



Brunswick, ME Midcoast Athletic & Recreation Complex at Brunswick Landing Survey Final Report



January 2022



Table of Contents

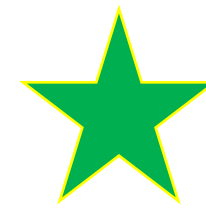
- Introduction
- Methodology
- Key Findings
- Demographic Overview
- Living in Brunswick
- Usage Satisfaction with Parks and Recreation
- Midcoast Athletic & Recreation Complex Preferences
- Communication
- Financial Choices
- Additional Comments
- Demographics

Introduction

- The purpose of this study was to gather feedback to better understand the community's needs and desires for the Midcoast Athletic & Recreation Complex (MARC) and satisfaction with parks and recreation facilities, programs and services.
- This survey research effort and subsequent analysis were designed to assist the community in assessing the residents' needs and desires, with specific emphasis on the Midcoast site.



Methodology



Primary methods:

1 = Statistically Valid (Invitation Survey)

Mailed postcard with an invitation to complete online through password protected website. Additionally, paper surveys were available upon request.

2 = Open Link Survey

Online survey available to all residents of the Town of Brunswick.

5,000 Postcards Mailed (4,835 delivered)

1,345

Total
Surveys



424 - Invitation Online and Paper surveys completed
+/- 4.7% Margin of Error



921 - Open Link Surveys Completed

Weighting the Data

1

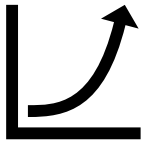
The underlying data from the survey were weighted by Brunswick Town population, age and Voting Districts, to ensure appropriate representation of City residents across different demographic cohorts in the sample.



2

Using ESRI Business Analyst for population and age distributions, and Town data for Voting District's population, the total Invite sample was adjusted statistically to more closely match the actual population profile of the Town of Brunswick.

Key Findings



Strong Overall Response to the Surveys

The two versions of the survey, the statistically valid Invite version, and the Open version, both had strong response. Together they provide an excellent source on input on topics addressed through the survey including opinions related to the Midcoast Athletic and Recreation Complex (MARC). Survey results are presented in formats that compare responses from each survey source, with an Overall response also reported. In general, responses from the Open survey are similar to the Invite, a positive finding in that it indicates the special interest groups did not dominate the Open survey responses.



Demographic Responses

The surveys included a set of demographic questions that are used to provide breakdowns of responses by key metrics such as location of residence (Voting Districts), age, income, gender, ethnicity, length of time living in Brunswick, etc. These results are presented near the end of this report and can be used for additional crosstabulations should community discussions suggest the need for additional statistical analysis.



Key Findings



Living in Brunswick

Invite respondents have a long tenure in the Town of Brunswick, with 58% residing in the town for 11 years or more. Their average length of residency is 16.1 years. A third of respondents had children at home with ages varying from 0-19. Length of time in Town, presence of children, and Voting Districts were three questions that were used for some special analysis related to potential MARC facilities.



Use of Town Facilities and Satisfaction

In terms of current use from Invite respondents, trails and pathways and town parks and natural areas are most used, followed by athletic fields and outdoor facilities. Least used were ice rinks, community gardens and Coffin Pond. Satisfaction with current facilities is generally high with the most used amenities all rated 75% or higher on the five-point satisfaction scale.



Communication

There is room for improvement to better leverage communication efforts and information dissemination about parks and recreation to further create awareness in the Town of Brunswick. On average, respondents rated communication a 3 on a scale of 1 to 5, with 5 being "very effective." A majority (66%) would prefer to receive information via email, followed by a newsletter/e-newsletter and the Town of Brunswick website.



Key Findings



Midcoast Athletic & Recreation Complex Preferences

An important purpose of the survey was to evaluate preferences for the MAR Complex in Brunswick. There is strong support for the Complex at Brunswick landing with 82% of Invite respondents rating it a 4 “somewhat important” or 5 “very important”. There was relatively little variation in the support for the complex when analyzed by voting district and presence of children. However, long-time residents (older ones too) were less likely to consider the facilities important/very important.

Based on a list of potential facilities for inclusion, Invite respondents are particularly interested in restrooms, water fountains, and a playground, with an amphitheater the only addition that received less than 47% saying its was important. (However, about half of all respondents did indicate that a “semi-covered pavilion” was important.) The survey asked about aquatics center facilities and 88% of Invite respondents prefer an indoor center over outdoor. Based on a list of features, lap lanes were highest rated importance, followed by a leisure pool, and a shallow pool for toddlers. There is a clear gradation of amenities within an aquatic center that can be used for future planning.

The survey also identified priorities for MARC outdoor sports fields and courts. Basketball courts, rectangular athletic fields, and a covered outdoor ice rink received the highest ratings, all over 60% “important.” Bike/running trails and fitness equipment were also rated important.



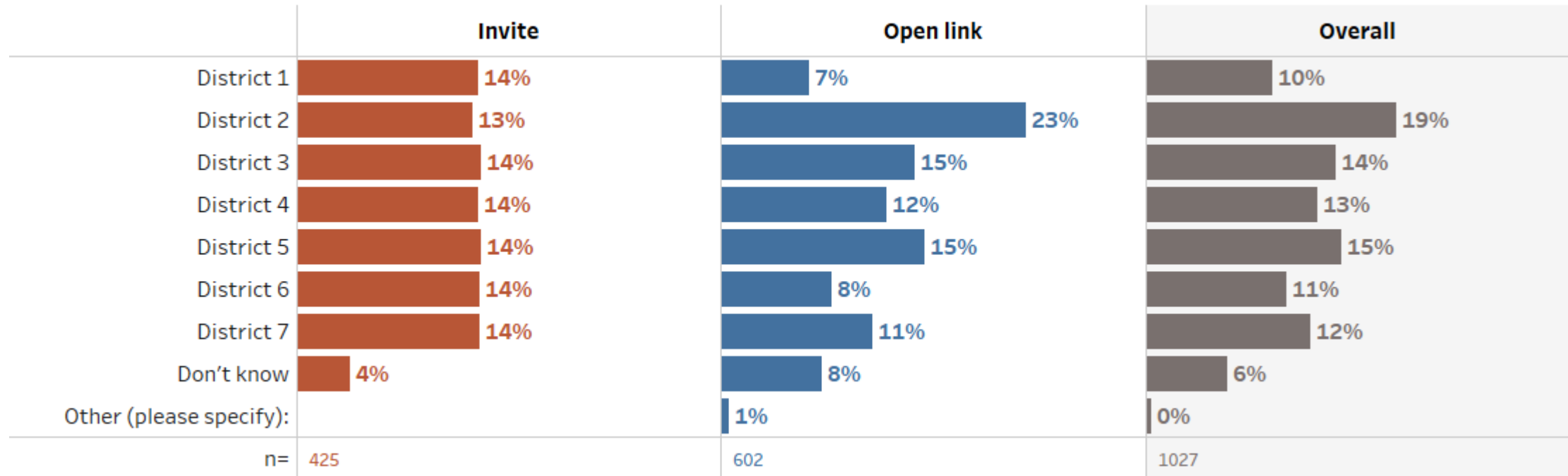
Selected Demographic Breakdowns



Voting District

As noted above, the Invite Sample was “weighted” by Voting District and by the age of the respondent. This results in residents of the districts having equal weight in the overall survey results as shown below. However, the Open Link responses were not weighted, and as shown below, there was variation in response rates by district.

Q 2: Which Voting District of the Town of Brunswick do you live in?



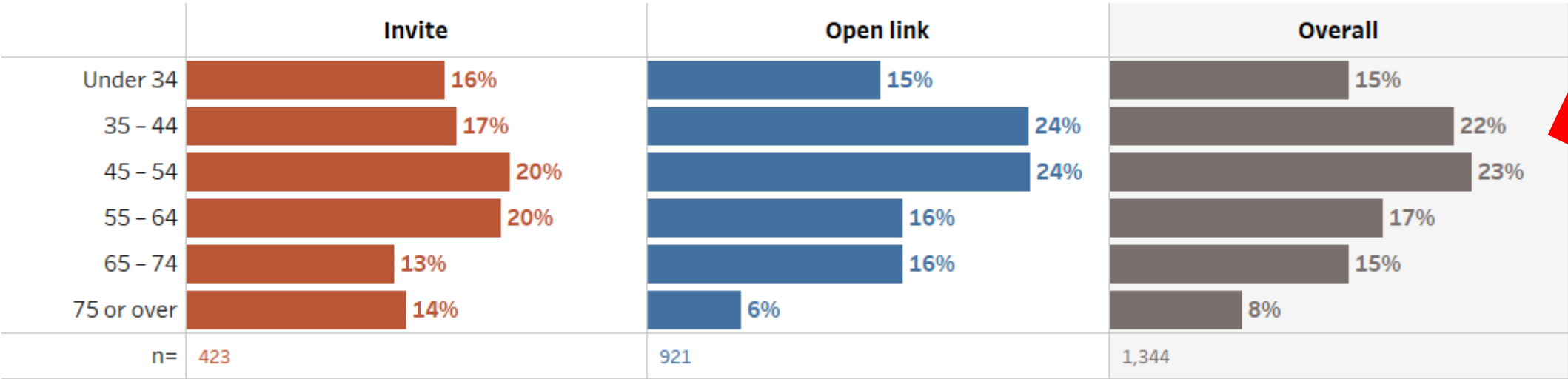
Source: RRC Associates

Age



As noted, the Invite Sample was “weighted” by Age as well as by Voting District of the respondent. This results in the Invite responses closely representing the age distribution of residents of Brunswick based on the U.S. Census. However, the Open Link responses were not weighted. The survey includes respondents from all age groups although the under 34 segment is relatively less represented because they responded to the survey in low numbers.

Q 6: What is your age?

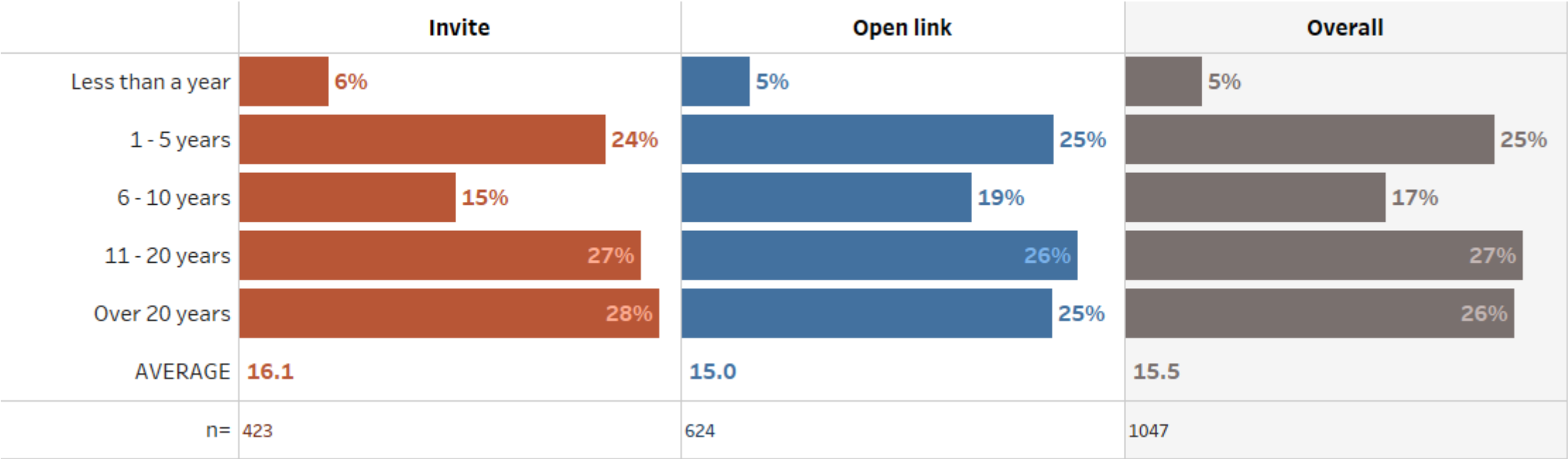


Source: RRC Associates

Time in the Town of Brunswick

There are variations in how long respondents have lived in Brunswick with 6% reporting “less than a year,” and 28% identifying “over 20 years.” This variable was used to segment survey responses from newer residents compared to long-timers, and there are some differences as described in slides that follow.

Q 3: How long have you lived in the Town of Brunswick?



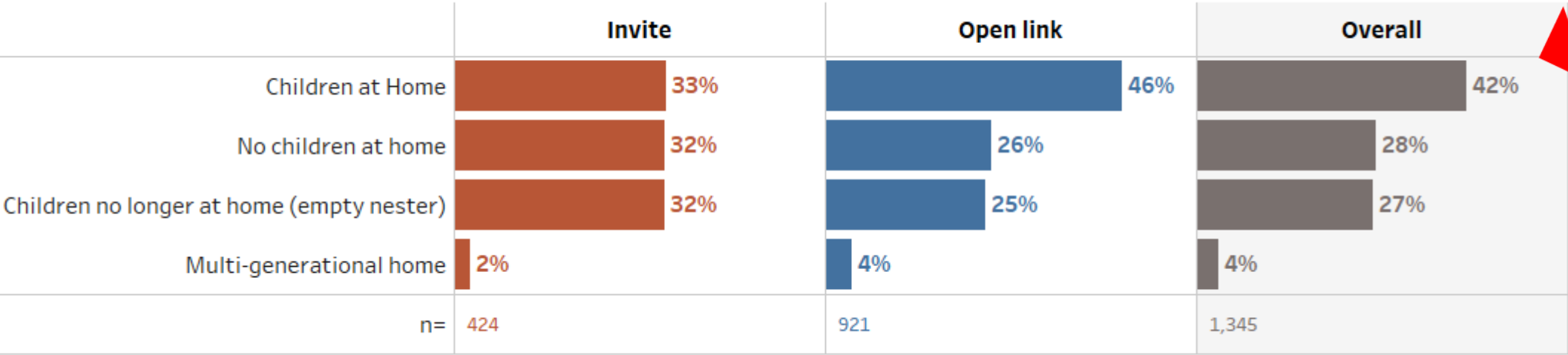
Source: RRC Associates

Household Makeup



About one-third of Invite respondents had children at home, no children at home or children no longer at home. Open-link respondents are more likely to have children.

Q 4: Which of these categories best describes your household?



Source: RRC Associates

Usage & Satisfaction with Parks & Recreation

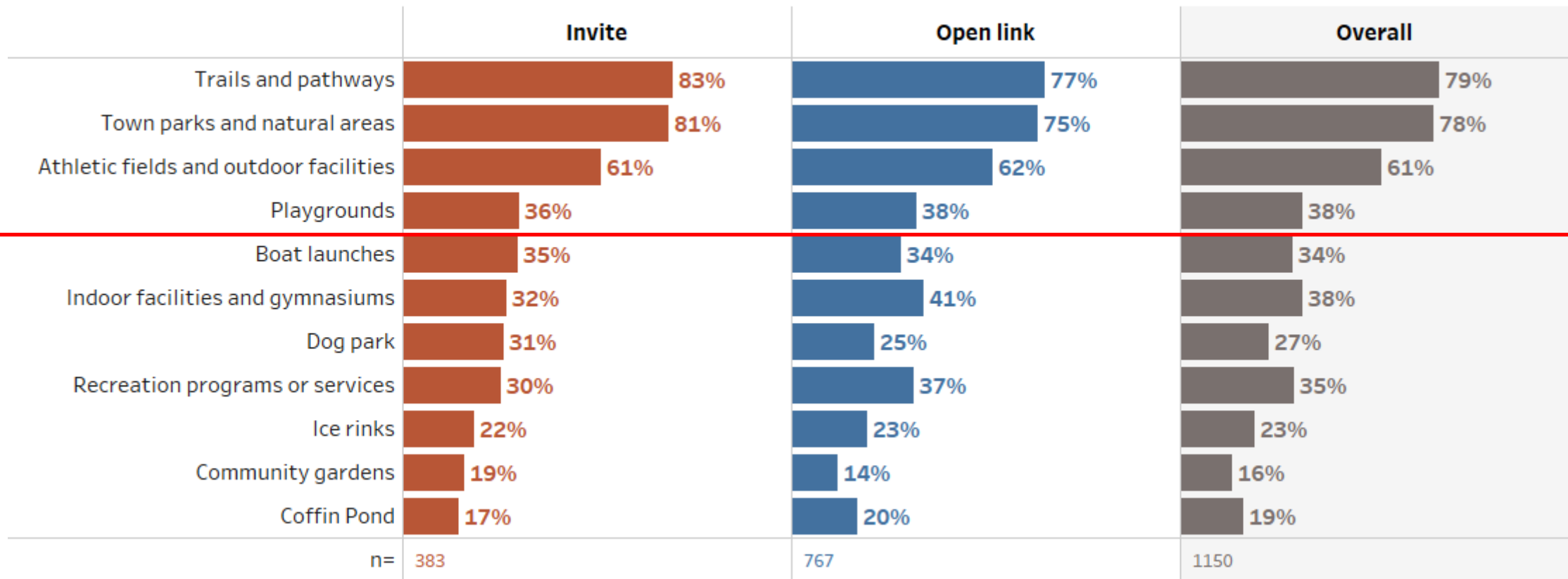


Facility Use



Trails, parks and natural areas are the most used parks and recreation assets overall, even more so for Invite respondents. Next most used facilities are “Athletic fields and outdoor facilities” with 61% saying they have used the facilities in the past 12 months. Open link respondents use indoor gyms and recreation programs relatively more frequently.

Q 7: Which of the following have you or your household used in the past 12 months?



Source: RRC Associates

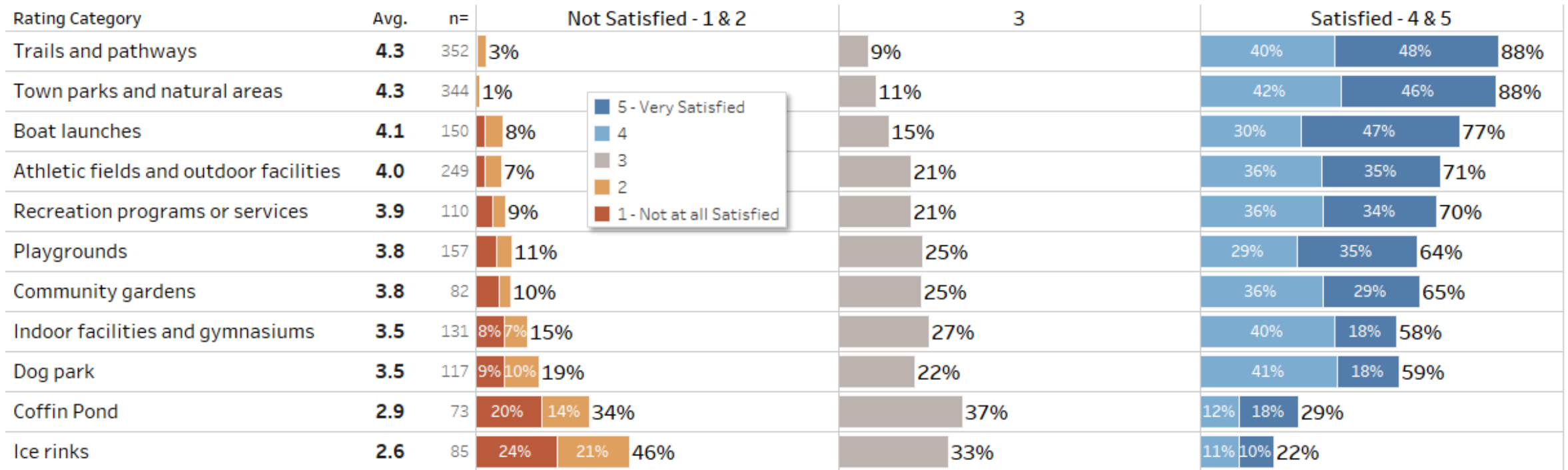
Facility Satisfaction

Average Rating & Percent Responding – Invite Sample Only

The two most used assets in Brunswick are also the highest rated in terms of satisfaction, trails and town parks (4.3 among Invite respondents), a very positive satisfaction rating. Coffin Pond and the ice rinks receive lower ratings.

Q 7: How satisfied have you and your household been with the quality of the following provided by the Town of Brunswick?

*Invite Sample Only



*Ratings categories are sorted in descending order by that average rating

Source: RRC Associates

Facility Satisfaction

Average Rating – Invite, Open Link, & Overall

Comparing satisfaction ratings between the Invite and Open responses, most facilities had a high rating overall with Invite respondents tending to rate satisfaction with facilities slightly higher on most facilities. The ice rinks and Coffin Pond are facilities that may require more attention based on the satisfaction scores.

Q 7: How satisfied have you and your household been with the quality of the following provided by the Town of Brunswick?

	Invite	Open link	Overall
Town parks and natural areas	n=344 4.3	n=618 4.2	n=962 4.3
Trails and pathways	n=352 4.3	n=643 4.2	n=995 4.3
Boat launches	n=150 4.1	n=272 3.9	n=422 4.0
Recreation programs or services	n=110 3.9	n=310 3.9	n=420 3.9
Athletic fields and outdoor facilities	n=249 4.0	n=507 3.8	n=756 3.9
Playgrounds	n=157 3.8	n=338 3.8	n=495 3.8
Community gardens	n=82 3.8	n=137 3.6	n=219 3.7
Dog park	n=117 3.5	n=224 3.7	n=341 3.6
Indoor facilities and gymnasiums	n=131 3.5	n=357 3.6	n=488 3.6
Coffin Pond	n=73 2.9	n=189 3.1	n=262 3.0
Ice rinks	n=85 2.6	n=212 2.8	n=297 2.7

Source: RRC Associates

Lack of Park and Recreation Use

Open-ended Comments



Question 8 asked respondents, “If you haven’t used any of the Town of Brunswick’s park and recreation offerings in the past 12 months, why not?”. A total of 212 comments were collected with the primary reason being the pandemic. A total of 85 (40%) comments mention either “covid” or the “pandemic” as the main reason residents haven’t used the Town’s park and recreation offerings. For a list of all responses, please refer to the Appendix.

Other frequently mentioned reason include:

- Lack of awareness of facilities/programs
- Inconvenient hours
- Age/accessibility limitations
- Lack of public transportation
- New to the area
- Lack of interest/time

Midcoast Athletic & Recreation Complex Preferences

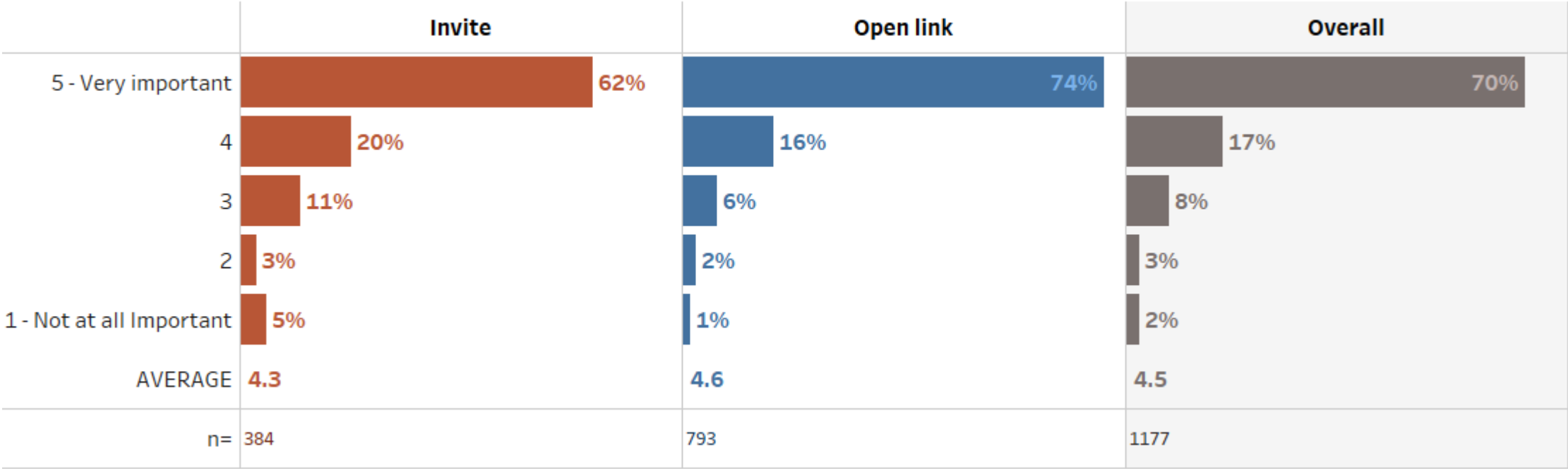


Importance of Complex at Brunswick Landing



There is strong support for the Complex at Brunswick landing with 62% of Invite respondents and about three-quarters of Open link respondents rating a 5, “very important,” and an additional 20% rated it a “4” in importance. Results were even higher among Open Link respondents.

Q 9: In your opinion, how important is it to develop a Midcoast Athletic & Recreation Complex at Brunswick Landing?



Source: RRC Associates

Importance of Complex at Brunswick Landing

By Years in Brunswick – Invite Sample Only

Q9 was analyzed by years lived in Brunswick. While responses were all very similar, there was slightly less interest by those who have lived in the Town more than 20 years. Relative newcomers are slightly more likely to support the Complex. However, it is notable that these differences are modest, the overall finding from the Invite sample is that tenure in Town does not show sharp differences in opinions.

Q 9: In your opinion, how important is it to develop a Midcoast Athletic & Recreation Complex at Brunswick Landing?

Invite Sample by Years in Brunswick

	5 years or less	6 - 10 years	11 - 20 years	Over 20 years	Overall
5 - Very important	64%	61%	57%	64%	62%
4	19%	14%	28%	16%	20%
3	12%	15%	10%	8%	11%
2	1%	9%	1%	3%	3%
1 - Not at all Important	4%		4%	9%	5%
AVERAGE	4.4	4.3	4.3	4.2	4.3
n=	98	55	93	134	384

Source: RRC Associates

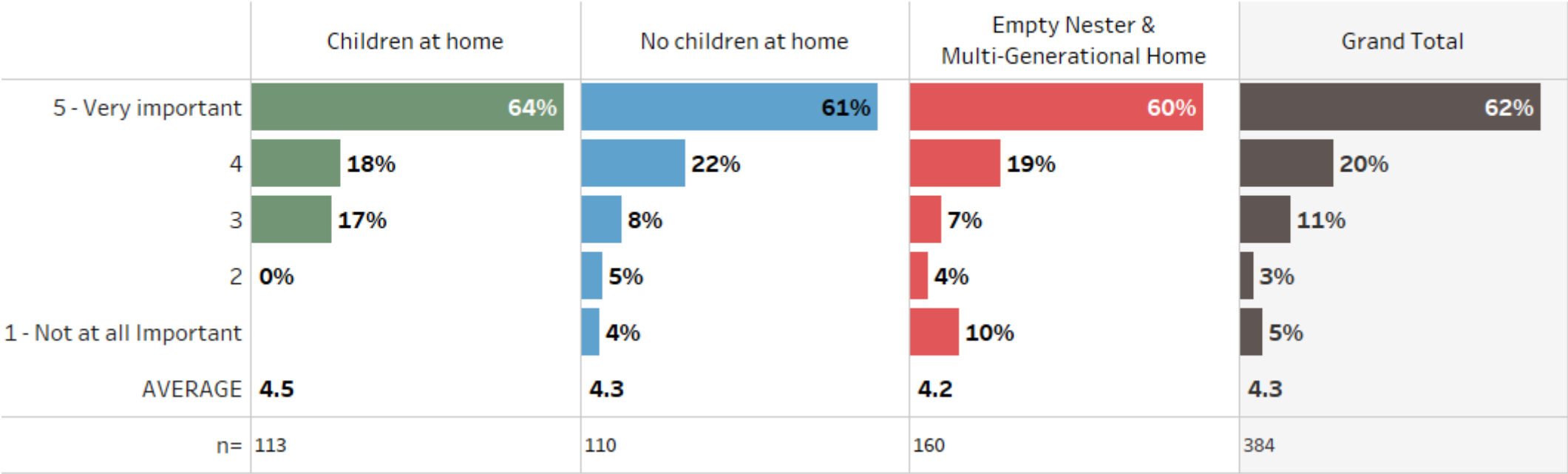
Importance of Complex at Brunswick Landing

By Presence of Children – Invite Sample Only

Those with children at home rated the complex as relatively more important than those without children or empty nesters. Again however, these differences in opinion are generally small.

Q 9: In your opinion, how important is it to develop a Midcoast Athletic & Recreation Complex at Brunswick Landing?

Invite Sample by Presence of Children



Source: RRC Associates

Importance of Complex at Brunswick Landing

By District – Invite Sample Only

Analyzed by District location, there is a stronger preference from District 2 and District 7 for the complex. District 1 residents were relatively less likely to rate the complex “important” followed by District 3 residents. These differences could be explored further if there is an election planned or if there are geographically or demographically targeted outreach efforts.

Q 9: In your opinion, how important is it to develop a Midcoast Athletic & Recreation Complex at Brunswick Landing?

Invite Sample by District

	District 1	District 2	District 3	District 4	District 5	District 6	District 7	Don't know	Overall
5 - Very important	44%	74%	56%	62%	63%	61%	72%	73%	62%
4	26%	14%	18%	25%	17%	19%	19%	20%	20%
3	16%	10%	12%	2%	15%	13%	8%		11%
2	2%	1%	2%	6%	2%	6%		7%	3%
1 - Not at all Important	13%	0%	11%	5%	4%		2%		5%
AVERAGE	3.8	4.6	4.0	4.3	4.3	4.4	4.6	4.6	4.3
n=	25	99	58	55	55	23	52	15	384

Source: RRC Associates

Importance of Amenities

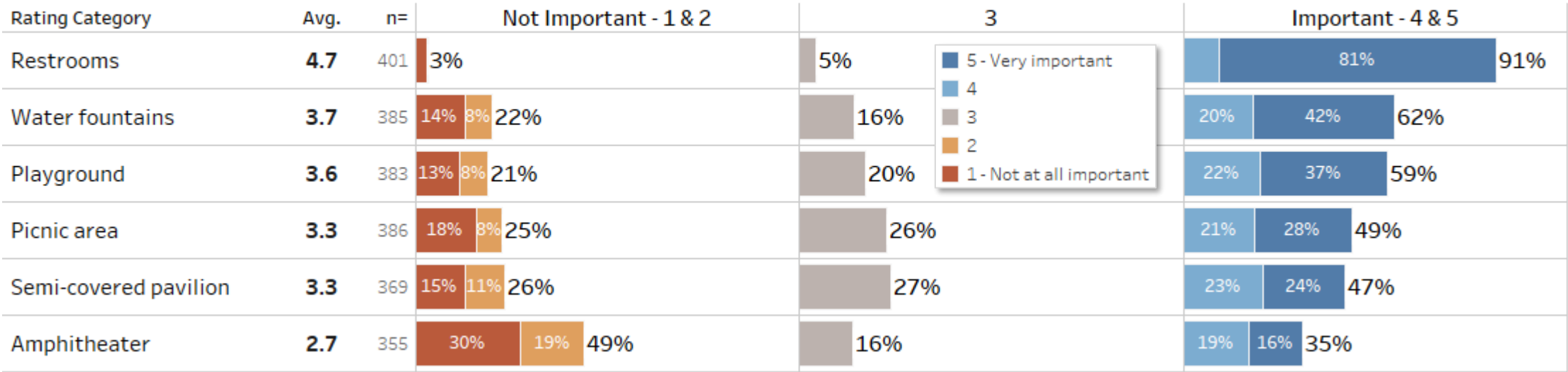
Average Rating & Percent Responding – Invite Sample Only



The availability of restrooms at the Midcoast Athletic and Recreation Complex are the top priority for respondents followed by water fountains and a playground. About half say an amphitheater is not important.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Amenities

*Invite Sample Only



*Ratings categories are sorted in descending order by that average rating

Source: RRC Associates

Importance of Amenities

Average Rating – Invite, Open Link, & Overall

Respondents feel very strongly about including restrooms at the complex with an average rating of 4.7. There is also a high level of interest in a playground and water fountain. Invite and Open link respondents had similar ratings of the amenities that were evaluated.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Amenities

	Invite	Open link	Overall
Restrooms	n=401 4.7	n=763 4.7	n=1,164 4.7
Playground	n=383 3.6	n=714 3.9	n=1,097 3.8
Water fountains	n=385 3.7	n=726 3.6	n=1,111 3.6
Semi-covered pavilion	n=369 3.3	n=687 3.6	n=1,056 3.5
Picnic area	n=386 3.3	n=730 3.5	n=1,116 3.5
Amphitheater	n=355 2.7	n=669 2.9	n=1,024 2.8

Source: RRC Associates

Importance of Aquatic Center Amenities

Average Rating & Percent Responding – Invite Sample Only

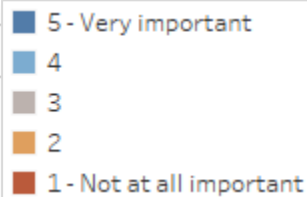


The survey explored specific amenities within an aquatic center and there are clear priorities. Among the Invite sample, lap lanes are the top priority. There is less interest in child-friendly water features.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Aquatics Center

*Invite Sample Only

Rating Category	Avg.	n=	Not Important - 1 & 2	3	Important - 4 & 5
Lap lanes for exercise, lessons, and lap swimming	4.2	383	10%	11%	19% 61% 79%
25-meter lap lanes	4.0	355	14%	16%	20% 49% 69%
A leisure pool with gentle slope entry for walking	3.7	375	19%	16%	28% 37% 65%
A shallow pool for infants or toddlers	3.7	372	14% 9% 23%	13%	21% 43% 64%
An area with deep water for diving, water polo, etc.	3.4	366	15% 26%	20%	25% 28% 53%
1m/3m diving board	3.2	334	21% 32%	26%	16% 26% 42%
Hot tub or Jacuzzi	2.8	371	33% 14% 46%	17%	15% 22% 37%
A lazy river	2.6	307	37% 15% 52%	17%	15% 17% 31%
Concession area	2.5	364	37% 15% 53%	17%	15% 14% 30%
Water sprays with interactive play features	2.5	361	36% 16% 52%	20%	16% 12% 28%
Water slides	2.4	358	43% 15% 57%	20%	13% 23%
Sand play area	2.1	347	50% 13% 63%	20%	8% 17%



*Ratings categories are sorted in descending order by that average rating

Source: RRC Associates

Importance of Aquatic Center Amenities

Average Rating – Invite, Open Link, & Overall

Invite and Open link respondent feel similarly regarding amenities at an aquatics center. However, in general, the Open Link respondents put slightly greater importance on some of the facilities that were rated including child features like water sprays, water slides and sand play areas. Top priorities include lap lanes, a leisure pool and a shallow pool for children.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Aquatics Center

	Invite	Open link	Overall
Lap lanes for exercise, lessons, and lap swimming	n=383 4.2	n=717 4.3	n=1,100 4.3
25-meter lap lanes	n=355 4.0	n=666 4.0	n=1,021 4.0
A leisure pool with gentle slope entry for walking	n=375 3.7	n=704 3.7	n=1,079 3.7
A shallow pool for infants or toddlers	n=372 3.7	n=693 3.7	n=1,065 3.7
An area with deep water for diving, water polo, etc.	n=366 3.4	n=667 3.5	n=1,033 3.4
1m/3m diving board	n=334 3.2	n=606 3.2	n=940 3.2
Hot tub or Jacuzzi	n=371 2.8	n=684 2.8	n=1,055 2.8
A lazy river	n=307 2.6	n=632 2.6	n=939 2.6
Concession area	n=364 2.5	n=680 2.7	n=1,044 2.6
Water sprays with interactive play features	n=361 2.5	n=660 2.8	n=1,021 2.7
Water slides	n=358 2.4	n=670 2.5	n=1,028 2.5
Sand play area	n=347 2.1	n=648 2.2	n=995 2.2

Source: RRC Associates

Importance of Sports Fields/Courts Amenities

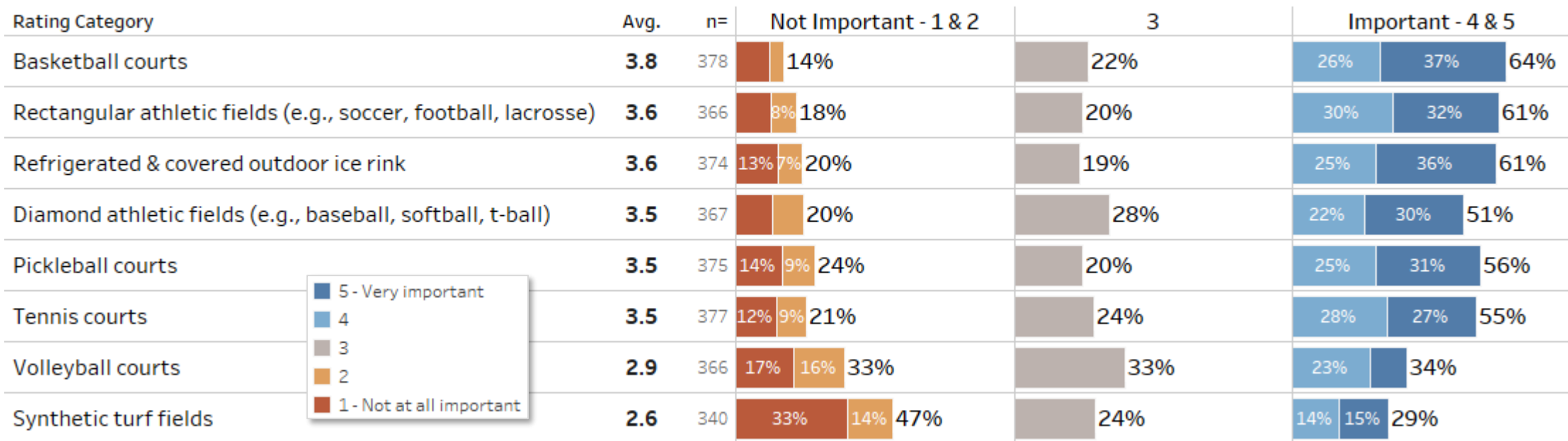
Average Rating & Percent Responding – Invite Sample Only



Invite respondents feel less strongly regarding outdoor sports fields and courts than they do about aquatics amenities. The top priorities are basketball courts, rectangular athletic fields and an outdoor ice rink. Almost half of respondents said synthetic turf fields are not important.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Outdoor Sports Fields/Courts

*Invite Sample Only



*Ratings categories are sorted in descending order by that average rating

Source: RRC Associates

Importance of Sports Fields/Courts Amenities

Average Rating – Invite, Open Link, & Overall

Again, Invite and Open link respondents feel similarly regarding outdoor sports fields and courts with the same top three priorities being basketball courts, rectangular athletic fields and an outdoor ice rink.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Outdoor Sports Fields/Courts

	Invite	Open link	Overall
Basketball courts	n=378 3.8	n=705 3.8	n=1,083 3.8
Rectangular athletic fields (e.g., soccer, football, lacrosse)	n=366 3.6	n=686 3.7	n=1,052 3.7
Refrigerated & covered outdoor ice rink	n=374 3.6	n=703 3.8	n=1,077 3.7
Diamond athletic fields (e.g., baseball, softball, t-ball)	n=367 3.5	n=678 3.6	n=1,045 3.5
Pickleball courts	n=375 3.5	n=716 3.6	n=1,091 3.5
Tennis courts	n=377 3.5	n=706 3.5	n=1,083 3.5
Volleyball courts	n=366 2.9	n=670 3.0	n=1,036 3.0
Synthetic turf fields	n=340 2.6	n=629 2.9	n=969 2.8

Source: RRC Associates

Importance of Recreation Amenities

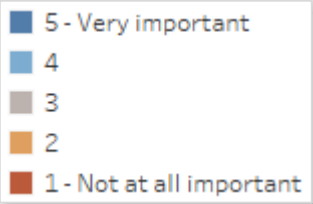
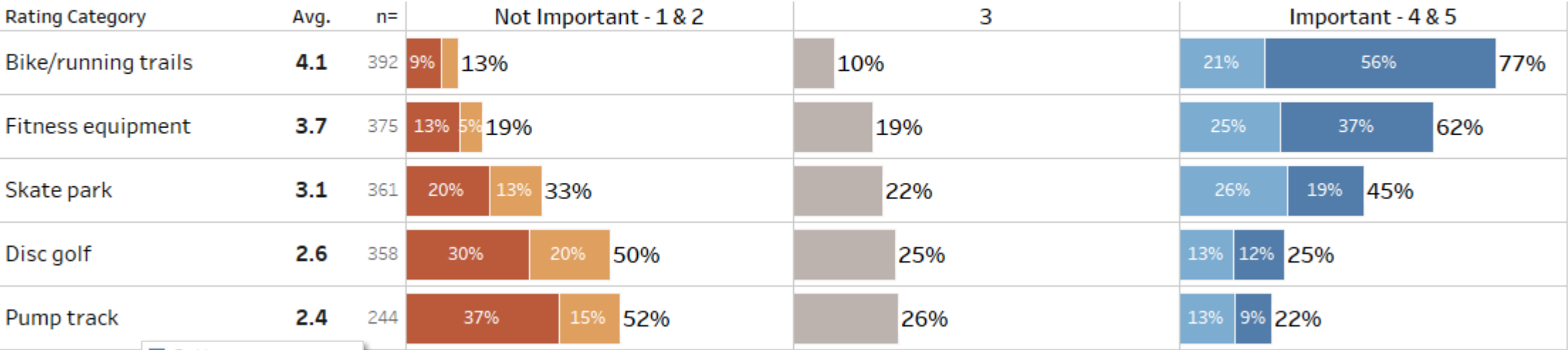
Average Rating & Percent Responding – Invite Sample Only



There is strong interest in bike/running trails with an average rating from Invite respondents of 4.1 and high interest in the availability of fitness equipment with an average rating of 3.7. Disc golf and a pump track received relatively lower importance ratings.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Recreation

*Invite Sample Only



*Ratings categories are sorted in descending order by that average rating
Source: RRC Associates

Importance of Recreation Amenities

Average Rating – Invite, Open Link, & Overall

Overall, there is agreement, respondents show relatively low interest in disc golf or a pump track as rated by both the Invite and Open link respondents.

Q 10: Please tell us how important each of the amenities below would be to include in the Midcoast Athletic & Recreation Complex. Recreation

	Invite	Open link	Overall
Bike/running trails	n=392 4.1	n=747 4.1	n=1,139 4.1
Fitness equipment	n=375 3.7	n=694 3.6	n=1,069 3.6
Skate park	n=361 3.1	n=673 3.0	n=1,034 3.1
Disc golf	n=358 2.6	n=677 2.7	n=1,035 2.6
Pump track	n=244 2.4	n=476 2.5	n=720 2.5

Source: RRC Associates

Most Important Spaces/Amenities

Top 16



The survey provides an overall rating of the top three amenities that are important to the "community as a whole." Lap lanes were highest rated, followed by bike/running trails, restrooms and a refrigerated and outdoor covered ice rink. Pickleball courts stand out as a priority among the Open link respondents.

Q 11: Which three spaces/amenities would be MOST important to the community as a whole?

Top 16 Spaces/Amenities

	Invite				Open link				Overall			
Lap lanes for exercise, lessons, and lap swimming	22%	11%	10%	43%	19%	14%	9%	42%	20%	13%	9%	42%
Bike/running trails	10%	12%	6%	28%	7%	10%	7%	24%	8%	11%	7%	25%
Restrooms	5%	6%	13%	24%	8%	8%	19%		7%	10%	21%	
Refrigerated & covered outdoor ice rink	8%	8%	8%	23%	8%	9%	8%	26%	8%	9%	8%	25%
A leisure pool with gentle slope entry for walking	10%	6%		20%	7%	5%	17%		8%	5%	18%	
25-meter lap lanes	9%			16%	10%		16%		10%		16%	
Pickleball courts	8%			15%	14%		21%		10%	6%	19%	
Rectangular athletic fields (e.g., soccer, football, lacrosse)	6%	5%		14%	5%		11%		5%		12%	
Fitness equipment		7%		12%			7%		5%		9%	
A shallow pool for infants or toddlers				12%			11%				11%	
Basketball courts				10%			10%				10%	
Tennis courts	5%			8%			7%				7%	
Playground				7%	5%		9%				8%	
Synthetic turf fields				7%			9%				8%	
Hot tub or Jacuzzi				6%			4%				5%	
Skate park				5%			6%				5%	

Source: RRC Associates

Most Important Spaces/Amenities

Bottom 16



The bottom 16 most important amenities are listed below. Open link respondents are more interested in a lazy river and water-play features. There is little to no interest in a pump track, volleyball courts or a sand play area.

Q 11: Which three spaces/amenities would be MOST important to the community as a whole?

Bottom 16 Spaces/Amenities

	Invite	Open link	Overall
Diamond athletic fields (e.g., baseball, softball, t-ball)	5%	6%	6%
An area with deep water for diving, water polo, etc.	5%	6%	5%
Picnic area	4%	4%	4%
Amphitheater	3%	5%	4%
Semi-covered pavilion	3%	4%	3%
Water slides	3%	3%	3%
Water fountains	3%	2%	2%
Disc golf	2%	3%	3%
A lazy river	2%	5%	4%
Water sprays with interactive play features	2%	4%	3%
1m/3m diving board	2%	2%	2%
Concession area	1%	1%	1%
Pump track	1%	2%	1%
Volleyball courts	1%	2%	2%
Sand play area	0%	0%	0%
Other	7%	6%	6%

Source: RRC Associates

Least Important Spaces/Amenities

Top 16

The survey also identified relatively less important improvements for the community as a whole. Some of the outdoor aquatic facilities stand out as least important including a lazy river, hot tub/jacuzzi, sand play areas and water slides.

Q 12: Which three spaces/amenities would be LEAST important to the community as a whole?

Top 16 Spaces/Amenities

	Invite	Open link	Overall
A lazy river	23% 6% 33%	25% 7% 7% 39%	24% 7% 6% 37%
Hot tub or Jacuzzi	9% 10% 6% 26%	12% 13% 5% 30%	11% 12% 5% 28%
Sand play area	7% 11% 7% 25%	8% 8% 7% 24%	8% 9% 7% 24%
Water slides	10% 9% 22%	6% 7% 16%	7% 7% 18%
Concession area	12% 7% 21%	7% 6% 17%	9% 6% 18%
Disc golf	7% 10% 20%	7% 6% 18%	7% 7% 19%
Synthetic turf fields	6% 6% 7% 20%	9% 9% 21%	8% 8% 20%
Water sprays with interactive play features	7% 8% 16%	6% 12%	5% 7% 13%
Amphitheater	6% 14%	4% 9%	5% 11%
1m/3m diving board	11% 14%	11% 16%	11% 15%
Pump track	6% 14%	5% 7% 15%	5% 7% 15%
Skate park	9%	4% 8%	8%
Pickleball courts	6%	4% 11%	9%
Water fountains	5%	7%	6%
Volleyball courts	5%	4%	4%
Semi-covered pavilion	5%	5%	5%

Source: RRC Associates

Least Important Spaces/Amenities

Bottom 16

The bottom 16 options for Q12 are shown below. There are some slight differences between Invite and Open link; Open link respondents are more interested in an outdoor ice rink and lap lanes. Restroom, bike/running trails and a leisure pool with a slope entry are the bottom priorities for the Invite sample.

Q 12: Which three spaces/amenities would be LEAST important to the community as a whole?

	Invite	Open link	Overall
Fitness equipment	4%	5%	4%
Diamond athletic fields (e.g., baseball, softball, t-ball)	4%	4%	4%
Rectangular athletic fields (e.g., soccer, football, lacrosse)	4%	4%	4%
Picnic area	4%	2%	3%
An area with deep water for diving, water polo, etc.	4%	5%	4%
Refrigerated & covered outdoor ice rink	3%	5%	4%
A shallow pool for infants or toddlers	2%	2%	2%
25-meter lap lanes	2%	4%	4%
Tennis courts	2%	3%	2%
Lap lanes for exercise, lessons, and lap swimming	2%	1%	1%
Playground	2%	1%	1%
Basketball courts	2%	1%	1%
A leisure pool with gentle slope entry for walking	2%	3%	3%
Bike/running trails	1%	3%	2%
Restrooms	1%	1%	1%
Other	1%	1%	1%

Source: RRC Associates

Aquatic Center & Athletic Field Preferences



There is much stronger interest in an indoor aquatics center than outdoor. Respondents also favor natural grass over synthetic turf fields. However, there is a segment, about one third, that support synthetic turf. That number may increase if community members are further informed of some of the potential benefits of synthetic turf in cold weather settings.

		Invite	Open link	Overall
Q 13: If an aquatics center was developed at the Midcoast Athletic & Recreation Complex at Brunswick Landing, please indicate your preference:	Indoor Aquatics Center	88%	84%	85%
	Outdoor Aquatics Center	12%	16%	15%
	n=	391	725	1116
Q 14: If athletic fields were developed at the Midcoast Athletic & Recreation Complex at Brunswick Landing, please indicate your preference:	Natural grass	67%	63%	64%
	Synthetic turf	33%	37%	36%
	n=	391	718	1109

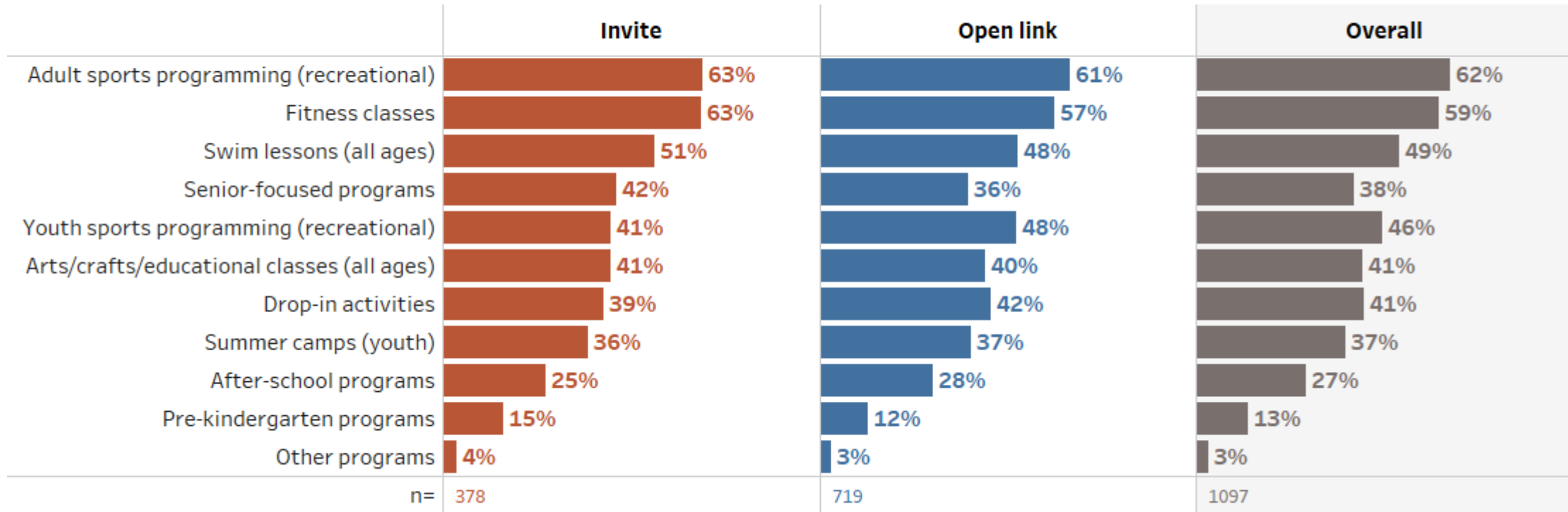
Source: RRC Associates

Programming Needs



Adult sports programming, fitness classes and swim lessons are top priorities for both the Invite and Open link. There is a stronger need for senior-focused programs for Invite respondents.

Q 15: Please indicate whether you and your household have a need or desire for the following programs to be offered at the Midcoast Athletic & Recreation Complex at Brunswick Landing (Check all that apply)



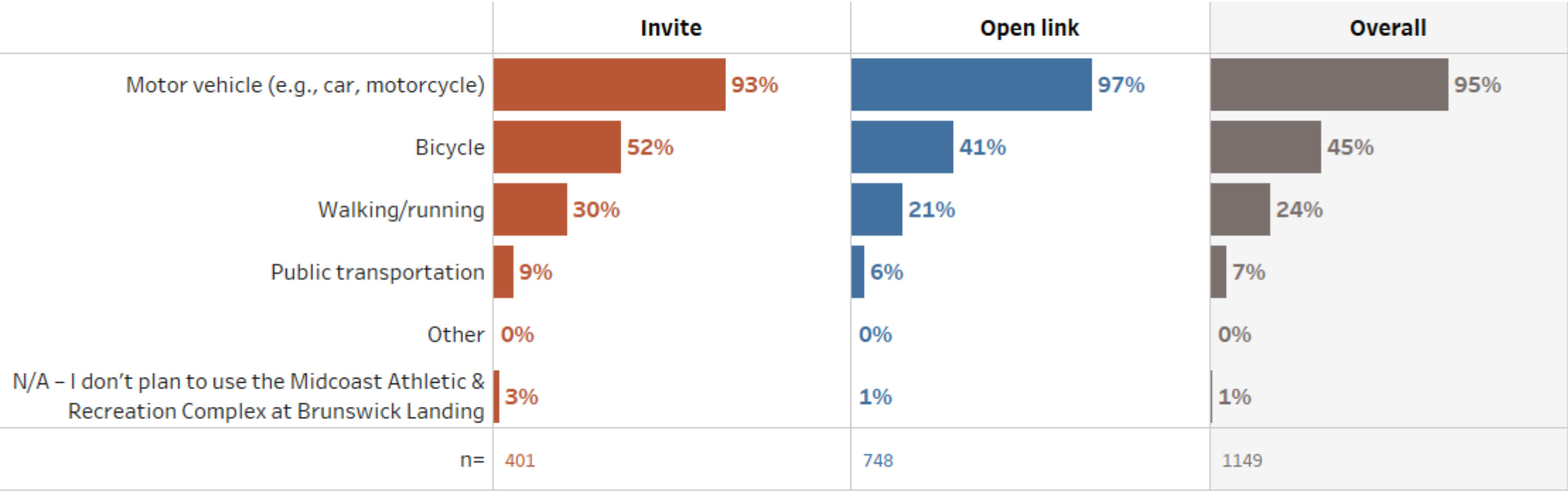
Source: RRC Associates

Modes of Transportation



The primary mode of transportation to the complex will be motor vehicles. However, more than half of Invite respondents plan on biking (52%) and 30% plan on walking/running. The use of these alternative modes of travel can be encouraged through design and communications related to new facilities. Only 3% don't plan on using the complex.

Q 16: After completion of the Midcoast Athletic & Recreation Complex at Brunswick Landing which mode(s) of transportation will you use to get there? (Check all that apply)



Source: RRC Associates

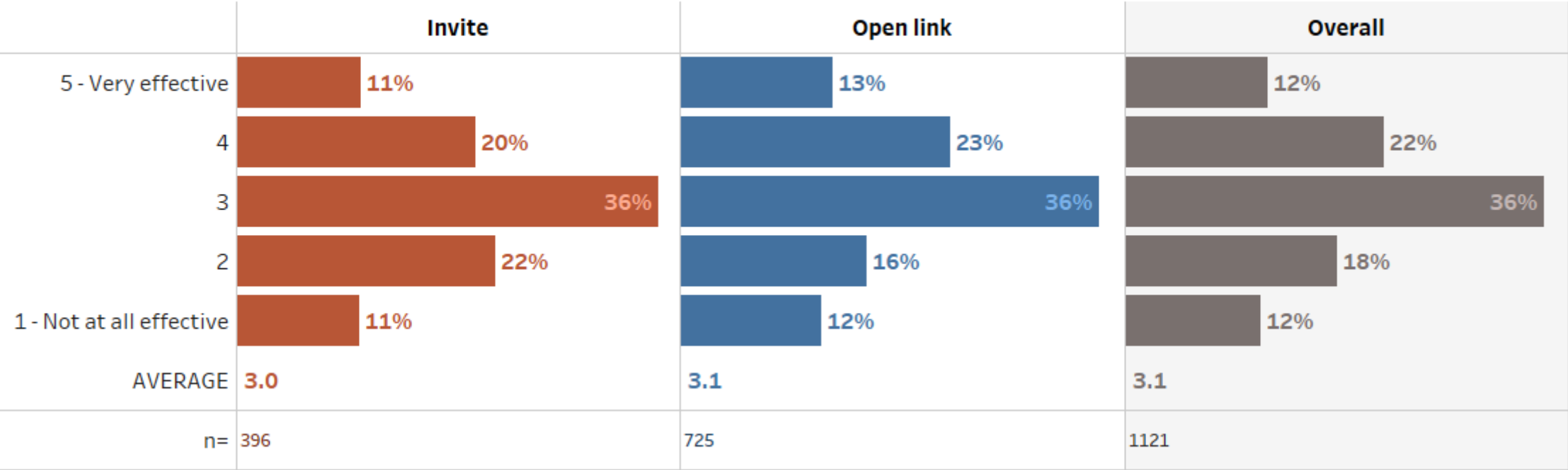
Communication



Communication Effectiveness

Overall, there is some room for improvement in terms of communicating information about parks and recreation opportunities. The average rating was a 3 on the five-point scale. Responses were similar between Invite and Open link respondents.

Q 17: How effective is the Town of Brunswick at reaching you with information about parks and recreation facilities, services, and programs?



Source: RRC Associates

Communication Effectiveness

Overall by Age; includes Invite and Open responses merged

There are few differences in ratings of effective communication by age of respondent. However, those aged 45-54 rate communication slightly higher at 3.3 out of 5.

Q 17: How effective is the Town of Brunswick at reaching you with information about parks and recreation facilities, services, and programs?

By Age

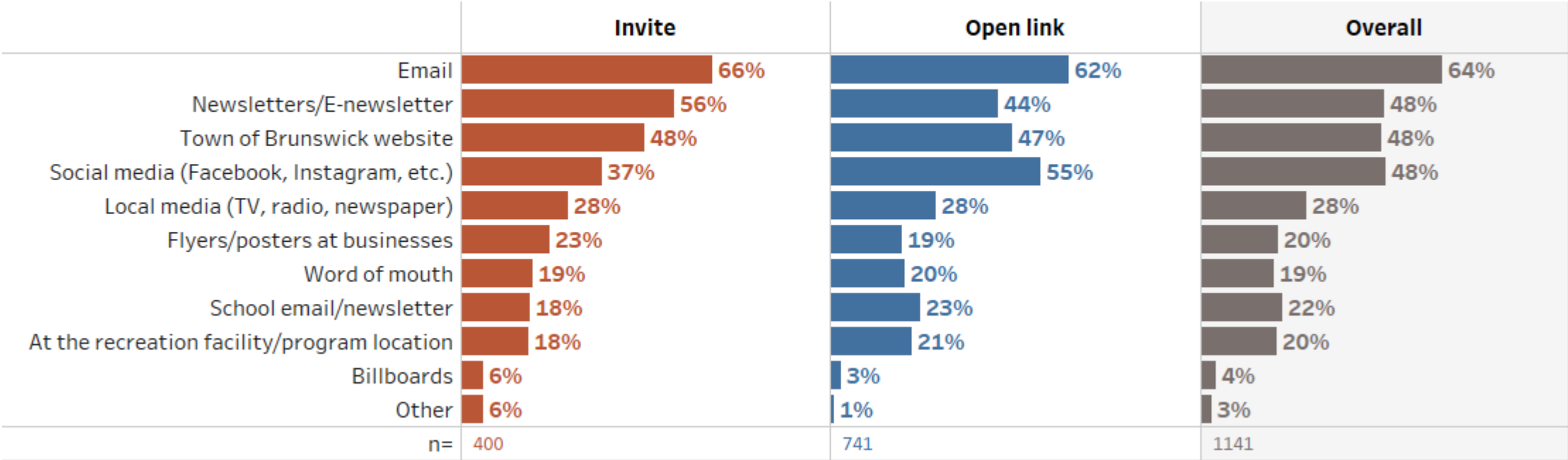
	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over	Overall
5 - Very effective	9%	12%	13%	18%	9%	9%	10%	12%
4	21%	21%	29%	23%	16%	22%	17%	22%
3	29%	37%	33%	37%	40%	34%	36%	36%
2	24%	16%	15%	17%	21%	20%	22%	18%
1 - Not at all effective	18%	14%	10%	6%	14%	15%	15%	12%
AVERAGE	2.8	3.0	3.2	3.3	2.9	2.9	2.8	3.1
n=	19	112	243	227	196	233	87	1121

Source: RRC Associates

Best Ways to Receive Information

Email is the preferred way to receive information on parks and recreation opportunities followed by newsletter/e-newsletter and the Town of Brunswick website.

Q 18: What is the best way to receive information on parks and recreation facilities, services, and programs? (Check all that apply)



Source: RRC Associates

Best Ways to Receive Information

Overall by Age; includes Invite and Open responses merged

There are slight differences for preferred methods of communication by age. Younger respondents are more interested in the use of social media or school emails/newsletters and older respondents prefer local media.

Q 18: What is the best way to receive information on parks and recreation facilities, services, and programs? (Check all that apply)

By Age

	Under 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 or over	Overall
Email	59%	62%	66%	67%	62%	56%	67%	64%
Social media (Facebook, Instagram, etc.)	64%	58%	64%	59%	44%	26%	18%	48%
Newsletters/E-newsletter	46%	48%	46%	42%	49%	57%	48%	48%
Town of Brunswick website	60%	44%	48%	46%	53%	49%	39%	48%
Local media (TV, radio, newspaper)	19%	20%	16%	19%	32%	49%	44%	28%
School email/newsletter	24%	14%	41%	34%	10%	5%	6%	22%
Flyers/posters at businesses	21%	40%	18%	17%	19%	20%	13%	20%
At the recreation facility/program location	17%	21%	17%	16%	21%	29%	19%	20%
Word of mouth	55%	31%	17%	17%	18%	18%	13%	19%
Billboards	8%	9%	2%	5%	3%	4%		4%
Other		4%	3%	3%	2%	2%	4%	3%
n=	20	112	247	231	196	241	89	1141

Source: RRC Associates

Financial Choices



Support for Potential Funding Sources

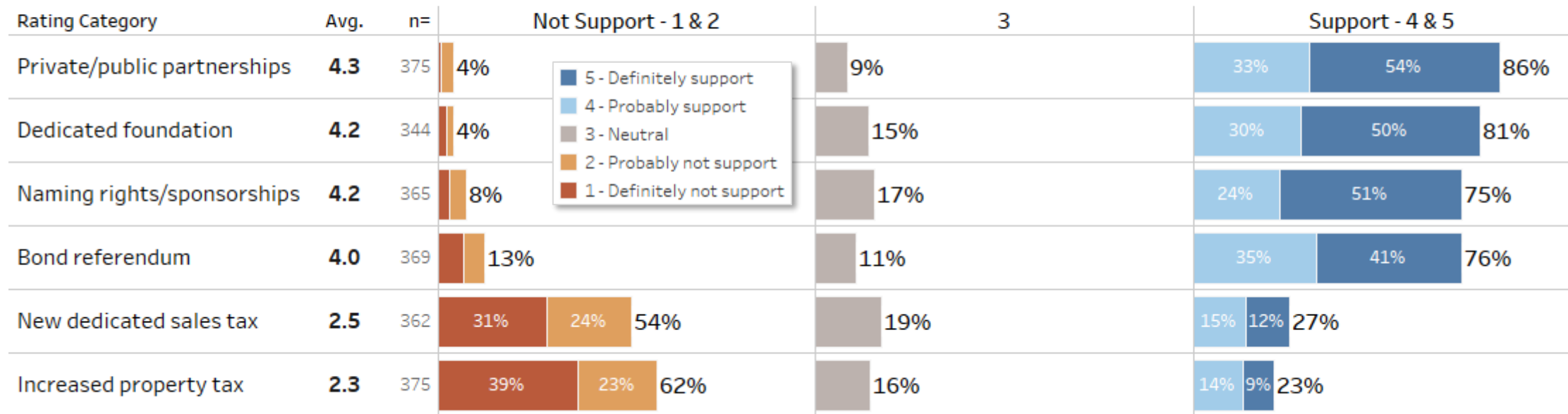
Average Rating & Percent Responding – Invite Sample Only



For the funding of the complex, most respondents would prefer utilizing public/private partnerships. They are also supportive of a foundation, sponsorships or a bond referendum. There is least support for sales or property tax with over half of respondents rating both of these categories a “1” or “2” indicating “probably not” or “definitely not” supporting the tax..

Q 19: The recommendations from this survey will require financial support, please indicate how strongly you support each of the following potential funding sources to implement the development, operation, and maintenance of the Midcoast Athletic & Recreation Complex at Brunswick Landing.

*Invite Sample Only



*Ratings categories are sorted in descending order by that average rating

Source: RRC Associates

Support for Potential Funding Sources

Average Rating – Invite, Open Link, & Overall

Invite and Open link samples rated funding sources similarly. This is an important finding, both the statistically significant Invite sample, and the Open respondents exhibit very similar responses with respect to financing choices.

Q 19: The recommendations from this survey will require financial support, please indicate how strongly you support each of the following potential funding sources to implement the development, operation, and maintenance of the Midcoast Athletic & Recreation Complex at Brunswick Landing.

	Invite	Open link	Overall
Private/public partnerships	n=375 4.3	n=647 4.3	n=1,022 4.3
Dedicated foundation	n=344 4.2	n=629 4.3	n=973 4.2
Naming rights/sponsorships	n=365 4.2	n=626 4.2	n=991 4.2
Bond referendum	n=369 4.0	n=619 4.1	n=988 4.1
New dedicated sales tax	n=362 2.5	n=625 2.7	n=987 2.7
Increased property tax	n=375 2.3	n=649 2.5	n=1,024 2.4

Source: RRC Associates

Allocation of \$100 Across Categories



Invite and Open respondents generally indicate very similar levels of preferred spending for amenities, with both groups rating expanded aquatics highest, followed by making improvements on existing facilities, or adding more pathways. They would allocate the least to special events.

Q 20: With \$5 increments being the smallest amount you might use, if you had \$100 to spend on parks and recreation facilities, services and/or programs, how would you allocate that \$100 across the following categories?

Average Amount Allocated:	Invite	Open link	Overall
Expand aquatics (indoor or outdoor pool, splash pads, etc.)	\$21	\$22	\$22
Make improvements and/or renovate and maintain existing park facilities	\$13	\$12	\$12
Add more pathways	\$12	\$8	\$9
Other enhancements	\$12	\$14	\$13
Recreation center, including gym space and related activities	\$11	\$9	\$10
Add outdoor athletic fields and courts	\$10	\$13	\$12
Add new parks	\$8	\$5	\$6
Expand programs and activities (more teen programs, senior programs, etc.)	\$6	\$7	\$6
New or expanded Community Center (community class/meeting rooms, activity s..	\$5	\$5	\$5
Provide more special events	\$3	\$5	\$4

Source: RRC Associates

Comments/Suggestions

At the end of the survey, respondents were given the opportunity to provide any additional comments about recreational activities, facilities, and programs in the Town of Brunswick. A total of 460 comments were collected and analyzed and common themes emerged as shown below. A random selection of comments are included to help illustrate the overall themes. See Appendix for full listing of comments provided.

Overall, there is interest in a pool, particularly for indoors. There is also strong interest in an ice rink and pickleball courts. There is some disagreement around how the complex should be funded.

Indoor Pool	Outdoor Pool	Pickleball	Ice Rink	Funding
Brunswick really lacks indoor pools. This would be my highest priority.	An outdoor swimming pool for parents to bring children is my number one priority. No good places to swim around here with parking and accessible	Pickleball is the fastest growing sport in the country and can be played by all age groups and pickleball courts would fill an already established need.	I would love to see a new rink put in. There are many uses in our community and can easily make profit and be used by surrounding communities. A big shortage in the state, it would make our community stick out.	I support a right sized outdoor recreation area with aquatics, turf and courts, all lighted. I support a public/private partnership with public and private financial support but not necessarily increased taxes.
Indoor aquatic center is important: we've coasted too long on Bowdoin's facilities.	I would favor an indoor lap pool for exercise and swim lessons, but an outdoor community pool for use in the summer with free swimming and recreation.	Indoor and outdoor pickle ball is the most important for us.	Covered Ice rink Synthetic turf MP fields Anything beyond those long-overlooked facilities is gravy	I think it is great that a new recreation complex is being considered but I DO NOT want it to come out of my tax dollars. The increase in property tax is way too much each year so far. It is hard for a disabled person on a fixed income to live in Brunswick as it is.
Indoor pool and swim lessons for kids.	Outdoor pool so that we can cool off in the summer. Brunswick has no outdoor swim options.	Pickleball has saved my life, so that is my priority.	Ice Rink and Turf are the most important things for the community.	Brunswick has great recreational assets already. A public pool would be a nice addition, but not at the cost of any great increase to an already substantial tax load.

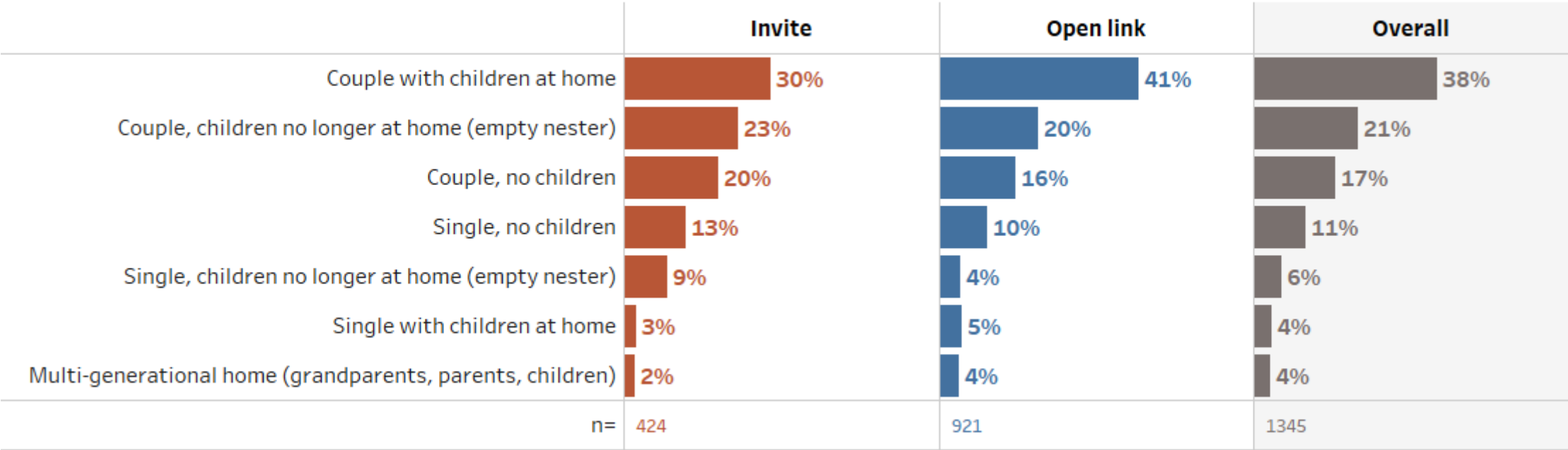
Demographics



Household Makeup

The Invite sample shows the majority of respondents are couples with children (30%), couples with children no longer at home (23%) or couples no children (20%). The Open Link respondents were particularly likely to include couples and singles with children. This is one of the differences between Invite and Open respondents and should be kept in mind as the results of this survey are interpreted.

Q 4: Which of these categories best describes your household?



Source: RRC Associates

Number of Children

The survey asked about the presence and ages of children in the home. Slightly more respondents to both the Invite and Open versions of the survey reported children currently in the 6-to-13-year age group. These results indicate a good opportunity for the Town of Brunswick to cater to recreational activities and programs for children of all ages.

[If you have children at home]

Q 5: How many of your children are in the following age ranges?

		Invite	Open link	Overall
Age 0-6	AVERAGE	<div><div></div></div> 1.0	<div><div></div></div> 1.0	<div><div></div></div> 1.0
	n=	57	187	244
Age 6-13	AVERAGE	<div><div></div></div> 1.3	<div><div></div></div> 1.3	<div><div></div></div> 1.3
	n=	67	282	349
Age 13-19	AVERAGE	<div><div></div></div> 1.1	<div><div></div></div> 1.2	<div><div></div></div> 1.2
	n=	67	224	291

Source: RRC Associates

Gender & Own vs. Rent

Gender and own/rent status was tracked. Typical of these types of surveys, females were more likely to be represented in the survey responses. It should be noted that the introduction to the survey requests that the respondent answer some of the questions on behalf of the whole household. About 87% of Invite respondents are property owners, 12% are renters.

		Invite	Open link	Overall
Q 22: Please indicate the gender with which you identify:	Male	40%	32%	35%
	Female	52%	65%	60%
	I prefer to identify as (please specify):	1%	1%	1%
	Prefer not to answer	7%	3%	4%
	n=	390	720	1110
Q 23: Do you own or rent your residence in Brunswick?	Own	87%	87%	87%
	Rent	12%	10%	11%
	Other	0%	3%	2%
	n=	392	512	904

Source: RRC Associates

Voter Registration, ADA, & Dog Ownership

Almost all Invite respondents are registered voters, and only 6% report they have a need for ADA-accessible facilities and services. About half of respondents own a dog.

		Invite	Open link	Overall
Q 24: Are you a registered voter in the Town of Brunswick?	Yes	<div><div></div></div> 98%	<div><div></div></div> 95%	<div><div></div></div> 96%
	No	<div><div></div></div> 2%	<div><div></div></div> 5%	<div><div></div></div> 4%
	n=	393	511	904
Q 25: Does your household have a need for ADA-accessible (Americans with Disabilities) facilities and services?	Yes	<div><div></div></div> 6%	<div><div></div></div> 6%	<div><div></div></div> 6%
	No	<div><div></div></div> 94%	<div><div></div></div> 94%	<div><div></div></div> 94%
	n=	392	715	1107
Q 26: Do you or a member of your household own a dog?	Yes	<div><div></div></div> 49%	<div><div></div></div> 50%	<div><div></div></div> 50%
	No	<div><div></div></div> 51%	<div><div></div></div> 50%	<div><div></div></div> 50%
	n=	387	717	1104

Source: RRC Associates

Race / Ethnicity

Most respondents are white with relatively few reporting that they are of Hispanic, Latino, or Spanish origin.

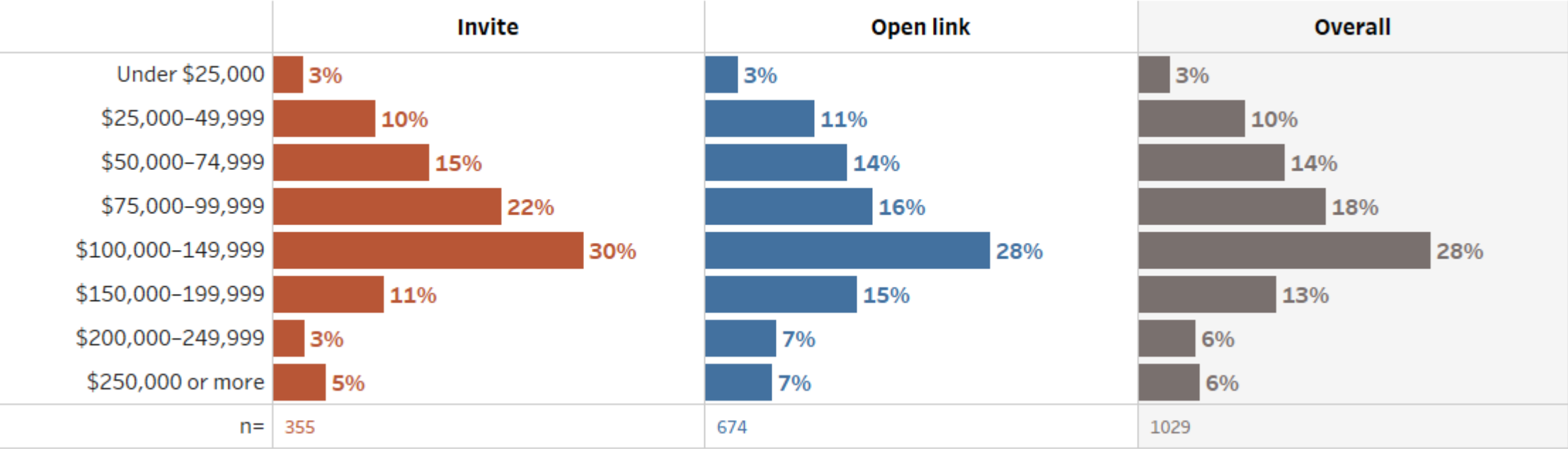
		Invite	Open link	Overall
Q 27: Are you of Hispanic, Latino, or Spanish origin?	No	<div><div></div></div> 98%	<div><div></div></div> 98%	<div><div></div></div> 98%
	Yes	2%	2%	2%
	n=	386	709	1095
Q 28: What race do you consider yourself to be? (Check all that apply)	White	<div><div></div></div> 96%	<div><div></div></div> 97%	<div><div></div></div> 96%
	Some other race	3%	2%	2%
	Asian	2%	2%	2%
	American Indian and Alaska Native	1%	1%	1%
	Native Hawaiian and Other Pacific Islander	1%		0%
	Black or African American	0%	1%	1%
	n=	379	698	1077

Source: RRC Associates

Household Income

The Town of Brunswick is relatively affluent with about half of Invite respondents reporting household incomes of \$100,000 or more a year. About 14% of respondents reported household incomes below \$49,999.

Q 29: Which of these categories best describes the total gross annual income of your household (before taxes)?



Source: RRC Associates



RRCAssociates.com
303-449-6558

RRC Associates
4770 Baseline Road, Suite 360
Boulder, CO 80303

