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This is an analysis of the research conducted to determine what social, economic or perceptual barriers exist among members of the Syracuse University community in relation to downtown Syracuse.

We believe that after surveying approximately 1900 members of the Syracuse University community, we have determined some of the actual barriers and what we recommend to do to prevent or remove them.

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Strategic Public Relations Research Analysis for the Connective Corridor

May 5, 2005

For Consideration by the Connective Corridor Planning Committee

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Executive Summary

The data were collected by an online survey between April 17 to April 25, 2006 from 1,881 volunteer students, faculty and staff. Proportionately more faculty and staff answered the survey than students; 777 faculty and staff answered out of 5,000 possible responses and 1,104 students gave responses out of a possible 15,400.

We examined the factors determining whether or not a person of the University Hill community goes to downtown Syracuse to attend a social or cultural event. From the research we gathered, we believe there is substantial basis to our original beliefs. We stated that the fear of violent and non-violent crime, the costs of going downtown and the types of events offered would play a part in social participation and engagement in the downtown Syracuse area.

We found that the two largest obstacles preventing individuals from attending the arts and culture events were parking and transportation and safety. Parking and transportation issues played a far larger role than we anticipated and safety concerns were the second largest concern. The remaining obstacles represented such small percentages of the population that we didn't deem them important to analyze in depth.

After examining our research as a whole, we also discovered that arts and culture participation occurring in Syracuse is vastly different from many national percentages as examined in similar research. Overall in the nation, attendance is higher at arts and culture events, information is obtained more from newspapers and fliers and other issues associated with cost and parking fewer than in Syracuse.

We also want to include some of the limitations of our survey. Because our survey was based on self-selected participation, the results that we have gathered can not be analyzed for statistical significance. However, we do believe that because of the sheer

volume of responses we received, our survey and the results it gives, are valid and can correspond to the assertions we are making.

With our research and other literary research, we believe our findings will help better coordinate the needs of Syracuse with the university community.

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Background and Objectives of Research:

Research question: What are the factors that prevent or encourage a person of the Syracuse University community to go downtown and attend a cultural or social event?

From the Research: We believe that this research, while limited to the University Hill community, was a valid and an accurate representation of sentiments toward the downtown area. Because we surveyed such a large population and garnered such a large response pool, we believe that they represent a strong description of feelings and beliefs toward the downtown area, even if not statistically accurate. We believe that the information generated from this research will help future research ventures as well as the development of public relations and marketing plans for the development of the Connective Corridor.

Background and Objectives of the Proposed Study:

We have learned that many individuals in the Syracuse community do not travel to downtown Syracuse for various reasons. We hope to better understand what causes people to travel downtown and also what prevents them from doing so.

With this information we can try to find ways to help individuals see beyond physical and psychological obstacles and feel comfortable with utilizing the Connective Corridor concept. Once these obstacles are addressed, creators of the Connective Corridor can encourage citizens to take advantage of the community benefits of the downtown Syracuse area.

The findings can be used to help the creators of the Connective Corridor to adjust their communication strategy to fit the needs of the Syracuse community. This study will serve as the preliminary stage of a public relations campaign. The campaign will focus on members of the community that are identified as potential users or beneficiaries of the Connective Corridor development project. An effective communications strategy will help the Connective Corridor project reach its goals of creating a center for arts, culture and creative energy and promoting sustainable economic development.

Literature Review: Proposed Research

Understanding the University Hill Community

A study conducted by the University of Maryland found that to inspire and facilitate collaborations a university between itself and its communities a university must identify similar or complimentary goals. The University of Maryland's downtown Baltimore integration (1994) report suggests that before creating sense of place within a university community, social climate must be understood. This includes, but is not limited to the interests, influences and identity of people in the social environment.

For the Connective Corridor to move forward, a valid assessment of these three areas needs to be completed.

At a recent meeting presenting the progress of student-run projects for the Connective Corridor, one group of students reported on the success of their initiative to improve the facilities of a local church.

Neighborhood Demographics

The University Hill neighborhood, as defined by the U.S. census zip code zones of 13210 and 13224, is the main population in which we are interested. The area comprises major areas of work, play and residency for many potential beneficiaries of the corridor. Some of these areas include Syracuse University, Marshall Street, the hospital district, and the neighborhoods of University Hill, Westcott, and outer Comstock. According to the 2000 Census, the basic demographic breakdown of the area is 64.9% White, 26.6% black or African American, 6.4 % Asian, 0.3% American Indian or Alaska Native, 0.1% Hawaiian native or Pacific islander, and 1.8% “other race.” The total population size for the combined zip codes of 35,309 people.

Each neighborhood is home to students, faculty, staff, and other local residents. The significant student population of the immediate university community (which includes University Hill, Westcott, outer Comstock) causes the demographic character of the neighborhoods to fluctuate with the school year. It also explains why, based on Census data, 22.4% walk or bike to work, 68.1% drive, and 6.3% used public transportation (“Journey,” 2000). This is based on a total population of 15,336 people for the combined zip codes.

According to The University Hill Corporation about 20,000 people are employed by businesses on University Hill (“Did You Know?,” n.d.). According to the Post-Standard, (2004) major employers include the Syracuse University (7,415), SUNY Upstate Medical University (5,456), Crouse Memorial Hospital (1,775), Veterans Administration Medical Center (1,150), SUNY College of Environment Science and Forestry (450). Hill employees, people that spend a great deal of time on the Hill, are also in a position to take advantage of a service that allows them to save the hassle of using their own means of transportation to travel downtown for an evening of cultural activity.

Since 1990, Syracuse University has given over \$3 million to the University Neighborhood Preservation Association (UNPA) in response to a “housing crisis” (“UNPA ... Facts,” 2004). This money is used to fund the association's programs; their primary program is providing grants of a few thousand dollars each to assist citizens in purchasing a home in the various Hill neighborhoods. This relationship is an important one for reaching out to the residents of the Hill who are not affiliated with the University.

Median household income levels are very low in areas surrounding the University. According to maps from the Syracuse Hunger Project (2004), some neighborhoods north-west of campus are in the \$0-\$13,000 per year range, while others east of campus are in the \$13,000-\$24,000 range (income data is from the U.S. Census

Bureau). The low annual income can be explained in part by the student population, however the crime rate suggests that the numbers alone don't capture an adequate picture.

Economic Sustainability

It is important to communicate the economic benefit of this development project. The downtown development in the Maryland report was responsible for drawing millions of dollars in revenue, which benefited both the neighborhood and the community. Disadvantaged citizens will connect more easily with the goals of the project if they can associate it with an economic benefit. Though not directly stated within the Connective Corridor website, sustainability is a common goal of economic development—to develop an economy that will not deteriorate as the initial funds deplete. If establishing good will toward an entity and building a positive image take time, then the best way to guarantee the length of time required is to implement a sustainable program.

Obstacle: Violent Crime

The city of Syracuse constantly faces the issue of violent crime. According to a survey done by F.O.C.U.S Greater Syracuse, 1,295 violent crimes were committed in the city of Syracuse in 2004. This number includes murder, rape, and aggravated assault (F.O.C.U.S., 2004).

Despite this large number of violent crimes, since 2002, the number of violent crimes per year has been decreasing (F.O.C.U.S 2004).

Syracuse.com has a Crime Lab Index on their web page, which can calculate the city's crime rate in relation to the national average of all cities in their database. The average is a score of 100. According to Syracuse.com, Syracuse has a crime lab index of 215. This means that Syracuse has a crime rate, over twice that of the national average.

According to the Crime Lab Index, there are 31 rapes, 12 homicides, and 590 aggravated assaults, per 100,000 people in Syracuse, every year (Syracuse.com, 2005).

According to an article in The Post-Standard, police recorded 293 reports of gun shots in the city of Syracuse between Sept. 20 and Aug. 7 2006 (LaMattina, 2005). The article tells the story of W. Renee Perry, woman who lives in the South Side of Syracuse. In 1997, a stray bullet, from cars shooting at each other nearby, shattered the windows of her car. “Perry was accustomed to hearing gunshots in her neighborhood, but since that Sunday morning, they scare her more” (LaMattina, 2005).

It seems that many cities face an issue with violent crimes. When you compare the number of violent crimes in Syracuse to other cities, it shows that other cities are facing the same problem. For example, the Crime Lab Index for Philadelphia is 377. Per 100,000 people, per year, there are 68 rapes, 24 homicides, and 656 aggravated assaults. In Albany, the Crime Lab Index is 406. Per 100,000 people, per year, there are 35 rapes, eight homicides, and 781 aggravated assaults. In Manhattan, the Crime Lab Index is 156. Per 100,000 people, per year, there are 19 rapes, five homicides, and 447 aggravated assaults (Syracuse.com).

Violent crime in cities affects different cities in unique ways. The way individuals feel about the city may be affected, as well as their willingness to go to the city at all.

The United States is not the only country that deals with violent crime filled cities. An article in The Herald, a newspaper in Glasgow, Scotland, talks about the perceptions of fear that individuals face when considering venturing into a city. ““I hate walking in the city centre on my own at night,” admitted the 20-year-old student who has been to a charity fundraising event,” (Chiesa 2005). The article discusses the fact that people are often unwilling to go to the city if they are alone, due to fear. Although

Glasgow is a noted city of peace throughout the world, a survey showed that thousands of Glaswegians are too afraid to venture into the city at night (Chiesa, 2005).

For the second year in a row, Camden, New Jersey, has been ranked as the most dangerous city in the United States (Mulvihill, 2005). Camden has a Crime Lab Index of 617 (Syracuse.com 2005). Being the number one dangerous city in the United States has caused some negative consequences for the city of Camden. “But about 100 fewer students than expected attended Rutgers University's downtown campus last year, something Provost Roger Dennis attributes to the crime ranking and a serial rapist who assaulted women near and on campus last fall” (Mulvihill, 2005). Students as well as other individuals may avoid the city, due to its nationally announced title of being the most dangerous city in the United States.

Obstacle: Non-violent Crime

One factor which may prevent people of the Syracuse University community from going downtown to attend a cultural or social event is the fear of relatively non-violent crimes, such as car theft, robbery, and mugging. Previous research in this area has supported the notion that people's fear of crime in cities is a real factor. It may lead them to avoid participation in activities that take place in cities, such as those that the Connective Corridor of Syracuse, NY, is encouraging.

Fear of crime is defined by James Garofalo (1981) as “an emotional reaction characterized by a sense of danger and anxiety” which is “elicited by perceived clues in the environment that relate to some aspect of crime for the person” (Garofalo, 1981). The type of fear that he examines that is useful in our study is anticipated fear, as opposed to actual fear. Anticipated fear is the thought that one would be afraid if put into a particular situation, and because of this that person's actions might be altered. Garofalo (1981) also found that many people have changed something in their life as a result of fear of crime.

He found that “the proportions of respondents that had ‘limited or changed’ their activities in some way because of crime ranged from 27 to 56% among 13 cities in the National Crime Survey” (Garofalo, 1981). In his research, he states that fear of crime will not have an effect on every person or in every city, but that it does have an effect, if only a small one, on a large amount of people. For the Connective Corridor project, the anticipated fear of crime in Syracuse could cause people to avoid going into the city for cultural or social events, especially those held at night.

Alan Liska and William Baccaglini (1990) examined how newspaper and media coverage of crimes affects people's fear of urban crime. They “examined the extent to which fear is affected by both the number of local crime stories and the number of non-local crime stories, and by both the number of violent crime stories and the number of non-violent crime stories” (Liska & Baccaglini, 1990). They used the National Crime Survey conducted by the U.S. Census Bureau in 1974 and 1975 to get an idea of how newspapers could affect people's fear of urban crime. This study included 26 cities, which is the largest sample of cities for which they could get information on fear of crime. They picked specific questions from the study which reflected the participants' fear of crime, evaluated the crime rates for the same years and scanned newspapers for stories in print at the time. They found that non-local stories caused people to have less fear of crime, while local stories caused them to have more. This could be because, comparatively, non-local stories make it seem as though participants' local crime rates were lower. Liska and Baccaglini (1990) found this to happen in small cities more because participants thought that their crime rates were lower compared to other cities based on how much of their news was devoted to non-local stories. They concluded that, “a city's social image or reputation as crime-ridden and dangerous not only affects the fear of crime, as suggested by this research, but also probably affects general patterns of social life, such as economic development, migrations, residential patterns, politics, and

cultural activities” (Liska & Baccaglini, 1990). Syracuse's local coverage of crime could have an effect on people's perceptions of the city as being safe or unsafe, and in turn affect participation in the Connective Corridor.

There are many different reactions people may have to crime in cities. Tarance D. Miethe (1995), an associate professor and chair of the Department of Criminal Justice at the University of Nevada, Las Vegas, reviewed the many different reactions people have to crime in his study. Miethe pinpointed three different categories of reactions including avoidance behavior, protective behavior and general behavioral and lifestyle changes. Avoidance behavior is refraining to participate in city activities or traveling to the city. This comes into play in the Connective Corridor project in Syracuse. Fear of crime or reacting to it by avoiding the city is a factor which will prevent involvement of people living outside of the city of Syracuse. Miethe also found that “Women and the elderly are the social groups that are generally found to be the most fearful, have a distorted perception of their likelihood of victimization, and tend to take the most safeguards and precautionary actions to reduce their risks of victimization” (Miethe, 1995). This could also have an effect on the Syracuse area women and elderly and families with young children and prevent them from taking part in the Connective Corridor.

In the past, researchers have hypothesized that people's fear of crime varies according to the season. They have suggested that since certain types of crimes are higher at different times of the year and that people's fear of those crimes would vary accordingly. Natasha Semmens, Jennifer Dillane, and Jason Ditton (2002), conducted a survey of 576 respondents at the end of each of the four seasons in two different cities to see if the levels of fear of crime would change. They found that there were seasonal effects for some, but not all, specific types of crime. For example, fear of burglary was lower in the spring and summer periods and higher in the winter and autumn periods. Fear of vehicle crime was highest at the end of the spring. They found no seasonal

change for mugging or vandalism. This could have an effect on our research for the Connective Corridor. If people actually are more afraid of burglary in the winter and autumn, or vehicle crime at the end of the spring, then seasonality could have an effect on the type of data we collect related to fear of crime.

Arts and Culture Participation

According to the most recent report by the F.O.C.U.S. Greater Syracuse organization (2005), Syracuse, New York has over 40 museums and art galleries and the only IMAX theatre in New York State. Additionally, Syracuse is home to the only year-round professional opera company, Syracuse Opera, and theatre, Syracuse Stage, serving Central New York. The Syracuse Symphony Orchestra is the 28th largest orchestra in the United States and serves the central and northern New York Region (F.O.C.U.S., 2005).

Many residents of the greater Syracuse area are not taking advantage of the resources and outlets for arts and culture institutions in the region. Certain trends in Syracuse are similar across the country.

Arts participation research focuses on both users and non-users of all types of arts programs (“A practical guide to arts participation research,” 1995). Surveys should include questions about the participation in various arts activities as well as personal demographic information. It is important to survey both those who participate in the arts and those who do not. This way, a variety of attitudes, opinions and preferences regarding the arts can be reported. Arts participation research can help institutions make funding decisions and evaluate current programs as well as help to develop new ones.

According to a study conducted by the American Council for the Arts in 1992, only 59% of the respondents reported attending live performance plays, musical comedies or other

theater. This is a 4% decrease from 1987. Just 53% of the respondents reported visiting an art museum that exhibited paintings, drawings or sculpture.

Only 22% of respondents reported attending a ballet or other live dance performance. And worse, 23% of respondents attended a live performance by orchestras or other symphonic musical performances.

The same study also reported the demographics of the most frequent attendees. Those who attended live performances of plays, musical comedies or other theater were most frequently residents of big cities in the East, had the highest education and were in the 50-64 age group. The heaviest attendees of museums were primarily in the 18-34 age group, members of the highest income group and had the best education. Those who attended ballet or other live dance performances were mostly female, had a high income, were residents of large cities on the East and West coasts and the best educated. The most frequent attendees of orchestral or symphonic music were members of the 50-64 age group, had the highest education and earned an average income of \$25,000 - \$75,000 and above.

Through this study it was determined that the audiences of art and culture institutions was dominated by the young, residents of the East and West coasts, had better education, a higher income and resided in large cities.

The “Americans and the Arts VI” study (1992) also researched why respondents had not attended similar performances and culture institutions more frequently. The top reason cited for not attending a music, theater or dance performance was that ticket prices were too high. Respondents also reported that the venues were too far away from where they lived and finding parking was difficult and many worried about going out at night.

Similarly, it was found that the top deterrents for museum attendance were having difficulty traveling to the museum, difficulty obtaining information about museum exhibits, a lack of parking areas and a feeling that the exhibits and were not of the highest quality.

The National Endowment for the Arts conducted a study of public participation in the arts by 12 communities across the country in 1993. The study surveyed public attendance to live performances of jazz music, classical music, operas, musicals, plays, ballets, other dance performances and art museums or galleries. Of these eight topics studied, art museums and galleries attracted the highest participation in each site. The lowest participation rates across all cities were attending operas and ballet (“12 Local surveys,” 1993).

More than 75% of the survey respondents reported attending at least one cultural event at least one time over the reported year. The NEA's study also discovered that as the “frequency of participation increases, respondents tend to fall into higher age, income and education brackets. Education levels, particularly, rise consistently with more frequent attendance.” Also, “respondents with incomes over \$100,000 were more than three times as likely to attend four or more different disciplines as they were to attend only one discipline.”

Additionally, the NEA surveyed why participants did not attend these cultural events more frequently. Sixty-one percent of the respondents reported that they simply didn't have time while overall cost of event followed at 20%.

Methods of Proposed Research

We sought to determine the factors that prevent or encourage a person of the Syracuse University community to go downtown and attend a cultural or social event.

We administered a pre-test to 23 subjects and altered any questions that were deemed confusing or unclear. The survey link was then sent out on Monday, April 17, 2006 to all students, faculty and staff within the university e-mail database. An SU Hotnews notice was then sent out to all university e-mail addresses on Wednesday, April 19, 2006 and the survey was closed online on April 25, 2006.

By sending the survey out to all e-mail accounts, we instantly shifted our survey to become based on volunteer participation. This may pose a problem because the responses returned may be biased in one way or another. However, we believe that since we have such a large quantity of responses, many population irregularities will be diffused.

We had a nearly 16% response rate from faculty and staff and a response rate greater than 7% from students. We had anticipated this larger response rate from faculty and we suggest further testing for the student population to at least have a 10% sample of the population.

The survey was divided by content into three parts: Definition and knowledge of the arts and culture, the obstacles (perceived and not) to going downtown and demographics.

After closing the survey with 1,881 responses, we divided the analysis into three main sections:

- Barriers to students attending arts and culture experiences downtown

- Barriers to faculty and staff attending arts and culture downtown
- A comparison of Syracuse arts and culture participation to the United States

We calculated the faculty and staff response percentages and compared them to student percentages to develop our conclusions and recommendations.

Findings:

Student Survey

After conducting our survey of Syracuse University students, we found out many things about their ideas, attitudes and opinions about cultural events and downtown Syracuse.

We found that the two arts and cultural events that student respondents most enjoy are musical performances (32% of respondents) and films or movies (29% of respondents). Museum exhibits and dance performances were next, with 10% and 8%, respectively. Films and musical performances were also the top two arts and cultural events that students had last attended.

These arts and cultural events were most frequently being attended at Syracuse University, with 55% of respondents saying this was where they attended most events. However, 19% of respondents said they attended events most frequently in downtown Syracuse. When attending these events, 72% of students said they most often went with friends.

Student respondents reported they got information about the various arts and cultural events from a variety of sources. Friends or colleagues, newspapers or newsletters, the internet, and posters all provide students with information about different

arts and cultural events. Student respondents rated the ease of finding out about events from 1 being the easiest to 10 being most difficult. Responses were spread in a bell shape, with 21% of respondents scoring a 5.

When asked if there were arts and cultural events that they would like to attend downtown, 56% of students said yes, 10% of students said no, and 34% of students were unsure. The main reasons that students seem to go downtown are dining (74%), bars (47%), and concerts or musical performances (34%).

When questioned how frequently students go downtown, the majority of respondents, 38%, said that they go rarely. Twenty-three percent go once a week and 20% go once a month. If they do go downtown, 57% of students drive themselves, 20% use public transportation, and 15% would ask a friend for a ride.

Next, we tried to assess which issues most applied to students' experiences downtown. Sixty-six percent of students had parking issues, 43% were concerned with safety, 21% had traffic problems, and 12% were concerned with a crime-related incident. The biggest obstacle to going downtown for students was lack of transportation, followed by lack of parking, cost, inability to find a friend to go with, and then concerns for personal safety. Sixty-three percent of respondents said that weather sometimes affects their decision to go downtown, and 78% said that if there was a free shuttle they would go downtown more often.

When asked about Syracuse University's involvement in getting students downtown, 78% of students felt that the University should help students from the Hill community to attend events. Sixty-eight percent of respondents were unaware that the SU Box office sold tickets to events downtown.

Faculty Survey

The faculty/staff of Syracuse University has expressed a genuine interest in going downtown for arts and cultural events in downtown Syracuse (84% of faculty/staff surveyed expressed interest in going downtown for arts and cultural events, question 8). Question #5 of our survey showed us with whom the faculty/staff frequently attends these arts and cultural events (55% of faculty/staff respondents said family, and 36% of faculty/staff respondents surveyed stated that they go downtown with their friends). However, the amount of interest in going downtown does not directly correlate with the amount of times that the faculty/staff actually does go down town (35% of faculty/staff respondents said they rarely go downtown, and 33% said they only go once a month, question 10).

According to our survey, the faculty/staff's main reasons for going downtown are dining, concert/musical events, and then theater events (71% of faculty/staff respondents choose "dining" as a main reason for going downtown, 59% of faculty/staff respondents choose "arts/musical performance" as a main reason for going downtown, and 42% choose theater, question 8).

In question #18 of our survey, the faculty/staff expressed some ideas about different events that the downtown area of Syracuse could use more of. Some ideas were as followed: outdoor events, family events, non-drinking activities, film festivals, religious events, sport events, and music and dance events.

Transportation issues were of concern to most faculty/staff respondents. In question 19 of our survey, we asked the faculty/staff what would help bring people to

downtown Syracuse. A lot of respondents answered something to do with providing a better parking situation. For one reason or another, the faculty/staff of Syracuse chooses to go downtown by driving themselves (92.9% surveyed stated that they get downtown by driving themselves question 11).

Since the faculty/staff finds it necessary at this point in time to drive themselves downtown, there are certain issues or obstacles they have found that come along with this choice. The faculty/staff of Syracuse University directly associates parking issues with going downtown (83.4% of faculty/staff surveyed experienced parking issues when going downtown question 12, 50% of faculty/staff also stated that parking was their number one obstacle for not going downtown, question 13).

Also, once downtown traffic is a concern for some faculty/staff (21.5% of faculty/staff surveyed stated that they experienced traffic issues.) There are also some free response answers that faculty/staff gave about their experiences in downtown Syracuse. Many responses were about parking issues. Traffic was another issue in the free responses. Also, difficulties navigating and finding their way around, was a major concern of faculty in their free response answers.

Safety concerns are another obstacle keeping faculty/staff out of downtown Syracuse. These safety concerns may have to do with transportation to the city, as well as being in the city (38.9% of faculty/staff surveyed have experienced safety concern in downtown Syracuse).

Findings of social dimensions related to downtown

Through various questions in our survey we explored the social dimensions relating to attendance by students and faculty/staff to downtown events and venues. Our primary results indicate that twice as many student respondents attend events with their friends than faculty and staff. Slightly more than half of faculty/staff respondents attend most events with their families, compared to about 14% of student respondents. Table 1 shows the fundamental distinction between student and faculty/staff respondents with respect to the company they keep when attending a cultural event.

Table 1: Companionship to cultural events

	Most frequently attend with friends	Most frequently attend with family
Students (n = 1,101)	72%	14%
Faculty/staff (n = 773)	36%	55%

Below is a response from a student on the strength of social bonds among friends in determining whether or not to go downtown and to which activities are conducive to going downtown with friends (reasons for going downtown will be reported later):

“Downtown is not where the students are going to be. The best part of Syracuse is that we are separate from the downtown and have our own world on the hill. The deciding factor for me is where my friends are going to be. I work hard all day, I want to spend my evenings with my friends. Rarely would we go downtown (other than for dinner) unless we were in a very large group.”

Student data from free response questions yielded a few distinct sentiments regarding friends and downtown attendance. One was that students who were of age to attend bars had trouble socializing with their underage friends downtown. A related one

was from underage students who felt that by not being 21 there were no options for them in downtown Syracuse.

Here is one comment representative of both sentiments:

“Syracuse needs a variety of different venues. There is nothing available to people who are 17-20. Or for people who are 21 but have friends who are 19 & 20. More weekend partying events that include friends that are underage. We can’t take them to any of the bars or clubs!”

There were several comments that echoed the “not everyone is 21” feeling. Student respondents expressed frustration over the social compromises involved in resolving this kind of situation.

From the faculty/staff perspective, the prevalence of the word “family” – 28 occurrences for the question: What type of events does downtown Syracuse need more of? and 17 occurrences for the question: What would help bring people to downtown Syracuse? – mirrors the results from the faculty/staff companionship data.

Here are a few comments representative of the type of faculty/staff respondent who considers their family when traveling to downtown Syracuse:

“A few years ago my family and I attended an event in downtown Syracuse on a weekend at the War Memorial/OnCenter, and there was no place to eat a simple, inexpensive meal (pizzeria, sandwich shop, etc)...at least nothing was open. If there were more shops and large stores, i.e. like the mall, my family would be more likely to want to go there.”

“At least have an area where parking is free. Keep drink and food prices reasonable for a couple or even a family to enjoy the atmosphere. Where it is not going to cost you \$100 plus, to enjoy the evening.”

“Better parking, cleaning it up, affordable prices for a family to attend.”

The comments from faculty/staff respondents mention issues considered in this report as separate barriers, such as parking, transportation, cost, safety, programming, etc. The typical response was more vague and suggested that downtown be more “family-friendly,” or “family-oriented.”

In terms of reported reasons for attending downtown Syracuse, table 2 shows that students and faculty/staff both attended for dining and church services in similar percentages, but that they differed in attendance to bars, clubs, shopping, museums, theater and musical performances/concerts.

Table 2: Main reasons respondents go downtown

	Students (n = 1,057)	Faculty/staff (n = 758)	% Difference
Dining	74%	69%	5%
Bars	47%	23%	24%
Clubs	16%	6%	10%
Theater	21%	42%	-21%
Museums	18%	32%	-15%
Concert/musical performance	34%	59%	-25%
Church	3%	4%	-1%
Shopping	30%	17%	12%
Other	18%	16%	2%

The results of codifying the “other” data accounted for a few additional categories of downtown attractions. For the students, 52 respondents mentioned either the School of Architecture classes or some other academic reason. All respondents mentioned the Onondaga County Public Library, festivals, sports (most often “hockey,” Syracuse

Crunch, or ice skating), professional and government services (doctor, dentist, psychiatrist, DMV, court, nail and hair salon, banking, etc.), and work/internship.

Some events have more of a social element to them, while others do not. Festivals, classes and sports have strong social elements to them and should be considered alongside other data about companionship, while attractions that are related more to services and personal business are less relevant to the companionship findings.

When it comes to learning about events which a student or faculty/staff respondent would attend, the students rely more on their friends whereas the faculty/staff members use the newspaper more. The breakdown of media used to find event information is displayed on table 3.

Table 3: Media consumption in learning information about attended events

	Students (n = 1,077)	Faculty/staff (n = 762)	% Difference
Television	5%	4%	1%
Radio	1%	7%	-5%
Newspaper/newsletter	23%	46%	-23%
Internet	22%	18%	4%
Friend/colleague	26%	15%	11%
Poster/flier	19%	5%	14%
Other:	4%	6%	-1%

These results accord with the trends of social behavior illustrated in the previous tables. Student respondents, who typically attend events with friends, also rely on them for information about new event worth attending. It should also be noted that the Internet, though similar to learning from a newspaper, is also a very social medium because of the many social networking sites that have event sharing and information posting

functionality. It would also be a way for a student to learn from a “friend/colleague” if they were using e-mail, instant messaging, or message system through a networking site.

Regarding faculty/staff respondents, the “newspaper/newsletter” option received the highest response rate by far with the Internet and friend/colleague coming in second and third respectively.

Much of the free response data from both sets of respondents referenced Internet technologies such as e-mail and listservs; reiterated a social source like family”; or commented on using all sources to learn about events (though this doesn’t imply “in equal proportions”).

A Comparison of Arts and Culture in Syracuse and the Nation

According to the most recent report by the F.O.C.U.S. Greater Syracuse organization (2005), Syracuse, New York has over 40 museums and art galleries and the only IMAX theatre in Central New York. Additionally, Syracuse is home to the only year-round professional opera company, Syracuse Opera, and theatre, Syracuse Stage, serving Central New York. The Syracuse Symphony Orchestra is the 28th largest orchestra in the United States and serves the central and northern New York Region (F.O.C.U.S. 2005).

Our research showed that 82% of the faculty and staff members surveyed had attended the Everson, one of the area’s largest museums. This is contrasted with only 40% who have attended the Onondaga Historical Association Museum. Only 26% of the respondents had attended the Delavan Gallery, while 70% had not even heard of the Point of Contact Gallery.

Syracuse Stage was another popular venue of choice as 84% of the faculty and staff respondents reported attending at least once. Seventy percent of respondents had attended a Syracuse Symphony performance, but only 32% had gone to the Syracuse Opera.

In the free response section of the survey, participants were asked to write what first came to mind when they thought of arts and culture. One hundred four of the 777 faculty and staff members that responded listed venues or organizations specific to the Syracuse area. Faculty and staff had generally positive reactions to arts and culture and what Syracuse has to offer. One respondent wrote that arts and culture is “an urbane, downtown area with access to museums, galleries, bookshops, theatres, music, cafes and restaurants.” Another respondent wrote “[arts and culture] are vibrant, interconnected efforts that draw in the greater community.” Thirty-four faculty and staff members wrote they thought of a different city or “not Syracuse” when thinking of arts and culture. While some faculty and staff members responded with simply, “not Syracuse,” others wrote there was “very little of it [arts and culture] in Syracuse.”

Of the 1,104 students who responded, 63 made notion to a venue or event specific to Syracuse. Many students responded positively writing what they appreciated about arts and culture. One student wrote, “[arts and culture] are something that entertains me, something I would do in order to relax or get away from schoolwork.” While many students responded positively, there were many who did not. One student wrote, “Arts and culture is not Syracuse. I think of New York City.” Seventy-two students specifically mentioned “not Syracuse” or a different city when responding to this question.

The research on students was much different. Only 37% of the student respondents reported attending the Everson Museum of Art. Thirteen percent of the students had responded as visiting the Onondaga Historical Association at least once. 74 of the students reported attending the Delavan Gallery, but only 20 had gone to the Point of Contact Gallery.

Syracuse Stage was very popular with faculty and staff, but only 56% of the students reported attending. Thirty percent had been to the Syracuse Symphony, but only 16% had gone to the Opera.

In the free response section of the survey, 63 of the 1,104 students listed a venue or organization specific to the area. Contrastingly, 72 students wrote that they thought of a different city or “not Syracuse” when thinking of arts and culture.

How Syracuse compares nationally:

The National Endowment for the Arts conducted a study of public participation in the arts by 12 communities across the country in 1993. The study surveyed public attendance to live performances of jazz music, classical music, operas, musicals, plays, ballets, other dance performances and art museums or galleries. Of these eight topics studied, art museums and galleries attracted the highest participation in each site. The lowest participation rates across all cities were attending operas and ballet (12 Local Surveys 1993). More than 75% of the survey respondents reported attending at least one cultural event at least one time over the reported year (12 Local Surveys 1993).

Table 4: Event most enjoyed:

*Methodologies for the two studies differ considerably

	Students (n = 1,103)	Faculty/Staff (n = 772)	NEA Study National Average* (n = 4,800)
Musical performance	24%	32%	35%
Dance performance	8%	7%	17%
Museum exhibit	17%	4%	42%
Theatre	27%	29%	47%
Film/movie	20%	18%	73%

Faculty and staff reported enjoying musical performances the most at 32%. Students' most favorite cultural event was attending the theatre, at 27%. Nationally, a film or movie was the highest rated, followed by theatre and museums. The NEA study allowed respondents to chose more than one event.

Additionally, the NEA surveyed why participants did not attend these cultural events more frequently. Sixty-one percent of the respondents reported that they simply didn't have time while overall cost of event followed at 20% (12 Local Surveys 1993). Only 6% reported the reason they did not attend cultural events more frequently was due to not having anyone to go with. Similarly, only 6% reported traffic or parking issues as the main reason they did not go downtown more often (12 Local Surveys 1993).

The respondents were also asked how they obtained their information about events they attended.

Table 5: How information is obtained:

	Students (n = 1,077)	Faculty/Staff (n = 727)	NEA Study National Average (n = 4,800)
Newspaper	37%	39%	74%
Friend/Colleague	27%	21%	16%
Poster/flier	6%	0%	15%

Seventy-four percent reported their main source of information was gathered from a newspaper. Another 16% said they got their information by word-of-mouth or through a mailing or flier. The least amount of people reported posters or other notices as a source of information at 15% (12 Local Surveys 1993).

Conclusions:

After assessing the responses to our survey, we were able to draw conclusions about Syracuse University's faculty and students' cultural experience with downtown Syracuse. It seems that most student respondents attend arts or cultural events at Syracuse University. Even if they have the desire to go downtown, they are staying on campus. On the other hand, the faculty/staff respondents most frequently attend arts and cultural events in downtown Syracuse. The amount of interest in going downtown does not directly correlate with the amount of times that the faculty/staff or students actually do go downtown. Therefore, there are either obstacles preventing the faculty/staff and students from going downtown, or not enough events pulling them in.

The first obstacle that we cited, which mostly applied to students, was a lack of knowledge about events being held downtown. We know that the information about what is happening is out there, so students either are not paying attention to it or it is not being communicated to them in an effective way. A majority of student respondents said that the University should help students get to the downtown area. Also, respondents reported that they heard about upcoming events from a friend or colleague. It seems that students are far more aware of the restaurants and bars that downtown Syracuse has to offer than the arts and cultural events.

The next obstacle that we found was parking and transportation in the downtown area. Students and faculty/staff respondents said that parking issues were most applicable to their experience downtown, and the biggest obstacle to going downtown was a lack of convenient transportation. Also, many respondents thought that the Connective Corridor was a walking path to downtown Syracuse. In both groups of respondents, we found that the majority drive themselves when going downtown. Since both the faculty/staff and students choose to go downtown by driving, they encounter various problems with traffic, navigation and parking. It's hard to tell at this time whether or not the students and faculty/staff would still choose to drive themselves if an alternate and convenient form of transportation were provided, or whether parking should be the main focus.

Since the faculty/staff travels downtown with their families most frequently, this may have something to do with choosing to drive themselves. Driving their own cars may be easier when traveling with small children from a location outside of the campus. Traveling with family may also affect the type of events that would bring faculty/staff downtown. This explains their interest in non-alcohol related venues and other family events.

Safety also seemed to be an obstacle for many of the students and faculty/staff responding to the survey. When asked what issues applied to their experience with downtown Syracuse, safety concerns and knowledge of crime-related incidents were an issue for them. Also, many students and faculty/staff were concerned with the fact that most businesses in the downtown area closed early at night, and that the downtown area seemed deserted after a certain time in the evening. Having businesses stay open later and

having more people frequent them could also make the downtown area seem like a safer place to be.

We also asked students what types of events downtown Syracuse needed more of, and we received a variety of responses. However, certain responses appeared multiple times. Students wanted more live music, and more concerts with big name artists. They also felt that a bigger concert venue in the downtown area would be beneficial. They wanted better shopping, and more fashion-related events. Along the lines of giving an identity to downtown Syracuse, students felt that more community festivals and parades would help to bring people in.

Although there are already activities downtown that the faculty/staff enjoys, adding more events and venues they would like to see more of may bring them to the city. Our free response question showed us what they would like to see, and adding these events might help faculty/staff to venture downtown more often. Some of their ideas that may be beneficial for the Corridor to work with were as follows: outdoor events, family events, non-drinking activities, film festivals, religious events, sport events and dance events.

Many students and faculty/staff respondents were suggesting things, like museums, coffee shops, and art exhibits, that already exist in the downtown area. This showed us that many respondents are simply unaware of what downtown has to offer. There is definitely a desire on the part of the students as well as faculty and staff to take advantage of what downtown Syracuse and the Connective Corridor could offer them, but before that can be done, we need to build awareness.

Recommendations:

Since lack of knowledge about events in downtown Syracuse is an obstacle to attendance at these events, we would recommend that the university become an active participant in aiding students in learning about and getting downtown. They should advertise that the Syracuse University Box Office sells tickets to arts and cultural events downtown, since many students were not aware of this. The majority of respondents reported that they heard about upcoming events from a friend or colleague, which means that the Connective Corridor should use other vehicles to alert students to what is going on. We recommend that the Connective Corridor work to inform students and faculty/staff of the many locations and events that are available to them since so many students suggested events that already exist in the downtown area in our free response question.

Parking and transportation is the second obstacle to preventing respondents from going downtown. We recommend that the Connective Corridor offer either a free or reduced price way to get downtown, or at the very least a more convenient method of transportation. If students and faculty/staff had a cost-effective and convenient mode of public transportation to get downtown, the parking issues would also be reduced. If the faculty/staff and students continue to prefer to drive themselves instead of taking advantage public transportation, we recommend that the Connective Corridor provide additional, easy-to-reach and safe parking.

Since safety was also a concern, we recommend that the Connective Corridor work to change students' and faculty/staff perceptions of the downtown area as an unsafe place to be. Safety should be kept in mind with every aspect of the Corridor. Whenever it

is being promoted, the idea of safety along the Corridor should also be promoted. They could make the area better lit, or have more of a police or security presence.

Finally, we recommend that the Connective Corridor aid downtown Syracuse in building more of an identity and making it more of a destination. We asked students and faculty/staff respondents what would bring them to downtown Syracuse. The overwhelming response was that the downtown area needed to become a place where people wanted to be. This would include making it cleaner and better lit. They wanted the stores open later with more people on the streets in the evening. They also felt that if streets and points of interest were more clearly marked with signs it would be easier to navigate. By creating a certain atmosphere in the downtown area, respondents would have more of a desire to go there at any time of day, which would lead them to taking advantage of the arts and cultural opportunities it has to offer.

Appendix

Budget:

Originally we assumed the research would cost \$169.95 for a membership to surveymonkey.com and an incentive prize to be offered to all participants in the survey. Because we had such a high response rate, we incurred additional costs of \$45.20, each survey collected over 1,000 cost \$.05.

Technical Notes:

Some confusion occurred within the survey regarding the map and the identified residencies of the respondents, the occupational status requested of respondents and the annual family income.

Because the map we distributed with the survey contained topographical errors in the display and labeling of specific locations, we had many respondents request clarification or express confusion about their individual residencies. Many said that they were confused as to where their building was, that their building was not shown or that their street was mislabeled or missing.

When we requested the occupational status of students, faculty and staff, the options students and faculty could pick overlapped in their scope. For example, students at Syracuse or SUNY ESF could also be employed at the university, employed somewhere else in Syracuse or in their hometown.

The question surrounding family income also provided interesting results. We don't believe that 26% of students come from below the poverty line, so this question was, perhaps, unclear.

The question regarding the educational level of participants was also unclear. We believe that students confused the request of the question to ask for the highest level degree that they had obtained and the level that they were currently seeking.

Researcher Biographies

Alyssa Dossick

Alyssa Dossick is a sophomore public relations major and a marketing minor at Syracuse University. She plans to go on to law school after graduation. She is from the Philadelphia area and is very interested in corporate public relations, as well as investor relations. She is the Director of Marketing and Publicity for her sorority.

Katie Frey

Katie Frey is a junior dual public relations and anthropology major at Syracuse University. She is a native of Pittsburgh, Pennsylvania and has aspirations to be involved in the museum and educational institutions industry. Katie is currently conducting a Human Sexuality research project with the Anthropology department at SU. Katie is also the Alumni Relations Director for CitrusTV, the student-run television station at S.U.

Eric Hansen

Eric Hansen is a junior public relations and information management and technology major at Syracuse University. A native of the San Francisco Bay Area, he received his A.A. in social and behavioral sciences from Santa Rosa Junior College in Santa Rosa,

California. His research interests include the use of information technology to conduct and measure meaningful communications research. Eric has also been a jazz drummer for over 12 years and looks forward to returning to San Francisco to practice his professional skills.

Niki Montanaro

Niki Montanaro is a junior public relations major and psychology minor at Syracuse University. She enjoys participating in community service activities, and she is the House Chairwoman for her sorority. She is originally from Glastonbury, CT. In the future, she hopes to become involved in retail public relations industry.

Lillian Testa

Lillian Testa is a junior public relations major and Spanish language, literature and linguistics minor at Syracuse University. She is a native of Rochester, New York and has interned at various corporations and organizations ranging from the Xerox Corporation to The Mary Ann Shaw Center for Public and Community Service. Next year, she will be a co-director of Campus Hill Public Relations, the pr firm managed by the SU chapter of PRSSA.

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