

# Executive Summary: ICSC Investment Survey 2023

The purpose of the survey was 1) to involve community members as stakeholders to help inform decision making and 2) to better understand respondents' opinions about the ICSC's location.

73% of survey respondents think that the Senior Center should stay at the current Iowa City location.

"The Senior Center should stay downtown. It's **centralized location** is convenient for all. It brings **diversity, vitality, and economic success** to downtown, making Iowa City a great place to retire."

## 1 Key Finding

Respondents are highly engaged in the future of the ICSC.



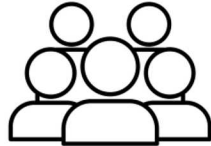
Nearly 1,000 community members (N = 995) completed surveys online, in person, and through the mail.

84% of survey respondents reported **satisfaction** with the Iowa City Senior Center's downtown location.



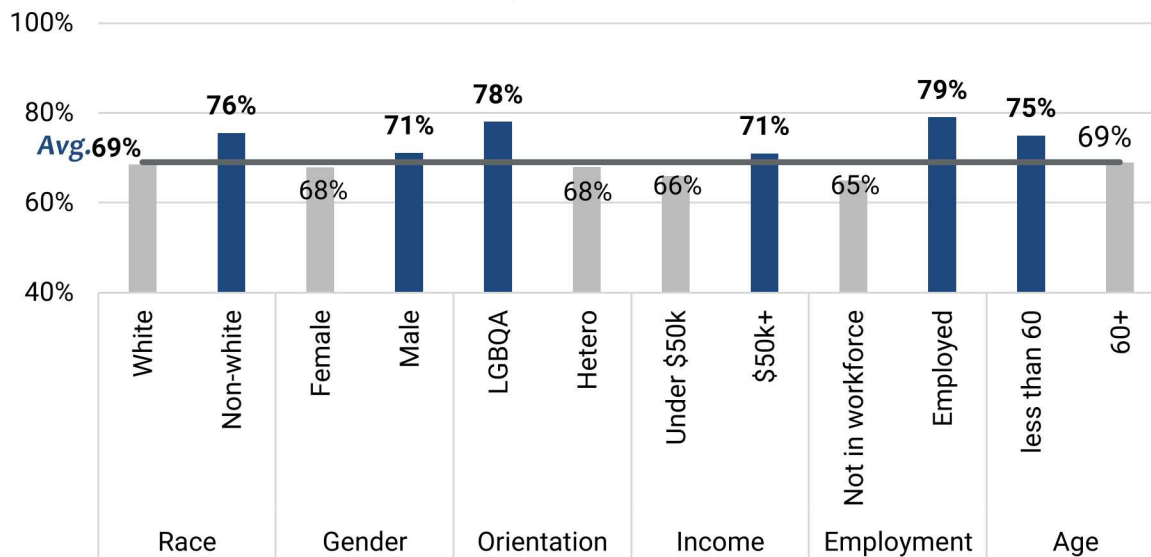
86% of survey respondents rated the Center's close proximity to downtown Iowa City amenities as **valuable**.

## 2 Key Finding

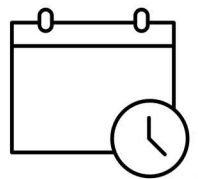


Aligned with the Senior Center's equity values, inclusive demographic data was collected to inform targeted programs and outreach.

69% of respondents identified **Extended building access hours** as important to them at a Senior Center



One example of how ICSC can respond to community needs can be seen in the ICSC operating hours and differences across groups. Extending building access hours could **increase engagement** from groups which are historically less engaged, including community members who are Non-white, Male, LGBQA, \$50K+, Employed, and less than 60.



## 3 Key Finding

Respondents reported positive experiences with the Center's **history, diversity, and easy access to nearby amenities**.



"Downtown is **central**... Many years ago when I was taking a class at the University, a professor had guests from the Senior Center come to the class. Also, I have used Tech support that the University students help with. I think the downtown location could increase the multi-age aspect, and having close to the University could **increase multi-age collaboration and learning**."

"The current **building is attractive architecturally and historically**. It has multiple rooms available for various activities. It is a big draw for bringing people into downtown Iowa city. Downtown is a Bus hub, so people can come in from various directions by bus."