

CASCADE COMMUNITY VISION

COMMUNITY OUTREACH SUMMARY

OVERVIEW

1/7/2019

Cascade Charter Township began an update to its master plan in the summer of 2018 coined "Cascade Community Vision." The following summary contains the synthesized input gathered from the Kent District Library Summer Events, online web mapping tool, online survey, and the Cascade Community Design Day.

37,535
REACHED VIA FACEBOOK
FOR THE SURVEY

The advertisement on Facebook for the Community Survey reached 37,535 people

10,976
REACHED VIA FACEBOOK
FOR THE DESIGN DAY

The advertisement on Facebook for Design Day reached 10,976 people

6,715
NEWSLETTERS
DISTRIBUTED

An article in the township newsletter was distributed to 6,715 people and sent to every residential address in the Township

576
CLICKS VIA FACEBOOK
FOR THE SURVEY

The Community Survey received 576 link clicks from Facebook users

509
SURVEY
PARTICIPANTS

509 people participated in the online community survey, which was available from August through November

284
WEBSITE
PAGE VIEWS

284 individual website page views were recorded between July and December

202
WRITTEN OUTREACH
COMMENTS

202 written comments were collected through the KDL Outreach and Community Design Day

172
DOT ACTIVITY
VOTES

172 votes were tallied from the Community Design Day

152
RESPONSES ABOUT THE
DESIGN DAY

152 responses were collected from Facebook users about the Community Design Day

58
DIGITAL MAPPING
COMMENTS

58 comments were added to the online interactive comment map

12
HOURS OF DESIGN DAY
ENGAGEMENT

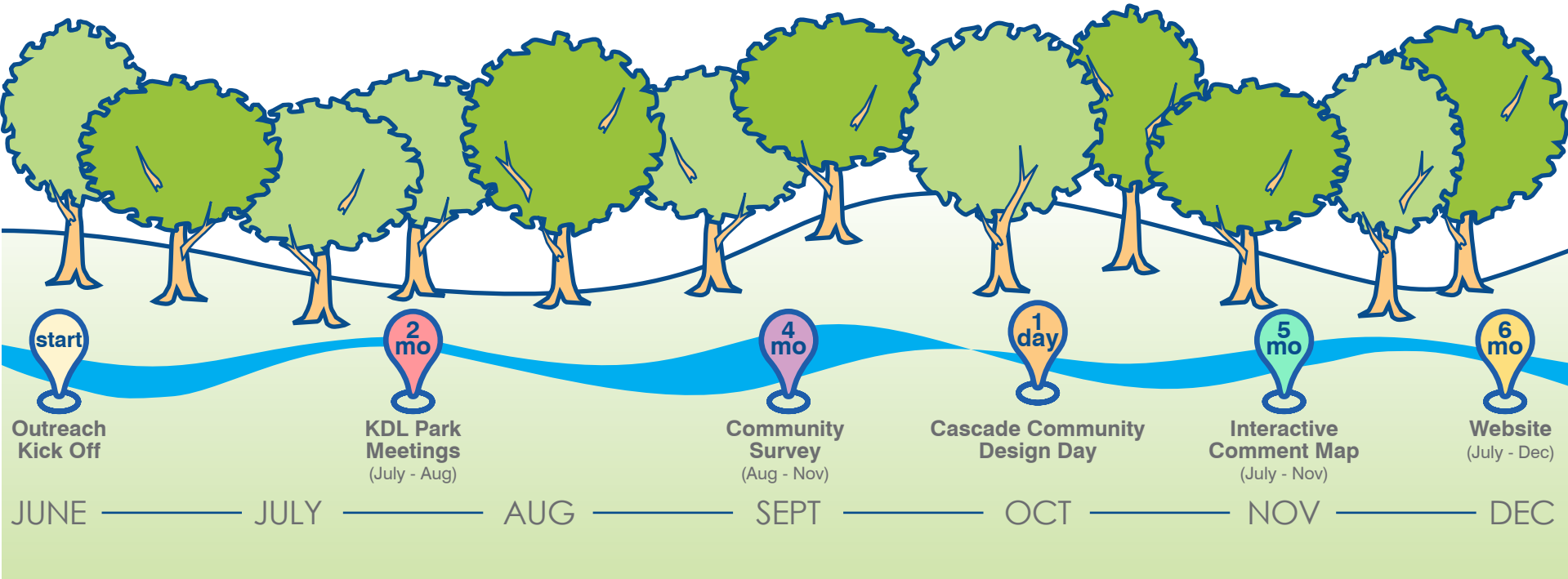
The Cascade Design Day lasted for 12 hours, employing 8 members of the consultant team and 3 township staff members

3
SUMMER CONCERT
OUTREACH EVENTS

Outreach stations were set up at 3 Kent District Library (KDL) Summer Concert Series events

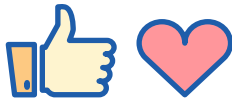
COMMUNITY OUTREACH TIMELINE

In an effort to engage the community in the master planning process, Cascade Charter Township offered several types of engagement activities across multiple platforms to gather valuable participant input. This process began with a project Kick Off in June, and was followed by three in person Kent District Library Summer Events in July and August. The gathering of feedback continued through an online community survey, a community open house Design Day held on October 16th, and the development of an online web mapping tool and website.



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COMMENT CATEGORY:



= Township Assets

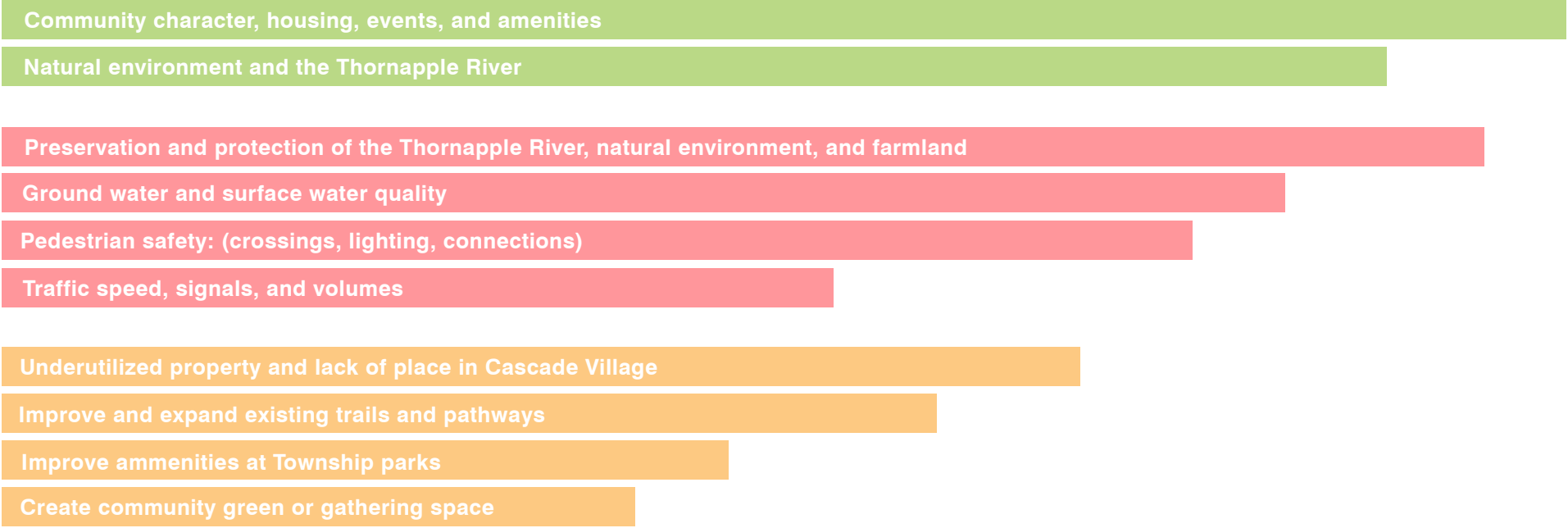


= Township Opportunities



= Township Concerns

TOP TOWNSHIP ASSETS, OPPORTUNITIES, AND CONCERNS BY COMMENT FREQUENCY



SYNTHESIZED FREQUENT COMMENT HEAT MAP

