

Online Engagement Report

Summary of activity on Social Pinpoint from June-July 2020

August 16, 2020

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Plymouth City Center **2.0**

a new community vision



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Social Pinpoint Summary

The City of Plymouth is developing a long-term vision for the existing Plymouth City Center site, in response to a vote by the City Council in 2019. The process includes exploring options for development, place making, beautification and safety through a market study, stakeholder involvement and community feedback.

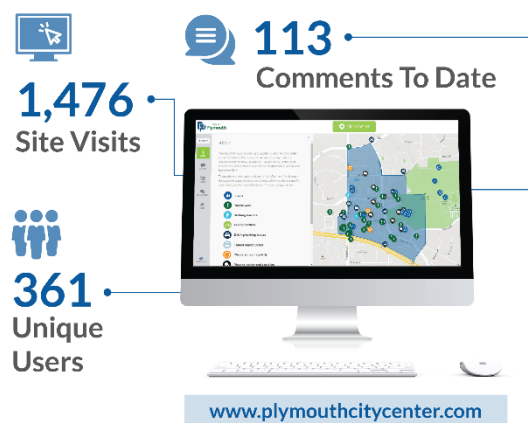
After the initial work was complete, which included a market study and interviews with business leaders and elected officials, a project website (www.plymouthcitycenter.com) was created on a platform called Social Pinpoint that utilizes interactive tools to gather feedback from the public.

Overview

The project team set up a project website using the interactive platform Social Pinpoint to conduct online engagement with the general public. This site was created and hosted at the site www.plymouthcitycenter.com.

The site consists of the following components:

- A project overview introducing the community to the project purpose and goals
- An Interactive Map
- An Ideas Board
- A Survey



Analytics

The site was launched on June 16, 2020, in coordination with the City of Plymouth's FlashVote survey. The site is still active and will continue to be available to the public through the remainder of the project.

Between June 16 and August 3, the site saw:

- 1,476 site visits
- 361 unique users
- 113 comments on the map
- 52 comments on the ideas board
- 192 survey respondents (survey closed on August 3)

Interactive Map

The Interactive map was created to ask the community what they liked about City Center, what needs work, and what barriers there are to attract more people and business to City Center.

Participants were able to select from the following icons:

- **Like it** – Places in City Center that you like to go
- **Needs work** – Places in City Center that you would like to see improved or changed
- **Walking barriers** – Physical barriers that prevent you from walking to, from or within City Center
- **Biking barriers** – Physical barriers that prevent you from biking to, from or within City Center
- **Places you go regularly** – Places in City Center you visit more than once a month
- **Places to gather and socialize** – Places in City Center you go to meet other people or socialize



Participants were also able indicate whether they liked or disliked existing comments left by others on the map of Plymouth City Center.

A total of 113 comments were left on the map in the following categories:

Needs work	53
Driving/parking Issues	18
Places to gather & socialize	16
Like it	14
Walking barriers	7
Places you go regularly	4
Biking barriers	1
Transit opportunities	0

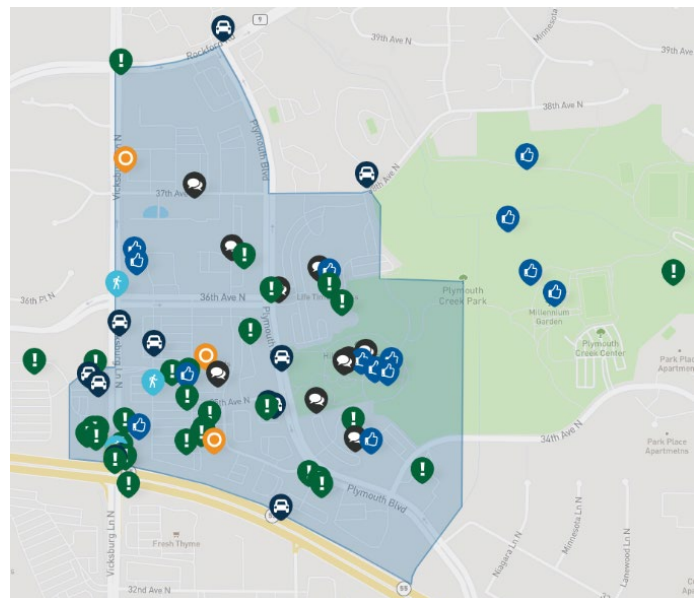


Figure 1 Comment map

Many of the comments focused on the southwest corner of the Plymouth City Center site. The predominant issue raised focused on the difficulty for pedestrians crossing Highway 55 on Vicksburg Lane, with many seeing this as a barrier to entry. Four people suggested building a pedestrian bridge or overpass across the busy Highway 55 intersection.

Other comments highlighted the southwest parking lot as an underused space that could be developed. Additionally, congestion, parking and signage issues were identified in this part of City Center.

The “most liked” comments focused on the desire to have a brewery or new local restaurant, and the value of current amenities such as the movie theater, Lifetime, and Hennepin County library.

Comments on “needs work” focused on pedestrian crossings across Highway 55, the issues with access in and out of the parking lot, and the desire to have less chain restaurants and businesses.

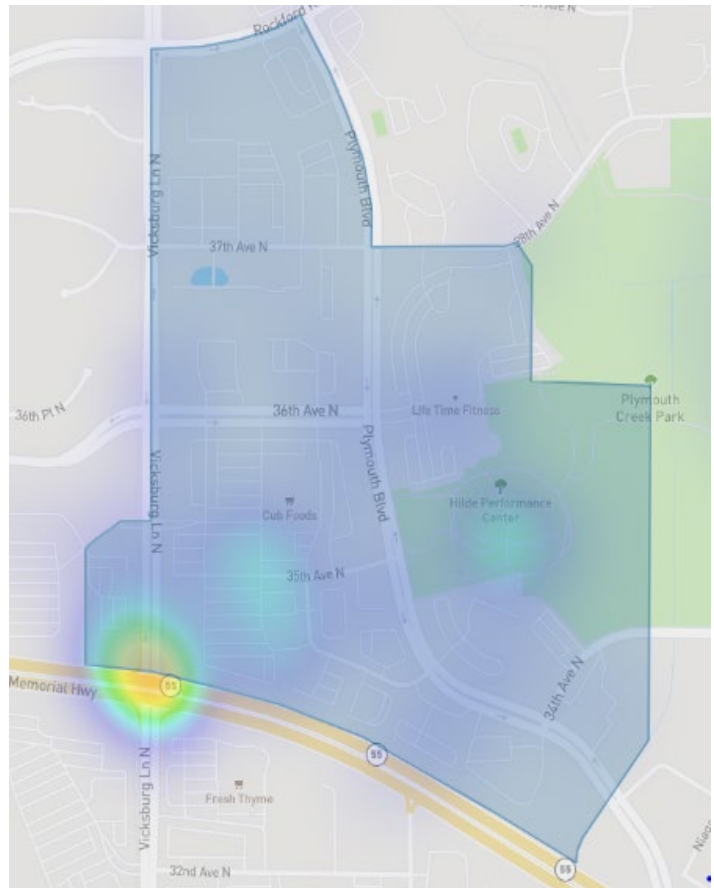


Figure 1 Heatmap showing map comments

Ideas Board

The prompt on the virtual ideas board asked people to share what they like about City Center, what their concerns are, and what they think would improve City Center.

Participants were asked to click on the icons at the top of the page to see the questions and share their responses. The comments were posted publicly on the board and others were allowed to comment and “like” or “dislike” the comments if they agreed or disagreed.

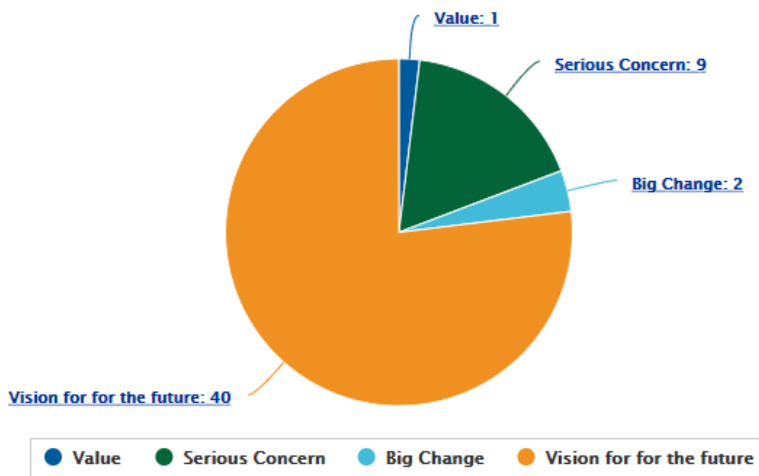


The questions posed on the site included:

-  Value
-  Serious concern
-  Big change
-  Vision for the future

- **Value** – What do you value most about the existing City Center?
- **Serious concern** – What do you think is the biggest problem that needs to be addressed in City Center?
- **Big change** – What big change would have the most impact on a quality experience at City Center?
- **Vision for 2050** – If you visited City Center in 2050, what would you want it to be like?

A total of 52 comments were left on the ideas board in the following categories:



The most popular comments centered around the future vision of Plymouth City Center. Some of the most frequently “liked” suggestions included:

- Creation of a family friendly community center or plaza (i.e. splash pad, restrooms, concessions, picnic space, a playground, gardens)
- Creation of a main street
- Addition of theater or concert spaces
- Independent restaurants or breweries

Many of the discussions indicate a desire to have a centrally located community space with amenities that draws people in, allows for better access and entry into the space for both cars and pedestrians, and hosts a thriving local restaurant and retail environment.

Online Survey

In conjunction with the City of Plymouth's FlashVote, the project team launched a longer form survey on June 16. The survey was closed on August 3.

The survey was composed of 19 questions, five of which were repeated from the FlashVote survey.

During the month and a half that the survey was open, 192 responses were received.

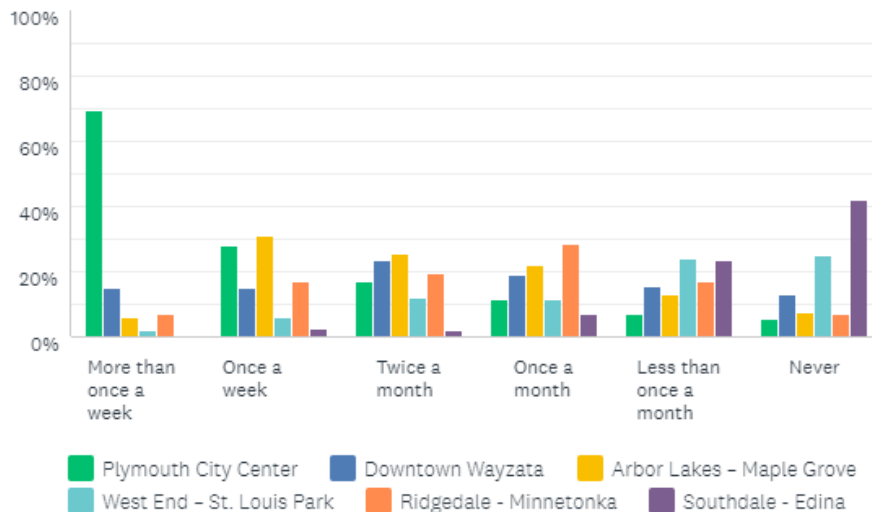


As part of the survey, participants were asked what three words they would use to describe Plymouth City Center. The following word cloud represents the most used words in responses to an open-ended question in the survey asking people to describe the existing City Center.

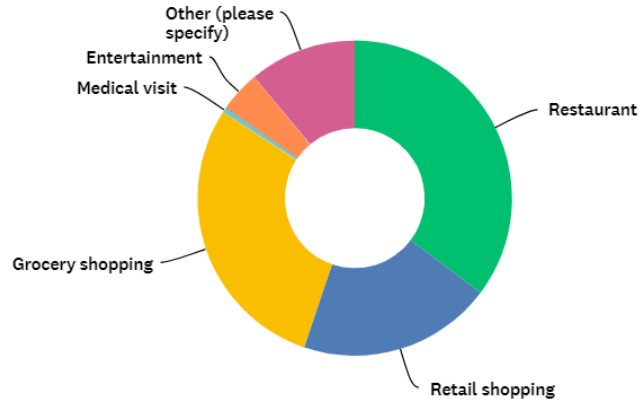


Additional questions asked as part of the survey:

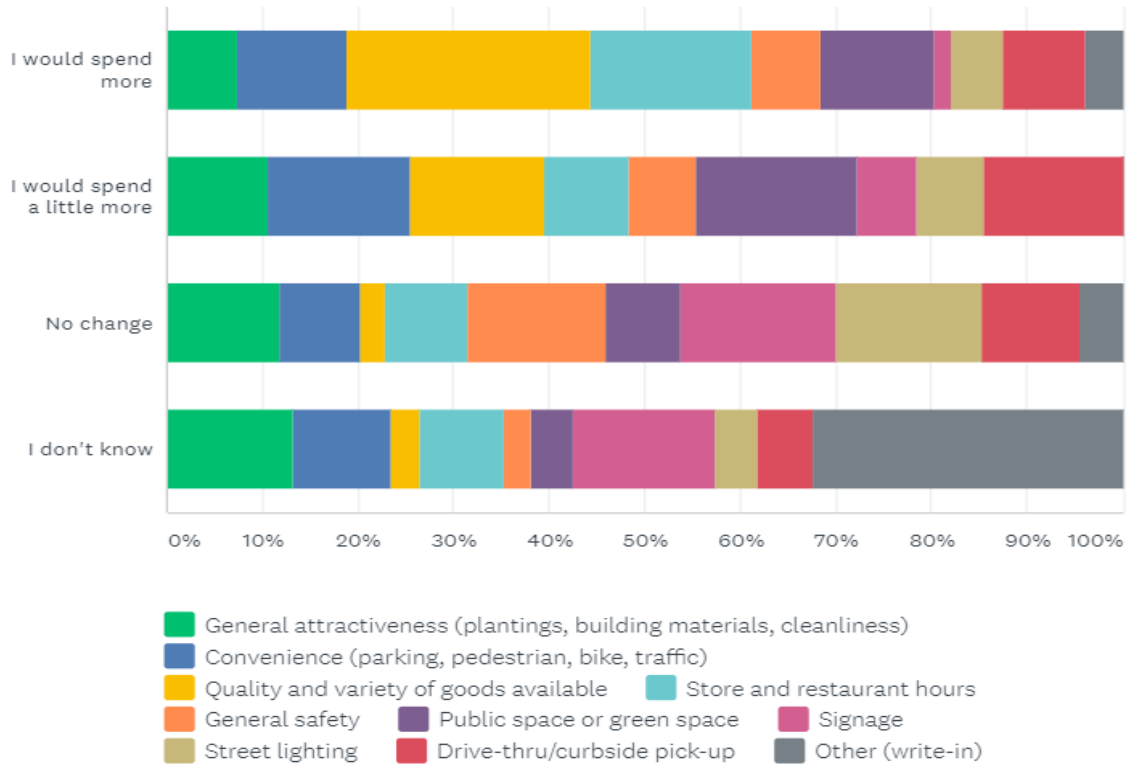
1. In an average month before the pandemic, how often did you visit the following commercial areas (Plymouth City Center, downtown Wayzata, Arbor Lakes in Maple Grove, West End in St. Louis Park, Ridgedale and Southdale)? (more than once a week, once a week, twice a month, once a month, less than once a month, never)



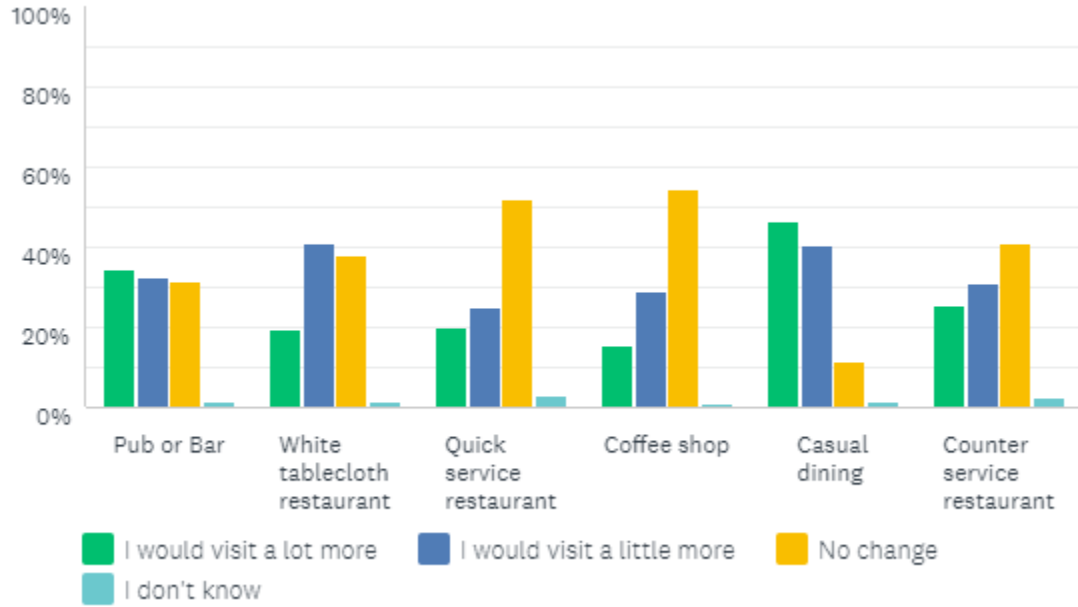
2. What was the main reason for visiting these commercial areas?



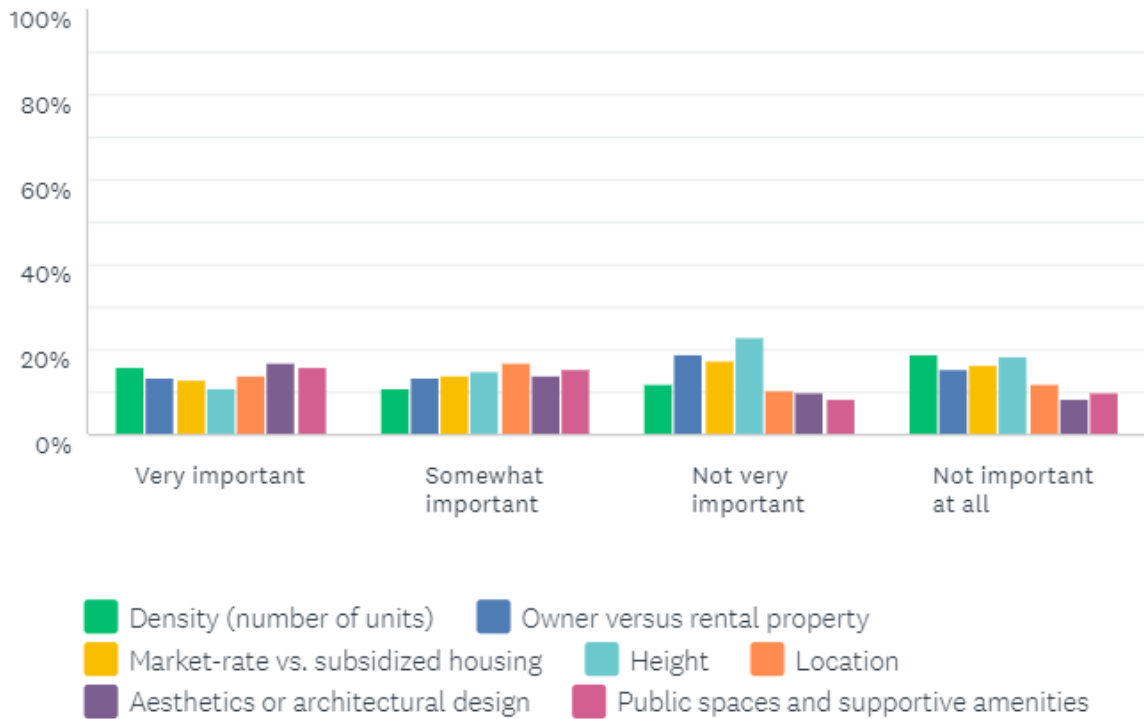
3. How would the addition and/or improvement of these features affect the amount of money that you spend in Plymouth City Center?



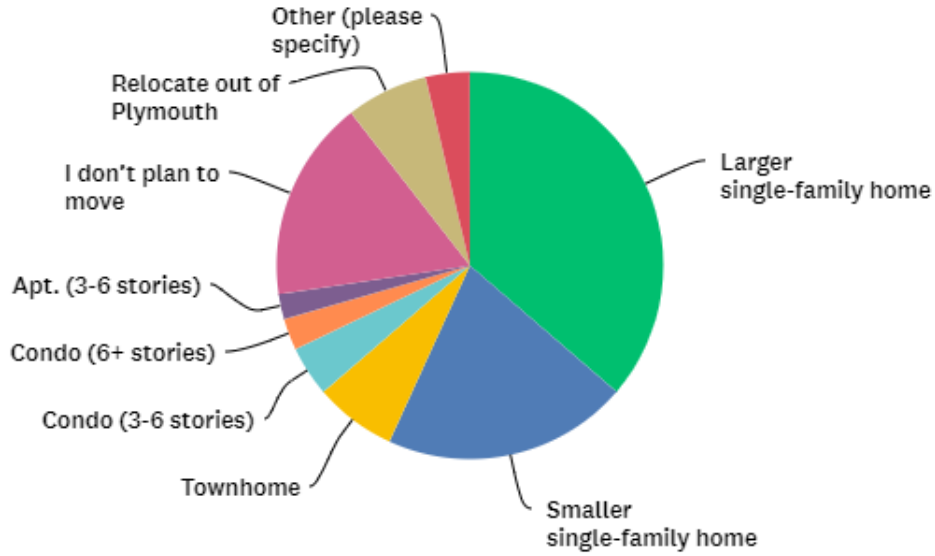
4. How would the addition of these restaurants affect the frequency you visit Plymouth City Center?



5. If housing were added to the Plymouth City Center area, how important would these items be to you?



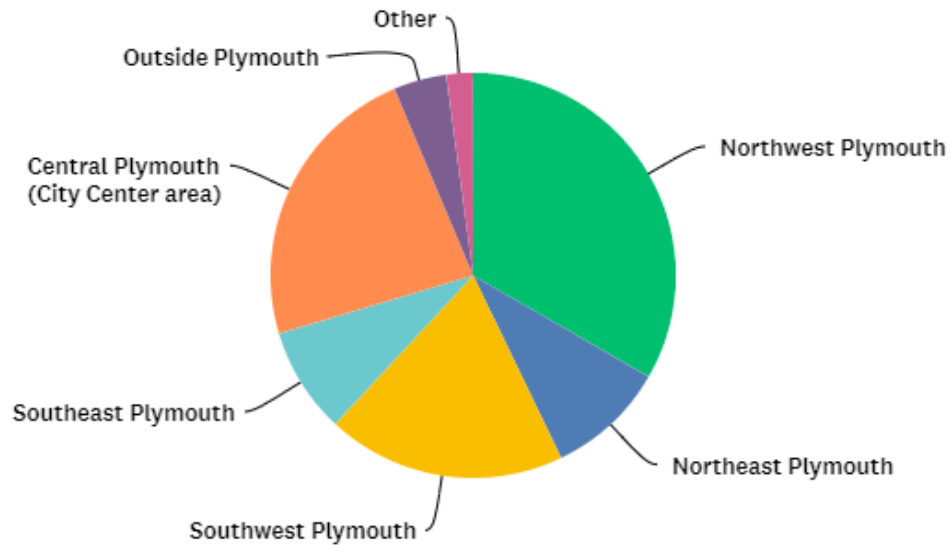
- If you were planning to move in the next 5-10 years, what would your preference be for your next home?



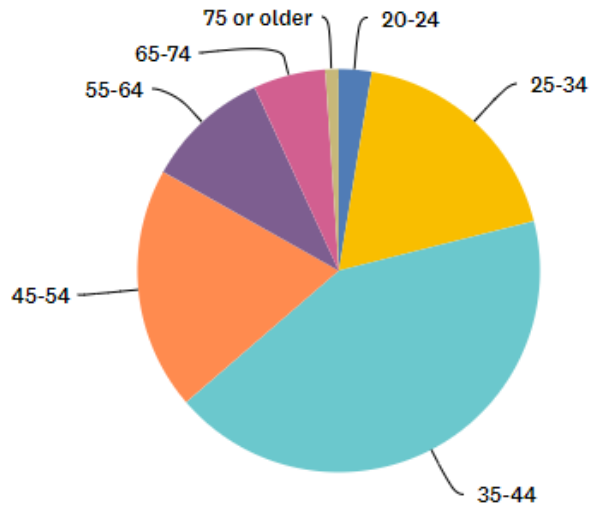
Demographics

The survey asked for several pieces of demographic data to better understand the background of the respondents.

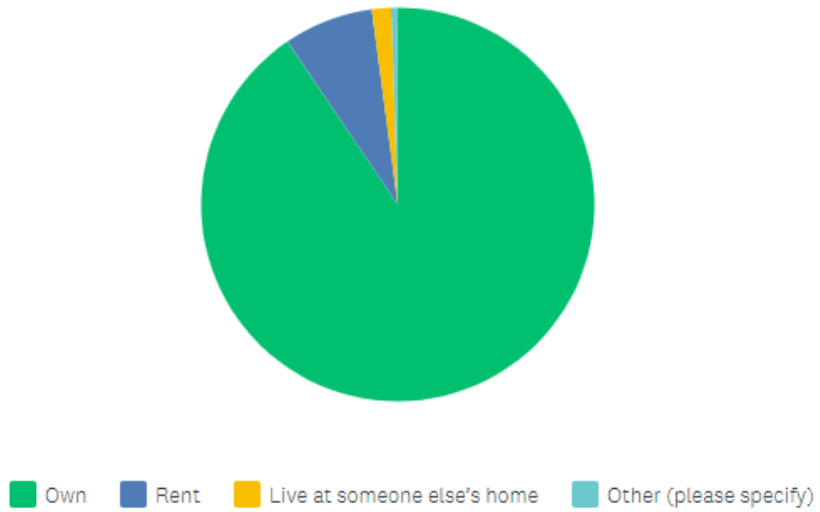
- Where do you live?



2. How old are you?



3. Do you rent or own?



Key Themes

There are a few themes that have emerged from the survey, interactive map and idea board that highlight the current perceptions and future hopes for the Plymouth City Center.



Downtown Plymouth

The comments and survey results, in combination with earlier interviews that were conducted during the initial project phase, identify the desire for an identifiable downtown Plymouth. In addition, there was a lack of recognition that the project area referred to as Plymouth City Center used this moniker.

Furthermore, there is a clear desire to create a central community space that acts as a downtown to those in Plymouth. Many respondents in the community suggested different ways that this could look in the future, but the sense of creating a vibrant active space for community to gather was prevalent among respondents.

More Local Businesses and Restaurants

Many members of the community voiced their desire for more local restaurants, breweries and retail establishments. The idea of having a typical suburban strip mall is unpopular among residents and many want to see Plymouth City Center as a unique destination shopping and eating area.

Access and Pedestrian Issues

Respondents identified a number of issues at the intersection at Vicksburg Lane and Highway 55 with regard to traffic and pedestrians. Many felt the intersection is too dangerous and represents a barrier to people wanting to enter City Center. Additional issues around entry in and out of parking lots, signage and use of land for parking were also identified as common themes by participants.

Vision for Plymouth City Center

Themes that emerged from the online engagement process included a number of ways that the community felt that Plymouth City Center could be reimagined in the future. Common elements of a future envisioned incorporated the following elements: more green space, places to gather, more sidewalks, more seating or places to sit, the addition of housing, and the incorporation of events, festivals, music and activities.