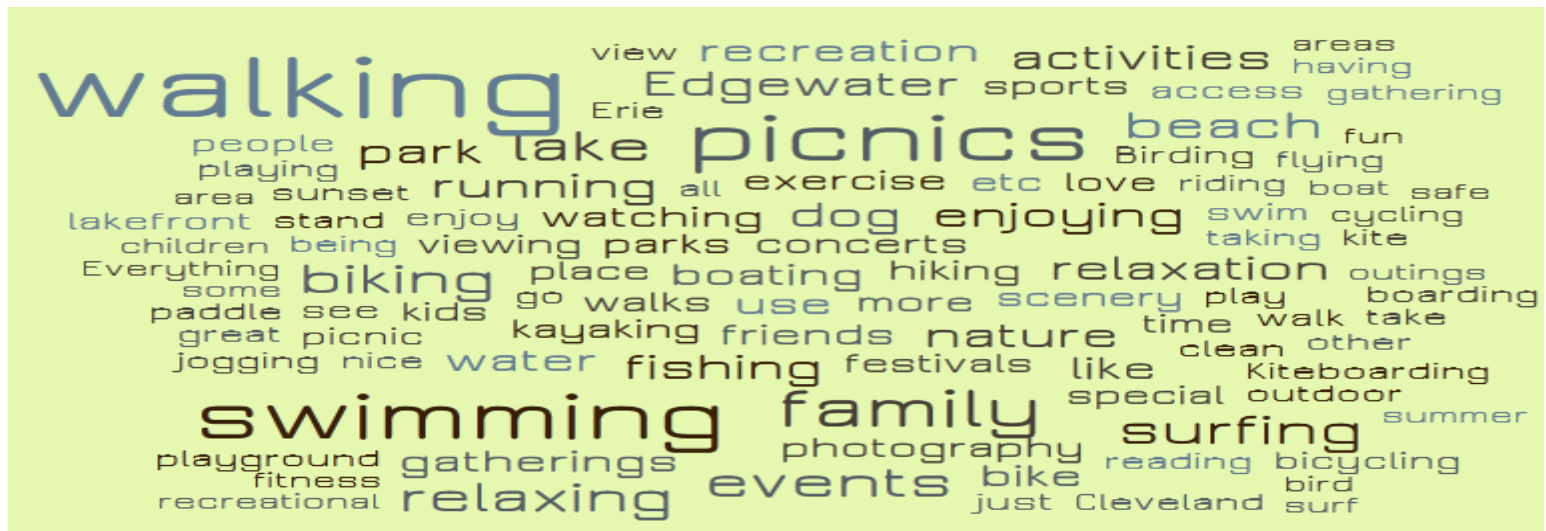


Assuming the parks are safe and clean, what do you want to use them for?



KEY FINDINGS

- Clean & safe is most important
- Region's eyes are on Edgewater
- Younger populations want active uses
- Special events are opportunities to attract new visitors

Distribution Methodology

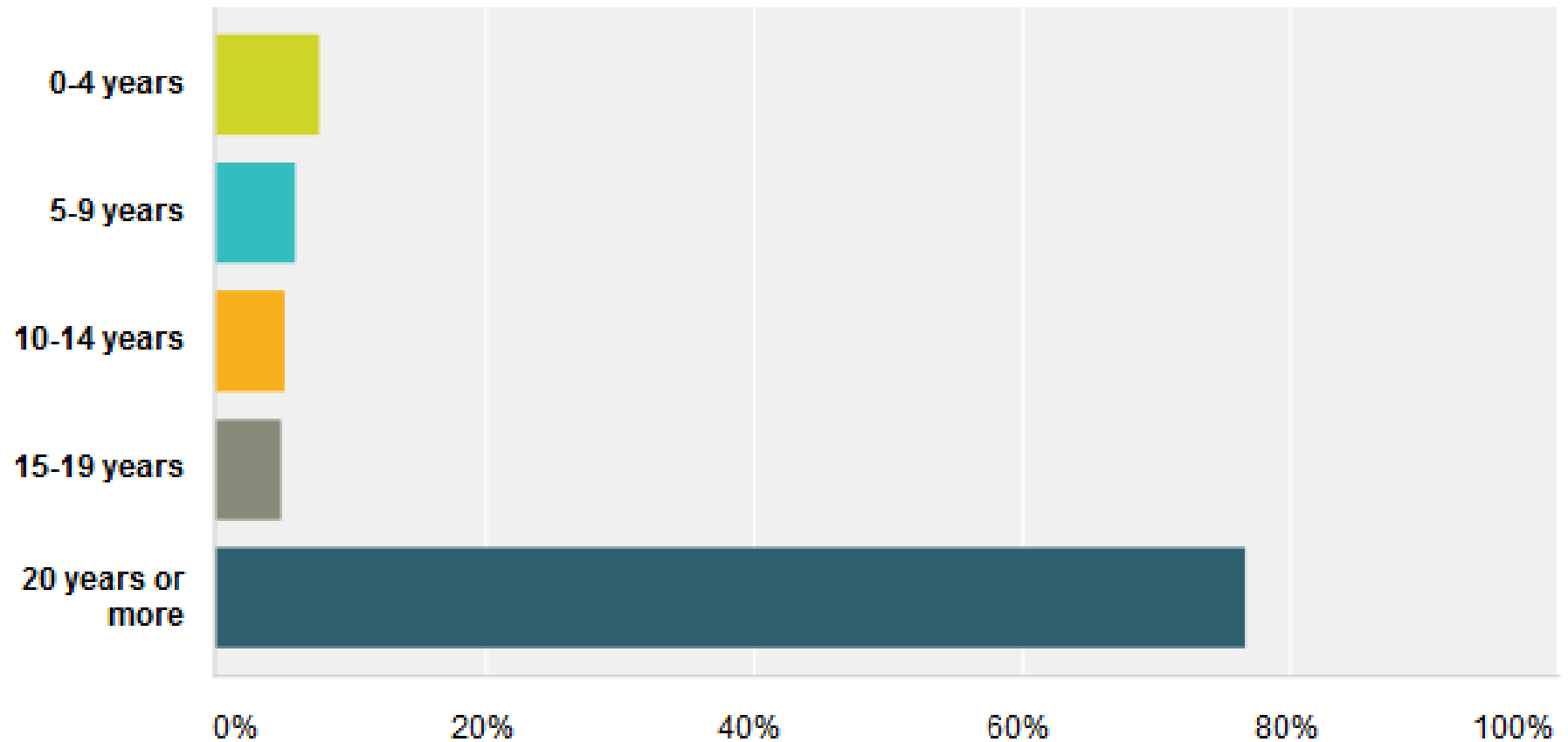
- Partner organizations (members of Advisory Groups and Steering Committee) promoted survey via:
 - Community newspapers
 - Postcards at front desks
 - Staff Newsletters
 - Social Media (Facebook, Twitter, LinkedIn, etc.)
 - E-mail newsletter to stakeholders
- Outreach to employment and community hubs, including:
 - Cleveland Clinic, University Hospital, MetroHealth
 - Cleveland State, Tri-C, John Carroll, Case Western Reserve University, Baldwin-Wallace
 - Cuyahoga County, City of Cleveland
 - Cleveland Public Library

Response

- **1,678 people took the survey**
- **Gender:**
 - Female: 48% (740)
 - Male: 52% (811)
- **Race**
 - White: 95.14% (1,408)
 - Black or African American: 3.51% (52)
 - Asian: 1.55% (23)
 - American Indian or Native American: 0.68% (10)
- **Hispanic:**
 - Yes: 2.35% (34)
 - No: 97.65% (1,411)

How long have you lived in Northeast Ohio?

Answered: 1,549 Skipped: 129



NUMBER OF SURVEY RESPONSES BY ZIP CODE

Legend:


- Municipal Boundaries (Solid black line)
- Zip Code Boundaries (Dashed red line)
- 1 (Lightest green)
- 2-3 (Light green)
- 4-5 (Medium green)
- 6-12 (Dark green)
- 13-91 (Darkest green)

Callouts:

- Euclid Beach-Wildwood
- Gordon-E. 55
- Edgewater

Map Labels (Municipalities and Zip Codes):

- Avon Lake, Bay Village, Westlake, Avon, North Olmsted, North Ridgeville, Olmsted Twp., Olmsted Falls, Berea, Middleburg Heights, Parma, Brook Park, Brooklyn, Lakewood, Rocky River, Fairview Pk., Euclid, Euclid Beach, Wildwood, Gordon-E. 55, Edgewater, Bratenahl, East Clev., Cleveland Heights, Shaker Hts., Univ. Hts., South Euclid, Richmond Heights, Highland Heights, Mayfield, Mayfield Heights, Lyndhurst, Gates Mills, Hunting Valley, Pepper Pike, Beachwood, N. Ran., Warr. Hts., Orange, Moreland Hills, Chagrin Falls, S. Russell, Bainbridge Twp., Solon, Bentleyville, Bedford, Bedford Heights, Oakwood, Glenwillow, Walton Hills, Independence, Valley View, Garfield Heights, Cuyahoga Hts., Bklyn. Hts., Seven Hills, Parma Hts., North Royalton, Broadview Heights, Brecksville, Sagamore Hills Twp., Nfld., Macedonia, Twinsburg, Aurora, Reminderville, Eaton Twp., Columbia Twp., Strongsville.

 Zip Code Boundaries

2-3

4-5

6-12

13-91

Euclid Beach-
Wildwood

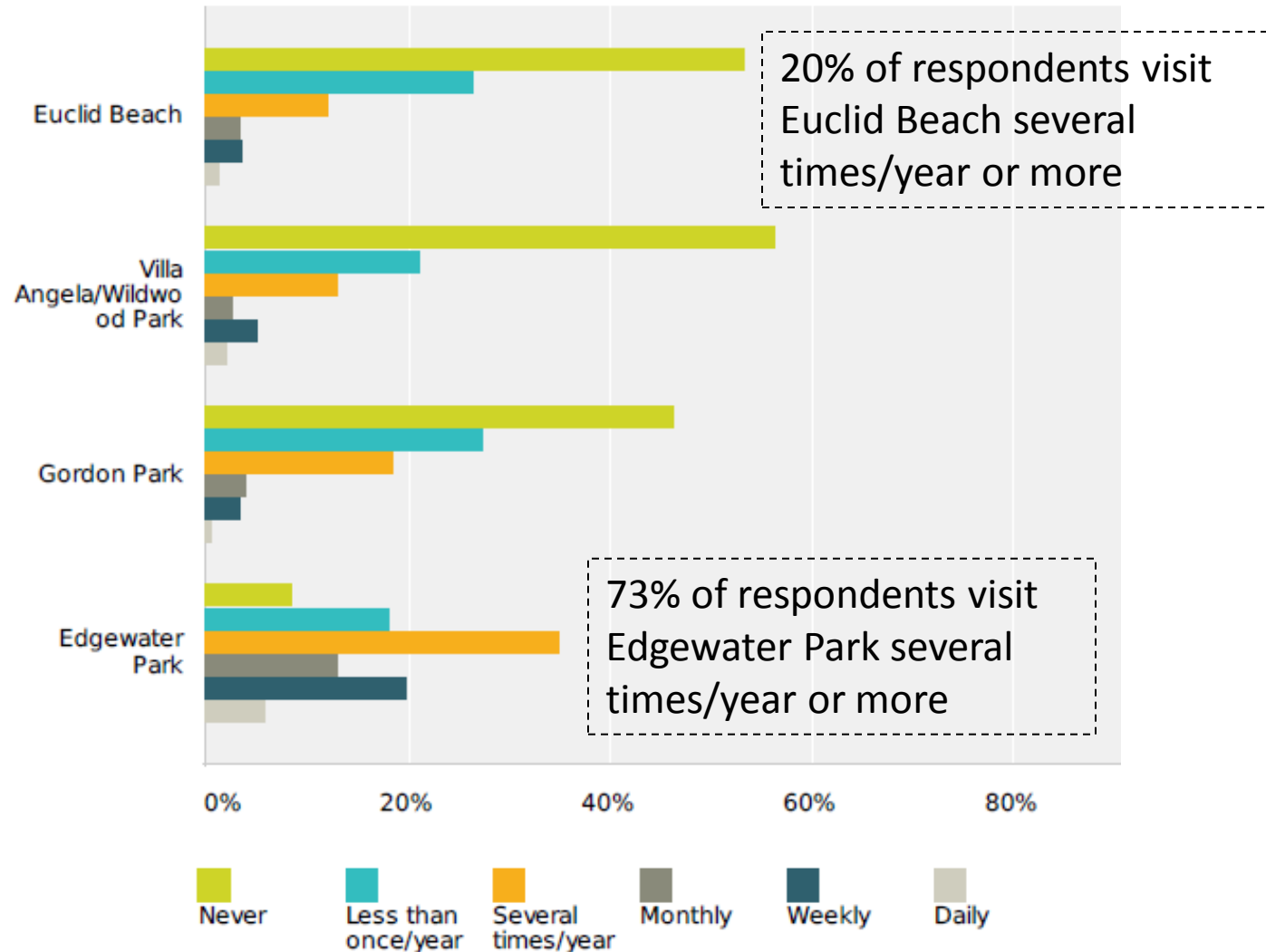
Gordon-E. 55

Edgewater

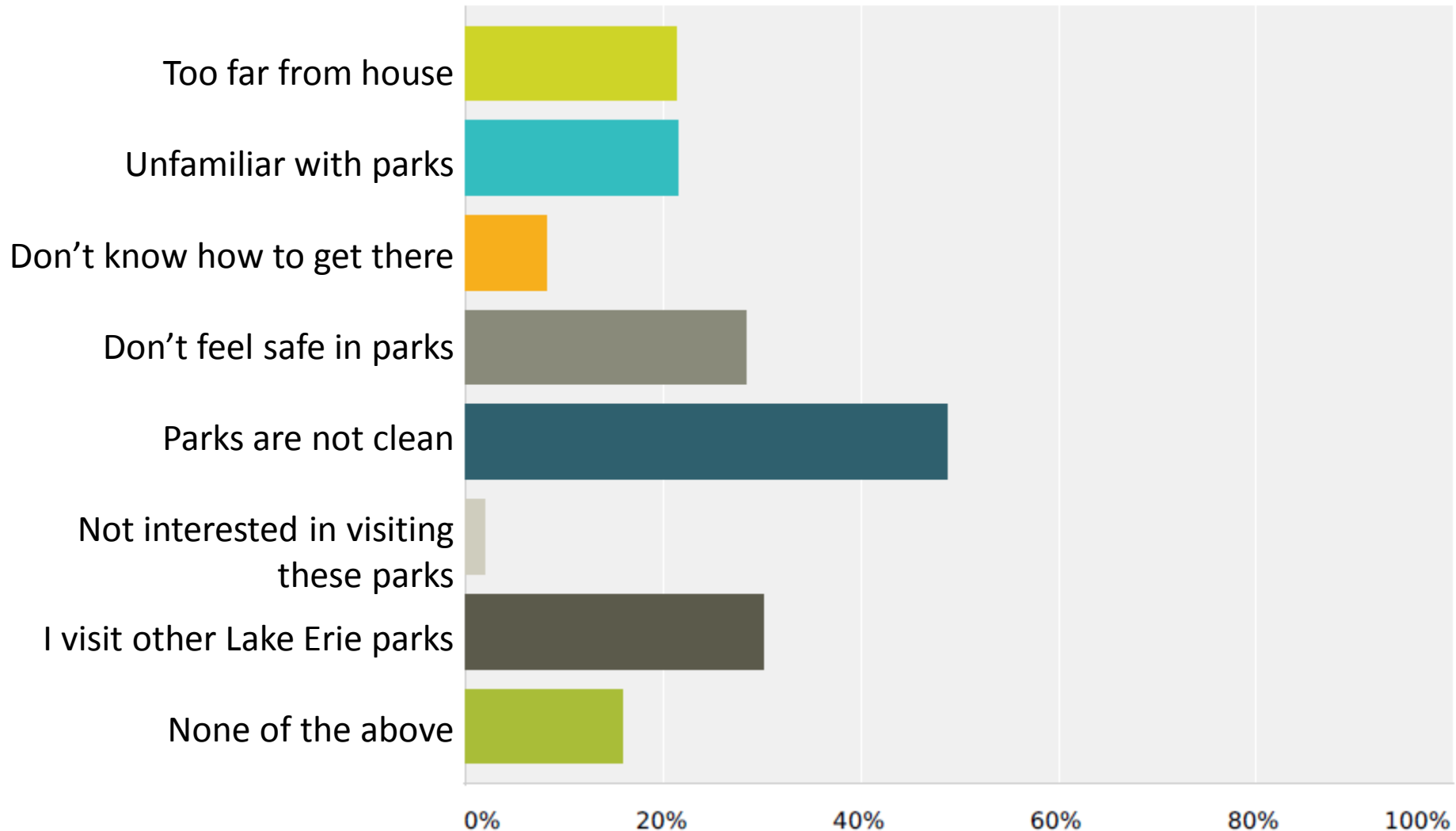
CLEVELAND

VISITATION HABITS

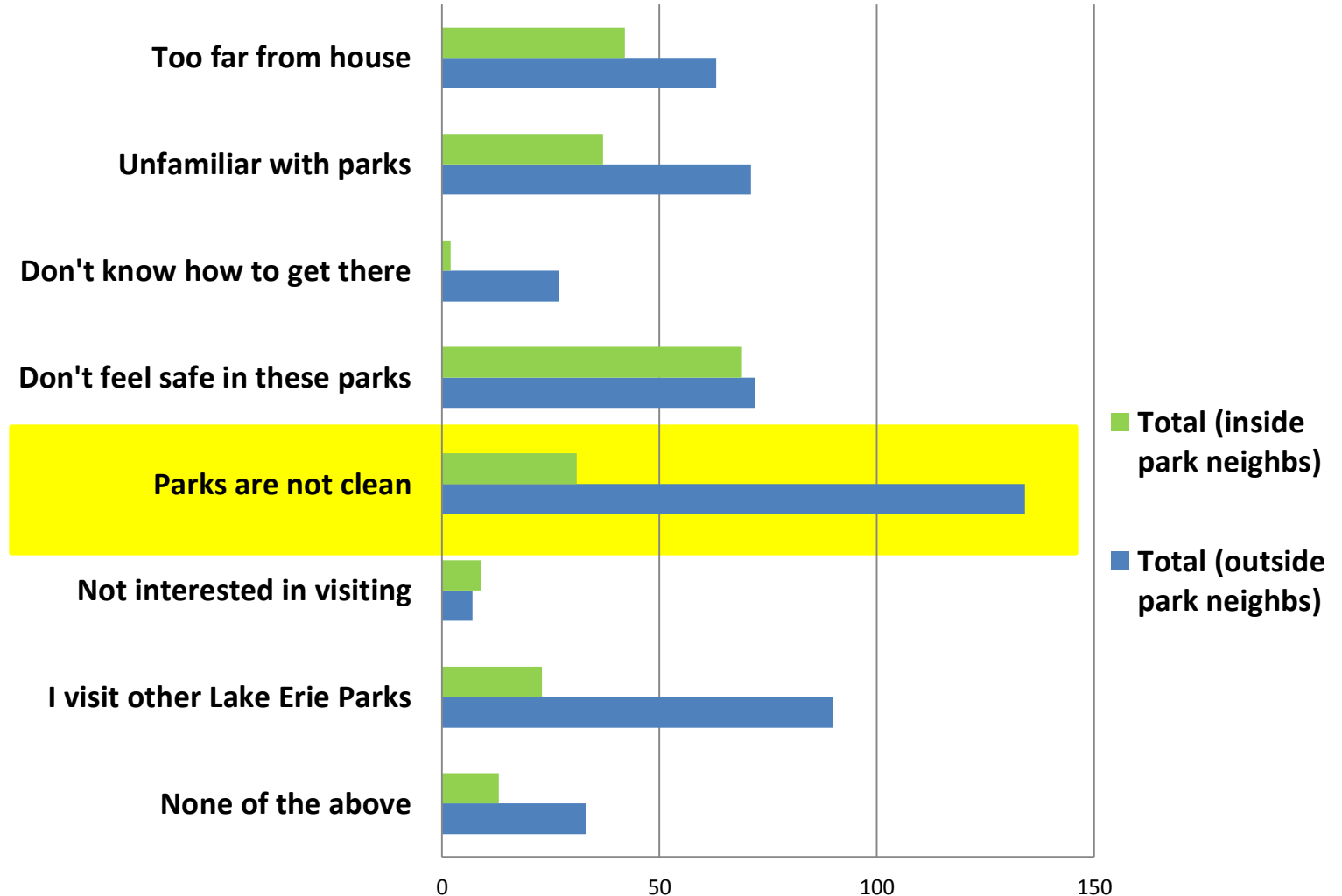
Q1. How often do you visit the Lakefront Parks?



Q2. If you don't visit the parks, is there a specific reason why?



By location: Q2. If you don't visit the parks, is there a specific reason why?




Q4. Which activities are you most interested in participating

Top 5

- Viewing the lake/scenery
- Walking
- Bicycling
- Swimming
- Boats and water sports

Bottom 5

- Chess/checkers tables
- Physical fitness course
- Seek solitude
- Family gatherings
- Group nature activities



However, family gatherings are always happening at Edgewater Park – the survey may have not reached the “family picnic” enthusiasts

Ages 18-29: Q4. Which activities are you most interested in participating

Top 5

- Viewing the lake/scenery
- Running/Jogging
- Swimming
- Bicycling
- Walking

Bottom 5

- Chess/Checkers tables
- Playgrounds
- Flying a kite
- Group nature activities
- TIE: Family gatherings
Physical fitness course

Ages 30-39: Q4. Which activities are you most interested in participating

Top 5

- Viewing the lake/scenery
- Swimming
- Walking
- Restaurants, cafes, and bars
- Running/Jogging

Bottom 5

- Chess/checkers tables
- Seek solitude
- Physical fitness course
- Group nature activities
- Observe nature/wildlife

Ages 40-49: Q4. Which activities are you most interested in participating

Top 5

1. Viewing the lake/scenery
2. Walking
3. Boats and water sports
4. Swimming
5. Bicycling

Bottom 5

1. Chess/checkers tables
2. Physical fitness course
3. Sports (disc golf, volleyball, etc.)
4. Seek solitude
5. Group nature activities

Ages 50+: Q4. Which activities are you most interested in participating

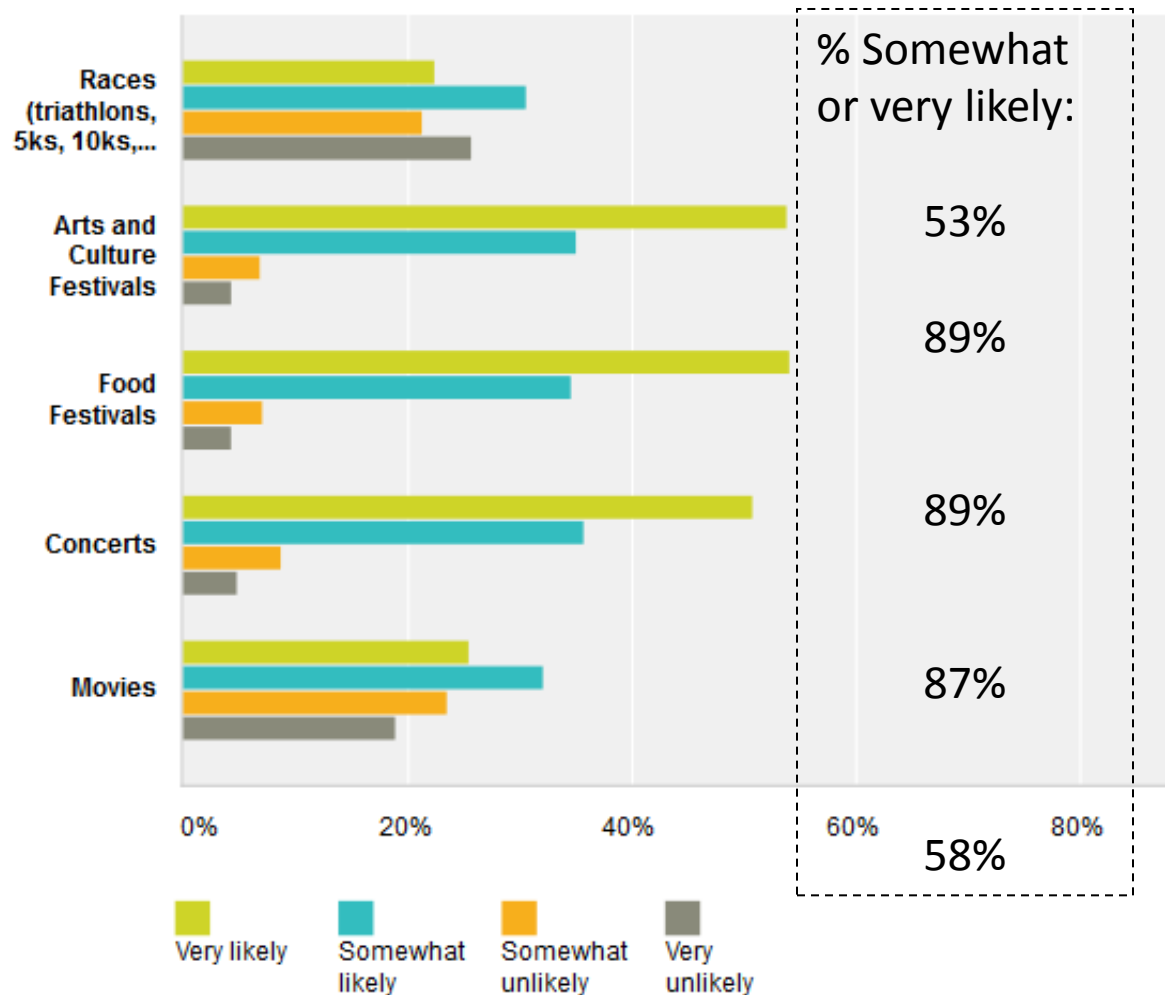
Top 5

- Walking
- Viewing the lake/scenery
- Boats and water sports
- Bicycling
- Observe nature/wildlife/birding

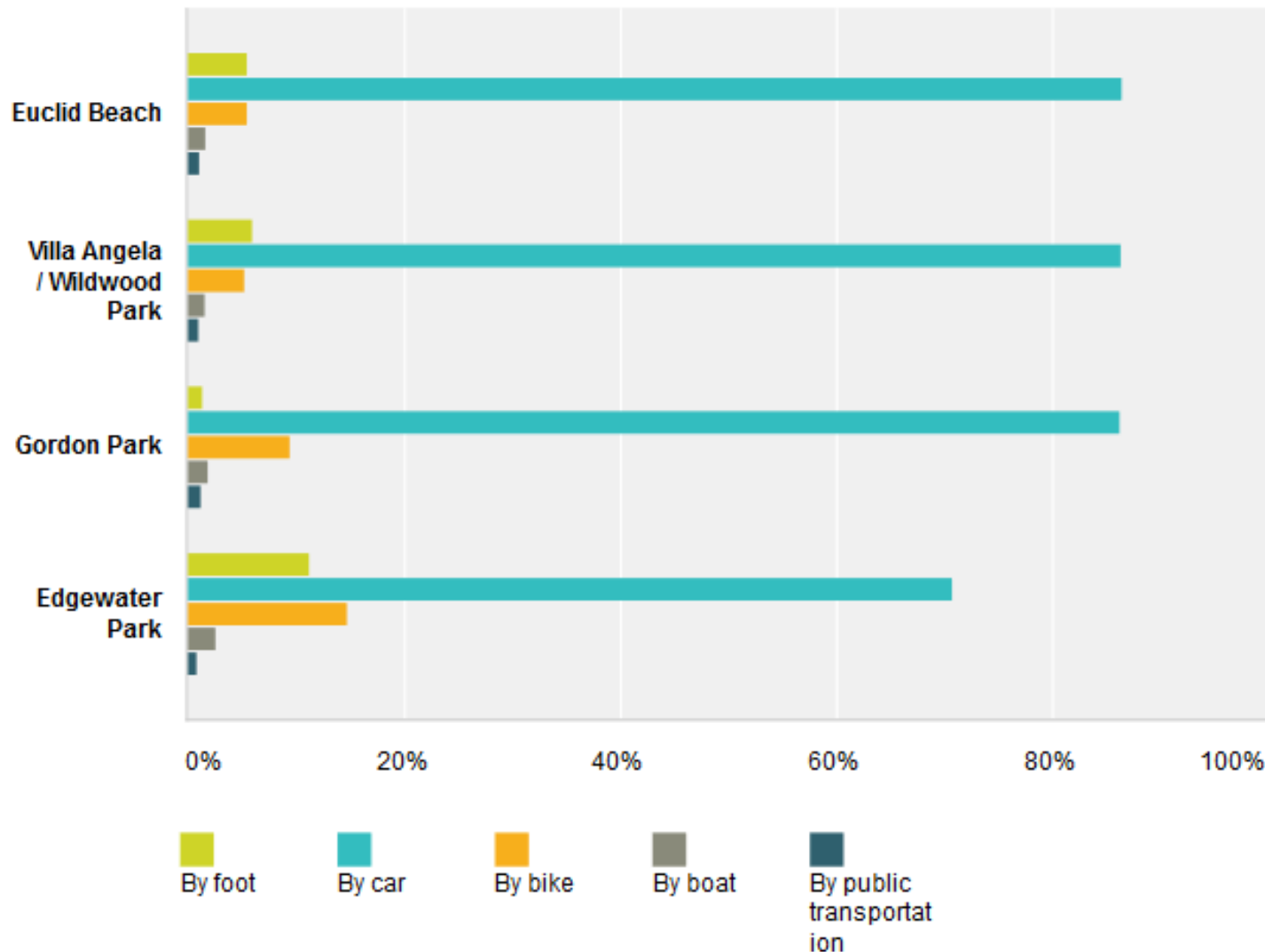
Bottom 5

- Chess/checkers tables
- Physical fitness course
- Sports (disc golf, volleyball, etc.)
- Playground
- Flying a kite

Q9. What types of special events are you most likely to attend at a Lakefront Park?



Q10. How are you most likely to access the Lakefront Parks?

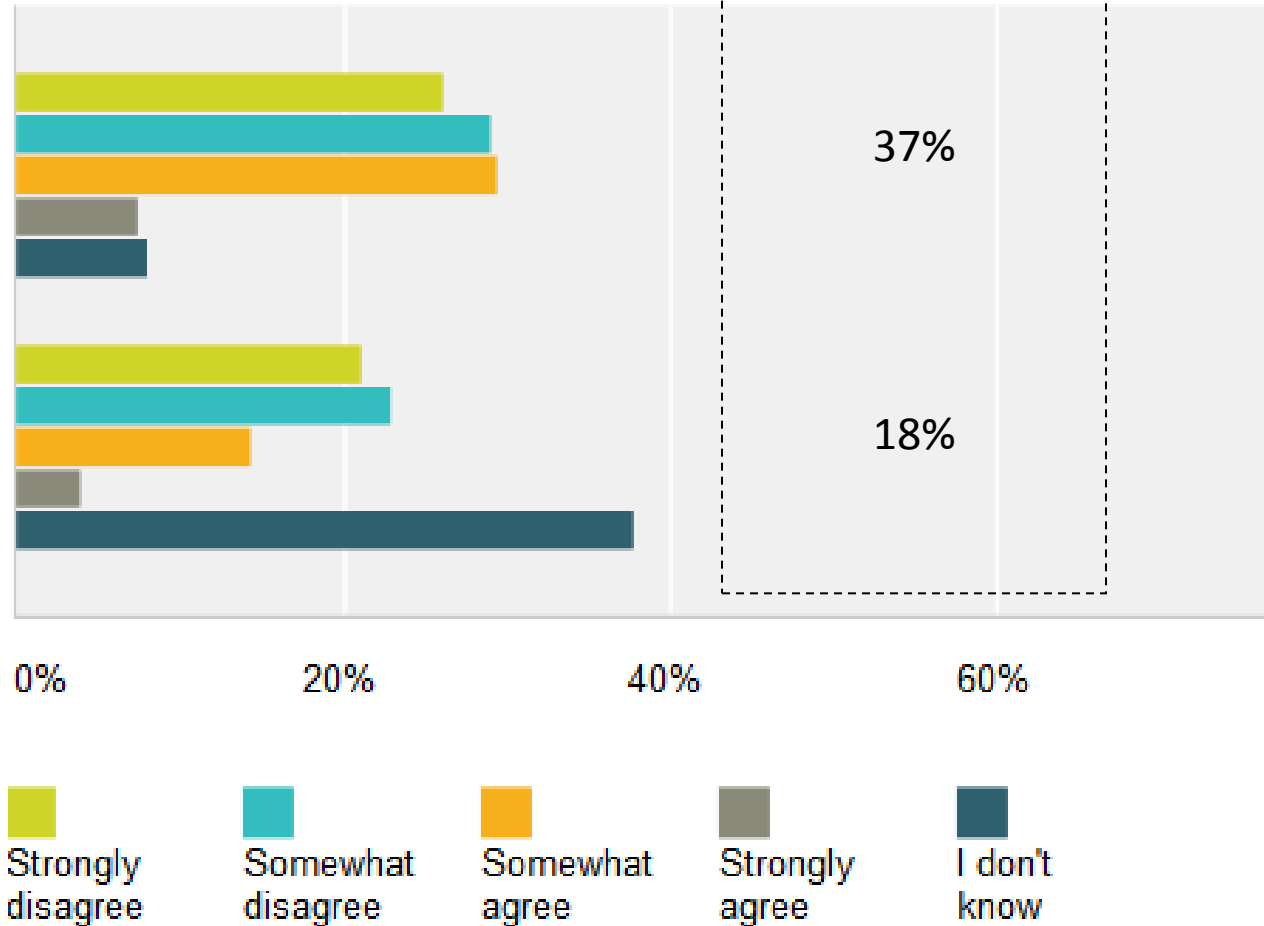


CLEANLINESS + SAFETY

Q5. Water Quality

I believe the water at **Edgewater Beach** is clean enough to swim in.

I believe the water at **Euclid Beach** is clean enough to swim in.



Edgewater Visitors: Q5. Water Quality

I believe the water
at **Edgewater
Beach** is clean
enough to swim in.



Strongly
disagree



Somewhat
disagree



Somewhat
agree



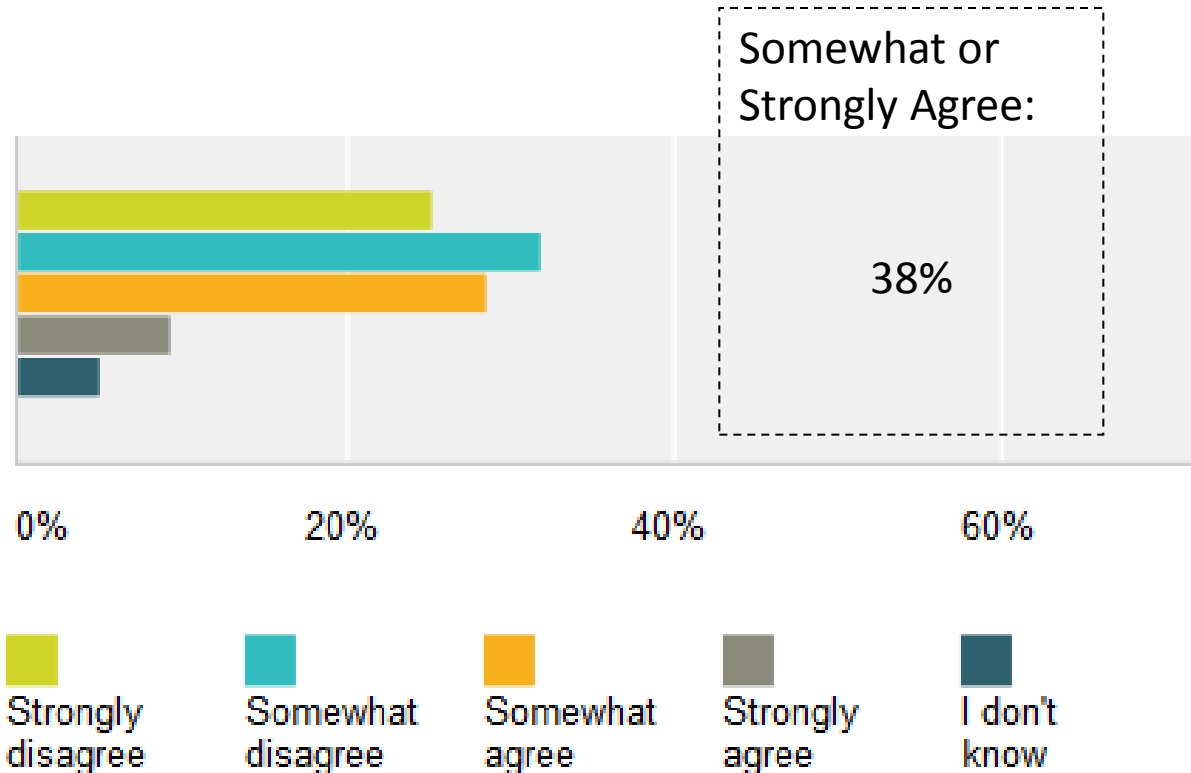
Strongly
agree



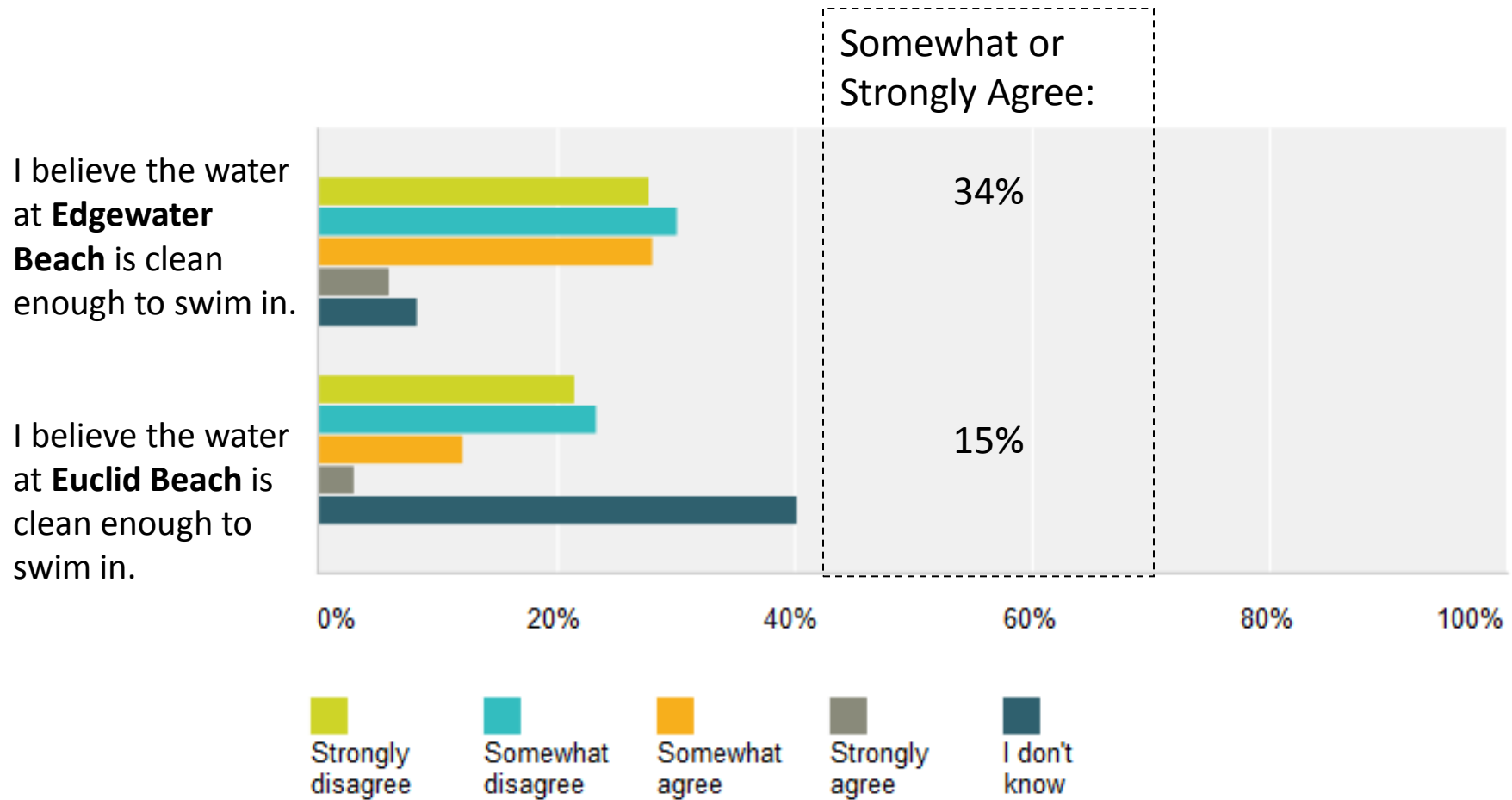
I don't
know

Euclid Beach Visitors: Q5. Water Quality

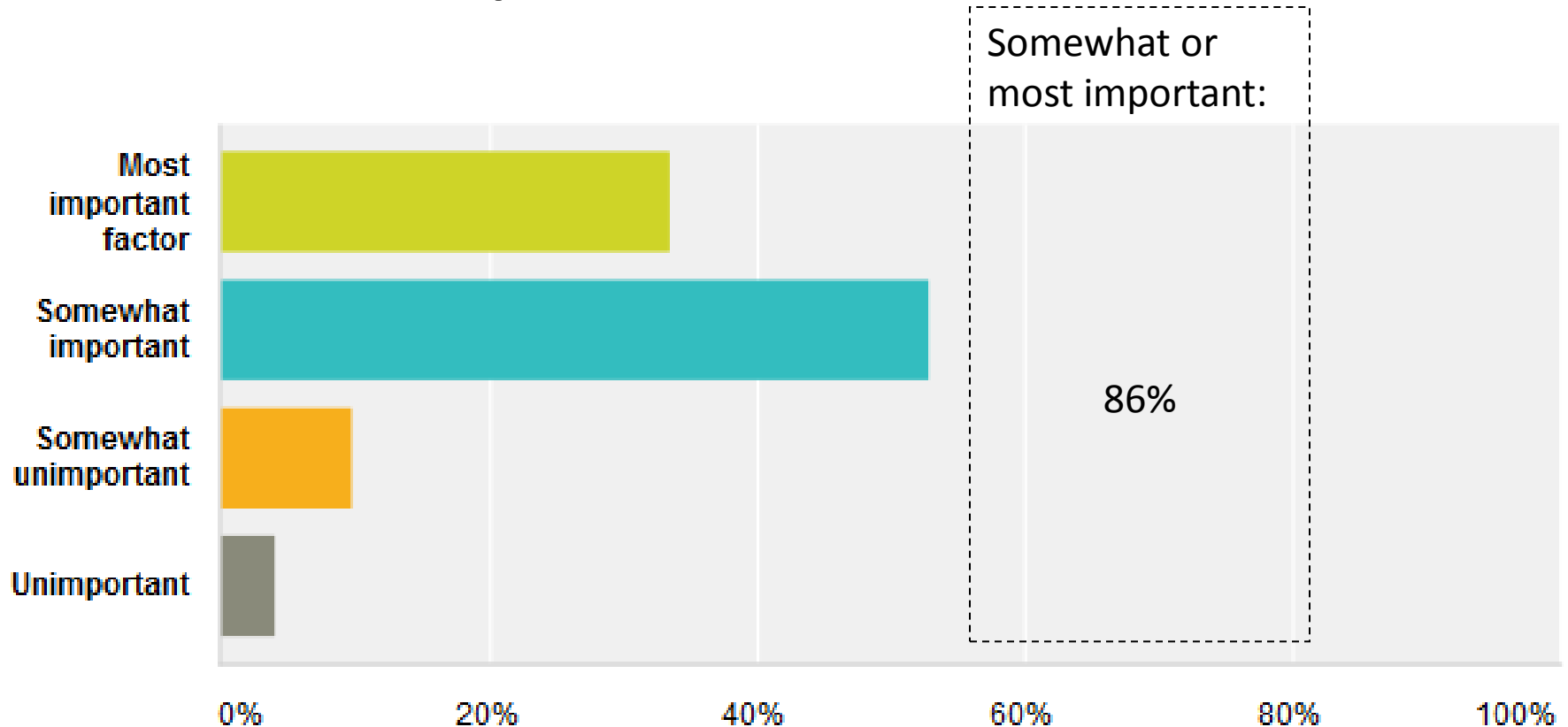
I believe the water at **Euclid Beach** is clean enough to swim in.



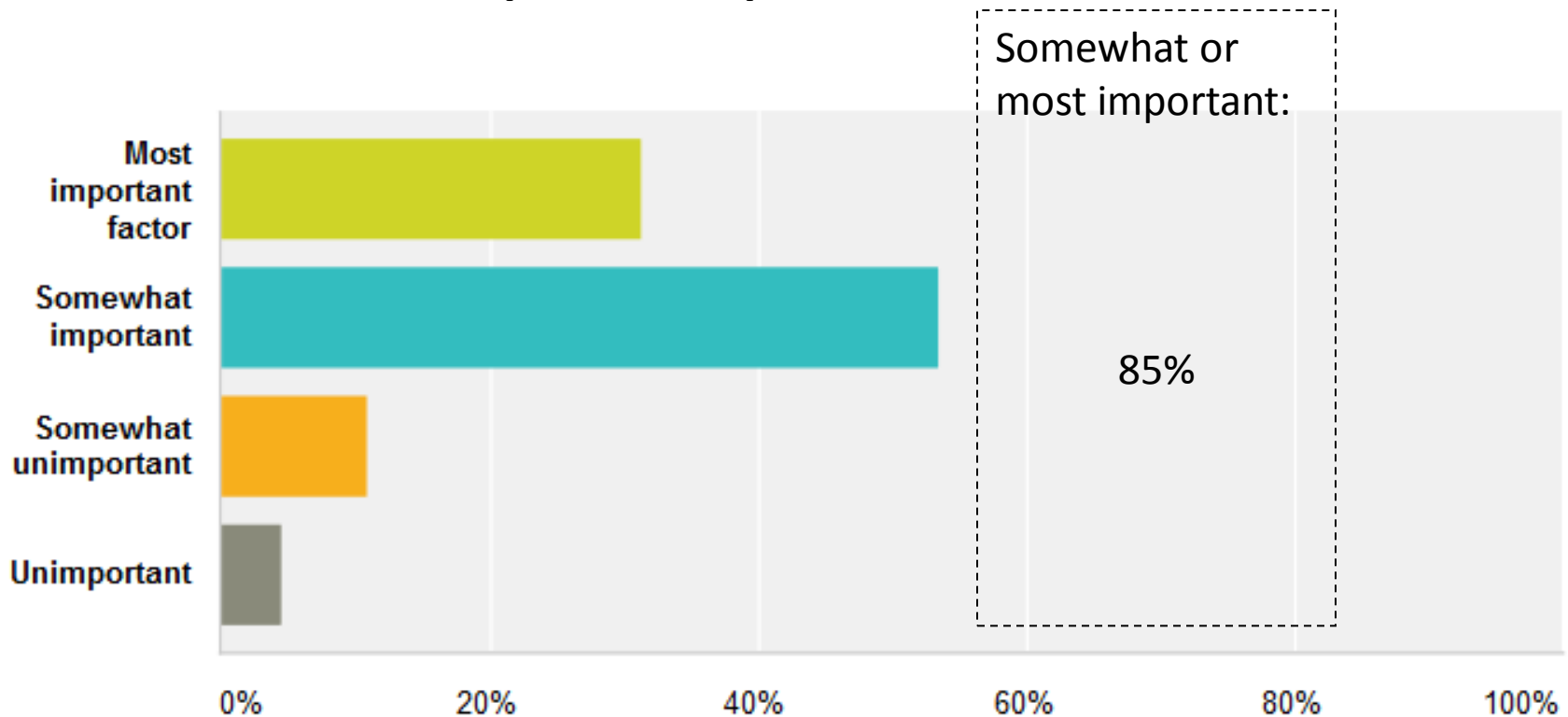
Infrequent Visitors: Q5. Water Quality



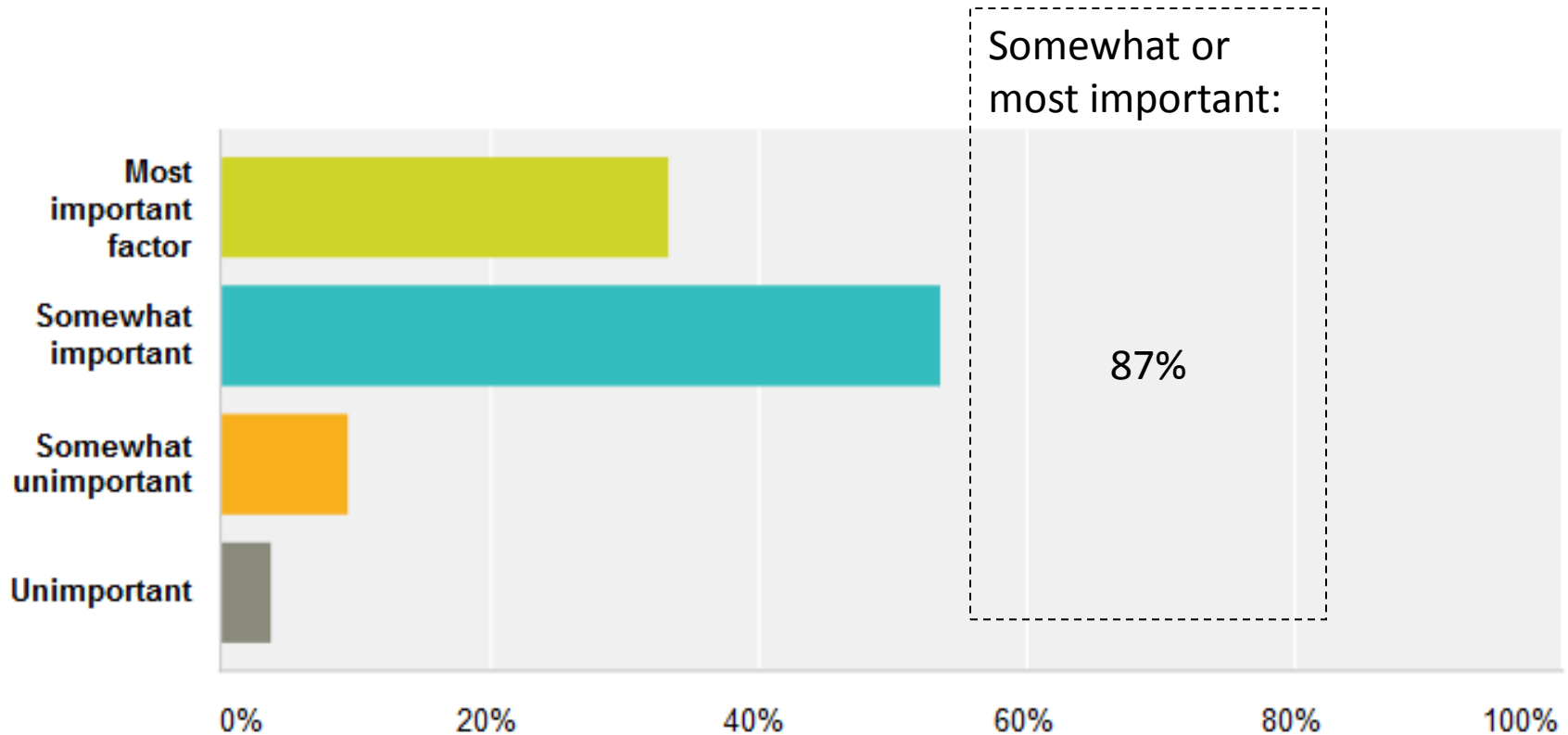
Q6. How does personal safety factor into your decisions about which public parks to attend?



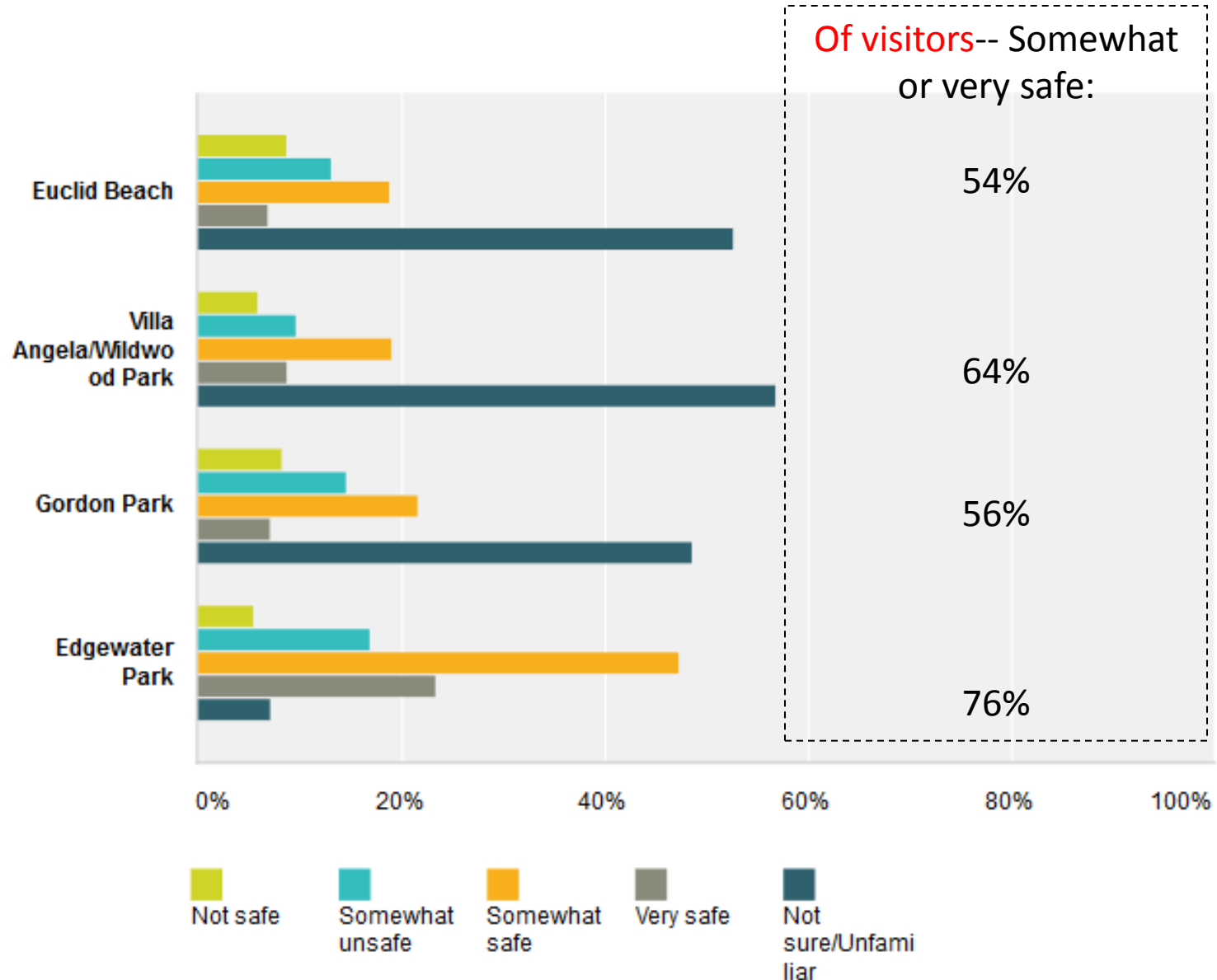
Frequent Visitors: Q6. How does personal safety factor into your decisions about which public parks to attend?



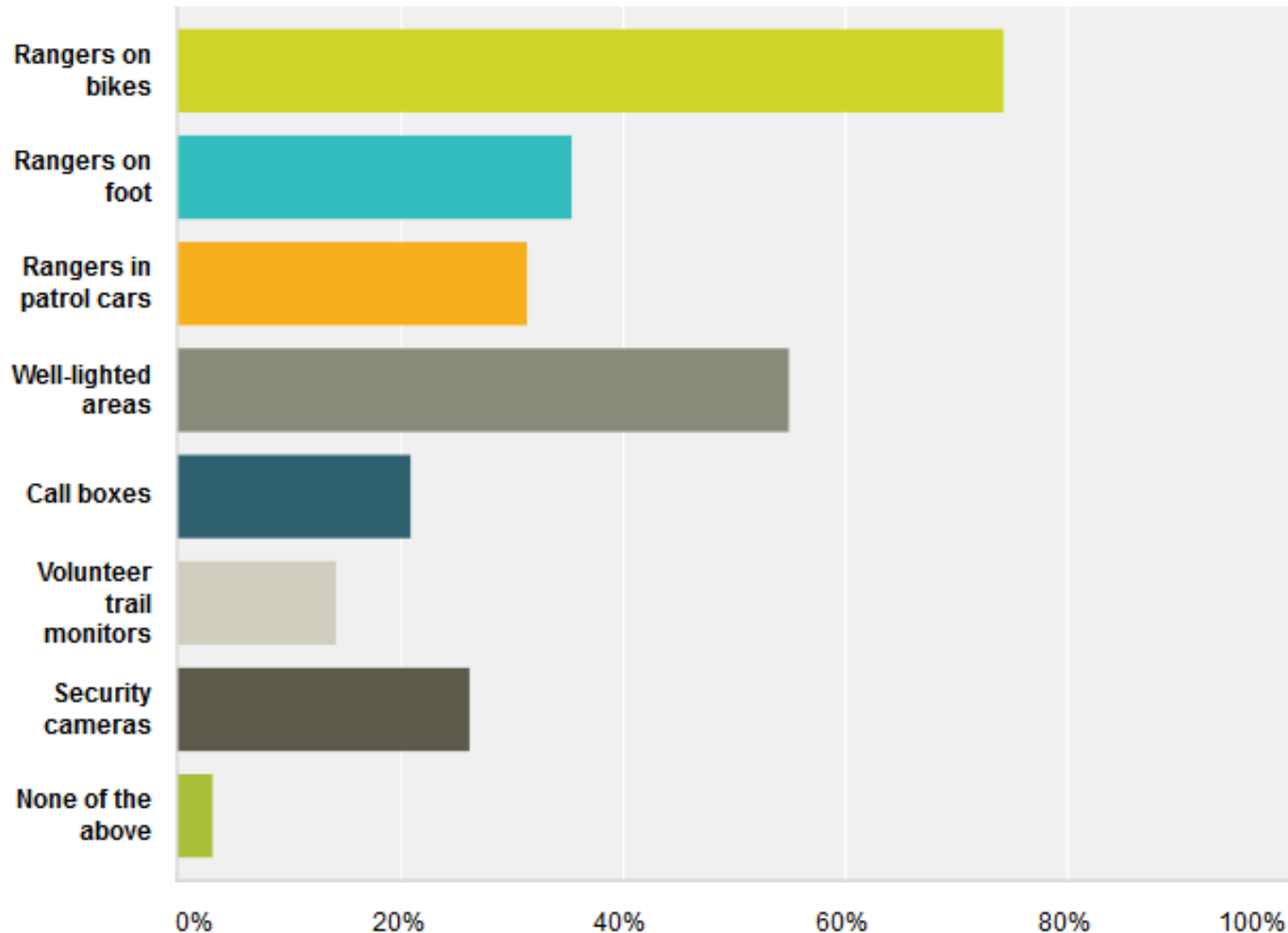
Infrequent Visitors: Q6. How does personal safety factor into your decisions about which public parks to attend?



Q7. Please rate the personal safety you feel at these Lakefront Parks.



Q8. Which of these services would help you feel safer at the Lakefront Parks?



How did you hear about this survey?

OhioGamefishing.com Ohio Game Fishing a friend emailed it to me
Forwarded by a friend a family member emailed it to me
Friend passed it on A friend forwarded it to me
A friend's gchat status Facebook via CLE Clothing Co through Facebook
Block club email list Facebook friend friend forwarded the link
A facebook post Euclid Creek Watershed Newsletter neighbor
Lemta LAND Studio Northeast Shores
Family member Land Studio email emailed to me
e-mail sent to me Euclid Creek Newsletter
Nan Kennedy
From a friend email link Friend online Face book
Facebook share EYC email from co-worker block club email
Forwarded to me Friends work A friend Reddit relative
Co-worker e mail e-mail Friend on Facebook
Social Media OGF email Twitter internet Flats Forward
Newsletter Block club Edgewater Yacht Club Mike Durkalec
Urban Ohio
Edgewater Yacht Club email
LAND studios urbanohio.com community organization
Sent to me LAND email from block club Facebook post On line
Fb Cleveland Museum of Art staff intranet
colleague Spouse
WORD OF MOUTH Whiskey Island
Ohio City Inc email You sent it to me
Wagner Surf Club
Denise Lorek email from LAND studio a facebook friend
Ohio City Block Club Facebook friends a friend emailed to me
Heights Arts Heights Arts Newsletter
It was forwarded to me
LAND Studio facebook forwarded from a friend