

# ERIE HARBOR PHASE II

## METROQUEST SURVEY #1 SUMMARY OF RESULTS

### Overview

Phase II of the Erie Harbor Park Public Enhancements Project included opportunities for community engagement including an online survey. The survey (MetroQuest Survey #1) was hosted at ErieHarbor.metroquest.com and ran from November 8, 2017 through February 14, 2018. Participation in the survey was promoted by members of the project's Public Advisory Committee (PAC), social media posts by the City of Rochester and advertising in The Wedge newspaper. 229 participants completed the survey.

**Note: this document contains images of each question/screen contained in the survey instrument. A demonstration of the survey instrument can be viewed at the following link: <https://ErieHarbor-demo.metroquest.com>**

### Summary of Results

#### REVISITING THE 2011 MASTER PLAN (PRIORITY RANKING SCREEN)

The Priority Ranking screen prompted participants to revisit the 2011 Erie Harbor Riverfront Park Master Plan. Participants were asked to order their top five items from the plan or leave suggestions for other items. Each item included a short description and image. Items from the 2011 Master Plan are listed below:

- Enhanced Trail & Bikeway
- Water Play Features
- Sculpted Landscapes
- Alexander St. Active Area
- Ford Street Passive Area
- Native Meadows and Grasses
- Flexible Use Plaza Space
- Playground Enhancements



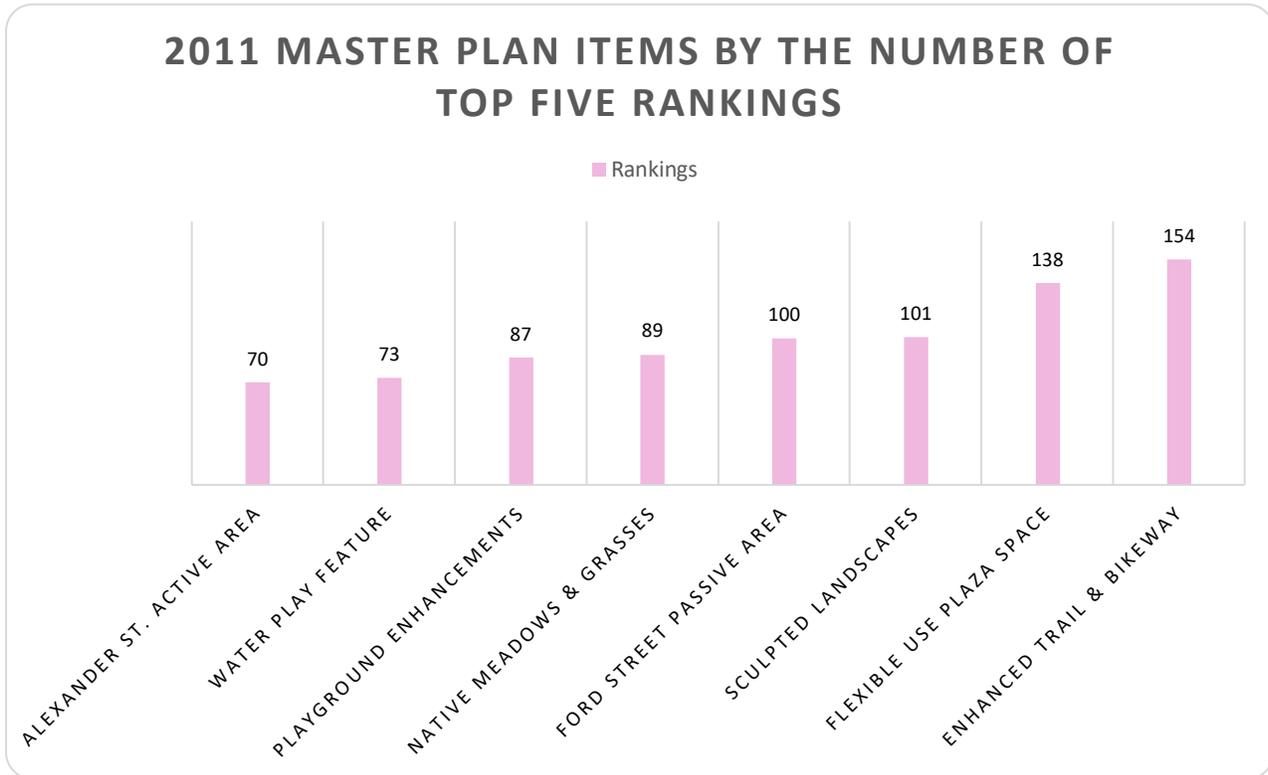
*Screenshot from the Priority Ranking screen of the Erie Harbor Phase II MetroQuest Survey #1.*

The 2011 Master Plan item most frequently ranked in the top five by participants was “Enhanced Trail & Bikeways” with 154 rankings. “Flexible Use Plaza Space” was the second most frequently ranked item. “Flexible Use Plaza Space” was the third most ranked item. These items also received the highest average ranking. “Enhanced Trail & Bikeways” received an average ranking of 2.32 where one (1) is the highest and five (5) is the lowest rank. “Flexible Use Plaza Space” was a close second with an average ranking of 2.62. One participant noted “This is so important for both bike enjoyment and safety! Lanes are not marked & I've had numerous near-collisions with bikes when out walking.”



*An image from Survey #1 representing “Enhanced Trail & Bikeways,” the top-ranking recommendation from the 2011 Master Plan among survey participants.*

“Sculpted Landscapes,” “Ford Street Passive Area” and “Native Meadows & Grasses” were ranked in the middle of the range. “Sculpted Landscapes” was ranked the third most frequently overall (101 rankings) but received the third least favorable average ranking (3.4). “Ford Street Passive Area” received one fewer top-five ranking (100 rankings) and a slightly more favorable average ranking (3.24). “Native Meadows & Grasses” was ranked just 89 times but had the third most favorable average ranking (2.92).



Bar chart showing the number of times each recommendation from the 2011 Master Plan was ranked in participants’ top five (5) items.

“Alexander St. Active Area” and “Playground Enhancements” were unambiguously the least preferred recommendations from the 2011 Master Plan among survey participants. “Alexander St. Active Area” received the fewest rankings (70) and the second least favorable average ranking (3.41). “Playground Enhancements” was the third least frequently ranked item (87 rankings) and the least favorable average ranking of all items (3.43). “Water Play Feature” received the second fewest rankings (73) but was in the middle in terms of average ranking (2.97).



*An image from Survey #1 representing “Flexible Use Plaza Space,” the second most popular recommendation from the 2011 Master Plan among survey participants.*

Reasons cited for enhancing trails and bikeways in the park by participants in comments included safety, connectivity and that better options for walking and biking along the riverfront could be an asset to the city. Having plaza space for multiple uses was seen by some participants as a way to activate the riverfront and also revitalize the South Wedge Farmers’ Market, which one commenter noted had seen attendance drop because of construction along Mt. Hope Avenue. The most frequently suggested new idea was for river boating access and facilities from the park.

## PHASE II OPPORTUNITIES (STANDARD SURVEY SCREEN)

The Standard Survey screen sought input from participants on opportunities for the new phase of the Erie Harbor Public Enhancements project. Participants were asked to provide open-ended answers to the questions “What do you love most about this park currently?” and “Why do you come to the park?” The survey then prompted participants to check the five park features they preferred the most in the categories listed below or comment with any features that were not listed:

- Passive Recreation
- Active Recreation
- Safety and Accessibility
- Trees and Planting
- Future Phase Opportunities



Screenshot from the Standard Survey screen of MetroQuest Survey #1 with a list of park features for participants to check off.

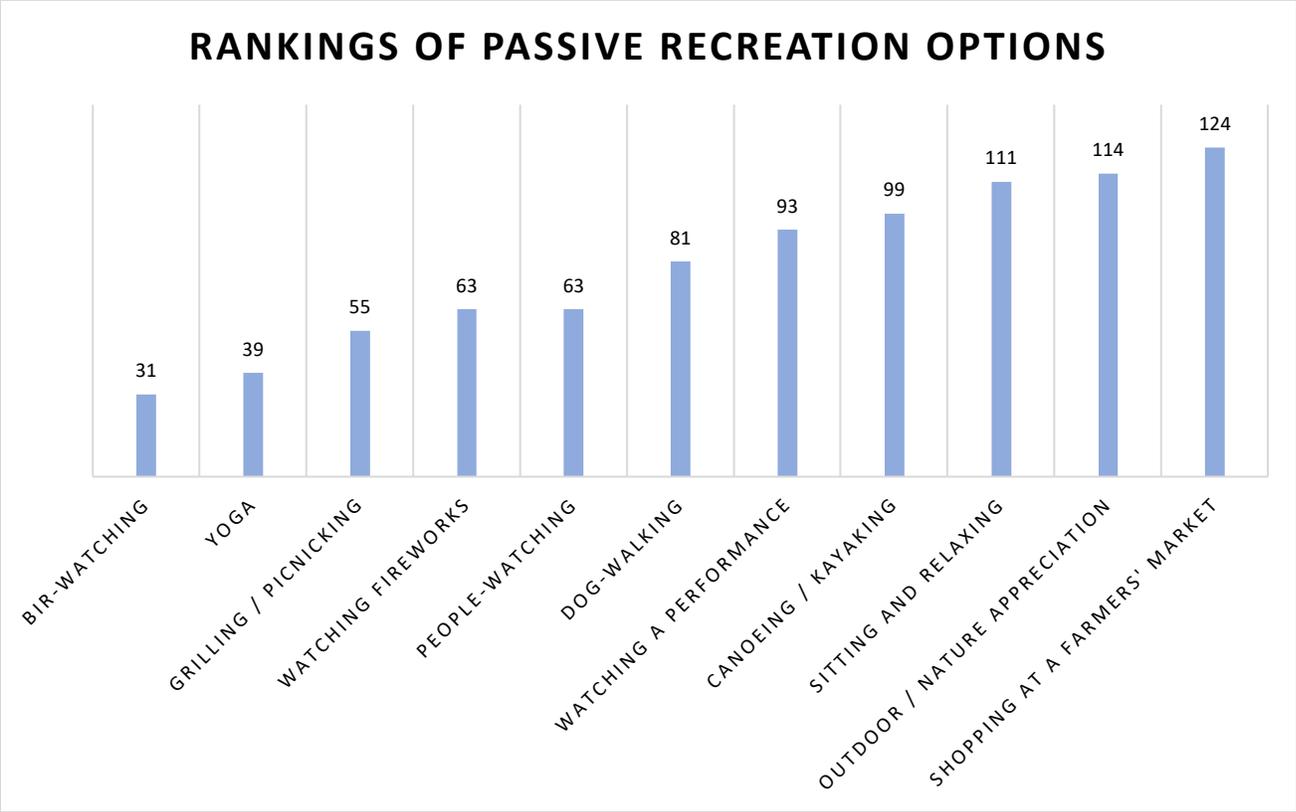
In response to the question “What do you love about this park currently?” participants overwhelmingly cited the views of the city and waterfront and the connectivity and opportunities for exercise provided by the trail. Others emphasized the openness and greenness of the space, the ability to walk dogs and the South Wedge Farmers’ Market as the aspects of the park they enjoyed the most.

When asked “Why do you come to this park?” participant responses cited walking, biking, the South Wedge Farmers’ Market, relaxation and dog-walking.

### **Passive Recreation**

“Shopping at a farmers’ market,” “Outdoor / nature appreciation” and “Sitting and relaxing” were the three items most frequently ranked in survey participants’ top five passive recreation options for the park.

“Shopping at a farmers’ market” received 124 top-five rankings, “Outdoor / nature appreciate” 114 rankings and “Sitting and relaxing” 111. Of the 11 options participants could choose from, “Bird-watching” and “Yoga” received the fewest rankings with 31 and 39 respectively. Comments on other passive recreation options included recommendations for historical walks and space for vendors and festivals.

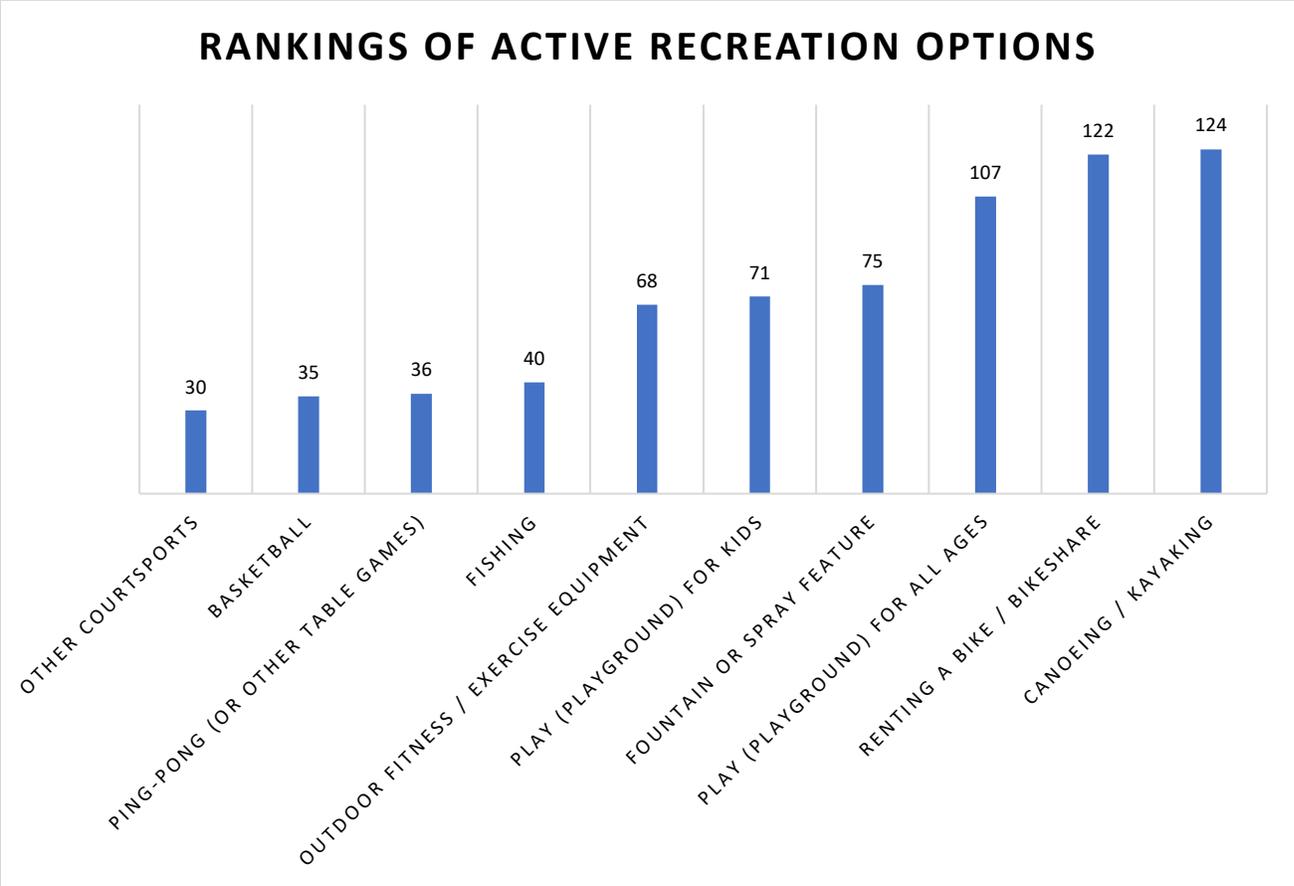


*The number of top-five rankings each passive recreation option received on the Standard Survey screen of Survey #1.*

**Active Recreation**

“Canoeing / kayaking” and “Renting a bike / Bikeshare” were the most frequently ranked of the ten active recreation options, with the former receiving 124 rankings and the latter 122. “Play (Playground) opportunities for all ages” also received a moderately high level of support with 107 rankings in the participants top five.

“Fountain or spray feature,” “Play (playground) for young children” and “Using outdoor fitness / exercise equipment” all received moderate support with between 68 and 75 rankings. “Fishing,” “Ping-pong outdoors (or other table games),” “Basketball” and “Other courtsport” all received 40 or fewer rankings apiece. Skateboarding, Frisbee and space for other recreational sports were mentioned in comments by survey participants.



Bar chart showing the number of top-five rankings of each active recreation option received from participants in Survey #1.

**Safety and Accessibility**

Survey responses indicate that safety and wayfinding features in the current park are lacking. While a significant number of participants (93) believed that the park does provide “ease of access from the riverfront,” participants noted that other aspects of the park need improvement, including other directional signage, lighting and opportunities for all ages and abilities. Additionally, 45 participants indicated they were unaware that Erie Harbor was a public park until taking the survey (many who lived in adjoining neighborhoods such as the South Wedge, Corn Hill and the 19<sup>th</sup> Ward). Other comments described negative perceptions of safety and suggested the need for better lighting, stairless or smoother trails for cycling and wheel-chair accessibility.

## SAFETY & WAYFINDING FEATURES IDENTIFIED BY PARTICIPANTS IN CURRENT PARK

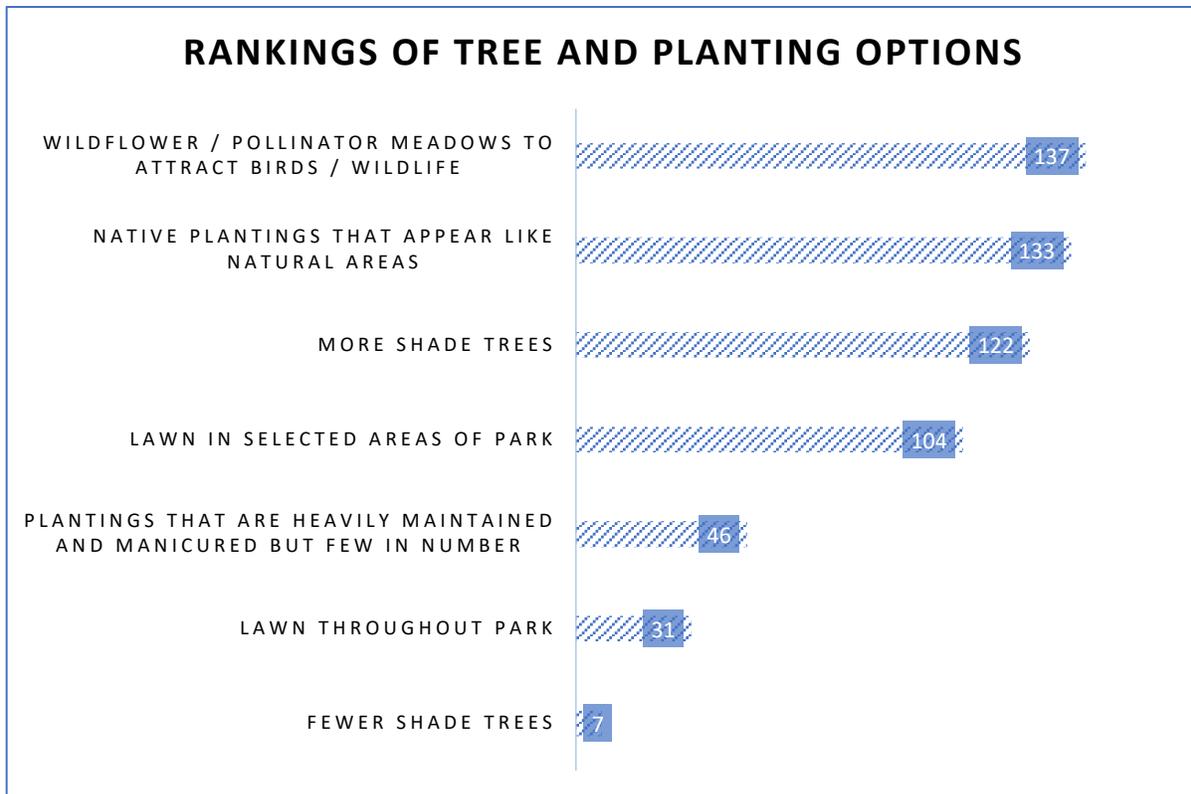


*Safety and wayfinding features by the number of participants who identified each as a component of the current park.*

### ***Trees and Plantings***

Survey participants heavily favored tree and planting options that were wilder and more wooded over high-maintenance plantings and uninterrupted lawn. “Wildflower / Pollinator meadows to attract birds / wildlife” and “Native plantings that appear like natural areas” received 137 and 133 rankings respectively. “More shade trees” and “Lawn in selected areas of park” were also moderately popular options with over 122 and 104 rankings apiece.

In contrast, “Plantings that are heavily maintained and manicured but few in number,” “Lawn throughout the park” and “Fewer shade trees” all received under 50 top-five rankings with “Fewer shade trees” ranking just seven (7) times.



*Number of top-five rankings each tree and planting option received on the Standard Survey screen of Survey #1.*

### **Future Phase Opportunities**

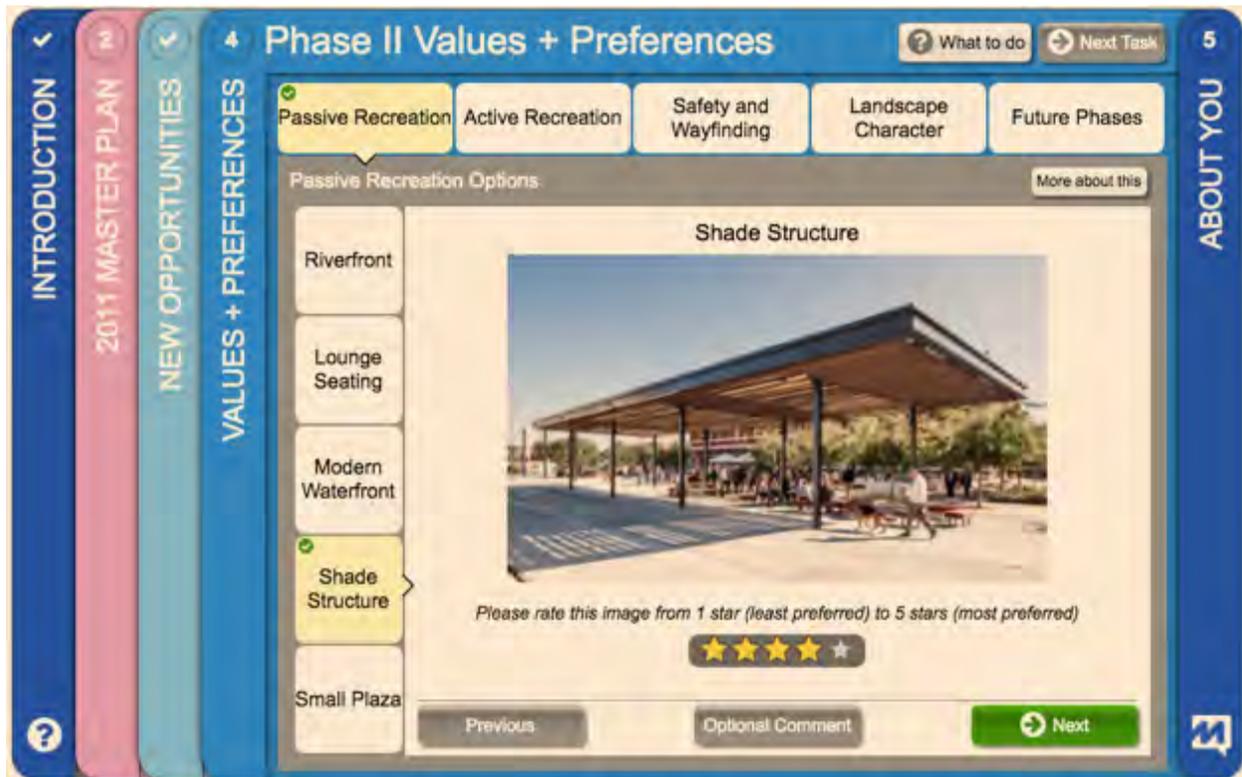
“Stormwater garden / Green infrastructure,” “Kayak / Canoe docks” and “Enhanced water access” were the most frequently ranked options for future phases of the project all with over 110 rankings apiece. “More public art” was also popular (102 rankings) and “Naturalistic / Living shorelines” and “Public bathrooms” both received 87 rankings. “Dog park or enclosed pet area” (53 rankings) and “Skate park” (42 rankings) were the least popular options for future phases. Comments supported pedestrian bridges across the river, nearby businesses such as cafes and boating facilities.

# RANKINGS OF FUTURE PHASE OPTIONS



## VALUES AND PREFERENCES (IMAGE RATING SCREEN)

The Phase II “Values and Preferences” screen offered participants the opportunity to rate images of park features and amenities within five different categories of use or feature. Each category featured five representative images that users could rate with zero to five stars. The charts below summarize the results, showing how each image was rated.



*Screenshot of the Images Rating screen of MetroQuest Survey #1 showing a potential park feature and user rating.*

### **Category #1: Active Recreation**

Star ratings for images in the “Active Recreation” category were evenly spread among one to five stars, with some images receiving equal numbers of five and one star ratings. This suggests that there is not a clear preference among respondents for the features represented. Images that received the most 5-star ratings in this category were those featuring “Non-traditional Playscape,” “New play equipment,” and “Spray features.” Images that received the most one-star rating were “Table Games,” “Spray Features” and “Non-Traditional Playscapes.”

## ACTIVE RECREATION

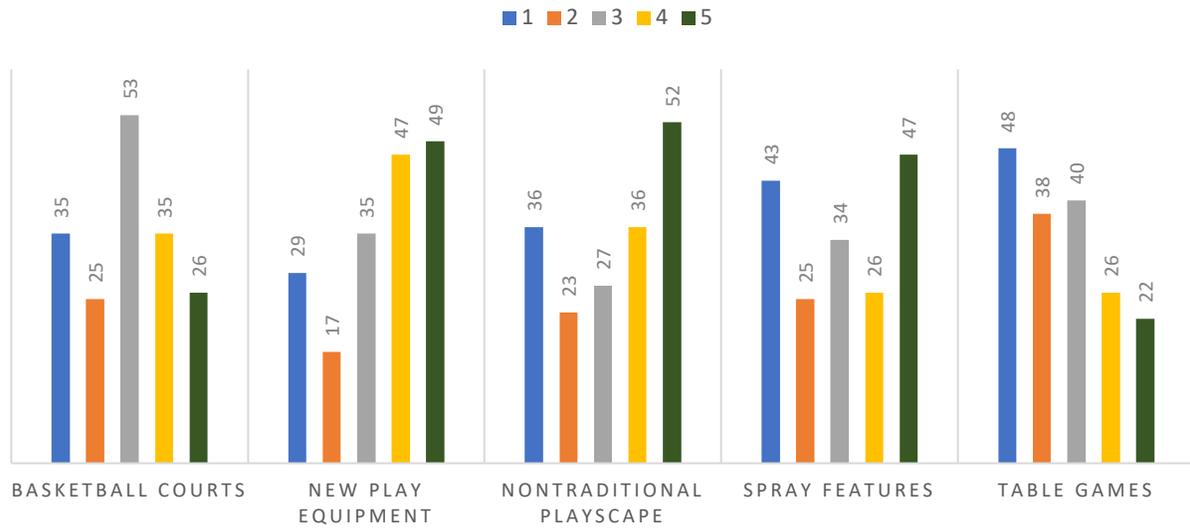


Image: Non- Traditional Playscape



*Image: New Play Equipment*



*Image: Basketball Courts*



*Image: Table Games*



*Image: Spray Features*

**Category #2: Landscape Character**

Images that received the most 5-star ratings in the “Landscape Character” category included “Pollinator Gardens,” “Natural Lawn,” and “Defined Edges.” The image of “Only Lawn” received the most one-star ratings.

## LANDSCAPE CHARACTER

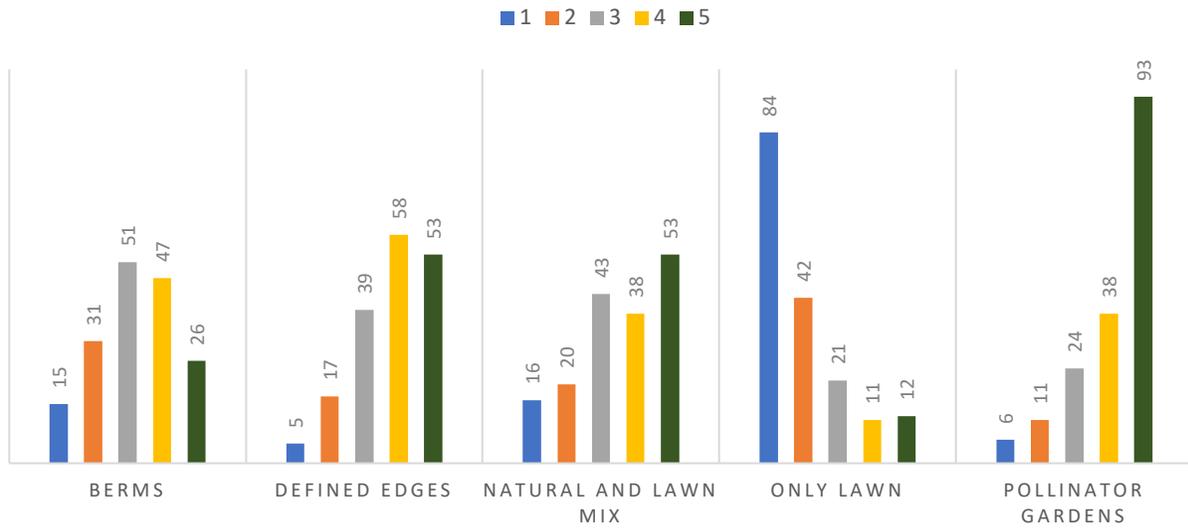


Image: Pollinator Gardens



*Image: Berms*



*Image: Natural and Lawn Mix*



*Image: Only Lawn*



*Image: Defined Edges*

### ***Category #3: Passive Recreation***

The image that received the most five-star ratings in the “Passive Recreation” category was the “Riverfront.” Other images in this category received even levels of five, four, and three star ratings. The image of “Shade Structure” received the most one-star ratings.

## PASSIVE RECREATION

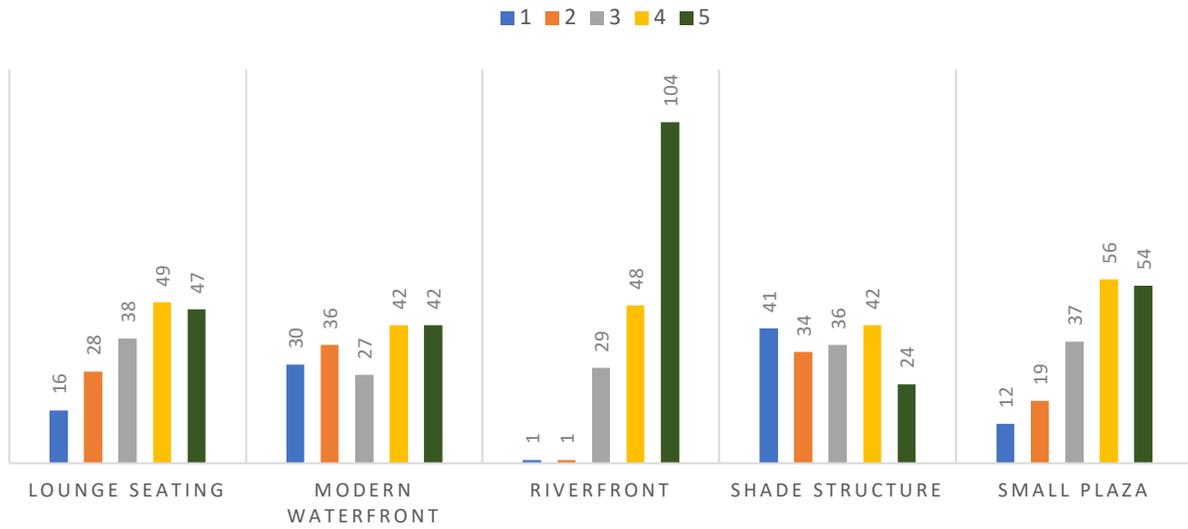


Image: Riverfront



*Image: Lounge Seating*



*Image: Modern Waterfront*



*Image: Shade Structure*



*Image: Small Plaza*

#### **Category #4: Future Phases**

The images that received the most five star ratings in the “Future Phases” category included “River Access,” “Public Art,” and “Public Restrooms.” The remaining photos received even numbers of star ratings.

## FUTURE PHASES

■ 1 ■ 2 ■ 3 ■ 4 ■ 5

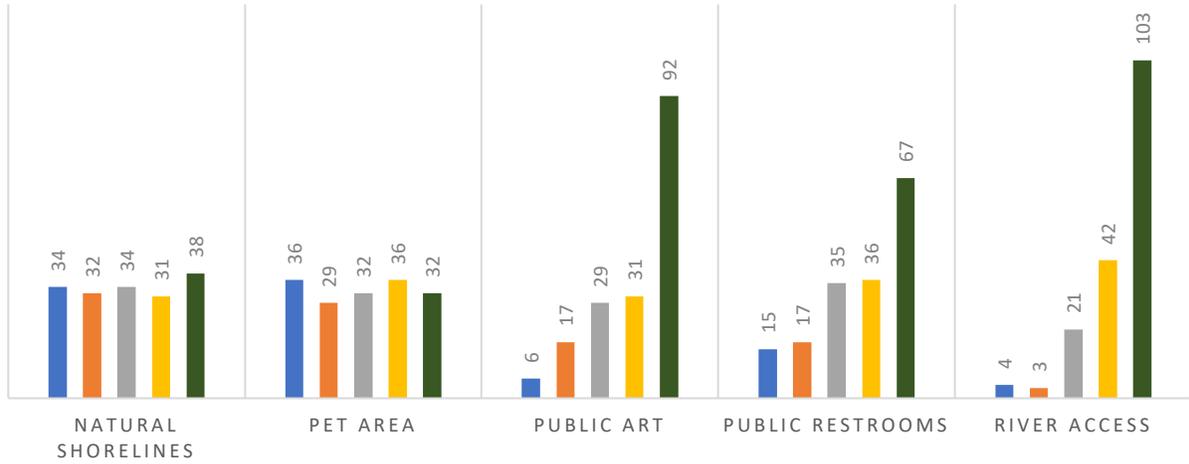


Image: River Access



*Image: Natural Shorelines*



*Image: Pet Area*



*Image: Public Restrooms*



*Image: Public Art*

**Category #5: Safety & Wayfinding**

An image of “Waterfront Lighting” received the most five-star ratings in the “Safety and Wayfinding” category, followed by “Park Lighting.” Other images received even numbers of all star ratings.

## SAFETY AND WAYFINDING

■ 1 ■ 2 ■ 3 ■ 4 ■ 5

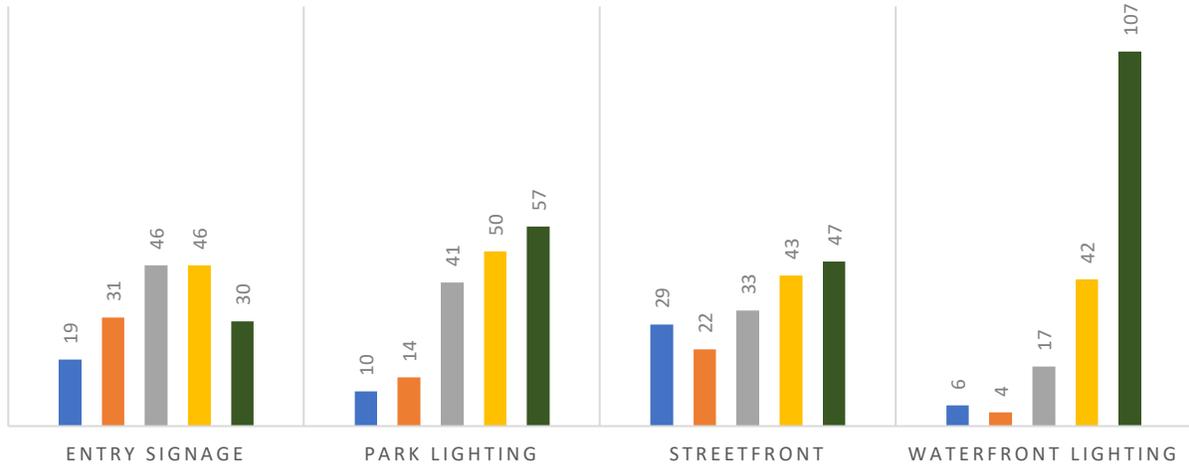


Image: Waterfront Lighting



*Image: Streetfront*



*Image: Entry Signage*



*Image: Park Lighting*

## PARTICIPANT INFORMATION (WRAP UP SCREEN)

The Wrap-Up screen sought answers on the demographics, location and contact information of survey participants. Questions about age, neighborhood of residence, frequency and type of park use were asked and space was provided for participants to leave email addresses they could be contacted at for future updates on the project.

**Phase II Participant Info** What to do

**INTRODUCTION** **2011 MASTER PLAN** **NEW OPPORTUNITIES** **VALUES + PREFERENCES** **ABOUT YOU**

**About You (Optional)**

What is your age?  
26 to 40

Where do you live?  
Other

If other, please specify which neighborhood.  
Type...

How often do you visit the park?  
Weekly

What activities do you use the park for?  
Type...

For updates, please submit your email below.  
Eg: Southwedge@gma

Submit Final Questions Skip

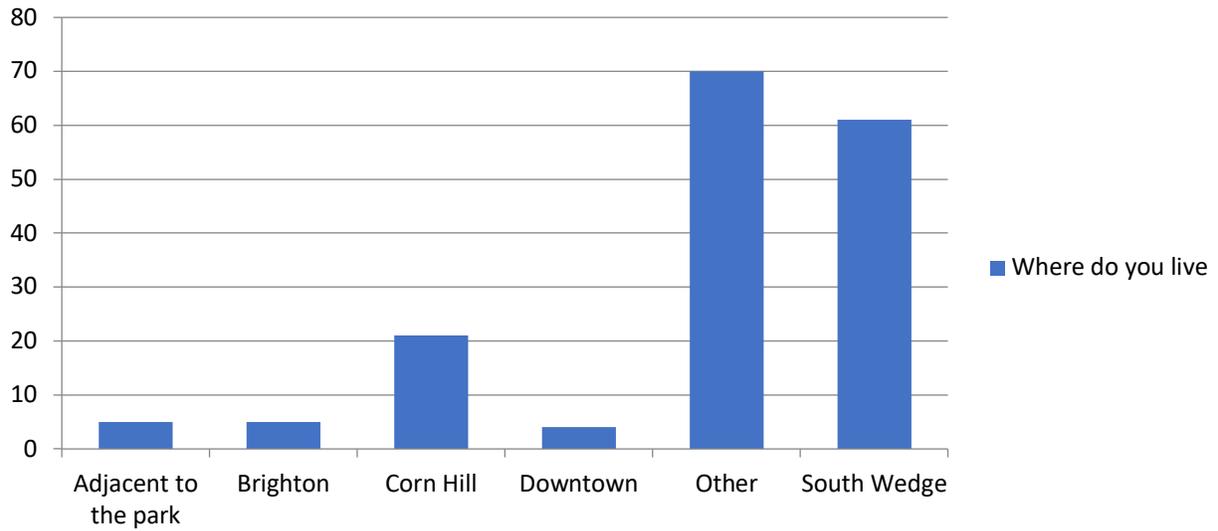
**Thank you!**

The most meaningful public spaces must have ideas that come from the community. Thank you for your input and please spread the word!

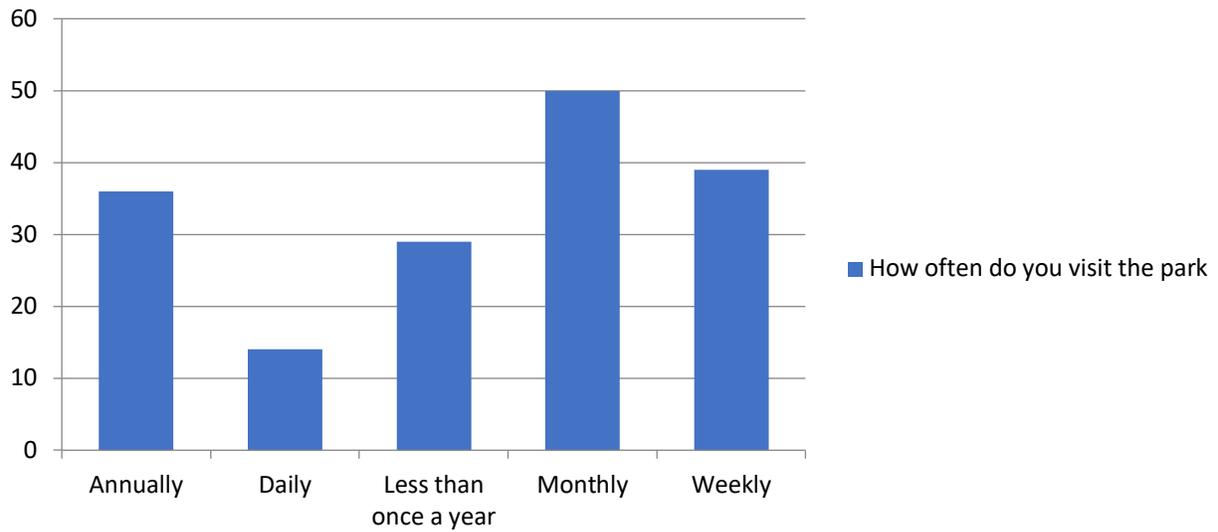
CITY OF FLOUR CITY - FLOWER CITY - CITY OF ROCHESTER, N.Y.

Screenshot from the Wrap-Up screen of MetroQuest Survey #1.

### Where do you live



### How often do you visit the park



### What is your age

