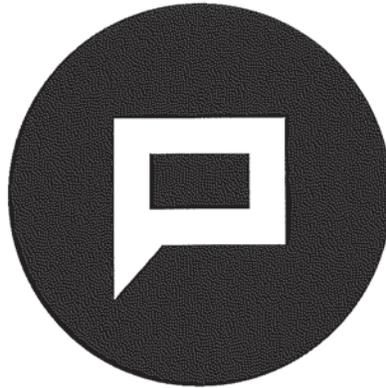

Overton Park Conservancy

SURVEY & IDENTITY REPORT

September 30, 2011



THE SURVEY

2 PUBLIC MEETINGS

54 COMMUNITY PARTNERS

1,679 SURVEYS COMPLETED

DEMOGRAPHICS

AGE

Under 18: 57	(3.4%)
18-24: 62	(3.7%)
25-34: 309	(18.4%)
35-44: 363	(21.6%)
45-54: 323	(19.2%)
55-64: 385	(22.9%)
65+: 153	(9.1%)
Prefer not to answer: 27	

GENDER

Male: 660	(39.3%)
Female: 1002	(59.7%)
Prefer not to Answer: 17	(1%)

RACE

African American: 146	(8.7%)
American Indian or Alaskan Native: 8	(.5%)
Asian/Pacific Islander: 7	(.4%)
Hispanic-Latino: 16	(1%)
Multi-Race/Other: 37	(2.2%)
Non-Hispanic White: 1,346	(80.2%)
Prefer not to answer: 119	(7.1%)

4 QUESTIONS

WHAT DO YOU LOVE ABOUT OVERTON PARK?

- Levitt Shell:** 43%
- Memphis Zoo:** 40%
- Old Forest:** 35%
- Brooks Museum:** 34%
- Greensward/Open Green Spaces:** 32%
- Location:** 30%
- Place to walk/run:** 27%
- Natural beauty:** 25%
- Sense of community:** 22%
- Quiet refuge:** 22%

OTHER: Trails & paths, trees, golf course, Memphis College of Art, History (civic/personal), Lots to do and see, dog friendly, playing with family, place to bicycle, Rainbow Lake, Large and spacious, playgrounds

NEIGHBORHOOD

Central Gardens: 9.92%
Cooper-Young: 5.88%
Cordova: 3.06%
East Memphis: 8.14%
Evergreen: 15.8%
Midtown: 6.68%
Veca: 7.04%
Other: 43.29%

HOW OFTEN DO YOU VISIT THE PARK?

2-3 times a month: 25.67%
Less than once a month: 24.66%
Once a week: 19.42%
Once a month: 17.81%
Everyday: 12.45%

I VISIT THE PARK WITH:

Friends: 61.05%
My spouse or partner: 60.57%
Children: 43.60%
By myself: 58.96%

WHAT PROBLEMS MUST BE ADDRESSED?

- Safety/Security:** 32%
- Litter:** 24%
- Illegal activity:** 22%
- Parking/Traffic:** 18%
- Lack of maintenance:** 17%
- Lack of restrooms:** 11%
- Vehicles parking on greensward:** 10%
- Threat of losing golf course:** 10%
- Lack of police presence:** 7%
- Outdated playgrounds:** 6%

OTHER: Loss of parkland to General Services facilities, Vagrants/Panhandling, Loss of parkland to Memphis Zoo, Lack of Bicycle/Pedestrian links to neighborhoods and greenlines, Rainbow Lake needs cleaning/improving, Old Forest needs protection, Negative perception of park, Loss of parkland (general), Lack of funding, Noise, Unleashed pets, No problems

DESCRIBE YOUR IDEAL OVERTON PARK:

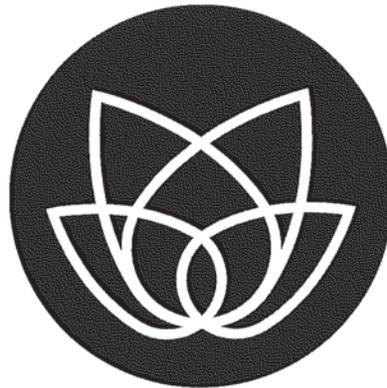
- Clean and well maintained:** 32%
- Safe:** 18%
- Updated playgrounds:** 13%
- Old Forest Protected:** 13%
- More community activities (events, festivals):** 11%
- Restrooms:** 11%
- Fenced dog park:** 11%
- Greensward/Open green space protected:** 10%
- Café/Food carts:** 9%
- Bicycle/Pedestrian links to neighborhood and greenlines:** 9%

OTHER: Family-friendly (more for kids to do), Free/Welcoming to all, Updated golf course, Splash parks, Park rangers, Botanical gardens (esp. native plants), No vehicles on Greensward, More foot paths, Bicycle paths, Better Old Forest trails (marked, interpretive info), Rainbow Lake improved, More picnic tables, Exactly how it is, More benches and sitting areas

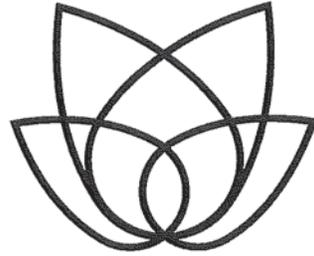
WOULD YOU SUPPORT NON-PROFIT CONSERVANCY MANAGEMENT OF OVERTON PARK?

- Yes:** 68%
- Yes, if*:** 15%
- No:** 1%
- Want more info:** 12%
- Unsure:** 3%

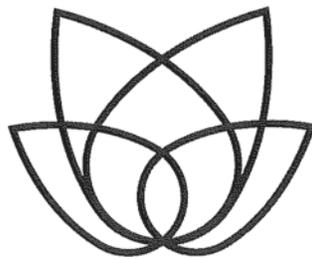
*Yes, if conservancy is transparent/accountable/works with City and community. Yes, if the conservancy will change things for the better. Yes, if clear mission and long range plan are developed. Yes, if City politics are left out of it. Yes, if park programming and events are added. Yes, if the park remains free to users. Yes, if corporate interests are kept at bay. Yes, if conservancy protects park from development. Yes, if the City still contributes funding. Yes, if the park is not changed too much. Yes, if park institutions are represented on board.



THE IDENTITY



OVERTON PARK
— CONSERVANCY —



OVERTON PARK



