CITY OF ROCKY RIVER
MASTER PLAN
COMMUNITY SURVEY RESULTS
• Methodology + Process
• Initial Findings
• Demographics
• Major Themes
• **Methodology + Process**
  • Initial Findings
  • Demographics
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METHODOLOGY + PROCESS
Formulated Questions → Mailed Surveys → Follow-Up Postcard → Tabulated Results → Produced Report
<table>
<thead>
<tr>
<th></th>
<th>Rocky River Survey</th>
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<tbody>
<tr>
<td>Total Households</td>
<td>8,822 Households</td>
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<tr>
<td></td>
<td>Rocky River Survey</td>
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<tr>
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<tr>
<td>Total Households</td>
<td>8,822 Households</td>
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<tr>
<td>Mailed Surveys</td>
<td>1,400 Surveys</td>
</tr>
<tr>
<td></td>
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<tr>
<td>Returned Surveys</td>
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<td>Response Rate</td>
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<tr>
<td>Response Rate</td>
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</tr>
<tr>
<td>Confidence Level</td>
<td>95%</td>
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<tr>
<td>Statistical Error Rate</td>
<td>+/- 4.24</td>
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INITIAL FINDINGS
SURVEY TOPICS

- Reasons for Residing in Rocky River
- Housing
- Infrastructure and Identity
- Parks and Recreation

- Commercial Development
- Transportation
- Communication
- Quality of Life
The graphs in this presentation have been sorted by most popular answer.
REASONS FOR RESIDING IN ROCKY RIVER
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- Quality of the school system: 44.9%
- Feel safe in the City/my neighborhood: 39.6%
- Property is a good investment: 34.0%
- Close to Lake Erie: 32.6%
- Easy access to Downtown Cleveland: 27.0%
- Close to family and/or friends: 26.6%
- High quality of municipal services: 26.6%
- Offers the type of housing I want: 24.5%
- Well-maintained neighborhood: 22.1%
- Enjoy walking and biking community: 21.3%
- Close to shopping: 21.1%
- For the suburban environment: 18.5%
- Easy access to Metroparks/natural areas: 16.9%
- Access to highways: 14.3%
- Close to my work: 11.9%
- Enjoy Downtown Rocky River: 9.3%
- Housing costs fit my budget: 7.6%
- Easy access to City parks: 3.2%
REASONS FOR RESIDING IN ROCKY RIVER

1. Quality of the school system
2. Feel safe in the City/my neighborhood
3. Property is a good investment
4. Close to Lake Erie
5. Easy access to Downtown Cleveland
6. Close to family and/or friends
7. High quality of municipal services
8. Offers the type of housing I want
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15. Close to my work
16. Enjoy Downtown Rocky River
17. Housing costs fit my budget
18. Easy access to City parks

Top Answers:

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More than 10%
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- For lower taxes: 26.9%
- For a different climate: 15.0%
- For more home for my money: 14.6%
- For one-floor living accommodations: 14.6%
- To be closer to family and/or friends: 10.3%
- For a newer house: 10.1%
- To be closer to work/job related: 9.4%
- For a retirement friendly community: 8.0%
- For a smaller house: 7.8%
- For attached condos/clustered homes: 7.4%
- For a larger house: 7.2%
- For a more rural environment: 4.9%
- To be able to walk places: 4.9%
- For less traffic congestion: 4.1%
- For a safer community: 3.7%
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HOUSING
### PRIORITY HOUSING NEEDS

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<tr>
<th>Need</th>
<th>Percentage</th>
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<tbody>
<tr>
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<td>53.8%</td>
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<tr>
<td>More renovations and expansions of existing homes</td>
<td>24.8%</td>
</tr>
<tr>
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</tr>
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</table>
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<table>
<thead>
<tr>
<th>Need</th>
<th>More than 50%</th>
<th>More high priority than low</th>
<th>More low priority than high</th>
<th>More than 50%</th>
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<td>More one-floor living accommodations</td>
<td>17.1%</td>
<td>19.0%</td>
<td>32.5%</td>
<td>18.8%</td>
</tr>
<tr>
<td>More housing options for young people</td>
<td>23.6%</td>
<td>45.8%</td>
<td>10.4%</td>
<td>11.5%</td>
</tr>
<tr>
<td>More townhouses in appropriate locations</td>
<td>19.3%</td>
<td>33.2%</td>
<td>25.9%</td>
<td>13.1%</td>
</tr>
<tr>
<td>More condos in appropriate locations</td>
<td>9.3%</td>
<td>18.0%</td>
<td>32.6%</td>
<td>26.8%</td>
</tr>
<tr>
<td>More infill development on vacant land</td>
<td>13.2%</td>
<td>35.4%</td>
<td>22.7%</td>
<td>22.2%</td>
</tr>
<tr>
<td>More mixed-use buildings</td>
<td>14.2%</td>
<td>27.7%</td>
<td>30.6%</td>
<td>23.3%</td>
</tr>
<tr>
<td>More apartment buildings in appropriate locations</td>
<td>9.2%</td>
<td>22.9%</td>
<td>30.0%</td>
<td>30.8%</td>
</tr>
</tbody>
</table>
### PRIORITY HOUSING NEEDS

- Maintaining existing housing and neighborhoods: 53.8% 31.8% 12.1%
- More renovations and expansions of existing homes: 24.8% 29.6% 34.6%
- More accessible housing options for seniors: 23.3% 22.7% 30.4% 14.2%
- More single-family, detached homes: 12.1% 25.2% 38.8% 16.6%
- More walkable housing options: 14.2% 21.9% 40.2% 17.0%
- More one-floor living accommodations: 17.1% 19.0% 32.5% 18.8% 12.6%
- More housing options for young people: 23.6% 45.8% 10.4% 11.5%
- More townhouses in appropriate locations: 19.3% 33.2% 25.9% 13.1%
- More condos in appropriate locations: 9.3% 18.0% 32.6% 26.8% 13.3%
- More infill development on vacant land: 13.2% 35.4% 22.7% 22.2%
- More mixed-use buildings: 14.2% 27.7% 30.6% 23.3%
- More apartment buildings in appropriate locations: 9.2% 22.9% 30.0% 30.8%
OPINIONS ON DESIGN CODES

- New homes should match in scale and design: 32.8% agree, 38.0% disagree, 20.3% neutral, 6.9% opposed.
- There should be design codes for commercial properties: 31.9% agree, 36.8% disagree, 26.7% neutral, 8.0% opposed.
- Existing design codes are effective: 21.2% agree, 46.7% disagree, 21.8% neutral, 8.0% opposed.
- There should be design codes for residential properties: 18.6% agree, 35.4% disagree, 36.5% neutral, 8.0% opposed.
OPINIONS ON DESIGN CODES

New homes should match in scale and design
- 32.8% Agree
- 38.0% Neutral
- 20.3% Disagree
- 6.9% Strongly Disagree

There should be design codes for commercial properties
- 31.9% Agree
- 36.8% Neutral
- 26.7% Disagree
- 6.9% Strongly Disagree

Existing design codes are effective
- 21.2% Agree
- 46.7% Neutral
- 21.8% Disagree
- 8.0% Strongly Disagree

There should be design codes for residential properties
- 18.6% Agree
- 35.4% Neutral
- 36.5% Disagree
- 8.0% Strongly Disagree
New homes should match in scale and design

There should be design codes for commercial properties

Existing design codes are effective

There should be design codes for residential properties

OPINIONS ON DESIGN CODES

- New homes should match in scale and design: 32.8% agree, 38.0% neutral, 20.3% disagree, 6.9% strongly disagree
- There should be design codes for commercial properties: 31.9% agree, 36.8% neutral, 26.7% disagree, 6.9% strongly disagree
- Existing design codes are effective: 21.2% agree, 46.7% neutral, 21.8% disagree, 8.0% strongly disagree
- There should be design codes for residential properties: 18.6% agree, 35.4% neutral, 36.5% disagree, 8.0% strongly disagree
New homes should match in scale and design

There should be design codes for commercial properties

Existing design codes are effective

There should be design codes for residential properties

OPINIONS ON DESIGN CODES
INFRASTRUCTURE AND IDENTITY
OPINIONS ON INFRASTRUCTURE

- Streets need to be improved: 34.0% agree, 43.4% disagree, 17.8% unsure.
- Trails and bikeways need to be available: 23.8% agree, 36.7% disagree, 28.6% unsure.
- Wayfinding signs are effective: 8.8% agree, 50.7% disagree, 33.0% unsure, 6.6% not applicable.
- Stormwater should be handled in more efficient, environmentally friendly ways: 24.0% agree, 35.0% disagree, 34.3% unsure.
- Sidewalks need to be improved: 21.7% agree, 33.3% disagree, 34.6% unsure, 10.1% not applicable.
- The sewer system needs to be improved: 18.5% agree, 31.8% disagree, 43.1% unsure, 6.1% not applicable.
# Opinions on Infrastructure

<table>
<thead>
<tr>
<th>Opinion</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
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</thead>
<tbody>
<tr>
<td>Streets need to be improved</td>
<td>34.0%</td>
<td>43.4%</td>
<td>17.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trails and bikeways need to be available</td>
<td>23.8%</td>
<td>36.7%</td>
<td>28.6%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wayfinding signs are effective</td>
<td>8.8%</td>
<td>50.7%</td>
<td>33.0%</td>
<td>6.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stormwater should be handled in more efficient, environmentally friendly ways</td>
<td>24.0%</td>
<td>35.0%</td>
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<td></td>
<td></td>
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<tr>
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<td>6.1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OPINIONS ON INFRASTRUCTURE

- Streets need to be improved: 34.0% agree, 43.4% disagree, 17.8% neutral
- Trails and bikeways need to be available: 23.8% agree, 36.7% disagree, 28.6% neutral
- Wayfinding signs are effective: 8.8% agree, 50.7% disagree, 33.0% neutral, 6.6% don't know
- Stormwater should be handled in more efficient, environmentally friendly ways: 24.0% agree, 35.0% disagree, 34.3% neutral
- Sidewalks need to be improved: 21.7% agree, 33.3% disagree, 34.6% neutral, 10.1% don't know
- The sewer system needs to be improved: 18.5% agree, 31.8% disagree, 43.1% neutral, 6.1% don't know
OPINIONS ON INFRASTRUCTURE

- Streets need to be improved: 34.0% for improvement, 43.4% for maintenance, 17.8% for replacement.
- Trails and bikeways need to be available: 23.8% for improvement, 36.7% for maintenance, 28.6% for replacement.
- Wayfinding signs are effective: 8.8% need improvement, 50.7% are effective, 33.0% need maintenance, 6.6% need replacement.
- Stormwater should be handled in more efficient, environmentally friendly ways: 24.0% need improvement, 35.0% are effective, 34.3% need maintenance, 6.6% need replacement.
- Sidewalks need to be improved: 21.7% need improvement, 33.3% are effective, 34.6% need maintenance, 10.1% need replacement.
- The sewer system needs to be improved: 18.5% need improvement, 31.8% are effective, 43.1% need maintenance, 6.1% need replacement.
### OPINIONS ON INFRASTRUCTURE

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Streets need to be improved</td>
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</tr>
<tr>
<td>The sewer system needs to be improved</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

According to the survey, the most common opinion is that streets need to be improved (34.0%), followed by trails and bikeways need to be available (23.8%), wayfinding signs are effective (8.8%), stormwater should be handled in more efficient, environmentally friendly ways (24.0%), sidewalks need to be improved (21.7%), and the sewer system needs to be improved (18.5%).
The City has a unique and strong sense of place

Lake Road is attractive

Rocky River's streets are attractive

Historic preservation is a core community value

Hilliard Boulevard is attractive

Environmentally friendly development is a core community value

Detroit Road is attractive

City gateways should be improved with signage, landscaping, and art

The City should promote and invest in public art

Wooster Road is attractive

Center Ridge Road is attractive
The City has a unique and strong sense of place
Lake Road is attractive
Rocky River's streets are attractive
Historic preservation is a core community value
Hilliard Boulevard is attractive
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Detroit Road is attractive
City gateways should be improved with signage, landscaping, and art
The City should promote and invest in public art
Wooster Road is attractive
Center Ridge Road is attractive
<table>
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<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
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<tbody>
<tr>
<td>Rocky River has a unique and strong sense of place</td>
<td>41.5%</td>
<td>46.8%</td>
<td>9.4%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Historic preservation is a core community value</td>
<td>21.0%</td>
<td>46.6%</td>
<td>26.4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmentally friendly development is a core community value</td>
<td>20.4%</td>
<td>45.1%</td>
<td>27.8%</td>
<td></td>
<td></td>
<td></td>
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<td>10.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The City should promote and invest in public art</td>
<td>10.8%</td>
<td>29.7%</td>
<td>39.6%</td>
<td>16.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Rocky River has a unique and strong sense of place
Historic preservation is a core community value
Environmentally friendly development is a core community value
City gateways should be improved with signage, landscaping, and art
The City should promote and invest in public art
Rocky River has a unique and strong sense of place

Historic preservation is a core community value

Environmentally friendly development is a core community value

City gateways should be improved with signage, landscaping, and art

The City should promote and invest in public art
OPINIONS ON IDENTITY

Rocky River has a unique and strong sense of place

- 41.5% Favor
- 46.8% Oppose
- 9.4% Neutral

Historic preservation is a core community value

- 21.0% Favor
- 46.6% Oppose
- 26.4% Neutral

Environmentally friendly development is a core community value

- 20.4% Favor
- 45.1% Oppose
- 27.8% Neutral

City gateways should be improved with signage, landscaping, and art

- 19.2% Favor
- 37.9% Oppose
- 31.4% Neutral
- 10.2% Neutral

The City should promote and invest in public art

- 10.8% Favor
- 29.7% Oppose
- 39.6% Neutral
- 16.2% Neutral
OPINIONS ON IDENTITY

- Rocky River has a unique and strong sense of place
  - 41.5% Agree
  - 46.8% Disagree
  - 9.4% Undecided

- Historic preservation is a core community value
  - 21.0% Agree
  - 46.6% Disagree
  - 26.4% Undecided

- Environmentally friendly development is a core community value
  - 20.4% Agree
  - 45.1% Disagree
  - 27.8% Undecided

- City gateways should be improved with signage, landscaping, and art
  - 19.2% Agree
  - 37.9% Disagree
  - 31.4% Undecided
  - 10.2% Undecided

- The City should promote and invest in public art
  - 10.8% Agree
  - 29.7% Disagree
  - 39.6% Undecided
  - 16.2% Undecided
### OPINIONS ON IDENTITY

- **Rocky River has a unique and strong sense of place**
  - 41.5% agree
  - 46.8% disagree
  - 9.4% neither agree nor disagree

- **Historic preservation is a core community value**
  - 21.0% agree
  - 46.6% disagree
  - 26.4% neither agree nor disagree

- **Environmentally friendly development is a core community value**
  - 20.4% agree
  - 45.1% disagree
  - 27.8% neither agree nor disagree

- **City gateways should be improved with signage, landscaping, and art**
  - 19.2% agree
  - 37.9% disagree
  - 31.4% neither agree nor disagree

- **The City should promote and invest in public art**
  - 10.8% agree
  - 29.7% disagree
  - 39.6% neither agree nor disagree
  - 16.2% neither agree nor disagree

- **Historic preservation is a core community value**
  - 21.0% agree
  - 46.6% disagree
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- **Environmentally friendly development is a core community value**
  - 20.4% agree
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- **City gateways should be improved with signage, landscaping, and art**
  - 19.2% agree
  - 37.9% disagree
  - 31.4% neither agree nor disagree

- **The City should promote and invest in public art**
  - 10.8% agree
  - 29.7% disagree
  - 39.6% neither agree nor disagree
  - 16.2% neither agree nor disagree
OPINIONS ON IDENTITY

- Lake Road is attractive: 17.7% agree, 65.1% disagree, 12.7% neutral
- Rocky River's streets are attractive: 6.6% agree, 64.1% disagree, 23.4% neutral
- Hilliard Boulevard is attractive: 11.4% agree, 56.0% disagree, 17.8% neutral, 12.0% neutral
- Detroit Road is attractive: 10.2% agree, 52.1% disagree, 23.0% neutral, 12.8% neutral
- Wooster Road is attractive: 25.6% agree, 33.1% disagree, 31.1% neutral, 7.4% neutral
- Center Ridge Road is attractive: 12.9% agree, 19.0% disagree, 45.8% neutral, 20.7% neutral
OPINIONS ON IDENTITY

Lake Road is attractive
- 17.7% More than 50%
- 65.1% Between 40% and 59%
- 12.7% Less than 40%

Rocky River's streets are attractive
- 6.6% More than 50%
- 64.1% Between 40% and 59%
- 23.4% Less than 40%

Hilliard Boulevard is attractive
- 11.4% More than 50%
- 56.0% Between 40% and 59%
- 17.8% Less than 40%
- 12.0% Equal to 0%

Detroit Road is attractive
- 10.2% More than 50%
- 52.1% Between 40% and 59%
- 23.0% Less than 40%
- 12.8% Equal to 0%

Wooster Road is attractive
- 25.6% More than 50%
- 33.1% Between 40% and 59%
- 31.1% Less than 40%
- 7.4% Equal to 0%

Center Ridge Road is attractive
- 12.9% More than 50%
- 19.0% Between 40% and 59%
- 45.8% Less than 40%
- 20.7% Equal to 0%
<table>
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<tr>
<th>Road</th>
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<td>Lake Road is attractive</td>
<td>17.7%</td>
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<tr>
<td>Rocky River's streets are attractive</td>
<td>6.6%</td>
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<td>Hilliard Boulevard is attractive</td>
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<td>25.6%</td>
</tr>
<tr>
<td>Center Ridge Road is attractive</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

North America is attractive: 65.1%
North West America is attractive: 64.1%
North East America is attractive: 56.0%
South America is attractive: 52.1%
North America is attractive: 33.1%
North West America is attractive: 45.8%
North East America is attractive: 20.7%
PARKS AND RECREATION
OPINIONS ON FACILITIES

- Outdoor Water Zone Pool: 40.4% (48.8%), 10.8%
- Rocky River Park: 40.4% (47.9%), 10.7%
- Don Umerley Civic Center: 33.0% (54.2%), 11.8%
- Elmwood Park: 24.6% (60.5%), 14.3%
- City Hall Park: 16.1% (57.8%), 23.3%
- Hamilton Ice Arena: 15.3% (55.9%), 26.4%
- Linden Park: 16.6% (50.5%), 30.7%
- Bradstreet's Landing: 14.8% (50.5%), 26.1%, 5.0%
- Tri-City Park: 13.1% (49.4%), 34.2%
- Martin Park: 11.5% (44.7%), 40.4%
- Bates Road Tot Lot: 12.3% (40.4%), 40.4%
- Rocky River Middle School Tot Lot: 13.6% (38.1%), 40.9%
- Morley Park: 10.4% (40.6%), 40.6%, 6.4%
USE OF FACILITIES

- Bates Road Tot Lot: 74.2%
- Rocky River Middle School Tot Lot: 60.7%
- Morley Park: 55.0%
- Martin Park: 53.7%
- Tri-City Park: 47.5%
- Hamilton Ice Arena: 35.4%
- Linden Park: 30.5%
- Outdoor Water Zone Pool: 26.6%
- Elmwood Park: 23.6%
- Bradstreet's Landing: 21.6%
- Don Umerley Civic Center: 14.2%
- Rocky River Park: 14.1%
- City Hall Park: 11.7%
<table>
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<tr>
<td>Bates Road Tot Lot</td>
<td>74.2%</td>
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<tr>
<td>Rocky River Middle School Tot Lot</td>
<td>60.7%</td>
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<tr>
<td>Morley Park</td>
<td>55.0%</td>
</tr>
<tr>
<td>Martin Park</td>
<td>53.7%</td>
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<tr>
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<td>Linden Park</td>
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<td>Outdoor Water Zone Pool</td>
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<td>Don Umerley Civic Center</td>
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<tr>
<td>Rocky River Park</td>
<td>14.1%</td>
</tr>
<tr>
<td>City Hall Park</td>
<td>11.7%</td>
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USE AND OPINION OF FACILITIES

High Quality Ranking

Percent Have Not Used

Outdoor Water Zone Pool: 89.2%
Rocky River Park: 88.3%
Don Umerley Civic Center: 87.2%
Elmwood Park: 85.2%
City Hall Park: 73.9%
Hamilton Ice Arena: 71.2%
Linden Park: 67.1%
Bradstreet's Landing: 65.4%
Tri-City Park: 62.4%
Martin Park: 56.3%
Bates Road Tot Lot: 74.2%
Rocky River Middle School Tot Lot: 60.7%
Morley Park: 55.0%
<table>
<thead>
<tr>
<th>Policy Statement</th>
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<tr>
<td>I regularly use park and recreation facilities</td>
<td>24.6%</td>
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<tr>
<td>There are enough open field areas</td>
<td>9.1%</td>
</tr>
<tr>
<td>The City Hall Campus is a high quality complex</td>
<td>12.2%</td>
</tr>
<tr>
<td>Public access to Lake Erie should be improved</td>
<td>24.1%</td>
</tr>
<tr>
<td>There are enough wooded or natural areas</td>
<td>48.2%</td>
</tr>
<tr>
<td>There are enough facilities for all ages</td>
<td>46.5%</td>
</tr>
<tr>
<td>There is enough parking at facilities</td>
<td>44.5%</td>
</tr>
<tr>
<td>Public access to the Rocky River and the Metroparks...</td>
<td>15.7%</td>
</tr>
<tr>
<td>There is adequate seating</td>
<td>36.4%</td>
</tr>
<tr>
<td>There are amenities so I can bike to parks</td>
<td>34.0%</td>
</tr>
<tr>
<td>There should be more community events</td>
<td>25.4%</td>
</tr>
<tr>
<td>There are enough trails</td>
<td>27.1%</td>
</tr>
<tr>
<td>The City should invest in additional parks and facilities</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

Here are the percentage breakdowns for each statement:

- I regularly use park and recreation facilities: 24.6%
- There are enough open field areas: 9.1%
- The City Hall Campus is a high quality complex: 12.2%
- Public access to Lake Erie should be improved: 24.1%
- There are enough wooded or natural areas: 48.2%
- There are enough facilities for all ages: 46.5%
- There is enough parking at facilities: 44.5%
- Public access to the Rocky River and the Metroparks...: 15.7%
- There is adequate seating: 36.4%
- There are amenities so I can bike to parks: 34.0%
- There should be more community events: 25.4%
- There are enough trails: 27.1%
- The City should invest in additional parks and facilities: 25.2%
I regularly use park and recreation facilities

- Agree: 24.6%
- Strongly Agree: 40.0%
- Neutral: 19.9%
- Disagree: 11.7%

There are enough open field areas

- Agree: 9.1%
- Strongly Agree: 54.4%
- Neutral: 29.3%
- Disagree: 11.7%

The City Hall Campus is a high quality complex

- Agree: 12.2%
- Strongly Agree: 50.7%
- Neutral: 30.2%
- Disagree: 11.7%

Public access to Lake Erie should be improved

- Agree: 24.1%
- Strongly Agree: 36.3%
- Neutral: 26.1%
- Disagree: 11.7%

There are enough wooded or natural areas

- Agree: 48.2%
- Strongly Agree: 29.9%
- Neutral: 13.7%
- Disagree: 11.7%

There are enough facilities for all ages

- Agree: 46.5%
- Strongly Agree: 39.0%
- Neutral: 11.7%
- Disagree: 3.0%

There is enough parking at facilities

- Agree: 44.5%
- Strongly Agree: 27.4%
- Neutral: 18.6%
- Disagree: 11.7%

Public access to the Rocky River and the Metroparks...

- Agree: 15.7%
- Strongly Agree: 26.4%
- Neutral: 36.7%
- Disagree: 18.8%

There is adequate seating

- Agree: 36.4%
- Strongly Agree: 39.3%
- Neutral: 17.5%
- Disagree: 10.6%

There are amenities so I can bike to parks

- Agree: 34.0%
- Strongly Agree: 47.2%
- Neutral: 10.6%
- Disagree: 8.2%

There should be more community events

- Agree: 25.4%
- Strongly Agree: 55.0%
- Neutral: 8.9%
- Disagree: 11.7%

There are enough trails

- Agree: 27.1%
- Strongly Agree: 43.2%
- Neutral: 22.8%
- Disagree: 11.7%

The City should invest in additional parks and facilities

- Agree: 25.2%
- Strongly Agree: 36.0%
- Neutral: 25.2%
- Disagree: 11.7%
There are enough open field areas
- 9.1% Agree
- 54.4% Neutral
- 29.3% Disagree

There are enough wooded or natural areas
- 48.2% Agree
- 29.9% Neutral
- 13.7% Disagree

There are enough facilities for all ages
- 46.5% Agree
- 39.0% Neutral

There is enough parking at facilities
- 44.5% Agree
- 27.4% Neutral
- 18.6% Disagree

There is adequate seating
- 36.4% Agree
- 39.3% Neutral
- 17.5% Disagree

There are amenities so I can bike to parks
- 34.0% Agree
- 47.2% Neutral
- 10.6% Disagree

There are enough trails
- 27.1% Agree
- 43.2% Neutral
- 22.8% Disagree
OPINIONS ON PARK FEATURES

- There are enough open field areas: 9.1% 54.4% 29.3%
- There are enough wooded or natural areas: 48.2% 29.9% 13.7%
- There are enough facilities for all ages: 46.5% 39.0%
- There is enough parking at facilities: 44.5% 27.4% 18.6%
- There is adequate seating: 36.4% 39.3% 17.5%
- There are amenities so I can bike to parks: 34.0% 47.2% 10.6%
- There are enough trails: 27.1% 43.2% 22.8%
<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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<tr>
<td>There are enough open field areas</td>
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</table>

0%  20%  40%  60%  80%  100%
I regularly use park and recreation facilities

The City Hall Campus is a high quality complex

Public access to Lake Erie should be improved

Public access to the Rocky River and the Metroparks should be improved

There should be more community events

The City should invest in additional parks and facilities
### OPINIONS ON DIRECTION

<table>
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<tr>
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<th>Less than 50%</th>
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<tr>
<td>I regularly use park and recreation facilities</td>
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<tr>
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</tr>
<tr>
<td>The City should invest in additional parks and facilities</td>
<td>6.6%</td>
<td>25.2%</td>
<td>36.0%</td>
<td>25.2%</td>
</tr>
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I regularly use park and recreation facilities

- More disagree: 24.6%
- More than 50%: 40.0%
- Less than 50%: 19.9%
- More than 50% than agree: 0%

The City Hall Campus is a high quality complex

- More disagree: 12.2%
- More than 50%: 50.7%
- Less than 50%: 30.2%
- More than 50% than agree: 0%

Public access to Lake Erie should be improved

- More disagree: 24.1%
- More than 50%: 36.3%
- Less than 50%: 26.1%
- More than 50% than agree: 11.7%

Public access to the Rocky River and the Metroparks should be improved

- More disagree: 15.7%
- More than 50%: 26.4%
- Less than 50%: 36.7%
- More than 50% than agree: 0%

There should be more community events

- More disagree: 8.5%
- More than 50%: 25.4%
- Less than 50%: 55.0%
- More than 50% than agree: 8.9%

The City should invest in additional parks and facilities

- More disagree: 6.6%
- More than 50%: 25.2%
- Less than 50%: 36.0%
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The City Hall Campus is a high quality complex

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There should be more community events

The City should invest in additional parks and facilities
OPINIONS ON PARK PROGRAMMING

- Excellent: 13.6%
- Good: 54.8%
- Average: 28.9%
- Poor: 2.2%
- Very Poor: 0.4%
OPINIONS ON OVERALL FACILITIES

- Excellent: 21.5%
- Good: 60.8%
- Average: 17.1%
- Poor: 0.6%
COMMERCIAL DEVELOPMENT
Maintain a neighborhood scale and character

Update sign codes to ensure attractive design

Focus development efforts on Center Ridge Road

Focus on mixed-use, walkable development

Attract office employment

Focus development efforts on Downtown

Attract a greater diversity of retail/service stores

Focus on adding residential uses to commercial areas
OPINIONS ON POLICY STATEMENTS

Maintain a neighborhood scale and character
- Less than 50%: 35.0%
- More than 50%: 48.5%
- Equal: 15.0%

Update sign codes to ensure attractive design
- Less than 50%: 28.8%
- More than 50%: 42.1%
- Equal: 24.6%

Focus development efforts on Center Ridge Road
- Less than 50%: 27.0%
- More than 50%: 41.8%
- Equal: 19.0%

Focus on mixed-use, walkable development
- Less than 50%: 13.2%
- More than 50%: 39.4%
- Equal: 34.9%

Attract office employment
- Less than 50%: 10.2%
- More than 50%: 40.7%
- Equal: 35.9%

Focus development efforts on Downtown
- Less than 50%: 12.6%
- More than 50%: 38.2%
- Equal: 33.5%

Attract a greater diversity of retail/service stores
- Less than 50%: 14.8%
- More than 50%: 34.7%
- Equal: 35.4%

Focus on adding residential uses to commercial areas
- Less than 50%: 27.2%
- More than 50%: 47.0%
- Equal: 17.7%
<table>
<thead>
<tr>
<th>Policy Statement</th>
<th>Percentage Distribution</th>
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Focus on adding residential uses to commercial areas
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Maintain a neighborhood scale and character

Update sign codes to ensure attractive design

Focus development efforts on Center Ridge Road

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Attract a greater diversity of retail/service stores

Focus on adding residential uses to commercial areas

OPINIONS ON POLICY STATEMENTS
OPINIONS ON POLICY STATEMENTS

- Maintain a neighborhood scale and character: 35.0% agree, 48.5% neutral, 15.0% disagree.
- Update sign codes to ensure attractive design: 28.8% agree, 42.1% neutral, 24.6% disagree.
- Focus development efforts on Center Ridge Road: 27.0% agree, 41.8% neutral, 19.0% disagree.
- Focus on mixed-use, walkable development: 13.2% agree, 39.4% neutral, 34.9% disagree.
- Attract office employment: 10.2% agree, 40.7% neutral, 35.9% disagree.
- Focus development efforts on Downtown: 12.6% agree, 38.2% neutral, 33.5% disagree.
- Attract a greater diversity of retail/service stores: 14.8% agree, 34.7% neutral, 35.4% disagree.
- Focus on adding residential uses to commercial areas: 27.2% agree, 47.0% neutral, 17.7% disagree.
PRIORITY COMMERCIAL AREAS

Center Ridge Road (west of Northview Road)
- 34.4% Commercial
- 36.6% Residential
- 24.3% Other

Center Ridge Road (east of Northview Road)
- 33.9% Commercial
- 34.2% Residential
- 25.7% Other

Downtown Rocky River
- 20.5% Commercial
- 25.2% Residential
- 37.7% Other
- 10.9% Vacant

Detroit Road (west of Downtown)
- 14.0% Commercial
- 29.1% Residential
- 43.5% Other
- 9.9% Vacant

Wooster Road (at Hilliard Blvd)
- 18.4% Commercial
- 24.6% Residential
- 43.7% Other
- 10.2% Vacant

Lake Road (east of the Clock Tower)
- 10.5% Commercial
- 23.4% Residential
- 42.6% Other
- 17.6% Vacant

Lake Road (at Bradstreet's Landing)
- 12.5% Commercial
- 19.6% Residential
- 42.3% Other
- 19.2% Vacant

Wooster Road (at Inglewood/Shoreland)
- 10.7% Commercial
- 18.3% Residential
- 50.9% Other
- 16.4% Vacant
PRIORITY COMMERCIAL AREAS

Center Ridge Road (west of Northview Road)
- Less than 50%: 34.4%
- More than 50%: 36.6%
- 50% or more: 24.3%

Center Ridge Road (east of Northview Road)
- Less than 50%: 33.9%
- More than 50%: 34.2%
- 50% or more: 25.7%

Downtown Rocky River
- Less than 50%: 20.5%
- More than 50%: 25.2%
- 50% or more: 37.7%

Detroit Road (west of Downtown)
- Less than 50%: 14.0%
- More than 50%: 29.1%
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Wooster Road (at Hilliard Blvd)
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Lake Road (east of the Clock Tower)
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Lake Road (at Bradstreet's Landing)
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- More than 50%: 19.6%
- 50% or more: 42.3%

Wooster Road (at Inglewood/Shoreland)
- Less than 50%: 10.7%
- More than 50%: 18.3%
- 50% or more: 50.9%
### PRIORITY COMMERCIAL AREAS

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<th>Area</th>
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0% 20% 40% 60% 80% 100%
TRANSPORTATION
EASY WAYS TO VARIOUS DESTINATIONS

City Parks and Recreation Facilities
- By Car: 88.2%
- By Bike: 37.7%
- On Foot: 2.1%
- By Transit: 0.9%

Cleveland Metroparks Rocky River Reservation
- By Car: 90.1%
- By Bike: 33.9%
- On Foot: 1.5%
- By Transit: 0.9%

Lake Erie
- By Car: 84.5%
- By Bike: 33.8%
- On Foot: 21.0%
- By Transit: 0.9%

Downtown Rocky River
- By Car: 86.7%
- By Bike: 33.1%
- On Foot: 4.0%
- By Transit: 0.9%

Other Retail Areas
- By Car: 89.5%
- By Bike: 28.1%
- On Foot: 5.1%
- By Transit: 0.9%

Grocery Stores
- By Car: 90.6%
- By Bike: 25.6%
- On Foot: 33.5%
- By Transit: 4.0%

Rocky River Public Library
- By Car: 89.3%
- By Bike: 32.1%
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The City Hall Campus
- By Car: 91.6%
- By Bike: 26.9%
- On Foot: 24.6%
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Surrounding Communities
- By Car: 97.3%
- By Bike: 9.5%
- On Foot: 20.5%
- By Transit: 7.6%
EASY WAYS TO VARIOUS DESTINATIONS

City Parks and Recreation Facilities
- 88.2% By Car
- 37.7% By Transit
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Downtown Rocky River
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- 4.0% By Transit
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- 91.6% By Car
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Surrounding Communities
- 97.3% By Car
- 9.5% By Transit
- 20.5% By Bike
- 7.6% On Foot
EASY WAYS TO VARIOUS DESTINATIONS

- **City Parks and Recreation Facilities**
  - Cleveland Metroparks, Rocky River Reservation
  - By Car: 88.2%, By Transit: 37.7%, By Bike: 40.8%, On Foot: 2.1%

- **Lake Erie**
  - By Car: 84.5%, By Transit: 33.8%, By Bike: 33.8%, On Foot: 0.9%

- **Downtown Rocky River**
  - By Car: 86.7%, By Transit: 33.1%, By Bike: 34.7%, On Foot: 4.0%

- **Other Retail Areas**
  - By Car: 89.5%, By Transit: 24.0%, By Bike: 28.1%, On Foot: 5.1%

- **Grocery Stores**
  - By Car: 90.6%, By Transit: 25.6%, By Bike: 33.5%, On Foot: 4.0%

- **Rocky River Public Library**
  - By Car: 89.3%, By Transit: 1.7%, By Bike: 32.1%, On Foot: 31.0%

- **The City Hall Campus**
  - By Car: 91.6%, By Transit: 2.1%, By Bike: 26.9%, On Foot: 24.6%

- **Surrounding Communities**
  - By Car: 97.3%, By Transit: 9.5%, By Bike: 20.5%, On Foot: 7.6%
EASY WAYS TO VARIOUS DESTINATIONS

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Surrounding Communities
- By Car: 97.3%
- By Bike: 9.5%
- On Foot: 7.6%
PRIORITY TRANSPORTATION IMPROVEMENTS

- Walking:
  - 27.5%
  - 28.2%
  - 29.1%
  - 8.2%
  - 7.0%

- Bike:
  - 23.4%
  - 29.2%
  - 26.6%
  - 12.2%
  - 8.6%

- Car:
  - 23.7%
  - 22.1%
  - 30.6%
  - 11.4%
  - 12.1%

- Public Transit:
  - 10.2%
  - 14.2%
  - 37.5%
  - 19.3%
  - 18.8%
PRIORITY TRANSPORTATION IMPROVEMENTS

Young Adults
- By Car: 33.9%
- By Transit: 20.0%
- By Bike: 67.9%
- On Foot: 61.6%

Working Age Adults
- By Car: 33.3%
- By Transit: 19.2%
- By Bike: 54.4%
- On Foot: 57.8%

Seniors
- By Car: 65.9%
- By Transit: 33.6%
- By Bike: 37.0%
- On Foot: 49.3%
OPINIONS ON PARKING STATEMENTS

- Parking in other commercial areas is easy
  - 10.3% easy
  - 49.9% easy
  - 30.8% easy
  - 7.5% easy

- The City should invest in off-street parking Downtown
  - 12.6% easy
  - 38.9% easy
  - 27.8% easy
  - 16.5% easy

- The City should improve on-street parking Downtown
  - 10.0% easy
  - 33.4% easy
  - 39.6% easy
  - 14.3% easy

- Parking in Downtown is easy
  - 30.8% easy
  - 24.0% easy
  - 34.2% easy
  - 7.4% easy

- I would rather walk, bike, or take transit to Downtown
  - 8.8% easy
  - 19.3% easy
  - 31.5% easy
  - 27.9% easy
  - 12.5% easy

- I avoid Downtown because of a lack of parking
  - 15.7% easy
  - 26.7% easy
  - 34.4% easy
  - 19.0% easy
OPINIONS ON PARKING STATEMENTS

- Parking in other commercial areas is easy
  - More than 50% agree: 10.3%
  - Less than 50% agree: 49.9%
  - Agree: 30.8%
  - Disagree: 7.5%

- The City should invest in off-street parking Downtown
  - More than 50% agree: 12.6%
  - Less than 50% agree: 38.9%
  - Agree: 27.8%
  - Disagree: 16.5%

- The City should improve on-street parking Downtown
  - More than 50% agree: 10.0%
  - Less than 50% agree: 33.4%
  - Agree: 39.6%
  - Disagree: 14.3%

- Parking in Downtown is easy
  - More than 50% agree: 30.8%
  - Less than 50% agree: 24.0%
  - Agree: 34.2%
  - Disagree: 7.4%

- I would rather walk, bike, or take transit to Downtown
  - More than 50% agree: 8.8%
  - Less than 50% agree: 19.3%
  - Agree: 31.5%
  - Disagree: 27.9%

- I avoid Downtown because of a lack of parking
  - More than 50% agree: 15.7%
  - Less than 50% agree: 26.7%
  - Agree: 34.4%
  - Disagree: 19.0%
OPINIONS ON PARKING STATEMENTS

Parking in other commercial areas is easy
- 10.3% agree
- 49.9% neutral
- 30.8% disagree
- 7.5% strongly disagree

The City should invest in off-street parking Downtown
- 12.6% agree
- 38.9% neutral
- 27.8% disagree
- 16.5% strongly disagree

The City should improve on-street parking Downtown
- 10.0% agree
- 33.4% neutral
- 39.6% disagree
- 14.3% strongly disagree

Parking in Downtown is easy
- 30.8% agree
- 24.0% neutral
- 34.2% disagree
- 7.4% strongly disagree

I would rather walk, bike, or take transit to Downtown
- 8.8% agree
- 19.3% neutral
- 31.5% disagree
- 27.9% strongly disagree

I avoid Downtown because of a lack of parking
- 15.7% agree
- 26.7% neutral
- 34.4% disagree
- 19.0% strongly disagree
Parking in other commercial areas is easy
- 10.3%
- 49.9%
- 30.8%
- 7.5%

The City should invest in off-street parking Downtown
- 12.6%
- 38.9%
- 27.8%
- 16.5%

The City should improve on-street parking Downtown
- 10.0%
- 33.4%
- 39.6%
- 14.3%

Parking in Downtown is easy
- 30.8%
- 24.0%
- 34.2%
- 7.4%

I would rather walk, bike, or take transit to Downtown
- 8.8%
- 19.3%
- 31.5%
- 27.9%
- 12.5%

I avoid Downtown because of a lack of parking
- 15.7%
- 26.7%
- 34.4%
- 19.0%
Parking in other commercial areas is easy

- 10.3% Easy
- 49.9% Neutral
- 30.8% Difficult
- 7.5% Very difficult

The City should invest in off-street parking Downtown

- 12.6% In favor
- 38.9% Neutral
- 27.8% Opposed
- 16.5% Strongly opposed

The City should improve on-street parking Downtown

- 10.0% In favor
- 33.4% Neutral
- 39.6% Opposed
- 14.3% Strongly opposed

Parking in Downtown is easy

- 30.8% Easy
- 24.0% Neutral
- 34.2% Difficult
- 7.4% Very difficult

I would rather walk, bike, or take transit to Downtown

- 8.8% Yes
- 19.3% Neutral
- 31.5% No
- 27.9% Strongly no
- 12.5% Very strongly no

I avoid Downtown because of a lack of parking

- 15.7% Yes
- 26.7% Neutral
- 34.4% No
- 19.0% Strongly no
COMMUNICATION
**DESIRED COMMUNICATION FORM**

- Direct mail: 55.9%
- Email: 50.5%
- City website: 46.8%
- Local Newspapers: 35.2%
- Ready Notify alert service: 34.0%
- Cleveland Plain Dealer/cleveland.com: 25.7%
- City-run social media pages: 21.7%
- The Chamber of Commerce River Biz Newsletter: 8.3%
- Council meetings and other public events: 5.8%
### Desired Communication Form

- **Direct mail**: 55.9% (More than 50%)
- **Email**: 50.5% (More than 50%)
- **City website**: 46.8% (Between 10% and 50%)
- **Local Newspapers**: 35.2% (Between 10% and 50%)
- **Ready Notify alert service**: 34.0% (Between 10% and 50%)
- **Cleveland Plain Dealer/cleveland.com**: 25.7% (Less than 10%)
- **City-run Social Media Pages**: 21.7% (Less than 10%)
- **The Chamber of Commerce River Biz Newsletter**: 8.3% (Less than 10%)
- **Council meetings and other public events**: 5.8% (Less than 10%)
OPINIONS ON CITY COMMUNICATION

- Excellent: 7.5%
- Very Poor: 1.7%
- Poor: 16.2%
- Average: 38.6%
- Good: 36.0%
QUALITY OF LIFE
OPINIONS ON QUALITY OF LIFE

- Excellent: 53.1%
- Good: 43.1%
- Average: 3.4%
- Poor: 0.2%
- Very Poor: 0.2%
DEMOGRAPHICS
AGE OF RESPONDENTS

- 18 to 34: 9.0%
- 35 to 44: 14.6%
- 45 to 54: 13.8%
- 55 to 64: 21.4%
- 65 to 74: 20.5%
- 75+ Years: 20.7%
AGE OF RESPONDENTS

- 18 to 34: 9.0% to 10.3%
- 35 to 44: 14.6% to 14.9%
- 45 to 54: 13.8% to 19.4%
- 55 to 64: 18.5% to 21.4%
- 65 to 74: 17.1% to 20.5%
- 75+ Years: 19.8% to 20.7%
LENGTH OF RESIDENCY

- Under 2 years: 8.4%
- 2-5 years: 14.9%
- 6-10 years: 10.8%
- 11-20 years: 18.4%
- 21-30 years: 16.7%
- More than 30 years: 30.8%
PLANNED LENGTH OF RESIDENCY

- Under 2 years: 3.8%
- 2-5 years: 11.5%
- 6-10 years: 13.4%
- 11-20 years: 9.1%
- 21-30 years: 4.7%
- More than 30 years: 2.6%
- I do not intend to move out: 54.9%
TENURE

- Homeowner: 86.5%
- Renter: 13.5%
PLANNED TENURE

Owning, 88.9%

Renting, 11.1%
AGE OF RESPONDENT HOUSEHOLD MEMBERS

0 to 17: 19.8%
18 to 24: 5.7%
25 to 34: 9.1%
35 to 44: 10.9%
45 to 54: 11.1%
55 to 64: 15.9%
65 to 74: 14.4%
75+ years: 13.3%
AGE OF RESPONDENT HOUSEHOLD MEMBERS

0 to 17: 19.8% (21.5%)
18 to 24: 5.7% (5.2%)
25 to 34: 9.1% (10.1%)
35 to 44: 10.9% (11.8%)
45 to 54: 11.1% (14.3%)
55 to 64: 14.4% (15.9%)
65 to 74: 10.8% (14.4%)
75+ years: 13.3% (13.2%)
MAJOR THEMES
DIRECTIVES: HOUSING

• Maintaining existing neighborhoods and renovating or expanding existing homes are the key priorities of residents
DIRECTIVES: HOUSING

- Residents are seeking a variety of housing types: newer homes, smaller homes, cluster homes, and larger homes.
- Residents are split on their priority for new housing with single-family homes as the most popular, followed by condos and townhouses.
DIRECTIVES: HOUSING

• Younger respondents are searching for larger, newer, or renovated homes

• Working age respondents are looking for one-floor housing, smaller homes, or clustered homes

• Seniors are looking for accessible housing and retirement friendly communities
DIRECTIVES: HOUSING

• More than two-thirds of residents agree that new homes should fit with the scale and design of existing homes.

• A majority of residents agree there should be design codes for residential properties and that historic preservation is a core community value.
DIRECTIVES: PARKS AND RECREATION

• Residents would like to see additional seating, bike amenities, and trails in City parks
• Residents would like improved access to Lake Erie
• Residents do not want the City to invest in additional, new parks and facilities
DIRECTIVES: COMMERCIAL DEVELOPMENT

• Residents want to maintain attractive design of commercial buildings with neighborhood scale and character, an appropriate sign code, and strong commercial design codes.

• Residents want to focus development efforts first on Center Ridge Road followed by Downtown Rocky River.
Residents whole-heartedly agree that Rocky River’s streets are attractive but need repairs such as paving and filling potholes.

Residents said specific roads, however, rank poorly in terms of attractiveness—especially Center Ridge Road as well as Wooster Road—and that gateways should be improved with art.
Residents also believe bikeways and trails need to be available, and sidewalks need improvements.

Among younger residents, trails and bikeways were far more important while among older residents, sidewalks were more important.
DIRECTIVES: INFRASTRUCTURE

- Environmentally friendly development is a core community value.
- Residents agree that green stormwater infrastructure is preferable.
Residents prefer improvements to the walking and biking environment over the driving environment

Seniors prefer improvements to the driving environment

Young and working age adults prefer improvements to the walking and biking environment
DIRECTIVES: PARKING

• Parking in Downtown is not considered as easy as other commercial areas
• Very few people avoid Downtown due to lack of parking
• Residents prefer off-street parking improvements over on-street improvements
• Two-fifths of young adults would rather walk, bike, or take transit to Downtown
DIRECTIVES: OVERALL TRENDS

• Far more people say City communication is positive than negative

• More than two-thirds of residents say park programming is positive

• More than three-quarters of residents say park facilities are good quality

• More than 95% of people say quality of life is good or excellent
• Methodology + Process
• Initial Findings
• Demographics
• Major Themes
Thank you!
Questions & Discussion
County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE