Akron

Downtown

With investments in three neighborhoods and the Ohio & Erie Canal Towpath Trail that connects them, Akron Civic Commons will knit together isolated communities through collaborative reimagining of public places. Temporary and permanent design features and regular programming will reestablish the 100-acre Summit Lake as a place of civic pride and play, bridge diverse neighborhoods and foster economic development and public life in Akron's downtown.

Signal:

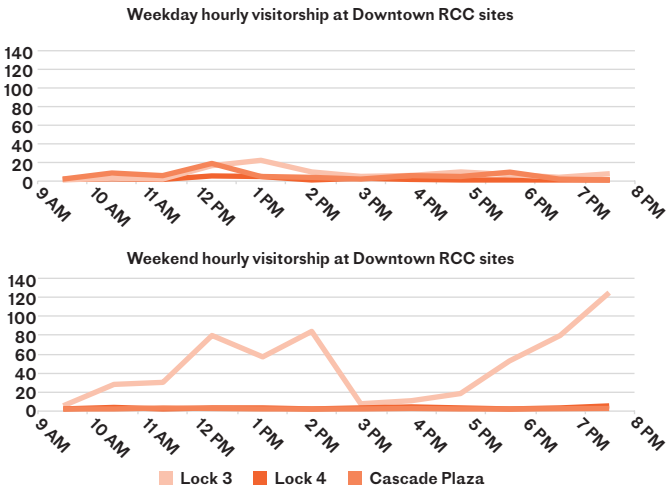
Public Life

Civic commons visitorship

Average hourly visitorship of the sites.

11 people per hour

Source: Observation map

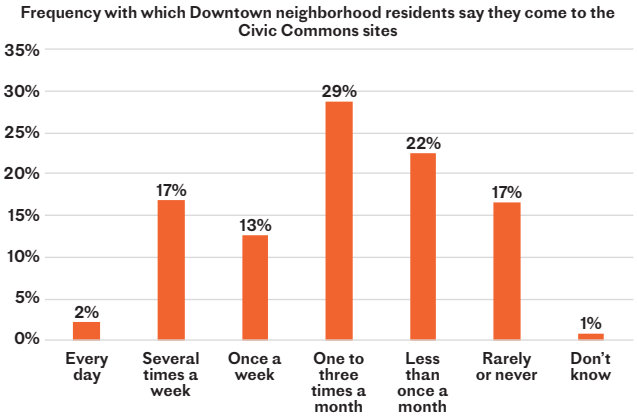


Frequency of visits to the civic commons

Percent of respondents who say they visit the sites at least weekly.

32%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Length of average visit to the civic commons	Percent of site visitors who say they spend at least 30 minutes in the sites when they visit.	Neighborhood survey	**51%**
Frequency of visits to public places	Percent of respondents who visit a public place such as a park, library or community center at least once a week.	Neighborhood survey	**6%**
Regular programming of the civic commons	Average number of hours of weekly programming at sites.	Internet research	Cascade Plaza - Baseline (7/1/2015 - 6/30/2016): **0.1** Cascade Plaza - Year 1 (7/1/2016 - 6/30/2017): **1.6** Lock 4 - Baseline (7/1/2015 - 6/30/2016): **0.5** Lock 4 - Year 1 (7/1/2016 - 6/30/2017): **0.6** Lock 3 - Baseline (7/1/2015 - 6/30/2016) **14.1** Lock 3 - Year 1 (7/1/2016 - 6/30/2017) **18.9**

Signal:

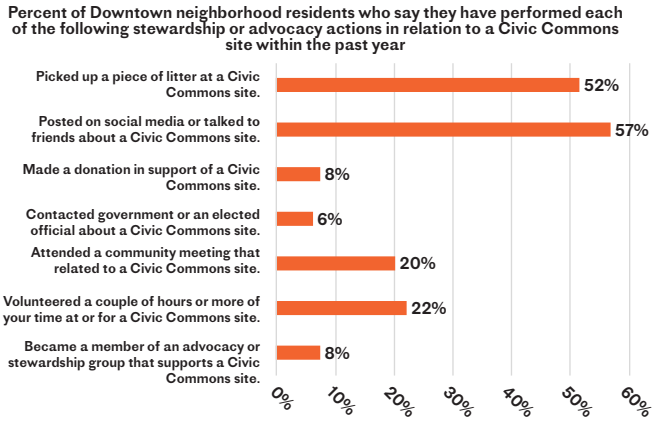
Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy related to the neighborhood.

80%

Source: Neighborhood survey

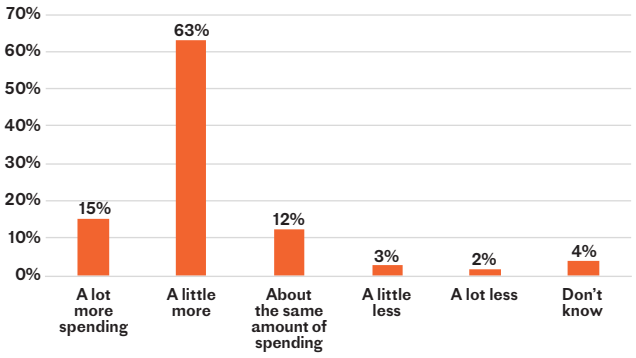


Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets.

79%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Neighborhood voter turnout	Percent of the citizen voting age population in the neighborhood that turned out for the last local election.	County elections data; Census Bureau population estimates	**3.2%**
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Neighborhood survey	Important to me, my family, or my friends **80%** Important to this neighborhood or local community **84%** Important to the city **86%**
Support for public policies for the civic commons	Percent of respondents who would be more likely to support a politician who advocates for policies to better support civic assets.	Neighborhood survey	**73%**

National comparison data

Median voter turnout in most recent mayoral election in 30 largest U.S. cities was 20%; Source: Who Votes for Mayor?, 2016

Signal:

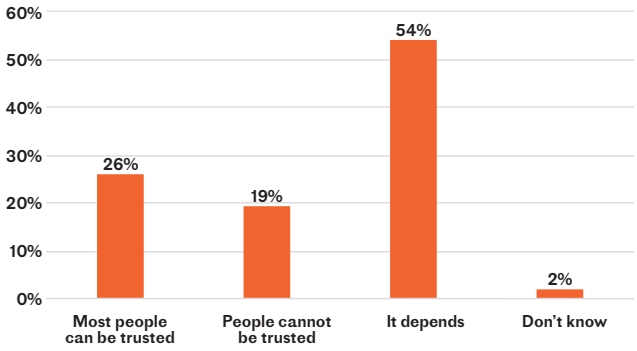
Trust

Trust in others

Percent of respondents who say that most people can be trusted.

26%

Source: Neighborhood survey

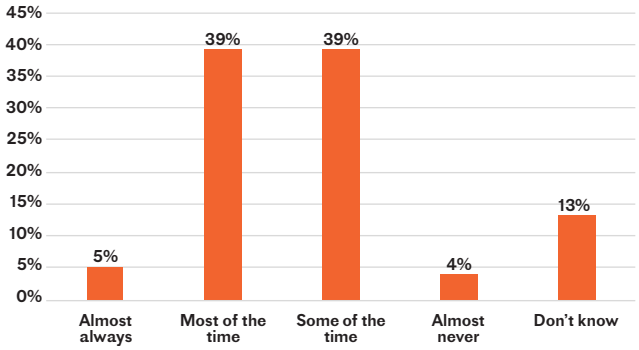


Trust in local government

Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.

44%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Trust in local institutions	Percent of respondents who think they can trust local institutions to do what is best for the local community almost always or most of the time.	Neighborhood survey	**58%**
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	**3%**

National comparison data

Nationally 32% say most people can be trusted, while 64% say people cannot be trusted; Source: General Social Survey, 2016

Nationally 20% of Americans today say they can trust the government in Washington to do what is right just about always or most of the time; Source: Pew Research Center, 2017

Signal:

Mixing on Site

Income diversity of site visitors

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

N/A

Source: Intercept survey

Racial and ethnic diversity of site visitors

Probability that any two individuals selected at random will be from the same racial or ethnic group. 80 is most diverse, 0 is least.

N/A

Source: Intercept survey

METRIC	DESCRIPTION	SOURCE	BASELINE
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	**N/A**
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	Cascade Plaza **37%** Lock 4 **63%** Lock 3 **89%** Lock 2 **N/A**

Signal:

Reputation

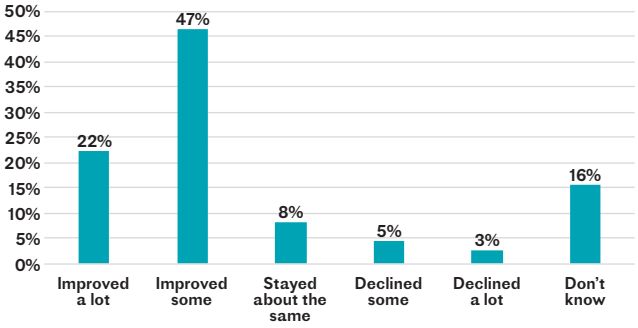
Perceptions of the neighborhood and its future

Percent of respondents who feel neighborhood has changed for the better.

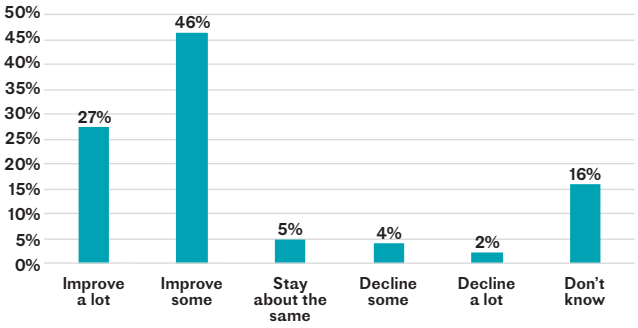
69%

Source: Neighborhood survey

Perceptions of how the Downtown neighborhood has changed over the last few years



Perceptions of how the Downtown neighborhood will change over the next few years



Public perceptions of sites and of the neighborhood

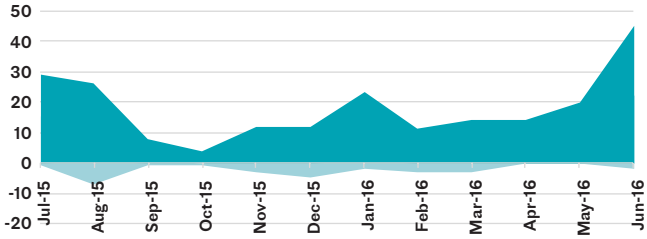
Percent of local news articles with positive narrative about the sites and their neighborhoods.

91%

Baseline

Source: Monitoring of local news sources

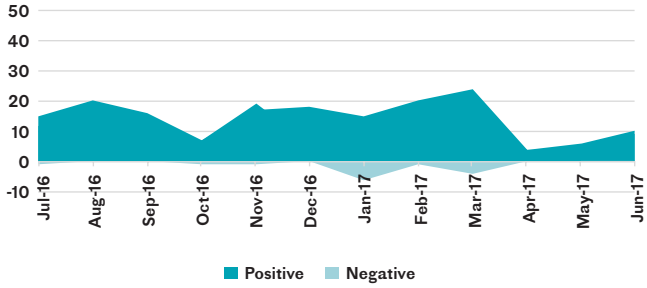
Local news sentiment analysis. 7/1/2015-6/30/2016



95%

Year 1

Local news sentiment analysis. 7/1/2016-6/30/2017



METRIC	DESCRIPTION	SOURCE	BASELINE
Impact of sites on the neighborhood	Percent of respondents who say the sites have a positive impact on the neighborhood.	Neighborhood survey	Cascade Plaza **45%** Lock 4 **66%** Lock 3 **83%** Lock 2 **40%**
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	Cascade Plaza **44%** Lock 4 **64%** Lock 3 **82%** Lock 2 **41%**

Signal:

Bridging Social Capital

Time spent with neighbors

Percent of respondents* who say they socialize with people who live in their neighborhood at least once a week. **61%**

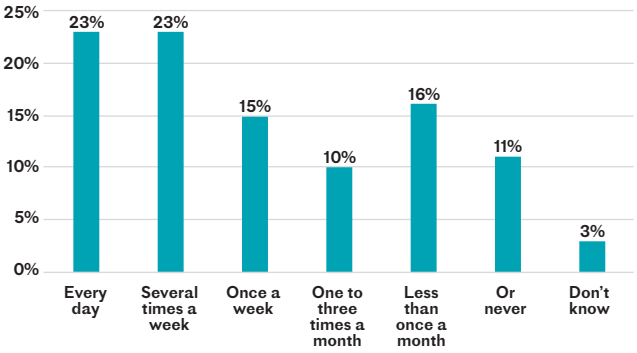
Source: Neighborhood survey

Opportunities for meeting new people in the civic commons

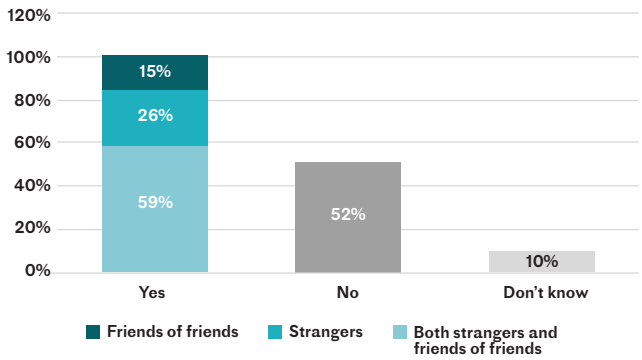
Percent of site visitors making new acquaintances in the sites. **39%**

Source: Neighborhood survey

Frequency with which Downtown neighborhood residents say they socialize or hang out with people who live in their neighborhood



Percent of Downtown neighborhood residents who have met anybody for the first time at any of the Civic Commons site, by type of person they have met



METRIC	DESCRIPTION	SOURCE	BASELINE
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	**72%**

* Respondents are limited to only those who live in the Downtown neighborhood for this question. People who work Downtown are excluded.

National comparison data

Nationally 20% say they spend a social evening with neighbors at least once a week, while 32% say they never do; Source: General Social Survey, 2016

Signal:

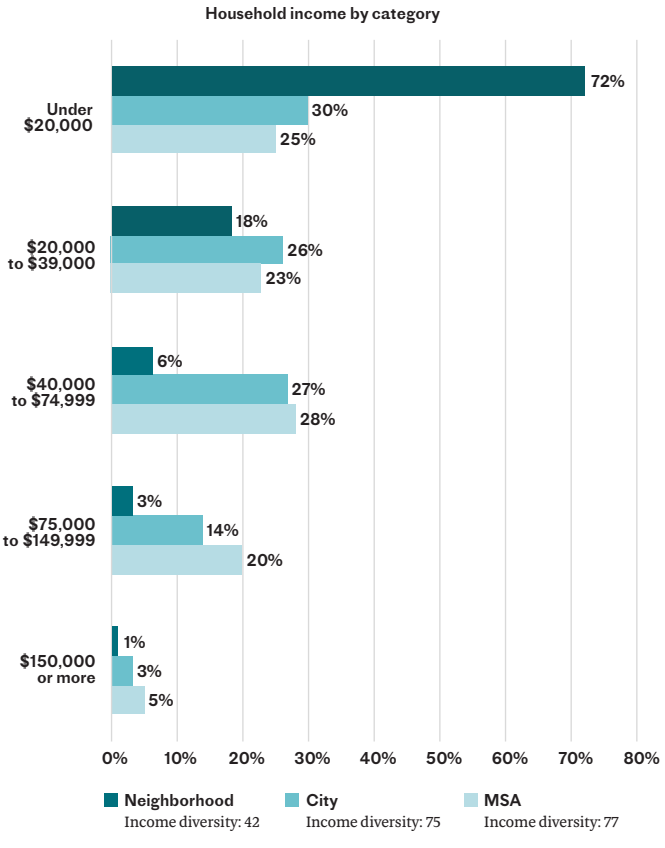
Neighborhood Diversity

Income diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

45

Source: American Community Survey

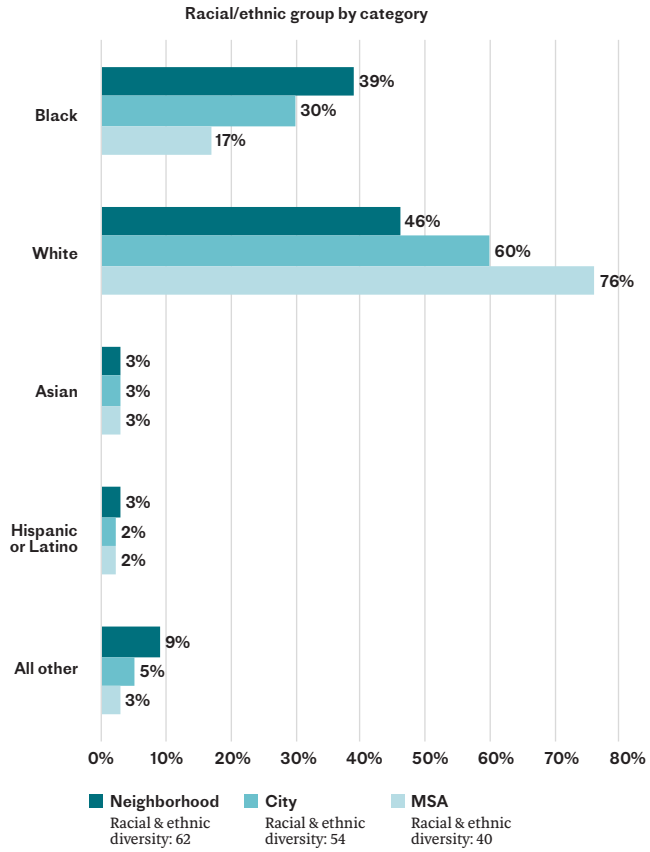


Racial and ethnic diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same racial/ethnic group. 80 is most diverse, 0 is least.

62

Source: American Community Survey



Signal:

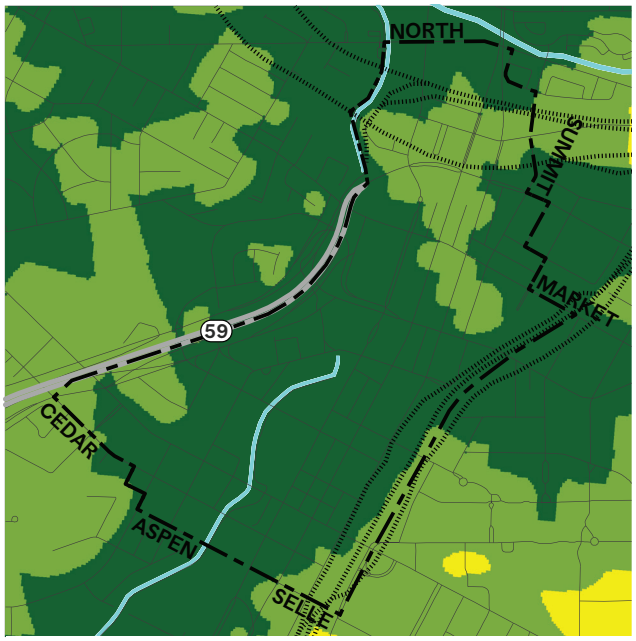
Access to Nature

Distance to park or public open space

Percent of residential parcels in the neighborhood that are within a half mile walk of a park or public open space.

100%

Source: Physical survey

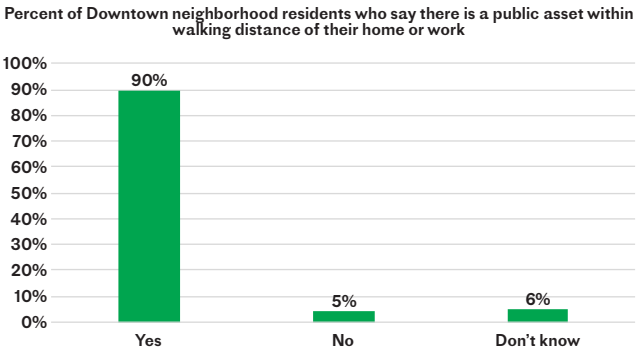


Perception of access to nature

Percent of respondents who say they live or work within walking distance of a park, trail, playground, or public garden.

90%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
ParkScore®	Citywide analysis of an effective park system. 100 is most effective, 0 is least.	The Trust for Public Land	N/A
Citywide investment in parks	Total public spending on parks and recreation per resident.	The Trust for Public Land	N/A

Signal:

Ecological Indicators

Tree Canopy

Percent of study area land covered by tree canopy.

Source: i-Tree Canopy by the USDA Forest Service

9.1%

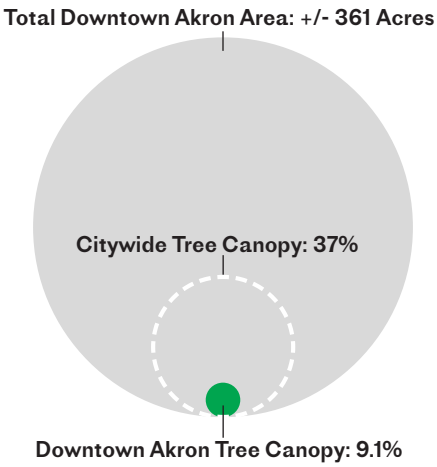
of neighborhood land area covered by tree canopy

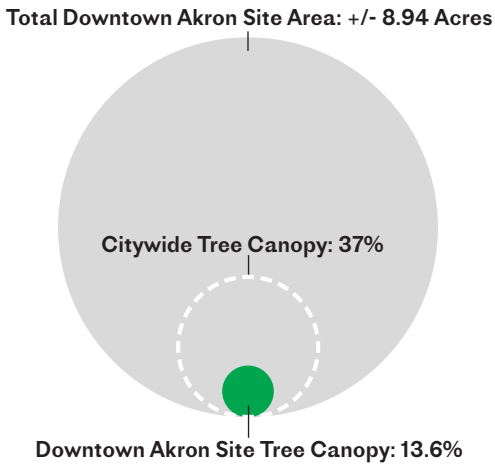
Tree Count

Number of trees in civic commons sites.

Source: Physical survey, demonstration team tracker; i-Tree Canopy by the USDA Forest Service

111





METRIC	DESCRIPTION	SOURCE	BASELINE
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	**116.71 tons**
Site carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons site area.	i-Tree	**142.58 tons**
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	**87%**
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	**N/A**
Stormwater management	Total square footage of stormwater features on neighborhood streets and in sites including basins, native plantings and impervious surfaces.	Demonstration team tracker	**N/A**

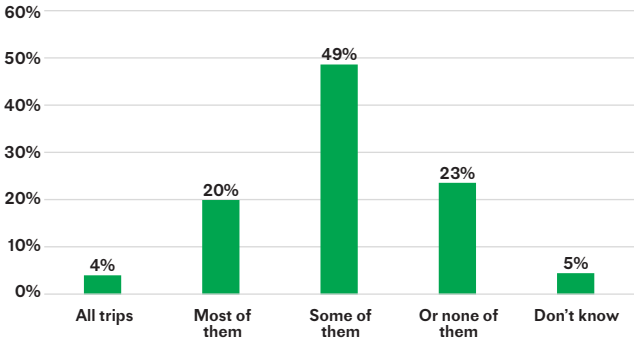
Signal:

Walkability/ Bikeability

Neighborhood walking and biking behavior

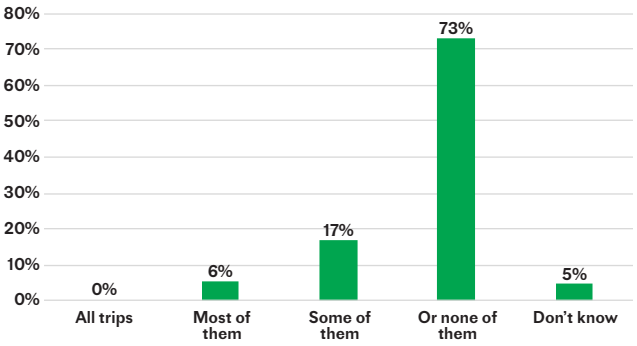
Percent of respondents who say they take at least some non-work trips by foot. **72%**

Source: Neighborhood survey



Percent of respondents who say they take at least some non-work trips by bike. **22%**

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Walking, biking and transit access to the civic commons	Percent of respondents who say they walked, biked or took transit to the sites.	Intercept survey	**N/A**
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	**73%**
Neighborhood biking infrastructure	Percent of neighborhood street and off-road trail length that includes bike lanes (dedicated or shared).	Physical survey	**6%**
Neighborhood Walk Score	Index of walkability, based on distance to common destinations including parks, schools, stores, restaurants and similar amenities. 100 is most walkable, 0 is least.	Redfin	**64**
Neighborhood Bike Score	Index of bike access, based on bike facilities and share of the population using bikes. 100 is most bike-friendly, 0 is least.	Redfin	**N/A**
Neighborhood Transit Score	Index of transit access, based on number of stops and frequency of transit service in the area. 100 is most transit served, 0 is least.	Redfin	**N/A**

Signal:

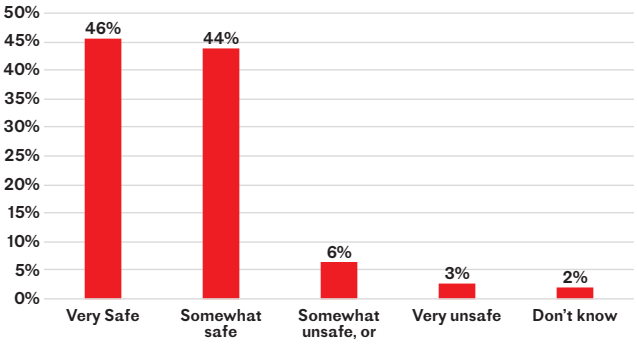
Safety

Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day.

89%

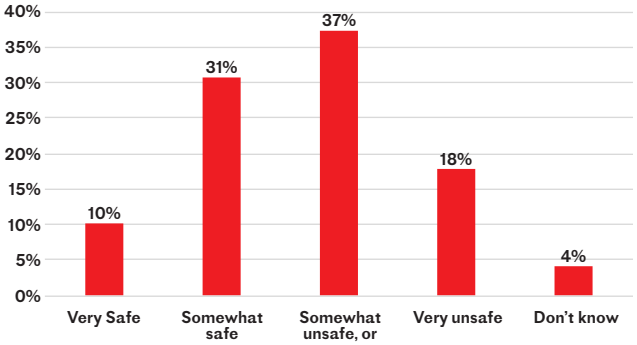
Source: Neighborhood survey



Percent of respondents who say they feel safe in the neighborhood at night.

41%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Female site visitorship	Percent of site visitors who are female.	Observation map	Cascade Plaza **54%** Lock 4 **40%** Lock 3 **40%** Lock 2 **N/A**
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	Baseline **67** Year 1 **69**

Signal:

Retail Activity

Storefronts

Number of local customer-facing retail and service businesses located in the neighborhood. **89**

Source: Reference USA business database

1/4 Mile

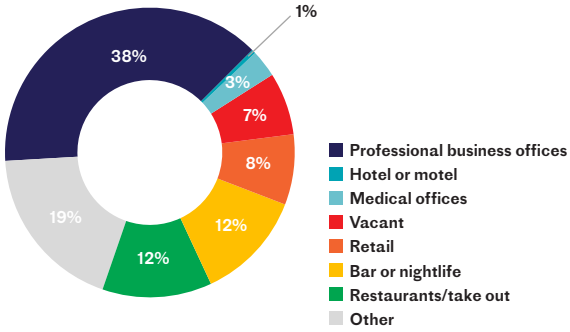
Commercial storefront

Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant. **6%**

Source: Physical survey

Downtown neighborhood commercial types



METRIC	DESCRIPTION	SOURCE	BASELINE
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	88%

Signal:

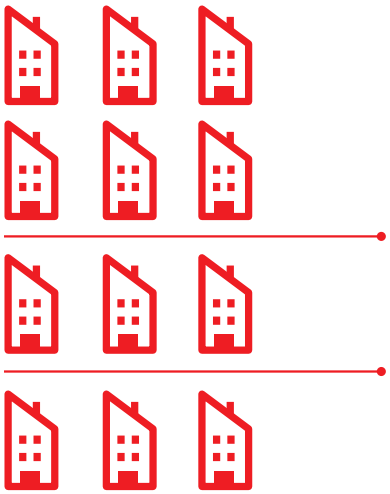
Real Estate Value & Affordability

Home values

Median and lower quartile values of owner-occupied homes in the neighborhood.

$68,300
median home value

Source: American Community Survey; Zillow



Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

99%

Source: Physical survey

METRIC	DESCRIPTION	SOURCE	BASELINE
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	3%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	American Community Survey; Zillow	Median $477 25th Percentile $250
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	46.9%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	0%
Underutilized land	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	24%

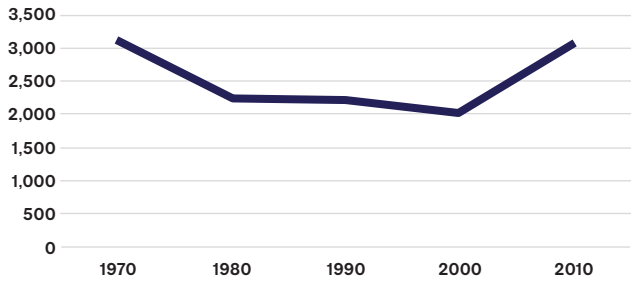
Estimates of median home value and rents are drawn from recent market data gathered by Zillow. Estimates of 25th percentile home values and rents are drawn from the 5-year American Community Survey data.

Population

Total resident population in the neighborhood.

2,209

Source: American Community Survey

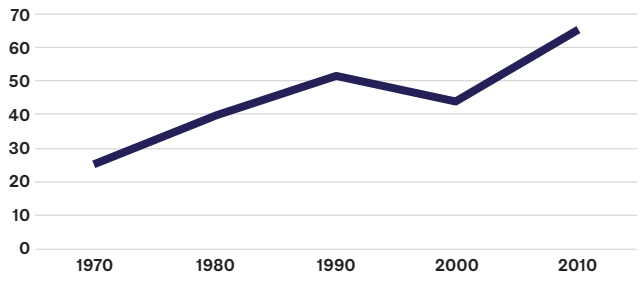


Poverty Rate

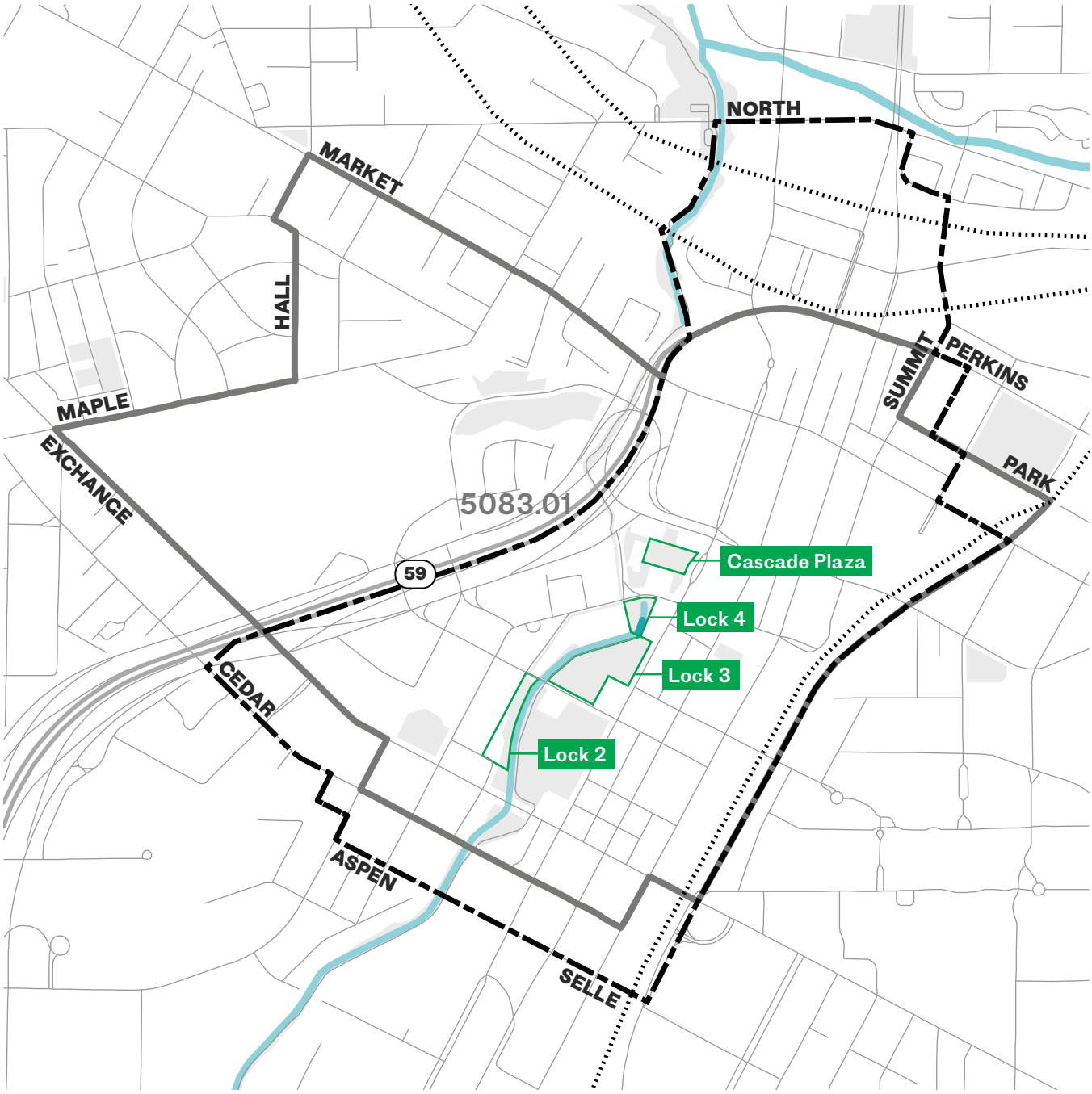
Percent of households in the neighborhood living below the poverty line.

70.7%

Source: American Community Survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	**$17,246**
Per capita income	Average income on a per person basis.	American Community Survey	**$11,441**
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	**21%**
Four-year college attainment rate	Percent of neighborhood residents 25 and older who have completed at least a four-year college degree.	American Community Survey	**13.4%**


NORTH
MARKET
HALL
MAPLE
EXCHANGE
SUMMIT
PERKINS
PARK
5083.01
59
Cascade Plaza
Lock 4
Lock 3
Lock 2
CEDAR
ASPEN
SELLE
1/2 Mile
Civic Commons site
Core study area
Core Census tract

Akron

Park East

With investments in three neighborhoods and the Ohio & Erie Canal Towpath Trail that connects them, Akron Civic Commons will knit together isolated communities through collaborative reimagining of public places. Temporary and permanent design features and regular programming will reestablish the 100-acre Summit Lake as a place of civic pride and play, bridge diverse neighborhoods and foster economic development and public life in Akron's downtown.

Signal:

Public Life

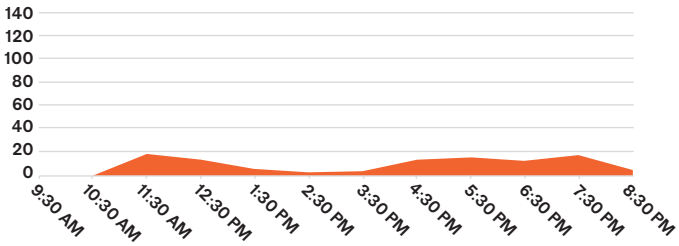
Civic commons visitorship

Average hourly visitorship of the sites.

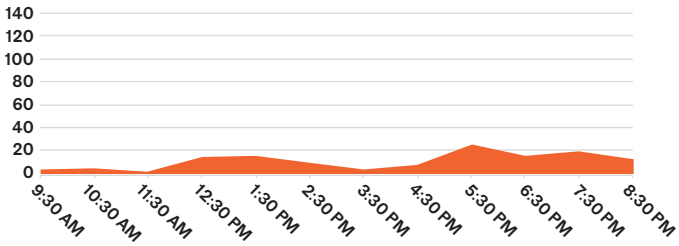
Source: Observation map

10
people per hour

Weekday hourly visitorship at Park East site



Weekend hourly visitorship at Park East site



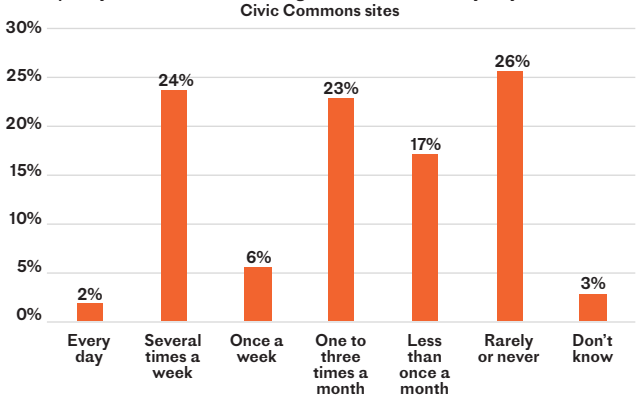
Frequency of visits to the civic commons

Percent of respondents who say they visit the sites at least weekly.

Source: Neighborhood survey

31%

Frequency with which Park East neighborhood residents say they come to the Civic Commons sites



METRIC	DESCRIPTION	SOURCE	BASELINE
Length of average visit to the civic commons	Percent of site visitors who say they spend at least 30 minutes in the sites when they visit.	Neighborhood survey	**57%**
Frequency of visits to public places	Percent of respondents who visit a public place such as a park, library or community center at least once a week.	Neighborhood survey	**29%**
Regular programming of the civic commons	Average number of hours of weekly programming at sites.	Internet research	**N/A**

Signal:

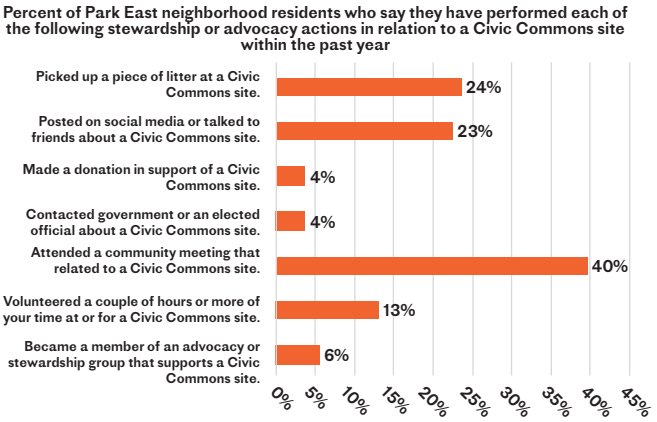
Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy related to the neighborhood.

48%

Source: Neighborhood survey

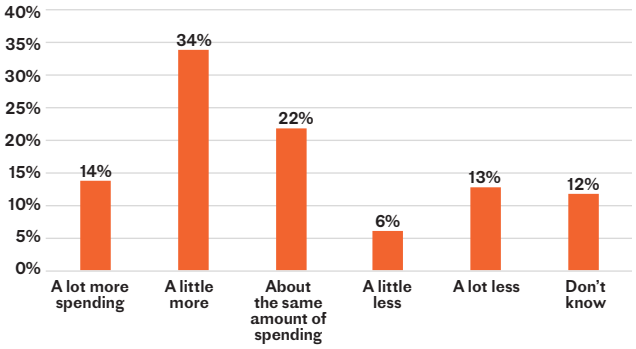


Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets.

48%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Neighborhood voter turnout	Percent of the citizen voting age population in the neighborhood that turned out for the last local election.	County elections data; Census Bureau population estimates	**21.1%**
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Neighborhood survey	Important to me, my family, or my friends **56%** Important to this neighborhood or local community **63%** Important to the city **50%**
Support for public policies for the civic commons	Percent of respondents who would be more likely to support a politician who advocates for policies to better support civic assets.	Neighborhood survey	**25%**

National comparison data

Median voter turnout in most recent mayoral election in 30 largest U.S. cities was 20%; Source: Who Votes for Mayor?, 2016

Signal:

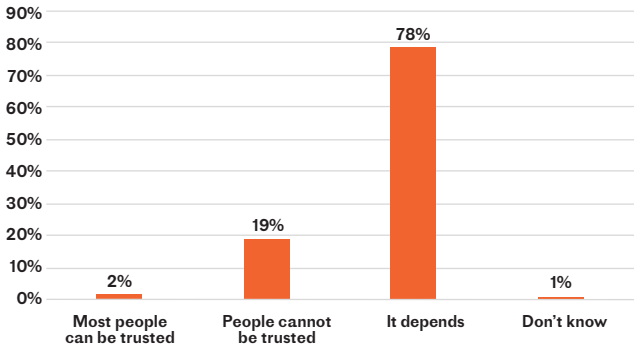
Trust

Trust in others

Percent of respondents who say that most people can be trusted.

2%

Source: Neighborhood survey

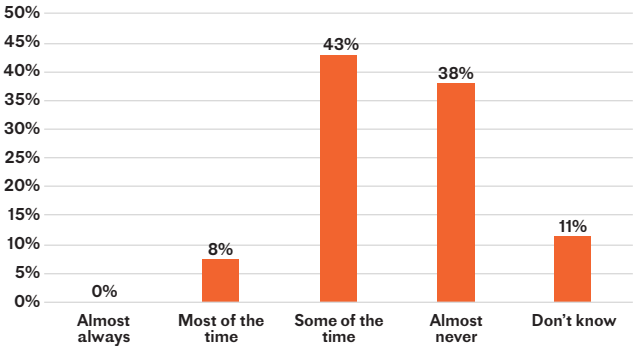


Trust in local government

Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.

8%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Trust in local institutions	Percent of respondents who think they can trust local institutions to do what is best for the local community almost always or most of the time.	Neighborhood survey	**7%**
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	**27%**

National comparison data

Nationally 32% say most people can be trusted, while 64% say people cannot be trusted; Source: General Social Survey, 2016

Nationally 20% of Americans today say they can trust the government in Washington to do what is right just about always or most of the time; Source: Pew Research Center, 2017

Signal:

Mixing on Site

Income diversity of site visitors

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

N/A

Source: Intercept survey

Racial and ethnic diversity of site visitors

Probability that any two individuals selected at random will be from the same racial or ethnic group. 80 is most diverse, 0 is least.

N/A

Source: Intercept survey

METRIC	DESCRIPTION	SOURCE	BASELINE
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	**N/A**
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	**78%**

Signal:

Reputation

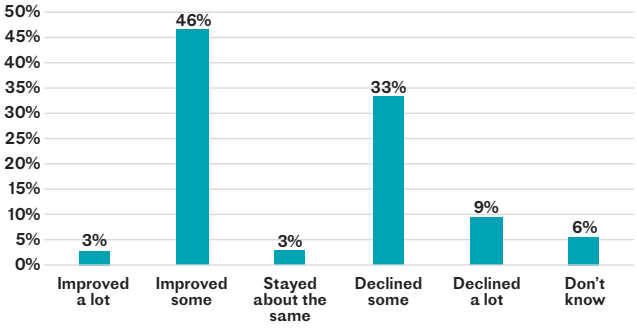
Perceptions of the neighborhood and its future

Percent of respondents who feel neighborhood has changed for the better.

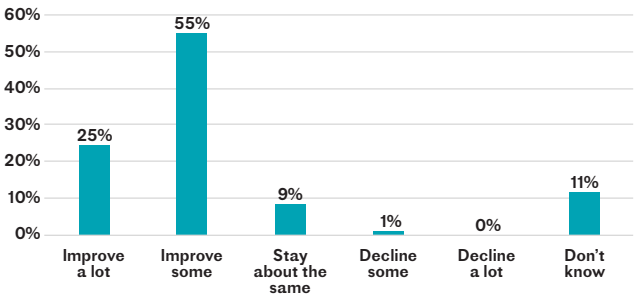
49%

Source: Neighborhood survey

Perceptions of how the Park East neighborhood has changed over the last few years



Perceptions of how the Park East neighborhood will change over the next few years



Public perceptions of sites and of the neighborhood

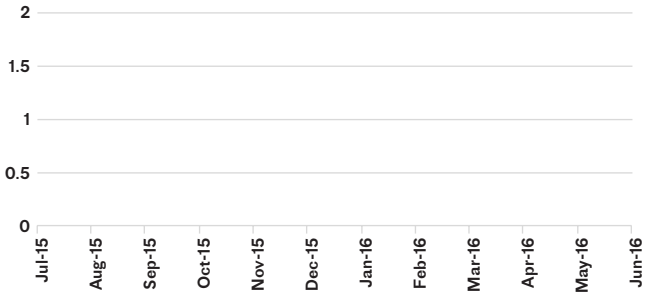
Percent of local news articles with positive narrative about the sites and their neighborhoods.

N/A

Baseline

Source: Monitoring of local news sources

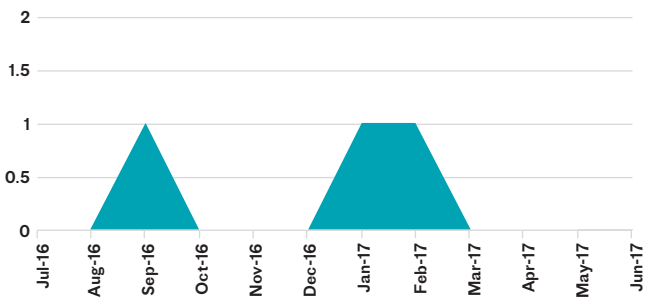
Local news sentiment analysis. 7/1/2015-6/30/2016



100%

Year 1

Local news sentiment analysis. 7/1/2016-6/30/2017



METRIC	DESCRIPTION	SOURCE	BASELINE
Impact of sites on the neighborhood	Percent of respondents who say the sites have a positive impact on the neighborhood.	Neighborhood survey	**92%**
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	**83%**

Signal:

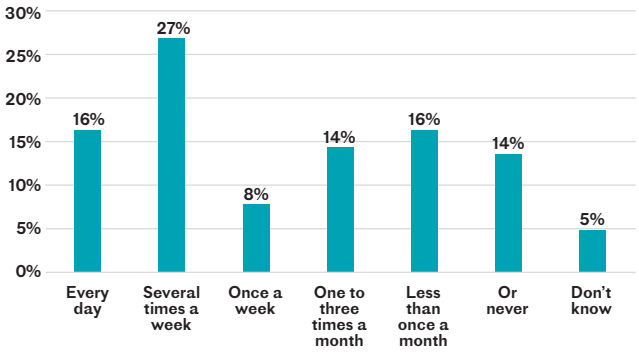
Bridging Social Capital

Time spent with neighbors

Percent of respondents who say they socialize with people who live in their neighborhood at least once a week. **51%**

Source: Neighborhood survey

Frequency with which Park East neighborhood residents say they socialize or hang out with people who live in their neighborhood

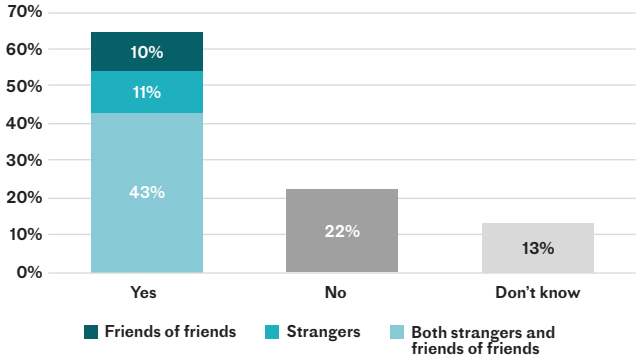


Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites. **64%**

Source: Neighborhood survey

Percent of Park East neighborhood residents who have met anybody for the first time at any of the Civic Commons site, by type of person they have met



METRIC	DESCRIPTION	SOURCE	BASELINE
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	84%

National comparison data

Nationally 20% say they spend a social evening with neighbors at least once a week, while 32% say they never do; Source: General Social Survey, 2016

Signal:

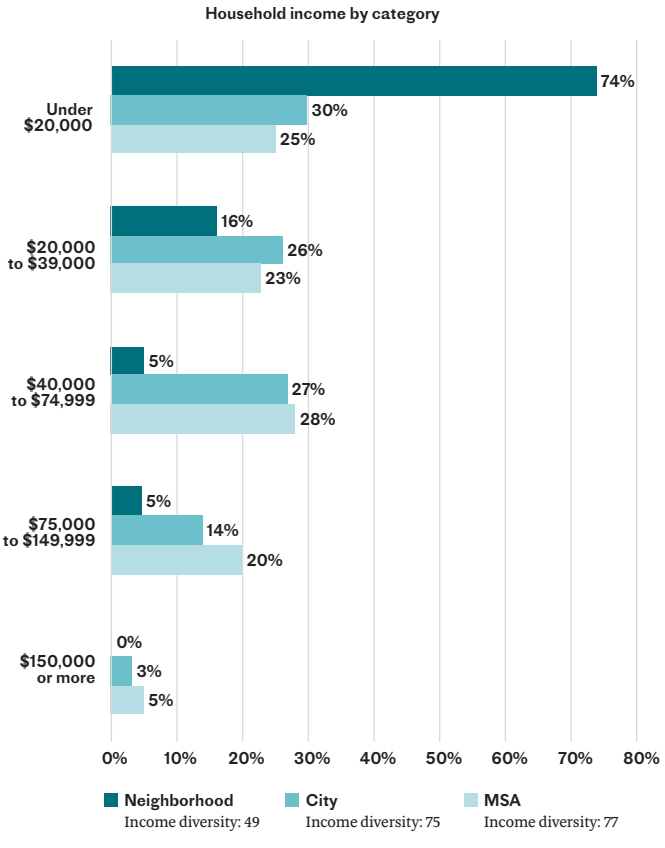
Neighborhood Diversity

Income diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

49

Source: American Community Survey

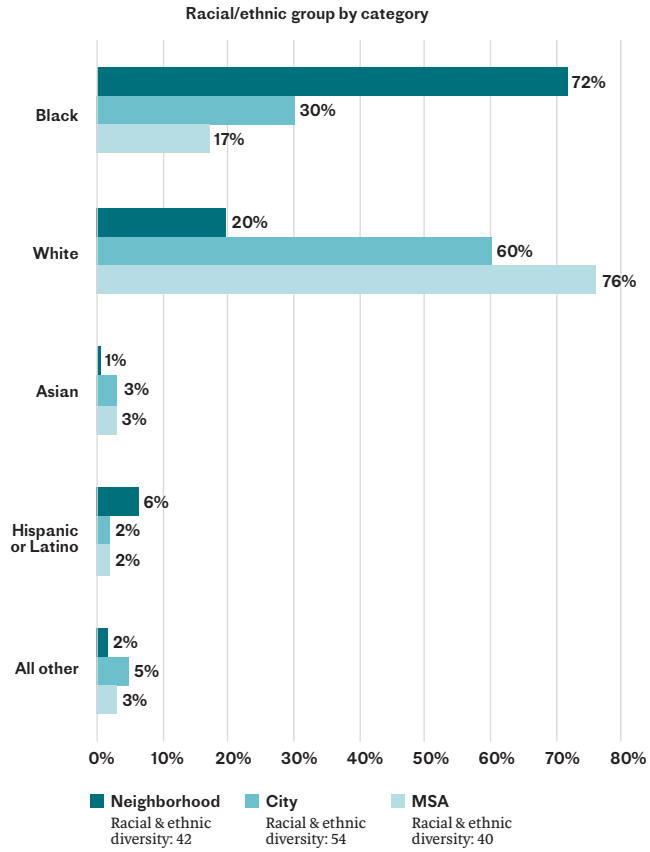


Racial and ethnic diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same racial/ethnic group. 80 is most diverse, 0 is least.

42

Source: American Community Survey



Signal:

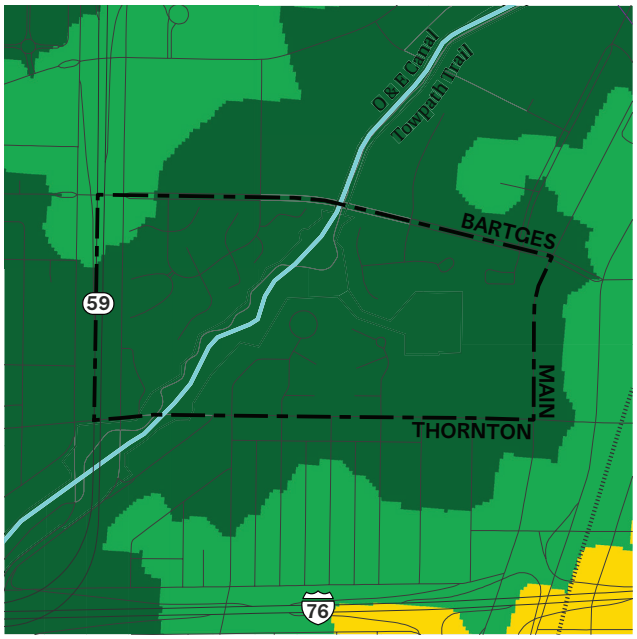
Access to Nature

Distance to park or public open space

Percent of residential parcels in the neighborhood that are within a half mile walk of a park or public open space.

100%

Source: Physical survey

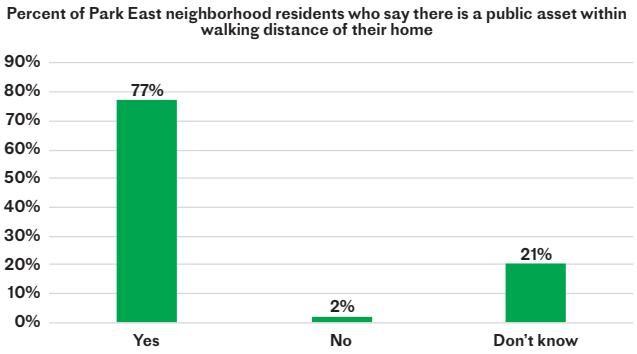


Perception of access to nature

Percent of respondents who say they live within walking distance of a park, trail, playground, or public garden.

77%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
ParkScore®	Citywide analysis of an effective park system. 100 is most effective, 0 is least.	The Trust for Public Land	N/A
Citywide investment in parks	Total public spending on parks and recreation per resident.	The Trust for Public Land	N/A

Signal:

Ecological Indicators

Tree Canopy

Percent of neighborhood covered by tree canopy.

Source: i-Tree Canopy by the USDA Forest Service

25.6%

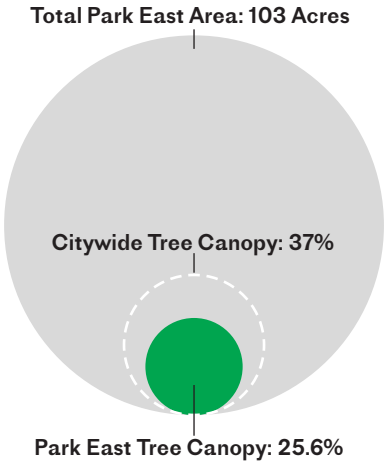
of neighborhood land area covered by tree canopy

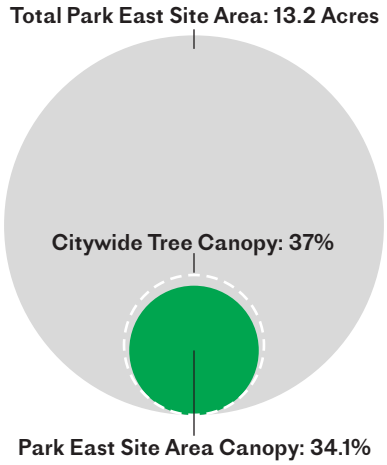
Tree Count

Number of trees in civic commons sites.

Source: Physical survey, demonstration team tracker; i-Tree Canopy by the USDA Forest Service

341





METRIC	DESCRIPTION	SOURCE	BASELINE
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	**116.71 tons**
Site carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons site area.	i-Tree	**19.66 tons**
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	**72%**
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	**N/A**
Stormwater management	Total square footage of stormwater features on neighborhood streets and in sites including basins, native plantings and impervious surfaces.	Demonstration team tracker	**N/A**

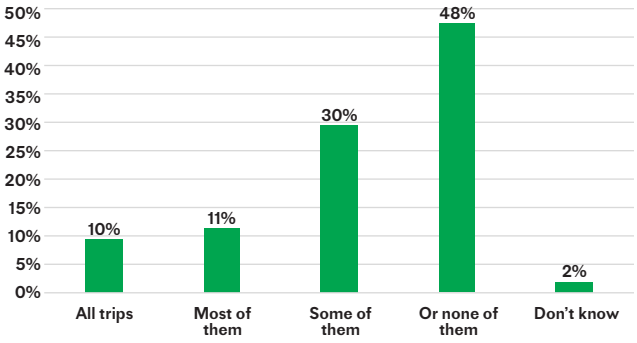
Signal:

Walkability/ Bikeability

Neighborhood walking and biking behavior

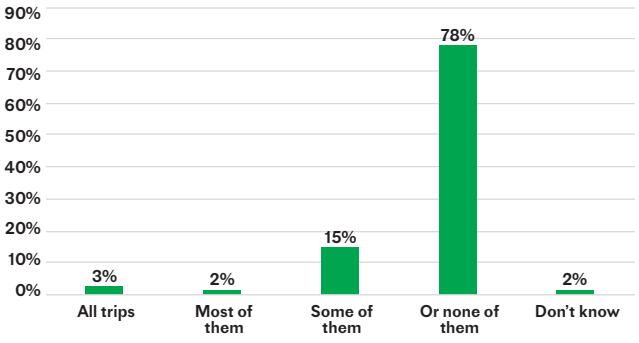
Percent of respondents who say they take at least some non-work trips by foot. **50%**

Source: Neighborhood survey



Percent of respondents who say they take at least some non-work trips by bike. **20%**

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Walking, biking and transit access to the civic commons	Percent of respondents who say they walked, biked or took transit to the sites.	Intercept survey	**N/A**
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	**22%**
Neighborhood biking infrastructure	Percent of neighborhood street and off-road trail length that includes bike lanes (dedicated or shared).	Physical survey	**25%**
Neighborhood Walk Score	Index of walkability, based on distance to common destinations including parks, schools, stores, restaurants and similar amenities. 100 is most walkable, 0 is least.	Redfin	**49**
Neighborhood Bike Score	Index of bike access, based on bike facilities and share of the population using bikes. 100 is most bike-friendly, 0 is least.	Redfin	**N/A**
Neighborhood Transit Score	Index of transit access, based on number of stops and frequency of transit service in the area. 100 is most transit served, 0 is least.	Redfin	**N/A**

Signal:

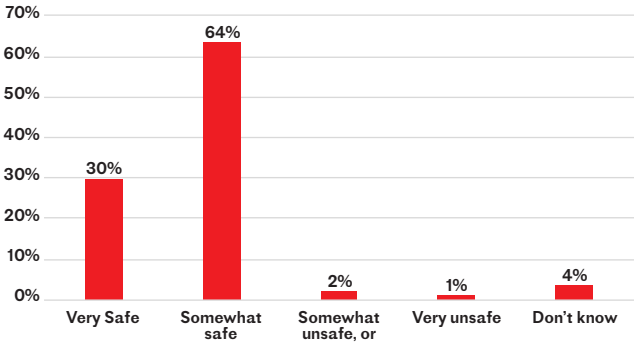
Safety

Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day.

94%

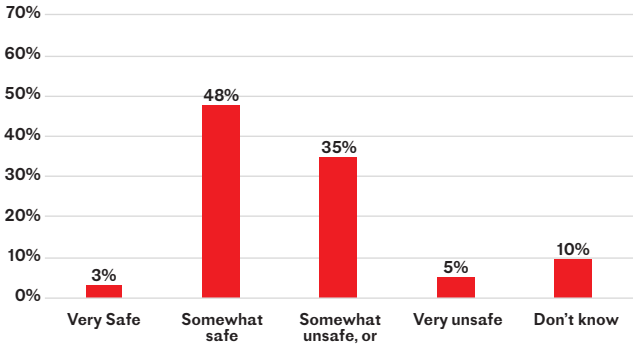
Source: Neighborhood survey



Percent of respondents who say they feel safe in the neighborhood at night.

51%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Female site visitorship	Percent of site visitors who are female.	Observation map	43%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	Baseline 26 Year 1 36

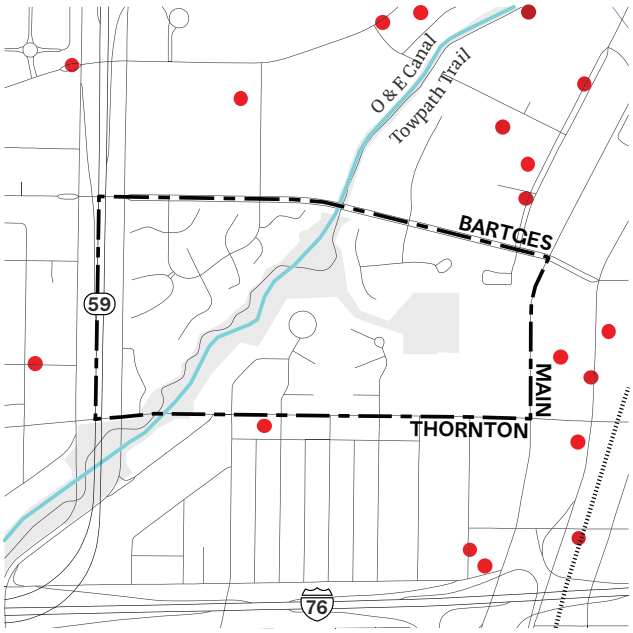
Signal:

Retail Activity

Storefronts

Number of local customer-facing retail and service businesses located in the neighborhood. **29**

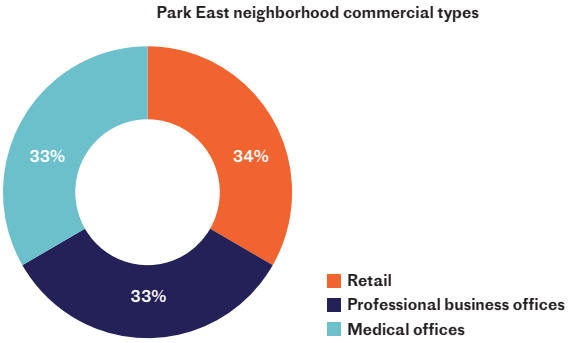
Source: Reference USA business database



Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant. **0%**

Source: Physical survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	3

Signal:

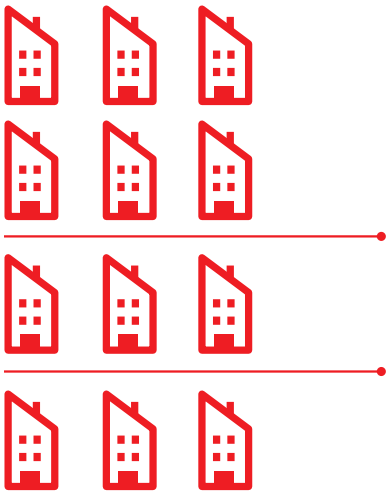
Real Estate Value & Affordability

Home values

Median and lower quartile values of owner-occupied homes in the neighborhood.

$52,375
median home value

Source: American Community Survey; Zillow



Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

99%

Source: Physical survey

METRIC	DESCRIPTION	SOURCE	BASELINE
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	16%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	American Community Survey; Zillow	Median $670 25th Percentile $283
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	44%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	0%
Underutilized land	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	2%

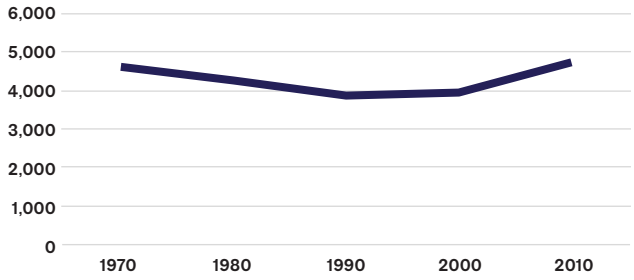
Estimates of median home value and rents are drawn from recent market data gathered by Zillow. Estimates of 25th percentile home values and rents are drawn from the 5-year American Community Survey data.

Population

Total resident population in the neighborhood.

3,282

Source: American Community Survey

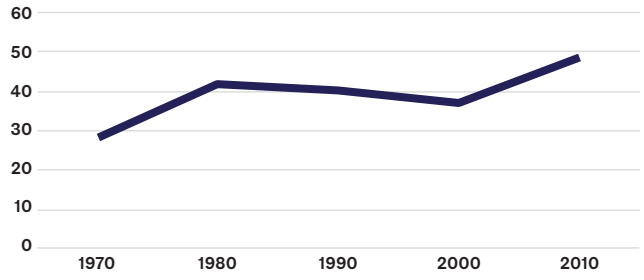


Poverty Rate

Percent of households in the neighborhood living below the poverty line.

58.6%

Source: American Community Survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	**$14,299**
Per capita income	Average income on a per person basis.	American Community Survey	**$11,160**
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	**18.1%**
Four-year college attainment rate	Percent of neighborhood residents 25 and older who have completed at least a four-year college degree.	American Community Survey	**6.4%**

BARTGES
Park East
59
DART
MAIN
THORNTON
5019
76
SOUTH
1/4 Mile
Civic Commons site
Core study area
Core Census tract

Akron

Summit Lake

With investments in three neighborhoods and the Ohio & Erie Canal Towpath Trail that connects them, Akron Civic Commons will knit together isolated communities through collaborative reimagining of public places. Temporary and permanent design features and regular programming will reestablish the 100-acre Summit Lake as a place of civic pride and play, bridge diverse neighborhoods and foster economic development and public life in Akron's downtown.

Signal:

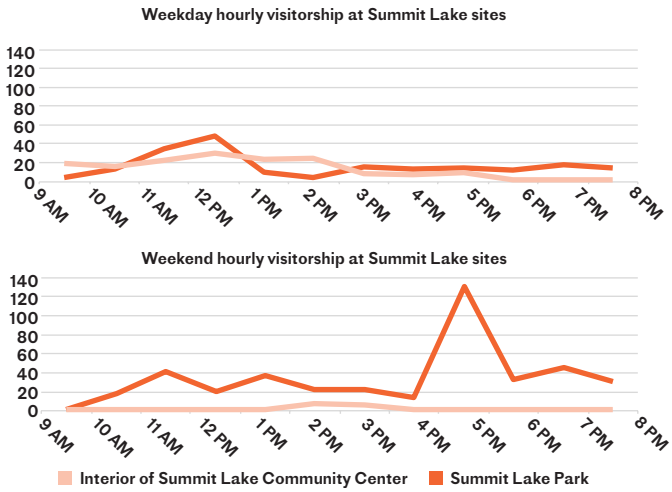
Public Life

Civic commons visitorship

Average hourly visitorship of the sites.

Source: Observation map

19
people per hour

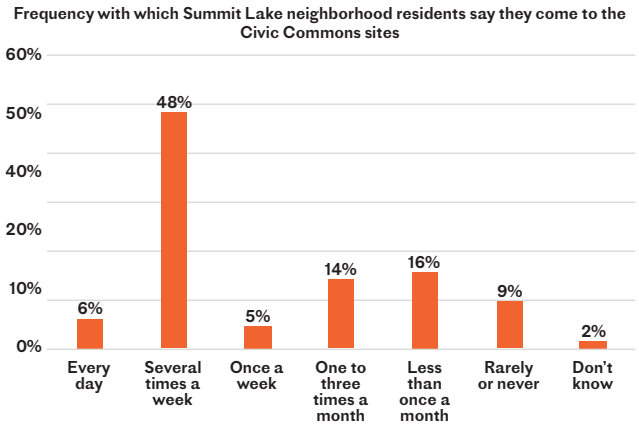


Frequency of visits to the civic commons

Percent of respondents who say they visit the sites at least weekly.

Source: Neighborhood survey

59%



METRIC	DESCRIPTION	SOURCE	BASELINE
Length of average visit to the civic commons	Percent of site visitors who say they spend at least 30 minutes in the sites when they visit.	Neighborhood survey	**75%**
Frequency of visits to public places	Percent of respondents who visit a public place such as a park, library or community center at least once a week.	Neighborhood survey	**41%**
Regular programming of the civic commons	Average number of hours of weekly programming at sites.	Internet research	Summit Lake Park - Baseline (7/1/2015 - 6/30/2016): **0** Summit Lake Park - Year 1 (7/1/2016 - 6/30/2017): **0** Summit Lake Comm Ctr - Baseline (7/1/2015 - 6/30/2016): **0.1** Summit Lake Comm Ctr - Year 1 (7/1/2016 - 6/30/2017): **1** Summit Lake REACH - Baseline (7/1/2015 - 6/30/2016): **70** Summit Lake REACH - Year 1 (7/1/2016 - 6/30/2017): **70** Pump House - Baseline (7/1/2015 - 6/30/2016): **0** Pump House - Year 1 (7/1/2016 - 6/30/2017): **0**

Signal:

Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy related to the neighborhood.

43%

Source: Neighborhood survey

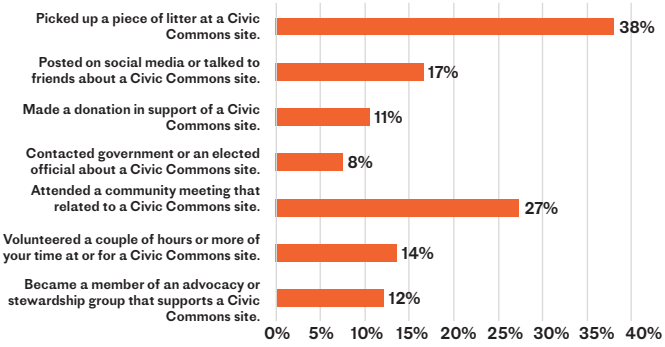
Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets.

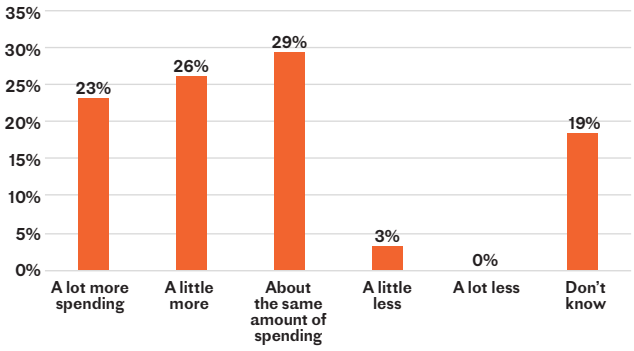
49%

Source: Neighborhood survey

Percent of Summit Lake neighborhood residents who say they have performed each of the following stewardship or advocacy actions in relation to a Civic Commons site within the past year



Percent of Summit Lake neighborhood residents who would like to see government spending on public assets change, by how much



METRIC	DESCRIPTION	SOURCE	BASELINE
Neighborhood voter turnout	Percent of the citizen voting age population in the neighborhood that turned out for the last local election.	County elections data; Census Bureau population estimates	**8.1%**
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Neighborhood survey	Important to me, my family, or my friends **59%** Important to this neighborhood or local community **57%** Important to the city **54%**
Support for public policies for the civic commons	Percent of respondents who would be more likely to support a politician who advocates for policies to better support civic assets.	Neighborhood survey	**47%**

National comparison data

Median voter turnout in most recent mayoral election in 30 largest U.S. cities was 20%; Source: Who Votes for Mayor?, 2016

Signal:

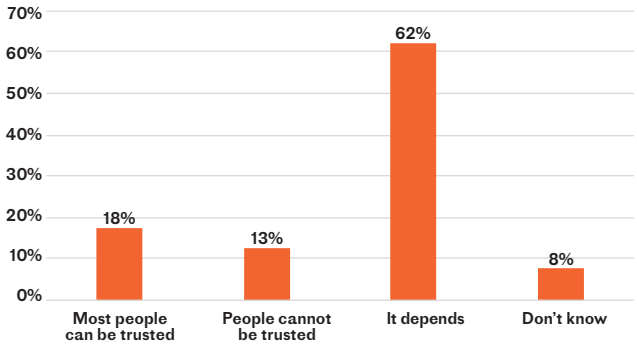
Trust

Trust in others

Percent of respondents who say that most people can be trusted.

18%

Source: Neighborhood survey

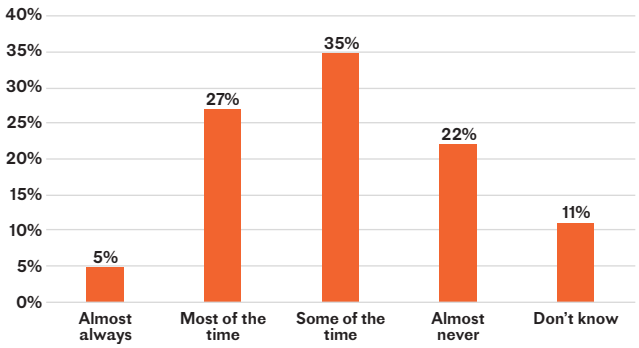


Trust in local government

Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.

32%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Trust in local institutions	Percent of respondents who think they can trust local institutions to do what is best for the local community almost always or most of the time.	Neighborhood survey	**29%**
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	**11%**

National comparison data

Nationally 32% say most people can be trusted, while 64% say people cannot be trusted; Source: General Social Survey, 2016

Nationally 20% of Americans today say they can trust the government in Washington to do what is right just about always or most of the time; Source: Pew Research Center, 2017

Signal:

Mixing on Site

Income diversity of site visitors

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

N/A

Source: Intercept survey

Racial and ethnic diversity of site visitors

Probability that any two individuals selected at random will be from the same racial or ethnic group. 80 is most diverse, 0 is least.

N/A

Source: Intercept survey

METRIC	DESCRIPTION	SOURCE	BASELINE
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	**N/A**
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	Summit Lake - Lakefront **85%** Summit Lake Comm Ctr (Interior) **65%** Summit Lake Pump House **N/A**

Signal:

Reputation

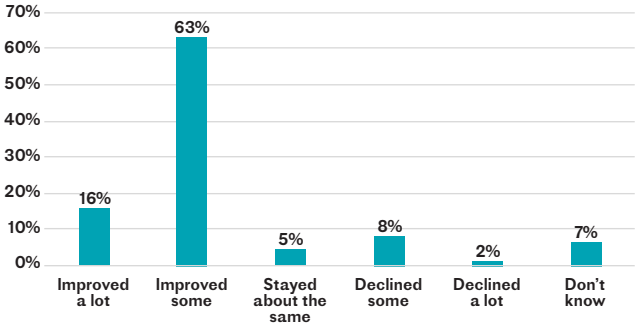
Perceptions of the neighborhood and its future

Percent of respondents who feel neighborhood has changed for the better.

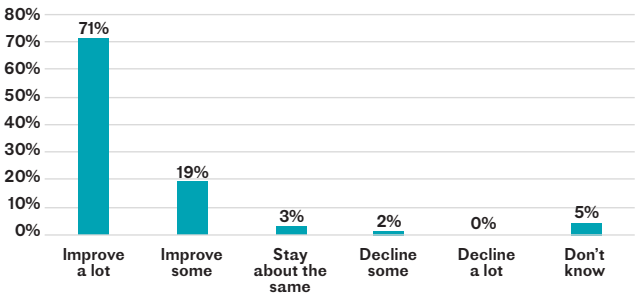
79%

Source: Neighborhood survey

Perceptions of how the Summit Lake neighborhood has changed over the last few years



Perceptions of how the Summit Lake neighborhood will change over the next few years



Public perceptions of sites and of the neighborhood

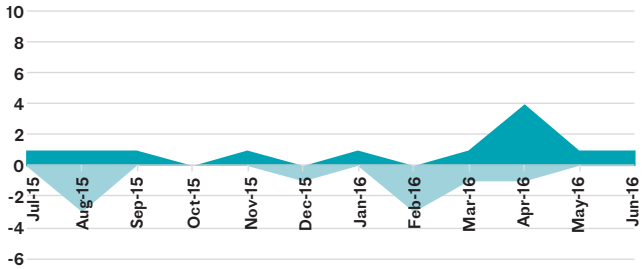
Percent of local news articles with positive narrative about the sites and their neighborhoods.

61%

Baseline

Source: Monitoring of local news sources

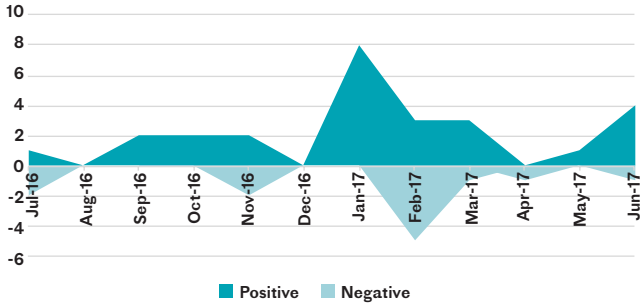
Local news sentiment analysis. 7/1/2015-6/30/2016



70%

Year 1

Local news sentiment analysis. 7/1/2016-6/30/2017



METRIC	DESCRIPTION	SOURCE	BASELINE
Impact of sites on the neighborhood	Percent of respondents who say the sites have a positive impact on the neighborhood.	Neighborhood survey	Summit Lake Park **93%** The Pump House **48%**
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	Summit Lake Park **92%** The Pump House **31%**

Signal:

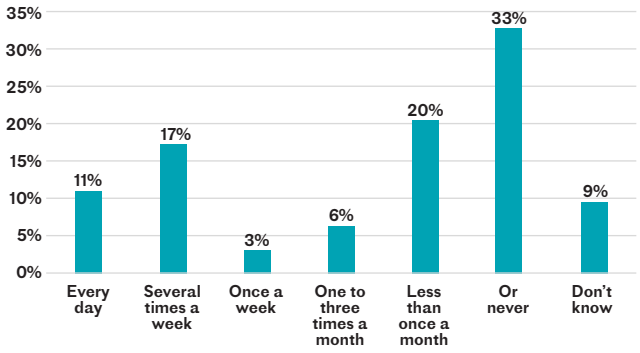
Bridging Social Capital

Time spent with neighbors

Percent of respondents who say they socialize with people who live in their neighborhood at least once a week. **31%**

Source: Neighborhood survey

Frequency with which Summit Lake neighborhood residents say they socialize or hang out with people who live in their neighborhood

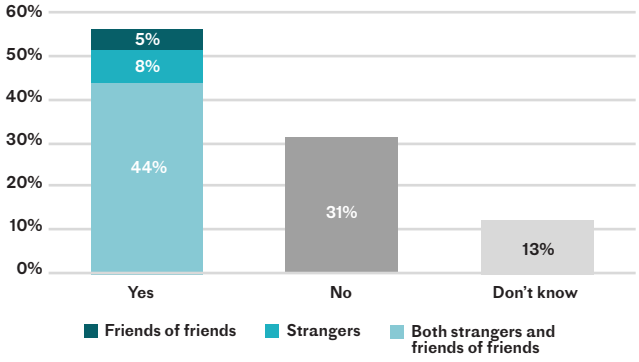


Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites. **56%**

Source: Neighborhood survey

Percent of Civic Commons site visitors who have met anybody for the first time at any of the Civic Commons site, by type of person they have met



METRIC	DESCRIPTION	SOURCE	BASELINE
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	**70%**

National comparison data

Nationally 20% say they spend a social evening with neighbors at least once a week, while 32% say they never do; Source: General Social Survey, 2016

Signal:

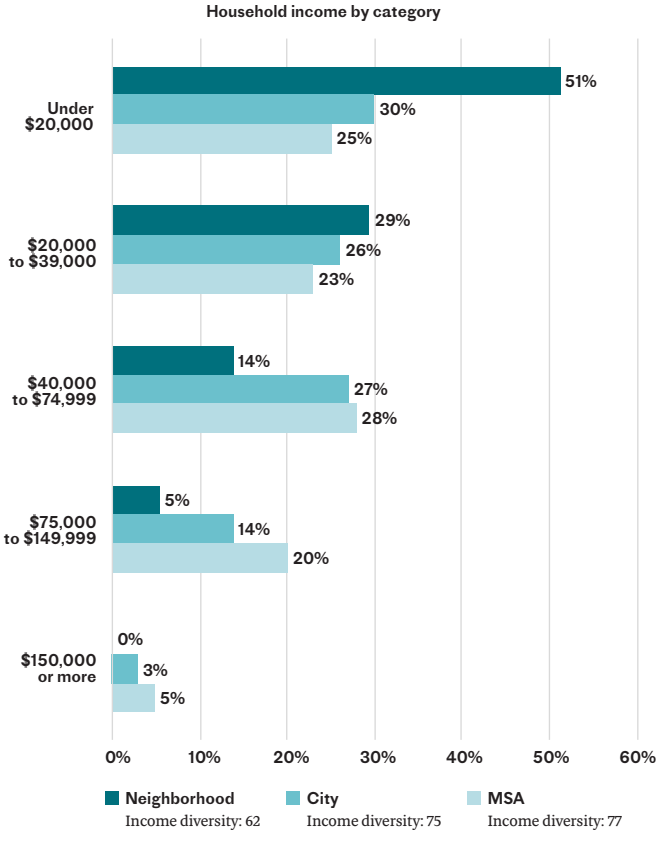
Neighborhood Diversity

Income diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

62

Source: American Community Survey

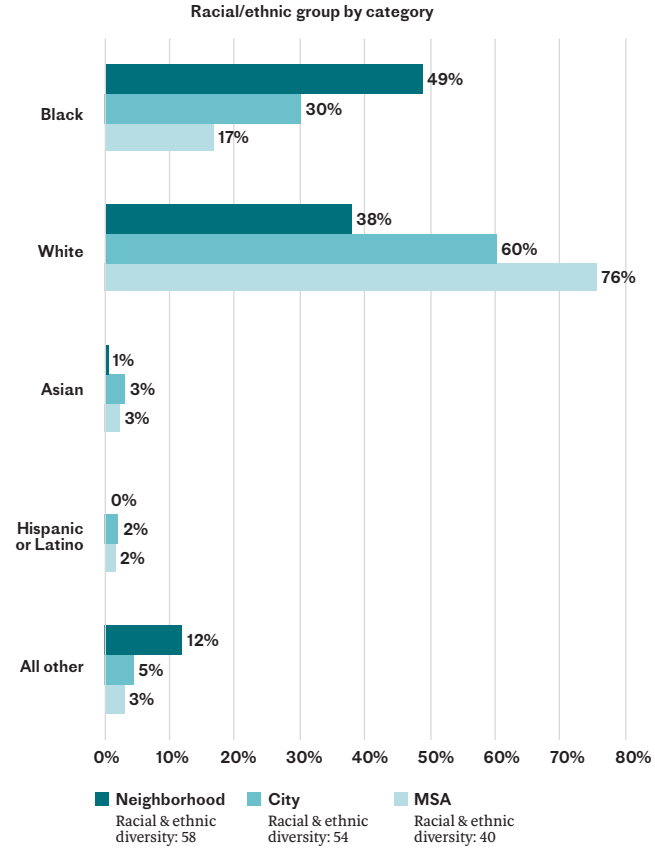


Racial and ethnic diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same racial/ethnic group. 80 is most diverse, 0 is least.

58

Source: American Community Survey



Signal:

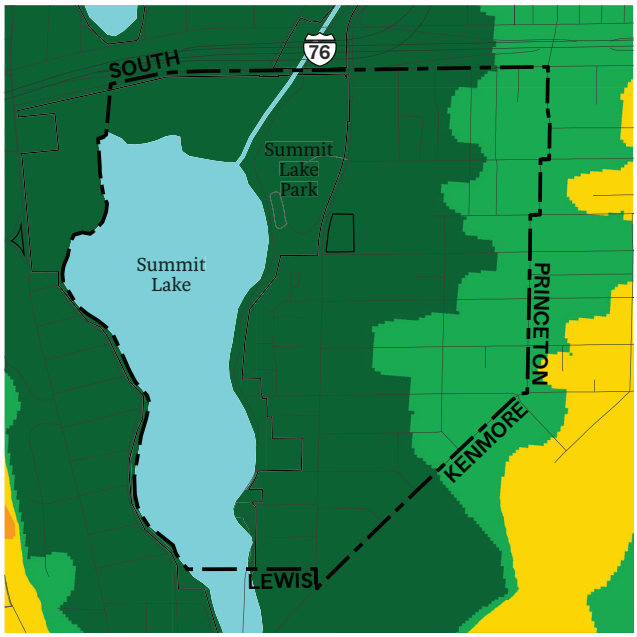
Access to Nature

Distance to park or public open space

Percent of residential parcels in the neighborhood that are within a half mile walk of a park or public open space.

100%

Source: Physical survey

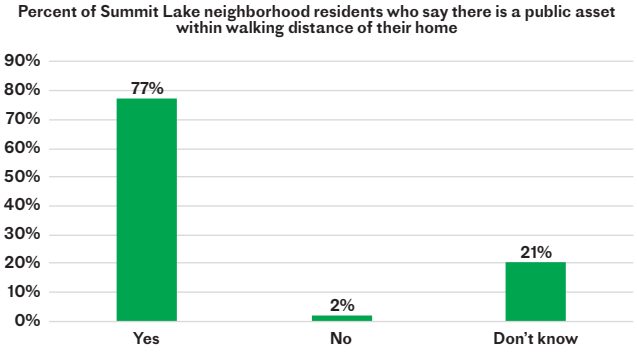


Perception of access to nature

Percent of respondents who say they live within walking distance of a park, trail, playground, or public garden.

77%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
ParkScore®	Citywide analysis of an effective park system. 100 is most effective, 0 is least.	The Trust for Public Land	N/A
Citywide investment in parks	Total public spending on parks and recreation per resident.	The Trust for Public Land	N/A

Signal:

Ecological Indicators

Tree Canopy

Percent of neighborhood covered by tree canopy.

Source: i-Tree Canopy by the USDA Forest Service

28.9%

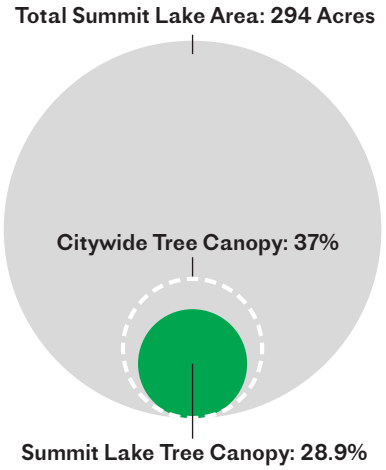
of neighborhood land area covered by tree canopy

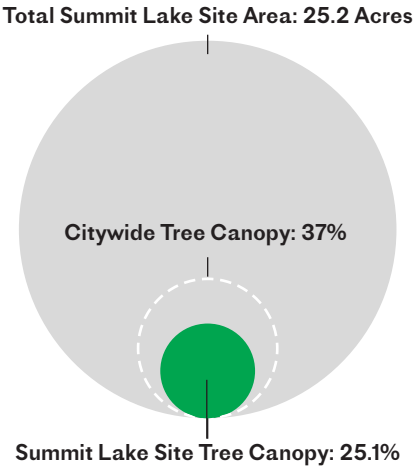
Tree Count

Number of trees in civic commons sites.

171

Source: Physical survey, demonstration team tracker; i-Tree Canopy by the USDA Forest Service





METRIC	DESCRIPTION	SOURCE	BASELINE
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	**222.17 tons**
Site carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons site area.	i-Tree	**24.52 tons**
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	**59%**
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	**N/A**
Stormwater management	Total square footage of stormwater features on neighborhood streets and in sites including basins, native plantings and impervious surfaces.	Demonstration team tracker	**N/A**

Signal:

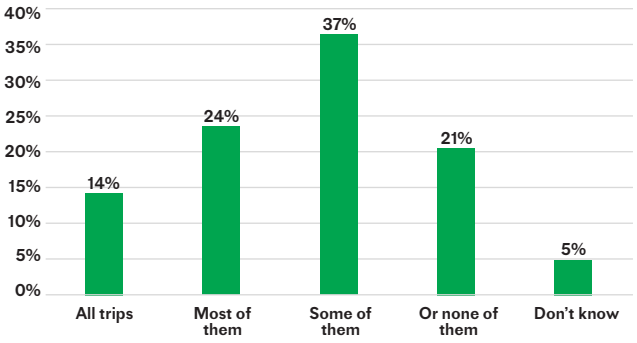
Walkability/ Bikeability

Neighborhood walking and biking behavior

Percent of respondents who say they take at least some non-work trips by foot.

75%

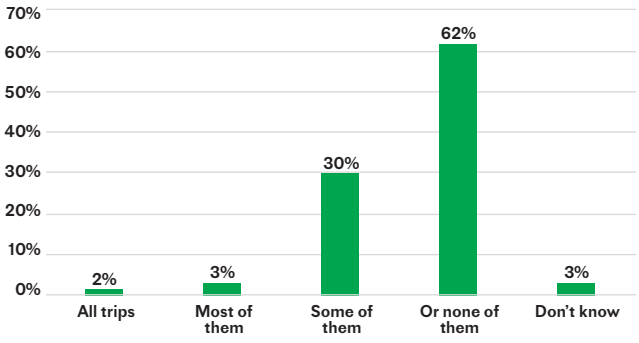
Source: Neighborhood survey



Percent of respondents who say they take at least some non-work trips by bike.

35%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Walking, biking and transit access to the civic commons	Percent of respondents who say they walked, biked or took transit to the sites.	Intercept survey	**N/A**
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	**7%**
Neighborhood biking infrastructure	Percent of neighborhood street and off-road trail length that includes bike lanes (dedicated or shared).	Physical survey	**28%**
Neighborhood Walk Score	Index of walkability, based on distance to common destinations including parks, schools, stores, restaurants and similar amenities. 100 is most walkable, 0 is least.	Redfin	**45**
Neighborhood Bike Score	Index of bike access, based on bike facilities and share of the population using bikes. 100 is most bike-friendly, 0 is least.	Redfin	**N/A**
Neighborhood Transit Score	Index of transit access, based on number of stops and frequency of transit service in the area. 100 is most transit served, 0 is least.	Redfin	**N/A**

Signal:

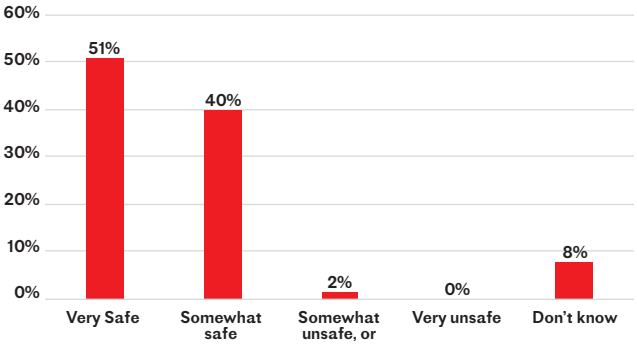
Safety

Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day.

91%

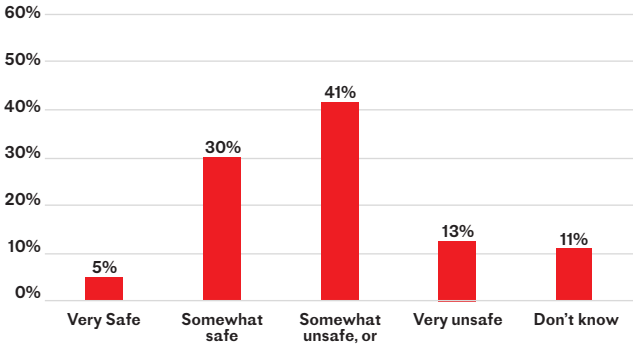
Source: Neighborhood survey



Percent of respondents who say they feel safe in the neighborhood at night.

35%

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Female site visitorship	Percent of site visitors who are female.	Observation map	31%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	Baseline 25 Year 1 25

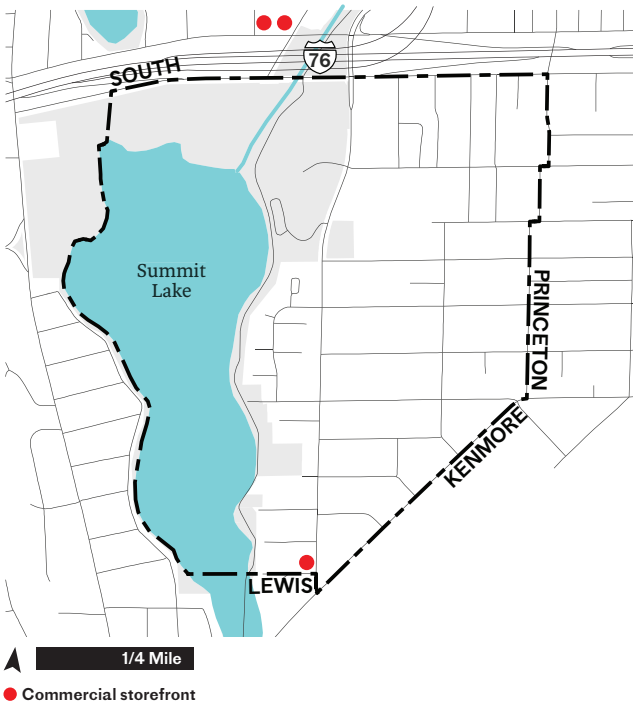
Signal:

Retail Activity

Storefronts

Number of local customer-facing retail and service businesses located in the neighborhood. **1**

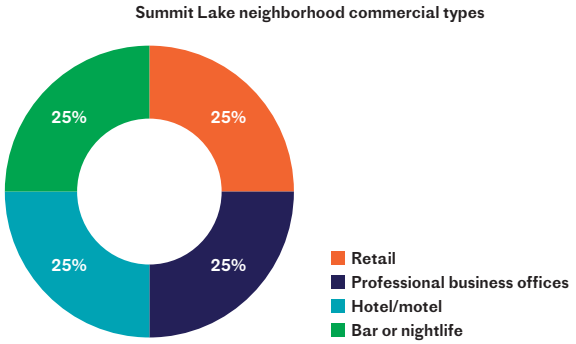
Source: Reference USA business database



Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant. **15%**

Source: Physical survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	100%

Signal:

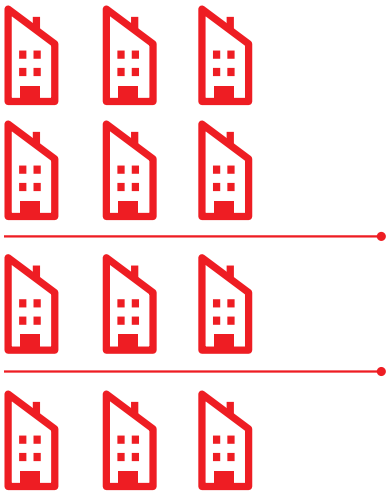
Real Estate Value & Affordability

Home values

Median and lower quartile values of owner-occupied homes in the neighborhood.

$57,439
median home value

Source: American Community Survey; Zillow

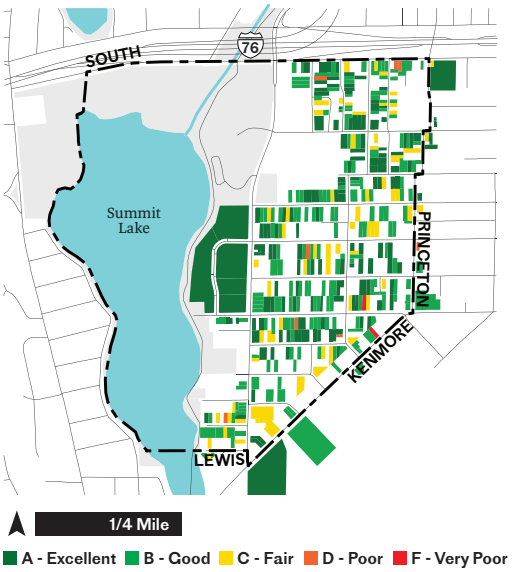


Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

81%

Source: Physical survey



METRIC	DESCRIPTION	SOURCE	BASELINE
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	25%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	American Community Survey; Zillow	Median $709 25th Percentile $271
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	49.3%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	3%
Underutilized land	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	31%

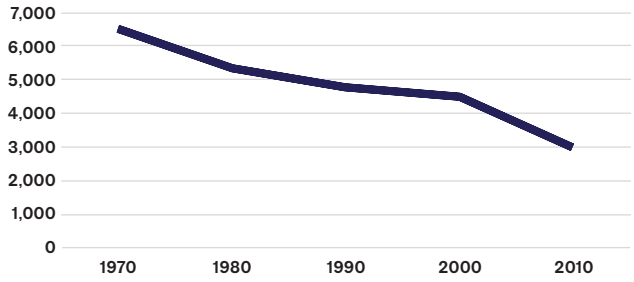
Estimates of median home value and rents are drawn from recent market data gathered by Zillow. Estimates of 25th percentile home values and rents are drawn from the 5-year American Community Survey data.

Population

Total resident population in the neighborhood.

2,722

Source: American Community Survey

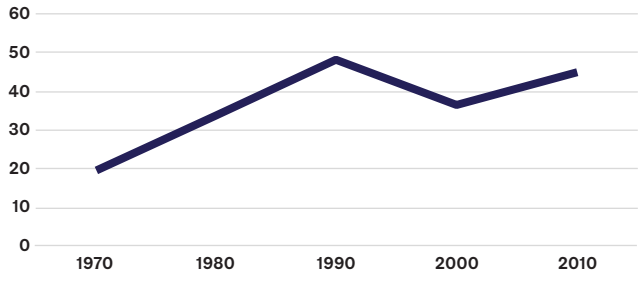


Poverty Rate

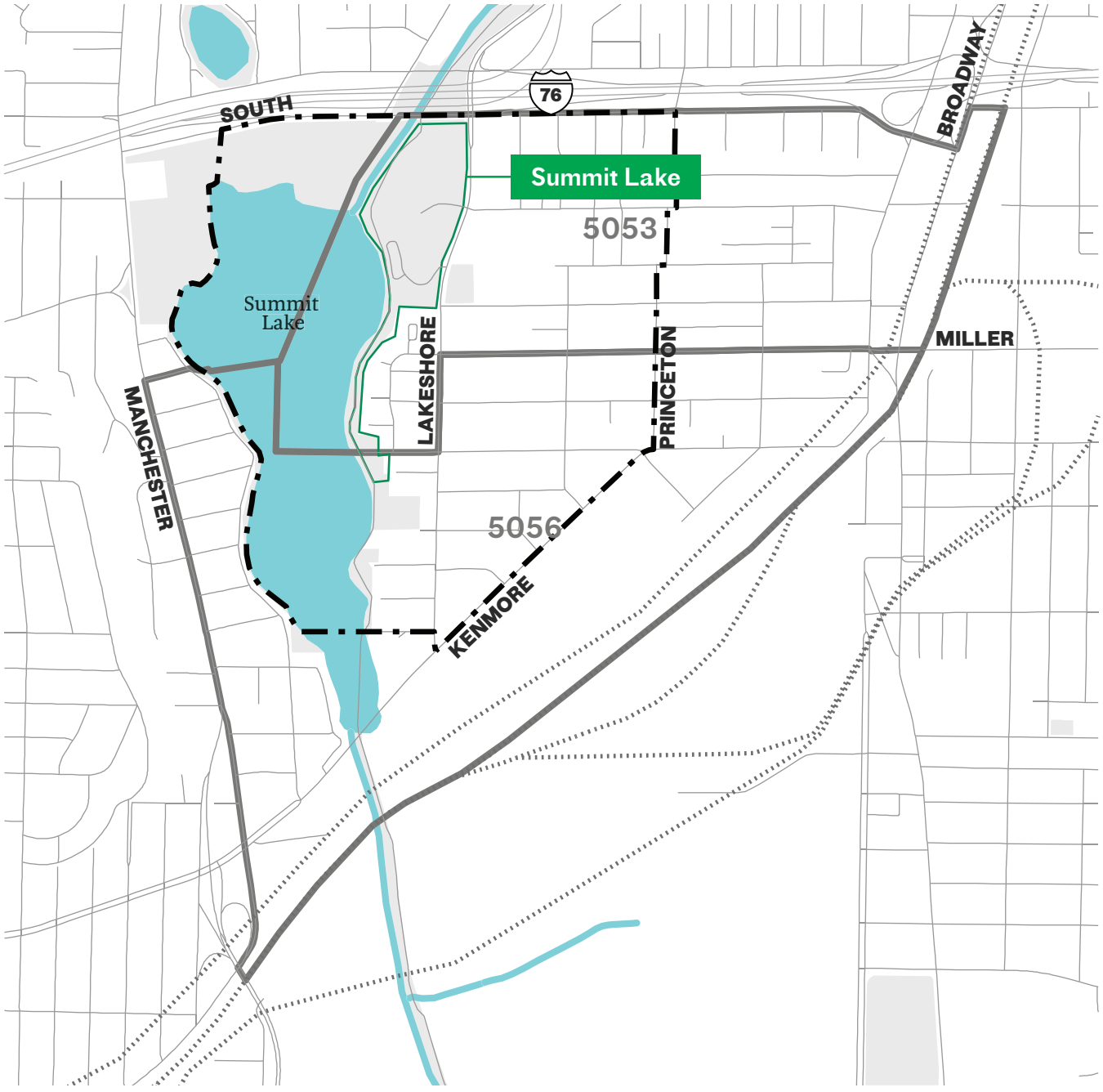
Percent of households in the neighborhood living below the poverty line.

45.6%

Source: American Community Survey

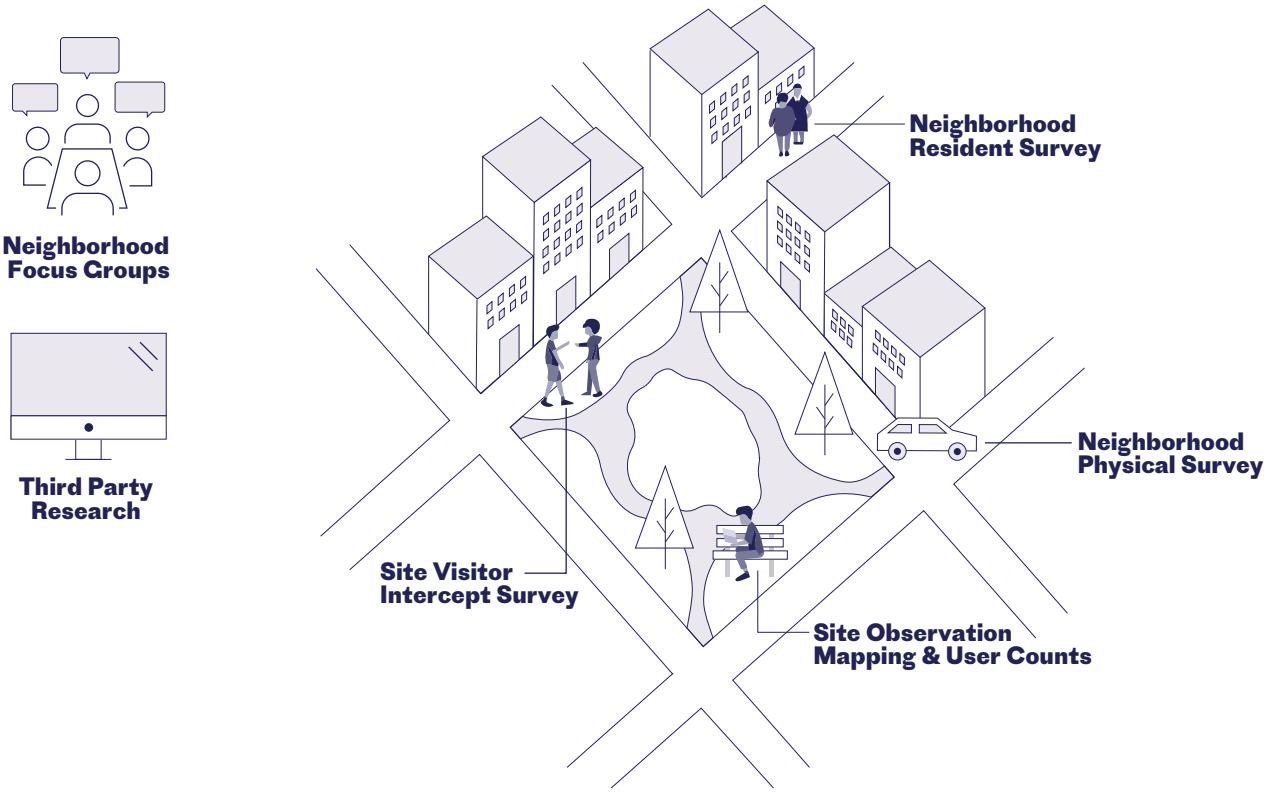


METRIC	DESCRIPTION	SOURCE	BASELINE
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	**$19,264**
Per capita income	Average income on a per person basis.	American Community Survey	**$11,780**
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	**26.2%**
Four-year college attainment rate	Percent of neighborhood residents 25 and older who have completed at least a four-year college degree.	American Community Survey	**2.2%**


SOUTH
76
BROADWAY
Summit Lake
5053
Summit
Lake
LAKESHORE
PRINCETON
MILLER
MANCHESTER
5056
KENMORE
1/2 Mile
Civic Commons site
Core study area
Core Census tract

Appendix:

Methodology



All data provided within this report was collected and analyzed by Reimagining the Civic Commons' learning partners City Observatory and Interface Studio, LLC.

Neighborhood Physical Survey

The physical survey of the Downtown, Park East, and Summit Lake neighborhoods was fielded from December 12, 2016 to December 15, 2016 and recorded conditions of 674 parcels downtown, 263 parcels in Park East, and 437 parcels in Summit Lake. The boundaries of the neighborhoods used for the physical survey generally followed:

- Downtown: North Street to the north, Route 59 to the west, Cedar Street to the South, and the rail line to the east.
- Park East: Bartges Street to the north, Route 59 to the east, Thornton Street to the south, and Main Street to
- Summit Lake: I-76 to the north, the lakefront to the west, Kenmore Boulevard to the south, and Princeton Street to the east.

For streets that defined the boundaries of the study, parcel conditions were recorded on both sides of the street centerline. Surveyors collected data on a range of topics, including: land use, building and yard condition, street trees, tree canopy, transportation infrastructure, defensive design measures, and any activity related to sale, construction, or condemnation. The survey was completed by two staff members trained to recognize applicable physical conditions from a windshield survey.

As a supplement to the data collected, surveyors recorded a 360° video of parcel conditions throughout the study area from 12/12/2016 – 12/13/2016 in order to have a visual record of conditions at the time of the survey.

Physical markers of distrust in the neighborhood

The physical survey also cataloged obvious physical markers of distrust towards the neighborhood located on residents' and business owners' properties. This metric, and the logic behind it, was inspired by ***Robert Sampson's Seeing Disorder: Neighborhood Stigma and the Social Construction of "Broken Windows"***, in which Sampson examines the impact of visible forms of disorder on neighborhood perception. During the physical survey, staff noted the presence of the following signs of distrust, which included but were not limited to:

- "Beware of Dog" signs
- Grates on windows of residential properties
- Grates / pull-downs on commercial facades
- High or excessive fencing
- Home security system signs

Neighborhood building conditions

During the physical survey, building conditions were noted for each structure in the neighborhood based on exterior conditions visible from the street. Building conditions were rated on a scale from A to F using the following criteria:

A. EXCELLENT: Good and needs no maintenance or repair; new construction and/or shows no signs of lack of maintenance or poor construction

B. GOOD: Needs minor repairs only; some signs of wear are visible and/or indicators of insufficient maintenance are present; all defects are minor and merely cosmetic.

C. FAIR: Requires a limited number of major repairs; there are highly visible cosmetic defects as well as visible indications of minor structural issues.

D. POOR: Requires comprehensive renovation; the building's defects are well beyond cosmetic and significant structural issues may be present; the building is in danger of becoming hazardous.

F. FAILING: Dilapidated and not able to be repaired or renovated; the building is structurally unsound, hazardous, and is not or should not be occupied.

X. UNDER CONSTRUCTION: Construction of building is not complete.

Neighborhood Resident Survey

The Park East and Summit Lake Neighborhood Resident Surveys were fielded from September 6, 2017 to September 28, 2017 as door-to-door surveys targeting a probability sample of each neighborhood's residents. 120 total respondents completed the survey; though the total number of respondents for each question may vary slightly, as respondents were excluded from the data when they chose not to answer a question, unless otherwise noted. Surveys were conducted primarily during early afternoon and evening hours on weekdays. Surveyors were instructed to approach every other single family or small multi-family residence, and they made up to three attempts to complete a survey at all targeted residences. Surveys were limited to residents over 18 years of age. Individuals were offered the option to enter a raffle for a $100 gift card as incentive to take the survey.

The Downtown Neighborhood Resident, Worker, and Student Survey was fielded from December 11, 2017 to March 8 2018 with significant assistance from the Downtown Akron Partnership. 266 respondents completed the survey. To target residents living in apartments, workers at neighborhood companies, and University of Akron students, the survey was fielded by two methods. First, by means of the Downtown Akron Partnership's extensive email lists; and, second, at a series of publicized catered events in the lobbies and common spaces of downtown residential buildings. Surveys were limited to residents over 18 years of age who live, work, or attend school within the Downtown Akron neighborhood. Respondents were offered the option to enter a raffle for a $100 gift card as incentive to take the survey. Approximately half of respondents reporting living in Downtown Akron, while the remaining number reported only working or attending school there. Results from online and in-person surveys of residents, workers, and students were combined in the final results.

Diversity of neighborhood social networks

This research seeks to understand the degree to which social networks among survey respondents are diverse with respect to income. The question administered to respondents is loosely modeled on a question developed as part of a research study on social networking sites by Keith N. Hampton at the University of Pennsylvania,[1] which itself has its roots in earlier studies on social capital performed by other researchers. This research employs a Position Generator Measure based on the method described in Lin and Erickson, 2010.[2] The Position Generator Measure employed in this research asks respondents whether they know anyone who works in a list of twenty professions, of which equal numbers are associated with five varying levels of prestige. The "prestige" of a position is defined by a society's perception of the general standing of that profession and is not solely related to the level of education necessary to be employed in that position nor is it solely related to compensation. In developing this question, common occupations were sourced from the Census' 2010 occupation codes and prestige scores for those occupations were derived from the General Social Survey.[3] The professions in each prestige category were selected because they are among the most common jobs in that prestige category within the United States. Traditionally, individuals in high prestige professions have access to a wider range of resources than those in low prestige professions; however, individuals in low prestige professions may have access to highly specialized resources that high prestige professions do not.[4] Respondents who know individuals in both high and low prestige professions are more likely to have access to a wide range of resources.[5] Thus, we would say that they have high levels of bridging social capital. This research states that residents have a high level of bridging social capital if they know someone who works in at least one of the five professions in each of the five prestige levels.

1. Keith N. Hampton, Lauren Sessions Goulet, Lee Rainie, Kristen Purcell, Social Networking Sites and our Lives (Pew Research Center's Internet & American Life Project).
2. Nan Lin and Bonnie H. Erickson, Social Capital: An International Research Program (Oxford: Oxford University Press, 2010).
3. Keiko Nakao and Judith Treas, Computing 1989 Occupational Prestige Scores (University of Southern California). Accessed from http://gss.norc.org/Documents/reports/methodological-reports/MR070.pdf on Jan 11, 2018.
4. Ibid.
5. Ibid.

Site Visitor Intercept Survey

A site visitor intercept survey was attempted during the summer of 2017, but due to a lack of adequate foot traffic at many of the Civic Commons sites, the survey did not yield enough results for analysis. Because of this constraint, a set of questions from the intercept survey were moved to the neighborhood survey tool.

Income diversity of site visitors

This income diversity index is computed as follows: Census data from 2011-15 American Community Survey on household income is used to divide the population into five income groups. We compute the share of the intercept survey respondents that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected site visitors would be from different groups.

Racial and ethnic diversity of site visitors

This racial and ethnic diversity index is computed as follows: Census data from the 2011-15 American Community Survey is used that reports the number of persons in each of five racial ethnic groups (white, black, latino, asian, and all other). We compute the share of the intercept survey respondents that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected site visitors would be from different groups.

Site Observation Mapping & User Counts

Observation mapping and user counts were conducted on two weekdays and two weekend days in July 2017 in Cascade Plaza, Lock 4, Lock 3, Park East, and Summit Lake. A user count was conducted within the interior of the Summit Lake Community Center noting gender, age, activity type, and total number of visitors. Observation mapping and user counts were generally conducted from 9:00 AM until 6:00 PM, and surveyors performed the two tasks described below:

Observation mapping. At the top of each hour, surveyors marked on paper maps the location and general activity of all people within the sites at the moment the surveyor observed them. Observation mapping data in this report were tabulated using predefined activity categories that surveyors used to mark down individuals' locations. Data for a small number of hours were incomplete when surveyors failed to complete the task; for those times, data was duplicated from equivalent times during the corresponding weekday or weekend day when possible. The final weekday and weekend day observation mapping data presented in this report are composite counts from the two weekdays and two weekend days on which data was collected.

User counts. At the top of each hour, surveyors proceeded through a series of assigned points along the edges of the Fourth Bluff sites, at each of which they counted, for one minute, the number and general demographics of all individuals who crossed an imaginary line into or out of the site. User count data in this report were tabulated using predefined demographic categories that surveyors used to tally passing users; these include: total count, gender, general age, and whether the user was on a bicycle. Data for a small number of hours were incomplete when surveyors failed to complete the task; final analyses include no data for those times. The final user count data presented in this report are composite counts from all four days on which data was collected.

Third Party Research

A range of third party data sources were collected and analyzed for this report including

- American Community Survey, 2011-15
- County elections data: County elections data from the Akron election held on November 3, 2015
- Local police department: Data from Lexis/Nexis Community Crime Map from compiled from City Akron, University of Akron and Summit County police reports. http://communitycrimemap.com/. Data are for all reported incidents in each calendar year (Baseline: 2016, Year 1: 2017).
  - Downtown: 182 S Main St, Akron, OH 44308
    Search Radius 0.5 miles
  - Park East: 600 Callis Oval, Akron, OH 44311
    Search Radius 0.5 miles
  - Summit Lake: 1100 Lakeshore Blvd, Akron, OH 44301
    Search Radius 0.5 miles
- Redfin, 2016
- Reference USA business database, 2015
- The Trust for Public Land, 2016
- Zillow, 2016

Regular programming of the civic commons

In order to calculate the average hours of weekly programming per site, staff researched programming information available online for each site within the Akron Civic Commons and the Downtown, Park East, and Summit Lake neighborhoods for both the baseline year (July 1, 2015 – June 30, 2016) and Year 1 study periods (July 1, 2016 – June 30, 2017). The findings of this programming scan were then checked with local demonstration team members with direct knowledge of the programming at Civic Commons sites for accuracy.

Public perceptions of sites and of the neighborhood

For the Akron Civic Commons sites and the Downtown, Park East, and Summit Lake neighborhoods, mentions in general circulation papers, identified by Brink Communications, were tracked and identified by whether the article expressed an overall positive or negative sentiment. To track appropriate mentions, a list of keywords was developed relating to each neighborhood and site. A series of Google Alerts were then created for each news publication to catalog local news mentions. Article sentiments were tallied on a monthly basis. The number of positive mentions was divided by the total inventory to produce the average percentage of local news articles with positive narratives about the sites and neighborhoods.

Sentiments are analyzed on a yearly basis, starting on July 1, 2015 and concluding on June 30 of the following year. The news publications tracked in Akron are the Akron Beacon Journal and the Cleveland Plain Dealer via their respective websites.

Income diversity of neighborhood residents

This income diversity index is computed as follows: Census data from 2011-15 American Community Survey on household income is used to divide the population into five income groups. We compute the share of the population in each census tract that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected persons in the neighborhood would be from different groups.

Racial and ethnic diversity of neighborhood residents

This racial and ethnic diversity index is computed as follows: Census data from the 2011-15 American Community Survey is used that reports the number of persons in each of five racial ethnic groups (white, black, latino, asian, and all other). We compute the share of the population in each census tract that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected persons in the neighborhood would be from different groups.

Tree canopy

The USDA Forest Service's i-Tree Canopy tool[6] was used to estimate tree cover for Akron's Civic Commons sites and the Downtown, Park East, and Summit Lake neighborhoods. The i-Tree tool uses a random sampling process of publicly available imagery from Google Maps to classify land use types and calculate environmental and economic benefits from the percentage of tree canopy found in a given area.

For the neighborhoods and their respective sites, a set of points for each geography were sampled using the i-Tree tool with a sampling goal of achieving an overall Standard Error of less than 2% for all land cover types. The number of points sampled for each geography included:

Neighborhoods:

- Downtown Akron: 630 points
- Park East: 661 points
- Summit Lake: 630 points

Civic Commons Sites:

- Cascade Plaza: 660 points
- Lock 4: 450 points
- Lock 3: 180 points
- Lock 2: 810 points
- Park East: 1,000 points
- Summit Lake: 600
- Summit Lake Pump House: 260 points

Citywide tree canopy estimates were drawn from third party sources.

6. "The concept and prototype of this program were developed by David J. Nowak, Jeffrey T. Walton and Eric J. Greenfield (USDA Forest Service). The current version of this program was developed and adapted to i-Tree by David Ellingsworth, Mike Binkley, and Scott Maco (The Davey Tree Expert Company)." From: i-Tree Canopy Technical Notes. Accessed on 1/3/2018 at: https://canopy.itreetools.org/resources/iTree_Canopy_Methodology.pdf

Neighborhood Focus Groups

Two focus groups – one comprised of Park East residents, and one comprised of downtown workers, were held during the week of April 24, 2017 to April 28, 2017. A third focus group with downtown residents was attempted, but was unsuccessful in recruiting participants. A fourth focus group for Summit Lake residents only yielded two individuals in attendance, and their responses are noted in the focus group appendix as "interviews". In total, 17 community members participated in the focus groups. The goal of the focus groups was to gain a qualitative understanding of neighborhood conditions and Civic Commons sites from different populations that occupy it.

Local demonstration teams were asked to recruit 10-12 participants over the age of 18 for each focus group. Census data for the neighborhood was used to provide demographic recruitment targets with regards to age, race, and gender to ensure that participants were reasonably representative of the neighborhood population.

Focus groups were facilitated by 2 staff members for approximately an hour and a half without other members of the Civic Commons team or local partners present. Participants were provided with a brief introduction to the Civic Commons project and the purpose of the focus group before discussion started. At the outset of some focus groups, local partners provided a brief introduction before departing.

Quotations from the focus groups presented in this report are edited for clarity.

Appendix:

Focus Groups

The following quotes are from focus groups held in Akron during the week of April 24, 2017. Focus groups included:

- Park East residents, 7 participants
- Downtown workers, 8-10 participants

Each focus group was facilitated by 2 staff members for approximately an hour and a half without other members of the Civic Commons team or other local partners present. Participants were provided with a brief introduction to the Civic Commons project and the purpose of the focus group before discussion started.

A third focus group with downtown residents was attempted, but was unsuccessful in recruiting participants. A fourth focus group for Summit Lake residents only yielded two individuals in attendance, and their responses are noted below as “interviews”.

Quotations from the focus groups and interviews presented in this report are edited for clarity.

Civic Engagement

Public life

"Once you get that 13 to 16 age, they're out of this neighborhood. I not saying they not going towards Summit Lake, because there might be more activities down there for them to do, but in this area there's nothing."

PARK EAST RESIDENT

"There's nothing to do at our park. If you're a teen, you're bored because there's nothing there for you. You have babies, but our park is still not even fun for the babies. Once a baby goes down the slide one time, they're like, 'OK, I done did that already'"

PARK EAST RESIDENT

"That strip between Martin Luther King and Maiden Lane right through on High Street, there is just so much happening. It appeals to my age group, the 35 to 45 young professionals. My husband and I frequent that area the most. I do work downtown, so I also love Lock 3 and all of the restaurants right there on Main Street as well."

DOWNTOWN WORKER

"There's no traffic. The street goes silent almost. Can we have a little bit more energy? That would be nice. Buildings which are boarded up, not being used, those sorts of things. It would be nice to be able to have more occupancy, that sort of thing."

DOWNTOWN WORKER

"If you ever come down for any of the programs that happen on Lock 4, it's like a little piece of New York. It's beautiful. They bring vendors in and fill up that space, lighting, and good music, and it's really amazing how much of a difference it makes. But if you walk down there during the day it's like, 'It's not so much, is it?'"

DOWNTOWN WORKER

"It's like a ghost town sometimes [Downtown]. I wish there was something that would bring people here that would liven up the community and bring more people."

DOWNTOWN WORKER

"If I'm walking from Baxter's on a Friday night to the Historic Arts District, it's just not appealing. There's not much going on. No foot traffic, of course. It would be nice to see a little bit more activity there, and some lights and maybe businesses. A place where you can just stop and feel welcome."

DOWNTOWN WORKER

"If you're downtown and working, Lock 3 is an easy place to get to. Saturday night there's generally a small cover charge to get in, but you can bring your picnic and your family, and sit out there. It's a very different experience, I think, than you would expect in the middle of downtown."

DOWNTOWN WORKER

"If you don't really live in Akron, or in that area, you don't come downtown for any reason. Maybe Lock 3 in the wintertime because of the ice rink, that's a huge draw, but again, they do that, they might eat across the street and then they leave. There aren't a lot of shops, even to grab a cup of coffee."

DOWNTOWN WORKER

"One summer they did Slide the City, you guys ever heard of it? I think they had one in Philly. It's this gigantic slide. You know how the streets, how they have those big hills? We got to literally slide down those hills into Lock 3. It was literally a two minute long slide. You got these rafts, and it was awesome. That was one of the greatest times I've had downtown."

SUMMIT LAKE INTERVIEW

"We have to have something to do besides just coming downtown to eat. Because if you're going to go out for a Saturday night you'd want to go to a club, or you'd want to dance, or you'd want entertainment, or you'd want a baseball game, or something. You'd want something more."

DOWNTOWN WORKER

Stewardship & Advocacy

"The park here is kept up as much as maintenance can do. You'll see one of the neighbors picking up trash in their immediate area every blue moon, but other than what maintenance does, no. These people will go out here, finish a bottle of whatever, and throw it right in the grass or throw it right in the parking lot."

PARK EAST RESIDENT

The park was absolutely beautiful, you wouldn't believe it. The canal had waterfalls, with fountains coming up out of the ground. Now you can't even tell they were there.

PARK EAST RESIDENT

"I think getting people involved hands on would make a difference, too. Because, even with the babies, if I plant some flowers and you're walking, they're going to holler, "No, don't walk on my plants." You know what I'm saying? It'll build a sense of pride."

SUMMIT LAKE INTERVIEW

"I think another thing that would help is changing the mindset of the people. Where, just because, you're low income for the moment, does not mean that you have to behave a certain way."

SUMMIT LAKE INTERVIEW

Trust

"We don't have enough community involvement with each other to know if we trust our neighbors. I meet you today, you might be gone tomorrow. I meet another person today, they might not even want to speak with me."

PARK EAST RESIDENT

"I hate to be like Negative Nancy or Debbie Downer, but if you have a city, and if there's a certain part of the city where there's more crime and it's isolated there, then wouldn't you rather just keep it there as opposed to it being elsewhere? I feel like nothing has really happened much around here, because it's easier to keep it contained in a general area than it is to break it up."

SUMMIT LAKE INTERVIEW

"I noticed that the girl that used to live on the other side of me, she called the police and it was a quick response. When I called it was a quick response. That gives me some ease."

SUMMIT LAKE INTERVIEW

"When the park here was new, before they started tearing it up, the tennis courts used to be basketball courts. Eventually they took down the basketball courts which kids used and put up the tennis courts, which nobody ever uses. I know that started resentment among people that live over there that don't play tennis."

PARK EAST RESIDENT

Socioeconomic Mixing

Mixing on site

"Now, I might be with Miss Betty, because I respect Miss Betty. I respect her on four different levels. One, she's female, I'm a female. Two, she going to remind me of an aunt, a grandmother, or mother that I might be missing. But I might not do that with Mr. Mike who is white and older. I might not do that with Chris who is white, clean-cut, and younger, because Chris look like he shouldn't even be in my neighborhood. Now, it might take me a minute to get comfortable with Chris, because now I done seen him and I be like, "OK, OK." But, in the back of my mind, I'm still thinking he doesn't belong here. We have this mentality of where we belong, and we have to get out of that. That's the one reason in my neighborhood."

PARK EAST RESIDENT

"Our neighborhood has this area in common, but no incentive to communicate. If you've got your house fenced in, unless I have a purpose for coming to see you, I'm not going to go out of my way to come see you."

PARK EAST RESIDENT

Reputation

[Speaking about the Park East area] "It's three different sets of communities in one area. We have the Channelwood area, then we have the Landing Condos. Then I don't know what these condos is even called, because they consider us across the water, and we consider them across the water. So, we're all divided."

PARK EAST RESIDENT

"I was never allowed to play over here because it was bad. This area is rough. You don't know because you're from Cleveland, but it's not safe to be out there."

SUMMIT LAKE INTERVIEW

"For a while it was dead downtown. Then they redid Lock 3, they redid all that stuff, then they brought these new events and they're cheap, they're like $10 to get in. On the 4th of July, they did the Rib Cook Off and all these awesome wonderful things, which makes me proud to be from here."

SUMMIT LAKE INTERVIEW

"I feel like if there's things that were brought here, then maybe the energy would change. If there were decent supermarkets, for example."

SUMMIT LAKE INTERVIEW

Downtown is a place that we're proud to show off. If somebody from Cleveland is going to come here, I'm going to go look at my phone, "What event is happening in Lock 3?" We're going to go and we're going to have fun. We're going to bring a chair. We're going to enjoy. There's food trucks. You know what I'm saying?

SUMMIT LAKE INTERVIEW

"You walk in front of the Mayflower and you get an unnerving feeling sometimes."

DOWNTOWN WORKER

"Nobody who's from Akron who has a choice is going to volunteer to live here [in Summit Lake] when there's many other options."

SUMMIT LAKE INTERVIEW

"Summit Lake when my grandparents were young I have pictures of Grandma sitting at Summit Lake because it was a huge amusement park and beach. They had a certain vision of what that was. But I have to tell you if you say Summit Lake to me now, I think of that as a very downtrodden area."

DOWNTOWN WORKER

"The one way streets downtown confuse everyone."

DOWNTOWN WORKER

"Maybe now is the time that we get back to the great name that Summit Lake once had, and diminish what it's known as right now. I texted a friend like, 'What do you think of Summit Lake?' He goes, 'Do I need to bring my strap?' Aka, 'Do I need to bring a gun?' That's his first response in my phone."

SUMMIT LAKE INTERVIEW

"How they lifted downtown Akron, if they brought things even closer this direction and just changed the energy, maybe all those old stereotypes would be broken down and you would look forward to visiting Summit Lake."

SUMMIT LAKE INTERVIEW

"I feel like the Towpath is something that should be used more, because it's beautiful. But I think maybe people feel afraid because of old sketchy stories. Maybe it is better now, but because you hear old sketchy stories that you hold on to that, as opposed to letting it go."

SUMMIT LAKE INTERVIEW

Bridging social capital

"Channelwood used to be a place where you wouldn't have to wait two days before you could report a missing child. A long time ago, a kid went missing down here, and within an hour the whole neighborhood was out looking for him."

PARK EAST RESIDENT

"Growing up in my old neighborhood, I formulated relationships with my neighbors who I never thought in a million years that I would. There are still some that I would never invite into my house, but there are also, still some that I've been in their home and they've been in mine."

SUMMIT LAKE INTERVIEW

"But then in passing you meet someone and then, your, "Hello," ends up being a conversation. Then a conversation ends up being spending a little bit more time together. Then, "Oh, I made daiquiris, come get a drink."

SUMMIT LAKE INTERVIEW

"I noticed that there are a lot of softball teams in other Akron parks. Maybe, they could build some structure around sports."

SUMMIT LAKE INTERVIEW

Income diversity

"If you could put something in those buildings, that could relate to downtown, as far as artistic work is concerned, or even community gardens, something in there that would make the community more cohesive, and then bring up the economics."

PARK EAST RESIDENT

Environmental Sustainability

Access to nature

"I think this generation, what they get excited about has nothing to do with nature. It's all about computers, they don't have the same ol' take the trail attitude."

SUMMIT LAKE INTERVIEW

"The park system around Akron is amazing. Amazing. You don't find that kind of parks elsewhere."

DOWNTOWN WORKER

"Moving here from the DC area, there are tons of trails that we can go on. Even downtown near the monuments and things. I wish I felt like Akron was safe enough to explore those things in the same freedoms that I had in a bigger city."

SUMMIT LAKE INTERVIEW

Walkability/bikeability

"I'd rather have something here in my neighborhood, instead of you've always got to go two blocks. I don't want to keep teaching my kids, 'You've always got to keep going away, out your neighborhood, to be in someone else's neighborhood.'"

PARK EAST RESIDENT

"They did a James Brown tribute band one year at Lock 3. It was fantastic and that goes on till 9, 10 o'clock at night. But after that everybody is leaving, nobody is walking the trail. Which should be something in the summer time that people should want to do"

SUMMIT LAKE INTERVIEW

"It just seems like you're walking at lunch time [Downtown] … [and there is] a little lack of foot traffic all over the place. It impacts the energy."

DOWNTOWN WORKER

"There are tons of parking decks. There is ample space. It's just, [people who don't live or work downtown think] that's inconvenient. If they could just go to Fairlawn, which they know, they know where they're going, know where to park, it's easier."

DOWNTOWN WORKER

"A friend who came in from out of town, and we were going to dinner, and I said, 'Oh, let's go to Pad Thai [Downtown]. Great Chinese food, great atmosphere, let's stop there, and it's on street parking.' He drove by and he went, 'Let's just drive out to Fairlawn. I want to park in front of the restaurant.' Now, we're old people, so I get it, but, 'Really? You won't parallel park 10 feet from the restaurant, but you'll drive another five miles to park in a parking lot that sits in front of it?' There's that mentality.

DOWNTOWN WORKER

"There is this massive perception that there's this distance between the University and downtown, and there's not. Maybe it's two tenths of a mile."

DOWNTOWN WORKER

Value Creation

Safety

"So far as walking back to the park at night, that's getting adventurous. Some nights you could, but I don't know that it's all that safe to do at night. It's safer now that they've put the lights in."

PARK EAST RESIDENT

"I think when it warms up, and we all know that in the summer time kids are out of school, and they're not in camps, and they're hanging out, and they got this awesome, beautiful center here, so they'll be a lot of people back and forth here." [Speaking about a perceived escalation of crime and violence in the summer]

SUMMIT LAKE INTERVIEW

"I remember going on a date downtown once along the Towpath Trail. We walked underneath the bridge, and there's a picnic table and you could look at the water. That was 10 years ago. It was maybe 9:30 at night, and we were there for maybe 30 minutes or so. Although we were comfortable there, we really weren't. He still wanted to be the one facing the trail, just in case."

SUMMIT LAKE INTERVIEW

"In general, most people in Akron that do frequent the Towpath, you don't really go south further than towards the Summit Lake area. At least not on foot, maybe if you are biking or something, but yeah, on foot most of the time, that's the general rule."

DOWNTOWN WORKER

"The library at night is a little bit, in the evening can get a little bit scary."

DOWNTOWN WORKER

"There's no traffic. The street goes silent almost. Can we have a little bit more energy? That would be nice. Buildings which are boarded up, not being used, those sorts of things. It would be nice to be able to have more occupancy, that sort of thing."

DOWNTOWN WORKER

"I wouldn't go up the Towpath Trail in the dark. I don't know if I'm comfortable taking my son and just me. I may do it, but I'm just not sure how comfortable I am."

SUMMIT LAKE INTERVIEW

Real estate value

"We have an international board that we bring in. Really don't want to put some of these folks, who are very well off, very well traveled, in the Hilton on Fairlawn and have them have to catch an Uber in or whatever. They love The Courtyard in the Northside District. That little area right there, so impressed. … These folks, they think this is magic over there."

DOWNTOWN WORKER

"There's still a feeling that, 'Why should I pay a premium price to live downtown, send my children to a school that I'm going to have to pay tuition when I could simply move to Hudson, send my kids to a excellent grade school, and have a nice house and a beautiful yard for the same price?'"

DOWNTOWN WORKER