

LAKEFRONT PARKS IN-PERSON SURVEY RESULTS

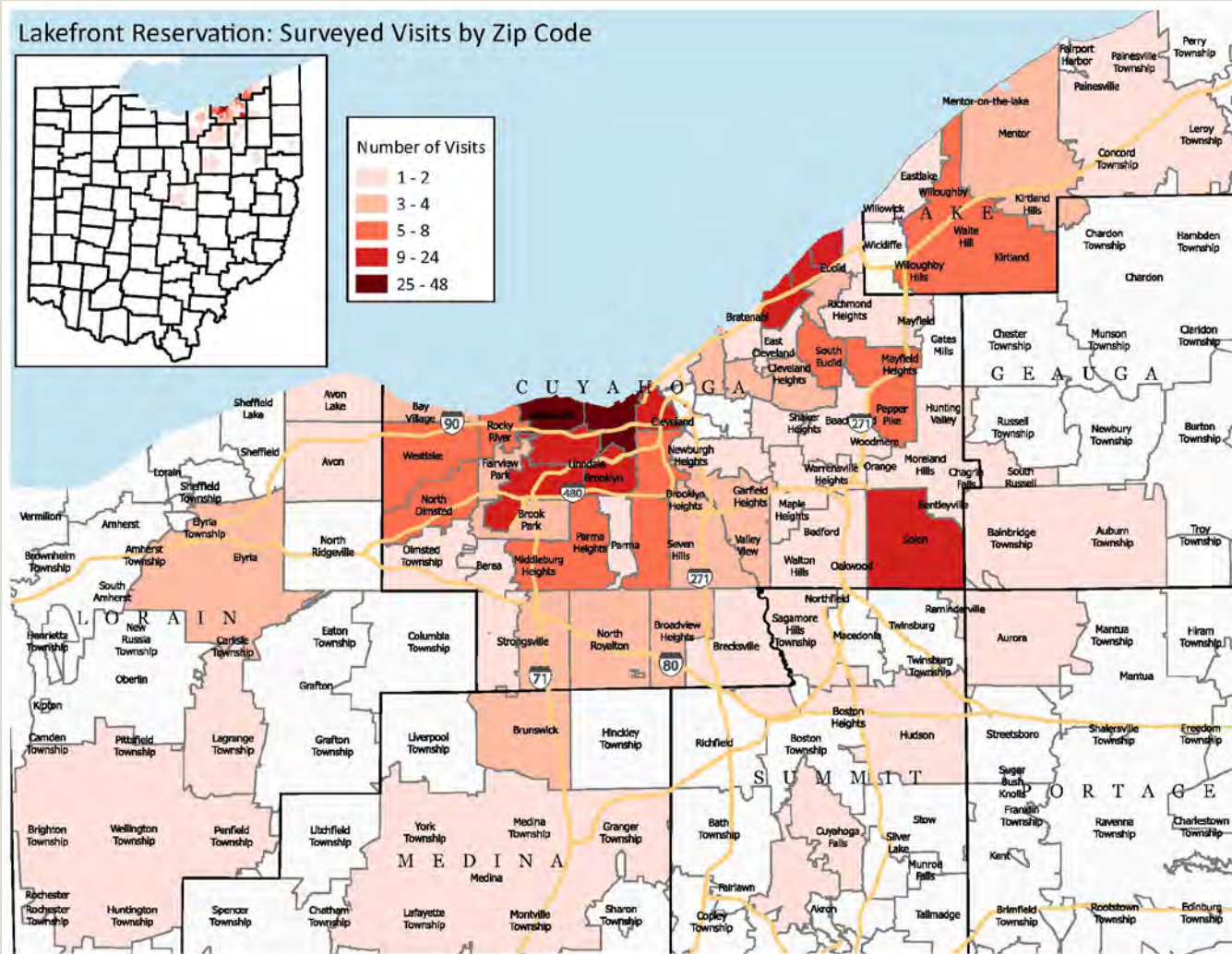


ABOUT THE SURVEY

- Conducted as part of lakefront master planning effort
- 383 surveys completed
 - Conducted late July to mid-September 2014, mainly at special events
 - 74% Edgewater, 20% Euclid Beach/Villa Angela/Wildwood, and 6% E. 55th St. Marina/Gordon Park
- Administered by Cleveland Metroparks volunteers & staff
- 95% confidence level that overall population would be $\pm 5.02\%$ from what this survey shows

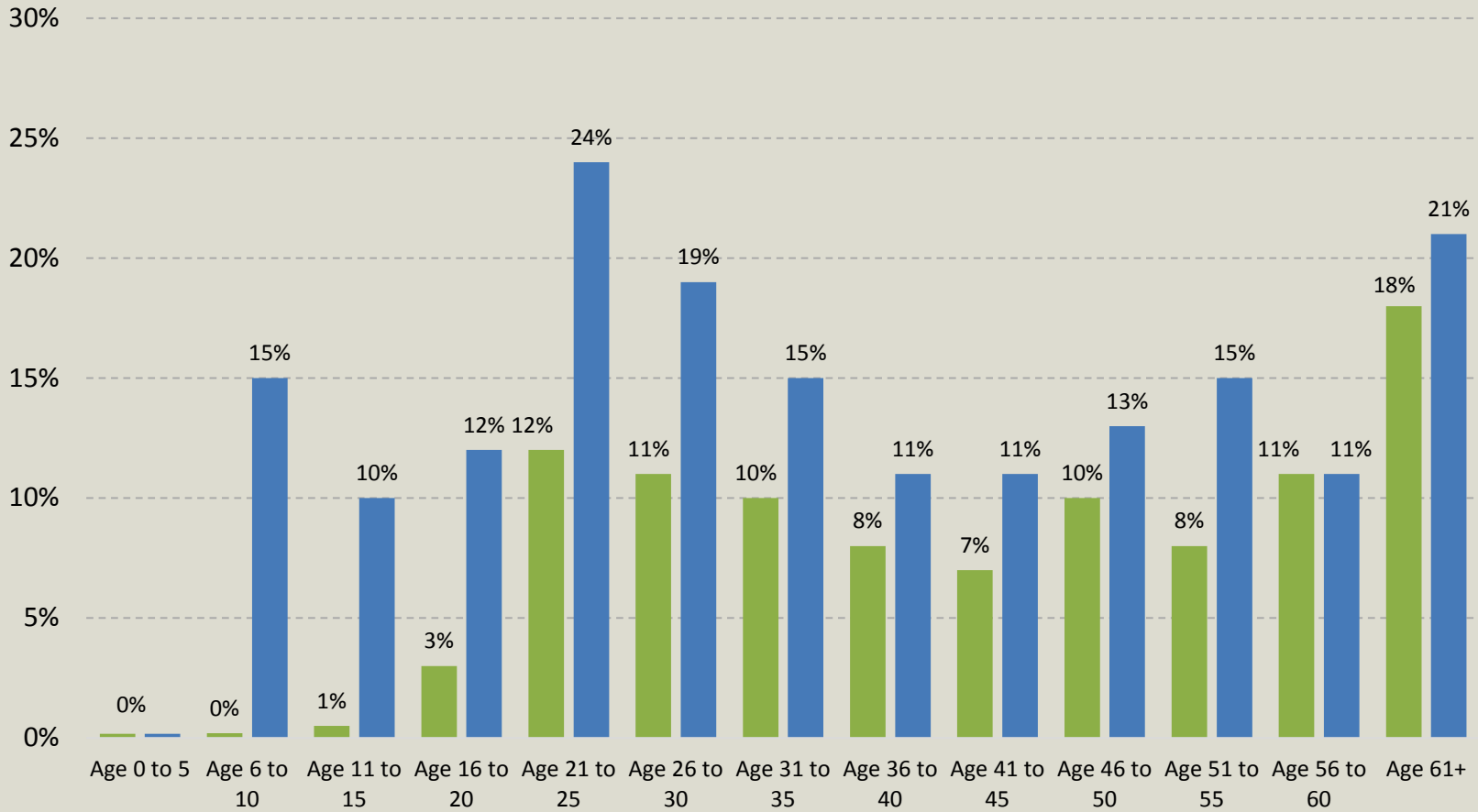
VISITATION DEMOGRAPHICS

- ± 90% of respondents from Cuyahoga County; ± 10% from outside the county



VISITATION DEMOGRAPHICS

Ages



n=377

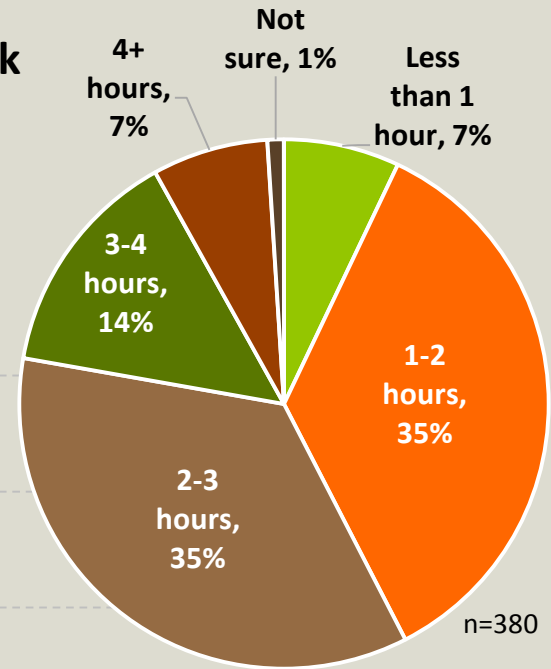
■ Respondent Ages

■ Guest Ages

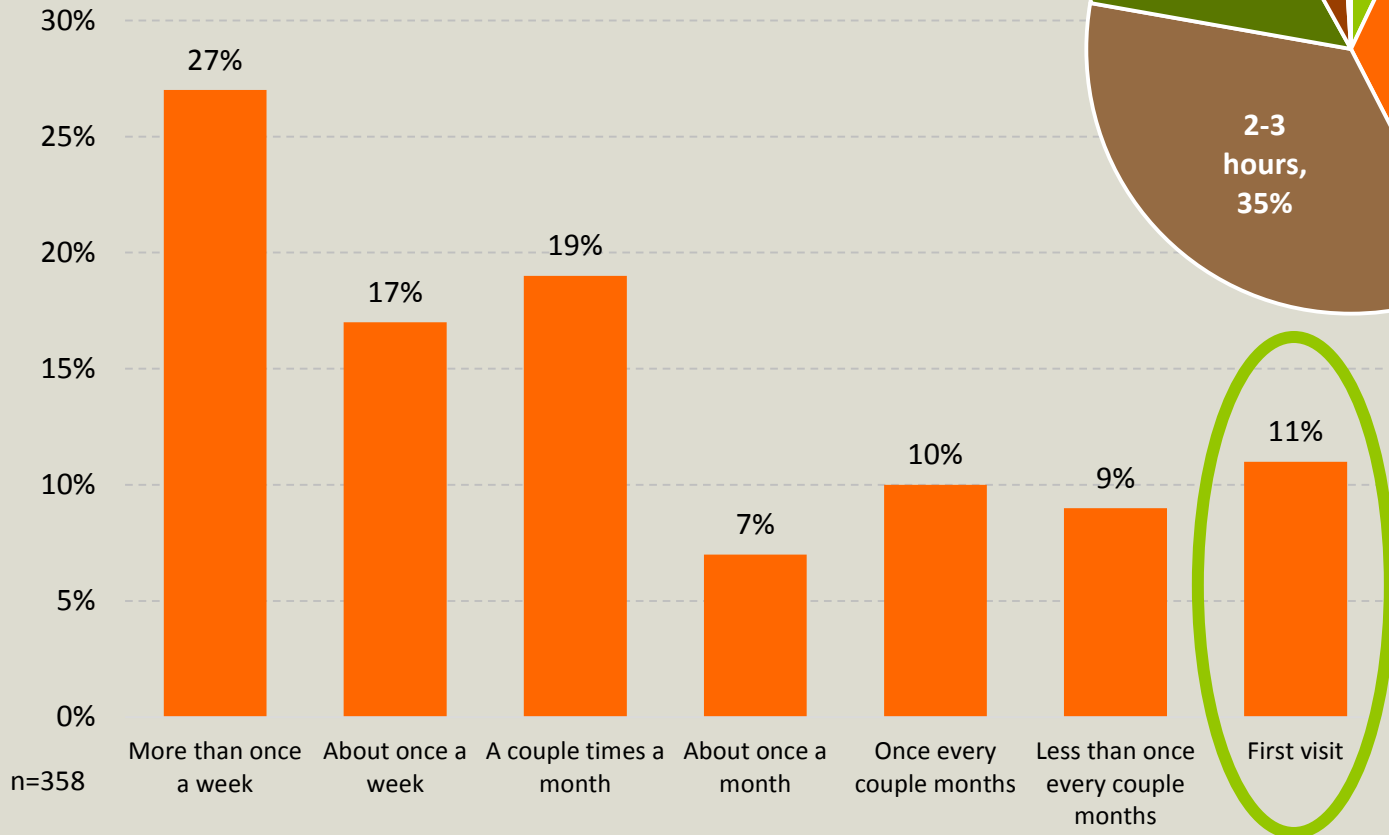
n=278

VISIT FREQUENCY & LENGTH

Time Spent at Park



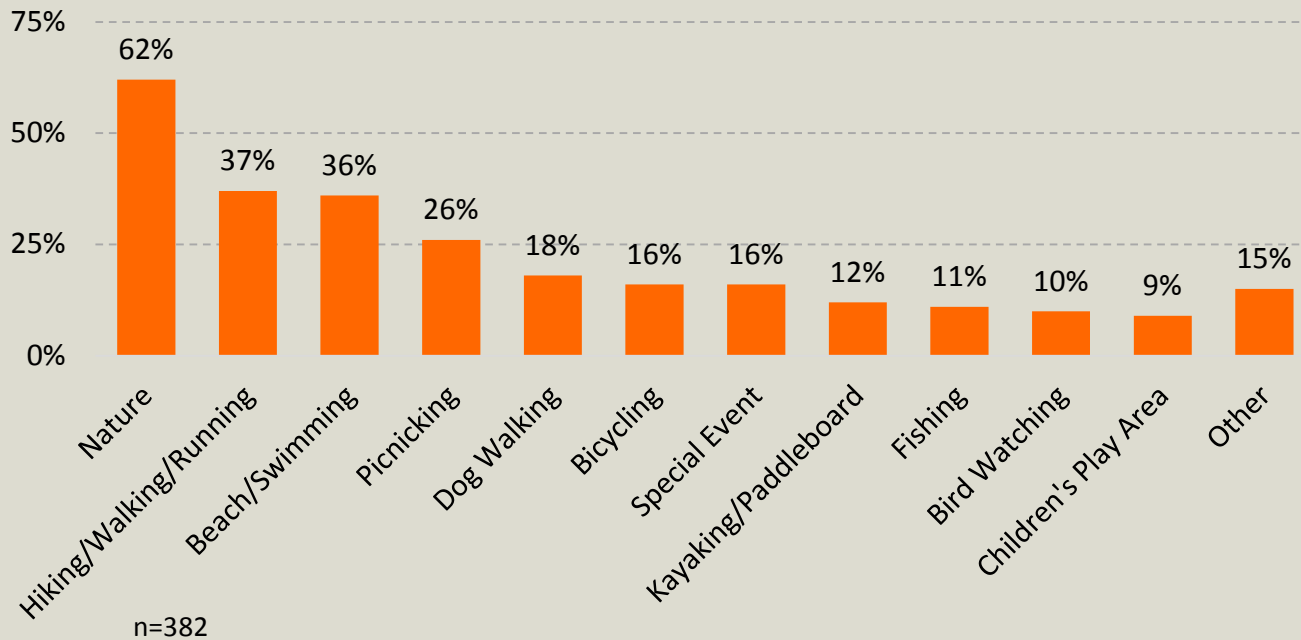
Visitation - How Often



LAKEFRONT ACTIVITIES

- 59% of respondents' main reason for visiting was a special event (Edgewater LIVE, Euclid Beach LIVE, or Euclid Beach Blast)
- When asked about additional activities participated in, enjoying nature was highest

Additional Lakefront Activity Participation

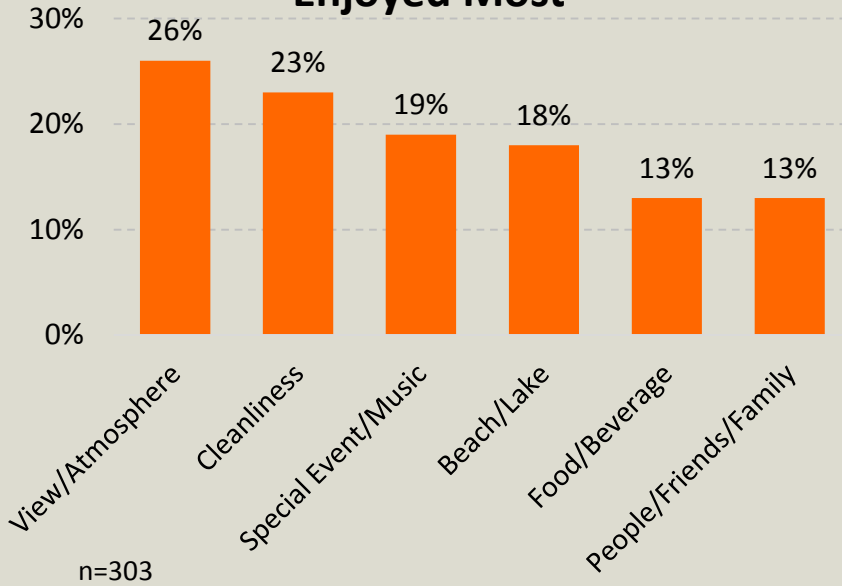


Activities (Other)

- Listening to Music
- Volleyball
- Jet Ski rental
- Rollerblading
- Spending time with friends
- Food trucks
- Sunbathing
- Beach glass hunting
- Boating

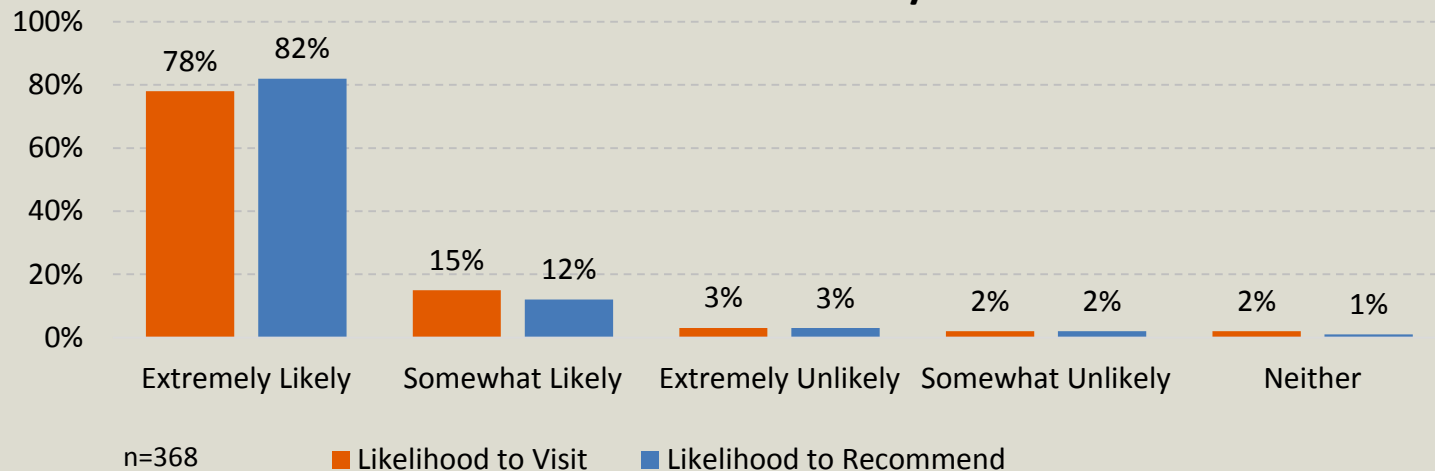
ENJOYMENT

Enjoyed Most



- View/atmosphere highest response to what people enjoyed most
- Cleanliness continues to elicit favorable responses
- High likelihood to return and recommend to others

Likelihood to Return/Recommend



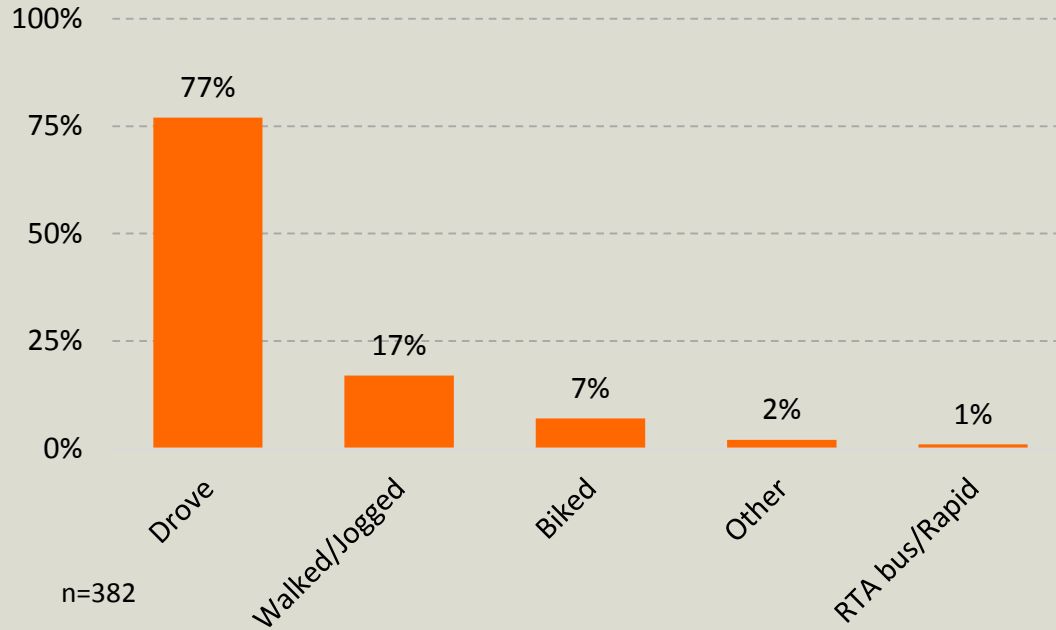
EXAMPLE COMMENTS

- “Love the whole atmosphere - music, food, beer, fun”
- “How clean the park is, a big difference than years ago, water and music”
- “This year was great with the concerts FREE (Plus) Everyone had respect for one another - peaceful – Nice”
- “Beauty, water, sand”
- “Love the food trucks”
- “The people and feeling of Cleveland being a cool city, and getting better”

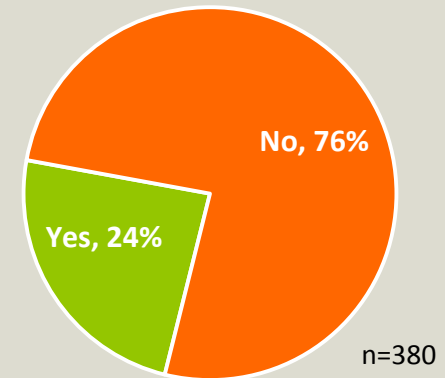


TRANSPORTATION MODE

Transportation to the Park



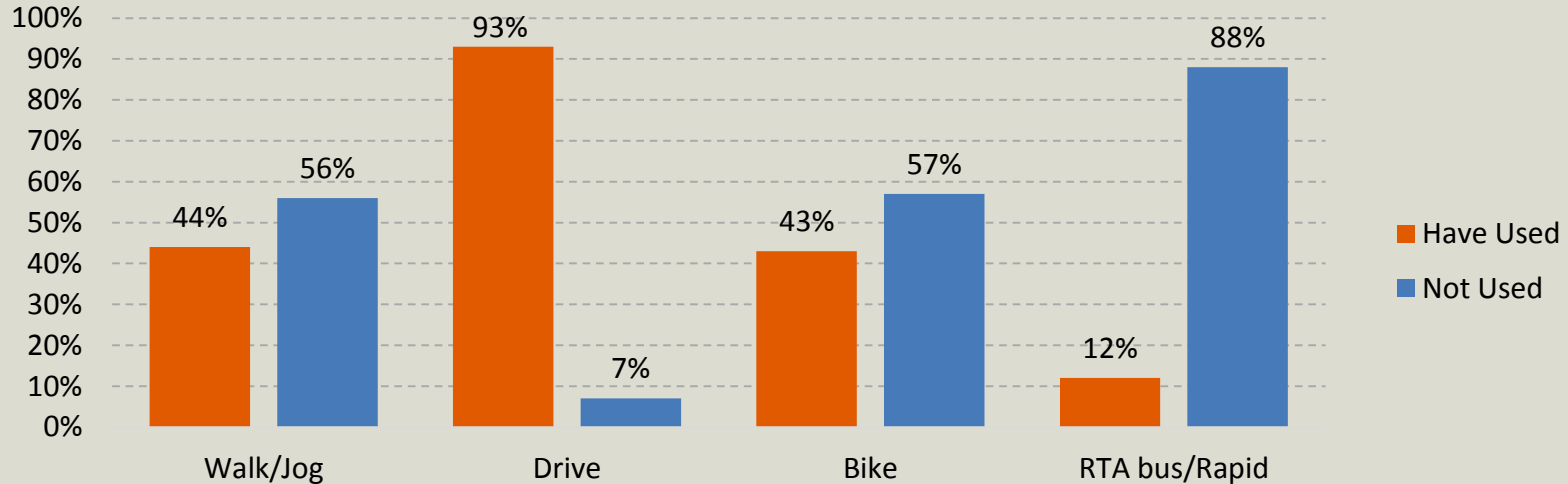
10-Minute Radius



- Of those who live within walking distance, 45% reported that they walked/jogged to the park that particular day, 7% biked, 53% drove and 1% indicated another source of transportation

TRANSPORTATION MODE

Transportation Types Ever Used to Get to Park



Have not walked, why?

- Distance is too far to walk
- Handicap
- Too far for kids to walk
- Don't feel safe walking

Have not driven, why?

- Parking is annoying
- Too many cars
- No need, live close
- Don't have a car

Have not biked, why?

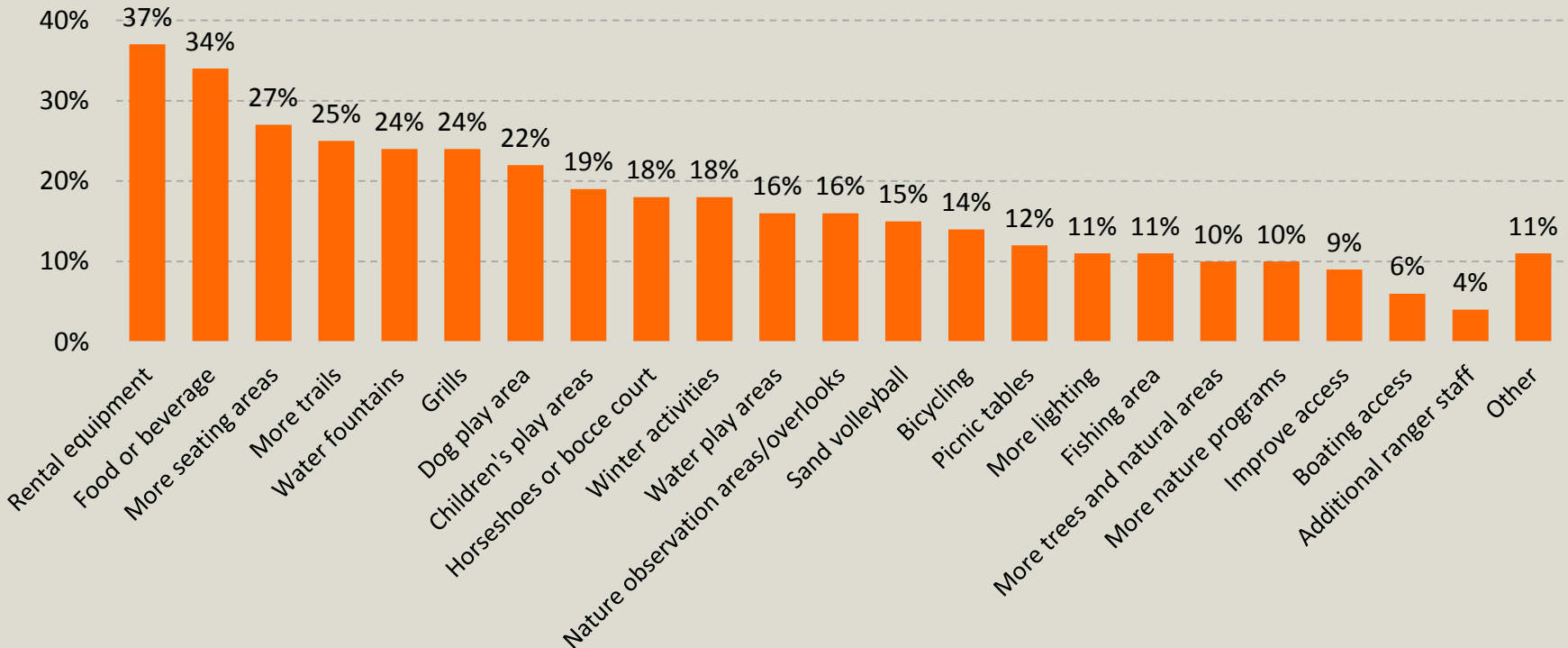
- Distance/too far
- Don't own a bike
- No need, own a car
- Roads too busy/no bike trails

Have not ridden RTA or Rapid, why?

- Easier to drive/have a car
- No bus stops by me
- Inconvenient
- Unsafe
- Unfamiliar with routes
- Too time consuming

“TOP FIVE” PARK ADDITIONS

Top Five Park Additions



- People want more rental equipment (fishing poles, bikes, kayaks/paddleboards, etc.), food/beverage concessions, more seating areas, more trails, and water fountains
- 30% said more events, activities, and programs would increase their visitation to lakefront parks

ADDITIONAL COMMENTS



ONGOING ENGAGEMENT & CONTACTS

- Visit the Lakefront Planning webpage
 - <http://www.clevelandmetroparks.com/lakefrontplanning>
 - Video, plans & comment section
- Contacts
 - Sara Byrnes Maier, Senior Strategic Park Planner, sbm@clevelandmetroparks.com or 216.635.3289
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