

Appendix

# Cleveland Metroparks 2021 Community Engagement Summary

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January 2021



**Cleveland  
Metroparks®**

**SECOND  
CENTURY OF  
STEWARDSHIP**

**2022 SYSTEM PLAN**

# Cleveland Metroparks Engagement Summary

*Cleveland  
Metroparks*

[www.clevelandmetroparks.com](http://www.clevelandmetroparks.com)



# Engagement Summary

Various techniques and methods of engagement were used to gather input and connect with members of the public, stakeholders and staff to develop the *Second Century of Stewardship System Plan*. Engagement efforts were conducted between November 2020 and November 2021. Engagement was led by the Planning & Design Department and involved a core team made up of several Chiefs of the organization and the Chief Executive Officer. This document provides an overview of engagement conducted for the system plan.

## BACKGROUND

Cleveland Metroparks regularly engages the public and stakeholders in its planning and capital project development processes, which provided additional input to the system plan development process. A system of cycling updates to each reservation's master plan allows for in-depth internal planning and public engagement that are more site specific and provide valuable input and direction on the needs and wishes of the community both at the reservation and more broadly. Additionally, Cleveland Metroparks regularly conducts community surveys and detailed studies of needs of guests. Every decade in-park intercept surveys and statistically valid surveys of the residents of Northeast Ohio provide longitudinal data on preferences, concerns, and use of the Park District. This information is used to inform reservation master plans as well as the system plan.

## STAFF ENGAGEMENT

Each department lead was interviewed in late 2020 to understand what aspects of the existing system plan, *Cleveland Metroparks 2020: The Emerald Necklace Centennial Plan*, worked well for their department and where improvements could be made in the new plan. Clear consensus was that many of the goals and efforts remain the same today but that the document could be simplified while better representing all facets of the organization and staff. This led to an approach to streamline look, feel, mission and goals through the process, with special care made to include a broad section of the Park District staff in engagement. Staff focus groups shaped a more succinct mission and goals that undergird the system plan that were then tested through public engagement.



Cleveland Metroparks CEO Brian M. Zimmerman speaking at the Community Leaders Meeting, September 29, 2021

## PUBLIC & STAKEHOLDER ENGAGEMENT

Due to the COVID-19 Pandemic, public and stakeholder engagement was modified somewhat and was conducted primarily during summer and fall 2021. Staff employed small-group, outdoor meetings, including walkshops and small pop-ups with a tent, table, and staff positioned in heavily used areas of the reservations. Partnering with other organizations to have information tables at their events provided broader exposure in areas where Cleveland Metroparks did not have as strong or as long of a presence. Online meetings rounded out the approach to engagement.

The following pages summarize where engagement efforts were located and the method of engagement. Feedback received and themes from these comments is also summarized.



# Who We Reached & How

Virtual and in-person engagement meetings and events occurred throughout the summer and fall of 2021. A simple comment card was provided at these events and a QR code linked to the online version of the form where guests could learn about the planning efforts and share more.

The map below shows the geographic distribution of these efforts. The east side lakefront saw the most events as feedback was being gathered both for the system plan and the Cleveland Harbor Eastern Embayment Resilience Study (CHEERS), a partnership effort with the City of Cleveland, Port of Cleveland, Ohio Department of Natural Resources, Ohio Department of Transportation, and Black Environmental Leaders to develop new parkland in the Lakefront Reservation north of E. 55<sup>th</sup> Marina and E. 72<sup>nd</sup>/North Gordon Park by beneficially reusing dredge material from the Cuyahoga River.

## WE'RE LISTENING!

Please share with us:

Your three favorite things about the parks:

*The volume or area is so vast!*

*The paths are well maintained but natural*

*The exercise facilities*



Your three ideas for the future:

*more exercise equipment*

*more wild-flowers*

*more identification of species*

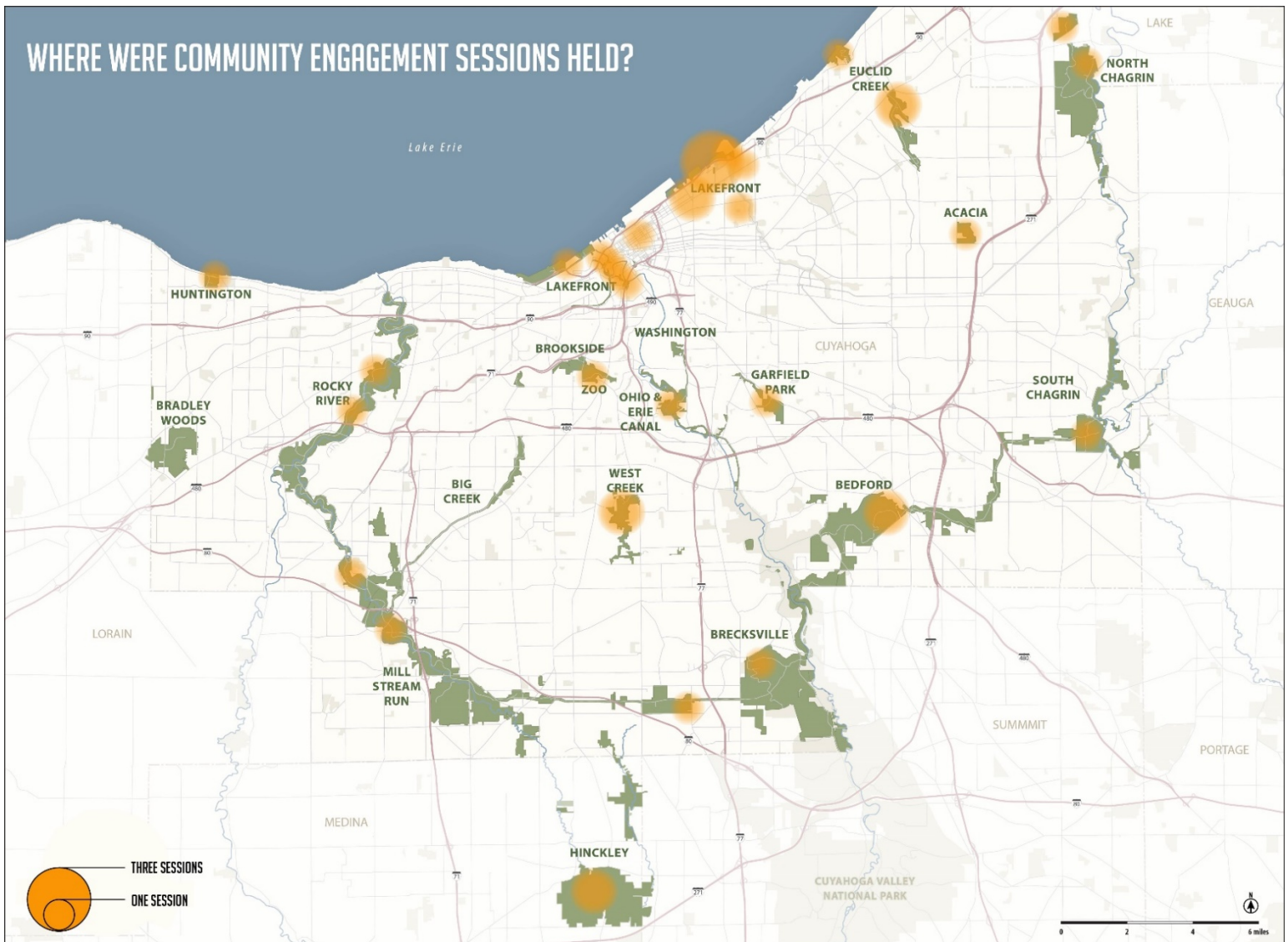
Or comment online at [clevelandmetroparks.com/planning](https://clevelandmetroparks.com/planning)



FINDYOURPATH



Sample comment card collected through engagement efforts





# Who We Reached & How



**Hip! Hooray!**  
**Neighborhood Fun**

**Embrace The Lake**  
and get to know CHEERS!

See the lake in a whole different way with neighborhood events all about waterfront access, healthy play, & strengthening community.

**JULY 24, 2021 - NORTH GORDON PARK - 2-5PM - FREE!**  
CHEERS! Lakefront WalkShop & Activities  
Presented by Famicos Foundation and Anthony Hairston

- Interactive Scavenger Hunt departing from Metroparks Lakefront Administration Building.
- "Embrace the Lake" Common Ground Conversation.
- Fun, Games, Family-Friendly Activities & Exhibits.
- FREE ice cream + tasty treats!

**AUGUST 21, 2021 - NORTH GORDON PARK - 2-5PM - FREE!**  
CHEERS! Lakefront WalkShop & Bike Exhibitions  
Presented by Bike Cleveland + Safe Routes to Parks

- Interactive Scavenger Hunt departing from Metroparks Lakefront Administration Building.
- Biking info, giveaways & demonstrations.
- Fun, Games, Family-Friendly Activities & Exhibits

**SEPTEMBER 24-26, 2021 - NORTH & SOUTH GORDON PARK**  
INGENUITY CLEVELAND PRESENTS **INGENUITY @ THE LAKE**  
Music & Performance, Art, Vendors, Kids Area, Fun & Games, Sustainability & Waterway Partners, and much more!

Ready to Dive In? Learn more at [ingenuitycleveland.org/HIPHOOORAY](http://ingenuitycleveland.org/HIPHOOORAY), or call (216) 589-9444



Clockwise from left: Cleveland Metroparks table at Ingenuity Fest, September 25, 2021; Flyer for Summer 2021 partnership programs at North Gordon Park; Cleveland Metroparks table at Doan Brook Watershed Partners, Famicos Foundation and Bike Cleveland Rockefeller Park Ride, October 2, 2021; Cleveland Metroparks Strategic Plan Open House at Euclid Creek Reservation, October 12, 2021



# Who We Reached & How



## Please attend an in-person meeting outdoors or register for an online meeting

You are invited to participate in an upcoming meeting with Cleveland Metroparks to help shape the Second Century of Stewardship, the Park District's Strategic Plan. The plan will identify priority actions and guide the work of Cleveland Metroparks into the future.

Staff will highlight proposed focus areas, facilitate a discussion and gather community feedback for the plan.

### OUTDOOR IN-PERSON OPEN HOUSES:

5:30 - 7 p.m. with a brief presentation at 6 p.m.

Please dress for the weather and note all attendees are encouraged to wear a mask regardless of vaccination status.

#### TUESDAY, OCTOBER 12 EUCLID CREEK RESERVATION

**Highland Picnic Shelter**  
Highland Shelter is south of Highland Road on the east side of Euclid Creek Parkway  
Euclid, Ohio, 44143 | 41.5613, -81.5324

#### TUESDAY, OCTOBER 19 ROCKY RIVER RESERVATION

**South Mastic Picnic Shelter**  
South Mastic Shelter is south of Mastick Road/Puritas Avenue intersection on the east side of Valley Parkway  
Fairview Park, Ohio, 44126 | 41.4339, -81.8460

#### THURSDAY, OCTOBER 14 OHIO & ERIE CANAL RESERVATION

**Morgan's Hollow Shelter**  
Morgan's Hollow Shelter is west of the intersection of E. 49th and Whittlesey Way on the south side of Whittlesey  
Cleveland, Ohio, 44125 | 41.4337, -81.6583

#### THURSDAY, OCTOBER 21 BRECKSVILLE RESERVATION

**Harriet Keeler Shelter**  
Harriet Keeler Shelter is south of Route 82 on the north side of Chippewa Creek Drive  
Brecksville, Ohio, 44141 | 41.3200, -81.6158

### ONLINE OPEN HOUSES:

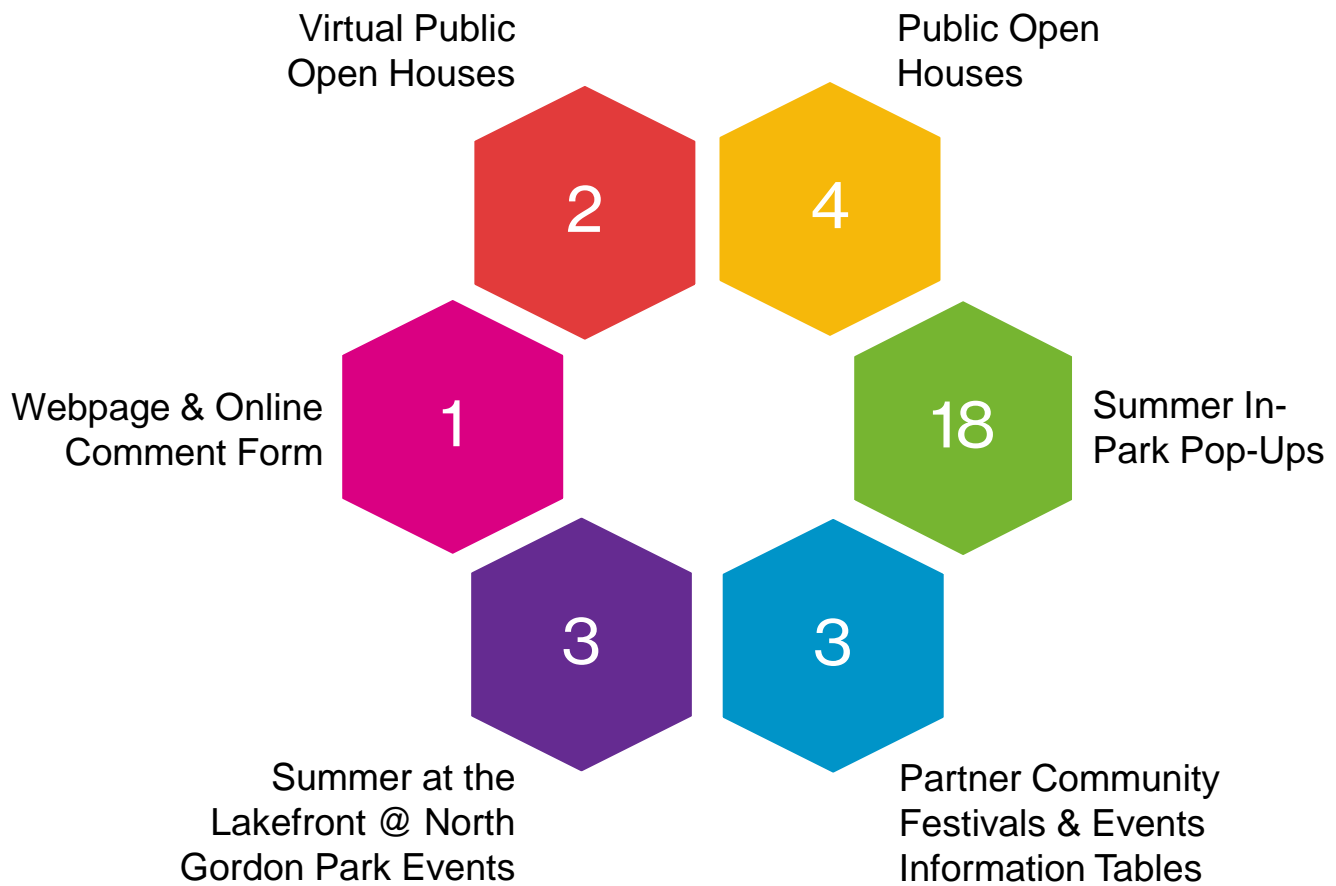
Register for the meeting link at [clevelandmetroparks.com/planning](https://clevelandmetroparks.com/planning)

THURSDAY, OCTOBER 28  
6:30 - 8 P.M.

TUESDAY, NOVEMBER 9  
4 - 5:30 P.M.

More information and a comment form are available at [clevelandmetroparks.com/planning](https://clevelandmetroparks.com/planning)

# Who We Reached & How

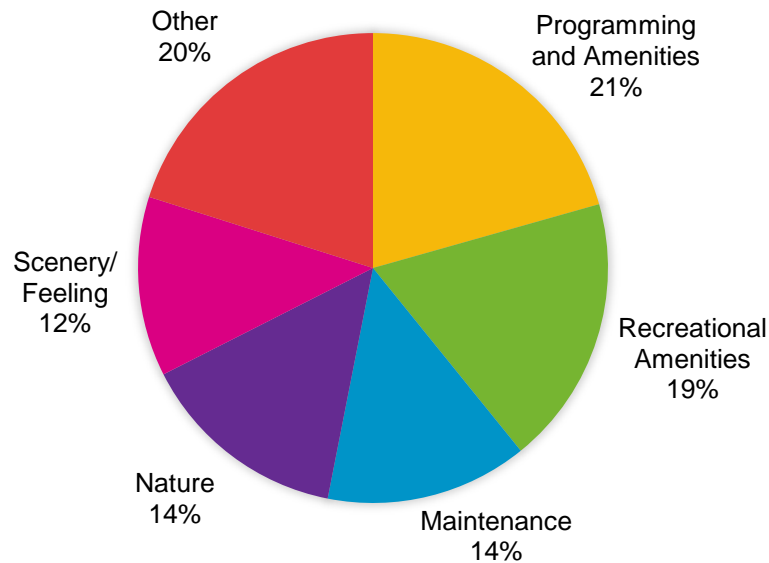


# What We Heard

Throughout the engagement process, guests shared their favorite aspects of Cleveland Metroparks and hopes for the future for the parks. The top three themes that guests were pleased with were the quality of programming and amenities (21% of “Favorite Things” listed), noting Nature Centers and their programming along with presence of restrooms; recreational amenities (19%), specifically calling out the number of trails and variety of types and presence of exercise stations; and other items (20%) like connectivity and accessibility of parks and the Park District’s willingness to take on big capital projects.

The top three themes for guests’ ideas for the future of the parks were Increased accessibility (21% of “Ideas for the Future” listed), with comments covering both expansion of parks or new parks and improved accessibility for individuals with disabilities. Another common theme was a desire for increased recreational amenities (20%), including more winter activities and exercise equipment, and additional maintenance (18%) like instituting an anti-littering campaign and reducing litter in water bodies.

## FAVORITE THINGS



## IDEAS FOR THE FUTURE

