

# CEDAR RAPIDS DOWNTOWN VISION PLAN UPDATE

## ONLINE SURVEY SUMMARY

This online survey was developed to help identify priorities and improvements for Downtown Cedar Rapids over the next five years in order to inform the 2023 Vision Plan Update. The survey ran from April 24<sup>th</sup> to May 29<sup>th</sup>, 2023, and collected **1,414 responses**. The following analysis presents a summary of key findings, followed by a more detailed question-by-question summary of results and cross-tabulation analysis.

**Respondent Characteristics and Demographics:** The survey was open to anyone interested and was distributed through various Downtown stakeholder communication channels and at in-person events. Participants represented a cross-section of Downtown Cedar Rapids stakeholders. Just over half (55%) of respondents live in Greater Cedar Rapids outside of Downtown, 36% were Downtown employees, and 5% were Downtown residents. 6% owned or managed a business or commercial property Downtown. Respondents were reasonably well-distributed by age and income, and less so by ethnicity/race and gender.

## KEY FINDINGS

### Downtown Cedar Rapids Today

- Respondents were asked how often they visited Downtown Cedar Rapids. Those employed or owning businesses Downtown reported visiting **five or more days a week**. Greater Cedar Rapids residents and employees outside of Downtown most commonly visited Downtown **once or twice a week**. Those identifying as tourists or visitors reported visiting Downtown **approximately twice a month**, or at least several times a year.
- When asked to select the top three things that brought them to Downtown Cedar Rapids (aside from work), respondents overwhelmingly reported visiting **restaurants/bars** (70%). This was followed by **events and festivals** (58%) and **entertainment** (41%).

### Downtown Cedar Rapids Tomorrow

- The most common words respondents used to describe their vision for Downtown Cedar Rapids in the future were **safe, clean, entertaining, fun, lively, and vibrant**.
- When asked to rate the importance of ten possible projects for the future of Downtown, **Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots** received overwhelming support, with 86% of respondents rating this as “Important” or “Very Important.” Closely following in support was **Embrace the Cedar River**



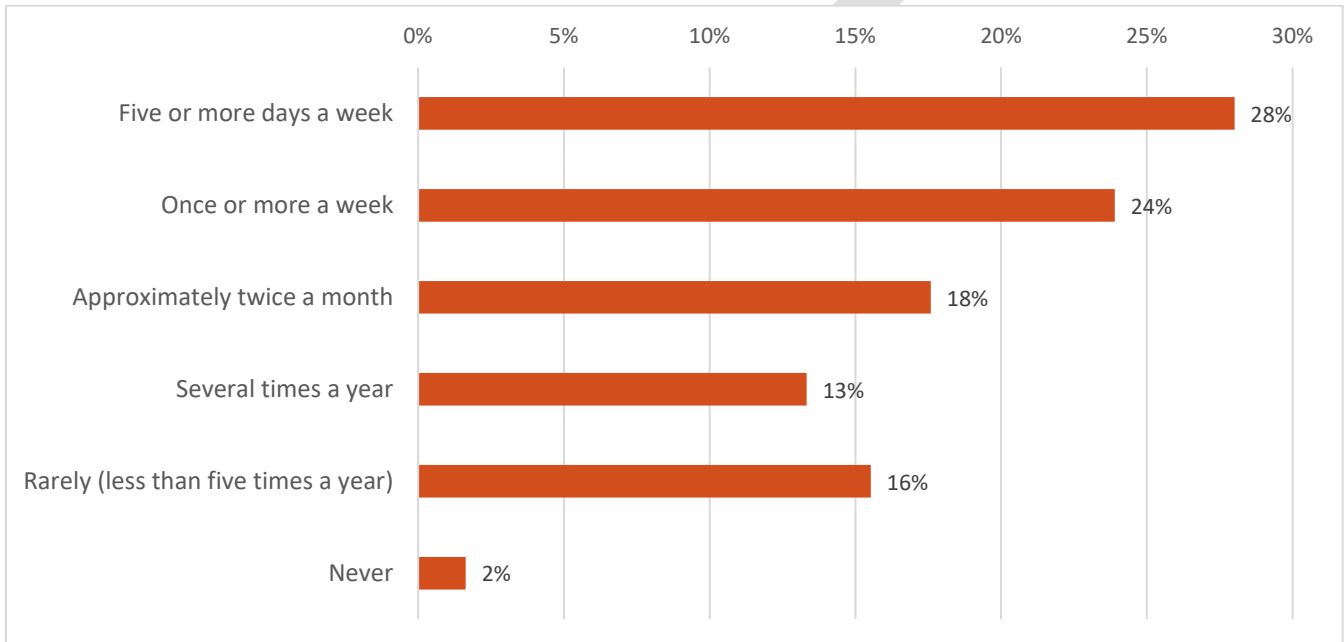
**in the physical environment.** Respondents placed further emphasis on projects related to connectivity and beautification.

- When asked to choose just one physical improvement as MOST important, **Embrace the Cedar River in the physical environment** emerged as the clear leader. The following two most important improvements were, in order, **Redevelop/repurpose underutilized surface parking lots and vacant buildings and lots** and **Improve the parking experience.**
- When asked to rate the importance of eight services or programs for Downtown Cedar Rapids in the future, all were rated as important to some degree. **Continue diversifying restaurant and bar offerings** emerged as the most highly valued service or program, with 77% rating it as “Important” or “Very Important.” **Provide more services to address the unhoused population** and **Make Downtown more welcoming and inclusive to people of all cultural backgrounds** had the second and third highest rankings of “Important” and “Very Important.”
- When asked to choose just one service or program as most important, respondents chose **Continue diversifying restaurant and bar offerings** and **Provide more services to address the unhoused population** at equal rates (19%). None of the remaining services or program were chosen by more than 11% of respondents.
- Respondents were also given the chance to provide **additional ideas for improvements to Downtown Cedar Rapids** in an open-ended format. Ideas and common themes among responses included:
  - Increased bus or circulator/trolley access around Downtown
  - More housing attainable to middle-income households
  - Enhanced urban design and streetscapes
  - More events Downtown
  - Amenities/destinations for teens and seniors
  - A dog park
  - Enhance/improve the skywalk system
- Lastly, respondents were asked about their interest in living Downtown and the type of housing they would prefer. **60% of respondents indicated interest in living Downtown**, with the greatest interest in **ownership options** in **condominiums** and **townhouses.**

# DOWNTOWN CEDAR RAPIDS TODAY

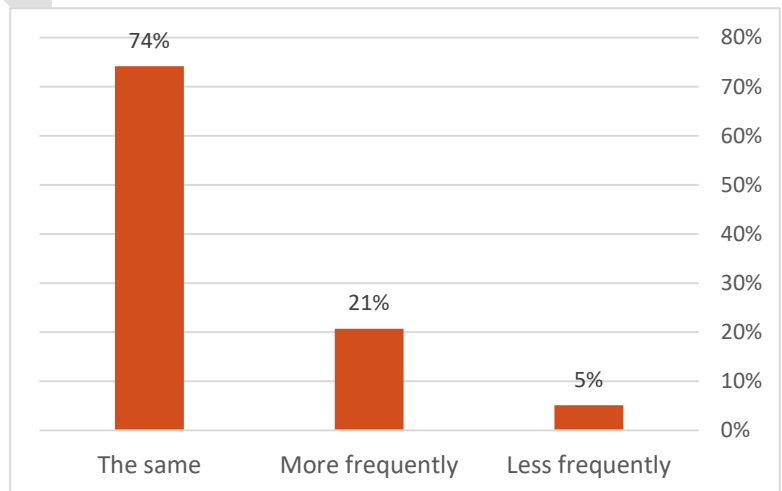
## Q1: Over the last year, approximately how often have you visited Downtown Cedar Rapids?

Respondents were asked to report how often they visited Downtown Cedar Rapids. **Just over a quarter (28%) of those surveyed visited five or more days a week** (cross-tabulation revealed these to be primarily Downtown residents, business owners or employees). Over a third of respondents visited Downtown from once or twice a week to at least twice a month. Another 29% visited Downtown only a few times throughout the year.



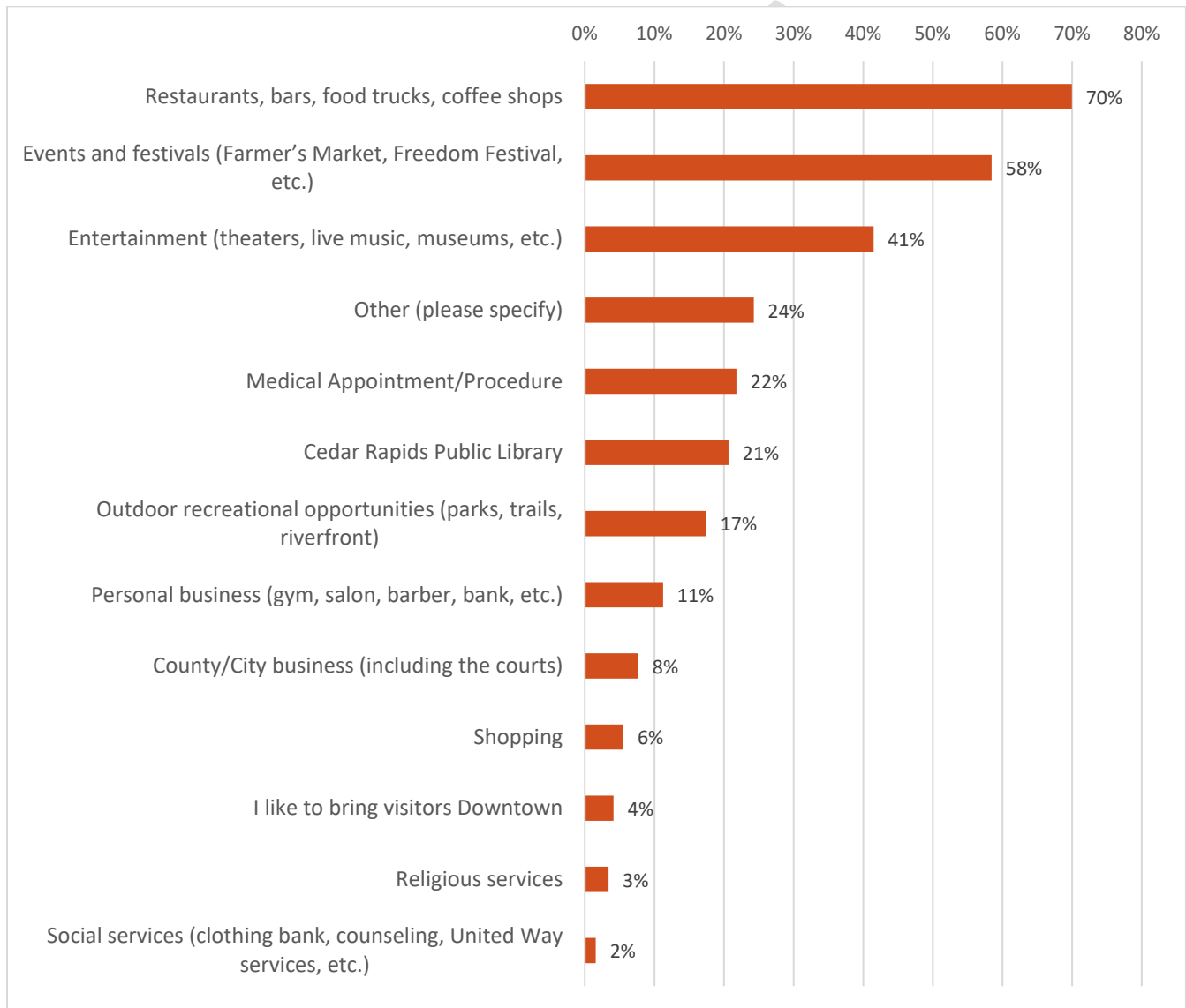
## Q2: Over the next 12 months, do you think you'll visit Downtown Cedar Rapids more, the same, or less frequently than during the past year?

When asked about their projected frequency of visiting Downtown during the next 12 months, the vast majority of respondents (74%) did not anticipate a change in their habits. However, **21% anticipated visiting more often in the future**. This indicates a general sentiment of positivity and energy about Downtown.



### Q3: Please select the top three things that bring you to Downtown Cedar Rapids:

Respondents were asked to select the top three things that brought them to Downtown Cedar Rapids. Respondents reported primarily visiting Downtown for entertainment and dining, with the top three attractions being **Food/Beverage** (70%), **Events** (58%), and **Entertainment** (41%). Around 20% of respondents listed **Medical appointment/procedure, Cedar Rapids Public Library, or Outdoor recreational opportunities** within the top three reasons for visiting Downtown. The least popular reasons for visiting Downtown were **I like to bring visitors Downtown, Religious services, and Social Services**.



#### “Other” Responses:

A larger number of respondents (24%) chose “Other” as a reason for coming Downtown and provided a write-in answer. The vast majority of these reported **Work/Employment** as the reason.

# DOWNTOWN CEDAR RAPIDS TOMORROW

**Q4: Looking to the future, what three words best capture your desired vision for Downtown Cedar Rapids in the year 2032?**

The word cloud to the right represents the words respondents used to describe their vision for Downtown Cedar Rapids in the future. The size of the word indicates how frequently it was used, with the largest words being the ones used most often. The top responses, in order, were **safe (230)**, **clean (164)**, **entertaining (137)**, **lively (132)**, **vibrant (129)**, and **fun (128)**.



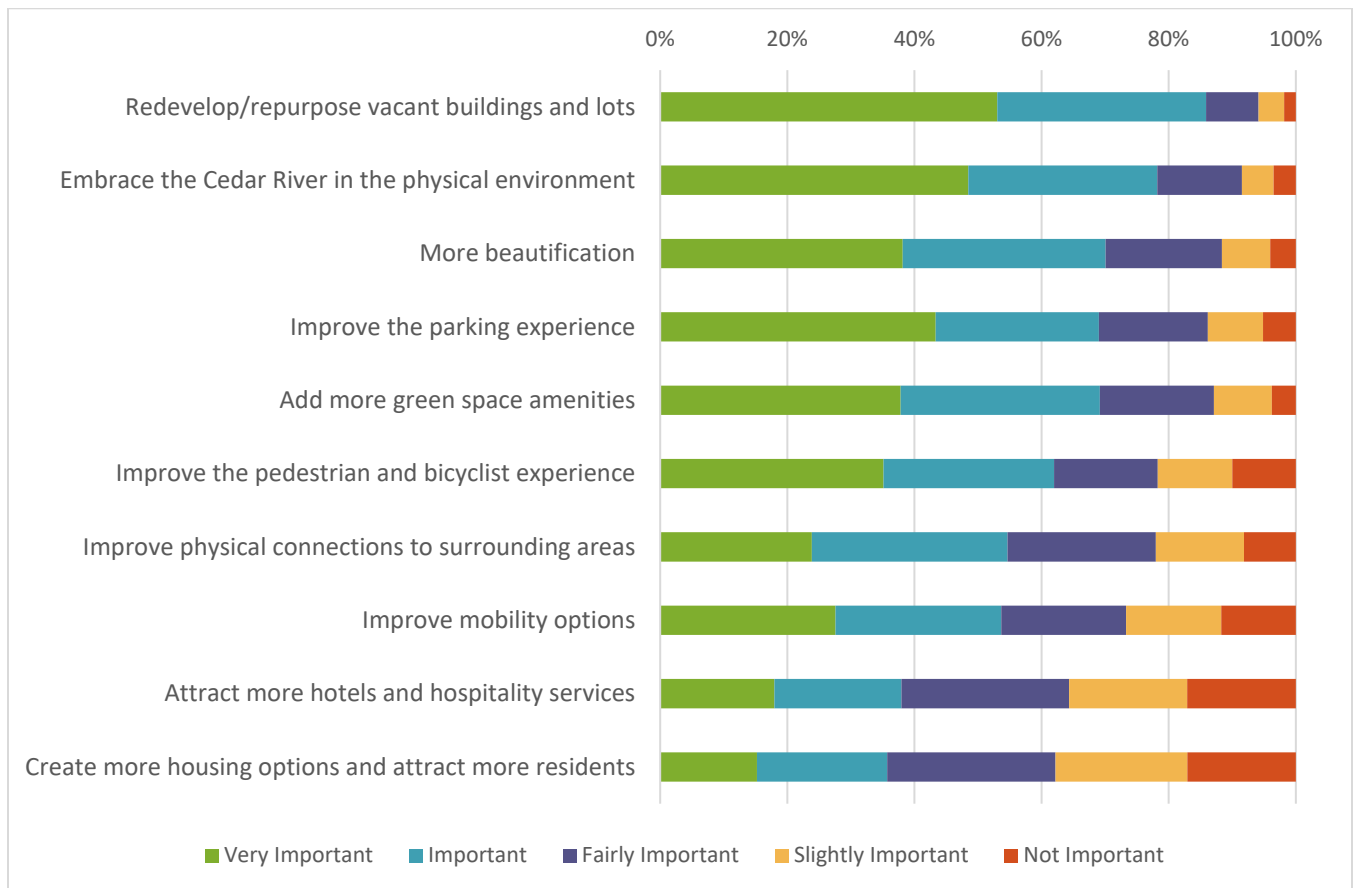
**Q5: To achieve your vision for Downtown Cedar Rapids, how important are the following physical improvements?**

Respondents were asked to rate the importance of ten possible physical improvements using a 1-to-5 scale with 5 being the most important. The weighted average of each improvement is shown in the list below, while the chart illustrates the distribution of responses. As both show, **a majority of respondents viewed all of the potential physical improvements as either “Very Important” or “Important” in the future.** The two exceptions were “Attract more hotels and hospitality services” and “Create more housing options and attract more residents.”

Project	Weighted Average
Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots	3.3
Embrace the Cedar River in the physical environment (more parks and trails along the river, encourage buildings to front the river, create riverfront dining options, etc.)	3.2
More beautification (public art, alleyway enhancements, landscaping and greening, more festive lighting, etc.)	2.9
Improve the parking experience (better management of existing supply, etc.)	2.9
Add more green space amenities (dog park, playgrounds, pocket parks, tree canopy, etc.)	2.9
Improve the pedestrian and bicyclist experience (crossing rail tracks, more connected bike lanes, ensure sidewalks are ADA accessible, etc.)	2.7
Improve physical connections to surrounding districts and neighborhoods (better wayfinding and signage, gateways into Downtown)	2.5
Improve mobility options (trolley or circulator around Downtown)	2.4
Attract more hotels and hospitality services (e.g. bed and breakfast, additional hotel, etc.)	2.0
Create more housing options and attract more residents	2.0

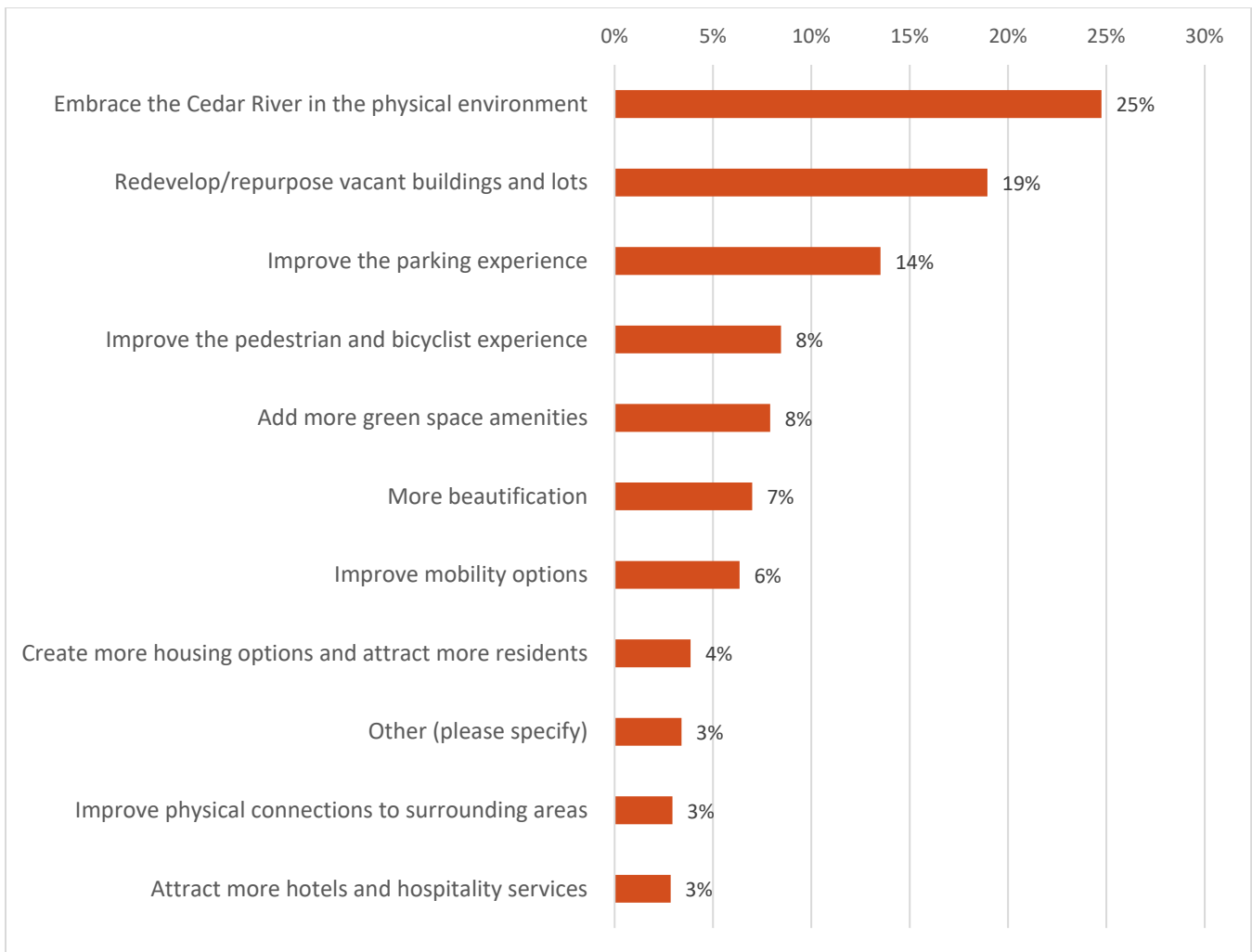
Physical improvements receiving the highest ratings were **Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots** and **Embrace the Cedar River in the physical environment**. Beautification, parking, green space, and pedestrian/bicyclist experience received lower but still significant support. Note on the chart below those four of the six most important physical improvements are related to beautifying and connecting Downtown Cedar Rapids to nature and the Cedar River.

While **Attract hotels/hospitality** and **Create more housing options** were both ranked lower compared to other improvements, they were still given some level of importance, as only 17% of respondents for each ranked them as "Not Important."



### Q6: Of the improvements listed in the prior question, which ONE action will be MOST important?

To further assist in identifying priorities, respondents were asked to select one physical improvement from the list above that they thought was most important. The results show an outstanding emphasis on **Embrace the Cedar River in the physical environment**. The following two most important physical improvements were, respectively, to **Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots** and **Improve the parking experience**. Notably, **Improve the pedestrian and bicyclist experience** slightly rose and **Beautification** fell in importance compared to scores from the previous question. **Create more housing, Improve physical connections to surrounding districts and neighborhoods** and **Attract more hotels and hospitality services** were selected least often.



**“Other” Responses:**

A small number of respondents (3%) chose “Other” as a reason for coming Downtown and 37 provided a write-in answer. Many mention issues around people experiencing homelessness, safety, beautification, and activation of Downtown. These topics are addressed in the following question regarding future Downtown Cedar Rapids services.

**Q7: To achieve your vision for Downtown Cedar Rapids, how important are the following services?**

Respondents were asked to rate the importance of eight services or programs Downtown Cedar Rapids could focus on in the future on a scale of 1 to 5, with 5 being the most important. The weighted average of each service is shown in the list below, while the chart illustrates the distribution of responses. **As both illustrate, a majority of respondents view all of the potential services as either “Very Important” or “Important” in the future.**



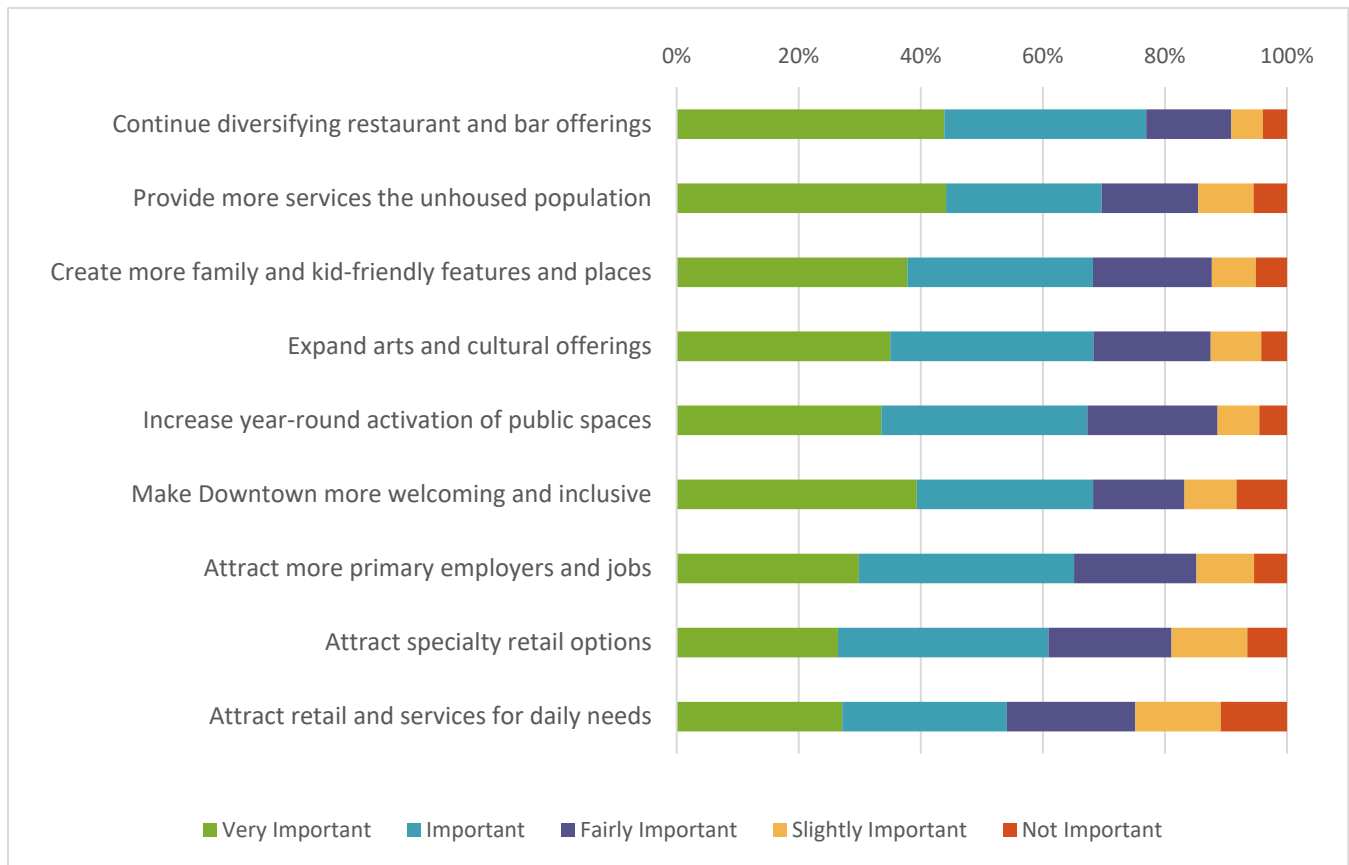
Service/Program	Weighted Average
Continue diversifying restaurant and bar offerings (rooftop restaurants and bars, outdoor dining, international options, etc.)	3.1
Provide more services to address the unhoused population	2.9
Create more family and kid-friendly features and places	2.9
Expand arts and cultural offerings (more live music, theaters, art galleries, etc.)	2.9
Increase year-round activation of the public spaces in Downtown (activate alleys, programming in Greene Square Park and Mays Island, explore street closures, etc.)	2.9
Make Downtown more welcoming and inclusive to people of all cultural backgrounds	2.8
Attract more primary employers and jobs	2.8
Attract specialty retail options (clothing, gifts, bookstores, florists, etc.)	2.6
Attract retail and services for daily needs (grocery, pharmacy, daycare, doctors' offices, veterinarian, etc.)	2.5

The following chart illustrates the distribution of responses for each service. **Continue diversifying restaurant and bar offerings** emerged as the most highly valued service, with 77% rating it as “Important” or “Very Important.” Respondents gave **Provide more services to address the unhoused population** the highest number of “Very Important” rankings, but 15% of respondents ranked it as “Slightly Important” or “Not Important,” lowering its weighted average. Respondents also seemed slightly divided on **Make Downtown more welcoming and inclusive to people of all cultural backgrounds**. This attracted the third highest number of “Very Important” rankings, but received a lower weighted average as a result of having second highest number of “Not Important” ratings (still, only 8%).

**Attract specialty retail options** and **Attract retail and services for daily needs** received the lowest weighted averages, with the latter attracting the highest number of “Not Important” ratings of any program or service (11%). However, it should be noted that both still received a majority of “Very Important” or “Important” rankings (61% and 54%, respectively).



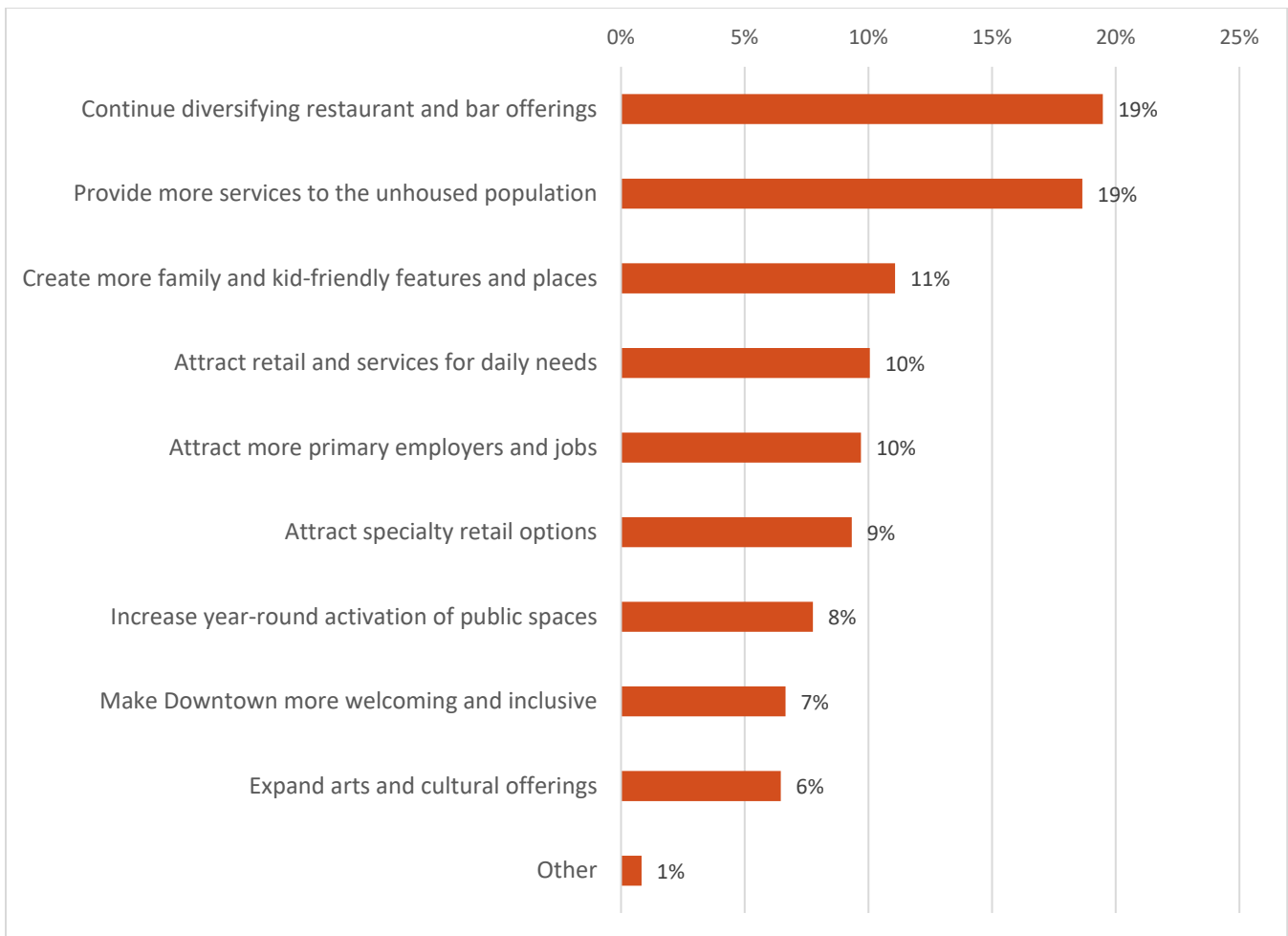
**“Other” responses:** 54 respondents chose “other” and added a write-in idea. Themes largely touched on safety and addressing the unhoused population Downtown as well as improving the parking experience. Increasing services and access for seniors and people with disabilities emerged in several comments.



### Q8: Of the services listed in the prior question, which ONE action will be MOST important?

When asked to choose just one service as most important, respondents chose **Continue diversifying restaurant and bar offerings** and **Provide more services to address the unhoused population** at equal rates (both 19%). The former aligns with results from question three, revealing food and beverage establishments to be the primary driver of visitation Downtown. The latter aligns with many open-ended comments from previous questions calling for more action to address the unhoused population Downtown.

None of the remaining services or program were chosen by more than 11% of respondents. **Create more family and kid-friendly features and places** remained in third place, but **Attract retail and services for daily needs** moved from the bottom of rankings in the previous question to the fourth most important service. **Make Downtown more welcoming and inclusive to people of all cultural backgrounds** and **Expand arts and cultural offerings** moved from more important rankings in the previous question to eighth and ninth place, respectively.



## Q9: If you could suggest one additional and specific improvement to enhance Downtown Cedar Rapids, not listed above, what would it be?

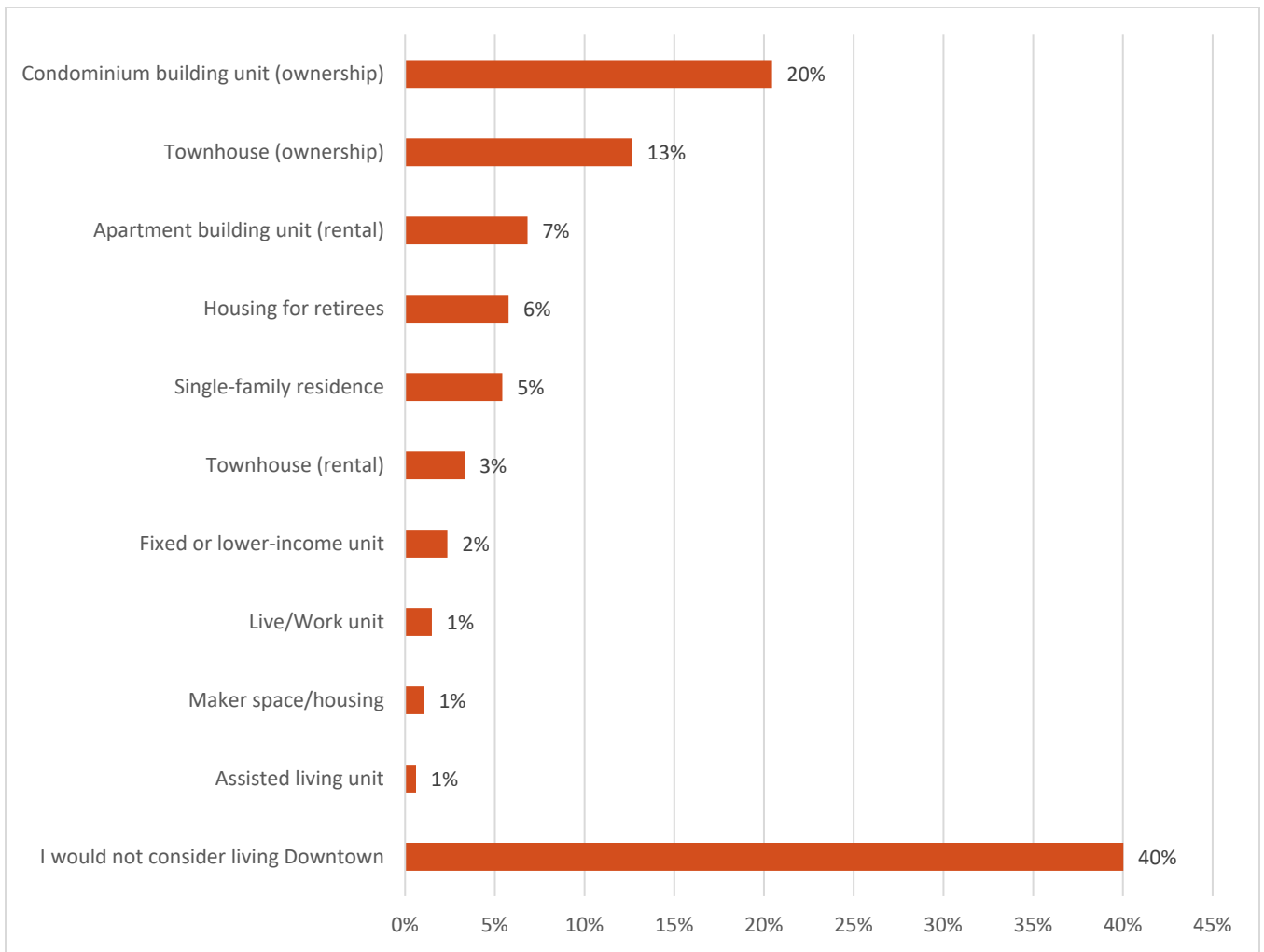
Respondents were asked to provide ideas for additional improvements to Downtown Cedar Rapids in an open-ended format. About a third of survey participants provided an answer, with many simply elaborating on and emphasizing answer choices that were provided above. Below are new ideas and common themes, including several quotes:

- Provide more affordable housing - *"Housing needs to be affordable for all people. Right now, decent housing is only targeted at the low income or wealthy population. Those in the lower middle class to mid middle class have very few housing options available."*
- Create a pedestrian mall - *"A way to make it a fun safe experience like a CityWalk or RiverWalk with lots of cool stores, restaurants, activities, etc."*
- Connect Downtown to the river- *"Draw people to the river. Riverside food trucks. Events. Parks & walkways. Restaurants with river view decks. Kayaking."*
- Create more outdoor spaces, connections to nature, and recreation options.
- Build a dog park.
- Increase the number of events Downtown.
- Improve Downtown urban design - *"Upgrade storefronts and building facades on ground level to give a unified and intentional look to Downtown."*

- More Downtown attractions - *"Downtown Cedar Rapids could benefit from a signature water feature such as a fountain."* - *"Most large and mid-sized large cities (Madison, DSM, Iowa city) have Childrens museums or science museums. Would be so cool to have one."*
- A better pedestrian experience.
- Create public "third places" for gathering/working - *"Creative "Lounges" to gather with people for collaborative work or meetings or to work independently. Coffee shops are often full and don't support group gatherings. Places like the library have sterile and uninspiring meeting spaces. A lounge with a great view where you can just work and not have to purchase food/drinks would be great, though having the option is nice. Like geonetrics space."*
- An affordable grocery store- *"A grocery store would make the Downtown much more livable. Things would be amazing if you can live and work in the Downtown area and make necessities walkable."*
- Rework the Skywalk system.
- Cleaner streets and sidewalks
- Help the unhoused population - *"Specific areas where the homeless can camp out at and not be disturbed."*
- Trolley service between and around Downtown - *"Jump on and jump off trolley services."*
- Increased bus service, especially during the later hours of the day.
- Easier parking.
- Make the train next to Downtown less disruptive and noisy.
- Increased amenities for seniors.
- Provide activities for teens - *"As a teenager, there isn't much draw to go Downtown. My friends are always looking for something to do so something fun Downtown like a local arcade or something would be a good draw."*
- More affordable shopping and entertainment options - *"Include more entertainment for low income people, college students, and others to build a pipeline of people who will connect with the area and then spend their money here later when they have more disposable income."*
- Build a casino.
- Increase safety and lighting.
- Dislike of street redesign and new bike lanes.

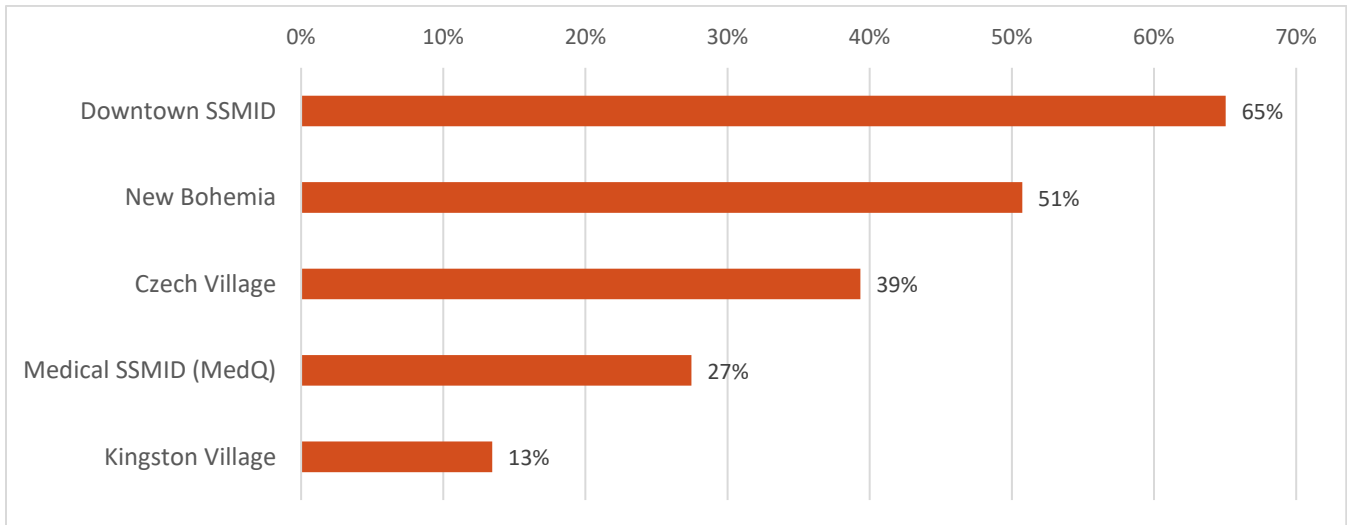
## Q10: If you were to consider living Downtown, what type of housing would you most desire?

Respondents were asked to share what type of housing they would most desire if they chose to live Downtown. 40% of respondents were not interested in living Downtown. Among the 60% of those who were interested, the majority were most attracted to ownership options, selecting **Condominium building unit (ownership)** and **Townhouse (ownership)** as the first and second most desired housing types (20% and 13%, respectively). Fewer but still meaningful numbers of respondents expressed roughly equal interest in **Apartment building units (rental)**, **Housing for retirees**, or **Single-family residences**. **Live/Work unit**, **Maker space/housing**, and **Assisted living unit** received the least amount of interest.

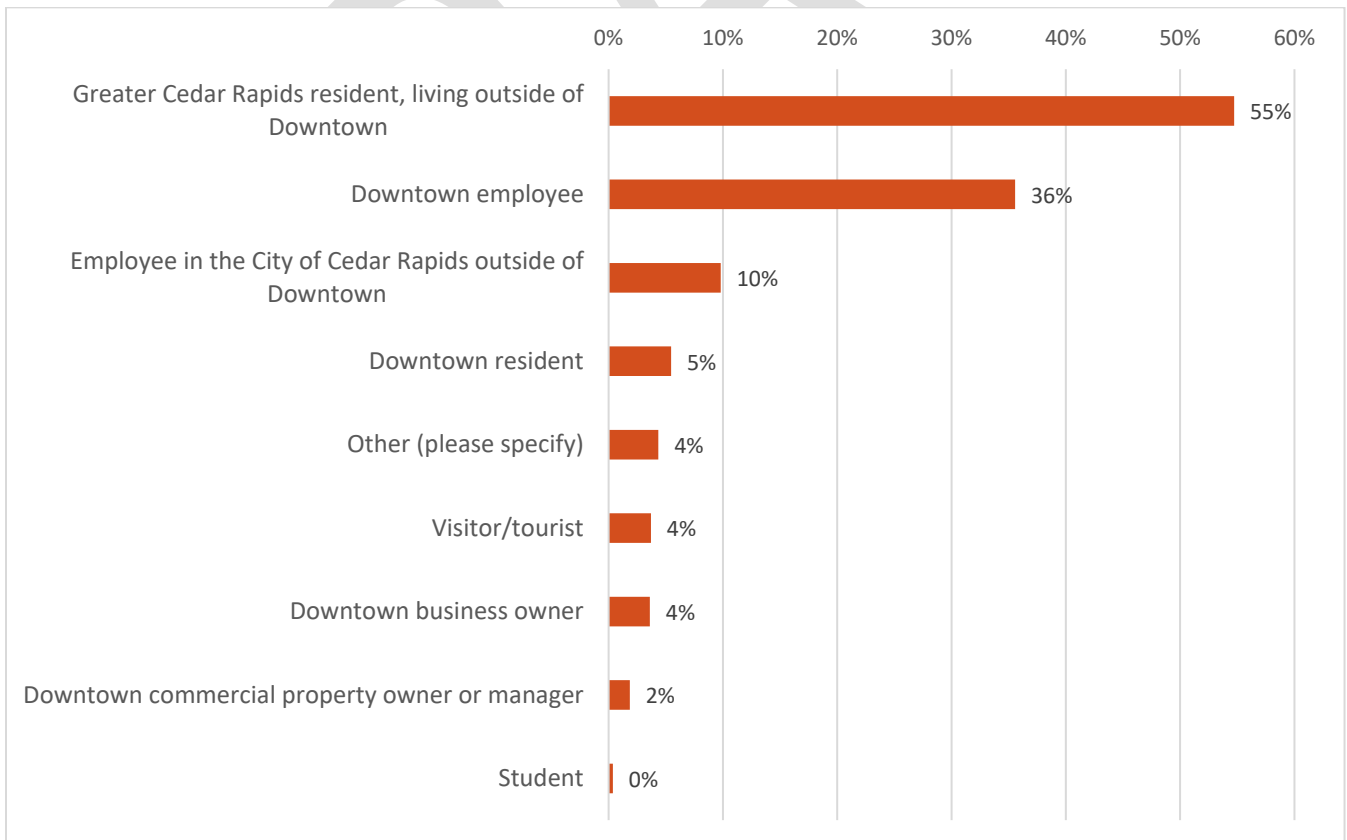


# RESPONDENT CHARACTERISTICS

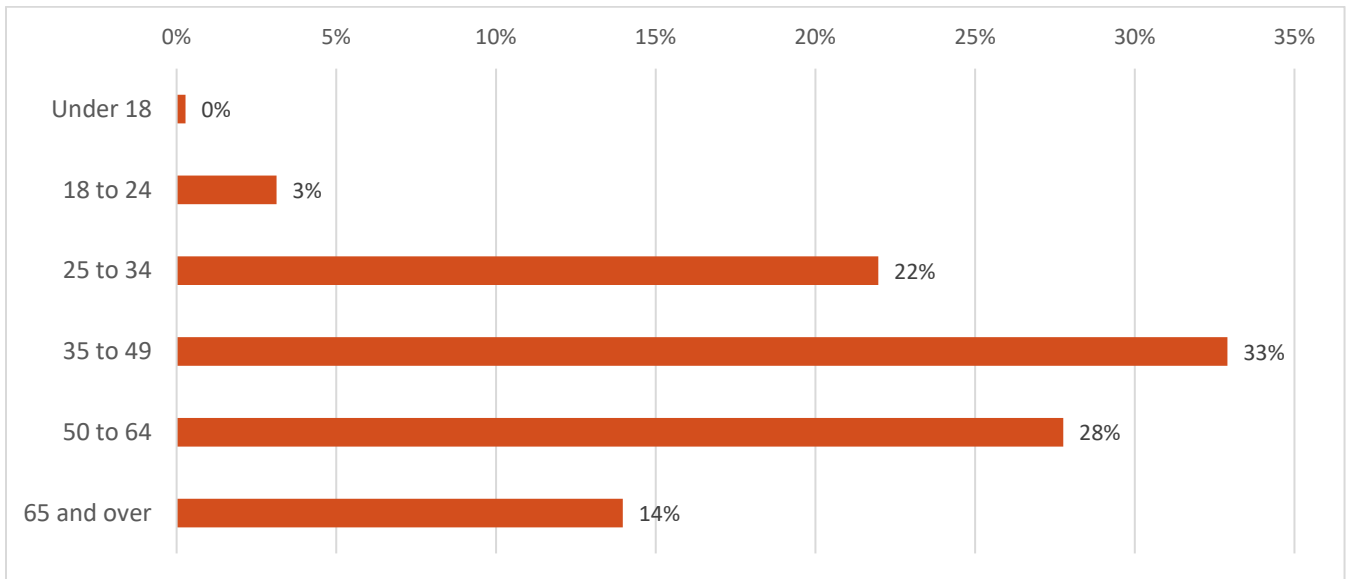
Which of the following Downtown districts do you live, work, regularly visit, and/or own property in? (Optional)



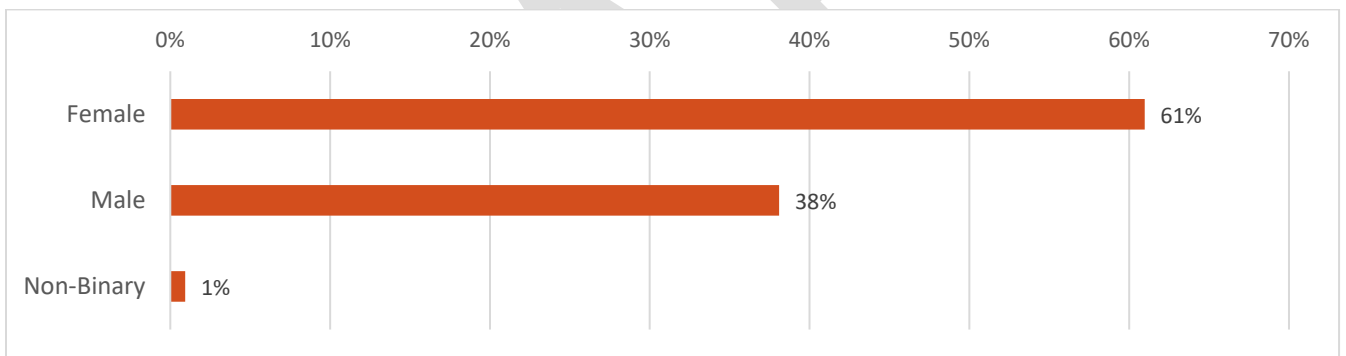
Which of the following best characterizes your connection to Downtown Cedar Rapids? (Optional)



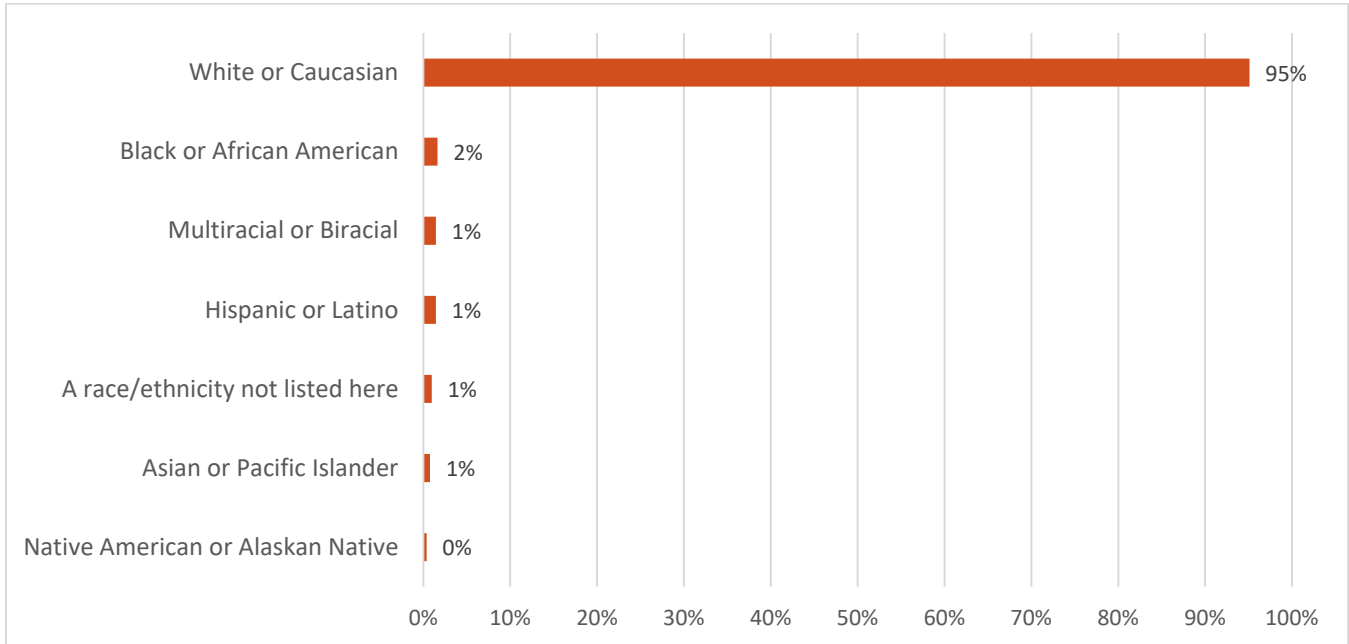
## Age (optional)



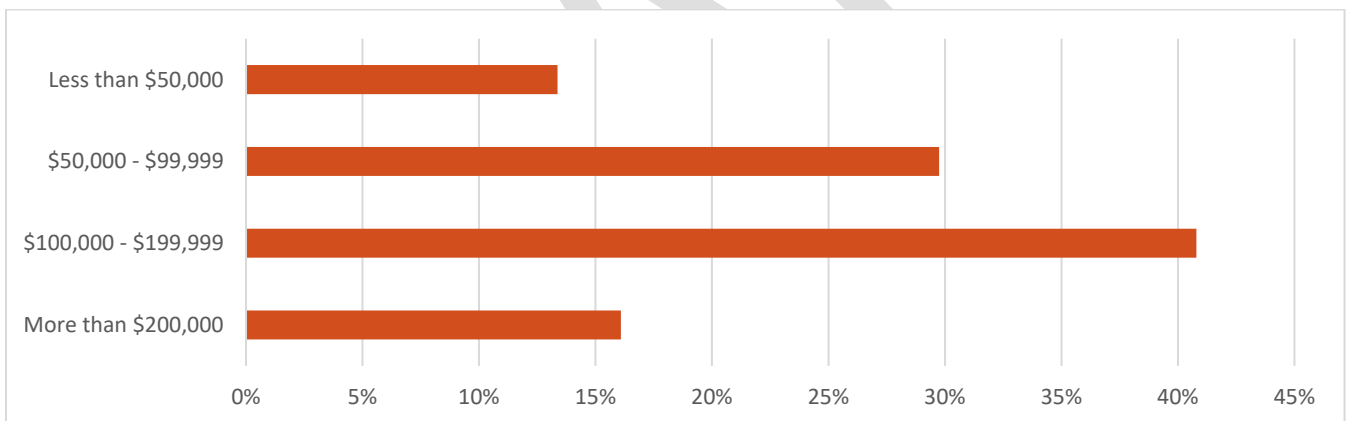
## Gender (optional)



## Which of the following describes your race and ethnicity? (Optional)



## Annual Household Income (optional)



## Home Zip Code (optional)

Survey respondents provided 45 different home zip codes. The zip codes with the most representation in the survey data are provided below, listed in order of frequency. Together, these make up 90% of responses.

- 52402 (21%)
- 52403 (19%)
- 52404 (17%)
- 52405 (14%)
- 52302 (9%)
- 52411 (5%)
- 52401 (5%)



# CROSS-TABULATIONS

The survey results were cross-tabulated by interest in Downtown Cedar Rapids, age, gender, race/ethnicity, and income to see if responses differed based on respondent characteristics and demographics. Several demographic categories were omitted or consolidated:

- **Primary interest in Downtown Cedar Rapids:** “Student” and “Downtown commercial property owner or manager” were eliminated due to low response rates.
- **Age:** Age brackets “under 18” and “18 to 24” were combined into an “under 25” category due to low response rates.
- **Gender:** The “non-binary” category was eliminated due to low response rates.
- **Race/ethnicity:** Due to low response rates among non-White respondents, categories were consolidated into “White” and “Non-White.”

## Q1: Over the last year, approximately how often have you visited Downtown Cedar Rapids?

### Interest in Downtown

The majority of Downtown residents, Downtown business owners, and Downtown employees visited Downtown Cedar Rapids **five or more days a week**. Greater Cedar Rapids residents and employees working outside of Downtown visited Downtown less frequently, either **once or more a week** or **approximately twice a month**. Those who identified as tourists were the least regular visitors to Downtown Cedar Rapids, but still most commonly reported visiting around **twice a month**.

Q1 cross-tabulated by interest in Downtown	Downtown resident	Downtown business owner	Downtown employee	Greater CR resident	Employee outside Downtown	Visitor/ tourist
<i>Number of responses</i>	57	37	366	551	99	36
Five or more days a week	<b>74%</b>	<b>84%</b>	<b>64%</b>	12%	8%	0%
Once or more a week	18%	11%	22%	<b>30%</b>	<b>32%</b>	11%
Approximately twice a month	4%	3%	8%	26%	25%	<b>42%</b>
Several times a year	4%	0%	4%	15%	19%	25%
Rarely (less than five times a year)	2%	3%	4%	16%	14%	19%
Never	0%	0%	0%	1%	1%	3%

## Age

Respondents 65 years and over reported visiting Downtown Cedar Rapids much less frequently than those under 65. **A quarter (25%) of respondents over 65 said they rarely visited Downtown Cedar Rapids (less than five times a year).** There was no significant difference between the age categories of respondents under 65.

Q1 cross-tabulated by age	Under 25	25 to 34	35 to 49	50 to 64	65+
<i>Number of responses</i>	37	225	347	286	123
Five or more days a week	30%	33%	31%	32%	21%
Once or more a week	30%	32%	21%	26%	20%
Approximately twice a month	24%	17%	22%	16%	16%
Several times a year	8%	12%	13%	10%	14%
Rarely (less than five times a year)	8%	5%	13%	14%	25%
Never	0%	0%	0%	1%	3%

## Gender

*No significant differences.*

## Race/Ethnicity

Non-White respondents reported visiting Downtown Cedar Rapids slightly less frequently than White respondents.

Q1 cross-tabulated by race/ethnicity	White	Non-White
<i>Number of responses</i>	926	68
Five or more days a week	31%	21%
Once or more a week	25%	32%
Approximately twice a month	19%	19%
Several times a year	11%	12%
Rarely (less than five times a year)	13%	15%
Never	1%	1%

## Annual Household Income

There were significant differences in the frequency of visitation Downtown depending on respondent income. Those making less than \$50K either visited Downtown the most frequently or rarely. Those making \$200K or more were the most frequent visitors to Downtown overall.

Q1 cross-tabulated by income	Less than \$50K	\$50K - \$99K	\$100K - \$199K	\$200K or more
<i>Number of responses</i>	137	306	421	165
Five or more days a week	28%	25%	26%	50%
Once or more a week	18%	27%	29%	19%
Approximately twice a month	15%	19%	20%	15%
Several times a year	15%	12%	12%	8%
Rarely (less than five times a year)	21%	16%	11%	8%
Never	3%	2%	0%	0%

### Q3: Please select the TOP THREE things that bring you to Downtown Cedar Rapids:

#### Interest in Downtown

A few minor differences were found in the less popular options. Downtown residents and Greater Cedar Rapids residents seemed to utilize the **Cedar Rapids Public Library** at the highest rates, with around a quarter of these respondents selecting it among the top three reasons they came Downtown. An additional quarter of Greater Cedar Rapids residents came Downtown for **Medical appointments**. Downtown Employees and residents, despite their daily proximity to these services, did not utilize these businesses Downtown.

Q3 cross-tabulated by interest in Downtown	Downtown resident	Downtown business owner	Downtown employee	Greater CR resident	Employee outside Downtown	Visitor/tourist
<i>Number of responses</i>	57	37	366	551	99	36
Restaurants, bars, food trucks, coffee shops	81%	68%	72%	74%	75%	81%
Events and festivals (Farmer’s Market, Freedom Festival, etc.)	68%	35%	55%	61%	66%	69%
Entertainment (theaters, live music, museums, etc.)	42%	49%	36%	47%	48%	50%
Other (please specify)	35%	51%	51%	13%	9%	3%
Outdoor recreational opportunities (parks, trails, riverfront)	28%	14%	12%	22%	31%	22%
Cedar Rapids Public Library	28%	14%	17%	25%	20%	14%
Medical Appointment/Procedure	11%	5%	14%	25%	19%	19%
Personal business (gym, salon, barber, bank, etc.)	21%	22%	14%	10%	12%	3%
Shopping	12%	3%	3%	6%	8%	11%
I like to bring visitors Downtown	11%	5%	4%	4%	8%	8%
County/City business (including the courts)	4%	5%	7%	7%	8%	8%
Religious services	2%	3%	2%	4%	3%	0%
Social services (clothing bank, counseling, United Way services, etc.)	4%	0%	1%	1%	0%	0%

#### Age

While all age groups had the same top three choices, nuances emerged among the distribution of responses within each group. Older respondents were most likely to report going Downtown for **Entertainment**, while the youngest respondents were the least likely. This may signal that current entertainment options are less appealing to a younger demographic and indicates an opportunity for capturing this audience by expanding entertainment venues programming.

This trend was reversed for **Events and festivals**, which appealed to the oldest age group the least. In addition, respondents 65 and older were the group the least attracted by **Restaurants and bars** Downtown, although this still constituted their most common reason for visiting Downtown.

Interesting information can be gleaned from some of the less popular responses as well. Older respondents and those between 25-49 were **more likely to visit the Cedar Rapids Public Library**. Respondents 25-49 may be providing childcare and taking children to the library. Those over 65 were more likely to visit Downtown for medical appointments. Those 25-34 were **most attracted by the outdoor recreational options**, whereas this amenity held little appeal for those 65 and older.

Q3 cross-tabulated by age	Under 25	25 to 34	35 to 49	50 to 64	65+
<i>Number of responses</i>	37	225	347	286	123
Restaurants, bars, food trucks, coffee shops	<b>76%</b>	<b>80%</b>	<b>74%</b>	<b>73%</b>	<b>54%</b>
Events and festivals (Farmer’s Market, Freedom Festival, etc.)	70%	72%	56%	60%	41%
Entertainment (theaters, live music, museums, etc.)	35%	37%	46%	45%	49%
Other (please specify)	32%	28%	22%	24%	26%
Cedar Rapids Public Library	19%	22%	25%	16%	29%
Medical Appointment/Procedure	24%	11%	23%	21%	31%
Outdoor recreational opportunities (parks, trails, riverfront)	19%	24%	18%	19%	9%
Personal business (gym, salon, barber, bank, etc.)	11%	12%	15%	8%	14%
County/City business (including the courts)	3%	6%	5%	8%	12%
Shopping	8%	6%	4%	5%	3%
I like to bring visitors Downtown	5%	6%	3%	5%	2%
Religious services	3%	3%	3%	3%	5%
Social services (clothing bank, counseling, United Way, etc.)	3%	1%	1%	1%	3%

## Gender

Female respondents were nearly twice as likely to use the **Cedar Rapids Public Library** and visit Downtown for **Medical appointments**, while male respondents were more likely to report utilizing **Outdoor recreational opportunities**.

Q3 cross-tabulated by gender	Female	Male
<i>Number of responses</i>	613	379
Restaurants, bars, food trucks, coffee shops	<b>70%</b>	<b>77%</b>
Events and festivals (Farmer’s Market, Freedom Festival, etc.)	61%	56%
Entertainment (theaters, live music, museums, etc.)	43%	45%
Other (please specify)	23%	27%
Cedar Rapids Public Library	27%	15%
Outdoor recreational opportunities (parks, trails, riverfront)	15%	25%
Medical Appointment/Procedure	25%	13%
Personal business (gym, salon, barber, bank, etc.)	10%	15%
County/City business (including the courts)	6%	8%
Shopping	5%	5%
I like to bring visitors Downtown	4%	6%
Religious services	3%	3%
Social services (clothing bank, counseling, United Way services, etc.)	1%	1%

## Race/Ethnicity

*No significant differences.*

## Annual Household Income

The more respondents earned, the more likely they were to say that **Restaurants/bars** and **Entertainment** brought them Downtown, whereas those with lower incomes were more attracted by **Event and festivals**. This aligns with multiple responses from open-ended comments noting the lack of restaurants and other businesses that are affordable to middle and lower income people.

Q3 cross-tabulated by income	Less than \$50K	\$50K - \$99K	\$100K - \$199K	\$200K or more
<i>Number of responses</i>	383	867	1219	461
Restaurants, bars, food trucks, coffee shops	57%	68%	76%	79%
Events and festivals (Farmer’s Market, Freedom Festival, etc.)	63%	62%	60%	51%
Entertainment (theaters, live music, museums, etc.)	34%	39%	43%	52%
Other (please specify)	29%	23%	23%	31%
Medical Appointment/Procedure	30%	23%	19%	14%
Cedar Rapids Public Library	26%	21%	22%	13%
Outdoor recreational opportunities (parks, trails, riverfront)	15%	21%	21%	15%
Personal business (gym, salon, barber, bank, etc.)	10%	12%	10%	18%
County/City business (including the courts)	11%	8%	7%	9%
Shopping	5%	8%	4%	3%
I like to bring visitors Downtown	4%	5%	5%	2%
Religious services	6%	2%	4%	1%
Social services (clothing bank, counseling, United Way services, etc.)	1%	2%	1%	1%

## Q6: Of the improvements listed in the prior question, which ONE action will be MOST important?

### Interest in Downtown

Notably, no Downtown resident said that **Improving the parking experience** was the most important action, whereas this received some support from all other groups (especially employees outside Downtown). Downtown residents were more likely to support **Improving the pedestrian and bicyclist experience** and **Adding more green space and amenities** than any of the other groups. While a significant share of all the groups thought that **Embracing the Cedar River in the physical environment** was important, Downtown business owners were the most likely to select this action.

<b>Q6 cross-tabulated by interest in Downtown</b>	Downtown resident	Downtown business owner	Downtown employee	Greater CR resident	Employee outside Downtown	Visitor/tourist
<i>Number of responses</i>	57	37	366	551	99	36
Embrace the Cedar River in the physical environment (more parks and trails along the river, encourage buildings to front the river, create riverfront dining options, etc.)	21%	35%	24%	27%	18%	25%
Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots	19%	24%	24%	17%	19%	17%
Improve the parking experience (better management of existing supply, etc.)	0%	11%	11%	15%	19%	11%
Add more green space amenities (dog park, playgrounds, pocket parks, tree canopy, etc.)	14%	3%	7%	8%	6%	11%
Improve the pedestrian and bicyclist experience (crossing rail tracks, more connected bike lanes, ensure sidewalks are ADA accessible, etc.)	14%	0%	9%	8%	10%	6%
More beautification (public art, alleyway enhancements, landscaping and greening, more festive lighting, etc.)	9%	5%	7%	7%	7%	11%
Improve mobility options (trolley or circulator around Downtown)	9%	0%	5%	7%	8%	11%
Create more housing options and attract more residents	7%	8%	4%	3%	6%	3%
Attract more hotels and hospitality services (e.g. bed and breakfast, additional hotel, etc.)	4%	8%	4%	1%	1%	3%
Improve physical connections to surrounding districts and neighborhoods (better wayfinding and signage, gateways into Downtown)	4%	3%	2%	3%	3%	3%
Other (please specify)	0%	3%	4%	3%	2%	0%

## Age

In general, the older a respondent was, the more likely they were to say that **Improving the parking experience** was the most important action and the less likely they were to select **Redeveloping and repurposing underutilized surface parking lots and vacant buildings and lots**. The former was the top choice for those 65 and older, whereas the latter was the top choice for those under 25. Respondents under 25 had the highest support for **Adding more green space and amenities**. Respondents between 25 and 34 had the highest share reporting that **Improving the pedestrian and bicyclist experience** was the most important action.

Q6 cross-tabulated by age	Under 25	25 to 34	35 to 49	50 to 64	65+
<i>Number of responses</i>	37	225	347	286	123
Embrace the Cedar River in the physical environment (more parks and trails along the river, encourage buildings to front the river, create riverfront dining options, etc.)	19%	23%	25%	29%	20%
Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots	32%	20%	18%	19%	17%
Improve the parking experience (better management of existing supply, etc.)	11%	6%	12%	14%	26%
Add more green space amenities (dog park, playgrounds, pocket parks, tree canopy, etc.)	16%	10%	9%	6%	5%
Improve mobility options (trolley or circulator around Downtown)	11%	8%	6%	4%	10%
Improve the pedestrian and bicyclist experience (crossing rail tracks, more connected bike lanes, ensure sidewalks are ADA accessible, etc.)	0%	14%	9%	6%	7%
More beautification (public art, alleyway enhancements, landscaping and greening, more festive lighting, etc.)	3%	8%	7%	7%	3%
Create more housing options and attract more residents	8%	5%	5%	2%	2%
Improve physical connections to surrounding districts and neighborhoods (better wayfinding and signage, gateways into Downtown)	0%	3%	3%	4%	4%
Other (please specify)	0%	1%	2%	6%	5%
Attract more hotels and hospitality services (e.g. bed and breakfast, additional hotel, etc.)	0%	3%	3%	4%	2%

## Gender

No significant differences.

## Race/Ethnicity

The Non-White respondents placed quite a bit more emphasis on **Improving the pedestrian and bicyclist experience** than White respondents. In contrast, White respondents were nearly twice as supportive of **Embracing the Cedar River in the physical environment** than Non-White respondents.

Q6 cross-tabulated by race/ethnicity	White	Non-White
<i>Number of responses</i>	926	68
Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots	19%	21%
Embrace the Cedar River in the physical environment (more parks and trails along the river, encourage buildings to front the river, create riverfront dining options, etc.)	25%	13%
Improve the parking experience (better management of existing supply, etc.)	13%	16%
Improve the pedestrian and bicyclist experience (crossing rail tracks, more connected bike lanes, ensure sidewalks are ADA accessible, etc.)	9%	16%



Q6 cross-tabulated by race/ethnicity	White	Non-White
Improve mobility options (trolley or circulator around Downtown)	6%	9%
Add more green space amenities (dog park, playgrounds, pocket parks, tree canopy, etc.)	8%	6%
More beautification (public art, alleyway enhancements, landscaping and greening, more festive lighting, etc.)	6%	6%
Create more housing options and attract more residents	4%	4%
Improve physical connections to surrounding districts and neighborhoods (better wayfinding and signage, gateways into Downtown)	3%	4%
Other (please specify)	3%	3%
Attract more hotels and hospitality services (e.g. bed and breakfast, additional hotel, etc.)	3%	1%

## Annual Household Income

Most respondents making less than \$50K rated **Improving the parking experience** as the most important action (23%), whereas this appeared less important the greater a respondent's income. Respondents with incomes \$50K and over showed more support for **Embracing the Cedar River in the physical environment** and **Redeveloping and repurposing underutilized surface parking lots and vacant buildings and lots** than those with the lowest incomes.

Q6 cross-tabulated by income	Less than \$50K	\$50K - \$99K	\$100K - \$199K	\$200K or more
<i>Number of responses</i>	127	290	406	160
Embrace the Cedar River in the physical environment (more parks and trails along the river, encourage buildings to front the river, create riverfront dining options, etc.)	15%	21%	27%	33%
Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots	13%	17%	23%	19%
Improve the parking experience (better management of existing supply, etc.)	23%	14%	10%	9%
Improve the pedestrian and bicyclist experience (crossing rail tracks, more connected bike lanes, ensure sidewalks are ADA accessible, etc.)	10%	8%	10%	6%
Add more green space amenities (dog park, playgrounds, pocket parks, tree canopy, etc.)	10%	9%	7%	6%
Improve mobility options (trolley or circulator around Downtown)	9%	12%	3%	5%
More beautification (public art, alleyway enhancements, landscaping and greening, more festive lighting, etc.)	7%	8%	7%	5%
Create more housing options and attract more residents	5%	5%	4%	4%
Other (please specify)	5%	2%	3%	4%
Improve physical connections to surrounding districts and neighborhoods (better wayfinding and signage, gateways into Downtown)	3%	3%	3%	3%
Attract more hotels and hospitality services (e.g. bed and breakfast, additional hotel, etc.)	0%	1%	3%	7%

## Q8: Of the services listed in the prior question, which ONE action will be MOST important?

### Interest in Downtown

Almost all the groups chose **Continue to diversify restaurant and bar offerings** and **Provide more services to address the unhoused population** at significant levels. Visitors/tourists were the most supportive of diversifying restaurant/bars of any group. In contrast, this was rarely chosen by Downtown residents (only 9%). **Services to address the unhoused population** did not appear as an issue for visitors/tourists (6%), whereas it appeared most critical for Downtown residents and employees (30% and 26%, respectively).

Notably, Downtown residents were the only group to choose **Attracting retail and services for daily needs** as their top choice (32%). A higher share of Downtown business owners supported **Increasing year-round activation of public spaces** and **Attracting primary employers and jobs** than any other group. Visitors showed slightly more emphasis on **Attracting specialty retail** and **Making Downtown welcoming for all**.

Q8 cross-tabulated by interest in Downtown	Downtown resident	Downtown business owner	Downtown employee	Greater CR resident	Employee outside Downtown	Visitor/tourist
<i>Number of responses</i>	57	37	366	551	99	36
Continue diversifying restaurant and bar offerings (rooftop restaurants and bars, outdoor dining, international options, etc.)	9%	24%	17%	21%	26%	39%
Provide more services to address the unhoused population	30%	16%	26%	15%	19%	6%
Attract retail and services for daily needs (grocery, pharmacy, daycare, doctors' offices, veterinarian, etc.)	32%	14%	12%	9%	6%	3%
Attract more primary employers and jobs	12%	16%	10%	8%	8%	6%
Increase year-round activation of the public spaces in Downtown (activate alleys, programming in Greene Square Park and Mays Island, explore street closures for pedestrians, etc.)	4%	16%	7%	9%	7%	6%
Attract specialty retail options (clothing, gifts, bookstores, florists, etc.)	2%	5%	8%	10%	8%	14%
Create more family and kid-friendly features and places	0%	3%	9%	13%	11%	8%
Make Downtown more welcoming and inclusive to people of all cultural backgrounds	2%	0%	5%	7%	8%	14%
Expand arts and cultural offerings (more live music, theaters, art galleries, etc.)	7%	5%	4%	8%	6%	6%
Other (please specify)	4%	0%	1%	0%	0%	0%

## Age

All respondents chose **Continue diversifying restaurant and bar offerings** and **Provide more services to address the unhoused population** as important. Those under 25 were more likely to support **Attracting specialty retail options** and **Making Downtown more welcoming and inclusive to people of all cultural backgrounds**. Respondents ages 25 to 49 were more supportive of **Creating more family and kid-friendly features and places** than other age groups. **Attracting retail and services for daily needs** was more important to respondents 50 and over than other groups, and the highest share of respondents over 65 chose **Attract more primary employers and jobs**.

Q8 cross-tabulated by age	Under 25	25 to 34	35 to 49	50 to 64	65+
<i>Number of responses</i>	37	225	347	286	123
Continue diversifying restaurant and bar offerings (rooftop restaurants and bars, outdoor dining, international options, etc.)	19%	22%	20%	20%	14%
Provide more services to address the unhoused population	24%	23%	19%	17%	12%
Attract specialty retail options (clothing, gifts, bookstores, florists, etc.)	19%	7%	7%	12%	11%
Attract retail and services for daily needs (grocery, pharmacy, daycare, doctors' offices, veterinarian, etc.)	8%	8%	9%	12%	14%
Create more family and kid-friendly features and places	3%	15%	14%	7%	7%
Make Downtown more welcoming and inclusive to people of all cultural backgrounds	14%	8%	6%	5%	10%
Attract more primary employers and jobs	3%	4%	10%	10%	15%
Increase year-round activation of the public spaces in Downtown (activate alleys, programming in Greene Square Park and Mays Island, explore street closures for pedestrians, etc.)	8%	9%	7%	8%	10%
Expand arts and cultural offerings (more live music, theaters, art galleries, etc.)	3%	3%	7%	7%	6%
Other (please specify)	0%	0%	1%	1%	2%

## Gender

Female and male respondents placed emphasis on different actions they found most important. Female respondents were twice as likely to support **Providing more services to address the unhoused population** and **Creating more family and kid-friendly features and places**. Both male and female respondents supported **Continuing diversifying restaurant and bar offerings**, but male respondents were more likely to support that action. Male respondents were also more supportive of **Attracting more primary employers and jobs** and **Attracting retail and services for daily needs**.

Q8 cross-tabulated by gender	Female	Male
<i>Number of responses</i>	613	379
Continue diversifying restaurant and bar offerings (rooftop restaurants and bars, outdoor dining, international options, etc.)	17%	<b>24%</b>
Provide more services to address the unhoused population	<b>23%</b>	12%
Attract retail and services for daily needs (grocery, pharmacy, daycare, doctors' offices, veterinarian, etc.)	8%	12%
Attract more primary employers and jobs	6%	<b>14%</b>
Create more family and kid-friendly features and places	13%	7%
Increase year-round activation of the public spaces in Downtown (activate alleys, programming in Greene Square Park and Mays Island, explore street closures for pedestrians, etc.)	7%	10%
Attract specialty retail options (clothing, gifts, bookstores, florists, etc.)	11%	6%
Expand arts and cultural offerings (more live music, theaters, art galleries, etc.)	5%	8%
Make Downtown more welcoming and inclusive to people of all cultural backgrounds	8%	5%
Other (please specify)	1%	1%

## Race/Ethnicity

Both White and Non-White respondents showed support for **Providing more services to address the unhoused population**, although Non-White respondents were more likely to support this action. Non-White respondents also revealed emphasis on **Making Downtown more welcoming and inclusive to people of all cultural backgrounds** and **Increasing year-round activation of the public spaces in Downtown**. White respondents placed the most emphasis on **Continue to diversify restaurant and bar offerings** (21%, the top choice in this group) while this action only received 9% support from Non-White respondents.

Q8 cross-tabulated by race/ethnicity	White	Non-White
<i>Number of responses</i>	926	68
Provide more services to address the unhoused population	19%	<b>26%</b>
Continue diversifying restaurant and bar offerings (rooftop restaurants and bars, outdoor dining, international options, etc.)	<b>21%</b>	9%
Create more family and kid-friendly features and places	11%	10%
Increase year-round activation of the public spaces in Downtown (activate alleys, programming in Greene Square Park and Mays Island, explore street closures for pedestrians, etc.)	8%	13%
Make Downtown more welcoming and inclusive to people of all cultural backgrounds	6%	<b>15%</b>
Attract specialty retail options (clothing, gifts, bookstores, florists, etc.)	9%	10%
Attract more primary employers and jobs	9%	7%
Attract retail and services for daily needs (grocery, pharmacy, daycare, doctors' offices, veterinarian, etc.)	10%	4%
Expand arts and cultural offerings (more live music, theaters, art galleries, etc.)	6%	3%
Other (please specify)	1%	1%

## Annual Household Income

While all respondents gave significant support to **Continue to diversify restaurant and bar offerings**, overall support increased with higher incomes. Inversely, respondent support for **Provide more services to address the unhoused population** decreased with higher incomes. The two middle income brackets showed more support for **Creating more family and kid-friendly features and places**.

Q8 cross-tabulated by income	Less than \$50K	\$50K - \$99K	\$100K - \$199K	\$200K or more
<i>Number of responses</i>	124	296	403	160
Provide more services to address the unhoused population	30%	22%	15%	14%
Continue diversifying restaurant and bar offerings (rooftop restaurants and bars, outdoor dining, international options, etc.)	10%	18%	22%	28%
Attract retail and services for daily needs (grocery, pharmacy, daycare, doctors' offices, veterinarian, etc.)	16%	9%	8%	13%
Attract more primary employers and jobs	10%	9%	7%	14%
Create more family and kid-friendly features and places	6%	10%	14%	9%
Attract specialty retail options (clothing, gifts, bookstores, florists, etc.)	8%	9%	9%	9%
Increase year-round activation of the public spaces in Downtown (activate alleys, programming in Greene Square Park and Mays Island, explore street closures for pedestrians, etc.)	6%	7%	9%	6%
Make Downtown more welcoming and inclusive to people of all cultural backgrounds	6%	8%	7%	5%
Expand arts and cultural offerings (more live music, theaters, art galleries, etc.)	7%	6%	8%	2%
Other (please specify)	0%	1%	1%	0%