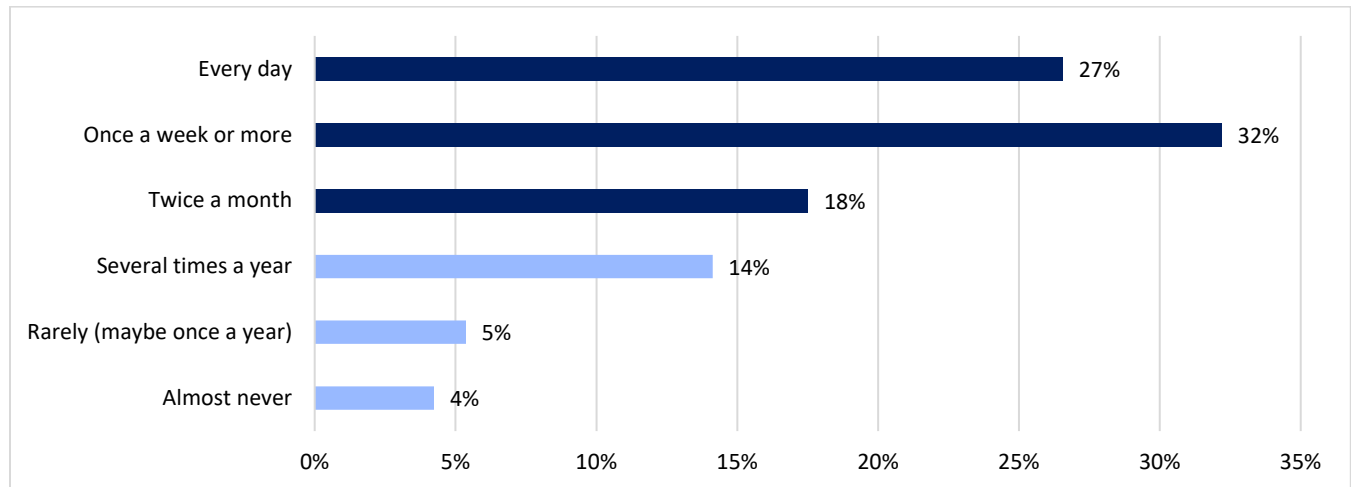


SURVEY RESULTS

Question 1: How often do you come to Downtown?

Responses: 709

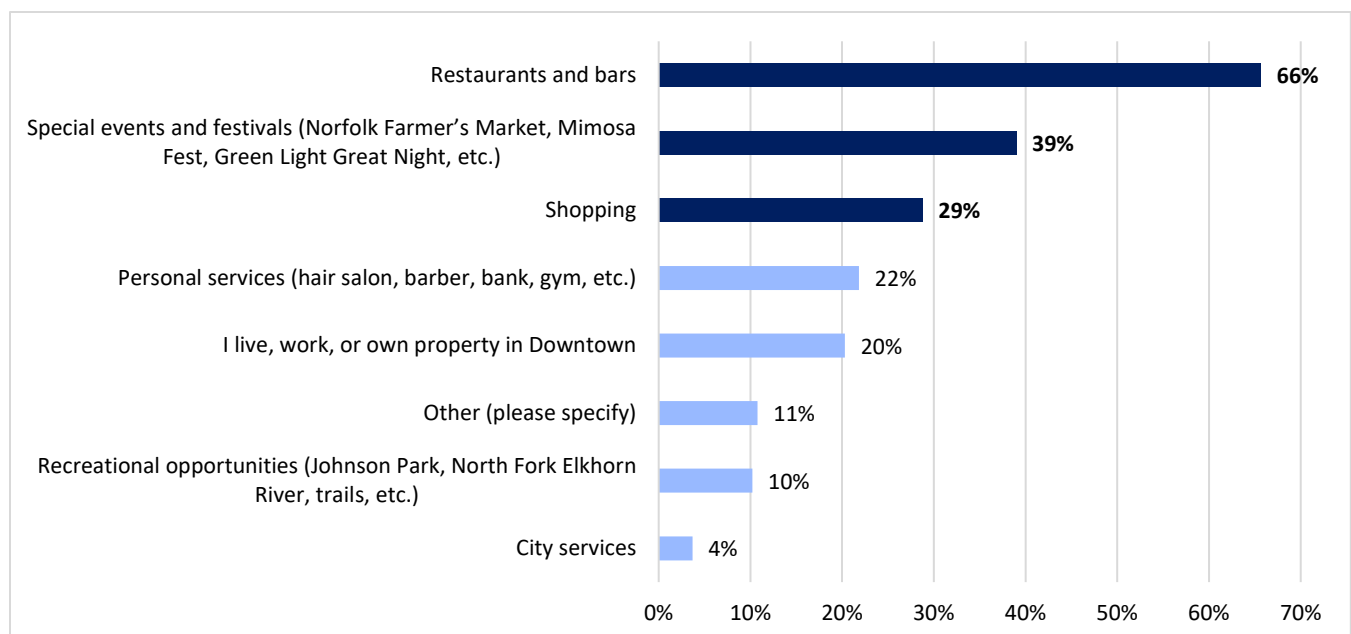
When asked to respond to how often they come to Downtown, most respondents answered that they come **once a week or more**, with **daily** as the next most popular answer. These two responses captured about **59%** of respondents.



Question 2: What most often brings you Downtown?

Responses: 705

When asked select what brings them to Downtown Norfolk most often, **restaurants and bars** were by far the top answer in respondents' top three with **66%** of responses. **Events and festivals** and **shopping** were also in the top three with **39%** and **29%** of responses, respectively. *Note that respondents were allowed to select up to three answer choices, so the graph below exceeds 100%.*



Themes from responses included in the 'Other' category include:

- Visiting the Norfolk Public Library
- Driving through to other destinations in Norfolk
- Shopping at the Hyvee grocery store
- Visiting the Elkhorn Valley Museum
- Taking children to dance or gymnastics classes

Question 3: When you think of Downtown Norfolk today, what three words first come to mind?

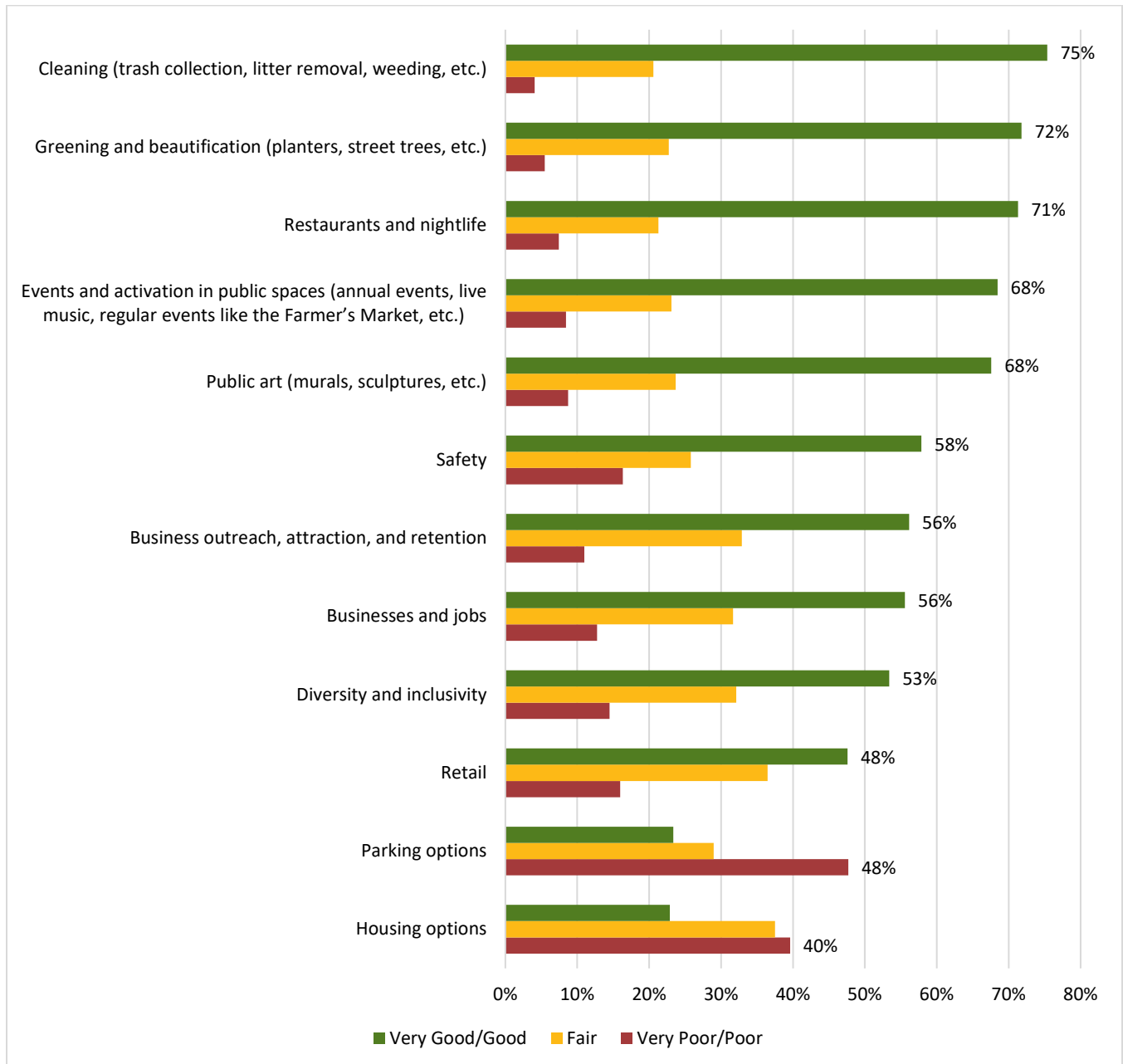
The word cloud below represents the words respondents used to describe what three words come to mind when they think of Downtown Norfolk today. The size of the word indicates how frequently it was used, with the largest words being the ones used most often. The top responses, were **parking** (109 responses), **growing** (87 responses), **improved** (78 responses), **fun** (73 responses), and expensive (65 responses).



Question 4: How would you rate the following services and programs provided in Downtown?

Responses: 694

Survey respondents were asked to rate different Downtown services and programs using the following categories: very good, good, fair, poor, or very poor. Generally, the services and programs received positive (good or very good). The highest rated services and programs were the **cleaning, greening and beautification,** and **restaurants and nightlife**, which received responses of very good or good from 75%, 72%, and 71% of respondents, respectively. The only services that received poor or very poor ratings from most respondents were **parking options** and **housing options** at 48% and 40%, respectively.



Question 5: Looking to the future, please offer three words that best capture your vision for Downtown Norfolk by the year 2030:

Responses: 787

The word cloud below represents the words respondents used to describe their vision for Downtown Norfolk 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, were **parking** (81 responses), **retail** (55 responses), **friendly** (51 responses), **family** (50 responses), and **entertaining** (44 responses).



Question 6: To achieve your vision for Downtown Norfolk, how important will the following physical improvements be?

Responses: 607

Respondents were asked to rate a series of physical improvements as either ‘very important,’ ‘important,’ ‘neutral,’ ‘less important,’ ‘not important,’ or ‘don’t know.’ The chart below is sorted according to the action’s importance, with the most popular answer choice highlighted for each. Almost all the improvements were considered by the majority of respondents to be important, but the top three actions considered ‘very important’ or ‘important’ were: **improve the parking experience (79%), increase lighting throughout Downtown (79%), and enhance the side streets in Downtown, such as Madison Avenue and streets intersecting Norfolk Avenue (69%)**. The only exception was improve landscaping and beautification, which most respondents rated as ‘neutral.’

	Very Important	Important	Neutral	Less Important	Not Important	Don’t Know
Improve the parking experience, including more signs to existing parking off Norfolk Avenue	45%	34%	12%	5%	4%	0%
Increase lighting throughout Downtown (including improving pedestrian lighting of sidewalks off Norfolk Avenue, lighting in alleys and parking lots, festive lighting)	42%	37%	12%	3%	6%	0%
Add a public restroom in Downtown	33%	29%	18%	8%	13%	1%
Enhance the side streets in Downtown, such as Madison Avenue and streets intersecting Norfolk Avenue	31%	38%	17%	6%	7%	0%
Make Downtown more walkable and bikeable	30%	29%	23%	9%	7%	0%
Improve cleanliness and maintenance of streets and sidewalks	29%	38%	24%	5%	3%	0%
Improve landscaping and beautification (flower baskets, planters, street trees)	17%	28%	30%	13%	12%	0%
Other (please specify)	50%	13%	7%	1%	6%	22%

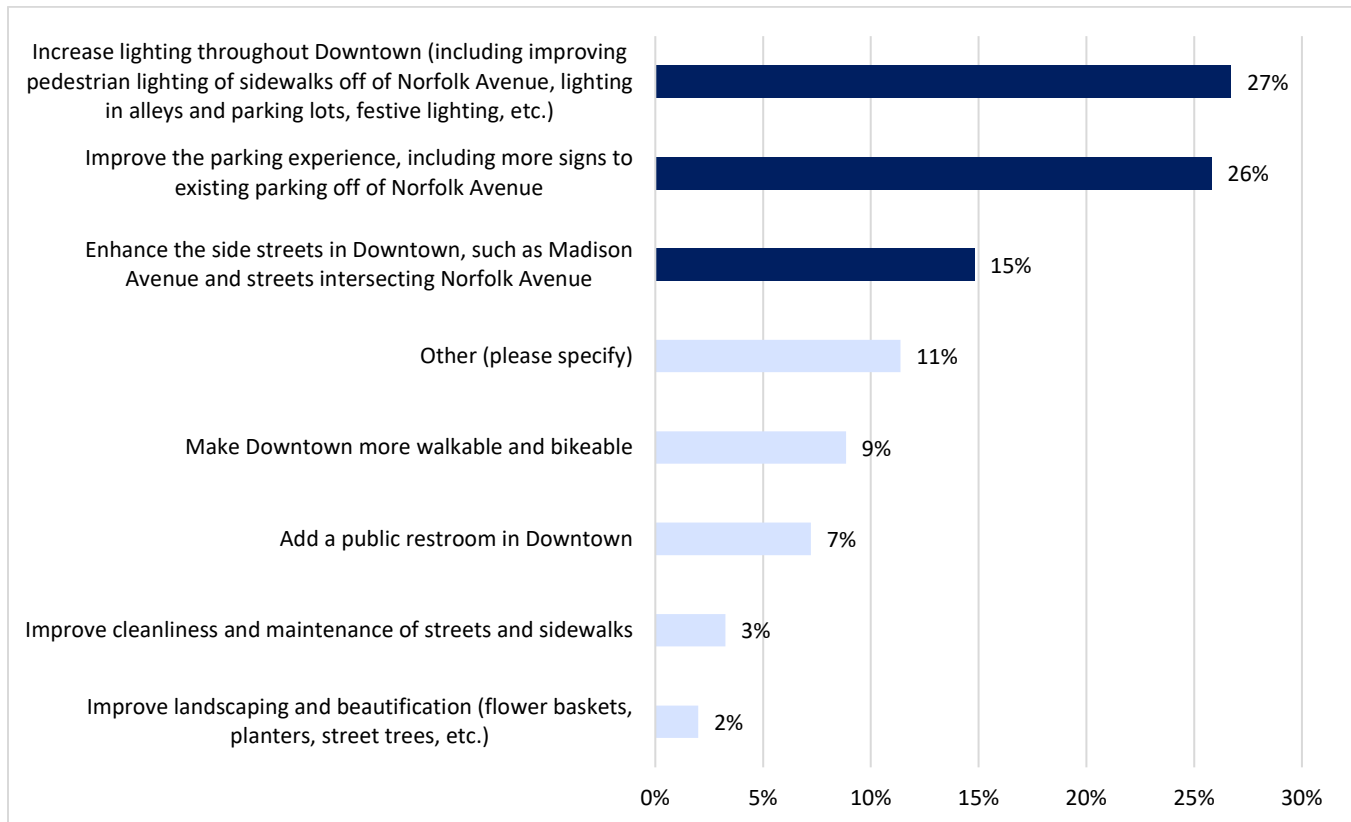
Themes from responses provided in the ‘Other’ category include:

- Ensure Downtown is accessible to all, including those who utilize mobility equipment, and has ample handicap parking
- Add more wayfinding and informational signage, including signs or kiosks that highlight Downtown businesses
- Encourage aesthetic upgrades to unimproved buildings
- Add green or open space that provides additional amenities in Downtown, such as a dog park, outdoor amphitheater, or play equipment for children
- Consider building a parking garage

Question 7: Of the improvements listed in the prior question, which ONE action is the MOST important?

Responses: 554

Respondents were asked to select ONE physical improvement from the previous question's answer choices. The top responses from survey respondents were: **increase lighting throughout Downtown (27%)**, **improve the parking experience, (26%)**, and **enhance the side streets in Downtown, such as Madison Avenue and streets intersecting Norfolk Avenue (15%)**.



Themes from responses provided in the 'Other' category mirrored responses provided in the previous question.

Question 8: To achieve your vision for Downtown Norfolk, how important will the following programs and services be?

Responses: 604

Respondents were asked to rate a series of physical improvements as either ‘very important,’ ‘important,’ ‘neutral,’ ‘less important,’ ‘not important,’ or ‘don’t know.’ The chart below is sorted according to the action’s importance, with the most popular answer choice highlighted for each. Several improvements were considered by the majority of respondents to be important, the top actions being: **fill empty and underutilized storefronts** (83%), **ensure Downtown is welcoming to all** (77%), **continue to hold events in and activate public spaces** (74%), and **improve safety** (73%). The other program and service improvements had less consensus and were distributed between the various ratings.

	Very Important	Important	Neutral	Less Important	Not Important	Don’t Know
Fill empty and underutilized storefronts	46%	37%	11%	2%	3%	1%
Ensure Downtown is welcoming to all	45%	32%	14%	3%	5%	1%
Continue to hold events in and activate public spaces like River Point Square, Johnson Park, the North Fork Elkhorn River riverfront, alleyways	41%	33%	13%	3%	10%	0%
Improve safety	35%	38%	21%	3%	3%	0%
Enhance connections between Downtown and Northeast Community College, Wayne State	17%	26%	29%	10%	17%	2%
Create a dedicated Downtown manager position to lead marketing efforts, communication, business engagement, and other efforts to promote Downtown Norfolk	16%	24%	25%	10%	22%	2%
Add more housing and residents in Downtown	14%	24%	28%	16%	18%	1%
Attract more office jobs to Downtown	14%	28%	33%	12%	12%	2%
Other (please specify)	37%	11%	14%	1%	3%	35%

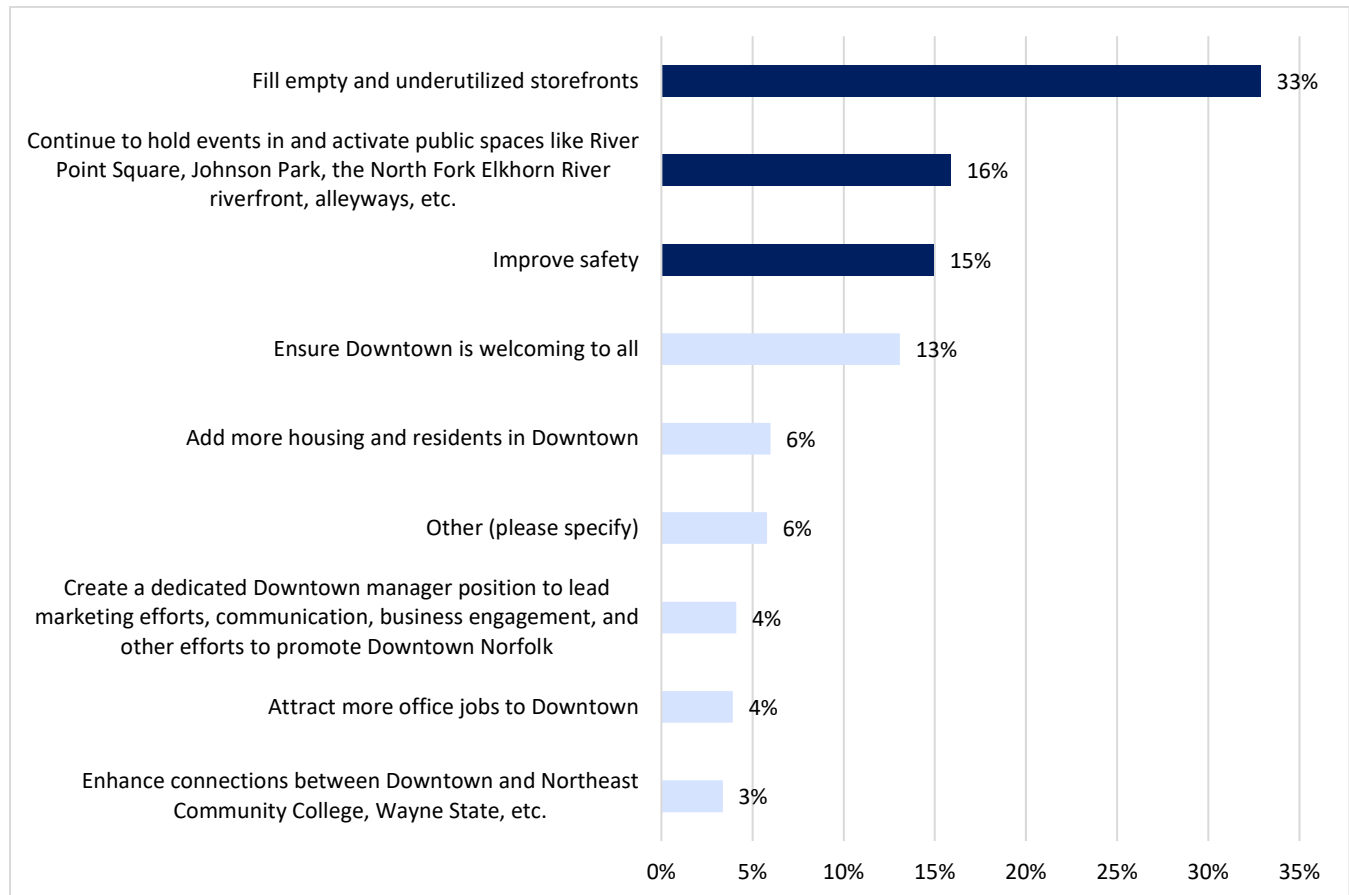
Themes from responses provided in the ‘Other’ category include:

- Ensure there is ample affordable housing in Downtown
- Incorporate more family-friendly amenities, including offering activities in Downtown that are not focused around alcohol
- Continue to diversify the retail, restaurant, and entertainment mix
- Provide additional services for the unhoused population
- Continue to attract jobs
- Encourage existing retail businesses to coordinate hours and stay open later

Question 9: Of the improvements listed in the prior question, which ONE action is the MOST important?

Responses: 535

Respondents were asked to select ONE program or service from the previous question's answer choices. The top responses from survey respondents were: **fill empty and underutilized storefronts** (33%), **continue to hold events in and activate public spaces** (16%), and **improve safety** (15%).



Question 10: If you could suggest one additional improvement to enhance Downtown Norfolk, not listed above, what would it be?

Responses: 296

Respondents were asked to provide ideas for additional improvements to Downtown Norfolk in an open-ended format. Many respondents elaborated on answer options provided in the prior questions. Specific ideas not included in previous questions include:

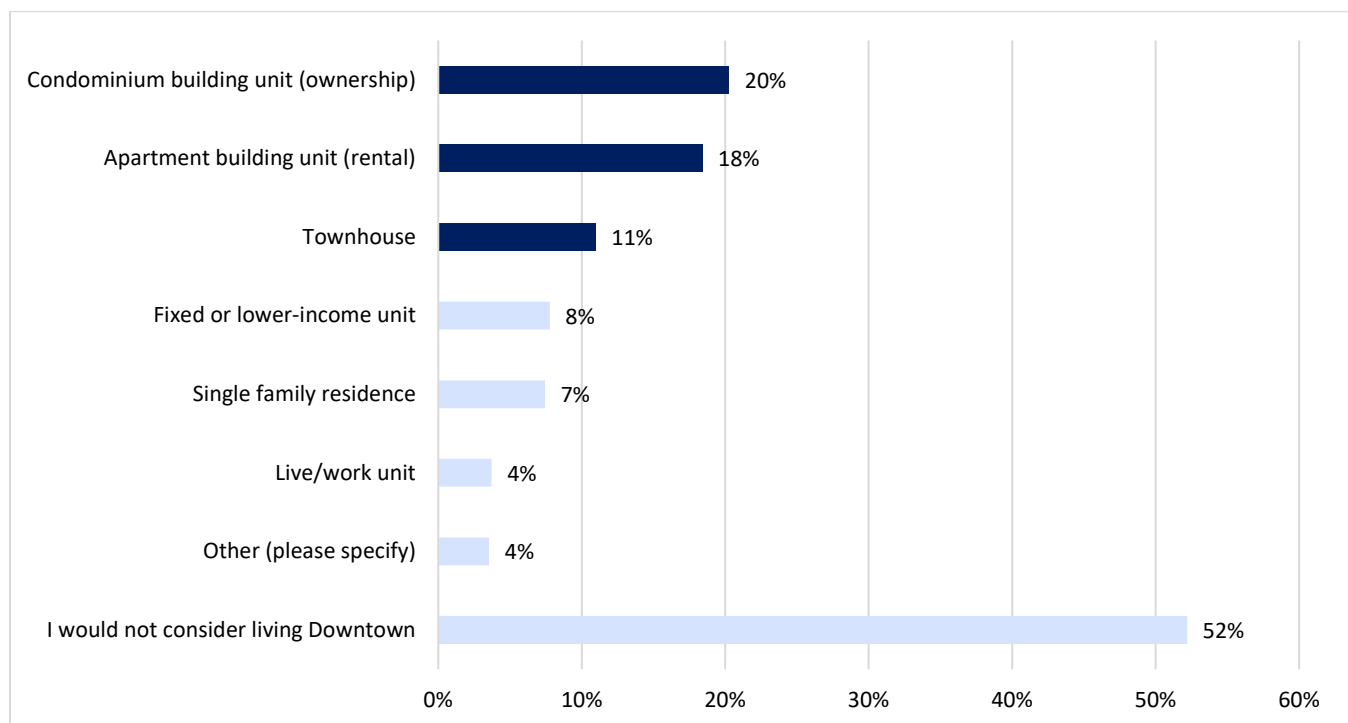
- Ensuring Downtown housing, commercial spaces, and offerings remain affordable moving forward
- Providing amenities, events, and activities in Downtown that are family-friendly and not dependent on alcohol
- Continue to diversify restaurant and retail offerings Downtown
- Add bicycle infrastructure and amenities in Downtown
- Incorporate additional handicap parking spots and loading zones in front of Downtown businesses

- Add an additional outdoor event space in Downtown
- Consider implementing an open container program along Norfolk Ave
- Utilize rooftop spaces in Downtown for restaurants or similar
- Continue to improve the pedestrian experience in Downtown (improve sidewalks, ensure sidewalks are ADA accessible, improve crosswalks, etc.)
- Improve communication and marketing of existing Downtown assets, amenities, and events
- Explore the feasibility of closing Norfolk Ave to vehicular traffic, either permanently or during certain days of the week
- Provide additional services for the unhoused population

Question 11: If you were to consider living Downtown, what type of housing would you most desire?

Responses: 581

Respondents were asked to select which types of housing they would desire if they were to consider living Downtown. The top response was I would not consider living Downtown, which 52% of respondents selected, which suggests that the remaining **48% of respondents would consider living Downtown**. Of the housing types, the following were the top choices: **condominium building unit (ownership)**, **apartment building unit (rental)**, and **townhouse** with **20%**, **18%**, and **11%** of responses, respectively. *Note that respondents were allowed to select up to three answer choices, so the graph below exceeds 100%.*



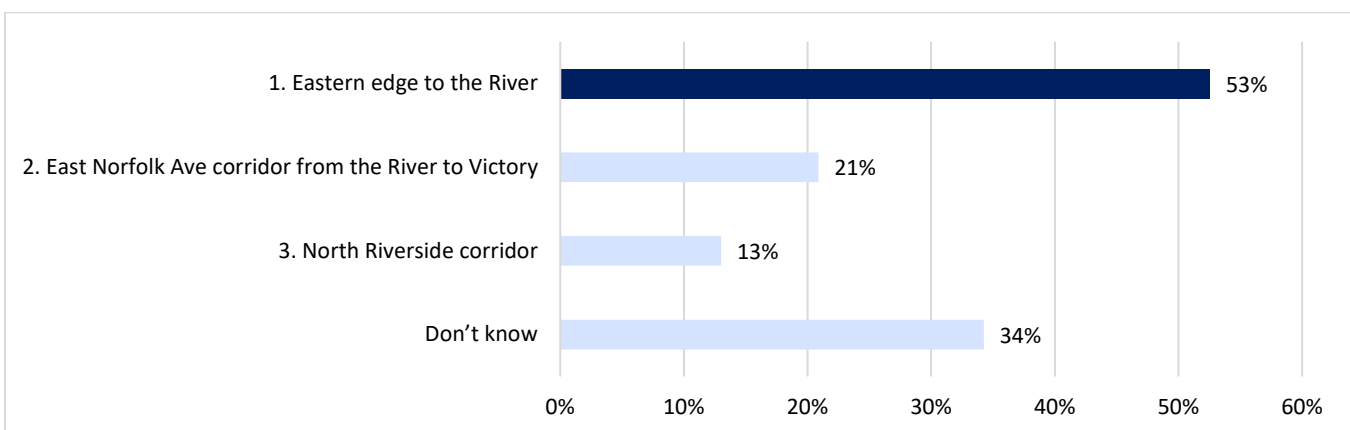
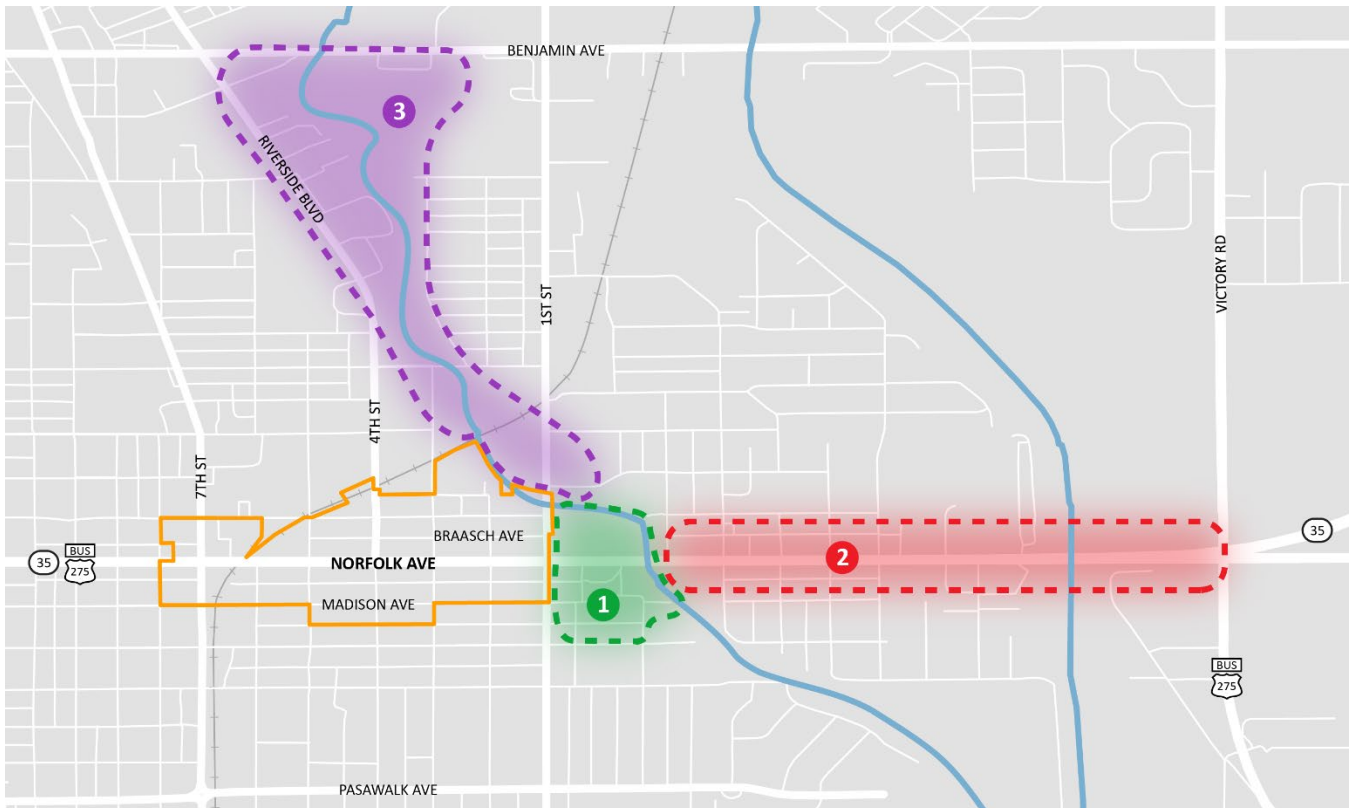
Themes from responses provided in the 'Other' category include:

- Affordable units
- Loft apartments or condos
- Units for residents 55+

Question 12: Below is a map of the current boundaries of downtown Norfolk. When you think of “downtown Norfolk” do you include any of the following circled areas?

Responses: 538

To inform the development of the Downtown Norfolk Management Plan, respondents were asked to indicate which areas identified in the map below they think of as part of Downtown. **Area 1, or the eastern edge of Downtown to the river shown in green below, received the most support as 53% of respondents indicated they think of this area as part of Downtown.**



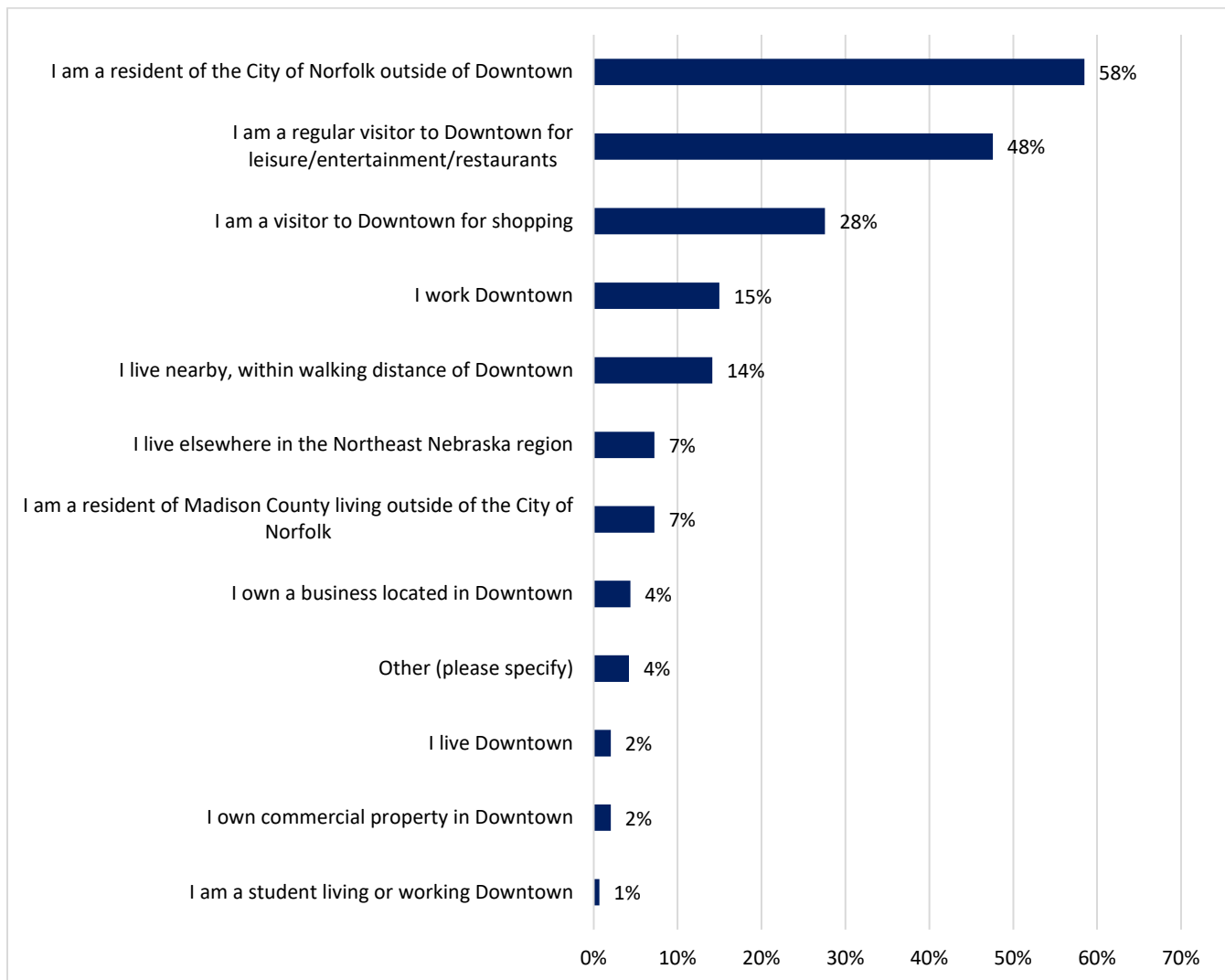
RESPONDENT CHARACTERISTICS

Respondents were asked to provide optional demographic information characterizing their interest in Downtown Norfolk, age, gender, ethnicity, race, annual household income, and residential zip code. Graphs summarizing respondent demographics can be found below.

Which of the following best characterizes your primary interest(s) in Downtown Norfolk?
(Choose all that apply)

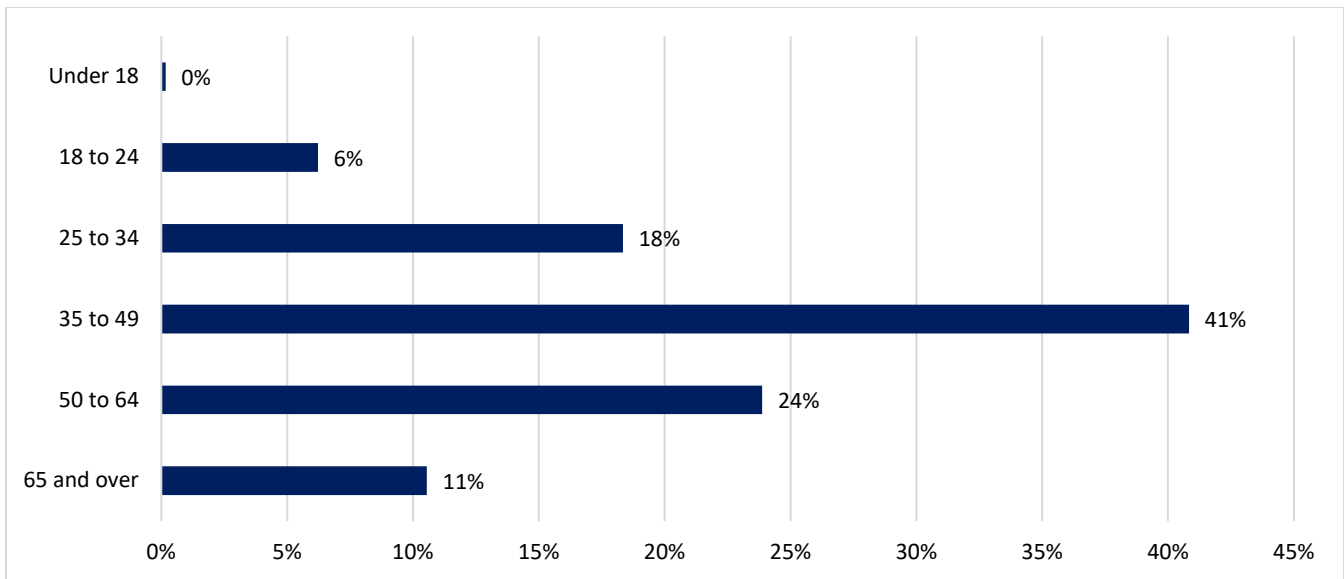
Note that respondents were allowed to select all answer choices that apply, so the graph below exceeds 100%.

Responses: 595



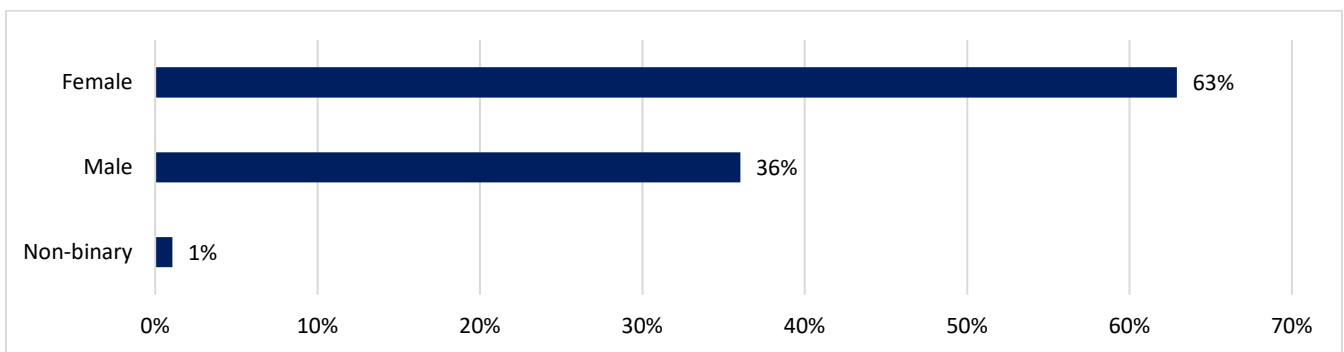
Age

Responses: 578



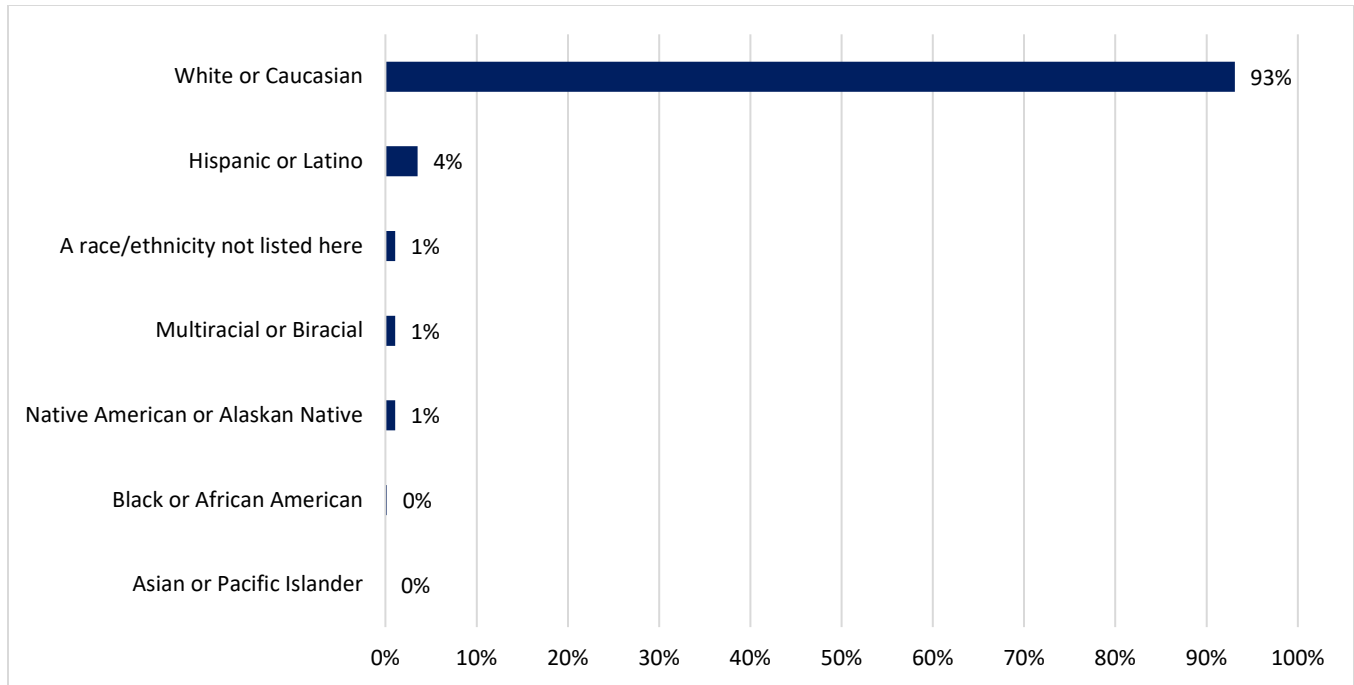
Gender

Responses: 569



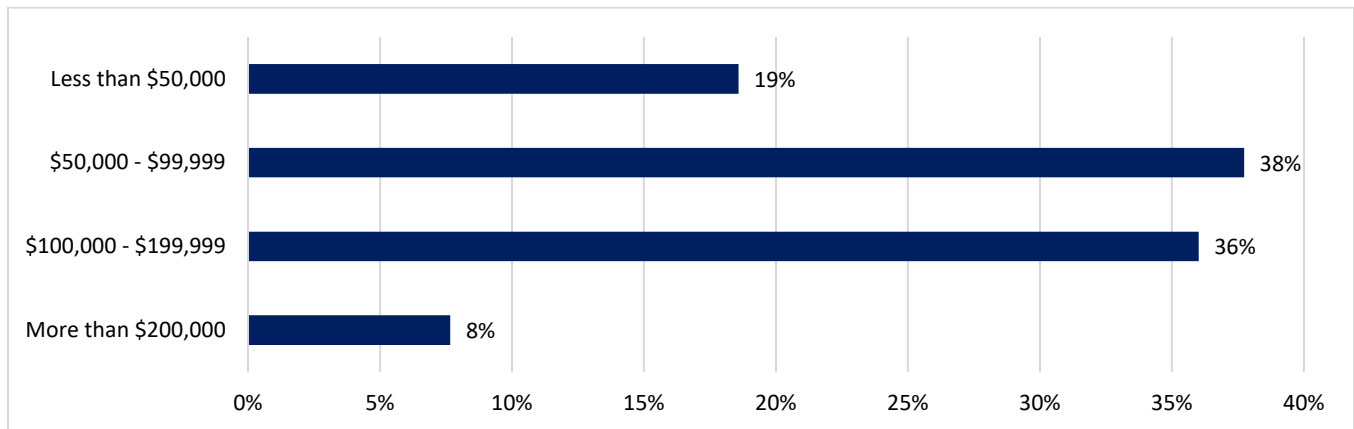
Race/Ethnicity

Responses: 565



Annual Household Income

Responses: 522



Zip Code

Responses: 400

Survey respondents provided 24 different home zip codes. The zip codes with the most representation in the survey data include (in order of frequency):

1. **68701** (356, 89%)
2. **68715** (8, 2%)
3. **68715** (6, 2%)

CROSS-TABULATIONS

The survey results were cross-tabulated by **interest in Downtown Norfolk, age, income, and race and ethnicity**, to see if responses differed based on respondent characteristics and demographics. Survey result variations based on gender were not notably different.

Question 7: “Of physical improvements listed, which one action will be MOST important?”

Similarities and contrasts between different respondents were analyzed for the results to question 7 (“Of physical improvements listed in question 6, which one action will be MOST important?”). In the following tables, the top responses for each category are highlighted in yellow, helping to show similarities and differences in priority actions. The top choice for each characteristic is shown in darker yellow, while any other services or actions receiving 15% or more are highlighted in lighter yellow. *Note: some answer choices are abbreviated from the original survey.*

Primary Interest in Downtown Norfolk – Q7

The table below shows some variation in priorities for physical improvements, based on what the respondent’s relationship to Downtown Norfolk is. *Note: students were excluded from this analysis to preserve anonymity, as there were less than 10 student respondents to the survey.*

Some key similarities and differences include:

- There is widespread consensus that increasing lighting and improving the parking experience should be a clear priorities.
- There was less agreement about the importance of enhancing the side streets in Downtown: Downtown residents, business owners, and students were the groups least likely to consider enhancing side streets a top priority, with residents of Madison County outside of Norfolk, regular visitors for entertainment, employees, and commercial property owners representing the groups most likely to rank this action as their top priority.
- Making Downtown more walkable and bikeable was the top priority for Downtown commercial property owners and was a high priority action for business owners and residents living elsewhere in the Northeast Nebraska region, but did not rank highly for other interest groups.

	Increase lighting throughout Downtown	Improve the parking experience	Enhance the side streets in Downtown	Add a public restroom in Downtown	Make Downtown more walkable and bikeable	Improve cleanliness and maintenance of streets and sidewalks	Improve landscaping and beautification
I live Downtown	50%	20%	10%	10%	0%	0%	0%
I work Downtown	35%	25%	19%	5%	9%	0%	0%
I own a business located in Downtown	24%	24%	12%	4%	16%	0%	4%
I am a regular visitor to Downtown for entertainment	23%	27%	20%	5%	10%	2%	2%
I am a visitor to Downtown for shopping	25%	27%	16%	4%	11%	4%	1%

	Increase lighting throughout Downtown	Improve the parking experience	Enhance the side streets in Downtown	Add a public restroom in Downtown	Make Downtown more walkable and bikeable	Improve cleanliness and maintenance of streets and sidewalks	Improve landscaping and beautification
I live nearby, within walking distance of Downtown	36%	21%	14%	11%	8%	3%	1%
I am a resident of the City of Norfolk outside of Downtown	24%	28%	14%	9%	9%	2%	2%
I am a resident of Madison County living outside of the City of Norfolk	19%	16%	35%	3%	11%	8%	0%
I live elsewhere in the Northeast Nebraska region	24%	18%	16%	3%	16%	5%	3%
I own commercial property in Downtown	18%	9%	18%	0%	27%	0%	0%

Age – Q7

Survey results were cross-tabulated based on age. *Note: due to the small number of respondents aged 18 or under, that cohort is not included in these results.*

A few highlights of question 7 responses based on age:

- The top priority for respondents ages 18 to 24 and 65 and over was ‘increase lighting throughout Downtown.’
- The highest priority physical improvement for respondents age 25 to 34 and 50 to 64 was ‘improve the parking experience.’
- Respondents between the ages of 35 to 49 were evenly split between ‘increase lighting throughout Downtown’ and ‘improve the parking experience’ as their top physical improvement priorities.
- Respondents aged 18 to 24 prioritized ‘make Downtown more walkable and bikeable’ more frequently than all other age groups.
- ‘Enhance the side streets in Downtown’ emerged as a higher priority for respondents under 49 than for those over 50.

	Increase lighting throughout Downtown	Enhance the side streets in Downtown	Improve the parking experience	Make Downtown more walkable and bikeable	Improve landscaping and beautification	Add a public restroom in Downtown	Improve cleanliness and maintenance of streets and sidewalks
18 to 24	30%	18%	18%	15%	6%	3%	0%
25 to 34	20%	21%	31%	7%	2%	8%	1%
35 to 49	28%	15%	28%	10%	1%	6%	3%
50 to 64	23%	12%	29%	6%	0%	10%	5%
65 and over	37%	10%	16%	10%	4%	8%	2%

Annual Household Income – Q7

The income categories provided in the survey were less than \$50,000, \$50,000-\$99,999, \$100,000-\$199,999, and more than \$200,000. Key observations and variations across income groups include:

- Respondents with higher household incomes were more likely to rank ‘improve the parking experience’ as their top priority.
- ‘Increase lighting throughout Downtown’ was the most popular physical improvement among respondents with household incomes under \$50,000.
- Respondents with household incomes over \$100,000 were the most interested in enhancing the side streets in Downtown.

	Increase lighting throughout Downtown	Improve the parking experience	Make Downtown more walkable and bikeable	Enhance the side streets in Downtown	Add a public restroom in Downtown	Improve landscaping and beautification	Improve cleanliness and maintenance of streets and sidewalks
Less than \$50,000	31%	23%	13%	12%	9%	2%	1%
\$50,000 - \$99,999	23%	26%	7%	14%	10%	2%	3%
\$100,000 - \$199,999	26%	29%	13%	17%	4%	1%	1%
More than \$200,000	16%	42%	0%	18%	5%	3%	5%

Race/Ethnicity – Q7

The survey asked an optional question about race and ethnicity, providing seven different options for respondents to select to characterize their race/ethnicity. However, there were only two significant respondent categories: White or Caucasian (526 respondents), and Hispanic or Latino (25 respondents). There were no significant differences in physical improvement priorities for White or Caucasian versus Hispanic or Latino respondents.

Question 9: Of the improvements listed in the prior question [“To achieve your vision for Downtown Norfolk, how important will the following programs and services be?”], which ONE action will be MOST important?

Similarities and contrasts between different respondents were also analyzed for the results to question 9. In the following tables, the top responses for each category are highlighted in yellow, helping to show similarities and differences in priority actions. The top choice for each characteristic is shown in darker yellow, while any other services or actions receiving 15% or more are highlighted in lighter yellow. Note: some answer choices are abbreviated from the original survey language to better fit the table.

Primary Interest in Downtown Norfolk – Q9

The table below shows some variation in priorities for program and service improvements, based on what the respondent’s relationship to Downtown Norfolk is. *Note: students were excluded from this analysis to preserve anonymity, as there were less than 10 student respondents to the survey.*

Some key similarities and differences include:

- Most groups chose 'fill vacant and underutilized storefronts' as their #1 most important action, except for Downtown commercial property owners, who were split between that action and 'ensure Downtown is welcoming to all.'
- Most groups selected 'continue to hold events in and activate public spaces' as their next highest priority except for employees, Downtown business owners, respondents who live nearby Downtown, and commercial property owners.
- Downtown business owners equally prioritized 'ensure Downtown is welcoming to all' and 'continue to hold events in and activate public spaces.'
- 'Improve Safety' was the second highest priority for respondents who live nearby, within walking distance of Downtown.
- 'Attract more office jobs to Downtown' was the second top priority for respondents who live elsewhere in the Northeast Nebraska region.
- The second highest priority for commercial property owners was 'add more housing and residents in Downtown.'

	Fill empty and underutilized storefronts	Continue to hold events in and activate public spaces	Ensure Downtown is welcoming to all	Create a dedicated Downtown manager position	Add more housing and residents in Downtown	Attract more office jobs to Downtown	Improve safety	Enhance connections between Downtown and Northeast Community College, Wayne State
I live Downtown	40%	20%	10%	10%	10%	10%	0%	0%
I work Downtown	36%	13%	13%	4%	9%	5%	11%	1%
I own a business located in Downtown	23%	15%	15%	12%	8%	4%	4%	8%
I am a regular visitor to Downtown for entertainment	35%	23%	13%	4%	7%	3%	8%	3%
I am a visitor to Downtown for shopping	38%	18%	11%	5%	5%	4%	9%	3%
I live nearby, within walking distance of Downtown	44%	10%	8%	1%	4%	4%	18%	6%
I am a resident of the City of Norfolk outside of Downtown	34%	18%	14%	3%	7%	3%	12%	3%
I am a resident of Madison County living outside of the City of Norfolk	32%	19%	8%	3%	8%	5%	14%	5%
I live elsewhere in the Northeast Nebraska region	20%	17%	9%	9%	3%	17%	14%	3%
I own commercial property in Downtown	27%	9%	27%	0%	18%	0%	9%	0%

Age – Q9

Question 9 survey results were cross-tabulated based on age. *Note: Due to the small number of respondents aged 18 or under, that age cohort is not included in these results.*

A few highlights of the results based on age:

- There is universal consensus across age groups that the top priority is 'fill empty and underutilized storefronts,' with at least 28% -- and up to 38% -- of each age cohort selecting this action.
- There was some variation in respondents' second highest priority by age group. 'Continue to hold events in and activate public spaces' was the next highest priority after 'fill empty and underutilized storefronts' for respondents under 49.
- 'Improve safety' ranked as the second highest priority for respondents age 50 to 64, while 'ensure Downtown is welcoming to all' was the second highest priority for respondents 65 and over.

	Fill empty and underutilized storefronts	Continue to hold events in and activate public spaces	Ensure Downtown is welcoming to all	Improve safety	Add more housing and residents in Downtown	Attract more office jobs to Downtown	Enhance connections between Downtown and Northeast Community College, Wayne State	Create a dedicated Downtown manager position
18 to 24	29%	19%	13%	13%	13%	6%	6%	0%
25 to 34	35%	21%	11%	10%	3%	9%	4%	5%
35 to 49	38%	16%	10%	14%	7%	1%	4%	5%
50 to 64	28%	13%	15%	18%	4%	4%	3%	4%
65 and over	35%	15%	22%	15%	7%	2%	0%	0%

Annual Household Income– Q9

The income categories provided in the survey were less than \$50,000, \$50,000-\$99,999, \$100,000-\$199,999, and more than \$200,000. Key observations and variations across income groups include:

- All income groups clearly prioritized 'fill empty and underutilized storefronts' and 'continue to hold events in and activate public spaces' as their top two program and service improvements.
- The only income group that prioritized 'improve safety' was \$50,000 to \$99,999.

	Fill empty and underutilized storefronts	Continue to hold events in and activate public spaces	Ensure Downtown is welcoming to all	Improve safety	Add more housing and residents in Downtown	Attract more office jobs to Downtown	Create a dedicated Downtown manager position	Enhance connections between Downtown and Northeast Community College, Wayne State
Less than \$50,000	33%	19%	14%	13%	13%	4%	1%	1%
\$50,000 - \$99,999	37%	17%	12%	15%	3%	2%	4%	3%
\$100,000 - \$199,999	34%	15%	12%	11%	5%	6%	6%	5%
More than \$200,000	39%	17%	8%	8%	11%	0%	6%	6%

Race and Ethnicity– Q9

The survey asked an optional question about race and ethnicity, providing seven different options for respondents to select to characterize their race/ethnicity. However, there were only two significant respondent categories: White or Caucasian (526 respondents), and Hispanic or Latino (25 respondents). While a full analysis was not conducted, the data reveal one result of note:

- 36% of Hispanic respondents – compared to 12% of White respondents – selected 'ensure Downtown is welcoming to all' as their top program or service action.
- Otherwise, there were not considerable differences in answers based on race/ethnicity.