
Community Engagement Results for
Aldrich Arena and Highland Arena

SUMMARY REPORT

September 2022

Prepared by:



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Executive Summary

Goals of the Community Engagement

The Ramsey County Parks & Recreation Department developed the 21st Century Parks Initiative as a way to address gaps between users (current and potential), recreational facilities, and services offered by Ramsey County. Specifically, the vision is to create a dynamic, community-centered system that provides opportunities for the community to engage with inclusive and welcoming parks and recreation sites and programming. To advance the vision, the County wanted to hear recommendations for potential investments to improve the user experience and also improved access to the Aldrich Arena (Maplewood, MN) and the Charles M. Schulz - Highland Arena (Saint Paul, MN). Parks & Recreation partnered with ACET, Inc. to engage with users, stakeholders, and community members with the ultimate goal of improving user experience and expanding access to better serve all residents of Ramsey County. Parks & Recreation plans to invest in major capital infrastructure needs, such as updating the refrigeration systems and wanted to gain input from community members about their wants and needs for both of the arenas.

Methods and Data Analysis

ACET worked with Parks & Recreation to develop an online survey (56 respondents) for users and non-users of the arenas. In addition to the online survey, ACET facilitated virtual focus groups (19 participants) and in-person community listening sessions (2 participants) with current users of the arenas throughout June and July 2022. In total, feedback was collected from 77 individuals; 50 users and 27 non-users. Of the users, 38% (19 out of 50) were users of Aldrich Arena and 62% (31 out of 50) were users of Highland Arena. The majority of survey respondents and focus group participants identified themselves as residents of Ramsey County. Demographics were collected from survey respondents and focus group participants who completed the Focus Group Registration Form. Of the survey respondents, 68% (38 out of 56) of respondents were white. Additionally, 29% (16 out of 56) were aged 35-44, and 27% (15 out of 56) were between the ages of 55-64. Lastly, 57% (32 out of 56) were women. Focus group participants who completed the registration form mostly identified as white (10 out of 13; 77%), between the ages of 43-52 (6 out of 13; 46%), and men (9 out of 13; 69%). Additional respondent data is presented below starting on page 8.

ACET utilized both quantitative and qualitative methods to analyze the collected data, including descriptive statistics and a thematic analysis approach to generate overall themes among responses. Detailed survey results for Aldrich Arena can be found in Tables 5-7, starting on page 17; focus group results can be found in Tables 8-12, starting on page 18. Detailed survey results for Highland Arena can be found in Tables 13-15, starting on page 24; focus group results can be found in Tables 16-20, starting on page 26.

Key Findings

Aldrich Arena:

- When asked whether the arena currently serves their needs, 83% of Aldrich respondents stated, “Yes” (10 out of 12). Among users of Aldrich, building and design updates were

the most common theme mentioned across both the survey and focus groups. The theme was also identified as the top response for what would better serve their needs. Building and design updates included ideas to improve the facility, how to make the facility more welcoming, and how to better serve users' needs. The top mentioned building and design updates concerned adding and also upgrading locker rooms, adding and updating the bleachers, and overall maintenance such as painting.

- Exterior maintenance and updates were also observed across questions. Additional themes that emerged included adding conference rooms, meeting rooms, or community spaces, storage spaces for team equipment, and safety and security.
- Survey respondents and focus group participants were also asked what other recreational activities the arena should provide. The top responses centered around offering additional sports to participate in, in addition to offering community events, such as farmers' markets and community days. Suggested sports, activities, and events included open skating, lacrosse, rollerblading, rodeos, and graduation.

Highland Arena:

- When asked whether the arena currently serves their needs, 59% of Highland respondents stated, "Yes" (10 out of 17). Similar to users of Aldrich, building and design updates were mentioned most often among users of Highland Arena. The top mentioned building and design updates concerned overall arena improvements and interior updates, adding and updating the bleachers, upgrading the bathrooms and adding showers, and adding and also upgrading locker rooms.
- When asked the question of what would better serve their needs, the top response centered around improved access. Responses included access to scheduling and arena availability, physical access, and cost.
- Additional themes that emerged included adding conference rooms, meeting rooms, or community spaces, including a players' room, office space, and weight room upgrades. Amenities and exterior maintenance and updates were other top themes observed across the survey, focus groups, and listening session.
- Respondents also provided additional sports, activities, and community events that they would like to see offered at the arena. Suggested sports, activities, and events included indoor soccer, basketball, floor hockey leagues, lacrosse, pickleball, installing a sports court, farmers' markets, and other community events.

Non-Users:

- As stated above, 27 individuals (27 out of 77; 35%) reported that they were not users of either arena. Of the submitted survey responses, non-users comprised 48% of respondents (27 out of 56; 48%).
- Non-users were asked what barriers keep them from becoming a user of either arena; the top responses included the following: *Do not know what programs are offered* (12 responses), *Does not offer activities I'm interested in* (5 responses), and the location(s) isn't convenient (4 responses).
- When asked what potential activities they would be interested in, top responses included skating activities, additional activities (tennis, walking, exercise classes, youth sports), and using the site as a convention center.

Introduction

Overview of the Community Engagement

Created in 2019, the Ramsey County Parks & Recreation Department developed a new vision for the parks and recreation system in the county as a way to address gaps between users and recreational facilities and services offered by the county. The vision foresees *“A dynamic, community-centered system that provides opportunities for our ever-changing community to engage with inclusive and welcoming parks and recreation sites and programming.”*¹

In order to advance the vision of the 21st Century Parks Initiative, the County partnered with ACET, Inc. to engage with users, stakeholders, and community members in communicating any recommendations for improved access to the Aldrich Arena (Maplewood, MN) and the Charles M. Schulz - Highland Arena (Saint Paul, MN). This includes improved access both physically and programmatically, amenity improvements, additional programming requests, and recommendations to make the facilities more welcoming. Additional goals of the arena community engagement project include: planning for recreational spaces that meet current accessibility standards and are financially and environmentally sustainable, listening to and pursuing ideas about potential community partnerships and creative programming, and cultivating and sustaining relationships with residents.²

To engage users, stakeholders, and community members and work towards achieving the goals of the project, ACET worked with the Parks & Recreation Department to develop an online survey for users and non-users of the arenas and facilitate virtual focus groups and in-person community listening sessions with current users throughout June and July 2022 with the ultimate goal of improving user experience and expanding access to better serve all residents of the County.

About the Parks & Recreation Department

The Ramsey County Parks & Recreation Department oversees the County’s *“parkland and recreational facilities, manages natural resources, and facilitates recreational programming. The Ramsey County parks system encompasses more than 6,500 acres.”*³ The parks system includes regional parks, county parks, regional trail corridors, open space sites, indoor ice arenas, an indoor fieldhouse and turf facility, golf courses, a nature center, and a family water park.⁴

Background of the Arenas

As detailed by the Parks & Recreation Department, both Aldrich and Highland arenas are *“anchor ice facilities within the county that provide recreational opportunities and offer space*

¹ Retrieved from: <https://www.ramseycounty.us/residents/parks-recreation/21st-century-parks-initiative>.

² Retrieved from: <https://www.ramseycounty.us/residents/parks-recreation/21st-century-parks-initiative/aldrich-and-highland-arenas-community-engagement>.

³ Retrieved from: <https://www.ramseycounty.us/your-government/departments/economic-growth-and-community-investment/parks-recreation>.

⁴ Retrieved from: <https://www.ramseycounty.us/your-government/departments/economic-growth-and-community-investment/parks-recreation>.

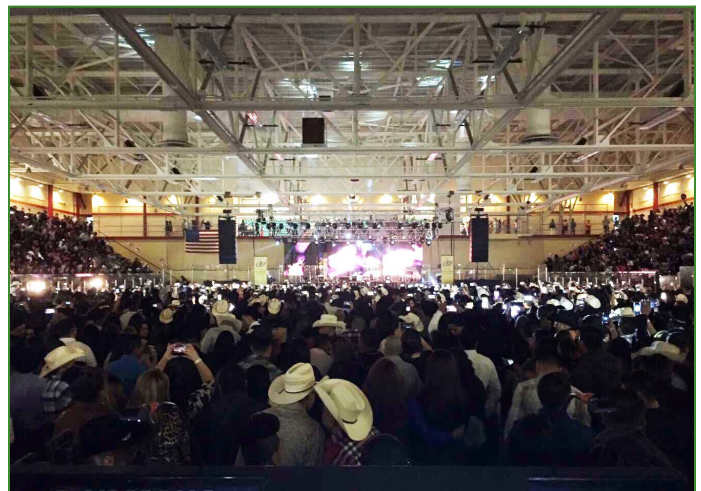
for a large number of events and programming.”⁵ In addition to the community engagement project, a facility plan is also being created to address critical infrastructure needs, including investments in the refrigeration systems, exterior maintenance, energy efficiency, signage, and additional amenities.⁶

Aldrich Arena: Located in Maplewood, MN, the Aldrich Arena was built in 1962 and hosts over 100 youth and high school hockey games during the ice season and hosts other events from March to October, including concerts, graduation ceremonies, quinceañeras, craft shows, and outdoor activities. Other amenities include a large seating capacity, concessions, exhibit space, and a 10-acre, lighted parking lot. Recent upgrades to the arena include installing an elevator with access to the arena level in 2015 and remodeled bathrooms in 2019.

Hockey game at Aldrich:



Philippine Day and a concert at Aldrich:



⁵ Retrieved from: <https://www.ramseycounty.us/residents/parks-recreation/21st-century-parks-initiative/aldrich-and-highland-arenas-community-engagement>.

⁶ Retrieved from: <https://www.ramseycounty.us/residents/parks-recreation/21st-century-parks-initiative/aldrich-and-highland-arenas-community-engagement>.

Farmer's Market at Aldrich:



Charles M. Schulz - Highland Arena: Located in Saint Paul, MN, the Highland Arena was built in 1973 and features two sheets of ice, with the North Rink featuring year-round ice, accommodating youth and high school hockey programs, learn-to-skate programs, and open skating. The South Rink has ice from October through February. Other amenities include a multi-purpose room, synthetic ice training area, and a weight room training area. Major renovations were completed at the arena in 1998, including the addition of a second sheet of ice, and in 2021, parking lot improvements were made to help improve accessibility and drainage.

Hockey at Highland:



Data Collection and Analysis

Planning

ACET and the Parks & Recreation Department held planning meetings throughout April, May, and June 2022 to draft and program the online survey, develop the Focus Group Registration Form, script, and question bank, and also develop the script and a question bank for the community listening sessions. Additionally, the County has committed to the seven core values developed by the International Association for Public Participation (IAP2). These core values include the *“belief that those who are affected by a decision have a right to be involved in the decision-making process”* and *“includes the promise that the public's contribution will influence the decision.”*⁷

Survey planning: Once drafted, the survey was programmed into the County's online survey system and was open for responses on June 28, 2022. The survey was also translated into Hmong and Spanish and opened for responses on July 5, 2022. The surveys were closed on July 26, 2022. The survey engaged both current users and non-users. Survey questions are presented below and respondent data is presented starting on page 8. Collected demographic information included: respondent zip code, age, race, ethnicity, and gender.

Current users were asked the following:

- *Which arena do you primarily use?*
- *How often do you visit the arena?*
- *What activities do you primarily use the arena for?*
- *Does the arena currently serve your needs?*
- *What else could the arena offer that you and members of your family would be interested in?*
- *What ideas do you have to improve the facility?*
- *What recommendations do you have to make the facilities more welcoming?*

⁷ Retrieved from: <https://www.iap2.org/page/corevalues>.

YOUR OPINION MATTERS

We're interested in hearing about your experiences and recommendations for facility and programming improvements to the arena.



ATTEND A LISTENING SESSION

July 7 at 6 p.m. - Aldrich Arena

July 12 at 6 p.m. - Highland Arena



TAKE THE ONLINE SURVEY

RAMSEY COUNTY
Parks & Recreation

LEARN MORE:

ramseycounty.us/ArenasEngagement2022

Non-users were asked the following:

- *What are some barriers that keep you from becoming a user of the arena?*
- *What potential new recreational activities should the arena provide that you and members of your household would be interested in participating in?*

Focus groups and community listening sessions planning: ACET and RC worked to send recruitment emails to user groups who currently use either Aldrich or Highland Arenas, in order to gather feedback and information about their recommendations for improving the facilities.⁸ Users signed up for focus groups via an online registration form. Focus group questions are presented below. Uses range from hockey (junior, high school, club, and in-line), concerts, softball/baseball, figure skating, arena staff, and performing arts.⁹

Participants were asked the following questions:

- *What could make this arena better serve your needs?*
- *What amenity improvements should be considered?*
- *What ideas do you have for improved access to the facility (both the inside and outside space)?*
- *What recommendations do you have to make the facilities more welcoming?*
- *What potential new recreational activities should the arena provide?*

Outreach efforts: The Ramsey County Communications & Public Relations Department implemented a number of outreach efforts to recruit respondents for the survey and participants for the focus groups/listening sessions. These efforts included social media posts and a paid targeted ad on Facebook. Posts were made on both Twitter and Facebook, with the seven posts on the Ramsey County Parks & Recreation Facebook page bringing 2,354 impressions. Other efforts were webpage callouts and news articles, creating fliers, and including engagement advertisements in the resident e-newsletter.

Data Analysis

Quantitative analysis: Quantitative analysis was conducted utilizing descriptive statistics, or summarization of the survey responses. The descriptive statistics were measures of frequency (for example, whether respondents are current users of either arena, how often they visit the arenas, the activities that they primarily use the arenas for, whether the arena currently serves their needs, and barriers that keep non-users from utilizing the arenas). Survey data was first sorted by user/non-user and then categorized by users of Aldrich or Highland. Findings correspond to the individual arenas (not both arenas), followed by non-users.

Qualitative analysis: Qualitative analysis was used to analyze the focus groups and listening sessions, in addition to the open-ended survey questions. A thematic analysis approach, specifically a semantic approach, was used to generate overall themes among responses.

⁸ The Ramsey County Parks & Recreation Department drafted a list of 28 current user groups that utilize either Aldrich Arena or Highland Arena. The user groups included associations, organizations, teams, and local schools.

⁹ A focus group was facilitated with staff from both Aldrich and Highland arenas. Due to the small sample size, results from the staff focus group and the user focus groups are presented with the overall focus group results and are not summarized separately from the user focus groups.

Focus group recordings were sent for transcription and the transcripts and notes taken during the focus groups were used to analyze and theme the data. Focus group transcripts were separated by arena; therefore, themes correspond to either Aldrich or Highland (not both arenas). Separating the transcripts this way will help the Parks & Recreation Department tailor its next steps for each arena. In order to analyze and theme the focus group data, ACET used the “scissor-and-sort” technique by going through the transcripts and identifying quotes that corresponded to each question from the question bank. Following this, simple descriptive counts were assigned to each of the themes. The analysis and theming were performed by two members of the ACET team to ensure consistency across the analysis. The listening session analysis also followed the same process.

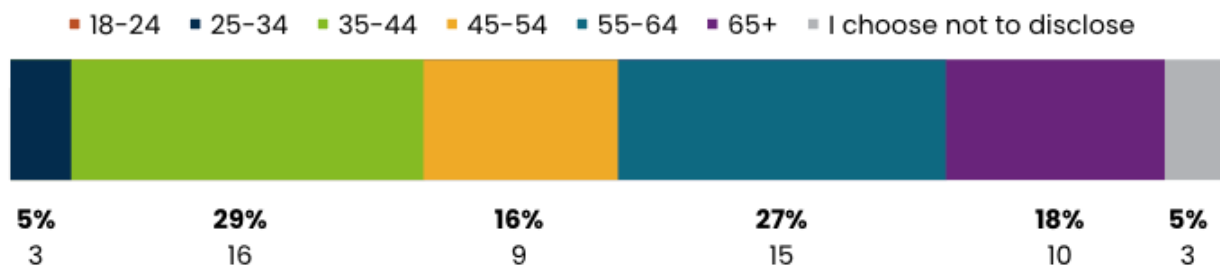
As stated above, survey data was first sorted by user/non-user and then categorized by users of Aldrich and Highland. For the open-ended survey questions, responses were themed per question. For users, open-ended survey questions included: “How could the arena better serve your needs?”; “What else could the arena offer that you and members of your family would be interested in?”; “What ideas do you have to improve the facility?”; and “What recommendations do you have to make the facility more welcoming?” For non-users, the question asked was what potential recreational activities would you and members of your household be interested in? To reiterate, findings correspond to the individual arenas (not both arenas), followed by non-users.

Survey Respondent Data

n=56		Aldrich	Highland
Users	29/56 (52% of respondents)	12/29 (41% of users)	17/29 (59% of users)
Non-users	27/56 (48% of respondents)		

Select your age:

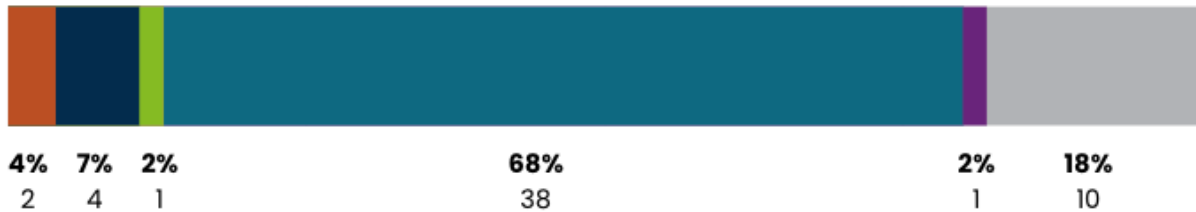
n=56



Select your race:

n=56

- American Indian or Alaskan Native
- Asian or Asian American
- Black or African American
- Native Hawaiian or Pacific Islander
- White or Caucasian
- Two or more races
- I choose not to disclose



Are you Hispanic/Latinx?

n=56

- Yes
- No
- I choose not to disclose



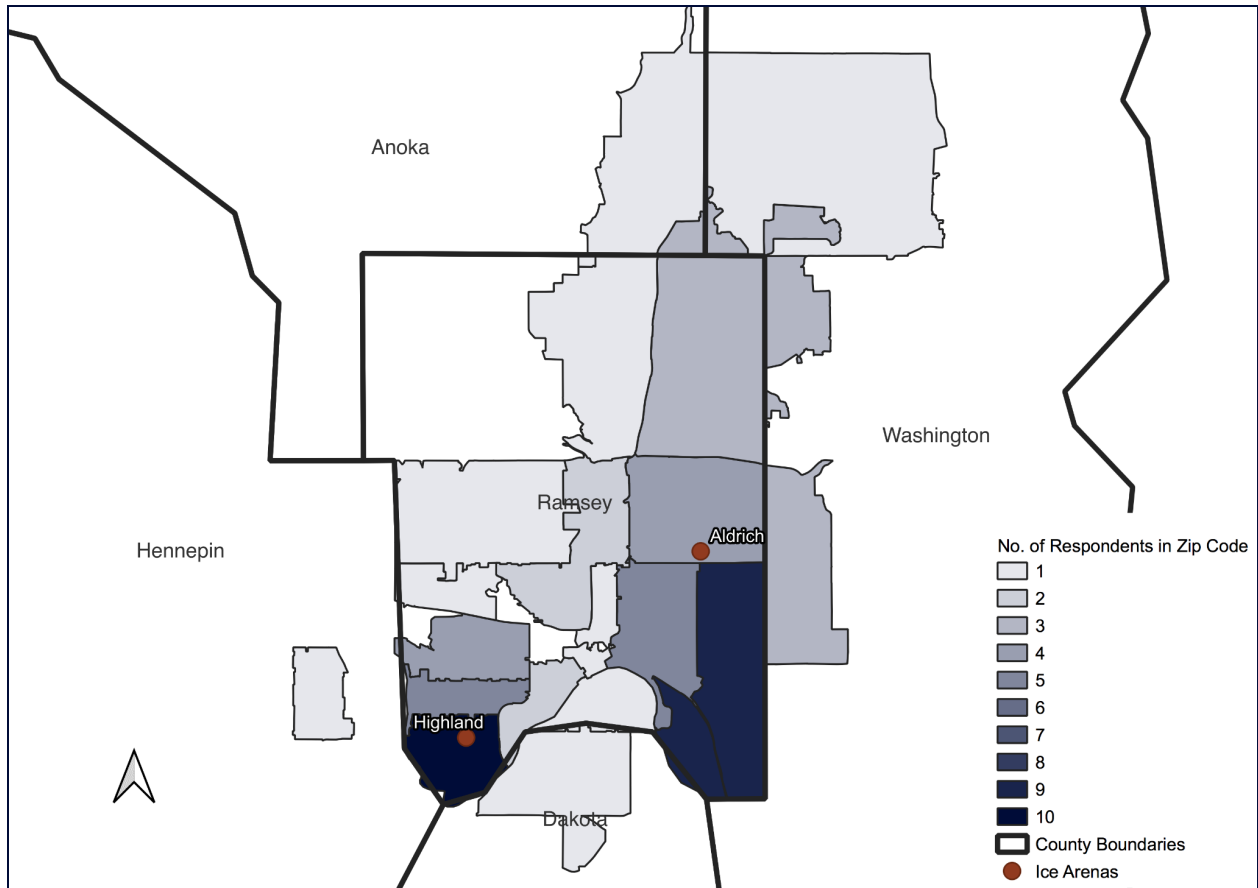
Select your gender:

n=56

- Woman
- Man
- Non-binary, Two-Spirit, and/or gender non-conforming
- I choose not to disclose



Figure 1: Zip Code Map for Survey Respondents



Focus Group/Listening Session Participant Data

Table 2: Focus group participants

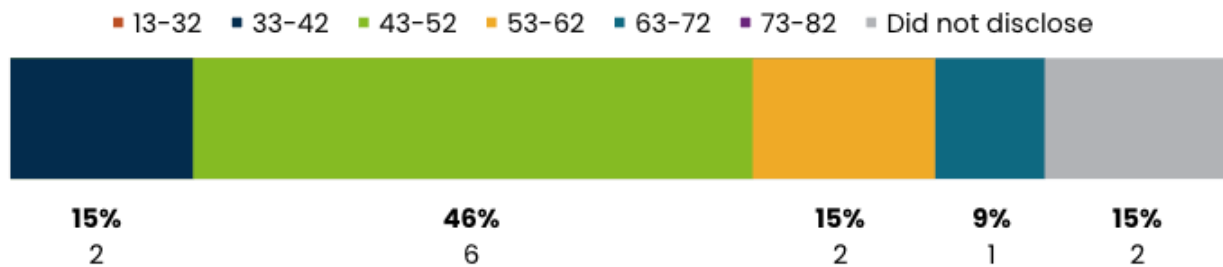
Number of groups held:	8 virtual groups (n=19)
Aldrich:	4 groups; 5 participants (26% of participants)
Highland:	3 groups; 10 participants (53% of participants)
Arena staff:	1 group; 4 participants (21% of participants)
Number of user groups represented:	12 (including arena staff)

Table 3: Community listening session participants

	n=2
Aldrich:	0 (0%)
Highland:	2/2 (100%)

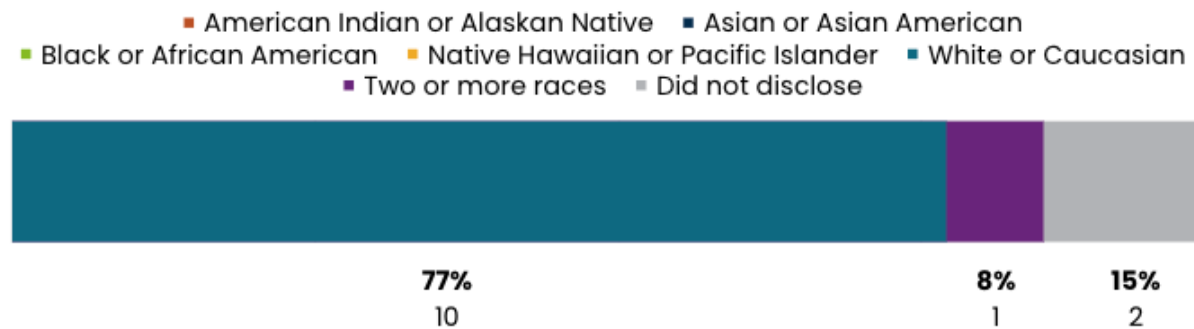
Select your age:

n=13



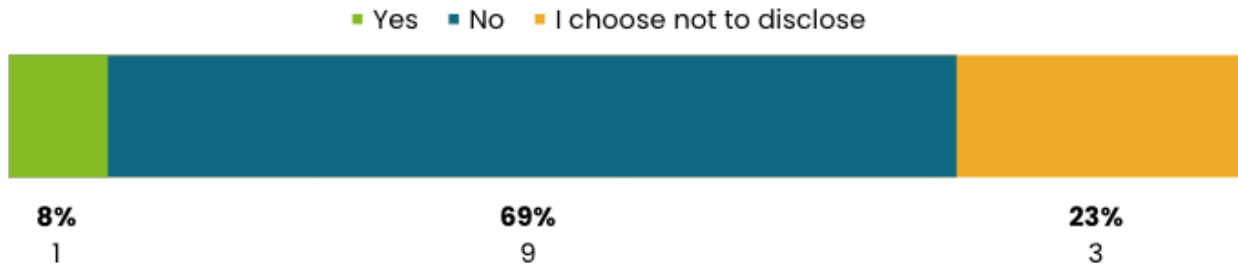
Select your race:

n=13



Are you Hispanic/Latinx?

n=13



Select your gender:

n=13

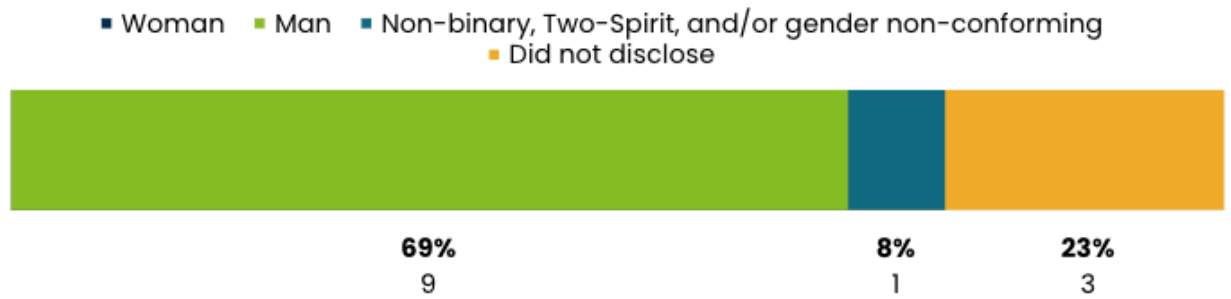
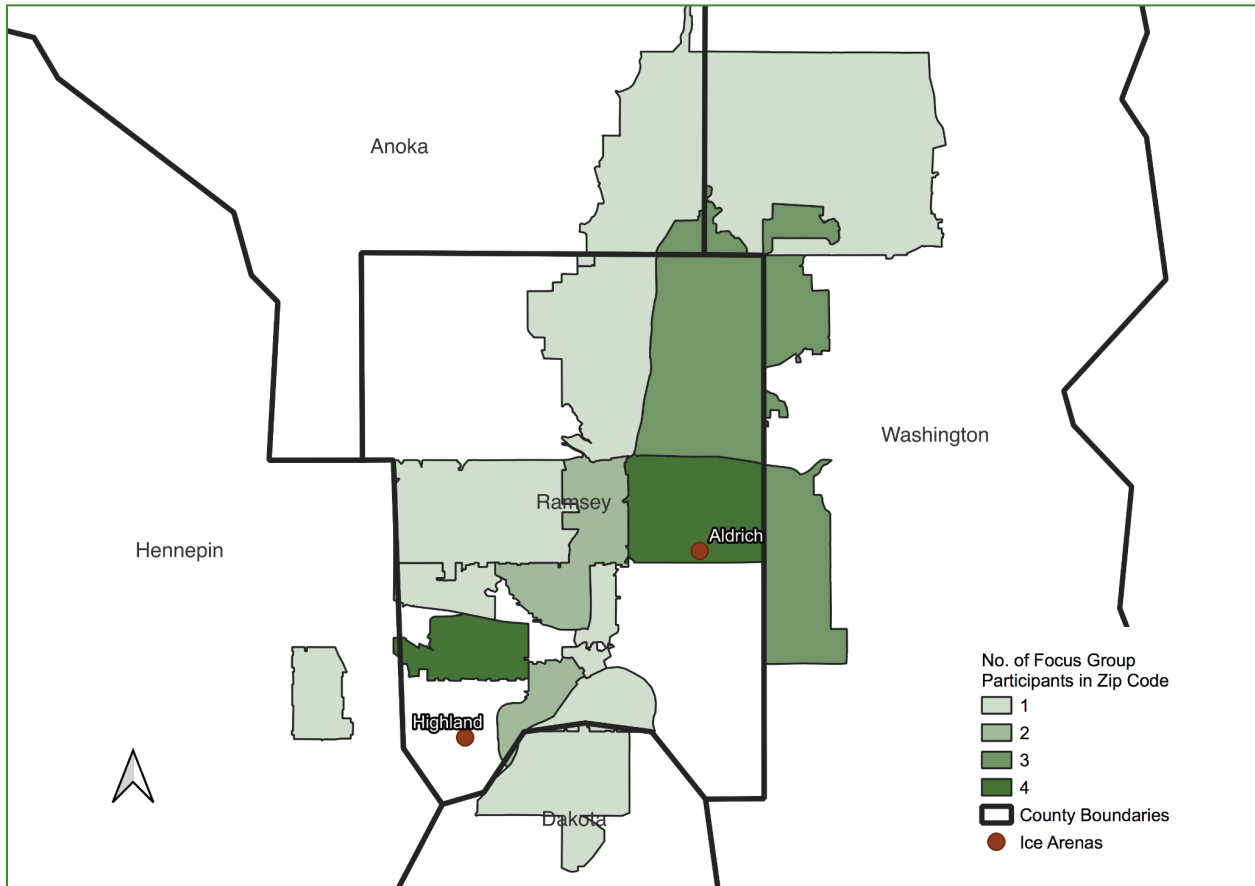


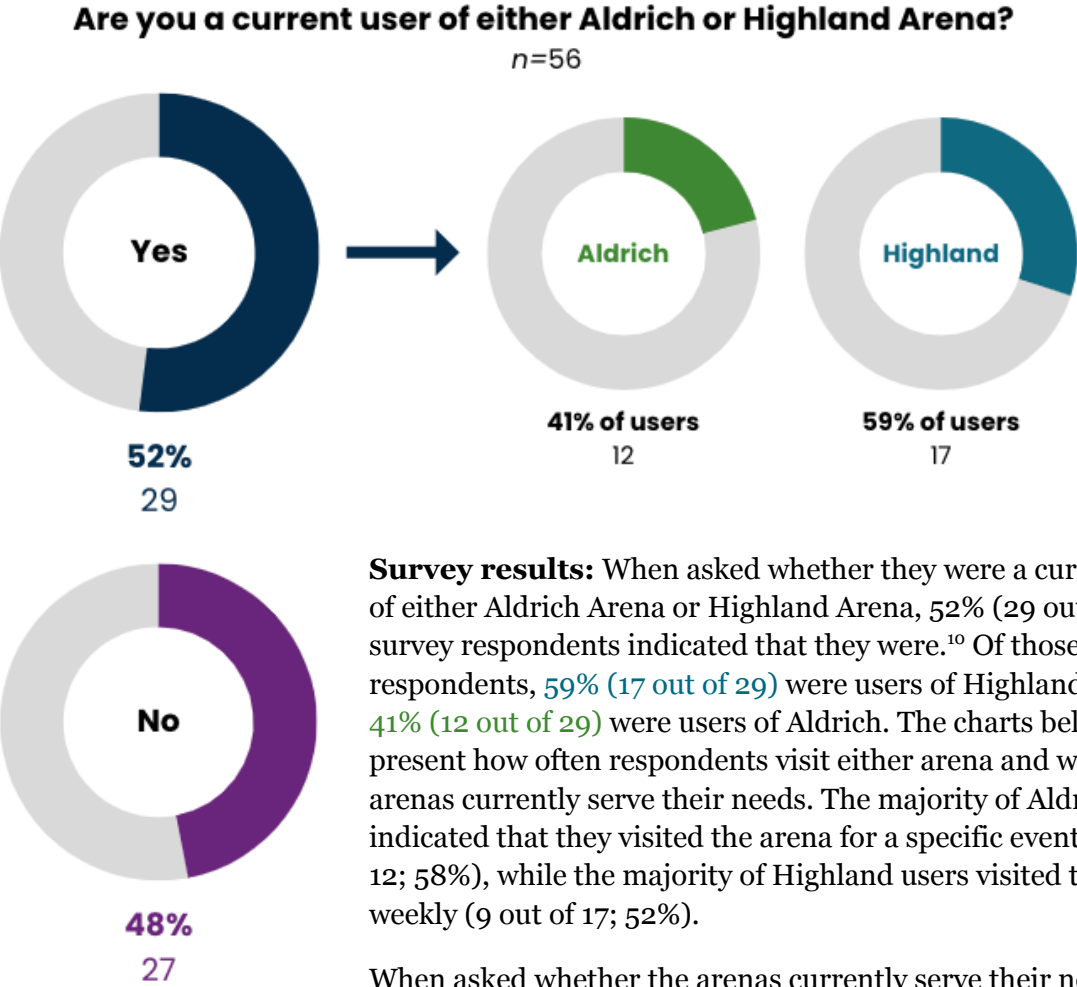
Figure 2: Zip Code Map for Focus Group Participants



Findings

The following section presents the findings from the survey (n=56), focus groups (n=19), and community listening session (n=2). The findings in this section are organized first by users, including survey, focus group, and listening session results, followed by non-user survey results. The users' section first details survey participant responses to the following questions "Are you a current user of either Aldrich or Highland Arena?"; "How often do you visit the arena?"; "What activities do you primarily use the arena for?"; and "Does the arena currently serve your needs?" Following this, specific results for Aldrich and Highland are presented separately, with Aldrich results starting on page 16 and Highland results starting on page 23. The final section of the findings section presents non-user survey results, beginning on page 32.

Arena Users:



Survey results: When asked whether they were a current user of either Aldrich Arena or Highland Arena, 52% (29 out of 56) of survey respondents indicated that they were.¹⁰ Of those 29 respondents, 59% (17 out of 29) were users of Highland and 41% (12 out of 29) were users of Aldrich. The charts below present how often respondents visit either arena and whether the arenas currently serve their needs. The majority of Aldrich users indicated that they visited the arena for a specific event (7 out of 12; 58%), while the majority of Highland users visited the arena weekly (9 out of 17; 52%).

When asked whether the arenas currently serve their needs, 83% of Aldrich respondents stated, "Yes" (10 out of 12; 83%); 59% of Highland respondents also stated, "Yes" (10 out of 17; 59%).

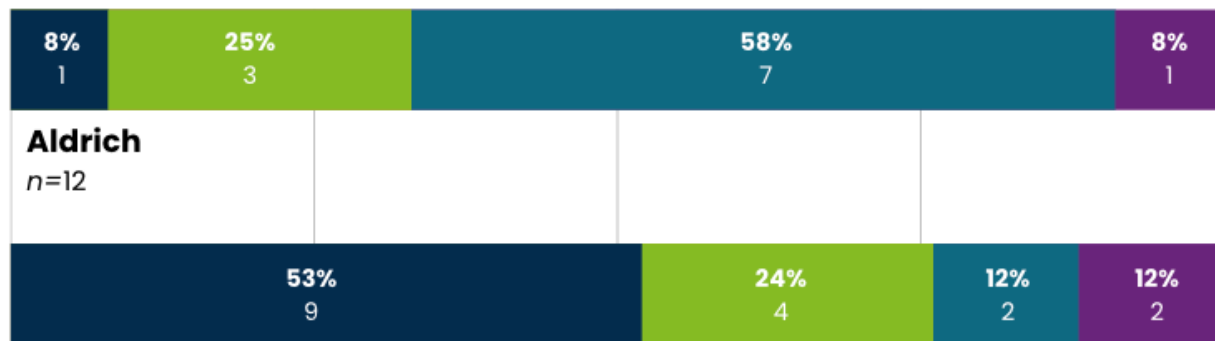
¹⁰ "Current" refers to the past 12 months.

Users were also asked what activities they primarily use the arenas for (see Table 4 below).¹¹ The majority of Aldrich users indicated that they used the arena for ice hockey (7 responses) followed by graduations (4 responses). The majority of Highland users reported that they also used the arena for ice hockey (13 responses) followed by ice skating (6 responses). The top two responses per arena are highlighted in the table below. Between the two arenas, ice hockey was the activity that respondents primarily used the arena for (20 responses).

How often do you visit the arena?

n=29

■ Weekly
 ■ Monthly
 ■ Every few months
 ■ For a specific event
 ■ Rarely



Highland

n=17

Table 4: What activities do you primarily use the arena for? (Select all that apply)

	Aldrich		Highland	
	Number of responses ¹² n=15	Percent of responses	Number of responses ¹³ n=24	Percent of responses
Concerts	0	0%	0	0%
Exterior space rental	0	0%	0	0%
Graduations	4	27%	0	0%
Ice hockey	7	47%	13	52%
Ice skating	2	13%	6	24%
In-line hockey	0	0%	0	0%
Meetings	0	0%	3	12%
Parties	0	0%	1	4%
Trade or craft show	0	0%	0	0%
Other ¹⁴	2	13%	1	4%

¹¹ Respondents could select all activities that applied to them.

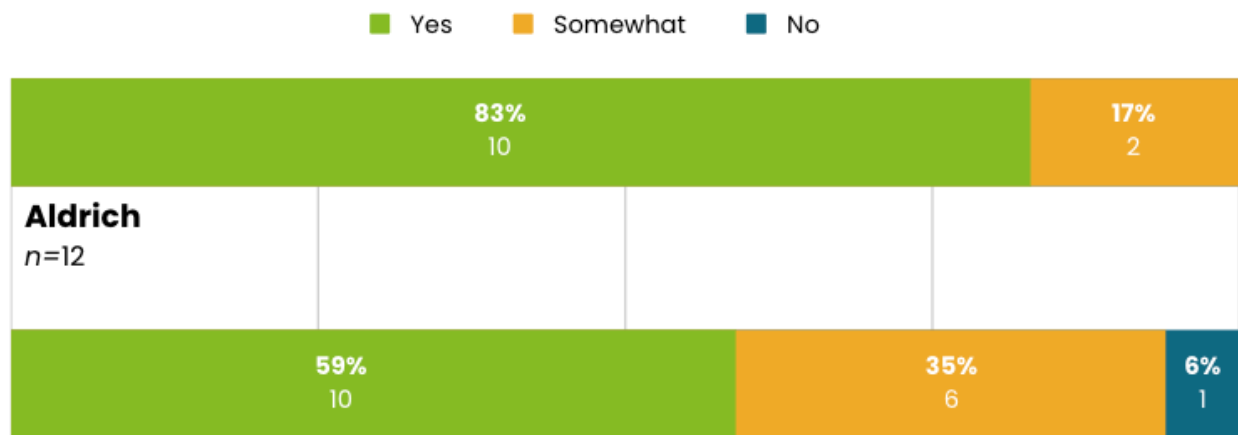
¹² The n indicates the number of responses, not the number of respondents (respondents could select all activities that applied).

¹³ The n indicates the number of responses, not the number of respondents (respondents could select all activities that applied).

¹⁴ The “other” responses included bi-weekly waste and recycling collection, outdoor markets, and pumpkin sales.

Does the arena currently serve your needs?

n=29



Highland

n=17

Aldrich Arena Survey and Focus Group Findings:

The following section presents an overview of the survey and the focus group results for Aldrich Arena. Detailed survey results can be found in Tables 5-7 below; focus group results can be found in Tables 8-12, starting on page 18.

Among users of Aldrich, building and design updates were the most common theme mentioned across both the survey and focus groups. Overall, users of Aldrich were focused on how the County could improve the facility and how those upgrades would impact their overall user experience.

Building and design updates included ideas to improve the facility (amenity improvements and improved access), how to make the facility more welcoming, and how to better serve users’ needs. The building and design updates theme was observed across questions and was not a specific finding that corresponded to a single question. As one participant stated, *“I think that, in general, the building has a dated feel to it. Just updating it. I think a lot of times, it needs to feel a little more up-to-date. ... It’s just, like you said, just more cosmetic.”* The top mentioned building and design updates concerned adding and also upgrading locker rooms, adding and updating the bleachers, and overall maintenance such as painting. Other mentioned updates included adding more bathrooms and also showers, enlarging the press box, creating a waiting area for the ticket office, adding concessions, expanding the lobby to allow more access, adding or updating art and media/displays, such as media walls, public art, and trophy cases, and adding a second sheet of ice. As shown in Table 9, one respondent included the following feedback: *“I think maintenance. The ceiling, it looks like it needs some work, and just the wear and tear that comes with a facility that’s as old as Aldrich is.”*

Exterior maintenance and updates were also observed across questions. Responses included signage, access to bathrooms, snow removal and plowing, traffic control for events, stair access, gardens and plants, and access to water and trash. Additional themes that emerged included adding conference rooms, meeting rooms, or community spaces, storage spaces for team equipment, and safety and security. As shown in Table 10, one respondent stated *“They could probably do a better job of securing the building. It seems like on game days it is pretty easy for people on the inside to open up doors and sneak people in.”*

Survey respondents and focus group participants were also asked what other recreational activities the arena should provide. The top responses centered around additional sports and activities, in addition to events. Suggested sports, activities, and events included open skating, lacrosse, rollerblading, rodeos, and graduation. As shown in Table 12, one respondent stated the following, *“Just knowing what options are there for using the space as a venue, if we were having a community gathering or an event where we’re promoting something or wanted to display or bring the public into—inform them about something with tabling events or something like that.”*

Aldrich Arena detailed survey results:

Of the survey respondents, 12 reported that they were users of Aldrich Arena (21% of overall survey respondents and 41% of arena users). As stated above on page 11, the majority of Aldrich users indicated that they visited the arena for a specific event (7 out of 12; 58%) and that overall, the arena meets their needs (10 out of 12; 83%). Below, Tables 5-7 present responses to the following survey questions: *“What else could the arena offer and you and your household would be interested in?”*; *“What ideas do you have to improve the facility?”*; *What recommendations do you have to make the facility more welcoming?”* Survey respondents suggested additional events and programming, activities, exterior improvements, amenities, staffing, and building and design updates to improve the facility and make it feel more welcoming.

Table 5: What else could the arena offer that you [...] would be interested in?	
n=6	
Additional events and programming	• “Craft fairs, expos.”
	• “Indoor farmer’s market.”
	• “Dances.”
Additional activities	• “Free walking track.”
	• “Curling club.”
Exterior	• “It would be very nice if the arena can provide access to water, trash, and places to dump wastewater and just charge us extra for these extra services.”

Table 6: What ideas do you have to improve the facility?

n=4	
Building and design updates	<ul style="list-style-type: none"> • "Locker rooms."
	<ul style="list-style-type: none"> • "Improved ticket office, more space."
	<ul style="list-style-type: none"> • "More bathrooms."
	<ul style="list-style-type: none"> • "A knock-out area for refreshments so it doesn't block the walkway around."

Table 7: What recommendations do you have to make the facility more welcoming?

n=4	
Building and design updates	<ul style="list-style-type: none"> • "Backs on seats."
	<ul style="list-style-type: none"> • "Wait area for tickets or opening."
Amenities	<ul style="list-style-type: none"> • "Concessions."
Staffing	<ul style="list-style-type: none"> • "More staff."

Aldrich Arena detailed focus group results:

As shown above on page 11, five individuals participated in the Aldrich-specific focus groups, comprising 26% of focus group participants. In addition to the Aldrich-specific groups, a focus group with staff from both Aldrich and Highland arenas was also facilitated. Due to the small sample size, results from the staff focus group and the user focus groups are presented together and are not summarized separately from the user focus groups. Discussions centered around five main questions, with Tables 8-12 below showing the main themes corresponding to each question.

Table 8: What do you think could make the arenas better serve users' needs?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Building and design updates	<p>Locker rooms (3 similar responses):</p> <ul style="list-style-type: none"> • "Two big, new locker rooms would be good." <p>A second sheet of ice (2 similar responses):</p> <ul style="list-style-type: none"> • "We would love to have a second sheet of ice. ... We would love to be a part of somehow trying to get a second sheet of ice at Aldrich." <p>Misc. updates (6 unique responses):</p> <ul style="list-style-type: none"> • "More bleacher seating." • "Paint the ceiling." • "Different windows and doors would be nice." • "Maybe put the old Zamboni, like display that there." • "The press box needs to be extended a little bit." • "It'd be nice... to have a drinking fountain or two that is filtered water." 	11

Exterior updates	<p>Signage (3 unique responses):</p> <ul style="list-style-type: none"> “Maybe a new sign on White Bear Avenue...” “It’d be nice to have an entrance sign on the side of the building when people come in. Just so people know that’s the entrance.” “Maybe just signage and where the overflow parking could be.” <p>Other (1 response):</p> <ul style="list-style-type: none"> “If the parking lot is going to be used by multiple vendors, including the County, at the same time, having some traffic control equipment on site would be helpful...” 	4
Equipment upgrades	<p>Misc. (3 unique responses):</p> <ul style="list-style-type: none"> “It’d be nice to get [a] new compressor system. It’s probably one of the worst ones the county has.” “Bigger capacity A/C for graduations...” “I’d like to see them also put a humidifier in...” 	3
Improved access	<p>Physical access (2 unique responses):</p> <ul style="list-style-type: none"> “It’d be kind of nice to bring the stairs back by the door because so many people walk up the hill.” “Being able to get in and use the restrooms... Having it be potentially accessible for the contracted staff maybe through like a code or something... in case they did need actual running water and things like that, that would be helpful.” <p>Scheduling/availability (1 response):</p> <ul style="list-style-type: none"> “It just takes us a while to get responses and get confirmation on availability.” 	3
Storage space	<ul style="list-style-type: none"> “More storage...” 	2
Conference room, meeting room, or community space	<ul style="list-style-type: none"> “A conference room would be really nice.” 	1

Table 9: What amenity improvements should be considered?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Building and design updates	<p>Locker rooms (3 similar responses):</p> <ul style="list-style-type: none"> “The locker rooms definitely could use an upgrade. The public locker rooms right now are not great.” “Two of the teams get stuck with small locker rooms.” <p>Bathrooms (2 unique responses):</p> <ul style="list-style-type: none"> “I would say that the bathrooms are a bit dated.” 	7

	<p>The bathrooms could definitely be updated.”</p> <ul style="list-style-type: none"> • “Extra restrooms...” <p>Press box (1 response):</p> <ul style="list-style-type: none"> • “Enlarging the press box to accommodate the member requests we get.” <p>Overall maintenance (1 response):</p> <ul style="list-style-type: none"> • “I think maintenance. The ceiling, it looks like it needs some work, and just the wear and tear that comes with a facility that’s as old as Aldrich is.” 	
Conference room, meeting room, or community space	<ul style="list-style-type: none"> • “We use the locker rooms for our office and we do use it as the dressing rooms for the groups, but sometimes, the office that we use is not as private as we want it to be... It would be nice if we could have, at least, a little, small office.” 	1
Improved access	<ul style="list-style-type: none"> • “Maybe an outward-facing bathroom...” 	1
Storage	<ul style="list-style-type: none"> • “I think the biggest thing is we need more storage [for tables, chairs, floors, and glass].” 	1

Table 10: What ideas do you have for improved access to the facility (both the inside and outside)?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Building and design updates	<p>Lobby (1 response):</p> <ul style="list-style-type: none"> • “The lobby itself gets congested.” <p>Set up (1 response):</p> <ul style="list-style-type: none"> • “We used to set up the stage where the ramp is, from the back of the venue. Now, we move the stage to the opposite side, which is the main entrance. Sometimes, we have kind of a hard time to get the performers through that door, because it’s the entrance doors. ... Sometimes, they want some privacy...” 	2
Exterior maintenance and updates	<p>Snow plowing (1 response):</p> <ul style="list-style-type: none"> • “I don’t know if there’s any real planning that would need to be done outside of just making the right connections to have that [snow plowing] taken care of when the time arises.” <p>Signage (1 response):</p> <ul style="list-style-type: none"> • “I mean, obviously, upgrading signage is always an option but not necessarily—it wouldn’t add to our experience here...” 	2
Safety/security	<ul style="list-style-type: none"> • “They could probably do a better job of securing the building. It seems like on game days it is pretty easy for people on the inside to open up doors and sneak people in.” 	1

Table II: What recommendations do you have to make the facilities more welcoming?

Themes	Sub-Themes and Selected Quotes	Number of Responses
<p>Design updates</p>	<p>Art and media (3 unique responses):</p> <ul style="list-style-type: none"> • <i>“Well, I’m working on another project and there’s discussion about like public art and something tied to the community that is a point of interest. Maybe it’s a cultural thing, or historical, or maybe even just like a mural of a landscape or a person of significant sign, and also even we’re just talking about that, how to enhance community through art kind of a thing. People like that, it makes it feel welcoming, and interesting, and attractive.”</i> • <i>“...If we could do a trophy case or something in there or a banner of some sort... It kind of makes sense if we could do something, but if not, it’s not a big deal. We’re just brainstorming and trying to come up with different things of what we could do to recognize the kids.”</i> • <i>“We do events in [other location] and they do have some media walls, where they are [displaying] our logo, the radio, the performer’s info, pictures, or future events. ... This is something that would make the arena look a little bit more like a venue place, convention center, something like that.”</i> <p>Painting (1 response):</p> <ul style="list-style-type: none"> • <i>“I notice the rafters need to be repainted or redone. ... They were chipping onto the ice last year when we were there. There was paint falling down.”</i> <p>General design updates (1 response):</p> <ul style="list-style-type: none"> • <i>“I think that, in general, the building has a dated feel to it. Just updating it. I think a lot of times, it needs to feel a little more up-to-date. ... It’s just, like you said, just more cosmetic.”</i> 	<p>6</p>
<p>Building updates</p>	<p>Lobby (1 response):</p> <ul style="list-style-type: none"> • <i>“...Maybe the lobby could be a little more spacious, that main entry right there could become pretty tight from time to time, if there’s a big event. Maybe making that somehow a little more welcoming or spacious I would say.”</i> <p>Bleachers (1 response):</p> <ul style="list-style-type: none"> • <i>“Potentially, maybe changing the bleachers to</i> 	<p>2</p>

	<i>actually like individual seats would make it feel a little bit more updated, as well."</i>	
Exterior updates	<ul style="list-style-type: none"> "...People like I think just gardens, plant things that may be of interest." 	1

Table 12: What potential new recreational activities should the arena provide?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Additional sports	<p>Open skate (3 similar responses):</p> <ul style="list-style-type: none"> <i>I think we've done open skates and open hockey before on Fridays. I think if we're going to do anything like that, we should make it a weekly scheduled thing. So people pick up on it or, you know, not really at all. Just my thoughts, if it's scheduled people might make a weekly habit of going. Otherwise, it doesn't get very [good] attendance.</i> <p>Lacrosse (1 response):</p> <ul style="list-style-type: none"> <i>"You do have turf lacrosse that I know is becoming more popular. I don't know if that's been looked into, or not, but a lot of arenas will turn a lot of their rinks into an indoor lacrosse type thing."</i> <p>Rollerblading (1 response):</p> <ul style="list-style-type: none"> <i>"I'm not sure how popular it is anymore, but—I know there are rollerblade leagues that would utilize indoor facilities like that, as well."</i> <p>Rodeos (1 response):</p> <ul style="list-style-type: none"> <i>"We've been wanting to do rodeos inside..."</i> 	6
Events	<p>Community events (2 similar responses):</p> <ul style="list-style-type: none"> <i>"Just knowing what options are there for using the space as a venue, if we were having a community gathering or an event where we're promoting something or wanted to display or bring the public into—inform them about something with tabling events or something like that."</i> <p>Graduation (1 response):</p> <ul style="list-style-type: none"> <i>"Graduation."</i> 	3

Highland Arena Survey and Focus Group/Listening Session Findings:

The following section presents an overview of the survey and the focus group results for Highland Arena. Detailed survey results can be found in Tables 13-15 below; focus group results can be found in Tables 16-20, starting on page 26.

Similar to users of Aldrich, building and design updates were mentioned most often among users of Highland Arena and across questions. Improved access, amenities, and exterior maintenance and updates were other top themes observed across the survey, focus groups, and listening session. Respondents also provided additional sports and community events that they would like to see offered at the arena. Also similar to users of Aldrich, Highland users were focused on how the County could improve the facility and how those upgrades would impact their overall user experience.

The building and design updates theme was observed across questions and was not a question-specific theme among responses, similar to the Aldrich feedback. As one participant stated, *“I think some of the look of it feels a little dated. So, maybe an updated, remodeled lobby might be a little more welcoming. ... I think the lobby specifically and any place where like the public might be interacting off the ice might just need a little update.”* The top mentioned building and design updates concerned overall arena improvements and interior updates, adding and updating the bleachers, upgrading the bathrooms and adding showers, and adding and also upgrading locker rooms. Other mentioned updates included lobby updates, adding or updating the trophy case, and equipment upgrades, including the sound system and arena heating.

When asked the question of what would better serve their needs, the top response centered around improved access. Responses included access to scheduling and arena availability (including not knowing who to contact in addition to dedicated time for non-hockey programs) and physical access (for example, parking is far from the door and it can be difficult to access various spaces within the arena). The cost was also mentioned as a barrier to access with one participant stating, *“I would say classes are really prohibited—it's an access point that is really challenging for a lot of people to get into... Being able to offer discounted or free ice opportunities for other people to come out and try would increase access for the community.”*

Exterior maintenance and updates were also observed across questions. Responses included adding and updating arena signage (both interior and exterior), a new dumpster, a new roof on the building, and improving the parking lot line markings in the winter. As one participant stated, *“I think some improved signage could help. I think there may occasionally be confusion between which entrance to go to sometimes for people...”*

New amenities for the arena were also mentioned by participants. Amenities included adding a pro shop, improving the concessions, offering skate-sharpening services and rental skates, and storage space for teams. As one participant detailed, *“Frequently our users do not have their—they don't own their own skates, so we want to eliminate the barrier of not having equipment. So, we have used the rental skates that are there in the past and made those available for our participants. And the rental skates are just—they're older...”*

Additional themes that emerged included adding conference rooms, meeting rooms, or community spaces, including a players’ room, office space, and weight room upgrades. As shown in Table 16, one respondent stated *“There’s a space that’s a training area. I’ve heard talk of maybe making it a players’ room, where players could go in there. Maybe do their homework, have coffee, coffee bar, could be some audio. Maybe coaches will show film if they need to.”*

Survey respondents and focus group participants were also asked what other recreational activities the arena should provide. The top responses centered around additional sports and activities, in addition to events. Suggested sports, activities, and events included indoor soccer, basketball, floor hockey leagues, lacrosse, pickleball, installing a sports court, farmers’ markets, and other community events. As shown in Table 19, one respondent stated the following, *“I feel like the default understanding or the default assumption is that the people that are coming into the rink are going to be playing hockey, when I think the truth might be different. ... I’m wondering if there’s a way to also honor the folks that are using the space for other uses...”*

Highland Arena detailed survey results:

Of the survey respondents, 17 reported that they were users of Highland Arena (30% of overall survey respondents and 59% of arena users). As stated above on page 11, the majority of Highland users indicated that they visited the arena weekly (9 out of 17; 53%) and that overall, the arena meets their needs (10 out of 17; 59%). Below, Tables 13-15 present responses to the following survey questions: *“What else could the arena offer and you and your household would be interested in?”*; *“What ideas do you have to improve the facility?”*; *What recommendations do you have to make the facility more welcoming?”* Survey respondents suggested additional hockey and ice time, other activities and amenities, adding community space, expanding the arena to include another rink, and building and design updates to improve the facility and make it feel more welcoming.

Table 13: What else could the arena offer that you [...] would be interested in?

n=6	
Additional hockey/ice time	<ul style="list-style-type: none"> • “More open ice time.” • “Open youth hockey.” • “Evening hockey training or ice time. As mentioned above, many families either have two working parents or a single-parent household and aren’t able to use the facility during the daytime on weekdays. Currently, there is no hockey programming in the evenings or weekends - it’s only offered during the day on weekdays.”
Additional activities	<ul style="list-style-type: none"> • “Pickleball.”
Amenities	<ul style="list-style-type: none"> • “A pro shop.”
Community space	<ul style="list-style-type: none"> • “The Cretin room can be rented but it seems to fully be owned by Cretin and there really needs to be a room open to the community.”

Table 14: What ideas do you have to improve the facility?

n=11

Expansion	<ul style="list-style-type: none"> • “Add a third rink.” • “Add additional community space.”
Building and design updates	<ul style="list-style-type: none"> • “Work with the organizations using it to update the areas inside (...outdated trophies, posters, etc.)” • “Dim lighting for late nights.” • “More tables and seating areas in the lobby.” • “More windows to overlook the ice would be great, if possible.”
Scheduling/availability	<ul style="list-style-type: none"> • “Generally the rinks are in fine shape. Sometimes, the previous users abuse the ice much more than [normal]. ... A solution may be that when you know a particular group... is rough on the ice, plan an extra five minutes between rentals - [giving] the extra water required time to freeze.”
Amenities	<ul style="list-style-type: none"> • “Improved concessions.” • “Skate-sharpening services.”
Exterior updates	<ul style="list-style-type: none"> • “Parking lot maintenance e.g., more light.” • “More parking available closer to doors.”

Table 15: What recommendations do you have to make the facility more welcoming?

n=4

Building improvements	<ul style="list-style-type: none"> • “Wider hallways in the bottom level would be helpful - kids trying to get through fill the space pretty quickly, and especially if they’re carrying skates and/or hockey equipment.” • “Better signage to direct people to both arenas or one central door. Making it clear that you can get to both arenas from the doors at the top of [the] building using the elevator.”
Cleaning	<ul style="list-style-type: none"> • “Invest in the facility.” • “More cleaning, sanitize more as needed.”

Highland Arena detailed focus group/listening session results:

As shown above on page 11, 10 individuals participated in the Highland-specific focus groups, comprising 53% of focus group participants. In addition to the Highland-specific groups, a focus group with staff from both Aldrich and Highland arenas was also facilitated. Due to the small

sample size, results from the staff focus group and the user focus groups are presented together and are not summarized separately from the user focus groups. Discussions centered around five main questions, with Tables 16-20 below showing the main themes corresponding to each question.

Table 16: What do you think could make the arenas better serve users' needs?		
Themes	Sub-Themes and Selected Quotes	Number of Responses
Improved access	<p>Scheduling (7 similar responses):</p> <ul style="list-style-type: none"> “Scheduling ice time has been a challenge...” “It might be nice to set aside some time each month for other types of programming that aren't just hockey or camps.” “The one thing I do, occasionally hear from players and teams, is that they would like to skate there on times outside of league nights. When it comes time to booking the floor time, they often don't know who to contact.” <p>Physical access (4 similar responses):</p> <ul style="list-style-type: none"> “To get into the synthetic room you have to basically walk through the stands and walk around the rink. So, if there were an easier access to it that didn't require you walking through the stands to get there, it would probably allow me to do things later in the evening during hockey season.” “I think the one tough thing is after-hours access... we may get there before employees get there or are there afterwards. ... It's hard to get into.” “The parking is interesting there. It's far to get to the door.” <p>Cost (1 response):</p> <ul style="list-style-type: none"> “The price of the south rink on the dry floor is really pretty high when you compare it to renting up spaces.” 	12
Conference room, meeting room, or community space	<p>Player's room (4 similar responses):</p> <ul style="list-style-type: none"> “There's a space that's a training area. I've heard talk of maybe making it a players' room, where players could go in there. Maybe do their homework, have coffee, coffee bar, could be some audio. Maybe coaches will show film if they need to.” <p>Office space (1 response):</p> <ul style="list-style-type: none"> “Office space or a place where we can like sit down at a desk and do some of the work that's 	6

	<p><i>involved in the administrative, operational work, that would be really, really wonderful.”</i></p> <p>Other (1 response):</p> <ul style="list-style-type: none"> • “[We] would maybe be interested in using that space for off-ice warm-ups and physical therapy and things like that.” 	
Exterior updates	<p>Signage (2 unique responses):</p> <ul style="list-style-type: none"> • “[There is] a marquee out in the front of [the] entrance there, main entrance, when you drive in and it’s not working right now. And the system... is really, really old and [it needs to be] updated. [It should be] updated so that more of the community will know what kind of events that [is] going on and stuff. So we could have more people around the area that would know what’s going on...” • “Sometimes people can get confused as to where they’re supposed to be and that can be a challenge for our program and our participants.” <p>Other (3 unique responses):</p> <ul style="list-style-type: none"> • “The dumpster, that could be redone.” • “Could use a new roof on the building for sure.” • “The back side of the building. It gets bumpy back there with just dirt and rock back there. If we could pave that somehow it’d be nice.” 	5
Building and design updates	<p>Arena updates (3 similar responses):</p> <ul style="list-style-type: none"> • “Maybe doing something better with the south rink and making that into a bigger ice arena...” • “The south rink could use a new door.” <p>Bleachers (1 response):</p> <ul style="list-style-type: none"> • “Bleacher seating in the south rink. ... And the bleachers need to be updated.” <p>Temperature control (1 response):</p> <ul style="list-style-type: none"> • “It can get really, really cold to the point where it is very dangerous. ... The intense cold makes it really difficult at times...” 	5
Amenities	<p>Rental skates (2 similar responses):</p> <ul style="list-style-type: none"> • “Frequently our users do not have their—they don’t own their own skates, so we want to eliminate the barrier of not having equipment. So, we have used the rental skates that are there in the past and made those available for our participants. And the rental skates are just—they’re older.” <p>Storage (1 response):</p> <ul style="list-style-type: none"> • “We’re just trying to hope we can find a space for 	3

	<i>[a junior varsity team], so they don't have to [take] their gear from school to the rink, and rink to home."</i>	
Equipment upgrades	Misc. (3 unique responses): <ul style="list-style-type: none"> • <i>"I think a better dehumidifier system [for year-round ice]."</i> • <i>"Cement floor for the north rink... "</i> • <i>"The southern rink is poorly insulated so it gets super cold in winter months."</i> 	3
Safety/security	Interior (1 response): <ul style="list-style-type: none"> • <i>"The glass on the players' bench side is really low."</i> Exterior (1 response): <ul style="list-style-type: none"> • <i>"Having somebody walk through [the parking lot] occasionally, would be kind of nice. ... The parking lot is so far away from everything."</i> 	2

Table 17: What amenity improvements should be considered?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Building and design updates	Bleachers (4 similar responses): <ul style="list-style-type: none"> • <i>"In the north rink, we'd love more seating..."</i> Bathrooms (3 similar responses): <ul style="list-style-type: none"> • <i>"Showers would be really nice."</i> Locker rooms (2 similar responses): <ul style="list-style-type: none"> • <i>"A varsity and a JV locker room would help... promote the game and draw some of the kids to Highland to play."</i> Other (1 response): <ul style="list-style-type: none"> • <i>"Being able to not only view the north sheet as just a hockey rink would be really nice. It'd be more accommodating for other types of skating opportunities."</i> 	10
Conference room, meeting room, or community space	Weight room upgrades (4 similar responses): <ul style="list-style-type: none"> • <i>"Our big thing was, we were hoping to create—the current weight room is filled with antiquated weight equipment. We were all going to clear that out and put in—use the current mats and turn that into a more usable facility."</i> Other (2 unique responses): <ul style="list-style-type: none"> • <i>"A space where teams could warm up, as well. Maybe they don't want to offer this, but visiting teams for high school could warm up in that space. Other teams could warm up there, because right now, the warm up space is they're</i> 	6

	<p><i>like doing jumping jacks and doing jumps down the—through the arena, where people are walking and it gets a little bit cumbersome.”</i></p> <ul style="list-style-type: none"> • An enclosed space for viewers. 	
Equipment upgrades	<p>Arena heating and maintenance (3 similar responses):</p> <ul style="list-style-type: none"> • <i>“I would circle back and just say being able to heat that arena differently, I know that talking to the arena staff sounds like they don't like to heat up that ice sheet because it makes their ice soft...”</i> <p>Other (1 response):</p> <ul style="list-style-type: none"> • <i>“An updated sound system and sound access point for the north rink would be really great. Right now, it is very old and very crackly. The sound quality is not great.”</i> 	4
Services	<ul style="list-style-type: none"> • <i>“We were hoping to clear out that sharpening equipment and put in Sparx sharpeners.”</i> 	2
Improved access	<ul style="list-style-type: none"> • <i>“What I would like is easier access to that synthetic room where I do all my training in the winter without having to walk through the—it's either walk behind the benches where the hockey players are or you can walk through the stands where the crowd is...”</i> 	1

Table 18: What ideas do you have for improved access to the facility (both the inside and outside)?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Exterior maintenance and updates	<p>Signage (3 similar responses):</p> <ul style="list-style-type: none"> • <i>“I think some improved signage could help. I think there may occasionally be confusion between which entrance to go to sometimes for people and I know they have like the screens where they have the schedule. And I know maybe some people aren't aware that that's where they find the schedule. But there's just often—when there's a lot of people at the arena, there's just a lot of confusion as to where people are supposed—like which locker rooms and that kind of stuff.”</i> <p>Other (1 response):</p> <ul style="list-style-type: none"> • <i>“The line marcations are great for the summer, but in the winter, when you can't see them, the parking lot gets out of control... If there's any way to mark during the winter months, where the lines are for parking. Even with all the improvements this year, it's still during the winter, the parking up</i> 	4

	<i>there got really bad."</i>	
Scheduling/availability	<p>Availability (3 similar responses):</p> <ul style="list-style-type: none"> • <i>"Take the time each year to work the schedule so that it fits everybody's needs."</i> <p>Costs (2 similar responses):</p> <ul style="list-style-type: none"> • <i>"I would say classes are really prohibited—it's an access point that is really challenging for a lot of people to get into... Being able to offer discounted or free ice opportunities for other people to come out and try would increase access for the community."</i> 	5
Staffing	<ul style="list-style-type: none"> • <i>"Right now all the arenas are staffing for like Zamboni drivers and people that can maintain the ice sheet. But I think if there's any, sort of, front of house customer service human to answer questions..."</i> 	1

Table 19: What recommendations do you have to make the facilities more welcoming?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Design updates	<p>General design updates (2 unique responses):</p> <ul style="list-style-type: none"> • <i>"I think some of the look of it feels a little dated. So, maybe an updated, remodeled lobby might be a little more welcoming. ... I think the lobby specifically and any place where like the public might be interacting off the ice might just need a little update."</i> • <i>It's very hockey-focused which I get it. ... I feel like the default understanding or the default assumption is that the people that are coming into the rink are going to be playing hockey, when I think the truth might be different. ... I'm wondering if there's a way to also honor the folks that are using the space for other uses..."</i> <p>Displays or Trophy Cases (2 similar responses):</p> <ul style="list-style-type: none"> • <i>"Maybe like a trophy case."</i> 	4
Building updates	<ul style="list-style-type: none"> • <i>"Locked lockers."</i> 	1
Community outreach	<ul style="list-style-type: none"> • <i>"[Engage in] community outreach to diverse populations..."</i> 	1
Staffing	<ul style="list-style-type: none"> • <i>"Somebody who can be a representative for the rink and show people where they need to be or answer questions. I mean, there's usually someone there but it can be a challenge to find them sometimes."</i> 	1

Table 20: What potential new recreational activities should the arena provide?

Themes	Sub-Themes and Selected Quotes	Number of Responses
Additional sports	<p>Soccer (3 similar responses):</p> <ul style="list-style-type: none"> “Indoor soccer.” <p>Other (5 unique responses):</p> <ul style="list-style-type: none"> “Basketball on the dry rink if you install some equipment.” “Floor hockey leagues... I always thought floor hockey leagues would be good.” “I know lacrosse has become popular.” “Pickleball.” “In order to expand on some of the sports on the dry side, one of the things that would be required is what they call ‘sport court,’ which is a tiled type system... If you had that, you could expand to a lot of different sports.” 	8
Events	<p>Community events (2 unique responses):</p> <ul style="list-style-type: none"> “We’d like to have [name] community day. ... A video presentation, and a panel discussion, and music, and fun, and games, and so forth for the kids.” “We do community conversations and being able to have those things take place at the rink where our programming takes place would be really wonderful, and that meeting room would be a really beautiful location to have those things. ... So, I don’t know if there’s a pathway, a clear pathway or somebody we ask for permission, or what have you.” <p>Misc. events (2 unique responses):</p> <ul style="list-style-type: none"> “More farmer’s markets and craft beers.” “I don’t know if it was a consignment type deal where they’d bring people in to sell clothes or whatever... But other than that, the in-line stuff, I can’t think of anything off the top of my head.” 	4
Conference room, meeting room, or community space	<p>Meeting room (2 similar responses):</p> <ul style="list-style-type: none"> “It would be nice if while I have something going on there’s a temporary office I could jump in.” <p>Community rooms (2 similar responses):</p> <ul style="list-style-type: none"> “I think about Roseville Ice Arena and I don’t know if anybody’s been there. But they have a lot of community rooms essentially and people rent out those rooms if they’re going to have a banquet, or dinner, or something.” 	4
Reduced rates	<ul style="list-style-type: none"> “There’s no reduced rate for early, low-demand 	1

	<i>times. Or no benefits, like you get to informally skate longer."</i>	
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Non-users

As stated above, 27 individuals (27 out of 77; 35%) reported that they were not users of either arena. Of the submitted survey responses, non-users comprised 48% of respondents (27 out of 56; 48%). Table 21 below details the top barriers that non-users selected that kept them from becoming a user of the arena. The top three responses are highlighted in green. Non-users were also asked what potential activities they would be interested in. Top responses included skating activities, other activities (tennis, walking, exercise classes, youth sports), and using the site as a convention center. Additionally, the potential activities that non-users listed also correlate to the additional activities and events that users suggested in both the survey and focus groups/listening session.

Table 21: What barriers keep you from becoming a user of the arena? (Select all that apply)

	Number of responses¹⁵ n=31	Percent of responses
Accessibility	0	0%
Does not offer activities I'm interested in	5	16%
Do not feel welcome	2	6%
Do not know what programs are offered	12	39%
Location isn't convenient	4	13%
Poor equipment or facilities	0	0%
Programs are too expensive	3	10%
Safety and security are concerns	2	6%
Others	3	10%

Table 22: What potential recreational activities would you and members of your household be interested in?

n=10

Skating activities	• "Open skate."
	• "Adult figure skating programs."
	• "Skating lessons for beginning adults."
	• "Recreational Ice skating or open skating for families."
	• "Rollerblading."
	• "Roller skating."
	• "Long-blade skating."

¹⁵ The *n* indicates the number of responses, not the number of respondents (respondents could select all activities that applied for this question).

Additional activities	<ul style="list-style-type: none"> • "Tennis."
	<ul style="list-style-type: none"> • "Youth sports."
	<ul style="list-style-type: none"> • "Walking."
	<ul style="list-style-type: none"> • "Exercise class."
Additional events and programming	<ul style="list-style-type: none"> • <i>"I think the County board should consider using the site, and surrounding properties for a convention center of sorts. Like the Earl Brown Center, in Brooklyn Center. Use it for community events, County events and rent it out for private events: conferences, seminars, vendors, and the like."</i>