

CITY OF BROOKLYN

MASTER PLAN UPDATE

COMMUNITY ATTITUDES SURVEY

2025

ACKNOWLEDGMENTS



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OUR VISION

Inspiring all of our communities to thrive

OUR MISSION

To advance Cuyahoga County's social, economic, and environmental health through equitable community planning



CITY OF BROOKLYN

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INTRODUCTION

OVERVIEW

As part of Brooklyn's update to the 2020 Master Plan, the City chose to undertake a community-wide survey to gather insight into the community. This survey sought feedback on implementation of recommendations from the 2020 Master Plan, with the goal of determining current issues and opportunities the city will need to address. The online form was thoroughly tested to ensure that the questions and layout were clear and concise, and covered critical topics.

The Brooklyn Community Attitudes Survey was hosted online through County Planning's SurveyMonkey platform, with paper copies available by request at Brooklyn City Hall and Senior Community Center. The survey opened on September 3rd, 2025, and was made available for all residents and business owners. The survey closed on October 31st, 2025—following an extension from the original closing date of October 17th, 2025.

RELATIONSHIP TO THE MASTER PLAN UPDATE

This five-year update to the current Master Plan is much more limited in scope and budget than the full master plan process. It was determined that to best meet the needs of the project, this Community Attitudes Survey would serve as the major public outreach effort for the Master Plan Update. The results of the survey will significantly inform the development of an updated vision and will articulate new actions for the community to pursue.

There will still be additional opportunities for the community to review and comment on those pieces, of the Master Plan Update, however they will be held either on-line, as part of scheduled presentations to City Council, or both.

The city and County Planning took great effort to advertise and promote the survey to maximize the number of responses from the Brooklyn Community. An overview of public engagement, promotional activities, and events can be found on pages 6 and 7.

STATISTICAL METHODS

In a self-selecting survey instrument such as Survey Monkey, statistical measurements of confidence intervals typically associated with a random sample survey are not appropriate. County Planning have compared available demographic responses to corresponding community data from the U.S. Census Bureau's American Communities Survey data to show how representative of the community the respondents are.

TOTAL SURVEY RESPONSES

397

SURVEY PROCESS

The Brooklyn Community Attitudes Survey consisted of three phases. Each included meetings with the Project Team to ensure that the survey process was thorough and comprehensive and would yield actionable results for the city. An overview of the survey process is shown below.

PHASE 1: SURVEY DESIGN & QUESTIONS



County Planning presented the Project Team with a set of draft questions based off previous Brooklyn Survey. The Project Team reviewed, confirmed, and finalized the topics and questions for the 2025 Community Attitudes Survey. The draft survey was shared with City Council for comments and additions prior to going live.

PHASE 2: SURVEY ADMINISTRATION



County Planning created the final survey in SurveyMonkey with a link on a project webpage and the city website; further County Planning worked with the Project Team to design and disseminate advertising materials. This included the city newsletter, Mayor's podcast, fliers, and social media. County Planning tabled community events and the city undertook a city-wide postcard mailing.

PHASE 3: SURVEY ANALYTICS & REPORT



County Planning collected, filtered, and tabulated survey responses, and summarized the results. County Planning worked with the Project Team to interpret the results and finalize this report.

NEXT STEPS

The results of this survey will be used as needed to revisit and recalibrate the Community Vision from the 2020 Master Plan. They also mark the starting point for the development of new and updated recommendations for the community outlined in the next Phase of the plan. The responses will also be available to guide community decisions in the future.

GETTING THE WORD OUT

County Planning worked closely with the City of Brooklyn, the Brooklyn Senior Center and the Brooklyn City School District Superintendent to advertise the Community Attitudes Survey through various in-person and online methods.

The survey was launched through the City Fall Newsletter, which was mailed to all households, and on the Mayor's Podcast where County Planning Staff joined the mayor to discuss the Master Plan Update. Throughout the engagement process, paper materials were made available at City Hall and the Senior Center. The survey was also advertised on different social media platforms, and fliers were distributed at various events.

Near the end of the engagement period, County Planning Staff attended the Halloween Trunk or Treat Event; in addition, a postcard was sent out to all households which helped significantly increase survey participation.

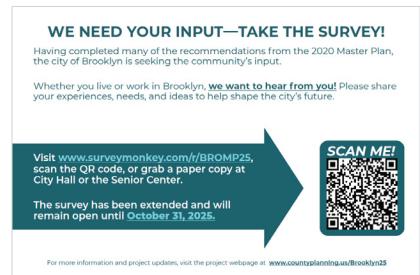
BROOKLYN FALL NEWSLETTER, SEPTEMBER 2025



MAYOR'S PODCAST, SEPTEMBER 2025



POSTCARD MAILER, OCTOBER 2025



Survey Advertisement Materials

- Advertisement Boards
 - Set up at City Hall and Senior Center*
- Survey Paper Copies with Project Overview
 - Available at City Hall and Senior Center*
- City Fall Newsletter
 - Mailed to all households*
- City Survey Postcard
 - Mailed to all households*
- Survey Fliers
 - Distributed at Parent/Teacher Conferences and at Brooklyn Home Days*

Online Advertisement

- City of Brooklyn website and social media
- Mayor's Podcast
- County Planning social media and October newsletter
- Brooklyn City Schools social media

In-Person Engagement

- Tabling at the Senior Center
- Brooklyn Trunk or Treat
- Brooklyn Chamber of Commerce meeting

TABLING AT THE SENIOR CENTER, OCTOBER 2025



BROOKLYN TRUNK OR TREAT, OCTOBER 2025



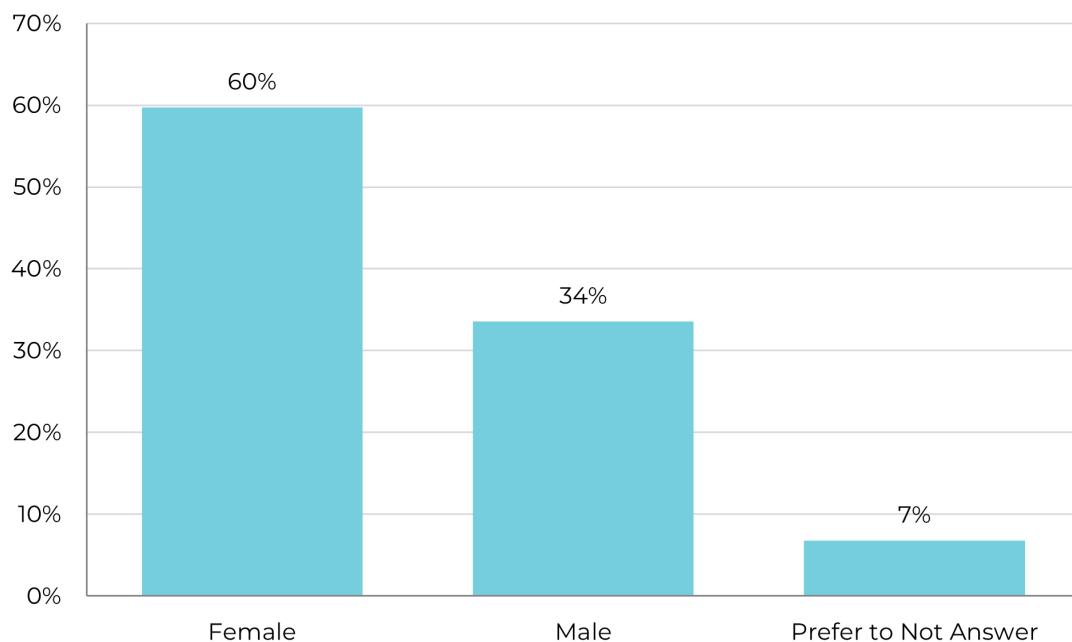
RESPONDENT OVERVIEW

There was a total of 397 respondents. Several questions related to demographics were asked to generally understand who has responded. This information will help provide context to the results and indicate areas where certain groups may be over- or under-represented in the data. In some instances, demographic data may be cross tabulated to show how certain groups responded to specific questions. Areas where this provides interesting insight or shows significant variation in the response data will be highlighted within the report.

Respondents were also asked to identify the closest intersection to which they live. This information allows us to generally identify the neighborhoods where respondents live. Again, this information allows us to identify neighborhoods that may be over- or under-represented in the data. It can also be used by the city to study issues brought up in the survey. For instance, if general complaints about sidewalks, traffic, or other issues are mentioned often, this question could provide a starting point to look into the issue.

WHAT IS YOUR GENDER? *RESPONSES: 340*

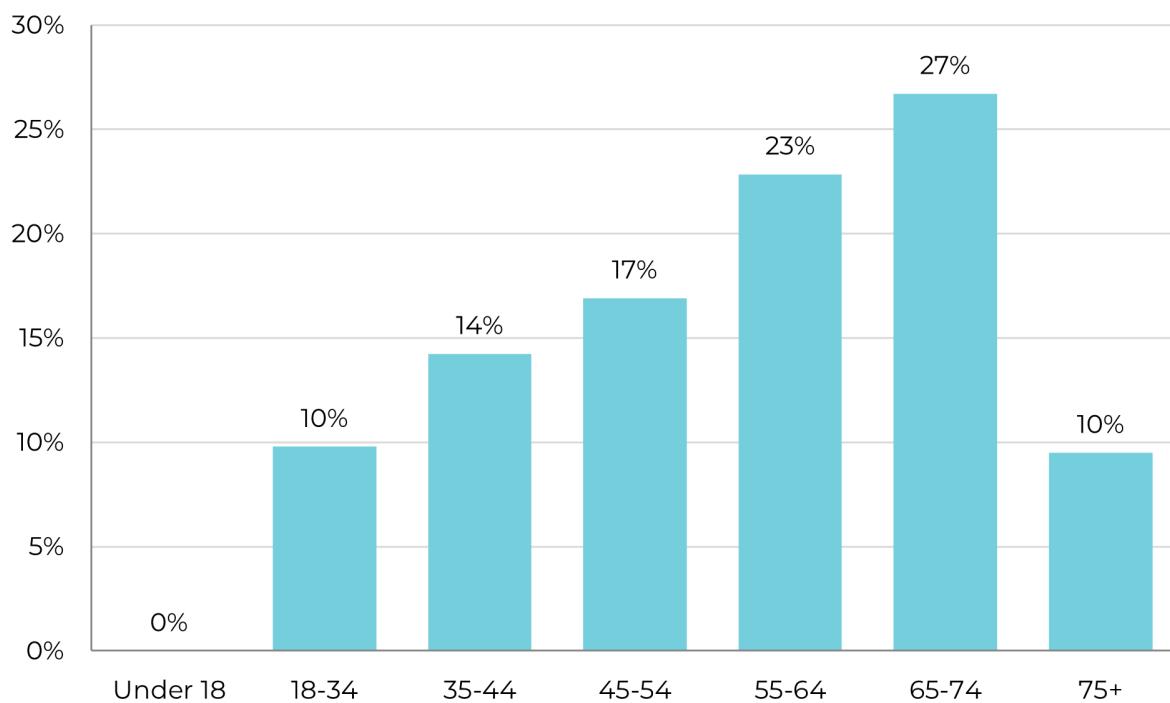
Sixty percent of respondents were female, 34% were male, and 7% preferred not to answer. The U.S. Census' American Community Survey indicates that 50.4 % of Brooklyn residents are female (with a 2.7% margin of error). Women were significantly more likely to take the survey and are overrepresented compared to the community's overall demographics.



WHAT IS YOUR AGE? RESPONSES: 337

Survey respondents skewed older. The largest age groups among respondents were 65-74 years old (27%) and 55-64 years old (23%). According to the American Community Survey residents 55 and older make up approximately 35% of Brooklyn's population. However, that demographic made up 60% of survey respondents. Residents 18-44 make up approximately 33% of Brooklyn's population yet only accounted for 24% of respondents. The 45-54 age range accounted for 17% of responses which closely matched estimates. Survey results are likely to over represent the senior population while under-representing young adults.

The voices of Brooklyn's under-18 population were heard in a separate survey that was distributed to students in elementary, middle, and high school classrooms. The results of the student survey are summarized starting on page 36.

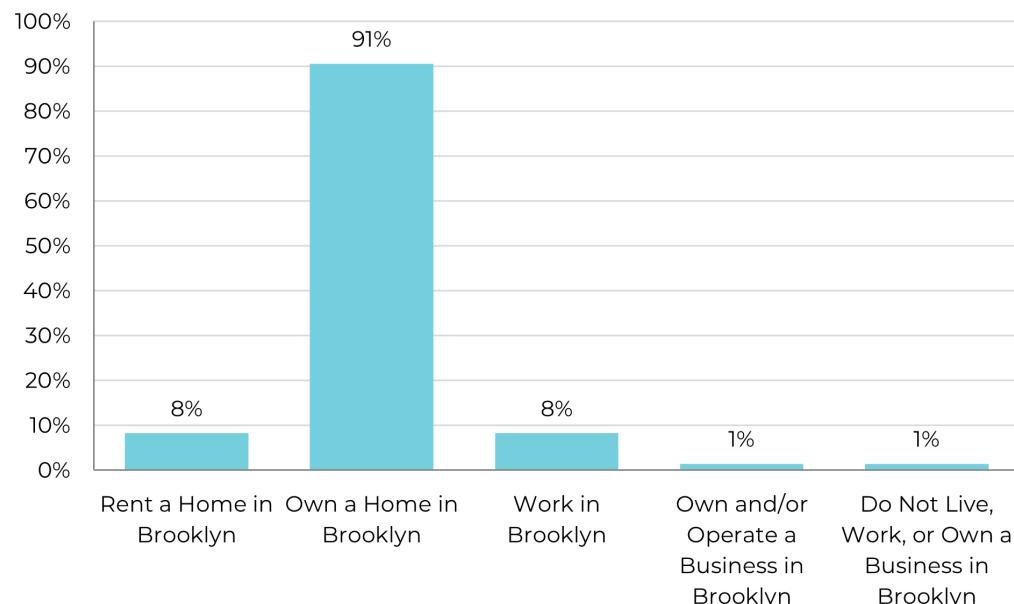


WHAT IS YOUR RELATIONSHIP TO BROOKLYN? *RESPONSES: 340*

Ninety-one percent of respondents own a home in Brooklyn. 8% of respondents rent a home in Brooklyn, 8% work in Brooklyn, and 1% own a business. Only 1% of respondents do not live, work, or own a business in Brooklyn.

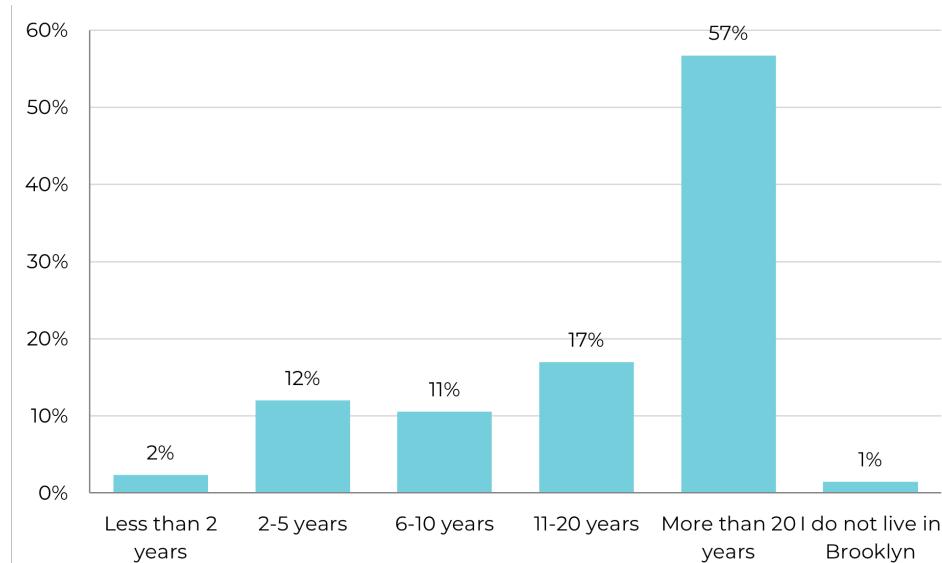
According to the American Community Survey approximately 56% of housing units

in Brooklyn are owner occupied. 91% of survey respondents indicated they own a home in Brooklyn while only 8% indicated they were renters. The opinions of renters will be heavily underrepresented in the data.

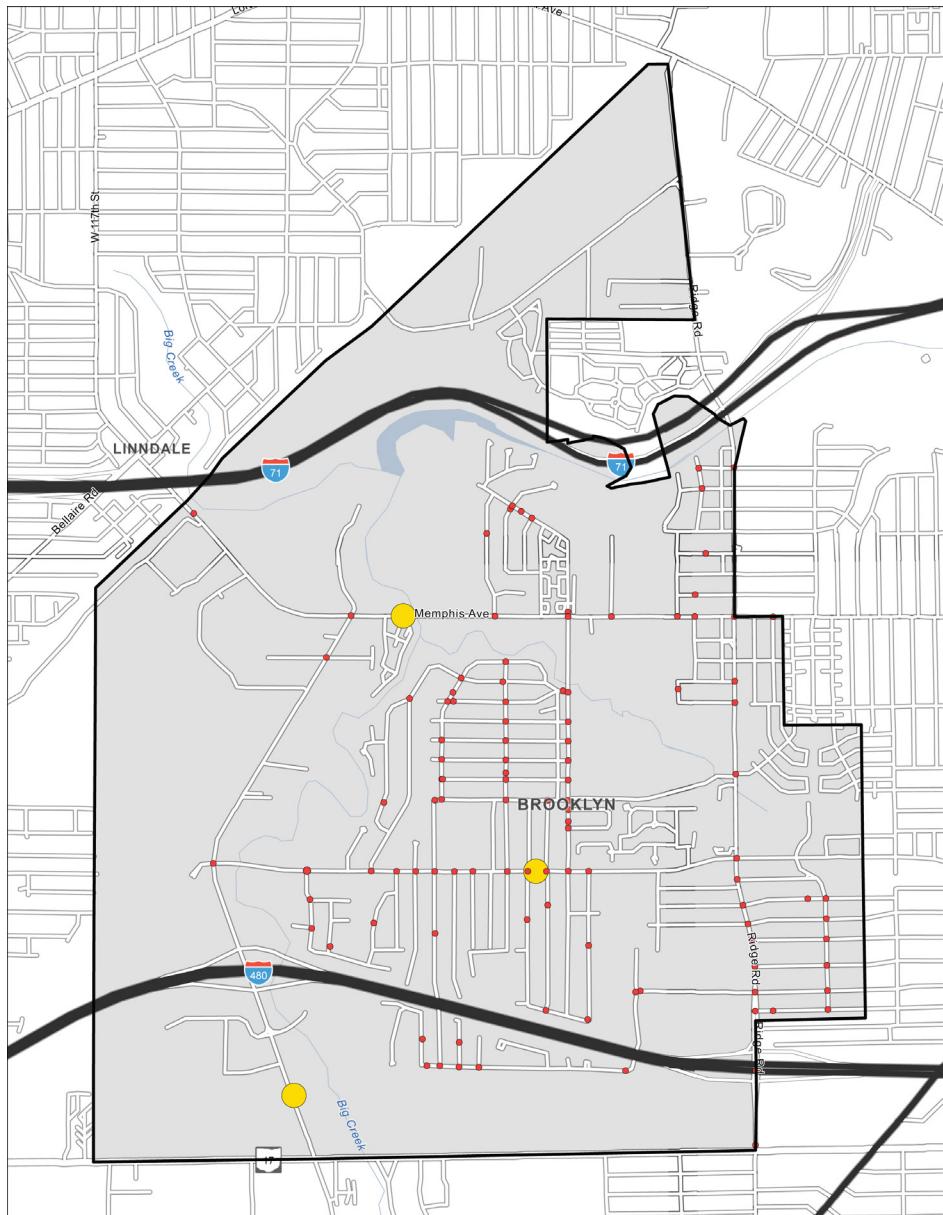


HOW MANY YEARS HAVE YOU LIVED IN THE CITY OF BROOKLYN? *RESPONSES: 342*

Among survey takers who live in Brooklyn, 57% have lived in Brooklyn for over 20 years. Forty percent of respondents have lived in the community for 2-20 years and only 2% have lived in Brooklyn for less than 2 years, meaning that respondents had a wealth of experience to draw on when answering the survey questions.



**IF YOU ARE A BROOKLYN RESIDENT, PLEASE INDICATE THE STREET INTERSECTION
YOU LIVE CLOSEST TO: RESPONSES: 312**

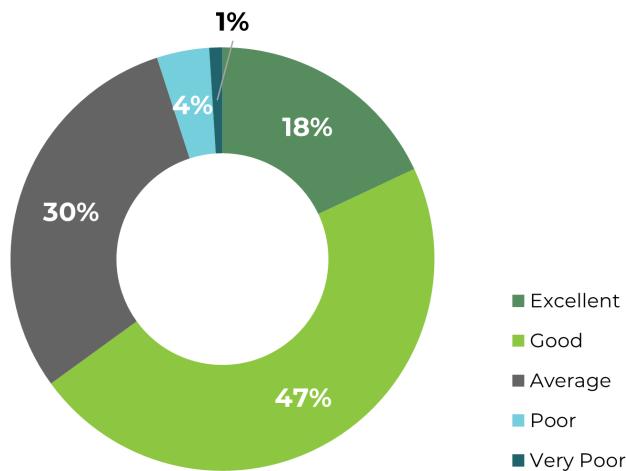


Areas with significant participation included neighborhoods around Biddulph Avenue, those along Outlook Drive, Williamstown Avenue, and Roadoan Road, as well as areas near the intersection of Ridge Road and Memphis Avenue. The neighborhoods west of Ridge Road near Ridge Park Square were also well represented.

Several respondents only listed the major road on, or near, which they lived. For shorter roads this does not create an issue. However, for Memphis Avenue, Biddulph Avenue, and Tiedeman Road it does affect accuracy. Responses listing just those three roads were all placed at the same location and are shown as the larger yellow dots on the map.

SURVEY KEY TAKEAWAYS

A GOOD QUALITY OF LIFE WITH OPPORTUNITIES TO IMPROVE



47% of respondents rated the quality of life in Brooklyn as **Good**, **18%** rated it as **Excellent**, **30%** as **Average**.

SAFETY AND POLICE PRESENCE:

Public safety, especially regarding property crime and traffic enforcement, was a common theme from write-in responses. There was a general sense that a more visible police presence in neighborhoods was important to many.

GREENSPACE & TREES:

Respondents brought up the desire to protect and provide greenspaces, especially regarding trees.

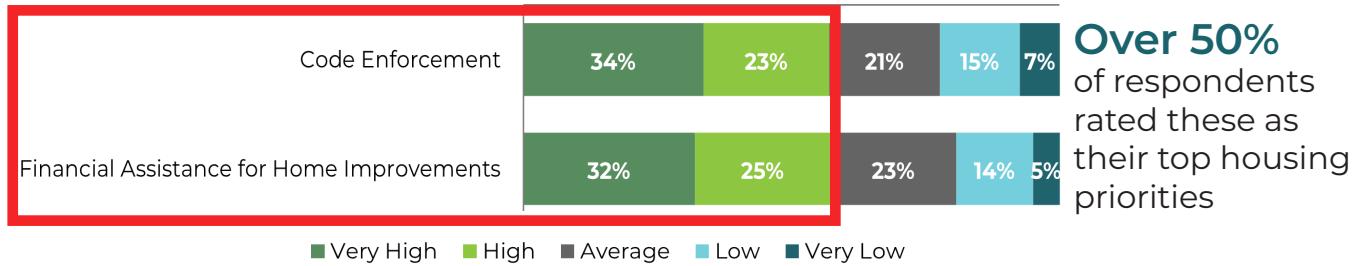
66% of respondents prioritized greenspace for development on city owned or underutilized properties.

NOTICEABLE PROGRESS ON IMPROVEMENTS TO:

- **City buildings:** This includes the city hall, police station and the library.
- **City's parks and recreational facilities:** Brooklyn has invested heavily in these widely used community assets.
- **City branding:** New signage with updated logo throughout the city.
- **Improvements to road infrastructure:** Implementation of speed tables and other traffic calming methods, as well as improvements to Memphis Avenue. Though some respondents expressed dissatisfaction with these.

42% of respondents said that park improvements have encouraged them to use the parks more often.

HOUSING PRIORITIES:



Over 50% of respondents rated these as their top housing priorities

71% of respondents want the city to pursue **single-family housing**

53% would like to see more **housing for seniors**

TRANSPORTATION PRIORITIES:

69% of respondents walk **daily or weekly**, more than biking or transit. Respondents **favor investments** that would support walking including **improved sidewalks, pedestrian lighting, and traffic calming and enforcement**.

Respondents split on implementing traffic calming infrastructure:

35% YES **36% NO** **20% MAYBE**

Write in comments suggest speed table are more effective and several asked for implementation at specific locations

51% of respondents say the city should prioritize the planning and implementation of the Cuyahoga Greenways connections.

IMPROVE THE RECREATION CENTER:

47% of respondents identified the John M. Coyne Recreation Center as one of their most visited recreation facilities.

Write in responses indicated a desire for modern recreation center with amenities including new workout equipment, splash pad, sports courts, and expanded programming.

COMMUNITY SURVEY RESULTS

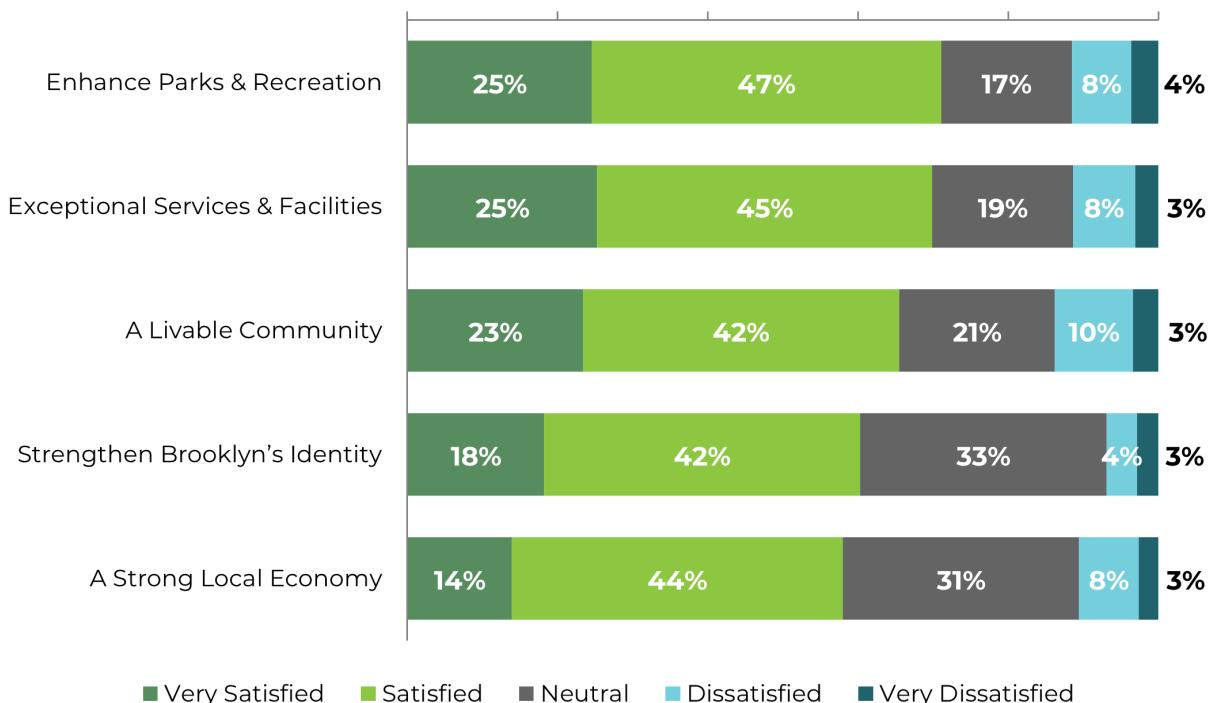
CITY'S PROGRESS

The first five questions asked how respondents viewed the progress made on the goals, actions, and improvements from the 2020 Master Plan. This provides important feedback on where the city has been successful as well as where they can focus future efforts.

Q1 HOW SATISFIED ARE YOU WITH THE CITY'S PROGRESS ON EACH OF THE FOLLOWING GOALS? *RESPONSES: 391*

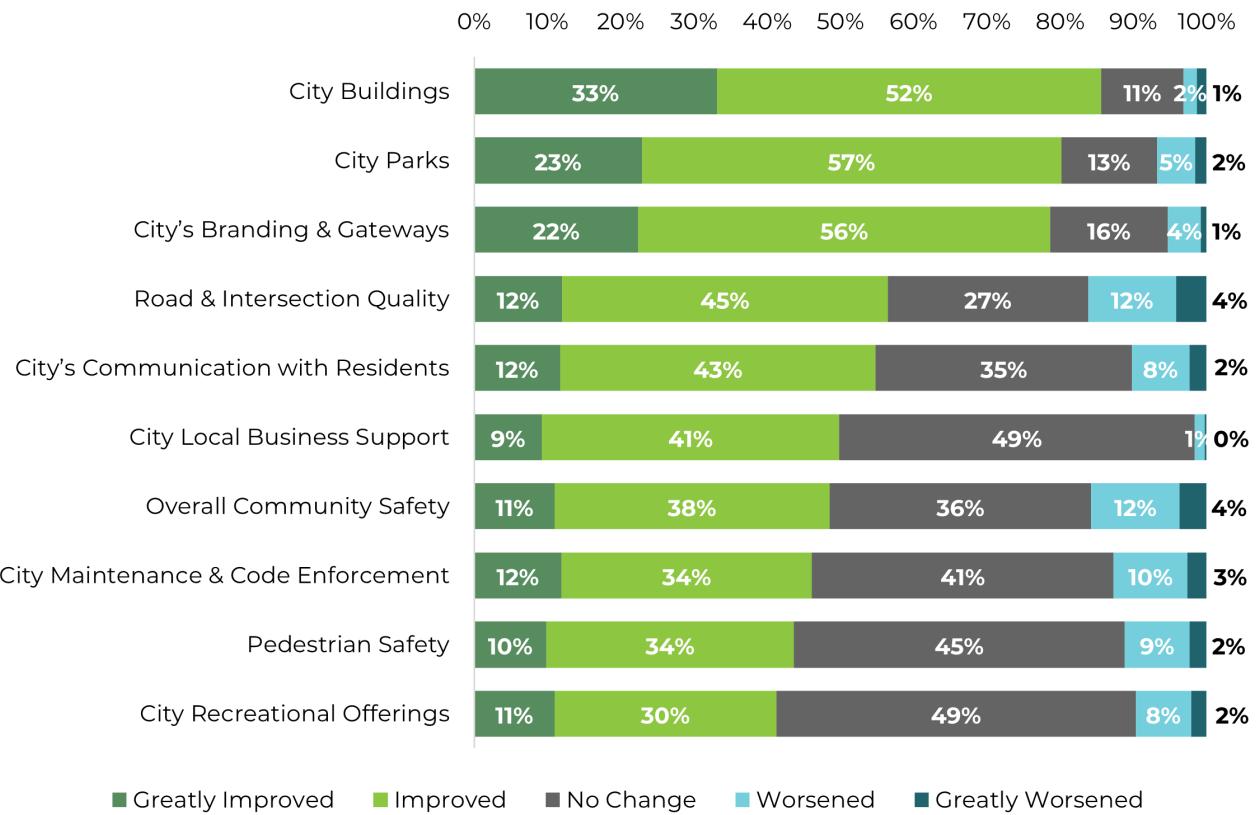
OVERVIEW

Respondents were **mostly Satisfied** with the City's progress on each of the Master Plan's goals. Those who selected **Dissatisfied** or **Very Dissatisfied** were offered an opportunity to explain their responses. Explanations frequently mentioned **issues with the John M. Coyne Recreation Center and Biddulph Plaza**.



For Question 2 (*graph on following page*), residents felt that the areas identified had generally improved in the past 5 years. **Areas with the highest levels of improvement were City Buildings, Parks, Branding & Gateways.** The area with the lowest level of improvement was Recreational Offerings. Those who selected **Worsened** or **Greatly Worsened** were offered an opportunity to explain their responses. Explanations frequently mentioned **crime, housing code enforcement, traffic, and the need for a stronger police presence in Brooklyn.**

Q 2 INDICATE THE CITY'S LEVEL OF IMPROVEMENT OVER THE PAST 5 YEARS IN THE FOLLOWING AREAS: RESPONSES: 391



Q 3 FROM YOUR EXPERIENCE, WHERE HAVE YOU SEEN THE CITY MAKE THE MOST PROGRESS IN THE PAST FIVE YEARS? RESPONSES: 284

The area where residents indicated they have seen the most progress include:

- **Improvements to City Buildings:** This includes the city hall, police station and the library. This is followed closely by the
- **Improvements to the City's Parks and Recreational Facilities:** Brooklyn has invested heavily in these widely used community assets. Several park improvements have just completed (new dog park) or are still underway (Veterans Memorial Park improvements).
- **Improvements to City Branding:** New city signage and gateways at I-480 exit ramps
- **Improvements to Infrastructure:** Respondents noted the implementation of speed tables and other traffic calming methods and how they have reduced speeding in some areas. Improvements to the Memphis Avenue corridor were also noted, though some responses reflected a negative view of the improvements.

Adding new retail and filling commercial vacancies, and improved communication with residents were other areas of progress noted by residents. Finally, several respondents mentioned the loss of trees through new development and view this as a negative impact on the community.

Q 4 ARE THERE OTHER CHANGES OR IMPROVEMENTS YOU WOULD LIKE TO SEE PRIORITIZED BY THE CITY? RESPONSES: 283

Respondents would like to see the city improve in the following areas:

- **Updated Recreation Center:** Residents would like to see updated equipment and facilities, as well as expanded hours and programming, especially for working adults.
- **Property Maintenance:** Stronger enforcement of property maintenance regulations, especially for single-family rental properties and apartments.
- **Public Safety:** Respondents desire more resources towards policing and more visible patrols in neighborhoods to increase safety and reduce crime.
- **New Housing:** There is a desire for new housing in the community, potentially targeted towards seniors and young families. However, some express concerns over planned townhomes.
- **General Community Beautification:** Some respondents want more attention to general cleanliness of the community, more trash cans, litter pick up, street sweeping, etc.
- **Traffic and Infrastructure Improvements:** Respondents show concern for traffic in the community, especially around I-480 and Ridge Road, and for safety enhancements within neighborhoods. There is also a desire for improved sidewalks.
- **Local Economic Development:** Respondents want to see improvements to the city's commercial areas, especially Biddulph Plaza and Ridge Park Square. This includes property maintenance and the variety of businesses. Respondents cite a desire for higher-quality and more varied retail and restaurant options as well as support for more small, local businesses.
- **Community Engagement:** Better communication between the city and residents is desired as well as more community events.

Q 5 HOW WOULD YOU LIKE TO SEE BROOKLYN EVOLVE IN THE NEXT 5, 10, OR 20 YEARS? RESPONSES: 248

A synthesis of the issue and ideas regarding what respondents' vision for the future of the community reveals several key themes:

- **Safe:** Respondents want to feel safe and protected in the community. This would include more police officers and a more visible police presence in neighborhoods.
- **Quality Housing:** This includes options for all ages and stages of life, well maintained and regulated rental housing, and concerns for housing costs and property taxes.
- **Parks and Recreation:** An updated recreational building with modern facilities and equipment is important. Respondents also want a broad range of programs for teens, families, working adults, and seniors. A continued focus on parks and greenspace.
- **Infrastructure & Services:** Better traffic flow along major travel arteries as well as safer local streets, including sidewalk improvements, are desired. Well maintained utilities and expanded services, especially for seniors, is desired.
- **Strong Local Economy:** Improved local shopping areas that provide a variety of national and local retail, dining, and entertainment. An emphasis on local small businesses.
- **Public Engagement:** A more informed and engaged community. More community events such as a 5K run, youth volunteer opportunities, a community garden.

QUALITY OF LIFE/CITY SERVICES

Questions 6 through 9 asked specifically about how respondents rated the quality of life and City services in Brooklyn.

Q 6 HOW DO YOU RATE THE OVERALL QUALITY OF LIFE IN THE CITY OF BROOKLYN?

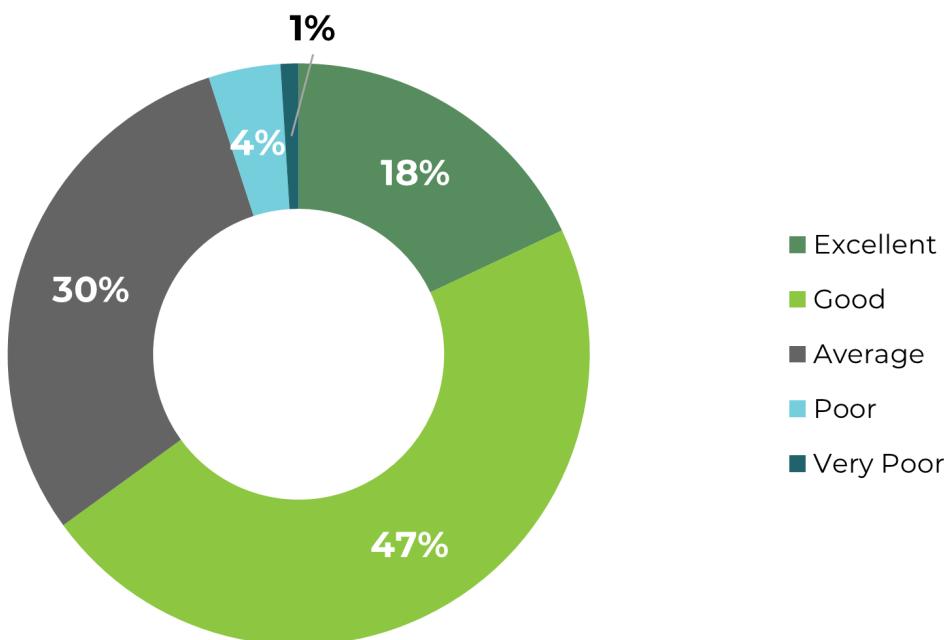
RESPONSES: 382

OVERVIEW

The majority of respondents rated the quality of life in Brooklyn as either **Excellent** (18%) or **Good** (47%). Almost one-third of respondents identified it as **Average** (30%). Only 5% of respondents identified the Quality of Life as Poor or Very Poor. This is an increase over those viewing the Quality of Life as 'Poor' or 'Very Poor' from the results of the 2018 survey; however, the different survey methodologies used (random-sample vs. SurveyMonkey) would preclude an 'apples to apples' comparison of results. Generally, the **Quality of Life is considered good; however, responses show there is room for improvement.**

BY AGE GROUP

The majority of all age groups identified the quality of life in Brooklyn as either **Excellent** or **Good**. However, residents **aged 35-44** were more likely to identify the Quality of Life as either **Poor** or **Very Poor**. However, this only accounts for **4 total responses**



Q 7 ARE THERE OTHER SERVICES THE CITY OF BROOKLYN SHOULD CONSIDER OFFERING? RESPONSES: 223

Desired services identified by respondents include:

- **Grass Cutting:** Expand current program to all seniors and disabled regardless of income. For all other residents, income-adjusted fee for service.
- **Snow Removal for Seniors/Disabled:** Offer to all seniors and disabled regardless of income. For all other residents, income-adjusted fee for service.
- **Tree Maintenance/Trimming/Removal:** Safer and more attractive streetscapes. Offer services to seniors/disabled, or to others for a fee.
- **Trash Garbage Collection:** Service to pull cans to street, more trash/recycle receptacles around town.
- **Sidewalk Maintenance and Repairs:** Offer assistance in repairing sidewalks. Expand snow removal services to include sidewalks, especially for seniors
- **Police:** More police officers, police patrols, and enforcement
- **Home Maintenance Assistance:** Provide small loans or grants to homeowners to make repairs to homes, certify or provide a list of home repair professionals and handymen for residents, organize a volunteer opportunity to provide assistance for elderly to clean up properties and provide minor repairs.
- **Recreation Center:** Improve/modernize the John M. Coyne Recreation Center and its offerings.

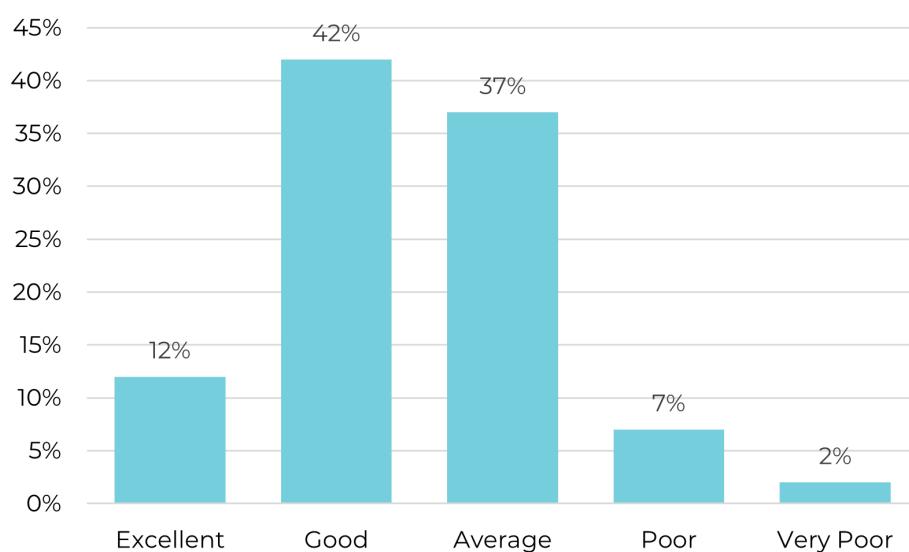
Overwhelmingly, responses mentioned **offering or improving services for seniors and those with disabilities**. Some mentioned the potential for offering lawn, tree, and snow plowing **services to all residents charged on a sliding scale based on income**. As the responses skewed towards older residents, their interests are well represented here.

Q 8 HOW DO YOU RATE THE CITY'S COMMUNICATION WITH RESIDENTS?

RESPONSES: 382

OVERVIEW

The majority of respondents rated the city's communication as **Good** (42%) or **Average** (37%). 12% rated it as **Excellent**. Only 7% of respondents rated communication as **Poor** with 2% saying it is **Very Poor**. This shows that though the city generally communicates effectively with residents, there is room for improvement.



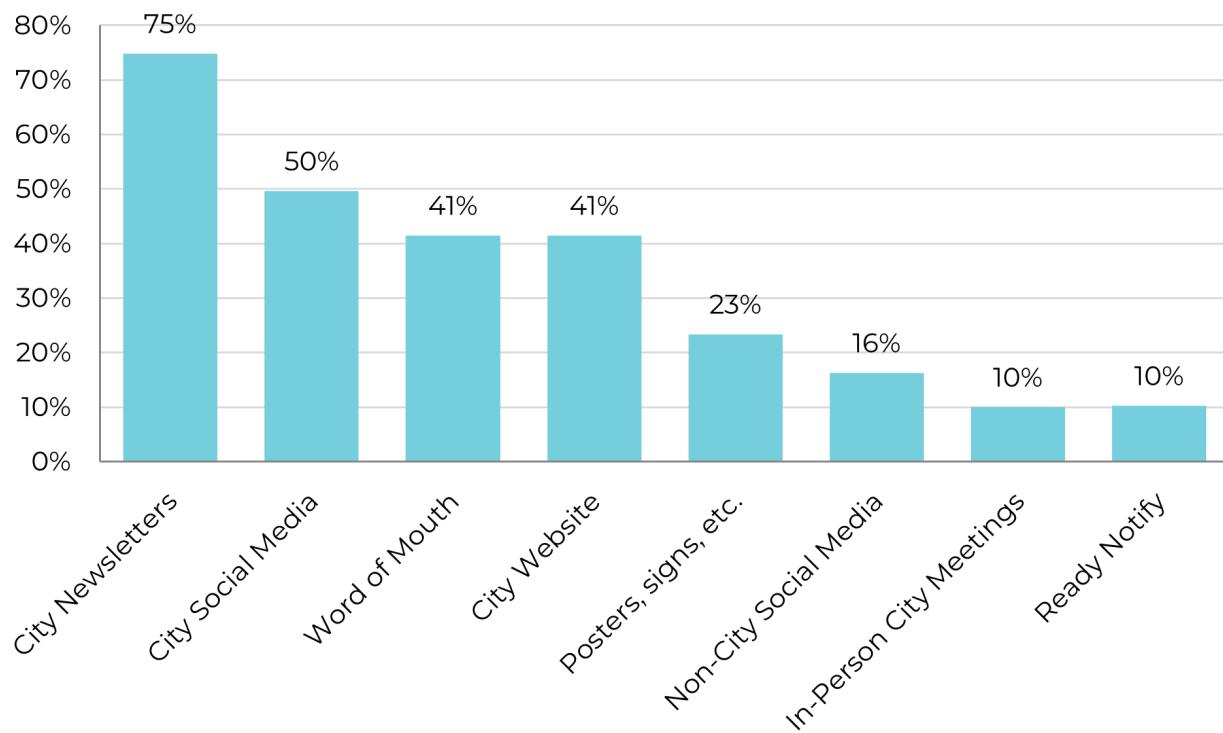
Q 9 HOW DO YOU STAY INFORMED ABOUT CITY NEWS, ACTIVITIES, SERVICES? (SELECT ALL THAT APPLY) *RESPONSES: 381*

OVERVIEW

The most common way respondents stay informed about the community is through the **City Newsletter** (75%) which is mailed out quarterly to every household. **City social media** (50%) and the **City Website** (41%) were the next most used methods showing the importance of making information available online and having quality online tools. **Word-of-Mouth** (41%) and **Posters, Signs, etc.** were the only other method above 20%. In-person meetings and Ready Notify were the least used sources of communication, with 10% each.

BY AGE GROUP

Respondents **under the age of 65** were more likely to get their information **through City Social Media** than older respondents. Respondents **over the age of 45** were more likely to get information through **Word of Mouth** than other age groups. **Word of Mouth** was the **second highest method** for residents **age 64-75**. Surprisingly, residents **age 18-35** were the **least likely** to get their information through the **City Website** than all other age groups.



PARKS AND RECREATION

Questions 10 through 14 asked about respondents' views on existing parks and potential parks and recreation opportunities in Brooklyn.

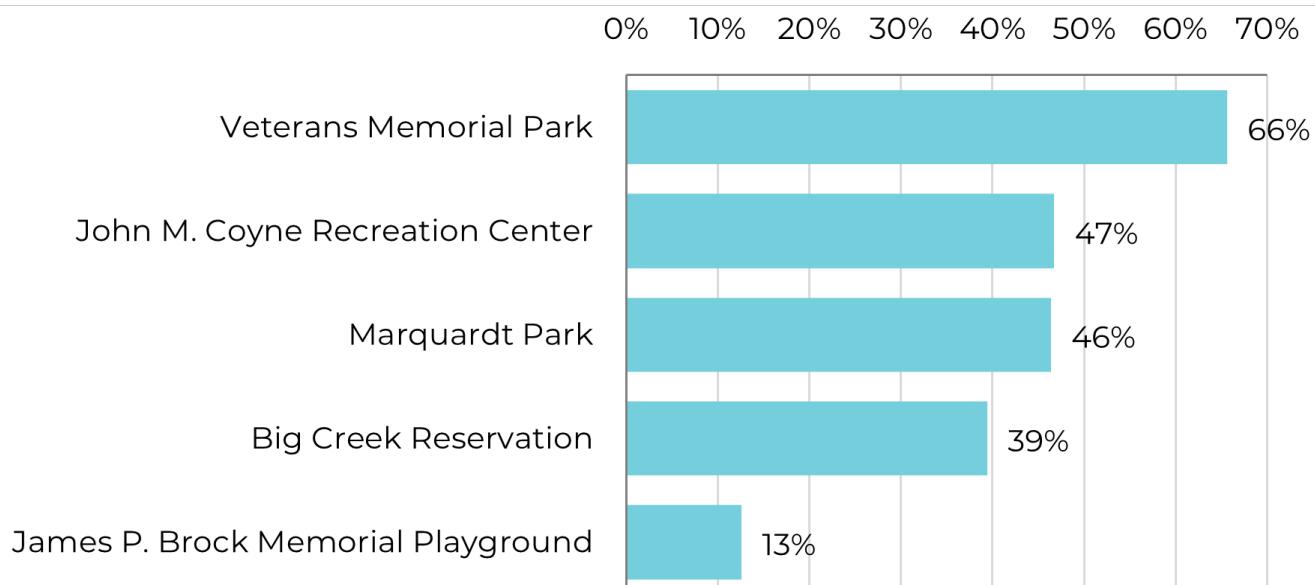
Q 10 WHICH PARKS/RECREATION FACILITIES DO YOU VISIT MOST FREQUENTLY? (SELECT YOUR TOP THREE) RESPONSES: 317

OVERVIEW

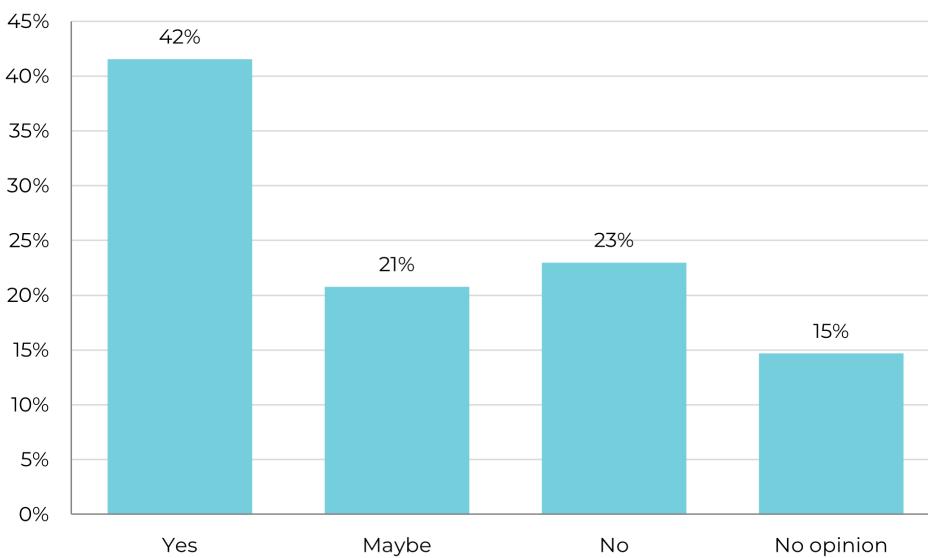
Respondents most frequently visit **Veterans Memorial Park** (66%), followed by **John M. Coyne Recreation Center** (47%), **Marquardt Park** (46%). Only 13% of respondents selected James P. Brock Memorial Playground as the park they visit most often. Respondents were given the opportunity to explain their selection. Those who selected Marquardt Park, Veterans Memorial, or Big Creek Reservation referred to the **walking paths and proximity to their homes**. Respondents who selected the **Recreation Center enjoyed programming and the swimming pool**.

BY AGE GROUP

The **John M. Coyne Recreation Center** was the **most used** park/facility for **respondents 75 years and older**. Respondents **aged 18-34** were the **least likely** to identify that they **frequently use the Recreation Center**. Respondents **18-44** were **more likely** to use the **Brock Memorial Playground** than other age groups.



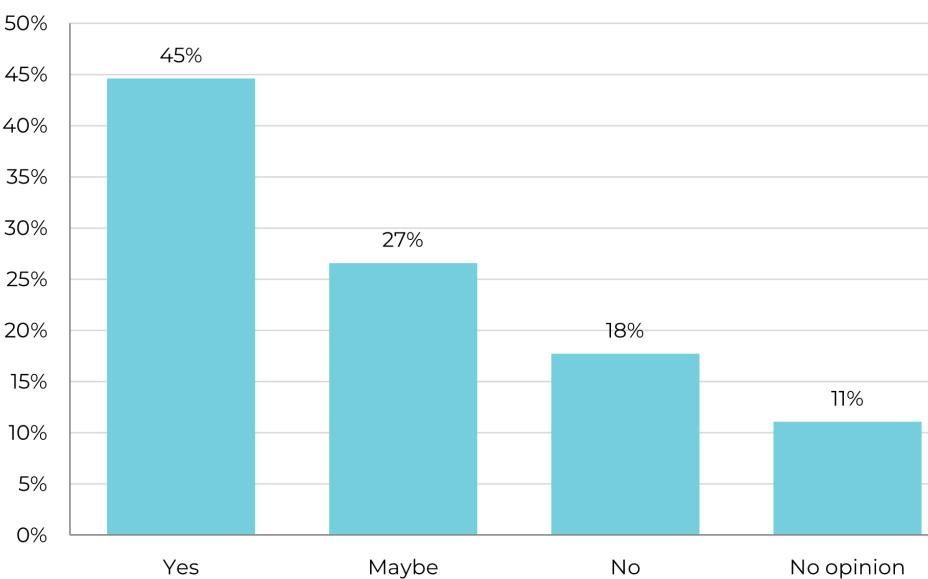
Q 11 HAVE THE CITY'S PARK IMPROVEMENTS IN THE PAST FIVE YEARS ENCOURAGED YOU TO VISIT THE PARKS MORE OFTEN? RESPONSES: 361



OVERVIEW

42% of respondents felt that the city's park **improvements** had **encouraged them to visit** the parks **more often**. There was a similar response rate between those who answered Maybe (21%), No (23%), and No Opinion (15%).

Q 12 SHOULD THE CITY INVEST IN DEVELOPING NEIGHBORHOOD POCKET PARKS OR OPEN SPACES? RESPONSES: 361



OVERVIEW

Almost 45% of respondents felt that the city **should develop neighborhood pocket parks** or open spaces.

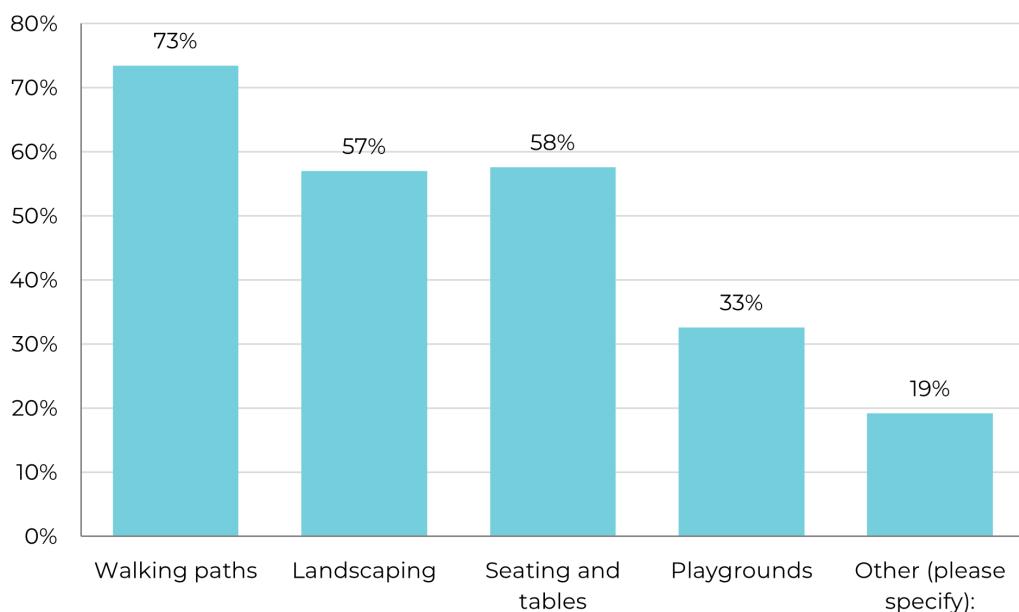
BY AGE GROUP

While **all age groups** had **Yes** as the most common response, respondents **18-34** answered **Yes** at **almost 70%**. Respondents **over age 55** were more likely to answer **Maybe**.

Q 13 IF THE CITY WERE TO DEVELOP NEIGHBORHOOD POCKET PARKS, WHAT AMENITIES SHOULD THE CITY PRIORITIZE? (SELECT ALL THAT APPLY) *RESPONSES: 328*

OVERVIEW

Respondents most **wanted** to see **walking paths** (73%), **seating and tables** (58%), and **landscaping** (57%) prioritized **in pocket parks**. Thirty-three percent of respondents wanted playgrounds and 19% selected Other. Among those who selected Other, common responses stated preferences for dog parks and water fountains.



Q 14 WHAT ADDITIONAL RECREATIONAL OPPORTUNITIES OR FACILITIES SHOULD BROOKLYN PURSUE? *RESPONSES: 154*

Recreational opportunities popular among respondents include:

- **Upgrading the John M. Coyne Recreation Center:** Expand programming and upgrade facilities, including workout equipment, locker rooms, and separate gender saunas.
- **Outdoor splash pad:** Respondents look to other community's recreational water facilities as potential models for Brooklyn.
- **Sports facilities:** Interest in basketball, pickleball, tennis, and volleyball courts. Programs that loan sports equipment to residents.
- **Walking tracks:** Walking is a popular form of exercise for Brooklyn residents. Respondents demonstrated interest in both indoor and outdoor walking tracks. One respondent suggested opening access to the Hurricanes track to the general public during off-hours.

HOUSING

Questions 15 through 17 asked about respondents' views on housing and housing needs in Brooklyn.

Q 15 HOW SHOULD THE CITY PRIORITIZE ITS HOUSING POLICIES AND PROGRAMS? (RANK EACH CHOICE) RESPONSES: 363

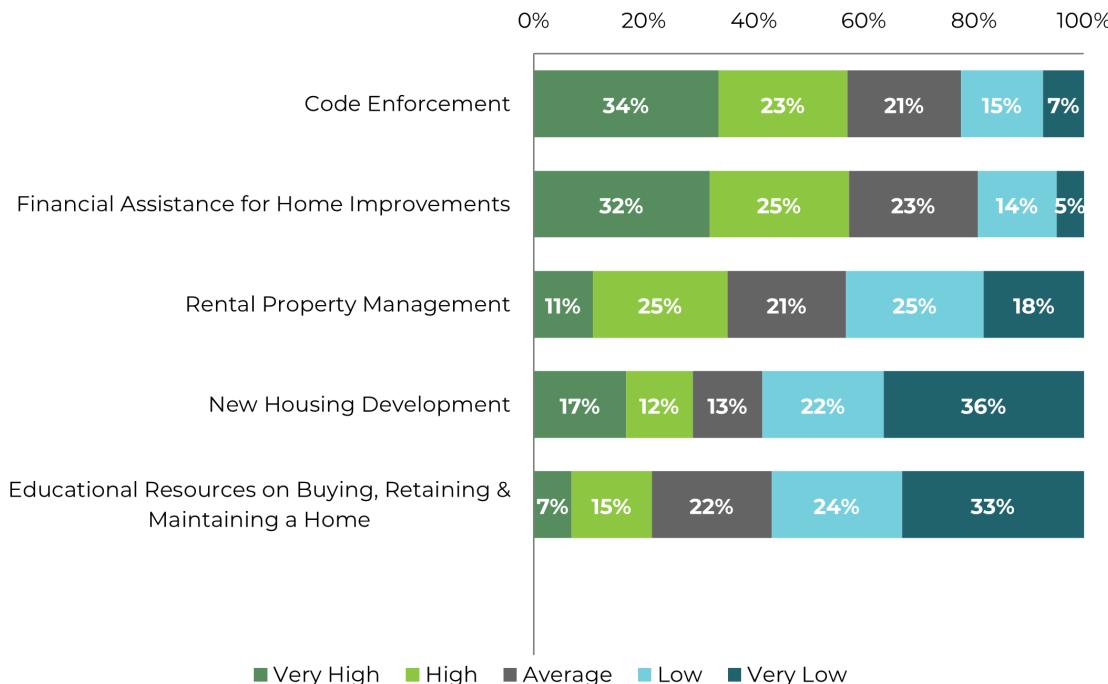
OVERVIEW

Respondents prioritized **Code Enforcement** and **Financial Assistance for Home Improvements** (57% Very High or High for both). **Rental Property Management** was the next highest priority (36% Very High or High). Code enforcement and rental property issues have **also featured prominently in write-in responses** throughout the survey and indicate that they play a significant role in neighborhood appearance and livability. **New Housing Development** had 29% indicate it as a **Very High or High** Priority, however, 58% of respondents indicated it as a **Low or Very Low** priority.

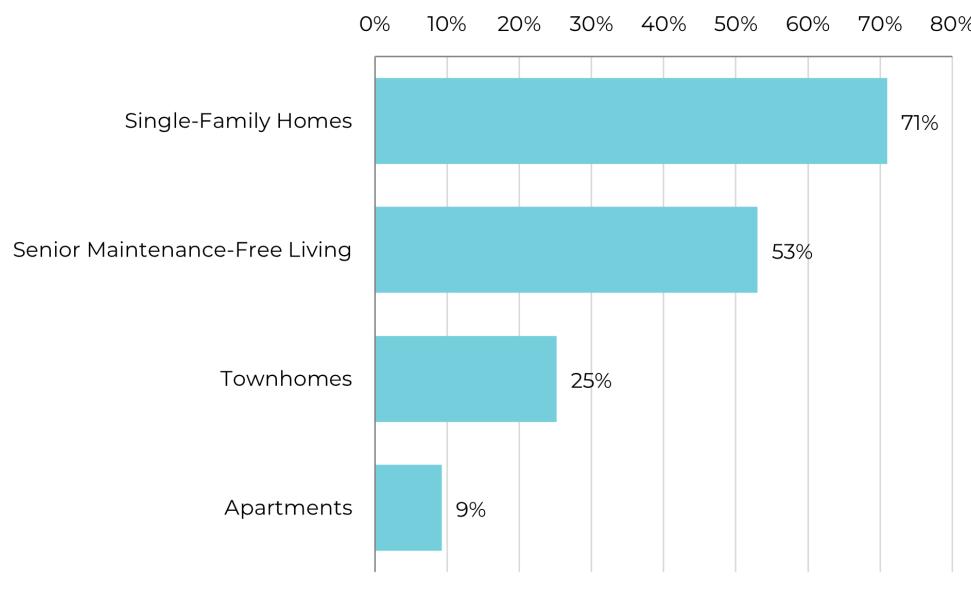
The results are a reflection that **91% of respondents are already homeowners** with a focus on **maintaining existing homes**. However, the responses **prioritizing New Housing Development** may indicate that a portion of current homeowners in the community **may be looking for a housing type** that doesn't currently exist, such as senior-focused housing. They may **feel that new housing is important** for the future health of the city.

BY AGE GROUP

Respondents **55 and older** indicated **Code Enforcement** as their top housing priority while respondents **18-54** said **Financial Assistance for Home Improvements** as their priority.



Q 16 WHAT TYPE OF NEW HOUSING SHOULD THE CITY PURSUE? (SELECT ALL THAT APPLY) RESPONSES: 334



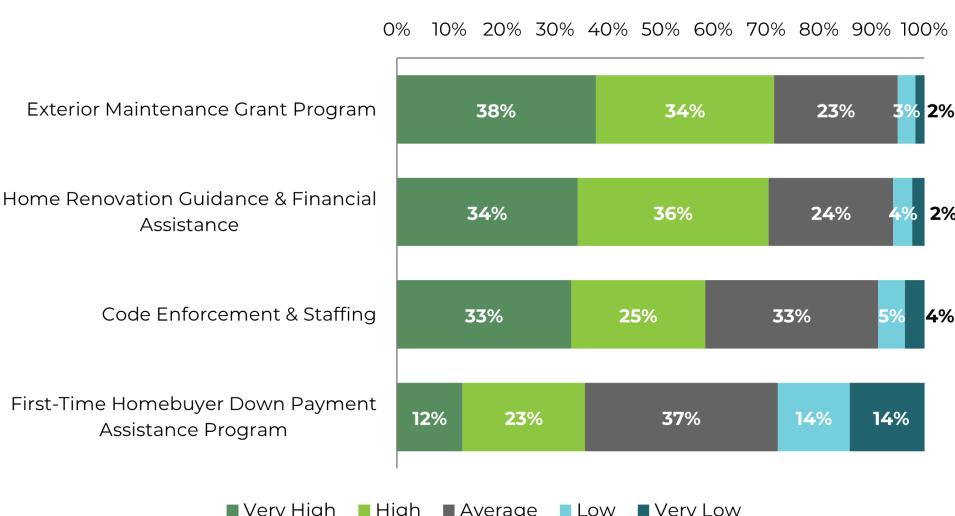
OVERVIEW

Respondents overwhelmingly want **new housing to be single-family homes (71%)**. There is also a **significant desire for housing for seniors** or requiring less maintenance (53%). Townhomes were supported by 25% of respondents as they often offer reduced or maintenance-free options that would appeal to seniors.

BY AGE GROUP

67% of respondents aged **65-75** and **77%** of aged **75+** identified **Senior Maintenance Free Living** as a type of **housing the city should pursue**

Q 17 INDICATE YOUR PRIORITY LEVEL FOR SPENDING CITY RESOURCES ON THE FOLLOWING HOUSING PROGRAMS: RESPONSES: 360



OVERVIEW

Like Q15, respondents prioritize **exterior maintenance and financial assistance for home renovation**. Code enforcement is also a significant priority and is supported by responses to other questions. While **not a high priority, first-time buyer assistance** would be **important for current renters** looking to **buy homes** to stay in Brooklyn.

ECONOMIC DEVELOPMENT

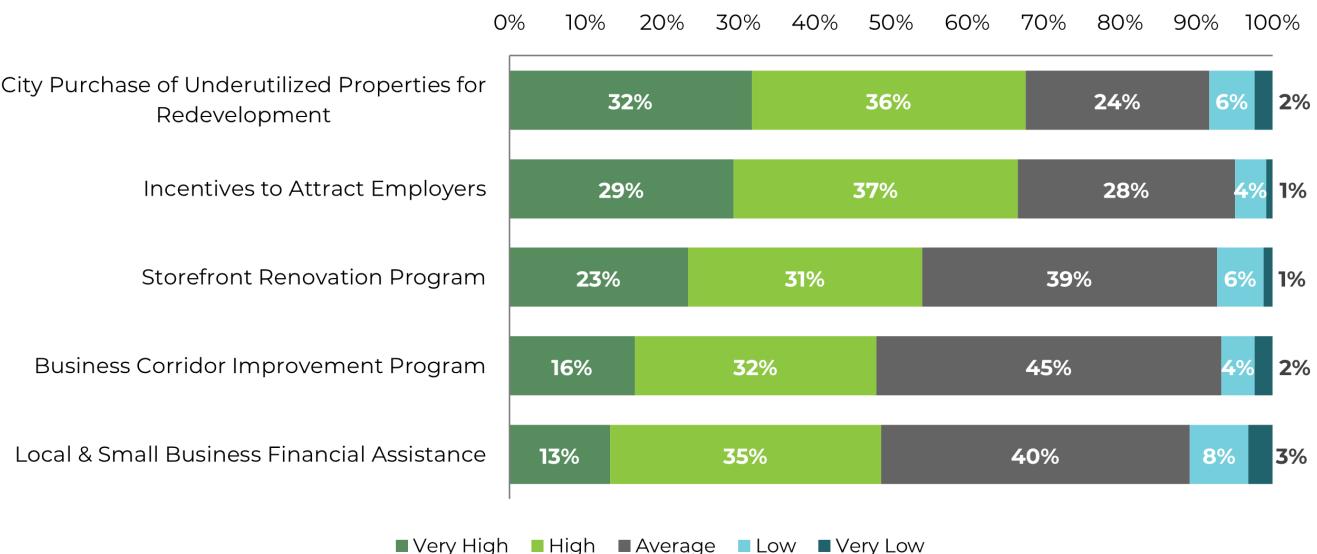
Questions 18 through 23 asked about respondents' views on economic development programs and redevelopment of vacant and underutilized properties in Brooklyn.

Q 18 INDICATE YOUR PRIORITY LEVEL FOR SPENDING CITY RESOURCES ON THE FOLLOWING ECONOMIC DEVELOPMENT PROGRAMS: *RESPONSES: 345*

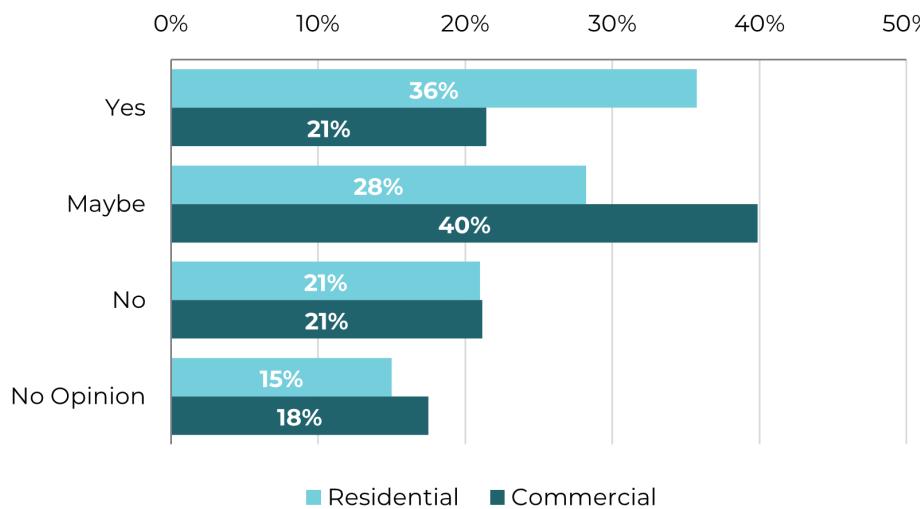
OVERVIEW

Among economic development programs, **respondents prioritize the City Purchase of Underutilized Properties for Redevelopment** (68% selected Very High or High) and **Incentives to Attract Employers** (66% selected Very High or High). Storefront Renovation Programs (54% selected Very High or High), Small Business Financial Assistance (48% selected Very High or High), and a Business Corridor Improvement program (48% chose Very High or High) had similar levels of interest from respondents.

Incentives to Attract Employers would **provide local tax revenues to fund city services** that are mentioned by respondents throughout the survey. Support for **redevelopment of underutilized property** would also **support the city's tax base** but would also **provide** more modern and **attractive commercial areas**. **Storefront renovation and small business assistance** would also help **address these same issues**, though they were **not as highly prioritized**.



Q 19 SHOULD THE CITY EXPAND PROPERTY TAX ABATEMENT THROUGH THE COMMUNITY REINVESTMENT AREA BY INCREASING TERM AND EXEMPTION PERCENTAGE? RESPONSES: 334

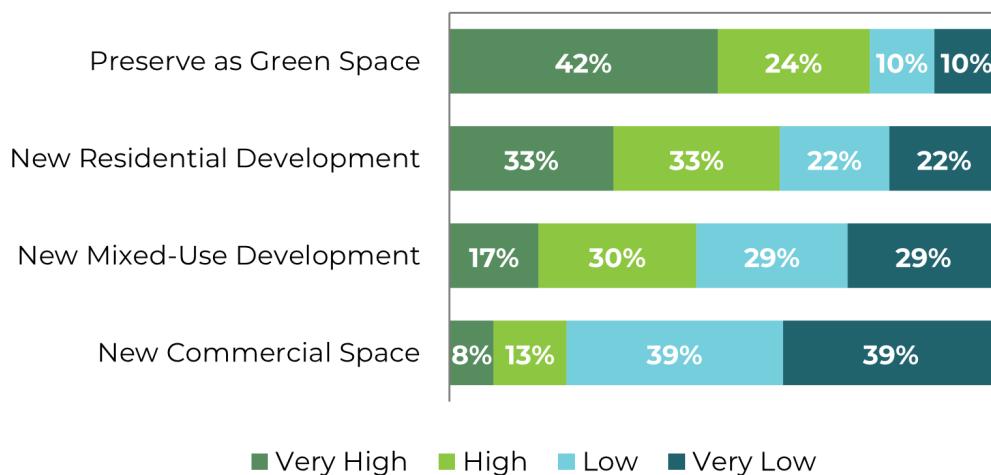


OVERVIEW

More respondents felt that the City **should expand residential property tax abatement** (36% of respondents) **than commercial** property tax abatement (21%), although 21% of respondents indicated that **neither** residential nor commercial tax abatements **should be expanded**. Further, 58% of respondents selected **Maybe or No Opinion** for

a **commercial** tax abatement, compared to 43% for a **residential** tax abatement. This **may indicate** that Community Reinvestment Areas are either **not fully understood**, or their use is **dependent on their specific implementation**. Further **outreach** would be **required** for expansion.

Q 20 WHAT TYPE OF DEVELOPMENT SHOULD THE CITY PURSUE ON CITY-OWNED VACANT AND UNDERUTILIZED LOTS? (RANKED CHOICE) RESPONSES: 332



OVERVIEW

Respondents **prioritized Preserve as green Space** on city-owned vacant and underutilized lots, with 42% of respondents selecting **Very High**. **New Residential Development** was the **second most popular** option, with 33% of respondents selecting **Very High**. **New Mixed-Use Development** had the **third highest priority**, with 57% of respondents selecting **Very High** or **High**. **New Commercial Space** had the **lowest priority**, with only 9% selecting **Very High** or **High**.

Respondents selected **Very High** or **High** priority 57% for **New Mixed-Use Development**. **New Commercial Space** had the **lowest priority**, with only 9% selecting **Very High** or **High**.

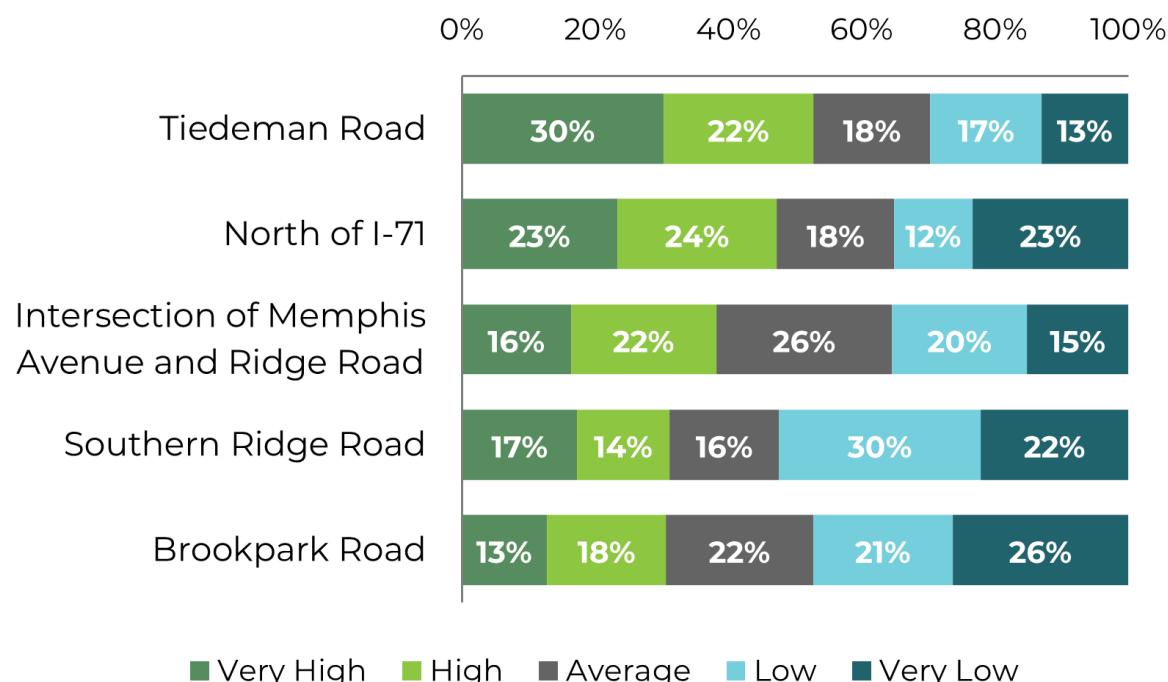
Q 21 WHICH AREAS SHOULD BE PRIORITIZED FOR REDEVELOPMENT? (RANK EACH CHOICE) *RESPONSES: 330*

OVERVIEW

Respondents demonstrated the **most interest** in redeveloping **Tiedeman Road** with **55%**, indicating it a **High or Very High** priority. The area **North of I-71** received **47%**, indicating it as **High or Very High** priority. The **Intersection of Memphis Avenue and Ridge Road** was the third highest priority with 38% indicating it as a High or Very High priority. Respondents feel redeveloping **Southern Ridge Road and Brookpark Road** were not priorities and identified them as **Low or Very Low priority** at **52%** and **47%, respectively**.

BY AGE GROUP

Over **25%** of respondents in the age groups **18-34, 45-54, and 55-64** all indicated the area **North of I-71** as their **lowest priority** for redevelopment. However, it was the **first or second highest** priority for **45%** of respondents age **45-54**, **44%** of those aged **55-64**, **50%** of those aged **65-74**, and **60%** of those aged **75+**. This indicates that there is a **significant split** between respondents as they typically **feel that it is either a significant priority or not one at all**. This also reinforces that survey respondents were generally older and so their preferences have a significant impact on the overall result.

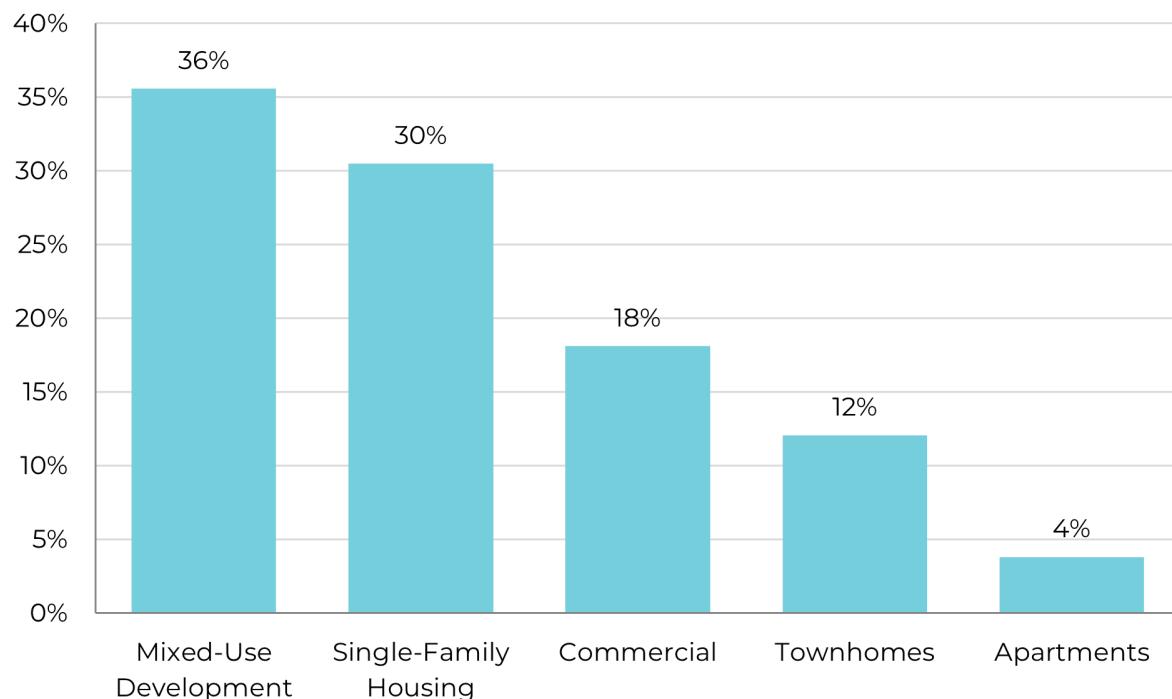


Q 22 THE CITY OF BROOKLYN OWNS A SEVEN-ACRE PROPERTY AT THE CORNER OF MEMPHIS AND TIEDEMAN. WHAT TYPE OF DEVELOPMENT SHOULD BE PRIORITIZED ON THIS PROPERTY? RESPONSES: 315

OVERVIEW

Respondents identified **Mixed-Use Development** (36%) or **Single-Family Housing** (30%) as their **desired development type** on this property. Fewer respondents selected Commercial (18%) and Townhomes (12%) as the preferred type of development. Respondents were **least interested in** developing **Apartments** (4%).

The question allowed respondents to share their reasoning or additional thoughts. The most common theme in the comments was a desire to **preserve it as a greenspace**. Respondents voiced concerns over the **existing traffic in the area** and **proximity to commercial centers** such as the Amazon distribution center. Comments also called for **moderately priced housing** affordable to middle-income households.

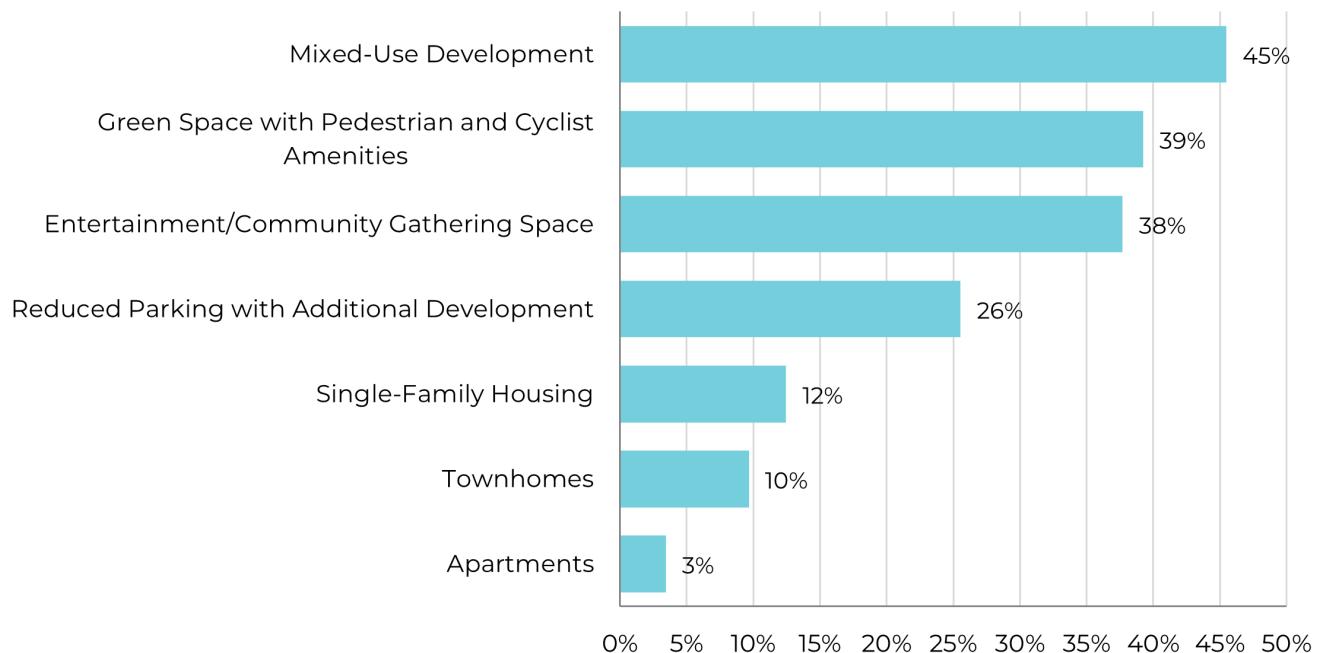


Q 23 IF THERE WERE AN OPPORTUNITY TO REDEVELOP BIDDULPH PLAZA IN THE FUTURE, HOW WOULD YOU LIKE THIS AREA TO BE REIMAGINED? (SELECT ALL THAT APPLY) RESPONSES: 321

OVERVIEW

In previous open-ended responses, respondents described the current state of Biddulph Plaza as an issue. If Biddulph Plaza were to be redeveloped in the future, respondents are **most interested in seeing Mixed-Use Development** (45%), a **Green Space with Pedestrian and Cyclist Amenities** (39%), or an **Entertainment/Community Gathering Space** (38%). Similar to Question 22, respondents are **least interested** in developing **Apartments** on Biddulph Plaza (3%).

A comment box beneath the question allowed respondents to share their reasoning or additional thoughts. Many respondents were interested in **maintaining Biddulph Plaza** as a commercial space while **improving the parking lot design and quality and attracting higher-end businesses**.



TRANSPORTATION

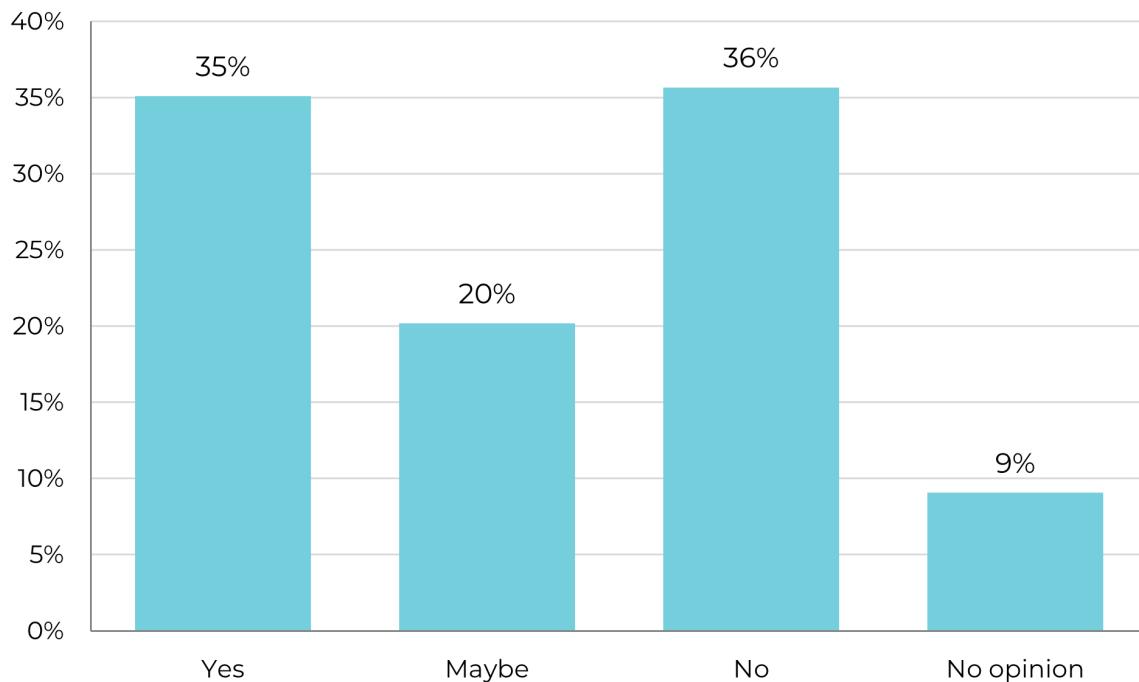
Questions 24 through 29 ask about respondents' transportation habits and how they prioritize potential transportation enhancements and projects.

Q 24 SHOULD THE CITY INSTALL SPEED REDUCTION INTERVENTIONS ELSEWHERE IN THE COMMUNITY? *RESPONSES: 342*

OVERVIEW

The city has installed speed reduction interventions (e.g., speed tables, chicanes) on Idlewood Drive, Archmere Avenue, and several side streets east of Ridge Road. When asked whether speed interventions **should be expanded** within Brooklyn, there was a nearly even split between respondents who answered **Yes (35%)** and those who answered **No (36%)**. A total of **29%** of respondents selected either **Maybe** or **No opinion**.

This mixed reaction is supported by many of the write-in responses throughout the survey. Many respondents suggested that they are successful in controlling speeding, and several request that they be placed in new locations. Others indicate they feel that they are either ineffective or would prefer to see increased police enforcement rather than these methods. Providing data to demonstrate their effectiveness, comparing costs versus police enforcement, and a well-defined strategy for implementation would be helpful.



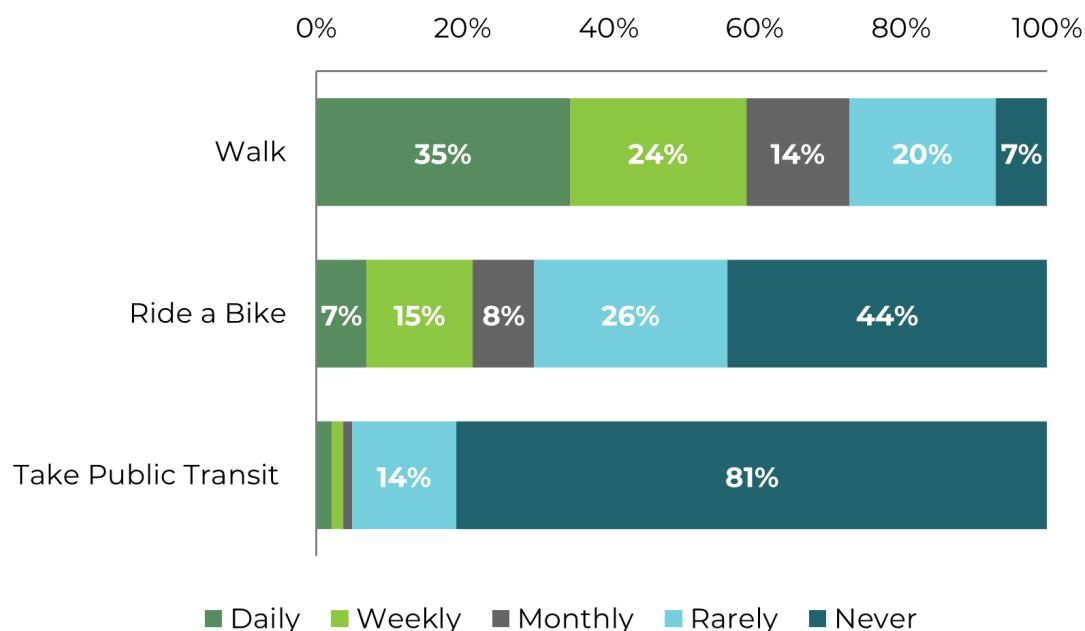
Q 25 HOW OFTEN DO YOU RIDE A BIKE, WALK, OR TAKE TRANSIT THROUGHOUT THE COMMUNITY? RESPONSES: 343

OVERVIEW

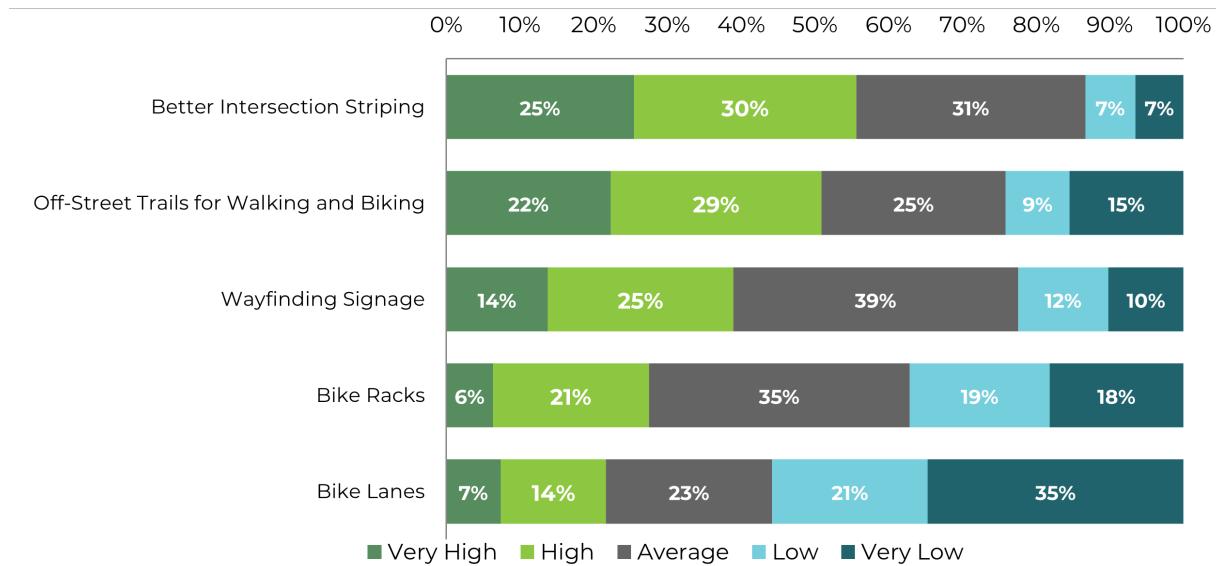
Among non-automobile transportation modes, respondents most frequently walk throughout the community and use public transit least frequently. Many respondents **walk daily (35%)** in Brooklyn, compared to **7% who bike daily**, and **just 2% who use public transit daily**. Another **24% of respondents walk weekly**, compared to **15% who bike weekly** and **2% who use public transit weekly**. Conversely, only 41% of respondents walk throughout the community monthly or less, compared to 78% of respondents who bike monthly or less, and 96% who use public transit monthly or less.

BY AGE GROUP

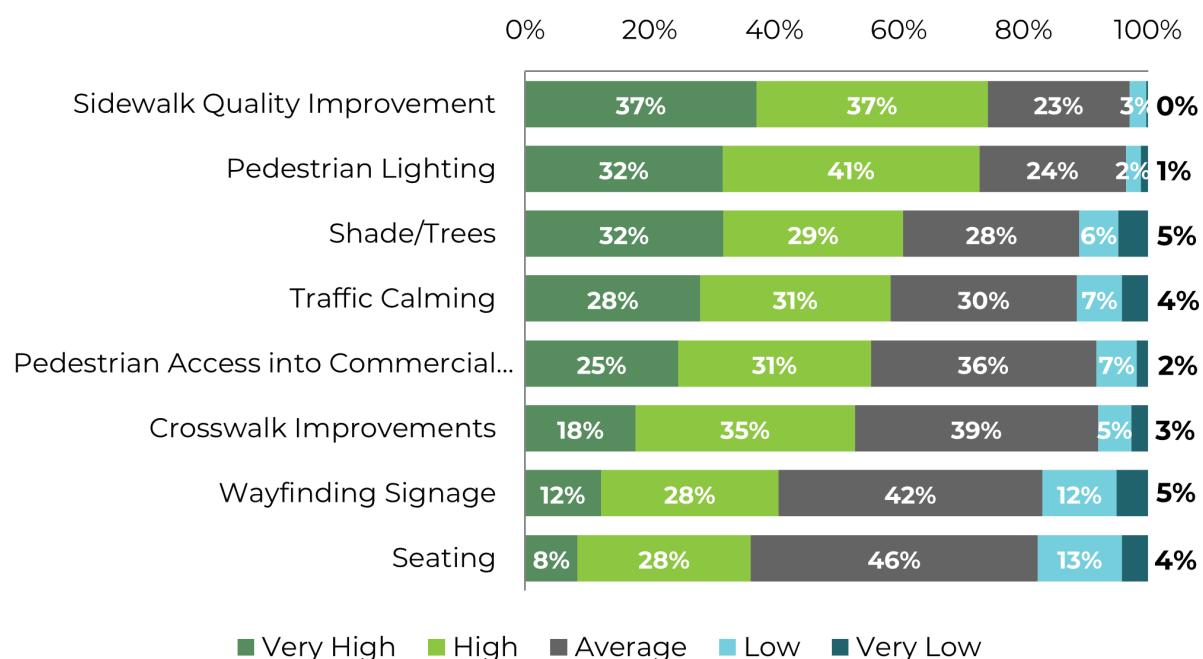
Younger residents (18-54) are **more likely to take transit daily** in the city, however this **still accounts for only a small percentage** of respondents.



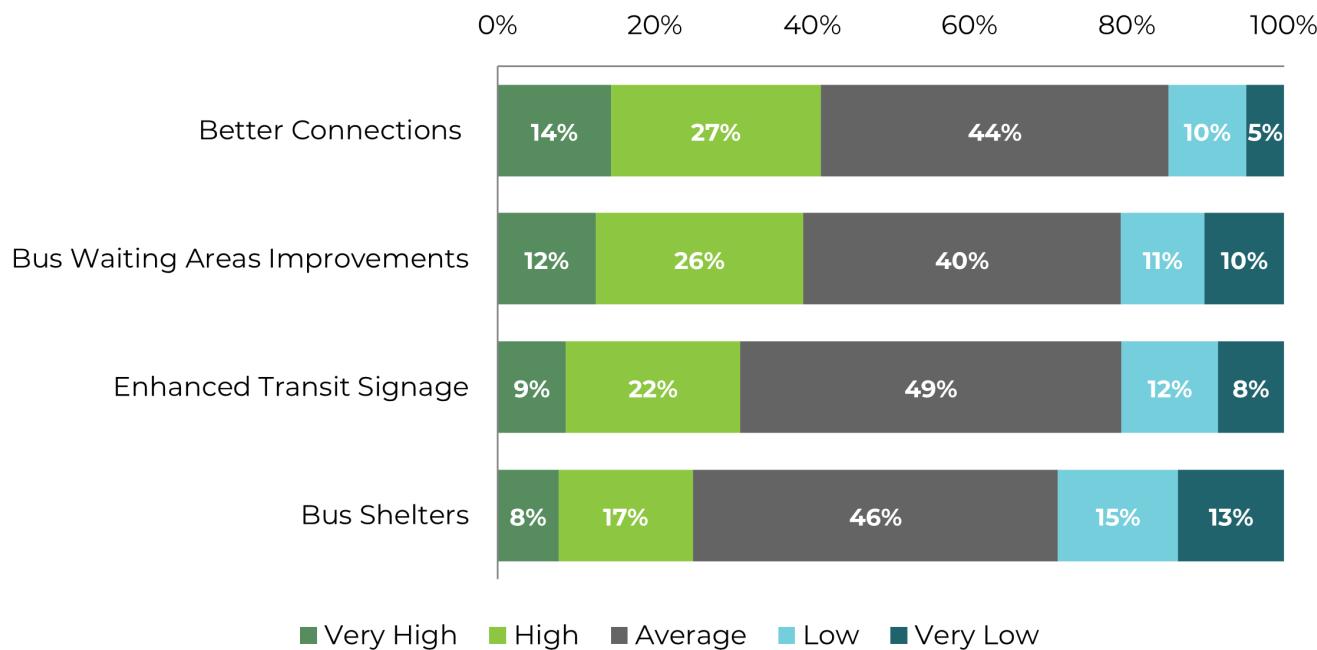
Q 26 INDICATE YOUR PRIORITY LEVEL FOR SPENDING CITY RESOURCES ON THE FOLLOWING BIKING ENHANCEMENTS: RESPONSES: 343



Q 27 PRIORITY LEVEL FOR PEDESTRIAN ENHANCEMENTS RESPONSES: 346



Q 28 PRIORITY LEVEL FOR TRANSIT ENHANCEMENTS RESPONSES: 338



OVERVIEW

For **biking enhancements**, respondents prioritized **Improved Intersection Striping and Off-Street Trails**. Respondents were **least interested in installation of Bike Racks or Bike Lanes (opposite, top)**.

Among pedestrian enhancements, **respondents prioritized Sidewalk Quality Improvements and Pedestrian Lighting most highly**. Respondents were **least interested in Seating and Wayfinding Signage (opposite, bottom)**.

Improvements in Bus Waiting Areas and Better Connections were prioritized over improvements in Bus Shelters and Enhanced Transit Signage by respondents (**top**).

Overall, **respondents showed higher priority levels for pedestrian enhancements** compared to cyclist and public transit enhancements.

BY AGE GROUP

Generally, for these questions responses among different age groups showed no significant trends except for a few options under Question 27 regarding Pedestrian Enhancements.

Respondents **aged 18-34** were much **more likely to identify Pedestrian Access into Commercial Areas as Very High in importance** (42%) while those in the age groups **65-74 and 74+** were **more likely to identify Seating as being a High priority** (31% and 50%, respectively). Generally, respondents over 45 were more likely to indicate pedestrian lighting as a High priority.

Q 29 SHOULD THE CITY OF BROOKLYN PRIORITIZE THE PLANNING AND DEVELOPMENT OF THE PROPOSED CUYAHOGA GREENWAYS TRAILS IN BROOKLYN? *RESPONSES: 339*

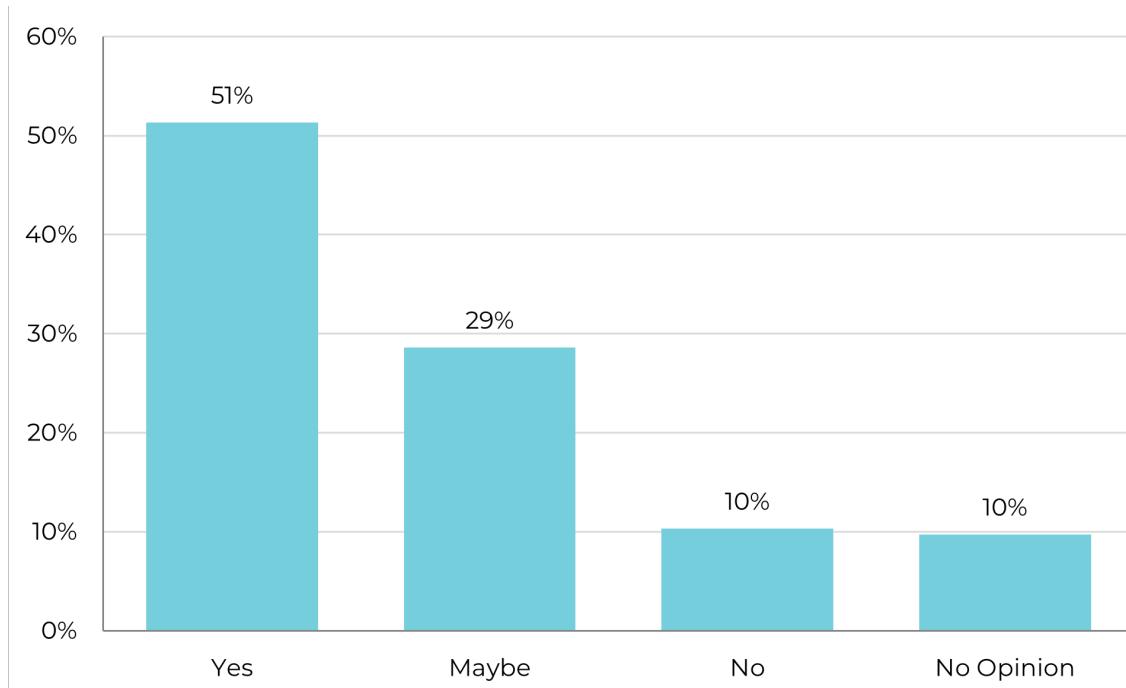
OVERVIEW

The majority of respondents (51%) felt that **the City of Brooklyn should prioritize** the planning and development of the **proposed Cuyahoga Greenways Trails** in Brooklyn, compared to **10%** of takers who **answered No** and 39% who selected Maybe or No Opinion.

Question 29 included a comment section for respondents to explain their answers. **Common themes** were **safety concerns and concerns about trails interfering with private property**. The theme of safety included concerns about the **existing state of connections** for pedestrians and cyclists, concerns about the **ability of bike lanes to keep cyclists safe**, and **concerns about outsiders** coming into Brooklyn.

BY AGE GROUP

Respondents aged **55-64** were the **most likely to indicate No**, but still at over 13% overall. Respondents **65-74** and **75+** were **more likely to indicate Maybe**. This could indicate a **need for more clarification or more detailed ideas or plans** in order to support their implementation. As older respondents were less likely to bike in the city, their responses **may also be influenced by their ability or desire to use such improvements**.



ADDITIONAL COMMENTS

Q 30 IF YOU HAVE ANY ADDITIONAL COMMENTS, IDEAS, OR QUESTIONS, PLEASE SHARE BELOW: *RESPONSES: 119*

Many respondents shared enthusiasm for life in Brooklyn and asked the city to maintain a safe, clean community. Many were thankful for the opportunity to provide input. Some mentioned dissatisfaction with particular issues or an overall concern with the direction of the city. Most concerns mentioned here echoed previous open-ended responses:

GREENSPACE PRESERVATION

- Protect and enhance greenspace, especially trees

SAFETY & CRIME PREVENTION

- Concern over crime, especially property crime
- Desire for a more visible police presence

TRAFFIC CONTROL & CALMING

- Better traffic flow especially on Brookpark Road and I-480 at Ridge & Tiedeman Roads
- Some prefer police enforcement over safety infrastructure (speed tables and chicanes)
- Some request implementation of safety infrastructure at specific locations
- Preference for speed tables over chicanes

RECREATION CENTER UPDATES

- Respondents want a modern recreation center with new equipment and more programming

HOUSING MAINTENANCE & CODE ENFORCEMENT

- More oversight into rental properties
- Vigorous but fair application of enforcement
- Additional resources to all homeowners (not just seniors) for maintenance and upkeep

WALKABLE & CONNECTED

- Better sidewalks and street lighting
- Connections to city amenities

CLEAN & ATTRACTIVE

- Clean trash, maintain trees and landscaping, enforce code violations

FOCUS ON SERVICES

- Noticeable improvements in infrastructure, shift focus to safety and services for residents
- Some don't see value in expenditures on beautification or things that only benefit a small section of residents (signage/branding/dog park/trails/road medians)
- Concerns with deer population in some areas

STUDENT SURVEY RESULTS

Although there was widespread participation in the Community Survey, the survey did not receive responses from residents under 18 years old. Therefore, in November of 2025, a brief student survey was developed to intentionally engage the youth of the Brooklyn community and ensure their concerns and desires are considered in the plan.

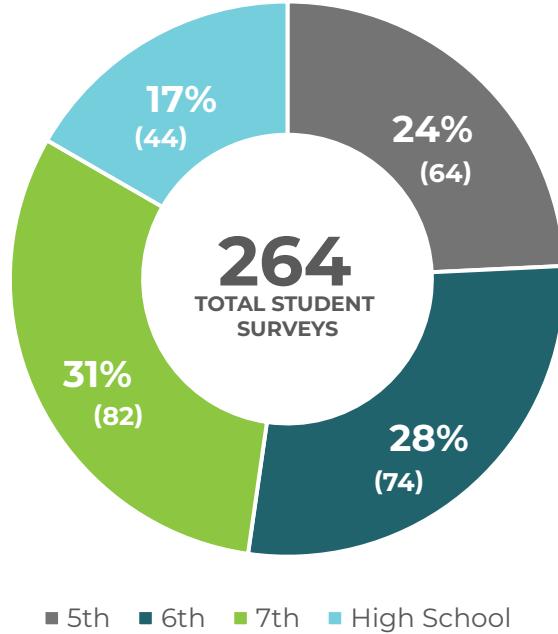
PARTICIPATION

Brooklyn City Schools Superintendent Caleris distributed the paper student surveys to selected teachers who dedicated class time to filling out the survey. A total of 264 completed student surveys were returned, and included responses from students in 5th, 6th, and 7th grades as well as High School students. The largest group of respondents were in 7th grade, and the smallest group of respondents were from the high school.

SURVEY FORMAT

The one-page survey contained five simple questions:

- 1) What do you like about living in Brooklyn? (open-ended)
- 2) What places do you like to visit? (multiple-choice)
- 3) Do you feel safe walking or biking in Brooklyn? (multiple-choice & open ended)
- 4) What activities, programs, or events do you wish were available in Brooklyn? (open-ended)
- 5) If you could improve one thing about Brooklyn, what would it be? (open-ended)



2025 BROOKLYN MASTER PLAN UPDATE - STUDENT SURVEY

The city of Brooklyn is updating its Master Plan and wants YOU to be involved in helping shape the city's future!

What is a City Master Plan?

A City Master Plan is a long-term Guide for how a community should develop in the years to come.

- It is based on a collaborative process that involves all community members and it expresses their shared values and goals for the community's future.
- It informs local leaders' decisions on key aspects of the community, such as neighborhoods, businesses, parks, streets, and services.
- It ultimately helps make a community be a great place to live, work, and play.

Your opinion matters!

You are an important member of the Brooklyn community. Your experiences, thoughts, and ideas. The impact and share with your city officials what you think about the city's future.

Survey Instructions:

- Your responses will remain anonymous. Please do not provide any personal information, such as your name or address.
- Please answer the questions honestly about your experiences around the city neighborhood.
- When you are done filling it out, please mail it back to the Brooklyn City Council.

Thank you for your participation!

2025 BROOKLYN MASTER PLAN UPDATE - STUDENT SURVEY

Your Grade:

1. What do you like most about living in Brooklyn?

2. Which places do you like to visit in Brooklyn? Please select all that apply.

John M. Coney Recreation Center Brooklyn Branch Public Library Brooklyn parks (Write in the park you visit most often)

Ridge Park Square (Restaurants, Shops, Movie Theatre, etc.) Other _____

3. Do you feel safe walking or biking in Brooklyn? Please explain in the lines below.

Yes Sometimes No

4. What activities, programs, or events do you wish were available in Brooklyn?

5. If you could improve one thing about Brooklyn, what would it be?

Brooklyn City Council **Brooklyn Economic Development Corporation**

Q1 WHAT DO YOU LIKE ABOUT LIVING IN BROOKLYN?

TOP THEMES

| | |
|---|---|
| 1. Lots of Destinations/ Things to Do | <ul style="list-style-type: none">▪ Respondents generally appreciated that there were a lot of things to do and places to go.▪ The places listed most were stores, restaurants, parks, and the library.▪ A few respondents mentioned the Recreation Center. |
| 2. Proximity/ Walking Distance | <ul style="list-style-type: none">▪ Respondents listed they liked that everything was close together or within walking distance.▪ Respondents liked being close to the school, destinations, and friends and family.▪ Some respondents described liking that the community was small. |
| 3. Community | <ul style="list-style-type: none">▪ Respondents generally stated they liked the community and described they liked that people were friendly/nice.▪ Respondents listed their friends and family.▪ High School respondents appreciated the diversity. |
| 4. Overall Safe and Nice Neighborhoods | <ul style="list-style-type: none">▪ Respondents described liking that there was a general sense of safety.▪ Respondents also described Brooklyn as calm, peaceful, quiet.▪ Some respondents mentioned liking the nice neighborhoods. |

Q 2 WHAT PLACES DO YOU LIKE TO VISIT?

Ridge Park Square was overwhelmingly the most popular place for respondents in 6th grade and above, with over 80% of respondents in each of these grades selecting it, whereas less than 60% of 5th grade respondents selected Ridge Park Square.

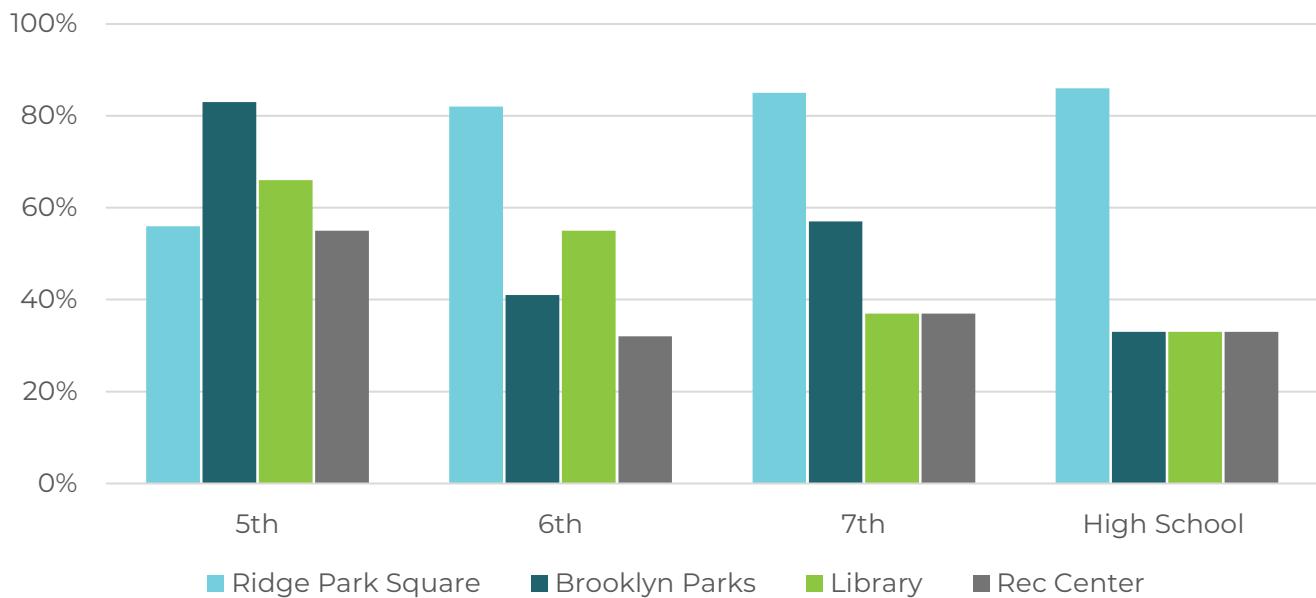
In comparison to the other grades, 5th grade respondents were more likely to like visiting Brooklyn parks and the Brooklyn Branch Public Library.

Brooklyn Parks was the most popular destination for 5th grade respondents, making up over 80% of their selections. It was also the second most popular

destination for 7th grade respondents. Across the grades, Marquardt Park and Memorial Park were the most listed.

The Brooklyn Branch Public Library was the second most popular destination for 5th grade and 6th respondents. It was tied for least popular for 7th grade and high school respondents.

The Brooklyn Recreation Center was the least liked among respondents of all grades.



Students were allowed to select one or more of the following answer choices: Ridge Park Square, Brooklyn Parks, Library, Recreation Center, Other. Only a few students filled out the "Other" answer choice, so it is not displayed in the graph. Students who selected "Brooklyn Park" were asked to write in the specific park they like. Percentages are based on the total number of respondents per grade: 5th grade (64), 6th grade (74), 7th grade (82), High School (44)

Q 3 DO YOU FEEL SAFE WALKING OR BIKING IN BROOKLYN?

Most respondents in 6th grade and above feel safe walking and biking in Brooklyn. In contrast, less than 50% of 5th graders feel completely safe, with 45% selecting they sometimes feel safe, which was strongly dependent on whether they were with a parent/adult.

For many respondents, the presence of other people made them feel safest including designated safety personnel (police and crosswalk guards), people they know (friends, family, neighbors), and generally friendly people in the community.

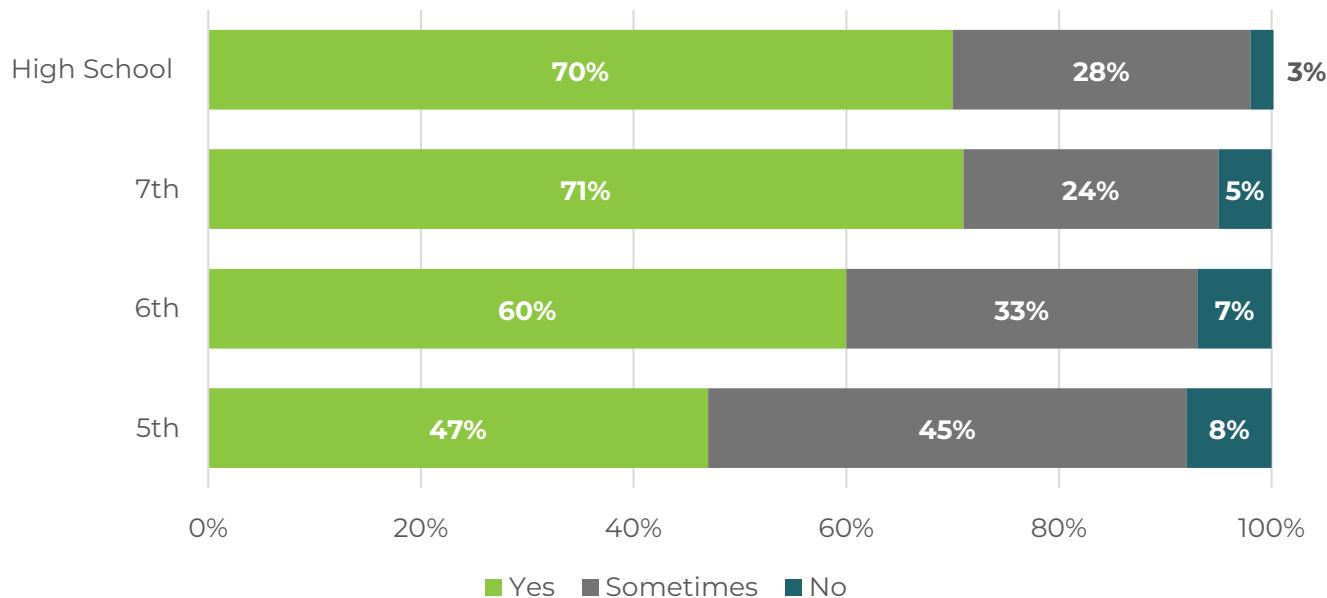
However, the most frequently cited and biggest negative influences on their sense of safety were traffic related. Some students even stated instances of nearly getting hit by a car.

Top Reasons For Feeling Safe

- General sense of safety or no negative experience
- Police presence
- Being accompanied by friends, parents, or adults
- Friendly and familiar people and neighbors
- Experience walking or biking frequently
- Presence of crosswalk guards

Top Reasons For Not Feeling Safe

- General fear or caution, especially when alone
- Traffic-related reasons (reckless and distracted driving, speeding, cars not stopping for pedestrians, crosswalk buttons not functioning)
- Incidents of being followed or watched going home or at the park
- Some places don't feel safe such as Biddulph Plaza or Ridge Road



Students were given the following answer choices: Yes, Sometimes, No. Students were then given space to explain their answer choice. Percentages are based on the total number of respondents per grade. Percentages are based on the total number of respondents per grade: 5th grade (64), 6th grade (74), 7th grade (82), High School (44)

Q 4 WHAT ACTIVITIES, PROGRAMS, OR EVENTS DO YOU WISH WERE AVAILABLE IN BROOKLYN?

TOP THEMES

| | |
|--|--|
| 1. Sports | <ul style="list-style-type: none">▪ More club sports were overwhelmingly desired by students of all grades.▪ The sports most listed include basketball, volleyball, soccer, swimming, tennis.▪ Other sports listed include gymnastics, golf, dance, baseball.▪ Some students described wanting more indoor facilities, specifically basketball and volleyball courts. |
| 2. Community-Wide Events | <ul style="list-style-type: none">▪ Respondents generally stated wanting to see more community events.▪ The most listed community events include fairs/festivals, holiday events, music/ concert events, drive-in movies. |
| 3. Places for Kids | <ul style="list-style-type: none">▪ Generally, respondents mentioned needing more places intended for kids, specifically for older kids/ teens.▪ Top desired places listed include water park/splash pad, mall, trampoline park, and gaming center.▪ Some respondents described a desire for existing places, like the library and the park, to be better programmed for kids. |
| 4. After-School Program & Clubs | <ul style="list-style-type: none">▪ Respondents (especially 5th and 6th grade respondents) desired more after school programs.▪ Some programs that were listed include: tech/coding, art, educational, cooking, and animal shelter volunteering. |

Q 5 Q.5 IF YOU COULD IMPROVE ONE THING ABOUT BROOKLYN, WHAT WOULD IT BE?

TOP THEMES

| | |
|---|---|
| 1. More Places or Things To Do | <ul style="list-style-type: none">▪ Respondents listed wanting more stores, restaurants, and experiential places like a trampoline park or gaming center.▪ Respondents wanted more things meant for kids such as after-school programs, events, and places.▪ High School respondents mentioned needing more spaces for teens that are free or reduced cost.▪ 6th and 7th grade respondents described wanting more parks or outdoor spaces. |
| 2. Improve Roads and Sidewalks | <ul style="list-style-type: none">▪ Respondents wanted roads and streets to be safer and cleaner by addressing speeding and potholes.▪ Respondents want better pedestrian safety by improving sidewalks, street lighting, and crosswalks.▪ Specific roads were listed as needing improvement such as Ridge (including Ridge Park Square intersection), Memphis and Tiedeman. |
| 3. Improve Safety | <ul style="list-style-type: none">▪ Respondents listed generally that safety was important to them.▪ Respondents wanted more police presence and some high school respondents wanted better police response time. |
| 4. Protect the Outdoors | <ul style="list-style-type: none">▪ 5th and 6th grade respondents wanted the city to be cleaner and for litter to be better managed.▪ Some high school respondents wanted better protection of natural areas and trees. |
| 5. Improve Existing Recreational Offerings | <ul style="list-style-type: none">▪ Respondents wanted the Recreation Center to be improved visually and to offer better programs and amenities.▪ 6th grade respondents wanted the parks to be improved visually and to offer better programs and amenities. |
| 6. Improve the School | <ul style="list-style-type: none">▪ Respondents generally listed wanting the school to be improved.▪ The most listed specific reasons included school lunches, High School A/C, and teachers & staff. |

