

2/19/2020 | 7:00 PM

The meeting of the Community Center Feasibility Task Force was called to order at 7:04 p.m. in the Lower Level Meeting Room, located at 3600 Tremont Road by Chairperson Margie Pizzuti.

MEMBERS PRESENT: Chairperson Margie Pizzuti, Dianne Albrecht, Supen Bowe, Yanitza Brongers-Marrero, Greg Comfort, Wendy Gomez, Linda Moulakis, Brian Perera, Bill Westbrook

MEMBERS ABSENT: Chairperson Nick Lashutka, Kelly Boggs-Lape, Merry Hamilton, Chuck Manofsky, Linda Mauger, Matthew Rule, and Todd Walter

STAFF PRESENT: City Manager Steve Schoeny, Parks & Recreation Director Debbie McLaughlin, Parks Planning & Development Manager Jeff Anderson, Community Affairs Director Emma Speight, and Assistant Deputy City Clerk Sherry Dean

1. Welcome/Opening Remarks

a. Approval of minutes of the January 8, 2020 Minutes

Mr. Perera moved, seconded by Mr. Westbrook, to approve the minutes of the January 8, 2020 Community Center Feasibility Task Force Meeting.

VOTING AYE: Albrecht, Comfort, Bowe, Gomez, Brongers-Marrero, Moulakis, Perera, Pizzuti, Westbrook

VOTING NAY: None

ABSENT: Boggs-Lape, Hamilton, Lashutka, Manofsky, Mauger, Rule, Walter

Motion carried.

b. UA City Council's Charge to the Task Force

Chair Pizzuti asked Members to take a few minutes to look at the charge on the agenda.

1. Review history of previous efforts to develop a community center
2. Review findings of the UA Parks & Recreation Comprehensive Plan
3. Review of our existing facilities and programs including a review of options for the replacement of the existing Senior Center
4. Review possible locations for a community center



5. Review of indoor recreation/community gathering centers outside UA
6. Examine prospective cost scenarios including possible amenities and associated costs; public/private partnerships funding strategies for capital/operating costs;
7. Involve community participation in feasibility study
8. Provide a recommendation to City Council based on feasibility study findings to consider proceeding with Community Center in UA

2. Update on Stakeholder Interview Process

Nan Weir of Williams Architects came forward and presented an update on the community engagement process and data collection (attached hereto and incorporated herein by reference as Exhibit A.) She stated a Similar Provider Analysis on other full service facilities was conducted that compared amenities, program offerings, and pricing analysis.

In response to Ms. Albrecht, Ms. Weir advised in order to be considered “full service” providers must have all three functional areas of group fitness, aquatics, and indoor sports.

3. Update on Stakeholder Focus Group Process

Alyssa Sexton of OHM Advisors came forward and presented an update on the Stakeholder Focus Group Process (attached hereto and incorporated herein by reference as Exhibit B.)

The City Manager advised the intention is to complement not compete with existing service providers that are near the community.

4. Progress on Community Pop Ups and Preparation for Community Meeting

Community Engagement Chair Supen Bowe, Alyssa Sexton of OHM Advisors, and the Community Affairs Director presented on the progress of the Community Pop Ups (attached hereto and incorporated herein by reference as Exhibit C.)

Ms. Bowe advised they are halfway through the schedule, and the feedback received has been overwhelmingly positive. She stated there were some who knew about the CCFTF and some who did not. She said the hesitations and concerns were in regards to price and location, specifically many stated they do not want a tax increase.

Mr. Westbrook said he attended two pop ups and received favorable feedback and approval. He noted most want the facility located at the Macy’s site, but if not at Macy’s, residents are ok with alternative locations.

Ms. Moulakis stated she received very positive feedback. She added the seniors at Cinderella were responsive and very supportive. She advised getting community support is critical, and she feels it is there.

Chair Pizzuti thanked Task Force Members for their participation in the community engagement activities.



Ms. Sexton came forward and provided an overview of the Community Meeting that will take place on February 27 at the UA Senior Center (attached hereto and incorporated herein by reference as Exhibit D.) She advised the community meeting will be open to everyone. She explained they will present a project overview and then break out into small groups for activities.

Ms. Moulakis questioned how they will be connecting with students. Ms. Sexton responded a survey will be going out to Middle and High School students, and Elementary School students will be provided a youth workbook to complete.

5. Review of Draft Community Survey

Nan Weir of Williams Architects came forward and presented a timeline of the Community Surveys (attached hereto and incorporated herein by reference as Exhibit E.) Ms. Weir advised one of the goals of the engagement is to gather data in order to create the Community Survey. She said surveys can be mailed, completed online, or by phone. She added Upper Arlington generally has very high return rates for surveys.

The City Manager conveyed the survey will have a space for people to write in their concerns. This will help them understand what concerns residents have so they can be addressed.

6. Review of 2020 Task Force Meeting Dates

Ms. Weir reviewed the future Task Force meeting dates (attached hereto and incorporated herein by reference as Exhibit F.) She noted the next CCFTF meeting will take place on April 8th.

Chair Pizzuti advised the last scheduled meeting is in August. At that time, they should have a good idea of how many more meetings the Task Force will need. She noted Phase II is scheduled to begin in June and end in November. She thanked Task Force members for graciously volunteering their time.

7. Public Comment

In response to Chair Pizzuti's invitation to speak, there were no questions or comments from the public.

* * *

There being no further business before the Community Center Feasibility Task Force, the meeting was adjourned at 8:06 p.m.



Chairperson

Chairperson

ATTEST: _____
City Clerk





City of **Upper
Arlington**[®]

Community Center Feasibility Study

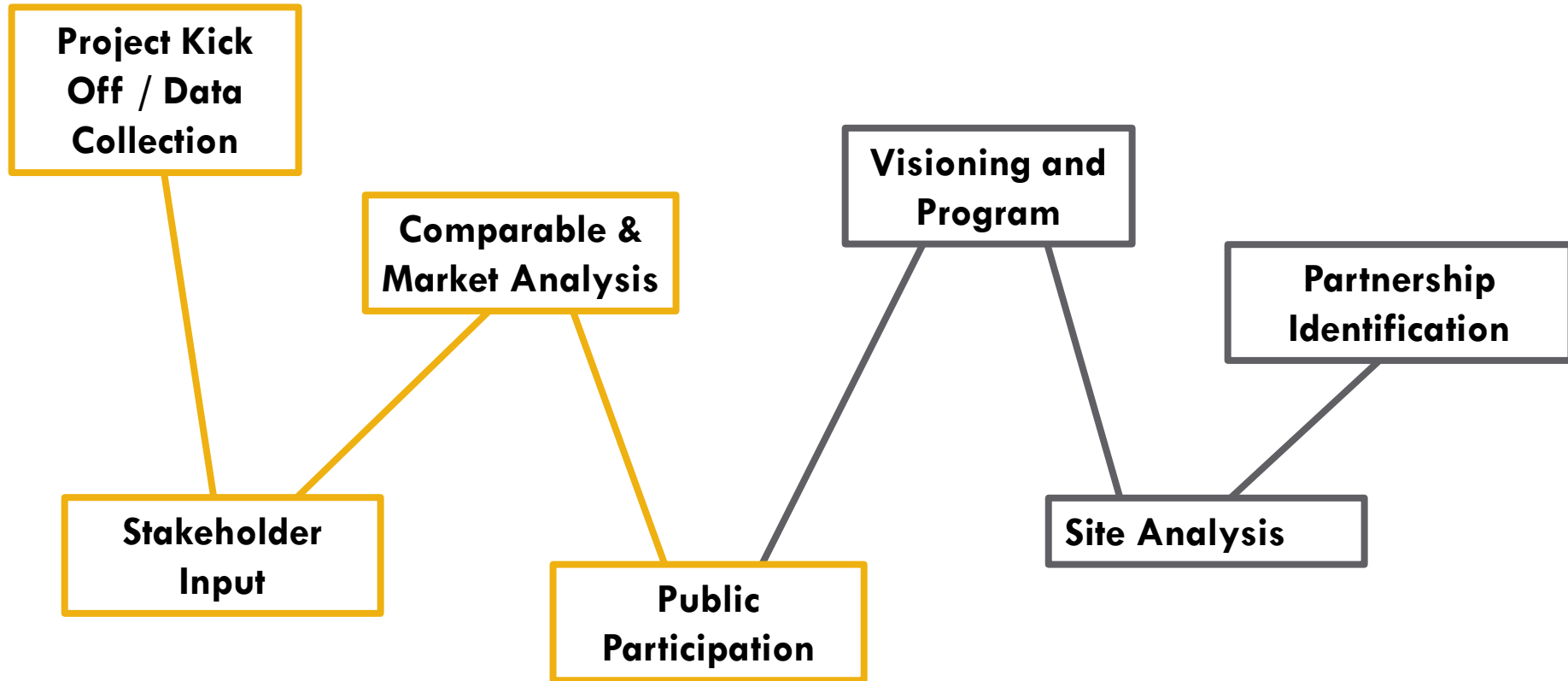
Task Force Presentation

19 February 2020

Task Force Meeting Agenda

- Welcome / Opening Remarks
- Update on Stakeholder Interviews
- Update on Stakeholder Focus Groups
- Progress on Community Pop-Ups
- Preparation for Community Meeting
- Review of Draft Community Survey
- Review 2020 Task Force Meeting Dates
- Other Items

Project Scope – Step 1





Similar Provider Analysis



City of Upper
Arlington®

Similar Provider Analysis – Full Service

FULL SERVICE PROVIDERS:

- Dublin Community Center
- LA Fitness
- Life Time Fitness
- McConnell Heart Health Center
- Ohio State Health & Fitness Center
- Premier at Sawmill Athletic Club
- Westerville Community Center
- Worthington Community Center
- YMCA – Hilltop, North Ward
- YMCA - Gahanna, Grove City, Hairston, Liberty
- YMCA – Garver Reynoldsburg



Similar Provider Analysis – Limited Service

LIMITED SERVICE PROVIDERS:

- Private Gym
- Yoga Studio
- Community Center
- Group Fitness Studio
- Crossfit
- Boxing/Kickboxing/MMA
- Dance/Barre Studio
- Specialty Fitness
- Pilates Studio
- Indoor Sport Court Facilities
- Indoor Aquatic Facilities



Provider Amenities

Recreation Provider Amenities	Fitness Center	Group Fitness Classes	Indoor Lap Swim Lanes	Indoor Leisure Pool	Indoor Water Slides	Indoor Water Play Features	Indoor Diving Boards	Indoor Basketball Courts	Indoor Walking Track	Senior Center
Aquatic Adventures			6							
Columbus P&R	X	X	6				X	X	X	X
Dublin Recreation Center	X	X	10	X	X	X	X	X	X	X
LA Fitness	X	X	3					X		
Life Time Fitness (Dublin & Easton)	X	X	5	X	X			X		
McConnell Heart Health Center	X	X	4					X	X	
Premier at Sawmill Athletic Club	X	X	6							
Ohio State Health & Fitness Center	X	X	3							
Westerville Community Center	X	X	8	X	X	X	X	X	X	X
Worthington Community Center	X	X	4	X	X	X		X	X	
YMCA- Gahanna	X	X	6	X	X			X	X	
YMCA- Garver	X	X	5					X	X	
YMCA- Grove City	X	X	4	X	X			X	X	
YMCA- Hairston	X	X	6					X		
YMCA- Hilliard	X	X	5	X	X			X	X	
YMCA- Hilltop	X	X	4					X		
YMCA- Liberty Township	X	X	6	X	X			X	X	
YMCA-North	X	X	6					X		
YMCA- Reynoldsburg	X	X	4					X	X	
YMCA- Ward Family	X	X	4					X		

Similar Pricing Analysis

Analysis Including:

- Court pricing
- Activity Pricing
- Aquatic Pricing
- Senior Activities & Senior Center



Service Provider Findings

INDOOR RECREATION PROVIDERS

22 Direct Similar Provider Locations within the service area

116 additional indirect fitness providers within the service area

26 facilities that offer indoor sport courts to the general public

20 facilities that offer indoor lap swimming

8 facilities that offer a leisure pool

INDOOR RECREATION DEFICIENCIES

Only 3 facilities have either indoor diving boards or water play features

Only 2 facilities offer both diving boards and water play features

AVERAGE FULL SERVICE MEMBERSHIP PRICING

Average Single Monthly Membership Rate for residents is \$49/ Month

Average Joint Monthly Membership Rate for residents is \$78/ Month

Average Family Monthly Membership Rate for residents is \$106/ Month



Stakeholder Interviews



City of Upper
Arlington[®]

Key Stakeholder Interviews

37 Stakeholders

Over 30 hours of input gathered

From 16 Different Organizations



Emerging Themes

- Most of the Key Stakeholders have used the facilities and programs as visitors and participants.
- Many agree that the staff expertise and distribution of parks are the greatest strengths which has enabled the system to provide high-quality services and equity in access.
- A significant number of existing programs can transition to the potential community center and new recreational trends, if developed.
- A new community center should have a balance of programming spaces and passive recreation spaces that members/visitors can use at their leisure.
- The most critical element of getting a new community center built that needs to be addressed is the funding strategy.
- All Key Stakeholders believe that the health and wellness industry is one of the key partnerships that should be explored as part of development and operations of a new community center.

Potential Partnerships

Potential Partnerships to Explore	
Upper Arlington Commission on Aging	Ohio Health
Community Center Task Force Members	Nationwide Children's Hospital
Mount Carmel	Orthopedic One
Silver Sneakers / AARP	The Ohio State University
Upper Arlington Youth Sport Leagues	YMCA of Central Ohio
Upper Arlington City Schools	Upper Arlington Public Library
Kroger, Whole Foods, Giant Eagle	Upper Arlington Community Foundation
Syntero & mental health services	McConnell Heart Health Center
Childcare providers	Upper Arlington Civic Organizations
Transportation providers	



Stakeholder Focus Groups



City of Upper
Arlington®

Stakeholder Focus Groups



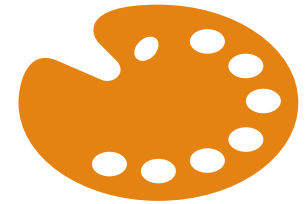
Recreation



**Community
Groups**



**Lifelong
Learning**



**Arts and
Culture**



Seniors



**Business
Community**



Active Sports

Focus Groups - Brainstorming Questions

- Would your organization benefit from having access to a community center (Yes or No)? If yes, how would it be a benefit? If no, how would it be a disadvantage?
- What should be included in a community center?
- What current challenges do you have in finding space for programming and events?
- What would be the most critical elements for the task force or City to address related to a community center?

UA COMMUNITY CENTER FEASIBILITY STUDY
STAKEHOLDER FOCUS GROU
Participant Worksheet

Project Overview
As a result of resident feedback, a key recommendation in the 2018 Parks & Recreation Comprehensive Plan was for the City to revisit the issue of inadequate indoor community gathering space. Most notably, the findings of a statistically valid survey indicated that 81% of respondents supported a feasibility study on a multi-generational indoor recreation facility.

The Community Center Feasibility Task Force (CCFTF)—which is comprised of 16 residents—was formed by Upper Arlington City Council in July of 2019 to explore the feasibility of a community center. Key is charged with determining if the Upper Arlington community wants and needs a community center, key questions to be explored in the first phase of the study will focus on determining the types of facilities and want and need a facility, a second phase of the study will focus on determining the types of facilities and programming that should be in a community center, possible locations, as well as funding strategies.

Why are you here today?
As part of the exploration into whether a community center is desired and needed and what a community center may include, the consultant team is facilitating stakeholder focus groups to discuss some of these issues. These stakeholder focus groups are part of a larger engagement process that include representation at community events, public meetings, and a survey, among other activities.

Please, take some time to respond to the following questions. Then, we'll discuss as a group.

1. Would your organization benefit from having access to a community center? Yes No
If yes, how would it be a benefit? If no, how would it be a disadvantage?

2. What should be included in a community center?

Additional questions →

What did we hear? – Accessibility

- High accessibility, multi-modal
- Preference for central location
- Desire for central gathering space within the City as well as a central point to connect and share information



What did we hear? – Accommodate many Users

- Accommodate all residents including different ages groups and interests
- Need for flexible, affordable meeting spaces with technology and amenities (e.g. food service).
- Need for facilities to be inclusive and have universal design



What did we hear? – Complementary

- Preference for not consuming existing green or open space
- Programming should not duplicate, but instead support, existing offerings by local businesses and public organizations
- Explore creative funding options and partnerships that will lessen the burden on the community



What did we hear? – Need for Facilities

- STRONG need for a place that allows middle school and high school students to gather informally
- Active sports groups feel there is inadequate space in the community to serve existing and projected youth sports
- Lack of adequate access to use existing facilities, such as in the schools. user groups
- Existing “flight” out of UA for meeting/activity space. Many participants are members at other community centers within the region

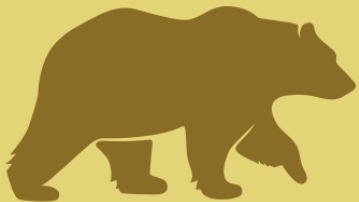
Setting the Direction

- Focus group participants were highly supportive of a community center
- Location and funding were top issues of concern
- A facility that is multi-purpose and flexible to accommodate different user groups
- Accessibility within and to the facility is important





Community Pop-Ups



City of Upper
Arlington[®]

Pop-Ups



COMMUNITY POP UPS - Find Us At These Events

<i>Friday, January 31</i>	6-8:30 pm	UA Boys Basketball, UA High School
<i>Friday, February 7</i>	6-8:30 pm	UA Girls Basketball, UA High School
<i>Saturday, Feb 8</i>	10 am-1 pm	Volunteer UA Expo, Tremont Library
<i>Sunday, Feb 9</i>	2-4 pm	Elementary Schools Concourse Gallery Reception 3600 Tremont Road
<i>Sunday, Feb 16</i>	2-4 pm	Tremont Library Lobby
<i>Wednesday, Feb 19</i>	4:30 pm	"UA Stage" Dinner & Production of Cinderella UA High School (seniors event, reservations required)
<i>Friday, Feb 21</i>	6-8 pm	Giant Eagle Market District, Kingsdale
<i>Saturday, Feb 22</i>	1:30-2:30 pm	Cinderella, UA High School (pre-show activity)
<i>Thursday, Feb 27</i>	10 am-Noon	UA Senior Center
<i>Friday, March 6</i>	6:30 pm	Frozen, Hastings Middle School (pre-show activity)
<i>Sunday, March 8</i>	2-4 pm	Middle Schools Concourse Gallery Reception 3600 Tremont Road



**City of Upper
Arlington**
614-583-5030
upperarlingtonoh.gov



Community Meeting



City of Upper
Arlington[®]

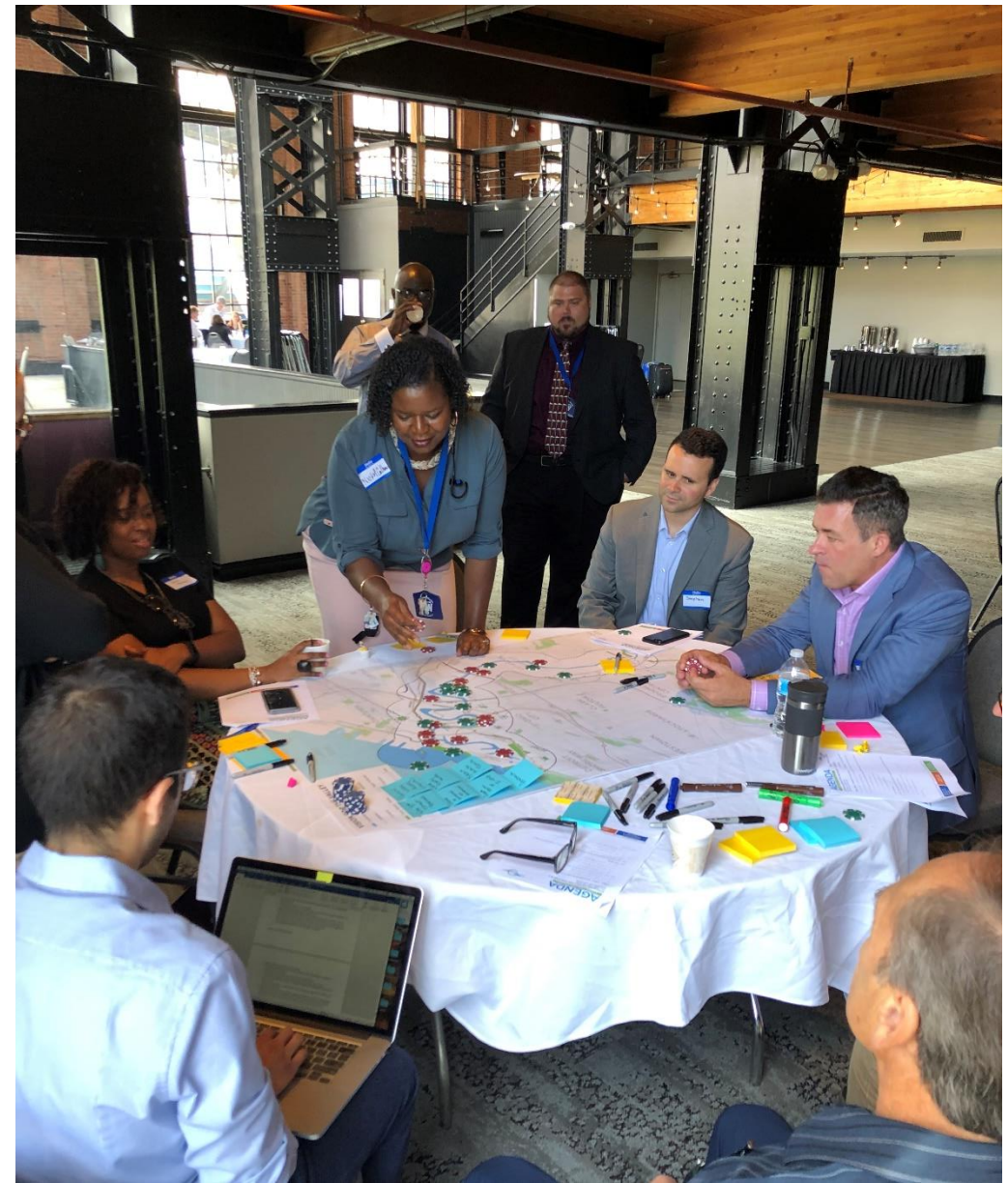
Community Meeting

- **Where:** UA Senior Center
- **When:** Thursday, February 27 from 6-8 PM
- **Meeting Format:** Presentation followed by small group activities
- **Attendees:** Open to everyone!



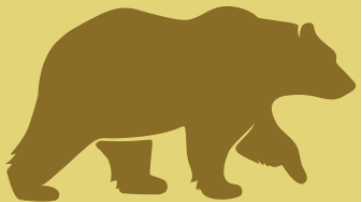
Meeting Agenda

- Welcome and Introductions (5 min.)
- Project Overview (15 min.)
- What is a community center? (5 min.)
- Small Group Activities
 - Issues & Opportunities (45 min.)
 - Level of Support Card (10 min.)
- Meet the Taskforce and Q&A – Open House Format (30 min.)





Community Survey



City of Upper
Arlington®

Community Survey

- **Community Survey (Statistically Valid):** Feb. 24 – Mar. 27
- **Community Survey (Online):** Mar. 9 – 27
- **Community Survey (High School / Middle School Youth):** March
- **Youth Workbook (Elementary School Youth):** March



Future Meeting Dates



City of *Upper*
Arlington[®]

Upcoming Schedule

Work Group 2	<i>January 8</i>
Comparable & Market Analysis	January 20-24
Stakeholder Interviews	January 20-31
Pop-Ups	January 27 – March 8
Focus Groups	February 5-6
Work Group 3/Task Force 3	February 18 / 19
Youth Engagement	<i>February/March (Online)</i>
Community Meeting 1	February 27
Community Survey (Statistically Valid)	February 24 - March 27
Community Survey (Online)	March 9 – March 27
Visioning & Programming 1 / Work Group 4 / Task Group 4	April 8

Upcoming Schedule

Visioning and Program Development

April 8 - 24

Site Evaluation & Partnership Identification

April 13 - 24

Work Group 5 / Task Force 5

May 6

Community Meeting 2

May 13

Draft Phase 1 Report

May 14 – June 3

Work Group 6/ Task Force 6

June 3

Report Revisions

June 4 – June 15

City Council Presentation of Phase I Report / Results

June 15 (tentative)

Work Group / Task Force

July 22 (tentative)

Work Group / Task Force

August 26 (tentative)



City of Upper
Arlington®

Community Center Feasibility Study

Task Force Presentation

19 February 2020

May 6, 2020

Survey Findings Presentation

Community Center Feasibility Task Force





Timeline of Survey

March 6 – Launch of statistically valid survey

March 26 – 400 responses received (reaching target goal)
survey extended

April 10 – 632 responses, survey closed

Notes:

- 58% of responses received March 17-26, as COVID-19 Stay at Home orders enacted
- 37% received March 27-April 10
- Findings are very similar when comparing responses received by March 26 to those received after March 27



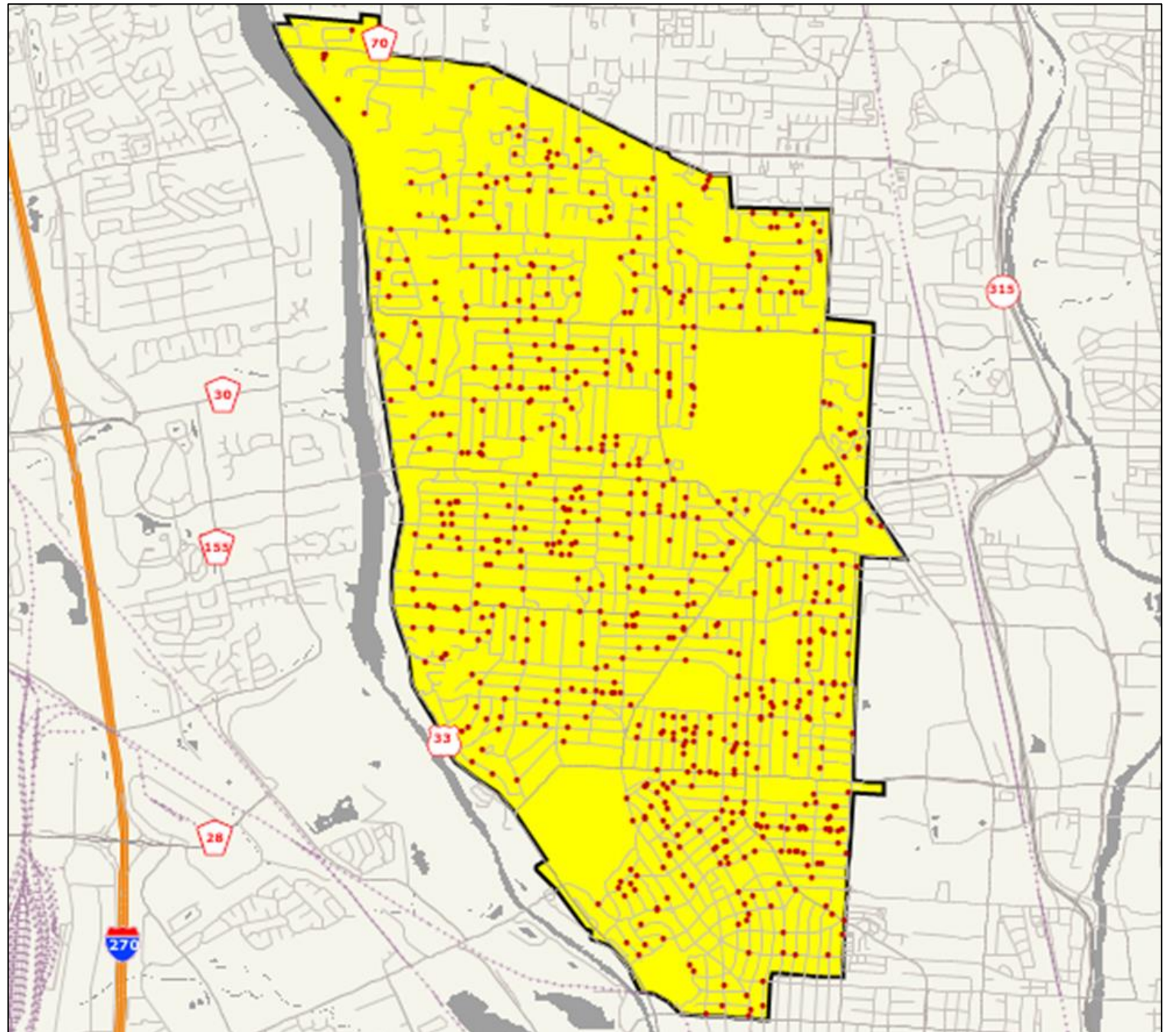
Methodology

- Scientific and defensible method to understand community needs
- Administered by mail/web
- Developed in partnership with the Task Force
- Methodology allows high return rate
- Total of 632 completed surveys (goal 400)
- 95% level of confidence with a margin of error of +/- 3.9%
- Demographically and geographically balanced
- Input from users and non users of the parks and recreation system



Geographic Representation

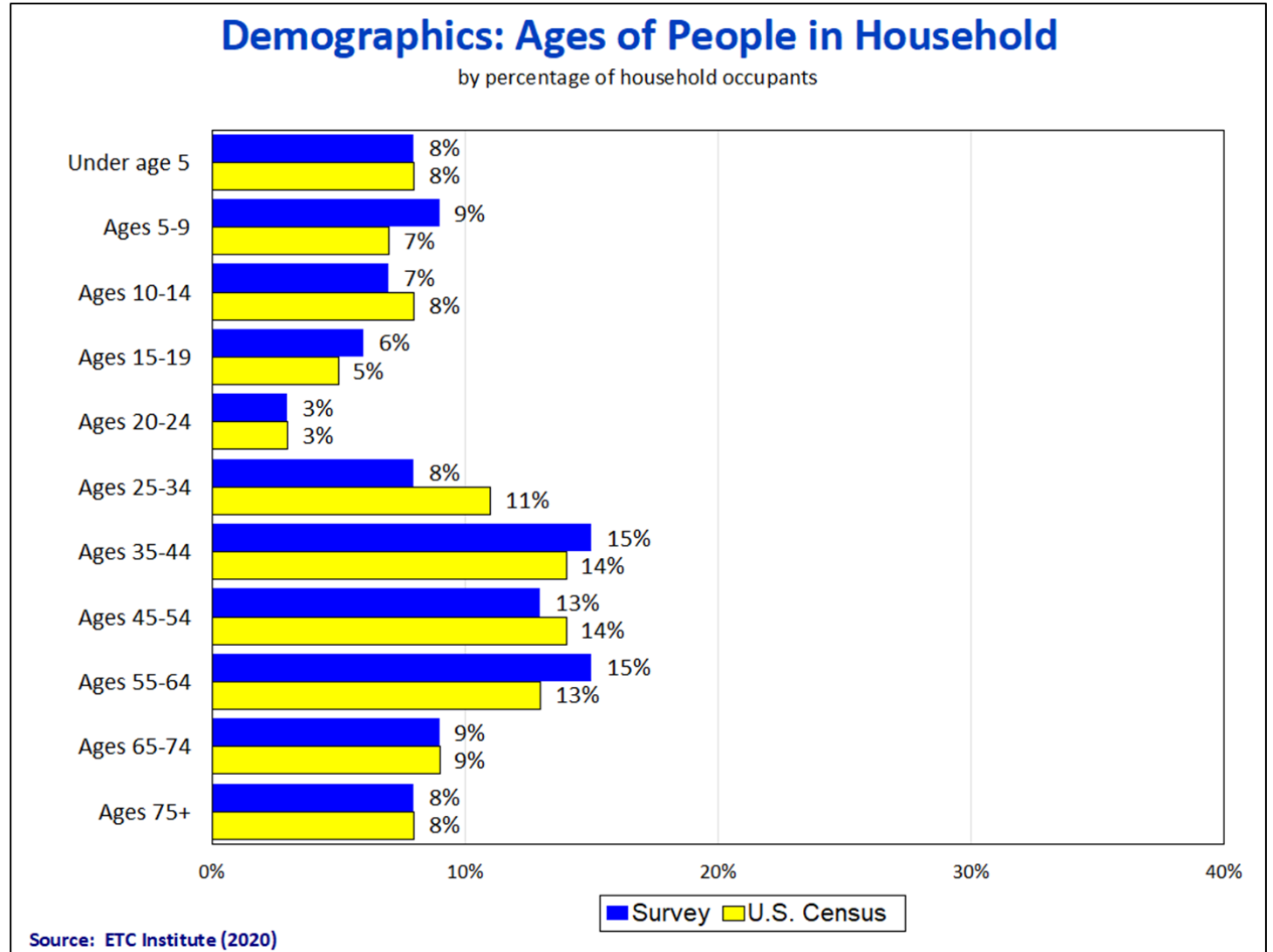
Responses reflect balanced distribution across Upper Arlington, enhancing statistical validity of survey results





Demographic Comparison

Respondent demographics reflect community demographics, therefore survey results are reflective of community sentiment as a whole





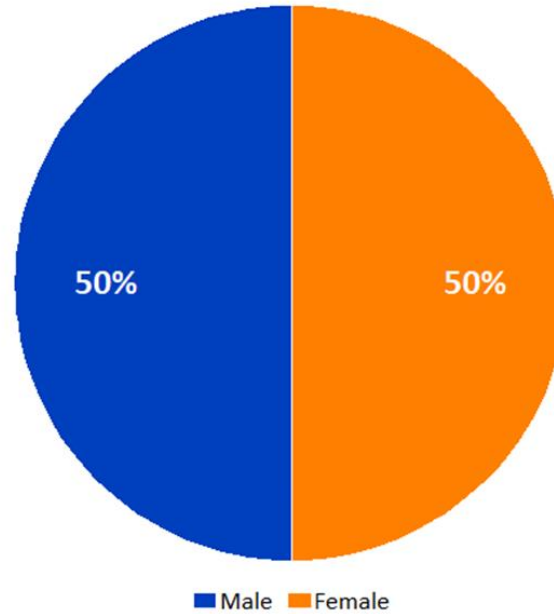
Gender Comparison

Gender responses reflective of community

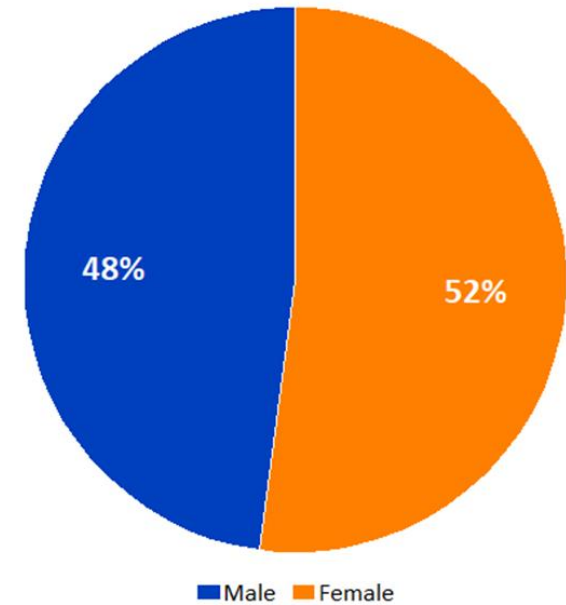
Demographics: Gender

by percentage of respondents

Survey



U.S. Census



Source: ETC Institute (2020)



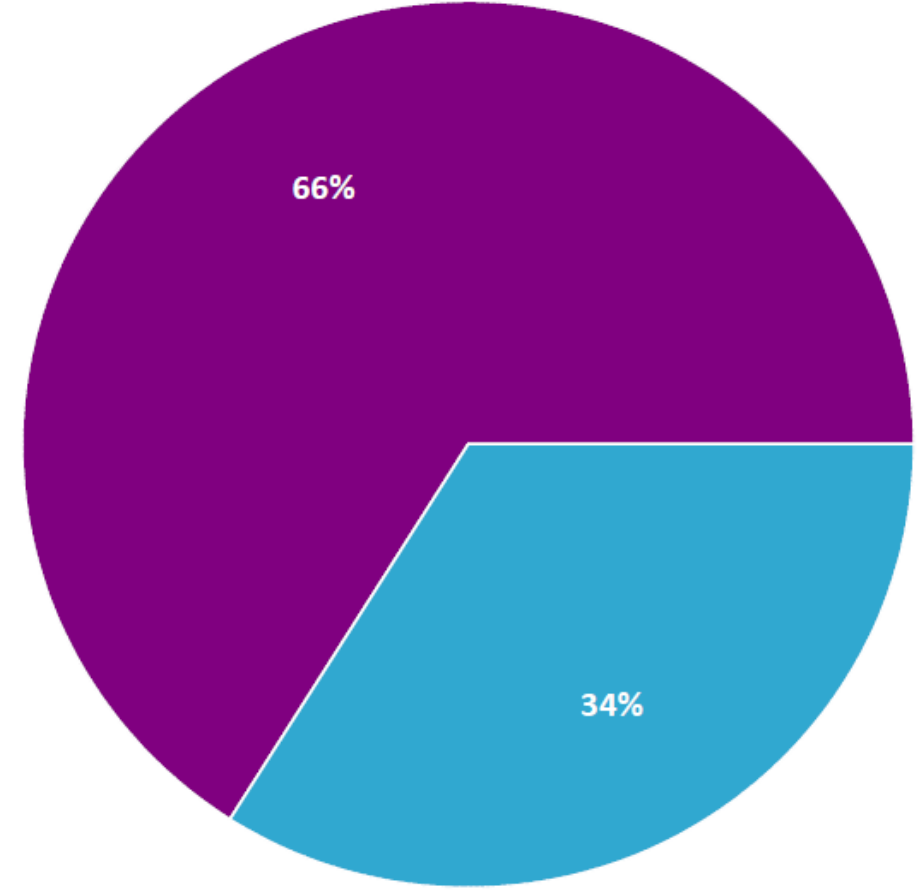
Current Use of Indoor Recreation Facilities

YES response demographics:

- 74% - households with children under 10 yrs.
- 69% - households with children 10-19 yrs.

Q1. Are you or other members of your household currently using any INDOOR recreation, sports, fitness, meeting space or aquatic facilities?

by percentage of respondents



Source: ETC Institute (2020)

■ Yes ■ No

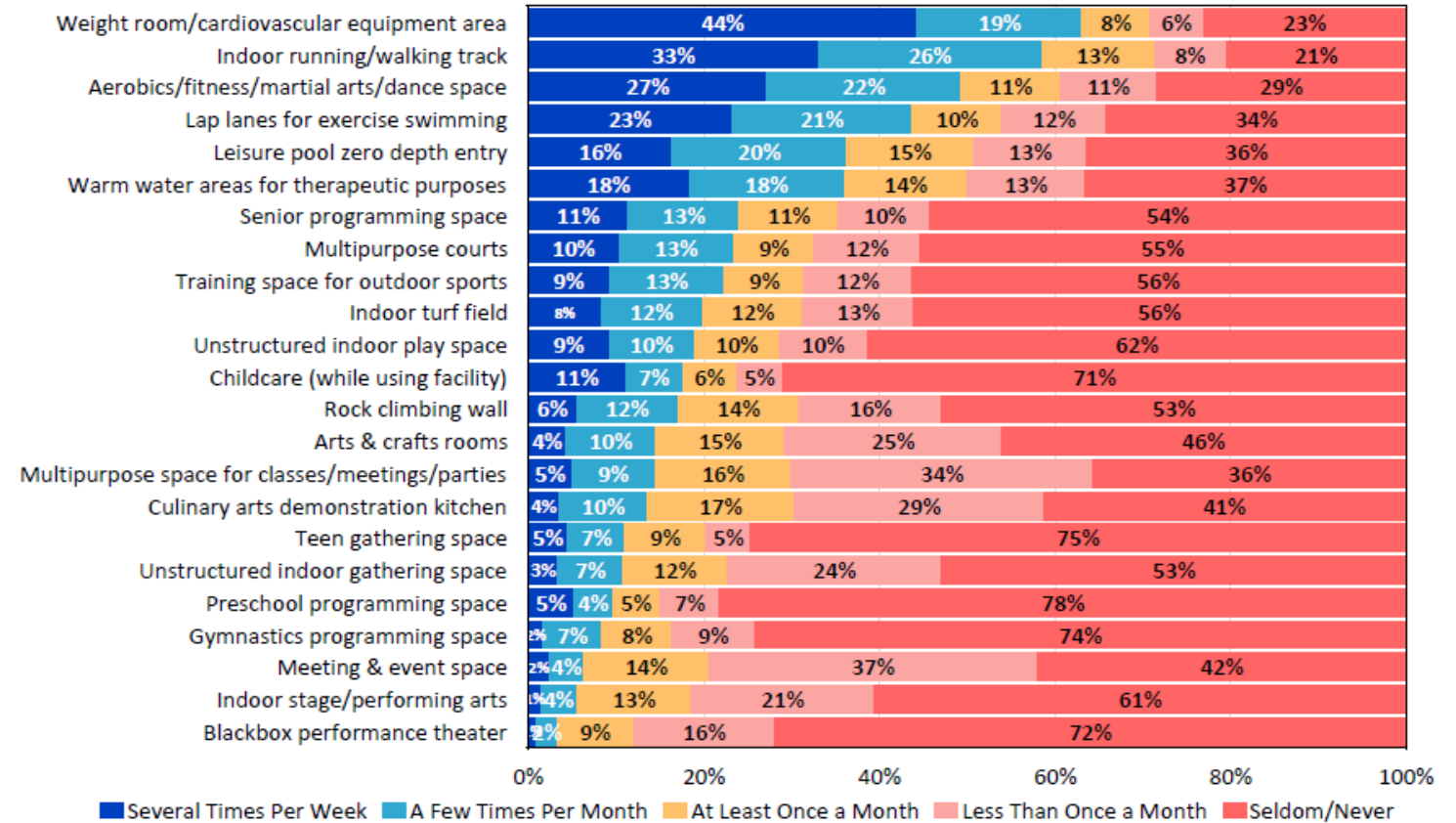


Top Features households would use

1. Weight room/cardio
2. Indoor walk/run track
3. Aerobics/fitness/martial arts/dance
4. Lap lanes
5. Leisure pool – zero depth entry

Q2. The City is considering developing a new multigenerational community center. Listed below are potential features that could be incorporated into the design of a multigenerational community center. For each one, please indicate approximately how often you and members of your household would use each of these features.

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

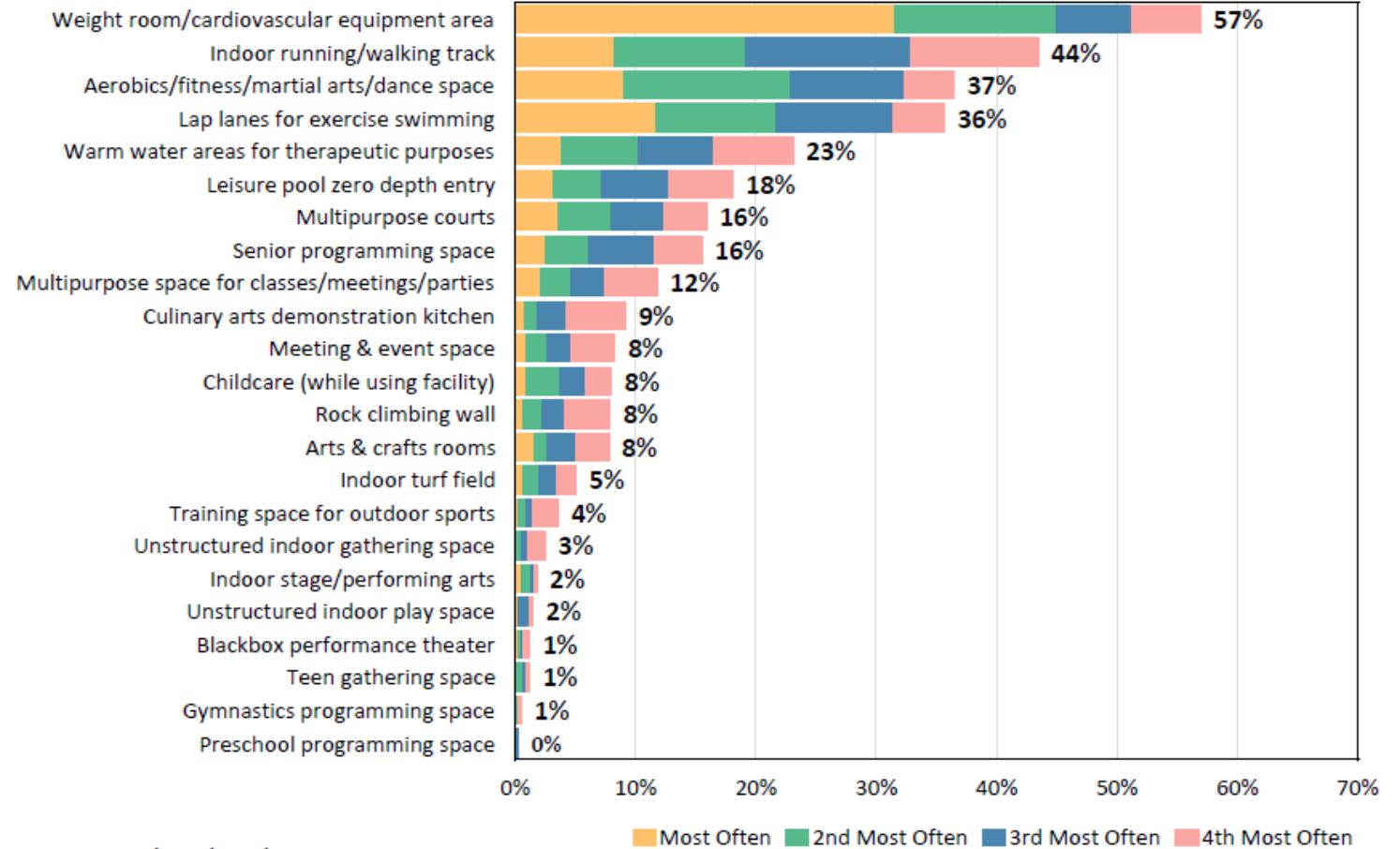


Top Features Adults Would Use

1. Weight room/cardio
2. Indoor walk/run track
3. Aerobics/fitness/martial arts/dance
4. Lap lanes
5. Warm water areas for therapeutic purposes

Q3. Which FOUR of the features listed in Question 2 would ADULTS in your household age 19 or older use MOST OFTEN if they were included in a new multigenerational community center?

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

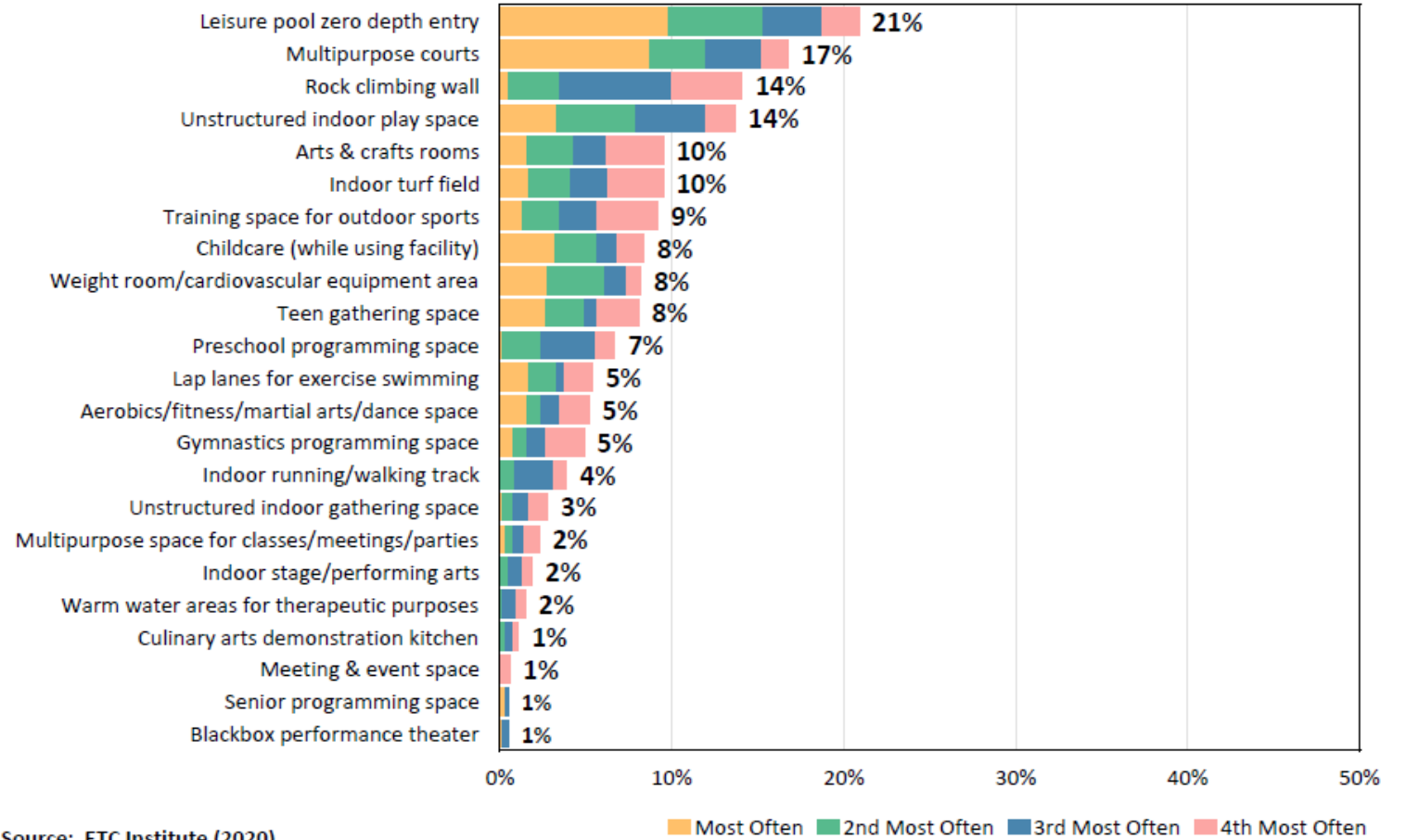


Top Features Youth Would Use

1. Leisure pool – zero depth entry
2. Multi-purpose courts
3. Rock climbing wall
4. Unstructured indoor play space
5. Arts & crafts rooms

Q4. Which FOUR of the features listed in Question 2 would YOUTH in your household age 18 or younger use MOST OFTEN if they were included in a new multigenerational community center?

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2020)

Most Often 2nd Most Often 3rd Most Often 4th Most Often

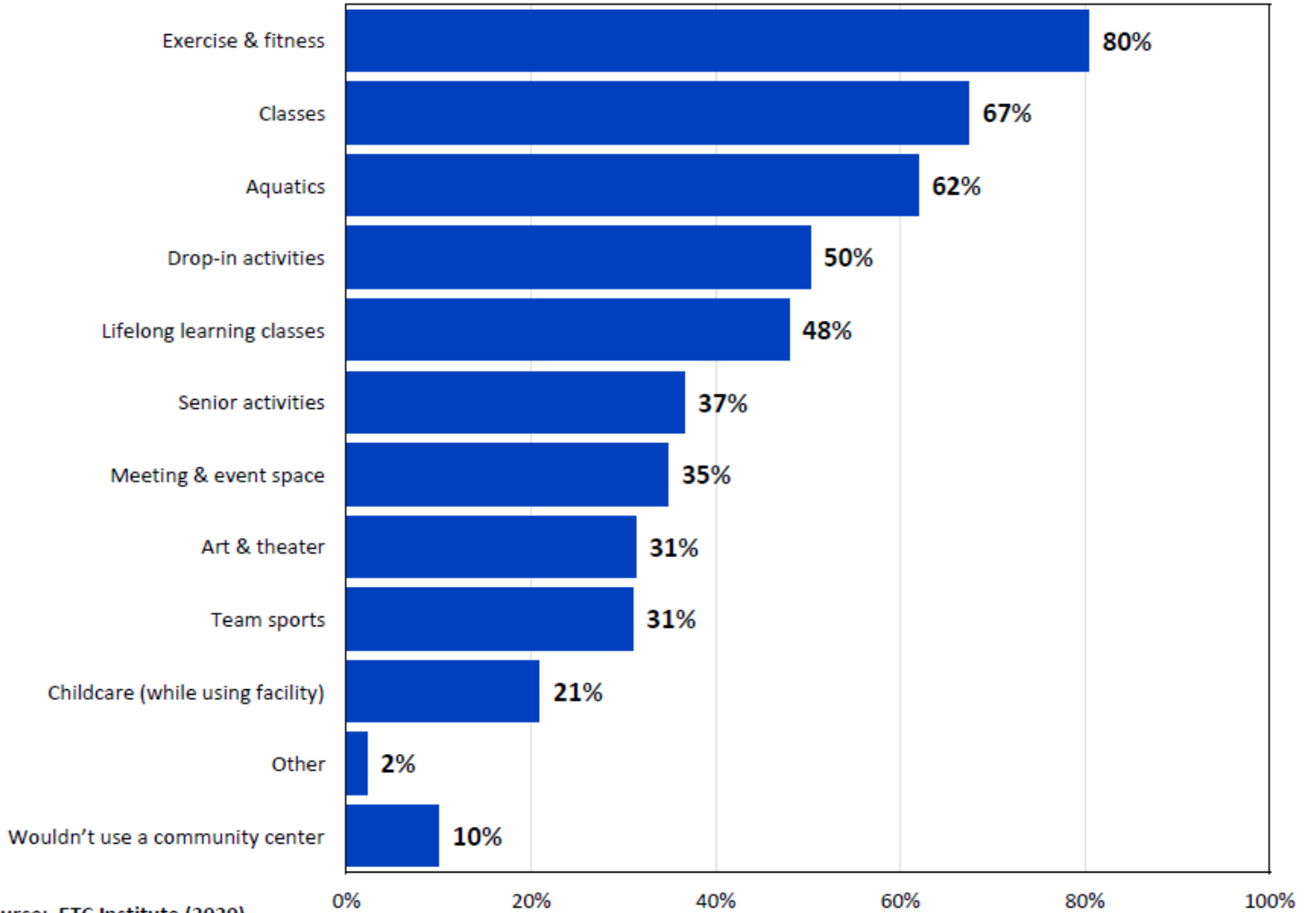


Top Activities Households Would Use

1. Exercise & fitness (80%)
2. Classes (67%)
3. Aquatics (62%)
4. Drop-in activities (50%)
5. Lifelong learning classes (48%)

Q5. All activities your household would use at a community center

by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

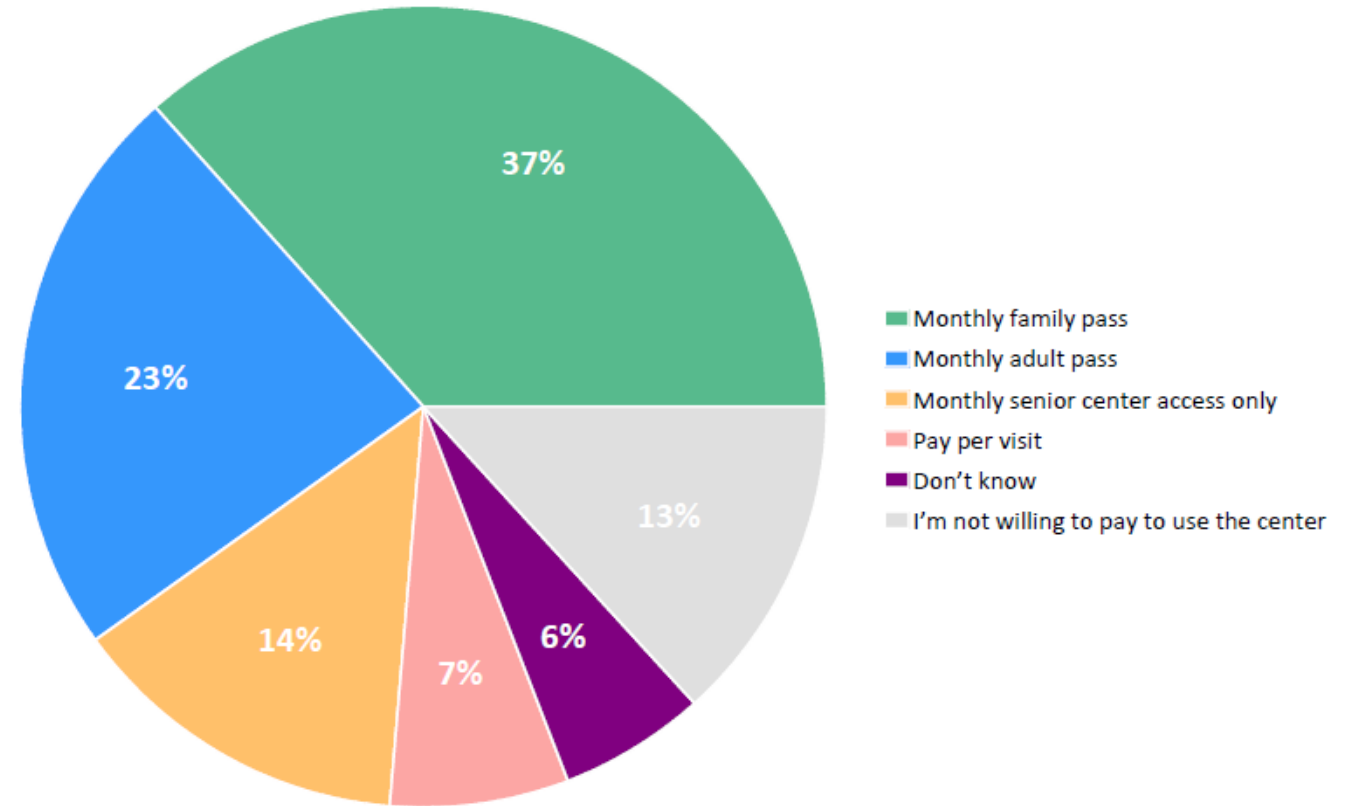


Top Preferred User Fees

1. Monthly family pass (37%)
2. Monthly adult pass (23%)
3. Monthly senior center access only (14%)

Q6. Much of the cost of operating a new multigenerational community center would need to be covered by user fees. Knowing this, which ONE of the following would be your preferred way of paying to use a multigenerational community center if it had the features you most prefer?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

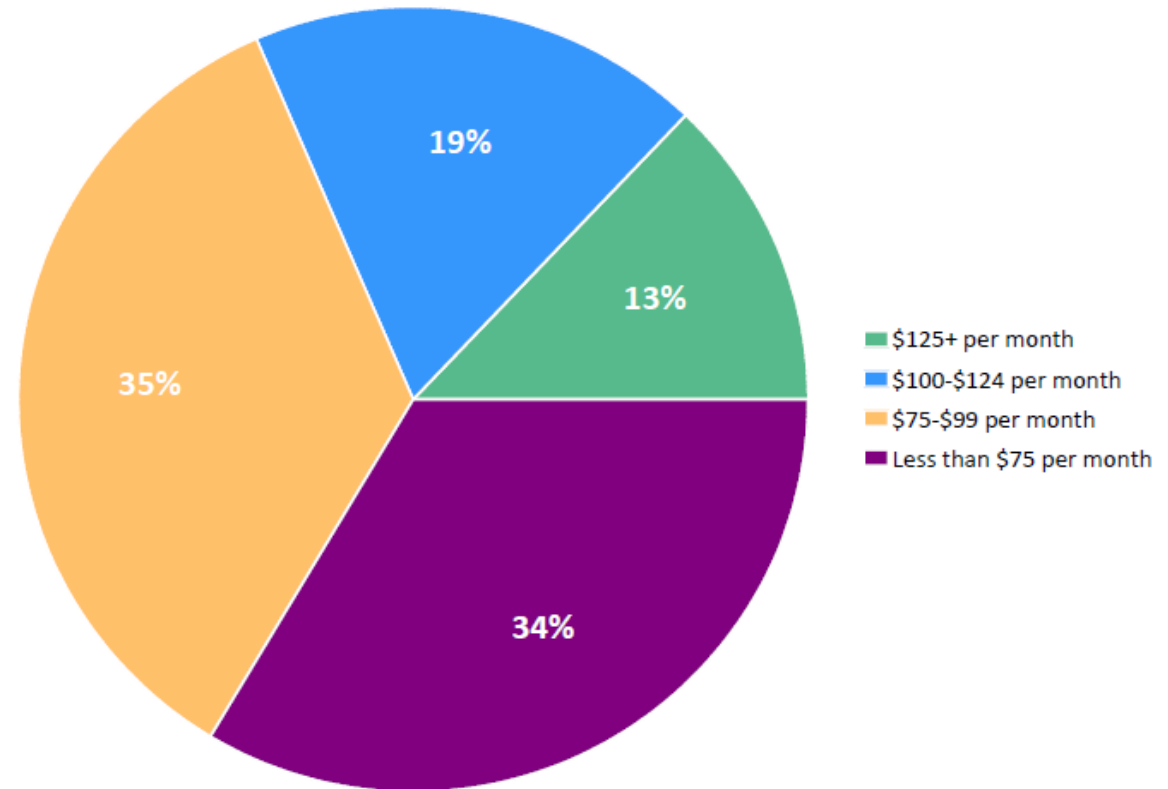


Willingness to Pay

Monthly Family Pass

- \$75-99 (35%)
- Less than \$75 (34%)
- \$100-124 (19%)

Q6a. What is the MAXIMUM amount you would be willing to pay for a MONTHLY FAMILY pass (4 or more people) to use a new multigenerational community center if it had the features most important to your household?
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



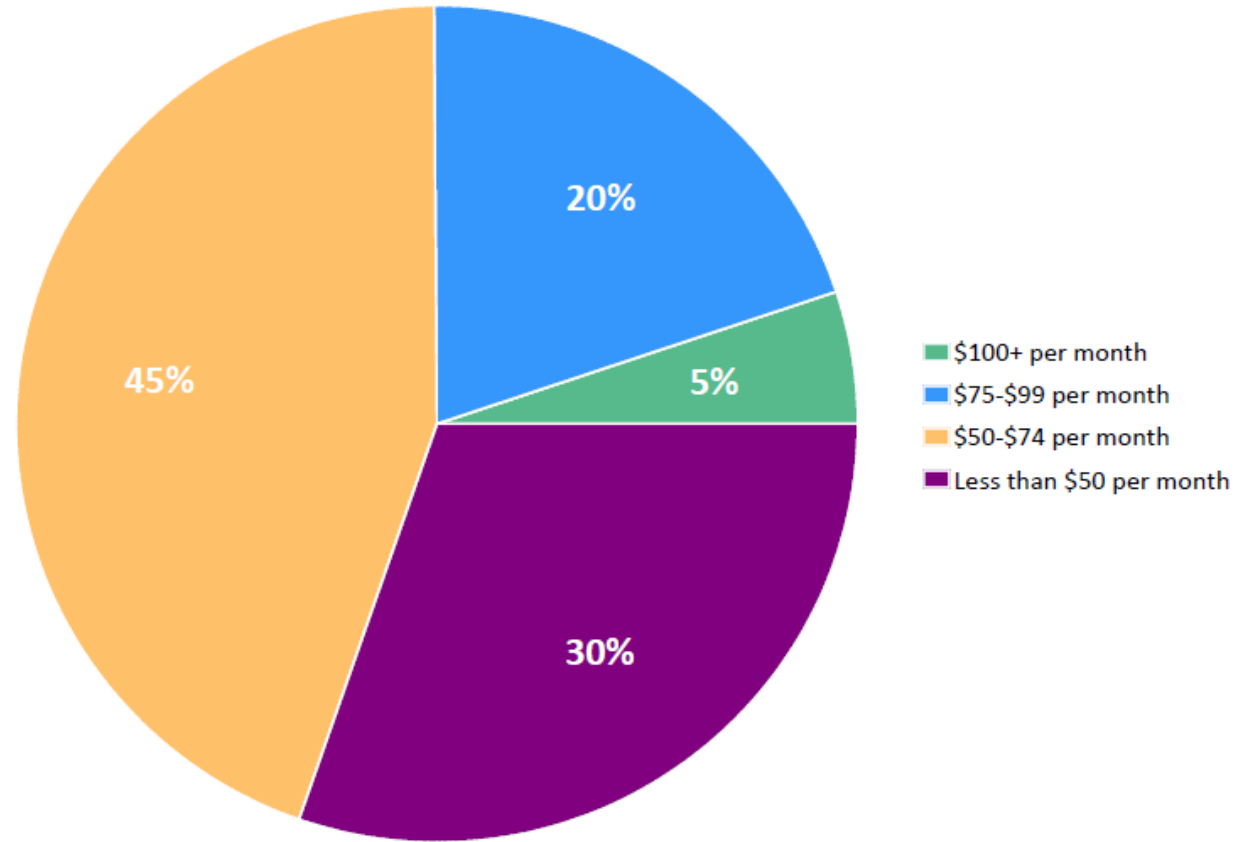
Willingness to Pay

Monthly Couples Pass

- \$50-74 (45%)
- Less than \$50 (30%)
- \$75-99 (20%)

Q6b. What is the MAXIMUM amount you would be willing to pay for a MONTHLY COUPLES pass to use a new multigenerational community center if it had the features most important to your household?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



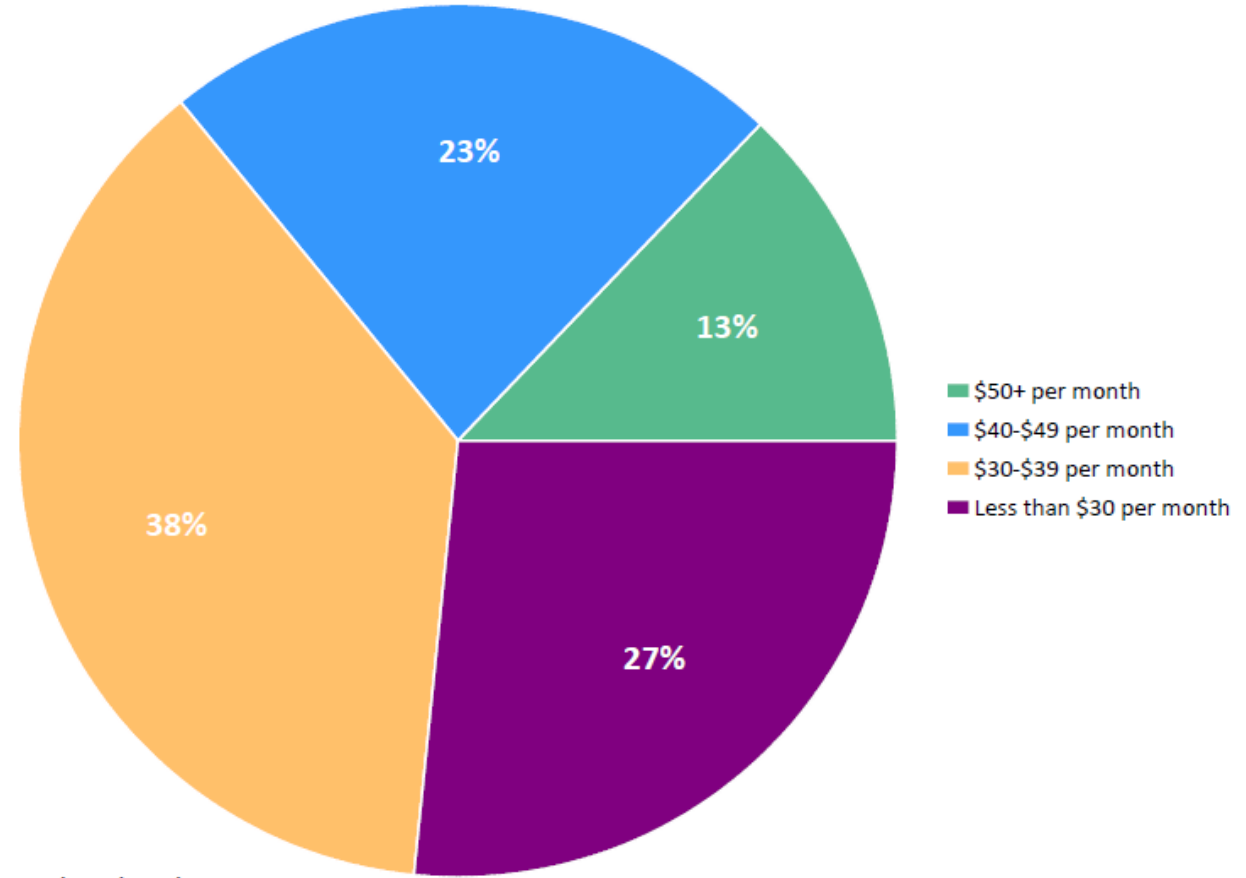
Willingness to Pay

Monthly Individual Pass

- \$30-39 (38%)
- Less than \$30 (27%)
- \$40-49 (23%)

Q6c. What is the MAXIMUM amount you would be willing to pay for a MONTHLY INDIVIDUAL pass to use a new multigenerational community center if it had the features most important to your household?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



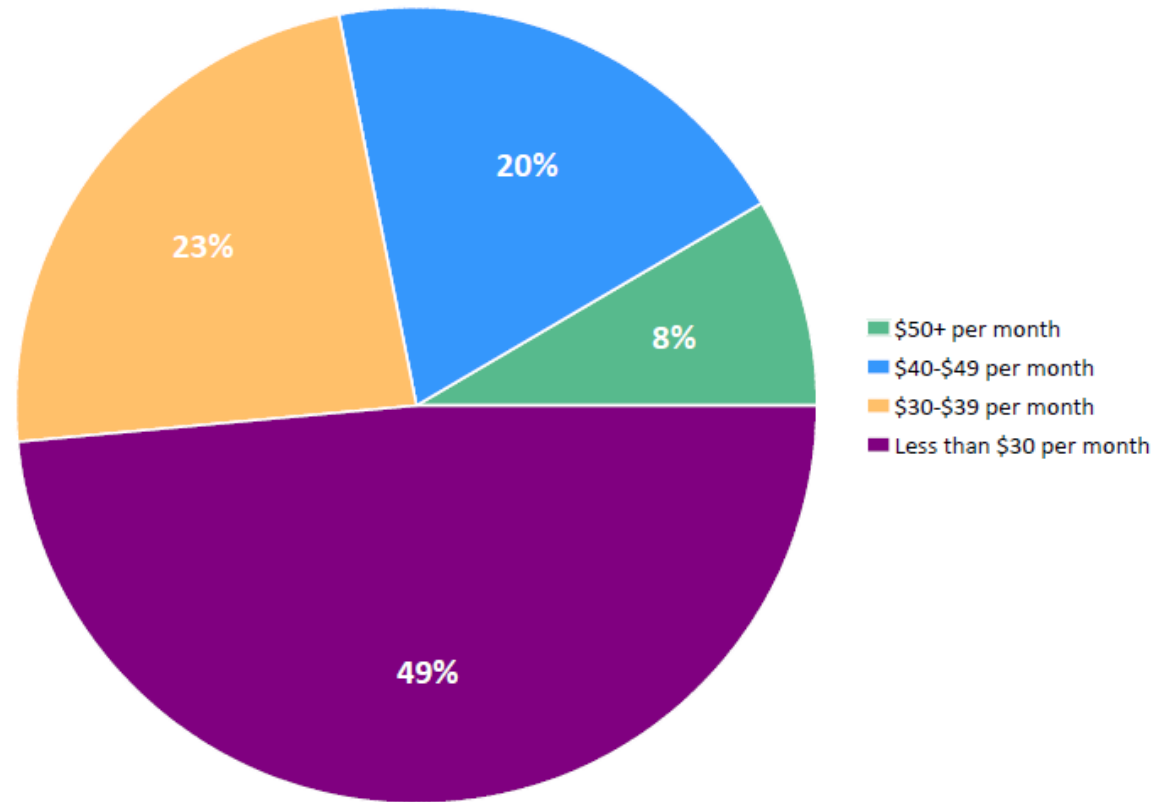
Willingness to Pay

Monthly Senior Pass

- Less than \$30 (49%)
- \$30-39 (23%)
- \$40-49 (20%)

Q6d. What is the MAXIMUM amount you would be willing to pay for a MONTHLY SENIOR INDIVIDUAL pass to use a new multigenerational community center if it had the features most important to your household?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



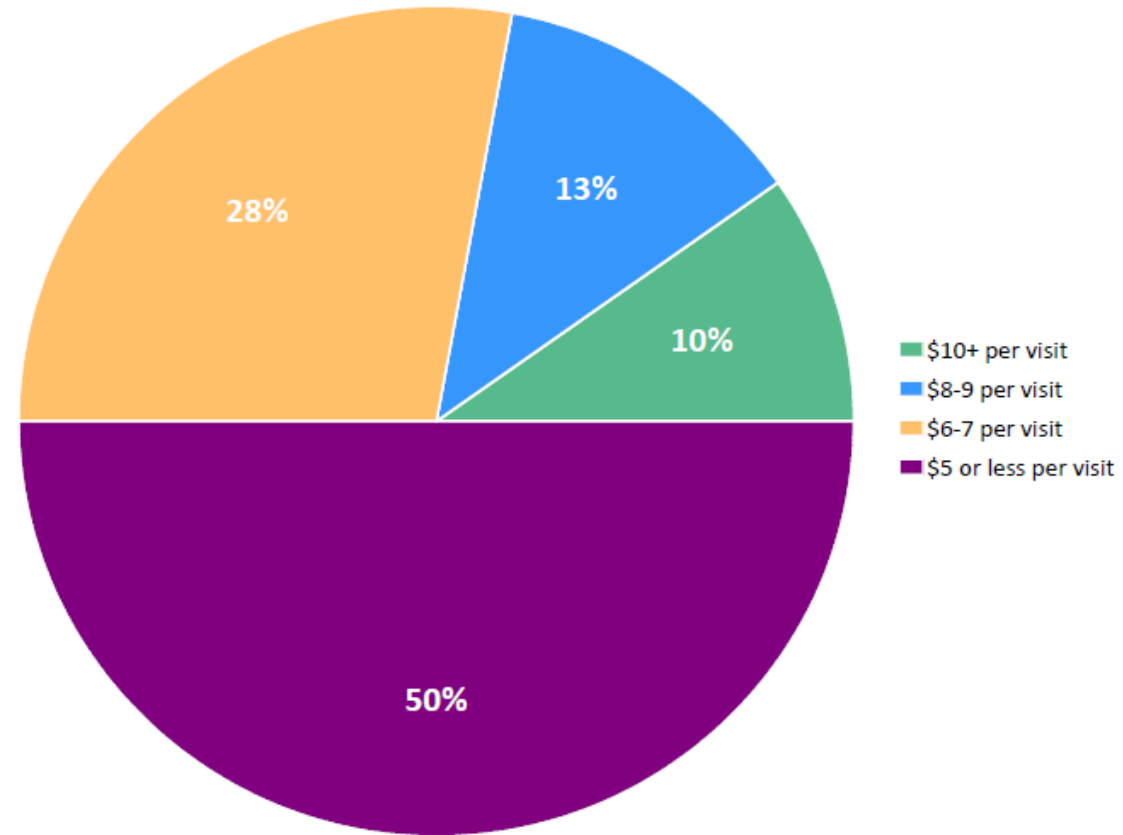
Willingness to Pay

Daily Adult Pass

- \$5 or less (50%)
- \$6-7 (28%)
- \$8-9 (13%)

Q6e. What is the MAXIMUM amount you would be willing to pay for a DAILY ADULT fee to use a new multigenerational community center if it had the features most important to your household?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



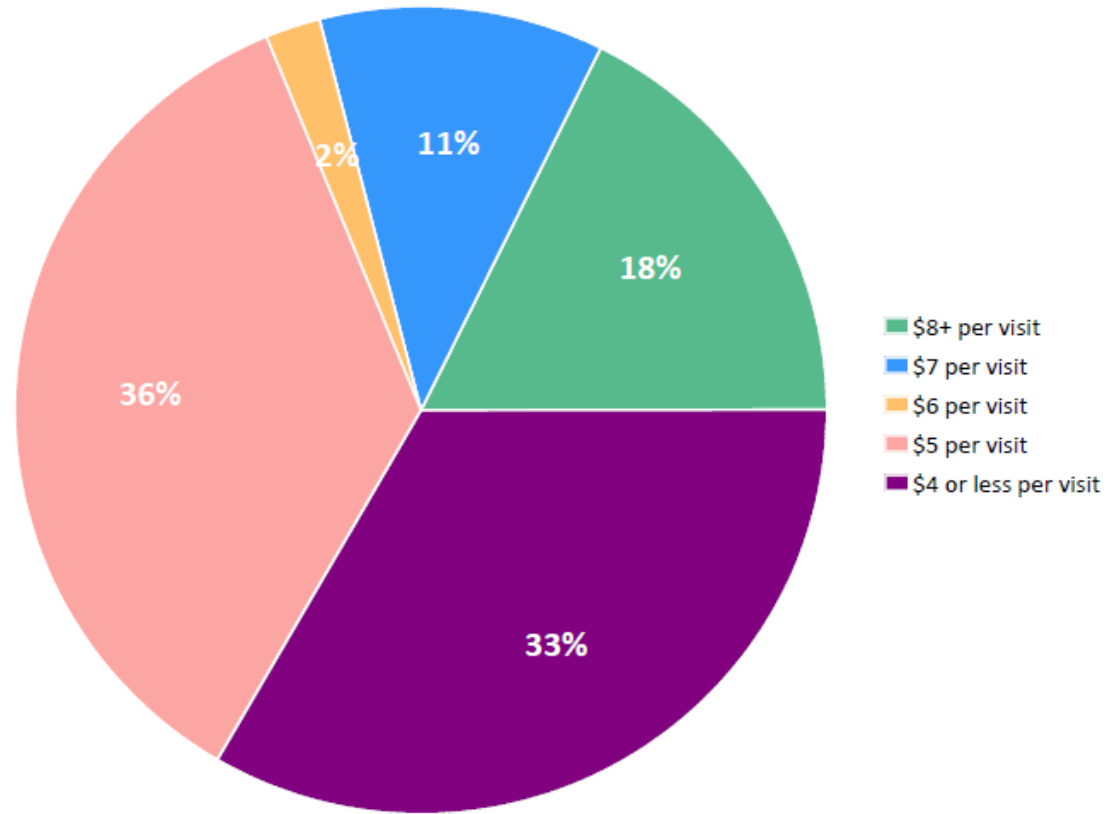
Willingness to Pay

Daily Child Pass

- \$5 (36%)
- \$4 or less (33%)
- \$8 (18%)

Q6f. What is the MAXIMUM amount you would be willing to pay for a DAILY CHILD fee to use a new multigenerational community center if it had the features most important to your household?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

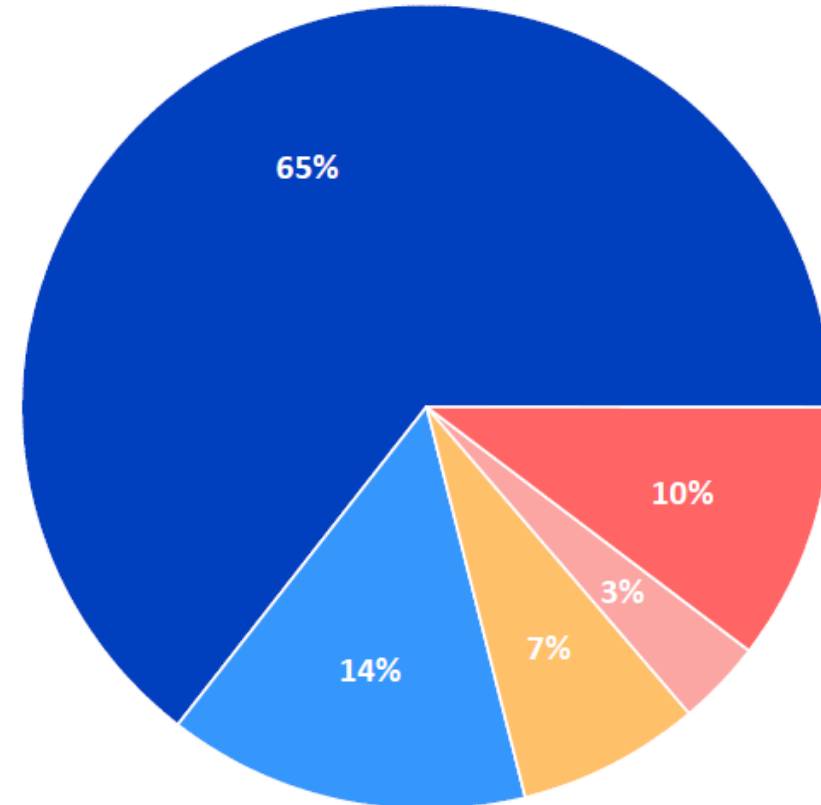


Support of a Community Center if Funded Without a Tax Increase

- 79% Supportive
- 13% Unsupportive
- 7% Neutral

Q7. How strongly would you support the construction of a community center that included the features most important to your household, if it could be accomplished without increasing taxes on residents?

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)



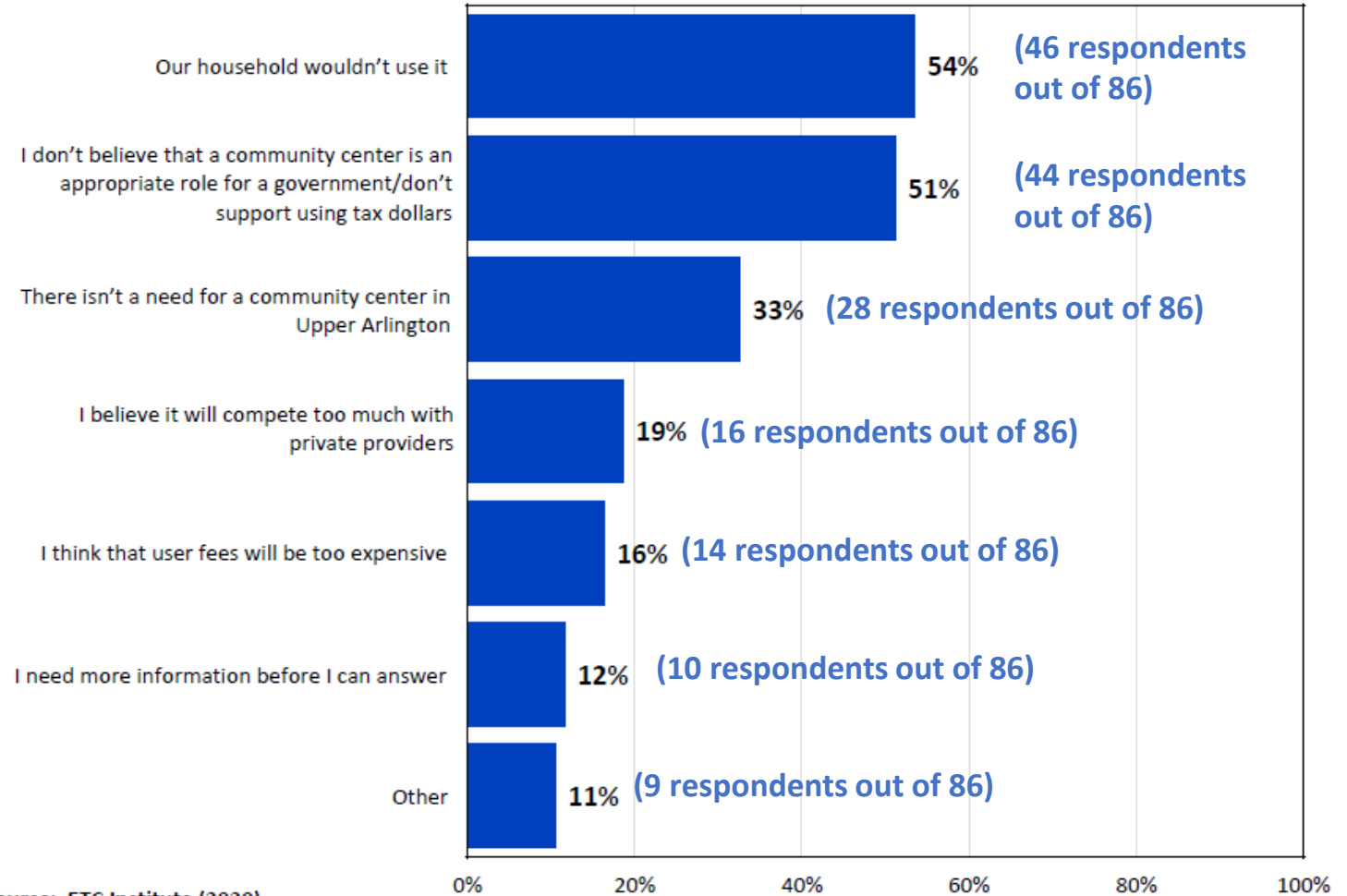
Reasons for Non-Support (Community Center funded without a tax increase)

Represents 14% of respondents (86 of 632)

- Wouldn't Use (54%)
- Not Government's Role (51%)
- Not Needed (33%)

Q7a. If you answered "Somewhat Unsupportive" or "Not Supportive at All" to Question 7, please indicate why you answered this way.

by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

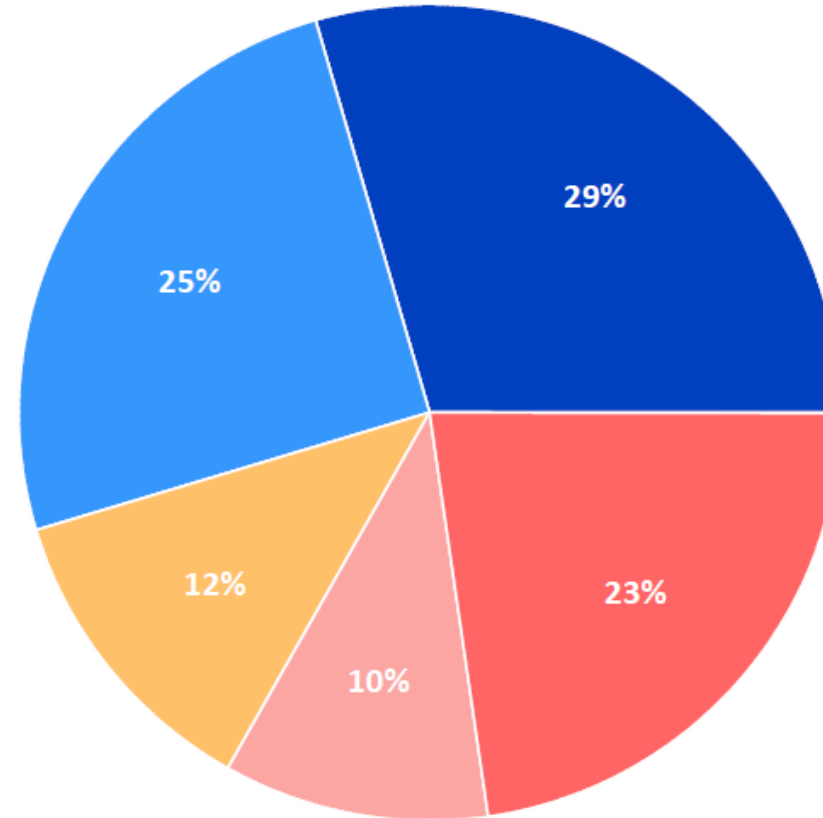


Support of Community Center With a Tax Increase

- 54% Supportive
- 33% Unsupportive
- 12% Neutral

Q8. How strongly would you support the construction of a community center that included the features most important to your household, if it required increasing taxes?

by percentage of respondents (without "not provided")



■ Very Supportive ■ Somewhat Supportive ■ Neutral ■ Somewhat Unsupportive ■ Not Supportive At All

Source: ETC Institute (2020)



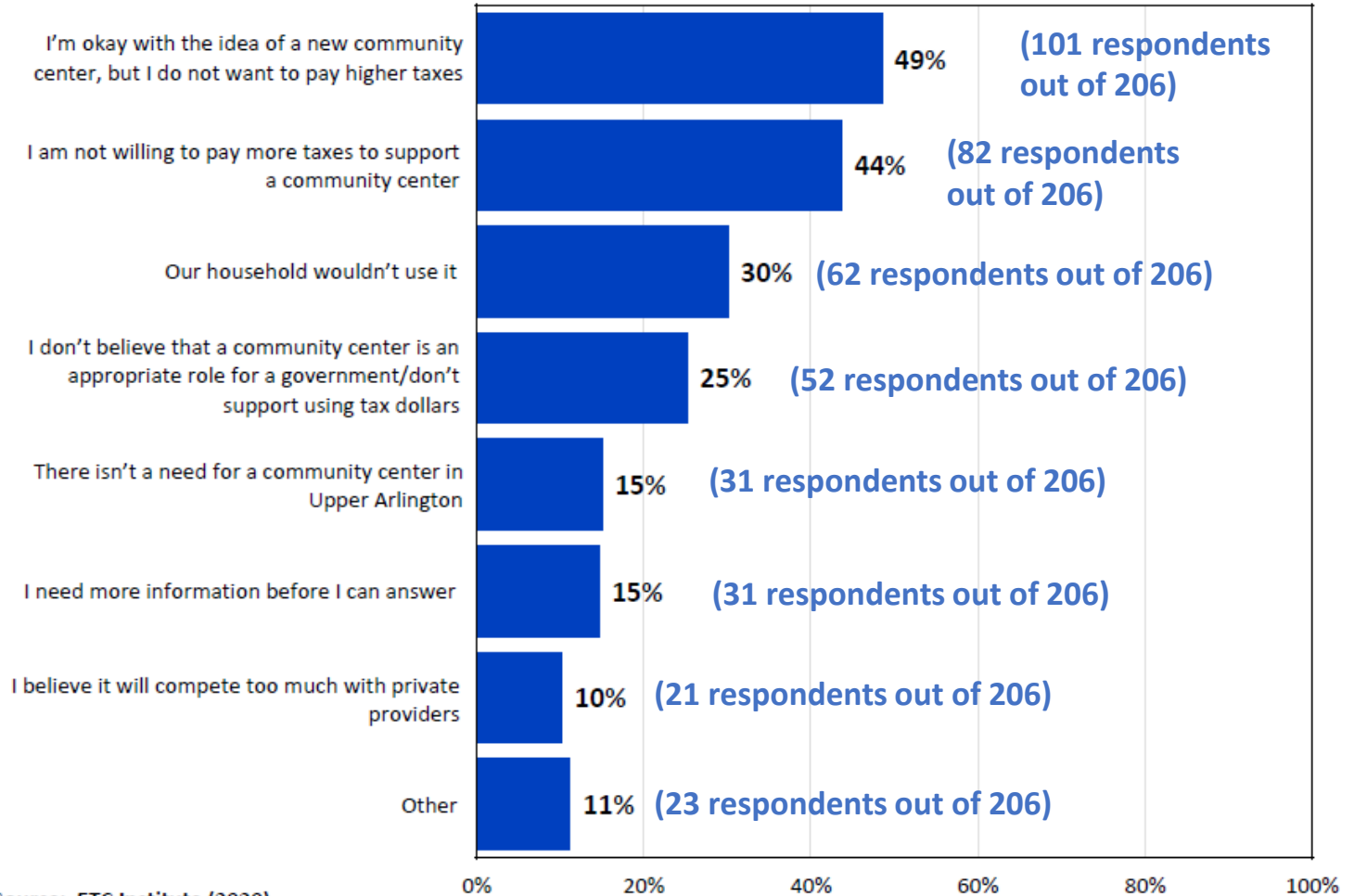
Reasons for Non-Support (Community Center funded with a tax increase)

Represents 32% of respondents (206 of 632)

- Would support if no tax increase (49%)
- Not willing to pay more taxes (\$44%)
- Wouldn't use it (30%)

Q8a. If you answered "Somewhat Unsupportive" or "Not Supportive at All" to Question 8, please indicate why you answered this way.

by percentage of respondents (multiple responses could be selected)



Source: ETC Institute (2020)

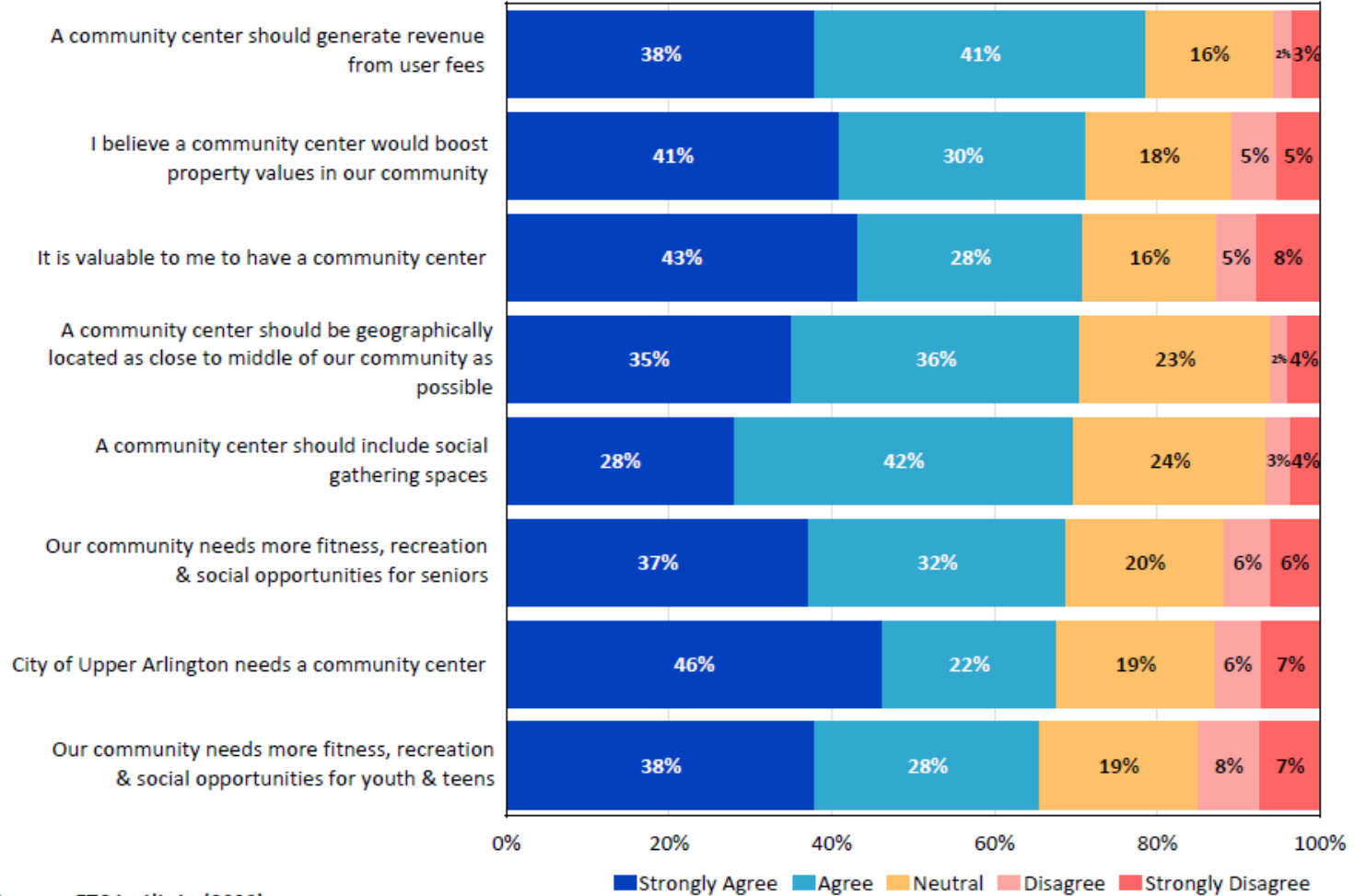


Agreement with Statements

1. Generate revenue from user fees
2. Community center would increase property values
3. Valuable to have community center

Q9. Rate your level of agreement with the following statements.

by percentage of respondents using a scale of 1 to 5, where 5 means your needs are "Strongly Agree" and 1 means "Strongly Disagree (without "don't know")"



Source: ETC Institute (2020)

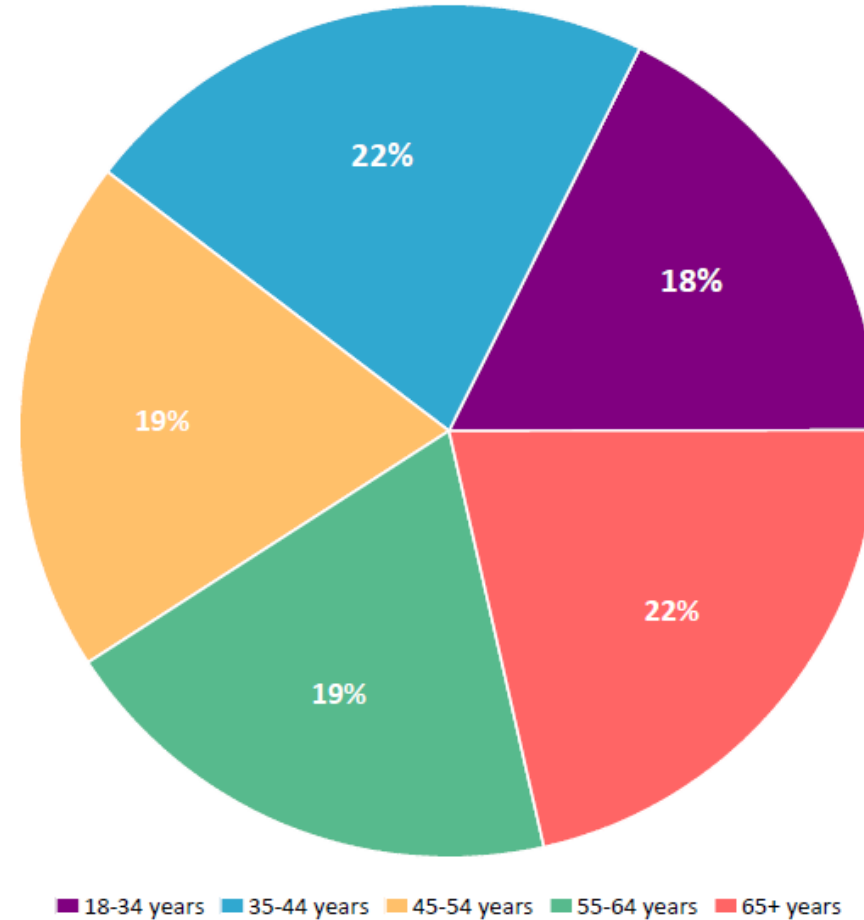


Respondent Demographics – Age

1. 35-44 years (22%)
2. 65+ years (22%)
3. 55-64 years (19%)
4. 45-54 years (19%)
5. 18-34 years (18%)

Q11. What is your age?

by percentage of respondents (without “not provided”)



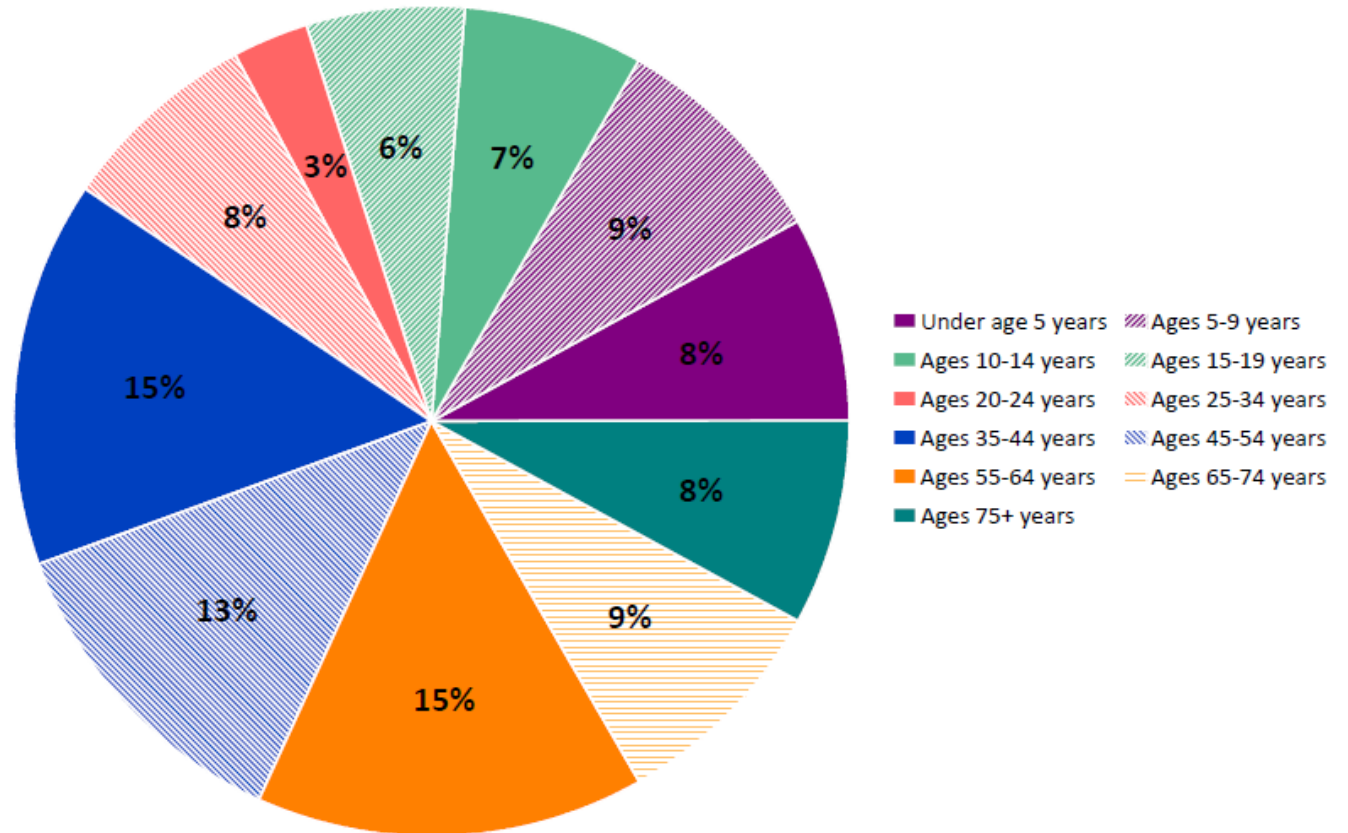
Source: ETC Institute (2020)



Respondent Demographics – Household Makeup

1. 55-64 years (15%)
2. 35-44 years (15%)
3. 45-54 years (13%)
4. 25-34 years (9%)

Q12. Counting yourself, how many people in your household are:
by percentage of respondents



Source: ETC Institute (2020)

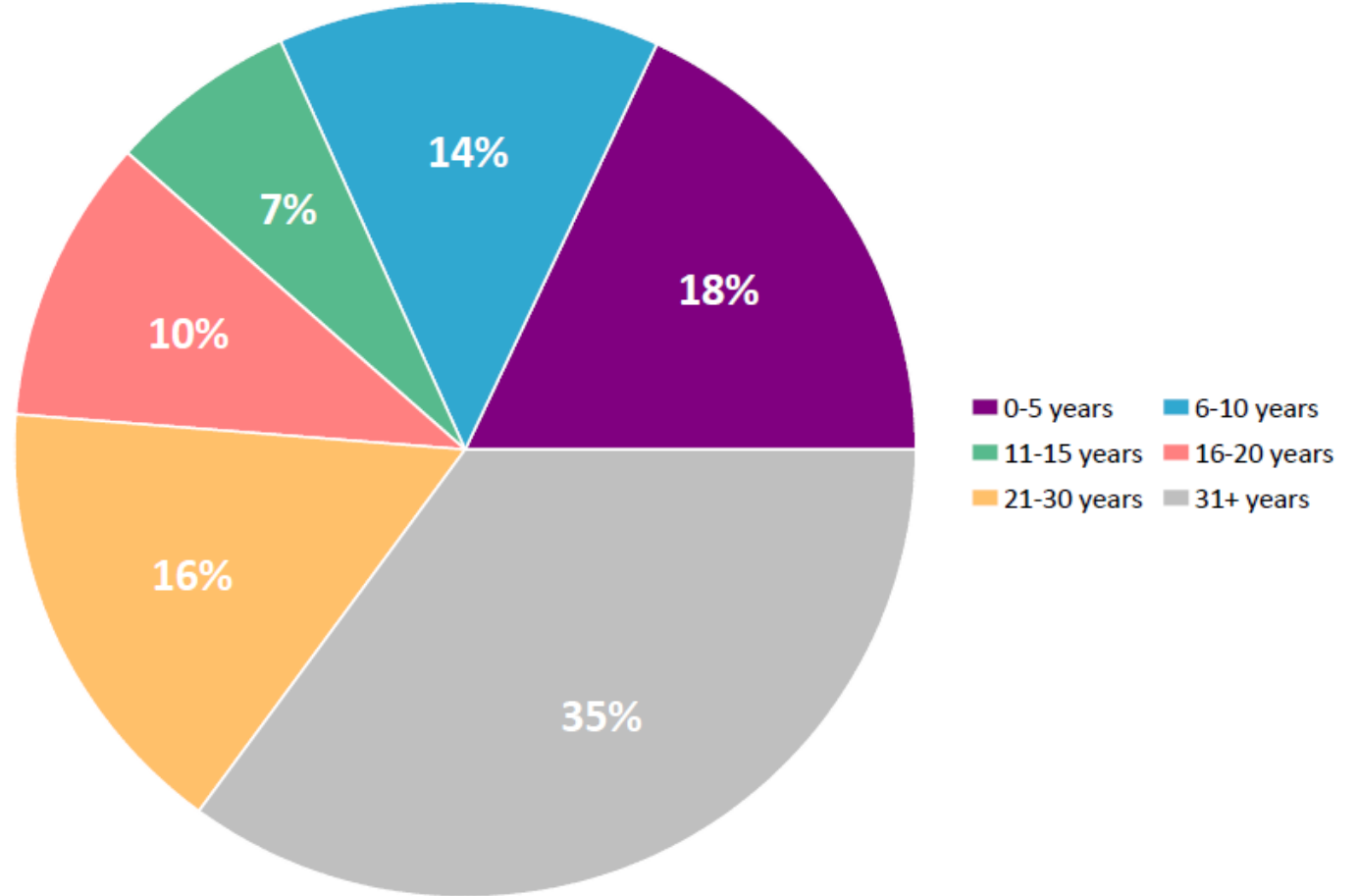


Respondent Demographics – Resident Tenure

1. 31+ years (35%)
2. 0-5 years (18%)
3. 21-30 years (16%)
4. 6-10 years (14%)
5. 16-20 years (10%)
6. 11-15 years (7%)

Q13. Approximately how many years have you lived in the City of Upper Arlington?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

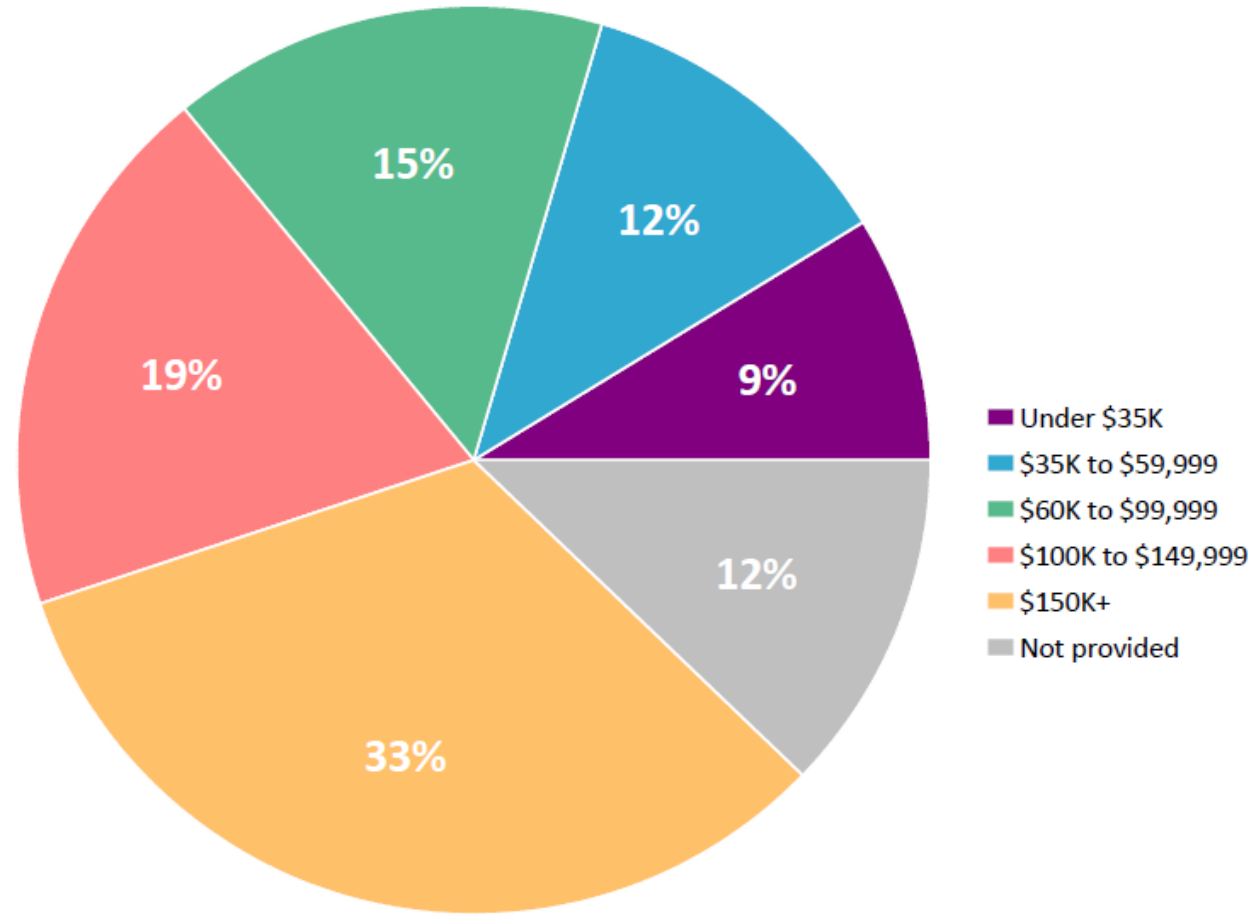


Respondent Demographics – Household Income

1. \$150K+ (33%)
2. \$100K-\$149,999 (19%)
3. \$60K-\$99,999 (15%)
4. \$35K-\$59,999 (12%)
5. Under \$35K (9%)

Q14. What is your total household income?

by percentage of respondents



Source: ETC Institute (2020)

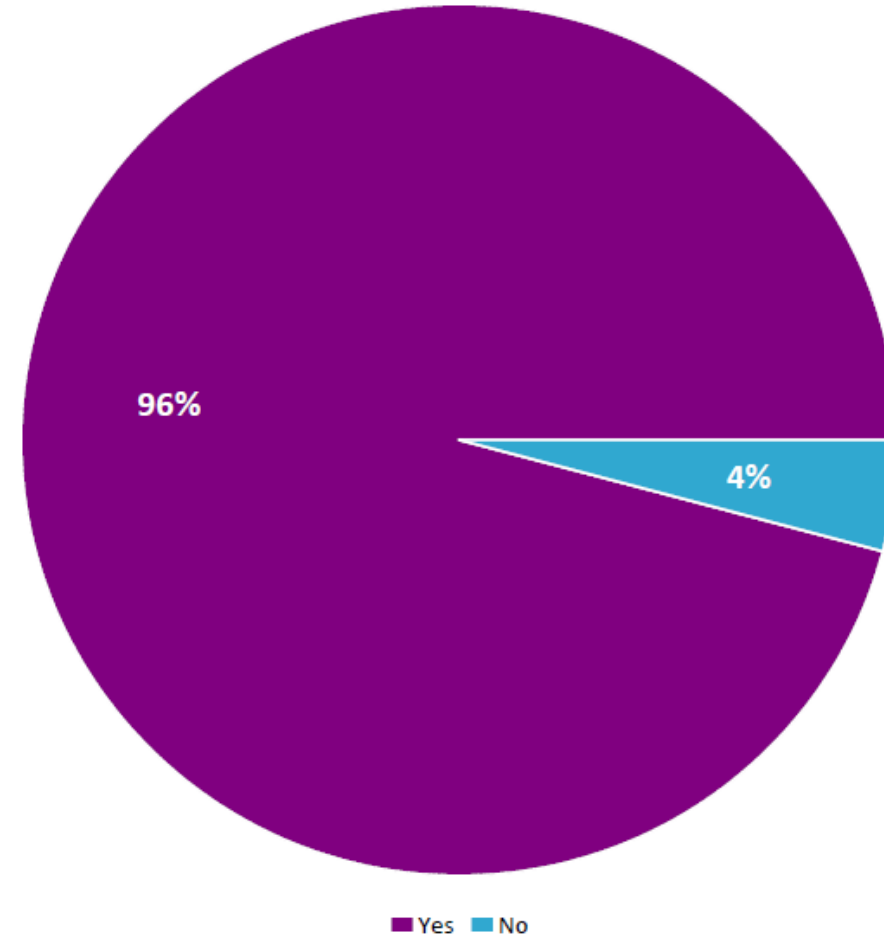


Respondent Demographics – Voting Record

- 1. Yes (96%)
- 2. No (4%)

Q15. Have you voted in the past two years?

by percentage of respondents



Source: ETC Institute (2020)

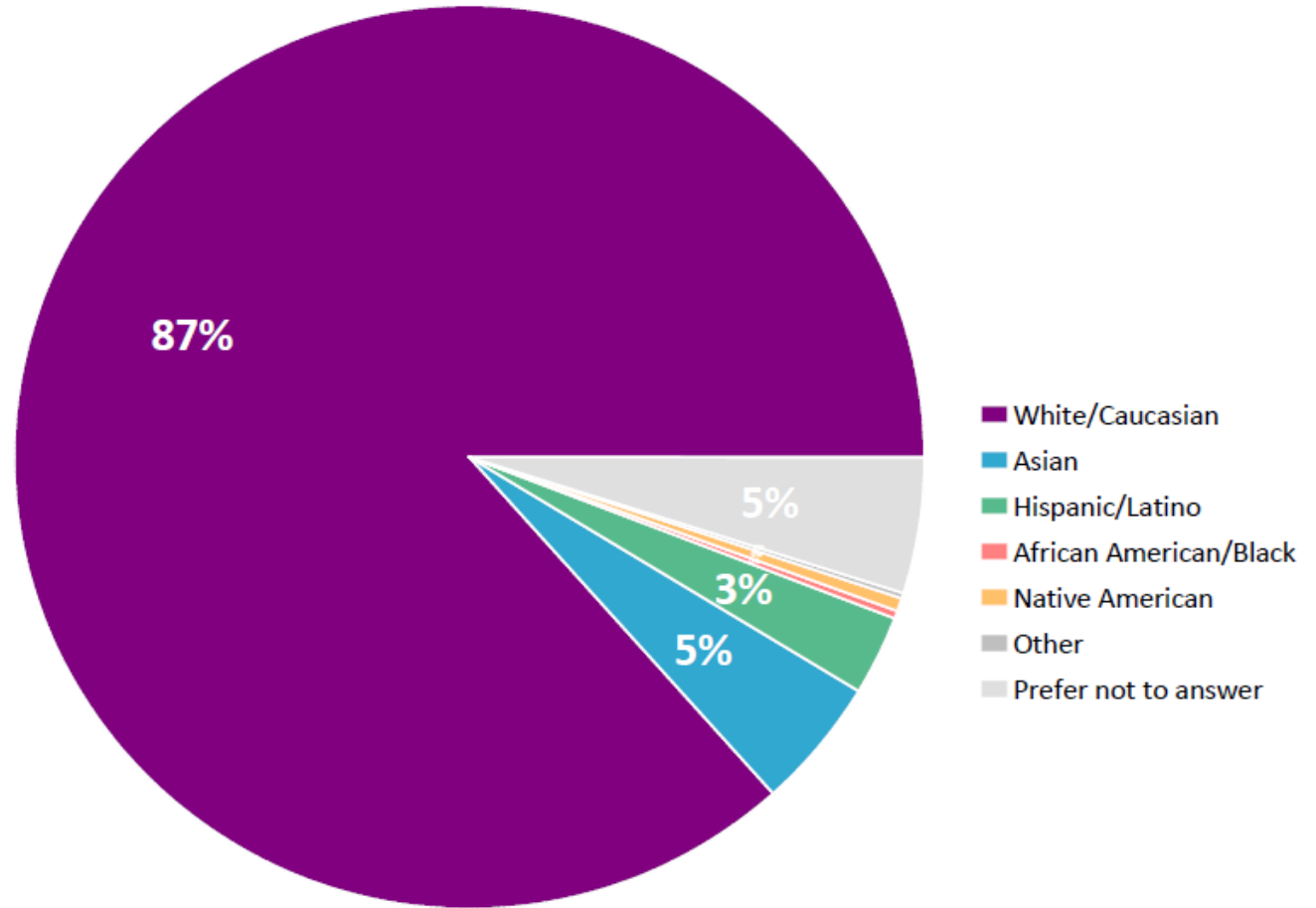


Respondent Demographics – Race/Ethnicity

1. White/Caucasian (87%)
2. Asian (5%)
3. Prefer not to answer (5%)
4. Hispanic/Latino (3%)

Q17. Which of the following best describes your race/ethnicity?

by percentage of respondents



Source: ETC Institute (2020)



Key Takeaways Summary

- Respondents would most frequently use indoor fitness space (weight rooms, cardio, indoor track, aerobics, etc.) and indoor aquatics
- 74% willing to pay for a monthly pass
- 79% were supportive of constructing a community center if it could be accomplished without increasing taxes
- 54% were supportive of constructing a community center if it required increasing taxes
- 79% agree that a community center should generate revenue from user fees
- 71% agree a community center would boost property values
- Enhanced statistical validity of survey results
 - Exceeded the goal by 58% (632/400)
 - Responses reflect balanced geographic distribution across Upper Arlington
 - Respondent demographics reflect community demographics - results are reflective of community sentiment as a whole

Thank You for Joining Us Virtually!



**Task Force
Questions and
Comments?**

A large, light-colored stone marker with a dark plaque. The plaque has gold lettering that reads "UPPER ARLINGTON" and "FOUNDED 1918". The stone is surrounded by a garden of purple flowers, yellow and orange flowers, and tall grasses. In the background, there are green trees and a paved road.

**UPPER
ARLINGTON
FOUNDED 1918**