



From Grandkids to Grandparents: Evolving Engagement for All Ages in Park Planning

Lessons from Two Concurrent Park Master Plans



Madison Park – Lakewood, Ohio



Presenters

THE NEW FRONTIER
spc 25
TOLEDO | September 24-26



Meghan Chaney, AICP
Senior Planner
Cuyahoga County Planning Commission
mchaney@cuyahogacounty.gov



Nichole Laird, AICP
Senior Planner
Cuyahoga County Planning Commission
nlaird@cuyahogacounty.gov



Michelle Nochta, AICP
Senior Planner & ADA Coordinator
City of Lakewood, Ohio – Dept. of Planning and Development
michelle.nochta@lakewoodoh.gov

WELCOME!

- What age group do you find hardest to engage?



<https://www.menti.com/alu3kr43gzs4>



AGENDA

- Context and background:
Comparing the two park master plans
- Importance of Community Engagement in Park Parking
- Madison Park (Lakewood)
- Green Road Park (Warrensville Heights)
- Audience collaboration and takeaways



Madison Park – Lakewood, Ohio



CONTEXT AND BACKGROUND

- Concurrent Park Plans (CCPC Planning Services Program)
- Goals
- Planning Context
- Demographics and Current Conditions



Madison Park – Lakewood, Ohio



Planning Services Program

- Planning services for both these **Park Plans** were awarded to the Cities of **Lakewood** and **Warrensville Heights** through the 2022 Cuyahoga County Planning Commission **Community Planning Grant**
- 15 total applicants
 - 4 awardee communities
- Plans were **completed** in **Spring 2023**

The image displays two screenshots of the '2022 COMMUNITY PLANNING GRANT' application forms from Cuyahoga County Planning. Both forms include instructions, attachment guidelines, and a section for applicant information.

Left Form (City of Lakewood):

- SECTION 1: ABOUT THE APPLICANT**
 - Applicant Name: City of Lakewood
 - Date of Application: October 14, 2022
 - Co-Applicant Names (if any):
 - Primary Contact Name: Shawn Leininger
 - Title: Director of Planning and Development
 - Address: 12650 Detroit Road Lakewood, OH 44107
 - City: Lakewood State: Ohio
 - Telephone: (216) 529-6635
 - Email: Shawn.Leininger@lakewoodoh.net
 - County Council District No.: 2
 - Federal IRS Tax ID No.: 346001633
- SECTION 2: PROJECT INFORMATION**
 - Project Title: City of Lakewood Madison Park Master Plan
 - Project Location (be as specific as possible): Madison Park
 - Brief Project Description: Madison Park Master Plan support.
- DEADLINE: FRIDAY, OCTOBER 14, 2022**

Right Form (City of Warrensville Heights):

- SECTION 1: ABOUT THE APPLICANT**
 - Applicant Name: The City of Warrensville Heights
 - Date of Application: October 14, 2022
 - Co-Applicant Names (if any): Warrensville Heights City School District
 - Primary Contact Name: Nicole S. Harris
 - Title: Economic Development Director
 - Address: 4743 Richmond Road
 - City: Warrensville Heights State: Ohio Zip: 44128
 - Telephone: 216-587-1138
 - Email: nharris@cityofwarrensville.com
 - County Council District No.: 9
 - Federal IRS Tax ID No.: 34-6002992
- SECTION 2: PROJECT INFORMATION**
 - Project Title: City of Warrensville Heights Park and Green Space Planning
 - Project Location (be as specific as possible): 23401 Emory Road and vacant land in the city
 - Brief Project Description: A community driven plan for development of new and innovative park and green space.
- DEADLINE: FRIDAY, OCTOBER 14, 2022**

Park Plan Goals

Lakewood:

- Respond to the evolving needs and values of the community
- Guide future investments in the Park
- Address aging infrastructure
- Include multigenerational and multicultural needs
- Increase access
- Include community wellness
- Align with the findings from previous studies

Warrensville Heights:

- Bridge the gap for more green space and park and recreational areas as three elementary schools and their playgrounds close
- Develop and build an intergenerational green space at the site of the former John Dewey Elementary school
- Develop walking trails for all ages and abilities
- Promote physical activity
- Encourage community engagement



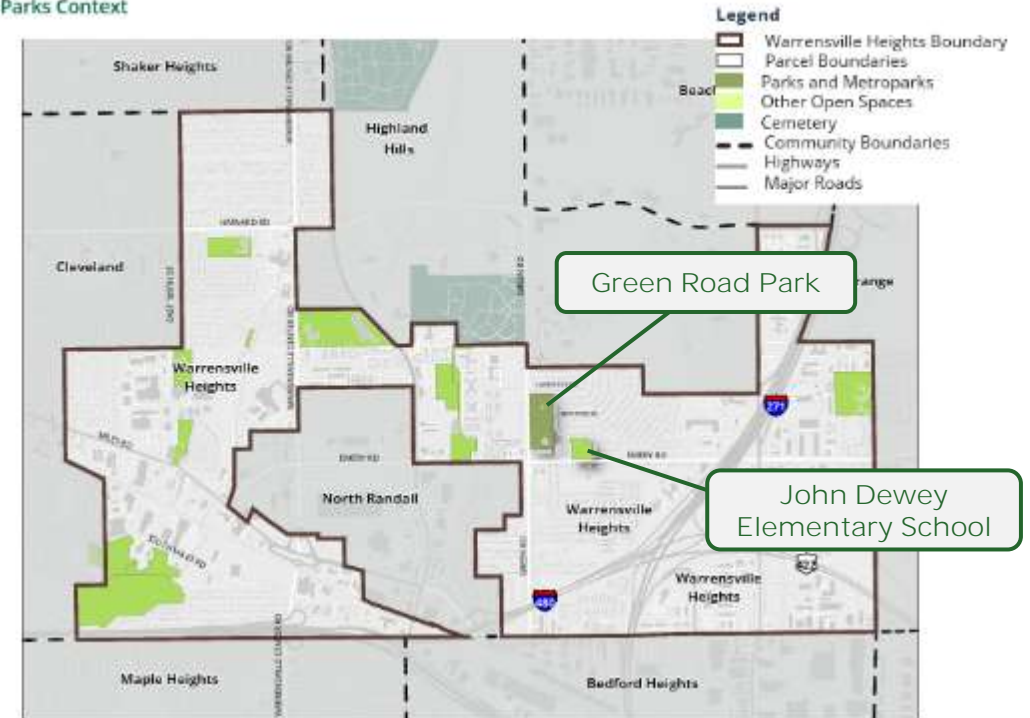
Park Context

Lakewood:



Warrensville Heights:

Map 2 — Parks Context



Cuyahoga County



Demographics & Current Conditions

Lakewood & Madison Park:

- High density of individuals and households
- Higher % of children and very young children
- Higher % of racial and cultural minorities and limited English-speaking households
- Lower amount of greenspace and tree canopy and higher amounts of impervious surfaces
- Highly walkable community with many surrounding businesses and amenities



Demographics & Current Conditions

Warrensville Heights & Green Road Park:

- Approx. 5,300 reside within ½-mile walk of project site
- Adolescent, teen, and seniors 3X higher in the ½-mile walk of the project site than in the city
- Approx. 47% of total households are adjacent to project site
- Highly walkable community with a demand for bike travel to local and regional trail networks
- Over 153 acres of parks, green, and open spaces
 - Total of 26 total acres for Green Road Park & former John Dewey School site



YOUTH & SENIOR ENGAGEMENT

- The Roles of a Community Park
- Impacts of Parks: Youth & Seniors
- Barriers to Access
- Our Experience
- Your Experience



Many Roles of a Community Park

- Physical & Mental Health
 - Place for exercise, play, and stress reduction
- Community and Social Health
 - Place for gathering and hosting community events
- Community Building
 - Place where new residents learn about community, make connections, receive services
- Community Support Services
 - Place for childcare (camps), food distribution (farmers markets, free and reduced lunches), and information distribution
- Environmental & Educational Hub
 - Place for stormwater management, pollination, and fresh air and diverse, interactive, and hands-on learning



Impact of Parks on Youth Health

- Children who live **within two-thirds of a mile** from a park with a playground are **five times more likely** to be **a healthy weight**
- A **20-minute walk in a park** or other natural area **can help** children with ADHD **focus better**
- **Youth** living in neighborhoods **with multiple recreation and park facilities** are **more likely** to be **active five times a week**, compared to young people who have access to none

-National Recreation and Park Association



Impact of Parks on Senior Health

- The **amount of green space** in a neighborhood is **positively associated** with **health status** of older people.
- Seniors who **lacked parks** have **higher incidence** of **hypertension, depression, and chronic diseases**
- Seniors **living closer** to parks **experience less cognitive decline**
- People aged 50 and over who lived **within walking distance** of a park had **better perceptions** of their **physical and mental health**

-Kathleen Wolf, PhD & Elizabeth Housely, M.A., Nature Sacred



Barriers to Park Attendance for Youth & Seniors

- Access to and from parks
- Accessibility within park
- Appropriate equipment and activities
- Appropriate amenities
- Real and perceived feelings of safety



Our Experience

Typically, in Master Planning Process:

- Experience **lower engagement** and **response rates** from **kids** and **younger adults**
- Experience **higher engagement** and **response rates** from **older adults**
- Considering the **impact of community parks** in and near **youth** and **senior populations**, we wanted to **ensure their engagement**

Our Experience

In Warrensville Heights

- **High senior response** for surveys and attendance at public meetings and events

In Lakewood

- **High youth response** and engagement for both survey and events



YOUR EXPERIENCE

- What's your favorite community engagement tool?



<https://www.menti.com/al1ur8z4dyn5>



Madison Park

- Traditional Engagement Strategies
- Targeted Youth Outreach
- Results & Outcomes
- Insights gained



Traditional Engagement

- Survey
- Tabling at Community Events
- Stakeholders
- Public Meetings

City of Lakewood

MADISON PARK

Master Plan

**HELP SHAPE THE FUTURE OF
MADISON PARK**

The Madison Park Master Plan is a policy guide for how the community would like Madison Park to be in terms of the amenities, programming, and services it provides.

This is your park and the vision for the Madison Park Master Plan is driven by you! Share your thoughts by June 30th



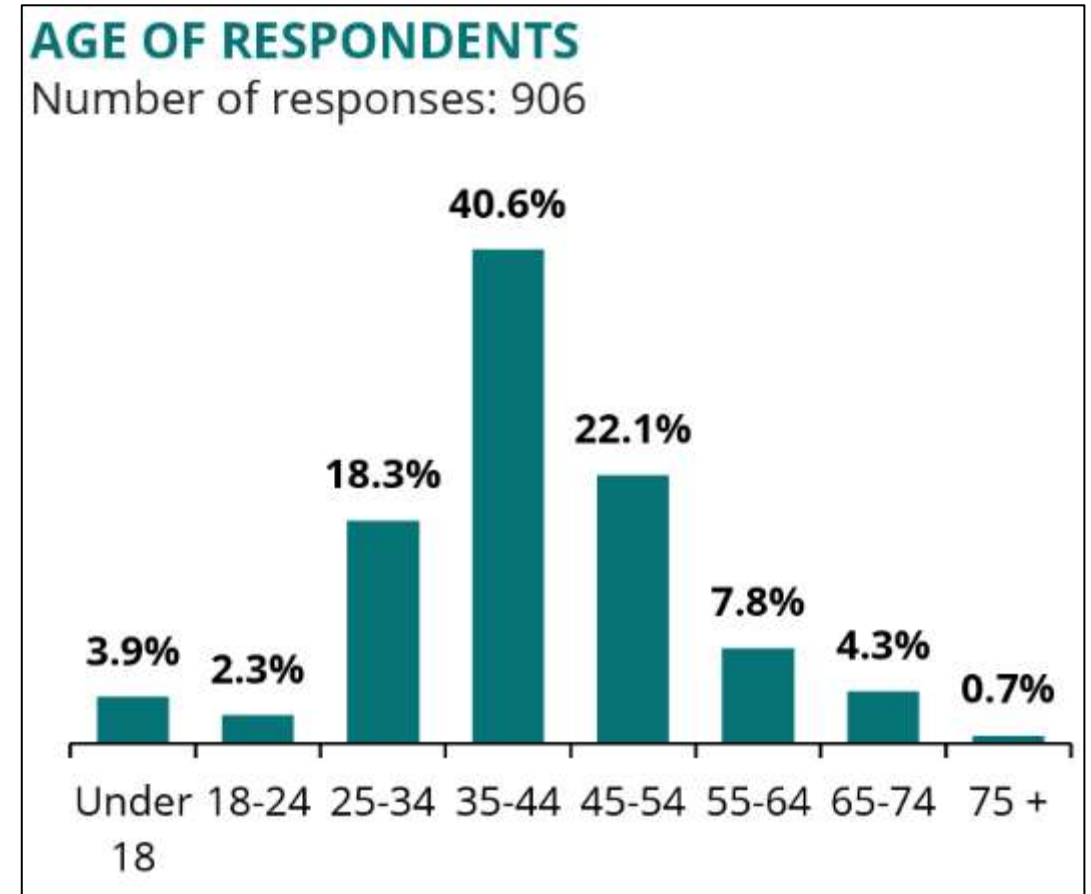
SCAN ME!

Feedback, or questions you would like to project inquiries to:
chaney@cuyahogacounty.us



Traditional Engagement - Challenges

- **Survey Response:** 1,129 (!!)
 - 3.9% response rate from Under 18
- **Community Events**
 - 1-2 kids offered opinions, but most often were interested in other activities
- **Stakeholders**
 - Adults, some worked with youth, but insights were second-hand
- **Public Meetings**
 - Very few under the age of 25



Targeted Youth Outreach – Board Activity

- Survey sent directly to students
- Engaged **more than 200 students** at Harrison Elementary and Padre Pio Academy
- 4 teams of 2 staff visited each classroom
- Students were given 6 dots and asked to place them on 3 boards (2 dots per board) to indicate:
 - **What do they like most**
 - **What do they like least**
 - **What do they want most**
- **“Dream Park” exercise**



Targeted Youth Outreach – Board Activity

CITY OF FARMINGTON
MADISON PARK
RECREATION

What do you like **MOST?**

Place **GREEN** dots under areas of Madison Park you like **MOST**


| | | |
|---|---|---|
| 1. Becks Pool  | 2. Playground  | 3. Picnic Pavilion  |
| 4. Grassy Play Area  | 5. Community Garden  | 6. Futsal Court  |
| 7. Soccer Field  | 8. Baseball Field  | 9. Basketball Court  |

Photo: City of Farmington, 2014. Photo: City of Farmington, 2014. Photo: City of Farmington, 2014.

CITY OF FARMINGTON
MADISON PARK
RECREATION

What do you like **LEAST?**

Place **RED** dots under areas of Madison Park you like **LEAST**

| | | |
|--|---|---|
| 1. Becks Pool  | 2. Playground  | 3. Picnic Pavilion  |
| 4. Grassy Play Area  | 5. Community Garden  | 6. Futsal Court  |
| 7. Soccer Field  | 8. Baseball Field  | 9. Basketball Court  |

Photo: City of Farmington, 2014. Photo: City of Farmington, 2014. Photo: City of Farmington, 2014.

CITY OF FARMINGTON
MADISON PARK
RECREATION

What would you **WANT?**

Place **GREEN** dots under equipment you **WANT** added to the Park









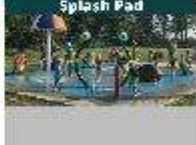
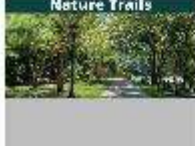


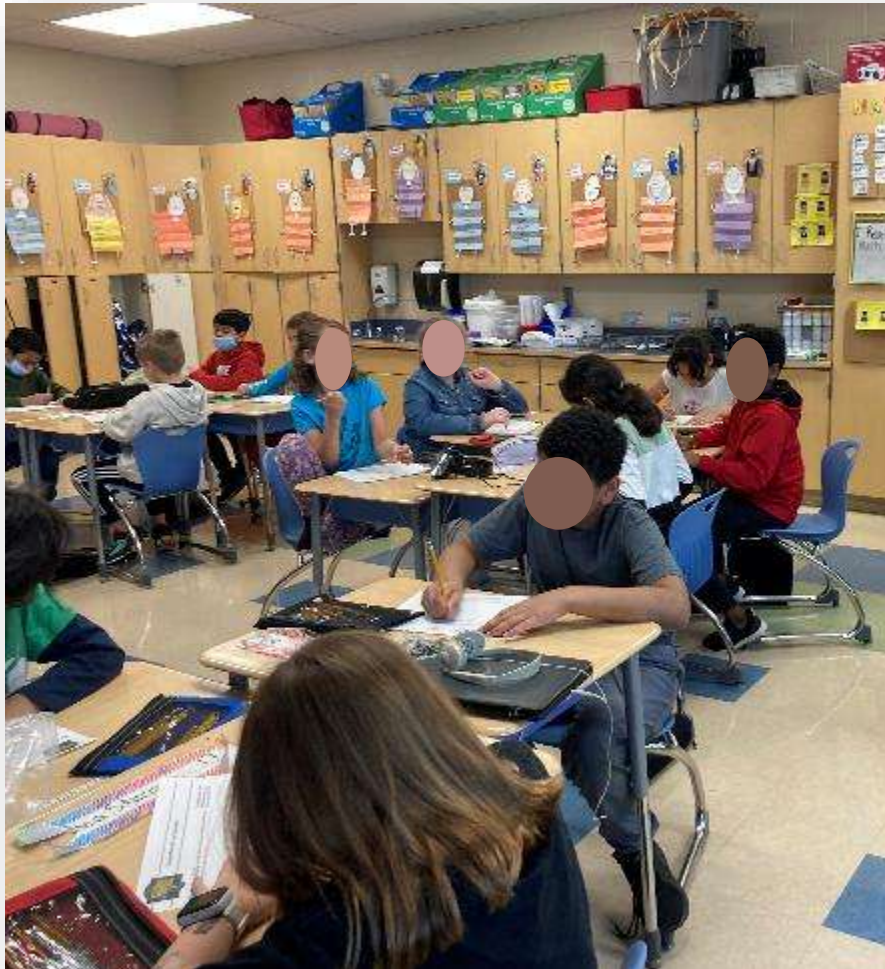

| | | |
|---|---|---|
| Slides  | Climbers  | Swings  |
| Tunnels  | Overhead Bars  | Motion Play  |
| Gaga ball  | Fitness Course  | Splash Pad  |
| Nature Trails  | Nature Play  | Other  |

Photo: City of Farmington, 2014. Photo: City of Farmington, 2014. Photo: City of Farmington, 2014.


Targeted Youth Outreach – “My Dream Park”



 **Student Park Survey Worksheet**



My Dream Park (Be creative! Draw or write what you would want in your dream park)

The things I want most in Madison Park are... (list as many as you like)



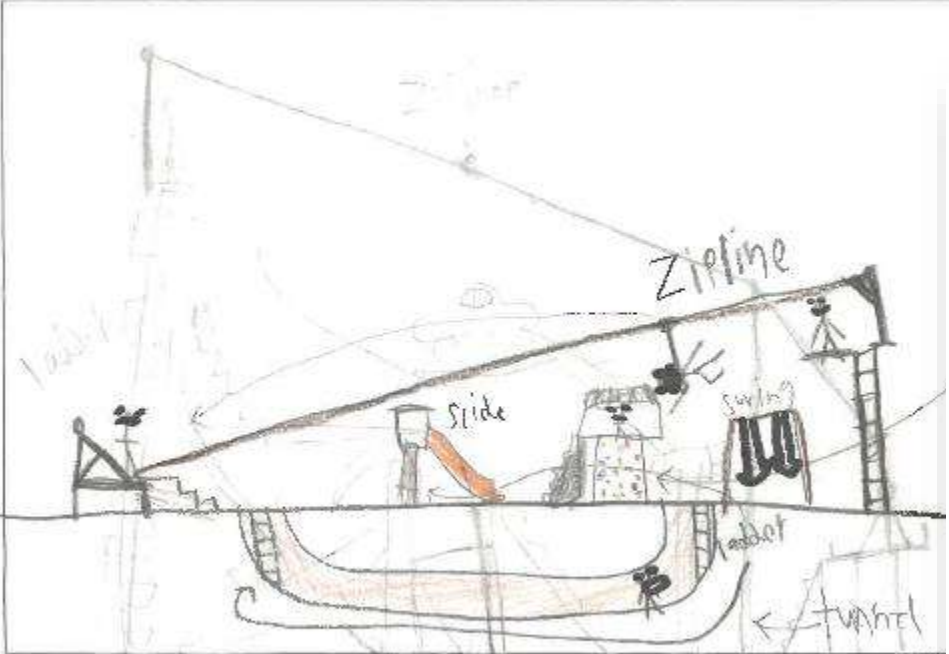
My Grade: K My Name: _____

Hey Parents! Check out our survey and website for more information: www.countyplanning.us/madisonpark

  County Planner

“Dream Park” exercise – ziplines!

My Dream Park (Be creative! Draw or write what you would want in your dream park)

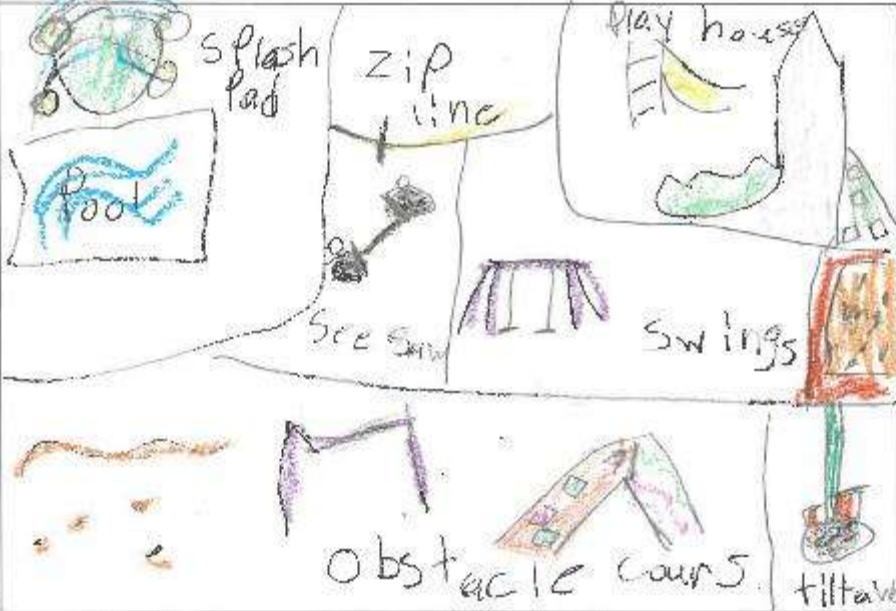


My Grade: _____
My Name: _____

Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark

in Madison Park are...
(list as many as you like)
Zipline
tunnel

My Dream Park (Be creative! Draw or write what you would want in your dream park)



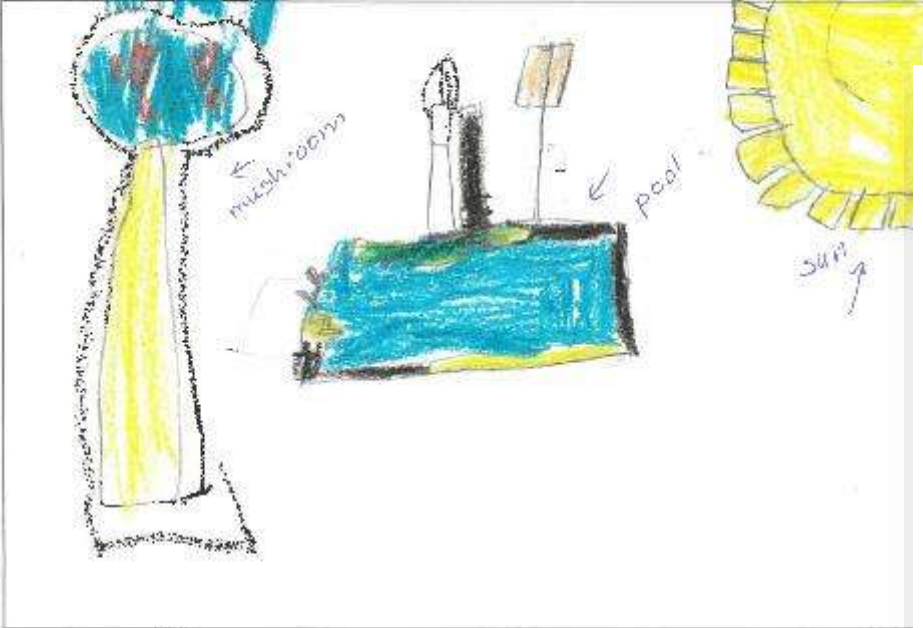
My Grade: K
My Name: _____

Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark

in Madison Park are...
(list as many as you like)
splash pad
swings
tunnel
monkey bars
swimming pool
see saw
zip line
slide
obstacle course
sand box
baseball field
basketball court

“Dream Park” exercise – splash pad

My Dream Park (Be creative! Draw or write what you would want in your dream park)

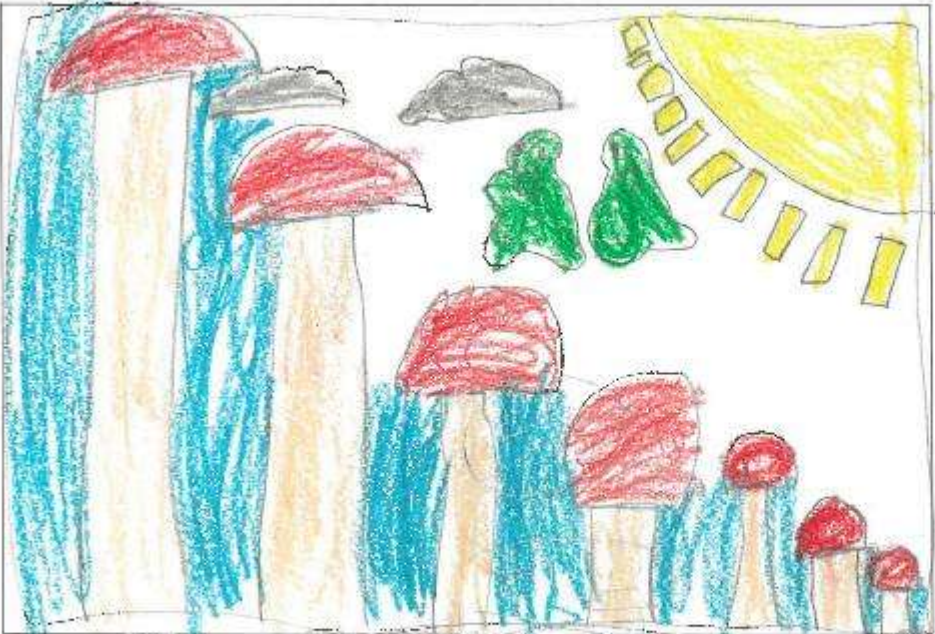


My Grade: K&A

Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark

in Madison Park are...
(list as many as you like)
I like

My Dream Park (Be creative! Draw or write what you would want in your dream park)



My Grade: K&A

Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark

in Madison Park are...
(list as many as you like)
It shud
haf a
champho
and wotr.

County Planning
1001 N. 1st Ave.
PO Box 10000

“Dream Park” exercise – desire for greenspace

My Dream Park

(Be creative! Draw or write what you would want in your dream park)



garden
tunnel
flower
swing

My Grade: 1

Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark



The things I want most in Madison Park are...
(list as many as you like)

more swings
a water slide

My Dream Park

(Be creative! Draw or write what you would want in your dream park)



Park
slide
grass
plants
a playing area for kids
water park
garden
swing
slide
water

My Grade: 1

Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark



The things I want most in Madison Park are...
(list as many as you like)


water park.
a playing area
for kids. And add
a water garden.
a water park
but it is like
a water



“Dream Park” exercise – feelings of love & safety

My Dream Park

(Be creative! Draw or write what you would want in your dream park)



My Grade: 1

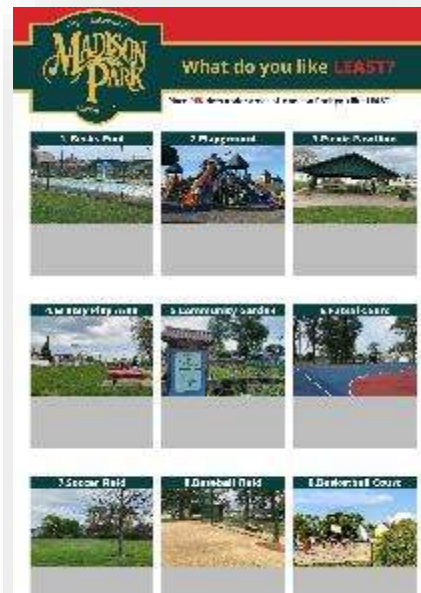
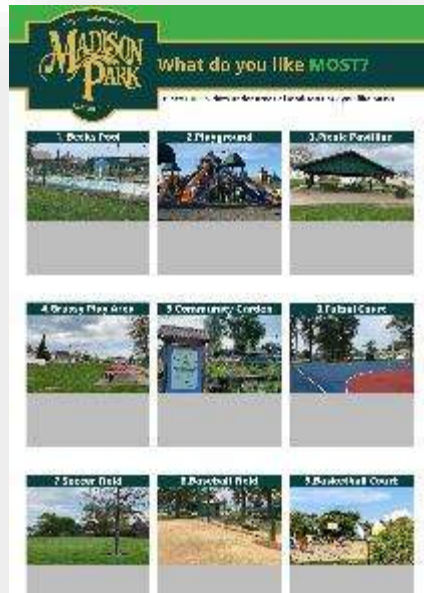
Hey Parents! Check out our survey and website for more information:
www.countyplanning.us/madisonpark

[illegible]

- Lots of enthusiasm
- Feelings of empowerment
- Expected results very quickly



Results & Outcomes



What do you like most?

1. Becks Pool
2. Playground
3. Futsal Court

What do you like least?

1. Community Garden
2. Picnic Pavilion
3. Basketball Court

What do you want most?

1. Tunnels
2. Splash pad
3. Fitness Course

Insights that Influenced Recommendations

- Include **less traditional features** in playground rebuild: **ziplines, obstacle courses, tunnels**
- Include a **splash pad** and **water features** in pool rebuild
- Very aware of **areas** considered **off-limits or obstacles** to play, i.e. **teen or adult areas and community garden: distance** these area from playground
- **Graffiti and vulgar language** greatly **impacted young children: use special surfaces**
- Children crave **nature experiences** - from nature paths to nature - themed playgrounds: **introduce more trees** and **naturalized landscaping** where possible

Green Road Park

- Traditional Engagement Strategies
- Targeted Engagement & Outreach
- Results & Outcomes



Traditional Engagement

- Surveys
- Tabling at community events
- Piggybacking on city-led activities
- Targeted outreach strategies

In partnership with the Cuyahoga County Planning Commission, the City of Warrensville Heights, and the School District are seeking input about *your ideas for the future parkspace at the John Dewey Elementary Site* through an online survey.

To access the survey please go to:
<https://www.cityofwarrensville.com>

To learn more about the project go to <http://www.countyplanning.us/WarrensvilleHeightsParks> or scan the QR code with your smart phone.

Take the survey today!

SCAN ME!





Green Road Park COMMUNITY INVOLVEMENT



FROM GRANDKIDS TO GRANDPARENTS | EVOLVING ENGAGEMENT FOR ALL AGES IN PARK PLANNING



Green Road Park COMMUNITY INVOLVEMENT

Questions?

Call or write us an email:
Nichole Laird, AICP
Senior Planner
nlaird@ci.vahoea.com
216.443.3700

Warrensville Heights
Public Meeting #2
March 17, 2023
5:00 PM
Warrensville Heights
Community Center

Thank you!

FROM GRANDKIDS TO GRANDPARENTS | EVOLVING ENGAGEMENT FOR ALL AGES IN PARK PLANNING

Green Road Park – Tabling at Community Events

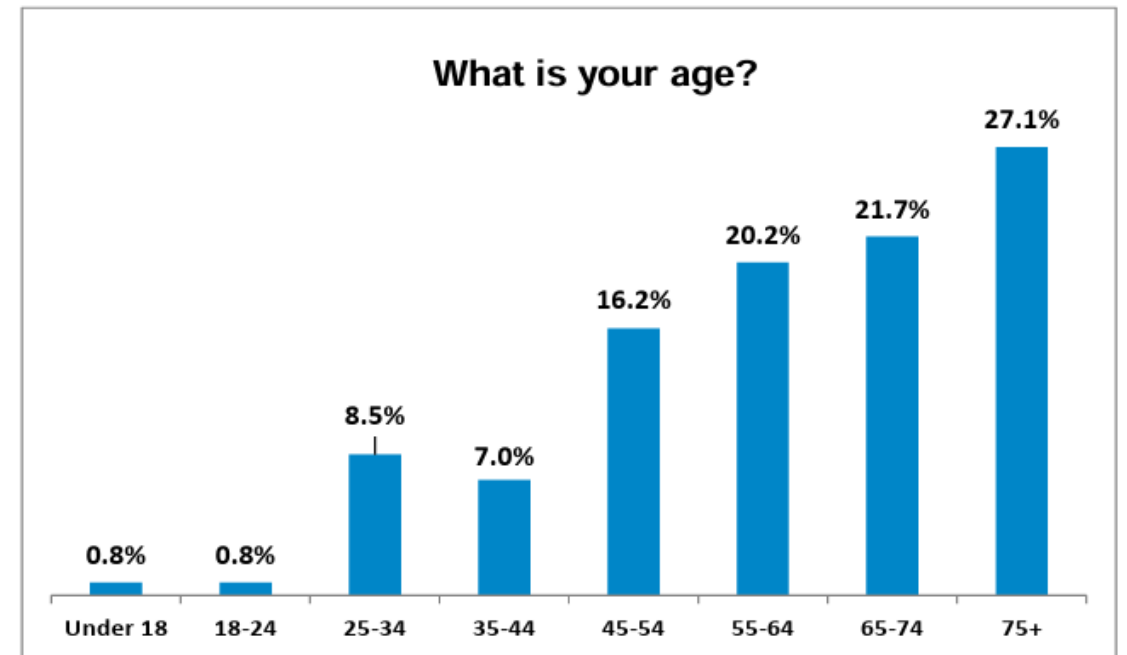


FROM GRANDKIDS TO GRANDPARENTS | EVOLVING ENGAGEMENT FOR ALL AGES IN PARK PLANNING

Traditional Engagement – Challenges

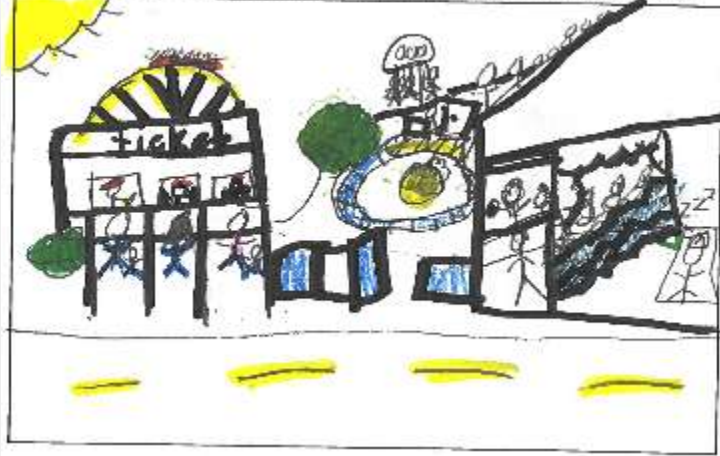
- **Survey Response:** 155
 - 125 online, 30 paper
 - 297 written comments
 - 69% response rate from Age 50+
- **Student Worksheet**
 - Grades K-8
 - 41 worksheets completed
- **Community Engagement**
 - 3 Public Meetings
 - Low attendance from youth and families
 - Community Festival
 - More young adults and families

Respondents were asked "What is your age?"
Responses: 129



Green Road Park Worksheet

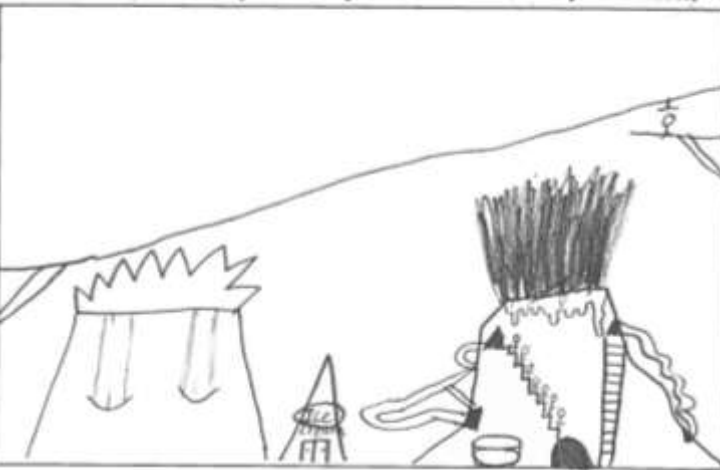
1. What would you want in your dream park? (Be creative! Draw or write your answer below)



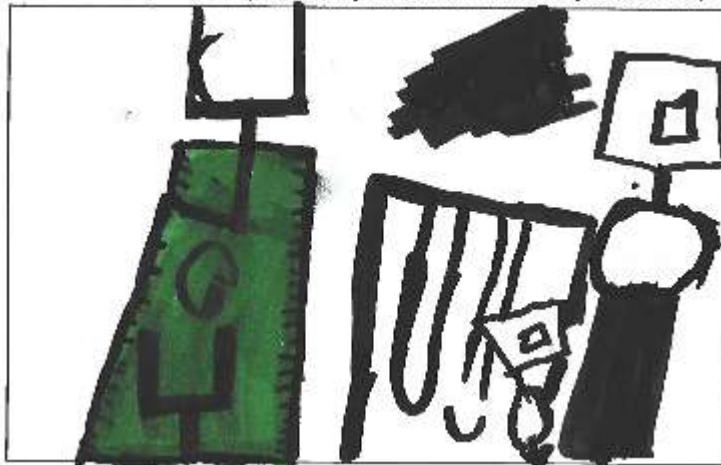
1. What would you want in your dream park? (Be creative! Draw or write your answer below)



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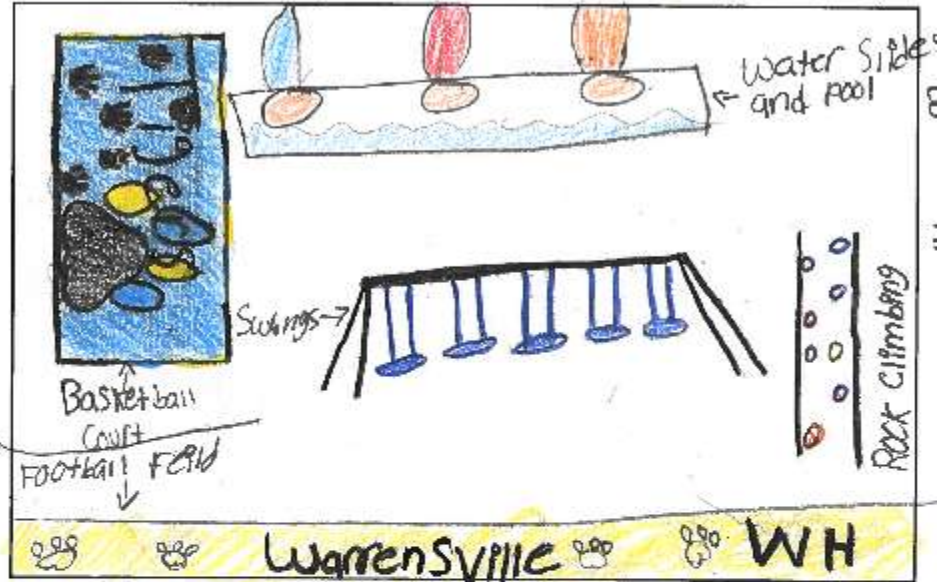
1. What would you want in your dream park? (Be creative! Draw or write your answer below)



Student Park Worksheet

My Grade: 7th

1. What would you want in your dream park? (Be creative! Draw or write your answer below)



2. What is your favorite thing to do when you visit a park? (Write your answer below)

I like to go on the swings and walk around.

3. Do you like to visit Green Road Park? (Mark the circle next to your answer and explain below)

☐ Yes ☒ Sometimes ☐ No ☐ I do not visit

Please explain: I go sometimes but not often. Sometimes I would be weird PA I see there and my dad wouldn't let me go.

Targeted Engagement & Outreach

Presentations:

- Warrensville Heights Civic and Senior Center
- Neighborhood Meetings
 - Ward 5 Clarkwood HOA
 - Ward 2 Community Meeting at the new Warrensville Heights High School Campus



Warrensville Heights Green Road Park Expansion Plan

Community Presentation #1
Warrensville Heights Civic & Senior Center
June 27, 2023



Targeted Engagement & Outreach – Board Activity

Worms in the Night

The Park vision contains broad ideas and principles that help guide more specific action steps. Below are some words residents have used thus far to describe what they envision for this new park.

Instructions: Write on a sticky note what end of work YOU want to see at the John Dewey site and share it in one space below. Use free to be as broad or specific as you like.

My vision for the John Dewey site is....



Warrenville Heights
1911-1912

What Active or Recreational Park Features should be incorporated at the John D. Dingy site?
instr. c'd 10: Place a DOT under the Active Park Features you'd like to see.



Do you have additional comments? Are there other Active Park features you'd like to see in our collection? Write your comment on a STICKY NOTE and place in the gray box below.

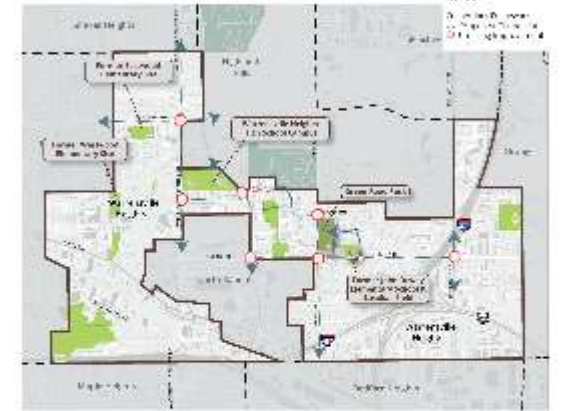
Worcester, MA 01605

What Passive Park Features should be incorporated at the John Dewey site?
 (include in: Plan or JDF under the "Passive Park Features" tab. The word "and" is required.)



Do you have additional comments? Are there other Positive Park Features you'd like to see? Restricting: Write your Comments on a STICKY NOTE and place in the grey box below.

Warrensville Heights
 221.261.1200

[illegible]

What exactly is the focus of *CHARM* and the magazine? *CHARM* is a word journal for the CHARM community.

Do you have additional comments? Please share YOUR thoughts and ideas about the possible connections to and from Green Road Park and the John DeWay site.
Instructions: Write your Comments on a SLIPY NOTE and place in the grey box below.

Results & Outcomes

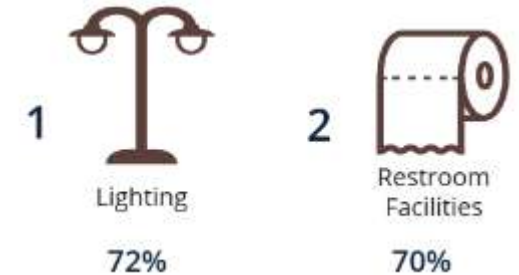
Desired Activities & Programming



Desired Recreational Amenities



Desired Supporting Amenities



Results & Outcomes

- Community members expressed their desires to **update** and **enhance** Green Road Park
- **Develop** the **proposed park** – ‘Friendly City Park’ – to become a **multigenerational** and **inclusive, community gathering place** for families, children, and seniors
- **Repurpose** the **existing baseball fields** into a **multipurpose field**
- Parks should **feature new** and **improved amenities** such as **amphitheater, walking trails, key water feature, and playgrounds**
- Parks should **complement** the **varied ages and activity levels** for all community members

Lessons Learned

- Youth Engagement Tips
- Senior Engagement Tips
- Evolving our Practices for Youth & Senior Engagement



Madison Park – Lakewood, Ohio



Youth Engagement Tips:

- Go where they already are (schools, games, events)
- Involve school administration on steering committee!
- Make it fun, short, and visual
- Use platforms they use (with parent approval, if needed)
- Leave space for open-ended questions and discussion



Senior Engagement Tips:

- Offer print & digital
- Leverage familiar spaces and routines
- Slow it down – create space for conversations
 - Builds trust



Evolving Our Standard Practices for Youth & Senior Engagement

- Go where they are
- Hybrid is the new standard: Tech & human touch
- Couple surveys with creative activities
- Build flexibility into youth engagement plan



Madison Park - Lakewood, Ohio



Evolving Our Standard Practices for Youth & Senior Engagement

- Use data to pivot:
Who's showing up, Who's missing?
- Identify the gap
- Rethink your outreach style
- Try one new method with every project

Green Road Park - Warrensville Heights, Ohio



Madison Park - Lakewood, Ohio



Quick Tips for Tech-Enhanced Outreach

- QR codes
 - All ages
 - Pair with clear signage
- Online surveys
 - Clear language and thoughtful design
 - Keep short and mobile-friendly



Madison Park – Lakewood, Ohio



Group Share & Takeaways

- What innovative outreach has been successful for you?
- Will these engagement methods inform future planning processes?



Madison Park – Lakewood, Ohio



THANK YOU!

