

# Market Card Engagement Activity

In-Person Results from 3/27/2024 activity

## Engagement Overview

On March 27, 2024, the client team hosted a community engagement event at the Haggerty Family Events Center on the future planning of the Erie 12th Street Corridor. Nearly 70 individuals attended, including representatives from local news, city council, business owners, and community groups. The aim was to gather stakeholder input on potential business and development opportunities to improve the corridor, particularly at its key entry points.

The event featured a **Market Card activity led by Fourth Economy, an economic development consulting firm**, designed to facilitate discussion on various development options through a scoring system where 1 indicated least desired outcomes and 5 indicated most desired outcomes.

The agenda for the two-hour event started with registration and introductions, followed by an explanation of the Market Card Activity. This activity encouraged participants to discuss and prioritize different types of businesses and improvements for the corridor. Using market cards and fact sheets, attendees discussed various options, ranging from new business types to improvements in infrastructure and public spaces. Each card was debated in terms of its current relevance, necessity, and desirability, then scored on a scale from 1 to 5. The event concluded with groups sharing their findings and discussing the next steps in integrating these preferences into the Erie 12th Street Corridor's strategic plan. This process was aimed at ensuring the planning efforts were aligned with community needs and had a tangible impact on the corridor's development.

## Overall Averages by Category from Most Wanted to Least Wanted

- Quality of Place: Average score of 3.76
- Food and Entertainment: Average score of 3.28
- Innovation/Entrepreneurship: Average score of 3.13
- Sustainability: Average score of 2.96
- Goods/Services: Average score of 2.10
- Health and Wellness: Average score of 1.53

## Overall Order of Scoring from Most Wanted to Least Wanted

- Bike Lanes, Street Scaping, Streetscape Lighting (Quality of Place) - 5.0
- Community Garden (Quality of Place) - 4.14
- Movie Theater/Entertainment (Food and Entertainment), EV Charging (Sustainability) - 4.1
- Restaurant (Food and Entertainment), Food Truck Park (Quality of Place) - 3.9

- Public Art, Shared Community Space, Transit Hub (Quality of Place) - 3.6
- Grocery (Food and Entertainment), Makerspace/Innovation Lab (Innovation/Entrepreneurship) - 3.4
- Museum/Cultural Center, Artisan Market, Daycare (Quality of Place), Community Tech Hub (Innovation/Entrepreneurship) - 3.3
- Deli (Food and Entertainment) - 3.0
- Public Trails Info Center, Bike Rental, Outdoor Gear (Goods/Services), Green Tech Showcase, Urban Tree Nursery (Sustainability) - 2.9
- Co-Working Space (Innovation/Entrepreneurship) - 2.7
- Farmer's Market, Ethnic Grocery Store (Food and Entertainment), Sustainable Living Workshops (Sustainability) - 2.6
- Alcoholic Beverages (Food and Entertainment), Lawn/Garden Nursery (Goods/Services) - 2.4
- Theater/Performing Arts (Quality of Place), Zero-Waste Store (Sustainability) - 2.3
- Bakery, Tea/Coffee/Book Store (Food and Entertainment), Fitness Park (Health and Wellness) - 2.1
- Clothing/Apparel, Dry Cleaner, Hardware Store (Goods/Services) - 2.0
- Fitness/Wellness Center (Health and Wellness) - 1.9
- Barber Beauty Salon Spa (Health and Wellness), Vehicle Repair Shop (Goods/Services) - 1.6
- Yoga and Mindfulness Center (Health and Wellness) - 1.3
- Pet Supplies/Grooming (Goods/Services) - 1.0

## Categories (Ordered by Priorities' Averages)

### Food and Entertainment

- Movie Theater/Entertainment - 4.1
- Restaurant, Tea/Coffee/Book Store - 3.9
- Grocery - 3.4
- Deli - 3.0
- Farmer's Market, Ethnic Grocery Store - 2.6
- Alcoholic Beverages - 2.4
- Bakery, Tea/Coffee/Book Store - 2.1
- Health and Wellness
- Fitness Park - 2.1
- Fitness/Wellness Center - 1.9
- Barber Beauty Salon Spa - 1.6
- Yoga and Mindfulness Center - 1.3

### Quality of Place

- Bike Lanes, Street Scaping, Streetscape Lighting - 5.0
- Community Garden - 4.14

- Food Truck Park - 3.9
- Public Art, Shared Community Space, Transit Hub - 3.6
- Museum/Cultural Center, Artisan Market, Daycare - 3.3
- Public Trails Info Center - 2.9
- Theater/Performing Arts - 2.3

## Goods/Services

- Bike Rental, Outdoor Gear - 2.9
- Lawn/Garden Nursery - 2.4
- Clothing/Apparel, Dry Cleaner, Hardware Store - 2.0
- Vehicle Repair Shop - 1.6
- Pet Supplies/Grooming - 1.0

## Sustainability

- EV Charging - 4.1
- Green Tech Showcase, Urban Tree Nursery - 2.9
- Sustainable Living Workshops - 2.6
- Zero-Waste Store - 2.3
- Innovation/Entrepreneurship
- Makerspace/Innovation Lab - 3.4
- Community Tech Hub - 3.3
- Co-Working Space - 2.7

## Overall Community Prioritization

The community's top priorities are centered around the **"Quality of Place"** category, underlining a compelling interest in developments that enhance the area's aesthetic appeal and environmental sustainability. High valuations for Bike Lanes, Street Scaping, and Streetscape Lighting signal a unified demand for infrastructure improvements that foster a safer, more walkable, bike-friendly environment. These elements and a marked focus on Community Gardens and EV Charging stations showcase the community's dedication to sustainable living practices. Additionally, there's a consensus that initiatives like facade improvement, enhanced sidewalks, and wayfinding signage are critical initial steps to invigorate the corridor, attract investors, and lay the groundwork for a transformative project. This underscores the necessity for a bold vision to rally the city's political support and ensure a stable, consistent effort toward realizing these community goals.

Following closely, the **"Food and Entertainment"** category shows a high demand for diverse and quality culinary experiences alongside engaging entertainment options, with Movie Theaters/Entertainment venues and Restaurants leading the preferences. This indicates a desire for the corridor to be a social and cultural activity hub, fostering community cohesion and attracting visitors.

**"Innovation/Entrepreneurship" and "Sustainability"** categories underscore the community's forward-looking stance, prioritizing spaces for creativity, collaboration, and green technologies. This aligns with a broader vision of fostering a culture of innovation and environmental stewardship within the corridor.

**Though ranking lower in overall prioritization, the "Goods/Services" and "Health and Wellness" categories** still reflect essential community needs. Preferences for bike rentals and outdoor gear, alongside wellness centers and parks, suggest a community that values health, outdoor activities, and practical services to support daily living.

## Category Summaries

**Quality of Place:** The community's vision for Quality of Place centers around creating a safe, attractive, and environmentally friendly area. Investments in bike lanes, street lighting, and green spaces are crucial to this goal.

**Food and Entertainment:** There is a strong appetite for enhancing the corridor's culinary and entertainment landscape, with a particular emphasis on creating spaces that offer diverse food options and social entertainment activities.

**Innovation/Entrepreneurship:** The support for maker spaces, community tech hubs, and co-working spaces indicates a desire to cultivate a dynamic corridor that encourages creativity, learning, and business development.

**Sustainability:** Priorities in sustainability focus on integrating green technology, supporting electric vehicles, and promoting sustainable living practices, underscoring the community's commitment to environmental health and future-proofing the corridor.

**Goods/Services:** Preferences in goods and services reflect the community's practical needs, focusing on enhancing outdoor activities and providing essential services that support the local population's daily requirements.

**Health and Wellness:** Though ranked lowest, the emphasis on fitness and wellness facilities illustrates an underlying concern for the physical and mental health of the community, indicating a holistic approach to the corridor's development.

## Feedback from the Community

The community's feedback on the future of the Erie 12th Street Corridor presents a unified call for a bold vision that can transform the area into a vibrant, sustainable, and inclusive urban space. A central theme is the necessity of a consistent and reliable city government capable of backing this vision with the requisite political will and resources. This support is deemed essential for the vision's realization and maintaining momentum through consistent city staffing and policy backing.

A significant priority identified is beautifying the corridor, which is seen as fundamental to making the area more attractive to investors. This includes immediate improvements such as facade enhancements, the introduction of green spaces, and the development of pedestrian-friendly sidewalks, collectively contributing to a more appealing urban environment.

The feedback emphasizes a holistic approach to the corridor's redevelopment, addressing various urban living and infrastructure aspects to ensure a comprehensive transformation. Currently, the street is viewed as unsafe for multi-modal transportation, highlighting an urgent need for infrastructure that can safely support various modes of transport, including walking and biking.

Key to the success of this vision is the implementation of bike lanes and the planting of trees, which not only contribute to the corridor's environmental goals but also enhance its aesthetics and usability for residents and visitors alike. Moreover, the support and inclusion of existing city businesses in the redevelopment process are critical, ensuring that the corridor's growth benefits the current economic ecosystem and fosters a sense of community ownership and involvement in the transformation.

This vision incorporates the acknowledgment of the corridor's current challenges, including safety concerns for pedestrians and cyclists, the absence of greenery, and the need for a more welcoming and inclusive environment. Addressing these issues head-on, with a clear and ambitious vision supported by a committed city government, is crucial for the corridor's successful redevelopment.