



**PARKING SOLUTION  
MEMPHIS ZOO + OVERTON PARK  
ADVISORY TEAM MEETING 2**



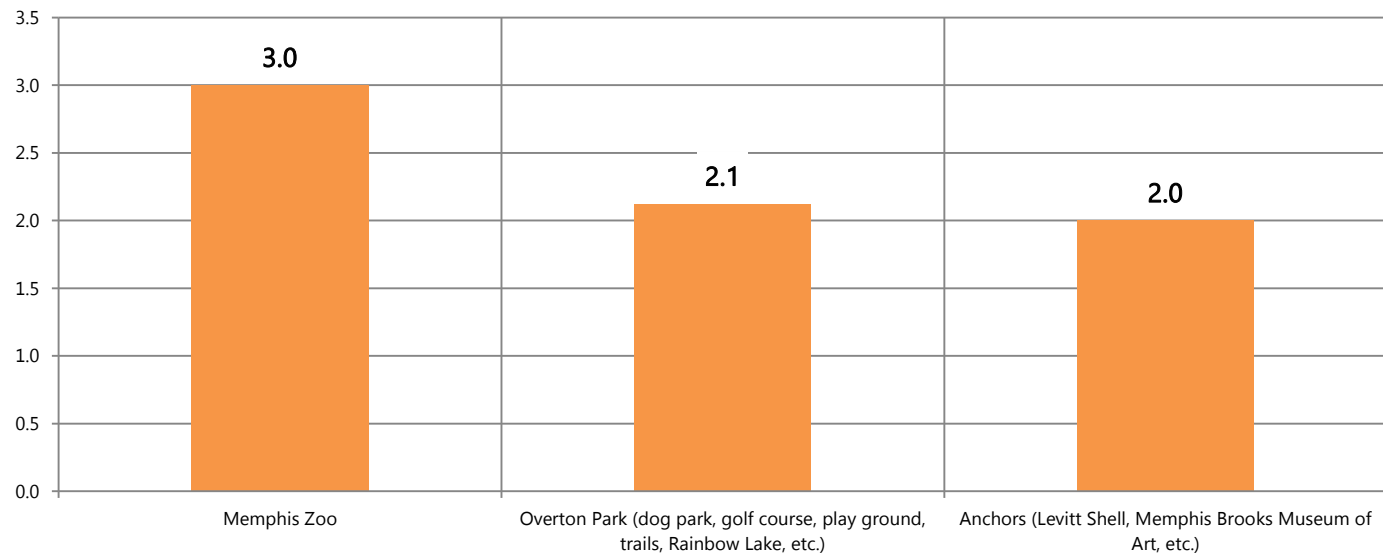
**POWERS HILL DESIGN**  
CIVIL ENGINEERING. CIVIL RESPONSIBILITY.

THURSDAY, DECEMBER 7, 2017

# ONLINE SURVEY RESULTS — OVER 3,900 RESPONSES

## Q1 - Weighted Average

In the last 12 months, how often did you visit each of the following?

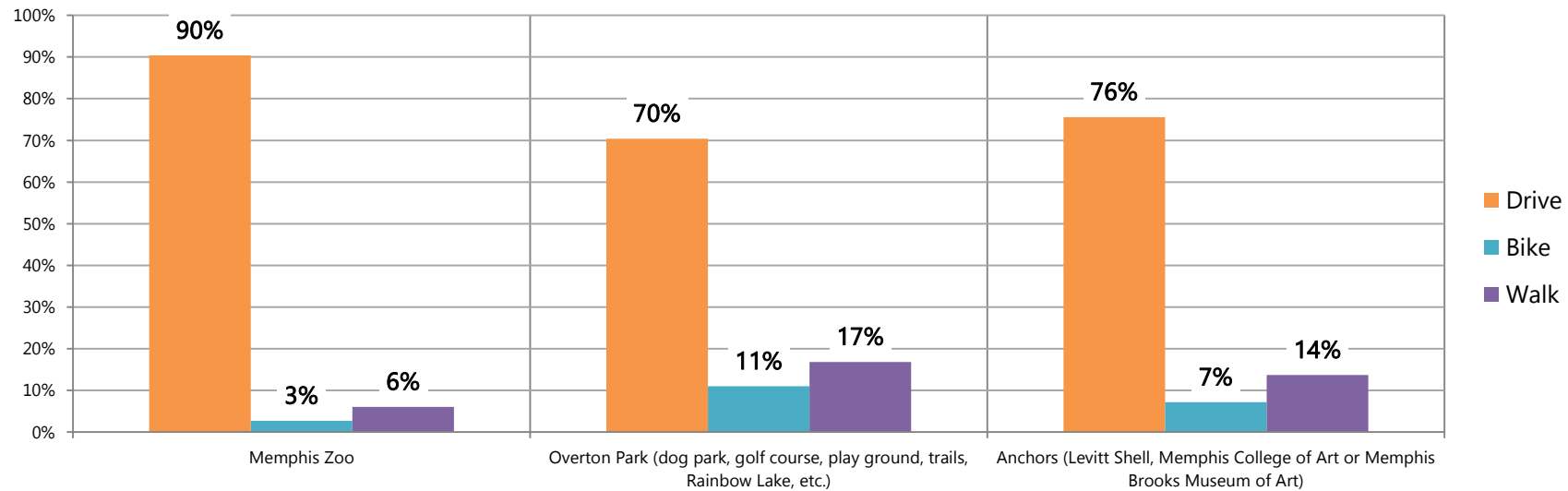


	Almost never 1	1-2 times this year 2	Every few months 3	1-3 times/month 4	Multiple each week 5
Memphis Zoo	9% 338	27% 1035	43% 1663	19% 726	3% 113
Overton Park (dog park, golf course, play ground, trails, Rainbow Lake, etc.)	55% 2102	16% 606	12% 460	10% 377	8% 297
Anchors (Levitt Shell, Memphis Brooks Museum of Art, etc.)	50% 1928	25% 949	16% 599	8% 319	2% 69

# ONLINE SURVEY RESULTS

## Q2

In the last 12 months, how did you arrive to the following locations when you visited them? Check all that apply.

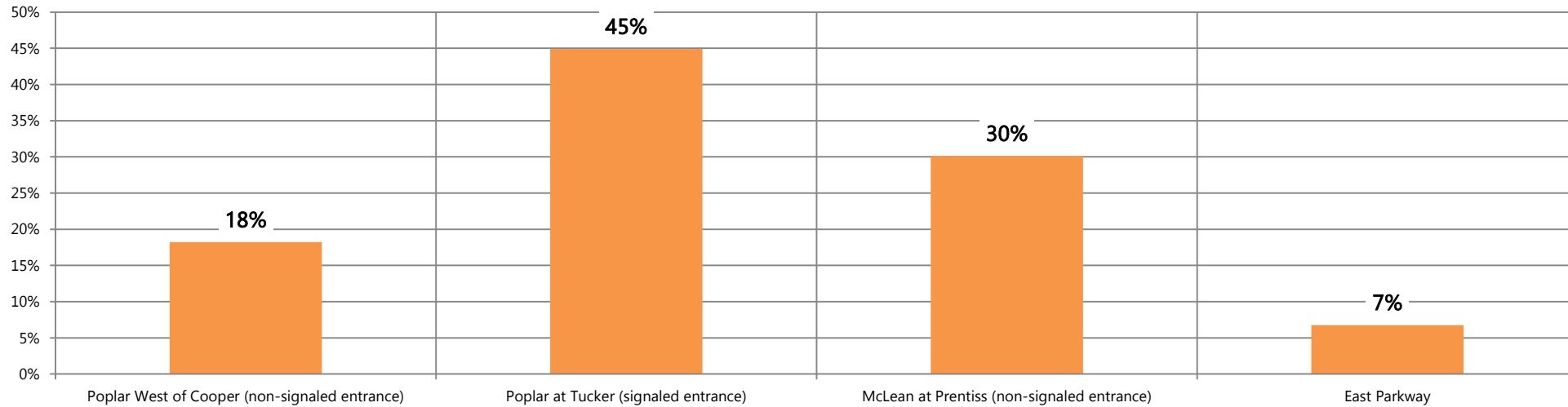


	Drive		Bike		Walk	
Memphis Zoo	90%	3504	3%	105	6%	235
Overton Park (dog park, golf course, play ground, trails, Rainbow Lake, etc.)	70%	1794	11%	280	17%	429
Anchors (Levitt Shell, Memphis College of Art or Memphis Brooks Museum of Art)	76%	1945	7%	184	14%	352
	80%	7243	6%	569	11%	1016

# ONLINE SURVEY RESULTS

## Q3

When traveling to visit Overton Park and its amenities, which entrance do you most frequently use?

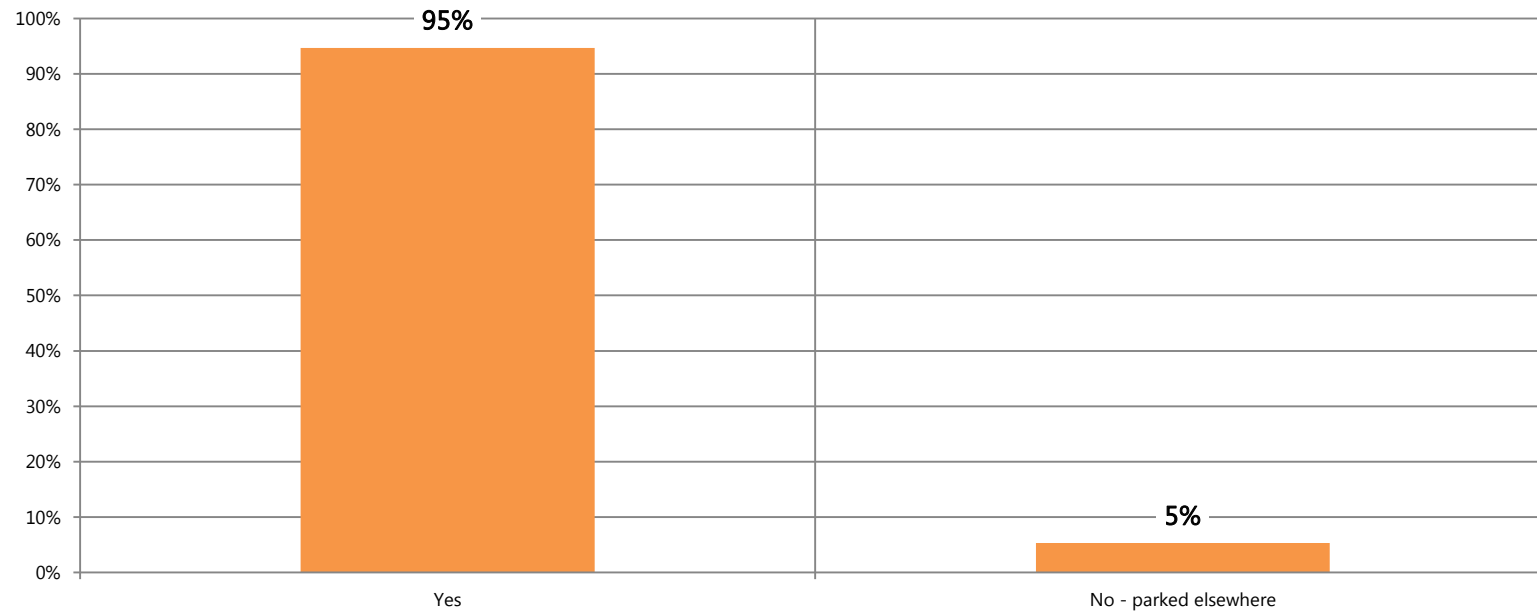


Poplar West of Cooper (non-signaled entrance)	18%	694
Poplar at Tucker (signaled entrance)	45%	1711
McLean at Prentiss (non-signaled entrance)	30%	1148
East Parkway	7%	258

# ONLINE SURVEY RESULTS

## Q4

**In the last 12 months, when you visited the zoo, did you park in the existing Zoo parking lot (Main Lot or Prentiss Lot)?**

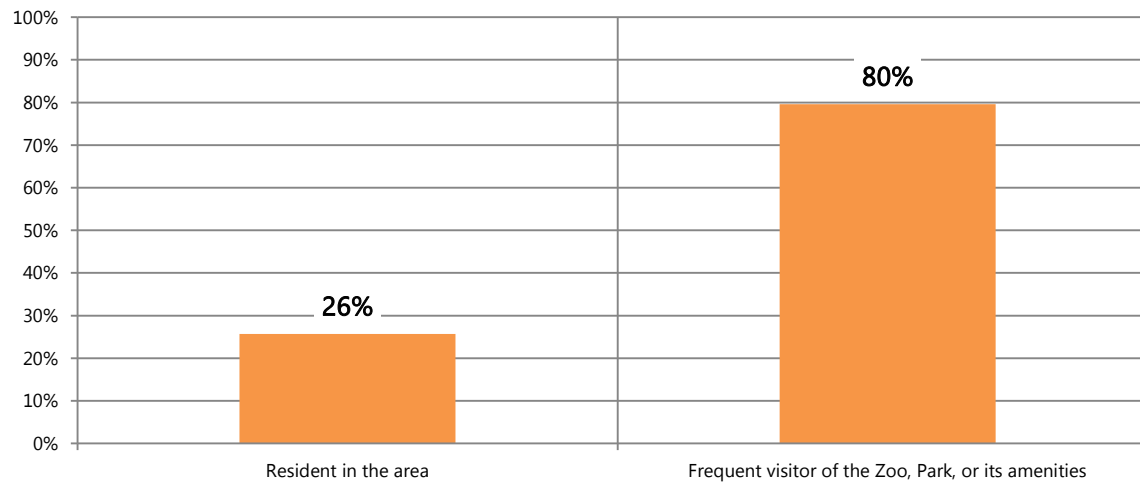


Yes	95%	3338
No - parked elsewhere	5%	187

# ONLINE SURVEY RESULTS

## Q5

**What is your relationship to the Zoo, Overton Park, and its amenities?**

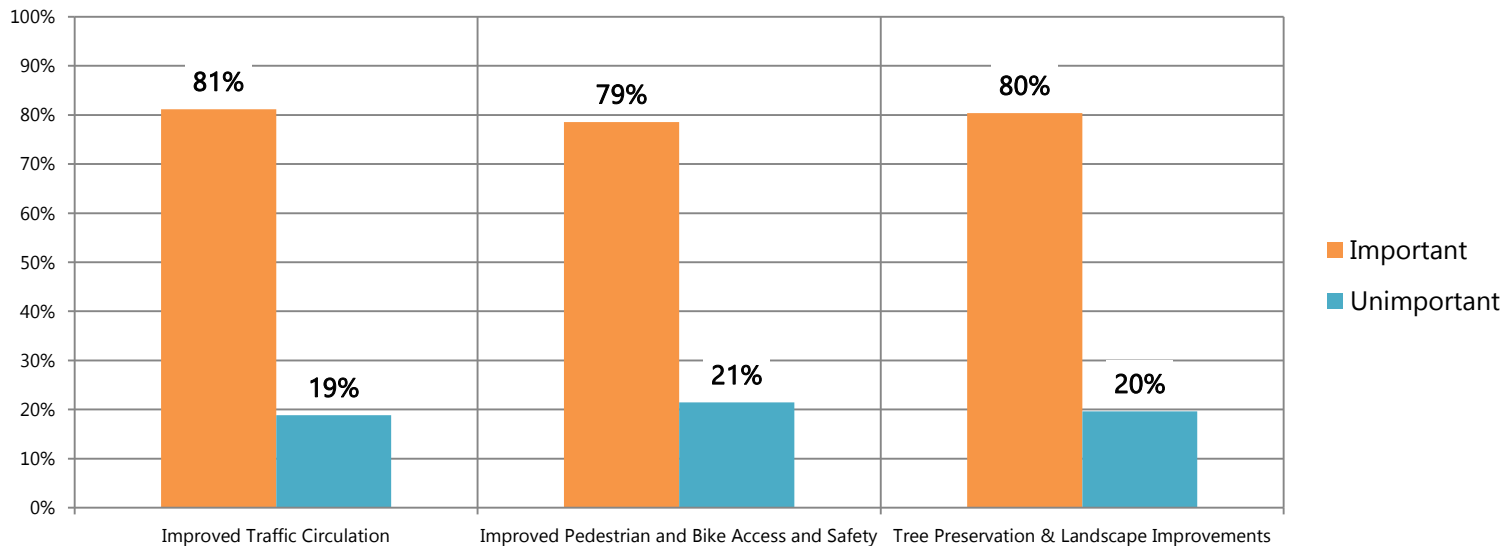


Resident in the area	26%	1002
Work for a business in the area	2%	72
Work for the Zoo, Park, or its amenities	2%	64
Frequent visitor of the Zoo, Park, or its amenities	80%	3103
Other	7%	282

# ONLINE SURVEY RESULTS

## Q6

Based on initial feedback gathered from major stakeholders, the following elements were determined to be project priorities. Please rank how important each element is to you in this design.

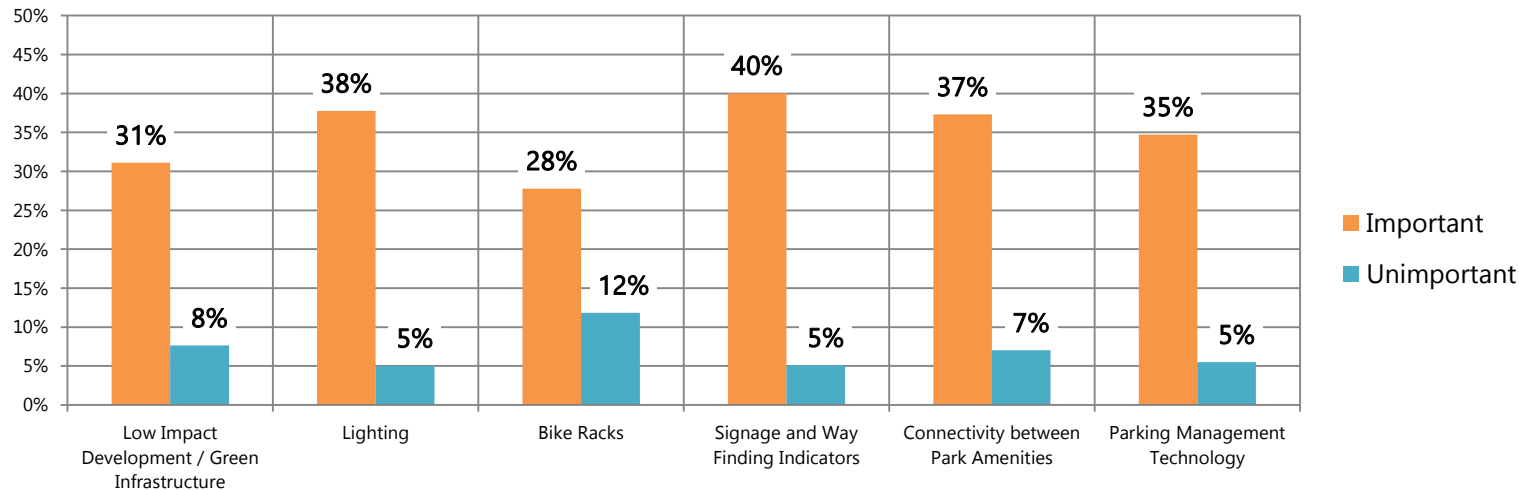


	Unimportant		Important	
Improved Traffic Circulation	19%	550	81%	2370
Improved Pedestrian and Bike Access and Safety	21%	612	79%	2243
Tree Preservation & Landscape Improvements	20%	621	80%	2543

# ONLINE SURVEY RESULTS

## Q7

Additional elements of the plan could include the following. Please rank how important each element is to you in this design.



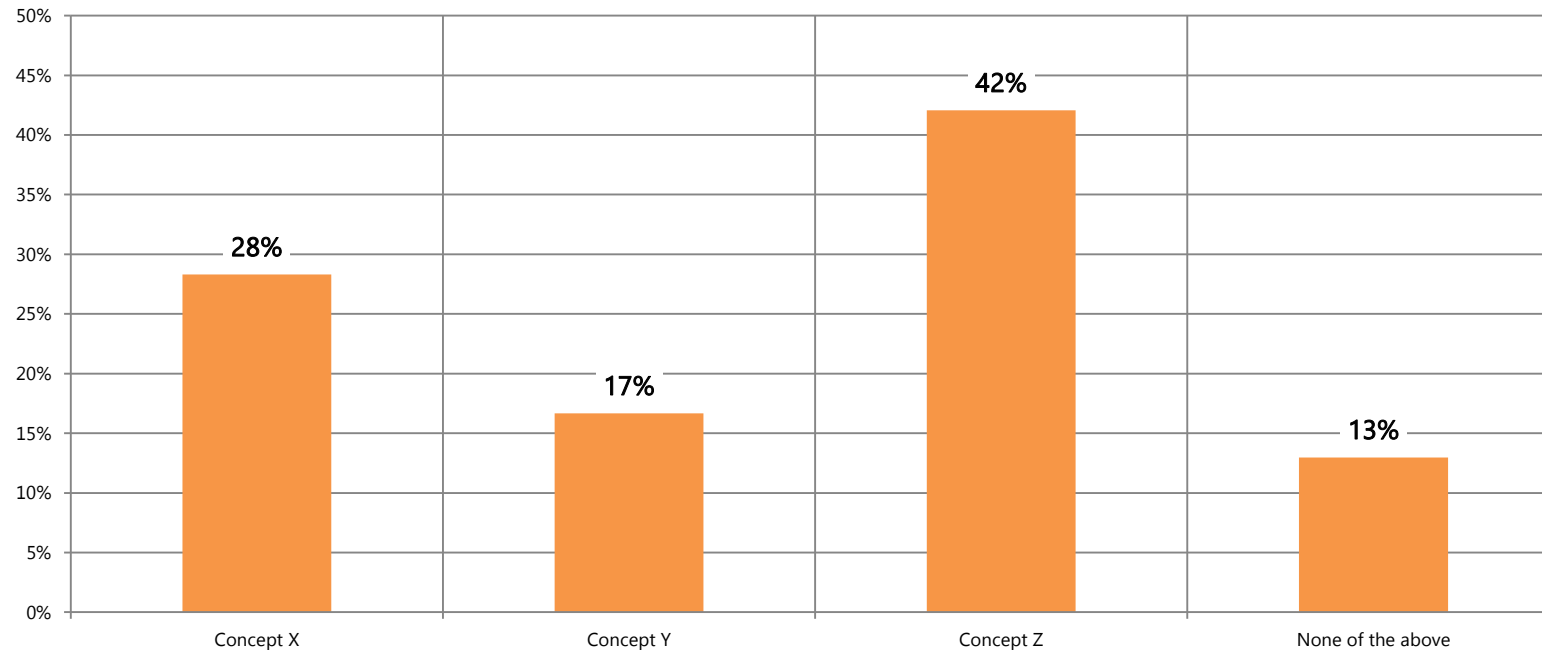
	Unimportant		Important	
Low Impact Development / Green Infrastructure	8%	606	31%	2354
Lighting	5%	374	38%	2854
Bike Racks	12%	857	28%	1396
Signage and Way Finding Indicators	5%	396	40%	2732
Connectivity between Park Amenities	7%	590	37%	2215
Parking Management Technology	5%	449	35%	2234



# ONLINE SURVEY RESULTS

## Q8

Please choose the one that is most appealing to you.

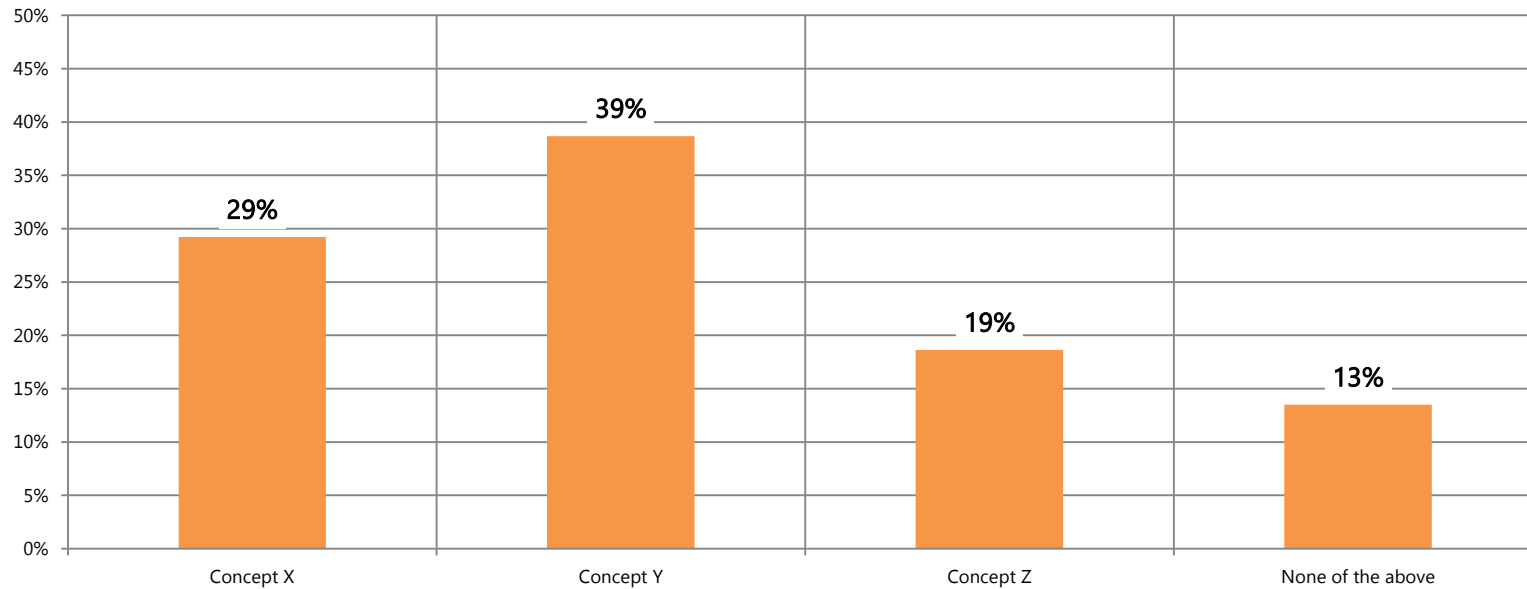


Concept X	28.30%	936
Concept Y	16.66%	551
Concept Z	42.06%	1391
None of the above	12.97%	429

# ONLINE SURVEY RESULTS

Q9

If you had to choose a second most appealing concept, which would you choose?

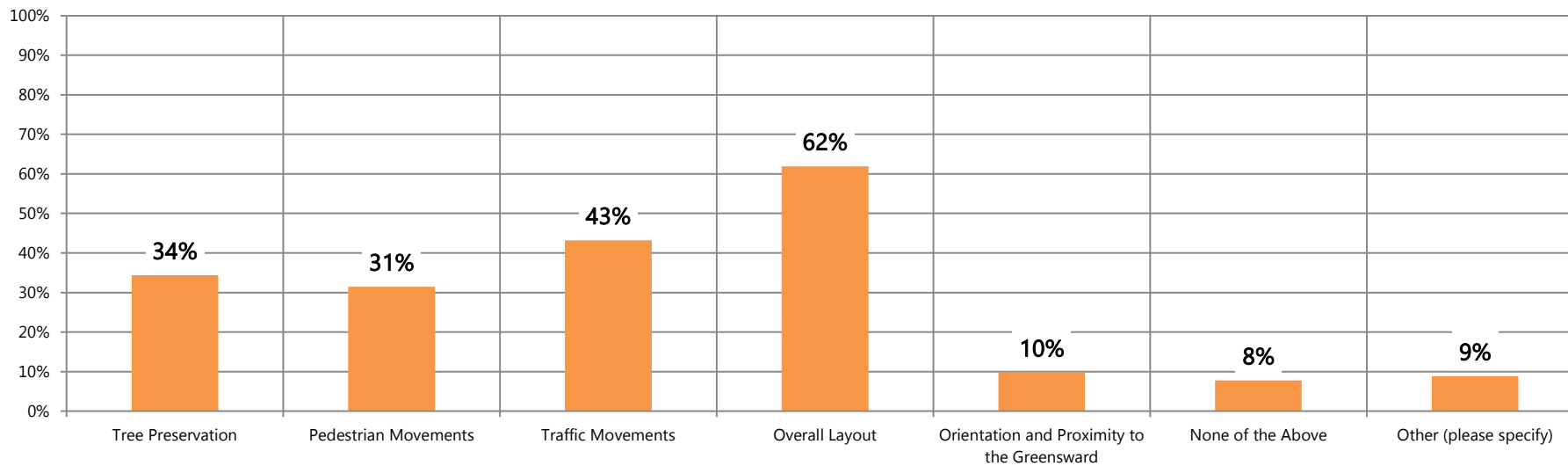


Concept X	29%	966
Concept Y	39%	1279
Concept Z	19%	616
None of the above	13%	446

# ONLINE SURVEY RESULTS

## Q10

In the Concept Plan you found to be most appealing, which features did you find to be most attractive? Please choose all that apply.



Tree Preservation	34%	1126
Pedestrian Movements	31%	1031
Traffic Movements	43%	1416
Overall Layout	62%	2030
Orientation and Proximity to the Greensward	10%	319
None of the Above	8%	254
Other	9%	289

# ONLINE SURVEY BY ZIP CODES

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