

Akron

Downtown

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

Signal:

Public Life

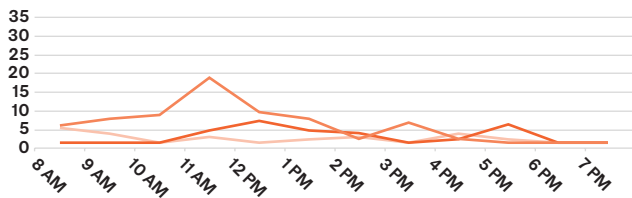
Civic commons visitorship

Average hourly visitorship of the sites.

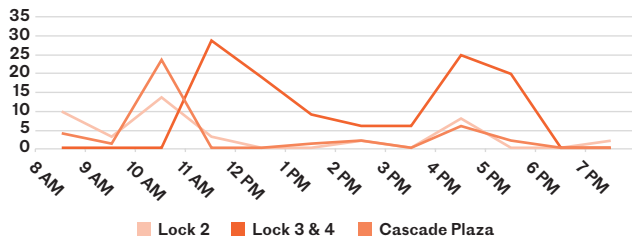
Source: Observation map

4
people per hour

Weekday hourly visitorship at Downtown sites



Weekend hourly visitorship at Downtown sites



BASELINE 11 people per hour **INTERIM** 4 people per hour

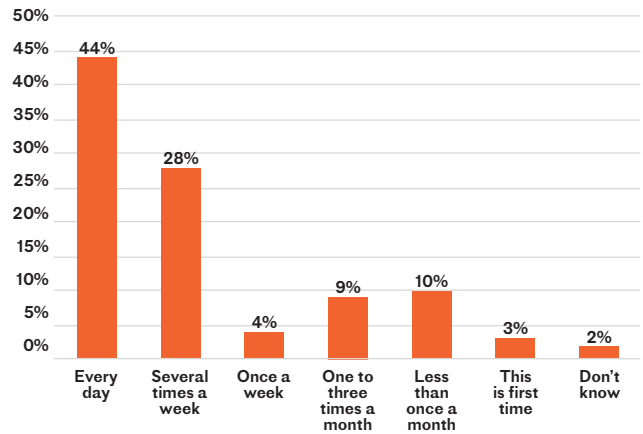
Frequency of visits to the civic commons

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

76%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

Frequency with which Downtown site visitors say they come to the Civic Commons sites



BASELINE 32% **INTERIM** 76%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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.	Baseline figure from neighborhood survey; interim figure from intercept survey	51%	88%
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%	N/A
Regular programming of the civic commons	Average number of hours of regularly occurring programming at sites.	Internet research	Cascade Plaza 0.1 Locks 4 0.5 Lock 3 14.1 Lock 2 N/A	Cascade Plaza 0.9 Lock 4 0.7 Lock 3 38.9 Lock 2 0

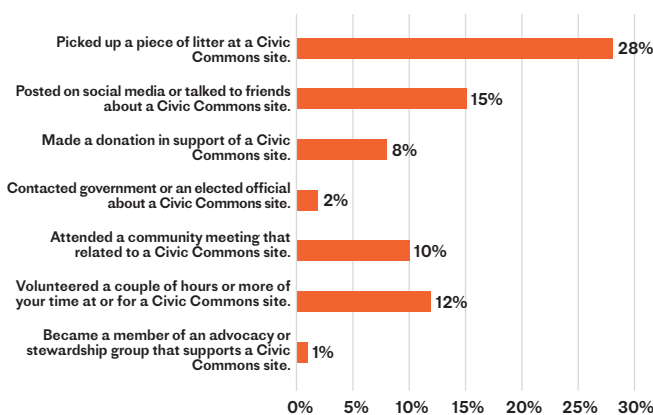
Signal:

Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy relating to the sites. **31%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

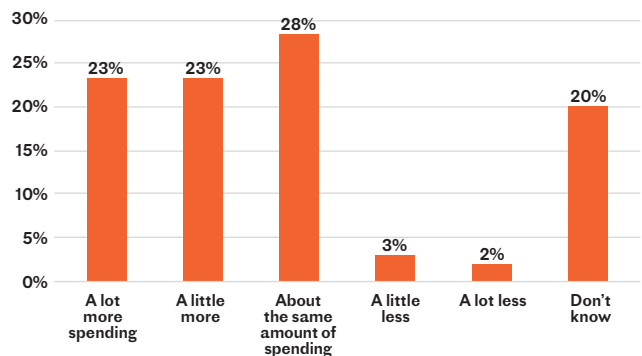


BASELINE 80% INTERIM 31%

Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets. **46%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE 79% INTERIM 46%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood voter turnout	Voter turnout in local precincts as a percentage of average county turnout.	County elections data	63.8%*	53.1%
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Baseline figures from neighborhood survey; interim figures from intercept survey	Important to me, my family, or my friends 80% Important to this neighborhood or local community 84% Important to the city 86%	Important to me, my family, or my friends 81% Important to this neighborhood or local community 89% Important to the city 84%
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%	N/A

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

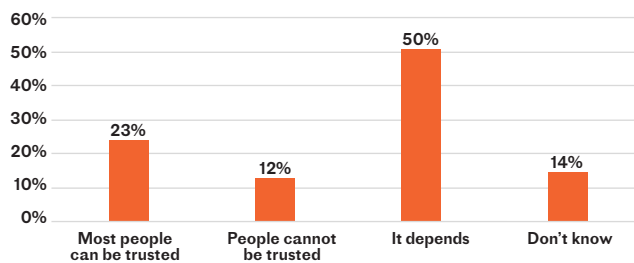
Trust

Trust in others

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

23%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	26%	INTERIM	23%
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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.

N/A

Source: Neighborhood survey

BASELINE	44%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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%	N/A
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	3%	N/A

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:

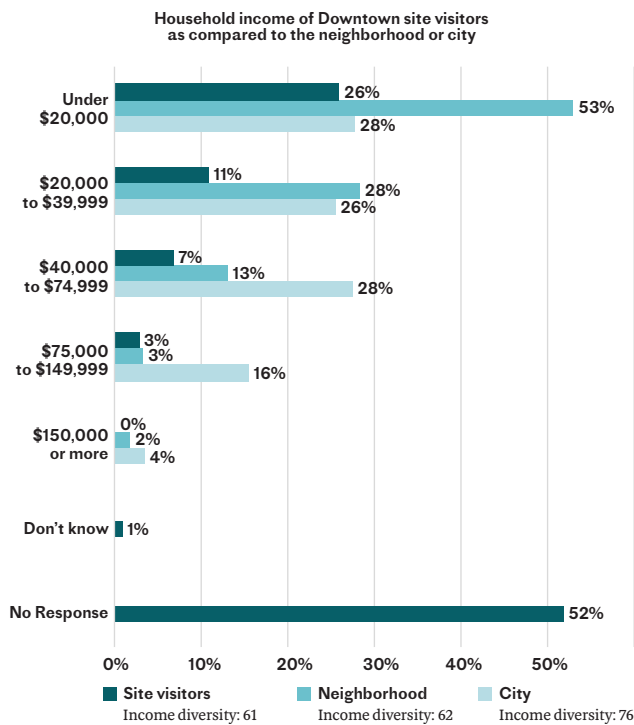
Mixing on Site

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.

61

Source: Intercept survey

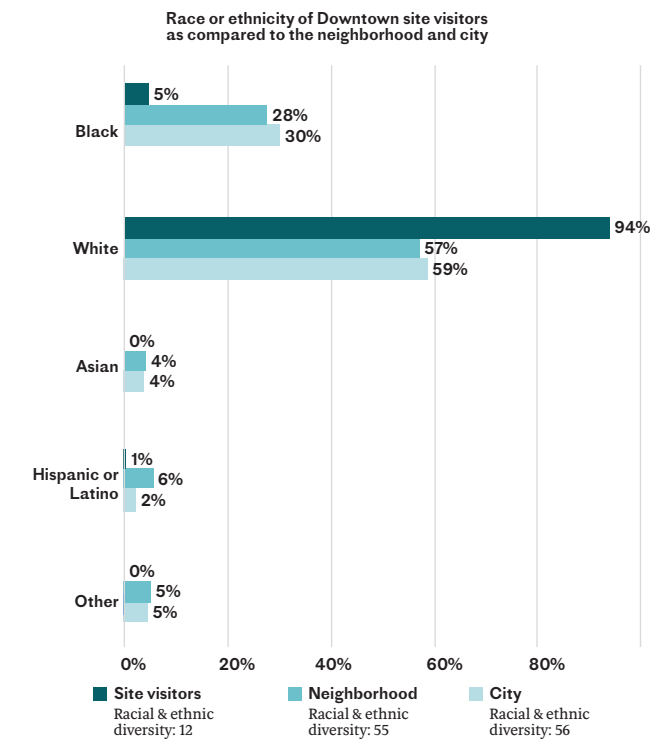


Racial and ethnic diversity of site visitors

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

12

Source: Observation Map



BASELINE	N/A	INTERIM	61
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BASELINE	N/A	INTERIM	12
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	N/A	77%
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	Cascade Plaza 37% Locks 3 & 4 63% Lock 2 N/A	Cascade Plaza 38% Locks 3 & 4 92% Lock 2 59%

Signal:

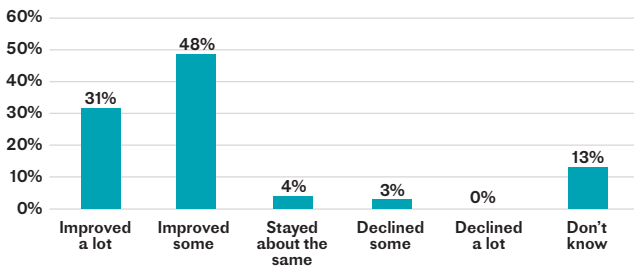
Reputation

Perceptions of the neighborhood and its future

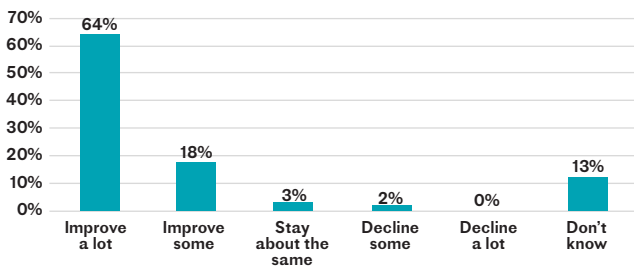
Percent of respondents who feel neighborhood has changed for the better. **79%**

Source: Baseline figures from neighborhood survey; interim figures from intercept 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



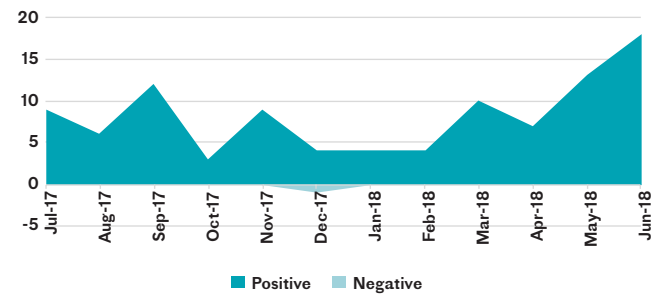
BASELINE	69%	INTERIM	79%
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Public perceptions of sites and of the neighborhood

Percent of local news articles with positive narrative about the sites and their neighborhoods. **99%**

Source: Monitoring of local news sources

Local News Sentiment Analysis. 7/1/2017-6/30/2018



BASELINE	91%	INTERIM	99%
	294 positive articles		99 positive articles

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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%	N/A
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%	N/A
Neighborhood home search activity	Volume of local residential real estate searches, indexed to 2017 = 100.	Data provided by Redfin Real Estate	100	167

Home search activity comparison data: Summit County volume of local residential real estate searches in interim period = 142, indexed to 2017=100.

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.

N/A

Source: Neighborhood survey

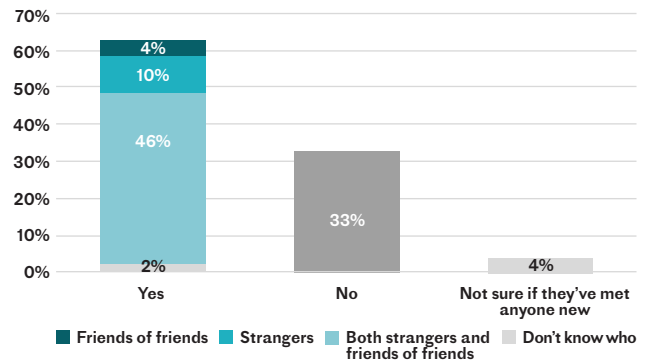
Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites.

63%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

Percent of Downtown Akron site visitors who have met anybody for the first time, by type of person they have met



BASELINE	61%	INTERIM	N/A
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BASELINE	39%	INTERIM	63%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	72%	N/A

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:

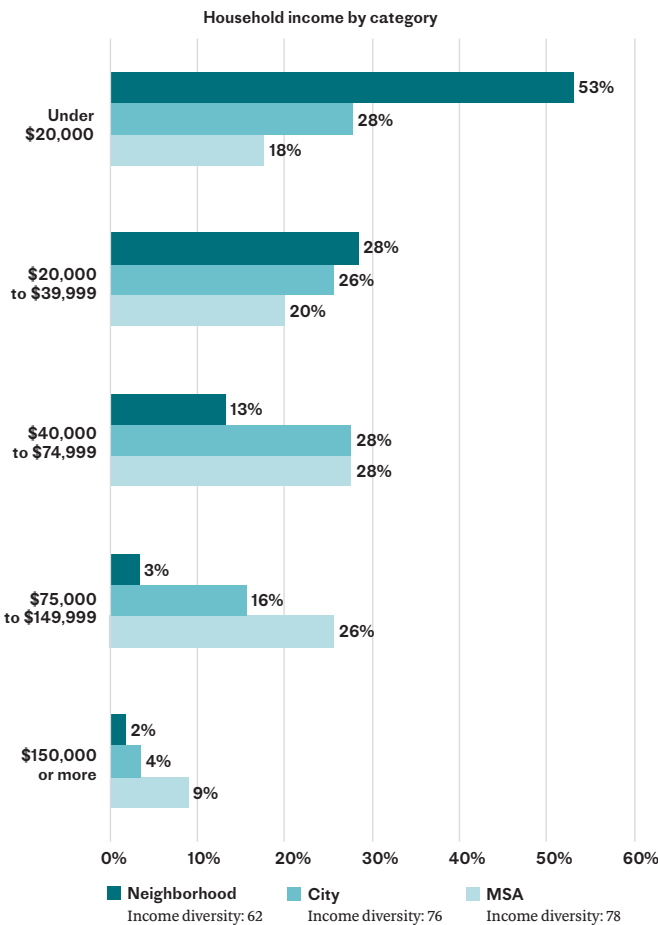
Neighborhood Diversity

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

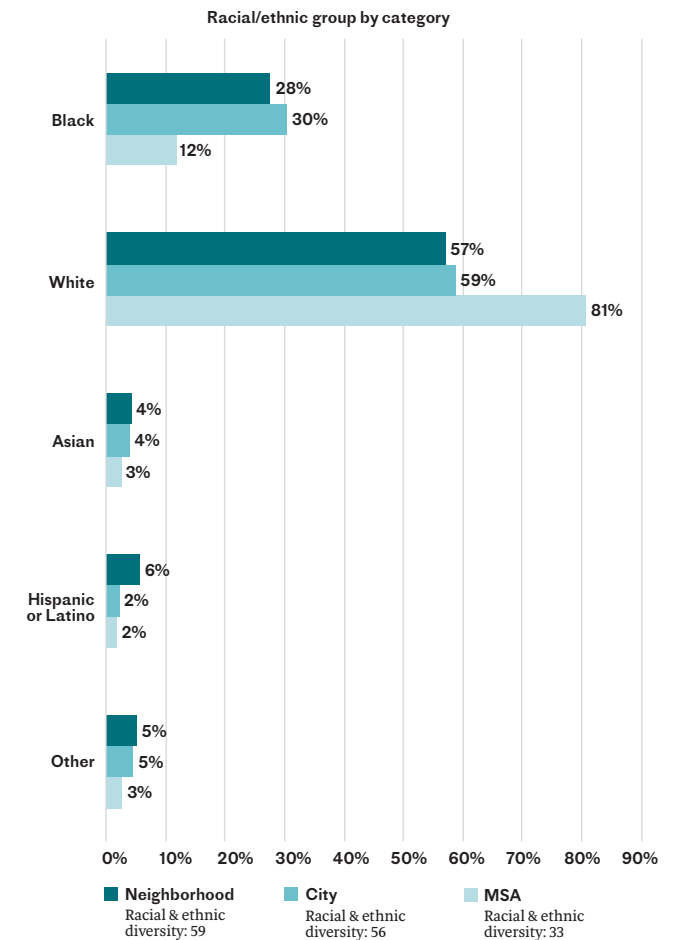


Racial and ethnic diversity of neighborhood residents

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

59

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.

N/A

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.

N/A

Source: Neighborhood survey



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

National comparison data

The national median in the interim year for total public spending on parks and recreation per resident was \$87. The maximum spending per resident was \$279 in San Francisco, CA; the minimum spending per resident was \$24 in Stockton, CA

Signal:

Ecological Indicators

Tree Canopy

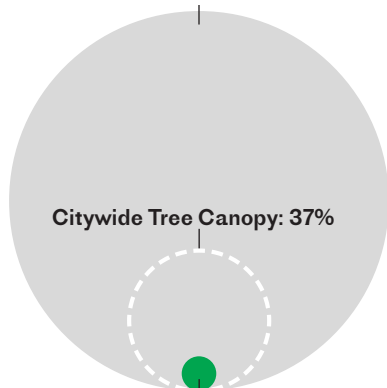
Percent of study area land covered by tree canopy.

9.1%

of neighborhood land area covered by tree canopy

Source: i-Tree Canopy by the USDA Forest Service

Total Downtown Akron Area: +/- 361 Acres



Downtown Akron Tree Canopy: 9.1%



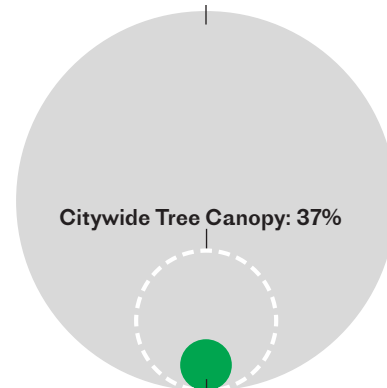
Tree Count

Number of trees in civic commons sites.

111

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

Total Downtown Akron Site Area: +/- 8.94 Acres



Downtown Akron Site Tree Canopy: 13.6%



METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	142.58 tons	142.58 tons
Site carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons site area.	i-Tree	5.60 tons	5.60 tons
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	87%	N/A
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	N/A	High efficiency lighting: 22 LED lights (at Rt. 59 bridge) 62 LED lights (at Lock 4)
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	28 sqft of native landscaping

Signal:

Walkability/ Bikeability

Neighborhood walking and biking behavior

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

N/A

Source: Neighborhood survey

BASELINE	72%	INTERIM	N/A
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Percent of respondents who say they take at least some non-work trips by bike.

N/A

Source: Neighborhood survey

BASELINE	22%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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	47%
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	73%	N/A
Neighborhood biking infrastructure	Percent of neighborhood street and off-road trail length that includes bike lanes (dedicated or shared).	Physical survey	6%	N/A
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	73
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	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	N/A

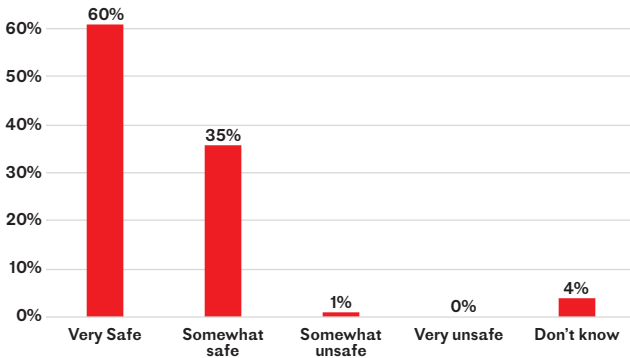
Signal:

Safety

Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day. **95%**

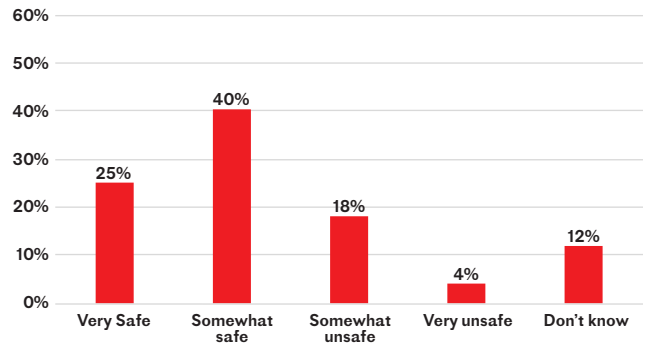
Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE 89% **INTERIM** 95%

Percent of respondents who say they feel safe in the neighborhood at night. **66%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE 41% **INTERIM** 66%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Female site visitorship	Percent of site visitors who are female.	Observation map	Cascade Plaza 54% Locks 3 & 4 40% Lock 2 N/A	Cascade Plaza 51% Lock 3 & 4 86% Lock 2 61%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	69*	71

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

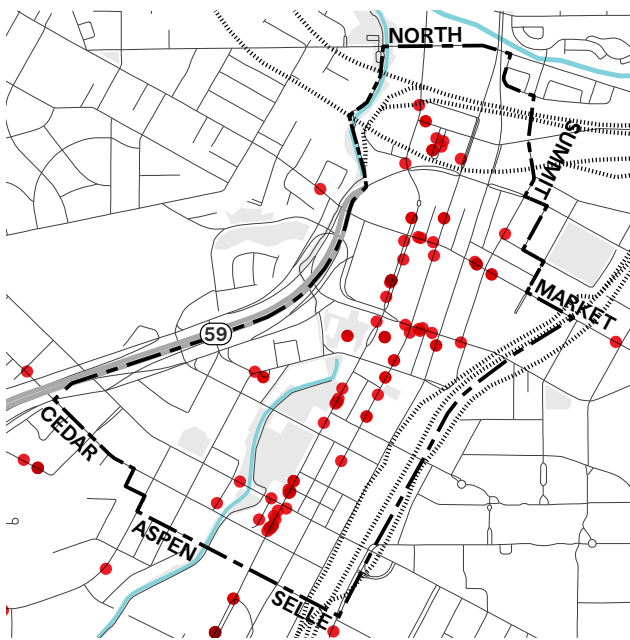
Retail Activity

Storefronts

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

86

Source: Reference USA business database



▲ 1/4 Mile
● Commercial storefront

Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant.

N/A

Source: Physical survey

BASELINE	94*	INTERIM	86
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BASELINE	6%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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%*	91%

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

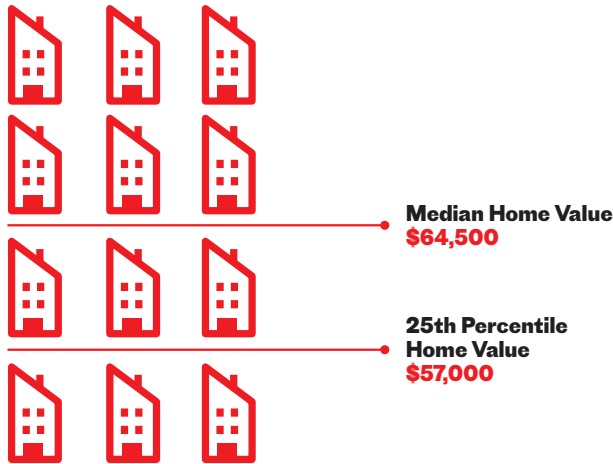
Real Estate Value & Affordability

Home values

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

\$64,500
median home value

Source: American Community Survey



BASELINE	\$68,300 Median \$62,500 25th Percentile	INTERIM	\$64,500 Median \$57,000 25th Percentile
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Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

N/A

Source: Physical survey

BASELINE	96%	INTERIM	N/A
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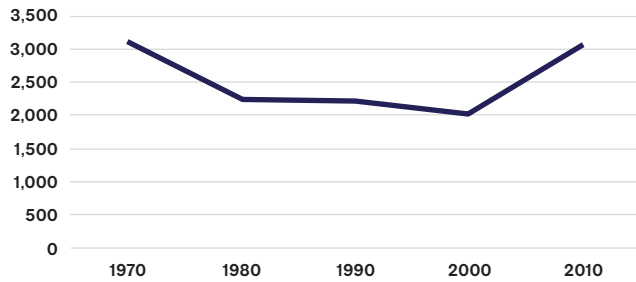
METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	3%	6%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	American Community Survey; Zillow	Median \$477 25th Percentile \$250	Median \$474 25th Percentile \$231
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	46.9%	37.9%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	0%	N/A
Underutilized land	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	24%	N/A

Population

Total resident population in the neighborhood.

2,214

Source: American Community Survey



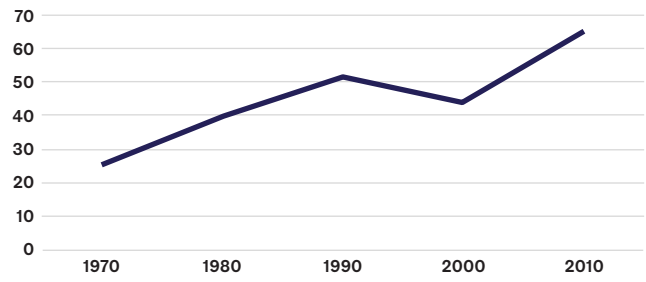
BASELINE	2,209	INTERIM	2,214
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Poverty Rate

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

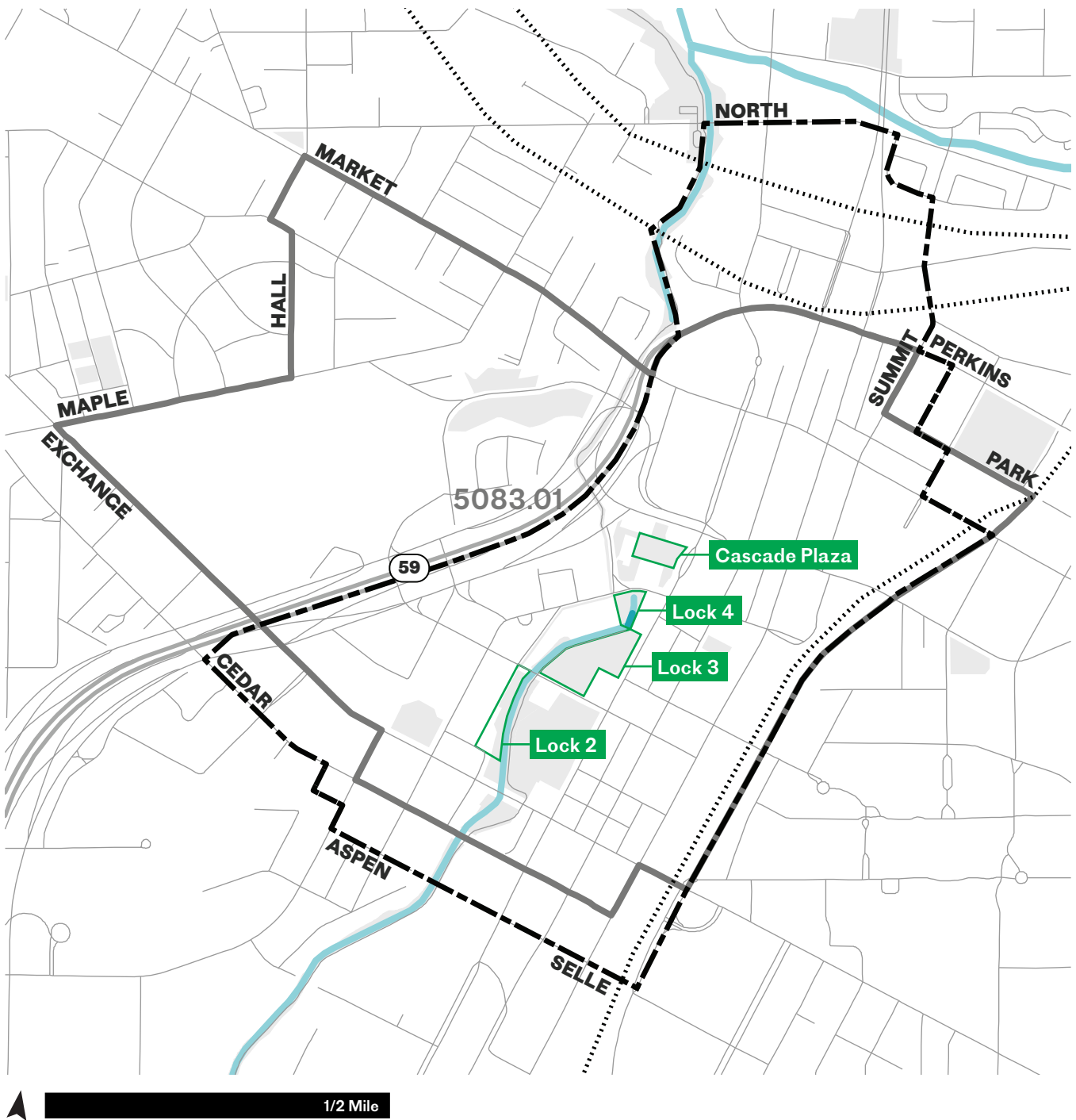
57.6%

Source: American Community Survey



BASELINE	70.7%	INTERIM	57.6%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	\$17,246	\$18,802
Per capita income	Average income on a per person basis.	American Community Survey	\$11,441	\$14,503
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	21%	12.6%
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%	14.2%



▲ 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 is knitting together isolated communities through collaborative reimagining of public places. Temporary and permanent design features and regular programming is reestablishing the 100-acre Summit Lake as a place of civic pride and play, bridging diverse neighborhoods and fostering economic development and public life in Akron's downtown.

Signal:

Public Life

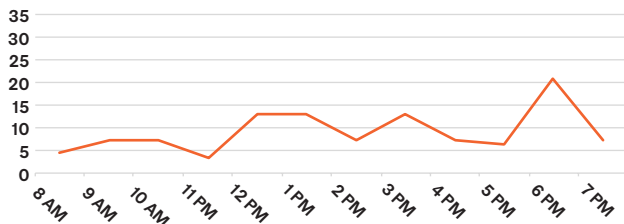
Civic commons visitorship

Average hourly visitorship of the sites.

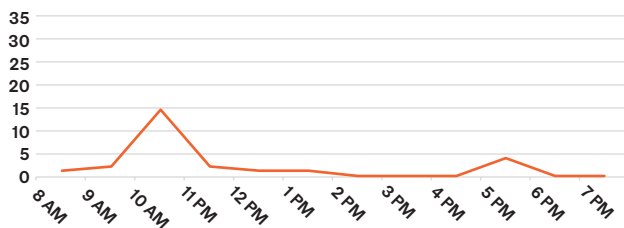
Source: Observation map

6
people per hour

Weekday hourly visitorship at Park East site



Weekend hourly visitorship at Park East site



BASELINE	10 people per hour	INTERIM	6 people per hour
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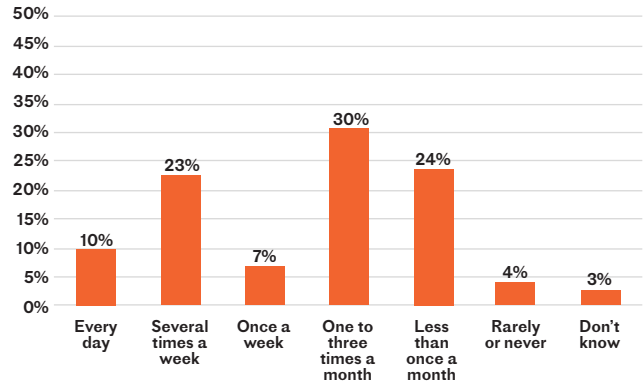
Frequency of visits to the civic commons

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

39%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

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



BASELINE	31%	INTERIM	39%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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.	Baseline figure from neighborhood survey; interim figure from intercept survey	57%	52%
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%	N/A
Regular programming of the civic commons	Average number of hours of regularly occurring programming at sites.	Internet research	N/A	5.2

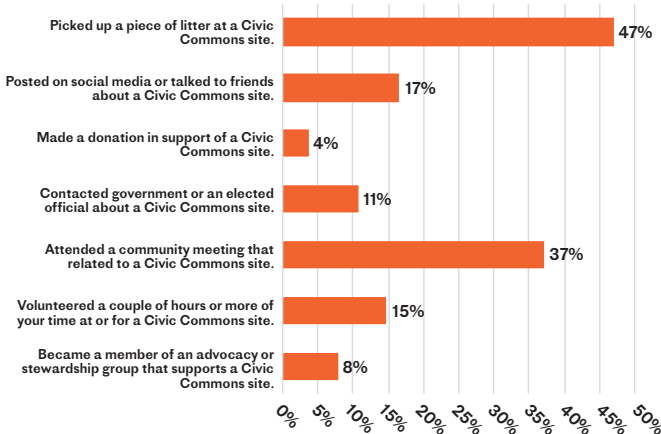
Signal:

Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy related to the neighborhood. **44%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

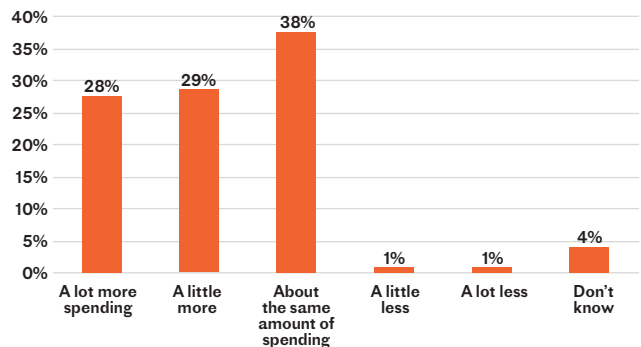


BASELINE	48%	INTERIM	44%
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Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets. **56%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	48%	INTERIM	56%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood voter turnout	Voter turnout in local precincts as a percentage of average county turnout.	County elections data	86.1%*	81.6%
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Baseline figure from neighborhood survey; interim figure from intercept survey	Important to me, my family, or my friends 56% Important to this neighborhood or local community 63% Important to the city 50%	Important to me, my family, or my friends 79% Important to this neighborhood or local community 97% Important to the city 93%
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%	N/A

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

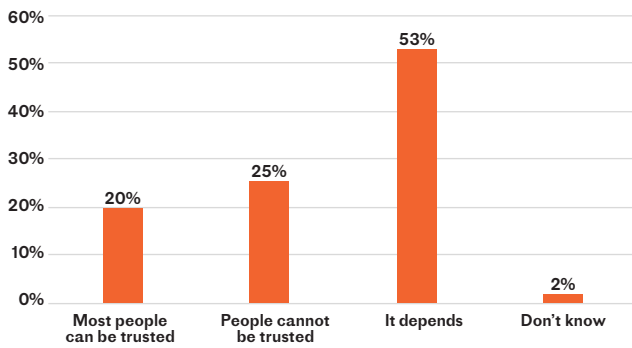
Trust

Trust in others

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

20%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	2%	INTERIM	20%
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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.

N/A

Source: Neighborhood survey

BASELINE	8%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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%	N/A
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	27%	N/A

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:

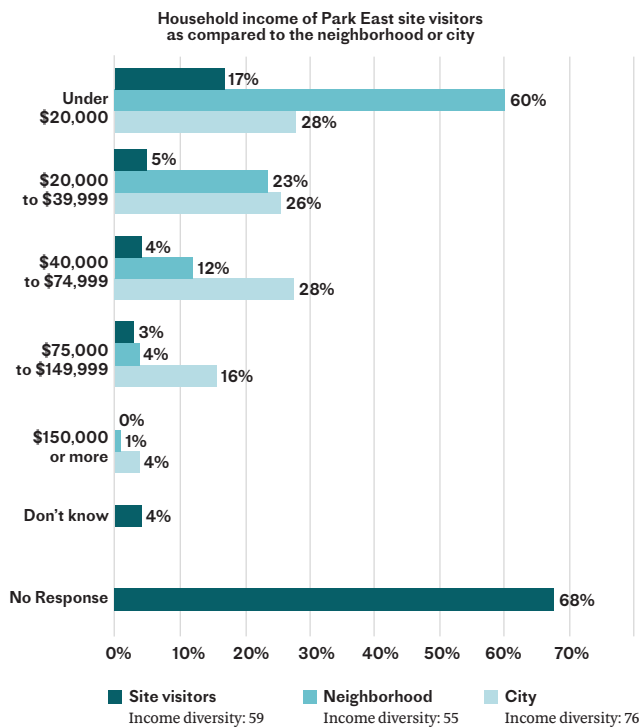
Mixing on Site

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.

59

Source: Intercept survey

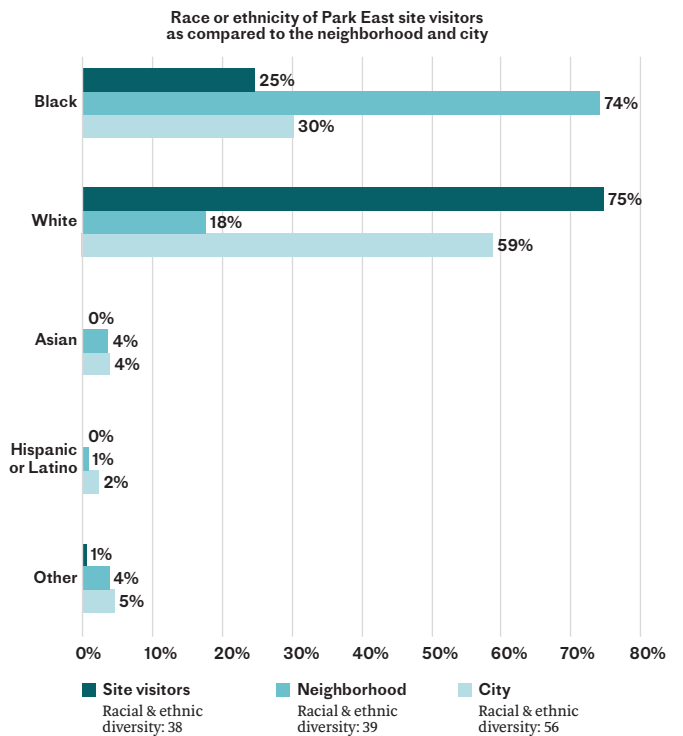


Racial and ethnic diversity of site visitors

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

38

Source: Observation Map



BASELINE	N/A	INTERIM	59
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BASELINE	N/A	INTERIM	38
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	N/A	42%
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	78%	38%

Signal:

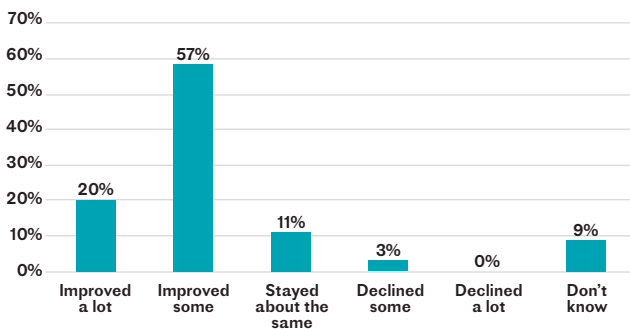
Reputation

Perceptions of the neighborhood and its future

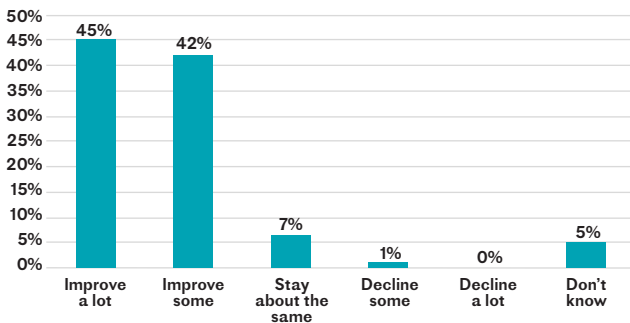
Percent of respondents who feel neighborhood has changed for the better. **76%**

Source: Baseline figures from neighborhood survey; interim figures from intercept 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



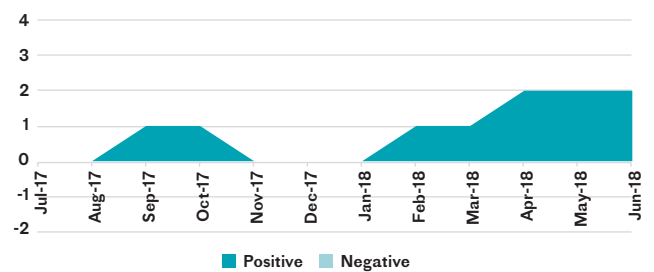
BASELINE	49%	INTERIM	76%
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Public perceptions of sites and of the neighborhood

Percent of local news articles with positive narrative about the sites and their neighborhoods. **100%**

Source: Monitoring of local news sources

Local News Sentiment Analysis. 7/1/2017-6/30/2018



BASELINE	N/A 0 positive articles	INTERIM	100% 10 positive articles
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Impact of sites on the neighborhood	Percent of respondents who say the sites have a positive impact on the neighborhood.	Neighborhood survey	92%	N/A
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	83%	N/A
Neighborhood home search activity	Volume of local residential real estate searches, indexed to 2017 = 100.	Data provided by Redfin Real Estate	100	100

Home search activity comparison data: Summit County volume of local residential real estate searches in interim period = 142, indexed to 2017=100.

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.

N/A

Source: Neighborhood survey

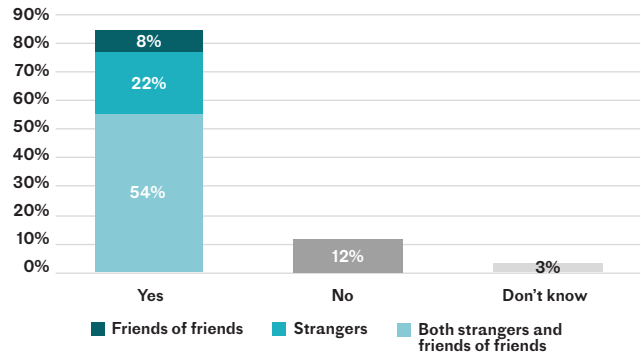
Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites.

85%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

Percent of Park East site visitors who have met anybody for the first time, by type of person they have met



BASELINE	51%	INTERIM	N/A
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BASELINE	64%	INTERIM	85%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	84%	N/A

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:

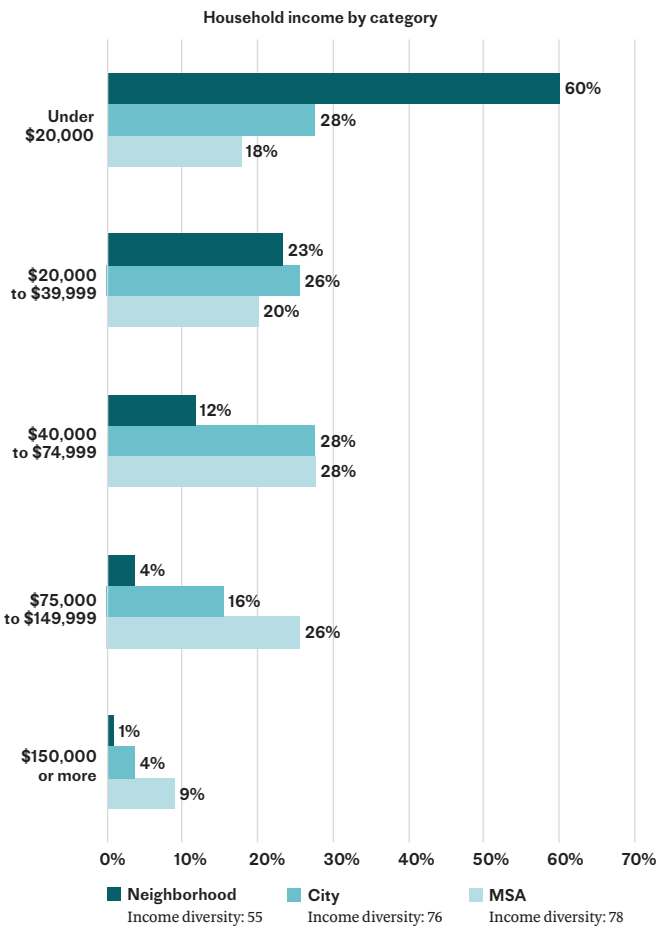
Neighborhood Diversity

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.

55

Source: American Community Survey



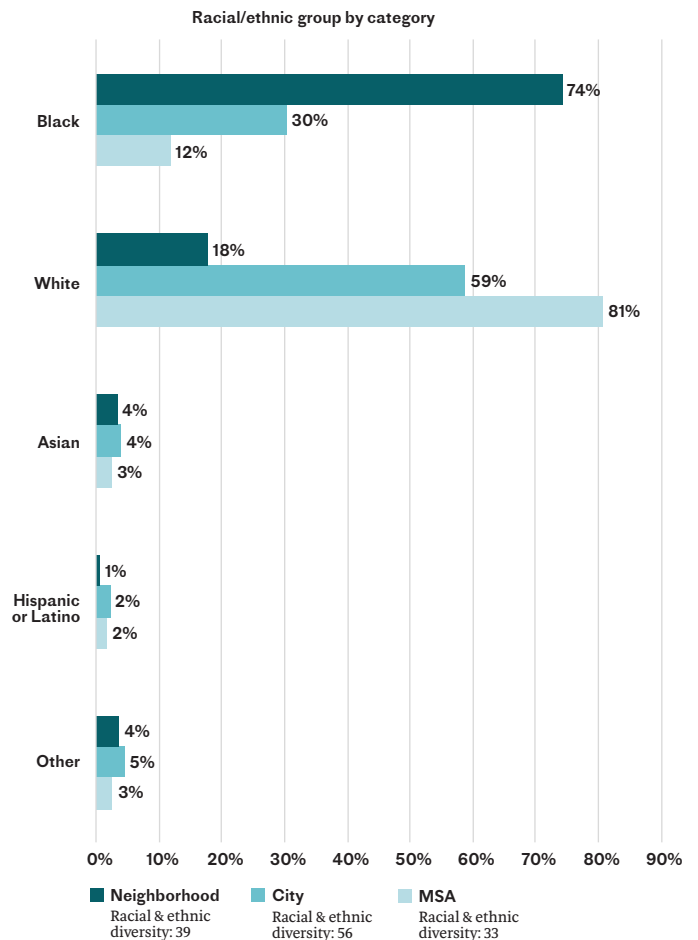
BASELINE	49	INTERIM	55
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Racial and ethnic diversity of neighborhood residents

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

39

Source: American Community Survey



BASELINE	42	INTERIM	39
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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.

N/A

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.

N/A

Source: Neighborhood survey



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

National comparison data

The national median in the interim year for total public spending on parks and recreation per resident was \$87. The maximum spending per resident was \$279 in San Francisco, CA; the minimum spending per resident was \$24 in Stockton, CA

Signal:

Ecological Indicators

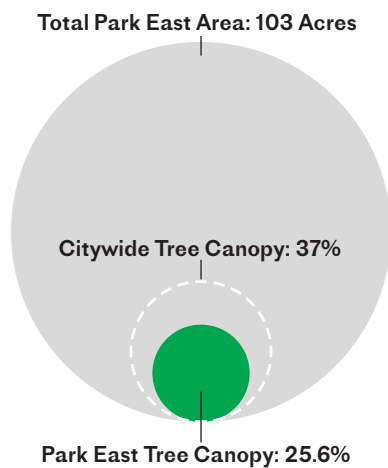
Tree Canopy

Percent of neighborhood covered by tree canopy.

25.6%

of neighborhood land area covered by tree canopy

Source: i-Tree Canopy by the USDA Forest Service

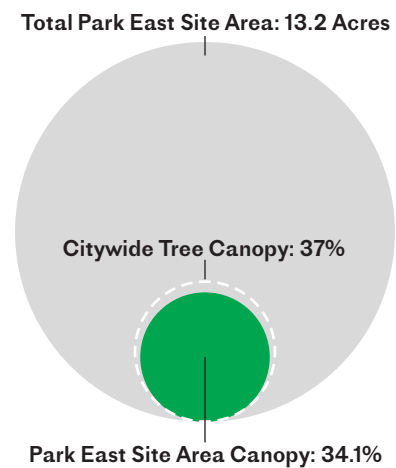


Tree Count

Number of trees in civic commons sites.

341

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



BASELINE	25.6%	INTERIM	25.6%
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BASELINE	341	INTERIM	341
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	116.71 tons	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	19.66 tons
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	72%	N/A
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	N/A	High efficiency lighting: 20 LED lights (at Bartges St.) 13 LED lights (at Thornton St.)
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	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.

N/A

Source: Neighborhood survey



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

N/A

Source: Neighborhood survey



METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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	80%
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	22%	N/A
Neighborhood biking infrastructure	Percent of neighborhood street and off-road trail length that includes bike lanes (dedicated or shared).	Physical survey	25%	N/A
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	40
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	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	N/A

Signal:

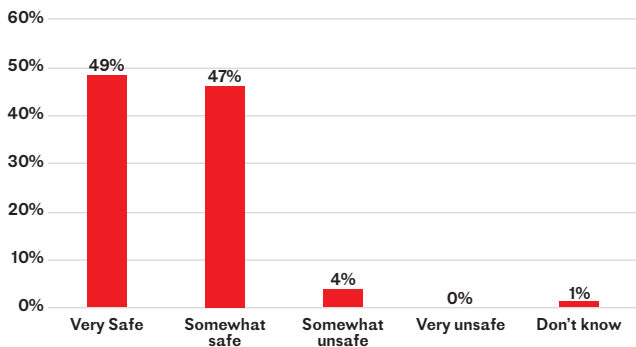
Safety

Perception of neighborhood safety

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

95%

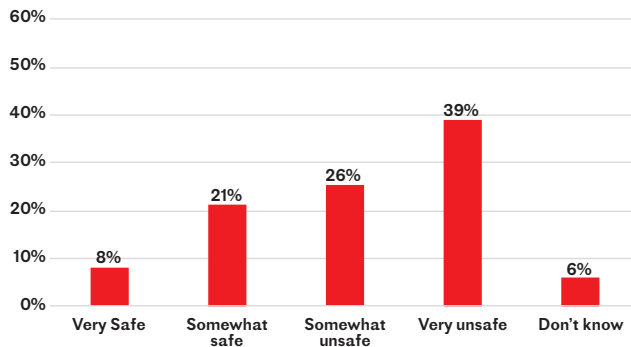
Source: Baseline figures from neighborhood survey; interim figures from intercept survey



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

30%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Female site visitorship	Percent of site visitors who are female.	Observation map	43%	35%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	36*	43

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

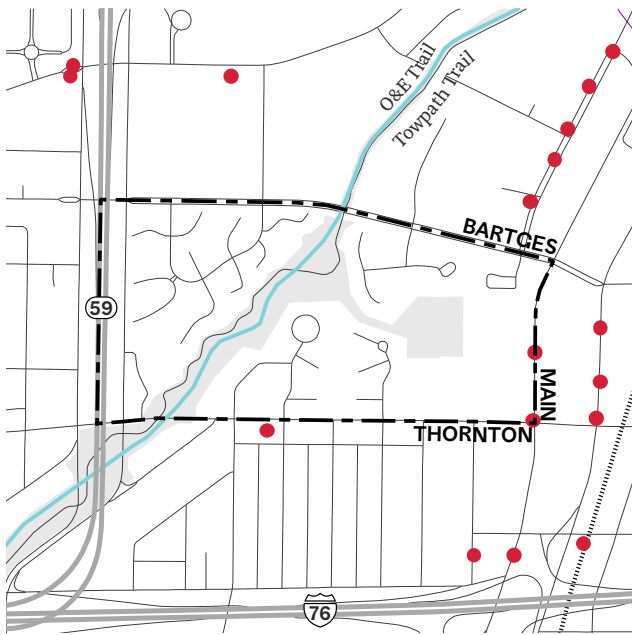
Retail Activity

Storefronts

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

3

Source: Reference USA business database



▲ 1/4 Mile
● Commercial storefront

BASELINE	1*	INTERIM	3
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Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant.

N/A

Source: Physical survey

BASELINE	0%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	33%*	60%

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

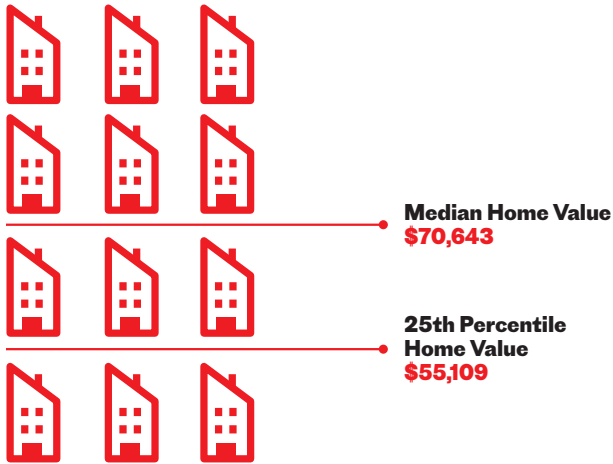
Real Estate Value & Affordability

Home values

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

\$70,643
median home value

Source: American Community Survey



BASELINE	\$63,602 Median \$52,375 25th Percentile	INTERIM	\$70,643 Median \$55,109 25th Percentile
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Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

N/A

Source: Physical survey

BASELINE	99%	INTERIM	N/A
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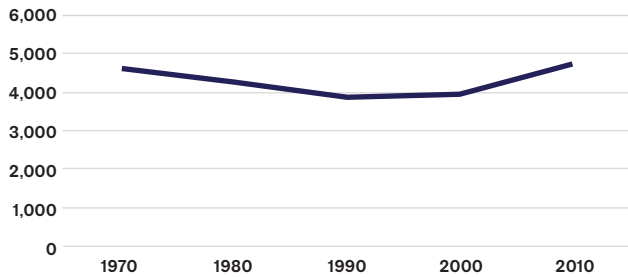
METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	16%	23%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	American Community Survey; Zillow	Median \$670 25th Percentile \$283	Median \$397 25th Percentile \$287
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	44%	60.6%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	0%	N/A
Underutilized land	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	2%	N/A

Population

Total resident population in the neighborhood.

3,318

Source: American Community Survey



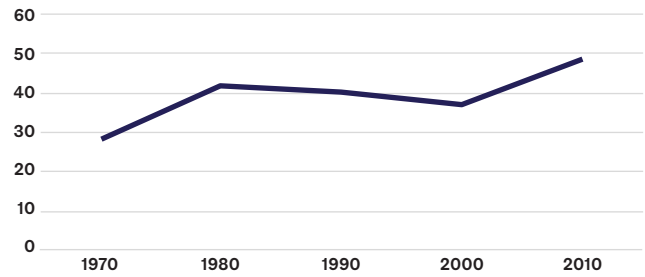
BASELINE	3,282	INTERIM	3,318
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Poverty Rate

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

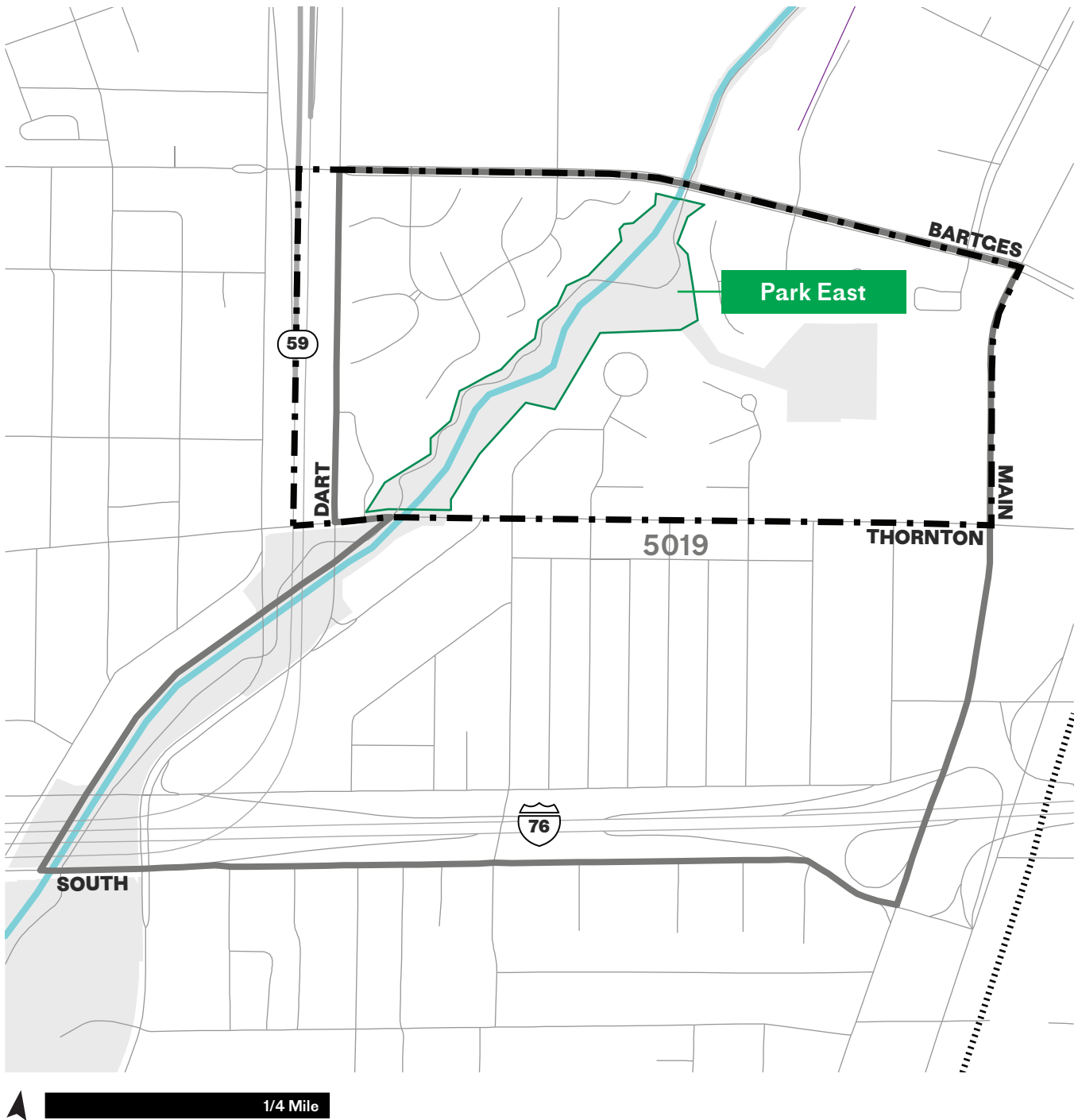
54.2%

Source: American Community Survey



BASELINE	58.6%	INTERIM	54.2%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	\$14,299	\$16,097
Per capita income	Average income on a per person basis.	American Community Survey	\$11,160	\$11,894
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	18.1%	18.6%
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%	6.0%



- 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 is knitting together isolated communities through collaborative reimagining of public places. Temporary and permanent design features and regular programming is reestablishing the 100-acre Summit Lake as a place of civic pride and play, bridging diverse neighborhoods and fostering economic development and public life in Akron's downtown.

Signal:

Public Life

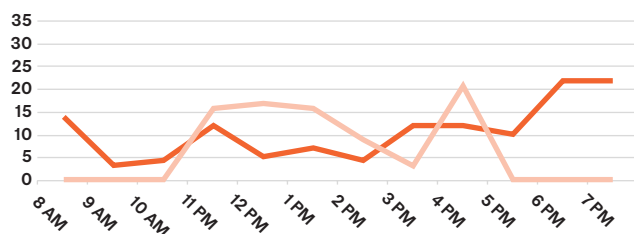
Civic commons visitorship

Average hourly visitorship of the sites.

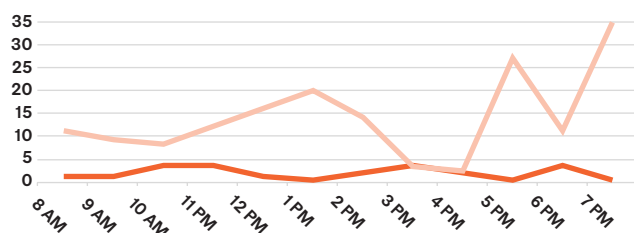
Source: Observation map

10
people per hour

Weekday hourly visitorship at Summit Lake sites



Weekend hourly visitorship at Summit Lake sites



Summit Lake Park Interior of Summit Lake Community Center

BASELINE	19 people per hour	INTERIM	10 people per hour
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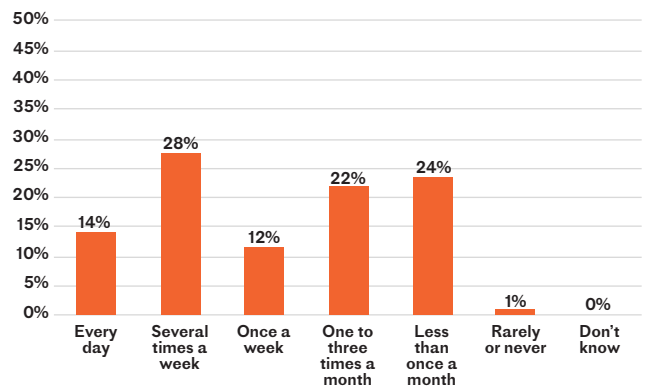
Frequency of visits to the civic commons

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

54%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

Frequency with which Summit Lake neighborhood residents say they come to the Civic Commons sites



BASELINE	59%	INTERIM	54%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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.	Baseline figure from neighborhood survey; interim figure from intercept survey	75%	82%
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%	N/A
Regular programming of the civic commons	Average number of hours of regularly occurring programming at sites.	Internet research	Summit Lake 0	Summit Lake 157.8

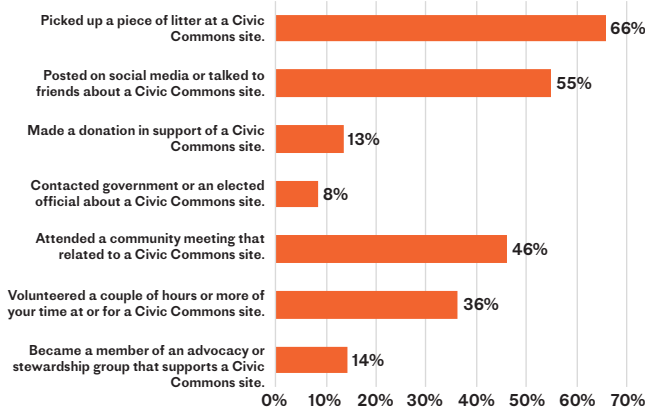
Signal:

Stewardship & Advocacy

Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy related to the neighborhood. **72%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



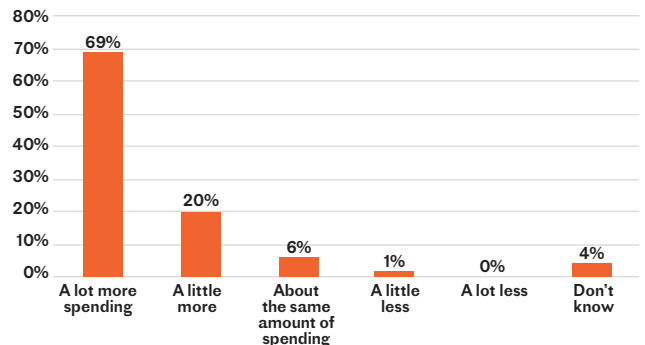
BASELINE 43% **INTERIM** 72%

Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets. **89%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

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



BASELINE 49% **INTERIM** 89%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood voter turnout	Voter turnout in local precincts as a percentage of average county turnout.	County elections data	63.4%*	48.1%
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Baseline figure from neighborhood survey; interim figure from intercept survey	Important to me, my family, or my friends 59% Important to this neighborhood or local community 57% Important to the city 54%	Important to me, my family, or my friends 98% Important to this neighborhood or local community 97% Important to the city 99%
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%	N/A

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

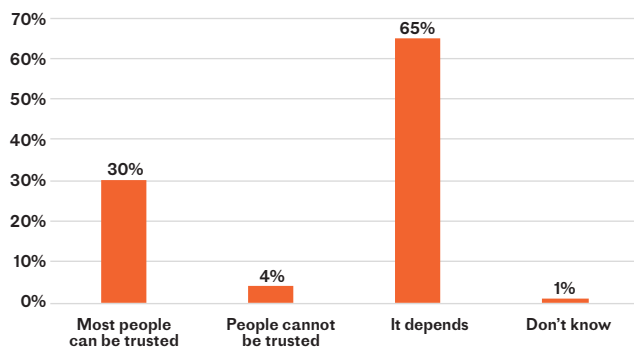
Trust

Trust in others

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

30%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	INTERIM
18%	30%

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.

N/A

Source: Neighborhood survey

BASELINE	INTERIM
32%	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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%	N/A
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	11%	N/A

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:

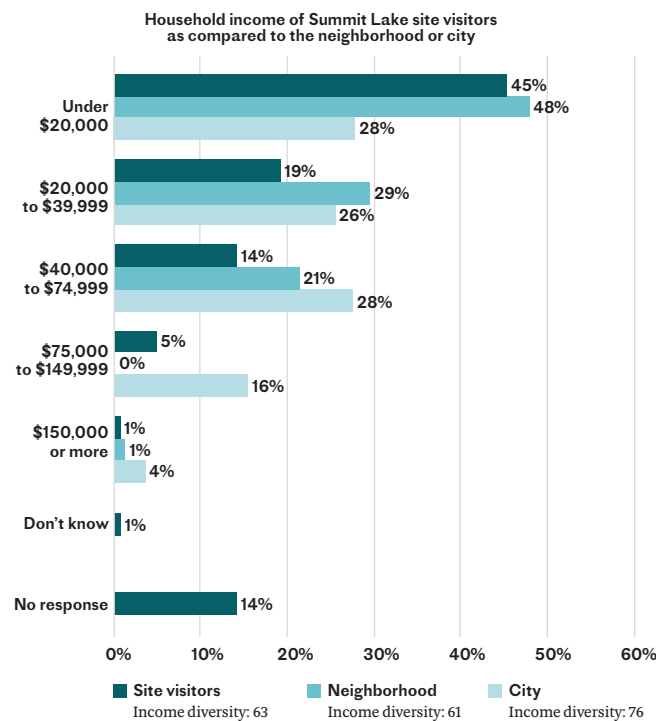
Mixing on Site

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.

63

Source: Intercept survey

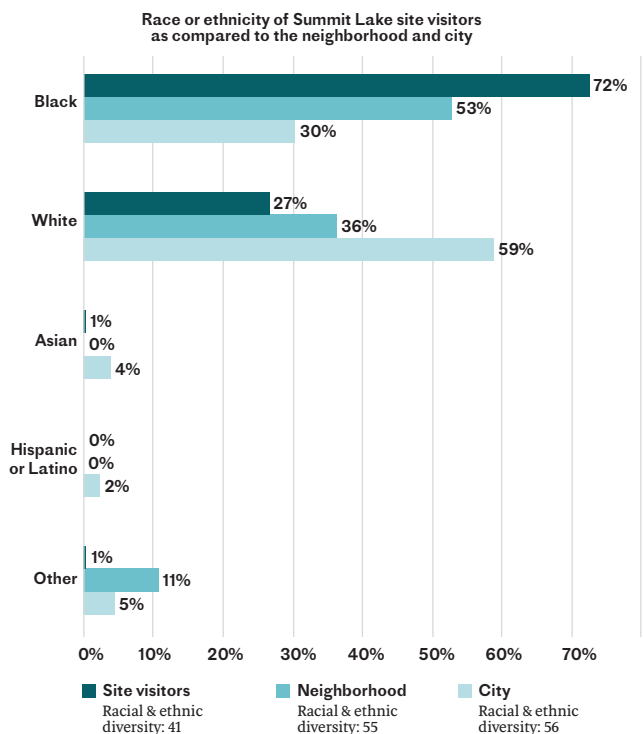


Racial and ethnic diversity of site visitors

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

41

Source: Observation Map



BASELINE	N/A	INTERIM	63
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BASELINE	N/A	INTERIM	41
----------	-----	---------	----

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	N/A	47%
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 Recreation Center (Interior) 65%	Summit Lake - Lakefront 41% Summit Lake Recreation Center (Interior) 24%

Signal:

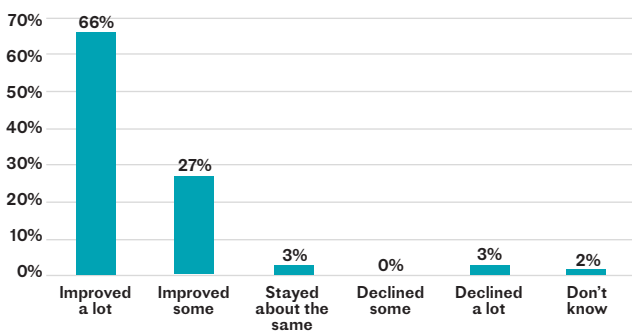
Reputation

Perceptions of the neighborhood and its future

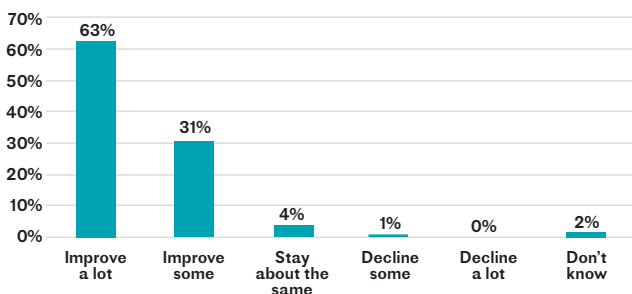
Percent of respondents who feel neighborhood has changed for the better. **92%**

Source: Baseline figures from neighborhood survey; interim figures from intercept 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



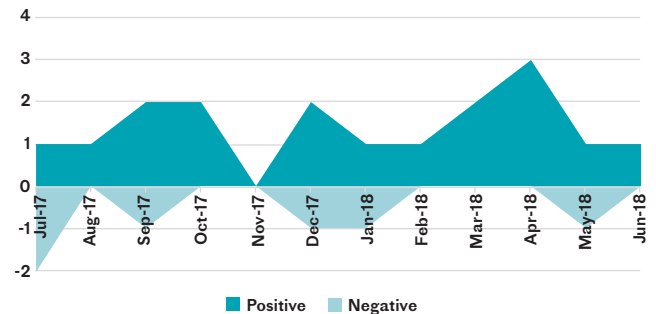
BASELINE	79%	INTERIM	92%
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Public perceptions of sites and of the neighborhood

Percent of local news articles with positive narrative about the sites and their neighborhoods. **74%**

Source: Monitoring of local news sources

Local News Sentiment Analysis. 7/1/2017-6/30/2018



BASELINE	61%	INTERIM	74%
	14 positive articles		17 positive articles

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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%	N/A
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	Summit Lake Park 92% The Pump House 31%	N/A
Neighborhood home search activity	Volume of local residential real estate searches, indexed to 2017 = 100.	Data provided by Redfin Real Estate	100	142

Home search activity comparison data: Summit County volume of local residential real estate searches in interim period = 142, indexed to 2017=100.

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.

N/A

Source: Neighborhood survey

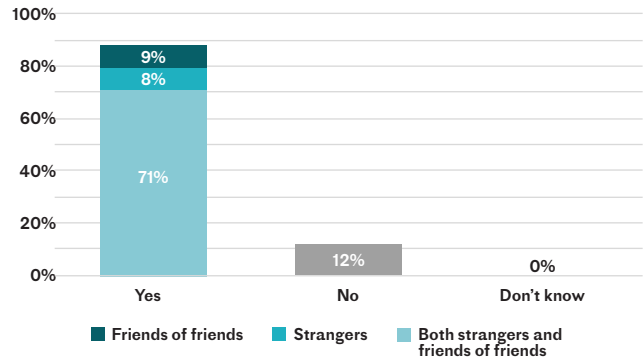
Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites.

88%

Source: Baseline figures from neighborhood survey; interim figures from intercept survey

Percent of Summit Lake site visitors who have met anybody for the first, by type of person they have met



BASELINE	31%	INTERIM	N/A
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BASELINE	56%	INTERIM	88%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	70%	N/A

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:

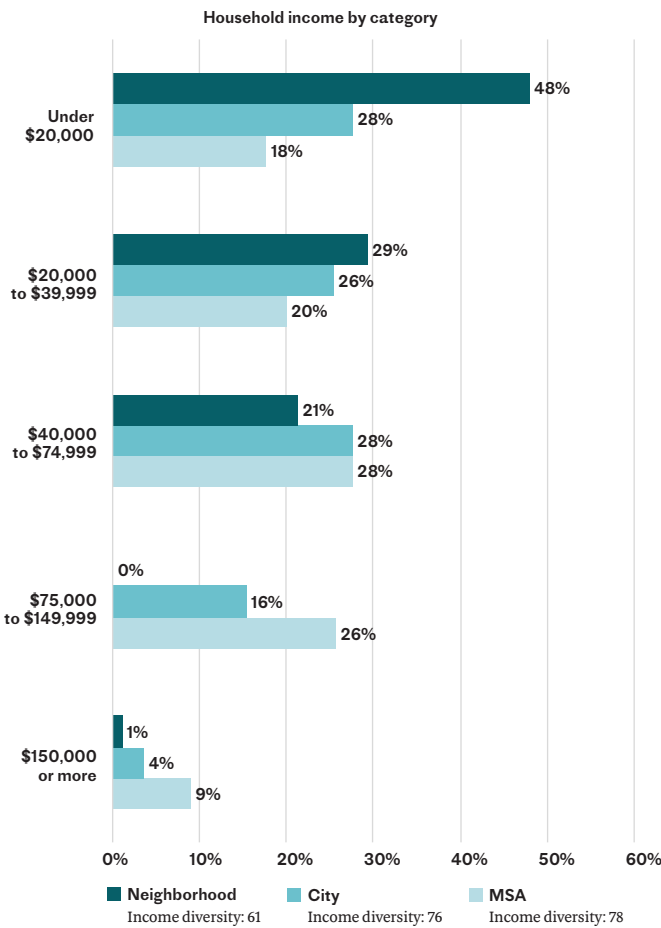
Neighborhood Diversity

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.

61

Source: American Community Survey

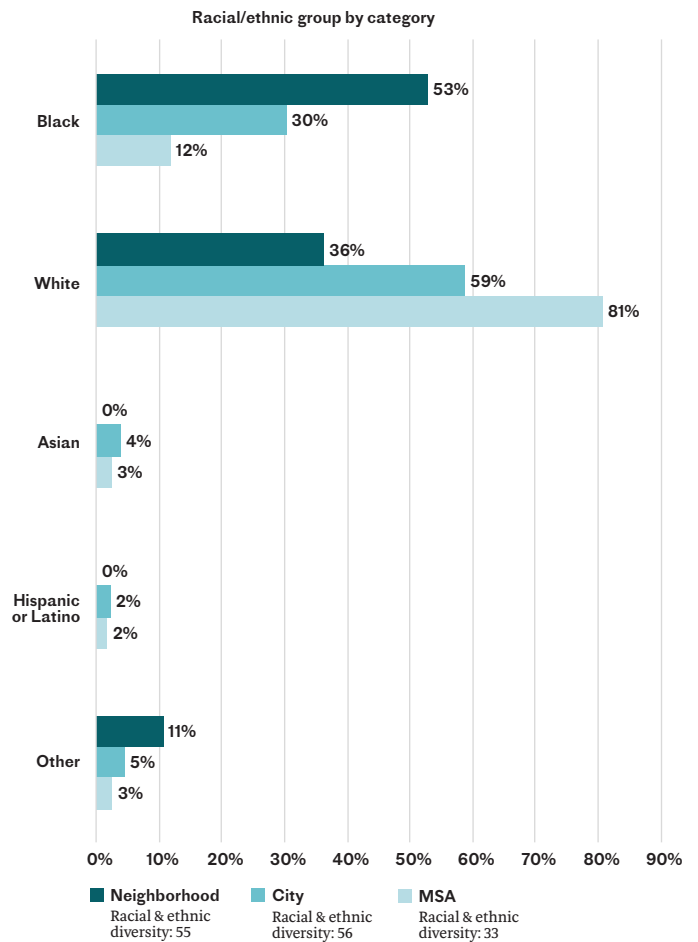


Racial and ethnic diversity of neighborhood residents

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

55

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.

N/A

Source: Physical survey

BASELINE	100%	INTERIM	N/A
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Perception of access to nature

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

N/A

Source: Neighborhood survey

BASELINE	77%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
ParkScore®	Citywide analysis of an effective park system. 100 is most effective, 0 is least.	The Trust for Public Land	N/A	N/A
Citywide investment in parks	Total public spending on parks and recreation per resident.	The Trust for Public Land	N/A	N/A

National comparison data

The national median in the interim year for total public spending on parks and recreation per resident was \$87. The maximum spending per resident was \$279 in San Francisco, CA; the minimum spending per resident was \$24 in Stockton, CA

Signal:

Ecological Indicators

Tree Canopy

Percent of neighborhood covered by tree canopy.

28.9%

of neighborhood land area covered by tree canopy

Source: i-Tree Canopy by the USDA Forest Service

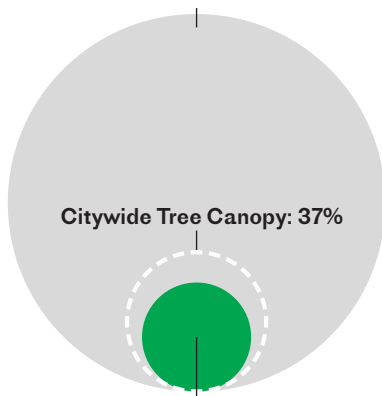
Tree Count

Number of trees in civic commons sites.

171

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

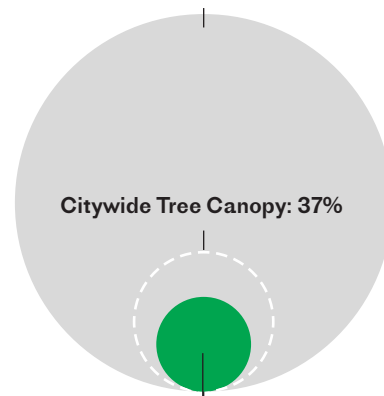
Total Summit Lake Area: 294 Acres



Citywide Tree Canopy: 37%

Summit Lake Tree Canopy: 28.9%

Total Summit Lake Site Area: 25.2 Acres



Citywide Tree Canopy: 37%

Summit Lake Site Tree Canopy: 25.1%

BASELINE	28.9%	INTERIM	28.9%
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BASELINE	171	INTERIM	171
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	222.17 tons	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	24.52 tons
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	59%	N/A
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	N/A	High efficiency lighting: 7 LED lights (at Russel Ave)
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	60 sqft of native landscaping

Signal:

Walkability/ Bikeability

Neighborhood walking and biking behavior

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

N/A

Source: Neighborhood survey

BASELINE	75%	INTERIM	N/A
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Percent of respondents who say they take at least some non-work trips by bike.

N/A

Source: Neighborhood survey

BASELINE	35%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
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	34%
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	7%	N/A
Neighborhood biking infrastructure	Percent of neighborhood street and off-road trail length that includes bike lanes (dedicated or shared).	Physical survey	28%	N/A
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	60
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	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	N/A

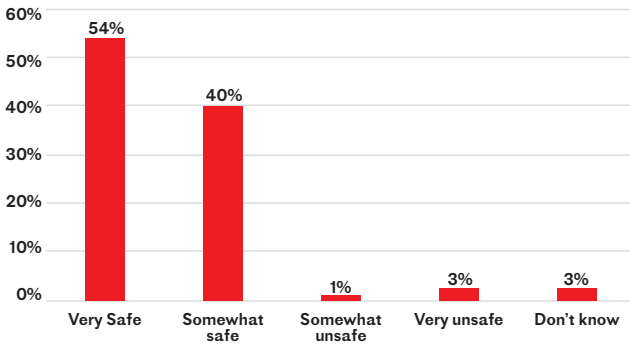
Signal:

Safety

Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day. **94%**

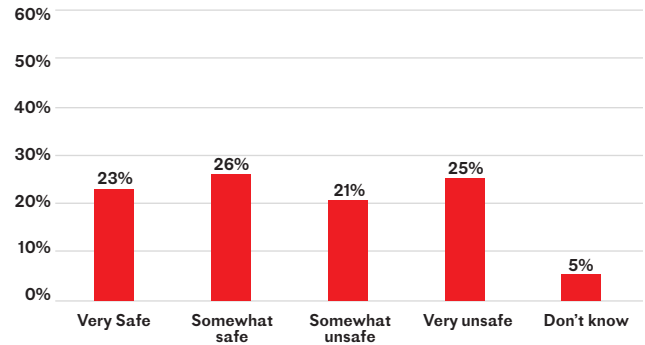
Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	91%	INTERIM	94%
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Percent of respondents who say they feel safe in the neighborhood at night. **49%**

Source: Baseline figures from neighborhood survey; interim figures from intercept survey



BASELINE	35%	INTERIM	49%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Female site visitorship	Percent of site visitors who are female.	Observation map	Summit Lake - Lakefront 40% Summit Lake Recreation Center (Interior) 31%	Summit Lake - Lakefront 29% Summit Lake Recreation Center (Interior) 46%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	25*	27

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

Retail Activity

Storefronts

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

0

Source: Reference USA business database

Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant.

N/A

Source: Physical survey



▲ 1/4 Mile
● Commercial storefront

BASELINE	1	INTERIM	0
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BASELINE	15%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	71%*	72%

*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

Signal:

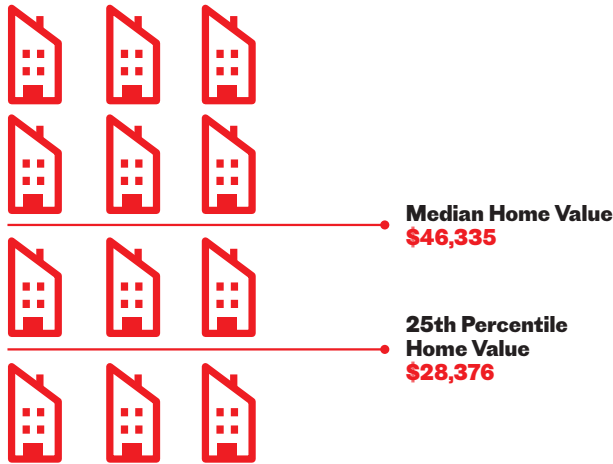
Real Estate Value & Affordability

Home values

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

\$46,335
median home value

Source: American Community Survey



BASELINE	\$57,439 Median \$28,019 25th Percentile	INTERIM	\$46,335 Median \$28,376 25th Percentile
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Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

N/A

Source: Physical survey

BASELINE	81%	INTERIM	N/A
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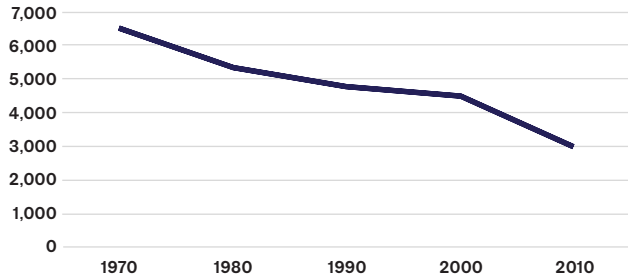
METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Owner-occupied share	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	25%	26%
Neighborhood rents	Median and lower quartile gross rent paid by renter households in the neighborhood.	Zillow; American Community Survey	Median \$709 25th percentile \$271	Median \$419 25th percentile \$266
Cost burdened renters	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	49.3%	37.9%
Residential property vacancy	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	3%	N/A
Underutilized land	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	31%	N/A

Population

Total resident population in the neighborhood.

2,834

Source: American Community Survey



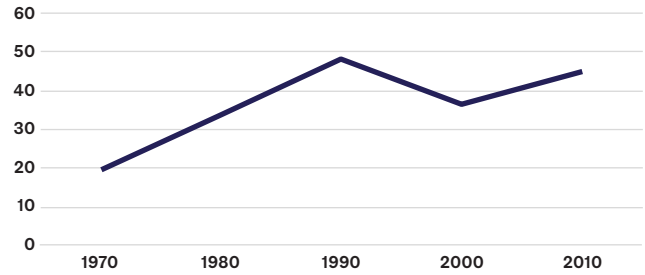
BASELINE	2,722	INTERIM	2,834
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Poverty Rate

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

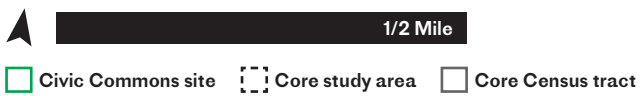
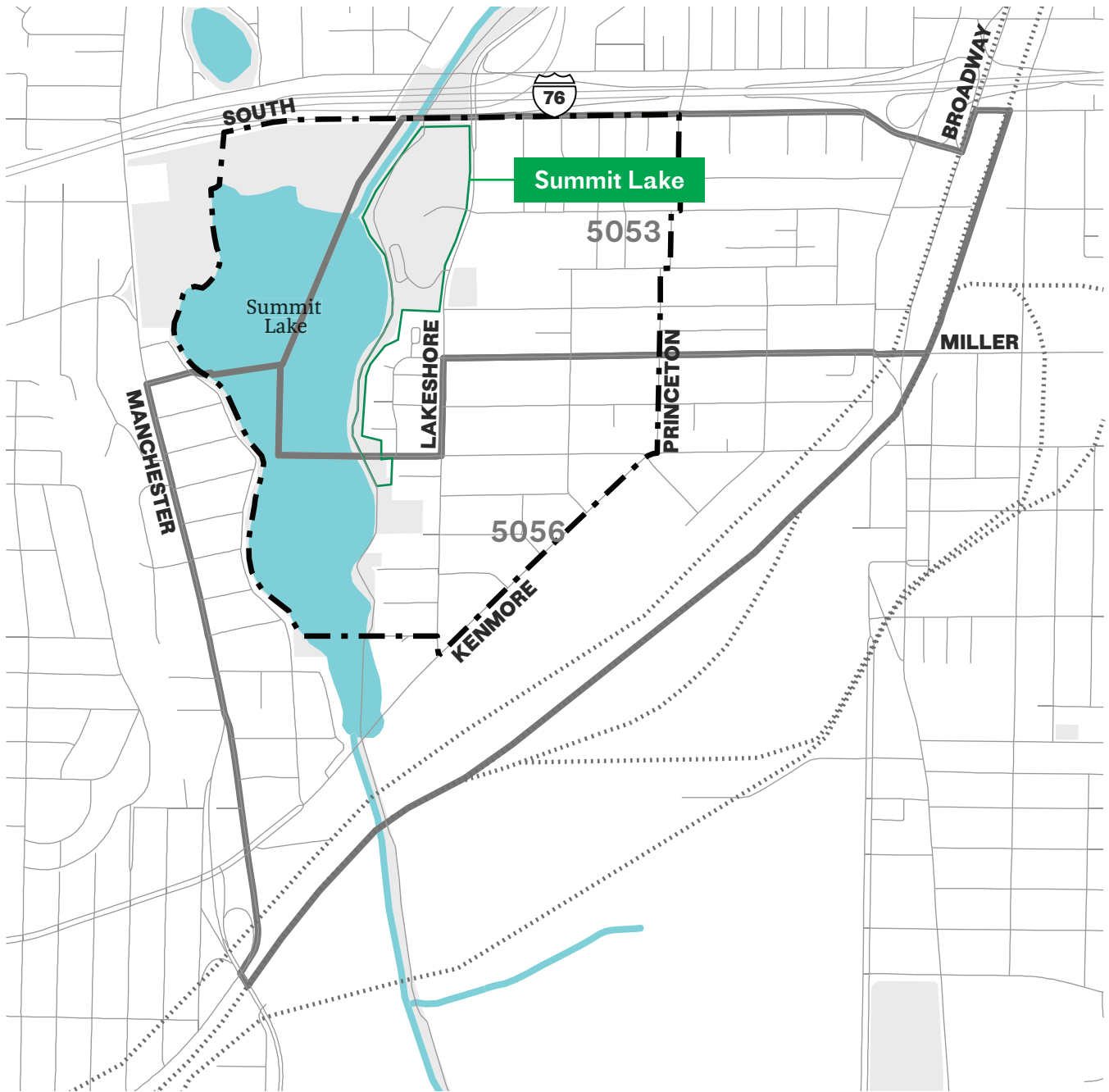
46.0%

Source: American Community Survey



BASELINE	45.6%	INTERIM	46.0%
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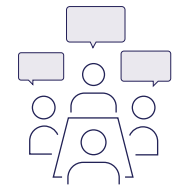
METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	\$19,264	\$16,917
Per capita income	Average income on a per person basis.	American Community Survey	\$11,780	\$17,046
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	26.2%	12.6%
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%	5.6%



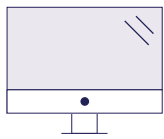
Appendix:

Methodology

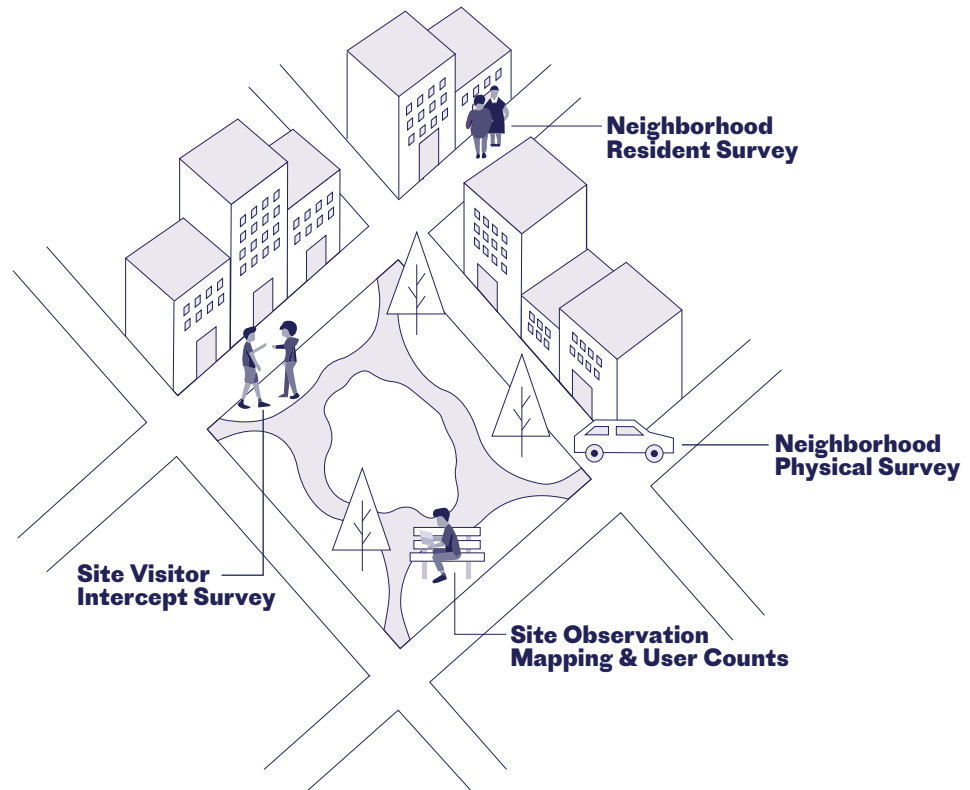
Appendix: Methodology



Neighborhood Focus Groups



Third Party Research



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

A physical survey of Akron neighborhoods was not fielded for the interim period. Please see [Akron Baseline Metrics Report](#) for details on this methodology.

Neighborhood Resident Survey

A Neighborhood Resident Survey was not fielded for the interim period. Please see [Akron Baseline Metrics Report](#) for details on this methodology.

Site Visitor Intercept Survey

The Akron Civic Commons Intercept Survey was fielded from October 15, 2018 to November 16, 2018 in Lock 2, Lock 3, Lock 4 and Cascade Plaza in Downtown Akron; in Park East; and at Summit Lake Park and inside the Summit Lake Community Center. 100 respondents completed the survey in Downtown Akron, 102 respondents completed the survey in Park East, and 119 respondents completed the survey at Summit Lake; 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. Surveyors were instructed to circulate through the sites and approach all visitors to the sites as they observed them. Surveyors were instructed not to approach individuals outside the sites on adjacent sidewalks or properties. Visitors to the sites were offered the option to enter a raffle for a \$100 gift card as incentive to take the survey.

Income diversity of site visitors

This income diversity index is computed as follows: survey respondents are split into five income groups based on their self-reported household income. 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

Observation mapping was conducted on one weekday and one weekend day in October 2018 at Downtown Akron sites of Lock 2, Lock 3, Lock 4, and Cascade Plaza; at Park East; and at Summit Lake. Observation mapping was conducted on one additional weekday in December 2018 to record activity inside the Summit Lake community center building. From 8:00 AM until 7:00 PM, at the top of each hour, surveyors walked about the sites in each neighborhood and marked on observation map worksheets the characteristics and number of people within the sites at the moment the surveyor observed them. Observation mapping data in this report were tabulated using predefined categories that surveyors used to mark down individuals' characteristics. Data for a small number of hours were incomplete; for those times, data was duplicated from equivalent times during the corresponding weekday or weekend day when possible. A small number of hours were excluded from the data presented on Locks 3 & 4, as there was a large event that brought out unusually high numbers of visitors.

Racial and ethnic diversity of site visitors

This racial and ethnic diversity index is computed as follows: site visitors are counted among one of five racial or ethnic categories (white, black, latino, asian, and all other) based on surveyors' observations. We compute the share of the site visitors 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.

Third Party Research

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

- American Community Survey, 2013-17
- County elections data: Summit County elections data from the election held on November 6, 2018
- Local police department: Data from Lexis/Nexis Community Crime Map from compiled from City Akron, University of Akron and Summit County police reports, January to December 2018, retrieved from <http://communitycrimemap.com/>, for 0.5 mile radii around 182 S Main St (Downtown), 600 Callis Oval (Park East), 1100 Lakeshore Blvd (Summit Lake)
- Redfin, 2018
- Reference USA business database, 2018
- The Trust for Public Land, 2018
- Zillow, 2018

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 the interim period (July 1, 2017 – June 30, 2018). 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 which were used to develop a Google search query that collected each mention of the search term in the selected online publications for each city. Results from the online query were manually checked for relevance. 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 were analyzed on a yearly basis, with the interim period of study starting on July 1, 2017 and concluding on June 30, 2018. The news publications tracked in Akron included the Akron Beacon Journal and the Cleveland Plain Dealer via their respective websites.

Appendix: Methodology

Income diversity of neighborhood residents

This income diversity index is computed as follows: Census data from 2013-17 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 2013-17 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.

Neighborhood home search activity

An increase (or decrease) in web-based real estate searches may be a leading indicator of consumer or investor interest in a neighborhood. To determine home search activity, Redfin Real Estate supplied data on the number of real estate searches by zip code for civic commons neighborhoods. Data are for searches during calendar year 2018, and are normed to a base year of 2017. Search activity in 2017 = 100; values for 2018 indicate the number of searches in 2018 as a percentage of 2017 searches; a value of 100 corresponds to the same level of searches in the previous year. [County-wide values](#) for this index are also provided as a comparison, as noted in the report.

Ecological indicators

To understand the impact of new trees, stormwater, and sustainability features added to each site, a set of three ecological indicators tracking tools were developed for each city. The tree tracking tool was developed to include variables that would allow this data to be integrated with the USDA Forest Services's i-Tree Canopy tool to calculate the impact of additional tree canopy relative to baseline. Data collection was performed by demonstration team members trained to use each tool.

Neighborhood Focus Groups

Neighborhood Focus Groups were not conducted during the interim period. Please see [Akron Baseline Metrics Report](#) for details on this methodology.