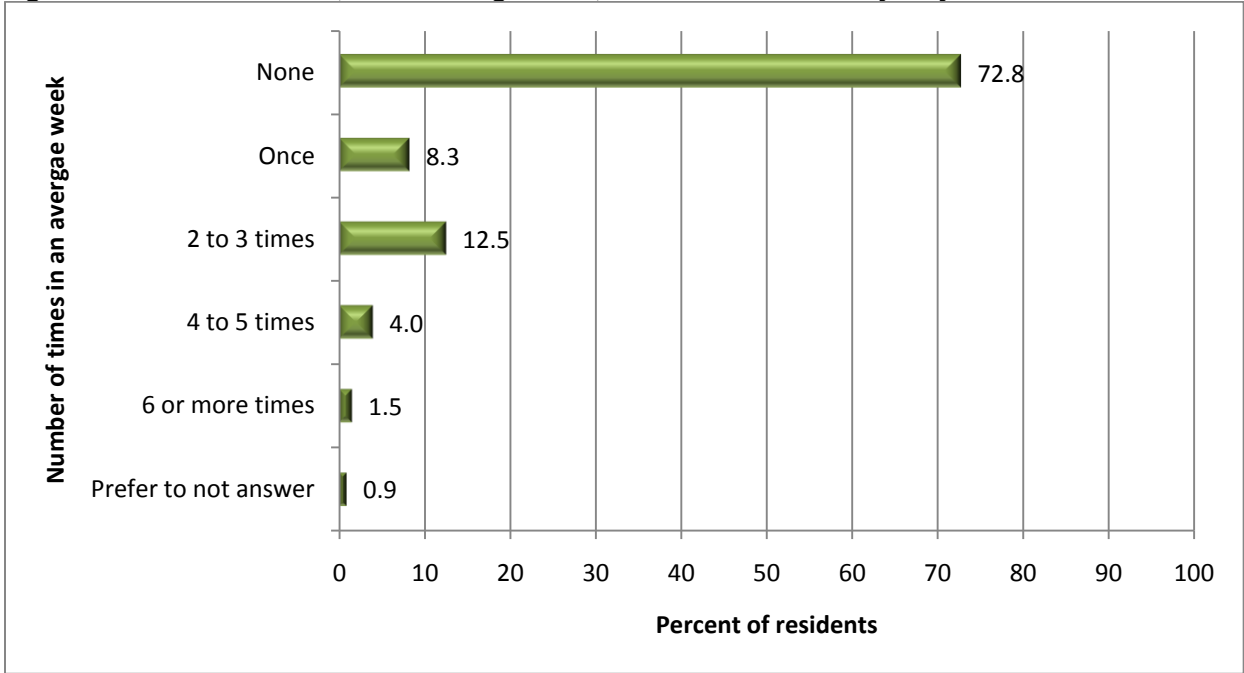
**Percentages do not equal 100.0 due to multiple responses.

Bicycling

Residents were asked to indicate how many times, in an average week, they commute by bicycle.

- In an average week, 72.8 percent of Moorhead residents do not commute by bicycle.
- Much smaller proportions of residents commute by bicycle once and two to three times in an average week (8.3 percent and 12.5 percent, respectively). One in 20 residents commutes four or more times in an average week (5.5 percent).
- See Figure 6 and Appendix Table 5 for overall distributions.

Figure 6. Number of times, in an average week, residents commute by bicycle

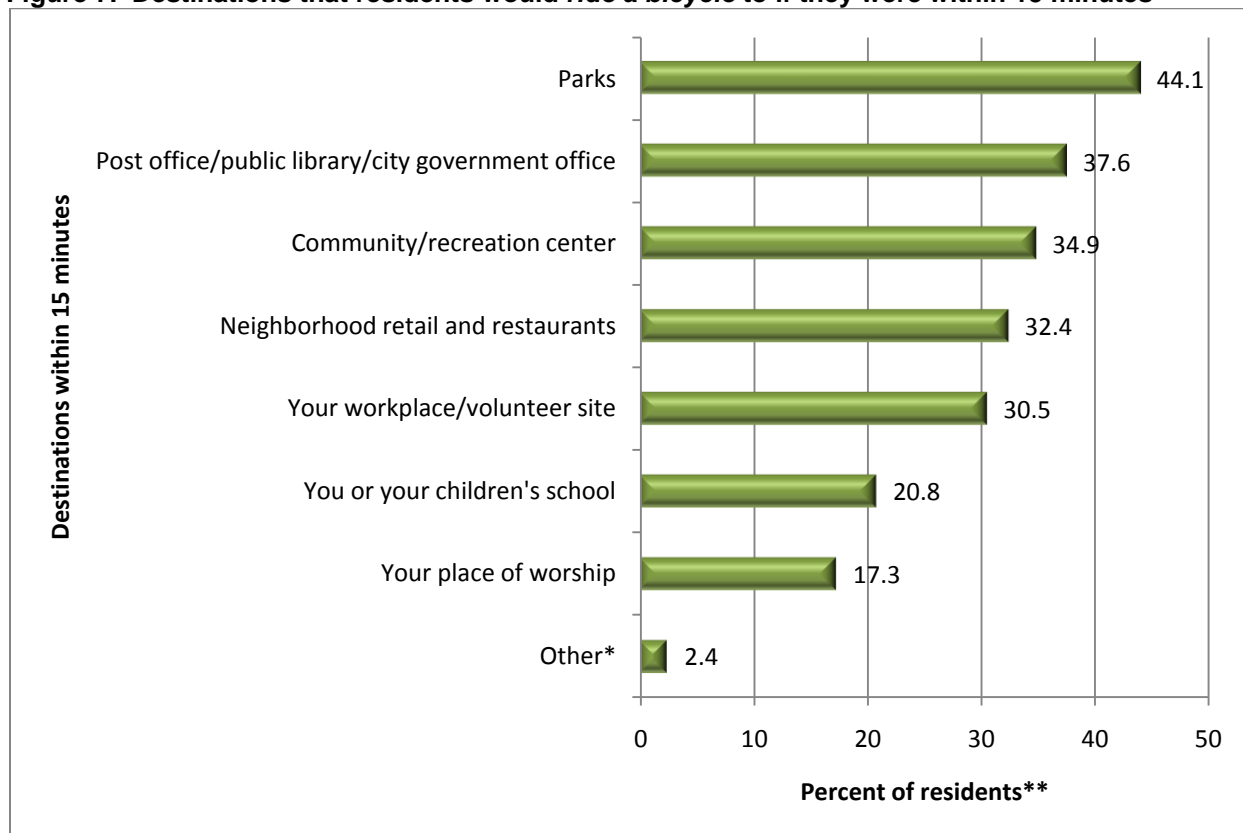


N=327

Residents were asked to indicate destinations they would ride a bicycle to if they were within 15 minutes.

- Approximately two-fifths of Moorhead residents would ride a bicycle to parks if they were within 15 minutes (44.1 percent).
- Similar proportions of residents would ride a bicycle to a post office, public library, or city government office (37.6 percent); a community or recreation center (34.9 percent); neighborhood retail and restaurants (32.4 percent); and their workplace or volunteer site (30.5 percent) if they were within 15 minutes.
- Approximately one-fifth of residents would ride a bicycle to their or their children’s school and their place of worship (20.8 percent and 17.3 percent, respectively).
- A small proportion of residents indicate that they would ride a bicycle to other locations if they were within 15 minutes (2.4 percent); however, no residents specified an exact location.
- Additionally, several residents indicate other locations, such as the airport, bars/restaurants, doctor/dentist, gym/YMCA, and West Acres, that they would *travel* to if they were within 15 minutes; however, they did not specify if they would walk, ride a bicycle, or ride Metro Area Transit to the locations.
- See Figure 7 and Appendix Table 6 for overall distributions and Appendix Table 7 for “other” destinations that residents would ride a bicycle to if they were within 15 minutes.

Figure 7. Destinations that residents would ride a bicycle to if they were within 15 minutes



N=370

*See Appendix Table 7 for a list of “other” destinations that residents would ride a bicycle to if they were within 15 minutes.

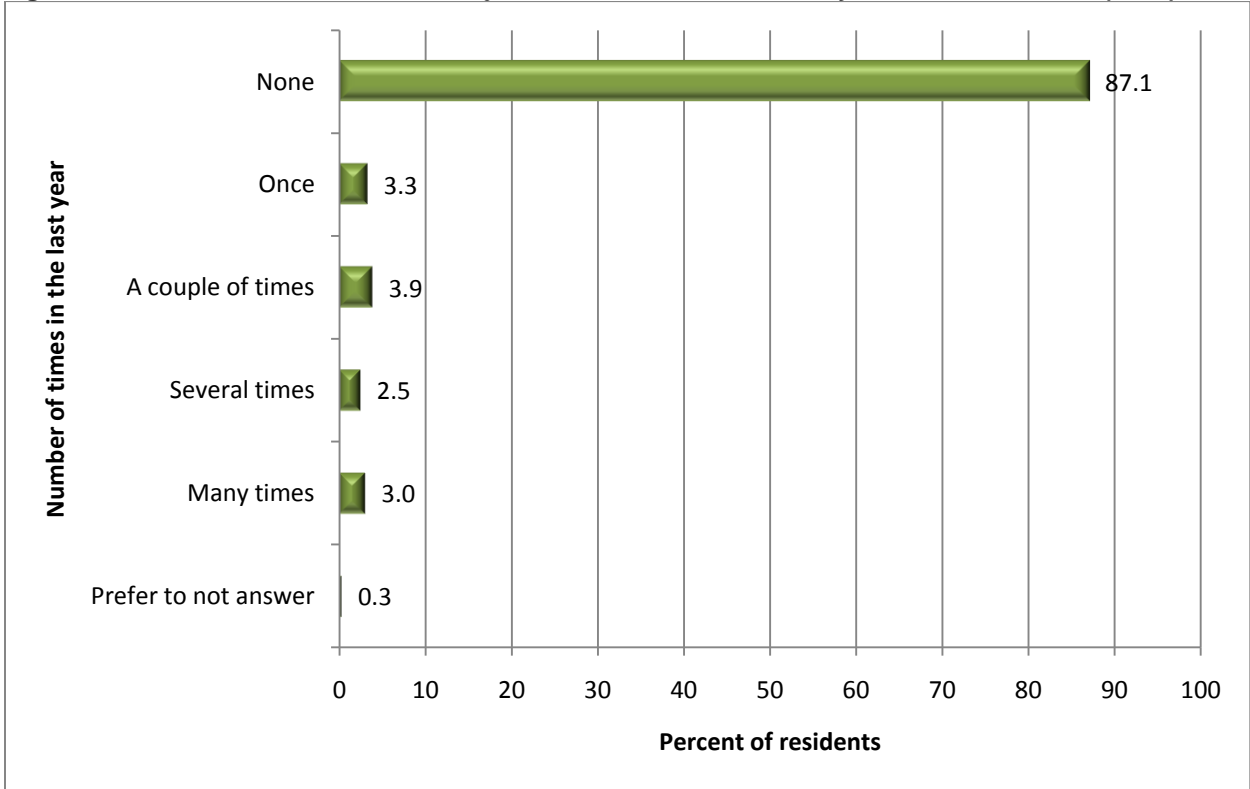
**Percentages do not equal 100.0 due to multiple responses.

Metro Area Transit (MAT) bus

Residents were asked to indicate how many times, in the last year, they commuted by MAT bus.

- In the last year, 87.1 percent of Moorhead residents have not commuted by MAT.
- Similar proportions of residents commuted by MAT once (3.3 percent), a couple of times (3.9 percent), several times (2.5 percent), and many times (3.0 percent) in the last year.
- See Figure 8 and Appendix Table 8 for overall distributions.

Figure 8. Number of times, in the last year, residents commuted by Metro Area Transit (MAT)

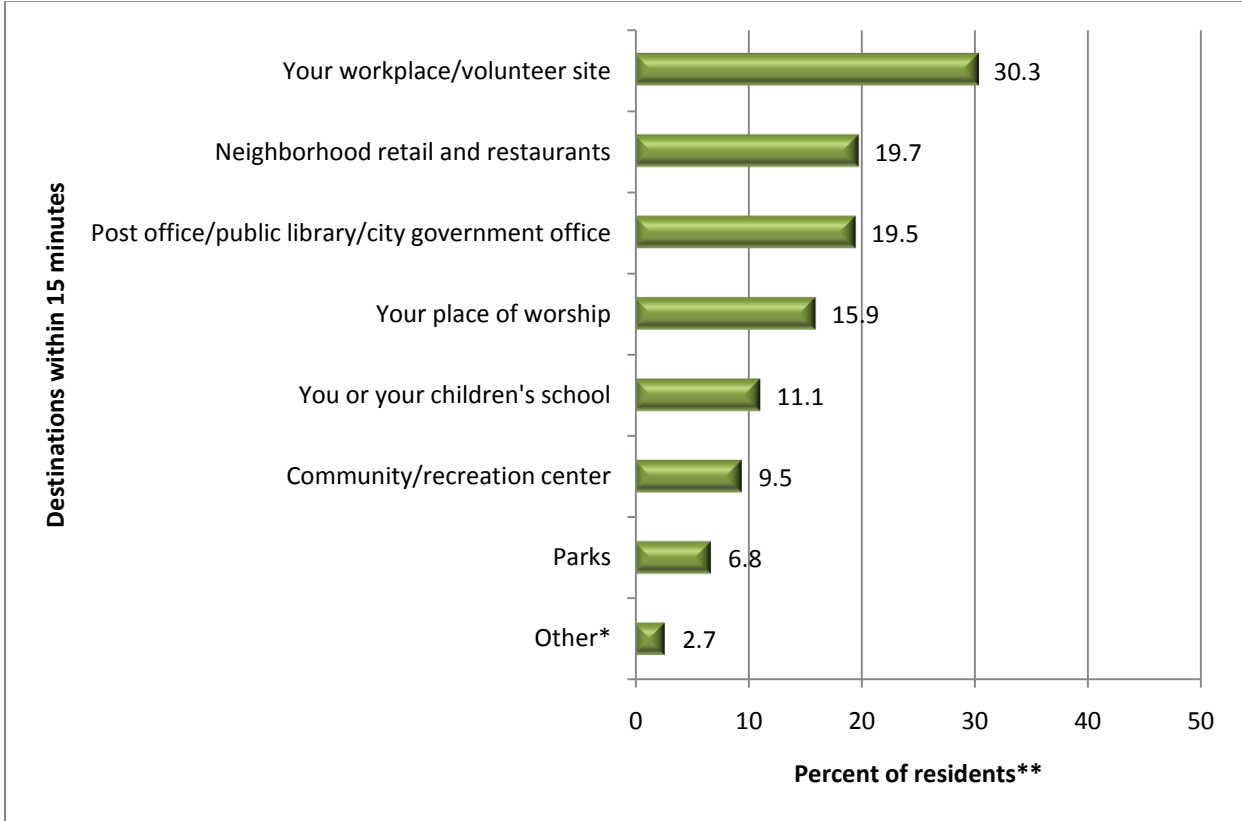


N=363

Residents were asked to indicate destinations they would ride Metro Area Transit (MAT) to if they were within 15 minutes.

- Nearly one-third of Moorhead residents would ride MAT to their workplace or volunteer site if it was within 15 minutes (30.3 percent).
- One-fifth of residents would ride MAT to neighborhood retail and restaurants (19.7 percent) and a post office, public library, or city government office (19.5 percent) if they were within 15 minutes; 15.9 percent would ride MAT to their place of worship if they were within 15 minutes.
- Ten percent of residents would ride MAT to their or their children’s school (11.1 percent) and community or recreation center (9.5 percent) if they were within 15 minutes.
- A small proportion of residents indicate that they would ride MAT to parks (6.8 percent) and other locations, such as a grocery store, medical appointments, and the proposed Moorhead YMCA (2.7 percent), if they were within 15 minutes.
- Additionally, several residents indicate other locations, such as the airport, bars/restaurants, doctor/dentist, gym/YMCA, and West Acres, that they would *travel* to if they were within 15 minutes; however, they did not specify if they would walk, ride a bicycle, or ride Metro Area Transit to the locations.
- See Figure 9 and Appendix Table 6 for overall distributions and Appendix Table 7 for “other” destinations that residents would ride MAT to if they were within 15 minutes.

Figure 9. Destinations that residents would ride Metro Area Transit (MAT) bus to if they were within 15 minutes

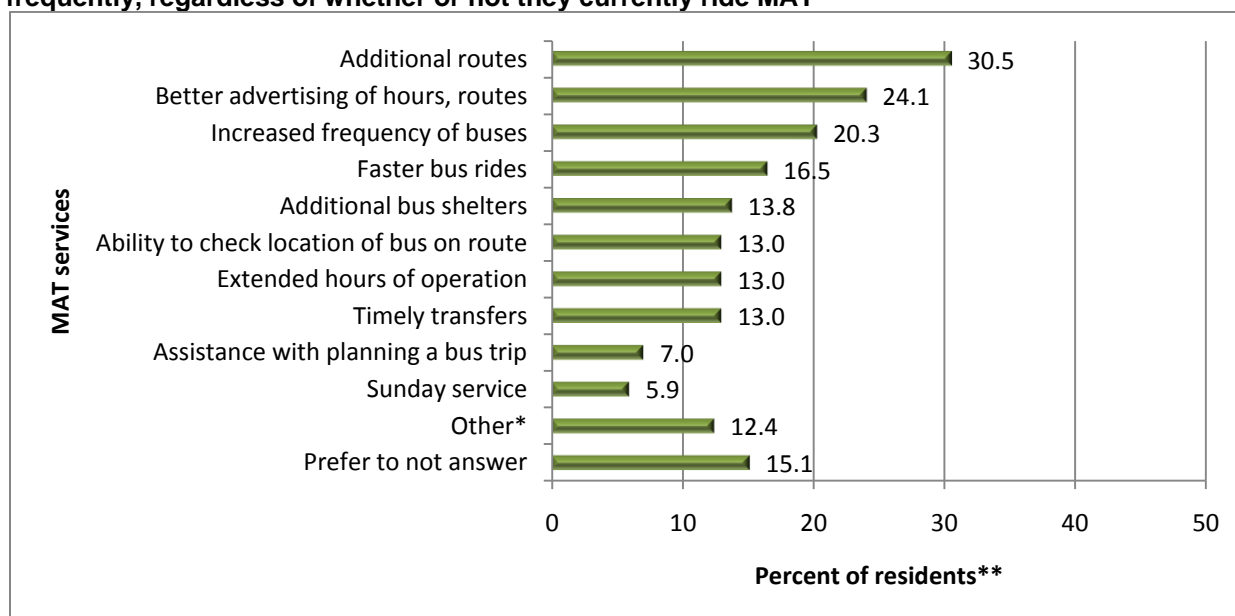


N=370
 *See Appendix Table 7 for a list of “other” destinations that residents would ride MAT to if they were within 15 minutes.
 **Percentages do not equal 100.0 due to multiple responses.

Residents were asked to indicate up to three Metro Area Transit (MAT) services that would encourage them to ride MAT more frequently, regardless of whether or not they currently ride MAT.

- In regards to MAT services, the largest proportions of Moorhead residents indicate that additional routes (30.5 percent) and better advertising of the hours and routes (24.1 percent) would encourage them to ride MAT more frequently, regardless of whether or not they currently ride MAT.
- The next MAT services that would encourage the most residents to ride MAT more frequently would be to increase the frequency of the buses (20.3 percent) and have faster bus rides (16.5 percent).
- Similar proportions of residents indicate that additional bus shelters (13.8 percent), the ability to check the location of the bus on route (13.0 percent), extended hours of operation (13.0 percent), and having timely transfers (13.0 percent) would encourage them to ride MAT more frequently.
- Moorhead residents indicate other MAT services that are divided into themes, such as additional MAT services and amenities (e.g., better seating for the disabled, cheaper rates, earlier start time); convenience of transfers, stops, and routes (e.g., expanded routes, fewer stops); personal circumstances (e.g., higher gas prices, if I could no longer drive or lost my license); and safety (e.g., seat belts) would encourage them to ride MAT more frequently (12.4 percent).
- The smallest proportions of residents indicate that assistance with planning a bus trip (7.0 percent) and Sunday service (5.9 percent) would encourage them to ride MAT more frequently, whether or not they currently ride MAT.
- See Figure 10 and Appendix Table 9 for overall distributions and Appendix Table 10 for “other” MAT services that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT.

Figure 10. Metro Area Transit (MAT) services that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT



N=370

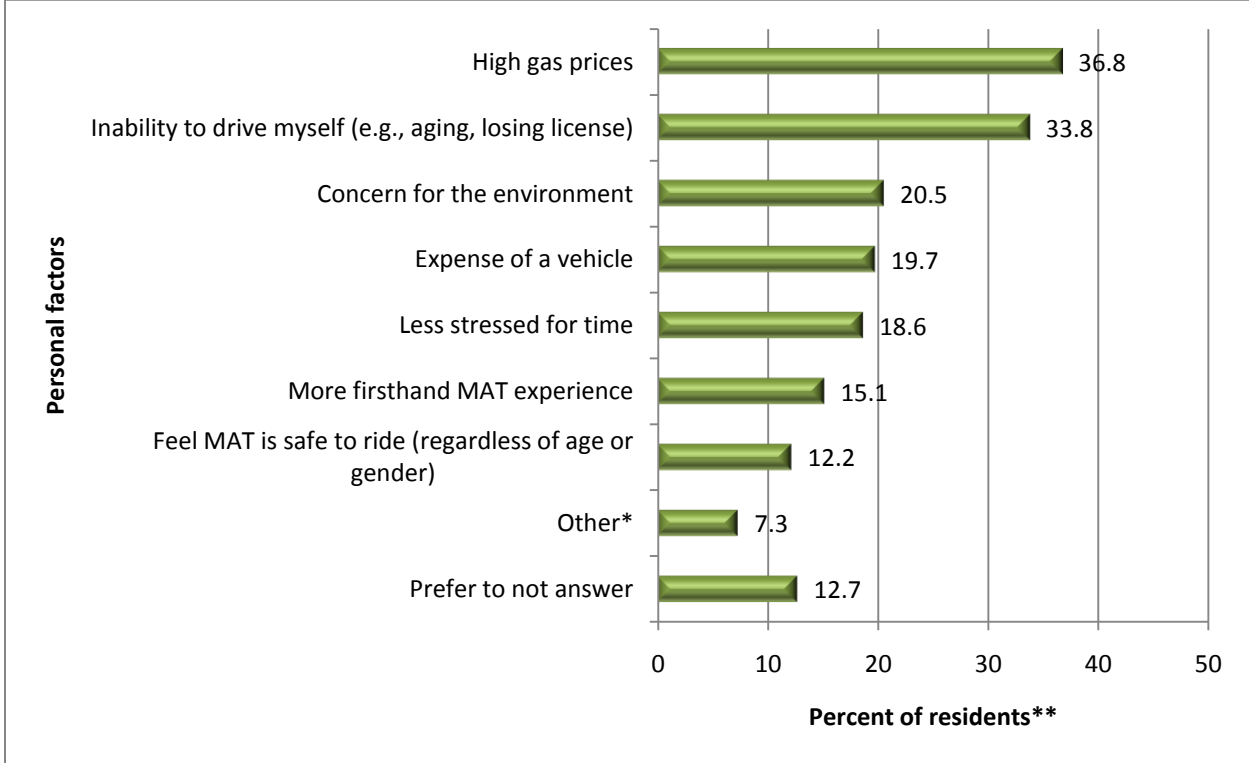
*See Appendix Table 10 for a list of “other” MAT services that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT.

**Percentages do not equal 100.0 due to multiple responses.

Residents were asked to indicate up to three personal factors that would encourage them to ride Metro Area Transit (MAT) more frequently, regardless of whether or not they currently ride MAT.

- In regards to personal factors, the largest proportions of Moorhead residents indicate that high gas prices (36.8 percent) and the inability to drive themselves (e.g., aging, losing license) (33.8 percent) would encourage them to ride MAT more frequently, regardless of whether or not they currently ride MAT.
- Approximately one-fifth of residents indicate their concern for the environment (20.5 percent), the expense of a vehicle (19.7 percent), and being less stressed for time (18.6 percent) would encourage them to ride MAT more frequently.
- Similar proportions of residents indicate more firsthand MAT experience (15.1 percent) and feeling MAT is safe to ride (regardless of age or gender) (12.2 percent) would encourage them to ride MAT more frequently.
- The smallest proportion of residents indicate that other personal factors that are divided into themes, such as additional MAT service and amenities (e.g., door to door service, parking), comfort and safety (e.g., seat belts, warm in winter), convenience (e.g., have kids and riding is not convenient, inability to mount [board] MAT), cost (e.g., costly for a family, too expensive), and personal circumstances would encourage them to ride MAT more frequently (7.3 percent).
- See Figure 11 and Appendix Table 11 for overall distributions and Appendix Table 12 for “other” personal factors that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT.

Figure 11. Personal factors that would encourage residents to ride Metro Area Transit (MAT) more frequently, regardless of whether or not they currently ride MAT



N=370
 *See Appendix Table 12 for a list of “other” personal factors that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT.
 **Percentages do not equal 100.0 due to multiple responses.

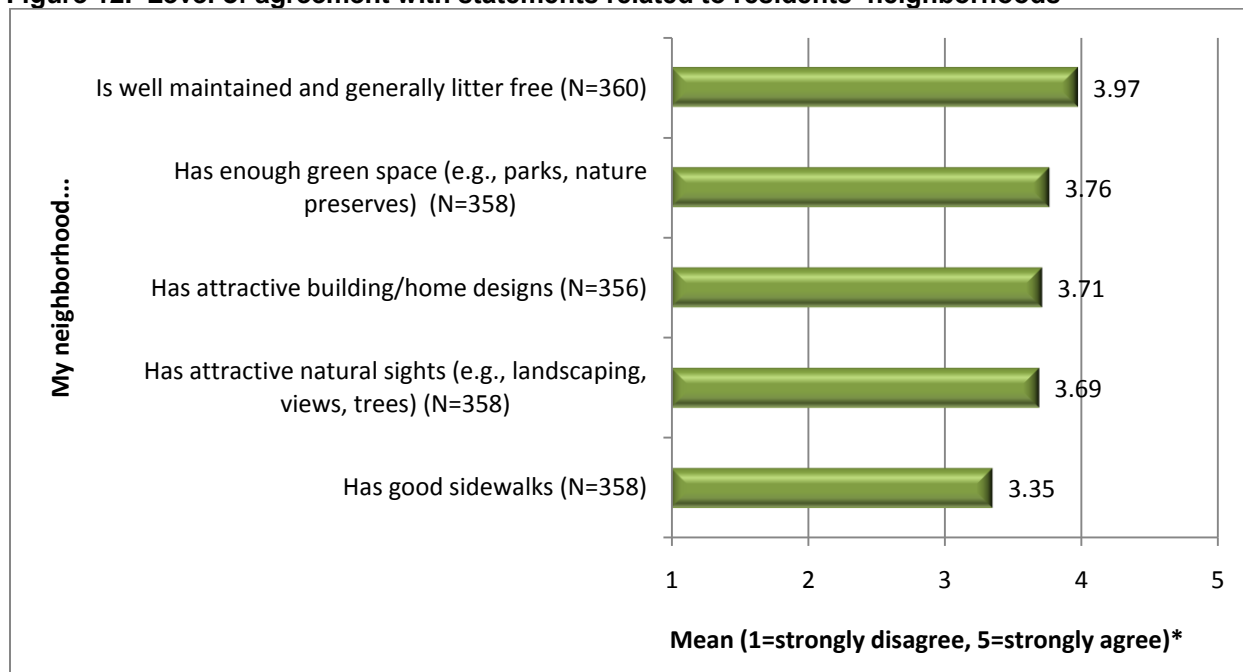
Creating an Active Community

Aspects of an individual's built environment can impact his or her ability to be active in his or her daily life.

Using a one to five scale, with one being “strongly disagree” and five being “strongly agree,” residents were asked to indicate their level of agreement with statements about their neighborhoods while applying their own definition of what their neighborhood is.

- On average, among all the statements, Moorhead residents agree the most strongly that their neighborhood is well maintained and generally litter free (mean=3.97), followed closely by residents agreeing that their neighborhood has enough green space (mean=3.76) and has attractive building or home designs (mean=3.71).
- Residents somewhat agree that their neighborhood has attractive natural sights (e.g., landscaping, views, trees) (mean=3.69) and agree the least that their neighborhood has good sidewalks (mean=3.35).
- See Figure 12 for the means and Appendix Table 13 for overall distributions and means.

Figure 12. Level of agreement with statements related to residents' neighborhoods



Note: See Appendix Table 13 for the overall distributions

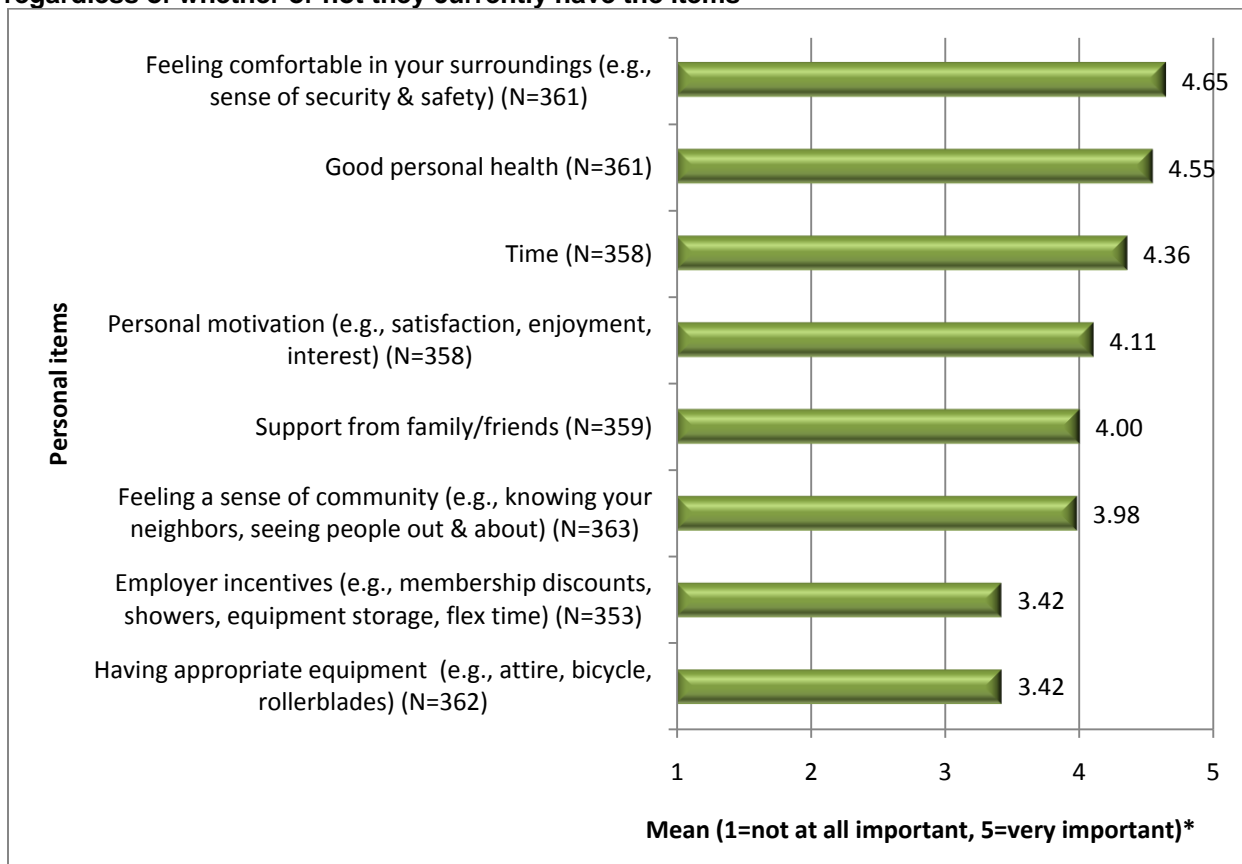
*Means are based on a 1 to 5 scale, with 1 being “strongly disagree” and 5 being “strongly agree,” and exclude “prefer to not answer” responses.

Using a one to five scale, with one being “not at all important” and five being “very important,” residents were asked how important various items are to them in order to live actively, regardless of whether or not they currently have the items.

Importance regarding **personal items**:

- On average, Moorhead residents indicate the most important personal item in order to live actively is feeling comfortable in their surroundings (e.g., sense of security and safety) (mean=4.65), followed closely by residents’ good personal health (mean=4.55) and time (mean=4.36), regardless of whether or not they currently have the items.
- Other personal items that, on average, are important to residents in order to live actively are personal motivation (e.g., satisfaction, enjoyment, interest) (mean=4.11), support from family or friends (mean=4.00), and feeling a sense of community (e.g., knowing your neighbors, seeing people out and about) (mean=3.98).
- On average, residents indicate less important personal items in order to live actively are employer incentives (e.g., membership discounts, showers, equipment storage, flex time) and having appropriate equipment (e.g., attire, bicycle, rollerblades) (mean=3.42, each), regardless of whether or not they currently have the items.
- See Figure 13 for the means and Appendix Table 14 for overall distributions and means.

Figure 13. Level of importance each of the *personal items* is to residents in order to live actively, regardless of whether or not they currently have the items



Note: See Appendix Table 14 for the overall distribution.

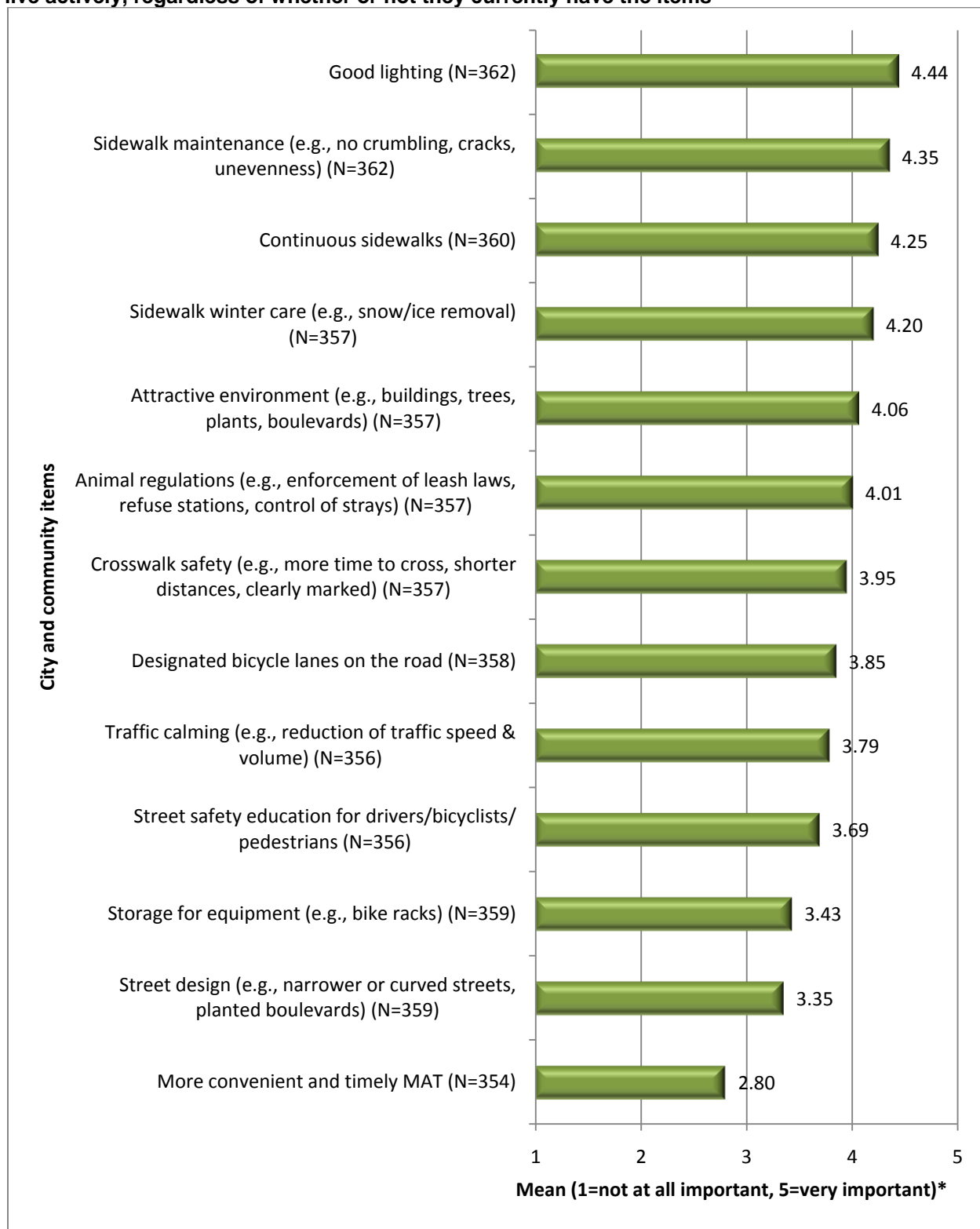
*Means are based on a 1 to 5 scale, with 1 being “not at all important” and 5 being “very important,” and exclude “prefer to not answer” responses.

Using a one to five scale, with one being “not at all important” and five being “very important,” residents were asked how important various items are to them in order to live actively, regardless of whether or not they currently have the items.

Importance regarding **city and community items**:

- On average, Moorhead residents indicate the most important city and community item in order to live actively is good lighting (mean=4.44), followed closely by sidewalk maintenance (e.g., no crumbling, cracks, unevenness) (mean=4.35), continuous sidewalks (mean=4.25), and sidewalk winter care (e.g., snow and ice removal) (mean=4.20), regardless of whether or not they currently have the items.
- On average, city and community items that are important to residents in order to live actively include: attractive environment (e.g., buildings, trees, plants, boulevards) (mean=4.06), animal regulation (e.g., enforcement of leash laws, refuse stations, control of strays) (mean=4.01), crosswalk safety (e.g., more time to cross, shorter distances, clearly marked) (mean=3.95), designated bicycle lanes on the road (mean=3.85), traffic calming (e.g., reduction of traffic speed and volume) (mean=3.79), street safety education for drivers/bicyclists/pedestrians (mean=3.69), storage for equipment (e.g., bike racks) (mean=3.43), and street design (e.g., narrower or curved streets, planted boulevards) (mean=3.35).
- On average, residents indicate the least important city and community item in order to live actively is a more convenient and timely Metro Area Transit (MAT) (mean=2.80).
- See Figure 14 (on the following page) for the means and Appendix Table 14 for overall distributions and means.

Figure 14. Level of importance each of the *city and community items* is to residents in order to live actively, regardless of whether or not they currently have the items



Note: See Appendix Table 14 for the overall distribution.

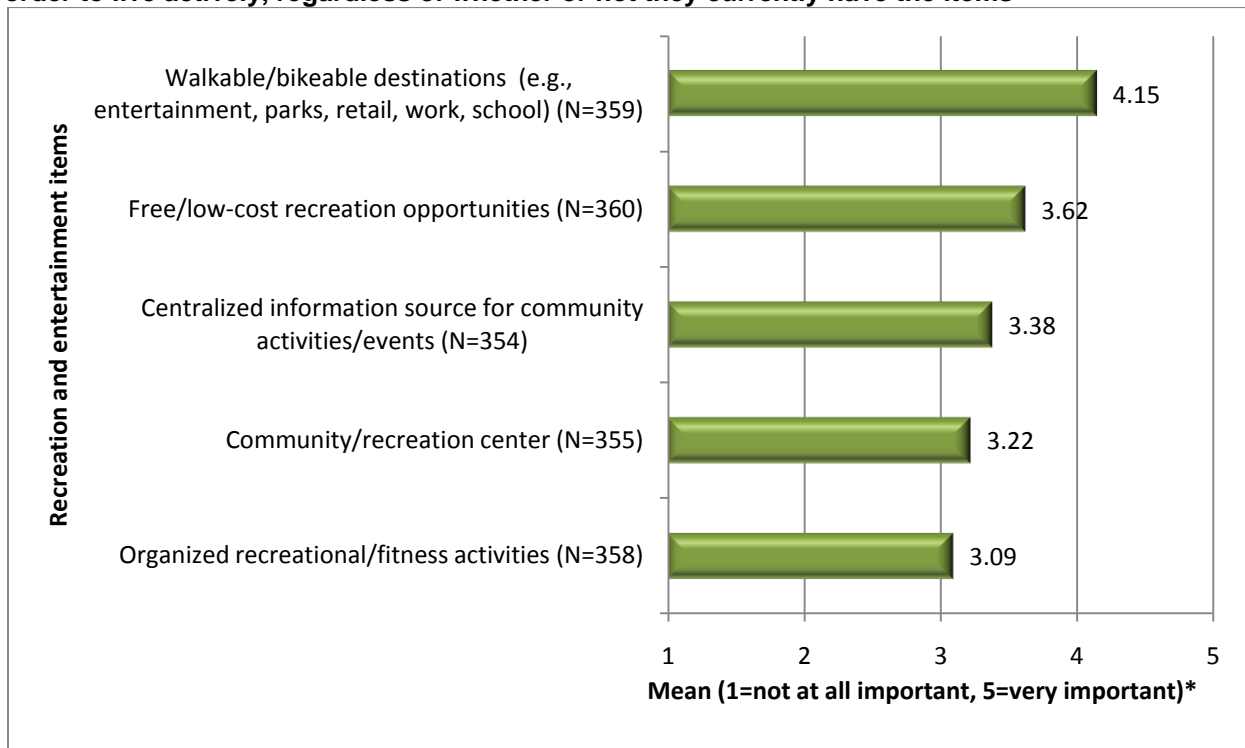
*Means are based on a 1 to 5 scale, with 1 being “not at all important” and 5 being “very important,” and exclude “prefer to not answer” responses.

Using a one to five scale, with one being “not at all important” and five being “very important,” residents were asked how important various items are to them in order to live actively, regardless of whether or not they currently have the items.

Importance regarding **recreation and entertainment items**:

- On average, Moorhead residents indicate the most important recreation and entertainment item in order to live actively is walkable or bikeable destinations (e.g., entertainment, parks, retail, work, school) (mean=4.15), followed by free or low-cost recreation opportunities (mean=3.62), regardless of whether or not they currently have the items.
- On average, residents indicate a centralized information source for community activities or events (mean=3.38), a community or recreation center (mean=3.22), and organized recreational or fitness activities (mean=3.09) are somewhat important recreation and entertainment items to live actively, regardless of whether or not they currently have the items.
- See Figure 15 for the means and Appendix Table 14 for overall distributions and means.

Figure 15. Level of importance each of the recreation and entertainment items is to residents in order to live actively, regardless of whether or not they currently have the items



Note: See Appendix Table 14 for the overall distribution.

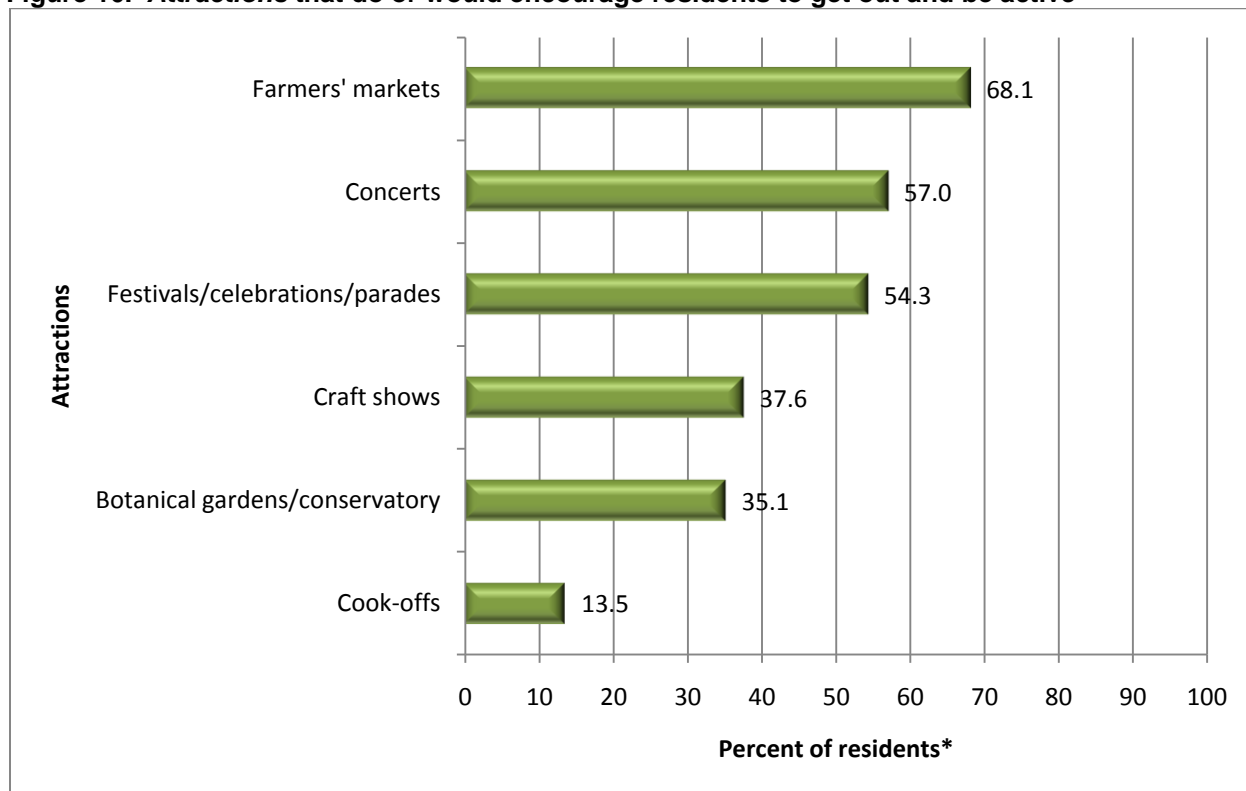
*Means are based on a 1 to 5 scale, with 1 being “not at all important” and 5 being “very important,” and exclude “prefer to not answer” responses.

Residents were asked to indicate which attractions and recreational opportunities do or would encourage them to get out and be active.

Encouragement related to **attractions**:

- Approximately two-thirds of Moorhead residents indicate farmers' markets do or would encourage them to get out and be active (68.1 percent). More than half of residents indicate concerts as well as festivals, celebrations, or parades do or would encourage them to get out and be active (57.0 percent and 54.3 percent, respectively).
- Approximately one-third of residents indicate craft shows and botanical gardens or conservatories do or would encourage them to get out and be active (37.6 percent and 35.1 percent, respectively).
- A much smaller proportion of residents indicate cook-offs do or would encourage them to get out and be active (13.5 percent).
- Additionally, a number of residents indicate other attractions and recreational opportunities do or would encourage them to get out and be active; an indoor water park was suggested in relation to the theme of attractions.
- See Figure 16 and Appendix Table 15 for overall distributions and Appendix Table 16 for "other" attractions and recreational opportunities that do or would encourage residents to get out and be active.

Figure 16. Attractions that do or would encourage residents to get out and be active



N=370

Note: See Appendix Table 16 for a list of "other" attractions and recreational opportunities that do or would encourage residents to get out and be active.

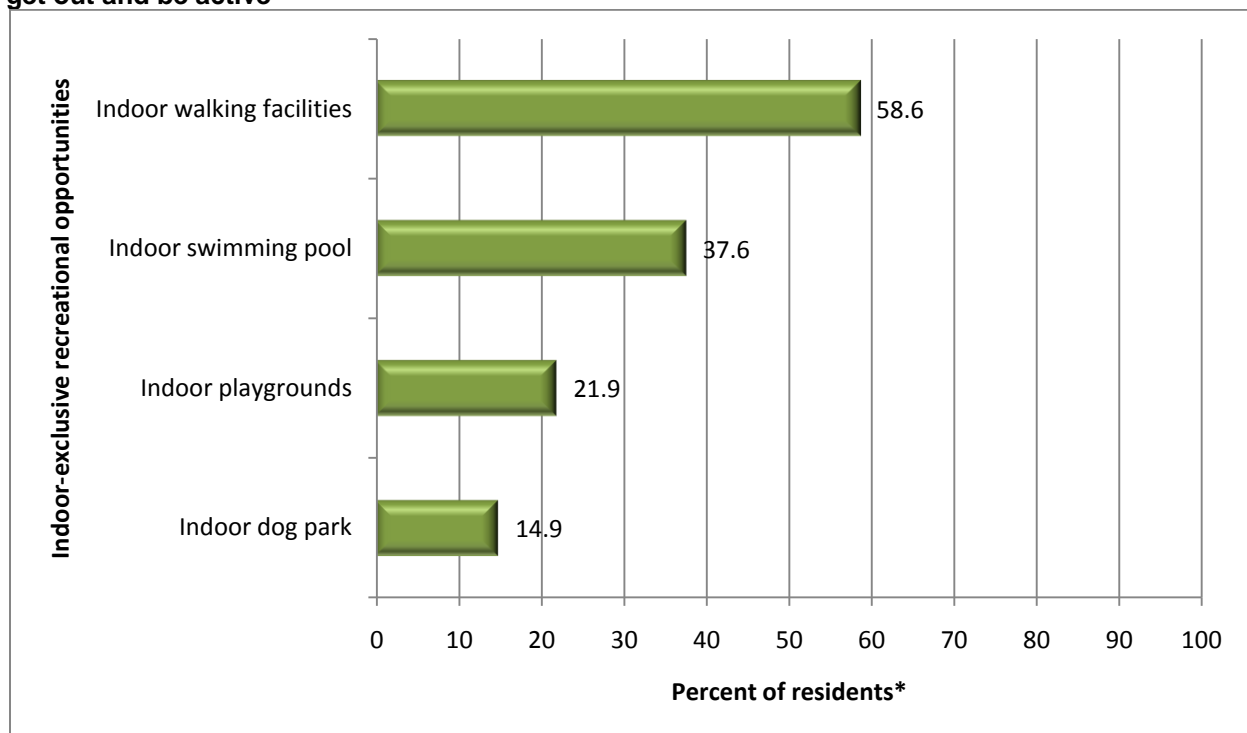
*Percentages do not equal 100.0 due to multiple responses.

Residents were asked to indicate which attractions and recreational opportunities do or would encourage them to get out and be active.

Encouragement related to **indoor-exclusive recreational opportunities**:

- More than half of Moorhead residents indicate indoor walking facilities do or would encourage them to get out and be active (58.6 percent).
- Nearly two-fifths of residents indicate indoor swimming pools do or would encourage them to get out and be active (37.6 percent) and 21.9 percent of residents indicate indoor playgrounds do or would encourage them.
- A smaller proportion of residents indicate indoor dog parks do or would encourage them to get out and be active (14.9 percent).
- Additionally, a number of residents indicate other attractions and recreational opportunities do or would encourage them to get out and be active; a curling club and free or low-cost work out facilities were suggested in relation to the theme of indoor-exclusive recreational opportunities.
- See Figure 17 and Appendix Table 15 for overall distributions and Appendix Table 16 for “other” attractions and recreational opportunities that do or would encourage residents to get out and be active.

Figure 17. Indoor-exclusive recreational opportunities that do or would encourage residents to get out and be active



N=370

Note: See Appendix Table 16 for a list of “other” attractions and recreational opportunities that do or would encourage residents to get out and be active.

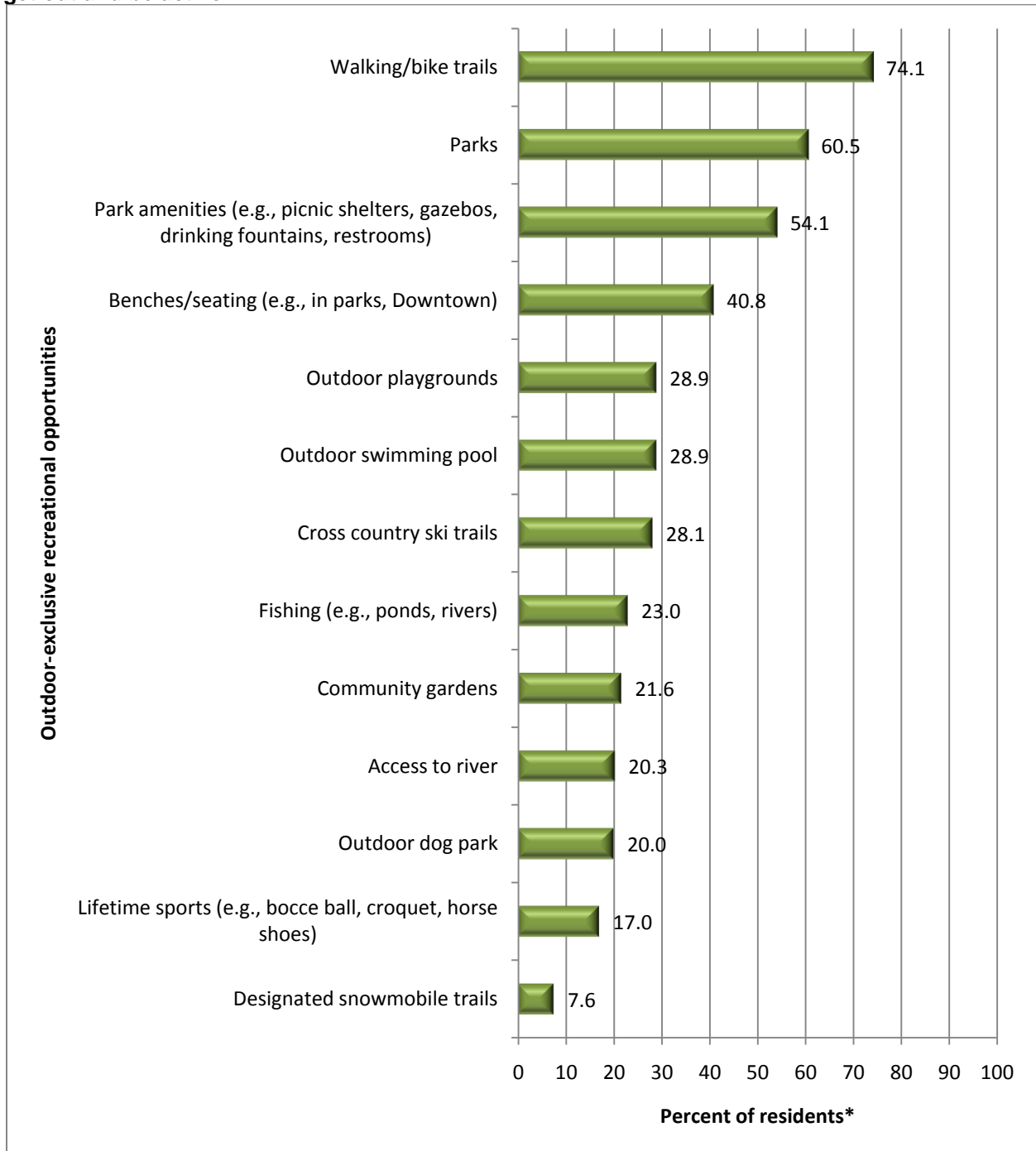
*Percentages do not equal 100.0 due to multiple responses.

Residents were asked to indicate which attractions and recreational opportunities do or would encourage them to get out and be active.

Encouragement related to **outdoor-exclusive recreational opportunities**:

- Three-fourths of Moorhead residents indicate walking or bike trails do or would encourage them to get out and be active (74.1 percent). More than half of residents indicate parks and park amenities (e.g., picnic shelters, gazebos, drinking fountains, restrooms) do or would encourage them to get out and be active (60.5 percent and 54.1 percent, respectively).
- Two-fifths of residents indicate benches and seating (e.g., in parks, Downtown) do or would encourage them to get out and be active (40.8 percent).
- Approximately one-fourth of residents indicate outdoor playgrounds (28.9 percent), outdoor swimming pools (28.9 percent), and cross country ski trails (28.1 percent) do or would encourage them to get out and be active.
- Approximately one-fifth of residents indicate fishing (e.g., ponds, rivers) (23.0 percent), community gardens (21.6 percent), access to the river (20.3 percent), outdoor dog parks (20.0 percent), and lifetime sports (e.g., bocce ball, croquet, horse shoes) (17.0 percent) do or would encourage them to get out and be active.
- The smallest proportion of residents indicate designated snowmobile trails do or would encourage them to get out and be active (7.6 percent).
- Additionally, a number of residents indicate other attractions and recreational opportunities do or would encourage them to get out and be active; bike lanes integrated into roadways, cross country ski trails on the river front in south Moorhead, golf courses, and multiple clean disc golf courses were suggested in relation to the theme of outdoor-exclusive recreational opportunities.
- See Figure 18 (on the following page) and Appendix Table 15 for overall distributions and Appendix Table 16 for “other” attractions and recreational opportunities that do or would encourage residents to get out and be active.

Figure 18. Outdoor-exclusive recreational opportunities that do or would encourage residents to get out and be active



N=370

Note: See Appendix Table 16 for a list of “other” attractions and recreational opportunities that do or would encourage residents to get out and be active.

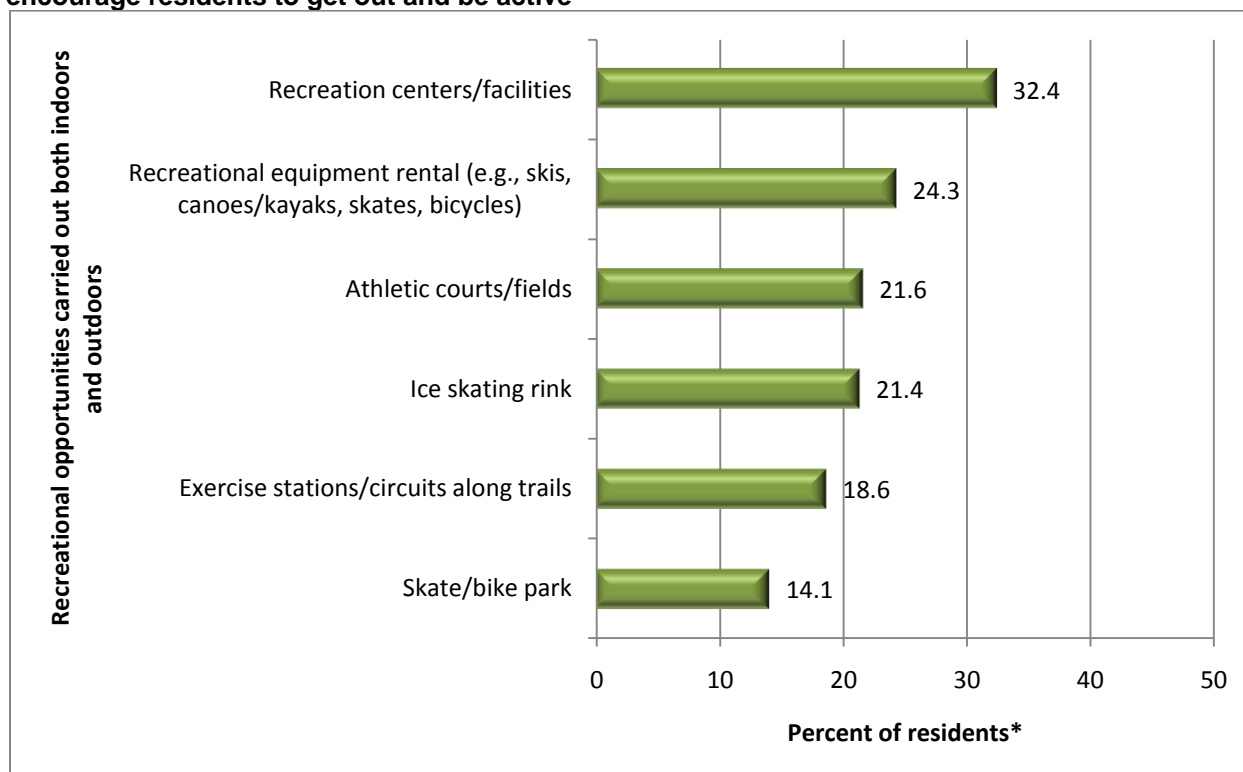
*Percentages do not equal 100.0 due to multiple responses.

Residents were asked to indicate which attractions and recreational opportunities do or would encourage them to get out and be active.

Encouragement related to **recreational opportunities carried out both indoors and outdoors**:

- One-third of Moorhead residents indicate recreation centers or facilities do or would encourage them to get out and be active (32.4 percent) and 24.3 percent of residents indicate recreational equipment rental (e.g., skis, canoes/kayaks, skates, bicycles) do or would encourage them to get out and be active.
- Approximately one-fifth of residents indicate athletic courts or fields (21.6 percent), an ice skating rink (21.4 percent), and exercise stations or circuits along trails (18.6 percent) do or would encourage them to get out and be active.
- The smallest proportion of residents indicate skate or bike parks do or would encourage them to get out and active (14.1 percent).
- Additionally, a number of residents indicate other attractions and recreational opportunities do or would encourage them to get out and be active; kids or family events and pickleball courts were suggested in relation to the theme of recreational opportunities carried out both indoors and outdoors.
- See Figure 19 and Appendix Table 15 for overall distributions and Appendix Table 16 for “other” attractions and recreational opportunities that do or would encourage residents to get out and be active.

Figure 19. Recreational opportunities carried out both indoors and outdoors that do or would encourage residents to get out and be active



N=370

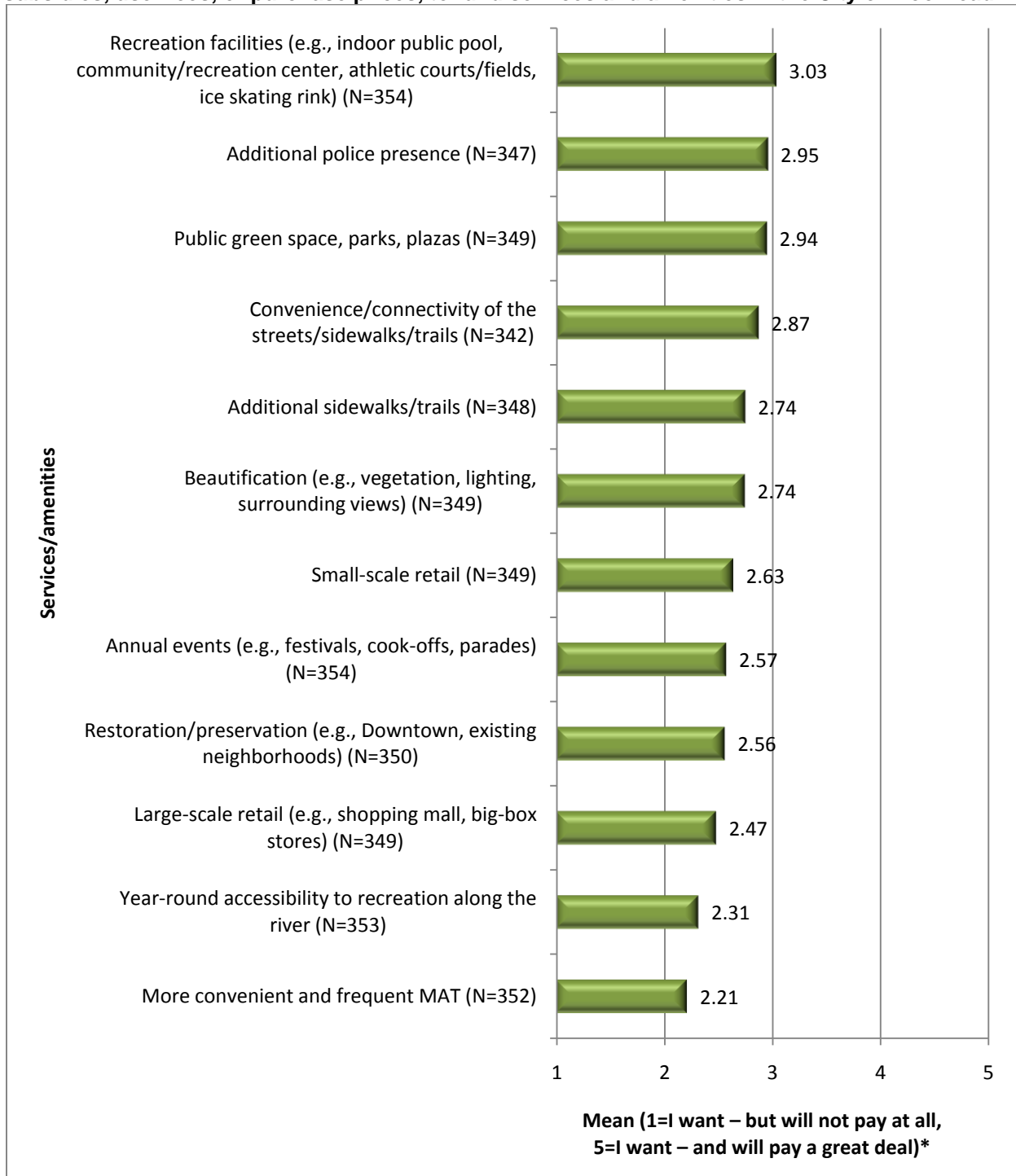
Note: See Appendix Table 16 for a list of “other” attractions and recreational opportunities that do or would encourage residents to get out and be active.

*Percentages do not equal 100.0 due to multiple responses.

Using a one to five scale, with 1 being “I want – but will not pay at all” and 5 being “I want – and will pay a great deal,” residents were asked to indicate how much they would contribute, through taxes, special assessments, subsidies, user fees, or purchase prices, to fund various services and amenities in the City of Moorhead. Residents were also given the option of “do not want,” if they do not want the service or amenity at all.

- On average, in regards to services or amenities, Moorhead residents want – and will pay the most for recreation facilities (e.g., indoor public pool, community/recreation center, athletic courts/fields, ice skating rink) (mean=3.03), followed closely by additional police presence (mean=2.95) and public green space, parks, or plazas (mean=2.94).
- Similarly, other services or amenities that, on average, residents want – and will pay some for include: convenience or connectivity of the streets, sidewalks, and trails (mean=2.87); additional sidewalks or trails (mean=2.74); beautification (e.g., vegetation, lighting, surrounding views) (mean=2.74); and small-scale retail (mean=2.63).
- On average, services or amenities that residents want – but will pay little for include: annual events (e.g., festivals, cook-offs, parades) (mean=2.57), restoration and preservation (e.g., Downtown, existing neighborhoods) (mean=2.56), large-scale retail (e.g., shopping mall, big-box stores) (mean=2.47), and year-round accessibility to recreation along the river (mean=2.31).
- In regards to services or amenities, residents, on average, want – but will pay the least for a more convenient and frequent Metro Area Transit (MAT) (mean=2.21).
- In regards to services or amenities that residents indicate they do not want, the largest proportion of residents do not want year-round accessibility to recreation along the river (12.7 percent), large-scale retail (12.0 percent), and a more convenient and frequent MAT (10.2 percent).
- See Figure 20 (on the following page) for the means and Appendix Table 17 for overall distributions and means.

Figure 20. The amount residents would contribute, through taxes, special assessments, subsidies, user fees, or purchase prices, to fund services and amenities in the City of Moorhead



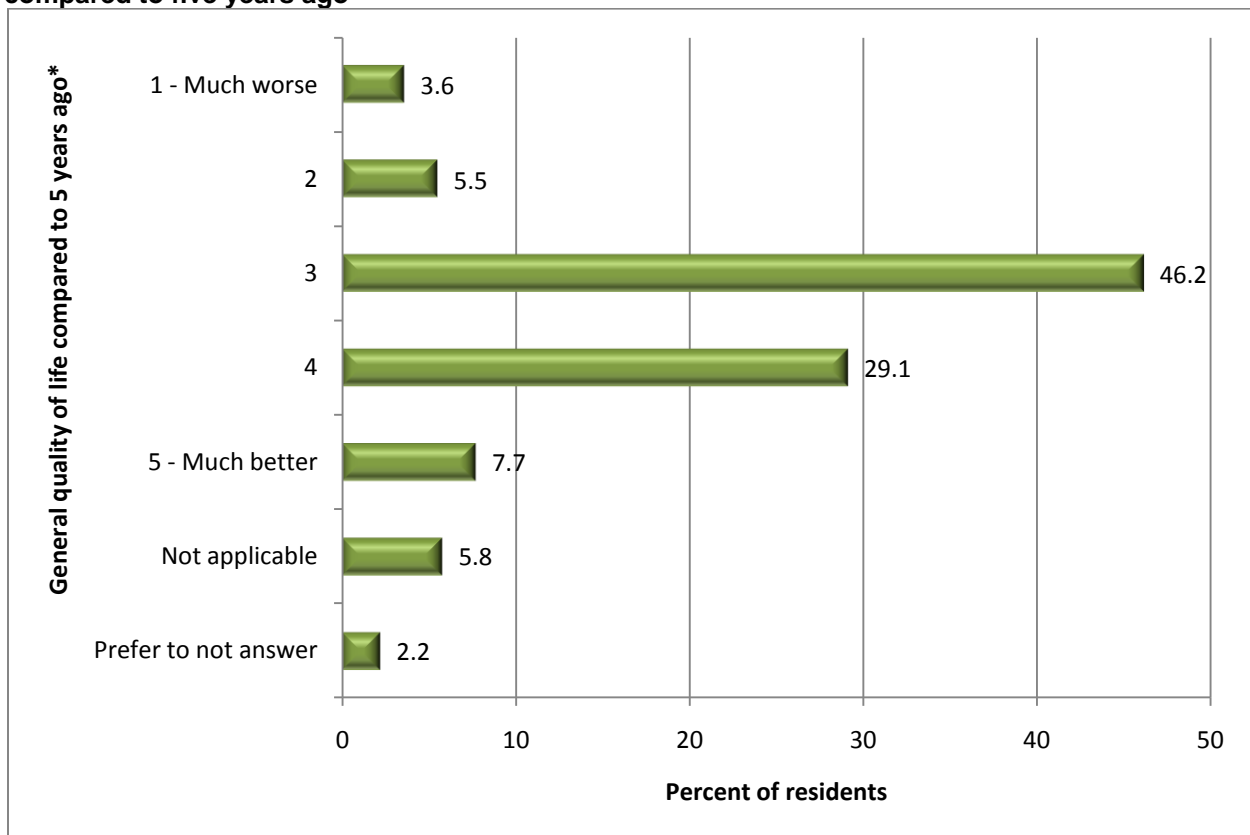
Note: See Appendix Table 17 for the overall distribution.

*Means are based on a 1 to 5 scale, with 1 being "I want – but will not pay at all" and 5 being "I want – and will pay a great deal," and exclude "do not want" and "prefer to not answer" responses.

Using a one to five scale, with 1 being “much worse” and 5 being “much better,” residents were asked to give their opinion and finish the quality of life statement – “Compared to 5 years ago, the general quality of life in Moorhead is...”

- On average, Moorhead residents think that, compared to five years ago, the general quality of life in Moorhead today is somewhat better overall (mean=3.35).
- Slightly less than half of Moorhead residents think that, compared to five years ago, the general quality of life in Moorhead today is similar (46.2 percent) and 29.1 percent of residents think that the general quality of life in Moorhead is better today.
- Less than one-tenth of residents think that the general quality of life in Moorhead is much better today compared to five years ago (7.7 percent); however, 9.1 percent of residents think that the general quality of life in Moorhead is worse or much worse today.
- See Figure 21 and Appendix Table 18 for overall distribution and mean.

Figure 21. Moorhead residents’ opinion regarding the general quality of life in Moorhead today, compared to five years ago



N=364

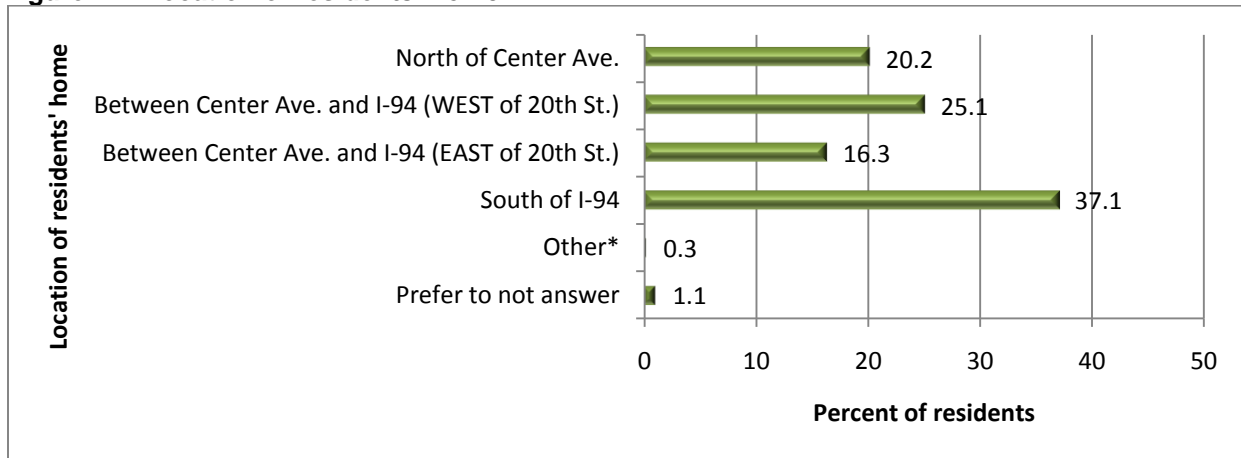
*Mean=3.35 and is based on a 1 to 5 scale, with 1 being “much worse” and 5 being “much better,” and excludes “not applicable” and “prefer to not answer” responses.

Moorhead Resident Demographics

Residents were asked where they live.

- Nearly two-fifths of Moorhead residents participating in the survey live south of Interstate 94 (37.1 percent), one-fourth of residents live between Center Avenue and Interstate 94 (west of 20th Street) (25.1 percent), one-fifth of residents live north of Center Avenue (20.2 percent), and 16.3 percent live between Center Avenue and Interstate 94 (east of 20th Street).
- See Figure 22 and Appendix Table 19 for overall distribution and “other” locations of residents’ homes.

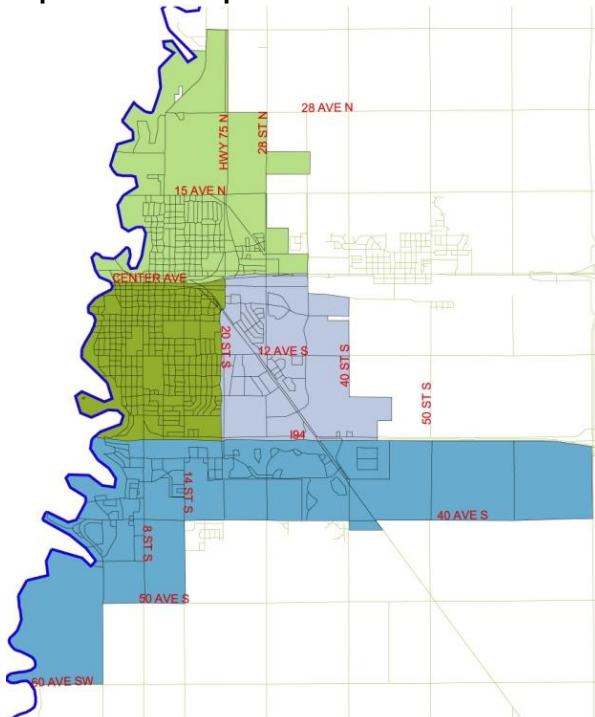
Figure 22. Location of residents’ home



N=367

*See Appendix Table 19 for a list of “other” locations of residents’ homes.

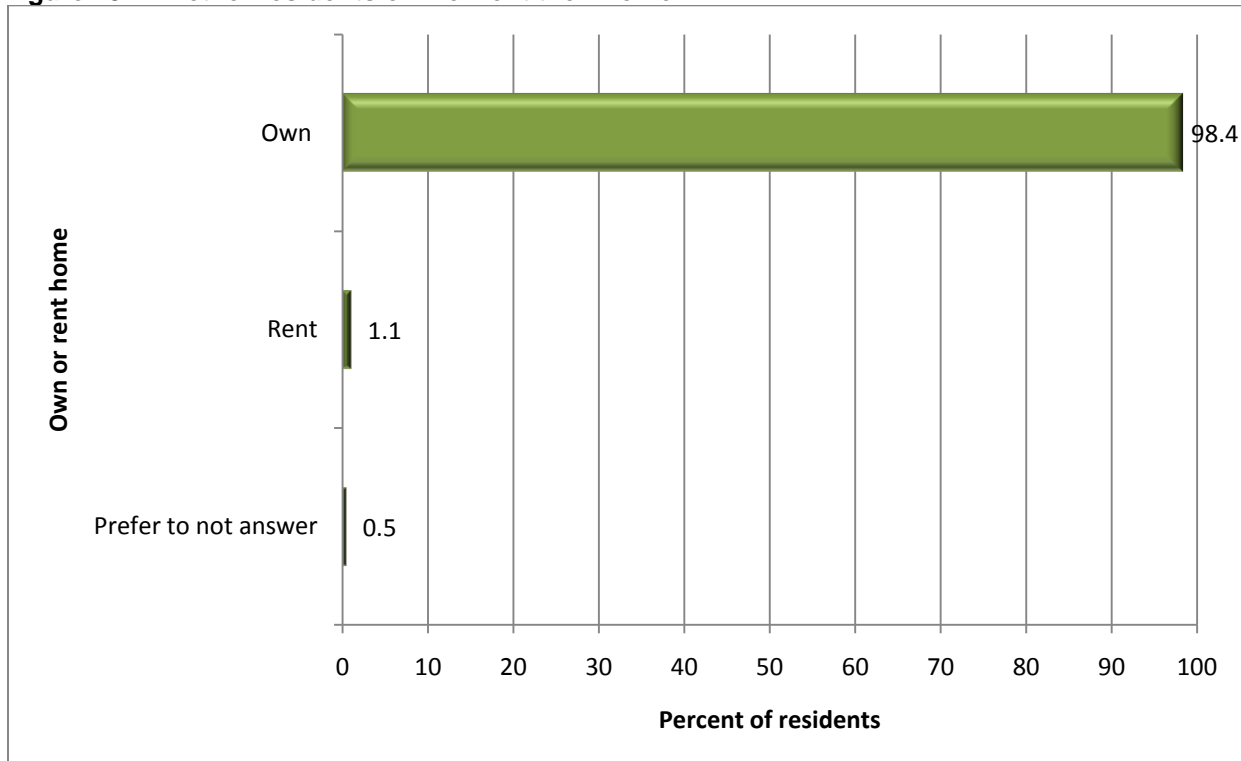
Map 1. The four quadrants where Moorhead residents indicate they live



Residents were asked whether they own or rent their home.

- The vast majority of Moorhead residents participating in the survey own their own home (98.4 percent).
- See Figure 23 and Appendix Table 20 for overall distribution.

Figure 23. Whether residents own or rent their home

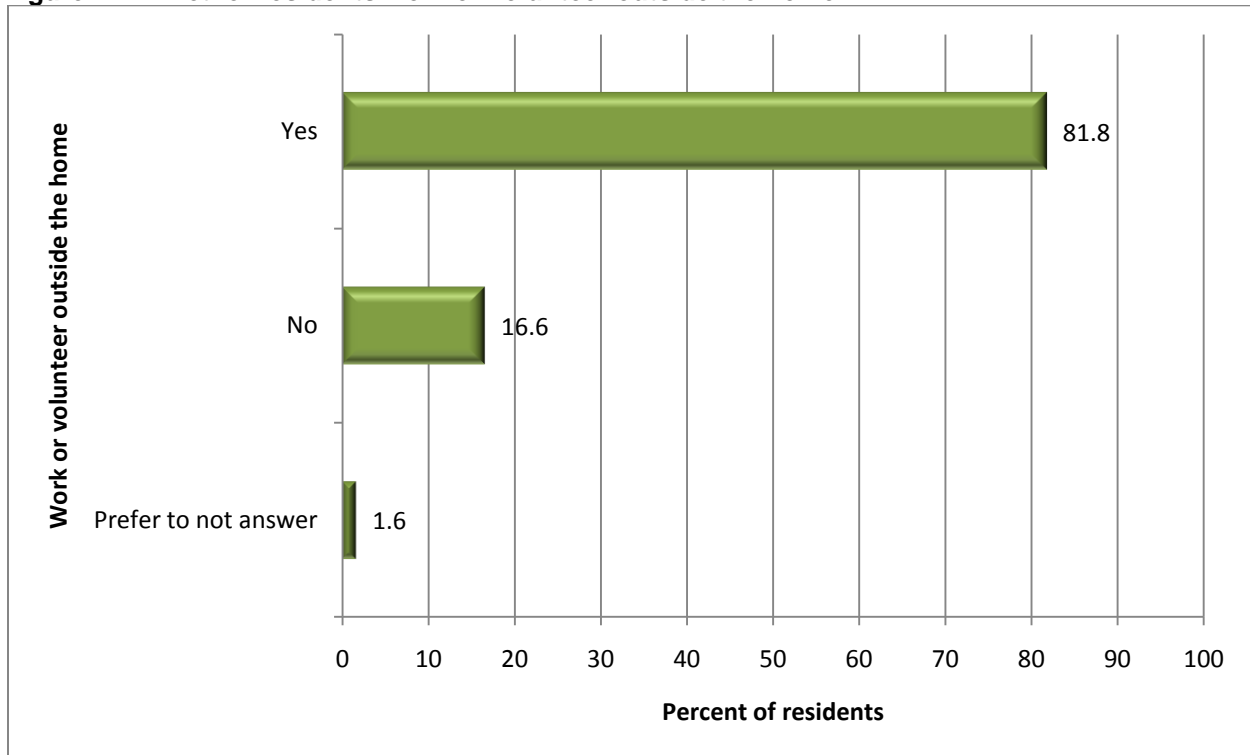


N=368

Residents were asked whether they work or volunteer outside the home.

- The vast majority of Moorhead residents participating in the survey work or volunteer outside the home (81.8 percent), while 16.6 percent of residents do not.
- See Figure 24 and Appendix Table 21 for overall distribution.

Figure 24. Whether residents work or volunteer outside the home

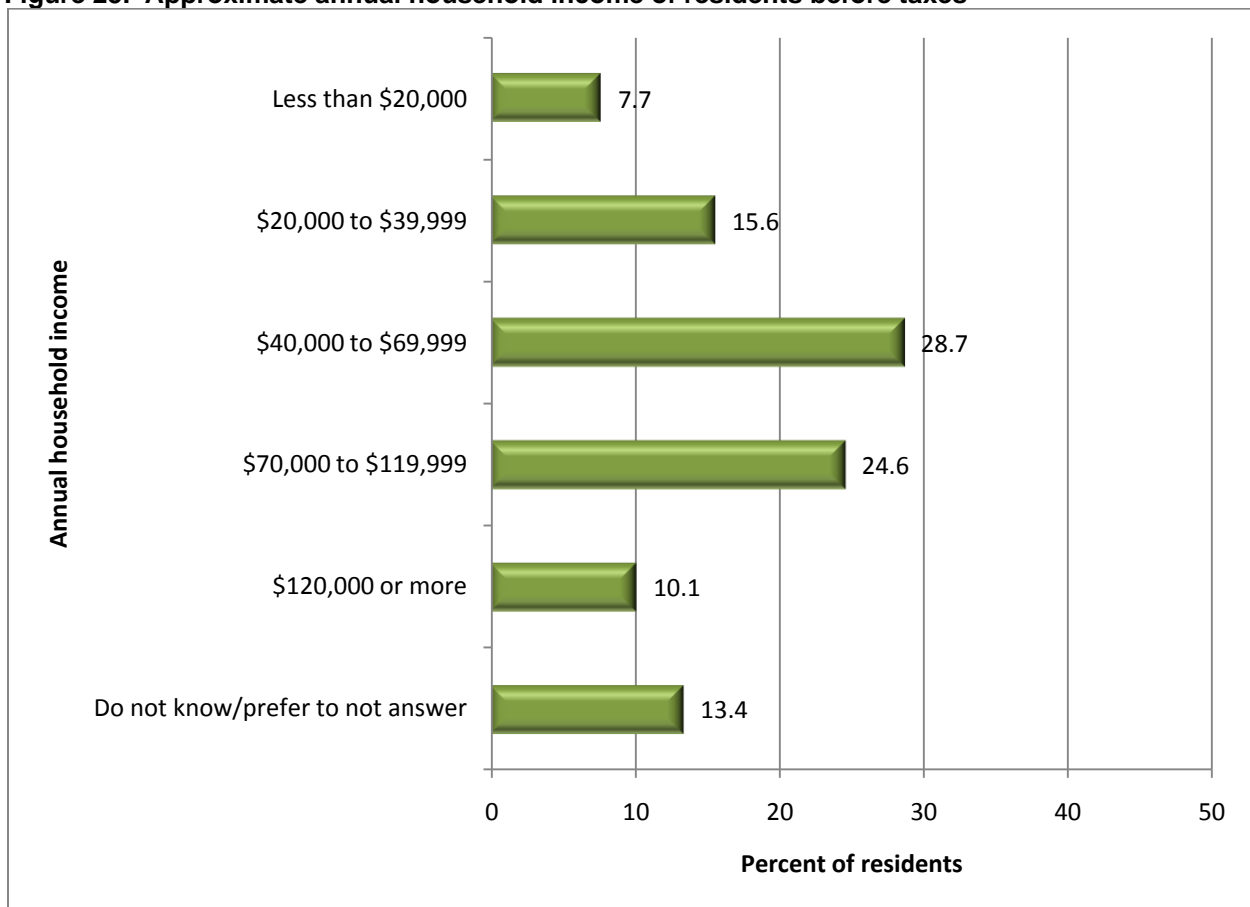


N=368

Residents were asked their approximate annual household income before taxes.

- Approximately one-fourth of Moorhead residents participating in the survey indicate an approximate annual household income before taxes in each of these categories: less than \$40,000 (23.3 percent), \$40,000 to \$69,999 (28.7 percent), and \$70,000 to \$119,999 (24.6 percent).
- Ten percent of residents indicate an approximate annual household income before taxes of \$120,000 or more (10.1 percent).
- See Figure 25 and Appendix Table 22 for overall distribution.

Figure 25. Approximate annual household income of residents before taxes

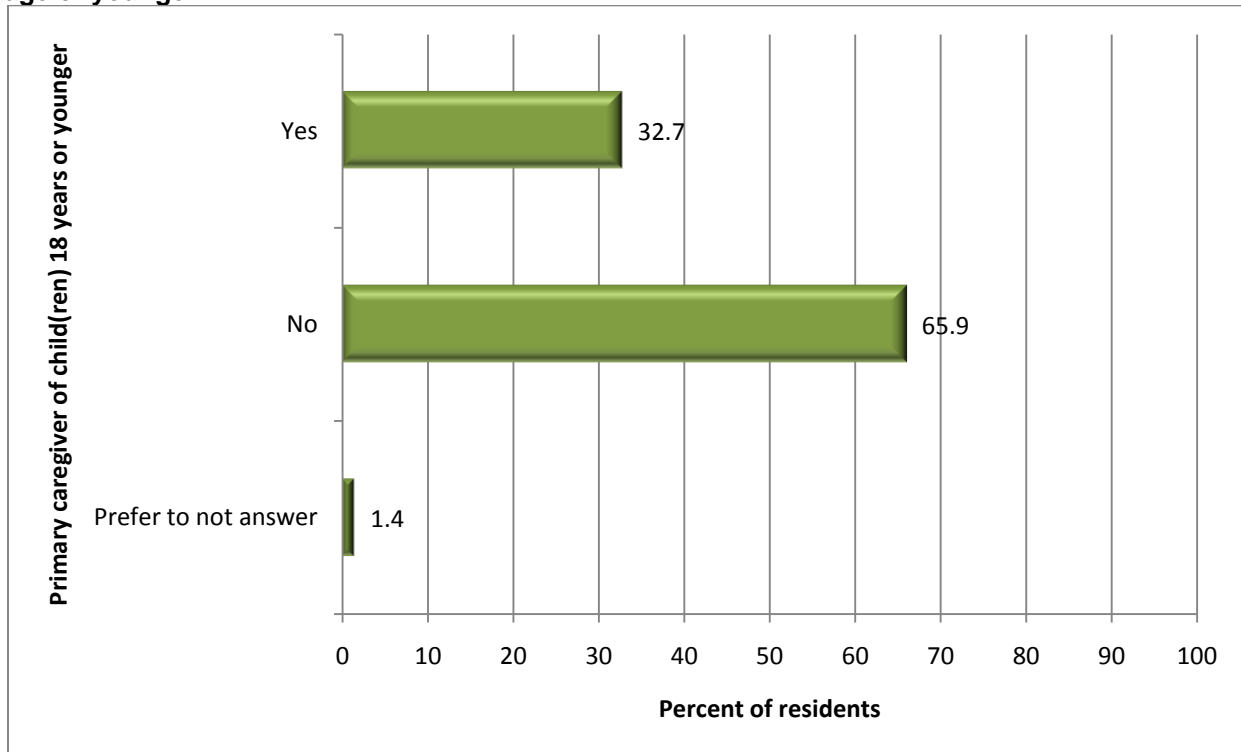


N=366

Residents were asked whether they are the parent or primary caregiver of a child or children 18 years of age or younger.

- Two-thirds of Moorhead residents participating in the survey are not the parent or primary caregiver of a child or children 18 years of age or younger (65.9 percent), while 32.7 percent are the parent or primary caregiver of a child or children 18 years of age or younger.
- See Figure 26 and Appendix Table 23 for overall distribution.

Figure 26. Whether residents are the parent or primary caregiver of a child or children 18 years of age or younger

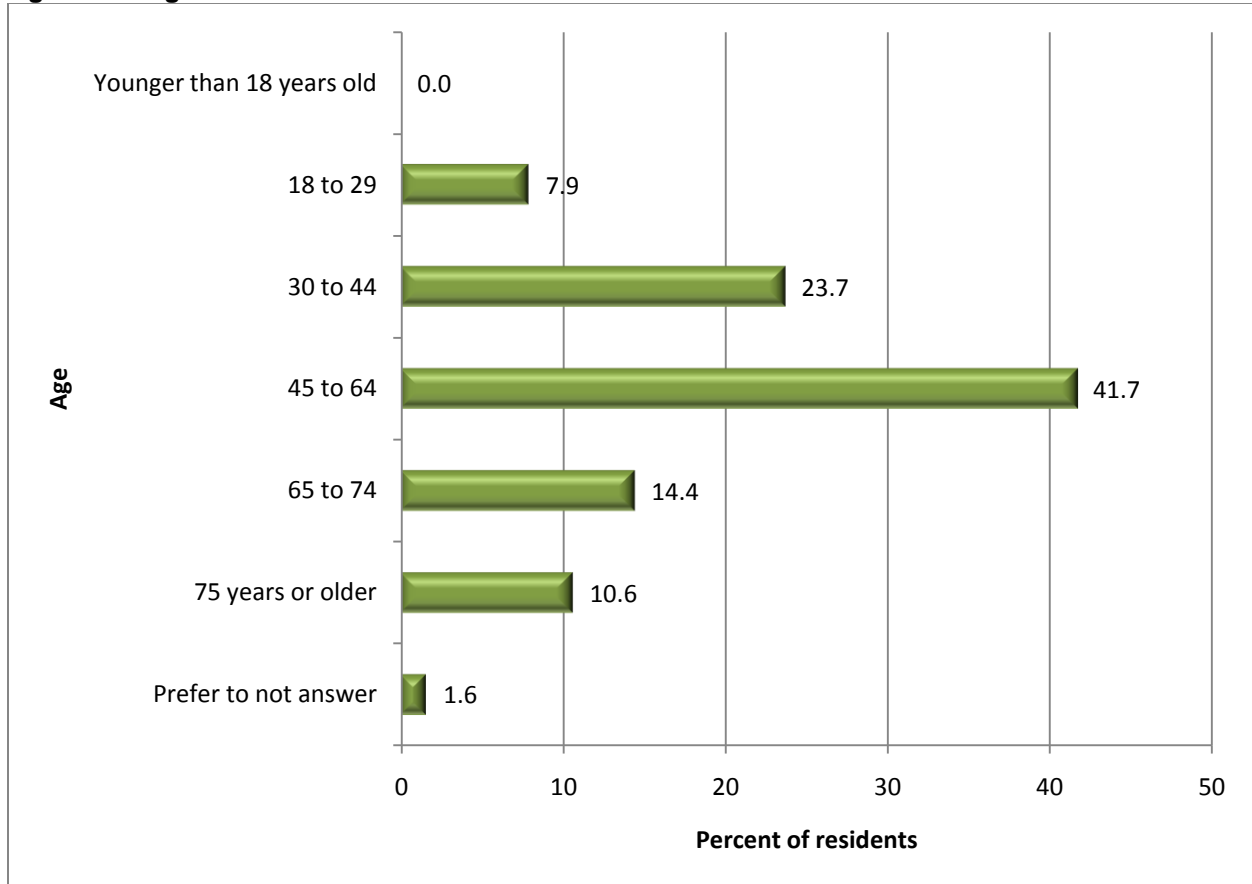


N=367

Residents were asked which age category they fit in.

- Most Moorhead residents participating in the survey are ages 45 to 64 (41.7 percent).
- Similar proportions of residents are 65 years of age and older (25.0 percent) and ages 30 to 44 (23.7 percent).
- Less than one-tenth of residents are less than 30 years of age (7.9 percent).
- See Figure 27 and Appendix Table 24 for overall distribution.

Figure 27. Age of residents

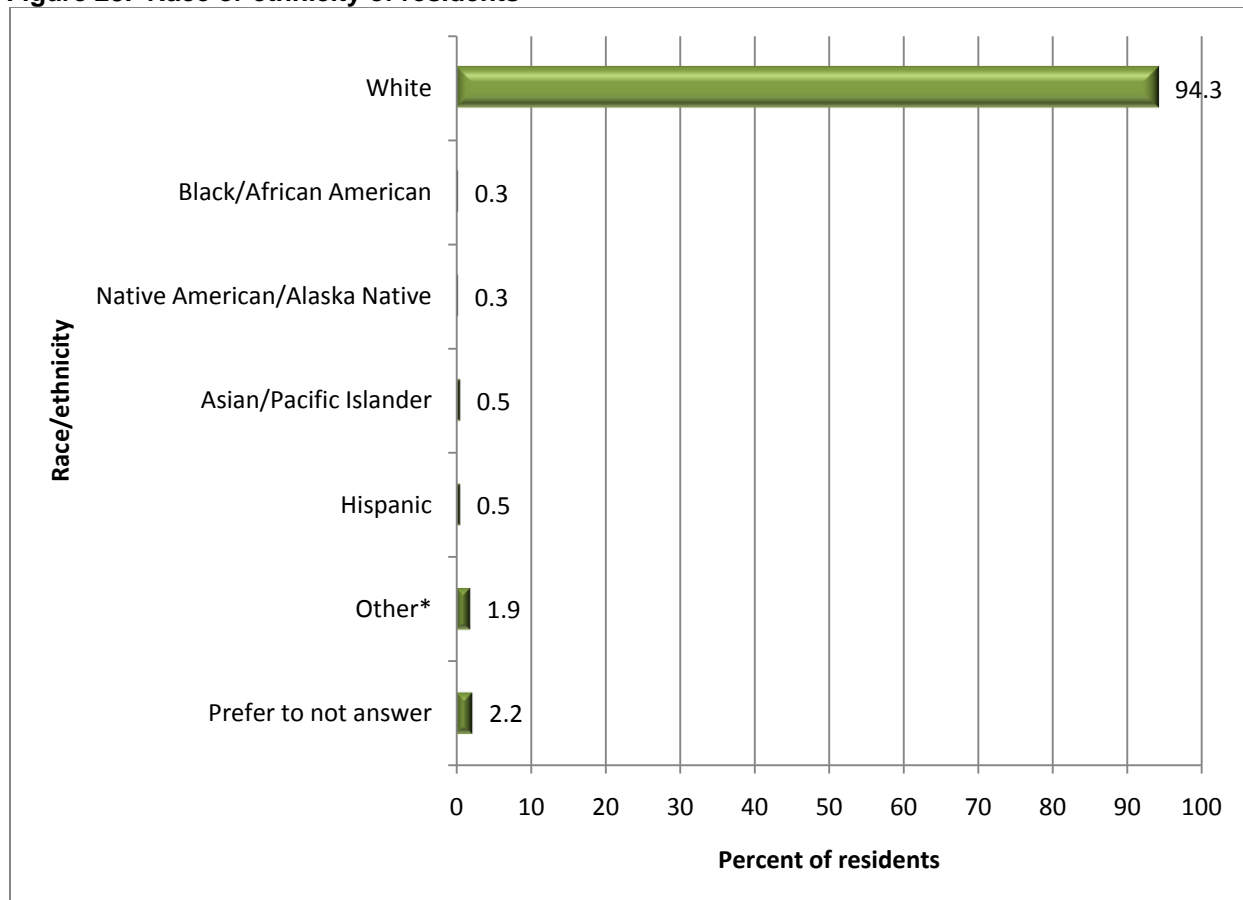


N=367

Residents were asked what best describes their race or ethnicity.

- The vast majority of Moorhead residents participating in the survey are white (94.3 percent).
- A small proportion of residents are Black/African American, Native American/Alaska Native, Asian/Pacific Islander, Hispanic, and another race or ethnicity (e.g., white and Native American/Alaska Native, white and Hispanic, French Canadian, Norwegian) (3.5 percent).
- See Figure 28 for overall distribution and Appendix Table 25 for overall distribution and “other” race/ethnicity descriptions.

Figure 28. Race or ethnicity of residents



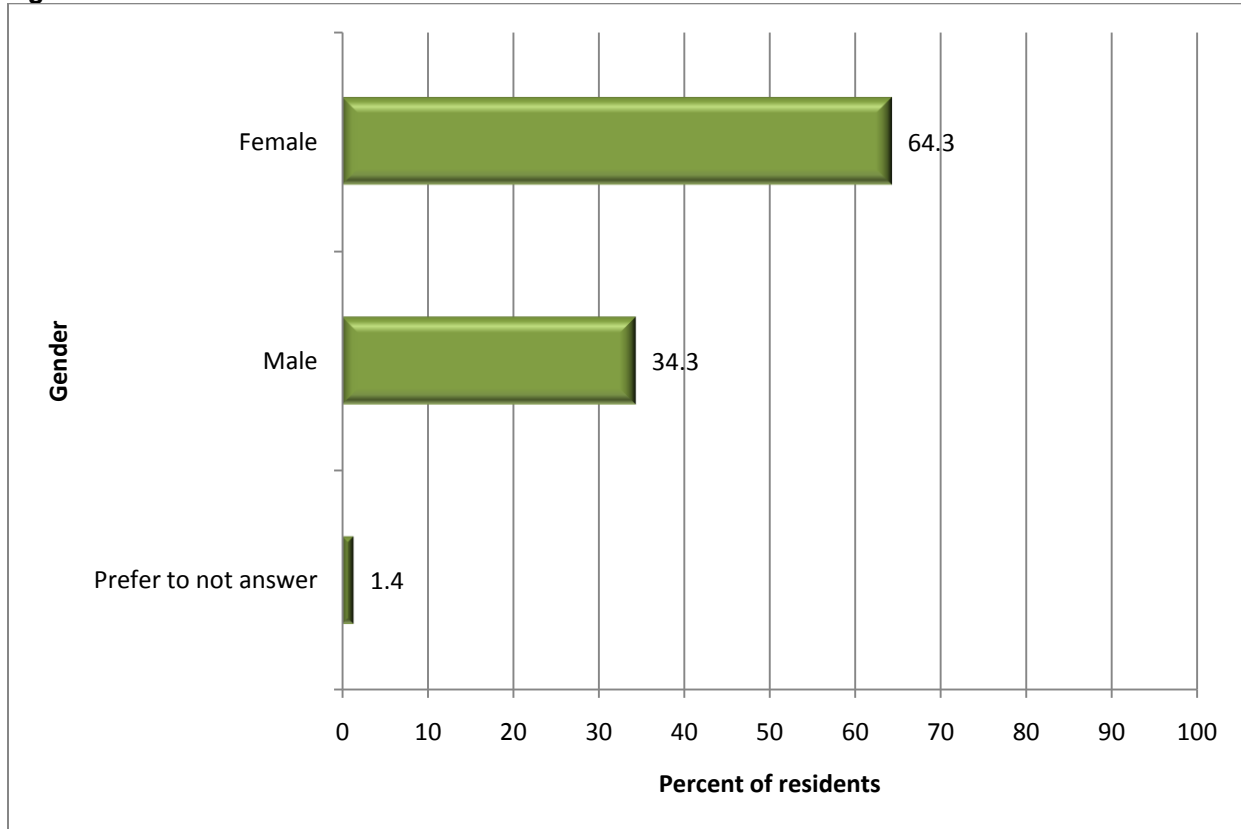
N=369

*See Appendix Table 25 for a list of “other” race/ethnicity descriptions.

Residents were asked their gender.

- Nearly two-thirds of Moorhead residents participating in the survey are female, while one-third are male (64.3 percent and 34.3 percent, respectively).
- See Figure 29 and Appendix Table 26 for overall distribution.

Figure 29. Gender of residents



N=364

Anecdotal Comments

Moorhead residents were asked to provide any general comments they have regarding active living in their daily routine. Additionally, residents were asked to point out what they have seen in other communities that would encourage active living which they would like to see in Moorhead. At the end of the survey, residents left the following comments which are organized by themes:

Active and healthy living

- Healthy living and fitness needs to be taught in schools and integrated into curriculum, much like anti-tobacco/smoking campaigns. That is worth paying for, and should be the priority.
- How are you defining "active living?" I support efforts to "create an environment that encourages its residents to stay healthy and active...." I also firmly believe that healthy living and fitness is the result primarily of personal will, discipline, and choice. (Not primarily building amenities).
- Whether or not I live an active life style is my business and not yours. What other people opt to do is their business and not mine or yours.

Animals and animal control

- A plan to eradicate rabbits and especially destructive red squirrels. Also undesirable grackles.
- An active, aggressive presence of animal control especially on 7 St. S and between 20 and 22 Ave. I am fed up with unleashed dogs and cats pooping on my lawn.
- Enforce leash laws everywhere including parks.
- I would like to see people with pets be more respectful of letting pets poop on yards and not pick it up.
- It is more comfortable to bike or walk my dog when there are places for it.
- Moorhead dog park is well maintained.
- Notice so much dog feces in the parks in Moorhead. Also, lots on the sidewalks.
- Number 1 request – a more pet friendly town. There aren't adequate facilities to exercise them during the winter and existing outdoor space is inconvenient!
- Somewhere for dogs to walk in the winter on a leash. Dog parks are too rough on small dogs, even when separated.
- When I walk outside in the morning 8 to 9. People let their dogs run at large. They should be picked up by the city.

Moorhead businesses

A) Moorhead Center Mall

- It is hard to believe that our Moorhead Center Mall is not able to have retail stores that can make it. I would prefer to shop in Moorhead with no taxes, BUT it has VERY limited retail shopping.
- One thing I would like to see is the Moorhead Center Mall filled with businesses! And I think it needs to be updated. I try to do the majority of my shopping in Moorhead, but with most of the businesses closed in the mall, I have to go to Fargo or Dilworth!
- Turn the Center Mall into something useful instead of unused space.
- Utilize Moorhead Center Mall for some of these activities being no retail wants space there.

B) Restaurants and bars

- More restaurants.
- More restaurants/bars in neighborhoods so you could walk to and from.
- We have a lack of restaurants, BUT too many Mexican restaurants. Need more variety.
- We need better and more restaurant choices – good ones – people will drive to Moorhead for an Olive Garden or other national chain – Fargo is busy and people would stay in Moorhead rather than drive if the choices were there. Outlying communities could then come 10 miles to Moorhead versus just Fargo.

- We need more restaurants.

C) Retail and shopping centers

- I feel that Moorhead has not done enough in this area. They keep building strip malls and no retail to go in them.
- I would like to see more retail and food places. I hate driving to Fargo for everything.
- It would be nice to have a fabric store in Moorhead.
- Moorhead needs a cleaner, safer look to the city. Updated. Fun shops for whole family (e.g., East Grand Forks).
- More shopping.
- North Moorhead needs businesses! Moorhead needs bigger business, like Kohl's, etc., so you don't have to shop in Fargo as much. I do 50 percent of my shopping here and would do more if there were more options.
- Retail areas need continued updating/modernization in south Moorhead...a good start. It's great to have small retail plazas throughout the city but there doesn't seem to be a good, organized area for large retail – Hwy 10 at best, but it just doesn't look/seem like it's a planned/organized large retail area...is more [of a] HODGE PODGE of stores. Fargo planned for large retail better and it's more up-to-date and more attractive to those deciding to live in that city.

D) Other Moorhead business comments

- Businesses are moving out. This is a great concern.
- Forget about business on 1st Ave N.
- Menards has been great!!
- Moorhead needs to complete retail projects (i.e., Holiday Mall). Some buildings new 5 years ago are not finished. Moratorium on no new retail builders that are not designated for immediate occupancy unless done without city incentives.

Neighborhood property maintenance, beautification, and amenities

A) Beautification

- Boulevard trees were to be planted in our development 8 years ago (or so) and it was only completed halfway.
- Great to see more landscaped developments.
- I would like to see the city add trees to new developments in Moorhead.
- Trees in new neighborhoods.

B) Maintenance

- City of Moorhead does a very poor job of keeping grass cut and enforcing cleanliness (grass cutting, auto storage, etc.) ordinances. Need to do a better job at managing employees to get THEIR JOBS DONE.
- Clearing streets and sidewalks promptly is very important. Attractive plantings where appropriate also add incentive to get out and enjoy them.
- I feel that the city should pay more attention to people who have non-functioning vehicles and "excessive" junk in their yards. These should be cleaned up.
- I'd like to see city government get a lot tougher with bad landlords, especially in areas of home/property maintenance. I'm in the college neighborhoods and there are some dumps in the area.
- If the city would mow their property down here more than a couple times a year it would be good.
- Improved maintenance would improve the neighborhood.
- My neighborhood is well maintained and generally litter free – the city does not mow.
- Our city needs to start monitoring grass mowing and weed control in lawns.
- We are fortunate to live by Concordia, it's beautiful and well-maintained. Moorhead could take a few notes from the Campus Ground's Crew.
- We need to encourage less litter, less noxious weeds. We need to keep a tighter rein on messy contractors.

C) Neighborhood amenities

- Old-style streetlights in all neighborhoods.
- Would also prefer smaller neighborhoods with more (smaller) amenities, such as grocery stores, coffee shops, etc., to walk to, in addition to having just a big Hornbachers, or other stores I have to drive to usually.

D) Other neighborhood property comments

- City needs to do better zoning and keep apartments by apartments and not by homes. A perfect example of this is the stretch of dumpy apartments on 20th St. Because of the constant problems with drugs and violence over there, I don't let my wife use that walking path along 20th St.
- Take care of the rundown downtown area.
- Would like to see Moorhead actively support the smaller number of historic buildings and homes that remain. Curbs and streets in much of the original town site have not had major needed repairs in DECADES.

Older Adults

- An idea for the city – use the "new Holiday Mall" that still remains pretty EMPTY, to cater to seniors – for businesses that would be frequented and needed by the new assisted living and retirement center that is being built in that parking lot – connect them so seniors don't have to go outside! Especially in the winter.
- More rec. activities (swimming – exercise groups) for older people. NOT expensive memberships.
- Need: old age community center, trades and craft center for old people.
- Our seniors that are home bound could use a mode of transportation, such as Transit Bus that would pick the person up at their door. Help them up/down stairs and to the bus and also carry in purchases the senior has.
- Wellness center for people over 40, such as the Waterford in Fargo – I am a member there. It isn't large but nice. Check it out.
- Would like EVENING, FREE exercise groups for OLDER adults. I get energized by being with people. Find it hard to exercise by myself. Need to rest when I get home from work and can't participate during any daytime activities. People are working longer now.

Parks, green space, trails, and bicycle related comments

A) Bicycle related comments

- Bike lanes to get to parks (or any place).
- Designate bike lanes in streets closest to the river.
- Establishment of bike lanes most important to me at this time.
- I would like to see bike routes between Moorhead, Fargo, and West Fargo.
- It would be great to get funding for the bike bridge across the river (electronic hoists or whatever).
- Need: bike parades.
- Street safety education for drivers/bicyclists/pedestrians – bicyclists are ignorant of the rules.

B) Parks and green space

- A park in the Hampton Addition would be great.
- Adequate funding for maintenance of parks and green space is key.
- Having a staff member(s) at a park to encourage or/and walk (exercise) with would increase exercise time and frequency.
- I think Moorhead has done a wonderful job with the number and placement of parks. As long as we can keep these areas neat, clean (graffiti free), and up-to-date with equipment, you really do not need to add much to the parks.
- I've lived here 4 years and am pleased with quality of life compared to other towns in MN. We have better parks facilities.
- Need: rotate free hot dogs around the parks.

- Parks would look/be better if there were more grass as opposed to weeds. General upkeep and maintenance of parks in Moorhead is poor.
- The SE corner of the 11th St. N and 1st Ave N area would be a great spot for a green space, some benches, and a fountain with some landscaping.
- Trollwood is going to be a beautiful area and a real asset to Moorhead. This could easily be a park setting for people to visit.
- Update Gooseberry Park. It's a great park but is showing its age. Fargo has updated Lindenwood and Moorhead should follow suit.
- Use of the neighborhood park has increased greatly.
- We live in Morningside Addition. Our neighborhood park is TERRIBLE. Rundown. Graffiti written on equipment. An EMBARRASSMENT!! Warming house – awful.
- We live near Concordia and would love to see more money put into the parks/recreation around here. Many people in this area prefer not to drive and/or do not drive, but the parks are old/neglected/etc. Woodlawn is a great park, but could REALLY use some updates!
- Woodlawn Park – the whole park needs to be better maintained, a skating rink here would be great – better lighting! Re-route the disc golf holes so that walkers are not in the path of thrown Frisbees – please! Thanks.

C) Trails and paths

- Better bike trails and lanes in streets dedicated to biking.
- Better upkeep of existing trails and expanding trails.
- Bike trails that are not hampered by the river/flooding!!
- Continuous biking/hiking trails invite greater utilization. For example, there is a gap in the system on 12th Ave S. between 20th St and Main Ave that is about 6 – 8 blocks where there is no bike lane (or marking and signage on the roadway are not kept up). This small portion would link the newer amenities in east Moorhead with the older neighborhoods west of 20th St. I'm sure other examples exist. Keeping in good repair the existing trails – especially near the river should also be a priority.
- I think there should be restrooms on the bike trails.
- I workout 7 days a week for 1 – 2 hours per day and would also appreciate a hiking system of trails, such as Lindenwood in Fargo.
- I would LOVE more walking/biking trails. When I lived in Ohio for a period of time, they had a manmade lake/pond with a 1 mile walking track around it. It was well attended and safe. There was fishing allowed in the pond. Connection to city bike trails, pets allowed with doggy bag dump bins, and nearby parks – playground/soccer field, etc. I would like something similar if possible. Thanks.
- It's much more relaxing using a bike trail with trees or park than going downtown even in the "bike trails" farther from the river. If there were a space like that to Sam's Club or the thrift stores many more people would commute by bike to go grocery shopping and the like. It would be a more pleasant ride and people would do it by choice (instead of necessity and pig-headedness like I do).
- Maintain trail! Shovel the sidewalks/trails in the winter on a more timely basis – Woodlawn Park – the entire loop needs to be repaved and would make a great walking loop, encouraging river front activity here.
- Moorhead has a lot of nice walking trails.
- There are many bike/walking trails in Moorhead, but they are NOT well maintained. Weeds, cracks, debris on bike paths make in-line skating dangerous. Most people just go on the roads – it is smoother.
- There are no bike trails that connect to anything – just short segments here and there. Best thing for me would be walking/bike bridge from south Moorhead to south Fargo – enter at Trollwood's new site or near south dam.
- Walking and bike trails connecting recreation areas (parks) together.
- Walking/bike trails – not flooded.
- We need more bicycle/jogging trails – and existing ones better maintained.
- We really need a bike path of sidewalk on 12th Ave. between Main Ave and 20th Street. This would connect the eastside of Moorhead to the rest of the city and the trails system. Thanks!

- We use the paths around the Arbor Park area. These are great. Only lived in Moorhead 10 months. Moved from PA.
- We would like to see a huge bike trail, where you can ride 15 mph speed without any stops – 10 to 20 miles long would be great.

Quality of life in Moorhead

- As an older person I think this is an excellent place to live.
- I like living in Moorhead. It is a pleasant community to live in. I am very happy here.
- I'm very happy living here and all the facilities, keep up the good work.
- Thank you for looking ahead to add to the quality of life in Moorhead. Hope some (all) of the ideas in Q6 [important items to live actively] and Q7 [attractions and recreation opportunities that do/would encourage residents to get out and be active] come true.
- We have lived in Oakport for 6 years and have recently moved to 37th Ave. S. We were pleasantly surprised at how much we enjoy walking in our neighborhood or biking to Trollwood and shopping locally. We enjoy Moorhead a great deal, but miss some stores in south Moorhead – eating and fun shops.
- We have recently moved to Moorhead, MN from the East Coast. We are just beginning to learn about our new community and its possibilities.

Recreation centers, attractions, activities, and related elements

A) Athletic sports

- Adult – even older adult soccer!
- Also adding soccer fields or baseball diamond at Gooseberry, a handicap accessible play structure (similar to Lindenwood).
- Cross country ski trails in the Meadows Golf Course.
- Groomed cross country ski trails.
- Having said that I'd like better ski trails – more grooming.
- I am very angry that you took Town and Country Golf Course away from us and did not replace it as the Park Department had promised.
- I feel we need more basketball courts in the city.
- I live in north Moorhead and we play tennis. The courts by the river (Red Bear) are okay, but they are flooded for most of the spring (that's the best time to play). The courts behind Spud Elementary are terrible and actually dangerous. There is so much cement pieces that you could slip and fall. I would love to see a nice court in north Moorhead.
- It is a must to implement golfing rules and keep golfers off private yards out at the Meadows. They become downright rude!!
- More courts for sports like volleyball – sand or indoor courts...Moorhead uses schools, and their courts are not very good, or are already being used for other sports like dance or basketball.
- Soccer fields have at least 3+ years – not priority for city. The only real emphasis is put on better hockey rinks.
- We would like to see an archery range; we are willing to pay for these! THANK YOU!!

B) Community/recreation centers and gym/fitness centers

- A YMCA in Moorhead.
- Community centers, indoor public pool, area for kids fishing, free indoor play/gym for kids, outdoor/indoor pet park. In general more for kids to do!
- Community recreation and exercise for winter.
- Community recreation center would make Moorhead more desirable for anyone deciding which city to live in.
- Getting exercise facility – YMCA – on hold.
- I suggest buying the condos across from the Moorhead High School and building a recreational facility there.
- I understand there eventually will be a YMCA in Moorhead. I do hope this is in the immediate future.

- It's harder to be active in winter so a recreational place to work out (or discounts for existing facilities?) would keep people active and not get so fat in the winter (me included).
- Like that Moorhead is getting a YMCA.
- More central gathering places around some community recreation area (e.g., walking path around a lake).
- My comment would be that I walk in the Sports Center in the winter. I would like it more accessible. For example, unless there is an activity it may not be open Sunday mornings or even some Saturdays. I would like to see the hours it is open and a calendar of activities posted on a website.
- Need winter INSIDE walking track 5AM – 10PM safe environment inside and out – safe, close parking.
- We are looking forward to the new YMCA on S. 40th.
- Would love to see the YMCA built in Moorhead with an indoor pool.
- YMCA in south Moorhead (move it along).

C) Water related activities and attractions

- A city beach like the one on the Buffalo River.
- A place for families to swim is super important to us – we can't afford the "Y".
- Between the cities of Fargo and Moorhead, we are in serious need of some large manmade lakes to be used for boating, fishing, etc. The lack of lakes in the immediate area is one reason we would ever move away.
- I wish there was a free swimming pool in Moorhead like West Fargo has!!!
- I wonder if you guys would consider a boat house and dock for sailing lessons for kids like on Horizon pond (small sail boat). I grew up in California and learned to sail on something like this, racing around 3 buoys – it was a blast – go around 3 buoys, it's more of a chess game than a race. Since we got the wind all the time – also windsurfing. It's pretty cheap, get a lot of bang for the buck.
- Indoor swimming pool – warm pool.
- Indoor swimming waterslide park!!
- Recreation center and/or aquatics – Waterslide Park because of our long winters – this would increase families to be active indoors instead of watching TV when it's so cold to be outside. It needs to be affordable to all age groups and families.
- Small boat sailing on Horizon.
- There is a great need for a water park (i.e., Breckenridge). The pools we have currently close so early in August. This is unheard of elsewhere in MN.
- We could use a decent pool for the community. I've visited "Wave Pools" in other states that are municipal and they are great! It would definitely be popular year round.

D) Other activities, events, and related elements

- A conservatory or gardens within a park with winding or curving trails/art/water...would be a great addition to Moorhead (also trees and flowers) – and hills (big and small).
- Community events that are free – like the Tuesday evenings in Moorhead at Davey Park.
- I'd like to see cheap rental for canoes (skis for kids).
- It would be great to have more indoor activities available for the long winters – indoor pools, dog park, skate parks, etc.
- It would be nice if there was a website specifically designed to let people know what's going on – not just night clubs. We miss a lot of fun things simply because we don't know. Ex: free family outings, activities, such as open swim, open skate, parades, Hjemkomst, concerts, etc.
- More movie theaters.
- More open hours for indoor ice skating.
- More physical activity for kids not involved in school sports.
- More youth activities of all races!!!
- Need: winter music concerts and advertise events.
- New summer, weekly events.
- Outdoor concerts/events along the river would be good – let's celebrate and live with the Red River, once flood control gets settled!

- Recreational equipment rental – need more and advertise more.
- Someone should check out the Holms Theater and Community Center in Detroit Lakes.
- The winter ice rink hours are terrible. I'd like to see them stay open later on the weekends and over the holidays (Christmas and New Years). Fargo has you beat!
- There is no central location to find out all the activities that are happening. I normally find out these things afterward in the news. It should include the entire FM area.
- We need INDOOR activities for wintertime swimming, gymnasiums, and play areas for kids – large enough to accommodate many people.
- We would like to see more family outings involving music/festivals.

Roads, Metro Area Transit (MAT) bus, and trains

A) Metro Area Transit (MAT) bus

- Buses without seat belts are dangerous. I will not ride in one.
- I live south of I-94. Bus service is pretty much non-existent – can't get anywhere without 1 or 2 transfers (3 hour round trip from my home to south Fargo – plus 1 mile walk to catch the bus).
- MAT bus route that goes through Village Green.
- MAT buses do not service the area for lack of riders (though might be different now).
- MAT would be convenient but does not offer the flexibility I need.
- My daughter age 46 does not drive and works in Fargo so has to use MAT daily. I am disabled and have to drive or use scooter to shop etc.
- Need more buses to go to the doctor. If you need to go and the buses are all filled up. Sometimes you have to go at short notice – Thank you.
- The MAT bus increasing frequency of buses to West Acres or other major stops would increase occurrence of riding. It takes too LONG to ride the bus. Not enough additional routes and too much time waiting for the next transfer.

B) Roads

- 11th St S is becoming a route for business traffic.
- Pothole repair at intersection of Old 52 and I-94 off ramp.
- Repair old HWY 52 and US 75 so it doesn't shake car apart when driving. Road's area pet cleanup Center Ave.
- Street maintenance (curbs, drainage, surface) has become worse – even before the 2009 flood.
- Street maintenance is poor as well when you have roads that have sink holes or huge bubbles in the road.

C) Trains

- Our pet peeve, living in north Moorhead is all the d*** trains that constantly stop us and it has gotten 3x WORSE since they stopped the horns – I'd rather have the noise than have traffic stopped ALL 4 DIRECTIONS every time a d*** train comes through. We FREQUENTLY have to wait over 10 – 15 minutes and end up being late for stuff because of d*** trains! AND now there are FEWER places to get across the tracks! RIDICULOUS! We NEED an overpass in mid-town at 11th or 14th St. This is much more important than "AIM"!
- The train situation makes traveling of any kind difficult in Moorhead. That 20th St underpass needs to get done.
- Traffic calming – trains.

Safety, security, and police presence

- Additional police presence – police are doing a great job!
- Bikers and rollerbladers come up fast and silently behind me when I'm walking and do not warn me at all with a yell ("Behind you on the right") or bell. If I happened to move sideways a little bit when walking, I could be gravely injured.
- Biking to downtown is difficult at best. Much improvement is needed in this area, particularly, in terms of safety.
- Continue to patrol parks for vagrants.
- Do we really have a police department? There is a four-way stop on our corner and 60 percent of the traffic does not stop. Twenty percent do not even slow down.
- I believe too many people are afraid to go out and be outside. I think much could be done to educate residents on how safe it is in our community. I have been walking our city for years – and have never once felt threatened.
- I would ride my bike more if there were more places to lock the bike securely.
- Make it safe to bike. Especially through areas of high auto usage.
- Please institute and enforce a policy of NO bike riding on sidewalks except for young children.
- Safety. I do not feel safe outside at night. I think that drugs and gang activity has increased and needs to be controlled.
- Some streets in Moorhead are very dark at night. I think additional lighting is needed.
- Stop lights to get across (20th St S.) to bike/walk path.
- Street lighting by Woodlawn and south on Main not working.
- We are fortunate to live by Concordia's safe campus. Would like to see greater police presence during the school year!
- We need more driver education as well – dangerous to walk with kids.

Sidewalks

- A sidewalk on the south side of 30th Ave S west of 20th St S would be nice!!
- Additional sidewalks/trails – as always, just assess by neighborhood developer's problem.
- Additional sidewalks/trails – sidewalks are local and should not be paid for by tax dollars.
- Communities like Village Green and all new communities need to have sidewalks and bike paths (designated lane on street).
- Community planning is very poor in Moorhead. You do not need sidewalks on both side of the street to have a continuous walking area.
- Continuous sidewalks! It is very difficult to walk and bike with young children because of safety concerns due to lack of sidewalks. We are missing opportunities to instill healthy activities into our children's lifestyle, because of this safety issue that Moorhead does not address.
- Finish curb cuts – needed for strollers and young children.
- I am on a major street going to the East-Ten Mall and there are no sidewalks!! People (including kids) walk on the street. There are no signs saying "Watch Out for Children."
- I live in an established neighborhood and when walking on sidewalks they are uneven and lifting. It is difficult to walk or ride a bike on the older sidewalks. The newer neighborhoods have walking paths, but walking for us is on the sidewalk and they don't seem to maintain them well.
- I walk in my neighborhood and have to walk around the garbage containers on the sidewalks. I also have to walk on the grass in many parts, because of the bushes hanging onto the sidewalks.
- I would like to have sidewalks in our neighborhood – we don't have any.
- I would like to see benches and more garbage cans along the sidewalks and an occasional drinking fountain.
- I would like to see the walking/running trails and sidewalks well maintained especially enforced with the homeowners and their sidewalks in the winter. In the winter we have to use the streets more for running/walking and the traffic does not shift for us making our exercise/recreation dangerous.

- In our neighborhood all walking, jogging, and running is done on the streets (no sidewalks by original [homeowner's] choice!).
- Keep building sidewalks in ALL new developments. We need them to encourage activity and neighborhoods.
- More handicap accessible sidewalks. There are too many that have curbs instead of ramps. I walk/jog with a stroller and have to use the streets for several blocks, because of no ramps.
- My wish is that we would have sidewalks on the blocks in our area so we wouldn't need to walk on the street in some places. It's very dangerous with the speed of the cars – is not good. Thank you!
- Need sidewalks and river trails in south Moorhead.
- Sidewalks are needed along 15th Ave N east of 11th St.
- Sidewalks around overflow ponds in new neighborhoods have been a positive.

Taxes, spending, and funding

- All those items would be nice but we need to spend our taxes on needs NOT wants. Do not spend money we don't have!
- BY FAR the most important factor for me is mosquito control. I would be willing to spend WAY more than we do now to minimize mosquito populations.
- Due to the economy it is difficult to fund programs for Moorhead.
- For more money: Convert Fire Department to volunteer like West Fargo. Take the money saved and put into law enforcement and recreation.
- I believe that a lot of these things should be done. But there must be a cost/use determination.
- Keeping the bridges that cross the river open longer is something we would be willing to pay for.
- Moorhead is out of money and needs to quit spending it.
- Moorhead seems to not be able to manage a budget. The parks are only mowed once a month. The streets are in a need of fixing and yet we have no money. I think we need to invest in our community and live within our means.
- Need more efficient use of tax money!
- NO MORE TAXES! HAVE NO MORE TO GIVE!! Everyone wants more.
- Taxes and healthcare will force us out of our home this year. After 60 years of owning a home and supporting the lifestyle of the rich we have to give up.
- The noise from TRAINS is totally unacceptable. Cannot even enjoy our backyard. Cannot have windows open at ALL. Monies are being funneled into Horizon Shores and down south. They (city officials) could care less about our neighborhood. Give ALL residents a piece of the pie. Heaven only knows we pay enough taxes!!
- Too many taxes for old retired people.

Miscellaneous comments

- Do it on our own, don't have to hire somebody for everything – or build something.
- I am a poor candidate to fill out this form due to severe osteoarthritis of the knees which restricts my ability to do physical activity however much I would like to.
- I live alone so I am active in my home besides my 30+ years in Physical Therapy and I rarely sit at work. I am 5'5.5" and 127lbs and 60 years old so for my age my friends tell me I am very flexible physically.
- I walk 2.5 to 3.5 miles each day unless I have done a lot of yard work that day. I live in the Moorhead Country Club so I do my walking on the street. The only time that I will not walk in the winter is if it is below zero and the wind is blowing hard.
- I'd like to see my car insurance go down if I'm not driving more than 1x – 2x/week. Mileage could "prove" that. Of course, you can't change THAT, but a reimbursement would be cool.
- Need: solar and wind powered city buildings.
- Sky walkways in Moorhead downtown not really needed for younger populations.
- Why has the City of Moorhead's population not increased compared to Dilworth, Fargo, and West Fargo? Get rid of officials who do nothing for the city – there are lots of them – we need new officials with new ideas!

APPENDIX TABLES

Appendix Table 1. Number of days, *in an average week*, residents get at least 30 minutes of physical activity, not necessarily all at one time

Number of days in an average week	Residents	
	Number	Percent
No days	17	4.6
1 day	32	8.7
2 to 4 days	169	45.9
5 to 7 days	146	39.7
Prefer to not answer	4	1.1
Total	368	100.0

Appendix Table 2. Location where residents get most of their physical activity

Location	Residents	
	Number	Percent
At home (e.g., on a treadmill, in the yard)	136	37.4
Gym/wellness center	61	16.8
City amenities (e.g., parks, sidewalks, trails)	88	24.2
Other*	74	20.3
Prefer to not answer	5	1.4
Total	364	100.0

Note: Residents who indicate more than one location where they get most of their physical activity were categorized as "other."

*See Appendix Table 3 for "other" locations where residents get most of their physical activity.

Appendix Table 3. Other locations where residents get most of their physical activity

Location	Number of Residents
Any place	1
At work	9
City amenities, in winter – sports center	1
City amenities, softball, golf	1
Combination of above	1
Forum paper route	1
Gardening, yards, trees	1
Golf courses	1
Gym/wellness center, city amenities	6
Gym/wellness center, golfing	1
Home – treadmill in the winter, summer out of town lake property	1
Home in the winter, city amenities in the summer	1
Home, city amenities	21
Home, gym/wellness center	8
Home, gym/wellness center, city amenities	4
Home, softball	1
Home, work	2
I use a gym, but also run outside (fair weather runner) – didn't know if I could choose more than one answer	1
In winter it would be at home. It would be nice to have activities to do with kids and also child care while I exercise	1
Lawn care, walking	1
Mall	2
Malls, Wal-Mart	1
None	1
Outdoors	1
Road cycling	1
Tennis courts, golf	1
Walking paths	1
Walking to work	1
Wellness center – Merit Care	1
Winter – at home. Spring, summer, fall – outdoors	1
Total *	75

*Total does not add up to the number of residents who indicate an “other” response in Appendix Table 2 due to residents providing more than one response.

Appendix Table 4. Residents' use of the City of Moorhead's sidewalks and trails

Use of Moorhead's sidewalks and trails	Residents (N=370)	
	Number	Percent*
Walking/running	322	87.0
Bicycling	186	50.3
Exercising a pet	119	32.2
Children's play/recreation	80	21.6
Socializing	63	17.0
Commuting	51	13.8
Rollerblading	47	12.7
Skateboarding	4	1.1
I do not use Moorhead's sidewalks and trails	23	6.2
Prefer to not answer	1	0.3
Other	4	1.1
<i>Electric cart</i>	1	
<i>Therapy</i>	1	
<i>No sidewalks on Dale Ave.</i>	1	
<i>Need more bike trails.</i>	1	

*Percentages do not equal 100.0 due to multiple responses.

Appendix Table 5. Number of times, in an average week, residents commute by foot and bicycle

Number of times in an average week	Residents			
	Foot		Bicycle	
	Number	Percent	Number	Percent
None	228	63.9	238	72.8
Once	42	11.8	27	8.3
2 to 3 times	54	15.1	41	12.5
4 to 5 times	15	4.2	13	4.0
6 or more times	16	4.5	5	1.5
Prefer to not answer	2	0.6	3	0.9
Total	357	100.0	327	100.0

Appendix Table 6. Destinations that residents would walk, ride a bicycle, and ride Metro Area Transit (MAT) bus to if they were within 15 minutes

Destinations within 15 minutes	Residents (N=370)					
	Walking		Riding bicycle		Riding MAT	
	Number	Percent*	Number	Percent*	Number	Percent*
Community/recreation center	180	48.6	129	34.9	35	9.5
Neighborhood retail and restaurants	214	57.8	120	32.4	73	19.7
Post office/public library/city government office	196	53.0	139	37.6	72	19.5
Parks	219	59.2	163	44.1	25	6.8
Your workplace/volunteer site	134	36.2	113	30.5	112	30.3
You or your children's school	107	28.9	77	20.8	41	11.1
Your place of worship	146	39.5	64	17.3	59	15.9
Other**	10	2.7	9	2.4	10	2.7

*Percentages do not equal 100.0 due to multiple responses.

**See Appendix Table 7 for a list of "other" destinations that residents would walk, ride a bicycle, and ride MAT to if they were within 15 minutes.

Appendix Table 7. Other destinations that residents would walk, ride a bicycle, and ride Metro Area Transit (MAT) bus to if they were within 15 minutes

Other destinations within 15 minutes	Number of Residents
Walking	
Grocery store/restaurant	1
Medical facility	1
Riding MAT	
Grocery store/restaurant	1
Medical appointments	1
Proposed Moorhead YMCA	1
Unknown type of travel	
Airport	1
All x 3	1
Anywhere	1
Automobile	1
Bars/restaurants	1
Doctor/dentist	1
Dome, UP	1
Gym/YMCA	1
I am disabled	1
Neighborhood visiting	1
West Acres	1
Would not travel to any destinations within 15 minutes	1
No service	1
None	2
Total*	21

Note: No residents indicate an "other" response for riding bicycle; therefore, the category was left out of Appendix Table 7.

*Total does not add up to the number of residents who indicate an "other" response in Appendix Table 6 due to residents providing more than one response.

Appendix Table 8. Number of times, in the last year, residents commuted by Metro Area Transit (MAT)

Number of times in the last year	Residents	
	MAT	
	Number	Percent
None	316	87.1
Once	12	3.3
A couple of times	14	3.9
Several times	9	2.5
Many times	11	3.0
Prefer to not answer	1	0.3
Total	363	100.0

Appendix Table 9. Metro Area Transit (MAT) services that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT

MAT services	Residents (N=370)	
	Number	Percent*
Additional routes	113	30.5
Better advertising of hours, routes	89	24.1
Increased frequency of buses	75	20.3
Faster bus rides	61	16.5
Additional bus shelters	51	13.8
Ability to check location of bus on route	48	13.0
Extended hours of operation	48	13.0
Timely transfers	48	13.0
Assistance with planning a bus trip	26	7.0
Sunday service	22	5.9
Other**	46	12.4
Prefer to not answer	56	15.1

*Percentages do not equal 100.0 due to multiple responses.

**See Appendix Table 10 for a list of "other" MAT services that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT.

Appendix Table 10. Other Metro Area Transit (MAT) services that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT

Other MAT service comments	Number of Residents
Additional MAT services and amenities	
Better seating for disabled. No standing	1
Cheaper rates	1
Earlier start time	1
Flexibility	1
Live feed on a website or phone application to check the location of bus on route (i.e., when it's snowing or really cold we aren't standing outside for a long time)	2
My job doesn't allow for extra time on buses – I would like to	1
Polite drivers	1
Stops at desired locations	1
Convenience of transfers, stops, and routes	
A route closer to my home	2
Currently bus routes don't come to our neighborhood/area	2
Does not come near Hampton in south Moorhead	1
Expanded routes	1
Fewer stops	1
Haven't seen a bus at 44th Ave S.	1
I have kids and riding the bus is not convenient	1
Nearest route over 1 mile from my house	1
They no longer run north of 15th Ave N	1
Timely routes to where I would need to go – work particularly	1
Too many transfers to get where I need to go. What takes 12 minutes to drive would be a 45 minute bus ride due to transfers	1
We do not get services out south Moorhead 45th Ave S.	1
Would ride if didn't have to transfer in Fargo	1
Personal circumstances	
Higher gas prices	1
If I could no longer drive	1
If I lost my license	1
Safety	
Feel MAT bus is unsafe to ride	1
Seat belts!	1
Will not use	
Don't need	2
Have my own transportation	2
Just prefer to drive	1
No interest	2
Nothing would work	5
Wouldn't use the bus	6
Other	
I work 3 blocks from my house. Don't really shop retail in Moorhead, only groceries	1
N/A	1
Total*	49

*Total does not add up to the number of residents who indicate an "other" response in Appendix Table 9 due to residents providing more than one response.

Appendix Table 11. *Personal factors* that would encourage residents to ride Metro Area Transit (MAT) more frequently, regardless of whether or not they currently ride MAT

Personal factors	Residents (N=370)	
	Number	Percent*
High gas prices	136	36.8
Inability to drive myself (e.g., aging, losing license)	125	33.8
Concern for the environment	76	20.5
Expense of a vehicle	73	19.7
Less stressed for time	69	18.6
More firsthand MAT experience	56	15.1
Feel MAT is safe to ride (regardless of age or gender)	45	12.2
Other**	27	7.3
Prefer to not answer	47	12.7

*Percentages do not equal 100.0 due to multiple responses.

**See Appendix Table 12 for a list of "other" personal factors that would encourage residents to ride MAT more frequently, regardless of whether or not they currently ride MAT.

Appendix Table 12. Other personal factors that would encourage residents to ride Metro Area Transit (MAT) more frequently, regardless of whether or not they currently ride MAT

Other personal factor comments	Number of Residents
Additional MAT service and amenities	
Door to door service	1
MSUM parking	1
No service as of 2009	1
No service in the area	1
Parking	1
They no longer run north of 15th Ave N	1
Comfort and safety	
Feel MAT bus is unsafe to ride	1
Less crazy people	1
Seat belts!	1
Warm in winter	1
Convenience	
Doesn't stop where we need to go	1
Flexibility	1
I have kids and riding the bus is not convenient	1
Inability to mount [board] MAT	1
More convenient than driving	1
Cost	
More inexpensive. Costly for family. Much too expensive!	2
Personal circumstances	
If I lost my license	1
If I worked in town or regular daytime hours	1
Will not use	
Have my own transportation	1
Just prefer to drive	1
No interest	1
None	1
Simply no need	1
Wouldn't ride	2
Other	
Destination, events, Dome, UP, West Acres – (on shopping days, Christmas and weekends direct)	1
I live in Moorhead, but work in West Fargo. If you have or advertise a ride to Sheyenne 9th Grade Center, West Fargo, I would use it everyday	1
N/A	1
To fit exercise in; MAT one way; bike the other from work	1
Total*	30

*Total does not add up to the number of residents who indicate an "other" response in Appendix Table 11 due to residents providing more than one response.

Appendix Table 13. Level of agreement with statements related to residents' neighborhoods

My neighborhood...	Mean*	Percent of residents						
		Level of agreement (1=strongly disagree, 5=strongly agree)					Prefer to not answer	Total
		1	2	3	4	5		
Is well maintained and generally litter free (N=360)	3.97	3.6	6.9	16.1	34.4	37.8	1.1	100.0
Has enough green space (e.g., parks, nature preserves) (N=358)	3.76	5.3	9.8	23.2	25.7	34.9	1.1	100.0
Has attractive building/home designs (N=356)	3.71	2.2	11.8	26.1	31.2	27.5	1.1	100.0
Has attractive natural sights (e.g., landscaping, views, trees) (N=358)	3.69	3.9	12.6	24.9	26.8	30.7	1.1	100.0
Has good sidewalks (N=358)	3.35	15.6	9.2	22.6	27.7	23.5	1.4	100.0

*Means are based on a 1 to 5 scale, with 1 being "strongly disagree" and 5 being "strongly agree," and exclude "prefer to not answer" responses.

Appendix Table 14. Level of importance each of the items is to residents in order to live actively, regardless of whether or not they currently have the items

Items	Mean*	Percent of residents						
		Level of importance (1=not at all important, 5=very important)					Prefer to not answer	Total
		1	2	3	4	5		
Personal								
Feeling comfortable in your surroundings (e.g., sense of security & safety) (N=361)	4.65	0.8	1.4	4.4	18.8	74.0	0.6	100.0
Good personal health (N=361)	4.55	0.8	1.4	5.0	26.9	64.0	1.9	100.0
Time (N=358)	4.36	1.7	1.4	10.3	30.4	52.8	3.4	100.0
Personal motivation (e.g., satisfaction, enjoyment, interest) (N=358)	4.11	2.8	3.6	16.8	30.4	42.7	3.6	100.0
Support from family/friends (N=359)	4.00	2.8	4.7	20.6	30.9	38.7	2.2	100.0
Feeling a sense of community (e.g., knowing your neighbors, seeing people out & about) (N=363)	3.98	3.9	5.5	16.0	36.9	36.9	0.8	100.0
Employer incentives (e.g., membership discounts, showers, equipment storage, flex time) (N=353)	3.42	13.9	9.1	20.1	23.8	26.1	7.1	100.0
Having appropriate equipment (e.g., attire, bicycle, rollerblades) (N=362)	3.42	8.3	10.2	28.5	33.1	17.4	2.5	100.0
City and community								
Good lighting (N=362)	4.44	1.7	1.7	7.7	28.5	59.9	0.6	100.0
Sidewalk maintenance (e.g., no crumbling, cracks, unevenness) (N=362)	4.35	2.2	3.9	7.5	28.7	56.9	0.8	100.0
Continuous sidewalks (N=360)	4.25	4.4	5.8	8.6	21.9	58.1	1.1	100.0
Sidewalk winter care (e.g., snow/ice removal) (N=357)	4.20	4.8	3.9	10.9	26.3	52.9	1.1	100.0
City and community (continues on next page)								

Items	Mean*	Percent of residents						
		Level of importance (1=not at all important, 5=very important)					Prefer to not answer	Total
		1	2	3	4	5		
City and community (continued)								
Attractive environment (e.g., buildings, trees, plants, boulevards) (N=357)	4.06	2.5	2.5	16.8	41.7	35.9	0.6	100.0
Animal regulations (e.g., enforcement of leash laws, refuse stations, control of strays) (N=357)	4.01	4.2	7.6	17.6	23.8	45.9	0.8	100.0
Crosswalk safety (e.g., more time to cross, shorter distances, clearly marked) (N=357)	3.95	3.1	6.4	21.0	30.8	37.8	0.8	100.0
Designated bicycle lanes on the road (N=358)	3.85	8.1	4.7	19.0	28.5	38.0	1.7	100.0
Traffic calming (e.g., reduction of traffic speed & volume) (N=356)	3.79	4.5	8.7	22.5	31.7	32.0	0.6	100.0
Street safety education for drivers/bicyclists/pedestrians (N=356)	3.69	6.7	9.0	25.0	25.6	32.6	1.1	100.0
Storage for equipment (e.g., bike racks) (N=359)	3.43	8.6	9.7	30.1	29.5	19.8	2.2	100.0
Street design (e.g., narrower or curved streets, planted boulevards) (N=359)	3.35	9.7	13.4	29.5	24.8	21.4	1.1	100.0
More convenient and timely MAT (N=354)	2.80	18.4	18.9	29.9	15.0	11.0	6.8	100.0
Recreation and entertainment								
Walkable/bikeable destinations (e.g., entertainment, parks, retail, work, school) (N=359)	4.15	1.7	3.9	13.1	39.8	40.4	1.1	100.0
Free/low-cost recreation opportunities (N=360)	3.62	5.6	12.5	24.2	27.8	28.6	1.4	100.0
Centralized information source for community activities/events (N=354)	3.38	7.3	12.4	31.9	28.2	18.1	2.0	100.0
Community/recreation center (N=355)	3.22	11.5	14.1	32.1	22.3	18.3	1.7	100.0
Organized recreational/fitness activities (N=358)	3.09	10.1	19.8	34.1	20.1	14.5	1.4	100.0

*Means are based on a 1 to 5 scale, with 1 being "not at all important" and 5 being "very important," and exclude "prefer to not answer" responses.

Appendix Table 15. Attractions and recreational opportunities that do or would encourage residents to get out and be active

Attractions and recreational opportunities	Residents (N=370)	
	Number	Percent*
Attractions		
Farmers' markets	252	68.1
Concerts	211	57.0
Festivals/celebrations/parades	201	54.3
Craft shows	139	37.6
Botanical gardens/conservatory	130	35.1
Cook-offs	50	13.5
Indoor-exclusive recreational opportunities		
Indoor walking facilities	217	58.6
Indoor swimming pool	139	37.6
Indoor playgrounds	81	21.9
Indoor dog park	55	14.9
Outdoor-exclusive recreational opportunities		
Walking/bike trails	274	74.1
Parks	224	60.5
Park amenities (e.g., picnic shelters, gazebos, drinking fountains, restrooms)	200	54.1
Benches/seating (e.g., in parks, Downtown)	151	40.8
Outdoor playgrounds	107	28.9
Outdoor swimming pool	107	28.9
Cross country ski trails	104	28.1
Fishing (e.g., ponds, rivers)	85	23.0
Community gardens	80	21.6
Access to river	75	20.3
Outdoor dog park	74	20.0
Lifetime sports (e.g., bocce ball, croquet, horse shoes)	63	17.0
Designated snowmobile trails	28	7.6
Recreational opportunities carried out both indoors and outdoors		
Recreation centers/facilities	120	32.4
Recreational equipment rental (e.g., skis, canoes/kayaks, skates, bicycles)	90	24.3
Athletic courts/fields	80	21.6
Ice skating rink	79	21.4
Exercise stations/circuits along trails	69	18.6
Skate/bike park	52	14.1
Other		
Other**	25	6.8
Prefer to not answer	9	2.4

*Percentages do not equal 100.0 due to multiple responses.

**See Appendix Table 16 for a list of "other" attractions and recreational opportunities that do or would encourage residents to get out and be active.

Appendix Table 16. Other attractions and recreational opportunities that do or would encourage residents to get out and be active

Other attractions and recreational opportunities	Number of Residents
Athletic venues, courts, and fields	
2 very nice public golf courses	1
Cross country ski trails on the river front in south Moorhead	1
Free/low cost work out facilities	1
Multiple clean disc golf courses	1
Outdoor archery range	1
Pickleball courts	1
Short 9 hole golf course	1
Classes, clubs, events, and rentals	
Cross country ski lessons or snow shoe lessons	1
Curling club	1
Guided hiking, classes (e.g., Kayaking)	1
Kids or family events	1
Reasonable rent for skis, canoes	1
Dogs and dog parks	
Better dog park location	1
Indoor dog park would be great for the long winter!	2
Walking dogs indoors and outdoors with a leash	1
Maintenance and beautification	
Better maintained city green spaces	1
Plants, trees, flowers in south Moorhead	1
Safety	
A SAFE, LEVEL bike/walking path from southeast Moorhead to East-Ten area	1
More protection for children	1
Walking and bicycling venues	
Bike lanes integrated into roadways!!! Like Europe, Asia... America does NOT get it!	1
Walking trails in my area of the city	1
Water related attractions and activities	
Indoor water park!	1
Manmade lakes – about 50x bigger than Buffalo Park (state)	1
Miscellaneous	
Active airport	1
Disabled	1
I work in physical therapy – I am 60 years old so I have had a very active job for 30+ years	1
Total*	27

*Total does not add up to the number of residents who indicate an “other” response in Appendix table 15 due to residents providing more than one response.

Appendix Table 17. The amount residents would contribute, through taxes, special assessments, subsidies, user fees, or purchase prices, to fund services and amenities in the City of Moorhead

Services/amenities	Mean*	Percent of residents							
		Amount of contribution (1=I want – but will not pay at all, 5=I want – and will pay a great deal)					Do not want	Prefer to not answer	Total
		1	2	3	4	5			
Recreation facilities (e.g., indoor public pool, community/recreation center, athletic courts/fields, ice skating rink) (N=354)	3.03	13.8	16.1	26.6	22.9	11.9	4.5	4.2	100.0
Additional police presence (N=347)	2.95	11.8	19.0	28.5	19.0	9.8	6.1	5.8	100.0
Public green space, parks, plazas (N=349)	2.94	11.5	17.5	35.5	20.9	7.2	3.4	4.0	100.0
Convenience/connectivity of the streets/sidewalks/trails (N=342)	2.87	14.3	13.5	38.6	19.0	5.6	5.0	4.1	100.0
Additional sidewalks/trails (N=348)	2.74	14.1	17.5	37.9	15.5	3.7	7.5	3.7	100.0
Beautification (e.g., vegetation, lighting, surrounding views) (N=349)	2.74	14.3	24.1	33.2	15.2	6.6	2.6	4.0	100.0
Small-scale retail (N=349)	2.63	22.3	15.2	33.8	15.8	5.2	3.4	4.3	100.0
Annual events (e.g., festivals, cook-offs, parades) (N=354)	2.57	20.1	22.0	31.4	13.6	4.5	4.0	4.5	100.0
Restoration/preservation (e.g., Downtown, existing neighborhoods) (N=350)	2.56	21.1	21.7	28.0	15.7	4.0	5.4	4.0	100.0
Large-scale retail (e.g., shopping mall, big-box stores) (N=349)	2.47	28.1	14.3	20.9	14.9	5.7	12.0	4.0	100.0
Year-round accessibility to recreation along the river (N=353)	2.31	27.8	19.8	19.3	11.0	4.0	12.7	5.4	100.0
More convenient and frequent MAT (N=352)	2.21	29.3	20.7	21.3	8.2	2.8	10.2	7.4	100.0

*Means are based on a 1 to 5 scale, with 1 being "I want – but will not pay at all" and 5 being "I want – and will pay a great deal," and exclude "do not want" and "prefer to not answer" responses.

Appendix Table 18. Moorhead residents' opinion regarding the general quality of life in Moorhead today, compared to five years ago

General quality of life in Moorhead	Residents	
	Number	Percent
1 – Much worse	13	3.6
2	20	5.5
3	168	46.2
4	106	29.1
5 – Much better	28	7.7
Not applicable	21	5.8
Prefer to not answer	8	2.2
Total	364	100.0
Mean*	3.35	

*Mean is based on a 1 to 5 scale, with 1 being "much worse" and 5 being "much better," and excludes "not applicable" and "prefer to not answer" responses.

Appendix Table 19. Location of residents' home

Location of residents' home	Residents	
	Number	Percent
North of Center Ave.	74	20.2
Between Center Ave. and I-94 (WEST of 20th St.)	92	25.1
Between Center Ave. and I-94 (EAST of 20th St.)	60	16.3
South of I-94	136	37.1
Prefer to not answer	4	1.1
Other*	1	0.3
<i>Morningside Addition</i>	1	
<i>Lake and city</i>	1	
Total	367	100.0

*Other does not add up to the number of residents who indicate an "other" response due to residents providing more than one response.

Appendix Table 20. Whether residents own or rent their home

Own or rent home	Residents	
	Number	Percent
Own	362	98.4
Rent	4	1.1
Prefer to not answer	2	0.5
Total	368	100.0

Appendix Table 21. Whether residents work or volunteer outside the home

Work or volunteer outside the home	Residents	
	Number	Percent
Yes	301	81.8
No	61	16.6
Prefer to not answer	6	1.6
Total	368	100.0

Appendix Table 22. Approximate annual household income of residents before taxes

Annual household income	Residents	
	Number	Percent
Less than \$20,000	28	7.7
\$20,000 to \$39,999	57	15.6
\$40,000 to \$69,999	105	28.7
\$70,000 to \$119,999	90	24.6
\$120,000 or more	37	10.1
Do not know/prefer to not answer	49	13.4
Total	366	100.0

Appendix Table 23. Whether residents are the parent or primary caregiver of a child or children 18 years of age or younger

Primary caregiver of child(ren) 18 years or younger	Residents	
	Number	Percent
Yes	120	32.7
No	242	65.9
Prefer to not answer	5	1.4
Total	367	100.0

Appendix Table 24. Age of residents

Age	Residents	
	Number	Percent
Younger than 18 years old	0	0.0
18 to 29	29	7.9
30 to 44	87	23.7
45 to 64	153	41.7
65 to 74	53	14.4
75 years or older	39	10.6
Prefer to not answer	6	1.6
Total	367	100.0

Appendix Table 25. Race or ethnicity of residents

Race/ethnicity	Residents	
	Number	Percent
White	348	94.3
Black/African American	1	0.3
Native American/Alaska Native	1	0.3
Asian/Pacific Islander	2	0.5
Hispanic	2	0.5
Prefer to not answer	8	2.2
Other*	7	1.9
<i>White & Native American/Alaska Native</i>	1	
<i>U.S.-ian</i>	1	
<i>White & Hispanic</i>	1	
<i>French Canadian</i>	1	
<i>Norwegian</i>	1	
Total	369	100.0

*Other does not add up to the number of residents who indicate an "other" response due to residents not specifying what "other" race/ethnicity they are.

Appendix Table 26. Gender of residents

Gender	Residents	
	Number	Percent
Female	234	64.3
Male	125	34.3
Prefer to not answer	5	1.4
Total	364	100.0

SURVEY COVER LETTER AND SURVEY INSTRUMENT



North Dakota State Data Center

At North Dakota State University - PO BOX 6050, Dept. 8000, Fargo, ND 58108-6050

Phone: (701) 231-8621 Fax: (701) 231-9730 URL: www.ndsu.edu/sdc

Dr. Richard Rathge, Director

June 15, 2009

Dear Moorhead resident,

Active in Moorhead (AIM) is a partnership between Clay County Public Health, the City of Moorhead, and the Fargo-Moorhead Metropolitan Council of Governments (Metro COG) that seeks to improve the health of Moorhead's residents by increasing physical activity through community design. Earlier this year, the partnership conducted several neighborhood meetings to gain insight into residents' views on how housing, walking, shopping, trails, schools, recreation, streets, bicycling, parks, and transit affect the way you live, work, and play. You may have participated in one of those meetings.

Now we would like to determine how the city can create an environment that encourages its residents to stay active and healthy in their daily routines. In order to understand how the city can create this environment, we need your help. We have contracted with the North Dakota State Data Center to conduct a survey to gather input from Moorhead residents. The survey explores what encourages you to be physically active – personally and in your community – how you get around in the community, and the value you place on community services and facilities that can impact your activities.

We are inviting you to participate in this research study. The enclosed survey is voluntary and you may quit at any time. There is no penalty if you choose not to complete the survey and there are no known risks. The survey should take you about 10 minutes to complete. Your responses are strictly confidential – please do not make any identifying marks on the survey – and will be combined with those of other residents. Results of the study will be made available in a report and distributed to members of the partnership and the community. For your convenience, we have enclosed a prepaid self-addressed envelope. It is important that we have your survey returned by **Tuesday, June 30, 2009**.

If you have any questions about this research study you may call Gina Nolte at 218-299-7185 or Dr. Richard Rathge at 701-231-8621. If you have questions about the rights of human research subjects or to report a problem, please call the NDSU Institutional Review Board at 701-231-8908.

Thank you for your consideration in this important research study.

Sincerely,

A handwritten signature in blue ink, appearing to read "Richard W. Rathge".

Richard W. Rathge, Director
North Dakota State Data Center
North Dakota State University
PO Box 6050, Dept. 8000
Fargo, North Dakota 58108-6050

A handwritten signature in blue ink, appearing to read "Gina Nolte".

Gina Nolte, Director
Clay County Health Promotion
Clay County Public Health
715 11th Street North, Suite 303
Moorhead, Minnesota 56560

Moorhead Active Living Survey

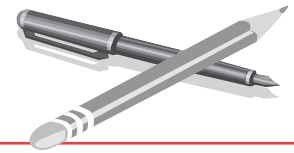
The Active in Moorhead (AIM) partnership between the City of Moorhead, the Fargo-Moorhead Metropolitan Council of Governments (Metro COG), and Clay County Public Health is exploring how the City of Moorhead can create an environment that encourages its residents to become active and stay active through choices in their daily routines. The AIM partnership has received funding from Blue Cross and Blue Shield of Minnesota who is also encouraging a lifestyle that integrates physical activity into daily lives.

- Use a pencil or blue or black pen.
- Fill bubbles completely.
- Do not mark answers with Xs or ✓s.

Correct Mark:



Incorrect Marks:



Walking, Bicycling, and Metro Area Transit (MAT) bus

Q1. How do you use the City of Moorhead's sidewalks and trails? (choose all that apply)

- | | |
|--|--|
| <input type="radio"/> Walking/running | <input type="radio"/> Children's play/recreation |
| <input type="radio"/> Exercising a pet | <input type="radio"/> Socializing |
| <input type="radio"/> Rollerblading | <input type="radio"/> I do not use Moorhead's sidewalks and trails |
| <input type="radio"/> Skateboarding | <input type="radio"/> Prefer to not answer |
| <input type="radio"/> Bicycling | <input type="radio"/> Other (please specify) _____ |
| <input type="radio"/> Commuting | |

Commuting activities include: going to work, going shopping, taking a child to childcare or to school, or running other errands. For questions 2a and 2b, please count only commuting that you do entirely or partially on foot, by bicycle, or by MAT.

Q2a. Please indicate how many times, in an average week, you commute by **foot** and by **bicycle**.

FOOT

- None
- Once
- 2 to 3 times
- 4 to 5 times
- 6 or more times
- Prefer to not answer

BICYCLE

- None
- Once
- 2 to 3 times
- 4 to 5 times
- 6 or more times
- Prefer to not answer

Q2b. Please indicate how many times, in the last year, you commuted by **MAT bus**.

MAT

- None
- Once
- A couple of times
- Several times
- Many times
- Prefer to not answer

Q3. Please tell us what would encourage you to ride MAT more frequently, regardless of whether or not you ride MAT currently. **Please choose up to three items from each column.**

MAT Services

- Additional bus shelters
- Additional routes
- Increased frequency of buses
- Faster bus rides
- Timely transfers
- Assistance with planning a bus trip
- Extended hours of operation
- Sunday service
- Ability to check location of bus on route
- Better advertising of hours, routes
- Prefer to not answer
- Other (please specify) _____

Personal

- Inability to drive myself (e.g., aging, losing license)
- High gas prices
- Expense of a vehicle
- Concern for the environment
- Less stressed for time
- Feel MAT is safe to ride (regardless of age or gender)
- More firsthand MAT experience
- Prefer to not answer
- Other (please specify) _____

Q4. For each mode of transportation: walking, riding bicycle, and riding MAT - which of the following destinations would you travel to if they were within **15 minutes**? (choose all that apply for each mode)

<u>Destinations</u>	Walking	Riding Bicycle	Riding MAT
Community/recreation center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood retail and restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post office/public library/city government office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your work place/volunteer site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You or your children's school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your place of worship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Dynamics of Active Living

Aspects of your built environment can impact your ability to be active in your daily life.

Q5. Using a one to five scale, with one being "strongly disagree" and five being "strongly agree," please tell us your level of agreement with each of the following statements about your neighborhood. Please use your own definition of what your neighborhood is to respond to the statements.

<u>My neighborhood...</u>	Strongly Disagree	←————→			Strongly Agree	Prefer to not answer
Has attractive natural sights (e.g., landscaping, views, trees).	①	②	③	④	⑤	<input type="radio"/>
Has attractive building/home designs.	①	②	③	④	⑤	<input type="radio"/>
Has good sidewalks.	①	②	③	④	⑤	<input type="radio"/>
Is well maintained and generally litter free.	①	②	③	④	⑤	<input type="radio"/>
Has enough green space (e.g., parks, nature preserves).	①	②	③	④	⑤	<input type="radio"/>

Q6. Using a one to five scale, with one being "not at all" and five being "very," please tell us how important each of the following items is to you in order to live actively (regardless of whether or not you currently have it).

<u>Items</u>	Not at all	←————→ Important			Very	Prefer to not answer
Continuous sidewalks	①	②	③	④	⑤	<input type="radio"/>
Sidewalk maintenance (e.g., no crumbling, cracks, unevenness)	①	②	③	④	⑤	<input type="radio"/>
Sidewalk winter care (e.g., snow/ice removal)	①	②	③	④	⑤	<input type="radio"/>
Traffic calming (e.g., reduction of traffic speed & volume)	①	②	③	④	⑤	<input type="radio"/>
Street design (e.g., narrower or curved streets, planted boulevards)	①	②	③	④	⑤	<input type="radio"/>
Crosswalk safety (e.g., more time to cross, shorter distances, clearly marked)	①	②	③	④	⑤	<input type="radio"/>
Street safety education for drivers/bicyclists/pedestrians	①	②	③	④	⑤	<input type="radio"/>
Designated bicycle lanes on the road	①	②	③	④	⑤	<input type="radio"/>
Good lighting	①	②	③	④	⑤	<input type="radio"/>
Attractive environment (e.g., buildings, trees, plants, boulevards)	①	②	③	④	⑤	<input type="radio"/>
Walkable/bikeable destinations (e.g., entertainment, parks, retail, work, school)	①	②	③	④	⑤	<input type="radio"/>
Animal regulations (e.g., enforcement of leash laws, refuse stations, control of strays)	①	②	③	④	⑤	<input type="radio"/>
Feeling comfortable in your surroundings (e.g., sense of security & safety)	①	②	③	④	⑤	<input type="radio"/>
Organized recreational/fitness activities	①	②	③	④	⑤	<input type="radio"/>
Free/low-cost recreation opportunities	①	②	③	④	⑤	<input type="radio"/>
Community/recreation center	①	②	③	④	⑤	<input type="radio"/>
More convenient and timely MAT	①	②	③	④	⑤	<input type="radio"/>
Centralized information source for community activities/events	①	②	③	④	⑤	<input type="radio"/>
Employer incentives (e.g., membership discounts, showers, equipment storage, flex time)	①	②	③	④	⑤	<input type="radio"/>
Personal motivation (e.g., satisfaction, enjoyment, interest)	①	②	③	④	⑤	<input type="radio"/>
Good personal health	①	②	③	④	⑤	<input type="radio"/>
Time	①	②	③	④	⑤	<input type="radio"/>
Support from family/friends	①	②	③	④	⑤	<input type="radio"/>
Feeling a sense of community (e.g., knowing your neighbors, seeing people out & about)	①	②	③	④	⑤	<input type="radio"/>
Storage for equipment (e.g., bike racks)	①	②	③	④	⑤	<input type="radio"/>
Having appropriate equipment (e.g., attire, bicycle, rollerblades)	①	②	③	④	⑤	<input type="radio"/>

Q7. Please indicate which of the following **attractions and recreational opportunities** do/would encourage you to get out and be active. (choose all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Farmers' markets | <input type="checkbox"/> Community gardens |
| <input type="checkbox"/> Concerts | <input type="checkbox"/> Fishing (e.g., ponds, rivers) |
| <input type="checkbox"/> Festivals/celebrations/parades | <input type="checkbox"/> Cross country ski trails |
| <input type="checkbox"/> Cook-offs | <input type="checkbox"/> Designated snowmobile trails |
| <input type="checkbox"/> Craft shows | <input type="checkbox"/> Skate/bike park |
| <input type="checkbox"/> Parks | <input type="checkbox"/> Benches/seating (e.g., in parks, Downtown) |
| <input type="checkbox"/> Indoor swimming pool | <input type="checkbox"/> Indoor playgrounds |
| <input type="checkbox"/> Outdoor swimming pool | <input type="checkbox"/> Outdoor playgrounds |
| <input type="checkbox"/> Walking/bike trails | <input type="checkbox"/> Ice-skating rink |
| <input type="checkbox"/> Recreation centers/facilities | <input type="checkbox"/> Access to river |
| <input type="checkbox"/> Athletic courts/fields | <input type="checkbox"/> Indoor dog park |
| <input type="checkbox"/> Exercise stations/circuits along trails | <input type="checkbox"/> Outdoor dog park |
| <input type="checkbox"/> Lifetime sports (e.g., bocce ball, croquet, horse shoes) | <input type="checkbox"/> Prefer to not answer |
| <input type="checkbox"/> Indoor walking facilities | |
| <input type="checkbox"/> Botanical gardens/conservatory | |
| <input type="checkbox"/> Recreational equipment rental (e.g., skis, canoes/kayaks, skates, bicycles) | |
| <input type="checkbox"/> Park amenities (e.g., picnic shelters, gazebos, drinking fountains, restrooms) | |
| <input type="checkbox"/> Other (please specify) _____ | |

Community Investment

Q8. Using a one to five scale, with one being "I want - but will not pay at all" and five being "I want - and will pay a great deal," please indicate how much you would contribute, through taxes, special assessments, subsidies, user fees, or purchase prices, to fund the following services and amenities in the City of Moorhead. Mark "DO NOT WANT" if you don't want the service/amenity at all.

<u>Services/Amenities</u>	Will not pay at all	Want					Will pay a great deal	DO NOT WANT	Prefer to not answer
Additional sidewalks/trails	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Convenience/connectivity of the streets/sidewalks/trails	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Additional police presence	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Beautification (e.g., vegetation, lighting, surrounding views)	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Restoration/preservation (e.g., Downtown, existing neighborhoods)	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Large-scale retail (e.g., shopping mall, big-box stores)	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Small-scale retail	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Annual events (e.g., festivals, cook-offs, parades)	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Year-round accessibility to recreation along the river	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
More convenient and frequent MAT	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Public green space, parks, plazas	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		
Recreation facilities (e.g., indoor public pool, community/recreation center, athletic courts/fields, ice skating rink)	①	②	③	④	⑤	<input type="radio"/>	<input type="radio"/>		

Overall

Q9. Using a one to five scale, with one being "much worse" and five being "much better," please tell us your opinion on the following quality of life statement.

Compared to 5 years ago, the general quality of life in Moorhead is...

Much Worse		Much Better	Not applicable	Prefer to not answer
①		② ③ ④ ⑤	<input type="radio"/>	<input type="radio"/>

You

Please tell us about you.

Q10. Do you work/volunteer outside the home?

- Yes
- No
- Prefer to not answer

Q11. What is your gender?

- Female
- Male
- Prefer to not answer

Q12. Which age category do you fit in?

- Younger than 18 years old
- 18 to 29
- 30 to 44
- 45 to 64
- 65 to 74
- 75 years or older
- Prefer to not answer

Q13. What is your approximate annual household income before taxes?

- Less than \$20,000
- \$20,000 to \$39,999
- \$40,000 to \$69,999
- \$70,000 to \$119,999
- \$120,000 or more
- Do not know/prefer to not answer

Q14. What best describes your race/ethnicity? (choose all that apply)

- White
- Black/African American
- Native American/Alaska Native
- Asian/Pacific Islander
- Hispanic
- Prefer to not answer
- Other (please specify) _____

Q15. Do you own or rent your home?

- Own
- Rent
- Prefer to not answer

Q16. Are you the parent or primary caregiver of a child or children 18 years of age or younger?

- Yes
- No
- Prefer to not answer

Q17. How many days, in an average week, do you get at least 30 minutes of physical activity (not necessarily all at one time)?

- No days
- 1 day
- 2 to 4 days
- 5 to 7 days
- Prefer to not answer

Q18. Where do you get most of your physical activity?

- At home (e.g., on a treadmill, in the yard)
- Gym/wellness center
- City amenities (e.g., parks, sidewalks, trails)
- Prefer to not answer
- Other (please specify) _____

Q19. Where do you live?

- North of Center Ave.
- Between Center Ave. and I-94 (WEST of 20th St.)
- Between Center Ave. and I-94 (EAST of 20th St.)
- South of I-94
- Prefer to not answer
- Other (please specify) _____

Comments

Please use the space below to provide us with any additional comments you have regarding active living in your daily routine. What are other communities doing to encourage active living among residents that you would like to see in Moorhead?

Thank you for taking time to help us with this important study!