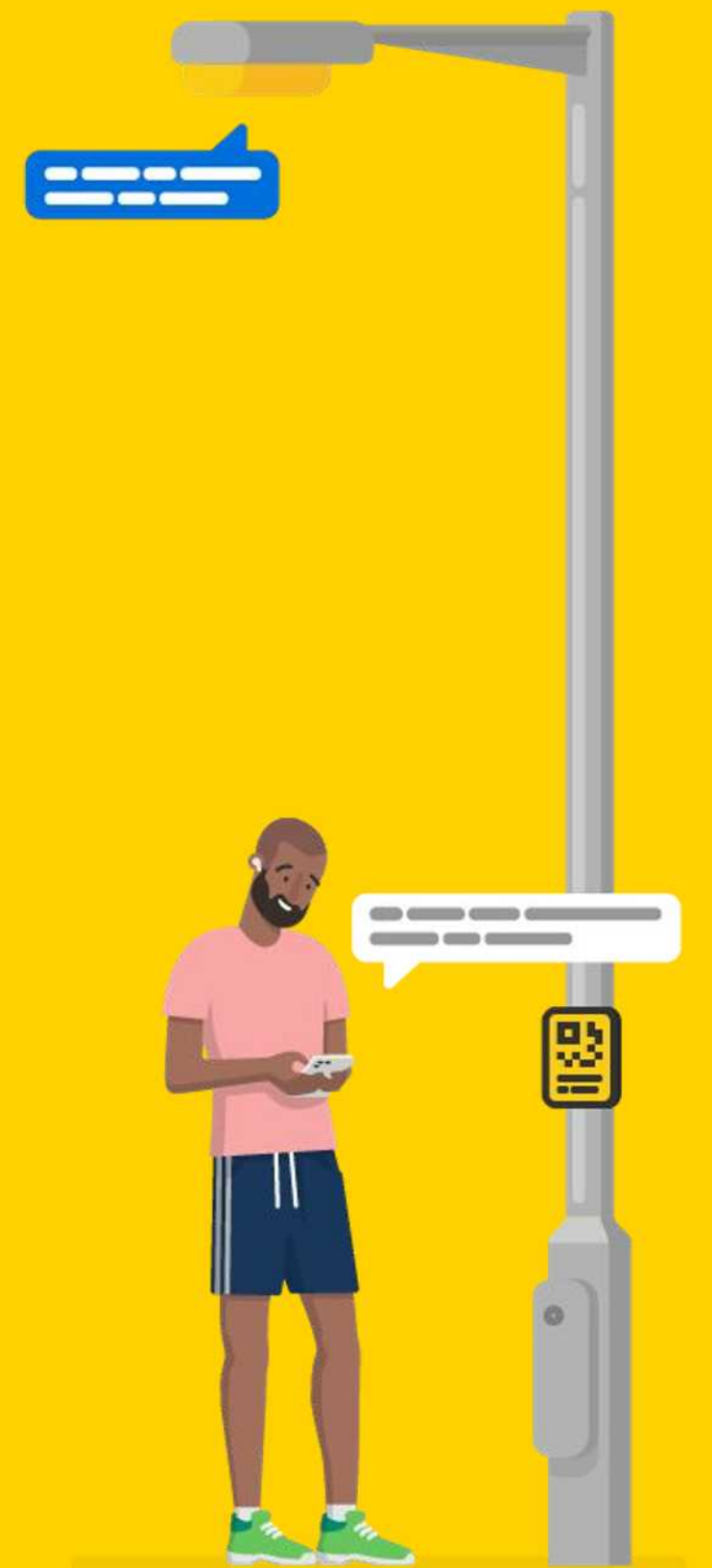


Downtown Iowa City 21 S Linn Street

05/21/24

HELLO

LAMP POST





Downtown Iowa City

- **Save Time → Reduce Costs**

- Get back the time your team are losing from responding to common queries or trying to collect feedback
- The most cost-effective way to chat 1:1 with the people that live, work or play in your spaces

- **Improve Community Relations**

- Increase local dwell time and spending
- Build a rapport with your local community
- Increase visitor satisfaction

- **More Inclusive**

- Reach a broader, more diverse and underrepresented audience
- Talk to your community across multiple languages at once
- A familiar technology for both younger and older people

- **Live 24-7, Everywhere**

- Always present to engage with your local community – day or night, rain or shine
- View incoming feedback in real-time with the Engagement Hub
- Change the conversation instantly at the tap of a button
- Ultra reliable, with 99.9% service uptime
- Highly robust for rural environments and low data bandwidth areas

- **Paperless + Fully Digitized**

- Reduce your paper usage and eliminate the need for data entry

21 S Linn Street
27 March 24 - 21 May 24



296
Users

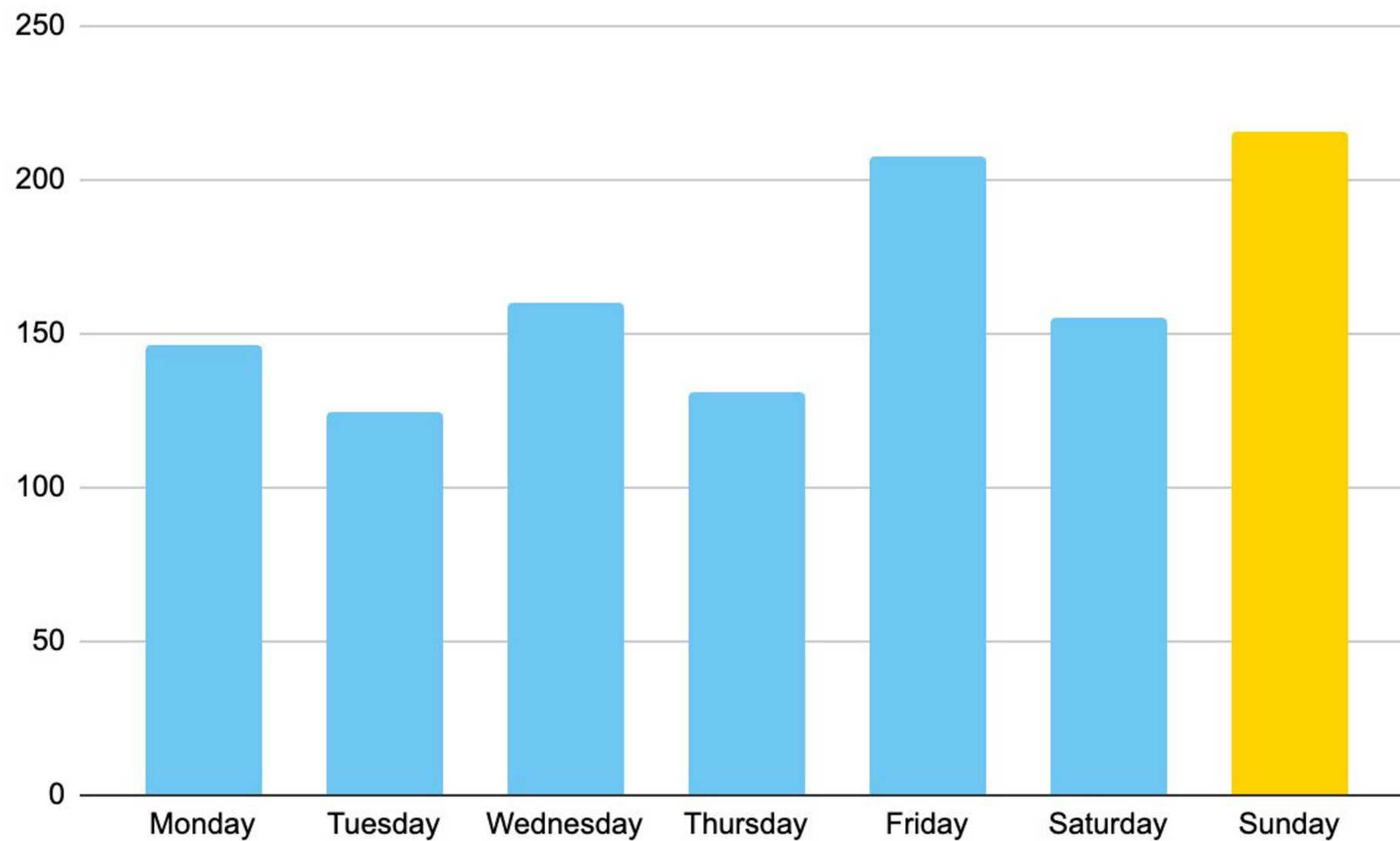


770
Users Messages

IC

IOWA CITY DOWNTOWN DISTRICT
DOWNTOWNIOWACITY.COM

Most popular - Day of the week

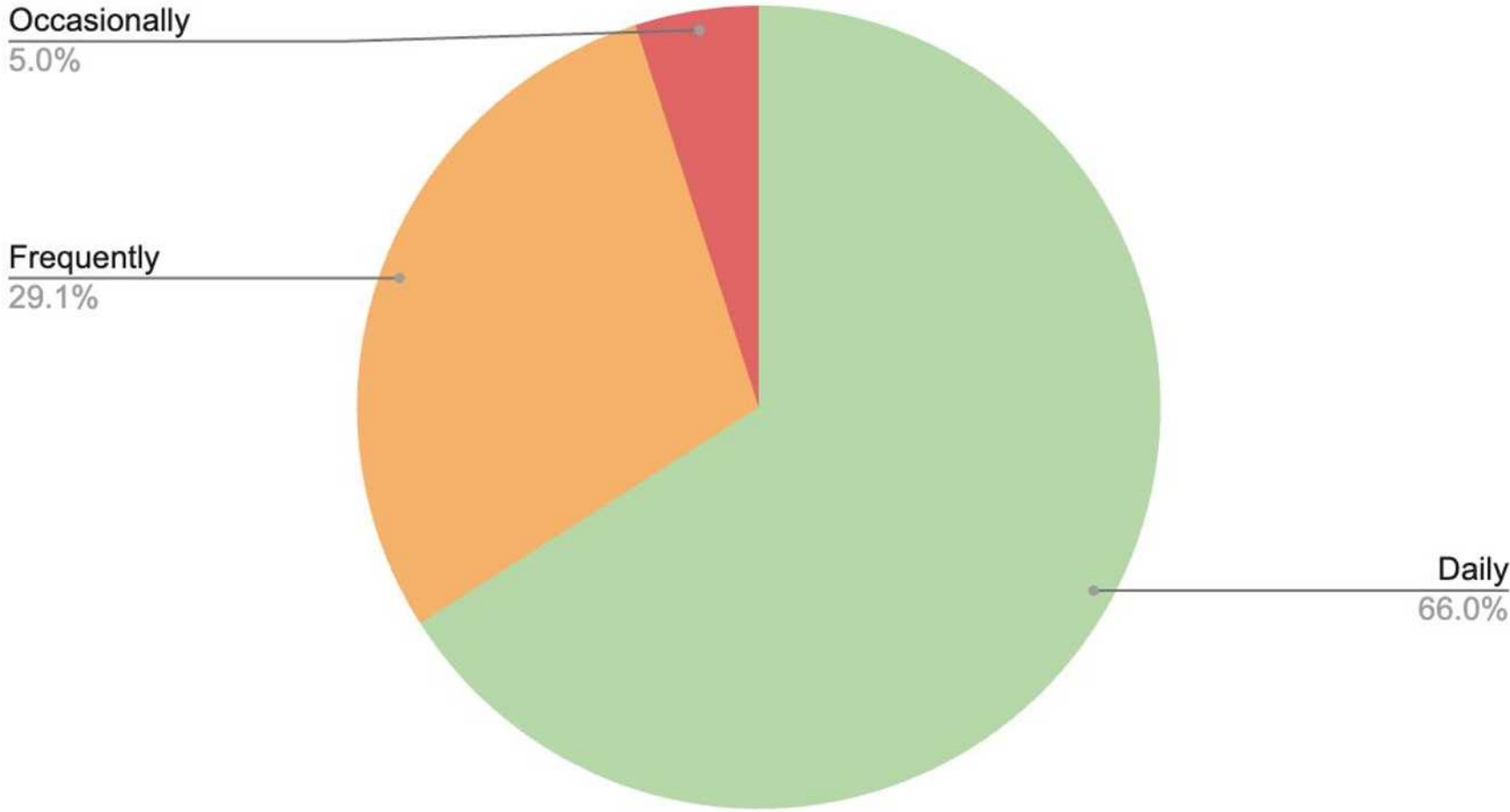


Sunday

Downtown Improvement

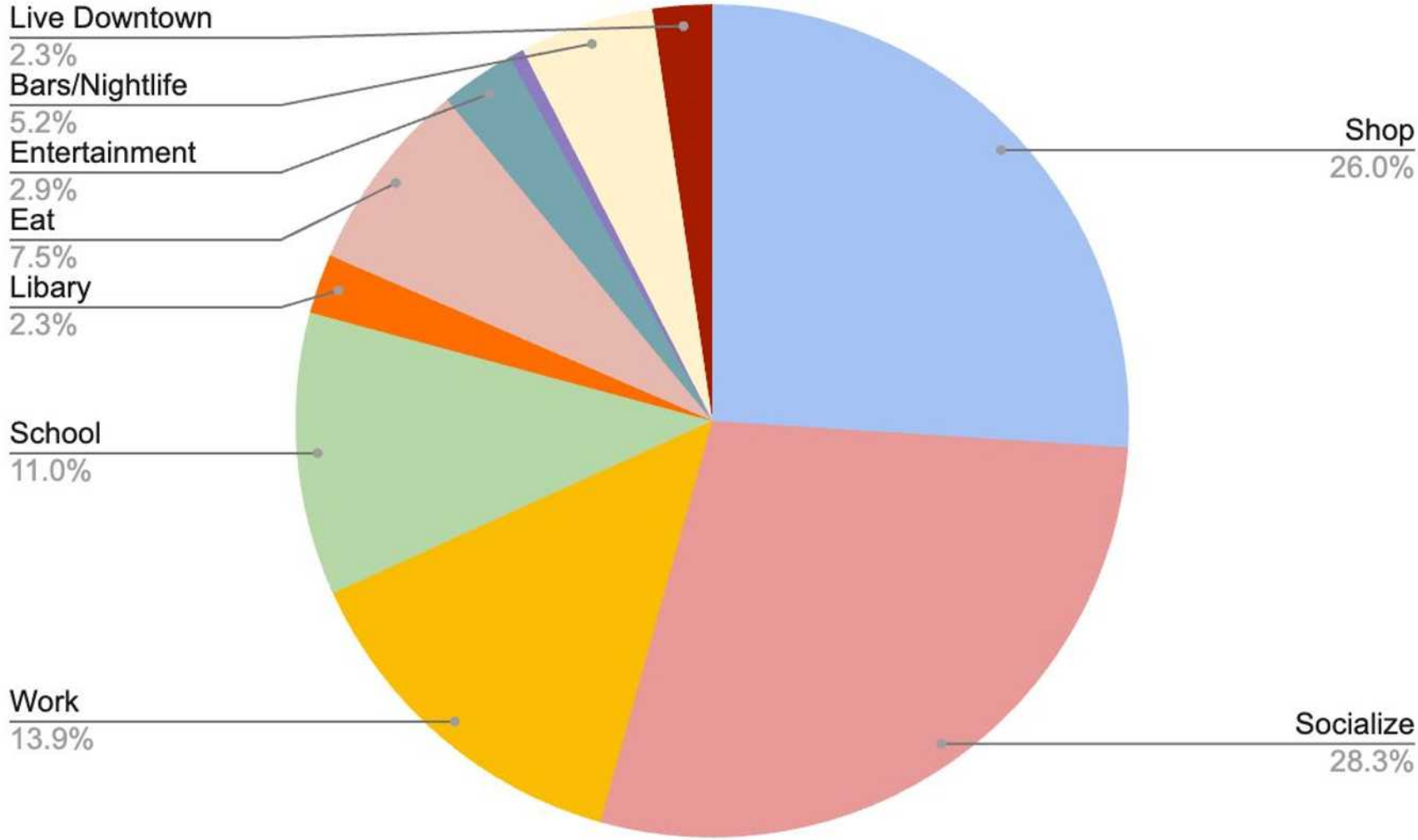
How often do you visit downtown? 📍

151 Responses



Why do you typically visit downtown? 🤔 For example: to shop, socialize or work.

• 110 User responses



Downtown Improvement

What would encourage you to come to downtown more often, or stay longer? 💡 Any ideas, feedback or improvements would be greatly appreciated.

- 69 users responses
- **Themes:**
 - **Green spaces/parks:** 17 mentions
 - **Parking:** 5 mentions
 - **Seating/outdoor seating:** 6 mentions
 - **Children/family-oriented activities:** 3 mentions
 - **Shops/restaurants/food:** 10 mentions
 - **Art and community events:** 6 mentions
 - **Housing:** 3 mentions
 - **Bike lanes:** 1 mention
 - **Study/work spaces:** 4 mentions
 - **Recreation opportunities:** 2 mentions
- **Notable responses:**
 - More green areas like small parks or gardens to sit. something to give birds, squirrels, or pollinators a home in the city!
 - Free music acts
 - Free music acts
 - Please do not cover the beautiful mural!!! It brightens the whole area so much



TEXT 'HELLO 21 S LINN STREET' TO +1-319-346-3443

Find out what is happening with 21 S. Linn St. and share your experiences in the downtown area.

Your feedback will help the City understand what type of building, uses, and benefits are needed to meet the needs and desires of the community.



Business Downtown

Do you work or own a business in downtown? 📁

- 49 User responses
- 76.9% said 'No'

We then asked these users “ On a scale of 1-5, how they you finding this? 😞 ”

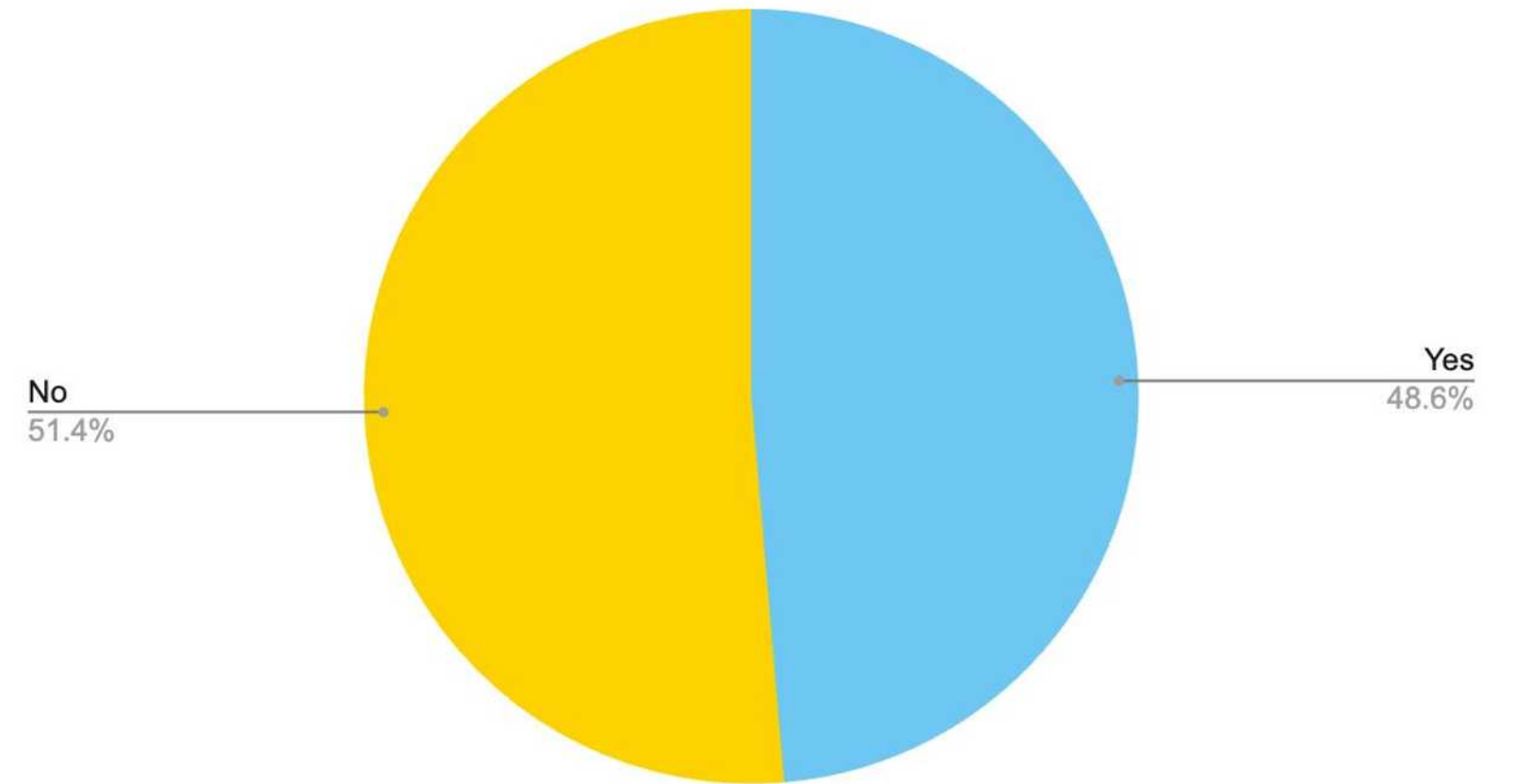
- 8 User responses
- 54.5% said 5
- 27.3% said 4
- 9.1% said 3
- 9.1% said 1

We then asked “Is there a reason you feel this way?”

- There was 9 user responses.
- **Notable responses:**
 - Not particularly, I just enjoy the atmosphere of downtown quite a bit
 - my boss is so great
 - You are giving the opportunity to people to feel heard
 - Welcoming, inclusive, accessible, walkable. Arts & culture
 - It's a lively atmosphere, you can walk everywhere
 - Indifferent
 - Easy to use this

Of the 37 users that don't work or own a business downtown, we asked “Would you ever consider doing this? 😞”

37 User Responses



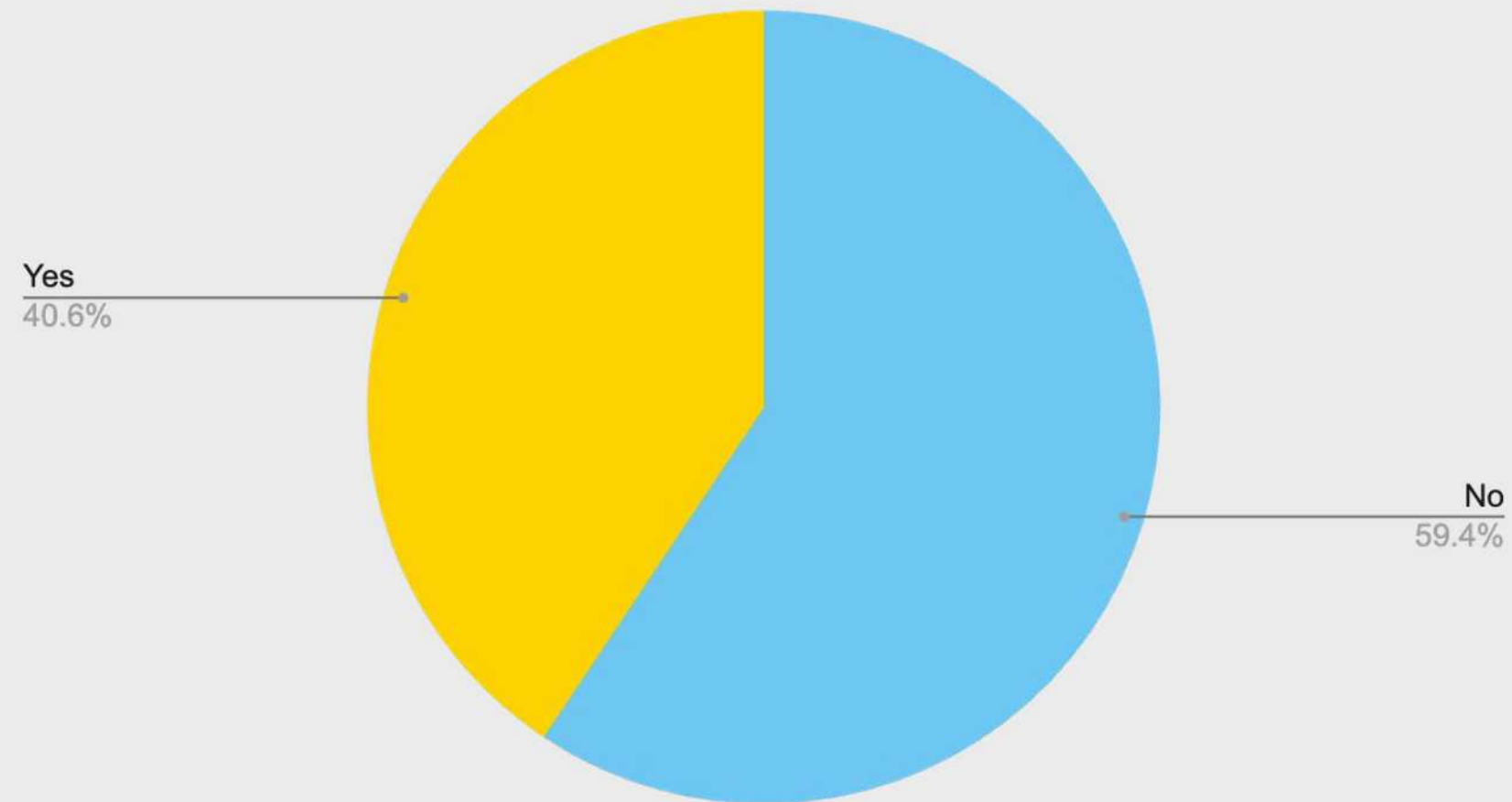
We then asked “Is there a reason you feel this way?”

- There was 14 responses to this question
- **Notable responses:**
 - Two users said 'No'
 - nobody downtown can stay in business
 - I'm too young
 - I tend more towards academia and research with the university
 - In healthcare
 - Not interested
 - I don't want to own a business
 - I'm at an age, I wouldn't consider starting a business of any kind 😊
 - I want a garden on a high rise
 - I am a professional gainfully employed in another part of the city.
 - Retired

Questions

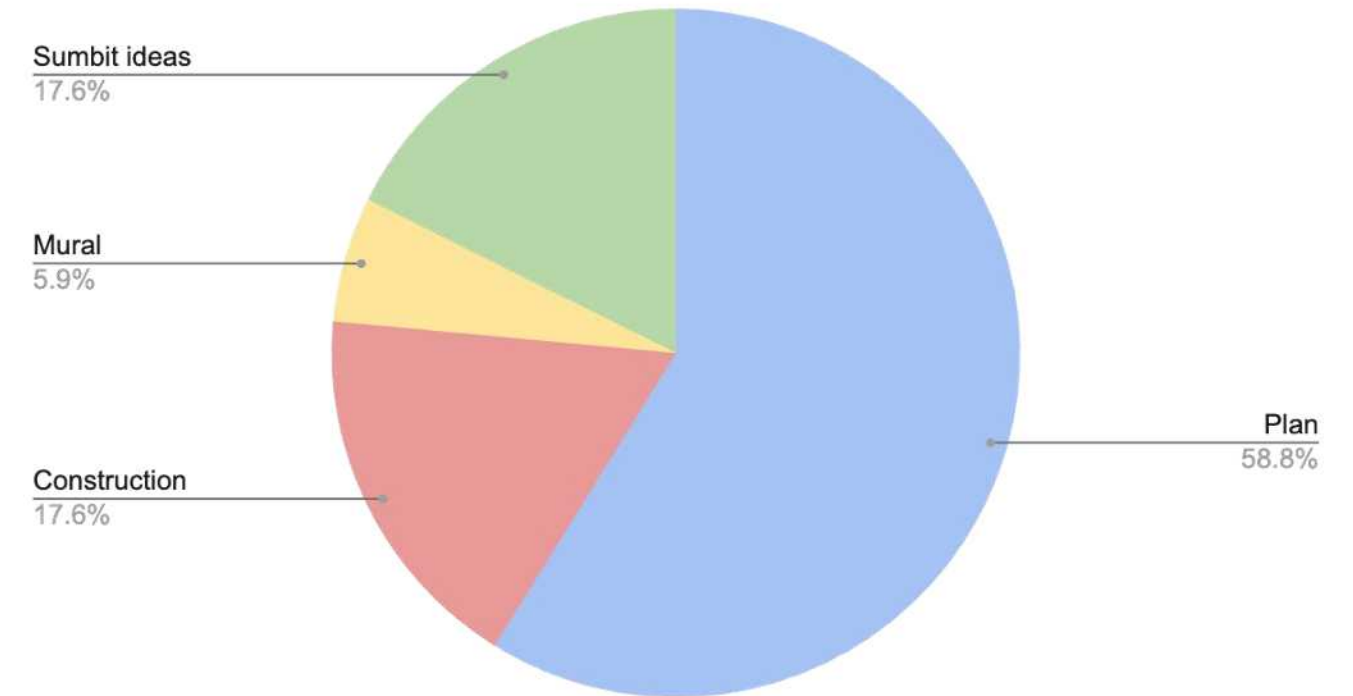
Do you have any questions you need answered about this project?

32 User Responses



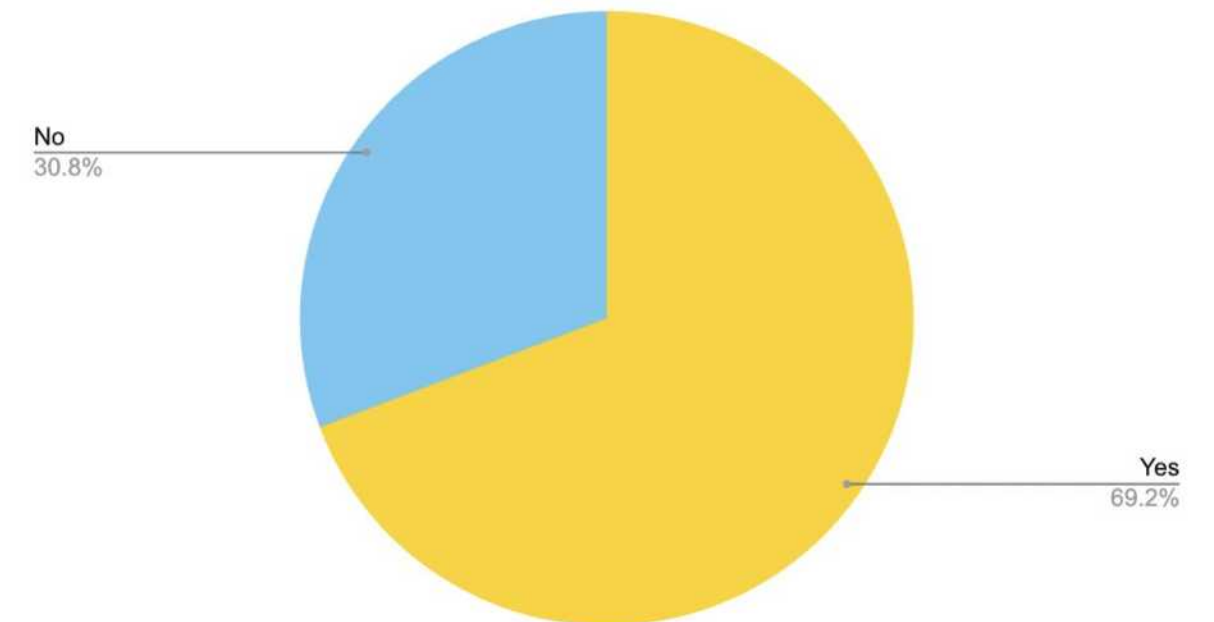
17 users then went on to ask questions.

17 User Questions - Themes



We're nearing the end of our chat, but before we finish up, would you like to stay up to date on this downtown project?

39 User Responses





Thank you

Any questions?
contact@hlp.city
www.hlp.city

HELLO

LAMP POST