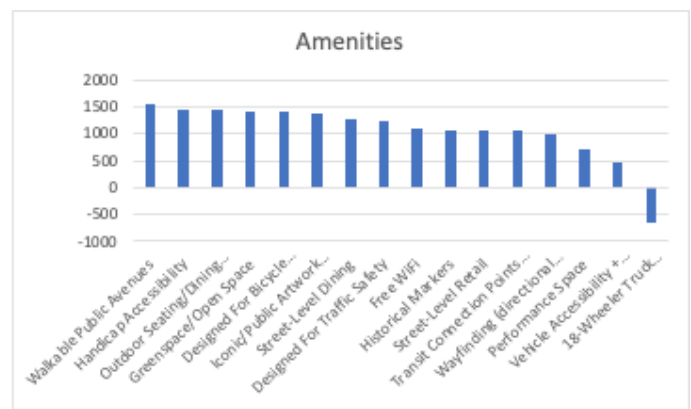
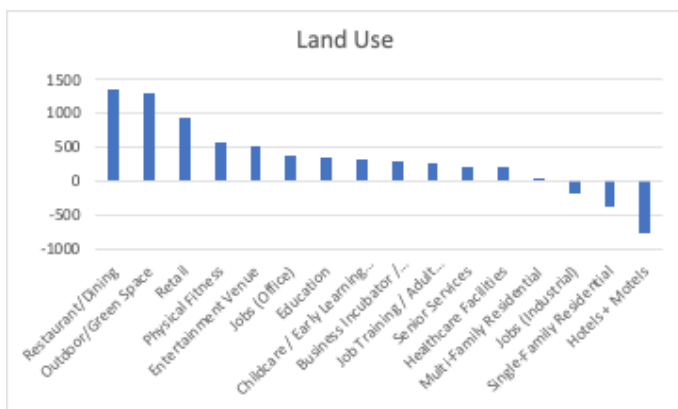
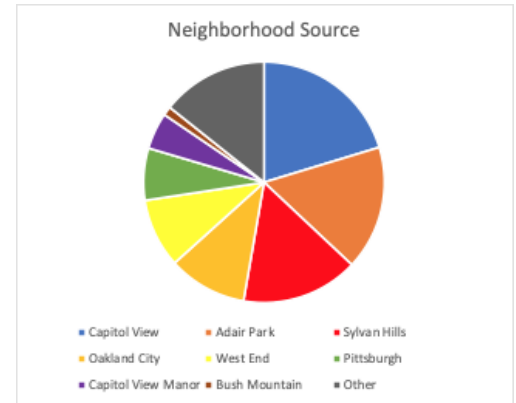


Executive Summary:

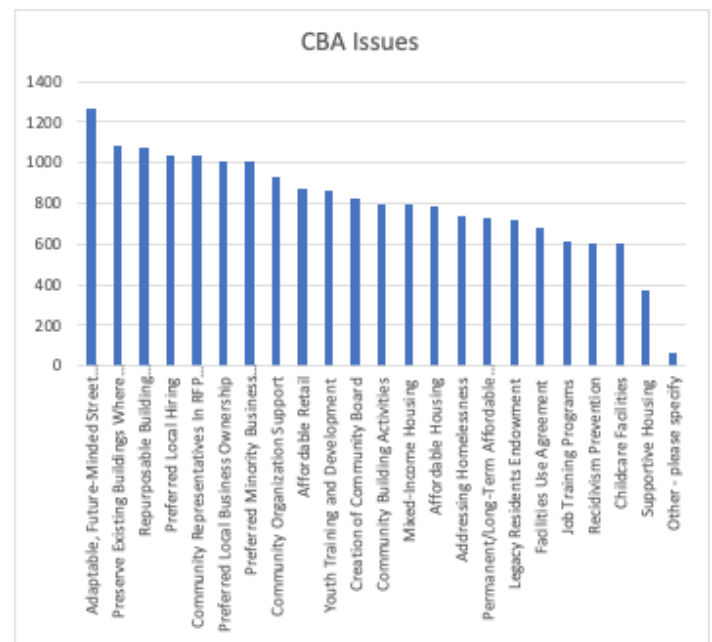
In late August 2020, the Murphy Crossing Coalition released an online survey to gauge neighborhood concerns and desires. Over the course of a month, the survey gathered over 900 responses, 85% of which were from within the impacted area. These surveys were analyzed and the results posted publicly in a spreadsheet.

The survey results seem to indicate a desire for Murphy Crossing to be developed as a **neighborhood-scale commercial and retail hub**, with an emphasis on **outdoor living, localism, and walkability**. **Restaurants, outdoor spaces, and retail scored high** on questions about land use and amenities; **office, industrial, and residential uses scored negatively, particularly hotels**.



Questions delving into density, retail, dining, and grocery preferences similarly showed a preference for a **less dense, smaller-scale, human experience** - farmer's markets and small grocers, not chains; budget restaurants and food halls, not fast food; local businesses and vendor's spaces, not big box stores.

Similarly, respondents appeared to favor the CBA to be centered on issues of **architecture and design** over social and economic issues. The highest scoring three issues were **adaptable street grids, building preservation, and repurposable design**. The next tier of four issues centered around **inclusion, opportunity, and access: local hiring, community representation, and local and minority business ownership**. Issues affecting marginalized and low-income groups, such as **affordable and supportive housing, job training programs, homelessness, and recidivism prevention, were in the bottom half** of concerns for survey respondents. However, **all issues scored positively**, just some more positively than others.



Overall, given the socioeconomic makeup of the surrounding community, we were surprised by these results. **We hypothesize that online survey respondents are likely not representative of the area as a whole**; efforts are underway to probe deeper into the community and reach constituents on the other side of the digital divide.

Methodology

Survey Construction

The survey asked questions on twelve topics, but many questions involved multiple ratings and preferences, adding up to over eighty individual answers per survey. The questions were:

1. In which neighborhood do you live? (Single choice with "other")
2. State your land use preferences for the site (Weighted vote, 16 choices)
 - a. Do you have any other land use suggestions for the site?
3. State your preferences for building height/density (Weighted vote, 3 choices)
4. State your preferences for amenities on the site (Weighted vote, 16 choices)
 - a. Do you have any other suggested amenities for the site? (Text)
5. Arrange the following grocery options in order of preference from most desirable (1) to least desirable (5). (Ranking, 5 choices)
 - a. Are there any other types of grocery options you would like to see? (Text)
6. Arrange the following dining options in order of preference, from most desirable (1) to least desirable (8) (Ranking, 8 choices)
 - a. Are there any other types of dining options you would like to see? (Text)
7. Arrange the following retail options in order of preference, from most desirable (1) to least desirable (7). (Ranking, 7 choices)
 - a. Are there any other types of retail options you would like to see? (Text)
8. Should the community pursue a Community Benefits Agreement? (Single choice)
 - a. What issues should be addressed in a Community Benefits Agreement? (Weighted vote, 22 choices)
 - b. What other issues should a Community Benefits Agreement address?
9. What is your greatest HOPE for the redevelopment of the site? (Text)
10. What is your greatest FEAR about the redevelopment of the site? (Text)
11. What do you LEAST desire on the site? (Text)
12. Do you have any further questions, comments, suggestions, or information? (Text)

These questions were followed by optional contact information, which was redacted from the public survey results. The survey can be viewed at <https://bit.ly/murphy-crossing-survey>.

Scoring

There are four kinds of questions in the survey: text, single choice vote, weighted vote, and rankings.

- Text questions were recorded but not scored.
- Single-choice votes were summed up and choices scored according to percentage of total.
- Weighted-choice votes gave respondents the ability to indicate the strength of their preferences. The preferences were:
 - Absolutely Not (score -2)
 - Prefer Not (score -1)
 - Neutral (score 0)
 - Want (score +1)
 - Absolutely Want (score +2)

These scores were added together and the choices ranked according to total score. Note that this made it possible for items to have negative scores, indicating a situation where more people disliked or strongly disliked a choice than liked.

There's also an "enthusiasm" score, the total score divided by the number of votes. This indicated the enthusiasm, positive or negative, for the option in question.

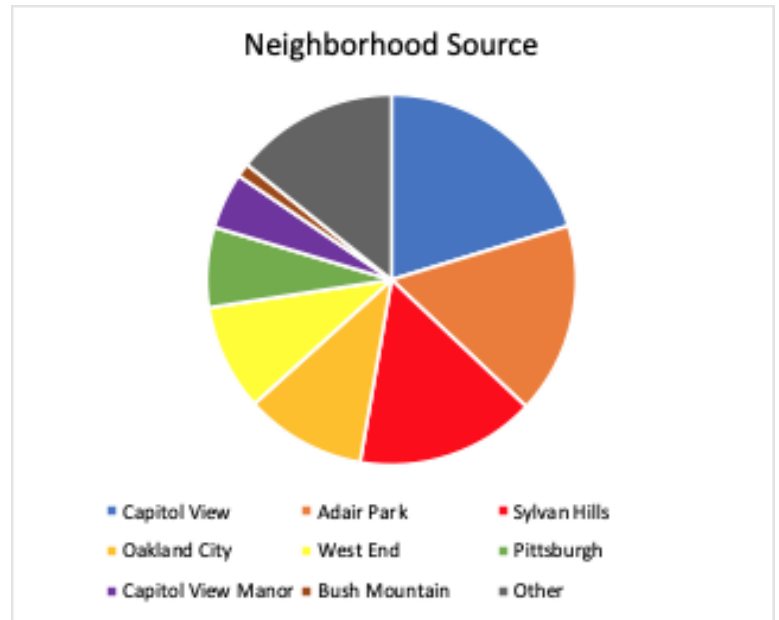
- Ranking votes assigned a vote weight according to an item's rank, going from 0 for the lowest ranking choice to (# of choices - 1) for the highest ranking. Then the scores were added together, but unlike weighted votes, it was not possible to go into a negative score, since being the *least liked* option isn't necessarily the same as being a *not liked* option.

Results

The resulting spreadsheet can be found at http://bit.ly/MCC_0921.

Q1: In which neighborhood do you live?

Answer	Score
Capitol View	20.3%
Adair Park	16.7%
Sylvan Hills	15.7%
Oakland City	10.6%
West End	9.3%
Pittsburgh	7.0%
Capitol View Manor	4.9%
Bush Mountain	1.2%
Other	14.3%



85% of respondents came from within the immediate impact zone of the site, and many of the 'other' respondents came from nearby areas such as Venetian Hills.

State your land use preferences for the site

Item	Weighted Vote Score	Total Votes	Enthusiasm	Absolutely Not	Prefer Not	Neutral	Want	Absolutely Want
Restaurant/Dining	1365	901	1.5	12	15	54	236	584
Outdoor/Green Space	1295	888	1.5	9	14	74	255	536
Retail	926	895	1	38	41	134	321	361
Physical Fitness	580	867	0.7	23	63	290	293	198
Entertainment Venue	517	882	0.6	67	99	201	280	235
Jobs (Office)	379	856	0.4	60	99	258	280	159
Education	345	858	0.4	45	85	325	286	117
Childcare / Early Learning Center	321	869	0.4	61	88	321	267	132
Business Incubator / Accelerator / Coworking	290	852	0.3	71	90	290	280	121

Job Training / Adult Education	278	867	0.3	69	113	293	255	137
Senior Services	219	859	0.3	64	108	337	245	105
Healthcare Facilities	213	861	0.2	73	106	318	263	101
Multi-Family Residential	53	861	0.1	149	155	199	210	148
Jobs (Industrial)	-191	859	-0.2	184	174	242	167	92
Single-Family Residential	-369	856	-0.4	199	224	246	121	66
Hotels + Motels	-771	853	-0.9	339	229	182	70	33

The lack of support for industrial jobs is concerning, given the ability of industrial uses to provide good-paying jobs. This is likely due to the image of industrial jobs being polluting smokestacks.

Enthusiasm for restaurants and outdoor spaces is quite strong.

State your preferences for building height/density

Item	Weighted Vote Score	Total Votes	Enthusiasm	Absolutely Not	Prefer Not	Neutral	Want	Absolutely Want
Low Rise (1-3 stories)	712	886	0.8	37	50	229	304	266
Mid Rise (4-9 stories)	260	881	0.3	98	125	237	261	160
High Rise (10+ stories)	-752	877	-0.9	391	192	150	66	78

A clear, strong dislike for high-rise development.

State your preferences for amenities on the site

Item	Weighted Vote Score	Total Votes	Enthusiasm	Absolutely Not	Prefer Not	Neutral	Want	Absolutely Want
Walkable Public Avenues	1542	893	1.7	1	2	26	182	682
Handicap Accessibility	1449	885	1.6	2	3	56	192	632
Outdoor Seating/Dining Area	1429	893	1.6	6	4	57	207	619
Greenspace/Open Space	1409	887	1.6	4	5	60	214	604
Designed For Bicycle Access	1399	891	1.6	9	8	61	201	612
Iconic/Public Artwork (murals, sculptures, etc)	1368	890	1.5	3	10	65	240	572
Street-Level Dining	1253	886	1.4	10	18	82	261	515
Designed For Traffic Safety	1231	870	1.4	5	10	105	249	501
Free WiFi	1092	883	1.2	5	8	201	228	441
Historical Markers	1066	881	1.2	7	11	176	283	404

Street-Level Retail	1062	883	1.2	18	27	128	295	415
Transit Connection Points (bus shelters, drop-off points, etc.)	1046	879	1.2	15	37	142	257	428
Wayfinding (directional signs, maps, etc)	1007	870	1.2	3	12	186	313	356
Performance Space	718	875	0.8	19	40	271	294	251
Vehicle Accessibility + Parking	482	890	0.5	55	113	242	255	225
18-Wheeler Truck Accessibility	-662	880	-0.8	287	243	249	47	54

Arrange the following grocery options in order of preference

Item	Weighted Vote Score	Total Votes	Enthusiasm	Last choice	4th Choice	3d Choice	2nd Choice	1st Choice
Farmers Market	2828	915	3.1	4	12	213	354	332
Small Neighborhood Grocery	2820	915	3.1	3	16	224	332	340
Supermarket	2299	915	2.5	50	106	316	211	232
Convenience Store	895	915	1	175	606	117	13	4
No Grocery	308	915	0.3	683	175	45	5	7

Arrange the following dining options in order of preference

Item	Weighted Vote Score	Total Votes	Enthusiasm	Last choice	7th Choice	6th Choice	5th Choice	4th Choice	3d Choice	2nd Choice	1st Choice
Restaurant - \$-\$\$	5523	915	6	1	7	7	33	53	129	249	436
Food Hall	4720	915	5.2	10	56	42	81	101	137	168	320
Bar, Drinking Place	4164	915	4.6	13	26	52	110	182	270	208	54
Food Trucks	3294	915	3.6	9	51	170	242	192	130	88	33
Restaurant - \$\$\$	3244	915	3.5	39	87	169	151	175	130	132	32
Quick Service	3087	915	3.4	6	38	272	208	189	114	61	27
Fast Food	1067	915	1.2	240	437	134	77	14	5	6	2
No Dining	521	915	0.6	597	213	69	13	9	0	3	11

Arrange the following retail options in order of preference

Item	Weighted Vote Score	Total Votes	Enthusiasm	Last choice	6th Choice	5th Choice	4th Choice	3d Choice	2nd Choice	1st Choice
Local, Small Businesses	4733	915	5.2	1	8	51	49	94	172	540
Vendor/Indie Market Spaces	3474	915	3.8	8	109	83	125	213	290	87
Boutiques	3285	915	3.6	14	53	114	271	209	169	85
Pop-up/Short-Term Lease	2734	915	3	16	140	176	233	234	89	27
National Brands	2612	915	2.9	45	202	222	118	103	150	75
Big Box	1781	915	1.9	210	282	153	91	57	40	82
No Retail	596	915	0.7	621	121	116	28	5	5	19

Should the community pursue a Community Benefits Agreement?

Yes - 794 votes, 86.7%; No - 80 votes, 8.7%; Abstained - 42 votes, 4.6%.

What issues should be addressed in a Community Benefits Agreement?

Item	Weighted Vote Score	Total Votes	Enthusiasm	Absolutely Not	Prefer Not	Neutral	Want	Absolutely Want
Adaptable, Future-Minded Street Planning & Design	1270	837	1.5	5	2	71	236	523
Preserve Existing Buildings Where Possible	1080	846	1.3	15	17	138	225	451
Repurposable Building Design/Structure	1071	843	1.3	8	8	148	263	416
Preferred Local Hiring	1035	831	1.2	9	19	131	272	400
Community Representatives In RFP Approval Process	1032	831	1.2	17	17	150	211	436
Preferred Local Business Ownership	1006	830	1.2	12	16	150	258	394
Preferred Minority Business Ownership	1003	839	1.2	18	19	157	232	413
Community Organization Support	931	838	1.1	15	21	154	314	334
Affordable Retail	872	837	1	20	22	158	340	297
Youth Training and Development	859	841	1	13	33	185	302	308

Creation of Community Board	822	834	1	18	32	208	262	314
Community Building Activities	798	819	1	11	23	215	297	273
Mixed-Income Housing	794	851	0.9	36	35	181	297	302
Affordable Housing	784	854	0.9	51	39	190	223	351
Addressing Homelessness	736	832	0.9	30	48	205	254	295
Permanent/Long-Term Affordable Housing	726	852	0.9	59	44	205	200	344
Legacy Residents Endowment	715	820	0.9	21	35	266	204	294
Facilities Use Agreement	683	825	0.8	15	20	285	277	228
Job Training Programs	609	837	0.7	23	50	277	269	218
Recidivism Prevention	606	822	0.7	17	32	322	230	221
Childcare Facilities	599	834	0.7	23	44	292	261	214
Supportive Housing	376	823	0.5	53	94	287	202	187
Other - please specify	61	342	0.2	19	5	259	14	45