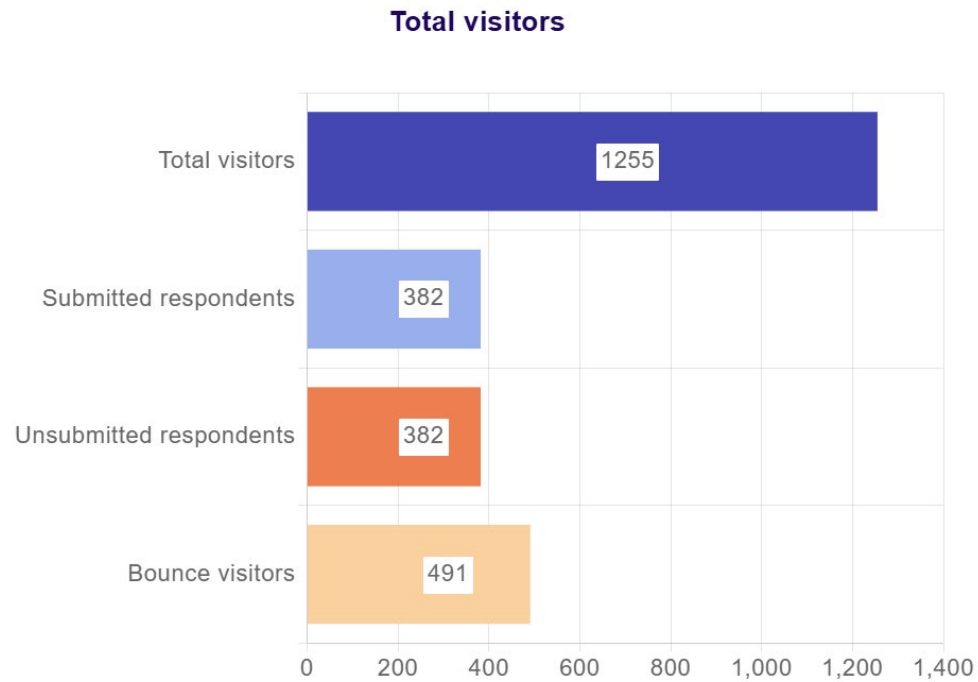


Ashtabula Community Survey Results

ONLINE & IN-PERSON

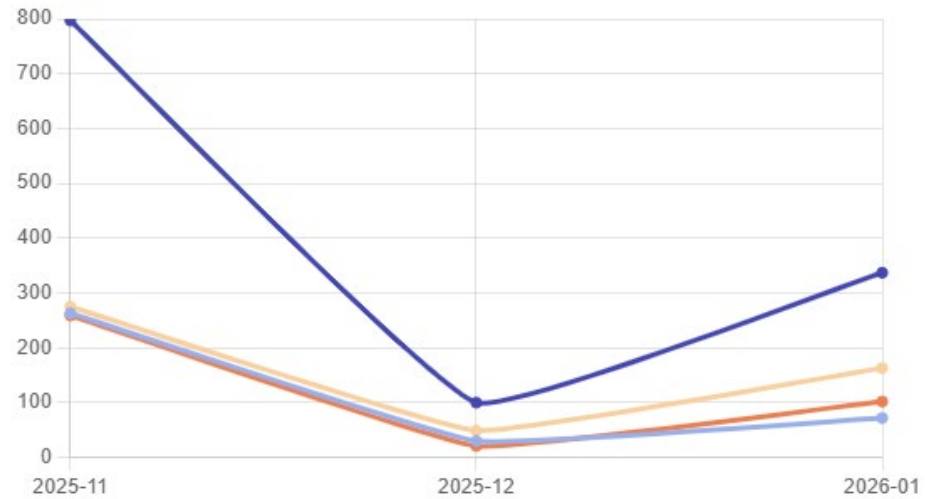
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Introduction



- Most visitors came through online survey
- 17 in-person surveys

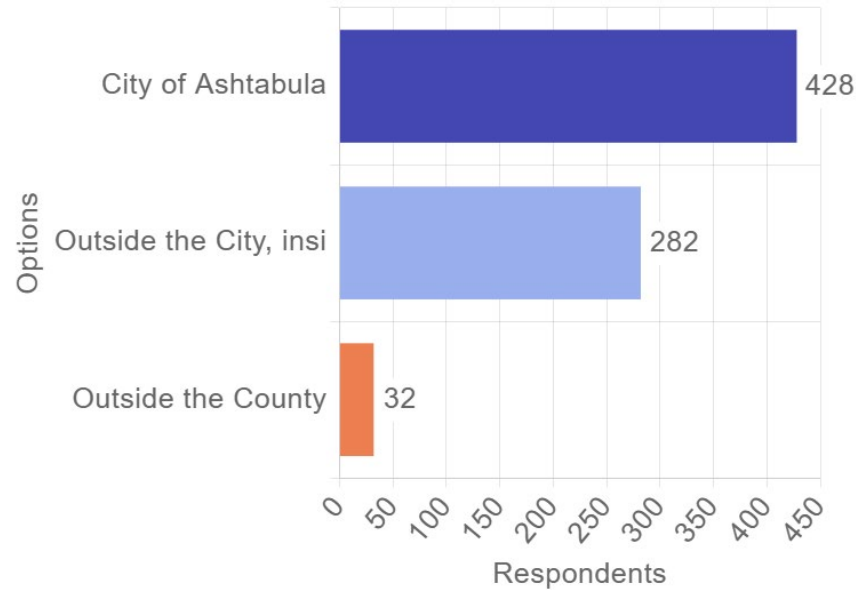
Introduction



- Most visits to the survey were either during November or January, December saw few visits

Basic Information

What area do you live in?

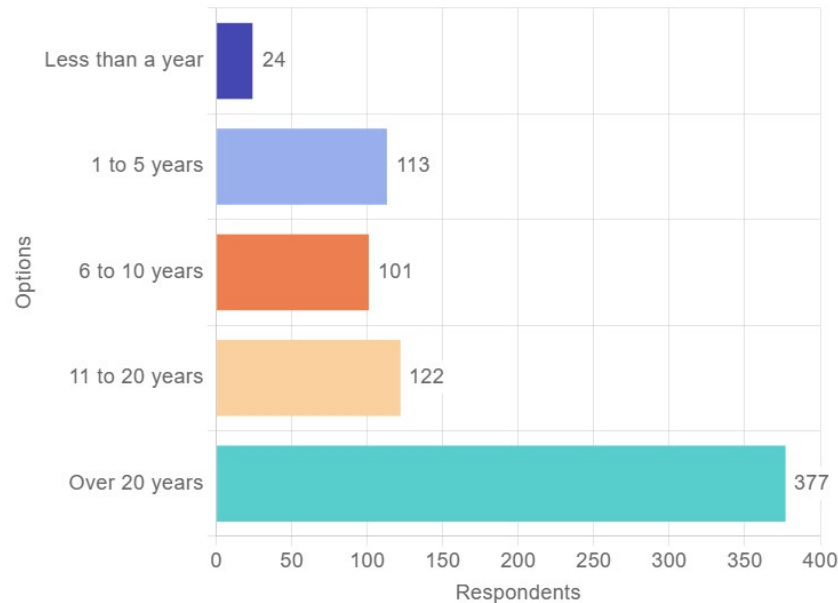


Submitted respondents: 382
Total respondents: 742

- Majority of residents reside within Ashtabula
- If not inside the City, still within the County

Basic Information

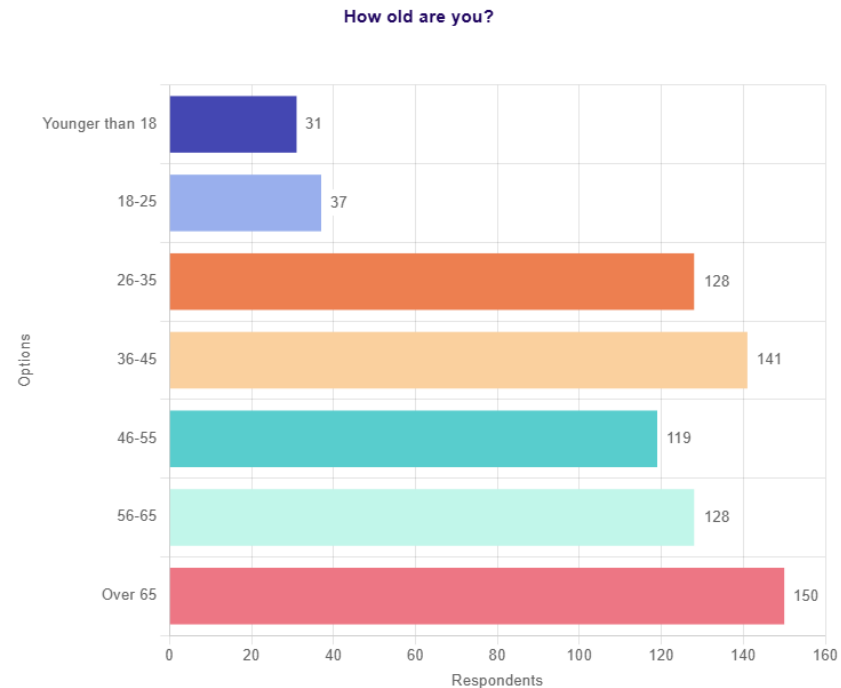
How long have you lived in your respective area?



Submitted respondents: 381
Total respondents: 737

- Majority of respondents have lived in or around the City over 20 years
- Little number of respondents have been in the area less than a year – most could be considered to have vested interest in the area

Basic Information

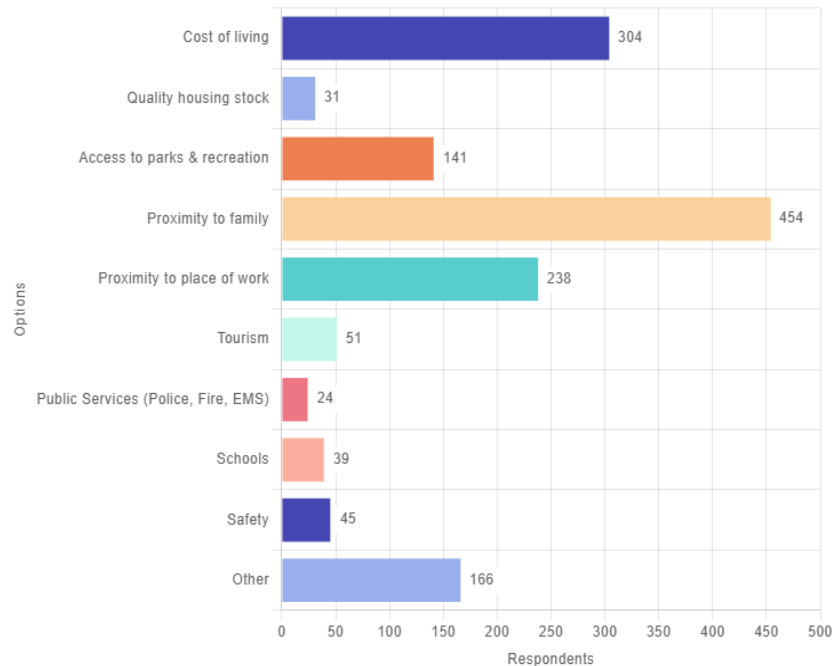


Submitted respondents: 380
Total respondents: 734

- Even share of respondents amongst most age groups
- Little representation of ages 0-25 relative to other brackets

Basic Information

Why do you choose to live in visit Ashtabula? (Choose all that apply)

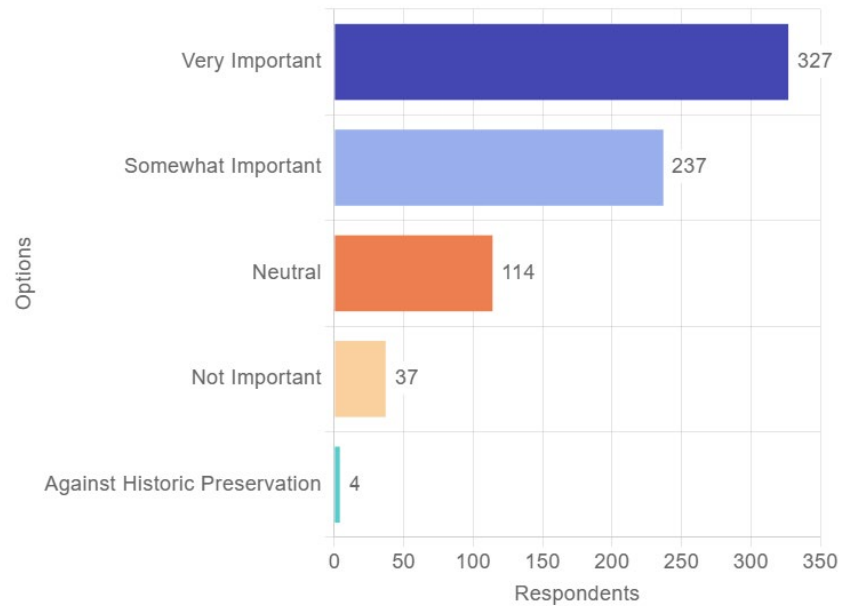


Submitted respondents: 381
Total respondents: 725

- Most are in area due to proximity to family/work, as well as cost of living
- Most 'Other' comments include statements of being "born and raised" in the area

Basic Information

How important is historic preservation of buildings and landscapes to you?

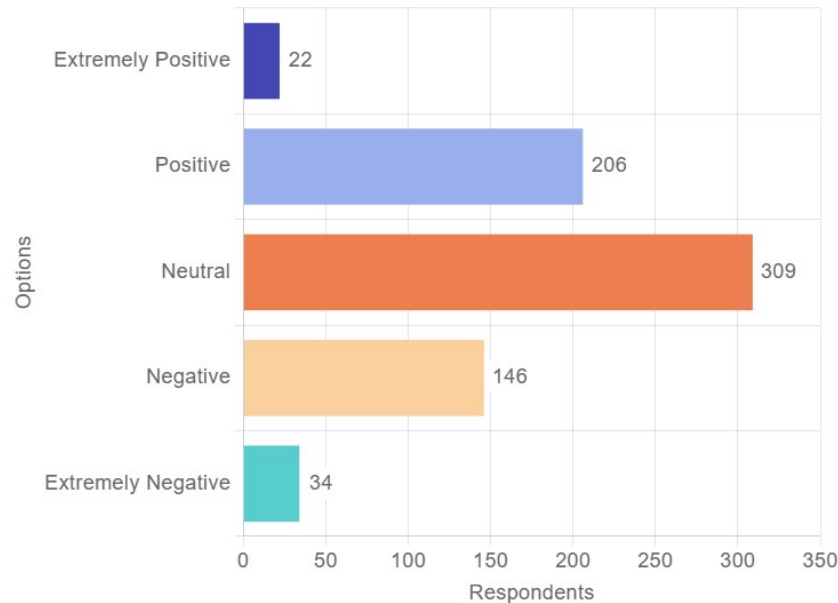


Submitted respondents: 381
Total respondents: 719

- High degree of importance for historic preservation of building and landscapes
- Nearly 80% of respondents find some degree of importance overall

Basic Information

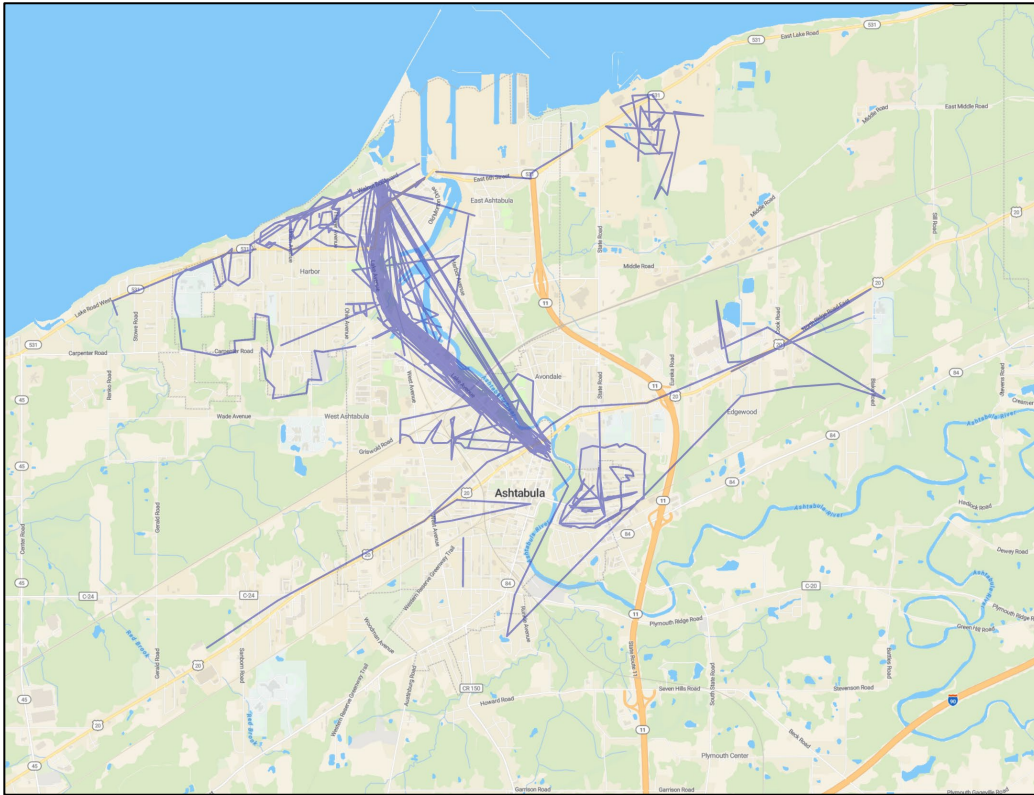
How would you rate the quality of life in Ashtabula?



Submitted respondents: 382
Total respondents: 717

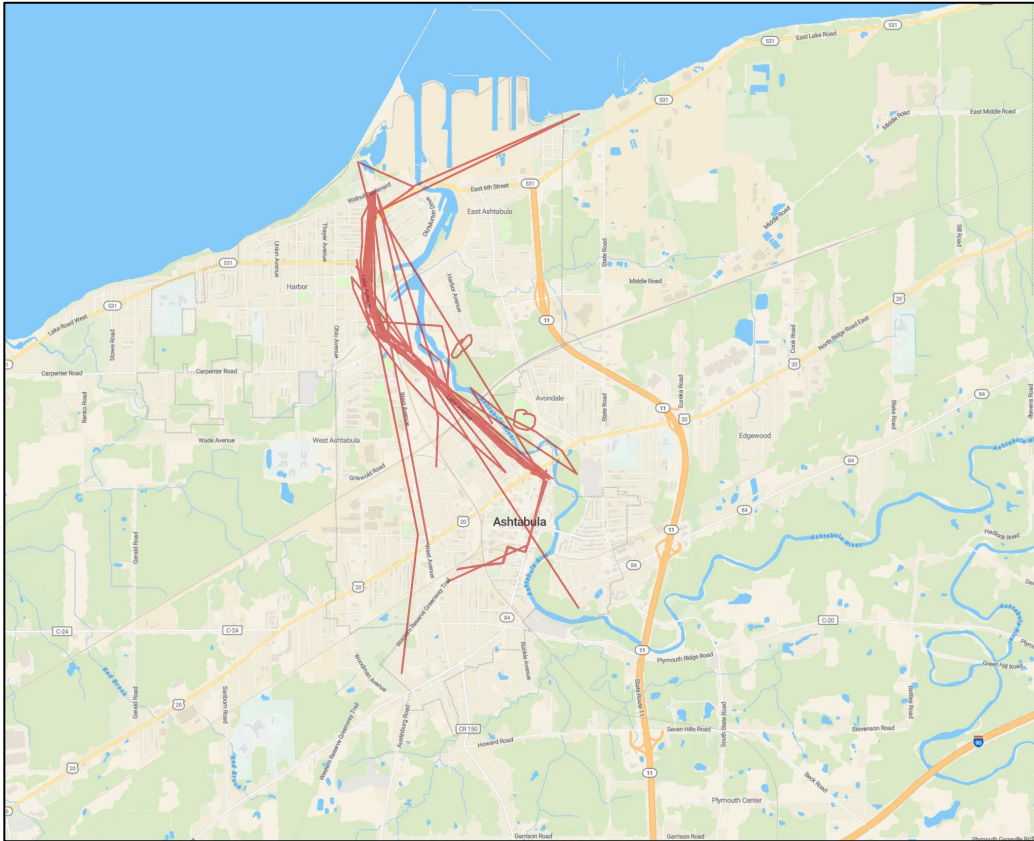
- Most are either indifferent towards Ashtabula's quality of life
- Relative balance between positive and negative view of Ashtabula's quality of life, very little extreme views of either

Lake Avenue Improvements: Improved Sidewalks



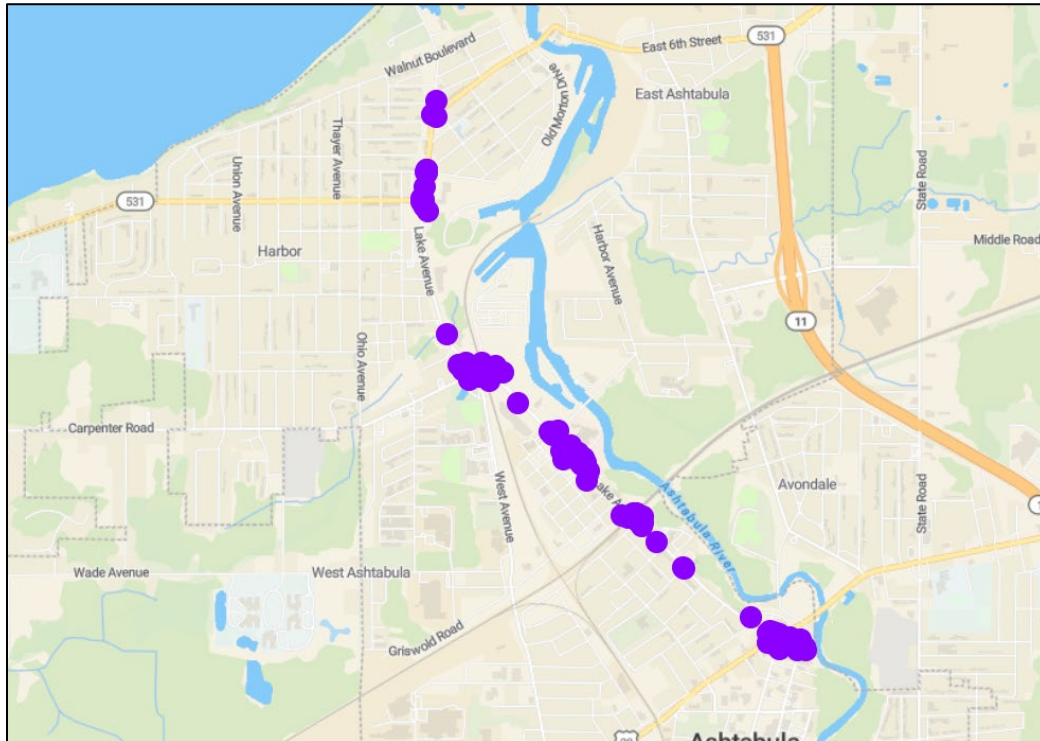
- 120 total respondents
- Large number of individuals used lines to extend sidewalks beyond Lake Avenue
- Many would like to see improvements along whole of Lake Avenue

Lake Avenue Improvements: Improved Bike Facilities



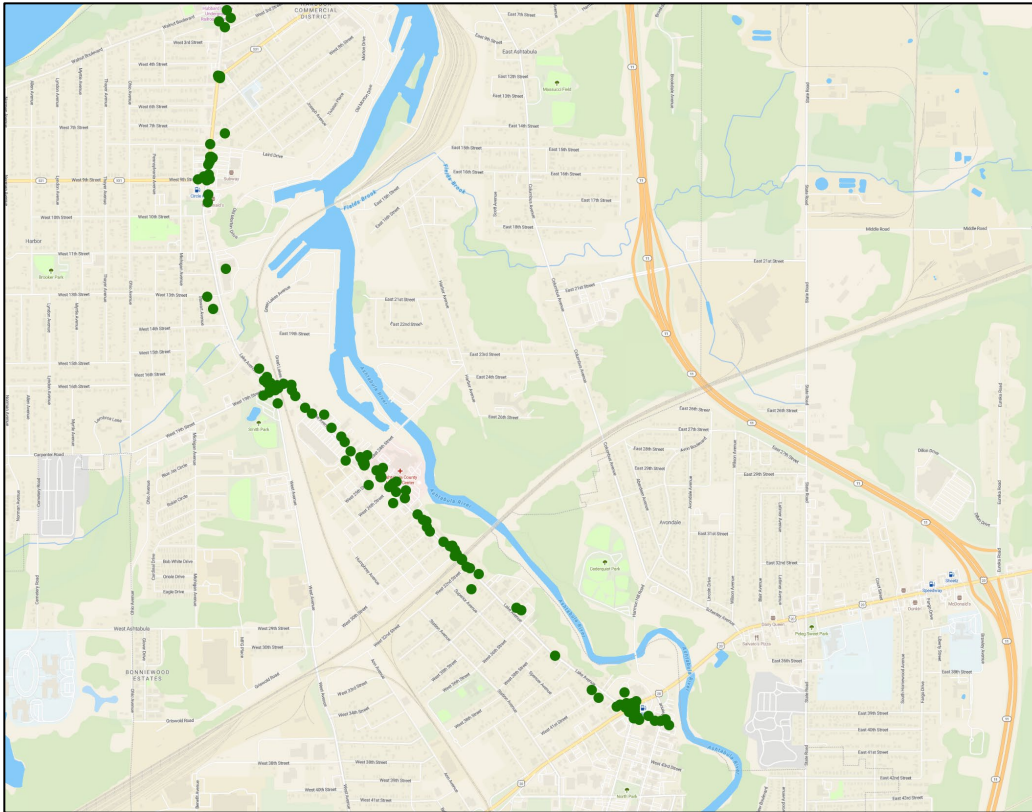
- 31 total respondents
- Most want to see improvements along whole of Lake Avenue

Lake Avenue Improvements: Improved Intersection



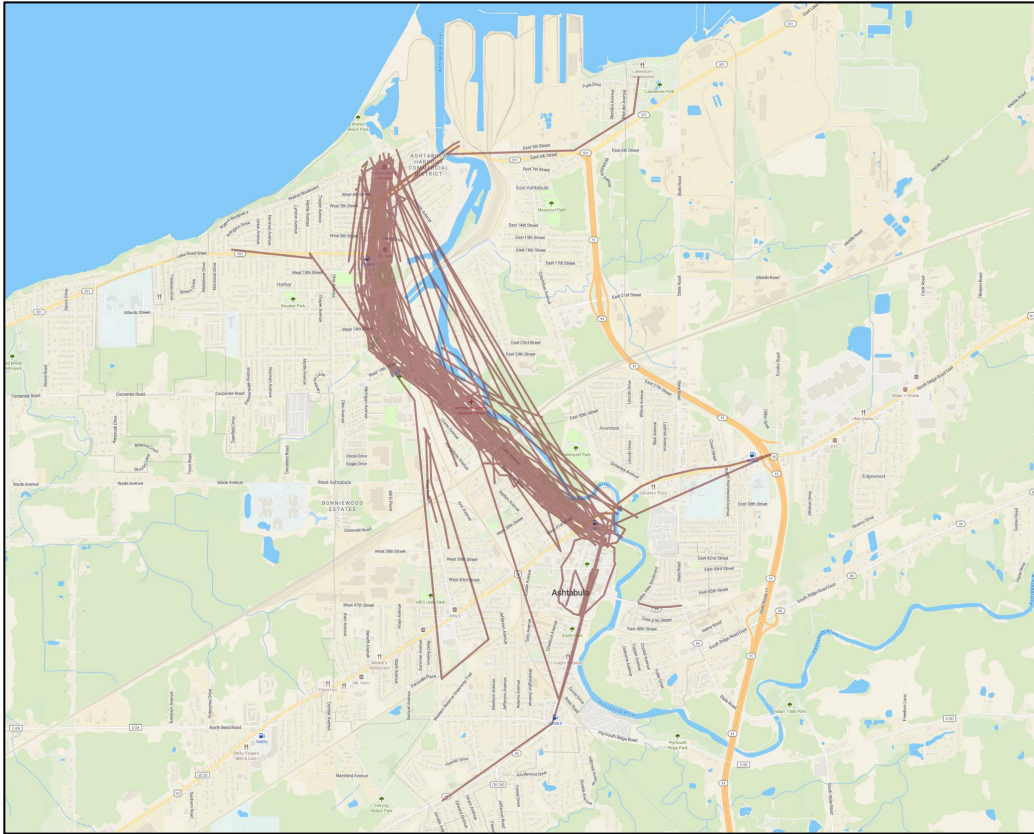
- 132 total respondents
- Highest concentrations at:
 - West Prospect Boulevard & Lake Avenue
 - Railroad north of West 32nd Street and Lake Avenue
 - Section in front of Ashtabula along Lake Avenue
 - Lake Avenue & West Avenue/West 19th Street
 - West 8th & West 9th and Lake Avenue

Lake Avenue Improvements: Improved Traffic Flow



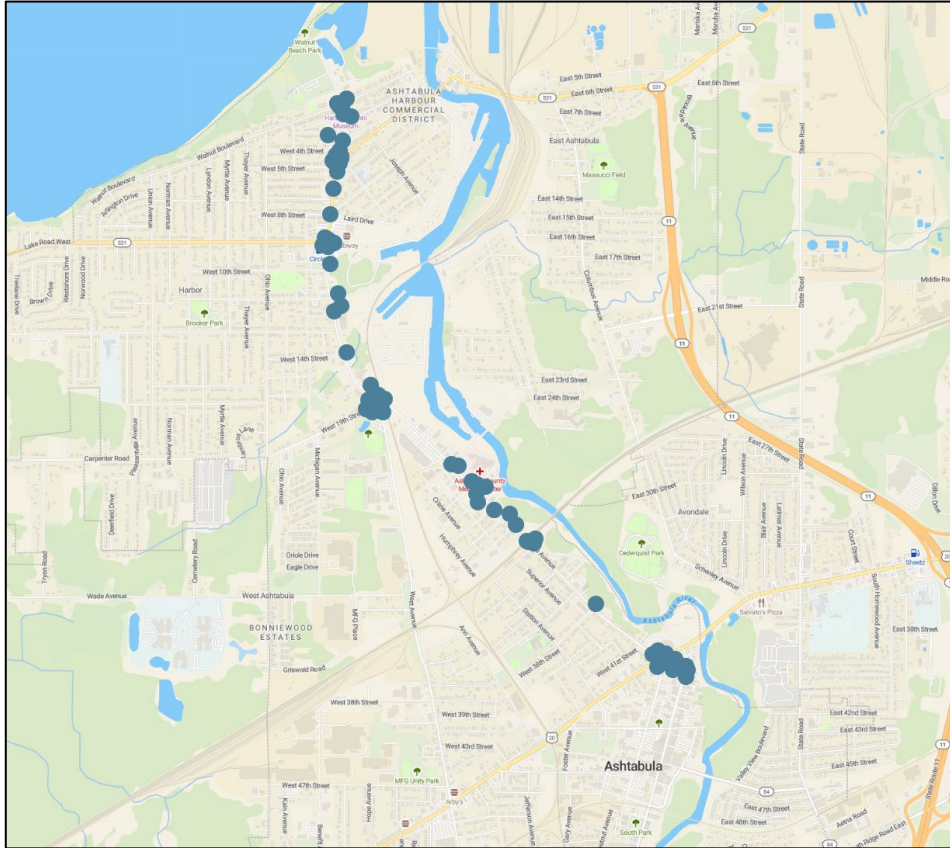
- 135 total respondents
- High concentration in front of Ashtabula County Medical Center, railroad adjacent to West 32nd Street and Lake Avenue, and West Prospect Road and Lake Avenue

Lake Avenue Improvements: Streetscaping Improvements



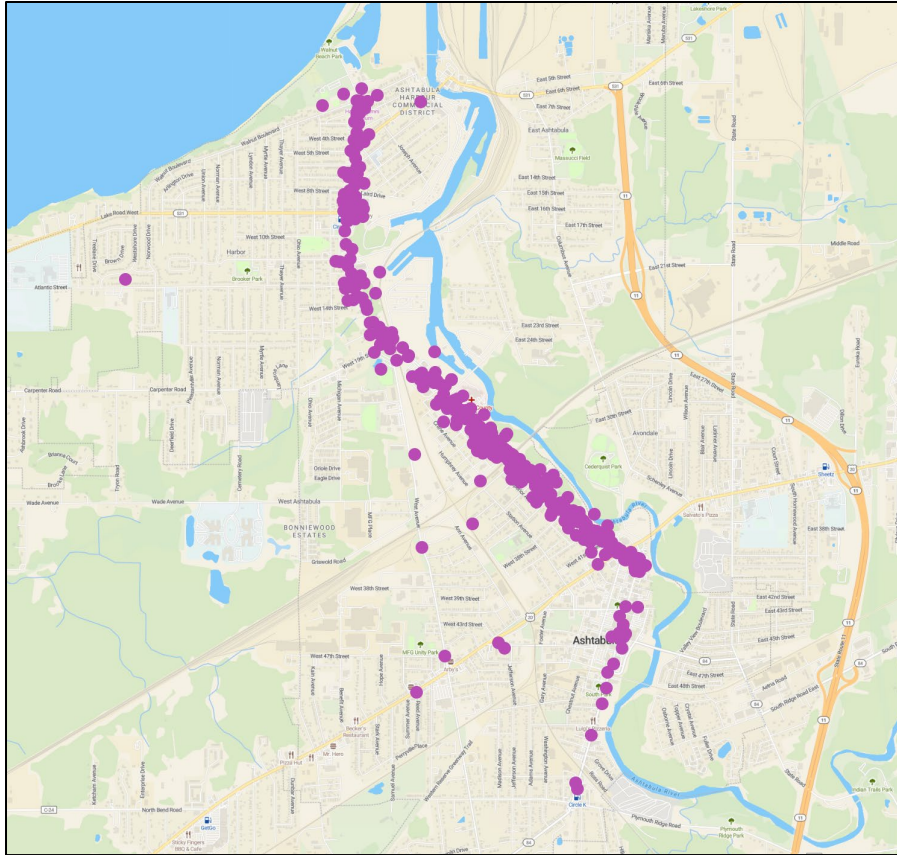
- 145 total respondents
- Preference for streetscaping improvements along all of Lake Avenue

Lake Avenue Improvements: Wayfinding / Signage



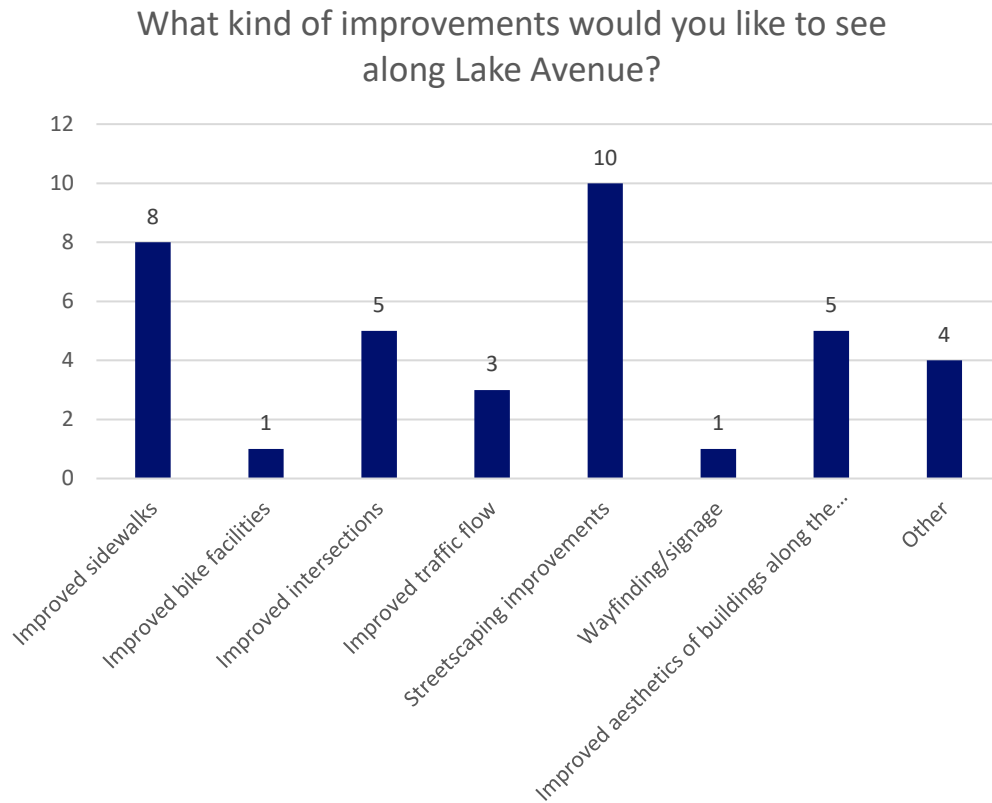
- 88 total respondents
- Similar preference points as Improved Intersections and Improved Traffic Flows

Lake Avenue Improvements: Improved Aesthetics of Buildings Along the Corridor



- 355 total respondents
- Preference for improved aesthetics of buildings along entire Lake Avenue corridor

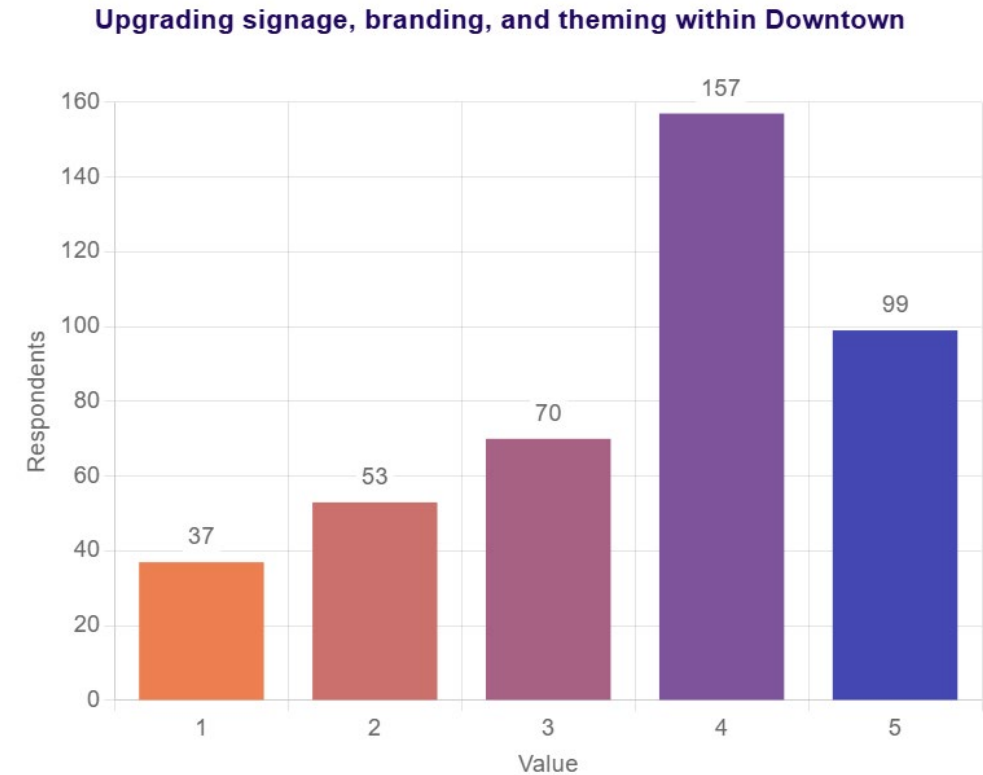
Lake Avenue Improvements: In-Person Responses



- Most want to see streetscaping improvements and improved sidewalks
- Similar to online respondents, fewer interest in improved bike facilities

Ranking Downtown Improvements

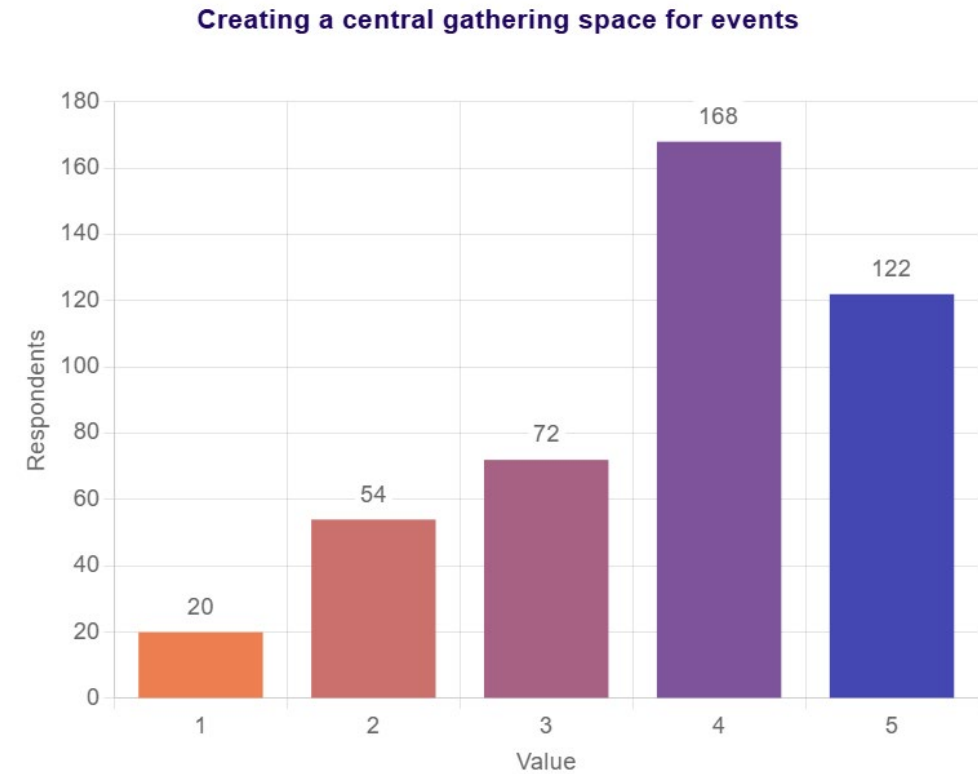
- Relatively higher importance for upgrading signage, branding, and theming within Downtown



Submitted respondents: 313
Total respondents: 416

Ranking Downtown Improvements

- Relatively higher importance for creating a central gathering space for events

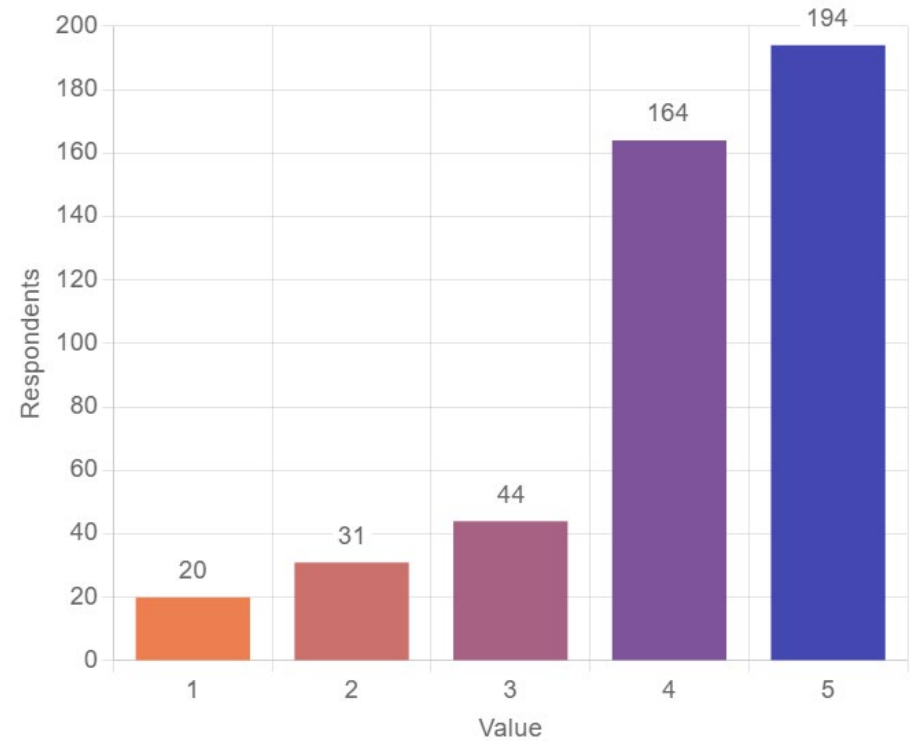


Submitted respondents: 327
Total respondents: 436

Ranking Downtown Improvements

- High importance for encouraging historic storefront and building renovations
- Highest number of highest ranking for all categories

Encouraging historic storefront and building renovations

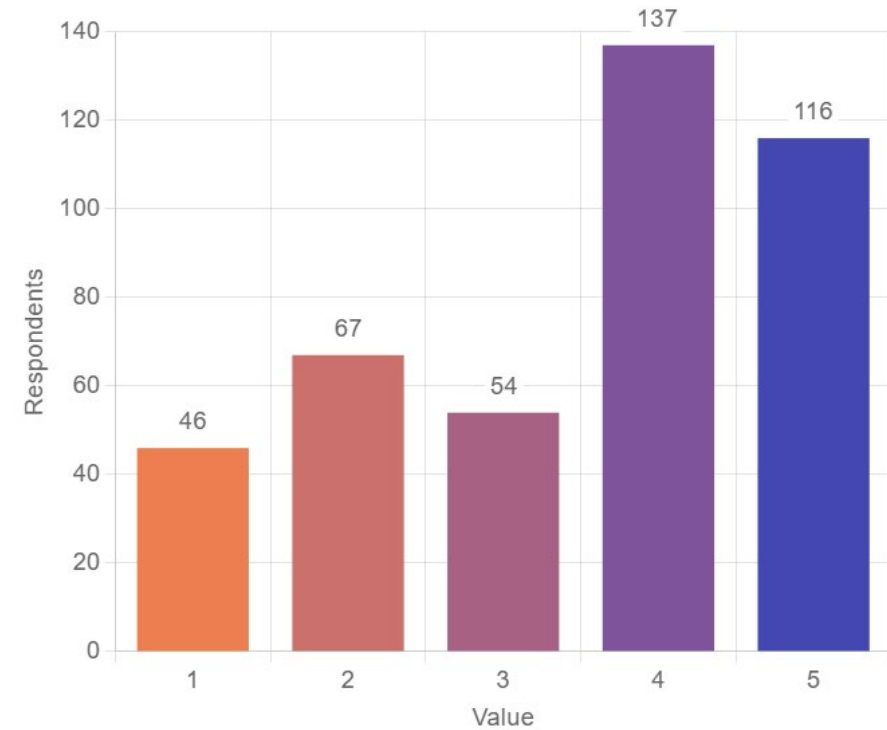


Submitted respondents: 343
Total respondents: 453

Ranking Downtown Improvements

- Relatively high importance for encouraging more housing options adjacent to Downtown
- Higher number of lower priority ranking

Encouraging more housing options adjacent to Downtown

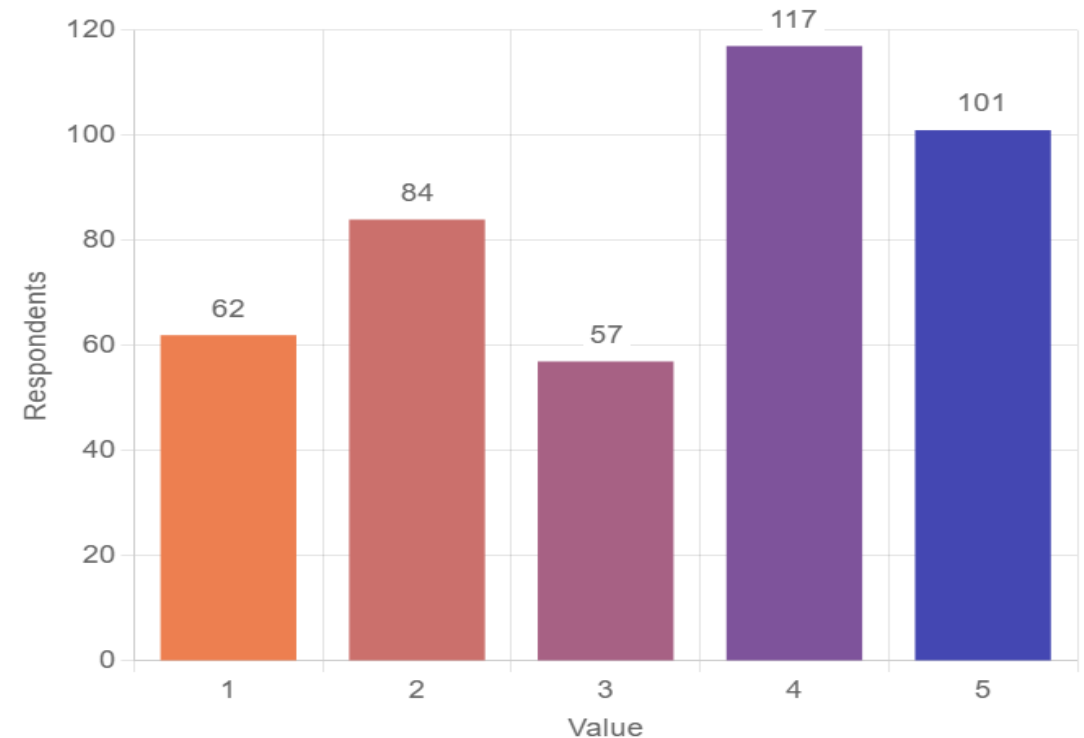


Submitted respondents: 323
Total respondents: 420

Ranking Downtown Improvements

- Mixed importance for improving pedestrian and bicycle access from Downtown to the Gulf and Western Reserve Greenway
- Highest number of lower rankings of all categories

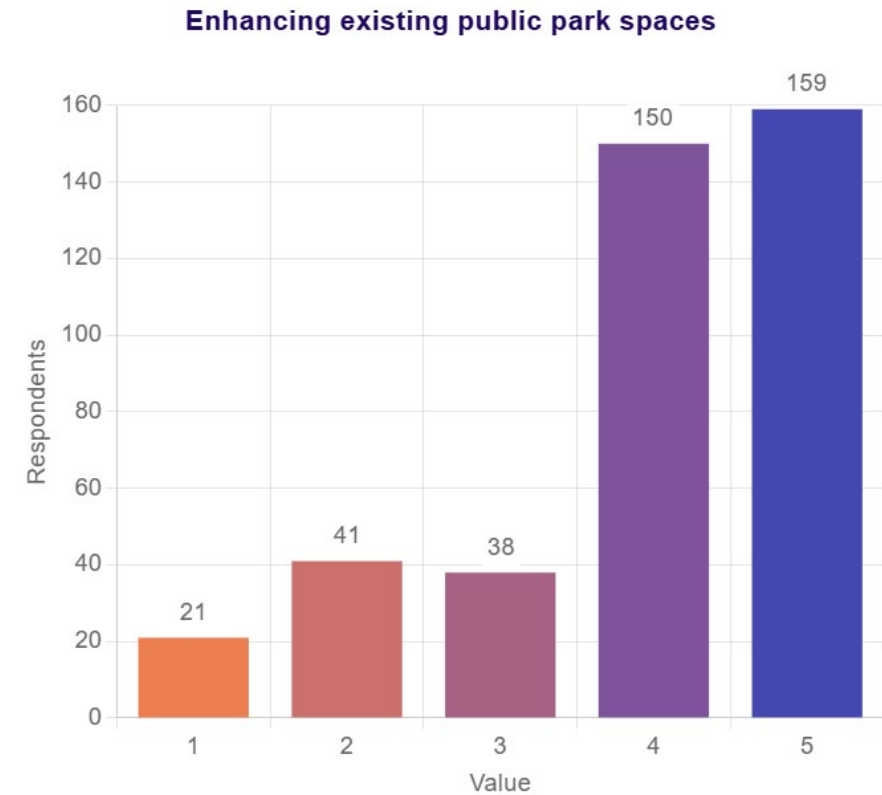
Improving pedestrian and bicycle access from Downtown to the Gulf and Western Reserve Greenway



Submitted respondents: 326
Total respondents: 421

Ranking Downtown Improvements

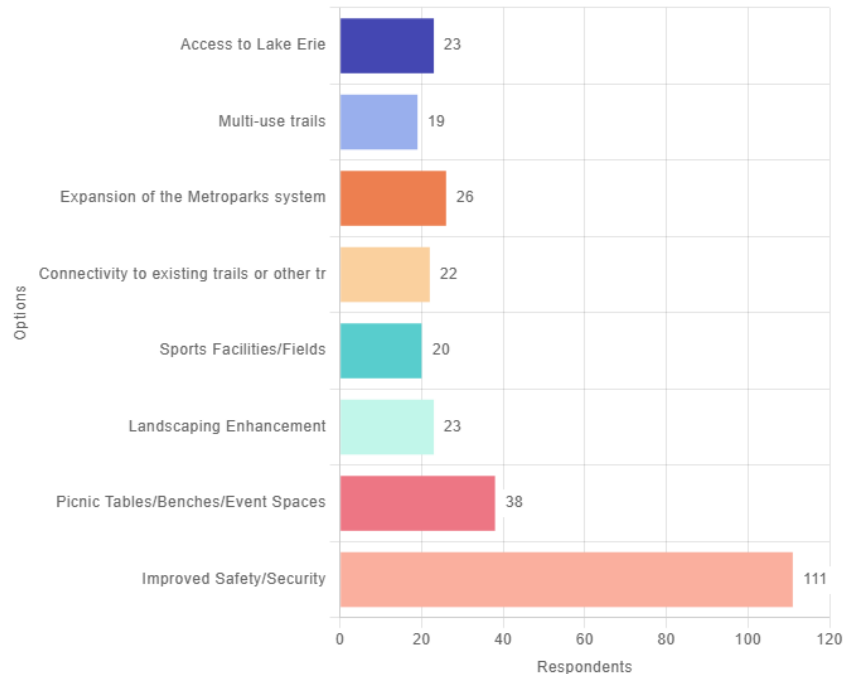
- Higher priority of importance for enhancing existing public park spaces
- 2nd highest amount of higher ranking amongst all categories



Submitted respondents: 314
Total respondents: 409

Parks & Recreation

What is most needed within the current city park system?

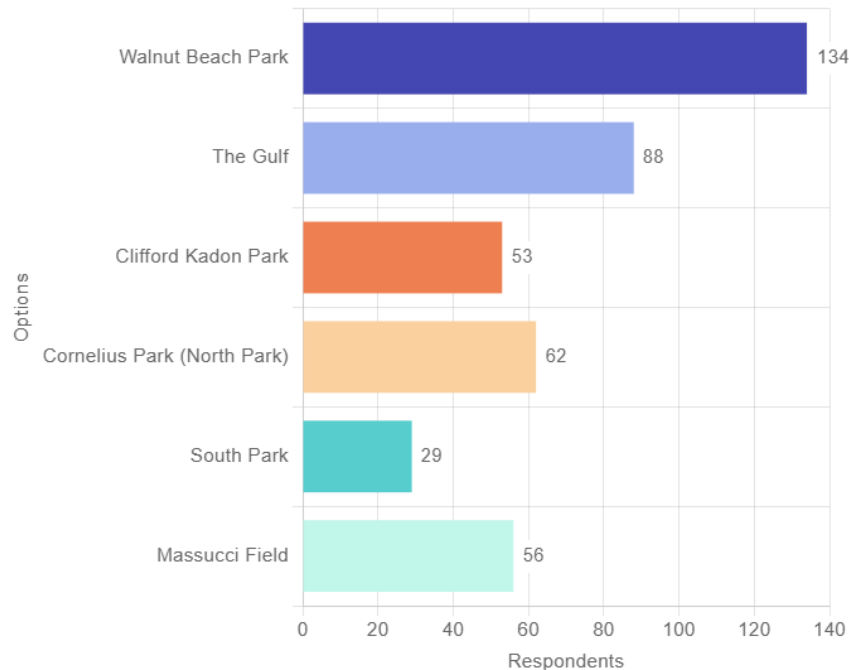


Submitted respondents: 229
Total respondents: 285

- Majority of respondents desire improved safety/security within parks & recreation
- Most other priorities were relatively close to one another

Parks & Recreation

Which park is most in need of investment?

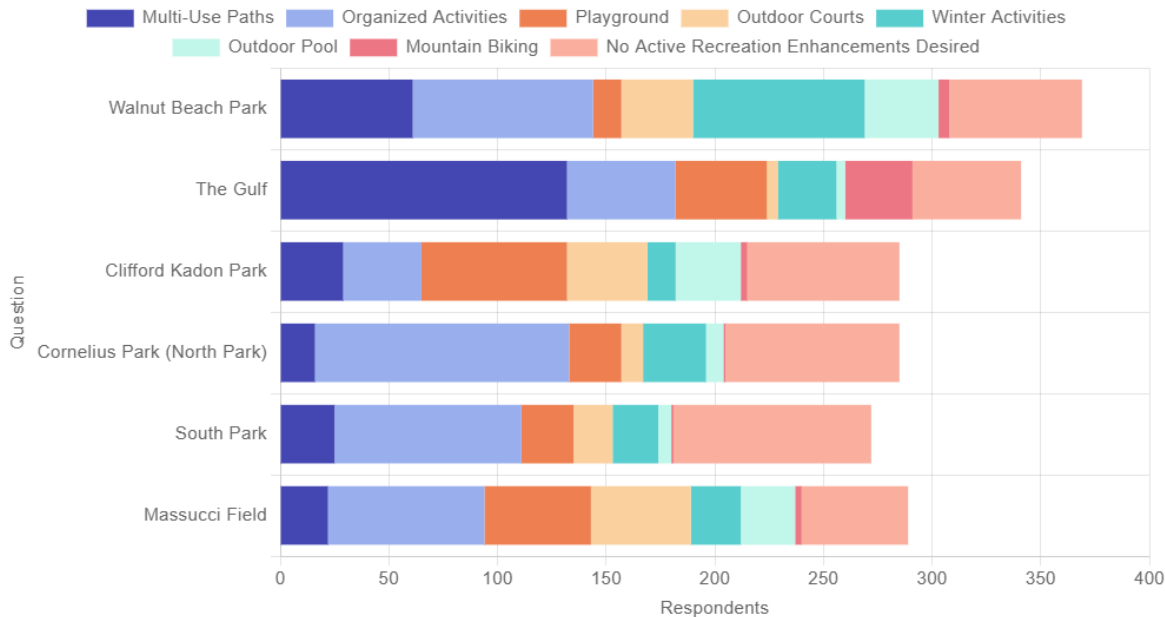


Submitted respondents: 337
Total respondents: 422

- Walnut Beach Park was highest priority, 2nd was The Gulf
- Other parks had close priority to one another besides South Park

Parks & Recreation

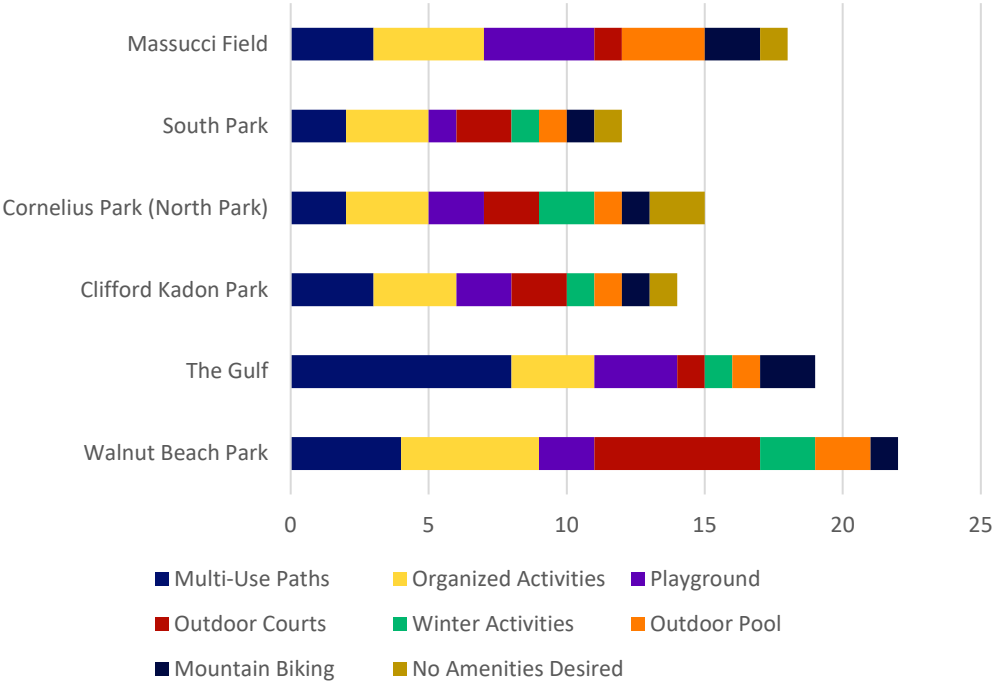
What amenities are most in need of improvement within each park?



- Walnut Beach Park received most feedback
 - Strong desire for organized activities and winter activities
- Strong desire for multi-use paths within The Gulf

Parks & Recreation: In-Person

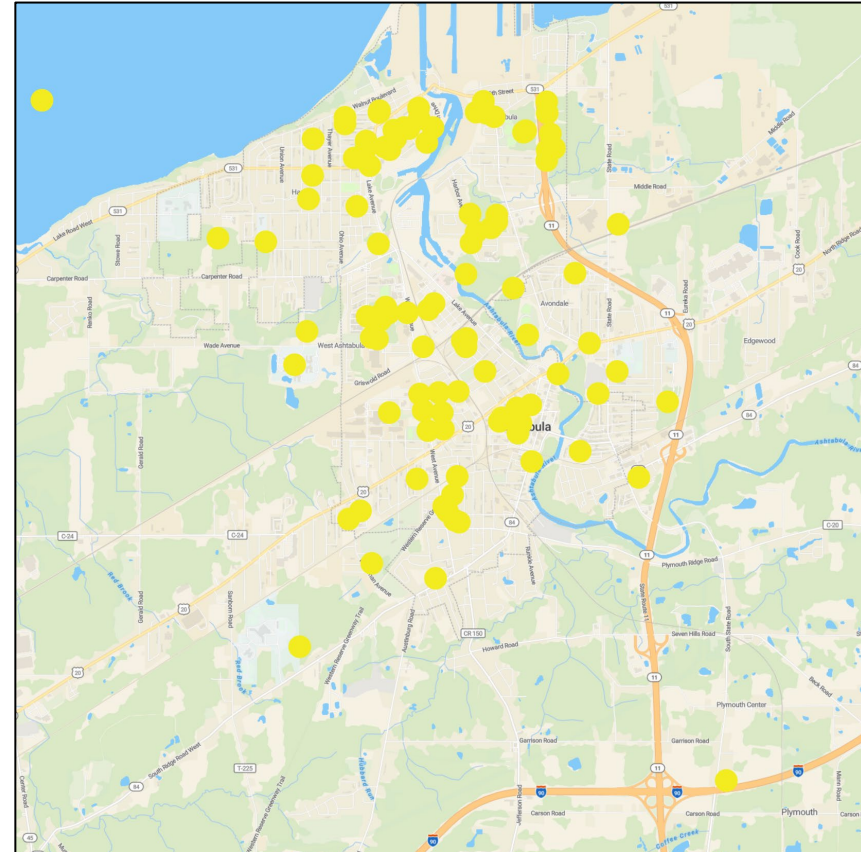
What amenities are most in need of improvement within each park?



- Walnut Beach Park was most chosen
- Highest desire for organized activities and outdoor courts

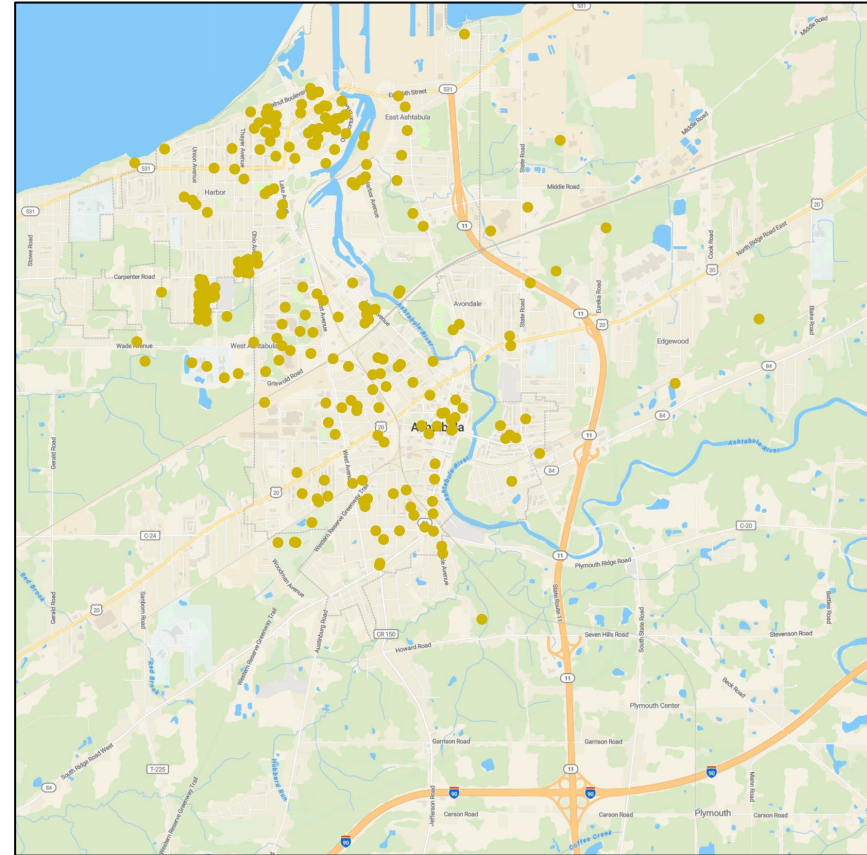
Neighborhood Improvements: New Housing on Empty Lots

- 103 total respondents
- Desire for infill across entire City



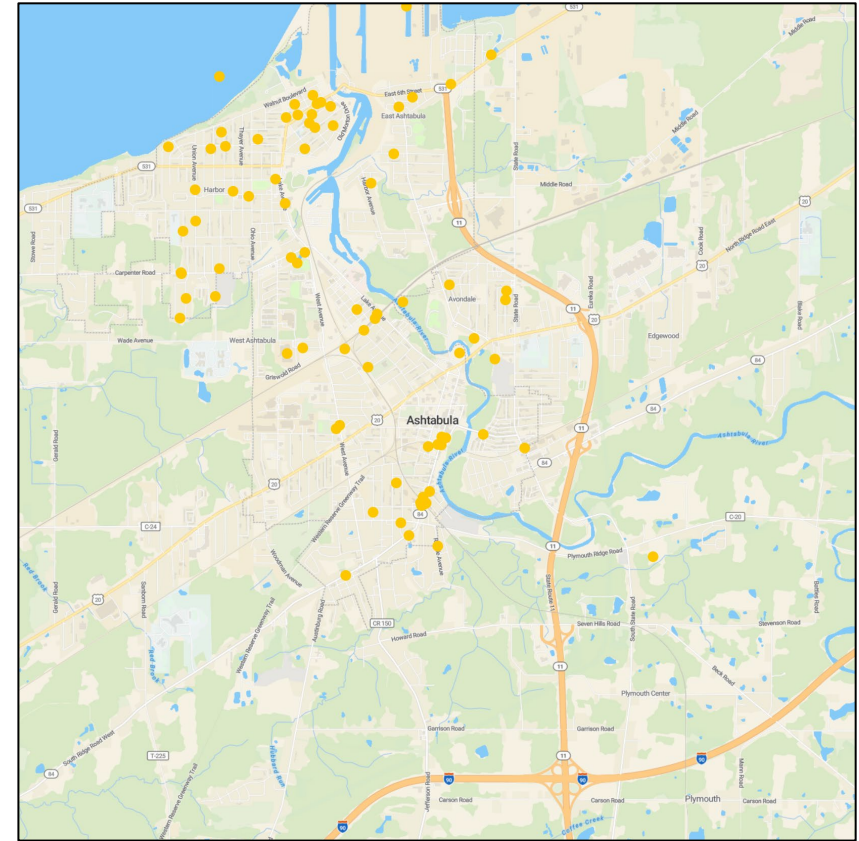
Neighborhood Improvements: Improved Property Maintenance Enforcement

- 237 total respondents
- Desire across entirety of City, but higher volumes along Lambros Lane, Daniel Avenue, and Pennsylvania Avenue



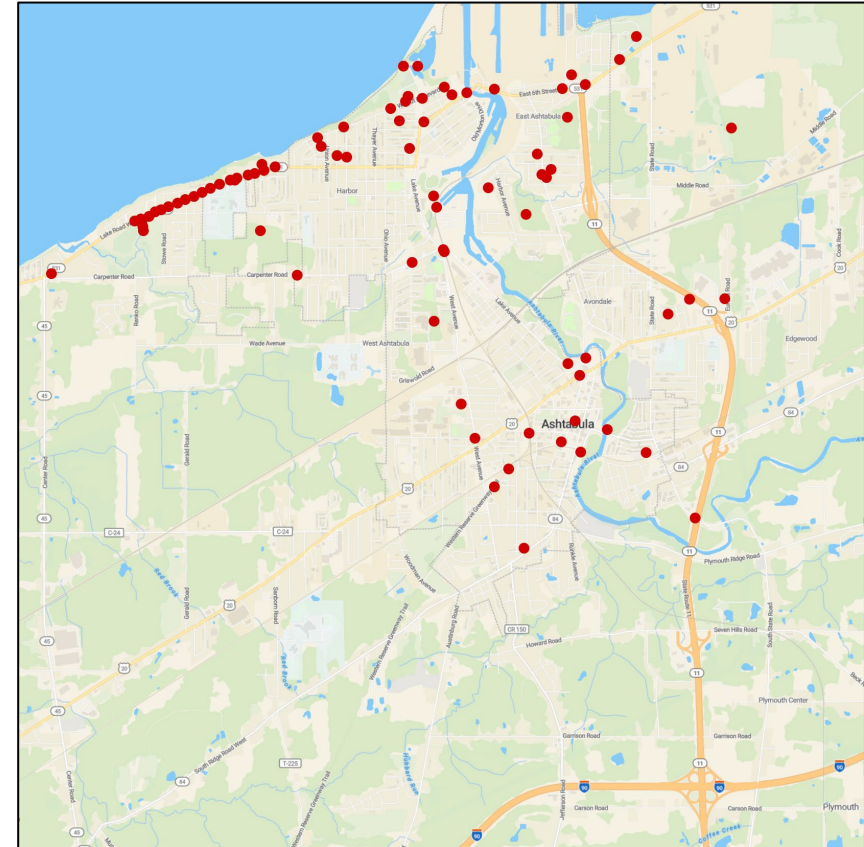
Neighborhood Improvements: Improved Stormwater Management

- 88 total respondents
- All across City, higher clustering in Harbor District, railroads and Main Avenue (south)



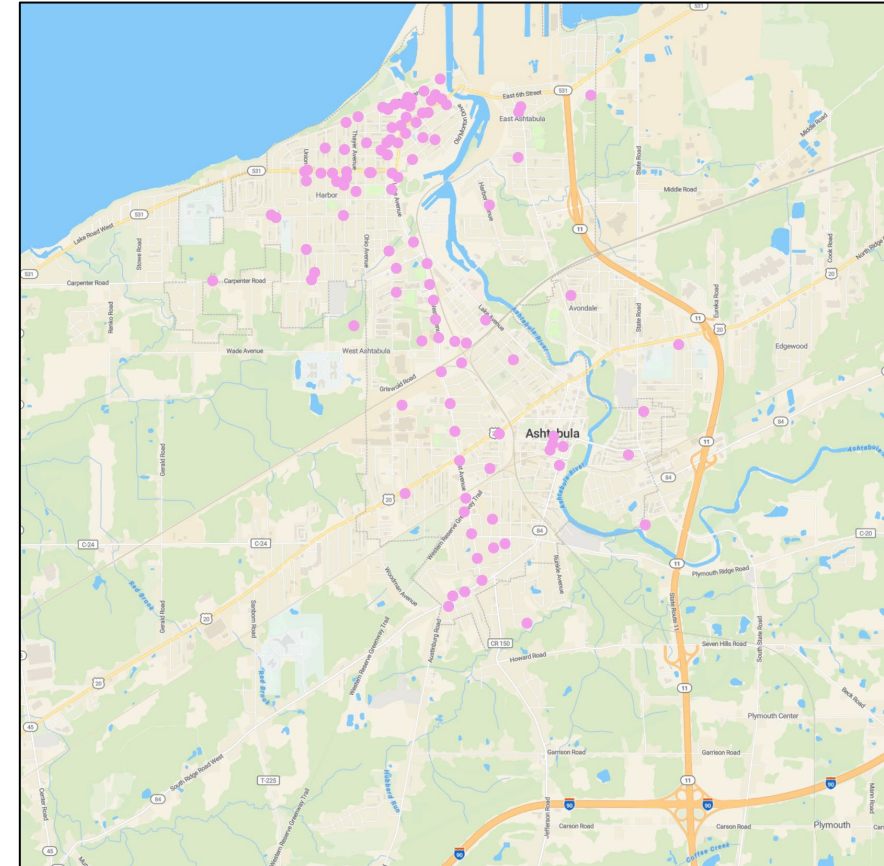
Neighborhood Improvements: Better Bicycle and Pedestrian Connection

- 83 total respondents
- Majority along Walnut Boulevard



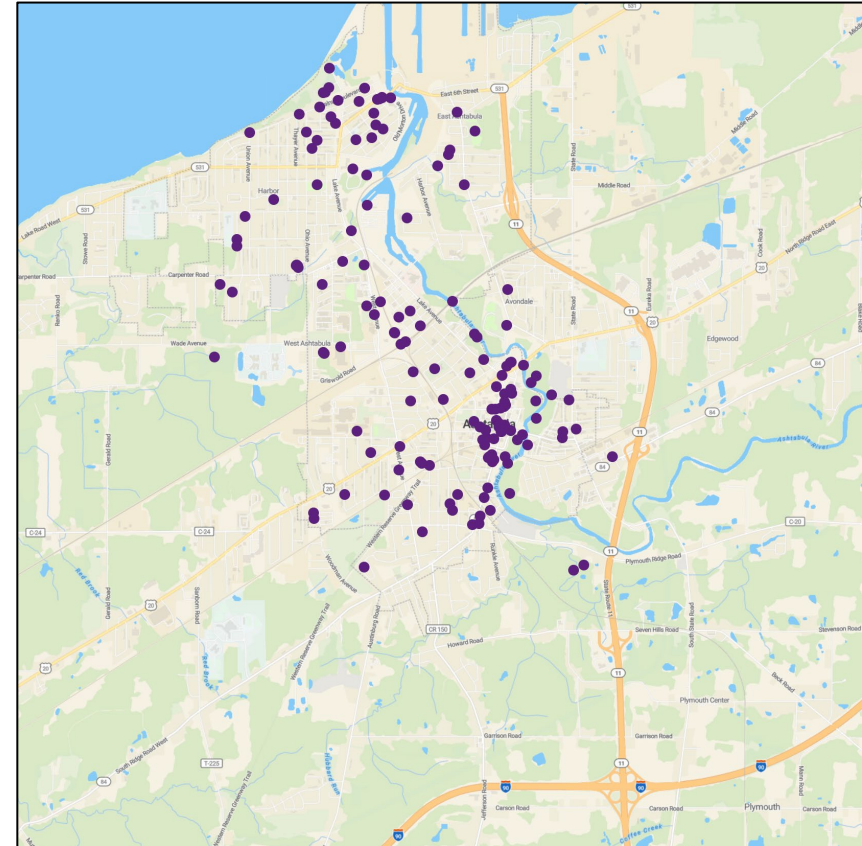
Neighborhood Improvements: Traffic Calming

- 108 total respondents
- High concentration within northern area of City and along West Avenue



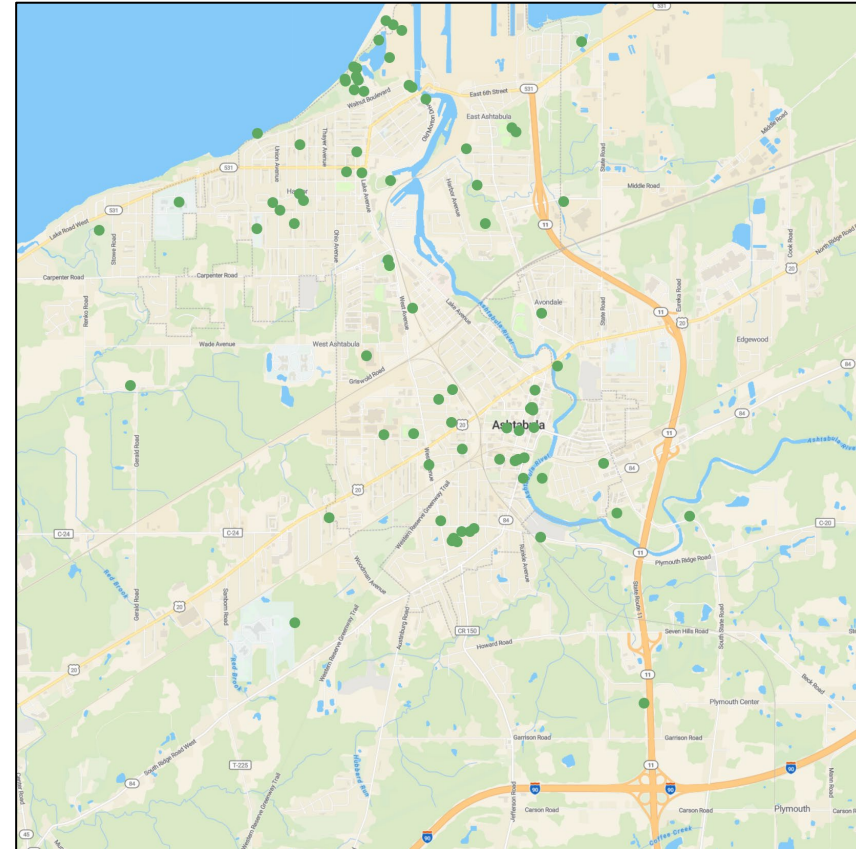
Neighborhood Improvements: Increased Safety Enforcement

- 156 total respondents
- Responses across entirety of City, high concentration within Downtown

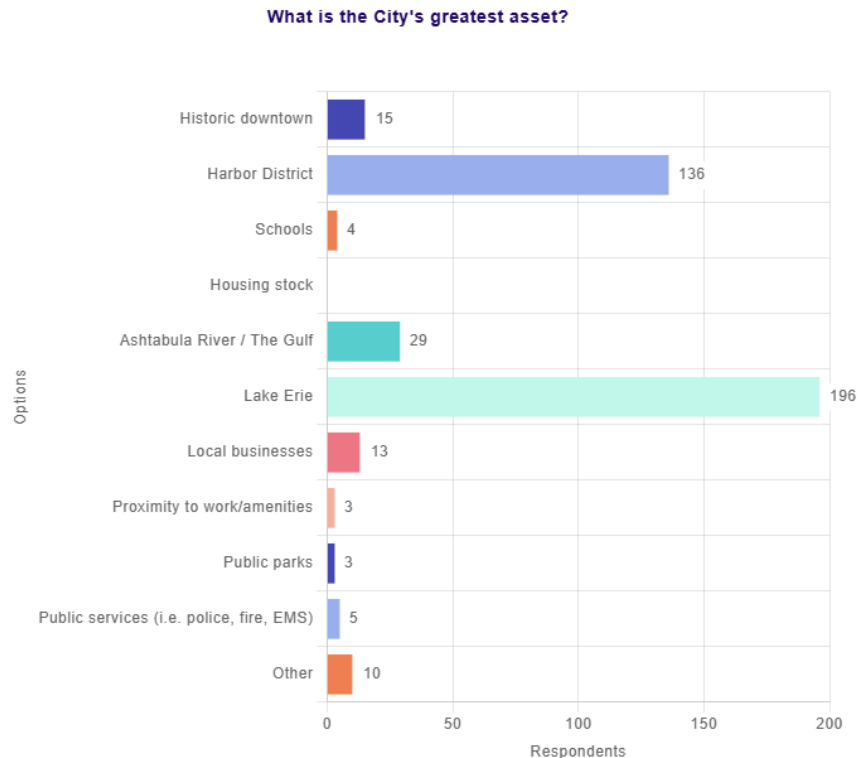


Neighborhood Improvements: Enhanced Park Amenities

- 80 total respondents
- High concentrations at Walnut Beach Park, North Park, South Park, and Clifford Kadon Presidential Park



Perception of the City

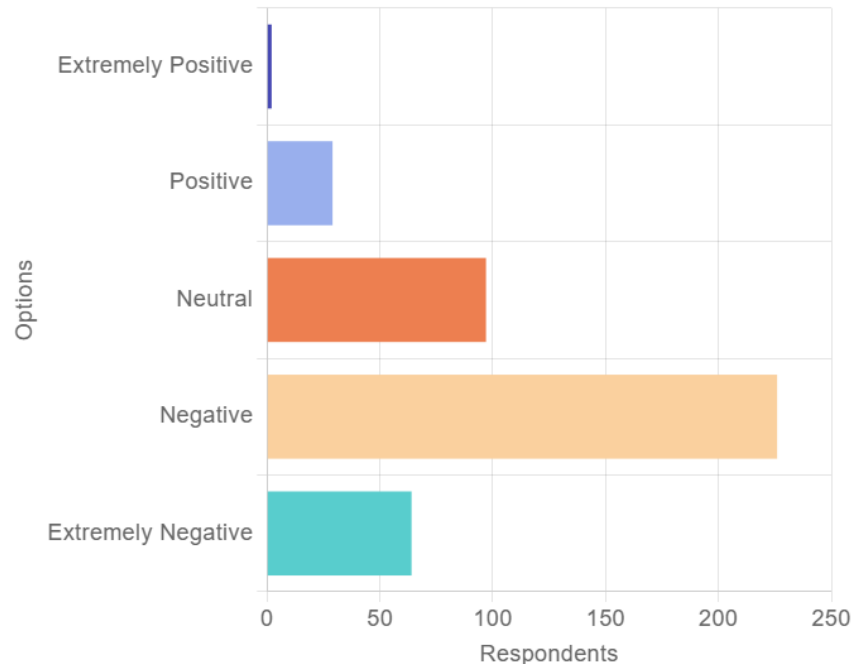


Submitted respondents: 373
Total respondents: 414

- Highest responses were Lake Erie and Harbor District
- Other options rarely chosen, zero chose housing stock

Perception of the City

How do you think the general public perceives the quality of life in the City?

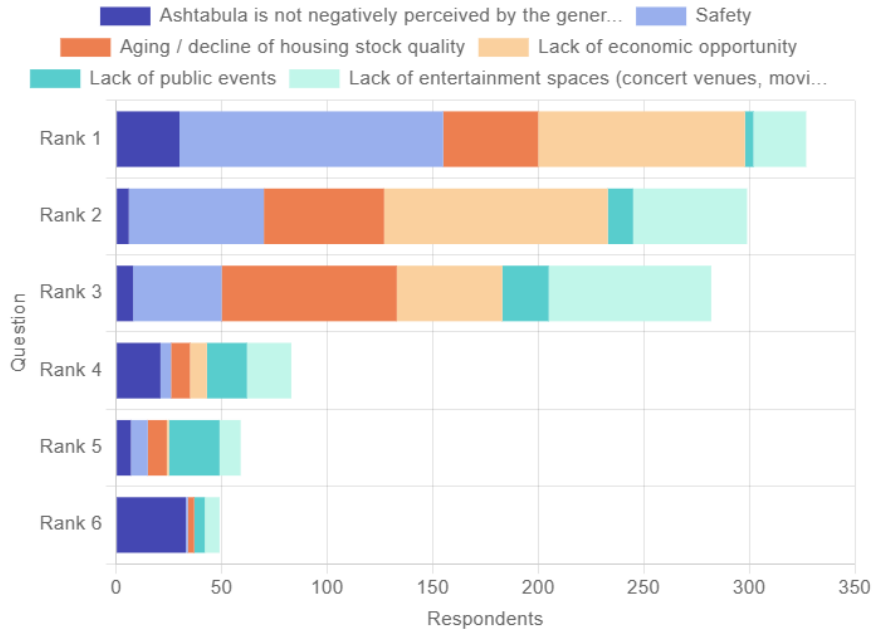


Submitted respondents: 377
Total respondents: 418

- Most believe general public perceives Ashtabula's quality of life negatively
- Majority of results are neutral or lower, minimal positive perception

Perception of the City

If you believe the general public's perception of the City is not positive, what do you believe has caused a negative perception? Rank your top 3 reasons why.



Submitted respondents: 296
Total respondents: 327

- Most believe negative perception is due to safety, lack of economic opportunity, and aging/decline of housing stock quality

What can be done to improve the perception of Ashtabula?

- More action to improve circumstances of homeless population
- More economic opportunities
- Downtown improvement and treatment of whole city as one, rather than split treatment of Downtown and Harbor District
- More entertainment sources for youth
- Improvement of housing conditions
- Advertise and celebrate successes to improve perception