OVERVIEW

This memorandum summarizes the public engagement for the Enrich Marietta process to-date, including the outreach methods, engagement events, and related findings. Results for all activities and the Community Survey are included in the Appendix of this memorandum. Outreach and engagement is integral to the planning process to ensure the Downtown plan is rooted in the values and aspirations of the community. Marietta residents, employees, businesses, and visitors are invited to share their individual thoughts, throughout the Enrich Marietta process, to help shape a collective vision for the future. The feedback gathered from the public will be instrumental in shaping the outcomes of the Plan, including recommendations for future public projects and investments. In total, over 1,000 people were engaged through meetings, community events, and online activities.

OUTREACH & PUBLICITY

A variety of outreach methods were used to effectively communicate with the public on updates and opportunities to engage in the planning process. Public engagement opportunities were advertised digitally on the project website, the City website, and social media accounts, and in-person with paper flyers and at city events.

ENGAGEMENT

In lieu of a formal town hall setting, the planning team offered flexible, convenient community engagement opportunities by meeting community members at prominent City functions. Attendees of the events were presented information about the planning process and invited to participate in planning activities. Engagement activities included:

- **Like Best/Need Next**: What do you like best about Downtown? What does Downtown need next?
- **P-E-T Mapping Activity**: What places in the Downtown area are most appropriate for Preservation? Enhancement? Transformation?
- **Project Prioritization**: Which of the listed projects do you think should be a priority for Downtown?

Community members who did not attend the events were also able to submit ideas through the project website (EnrichMarietta.com) and community survey.

MARIETTA COLLEGE - 2/2/19
The planning team attended Marietta College’s Winter Weekend which hosted both Men’s and Women’s Basketball games as well as an Alumni basketball game on Feb. 2nd, 2019. In attendance were Marietta residents, visitors, past alumni, and college students.

ENGAGEMENT SUMMARY

<table>
<thead>
<tr>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>75+</td>
</tr>
<tr>
<td>First Friday</td>
</tr>
<tr>
<td>100+</td>
</tr>
<tr>
<td>Marietta College</td>
</tr>
<tr>
<td>25+</td>
</tr>
<tr>
<td>Harmar Neighborhood</td>
</tr>
<tr>
<td>828</td>
</tr>
<tr>
<td>Community Survey</td>
</tr>
</tbody>
</table>

“I WOULD LIKE TO SEE A STATE OF THE ART PLAYGROUND DOWNTOWN THAT WOULD ATTRACT TOURISTS TO THE WATERFRONT.”

Community Member, Harmar Elementary School Meeting
FIRST FRIDAY - 3/1/19
First Friday presented an opportunity to capture a wider audience of community engagement. The planning team set up tables at Marietta Brewing Company and Jeremiah’s Coffee House with information on the planning process and opportunities for to provide input for Downtown during the First Friday event on March 1, 2019.

HARMAR NEIGHBORHOOD - 2/17/19 & 3/13/19
In an effort to engage specifically with the Harmar neighborhood Downtown, Marietta Main Street and Enrich Marietta committee members hosted community meetings for Harmar residents. The first meeting was held at Harmar Elementary School on Feb. 17th, 2019 and the second was located at the West Side Carry Out, a local convenience store within Harmar Village on March 13th, 2019. Both meetings included opportunities for community members to participate in the planning process using the same activities as those offered at the First Friday and Marietta College event.

ENGAGEMENT RESULTS
Like Best/Need Next
All public engagement events provided an opportunity for community members to share their thoughts regarding the following questions:

• What do you like best about Downtown?
  » In general, activity participants identified community events, the friendly people, and the physical beauty of Downtown as characteristics they liked best.

• What does Downtown need next?
  » Respondents expressed a general desire for more entertainment options Downtown, enhanced street connectivity, better communication efforts from the City and businesses, and greater use of the riverfront.

Project Prioritization
Participants of the public engagement activities at First Friday and Harmar School gatherings were also asked to evaluate the initial priority projects identified by the steering committee and planning team. The project prioritization activity helped provide a greater understanding of what issues are most important to community members when considering the allocation of limited resources and funding. The top three priorities are provided below.

• Which of the identified projects do you think should be a priority?
  » Riverfront development: 19 votes
  » Complete streets / walkability: 10 votes
  » New / revitalized public spaces: 9 votes

P-E-T Mapping Activity
To help visualize the future of Downtown Marietta, the public was asked to place color-coded dots on a map to show places that they think need to be preserved, enhanced, or transformed. The following is a summary with results displayed in Figure 1-1.

• Areas to Preserve
  » Muskingum Park, Marietta College, the Levee near the Lafayette Hotel, the Peoples Bank Theatre, Front St., and Fort St.

• Areas to Enhance
  » Harmar Pedestrian Bridge, Ohio Riverfront Levee, Harmar Historic District, the Muskingum and Ohio Riverfronts

• Areas to Transform
  » Gateway into the Harmar Historic District, Ohio & Muskingum Riverfronts, Butler St. & Fourth St. intersection area, and Putnam St.
COMMUNITY SURVEY

In addition to the public engagement activities at community events, the public was invited to participate in a community survey. The survey, available online and as hard copies, asked questions related to identity & branding, housing, parks & public spaces, roadway improvements, and preferences on the future of growth and development. Survey results can be viewed in the Appendix of this memorandum. The majority of respondents live or work in the City of Marietta, but not in Downtown. Survey participants disproportionately represent homeowners, households with children, and females. Individual ages and household incomes were evenly distributed across the spectrum.

Survey participants generally believe that the City should prioritize Downtown revitalization and think there are several viable options to pursue that revitalization. In general, the community survey results reflect a desire for riverfront redevelopment, enhanced public gathering spaces, events and activities, and more residential options.

Q: How often do you visit Downtown?

- 20% A couple times a month
- 19% Once a week
- 51% 2+ times a week
- 9% A couple times a year

Q: What types of public/open space amenities would you like to see more of Downtown?

- Events: 83%
- Public seating / tables: 61%
- Trails and bike paths: 46%
- Water access: 44%
- Passive open space: 43%
- Recreational facilities: 40%
- Playground or play elements: 36%
KEY FINDINGS

In reviewing and analyzing the feedback from the community, the following key findings were developed and will be used to help guide the Plan recommendations including the projects, policies, and programs.

**KF1** - Residents and visitors place a high priority on downtown revitalization.

**KF2** - People value the riverfront and want it to be enhanced to improve access and enjoyment.

**KF3** - Existing programming downtown is well-liked but people would like to see additional events and activities.

**KF4** - General upkeep of roadways and building maintenance should be improved.

**KF5** - Additional restaurants and shopping downtown including availability outside of normal business hours is desired.

**KF6** - There is an interest in living downtown across all housing options.

**KF7** - There is a desire for more informal gathering areas for seating and outdoor dining. This could be in both public and private areas.

**KF3** - Increasing connectivity across all modes of travel is important.

**KF4** - Downtown is the cultural hub of the arts and historical assets.

**KF5** - Harmar and Harmar Bridge are priority areas for reinvestment.
PLAN OUTREACH
Public Engagement

- Project website
- First Friday flyers
- Project business cards
- Facebook posts/ad
- Attended local events/meetings
ENRICH MARIETTA DOWNTOWN PLAN

ENGAGEMENT SUMMARY
Public Engagement

• Community Survey - 828 responses
• First Friday - 75+
• Marietta College - 100+
• Harmar Neighborhood - 25+

ENGAGEMENT RESULTS
Public Engagement

• Like Best/Need Next: What do you like best about Downtown? What does Downtown need next?

• P-E-T Mapping Activity: What places in the Downtown area are most appropriate for Preservation? Enhancement? Transformation?

• Project Prioritization: Which of the listed projects do you think should be a priority for Downtown?
Public Engagement

What do you **like best** about Downtown?

- Community events (First Friday)
- The friendly people
- Physical beauty of Downtown (river, architecture, landscaping)
- Unique stores/restaurants

What does Downtown **need next**?

- More entertainment/recreation options
- Enhanced connectivity
- Greater use of the Riverfront
- More commercial uses (restaurants)
- Better property/street maintenance
- Parking
- Better communication efforts from the City and businesses
**P-E-T Mapping Activity:**
What places in the Downtown area should be *preserved*?

- Muskingum Park
- Marietta College
- Levee near the Lafayette Hotel
- Peoples Bank Theatre

**P-E-T Mapping Activity:**
What places in the Downtown area should be *enhanced*?

- Harmar Pedestrian Bridge
- Ohio Riverfront Levee
- Harmar Historic District
**ENGAGEMENT RESULTS**

**P-E-T Mapping Activity:**
What places in the Downtown area should be *transformed*?

- Gateway into the Harmar Historic District
- Ohio & Muskingum Riverfronts
- Butler St. & Fourth St. intersection area
- Putnam St.

*ENRICH MARIETTA DOWNTOWN PLAN*
**Project Prioritization:**
Which of the identified projects do you think should be a priority?

- Riverfront Development
- Complete Streets
- Public spaces

<table>
<thead>
<tr>
<th>Priority</th>
<th># of Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riverfront Development</td>
<td>19</td>
</tr>
<tr>
<td>Complete Streets And Walkability</td>
<td>10</td>
</tr>
<tr>
<td>New/Revitalized Public Spaces</td>
<td>9</td>
</tr>
<tr>
<td>Maintain And Grow Existing Programming</td>
<td>6</td>
</tr>
<tr>
<td>Improve parking and signage</td>
<td>5</td>
</tr>
<tr>
<td>Improve Traffic Flow Into Downtown from RT 7</td>
<td>4</td>
</tr>
<tr>
<td>Create upper-story living</td>
<td>3</td>
</tr>
<tr>
<td>Marketing &amp; Branding Plan</td>
<td>3</td>
</tr>
<tr>
<td>ADA Transition Plan</td>
<td>2</td>
</tr>
</tbody>
</table>

**Community Survey:**
- Open for two months
- 22 questions
- Majority of respondents live or work in the City of Marietta, but not in Downtown
- Ages and household incomes were distributed across the spectrum.
- Disproportionately represent homeowners, households with children, and females.

**828 TOTAL RESPONSES!**
Q: Do you currently live or work in the City of Marietta?

- 24% Both Live & Work in Marietta
- 35% Live in Marietta
- 19% Work in Marietta
- 23% Neither Live Nor Work in Marietta

Q: Do you currently live or work in Downtown Marietta?

- 5% Both Live & Work Downtown
- 12% Live in Downtown
- 61% Neither Live Nor Work in Downtown
- 22% Work in Downtown
- 19% Work in Downtown

Q: Do you own or rent a home?

- 72% Own
- 18% Rent
- 10% PNTA*

Q: What is your gender?

- 65% Female
- 32% Male
- 3% PNTA*

Q: How old are you?

- 19% 25-34
- 15% 35-44
- 7% 45-54
- 15% 55-64
- 18% 65+
- 7% Under 18
- 2% PNTA*

*PNTA: Prefer Not To Answer
**SURVEY RESULTS**

**Public Engagement**

**Q: Do you currently have children (<18) living in your household?**

- **No**: 67%
- **Yes**: 30%
- **PNTA***: 3%

Citywide, 23% of households include own children under 18.

**Q: Which category best describes your annual household income?**

- **Less than $25,000**: 8%
- **$25,000-$44,999**: 13%
- **$50,000-$74,999**: 14%
- **$75,000-$99,999**: 16%
- **$100,000-$124,999**: 13%
- **$125,000-$149,999**: 7%
- **$155,000+**: 11%

*PNTA: Prefer Not To Answer

**ENRICH MARIETTA DOWNTOWN PLAN**

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**SURVEY RESULTS**

**Public Engagement**

**Downtown as a destination**

**Q: How often do you visit Downtown?**

- **A couple times a month**: 20%
- **Once a week**: 51%
- **A couple times a year**: 9%
- **2+ times a week**: 19%

**Q: What are the primary reasons you visit Downtown? (select all that apply)**

- **Restaurants / Bars**: 82%
- **Entertainment /Events**: 64%
- **Retail**: 54%
- **Recreation**: 43%
- **I work here**: 28%
- **I live here**: 26%
- **Professional Services**: 18%
- **Government / Institutional**: 15%

**ENRICH MARIETTA DOWNTOWN PLAN**
**Image & Branding**

Q: Do you believe the Downtown has a distinct identity?

- 88% Yes
- 5% No
- 7% I don't know

Q: What do you believe the current identity of Downtown Marietta is?

- Small, quaint town
- Historic
- Charming, beautiful
- Welcoming, community-oriented
- Unique local shops
- Business-friendly
- Riverfront town
- Tourist destination

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**Survey Results**

Q: What would you like the identity of Downtown Marietta to be?

- Characterized by beautification improvements,
- Riverfront development,
- Enhanced commercial and recreation amenities,
- Historic preservation, and
- the Arts.

"A SAFE, WELCOMING PLACE FOR RESIDENTS AND VISITORS ALIKE. MAINTAIN THE HISTORY AND CHARM WHILE BUILDING THE INFRASTRUCTURE AND COMMUNITY TO SUPPORT IT."

-Community Survey Response

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**Project Prioritization**

Q: How much should the City prioritize Downtown revitalization? (0 indicating “Downtown revitalization is a low priority” and 5 indicating “Downtown revitalization is a high priority”).

Low Priority 0 1 2 3 4 5 High Priority

AVG. = 4.12

**Project Prioritization**

Q: Rate the following initiatives on how important they would be to the improvement of Downtown (0 is “not at all important” and 5 is “very important”).

<table>
<thead>
<tr>
<th>Priority</th>
<th>Avg. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redevelop the Riverfront</td>
<td>4.1</td>
</tr>
<tr>
<td>Maintain and grow existing programming</td>
<td>4.0</td>
</tr>
<tr>
<td>Improve property maintenance</td>
<td>4.0</td>
</tr>
<tr>
<td>Prioritize roadway improvements to make Downtown more walkable, bikeable, and ADA accessible</td>
<td>3.8</td>
</tr>
<tr>
<td>New/Revitalized public spaces</td>
<td>3.7</td>
</tr>
<tr>
<td>Improve parking signage and accessibility</td>
<td>3.5</td>
</tr>
<tr>
<td>Create upper-story living</td>
<td>3.2</td>
</tr>
<tr>
<td>Improve traffic flow into Downtown from I-77 along SR 7</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Top responses from in-person public engagement
SURVEY RESULTS
Public Engagement

Public Space & the Riverfront
Q: What types of public/open space amenities would you like to see more of Downtown?*
- Events: 83%
- Public seating / tables: 61%
- Trails and bike paths: 46%
- Water access: 44%
- Passive open space: 43%
- Recreational facilities: 40%
- Playground or play elements: 36%

Q: What types of public/open space amenities would you like to see specifically along the Riverfront?*
- Public seating / tables: 72%
- Trails and bike paths: 58%
- Events: 56%
- Passive open space: 52%
- Water access: 48%
- Playground or play elements: 27%
- Recreational facilities: 22%

* Respondents were able to select multiple responses.

SURVEY RESULTS
Public Engagement

Roadway Improvements
Q: Of the following public roadway improvements, which three would you consider the most important for Downtown streets? (Select your top 3)
- Landscape Median: 32%
- Bump-out: 8%
- Improved Crosswalks: 36%
- Patio Seating: 59%
- Public Art: 43%
- Wayfinding: 32%
- Bike Lanes: 26%
- Street Furniture: 53%

ENRICH MARIETTA DOWNTOWN PLAN
**Housing**

Q: If your preferred choice of housing were available, would you consider living Downtown or within walking distance?

- Yes: 71%
- No: 12%
- I don't know: 16%

Q: Would mixed-use, 2nd and 3rd floor “loft-style” residential living above commercial spaces increase your interest in living Downtown?

- Yes: 49%
- No: 35%
- I don't know: 16%

Q: If you were looking to move into Downtown, or within walking distance, which would you consider as a potential housing option?

- Single-family home: 63%
- Condominium: 41%
- Apartment: 35%
- Duplex/Townhome: 33%

**Business**

Q: What additional types of businesses would you like to see Downtown?

- Specialty food / beverage (e.g. coffee shop): 72%
- Local, family-owned shops: 58%
- Experience-based (e.g. classes): 56%
- Personal services (e.g. hair salon): 52%
- Educational / Institutional: 48%
- Childcare services: 27%