Anchorage Parks and Recreation administered an online survey to better understand how residents view Town Square Park.

Between April 5th and May 5th, 2017, 635 survey responses were collected.

**What did respondents say...**

This graphic shows the most common words used by respondents to describe what they like about Town Square Park. The size of each word corresponds to the number of times each word was mentioned.

**ONLINE SURVEY THEMES**

- **Common Themes**
  - Four general themes from the online survey regarding what people like about Town Square Park.

- **Downtown Location**
  - Town Square Park’s central location and close proximity to the performing arts center, restaurants, and businesses is one of the park’s best assets. The park’s downtown location also makes it a favorite place for people to gather, sit and eat lunch, people watch, or take a break from the office.

- **Events and Celebrations**
  - Town Square Park is home to many of Anchorage residents’ favorite community events and celebrations. Respondents cited several examples including the New Year’s Eve celebration, summer ‘Live after Five’ concerts, and the Christmas Tree lighting as favorite events that bring the community together.

- **Flowers and Green Space**
  - Town Square Park has long been envisioned as an urban oasis providing relief from the hustle and bustle of downtown. Respondents enjoy the trees, green spaces, and flowers which provide a welcome splash of color after the long winter.

- **A Park for all Seasons**
  - In addition to the summertime events and flower displays, many respondents described how they enjoy the ice sculptures, tree lights, and former ice skating rink. Planning for the park should consider Town Square Park in all seasons.

**Survey Responses**

Between April 5th and May 5th, 2017, 635 survey responses were collected.
Anchorage Parks and Recreation administered an online survey to better understand how residents view Town Square Park.

Between April 5th and May 5th, 2017, 635 survey responses were received. The survey responses reveal the following:

**Survey Responses**

- **635** respondents participated.

**Responses by Age Group**

- Under 30: 68
- 30-39: 173
- 40-49: 76
- 50-59: 76
- 60+: 131

**Responses by Sex**

- Male: 324
- Female: 311

**Common Themes**

Three general themes from the online survey regarding what issues or concerns people would like to see addressed in this Master Plan are:

- **People want to use Town Square Park more.**
- **Park is underutilized.**

**Perception of Safety**

Town Square Park and downtown have an image problem. Survey responses reveal that there is the perception that the park is unsafe and that people are purposefully avoiding downtown. Crime, homelessness, open drug use and large intimidating groups hanging out in the park were all cited as major issues and concerns.

**Design and Character**

Town Square Park is located between two major arterial roads with poor pedestrian connections to neighboring businesses. Additionally, the trees and hills create poor visibility into, around and through the park. While people generally prefer green spaces over concrete, many respondents cite these design features as creating hiding places that make the park feel unsafe.

**What did respondents say...**

This graphic shows the most common words used by respondents to describe what issues or concerns would you like to see addressed in this Master Plan.

The size of each word corresponds to the number of times each word was mentioned.

**Online Survey Themes**

- People
- Park
- Use
- Safety
- Space
- Place
- Drugs
- Homeless
- Problems
- Town
- Needs
- Make
- Keep
- Activities
- Events
Anchorage Parks and Recreation administered an online survey to better understand how residents view Town Square Park.

**WHAT TYPES OF CHANGES OR NEW ACTIVITIES WOULD ENCOURAGE YOU TO VISIT TOWN SQUARE PARK MORE OFTEN?**

Between April 5th and May 5th, 2017, 635 survey responses were collected.

**Common Themes**

Three general themes from the online survey regarding what types of changes or new activities would encourage people to visit Town Square Park more often.

**Activate the Park**

Town Square Park is the civic center of Anchorage and the heart of downtown. Programming events and providing year-round activities can help activate the park with positive use.

**Improve Safety and Security**

Safety and security is one of the main reasons people are not visiting Town Square Park. Improving security with more foot patrols and police presence as well as improving visibility into and around the park will help ensure that the park is safe and welcoming for all.

**Provide Amenities**

“Provide something to do” and “make it comfortable” were common responses in the survey. In addition to the seasonal attractions of flowers and ice sculptures; adding amenities such as tables and chairs, food vendors, games, restrooms, arts and live music - would encourage people to visit Town Square Park more often.

**What did respondents say...**

This graphic shows the most common words used by respondents to describe what types of changes or new activities would encourage you to visit Town Square Park more often. The size of each word corresponds to the number of times each word was mentioned.

---

**ONLINE SURVEY THEMES**

---

**COMMUNITY WORKSHOP 1**

VISIONING & POSITIVE CHANGE

**May | 2017**