



A co-created, five-year strategic action plan for **Downtown Indianapolis** guided and activated by collaborating organizations.

Velocity Public Survey

Thank you for your input.

Please complete the following survey and return to
Indianapolis Downtown, Inc. by June 1.



Indianapolis Downtown, Inc.
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Velocity Online Survey

Please complete this brief survey and join us in guiding the future of Downtown Indianapolis!

This survey is part of a strategic planning process called Velocity, which will result in a refreshed vision, framework, and action plan that can guide future improvements and focus our investments in Downtown. Indianapolis Downtown Inc., in collaboration with a diverse group of civic, corporate and community leaders, launched the initiative earlier this year. It will accelerate great ideas already being developed, identify ongoing challenges, and encourage us to innovate and prioritize as we move into a new investment cycle and improved economic climate. There is more information about Velocity at www.indyvelocity.com.

Your input is important to the success of the planning process. Please take a few moments to complete this survey. At the end of the survey, you can choose to be entered in a drawing to win one of several gift certificates to Downtown Indianapolis shops or restaurants.

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1. Over the past five years, which factors have been important in improving Downtown Indianapolis?

	Very Important	Important	Somewhat Important	Not Important
Downtown housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightlife and entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical improvements such as the Cultural Trail and Canal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean and safe services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More walking and biking choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy and affordable parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New businesses and jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting events and venues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Museums and educational/cultural experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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2. In the next five years, which improvements are important to enhance Downtown Indianapolis?

	Very Important	Important	Somewhat Important	Not Important
More downtown housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More shopping choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More nightlife and entertainment options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More parks and active green spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More festivals and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaner and a more beautiful Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More pedestrian and bike friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better information about Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved transportation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More convenient and affordable parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More jobs and businesses in Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved access to and use of White River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More arts and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better K-12 education options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More child-friendly amenities/activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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3. Looking to the future, please offer three words that best capture your vision for the future of Downtown Indianapolis by the year 2020:

1.

2.

3.

4. To achieve your vision for Downtown Indianapolis, which of the following actions will be important?

	Very Important	Important	Somewhat Important	Not Important
Recruit and incubate new businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create and promote a fresh identity or brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create new financing options to spur and support development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Install more art and unique furnishings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve maintenance, design and beautification of public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce homelessness and panhandling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create public spaces with events and more recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Market Downtown events and attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase culturally diverse activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make Downtown more walkable and bikable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a shuttle or circulator to connect attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support more transit and alternatives to cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote more residential amenities (e.g. daycare)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Activate the canal and waterways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create additional retail and shopping options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support quality schools in Downtown (K-12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build more housing of all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

types

5. To achieve your vision for Downtown Indianapolis, which of the actions from Question 4 will be the most important? (Please select from the menu below)

6. If you could suggest one specific improvement to enhance Downtown Indianapolis, what would that be?

***7. Which of the following BEST characterizes your primary interest(s) in Downtown Indianapolis? (You may choose up to 2 interests)**

- Downtown commercial property owner
- Downtown business owner
- Downtown resident
- Downtown employee
- Downtown student
- Live in Greater Indianapolis
- Downtown visitor

8. Age

- Under 18
- 18 to 24
- 25 to 34
- 35 to 49
- 50 to 64
- Over 65

9. Gender

- Male
- Female

10. Race/Ethnicity (Optional)

- White
- African American
- American Indian
- Asian or Pacific Islander
- Hispanic/Latino
- Other

11. Annual Household Income (Optional)

- Less than \$24,999
- \$25,000 – \$49,999
- \$50,000 – \$99,999
- \$100,000 – \$199,999
- More than \$200,000

12. Please list the zip code of your home or primary residence:

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13. If you would like to be entered to win a gift certificate to a Downtown Indianapolis business or restaurant, please enter your contact information below.

NOTE: Your answers to this survey and contact information are confidential and will not be shared with other parties.

Name:

Email Address:

Phone Number:

Thank you for participating in this Velocity survey and helping to accelerate the vision for Downtown Indianapolis!