Intro

Waterloo Citizens for a Pool values your input and would like your perspective on an aquatic facility/pool. Your feedback will help us make decisions about the future plans for this facility.

This survey should take no longer than 10 minutes.

Your participation in this study is voluntary. If you decide at any point that you do not wish to continue participating, you may leave the study by closing your browser. We do not anticipate that you will experience any risks or discomforts.

We will make every effort to protect your privacy, and your responses are anonymous.

By clicking the button below, you are acknowledging that you have read the information contained on this screen and would like to be a participant in this study.



Waterloo Citizens for a Pool (WCP), is a group of individuals with a passion for our community — particularly, a community pool, with maybe a lazy river and a splash pad, just for kicks (and splashes). Fun in the sun makes us happy. Seeing our community's youth enjoying their summers makes us happy. Providing an opportunity to "stay home" for aquatic fun, rather than traveling distances and spending our money elsewhere, makes us happy.

We truly believe in the life-enhancing power of a cohesive community and its ability to simplify our social experiences, elevate our "off" time, engage and inspire people, not only in the city of Waterloo, IL, but the surrounding communities as well. A well-designed pool, combined with good relationships and community cohesion, comes from the collaboration of individuals and city government. We're excited to build something beautiful together, that will enhance our local community now, and for many years to come.

Our Mission Statement:

WCP is a community organization, dedicated to bettering our community, our families and especially, our youth, through bringing a pool back to the city of Waterloo, Illinois.

OUR VISION:

The vision of WCP is to encourage and empower others to get involved and to make a difference in the greater community, and to raise funds to see that vision realized.

Features/Usage How many times per year do you participate in aquatic activities (swimming, etc.)? 1-10 31-40 41+ Never 11-20 21-30 Do you use aquatic activities for rehabilitation or health purposes? Yes O No If an aquatic facility/pool were built in Waterloo, how likely would you use it? Moderately Moderately Extremely Slightly Neither likely Extremely nor unlikely Slightly likely unlikely unlikely unlikely likely likely How likely would you use the aquatic facility/pool in the morning hours (before noon)? Extremely Moderately Slightly Neither likely Moderately Extremely nor unlikely Slightly likely unlikely unlikely unlikely likely likely How likely would you use the aquatic facility/pool in the afternoon/evening hours (between 12-7pm)? Extremely Moderately Slightly Neither likely Moderately Extremely nor unlikely Slightly likely unlikely unlikely unlikely likely likely How likely would you visit the aquatic facility/pool to watch a swim meet? Extremely Moderately Slightly Neither likely Moderately Extremely nor unlikely Slightly likely likely unlikely likely unlikely unlikely If the aquatic facility/pool offered a loyalty/membership program, how likely are you to participate? Extremely Moderately Slightly Neither likely Moderately Extremely nor unlikely Slightly likely unlikely unlikely unlikely likely likely Relative to other attractions or activities available in Waterloo, how would an aquatic facility/pool compare? Moderately About the Moderately Much worse worse Slightly worse same Slightly better better Much better

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

	Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
Lazy river	0	0	0	0	0	0	0
Splash pad	0			\bigcirc	\bigcirc		\bigcirc
Diving	0			\bigcirc	\bigcirc		
Slides	0				\bigcirc		
Rock-climbing wall					\bigcirc		
Birthday parties	0						
Water aerobics	0						
Swim teams	0						
Concession stand	0						
Swimming lessons (all age groups)	0	0	\circ	\circ	\circ		0
Lifeguard training	0			\bigcirc			\bigcirc
CPR training	0						
Event space/rental	0						
Rehab programs	0			\bigcirc		\bigcirc	\bigcirc
Shaded seating/lounging	0	0	\circ	\circ	\circ		0

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

·	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Water accessibility	0	0	0	0	
Water temperature			\bigcirc	\circ	
Water depth			\bigcirc	\bigcirc	
Multiple pools			\bigcirc	\bigcirc	
Rehab area				\bigcirc	
Competitive swimming area		0	\circ	0	0
Slides				\bigcirc	
Lazy river				\bigcirc	
Spray features				\bigcirc	
Diving				\bigcirc	
Certified swim lessions	0		0	0	0

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Locker rooms (ADA accessible)	0	0	0	0	0
Concession stand			\bigcirc		
Electronic payment options (concessions and entry)	0	0	0	0	0
Membership option			\bigcirc		
Pay-by-the-visit option			\bigcirc		
Programs/activities for all age groups and abilities	0	0	0	0	0
Party/event rental space	0		\circ	\circ	0
Year-round operations	0			\bigcirc	
Adequate shaded seating options			\circ	\circ	

Please rate your agreement with the following statements

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
The Waterloo Park Board meets or exceeds my expectation of providing recreational options	0	0	0	0	0	0	0
The Waterloo skate park is a highly-utilized addition to the community	0	0	0	0	0	0	0
The City of Waterloo values our youth by providing safe recreational outlets	0	0	0	0	0	0	0
I like to spend my time on the hottest days of summer in a grassy park	0	0	0	0	0	0	0

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
A stand-alone splash pad would fully satisfy my household's aquatic needs	0	0	0	0	0	0	0

Taxation

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?

•	Moderately unlikely	0 ,	Slightly likely	Moderately likely	Extremely likely

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

Extremely	Moderately	Slightly	Neither likely		Moderately	Extremely
unlikely	unlikely	unlikely	nor unlikely	Slightly likely	likely	likely

Please rate your agreement with the following statement:

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

Strongly		Somewhat	Neither agree	Somewhat		Strongly
disagree	Disagree	disagree	nor disagree	agree	Agree	agree

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.)?

Extremely	Moderately	Slightly	Neither likely		Moderately	Extremely
unlikely	unlikely	unlikely	nor unlikely	Slightly likely	likely	likely

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."

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

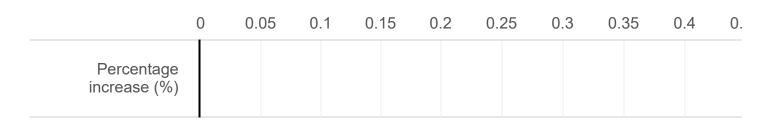
Please rate your agreement with the following statement:

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

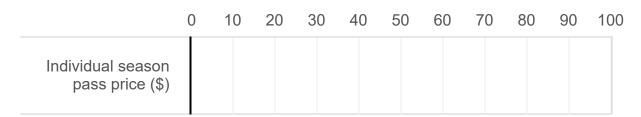
ANNUAL Tax Payer cost at Sample Rates below:

House Appraisal	Assessment value	0.05%	0.10%	0.15%	0.20%	0.25%	0.30%	0.35%	0.
\$100,000	\$33,333	\$16.67	\$33.33	\$50.00	\$66.67	\$83.33	\$100.00	\$116.67	\$13
\$200,000	\$66,666	\$33.33	\$66.67	\$100.00	\$133.33	\$166.67	\$200.00	\$233.33	\$26

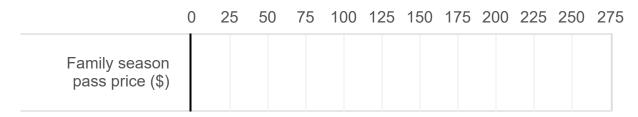
Using the above examples as a guide, what is the maximum increase in tax that you would help build/support the aquatic facility/pool?



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

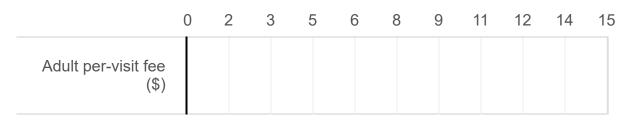


What is the maximum family pass (4 individuals) price that you would be willing to pay to use the aquatic facility/pool?

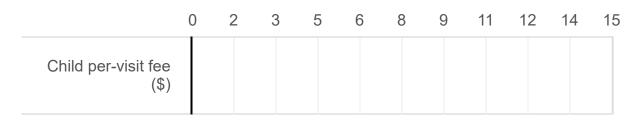


What is the maximum per-visit fee that you would be willing to pay per person to use the aquatic facility/pool?

0 2 3 5 6 8 9 11 12 14 15



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



Media

How often do you use social media?

Less than 2hrs per Less than 2hrs per Less than 2hr per At least 2hrs per Never month week day day

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

Extremely Moderately Slightly Neither likely Moderately Extremely unlikely unlikely nor unlikely Slightly likely likely likely

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?

Extremely Moderately Slightly Neither likely Moderately Extremely unlikely unlikely nor unlikely Slightly likely likely likely

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

Extremely Moderately Slightly Neither likely Moderately Extremely unlikely unlikely nor unlikely Slightly likely likely likely

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

How likely are you to respond to each method?

Neither
likely
Extremely Moderately Slightly nor Slightly Moderately Extremely
unlikely unlikely unlikely likely likely

TV interview/news story WCP website	Extremely unlQely	Moderately unlΩely	0 ,	Neither likely nor unlely	Slightly likOly	Moderately likOly	Extremely likely
Spotify ad	0	0	0	0	0	0	0
Flyer you received in the mail	0						\circ
TV ad			\bigcirc	\bigcirc			\bigcirc
Instagram	0		\bigcirc	\bigcirc	\bigcirc		\bigcirc

Word of mouth (from a friend)	0		\circ	0		0	
Facebook (promotional video)	0		\circ			\circ	
Internet banner ad		\bigcirc	\bigcirc		\bigcirc	\bigcirc	\bigcirc
Phone call	0		\bigcirc		\bigcirc		\bigcirc
Windshield flyer			\bigcirc		\bigcirc		\bigcirc
Facebook (ad)			\bigcirc		\bigcirc		
Ad on the side of a bus	0	0	\circ	0		0	
Billboard	0		\bigcirc		\bigcirc		\bigcirc
Text messages from WCP	0		\circ	\circ		0	\circ
Email newsletter	0		\bigcirc		\bigcirc		
Twitter	0		\bigcirc		\bigcirc		
Radio ad	0		\bigcirc		\bigcirc		\bigcirc
iHeartRadio ad	0		\bigcirc		\bigcirc		
Print ad (newspaper/magazine)	0		\circ	0		0	0
Snapchat							\bigcirc

Demo

What is your gender?

- Male
- Female
- Prefer not to answer

What is your ar	inual house	hold in	come
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- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- 9 \$150,000 or more
- Prefer not to answer

What is your age?

- O Under 18 years old
- 18 to 24 years old
- 25 to 34 years old
- 35 to 49 years old
- 50 to 64 years old
- 65 or older
- Prefer not to answer

What is your marital status?

- Married
- Widowed
- Divorced
- Separated
- Never married
- Engaged to be married
- Prefer not to answer

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

- Less than high school
- High school graduate
- Some college
- 2 year degree
- 4 year degree

Professional degree
O Doctorate
How many children are living in your household, currently? None
None yet, but we are expecting
One
O Two
O Three
O Four or more
What is your ZIP code?
Are you a registered voter of the county of Monroe, in the state of Illinois? O Yes
O No
Do you live in the Waterloo, IL school district? Yes No
How long have you lived in the Waterloo school district? Less than a year 1-5 years More than 5 years More than 10 years More than 20 years
Can you swim? • Yes
O No
How many people in your household can swim? ○ 0
© 1
© 2
© 3
© 4
© 5 or more
e ··································

Do you (or your family) Yes No	have a pool	at home?			
Is at least one member Yes No	of your famil	y on a swim te	eam?		
During the summer, ho following?	w many hour	•	you estima	te you spend	
	0(none)	Less than 4hrs	4-8hrs	9-12hrs	More than 12hrs
Swimming	0	0	0	0	0
Sunbathing					
Other water-related activities	0	\circ	\circ	0	0
Approximately how far	do you live fr	om the center	of Waterloo	?	
(You may visit https://w Less than a mile 5 m	ww.google.co	om/maps if you 10 miles or few			,
Incentive WCP will be offering a drawing. The winner w If you wish to participat	vill be selected	d after the surv	vey schedul	e has closed	

Survey Powered By Qualtrics