

Cleveland Metroparks Community Pulse FAQ's

1. What is the Cleveland Metroparks Community Pulse (CM Community Pulse)?

The Cleveland Metroparks Community Pulse is an online research panel where members of the Northeast Ohio community share their opinions and insights about the Cleveland Metroparks. Panel members are asked to complete no more than one or two online surveys a month that cover a variety of topics including but not limited to:

- ❖ *Cleveland Metroparks Reservations*
- ❖ *Cleveland Metroparks Zoo*
- ❖ *Cleveland Metroparks Golf Courses*
- ❖ *Cleveland Metroparks Events (Edgewater Live, Euclid Beach Live, Boo at the Zoo, etc.)*
- ❖ *Merwin's Wharf & E. 55th Street Marina*
- ❖ *Cleveland Metroparks Educational Programs*
- ❖ *And MUCH more!*

2. What is an online research panel?

An online research panel is a group of pre-screened respondents with similar interests and experiences, who have expressed a willingness to participate in surveys and/or guest feedback sessions related to their common interests.

3. Who may participate in the panel?

Anyone who has an opinion or interest in the Cleveland Metroparks and would like to help contribute towards the success of the organization.

4. What are the requirements to participate in the CM Community Pulse?

First, you must be at least 18 years old to join the online panel. Other than that, filling out a brief survey is the only official requirement to joining. This survey will include questions related to but not limited to: basic contact

information, gender, ethnicity, race, income, etc.

5. What is the cost of the membership?

You may join the CM Community Pulse for FREE!

6. What are the benefits of joining the CM Community Pulse?

- ❖ You may be privy to some ideas and information about the Cleveland Metroparks before the general public*
- ❖ You have the opportunity to win Cleveland Metroparks promotional items or tickets*
- ❖ You will receive research findings for your participation in some surveys/projects*
- ❖ You may be invited to attend focus groups for further discussion*
- ❖ You can propose topics for future surveys that are of interest to you*
- ❖ You have the opportunity to impact future decisions being made at the Cleveland Metroparks*

7. Who is a part of the CM Community Pulse?

Anyone in Northeast Ohio area who has a strong interest in the Cleveland Metroparks organization and is willing to provide opinions and feedback.

8. How will I know when there is a survey or other activity?

You will receive a unique URL address for each survey that you are invited to take. Simply click on that URL or cut and paste it into your web browser and complete the online survey form.

9. How long will each survey or activity take?

Depending on the topic, the surveys should take between 5 and 10 minutes to take. Very rarely, there may be a survey that takes longer than 10 minutes, however, all survey invitations will give you an estimate of how long the survey should take to complete.

10. How long do I have to complete each survey?

You typically will have between 72 hours to one week to complete the survey.

11. How many surveys do I have to complete?

We encourage participation in as many surveys as you are invited to take. We hope for participation in at least 3 surveys per calendar year.

12. How is my privacy protected?

The Cleveland Metroparks Community Pulse information is not sold or distributed to any governmental or commercial entity. All of the information provided is strictly anonymous. Your information will not be sold, exchanged, or distributed to any other party without your expressed acknowledgement. See our Privacy Policy for complete details:

[Cleveland Metroparks Privacy Policy](#)

13. What if I am no longer interested in participating?

Members may choose to “opt out” of the surveys by clicking the “opt out” link at the bottom of the e-mails you receive from the Cleveland Metroparks Community Pulse. If at any time you have any issues, please contact cmpulse@clevelandmetroparks.com

14. What if I am unable to, or don't want to, complete a particular survey/activity?

It is up to you whether you participate in any given survey or panel activity – there is never an obligation to participate in any specific survey or activity. Participation is strongly encouraged for best results.

15. How long will I remain on the panel?

You may remain on the panel as long as you choose to participate in at least

3 surveys per year.

16. How will the Cleveland Metroparks utilize my feedback?

The Cleveland Metroparks Community Pulse will utilize feedback to help educate decision-makers in the organization to best align with the needs and wants of the community.

17. Will I interact with other members of the CM Community Pulse?

Potentially. The Cleveland Metroparks Community Pulse members could be invited to participate in an in-person discussion with the Cleveland Metroparks and other community members. Participation is welcome, but not required.