



Cleveland Metroparks®

FIND YOUR PATH

Cleveland Metroparks Board of Park Commissioners
STRATEGIC PLAN UPDATE - WORK SESSION TWO

June 17, 2021

June 17 Board Work Session Two – Strategic Plan

Agenda

- Plan Approach and Initial Collateral
- Engagement
- Demographic and Leisure Trends Report Summary
- Walkshed/Bikeshed Update
- Benchmarking and Other Local Providers
- Pulse of the Community Survey Results
- Discussion and Next Steps

Plan Approach and Initial Collateral

Initial Ideas for Discussion and Exploration

Conserve (Protection / Conservation)

- Protect natural resources and species diversity throughout the Park District. Support the Zoo's global conservation efforts

Welcome (Relevancy / Core Values / IDEA)

- Build on core values to welcome and serve all citizens

Sustain (Organizational Sustainability)

- Manage the Park District to promote equity, protect the environment, and support economic well-being

Engage (Come Out and Play / Recreation / IDEA)

- Share the joy of outdoor pursuits to reach all citizens and build future generations of environmental stewards

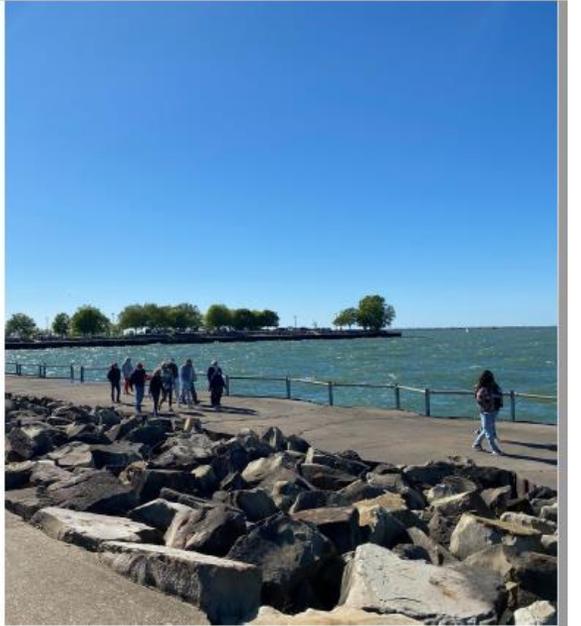
Connect (Connections / Recreation / IDEA)

- Equitably connect communities to parks and trails

Innovate (Organizational Sustainability / Relevancy)

- Partner and evolve practices to capture opportunities, proactively respond to challenges, and position for future success





Communicating the Plan – Online + Printed



Rack card - Nature Centers and other locations

Report



Pocket-sized summary



CONNECT

Implement natural resource and green infrastructure practices to create and manage urban park spaces so they are more resilient to ecological change and disturbance as part of the surrounding and regional community.



WELCOME

Implement natural resource and green infrastructure practices to create and manage urban park spaces so they are more resilient to ecological change and disturbance as part of the surrounding and regional community.





ENGAGE

Implement natural resource and green infrastructure practices to create and manage urban park spaces so they are more resilient to ecological change and disturbance as part of the surrounding and regional community.



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Summer Engagement Plan

Taking the conversation into the community

- Summer Saturdays in-park conversations
- Lakefront Events at North Gordon (partners Ingenuity Cleveland and others)
 - June 26 – Glenville Festival with Famicos at Sam Miller Park
 - July 24 – Common Ground / Cleveland Foundation
 - August 21 – Safe Routes to Parks
 - August 28 – Glenville Festival with Famicos at Sam Miller Park
 - September 25 – as part of 2021 Ingenuity Festival
- Farmer's Markets
- Community Festivals
- October Open Houses (North Chagrin, Brecksville, Rocky River, and Ohio & Erie Canal)

Demographic and Leisure Trends Report Summary

1.2.1 DEMOGRAPHIC OVERVIEW (2020-2035)

Population:

- 1,253,572 people live within the Tax District
- The Tax District is expected to decrease to an estimated 1,204,239 residents by 2035



Age:

- Median age: 42.0 years old
- By 2035, the 55+ age segment will encompass 41% of the population



Race & Ethnicity:

- 61% of the population is White Alone
- 30% of the population is Black Alone
- 7% of the population is of Hispanic/Latino origin



Income:

- Median household income: \$51,275
- Median household income is below state and national averages



Demographic and Leisure Trends – Outdoor/Adventure Recreation Participatory Trends

National Participatory Trends - Outdoor / Adventure Recreation						
Activity	Participation Levels			% Change		
	2014	2018	2019	5-Year Trend	1-Year Trend	
Hiking (Day)	36,222	47,860	49,697	37.2%	3.8%	
Bicycling (Road)	39,725	39,041	39,388	-0.8%	0.9%	
Fishing (Freshwater)	37,821	38,998	39,185	3.6%	0.5%	
Camping (< 1/4 Mile of Vehicle/Home)	28,660	27,416	28,183	-1.7%	2.8%	
Camping (Recreational Vehicle)	14,633	15,980	15,426	5.4%	-3.5%	
Fishing (Saltwater)	11,817	12,830	13,193	11.6%	2.8%	
Birdwatching (>1/4 mile of Vehicle/Home)	13,179	12,344	12,817	-2.7%	3.8%	
Backpacking Overnight	10,101	10,540	10,660	5.5%	1.1%	
Bicycling (Mountain)	8,044	8,690	8,622	7.2%	-0.8%	
Archery	8,435	7,654	7,449	-11.7%	-2.7%	
Fishing (Fly)	5,842	6,939	7,014	20.1%	1.1%	
Skateboarding	6,582	6,500	6,610	0.4%	1.7%	
Roller Skating, In-Line	6,061	5,040	4,816	-20.5%	-4.4%	
Bicycling (BMX)	2,350	3,439	3,648	55.2%	6.1%	
Climbing (Traditional/Ice/Mountaineering)	2,457	2,541	2,400	-2.3%	-5.5%	
Adventure Racing	2,368	2,215	2,143	-9.5%	-3.3%	
NOTE: Participation figures are in 000's for the US population ages 6 and over						
Legend:		Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to 25%)	Large Decrease (less than 25%)	

Demographic and Leisure Trends – Water Sports / Activities Participatory Trends

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2014	2018	2019	5-Year Trend	1-Year Trend
Kayaking (Recreational)	8,855	11,017	11,382	28.5%	3.3%
Canoeing	10,044	9,129	8,995	-10.4%	-1.5%
Snorkeling	8,752	7,815	7,659	-12.5%	-2.0%
Jet Skiing	6,355	5,324	5,108	-19.6%	-4.1%
Sailing	3,924	3,754	3,618	-7.8%	-3.6%
Stand-Up Paddling	2,751	3,453	3,562	29.5%	3.2%
Rafting	3,781	3,404	3,438	-9.1%	1.0%
Water Skiing	4,007	3,363	3,203	-20.1%	-4.8%
Surfing	2,721	2,874	2,964	8.9%	3.1%
Wakeboarding	3,125	2,796	2,729	-12.7%	-2.4%
Scuba Diving	3,145	2,849	2,715	-13.7%	-4.7%
Kayaking (Sea/Touring)	2,912	2,805	2,652	-8.9%	-5.5%
Kayaking (White Water)	2,351	2,562	2,583	9.9%	0.8%
Boardsailing/Windsurfing	1,562	1,556	1,405	-10.1%	-9.7%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

Environmental Justice

Background

- Rooted in the Equal Protection Clause of the U.S. Constitution, Presidential Executive Order 12898 (1994) is intended to ensure that minority and low-income populations enjoy a fair share of the benefits of federal investments while not receiving an unfair portion of any potential environmental burdens
 - Fair treatment
 - Meaningful involvement

Environmental Justice

NOACA's Environmental Justice Areas

- Based on traffic analysis zones (TAZs) – groupings of Census Blocks but smaller than Census Tracts
- In order to be designated an Environmental Justice Area, the area must contain one or both of the following:
 - A percentage of minority population at or above either the regional average or the national average (whichever is lower)
 - A percentage of low-income population at or above either the regional average or the national average (whichever is lower)
- Areas will change over time based on changes to demographics

Environmental Justice Area Analysis

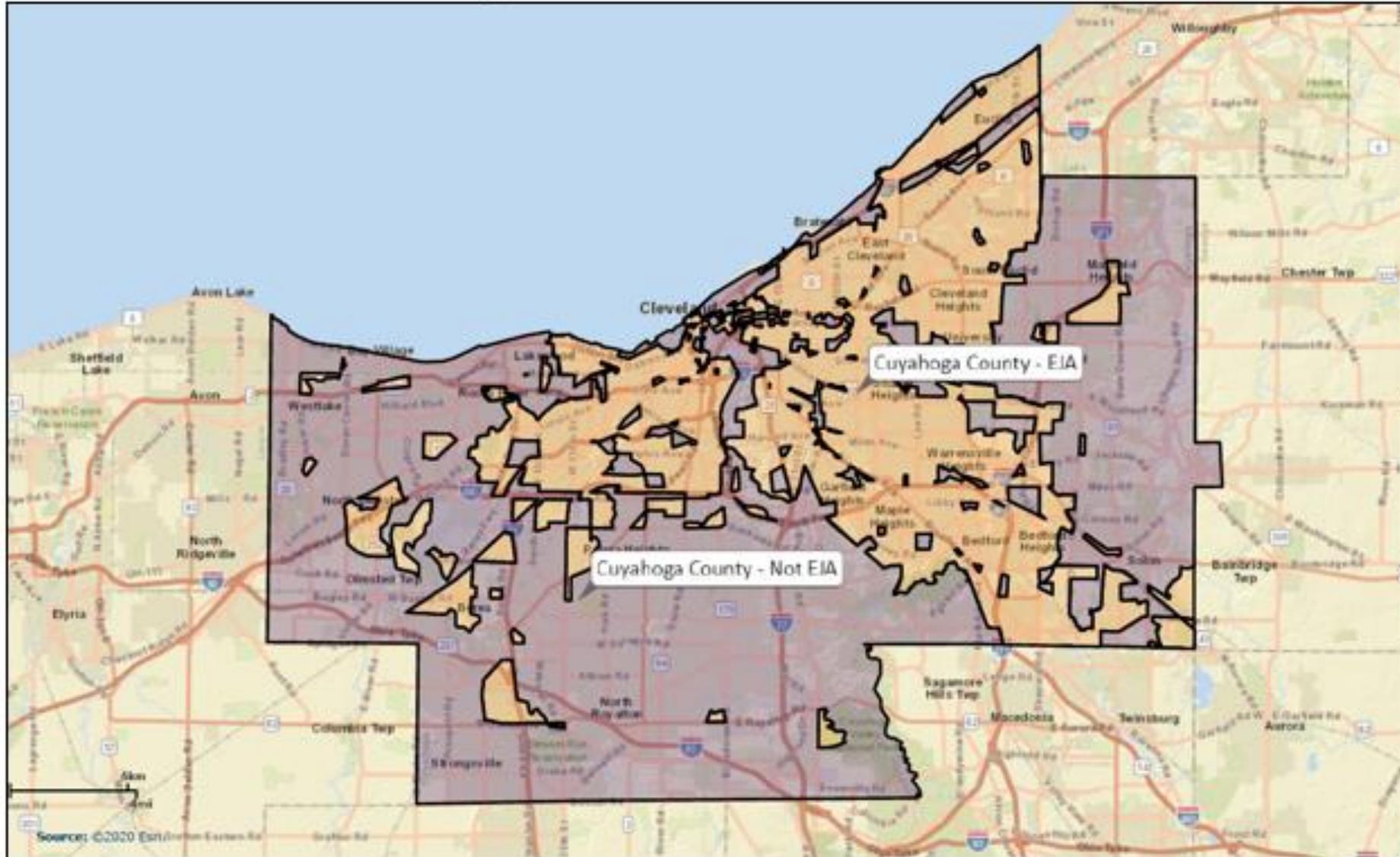
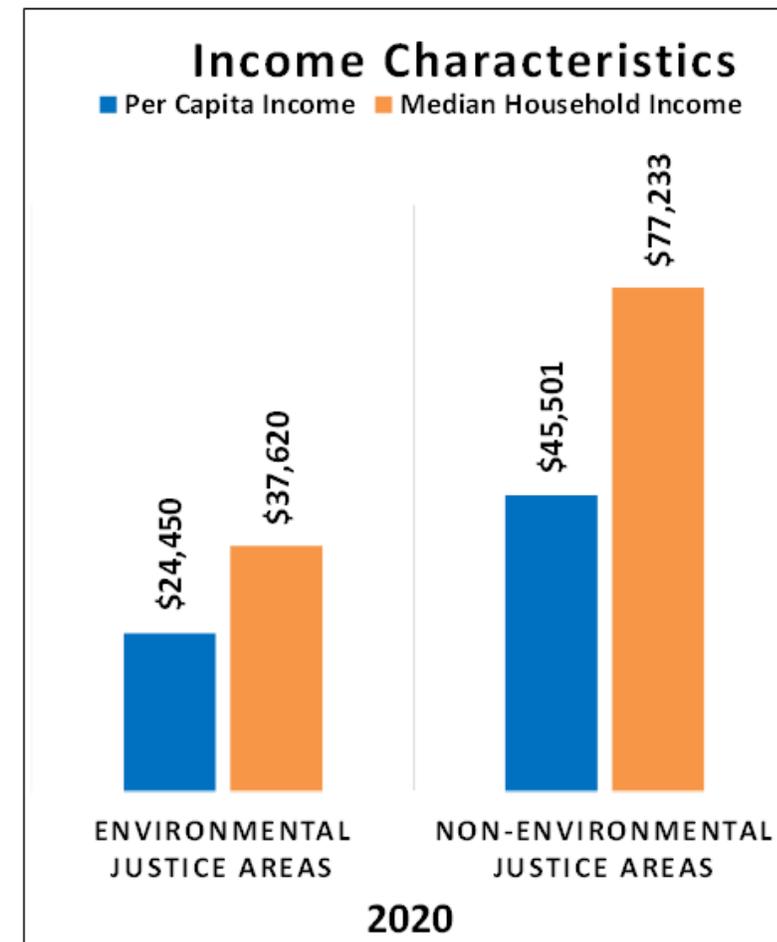
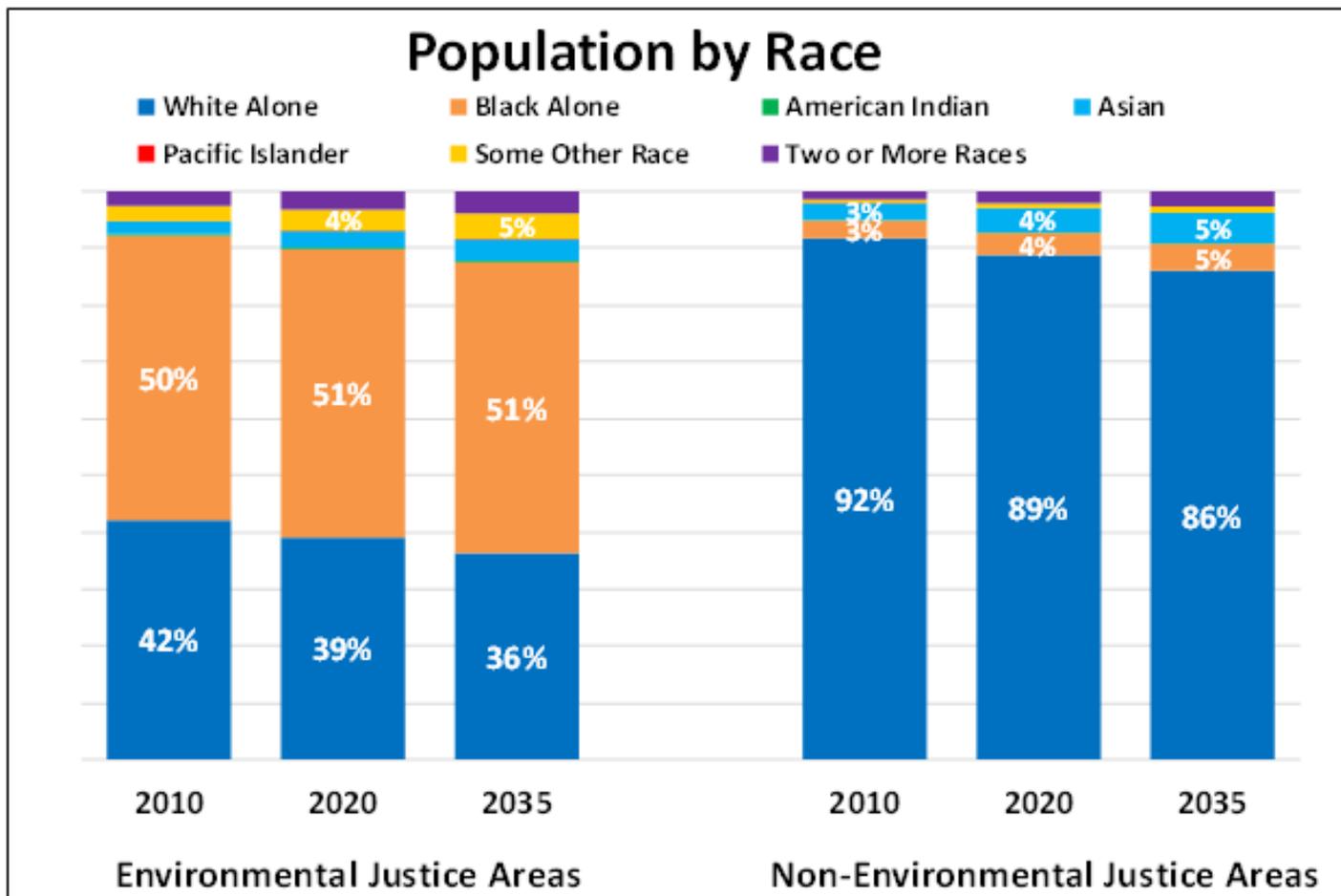


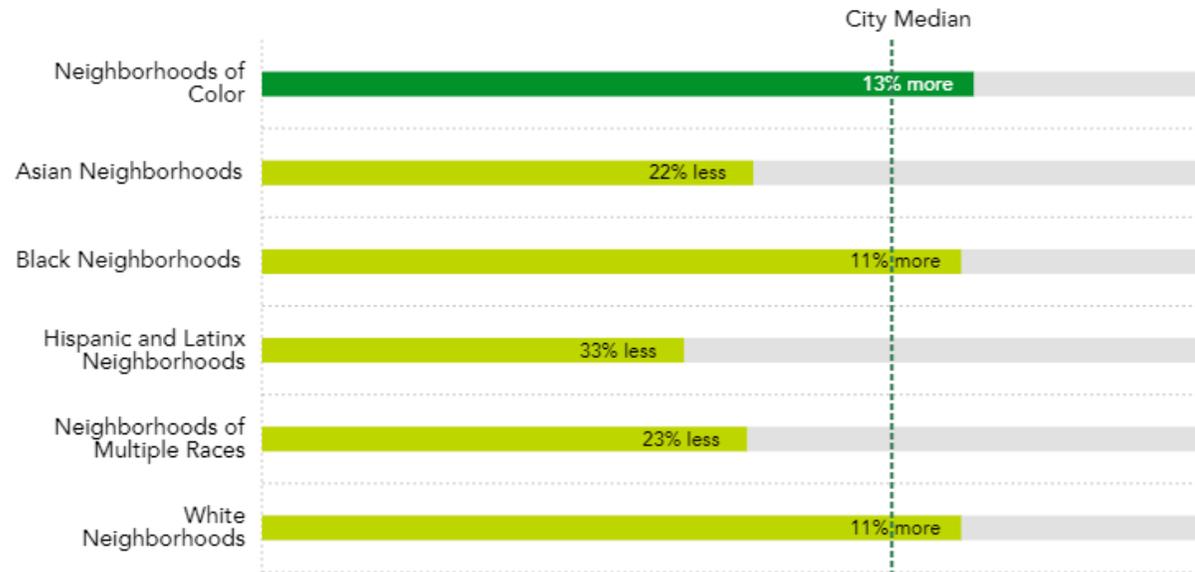
Figure 1: EJA and Non-EJA Boundaries

Environmental Justice Area Analysis



The Trust for Public Land ParkScore 2021: Equity Measures

PARK SPACE PER PERSON BY RACE/ETHNICITY RELATIVE TO CITY MEDIAN ⓘ



Selected Findings:

Residents in neighborhoods of color have access to 13% more park space per person than the city median and 2% more than those in white neighborhoods.

Any Census-designated race/ethnicity not shown above does not meet the minimum threshold to be displayed.

PARK SPACE PER PERSON BY INCOME RELATIVE TO THE CITY MEDIAN ⓘ



Selected Findings:

Residents in low-income neighborhoods have access to 19% more park space per person than the city median and 2% more than those in high-income neighborhoods.

- Neighborhoods of color have 1.02 as much park space as white neighborhoods
- Low-income neighborhoods have 1.02 as much park space as high-income neighborhoods

Walkshed/Bikeshed Update

2021 Update

Tax District Population: 1,261,100

- Walkshed: 150,664 (11.9%)
- Bikeshed: 1,034,030 (82.0%)

Tax District EJ Population: 730,721

- Walkshed: 104,871 (14.4%)
- Bikeshed: 590,240 (80.8%)

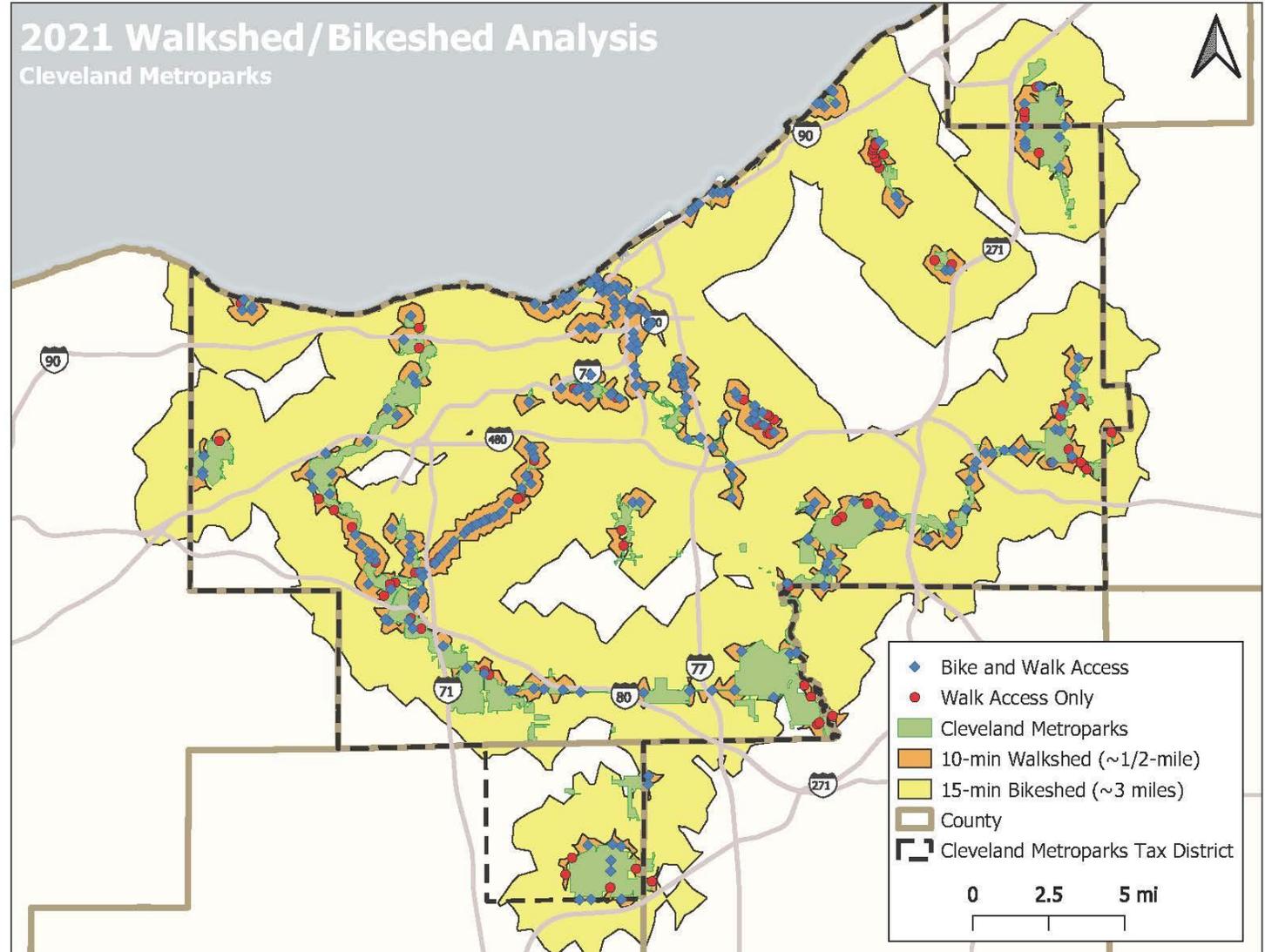
When 2021 access is compared to 2015 access this represents an increase of:

Tax District:

- Walkshed: 15.8%
- Bikeshed: 0.7%

Tax District EJ Population:

- Walkshed: 24.1%
- Bikeshed: 0.1%



Benchmarking and Other Local Providers

We are working with PROS Consulting to assemble and analyze benchmarking data for the following peer agencies:

- **Dallas, TX – received**
- Fairfax County Park Authority, VA
- Metro Parks Tacoma, WA
- **Miami-Dade County, FL – received**
- Prince George’s County, MD
- Recreation and Park Commission for the Parish of East Baton Rouge (BREC), LA

PROS is also updating an inventory of other local providers of similar services within Cuyahoga County

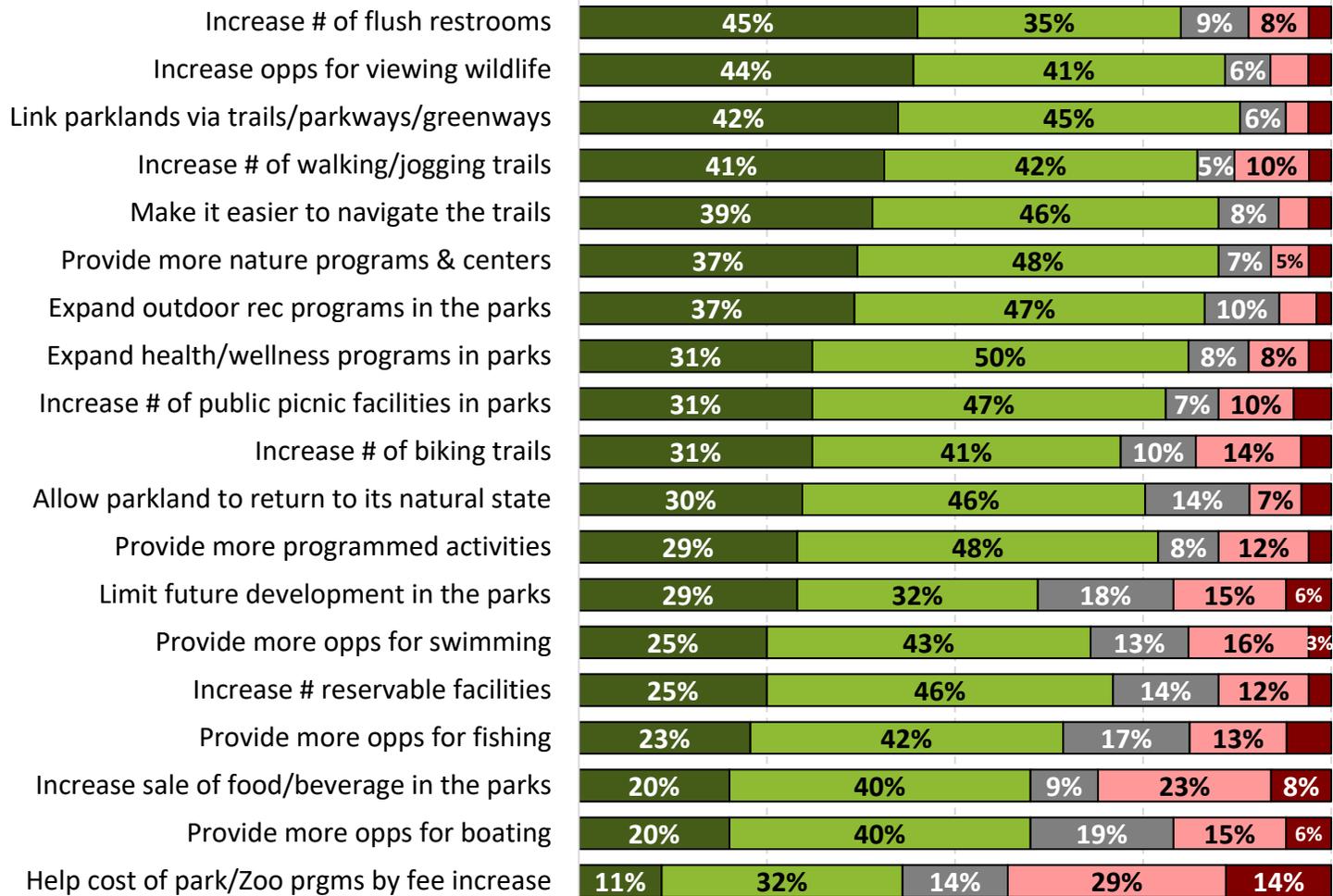


Survey Results – Pulse of the Community

Beth Conduiti
Manager, Research & Analytics

Cleveland Metroparks Future Considerations

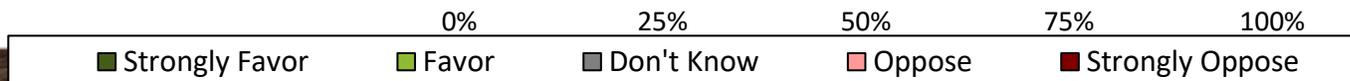
Receptivity to Cleveland Metroparks Potential Actions



2016 / 2018 / 2021

84%	79%	80%
85%	86%	85%
86%	84%	87%
83%	81%	83%
82%	82%	85%
84%	86%	85%
84%	83%	84%
80%	80%	81%
76%	75%	78%
74%	72%	72%
74%	69%	76%
72%	76%	77%
67%	60%	61%
62%	69%	68%
69%	66%	71%
65%	66%	65%
48%	59%	60%
53%	57%	60%
45%	43%	43%

Strongly Favor & Favor



Location Specific Attributes – Importance/Performance Matrix

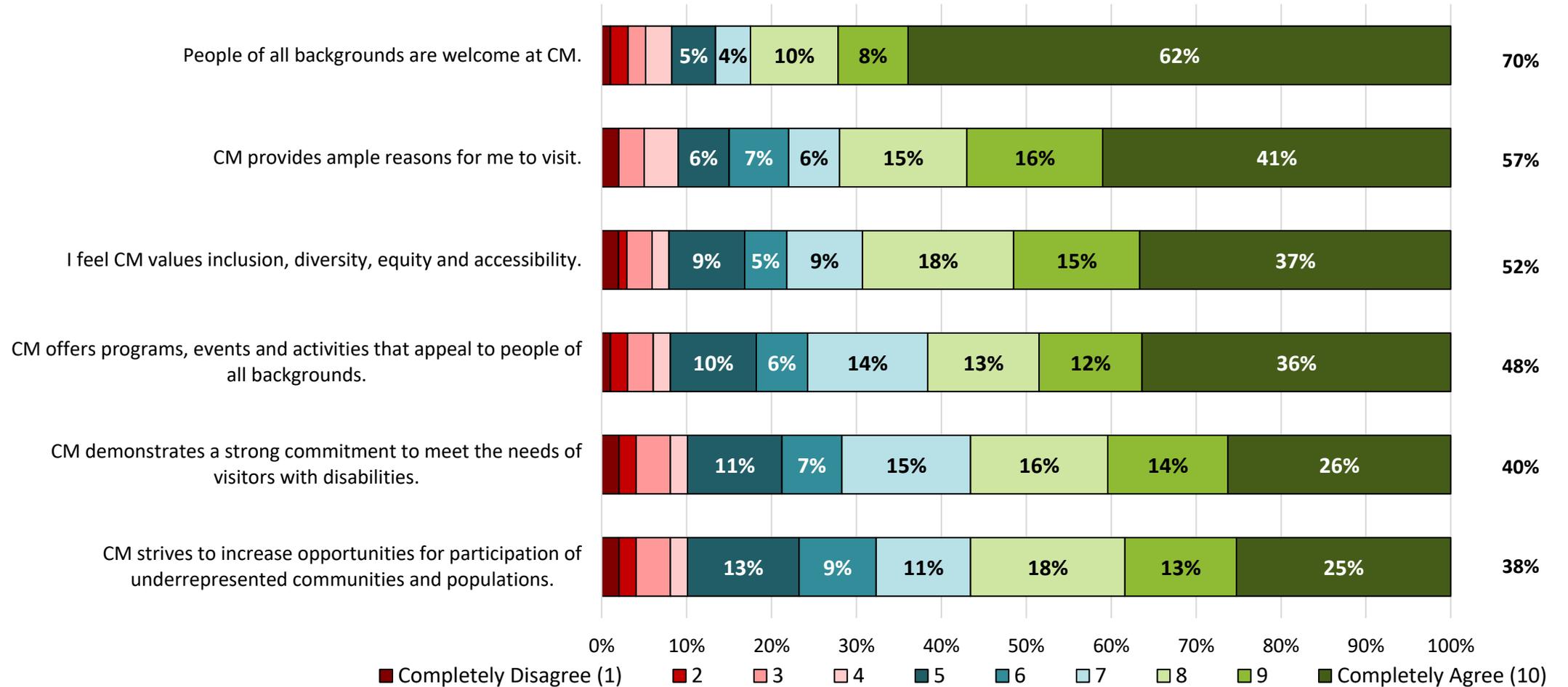


- **IMPORTANCE:** If you were to visit a CM location (with or without family/friends), how important would each of the following be in your decision to choose that location?
- **PERFORMANCE:** Please rate your level of satisfaction with CM on each of the following items.

Dignity and Respect Measures

Cleveland Metroparks Dignity & Respect Statement Agreement

Top-2 Box
2021



Insert lakefront event postcard