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1. Executive Summary

Methods

Key Findings

- Community members generally enjoy living in Cooper-Young and satisfaction for the neighborhood is high.
- Points of pride include high walk and bike-ability, proximity to great local food, friendly and accepting nature of residents, and the artistic and historic profile of the neighborhood. Concern for the environment also

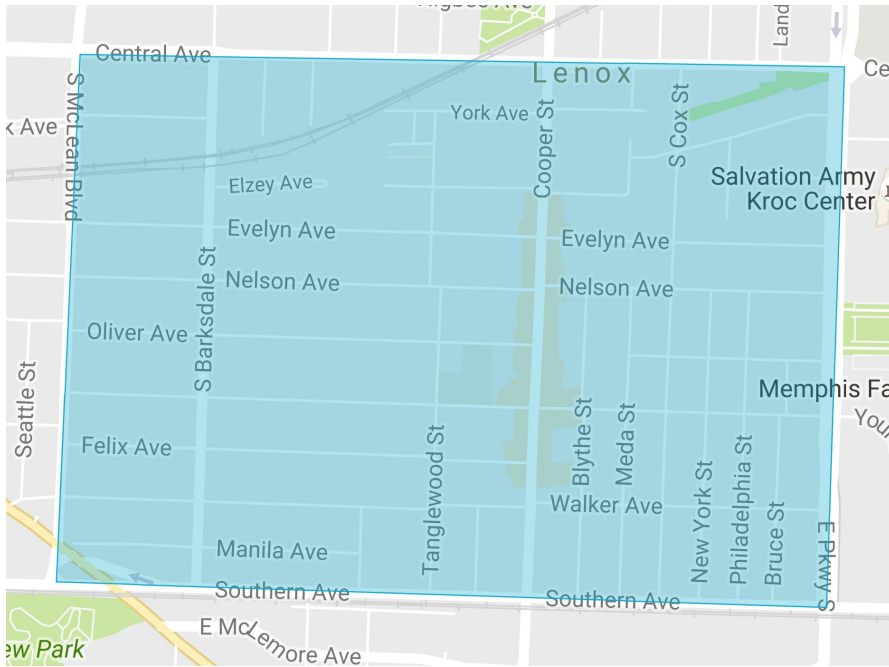
ranked highly as an identifying feature of the community.

- While many have experience with the Cooper-Young Community Association, the majority participate at minimal levels if at all. The #1 way to increase participation is to offer a greater variety of events, projects, and volunteer opportunities.
- The most pressing concern for community members is the number of property crimes that continue to occur throughout the year. Many also feel that the neighborhood is frequently perceived as more dangerous than it truly is.
- The second biggest issue for the neighborhood is for blighted and poorly kept properties. Property maintenance was identified as a key area for improvement as was the poor condition of sidewalks.

Primary Categories for Action

2. Introduction

Community Background



The Cooper-Young community is a national historic district which includes over 1,700 households (US Census 2010) and more than two hundred businesses. A majority of the structures found throughout the neighborhood were constructed between 1881 through the early 1930s when the community was an early suburb of Memphis, Tennessee. The area is home to a number of mid- to up-scale restaurants, small venues for local music, and arts-driven retail; these businesses serve nearby residents as well as a diverse group of visitors from Memphis and its surrounding communities. These businesses also contribute to a sense that the modern Cooper-Young is primarily an entertainment district; however community members passionately support their residential experience. Several additional organizations including two schools and twelve worship communities are also located within its boundaries and help to shape the neighborhoods goals and priorities. Cooper-Young is a sub-neighborhood of the larger

Midtown area in Memphis. While it shares many demographic and cultural features with the rest of Midtown, it is distinct in its location and developmental history. The creation of the local community association is an important factor in this history and in the current experience of Cooper-Young as a thriving, friendly, and socially progressive community.

The Cooper-Young Community Association (CYCA) was created in March of 1977 and is a fully registered and recognized nonprofit 501(c)3. With an initial goal of mobilizing residents to stem the tide of decay that so many urban areas experienced, this organization has always functioned as a grassroots, volunteer effort. The CYCA has assisted with a number of projects including an early neighborhood watch, the installation and maintenance of the nationally-recognized Cooper Street Trestle Bridge, and the redevelopment of the communities' eponymous corner at Cooper Street and Young Avenue. It also began publishing its monthly community newspaper, *The Lamplighter*, in the early 1990s; this publication continues today and is hand-delivered to each residence within the neighborhood. This organization currently maintains community office space within a redeveloping commercial area in the southeast quadrant of the neighborhood. It is financially supported through events including its annual Cooper-Young Festival Friday 4-Miler and Beerfest as well as membership dues and donations. While it continues to be a predominately volunteer organization, it does employ a full-time executive director as well as a small part-time staff for *The Lamplighter*.

For more information on the history of Cooper-Young and the CYCA, please refer to *Cooper-Young: A Community that Works* by Lisa Lumb and Jim Kovarik.

Project Goals and Organizational Team

This project is designed to identify key areas of interest and specify potential projects, programs, and initiatives for the CYCA as it continues to serve the Cooper-Young community. As an organization, the CYCA currently plans at most a year in advance. However, the majority of its decision-making is done on the fly and in response to the "squeakiest wheel" rather than in service to a long term strategy for the neighborhood. Many residents have a vision for their community but, because of this current approach, most of these ideas remain out of reach. Furthermore, it is increasingly difficult for the CYCA's minimal staff and key volunteers to balance diverse resident perspectives while responding to emergent needs.

These organizational limits feed into current challenges with dwindling volunteer participation and inconsistent leadership. While the organization remains financially strong, membership declines annually and fewer residents attend regular events hosted by the association. It is clear that the CYCA must consult with a wider number of community members in order to improve its service to the neighborhood. We believe that this project will allow the CYCA to hone in on the greatest areas of

interest. We hope that it will also help us to focus our limited resources where they can best be of service while simultaneously attracting new volunteers and leaders.

The design and completion of this strategic planning was completed by a small team of staff and volunteers. Executive Director Kristen Schebler acted as project lead while project assistant Carolyn Petrina Trimble provided primary support for all data collection, event planning, and presentation of results. Volunteers from the CYCA Board of Directors also assisted with event planning in recruitment for vital data collection. Resident Sanne Roijmans volunteered time and expertise to lead focus groups which became integral to our entire project. This project was commissioned and financed by the Cooper-Young Community Association.

We wish to thank all volunteers and participants for donating their time, knowledge, and creative thinking for the completion of this plan.

3. Methods

Co-Creation Focus Groups

Focus groups are an ideal way to mobilize and interact with a manageably-sized group of residents. We chose to use this method as our initial form of data collection. Sanne Roijmans, a neighborhood resident and researcher at ALSAC with St. Jude, created a three session plan for co-creation style focus groups. The first session encouraged individuals to think of what they want to see in the neighborhood; the second session used these ideas to push residents to prototype projects and discuss how they might be implemented within the community. This approach included drawing and building with low fidelity craft materials as a way to get people thinking and having fun. The final session presented these prototypes to the community for comment. The information gathered in this process heavily influenced the creation of our primary instrument, the community survey.

Community Interest Survey

We initially planned to adapt the CYCA's existing satisfaction survey to our needs. However, this instrument did not provide the variety of questions we needed in order to adequately assess opinions on the areas of interest identified through our focus group sessions. We created a new survey using those identified areas of interest and published it online (via Survey Monkey) and in the June edition of *The Lamplighter*. Nearly 300 community members participated in this survey, far exceeding our conservative goal of 100 participants. We completed analysis of these responses using the tools available through Survey Monkey.

Key Stakeholder Interviews

In the last year, Cooper-Young has seen the creation of both a thriving garden club and a reinvention of the neighborhood watch. These groups have been spearheaded by a few dedicated individuals and we planned to sit down with these residents and find out their goals and ideas for the neighborhood. We also planned to reach out to other organizations including First Congregational Church, the Cooper-Young Business Association, the CY Farmers' Market, and OutMemphis (Formerly the Memphis Gay and Lesbian Community Center) to find out how we might work together to achieve shared goals. We additionally chose to interview current CYCA board members in order to tap into expert knowledge within the organization.

Unfortunately, we were not able to complete these interviews due to time constraints. We recommend that these interviews continue using the instruments included in the Appendix.

Incentives and Presentation of Information

We offered incentives both for our focus group sessions and for our surveys. For the former, we provided breakfast for all participants as well as a unique t-shirt specifically created for this project (see figure 2). For the latter, we offered a drawing of a \$50 Target gift card as well as 4 free CYCA memberships for 2017.

On Thursday, July 21st, we invited all community members to our 5 Year Plan Reveal Party held on the Memphis Made patio.

We provided beverages and a sampling of food from nearby restaurants. At this time, we thanked participants and presented a summary of the project and our findings. This full written report will also be available on the CYCA website at cooperyoung.org and in hard copy at the CYCA office at 2298 Young Avenue.

**I Helped
Plant the Seeds of Community
in Cooper-Young**



4. How to Use this Document

This document is intended for use as a guide for the Cooper-Young Community Association as it chooses where to allocate funds, volunteer time, and other community resources over the next five years. It will be made available to all community members, CYCA volunteers, and association staff via cooperyoung.org and in the form of hard copies located in the CYCA office at 2298 Young. The primary users of this document will be the CYCA Executive Director and Board of Directors; this group is advised to consult this guide at least once per year in preparation for their annual retreat in January. This group is also encouraged to use this guide as justification for choices related to resource allocation.

The projects, programs, and initiatives presented below represent a list of potentials and are not intended as a definitive plan of action. These ideas were created by combining community member feedback with an understanding of the CYCA's current capacity and available resources. While some ideas will be easily achievable in the short term, others will require greater planning. Many ideas may need to be completed sequentially in order to build capacity for increasingly complex results. The timeline presented in Figure 4 is meant both to indicate variable interest within the community and to contextualize these relationships. It offers a potential plan and might also be used as a method of assessing the CYCA's progress over the next five years.

The roadmap in Figure 5 serves as a shorthand guide to our recommendations. This chart contains the most basic information for each of the specific recommendations detailed below. It is suggested that CYCA members looking to find a new project consult this chart in conjunction with the timeline whenever resources are available. The recommendations found here have been divided into six general categories so that those with specific interests may quickly find an idea that meets their needs. Any of these ideas may be adapted at any time; this chart and the information that follows it is meant as a jumping off point for community activities and projects.

Instruments related to the methods described above have been included in the Appendix. These tools are provided both to document their use and to act as a template for future data collection. While it is unlikely that the CYCA will need constant assessment, they are encouraged to occasionally check in with the community and confirm that the ideas presented here are consistent with members' needs and interests. A short annual evaluation may be particularly useful as well as a follow up assessment at the end of five years. Future strategic planning is also highly encouraged.

5. Summary of Findings

Our focus groups and surveys yielded a wealth of information about the community. The majority of this feedback is reflected in our recommendations below however we did identify a few key items. These findings represent general points to consider as we move forward with this plan.

First and foremost, we found that community members generally enjoy living in Cooper-Young. Satisfaction for the neighborhood is high with over half of respondents noting that they are very satisfied and would not choose to live elsewhere in Memphis. A further 40% were somewhat satisfied, noting that they do have some concerns within the

neighborhood but that these are minimal. Points of pride within the community include high walk and bike-ability, proximity to great local food, friendly and accepting nature of residents, and the artistic and historic profile of the neighborhood. Concern for the environment also ranked highly as an identifying feature of the community. The word cloud shown in Figure 3 is representative of comments made both in the focus groups and in the survey regarding favorite aspects in the community.

The next important discovery is that, while many community members have experience with the CYCA, the majority participate at minimal levels if at all. Only half of our respondents are registered members of the organization and nearly 30% have a low familiarity with the organization in general. It will be important for the CYCA to adapt to changing methods of communication and to attract new residents as the neighborhood evolves. It is also concerning that nearly 70% of respondents describe themselves as only slightly or completely uninvolved with the CYCA. The good news is that only a very few indicated that they are not interested in increasing that involvement. The top three ways to accomplish this goal would be to provide projects that fit a wider array of interests, develop more diverse volunteering opportunities, and to modify the current structure of community meetings. For more detailed recommendations regarding the CYCA, please see the CYCA Outreach section below.

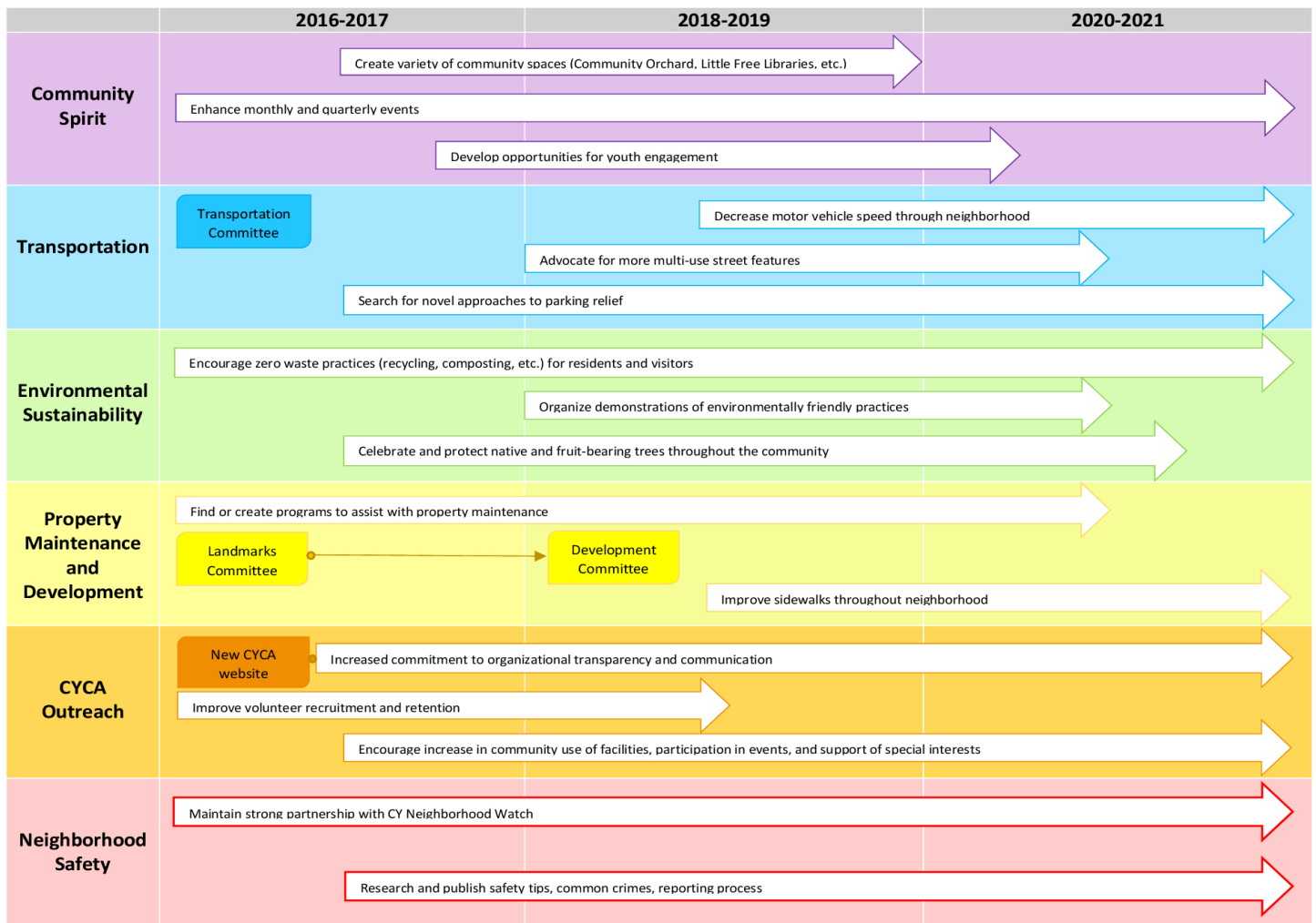
Finally, the most pressing concerns for community members are the number of property crimes that continue to occur throughout the year and the maintenance and upkeep of our historic properties. Many also believe that the neighborhood is frequently perceived as more dangerous than it truly is. While a large majority of respondents do feel reasonably safe within the neighborhood, many respondents provided additional feedback related to issues with crime. This may be a difficult area to improve; however, the newly reinvigorated Cooper-Young Neighborhood Watch might be successful in addressing some of these concerns. The second biggest issue for the neighborhood is concern for blighted and poorly kept properties. Property maintenance was identified as a key area for improvement as was the poor condition of sidewalks.

6. Recommendations

The following action items have been divided into six main categories: Community Spirit, Transportation, Environmental Sustainability, Property Maintenance and Development, CYCA Outreach, and Neighborhood Safety. These categories represent the main areas of interest discovered through the methods described above. While many of these projects, programs, and initiatives may overlap, this division is intended to help organize future efforts especially in regards to emergent issues. We expect Cooper-Young will continue to evolve as new residents arrive; these categories can help CYCA staff and key volunteers to adapt to these new arrivals while also honoring the vision of longer-standing residents.

It is vital to remember that the vast majority of the CYCA's work is accomplished by volunteers. Their commitment will be the greatest resource needed for all current and future projects. Volunteer participation is currently buoyed through a small number of appreciative measures including event tee-shirts, an annual appreciation holiday party, and the Alexia Hampton Memorial service award. While exploring improvements to volunteer appreciation was not a main component of this project, we recommend that the CYCA seek out new and unique ways to show this appreciation. Potential avenues might include a monthly or quarterly prize for volunteers, free CYCA memberships with the completion of a certain number of volunteer hours, or the provision of unique annual gifts to high-performing volunteers. Basic appreciation in the form of formal thanks should also accompany any post-event activities.

Timeline



Roadmap of Recommendations

Roadmap of Projects, Programs, and Initiatives			
Community Spirit			
A. Create Community Spaces		B. Enhance Monthly and Quarterly Events	C. Develop Opportunities for Youth Engagement
1. Community Orchard		1. Improved monthly community meetings	1. Support clubs at local schools
2. CYCA Side Yard		2. Quarterly block parties	2. Youth scholarship at Kroc Center
3. Little Free Libraries		3. Quarterly neighborhood tours	3. Youth-friendly community service
		4. Community music nights	
Transportation			
E. Research Novel Approaches to Parking Relief		F. Advocate for More Multi-Use Street Features	G. Decrease Motor Vehicle Speed through Neighborhood
1. Transportation committee		1. Develop ideal plan for bikes and pedestrians	1. Lobby for more speed humps
2. Partner with mass and alternative transportation to decrease parking needs		2. Work with local government to adopt new features	2. Research new methods for slowing through-traffic
3. Wayfinding signs for existing surface parking			
Environmental Sustainability			
H. Encourage Zero Waste Practices for Residents and Visitors		I. Organize Demonstrations of Environmentally Friendly Practices	J. Celebrate and Protect Native and Fruit-Bearing Trees
1. "Compost Fairy" collection at CY Farmers' Market		1. Spring and summer workshop series	1. Cooper-Young Arboretum
2. Recycling bins on Cooper St.		2. Database of incentives for sustainable home improvement	2. Present information on existing species
3. Community compost center			3. Assist in planting new trees where needed
Property Maintenance and Development			
K. Find or Create Programs to Assist with Home Maintenance		L. Pursue and Maintain Protections for Historic Architecture	M. Improve Sidewalks throughout the Neighborhood
1. Yard-a-Month cleanups for neighbors in need		1. Landmarks committee to pursue Landmarks District status	1. Research existing resources for sidewalk repair
2. Database of existing assistance programs		2. Development committee	2. Create community sidewalk repair fund
3. Create community fund for assistance with owner-occupied properties			
CYCA Outreach			
N. Increase Commitment to Transparency	O. Improve Organizational Communication	P. Improve Volunteer Recruiting and Retention	Q. Increase Diverse Community Participation
1. Publish board meeting agendas	1. New CYCA website	1. Maintain list of current opportunities	1. Partnership with crowd-source platform IOBY
2. Publish Executive Director's blog monthly	2. Improve use of social media	2. Membership incentives	2. Create process for recruiting and retaining diverse organizations in Cooper-Young
3. Streamline meeting process for obtaining internal documents			
Neighborhood Safety			
R. Maintain Strong Partnership with Cooper-Young Neighborhood Watch		S. Research and Publish Safety Tips	
1. Share survey results and recommendations		1. Safety Tool Kit	
2. Share resources where possible and necessary		2. Home safety checklist from Burglar's Eye View project	
		3. Information on common crimes and how to avoid them	

Figure 1 : Roadmap and relational list for all suggested programs, projects, and initiatives

Community Spirit

Community spirit encompasses pride and enthusiasm for the neighborhood – part of what makes Cooper-Young an enjoyable place to live, work, and play. This category includes physical as well as intangible enhancements. It is clear from the focus group and survey submissions that residents are proud of their neighborhood. These projects and programs take from that existing pride and expand upon particular areas identified as needing further attention.

Create Community Spaces

Creating community spaces beautifies Cooper-Young while giving people a physical space in which to gather and get to know one another. “Community,” “people,” “diversity,” “neighbors,” and “friendly” were among the most common themes that participants in the first focus group used to describe the neighborhood. Walkability, trees, and bike-friendly spaces also ranked highly in both focus groups. Repurposing vacant or blighted lots for community use was the highest ranking property maintenance project, according to survey respondents, and community gardens and parks were ranked the highest when asked what type of community spaces are most desirable. These projects focus on filling these needs in ways that provide both space and new volunteer opportunities.

Enhance Monthly and Quarterly Events

Improving monthly meetings will encourage a greater number of residents to interact with their neighbors and form stronger bonds within the community. Quarterly block parties, neighborhood tours, and music nights might also promote a cozy atmosphere where residents can truly feel like a part of the community. Community building and engagement activities were suggested by 33 focus group participants. Many of these specifically suggested improving meetings and offering events such as music or seasonal festivals for residents to mingle and have fun.

Develop Opportunities for Youth Engagement

Current community activities do not focus on engaging youth; we recommend that more activities serve this important demographic. This focus might be especially helpful in creating a new generation of responsible citizens and in discouraging negative outlets including vandalism and petty crime. Mentoring or tutoring children was one of the most popular volunteer opportunities identified in our survey with nearly 40% of respondents indicating interest. Activities designed specifically for youth of different ages might also be a valuable addition to community programs. One survey respondent wrote, “I think it is important to provide opportunities (activities and community involvement) for young people in our area (see Greenleaf Learning Farm, Knowledge Quest, Marlon Foster). I think a focus on providing opportunities for you in and around CY would provide a sustain future/growth for us as a safe, diverse, innovative, human/family friendly community and perhaps as a model within the City of Memphis.”

Selected Projects

CYCA Community Orchard

Re-designing the urban landscape in Cooper-Young will foster a sense of pride and ownership. It could also help improve stewardship of the environment. Turning a vacant lot into an orchard will serve the community as a demonstration for productive landscaping on residential properties while creating opportunities for the community to have another open space. This could provide the neighborhood with a place to pick fresh fruits, invite and support habitats for native flora and fauna, and meet with neighbors and friends.

Goals:

- ! Create an inviting space for community and visitors
- ! Add a small park to existing amenities in Cooper-Young
- ! Provide a natural habitat for flora and fauna
- ! Generate community events centered around locally-grown edibles
- ! Feed into the Cooper-Young Arboretum

Suggested resources:

- ! Proposed site: 1940 Southern Ave. (north side of Summer, between Tanglewood and Barksdale)
- ! Trees and other plants
- ! Volunteers with expertise in gardening; volunteers interested in learning more
- ! Minimal utilities for site
- ! Funding through the CYCA annual budget (additional funding if necessary)

Key milestones, activities, and time frame:

- ! Medium to long term
- ! Secure land on proposed site
- ! Pull any permits, insurance, etc. where needed
- ! Procure trees for purchase or donation
- ! Prepare land for planting
- ! Recruit volunteers for initial planting, upkeep

CYCA Side Yard

Use the side yard located on the CYCA property at 2298-2294 Young Avenue to create a pocket park for the community. This space should include all-weather outdoor seating with capacity to hold small gatherings. It might include features such as a Little Free Library, capacity for outdoor movies, and a showcase for sustainable gardening practices.

Goals:

- ! Create a community green space
- ! Promote community pride
- ! Attract more residents to the CYCA office

Suggested resources:

- ! Volunteers to clear land, landscaping, install outdoor furniture, and to maintain cleanliness
- ! Purchased or donated picnic table, planters, plants
- ! Funding through the CYCA annual budget

Key milestones, activities, and time frame:

- ! Short term
- ! Assign group of volunteers
- ! Procure plants, picnic table for purchase or donation
- ! Choose planting and build day (or days)

Little Free Libraries

Little Free Libraries are a great way to bring neighbors together over a shared love of reading, gardening, history, or just about any topic imaginable. The Little Free Library is a small box where you can borrow or leave a book any time; they are open to all passersby and moderated through an international organization. While a number of these libraries are springing up throughout the neighborhood, there is always room for more.

Goals:

- ! Encourage casual, unplanned interaction between community members
- ! Create unique structural features that add to the charm of the neighborhood
- ! Encourage children of all ages to enjoy reading and to connect that enjoyment with positive features throughout their community

Suggested resources needed:

- ! Volunteers to build library boxes
- ! Home owners/ landlords to host space
- ! Donated books
- ! Minimal funding through the CYCA or other avenues

Key milestones, activities, and time frame:

- ! Short term
- ! Mobilize volunteers either in groups or as individuals
- ! Procure wood, materials for boxes, books by donation
- ! Identify new locations for libraries throughout the neighborhood

Transportation

Advocacy for viable transportation in an ever growing, multi-faceted neighborhood is crucial. Cooper-Young residents are especially concerned with issues of walkability, pedestrian and cyclist safety, and visitor parking. While many residents are proud of the current walk- and bike-ability of the neighborhood, the CYCA and other community organizations would be well served in pursuing additional safety measures. These might include advocating for decreased speed limits on residential streets, speed humps throughout the neighborhood, and creative solutions for the business district along Cooper and Young. Parking is also a frequent concern, particularly in regards to visitors enjoying bars, restaurants, and retail along Cooper and Young. This issue may be partially alleviated if more mass transit options were available and 68% of respondents were either very or somewhat interested in this approach.

Research Novel Approaches to Parking Relief

Nearly two thirds of survey respondents identified parking as an important issue within the community. This problem includes congestion in residential streets, illegal activity especially thefts from motor vehicles, and most importantly the lack of adequate parking for visitors to businesses along Cooper and Young. While a parking garage is a frequently promoted solution, only 22% of survey respondents felt this was the best option. Solutions must be safe and aesthetically pleasing for residents and convenient for visitors. Instead, proposed solutions include the formation of a transportation committee, partnering with mass and alternative transportation at the city level, and the use of wayfinding signs for existing surface parking. This may be a viable and rewarding avenue for collaboration with the city, county, and other interests.

Advocate for Multi-Use Street Features

Multi-use (or “complete”) streets are those which allow easy use for pedestrians, cyclists, and motorists. This involves working with local government to adopt new features to streets and sidewalks to make pedestrian and cycling traffic convenient and safe. Walk and bike-ability were ranked the most highly ranked features of the community by survey respondents and also featured highly among focus group participants. Improved sidewalks and more crosswalks ranked high among survey respondents when asked “What do you think would most improve safety for pedestrians and/or cyclists in the neighborhood?” with more bike lanes and racks ranking 7th; this suggests that broken sidewalks are one of the biggest hindrances for pedestrians in the community and the CYCA would do well to find a solution for this issue.

Decrease Motor Vehicle Speed through Neighborhood

Cooper-Young includes several streets that function as through-ways to other parts of the city; many who use these streets exceed residential speed limits and pose a safety concern for pedestrians and cyclists within the community. Residents have consistently reported that more speed humps throughout the neighborhood are integral to solving this issue. Lower speed limits, speed humps, and flashing lights to slow traffic ranked 3rd, 5th and 6th, respectively, among survey respondents when asked “What do you think would most improve safety for pedestrians and/ or cyclists in the neighborhood?” While obtaining these changes can be a long and complicated process, researching alternative means for slowing through-traffic would be a valuable asset to the community.

Selected Projects

Form a Transportation Committee

This committee would form the backbone for any future projects and programs related to transportation needs. Its primary functions would include lobbying for more speed humps, researching new methods for slowing through-traffic, and addressing parking issues for visitors. It should also work closely with other local entities including Revolutions Bike Co-op and the CY Business Association.

Goal:

- ! Create a dedicated pool of potential volunteers for future transportation projects and programs

Suggested resources needed:

- ! Volunteers able to meet regularly
- ! Committee chair

Key milestones, activities, and time frame:

- ! Long term
- ! Establish committee
- ! Contact city/ county agencies
- ! Identify further projects and programs

Wayfinding signs

Wayfinding signs would include information related to nearby businesses and surface parking already available throughout the neighborhood. They would be placed in key locations throughout the business district along

Cooper and Young. The purpose of these signs would be to alert visitors to parking options of which they are currently unaware and, ideally, to help shift the burden of increased parking away from those residents nearest the business district.

Goals:

- ! Inform visitors of nearby parking options
- ! Encourage visitors to park throughout neighborhood in order to relieve residents nearest the business district
- ! Advertise Cooper-Young businesses in a unique and atmosphere-creating way

Suggested resources needed:

- ! Transportation committee
- ! Volunteers to create signs, install
- ! Contacts with MATA/ City / local businesses
- ! Permitting
- ! Funds for creation of signs

Key milestones, activities, and time frame:

- ! Medium to long term
- ! Establish committee to oversee
- ! Identify points of interest and parking opportunities
- ! Design and create signs
- ! Install at key locations
- ! Publish information on project and share with key local agencies

Environmental Sustainability

Cooper-Young has long been known as one of the most environmentally conscious neighborhoods within Memphis. The community was one of the first adopters of the city's recycling program and many residents compost and grow their own organic produce. Both survey respondents and focus group participants confirmed this perception: over 90% of survey respondents agreed that living in an environmentally conscious community is important or somewhat important while focus group participants created more than twenty-five suggested actions under the category of environmental sustainability. These suggestions included the creation of more community green spaces, improved avenues for zero-waste practices, converting community buildings to solar power, and finding incentives for homeowners to weatherize or install alternative power sources.

Encourage Zero-Waste Practices for Residents and Visitors

Zero-waste practices are those which minimize or otherwise offset the amount of waste produced by an individual. Methods within this category include recycling, composting, and increasing the usable life spans of household goods. Currently, the CYCA provides community recycling bins along Cooper and support for the Compost Fairy kitchen scrap collection program at the CY Farmers' Market. Further projects could include informational meetings on existing projects and the expansion of the Compost Fairy into a community composting center.

Organize Demonstrations of Environmentally Friendly Practices

While recycling and composting are relatively low-investment practices, other environmentally-friendly measures may require greater knowledge, skill, financial resources, and time. A series of expert demonstrations might invest more knowledge within the community. In turn, more knowledgeable residents might then help to create a database of incentives for sustainable home improvements and further encourage additional residents to help "green" the entire neighborhood.

Celebrate and Protect Native and Fruit-Bearing Trees

Neighborhood volunteers are currently establishing a Cooper-Young Arboretum and the CYCA should continue to be an active partner of this effort. Focus group participants were particularly in this area, offering a strong list of suggestions for preserving and adding to our local tree canopy. Nearly two-thirds of survey respondents concurred, demonstrating that they are particularly interested in increasing the number of native and fruit trees planted throughout the neighborhood.

Selected Projects

Recommendation: Organize Demonstrations of Environmentally Friendly Practices

Host a series of spring and summer workshops to promote environmentally friendly practices. This series should include hands-on demonstrations of how to obtain and install various improvements. This knowledge might then be used to create a database of incentives for sustainable home improvement.

Goals:

- ! Increase capacity within community for completing environmentally sustainable projects
- ! Create a database for incentives/financial aid for completion of such projects

Suggested resources needed:

- ! Speakers for workshop series
- ! Volunteers to create database

Key milestones, activities, and time frame:

- ! Long term
- ! Committee to research incentives and recruit speakers
- ! Contact city/ county agencies for incentives
- ! Hold workshops
- ! Publish and maintain informational database

Recommendation: Compost Fairy

The Compost Fairy began through a combination of one resident's previous work and the "Soil Builders" project prototype designed by a team in our focus group process. This program officially began collections in August of 2016. Residents and market shoppers can drop off food scraps at the Compost Fairy market booth, diverting this waste from area landfills. The food scraps are currently composted by market participant Loch Holland Farm, turning trash back into soil to grow next year's crops. Future goals for this project include providing pick-up service at people's homes and creating a community composting center for use by local gardeners.

Goals:

- ! Teach about low-skill, low-resource zero-waste practices within Cooper-Young
- ! Divert usable food waste from landfills
- ! Involve the community in local food production processes

Suggested resources needed:

- ! Volunteers
- ! Booth at CY Farmer's Market
- ! Compost bins or other containers for transport
- ! Bins for community donations
- ! Transportation logistics
- ! Space for community compost center

Key milestones, activities, and time frame:

- ! Short term to Long term
- ! Recruit volunteers
- ! Establish Compost Fairy collection booth
- ! Logistics for transportation to farm
- ! Provide curb-side pick-up service
- ! Create community compost center

Recommendation: Celebrate and Protect Native and Fruit-bearing Trees

The Cooper-Young Arboretum is in its final stages of completion and should be functioning in 2017. Further support for this effort will include monitoring trees, adding new specimens to the arboretum list when possible, and providing online informational content about the arboretum. Future efforts might also include a tree planting program, educational events, and inclusion of the community orchard.

Goals:

- ! Create a sense that the entire neighborhood is a shared green space
- ! Promote community pride
- ! Celebrate native plant species and encourage the maintenance of these species
- ! Plant new native trees as old trees reach their natural life spans

Suggested resources needed:

- ! Volunteers
- ! Tree donations
- ! Promotional and educational materials
- ! Dedicated web space

Key milestones, activities, and time frame:

- ! Short to Long term
- ! Arboretum certification
- ! Procure trees for purchase or donation
- ! Post educational information online
- ! Create informational/educational events about arboretum

Property Maintenance and Development

Property maintenance and development is often considered the cornerstone to a successful neighborhood. A properly maintained community displays higher pride in its built environment and frequently experiences benefits including higher property values. Property maintenance also ranked highly among survey respondents' concerns with blighted properties selected by nearly a quarter of these respondents as one of the things they like least about the neighborhood. When asked to choose projects for Cooper-Young and the CYCA, improving blighted properties also ranked second place. The most pressing concerns within this category include buildings that are falling apart, broken sidewalks, absent property owners, and poorly-kept yards. Needs within this category were also mentioned frequently in other areas of interest. Improved sidewalks was the number one ranked issue regarding pedestrian and cyclist safety and maintaining blighted or neglected properties ranked second among respondents' safety priorities.

Find or Create Programs to Assist with Home Maintenance

While only a little over a quarter of survey respondents believe an overwhelming number of properties reflect poorly on the neighborhood, this is an issue that can rapidly deteriorate if ignored. Property maintenance is-and always should be-the primary concern of individual property owners, however the community might come together where appropriate. The Yard-a-Month cleanup allows residents suffering from illness or unexpected hardship to request help from volunteers to clean up or make property repairs. A database of existing assistance programs and the creation of a community fund for assistance with owner-occupied properties might also alleviate these issues.

Pursue and Maintain Protections for Historic Architecture

The beautiful historic architecture of the neighborhood was a common theme among the participants in the first focus group, and over two thirds of survey respondents positively described CY as historic. It is crucial to protect this history through the development of a Landmarks committee to pursue Landmarks District status and a development committee to oversee new projects within the neighborhood. Cooper-Young is already included on the National Register of Historic Places however it is not yet a Landmarks District within the city of Memphis. This additional designation carries with it more stringent requirements for community involvement within the development process and would allow the community to have a stronger voice in maintaining its current character and quality of life. Currently, a committee of interested individuals have gathered to obtain this status and hope to official join other Memphis Landmarks Districts as early as summer of 2017.

Improve Sidewalks throughout the Neighborhood

Sidewalks are a key aspect not only of transportation within the neighborhood but also of visible pride within the built environment. Many survey respondents identified this as an important area for improvement, ranking it the third highest in possible maintenance projects for the neighborhood. Sidewalks are legally public thoroughfares however it is the financial responsibility of individual property owners to update and maintain these shared spaces as necessary. Many homeowners are unaware of this requirement and/or are unable to afford such improvements. The CYCA should consider finding or creating a program to financially assist property owners with these improvements in order to provide a safe, attractive walking space for all community member and visitors.

Selected Projects

Recommendation: Yard-a-Month

The Community Association and Neighborhood Watch have partnered to create this program to improve blight in CY. Each month of the warmer seasons, volunteers will spend a few hours on a Saturday morning helping out a neighbor with some yard work. This program is intended to help our elderly, disabled, or mobility challenged neighbors with the upkeep of their landscaping, and to help keep our neighborhood beautiful.

Goals:

- ! Promote a beautiful neighborhood
- ! Promote community pride
- ! Assist homeowners in need with minor property maintenance

Suggested resources needed:

- ! Volunteers
- ! Database for requests

Key milestones, activities, and time frame:

- ! Short to long term
- ! Assign group of volunteers
- ! Create database for requests

Recommendation: Find or create programs to assist with home maintenance

Create a database of existing assistance programs and establish a community fund for assistance with owner-occupied properties. This fund might focus on particular projects-sidewalks, front porches, roofs, landscaping, etc.-or might award small amounts for general use. It may also be useful to identify local vendors who are willing to provide reasonable discounts and pricing for community members in acute need.

Goals:

- ! Assist homeowners with more involved property maintenance projects
- ! Foster a sense of ownership in the community for all residents

Suggested resources needed:

- ! Volunteers for information collection
- ! Steering committee for any fund
- ! Funds for assistance
- ! System of delivering funds appropriately

Key milestones, activities, and time frame:

- ! Medium to long term
- ! Identify volunteers interested in forming committee
- ! Explore existing programs and create informational database
- ! Explore establishing a neighborhood-run fund for maintenance

Recommendation: Pursue and Maintain Protections for Historic Architecture

Create a landmarks committee to pursue Landmarks District status. This committee will draft and discuss guidelines, present these guidelines to the community at large, and work with city officials to confirm Landmarks District status. The ultimate vote for this status will lie first with the community at large and second with the Memphis city council. If successful, this committee should be ready to serve as a consulting committee for all future applicable development within the community.

Scope and expected outcomes:

- ! Preserve the historic and unique character of the neighborhood
- ! Halt destruction of viable housing stock
- ! Exert new influence on developers to create appropriate in-fill

Suggested resources needed:

- ! Volunteers able to meet regularly
- ! Contacts with City and Landmarks Commission
- ! Avenues of communication with community at large
- ! Access to information regarding historic and architectural values within the community

Key milestones, activities, and time frame:

- ! Short to Long Term
- ! Form committee
- ! Contact City Landmarks Commission
- ! Create development guidelines
- ! Have guidelines approved by community at large
- ! Apply for acceptance as a Landmarks District through the city council

CYCA Outreach

Founded forty years ago in 1976, the CYCA is one of the longest consistently active community associations within the city of Memphis. This organization has grown from a handful of energetic residents to a formal list of over 300 members; it is also one of the few similar organizations throughout the country to employ a full time staff member as support for the community. This success comes with a high level of expectation. Though recent years have seen ambitious projects, support for and knowledge of the organization's efforts seem to have declined. Only 9% of survey respondents frequently volunteer, attend monthly meetings, and renew their membership annually while nearly 70% describe themselves as only slightly or not at all involved with the organization. With the advent of their recent anniversary and completion of this five year plan, now is an optimal time for the CYCA to re-affirm its community-centric mission and to redouble its efforts to communicate that mission both within Cooper-Young and in the larger Memphis area.

Increase Commitment to Transparency

In a time when non-profits are scrutinized for their effectiveness, transparency is key to gaining trust in the community. Every member should feel that all information is easily accessible and easy to understand. When asked what might encourage their involvement, survey responders ranked better transparency as their fifth most important choice. The most accessible method for improving transparency will be the launch of the updated CYCA website. This resource will include a new monthly blog from the Executive Director detailing her recent activities as well as detailed information about the organization's ongoing projects and a streamlined method for obtaining organizational documents from meeting agendas to financial information. This website is currently under development and is expected to launch near the beginning of 2017.

Improve Organizational Communication

Only 40% of survey respondents said that they were "very familiar" with the CYCA and knew about events, activities, and services, while 54% said that they were only "somewhat" or "slightly" familiar with the CYCA and do not keep up with or have knowledge about events, activities, and services. Simply put, information about the CYCA must become more accessible. The updated CYCA website will dovetail with improved use of social media and weekly email updates for members. This will ensure that events and new projects will not 'fall through the cracks.' Members that receive consistent, easily accessible information are more likely to be involved in the community.

Improve Volunteer Recruiting and Retention

The CYCA cannot exist or achieve any of the goals listed within this document unless there is strong support from neighborhood volunteers. Volunteer fatigue – overworking a small group of the same volunteers – is detrimental to any organization and has been particularly apparent in recent years. Therefore recruiting new volunteers and creating incentives to keep existing contributors energized is crucial.

The new volunteer coordinator (itself a volunteer position at this time) will work closely with the Executive Director to share information on all volunteering opportunities. Beginning in 2017, volunteers with at least ten hours of service will also receive a complimentary membership with full benefits in the following year. Finally, the current service award—the Alexia Hampton Memorial Award—will continue and will be joined by the Executive Director's Special Service Awards. These new honors will be awarded by the Executive Director to volunteers who have gone above and beyond in their service to the community.

Increase Diverse Community Participation

Cooper-Young is an eclectic and diverse neighborhood with many unique opportunities for service that do not necessarily include direct association with the CYCA. Instead of competing with these interests, the CYCA will seek to support them through such avenues as providing an inviting meeting space for small to medium groups, occasional financial assistance, and the creation and maintenance of a database of additional organizations with the community. The CYCA will also work with the crowd-sourcing platform IOBY to identify and recruit volunteers for small community projects.

Neighborhood Safety

Neighborhood safety-particularly as it relates to crime-is always a concern for any urban community. Cooper-Young has a forty year history of closely monitoring local crime and all community leaders should continue this informed relationship with local law enforcement. In general, the community has comparably low numbers of violent and property crimes when compared to other neighborhoods in the Memphis area. Property crimes are considerably more frequent when compared to violent crime with thefts from motor vehicles, residential burglaries, and non-residential (outbuilding) burglaries consistently topping the list of criminal activity.

Despite the comparably low crime rates within the community, residents frequently express concern about increased activity including fear of walking down the street at night or leaving vehicles unattended. There is also a common perception that crime is on the rise; this belief can be seen both from within the community and from visitors and news agencies not housed in the Cooper-Young area but is not present in statistical analysis of crime rates within the city. Interestingly, neither survey

respondents nor focus group participants confirmed this fear. Safety issues were one of the least mentioned throughout the focus group experience and over 90% of survey respondents feel very safe or somewhat safe within the neighborhood. Issues with crime and safety *were* the number one least liked aspect of the community, however, suggesting that some part of the perception does concern residents.

On Participation in a Paid Security Service

A perceived surge of crime towards the end of 2016 led residents to again examine the possibility of engaging a private security company for regular patrols. The neighboring community of Central Gardens currently employs a full-time security guard through Phelps and several residents within Cooper-Young have been interested in working with this company as well. Participation in such a program would carry a monthly fee dependent on the number of households served so that, if more households are involved, the individual monthly fee would decrease. However, if only a few households are a part of the service-or if several drop out of the service at any point-the price might be considerably higher per household. Despite this early interest, fewer than half of survey respondents showed interest in paying for such a service. Of those who would be interested, the vast majority would only participate at the lowest financial level (between \$40 and \$49 per month). Based on this lack of interest and information from Phelps regarding the participation levels needed to obtain this lowest of prices, we do not suggest pursuing a professional service at this time.

Maintain Strong Partnership with Cooper-Young Neighborhood Watch

While the original neighborhood watch was abandoned several years ago, a new organization of concerned citizens has reinvigorated the watch beginning in January of 2016. This group has been highly successful in giving residents a venue in which they might voice concerns; they have also spear-headed a community maintained series of security cameras throughout the neighborhood. This program in particular has garnered praise from several levels of the Memphis government and organizers within the watch have helped to spread this program to other communities throughout the city.

Because this reinvigorated CY Neighborhood Watch has been so successful, the CYCA should maintain a strong partnership with this group. In the past, the CYCA has included a safety committee which has tried to fulfill the same role as a neighborhood watch; it would be useful to now turn over all crime-related safety activities to the CYNW and to instead focus the safety committee on other areas including disaster preparedness, CPR, and traffic safety.

Research and Publish Safety Tips

In 2014, the CYCA safety committee completed a set of safety tips and useful contacts. This document-the Safety Tool Kit-has not yet been published in any useful format. The CYCA should not only publish this information online and an easy to use hard copy format available for all residents, they should also seek additional information in areas such as disaster preparedness and what to do when the worst happens. These safety tips could especially be used to create a new column in the neighborhood paper, *The Lamplighter*.

7. Appendix

Community Interest Survey – Assessment Tool

Why are we doing a survey?

This survey was created by the Cooper-Young Community Association (CYCA) in an effort to shape our projects and goals for the next five years. This is one of the three key steps in developing our 5 Year Plan along with a series of focus groups and interviews with several members of the community. The survey should only take 10 to 15 minutes to complete and there will be space at the end to give us any additional feedback you might like to share. The entire project is set to finish mid-July when we will be excited to share our results with the community. If you are interested in receiving an emailed copy of our results, please leave us your email address at the end of this survey. We will also hold drawings for thank-you gifts including a \$50 gift certificate to Target. We appreciate your time and hope you enjoy giving us your thoughts on Cooper-Young and the CYCA!

Background information

In order to help us best understand the results of this survey, we need some basic information about you. Don't worry, you don't have to be a member of the CYCA to take part! We are looking for information from all members of the Cooper-Young community regardless of membership status.

What is your name?

Are you a current member with the CYCA?

- ☐ Yes
- ☐ No
- ☐ I'm not sure

Where do you live? If you would prefer not to share your address, please list your street name and block number (ex. 1800 block of Nelson). If you are not a resident of Cooper-Young but consider yourself part of the community, please tell us your connection to the neighborhood (ex. Own a business).

How long have you been a part of the Cooper-Young community?

- ☐ Less than a year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ 10+ years

General Questions

We would like to know how you generally feel about Cooper-Young and the CYCA. We are also interested in finding out how much you might know about our organization.

How satisfied are you with the Cooper-Young neighborhood?

- ☐ Very satisfied--I love being a part of Cooper-Young and I don't ever plan to move.
- ☐ Somewhat satisfied-- I enjoy Cooper-Young, but would consider living elsewhere.
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied-- I don't care for Cooper-Young, but I'm not in a hurry to leave.
- ☐ Very dissatisfied--I would like to significantly change and/or leave Cooper-Young.

What do you like best about the community?

- ☐ Historic buildings and atmosphere
- ☐ Walkability/bikeability
- ☐ Local restaurants, bars, and retail
- ☐ Friendly neighbors
- ☐ Location in relation to other Memphis areas and attractions
- ☐ Diversity
- ☐ Other:_____

What do you like least about the community?

- ☐ Atmosphere and/or culture of the community
- ☐ Issues with crime and safety
- ☐ Blighted properties
- ☐ Parking for residents and visitors

- ☐ Lack of community spaces/ parks
- ☐ Traffic safety
- ☐ Other: _____

How would you describe Cooper-Young. Please mark as many as you feel are applicable.

- ☐ Artistic
- ☐ Entertainment district
- ☐ Walkable/bikeable
- ☐ Business district
- ☐ Residential district
- ☐ Environmentally friendly
- ☐ Musical
- ☐ Exclusive
- ☐ Old-fashioned
- ☐ Accepting
- ☐ Innovative
- ☐ Historic
- ☐ Other: _____

How familiar are you with the Cooper-Young Community Association (CYCA)?

- ☐ Very familiar--I have been involved with the Association now or in the past and I know about many of its events and services
- ☐ Somewhat familiar--I have been a member of the Association now or in the past but I don't keep up with events or services.
- ☐ Slightly familiar--I know about a few of the Association's projects but do not know anything more about events or services.
- ☐ Not at all familiar--I have heard of the Association but am not sure what it does or how to become a member.
- ☐ I have never heard of the CYCA

How would you describe your involvement with the CYCA?

- ☐ Very involved--I frequently volunteer, attend monthly meetings, and renew my membership annually.
- ☐ Somewhat involved-- I occasionally volunteer and/or attend monthly meetings, and have been a member.
- ☐ Slightly involved--I have been a member but don't volunteer or attend meetings often.
- ☐ Not at all involved--I very rarely participate in events and I usually do not sign up for an annual membership.
- ☐ I have no interest in being involved with the CYCA.

What might encourage you to become more involved with the CYCA? Please rank your top three from first to third.

- ☐ Change how meetings are organized (ex. times, locations, topics)
- ☐ More diverse volunteer opportunities
- ☐ More family friendly events
- ☐ More responsive leadership
- ☐ Better transparency in decision making
- ☐ More projects that fit my interests
- ☐ Other: _____
- ☐ I have no interest in ever being involved with the CYCA.

How well do you feel the CYCA serves Cooper-Young?

- ☐ Very well
- ☐ Somewhat well
- ☐ I don't know
- ☐ Not very well
- ☐ Not at all well

If you were choosing projects for Cooper-Young and the CYCA, in which of these areas would you focus? Please rank your top three from first to third.

- ☐ Improving blighted properties and public spaces.
- ☐ Planning a greater variety of community events.
- ☐ Attracting more businesses that serve community needs.
- ☐ Improving environmental sustainability.
- ☐ Increasing safety throughout the community.
- ☐ Creating more community spaces.
- ☐ Improving pedestrian and bicycle access.
- ☐ Advocating for new parking solutions.
- ☐ Promoting more visible community pride.

Specific Areas of Interest

Now we would like to ask some questions about specific concerns within the community. Each of these topics was suggested through our focus groups earlier in the year. They are reflective of participants' interests and ideas generated through that process. If you are passionate about something and do not see it here, please let us know at the end of this survey.

Home Maintenance and Blight

How would you describe the level of property maintenance in Cooper-Young?

- ☐ The majority of properties are well-cared-for and owners seem to take pride in their upkeep.
- ☐ Some properties need work but overall the neighborhood is in decent shape.
- ☐ Several properties need significant improvement and reflect poorly on the neighborhood.
- ☐ A large number of properties are rundown and make Cooper-Young seem like an undesirable place to live.
- ☐ I am not concerned about property maintenance in Cooper-Young.

What are your biggest concerns about property maintenance in Cooper-Young? Please rank your top three from first to third.

- ☐ Poorly-kept yards
- ☐ Buildings falling apart or in need of serious maintenance
- ☐ Empty an/or unused lots
- ☐ Broken sidewalks
- ☐ Absent property owners
- ☐ I have no concerns about property maintenance in Cooper-Young

If you were improving property maintenance in the community, in which three projects would you be most interested? Please rank your top three from first to third.

- ___ Create a rehabilitation/repair fund for owner-occupied blighted properties
- ___ Provide community help for yard work
- ___ Repurpose vacant or blighted lots for community use
- ___ Increase preservation laws for ex. Making Cooper-Young a Landmarks District
- ___ Promote home ownership
- ___ Encourage front yard gardens
- ___ Assist homeowners to repair broken sidewalks

Environmental Concerns

How important is it for you to live in an environmentally-conscious community?

- ☐ Very important
- ☐ Somewhat important
- ☐ Slightly important
- ☐ Not at all important

How would you rate concern for the environment in Cooper-Young?

- ☐ Very high--Most community members care deeply about being environmentally friendly
- ☐ Somewhat high--Some community members have an above average interest in environmental concerns
- ☐ I'm not sure.
- ☐ Somewhat low--A few community members may care but most are not concerned with this issue.
- ☐ Very low--Very few residents, if any, are concerned with this issue.

Would you be interested in participating in any of the following projects? Please mark all that apply.

- ☐ Planting more native and/or fruit trees throughout the neighborhood
- ☐ Turning power off for one day in the year
- ☐ Holding demonstrations of alternative energy sources
- ☐ Encouraging low energy and/or off-grid housing
- ☐ Incentivizing property-owners to weatherize and/or install alternative power sources
- ☐ Encouraging zero waste practices (composting, recycling, etc.) throughout the neighborhood
- ☐ Other: _____
- ☐ I am not interested in any projects concerned with the environment

Traffic Safety and Transportation

How safe do you feel as a pedestrian or cyclist in Cooper-Young?

- ☐ Very safe
- ☐ Somewhat safe
- ☐ Slightly safe
- ☐ Not at all safe
- ☐ I haven't thought about it

What do you think would most improve safety for pedestrians and/or cyclists in the neighborhood? Please rank your top three solutions from first to third.

- ___ Lower speed limits
- ___ More crosswalks on busy roads
- ___ More speed humps
- ___ Improved sidewalks
- ___ Better street lighting in busy areas
- ___ More bike lanes and racks
- ___ Flashing lights or other visual measures to slow traffic
- ___ Remake Cooper to be more like Overton Square or Broad Ave

Do you feel that parking in Cooper-Young is a problem?

- ☐ Yes, parking is a very big problem.
- ☐ Yes, parking is somewhat of a problem.
- ☐ I am not sure or haven't thought about it.

- ☐ No, parking is not a big problem.
- ☐ No, parking is not at all a problem.

If you consider parking to be a problem in Cooper-Young, what would be the best solution?

- ☐ Build a parking garage
- ☐ Direct visitors to park in alleys
- ☐ Redesign existing parking along Cooper and Young
- ☐ Direct visitors to park at the Fairgrounds
- ☐ Encourage use of services like the Roo, mass transit, or similar
- ☐ Increase available surface parking
- ☐ Other:_____
- ☐ I do not feel that parking is a problem in Cooper-Young.

How interested would you be in having more mass transit in Cooper-Young?

- ☐ Very interested
- ☐ Somewhat interested
- ☐ Slightly interested
- ☐ Not at all interested
- ☐ I haven't thought about it

Community-Building Activities

What kinds of activities would you like to see in Cooper-Young? Please mark all that apply.

- ☐ Family friendly - for young kids
- ☐ Activities for youth/ teens
- ☐ Music in the gazebo
- ☐ Activities that utilize outdoor spaces
- ☐ Activities for singles or young couples
- ☐ Activities for seniors
- ☐ Better meetings- diverse times/ spaces
- ☐ Art or history walks
- ☐ Winter Festival
- ☐ More opportunities to volunteer
- ☐ Block parties
- ☐ Other:_____

Do you feel there are enough activities for children or youth in Cooper-Young?

- ☐ Yes, there are many activities.
- ☐ There are some activities for children.
- ☐ There are rarely activities for children.
- ☐ There are never activities for children.
- ☐ I do not have any children and/or this is not an issue for me.

What kinds of volunteer opportunities would you like to see in Cooper-Young? Please mark all that apply.

- ☐ Gardening or urban farming
- ☐ Street clean-ups
- ☐ Pop up parks
- ☐ Mentoring or tutoring children
- ☐ Assisting neighbors with code violations (rake leaves, fix up properties, etc.)
- ☐ Events
- ☐ Other: _____

Crime and Safety

How safe do you feel in Cooper-Young?

- ☐ Very safe
- ☐ Somewhat safe
- ☐ Slightly safe
- ☐ Not at all safe
- ☐ I haven't thought about it

If you feel unsafe in the neighborhood, what are the top three reasons? Please rank your reasons from first to third.

- ___ Suspicious pedestrians or motorists
- ___ Home break-ins
- ___ Vandalism
- ___ Thefts from cars (ex. taking items like change or electronics from a car)
- ___ Assaults/Muggings
- ___ Other: _____
- ___ I do not feel unsafe in Cooper-Young

What projects, programs, or efforts might make you feel safer in Cooper-Young? Please rank your top three from first to third.

- ___ Active patrols from the Cooper-Young Neighborhood Watch
- ___ Cameras on every street
- ___ Hire a neighborhood security service (ex. Phelps service in Central Gardens)
- ___ Increased lighting in public areas
- ___ Close or block off alleys
- ___ Maintaining blighted or neglected properties
- ___ Other: _____
- ___ I do not feel unsafe in Cooper-Young

How much might you be willing to pay for a neighborhood security service like Phelps?

- ☐ \$40-\$49 per month
- ☐ \$50-\$59 per month
- ☐ \$60-\$69 per month
- ☐ \$70-\$79 per month
- ☐ \$80-\$89 per month
- ☐ \$90-\$99 per month
- ☐ \$100+ per month
- ☐ I have no interest in a neighborhood security service

Community Spaces

How do you feel about the number and variety of community spaces in Cooper-Young?

- ☐ There are plenty of community spaces and the variety is greater than what might be expected in other neighborhoods.
- ☐ There are some community spaces and the variety is okay but both could be improved.
- ☐ There are only a few community spaces and there is not much variety.
- ☐ There are almost no community spaces and very little variety.

If you were to add new community spaces, what would you choose? Please rank your top three from first to third.

- Community center
- Community bulletin board
- Community garden
- Community park
- Outdoor community pool
- Use alleys as community space
- Pocket parks
- Public benches and/or chess/checkers tables
- Other: _____
- I do not feel Cooper-Young needs more community spaces.

Is there anything you were unable to discuss in the survey that you feel strongly about sharing? Please leave us your comments here:

Once again, we thank you for sharing your time and thoughts with us. Don't forget, we'll be holding drawings for a \$50 Target gift card and other great prizes. We'll also be sharing our final results online and in our community newspaper, The Lamplighter. If you would like to participate in the drawing and sign up to have the results emailed to you, please leave your email address here:

Community Interest Survey – Results

Total respondents: 289

Are you a current member with the CYCA?

Answer Choices	Responses	
Yes	50.70%	145
No	35.31%	101
I'm not sure.	13.99%	40
Total		286

How long have you been a part of the Cooper-Young community?

Answer Choices	Responses	
Less than a year	11.97%	34
1-5 years	29.93%	85
6-10 years	17.25%	49
10+ years	40.85%	116
Total		284

How satisfied are you with the Cooper-Young neighborhood?

Answer Choices	Responses	
Very satisfied--I love being a part of Cooper-Young and I don't ever plan to move.	54.38%	149
Somewhat satisfied-- I enjoy Cooper-Young, but would consider living elsewhere.	39.78%	109
Neither satisfied nor dissatisfied	3.28%	9
Somewhat dissatisfied-- I don't care for Cooper-Young, but I'm not in a hurry to leave.	1.09%	3
Very dissatisfied--I would like to significantly change and/or leave Cooper-Young.	1.46%	4
Total		274

What do you like best about the community?

Answer Choices	Responses	
Historic buildings and atmosphere	9.47%	25
Walkability/bikeability	25.38%	67
Local restaurants, bars, and retail	22.73%	60
Friendly neighbors	20.08%	53
Location in relation to other Memphis areas and attractions	13.26%	35
Diversity	9.09%	24
Total		264

Selected Comments:

- ! Local restaurants - we like that the restaurants are within walking distance
- ! Picked all - Historic buildings and atmosphere Walkability/bikeability Local restaurants, bars, and retail Friendly neighbors Location in relation to other Memphis areas and attractions Diversity
- ! most of us have no idea how lucky we are
- ! Related to diversity, as a member of the LBGT community I feel comfortable here.
- ! walkability/bikeability, diversity
- ! Proximity to a good public school for our grandchildren.
- ! aura
- ! Activism of neighborhood and progressive concerns
- ! And diversity and friendliness
- ! The desire by everyone to know and get along; desire to improve the neighborhood and lend a helping hand.
- ! Restaurant, diversity, location in relation to other Memphis attractions
- ! Diversity
- ! The sense of community
- ! I consider moving often, but my neighbors keep me from it.
- ! Stability, longevity of residents
- ! The people and the culture
- ! Cooper-Young's strength is in it's diverse ethnic and cultural heritage. Most residents are progressively active in keeping Cooper-Young a thriving community that recognizes the importance of maintaining fairness and equality within the community.
- ! Neighborhood has a combination of everything that makes the area successful
- ! Size, price, and lifestyle of housing stock
- ! All of the above. The location is first, but the great restaurants and bars are also great, and it's amazing to be able to walk to them!
- ! Central location.
- ! I like all of the above. Also, if staying in Memphis I would not move to another neighborhood, but I would consider moving outside of Memphis. This has nothing to do with CY and I would be sad to leave.

What do you like least about the community?

Answer Choices	Responses	
Atmosphere and/or culture of the community	2.68%	7
Issues with crime and safety	55.94%	146
Blighted properties	22.61%	59
Parking for residents and visitors	6.90%	18
Lack of community spaces/ parks	7.28%	19
Traffic safety	4.60%	12
Total		261

Selected Comments:

- ! Noise, the train intersection at Southern
- ! Neighbor w/ waist high grass in backyard
- ! Although, I think we have less crime than most neighborhoods
- ! No fast food place in walking distance.
- ! My house has been broken into twice.
- ! Racism from neighbors
- ! Gentrification
- ! Parking on our street has become a bit difficult as neighbor has 3-4 (possibly more) vehicles
- ! CYCA is extremely narrow minded and prejudicial.
- ! Continual crime issues & growing paranoia of crime issues.
- ! CY neighborhood watch
- ! The restaurants could be better - e.g. better takeout options. Also could be more grocery options.
- ! segregation & racism
- ! Bullies in the neighborhood
- ! certain businesses non-neighborly practices
- ! Also blighted properties
- ! Dogs barking at all hours
- ! Issues with crime and safety and Blighted Properties
- ! Traffic and Parking has become a daily hassle.
- ! Gentrification, including overreaction to property crimes
- ! There has been a lack of willingness from some to support the area
- ! Weak borders and lack of stability with adjoining communities
- ! Distance from downtown/my office
- ! Intensifying strain between needs of business district and those of residents, particularly with regard to traffic and public safety.
- ! This is a hard question to answer - If I had to choose something it would be the rising costs of living here.
- ! Crime and safety are first, but blighted properties is a close second.
- ! Train noise on Southern.

- ! Sidewalk problems and filth threatening walkability including blight and crime
- ! blight and crime both issues

How would you describe Cooper-Young. Please mark as many as you feel are applicable.

Answer Choices	Responses	
Artistic	82.37%	229
Entertainment district	59.35%	165
Walkable/bikeable	87.05%	242
Business district	39.57%	110
Residential district	75.90%	211
Environmentally friendly	43.53%	121
Musical	47.12%	131
Exclusive	4.32%	12
Old-fashioned	12.23%	34
Accepting	69.78%	194
Innovative	34.17%	95
Historic	71.22%	198
Total Respondents: 278		

Selected Comments:

- ! it's like a great neighborhood full of straight people and hippies
- ! Cool, Fun, Friendly, Lively, Sociable
- ! Family oriented
- ! Eclectic!
- ! Racist on crime issues
- ! all the above
- ! Quirky
- ! Pet friendly, middle class, invested in the livability of Memphis
- ! awesome
- ! Crowded, over-commercialized.
- ! I worry that we are shifting from old- fashioned and accepting to exclusive
- ! Historic Hip says it all
- ! Hip
- ! Diverse
- ! FUN!

! Diverse, Unique, Friendly, Working-class, Changing

How familiar are you with the Cooper-Young Community Association (CYCA)?

Answer Choices	Responses
Very familiar--I have been involved with the Association now or in the past and I know about many of its events and services.	39.53% 102
Somewhat familiar--I have been a member of the Association now or in the past but I don't keep up with events or services.	31.78% 82
Slightly familiar--I know about a few of the Association's projects but do not know anything more about events or services.	22.48% 58
Not at all familiar--I have heard of the Association but am not sure what it does or how to become a member.	5.43% 14
I have never heard of the CYCA.	0.78% 2
Total	258

How would you describe your involvement with the CYCA?

Answer Choices	Responses
Very involved--I frequently volunteer, attend monthly meetings, and renew my membership annually.	8.56% 22
Somewhat involved-- I occasionally volunteer and/or attend monthly meetings, and have been a member.	19.46% 50
Slightly involved--I have been a member but don't volunteer or attend meetings often.	43.19% 111
Not at all involved--I very rarely participate in events and I usually do not sign up for an annual membership.	25.29% 65
I have no interest in being involved with the CYCA.	3.50% 9
Total	257

What might encourage you to become more involved with the CYCA? Please rank your top three from first to third.

	1	2	3	4	5	6	7	Total	Score
Change how meetings are organized (ex. times, locations, topics)	40.17% 47	23.93% 28	29.91% 35	3.42% 4	0.85% 1	0.85% 1	0.85% 1	117	5.93
More diverse volunteer opportunities	20.35% 23	42.48% 48	30.97% 35	6.19% 7	0.00% 0	0.00% 0	0.00% 0	113	5.77
More family friendly events	36.25% 29	17.50% 14	26.25% 21	5.00% 4	7.50% 6	6.25% 5	1.25% 1	80	5.46
More responsive leadership	25.58% 11	16.28% 7	13.95% 6	9.30% 4	23.26% 10	11.63% 5	0.00% 0	43	4.77
Better transparency in decision making	14.75% 9	29.51% 18	26.23% 16	6.56% 4	9.84% 6	11.48% 7	1.64% 1	61	4.92
More projects that fit my interests	45.83% 66	31.25% 45	17.36% 25	2.78% 4	0.00% 0	2.78% 4	0.00% 0	144	6.12
I have no interest in ever being involved with the CYCA.	18.42% 7	7.89% 3	13.16% 5	0.00% 0	2.63% 1	2.63% 1	55.26% 21	38	3.11

How well do you feel the CYCA serves Cooper-Young?

Answer Choices	Responses
Very well	47.08% 121
Somewhat well	30.35% 78
I don't know	18.68% 48
Not very well	3.89% 10
Not at all well	0.00% 0
Total	257

If you were choosing projects for Cooper-Young and the CYCA, in which of these areas would you focus? Please rank your top three from first to third.

	1	2	3	4	5	6	7	8	9	Total	Score
Improving blighted properties and public spaces.	41.85% 77	32.61% 60	21.20% 39	2.17% 4	1.63% 3	0.00% 0	0.54% 1	0.00% 0	0.00% 0	184	8.09
Planning a greater variety of community events.	14.29% 10	25.71% 18	35.71% 25	10.00% 7	4.29% 3	4.29% 3	5.71% 4	0.00% 0	0.00% 0	70	7.00
Attracting more businesses that serve community needs.	18.07% 15	22.89% 19	38.55% 32	3.61% 3	7.23% 6	2.41% 2	2.41% 2	2.41% 2	2.41% 2	83	6.98
Improving environmental sustainability.	19.18% 14	17.81% 13	26.03% 19	5.48% 4	9.59% 7	9.59% 7	5.48% 4	2.74% 2	4.11% 3	73	6.42
Increasing safety throughout the community.	52.84% 93	30.68% 54	8.52% 15	1.14% 2	1.14% 2	2.84% 5	1.70% 3	1.14% 2	0.00% 0	176	8.12
Creating more community spaces.	10.23% 9	32.95% 29	31.82% 28	3.41% 3	4.55% 4	5.68% 5	7.95% 7	1.14% 1	2.27% 2	88	6.73
Improving pedestrian and bicycle access.	15.00% 12	26.25% 21	30.00% 24	7.50% 6	1.25% 1	3.75% 3	6.25% 5	10.00% 8	0.00% 0	80	6.60
Advocating for new parking solutions.	10.67% 8	26.67% 20	38.67% 29	2.67% 2	0.00% 0	0.00% 0	0.00% 0	12.00% 9	9.33% 7	75	6.29
Promoting more visible community pride.	11.48% 7	13.11% 8	37.70% 23	3.28% 2	6.56% 4	3.28% 2	0.00% 0	3.28% 2	21.31% 13	61	5.66

How would you describe the level of property maintenance in Cooper-Young?

Answer Choices	Responses
The majority of properties are well-cared-for and owners seem to take pride in their upkeep.	10.93% 27
Some properties need work but overall the neighborhood is in decent shape.	55.87% 138
Several properties need significant improvement and reflect poorly on the neighborhood.	27.94% 69
A large number of properties are rundown and make Cooper-Young seem like an undesirable place to live.	4.45% 11
I am not concerned about property maintenance in Cooper-Young.	0.81% 2
Total	247

What are your biggest concerns about property maintenance in Cooper-Young? Please rank your top three from first to third.

	1	2	3	4	5	6	Total	Score
Poorly-kept yards	17.70% 20	36.28% 41	35.40% 40	7.08% 8	3.54% 4	0.00% 0	113	4.58
Buildings falling apart or in need of serious maintenance	46.94% 92	32.65% 64	18.37% 36	0.51% 1	1.02% 2	0.51% 1	196	5.22
Empty an/or unused lots	19.30% 22	27.19% 31	41.23% 47	7.02% 8	5.26% 6	0.00% 0	114	4.48
Broken sidewalks	31.76% 47	27.70% 41	31.08% 46	4.73% 7	4.73% 7	0.00% 0	148	4.77
Absent property owners	36.09% 48	30.08% 40	24.81% 33	3.76% 5	5.26% 7	0.00% 0	133	4.88
I have no concerns about property maintenance in Cooper-Young	28.95% 11	2.63% 1	13.16% 5	2.63% 1	0.00% 0	52.63% 20	38	3.00

If you were improving property maintenance in the community, in which three projects would you be most interested? Please rank your top three from first to third.

	1	2	3	4	5	6	7	Total	Score
Create a rehabilitation/repair fund for owner-occupied blighted properties	32.81% 42	28.91% 37	28.91% 37	2.34% 3	5.47% 7	1.56% 2	0.00% 0	128	5.77
Provide community help for yard work	19.27% 21	33.03% 36	36.70% 40	7.34% 8	0.92% 1	0.92% 1	1.83% 2	109	5.52
Repurpose vacant or blighted lots for community use	41.24% 73	31.64% 56	22.60% 40	2.82% 5	0.56% 1	1.13% 2	0.00% 0	177	6.07
Increase preservation laws for ex. Making Cooper-Young a Landmarks District	35.05% 34	21.65% 21	26.80% 26	4.12% 4	6.19% 6	2.06% 2	4.12% 4	97	5.53
Promote home ownership	33.71% 30	25.84% 23	26.97% 24	2.25% 2	1.12% 1	5.62% 5	4.49% 4	89	5.54
Encourage front yard gardens	13.11% 8	31.15% 19	26.23% 16	3.28% 2	1.64% 1	13.11% 8	11.48% 7	61	4.66
Assist homeowners to repair broken sidewalks	25.81% 32	31.45% 39	33.06% 41	1.61% 2	3.23% 4	1.61% 2	3.23% 4	124	5.57

How important is it for you to live in an environmentally-conscious community?

Answer Choices	Responses
Very important	51.60% 129
Somewhat important	39.20% 98
Slightly important	7.20% 18
Not at all important	2.00% 5
Total	250

How would you rate concern for the environment in Cooper-Young?

Answer Choices	Responses
Very high--Most community members care deeply about being environmentally friendly	11.60% 29
Somewhat high--Some community members have an above average interest in environmental concerns	60.40% 151
I'm not sure.	22.40% 56
Somewhat low--A few community members may care but most are not concerned with this issue.	4.40% 11
Very low--Very few residents, if any, are concerned with this issue.	1.20% 3
Total	250

Would you be interested in participating in any of the following projects? Please mark all that apply.

Answer Choices	Responses
Planting more native and/or fruit trees throughout the neighborhood	59.75% 141
Turning power off for one day in the year	36.02% 85
Holding demonstrations of alternative energy sources	40.25% 95
Encouraging low energy and/or off-grid housing	49.58% 117
Incentivizing property-owners to weatherize and/or install alternative power sources	63.14% 149
Encouraging zero waste practices (composting, recycling, etc.) throughout the neighborhood	67.37% 159
I am not interested in any projects concerned with the environment	6.78% 16
Total Respondents: 236	

Selected Comments:

- ! how many of you out there don't know their direct next door neighbors. What does this tell you.
- ! Public recycling trash cans!
- ! See if we can influence TN to adopt a bottle deposit
- ! Willing to participate as my health allows
- ! car-free streets or car-free zones where no cars are allowed, where only emergency and commercial vehicles may enter
- ! educating people on the environmental effects of yard maintenance and on how to do zero-impact yardwork.
- ! what? go without power for 24 hours? with crime so high?
- ! I don't think any of these ideas are feasible as related to me, but they are really vague.
- ! Encouraging more eco-friendly commuting; eco-friendly yard maintenance (e.g. not using RoundUp to kill weeds, etc.)
- ! I'd love a community garden and community composting initiatives.
- ! dont have a lot of free time...
- ! Encouraging people to give up animal products once a week. To help save the planet. And or create outlets for restaurants to donate food that is going to waste to community organizations.
- ! Encourage water conservation--drought tolerant planting
- ! Promote alternative transportation options

- ! Turning unused spaces into community gardens. Empty lots and even alongside alleyways!
- ! Form a coalition to convince the reroute of the Southern Railroad and railroad yard be re-routed around the city, turning the existing line into commuter passenger car lines with intersecting north to south bus routes like they did in Nashville.
- ! UBER / Rideshare Parking spot in commercial district; Best Practices for lawn & garden fertilizer use; mosquito control
- ! Good lord the last thing this neighborhood needs is more fruit trees; they draw rats.
- ! It would be great to have a hazardous waste pick up station.
- ! Creating a squad of able, knowledgable handymen to fix houses at low cost
- ! Community gardens

How safe do you feel as a pedestrian or cyclist in Cooper-Young?

Answer Choices	Responses	
Very safe	13.06%	32
Somewhat safe	60.82%	149
Slightly safe	18.78%	46
Not at all safe	5.31%	13
I haven't thought about it	2.04%	5
Total		245

What do you think would most improve safety for pedestrians and/or cyclists in the neighborhood? Please rank your top three solutions from first to third.

	1	2	3	4	5	6	7	8	Total	Score
Lower speed limits	32.95% 29	25.00% 22	28.41% 25	6.82% 6	3.41% 3	0.00% 0	2.27% 2	1.14% 1	88	6.63
More crosswalks on busy roads	32.52% 40	33.33% 41	29.27% 36	1.63% 2	3.25% 4	0.00% 0	0.00% 0	0.00% 0	123	6.90
More speed humps	43.62% 41	20.21% 19	21.28% 20	3.19% 3	2.13% 2	4.26% 4	3.19% 3	2.13% 2	94	6.64
Improved sidewalks	35.62% 52	30.82% 45	26.71% 39	1.37% 2	1.37% 2	2.74% 4	0.68% 1	0.68% 1	146	6.84
Better street lighting in busy areas	33.70% 31	32.61% 30	21.74% 20	2.17% 2	3.26% 3	3.26% 3	3.26% 3	0.00% 0	92	6.68
More bike lanes and racks	21.33% 16	34.67% 26	21.33% 16	8.00% 6	2.67% 2	6.67% 5	4.00% 3	1.33% 1	75	6.21
Flashing lights or other visual measures to slow traffic	9.57% 9	34.04% 32	37.23% 35	2.13% 2	5.32% 5	3.19% 3	7.45% 7	1.06% 1	94	5.96
Remake Cooper to be more like Overton Square or Broad Ave	19.18% 14	15.07% 11	30.14% 22	8.22% 6	2.74% 2	2.74% 2	2.74% 2	19.18% 14	73	5.25

Do you feel that parking in Cooper-Young is a problem?

Answer Choices	Responses	
Yes, parking is a very big problem.	14.29%	35
Yes, parking is somewhat of a problem.	49.39%	121
I am not sure or haven't thought about it.	8.98%	22
No, parking is not a big problem.	22.45%	55
No, parking is not at all a problem.	4.90%	12
Total		245

If you consider parking to be a problem in Cooper-Young, what would be the best solution?

Answer Choices	Responses	
Build a parking garage	22.22%	48
Direct visitors to park in alleys	0.46%	1
Redesign existing parking along Cooper and Young	18.06%	39
Direct visitors to park at the Fairgrounds	3.24%	7
Encourage use of services like the Roo, mass transit, or similar	22.69%	49
Increase available surface parking	14.81%	32
I do not feel that parking is a problem in Cooper-Young.	18.52%	40
Total		216

Selected Comments:

- ! Encourage use of other services
- ! Charging a small fee at lots like Peabody School and or 1st Congo, with the \$ going back to them
- ! Fairground parking with shuttle services
- ! if we're going to live in a Entertainment District. we need more public transportation weather be Uber Yellow Cab Ore City buses
- ! I'm not sure. My problems with parking will be different than those of residents closer to the restaurants. I just know I dread events at the Fairgrounds, especially the Southern Heritage Classic.
- ! Have MPD enforce parking codes
- ! Offer more bus options from distant parking areas
- ! Not sure how parking could be changed/and or improved for the festival and Liberty Bowl events. Those are basically when parking is a problem on our block.
- ! I live on Evelyn which is a few streets down from where all the restaurants are and there is always parking on my street (with the exception of cooper young fest) so yes, I think parking is a problem from people near the corner of cooper and young but once people start to go a few streets over, there is no problem. So maybe just clearer marked parking options? I also think adding some parking the way Broad Ave has it could be helpful.
- ! We live very near Cooper/Young intersection. People blocking our drive-way, throwing bottles & garbage in our yards, standing by their cars & being rowdy, loud, at early a.m.becoming increasingly worse
- ! please. not another ugly, dangerous garage idea.
- ! All of these solutions regarding pedestrians & biking are terrible! I would probably move.
- ! The Congo - improve the lot, better lighting and security. Advertise the Roo
- ! second choice is mass transit
- ! This is more complex than a single answer really on this one. However, I do not agree with building a garage. "Use your feet, park on the street!"
- ! Direct visitors to available free parking in the neighborhood, ensure a sense of safety when walking from said parking to the business section
- ! Make CY more bike friendly
- ! Please quit advocating for a garage.
- ! WAYFINDING signage to direct visitors to already available parking options (Congo, the lot off Walker across from Galloway Church)
- ! A combination of redesign, increase in public tranist and moderate increase in surface parking. NO GARAGE.
- ! Park at First Congo. Have city line off no parking areas.

- ! there are several lots that are used for valet parking if they were repaved, had lights installed and "groomed" they could be an alternative to a garage. i think the overton garage looks great. in chicago there are several small neighborhoods that have attractive parking garages.
- ! The change in parking along cooper and young has been investigated several times by the CYBA and you gain almost no spaces especially now that the bike lanes are in. The CYBA has funding that will address the speed and safety issues but we only have so much space for parking on the streets and you cannot block the alleys emergency traffic the parking garage is the best solution
- ! There is abundant on street parking in CY. Further, I would add encourage on street parking as a solution to making the community more walkable.
- ! Work with Peabody School, First Congregational Church, Galloway Place, etc. and place neighborhood signage to direct visitors to these available surface lots. Simple solution.
- ! Educate public on available parking. Explore permit only parking on certain residential streets
- ! Make side street parking for residents only - need a city-issued sticker to park
- ! Trolley system
- ! And redesign parking along Cooper and Young
- ! Keep it free!
- ! If people were willing to park one or two blocks off Cooper parking would not be a problem.
- ! direct visitors to park at 1st Congo lot
- ! biking too

How interested would you be in having more mass transit in Cooper-Young?

Answer Choices	Responses	
Very interested	36.48%	89
Somewhat interested	32.38%	79
Slightly interested	11.89%	29
Not at all interested	12.30%	30
I haven't thought about it	6.97%	17
Total		244

What kinds of activities would you like to see in Cooper-Young? Please mark all that apply.

Answer Choices	Responses	
Family friendly - for young kids	44.49%	105
Activities for youth/teens	32.20%	76
Music in the gazebo	66.10%	156
Activities that utilize outdoor spaces	67.37%	159
Activities for singles or young couples	38.56%	91
Activities for seniors	33.05%	78
Better meetings- diverse times/ spaces	28.39%	67
Art or history walks	55.08%	130
Winter Festival	52.12%	123
More opportunities to volunteer	17.80%	42
Block parties	54.24%	128
Total Respondents: 236		

Selected Comments:

- ! we need more activities put on by the diverse groups of people who we've always been so proud to have living in Cooper Young
- ! I like Overton Square's back yard/cornhole/open air area
- ! It's all great, but we're homebodies, so no shot at us attending anything.
- ! engage local fitness groups to lead community exercise and teach about diverse options for staying healthy
- ! Activities for singles & not young couples, more explicitly queer-friendly events
- ! More concern for justice issues here, nongentrification
- ! I would like to see all of these! :-)
- ! A spring festival to bookend the Cooper Young Fest weekend in the fall.
- ! All of the above!
- ! Activities that attract people and families to the area if the businesses will participate in specials on the event dates not much lately
- ! Honor / recognize a person or family each year that is nominated for their contribution / involvement to the community, or some other reason for positive recognition.
- ! CY has all of the above.
- ! More special events with our business's.
- ! Neighborhood sojourns to recreational, educational and entertainment venues outside of CY, taking advantage of group pricing. For example, Redbirds games, Orpheum shows, museum exhibits, etc.
- ! We have lots of activities.

Do you feel there are enough activities for children or youth in Cooper-Young?

Answer Choices	Responses	
Yes, there are many activities.	2.09%	5
There are some activities for children.	20.50%	49
There are rarely activities for children.	20.92%	50
There are never activities for children.	2.09%	5
I do not have any children and/or this is not an issue for me.	54.39%	130
Total	239	

What kinds of volunteer opportunities would you like to see in Cooper-Young? Please mark all that apply.

Answer Choices	Responses	
Gardening or urban farming	55.96%	122
Street clean-ups	54.59%	119
Pop up parks	40.37%	88
Mentoring or tutoring children	39.45%	86
Assisting neighbors with code violations (rake leaves, fix up properties, etc.)	60.09%	131
Events	33.03%	72
Total Respondents: 218		

Selected Comments:

- ! Community gardens
- ! after visiting atlanta, i see how important greenspace is to a younger demographic. i think it is important to sustain any available greenspace, ie fairgrounds instead of commercializing those areas.
- ! Visiting, feeding, caring for elderly; Feeding, caring, listening to what the homeless need (we seem to have a few regular homeless or panhandlers in the area - what would really help them in their lives so they don't need to panhandle?)
- ! I was once involved with community watch, was a block captain, even delivered the Lamplighter. All of the above is great, and I wish it all great success. But I just don't have it in me to volunteer anymore.
- ! Make hood more welcome people of color.
- ! I think we have plenty of opportunities actually
- ! Things that don't take up too much time - instead of one 4 hour shift, I'd rather do more frequent but shorter shifts. Also helps when there is a fun social aspect after!
- ! Finding effective ways to assess homeless people and stray or feral animals.
- ! There are several commercial spaces vacant suggest Pop up shopping in the space to attract tenants and people to CY
- ! CY has all of the above.
- ! Safety patrols.
- ! Maybe consider a service/time bank?

How safe do you feel in Cooper-Young?

Answer Choices	Responses	
Very safe	17.28%	42
Somewhat safe	64.20%	156
Slightly safe	13.99%	34
Not at all safe	4.53%	11
I haven't thought about it	0.00%	0
Total	243	

If you feel unsafe in the neighborhood, what are the top three reasons? Please rank your reasons from first to third.

	1	2	3	4	5	6	Total	Score
Suspicious pedestrians or motorists	30.91% 34	21.82% 24	33.64% 37	5.45% 6	7.27% 8	0.91% 1	110	4.61
Home break-ins	50.86% 89	36.57% 64	8.57% 15	2.29% 4	1.71% 3	0.00% 0	175	5.33
Vandalism	6.76% 5	22.97% 17	51.35% 38	12.16% 9	5.41% 4	1.35% 1	74	4.09
Thefts from cars (ex. taking items like change or electronics from a car)	16.91% 23	43.38% 59	33.09% 45	2.94% 4	3.68% 5	0.00% 0	136	4.67
Assaults/Muggings	32.41% 35	23.15% 25	35.19% 38	2.78% 3	2.78% 3	3.70% 4	108	4.69
I do not feel unsafe in Cooper-Young	67.27% 37	10.91% 6	5.45% 3	0.00% 0	0.00% 0	16.36% 9	55	4.96

What projects, programs, or efforts might make you feel safer in Cooper-Young? Please rank your top three from first to third.

	1	2	3	4	5	6	7	Total	Score
Active patrols from the Cooper-Young Neighborhood Watch	36.36% 44	32.23% 39	26.45% 32	4.13% 5	0.00% 0	0.83% 1	0.00% 0	121	5.98
Cameras on every street	31.48% 34	37.96% 41	17.59% 19	10.19% 11	0.93% 1	0.00% 0	1.85% 2	108	5.81
Hire a neighborhood security service (ex. Phelps service in Central Gardens)	34.07% 31	26.37% 24	25.27% 23	4.40% 4	4.40% 4	3.30% 3	2.20% 2	91	5.63
Increased lighting in public areas	33.87% 42	31.45% 39	26.61% 33	3.23% 4	2.42% 3	2.42% 3	0.00% 0	124	5.84
Close or block off alleys	31.67% 19	16.67% 10	21.67% 13	1.67% 1	11.67% 7	11.67% 7	5.00% 3	60	5.00
Maintaining blighted or neglected properties	24.41% 31	28.35% 36	37.80% 48	2.36% 3	3.94% 5	3.15% 4	0.00% 0	127	5.57
I do not feel unsafe in Cooper-Young	52.00% 26	16.00% 8	8.00% 4	0.00% 0	0.00% 0	2.00% 1	22.00% 11	50	5.26

How much might you be willing to pay for a neighborhood security service like Phelps?

Answer Choices	Responses	
\$40-\$49 per month	30.40%	69
\$50-\$59 per month	7.93%	18
\$60-\$69 per month	1.32%	3
\$70-\$79 per month	0.88%	2
\$80-\$89 per month	0.44%	1
\$90-\$99 per month	0.44%	1
\$100+ per month	2.20%	5
I have no interest in a neighborhood security service	56.39%	128
Total	227	

How do you feel about the number and variety of community spaces in Cooper-Young?

Answer Choices	Responses	
There are plenty of community spaces and the variety is greater than what might be expected in other neighborhoods.	11.40%	26
There are some community spaces and the variety is okay but both could be improved.	52.63%	120
There are only a few community spaces and there is not much variety.	30.70%	70
There are almost no community spaces and very little variety.	5.26%	12
Total	228	

If you were to add new community spaces, what would you choose? Please rank your top three from first to third.

	1	2	3	4	5	6	7	8	9	Total	Score
Community center	31.58% 18	22.81% 13	24.56% 14	12.28% 7	1.75% 1	0.00% 0	3.51% 2	3.51% 2	0.00% 0	57	7.39
Community bulletin board	18.87% 10	22.64% 12	30.19% 16	3.77% 2	15.09% 8	7.55% 4	0.00% 0	0.00% 0	1.89% 1	53	6.92
Community garden	37.70% 46	31.15% 38	22.13% 27	3.28% 4	1.64% 2	4.10% 5	0.00% 0	0.00% 0	0.00% 0	122	7.88
Community park	50.00% 66	24.24% 32	18.94% 25	3.03% 4	1.52% 2	2.27% 3	0.00% 0	0.00% 0	0.00% 0	132	8.11
Outdoor community pool	31.17% 24	29.87% 23	25.97% 20	0.00% 0	3.90% 3	0.00% 0	7.79% 6	1.30% 1	0.00% 0	77	7.47
Use alleys as community space	21.43% 12	30.36% 17	26.79% 15	0.00% 0	1.79% 1	5.36% 3	7.14% 4	3.57% 2	3.57% 2	56	6.86
Pocket parks	22.68% 22	36.08% 35	29.90% 29	3.09% 3	1.03% 1	1.03% 1	4.12% 4	2.06% 2	0.00% 0	97	7.46
Public benches and/or chess/checkers tables	14.43% 14	34.02% 33	40.21% 39	1.03% 1	1.03% 1	1.03% 1	0.00% 0	8.25% 8	0.00% 0	97	7.15
I do not feel Cooper-Young needs more community spaces.	40.74% 11	0.00% 0	7.41% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	51.85% 14	27	4.70

Selected Additional Comments

- ! I think pocket parks and use alleys as community spaces are the same thing. Not sure what you mean about making CY like Overton Square. Yes, parking is somewhat of a problem but not on res. roads. Communication about opportunities might encourage me to become more involved with the CYCA.
- ! We need a quiet zone for the trains as in Germantown or Collierville. My next door neighbor, David Gomentz (a lawyer) pledged to head a committee. Committee to silence trains, address stadium noise would encourage me to become more involved in the CYCA. Train noise to stop should be a project for the CYCA. Walker and Barksdale need speed bumps and improved sidewalks. Parking - diagonal parking lot/ landscape areas and in it like Broad.
- ! Concerned about sidewalks because I tripped on one and badly scraped my knee. Community barter/ trading services (like tutoring or babysitting or lawn mowing or minor home repair). Unoccupied houses (the house next door to me has been empty since I got here 8 years ago, though it is maintained). Code enforcement (the house on the corner of Tanglewood and Felix - the house needs work and it seems whoever owns it just keeps expanding living(?) storage spaces to the back/ side yard rather than fixing the house itself).
- ! Parking - people are lazy and don't want to walk a few blocks. The Roo has issues I used them a few times - last time it was over 35 min. late and the driver said it would cost be \$6 1 way to Overton Square because it was 1st weekend of Art Walk DNTown and the Roo was going the whole way. I'll never use it again. People need to walk the beat - state prove crime goes down when cops walk the neighborhood. Open police sub station instead of hiring private security. 2 break ins w/ \$\$ damage
- ! We have to get the crime under control, it is very damaging to the neighborhood.
- ! Much of the crime in our part of the neighborhood is directly related to the alleys behind people' homes. Unless a workable solution is put in place, I feel that they should be closed.
- ! i think it is important to provide opportunities (activities and community involvement) for young people in our area. (see greenleaf learning farm, knowledge quest, marlon foster) i think a focus on providing opportunities for youth in

and around cooper young would provide a sustainable future/growth for us as a safe, diverse, innovative, human/family friendly community and perhaps as a model within the city of memphis. i think that blight brings crime. criminals are less likely to commit crimes in public well lit areas. i doubt anyone wants to have their neighborhoods fully lit, but if there are abandoned properties, maybe those can be lit and focus/action taken to expedite processes to eliminate/reduce blighted properties in the neighborhood.

- ! Prevent investors from tearing down houses and putting 2 or 3 houses on lot. I think Landmarks would be the best for that.
- ! For the most part I love living in Cooper Young. I don't have a lot of free time for volunteering and my finances aren't allowing me to spruce up my yard and house as I would like to.
- ! I love CY! I'm concerned about the level of racism/stereotyping that CY residents engage in on the Next Door app. Some sort of anti-oppression training for residents would be great!
- ! I don't know how much influence CYCA has on attracting certain types of business to the community, but these are my thoughts on some great businesses to attract, maybe to those vacant spaces on Young. It would be easy to put a new bar/restaurant right into where Greencork was. It would be so great to have a place for people who are non-drinkers to go out and socialize at night. A place that is open late and serves coffee, juices, kombucha, desserts. Could also serve alcoholic drinks, so everyone can socialize, maybe a Wet & Dry kind of place. Would also love to see a good bakery which supplies wholesome bread with real ingredients, rolls, desserts, etc. A place where you can stock up on your bread for the week without having to buy shelf stable bread with a chemical s%*tstorm of ingredients. Just my ideas for great new businesses needed in the neighborhood. Thanks!
- ! Blighted properties are my biggest concern. Survey does not work well on iPhone
- ! Community space option that was not on the list but would be a great idea for a vacant property/lot area-dog park.
- ! Thank you for the wonderful work that you are doing!
- ! There need to be more reasons to stay in the area when you visit besides eating and drinking. Parks and interesting art give people a reason to linger in the area and could encourage them to spend more money. Most of my friend group just eats in the area then drives to Overton square so we can do something interesting after we have eaten.
- ! Not sure what good hiring Phelps Security would do. Would like to see more about that before I committed to a price.
- ! Adding more exercise equipment on the CY Train Track Bridge. The addition of the pull up bars has been fantastic! Feel that space has a lot of potential for a community park.
- ! Very difficult to get into brewery for neighborhood watch meetings. those steps might as well be a mountain. And they don't come out when you press the button. Not sure why neighborhood watch wants to be a different entity when they want to take advantage of the cyca infrastructure and contacts etc. Can't believe people won't call 911 (not 545-cops or ignore it completely) when they hear shots fired. This morning's incident of a man not being found for 8 hours after shots were heard was outrageous.
- ! car-free days, streets, and zones reduce traffic and crime and get people outside their homes more than streets with heavy fast traffic
- ! Alleyways are an issue of blight and of safety but I have not seen anyone approach it in a long term manner. Blocking them in would only make them worse and trimming barely lasts a few months. They need to be leveled and completely paved and have regular street sweeper cleaning and trimming maintenance.
- ! I just want to say, I LOVE cooper young. It breaks my heart that I have been considering moving out of the area. Just lately I have not felt very safe. It's to the point where I don't feel comfortable even walking to restaurants from my house anymore because I'm approached by MANY aggressive panhandlers on my walk. I work with mentally ill people and have a huge amount of compassion for them and I don't mind being approached occasionally but it's gotten to a very extreme point lately. And it's not just getting approached by people, its the crime in general, homes broken in to, cars stolen/broken in to, being threatened on the street by a random group of teenagers. It's just all gotten to be a bit much. I really do appreciate all of the efforts you and the neighborhood watch are making and I hope it all pays off. Thank you guys for everything you do for our community.
- ! It would be nice to have a community garden. (If maintained) There is interest but not full commitment. I would love to be a part or support a committed team.
- ! Adjusting monthly CYCA meetings to "feel" more like a community gathering that is open to all & fun/informative is a very easy and FAST way to show the community that voices are heard & changes are being made.

- ! I heart Kristen! She's awesome!
- ! More businesses that would be fun & not too expensive for families. Ice cream parlor, candy store
- ! I strongly support AVOIDING actions that bring large numbers of visitors from outside Midtown into the neighborhood. I feel that runs the serious risk of reducing livability for residents, and would, instead, create even more problems with parking and accessibility for Midtowners. For example, activities like the Cooper Young Festival, which, while it is a treasured tradition, has become a tourist attraction and kind of a drunken scene rather than the community gathering it once was. I haven't been in years, and don't anticipate going again. Please resist the opportunity to create more large festivals and focus on the community itself.
- ! I am very opposed to the measures that have been taken recently regarding cameras and security in this neighborhood. We should be appalled & offended that so much city money went to Cooper Young instead of majority black neighborhoods that actually have crime problems. The people I encounter in Cooper Young who are concerned about crime need to realize they live in an urban area & and if they don't like it move to some of those delightful gated communities out east. Otherwise quit whining and quit trying to impose illegal measures like cameras. When CYNW gets sued, who will be paying the bill? I paid my CYCA dues for 2 years & was happy to, but I don't see CYCA doing anything that I find compelling or useful. I certainly wouldn't have bought a house here if I'd known the community was like this.
- ! We need a dog park in CY. Desperately.
- ! I would like to see the trestle at Cooper near Mapco cleaned up or painted with "Cooper Young" as an entrance marker to our neighborhood. I think the CYCA could lobby the city and the railroad better than an individual. Also, some efforts to clean up street trash on a regular basis (weekly) might be good.
- ! Blight and crime are our two biggest concerns to improve our wonderful neighborhood. All else should be put to the side until those two things are improved; otherwise, the other improvements will be for naught.
- ! I would like to see CYCA financial support for the Johnny Cash statue and plaza
- ! The quantity of questions about safety and policing may lead people to over-emphasize those issues. Some of us focus on other issues and solutions.
- ! I think there is no action taking to control bullying in adults in Cooper-Young which I have never seen anything like it. I have lived all over the country and a first time home buyer here and I dislike here only because of the neighbors.
- ! I hate the alley "improvement" between Oliver and Young. Terrible terrible use of funds.
- ! I would like to see more connection and collaboration between the CYCA and Peabody elementary school. We have a great public space in the school yard that could be used and maintained by the community. But I don't feel that the school is always respected by the community (for example, I find beer bottles, trash, and dog waste in the school garden).
- ! Meetings minutes/ agendas via email in advance/ communication measures like that would be beneficial. I'm unaware if such tools are already in place.
- ! My main concern in the neighborhood is with homes that are owned and inhabited but not kept up at all. We have had constant issues with our neighbors, who don't seem at all interested in upkeep, leading to rats and fleas all in their yards (and sometimes crossing over to ours!). If able-bodied homeowners refuse to maintain their yards/house, maybe the community association could send them notices? It really hurts the look, cleanliness and safety of the neighborhood.
- ! Please focus on and resolve the Oliver/Young Alley flooding issue. I've lived here for over a decade and have never had any issues. Now, even a modest rain floods my back yard. A heavy rain flooded my basement and cost me several hundreds of dollars in repair costs. This was not an issue before the alley was improperly paved.
- ! I am strongly concerned by the Ineffectiveness and possible corruption of the Environmental Court that allows delinquent home owners to ignore the mandated code compliance. Meanwhile their property decays into a fire hazard for all who live around the blighted property.
- ! Just want to say I think community gardens would be AWESOME.
- ! I would like to know how much home owners still like the Speed Bumps that were installed a few years ago. I do not see where they do what they were supposed to do. How many traffic incidents occur on speed bump streets compared to non-speed bump streets?

- ! This neighborhood has changed over the past decade and now includes so many more young families and young professionals with more resources than what we've previously had available. Property value is soaring. Some of what we pretend is "quirkiness" is just hoarding. It's frustrating. In the past, I feel like the CYCA has tried to act like crime is not a big deal. We need to address the current crime wave with real solutions. Lighting and better security are required. Otherwise, we are just going to lose residents with means to downtown and the area around Overton Square.
- ! Best neighborhood in Midtown! Would really like to see better improvement - safety, blight - on streets south of Young; seems there is a higher concentration of blight (makes sense given proximity to Southern). Need better sidewalks. Would love to see another business (like a small boutique hotel with rooftop restaurant and first floor retail) where the Cooper Cottage Daycare is - that building is an eyesore.
- ! The businesses need security from Tanglewood to Blythe and up and down Cooper every night. CYCA needs to insist on this. No level from bands and music needs to be off at 9:00 for residents and children.
- ! the landlords should be held more accountable. I don't have a problem with rental properties, just wish they all took good care of their properties and yards. Also, the number of houses that sit empty when there are people willing to buy or contractors willing to build is so frustrating. The process is not easy or clear. You don't see empty lots or houses in east Memphis or central garden like you do here.
- ! Again really dislike all the cameras and other surveillance encouraged on next door and in neighborhood watch organizing. We are a prosperous and ever whiter neighborhood in a poor and nonwhite city - it's far more important to me to acknowledge these disparities and work to build bridges and fight poverty than it is to demonize neighbors and police public space. Also, separately, it would be great to have more ordinary indie businesses: bakery, drugstore, hardware store, diner, etc.
- ! Available resources are already in place for Cooper-Young but better cooperation is needed between the neighborhood and institutions, businesses to share resources. Am tired of 'buzzword urbanism' and want to focus on improving infrastructure, improving neighborhood quality, density, and anticipating the demise of the personally owned automobile (i.e., the Garage proposal is ill-advised and the last gasp of an ending era).
- ! Some of the trees in the neighborhood have really gotten too big. I live next to a house that was recently crushed by an uprooted tree. I know it's a huge expense for home owners to trim/take down/maintain these trees and most just don't want to deal with it. I had a tree taken down a few years ago in front of my house after a large branch caused roof damage. I don't know the solution other than starting the conversation.
- ! Fairgrounds impact us. We should consider safety there as well as glass and debris on grounds
- ! An improved gateway from East Parkway on Young could connect CY with Liberty Bowl/Kroc and bring more life to SE quadrant
- ! I would like to further press interest in using Phelps. Prior to moving to CY I lived in Central Gardens for 2 years and used their service. Their presence helps deter crime, and people would be more comfortable calling Phelps if something "doesn't feel right" as opposed to calling MPD. Also, Blight and poorly kept properties hurt the community in many ways, but specifically: Crime & Property Value. I am proud to be a new homeowner in Cooper Young and have been impressed with the community involvement, but there is a lot that can be improved on.
- ! I might be interested in a security firm but the monthly price must be lower and everyone must contribute
- ! Wish we had a Cooper-Young dog park!
- ! I love Cooper Young.
- ! I have two points that I want to clarify: 1. There is enough parking in Cooper-Young. Building a garage would be crazy. Why would we spend millions of dollars for something that is a problem, maybe, eight hours a week. What we need is better signage and wayfinding guides to help people know that they can park in front of In Balance Fitness or Young Avenue Sound and walk up to the intersection. It's not far, and it would cost far, far less and make use of existing resources. 2. I am not a member of the CYCA, because I do not feel like the Association takes a stand on anything. I am hopeful that this process will start to change that. I think the reason that parking and Phelps are still constant discussions is because the CYCA hasn't stood up and made its position known, on behalf of the residents it claims to represent. I know that we all just want to get along, but sometimes, you have to stand up and make your position known. The CYCA rarely does that, so I don't see a reason to be a part of the association anymore (I am a former member).
- ! Curious if cost per household for security service could be less than \$40 monthly or if could be an annual fee (perhaps \$75 - \$125 annually) as oppose to minimum option in survey of \$40 per month per household.

- ! Cooper-Young is a wonderful neighborhood. Help fix sidewalks, especially on Cooper. Plant more street trees. Improve lighting at night. Find a way to maintain affordability. Personally, I love the idea of chess tables. I'm sure a lot of people are going to gripe about parking but it really isn't an issue. Our cultural expectations about parking are starting to shift - the people who are most concerned about it have outdated expectations for where and how they get to park their cars. I wish the CYCA did more to actively recruit people to join - I've lived here for more than a year, and my roommate is on the CYCA board, I'm good friends with the CYCA director and other members of the board. But nobody has ever actually ASKED me to join the CYCA. How come?
- ! I hope that we can find a solution to the problem with the youth "gang" in the SE quadrant.
- ! Regarding lighting - there should be more lighting everywhere - not just in public areas
- ! I so appreciate all the volunteers and the CYCA does! Unfortunately over the years I have become so overwhelmed with life I can't help or become more involved. It doesn't mean I don't want to!
- ! Safety in CY needs to be addressed. There are many things that could help this; security company, active neighborhood watch and taking care of blighted properties.
- ! The mayor is interested in looking into railway crossing quiet sounds for Memphis. Cooper Young Assoc should be very active in that endeavor. The crossing at Cooper and Southern is awful.
- ! There should be a basketball court or two with a portajohnny, on Peabody Elem grounds perhaps
- ! Some of the rental property in cooper-young has constant problems, and unfortunately some are close to me. I have had to call code numerous times.
- ! Neighbors, particularly on the Parkway and usually rental properties, are parking on the grass/yard/greensward. That needs to stop.
- ! My neighbor has a chicken and sometimes it gets out and it is one of the worst things I can imagine a neighbor doing. Please arrest him and his chicken. Other than that, my neighborhood is lovely and the leadership is amazing, charming, and well dressed.
- ! I am not a Cooper-Young resident, yet, but I love the community and think it is a great example of Memphis. I love visiting often and look forward to moving into the community when our current home no longer works for us.

Focus Groups – Assessment Tool

Cooper-Young Community Association – Ideation Session Proposal

Meeting 1: Ideation Session – Saturday, February 13 – CYCA Office

- Paper invitations
- CYCA Facebook page invitation, NextDoor invitation
- Breakfast and coffee
- Sanne creates worksheets, print at office
- Sharpies, large post-its, small post-its
- Music (co-creation station)

Meeting 2: Co-creation Session – Saturday, March 5 – CYCA Office

Meeting 3: Presentation of Ideas – Thursday, March 31st – Memphis Made Brewing

- Present ideas to other neighbors
- Vote for best idea(s), winner gets prize, plan will be taken on by CYCA
- All attendees get a t-shirt; I am an awesome neighbor because I participated with CYCA
- Have interactive mapping exercise to identify where attendees come from

Meeting 1: Ideation Session – February 13th

- Invite neighbors through email, Facebook, and hard-copy flyers for Interactive Feedback Session – Share Your Ideas with the Board!

Introduction

5 min.

Objective: to introduce ourselves and get to know each other a little bit

- ! Introduction by Kristen Schebler, CYCA Director

- ! Thank you all so much for coming! My name is Sanne Roijmans, and I will be facilitating the session today. I am originally from the Netherlands and since 2012 a Cooper-Young resident. Today, we are going to do something different! We are going to use a method called Design Thinking to think about our neighborhood and hopefully come up with some creative solutions to some of the challenges and opportunities we have as a community. Before we start, I will give you a quick introduction. Design Thinking is a problem-solving method developed by Stanford University, and can be used to find creative and innovative solutions to complex problems.

It has been popular the Research and Development world for decades; the Apple iPod was designed using Design Thinking methodologies, Herman Miller's Aeron chair was designed using Design Thinking principles, and I use it almost daily in my job as Ethnographic Researcher at ALSAC, the fundraising and awareness arm of St. Jude, to inform business strategies, to develop new fundraising programs, to design web applications, and so on.

In the last 5 years or so, social entrepreneurs started using Design Thinking to work on social problems, because of the collaborative and human-centered approach; so it looks at the needs of people first. That is also why I think we as a community and today, as a group, are going to benefit from using this methodology. First, we are going to look at our needs as residents. Then, we are going to collaborate to find opportunities and work towards solutions that meet those needs. We are all going to have a say in this!

Some points: Design Thinking is quick – we go for quantity; we want many ideas, we keep it concise and simple. We are not thinking about constraints! Design Thinking is built on the ability to quickly iterate – try not to get stuck on one idea, but try to think outside of the box.

- o Here are some rules to help you with that;
 - One Conversation at a Time
 - Go for Quantity
 - Headline your work: Be Concise!
 - Build on the Ideas of Others
 - Encourage wild ideas
 - Be Visual: DRAW!
 - Stay on Topic
 - Defer Judgment: No Blocking!

- ! **Short introductions: Your name and furthest you have been from Cooper-Young.** **5min.**

I am Sanne, and the farthest I have been from Cooper-Young is Turkey.

Ideation Icebreaker: get the creative juices flowing!

2 min.

On the table, you see sheets of paper and sharpies. We use sharpies so that we have to be quick and concise; we cannot write too much. They are handy to draw with!

- ! Let's try this. We take two minutes. What would be on THE WORST bumper sticker for Cooper-Young?

Ideation Kick-off

2min.

You also see post-its. Those are handy to write ideas on in a brainstorm. Again, you use the sharpie and try to be concise.

- ! Let's try this! What do you love about Cooper-Young? Go for quantity!
That went great! Let's see what you got. (Share out, hang on big stickie paper on the wall)

Ideation round 1: What Could Be Better?

20 min.

Okay, so now let's get started! We have these sheets for you – you can write a short headline and then draw below it. We do not

expect you to be artists. It is not about quality; it is about quantity, about ideas, about thinking outside of the box. And remember the rules!

1. Let's first think about gripes, things that you believe could be better in Cooper-Young

- ! Go for quantity! 5 min.
- ! Take your favorite; pass clockwise. Look at your neighbors' favorite; build off of that! 5 min.
- ! Share Out: pass all ideas to the front; scribe puts them in to the right category on the wall. Categories; Crime/Safety, Beautification, Annual Events, Membership, Communication, and Development/Code Awareness. Attendees have time to walk around and look at them. 5 min.
- ! Go again! Produce 5 more ideas. Go for quantity.
(pass all ideas to the front – scribe will put them in the right category on the wall) 5 min.

2. Ideation Round 2: What Should Exist? 25min.

1. Now, let's think about your dreams, things you wish would exist.

- ! Again, go for quantity and think about the rules. 5 min.
- ! Take your favorite; pass clockwise. Look at your neighbors' favorite; build off of that. 5 min.
- ! Share Out: pass all ideas to the front; scribe puts them in to the right category on the wall. Categories; Crime/Safety, Beautification, Annual Events, Membership, Communication, and Development/Code Awareness. Attendees have time to walk around and look at them. 5 min.
- ! Go again! Produce 5 more ideas. Go for quantity.
(pass all ideas to the front – scribe will put them in the right category on the wall) 5 min.

2. Voting time:

- Everyone gets 4 stickers representing votes. Put stickers on the idea(s) that are most important to you. Preferably, you vote in at least two different categories. 5 min

Attendees may use this time to take a bathroom break, grab a drink or extra snack.

Facilitators use this time to count votes and write 'How Might We'-statements. +5 min.

Ideation Round 3: How Might We? 12min.

Discuss the 3 to max. 5 ideas that received the most votes – preferably form at least 3 different categories.

Idea 1: How might we [fill in idea]? 4min.

- ! Go for quantity!
- ! Pick your favorite and pass clockwise; build on ideas of others.
 - o PROBE!

Idea 2: How might we [fill in idea]? 4min.

- ! Go for quantity!
- ! Pick your favorite and pass clockwise; build on ideas of others.
 - o PROBE!

Idea 3: How might we [fill in idea]? 4min.

- ! Go for quantity!
- ! Pick your favorite and pass clockwise; build on ideas of others.
 - o PROBE!

Probes: - What if we only had the technology from 100 years ago?

- How would Disney do it?
- What if it was only for athletes?
- How would Apple do it?
- How would your spouse design it?

- What if we were in Germantown? San Diego? New York? Portland? Sweden? Japan?

Voting time:

Scribe hangs up the HMW ideas under the respective subject idea.

Everyone gets 4 stickers again. Put stickers on the HMW-idea(s) that are most important to you. Preferably, vote in at least two different categories.

5min.

Wrap Up

10 - 15min.

Recap and Next Steps

- Prototyping in Teams (residents and board members)
- Pick a Date and time for next meeting

Tell us what you like!

Please select your three favorite ideas and rank them as first, second, and third.

Advocate for Fairgrounds Development _____

Cooper-Young Soil Builders _____

Improve Property Maintenance _____

Improve Monthly Meetings _____

Slow Traffic on Cooper _____

Sponsor Kids' Activities _____

Tell us what you want to improve!

Leave us comments on these ideas or suggest others that you want to see. Fill in the space here or grab some scratch paper and leave us your thoughts

Focus Groups - Results

List of ideas/categories from Session 1

Traffic Safety and Transportation	
Idea / Concern	Votes/Repeats
Turn streets in South East quadrant into Coves	1
Encourage urban-style design (multiple forms of transportation, less vacant land, bike share, etc)	3
Parking (in Alleys and behind buildings, at colosseum, garages/lots, specifically designated)	7
Improve walkability (better lighting, better sidewalks, more crosswalks, etc.)	12
All-way turn light on Central and Cooper	2
Close business district to cars	1
Remake streetscape of Cooper St and Young Ave	3
World-class mass transit	5
Transportation	1
Paint art on street/solar flashing lights to slow traffic	3
Enforce speed limits on neighborhood streets	3
Elevated walkways (sidewalks become bike lanes)	1
Leading bicycle community (bike parking, better spaces to ride)	4
Improved street	1

Community Spaces	
Idea / Concern	Votes/Repeats
Community Center	1
Community bulletin board	3
Alleys as community space	10
Community garden	6
Community park	10
Places on street to hangout (checker tables, benches)	3
Outdoor community pool	5
Wooden boards to put face in (photo op)	1
CY Memorial garden	3

Community Building Activities	
Idea / Concern	Votes/Repeats
Group to meet monthly to discuss Memphis (ideas, involvement, combat racism)	3
Micro communities	1
Winter Holiday Festival	2
CY Tours about neighborhood	4
Senior hour at CY Festival	2
Kids activities after school and summer	1

Activities to get to know everyone (block parties, volunteering, group dog walks)	3
Music at Gazebo every weekend	2
Outdoor music venue with food trucks	2
Better meetings (with alcohol)	1
One positive story/anecdote in Lamplighter each month	1
Monthly Art walk/block party	3
Music in front yards	1
Volunteering / participation / engagement	7

Environmental Sustainability	
Idea / Concern	Votes/Repeats
Plant different trees on Cooper	2
Plant native trees	1
Plant fruit trees	2
Turn power off for one day a year	1
Hold alternative energy demonstrations	1
Low-energy, off-grid housing (tiny homes, new low energy homes)	4
All solar-powered in CY	3
Zero waste (composting, recycling etc.)	6
Environmental groups to meet	2
Solar powered recycling/trash cans (create power with trash cans)	1
Incentives for homeowners to weatherize/install alternative power (solar and wind)	3

Businesses / Facilities	
Idea / Concern	Votes/Repeats
Remodel gas station at Parkway and Young	1
Library with playgrounds	1
Infill shops on vacant lots	1
Cafe at Bank of America location (really anything with this space)	4
4 day work week if everyone stays in neighborhood	1
Senior housing/nursing home with kids and animals	1
Cooper Young Credit Union	7
Better restaurants	1
More unique shopping experience	1
Miss Barksdale Grocery (corner of Barksdale, Nelson)	2
All-Inclusive bed and breakfast run by CYCA	3

Home Maintenance/ Housing	
Idea / Concern	Votes/Repeats

Community yard work	1
Vegetable gardens in front yards	3
Rehab and repair fund for owner-occupied blighted properties	1
Blighted Houses	5
Promote real estate opportunity/ home ownership	3
Repurpose vacant/blighted lots	1
Place legal limits on who can own rental properties (only rent out if you also live in CY)	2
Responsible Landlords	1
More preservation laws	1

Visible Community Pride	
Idea / Concern	Votes/Repeats
Public art	1
Visibly mark neighborhood borders (signage, flowers, bench, etc.)	7
Shirts that demonstrate neighborhood pride	1
Home banners that demonstrate neighborhood pride	1
Trash/litter - clean it up	8

Crime and Safety	
Idea / Concern	Votes/Repeats
Neighborhood Watch	3
Cameras on every street	1
Crime and safety generally	8
Train cats to be neighborhood ninjas	2
Drop crime to 0%	2

Services (Online)	
Idea / Concern	Votes/Repeats
Eliminate Nextdoor	1
Free WiFi throughout community	5
Improve readability of CYCA website	2

Other	
Idea / Concern	Votes/Repeats
Stray animals	1
Enjoy where we are	1
More diversity	1

Rankings from Showcase of Programs/Projects Created in Session 2

	Number of Times Ranked First, Second, Third					
Idea	First	Second	Third	Weighted Score*	Total Participants	Score/Participants
Advocate for Fairgrounds Development		5	3	13	21	0.62
Cooper Young Soil Builders	2	1	3	11		0.52

Improve Property Maintenance	8	4	6	38		1.81
Improve Monthly Meetings	3	1	4	15		0.71
Slow Traffic on Cooper	5	5	2	27		1.29
Sponsor Kids Activities	3	5	3	22		1.05
Total	21	21	21			

*Determined by adding all number of times ranked in each position after being weighted where first gives 3 points, second gives 2 points, third gives 1 point

Interview questions

CYCA Board Member Questions

1. Tell me about some of the strengths of the CYCA. What do you think we do well?
2. What things do we struggle with as an organization? What could we be doing better?
3. Are there any particular issues or concerns within the neighborhood that you think the CYCA is not addressing at all?
4. How might we work on those issues or concerns in the future?
5. What is your goal for the CYCA in the next 5 years? Where do you see us going as an organization?

CY Community Orgs / Business Owner Questions (For future use)

1. Tell me about your organization. What is your mission? What is your role in CY and/or Memphis? (Additional prompts: Who do you serve? How are you organized? How long have you served the community?)
2. How supported do you feel here in CY? Do you feel like a part of the immediate community?
3. What issues or concerns are there in CY that you do not currently see being addressed?
4. How might those issues or concerns be addressed in the future?
5. What would be your biggest goal for CY in the next 5 years?