



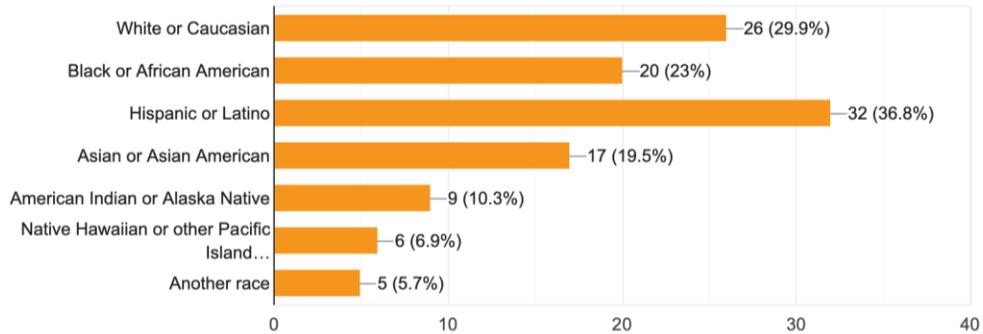
MATEO STREET PARK COMMUNITY ENGAGEMENT SUMMARY

Online Surveys

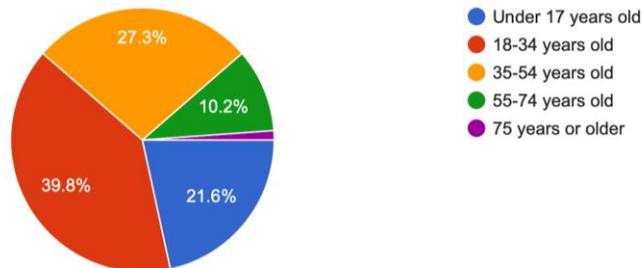
Community Survey

A survey was published online between October 5 and October 31, and publicized to the community through a postcard mailer, a banner, and flyers distributed at food distribution sites, grocery stores, and local businesses. Some 94 members of the community completed the survey. Nearly 60% of survey respondents live in Ashland, with nearly all of the remainder coming from San Leandro, San Lorenzo, Cherryland, and other nearby communities. Survey respondents were diverse in terms of age and ethnicity, as shown below.

What is your racial or ethnic identity? (Select all that apply)



How old are you?





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Responses to the survey questions are summarized below.

Part One: Tell us about your community

1. What are the best things about living in Ashland? Please check all that apply.

Participants were given several statements that they could agree with. Of these, diversity was the most often cited, at 63%, followed by family and friends (54%), access to transportation and jobs (49%), and local businesses and destinations (45%).

2. From your perspective, what are some of the challenges facing people in Ashland? Select up to 3 challenges that you think are the most important.

Here, most survey respondents agreed that difficulty paying for housing, food, and transportation and fears about personal safety were significant challenges in Ashland, with 60% and 59% of respondents citing these issues. The third most common response: lack of trees, places to play, gather and relax, with 53% of respondents noting this issue.

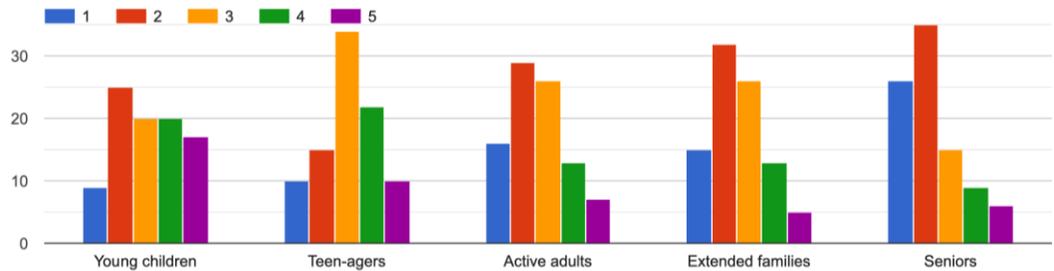
3. A park system should provide something for everyone in the community. How well do you think Ashland's existing parks serve each of the following types of people? Please rate on a scale of 1 (not serving these people well) to 5 (serving this group very well).

Here, responses indicate that people perceive Ashland's parks to currently be most successful at serving young children and least successful at serving extended families, seniors, and active adults. Across the board, most respondents feel that people of all ages are not being served very well by parks in Ashland today.

How well do you think Ashland's existing parks serve each of the following types of people?



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4. How often do you currently visit Ashland parks?

Survey participants were most likely to visit parks a couple of times a year (34%) or once a month (29%), with only 23% of respondents visiting Ashland parks every day or once a week.

5. What do you and your community like to do in the park? Check all that apply.

Most of the park activities listed on the survey were checked by respondents, indicating a desire for parks to have a variety of active and passive qualities. The highest-rated activities? Enjoy plants and trees (69%), meet friends (65%), cool off in the shade (63%), visit the playground (59%), and exercise (56%).

Part Two: Tell us about your vision for a new park in Ashland!

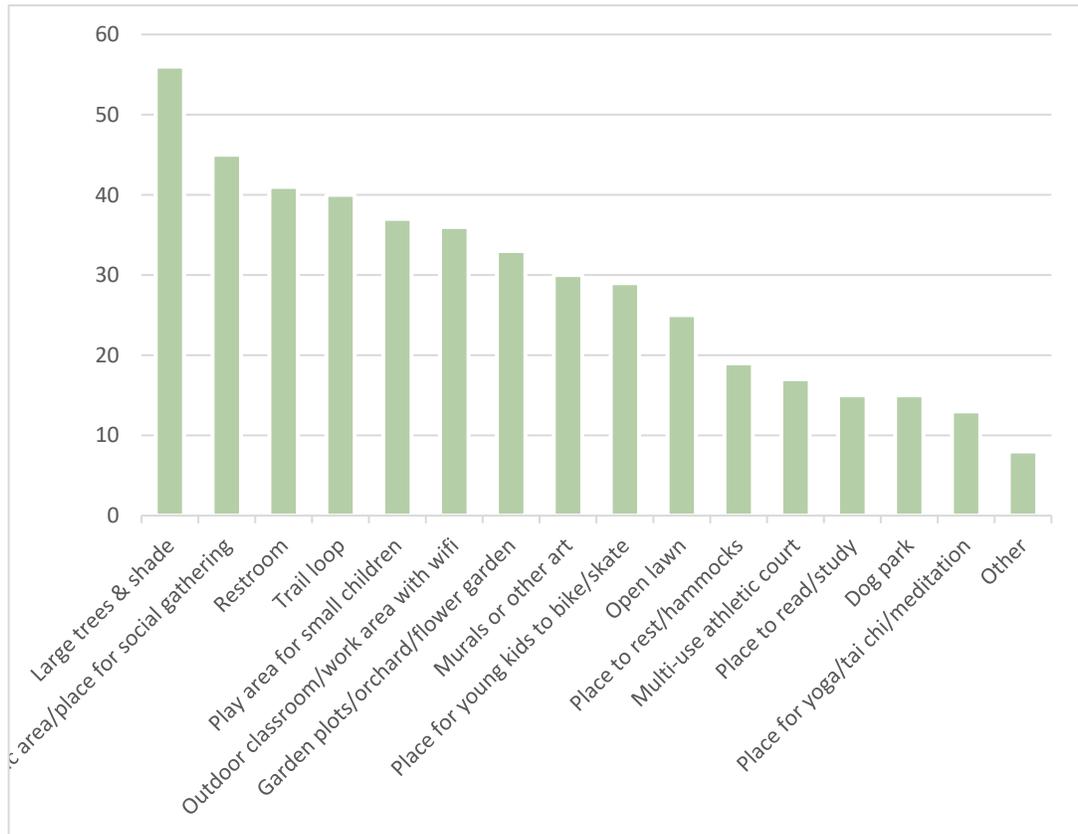
6. Which of the following features would you most like to see in a new park in Ashland? Select up to 5 features that you think are most important.

One feature stood out above all others as an important part of people’s vision for a new park: “Large trees & shade” was selected by 60% of survey respondents. Other popular features: picnic area/place for social gathering (48%), restroom (44%), Trail loop (43%), play area for small children (39%), and outdoor classroom/work area with wifi (38%).

Which of the following features would you most like to see in a new park in Ashland?



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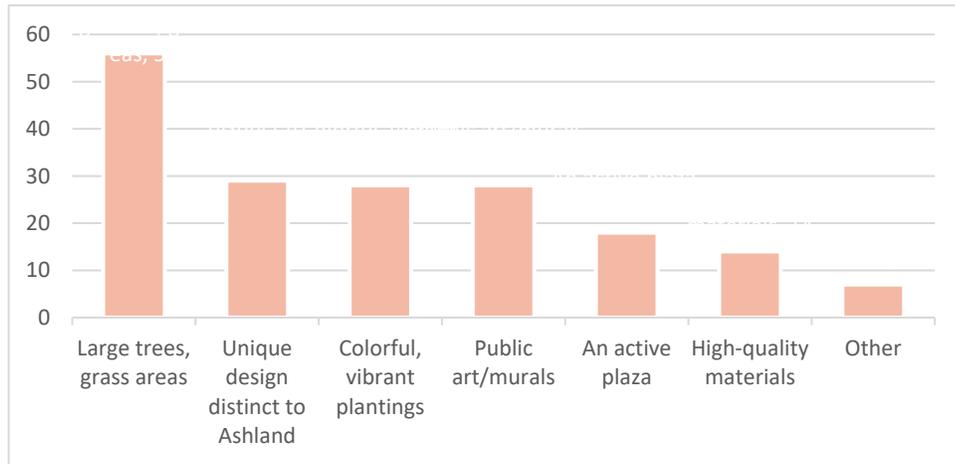
7. In your eyes, which of the following would make a park most BEAUTIFUL? Select up to 2 features that you think are most important.

Again, large trees and grass areas was far and away the most important feature for making a park beautiful, cited by 60% of respondents. Other popular responses: a unique design distinct to Ashland (31%); colorful, vibrant plantings (30%); and public art/murals (30%).

Which of the following would make a park most beautiful?



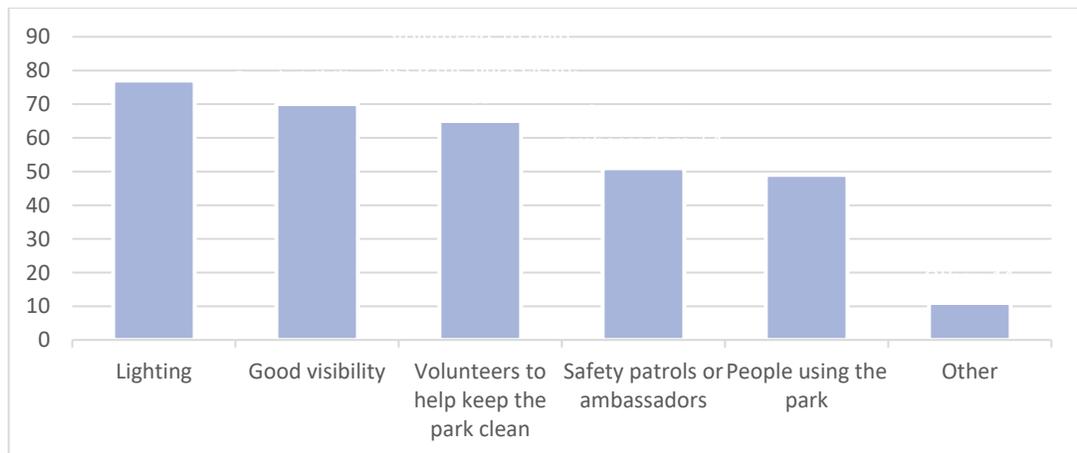
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8. Which of the following features would help make a park SAFE? Check all that apply.

All of the ideas put forward in the survey to make the park safe received majority agreement from participants, with lighting receiving the most support (82%), followed by good visibility (74%), volunteers to help keep the park clean (69%), safety patrols or ambassadors (54%), and people using the park (52%).

Which of the following features would help make a park safe?





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9. Tell us more about your vision for the Mateo Street Park! What would you like to see? How would you like to be involved?

The survey gave respondents a chance to use their own words to express their priorities for the future park. People shared many, many ideas and thoughts. Many of these were variations on the vision of creating a safe and green park where members of the community could gather, and where families and children could come to play and relax. Below is a word cloud generated diagram based on the responses to the question. Larger words represent a greater frequency of use in the response.

