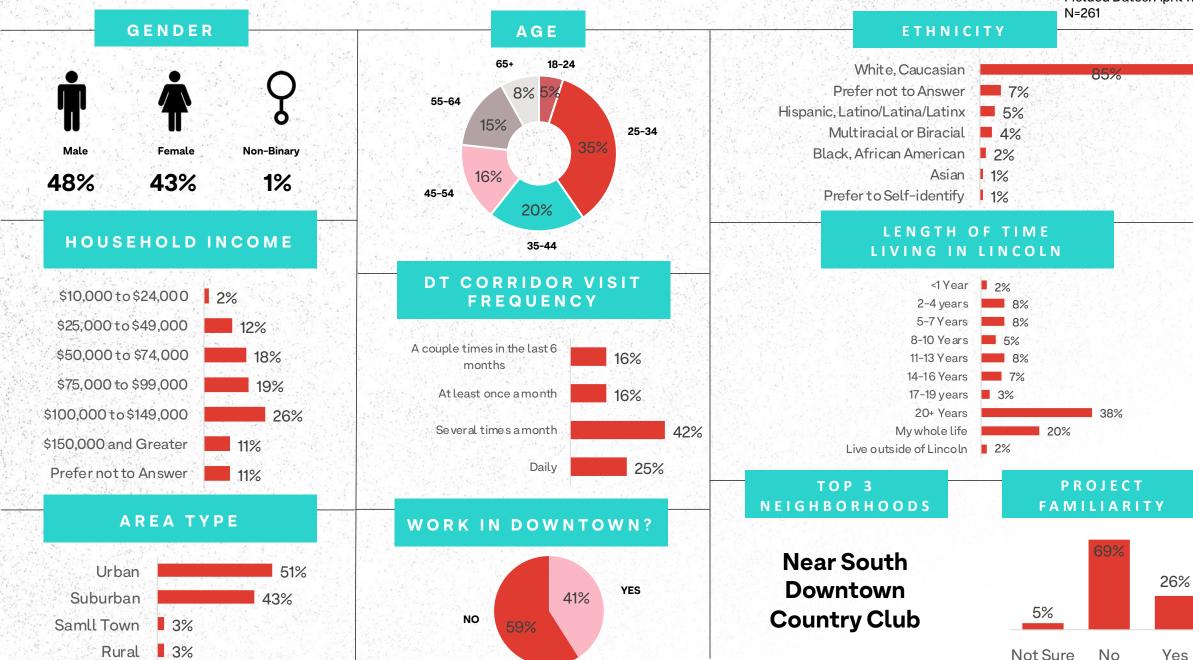
Full Results

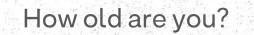
	Mandau	Mandau	Turadau	Tuesday	Ne de codere	Vé/oduce des	Thermodern	Fuider	Fuiders	Cotundou		Currelau
Observations	Monday Evening	Monday Afternoon	Tuesday Afternoon	Tuesday Afternoon 2	Wednesday Afternoon	Wednesday Evening	Thursday Morning	Friday Morning	Friday Morning	Saturday Morning	ļ	Sunday Afternoon
Moving Category												
Walking	84	117	7 142	124	165	93	118	158	146	6	38	126
Running/Jogging	7	2	2 1	1	0	1	0	1	3	}	11	0
Supported (e.g. wheelchair)	1	C) 0	4	1	1	0	2	С)	0	0
Carried (stroller)	3	C) 0	1	2	0	0	0	C)	1	2
Rolling (e.g. skateboard)	0	3	3 1	0	0	0	0	2	C)	0	0
Bicycles (owned)	3	1	1 11	14	14	15	7	18	1	1	5	2
Bicycles (rented)	0	C) 0	0	1	1	0	2		1	1	0
Scooter (owned)	0	C) 0	0	1	0	0	0			0	0
Scooter (rented	0	C) 0	0	0	0	0	0	C)	0	0
Dog walking	0	C) 0	0	0	1	0	0	3	}	0	2
Sedentary Category												
Sitting public	14	25	5 21	14	5	25	1		-	1	2	0
Sitting private	0	C) 0		0	0	0	0	C)	0	0
Sitting Commercial	0	10) 8	4	0	0	0		C)	0	0

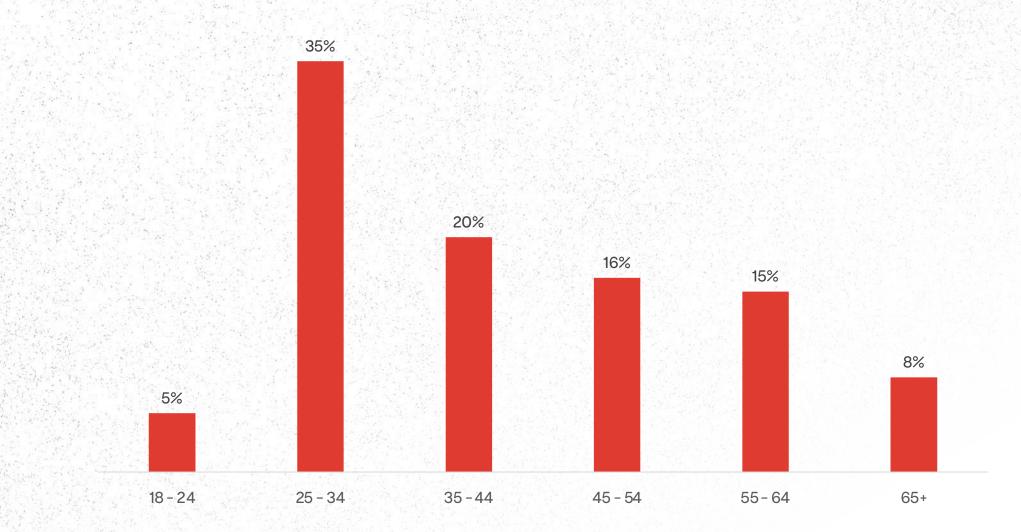
Appendix

Consumer Survey Results

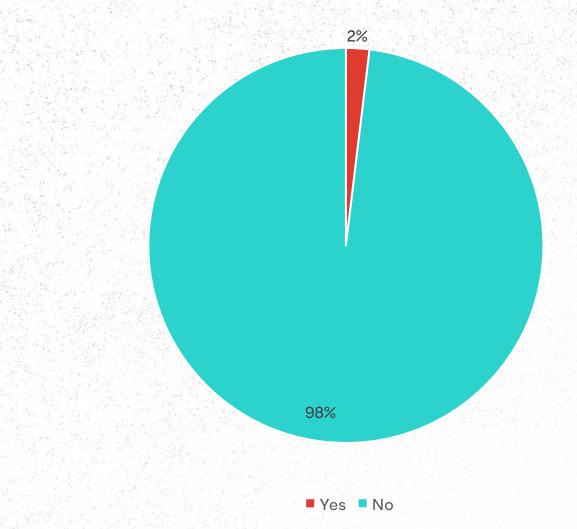
Fielded Dates: April 11-26, 2022

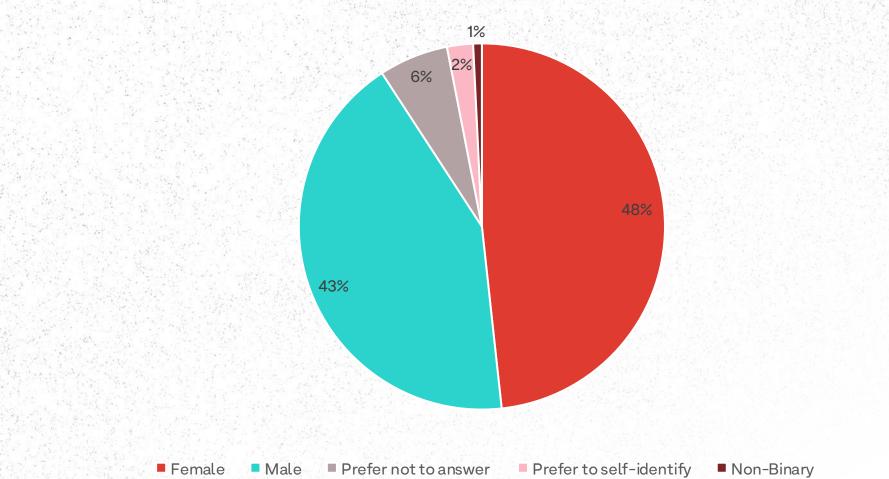






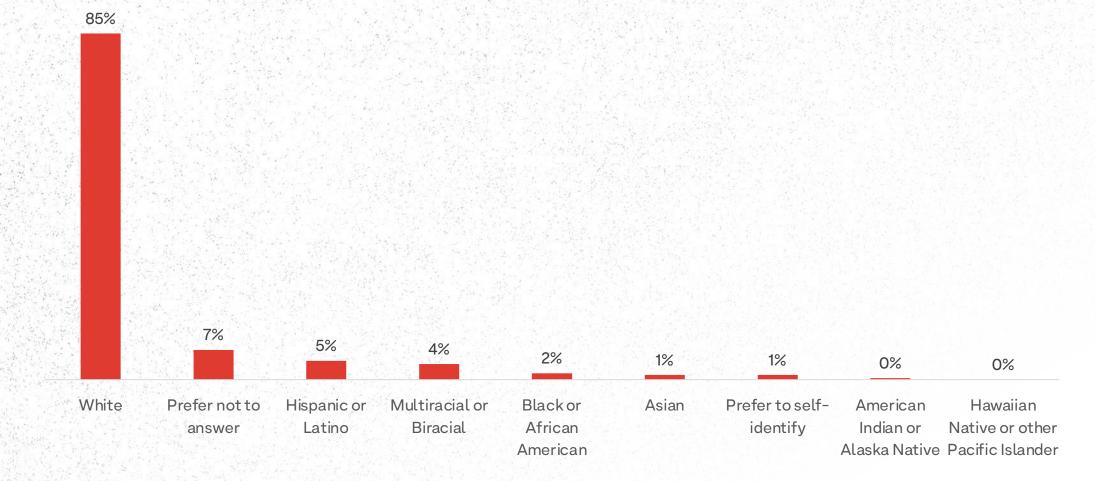
Are you a University of Nebraska-Lincoln student?



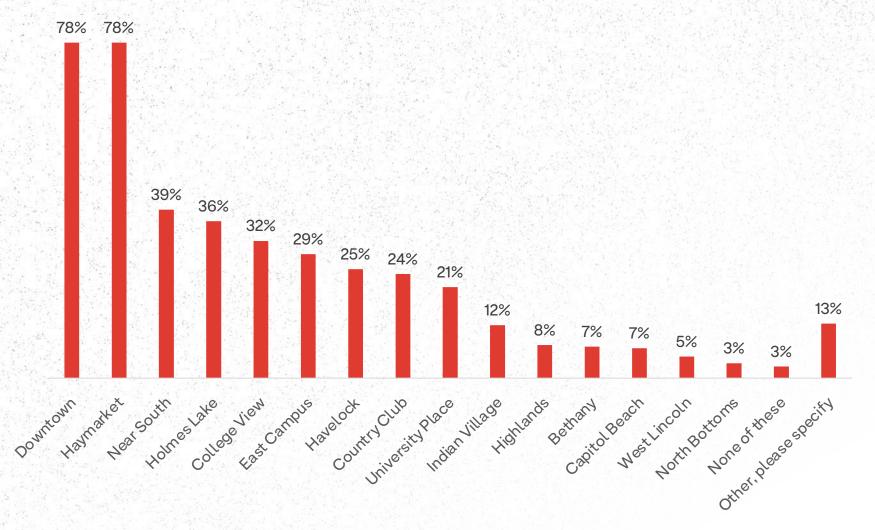


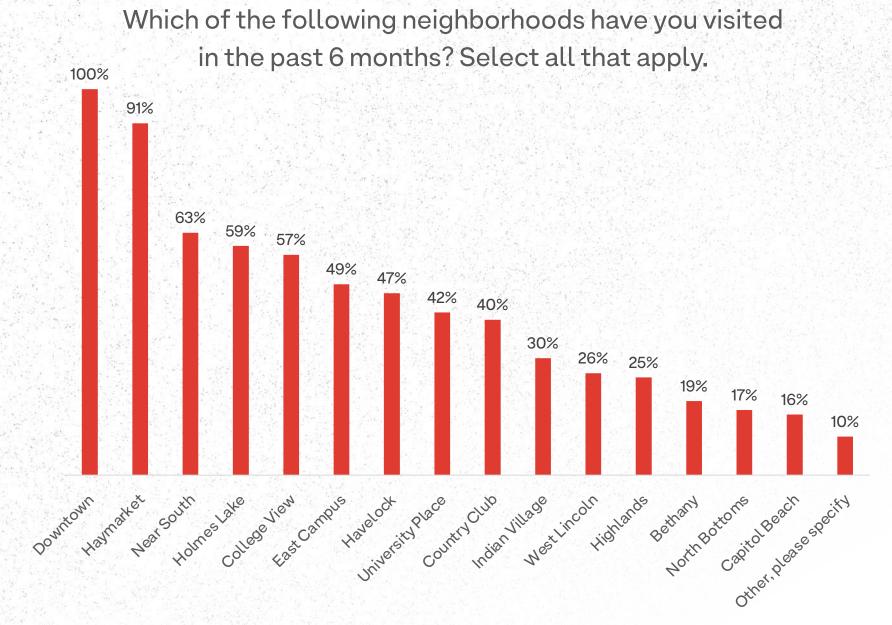
How do you identify?

How would you describe yourself? Feel free to select multiple descriptors.

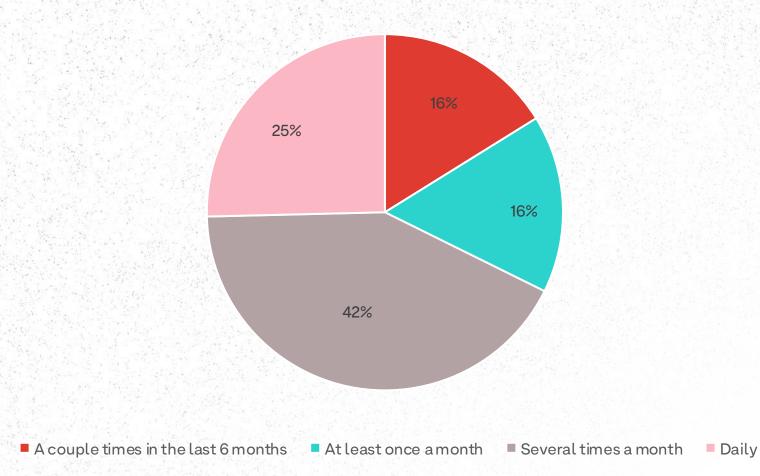


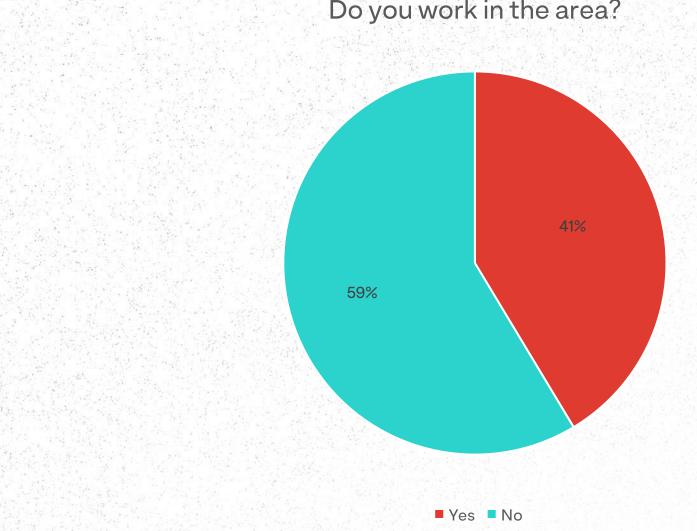
Which of the following neighborhoods are among your favorites to visit? Select all that apply.





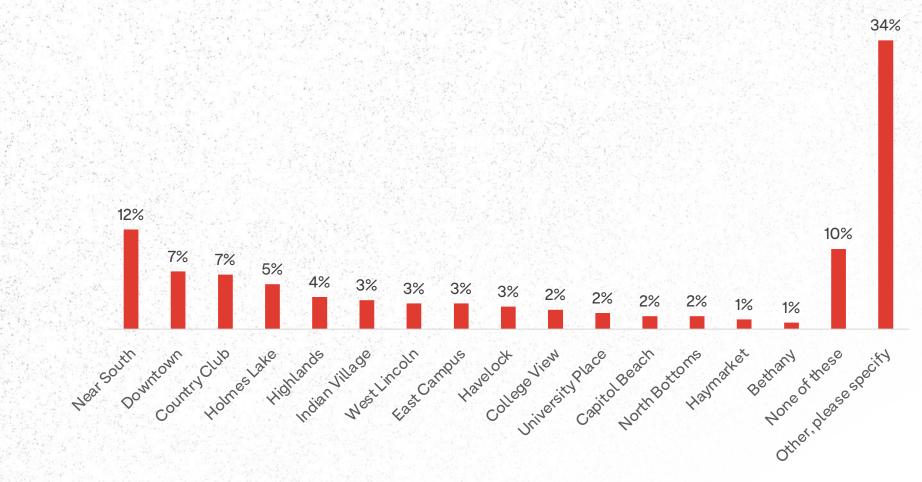
How often did you visit the Downtown Corridors within the past 6 months?



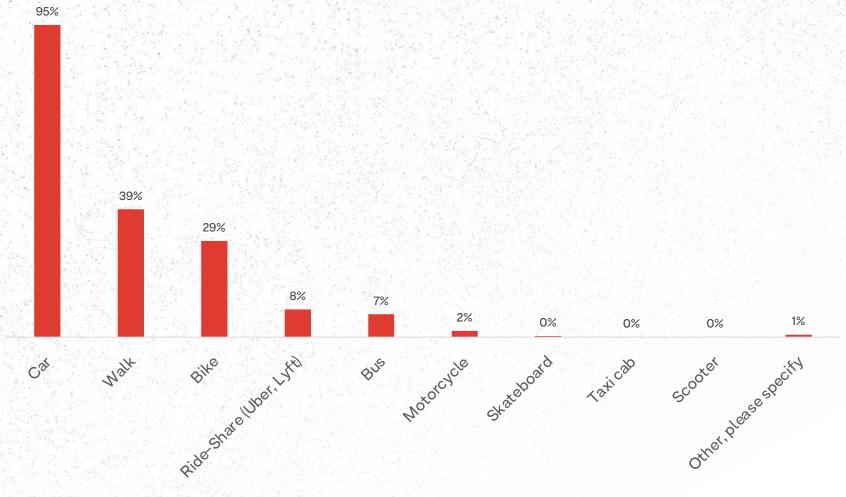


Do you work in the area?

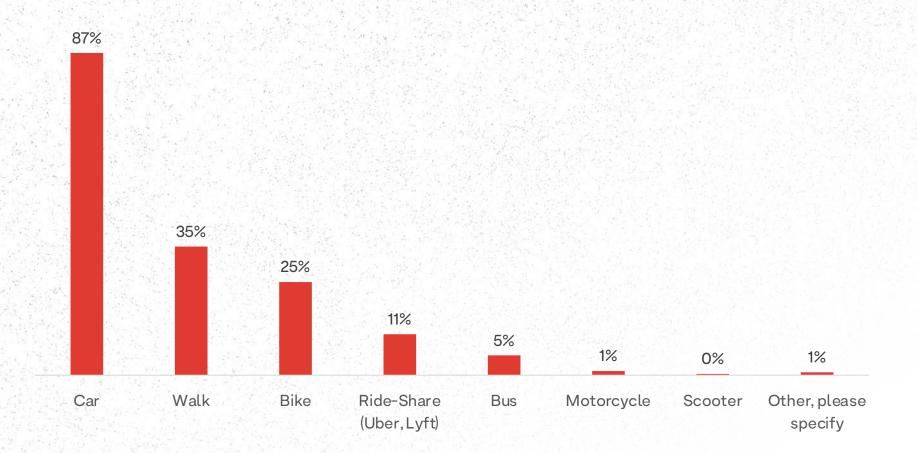
What neighborhood do you live in? Select the closest answer you can.



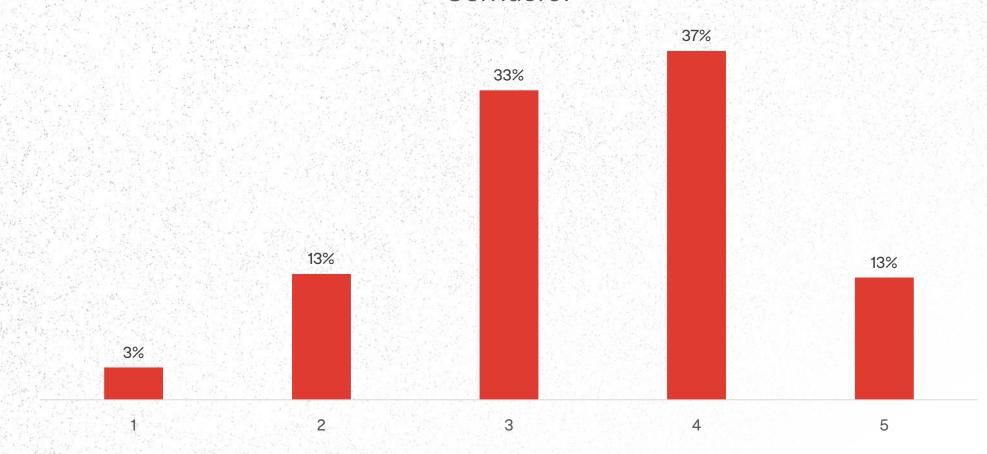
How do you generally get around Lincoln? Select all that apply.



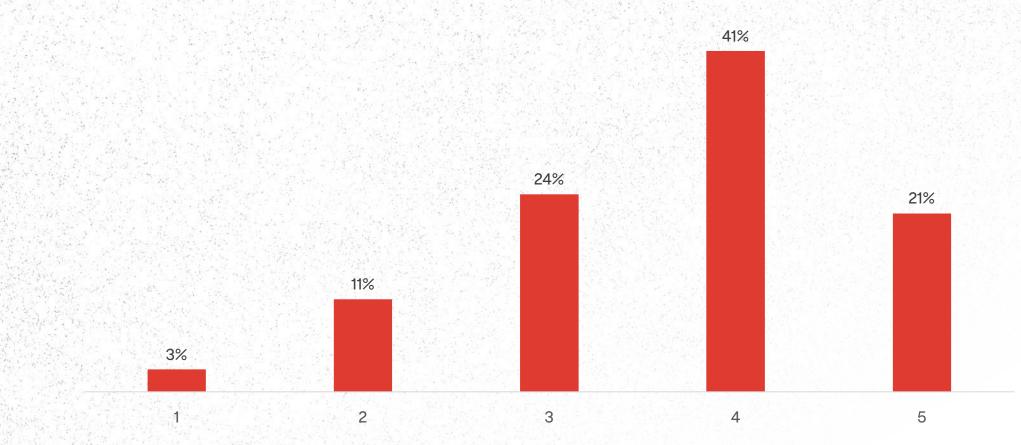
How do you generally get to the Downtown Corridors? Select all that apply.



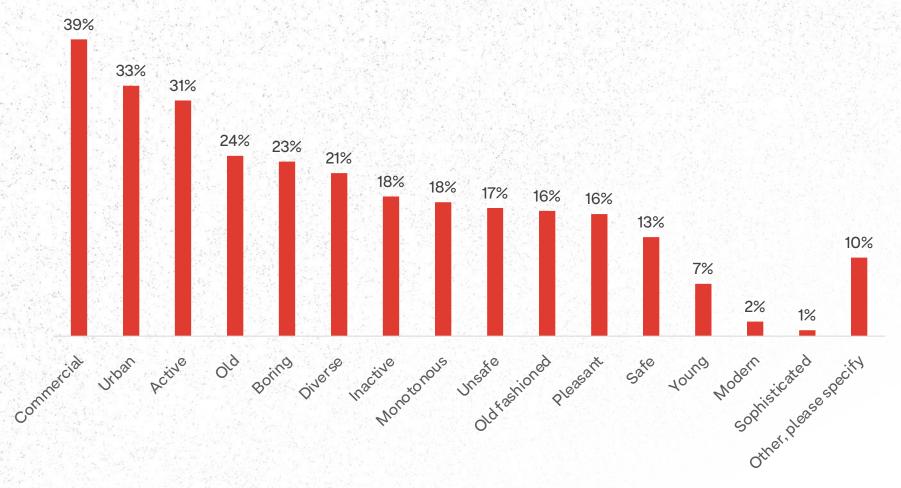
On a scale of 1–5, 5 being very satisfied, 1 being unsatisfied, how would you rate the experience of getting to the Downtown Corridors?



On a scale of 1–5, 5 being very satisfied, 1 being unsatisfied, how would you rate finding your way around the Downtown Corridors once there?

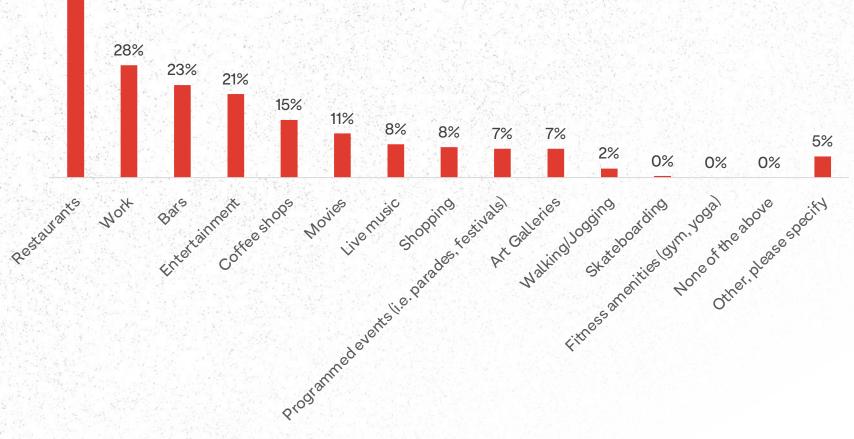


Looking at the lists of adjectives below, select the three that best reflect the Downtown Corridors currently.

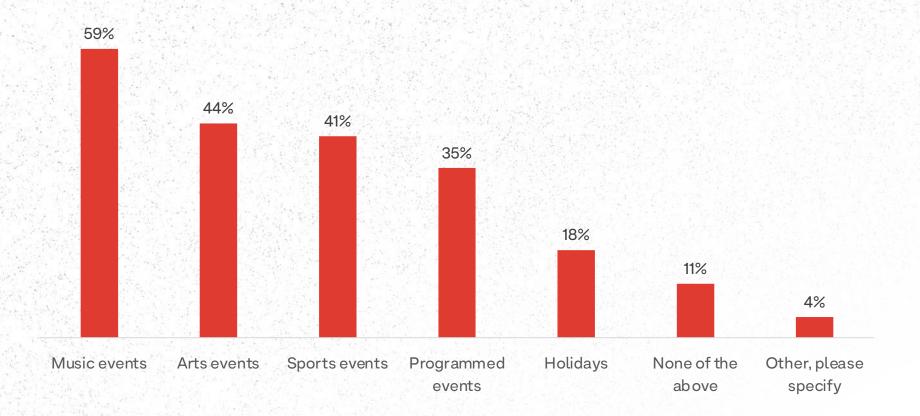


Thinking about the entirety of the Downtown Corridors, what usually brings you to the area? Select up to two.

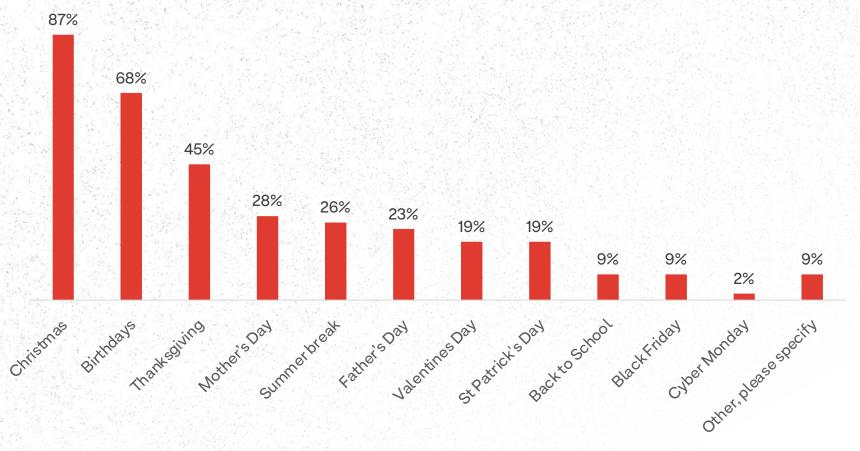
56%



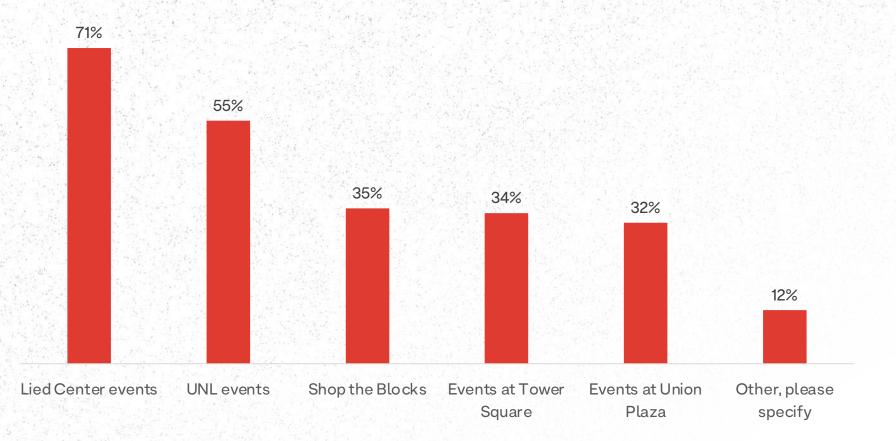
Are there special occasions, events or holidays that likely have you visiting the Downtown Corridors?



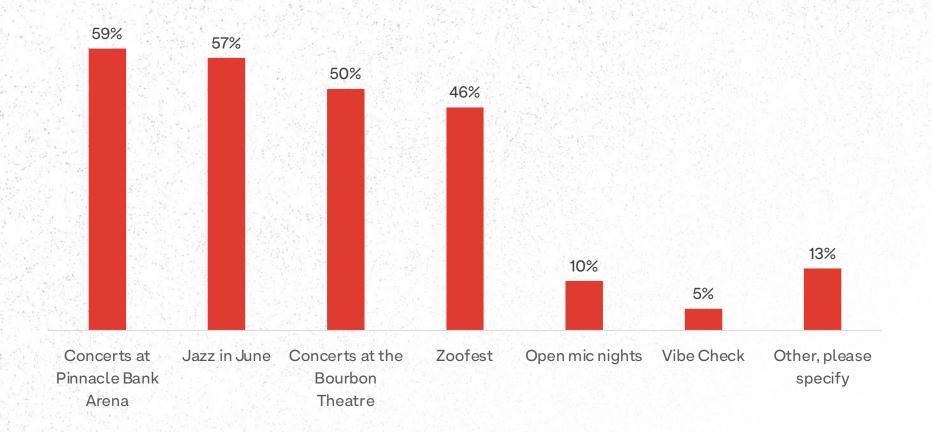
Which if the following holidays are especially important to you? Please select all that apply



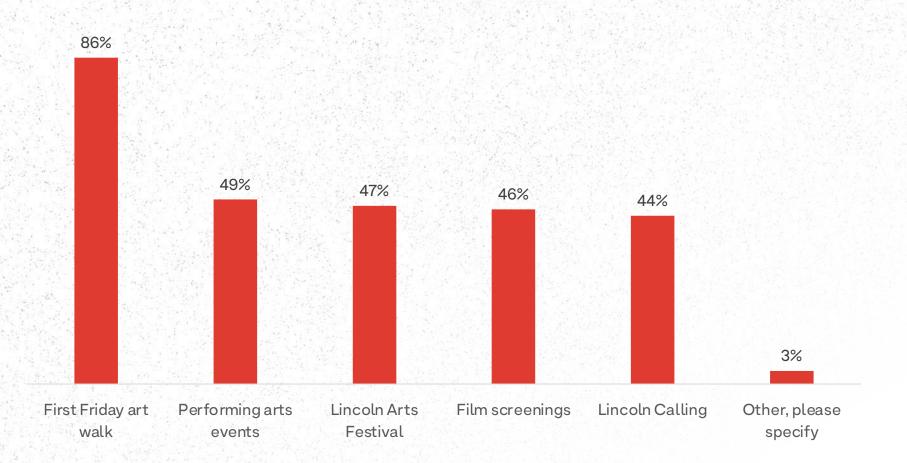
Which if the following programmed events are especially important to you? Please select all that apply



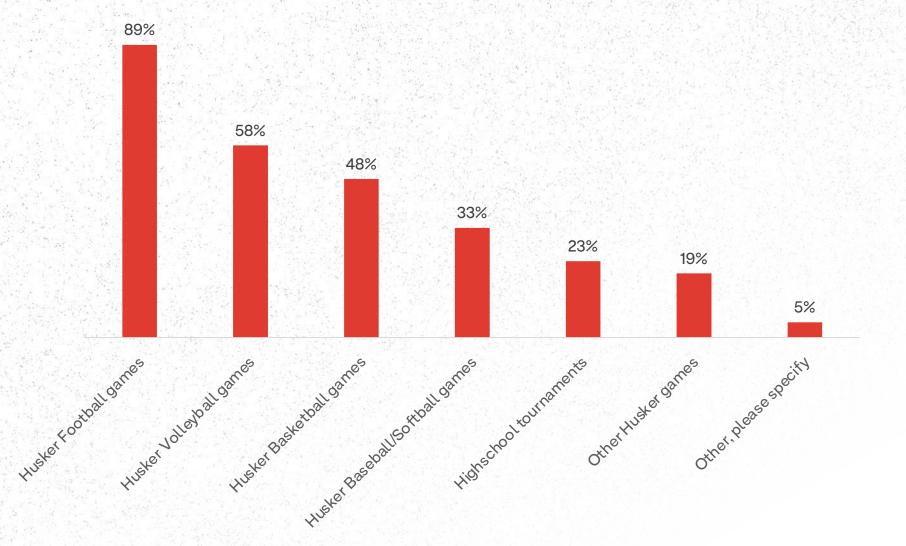
Which if the following music events are especially important to you? Please select all that apply.



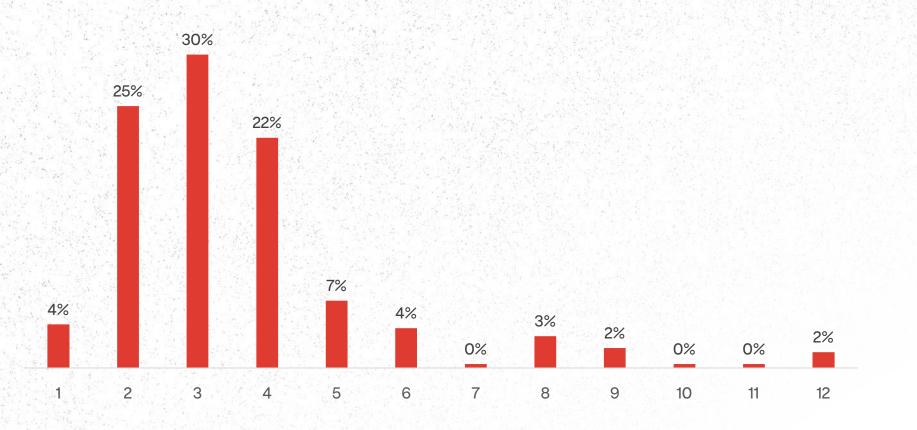
Which if the following art events are especially important to you? Please select all that apply.



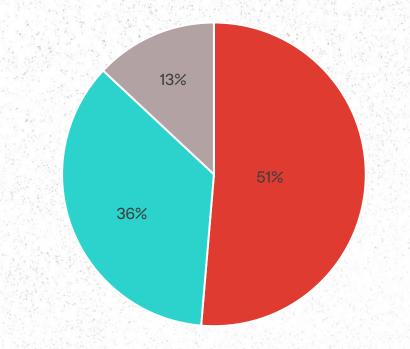
Which if the following sports events are especially important to you? Please select all that apply.



Thinking about your visits to the Downtown Corridors, how long on average do you spend when there? Select the average number of hours

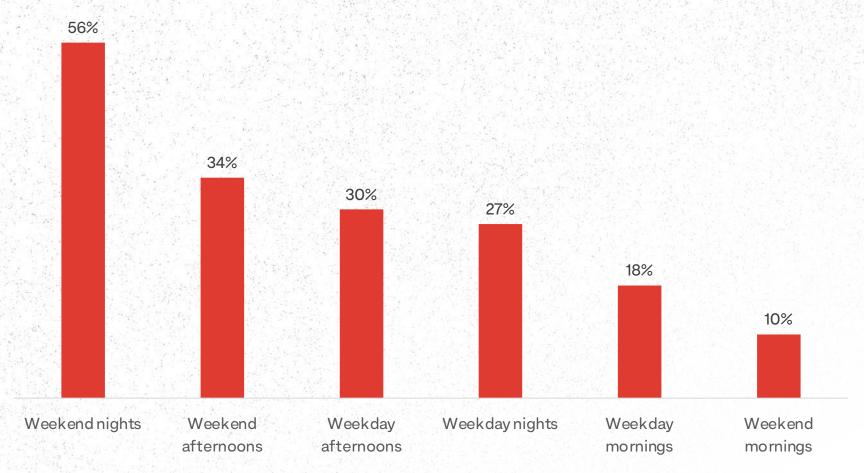


Which of the following best describes your visits to the Downtown Corridors? Select one.

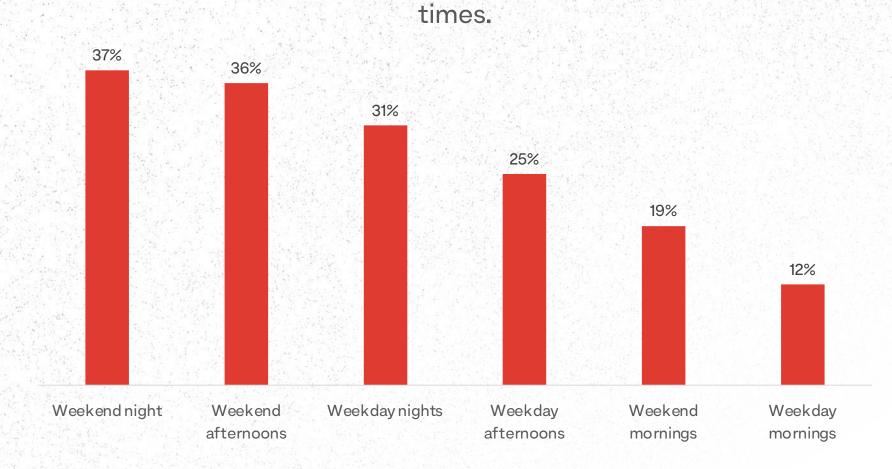


- I usually do one activity when I visit the Downtown Corridors
- I usually come to do one activity but find other things to do in the Downtown Corridors
- I usually want to do multiple things when going to the Downtown Corridors but can't find enough

When do you frequent the Downtown Corridors the most? Please select no more than two times.

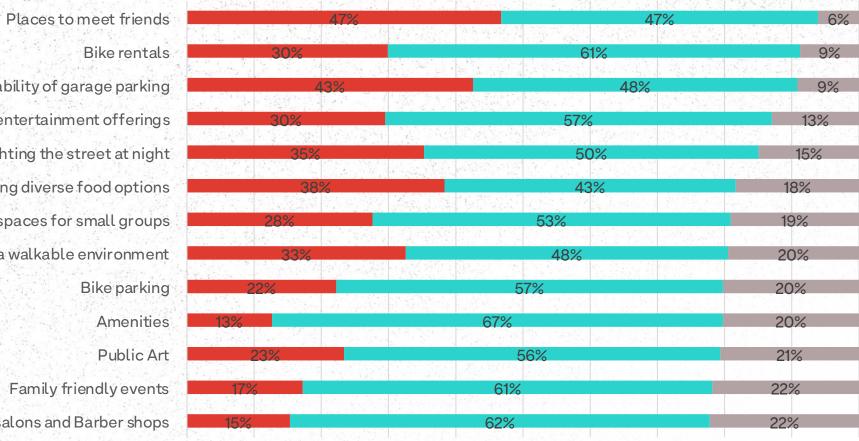


In your opinion, when is the best time to go to the Downtown Corridors? Please select no more than two



n= 261

How well do you think the Downtown Corridors meet the following expectations



Very well Ok Not well

Bike rentals Availability of garage parking Availability of live entertainment offerings Lighting the street at night Providing diverse food options Gathering spaces for small groups Provide a walkable environment Bike parking Amenities Public Art Family friendly events

Beauty salons and Barber shops

How well do you think the Downtown Corridors meet the following

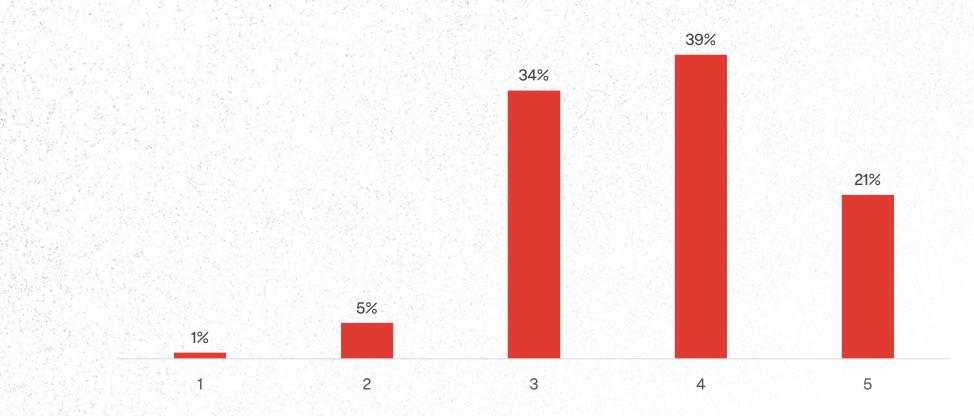
expectations

Offering ADA Accessible entrances	16%	58%			26%			
		00%	and the second of		2070			
Transitional parking	65%				28%			
방법 집에 집에 감독의 승규가 같아요.		2022년 1월 2023년			San			
Gathering spaces for large groups	12%	30%						
		51%		de la chaite				
Bikelanes	19%	a statistica and a second	30%					
Access to public transportation	21%		33%					
Places to attend outdoor events	19%	48%			34%			
	100/	1004			0.494			
Opportunity to shop	16%	49%	- 29.2 - 20.5		34%			
utification (more trees, imagery, etc.) 📒	14%	45%		412	%			
	양화 중 집 가슴이 더 가 같아? 정말		: Marine Strike					
Providing places to sit down	45%				41%			
Associate bilitation of the state of the second second size of	11%	4592		1 4 9 4				
Availability of on-street parking		45%		44%				
Availability of Recreational space	8% 35%		5	7%				
Providing green space	7% 28%		66%					

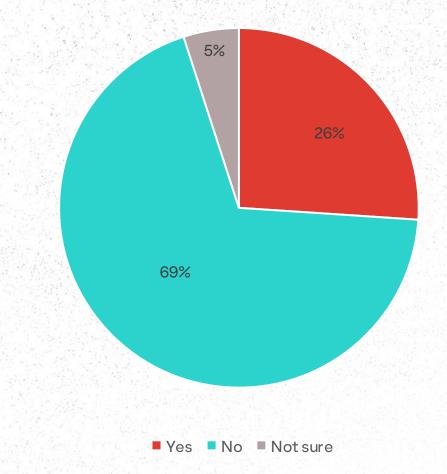
Very well Ok Not well

Bikela Access to public transporta Places to attend outdoor eve Opportunity to sl Beautification (more trees, imagery, Providing places to sit do Availability of on-street park Availability of Recreational sp Providing green sp

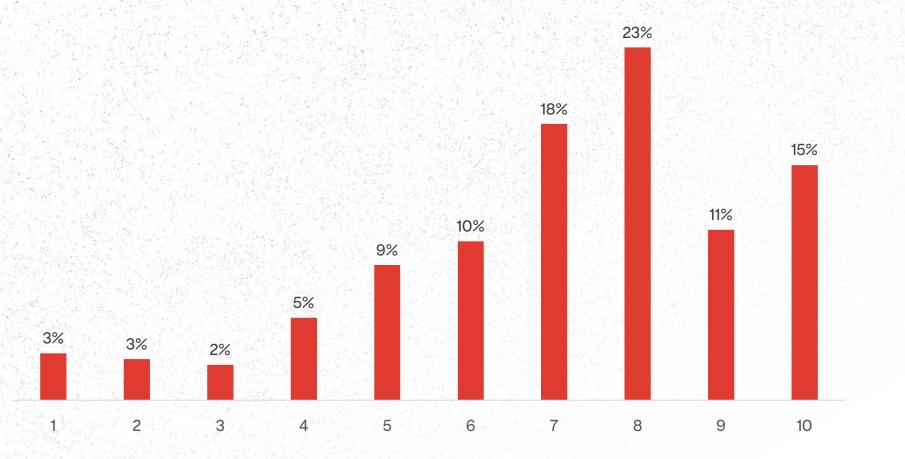
On a scale of 1–5, how satisfied were you on this last trip to the Downtown Corridors? 1 being very unsatisfied, 5 being very satisfied.



Were you familiar with the Downtown Corridors revitalization project before this survey?



On a scale of 1 to 10, 1 being unexcited, 10 being ecstatic, how would you rate how you feel about this project?



Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (Group A)

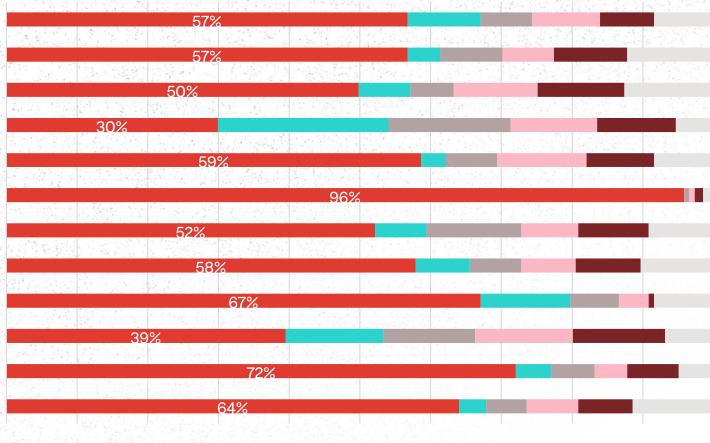
Provide a walkable environment 24% 49% 77% 90% 99% 75% 58% 66% 39% 18% 65% 84% 57%

Providing places to sit down Availability of garage parking Bike parking **Bike rentals** Gathering spaces for large groups Gathering spaces for small groups **Bike** lanes Amenities Beautification (more trees, imagery, etc.) Access to public transportation Transitional parking

Availability of on-street parking

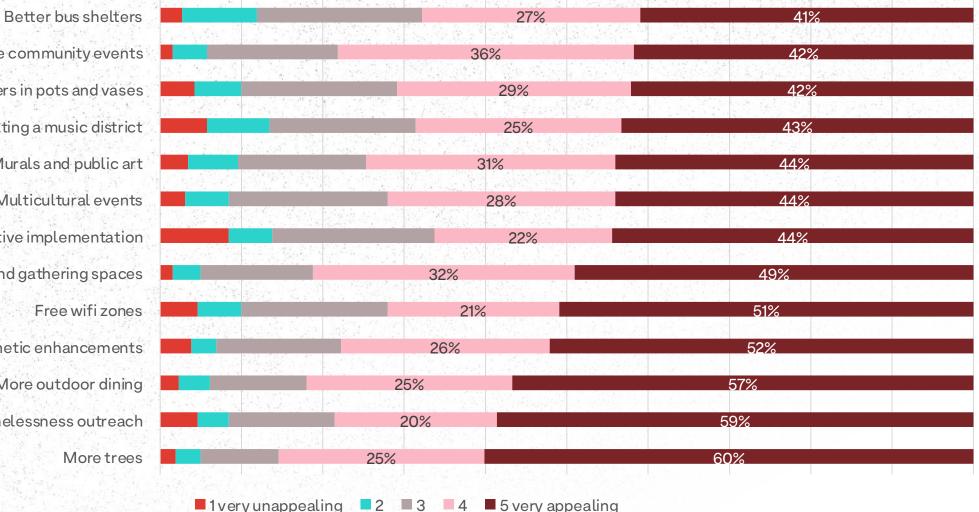
Not Selected 5 Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (Group B)

Lighting the street at night Places to attend outdoor events Places to meet friends Providing green space Availability of Recreational space Beauty salons and Barber shops Opportunity to shop Availability of live entertainment offerings Offering ADA Accessible entrances Providing diverse food options Family friendly events Public Art



■ Not Selected ■1 ■2 ■3 ■4 ■5

How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing



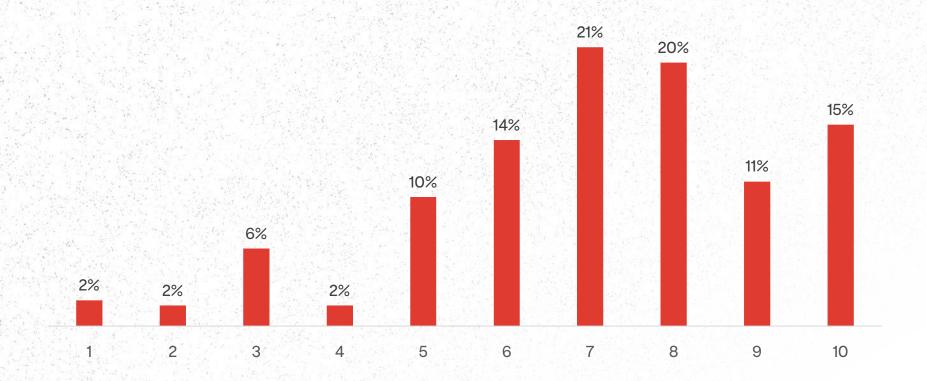
More community events Flowers in pots and vases Creating a music district Murals and public art Multicultural events Sustainable initiative implementation More outdoor seating and gathering spaces Free wifi zones Aesthetic enhancements More outdoor dining More homelessness outreach More trees

How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing

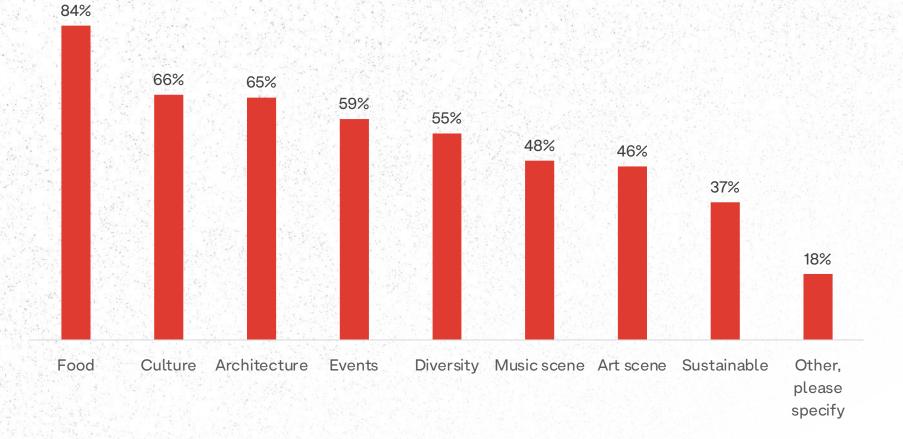
Interactive kiosks	17%		39%		21%	8%	
Places to skateboard		1	6%	24%	13%	13%	
e to let you know when you enter or leave downtown as you're		25%		31%	14%	13%	
Moveable seating	18%		38%		16%	14%	
Street performers		19%	29%		22%	16%	
Ride share stops	15%	31%		27%		21%	
Maps and directory of the area	12%	28%		33%		23%	
Bike parking	10%	10% 30%		26%		26%	
Temporary or popup spaces	11%	11% 22%		32%		28%	
Building facade lighting	3% 27%		36%		31%		
Carry-out parking	10%	25%	28	%	332	%	
Decorative lighting and signage	7% 21	%	33%		35%	;	
Shade coverings	17%	39	9%		40%		

Ivery unappealing

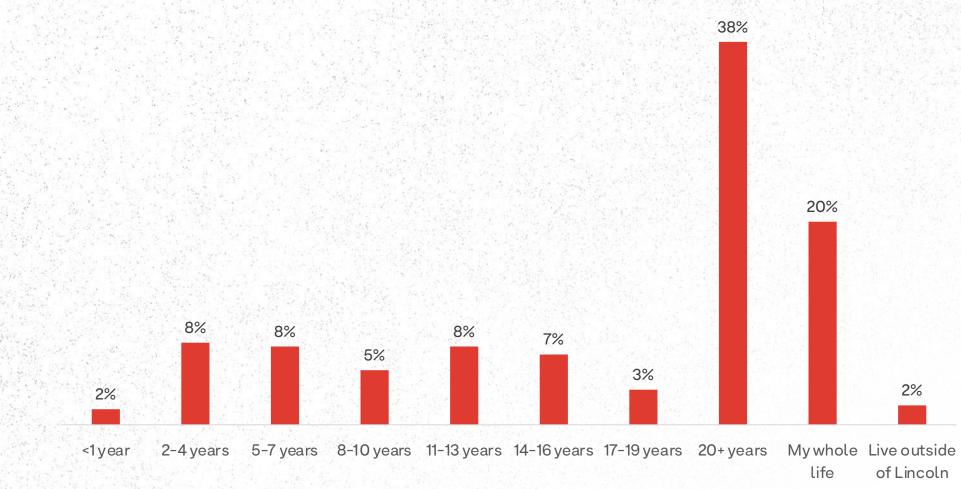
Not specific to the Downtown Corridors but rather in general, how important do you think neighborhood identity is in Lincoln?



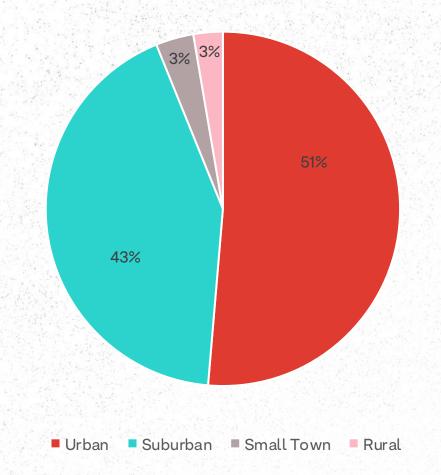
Select any of the following that were reasons why the downtown areas came to mind.



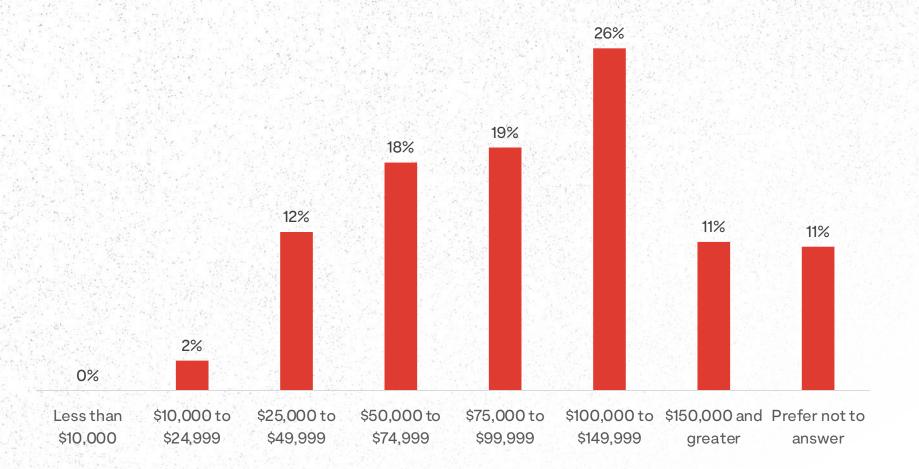
How long have you lived in Lincoln?



Which most closely defines the area you live in?

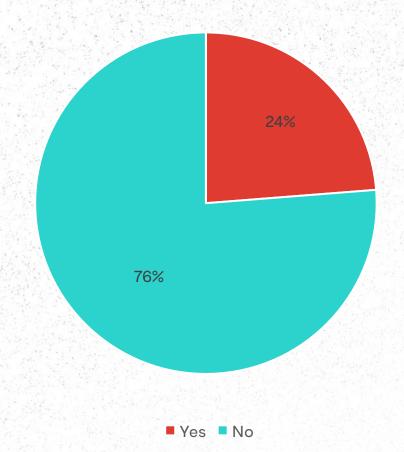


What's your household income?

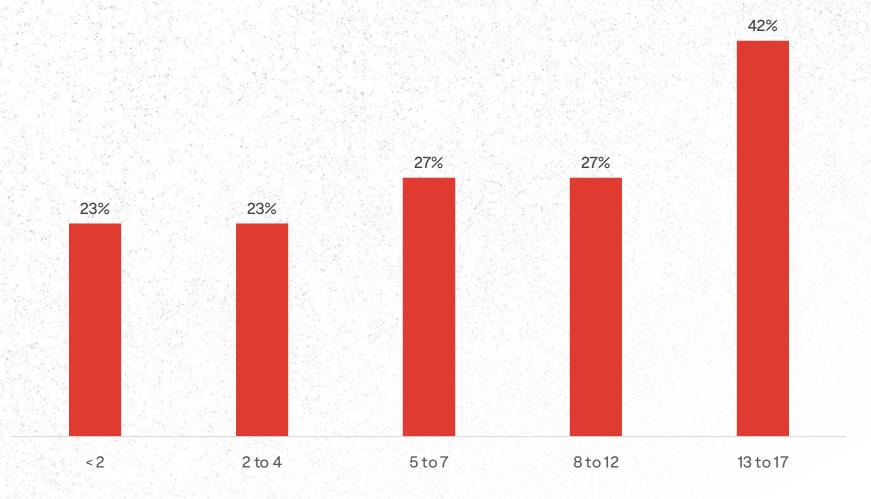


Do you have a child under 18 years old in your

household?



What ages are the children in your household?



Appendix

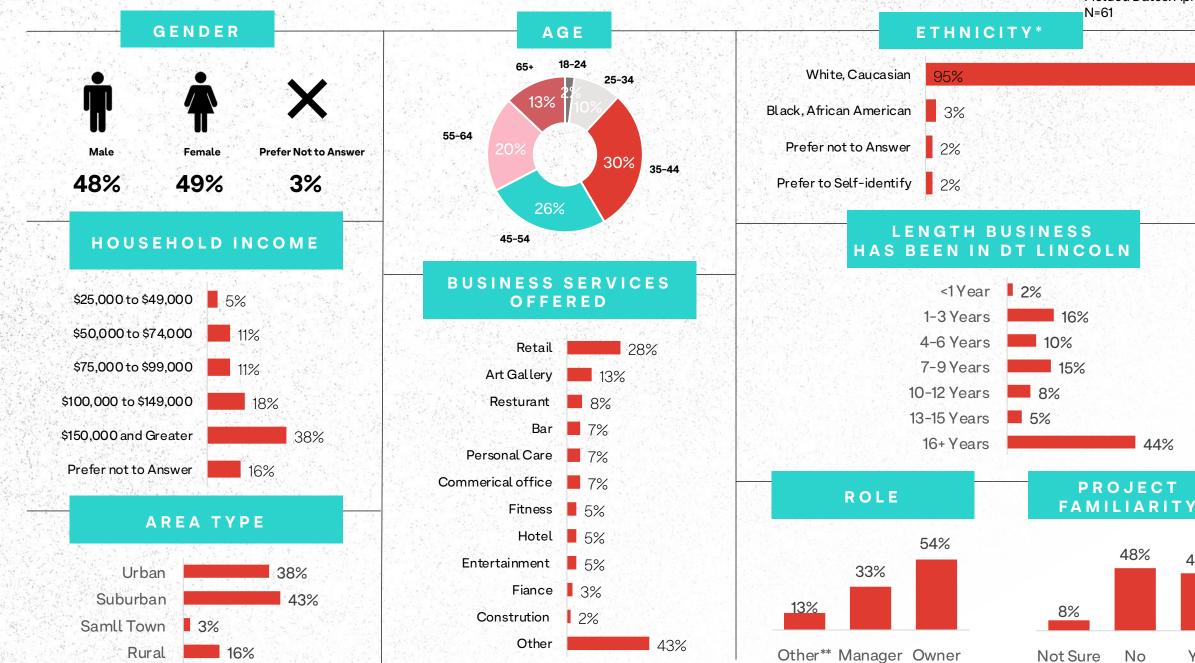
Business Survey Results

Fielded Dates: April 12-22, 2022

44%

44%

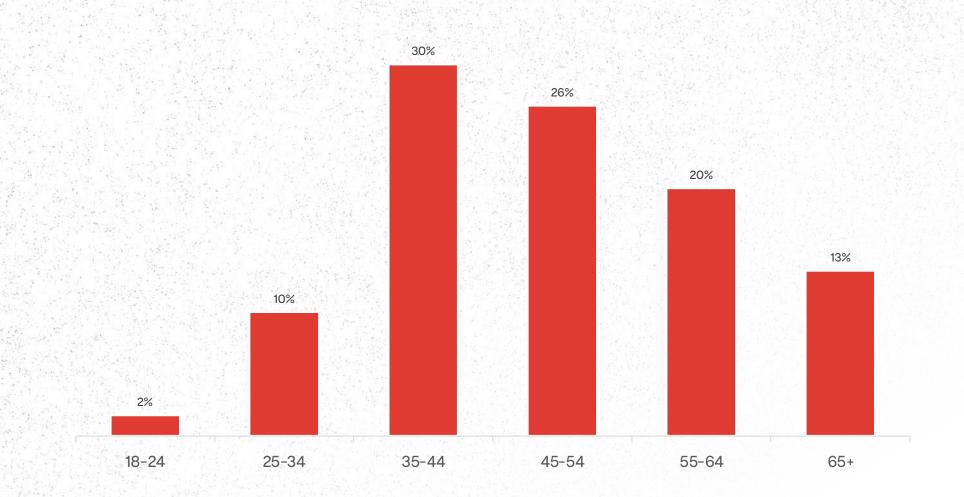
Yes



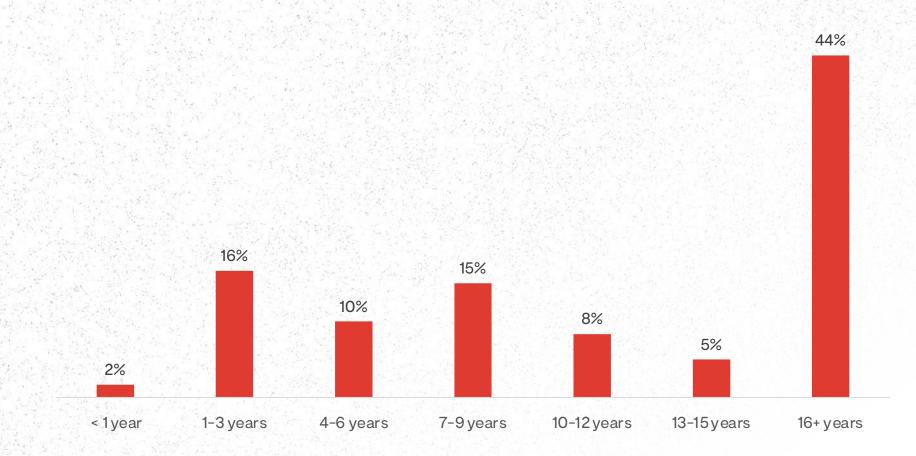
*Can select more than one ethnicity

**Owner or manager only requirement was dropped mid survey to ensure qualified respondents were not being terminated

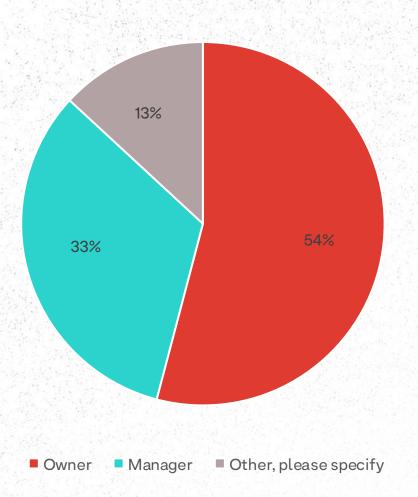
How old are you?

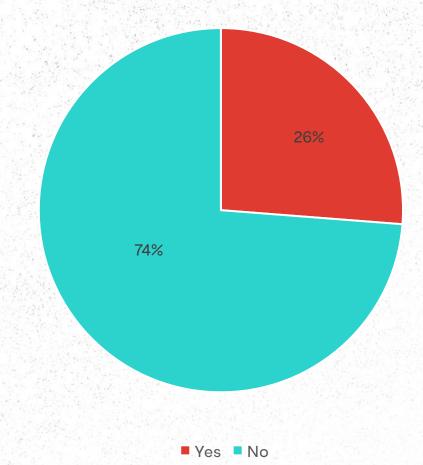


How long has your business been located in the shaded area along one of the highlighted downtown corridors?



Which best describes your role?

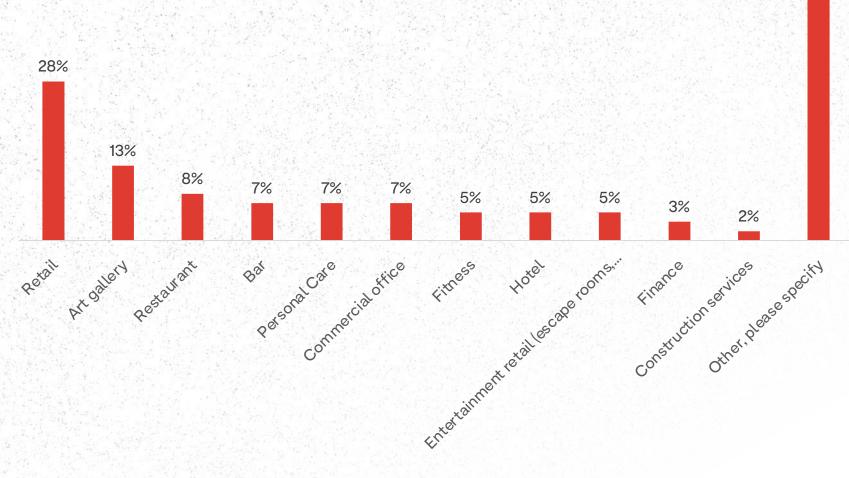




Do you have more than one location?

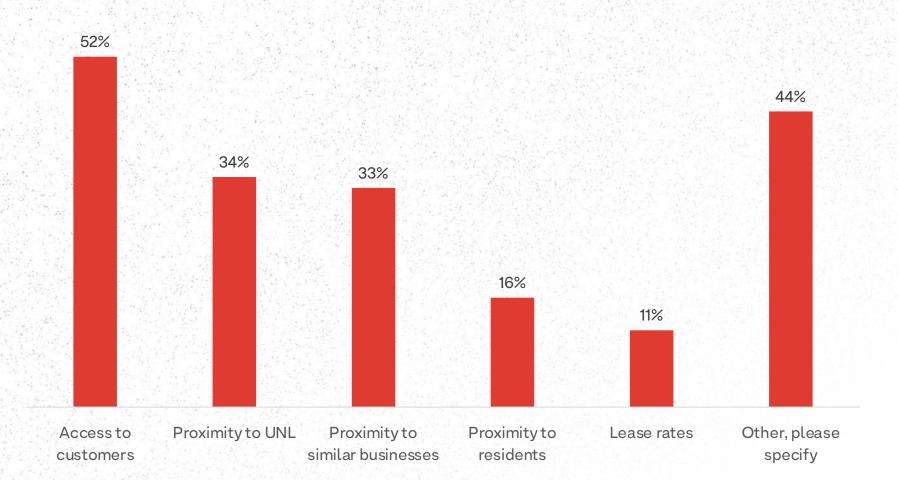
What services does "business name" offer? Select all that apply.

43%

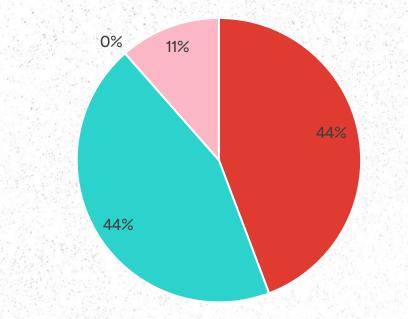


n= 61

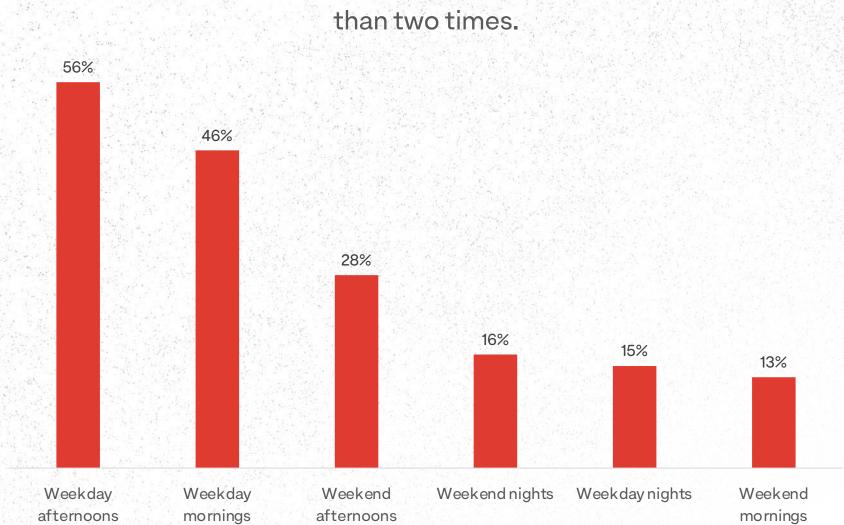
Why did you choose the Downtown Corridors for your business? Select all that apply.



Please select which of the following statements you think are true. Select one

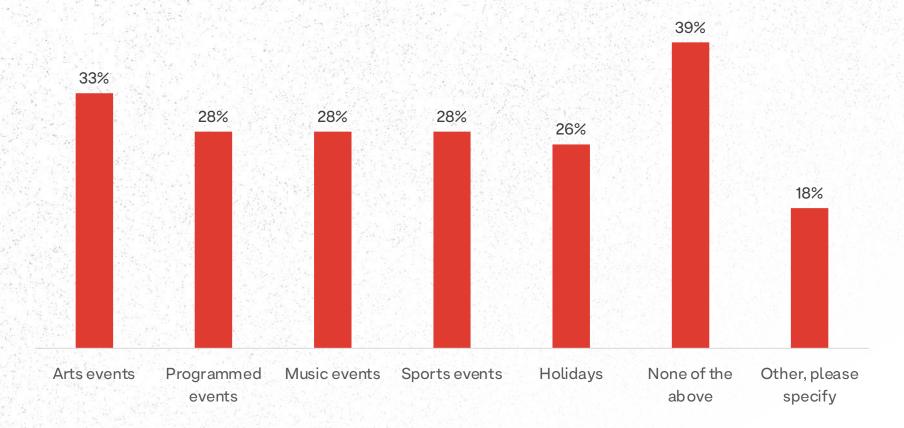


- My business is doing well because it is located in the Downtown Corridors
- My business is doing well regardless of where it is located
- My business would be doing better in another neighborhood
- Other, please specify

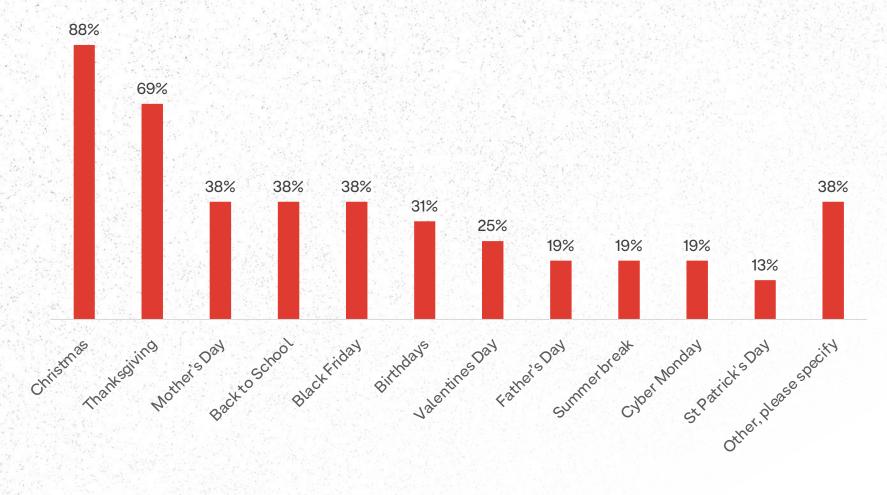


When are your busiest times? Please select no more

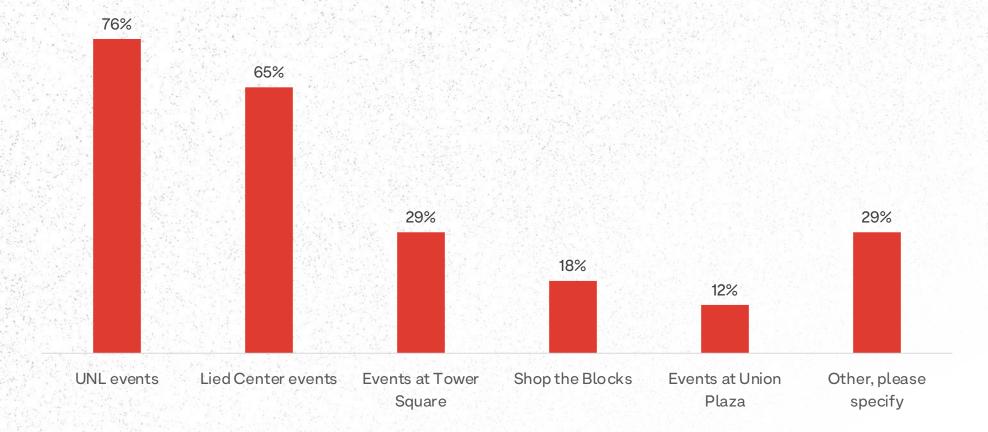
Are there special occasions, events or holidays that are especially important for your business? Please select all that apply.



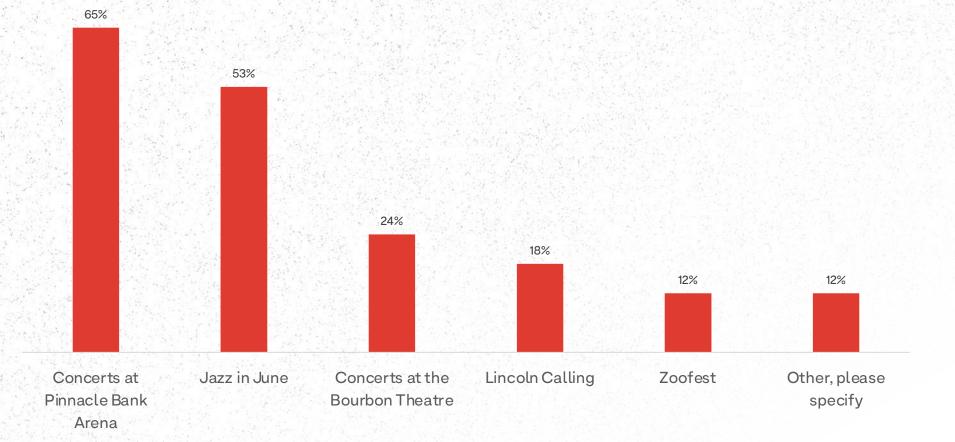
Which if the following holidays are especially important for your business?



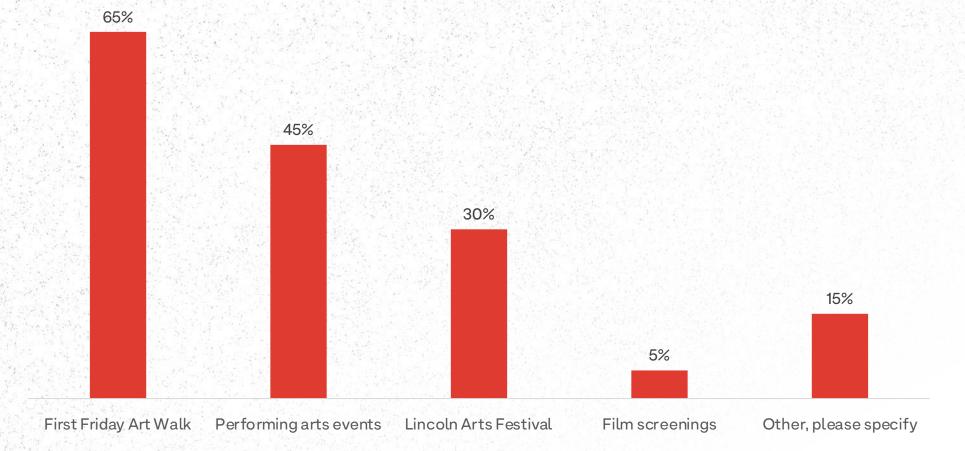
Which if the following programmed events are especially important for your business?



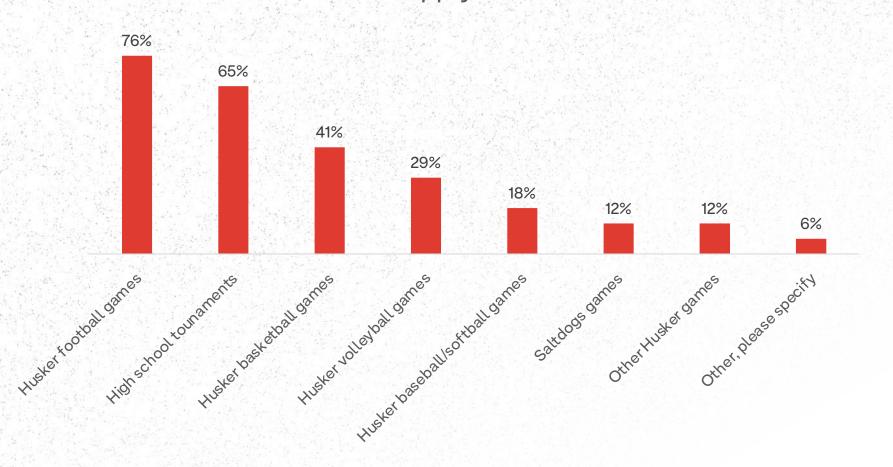
Which if the following music events are especially important for your business? Please select all that apply.



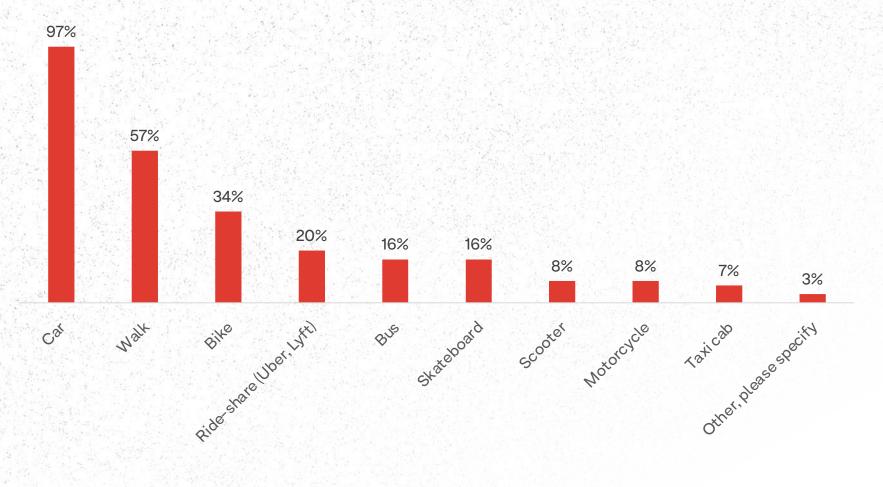
Which if the following art events are especially important for your business? Please select all that apply



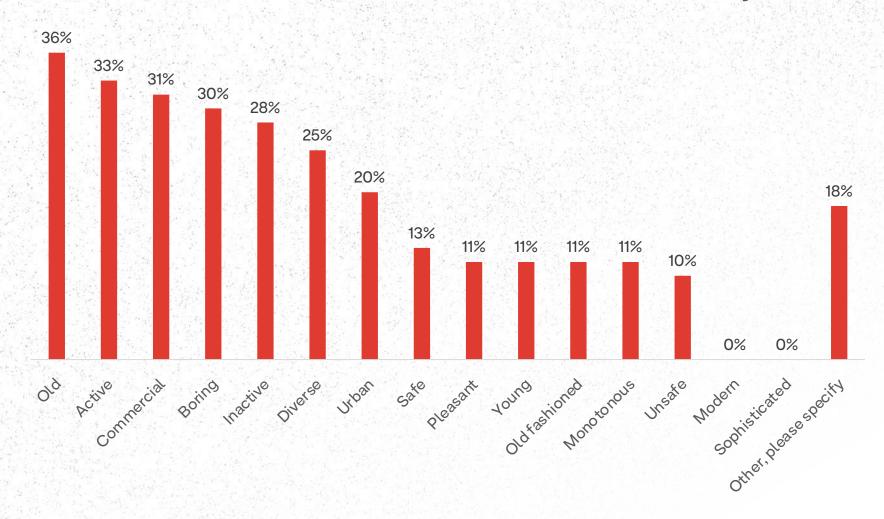
Which if the following sports events are especially important for your business? Please select all that apply.



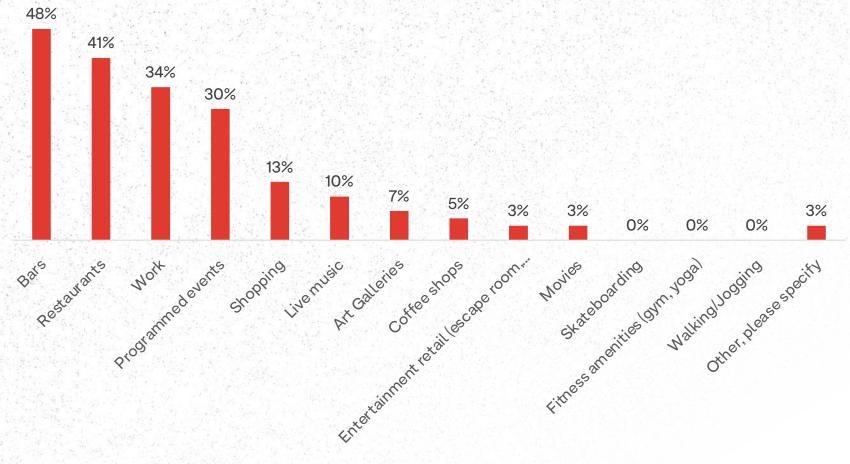
How do you think your customers get to your business? Select all that apply.



Looking at the lists of adjectives below, select the three that best reflect the Downtown Corridors currently.



Thinking about the entirety of the Downtown Corridors, what do you think brings most customers to this area? Select up to two



How well do you think the Downtown Corridors meet the following

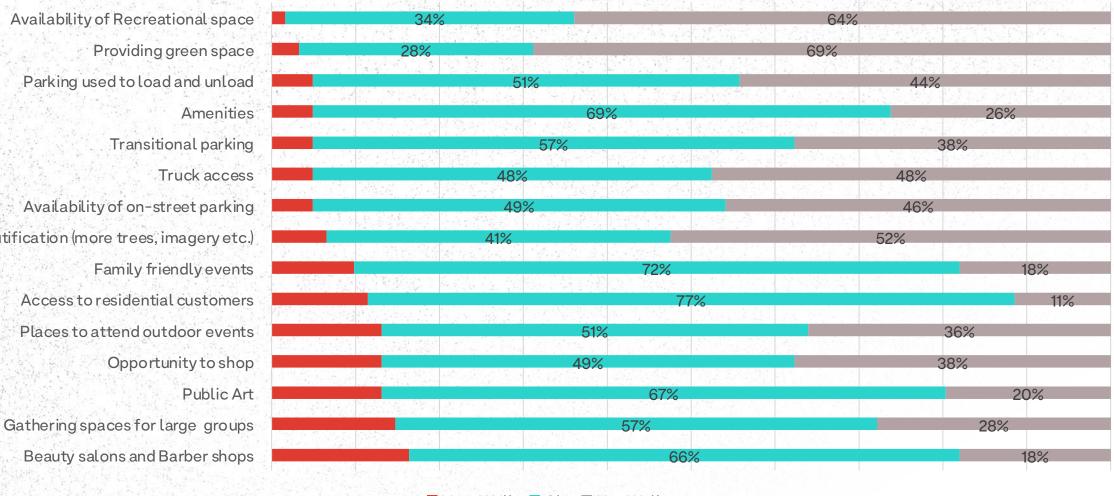
expectations?

56% 28% 66% 18% 11% 70% 62% 13% 26% 49% 52% 20% 52% 16% 7% 61% 57% 10% 56% 8% 51% 13% 44% 18% 8% 49% 28% 15%

Providing places to sit down Access to commercial customers Offering ADA Accessible entrances **Bike parking** Gathering spaces for small groups **Bikelanes** Providing a walkable environment **Bike rentals** Access to public transportation Lighting the street at night Providing diverse food options Availability of live entertainment offerings Places to meet friends Availability of garage parking

Very Well Ok Not Well

How well do you think the Downtown Corridors meet the following expectations?



Parking used to load and unload Amenities Transitional parking Truck access Availability of on-street parking Beautification (more trees, imagery etc.) Family friendly events

> Access to residential customers Places to attend outdoor events Opportunity to shop

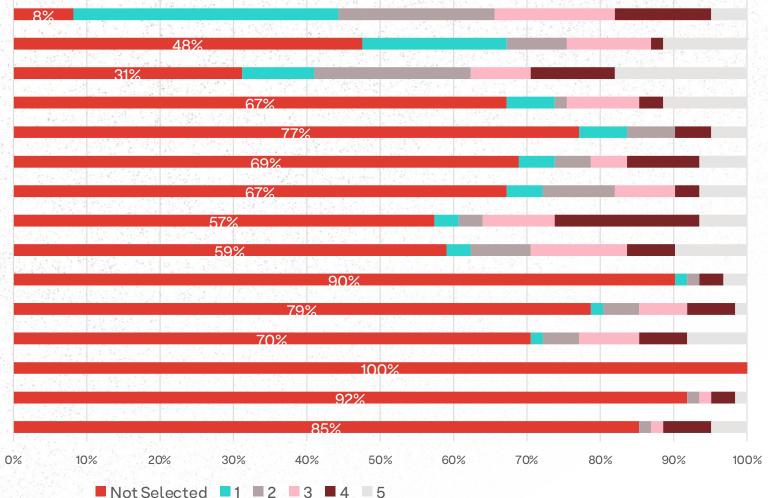
> > Public Art

Beauty salons and Barber shops

Very Well Ok Not Well

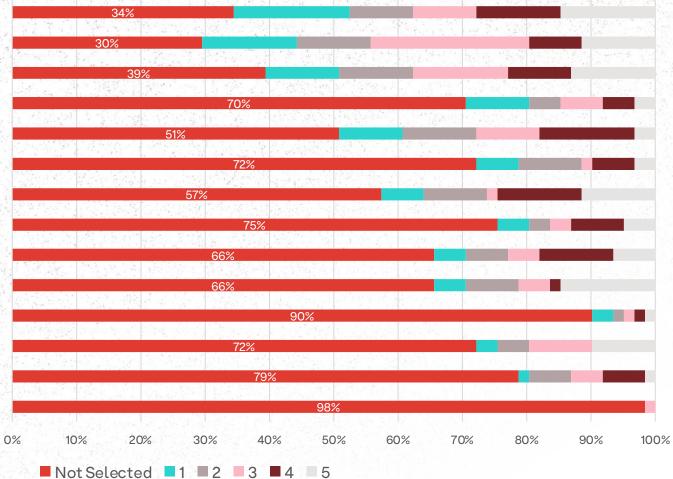
Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (group A)

Beautification (more trees, imagery etc.) Availability of on-street parking Amenities Parking used to load and unload Access to commercial customers Access to residential customers Availability of garage parking Gathering spaces for small groups Gathering spaces for large groups Truck access **Bike** lanes Access to public transportation **Bike rentals Bike** parking Transitional parking 0%

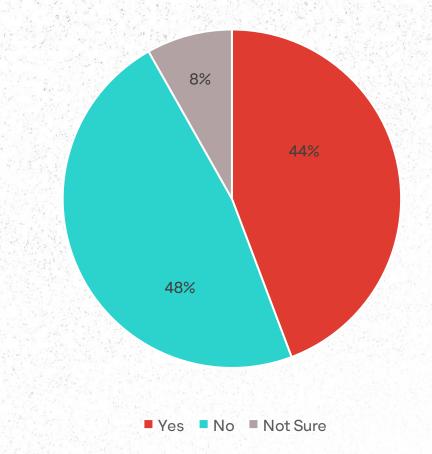


Drag and drop the 5 items you think are the most important to improve on and place them in the box to the right in order of importance, 1 being most important (group B)

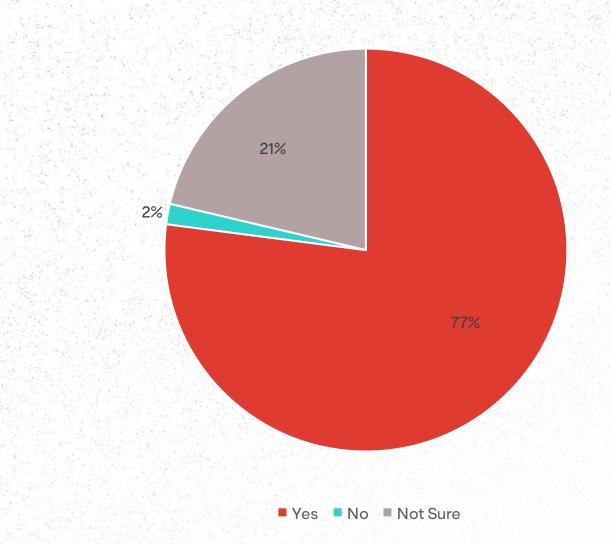
Providing a walkable environment Providing green space Opportunity to shop Availability of Recreational space Providing diverse food options Lighting the street at night Places to attend outdoor events Family friendly events Availability of live entertainment offerings Public Art Offering ADA Accessible entrances Places to meet friends Providing places to sit down Beauty salons and Barber shops



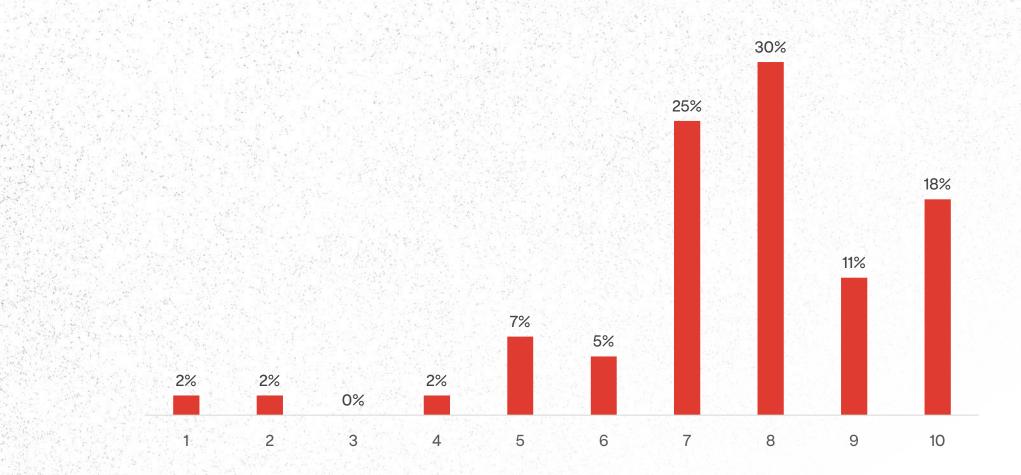
Were you familiar with this the Downtown Corridors revitalization project?



Do you think this project will benefit your business?

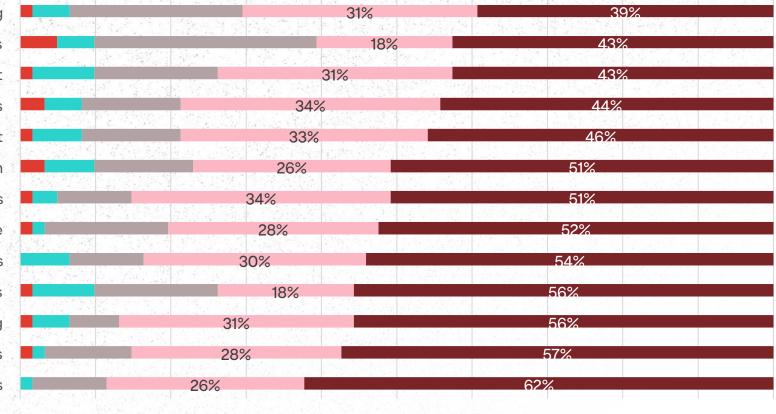


On a scale of 1 to 10, 1 being unexcited, 10 being ecstatic, how would you rate how you feel about this project?



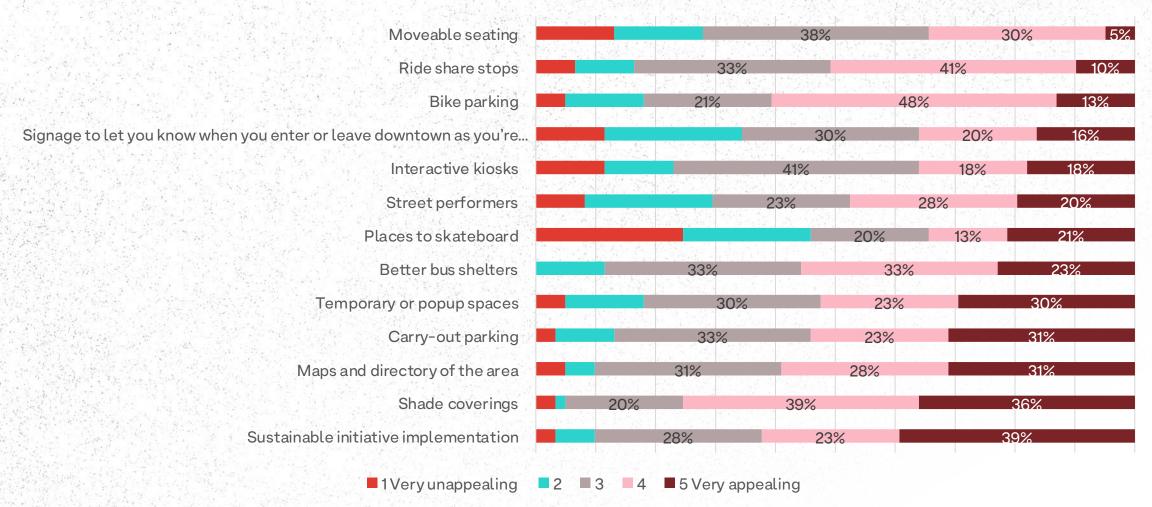
How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing

Building facade lighting Free wifi zones Creating a music district More outdoor seating and gathering spaces Murals and public art More homelessness outreach Flowers in pots and vases Decorative lighting and signage More community events Multicultural events More outdoor dining More trees Aesthetic enhancements

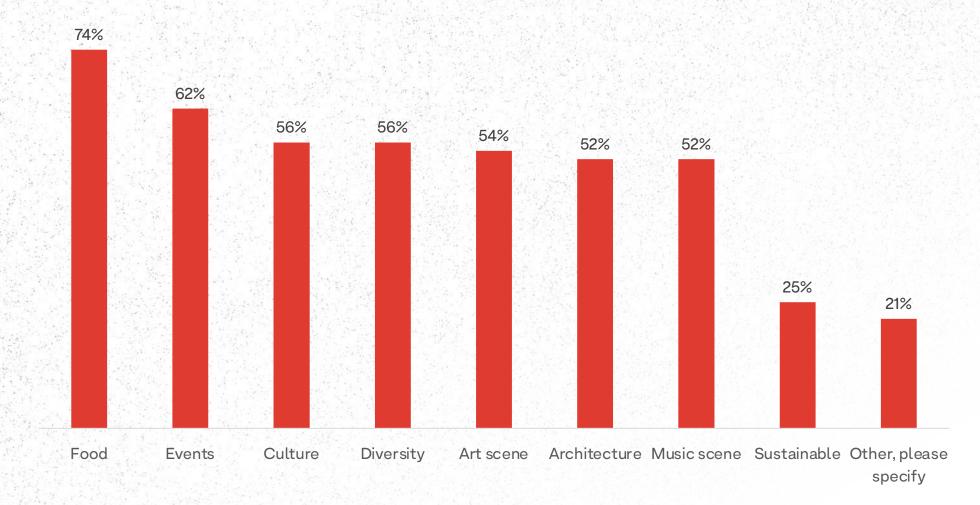


IVery unappealing

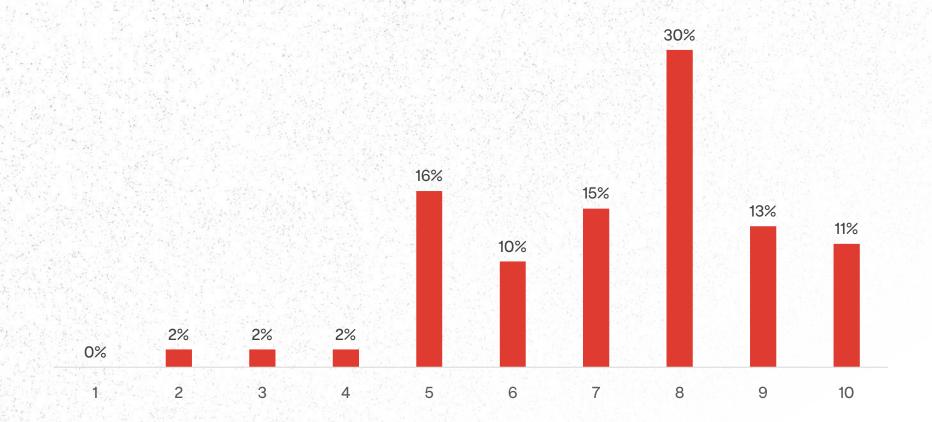
How appealing do the following possible changes to the Downtown Corridors seem to you? 1 being very unappealing, 5 being very appealing



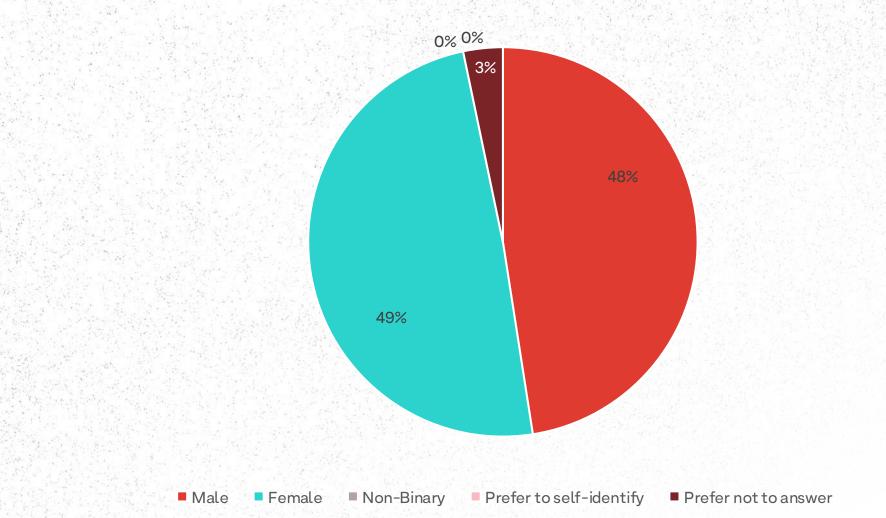
Select any of the following that were reasons why the downtown areas came to mind.



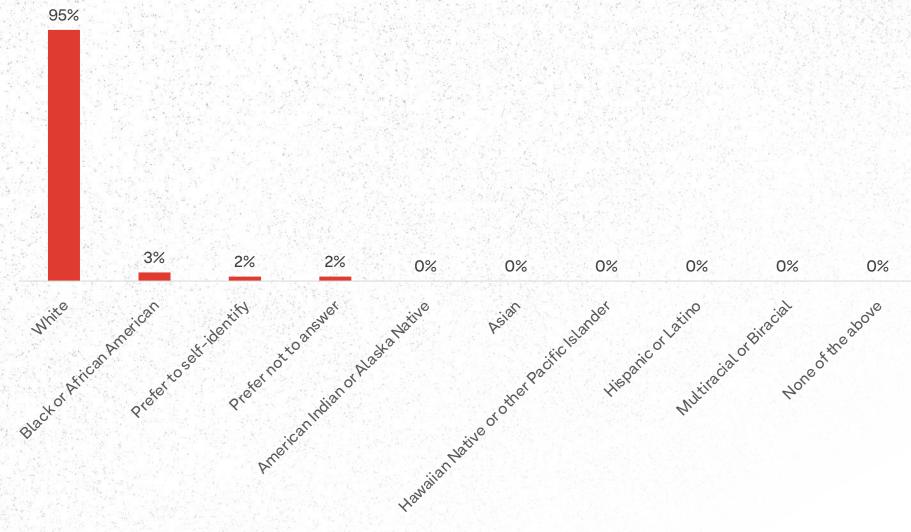
Not specific to the Downtown Corridors, but rather in general, how important do you think neighborhood identity is in Lincoln?



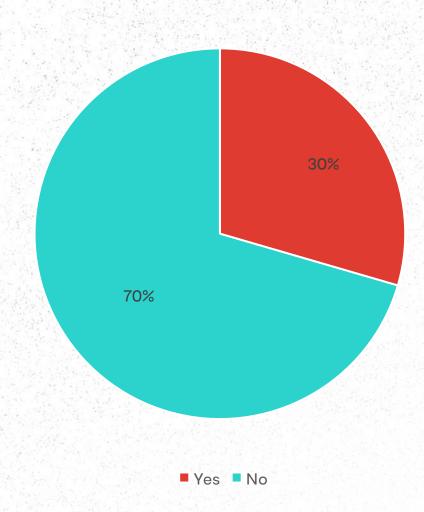
How do you identify?



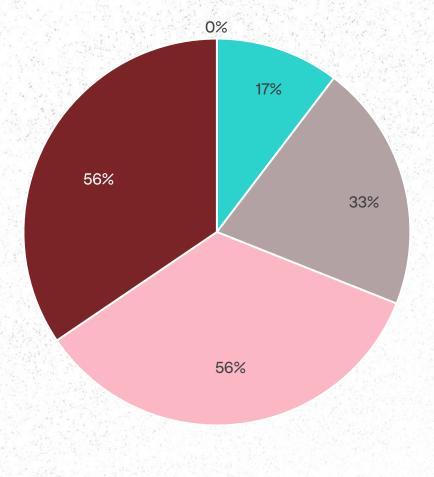
How would you describe yourself? Feel free to select multiple descriptors.



Do you have a child under 18 years old in your household?

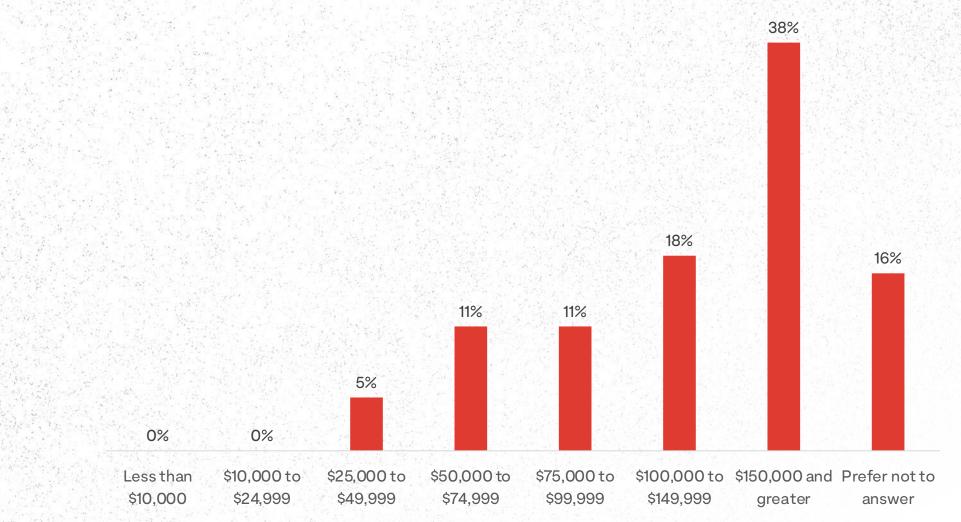


What ages are the children in your household?



<2 2 to 4 5 to 7 8 to 12 13 to 17</pre>

What's your household income?



Which most closely defines the area you live in?

