

# DOWNTOWN LINCOLN SURVEY SUMMARY

---

In partnership with the City of Lincoln and the Downtown Lincoln Association, Progressive Urban Management Associates (P.U.M.A.) prepared an online survey to gather information from a broad audience about their experience and desires for Downtown Lincoln. Between March 15, 2018 and July 31, 2018 there were **1,746 responses**.

## KEY FINDINGS

### Who took the survey?

Approximately 92% of survey respondents live in the city of Lincoln. The largest age group among respondents is 25-34 (32%). Respondents represent a broad income distribution, and the majority of survey respondents identify as women (56%).

### How do survey respondents interact with Downtown Lincoln?

14% of respondents visit Downtown daily or live Downtown, while 47% visit once a week or more. When visiting within Downtown, 67% of respondents walk, while 26% drive. Outside of work, respondents primarily visit Downtown for:

- Restaurants and bars (83%)
- Concerts and movies (57%)
- UNL sporting events (31%)

### What has improved in Downtown Lincoln over the past 5 years?

Respondents were asked to rank how important various factors have been to improving Downtown Lincoln over the last 5 years. The factors rated 'very important' were:

- West Haymarket and the Arena development (53%)
- High speed internet access (53%)
- New restaurants and retail (53%)
- New businesses and jobs (52%)
- New parking facilities (48%)

### What do survey respondents think will improve Downtown Lincoln for the future?

When given one choice from a list of 16 options, the enhanced services that were selected as most important for improving the overall Downtown experience are:

- Redevelop unused and vacant sites, such as Pershing Center, etc. (17%)
- More neighborhood retail and services, such as grocery, daycare, doctors' offices, veterinarian, etc. (12%)
- More events and entertainment options to draw people on weekends and evenings (10%)

The most desired new amenities that would make Downtown Lincoln a more attractive neighborhood to live in include:

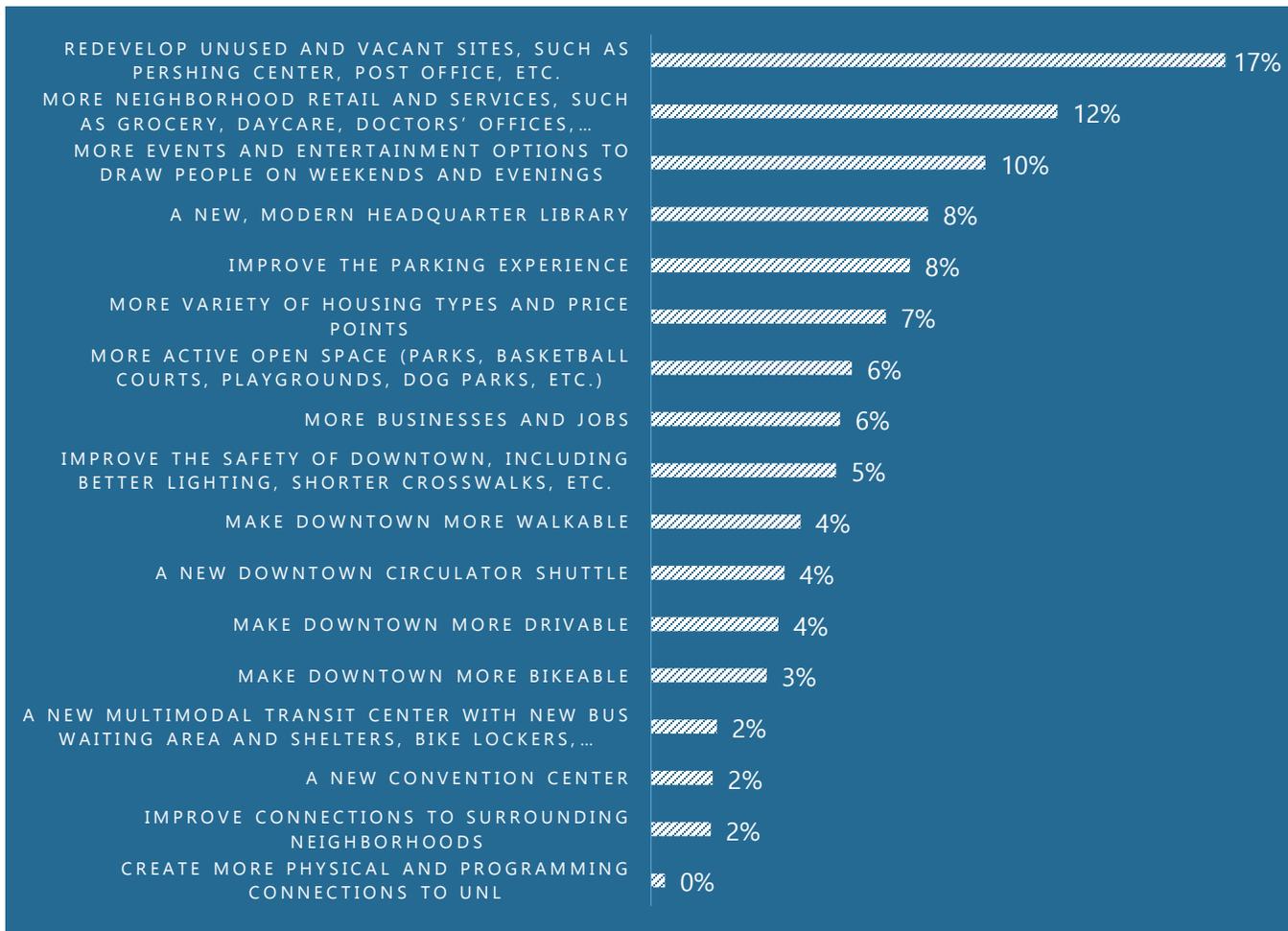
- Full-service grocery store (83%)
- Additional parking (43%)
- Parks and playgrounds (43%)



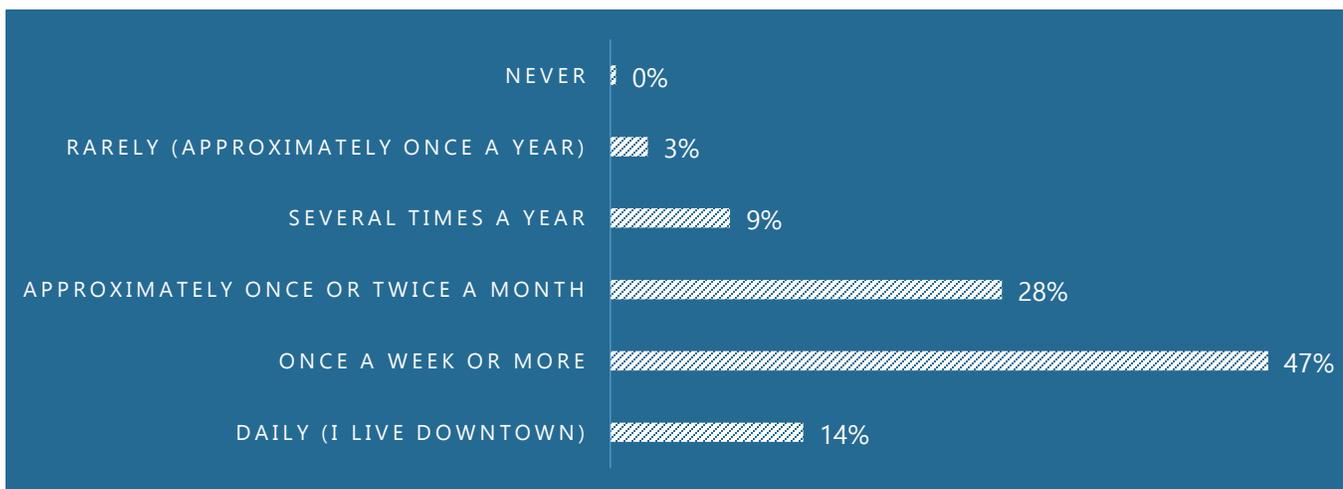
Question 3: To achieve your vision for Downtown Lincoln, how important are the following?

	Very Important	Important	Somewhat Important	Not Important
<b>Redevelop unused and vacant sites, such as Pershing Center, Post Office, etc.</b>	69%	24%	5%	2%
<b>Make Downtown more walkable</b>	56%	31%	10%	3%
<b>More events and entertainment options to draw people on weekends and evenings</b>	48%	34%	14%	4%
<b>Improve the safety of Downtown, including better lighting, shorter crosswalks, etc.</b>	48%	35%	14%	3%
<b>More neighborhood retail and services, such as grocery, daycare, doctors' offices, veterinarian, etc.</b>	47%	29%	17%	7%
Improve the parking experience	44%	27%	21%	8%
More businesses and jobs	40%	42%	15%	3%
More variety of housing types and price points	39%	27%	23%	11%
More active open space (parks, basketball courts, playgrounds, dog parks, etc.)	36%	30%	22%	12%
A new, modern headquarter library	34%	24%	23%	19%
Make Downtown more bikeable	31%	25%	25%	19%
Improve connections to surrounding neighborhoods	30%	40%	24%	6%
A new Downtown circulator shuttle	29%	33%	26%	12%
A new multimodal transit center with new bus waiting area and shelters, bike lockers, restrooms, and indoor waiting room	28%	34%	27%	11%
Make Downtown more drivable	27%	29%	26%	18%
Create more physical and programming connections to UNL	16%	29%	38%	17%
A new Convention Center	12%	22%	32%	34%

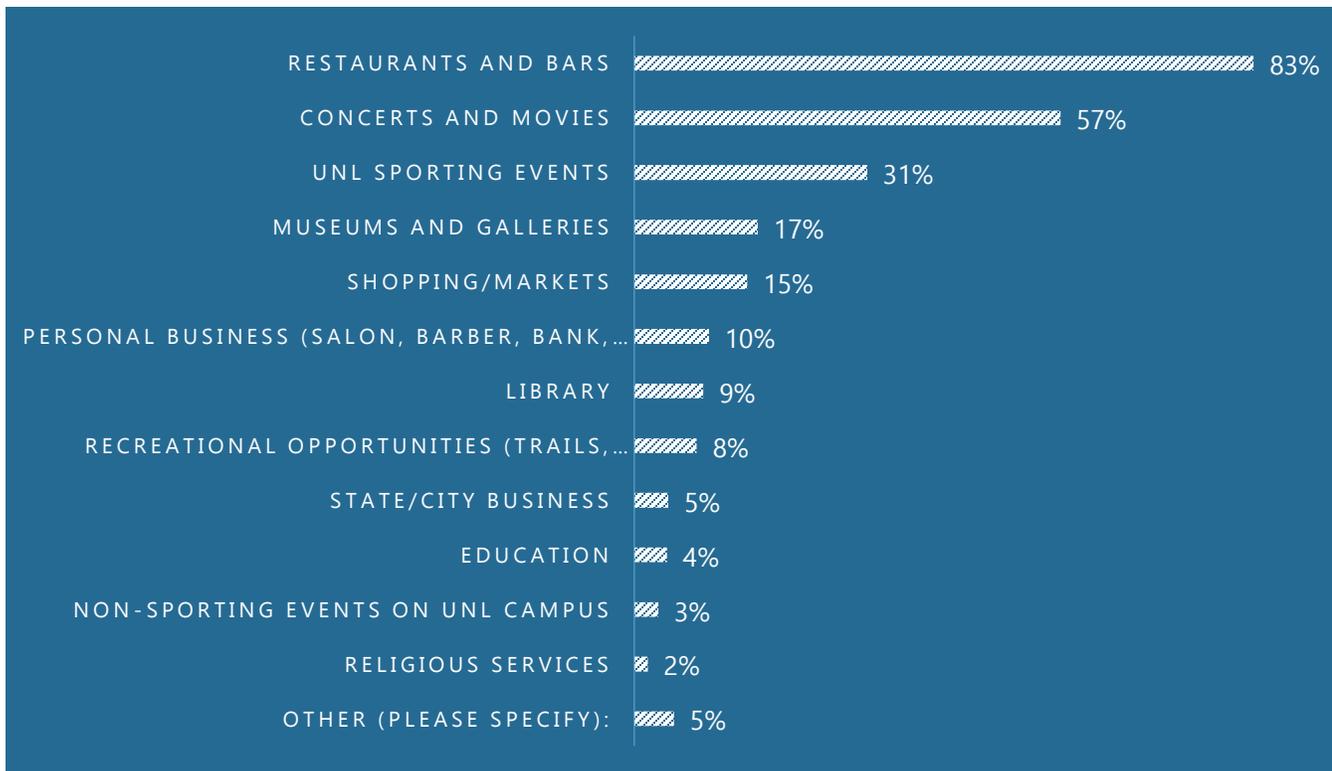
Question 4: Of the improvements listed in the prior question, which ONE action will be MOST important?



Question 5: Outside of work, how often do you come Downtown?



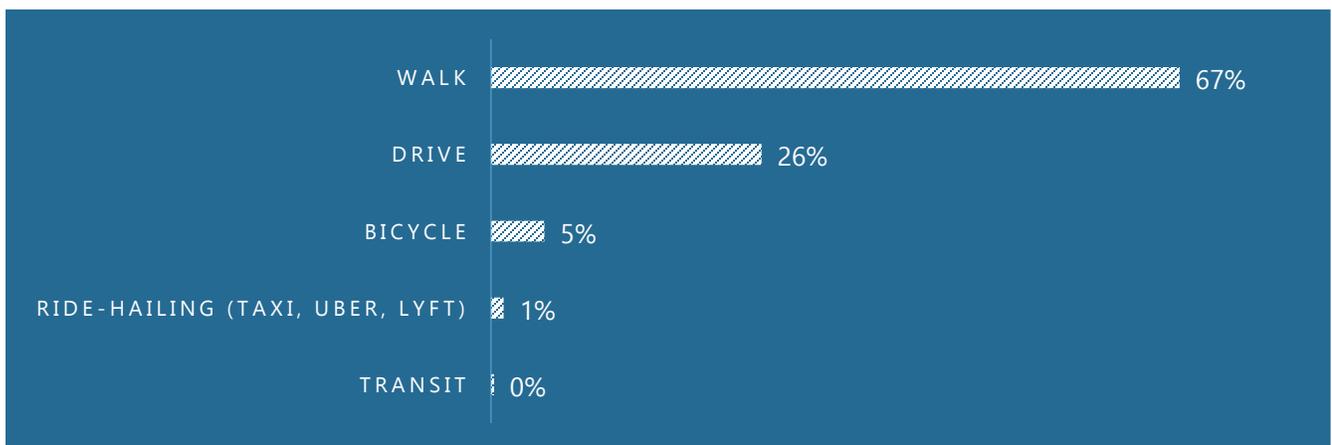
## Question 6: Outside of work, what most often brings you Downtown?



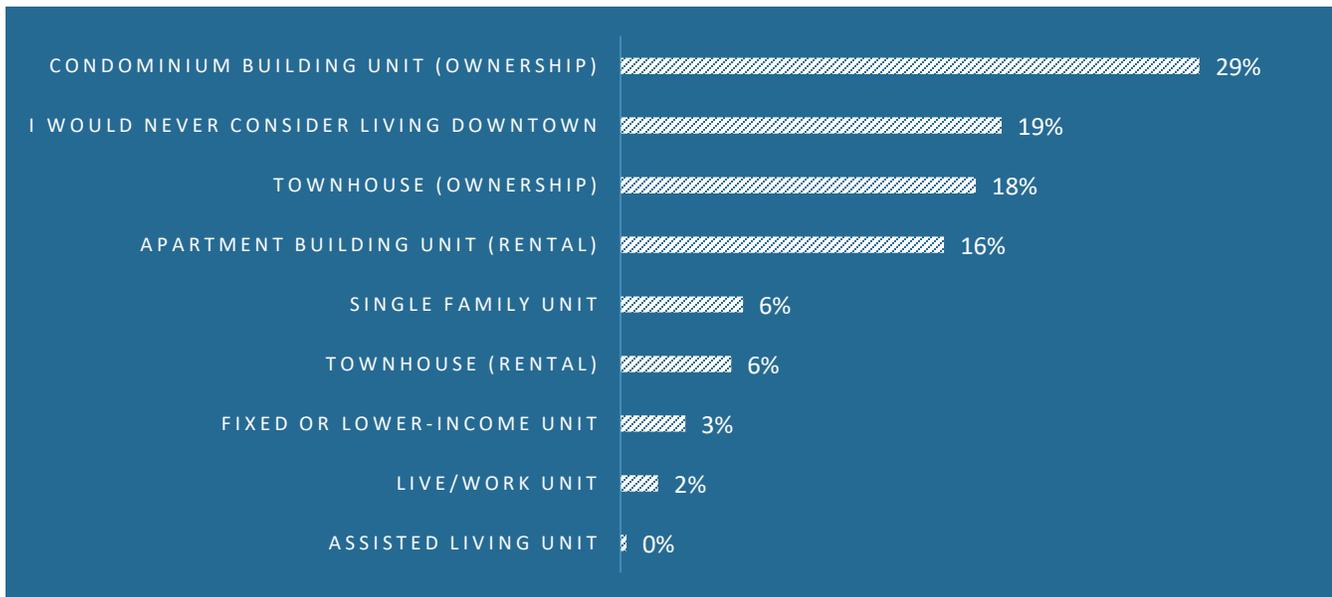
Popular responses in the 'Other' category include:

- Farmer's Market
- Local businesses (coffee shops, bookstores)
- YMCA

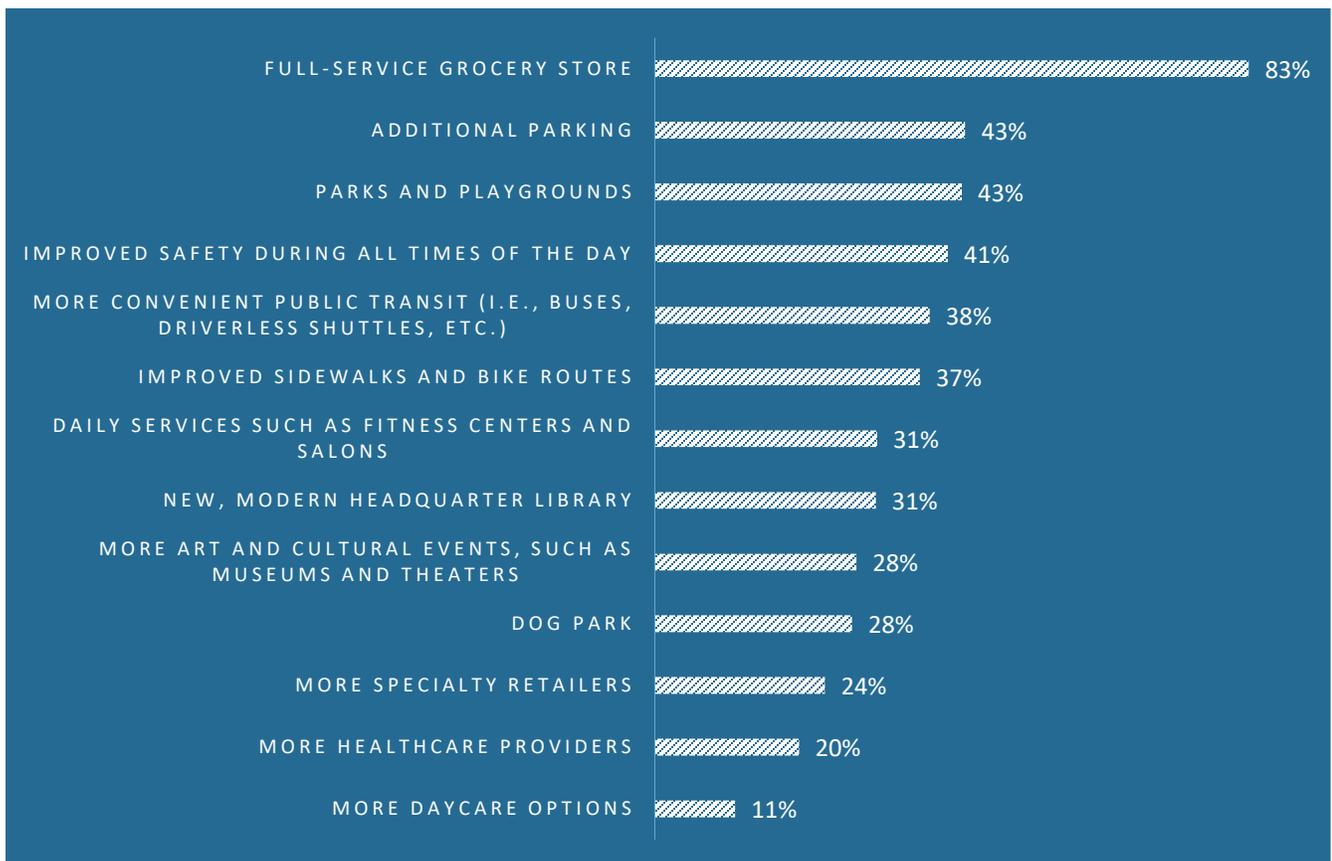
## Question 7: While Downtown, how do you most often get around?



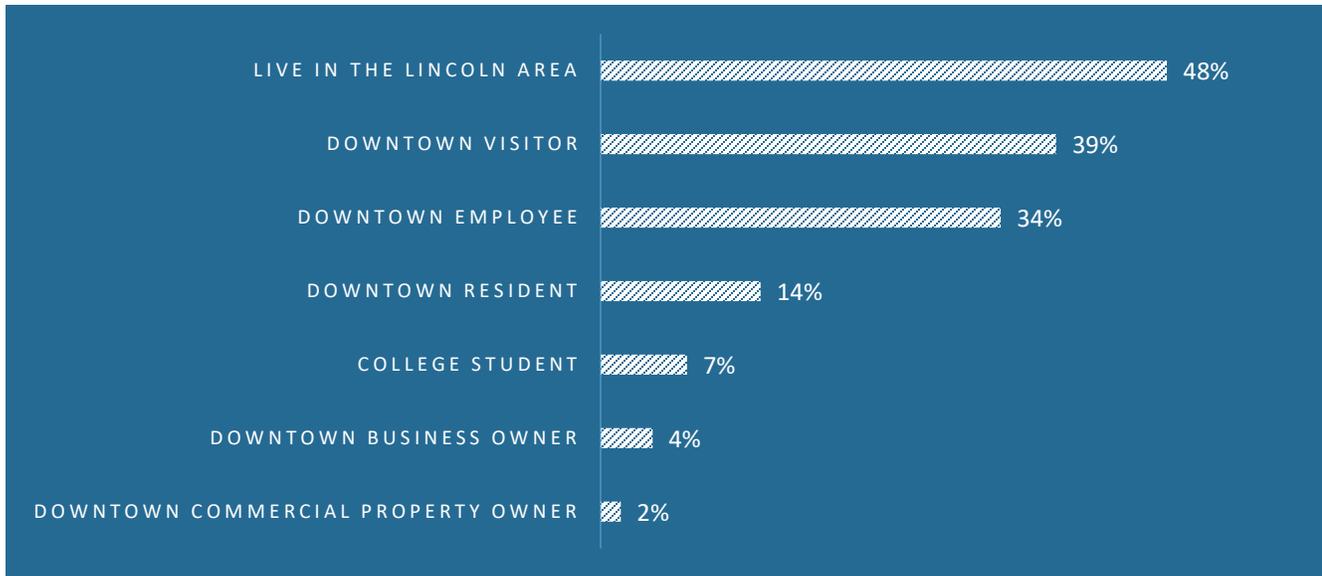
Question 8: If you were to consider living Downtown, what type of housing would you most desire?



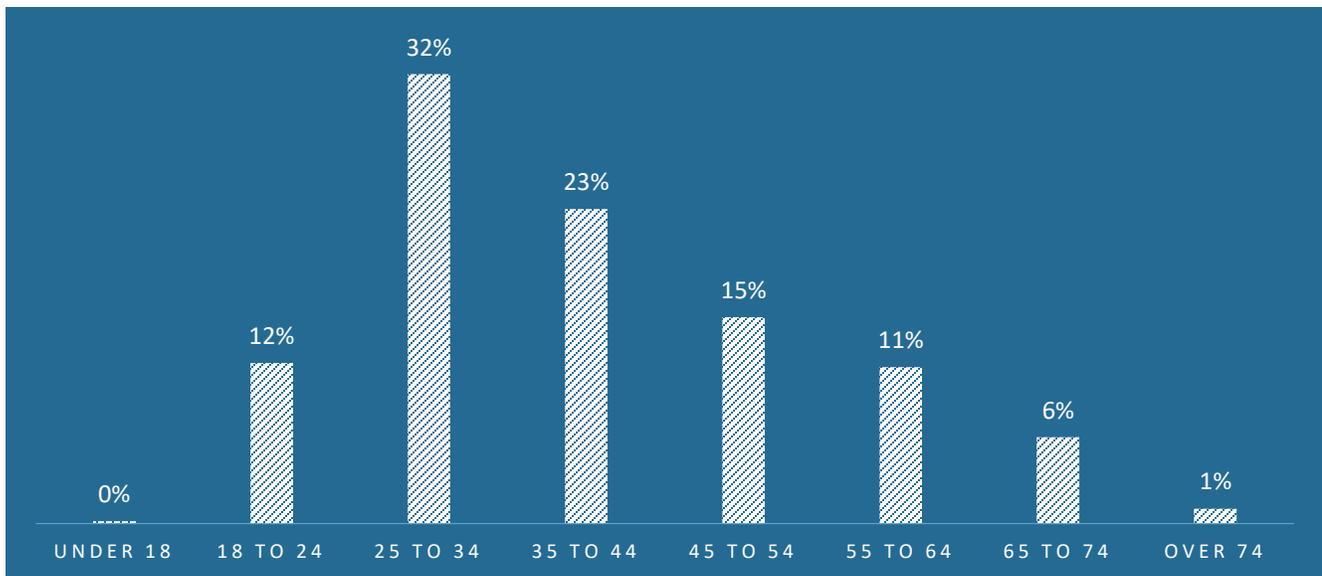
Question 9: What new amenities would make Downtown Lincoln a more attractive neighborhood for you to live in?



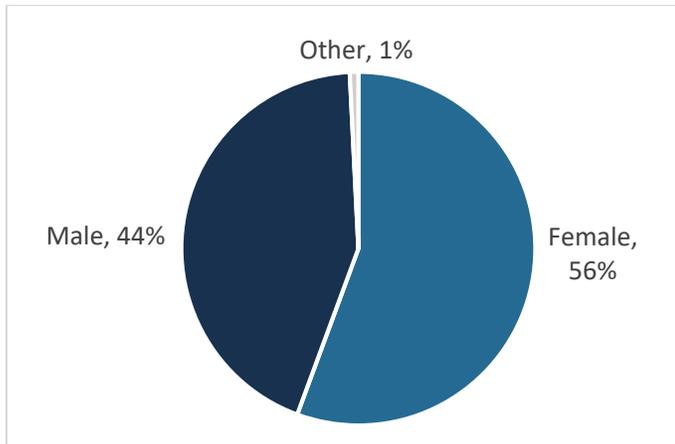
## Interest in Downtown Lincoln



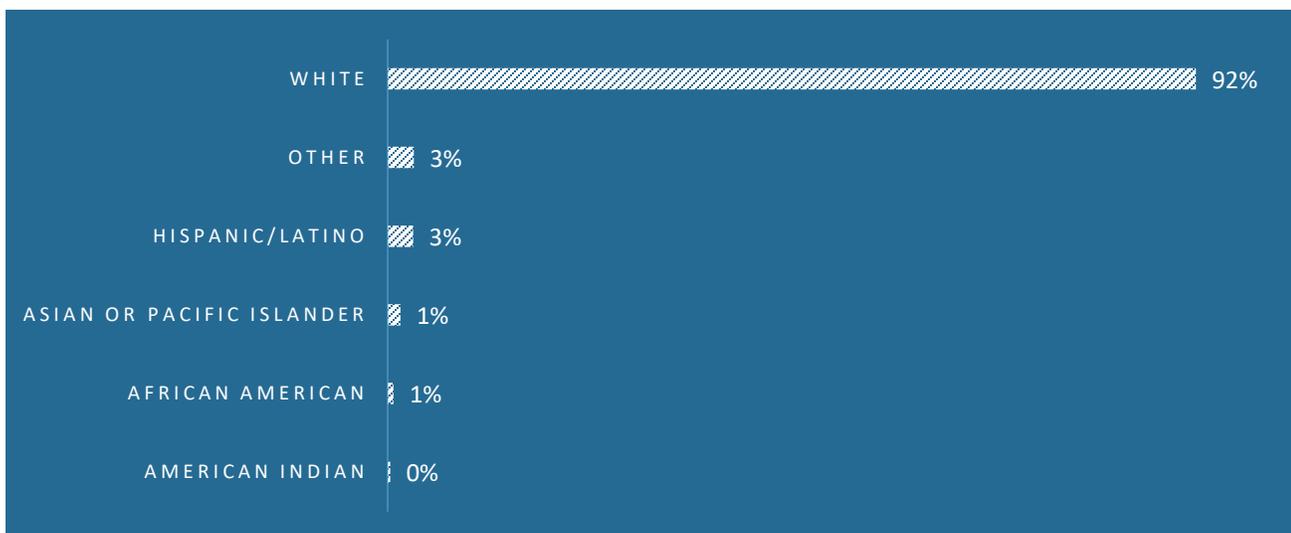
## Age



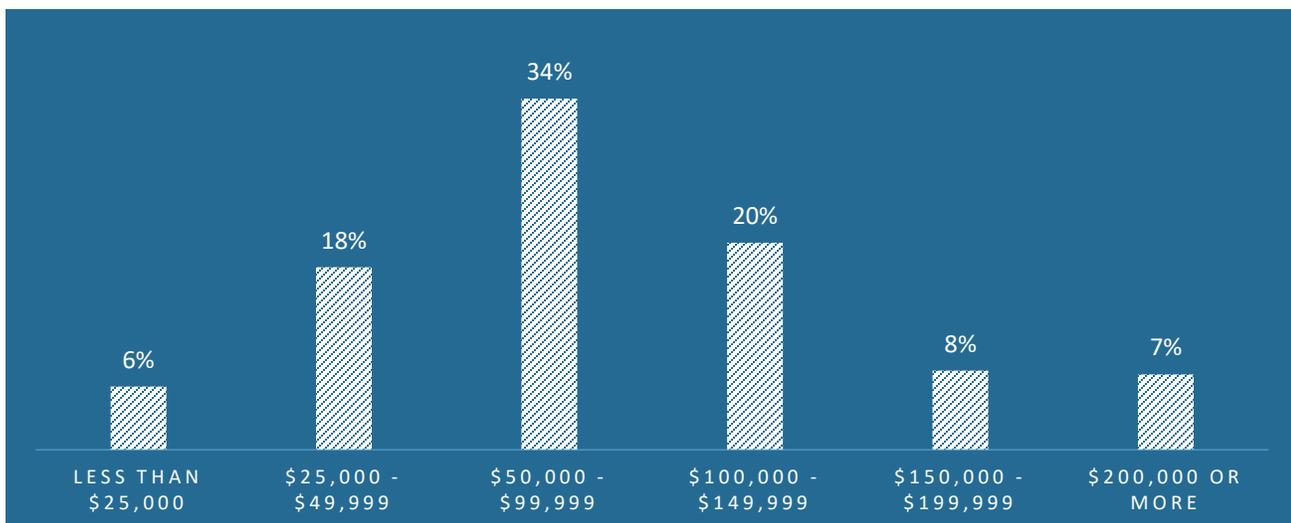
## Gender



## Race and Ethnicity

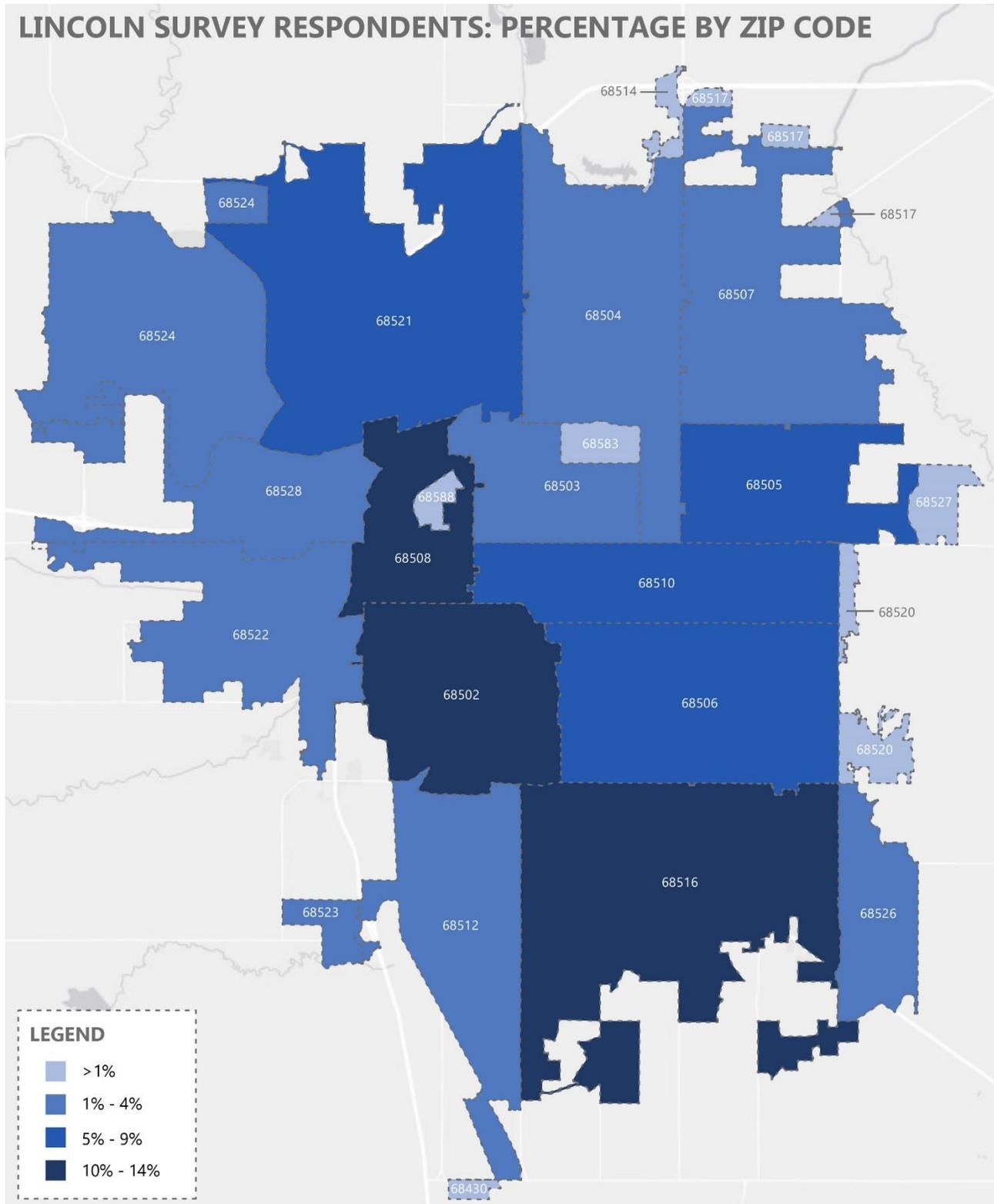


## Annual Household Income



## Zip Code

Survey respondents provided 96 unique zip codes for their primary residences, largely within the city of Lincoln (approximately 92%). The most common zip codes provided were 68502 (14%), 68516 (14%), 68508 (11%), 68506 (9%), and 68510 (9%).



# CROSS TABULATIONS

## Interest in Downtown Lincoln

- Survey respondents who are college students indicated they are more interested in physical and programming connections to UNL, a new multimodal transit center, more events and entertainment options than other respondent groups.
- Downtown residents, more than other respondent groups, indicated they are significantly more interested in neighborhood retail and services, more active open space, a new Downtown circulator shuttle, and more variety in housing types and price points.
- When asked to select one improvement to Downtown, the most popular choice for commercial property owners and Downtown residents was more neighborhood retail and services. Downtown business owners, employees, visitors, and residents of the Lincoln area prioritized redevelop unused and vacant sites. College students selected more events and entertainment options as the highest priority improvement for Downtown Lincoln.
- Downtown business owners, residents, employees, visitors, and residents of the Lincoln area indicated they would desire to-own condominium building units if they were to consider living Downtown. Commercial property owners equally desire to-own townhouses and condominiums, while college students would prefer to-rent apartment building units.

## Age

- In general, the priorities of Millennial and Gen-Z respondents (under 34) align with respondents in other age groups. Notable differences in priorities for Downtown Lincoln moving forward are that respondents under 34 are more concerned about more active open space and events and entertainment options, while respondents over 35 prioritize more businesses and jobs more than younger respondents.
- When asked to select one improvement that will be most important to Downtown Lincoln, respondents under 34 selected redevelop unused and vacant sites (17%), more neighborhood retail and services (14%), and more events and entertainment options (13%). Respondents over 35 chose redevelop unused and vacant sites (17%), a new, modern headquarter library (11%), and more neighborhood retail and services (10%).
- Respondents under 34 most desire to-rent apartment building units (28%) and to-own condominium building units (23%) if they were to consider living Downtown, while respondents over 35 prefer to-own condos (34%) and to-own townhouses (20%).
- To make Downtown a more attractive neighborhood to live in, all ages of respondents prioritized a full-service grocery store and additional parking. However, respondents under 34 desire parks and playgrounds more than other age groups, while respondents over 35 prioritize improved safety during all times of day.

## Frequency with which respondents visit Downtown

- Respondents who, outside of work, visit Downtown Lincoln 1-2 times a month or more chose the West Haymarket and the Arena development as most important to having improved Downtown over the past 5 years, while respondents who visit Downtown several times a year or less selected new parking facilities and high-speed internet access.
- Redeveloping unused and vacant sites (17%), more neighborhood services and retail (12%), and more events and entertainment options (10%) are the most important improvements needed in Downtown for respondents who visit frequently. Respondents who visit Downtown several times a year or less chose improve the parking experience (18%), redevelop unused and vacant sites (14%), and make Downtown more drivable (11%).

- 31% of respondents who frequent Downtown on a regular basis selected to-own condos as the most desirable type of housing, followed by to-own townhomes and to-rent apartments. 40% of respondents who do not frequent Downtown regularly indicated they would never consider living downtown.
- New amenities that would make Downtown Lincoln a more attractive neighborhood to live in for both frequent and non-frequent visitors to Downtown are a full-service grocery store and additional parking. Respondents who frequent Downtown also prioritized parks and playgrounds, while non-frequent visitors prioritize improved safety during all times of day.