

# Franklin Park Master Plan Survey

**May, 2020**

Survey released January 15, 2020 and closed April 13, 2020

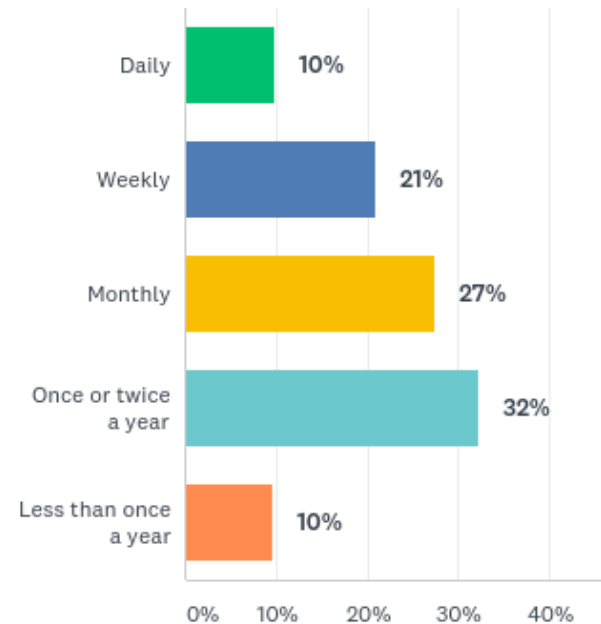
# 6121 Total Responses

Complete Responses: 4932

## Q1+2: Have you been to Franklin Park? If so, how often do you visit?

Answered: 5,552 Skipped: 569

ANSWER CHOICES	RESPONSES
I've only been to the Park	11%
I've only been to the Zoo	3%
I've been to both the Park and the Zoo	83%
No	2%
TOTAL	



### Q3: When do you come to Franklin Park? Select all that apply.

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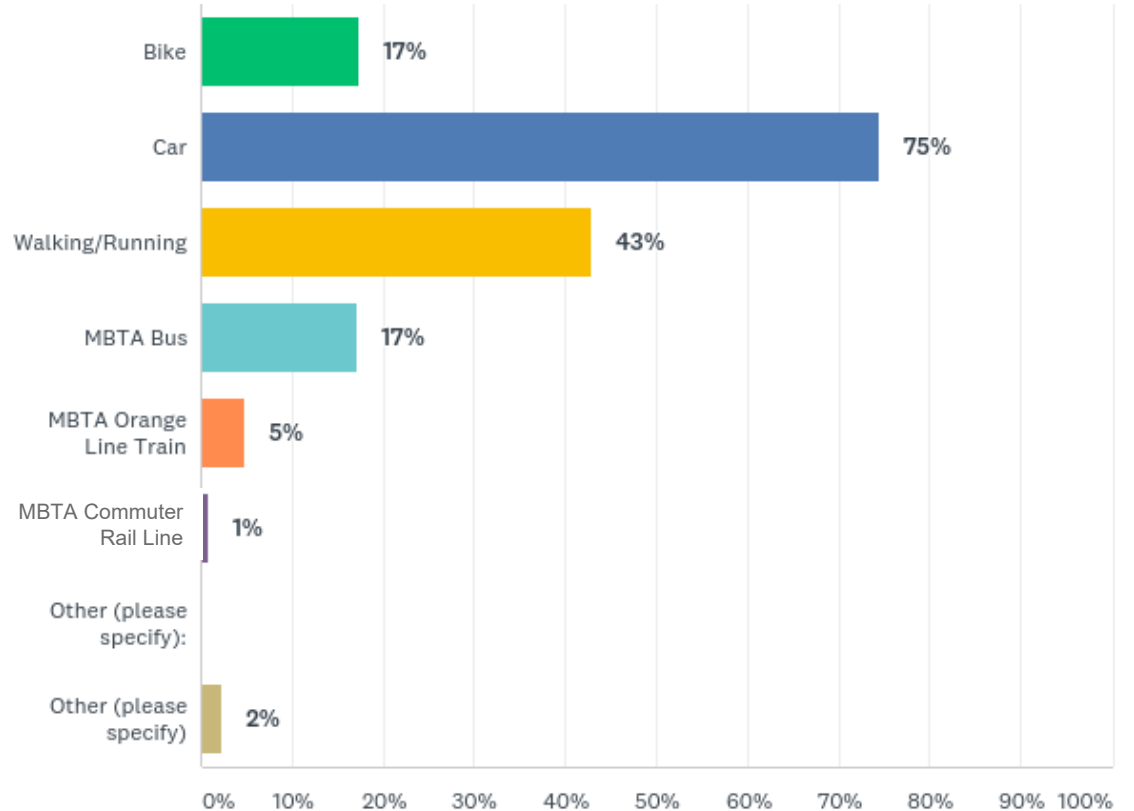
Answered: 5,552 Skipped: 569

ANSWER CHOICES	RESPONSES	
Morning	56%	3,117
Afternoon	74%	4,084
Evening	40%	2,207
Winter	28%	1,553
Spring	73%	4,066
Summer	86%	4,781
Fall	63%	3,484
Total Respondents: 5,552		

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## Q4: How do you typically get to Franklin Park? Select all that apply.

Answered: 5,552 Skipped: 569



## Q5: Which side of the park do you usually enter from? Select all that apply.

Answered: 5,511 Skipped: 610

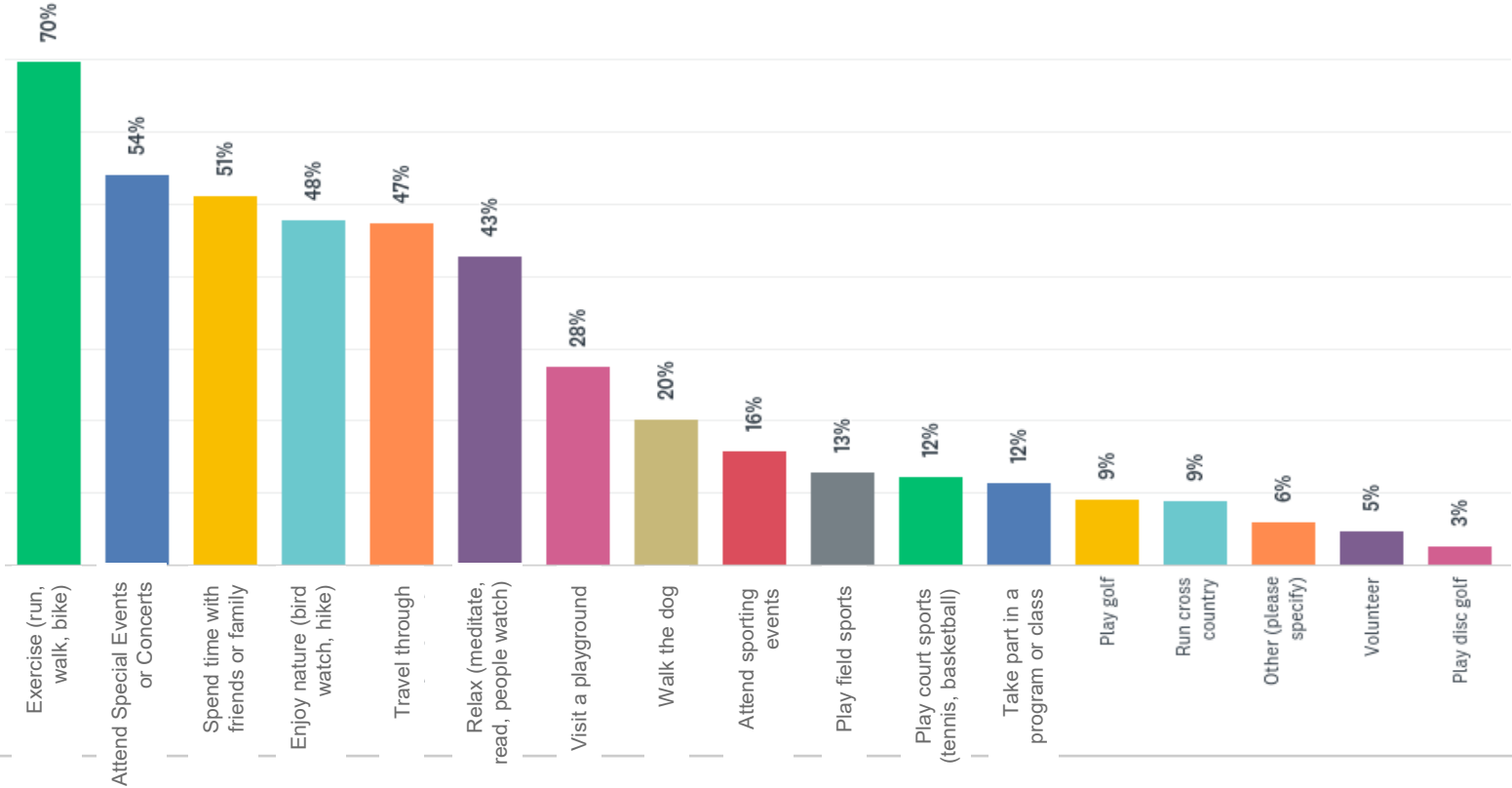
ANSWER CHOICES	RESPONSES	
Seaver Street	27%	1,504
Blue Hill Avenue	62%	3,422
American Legion Highway	26%	1,455
Morton Street *	23%	1,295
Forest Hills Street	34%	1,888
Walnut Avenue	21%	1,150
Arborway *	17%	920
Total Respondents: 5,511		

**Blue Hill Avenue** is by far the most used entrance to Franklin Park by survey respondents.

\*Morton Street and Arborway share an entrance.

# Q6: What do you typically do at Franklin Park? Select all that apply.

Answered: 5,453 Skipped: 668



## Q7: Which special events or festivals do you attend?

Answered: 2,908 Skipped: 3,213

**Kite Festival (19%)**

**Juneteenth (14.9%)**

Concerts (12.1%)

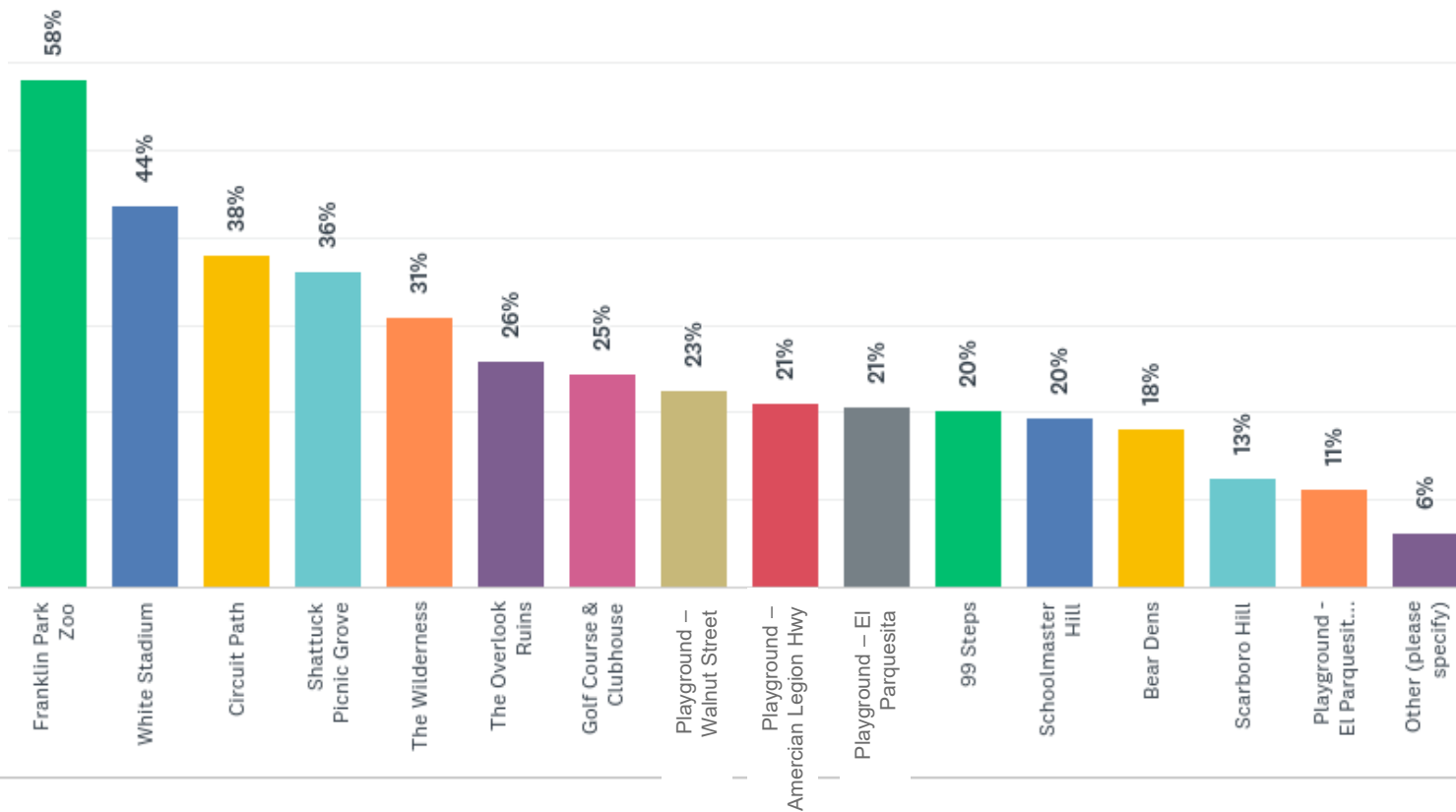
Elma Lewis Playhouse (5.8%)

Caribbean Festival (5.8%)



## Q8: Which places do you visit most often in Franklin Park? Select all that apply.

Answered: 5,299 Skipped: 822





## Q9: What do you appreciate most about Franklin Park? Select all that apply.

Answered: 5,245 Skipped: 876

Walking and hiking paths	73%	3,804
Access to nature	70%	3,650
Proximity to where I live	64%	3,352
Opportunities to gather with friends / family	59%	3,081
Park size	58%	3,036
Views	52%	2,745
Special events and performances	49%	2,563
Mature trees	47%	2,478
Historic features	46%	2,391
Wildlife	42%	2,218
Active recreation opportunities	42%	2,204
Pastoral landscape	40%	2,115
Driving through	30%	1,599
Parking	29%	1,507
Playing golf	12%	606
Wintertime activities	11%	574
Other (please specify)	6%	296

# Q10: What would encourage you to visit more often or spend more time in Franklin Park? Select all that apply.

Answered: 5,479 Skipped: 642

## Top ten responses

Bathrooms	63%	3,407
Food vendors	44%	2,368
Picnic and barbecue areas	44%	2,343
Special events, festivals, sporting events	43%	2,332
Overall upkeep and maintenance	40%	2,168
Public art	40%	2,163
More lighting	39%	2,123
Pedestrian paths and walkways	37%	2,007
More park ranger or park staff presence	34%	1,809
Increased security features	31%	1,688

## 11-20

Performance spaces	63%	3,407
Programs and classes	44%	2,368
Forested/natural spaces	44%	2,343
Ice skating area	43%	2,332
Spaces for gathering (reservable spaces)	40%	2,168
Public programs/ access at Park greenhouses	40%	2,163
Water activities at Scarborough Pond	39%	2,123
Access for persons with disabilities	37%	2,007
Historic features	34%	1,809
Connections to neighborhoods	31%	1,688

# Q10: What would encourage you to visit more often or spend more time in Franklin Park? Select all that apply.

Answered: 5,479 Skipped: 642

## 21-30

Informational or navigational signage	26%	1,394
Play spaces	25%	1,364
Rock climbing	25%	1,336
Areas with shade	25%	1,330
Open lawn areas	23%	1,224
Basketball courts	20%	1,093
More parking	20%	1,056
Public programs/ access at Park Ranger stables	19%	1,030
Organization of cars, bikers and pedestrians	17%	919
Tennis courts	16%	878

## 30-35

Sports fields	16%	853
Fishing	16%	835
Unprogrammed spaces	14%	743
Other (please specify)	11%	614
Less parking	3%	169

## Q11: Which neighborhood parks do you visit?

Answered: 217 Skipped: 5,904

**Franklin Park (36.9%)**

Arboretum (8.7%)

Jamaica Pond (6.9%)

Harambee Park (3%)



# Q12: What should be introduced or improved in Franklin Park? Select all that apply.

Answered: 5,378 Skipped: 743

## Top Five:

Bathrooms (63%)

Food vendors (44%)

Picnic and bbq areas (44%)

Special Events (43%)

Overall Upkeep tied with Public Art (40%)

## Top Ten Responses

Bathrooms	63%	3,407
Food vendors	44%	2,368
Picnic and barbecue areas	44%	2,343
Special events, festivals, sporting events	43%	2,332
Overall upkeep and maintenance	40%	2,168
Public art	40%	2,163
More lighting	39%	2,123
Pedestrian paths and walkways	37%	2,007
More park ranger or park staff presence	34%	1,809
Increased security features	31%	1,688

# Q12: What should be introduced or improved in Franklin Park? Select all that apply.

Answered: 5,378 Skipped: 743

## Responses 11-23

Performance spaces	31%	1,672
Programs and classes	31%	1,655
Forested/natural spaces	31%	1,647
Ice skating area	30%	1,637
Spaces for gathering (reservable spaces)	30%	1,625
Public programs/ access at Park greenhouses	28%	1,486
Water activities at Scarborough Pond	27%	1,435
Access for persons with disabilities	27%	1,430
Historic features	27%	1,426
Connections to neighborhoods	26%	1,411
Informational or navigational signage	26%	1,394
Play spaces	25%	1,364
Rock climbing	25%	1,336

## Responses 23-34

Areas with shade	25%	1,330
Open lawn areas	23%	1,224
Basketball courts	20%	1,093
More parking	20%	1,056
Public programs/ access at Park Ranger stable	19%	1,030
Organization of cars, bikers and pedestrians	17%	919
Tennis courts	16%	878
Sports fields	16%	853
Fishing	16%	835
Unprogrammed spaces	14%	743
Other (please specify)	11%	614
Less parking	3%	169

# Q13: Which four goals for Franklin Park from the Imagine Boston 2030 Plan are most important to you and your family?

Answered: 5,255 Skipped: 866

## Top 3:

Create an inclusive gathering place (55%)

Respect the historic and ecological environment (50%)

Foster healthy communities (49%)

Create an inclusive gathering place: Franklin Park will continue to be a magnet for diverse groups, a meeting ground for neighbors and a unifying destination for area residents and visitors.	55%	2,876
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Foster healthy communities: The park will fulfill its historic role of supporting public health and as a “respite” from urban life through a range of actions from improving air quality to promoting fitness.	49%	2,592
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Improve access to the park: Entry points will be clear and transportation connections will be strengthened to improve access to Franklin Park from surrounding neighborhoods and the region.	24%	1,278
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Improve signs in the park: Visitors will be comfortable and confident moving throughout the park. People will be encouraged to use all areas of the park and will be provided with sufficient information to find the park’s features, destinations, and entrances and exits.	29%	1,547
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Invest in world class programming: Invest in signature arts and cultural activities, events, and traditions to enhance and activate one of Boston's most iconic parks.	41%	2,141
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Prioritize safety: Visitors will enjoy convenient and safe access to the park; intrusions by traffic and parked cars will be minimized.	42%	2,183
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Provide best-in-class operations and management: Management and maintenance of Franklin Park will be appropriate for a landscape of its historic significance, scale, and complexity	25%	1,294
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Respect the historic and ecological environment: Active uses that respect the capacity of the park and its natural resources will be encouraged. The demands of park users and the diversity of park uses will be managed in a way that is compatible with the landscape’s history and ecology.	50%	2,641
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Showcase beauty and tranquility: Visitors will be able to find beauty and tranquility through diverse land - spaces in Franklin Park.	46%	2,435
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## Q14: Dream big! What is your hope for the future of Franklin Park?

Answered: 3,803 Skipped: 2,318

More **TENNIS** courts and option to play in winter build indoor courts.

**Connect urban residents with nature!** Environmental education programming, citizen science initiatives, junior ranger programs, park cleanups...

I want Franklin Park to be an **oasis of nature** in urban setting--a respite where people can be refreshed by **interaction with natural and wild spaces**, safely and free of litter and pet waste.

I believe Franklin Park can be a place where **people from very different backgrounds can all visit** and get to know each other a little bit better while appreciating nature together.

Continue to be available to **all cultural groups** and **celebrate year round** for people to enjoy.

**Add more programming** including concerts with all kinds of music from classical, to jazz and rock. Add a cafe (a coffee house or tea garden) also stables.


**Free the animals.**

**Safe for all.**



## Q15: Share a story or memory that is important to you or your family or friends in Franklin Park.

Answered: 2,651 Skipped: 3,470

I met my **first love** there 

The Park was also a **place for recreation** away from vehicles, thus my siblings, friends and I often headed there after school to do homework, play games, climb on and jump off the Roxbury pudding stone.

I remember learning to ride a bike there, feeding bread to the ducks, and renaming all of the hills with our own nicknames. **We renamed our favorite hills hamburger hill and breadnut hill.**

I remember Mayor Menino having handful of middle school students in Boston to the Franklin golf course to **learn how to golf.** It was amazing.

When the zoo used have the elephants.

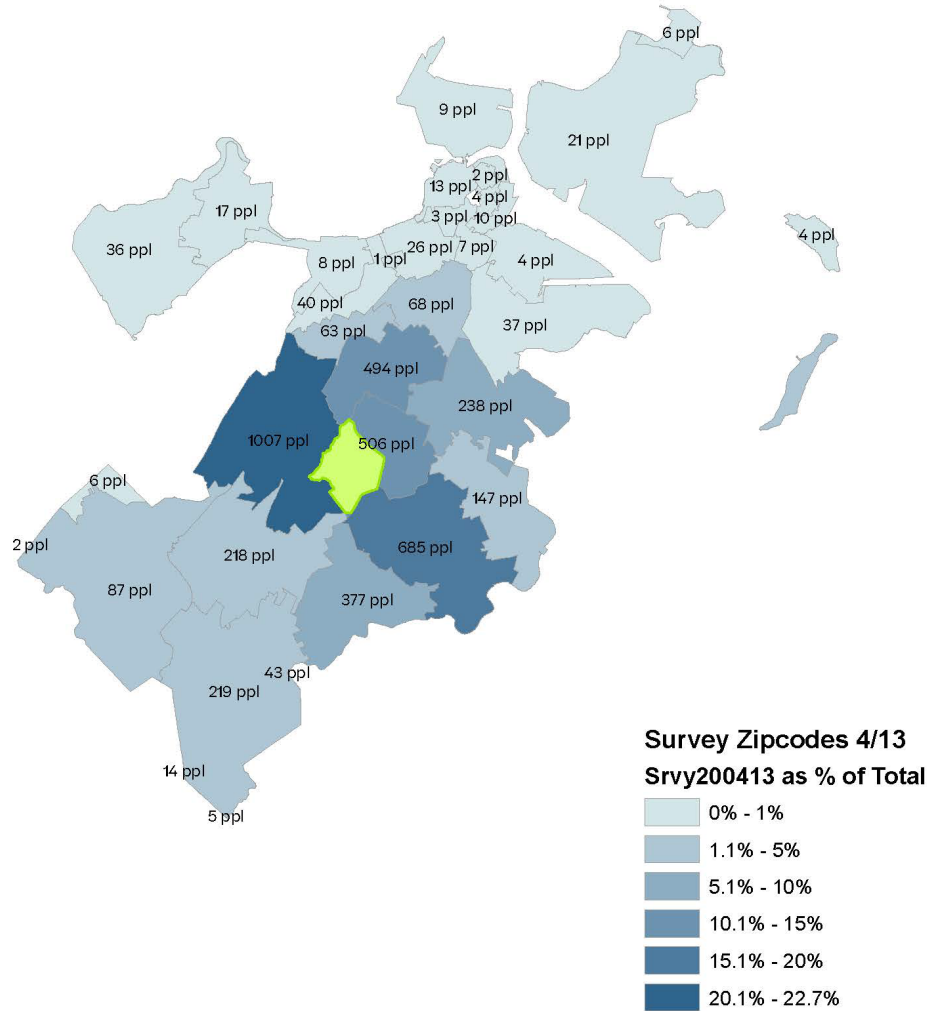
I just feel very grateful to live so close to the park right now, where I can **easily take a socially distanced walk** and **enjoy being out of the house.** I will never take it for granted again.

**Family gatherings + BBQs**

Visiting the **stadium** to watch my son participate in **XC meets**

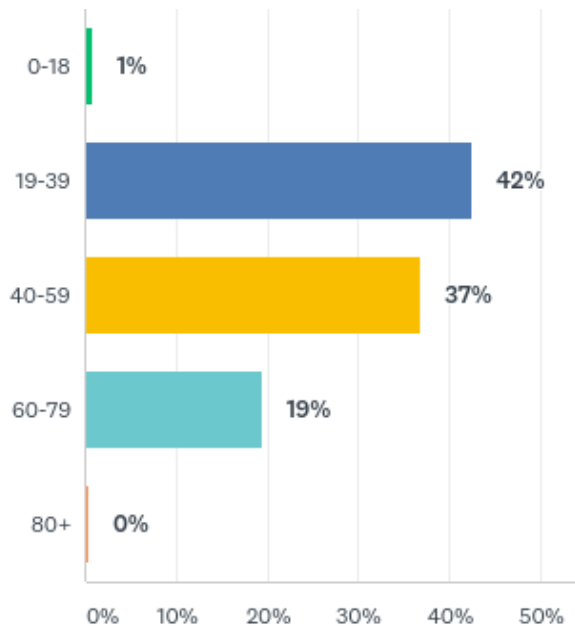
# Q16: Zip Code

Answered: 4,932 Skipped: 1,189

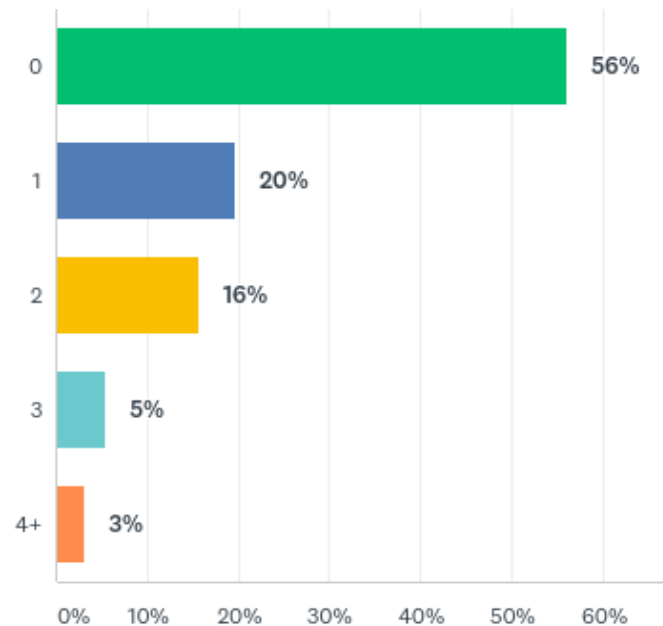


## Q17: Age:

Answered: 4,932 Skipped: 1,189



## Q18: Children under 18 in your household:



## Q19: Your race or ethnicity:

Answered: 4,932 Skipped: 1,189

### Race Data around Franklin Park

Black or African American: 46%

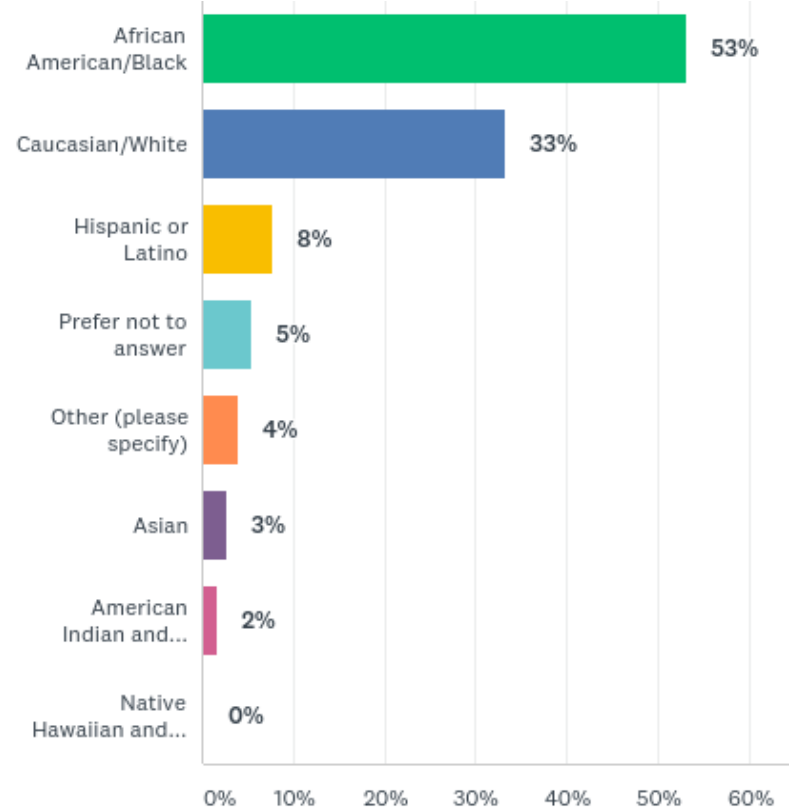
White: 32%

Hispanic or Latino: 22%

Asian: 6%

American Indian/Alaskan Native: 1.9%

Native Hawaiian/Pacific Islander: 0.009%



## Q20: What is your relationship to Franklin Park? Select all that apply.

Answered: 4,932 Skipped: 1,189

ANSWER CHOICES	RESPONSES	
Resident of Dorchester, Jamaica Plain, Mattapan, Roslindale, Roxbury	77%	3,816
Resident of Boston (other than neighborhoods listed above)	16%	788
Commute through Franklin Park for work, school or daily errands	14%	676
Parks Department Staff	1%	39
Events / Programming Volunteer	4%	173
Massachusetts-resident visitor	15%	746
Out-of-state visitor	1%	46
International visitor	0%	5
Not-yet-visitor (but hope to be)	0%	22
Other (please specify)	5%	236
Total Respondents: 4,932		

## Q21: How did you find out about this survey? Select all that apply.

Answered: 4,932 Skipped: 1,189

ANSWER CHOICES	RESPONSES	
Boston Parks and Recreation Department website or email	4%	175
Franklin Park Master Plan website or email	8%	397
Franklin Park Coalition or Emerald Necklace Conservancy	4%	213
Other Park Partners	2%	122
Boston Globe	1%	59
Social Media (e.g. Facebook, Instagram, Twitter, LinkedIn)	55%	2,716
Word of mouth	25%	1,235
Other (please specify)	0%	0
Other (please specify)	16%	773
Total Respondents: 4,932		

### Other

City councilors

Police Department

Signs in Park

Flyer on door

Neighborhood organizations

UCB

Friends/Neighbors