

Developing a Strategy for Appropriate Uses of the Benjamin Franklin Parkway

Report to the Parkway Council Foundation and Managing
Director's Office – City of Philadelphia

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Interviewees

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Jim Cuorato, CEO
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Mike DiBerardinis, Managing Director
City of Philadelphia

Larry Dubinski, President and CEO
The Franklin Institute

Sally Elk, President and CEO
Eastern State Penitentiary

Eric Evjen, Director of Research
Philadelphia Convention and Visitors Bureau

Cecelia Fitzgibbon, President
Moore College of Art

Laura Griffith, Associate Director
Association of Public Art

Jeff Guaracino, President and CEO
Wawa Welcome America

Gail Harrity, President and COO
Philadelphia Museum of Art

Sheila Hess, City Representative
City of Philadelphia

Jazelle Jones, Deputy Managing Director /
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Office of Special Events
City of Philadelphia

Paul Levy, President and CEO
Center City District

Matt Rader, President
Philadelphia Horticultural Society

Siobhan Reardon, President and Director
Free Library of Philadelphia

Richard Rabena, Vice President
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Jim Rosenstein
The Philadelphian

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Focus Group Participants

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Jennifer Coburn
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Thematic Quotes from Focus Groups

The following quotes were drawn from the complete transcripts of the eight focus groups to represent the overarching themes heard from focus group participants. There are no individual attributions; quotes are anonymous and only represented by the specific focus group (i.e., FG1 = focus group 1).

Parkway: Design, Usage Vision

The thing I love most about the Parkway is the open space. When you emerge from the busy commercial areas or dense residential areas into a real park space where you can walk your dog or play with your children, or just stroll along. It serves all those functions really well and is a play to enjoy. (FG1)

It's lovely to walk the Parkway and see your neighbors in such a cultural area. I feel very good about events that are inclusive, that don't require big fences or the exclusivity of payment where people can't afford to be there. The recreation department's work on the Eakins Oval should be highly commended. It's inclusive and is for people visiting and people who are neighbors. (FG1)

I like the uniqueness and diversity. My block is like the U.N. I like the accessibility of the Parkway coming and going through it. I think it also provides a great economic opportunity for the City and hopefully for the businesses in the area. (FG1)

I like the spaciousness. Our streets are small and we often work in small spaces so the openness is something very important to me. I attend the smaller events where you can still walk around and take your time. It's a beautiful space to gather. It's a lively public space and I like the idea that it opens up and we have that kind of environment here. (FG1)

The accessibility of the cultural institutions and the restaurants here are all great. It's relatively green and close to the water. I like the nice walks and the good curb cuts which are critical for our stroller and our wheelchair. (FG1)

I moved to Philadelphia because I love the excitement and I love the events on the Parkway. It's why I moved to Logan Square. We go to the fireworks and Thanksgiving every year. I love the Oval and its programming. I loved the NFL Draft and I attended Made in America every year but this year. I love having the events like the Fireflies too. I know it's a challenge but it's very exciting. We belong to every one of the institutions on the Parkway. I also like the events where people can participate like the runs and the bike race. (FG1)

I'm a Philadelphian by choice. I like the excitement and the diversity. I have a big house and everyone comes to crash and attend the events. There's a lot to do and it's very open and

accessible. I love that part about it here. I love the Fourth of July event. It's inclusive and a big full city event. I think it's great. (FG1)

Need a few more cafes so people can sit & enjoy the space. We don't even have an elegant restaurant on the parkway anymore & that's a real loss. (FG1)

Need to have restrooms, at least once every block. And need facilities for infants to have diapers changed. And more handicapped accessible places. Essentials. And there needs to be a limit to how long things go on. (FG1)

Safety is an issue because it's like a racetrack sometimes. There are paths that lead to no pedestrian crossing. It's confusing to know where to cross. You see people with strollers try to dash across. There should be a clear, safe way for pedestrians to go from Center City to the art museum. (FG2)

As someone who bikes every day, it can be very scary even with a dedicated bike lane. It's a scary road and it's supposed to be our premier cultural event space. (FG2)

More visionary: space would be designed for the events we choose to have. Expand the oval & create space for the big events to happen. (FG1)

The Parkway is a classroom away from school for my two daughters, age 9 and 10. We go to the museums and library. (FG1)

I love the diversity I find on the Parkway – the range of ages and cultures. (FG1)

Open underpass on Spring Garden St. to 2-way traffic, extend the oval & make it larger so you can't circle the parkway and if (the parkway?) was brought back to 2-lane, that would be possible. That would decrease some of the traffic & make it more pedestrian friendly. (FG1)

I love walking down the Parkway in the evening. 7, 7:30 when it's quiet. Walking down to the library to an author event – it is amazing what the library offers – and walking out around 9:00, seeing the skyline and institutions. It's quiet and it's a beautiful walk. It's a gem and the events are beautiful and wonderful. It's walkable; quiet, open and you can see the beauty of it. You can see many people walking. (FG2)

The Parkway is the iconic gem of the city. Just as people from all over the world come there, people who live here want to enjoy it every day too. It should be open and accessible and safe for all. (FG2)

Shakespeare Park, they re-landscaped and put the chess board in there & suddenly there is a different constituency using it. It's great to see people in there. (FG2)

How do you handle a space that's big enough for the fireworks and the concerts but is designed so that, when it's not used for those spaces, the cars slow down and that it is clear how to go. Suggestions: make the red lights longer to slow everything down for the pedestrians. Close the middle lanes, make that a pedestrian walk. (FG2)

I was shocked and delighted when I saw the completion of construction and found they had redesigned the surface – particularly here at corner of 20th & the Parkway – where there's such an improvement in the flow for pedestrians. And for driving as well. They tweaked the curbs and it's a little thing but when I used to go downtown to commute, it was such a gauntlet, and now it's a (relatively) nice experience. It could always be improved. But it is dramatically improved. For walking and events, I've seen a lot of improvement in the 16 years I've been here. In addition to a lot more use. As a pedestrian commuting to City Hall, it's always felt like a gateway into the city. It's so great to hear visitors enjoying it all. The space itself, when it's used in ways that take advantage of the physical features – not just for raucous concerts -- it just amplifies what a great space it can be. (FG3)

There are events that make the city feel really animated. Where people are walking and sharing and I really like that. And it affects the local neighborhoods in good ways, getting people out on the streets. I tend to like the smaller ones better than the huge ones. (FG4) I think Logan Circle looks better each year. Sister Cities park, the café and everything they've done around there that is great. It's family friendly it's not messy. There's a safety element. Pedestrian friendly places are really important. (FG4)

They've really standardized the Parkway. It looks beautiful with all the paving looks the same, the curbs look the same. It's beautiful. They care about it more. They spent some money to make it look nice. And more people friendly with the ramps and you can cross the street without getting killed. (FG4)

The vision of the Parkway was to be like the Champs Elysee which is loaded with stores and cafes. The problem with much of the Parkway is that there are no cafés or stores. If we didn't have these events that bring in hundreds of people, it would be much emptier. There needs to be something in between. Sister Cities park and the café are really something. There were 200 people there the other night listening to music. And that's why I love what they're doing in the Oval but that's just one month out of the year. I'd like smaller venues where people could eat, and sit and talk. The plan hasn't happened but it is looking better. It's only animated when it's too animated. (FG4)

Do we really need three pop up beer gardens on the Parkway? (FG4)

More locally friendly with cafes and restaurants. Go to the museum, go to the café. And that has not developed. Don't always have to have events. I'm interested in the city being seen well but that's not my most important priority. (FG4)

Need to do something about homeless population displaced by construction. If the Parkway is how we showcase our city, that's disgraceful. The city has vacant buildings and schools, should redirect resources and set those up as shelters. (FG4)

Private groups “suburbanites” are feeding the homeless so they’re not going to leave. Tried fighting it but our hands are tied. Shelter and services are being provided. They’re afraid of shelters. It’s public space. Communication solution. (FG4)

The parkway connects center city to the park and hosts special events. It’s often on the way to someplace. My daughters’ commute to school crosses the Parkway and the same with my wife’s commute to work. We often attend events on the Parkway and often check them out – it’s not such a destination that I have to pack for it. (FG5)

I still see the Parkway as primarily a place for the arts, appreciation for timeless beauty. I was first struck by the long thoroughfare, the flags and how majestic it seemed to me. Gorgeous views from the art museum. A place to visit and be reminded that there’s a lot going on in the world beyond us. If events are kid-appropriate we will go. Our kids will do the Fun Run for the marathon. Go to the museum. We love the azalea garden. We just had a picnic there today. (FG5)

I see it as a meeting place where friends will gather, tourists and locals. Just the open space to enjoy. It’s a nice park area. I walk my dog up there. We like the greenspace, the grass and trees. I like that the events are going on. (FG5)

I’ve always thought of it as a little oasis of nature. Beauty. I walk it every day. I walk under the trees to hear the birds. On Sundays I walk up the river with my 94 year old friend. I love that there are tourists there, I love helping them. I bring visitors there. I love that there are sweet events that don’t stop my enjoyment of the beauty. I love all the walk a thons & marathons. It’s a place to gather and celebrate. (FG5)

For 20 years, I walked half an hour each way to work and purposely walked along the Parkway. I would tell people that I have the best commute in the country. And I’ve watched the Parkway get better and better. Sister Cities park was a home run. Slowly they’re moving to emphasize people and deemphasize cars. Get rid of the cars. Bring on the events. I’m not crazy about the huge ones but there’s probably a place for that to make the Parkway more of a destination. The Parks on Tap pop-ups are wonderful. All of these little things they’re doing make it just enchanting to walk along the Parkway. There’s still work to be done, room for more people friendly spaces. You can just imagine it. (FG5)

It’s like the city’s front parlor or the city’s front porch. (FG5)

Focus on pedestrians. Maybe have some giant footsteps to show the best routes. And footprints for dogs. How are universities connected to this. Design a game for kids & parents with facts. Identify trees and plants. Use technology to engage with the space and inform. Maybe the fee structures for events could include support for that technology build. Amazon would like a part. Connect with people from other countries. There’s a cell phone self guided tour of a cemetery. If they can do it, we should be able to. The layers of interesting facts,

historical facts and others. Depending on who's carrying the phone, it could adapt. Rentable segways too. (FG5)

There is an inevitability about this, about the events. There are events that should be on the Parkway. They belong here. It's a good thing for the city. We just need to do a better job of handling them. It's not that I'm opposed to having this Parkway as a vibrant thing that's cool to live near. And we really don't mind 200,000 of our closest friends coming for the fireworks. You get used to it. It's part of living in the city. But do a better job of it. Make it more graceful. Then I would even be in favor of doing more events, if you do a better job of it. Get serious about doing this gracefully. I'm not in favor of commercializing the Parkway. (FG5)

I think the Parkway is a place that serves its residents, first & foremost. The people and the institutions that are there. It's also a place that welcomes visitors from the city & outside the city in proportion to its capability to do so. It's way off balance now. The number & size of events has overwhelmed its capability to be a gracious host. (FG6)

There no bathroom or place to buy even a bottle of water. Not many water foundations and they don't always work. The Parkway has to be both a showplace and a place for the neighborhood. (FG6)

It is a public space & people in the neighborhood need to understand that about it. But the city needs to work on a pedestrian level. It needs to be as flexible as possible. People need to still get in as events are being set up. There needs to be a plan for the day to day. (FG6)

It's not very pedestrian friendly. There are paths that start & then go nowhere. Then there's no way to get across. There's no way to get across the Oval. The Parkway is six lanes wide but it's never that busy. Could close lanes. You have to run to cross the street. (FG6)

In Europe there are city centers where you can't drive, you have to take a bus to get in. It's all pedestrian friendly. That's the trend. (FG6)

I think we've done a pretty good job at developing a place that is an event in itself. The Rocky statue. The steps. The Parkway is an event. Visiting is an event people enjoy. That to me is the best event in the Parkway. The number of people running up those steps to Rocky is probably more than Made in America. The Parkway used to be kind of dead when there wasn't an event. Now, every day from 6 am to 8 pm, pretty much every day of the year there's an event going on: people are going up those steps. Exercising. Meeting there. And I don't think we realize that. (FG6)

Signage. If you're a visitor and you come to the Parkway, they have signs at various places but they need more to tell you this is the way to the skateboard park. This is the way to the bathroom. They need more than This Way to the Art Museum. (FG6)

In Europe they have public conveniences. It's not the thing in America. If you don't have a McDonalds, you've got nowhere to go. "Mommy I want to go to the bathroom" When you bring kids down here, there's nowhere to go. (FG6)

During Made in America there was a huge population just outside the fence, listening to the music. There was nowhere for them to go to the bathroom. The cathedral had to close their bathrooms because there were so many people. (FG6)

More commercialization along the parkway doesn't fit my vision of what the parkway should be. More pedestrian traffic, more people enjoying the greenway and cultural institutions. Those are gems no other cities have. Making it like the Champs Elyse, that's kind of trashy, making it like an outdoor mall. (FG7)

I'm supporting the green painted bike lanes. I started riding to work and I enjoy it. (FG7)
I would be shocked if, 20 years from now, the parkway is not a bicycle and pedestrian way only. It's the trend. (FG7)

Consider the scale of the city, how small our city actually is. You can't have things keep getting bigger and bigger because the streets can't manage it. (FG7)

I think the Eakin's Oval re-do every summer has been phenomenal. Well received by the community. It's open-door, not gated. It's really drawn a lot of people to the parkway at hours that normally wouldn't be a draw. An installation there from Brazil with lights was phenomenal. As is the annual re-do for the kids. And the beer gardens. They give you a reason to go there. They reinvent it each year. And it's not gated. (FG8)

The city is trying to squeeze a round peg into a square hole. Let us build more houses on the parkway. Let us go taller. Let us have more cafes. But to say this is just an event space is degrading to my city. (FG8)

Little League is big here. And at Fairmont Park they took all the fields, kids couldn't have their finals in soccer. (FG8)

This is the parkway and the parkway should have its energy built into it not something that's contrived on to it. I like active streets. If I wanted to sleep at night, I'd move to the 'burbs. But don't try to suburbanize the city by putting a fence around it. (FG8)

Cultural Institutions

I love the cultural institutions on the Parkway and am a frequent user and member of several of them. It's one of the reason I moved from suburbs down to the Parkway. (FG1)

People come to the city to see the Rocky statue. 24/7 they want to see it. Tourists are always asking for directions. It's out of sight for many of these events. (FG2)

I would like to see some of our institutions stay open later, especially during the week. Philadelphia closes down in this area around 5 or 6:00 at night, maybe 8:00 once in awhile.

When you go other places, you see things open late at night. I think we need to draw visitors here with extended hours. (FG2)

I think it would be discouraging to be a tourist here when these events are happening along the Parkway. People come here to see what we have to offer and it must be frustrating to find our institutions closed. If they come during an event, they can't see what we want to show them. (FG2)

It should always be a beautiful venue to walk from Center City to the art museum. Even when there's no event, it's very disruptive now. (FG2)

Seeing institutions host events more would be really exciting. Events that would spill out on to the Parkway. Our big institutions are focused on learning, on beauty, on civic culture and they do nothing on the Parkway. It's a missed opportunity. (FG3)

It would also make the Parkway institutions not seem as though they are stuck behind their ivory towers. They're missing the chance to use their front yards to get people in, to share what they have. During existing Parkway events, institutional attendance tanks. Not only do they have the institutional leverage they have something to bring to the table to find alternate ways to use the space. (FG3)

I think it should be a only a very rare occasion when the art museum space in front is cordoned off. If it's considered a gem it should be treated as a gem. It should be curated as a gem and not just because someone wants to have their event there. (FG3)

The event at the Franklin Institute for the eclipse was family friendly, there were a lot of families there. They did a great job providing equipment. There were no road closures involved. It wasn't noisy. The Franklin Institute, when it uses the Parkway (which is infrequent) does a really good job. (FG4)

Neighbors around the prison are given free membership to make up for the Halloween Terror Event. That helps. It says: We appreciate your patience. This is our major source of funding and we appreciate it. (FG5)

The penitentiary's Halloween event is one of the biggest in the country. They now use buses, they didn't when they started. Parking is still something of a nightmare but they've tried to alleviate it by using the zoo's parking lot. But the zoo is open during all these other events. At night time, for Halloween, it's extra money for the zoo. (FG6)

The prison really makes a big effort not to be a nuisance. And they provide free membership for the people around it who are impacted. It's a nice outreach. And the restaurants along Fairmont do very well because it's not an event where they sell food. I like to see that. (FG6)

The penitentiary has established a model – the penitentiary is a great model. (FG6)

Small Events

I love the weird little things you encounter. Someone has planned these events but I don't have to follow something to find out cool things are happening. I will happen upon a beer garden or an event or a concert and be able to just stop and listen. I enjoy the big things and the small things. (FG2)

Something I discovered just by accident. I was walking on a Saturday afternoon and by Logan Circle there was a Buddhist parade. I don't know what they were celebrating but it had all the attributes of an ideal parade. Hardly anybody was watching. It was short. It had no beer drinking, no trash on the sidewalk. Quiet, it hardly blocked any traffic. It was the ideal thing. Probably started early in the morning, ended by 12:00. Short, intimate, a cultural experience with low impact. (FG2)

I had a problem getting to work with the NFL but worse than that was the Hot Chocolate Run. I have an office here in the city, on the other side of the Parkway. The Hot Chocolate Run goes to something like 8th Street so just to get to my office is a challenge and it runs for hours. A solution would be to limit the events, and the noise, from an early part of the morning to 12:00 noon. With or without clean up included. Living where we live, looking across the street, we see tons of trailers and trucks all week. The inconvenience and unsightliness. My neighbor said, when he moved to my building he did not believe he would be living in a fairground. That's it, it's gone way over the top. (FG2)

The other night with my husband, walking down to see the Fireflies opening. I live on 22nd street & it was just so nice. Such diversity, the families, the openness; you didn't feel boxed in. It lasted maybe 20 minutes. It was so nice, that after rush hour on a weeknight, we could all have this beautiful experience. It felt neighborly, I saw people I knew. Kind of like the Oval, which is something neighbors would want to do, not just tourists and people coming just for an event. (FG3)

Four or five years ago, there was this light installation piece that was on the Parkway. Beams of light along the Parkway shooting out & making patterns and designs. And at the Oval, they had recorded stories about people from Philadelphia talking about the unique aspects of the history of Philadelphia, the different neighborhoods. And one thing I learned was about the beer culture here dating back to the 19th century German immigrants who, because they were Catholics, were kept outside the rest of the city. So they preserved this rich, unique beer culture. And when that barrier fell, it integrated throughout the city so that to this day, it's why Philadelphia has such a sophisticated beer palate. It was wonderful because it was very specific and local. And the lights shooting up didn't close the Parkway itself but they had the Oval available. I thought that was a very thoughtful use of that space. (FG3)

The beer garden at Eakins's Oval, we stopped by 2 or 3 times this season and took friends there. It's been pleasant before but it's better now. They did a really nice job, configuring the

beer garden part more like a German beer garden with lots and lots of tables for sharing and eating. A kind of communal space. They did a really nice job and it was carried through down the Parkway with Oval Plus locations. (FG5)

Doesn't affect restaurant. Any small event on the parkway, doesn't do positive or negative. I don't think those events are negative but from an infrastructure viewpoint, I think doing small events down there is almost a nuisance to the area. In a very small way. Like the firefly, might work better at one of the neighborhood parks, that might reap the benefit better economically. And maybe better to scatter people around the city rather than always trying to meet together on the parkway. (FG7)

In terms of the small events and the neighborhoods they are serving, I think they're really helpful. It's an oasis for families who can walk there. It's not attracting people from outside the area but it makes living in center city a lot more viable if you have children. At Shakespeare Park they're going to have plays across from the library. I appreciate those efforts. The Oval is interesting in concept but getting there is difficult. (FG7)

That light show at the Oval was a real draw. It was open to everyone. You could walk in, walk out, stay, go. The music does make a difference to the ambiance. It was very pleasant. People were dancing and moving. (FG8)

The little ones make just as much disruption. You go out to the Parkway and there's 200 people there. But they've blocked everything off because they want to run up and down. (FG6)

Big Events

The events are great but too many. Could control the number of big events by having a 2-day limit on set up. I would limit events to 10. Made in America would have to take down pop-up garden in oval & put it back up again after so it could be up during fall, a perfect time for it. (FG1)

I love when the big events shut down the streets and you're able to just be a person in the city and you can walk wherever you want. Free rein, open streets, public access. That's something that's really special. (FG2)

The taking of public space for private events trashes this resource. 12 foot fences block people from using it for too long. Neighborhood sports associations are unable to use the fields. It should still be a city resource. (FG2)

I like all the free events. I like 4th of July. I understand it causes problems with traffic, congestion, parking but it's an open event. People come from all over to see the fireworks, to see the concert. I like the whole openness of it. And I'm ok, as a neighborhood resident, to

have my life impacted by a fairly negative thing. But I'm ok with it because it's a open, public event. I like it, it's good for the city and I know what to expect. (FG2)

I have yet to hear of a Jay Z School of Performing Arts in Philadelphia. I have yet to see a Beyonce anything in Philadelphia. The man is worth \$500 million and in 10 years he has contributed a million and a half to charity. That tells you everything about what is going on here. I'm subsidizing Jay Z and Beyonce for no reason that I can see. And a Belgium beer company. (FG2)

Our public space is taken from us because they're trying to fit the concert venue into this area right below, and all the trees are on each side, they take away this beautiful area. People should be sitting on the steps of the art museum enjoying the view. I don't understand why they do that on big events. When you have big events, put things on the steps and allow people for that whole weekend to be in front of the art museum. (FG3)

The NFL Draft is atrocious. 1. The amount of time it took to set up 2. The amount of road closures, the amount of congestion that brought 3. The constant flying of helicopters from 6:00 in the morning to midnight, day after day. From a logistics standpoint, it was poorly thought out, poorly planned. The lack of consideration for the impact that would have – and this was an event that took place over 5 weeks, beginning to end. The city just sold itself out to this organization. And the NFL Draft, of course it's great marketing opportunity for the NFL and yes they gave \$25,000 to the public schools for flag football ... and that's of course exactly what the schools need (sarcastic), it was despicable and nauseating and I wanted to leave and never come back. And I'm a football fan. (FG3)

They've basically got Made in America down but the volume this year and profanity I could hear in my living room was WOAHH. (FG3)

NFL Draft was a new thing for here & I don't think the city did it's due diligence well. It used to be in Chicago where they had the same problems. Did the city not talk with Chicago? They can't say they didn't know. (FG3)

Need more police presence after events in the neighborhood. While people are leaving. (FG3) Thanksgiving event and that's one of the bigger events and takes a lot of time to clean up. But, coming from the UK, I was surprised at how quickly it was getting cleaned up. The Thanksgiving event is a good way to kick off the holidays and it brings the city together. And I think it has helped to regenerate, brings a lot of income into these areas. (FG4)

Lemonhill and other parts of Fairmont Park could be a really good solution, if Made in American has to happen at all. Have it there. It's contained. It could be closed off without inconveniencing so many people. Because it's contained, it could be a security benefit. People could still stroll on down to the Parkway and enjoy all the benefits here. (FG4)

Made in America has port a potties only inside the event. They sell a lot of beer. Once they leave, they're not allowed back in the event and there are no portapotties outside the venue. They've essentially ordered those people to urinate on my steps. Solution: put some outside too. (FG5)

With Made in America, lots of people urinating with police watching but doing nothing to prevent it. And last year, I got puked on while waiting to cross the street – in the daylight with my dogs. The drunk kids harass us. It was better this year. Still, need more police to control public drunkenness. (FG5)

In addition to clean up fees written into contract, part of the revenue should be directed back to the neighborhood that is inconvenienced. Repair sidewalks, or a new light, or slide...give something back. (FG5)

I like the Pope. It was a little over the top with the security. But that was a feel good thing. It really showcased the city and helped to bring other things to the city. I also like parades. Things that are family oriented and don't showcase alcohol. Things that bring out the neighborhood. I liked that about the NFL. It wasn't only people from out of town. (FG6)

It's a terrible place for some of these events, logistically. Only a couple hundred people can see and they are the ones with VIP seats. The acoustics are awful. Then they're shooting off fireworks but there's trees everywhere. (FG6)

There's a lot of disruption with these events. With the Jay Z thing in particular, somebody's making a lot of money. Especially when they charge \$13 for a beer. But the neighborhood doesn't get anything back. Yes, they pick up trash but permanent receptacles would be useful and nothing like that is left behind. The Civic Association gets no money from the city. Something could be supported to make the community a little bit better. It's a one-way system. (FG6)

Television screws everything. They ruined Thanksgiving. You can't get near it. Everything that was bad about the Draft was television. If you went to the event, it looked like a Catholic school Fun Fair. Humble kinds of events going on. Nothing very complex. But then we had a worldwide television studio built on the steps. And I can understand why they did what they did. They're delivering a product to the world with billions of viewers. I'd do anything & everything to make that work. And that happened with the first Made in America, everyone got on their cell phones and the whole thing was overwhelmed. (FG6)

I know they move events down to the stadium area now, where there's just a lot of parking. And Belmont Plateau. And the Mann Center. (FG6)

The thing with Made in America is that there is 30 or 40,000 people in there. That's nothing. That's a tiny population of people considering that on 4th of July we probably have 250,000

people coursing through the area. A small amount of people having an outsize impact. It never belonged on the Parkway. (FG6)

I know a lot of people don't enjoy the big events being here but we're in a tourism area and you've kind of got to get used to that. Getting a nice blend is good and I really enjoy it. (FG8)

We were used to events but it just got overwhelming. Out of control. Made in America was the bomb. It just set everybody against it. The decibel level and language was off the chart. Not just for Made in America, it kind of rolled into 4th of July. Multiple stages. Totally out of control. What really clinched it was when paintings fell off the wall in the museum, from the vibration. Now the Pope raised serious issues of control and access but there was understanding and acceptance of it. (FG8)

The NFL was a full four weeks of disruption. Four weeks out of 12 months, I did not have access to my house. That's not a world class city. That's a joke. B. "Oh, we have to see the art museum" and then they built that monster in front of it. Then it was fenced off for a square mile. I'm a walker and I have to put in an extra 3 miles to get around it. (FG8)

It's not a good venue to see a stage. It's not good acoustically. The one big thing is they want to see the art museum at the end. Jay Z covers it up. The NFL covers it up. Even the Pope covered it up. The Pope was in NYC too, where were the fences there? I didn't see fences. (FG8)

The bottom line it's bad acoustics, bad viewing and you're sitting on asphalt. I know there's a better place to do that in Philadelphia. It's not about getting it out of my neighborhood because I love being half a block from Stevie Wonder. It's just a bad venue. (FG8)

Solution: If it involves a fence, the answer's No. (FG8)

We have an 8,500 acre park. It's the biggest in the world. Fairmont Park. San Francisco does it in their main park, out near the ocean. New York has Central Park. They have concerts that are comparable to the Jay Z concert. It's not in the grid. (FG8)

Trash trash trash trash. Events need to pick cans up every hour or two. I don't want any more cafes. I don't like Comcast and their crazy kiosks with the food they want. We have enough trash. (FG4)

Trash is a huge problem with some of these events Made in America or even a race. Broken glass outside my place, broken beer bottles, cigarette butts and things. My children play outside in front. I would appreciate if some of the revenue that is coming in was spent on street sweepers, not just trash cans. Event revenue used to clean the neighborhoods that are getting trashed. (FG5)

They do an amazing job preparing for these big events but they don't charge organizations for a lot of these events. Brian Abernathy said they did not charge NFL because they bring in so much revenue, it's so good for the city. The broken trees, the broken sidewalks, the destroyed grass and the trash, that doesn't have to be a given. If you're that good at making it happen, you can be that good at making it un-happen. Whether it's free or not for you to use our space, there should be a clean up fee. At the end of each event, you re-sod and repair damage. It's not that much money. (FG5)

Benches destroyed by private events take too long to be replaced. (FG2)

The big events destroy parts of the Parkway and it takes forever for them to be fixed. (FG4)

Races are pretty easy to set up and take down. The things that are really impactful are Made in America, the NFL, especially Made in America in the rain. You've got 30,000 people out there stomping on the wet grass. Turning it to mud. They put boards down this year but if you put boards down and leave them for two weeks, it's going to kill the grass. (FG5)

Go back to when they cut down all the London Plane trees in the center. They were planted in 1928 and the outside ones were dying. During big events, people standing under the tree were tamping out all the oxygen. The replant was conditioned on only having 7 events a year of any size on the parkway. (FG8)

Health and Safety Issues

I'm a nurse, I work at the Hospital at University of Pennsylvania. For the Pope's visit, we had advanced notice to be ready for casualties, etc. so being at work was very important. My employer gave us information released by the city. I went out the night before and asked to be sure I could get across and walk to work. I was told that I could walk up to Gerard Ave. and around, or that I could go through metal detectors and across. The information was inaccurate -- what was given way in advance to my employer AND what was told to me the night before. That morning, there were many many people trying to get across. It took 2 to 3 ½ hours to cross the city. My solution is: To think about the essential functions of the city, one of which is health care. Realize the work of the city goes on. There were lots of health care workers -- 5:30, 6:00 in the morning -- trying to get to their jobs without adequate information. (FG2)

I work in home health care so for us, these big events that block things for weeks sometimes prevent our workers from visiting sick and homebound. I work for Hospice. The traffic box for the Pope's visit forced us to move patients from their homes into our facilities because there was no way for us to get in. We are not EMS. We could get signs from the residence/building but police would not let us through. (FG3)

Accessibility to the streets just isn't there during these events and that is an argument for keeping it small. Accessibility to nearby neighborhoods is a problem. A lot of people in my building have home health aides and they can't get to them. (FG4)

Made in America is the worst. And there is underaged drinking going on. They do not check ID. And the police are not doing anything about it. (FG4)

Police "security" aren't doing the job. Sit in their cars. Rude. (FG4)

With Made in America, they had to have medical teams go around the neighborhood to pick up drunk kids. There needs to be a better way to monitor these things. You get drunk kids all the time but not to that extent. I think it's affected by who performs, they're playing to a younger crowd. (FG6)

I was lucky to have my heart attack on a Sunday when there was no event on the Parkway. It could have made the difference between me being alive or dead. It's not theoretical, there is documented research how events such as these impact emergency health services. Because I had to go, was taken, to Penn Presbyterian Hospital. We could not have taken that route had there been an event, almost any event. A run. Anything. People need to know this. I'm probably alive today because there was no event. (FG6)

One of the reasons they close off a lot of the streets to parking is because a man did die at the Philadelphian one year. Slow emergency response. (FG6)

They had a fire on 25th Street, a few years back. They had trouble getting the engines through. They've addressed that. They say they've addressed that. Emergency vehicles can get through better. (FG6)

We had a couple with serious health issues at Parktown last year. To try to tell The Powers That Be, "we have 4 patients who have to go to dialysis on Saturday" Well, you just have to get them there. (FG8)

Effect on Business

For Made in America, I'm out there (outside the restaurant) with all the people all day until the last stragglers leave at 2:00 in the morning and there are more problems on the 4th of July. Probably 10:1. It's a much bigger crowd and it's a free crowd. Nobody needs to spend any money. Just there to enjoy the fireworks. And act pretty bad on the way home. They're not the most respectful people after they're done having a good time on the 4th of July. Lots more urination in the streets and people passed out. This is 12 years, I don't miss these events, I'm right there outside the place walking the neighborhood, making sure people are respectful because not only do I own my property I own a number of other properties there. After the events are over, I'm out there cleaning it up. The Color Run is probably the biggest disaster in terms of making a mess. They throw colored powder, I think it's cornstarch. What a mess that is, until the next day it rains. Tracked right into the restaurant. (FG7)

The Papal visit affected a lot of businesses negatively. People came only for the Pope. They didn't spend any money. And with the NFL Draft, once people hear about road closures, people from out of town don't come and those who could walk to them leave. (FG7)

The two knucklehead things, and stuff like that, we're a little too far away from it so we don't feel it as much as some of the other business owners I know. If you have a beer & shot place, a fast casual place, I don't know for a fact but I think those feel some positive business. My more upscale compatriots, Osteria, guys like that: you've just got to cringe when those things are happening. (What loss of revenue have you experienced?) Maybe 20% and I see it mostly on my second seating. People who are coming for the shows, they've already made reservations and so they're committed to coming. They've just got to figure it out. (FG8)

Because of the way it is set up, people are abusing their local businesses. Tailgating at Sabrina's, staying hours without buying much of anything. Using the restrooms. (FG2)

When streets are blocked it's tough for my employees. They have to leave very early. And I have food to pick up because I've got to get food to the restaurant, I had to walk 3 blocks with very heavy carts of food. There was very little information about closures this year, I think it was better last year. (FG7)

Every event on the parkway affects my business directly. Usually in a positive way. Made in America is an example of a contained event. People spend all their money inside, they can't leave. I get why they do it. I don't know how long it will last. This year seemed to be less attended than years past. I think that was the case with all outdoor music festivals this past year, I was told. I find the crowds from Made in America respectful. They have money, which is good to consider if you're going to host an event that takes place on the parkway. If people are going to put up the money to make sure the city's coffers are filled from an event like that, and they're taking care of the space, they're responsible for re-seeding the grounds (FG7)

If it's good for Philly, if it has positive impact – and for some a negative impact for those weekends – I'll be able to communicate it to my hostesses who in turn can communicate it to the traveling public. I'll be able to communicate it to my staff, to my manager. I feel it's very fluid in terms of what you guys can do. (FG8)

If you could allow some jazz to end up on the parkway that would be great. They attract a different demographic base than the others. A Chardonnay drinking, pinkie out crowd, just to keep it fair. (FG8)

I don't want to be negative about events. I recognize they're good for Philadelphia and I'm all about that but they're not necessarily good for local businesses people have to travel to. I think it scares people, personally. (FG8)

(Are there any that benefit your business?) Not my specific business. My business is more about location and destination. We're jazz and bourbon and southern cuisine. When events are happening it sort of scares my clientele. I live here too at 640 N. Broad Street. So most of my peers will get out of Dodge, if they can, because it brings too much congestion. (FG8)

If you have a beer & shot place, a fast casual place, I don't know for a fact but I think those feel some positive business. My more upscale compatriots, Osteria, guys like that: you've just got to cringe when those things are happening. (FG8)

Maybe it's good for hotel rooms but do the numbers on what wasn't spent normally. I do this for a living. I do not believe it was the big windfall they say. People left to avoid it. The money isn't spent here. The people you want on the Parkway are the people coming in to the city to see the museums. They go to the restaurants. They stay in nice hotels. They're not coming for Made in America or the NFL Draft. They're coming for cultural events. Teenybopper concert goers don't have much money to spend (beyond ticket price). (FG8)

The way they had Temple come up with the economic impact statement for the NFL Draft, it's great to see \$98 million coming in. That's a lot of money spent. (But only two industries benefitted from that: restaurants and hotels.) And all the unions who put up the scaffolding. It has a ripple effect throughout the economy, every dollar spent. And yet it's not the ideal way to utilize the parkway, for the residents. (FG7)

On the other hand, the parkway has been a showcase since the day it was built and it's always been tough on the residents. My toughest day of the year always is 4th of July. It has become so much better since police started stopping traffic earlier in the day and there's not cars everywhere. (FG7)

Diversity and Choice of Parkway Activities

I think Logan Square has come back alive because of the reconstruction, you have the miniparks and Shakespeare, the chess set, sister cities is alive. It puts the residents and visitors and any group you want out there using it. We need to replicate that, use the microspaces more effectively-- not every 5 feet down the Parkway but the Oval is another good one. It needs to get bigger and more creative, stop being just a playground & do something that really showcases the city. Make it a destination. There should never be a fence in a public space. The whole private-public notion is really important to this city. In Europe, you never see anything fenced off. Especially around monuments. Activate the Parkway with public access. (FG2)

Last Friday's kickoff to the Centennial of the Parkway opening. Events all over the Parkway and all the institutions open. Tango dancing in Logan Square, jazz at Moore College, two beer gardens, something going on in the Oval. It was a great crowd, a cross section of everybody and it was human scale. It was small and it worked and it was comfortable. Small but numerous

events everywhere. But it was quiet, not overwhelming. Small, intimate, human scale with free access. (FG2)

Fireflies and Parkway 100: it was great to have events that reflected culture and values of the institutions on the Parkway. (FG3)

Think we need to focus on the 4th of July for discussions like this. The 4th of July is about as big as Made in America and I think there's no question that we should have it. But the difference is selling the tickets requires a gate and layers of fencing. Different events attract different people too which compounds the issues the neighborhood has, like the bottles. Made in America is just a drunken party and people come with that intent. The Pope was fun because they closed down the city and you could ride around the streets. The security zone for the Pope was much bigger and tighter. (FG5)

Do events always have to end up here, impacting the people who live here? Can't they spread it around? There's no consideration for the people who live and work here and have to get around. I think they forget how small the city is. Once you cut off the parkway and drives, you've cut off the whole city. The events that work are the ones that are ours, the ones that represent Philadelphia. 4th of July. Those seem to have been managed really well. No one has a problem with those. (FG7)

I think there are commercial events that can be on the Parkway. I don't want to ban commercial events. I don't want to commercialize the Parkway, it's like Redding Terminal Market. Yes, you've got conventioners and so on so you're going to have food places but you can still buy meat and fruits and vegetables. They've done a good job of maintaining the balance so it's a real, live market. The Parkway can absorb some commercial events, that shouldn't be anywhere close to all that it's about. It's a gem. It really is. (FG5)

My daughter and I went over to NFL Draft. It was really exciting, really different. It had kind of an edge to it. The whole crowd booed the New England Patriots. And it struck me, I'd been there a few weeks earlier when we'd had a late snow storm. At work, a guy visiting from Uganda had never seen snow. So we went sledding together at the art museum. It's not an Event but there're a lot people who always show up for that, so it's sort of an event that was there. (FG5)

Take the biggest ones off and the smallest ones off and you have a nice middle ground of events that fit the Parkway. NFL Draft was too big. I felt like I was living in a refugee camp with these trailers and towers. It's so unattractive and it took forever to move out. (FG6)

Street Closures and Parking

A more structured Plan A or Plan B for what traffic will be during events. Standardized throughout the city. Like when the snow plows. We have snow routes, why not event routes? So we can understand what a Plan B weekend will be. (FG1)

Street closures. I have a car and park it on the street. If the city would email us when the streets are going to be closed, that would make it a lot easier. And when huge events close off many streets, the residents really need parking somewhere else. (FG1)

They need to find ways to keep some streets open. For the South Side, 23rd St. exit should always be open to get off 9th St. & the 22nd St. entrance should always be open to get on. Increased police presence could make that possible. (FG1)

We need consistent closures that are clearly announced before you get to residential neighborhoods, on the roads that can handle the exits. (FG2)

The Box: Live Aide tried it once, so that if you lived here you could park your car here and move around but the outsiders couldn't do it. From my viewpoint, that seemed to work ok. Otherwise it's a solid block of cars for four hours after any event. (FG2)

My biggest gripe is the traffic. And the lack of info how to get around it. Need advance notice on I95, and other places coming in, when 22nd Street exit is blocked. I could have avoided it. I was so close to home & it took 2 ½ hours to get there because everything was so completely blocked. Even for small groups when 22nd Street is open, cops will block traffic for a thirty-person parade. Need an app for road closings and flashing highway signs so that approaching traffic can avoid blocked areas. (FG3)

My other problem is when they close 22nd Street for an event, they close it short of the 676 on ramp. 22nd Street connects both directions of 676, but there's no reason – events always waste the space – between where they close and the on ramp. It's so close! My solution is leave it open. They need to communicate better with drivers before they get that far. Use the light up sign boards that they tow. (FG5)

Sometimes the way they close 22nd makes people think they can keep going straight. Then it stops & they have to turn and get stuck, backing up traffic. A lot of times they close the exit for 23rd St (for no reason) and you get stuck in center city traffic. (FG5)

The other safety issue I have is, especially from the south side above 22nd Street., it's almost like an impenetrable barrier for pedestrians to cross. There have been some updates recently but it's still bad. Solution: keep working to fix it. (FG5)

Pedestrian crosswalk timing needs work too, at 20th and 21st, I can't make it across either and then you get stuck on the little strip. (I jaywalk every morning. I get half way across then I throw my body into the traffic) (FG5)

Issue permanent/semi-permanent parking IDs. And they did that for one event. LiveAid . It worked really well. You had to show ID to get in. (FG6)

Out of towners with huge SUVs...ask "Where the hell am I parking my beast?" Hey Dude, it's hard to find a space for the residents. If they were told, if you're coming from out of town, you're parking at the zoo, you're parking at the Mann Center. There are satellite places to park. Take a bus into the event. This is someone's neighborhood. (FG6)

There's a train station right under the art museum. Built. But no train has ever gotten there. There are still tracks, the whole system. A tram could run up the Parkway – even temporarily. Today, with the Rock N Roll marathon, there are empty parking garages downtown. Completely empty. We have the Flash type bus that services the museums. They could increase the FlashBus. Some of this Jay Z money could be spent on flash type busses. (FG6)

For the Pope, they encouraged people to park in the private garages. \$5 for the weekend. You could stash your car there. For anybody. (FG6)

Think about the solution: if people park in the garages, then they go back to the garage. They're in the center of restaurants and bars. You've filled up the parking garages and the restaurants. People would say, "Heck I'm going to get some pizza and wait out the traffic" Suddenly, we have something that's designed for the space available rather than overwhelming the neighborhood. (FG6)

Noise Levels

If we're going to have loud speakers at events, we need someone to control the decibel level. There's no reason to have such loudness. We need a 411 line to report these problems. (FG1)
Noise from Made in America: It depends on which way the wind blows. I used an audio meter app on my iPhone and the measurement ranged in the 80s, which is the level between alarm clock and power tools. That was at 8:00 on Sunday evening. And the Philadelphian, where my mom lives, gets it worse all weekend. (FG3)

Noise levels on holiday weekends bother me less than in the middle of the week when people work. Should be normal by Monday morning or next business day. (FG3)

Noise is a big problem for people who are at home a lot. I live toward the back of the building. I am awakened at 5:30 or 6:00 with the noise. It doesn't need to be like that. Made in America is the worst. (FG4)

Made in America was dramatically louder this year. If I knew they were donating \$500,000 to the neighborhood school I'd say, OK I can live with this. (FG5)

Even Made in America, it's kind of cool that Jay Z is here but some could hear every word, all day long. (Did you call the number?) They were really trying to get control of the noise issue. They moved stages around so it was more inward facing. Provided cell phone number of the guy in charge. "Call me anytime if the noise gets too loud." The civic association held a meeting and promoted it. It was on the Channel 6 website. People don't read newspapers. They don't know what's going on. (FG6)

Helicopters are the biggest complaint on the neighborhood websites. (FG6)

Bus Routes and Detours

I'm very concerned about the bus detours. We have 3,717 seniors in 19130. If there's a bus detour, many seniors can't walk the extra blocks. 2800 people use the bus for work (in just our zip code). It's a big impact. (FG1)

Today's a good example, there are about 15 of the bus routes detoured. So people like me can't take a bus. I can walk but tourists can't get close enough to see what they want to see. And it's kind of at the bus driver's discretion to follow the detours. So you are aware of the detour and you go stand at the detour stop but you can look up the street and there goes your bus. I avoid using the bus on weekends because you can't count on it being where it says it's going to be. Communication coordination needed. (FG2)

The worst thing is the disruption in the neighborhoods surrounding the Parkway. Our biggest complaint is SEPTA bus routes. They move them, detours even today with the marathon. You have a long walk. And the busses don't follow the detour routes. (FG6)
They don't really have satellite parking areas. For fireworks, I think there's a bus that goes to the subway. (FG6)

Thursday night, I was coming home on the bus, they closed the center lanes at 5:30. Four lanes had to go into one lane. It took 50 minutes to get from 18 and the parkway to 22nd and the parkway. The whole bus ride is 20 minutes at the most. And that was Thursday. The event wasn't until Saturday and Sunday. (FG7)

Coordination of Events and Communication with the Public

Communication with the surrounding neighborhoods needs to be better. Let us know in a timely way when streets will be closed. (FG1)

Give incentives to the neighbors to make up for the impact on them. Free memberships. It's an impact fee. (FG1)

If an event is going to be on the parkway, the next time it is here should be year 3. That's for walks, some concerts & runs. Holiday events are good for everybody & should be allowed. (FG1)

Have staging areas so neighborhood is closed and people are bused in to events from areas set up outside the city. A system to keep cars and traffic out of the neighborhood. Residents could get in & out. (FG1)

The issue for me is the communications. Different entities putting out different communications. They do not have a coordinated way of dealing with it and putting the message out. My solution is to put more concerted effort into coordinating the communications. If we know, we can be prepared. And the police, sometimes they treat you like you're trying to pull a fast one just by trying to get across. Some are nice but a lot are just plain rude. (FG2)

Need an emergency phone number or website to update on changes. "We are aware that the situation at ____ street has changed. The nearest open street is ____ street instead." We need something that can adapt to changing circumstances and put up real time information. And get that info to police and the people setting up so they are aware. (FG2)

Seven o'clock on Sunday morning and the first TV helicopters come down. And the blade slap noise is bouncing around and you can hear the loud speakers and the people who are attending the event, because there's no parking authority and no cops around, just park every which way so now we've got chaos and you can't say anything. The solution: I'm not a big government guy but you need a Parkway District Czar who is accessible and accountable and who will listen to all of us complain for the first year and get three set plays for big, medium and small events where you have your footpaths and you can address specific issues. (FG2)

Right now, nobody can tell me how many events are on the Parkway each year. City manages it thru different departments, three police districts cover center city, none of the police districts coordinate road closures so there are days when you can't get out of the city and you can't get in. There's no coordination and nobody is in charge. Nobody wants to listen to the angry neighbors. (FG2)

If they have a clear plan that says "These are the rules everybody is going to play by" & we can all look at them and maybe we don't love them but at least we know what to expect. Organization and structure, that's a great idea. (FG2)

I've taken an informal poll of my neighbors. We live where we do because it has convenient access to center city. When you cut off the Parkway, you cut that off. One neighbor likes to walk her 4 year old to day care. She knows how far her child can walk. So she confirms that the path is open but later discovers it closed. And then she is told she has to walk 6 blocks out of her way, that's a huge burden. I walk and bike and use the bus as a backup plan. It's really unfair when you are not leaving us with any options to get around. So do something to

prioritize people power and the bus to enable us to get around. So we can actually get through even when cars can't. That should be the last thing to get shut down. (FG2)

With so many weekend events, nobody can come see you. It's impossible to get here. People can't get to church. A family with a young girl in a wheelchair waited for an hour to cross but the cops said there were too many runners. Was annoyed for myself too but they were trying to go to Mass and there was no way they could break through. (FG2)

The city has the biggest municipal park system in the country. There are other great green spaces available and architectural features like the arboretum. Show them! Show the rest of the city off. And they have parking galore. Solution is to market some of the other venues and stagger use of the Parkway. (FG3)

I like how the night markets are in different neighborhoods and even highlight struggling neighborhoods. Up and coming neighborhoods. Where they could benefit more from events. Fairmont Park has just tons of space to do events. (FG3)

It's important that the event fits the structure well. (FG3)

The plans for security around the Pope's visit and the Draft, show that someone did something right. There were no incidents. Nobody got hurt. That took planning. (FG4)

The detour signs need to go since they're all going the wrong way. Four months & they're all the wrong direction. (FG4)

Negotiating points for possible contract/playbook:

- Regulating the decibel level. You can't do that at concerts. Maybe that's why concerts shouldn't be on the Parkway.

- Redirect the speakers.

- Erect sound absorption wall.

- Security on every block, it doesn't have to be police. Idea is that events pay for security but since we can't see the books, we don't know that they do.

- There has to be a way for pedestrians to cross the Parkway AND residents to get in & out---bridge or tunnel

- An event transportation plan. You can't just shut down a big part of the city when people have to come & go. Spring Garden Tunnel has 2 lanes, only one is open. Open the other to allow traffic to go in both directions. Would need some work on west side but it's something that should be considered.

- Use the stadium area as a parking lot with subway or bus transport back & forth.

- Although there's nothing like a schedule for the buses with the detour stops. Buses have to be able to cross. (FG4)

Consistency of communication is very important. They should use the latest technologies. Some of the hurricane evacuation technology is probably very simple and basic. Use overlays on Google maps. (FG5)

There needs to be a parking lot for all zone 6 residents during events, ¼ mile away. It's been done but it's not consistent. Every event, they reinvent what they do. Need standard operating procedures. (FG5)

Rock n Roll America used to be run by the city but the commercial organization running it now is doing a better job. They may be more graceful. But the marathons that the city runs, they do a good job too. (FG5)

There would need to be a penalty to not living up to the standard we set for events. Maybe that you couldn't reapply for three years. (FG5)

People in Philadelphia drive down here for the fireworks, certain that they can find a place to park. And if they can't, they pull up on your sidewalk. (FG6)

We need a coordinated transportation plan. These are annual events. You can get better & better at it if you say, "Let's try to make it better, let's try to make it better" (FG6)

We need a strategy, some kind of staggering of these events rather than all the time. (FG7)

Transportation depends on the parkway. You can't just choke it off and expect people to deal with it. I appreciate the Logan Square Neighborhood Association, they usually publish pretty detailed street closures for at least the Category 4 events. We've had the Papal visit, the Democratic National Convention, the NFL draft as well as Made in America and the usual stuff. We should be very proud to host these and the impact is disproportionate. We lose days of business with each one, and I can't even take it as a loss. (FG7)

At the Philadelphian, we have a phenomenal system with email blasts. (FG8)

The 100 year Celebration on the Parkway was very poorly communicated. Hardly saw anything about it. On the first day, they were handing out calendars but information was just for that day. It's a year long event. Very hard to find that info on the website. (FG8)

The 9th District is our Police Station. But with events, traffic comes in & changes things. They don't always communicate that with the 9th. Things change & they lose control. They bring in police officers from all over the city & that's fine but they don't know the community. "Too bad, you're not going home" Not the officer's fault because he hasn't been prepped. Communication & control should go back to the locale because Captain knows the area. (FG8)

Transparency of Plans, Financials and Schedule

Is there any information about how much the city loses by doing events? Interesting question, because the information we get is about how much the hotels make, but we don't know how much the hotels usually get. Is there an increase there? 3% 30% the numbers are fuzzy. (FG1)

There's an element of the city that says, "Wow! You mean somebody likes me? Come on in!" And that's probably the most corrosive component of being able to cordon off space. The NFL's demands were outrageous. It shouldn't be like that. It should be, "Why is your event worthy of this world class thing?" Shift the burden to the event. (FG3)

The reason I came here today: Made in America. I absolutely hate it, really really do. It happens every year. There is no cost/benefit analysis from the city. It infuriates me. My tax money goes to a company that is not even an American owned company. Budweiser is owned by a Belgium company. So the irony of Made in America really screams at me. The fact that they use garbage trucks to block off the streets is really emblematic of that whole thing. There should never be an exclusionary event in a public space. The 12 ft. fences drive me nuts. Two weeks later there is still trash and the smell of beer. Local businesses hate it. They get nothing out of it. They actually get lower attendance on that weekend. And the noise is really terrible. Big Stadium is where these kinds of events should be held. That's what we paid for. (FG2)

Try to evaluate how much events detract from enjoyment of the place, the openness or the amenities that you can't get to, negative impact on businesses that makes it hard to go out & spend money, hard to access sites on Parkway & catchment area, damages & detracts from natural beauty, disrupts access, parking, closures, makes people feel less safe about where they live because there are crowds of people and smoking & drinking on their front steps, AND events don't matter/I just hate this stuff, too many runs. (FG2)

There's a lack of transparency around events. As a taxpayer I want to know the costs of doing these events, projected volume and security plans. I don't care about squishy numbers for goodwill and increased business. I want to know, will the event cover the costs? The city should have a playbook for costs and set up times, etc. (FG3)

With Made in America and the Draft, it would be good to know just how much it cost the city. Every cop in the city was there. What must that have cost? It's Christmas for the cops. You're going to pay us overtime and we're going to put tons of cops on the street. (FG6)

We don't know if they pay for re-seeding and we don't know how much money they're contributing to the city because the city is not transparent about that. (FG7)

But I'm not a critical resident & I'm not a critical businessperson. I think there are ways to do it better. Getting people information. For event categorization, I think people saw these hurricane warnings recently and they liked the idea that they know the basic difference between a 5 and a 1. It changed their mindset about everything, having that information. It doesn't necessarily change what happens in an event but maybe there's a limit about how

many Category A, Category B & Category C things they can have during a year. Even just the Philadelphia based things, those are more difficult to traverse in the city and have less of a positive economic impact. They're all ethnically, civically, culturally important events and that's our showcase spot. To take any of those away is not going to happen. But if we're going to host those, we should be able to figure out how to host bigger things that have positive economic impact for the whole city. There's good and bad with everything & I try to keep that in mind. (FG7)

Philadelphia: the Parkway's Reflection on the City

When the Pope was here, I didn't have tickets to get close to him but with my friends, we found a way to get right up to the fence. I'm Catholic so for me, it was great. I know it caused a lot of logistical nightmares but I think it did a lot for the city internationally. Everybody knew Philadelphia and it was a very heartwarming experience. With this and the NFL Draft, Philadelphia has elevated its reputation in the world. (FG1)

Events elevate the city's image, Positive economic impact & bringing revenue into the city, encouraging people to visit sites and businesses that are along & adjacent to the event, help to beautify the area, provide unique experiences to residents and visitors, elevate important causes (walks, runs), and giving people an opportunity to be part of something they feel good about. (FG1)

The inaugural fireflies event the other night was fabulous. An article in The New York Times highlighted that event. That's a perfect example of an event that had a minimal effect on our city but got a lot of positive attention for Philadelphia. It's creative, it's family friendly, it's multicultural, very participatory. (FG4)

It's great to see us get things that really put Philadelphia on the map as a first-tier city – which I think we are. Something like the Pope's visit showcases that. (FG4)

I've been a lot of places in the world and the Parkway is a world class place. And when you think about the museums there. It's a world class gem. They do need to spend more on it. (FG4)

Historical Parkway Events and Closures from 2007 - 2017

Event	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
AIDS Walk	*	*	*	*	*	*	*	*	*	*	*
Greek Independence Day Parade	*	*	*	*	*	*	*	*	*	*	*
Philadelphia Marathon & Half	*	*	*	*	*	*	*	*	*	*	*
Philadelphia Marathon Half, 8K Run	*	*	*	*	*	*	*	*	*	*	*
Puerto Rican Day Parade	*	*	*	*	*	*	*	*	*	*	*
Pulaski Day Parade	*	*	*	*	*	*	*	*	*	*	*
Susan Komen Fndt. Race for the Cure	*	*	*	*	*	*	*	*	*	*	*
Thanksgiving Day Parade	*	*	*	*	*	*	*	*	*	*	*
Welcome America Concert & Fireworks	*	*	*	*	*	*	*	*	*	*	*
Gary Papa Run/Walk	*	*	*	*	*	*	*	*	*	*	*
Rathra Yatra Parade	*	*	*	*	*	*	*	*	*	*	*
Parkway Run	*	*	*	*	*	*	*	*	*	*	*
St. Patrick's Day Parade	*	*	*	*	*	*	*	*	*	*	*
Rock n' Roll Half Marathon				*	*	*	*	*	*	*	*
Made In America/Labor Day Concert						*	*	*	*	*	*
The Hot Chocolate 5 & 15K Run								*	*	*	*
The Love Run Half Marathon								*	*	*	*
NFL Draft											*
Parkway Fireflies Event											*
Parkway Centennial Celebration Opening											*
Diner en Blanc										*	
Philadelphia Science Festival/Logan Sq					*	*	*	*	*		
Papal Mass									*		
Bike Race/Pro-Bike Championship	*	*	*	*	*	*	*	*			
Out of the Darkness								*			
Turkish Day Parade					*	*					
Philadelphia Distance Run			*	*		*					
Phila College Festival/Campus Philly	*	*	*			*					
Gran Fondo				*	*						
Red Bull Ball Park Cranks				*							
Philadelphia Distance Run	*	*	*								
Unity Day	*		*								
Bruce Springsteen Concert		*									

First Amendment Events

Event	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Women's March on Philadelphia											*
Alice's March for Equality											*
March for Paris Agreement											*
PA MAGA March											*
Children's March Against Police Brutality									*	*	
Bring Our Girls Home Safely Rally								*			

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Intercept Survey

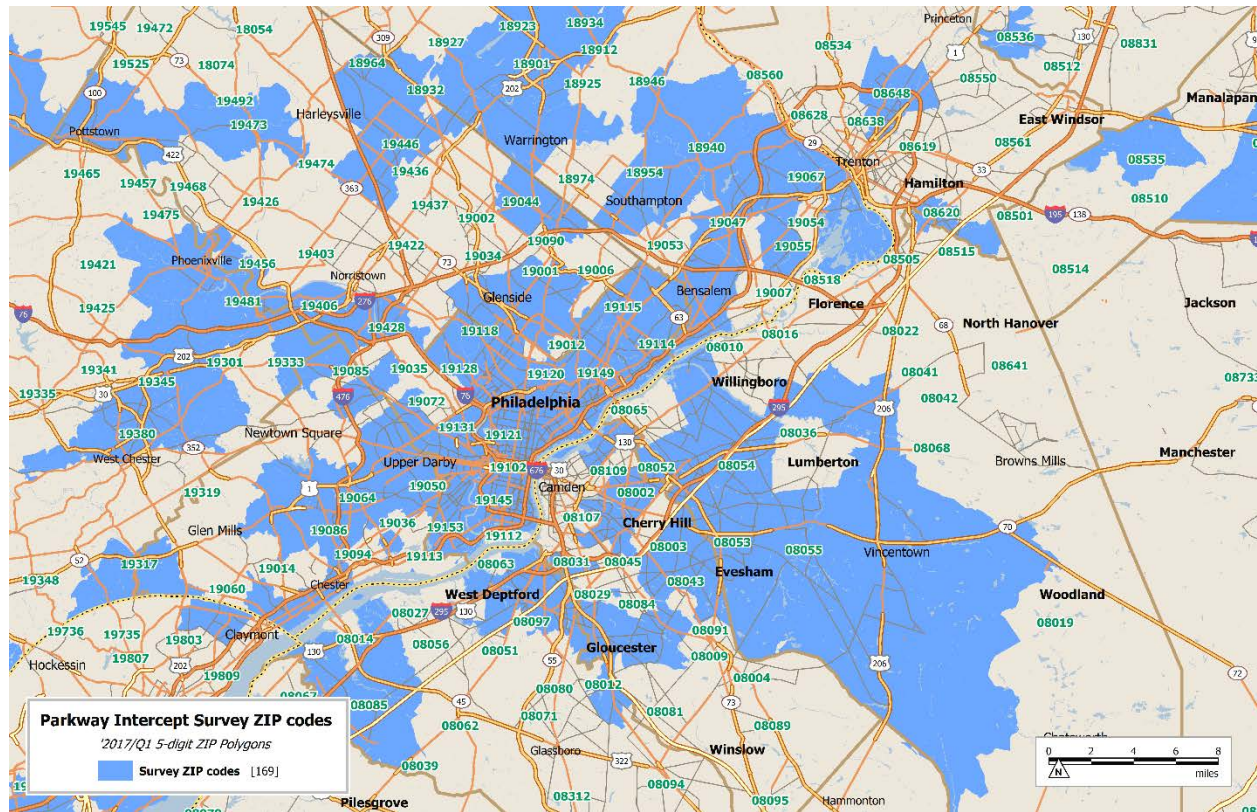
Parkway Council City of Philadelphia Survey				
1. What is your home ZIP code? _____				
2. Did you come here today specifically for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A - I live here				
3. In addition to today's event, which of the following events have you attended on the Parkway in the last three years?				
<input type="checkbox"/> Made in America	<input type="checkbox"/> Race for the Cure	<input type="checkbox"/> Puerto Rican Day Parade		
<input type="checkbox"/> NFL Draft	<input type="checkbox"/> Parkway Run	<input type="checkbox"/> Greek Independence Day Parade		
<input type="checkbox"/> 4th of July/Welcome America	<input type="checkbox"/> Local charity races	<input type="checkbox"/> Pulaski Day Parade		
<input type="checkbox"/> Visit by Pope Francis	<input type="checkbox"/> AIDS Walk	<input type="checkbox"/> Rathra Yatra Parade		
<input type="checkbox"/> Philadelphia Marathon	<input type="checkbox"/> Thanksgiving Day Parade	<input type="checkbox"/> Summer activities on the Oval		
4. What types of events do you like having on the Parkway or would like to see more of?				
<input type="checkbox"/> Music festivals	<input type="checkbox"/> Art festivals	<input type="checkbox"/> Charity events	<input type="checkbox"/> Athletic events	<input type="checkbox"/> Craft fairs
<input type="checkbox"/> Parades	<input type="checkbox"/> Cultural festivals	<input type="checkbox"/> Food events	<input type="checkbox"/> Bike races	<input type="checkbox"/> Other _____
5. Below are some things people might say about what they like BEST about events like this one. Please tell us if you mostly agree or mostly disagree with these statements.				
Improves Philadelphia's image as a great American City	Agree	Disagree	No opinion	
Increases my spending at businesses in the Parkway District	Agree	Disagree	No opinion	
Encourages me to visit museums on the Parkway	Agree	Disagree	No opinion	
Helps to beautify the Parkway	Agree	Disagree	No opinion	
Brings unique opportunities we need in the Parkway District	Agree	Disagree	No opinion	
Elevates cultures or causes important to our society	Agree	Disagree	No opinion	
Makes me feel part of something good	Agree	Disagree	No opinion	
6. Below are some things people might say about what they DISLIKE about events like this one. Please tell us if you mostly agree or mostly disagree with these statements.				
Detracts from my enjoyment of the Parkway	Agree	Disagree	No opinion	
Makes it difficult to dine or shop in the Parkway District	Agree	Disagree	No opinion	
Makes it hard to visit museums on the Parkway	Agree	Disagree	No opinion	
Damages the park or detracts from its natural beauty	Agree	Disagree	No opinion	
Disrupts access to the area by traffic and lack of parking	Agree	Disagree	No opinion	
Makes me feel less safe because of the crowds	Agree	Disagree	No opinion	
Events like this don't matter to me	Agree	Disagree	No opinion	
7. Are you likely to attend an event like this one if it were taking place at another location in Philadelphia?				
Penns Landing	<input type="checkbox"/> Definitely	<input type="checkbox"/> Maybe	<input type="checkbox"/> No	<input type="checkbox"/> No opinion
Mann Music Center	<input type="checkbox"/> Definitely	<input type="checkbox"/> Maybe	<input type="checkbox"/> No	<input type="checkbox"/> No opinion
Sports Complex	<input type="checkbox"/> Definitely	<input type="checkbox"/> Maybe	<input type="checkbox"/> No	<input type="checkbox"/> No opinion
Belmont Plateau	<input type="checkbox"/> Definitely	<input type="checkbox"/> Maybe	<input type="checkbox"/> No	<input type="checkbox"/> No opinion
8. What is your opinion about events like this taking place on the Parkway?				
9. Your age: <input type="checkbox"/> <18 <input type="checkbox"/> 18-34 <input type="checkbox"/> 35-54 <input type="checkbox"/> 55-74 <input type="checkbox"/> 75 + <input type="checkbox"/> Prefer not to answer				
10. Check ages of all other people in your party today.				
Children/youth:	<input type="checkbox"/> <6	<input type="checkbox"/> 7-12	<input type="checkbox"/> 13-17	
Adults:	<input type="checkbox"/> 18-34	<input type="checkbox"/> 35-54	<input type="checkbox"/> 55-74	<input type="checkbox"/> 75 + <input type="checkbox"/> Prefer not to answer
11. Your racial/ethnic identity: (Check all that apply.)				
<input type="checkbox"/> White	<input type="checkbox"/> American Indian	<input type="checkbox"/> Middle Eastern		
<input type="checkbox"/> Black, African American	<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Multi-racial/Multi-ethnic		
<input type="checkbox"/> Hispanic, Latino	<input type="checkbox"/> Asian or Pacific Islander	<input type="checkbox"/> Prefer not to answer	Other: _____	

For staff/internal use only:

EVENT/LOCATION:

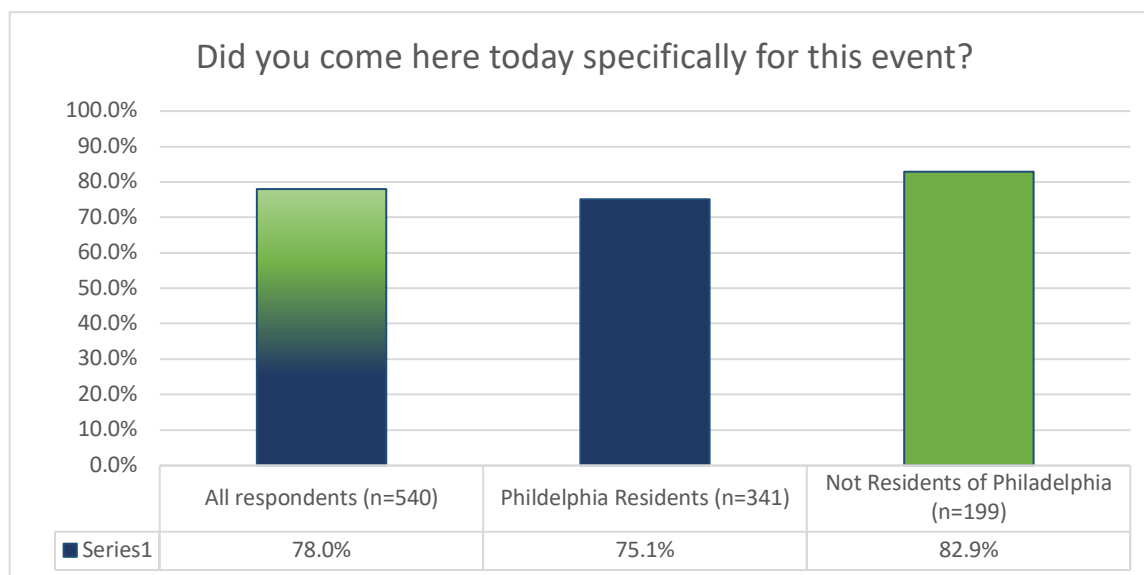
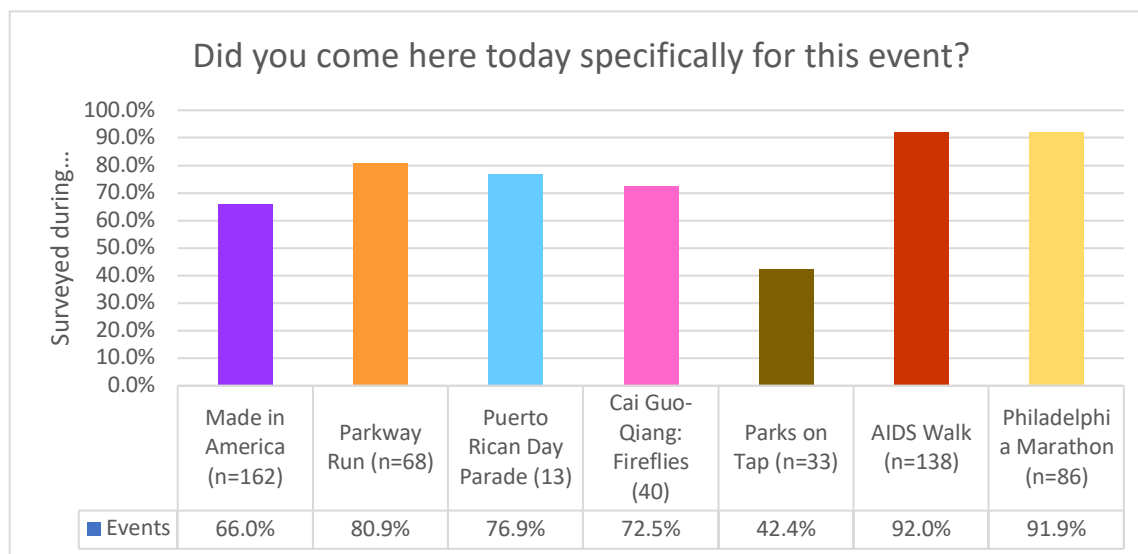
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Intercept Survey – Map of Respondent Zip Codes

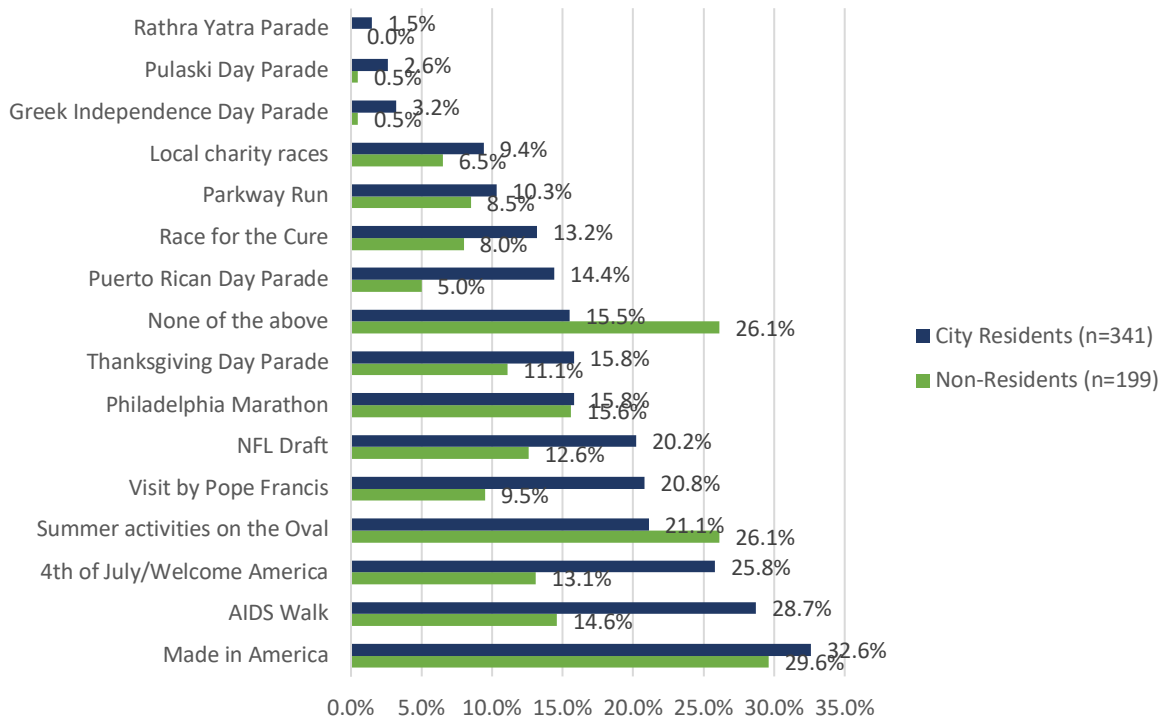


Intercept Survey Responses

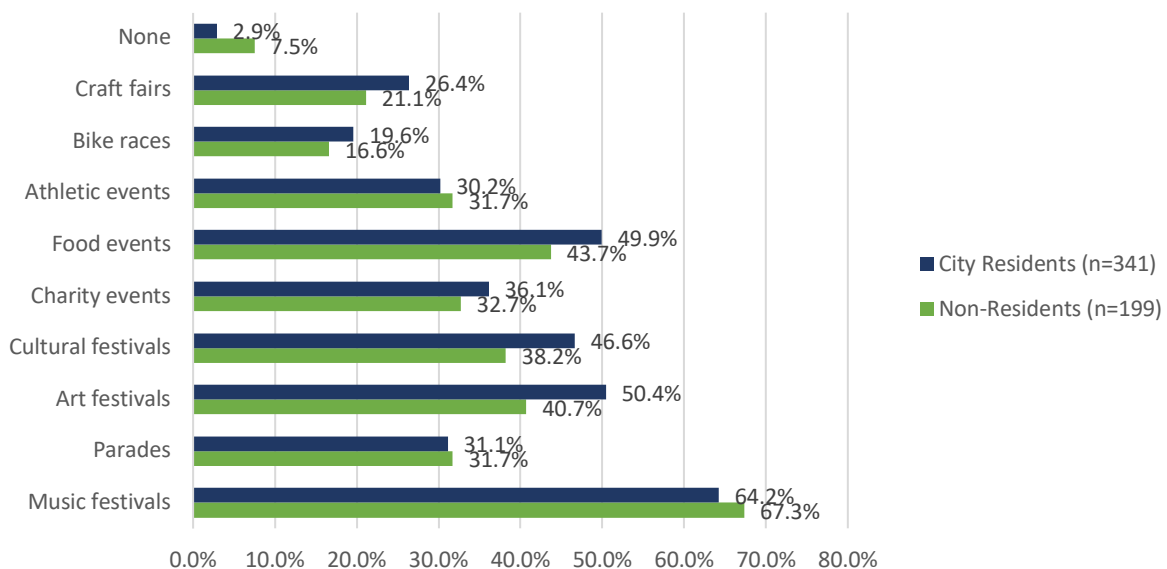
The following charts and graphs present data collected through the intercept survey and include analysis of the data for each question. There were 540 total responses to the intercept survey.



In addition to today's event, which of the following events have you attended on the Parkway in the last three years?

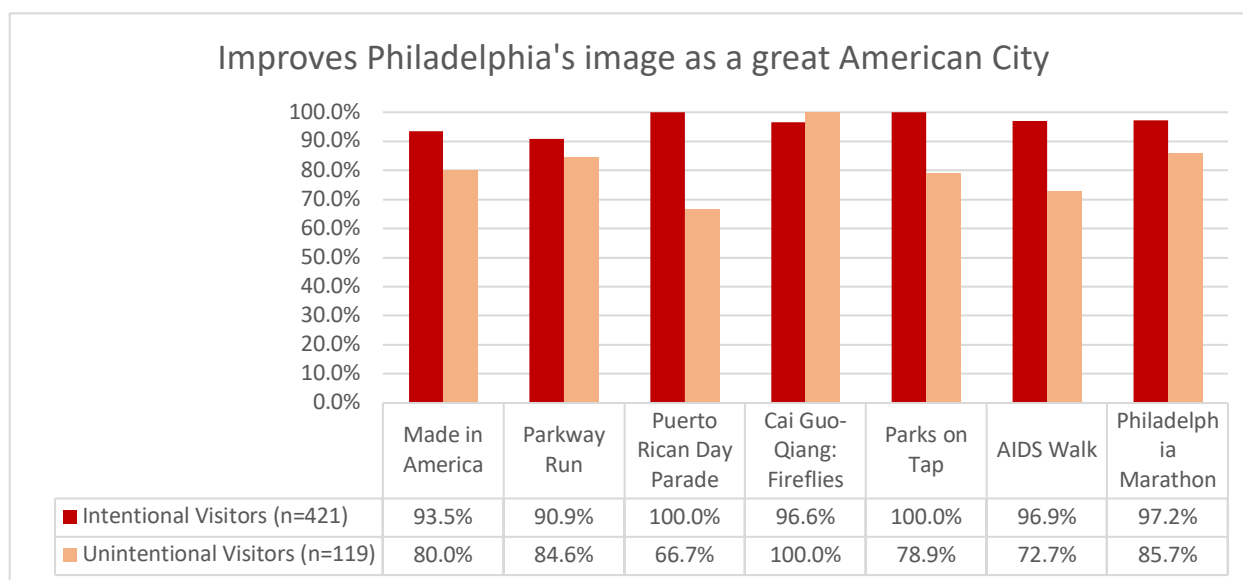
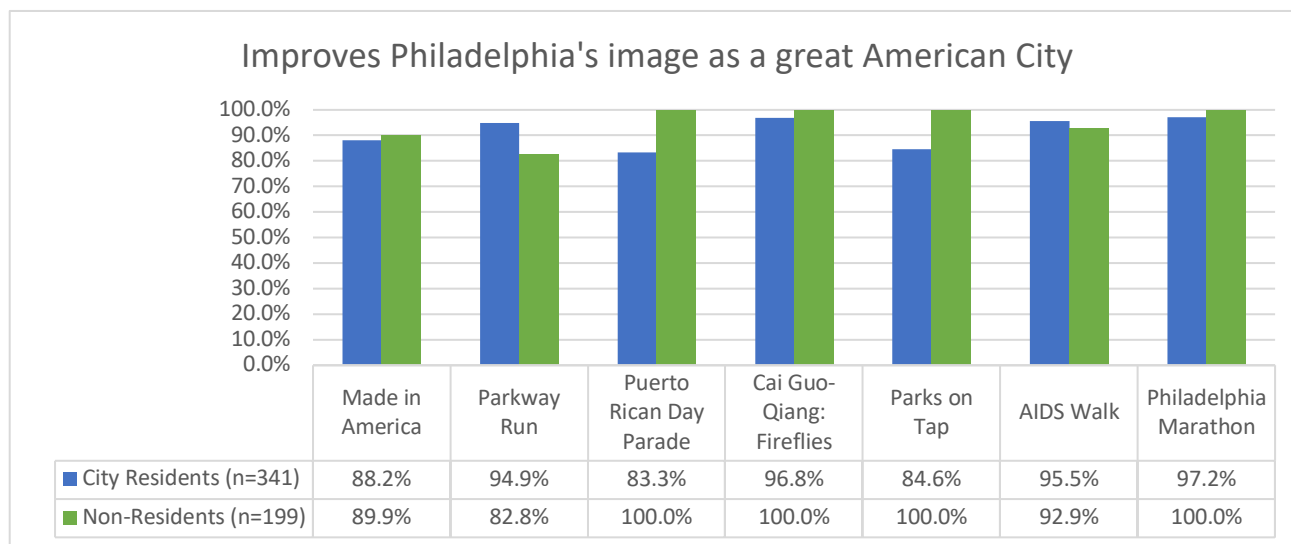


What types of events do you like having on the Parkway or would like to see more of?

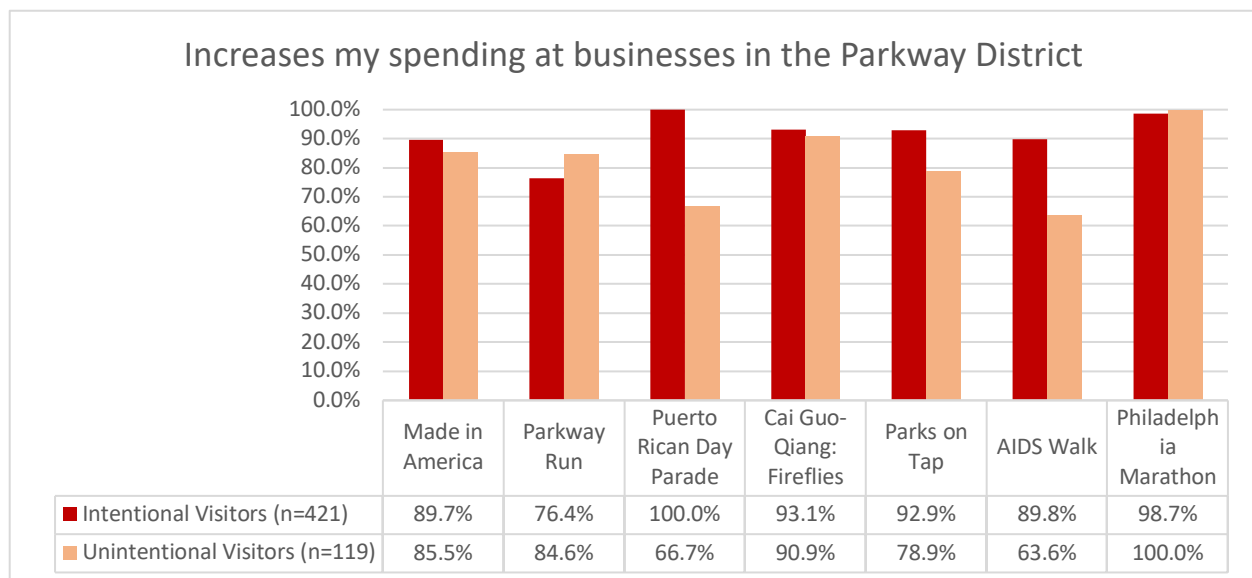
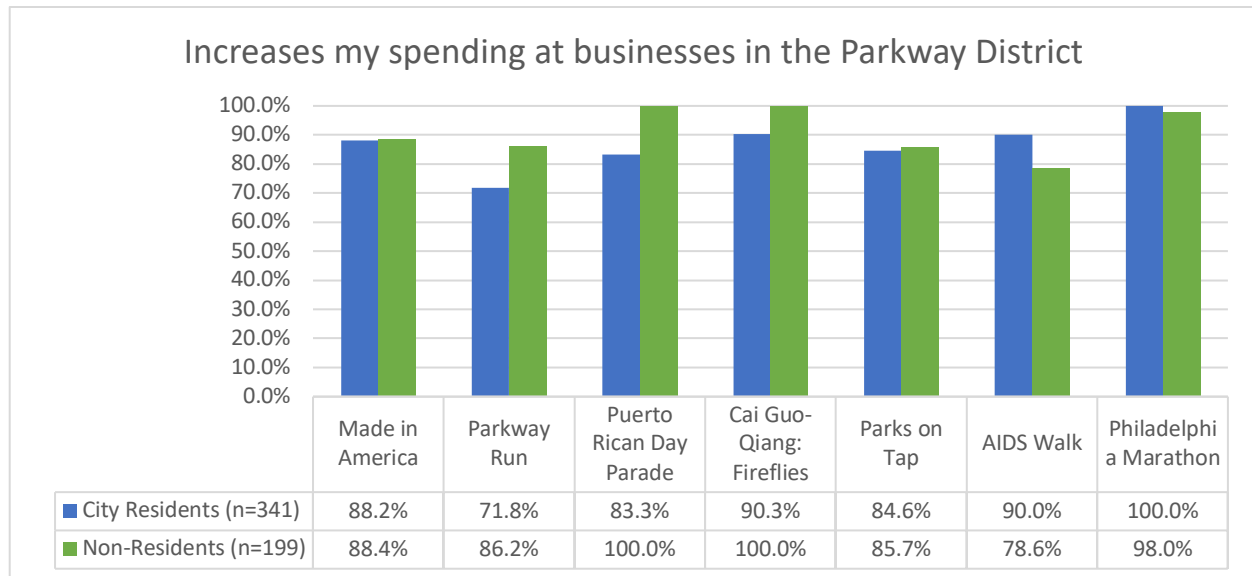


The following charts are in response to Question 5 on the intercept survey that asked for respondents to indicate agreement, disagreement or no opinion on each statement regarding “what they like BEST about events like this one.” Each statement is represented in two charts – one showing responses from Philadelphia residents and non-residents and the second indicating responses intentionally attending the event on the Parkway. In all instances responses are at each event surveyed.

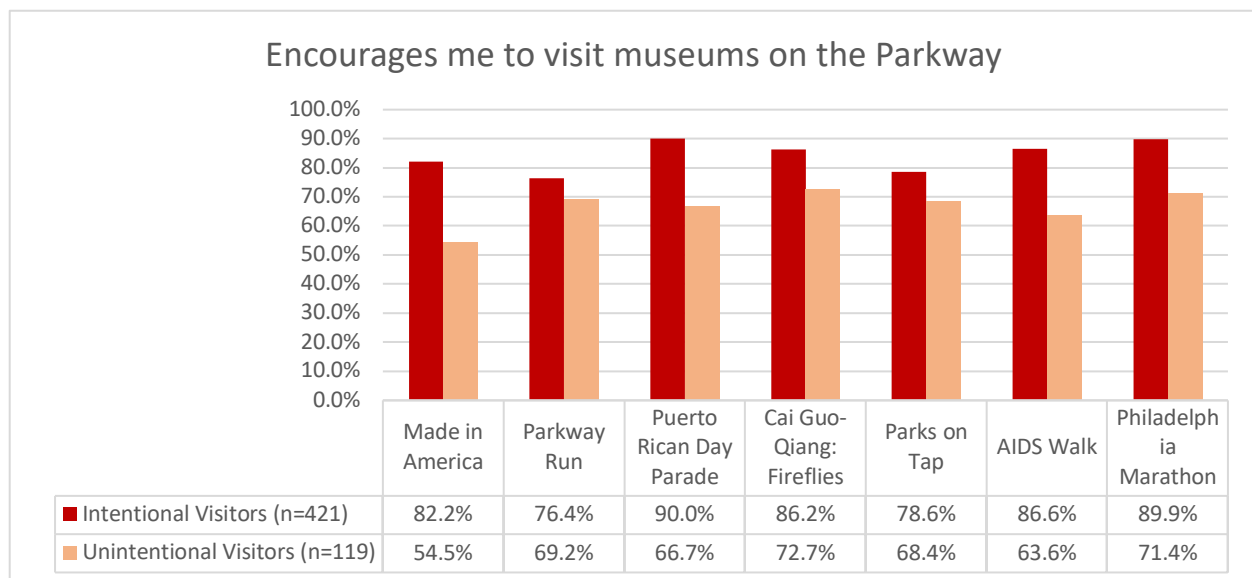
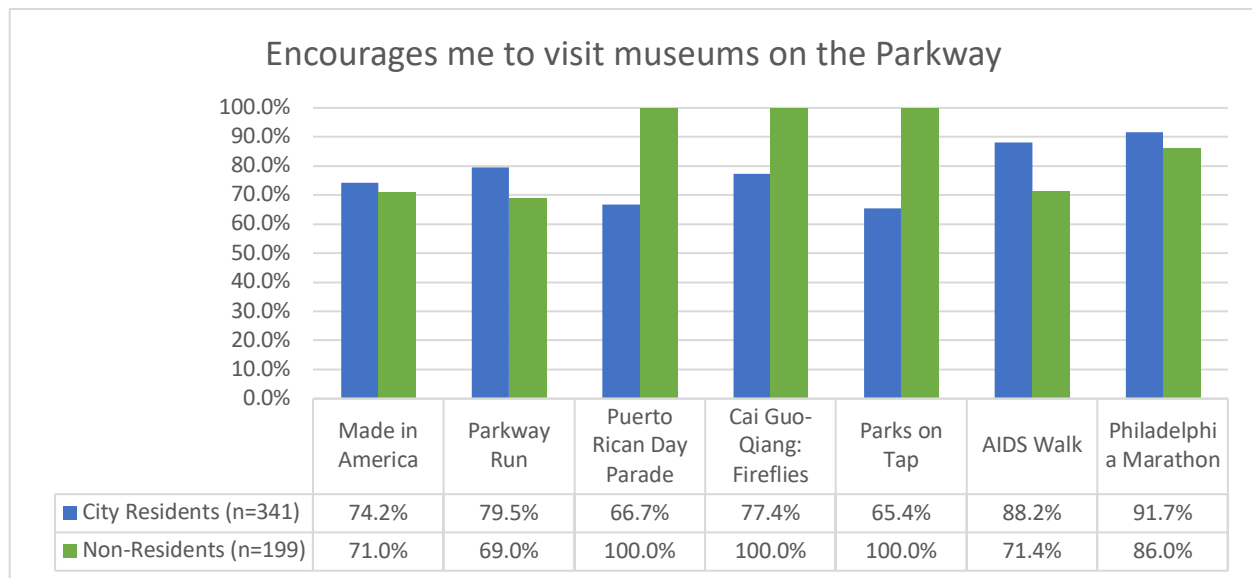
- Improves Philadelphia's image as a great American City



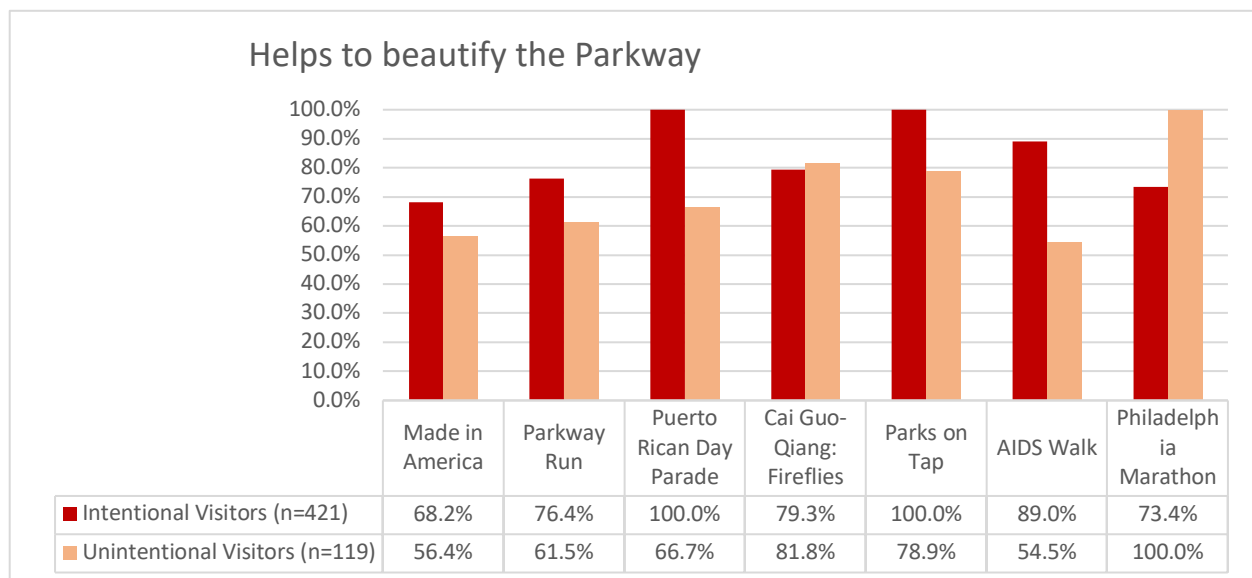
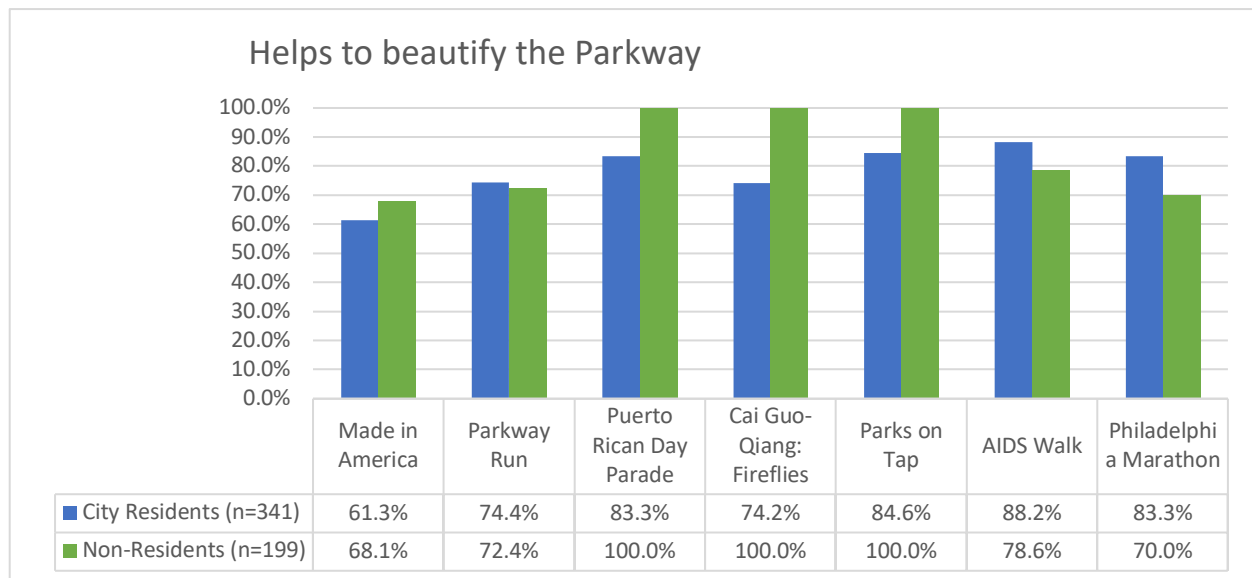
- Increases my spending at businesses in the Parkway District



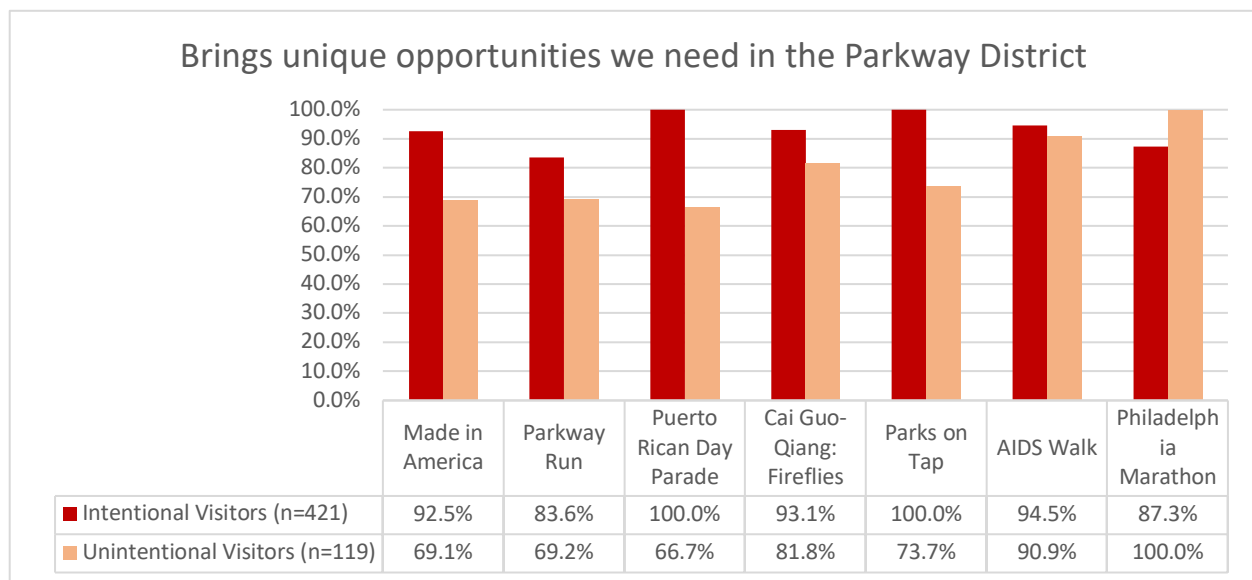
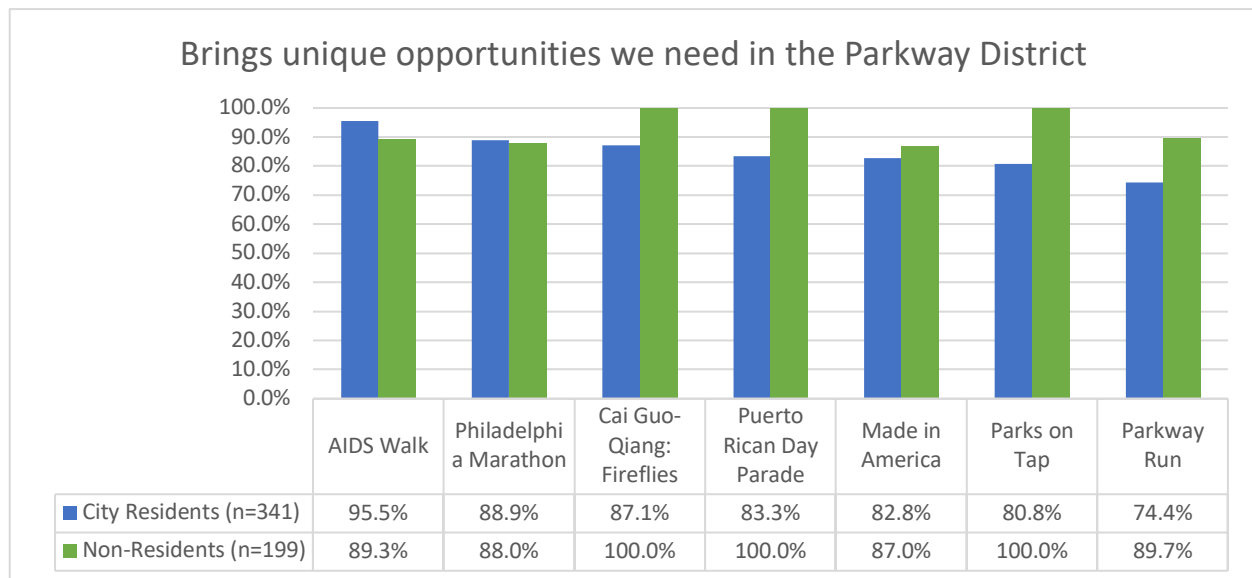
- Encourages me to visit museums on the Parkway



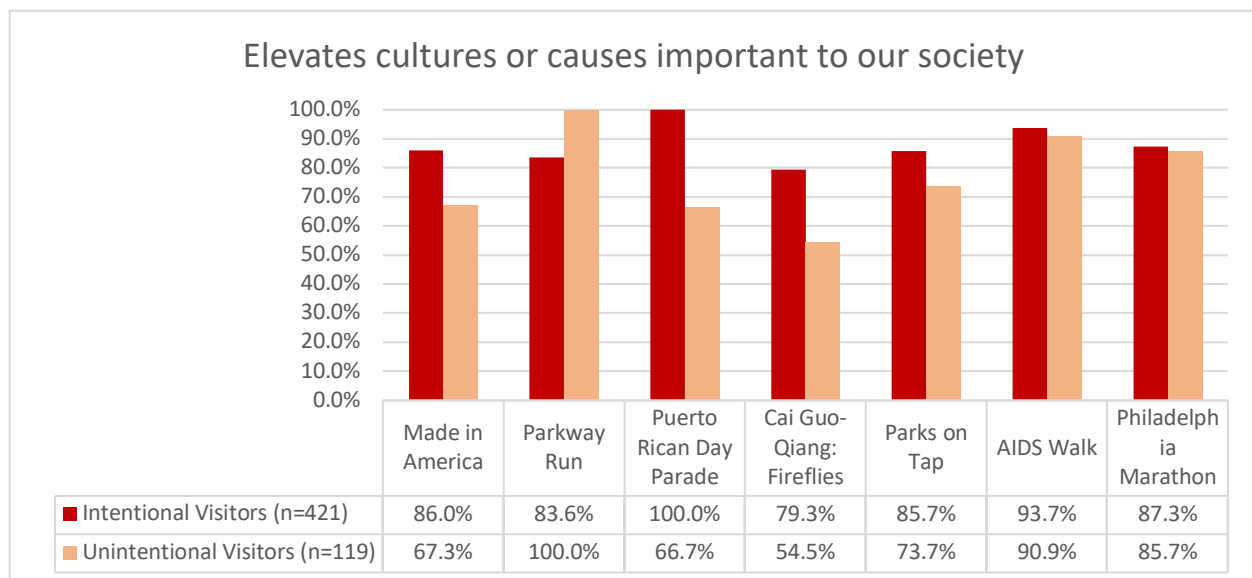
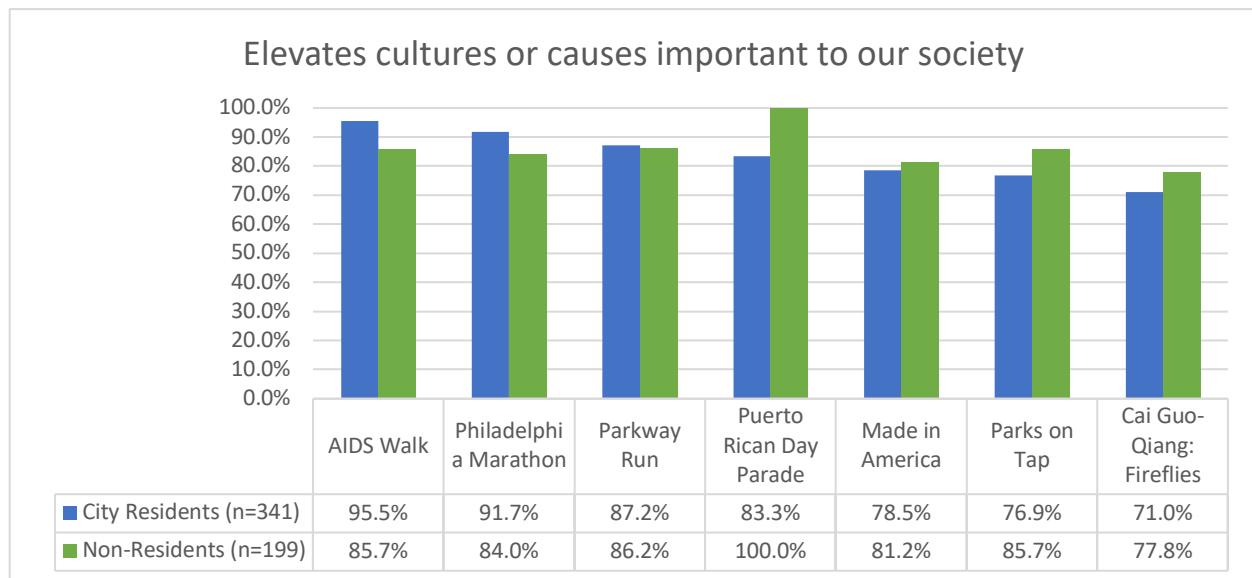
- Helps to beautify the Parkway



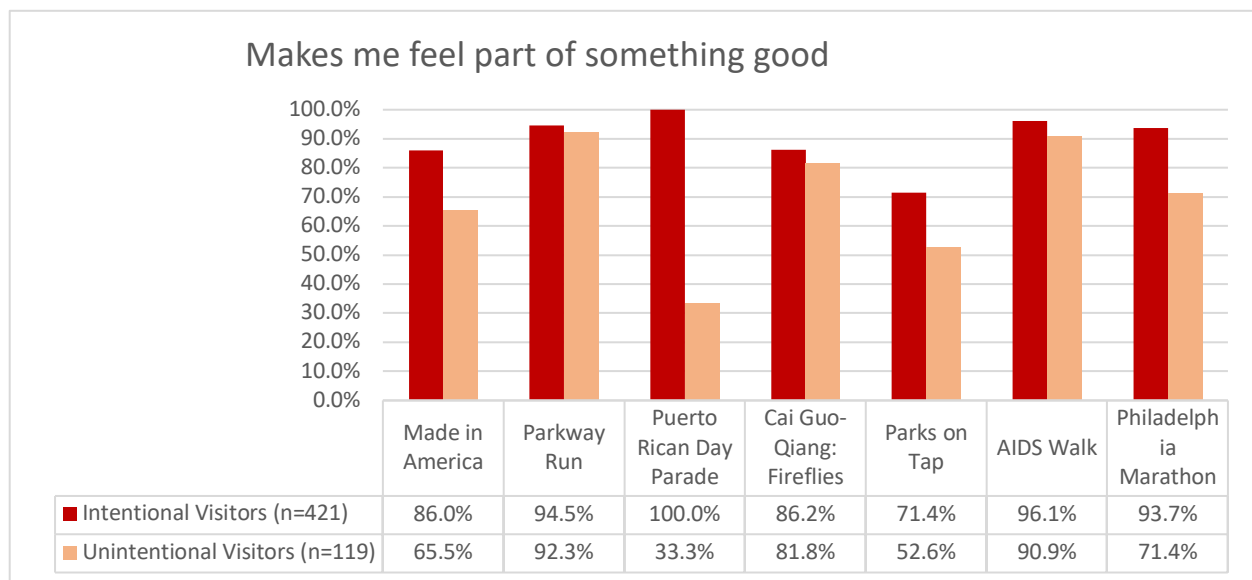
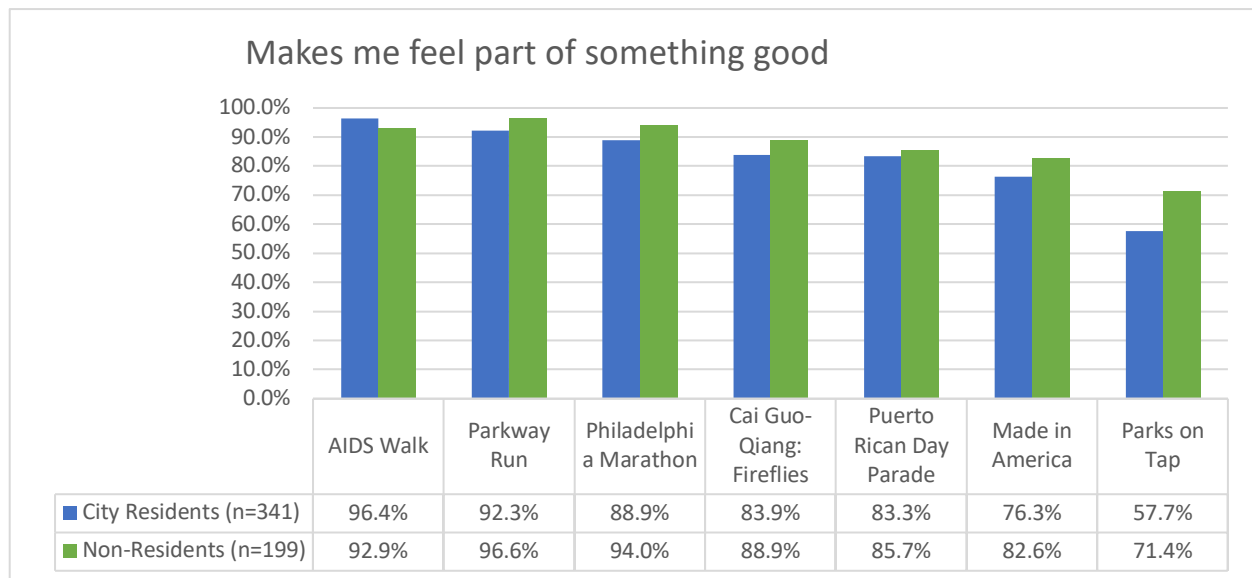
- Brings unique opportunities we need in the Parkway District



- Elevates cultures or causes important to our society

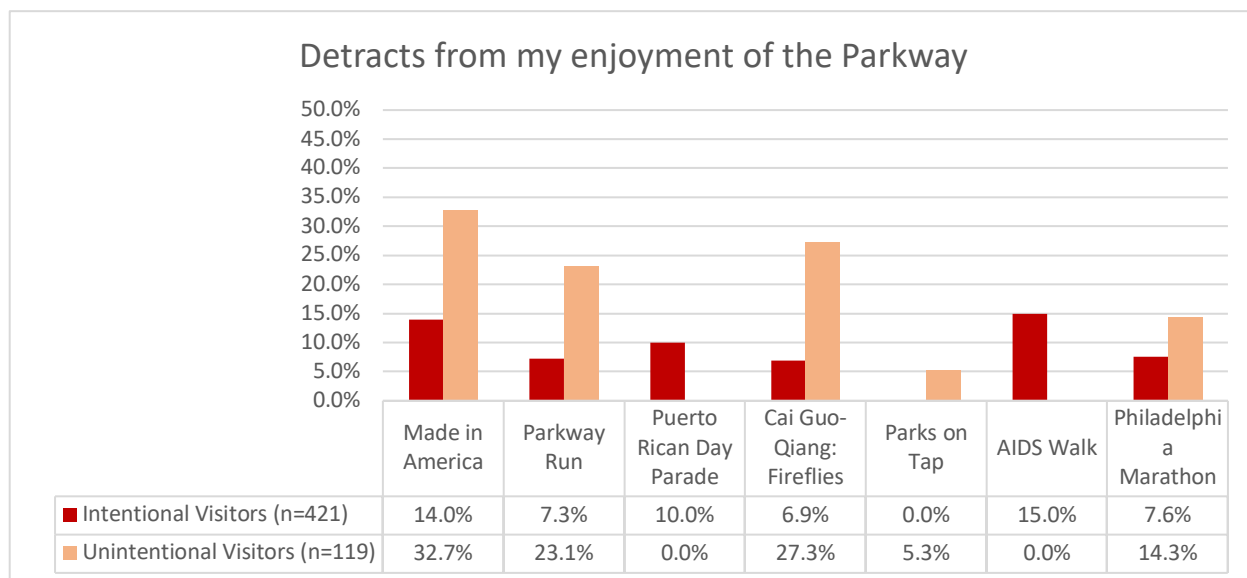
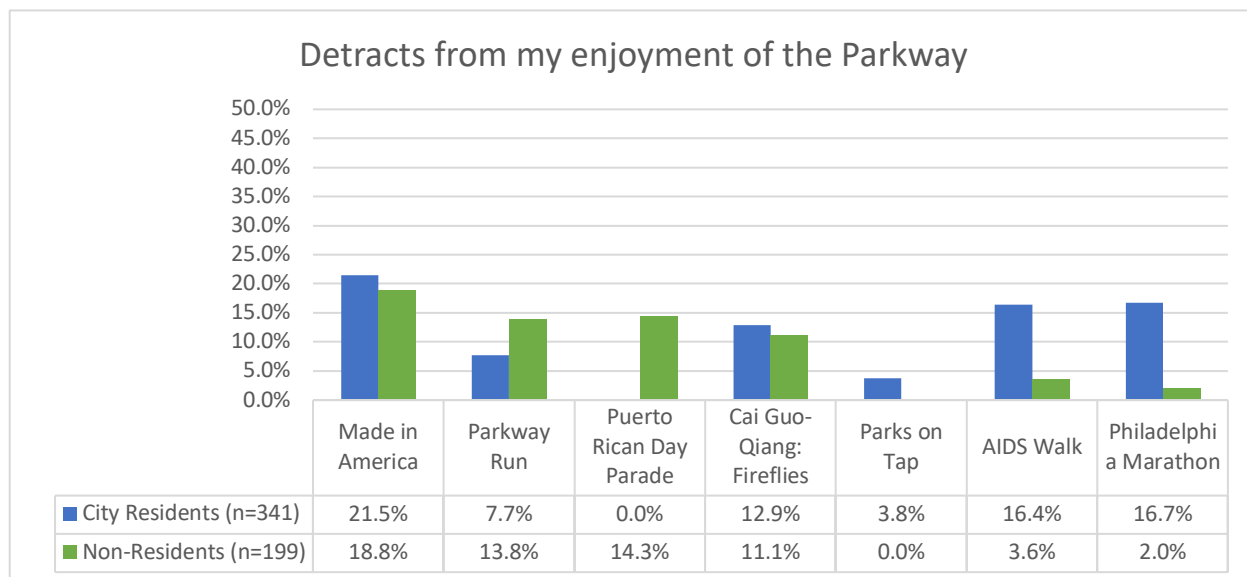


- Makes me feel part of something good

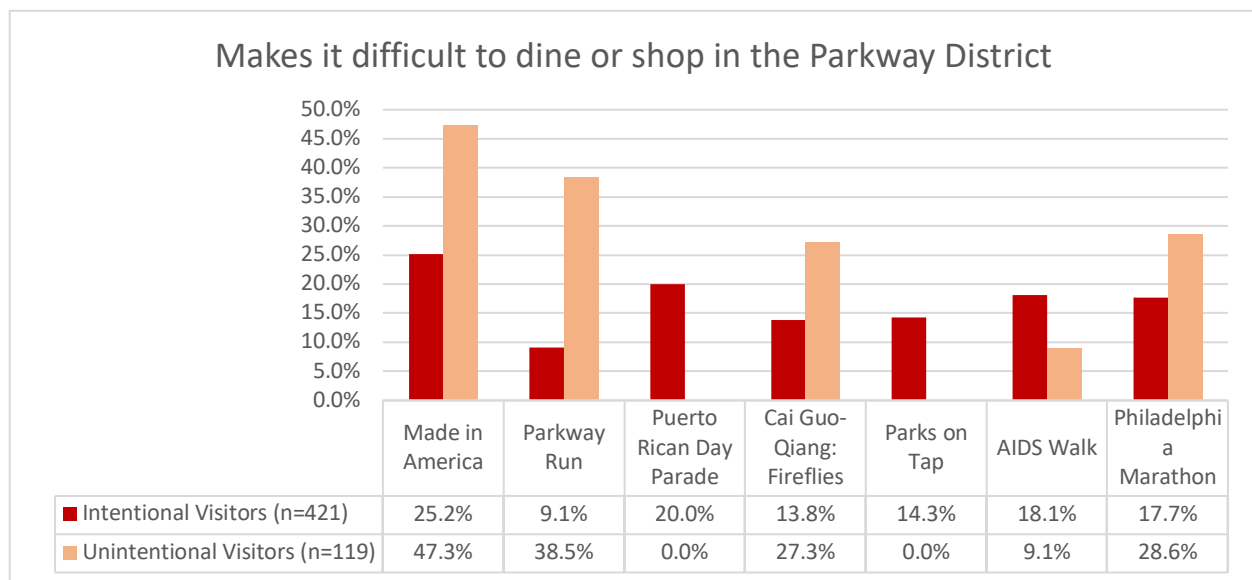
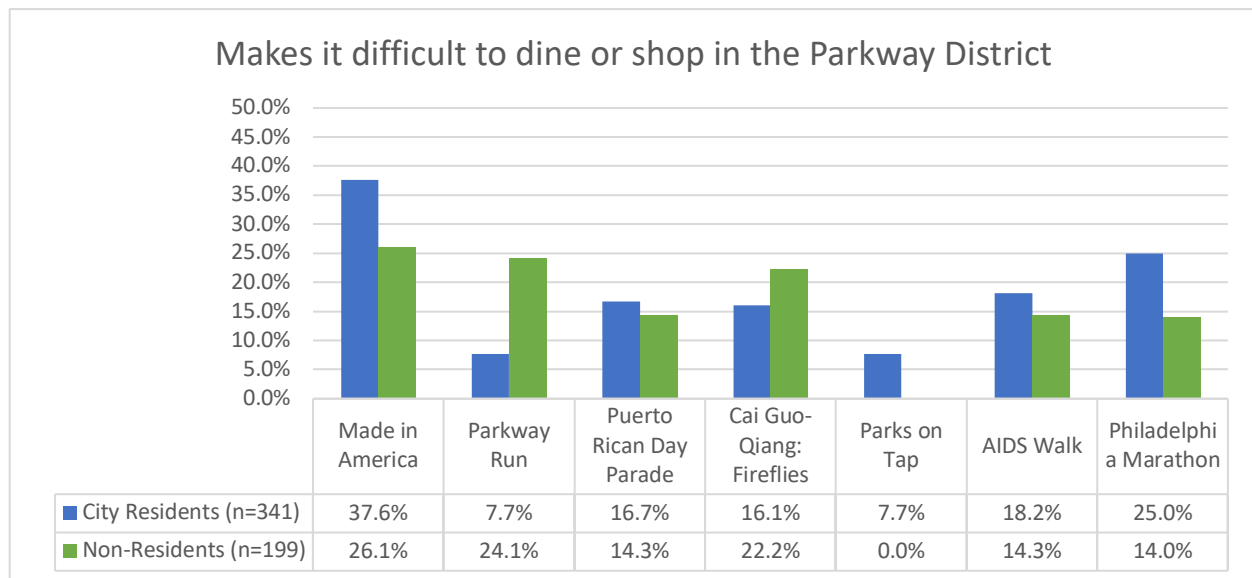


Conversely, the following charts are in response to Question 6 on the intercept survey that asked for respondents to indicate agreement, disagreement or no opinion on each statement regarding “what they dislike about events like this one.” Each statement is represented in two charts – one showing responses from Philadelphia residents and non-residents and the second indicating responses intentionally attending the event on the Parkway. In all instances responses are at each event surveyed

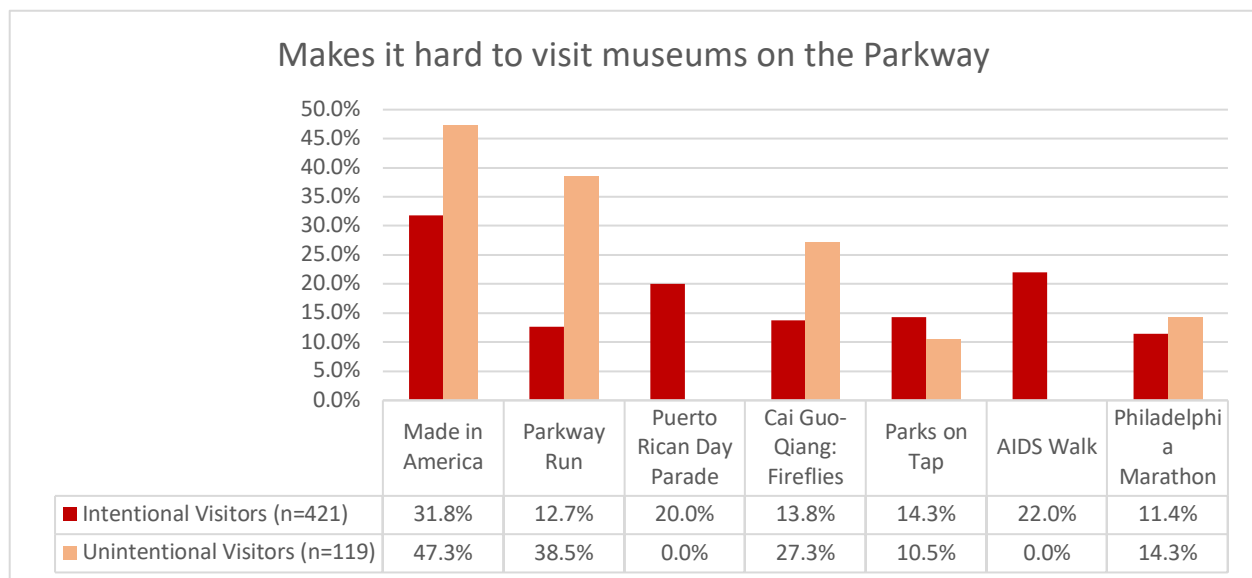
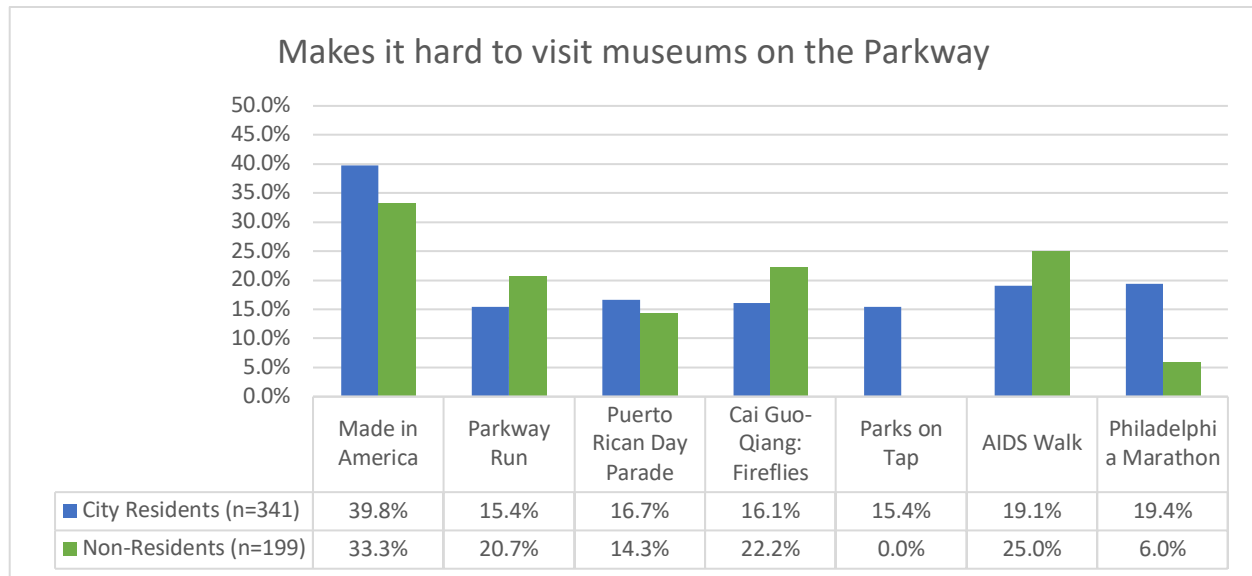
- Detracts from my enjoyment of the Parkway



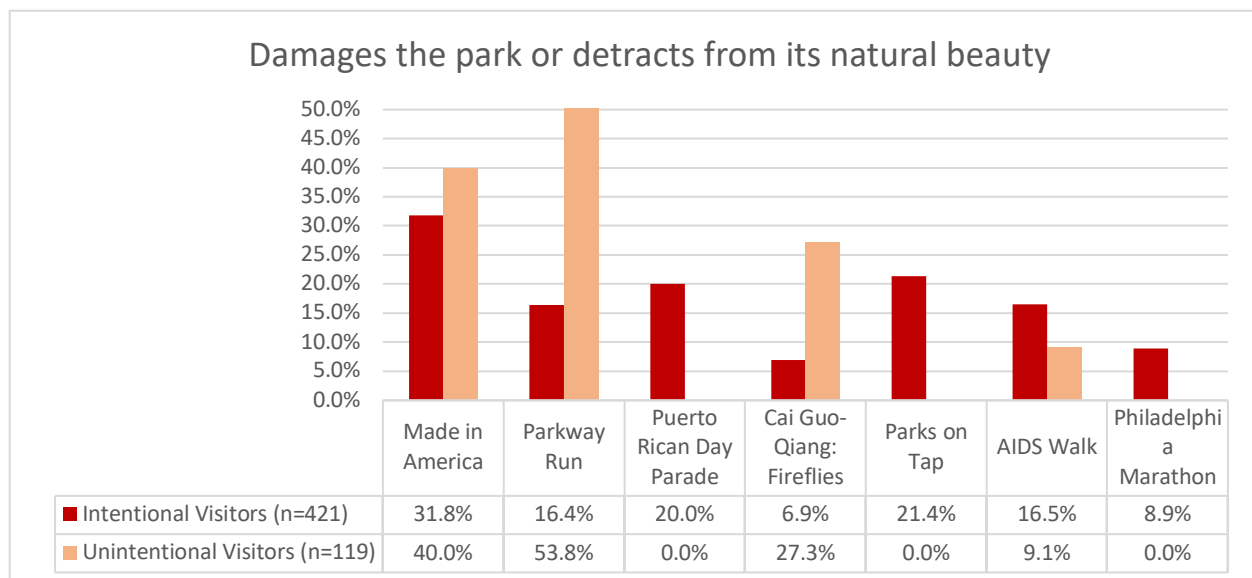
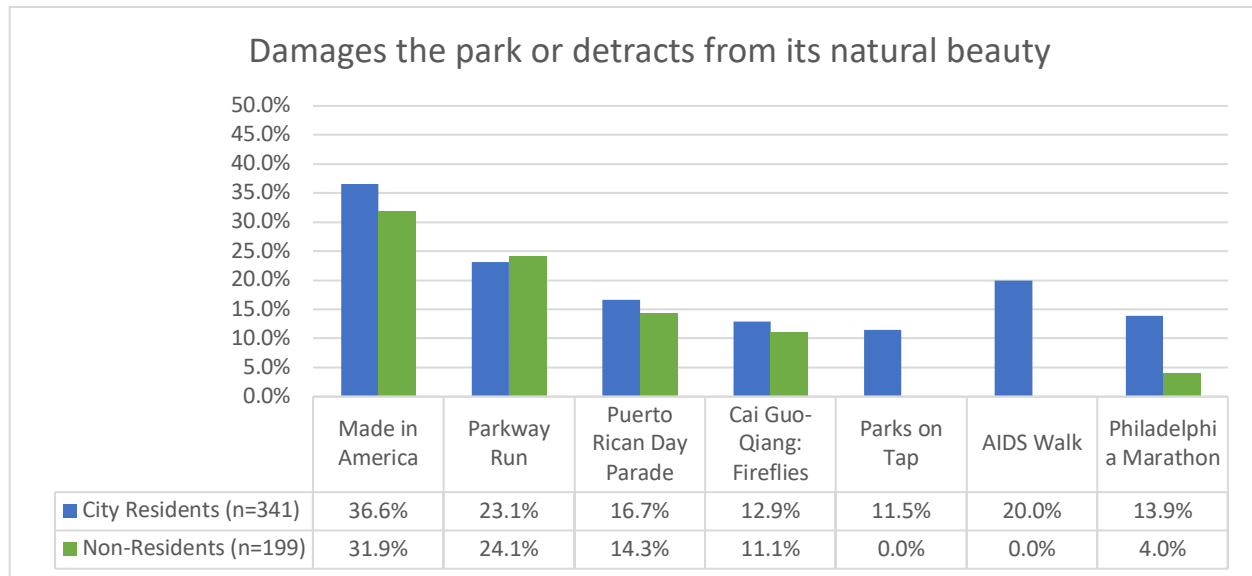
- Makes it difficult to dine or shop in the Parkway District



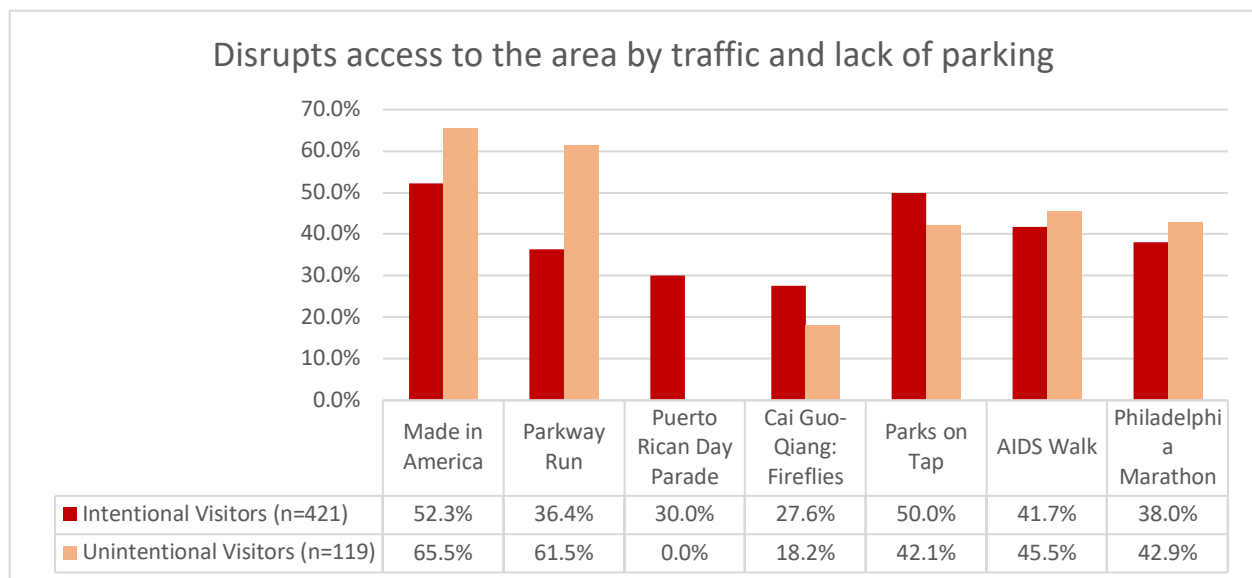
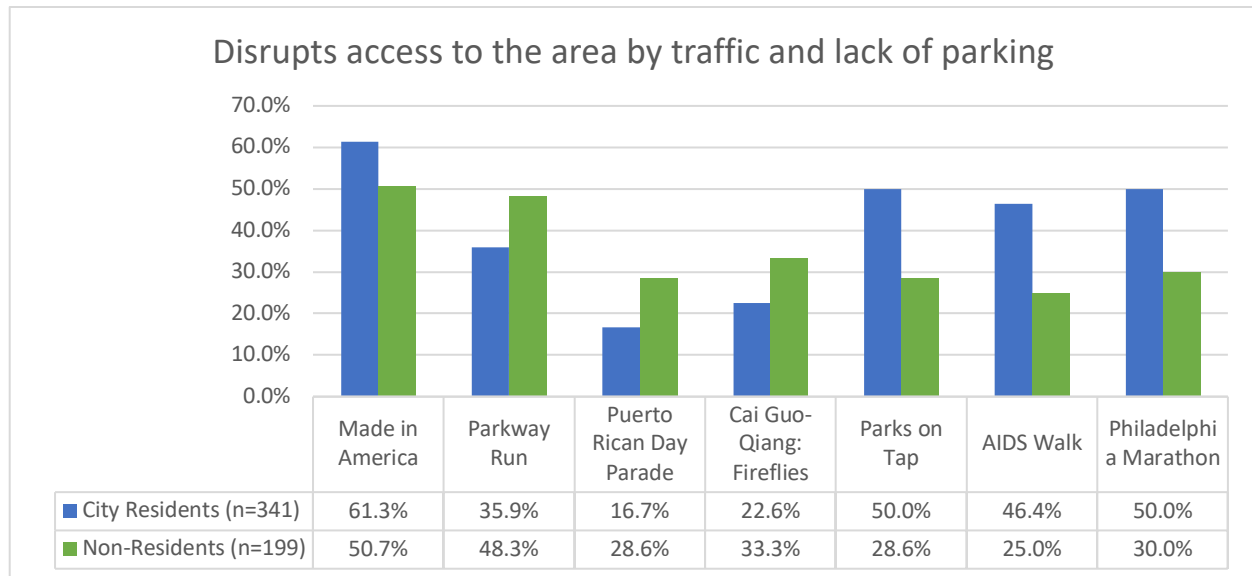
- Makes it hard to visit museums on the Parkway



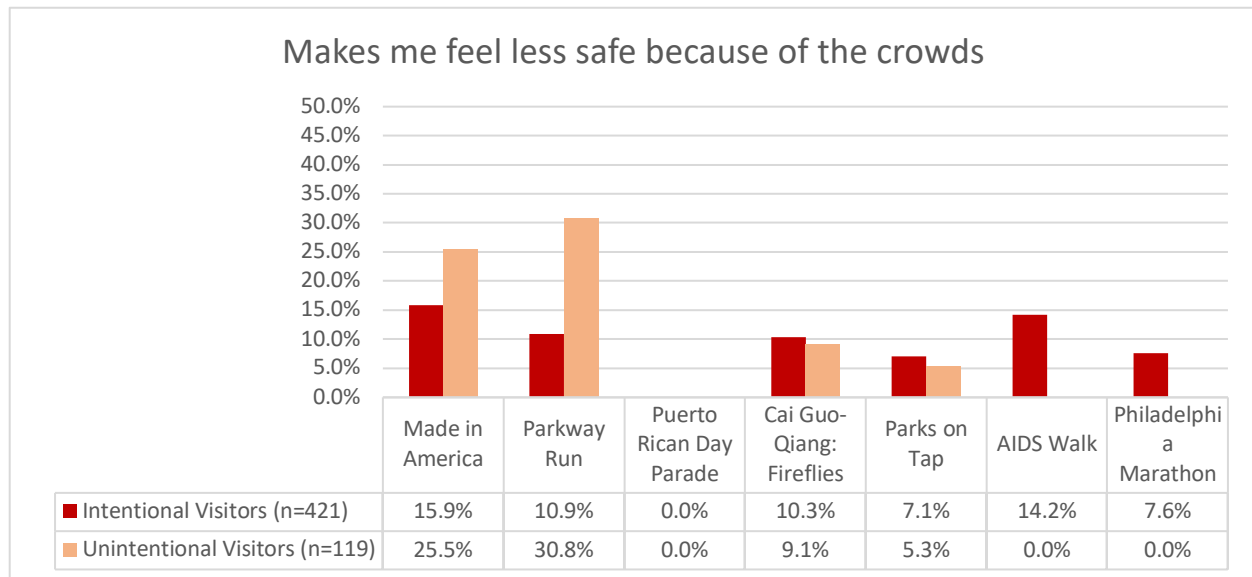
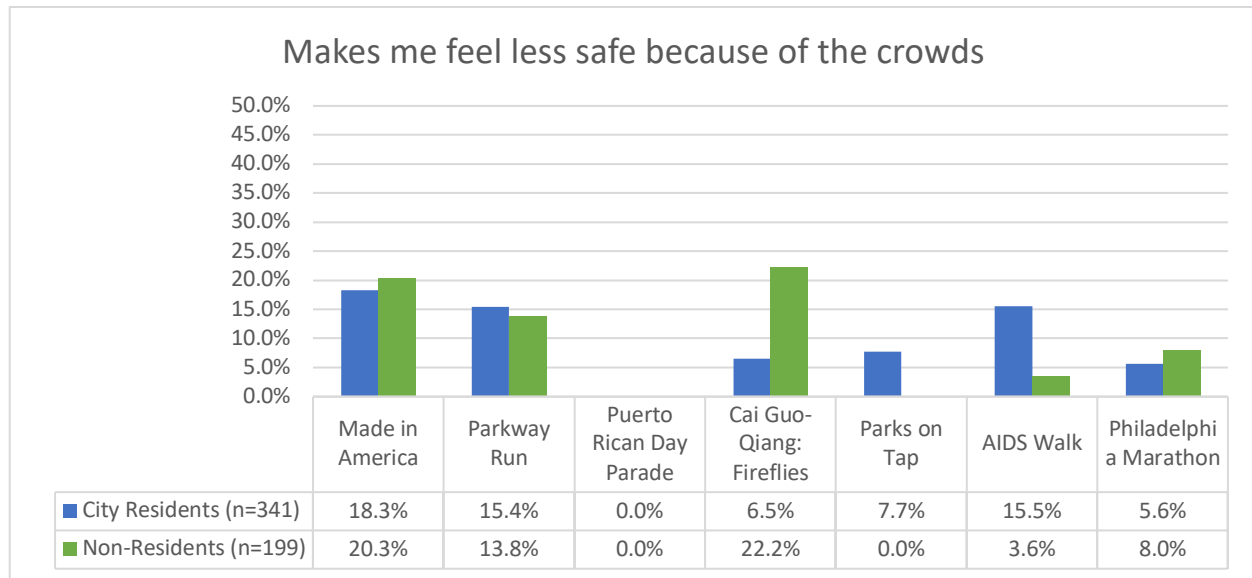
- Damages the park or detracts from its natural beauty



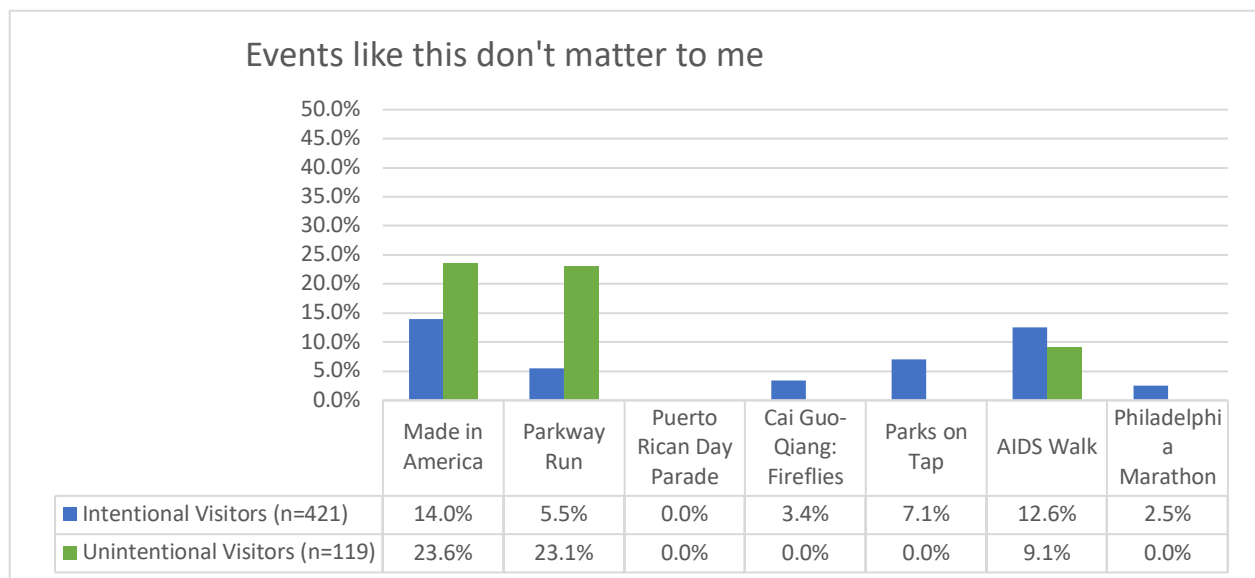
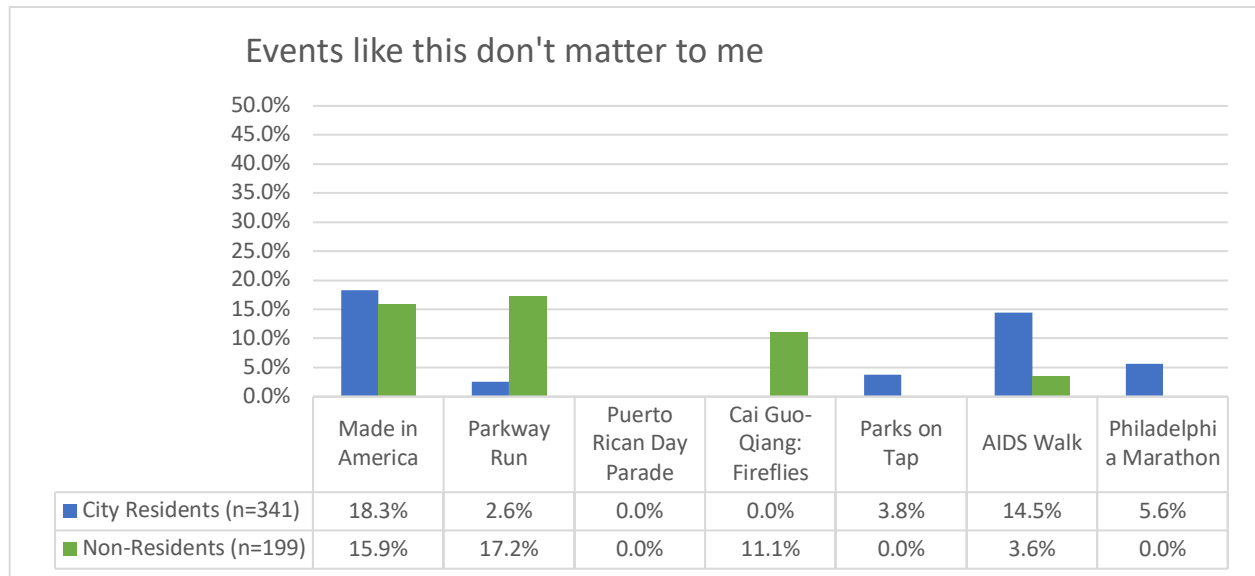
- Disrupts access to the area by traffic and lack of parking



- Makes me feel less safe because of the crowds

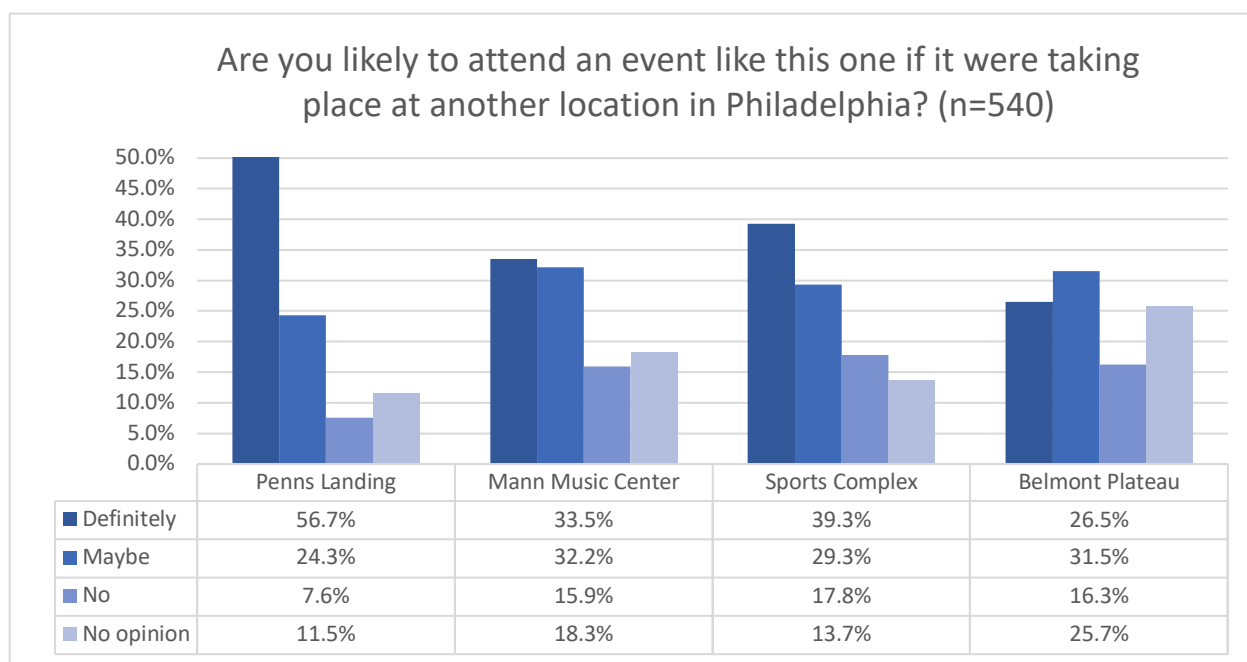


- Events like this don't matter to me

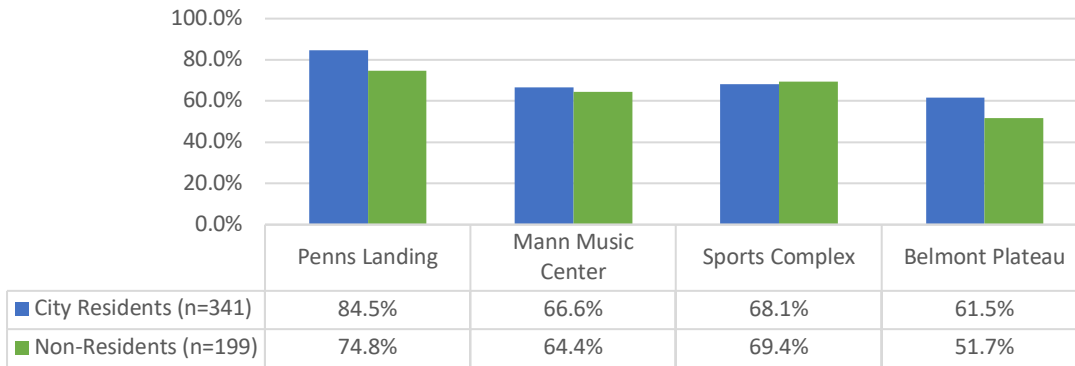


Question 7 on the intercept survey ask respondents if they would likely to attend an event like this one if it were taking place at another location in Philadelphia. They were given four choices of venue and asked to indicate definitely, maybe, no, or no opinion for each venue. Following are six charts:

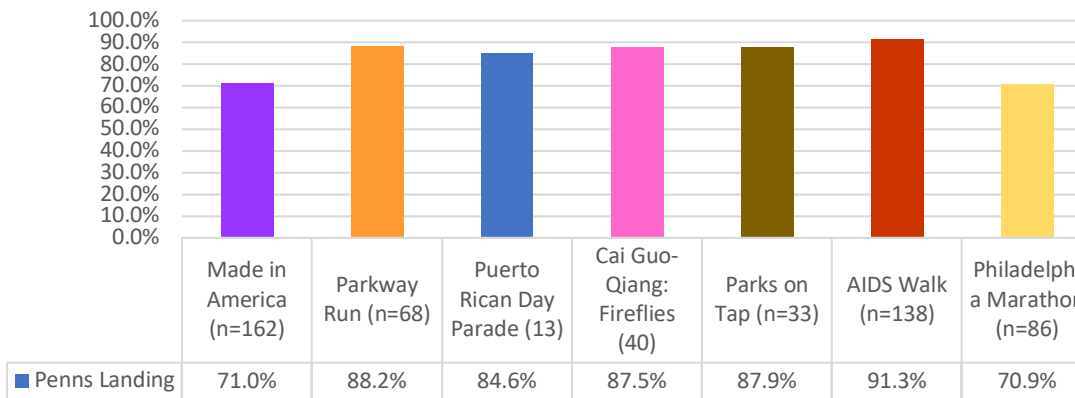
- Overall responses to each of the four venues
- Definite/Maybe responses by residents and non-residents to each venue
- Definite/Maybe responses from specific events regarding Penn's Landing
- Definite/Maybe responses from specific events regarding Mann Music Center
- Definite/Maybe responses from specific events regarding the Sports Complex
- Definite/Maybe responses from specific events regarding Belmont Plateau



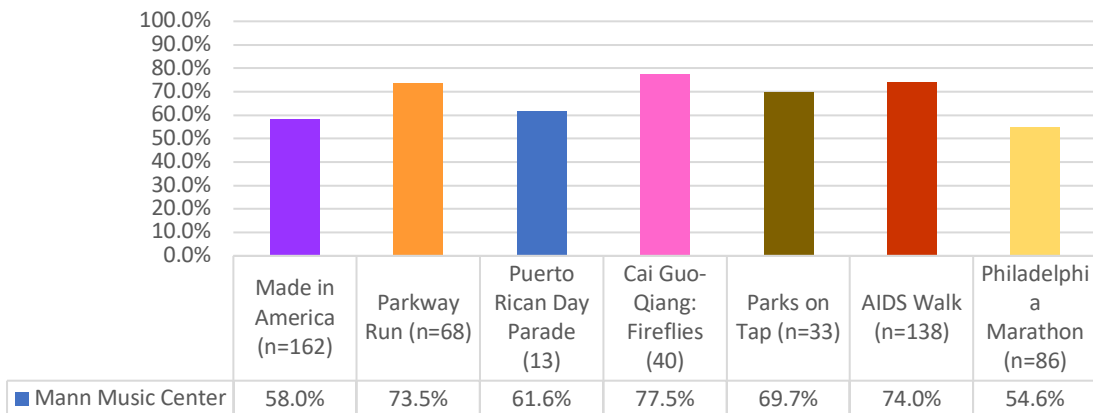
Would attend event at other location - Definitely/Maybe

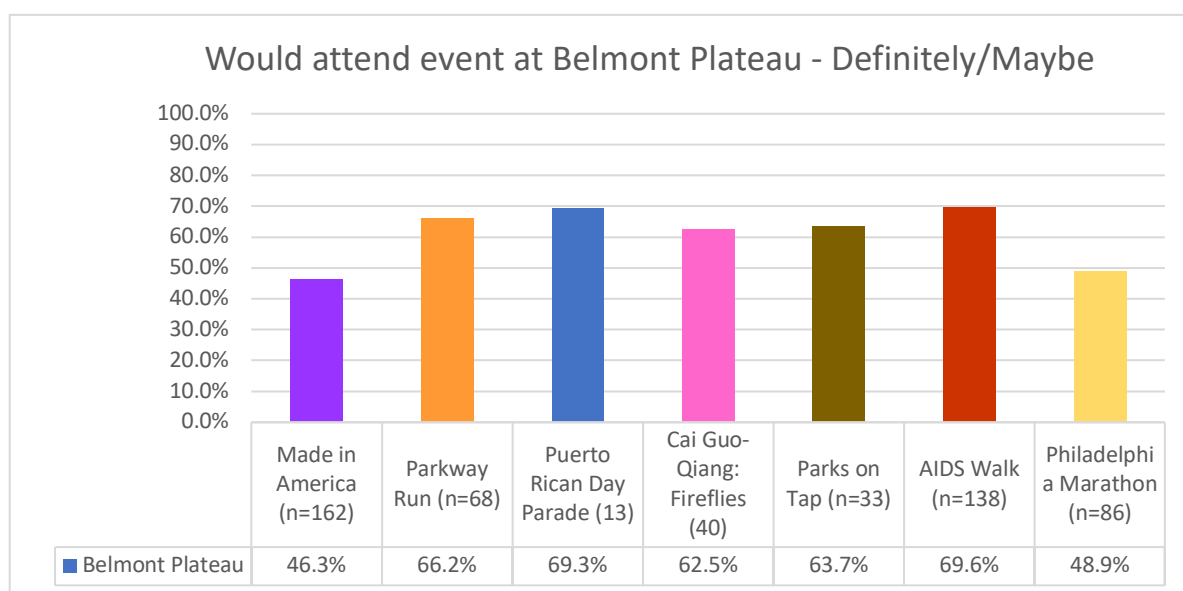
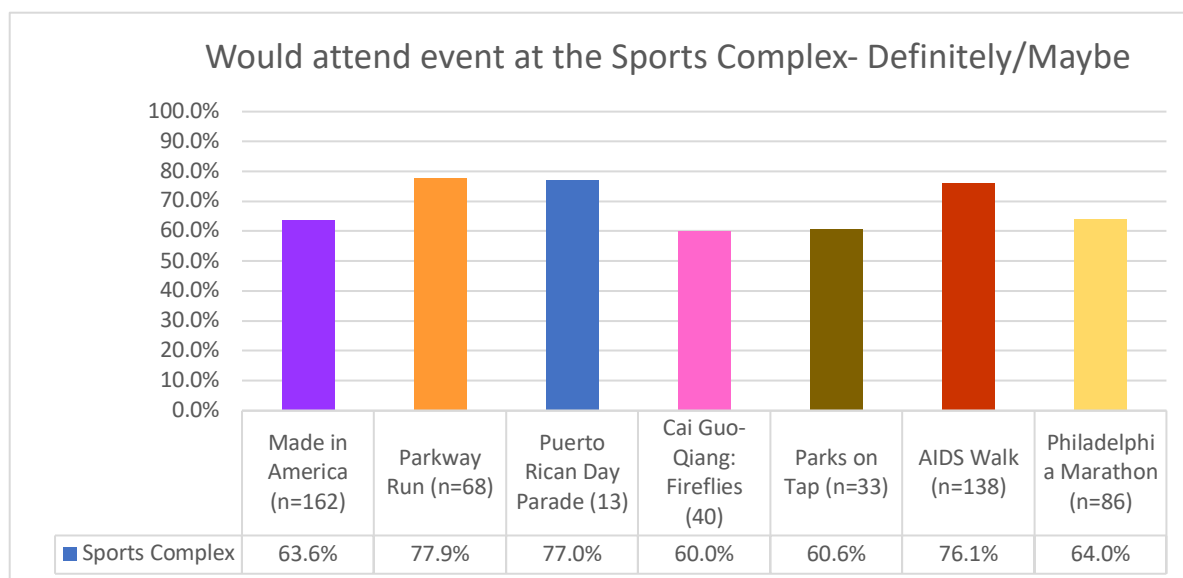


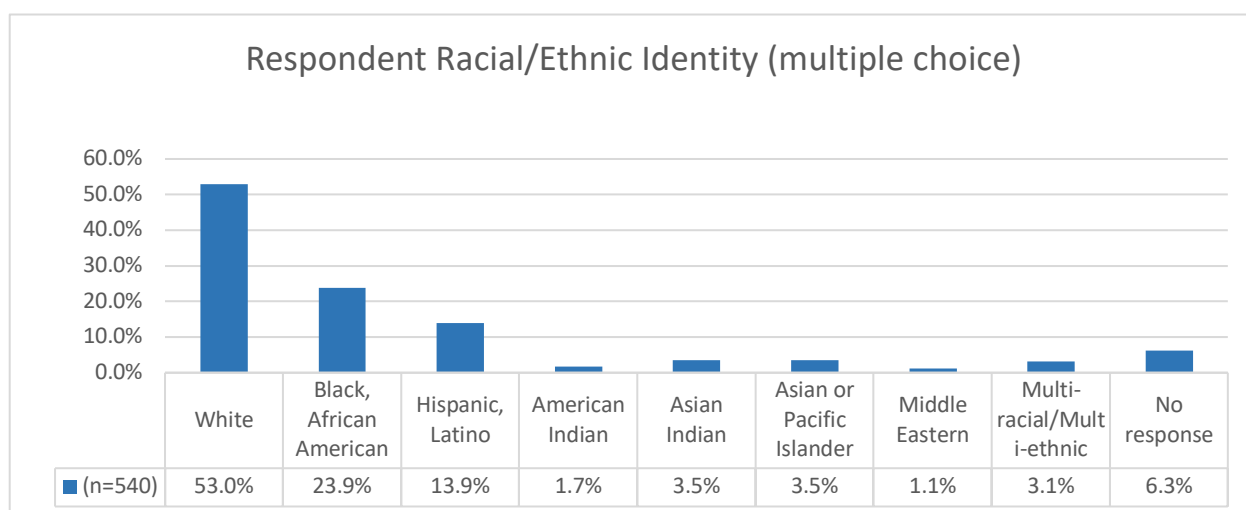
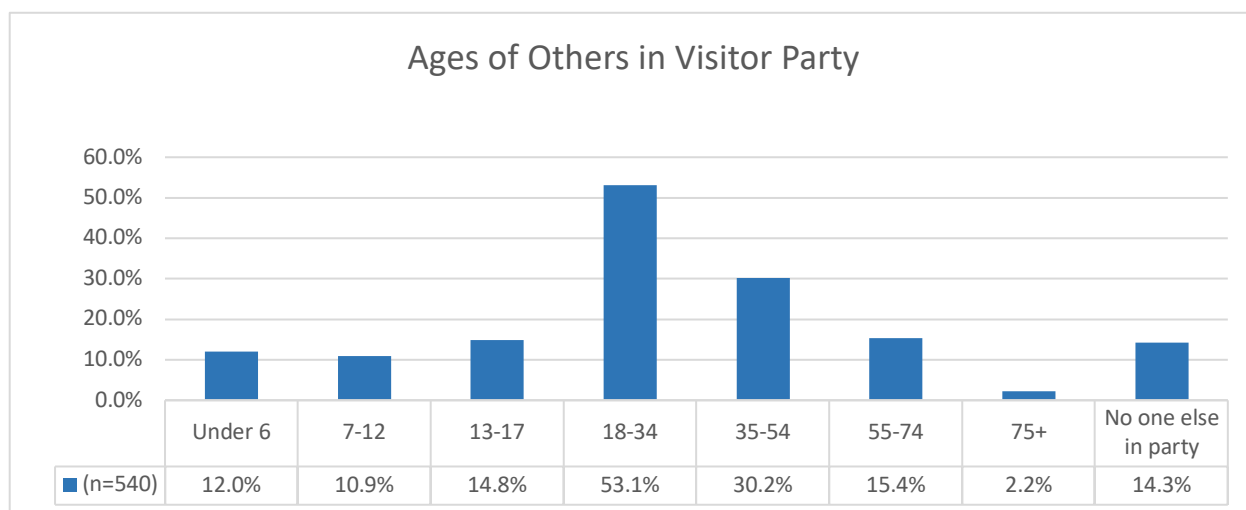
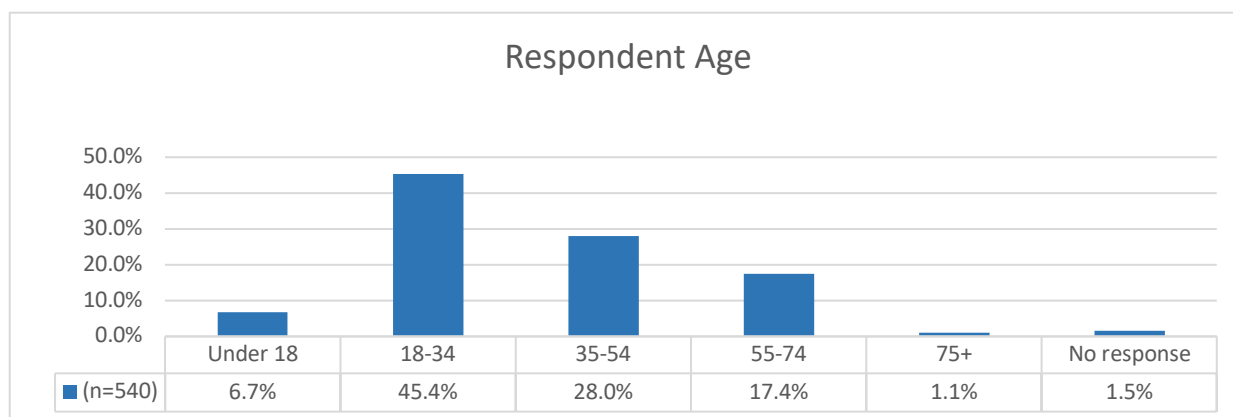
Would attend event at Penns Landing- Definitely/Maybe



Would attend event at Mann Music Center Definitely/Maybe







Resident Survey

Parkway District Residents Survey

Thank you for your interest in attending a focus group about events on the Benjamin Franklin Parkway. Because our focus groups filled up quickly we are unable to accommodate you. However, we have created an online survey form to collect your input in a way that is consistent with our other research methods. Please take a few minutes to share your opinion and ideas.

Because our focus groups are not anonymous, this survey will require you to submit your name and contact information in case we need to follow up with you. Your name will appear as a participant in the consultant's report. However, your individual responses will be anonymous and seen only by the research consultants.

Thank you.

*** 1. Name and contact information**

Full name

Residential address

Email address

Best phone number

*** 2. Please let us know if you are responding as a resident or a business.**

☐ Resident

☐ Business

☐ Both

If you are a business, please name the business here

*** 3. Your age group:**

☐ Under 18

☐ Age 18-34

☐ Age 35-64

☐ Age 65 and over

* 4. What is your gender identity?

- ☐ Male
- ☐ Female
- ☐ Non-Conforming

* 5. What is your racial and/or ethnic identity? Check all that apply.

- ☐ White/Caucasian
- ☐ Black/African American
- ☐ Hispanic/Latino
- ☐ Asian
- ☐ Hawaiian/Pacific Islander
- ☐ American Indian/Alaska Native
- ☐ Middle Eastern
- ☐ Mixed race/ethnicity
- ☐ Other (please specify)

* 6. Please check which of the following events you have attended (meaning you intentionally engaged with the event as a spectator, volunteer, or participant) on the Parkway in the last three years.

- | | | |
|--|--|--|
| <input type="checkbox"/> Made in America | <input type="checkbox"/> Parkway Run | <input type="checkbox"/> Pulaski Day Parade |
| <input type="checkbox"/> NFL Draft | <input type="checkbox"/> Local charity races | <input type="checkbox"/> Rathra Yatra Parade |
| <input type="checkbox"/> 4th of July/Welcome America | <input type="checkbox"/> AIDS Walk | <input type="checkbox"/> Summer activities on the Oval |
| <input type="checkbox"/> Visit by Pope Francis | <input type="checkbox"/> Thanksgiving Day Parade | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Philadelphia Marathon | <input type="checkbox"/> Puerto Rican Day Parade | |
| <input type="checkbox"/> Race for the Cure | <input type="checkbox"/> Greek Independence Day Parade | |

* 7. What types of events do you like having on the Parkway or would like to see more of?

- | | |
|---|--|
| <input type="checkbox"/> Music festivals | <input type="checkbox"/> Food events |
| <input type="checkbox"/> Parades | <input type="checkbox"/> Athletic events |
| <input type="checkbox"/> Art festivals | <input type="checkbox"/> Bike races |
| <input type="checkbox"/> Cultural festivals | <input type="checkbox"/> Craft fairs |
| <input type="checkbox"/> Charity events | <input type="checkbox"/> None |
| <input type="checkbox"/> Other (please specify) | |

8. Below are some positive factors that events on the Parkway can bring to the Parkway District and the City of Philadelphia.

How important do you believe these factors should be considered by the Parkway Council and City when planning events on the Parkway. Use the drop-down menu to rate importance.

	Rate Importance
Improves Philadelphia's image as a great American city	<input type="text"/>
Increases spending at businesses in the Parkway District	<input type="text"/>
Encourages visitation of museums on the Parkway	<input type="text"/>
Helps to beautify the Parkway	<input type="text"/>
Brings unique opportunities needed in the Parkway District	<input type="text"/>
Elevates cultures or causes important to our society	<input type="text"/>
Makes people feel that they are part of something good	<input type="text"/>

* 9. Please tell us about the BEST types of events to have on the Parkway and what positive benefits they bring. (Limit is 350 characters.)

10. Below are some negative factors that events on the Parkway can bring to the Parkway District and the City of Philadelphia.

How important do you believe these factors should be considered by the Parkway Council and City when planning events on the Parkway. Use the drop-down menu to rate importance.

	Rate Importance
Detracts from the enjoyment of the Parkway (by people not attending the events)	<input type="text"/>
Makes it difficult to dine or shop in the Parkway District	<input type="text"/>
Makes it hard to visit museums or other institutions on the Parkway	<input type="text"/>
Damages the park or detracts from its natural beauty	<input type="text"/>
Disrupts access to the area by traffic and lack of parking	<input type="text"/>
Makes the Parkway District less safe because of the crowds	<input type="text"/>
Disrupts residential life on the Parkway	<input type="text"/>

* 11. Please tell us ways in which you think the Parkway Council and City could mitigate any negative impacts you believe result from events on the Parkway. (Limit is 350 characters.)

Resident Survey Respondents

Anonymous (5)
Amber Abbas
Alexa Adams
JoAnn Aiello Rudick
David Altenhofen
Jonathan Altschuler
Kaitlin Anastasia
Andeer Andeer
Anita Andrews
Aicaterine Angelos
Arellano Arellano
Peter Atherton
Jonathan Atwood
Marguerite Ayres
Kari Baber
Norman Bach
Dr. Julianne Baird
Mary Elizabeth Bairstow
Nick Baker
Margo Barton
Myron Bassman
Julie Becker
Adam Benforado
Beth Bensley
Evelyn Benson
Carole Bernstein
Julianna Bibas
Stephanos Bibas
Andrew Biggin
Amber Bird
Darren Black
Kyle B. Block
Julia Bobb
Elias Borne
Cheryl Boyd
Patrick Boyle
Lisette Bralow
Martin Brigham
Scherrice Brown
Shirley Brown
Benjamin Bruening
Ryan Brunsvold
Susan S. Brunsvold
Ryan Bukoski
Monika Burke
Caroline Cahill
Lisa Calemme
Angie Campbell
Brian Caputo
Ken Cappel
Geraldine B. Carr
Frances Carter
Joe Caruso
Ceili Cascarano
Alexis Cocco
Susan Cohen Smith

Lenny Cohen
Sandra Colatrella
Nancy T. Coleman
Megan Collyer
Kathleen Conlon
Mary Elizabeth Conroy
Vaughn Cook
Ross Cowan
Chris Crompton
Shawn D
Ken DaPonte
Chris DeLaurentis
Gerard Dever
Tony DiEgidio
Steve DiPardo
Trish diPietrae
Liz Diretto
Brian DiSteano
Deborah Douglas
Megan Doyle
Carolyn Drafyz
Julie Drendall
Chuck Eckert
MaryAnne Egan
Mete Egemen
Barbara Elliott
Eileen Farnon
Sandra Farrell
Mary Feingold
Sandor Ferenczy
Micah Fish Gertz
SM Fishman
JR Flanders
Karen Flynn
Judy Foley
Mona Forman Doyle
Laura H. Foster
Heather Frattone
Neil Freedman
Patricia Freeland
Jessie Funchion
Caroline Furr
Marieke Gartner
Beth Gibson
David Girardot
Albert I. Glassman
Barbara Gold
Judith Goldberg
Janet Lynne Golden
Douglas C. Gordon
Trish Gormley
Margaret Grace
Imani Green
Jon Green
Dan Greenberg
Micaela Greene

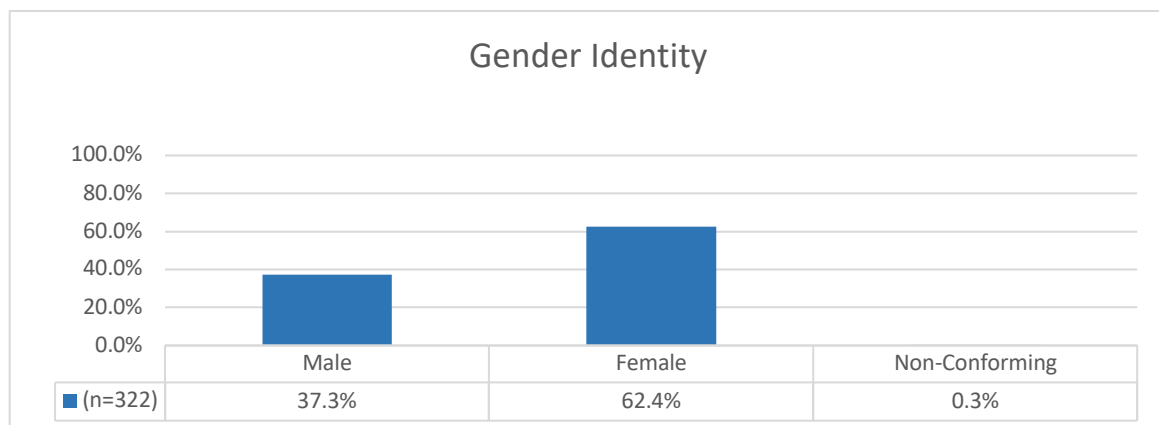
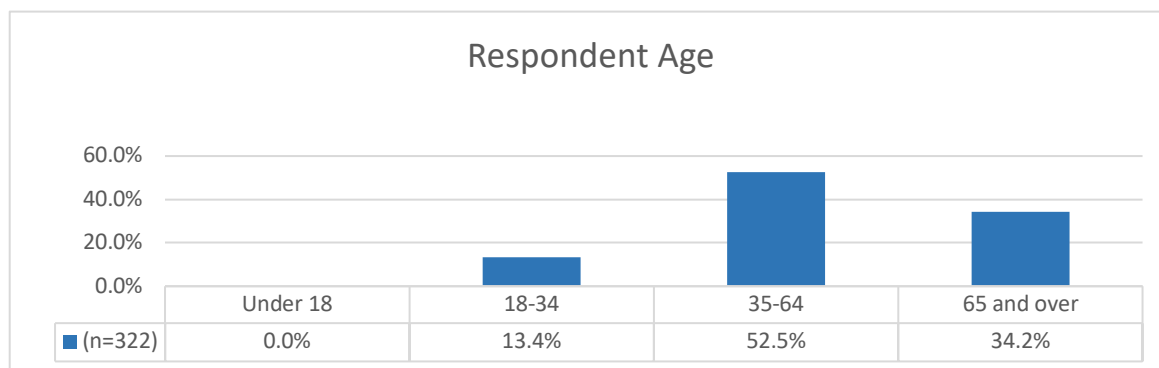
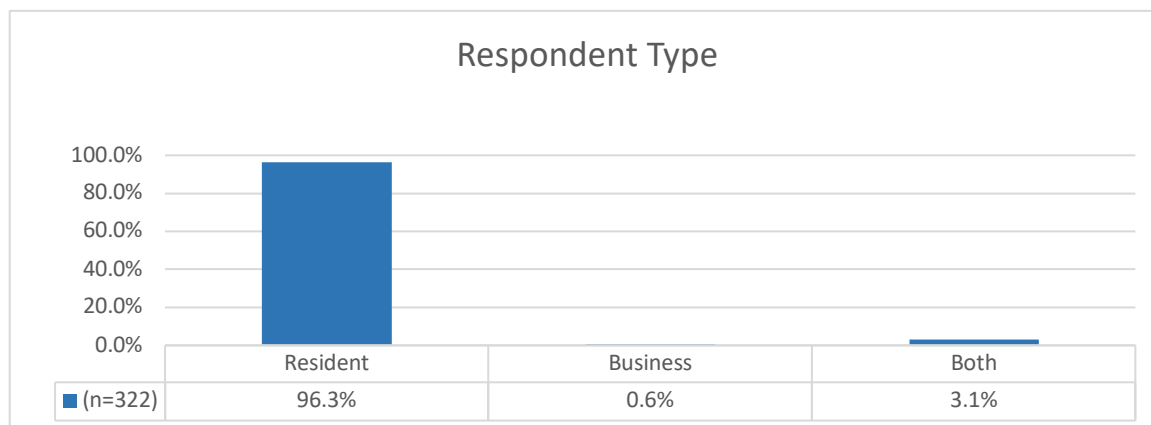
Stephen J. Greenfield
Phyllis Grode
Katherine Gulick
Patricia Haffy
Susan Hagen
Phyllis Halpern
Bonnie Hamilton
Beth Hamlin
Ernest Hanna
Michael Hanowitz
Huntley Hardison
Catherine Hawkes
Kate Hemady
William Higgins
Suzanne Hill
Mike Hoffberg
Audrey Holtzman
Marion Hoover
Robert Hornick
Cheryl Hornyak
Stanley Horwitz
Albert C. Hotchkiss
Robert Hughes
Katherine Huseman
Ed Hushen
Dr. June Idzal
Laura Irwin
Johanna Isaacs
Aidan Jamison Frank
Angelica Jaszek
Matt Jefferson
Kendall Jennett
Natalia Johnson
Ashley Joyce
Carol Katarsky
Svetlana Katsev
Ryan Kavanagh
Greta & Robb Kazenski
Craig Keefer
Stew Keener
Bernice Kelly
P. Kelly
Dennis Kessler
Fallon Kider
Danielle Kim
Linda Kirson
Andrew Kleeman
Geni Klein
Debrah Kless
Deborah Knast
Jerome Knast
Lisa Knoflicek
Beth Kocay
Elizabeth Kozart
Barbara Krassenstein
Marcia Kravis

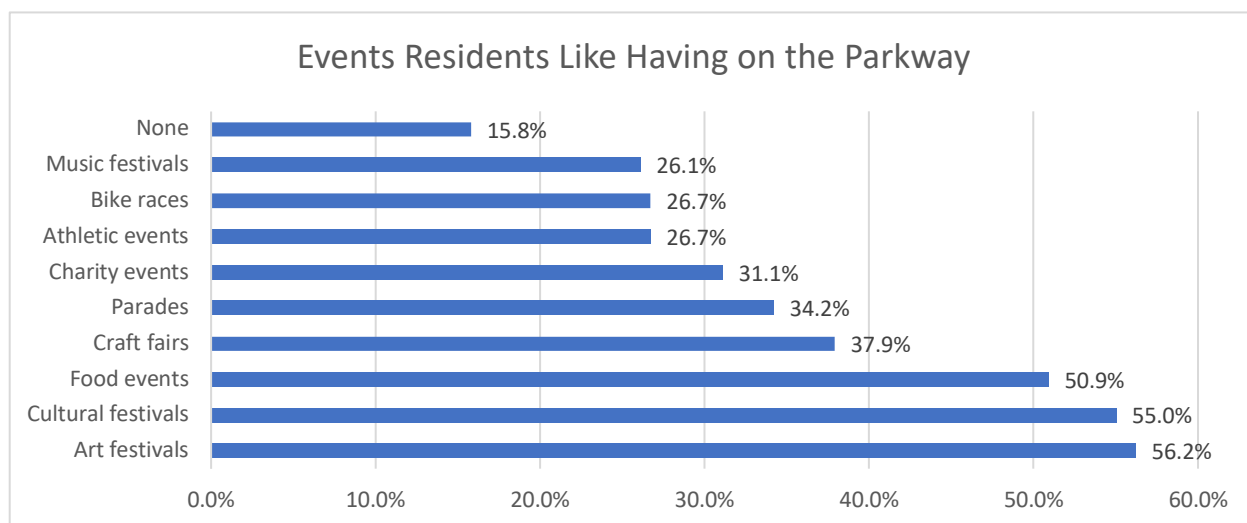
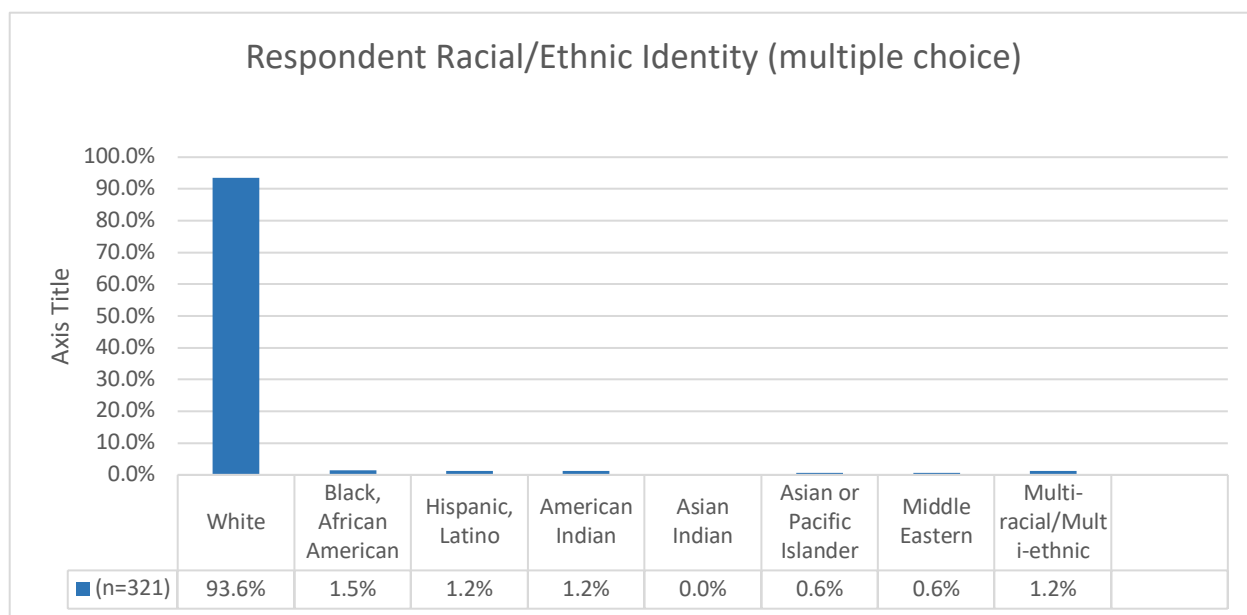
Hadas Kuznits
 Milton Lau
 Peter Leckman
 Andrew Lees
 Clare Leinweber
 Georgeann T. Lenard
 Todd Lentz
 Fran Levi
 Andrea Levin
 Karen Levinson
 Diana Lind
 Kathleen Lydon
 Sandra Mack
 Rebecca Malcolm
 Bianca Mandel
 Michael Maniero
 Marjorie Marjorie Bicknell
 Anthony Mauro
 Danielle McAvoy
 Claie Mcdowell
 Kristin McKeown
 Lawrence McMullen
 Stephen McWilliams
 Frederick Mertz
 Derek Miller
 GD Miller
 Lucinda Miller
 Susan Miller
 James Mitchell
 John Montano
 Chris Montowski
 Danielle Moritz
 Steven Moskowitz
 Jamie Mosser
 Martha Muldoon
 Joseph Muldowney
 John Murdock
 Patrick Murphy
 Joan Myers Goodman
 Patricia A. Mynagh
 Amara Nash
 Jessie Nichols
 Alan Niederman
 Glenavie Norton
 Steven Occhiolini
 Elizabeth Osborne
 Nicole Ozdemir
 George Pahler
 Robin Palley
 Michele Palumbo

Lydia Parigi
 Neil Patterson
 James Pavlock
 Linda Pennington
 Daren Pfeifer
 Brent Pierce
 Robert Platten
 Netanel Portier
 Gail Pray
 Catherine Price
 Jenna Quaile
 Douglas Randall
 Alexandra Rau
 Christine Reilly
 Alise Reynolds
 Catherine Riker
 Derek Riker
 Erin Roark
 Lari Robling
 Daniel Rodan
 Gabriella Romani
 Jennifer Rose
 Jason Rosencranz
 Andrea Rowe
 Harriet Rubenstein
 Carol Ruddick
 Cynthia Rudy
 Pat Sanders
 Anahi Santiago
 Margaret Sayvetz
 Stuart M. Schmidt
 Lionel Schnell
 Adam Schreiber
 Leslie Schultz
 Pat Schuyler
 Adina Shapiro
 Brian Shapiro
 Kathleen Shields Anderson
 Cherin Silver
 John Sindoni
 Marion Sindoni
 Michelle Singer
 Michelle Sipics
 Joe Sirbak
 Alex Smith
 Briar Smith
 Matthew Smith
 Hertis Smithey
 Mary Smotrys
 Leticia Socal

Michelle Sohlich Miller
 Daniel Solis Cohen
 Judi Space
 Deena Squires
 Christina Stasiuk
 Paul S. Stavrakos
 Paula Stillman
 Kathryn Stodter
 Susan Stolting
 Kati Stratos
 John Strock
 Deena Stryker
 Ewa Strzelecka
 Amy Summerville
 Melissa Sweeney
 Christine Taber
 Alan Tarver
 Letty Thall
 Theresa Thompson
 Pamela Thurmond
 Richard Torchia
 Andrea Toy Ohta
 James Trachtenberg
 Chris Turk
 Adrienne Turner
 Fred Turoff
 Cherie Vallance Tucker
 Susan Van Buren
 Elissa Viscelli
 Matthew Wakeman
 Collen Walsh
 Jill Wasserman
 Jeffrey Watson
 Jan Weatherwax Roberts
 Kate Webster
 Kara L. Weiss
 Christine Weisshaar
 ML Wernecke
 Robert Weyman
 Chet Wichowski
 Lois J. Wickstrom
 Harriet Williams
 Jaqueline Wolf
 Louis Woloszyn
 Donald Woods
 Geoff Woolery
 Janet M. Yamron
 Michael Young
 Erica Zimmer
 Dorothy Zubras

Resident Survey Data Charts





Ranking of Benefits to Consider (for events on the Parkway) - Rank by Importance:

- | | |
|--|---|
| Improves Philadelphia's image as a great American city | 1 |
| Encourages visitation of museums on the Parkway | 2 |
| Makes people feel that they are part of something good | 3 |
| Helps to beautify the Parkway | 4 |
| Elevates cultures or causes important to our society | 5 |
| Increases spending at businesses in the Parkway District | 6 |
| Brings unique opportunities needed in the Parkway District | 7 |

Ranking of Detractors to Consider (for events on the Parkway) - Rank by Importance

Damages the park or detracts from its natural beauty	1
Disrupts access to the area by traffic and lack of parking	2
Disrupts residential life on the Parkway	3
Makes it hard to visit museums or other institutions on the Parkway	4
Makes it difficult to dine or shop in the Parkway District	5
Detracts from the enjoyment of the Parkway (by people not attending the events)	6
Makes the Parkway District less safe because of the crowds	7

Resident Survey Open-Ended Responses

The following responses are to an open-ended question on the resident survey: *Please tell us about the BEST types of events to have on the Parkway and what positive benefits they bring.*

Responses are presented here unedited and without attribution.

- Cultural events, meaning ethnic cultures; pride in and understanding of diversity
- Events bring people together- good thing. The bad is early morning or late night loudspeakers. Folks near parkway should get some tax compensation for putting up w/ noise, drinks and street closures.
- The best types of events are ones that are non-disruptive (no loudspeakers, no barriers/street closures), long-term (not a single day), aimed at everyone and open to everyone, and strengthen the fantastic existing institutions along the Parkway.
- Non-commercial events, no corporate sponsors
- I think events could integrate what the parkway already has in terms of linking to museums, sculptures, etc.
- Events that close off the streets to traffic (on weekends only) are great to bring the community together and recreation into the streets.
- When you involve residents it's positive for everyone!
- Free concerts like the Oval has. So nice to chill with a picnic.
- Events that last only one day including set-up and break-down.
- I like the special events and runs, because they bring some of the city together.
- Cultural and charity events spotlighting important causes, for the attention and exposure. All large events that offer exit/reentry for their positive effect on area businesses.
- Events that support wider utilization of the cultural institutions in the Parkway region
- The NFL Draft was one of the most amazing experiences I have seen on the Parkway since we purchased our house. The set up was long, but the several days of events were fantastic and our neighborhood wasn't impacted as much as expected. I also greatly enjoy the Oval events and summer set up.
- Free, public events that engage a diverse audience of Philadelphia residents
- I think the best types of events would be events that benefit from being outdoors so food or athletic events. I think this is a normal and acceptable use of the space.
- I like them all except for when the music is so loud my house shakes.
- I like the running events because they are set up and put back down very quickly and many people attend
- Cultural/food festivals are the best types of events because they promote family visitation and less damage to the Parkway grounds and neighborhoods relative to music festivals
- Music/cultural events
- Charity events, cultural events, and events that allow for the parkway to be used for run/rides/other races.
- I think having Arts festival or food festival is important because it brings more people to the city.
- Any event that brings people together to share in cultural experiences. As a runner, I certainly enjoy and appreciate

all of the races that provide access to our beautiful city.

- To the people who live here they are a nuisance
- Ones that don't ruin attendance for museums. Most events are crap for parkway institutions. There is data to back this up
- Free events that are open to all and that are not supporting a corporate interest. The free pedicycle/art exhibit is a good example, as well as the free games in front of the Free Library and the book festival and science festival.
- Bike race. Food events
- Our Parkway is a PUBLIC treasure and, as such, should be used only for public (not for profit) events.
- Parades convey a sense of urban vitality
- Cultural events, and parades encourages teaches and understanding about other cultures.
- Events that are short term (1-4 days), are unique, and can be easily and quickly taken down are great for the Parkway. Would love to see music or art events that aren't large, ticketed festivals
- No event that impacts people who live near the museum is good
- Free
- Non profit events open to the public with no fees.
- Charity runs, the Philadelphia Marathons, cultural events because the parkway the museums are such an amazing spot in the city and it's great to show it off!
- Charity runs. 4th of July festivities
- Parades?
- One day events that encourage families to come and that don't require parking prohibitions for neighbors
- Family events so that the Parkway can be used for its design purpose

- The bigger events with a smaller residual interruption (4th of July as opposed to the Draft)
- Events that integrate the local community
- The Oval, 4th of July
- NFL Draft and other national events which showcase the city
- Arts and culture.
- I like a variety of events on the parkway but would like them to be less frequent.
- Arts and Culture Events are wonderful. They showcase the city and its roll as a major arts center. They expose everyone to the beauty of the diverse cultural mix that makes up the city. Including food, drink and culturally important and relative entertainment adds tremendously to such events.
- Any event that attracts citizens to more fully participate in elevating the tone currently prevailing in our society.
- I like most events, but share the benefits of location with other areas of the city, the Belmont Plateau, Navy Yard, Delaware Ave, etc. This may have benefits to those areas, economically and developmentally.
- Fund raising - athletic events and or cultural. I would rank musical events and parades towards the bottom
- NFL Draft, Runs/walks/bikes, festivals - Brings positive, family friendly and often athletic outdoor activities that are family friendly.
- Events that allow for non-paying participation by all, so as to create a community space. Events that help highlight the cultural institutions along the parkway, so as to help increase future attendance.
- The kind that have minimal impact on traffic and closures, the kind that do not end up impacting the while city for days, ripping up fields, leaving trash, being noisy, etc.

- Anything that is open to all -- it is a way to bring different people/communities together.
- Events that are geared toward a WIDE range of people. Some of the music events are aimed toward a very young audience
- Charity events, for good causes, that do not interfere too much with the lives of local residents or tie up traffic too much.
- Summer event at Oval is good, Pope Francis, Obama speech worthwhile, otherwise I hate parkway events, they are a tremendous inconvenience for the residents (nauseating pollution from noise and generators, trash and destruction of grass, blocking access in and out of neighborhood by foot, public transportation or car).
- Events the entire family can participate in. I don't believe events do encourage visits to museums or even restaurants in many cases. NFL set up tear down was crazy and it would be interesting to know exactly what that cost the city and how much money NFL paid and who it really went to.
- Small family friendly culturally inclusive will encourage people to visit the parkway and enjoy events that they might not have done so in the past. The Firefly rides are a good example, not a lot of disruption but very important to see the parkway.
- Events that don't have helicopters. That's my main complaint—on mother's day they started circling at 5am. NOT A GOOD WAY TO START YOUR MOTHER'S DAY. My other complaint is the crowds for the 4th of July and Labor Day concerts. The music is disruptive and the area ends up trashed.
- Races, large events for sports. It shows off Philadelphia and brings people to the city
- Family friendly- kid zone, food trucks, beer garden, etc.
- Events that do not need a month of closures in order to set up and break down. Craft and art fairs would be a nice addition. Events that belong in the stadiums should be held in the stadiums.
- Purely public events that allow access for all and that do not invade my private space with extremely loud noise like Made in America does or like the party on the parkway last night did
- Art events and events on the oval that don't disrupt traffic or destroy the beauty of the area and also bring in tourists and attract new residents.
- 4th of July Welcome America
- In support of the community and Philadelphia culture
- Anything that brings people together and establishes Philly as a premier east coast city.
- The best events are the ones often most publicized. It makes for better planning for residents, better performance of the event, and more prominence for the city.
- NONE
- Races; concerts.
- Family, No loud music, quick setup & break down
- Events that are set up and removed in a quick timeframes (no more than three days of construction/any type of disruption total)
- Events that do not interfere with local residents' lives for extended periods of time.
- Runs especially marathon weekend
- Many different events.
- Family-friendly, during day, not excessively loud
- Events celebrating U.S. and Philadelphia history, cultural events, family-oriented events.

- Any event that increases Philadelphia's image to everyone outside of the city.
- Holiday-related events (fireworks, parades) bring families to the Parkway and improve the city's reputation.
- Large, public events. Elevates Philadelphia's image in public eye
- The Parkway is one of the best spots in the city to have any event. Despite the inconvenience some events cause the benefit to our neighborhood and city outweigh them. The NFL draft was the best even the Parkway hosted.
- Thanksgiving Day Parade Family event and free to all
- Open Streets—close down the middle lanes to thru traffic allowing only bike/peds on the weekends from Mar-Nov like on MLK Drive
- Thanksgiving parade, it only messes up traffic for a few days and it can be enjoyed by all.
- Art festivals, cultural events, family events. Brings in responsible people who will actually spend money in the neighborhood and not disrupt it.
- None. There are way too many events that close the roads, leave trash everywhere and disturb nearby residents.
- Cultural/Arts Festivals are best. They elevate and compliment the character of the Parkway.
- Events that bring people to the parkway to experience the great museums and food experiences that are free to attend. These let people know what a great city Philadelphia is.
- I loved the pedicabs, cultural and art focused. Fourth of July is fine - the city has learned to manage it. The walks and runs are good.
- Events should be easy to attend and attract a good cross section of the population. Events should not negatively impact the residents of the Parkway district.
- Quieter events
- All events are good if it does not close off streets for a week in preparation!
- No events should be held on Parkway if owners not compensated.
- A limited number of charitable fundraising events. They legitimately raise money for diseases/homeless etc. Not national People/organizations that are for profit.
- Bike races
- Festivals that are attractive to people regardless of age or race
- Best events take advantage of the specific iconic nature of Parkway, cause little disruption in daily life for residents, extend the audiences for Parkway institutions, are pedestrian friendly and diverse.
- Interactive events, with food availability, that pull in people from all over the city and region.
- Events that all people can attend, with minimal disruption to residents. Not private events nor events that cause extensive damage to the beauty of the Parkway. It is disheartening to see the residual damage for days and weeks after events. Highlight the beauty don't destroy it.
- IF the event is open for free to the public, IF it does not serve primarily as a money-maker for rich people or institutions (e.g., the NFL), IF people genuinely want to participate rather than run away, IF traffic disruption is short-term, then a cultural event can have a positive impact for city residents and for the city's reputation.
- None the parkway does not need someone's idea of help. It's doing fine, thank you!
- Culture parades athletic events
- Events that are inclusive and not for private profit. Cultural events that promote the museums. Would love to

see a "bring your own meal and dine on the Parkway" yearly event.

- Family events
- Athletic events (some, not every weekend), social/cultural events. NOT anything that limits access and creates undue noise and disruption for neighbors, e.g. "public" concerts for which the entrance fee is exorbitant, cost, disruption, and noise is awful.
- I like the art/craft events and the free participatory events that don't encumber the residents around the parkway (i.e.: not MIA or the NFL Draft)
- Open access, family-friendly events provide opportunity for the community and city-at-large to come together and enjoy the public space as a community while enriching local businesses. There are not many locations in this vicinity that can offer entertainment, education, dining, and shaded outdoor space for a large number of people to enjoy at once
- Family events. The Parkway can be a beautiful area if cared for properly which is also likely to lead to positive tourism for the city.
- Only those events that benefit the cultural institutions and residents who live along the Parkway. Too often they are inconvenienced and the Parkway is diminished by events that are held there.
- Sports, Costume Events, Children's Events (to see)
- The best event on the parkway is the oval. It's something that the residents can enjoy without traffic restrictions. It happens more than 1 week and is family friendly. I also like tradition, so the thanksgiving parade and July 4 are good. Family friendly make for great events.
- Parades that are a one day event. Multi-day events are extremely disruptive. It seems like there is just a

revolving door of events back to back to each other with no end in sight.

- 4th of July and Cultural Parades; plus, summer oval and music/food truck options encourages public use of the Parkway and provides enhanced visibility for museums
- Parades, pop up cafes. Events that promote community
- Parades - they are Philly traditions (and a few races are okay)
- Less
- Cultural events would hopefully increase museum attendance along the Parkway.
- The statements in #8 are not true, Best events are small, family oriented events.
- July 4 celebrations
- Events that don't wake residents at the crack of dawn.
- Art Events enhances the art museum attendance
- I like some of the events, but they are too many.
- Free events that minimally restrict access to the surrounding areas. Events that local residents and tourists can stumble upon and participate.
- Craft shows, music events.....more time for the oval events for children
- Events that do not disrupt the neighborhood (parking, noise, trash, commuting) for long periods (multiple, consecutive days)
- Again, no more events, they disrupt our lives
- ALL events on the Parkway are good, but I especially like ones that bring in people from all over.
- The parkway experience has been so negatively impacted by its crass overuse
- Parades and family events
- Occasional cultural and holiday parades, and extraordinary events like the Pope's visit are fine. I believe

events help vendors and organizers, not museums and local businesses.

- NFL Draft...Carnivals...etc.
- We personally enjoy the summer Oval activities & beer garden because it is family-friendly entertainment nearby. There are benefits to lots of other activities though, including ones that bring people to the city and increase revenue for our local businesses.
- Parades, multicultural festivals and other FREE and open to the public events.
- Events that bring diverse people together for shared experiences.
- Fully inclusive and encourage use of Parkway institutions and neighborhood businesses
- Festivals and runs. The concerts are unnecessary
- I believe the best types of event to have on the Parkway, are events that primarily focus on the cultural institutions. Although, despite the disruptions, the 4th of July events should continue. My opinion is that major events on the Parkway should be limited to (4) per year.
- Events that are open to the public, allow people to participate, and have activities for children.
- NFL draft was unique & well run
- I believe a mix of events to appeal to the community makes sense. Things that enhance our museum's stature etc. Races for charity, reasonable musical events, culture events. Food events that do not detract from neighborhood business.
- Time-limited cultural events
- 4th of July and other FREE events there celebrate the city's history or importance in the world (like the Pope visit.
- July 4th, Breast Cancer Walk, Marathon
- None. They jam up traffic and make it impossible to live anywhere near the

Parkway. Move events to a designated event space like the Constitution Center.

- Family events such as food trucks and movies at the oval. The fireflies were great!
- Events that don't shut down streets
- Philadelphia Orchestra.
- Unique none repeating not concerts and things that. Are easy setup and removal
- Love all types of events on the parkway
- Events at the Oval
- Cultural and civic events
- Parades for major holidays bring collaboration and honor.
- Races - brings people together to be active and healthy.
- Art events - enhance museum profiles and beautifies parkway
- Charity events that include athletic events.
- Thanksgiving parade. Food events. Family events
- Free & inclusive of all people
- Charity
- BIG events, like the Draft, the Pope, and July 4th, are where the parkway really shines.
- Parades, art fairs, athletics
- I don't have an answer to offer
- I love the culture and art events.
- Signature events that highlight the parkway and are open to the public (e.g., the Marathon, the Thanksgiving parade) and occasional large events such as the NFL Draft and Pope visit. The Parkway should not be closed off for events like the Made in America concert that are both disruptive and restrict access for the benefit of for-profit entities.
- Limited public events that do not provide profit for private enterprise. And events where traffic is better managed so residents are not held hostage in their neighborhood.

- Charity & various civic events are laudable uses, but the weekly onslaught coupled with events that are too large and debilitating are inappropriate choices for the space.
- Events like the NFL draft or art festivals bring together people of varying races, ethnicities, gender identities, and socioeconomic statuses. They also appeal to young and old.
- Unique events that bring notoriety to the City.
- Absolutely no events
- The best types of events are those that encourage people getting together on the oval, in the parks and around the museums that have little impact on the surrounding neighborhood in terms of traffic. And bike races.
- Art happenings create a sense of wonder for those who experience them, and give credence to the idea that Philadelphia is a first class city. Events tied to social causes also increase and support the sense of community solidarity that is one of the most important factors making Philadelphia unique among other cities of its size.
- Summer oval activities for children in the area.
- Cultural events because they support the museums. Food events because showcase Philadelphia foods.
- Family. Attractions, movies, the kind of events that are presented at Oval
- Events that are limited in scope and duration and do not unnecessarily put residents at a disadvantage.
- Short term PUBLIC events-- private, pay for service events like MIA or NFL
- I thought the NFL Draft was extremely well-done, and went more smoothly than other similar large events (like the Pope's visit). Made in America was also impressive to me the year I went. An arts festival would be really cool, I think.
- Cultural events
- Bring people together and for good causes/ charity- diversity in cultural events-good for society at large.
- Events that benefit the widest range of people and that are civic in nature. Not all these specialized events for separate groups.
- Public events that benefit the general population, not for profit events that benefit a corporation and appeal to a specific population
- Events that draw a regional or national audience; free events; events that include designated family-friendly activities/areas
- Events that do not block traffic, and events that do not project amplified sound
- I love the Oval+ programming because it has something for every type and age!
- Inclusive events that serve the public good, activate public spaces, create a sense of community pride, bring Philadelphians together, engage or are led by residents/businesses/organizations. The Parkway is a public space for all Philadelphians and events that recognize that improve the city's sense of itself and the way it is regarded by others.
- The best events are open to all and not gated. They do not require extensive periods of closing axis to the cross streets. They enable people to learn and grow and do not benefit financially the organizers
- I like them all but I am also spared the noise of concerts because I'm to the side and behind the Museum. I do think consideration needs to be given to those residents who live close. It would also be fantastic if our neighborhoods received civic association and school funding for the trouble.

- All the events are good, but every weekend, it is exhausting, especially when they detour the buses, as that is mostly the way to get around for us older folks.
- Events that invite people to enjoy Philadelphia in a positive, unobtrusive, legal way.
- I think all events are beneficial.
- Large events that bring attention to Philly.
- Parades cultural events charity events
- Events that are open to the public to enter and exit throughout the day (as opposed to ticketed events) which bring little economic benefit to local business
- Community small business events at the oval like during the summers
- Events that all can attend and do not promote drinking and loud noise.
- Events open to EVERYONE, not just athletes or corporate events.
- The Oval The Science Fair non-profit events that pull community together family oriented Please NO commercial ticketed events in public space
- Events that highlight what is already here. i.e. museums
- Would enjoy more food tasting (foodie) events and museum promotions
- Parades
- Events that are shown nationally
- Needs to be a mix of international events (the Pope) and local, community-oriented family events
- Firefly bikes - nice ride giving more color and life to the Parkway. Also an artistic exhibition. Oval: great family-oriented event
- Celebrations of culture and people—that are free and do not close streets for more than 24 hrs before and after.
- Free events that involve the city and its residents. Bring people together.
- Almost all of the events are good on the parkway that contribute to people and include active people. Not crazy about supporting the NFL draft given their current problems with racism.
- The best events are those that bring people together. When an event can bring people of different cultures, etc. together that's the ultimate goal, whether it's concerts, sports, athletic events, etc.
- Holiday & Charity events
- Events that are free to get into but provide opportunities to engage at within.
- Family/child friendly and centered events--makes Center City a place where people have opportunities to do things with their family (a reason for them to not move to the burbs!)
- Ones that residents, not just tourists, benefit from. Family friendly is good too
- Fewer events
- I absolutely loved NFL draft-it was family friendly, had things for everyone to enjoy even if not a sports fan, and it just looked amazing! The oval is one of my favorites, I've been attending activities there for years—the beer garden, food, movies and games are awesome especially with two small children.
- Oval, ride of silence
- Events that attempt to bridge the diversity of Philadelphia, both of age, gender, race/ethnicity, etc. Too often events are geared towards one group or interest.
- Bike race, running races, college welcome events, are all good; the Fourth of July fireworks are okay, especially set off early; balloon race from the parkway was great... the location is beautiful for all of these. Not so for the NFL draft...it blocked the parkway and the museum, disrupted the area for 4-5 weeks, not worth it.
- Food Trucks

- Ones that don't involve loud music
- The best types of events are ones that are free and ones that don't go on for days at a time -- i.e. requiring days to set up and days to take down -- which negatively impact the quality of life of residents like myself.
- Participatory events
- Occasional high profile events, i.e. pope visit, 4th of July activities and limit the amount of "runs".
- Events of short duration that do not obscure the beauty of the Parkway. Races and parades are good uses of the area. The Parkway is a beautiful outdoor area for walking.
- Events that increase quality of living in Philly.
- Single-day charity events and parades
- I think the Parkway is a good location for occasional high profile events, like the Pope's visit and the NFL draft. The issue is the number of events and the very long traffic detours.
- What makes you think all these events on the Parkway are GOOD? Best type of events are Fourth of July, Heritage parades, the Philly marathon. Worst are NFL Draft (we were just taken advantage of by the NFL!!!) and Made in America.
- The summer events are great, as are cultural events. Everything but the NFL draft has for the most part, been a great use of the Parkway.
- I disagree with some of the items on the list of positive factors. Wear and tear does not beautify Parkway; huge events drive business down; neighbors don't feel "part of something good" with all events.
- Marathon-type events
- National events that bring attention to the area and events that truly benefit the businesses in the area so that the non-monetary cost to residents are offset.
- Eakins oval summer events are great for families and all generations.
- Charity races that last for one day send a positive message and are not too disruptive
- I have no problem with parades and races. It would be nice to have a craft or art event. These are events that bring out the residents of the parkway.
- Events that have low barriers to entry but which allow for individuals to purchase items at said event
- The oval beer garden outdoor space on the parkway is the best
- Cultural events and the park at the oval
- The parades and athletics events are best but all are good. The events put Philly in a very good light and develop a healthy and positive view of the city by people who live elsewhere. Also good for residents.
- NFL draft was well-planned and executed.
- National event like the NFL Draft show the beauty of the Parkway.
- I feel like there are so many athletic events in the late summer and fall, I think having more cultural activities will add more variety to the mix, such as concerts and maybe something like "Shakespeare on the Parkway".
- Cultural events
- Any type of event that promotes walking and reduces congestion of traffic.
- Bike Race, Marathon, 4 of July Made in America are fun to watch, appeal to a diverse audience and improve how others see Philly. The cultural and thanksgiving parades are also fun to watch.
- Cultural events
- Events that truly highlight the area and the city that do not block the area for a month before and after

- Where people of all ages can enjoy and feel safe. Ending concerts at reasonable hours! Residential area!
- Events that appeal to a wide variety of people and where people can interact. Events on the Parkway are great but respect must be given to the area. Events that do not leave mounds of trash behind in the surrounding neighborhood, that end at a reasonable hour and that are inclusive should be the goal.
- Events that do not involve closing my neighborhood off from the rest of the city for weeks or months. The parkway wasn't designed to handle it, and there's little transit and no parking.
- Events with minimal disruption to traffic and residents
- Events that don't impact traffic flow. Whether you like it or not, the parkway is a critical city artery. Having a private for-profit event shut down the parkway is unacceptable. What is the benefit to the people who live in the neighborhood? If you show benefit, then maybe it would be palatable.
- Closed traffic pedestrian and family oriented events. Firefly event was great.
- Free large scale events that are for a local audience
- Parades, light shows, open (not gated) music
- Non-paid ticketed events that are inclusive are most important. NFL draft tied up the area for weeks, prohibiting pedestrians from crossing. Benefits should include parking for displaced residents, preserving vonColln field, opening museums. NOT setting Parkway apart with ugly fences and Please, reduce concert noise! Sound checks, too.
- Science fair. Easy access for lots of people.
- Events that do not add to the already noisy city environment and do not inhibit use of public streets
- Any that help the community
- Events that attract people for a cause in a peaceful gathering
- Events that are QUIET between 9pm and 9am. Cultural family events free and open to all that don't trash the park. Art events like firefly pedal cabs.
- Events that do not require cutting down beautiful old trees and hindering the walkable access along the parkway and neighborhood. We don't need huge disruptive events. Simple public art interactive installations are great as well as the smaller cultural festivals in the oval.
- Free to public
- Smaller events that are for the residents of the City
- Events by non-profit organizations that reach out to all people and minimally disrupt access to center city and are not loud.
- The benefits of any event do not outweigh the inconvenience
- No Alcoholic Beverages, Family Friendly, no cussing in music. End at a reasonable time at night.
- Holiday and ethnic parades
- Family oriented events; international events; parades. Events like these appeal to a wide variety of residents and don't feature alcohol
- Historical, cultural events to showcase the museums and relate to the development of the parkway
- I think the above questions are slanted and designed to elicit positive responses regarding current parkway events. Thus I think the study is flawed. Many events do great harm to the museums and their visitorship.
- Brings people and revenue to the area.
- Multiple diverse events

- Events that do not require more than one or 2 days of set up. Limit events to 3 a year. The best events are the local cultural and holiday one day events.
- Anything that is quiet
- Cultural events, because they are the most inclusive.
- Turn the parkway into a park.
- Race for the cure, walk against Blood Cancer
- Anything that doesn't block traffic, or is noisy.
- Is it necessary to have every weekend creating traffic problems? It would be useful to actually have PPD moving traffic along instead of standing by watching and laughing at the congestion
- No comment.
- Open to public, no harm to businesses, decent noise level
- Saturday morning races, non-disruptive cultural events
- Thanksgiving parade and the Rathra Yathra parade.
- The best events bring together people from different locations outside the area to show the very best of what Philadelphia offers
- Free events, not profit making concerts
- Event like music festivals and cultural events that draw people from both outside and inside Philadelphia. They help Philly businesses, make our neighborhood vibrant, and are great for showcasing Philly.
- Things that are not so noisy or huge as to overwhelm the neighborhood too
- I have always enjoyed the concerts, the parades and the bike race, but aside from being convenient for me ... I do not believe they provide any other positive impact for the District
- Art festivals. They broadcast Philadelphia's Arts impact to the country and make the Arts more

accessible to Philadelphians of all walks of life.

- Ones that don't shut down streets for more than 36 hours.
- We live in a large city. Cities are destinations and places where people come together for a myriad of reasons. I like all of the events. I think there are some logistical, communication and financial opportunities.
- Philadelphia is diverse, and the events hosted need to be diverse (as they seem to be) to allow every citizen the chance to utilize the beautiful gathering space of the parkway. The Mummers have South Broad, the rest of us get the parkway :)
- The annual 4th of July concert brings a diverse crowd & is moderately disruptive. The papal visits were an inspiration & the pilgrims were friendly & good guests.
- Clouds less than 50000
- It is less about the type of event and more about the disruption to the neighborhood.
- Concerts, parades, food events, cultural events, charity events/races
- NFL Draft - was a tremendous showcase for the city. The Pope visit was also an incredible show casing for the city, and both events brought a tremendous amount of visitors to the city, which I believe is a great thing.
- The choices above do not reflect the impact on the area. People cannot visit cultural institutions.
- Unique, high profile events...generate national publicity...and \$.
- The 4th of July festival is the best example. Any weekend event that non-profit, celebrates our nation, its people, and cultures, and is free and open to the public is what should be hosted on the Parkway.

- Fourth of July and Thanksgiving parades--key holidays in our nation's culture
- There are too many events that inconvenience residents and taxpayers. Events should be moved to Fairmount Park where they are free from confusing traffic patterns. There has never been an accounting of how much revenue is brought in with events and where money is spent.
- The parkway should be used sparingly or the profitability from the events should be used to reduce property taxes in the surrounding area, hire more police officers for the district, give the residence impacted some tangible benediction Dornstreich the for putting up with all the noise, trash, parking issues and inconvenience.
- Marathons, City events and celebrations
- Concerts
- Parks on Tap is great as it does not gum up traffic
- The Eakins oval summer events bring the community together without being an inconvenience to the neighborhood
- Music events
- Free, family-centered events that encourage Museum visitation. To some extent, charity races/walks in moderation where the dollars raised are spent on the cause, not on the administration.
- Small events, cultural events
- Love showcasing the parkway and all it has to offer, events should encourage people to visit and not make it difficult to get there or disruptive to residents
- I like the activities at the Oval. It engages the neighbors as well as people from other parts of the city.
- Marathons, 5ks, Charity events, Parades
- All help promote the city as a great

place to exercise and enjoy the beautiful scenery we have (Kelly Drive!) and enjoy our local businesses after the races.

- .
- Inclusive events that don't fence out the community that lives there and keeps attendees trapped and forced to eat expensive vendor fare
- Butterfly cabs
- Events that will not bring parking to the residential area because the parking authority and police do not enforce regulations during these events.
- Public events, rather than private.
- The occasional non-recurring opportunities like the Pope visit and the NFL draft. Other annual events have a diminishing impact and become more nuisance than benefit.
- Oval activities for children's events which will let families know that they are important to city, ethnic events Celebrating Philadelphia's diversity, and Women's march brought to Phila the opportunity to participate in world event
- Anything that requires fences, trailers should be held at stadiums
- G rated musical events but with volume that doesn't disturb neighbors who would rather not participate. Outdoor cultural events (teaching sessions) by the Art Museum and all other museums on the Parkway. Anything that doesn't ruin what used to be green areas on and around the Parkway.
- Best events have little to no impact to local traffic patterns. Should not obstruct access to the Parkway especially when the entity is a for-profit. Should not increase the amount of vandalism and crime in the area.