

Engagement Results

Public Survey & Stakeholder Interviews

Stakeholder Interviews

Results of Stakeholder Interviews:

We received a wide variety of extended response from a large array of stakeholders!

A number were excited to hear that this project was being done

Question 1, “How familiar are you with the study area and the broader park?”

KEY FINDINGS:

- A large amount of interviewees were familiar with the park through their work
- Others had lived nearby and were also familiar with past projects
- Some had visited the area frequently

Question 2, “When you think of the park, what comes to mind?”

KEY FINDINGS:

- Many associated the park with the Cultural Gardens, MLK Boulevard, and beauty
- Others thought of dangerous situations, traffic, and lack of funds
- Still more associated it with where they lived, Doan Brook, and underuse

Question 3, “How has the neighborhood/park changed since you’ve known it?”

KEY FINDINGS:

- There were a myriad of answers
- More pedestrians, increased investment, Racial change, and positive thoughts of the cultural gardens
- Others felt the park had become more dangerous or hadn’t changed in any significant way, and the problem of funding issues
- Answers also included neighborhood involvement, and change in ownership

Question 4 In your opinion what are the parks biggest strengths?

KEY FINDINGS:

- The most common answer was the cultural gardens themselves
- Bike paths, the sheer size of the park, and Doan Brook were mentioned
- The sport facilities, Greenhouse, and story of the parks' legacy were mentioned

Question 5 What are the sites' biggest weaknesses?

KEY FINDINGS:

- Many Stakeholders felt the park itself was disconnected from the area, with safety and parking being mentioned as well
- Some said there wasn't enough programming being done compared with its potential
- Some said there were too many to count
- On top of this was funding issues, no one organization taking ownership of the area, and flooding

Q6 What obstacles do we need to be aware of, as we plan for the future of rockefeller park?

KEY FINDINGS:

- Answers were lack of government impact
- Too many voices
- Access to the park, as well as parking and traffic, lack of programming
- Poor perception and lack of programming were felt to be obstacles in moving forward

Q7 What aspect of the park has the most potential?

KEY FINDINGS:

- Viewed with the highest potential of positive impact was more programming, increasing accessibility to adjacent neighborhoods, as well as bike paths, and more gardens
- Real Estate development, the First Energy site were both mentioned as having a lot of potential
- Creating a regional destination and moving I-90 were high potential moves

Q8 What resources or programs would you like to see in the park?

KEY FINDINGS:

- A large portion of stakeholders mentioned programmed events as something they would like to see in the park
- Under this were outdoor activities, wayfinding, and sports courts
- They mentioned racial inclusivity and more cultural gardens
- With adequate maintenance

Q9 How do you envision these sites influencing the surrounding community's economy?

KEY FINDINGS:

- Stakeholders believed the sites could be used to showcase the neighborhood
- Others saw potential for new housing
- With a strong emphasis on equitable development
- Some believed that it is not an economic driver

Q10 What do you see as the best use for the First Energy Site?

KEY FINDINGS:

- Few unique responses
- Many felt the first energy site should be used for one of the following:
 - A location for I-90
 - A new way of accessing the lakefront
 - A potential site for more park space
 - New housing development
 - As well as parking

Q12 What Can we do to encourage local residents to use the park?

KEY FINDINGS:

- A significant portion felt there should be small, easy to plan events that would be neighborhood oriented
- Others stated the residents should decide what can draw residents
- A similar amount stated more events that close MLK and allow residents access into the valley
- Followed by nature and educational events about the park itself

Q13 What keeps local residents from using Rockefeller park, despite it being in such close proximity?

KEY FINDINGS:

- When asked, a lot of people stated the lack of access kept people from using the park
- Followed by lack of programming that drew people down there
- No ownership/ engagement was mentioned
- And the lack of restrooms

Q14 How do you feel the various park assets (Gordon Park, First Energy, Greenhouse, etc.) are connected?

KEY FINDINGS:

- Stakeholders felt the park assets were disconnected and not easily accessible
- The lack of publicity to the nearby areas about all of the parks amenities
- Some felt they all needed a car to access the park assets, and that there were no high-quality park trails available

Q15 How do you envision your organization's role in implementation?

KEY FINDINGS:

- Many felt their organization's role was in large planning and visioning, as well as communicating these plans to the public
- Some stated they were willing to help pay for the implementation of these plans, ensuring they were focused on the neighborhood
- Finally, they felt they would help maintain the park after implementation

Q16 Is there anyone else you feel that would be beneficial for us to speak with?

KEY FINDINGS:

- The answers were diverse:
 - Some of the people mentioned were council people
 - Metro parks officials
 - The parks and rec department capital improvements department
 - other cities
 - green ribbon coalition, and
 - cleveland scene

Q17 Is there anything else we have not yet talked about that you'd like to discuss or recommend?

KEY FINDINGS:

- Another variety of responses:
 - Safety was emphasized
 - Increasing awareness of the park
 - The need for outreach and programming around the park/Greenhouse
 - The need for collaboration with local organizations
 - The emphasis on Maintenance once this project had completed

Overall Stakeholder Interview Consensus..

The park is unwelcoming and inaccessible in its current form. It is not friendly for the residents.

All agree change needs to happen, and that programming is a simple way to boost engagement

Additionally, most of the stakeholders are daytime residents of the park. We should give weight to those who live nearby.

Overall Stakeholder Interview Consensus...

There are too many voices in the room. While outreach is crucial, it's important to distinguish active voices from passive.

Maintenance is something that needs to be considered, the project completion is not the end. How can we ensure it remains a great place?

Public Survey

Results of Public Survey:

Surveys taken by people who saw our yard signs:

25

Surveys collected in person by our team:

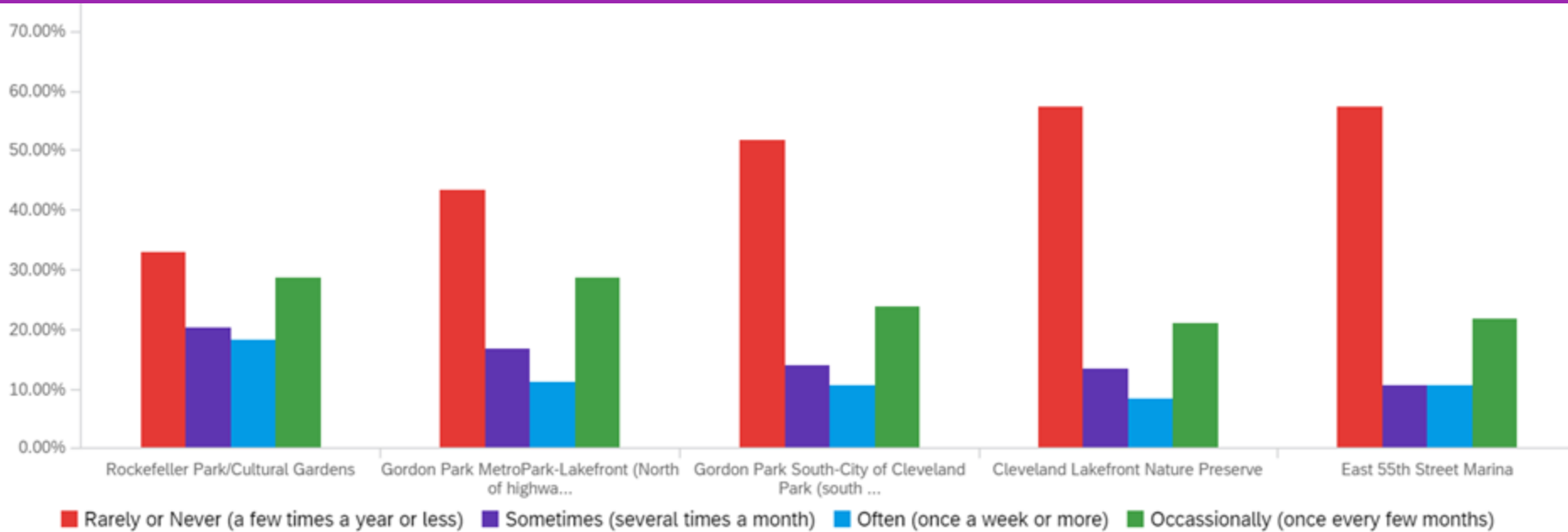
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Results of Public Survey:

Total responses collected:

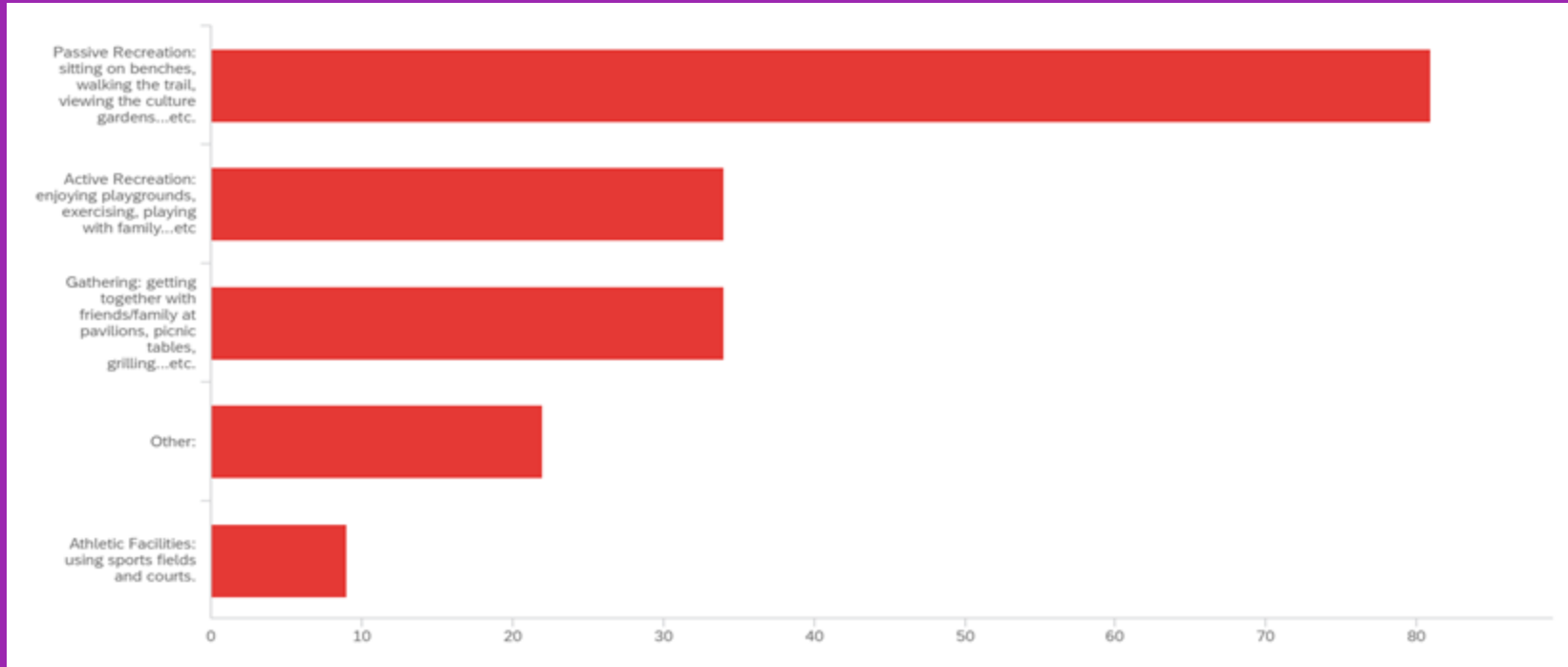
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How Often do you go to the following places?



“Rarely or Never” is the most common response for each place, followed by “occasionally”. “Often” was the least common response.

What are your favorite things to do when you visit these sites?



Passive Recreation (what park is designed for) most common. Little interest in athletic facilities.

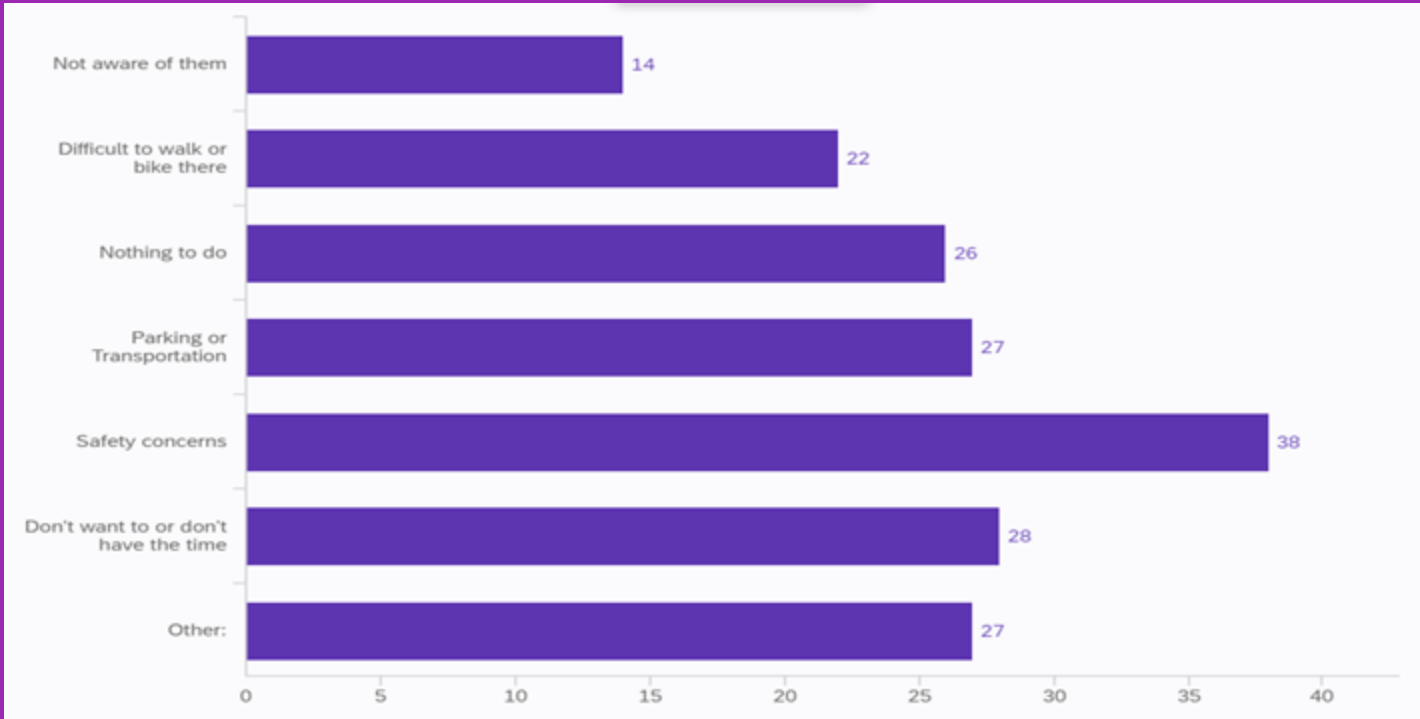
“What Words Come To Mind...”

Rockefeller Park

120



What prevents you from visiting more often?



Safety concerns, parking issues, and lack of things to do most common reasons for not going more often.

Perceived Rockefeller Changes:

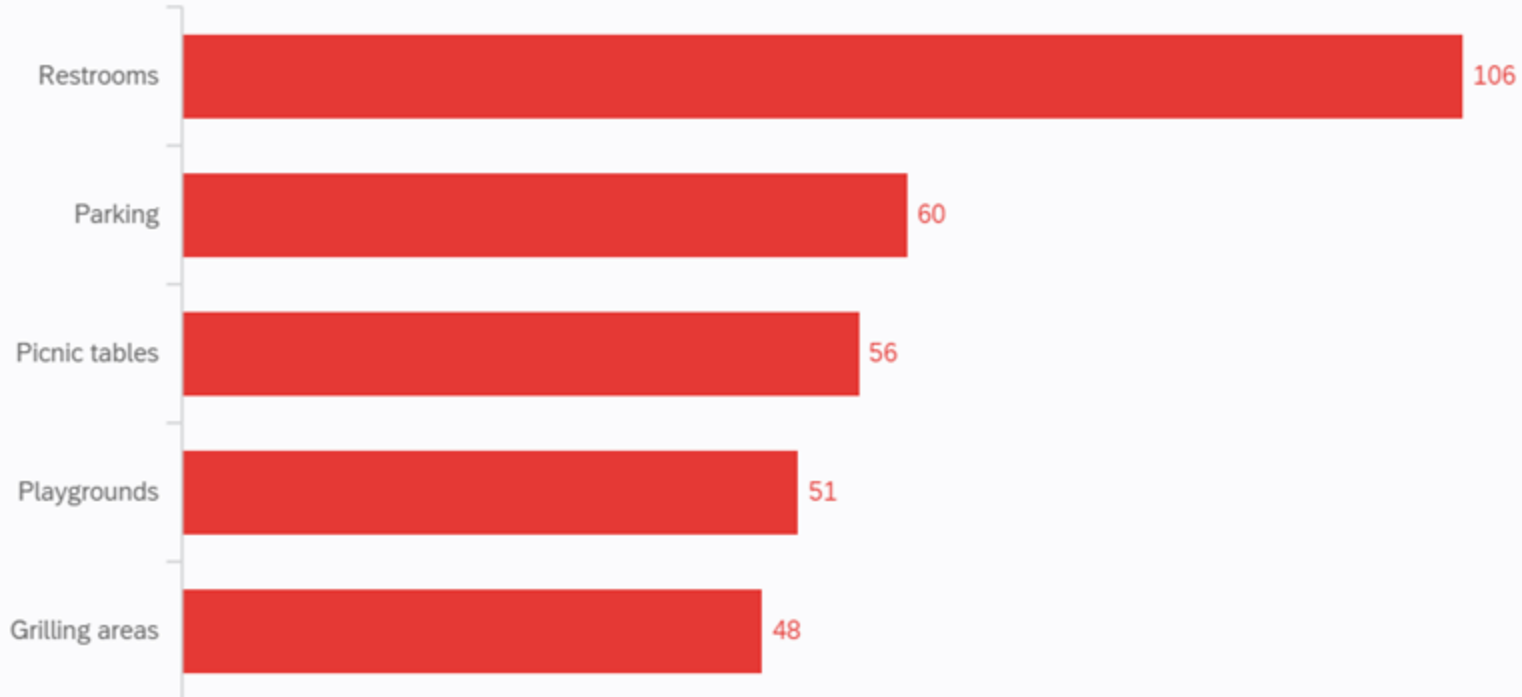
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KEY FINDINGS:

- The park has improved
- People are aware of the physical changes, additions to the park, etc
- More clean than in past
- More safe than past

Generally, people who believe that Rockefeller has changed in the time they've known it think it's changed positively.

Top 5 Desired Amenities that would improve use



Common/standard park amenities were the most popular responses.

TOP 5 Additional Changes People Want to See:

97

#1. Amenities, amenities, amenities.

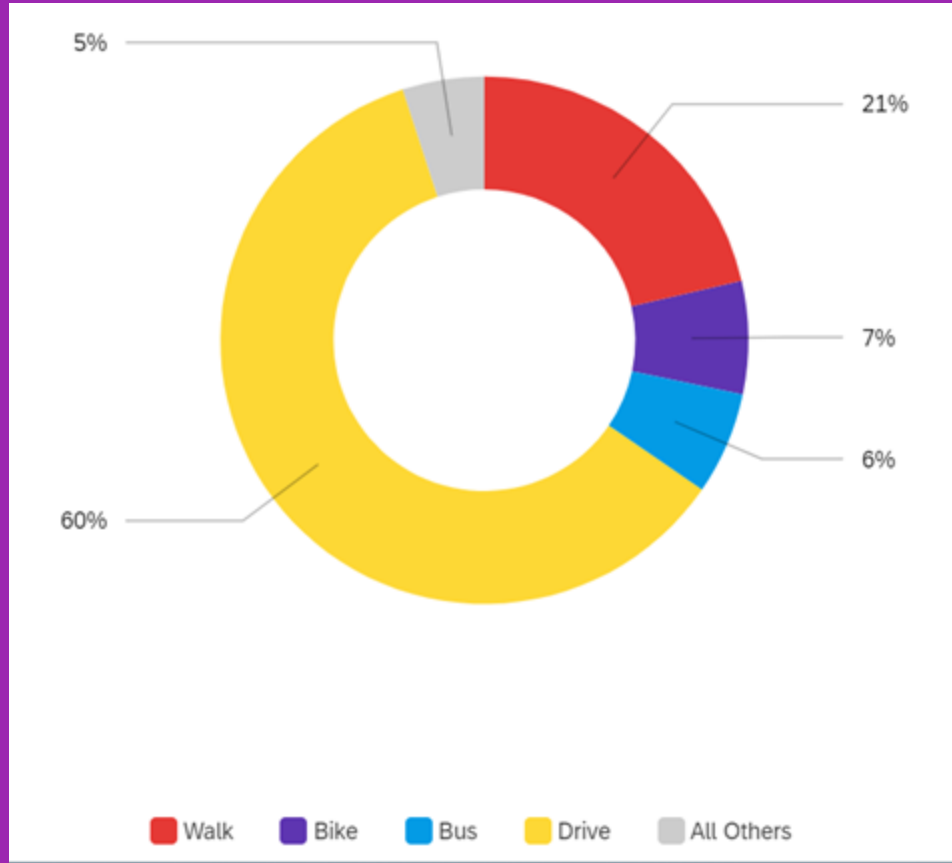
#2. Safer atmosphere; more security

#3. Family-Friendly Programming

#4. Community Events

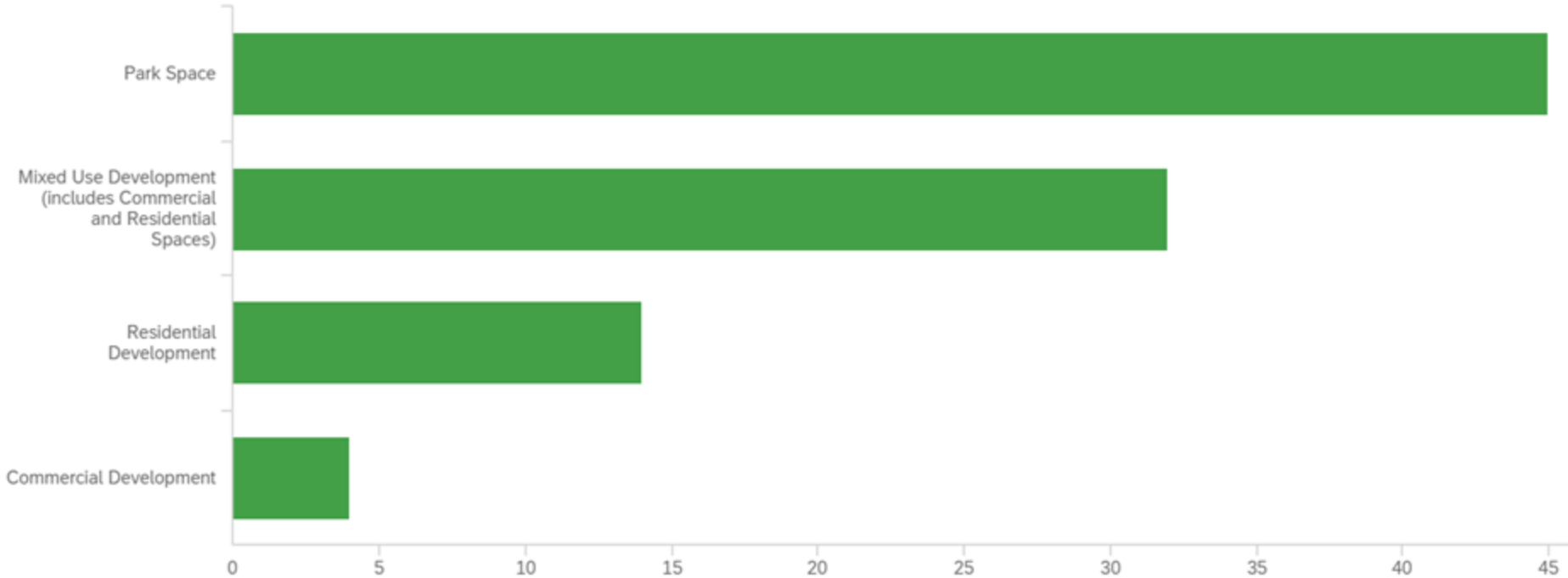
#5. Improved Bike/Ped Infrastructure,
Better Maintenance of Existing Amenities + Infrastructure
Parking Improvements (more...safer...clearer)

How do you get to Rockefeller/Gordon Park?



Most people drive, although 21% walk, indicating some nearby residents are in fact using the park

How should the First Energy site be redeveloped?



Park space and mixed-use development most popular. Several “other” responses expressed concern about toxicity of site for re-use.

Demographic Responses: ZIP Code of Respondent

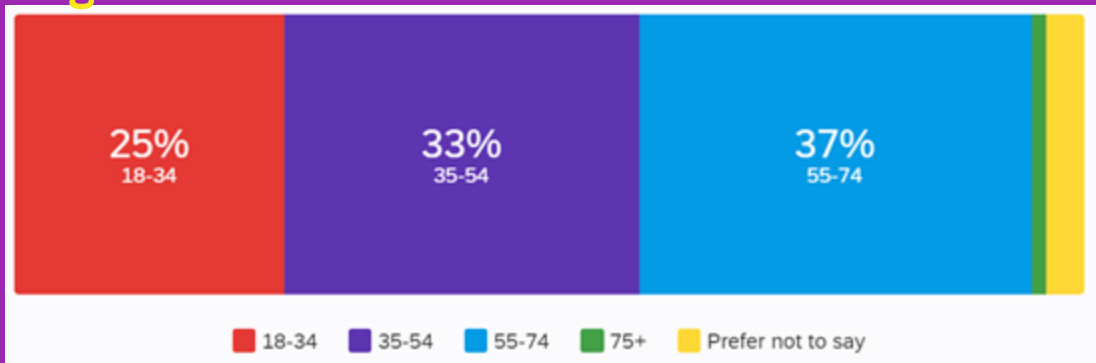
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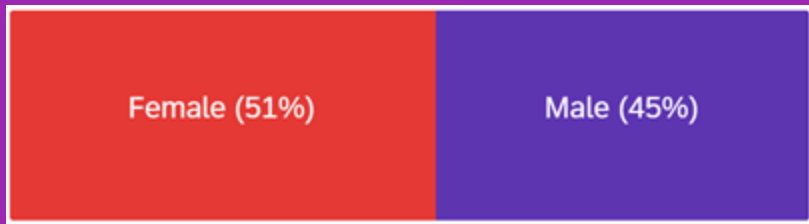
The most recorded ZIP codes are in/near our study area, indicating we did well in collecting surveys from neighbors with biggest stake in any park improvements

Other Demographic Response Info

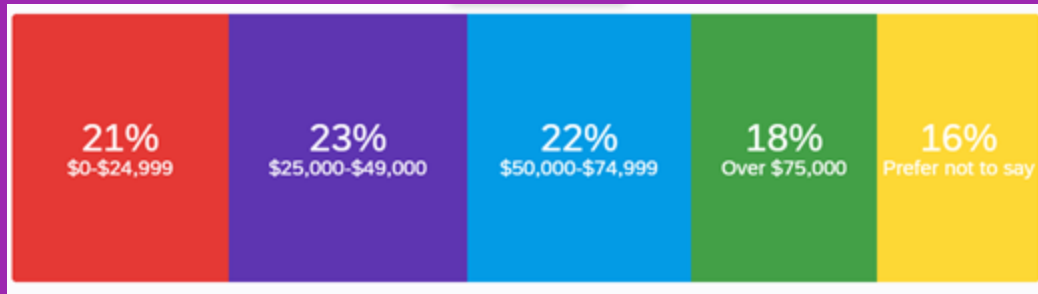
Age



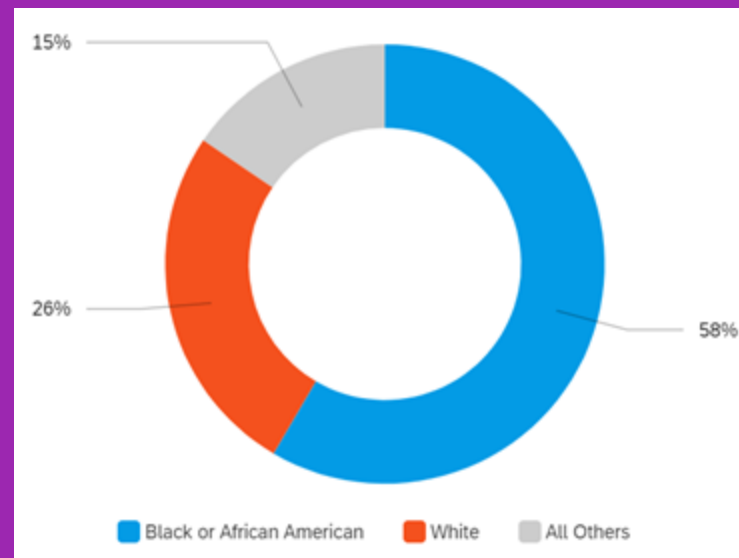
Gender



Income



Race



Overall Public Survey Consensus..

We did a good job of surveying people who live in/near our study area. Most people just want fairly simple/common park amenities- nothing extravagant. Perception is that area is beautiful but just not enough reason to go. Safety and parking biggest inhibitors.

Engagement Results

Thank you from the survey team! Questions?