

Survey Says, Go Green.



**CARTER
ROAD PARK**

**Hannah Huston
Katherine Villinski
Manny Zeitlin**



**Department
of State**

Our goal:

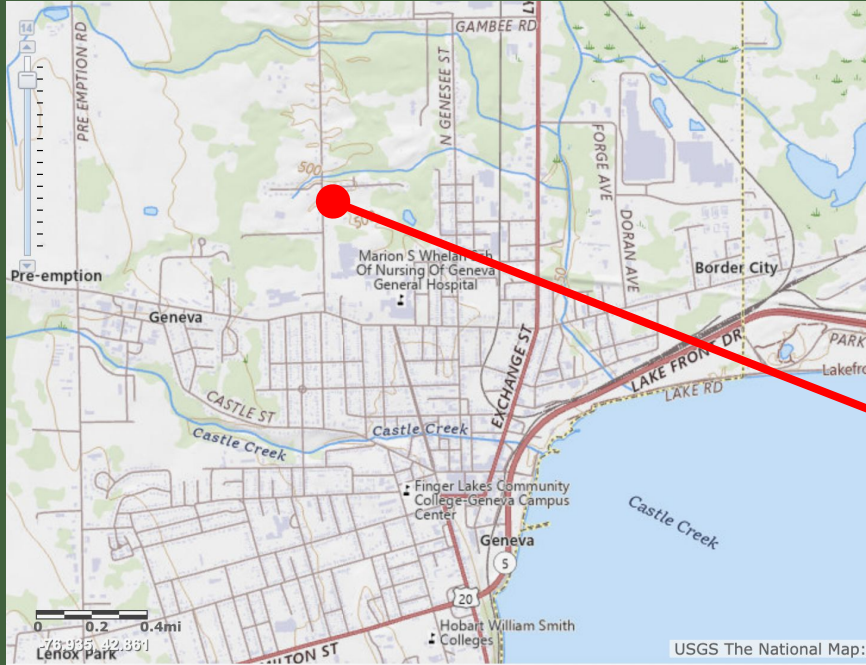
**Collect community feedback for the
Carter Road Park Project proposal,
in order to create a space that
protects Marsh Creek headwaters
AND serves the community**



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YORK
STATE

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Where is it?



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The Team:

Task 1: Community Planning Team (HWS ES Capstone)

Urban Design (Allie and Roberto)

Natural Design (Abigail and Lewis)

Community Engagement and Input



Task 2: Data Acquisition Team

Task 3: Professional Planning and Engineering Team



An Ecological Opportunity...

Marsh Creek subwatershed has become highly susceptible to localized flooding, with a 23% increase in phosphorus loading.

Developing a land parcel at the headwaters offers an opportunity to address these water quality issues.

Subwatershed	Current Phosphorus Load (lbs)	Projected Load Increase from Climate (%)
Headwaters Catherine Creek	16,751	15%
Sleeper Creek-Catherine Creek	18,992	17%
Seneca Lake Inlet	18,424	16%
Hector Falls Creek-Seneca Lake	12,495	16%
Big Stream	19,713	15%
Rock Stream-Seneca Lake	15,684	15%
Breakneck Creek-Seneca Lake	9,876	18%
Indian Run-Seneca Lake	8,994	16%
Mill Creek-Seneca Lake	27,768	19%
Indian Creek-Seneca Lake	6,949	27%
Kashong Creek	19,706	26%
Wilcox Creek-Seneca Lake	6,907	24%
Reeder Creek Subbasin	3,931	9%
Wilson Creek-Seneca Lake	21,845	24%
Castle Creek Subbasin	2,962	25%
Castle Creek-Seneca Lake	12,920	23%

Table 30: Target Phosphorus Load Reductions (Seneca-Keuka Watershed Nine Element Plan for Phosphorus; August 2022)



A Community-building Opportunity...

Due to its proximity to multiple educational institutions (e.g. Boys and Girls Club, Geneva High School, etc.), as well as the upcoming mixed-income housing situated on the adjacent land parcel, the Carter Road land parcel **receives large amounts of foot traffic in the demographic of K-12**

Developing a public park at this location offers an opportunity to prioritize the needs of the Geneva community and capitalize on the green space.




BOYS & GIRLS CLUB



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IRB PROPOSAL

Required document for research involving human subjects - detailing our survey methods, consent forms, focus group questions, and survey questionnaire



Completion Date 06-Feb-2023
Expiration Date 06-Feb-2026
Record ID 54239457

This is to certify that:

Hannah Huston


Has completed the following CITI Program course:

IRB Members - Basic/Refresher
(Curriculum Group)
HWS IRB Members - Basic/Refresher
(Course Learner Group)
1 - Basic Course
(Stage)

Under requirements set by:


Hobart and William Smith Colleges

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Completion Date 06-Mar-2025
Expiration Date 06-Mar-2028
Record ID 68392702

This is to certify that:

Emanuel Zeitlin


Has completed the following CITI Program course:

IRB Members - Basic/Refresher
(Curriculum Group)
HWS IRB Members - Basic/Refresher
(Course Learner Group)
1 - Basic Course
(Stage)

Under requirements set by:


Hobart and William Smith Colleges

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Completion Date 06-Mar-2025
Expiration Date 06-Mar-2028
Record ID 68392237

This is to certify that:

Katherine Villinski


Has completed the following CITI Program course:

IRB Members - Basic/Refresher
(Curriculum Group)
HWS IRB Members - Basic/Refresher
(Course Learner Group)
1 - Basic Course
(Stage)

Under requirements set by:

Hobart and William Smith Colleges

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What we created: Survey Questionnaire

Compulsory questions related to participant demographics were followed by ‘select all that apply’ questions related to:

- **Signs**
- **Opportunities for involvement**
- **Incentives**
- **Barriers**
- **Transportation**
- **Visit frequency**
- **Safety**
- **Preferences regarding natural/recreational/sustainable features**



What we created: Survey Questionnaire

Questions 15 - 20

Please rank the following potential park amenities based on your likeliness of use (1 being most likely to use, 6 being the least likely to use):

	1 (most likely to use)	2	3	4	5	6 (least likely to use)
Hiking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paved walkways/bikepaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports facility (e.g. court)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor education classroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 21

What factors might discourage/prevent you from visiting the CR-parcel? Please check all that apply.

- Lack of transportation
- Poor weather (e.g. lack of covered structures)
- Limited parking
- Limited time
- Inadequate accessibility
- Lack of sidewalks leading up to the park
- Other:

Question 26

Which opportunities for involvement would you be interested in? Please check all that apply.

- Community garden
- Art installation (e.g. community mural project)
- Volunteer days (e.g. park cleanup events)
- Partnering with local organizations
- Other

Question 27

Which types of information would you like to see on park signs? Please check all that apply.

- Welcome messages
- Trail markers that provide directions, distances, difficulty levels, etc.
- Historical and cultural information
- Maps detailing the park layout, restrooms, emergency points, etc.
- Event information
- Educational signs explaining natural features of the park
- Educational signs explaining present plant species within the park
- Rules and regulations
- Other



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What we created: Postcard design

You're invited:

Design your community park!

[Insert survey QR code here]

SURVEY

[Insert focus group QR code here]

FOCUS GROUP

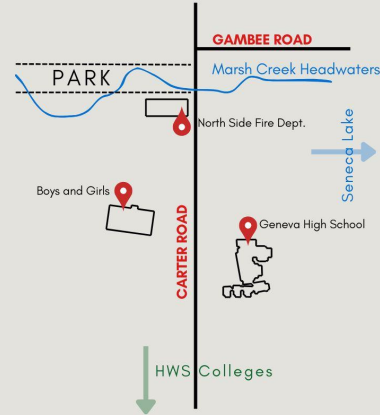
Who: You! We want your feedback!

What: *New* Marsh Creek Headwater Park

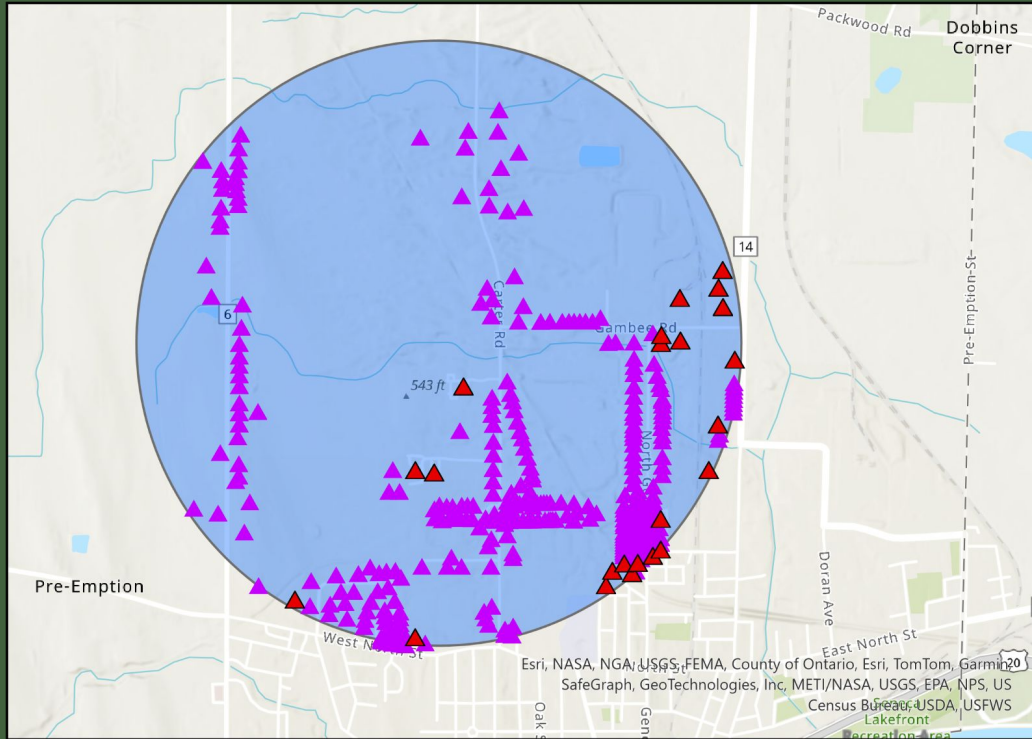
Where: Carter Road (see back)

When: Survey submissions needed in 2 weeks

Comments or concerns?
Contact Katherine Villinski
[@katherine.villinski@hws.edu](mailto:katherine.villinski@hws.edu)

Three horizontal lines on a light green background, intended for writing a message on the postcard.

Initial Sampling



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Focus Groups

Participants will either sign-up digitally, via QR code, or in person at local events

At a later date, they will take part in an in-person or virtual group discussion of survey questionnaire responses and related follow-up questions

JOIN THE CONVERSATION

Focus group participants needed!

Join us for a focus group discussion of the upcoming Carter Road Park!

8 individual focus groups will be held during free class periods over Zoom, led by HWS students

DATES TBD



HOBART AND WILLIAM SMITH COLLEGES



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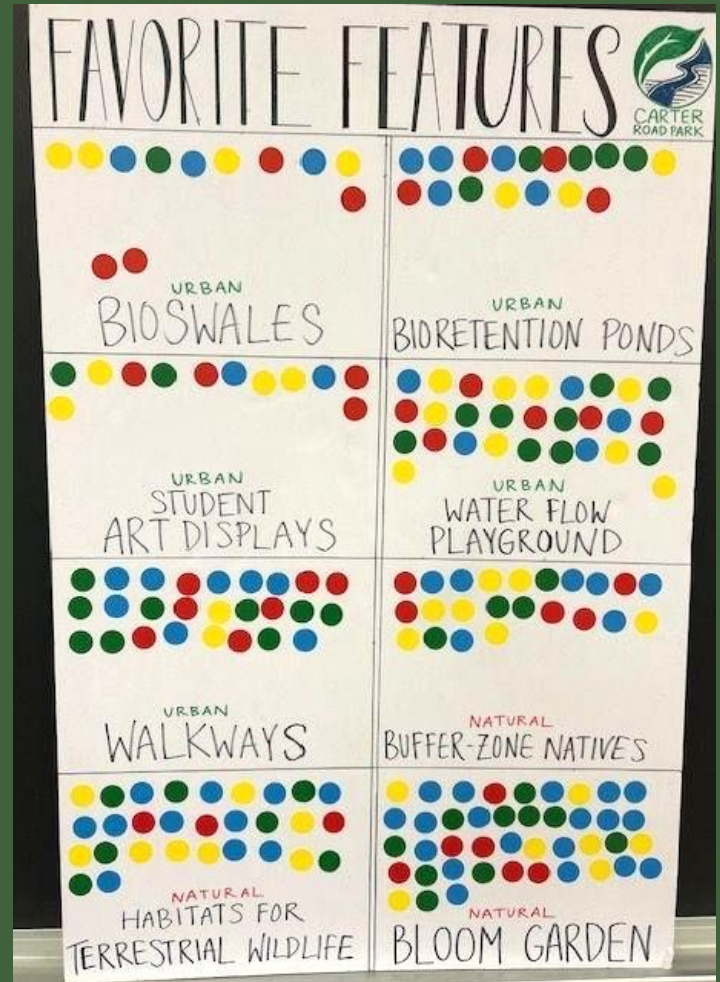
Geneva HS Faculty Focus Group Sign-up flyer



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HWS Day and Mission Zero Data

Combined sticker survey results from HWS Day tabling (4/23) and Mission Zero tabling (4/26)



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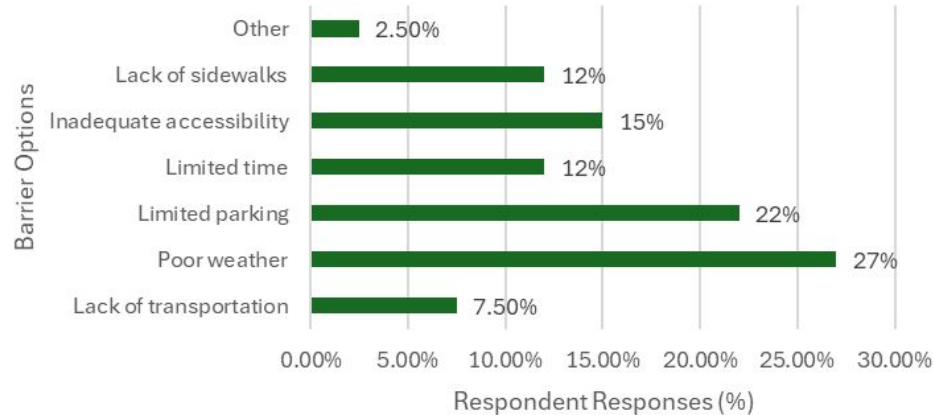
Survey respondent data

Park Signage

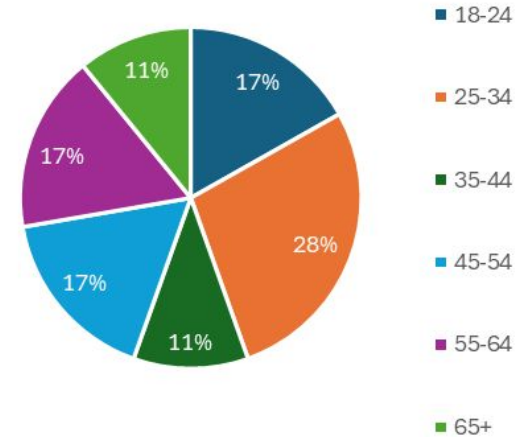


Survey respondent data

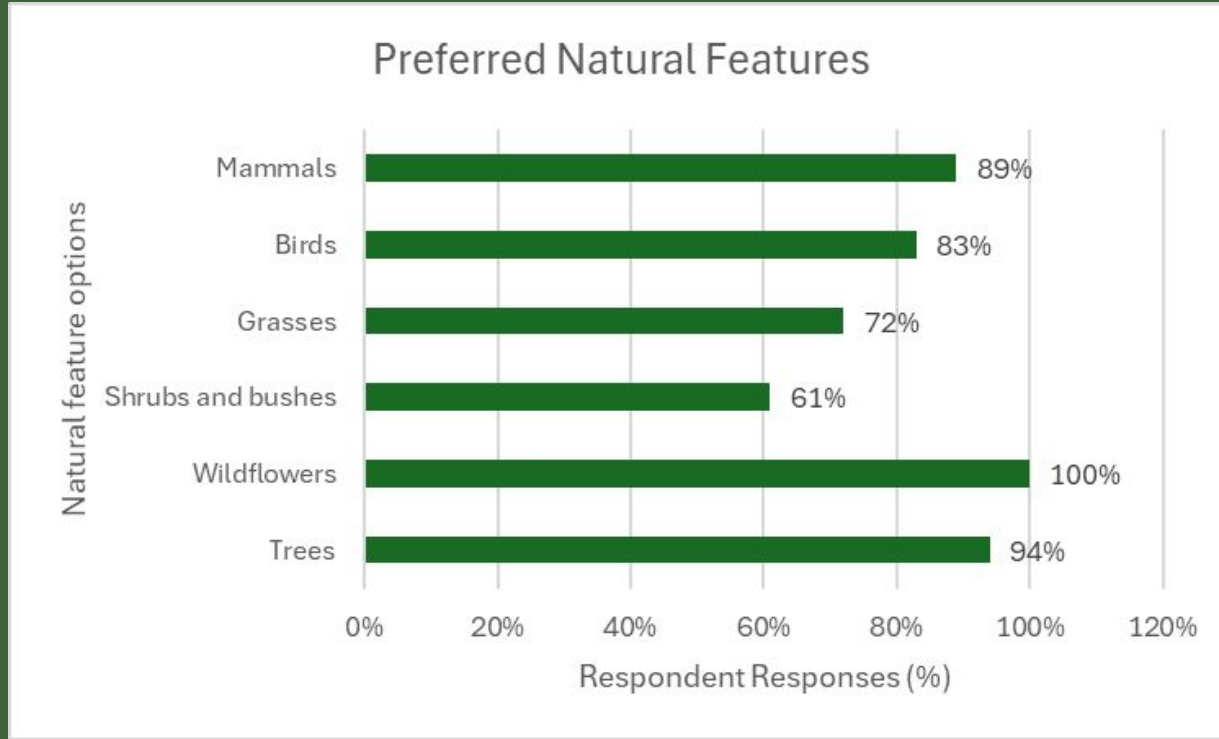
Factors that might discourage/prevent CR-park visitation



Age



Survey respondent data



So what?

Prioritizing and implementing the feedback and opinions of our community members makes clear our dedication to creating a space **by and for Geneva residents**. Our work will reflect their values and beliefs, their families and lifestyles, and the diverse utilities of a green space.

Our data collection aims to cover all areas of potential park use, to ensure Carter Road Park's ability to be a **resource for as many residents as possible, current and future.**



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From here to where? (next steps)

As part of Task 2: Data Acquisition Team...

- Our **survey questionnaire** will be reactivated by the CRPP Team Leaders, namely Ian Smith, as/when deemed necessary, with appropriate modifications as development plans change
- **Focus groups** will similarly be held by CRPP members in-person at the Boys and Girls Club or virtually (GHS)
- **Trends** in our collected data will be noted and considered going forward

THANK YOU

Ian Smith:
Finger Lakes Institute (FLI) Steward

Eric Rauscher:
Chairman of Geneva Town Planning Board

HWS Print Services

Boys and Girls Club Staff

Geneva High School Faculty

Environmental Studies Capstone
classmates and Professor Kinne

Survey and focus group participants



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Sources Cited

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