



CITY OF COCHRAN DOWNTOWN SURVEY

1. What is your home residence zip code?

2. If you live in the 31014 zip code, where do you live?

- City of Cochran
- Bleckley County-unincorporated
- Other (please specify)

3. If you live in the City of Cochran, what part of town do you live in?

4. What is your reason for being in Cochran?

- I **LIVE** in Cochran City Limits
- I **WORK** in Cochran but live elsewhere
- I **LIVE** and **WORK** in Cochran
- I am a **STUDENT** at Middle Georgia State University
- I am a **TOURIST** living outside the area
- I don't live or work in Cochran, but come to town for shopping, events, or recreation
- Other (please specify)



The questions on this page are intended to get your general thoughts on the character of Cochran and how the downtown core connects to the larger community. Subsequent pages will focus on the distinct areas within the downtown core.

5. Perceptions of Cochran

Please answer the following using the same five-point scale.

I think Cochran

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
is known throughout Georgia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is known nationally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a positive identity among locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a great place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a great place for visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a unique history and heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has unique outdoor and recreation activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has great opportunities for shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has great opportunities for dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has great community events and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a great place to operate a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

6. Please give three words or phrases that you feel best describe the character and personality of Cochran.

1.

2.

3.

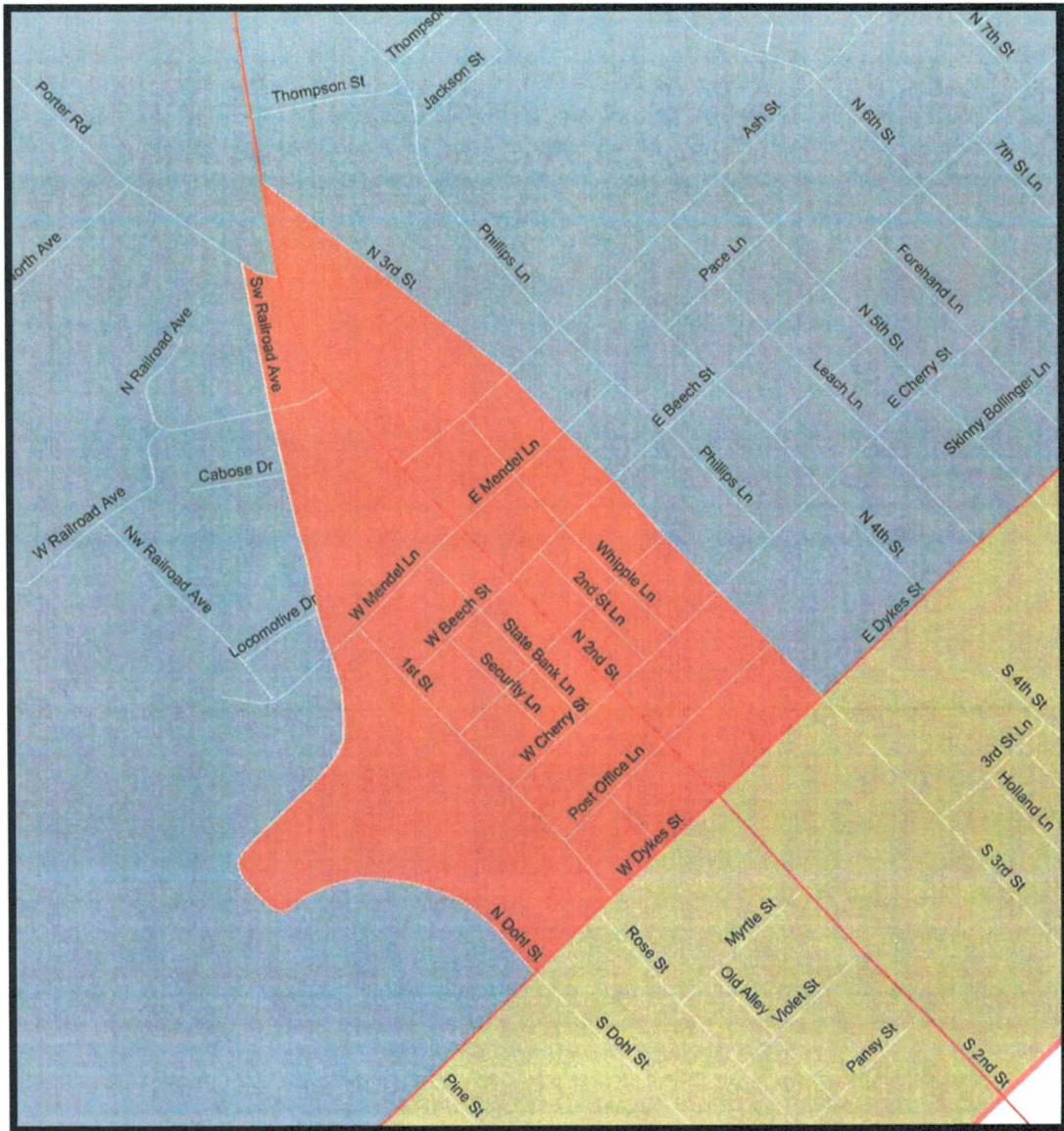
7. If you were designing a postcard for Cochran, what one image would you use that best describes the personality of the community?

8. What three specific places (destinations, businesses, etc.) within Cochran would you recommend to a person visiting the City for the first time?

1.

2.

3.



9. The map above shows a general boundary (shown in red) of the traditional downtown core area. In your opinion, does this boundary accurately represent the area known as “Downtown?” Please explain.

- Yes
- No
- Other (please specify)

10. Please give three words or phrases that you feel best describe the character and personality of Downtown Cochran.

1.

2.

3.

11. What single thing (building, place, activity, etc.) would you say best relates to the identify of Downtown?

12. What ONE CHANGE do you think would positively enhance the character or identity of Downtown?

13. How often do you visit downtown for the following activities

	Daily	Weekly	Monthly	Several/Year	Never
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pass through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
School	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Characteristics of Downtown (Please rate based on the following categories)

	Very Poor	Poor	Fair	Good	Excellent
Attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of Goods/Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly Businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian and Bicycle Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special/Community Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What new features would you think are most needed downtown? Please rank your top 3 answers by indicating 1, 2, and 3 beside response.

Restaurants, bars & entertainment	
Retail & personal services	
Convenient parking	
Parks, plazas & outdoor gathering spaces	
Community facilities	
Meeting & indoor public gathering space	
Variety of housing options	
Outdoor recreational opportunities	
Other	
Educational facilities	
Offices	
Health Services	

16. What type of retail trade do you desire to be located downtown? Please choose your top 3 choices by indicating your first (1), second (2), and third (3).

Grocery	
Specialty Retail	
Clothing	
Dept. Store	
Pharmacy	
No added retail needed	
Hardware	
Other	

17. What type of entertainment and recreation establishments would you most likely visit downtown? Please rank top 3 choices using 1, 2, and 3.

Live entertainment	
Parks & recreation facilities	
Restaurants	
Festivals & special events	
Movie theatre	
Nightclubs & bars	
Art galleries	
No added recreation is needed	
Other	

18. What type of housing would you most like to see in the downtown area? Please rank 1st, 2nd, and 3rd choice.

Rental apartments	
Condos for sale	
Affordable housing	
Senior housing	
Duplex and SFDs	
Sufficient housing already exists	
Accessory dwelling units	
Other	

19. Do you believe parking in downtown is adequate? Please rank 1st, 2nd, and 3rd choice.

Not in right locations	
On-street needed	
More public parking	
No additional parking needed	
Too much unused already	

20. What other communities or districts do you feel Cochran Downtown competes with in the region?

21. What distinguishes Cochran's Downtown from these other places?

22. Do you think Downtown Cochran's identity is clearly communicated to locals and visitors within the region? This may be through logos, websites, brochures or other marketing materials.

- Yes, the identity is apparent and clearly communicated through marketing.
- No, the identity is not communicated well.

23. How do you hear about activities, businesses and events in Downtown Cochran (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Social Media (Facebook, Twitter, Instagram, etc.) | <input type="checkbox"/> Magazines (please specify) |
| <input type="checkbox"/> City of Cochran website | <input type="checkbox"/> Email Blasts or Digital Newsletter |
| <input type="checkbox"/> Chamber of Commerce website | <input type="checkbox"/> Relatives or Friends |
| <input type="checkbox"/> Social Media (Facebook, Twitter, Instagram, etc.) | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Local business website (please specify) | <input type="checkbox"/> Television/Radio |
| <input type="checkbox"/> Other (please specify) | |



24. What are ways that you feel Downtown Cochran can be better promoted? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Increased social media | <input type="checkbox"/> Print maps highlighting unique areas and destinations |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Enhanced presence on regional websites |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Branded wayfinding (directional signage to destinations) |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Web apps (IOS/Android apps showing destinations, maps, etc.) |
| <input type="checkbox"/> Other (please specify) | |

25. What are ways that you feel the character of Downtown Cochran can be better communicated to you? Please explain.

Please return this survey to:

City of Cochran

Attn: Richard Newbern

P.O. Box 8

Cochran, Georgia 31014

or

rnewbern@cityofcochran.com