#### **PUBLIC SURVEY** 11 – 20 August 2020

## + 1,200 Respondents

- 1. Your Age
  - Under 18
  - 19-25
  - 26-35
  - 36-45
  - 46-55
  - 56-65
  - 66+
- 2. Zip code of current residence

The Market District includes the retail, dining and entertainment hub located near the I-10/Thomasville Road interchange, from Timberlane Road to Maclay Road, as well as the Killearn Center Boulevard area, and incorporates plans for a park near the Maclay Commerce Dr. and Maclay **Blvd S. intersection.** 

- 3. Which answer best fits how often you visit the Market District?
  - Daily
  - Weekly
  - Monthly
  - Occasionally
  - Rarely/Never

4. Why do you visit Market District? (Check all that apply):

(T)

- I don't.
- Grocery shopping
- Retail shopping
- Restaurants
- Eating and Socializing
- Recreation (Walking, Biking, etc.)
- I work in Market District
- Other

5.	How far do you travel to get to the	e Market District Park site?

- 0 to 1/4 mile away
- $-\frac{1}{4}$  to  $\frac{1}{2}$  mile away
- $-\frac{1}{2}$  to  $\frac{3}{4}$  mile away
- More than one mile away
- More than 5 miles away
- 6. How would you get to the Market District Park if it became a frequent destination? (Check all that apply):
  - Walking
  - Running - Biking
  - Skateboard/skates
  - Personal vehicle
  - Public transit
  - Other
- 7. In general, do you come alone or with others? - Alone
  - With Others
- 8. Who would you bring to Market District Park? (Check all that apply): - Children
  - Grandchildren
- Seniors
- Friends
- Teams
- Dogs

9. If any, what are the ages of children in your household?

- 0 to 5
- -6 to 10
- 11 to 15
- 16 to 18
- No children

- - Open spaces

  - Paths for running/walking
  - Outdoor exercise stations

  - Playground
  - Public Art
  - Educational bike facility
  - Court games (bocce, pétanque, pickleball)
  - Skateable features
  - Other
- 11.
- 12.
- 14. Other comments?

#### WHAT WE HEARD

10. What are your 3 favorite elements of a park you would like to see at Market District Park (Check 3 answers) Also, restrooms are currently proposed for the park. - Shaded gathering spaces (such as pavilions)

- Water play elements/Splashpad
- Farmers Market and flexible open space for other events
- Outdoor charging stations (for phone or laptop, etc.)

What ONE word or phrase best describes what the Market District Park should be or feel like?

What is your current favorite Tallahassee open space that could be a good example for the Market District Park?

13. What is your favorite Florida panhandle park? Or anywhere? And why?

## **Q2:** Zip code of current residence

#### 1,192 responses



BLUEPRINT®

HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 12

#### DISTRIBUTION OF RESPONDENTS

# 98% of respondents live in a zip code that is within a 10-mile radius



## Q1: What is your age?

#### 1,215 responses





HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 13

#### SURVEY RESPONSES

31.77%

### **Q3:** How often do you visit the Market District?

1,216 responses







s HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 14



## Q4: Why do you visit the Market District? (check all that apply)

**1,215 responses** \**Reflects percentage of respondents who selected this answer. Respondents were permitted multiple answers.* 





Es HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 15





# **Q4:** Why do you visit the Market District? (*check all that apply*) **OTHER (please specify)**

**146 responses** 



#### SURVEY RESPONSES

ATER PROJECT | **OCTOBER MEETING** | 16

## **Q5:** How far do you travel to get to the Market District Park?







HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 17

#### SURVEY RESPONSES

51.81%

#### **Q6:** How would you get to the Market District Park if it became a frequent destination (check all that apply)

**1,218 responses** \**Reflects percentage of respondents who selected this answer. Respondents were permitted multiple answers.* 



HargreavesJones

| MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 18



**Q6:** How would you get to the Market District Park if it became a frequent destination (check all that apply) **OTHER (please specify)** 

1,218 responses

# Carpool Mountain bike There is not enough space for users to park their vehicles Public transit if it were available





DPB&associates HargreavesJones OneWheel



### **Q7:** In general, do you come to the Market District Park alone or with others? 1,212 responses

With Others	876		
Alone	336	27.72%	





HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 20

#### SURVEY RESPONSES

72.28%

#### **Q8:** Who would you bring to the Market District Park? (check all that apply)

**1,186 responses** \**Reflects percentage of respondents who selected this answer. Respondents were permitted multiple answers.* 





TES HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 21

#### SURVEY RESPONSES

77.32%\*

58.94%\*

55.82%\*

#### **Q9:** If any, what are the ages of children in your household? (*check all that apply*)

**1,168 responses** \**Reflects percentage of respondents who selected this answer. Respondents were permitted multiple answers.* 





HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | **OCTOBER MEETING** 22

#### **Q10:** What are three elements of a park you would like to see at Market District Park? (check 3 options)

**1,213 responses** \**Reflects percentage of respondents who selected this answer. Respondents were permitted multiple answers.* 



**Q10:** What are three elements of a park you would like to see at Market District Park? (check 3 options)

#### **OTHER (please specify)**

1,213 responses





#### SURVEY RESPONSES

**OCTOBER MEETING** 24

**Q11:** What one word or phrase best describes what the Market District Park should be or feel like? 1,037 responses





DPB&associates HargreavesJones

#### SURVEY RESPONSES

**OCTOBER MEETING** 25

**Q12:** What is your current favorite Tallahassee open space that could be a good example for the Market District Park? 1,019 responses







DPB&associates HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT **OCTOBER MEETING** 26

**Q13:** What is your favorite Florida panhandle park? or anywhere? 755 responses







DPB&associates HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 27

**Q13:** What is your favorite Florida panhandle park? or anywhere? **and why?** 755 responses







**465 responses** 





HargreavesJones

**465 responses** 





HargreavesJones

#### SURVEY RESPONSES

25

ATER PROJECT | OCTOBER MEETING | 30

#### **465 responses**







HargreavesJones

#### **465 responses**







465 responses

# **Native Plants** Shadee Trees Vegetation Ecological Focus Community Gardens Natural, Quiet Oasis Wide Open Green Space





HargreavesJones DPB&associates

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 33



465 responses

# **Greenway Connectivity to Maclay SP** Multi-Use Pavements Connectivity **Pedestrian & Bike Neighborhood Connectivity Traffic & Road Improvements**







MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 34



465 responses

# Pickleball Recreation Sand Volleyball

Football

Bocce

**Basketball** 

**Disc Golf** 

BLUEPRINT @



DPB&associates HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 35



465 responses

# **Pavilion/Shade Canopies** Protect Stormwater Function **Restrained Lighting**





DPB&associates

HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 36



465 responses

#### **Family-Friendly Similar to Cascades** Genera Secure & Safe **Senior-Friendly Buffer Noise & Crime** Unique





DPB&associates HargreavesJones

MARKET DISTRICT MULTI-PURPOSE STORMWATER PROJECT | OCTOBER MEETING | 37

