Crosstown Community Perception Survey:

Summary Report on Data Findings

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Background

The Crosstown Community Perception Survey arose as a way to obtain information regarding the Crosstown area. Residents from within the community and surrounding areas provided thoughts and perceptions concerning the issues of walkability, crime, and health, especially as they related to elements of the built environment such as lighting, sidewalk quality, destinations, traffic congestion, safety, and social engagement. The survey was one of the first steps in understanding, and improving upon, healthy places within Memphis. The overall aim of the project is to improve walkability, health, and safety through strategy identification for urban design and public policy improvements.

The survey is the product of *Memphis Walks*, a partnership among the University of Memphis Design Collaborative (UMDC), University of Memphis School of Public Health, UofM Departments of Engineering and Criminology & Criminal Justice; the Church Health Center, Livable Memphis, Shelby County Health Department, and Memphis & Shelby County Office of Sustainability. This partnership's focus adheres to enhancing quality of life by supporting improved walkability, promoting increased physical activity, air quality, and social cohesion through walking. This is part of a larger initiative by the UMDC regarding Building Healthy Communities. *Memphis Walks* has taken on the challenge of overcoming the environmental challenges which discourage walking. A primary objective of this effort is to improve public policy in order to prioritize people over automobiles, so people becomes more important than cars. A main aspect of the partnership follows the reliance upon the American Institute of Architects (AIA)'s six approaches to achieving health in the built environment centered on design and policy: environmental quality, natural systems, physical activity, safety, sensory environments, and social connectedness. From this approach, the intent of achieving the objective of prioritizing pedestrians appears through design and policy with real, measured results. In other words, *Memphis Walks* looks to create change through the study of existing conditions and data.

Crosstown was selected to become the pilot study area for many reasons. First, Crosstown establishes itself as a truly urban neighborhood located directly between four major areas within Memphis. Developing between Downtown, the Medical District, North Memphis, and Midtown Crosstown serves as a link to connect these communities together. The area has long been underserved especially when it comes to walkability, safety concerns, and high risk populations. Recently, the rehabilitation of the historic Sears Crosstown warehouse has sparked renewed interest toward the area, making Crosstown a key area for study, prior to and post opening of Crosstown Concourse, termed a "vertical urban village". With the opening and addition of residents (September/October 2016) and full completion

of the Concourse (expected around January 2017), activity will increase within the area and walkability and safety of residents, people coming and going, will be of interest to understand. The Crosstown Community Perception Survey then begins the first step in understanding perceptions revolving around the community.

Methodology

The survey was designed to gather a broad range of perceptions related to walkability, safety, and health within the community at large. The survey was made available in paper and electronic formats. Both forms of the survey function in the same way; the electronic format allowed access to a wider audience who could not participate in a one-on-one setting with *Memphis Walks* member staff at events held in the Crosstown area. The survey relies on anonymity, providing confidentiality within the entire process of the survey. Individual information has not been identified in order to maintain confidentiality. Ideally, the survey would have been administered only to Crosstown residents. But this approach would have been problematic since Crosstown is most often considered a district versus simply a neighborhood. Respondents came from neighborhoods which surround and make up the larger Crosstown district, focused on Crosstown, Evergreen Historic District, Speedway Terrace, Vollintine/Evergreen, Klondike/Smokey City, Washington Bottoms, Madison Heights, Central Gardens, and Galloway-Speedway. Residents and workers from the adjacent neighborhoods, along with those identifying Crosstown as a smaller neighborhood area, became the primary targets for data collection.

In order to get a thorough understanding concerning the built environment, the survey is broken into five separate sections: walkability, safety, recommendations for walkability & safety, health, and demographics. The section on walkability asks about information regarding destinations within the neighborhood, how those destinations are accessed, and if participants would prefer an alternative way of reaching those destinations. This section also included questions about how often residents walk within their neighborhood; what the reasons they walk are; and what keeps them from walking in their neighborhood. The respondents were also asked what distance they are willing to walk to get to a destination. Lastly, for the walkability section, the survey included a Likert-like scale asking level of agreement with statements focusing on the aesthetics of walkability within the area.

The second section within the survey deals with safety perceptions about Crosstown. The section begins by asking residents to describe how large or little certain problems are (e.g., overall crime, graffiti, blighted lots and structures, sidewalk and crosswalk conditions, traffic congestion, robbery/burglary, identity theft, and lighting conditions). Respondents are asked to rate the likelihood of a certain type of crime occurring in the neighborhood. Following this, safety perceptions are assessed, again using a Likert-like scale measuring agreement with various statements related to safety perception. The survey sought

information on whether or not the participant or anyone in their household has been a victim of crime, what type of crime, and if it was reported to the police or not. The last question in this section asked respondents to indicate whether they noticed an increase or decrease in crime within the neighborhood.

The third section focuses solely on recommendations about safety and walkability in the form of two open-ended free response questions. The first asks about ideas for how to make the neighborhood safer and enhance walking. This was followed up by a question providing a space for any additional information about walking and safety. Following the recommendation section, the fourth focused on health issues. Respondents were asked to rate their general health and whether they or anyone within their household had been told they had a specific chronic illness (e.g., diabetes or asthma).

Demographic information was requested at the end of the survey. Demographic information included age, gender, race/ethnicity, neighborhood, and zip code.

Results

In total, the public answered 120 surveys. No question was required, as each was voluntary. This resulted in some questions left blank by some respondents resulting in data gaps. However, for the most part, each respondent filled out nearly the entirety of the survey.

Walkability. The first part of the walkability section is broken into four parts which focus on destinations and mobility for those areas. The first two questions ask for the top three places most often visited in Crosstown and the means by which respondents get to those destinations. This question plays an important role in understanding where people go and how they arrive providing a link between place with mobility. The results show how people access the locations which they most often visit within the community, and if there is a lack or need for those types of transportation and how they relate with walkability.

There were 118 responses to the first question. Figure 1 shows all responses for the one place most often frequented by respondents. The top five responses are Kroger with 31; the V&E Greenline with 12; Crosstown Arts with 10; the US Post Office with 9; and Hi-Tone with 6. The second part of question one (113 responses), shown in Figure 2, deals with the second most often visited place within Crosstown. Results are similar to those of part 1. With Kroger being the most visited location, but there is greater variation among smaller restaurants and businesses. Kroger is again the highest frequented place even for a secondary destination with 14. Following Kroger, the US Post Office is a common secondary place to go after with 9. Crosstown Arts, the V&E Greenline, and Mardi Gras round out the top five most frequented secondary locations with 7 responses each. For part three of question one the third most often visited locations are provided (see Figure 3.). In total, 105 responses were provided. Once again, Kroger tops out the list at 11 responses, followed

Figure 1. Place 1 Responses

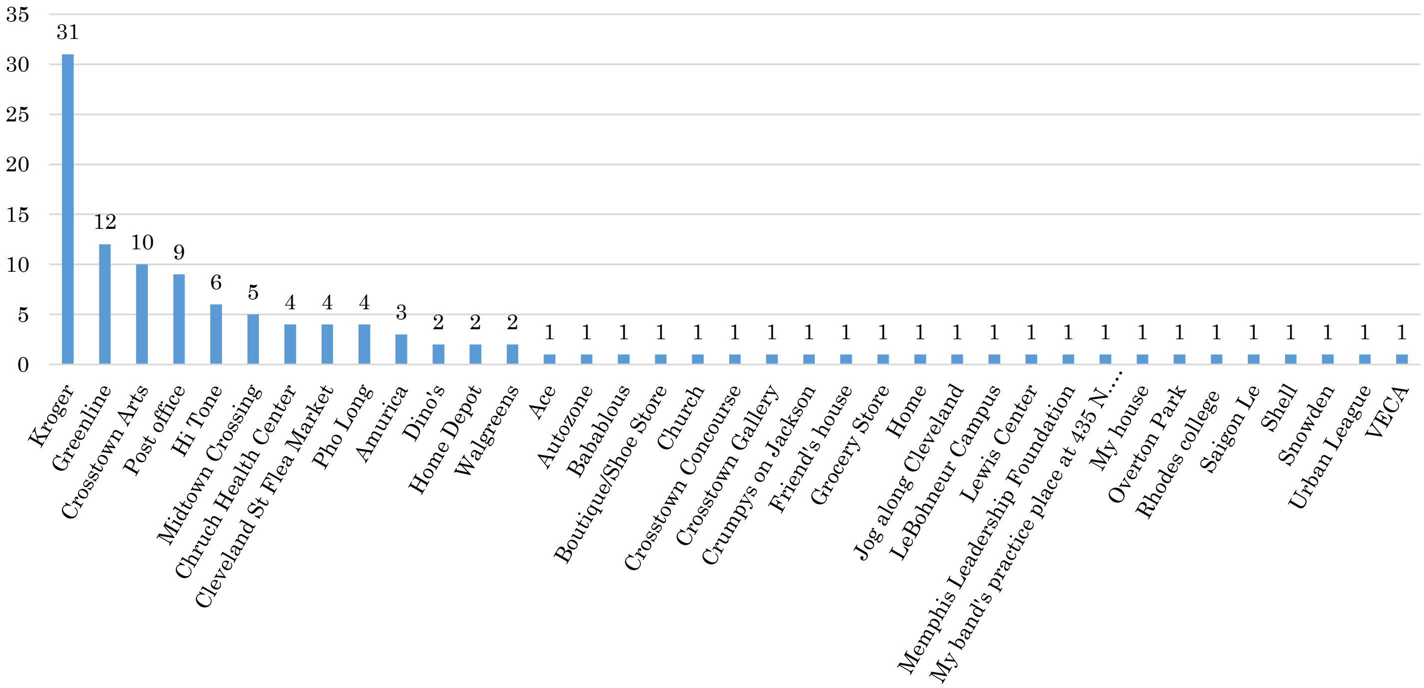
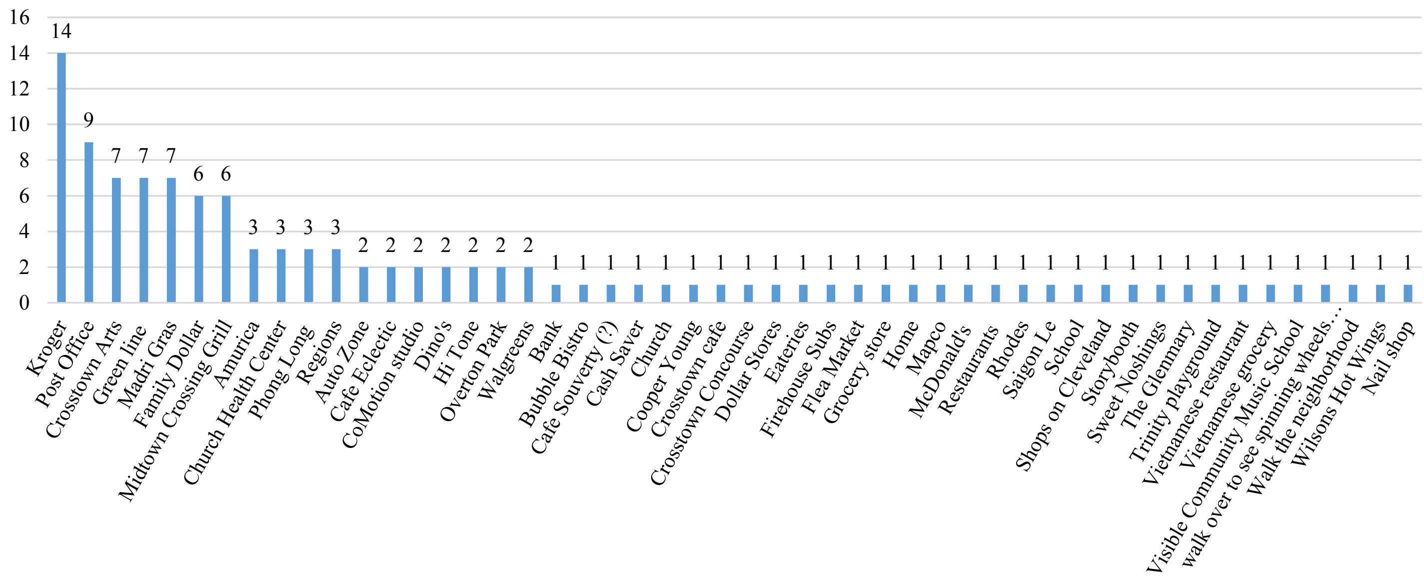


Figure 2. Place 2 Responses



by Hi-Tone and Midtown Crossing Grill at 9 each. Walgreens and Mardi Gras both have 6 responses for the third most often visited location. When looking at the data in aggregate, the most popular locations begin to stand out heavily from those which often receive single or limited responses. This aggregated view is presented in Figure 4, which shows places which make up greater than 1 percent of the total responses. It is easily recognizable which are the major locations within the Crosstown area. Kroger, Crosstown Arts, the Post Office, and the shops and restaurants within the core of Crosstown make up a fair share of the

Figure 3. Place 3 Responses

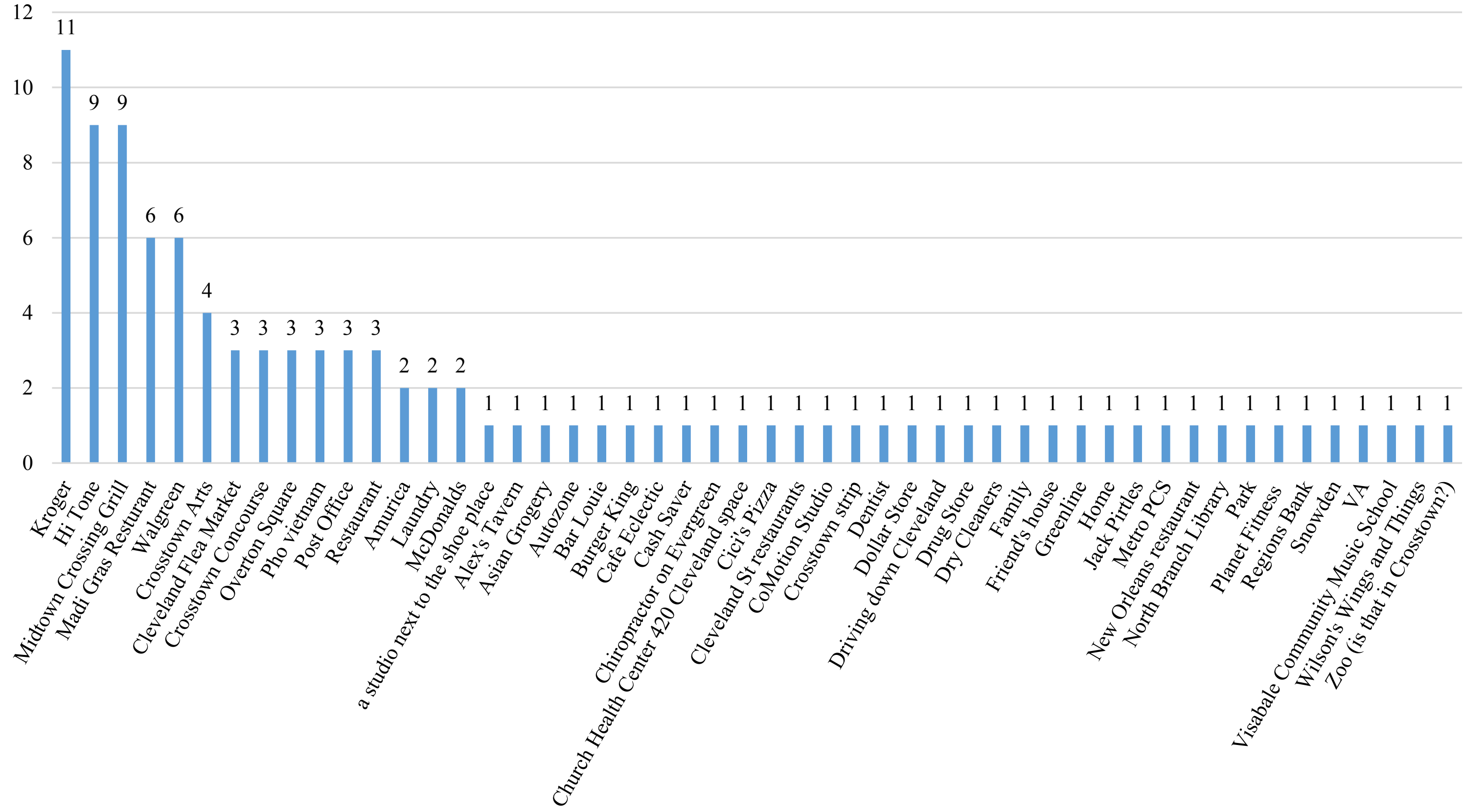
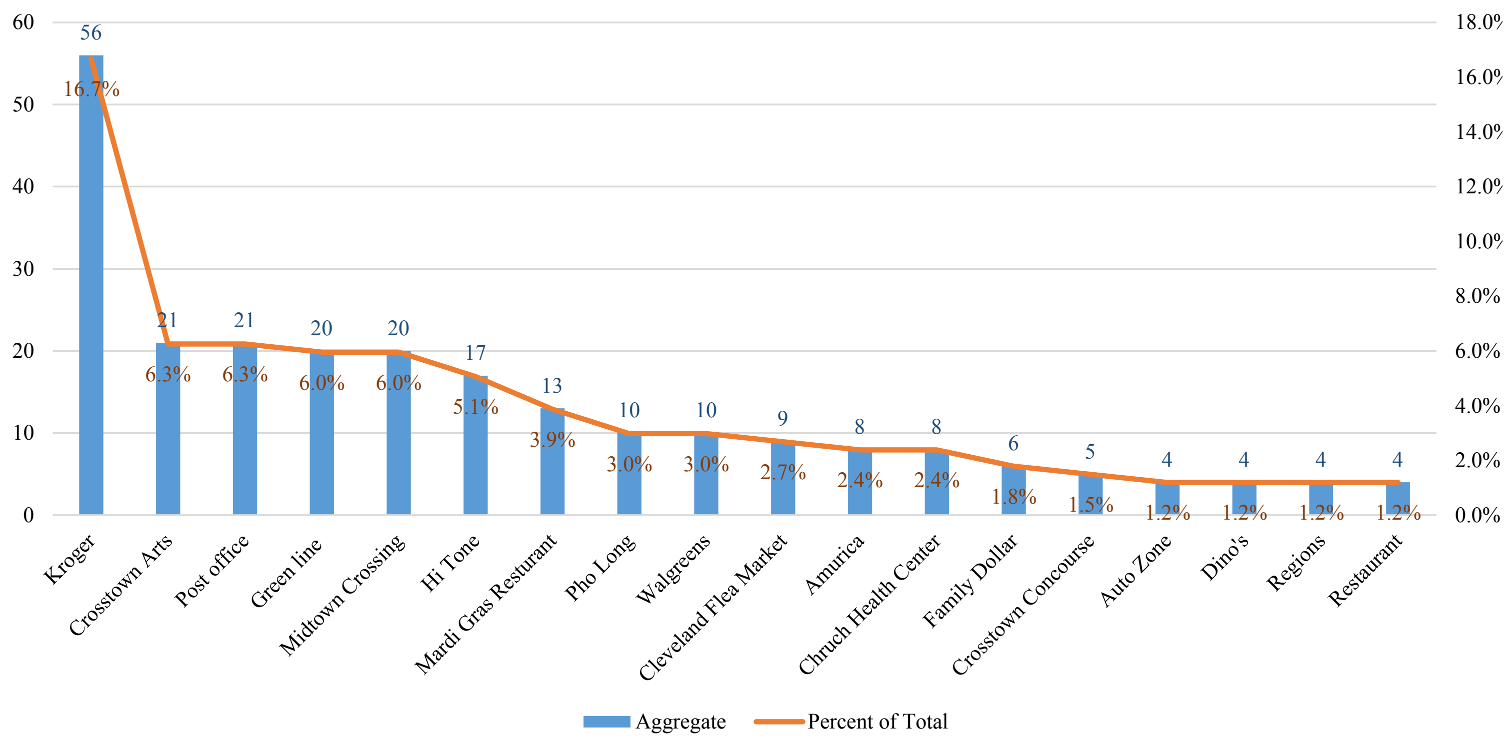


Figure 4. Aggregate Place Responses

Percents greater than 1



locations. An interesting point with the aggregated view of locations appears in the amount of locations which comprise less than 1 percent. In total the locations presented in Figure 4 only make up about 71 percent, leaving nearly 29 percent of the total responses which are 1 percent or less of the total. Figure 5 shows (see appendix) the remaining responses below 1 percent of the total. With the question being open ended becomes problematic for identifying places within Crosstown. Many of the places which participants added are not truly Crosstown, but belong to other areas within Midtown such as Overton Park or Overton Square. Specificity also arises as an issue with the survey responses in regard to certain places. Not knowing which place is which and using a vague or broad name for many locations presents a problem for analysis, where "shops on Cleveland" could refer to multiple places, or it the phrase mean one store which is frequented often. In this case it could also be deemed a positive event knowing that there is a conglomeration of shops and highly frequented locations situated near one another.

The next question for walkability deals with how people get to the locations mentioned in question one. It is broken into three parts, each corresponding with the places for question one, being place 1, 2, and 3 respectively. Figure 6 provides details about the ways which respondents got to certain locations, either by car, bus, biking, walking, uber/taxi, or another option for place one, which features 118 responses. The most common way of getting to place one was by car at 72 percent; followed by walking at around 32 percent; then by biking at 13.5 percent; by bus at around 5 percent; and uber/taxi, along with other options, are at around 1.7 percent each. Figure 7 provides the same set of criteria for place two. Place two had 113 responses, the same amount for responses given for place 2. The result for part two is very similar to that of place one with cars being the primary mode at 70 percent, followed by walking at 26.55 percent; biking is at 13.27 percent; then bus at around

Figure 6. Ways of Getting to Place 1

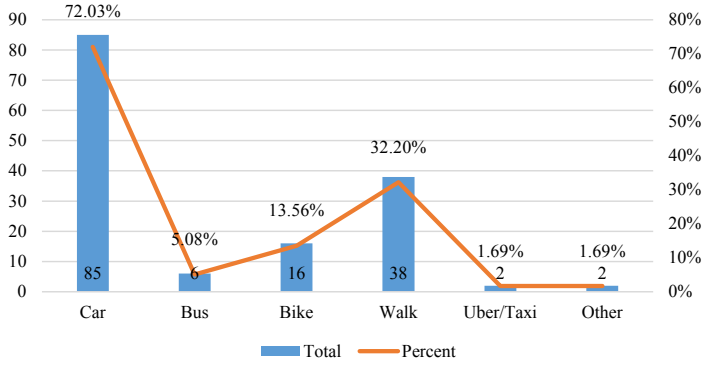
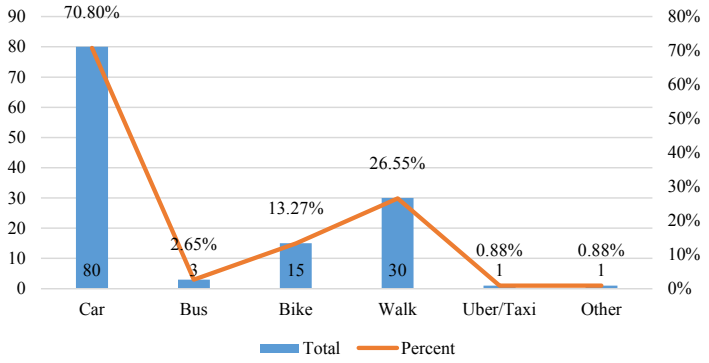


Figure 7. Ways of Getting to Place 2



3 percent, and uber/taxi and other at around 1 percent each. Question two part three looks at ways of getting to place 3. Figure 8 provides a look at the modes of transportation and percentage of use. Once again, automobiles are at the forefront percentage wise at about 72 percent; walking is the next highest at around 30 percent, followed by biking at 13.33

percent. Uber/Taxi becomes a higher utilized way of reaching destinations at around 5 percent over using the bus at 3.81 percent for place three. Figure 9 provides a look at the aggregated information for all three places. When looking at the aggregate data for ways of getting to places, the prominence of the automobile surfaces as the greatest, but still makes room for pedestrianized modes of transportation, such as walking and biking. Using a car to reach a destination makes up a majority at about 60 percent. Even with this the survey results suggest that Crosstown and respondents still walk often to get to destinations, with 24 percent, then riding a bike at 11 percent. Using the bus was in the bottom three at around 3 percent, with uber/taxi at around 2 percent, and any other option not listed being at less than 1 percent.

Figure 8. Ways of Getting to Place 3

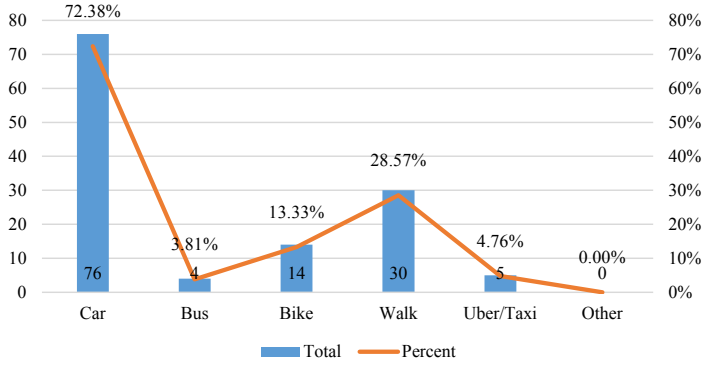
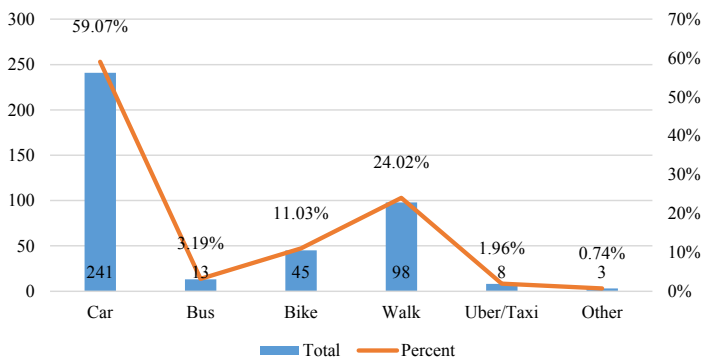
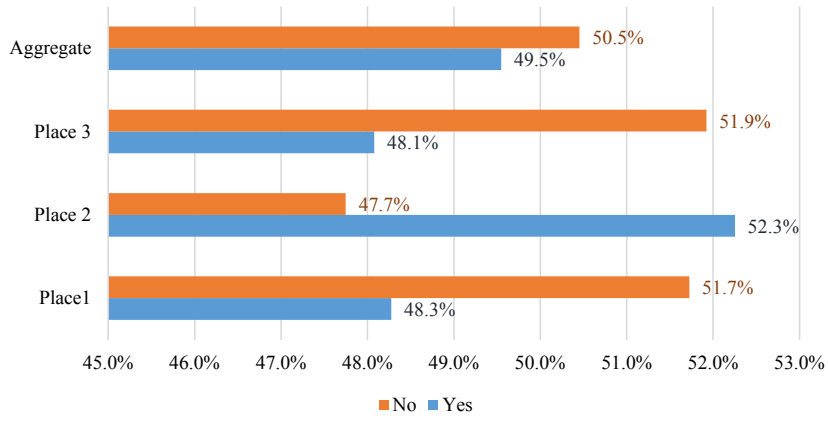


Figure 9. Aggregate Ways of Getting to Places



The next question features a yes or no response, dealing with whether or not the respondent would want to have another way of getting to the places mentioned in the first question. Figure 10 provides the percentages of how many people would like new methods of reaching destinations and who would not. For place one and three, the majority of respondents did not want another way of reaching their destination. Respondents for place 2 would like a different mode of travel for reaching destinations. Based on the aggregate 50.5 percent of respondents did not want a new way of getting to places while 49.5 percent

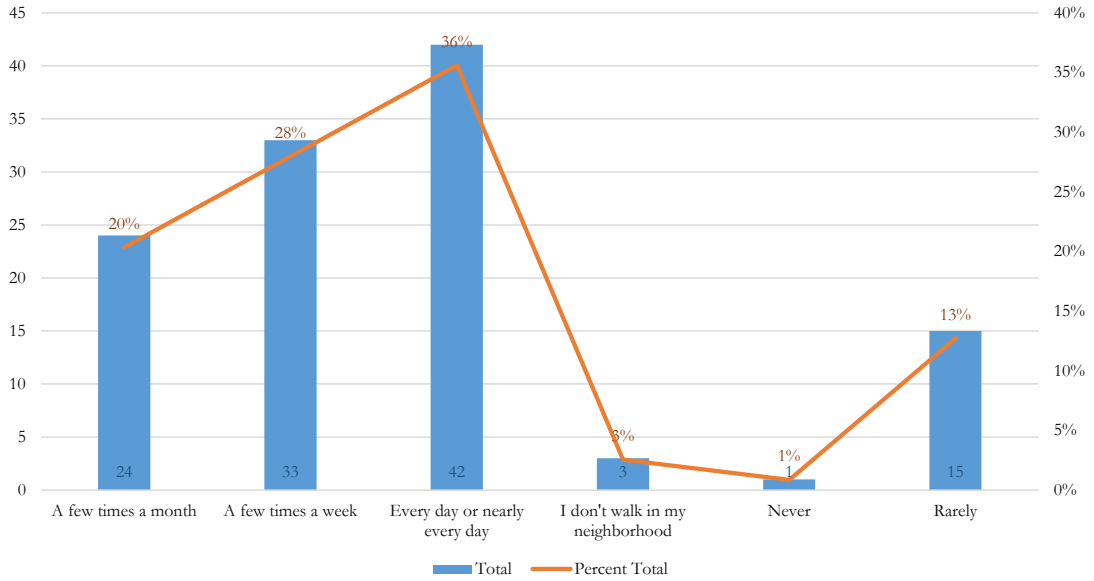
Figure 10. Respondents who would like another way of getting to destinations



did. On the whole, the split is very close. With this portion of the survey it would be beneficial to look at the three questions altogether to understand how responses have formed. Understanding if someone drives to place 1 and is content to keep driving, or if it is someone who bikes and is happy, is a major difference when it comes to enhancing and understanding walkability within the area. The 4th question in the survey follows along this line and asks how respondents would like to get to that destination if they do want another way of getting there. This open-ended question received 53 responses. Most often the responses featured adding or enhancing elements of pedestrian and biking services. In some cases, respondents indicated they would like to have access to better bus service or the use of a light rail or enhanced trolley service to connect Crosstown to other areas within the city/county.

The next question within the walkability section looks at how often people walk within their neighborhoods. The response categories included everyday or nearly every day, a few times a week, a few times a month, rarely, never, or don't know/unsure. Figure 11 documents the percentages by which respondents answered, with 118 responses in all. The largest percentage was every day or nearly everyday at around 36 percent; 28 percent

Figure 11. How Often You Walk in your Neighborhood

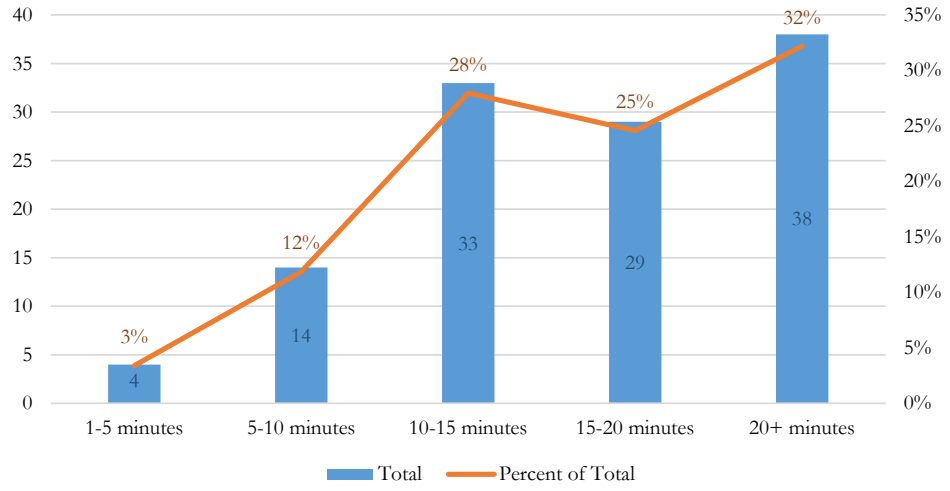


responded as walking a few times a week; about 20 percent responded to walking a few times a month; about 13 percent said they rarely walk; the remaining 3 percent is made up of respondents saying that they do not walk in their neighborhood, at around 2 percent, or they never walk at 1 percent. As a follow up, respondents were asked what the reasons they walk were. A total of 119 responses were provided. This question featured the option of having multiple outcomes as respondents were asked to check all reasons for walking that applied to them. Most often, exercise appears as a reason for walking at around 71 percent; this is followed by enjoying the outdoors at 65.6 percent. Walking the dog, going

to a restaurant, and visiting neighbors were popular reasons at 40.3, 38.7, and 33.6 percent respectively. Getting out with one's children was provided at around 27.7 percent. Going to work and going to the bus stop were relatively low at 5.9 and 7.6 percent; other has 5 percent as well as the response that they did not walk in their neighborhood.

Continuing with walkability, the next question involved what keeps people from walking. Similar to the previous question of why people walked multiple responses were possible. Provided for this question were 112 responses. The most frequent response was weather at 39.3 percent. Following weather were the responses of too far to walk, 33.9 percent; crime, 30.4 percent; poor sidewalks/crosswalks or lack thereof, 29.5 percent. It being too dark to walk was given about 24 percent of the time. This could be because of the sun setting or lack of street lights within the neighborhood which they are walking along. Not enough places to walk to and too much traffic were minor, yet common answers for keeping people from walking at 17.9 and 15.2 percent. One's health being a reason not to walk was an infrequent answer at 1.8 percent, while any other reason not listed was seen 16.1 percent for responses. Following this was how far one would be willing to walk to reach a desired location. Figure 12 details the 119 responses received for this question. Most respondents were willing to walk over 20 minutes to reach a destination at around 32 percent. The next major response featured a willingness to only walk to a destination between 10 and 15 minutes, at around 28 percent. The third largest percentage was 15 to

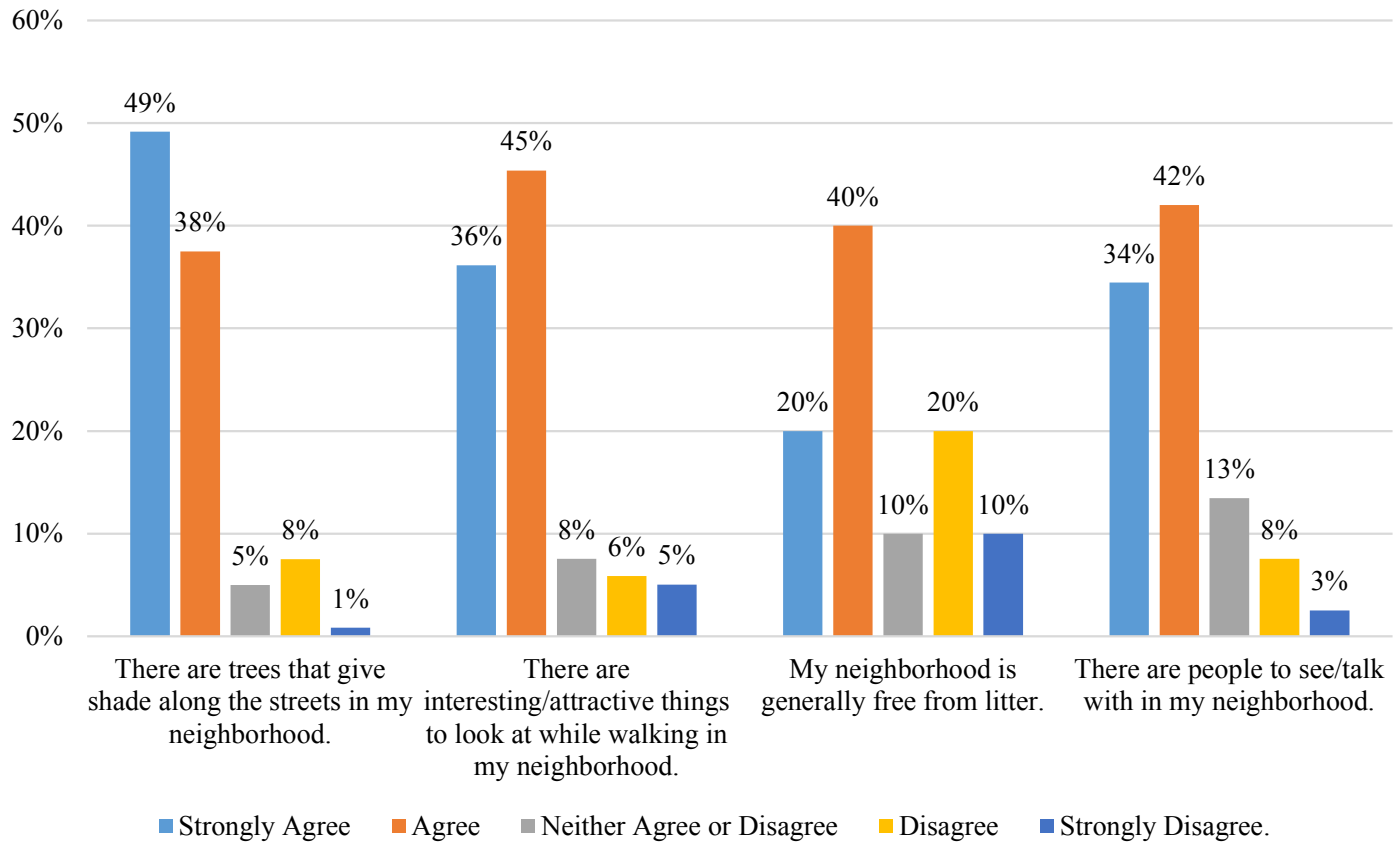
Figure 12. Distance Willing to Walk to a Desired Location



20 minutes at around 25 percent. Next was 5 to 10 minutes, a short distance to reach one's destination, at around 12 percent. The remainder indicated destinations which are less than a 5-minute walk.

The last question within the walkability section looks at how much participants agree or disagree with a statement regarding elements of walkability. This question is split into four parts based on four separate assertions. Figure 13 details how participants responded to

Figure 13. Walkability Perception Statement Agreement

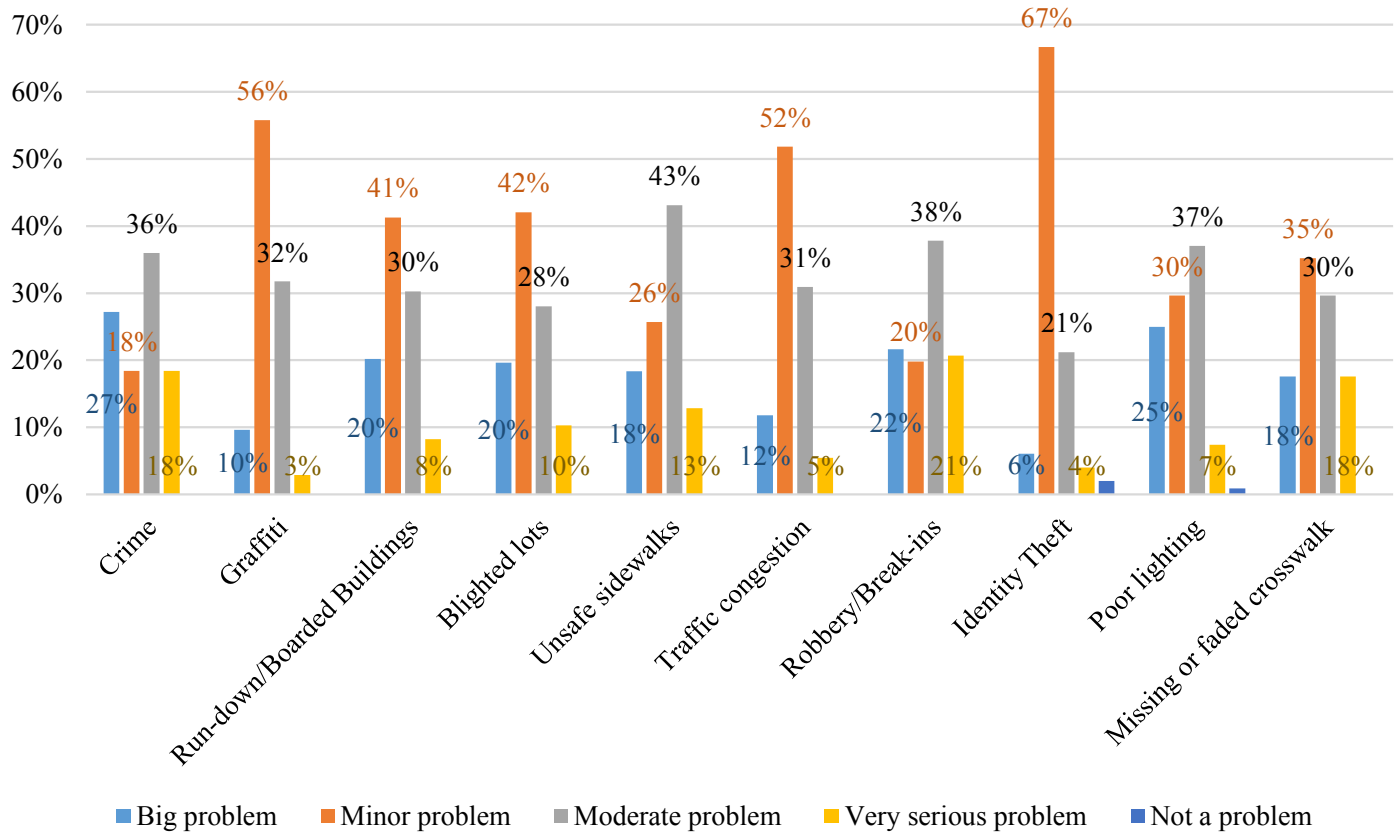


the statements. There were about 120 responses for each part of the question, with part two and four having 119 responses each. Part one focused on the adequacy of trees along streets to provide shade. 49 percent strongly agreed; 38 percent agreed; 5 percent neither agreed nor disagreed; 8 percent of respondents disagreed with the statement, while 1 percent strongly disagreed. The second part deals with the visual aesthetics of the neighborhood stating that there are attractive and/or interesting things to look at while walking. 36 percent strongly agreed, with 45 percent agreeing to the statement; 8 percent neither agreed nor disagreed; 6 percent disagreed, while 5 percent strongly disagreed to there being interesting and/or attractive things to look at while walking. The third part focused on litter, and that the neighborhood was generally free from it. Once again, the responses had majority agreement where 20 percent strongly agreed and 40 percent agreed, then 10 percent neither agreed nor disagreed; 20 percent disagreed, while 10 percent strongly disagreed with the statements. For the final part of the question the survey provided the statement centered on having people to see or talk with in the neighborhood. The majority of respondents were in agreement regarding the statement with 34 percent strongly agreeing and 42 percent agreeing; 13 percent neither agreed nor disagreed; and 8 percent of participants disagreed, with only 3 percent strongly disagreeing.

Safety. The safety section begins by focusing on perceptions of safety within

neighborhoods by asking to what extent certain elements often associated with safety concerns are present. This first question for the safety section asks about ten different components: crime, graffiti, run-down/boarded-up buildings; blighted lots, unsafe sidewalks, traffic congestion; robbery/break-ins, identity theft, poor lighting, and missing or faded sidewalks. Figure 14 presents the responses for safety perception. In most cases, the various elements were considered minor problems, or were otherwise considered a moderate problem. For

Figure 14. Perception of Safety Elements in the Neighborhood



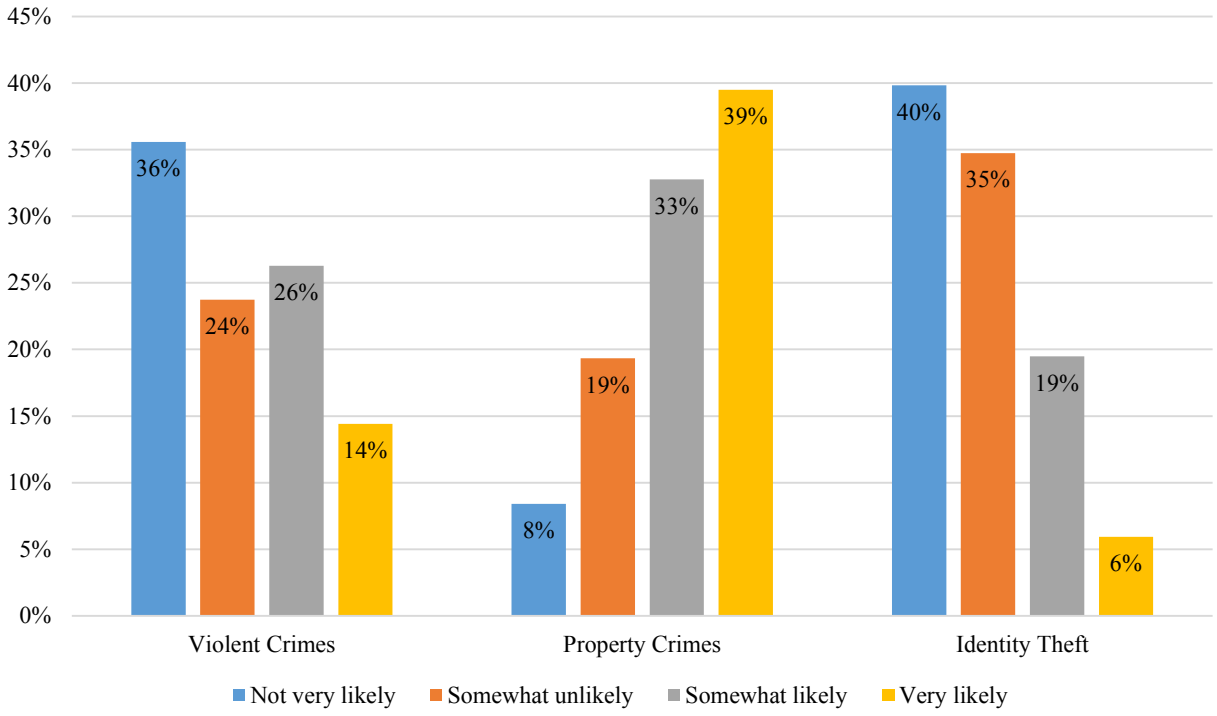
crime 27 percent believed it was a big problem; 18 percent thought it to be a minor problem; 36 percent perceived it as a moderate problem; and 18 percent viewed crime as a very serious problem. Graffiti was not seen as a tangible problem by most with 56 percent viewing it as a minor problem and 32 percent thought it was a moderate problem; only 10 percent saw it a big problem, with 3 percent seeing it as a very serious problem. Rundown/Boarded-Up buildings is viewed as a minor problem to most at 41 percent; 30 percent see it as a moderate problem with 20 percent of respondents seeing it as a big problem. A small percentage at 8 percent sees it as a serious problem in their area. Blighted lots responses are similar to those of rundown/boarded-up buildings. These elements were seen as a minor problem by 42 percent; a moderate problem by 28 percent; a big problem by 20 percent; and 10 percent saw blighted lots as a very serious problem. To most people unsafe sidewalks are perceived as a moderate problem at 43 percent; 26 percent saw it as a minor problem, with 18 percent

viewing it as a big problem and 13 percent as a very serious problem.

Over half of participants saw traffic congestion as a minor problem at 52 percent, with 31 percent seeing it as a major problem. A small amount at 12 percent saw traffic congestion as a big problem within the area; 5 percent think traffic congestion is a very serious problem. Robberies/Break-ins obtained a fair mixture of responses. It is considered a moderate problem by 38 percent; 22 percent see it as a big problem, with 21 percent seeing it as a very serious problem. Only 20 percent perceived it to be a minor problem within their neighborhood. Identity theft is not viewed as a large issue in regards to safety, where the majority view it as a minor problem at 67 percent; 21 percent view identity theft as a major problem, with 6 and 4 percent seeing it as a big and very serious problem respectively. It was not considered a problem to 2 percent. Poor lighting appears as a somewhat minor issue regarding safety. This is considered a moderate problem with 37 percent; 30 percent see it as a minor problem, with 25 percent viewing poor lighting as a big problem. About 7 percent of respondents saw poor lighting as a very serious issue. The final safety element of missing or faded crosswalks experienced perception similar to crime. Only 35 percent saw the issue as a minor problem; 30 percent viewed it as a moderate problem, and 18 percent viewed it as a big problem and very serious problem each in regards to safety.

The next few safety questions looked explicitly at crime. The second safety question deals with the likelihood of a crime happening in one's neighborhood. Three types of crimes (violent, property, and identity theft) were the focus for the question. Figure 15 details responses for the question. For the violent crimes portion 36 percent believed that it was not

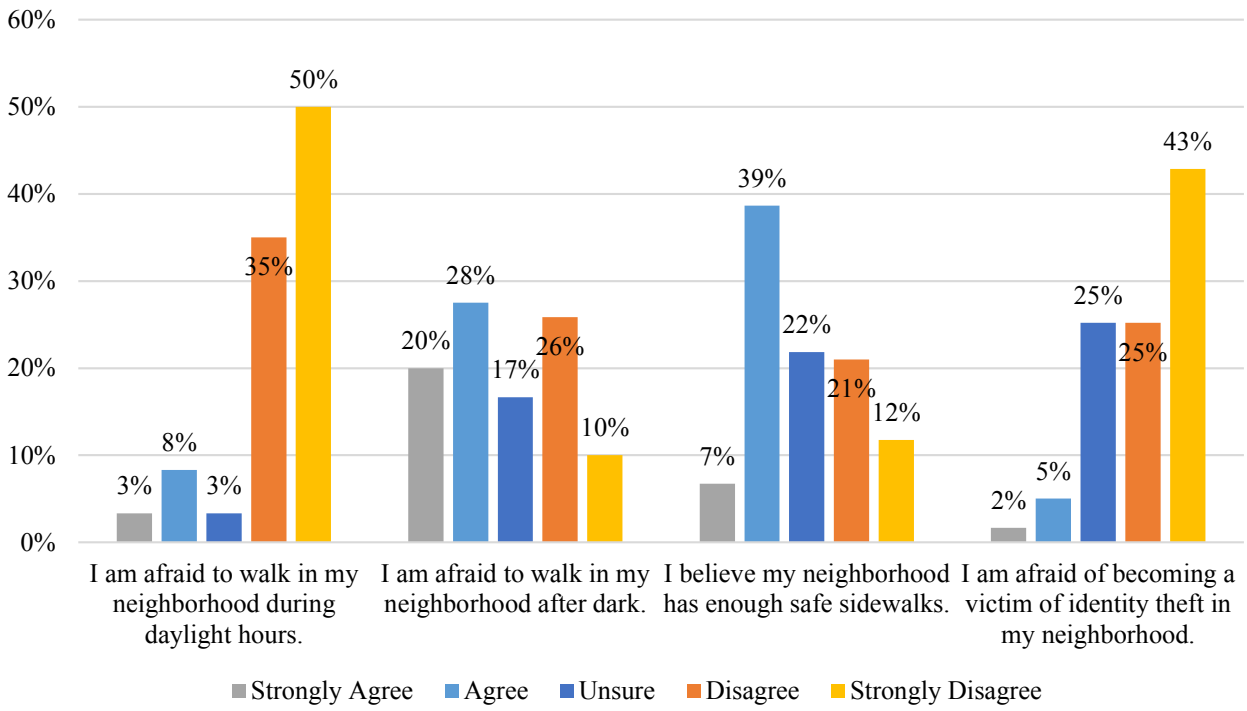
Figure 15. Perception of the Likelihood of a Crime



very likely to happen; 26 percent believed it was somewhat likely; 24 percent of respondents thought it was somewhat unlikely, while 14 percent thought a violent crime was very likely to happen in their neighborhood. Property crimes has a higher perception in terms of the likelihood of happening. Only 8 percent thought that the type of crime was not very likely to occur, while 19 percent believed it to be somewhat unlikely. A combined 72 percent thought it was somewhat likely, 33 percent, or very likely, 39 percent, to happen within their neighborhoods. Identity experienced the near opposite of property crimes. Only 6 percent believed it very likely for this crime to happen, while 19 percent thought it was somewhat likely to happen. A majority of total 75 percent thought it was either not very likely at 40 percent or somewhat unlikely at 35 percent.

Following the perception of the likelihood of crimes came safety perceptions based on agreement to a set of statements. Figure 16 provides a look at responses relating to the specific statements. The first statement involves whether or not one is afraid to walk in their neighborhood during the daytime. With this question a small margin agreed at 8

Figure 16. Safety Perceptions



percent, with 3 percent strongly agreeing. Along with this, 3 percent were unsure about what they thought. Half of the respondents strongly agreed with the statement, while 35 percent agreed that they would walk in their neighborhood during daylight hours. The second statement involved whether or not people were afraid to walk after dark in their neighborhood. This part saw a more even distribution. From the responses 20 percent strongly agreed and 28 percent agreed; 17 percent was unsure; 26 percent of participants disagreed with the statement, while 10 percent strongly disagreed. Next the adequacy of

safe sidewalks was addressed. Based on this statement 39 percent agreed while 7 percent strongly agreed; 22 percent was unsure; and 21 percent were in disagreement, along with 12 percent strongly disagreeing. The final assertion focused on becoming a victim of identity theft. There was very little agreement present with it as 2 percent strongly agreed and 5 percent agreed. Nearly all the rest of the participants were either unsure, 25 percent, disagreed, 25 percent, or strongly disagreed, 43 percent.

The next few questions about safety look only at crime. The survey asks if respondents or anyone in their household had been a victim of crime within the past year. Figure 17 shows the percent of households that experienced or did not experience a crime. Of the 120 responses to the question 67.5 percent had not been a victim of crime in their household yet 32.5 percent had been. The follow up question to this asks for a description of the type or nature of the crime. Of the responses provided most dealt with burglary or types of theft, though, interestingly there had been occurrences of identity theft. The next question in the survey directly asks if the crime was specific to identity theft, with only 3 "yes" responses recorded. Then respondents were asked if the crime which occurred had been reported or not reported to the police. Figure 18 shows the percentage of crimes reported or not reported. Based on the responses only 61.4 percent of the crimes which occurred were reported to the police; 34.1 percent did not report the crime, and 4.5 percent were unsure or did not know. Following this, the survey asks participants if there has been any noticeable change in crime within their neighborhoods over the past three years. Figure 19 shows the response details for change in crime. Most respondents, 47 percent, perceived no change in crime, while a combined 43 percent noticed some type of increase: 14 percent noticed a high increase and 29 percent just an increase. Just 10 percent saw some decrease in crime.

Figure 17. Households that Experience a Crime During the Past 12 Months

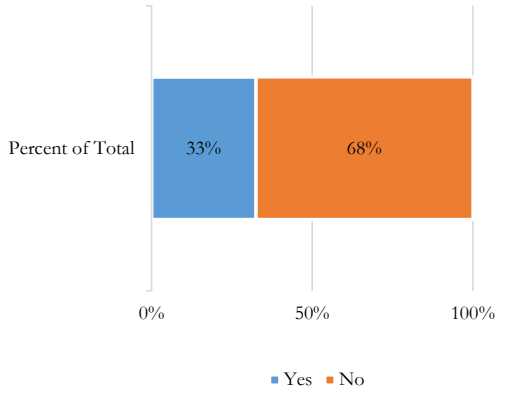


Figure 18. Reporting Household Crimes to the Police

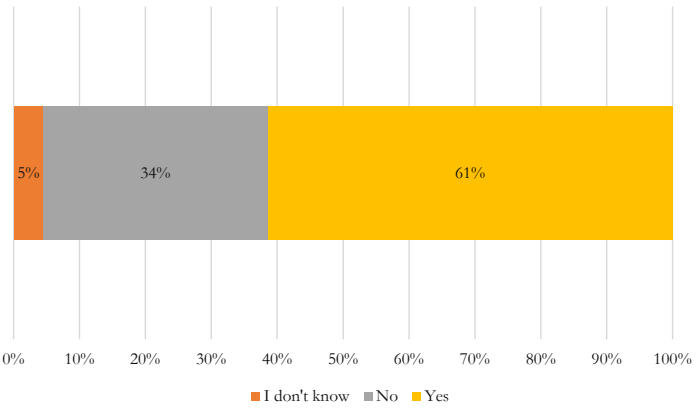
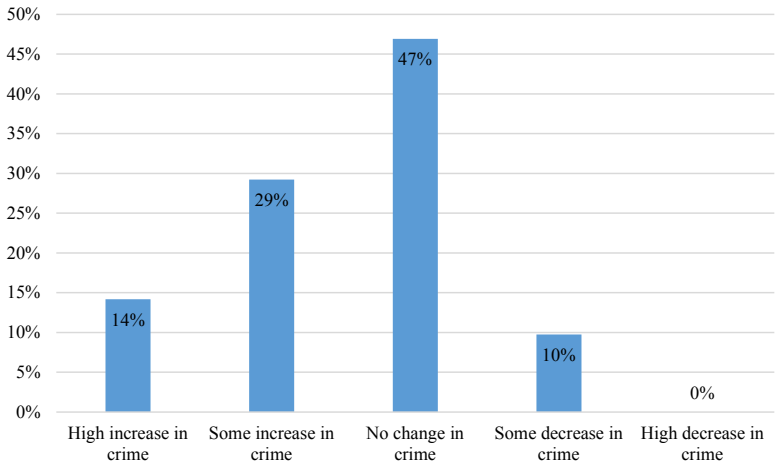


Figure 19. Change in Crime Over the Past 3 Years

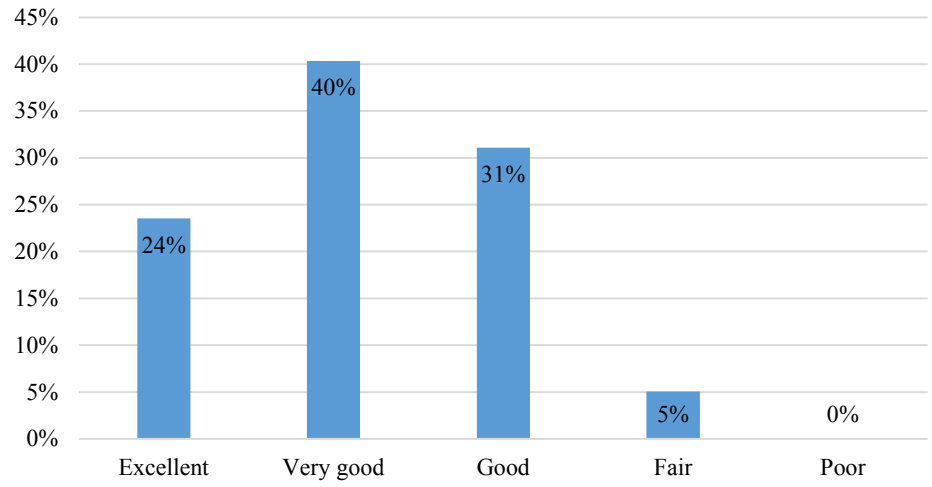


Recommendations to Walkability and Safety. The recommendation section for walkability and safety exists in the form of open response, essay formats where participants could freely and openly present ideas about the community. The first question focused on the provision of features which could make neighborhoods safer and better for walking. A total of 97 varying responses were provided. Commonly, better sidewalks and increased lighting were suggested. Enhancing code enforcement to eliminate opportunities for crime on vacant properties was mentioned. Other ideas consisted of enhancing pedestrian police patrols within communities, such as bike patrols, and increased interaction with community watch groups and neighborhood residents; increasing density and types of uses within neighborhoods to promote more activity within neighborhoods. The addition of crosswalks would be helpful at intersections as well as speed bumps or traffic calming devices along residential streets; and campaigning for walking within communities with the creation of walking groups for neighborhoods so people do not have to walk alone and build social capital for their area.

The next open response question asked if there was any other information about safety and walking which had been left out or not mentioned. This question obtained 49 responses which varied in content and quality, some being answered with simply a no. Responses for this section lack consistency but good ideas are brought up. Mainly, responses addressed loose dogs within neighborhoods, utilization of vacant lots, panhandling/soliciting for money, and need for investment along primary corridors to enhance walking and safety within neighborhoods.

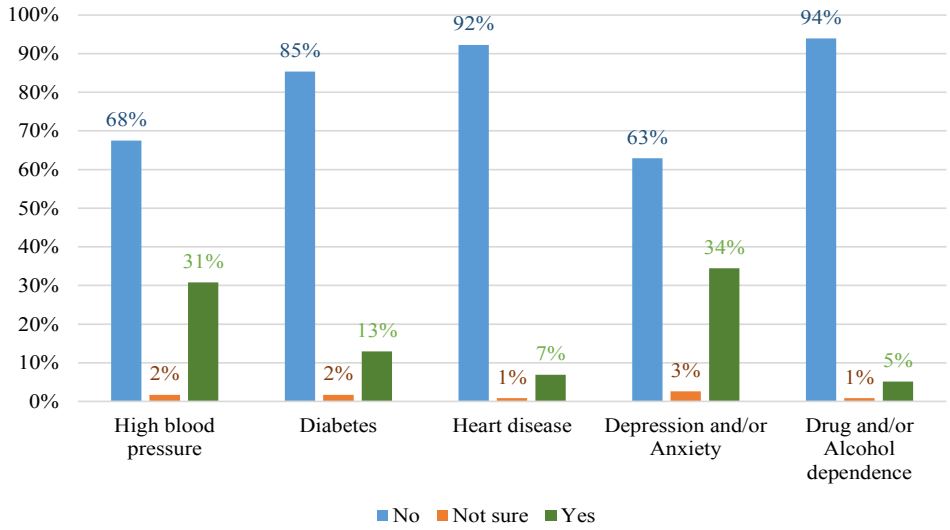
Health. The health portion of the survey is one of the shorter sections of the Crosstown survey consisting of only two questions. The first asks the respondent about their general health. Figure 20 represents responses about the general health of participants. Nearly all respondents are generally healthy: 40 percent considered their health to be very good; 31 percent good; 24 percent considered their health to be excellent while only 5 percent

Figure 20. General Health



thought their health was fair. No responses were recorded for poor general health. The second health question asked if any respondent or a person in their household had been medically diagnosed with certain health conditions. Figure 21 shows the results for this question. The medical conditions asked consisted of high blood pressure, diabetes, heart disease, depression and/or anxiety, and drug and/or alcohol dependence. The majority of responses indicated not having most conditions. For high blood pressure, 68 percent said that no one in the household had been diagnosed, while 31 percent said yes and 2 percent was unsure. Diabetes is found in only 13 percent of households, with 2 percent being unsure and the remaining 85 percent as no. Heart disease is much like diabetes: 92 percent no, 1 percent unsure, 7 percent yes. Depression and/or anxiety was much more common with 34 percent saying yes, and 63 saying it was not present, and 3 percent being unsure. As with heart disease and diabetes, there was little mention of drug/alcohol dependence with 94 percent of households marking no, with only 5 percent as yes and 1 percent unsure.

Figure 21. Medically Diagnosed Condition in the Household



Demographics. The final section of the survey consists of demographic information. The information comprises which neighborhood participants lived in, what their zip code was, their age group, gender, and racial ethnicity. The results include 117 responses for neighborhoods. Figure 22 shows the neighborhood demographics of participants greater than 3 percent. Figure 23 shows all of the neighborhoods represented by respondents to the survey. Majority of the surveys came from one of four neighborhoods which normally make

Figure 22. Neighborhood Demographics

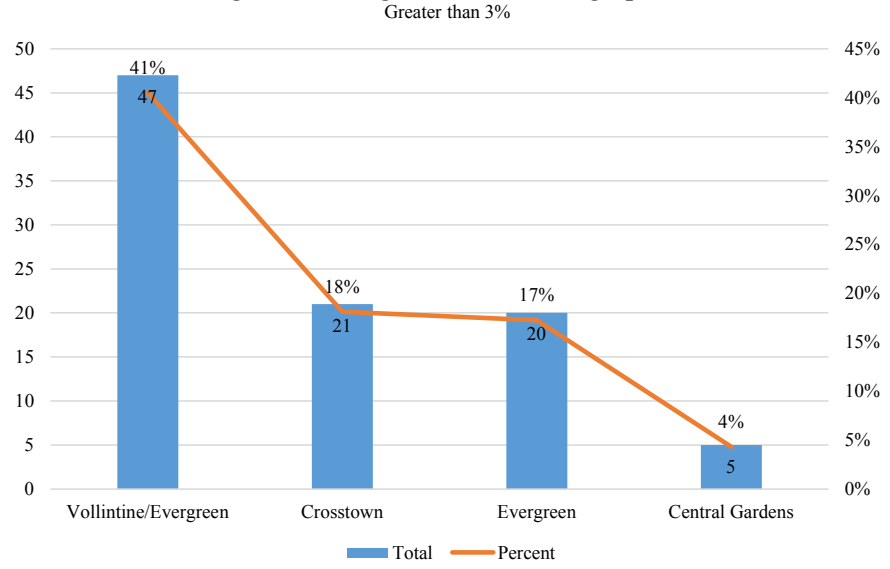
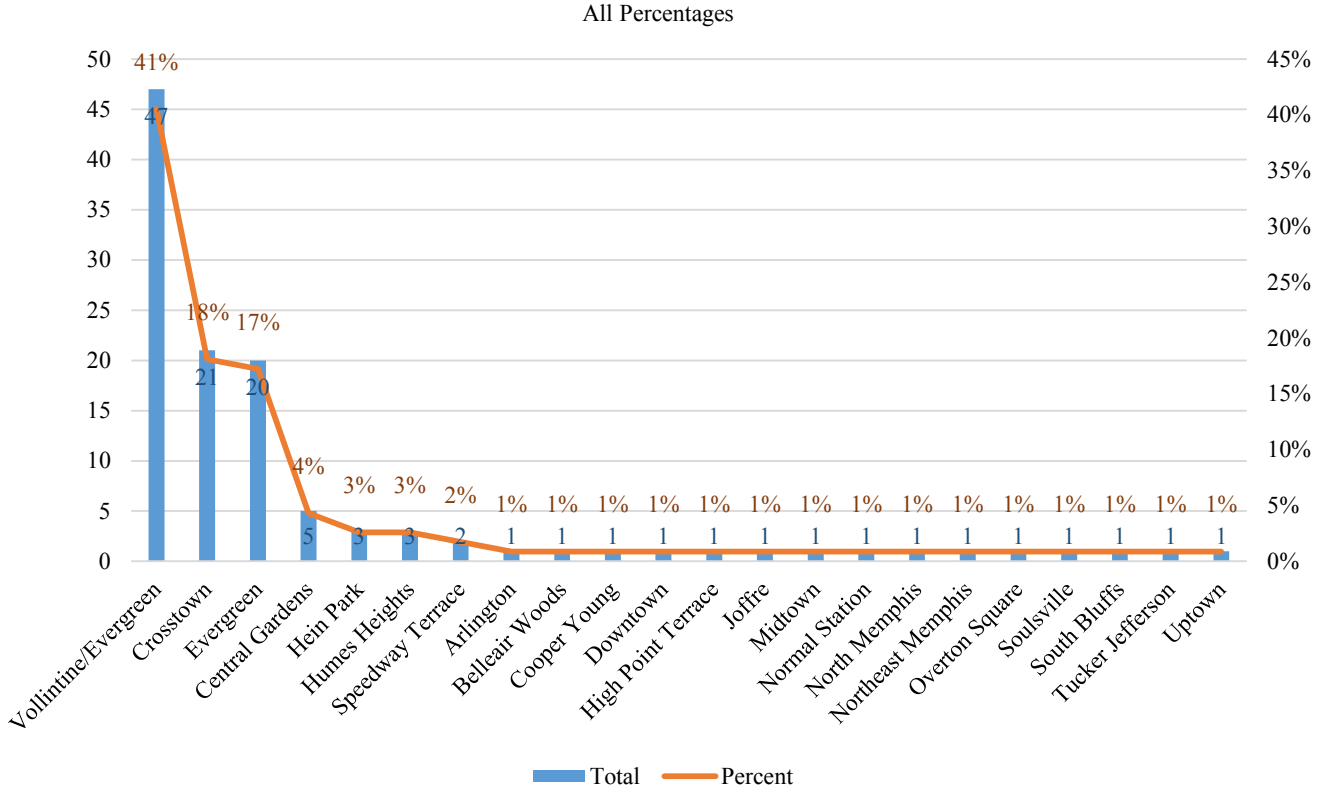


Figure 23. Neighborhood Demographics



up part of the Crosstown district. Evergreen had 17 percent, Crosstown as a neighborhood had 18 percent. Vollintine/Evergreen received the largest percentage at 41 percent and Central Gardens had 4 percent. The remainder comes from neighborhoods scattered across Memphis with a few being close to the Crosstown area such as Speedway Terrace, Hein Park, Overton Square, or listing the larger district such as Downtown, Midtown, North Memphis, or Uptown as the neighborhood itself.

Since zip codes are larger geographic areas they encompass multiple neighborhoods at a time and serve a similar purpose for identifying where respondents live in relation to Crosstown. Table 1 shows the zip codes. A total of 86 percent of the respondents belong to one of three zip codes: 38104 at 27 percent; 38107 at 42 percent; and 38112 17 percent.

Table 1. Zip Codes of Respondents

Zip Code	Total	Percent of Total
30107	1	1%
38002	1	1%
38017	1	1%
38103	2	2%
38104	31	27%
38106	2	2%
38107	48	42%
38111	5	4%
38112	20	17%
38114	1	1%
38122	1	1%
38128	1	1%
38134	1	1%

The remainder are spread out among various zip codes within the Memphis area. Gender became the next demographic characteristic featured. The majority of respondents for the survey were female at 64 percent, followed by men at 35 percent. A minor percentage of 2 preferred not to answer. For race, though there were prescribed categories, respondents were welcome to fill in the race/ethnicity category with whatever they thought applicable to them. A majority of respondents identified as White at 74 percent, and the next largest category was Black/African American at 20 percent. A small percentage of 2 identified as Hispanic, with the remainder being self-identified race/ethnicity. For age characteristics over half, 53 percent, were between the ages of 41 and 64; the next largest category was 26 to 40 years old with 27 percent. The younger and older age groups, 18 to 25 and over 65, had 11 and 9 percent respectively.

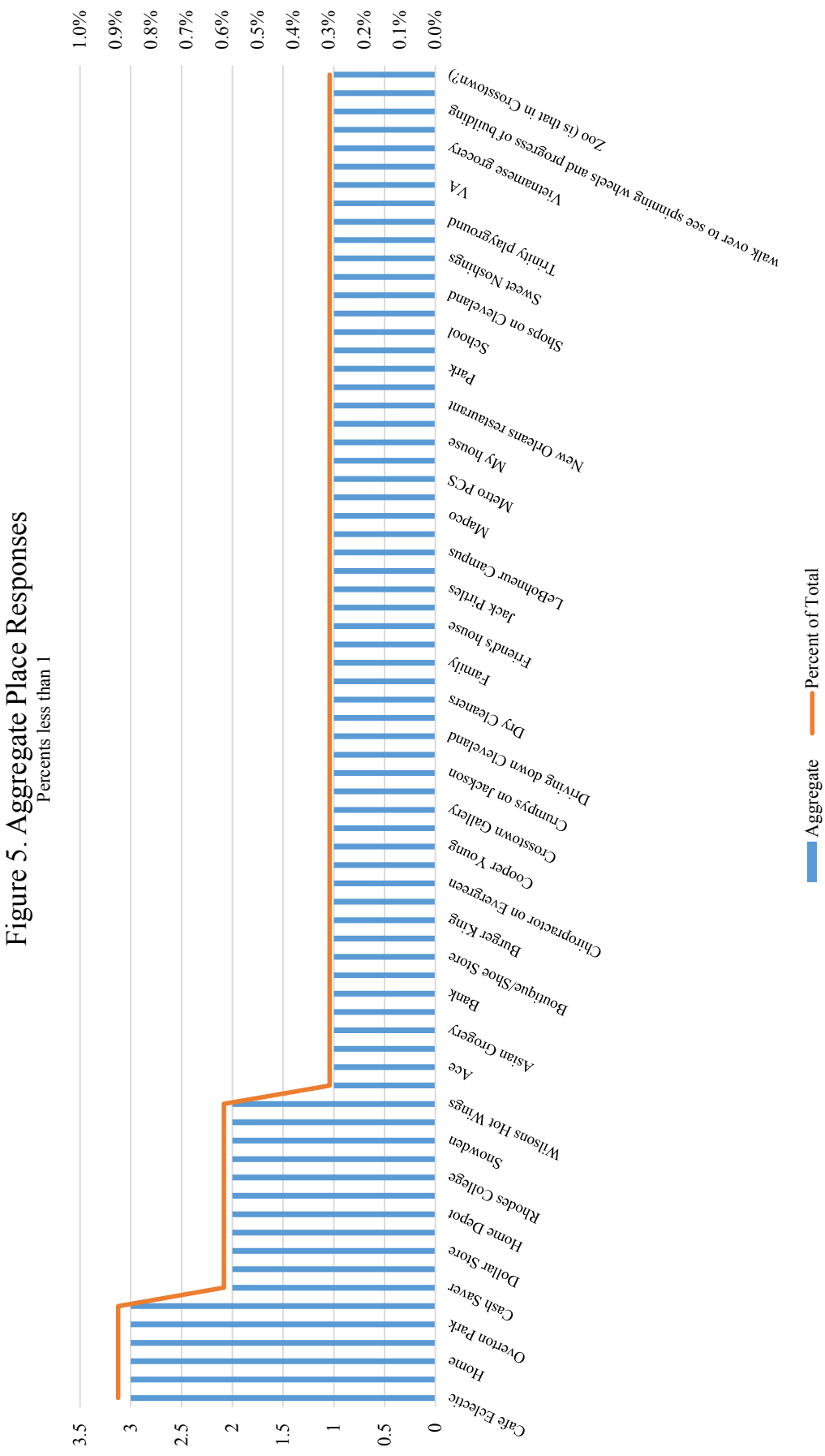
Summary

The Crosstown Community Perception Survey has been helpful in identifying perceptions regarding walkability, safety, and health within the Crosstown area. Being able to understand where the major destinations are within Crosstown allows for a key starting point for addressing further research around those places. It allows to see what ways they

are accessible, what infrastructure exists to support those locations, and what land uses are present. It also helps prioritization of methods of mobility, where the patterns of movement can help develop efficient routes for transit, biking, and where increased connections are needed for other modes. By knowing that most people still drive, but are willing or wanting to use another method of transportation helps in creating policies, designs, and projects which do exactly that. Respondent recommendations and suggestions become very helpful in detailing and understanding what residents of the area want to see happen within the community. By knowing that they want more lighting, better sidewalks, and reduction in traffic through calming devices shows a commitment to walkability which may not be evident within the some of the data presented in the survey, where people do believe there is adequate amount of lighting or sidewalks conditions are okay. They are saying that there is always room for improvement and they would like to have that improvement towards walkable, healthy, and safe environments. The survey suggests many different possibilities, all of which are positive for the future. Urban design and public policy can have a large impact in changing this community for the better in promoting health, and allowing for equitable solutions to issues. The survey suggests a strong district who wishes to build, grow, and become healthier in all ways possible.

Moving from the survey, further study is still needed to build upon the perceptions acquired. Creation of priority areas will be needed moving forward, looking at what features are in most need and how feasible solutions can be at meeting objectives and goals. Increasing the partnerships within the community will become helpful going forward to continually obtain feedback with residents and businesses to reshape focus area and priorities. It will become helpful as more study commences to link all the data and research together to build the best case possible for how to address present and perceived issues within Crosstown. Important to the understanding of the community will be the reaction to the opening of the Concourse and how it shapes the area. With this being the first of many studies, it is important to gain a snapshot of Pre-Concourse perceptions where, into the future, another study will be beneficial to see how change has manifested. *Memphis Walks* is looking forward in continuing working with the Crosstown Community and the whole of Memphis to better the city as a walkable, safe, healthy environment.

Appendix I. Figure 5



Appendix II. Crosstown Community Perception Survey

Crosstown Community Perception Survey

You are invited to share your thoughts about the Crosstown neighborhood related to issues such as crime, poor lighting, safety, blight, traffic congestion, social engagement, and health.

Results from this survey will help community partners identify priorities related to building healthy places. Our findings will be shared through a series of interactive community events, flyers and publications.

Please be assured that the survey is anonymous, and your answers are confidential. At no time will individual responses be identified.

If there are any questions you prefer not to answer, simply proceed to the next. Feel free to contact (MemphisWalks@memphis.edu) if you have additional comments or questions.

Please return the completed survey within the next five days.

Thank you for participating in our community survey!

Memphis Walks is a partnership of the Departments of Architecture, City & Regional Planning, Civil Engineering, Criminology & Criminal Justice, and the School of Public Health at the University of Memphis. Our community partners include: Crosstown Arts, the Church Health Center, Shelby County Health Department, Memphis and Shelby County Office of Sustainability, and Livable Memphis.

Crosstown Community Survey

Please take a few minutes to complete this survey about public safety and transportation issues in your neighborhood. Your input will be used by the University of Memphis and community collaborators to identify strategies for improving safety and walkability where you live. Thank you for taking the time to share your experience with us.

Walkability

1. What three places in the Crosstown area do you go to most often? 1._____

2._____ **3.**_____

Think about these 3 places in Crosstown to answer the next set of questions.

	Place # 1	**Place # 2**	**Place #3**
2. How do you get there? (check all that apply)	☐ Private car ☐ Bus ☐ Bike ☐ Walk ☐ Uber/Taxi ☐ Other	☐ Private car ☐ Bus ☐ Bike ☐ Walk ☐ Uber/Taxi ☐ Other	☐ Private car ☐ Bus ☐ Bike ☐ Walk ☐ Uber/Taxi ☐ Other
3. Would you like to have another way of getting there?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
4. How would you like to get there? (Please write in)			

5. How often do you walk in your neighborhood (for any reason)? ☐ Everyday or nearly every day ☐ A few times a week ☐ A few times a month ☐ Rarely ☐ Never ☐ Don't know / not sure

6. When you walk in your neighborhood, what are the reasons you walk? (check all that apply)

☐ Going to work ☐ Going to a restaurant, store, or Post Office ☐ Visit neighbors ☐ Going to a bus stop ☐ Exercise ☐ Getting out with children ☐ Enjoy the outdoors ☐ Walk my dog ☐ I don't walk in my neighborhood ☐ Other _____

7. What keeps you from walking more in your neighborhood? (check all that apply)

- ☐ Weather
- ☐ Poor sidewalks/crosswalks
- ☐ Crime
- ☐ Too far to walk to places I want to go
- ☐ Too much traffic
- ☐ Too dark
- ☐ Not enough places to walk
- ☐ Health does not permit walking
- ☐ Other (please list) _____

8. How far would you be willing to walk to get to a desired destination?

- ☐ 1-5 minutes
- ☐ 5-10 minutes
- ☐ 10-15 minutes
- ☐ 15-20 minutes
- ☐ 20+ minutes

9. For the following statements, please check the answer that best applies to you and your neighborhood:

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
There are trees that give shade along the streets in my neighborhood.	☐	☐	☐	☐	☐
There are interesting/attractive things to look at while walking in my neighborhood.	☐	☐	☐	☐	☐
My neighborhood is generally free from litter	☐	☐	☐	☐	☐
There are people to see/talk with in my neighborhood.	☐	☐	☐	☐	☐

Safety

10. How large of a problem are each of these in your neighborhood?

	Very Serious problem	Big problem	Moderate problem	Minor problem	Not a problem
Crime	☐	☐	☐	☐	☐
Graffiti	☐	☐	☐	☐	☐
Run-down/boarded buildings	☐	☐	☐	☐	☐
Blighted lots	☐	☐	☐	☐	☐
Unsafe sidewalks	☐	☐	☐	☐	☐
Traffic congestion	☐	☐	☐	☐	☐
Robbery/break-ins	☐	☐	☐	☐	☐
Identity Theft	☐	☐	☐	☐	☐
Poor lighting	☐	☐	☐	☐	☐
Missing or faded crosswalk	☐	☐	☐	☐	☐

11. What do you think is the likelihood of the following happening to you in your neighborhood?

	Very likely	Somewhat likely	Somewhat unlikely	Not very likely
Violent crimes	☐	☐	☐	☐
Property crimes	☐	☐	☐	☐
Identity theft	☐	☐	☐	☐

12. Please indicate the degree to which you agree with the following statements:

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
I am afraid to walk in my neighborhood during daylight hours.	☐	☐	☐	☐	☐
I am afraid to walk in my neighborhood after dark.	☐	☐	☐	☐	☐
I believe my neighborhood has enough safe sidewalks	☐	☐	☐	☐	☐
I am afraid of becoming a victim of identity theft in my neighborhood.	☐	☐	☐	☐	☐

13. During the past 12 months were you or anyone in your household a victim of crime in your neighborhood?

☐ No ☐ Yes (please describe) _____

If yes, was this related to identify theft? ☐ No ☐ Yes ☐ Don't know
Was this crime reported to police? ☐ No ☐ Yes ☐ Don't know

14. Over the past three years, have you noticed any changes in crime in your neighborhood?

☐ High increase in crime
☐ Some increase in crime
☐ No change in crime
☐ Some decrease in crime
☐ High decrease in crime

15. What are things that can be done to make your community safer or better for walking?

_____

_____

_____

16. Is there anything else you would like to tell us about safety or walking in your neighborhood?

_____

_____

_____

Health

17. Would you say that in general your health is:

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor

18. Have you or anyone in your household ever been told by a doctor, nurse or other health professional that you have any of these conditions:

High blood pressure	☐ No	☐ Yes	☐ Not sure
Diabetes	☐ No	☐ Yes	☐ Not sure
Heart disease	☐ No	☐ Yes	☐ Not sure
Depression/anxiety	☐ No	☐ Yes	☐ Not sure
Drug/alcohol dependence	☐ No	☐ Yes	☐ Not sure

Demographics

19. What neighborhood do you live in?

- ☐ **Crosstown**
- ☐ **Evergreen**
- ☐ **Klondike/Smokey City**
- ☐ **Madison Heights**
- ☐ **Speedway Terrace**
- ☐ **Vollintine/Evergreen**
- ☐ **Washington Bottoms**
- ☐ **Other (please list)_____**

20. What is your zip code? _____

21. What category best describes your age?

- ☐ 18-25 years old
- ☐ 26-40 years old
- ☐ 41-65 years old
- ☐ More than 65 years old

22. Are you: ☐ Male ☐ Female ☐ Transgender ☐ Prefer not to answer

23. What category best describes you race/ethnicity?

- ☐ **Asian**
- ☐ **Black**
- ☐ **Hispanic**
- ☐ **Native American**
- ☐ **White**
- ☐ **Other (please list)_____**

Thank you!

For more information or if you have any questions, please contact memphiswalks@memphis.edu

UM Design Collaborative

THE UNIVERSITY OF MEMPHIS School of Public Health