

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



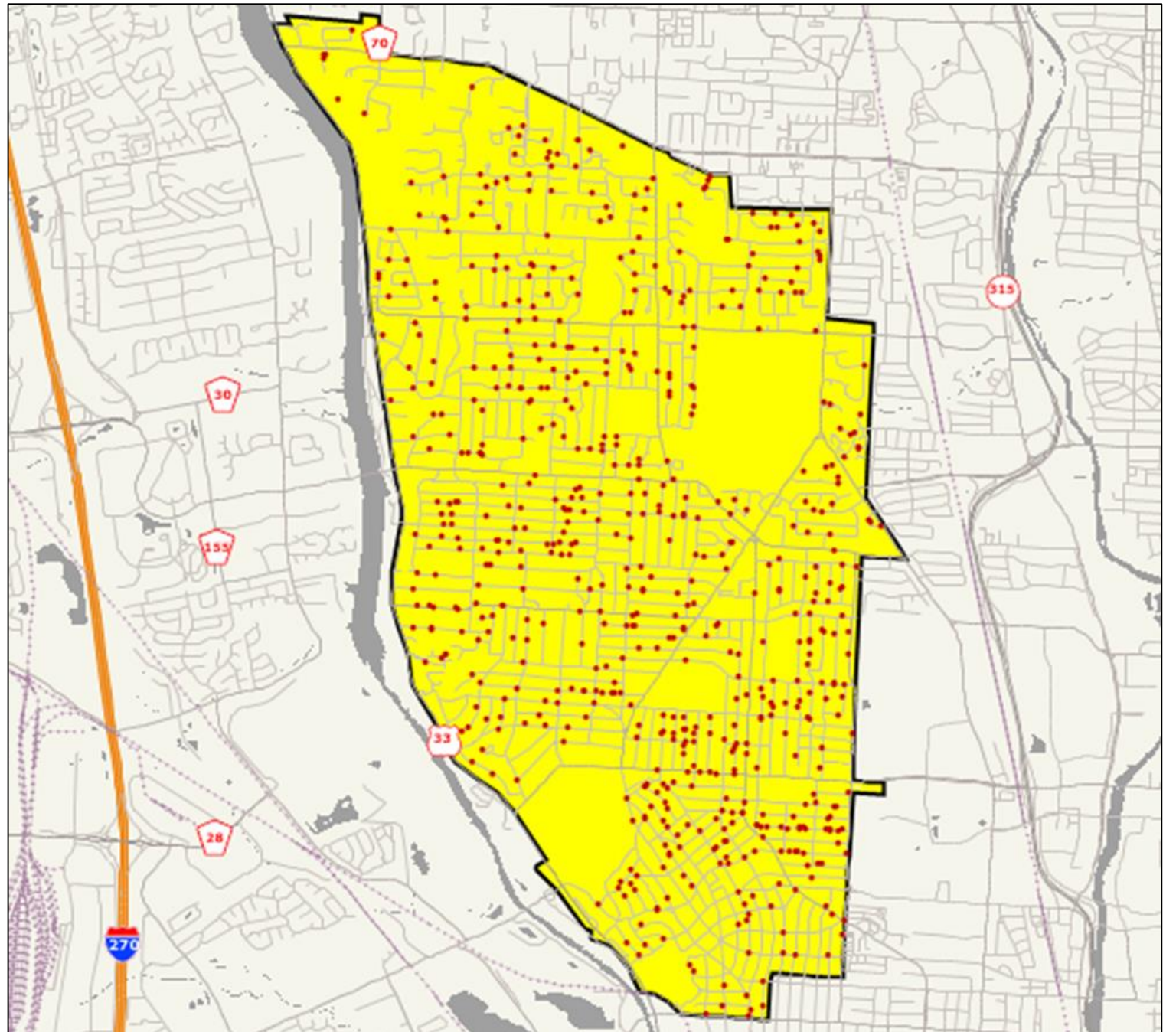
Methodology

- 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

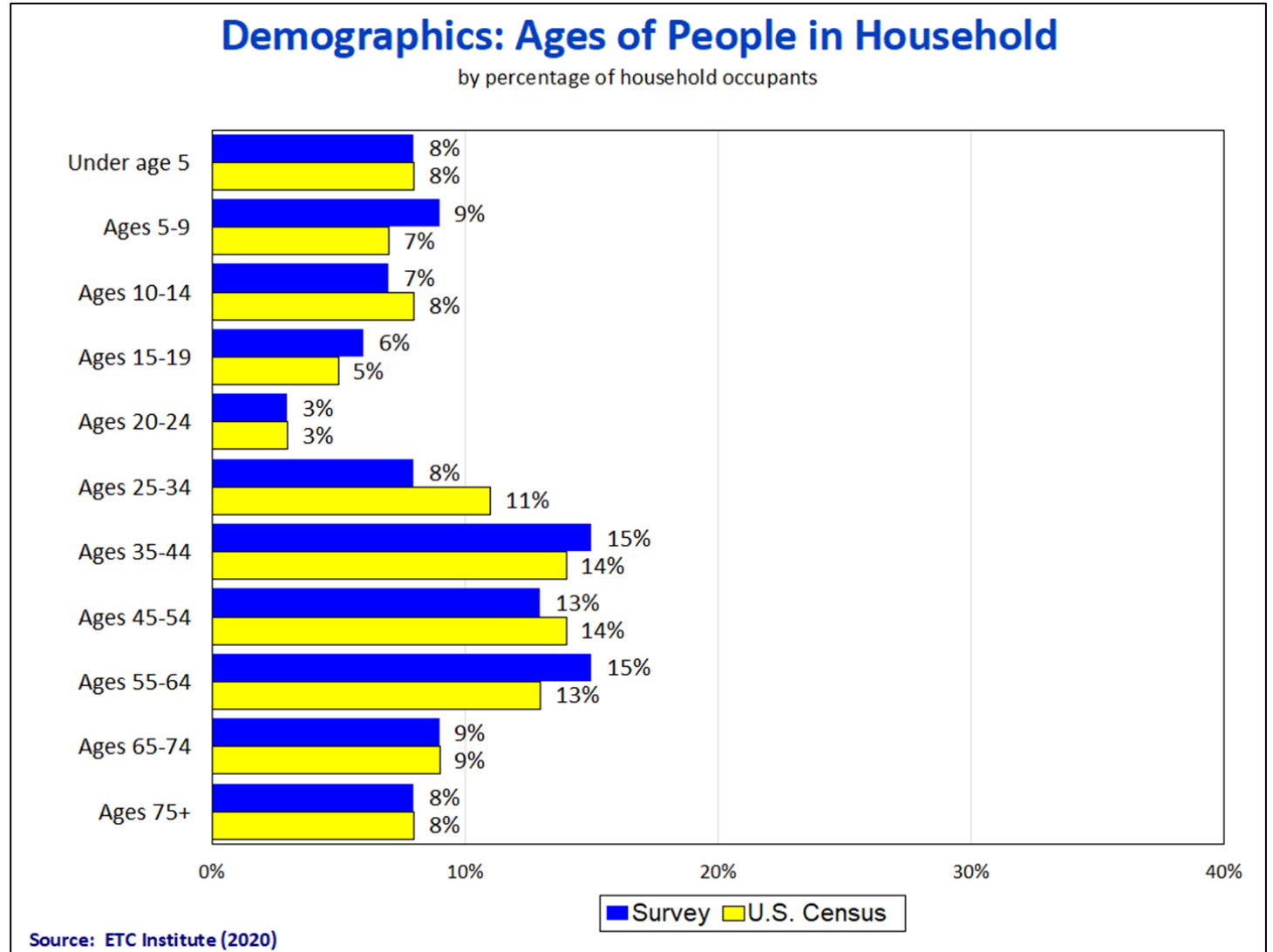
Responses reflect balanced distribution across Upper Arlington, enhancing statistical validity of survey results





Demographic Comparison

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





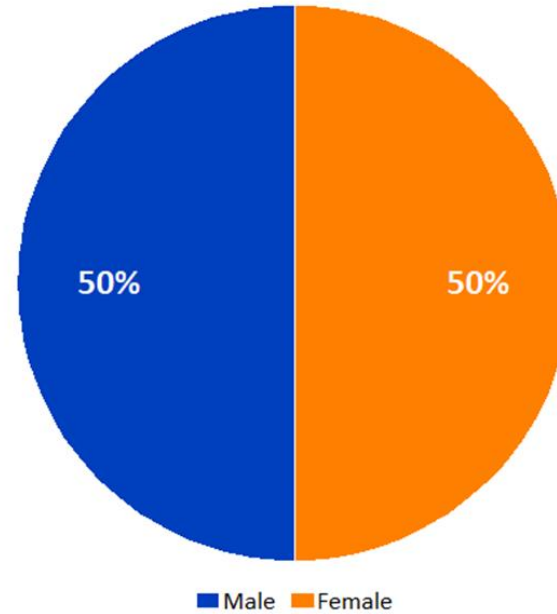
Gender Comparison

Gender responses reflective of community

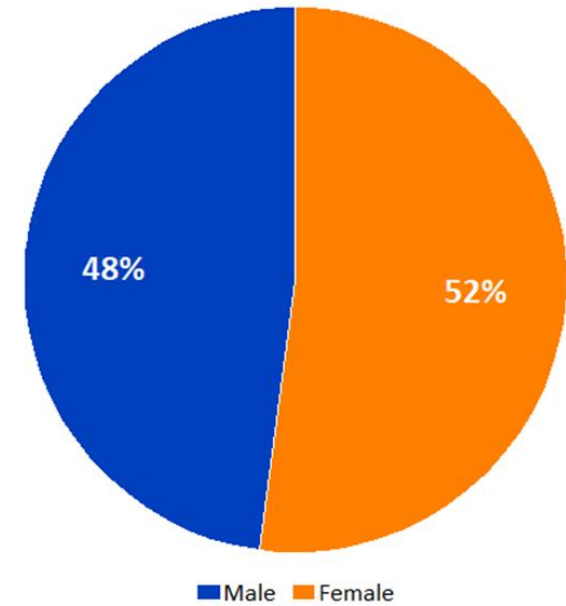
Demographics: Gender

by percentage of respondents

Survey



U.S. Census



Source: ETC Institute (2020)



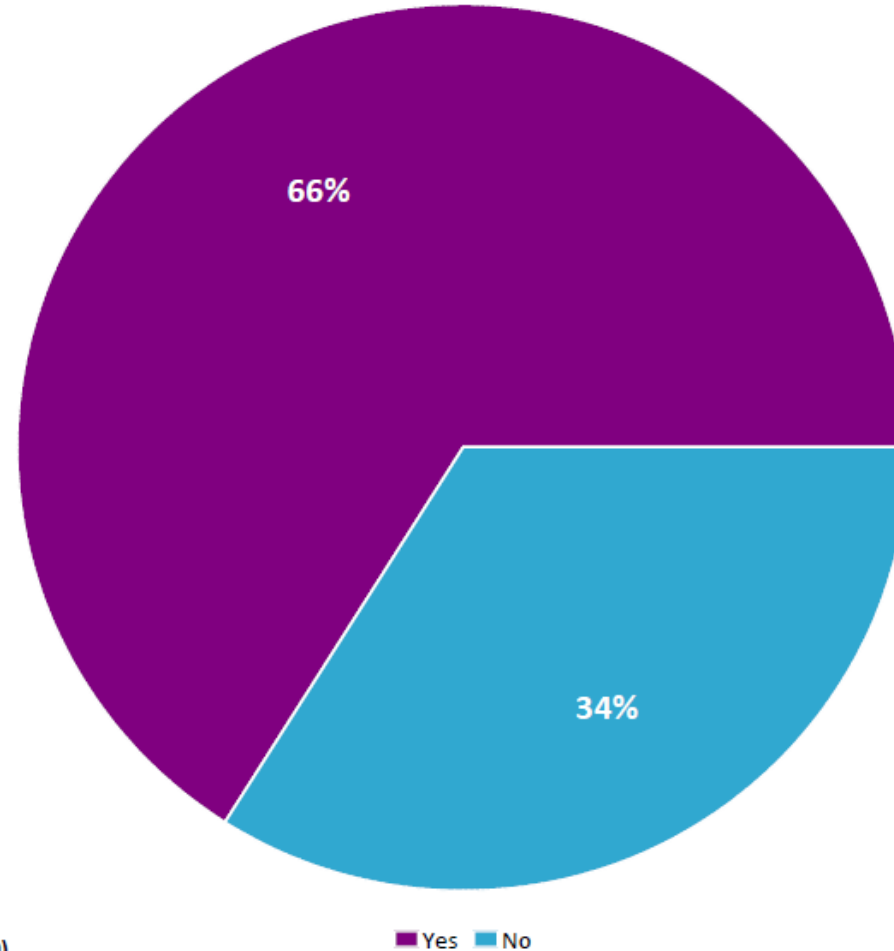
Current Use of Indoor Recreation Facilities

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)

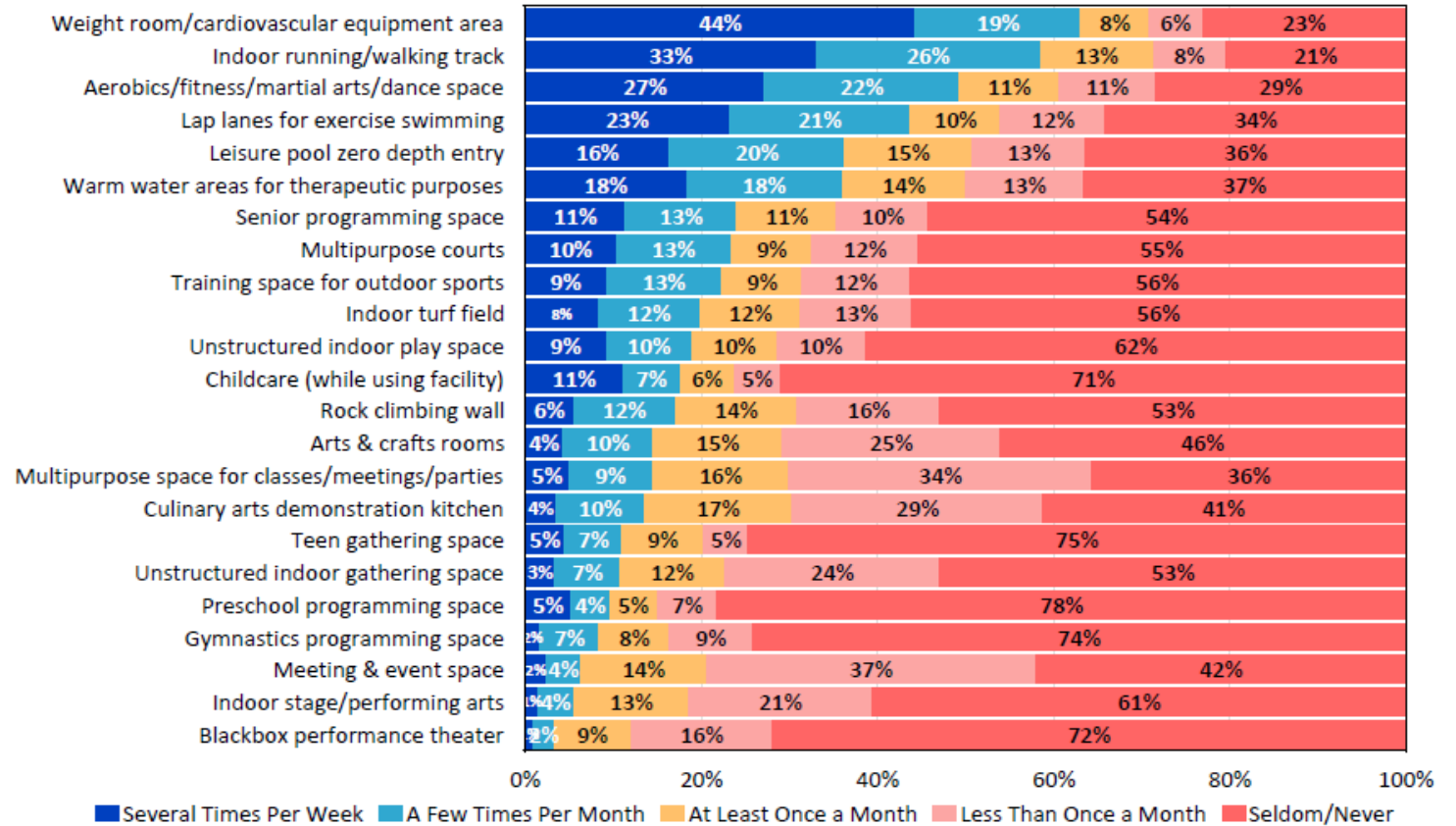


Top Features households would use

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)

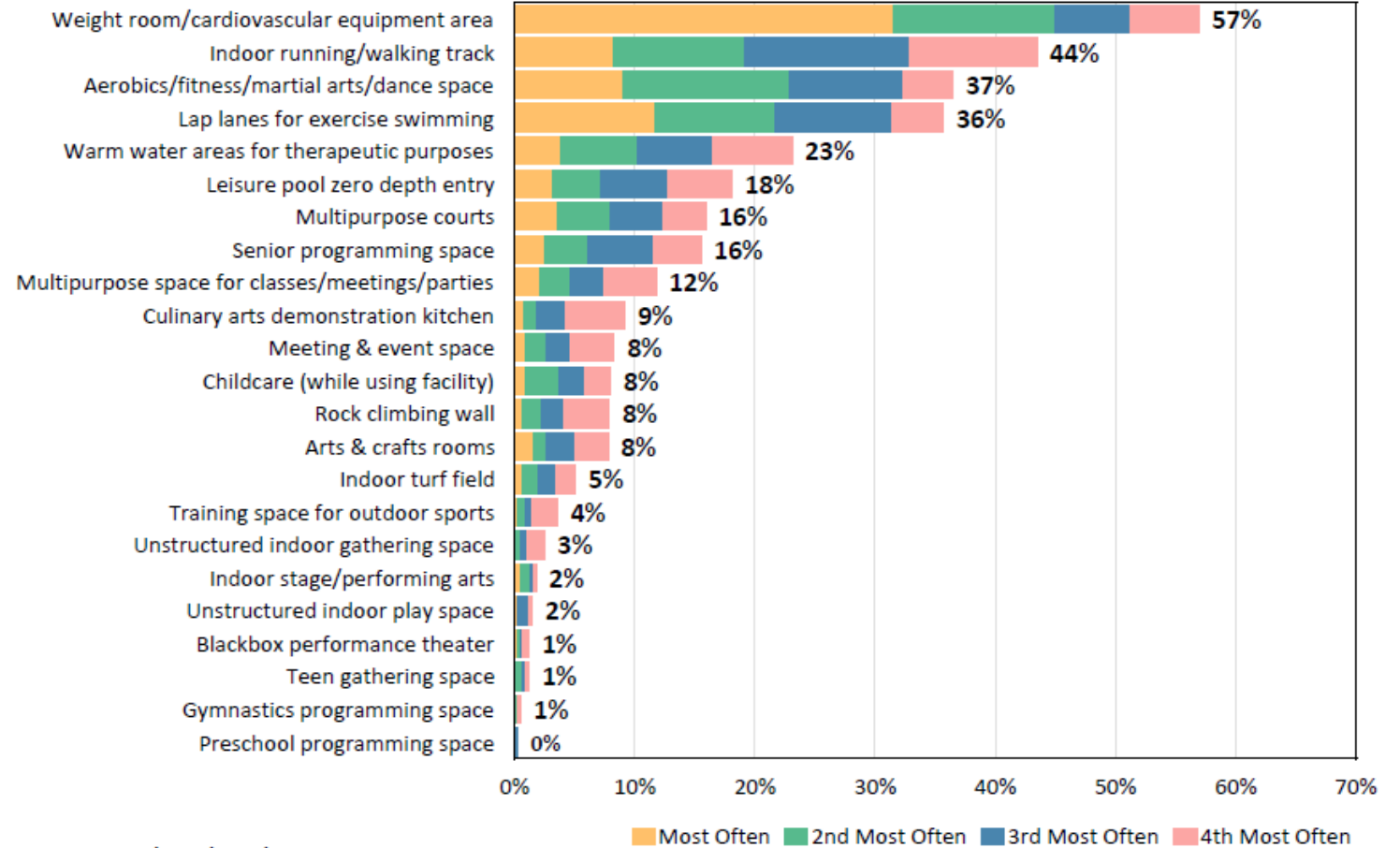


Top Features Adults Would Use

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)

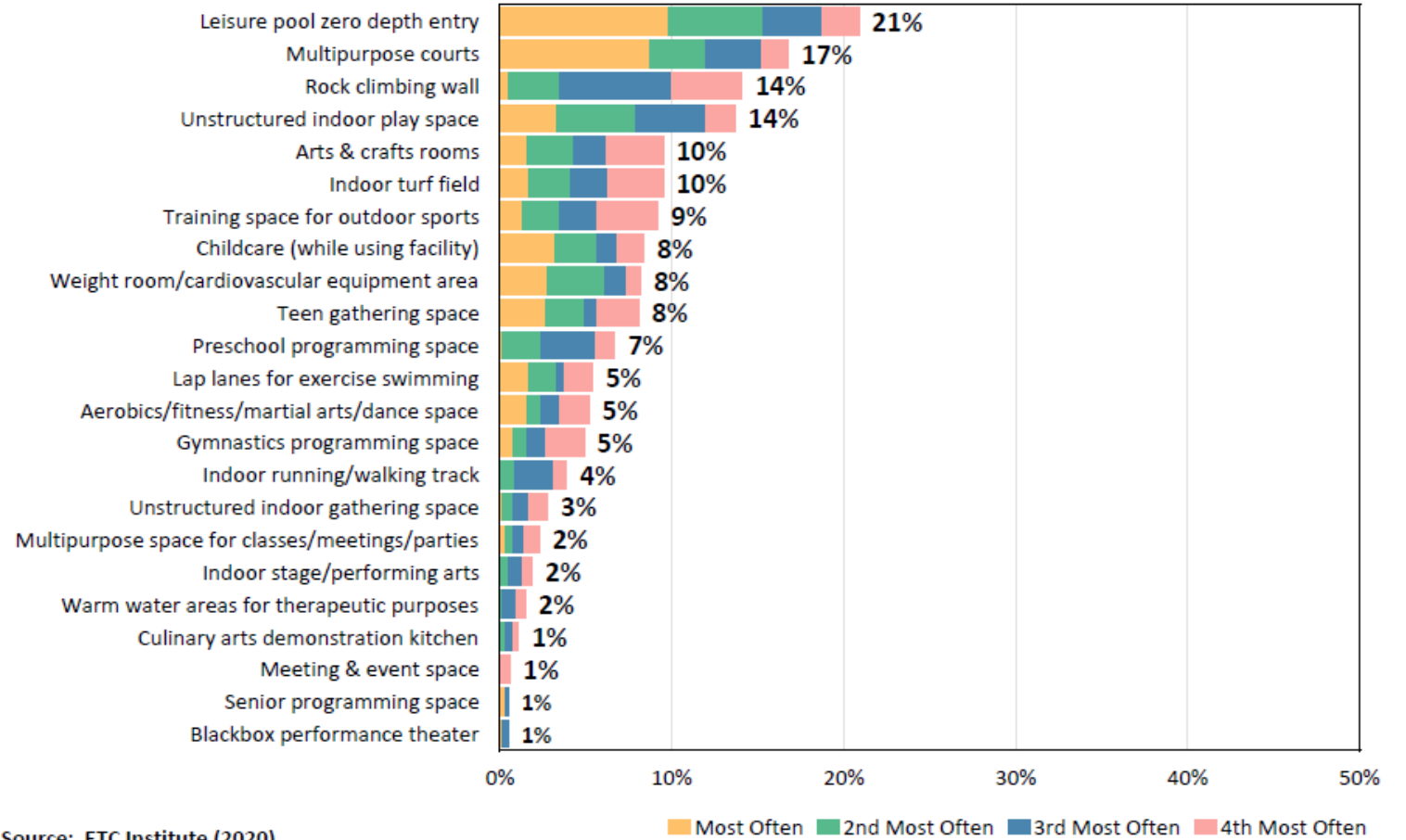


Top Features Youth Would Use

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



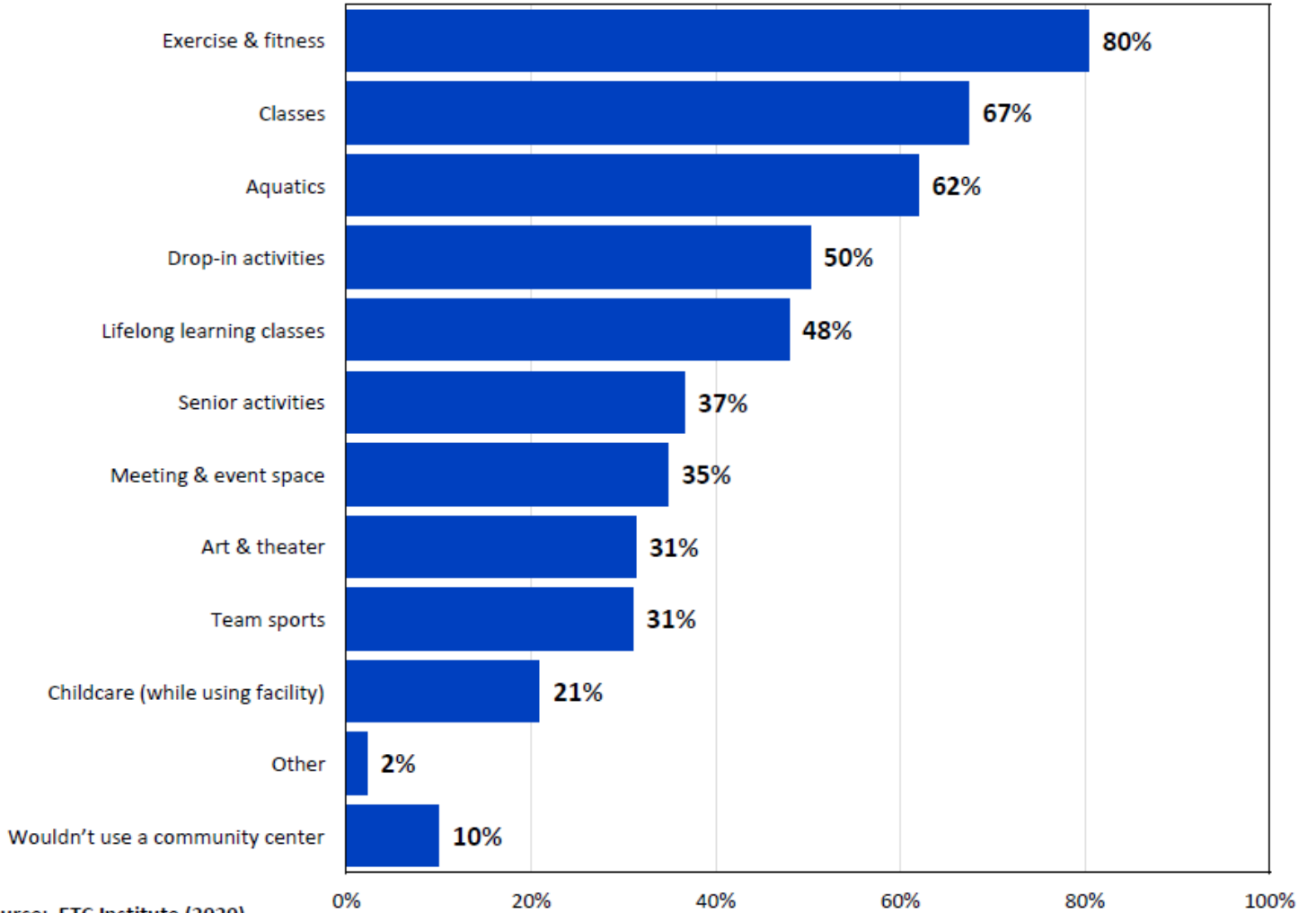


Top Activities Households Would Use

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)

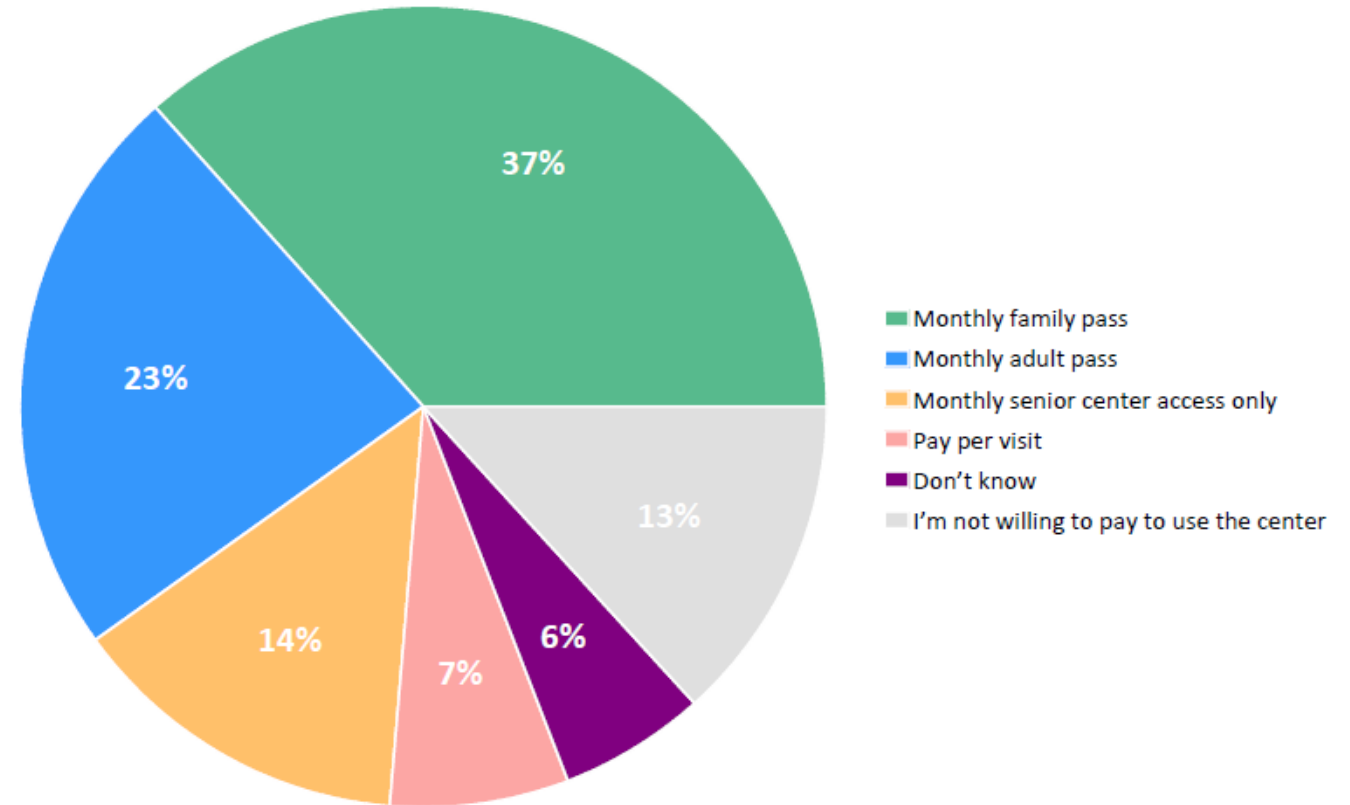


Top Preferred User Fees

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)

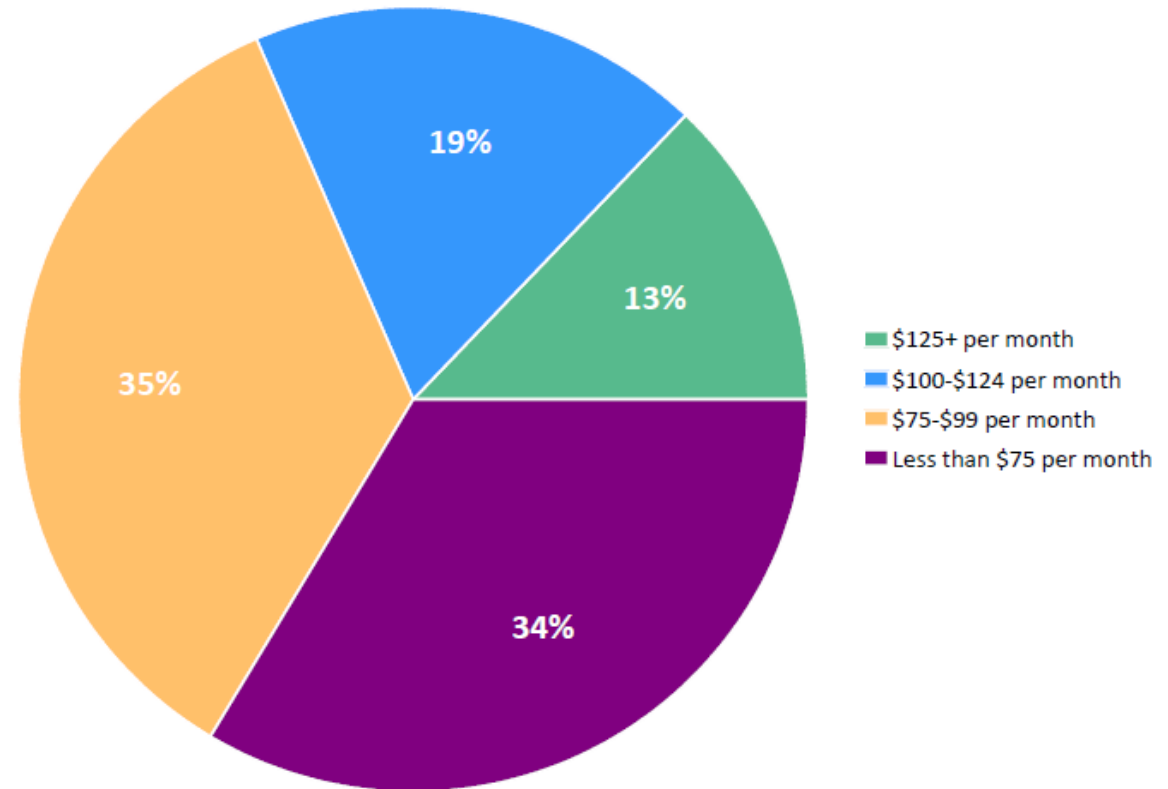


Willingness to Pay

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)



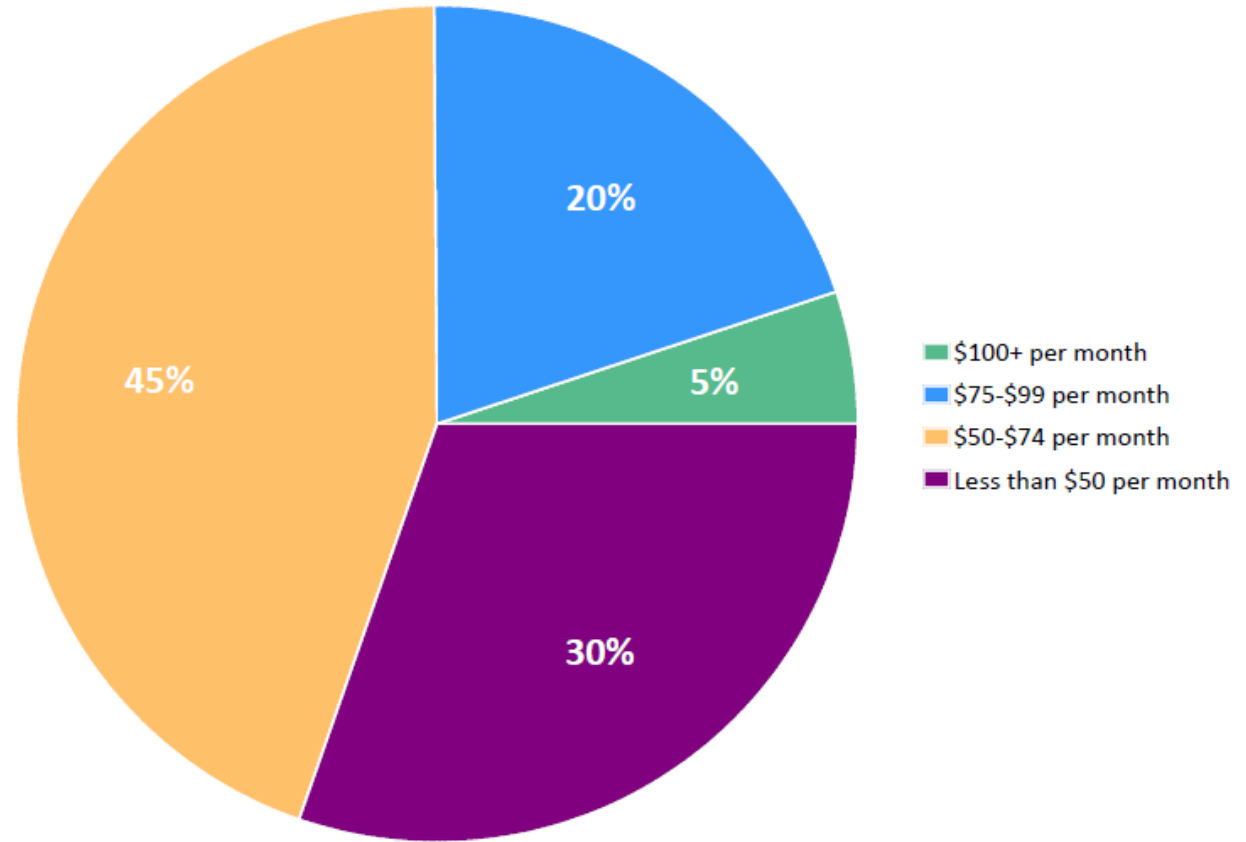
Willingness to Pay

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)



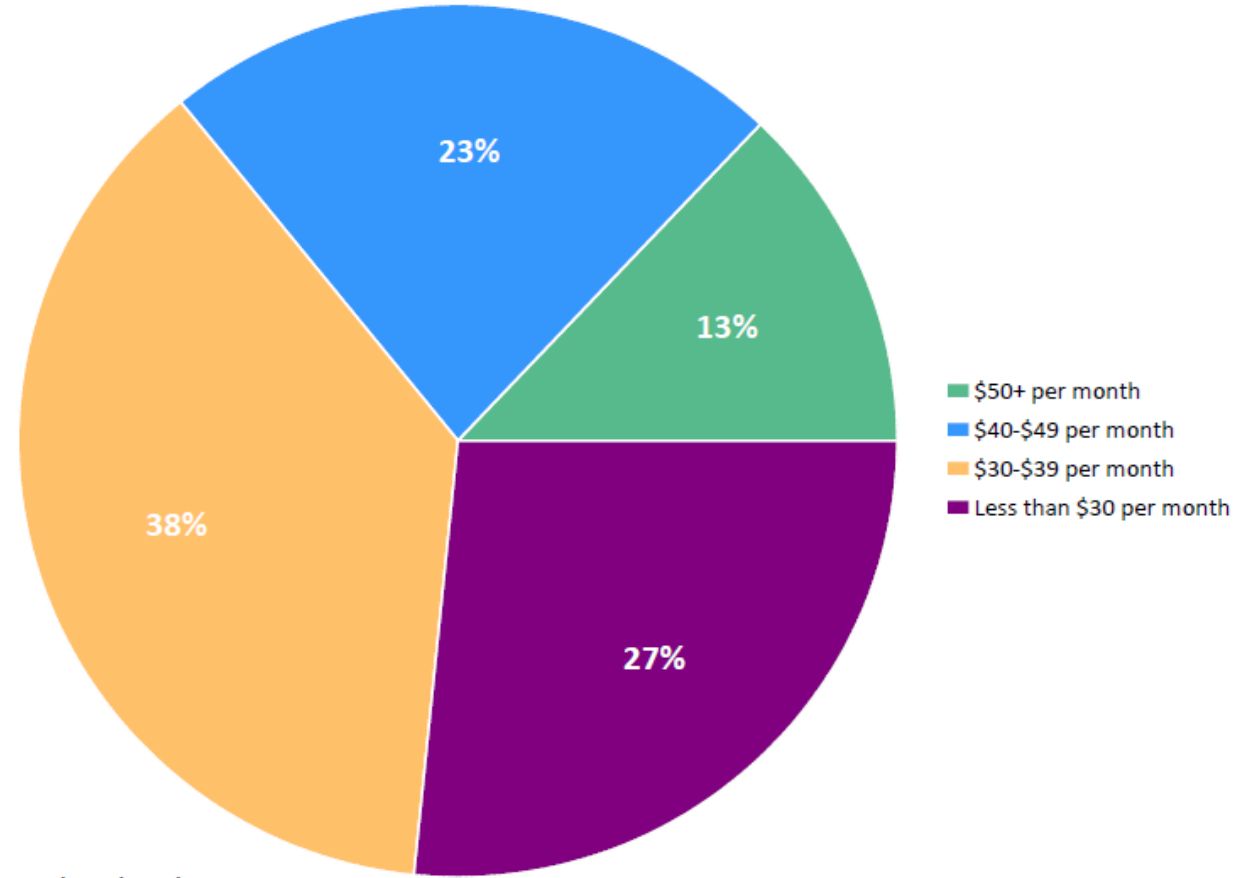
Willingness to Pay

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)



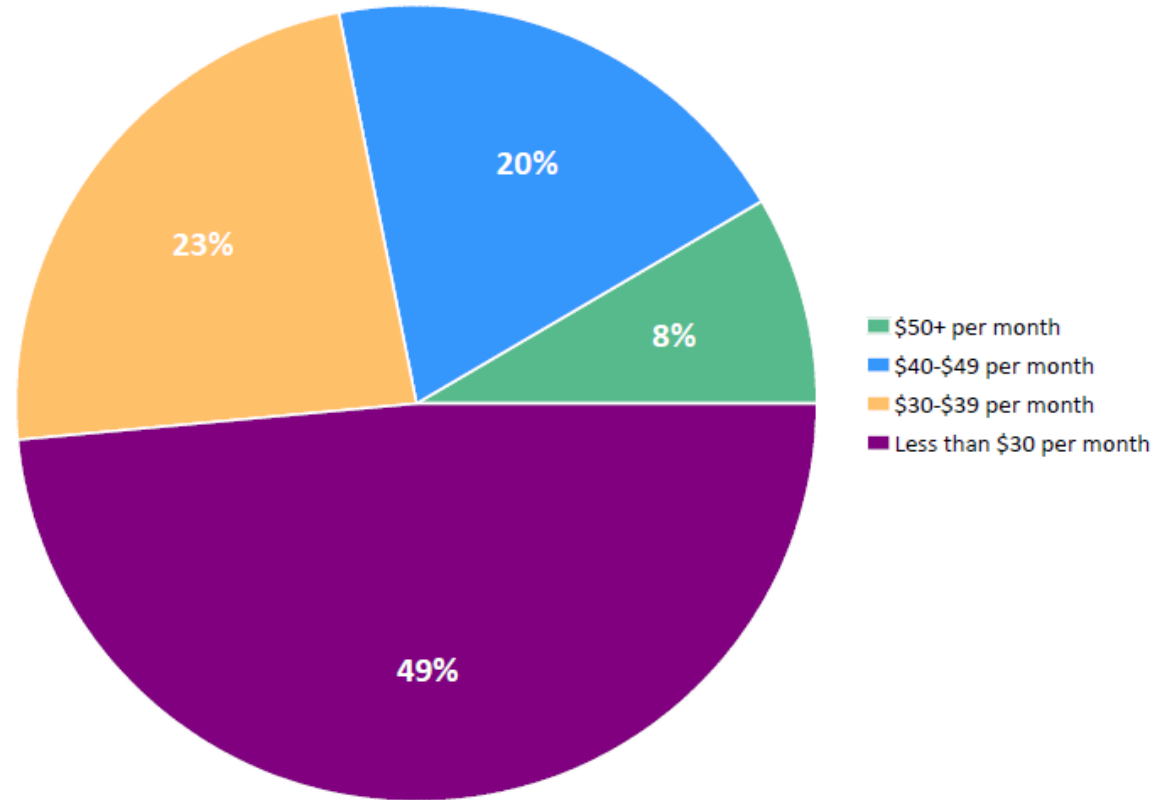
Willingness to Pay

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)



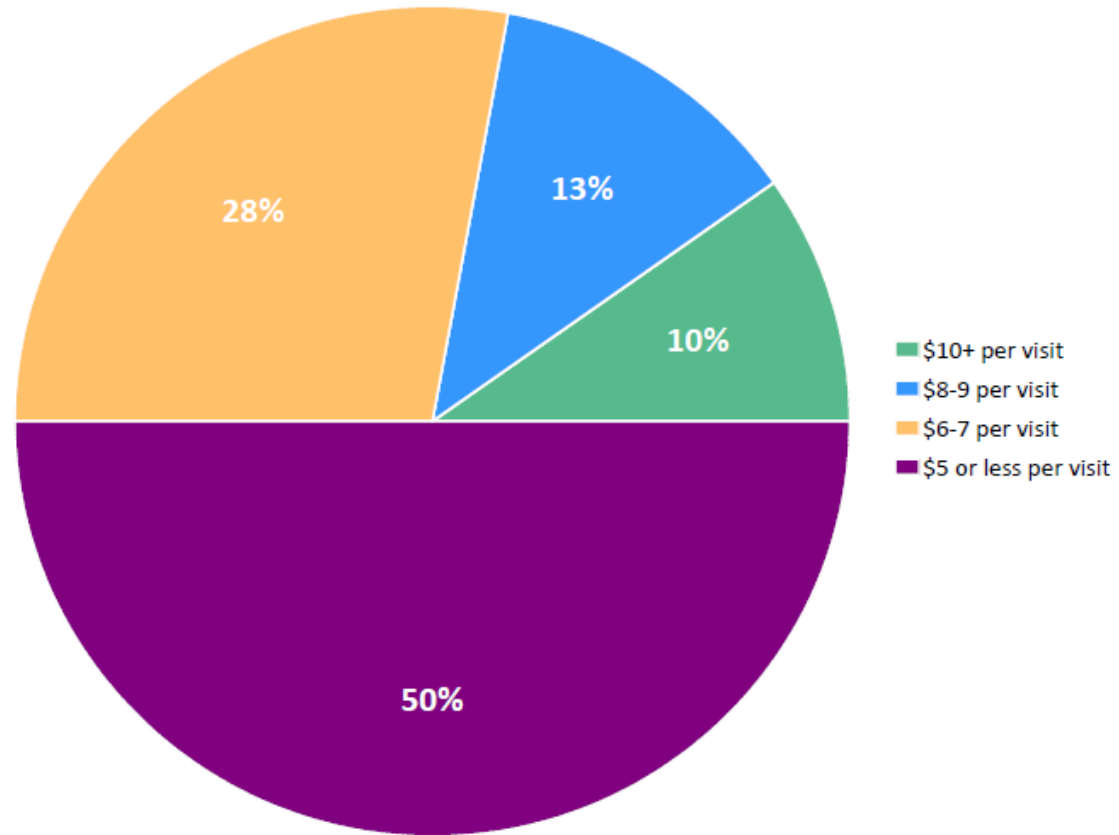
Willingness to Pay

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)



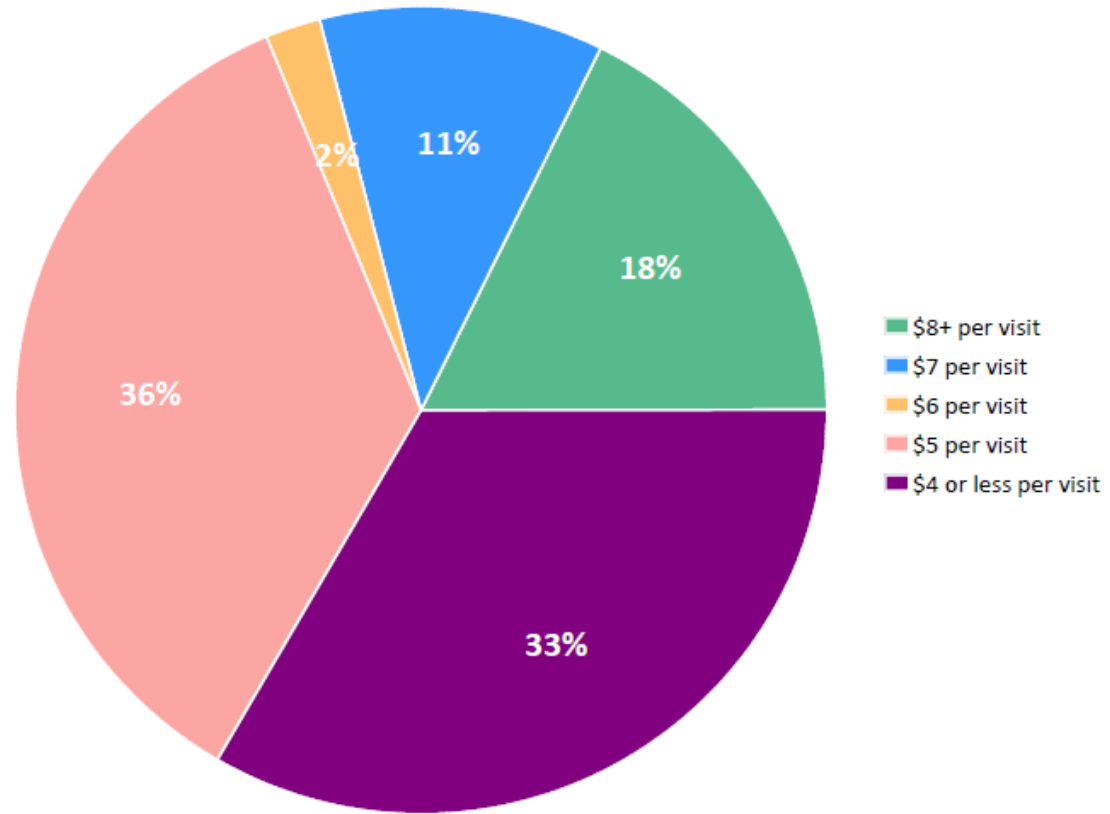
Willingness to Pay

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)

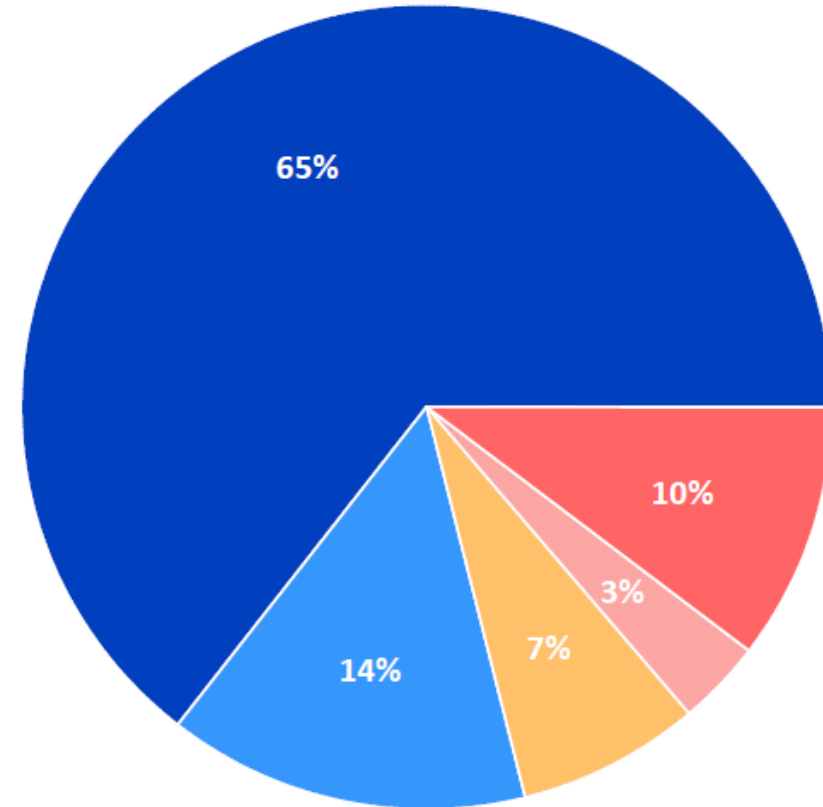


Support of a Community Center if Funded Without a Tax Increase

- 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)



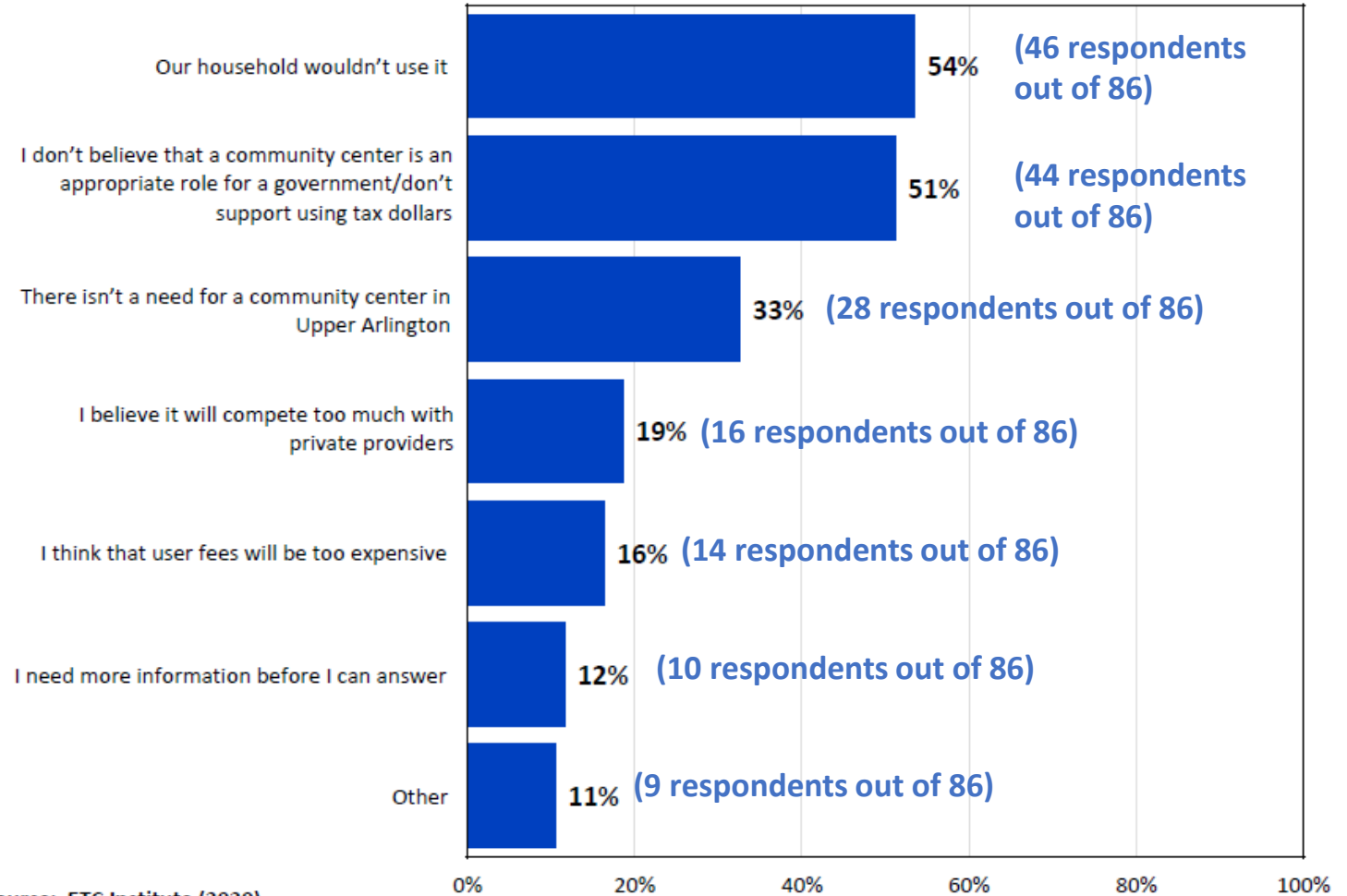
Reasons for Non-Support (Community Center funded without a tax increase)

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)

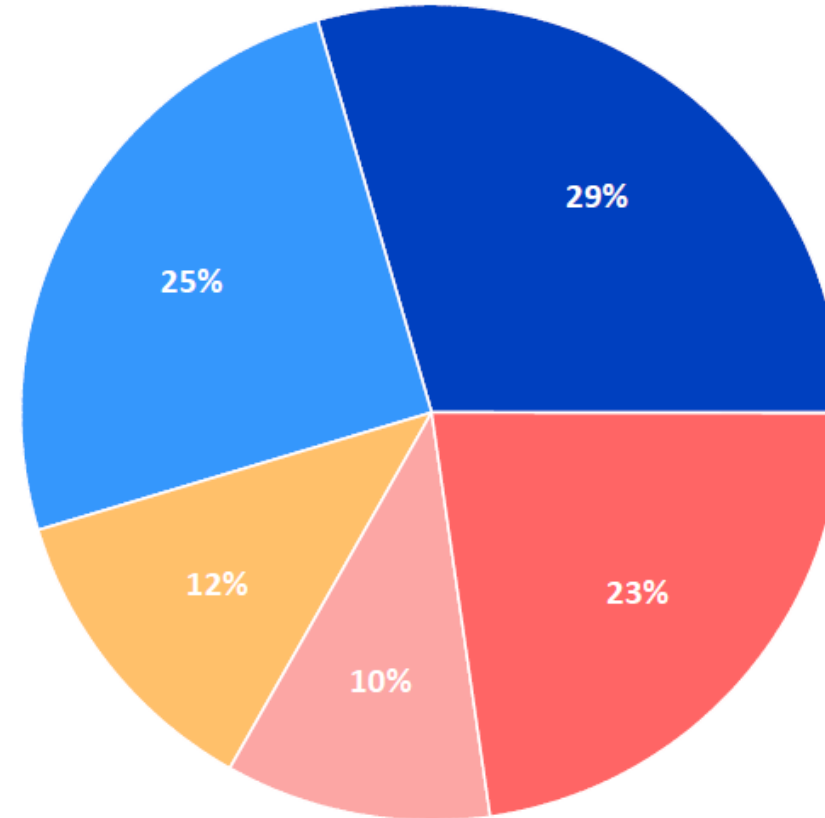


Support of Community Center With a Tax Increase

- 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)



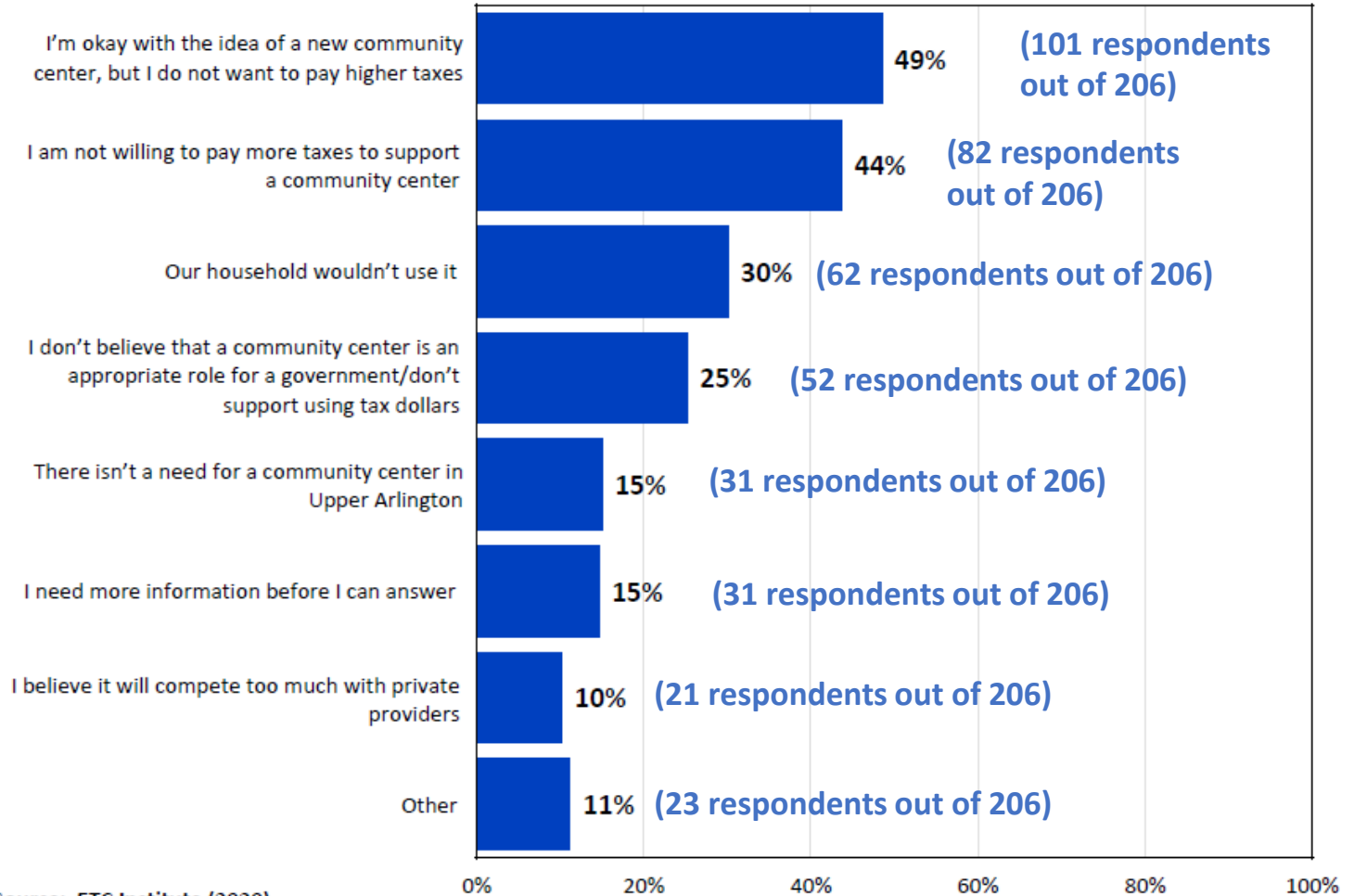
Reasons for Non-Support (Community Center funded with a tax increase)

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)

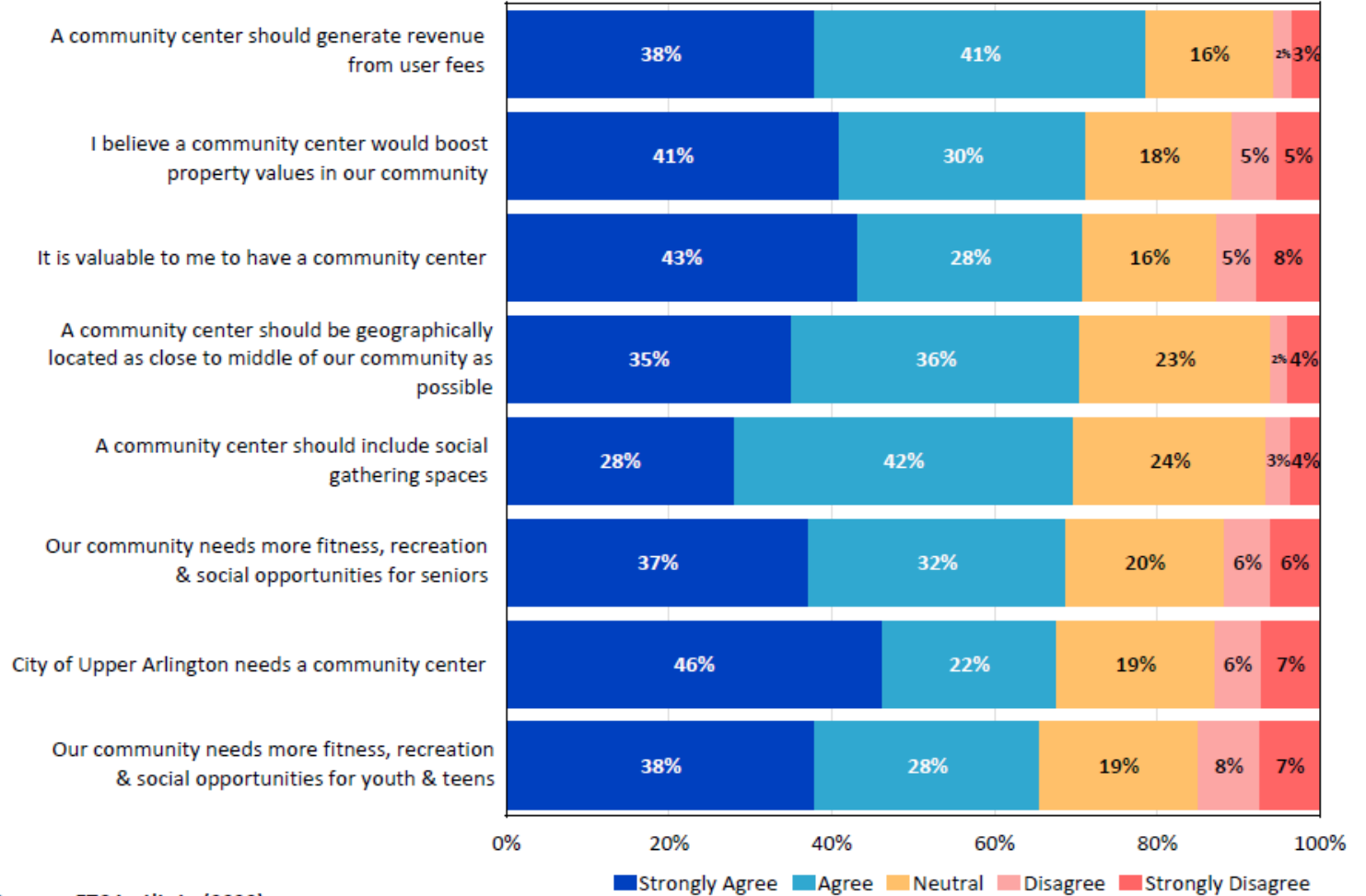


Agreement with Statements

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)

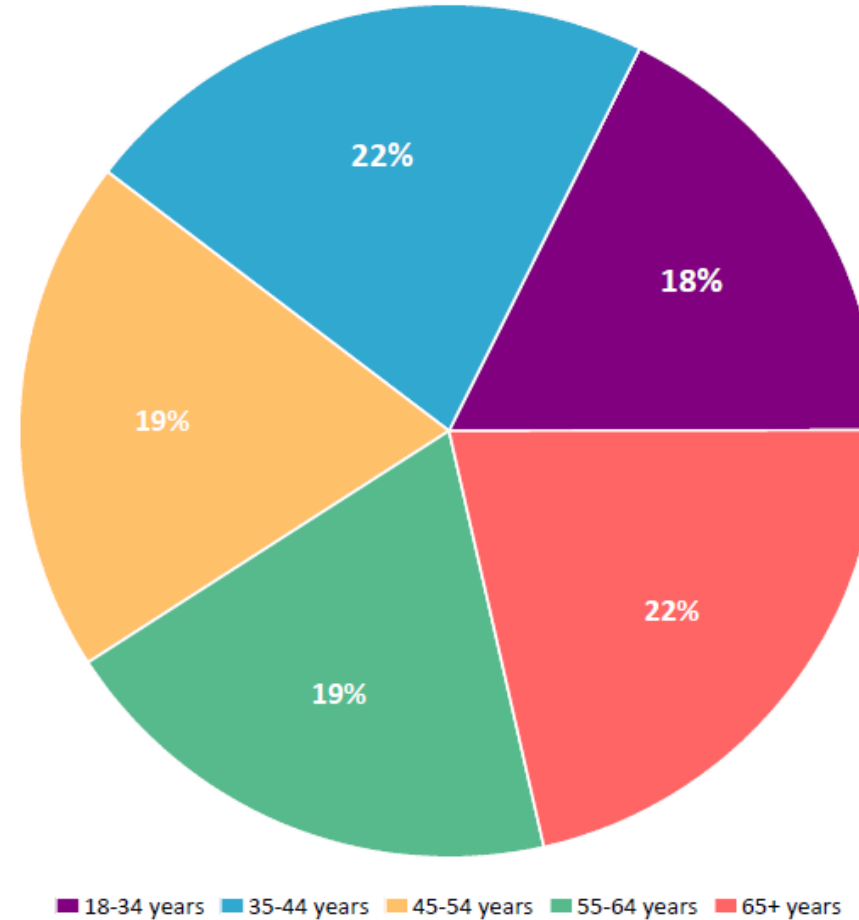


Respondent Demographics – Age

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”)



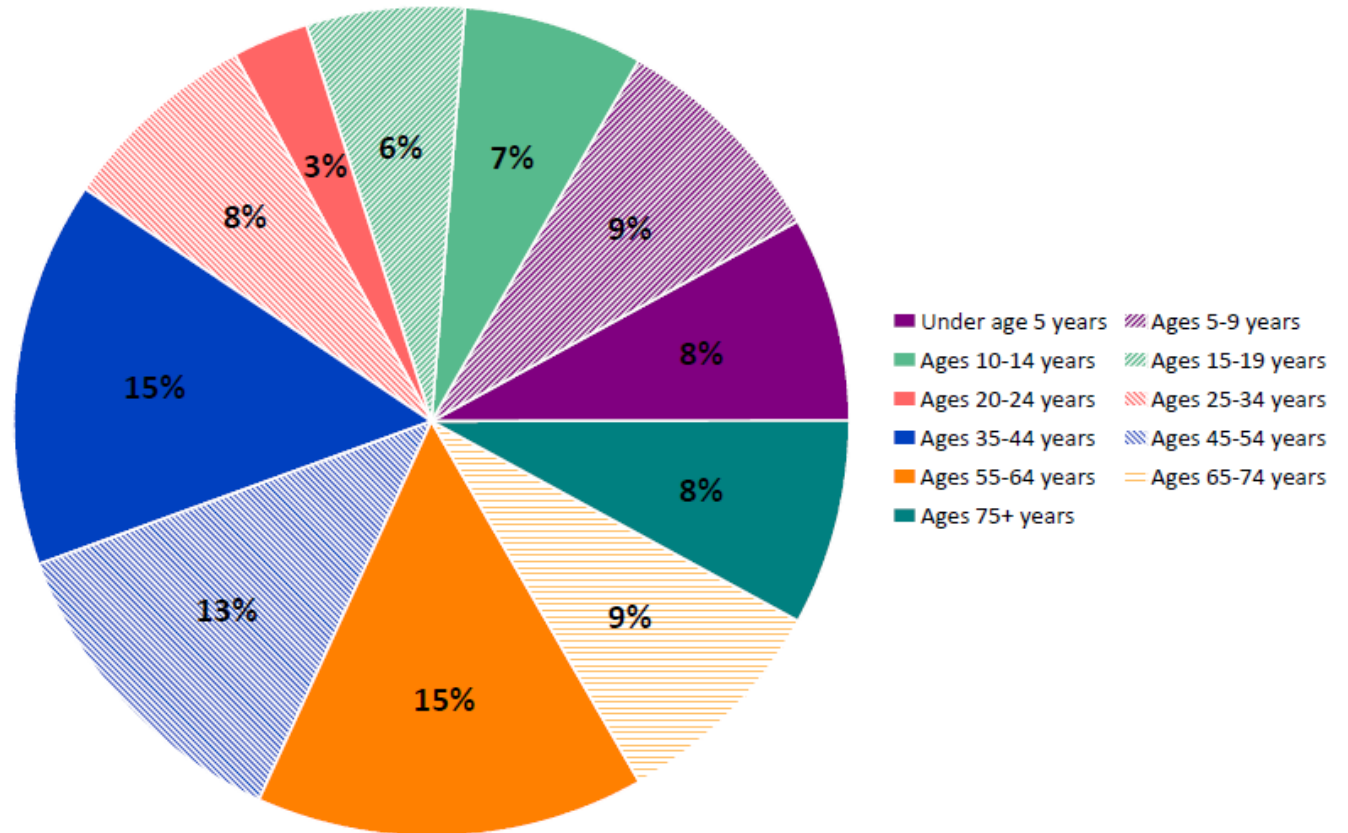
Source: ETC Institute (2020)



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)

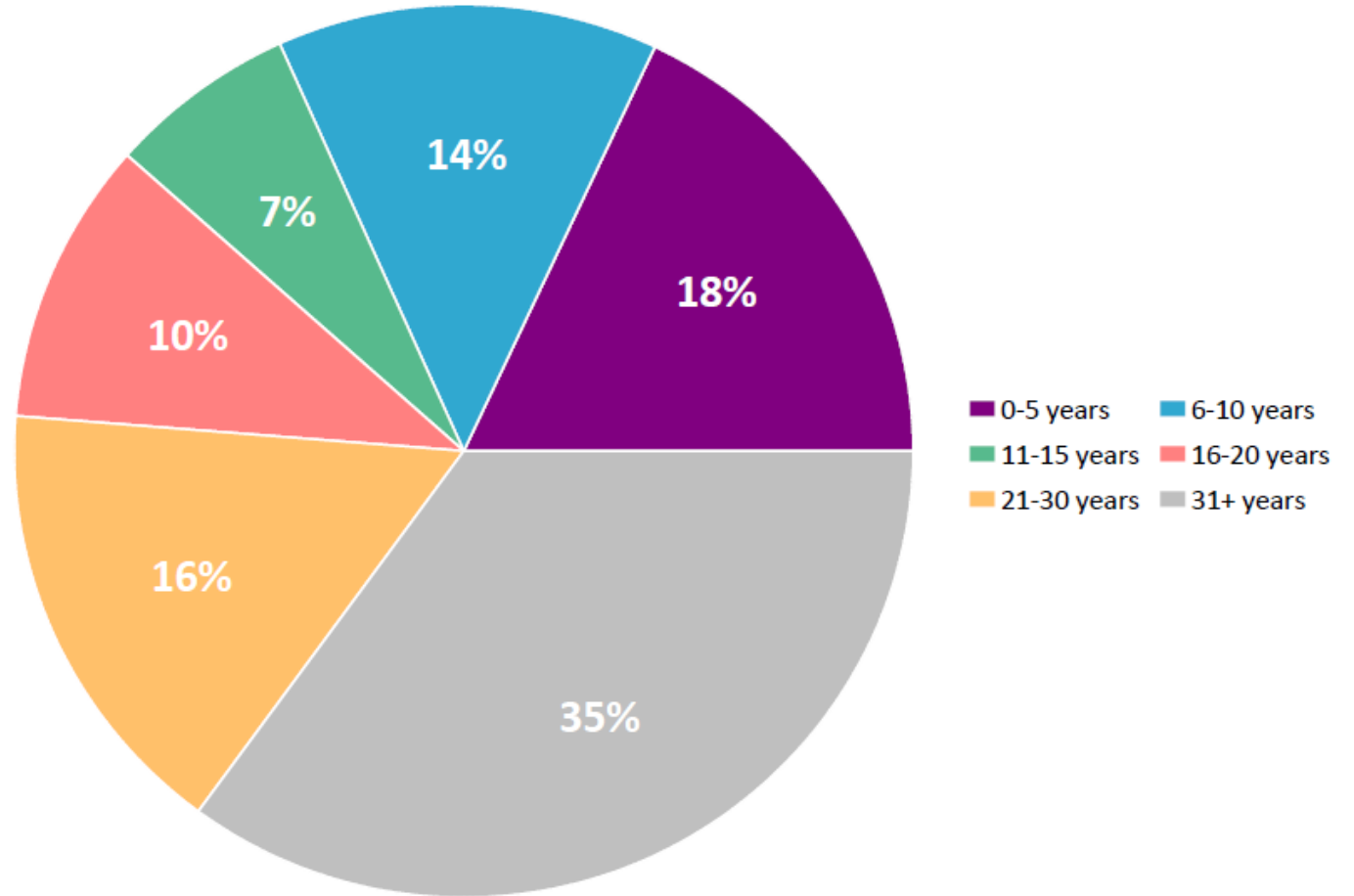


Respondent Demographics – Resident Tenure

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)

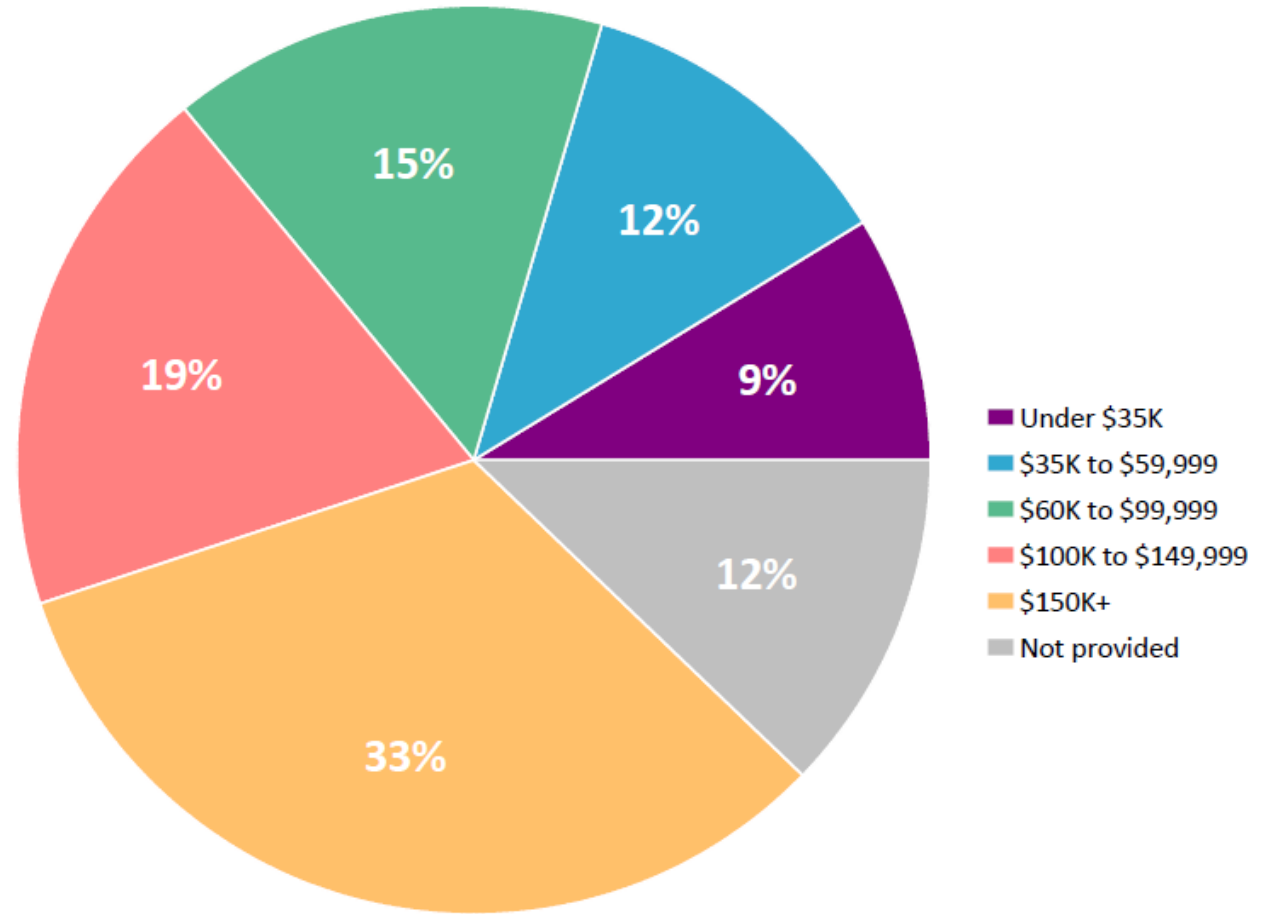


Respondent Demographics – Household Income

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)

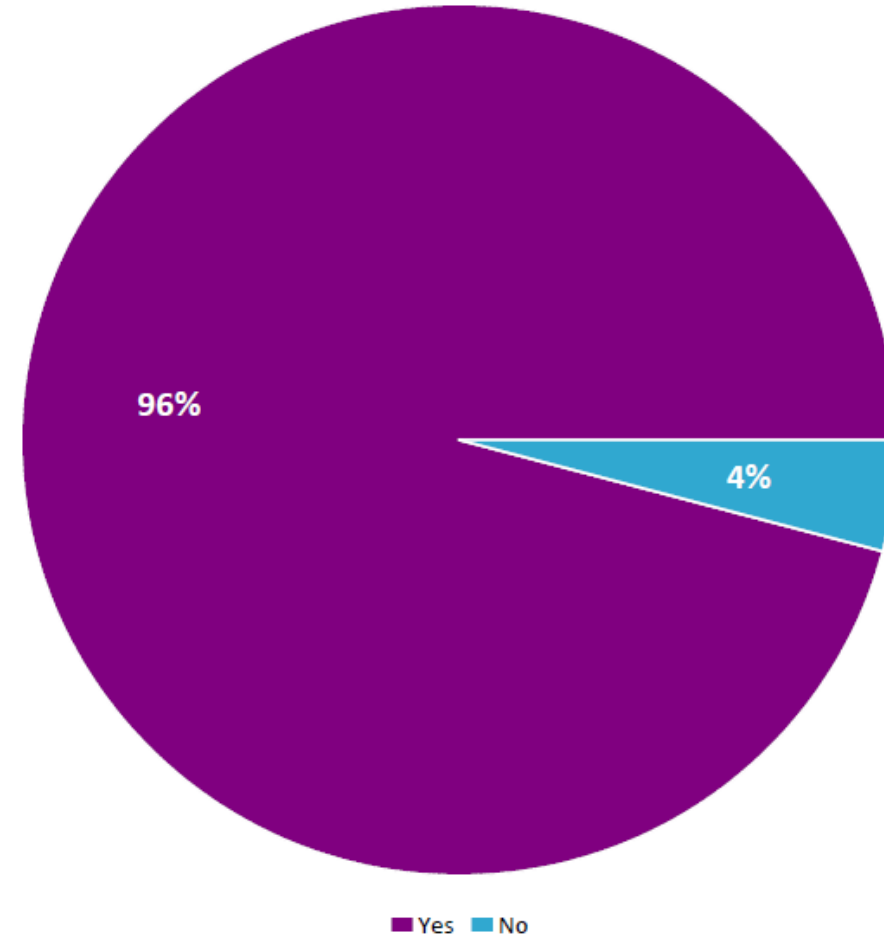


Respondent Demographics – Voting Record

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

Q15. Have you voted in the past two years?

by percentage of respondents



Source: ETC Institute (2020)

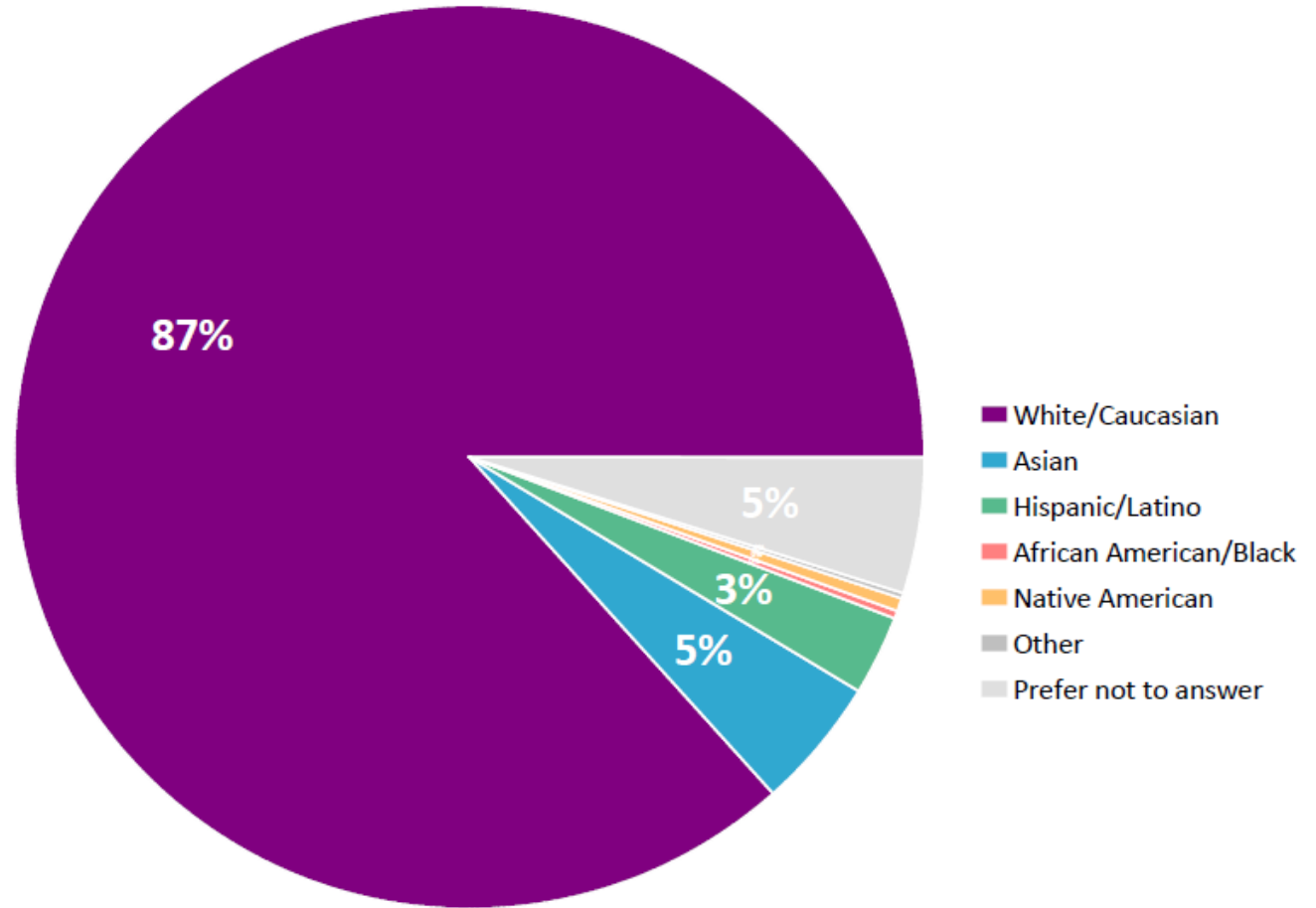


Respondent Demographics – Race/Ethnicity

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 is inscribed with "UPPER ARLINGTON" and "FOUNDED 1918". The stone is surrounded by a garden of purple, yellow, and red flowers, with tall grasses to the left. A road and trees are visible in the background.

**UPPER
ARLINGTON
FOUNDED 1918**