



## **Final Report for Waterloo Citizens for a Pool**



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## **Executive Summary**

- Survey (see “WCP\_Survey\_Qualtrics.pdf”) administered between 10/31/19 and 11/14/19
- 459 completed responses
- Typical respondent:
  - Female (78%)
  - Median household income < \$150k (70.8%)
  - Median age 35-49 (68.8%)
  - Married (77.6%)
  - Median education 4-year degree (74.5%)
  - Two or fewer children living in the household (81.3%)
  - Lives in 62298 ZIP code (87.6%)
  - Lives 5 miles or fewer from the center of Waterloo (78.6%)
  - Registered voter in Monroe County (93.5%)
  - Resides in Waterloo School District (90.8%) and has lived in the District for 10+ yrs or fewer (51.6%)
  - Can swim (95.4%) & 3 or fewer in household can swim (62.7%)
  - Does not have a pool at home (85.6%)
  - Does not have at least one member of the family on a swim team (85%)
  - During the summer, spends 4-8 hrs or fewer per week swimming (69.3%), less than 4 hrs per week sunbathing (63.2%), and less than 4 hrs per week on other water-related activities (52.3%)
  - Participates in aquatic activities 11-20 times per year or fewer (61.7%)
  - Does not use aquatic activities for rehabilitation or health purposes (58.8%)
- Likelihood of using an aquatic facility/pool in Waterloo:
  - Overall mean = 6.15 (Moderately likely)
  - More likely to visit in the afternoon/evening (5.97, Moderately likely) than in the morning (4.73, Slightly likely)
  - Moderately likely to use a lazy river (m = 6.02), shaded seating/lounging (m = 5.97), concession stand (m = 5.90), and slides (m = 5.50); all other features were “neutral” or less
- Five most-important features of an aquatic facility (all are “Very important”):
  - Programs/activities for all (m = 4.32)
  - Water accessibility (m = 4.19)
  - Locker rooms (m = 4.14)
  - Adequate shaded seating options (m = 4.11)
  - Electronic payment options (m = 4.03)
- Current status of recreation in Waterloo:
  - Perceive an aquatic facility as moderately better (m = 6.30) than other attractions/activities in Waterloo
  - Most (89.1%) agree or strongly agree that building an aquatic facility would have a positive impact in the area
  - More than half (58.6%) disagree or strongly disagree that they spend time on the hottest days of summer in a grassy park

- More than half (57.5%) disagree or strongly disagree that a stand-alone splash pad would fully satisfy the household's aquatic needs
- Nearly 2/5 (39.7%) disagree or strongly disagree that the skate park is a highly-utilized addition to the community
- Roughly ¼ (26.8%) disagree or strongly disagree that Waterloo Park Board meets or exceeds expectation of providing recreational options
- Roughly ¼ (25.9%) disagree or strongly disagree that the City of Waterloo values its youth by providing safe recreational outlets
- Taxation
  - Majority (77.1%) support extending the Waterloo Park District taxing area to include all of 62298
  - Almost 2/3 (63%) disagree or strongly disagree that funds should be diverted away from an aquatic facility to other projects
  - Willing to pay, on average, an annual tax increase of 0.178%
- Season pass/per-visit pricing and program
  - Moderately likely (mean = 5.74) to participate in a loyalty/membership program
  - Willing to pay a max of \$51.90 for individual season pass (\$144.97 for family of four)
  - Willing to pay a max of \$7.22 per visit (\$5.25 for children)
- Promotions, top five methods, ranked by likelihood of responding:
  - Word of mouth from a friend, m = 5.74 (Moderately likely)
  - Facebook promo video, m = 5.52 (Slightly/moderately likely)
  - Facebook ad, m = 5.38 (Slightly likely)
  - Flyer in mail, m = 4.96 (Slightly likely)
  - TV interview/news story, m = 4.86 (Slightly likely)
- Reports from similar communities and sources for possible grant funding are provided

## **Detailed Data Summary**

How many times per year do you participate in aquatic activities (swimming, etc.)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	34	7.4	7.4	7.4
	1-10	143	31.2	31.2	38.6
	11-20	106	23.1	23.1	61.7
	21-30	75	16.3	16.3	78.0
	31-40	37	8.1	8.1	86.1
	41+	64	13.9	13.9	100.0
	Total		459	100.0	100.0

Do you use aquatic activities for rehabilitation or health purposes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	189	41.2	41.2	41.2
	No	270	58.8	58.8	100.0
	Total	459	100.0	100.0	

If an aquatic facility/pool were built in Waterloo, how likely would you use it?

Mean = 6.15 (Moderately likely)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely unlikely	27	5.9	5.9	5.9
	Moderately unlikely	7	1.5	1.5	7.4
	Slightly unlikely	6	1.3	1.3	8.7
	Neither likely nor unlikely	9	2.0	2.0	10.7
	Slightly likely	33	7.2	7.2	17.9
	Moderately likely	77	16.8	16.8	34.6
	Extremely likely	300	65.4	65.4	100.0
	Total	459	100.0	100.0	

How likely would you use the aquatic facility/pool in the morning hours (before noon)?

Mean = 4.73 (Slightly likely)

How likely would you use the aquatic facility/pool in the afternoon/evening hours (between 12-7pm)?

Mean = 5.97 (Moderately likely)

How likely would you visit the aquatic facility/pool to watch a swim meet?

Mean = 4.3 (Neutral)

If the aquatic facility/pool offered a loyalty/membership program, how likely are you to participate?

Mean = 5.74 (Moderately likely)

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Relative to other attractions or activities available in Waterloo, how would an aquatic facility/pool compare?

Mean = 6.30 (Moderately better)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Much worse	12	2.6	2.6	2.6
	Moderately worse	9	2.0	2.0	4.6
	About the same	18	3.9	3.9	8.5
	Slightly better	29	6.3	6.3	14.8
	Moderately better	91	19.8	19.8	34.6
	Much better	300	65.4	65.4	100.0
	Total	459	100.0	100.0	

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Considering the features and programs of an aquatic facility/pool, below, how likely are you to use/participate in each one?

<b>Feature/Program</b>	<b>Mean</b>
Lazy river	6.02 (Moderately)
Splash pad	5.15 (Slightly)
Diving	4.06 (Neutral)
Slides	5.50 (Moderately)
Rock-climbing wall	4.49 (Neutral)
Birthday parties	5.28 (Slightly)
Water aerobics	4.93 (Slightly)
Swim teams	4.06 (Neutral)
Concession stand	5.90 (Moderately)
Swimming lessons (all age groups)	5.03 (Slightly)
Lifeguard training	3.61 (Neutral)
CPR training	4.48 (Neutral)
Event space/rental	5.26 (Slightly)
Rehab programs	4.46 (Neutral)
Shaded seating/lounging	5.97 (Moderately)

Please consider the following features of an aquatic facility/pool, and rate the importance of each.

<b>Feature</b>	<b>Importance</b>
Water accessibility	4.19 (Very)
Water temperature	3.88 (Very)
Water depth	3.87 (Very)
Multiple pools	3.26 (Moderately)
Rehab area	2.85 (Moderately)
Competitive swimming area	3.15 (Moderately)
Slides	3.50 (Moderately/Very)
Lazy river	3.70 (Very)
Spray features	3.40 (Moderately)
Diving	2.98 (Moderately)
Certified swim lessons	3.93 (Very)
Locker rooms (ADA accessible)	4.14 (Very)
Concession stand	3.89 (Very)
Electronic payment options	4.03 (Very)
Membership option	3.92 (Very)
Pay-by-visit option	4.03 (Very)
Programs/activities for all	4.32 (Very)
Party/event space rental	3.57 (Very)
Year-round operations	3.25 (Moderately)
Adequate shaded seating options	4.11 (Very)



Please rate your agreement with the following statements

The Waterloo Park Board meets or exceeds my expectation of providing recreational options

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	69	15.0	15.0	15.0
	Disagree	54	11.8	11.8	26.8
	Somewhat disagree	55	12.0	12.0	38.8
	Neither agree nor disagree	93	20.3	20.3	59.0
	Somewhat agree	79	17.2	17.2	76.3
	Agree	75	16.3	16.3	92.6
	Strongly agree	34	7.4	7.4	100.0
	Total	459	100.0	100.0	

The Waterloo skate park is a highly-utilized addition to the community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	99	21.6	21.6	21.6
	Disagree	83	18.1	18.1	39.7
	Somewhat disagree	37	8.1	8.1	47.7
	Neither agree nor disagree	138	30.1	30.1	77.8
	Somewhat agree	37	8.1	8.1	85.8
	Agree	46	10.0	10.0	95.9
	Strongly agree	19	4.1	4.1	100.0
	Total	459	100.0	100.0	

Please rate your agreement with the following statements

The City of Waterloo values our youth by providing safe recreational outlets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	61	13.3	13.3	13.3
	Disagree	58	12.6	12.6	25.9
	Somewhat disagree	78	17.0	17.0	42.9
	Neither agree nor disagree	67	14.6	14.6	57.5
	Somewhat agree	92	20.0	20.0	77.6
	Agree	70	15.3	15.3	92.8
	Strongly agree	33	7.2	7.2	100.0
	Total	459	100.0	100.0	

I like to spend my time on the hottest days of summer in a grassy park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	160	34.9	34.9	34.9
	Disagree	109	23.7	23.7	58.6
	Somewhat disagree	56	12.2	12.2	70.8
	Neither agree nor disagree	53	11.5	11.5	82.4
	Somewhat agree	48	10.5	10.5	92.8
	Agree	23	5.0	5.0	97.8
	Strongly agree	10	2.2	2.2	100.0
	Total	459	100.0	100.0	

Please rate your agreement with the following statements

A stand-alone splash pad would fully satisfy my household's aquatic needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	165	35.9	35.9	35.9
	Disagree	99	21.6	21.6	57.5
	Somewhat disagree	53	11.5	11.5	69.1
	Neither agree nor disagree	51	11.1	11.1	80.2
	Somewhat agree	48	10.5	10.5	90.6
	Agree	23	5.0	5.0	95.6
	Strongly agree	20	4.4	4.4	100.0
	Total		459	100.0	100.0

If you knew it would help secure grant funding, how likely would you sign a petition in support of an aquatic facility/pool in Waterloo?

Mean = 6.42 (Moderately likely)

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How likely would you attend a fundraiser in support of an aquatic facility/pool in Waterloo?

Mean = 5.79 (Moderately likely)

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Please rate your agreement with the following statement:

"Building an aquatic facility/pool would have a positive economic impact in the area."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	2.2	2.2	2.2
	Disagree	9	2.0	2.0	4.1
	Somewhat disagree	3	.7	.7	4.8
	Neither agree nor disagree	11	2.4	2.4	7.2
	Somewhat agree	17	3.7	3.7	10.9
	Agree	96	20.9	20.9	31.8
	Strongly agree	313	68.2	68.2	100.0
	Total	459	100.0	100.0	

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How likely would you be in favor of an aquatic facility/pool in Waterloo, IL, if you knew the facility/pool would be used for school programs/activities (swim practice/lessons, school meets, etc.)?

Mean = 6.33 (Moderately likely)

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Please rate your agreement with the following statement:

"I support expanding the Waterloo Park District taxing area to include all of the 62298 zip code."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	4.6	4.6	4.6
	Disagree	5	1.1	1.1	5.7
	Somewhat disagree	11	2.4	2.4	8.1
	Neither agree nor disagree	30	6.5	6.5	14.6
	Somewhat agree	38	8.3	8.3	22.9
	Agree	102	22.2	22.2	45.1
	Strongly agree	252	54.9	54.9	100.0
	Total	459	100.0	100.0	

Please rate your agreement with the following statement:

"Instead of spending money on an aquatic facility/pool, the funds should be diverted to other projects in the area."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	176	38.3	38.3	38.3
	Disagree	113	24.6	24.6	63.0
	Somewhat disagree	52	11.3	11.3	74.3
	Neither agree nor disagree	80	17.4	17.4	91.7
	Somewhat agree	16	3.5	3.5	95.2
	Agree	5	1.1	1.1	96.3
	Strongly agree	17	3.7	3.7	100.0
	Total	459	100.0	100.0	

What is the maximum increase in tax that you would be willing to pay to help build/support the aquatic facility/pool?

Mean = .178

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What is the maximum season pass price that you would be willing to pay to use the aquatic facility/pool?

Mean = \$51.90

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What is the maximum family pass (4 individuals) price that you would be willing to pay to use the aquatic facility/pool?

Mean = \$144.97

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What is the maximum per-visit fee that you would be willing to pay per person to use the aquatic facility/pool?

Mean = \$7.22

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What is the maximum per-visit fee that you would be willing to pay per person to use the aquatic facility/pool, for children?

\$5.25

How often do you use social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	3	.7	.7	.7
	Less than 2hrs per month	13	2.8	2.8	3.5
	Less than 2hrs per week	14	3.1	3.1	6.5
	Less than 2hrs per day	168	36.6	36.6	43.1
	At least 2hrs per day	261	56.9	56.9	100.0
	Total	459	100.0	100.0	

In general, how likely are you to search for information online about the proposed Waterloo aquatic facility/pool?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely unlikely	21	4.6	4.6	4.6
	Moderately unlikely	17	3.7	3.7	8.3
	Slightly unlikely	29	6.3	6.3	14.6
	Neither likely nor unlikely	60	13.1	13.1	27.7
	Slightly likely	78	17.0	17.0	44.7
	Moderately likely	135	29.4	29.4	74.1
	Extremely likely	119	25.9	25.9	100.0
	Total	459	100.0	100.0	

How likely are you to search for information online about the proposed Waterloo aquatic facility/pool, if a family member (such as your children) told you about it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely unlikely	16	3.5	3.5	3.5
	Moderately unlikely	12	2.6	2.6	6.1
	Slightly unlikely	9	2.0	2.0	8.1
	Neither likely nor unlikely	35	7.6	7.6	15.7
	Slightly likely	72	15.7	15.7	31.4
	Moderately likely	134	29.2	29.2	60.6
	Extremely likely	181	39.4	39.4	100.0
	Total	459	100.0	100.0	

How likely are you to attend a public forum/information session about the aquatic facility/pool?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely unlikely	38	8.3	8.3	8.3
	Moderately unlikely	15	3.3	3.3	11.5
	Slightly unlikely	42	9.2	9.2	20.7
	Neither likely nor unlikely	55	12.0	12.0	32.7
	Slightly likely	134	29.2	29.2	61.9
	Moderately likely	97	21.1	21.1	83.0
	Extremely likely	78	17.0	17.0	100.0
	Total	459	100.0	100.0	



Below is a list of possible media and promotion methods for the aquatic facility/pool.

How likely are you to respond to each method?

<b>Method</b>	<b>Likelihood</b>
Facebook (ad)	5.38 (Slightly)
Facebook (promo video)	5.52 (Slightly/Moderately)
Instagram	3.46 (Slightly Unlikely)
Twitter	2.72 (Slightly Unlikely)
Snapchat	2.78 (Slightly Unlikely)
WCP website	4.55 (Slightly Likely)
Text messages from WCP	4.65 (Slightly Likely)
Internet banner ad	3.90 (Neutral)
Spotify ad	2.50 (Slightly/Moderately Unlikely)
iHeartRadio ad	2.74 (Slightly Unlikely)
Email newsletter	4.82 (Slightly Likely)
Windshield flyer	3.75 (Neutral)
Billboard	4.17 (Neutral)
Ad on side of bus	2.97 (Slightly Unlikely)
Radio ad	3.85 (Neutral)
TV ad	4.02 (Neutral)
Flyer in mail	4.96 (Slightly)
Print ad (newspaper/magazine)	4.25 (Neutral)
TV interview/news story	4.86 (Slightly)
Phone call	3.19 (Slightly Unlikely)
Word of mouth (from a friend)	5.74 (Moderately)

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	95	20.7	20.7	20.7
	Female	358	78.0	78.0	98.7
	Prefer not to answer	6	1.3	1.3	100.0
	Total	459	100.0	100.0	

What is your annual household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	9	2.0	2.0	2.0
	\$25,000 to \$49,999	40	8.7	8.7	10.7
	\$50,000 to \$74,999	58	12.6	12.6	23.3
	\$75,000 to \$99,999	83	18.1	18.1	41.4
	\$100,000 to \$149,999	135	29.4	29.4	70.8
	\$150,000 or more	83	18.1	18.1	88.9
	Prefer not to answer	51	11.1	11.1	100.0
	Total	459	100.0	100.0	

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24 years old	16	3.5	3.5	3.5
	25 to 34 years old	88	19.2	19.2	22.7
	35 to 49 years old	212	46.2	46.2	68.8
	50 to 64 years old	106	23.1	23.1	91.9
	65 or older	28	6.1	6.1	98.0
	Prefer not to answer	9	2.0	2.0	100.0
	Total	459	100.0	100.0	

What is your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	356	77.6	77.6	77.6
	Widowed	7	1.5	1.5	79.1
	Divorced	30	6.5	6.5	85.6
	Separated	5	1.1	1.1	86.7
	Never married	34	7.4	7.4	94.1
	Engaged to be married	12	2.6	2.6	96.7
	Prefer not to answer	15	3.3	3.3	100.0
	Total	459	100.0	100.0	

What is the highest level of education that you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	1	.2	.2	.2
	High school graduate	41	8.9	8.9	9.2
	Some college	95	20.7	20.7	29.8
	2 year degree	58	12.6	12.6	42.5
	4 year degree	147	32.0	32.0	74.5
	Professional degree	105	22.9	22.9	97.4
	Doctorate	12	2.6	2.6	100.0
	Total	459	100.0	100.0	

How many children are living in your household, currently?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	140	30.5	30.5	30.5
	None yet, but we are expecting	3	.7	.7	31.2
	One	78	17.0	17.0	48.1
	Two	152	33.1	33.1	81.3
	Three	63	13.7	13.7	95.0
	Four or more	23	5.0	5.0	100.0
	Total	459	100.0	100.0	

What is your ZIP code?

87.6% live in 62298

3.9% in 62236

2.2% in 62278

Are you a registered voter of the county of Monroe, in the state of Illinois?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	429	93.5	93.5	93.5
	No	30	6.5	6.5	100.0
	Total	459	100.0	100.0	

Do you live in the Waterloo, IL school district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	417	90.8	90.8	90.8
	No	42	9.2	9.2	100.0
	Total	459	100.0	100.0	

How long have you lived in the Waterloo school district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	10	2.2	2.4	2.4
	1-5 years	70	15.3	16.8	19.2
	More than 5 years	49	10.7	11.8	30.9
	More than 10 years	86	18.7	20.6	51.6
	More than 20 years	202	44.0	48.4	100.0
	Total	417	90.8	100.0	
Missing	System	42	9.2		
Total		459	100.0		

Can you swim?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	438	95.4	95.4	95.4
	No	21	4.6	4.6	100.0
	Total	459	100.0	100.0	

How many people in your household can swim?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	2.0	2.0	2.0
	1	43	9.4	9.4	11.3
	2	143	31.2	31.2	42.5
	3	93	20.3	20.3	62.7
	4	115	25.1	25.1	87.8
	5 or more	56	12.2	12.2	100.0
	Total	459	100.0	100.0	

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Do you (or your family) have a pool at home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	66	14.4	14.4	14.4
	No	393	85.6	85.6	100.0
	Total	459	100.0	100.0	

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Is at least one member of your family on a swim team?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	15.0	15.0	15.0
	No	390	85.0	85.0	100.0
	Total	459	100.0	100.0	

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During the summer, how many hours per week do you estimate you spend on the following?

Swimming: Median = 4-8hrs or less (69.3%)

Sunbathing: Median = Less than 4hrs (63.2%)

Other water-related activities: Median = Less than 4hrs (52.3%)

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Approximately how far do you live from the center of Waterloo?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a mile	153	33.3	33.3	33.3
	5 miles or fewer	208	45.3	45.3	78.6
	10 miles or fewer	64	13.9	13.9	92.6
	15 miles or fewer	21	4.6	4.6	97.2
	More than 15 miles	13	2.8	2.8	100.0
	Total	459	100.0	100.0	

### **Reports from Similar Community Projects (see attached)**

- Cary Park District Feasibility Study
- Ste. Genevieve County Feasibility Study
- Mt. Vernon
  - Feasibility Study
  - Letter from City Manager
- Burlington
  - Community Aquatic Center Presentation
  - Community Aquatic Center Phone Interview

### **Possible Grant Funding Opportunities**

- [SC Johnson](#)
- [Civil Infrastructure Systems \(CIS\) Grants](#)
- [Illinois DNR Park and Recreational Facilities Construction Program](#)
- [ComEd Powering Safe Communities Grants](#)
- [Reeve Foundation Quality of Life Grants](#)
- [Walmart Local Community Grants](#)