Social Poll, as One of the Most Important Elements of a Complex Approach for Improvement of Banking

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Abstract. This article discusses the current issues of improvement of embankments of the rivers city of Moscow. City government attaches paramount importance renovation and reconstruction of embankment rivers of the Moscow. The results of a sociological survey of public opinion using a questionnaire are presented. The obtained data should contribute to solving problems that are aimed at making the embankments a comfortable and interesting place for citizens and tourists.

1. Introduction

Long since people settled along the banks of rivers, lakes, seas. Water served as the main source for fishing, agricultural needs, allowed communication and relationships (trade, exchange) with other settlements. At present, waterways not only have not lost their significance, but still occupy an important role in urban planning, the formation of a comfortable urban environment and in modern urbanism. The impact of the city on each person living in it, is a serious factor, which certainly affects its behavior and activity [1].

Therefore, a significant part of the cities was built and continues to be built in close proximity or close to the rivers and coasts of the seas, allowing to solve many problems with the help of water arteries. Embankments are one of the most interesting, cultural parts of the urban environment, which, however, is not always used effectively and for its intended purpose. Many embankments, abandoned and dilapidated, are landfills or “self-seizing” by private individuals [10].

Relevance, scientific significance

For the improvement of embankments around the world there are hundreds of programs designed to provide comfortable conditions for the citizens of [2]. They are implemented both in megacities, and in small towns and villages [8].
Therefore, one of the most important factors in the stable development of the urban environment can be called the process of constant renewal and modernization of embankments (Figure 1, Krymskaya Embankment in Moscow) [6].

Figure 1. Krymskaya Embankment in Moscow.

This process will not only contribute to the development of the urban environment, but also improve the quality of life of the population. The system of indicators of quality of life combines both the objective characteristics of the life activity of society and the subjective assessments of the population of its living conditions [3].

Problem statement
To develop the most effective programs for the improvement of urban space, it is advisable to carry out a study of public opinion.

Sociological survey is one of the most important elements of an integrated approach to the improvement of embankments. Survey methods reveal the views and moods of residents, who form a complete picture of public opinion on important issues of landscaping embankments. Based on the data obtained, ratings are formed and, as a result, the city authorities make a decision on improvement of [7].

So, for example, in the city of Moscow, on the basis of conducted opinion polls on the Active Citizen website, the city authorities arranged parks, playgrounds, etc. When conducting surveys, age, social status, type of activity of respondents are taken into account, taking into account the purpose of the study.

The questions raised in this article update projects on renovation and reconstruction of embankments.

The last time, the problem of complex renovation and reconstruction of the embankments of the Moscow River, rose in the 1930s, when the first General Plan of Moscow was drawn up [2].

Theoretical part
Already in our century, in 2014, the mayor of Moscow, Sergei Sobyanin, was instructed to hold an international competition to develop a project for the development of territories adjacent to the Moscow River, the organization of which was entrusted to the Committee on Architecture and Urban Planning of Moscow [3]. According to the results of the competition, the issues were resolved and the strategy of renovation of territories in the zone of influence of the river was determined with a deadline of [7] until 2035.

The project envisages the creation of new embankments with a length of 64 km, as well as the improvement of 73 kilometers of the existing [8].

The practical significance of the proposals and the results of the implementations, the results of experimental studies
On the eve of large-scale reconstruction of embankments, we developed a questionnaire to identify the opinions of residents of Moscow and the Moscow region, as well as guests of the city about the
embankments of Moscow, so that the embankment becomes a truly interesting and favorite vacation spot of all residents and guests of the city.

In January 2019, a sociological survey was carried out using a questionnaire, with the aim of questionnaire the public opinion on the improvement of embankments.

More than 260 people, among whom 49% of women and 51% of men, of whom 81% of respondents belong to the working population.

When answering the question what place for spending free time, the most preferable for you were the following data: 72.3% of respondents prefer to spend their free time in the park, 42.8% on embankments (Figure No. 2).

![Figure 2. A diagram of the obtained data when answering the question: what place of spending free time is most preferable for you?](image)

When answering the question what you usually do on the embankment, the following data was obtained: 81.1% of respondents walk, 39.3% of respondents like to look at water, 25.5% play sports, 14.3% relax and read books and 4.3% walk their pets (figure number 3).

![Figure 3. Diagram of the data obtained when answering the question, what do you usually do on the embankment?](image)

When answering the question of what you didn’t like on the embankment, data were obtained, from which it is clear that 55% of respondents noted the absence or small number of places for recreation, darkness or poor lighting in the evening 42.9% of respondents, and 26.8% of respondents notice non-security in the evening, and many other data, which are shown in Figure No. 4.
Figure 4. Diagram of the data obtained when answering the question that you do not like on the embankment?

When answering the question whether access roads to embankments are provided for people with disabilities, 60.2% of respondents rarely answered; 20.1% answered yes; and 19.7% of respondents answered no (figure No. 5).

Figure 5. Diagram of the data obtained when answering the question whether there are access roads to embankments for people with disabilities?

When answering the question what the embankment means to you, 69.3% of respondents answered a place to rest; 16.4% answered the symbol of the city; and for 13.2% of respondents, the embankment does not mean anything (Figure No. 6).

Figure 6. Diagram of the data obtained when answering the question, what does the embankment mean to you?
2. Conclusions

The analysis helped to identify a number of problems on the embankments: access roads to the embankments for persons with disabilities are not provided, there are not enough places to rest, poor lighting in the evening or is completely absent, and many others that people wants to see resolved.

The data obtained as a result of the survey helped to identify problems that need to be solved, which should contribute to solving many problems, aimed at making the embankments a comfortable and interesting place for citizens and tourists, and the activity on their reconstruction has become innovative. Any social practice is carried out, first of all, on an individual-personal level and becomes an innovation only if its result is associated with positive transformations of the object, carrying utility [4].

The project of improvement of Moscow embankments is an important part of the program of modernization of public spaces in Moscow, decisions aimed at comprehensive improvement of the territories on the banks of the Moscow River may later be replicated in other cities of Russia.

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