

APPENDIX B: SURVEY INSTRUMENT



The City of La Crosse thanks you for taking the time to complete this important survey.
Please check the box or fill in the lines, as appropriate.

1. In the past 2 years, have you or members of your household -

	Yes	No
a. Visited any of the City of La Crosse's parks?	<input type="checkbox"/>	<input type="checkbox"/>
b. Used any of the City of La Crosse's recreation programs?	<input type="checkbox"/>	<input type="checkbox"/>
c. Had regular access to any privately-owned pools, at your home or otherwise?	<input type="checkbox"/>	<input type="checkbox"/>

2. Last summer, about how often did members of your household visit each location?

	Never	Rarely	Occasionally	Frequently
a. Black River Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Erickson Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Holmen Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. La Crescent Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Memorial Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. North Side Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Onalaska Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Pettibone Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Why have you used each location during your visits? (Select all that apply).

	Recreational Swimming	Swimming Lessons	Exercise	Relaxation	Organized activity or program	Other Reason(s)
a. Black River Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Erickson Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Holmen Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. La Crescent Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Memorial Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. North Side Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Onalaska Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Pettibone Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Overall, how satisfied are you that La Crosse residents have adequate swimming options?

Very Satisfied	Somewhat Satisfied	Not very Satisfied	Not at all Satisfied	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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5. You may be aware that the City closed Memorial Pool in August 2015 due to equipment failure and public health concerns that made the pool non-compliant with state code. In general, how concerned are you with this news?

Very concerned	Somewhat concerned	A little concerned	Not at all concerned	No opinion / Not Aware
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How much do you agree with the following statement: *The City of La Crosse should allocate funds to bring Memorial Pool up to state code in order to reopen.*

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How important are the following *infrastructure* needs compared to Memorial Pool?

	Much More important	Somewhat More important	Somewhat Less important	Much Less important	No opinion
a. Convention Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Public Safety (Police, Fire)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Roads, Streets, and Alleys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Storm Water Sewers / Flood Prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. The City of La Crosse has assembled a variety of options in terms of Memorial Pool's future.

While investing in parks can help improve neighborhood property values and quality of life, these investments carry costs to property taxpayers. For every million dollars the city invests in infrastructure, the average city homeowner (with a \$120,000 home) would contribute roughly \$50 over time in property taxes.

With this in mind, which option do you prefer most?

<u>Option</u>	<u>Estimated Cost</u>
<input type="checkbox"/> Close Memorial Pool permanently	\$0 cost
<input type="checkbox"/> Replace Memorial Pool with a smaller, neighborhood pool at its current location	\$2.5 million total cost
<input type="checkbox"/> Restore Memorial Pool to its original condition with historical 1938 features at its current location	\$4.4 million total cost
<input type="checkbox"/> Build an entirely new all-season aquatics center with upgraded features and amenities in collaboration with community partners	\$7 million total cost



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9. Please rate the importance of the following pool features to members of your household.

	Very important	Somewhat important	Not very important	Not at all important	No opinion
a. Competitive swimming lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Concession stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Diving board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Heated pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Indoor pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Lounge chairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Outdoor pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Slide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Splash pad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Swimming lessons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Therapeutic areas (e.g., underwater treadmills or bicycles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Umbrellas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What other pool features not listed here would you prefer?

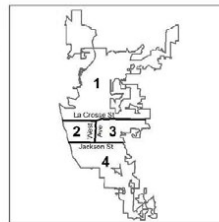
10. How important is it that city officials collaborate with La Crosse Public Schools, as well as area universities (UW-L, Viterbo, and WTC), nonprofits, and hospitals in constructing a new community aquatics center?

Very important	Somewhat important	Not very important	Not at all important	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Demographics. Remember, all of your responses are completely confidential. The following items will only be used for comparison purposes.

11. Using the map on the right, please check the box for the numbered area in the City of La Crosse where you live:

- ① North of La Crosse Street
- ② South of La Crosse Street and West of West Avenue
- ③ South of La Crosse Street and East of West Avenue
- ④ South of Jackson Street





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12. How long have you been a resident living in the city of La Crosse?

Less than 1 year	1 to 5 years	6 to 10 years	11 to 15 years	16 or more years
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you own your home, rent, or some other situation?

Own	Rent	Other
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. How many people in the following age groups live in your household, including yourself?

<u>Children</u>	<u>Number</u>	<u>Adults</u>	<u>Number</u>
Age 4 or younger	_____	18 to 24 years old	_____
5 to 12 years old	_____	25 to 44 years old	_____
13 to 17 years old	_____	45 to 64 years old	_____
		Age 65 or older	_____

15. What is your approximate annual household income?

Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Please take one final look at your completed survey and tell us any comments or suggestions you may have for us regarding public pool facility experiences.

Thank you for your responses.
Please return your survey in the enclosed postage-paid return envelope.