

# FLINT DDA STRATEGIC PLAN ONLINE SURVEY SUMMARY

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## OVERVIEW

To help guide the Flint DDA Strategic Plan, an online survey was distributed to the community with the goal of gathering input from a broad audience about their experiences and desires for Downtown Flint. The survey was available from September 26<sup>th</sup> to November 15<sup>th</sup>, 2022. A total of **652 responses** were collected and analyzed, with key findings summarized below.

Survey participants represented a cross-section of community stakeholders. More details on respondent characteristics can be found starting on page 11. Key survey questions were also cross-tabulated by demographics including: race & ethnicity, interest in Downtown Flint, age, and household income. A summary of findings from cross-tabulations can be found beginning on page 13.

- **The majority (55%) of respondents live in Flint**, residing either in Downtown (16%) or elsewhere within the city limits (39%).
- Survey participants represented a wide range of age groups, with the **highest response rate from 25–44-year-olds (45%)**.
- **60% of respondents identified as white**, and **21% identified as African American/Black**. African American/Black respondents are under-represented as in this survey: Flint is a majority African American/Black city (over 56% of the City of Flint identified as Black Alone on the 2020 census).
- **Participants represented a range of household incomes**, with \$50,000 to \$100,000 as the most common income range (35% of respondents).

## KEY FINDINGS

### Downtown Flint Today

- **44% of respondents come to Downtown Flint daily**, with another 30% visiting once a week or more.
- **The Flint Farmers Market and restaurants & bars are significant draws:** 72% of respondents cited the Flint Farmers Market and 69% of respondents cited restaurants and bars as key reasons they come Downtown.
  - Shopping was a much less commonly cited reason for visiting Downtown (11%). Similarly, personal services (salon, barber, bank, etc.) were selected by only 14% of respondents.
  - Cross-tabulated by household income, there was some variation among answers to the question of what brings people to Downtown Flint. The higher the respondent's household income, the more likely they were to choose "restaurants and bars" as a reason that they visit Downtown Flint. "Special events and festivals" had more appeal among middle- and lower-income respondents.
- **The most frequently attended Downtown events are Back to the Bricks (62%) and Art Walk (61%).**
  - Cross-tabulated by race & ethnicity, certain events were more popular among African American/Black respondents compared to white respondents, including music festivals, Food

- Truck Sundays, the Block Party, and Back to the Bricks. The Art Walk was selected more frequently by white respondents (68%) compared to African American/Black respondents (50%).
- Cross-tabulated by household income, the Crim Festival of Races was more popular among survey respondents from higher incomes. Others, like “Music festivals (e.g., Glizzy Fest, Drop Fest, etc.),” were more popular among respondents with lower and moderate household incomes.
  - **Respondents were asked to rate how certain characteristics of Downtown Flint have changed in the past five years.** The *most improved* characteristics (those most frequently rated as “much better”) included: “general appearance, including landscaping and beautification,” “arts and cultural activities,” and “cleanliness (e.g., sidewalks, litter removal, snow removal).” The *least improved* characteristics (those with the most “slightly worse” or “much worse” ratings) included: “parking availability,” “nightlife,” “retail and shopping options,” and “economic activity and job opportunities.”

## Downtown Flint in the Future

- When asked to provide **three words** that best capture their **vision for Downtown Flint** ten years in the future, the most common words were: “**safe**,” “**vibrant**,” “**retail**,” “**diverse**,” and “**parking**.”
- The four ‘most important’ **physical improvements** to achieve respondents’ vision for Downtown Flint were as follows:
  - **Make Downtown more accessible and safer for pedestrians (67%)**
  - **Improve Riverbank Park (60%)**
  - **Improve the parking experience (56%)**
  - **Attract and curate more art and cultural venues and experiences (56%).**
- Respondents were asked to select **ONE physical improvement** from the previous question’s answer choices. The top response was: “**attract and curate more art and cultural venues and experiences**” (17%). The second and third most popular answers were: “**expand housing options, including affordable and local workforce options**” (12%), and “**improve the parking experience**” (11%).
  - When cross-tabulated by race & ethnicity, “**improve the parking experience**” was tied as the **highest ranked choice among white respondents (15%)**, but was the **least popular selection among African American/Black respondents (3%)**.
  - When analyzed by household income, “**expand housing options...**” and “**improve the parking experience**” were more frequently selected among those with **higher household incomes**. Respondents in the lower *and* higher income ranges, compared to the middle-income brackets, were most likely to prioritize “**attract and curate more art and cultural venues and experiences**.” Respondents in the \$25,000-\$49,000 range were the most likely to select “improve connections to adjacent neighborhoods” as their top choice.
- The top **programs and services** considered most highly desired (i.e., those given the most ratings of ‘very important’) to implement in order to achieve their vision for Downtown Flint were as follows:
  - **Improve the reality and/or perception of public safety (72%)**
  - **Make Downtown more inclusive and welcoming to all, and celebrate cultural diversity (65%)**
  - **Improve the variety of retail and restaurants (60%).**
- When asked to select the **ONE** most important option from the **programs and services** listed in the previous question, respondents’ top choice was: “**make Downtown more inclusive and welcoming to all, and celebrate cultural diversity**” (20%).

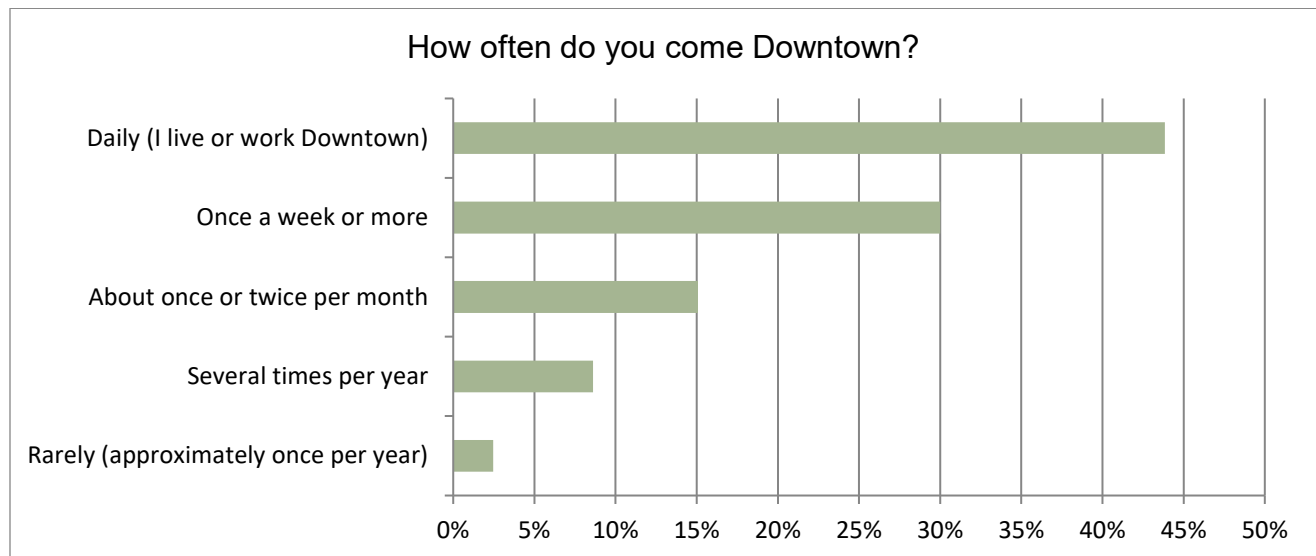
- **“Improve the reality and/or perception of public safety in Downtown”** was the **second highest ranked choice among white respondents (19%)**, but **one of the least popular choices among African American/Black respondents (5%)**.
- When cross-tabulated by household income, public safety appears to be an issue that was more frequently prioritized by respondents with higher household incomes.

## SURVEY RESULTS

### Question 1: How often do you come to Downtown?

*Responses: 650*

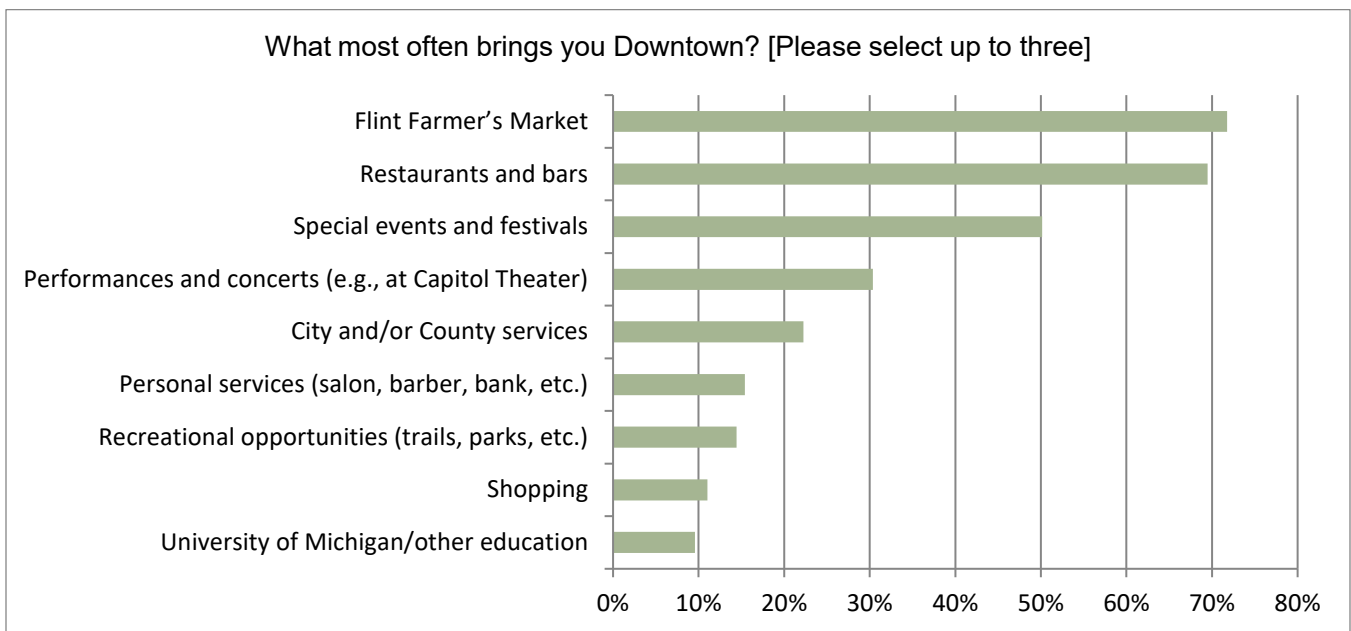
When asked to respond to how often they come to Downtown Flint, 44% of respondents are daily visitors, with once a week or more and about once or twice per month as the next most popular answers.



### Question 2: What most often brings you Downtown? [Please select up to three]

*Responses: 616*

When asked to select what brings them to Downtown Flint most often, the **Flint Farmers Market (72%)** and **Restaurants & Bars (69%)** were the most popular responses. The third highest ranked was **special events and festivals (50%)**. Note that respondents were allowed to select up to three answer choices, so the graph below exceeds 100%.



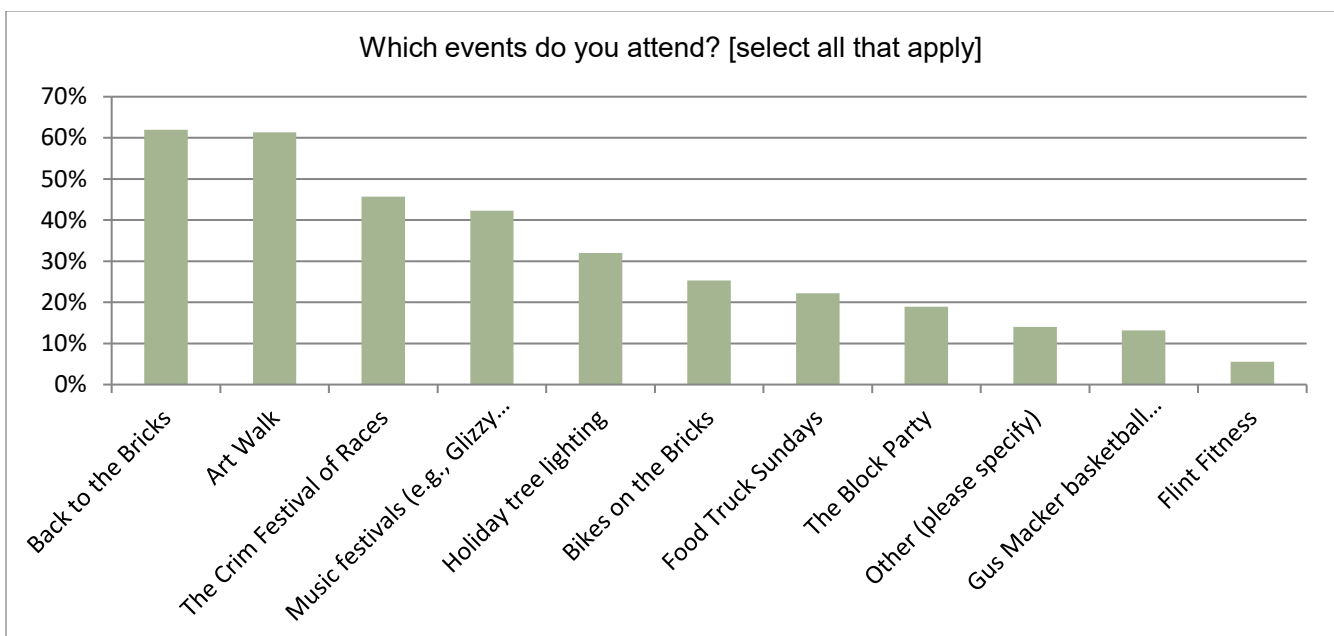
For Question 2, when asked to specify the response of "other" (123 responses), common themes included:

- Work and business meetings
- Visiting the Sloan Cultural Center
- Business services (printing, etc.)
- Volunteer activities
- Leisure and people watching
- Church

Question 3: Which events do you attend? [select all that apply]

Responses: 613

The most frequently attended Downtown events among respondents were **Back to the Bricks (62%)** and the **Art Walk series (61%)**. Common "other" write-in answers included Flint Pride, jazz festivals, Alley Fest, Night Market, Hot Dogs & Hot Rods, Flint Thursday Night Party Rides, and events at Buckham Gallery.



Question 4: Do you think the following characteristics of Downtown Flint have become better or worse in the past five years?

Responses: 647

In Question 4, respondents were asked to rate how certain characteristics of Downtown Flint have changed in the past five years. The Downtown Flint characteristics most frequently rated as “**much better**” were:

- **General appearance, including landscaping and beautification (43%)**
- **Arts and cultural activities (34%)**
- **Cleanliness (e.g., sidewalks, litter removal, snow removal) (34%)**

The Downtown Flint characteristics that had the highest “**slightly worse**” or “**much worse**” ratings were:

- **Parking availability (29% chose ‘slightly’ or ‘much’ worse)**
- **Nightlife (18%)**
- **Retail and shopping options (16%)**

<i>Question 4 Survey Results</i>	Much Better	Slightly Better	No Change	Slightly Worse	Much Worse
General appearance, including landscaping and beautification	43%	41%	10%	4%	3%
Arts and cultural activities	34%	45%	17%	4%	0%
Cleanliness (e.g., sidewalks, litter removal, snow removal)	34%	38%	19%	6%	3%
Variety and quality of restaurants	27%	40%	23%	8%	1%
Parks and open space	22%	37%	35%	5%	2%
Public safety	18%	37%	31%	9%	5%
Pedestrian & bicycle friendliness	17%	36%	39%	7%	2%
Housing options	16%	41%	30%	9%	5%
Nightlife	14%	33%	35%	14%	4%
Retail and shopping options	12%	35%	36%	12%	4%
Economic activity and job opportunities	11%	38%	37%	11%	3%
Parking availability	10%	21%	40%	17%	12%

Question 5: Looking to the future, what three words best capture your vision for Downtown Flint by the year 2032?

*Responses: 519*

The accompanying word cloud represents common words respondents used to describe their vision for Downtown Flint. The size of the word indicates how frequently it was used, with the largest being those used most often. The top responses were: **safe, vibrant, retail, diverse, and parking.**



Question 6: To achieve your vision for Downtown Flint, how important is it to implement the following physical improvements?

*Responses: 562*

Participants were asked to rate a series of **physical improvements** as either 'very important,' 'important,' 'somewhat important,' or 'not important.' The chart below is sorted according to the action's importance, with the most popular answer choice highlighted for each. All the options listed were considered by most respondents to be either very important or important. The top four actions considered 'very important' were:

- **Make Downtown more accessible and safer for pedestrians (including the maintenance of sidewalks and crosswalks) (67%)**
- **Improve Riverbank Park (more lighting, maintenance and activation, recreation, etc.), 60%**
- **Improve the parking experience (56%)**
- **Attract and curate more art and cultural venues and experiences, such as museums, concerts, and theaters (56%)**

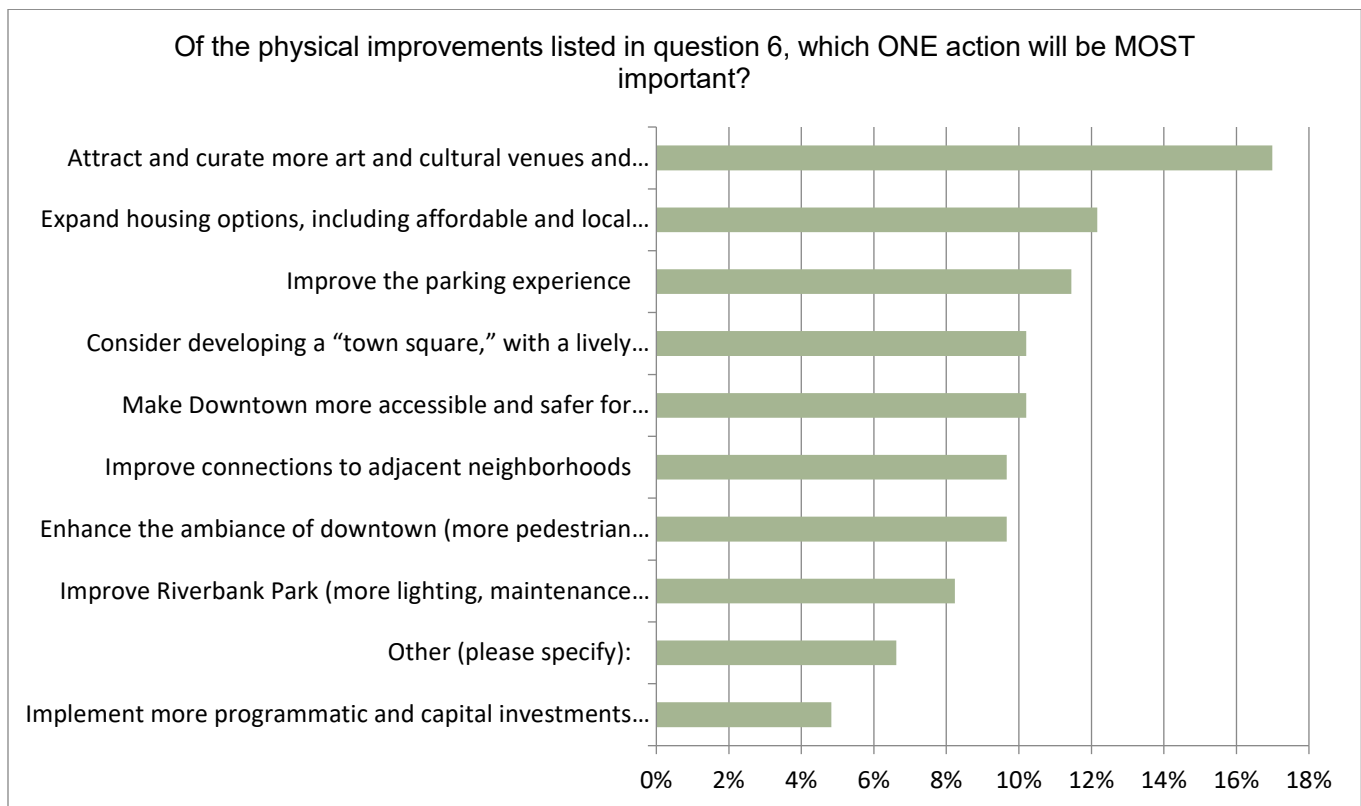
<i>Question 6 Survey Results</i>	Very Important	Important	Somewhat Important	Not Important
<b>Make Downtown more accessible and safer for pedestrians (including the maintenance of sidewalks and crosswalks).</b>	<b>67%</b>	25%	7%	1%
<b>Improve Riverbank Park (more lighting, maintenance and activation, recreation, etc.)</b>	<b>60%</b>	27%	11%	2%
<b>Improve the parking experience</b>	<b>56%</b>	21%	13%	10%
<b>Attract and curate more art and cultural venues and experiences, such as museums, concerts, and theaters</b>	<b>56%</b>	27%	14%	3%
Enhance the ambiance (more pedestrian lighting/festival lights, public art, flowers, etc.)	55%	31%	11%	3%
Improve connections to adjacent neighborhoods	54%	28%	13%	4%
Expand housing options, including affordable and local workforce options	47%	32%	16%	5%
Consider developing a "town square," with a lively outdoor gathering space	44%	35%	14%	7%
Implement more programmatic and capital investments in alleys and other small-scale outdoor spaces (seating, art, events and activation, etc.)	39%	39%	18%	4%

Question 7: Of the physical improvements listed in the prior question, which ONE action will be MOST important?

Responses: 559

Respondents were asked to select just one **physical improvement** from the previous question's answer choices. The top three responses from survey respondents were as follows:

- **Attract and curate more art and cultural venues and experiences, such as museums, concerts, and theaters (17%)**
- **Expand housing options, including affordable and local workforce options (12%), and,**
- **Improve the parking experience (11%).**



Question 8: To achieve your vision for Downtown Flint, how important is it to implement the following programs and services?

Responses: 562

Respondents were asked to rate potential **programs and services** as either 'very important,' 'important,' 'somewhat important,' or 'not important' to achieve their vision of Downtown Flint. The top 'very important' actions were:

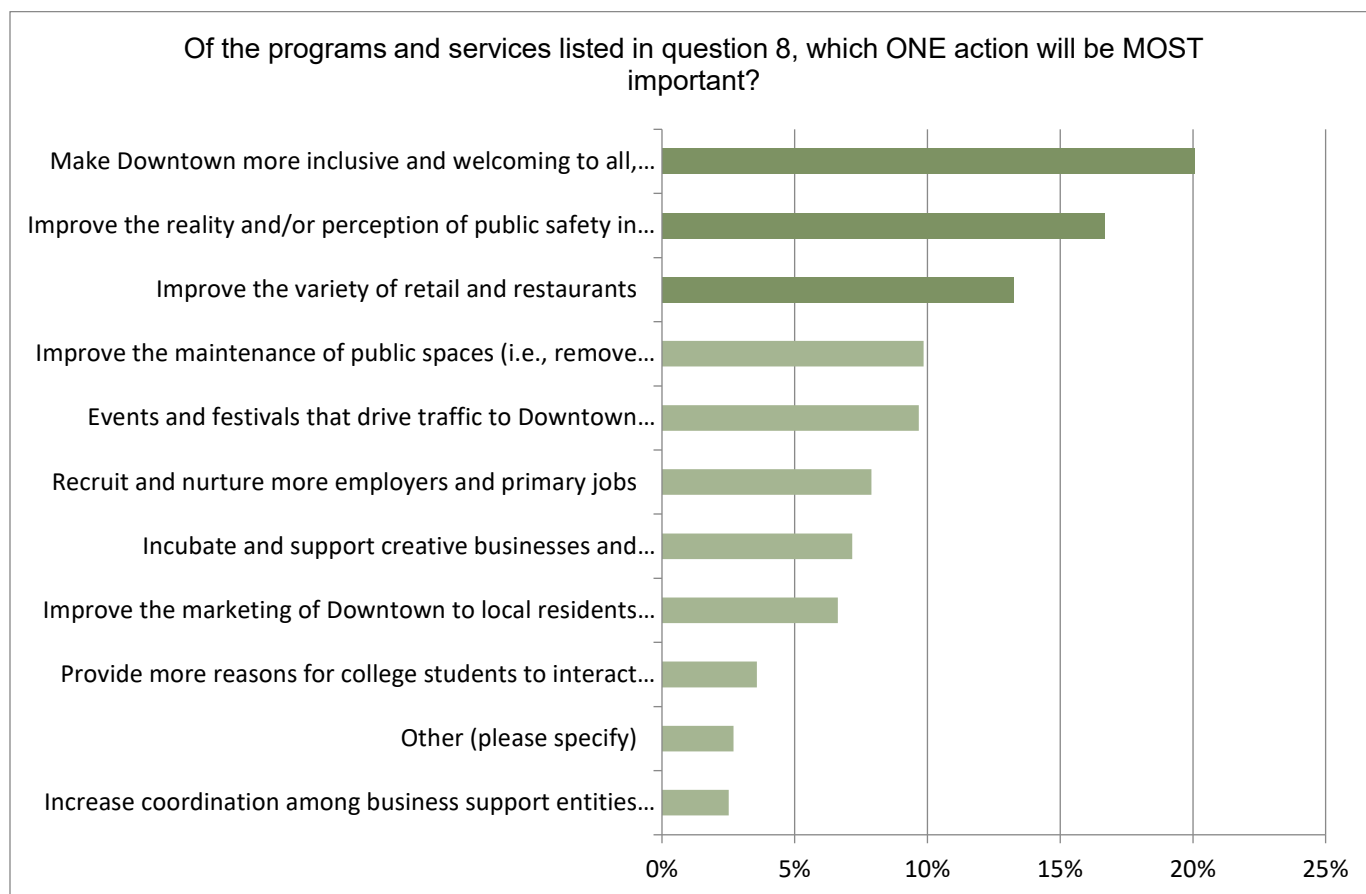
1. **Improve the reality and/or perception of public safety in the Downtown (72%)**
2. **Make Downtown more inclusive and welcoming to all, and celebrate cultural diversity (65%)**
3. **Improve the variety of retail and restaurants (60%)**

<i>Question 8 Survey Results</i>	<b>Very Important</b>	<b>Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>
<b>Improve the reality and/or perception of public safety in the Downtown</b>	<b>72%</b>	20%	7%	1%
<b>Make Downtown more inclusive and welcoming to all, and celebrate cultural diversity</b>	<b>65%</b>	20%	10%	5%
<b>Improve the variety of retail and restaurants</b>	<b>60%</b>	31%	8%	1%
Incubate and support creative businesses and entrepreneurs	57%	32%	10%	1%
Improve the maintenance of public spaces (i.e., remove graffiti, repair street furniture, improve landscaping, etc.)	56%	32%	11%	1%
Recruit and nurture more employers and primary jobs	55%	33%	11%	1%
Improve the marketing of Downtown to local residents and other residents in the region	55%	30%	13%	3%
Provide more reasons for college students to interact with Downtown businesses and offerings	54%	32%	11%	3%
Events and festivals that drive traffic to Downtown businesses	50%	36%	12%	3%
Other (please specify)	49%	23%	7%	21%
Increase coordination among business support entities and streamline business permitting processes	45%	40%	13%	3%

Question 9: Of the programs and services listed in question 8, which ONE action will be MOST important?

*Responses: 558*

Respondents were asked to select ONE service from the previous question's answer choices. The top choice was: "make Downtown more inclusive and welcoming to all and celebrate cultural diversity" (20%).



Question 10: If you could suggest one additional improvement to enhance Downtown Flint, not listed above, what would it be? [Open-ended question; optional]

Responses: 279

In Question 10, respondents were asked to provide ideas for additional improvements in an open-ended format. Respondents frequently elaborated on answer options provided in the prior questions. Common themes included:

- A desire for more **activities that appeal to all generations, particularly kids and families**. Ideas included a bowling alley, roller skating rink, outdoor arena, paddle boats at the riverfront, and more youth specific programming and activities.
- Expanded **nightlife entertainment** and dining options, including dance clubs and more places open later hours, especially on weekends. More options are needed for entertainment, dining, and social opportunities that are safe and welcoming to the **LGBTQ community**.
- **Specific retail and dining opportunities** cited included a grocery store, pharmacy, full-service gas station, shoe store, fabric store, affordable clothing retailers, and more breakfast (and diner) options.
- **There is a desire to allow some chain stores Downtown** to help ensure a more affordable product mix. Boutiques and independent stores tend to be more expensive.
- Direct quote from one respondent: *"Drawing amenities and retail for different income levels, and not just on Saginaw St. is important. The lack of amenities for city dwellers -- especially those of limited income-- is an imbalance and a problem."*

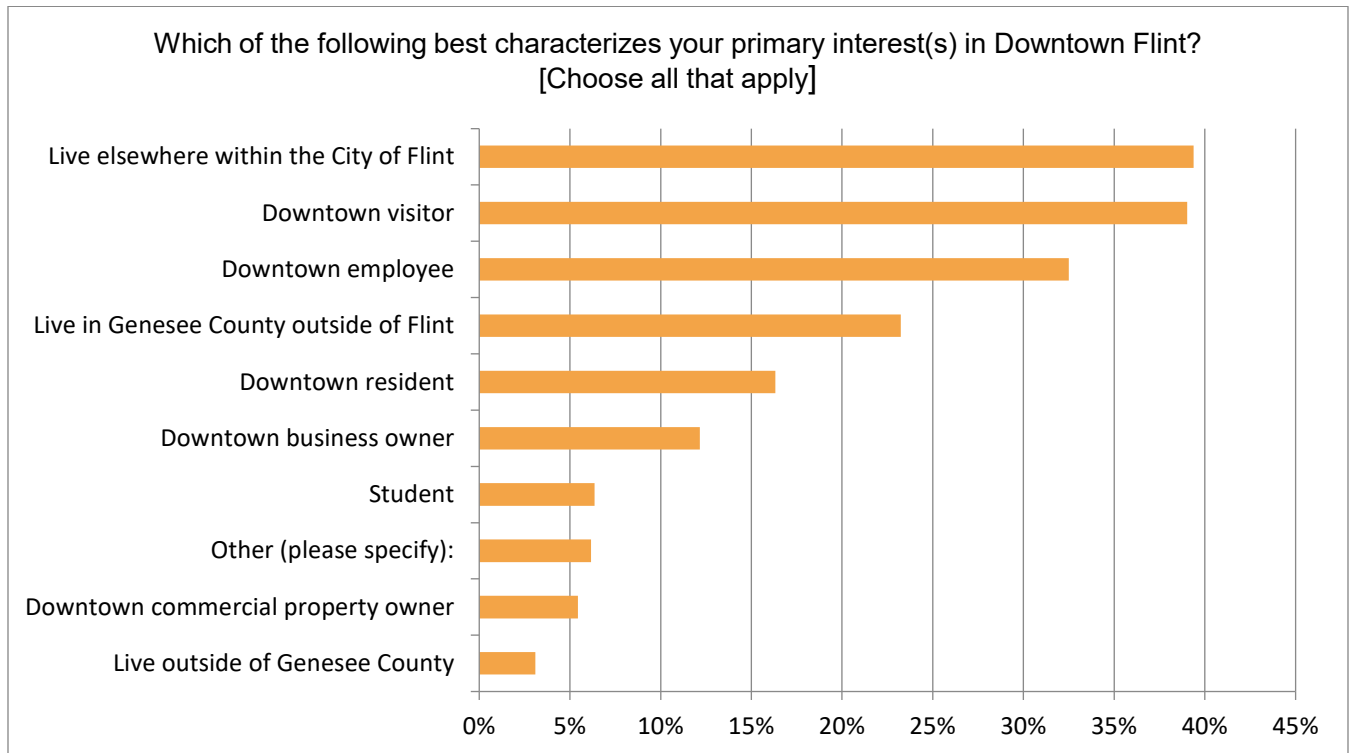
- More **diverse business ownership** and representation is desired. Direct quotes from respondents are italicized below.
  - *“I moved to Flint about 2 years ago and was **saddened to find out about the lack of Black owned businesses downtown**. I think a diverse racial/ethnic/cultural downtown would help it thrive. I guess what I would ultimately like to see is some sort of **business incubator to help diversify the racial makeup of business owners in downtown Flint**.”*
  - *“Downtown currently feels like a monopoly. A monopoly that caters to certain groups and a certain demographic, even at the risk of those businesses and business owners failing. With a more inclusive environment, we would not experience such knee jerk responses to events and groups of people being able to experience the available spaces and venues.”*
- Affordable options for entrepreneurs to start a business are desired, with more initiatives to work with the owners of vacant buildings to offer space for **emerging businesses**.
- **There are opportunities to redevelop** more of downtown’s **surface parking lots**.
- Expand housing and employment opportunities:
  - **More density** is desired, including **housing** (not just apartments, but rowhomes too).
  - Boost downtown employment, particularly higher paying jobs.
  - *“If you want a vibrant, creative community, expensive housing will not achieve that goal. It is only when **artists, entrepreneurs, and other creative people can afford to live and work** that you will see that sort of outcome. We also must be sure to develop downtown in a way where **we aren’t actively displacing existing populations in adjacent neighborhoods**.”*
  - *“The creative energy in Flint is off the hook, but we can only get so far without addressing **core employment and standard-of-living issues for residents**.”*
- **More cohesive marketing and promotion of events** is needed. Consider a single reliable source of information – or better coordinate calendars -- so that more people know about all events.
- Make more conscious efforts to **partner with diverse organizations** and producers for inclusive event programming.
- Consider closing off side streets (1st, 2nd, 3rd, Kearsley) to allow restaurants to have **outdoor seating year-round**.
- Market the **area north of the river** as much as the rest of Downtown, and integrate it into the perceived core of Downtown.
- Encourage **churches** to become more active in the Downtown community.
- Improve **partnerships with UM-Flint** and bring more focus to educational institutions.
- **Communication and leadership:** better communication and coordination between DDA, City of Flint, and the businesses and organizations downtown, is desired.
  - *“Restart the **DDA communication meeting** that used to be held on Wednesdays at lunch. Timing can be different but creating a **space for downtown stakeholders to be together to get info and provide feedback** was very valuable.”*
  - City Processes: *“Make the city’s planning/zoning/building departments efficient. They are lacking process. They are overburdened. They need to serve the needs of all. Instead, they are often the brick wall standing in the way of creative ideas.”*

# RESPONDENT CHARACTERISTICS

Respondents were asked to provide optional demographic information characterizing their interest in Downtown Flint, age, gender, race & ethnicity, and annual household income. Graphs summarizing respondent demographics can be found below.

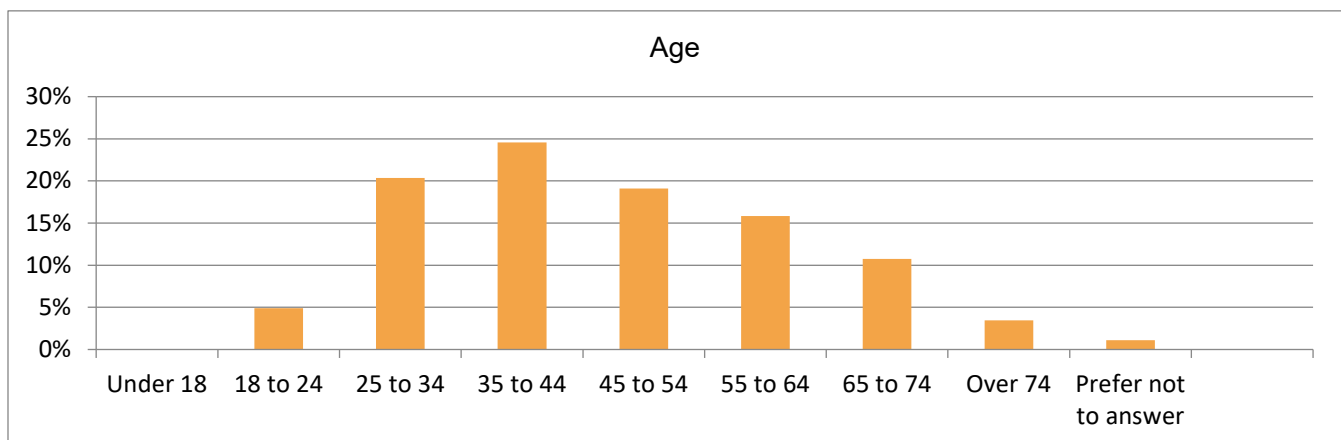
## Which of the following best characterizes your primary interest(s) in Downtown Flint?

*Responses: 551. Note that respondents were allowed to select all answer choices that apply, so the chart below exceeds 100%.*



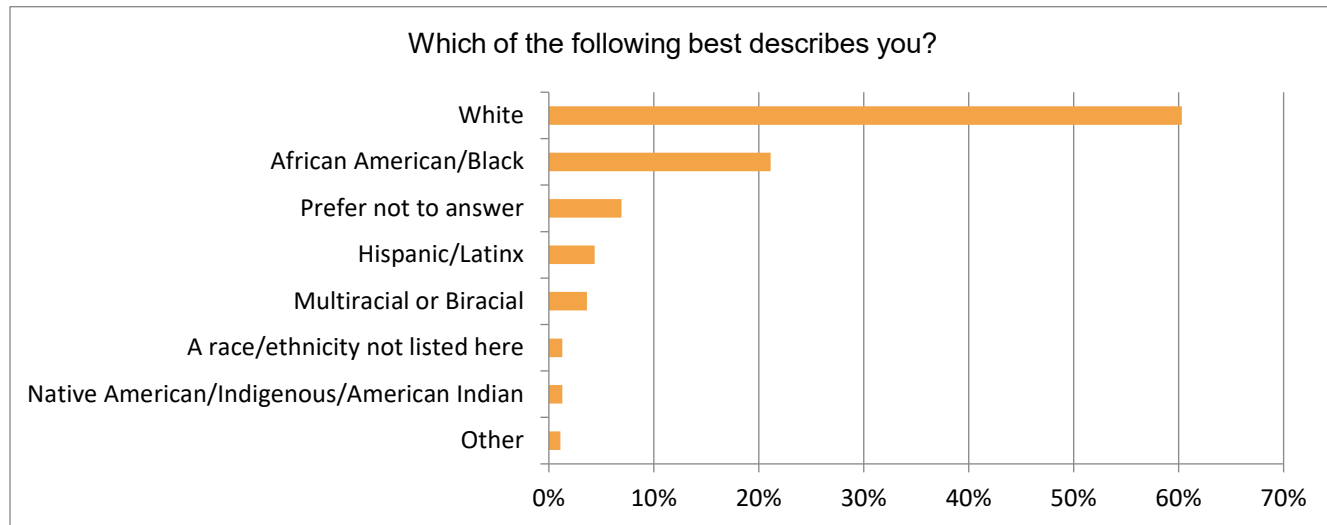
## Age

*Responses: 550*



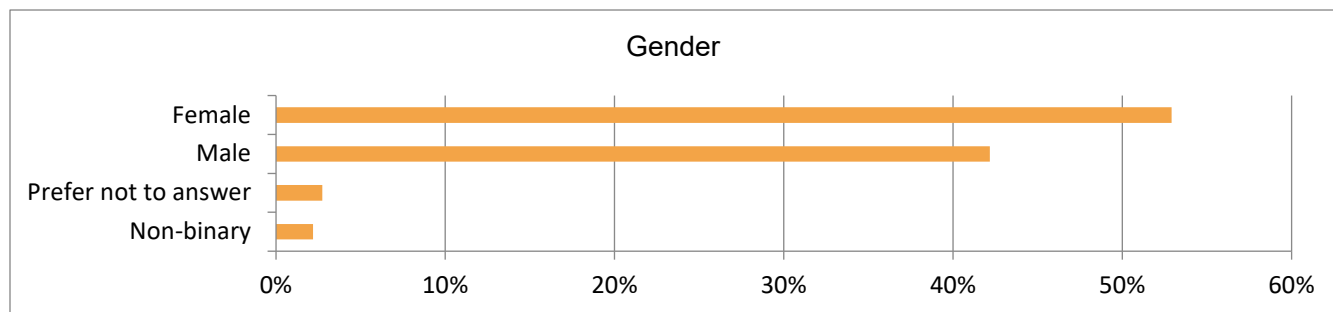
Race & Ethnicity: Which of the following best describes you?

Responses: 549



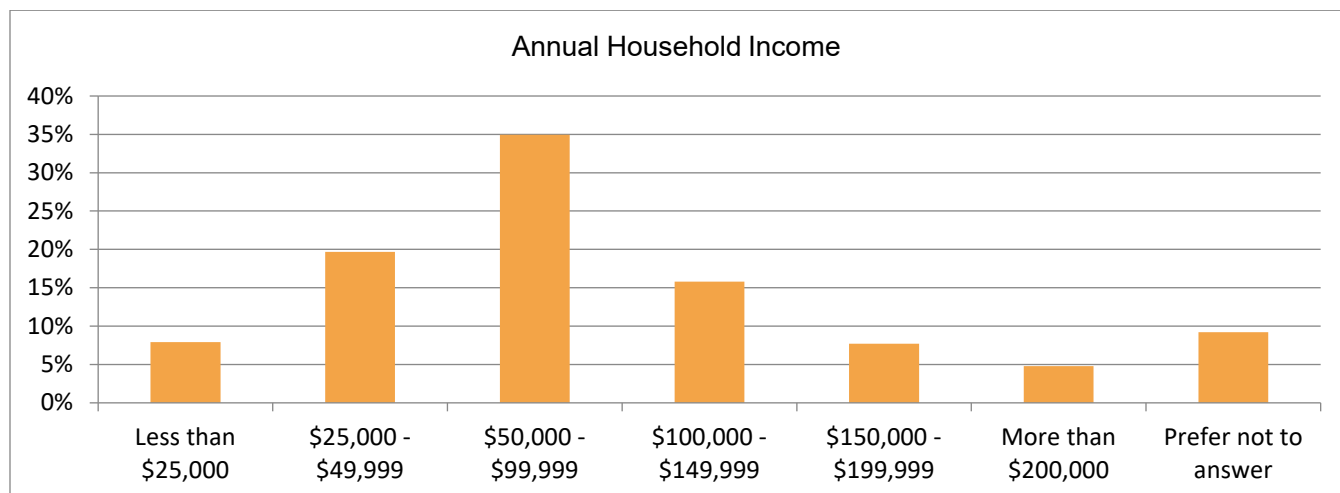
Gender

Responses: 550



Annual Household Income

Responses: 544



# CROSS-TABULATIONS

The survey results were cross-tabulated by *race & ethnicity*, *household income*, and *interest in Downtown Flint*, to determine if responses differed based on respondent characteristics and demographics. Four questions were analyzed:

- What most often brings you Downtown?
- Which events do you attend?
- Of the physical improvements listed in question 6, which ONE action will be MOST important?
- Of the programs and services listed in question 8, which ONE action will be MOST important?

## Question 2: What most often brings you Downtown? [Please select up to three]

### Race & Ethnicity (Question 2)

The answer choices in the table below are organized in descending order according to the total survey results. Compared to other questions cross-tabulated by race & ethnicity, there is not significant variation among answers to the question of what brings people to Downtown Flint.

Q.2 Results Cross-tabulated by Race & Ethnicity	All	White	African American/ Black
Flint Farmer's Market	72%	73%	69%
Restaurants and bars	69%	74%	73%
Special events and festivals	50%	48%	54%
Performances and concerts (e.g., at Capitol Theater)	30%	27%	35%
City and/or County services	22%	21%	31%
Personal services (salon, barber, bank, etc.)	15%	14%	20%
Recreational opportunities (trails, parks, etc.)	14%	19%	11%
Shopping	11%	13%	6%
University of Michigan/other education	10%	10%	12%

### Household Income (Question 2)

Question 2, cross-tabulated by household income, revealed the following:

- **The higher the respondent's household income**, the more likely they were to choose **"restaurants and bars"** as a reason for coming to Downtown Flint.
- **"Special events and festivals"** were more often selected among **middle- and lower-income** respondents.

The answer choices in the table below are organized in descending order according to the total survey results. For each row, the income range with the highest percentage of respondents selecting that choice is highlighted, with the second highest highlighted in the lighter green.

Q.2 Results Cross-tabulated by Household Income	Less than \$25K	\$25K-\$49K	\$50K-99K	\$100K-\$150K	\$150-\$199K	More than \$200K
Number of respondents	41	102	178	80	42	25
Flint Farmer's Market	56%	77%	76%	74%	60%	68%
Restaurants and bars	59%	71%	71%	74%	83%	84%
Special events and festivals	56%	57%	58%	36%	38%	44%
Performances and concerts (e.g., at Capitol Theater)	17%	27%	32%	34%	31%	20%
City and/or County services	32%	24%	21%	11%	29%	8%
Personal services (salon, barber, bank, etc.)	7%	18%	16%	19%	17%	8%
Recreational opportunities (trails, parks, etc.)	24%	20%	13%	20%	12%	4%
Shopping	2%	11%	12%	16%	5%	12%
University of Michigan/other education	10%	9%	10%	14%	10%	8%

### Interest in Downtown (Question 2)

The answer choices in the table below are organized in descending order according to the total survey results. For each row, the group with the highest percentage of respondents selecting that choice is highlighted, with the second highest highlighted in the lighter green.

Q.2 Results Cross-tabulated by Interest in Downtown	Comm. Prop Owner	Business Owner	Employee	Resident	Student	Visitor	Live in Flint – not DT	Gen. County	Outside Gen. County
Number of respondents	27	59	162	83	34	207	210	119	16
Flint Farmer's Market	41%	58%	76%	71%	65%	77%	75%	71%	63%
Restaurants and bars	70%	78%	78%	72%	71%	76%	70%	79%	56%
Special events and festivals	44%	41%	54%	53%	47%	61%	52%	49%	38%
Performances and concerts (e.g., at Capitol Theater)	37%	34%	32%	30%	29%	34%	26%	31%	13%
City and/or County services	15%	17%	22%	17%	12%	18%	24%	13%	19%
Personal services (salon, barber, bank, etc.)	33%	25%	15%	25%	24%	13%	16%	13%	0%
Recreational opportunities (trails, parks, etc.)	30%	14%	14%	25%	24%	18%	18%	11%	6%
Shopping	30%	22%	12%	17%	29%	11%	12%	4%	13%
University of Michigan/other education	4%	5%	16%	12%	50%	10%	9%	10%	6%

Question 3: Which events do you attend? [select all that apply]

### Race & Ethnicity (Question 3)

The events question was cross-tabulated for white and African American/Black respondents, the two most statistically significant race & ethnicity categories. Findings included:

- **The Art Walk** is more frequented by white respondents (68%) compared to African American/Black respondents (50%).
- **Music festivals, Food Truck Sundays,** and the **Block Party** are more popular among African American/Black respondents compared to white respondents.
- A greater proportion of **African American/Black respondents (72%)** selected **Back to the Bricks** than **white respondents (61%)**.

Q.3 Results Cross-tabulated by Race & Ethnicity	All	White	African American/ Black
Number of respondents	613	311	115
Back to the Bricks	62%	61%	72%
Art Walk	61%	68%	50%
The Crim Festival of Races	46%	45%	53%
Music festivals (e.g., Glizzy Fest, Drop Fest, etc.)	42%	39%	57%
Holiday tree lighting	32%	31%	34%
Bikes on the Bricks	25%	24%	29%
Food Truck Sundays	22%	18%	40%
The Block Party	19%	13%	37%
Other (please specify)	14%	17%	10%
Gus Macker basketball tournament	13%	8%	30%
Flint Fitness	6%	5%	9%

### Household Income (Question 3)

Question 3, cross-tabulated by household income, revealed the following:

- **The Crim Festival of Races** is popular amongst all incomes but appears most popular among respondents with **higher household incomes**.
- **“Music festivals (e.g., Glizzy Fest, Drop Fest, etc.)”** was more frequently selected among respondents with **lower and moderate household incomes**.

The answer choices in the table below are organized in descending order according to the total survey results. For each row, the household income range with the highest percentage of respondents selecting that choice is highlighted, with the second highest highlighted in the lighter green.

Q.3 Results Cross-tabulated by Household Income	Less than \$25K	\$25K-\$49K	\$50K-99K	\$100K-\$150K	\$150-\$199K	More than \$200K
Number of respondents	43	101	184	80	40	25
Back to the Bricks	49%	60%	66%	60%	73%	52%
Art Walk	51%	67%	66%	65%	48%	64%
The Crim Festival of Races	47%	36%	53%	49%	53%	60%
Music festivals (e.g., Glizzy Fest, Drop Fest, etc.)	53%	55%	45%	36%	33%	28%
Holiday tree lighting	30%	25%	29%	40%	33%	24%

Bikes on the Bricks	26%	20%	29%	25%	28%	24%
Food Truck Sundays	19%	24%	24%	23%	28%	8%
The Block Party	21%	13%	26%	15%	20%	20%
Other (please specify)	19%	16%	14%	11%	13%	8%
Gus Macker basketball tournament	16%	11%	16%	16%	18%	8%
Flint Fitness	7%	3%	9%	5%	3%	0%

Question 7: Of the physical improvements listed in the prior question, which ONE action will be MOST important?

### Race & Ethnicity (Question 7)

Question 7, cross-tabulated by race/ethnicity, revealed the following:

- **“Improve the parking experience”** was tied as the **highest ranked choice among white respondents (15%)**, but was the **least popular selection among African American/Black respondents (3%)**.
- African American/Black respondents were more likely to select “attract and curate more art and cultural venues and experiences” (25% compared to 15% of white respondents).

Q.7 Results Cross-tabulated by Race & Ethnicity	White	African American/Black
Attract and curate more art and cultural venues and experiences, such as museums, concerts, and theaters	15%	25%
Expand housing options, including affordable and local workforce options	13%	14%
Improve the parking experience	15%	3%
Make Downtown more accessible and safer for pedestrians (including the maintenance of sidewalks and crosswalks).	12%	4%
Consider developing a “town square,” with a lively outdoor gathering space	8%	15%
Enhance the ambiance of downtown (more pedestrian lighting/festival lights, public art, flowers, etc.)	10%	6%
Improve connections to adjacent neighborhoods	10%	10%
Improve Riverbank Park (more lighting, maintenance and activation, recreation, etc.)	7%	14%
Other (please specify):	6%	4%

### Household Income (Question 7)

Question 7, cross-tabulated by household income, revealed the following:

- Respondents in the **lower and higher income** ranges, compared to the middle-income brackets, were most likely to prioritize **“attract and curate more art and cultural experiences...”**
- **“Expanding Downtown housing...”** was more frequently prioritized among those of **higher incomes**.
- **“Improve the parking experience”** was slightly more popular among those of **higher incomes**.
- **“Improve accessibility and pedestrian safety”** was higher ranked among those of **higher incomes**.

- Respondents in the **\$25K-\$49K** range were the most likely demographic to select “**improve connections to adjacent neighborhoods**” as their top choice.

Q.7 Results Cross-tabulated by Household Income	Less than \$25K	\$25K-\$49K	\$50K-99K	\$100K-\$150K	\$150-\$199K	More than \$200K
Number of respondents	42	106	189	85	42	26
Attract and curate more art and cultural venues and experiences, such as museums, concerts, and theaters	29%	17%	13%	13%	26%	19%
Expand housing options, including affordable and local workforce options	10%	10%	12%	12%	24%	15%
Improve the parking experience	10%	12%	10%	8%	12%	15%
Make Downtown more accessible and safer for pedestrians (including the maintenance of sidewalks and crosswalks).	10%	10%	8%	13%	10%	19%
Consider developing a “town square,” with a lively outdoor gathering space	5%	8%	16%	8%	7%	12%
Enhance the ambiance of downtown (more pedestrian lighting/festival lights, public art, flowers, etc.)	7%	9%	8%	15%	7%	0%
Improve connections to adjacent neighborhoods	10%	16%	10%	7%	7%	12%
Improve Riverbank Park (more lighting, maintenance and activation, recreation, etc.)	14%	8%	8%	11%	5%	8%
Implement more programmatic and capital investments in alleys and other small-scale outdoor spaces (seating, art, events and activation, etc.)	5%	4%	7%	6%	0%	0%
Other (please specify):	2%	6%	7%	7%	2%	0%

### Interest in Downtown (Question 7)

Question 7 was cross-tabulated by interest in Downtown. Findings include:

- Existing Downtown residents and students were the most likely to select “expand housing options...”
- Stakeholders who live in Genesee County (outside of the City of Flint) were the most likely to select “improve the parking experience.”

	Comm. Prop Owner	Business Owner	Employee	Resident	Student	Visitor	Live in Flint – not DT	Gen. County	Outside Gen. County
Number of respondents	30	67	178	90	35	213	214	128	17
Attract and curate more art and cultural venues and experiences, such as museums, concerts, and theaters	23%	19%	15%	14%	31%	18%	16%	16%	29%
Expand housing options, including affordable and local workforce options	17%	16%	16%	19%	17%	12%	11%	12%	12%
Improve the parking experience	3%	10%	10%	4%	0%	10%	8%	20%	6%
Make Downtown more accessible and safer for pedestrians (including the	10%	6%	7%	12%	6%	11%	10%	12%	12%

maintenance of sidewalks and crosswalks).									
Consider developing a “town square,” with a lively outdoor gathering space	20%	10%	13%	10%	14%	8%	12%	7%	18%
Enhance the ambiance of downtown (more pedestrian lighting/festival lights, public art, flowers, etc.)	0%	9%	10%	7%	6%	12%	9%	13%	6%
Improve connections to adjacent neighborhoods	7%	9%	10%	9%	11%	14%	13%	5%	12%
Improve Riverbank Park (more lighting, maintenance and activation, recreation, etc.)	0%	1%	12%	9%	9%	6%	7%	8%	6%
Implement more programmatic and capital investments in alleys and other small-scale outdoor spaces (seating, art, events and activation, etc.)	10%	7%	2%	7%	3%	5%	5%	5%	0%
Other (please specify):	10%	10%	6%	9%	3%	5%	8%	3%	0%

Question 9: Of the programs and services listed in question 8, which ONE action will be MOST important?

### Race & Ethnicity (Question 9)

For the top five improvements listed in the table below, the group with the higher percentage of respondents selecting that answer is highlighted. Question 9, cross-tabulated by race & ethnicity, revealed the following:

- “Improve the reality and/or perception of public safety in Downtown” was the second highest choice among white respondents (19%), but one of the less popular choices for African American/Black respondents (5%).
- African American/Black respondents were more likely to select “attract and curate more art and cultural venues and experiences” (25% compared to 15% of white respondents).

Q.9 Results Cross-tabulated by Race & Ethnicity	All	White	African American/ Black
Make Downtown more inclusive and welcoming to all, and celebrate cultural diversity	20%	20%	29%
Improve the reality and/or perception of public safety in the Downtown	17%	19%	5%
Improve the variety of retail and restaurants	13%	12%	19%
Improve the maintenance of public spaces (i.e., remove graffiti, repair street furniture, improve landscaping, etc.)	10%	10%	7%
Events and festivals that drive traffic to Downtown businesses	10%	8%	15%
Recruit and nurture more employers and primary jobs	8%	8%	9%
Improve the marketing of Downtown to local residents and other residents in the region	7%	7%	4%
Incubate and support creative businesses and entrepreneurs	7%	6%	7%

Provide more reasons for college students to interact with Downtown businesses and offerings	4%	5%	3%
Other (please specify)	3%	4%	1%
Increase coordination among business support entities and streamline business permitting processes	3%	3%	2%

### Household Income (Question 9)

- “Make Downtown more inclusive and welcoming” was a higher priority among respondents with lower household incomes compared with those on the higher end of the economic spectrum.
- Public safety appears to be an issue that is more frequently prioritized by respondents with higher household incomes.

Q.9 Results Cross-tabulated by Household Income	Less than \$25K	\$25K-\$49K	\$50K-99K	\$100K-\$150K	\$150-\$199K	More than \$200K
Number of respondents	43	107	189	85	41	26
Make Downtown more inclusive and welcoming to all, and celebrate cultural diversity	30%	29%	18%	15%	12%	12%
Improve the reality and/or perception of public safety in the Downtown	9%	12%	16%	20%	22%	15%
Improve the variety of retail and restaurants	12%	11%	14%	14%	12%	23%
Improve the maintenance of public spaces (i.e., remove graffiti, repair street furniture, improve landscaping, etc.)	12%	7%	12%	11%	5%	19%
Events and festivals that drive traffic to Downtown businesses	7%	8%	6%	8%	5%	4%
Recruit and nurture more employers and primary jobs	5%	7%	11%	6%	15%	4%
Improve the marketing of Downtown to local residents and other residents in the region	7%	9%	7%	2%	5%	8%
Incubate and support creative businesses and entrepreneurs	7%	10%	7%	9%	15%	8%
Provide more reasons for college students to interact with Downtown businesses and offerings	7%	4%	3%	4%	7%	4%
Other (please specify)	2%	0%	3%	4%	2%	4%
Increase coordination among business support entities and streamline business permitting processes	2%	3%	2%	7%	0%	0%

### Interest in Downtown (Question 9)

- “Make Downtown more inclusive and welcoming” was the top priority for all groups, except business owners and people living outside of Flint.
- Among business owners, there was a three-way tie for the top improvement: “improve the reality and/or perception of public safety,” “improve the maintenance of public spaces...,” and “incubate and support creative businesses and entrepreneurs.”
- Among students, “improve the reality and/or perception of public safety...” was a low priority (6% compared with the average of 17%).

Q.9 Results Cross-tabulated by Interest in Downtown	Comm. Prop Owner	Business Owner	Employee	Resident	Student	Visitor	Live in Flint – not DT	Gen. County	Outside Gen. County
Number of respondents	30	66	179	88	35	215	216	128	17
Make Downtown more inclusive and welcoming to all, and celebrate cultural diversity	23%	14%	20%	19%	29%	23%	25%	15%	24%
Improve the reality and/or perception of public safety in the Downtown	10%	15%	20%	11%	6%	15%	14%	21%	35%
Improve the variety of retail and restaurants	13%	12%	11%	14%	11%	13%	13%	16%	0%
Improve the maintenance of public spaces (i.e., remove graffiti, repair street furniture, improve landscaping, etc.)	23%	15%	13%	14%	11%	6%	10%	5%	12%
Events and festivals that drive traffic to Downtown businesses	3%	6%	7%	7%	9%	11%	8%	14%	0%
Recruit and nurture more employers and primary jobs	3%	6%	11%	16%	6%	10%	7%	8%	0%
Improve the marketing of Downtown to local residents and other residents in the region	3%	9%	4%	6%	0%	7%	6%	9%	0%
Incubate and support creative businesses and entrepreneurs	10%	15%	4%	5%	9%	5%	9%	5%	18%
Provide more reasons for college students to interact with Downtown businesses and offerings	7%	3%	4%	3%	20%	4%	4%	4%	6%
Other (please specify):	3%	0%	2%	3%	0%	3%	3%	2%	0%
Increase coordination among business support entities and streamline business permitting processes	0%	5%	2%	2%	0%	2%	2%	2%	6%