

# Memphis

Along the Mississippi River, the Fourth Bluff project is reconceiving the historic Cossitt Library, River Line Trail, Memphis Park and Mississippi River Park into places where Memphians from all backgrounds can come together to connect with nature and one another. The Memphis project's networked approach to design, programming and staffing aims to yield branch libraries, neighborhood parks and connected trails for the 21st century.

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# Goal: Civic Engagement

Signal:

# Public Life

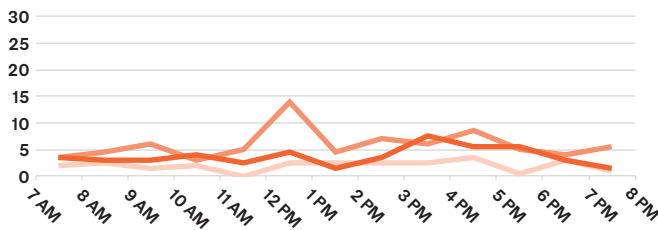
## Civic commons visitorship

Average hourly visitorship of the sites:

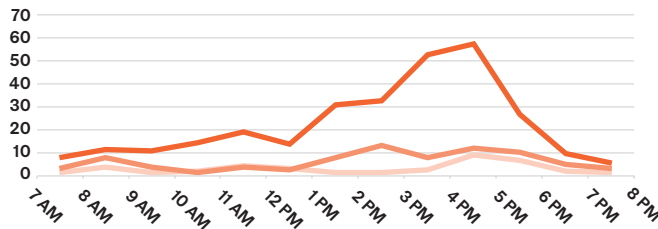
**7**  
people per hour

Source: Observation map

Weekday hourly visitorship at Fourth Bluff sites



Weekend day hourly visitorship at Fourth Bluff sites



Legend: Cossitt Library Promenade (light orange), Memphis Park (medium orange), Mississippi River Park (dark orange)

<b>BASELINE</b>	7 people per hour	<b>INTERIM</b>	7 people per hour
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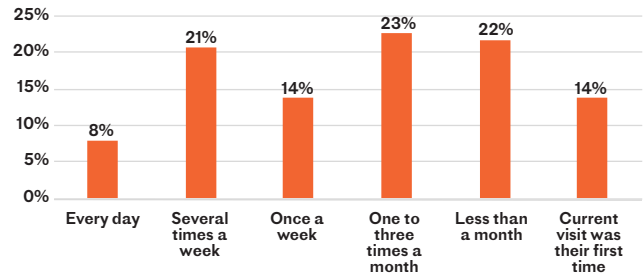
## Frequency of visits to the civic commons

Percent of respondents who say they visit the sites at least weekly:

**42%**

Source: Intercept survey

Frequency with which Fourth Bluff visitors say they come to the sites



<b>BASELINE</b>	37%	<b>INTERIM</b>	42%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Length of average visit to the civic commons	Percent of site visitors who say they spend at least 30 minutes in the sites when they visit.	Intercept survey	82%	79%
Frequency of visits to public places	Percent of respondents who visit a public place such as a park, library or community center at least once a week.	Neighborhood survey	69%	N/A
Regular programming of the civic commons	Average number of hours of regularly occurring programming at sites.	Internet research	Mississippi River Park 0 Memphis Park 0 Cossitt Library 0	Mississippi River Park 0.3 Memphis Park 0.7 Cossitt Library 1 The Promenade 0.8

\*Baseline average visitorship included the interior of Cossitt Library, this site is not included in interim figures as it was closed for renovation during the data collection period.

## Goal: Civic Engagement

### Signal:

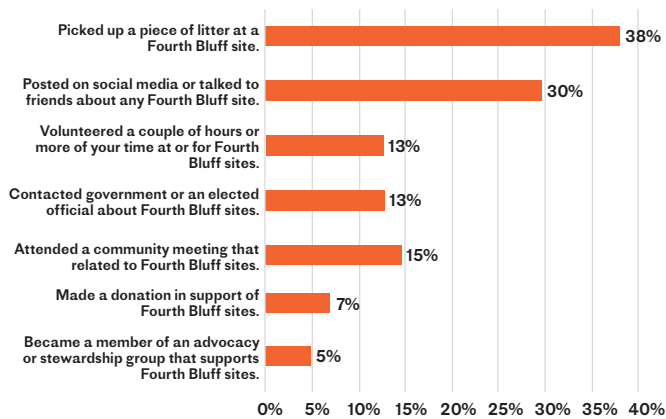
# Stewardship & Advocacy

## Acts of stewardship or advocacy

Percent of respondents participating in stewardship or advocacy relating to the sites.

**57%**

Source: Intercept survey



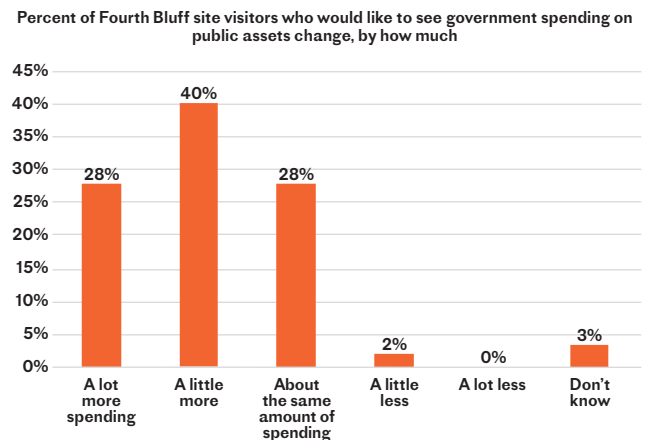
BASELINE	67%	INTERIM	57%
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## Support for public spending on the civic commons

Percent of respondents who support increased government spending to fund civic assets.

**67%**  
of site visitors

Source: Baseline figures from neighborhood and intercept survey; interim figures from intercept survey



BASELINE	67% Neighborhood survey 87% Intercept survey	INTERIM	67%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood voter turnout	Voter turnout in local precincts as a percentage of average county turnout.	County elections data	84.5%*	85.6%
Importance of civic commons sites	Percent of respondents who say the sites are important to either them, their community or the city.	Intercept survey	Important to me, my family, or my friends <b>81%</b> Important to this neighborhood or local community <b>90%</b> Important to the city <b>91%</b>	Important to me, my family, or my friends <b>67%</b> Important to this neighborhood or local community <b>81%</b> Important to the city <b>86%</b>
Support for public policies for the civic commons	Percent of respondents who would be more likely to support a politician who advocates for policies to better support civic assets.	Neighborhood survey	55%	N/A

\*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

## Goal: Civic Engagement

Signal:

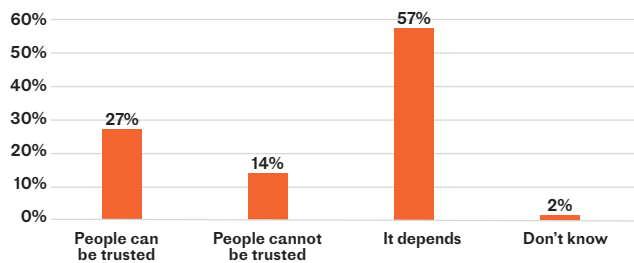
# Trust

## Trust in others

Percent of respondents who say that most people can be trusted.

**27%**  
of site visitors

Source: Baseline figures from neighborhood and intercept survey; interim figures from intercept survey



BASELINE	INTERIM
38% Neighborhood survey 23% Intercept survey	27%

## Trust in local government

Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.

**N/A**

Source: Neighborhood survey

BASELINE	INTERIM
23%	N/A

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Trust in local institutions	Percent of respondents who think they can trust the local government in their city to do what is right almost always or most of the time.	Neighborhood survey	60%	N/A
Physical markers of distrust in the neighborhood	Percent of parcels showing signs of defensive measures.	Physical survey	1%	N/A

## Goal: Socioeconomic Mixing

Signal:

# Mixing on Site

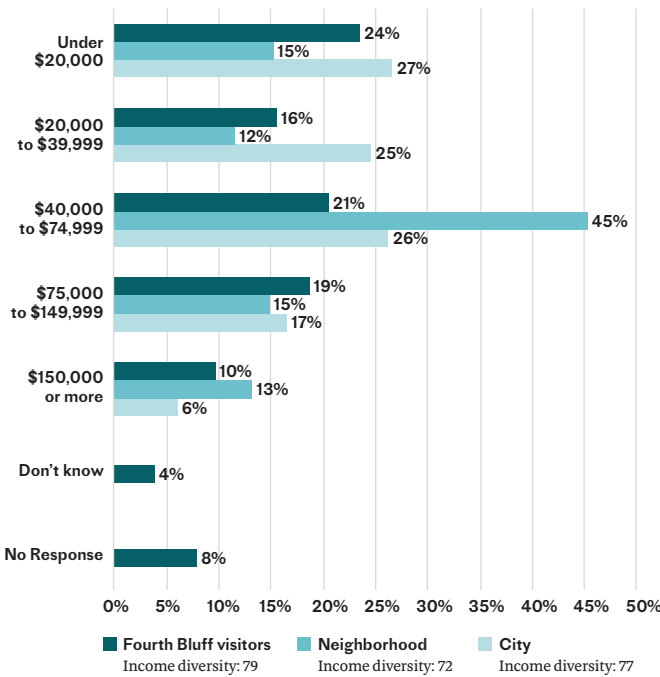
## Income diversity of site visitors

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

79

Source: Intercept survey

Household income of Fourth Bluff site visitors as compared to the neighborhood and city



BASELINE	72	INTERIM	79
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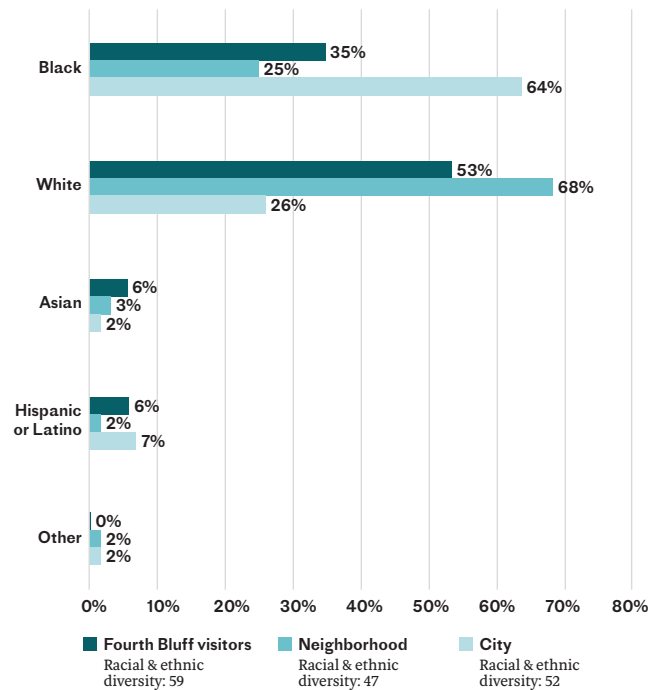
## Racial and ethnic diversity of site visitors

Probability that any two individuals selected at random will be from the same racial or ethnic group. 80 is most diverse, 0 is least.

59

Source: Baseline figures from intercept survey; interim figures from observation map

Race or ethnicity of Fourth Bluff site visitors as compared to the neighborhood and city



BASELINE	61	INTERIM	59
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Citywide site visitorship	Percent of city-resident site visitors who report living outside of the neighborhood.	Intercept survey	65%*	69%*
Opportunities for impromptu interactions in the civic commons	Percent of site visitors within conversational distance of one another.	Observation map	21%	50%

\*Homeless respondents counted as neighborhood residents

## Goal: Socioeconomic Mixing

Signal:

# Reputation

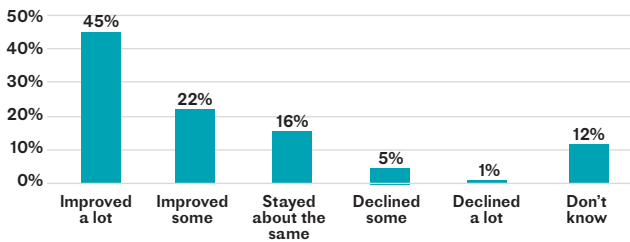
## Perceptions of the neighborhood and its future

Percent of respondents who feel neighborhood has changed for the better.

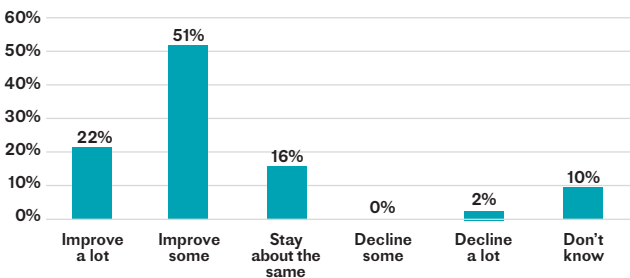
**66%**  
of site visitors

Source: Baseline figures from neighborhood and intercept survey; interim figures from intercept survey

Fourth Bluff visitors' perceptions of how the neighborhood has changed over the last few years



Fourth Bluff visitors' perceptions of how the neighborhood will change over the next few years



<b>BASELINE</b>	70% Neighborhood survey 55% Intercept survey	<b>INTERIM</b>	<b>66%</b>
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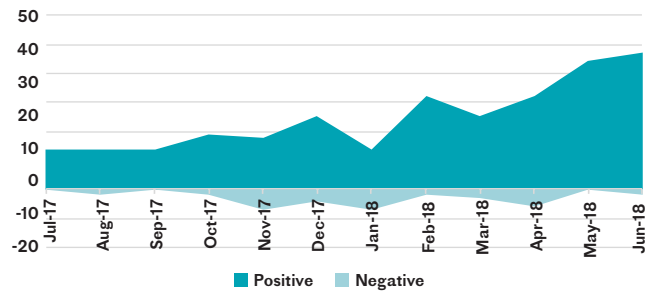
## Public perceptions of sites and of the neighborhood

Percent of local news articles with positive narrative about the sites and the neighborhood.

**89%**

Source: Monitoring of local news sources

Local News Sentiment Analysis. 7/1/2017-6/30/2018



<b>BASELINE</b>	82% 111 positive articles	<b>INTERIM</b>	<b>89%</b> 298 positive articles
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Impact of sites on the neighborhood	Percent of respondents who say the sites have a positive impact on the neighborhood.	Neighborhood survey	Memphis Park 76% Mississippi River Park 79% Cossitt Library 75%	N/A
Awareness of sites	Percent of respondents who have visited the sites.	Neighborhood survey	Memphis Park 87% Mississippi River Park 90% Cossitt Library 53%	N/A
Neighborhood home search activity	Volume of local residential real estate searches, indexed to 2017 = 100.	Data provided by Redfin Real Estate	100	167

Home search activity comparison data: Shelby County volume of local residential real estate searches in interim period = 160, indexed to 2017=100.

**Goal: Socioeconomic Mixing**

Signal:

# Bridging Social Capital

## Time spent with neighbors

Percent of respondents who say they socialize with people who live in their neighborhood at least once a week.

**N/A**

Source: Neighborhood survey

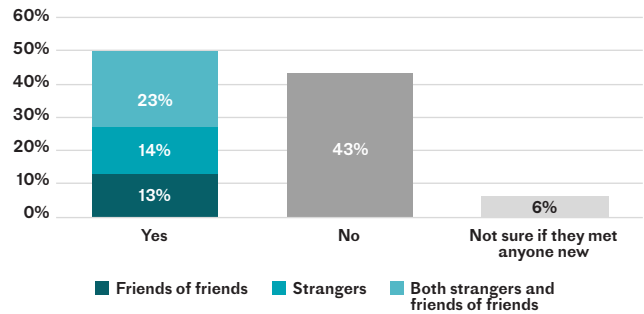
## Opportunities for meeting new people in the civic commons

Percent of site visitors making new acquaintances in the sites.

**51%**

Source: Intercept survey

Percent of Fourth Bluff site visitors who have met anybody for the first time at any of the Fourth Bluff sites, by type of person they have met



BASELINE	82%	INTERIM	N/A
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BASELINE	65%	INTERIM	51%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Diversity of neighborhood social networks	Percent of respondents with highly diverse social networks.	Neighborhood survey	70%	N/A

**Goal: Socioeconomic Mixing**

Signal:

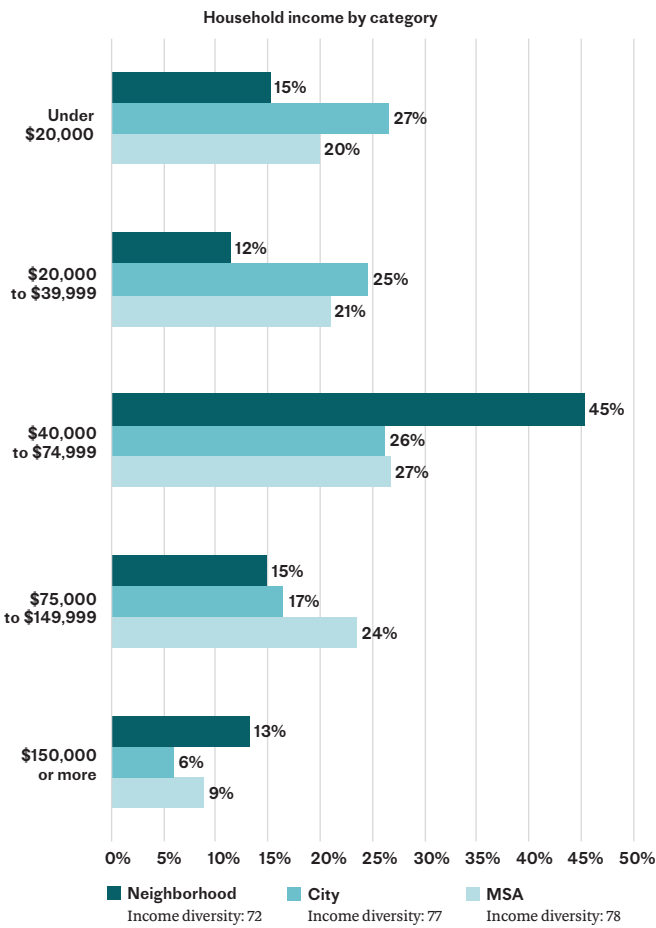
# Neighborhood Diversity

## Income diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same income group. 80 is most diverse, 0 is least.

**72**

Source: American Community Survey



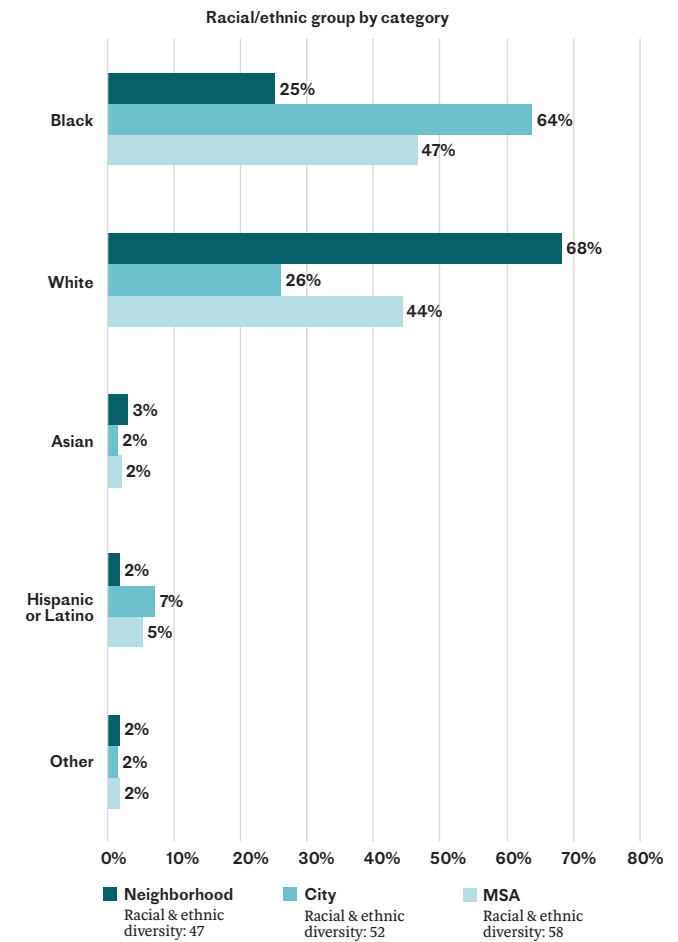
BASELINE 76 INTERIM 72

## Racial and ethnic diversity of neighborhood residents

Probability that any two individuals selected at random will be from the same racial/ethnic group. 80 is most diverse, 0 is least.

**47**

Source: American Community Survey



BASELINE 51 INTERIM 47



**Goal: Environmental Sustainability**

**Signal:**

# Access to Nature

## Distance to park or public open space

Percent of residential parcels in the neighborhood that are within a half mile walk of a park or public open space.

**N/A**

Source: Physical survey

BASELINE	100%	INTERIM	N/A
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## Perception of access to nature

Percent of respondents who say they live within walking distance of a park, trail, playground, or public garden.

**N/A**

Source: Neighborhood survey

BASELINE	93%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
ParkScore®	Citywide analysis of an effective park system. 100 is most effective, 0 is least.	The Trust for Public Land	37.5	32.8
Citywide investment in parks	Total public spending on parks and recreation per resident.	The Trust for Public Land	\$53.00	\$57.64

**National comparison data**

The national median in the interim year for total public spending on parks and recreation per resident was \$87. The maximum spending per resident was \$279 in San Francisco, CA; the minimum spending per resident was \$24 in Stockton, CA

## Goal: Environmental Sustainability

Signal:

# Ecological Indicators

## Tree Canopy

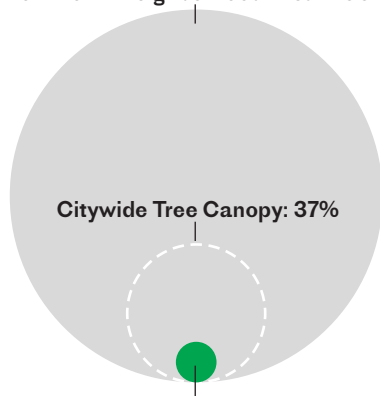
Percent of neighborhood covered by tree canopy.

Source: i-Tree Canopy by the USDA Forest Service

**10.9%**

of neighborhood land area covered by tree canopy

Total Downtown Neighborhood Area: 200 Acres



Downtown Tree Canopy: 10.9%



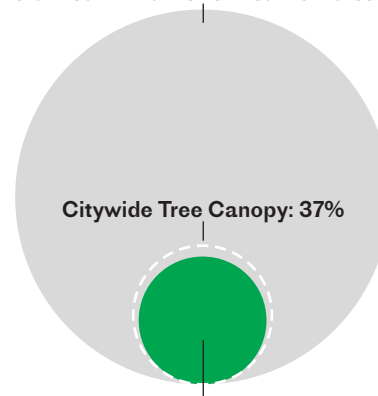
## Tree Count

Number of trees in civic commons sites.

Source: Physical survey, demonstration team tracker; i-Tree Canopy by the USDA Forest Service

**97**

Total Fourth Bluff Site Area: 10 Acres



Fourth Bluff Tree Canopy: 34.1%



METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Neighborhood carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons neighborhood.	i-Tree	111.03 tons	116.96 tons
Site carbon dioxide sequestered annually	Tons of carbon dioxide sequestered annually in trees located in the civic commons site area.	i-Tree	13 tons	17.83 tons
Perception of street trees	Percent of respondents who say street trees are beneficial to the neighborhood.	Neighborhood survey	86%	N/A
Sustainable materials	Quantity of sustainable materials incorporated in site design.	Demonstration team tracker	N/A	High efficiency lighting (Number of high efficiency lights installed): <b>20 LED Lights</b> on Play Structure and Pavilion Regional Materials (Percent of materials used that qualify): <b>6 Cubic Feet</b> (Driftwood and scrap materials for nest building)
Stormwater management	Total square footage of stormwater features on neighborhood streets and in sites including basins, native plantings and impervious surfaces.	Demonstration team tracker	N/A	<b>28,600 sqft</b> of stormwater features <b>96,388 gallons</b> of stormwater capacity from newly planted site trees

## Goal: Environmental Sustainability

Signal:

# Walkability/ Bikeability

## Neighborhood walking and biking behavior

Percent of respondents who say they take at least some non-work trips by foot.

N/A

Source: Neighborhood survey

BASELINE	89%	INTERIM	N/A
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Percent of respondents who say they take at least some non-work trips by bike.

N/A

Source: Neighborhood survey

BASELINE	21%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Walking, biking and transit access to the civic commons	Percent of respondents who say they walked, biked or took transit to the sites.	Intercept survey	66%	53%
Neighborhood walking infrastructure	Percent of neighborhood intersections that include controlled pedestrian crossings.	Physical survey	84%	N/A
Neighborhood biking infrastructure	Percent of neighborhood street length that includes bike lanes (dedicated or shared).	Physical survey	4%	N/A
Neighborhood Walk Score	Index of walkability, based on distance to common destinations including parks, schools, stores, restaurants and similar amenities. 100 is most walkable, 0 is least.	Redfin	58	N/A
Neighborhood Bike Score	Index of bike access, based on bike facilities and share of the population using bikes. 100 is most bike-friendly, 0 is least.	Redfin	53	N/A
Neighborhood Transit Score	Index of transit access, based on number of stops and frequency of transit service in the area. 100 is most transit served, 0 is least.	Redfin	N/A	N/A

Signal:

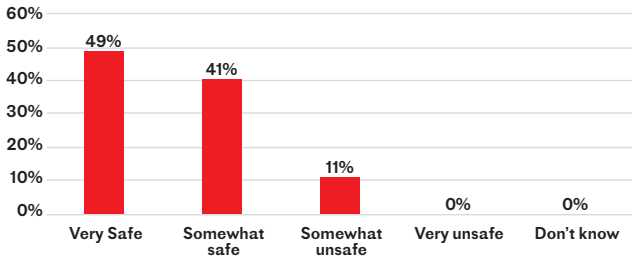
# Safety

## Perception of neighborhood safety

Percent of respondents who say they feel safe in the neighborhood during the day.

**89%**  
of site visitors

Source: Baseline figures from neighborhood survey and intercept survey; interim figures from intercept survey

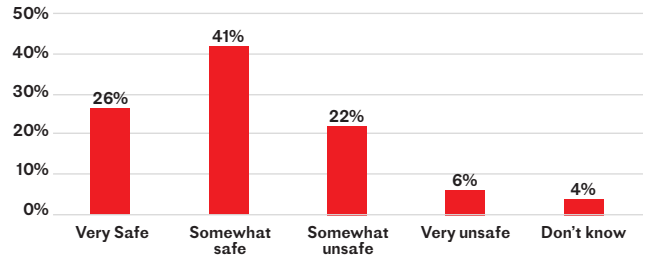


<b>BASELINE</b>	96% Neighborhood survey 89% Intercept survey	<b>INTERIM</b>	89%
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Percent of respondents who say they feel safe in the neighborhood at night.

**68%**  
of site visitors

Source: Baseline figures from neighborhood survey and intercept survey; interim figures from intercept survey



<b>BASELINE</b>	68% Neighborhood survey 37% Intercept survey	<b>INTERIM</b>	68%
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Female site visitorship	Percent of site visitors who are female.	Observation map	45%	40%
Reported neighborhood crime	Average monthly reported crime incidents in the neighborhood.	Local police department	163*	149

\*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

**Goal: Value Creation**

**Signal:**

# Retail Activity

## Storefronts

Number of local customer-facing retail and service businesses located in the neighborhood.

**172**

Source: Reference USA business database

## Commercial property vacancy

Percent of commercial buildings in the neighborhood that appear vacant.

**N/A**

Source: Physical survey



▲ 1/4 Mile  
● Commercial storefront

BASELINE	156*	INTERIM	172
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BASELINE	23%	INTERIM	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Independent businesses	Share of neighborhood restaurants that are not part of one of the nation's 300 largest restaurant chains.	Reference USA business database	86%*	88%

\*Baseline calculations have been updated to reflect a change in data sets so that baseline and interim figures are comparable.

**Goal: Value Creation**

**Signal:**

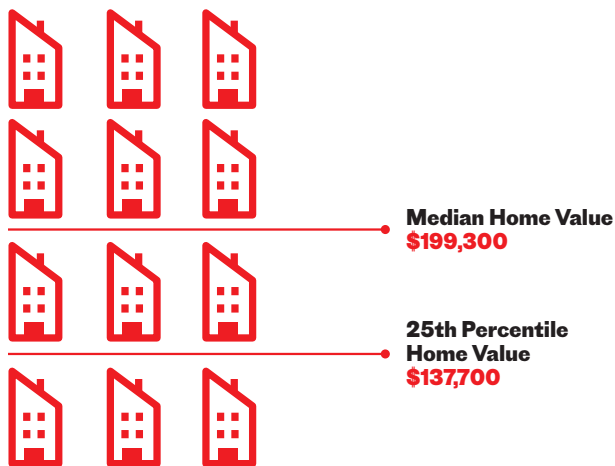
# Real Estate Value & Affordability

## Home values

Median and lower quartile values of owner-occupied homes in the neighborhood.

**\$199,300**  
median home value

Source: American Community Survey



<b>BASELINE</b>	\$212,600 Median \$146,700 25th Percentile	<b>INTERIM</b>	\$199,300 Median \$137,700 25th Percentile
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## Neighborhood building conditions

Percent of buildings that appear in good or excellent condition.

**N/A**

Source: Physical survey

<b>BASELINE</b>	39%	<b>INTERIM</b>	N/A
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METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
<b>Owner-occupied share</b>	Percent of housing units in the neighborhood owned by their occupants.	American Community Survey	24%	21%
<b>Neighborhood rents</b>	Median and lower quartile gross rent paid by renter households in the neighborhood.	American Community Survey	Median \$980 25th Percentile \$794	Median \$1,059 25th Percentile \$839
<b>Cost burdened renters</b>	Percent of renter households spending more than 30 percent of income on rent.	American Community Survey	32.9%	36%
<b>Residential property vacancy</b>	Percent of residential properties in the neighborhood that appear vacant.	Physical survey	0%	N/A
<b>Underutilized land</b>	Percent of parcels in the neighborhood that are vacant lots or surface parking.	Physical survey	11%	N/A

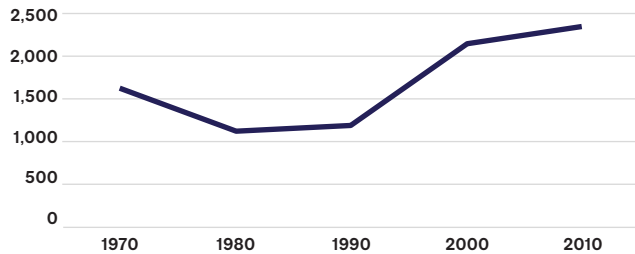
## Neighborhood Economic Measures

### Population

Total resident population in the neighborhood.

**2,927**

Source: American Community Survey



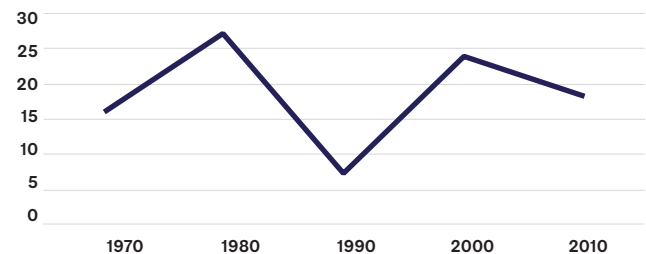
BASELINE 2,431 INTERIM 2,927

### Poverty Rate

Percent of households in the neighborhood living below the poverty line.

**11.2%**

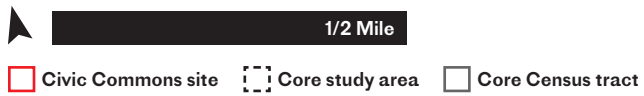
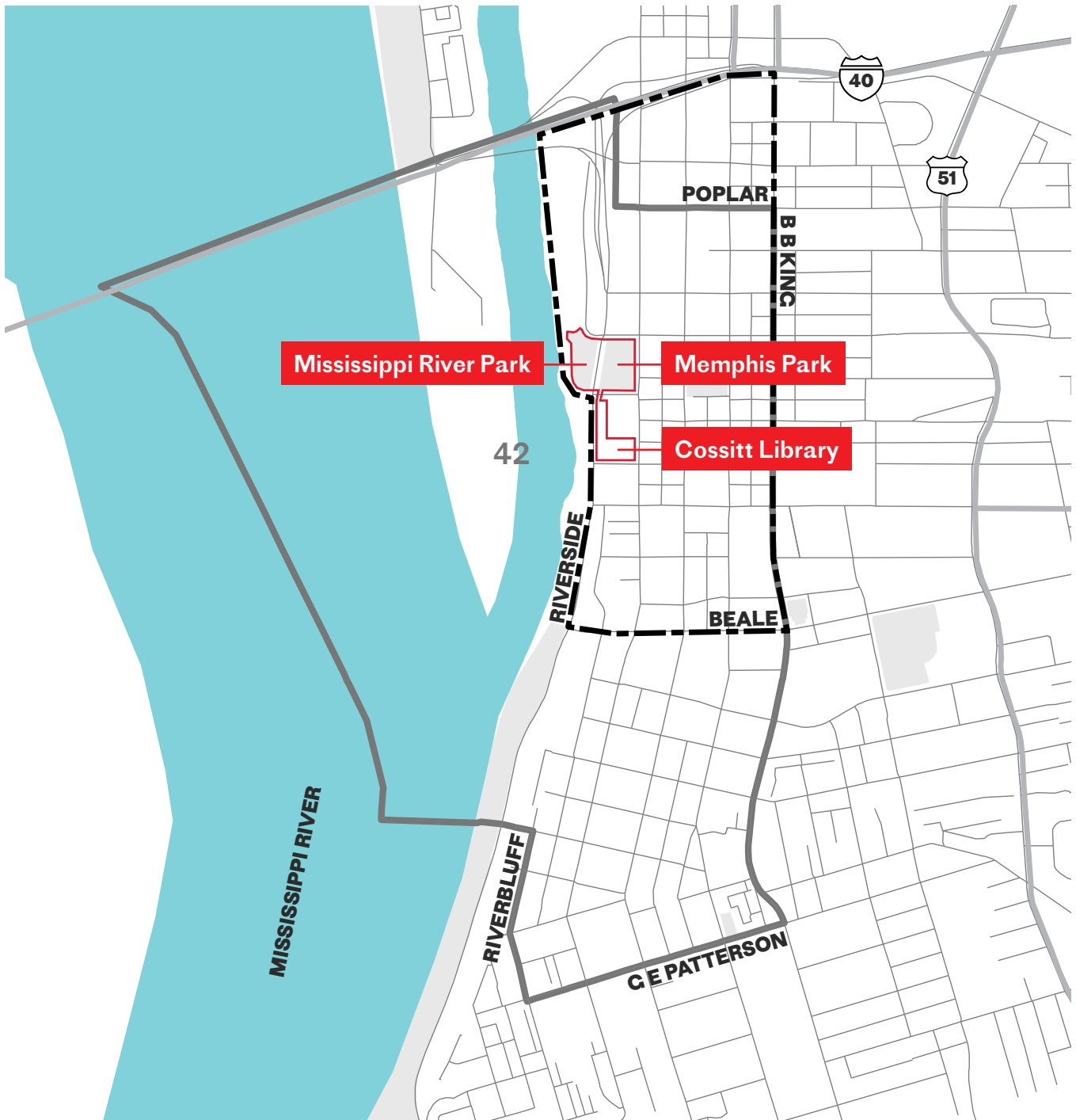
Source: American Community Survey



BASELINE 15.5% INTERIM 11.2%

METRIC	DESCRIPTION	SOURCE	BASELINE	INTERIM
Median household income	Income of the typical, 50th percentile, household in the neighborhood.	American Community Survey	\$57,750	\$65,271
Per capita income	Average income on a per person basis.	American Community Survey	\$60,642	\$64,640
Unemployment rate	Percent of the total labor force that is unemployed and looking for work.	American Community Survey	6.5%	1.7%
Four-year college attainment rate	Percent of neighborhood residents 25 and older who have completed at least a four-year college degree.	American Community Survey	51.9%	73.8%

# Geographic Study Area





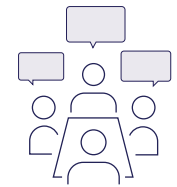
**Appendix:**

# Methodology

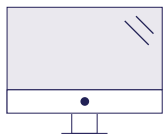
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## Appendix: Methodology

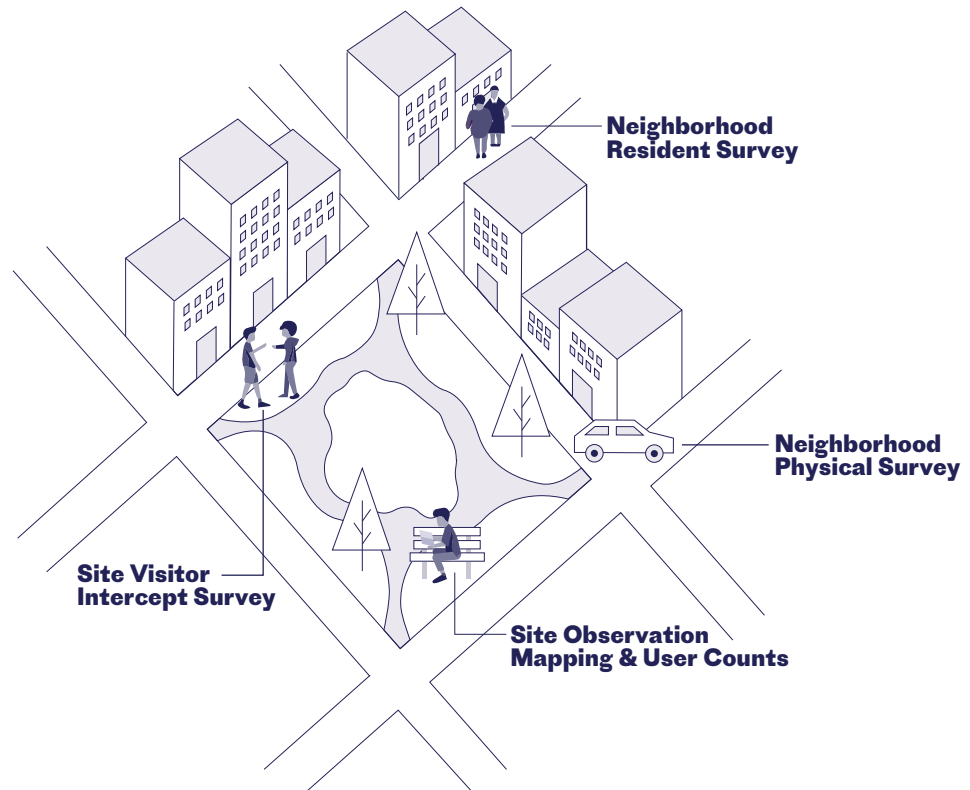
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**Neighborhood Focus Groups**



**Third Party Research**



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All data provided within this report was collected and analyzed by Reimagining the Civic Commons' learning partners City Observatory and Interface Studio, LLC.

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# Neighborhood Physical Survey

A physical survey of Downtown Memphis was not fielded for the interim period. Please see [Memphis Baseline Metrics Report](#) for details on this methodology.

# Neighborhood Resident Survey

A Neighborhood Resident Survey of Downtown Memphis was not fielded for the interim period. Please see [Memphis Baseline Metrics Report](#) for details on this methodology.

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## Site Visitor Intercept Survey

The Memphis Fourth Bluff Intercept Survey was fielded from November 17, 2018 to December 3, 2018 in Memphis Park, Mississippi River Park, and the Promenade. 102 respondents completed the survey; though the total number of respondents for each question may vary slightly, as respondents were excluded from the data when they chose not to answer a question, unless otherwise noted. Surveyors were instructed to circulate through the sites and approach all visitors to the sites as they observed them. Surveyors were instructed not to approach individuals outside the sites on adjacent sidewalks or properties. Visitors to the sites were offered the option to enter a raffle for a \$100 gift card as incentive to take the survey.

### Income diversity of site visitors

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This income diversity index is computed as follows: survey respondents are split into five income groups based on their self-reported household income. We compute the share of the intercept survey respondents that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected site visitors would be from different groups.

# Site Observation Mapping

Observation mapping was conducted in Memphis Park, Mississippi River Park, and the Promenade on one weekday in October 2018 prior to the opening of River Garden, a new attraction in Mississippi River Park, and on one weekday and two weekend days in November 2018 after River Garden's opening. From 7:00 AM until 7:00 PM, at the top of each hour, surveyors walked about the Fourth Bluff and completed marked on observation map worksheets the characteristics and number of people within the sites at the moment the surveyor observed them. Observation mapping data in this report were tabulated using predefined categories that surveyors used to mark down individuals' characteristics. Data for a small number of hours were incomplete; for those times, data was duplicated from equivalent times during the corresponding weekday or weekend day when possible. The final weekday and weekend day observation mapping data presented in this report are average counts from the two weekdays and two weekend days on which data was collected.

## Racial and ethnic diversity of site visitors

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This racial and ethnic diversity index is computed as follows: site visitors are counted among one of five racial or ethnic categories (white, black, latino, asian, and all other) based on surveyors' observations. We compute the share of the site visitors that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected site visitors would be from different groups.

# Third Party Research

A range of third party data sources were collected and analyzed for the interim report including

- American Community Survey, 2013-17
- County elections data: County elections data from the election held on November 6, 2018
- Local police department: Memphis Police Department data, January to December 2018, retrieved from <https://www.memphisdailynews.com/CrimeReport.aspx>, for a 0.5 mile radius around 34 S. Front Street.
- Redfin, 2018
- Reference USA business database, 2018
- The Trust for Public Land, 2018
- Zillow, 2018

## Regular programming of the civic commons

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In order to calculate the average hours of weekly programming per site, staff researched programming information available online for each site within the Fourth Bluff, and for the Fourth Bluff itself for the interim period (July 1, 2017 – June 30, 2018). The findings of this programming scan were then checked with local demonstration team members with direct knowledge of the programming at Civic Commons sites for accuracy.

## Public perceptions of sites and of the neighborhood

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For Downtown Memphis and its Civic Commons sites, mentions in general circulation papers, identified by Brink Communications, were tracked and identified by whether the article expressed an overall positive or negative sentiment. To track appropriate mentions, a list of keywords was developed relating to each neighborhood and site which were used to develop a Google search query that collected each mention of the search term in the selected online publications for each city. Results from the online query were manually checked for relevance. Article sentiments were tallied on a monthly basis. The number of positive mentions was divided by the total inventory to produce the average percentage of local news articles with positive narratives about the sites and neighborhoods.

Sentiments were analyzed on a yearly basis, with the interim period of study starting on July 1, 2017 and concluding on June 30, 2018. The news publications tracked in Memphis included the Commercial Appeal, Memphis Flyer, and Memphis Business Journal.

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## Appendix: Methodology

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### Income diversity of neighborhood residents

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This income diversity index is computed as follows: Census data from 2013-17 American Community Survey on household income is used to divide the population into five income groups. We compute the share of the population in each census tract that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected persons in the neighborhood would be from different groups.

### Racial and ethnic diversity of neighborhood residents

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This racial and ethnic diversity index is computed as follows: Census data from the 2013-17 American Community Survey is used that reports the number of persons in each of five racial ethnic groups (white, black, latino, asian, and all other). We compute the share of the population in each census tract that is in each of these groups. The index is computed as 1 minus the sum of the squared shares of the five groups, and corresponds to the probability that any two randomly selected persons in the neighborhood would be from different groups.

### Neighborhood home search activity

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An increase (or decrease) in web-based real estate searches may be a leading indicator of consumer or investor interest in a neighborhood. To determine home search activity, Redfin Real Estate supplied data on the number of real estate searches by zip code for civic commons neighborhoods. Data are for searches during calendar year 2018, and are normed to a base year of 2017. Search activity in 2017 = 100; values for 2018 indicate the number of searches in 2018 as a percentage of 2017 searches; a value of 100 corresponds to the same level of searches in the previous year. [County-wide values](#) for this index are also provided as a comparison, as noted in the report.

### Ecological indicators

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To understand the impact of new trees, stormwater, and sustainability features added to each site, a set of three ecological indicators tracking tools were developed for each city. The tree tracking tool was developed to include variables that would allow this data to be integrated with the USDA Forest Services's i-Tree Canopy tool to calculate the impact of additional tree canopy relative to baseline. Data collection was performed by demonstration team members trained to use each tool.

# Neighborhood Focus Groups

Neighborhood Focus Groups were not conducted during the interim period. Please see [Memphis Baseline Metrics Report](#) for details on this methodology.