



**Cleveland
Metroparks**

**100
YEARS**

Shelter Assessment Update
September 2017

Executive Summary

- An effort to optimize the guest experience across all reservable and shared use shelter facilities located throughout Cleveland Metroparks was shared in December 2016.
- The assessment process identified the phases below:
 - Phase 1: Collect information (~6 months; Jan - Jun)
 - Evaluate existing shelters – collect cost, condition and demand
 - Track unfulfilled demand
 - Implement test and learn opportunities
 - Phase 2: Analyze data (~30 – 60 days; Jul - Aug)
 - Analyze supply and demand by reservation by shelter
 - Evaluation of tests
 - Identify if any additional testing is necessary
 - Phase 3: Share results (~30 days; Sep)
 - Provide full shelter assessment
 - Identify gaps and/or improvements for existing inventory
 - Recommendations for future strategic planning
- The following pages include an update on the findings from the above phases and identifies next steps in continuing to optimize the guest experience.

Analysis Approach

We collected data from a number of different sources:

- Reservations call log
- Park District Visitation
- Pricing list
- Planning and Design documents

A number of data points were then used to identify opportunities:

- **Total calls received**

Reservation	Shelter	# Calls
Mill Stream Run	Albion Woods	92
West Creek	Keystone	66

- % Guests reserving first choice location
- % Guests not reserving any location due to availability
- Total number of bookings per shelter
- Total number of guests per shelter
- Shelter capacity

- **Park Reservation visits per shelter**

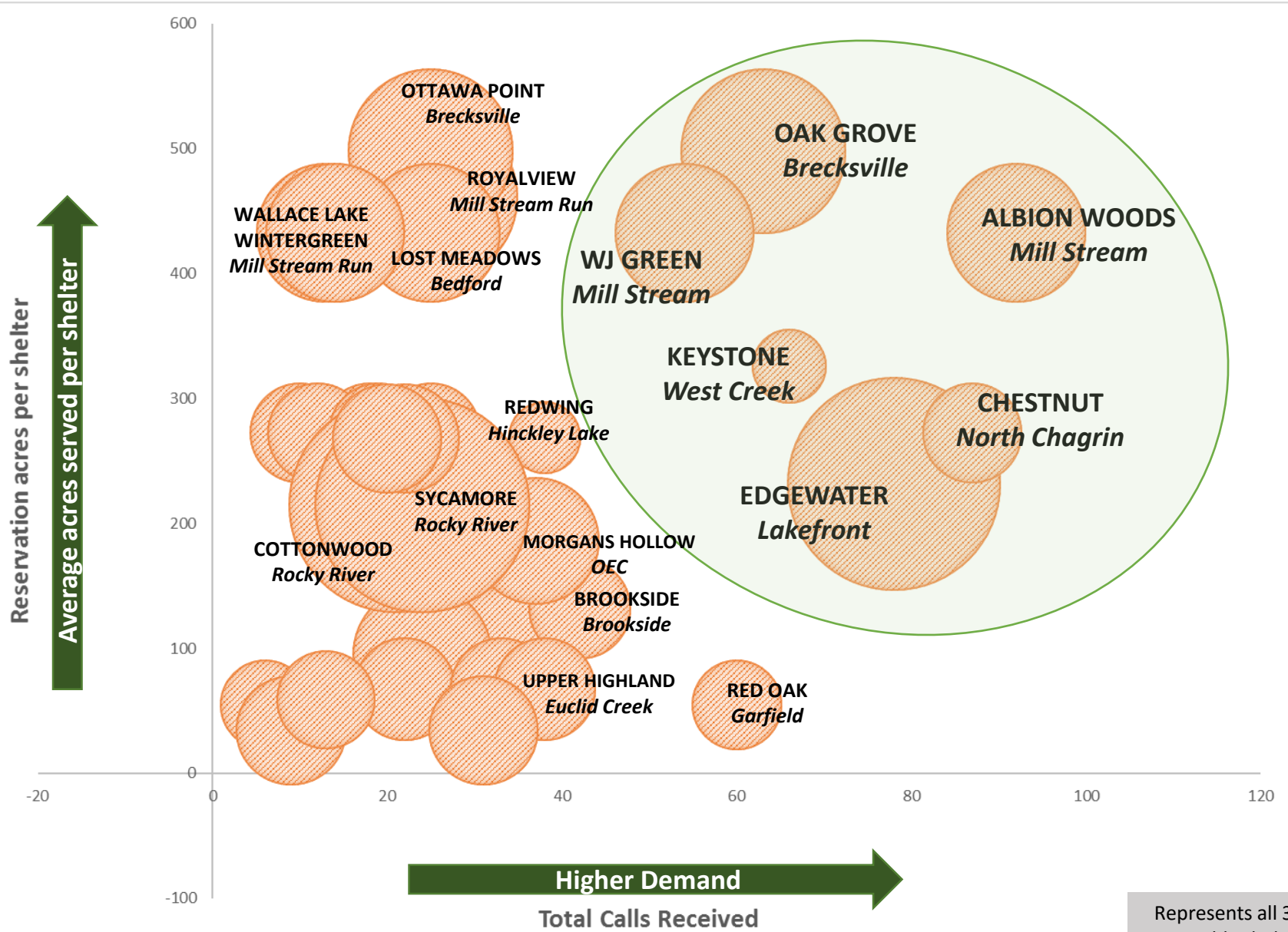
Reservation	Reservation Visitors	# Shelters	Reservation visits per shelter
Mill Stream Run	1,900,463	8	475,116
West Creek	138,096	1	138,096

- **Reservation acres per shelter**

Reservation	Acres	# Shelters	Acres per shelter
Mill Stream Run	3,462	8	433
West Creek	326	1	326

Analyzing Supply and Demand

Reservation visits per shelter

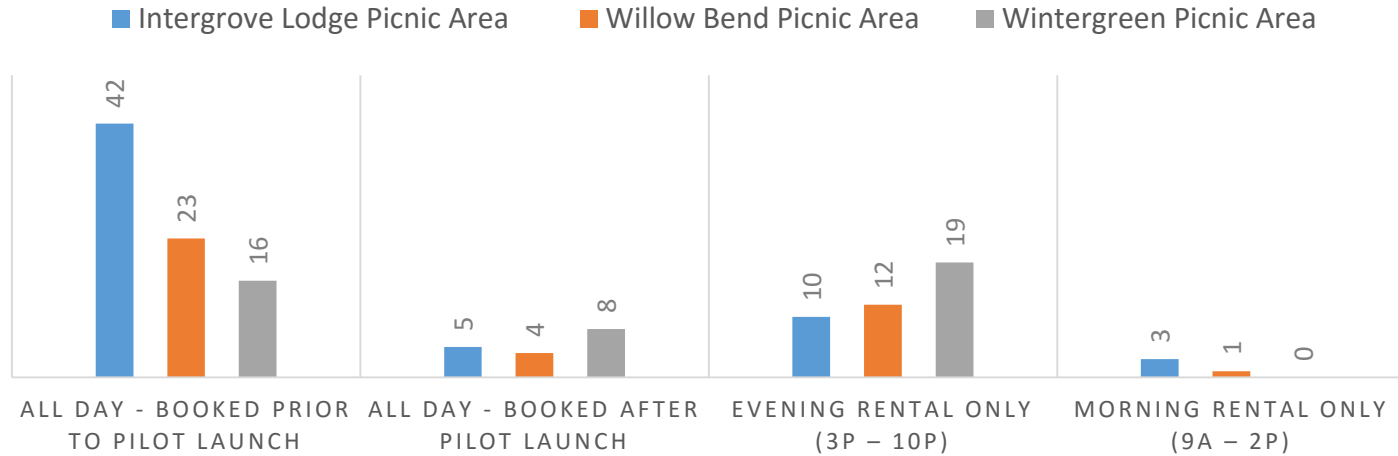


Represents all 38 reservable shelters

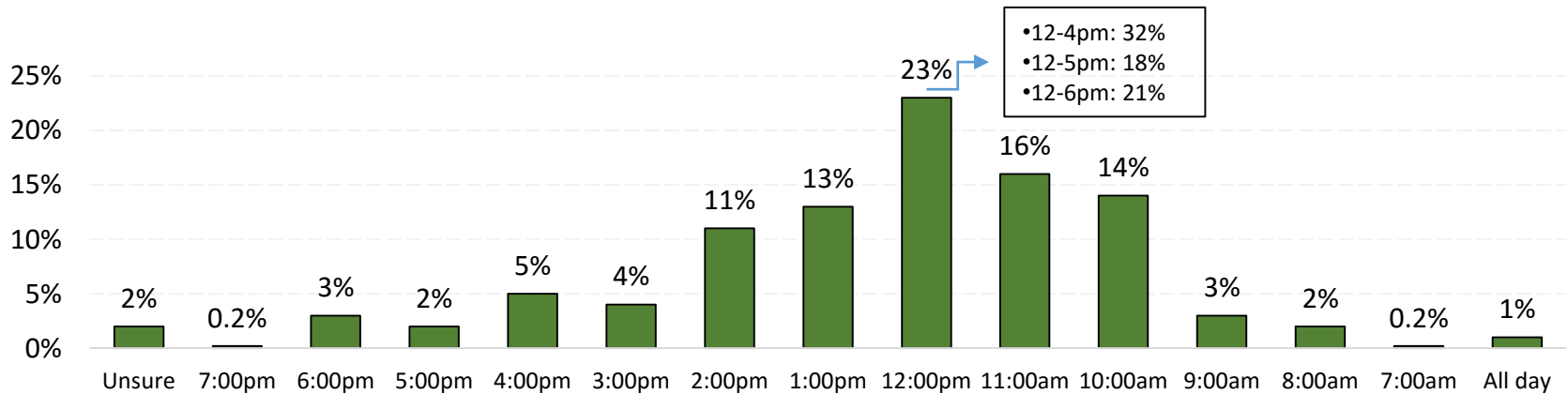


Dayparts Pilot Summary

- All-Day or Half-Day (9a – 2pm or 3p – 10p) options offered at 3 reservable shelters
- Over 50% of days were already booked prior to launch



- Guests are interested in reserving for a portion of the day, but most were interested in the reserving in the middle of the day



Next Steps

What	When
Continue to leverage call center & reservation data for insights and opportunities	Ongoing
Discontinue Daypart test-and-learn	Immediate
Consider opportunities to expand reservable options within high demand locations: <ul style="list-style-type: none">- Brecksville (Seneca)- Mill Stream- West Creek- North Chagrin- Lakefront- Bedford* (Astorhurst)	Strategic Planning Process
Incorporate demand analysis into existing planning process and criteria (available space, natural resources, cost implications, etc)	Strategic Planning Process