

CITY OF BROOKLYN,

Ohio



2019
COMMUNITY SURVEY
RESULTS REPORT

DRAFT



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE

COUNTY PLANNING

The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

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City of Brooklyn

2019 COMMUNITY SURVEY



The City of
Brooklyn • Ohio

CITY OF BROOKLYN

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CITY OF BROOKLYN

2019 SURVEY RESULTS

EXECUTIVE SUMMARY

The City of Brooklyn's 2019 Survey was conducted to understand the community's attitudes on a variety of important issues and topics. The survey results are intended to be used to inform and guide City policies and planning documents.

In coordination with City officials, County Planning designed, distributed, collected, and analyzed the survey.

HOW DO I USE IT?

The Executive Summary is a snapshot of the results and can give an overview of residents' most pressing issues. Use this summary as an overview and refer to the detailed findings section of the Results Report for additional analysis and context.

WHAT'S IN THE EXECUTIVE SUMMARY?

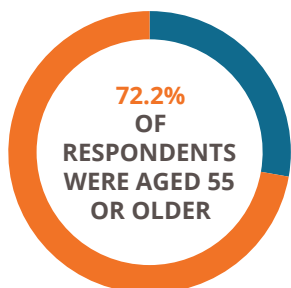
This Executive Summary provides a snapshot of the most important and compelling survey results. The summary is organized by topic area and mirrors the organization of the Results Report as a whole.

It includes an overview and analysis of the most important information from the survey, as well as associated graphics.

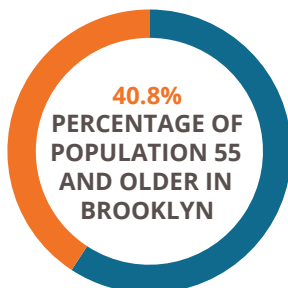
DEMOGRAPHICS

The demographics of respondents can have a significant impact on the overall results of the survey. In the case of the Brooklyn Survey, respondents were heavily skewed towards residents over the age of 55 years old and to homeowners. Throughout the survey results are broken out by age group and tenure when warranted to show how different or underrepresented age groups or renters responded to counter balance the overall results and account for the over representations present.

RESPONDENTS 55+ OVERREPRESENTED

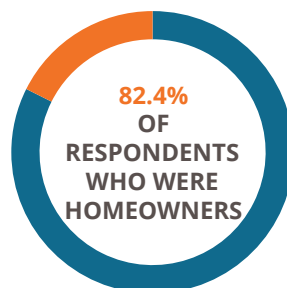


■ Respondents aged 18 to 54
■ Respondents 55 and Older



■ Population aged 18 to 54
■ Population 55 and Older

HOME OWNERS OVERREPRESENTED



■ Homeowner Respondents
■ Renter Respondents



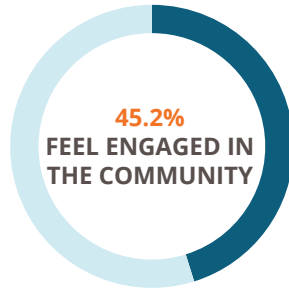
■ Owner-occupied units
■ Renter-occupied units

QUALITY OF LIFE

Respondents were first asked a series of questions on the overall quality of life in Brooklyn and their engagement with the community. Overall, respondents identified the quality of life in Brooklyn as good with 75.8% saying it is better than “Average”. However, less than 50% of respondents felt that they were engaged in the community. The most common ways in which respondents were engaged in their neighborhood was through a place of worship or faith community, and the Senior Center. Finally, Over 86% of respondents said they would recommend others to live in Brooklyn.



- Above Average
- Average
- Below Average



- Feel Engaged
- Do not Feel Engaged



Place of Worship



Senior Center



- Would Recommend
- Would Not Recommend

ECONOMIC DEVELOPMENT & LAND USE

Regarding economic development, respondents prioritized supporting local businesses, attracting manufacturing and industrial jobs, maintaining a diverse retail sector and attracting office jobs. For future development, respondents said the City should focus on environmentally sustainable development, preservation of greenspace, new development in Ridge Park Square, and adding mixed-use development.

Regarding the development of a Town Center on Memphis Avenue, nearly half of respondents (49.1%) agreed that it should be a focus for future development. Another 28.9% neither agreed nor disagreed, showing that successful development of a Town Center will rely on producing a quality development plan and open communication with the community. If a new Town Center were to be developed, the most desired features would be a “Town Square” with public spaces, mixed-use, walkable commercial uses, and enhanced parks and greenspace.



Support Local Businesses



Attract Manufacturing Jobs



Maintain & Attract Diverse Retail/Service



Attract Office Jobs



Environmentally Sustainable Development



Preserve Underutilized Land as Greenspace



New Development in Ridge Park Square



Focus on Mixed-Use Development

COMMUNITY IDENTITY

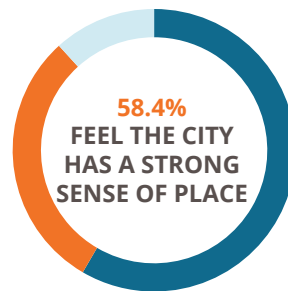
The survey asked respondents about their opinions on the look, feel, and character of the City. Just over half the respondents (58.4%) felt the City has a unique and strong “sense of place”. Only 33.9% felt that the commercial areas had cohesive and attractive design and architecture. Respondents most strongly agreed that the City should improve gateways into the City and that neighborhood streetscapes should be enhanced with decorative elements.



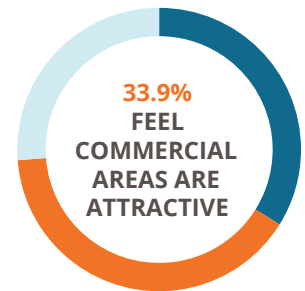
- Agree
- Neither Agree or Disagree
- Disagree



- Agree
- Neither Agree or Disagree
- Disagree



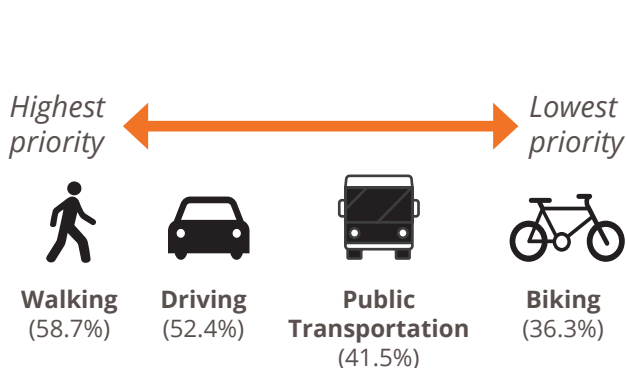
- Agree
- Neither Agree or Disagree
- Disagree



- Agree
- Neither Agree or Disagree
- Disagree

TRANSPORTATION & INFRASTRUCTURE

When asked about the priority for transportation improvements, survey respondents said they would most like to see improvements to the walking environment, followed by auto transportation improvements, then public transportation, then biking. Over 80% of respondents said they “Rarely” or “Never” bike in the City. Over half (52.3%) said that they walk in the City at least once a week. The most important purpose for wanting to walk or bike in the community were identified as for recreation/ exercise and for enjoyment/pleasure. Improvements that would increase biking or walking by respondents were connections to parks and amenities, and separate or protected lanes and trails. The biggest reasons respondents don't bike or walk, other than lack of interest, is danger/traffic, and the lack of trails or lanes.



- Bike at Least Once a Week
- Bike Rarely or Never



- Walk at Least Once a Week
- Walk Rarely or Never

HOUSING

Strong housing is important for strong neighborhoods. When asked about priorities for housing in the City, respondents identified maintaining existing housing and neighborhoods as the most important. More housing options for seniors was the next highest priority. More single-family homes, more housing with modern design and floorplans, and affordable housing options round out the top five priorities of respondents.



72.5%

Maintain Existing Neighborhoods



56.1%

More Housing Options for Seniors



45.6%

More Single-Family, Detached Homes



44.7%

Housing With Modern Design and Floorplans

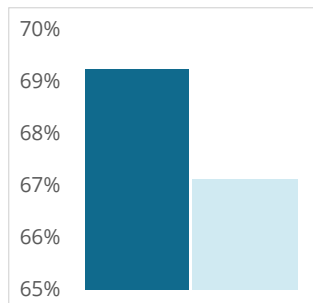
PARKS & RECREATION

Parks and recreation facilities are important for a community's quality of life. Overall, parks and recreation facilities are considered average to good. Veterans Memorial Park and Big Creek Reservation were the highest rated parks in the City with 69.3% and 67.2% of respondents, respectively, rating them as either "Excellent" or "Good". These parks were also the most used park facilities in the City.

Respondents were asked about the future of the John M. Coyne Recreation Center. Renovation and expansion of the existing center was the highest rated option (44.1%). Maintaining the existing rec center was second at 35.2%. 10.5% of respondents were in favor of demolishing and rebuilding the rec center at its current location. The top amenities desired in a new or renovated rec center are an indoor walking track, indoor pool, senior activities, cardio equipment, outdoor pool, strength training equipment, and fitness studios. The majority of respondents (54%) were not in favor of relocating the Senior Center within or adjacent to the rec center.

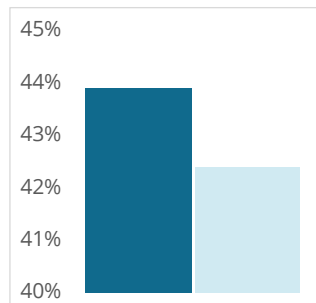
VETERANS MEMORIAL PARK & BIG CREEK RESERVATION WERE THE HIGHEST RATED & MOST USED PARKS

RATED AS GOOD OR EXCELLENT



■ Veterans Memorial Park
■ Big Creek Reservation

USED AT LEAST ONCE A WEEK



■ Veterans Memorial Park
■ Big Creek Reservation



44.1%

Renovate and Expand Existing Rec Center



35.2%

Maintain Existing Rec Center

Desired Recreation Center Amenities

- Indoor Walking Track
- Indoor Pool
- Senior Activities
- Cardio Equipment
- Outdoor Pool
- Strength Training Equipment
- Yoga/Aerobics/Fitness Studios

COMMUNITY AMENITIES

When viewing community amenities in terms of their quality and importance, the Brooklyn Branch of the Cuyahoga County Library was rated as both the highest quality and most important amenity in the City. The Brooklyn City school district was the second most important amenities, but received the lowest rating in quality from respondents. Still, 67% of respondents rated it as “Average” or better.

The Senior Community Center and the John M. Coyne Recreation Center were the next highest on the list of importance, each having over 90% indicating it as either “Very Important” or “Important”. They were followed in importance by Big Creek reservation and Veterans Memorial Park. However, Veteran’s Memorial Park and the Big Creek Reservation surpassed the two Brooklyn recreation facilities in terms of quality. The Senior Center had 41.7% of respondents rate it as either “Excellent” or “Good”. However, 25.8% rated it as “Very Poor”. Only 36.8% of residents rated the Recreation Center as “Excellent” or “Good”. Another 18.9% rated it as either “Poor” or “Very Poor”. The quality of these two amenities is something the City should address.

Most Important Amenities

- Brooklyn Branch, Cuyahoga County Library
- Brooklyn City School District
- John M. Coyne Recreation Center
- Senior Community Center

Highest Quality Amenities

- Brooklyn Branch, Cuyahoga County Library
- Big Creek Reservation
- Veteran’s Memorial Park

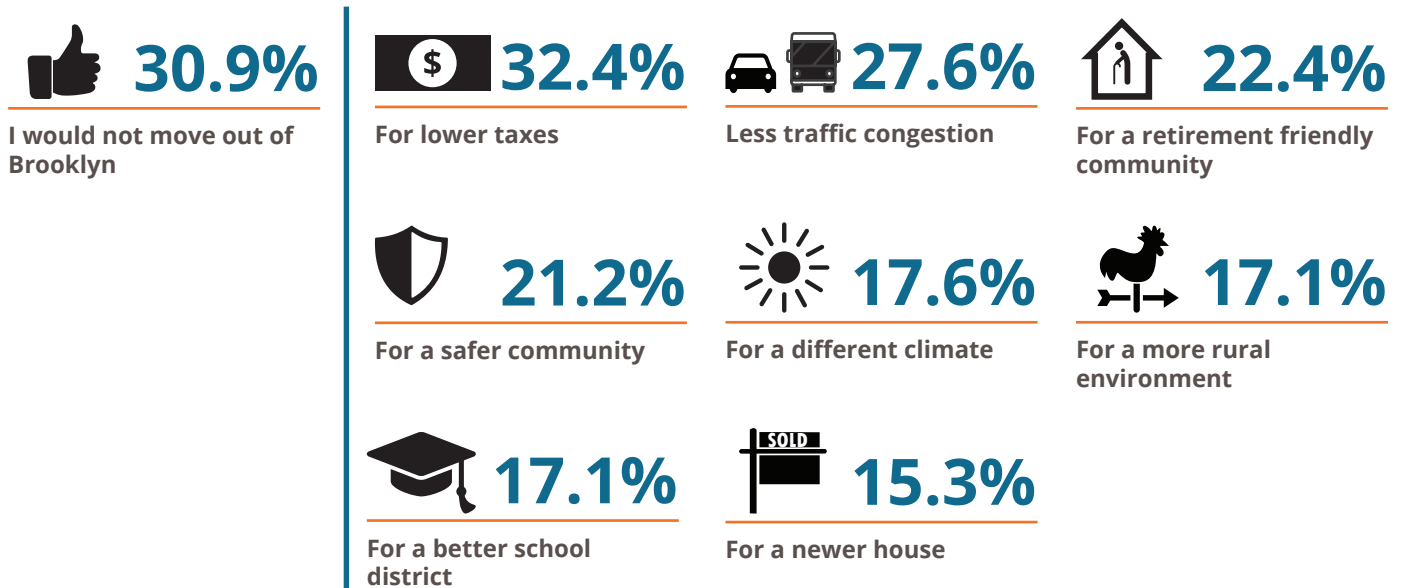
Amenities to Improve

- Brooklyn City Schools
- John M. Coyne Recreation Center
- Senior Community Center

RESIDING IN BROOKLYN

Respondents were finally asked to identify for which reasons they would consider moving out of the City of Brooklyn. The top consideration for moving from the City was for lower taxes with 32.4% of respondents. That was followed closely by the response “I would not move out of Brooklyn” by 30.9%. Other responses that received an over 15% response rate were for less traffic congestion (27.6%), a retirement friendly community (22.4%), a safer community (21.2%), a different climate (17.6%), a more rural environment (17.1%), a better school district (17.1%), and a newer house (15.3%).

TOP CONSIDERATIONS FOR MOVING OUT OF BROOKLYN





CITY OF BROOKLYN,

Ohio



1 INTRODUCTION

The 2019 Brooklyn Survey was an opportunity for public officials to gather the thoughts and opinions of residents. The outcomes of the survey can assist in planning projects and policy formation.

WHAT'S IN THIS SECTION?

The Introduction Section includes an overview of the findings, a description of the topics surveyed, the methodology used for the survey, and a description of the data tabulation and analysis process.

HOW DO I USE IT?

The Introduction describes what is in the document and how to read and interpret the data. This information should be used to give context to the detailed results provided in later sections of the Results Report.

1.1 USING THE FINDINGS

The survey responses should be used to inform Brooklyn public policy, regulations, actions, and planning documents. To accurately understand the results, it is important to note the topics that are covered, how they are arranged, and the statistical validity of the findings.

NUMBER OF RESPONSES

The number of responses to each survey question varied, as not all respondents completed the entire form. For some questions, respondents were asked to provide their knowledge of a particular service or facility. Respondents who were not familiar with the item in question had the option to check “No Opinion” or “Not Applicable,” yet in many cases respondents left the question blank. In all cases, charts only depict responses that provided opinions.

DOCUMENT STRUCTURE

As in the survey form, the Survey Results document is organized by topic area. A brief description of the topics as well as the page number for that topic in this document is provided on the next page.

The document includes a detailed summary of each topic as well as a description of the individual questions. Some questions have also been cross-tabulated with demographic data to provide a fuller picture of community attitudes. Data is presented in graphic form with additional tabular representations included in Appendix A.

The question numbers are provided for reference throughout the document.

SURVEY TOPICS

The topics covered in the Brooklyn Survey are as follows:

- **Quality of Life:** Review questions about quality of life and future community priorities, beginning on page 22.
- **Economic Development & Land Use:** Prioritizing economic issues and development potential such as business attraction or mixed-use development, beginning on page 26.
- **Community Identity:** Priorities for creating a cohesive public image and engaging residents, beginning on page 32.
- **Transportation & Infrastructure:** Evaluation transportation options and prioritizing needs as well as the ratings on the condition of, and need for, supporting infrastructure, beginning on page 34.
- **Housing:** Rating the issues and needs for existing and new housing within the City, beginning on page 40.
- **Parks & Recreation:** Ratings and ideas for parks, public spaces, and access to facilities, beginning on page 44.
- **Community Amenities:** Evaluation of City facilities including access, conditions, and future needs, beginning on page 50.
- **Residing In Brooklyn:** Reasons for which residents may consider moving out of the City page 54.
- **Demographics:** Review of respondents demographic characteristics, beginning on page 16.

1.2 METHODOLOGY

County Planning worked with the City of Brooklyn to conduct the 2019 Brooklyn Survey. The goal for the survey was to produce statistically valid responses that could be used to inform City actions, policies, and future planning activities.

SURVEY TIMELINE

The 2019 Brooklyn Survey began with the collaboration of Brooklyn and County Planning to review possible questions, refine them, and add additional questions. The questions were refined and pre-tested on volunteers to ensure questions and response options were clear. Upon revisions, County Planning reviewed and received approval of the final survey forms that were then mailed to Brooklyn residents.

A master list of all residential addresses in Brooklyn was obtained by County Planning, and a random sample of 1,400 addresses were selected to receive the survey. Addresses were cross-checked with known vacant houses to ensure surveys were sent to occupied homes.

On October 31, 2018, County Planning mailed the 12-page survey to 1,400 households. Each packet included an introductory letter from Brooklyn Mayor Katie Gallagher as well as a postage-paid return envelope.

A reminder postcard was sent November 15, 2018 to encourage residents to complete the survey by the November 30, 2018 deadline.

SURVEY DESIGN

The Brooklyn Survey was comprised of 38 questions. Questions were arranged by topic. The first 29 questions asked specific questions about opinions on issues facing the City and its priorities for the future. The final topic included nine questions with five being demographic questions. One question gave respondents the option to list the street the lived on, and the final three questions provided prompts for open ended responses.

A short summary of the write-in responses is included in the report, while a complete compilation is available in Appendix B.

RESPONSE RATE

The surveys goal was to obtain statistically valid responses that represented the opinions of the entire City. In order to do so, County Planning compared response rates for similar cities and determined the number of surveys needed for statistical validity. The final surveys were mailed to 1,400 residential households that included both owner-occupied

and renter-occupied homes.

Of the 1,400 surveys mailed, 340 were returned and included in the analysis for a response rate of 24.3%. Considering the 2017 Census data from the American Community Survey counts 5,153 households in Brooklyn, this equates to a 95% confidence level and a +/- 5.14 statistical error rate.

When reading and interpreting the results of the survey, the statistical error rate should be taken into account. Additionally, because not every respondent answered every question, error rates for individual questions may vary. Similarly, error rates for cross-tabulations can be significantly higher due to the smaller number of responses within each cross-tabulated group.

Table 1
Response Rate and Statistical Error Rate

	2019 Survey
Universe	5,153 Households
Mailed Surveys	1,400 Surveys
Returned Surveys	340 Surveys
Response Rate	24.3%
Confidence Level	95%
Margin of Error	+/- 5.14

DATA TABULATION

The returned surveys were scanned and read by a survey review software program. The results of this scanning program highlighted potential scanning errors, which were manually reviewed by County Planning staff and updated to ensure they accurately reflect the intention of the respondent. Random spot checks were completed to ensure the software program appropriately counted marked answers.

All data in its raw form is available in Appendix A.



2 DEMOGRAPHICS OF RESPONDENTS

The rate of response by different demographic groups are not typically equal to their distribution throughout the community. Understanding these over and under-representations will frame the overall results and allow them to be viewed in context of the discrepancies in response.

One key group over represented in the respondents are residents age 55 years and older. Respondents in this age group made up over 72% of all respondents even though this age group makes up approximately only 40% of the general population of the City.

Also, over 82% of respondents were homeowners where owner occupied units make up only 57% of housing units in the City.

These over representations are important to consider when looking at the overall results

WHAT'S IN THIS SECTION?

Answers to individual questions on the demographic characteristics of respondents including age, tenure, length of residency, and age of those in the household. In addition

to a general display of the data, these questions were also cross-referenced other detailed questions to gain a better understanding of how characteristics such as age changed the results. These cross-referenced results are displayed and analyzed along with overall response rates in the Detailed Findings section starting on page 21. Not all questions include cross-referenced data as the results do not always indicate a difference between the overall response rate or between the different characteristics of the respondents.

HOW DO I USE IT?

Questions in this section are arranged as they were within the survey sent to households. Each question is numbered and includes a description of the question, a chart or graph of the results, and some analysis of respondent answers.

The results should be considered when using the analysis of the detailed findings of the rest of the survey, as respondents heavily overrepresented those 55 years old and older.

2.1 DEMOGRAPHICS

COMMON THEMES

- The significant majority of respondents were homeowners who have lived in Brooklyn for over 10 years
- Residents aged 45 and older, especially those 55 and older, were significantly over represented in the survey results, compared to the general population

The Brooklyn survey was sent to 1,400 random households in order to solicit opinions that encompass the range of opinion within the City's diverse population. The Demographics Section summarizes the population that responded to the survey.

This section includes the results of the five demographic questions asked in the Brooklyn Survey. The results can be helpful in comparing the survey respondent population to the population as a whole.

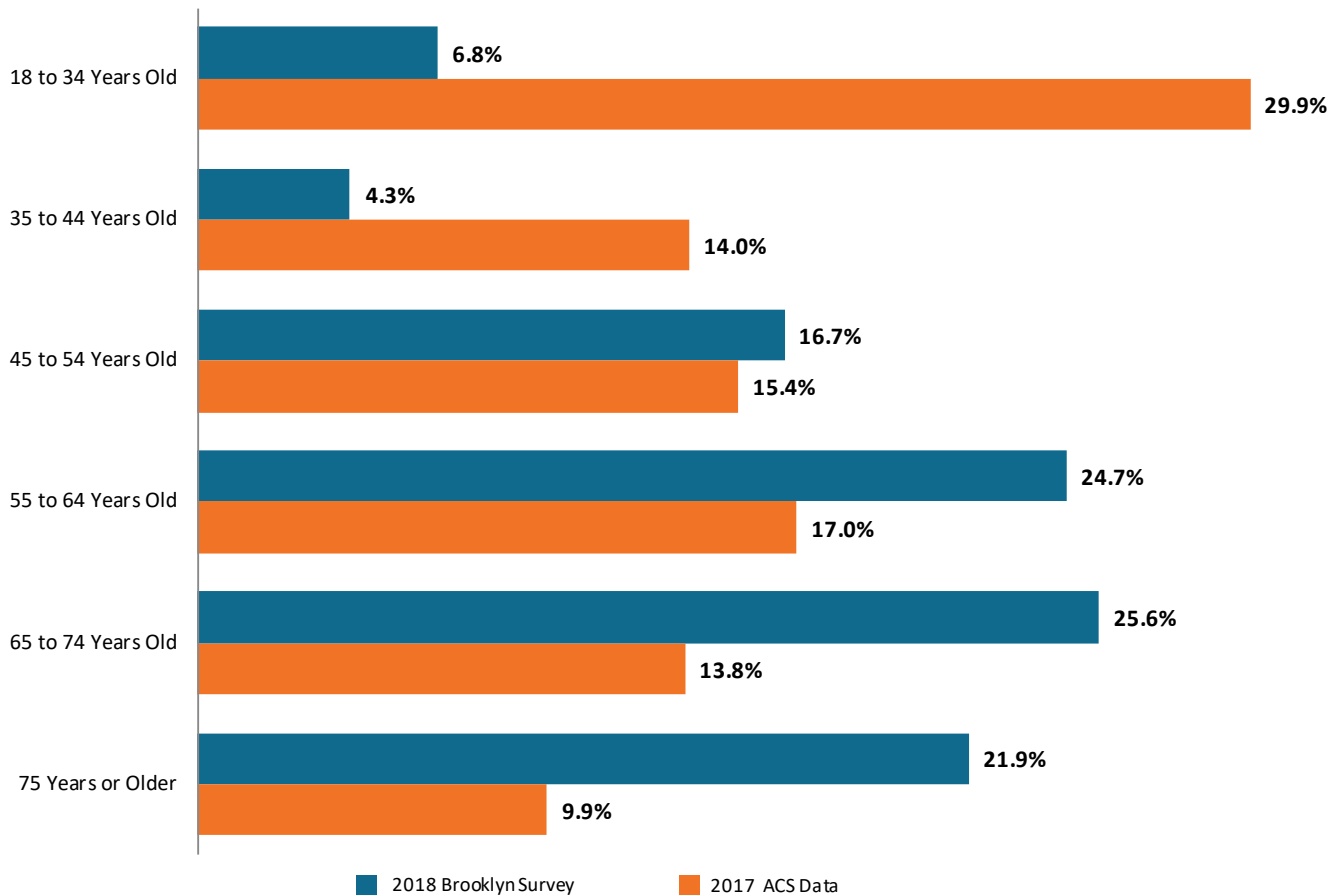
These responses should be used to give context to the detailed findings of the residential report. Over representation or underrepresentation of specific groups can alter overall opinions and should be considered.

AGE OF RESPONDENT

Question 30 asked respondents their age, and for those households that completed the survey collaboratively, the question stated that the respondent who most recently had a birthday should list his or her age. The age of the respondent was compared to 2017 Census data from the American Community Survey for age to determine the extent to which survey respondents aligned with Citywide data.

For this question, 324 respondents selected one of the six age groups provided. In all age groups 45 years old and above, respondents were overrepresented as compared to their Citywide population while all age groups under 45 were significantly underrepresented among survey respondents.

Figure 1
Respondent Age, 2018 survey and 2017 ACS



This information is illustrated in Figure 1 and should be taken into account when reviewing the results of the survey.

LENGTH OF RESIDENCY

Question 31 asked respondents how many years they had lived in Brooklyn. In general, survey respondents were more likely to have lived in the City for longer periods of time. Of the 322 question respondents, only 12.4% had lived in Brooklyn for five years or fewer, while 43.2% had lived there for more than 30 years, as shown in Figure 2.

RESPONDENT TENURE

Question 32 asked respondents whether they were a homeowner or a renter. Of the 276 question respondents,

82.4% owned their home while 17.6% rented their home. Homeowners are significantly overrepresented as 82% of respondents were homeowners where owner-occupied units make up only 57% of occupied housing units in the City.

Question 33 asked respondents whether they planned to own or rent their home in five years. Of the 296 respondents, 83.4% said they would own their home in five years while the remaining 16.6% said they would rent their home. This is a slight increase in the total number of respondents who believe they will own their home in five years compared to the present day. This increase likely indicates the desire of current renters to become homeowners, potentially in Brooklyn.

Figure 2
Length Of Residency In Brooklyn?

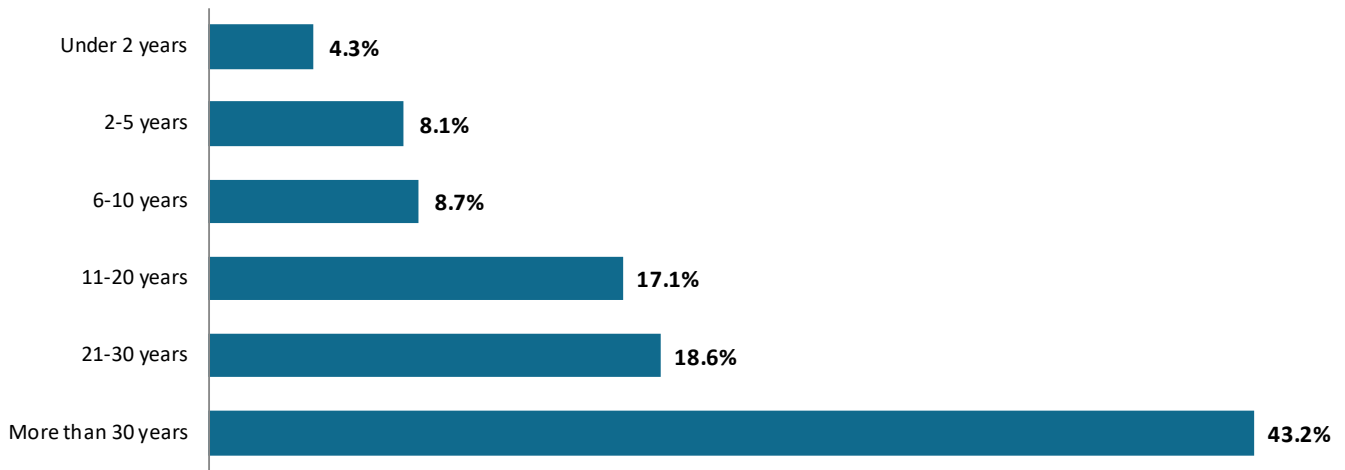


Figure 3
Respondent Tenure

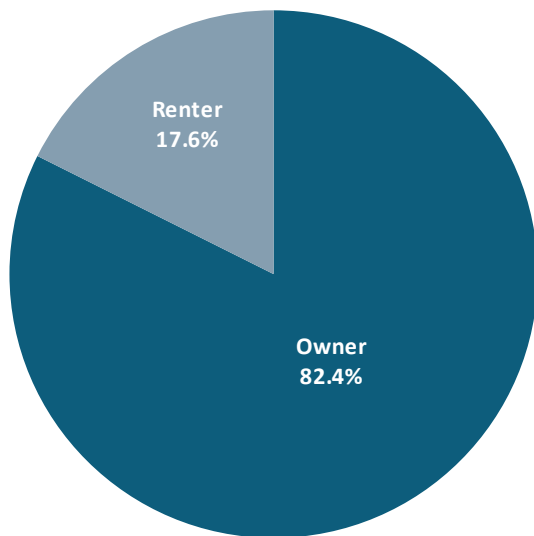
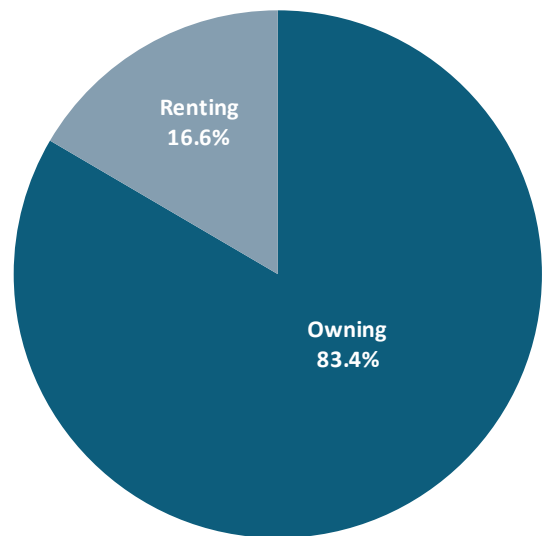


Figure 4
Respondent Planned Tenure In 5 Years



AGE OF HOUSEHOLD MEMBERS

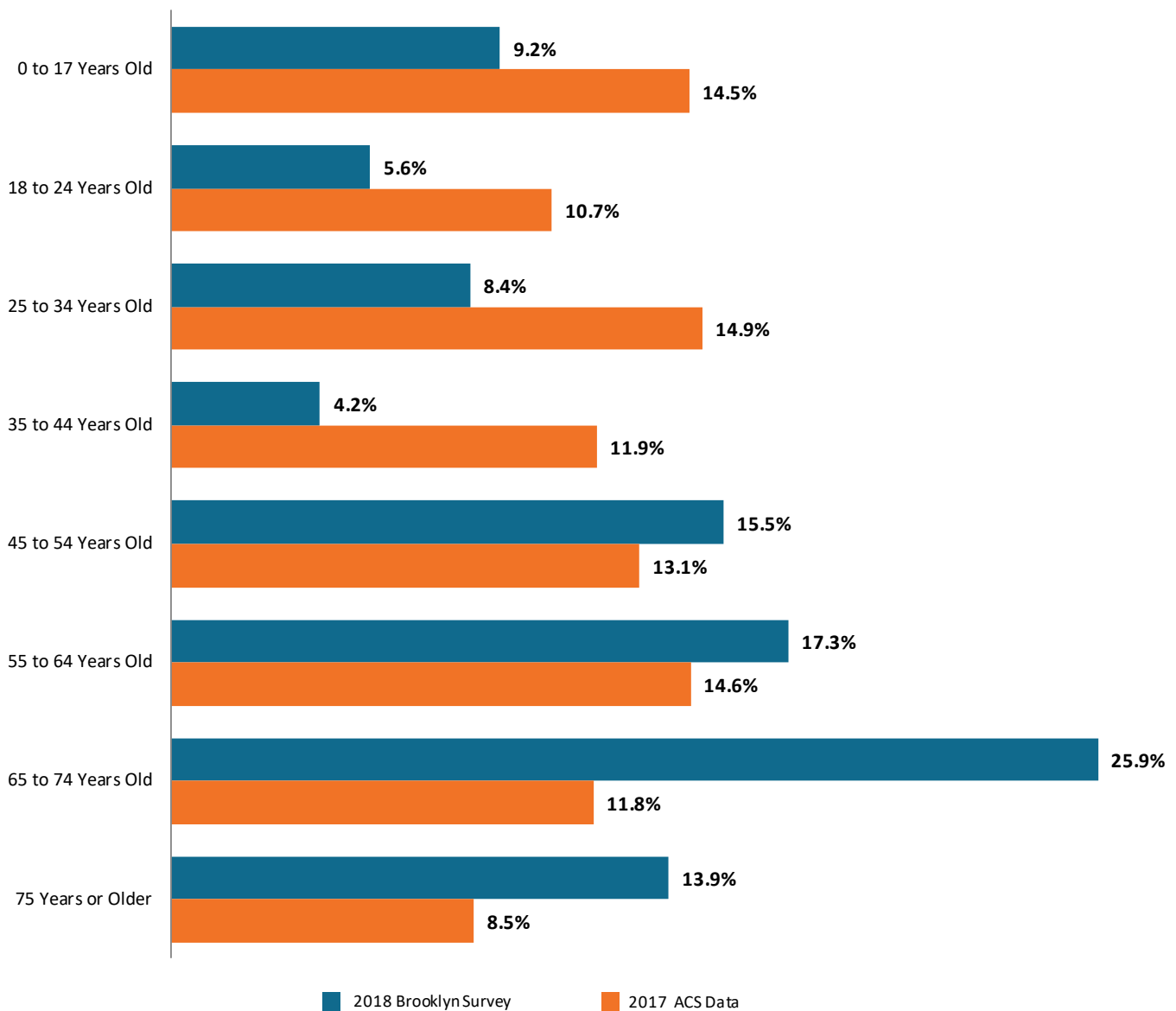
Question 34 asked respondents to indicate the number of people in their household within specific age groups. To determine to what extent the population characteristics of respondent households compared to the City as a whole, this information was also compared to the 2017 Census data from the American Community Survey.

Brooklyn is predominantly a community with an even distribution of young families through senior citizens. The three highest percentage of residents according to the ACS are all within 1% of each other and are kids under age 18, adults age 25 to 34, and adults age 55 to 64. No age group

makes up more than 24.9% (25 to 34 year olds) or less than 8.5% (75 years and older).

Results reinforce that respondents over 45, especially seniors, were overrepresented in the survey while households with young adults or children were underrepresented. This information is displayed in Figure 5.

Figure 5
Age Of Household Members, 2018 Survey and 2017 ACS



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3 DETAILED FINDINGS

The results of the survey can be used to determine overall opinions on important issues and topics within the City.

WHAT'S IN THIS SECTION?

Answers to individual questions are arranged by topic and are described, displayed graphically, and analyzed in this section.

In addition to analyzing each question individually, questions were also cross-referenced with certain demographic questions to gain a better understanding of how characteristics such as age changed the results.

HOW DO I USE IT?

Questions in this section are arranged as they were within the survey sent to households. Each question is numbered and includes a description of the question, a chart or graph of the results, and some analysis of respondent answers.

The analysis should be understood within the context of the demographic profile of respondents and how it relates to the City as a whole. This information is available in the Demographics Section on page 16.

3.1 QUALITY OF LIFE

COMMON THEMES

- Overall residents feel the Quality of Life in Brooklyn is “Good”
- A majority of residents do not feel engaged in the community or their neighborhood
- Middle-aged respondents and respondents age 75 and over are more likely to feel engaged in the community
- Most respondents would recommend that others live in the City

The first series of question in the survey asked respondents about the overall Quality of Life in the City of Brooklyn and the level of engagement that they felt in the Community.

Quality of life can be described as the general well-being of an individual or community. Many of the surveyed topics contribute to the community's overall Quality of Life.

OVERALL QUALITY OF LIFE

Question 1 asked respondents to rate the overall quality of life in Brooklyn. The majority of respondents answered that the Quality of Life is “Good.” Over half (59.5%) of all respondents selected this option. Another 16.3% indicated that the Quality of Life in the City was “Excellent.” Slightly more respondents, 23.3%, indicated that the Quality of Life was only “Average.” Less than one percent stated that it was “Poor” or “Very Poor.”

Most residents appear satisfied with the Quality of Life in the City. Most identified it as “Good” or “Average” and only a small portion identified it as “Excellent.” This may indicate that though they are satisfied, there is room to improve areas of life in the City. People are generally happy

in Brooklyn, but may be missing an extra something that pushes life here over-the-top.

ENGAGEMENT WITH THE COMMUNITY

Questions 2 and 3 asked respondents about being engaged in the community or their neighborhood. **Question 2** asked residents whether they felt engaged in their community or neighborhood. Surprisingly, over half (54.8%) said that they do not feel engaged in the community or their neighborhood. This has significant implications for the City. Engaged residents participate in the day to day issues of the City. They feel more ownership in the City and the results of its government and institutions. Engaged residents feel a part of a larger community and that they can have a positive impact on their live and neighborhoods. Not feeling engaged can lead to apathy and disinvestment in the community. The City should focus on increasing resident involvement.

When breaking response down by the age of the respondent, respondents between the age of 35 to 54, and those 75 and older are more likely to feel engaged in the community (Figure 10).

Figure 6
Overall Quality of Life

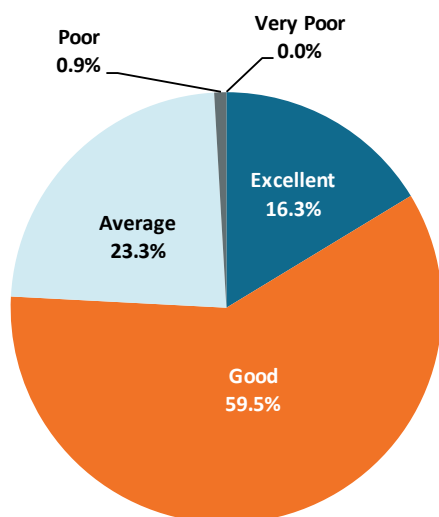


Figure 7
Do You Feel Engaged in Your Community or Neighborhood?

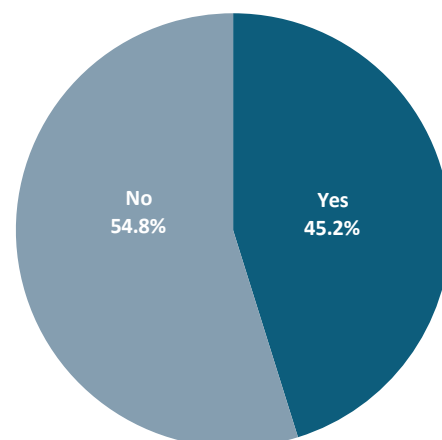
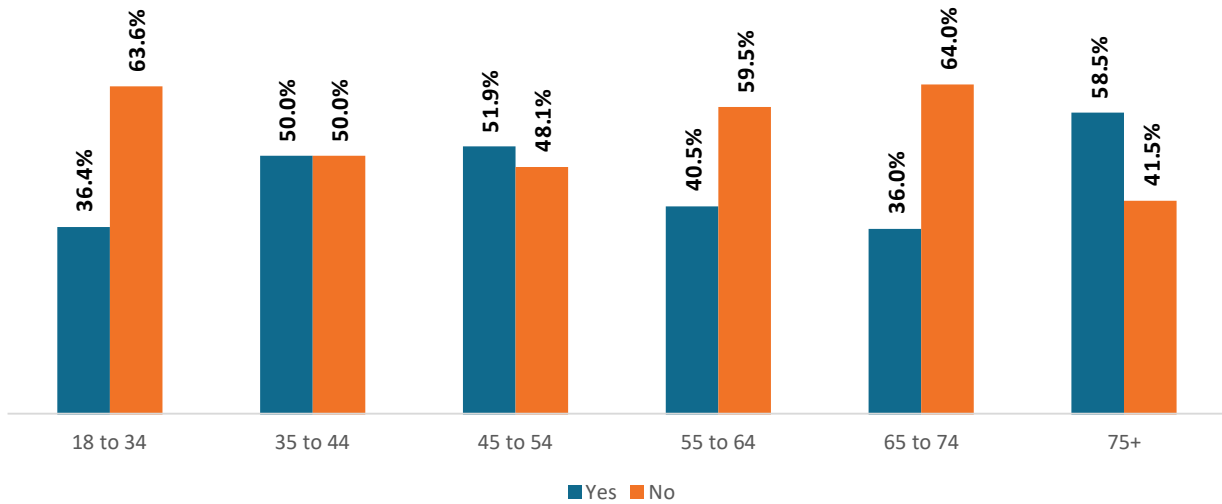


Figure 8
Respondent Engagement in the Community by Age Group



Question 3 asked those residents who answered “Yes” to question 2 how they were engaged in the community or their neighborhood. Respondents were allowed to select all that applied. 145 respondents indicated 223 responses. The largest response for how they were engaged in the community was through a Place of worship or a faith community.” 41.4% of respondents indicated this method. 30.3% said the senior center, 28.3% said recreation or athletic organizations, 24.1 said schools, and 20.7 said neighborhood groups.

Figure 10 on page 24 shows that respondents aged 35 to 54 are much more likely to be involved through Schools or Recreation/Athletic Organizations. Respondents over age 55 years are more likely to be involved in a place of worship. Those 75 or older are most likely to be involved in the community via the Senior Center. Interestingly, respondents ages 18 to 34 were the most likely to be involved in neighborhood groups.

Figure 9
How Residents Are Engaged In Their Community or Neighborhood

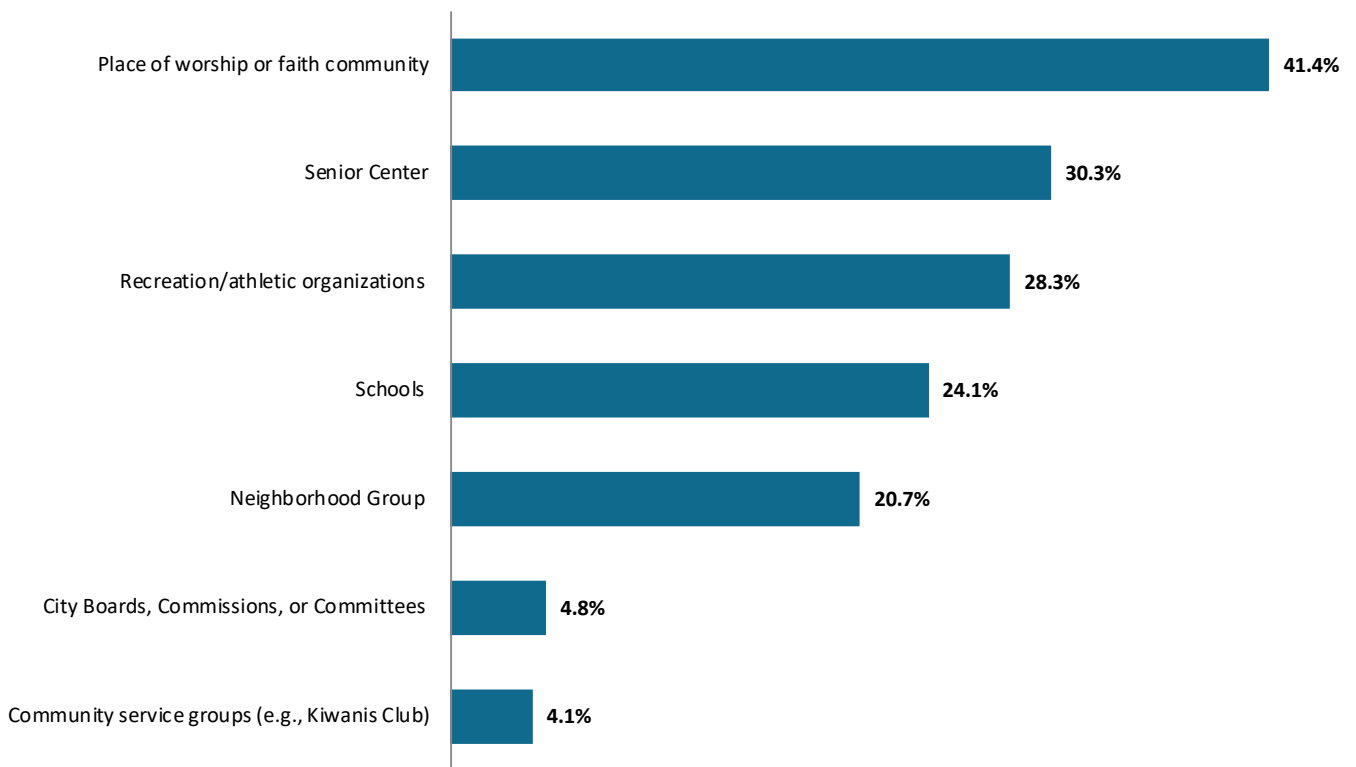
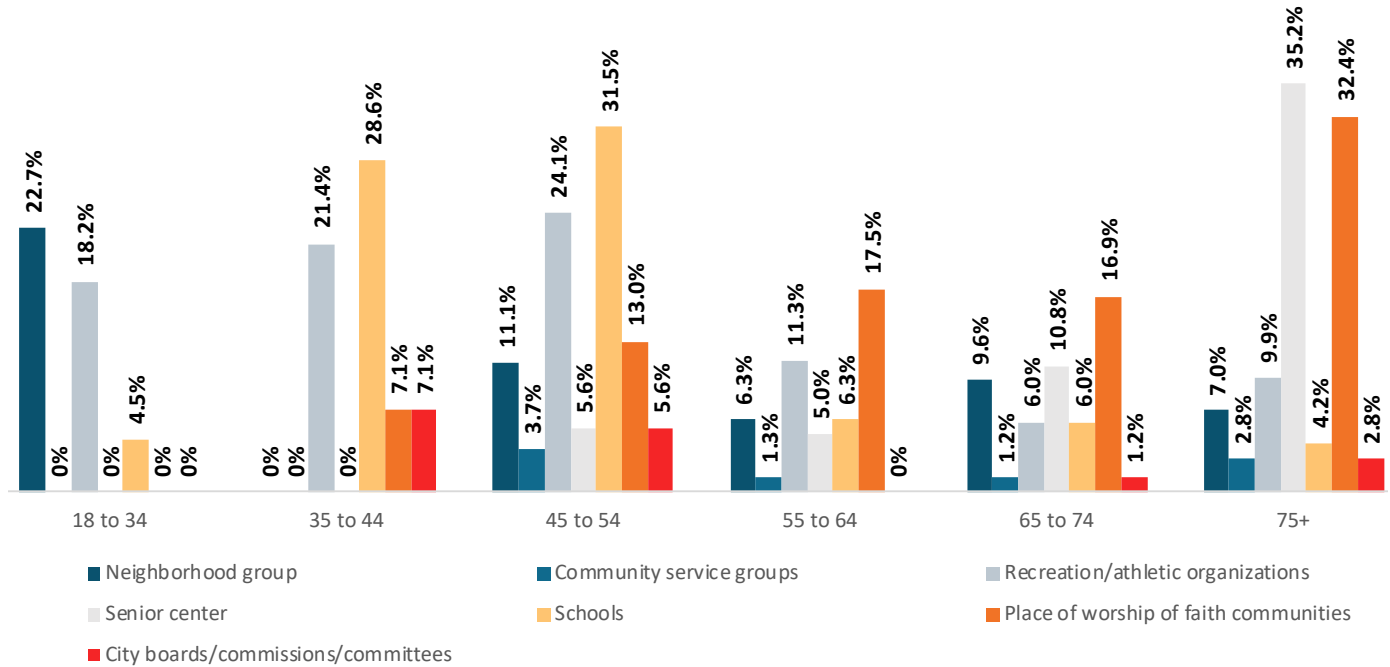


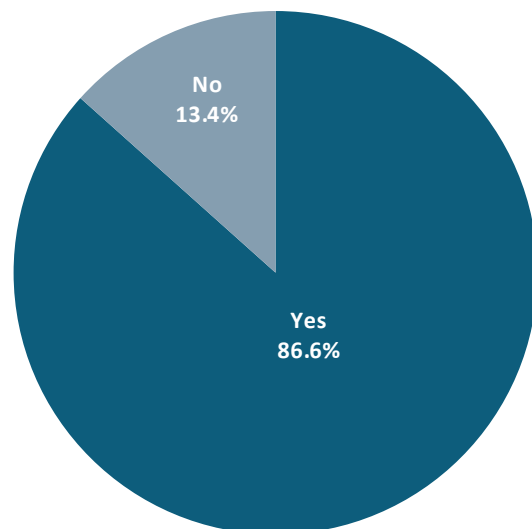
Figure 10
How Residents Are Engaged In Their Community or Neighborhood By Age Group



The responses to questions 2 and 3 indicate areas where the City can work directly, and where they can work cooperatively with local organizations. The Senior Center and the Parks and Recreation programs can be a significant area where residents can be involved in the community. Working with churches and schools and other community groups, both to accomplish projects but also as social networks to educate and inform, is another area for potential growth. The small amount of participation in traditional community service groups (Kiwanis, Lions Club, etc.) is indicative of a large trend experienced by many of these groups in many communities.

Question 4 was a general question about whether or not respondents would recommend that others live in the City of Brooklyn. The significant majority, 86.6%, would recommend that others live in the City. Only 13.4% said they would not recommend it. This supports the findings in Question 1, where the majority or respondents feel the City has an overall “Good” Quality of Life. If residents feel the City has a high Quality of Life, and the amenities and services that provide that, they are likely to recommend others to live there.

Figure 11
Would You Recommend Others Live In Brooklyn?



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3.2 ECONOMIC DEVELOPMENT & LAND USE

COMMON THEMES

- The City's Economic Development efforts should be focused on attracting diverse office, commercial, and manufacturing businesses while supporting local workers and local small businesses
- Retail growth is not as desired, except where it can help fill existing vacancies or meet local needs
- New development or redevelopment should be environmentally friendly, protect greenspace, and permit mixed-uses
- A new "Town Square" should be an inclusive civic space with public meeting areas, parks and greenspace, mixed-uses, and quality aesthetics.
- Close to half of all respondents agree with the desire to develop a Town Center on Memphis Avenue
- Respondents 18-34 years old were more likely to disagree with the development of a Town Center on Memphis Avenue

The next survey topic covered economic development and land use. It asked for agreement with a series of policy statements that could guide City initiatives.

OPINIONS ON ECONOMIC DEVELOPMENT STATEMENTS

Question 5 asked respondents how strongly they agreed with a variety of economic development policy statements. More than 93% of respondents said that the City should focus on supporting the establishment of local small businesses.

Respondents also agreed that the City should focus on efforts to diversify the local economy. 77.7% of respondents said the City should provide tax incentives to attract manufacturing and industrial jobs. 74.7% agreed the City should provide incentives to attract office jobs. 76.1% agreed the City needs to attract and maintain diverse retail and service stores.

Despite the significant support for diverse retail, there was less support for significant expansion of the retail/service footprint in the City. Only 57.2% supported attracting large national retailers. Only 39.9% supported the City focusing on becoming a regional retail and shopping destination, and only 37.6% supported more commercial development around freeway interchanges. 32.4% disagreed that it should be a focus.

Figure 14 on page 28 shows that all age groups of respondents agreed the most with supporting the establishment of local businesses. Respondents aged 45 to 64 were much more likely to agree that the City should focus on economic development that attracts manufacturing, industrial, and office jobs. Respondents age 18 to 44 were more likely to

support a focus on workforce development. Respondents 65 and older were more likely to agree with the need to attract diverse retail.

Response to this question identifies the desire for a diverse economy that supports local businesses and workers. It also suggests that the City should focus on redevelopment and efficient utilization of existing commercial development.

OPINIONS ON FUTURE DEVELOPMENT STATEMENTS

Question 6 asked respondents how strongly they agreed with a variety of statements regarding future land use development. The two highest agreed upon responses were that the city should encourage environmentally sustainable development (73% Strongly Agree or Agree) and that underutilized land should be preserved as greenspace (70.6% Strongly Agree or Agree). There was also significant agreement to focus on new development in Ridge Park Square (64.8% agreement) and for the City to focus on mixed-use development (62.2% agreement). Only 37.9% agreed the City should encourage underdeveloped properties to be used for commercial use. 28.6% disagreed with this statement.

Respondents were asked if they agreed that the City should focus on developing a distinct Town Center on Memphis Avenue. Nearly half, 49.1% of respondents, agreed that the City should focus on this type of development. 22% of respondents disagreed with this statement. The remaining 28.9% neither agreed or disagreed that it should be a focus. When looking at responses by age group, the trend that stands out is that younger respondents, those 18 to 44 years old, were more likely to disagree with the focus on development of a Town Center (Figure 15 on page 28).

Figure 12
Opinions On Economic Development Statements

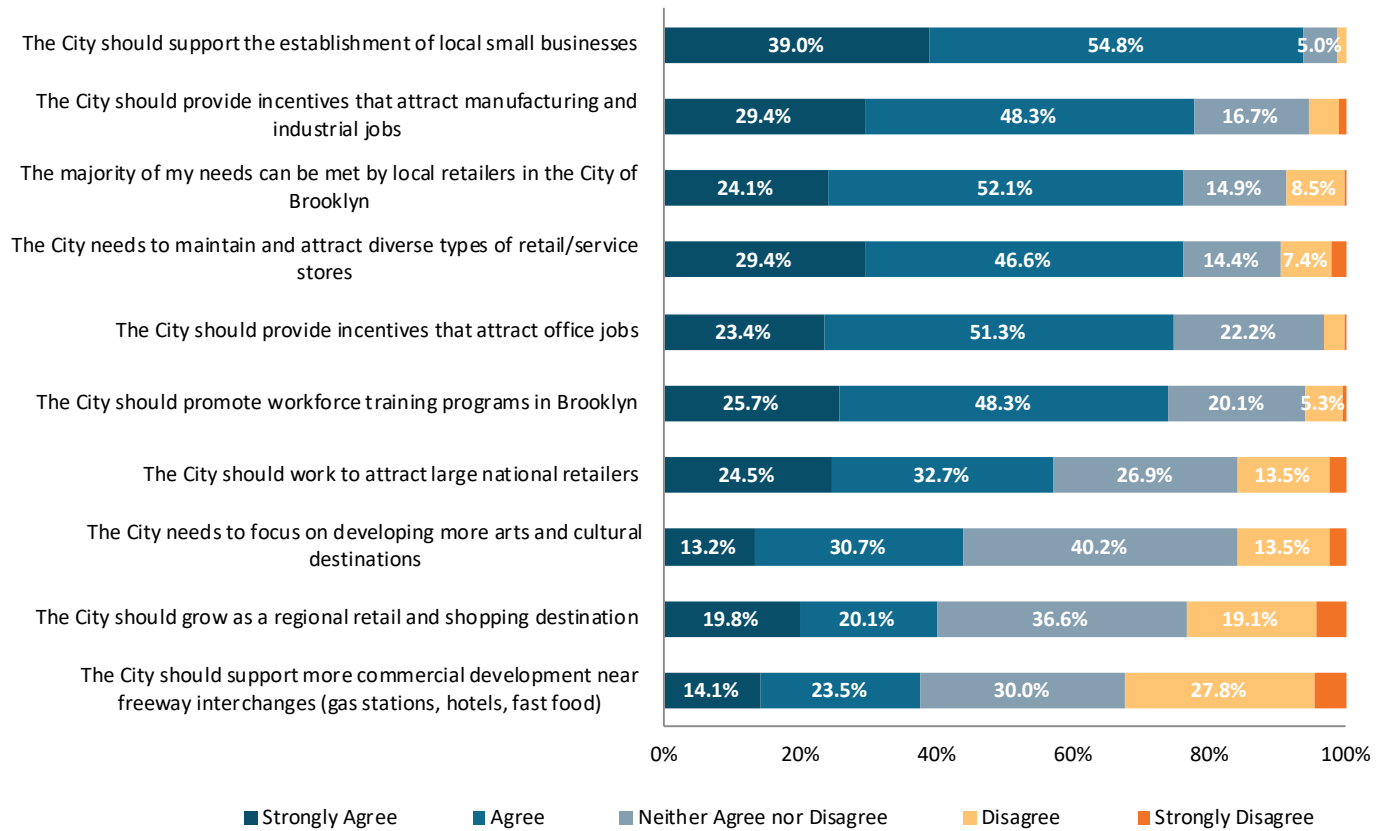


Figure 13
Opinions On Future Development in Brooklyn

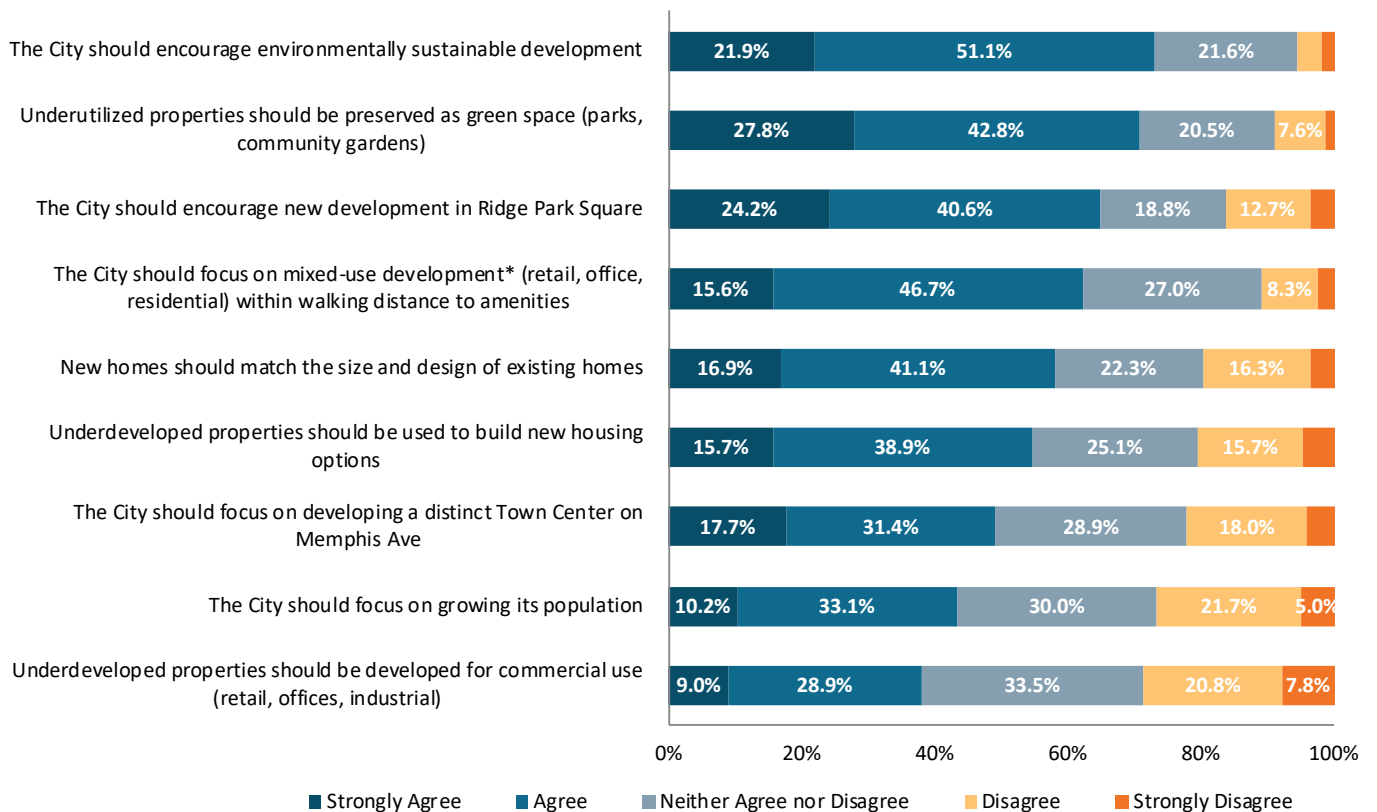


Figure 14
Top Three Agreements on Economic Development Statements By Age Group

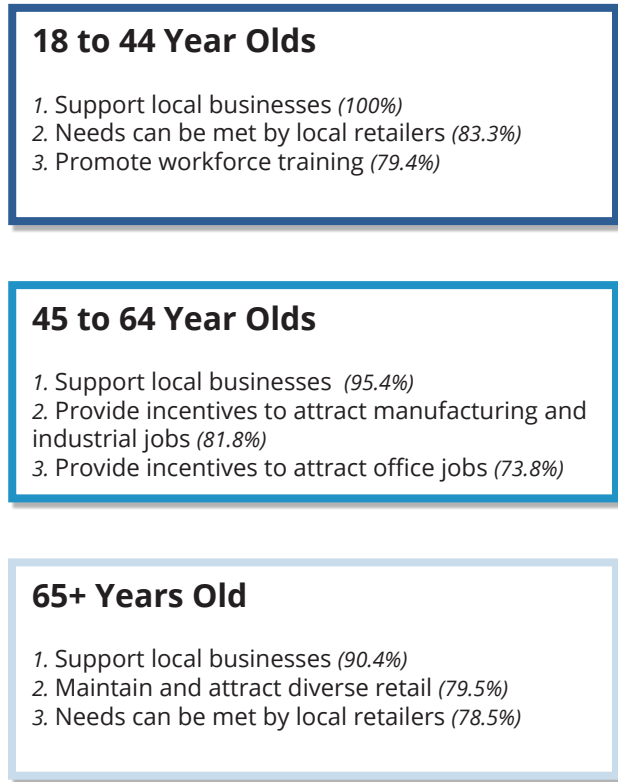
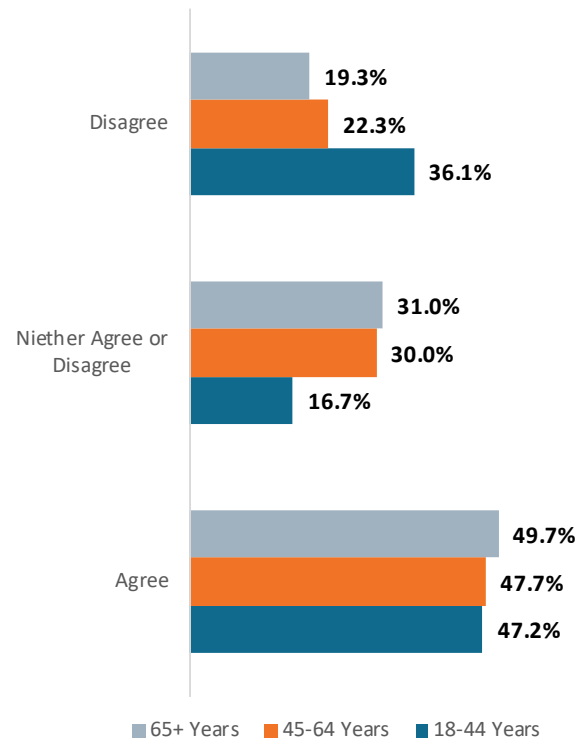


Figure 15
Agreement on Developing a Town Center on Memphis Avenue By Age Group



This shows that while many residents support the development of a Town Center, there is a strong minority that oppose it. However, there is also a significant portion of residents that do not have strong opinions or who are unsure if it should be a focus. Planning, design, amenities, information, and process for the final product will be important in gaining approval for such a project from those who are on the fence.

DESIRED AMENITIES IN ANY POTENTIAL FUTURE TOWN CENTER DEVELOPMENT

Question 7 asked respondents what amenities or features a Town Center should include, if it were supported. Respondents were allowed to accept up to four options. Figure 16 on page 29 shows the most desired feature in a Town Center would be a “Town Square” with public gathering space, parks, public art, and community events with 40.6% responding. Next was mixed-use, walkable commercial uses with 38.5% response rate. Enhanced parks and greenspace also received a 32.4% rate. Denser housing options and luxury apartments received 10% or less response rate. 29.1% want Memphis to become a boulevard-type road with planed median, decorative elements, and landscaping while 24.4% want it to keep its current character. Overall, any

Town Center would need to focus on parks and civic spaces with commercial or housing elements being small and complimentary uses.

DEVELOPMENT IN SPECIFIC AREAS

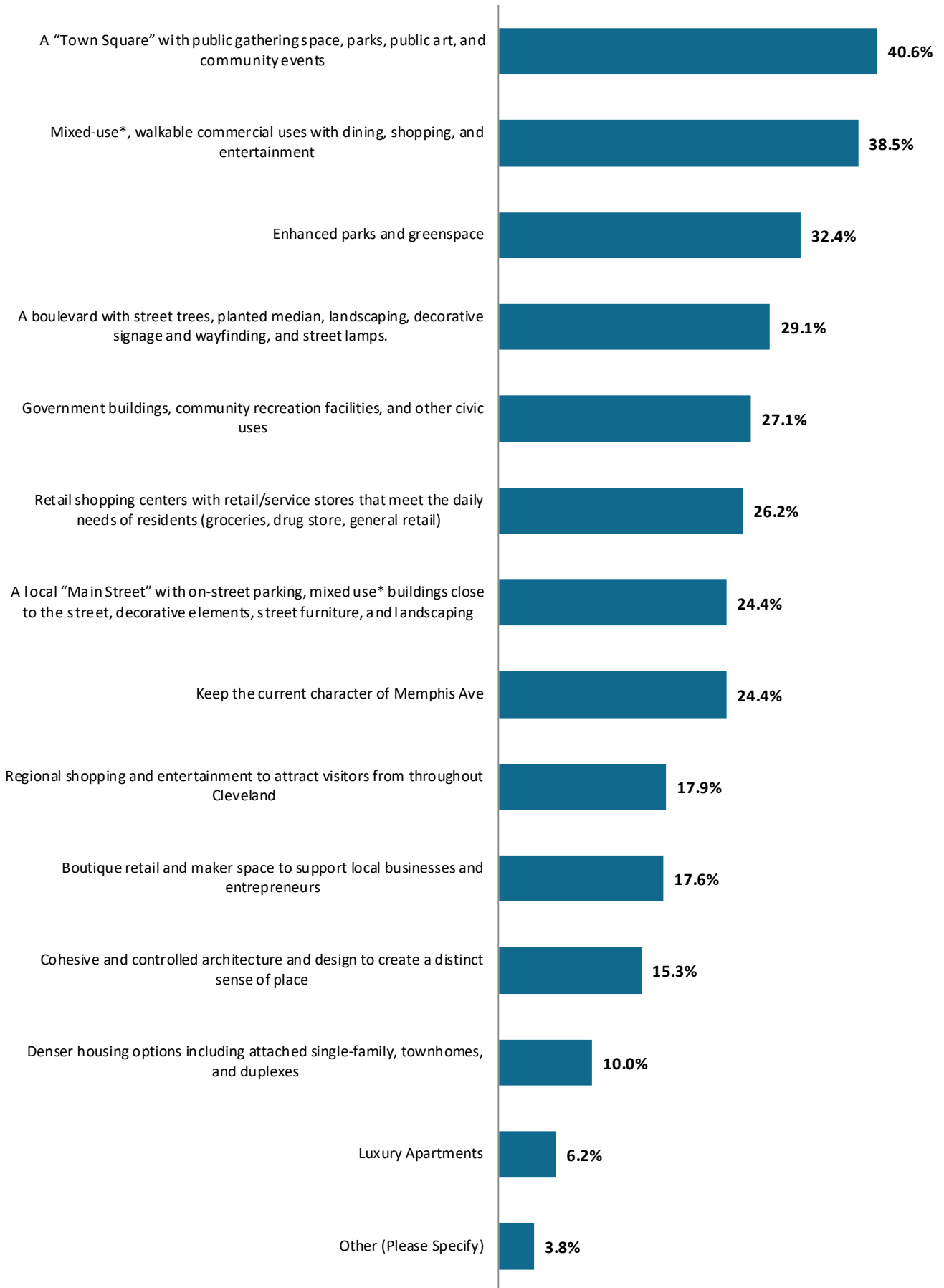
Question 8 asked respondents about the types of development they would like to see in specific areas of the City. These areas were selected because they are areas with existing development or have the potential to experience development in the coming future. The results are shown in Figure 17 on page 31.

Along Brookpark Road residents most wanted to see new mixed-use (31.3%). They also wanted to see existing uses continued with retail receiving a 28.2% response rate and Industrial receiving a 17.1% rate.

On Clinton Road, 49% of respondents wanted to see it remain industrial. Mixed-use and office also received some support.

Memphis Avenue was divided into two areas, the part

Figure 16
 If There Is Support For A Town Center on Memphis Avenue, What Should It Include?



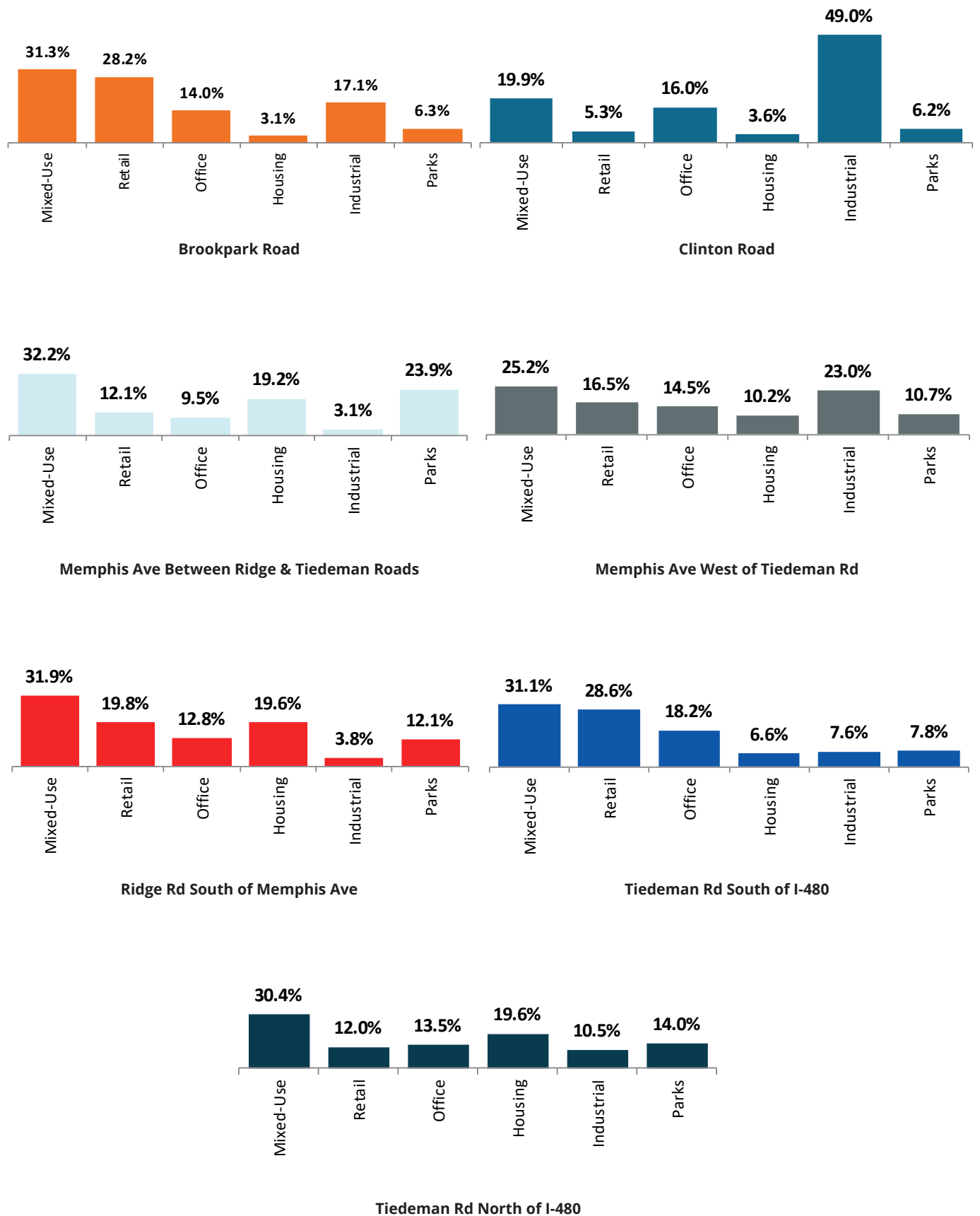
between Ridge and Tiedeman Roads, and the part west of Tiedeman Road. Between Ridge and Tiedeman, mixed-use (32.2%) and parks (23.9%) received the most support. Housing also received 19.6% of the response. West of Tiedeman mixed-use (25.2%) and industrial (23%) received the most response. However, every category received at least a 10% response rate.

Along Ridge Road south of Memphis Avenue, 31.9% of respondents would like to see mixed-use. 19.8% would like retail, 19.6% would like housing. Office and parks received 12.8% and 12.1% response rate respectively.

Tiedeman Road was divided into the section north of I-480 and south of I-480. South of I-480 31.1% of respondents would like to see mixed use, 28.6% would like retail, and 18.2% would like to see office space. North of I-480 respondents desired mixed-use (30.4%) and housing (19.6%) the most. Retail, office, industrial, and parks all received between 12-14% of responses.

The response show that there is support in the community to see mixed-use development throughout the community. It was the highest desired use in every area except on Clinton Road. This is an important issue for future land use and zoning regulations.

Figure 17
Opinions On Types Of Uses In Specified Areas



3.3 COMMUNITY IDENTITY

COMMON THEMES

- Just over half the population feels Brooklyn has a strong “Sense of Place”
- Fewer think that it has distinctive design or architecture
- Respondents agree the City should focus on creating a cohesive aesthetic and welcoming atmosphere at gateways and along neighborhood streets

The next section includes only a single question asking respondents to state their agreement with statements regarding the City’s identity, including architectural design and Sense of Place.

COMMUNITY IDENTITY

Question 9 asked respondents whether they agreed or disagreed with statements regarding the community’s image. This included statements regarding city gateways, streetscapes, commercial development design and architecture, and historic preservation.

Just over 72% of respondents agreed that the City’s gateways should be improved with additional signage, landscaping, and public art. Gateways help define the city by alerting visitors when they are in the City and help establish a Sense of Place and design aesthetic for the City’s public spaces.

Similarly, 71.1% of respondents agreed that neighborhood streets should have decorative element, which also help create an attractive Sense of Place and encourages pride in residents.

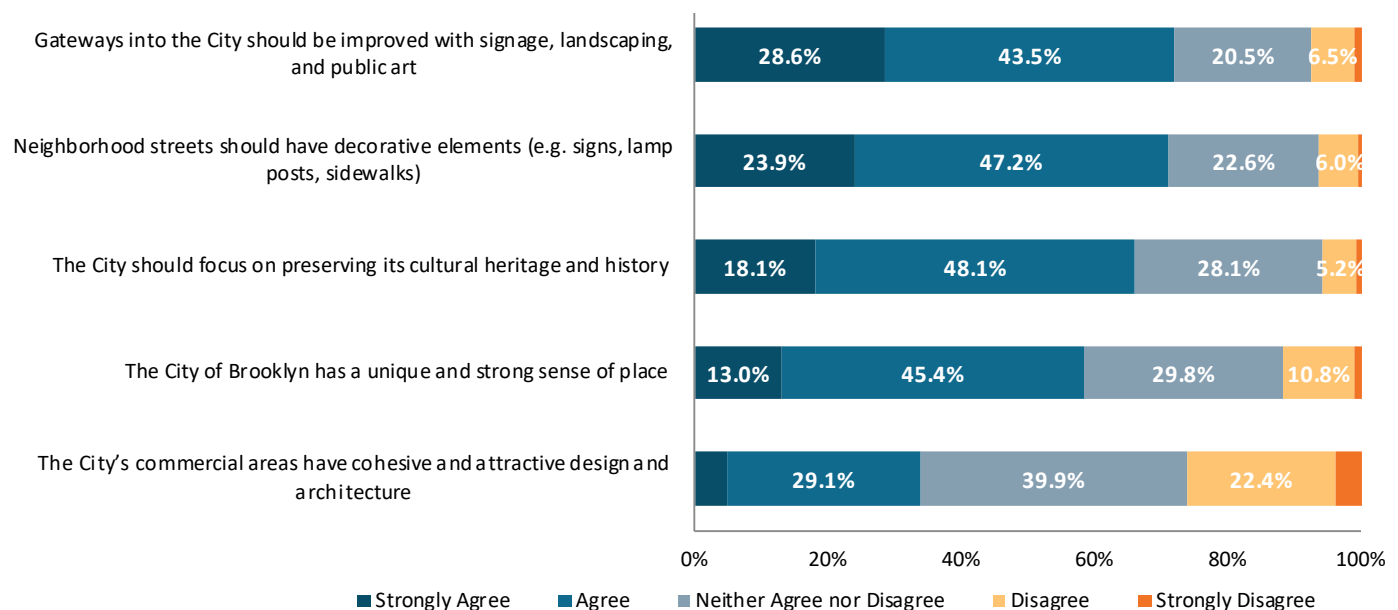
66.1% of respondents felt the City should focus on preserving its cultural and historical heritage. Again, helping to create a unique Sense of Place and foster pride amongst residents.

A majority of residents agreed that the City has a unique and strong sense of place, but only 58.4%. Almost 30% neither agreed or disagreed and 11.8% disagreed with the statement.

Only 33.9% felt the City’s commercial areas had a cohesive and attractive design and architecture. 26.2% of respondents felt the opposite and disagreed. Most respondents would neither agree or disagree with the statement.

Overall there is support for creating a unique Sense of Place using design and architectural elements at gateways and along streetscapes. There is also a mixed feeling regarding the design and cohesiveness of commercial developments. This indicates that there is room for improvement in creating a cohesive community aesthetic, but that there may also be areas that should be protected. Those areas should be identified and could possibly be used to inform policy to help lift the other areas.

Figure 18
Opinions About The City’s Identity



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3.4 TRANSPORTATION & INFRASTRUCTURE

COMMON THEMES

- Improving the ease and safety of walking around Brooklyn is the highest concern
- Keeping traffic moving is very important, especially on Ridge & Tiedeman Roads
- While flooding of homes is not a major issue, storm runoff on roadways is a concern
- The majority of residents do not bike in the City and a significant portion are unlikely to bike regardless of improvements.
- Improvements in protected lanes and trails, along with connections to amenities would encourage many to walk or bike in the community more.

Transportation is a critical component of City governance. The construction and maintenance of roads, bridges, and all-purpose trails are essential parts of economic development initiatives and quality of life for residents.

By understanding the priority level for improvements to transportation as well as for particular streets, the City administration can prioritize funding to those initiatives.

PRIORITIES FOR TRANSPORTATION ENHANCEMENTS

Question 10 asked respondents to indicate what their overall priority for investing in transportation enhancements. The highest priority indicated was making the City safer for walking. A combined 58.7% of respondents stated that it was either a “Very High” or “High” priority. Improving the ease of getting around by car also received a over 50% response of “Very High” or “High”.

Improving getting around by bike had 36.3% respond to it as a high priority, but it also had 27% state that it was a low priority, highest of all categories.

Looking at responses by age groups (Figure 20 on page 35) shows that Seniors, those aged 65 and over, are much more likely to be concerned with improving getting around via public transit. This issue stems from seniors not being able to drive, or not wanting to, as they age. Similarly, Seniors also had the highest percentage indicate that improving the ability to get around by walking as a high priority. Middle-aged adults (45 to 64 years old) were the most likely to indicate that they thought improving the ability to get around by bike was a high priority. Improving getting around by walking was the only category that received over 50% response as a high priority for each age group.

Question 11 asked about enhancement priorities for specific streets. The results for all streets can be seen in Figure 21 on page 35. As expected, results varied based on the function of the street. Overall, keeping traffic moving was a priority, but especially on major roads with or near access to I-480. This included Ridge and Tiedeman Roads which each had a response rate over 40% for keeping traffic moving. Brookpark Road also received 38.4% response regarding traffic flow.

Biddulph Road had 27.8% indicate that keeping traffic

Figure 19
Priority For Spending City Resources On Transportation Enhancements

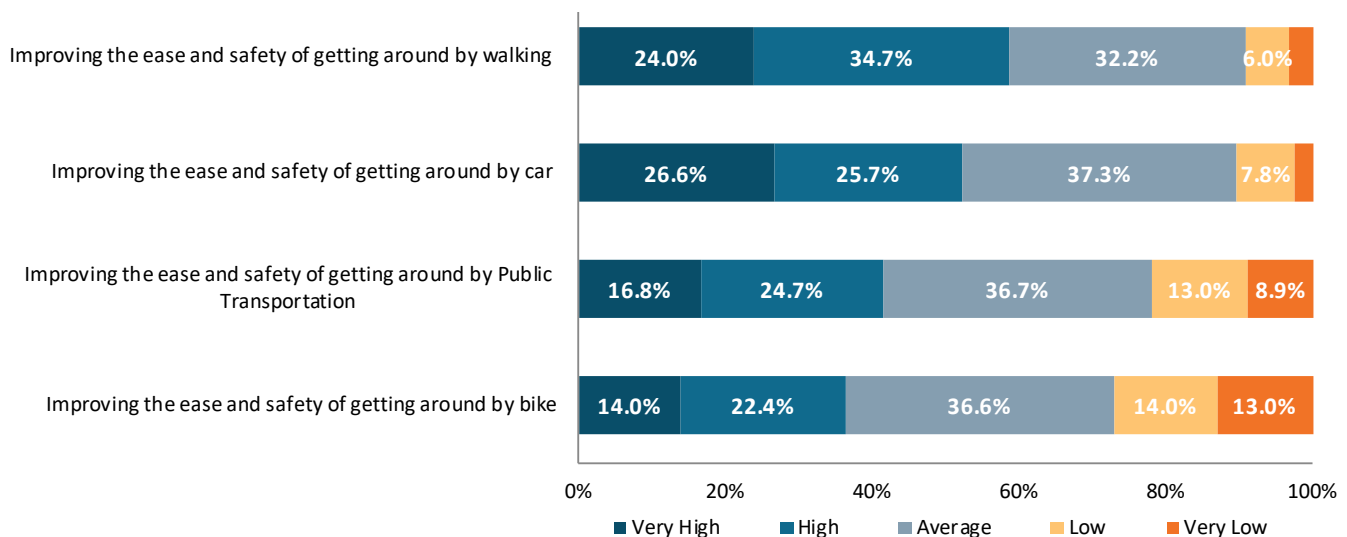


Figure 20
Percent Indicating Enhancement for Each mode of Transportation as “High” or “Very High” by Age Group

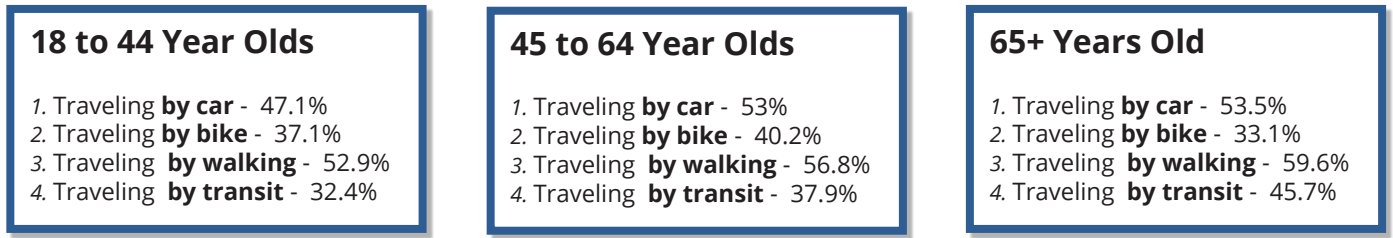


Figure 21
Priority For Transportation Enhancements On Specific Roads

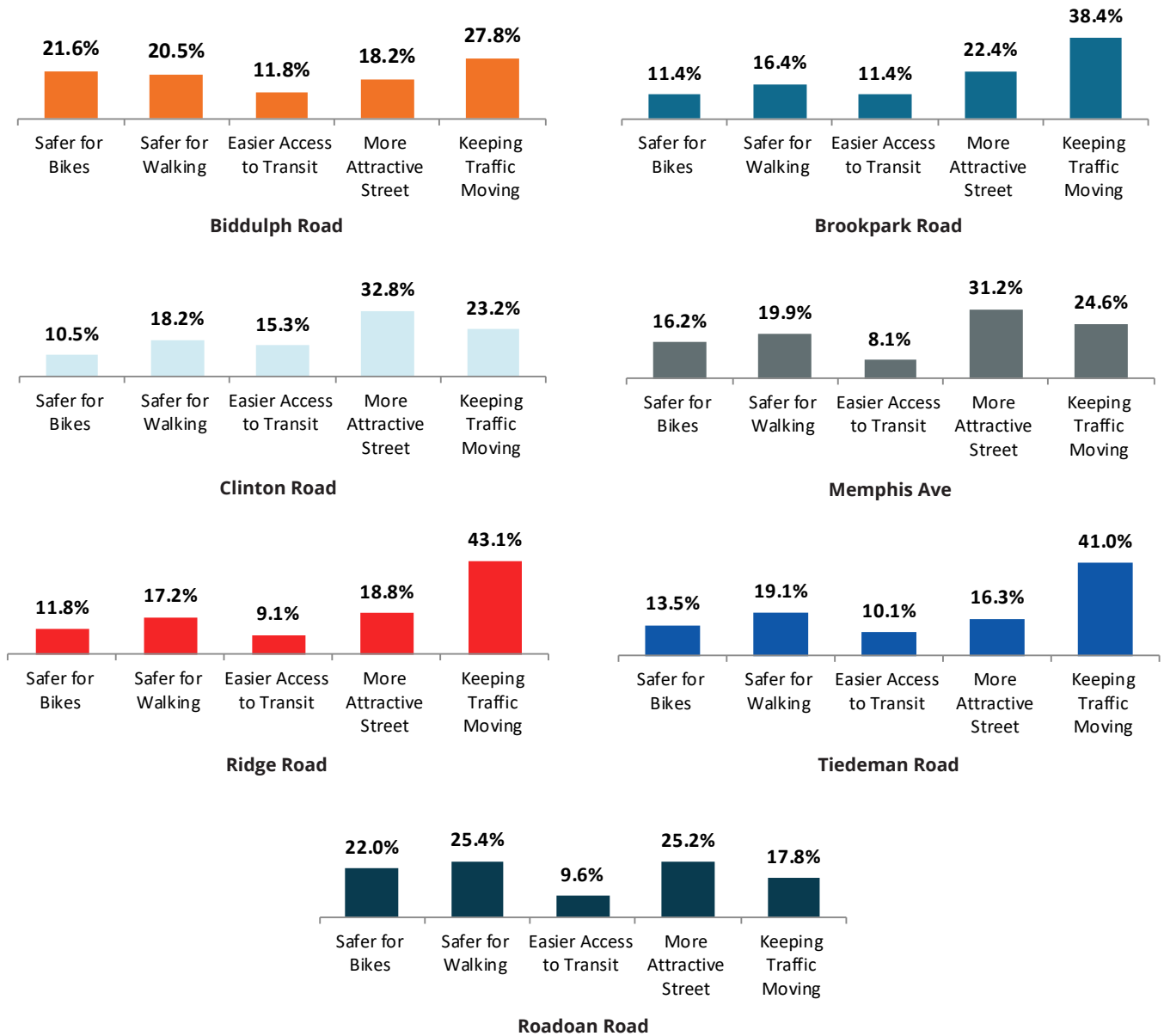
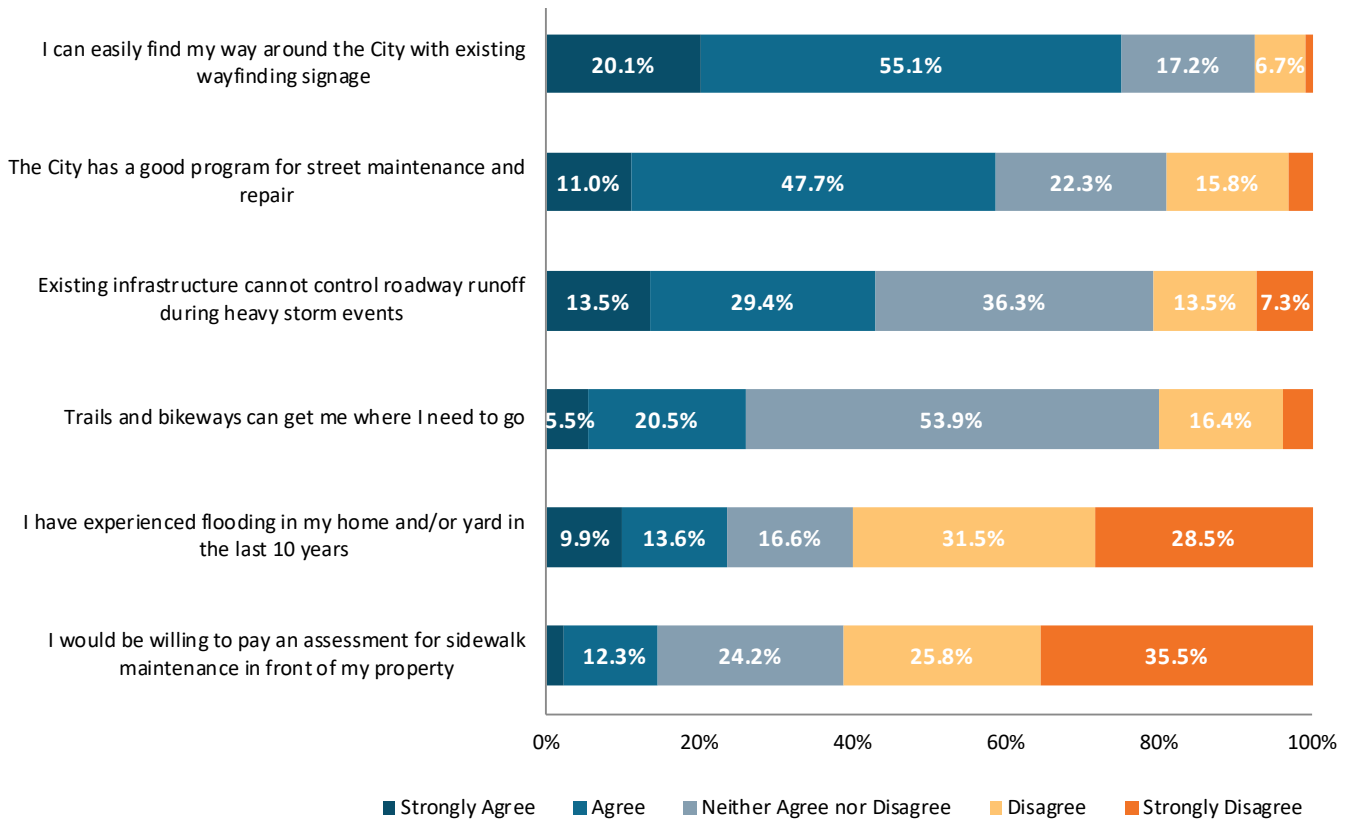


Figure 22
Opinions On Connectivity, Stormwater, & Infrastructure Within The City



moving was a priority, but also had 21.6% indicate making it safer for bikes, and 20.5% indicate safer for walking.

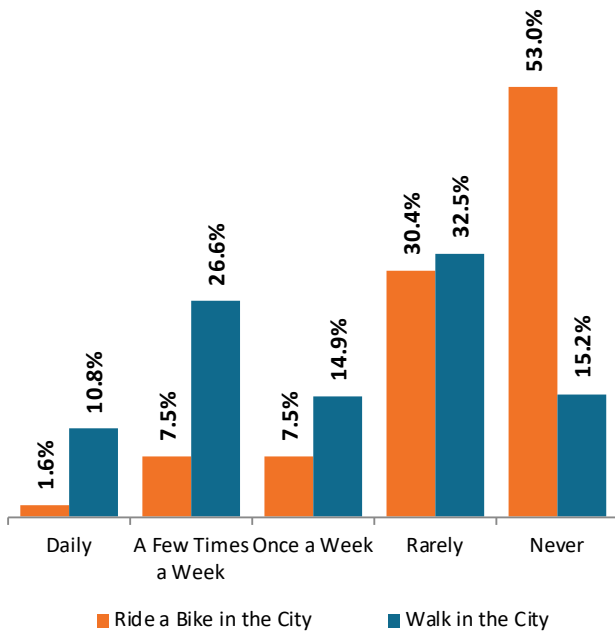
More attractive streetscape was the highest priority for Clinton Road, at 32.8%, and Memphis Road at 31.2%. Attractive streetscapes was also important for Brookpark (22.4%) and Rodoan (25.2%). Safer for walking was typically more important than safer for bikes, but they were both usually in the 10-20% range.

Question 12 asked about issues with other infrastructure such as stormwater, flooding, and street paving. Respondents agreed that it was easy to find their way throughout the city with current wayfinding (75.2%). They also agreed that the City had a good street maintenance and repair program (58.7%). While a majority (59.9%) stated that they have not experienced flooding in their yards or home, 42.9% indicated that they agreed existing stormwater

infrastructure in roadways could not control runoff.

The majority of respondents could neither agree or disagree about whether trails or bikeways could get them where they need to go. This could indicate a lack of use (see following questions), a lack of information, or a lack of trails.

Figure 23
Biking and Walking In the City



BIKING AND WALKING IN THE CITY

Biking and walking, and the infrastructure that support them, has become increasingly important to cities and residents in promoting healthy communities and providing a high Quality of Life. With that in mind, the survey asked several questions targeted specifically at biking and walking in Brooklyn.

Question 13 asked generally how often respondents walked or biked in the City. Overall, respondents were more likely to walk, and do so more often than biking. Only 10.8% of residents walk daily in the City, but only 1.6% bike daily. 26.6% of people walk a few times a week. However 32.5% rarely walk in the City. The majority of respondents, 53%, never bike in the City while 30.4% rarely bike.

Respondents age 18 to 44 were more likely to ride their bike in their neighborhood at least once a week than other age groups. All age groups had over or near 50% indicate they walk in their neighborhood at least once a week. A walkable community is important for residents of Brooklyn.

In **Question 14**, the top reasons residents would like to be able to bike or walk in the community are for recreation or exercise (65.6%) and enjoyment or pleasure (64.4%). A small percentage, 6.5% would like to walk or bike for their commute to work.

Question 15 asked why residents do not bike or walk in the community. The largest response was that they are not interested in doing so (50.3%). However, a significant percentage (19.4%) said it was due to danger or traffic.

Figure 25
Percent of Respondents That Bike At Least Once A Week

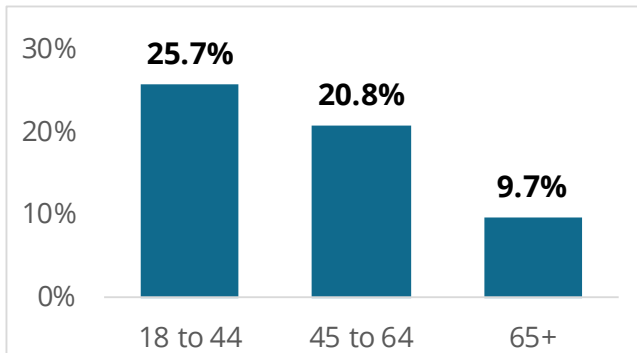


Figure 26
Percent of Respondents That Walk At Least Once A Week

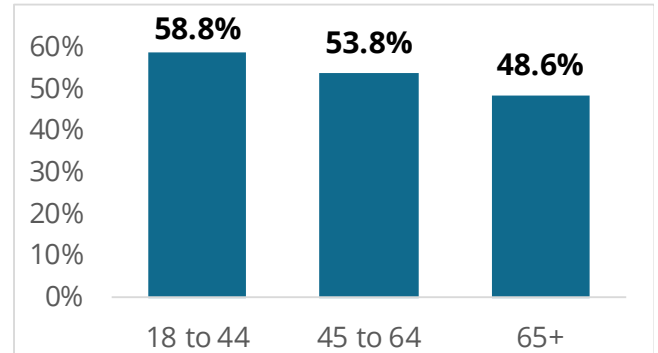
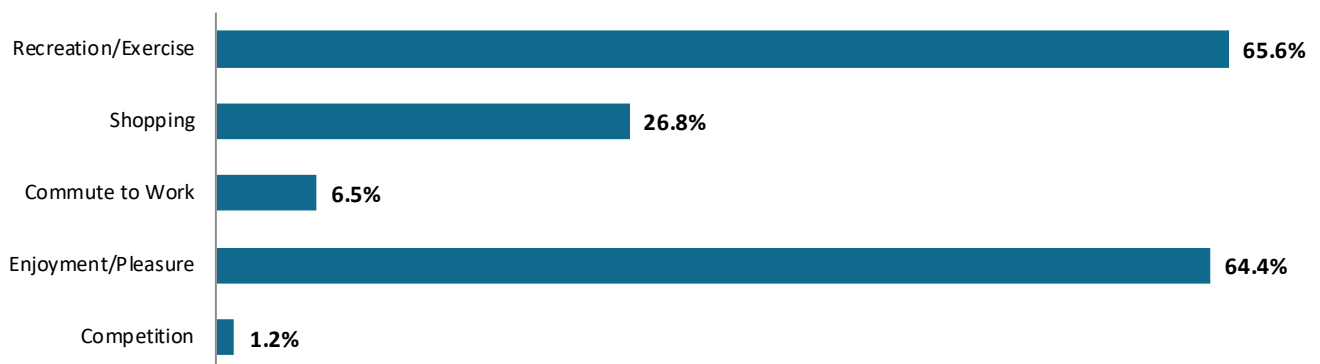


Figure 24
For What Purpose Would You Like To Be Able To Bike Or Walk Within The Community?



16.8% also said the issue was lack of trails or lanes. Similarly, 6.8% that there was nowhere to ride to.

Figure 28 shows that those aged 65 or older were much more likely to indicate that they were not interested in biking in the City. Similar to the overall response, Lack of Trails/Lanes and Danger/Traffic were the most likely reasons each age group did not ride a bike in the City.

Question 16 asked what improvements would increase their likelihood of biking or walking in the community. Again, 46.2% said they were unlikely to bike regardless. However, addressing the issues identified in Question 15 would encourage many. 31.8% said connections to parks and destinations would encourage them to bike or walk. Also, 25.9% said separate or protected bike lanes or trails would encourage them to bike or walk.

When looking at the responses by age group, Figure 29 on page 39 shows that those aged 65 and older are the most likely to not bike or walk more regardless of what improvements are made. Creating connections to parks, amenities and other places in the City where residents want to go was significantly the greatest improvement that would get young adults (18 to 44) to bike or walk more often than any other option.. This option was also the most indicated

improvement that would get each age group to walk or bike more often, though it was not as strongly indicated among older respondents.

Creating bike and pedestrian trails throughout the City that connect residential areas to parks and major amenities would increase the opportunity for many to bike and walk more.

Finally, **Question 17** asked if the City should invest in more trails and bike lanes throughout the community. The majority of respondents, 55.8%, stated “No” while 44.2% stated yes (Figure 31 on page 39).

Overall it appears that trails and biking are not the highest priority of the residents of Brooklyn. However, there is support for making streets overall safer for pedestrians. There is also support for bike and pedestrian infrastructure on some specific streets. And indications are that if it were made safer and took residents to parks and other destinations, a significant portion of the population would be encouraged to bike and walk more. Any bike infrastructure improvements would need to be target to these ends.

Figure 27
Reasons Residents Do Not Ride A Bike Throughout The Community

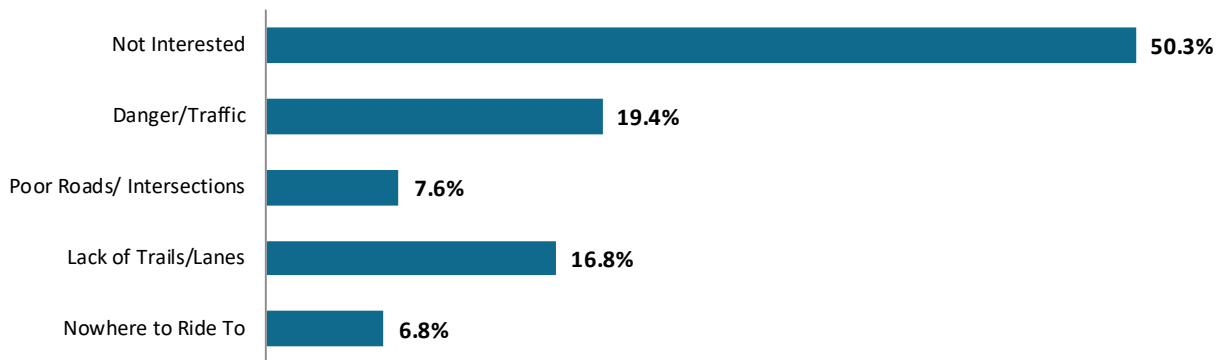


Figure 28
Reasons Residents Do Not Ride A Bike Throughout The Community By Age Group

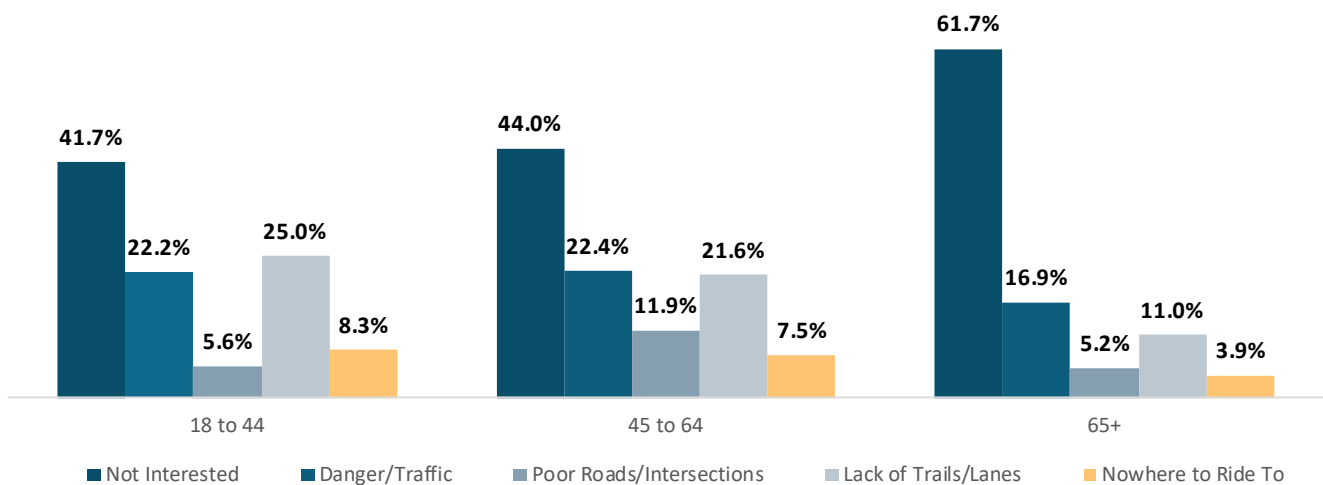


Figure 30
Improvements That Would Increase The Likelihood Of Biking Or Walking Within The Community

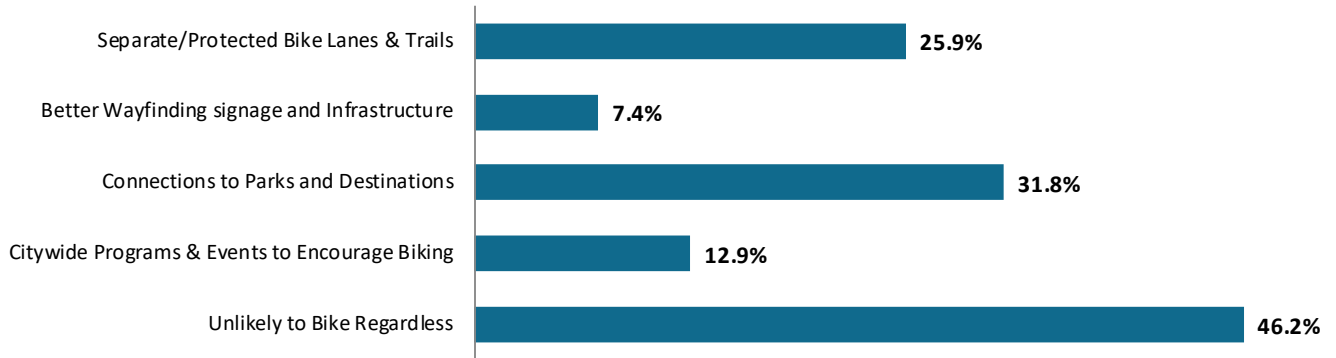


Figure 29
Improvements That Would Increase The Likelihood Of Biking Or Walking Within The Community By Age Group

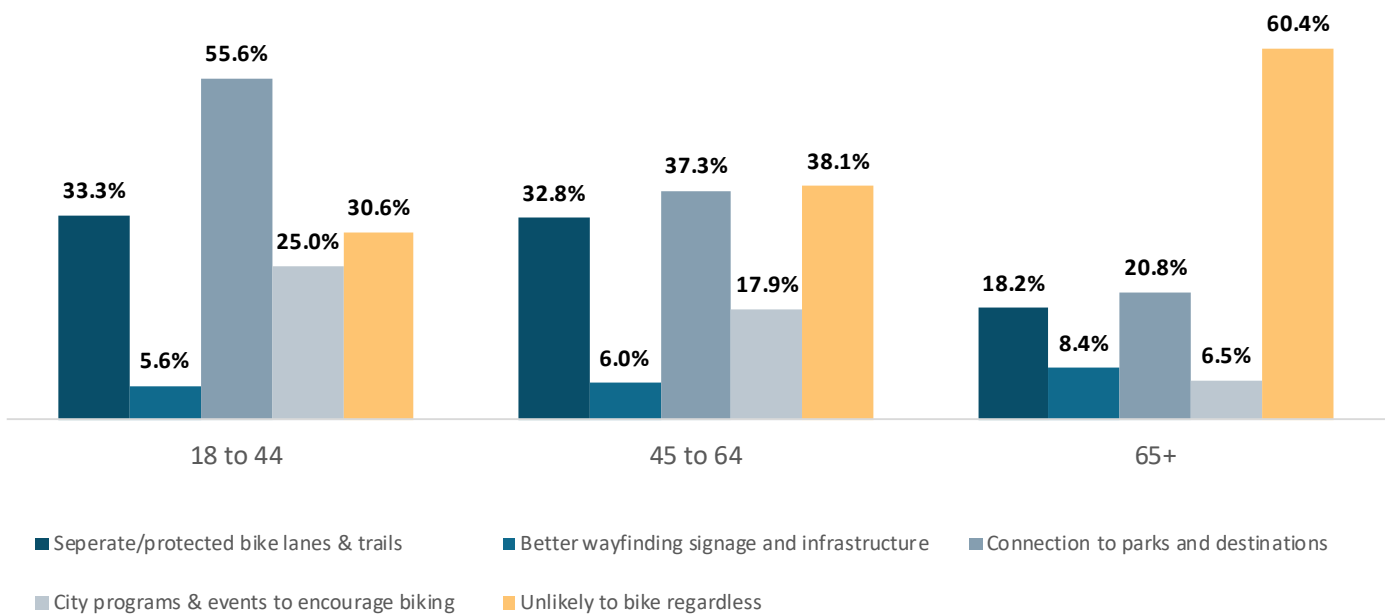
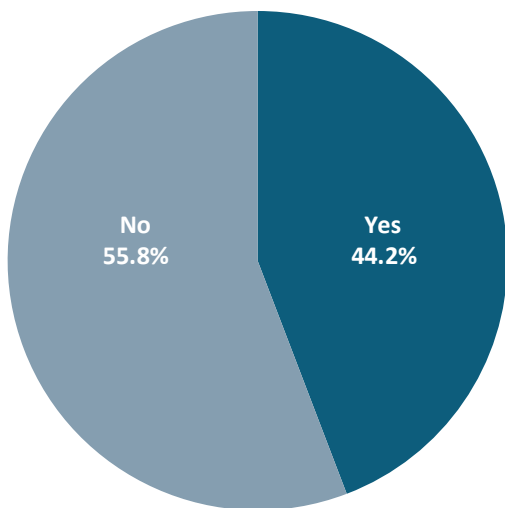


Figure 31
Should The City Invest In Adding More Trails And Bike Lanes Throughout The Community?



3.5 HOUSING

COMMON THEMES

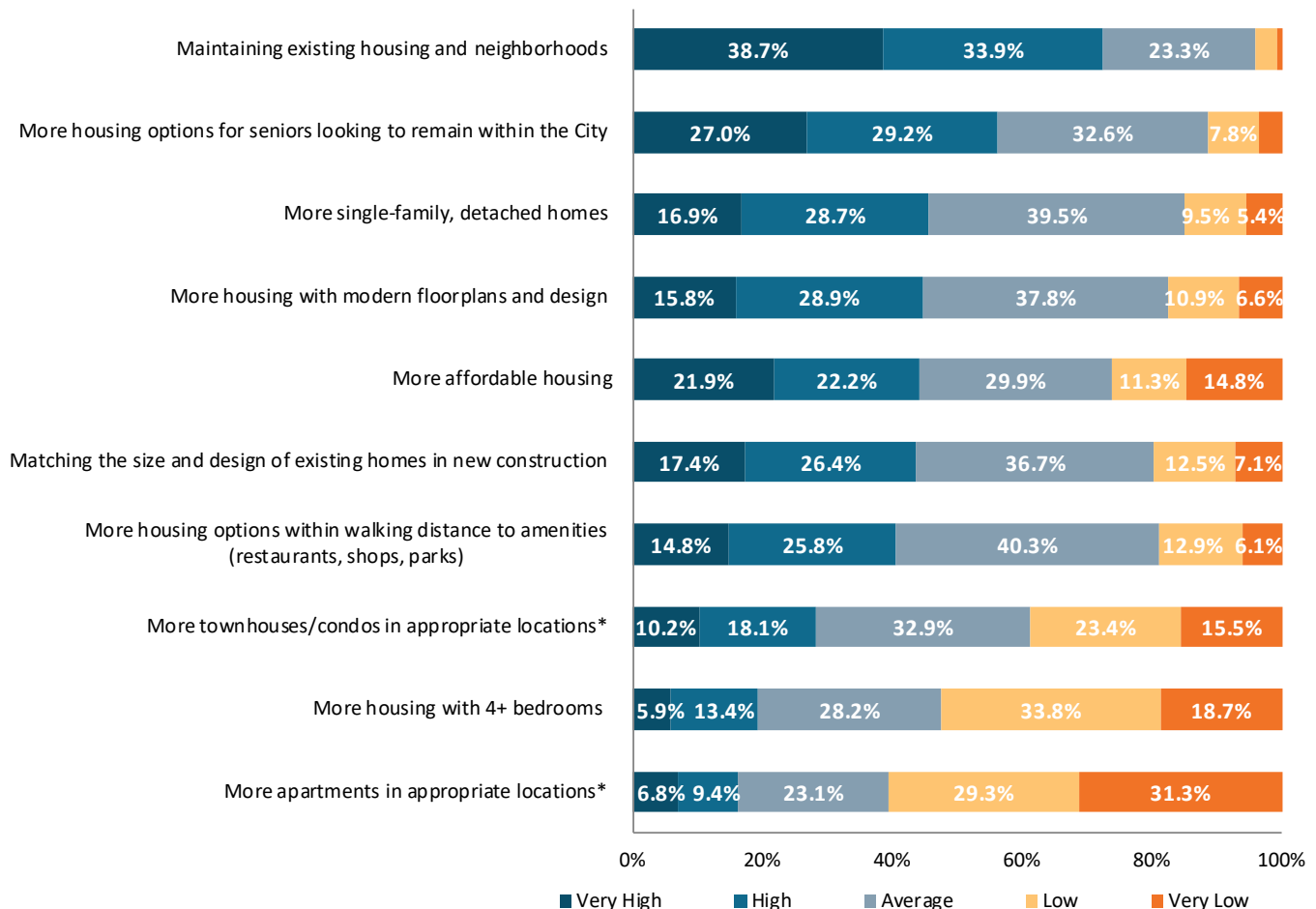
- Maintaining the quality of existing single-family neighborhoods is important
- Modern, affordable, single-family housing is desired for the community
- Diverse housing options in general have only small support, but diverse housing options for seniors are desired
- Assistance and guidance on home maintenance, improvements, and modernization are desired in the community
- Code enforcement and rental property management are important

Housing is a critical component to a community because strong neighborhoods that fit modern market demand are important to developing communities that cater to all ages and preferences. The next survey topic covered opinions on needed housing types in Brooklyn as well as opinions on needed housing services.

PRIORITY HOUSING NEEDS

Question 18 asked respondents to indicate their priority for housing needs in the community. The highest priority for residents is maintaining existing homes and neighborhoods. A combined 72.5% of respondents indicated it was either a “Very High” or “High” priority. As with many communities, keeping the existing housing and neighborhoods strong is more important than adding new housing.

Figure 32
Opinions on Priority For Housing Type Needs



Providing housing options for seniors was the next highest priority with a combined 56.1% indicating it as a high priority.

Single-family homes, especially those with modern floor plans, are also a priority. 45.6% of respondents say new single-family homes were either a "Very High" or "High" priority. Another 44.7% indicated that housing with modern floor plans were of high importance. Also, 44.1% indicated that they thought affordable housing was important.

Townhouses/Condos, 4+ bedroom houses, and apartments were not seen as important. These categories had more respondents indicate that they were either a "Low" or "Very Low" priority that indicated it was a "High" or "Very High" priority. Over 60% said apartments were a low priority while 52.5% said houses with 4+ bedrooms were a low priority. Townhouses/condos had 28.3% say they were a high priority, but had 38.8% say they were a low priority.

Maintaining existing housing and neighborhoods was the most important issues across age groups. More single-family, detached homes was the second most important issue for respondents aged 18 to 44 years old (61.8%). 51.2% of respondents age 45 to 64 years old indicated that more housing options for seniors was a high importance. This rate increased to 64.9% by residents aged 65 and older. Housing with modern floor plans and design was also important for 18 to 44 year olds and 45 to 64 year olds.

Breaking responses down by tenure, homeowners highest priority is maintaining existing homes and neighborhoods (74.1%). Homeowners would like more housing for seniors

(54.2%), but this is likely influenced by the over-representation of seniors responding to the survey. Rounding out the priorities for homeowners are more single-family detached homes (45.7%), matching size and design of existing homes with new construction (45.3%), and housing with modern floorplans and design (44%). These priorities all support the need for newer, updated, or remodeled homes to complement the existing housing stock.

Renters priorities were different. Their highest priority was more affordable housing (72.5%). This reflects the generally larger portion of income that renters pay towards housing cost and general upwards trends in rental rates throughout the country. Renters would also like to see more housing options for seniors (64.9%) again likely linked to the over representation of seniors in the survey. However this may indicate that there is a significant portion of senior renters. This could support the first priority for more affordable housing in that seniors can often be on fixed incomes.

The final three highest priorities for renters are to maintain existing housing and neighborhoods (63.5%), housing within walking distance to amenities (56.5%), and housing with modern floorplans and design (48.1%). Renters often want to live in denser neighborhoods where they can walk to stores and restaurants and other needs and destinations. This is especially true if they are seniors who often may have driving restrictions. The desire for more modern housing design and floorplans could be indicative of renters wishing to buy homes within the community and not finding many options.

Figure 33
Highest Priority for Housing Types Needed By Age Group

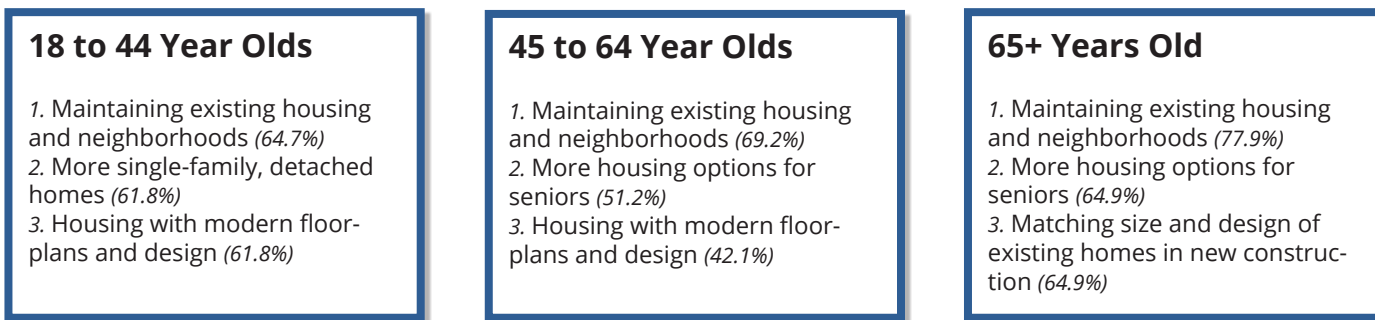
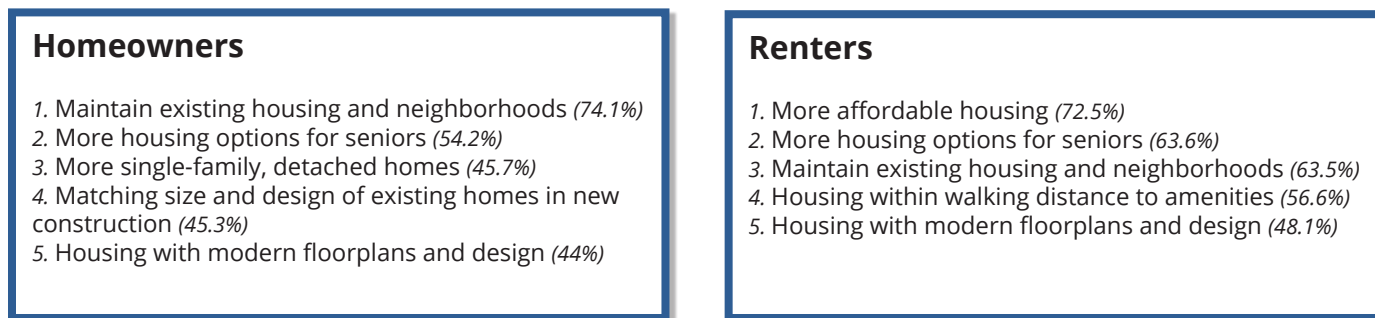


Figure 34
Highest Priority for Housing Types Needed By Respondent Tenure



PRIORITY HOUSING SERVICES

Question 19 (Figure 35) asked respondents about their priority for housing services the community needs. All responses but one received a combined response of “Very High” or “High” greater than 50%. The highest indicated priority was assistance for home improvements, with 64% indicating as such. Home renovation/modernization was the next highest with 57%. Rental property management education was next with 56.4%. It did have the highest rate of respondents indicate it was a “Very High” priority at 25.7%.

Stronger or more consistent code enforcement received 52.3% response as a high priority and first-time homeowner education received 50.8% response as a high priority.

Looking at responses by age groups, those 18 to 44 years old were most concerned with home renovation/modernization guidance (61.8%), followed by assistance for home improvements (58.8%) and first-time homebuyer down payment assistance (57.6%). Assistance for home improvements was the highest priority for residents 45 to 64 years old. They also prioritized home renovation/modernization guidance (56.5%), rental property management education (55%), and first-time homebuyer down payment assistance (52.8%).

Seniors age 65 and older almost equally prioritized stronger, more consistent code enforcement (63.5%) and assistance

for home improvements (63.1%). The also prioritized rental property management education (60.3%) and home renovation/modernization guidance.

Looking at response by tenure, homeowners prioritized assistance for home improvements (65.5%) the highest while renters prioritized first-time homebuyer down payment assistance (69.2%). This reflects the financial burdens of buying and maintaining a house.

Homeowners also prioritized homeowner renovation/modernization guidance (56.5%) and stronger, more consistent code enforcement (53.5%). Renters prioritized home renovation/modernization guidance (61.1%) and assistance for home improvements (58.8%). Homeowners are concerned with modernizing and maintaining their homes, but also the homes around them. Renters are also concerned about modernization and maintenance of homes, possibly reflecting their desire to someday own a home in Brooklyn, or that they are currently renting a home that could be modernized, rather than an apartment.

Many of these responses echo the priority of housing needs from Question 18. Maintaining existing housing and neighborhoods and modernizing housing stock were high priorities and services that would help accomplish this were indicated as priorities in Question 19.

Figure 35
Opinions on Priority For Housing Service Needs

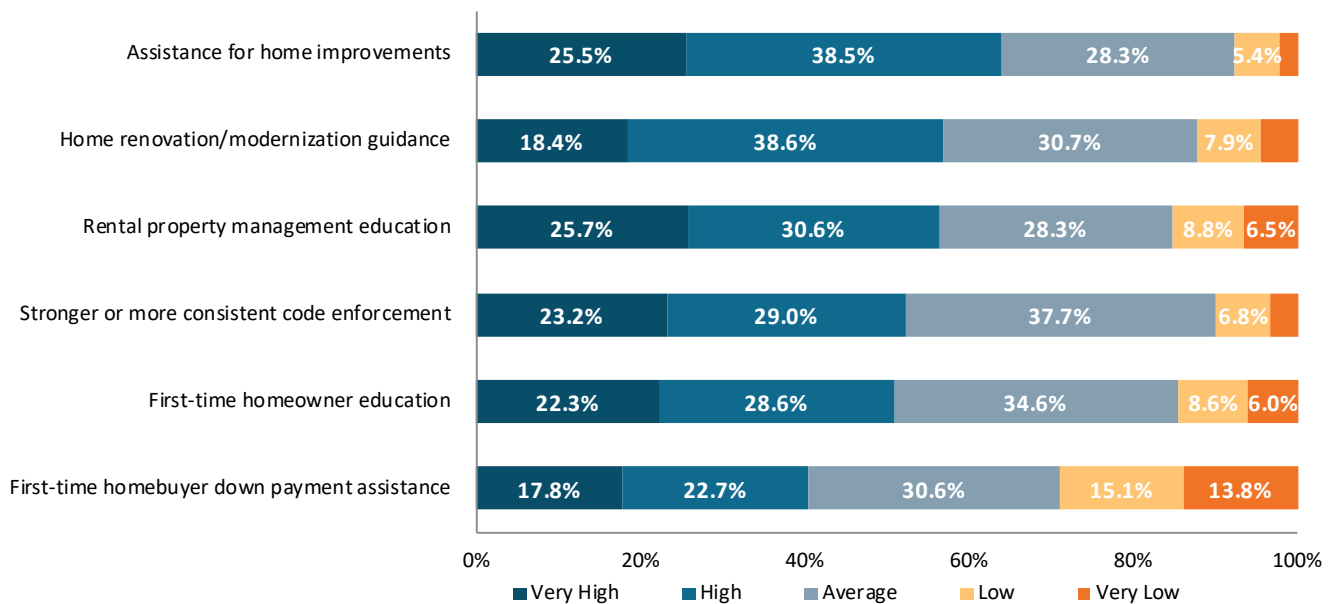


Figure 37
Highest Priority for Housing Services Needed By Age Group

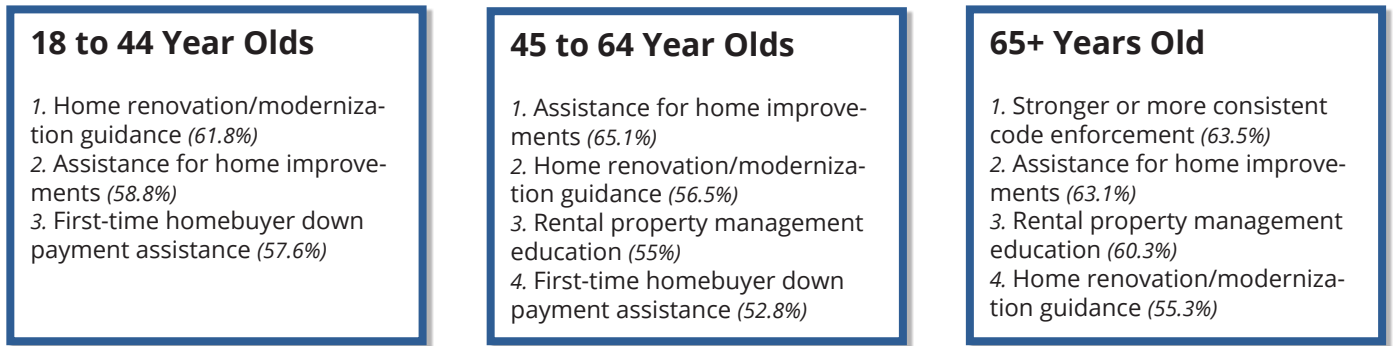
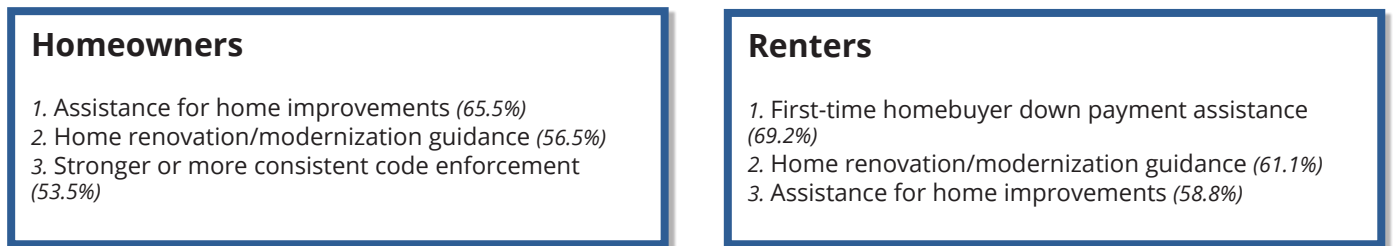


Figure 36
Highest Priority for Housing Services Needed By Respondent Tenure



3.6 PARKS & RECREATION

COMMON THEMES

- Veterans Memorial Park & Big Creek Reservation are the highest rated, most used parks in the City
- The Quality of most other parks and recreation facilities is seen as “Average” or “Good”, but not great
- Residents wish to see the John M. Coyne Recreation Center Renovated and expanded at its existing location
- A new or renovated recreation center should provide amenities that are both typical (pool, walking track, cardio, etc.) and becoming standard in recreation facilities (cafe/ coffee shop, fitness studios, event space, etc)

Parks and recreation facilities are important components of a complete community. They provide space for active living, community interaction, and physical activity. The survey asked respondents about accessibility to parks, the quality of existing facilities, typical use of facilities, Their preference for the future of existing facilities, and overall opinions on quality.

USE OF RECREATION FACILITIES

Question 20 asked respondents about how often they use specific recreation facilities in the City. Big Creek Reservation and the swimming pool at the Coyne Recreation Center were the only parks or recreation facilities that were used at least once a week by more than 10% of respondents, at 11.6% and 10.6% respectively.

The James P. Brock Memorial Playground, Cpl. Knight Commons, and the Ice Rink were the most likely to be used “Rarely” or “Never” by respondents with each having a combined response rate over 80% for those categories. On the other hand, Big Creek Reservation and Veterans Memorial park were the most likely to be used at least several times a year. However, a majority of residents (57.6% and 56.1%, respectively) still indicated they used them “Rarely” or “Never”.

QUALITY OF RECREATION FACILITIES

Question 21 asked respondents to rate the quality of parks and recreation facilities in the City. The highest rated facility by respondents is Veterans Memorial Park. Just over 69% of respondents indicated that its quality was either “Excellent” or “Good”. Big Creek Reservation was close behind with just over 67% stating it was “Excellent” or “Good”. Big Creek Reservation also received the highest percentage of rating as “Excellent” with 20.1% rating it as such.

The James P. Brock Memorial Playground, John M. Coyne Recreation Center, and Cpl. Knight Commons all were identified as either “Excellent” or “Good” by at least 50% of respondents. Marquardt Park was the only facility to receive

a combined response less than 50%. However, the Coyne Recreation Center received the highest response rate as either “Poor” or “Very Poor”, with 15.7% combined.

Except for Veterans Memorial Park and Big Creek Reservation, one of the highest indicated ratings was “Average”. Residents do not feel that parks and recreation facilities are bad, but there is plenty of room to improve the quality of the City’s facilities.

ACCESS TO PARKS

Question 22 (see Figure 38) asked respondents to rate the ease of access to parks in the community. Over half, 53.3%, stated that access was good. Another 14.5% stated that it was excellent. Only 3.8% combined said access was either “Poor” or “Very Poor”. This result helps to understand that use of parks is not, in general, being suppressed by poor access. Location, quality, and amenities of individual parks and facilities may factor in more.

Figure 38
Opinions On The Ease Of Public Access to Parks

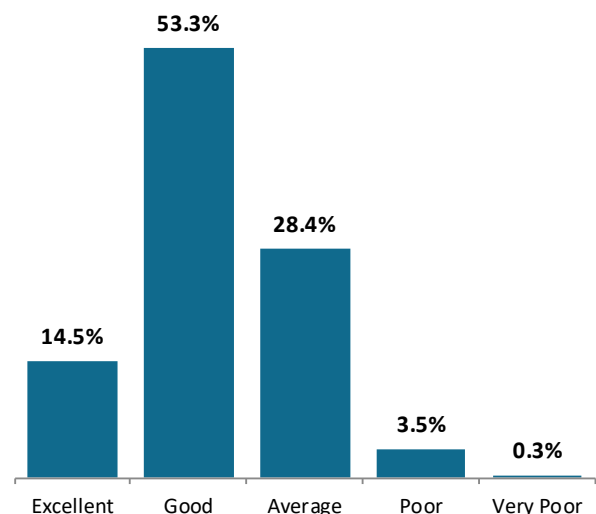


Figure 39
Use Of Community Recreation Facilities

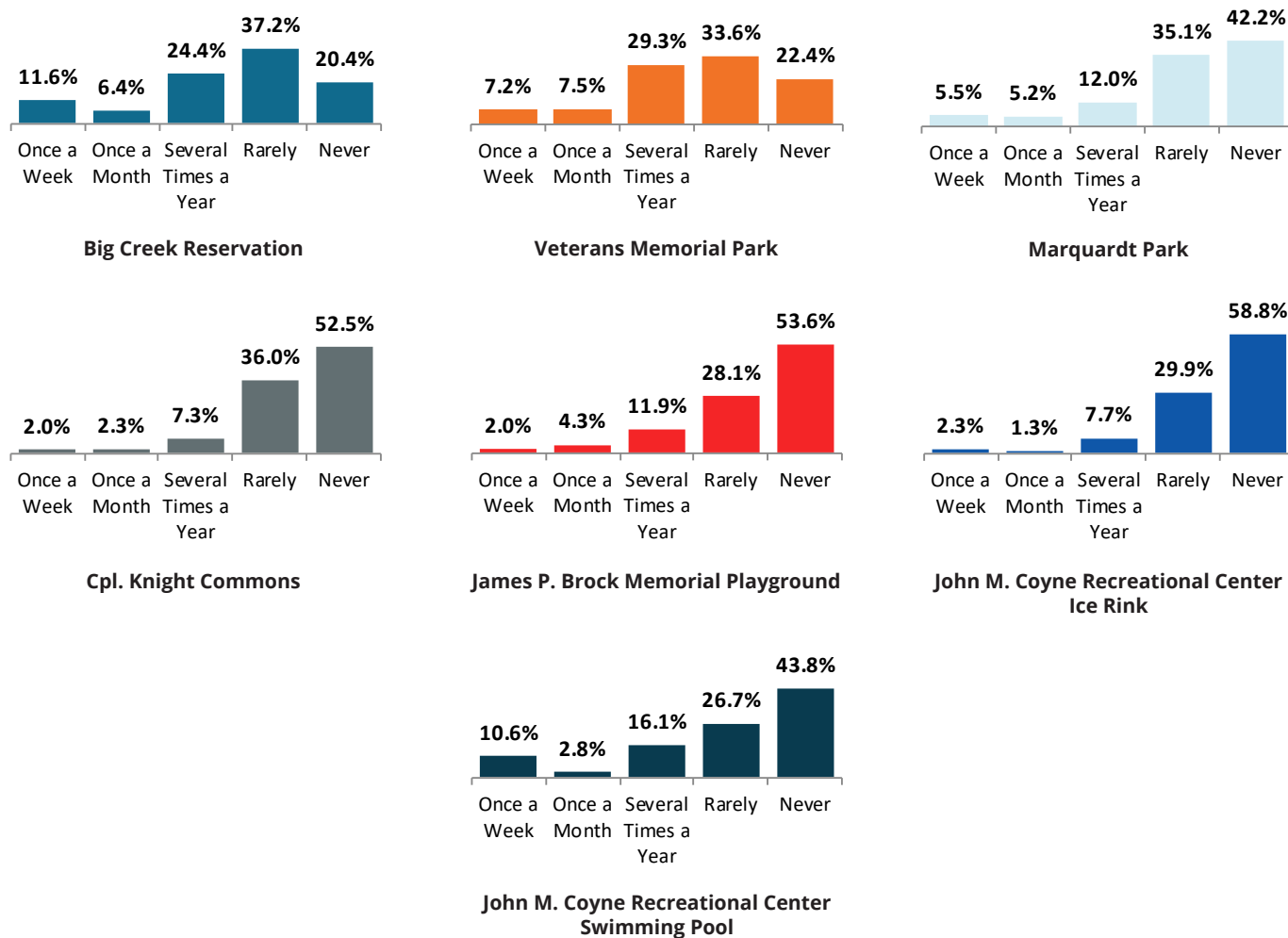


Figure 40
Opinions on The Quality Of Parks And Recreation Facilities

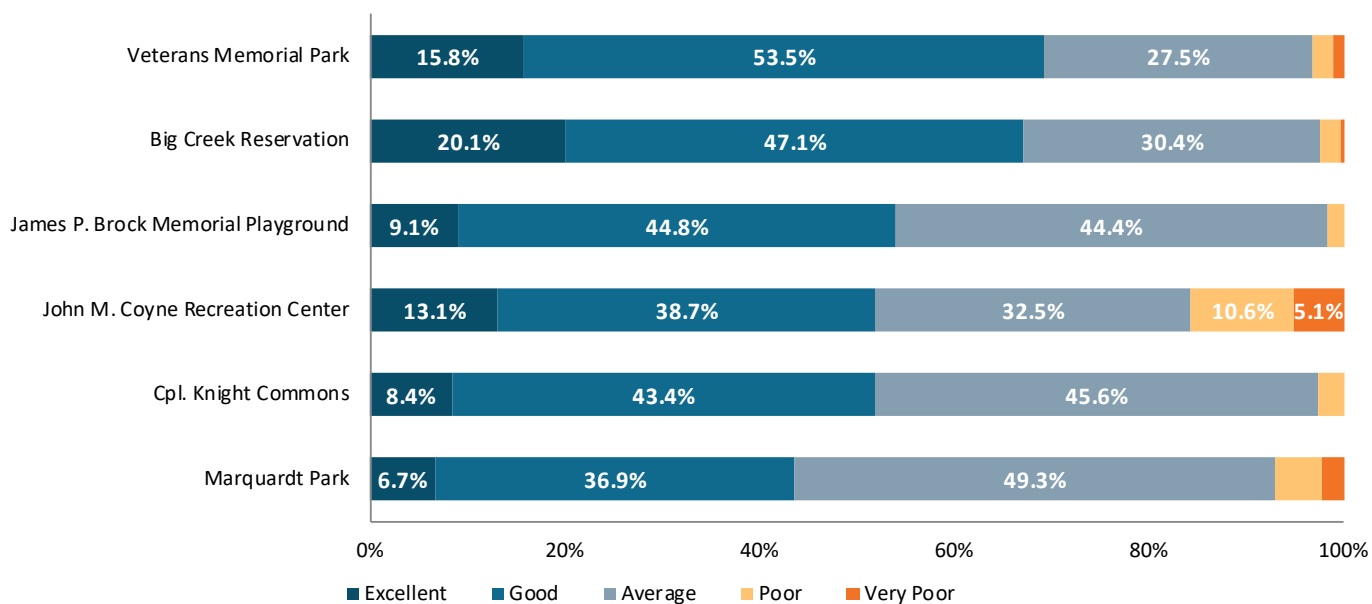
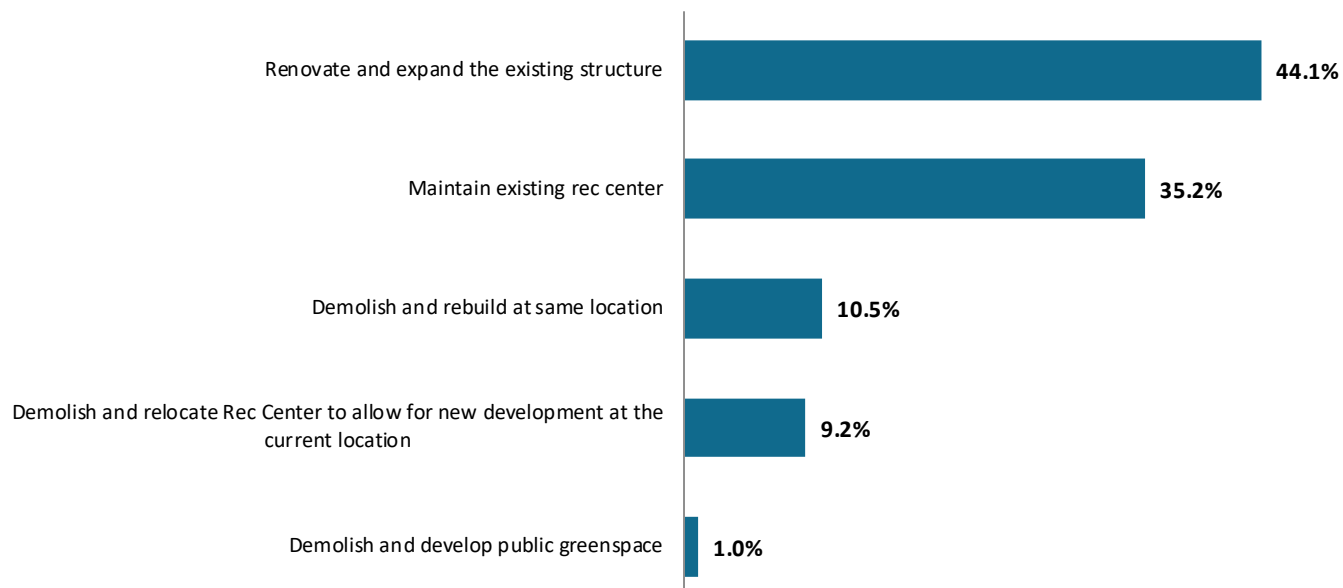


Figure 41
 Preferences For The Future of The John M. Coyne Recreation Center



FUTURE OF THE JOHN M. COYNE RECREATION CENTER

The next series of questions were directly related to the future of the Coyne Recreation Center. The Center is aging and as seen in Question 21, many residents also rate its quality as average or poor. The city is starting to discuss the best way to approach the facility's future.

Question 23 (Figure 42) asked residents what their preference was for the future of the John M. Coyne Recreation Center. The largest response rate at 44.1% was to renovate and expand the existing structure. The next highest response at 35.2% was to maintain the existing rec center. Two options asked asking about demolishing and rebuilding, one at the same location, the other at a new location, both received 9-10% response. Very few respondents, only 1% thought that the Center should be demolished and redeveloped as public greenspace.

Seniors 65 years old and older were equally split between maintaining the existing center and renovating and expanding the existing center. Young adult and middle-aged respondents largely supported renovating and expanding the existing recreation center. Young adults (18 to 44) were the most likely to support demolishing and rebuilding the rec center (20.6%). 13.9% of middle-aged (45 to 64) respondents also supported demolish and rebuild in place. Regardless, renovation and expansion of the current rec center received the most overall support from all age groups. (See Figure 43 on page 47)

Question 24 asked whether respondents would support the sale of the Ice Rink. This would leave the City no longer responsible for maintenance and upkeep, but could also limit access or cause other unknown issues. The significant majority of respondents, 61%, would not support the sale of the Ice Rink and would like to see the City retain control.

Question 25 asked respondents on their opinions for what types of programs or amenities should be included if a new or renovated recreation center is built. Respondents

were allowed to select all that apply. The 340 respondents selected a total of 3,252 responses. The complete list of responses can be seen in Figure 44 on page 47.

The most desired amenities were an indoor walking track and an indoor pool, identified by 69.1% and 67.1% of respondents respectively. Senior Activities was also a high priority, selected by 58.5% of respondents. Cardio equipment also received a 53.5% response rate.

An outdoor pool was desired by just under half of the respondents at 49.7%. Strength training equipment and yoga/aerobics/fitness studios were close behind with 48.8% and 47.9% response rate, respectively. Outdoor walking track, after school programs, and cafe/coffee/ smoothie shop all received just over 40% of the response.

Figure 42
 Support For Sale of the Ice Rink

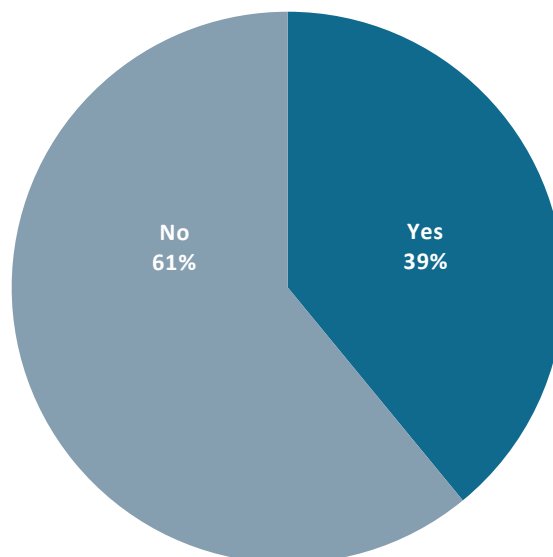


Figure 43
 Preferences For The Future of The John M. Coyne Recreation Center by Age Group

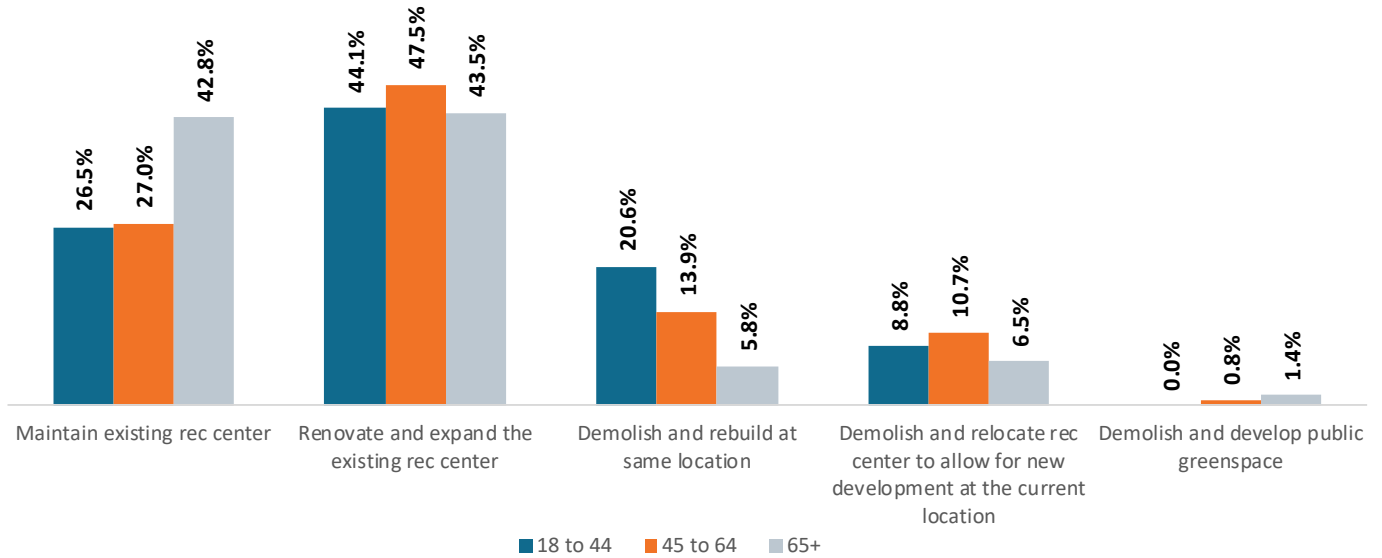
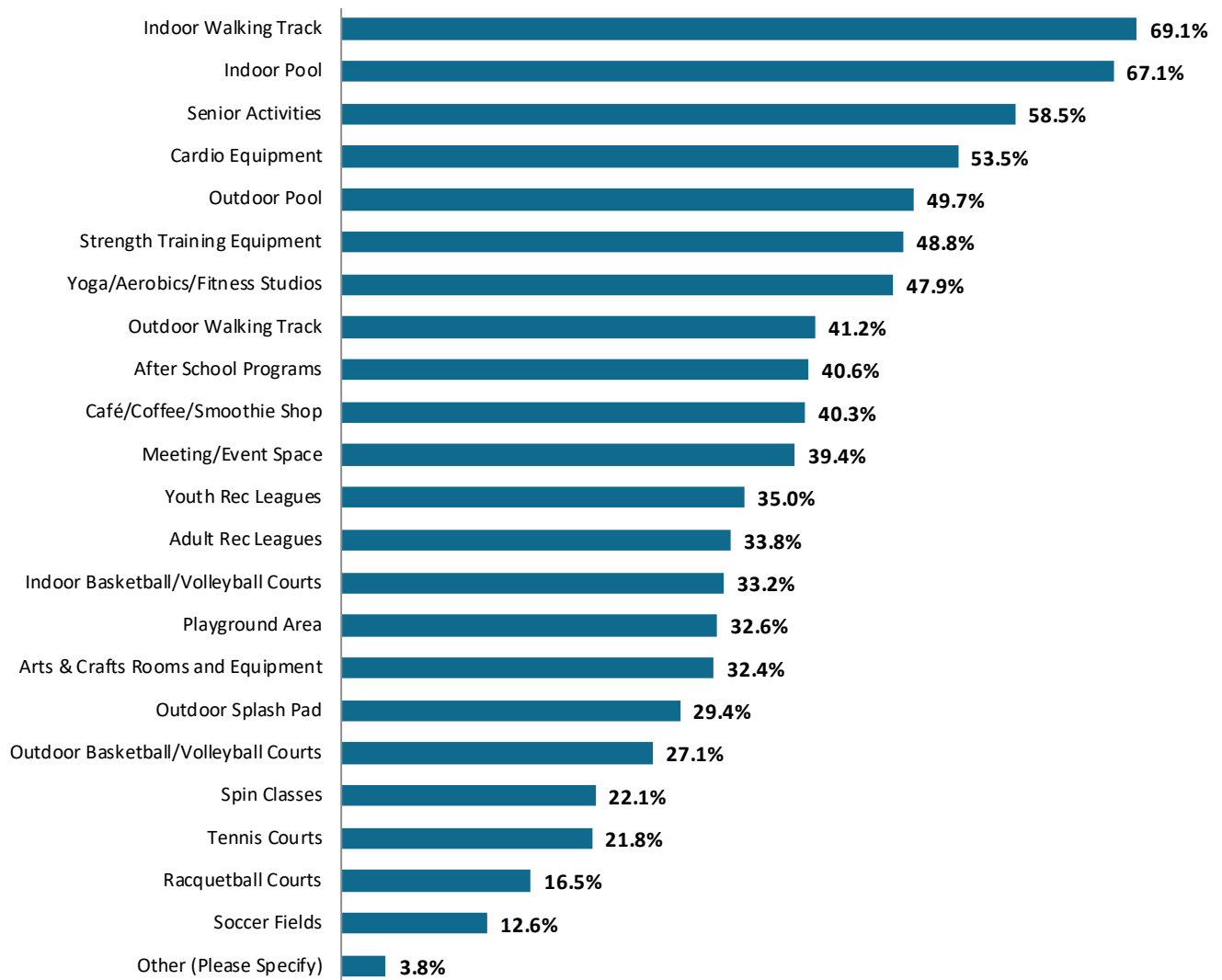


Figure 44
 Opinions On The Types Of Facilities Or Programs That Be Should Provided In A New Or Renovated Recreation Center



Only four specific options were selected by less than 25% of respondents. They were spin classes, tennis courts, racquetball courts, and soccer fields. Soccer fields received the lowest support with only 12.6% of respondents selecting it.

When looking at responses by age group (Figure 46), younger adults (18 to 44) are more likely to desire strength training equipment (72.2%) and an outdoor pool (77.8%). They are also more likely to desire programs for youth, such as rec leagues or after school programs. This is likely due to the presence of younger families with kids.

Middle-aged respondents (45 to 64) also had an outdoor pool as one of their top 4 desires (61.2%). Seniors 65 and over matched closely to the overall response, on flipping places between senior activities and an indoor pool.

A common write in response was to include an ice rink. Other ideas included bocce courts, gardening classes, and event space. Several also wrote in to maintain the existing

rec center. Write in responses also often mentioned amenities provided by recreation centers in neighboring communities. This may indicate a desire to “catch up” with neighbors.

Finally, **Question 26 (Figure 45)** asked whether respondent felt that the Senior Center should be relocated adjacent to or within an new recreation center. The majority of respondents, 54%, said that it should not be relocate. However, with 46% saying that they would support it being moved, it is within the margin of error of the survey. This issue would significantly depend upon final plans and significant public involvement in the process. Interestingly, middle-aged respondents (45 to 64) actually favored relocating the senior center. This may be because this age group is uniquely positioned to benefit from both centers and having them adjacent would be beneficial to using both.

Figure 45
Most Desired Amenities In Any Potential New or Renovated Recreation Center By Age Group

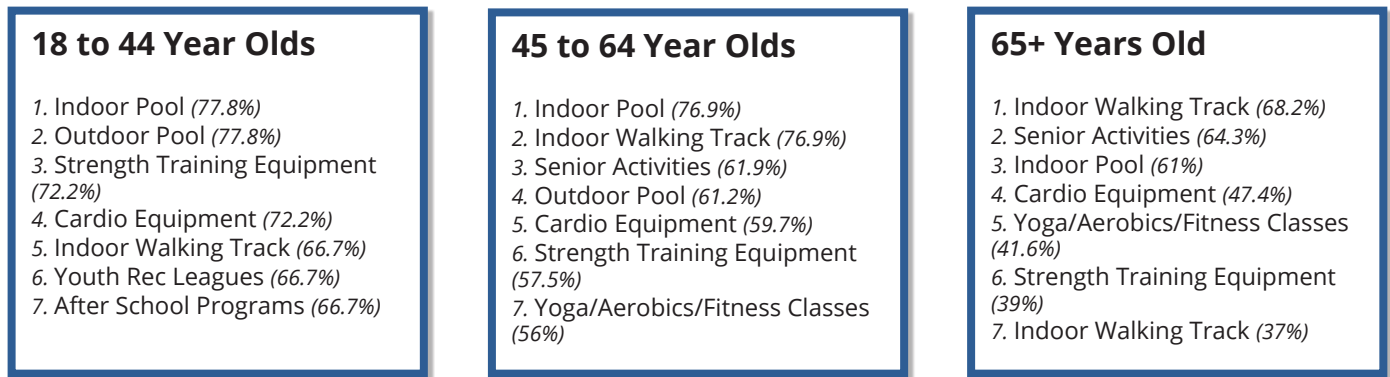


Figure 46
Support for The Senior Center Being Relocated Adjacent To Or Within A New Recreation Center

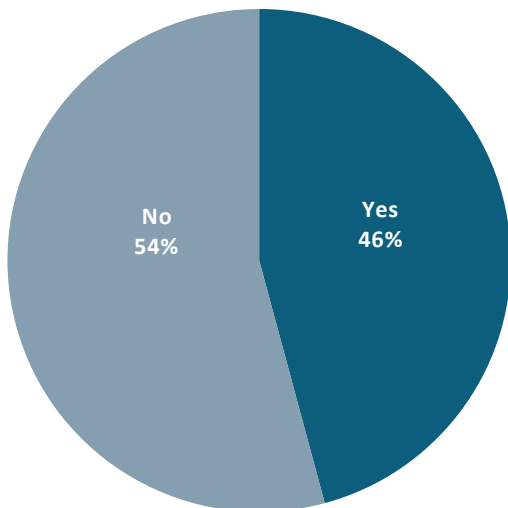
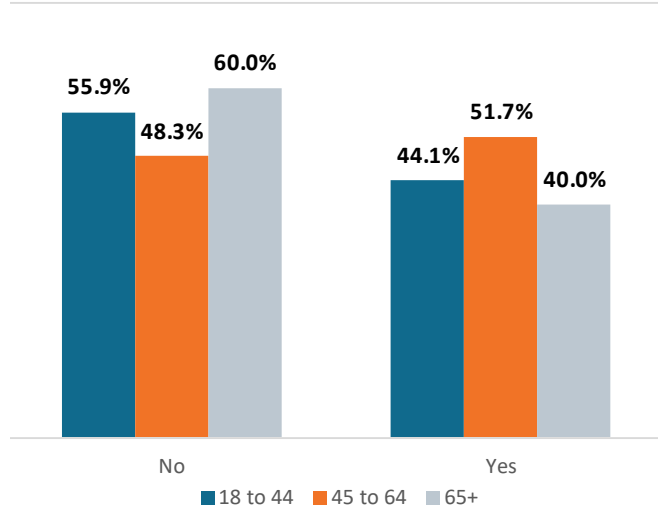


Figure 47
Support for The Senior Center Being Relocated Adjacent To Or Within A New Recreation Center By Age Group



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3.7 COMMUNITY AMENITIES

COMMON THEMES

- The Brooklyn Library is both the most important community amenity and the highest rated community amenity.
- Brooklyn City Schools are very important, but are not perceived to be high quality
- The City Recreation Center and Senior Community Center have room for improved quality

The City of Brooklyn provides numerous amenities for residents, including the Public Library, Schools, and other venues. To understand the importance of these amenities and how they are used, the survey asked residents to rate the quality and importance of individual amenities.

The Senior Community Center received 41.7% saying it was “Excellent” or “Good”. The John M. Coyne Recreation Center rated lower with 36.8% saying it was either “Excellent” or “Good”. The Recreation Center received the lowest rankings as well, with 17.9% saying it was either “Poor” or “Very Poor”.

QUALITY OF AMENITIES

Question 27 asked respondents to rate the quality of individual amenities in the City of Brooklyn. The Brooklyn Branch Library was the highest rated amenity with 77.2% of respondents rating it as either “Excellent” or “Good”. Big Creek Reservation was next best with 54.3% saying it was “Excellent” or “Good”. Veterans Memorial Park was the only other amenity to receive a response of over 50% as “Excellent” or “Good”.

Private and parochial Schools and the Brooklyn Historical Society Museum were both rated as “Excellent” or “Good” by approximately 35%. However they were both indicated as having not been used by over 35% as well. The Brooklyn City Schools received only 34.1% saying it was “Excellent” or “Good” and 13.7% saying it was either “Poor” or “Very Poor”.

In Figure 49 on page 51, it shows respondents age 45 and older were much more likely to indicate the schools, library, Historical Society Museum, Recreation Center, and Senior Community Center were of “Excellent” or “Good” quality.

Figure 48
Opinions On Quality Of Community Amenities

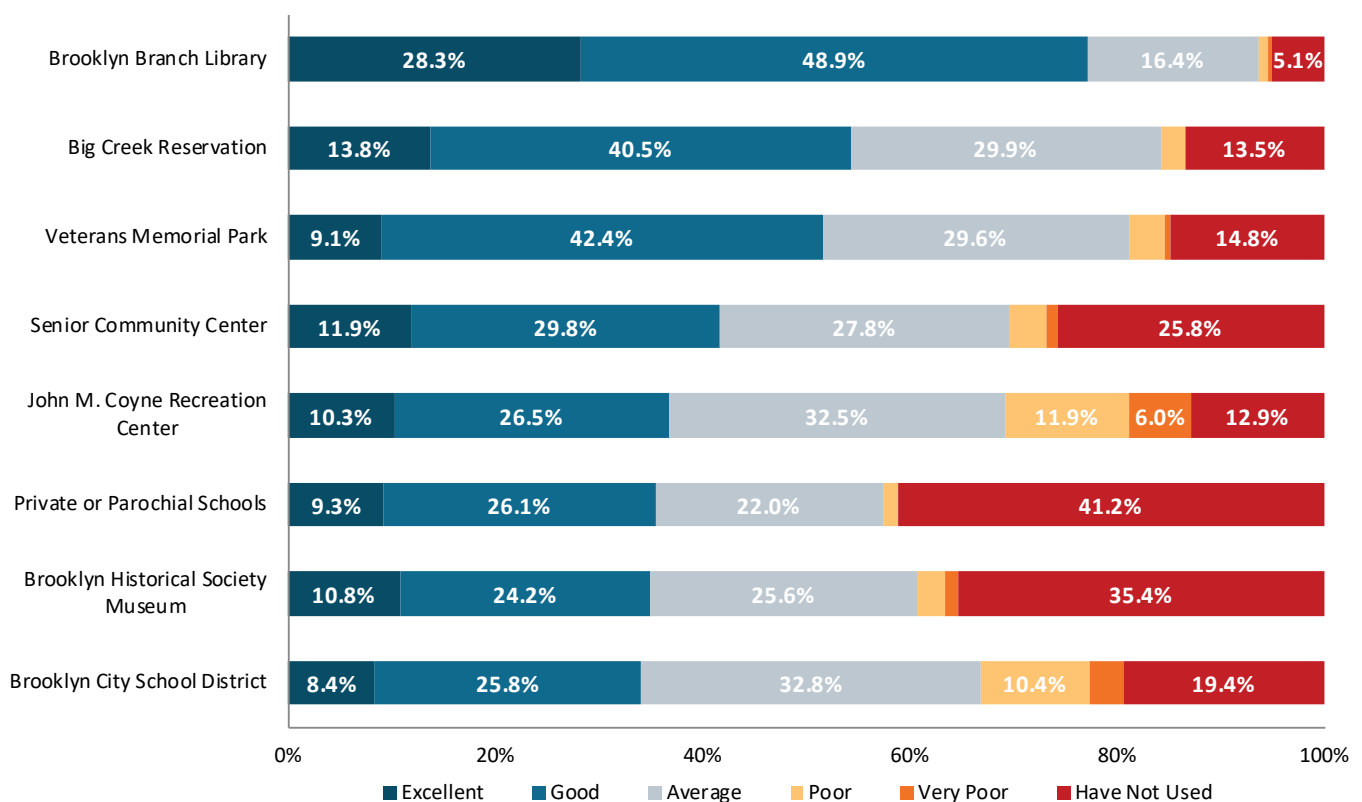
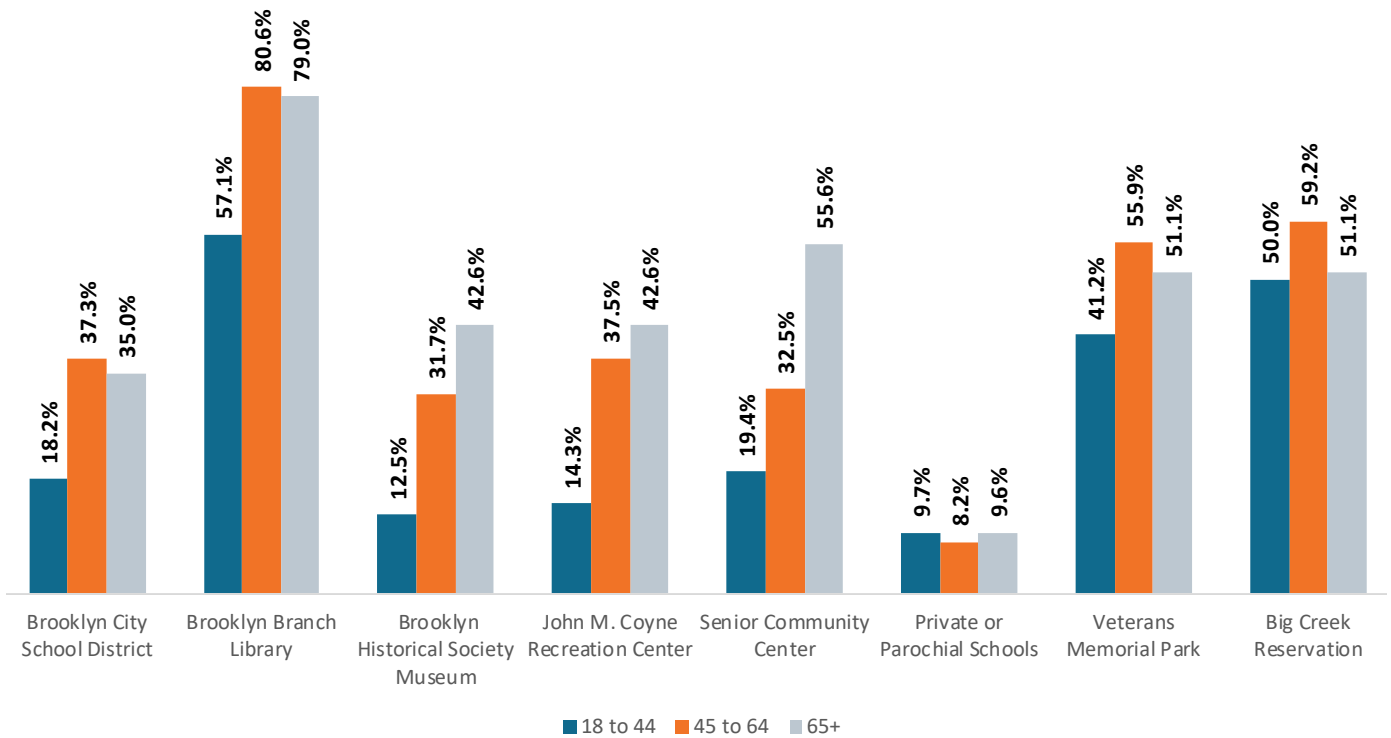


Figure 49
Percent Rating the Quality of Community Amenities as “Excellent” or “Good” By Age Group



The library still received over 50% response as “Excellent” or “Good” by those age 18 to 44. Respondents age 18 to 44 are more likely to agree with older respondents that Veteran’s Memorial Park and Big Creek Reservation are of high quality. Respondents in this age group are more likely to view the schools less than “Excellent” or “Good” quality.

IMPORTANCE OF AMENITIES

Question 27 asked residents to indicate the importance of the same amenities as Question 28 (see Figure 50 on page 52). The Library was again on top as it was indicated the most important amenity with 93% saying it was either “Very Important” or “Important”.

The Brooklyn City School District was indicated as the second most important amenity with 92% stating it was either “Very Important” or “important”. This is significant as it was perceived to have the lowest quality of all the listed amenities.

Both parks received just over 80% response as either “Very Important” or “Important”, placing them in the middle in terms of importance.

The Coyne Recreation Center and the Senior Community Center both were indicated as either “Very Important” or “Important” by just over 90% of respondents. Private or parochial schools and the Brooklyn Historical Society Museum were the least important amenities, but still received over 50% of respondents saying they were “Very

Important” or “Important”.

Looking at responses by age group (Figure 51 on page 52) shows that there is typically agreement on the importance of these amenities across age groups. The most significant difference is that Seniors 65 years old and older are more likely to feel that the Historical Society Museum and Parochial Schools are important. Residents 18 to 44 years old rated the library and Brooklyn School District as the most important. Respondents age 45 and over are also slightly more likely to say that the Coyne Recreation Center and Senior Community Center are “Very Important” or “Important”. Respondents age 18 to 44 were more likely than any other age group to identify Big Creek Reservation as either “Very Important” or “Important”.

Overall, amenities were seen to be important to the City. However, the rate at which they were deemed important was not always equal with their perceived quality. This is especially true of the City schools. That is also difficult because the City itself has no say over school operations. This is also true for the Big Creek Reservation.

The responses show there is room to improve the quality of most every amenity. They city can focus on improving amenities they control (Recreation Center, Senior Center etc.), but also cooperating closely with local schools and other organizations in their efforts to improve amenities within the City.

Figure 50
Opinions On The Importance Of Community Amenities

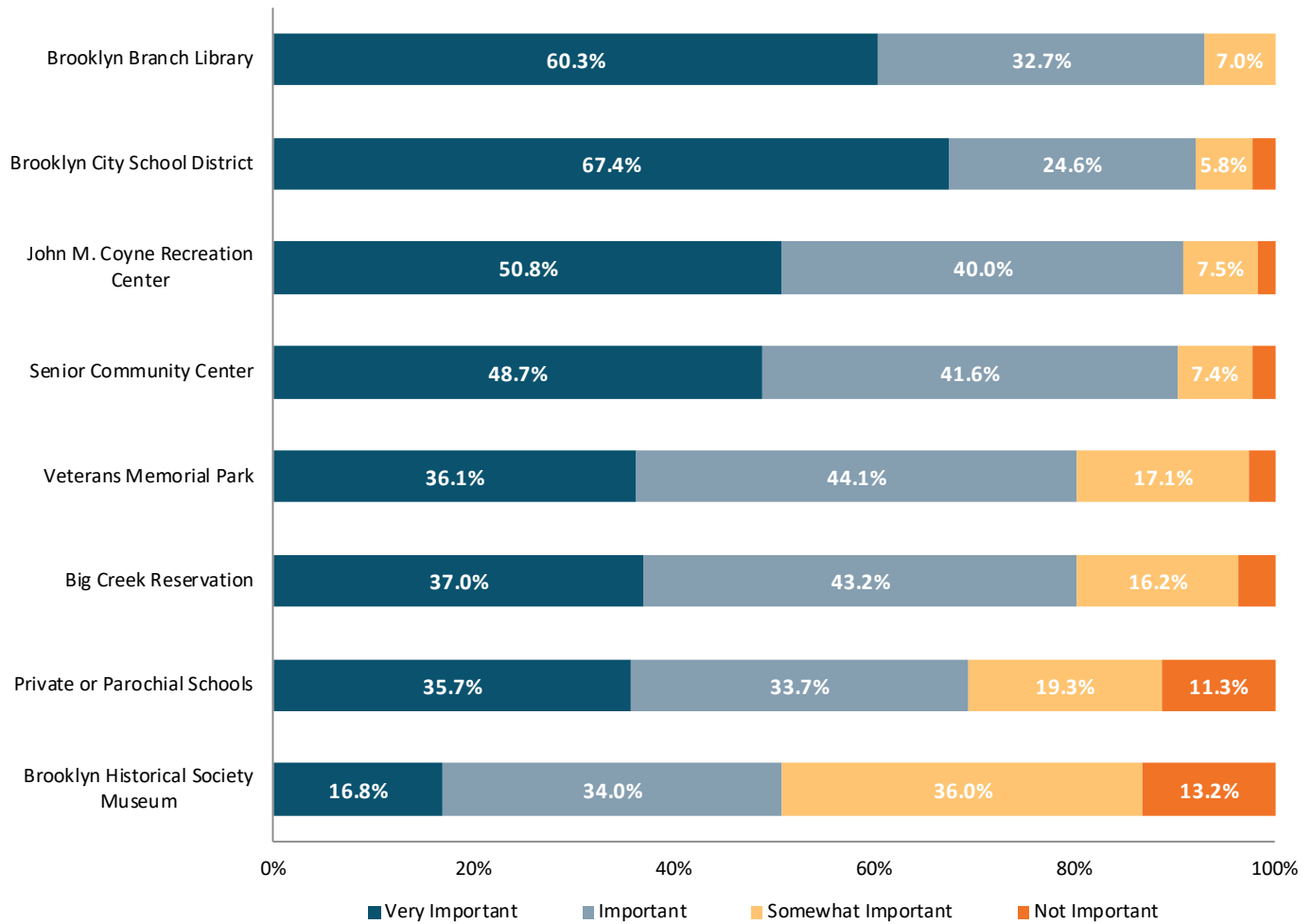
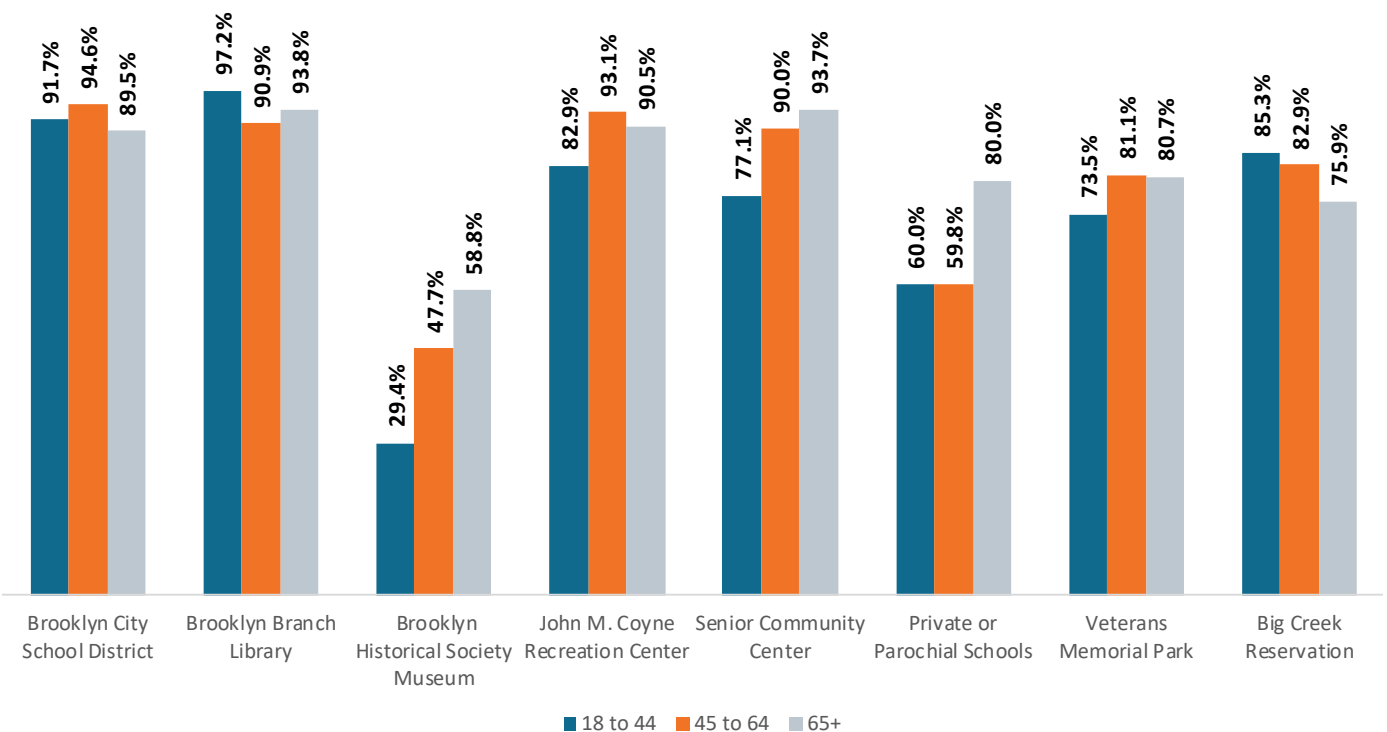


Figure 51
Percent Rating Community Amenities as "Very Important" and "Important" By Age Group



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3.8 RESIDING IN BROOKLYN

COMMON THEMES

- Lower Taxes are the number one reason residents would consider moving out of the City
- A significant number of respondents would not move out of Brooklyn
- While the City can't do much regarding its climate and location, it can enhance housing, amenities, walkability, and municipal services, all factors at least 10% of respondents cited as reasons to consider moving

Question 29, the final non-demographic question of the survey, asked respondents why they might consider moving out of Brooklyn as a way to determine potential negative opinions of the City. This can help identify areas that the City may need to address to help keep and attract residents. The survey provided a list of 21 potential reasons as well as the option "I would not consider moving out of the City of Brooklyn."

Respondents could select up to 4 responses. 340 respondents answered the question with 466 total responses. The number one response was that residents would move for lower taxes. 32.4% of respondents selected this option. The next highest selection was that residents would not move out of Brooklyn. 30.9% of respondents stated they would not move.

Less traffic congestion, for a retirement friendly community, and for a safer community followed the top two, each with over 21% of respondents selecting them. These three are all areas where City action and policy can directly address issues, whether its through infrastructure, zoning, public safety programs, or other initiatives.

Different climate, more rural environment, and a better school district all received just over 17% response. The City has less control over these issues as the City cannot do anything regarding the climate, and as a significantly developed community in a major urban area becoming rural is not likely. The City can work with the school district, but operations and performance are largely out of their control.

Some other interesting results are that 15.3% would move for a newer house. This is important as there is not a lot of room for new housing in the City.

14.1% of respondents would move for better municipal services. While not the highest selected option, it is still important to note that there is a not insignificant population that feels services could be better.

Better community facilities was selected by 12.9% of respondents. As seen in the Community Amenities Section, recreation facilities are important, but the quality of the facilities was lacking somewhat.

Being able to walk more places was selected by 11.5%. As seen in the Transportation and Infrastructure Section while

it was not the highest priority, biking and walking to places was indicated as being important to a significant section of the population.

Finally, townhomes/condos/clustered homes selected by 11.2% of respondents. On its own this is not a large section of the population, but it is important to think about in conjunction to the response of those looking for retirement friendly communities (22.4%). These types of homes can be beneficial in serving an aging population and retaining lifelong residents.

Looking at responses by age group provides some interesting insights (Figure 53 on page 56). Respondents aged 18 to 44 were more likely to indicate that they would consider moving for a newer houses or for better schools (36.1% each). They were also more likely to want to move for a bigger house or more bedrooms (20.6%) These were their top three reasons for considering moving out of Brooklyn. These results point to young families and families with children that are or may eventual grow. Families will need room for children and want the best schools for those children.

Middle-aged adults considered lower taxes the biggest reason to consider moving from Brooklyn (35.1%). Their two next biggest considerations were traffic congestion (31.3%) and safety (29.1%). This age does not appear concerned with housing situations or options. They and their families are most likely settled and may even have children leaving the household.

Senior respondents, those age 65 and older, were the most likely to not consider moving out of Brooklyn (43.5%). Though they were also concerned about traffic and taxes, those who would consider moving were most likely to move to find retirement friendly communities (34.4%). This age group would also consider moving to be closer to friends and family (17.5%).

Responses by tenure (renters versus owners Figure 54 on page 56) shows owners tend to be more concerned with service related issues (taxes, traffic congestion, safety, school districts). Renters are more likely to consider moving for reasons related to housing (nicer apartments, rental units, and retirement communities) Retirement communities were the only housing consideration of the top eight for owners. Interestingly, renters want more walkable areas, reflecting the denser nature of apartment living and a desire to be near a community's amenities.

Figure 52
 Considerations For Moving Out of Brooklyn

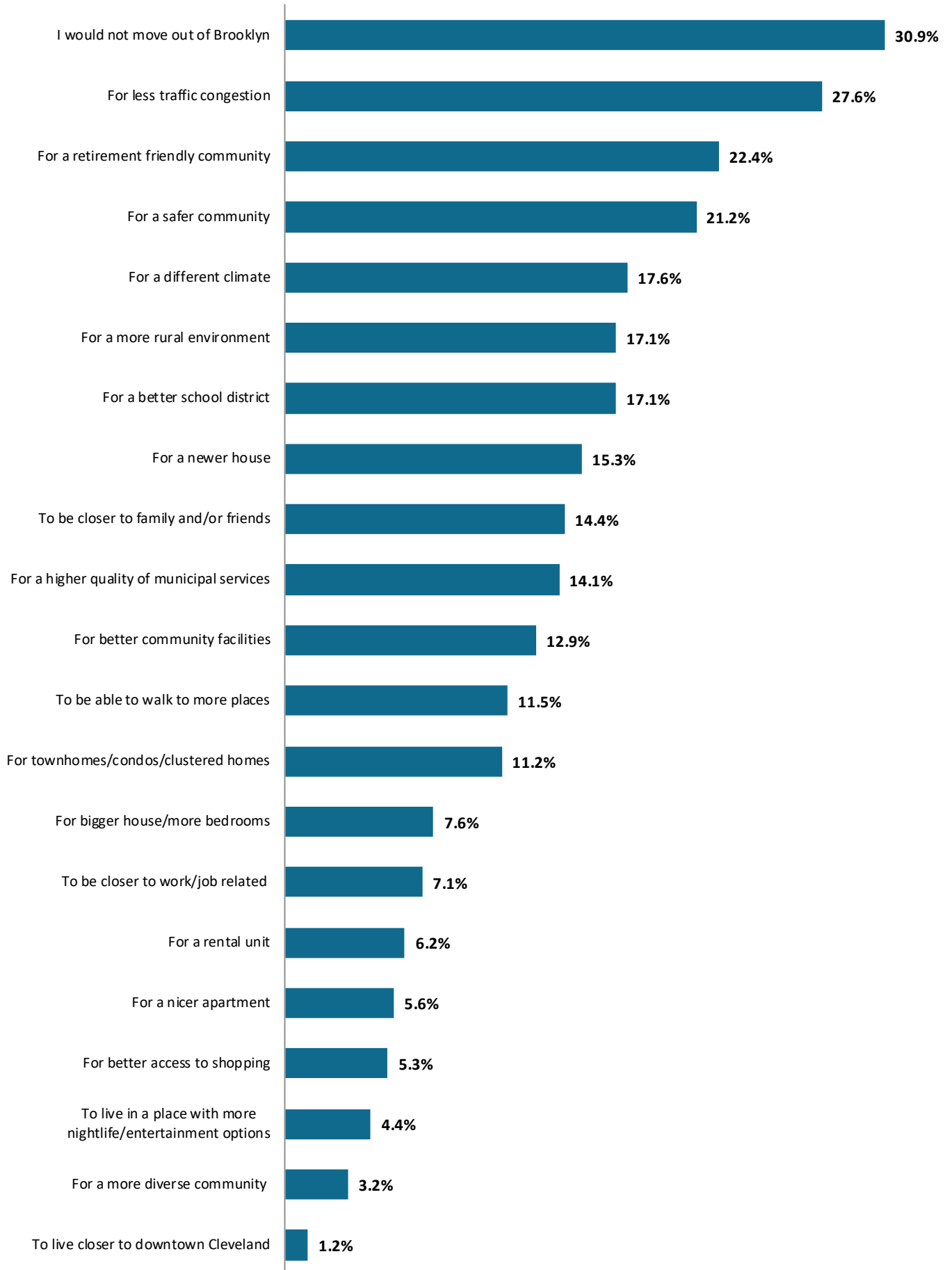


Figure 53
 Considerations For Moving Out of Brooklyn By Age Group

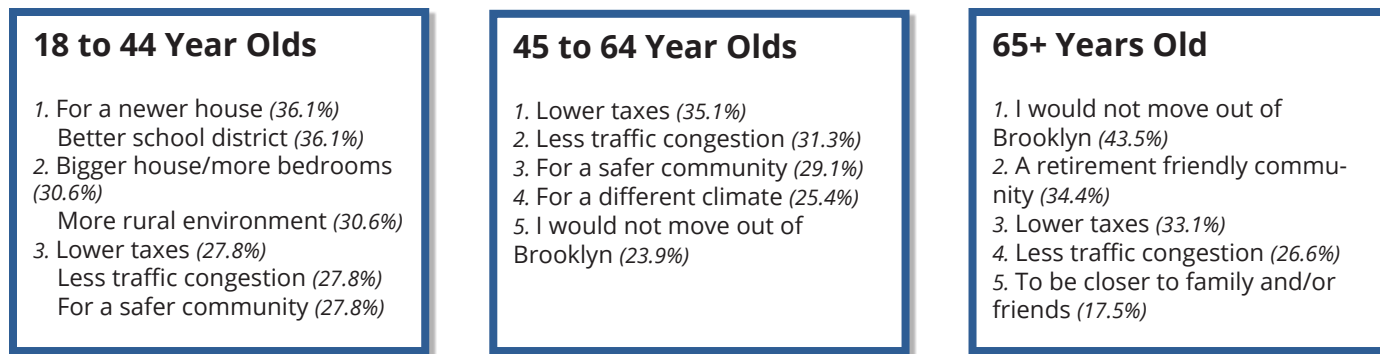
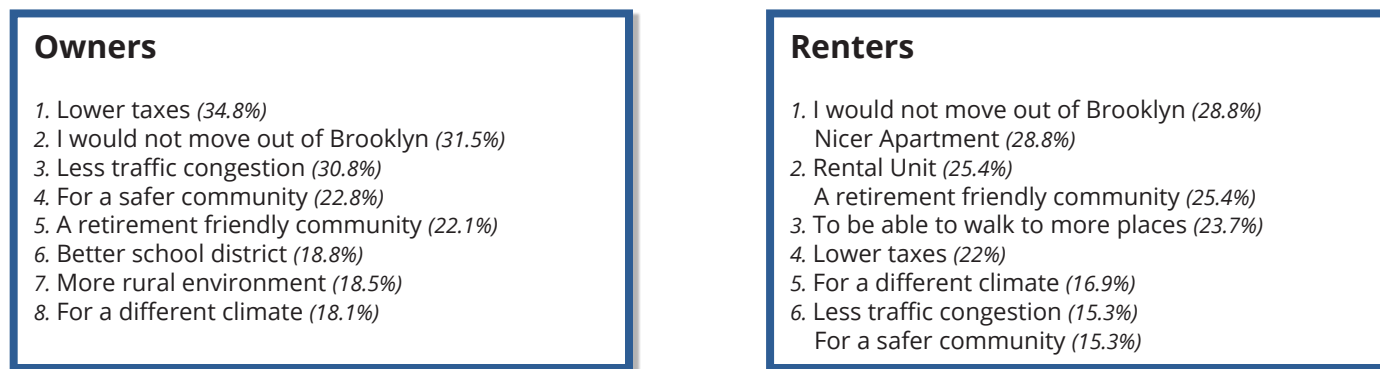


Figure 54
 Considerations For Moving Out of Brooklyn By Tenure



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County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE