
Mud Island Land Use Study: Phase II Survey Results

***Riverfront Development Corporation
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Mud Island Land Use Study

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I. Introduction

This is the second of three on-line surveys that help comprise the public input program for the Mud Island Land Use Study. This Phase II Survey gathered more specific information on the preferred activities/usages that were expressed by the public during Phase I for future improvements to Mud Island River Park (MIRP).

II. Respondents

556 respondents completed some portion of the Phase II Public Input Survey. The completion rate was 95.9% with 533 respondents continuing through the entire survey.

- More than half of the respondents were between 18 – 40 years of age (58.5%); 28% were between the ages of 41 – 60.
- The large majority of respondents live in Memphis (71.9%). Respondents living in Memphis primarily lived in Midtown (40.4%) and Downtown (28.5%).
- The vast majority of respondents identified as Caucasian (87.3%), with 7.8% reporting as African-American.
- Many respondents were married with children (35.7%), but the next largest categories were single with no children (31.8%) and married with no children (22.1%).

III. Major Themes

Overall themes include the following, with specifics listed below according to use category:

- Across all survey activities or design elements, the most highly desired were live music, other performing arts, and dining.
- Additional access to MIRP is favored by the vast majority of respondents with popular mechanisms varying but including the existing monorail bridge, a new pedestrian bridge, water taxi, the extension of Greenbelt Park, and enhanced vehicular access.
- Low impact uses such as picnics and exercise trails were the most popular recreation activities.
- Live music was the most desired entertainment activity with other performing arts, dining, and shopping close behind.
- Placement of civic and green space was highly desired, specifically botanic gardens, shade trees, an extension of Greenbelt Park, and seating and natural view areas.
- An aquarium, art galleries, and the existing Mississippi River Museum were the most highly favored cultural venues.

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- Weather conditions such as extremely high temperatures and precipitation would prevent visitors from coming to MIRP.
- Most people desired to visit MIRP during daytime hours on the weekends and after 5 pm on the weekends and week days.
- The vast majority favor financing improvements of MIRP with revenues generated from leasing space to private individuals/companies and by taxes generated by new development in MIRP.

Concerning issues of access:

- Use of the existing monorail bridge was the most popular access mechanism with 81.1% being very or somewhat likely to utilize it.
- More than three fourths of respondents (77.8%) reported being very or somewhat likely to use a new pedestrian bridge to access MIRP.
- Similarly, 74.9% reported being very or somewhat likely to access MIRP by an extension of Greenbelt Park and 71.2% by enhanced vehicular access from AC Willis Bridge.
- Use of a water ferry/taxi was very or somewhat likely for 56.8% of respondents.
- Less than half (48.2%) were very or somewhat likely to use a new vehicular bridge.

Concerning recreational activities:

- Picnics (85.1%) and exercise trails (79%) had the highest percentages of respondents reporting that they were very or somewhat likely to utilize those recreational elements.
 - Walking was the most commonly desired activity for the exercise trails (81.1%) with biking the next most desired (63.6%). Respondents also desired shade (84.6%), lookout/nature viewing areas (80.5%), and benches (80.5%).
- Playgrounds were next most desired recreational use (58%).
 - More than half of respondents (60.3%) desired adventure sports elements (such as zip lines and rock walls), climbable sculptures (54.6%), and mazes (54.2%).
- More than half of respondents (53.7%) reported being very or somewhat likely to utilize a skate park.
 - Additionally, when the survey specifically asked respondents about how they would use a skate park 45.9% reported that they would use the spectator area of a skate park in MIRP; 34.6% reported that they aren't interested in a skate park in MIRP.
- Just over half of respondents (50.1%) reported they would use a splash park; 27.5% were not interested in water activities at all in MIRP.
- For boating activities, 52.8% said they wanted to rent canoes and 48% kayaks.

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Concerning entertainment:

- Most respondents (94.6%) reported being very or somewhat likely to participate in live music while at MIRP with 86.5% desiring live music in the amphitheatre and 75.8% desiring live music in small concert areas.
- Also popular were other performing arts (89.7% very or somewhat likely), dining (88.4% very or somewhat likely), and shopping/market place (76.8% very or somewhat likely) were particularly popular.
 - For dining, 84% wanted to dine with a view of the Mississippi River and 67.9% with a view of Downtown/Wolf River Harbor. Nearly 80% wanted to eat locally authentic (no national chain restaurants) food.
 - For shopping, 74.9% desired to shop for local arts/crafts/food.
- Also particularly popular were outdoor movies (70%) and drama (e.g. Shakespeare in the Park with 60.7%).
- None of the amusement park options were favored by a majority of respondents with 44.3% reporting that they would use a water park and 43.1% a carousel.
- Most respondents (75.1%) were in favor is simply walking along the Mississippi River Walk Replica, while some desired to dine (56.6%) along side of it, splash in it (54%), and learn more about river history near it (51.2%).

Concerning use of civic and green spaces:

- More than three fourths of the respondents reported being very or somewhat likely to use all options for civic and green spaces except one (67.6% for native vegetation areas).
- Botanic gardens were particularly popular with 84% reporting they would be very or somewhat likely to use such gardens.
- 82.2% reported being very or somewhat likely to use both the Greenbelt Park Extension and seating and natural view areas.
- Shade was again highly desired (85.8%).
- Many respondents favored the inclusion of public art with 67.2% desiring spaces for temporary public art displays/activities.

Concerning cultural venues:

- Aquarium was the most popular option with 84.4% reporting that they would be very or somewhat likely to use such a venue.

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- None of the options for specific attributes of an aquarium were favored by the majority, with a focus on a wide variety of aquatic life the most popular content option (49.7%) and interaction with aquatic animals second (45.5%).
- Also popular were art galleries (77.7%) and the existing Mississippi River Museum (70.8%).
 - None of the options for specific enhancements for the Mississippi River Museum were favored by a majority, with 47.9% desiring updated museum content and 47.3% in favor of the inclusion of rotating or traveling exhibits.

Concerning the visiting times/conditions:

- Weather conditions would prevent respondents from visiting MIRP with 71.2% reporting that precipitation would stop attendance and 55.4% reporting that temperatures above 100 degrees would stop attendance.
- The vast majority of respondents (92.5%) reported that they would visit MIRP from 9 am – 5 pm during the weekends. But 75.8% reported that they would visit after 5 pm on the weekends and 67.9% would visit after 5 pm on a week day.

Concerning the financing:

- The vast majority of respondents (82.6%) favored financing improvements in MIRP with revenues generated from leasing space to private individuals/companies. Financing by taxes generated by new development in MIRP was favored by 71.9%.

Concerning open ended, non guided comments:

- Comments were varied, but several comments were repeated by many respondents:
 - Many respondents took the opportunity to again express their desire for a skate park.
 - Many favored including a dog park.
 - Many mentioned things related to observation/knowledge of historic events, for example placing historic markers and monuments.
 - Other comments have been submitted in writing outside of the parameters of the on-line survey. This input has been added and accounted for in the appropriate areas.

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IV. Survey Question Responses

1. Many participants during Phase One agreed that it is important to increase the physical access to Mud Island River Park. A variety of ways to do this were mentioned in public meetings and in survey responses. If made available, how likely would you be to use the following ways to enter Mud Island River Park?

Answer Options	Very likely	Somewhat likely	Unlikely	Very unlikely	Not sure	Response Count
Enhanced vehicle access from AC Willis Bridge (driving across the AW Willis Bridge and entering at the North end of Mud Island River Park)	42.4%	28.8%	11.9%	9.6%	7.3%	521
Monorail/walking bridge (existing)	44.8%	36.3%	10.8%	5.9%	2.2%	507
Pedestrian trail from Greenbelt Park	46.2%	28.7%	13.6%	8.1%	3.4%	506
New pedestrian bridge (for ex. either from Union Ave., Beale St., or Jefferson Ave.)	52.0%	25.8%	9.9%	9.1%	3.1%	515
New vehicular bridge (for ex. either from Union Ave., Beale St., or Jefferson Ave.)	25.0%	23.2%	19.5%	26.2%	6.1%	508
Water ferry / Water taxi	27.7%	29.1%	21.2%	18.1%	3.9%	519
<i>answered question</i>						543
<i>skipped question</i>						13

2. How likely would you and/or your family be to use the following recreational activities?

Answer Options	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure	Response Count
Skate park	42.8%	10.9%	7.6%	38.0%	0.7%	542
Exercise trail	44.4%	34.6%	12.0%	7.7%	1.3%	534
Playground	31.9%	26.1%	18.9%	21.8%	1.3%	533
Picnic	47.3%	37.8%	7.3%	6.1%	1.5%	537
Boating	25.7%	29.3%	18.0%	23.8%	3.2%	533
Swimming pool	21.7%	24.0%	20.2%	31.6%	2.7%	526
<i>answered question</i>						551
<i>skipped question</i>						5

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3. How likely would you and/or your family be to use the following entertainment options?						
Answer Options	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure	Response Count
Live music	75.2%	19.4%	3.1%	1.5%	0.7%	545
Other performing arts	55.0%	34.7%	6.2%	2.6%	1.5%	536
Dining	57.9%	30.5%	7.5%	2.8%	1.3%	535
Shopping/market place	42.2%	34.6%	12.5%	9.3%	1.5%	529
Amusement area	31.3%	30.9%	18.6%	17.3%	1.9%	527
Splash/water park	37.7%	25.0%	16.4%	18.1%	2.8%	536
<i>answered question</i>						548
<i>skipped question</i>						8

4. How likely is it that you and/or your family would use the following types of civic or green spaces?						
Answer Options	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure	Response Count
Replica of the Lower Mississippi River (existing)	48.1%	29.2%	12.8%	8.9%	0.9%	530
Greenbelt Park extension	47.8%	34.4%	10.2%	3.4%	4.2%	529
Botanic gardens	50.7%	33.3%	8.8%	5.4%	1.7%	534
Sculpture garden	40.5%	35.4%	15.0%	6.7%	2.5%	526
Native vegetation areas	33.6%	34.0%	21.2%	8.4%	2.9%	524
Seating/nature viewing areas	49.0%	33.2%	12.0%	4.3%	1.5%	533
Open lawn area	39.6%	36.7%	15.7%	5.9%	2.1%	528
<i>answered question</i>						543
<i>skipped question</i>						13

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5. How likely is it that you and/or your family would visit the following cultural venues?						
Answer Options	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not sure	Response Count
Mississippi River Museum (existing)	32.3%	38.5%	20.5%	8.1%	0.8%	533
Aquarium	58.4%	26.0%	8.2%	6.2%	1.1%	534
Art galleries	38.2%	39.5%	13.9%	6.9%	1.5%	534
Graffiti wall/public art	28.7%	31.8%	17.5%	19.7%	2.2%	537
<i>answered question</i>						545
<i>skipped question</i>						11

6. What water activities are you and/or your family likely to participate in, if made available at Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Lap pool	17.7%	96
Kiddie pool	17.6%	95
Causal swimming/relaxation pool	37.3%	202
Splash park	50.1%	271
None of the above/other	9.6%	52
Not interested in water activities in Mud Island River Park	27.5%	149
<i>answered question</i>		541
<i>skipped question</i>		15

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7. What types of trail exercise would you and/or your family likely do, if made available at Mud Island River Park? (Choose all that apply)

Answer Options	Response Percent	Response Count
Biking on a trail	63.6%	344
Running on a trail	46.8%	253
Walking on a trail	81.1%	439
Skating on a trail	38.4%	208
Circuit exercises along a trail	29.4%	159
None of the above/other	1.3%	7
Not interested in trail exercise in Mud Island River Park	5.2%	28
answered question		541
skipped question		15

8. What elements of a skate park are you and/or your family likely to use, if made available at Mud Island River Park? (Choose all that apply)

Answer Options	Response Percent	Response Count
Snake run	34.8%	188
Half pipe	33.9%	183
Rails	29.4%	159
Allowance for biking in the skate bowls	18.0%	97
Separate areas for various skill levels	40.4%	218
Spectator area	45.9%	248
None of the above/other	10.0%	54
Not interested in a skate park in Mud Island River Park	34.6%	187
answered question		540
skipped question		16

9. What boating activity are you and/or your family likely to participate in, if made available at Mud Island River Park? (Choose all that apply)

Answer Options	Response Percent	Response Count
Use the marina for boat storage/permanent docking	11.5%	62
Launch personal boat	26.8%	144
Rent kayaks	48.0%	258
Rent canoes	52.8%	284
Rent motor boats	33.8%	182
None of the above/other	6.5%	35
Not interested in boating from Mud Island River Park	21.0%	113
answered question		538
skipped question		18

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10. What type of playground/playground facilities are you and/or your family likely to use, if made available at Mud Island River Park? (Choose all that apply)

Answer Options	Response Percent	Response Count
Traditional play equipment	44.9%	241
Climbable sculptures	54.6%	293
Mazes	54.2%	291
Interactive educational experiences	42.3%	227
Adventure sports (such as rock climbing, zip lines)	60.3%	324
Splash park	46.4%	249
None of the above/other	4.5%	24
Not interested in playground activities at Mud Island River Park	11.4%	61
<i>answered question</i>		537
<i>skipped question</i>		19

11. What type of live music experience would you and/or your come to Mud Island River Park to listen to, if available? (Choose all that apply)

Answer Options	Response Percent	Response Count
Live music in small concert areas	75.8%	405
Live music in the amphitheater	86.5%	462
Roving musicians	36.3%	194
Live music at an indoor venue	42.5%	227
None of the above/other	1.3%	7
Not interested in a music experience at Mud Island River Park	2.6%	14
<i>answered question</i>		534
<i>skipped question</i>		22

12. What type of other performing arts experiences are you and/or your family likely to watch, if available at Mud Island River Park? (Choose all that apply)

Answer Options	Response Percent	Response Count
Drama (ex. Shakespeare in the Park or children's theatre)	60.7%	324
Street performances	49.6%	265
Dance performances	51.5%	275
Outdoor movies	70.0%	374
None of the above/other	3.2%	17
Not interested in performing arts experiences at Mud Island River Park	7.1%	38
<i>answered question</i>		534
<i>skipped question</i>		22

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13. What type of dining experiences are you and/or your family likely to participate in, if made available at Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Fine dining (indoors)	38.1%	204
Casual dining (indoors)	72.8%	390
Dining with a view of the Mississippi River/sunset	84.0%	450
Dining with a view of the Wolf River Harbor/Memphis Skyline	67.9%	364
Outdoor dining	74.8%	401
Eating locally authentic food (no national chain restaurants)	79.5%	426
Eating healthy food	68.1%	365
Eating concessions (ex. hotdogs and hamburgers)	35.8%	192
None of the above/other	0.7%	4
Not interested in dining experiences at Mud Island River Park	2.4%	13
<i>answered question</i>		536
<i>skipped question</i>		20

14. What type of goods are you and/or your family likely to buy or browse for, if available at Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Commemorative gifts	29.2%	156
Other gifts	17.6%	94
Local crafts/art/food	74.9%	400
Apparel	25.3%	135
Books	30.7%	164
Groceries and other everyday goods	20.4%	109
Sporting goods	17.2%	92
None of the above/other	4.5%	24
Not interesting in buying goods in Mud Island River Park	11.4%	61
<i>answered question</i>		534
<i>skipped question</i>		22

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15. What type of amusement park activities are you and/or your family likely engage in, if available at Mud Island River Park? (Choose all that apply)

Answer Options	Response Percent	Response Count
Thrill rides	35.8%	190
Carousel	43.1%	229
Water park	44.3%	235
Active video gaming	15.3%	81
Traditional carnival games	21.3%	113
None of the above/other	9.2%	49
Not interested in amusement park activities at Mud Island River Park	25.2%	134
<i>answered question</i>		531
<i>skipped question</i>		25

16. What activities would you and/or your family likely do in relationship to the existing Replica of the Lower Mississippi River (River Walk Replica)? (Choose all that apply)

Answer Options	Response Percent	Response Count
Dine alongside the River Walk Replica	56.6%	303
Shop alongside the River Walk Replica	38.5%	206
Walk beside the River Walk Replica	75.1%	402
Splash/cool down in the water	54.0%	289
Learn more river-related history	51.2%	274
None of the above/other	2.4%	13
Not interested in activities alongside the Replica of the Lower Mississippi River	6.9%	37
<i>answered question</i>		535
<i>skipped question</i>		21

17. What kind of features would you and your family likely use on walking trails? (Choose all that apply)

Answer Options	Response Percent	Response Count
Look out/nature viewing areas	80.5%	429
Benches	80.5%	429
historical markers/interpretive signs	65.5%	349
Sculptures	53.7%	286
Shade	84.6%	451
None of the above/other	2.1%	11
Not interested in walking trails at Mud Island River Park	3.6%	19
<i>answered question</i>		533
<i>skipped question</i>		23

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18. What kind of landscaping would you like to see in the civic or public park spaces at Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Native vegetation	67.5%	361
Open lawn areas	58.9%	315
Manicured landscaping	45.2%	242
Horticultural displays	39.6%	212
Shade trees	85.8%	459
Community gardens	46.9%	251
None of the above/other	0.9%	5
Not interested in civic or public park spaces at Mud Island River Park	2.2%	12
<i>answered question</i>		535
<i>skipped question</i>		21

19. Would you like to see the existing Mississippi River Museum (choose all that apply)...		
Answer Options	Response Percent	Response Count
Stay the same in size and content	16.5%	86
Expand in content	31.0%	162
Expand in size	13.2%	69
Focus only on interpretation/education of Mississippi River	15.7%	82
Include rotating or traveling exhibits	47.3%	247
Update the current museum content	47.9%	250
Update the current exhibit presentation style	37.4%	195
None of the above/other	5.6%	29
Not interested in the Mississippi River Museum	17.6%	92
<i>answered question</i>		522
<i>skipped question</i>		34

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20. If available, what type of aquarium are you and/or your family likely to attend at Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
One with a focus on local aquatic life/ecosystem	46.0%	244
One with a focus on a wide variety aquatic life	49.7%	264
One where there is interaction with the aquatic animals	46.5%	247
One where there are live demonstrations with aquatic animals	43.1%	229
None of the above/other	2.3%	12
Not interested in an aquarium at Mud Island River Park	18.6%	99
answered question		531
skipped question		25

21. What type of public art would you like to see at Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Public graffiti wall	37.9%	201
Public art integrated into the buildings and infrastructure of Mud Island River Park	57.8%	307
Spaces for temporary public art displays/activities	67.2%	357
Traveling art exhibits	58.4%	310
Permanent sculptures	56.3%	299
Permanent monuments/memorials	35.8%	190
None of the above/other	1.3%	7
Not interested in public art at Mud Island River Park	8.1%	43
answered question		531
skipped question		25

22. Are there any other activities or elements that you would like to be involved with at Mud Island River Park that have not been mentioned so far?		
Answer Options	Response Percent	Response Count
No	72.4%	373
Yes (please specify)	27.6%	142
answered question		515
skipped question		41

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23. What weather conditions would prevent you and/or your family from visiting Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Precipitation (rain, snow, sleet, hail, drizzle, etc)	71.2%	378
Outdoor temperatures above 90 degrees	22.2%	118
Outdoor temperatures above 100 degrees	55.4%	294
Outdoor temperatures below 55 degrees	11.7%	62
Outdoor temperatures below 45 degrees	35.2%	187
Outdoor temperatures below 35 degrees	49.0%	260
Weather conditions would not be a factor in choosing to visit Mud Island River Park	8.9%	47
answered question		531
skipped question		25

24. During what hours would you and/or your family visit Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
On a weekday from 9 am to 5 pm	37.0%	197
On a weekday after 5 pm	67.9%	361
On a weekday before 9 am	13.0%	69
During the weekend from 9 am to 5 pm	92.5%	492
During the weekend after 5 pm	75.8%	403
During the weekend before 9 am	20.3%	108
answered question		532
skipped question		24

25. All of the improvements to Mud Island River Park have costs associated with them. With what source(s) would you and/or your family find it appropriate to finance improvements to Mud Island River Park? (Choose all that apply)		
Answer Options	Response Percent	Response Count
Local tax payer dollars	53.0%	281
Revenue from leasing space to private individuals/companies	82.6%	438
Taxes generated by new development at Mud Island River Park	71.9%	381
Other local tax revenue	39.8%	211
None of the above	2.6%	14
Other (please specify)	17.5%	93
answered question		530
skipped question		26

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26. Please tell us your age.		
Answer Options	Response Percent	Response Count
Less than 18 years old	2.1%	11
18-30 years old	21.6%	116
31-40 years old	36.9%	198
41-50 years old	13.6%	73
51-60 years old	14.4%	77
More than 60 years old	11.4%	61
<i>answered question</i>		536
<i>skipped question</i>		20

27. Please tell us your gender.		
Answer Options	Response Percent	Response Count
Male	54.2%	288
Female	45.8%	243
<i>answered question</i>		531
<i>skipped question</i>		25

28. Where do you live?		
Answer Options	Response Percent	Response Count
Memphis	71.9%	384
Germantown	3.7%	20
Collierville	1.9%	10
Cordova	5.2%	28
Bartlett	5.4%	29
Other city (please specify)	11.8%	63
<i>answered question</i>		534
<i>skipped question</i>		22

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29. What area of Memphis do you live in?		
Answer Options	Response Percent	Response Count
Downtown	28.5%	108
North Memphis	2.1%	8
South Memphis	2.4%	9
Midtown	40.4%	153
East Memphis	20.6%	78
Other (please specify)	6.1%	23
<i>answered question</i>		379
<i>skipped question</i>		177

30. How would you describe your ethnicity? Please check all that apply.		
Answer Options	Response Percent	Response Count
Caucasian	87.3%	461
African American	7.8%	41
Latino	0.8%	4
Asian	2.3%	12
Other (please specify)	4.2%	22
<i>answered question</i>		528
<i>skipped question</i>		28

31. How would do describe your household status?		
Answer Options	Response Percent	Response Count
Single, no children	31.8%	170
Married, no children	22.1%	118
Single, with children	4.5%	24
Married, with children	35.7%	191
Other (please specify)	6.0%	32
<i>answered question</i>		535
<i>skipped question</i>		21