

Superior Indoor Facilities 2014 Survey—Final Results

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Town of Superior

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METHODOLOGY AND WEIGHTING

Introduction. The 2014 Superior Indoor Facilities Survey program was based on a number of discussions and specific input from local representatives including the Trustees and members of the Town's Park, Recreation, Open Space and Trails Advisory Committee (PROSTAC). The dialogue helped to shape both the methods for distributing the survey and the questions that were posed throughout the survey. The result was a survey instrument that was both reviewed for substance and wording, and tested in advance of being fielded by local representatives.

Survey Methods. The primary method of distributing the survey was by postcards inviting households to respond via an on-line survey. The survey was password protected to insure that no more than one form was submitted by a household. A unique number (a "password") was provided on the mailed postcards. Survey invitation postcards were mailed to all known households in Superior; a total of 4,734 households were contacted using a mailing list provided by the Town. The initial mailing was followed by a second postcard mailing to households that had not responded to the first request. Additionally, a paper version of the survey was available for households upon request. After accounting for undeliverable cards (221 were returned from the initial mailing), and based on 4,513 successfully delivered cards and 575 completed surveys, the response rate for the overall effort was approximately 13 percent.

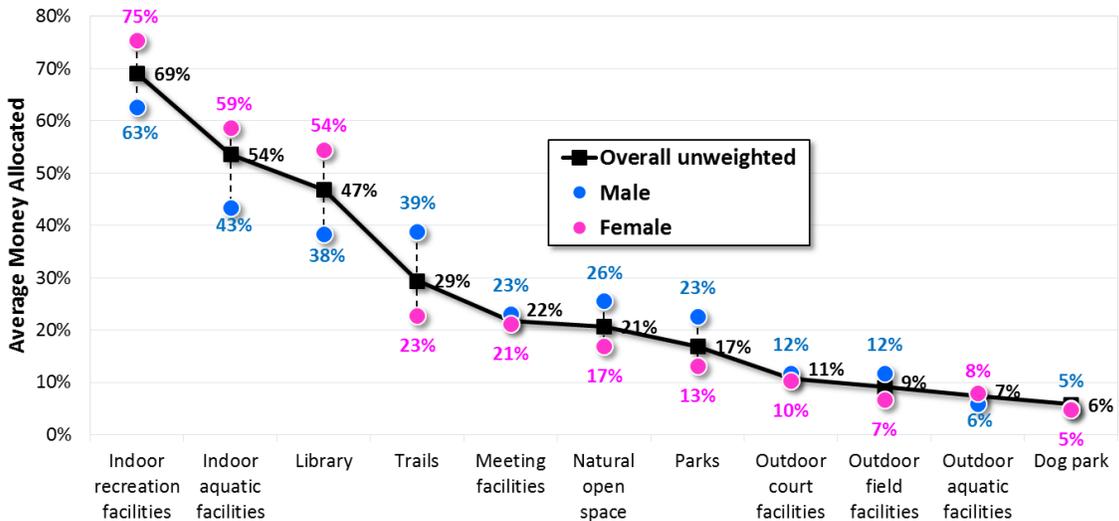
For the sample size of 575 responses it is estimated that, at a 95 percent level of confidence, the actual responses are within plus or minus approximately 4 percent of the reported response on any given question.

Weighting the Survey Results – pros and cons are considered. As described further in the body of this report, the consultant team considered reweighting the survey results to more closely resemble the known makeup of the Town based on the U.S. Census (American Community Survey). The Census is considered to be the best available source of information profiling the demographics of Superior residents. When survey responses are compared to the underlying data (remembering that the Census is also based on a sampling of residents using surveys) there are differences. For example, the Census indicates that the makeup of Superior is 48 percent female and 52 percent male, while the survey resulted in responses that were 60 percent female and 40 percent male. Clearly, actual results suggest that females were more likely to complete the survey on behalf of their households, a response pattern that is often found in parks and recreation surveys.

There are also other variables that were shown to be different from the underlying population including: the mix of single-family home respondents and apartment dwellers, owners and renters, age, and income of reporting households. A complete reweighting of results would ideally address a number of different variables using a complex statistical technique. In other words, if an effort was made to reweight all data, it would best be applied to multiple variables beyond gender. Various aspects of reweighting the data have been considered and an illustration of the impact of reweighting is presented. As shown in the two figures below, the results of reweighting based just on gender would be relatively minor when evaluated for

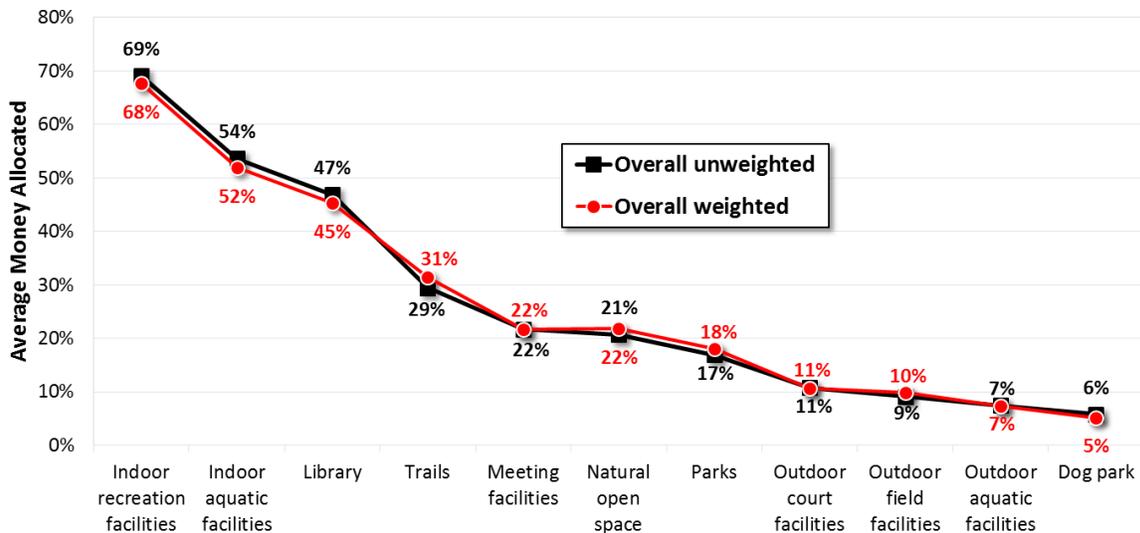
impact on the conclusions derived from the survey data. Further, the reweighting procedure would reduce the transparency of the survey analysis process and potentially might complicate the interpretation of the survey results. For these reasons, it is recommended that the analysis of the results be based on unweighted data. However, the consultant team also recommends that segmentation techniques (also known as “crosstabs”) be used to examine any differences in responses by demographic subgroups such as gender, income or housing type. Tables that break down all survey responses by a series of key variables, including the demographic questions, have been provided with this report in order to permit segmented analysis to occur.

Top Three Priorities by Gender



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Top Three Priorities - Weighted by Gender vs. Unweighted



Source: 2014 Superior Recreation and Indoor Facilities Survey.

A SUMMARY OF THE RESEARCH FINDINGS

Survey Distribution. The primary method of distributing the survey was by postcards inviting households to respond via an on-line survey. The survey was password protected to insure that no more than one form was submitted by a household. Survey invitation postcards were mailed to all known households in Superior; a total of 4,734 households were contacted using a mailing list provided by the Town. The initial mailing was followed by a second postcard mailing to households that had not responded to the first request. The survey resulted in 575 completed questionnaires.

Demographic Questions. The survey contained a series of questions that provide background (demographic) information about the respondent. These questions are used to segment or “crosstabulate” the results on a number of survey questions. The results from these questions also provide data that can be compared to US Census results for Superior in order to better interpret overall survey results.

Facilities Needs. Respondents were provided with a list of indoor and outdoor facilities and asked, “Considering ALL your nearby options, IN or NEAR Superior, how well do you think the following services and facilities CURRENTLY meet the needs of your household?” Respondents are most likely to say that several categories of outdoor nature-based facilities meet their needs, including parks (88 percent), trails (86 percent), and natural open space (85 percent). Over half of respondents indicated that indoor recreation facilities and indoor aquatic facilities in the area fail to meet their needs (58 percent and 57 percent respectively).

Top Priorities to be Added or Improved. When asked to identify the top three priorities to be added or improved from a list, a ranking of preferences emerges. Over two-thirds of respondents (69 percent) indicated that “indoor recreation facilities” were one of their top three priorities to add or improve in Superior. Respondents also placed importance on indoor aquatic facilities (54 percent) and a library (47 percent).

Another question asked respondents to divide their priority improvements into the two categories “indoor” and “outdoor.” A question, “If you had \$100 to spend on new INDOOR community/recreational facilities such as those mentioned in this survey AND/OR new or improved OUTDOOR recreational facilities including fields, courts, and open spaces, how would you split your allocation of those funds between indoor and outdoor facilities?” The results suggest that indoor facilities rank as a higher priority, but there is also support for outdoor facilities. On average, respondents allocated about \$68 towards indoor facilities and \$32 to outdoor facilities as illustrated later in this document.

Top Indoor Priorities. Following the series of questions concerning the importance of the listed categories of indoor facilities, respondents were asked to prioritize their top three facilities. Approximately one-third (35 percent) of respondents reported that a weight/fitness room is a top priority, followed by a library facility (30 percent), and a leisure pool with lap lanes (29 percent). Of the top five ranked indoor facilities to add or improve, four are recreation-related;

this finding is consistent with the previous top priority question where indoor recreation facilities were rated to be the highest single priority by respondents.

Location of an Indoor Facility. About 42 percent of respondents indicated that they have no preference concerning the location of an indoor facility. Those who would like the facility in a specific location most often selected the Town Center (17 percent), then Rock Creek (16 percent overall; 9 percent north of Coalton, 7 percent south of Coalton), a mix among various neighborhoods (9 percent) or a different location (5 percent).

A Recreation Partnership with Louisville. Respondents were asked, “Would you support a partnership agreement with the City of Louisville, in which residents of Superior and Louisville would have reciprocal access to indoor community/recreational facilities located within each community?” Overall, respondents answered positively, with 73 percent indicating that they would support a recreational partnership of some type with Louisville; of the 73 percent, 53 percent support a partnership but still support development of indoor facilities in Superior. Slightly less than a quarter of respondents (22 percent) felt that any necessary indoor recreational facilities should be built in Superior. About 5 percent of respondents were uncertain about this question; in other words, the strong majority of residents have opinions on this topic. This question has been further probed through crosstabs to better understand the patterns of responses from residents.

Library Related Questions. Over 90 percent of respondents are aware of Superior’s financial relationship with the Louisville Public Library. About 62 percent of respondents indicated that the current library relationship with Louisville meets their needs “mostly” or “completely;” and the data indicate that the Superior community consists of library users, with 78 percent identifying themselves as “occasional” or “frequent” users of Louisville library resources.

When asked if Superior “needs its own library,” respondents are evenly divided. Fifty-three percent believe that Superior does not need any type of library in Superior, while the other 47 percent feel that the town should have its own library facilities.

Among those that believe Superior needs its own library, a rank ordering of the importance of locating services in Superior, based on a list of 13 categories, was obtained. It shows print books and periodicals for adults with the highest importance rankings (80 percent), followed by children’s books and programs (77 percent), physical media, digital media (70 percent each), and computer/WiFi/Internet access (67 percent). In a follow-up question, this group of respondents were asked about their top three priorities for facilities. The list showed similar rankings with print books for adults, children’s books, and digital media highest rated. Under separate cover these results were probed by demographic segments and the resulting findings present a resource to support further discussions of library needs and priorities.

Willingness to Pay for Indoor Facilities. Just over one-fifth of respondents (21 percent) indicated that they would not be willing to pay any additional taxes for indoor facilities. Thirty-

nine percent would pay up to \$100 more annually, while 41 percent would pay over \$100 annually.

RESPONDENT DEMOGRAPHICS

The survey contained a series of questions that provide background (demographic) information about the respondent. These questions are used to segment or “crosstabulate” the results on a number of survey questions. The results from these questions also provide data that can be compared to US Census results for Superior in order to better interpret overall survey results. As noted in the discussion above, responses have not been reweighted to reflect differences in actual responses to those from the Census. However, should the Town want to explore certain questions in greater detail, the survey mechanism was designed to allow for easy crosstabulation or segmentation.

A majority of the respondent pool was female (60 percent vs. 40 percent male), a departure from the gender distribution of the Superior population according to the US Census Bureau (48 percent female, 52 percent male). This finding was discussed in the weighting section above. A higher proportion of female respondents is common in survey results, as females are generally slightly more willing to take surveys.

Age is skewed slightly older than the Census profile of Superior (shown in Figure 1). Almost two of three respondents (65 percent) are aged 35 to 54.

Household income also skews slightly higher than the profile presented by US Census figures. Seventy-six percent of respondents indicated that their household income was at or above \$100,000 per year (compared to only 68 percent of Superior residents based on the Census). This is likely due to the underrepresentation of apartment residents in the survey; single-family homes generally report higher household incomes than apartment dwellers on a yearly basis.

The majority (64 percent) of respondents are couples with children, followed by empty nester couples (12 percent), couples without children (9 percent), singles with children (7 percent), singles without children (6 percent), and single empty nesters (2 percent). The survey responses are dominated by family households—seventy-one percent of respondent households have children in their homes, compared to 29 percent that report having no children.

Almost half (45 percent) of respondents have lived in the Superior area for over 10 years, while five percent have been there for less than a year. Twenty-seven percent have been in Superior for less than five years, and 23 percent have inhabited the area for five to 10 years.

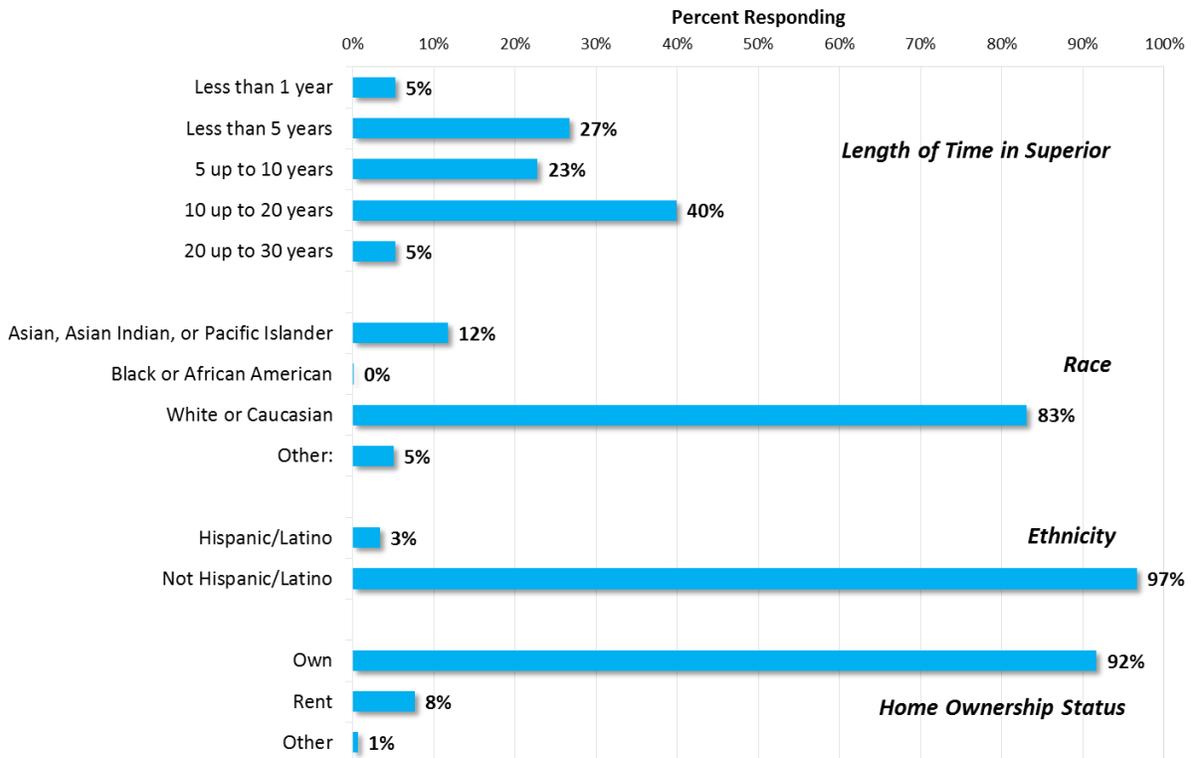
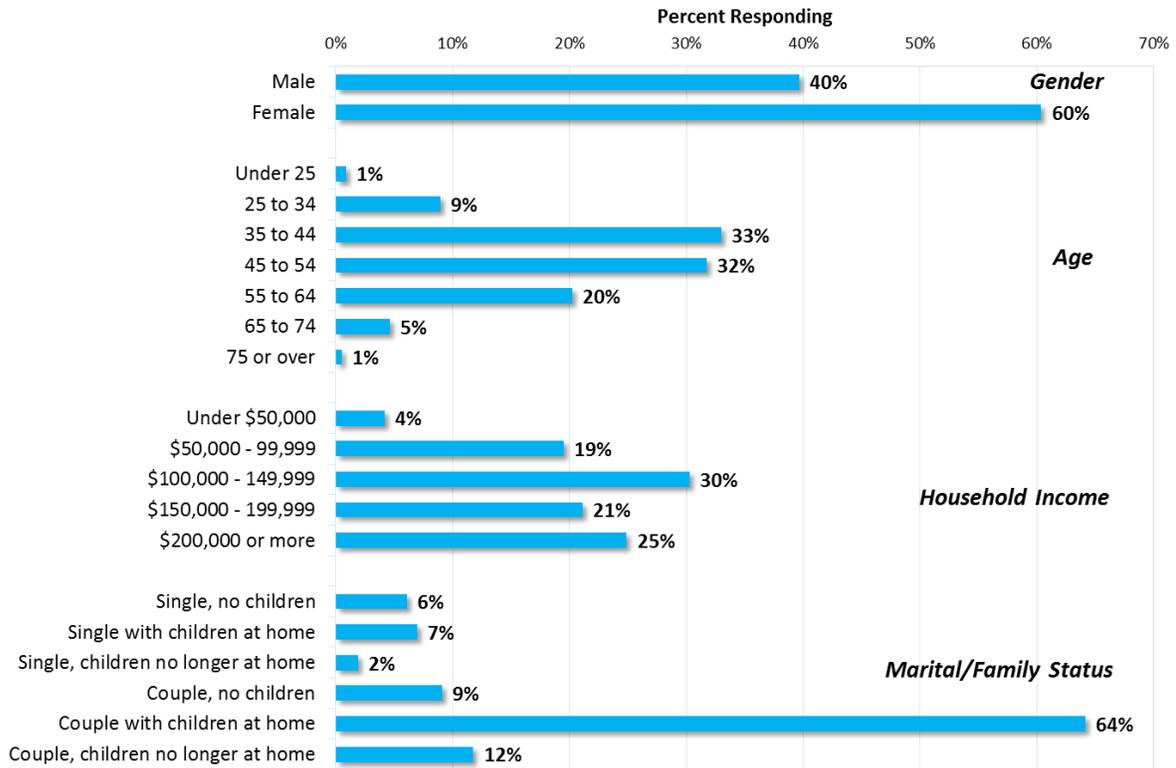
Superior has a high proportion of Asian residents according to the US Census Bureau (15 percent), and this segment was accurately represented in the survey (12 percent). Race is relatively consistent between the respondent pool and the Census data, with 83 percent of respondents identifying themselves as Caucasian, comparable to 85 percent of the population overall. However, the Hispanic/Latino population was somewhat underrepresented in the

survey, as only 3 percent of respondents were Hispanic/Latino (compared to comprising 7 percent of the Superior population).

Finally, the share of homeowners is high at 92 percent of respondents. Eight percent of respondents identified themselves as renters, again indicative of the low proportion of apartment residents represented in the survey. The Census indicated that 72 percent of Superior housing units are occupied by owners, while the other 28 percent are occupied by renters.

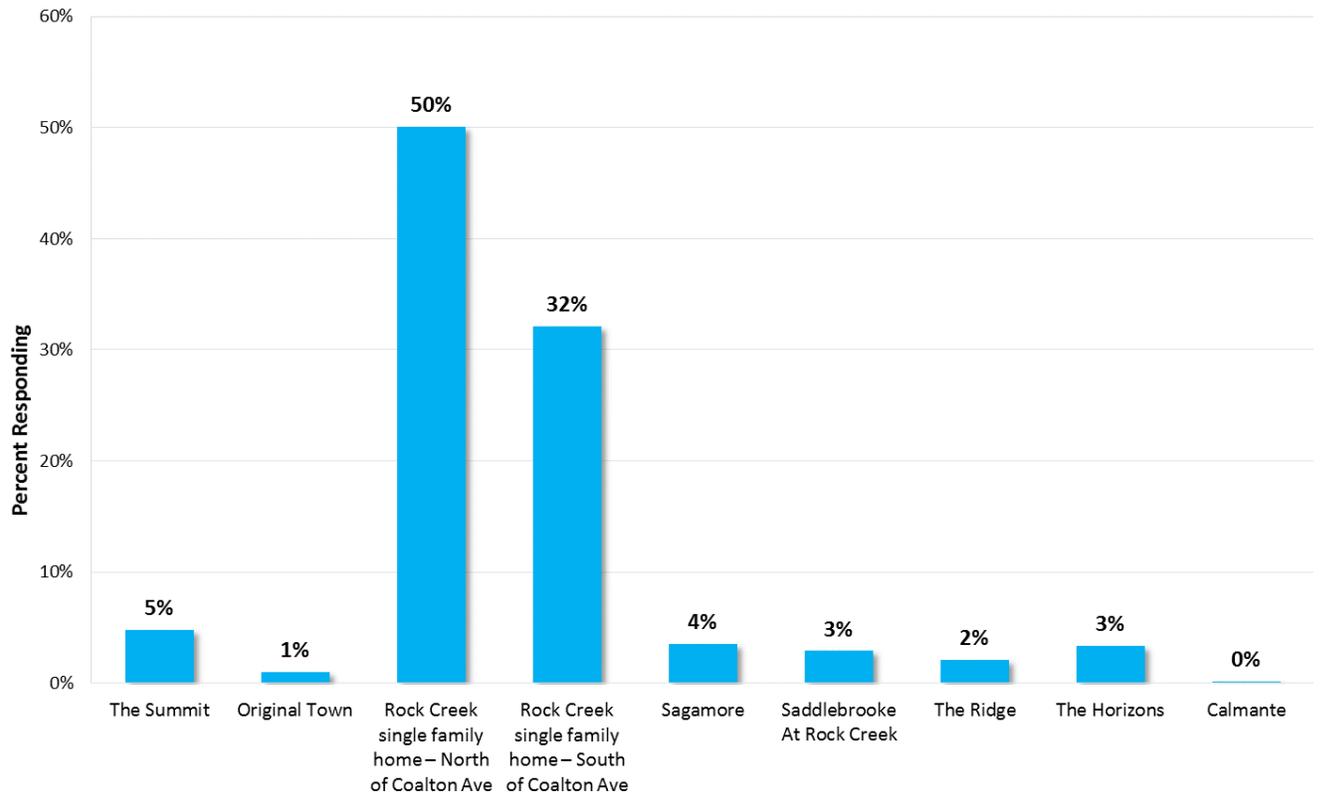
The survey asked respondents about the location of residence in Superior. Responses are dominated by residents of Rock Creek single-family homes (82 percent overall; 50 percent north of Coalton, 32 percent south of Coalton), a finding that is consistent with the underlying distribution of homes. The majority of all homes in Superior are in these neighborhoods. Based on an analysis of Superior mailing address lists, apartment residents make up approximately 30 percent of the town of Superior, compared to 12 percent representation of that population in this survey.

Figure 1: Respondent Demographics



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Figure 2: Respondent Neighborhood

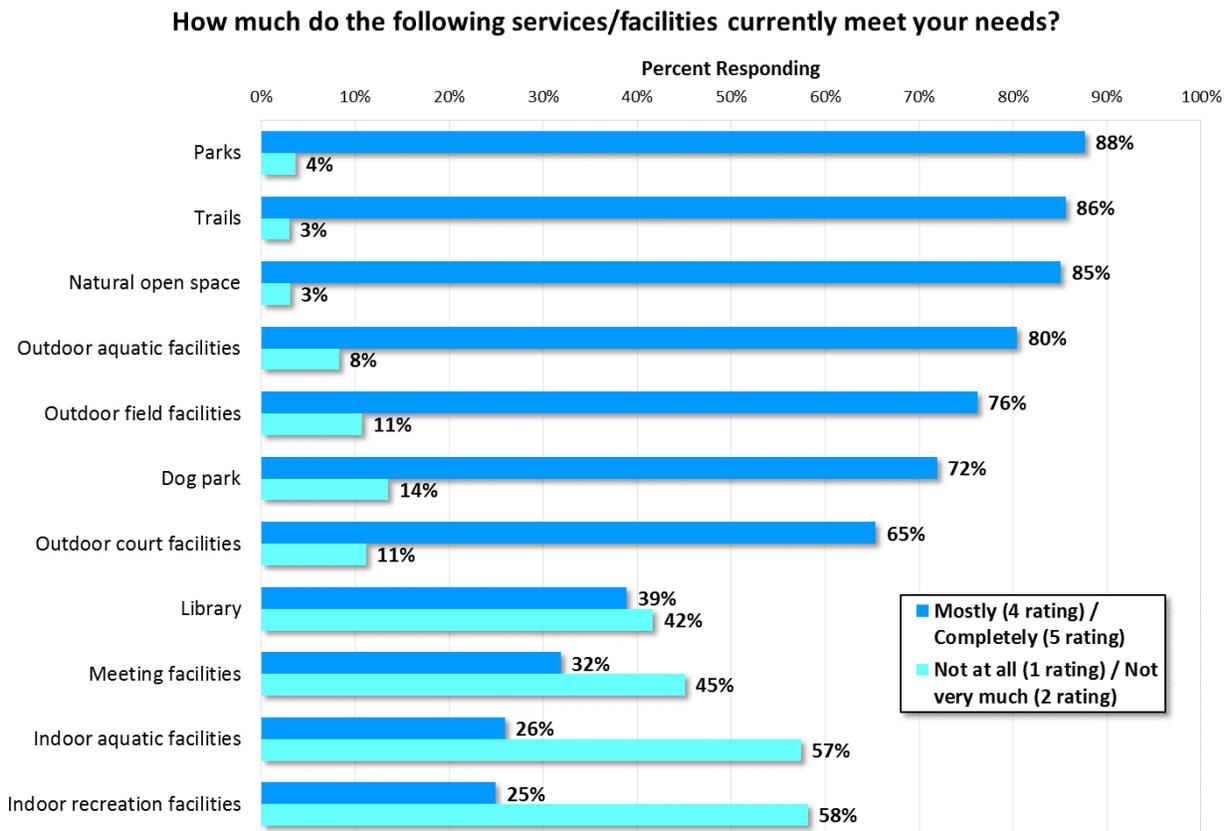


Source: 2014 Superior Recreation and Indoor Facilities Survey.

FACILITY NEEDS

Respondents were provided with a list of indoor and outdoor facilities and asked, “Considering ALL your nearby options, IN or NEAR Superior, how well do you think the following services and facilities CURRENTLY meet the needs of your household?” As illustrated in Figure 3 below, respondents are most likely to say that several categories of outdoor nature-based facilities meet their needs, including parks (88 percent), trails (86 percent), and natural open space (85 percent). Over half of respondents indicated that indoor recreation facilities and indoor aquatic facilities in the area fail to meet their needs (58 percent and 57 percent respectively). These results probably help to explain the responses to a follow-up question described below. For a majority of respondents, the facilities that least meet their current needs are considered priorities to be added or improved in Superior.

Figure 3: Adequacy of Current Facilities

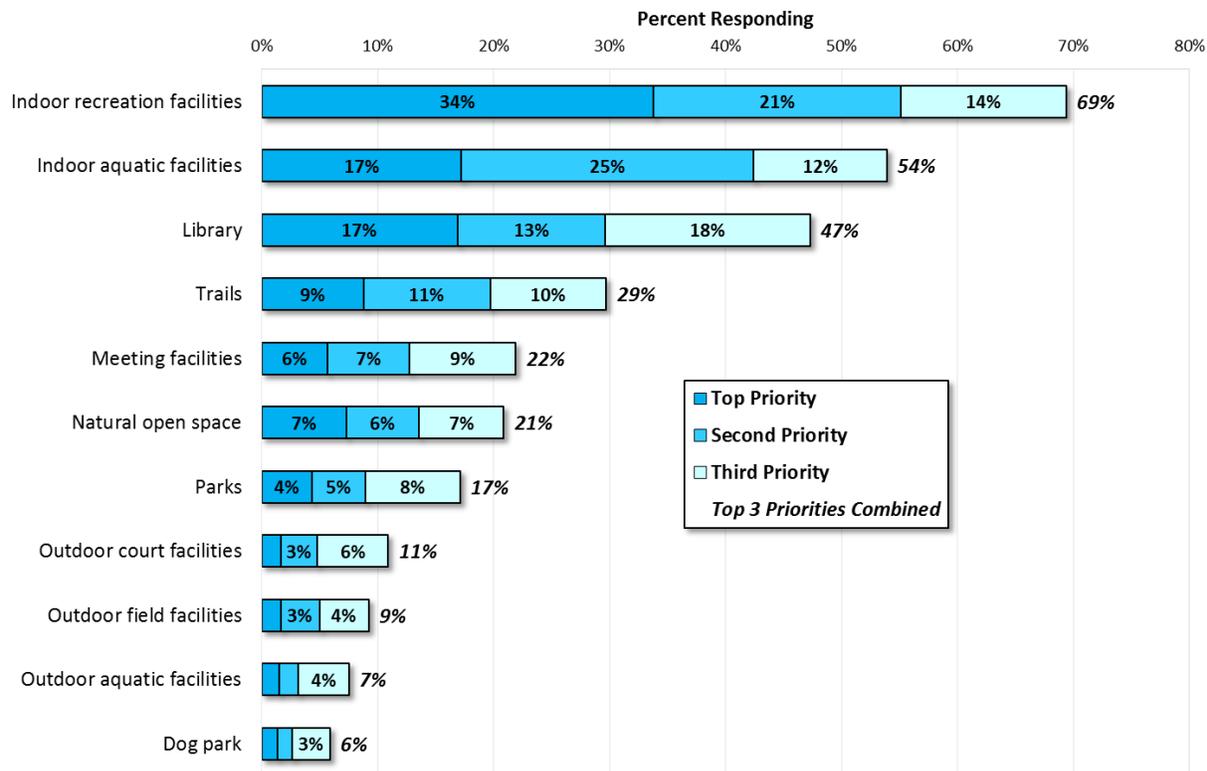


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Top Priorities

When asked to identify the top three priorities to be added or improved, a ranked list of preferences emerges. Over two-thirds of respondents (69 percent) indicated that indoor recreation facilities were one of their top three priorities to add or improve in Superior. Respondents also placed importance on indoor aquatic facilities (54 percent) and a library (47 percent), shown in Figure 4 below. Dog parks were ranked lowest at 6 percent, followed by outdoor facilities including aquatic facilities (7 percent), fields (9 percent) and courts (11 percent). The prioritization hierarchy varies considerably based on demographic; breakdowns of various demographics and some of these findings are explored in further detail in Figures 8 to 11 below.

Which facilities should be the highest priorities to add/improve?



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Open-Ended Comments

The survey contained a number of opportunities for respondents to offer a comment in their own words to further explain their response on a question that contained “close-ended” choices. The full set of verbatim comments have been presented under separate cover. They represent over 190 pages of commentary.

Q. Which three types of facilities should be the HIGHEST PRIORITIES to add or improve IN SUPERIOR in order to better meet the needs of your household? Do you have any specific comments on your ratings or priorities?

While a handful of respondents reject the idea of new facilities and would not pay additional taxes to support these endeavors, many respondents feel that improvements can be made. Overall, respondents encouraging new facilities feel that these additions would foster a sense of community in Superior and generate increased revenue for the town.

Open-ended comments mirror quantitative results, with indoor recreation facilities mentioned most frequently as a priority, followed by indoor aquatic facilities and library services. Some respondents suggested that indoor recreation facilities should be a priority because current facilities in the area are unaffordable (particularly Lakeshore), crowded, and generally inconvenient. Many would utilize the Louisville Rec Center but only if resident rates were offered. Both indoor recreation and aquatic facilities are important to respondents as ways to stay active during the winter season.

Another **priority** area identified in the open-ended comments was a library, as some respondents feel that the Louisville library is unfriendly and overcrowded and they would prefer a family-friendly location in Superior with meeting spaces or at least some minimal services. On the other hand, many commenters feel that the partnership with Louisville is sufficient and is the most cost-effective option for Superior. Suggestions to improve Superior's library offerings without building a library include expanding access with drop-offs and pick-ups, creating a donated book center, or providing children's literacy programs to the community.

Respondents also offered open-ended comments about existing facilities—more shade and expanded sports areas and playgrounds at parks, paved trails, goals and nets on outdoor fields, natural landscaping for the open space, and night lighting and separate areas for small and large dogs at dog parks. Respondents also mentioned the need for these facilities catered specifically towards various age groups, particularly children, teens, and seniors. Other ideas include a skate park, a splash park for kids, or a botanical/community garden.

Selected Verbatim Comments:

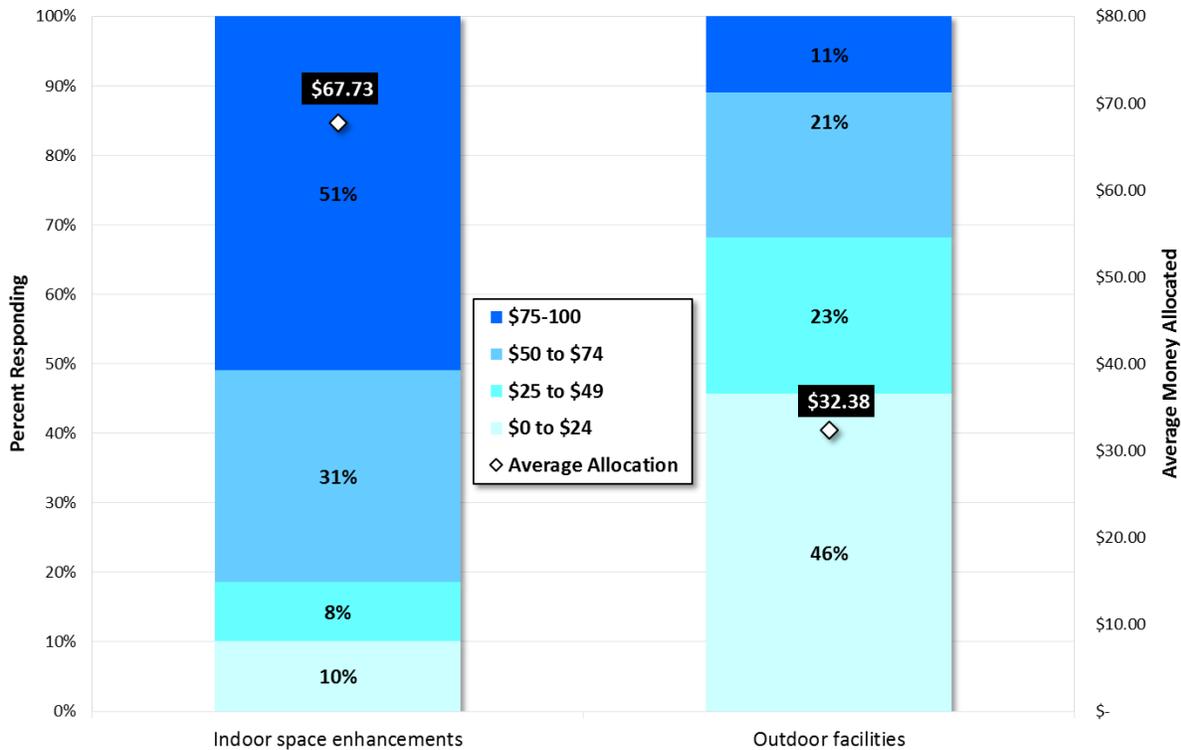
- *"The outdoor bike/walk trails are fabulous & we can never have too many...I use the Louisville library & rec center which are very nice & we need to continue to support them. I think it is more cost effective, since they are so close, to use their facilities."*
- *"I only feel the need for indoor aquatic and fitness facilities if they are privately funded, not funded with Superior tax dollars."*
- *"For indoor aquatics facility, we support adding a bubble to the North Pool for year-round usage. This would be a much lower cost and easier to accomplish option than a whole new facility."*
- *"Currently, residents of Superior have to use the Louisville indoor recreation facilities, paying non-resident prices. We need our own as it foments a sense of community."*
- *"I feel the existing infrastructure is awesome, and just needs to be maintained. I don't feel anything needs to be added or improved."*

Indoor vs. Outdoor Improvements

There has been considerable discussion in Superior concerning the need for indoor versus outdoor recreation improvements. While the ranking above shows several categories of indoor improvements to be the highest rated priorities, another question asked respondents to divide their priority improvements into the two categories “indoor” and “outdoor.” Based on a question that read “If you had \$100 to spend on new INDOOR community/recreational facilities such as those mentioned in this survey AND/OR new or improved OUTDOOR recreational facilities including fields, courts, and open spaces, how would you split your allocation of those funds between indoor and outdoor facilities?” the survey results suggest that indoor facilities rank as a higher priority, but there is also support for outdoor facilities. On average, respondents allocated about \$68 towards indoor facilities and \$32 to outdoor facilities as illustrated below. More specifically, approximately 32 percent allocated more than \$50 towards outdoor improvements, while 82 percent allocated more than \$50 towards indoor improvements. Clearly, respondents are identifying indoor facilities as a current priority but in interpreting these results it is important to remember that this survey was introduced and promoted as an “indoor” survey rather than a survey designed to thoroughly evaluate both indoor and outdoor facilities.

Figure 5: Allocation of Funds - Indoor vs. Outdoor Facilities

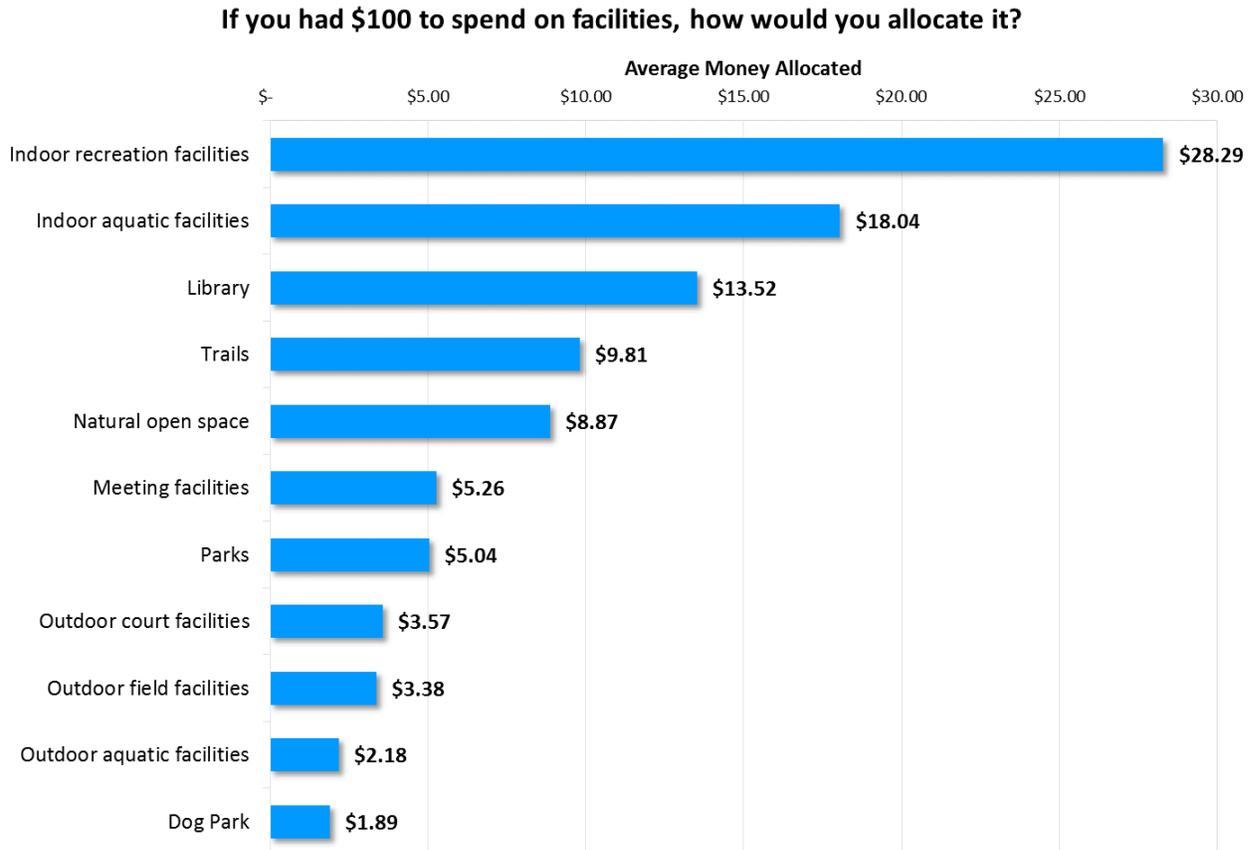
If you had \$100, how much would you allocate to indoor facilities vs. outdoor facilities?



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Near the end of the survey, respondents were asked to allocate dollars to facilities using the same list of improvements that was used in Figure 4 above. This question was designed to look for consistency in responses and to further understand relative priorities of respondents.

Figure 6: Allocation of Funds by Specific Facility

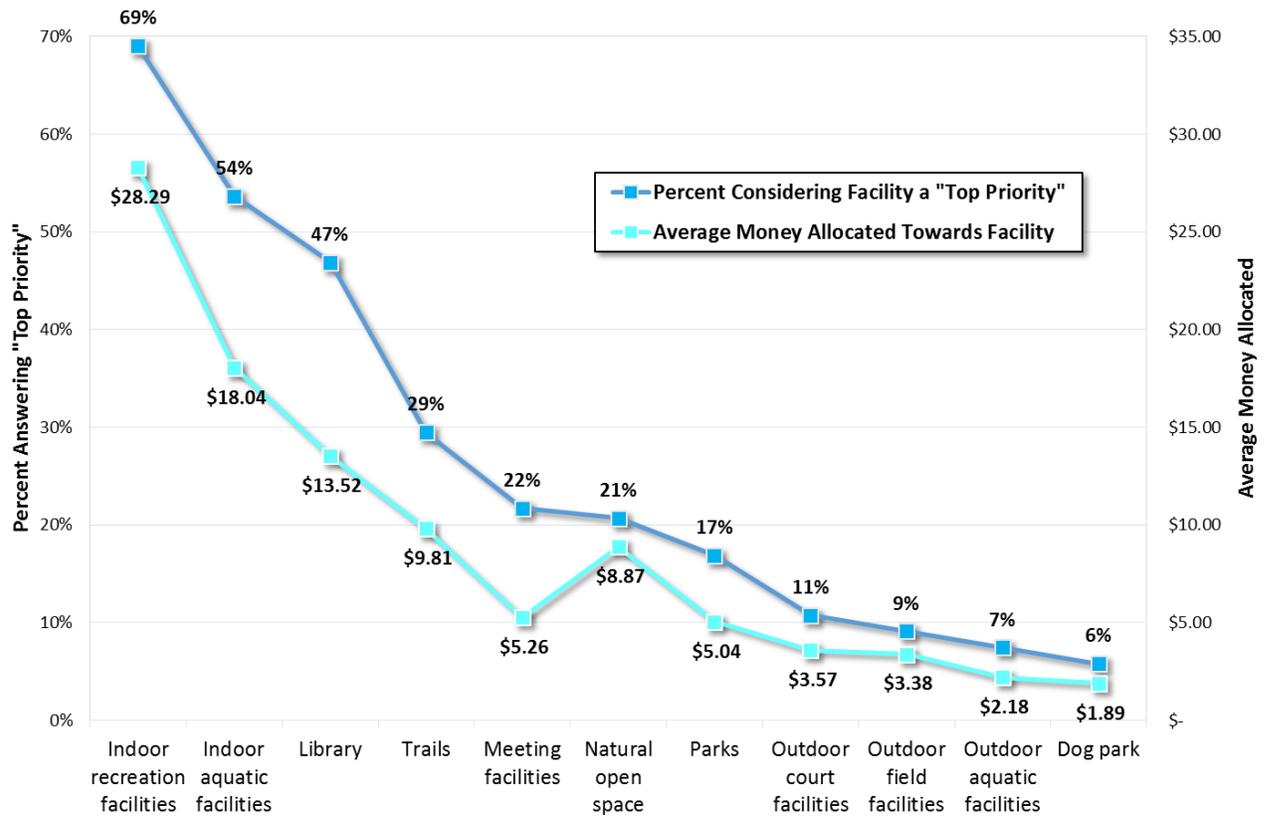


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Figure 6 shows the average allocation for specific facilities, both indoor and outdoor. Respondents on average put the most money towards indoor recreation facilities (\$28.29), followed by indoor aquatic facilities (\$18.04) and library facilities (\$13.52). Respondents were less likely to allocate money towards outdoor recreation facilities such as courts (\$3.57), fields (\$3.38), and aquatic facilities (\$2.18), as well as dog parks (\$1.89).

The allocation rankings almost exactly mirror the priority rankings depicted in Figure 4 earlier. As shown in Figure 7 on the following page, with the exception of one minor variation between natural open space and meeting facilities, rankings are identical. This congruence in results between the two questions indicates a high level of internal consistency in survey results overall, as respondents maintained their priorities for improvements throughout the course of the survey.

Figure 7: Priorities and Amount of Money Allocated by Facility

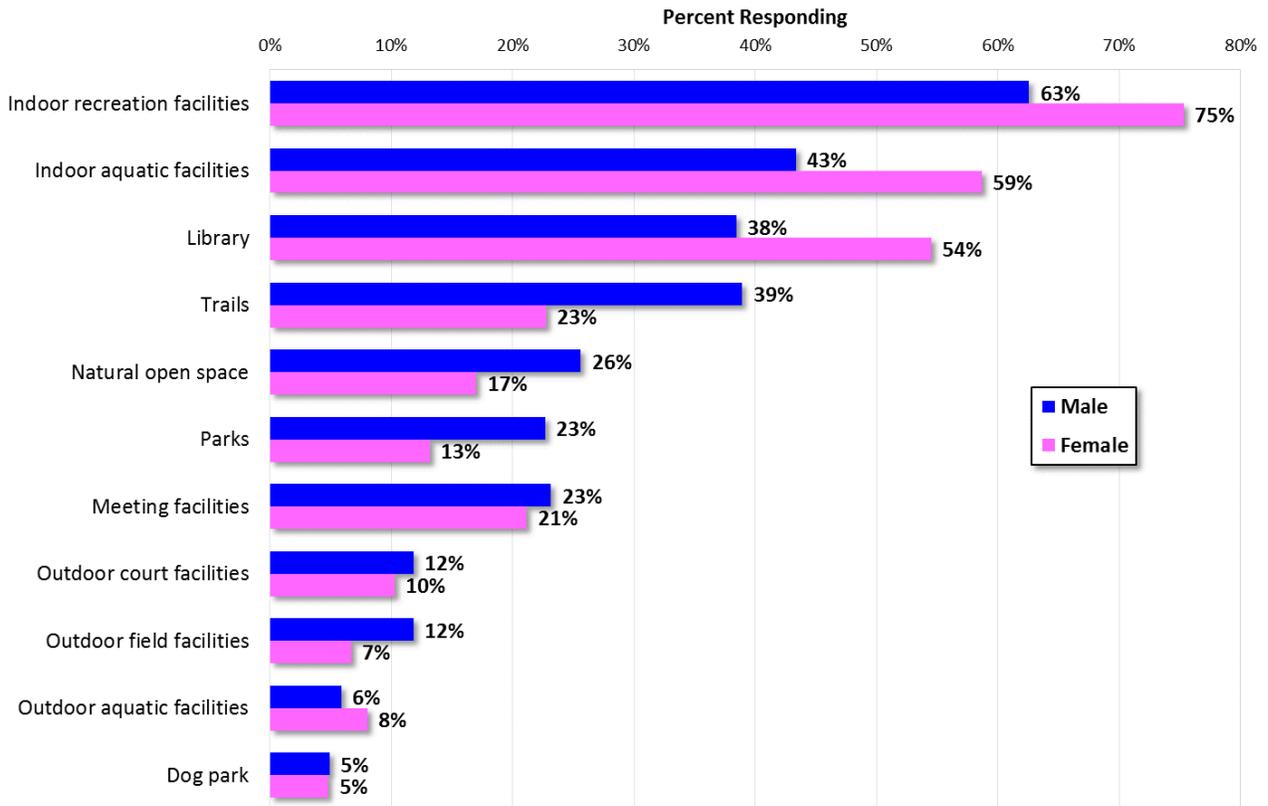


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Top Priorities by Segment

The survey results on the question of top three priorities were probed in further detail. As noted above, the data was not weighted but the differences between actual responses and the US Census were summarized. In interpreting results it is useful to consider breakdowns in responses by demographic factors. As summarized in the following figures, crosstabulations by gender, age, presence of children in the household and residence type (single-family or apartment) are illustrated.

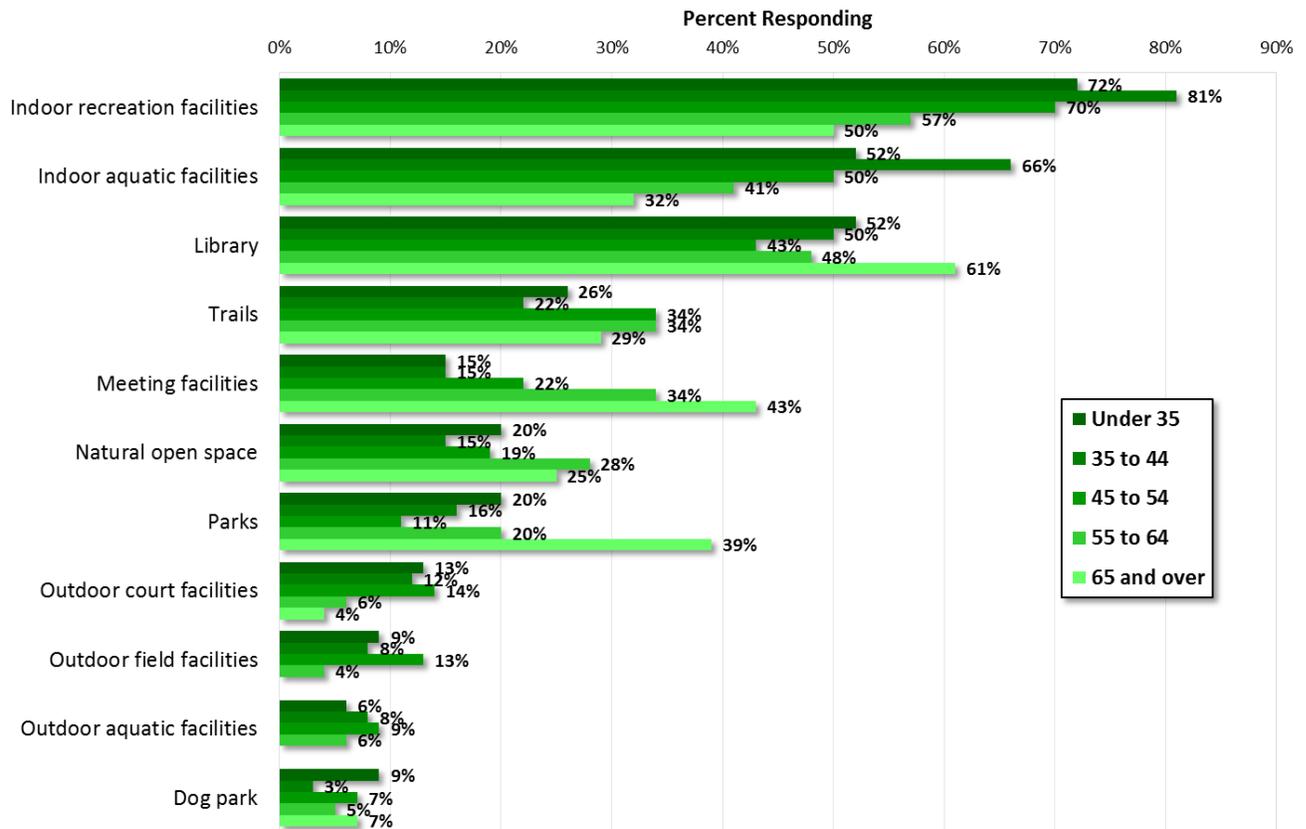
Figure 8: Top Three Facility Priorities by Gender of Respondent



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Responses by gender show that female respondents more commonly prioritized indoor facilities such as indoor recreation facilities (75 percent vs. 63 percent for males), indoor aquatic facilities (59 percent vs. 43 percent), and a library (54 percent vs. 38 percent). Male respondents focused more on natural outdoor amenities like trails (39 percent vs. 23 percent for females), natural open space (26 percent vs. 17 percent), and parks (23 percent vs. 13 percent). Outdoor court and field facilities were also prioritized slightly more by men than by women, though women were marginally more likely to identify outdoor aquatic facilities than men.

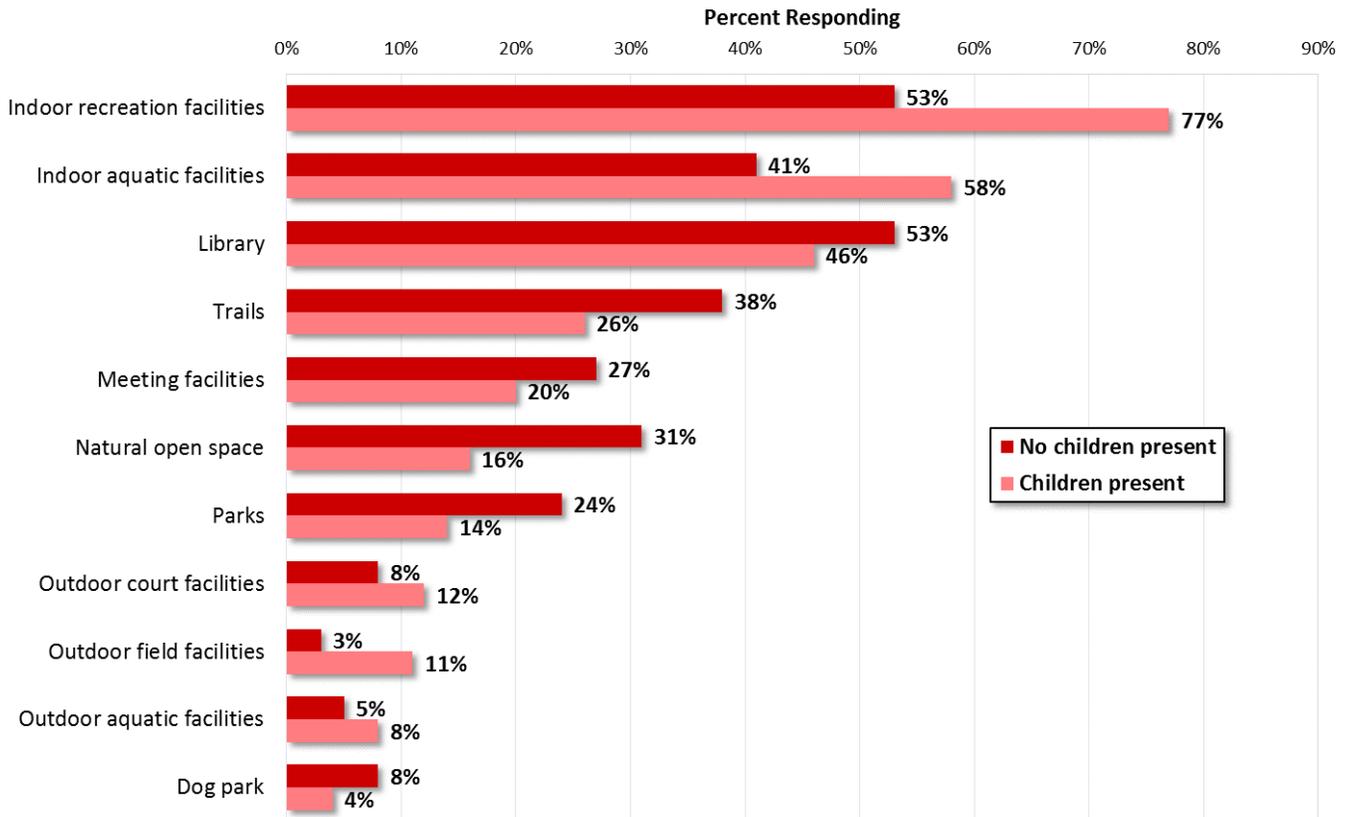
Figure 9: Top Three Facility Priorities by Age



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Age groups appear to have fairly different facility priorities. A considerably higher share of respondents under age 55 listed indoor recreation facilities as a priority, with the highest support coming from 35- to 44-year-olds (81 percent). Responses for indoor aquatic facilities follow a similar pattern, again with 35- to 44-year-olds most likely to consider it a priority (66 percent). Those aged 65 and older prioritized a library (61 percent), meeting facilities (43 percent), and parks (39 percent) higher than any other age group. Outdoor court, field, and aquatic facilities were supported most by respondents aged 45-54, likely indicative of their desire for outdoor recreational facilities for their children’s use. Dog parks are listed as a top priority more by respondents under age 35 (9 percent) than all other age cohorts.

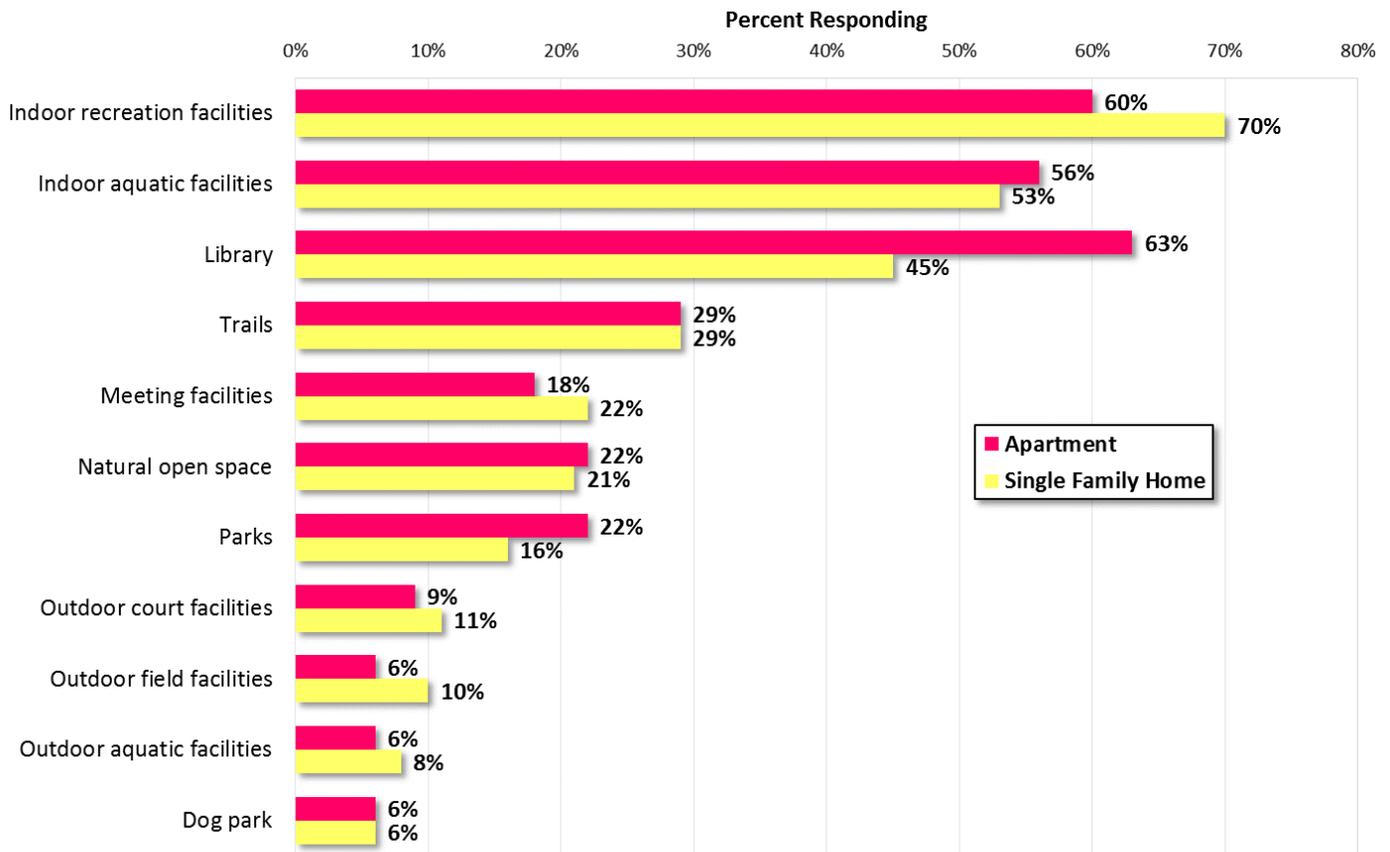
Figure 10: Top Three Facility Priorities by Presence of Children in Household



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Survey responses vary notably in relation to the presence of children in the residence. Respondents with children tend to prioritize indoor recreation facilities more (77 percent vs. 53 percent of those without children) as well as indoor aquatic facilities (58 percent vs. 41 percent). It appears that respondents with children seek recreational outlets for their children. This is further confirmed by their prioritization of outdoor recreational facilities, including courts (12 percent vs. 8 percent), fields (11 percent vs. 3 percent), and aquatic centers (8 percent vs. 5 percent). Respondents without children at home were more likely to list a library (53 percent vs. 46 percent of those with children), trails (38 percent vs. 26 percent), meeting facilities (27 percent vs. 20 percent), natural open space (31 percent vs. 16 percent), parks (24 percent vs. 14 percent), and dog parks (8 percent vs. 4 percent) as priorities.

Figure 11: Top Three Facility Priorities by Residence Type



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Responses also vary slightly by living arrangement. Respondents in single-family homes were more likely to list indoor recreation facilities as a priority (70 percent) than respondents in apartments (60 percent). This difference may reflect the availability of recreation facilities at some of the apartment buildings and thus a reduced priority being placed on a community facility. However, a higher share of apartment dwellers identified a library (63 percent) as a top three facility priority than single-family households (45 percent). Single-family homes were also more likely to list outdoor facilities including courts, fields, and aquatic centers as higher priorities, likely attributable to the presence of children.

INDOOR AMENITIES

Following the question on top three priorities, the survey contained a series of questions that probed the importance of various indoor facilities in greater detail. The results from these questions are presented in a series of graphs below.

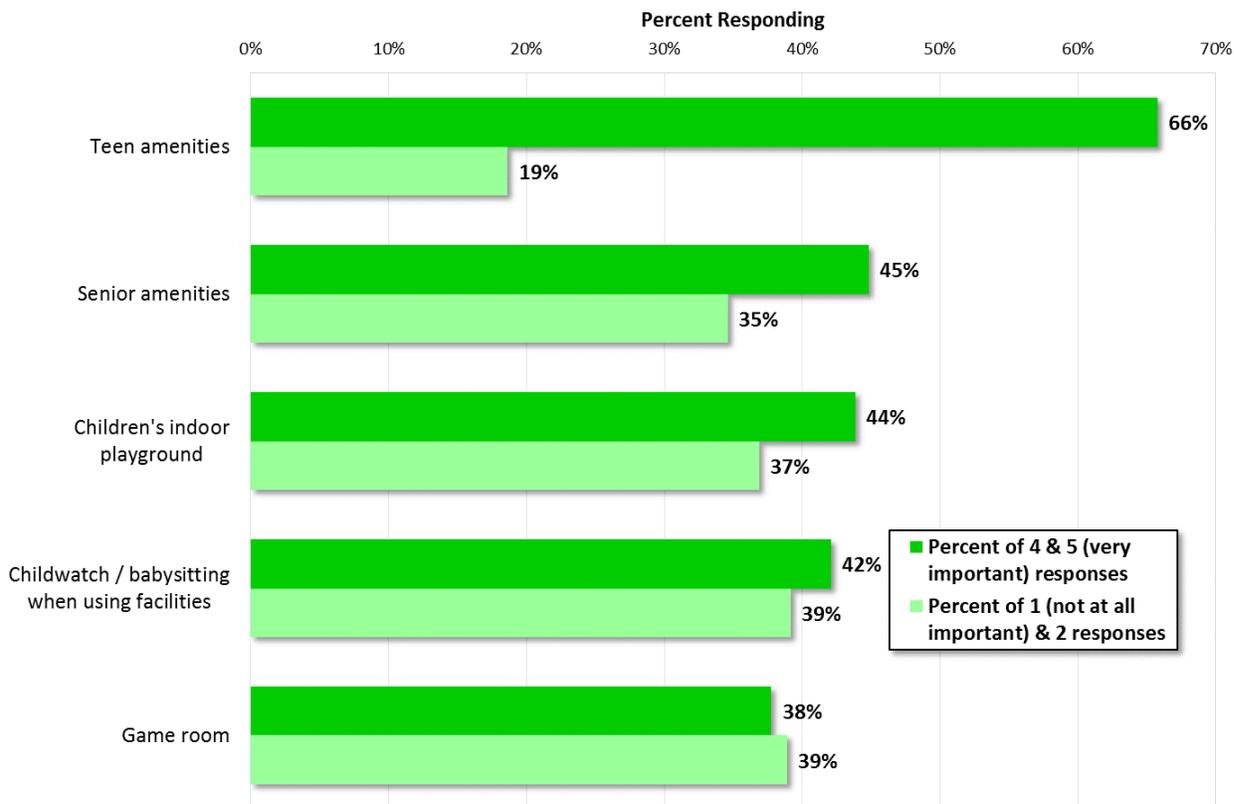
Age-Specific Indoor Facilities

Respondents feel strongly about the addition and improvement of facilities for teens, with 66 percent of households believing that teen amenities are important. Senior amenities follow at 45 percent, while children’s amenities are ranked slightly lower, including indoor playgrounds (44 percent), babysitting during facility use (42 percent), and game rooms (38 percent).

Respondents were also able to select an “other” option and provide comments regarding other ideas. Suggestions include recreational facilities such as fitness centers, yoga studios, pools, water parks, and climbing walls, as well as recreational and educational programs for teens and children, meeting or event space for adults and seniors, and a library facility for all ages.

Figure 12: Importance Ratings of Age-Specific Indoor Facilities

Which age-specific indoor facilities should be added/expanded/improved?

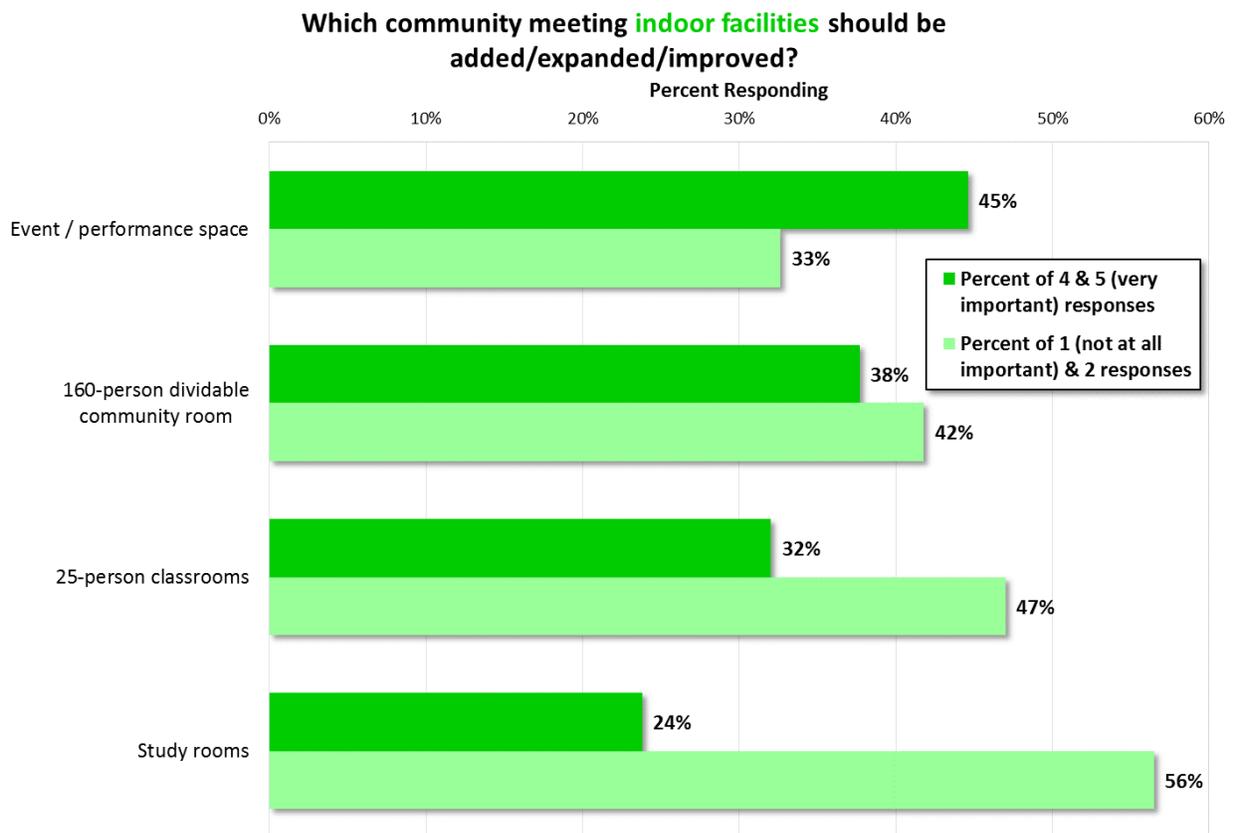


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Community Meeting Indoor Facilities

Overall, less than half of the respondents felt that adding/expanding/improving upon community meeting places was important to their households. The most frequently identified indoor space priority was adding/expanding/improving event/performance space – 45 percent (Figure 13). This list of community meeting facilities also provided an opportunity for respondents to indicate “other” priorities; respondents identified a rentable community room, a senior center, small rooms for town groups and clubs, and outdoor event performance space as potential assets to the community.

Figure 13: Importance Ratings of Community Meeting Facilities

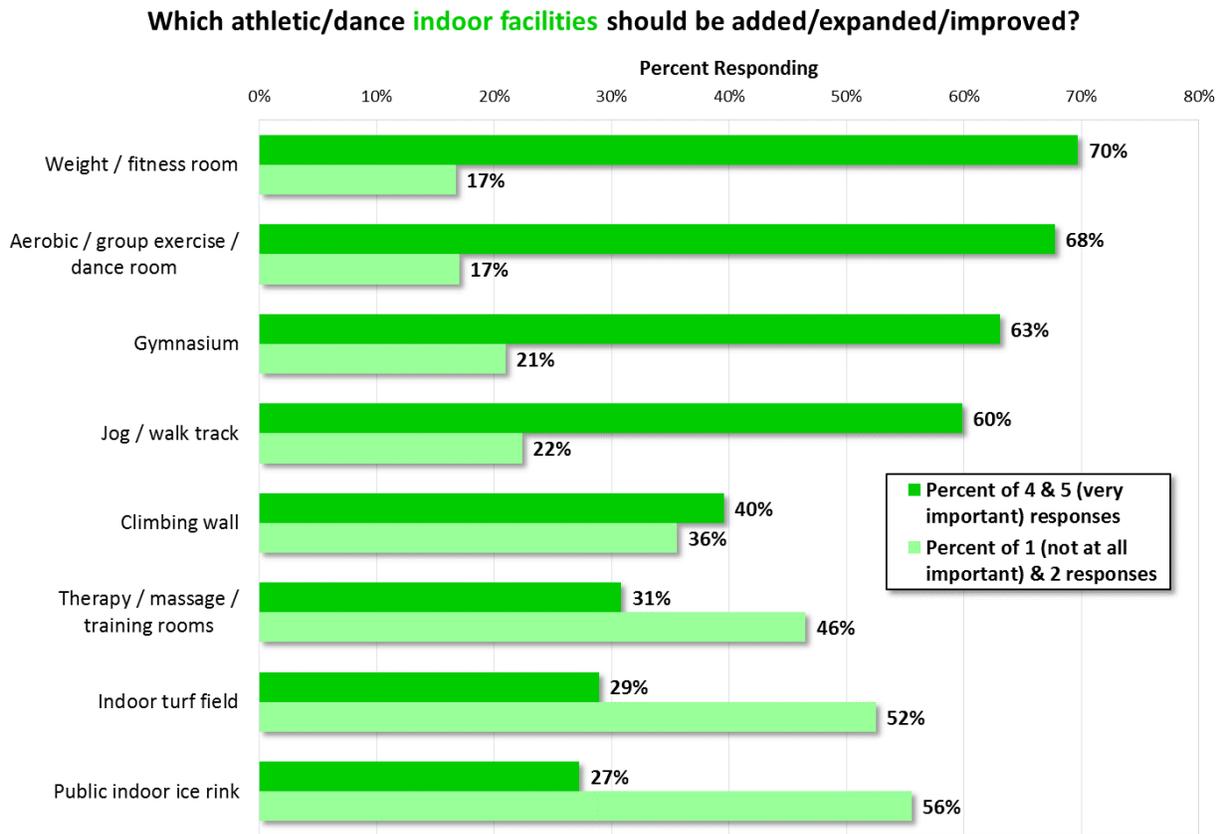


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Athletic/Dance Indoor Facilities

Of all the indoor amenity categories, respondents felt most strongly about improving and adding athletic and dance indoor facilities, particularly for general fitness-related amenities. The addition of a weight and fitness room was considered most important to respondents (with 70 percent rating it as important), followed by an aerobic room (68 percent), a gymnasium (63 percent), and a track (60 percent). “Other” facilities that respondents listed include indoor courts for a variety of sports (including tennis, racquetball, basketball, and volleyball), a skate park, locker rooms, and saunas/hot tubs as well as an indoor pool.

Figure 14: Importance Ratings of Athletic/Dance Indoor Facilities

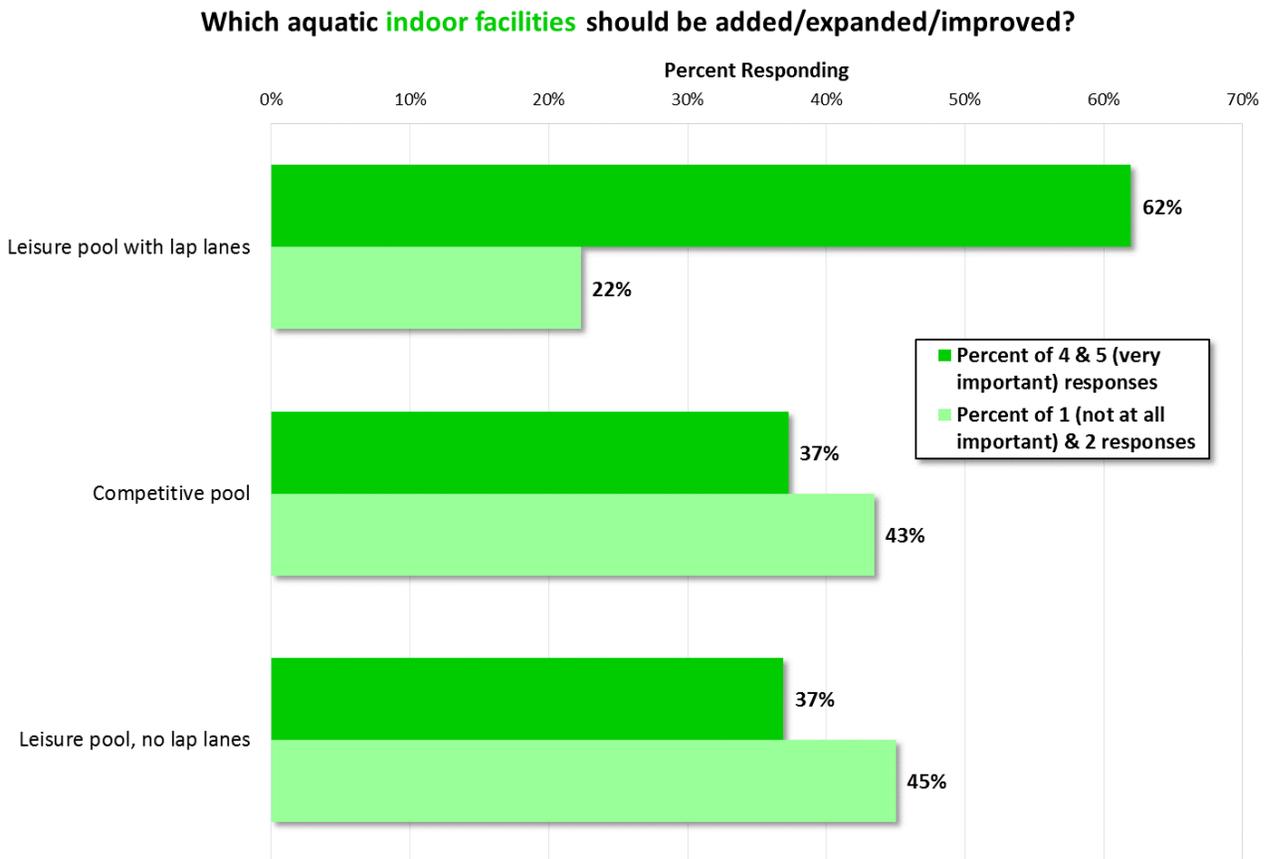


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Aquatic Indoor Facilities

With regards to indoor aquatic facilities, respondents were most likely to say that their household found a leisure pool with lap lanes most important to be built (62 percent), while a competitive pool and a leisure pool without lap lanes trailed behind (each 37 percent). Additional ideas listed in the “other” comments include a warm water pool, kid-friendly features like a slide or lazy river or water park, saunas/hot tubs, and diving facilities or competitive swim team facilities.

Figure 15: Importance Ratings of Aquatic Indoor Facilities

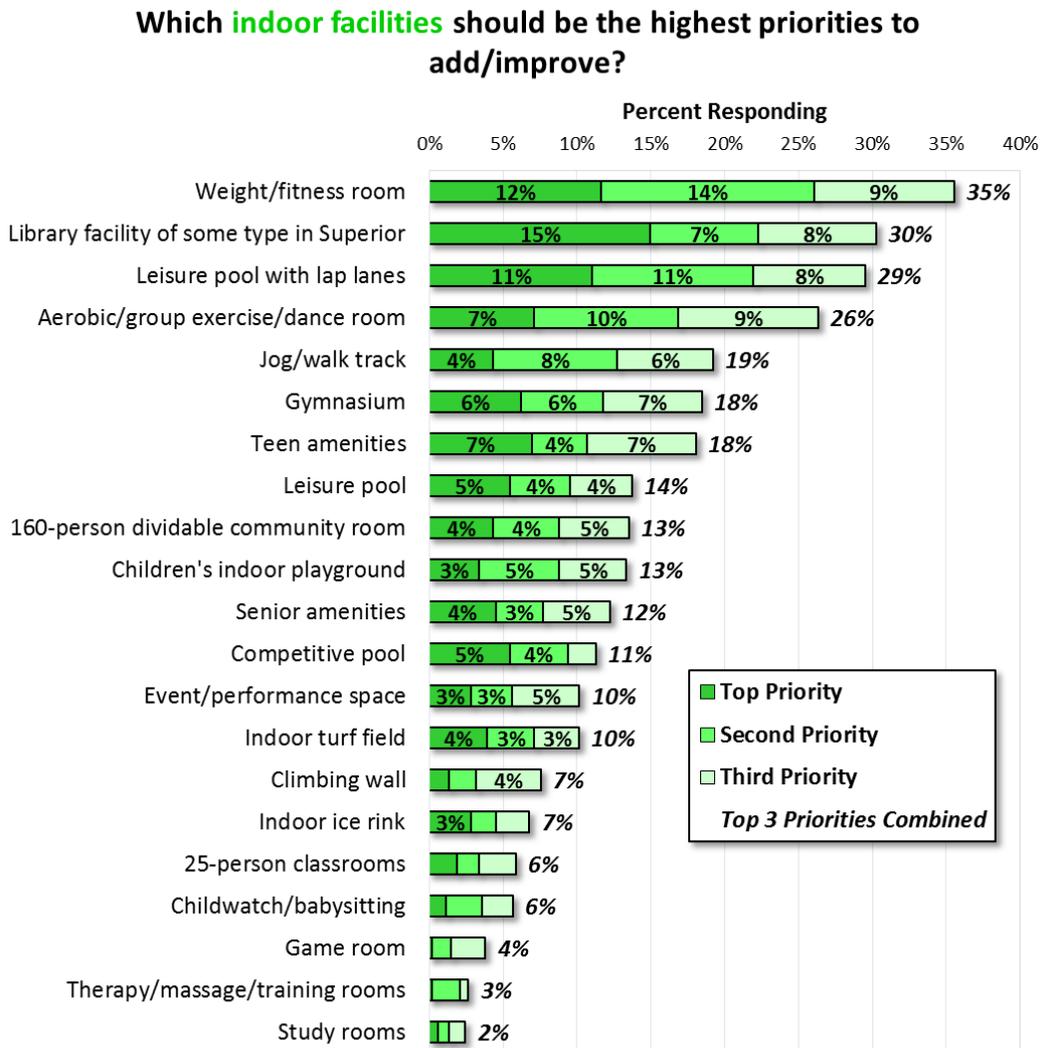


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Top Indoor Priorities

Following the series of questions concerning the importance of the listed categories of indoor facilities, respondents were asked to prioritize their top three facilities. Figure 16 below depicts the top three priorities that respondents listed for indoor space in Superior. Approximately one-third (35 percent) of respondents reported that a weight/fitness room is a top priority, followed by a library facility (30 percent), and a leisure pool with lap lanes (29 percent). Of the top five ranked indoor facilities to add or improve, four are recreation-related, which is consistent with the previous top priority question where indoor recreation facilities were rated to be the highest single priority by respondents.

Figure 16: Top Three Indoor Facility Priorities

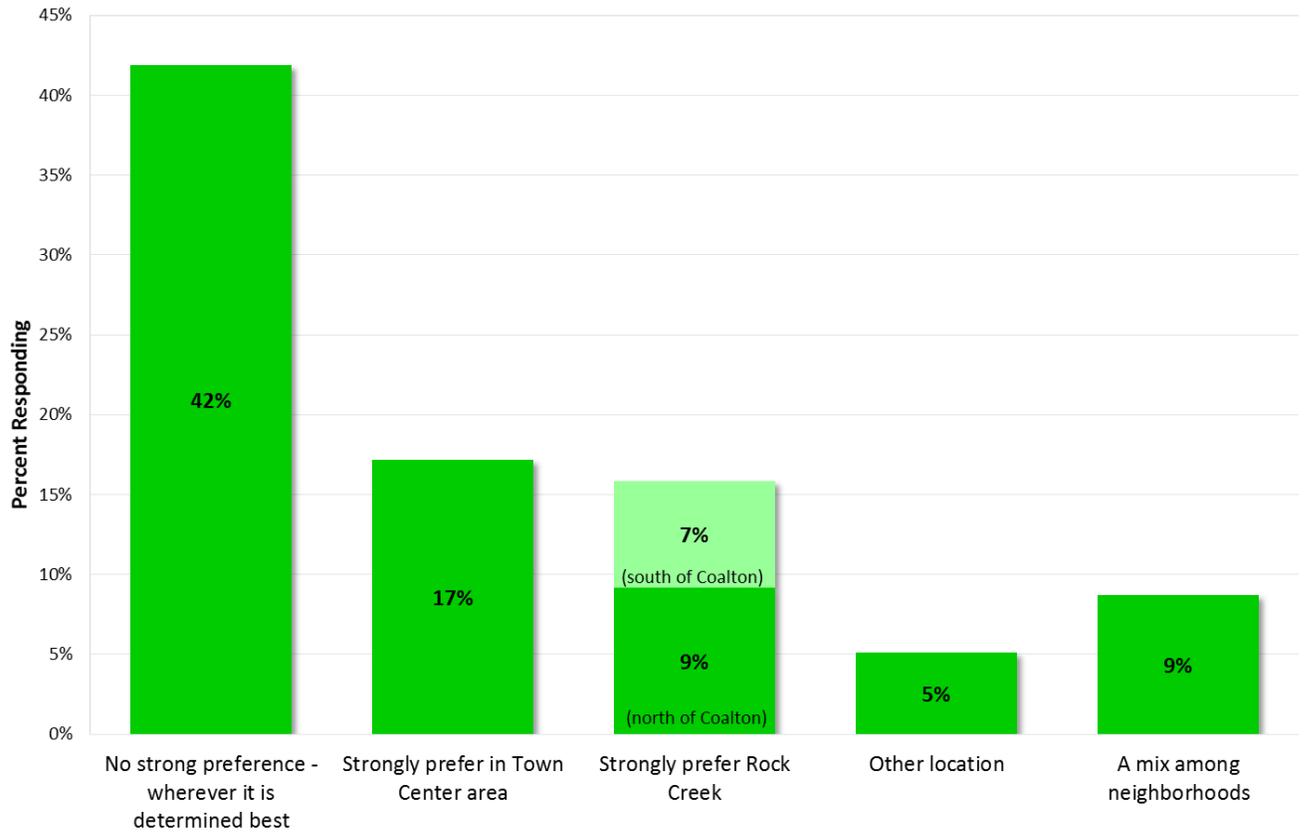


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Location

About 42 percent of respondents indicated that they have no preference concerning the location of an indoor facility. Those who would like the facility in a specific location most often selected the Town Center (17 percent), then Rock Creek (16 percent overall; 9 percent north of Coalton, 7 percent south of Coalton), a mix among various neighborhoods (9 percent) or a different location (5 percent). More specific locations and additional comments will be discussed in the open-ended comment section to follow.

Figure 17: Preferred Location for Superior Indoor Facility



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Open-Ended Comments

(Note: the complete open-ended comments are provided verbatim under separate cover.)

Q. Do you have any further comments on your preferred locations for indoor recreational facilities?

Respondents had an opportunity to make open-ended comments specific to facility location and a preference for a centralized and all-inclusive location for indoor recreational facilities was common among respondents. Many respondents suggest the Eldorado K-8 area, the intersection of McCaslin & Coalton, or any general Rock Creek area as optimal locations for an indoor recreation facility. A fair number also proposed the Town Center as a good spot. Respondents also frequently indicated that they would like a facility that is accessible by bike or by foot, particularly for children and young adults. They also commonly requested free and ample parking as well as vicinity of local businesses. These open-ended suggestions provide a more complete representation of community opinion than that obtained from the quantitative question on preferred location alone. In general, they reflect thoughtful input and a desire to have the locational opportunities for new facilities to be considered carefully and be based on a variety of considerations.

Selected Verbatim Comments:

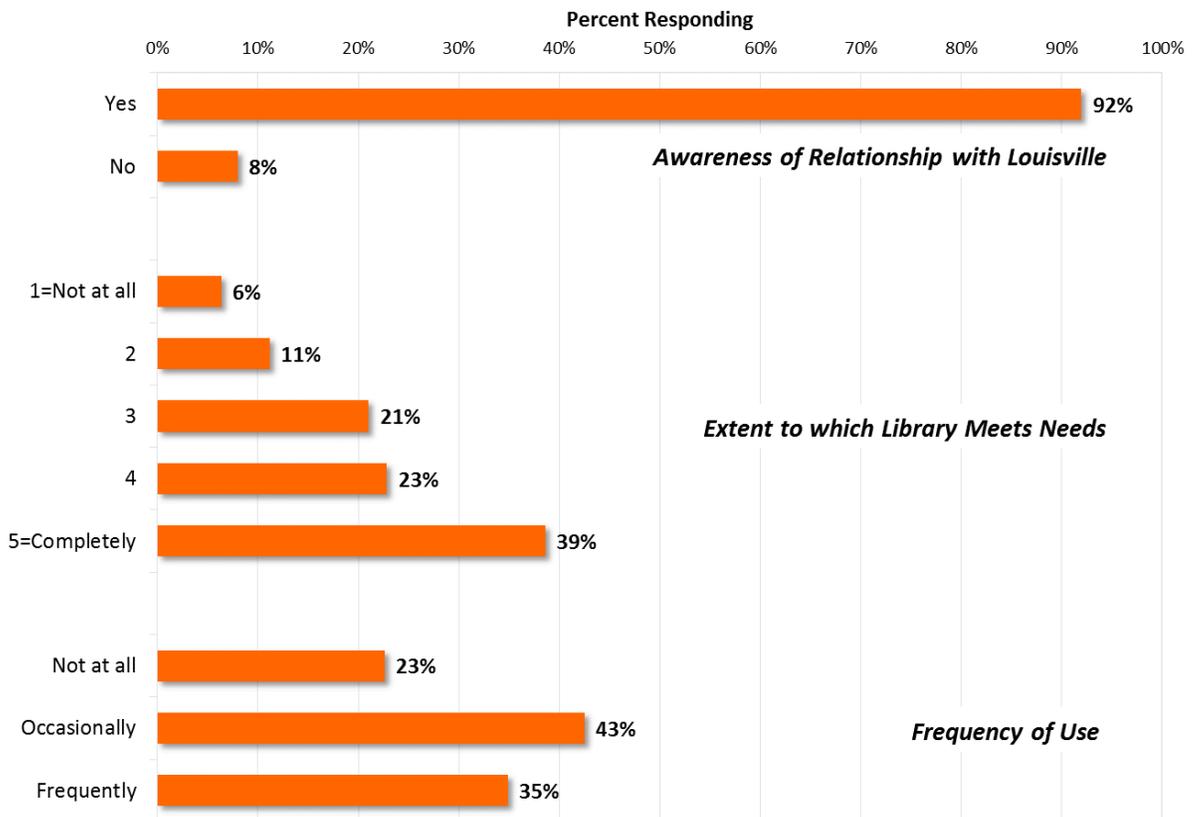
- *“Location should be easily accessible by all residents (especially children/teens) with ample parking.”*
- *“Perfect recreation center location is on the NE corner of Coalton and McCaslin. It places it right between the North and South communities of Rock Creek, and also places it just west of Community Park.”*
- *“The large open space next to the Eldorado K-8 is a great location for the facility”*
- *“Near Town Center would be convenient because people coming and going from indoor facilities would then have immediate access to the shops and restaurants there.”*
- *“As long as it’s not right in the neighborhood to be an eyesore or cause traffic for residential streets. Would like a bike/walk path linked to get there, easy and safe for kids.”*

LIBRARY SERVICES

Library Use and Louisville Partnership

A strong majority of respondents (92 percent) are aware of Superior’s financial relationship with the Louisville Public Library that allows them access to library resources in Louisville. Sixty-two percent of respondents indicated that the current library relationship with Louisville meets their needs mostly or completely; 78 percent identified themselves as occasional or frequent users of Louisville library resources, as is illustrated in Figure 18 below.

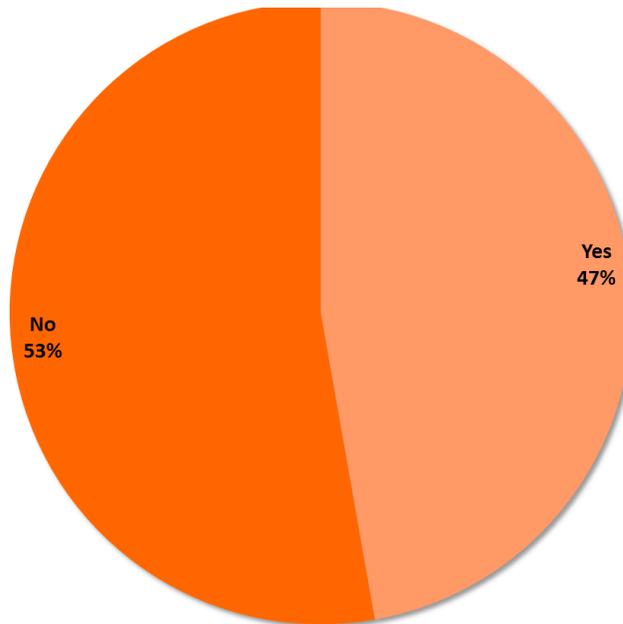
Figure 18: Use of Library Services in Louisville



Source: 2014 Superior Recreation and Indoor Facilities Survey.

However, when asked if Superior needs its own library (Figure 19 on the following page), respondents are evenly divided. Fifty-three percent believe that Superior does not need any type of library in Superior, while the other 47 percent feel that the town should have its own library facilities.

Figure 19: Do We Need Any Type of Library Located in Superior?

**Open-Ended Comments**

(Note: the complete open-ended comments are provided verbatim under separate cover.)

Source: 2014 Superior Recreation and Indoor Facilities Survey.

Q. Do you have any comments about Superior's existing relationship with the Louisville Public Library?

Based on the open-ended comments that were provided along with the close-ended question above, respondents are split on whether or not they are happy with the current library relationship with Louisville. Comment analysis reveals that some believe the system is adequate for their needs, while others feel Superior should have its own public library, and these opinions are expressed in strong terms. Those who feel that the partnership is adequate think that building a new library in Superior would be a waste of valuable resources and not necessary due to the wealth and accessibility of digital media. However, respondents dissatisfied with the current library program cite inconvenience, the lack of a community meeting place, and the high costs that the Town of Superior pays as main reasons for their disapproval. Many of these respondents simply use other libraries in the area. Some improvements respondents offered ideas to ease these burdens by offering 24/7 book drop-offs in Superior at expanded locations, providing book pick-up locations in Superior, or adding a satellite branch or reading room in Superior.

Selected Verbatim Comments:

- *“I think it is perfect. So much is done online that it would be a waste of resources to finance our own library. It would be difficult to provide one that would meet the needs of the town.”*
- *“I appreciate access to the Louisville library but feel the town of Superior is large enough to warrant it’s own library. A library provides more than just books; it’s community space, a place for children, a place for teens. It builds community.”*
- *“It is nice but it is too far away therefore we don’t use it often.”*
- *“The Louisville facility is adequate for our needs. Some type of smaller, satellite library facility in Superior Town Center might be nice.”*
- *“We pay too much to Louisville for library services.”*
- *“We need better book return options for Town residents that are not able to drop off books during weekday business hours. Also, the ability to pick up reserved books somewhere (a Book Mobile?) would be helpful...”*

Responses by Segment

Figures 20 through 25 below depict the proportion of respondents answering that Superior needs its own library facilities by a variety of segments. Females are more likely to feel that Superior needs a library (Figure 20), as well as respondents who have lived in the area for shorter periods of time (Figure 24). Interestingly, the presence of children in the household has little relationship on whether or not the respondent feels that Superior needs independent library facilities (Figure 22).

Figure 20: "Yes" to Library - by Gender

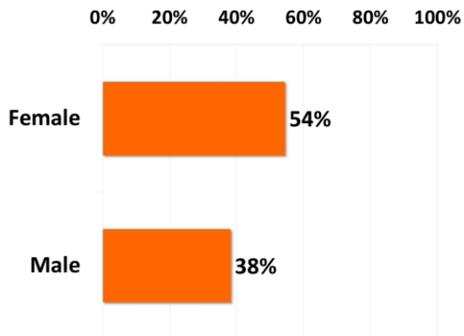


Figure 23: "Yes" to Library - by Age

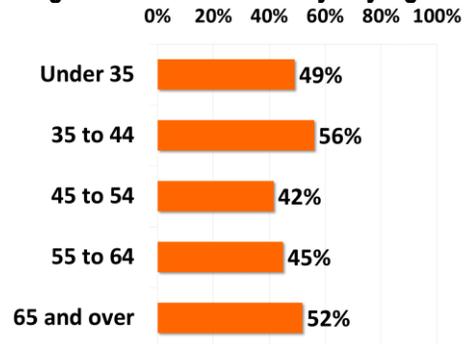


Figure 21: "Yes" to Library - by Neighborhood

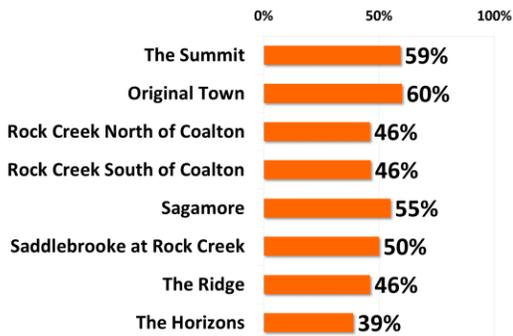


Figure 24: "Yes" to Library - by Length in Area

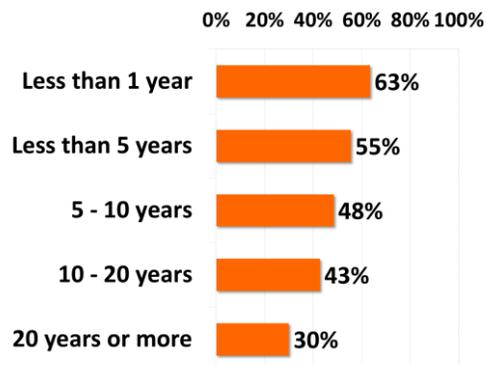
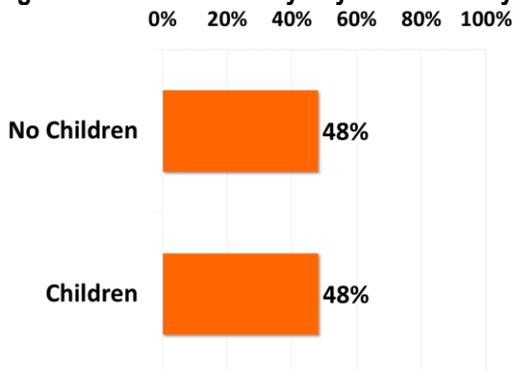


Figure 22: "Yes" to Library - by Household Type

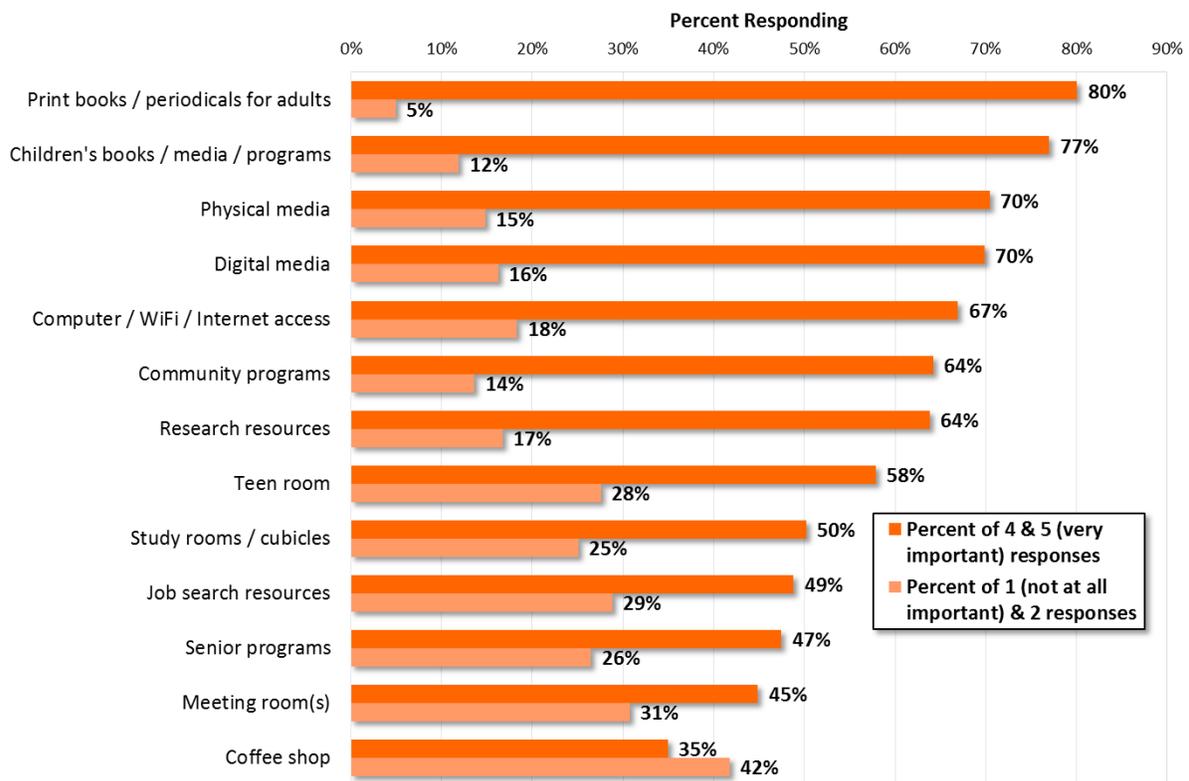


Potential Superior Library Services

Respondents who answered “yes” to the prior question, indicating that they believe Superior needs its own library facility, were then questioned about the importance of having various library resources located in Superior based on a list of 13 categories of services, shown below in Figure 26. Print books and periodicals for adults had the highest importance rankings (80 percent), followed by children’s books and programs (77 percent), physical media, digital media (70 percent each), and computer/WiFi/Internet access (67 percent). Coffee shops were ranked as relatively unimportant, with only 35 percent of respondents identifying it as an important resource.

Figure 25: Importance of Superior Library Resources (of those that support a Superior library)

How important is having these **library** resources located in Superior?

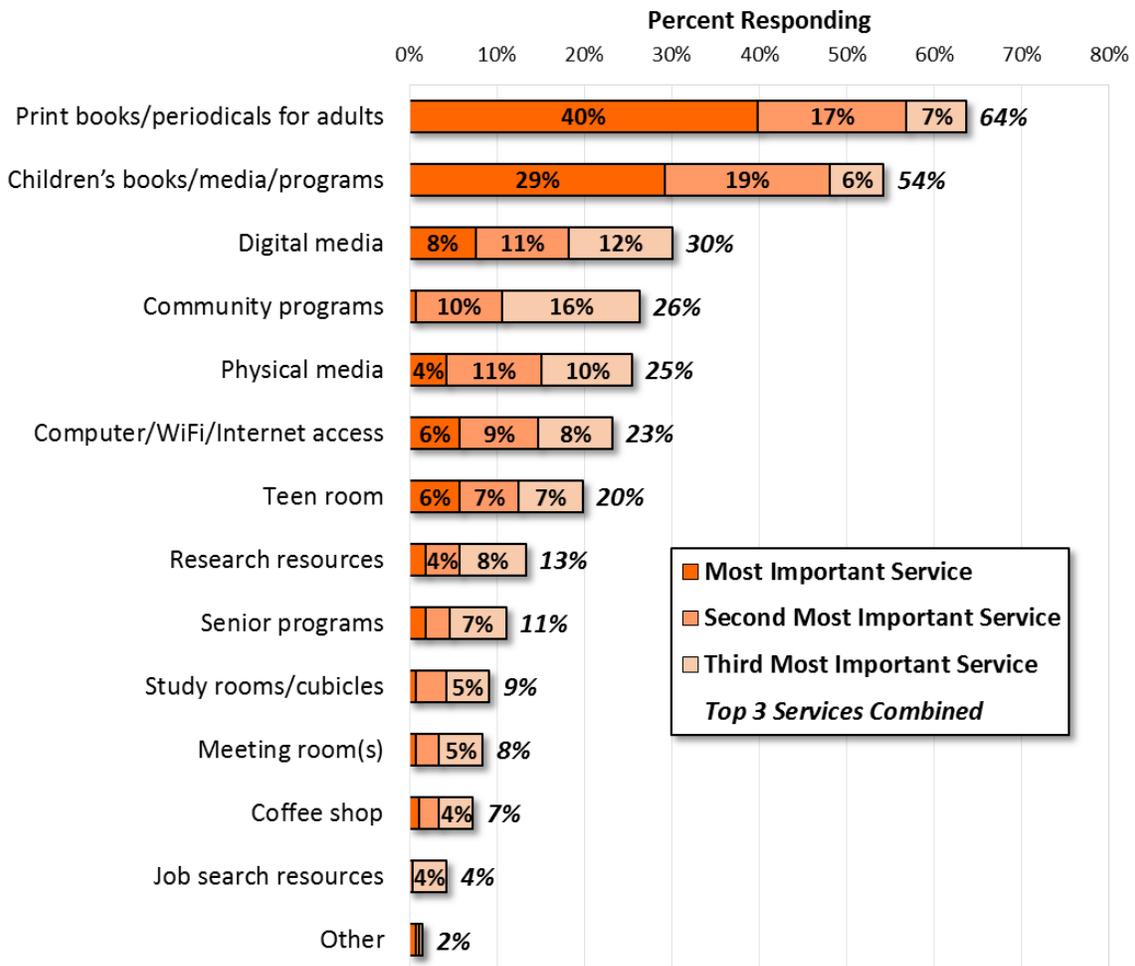


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Priority rankings of these categories follow a relatively similar pattern as shown below. Respondents who feel Superior needs a library listed print books and periodicals for adults most often in their top three library service priorities (64 percent), followed by children’s books and programs (54 percent), and more distantly by digital media (30 percent), community programs (26 percent), and physical media (25 percent). The three lowest ranked priorities include job search resources (4 percent), coffee shops (7 percent) and meeting rooms (8 percent). Therefore, respondents prioritized traditional and basic library resources when they considered additional Superior library facilities.

Figure 26: Top Three Library Service Priorities

Which **library services** should be the highest priorities to add/improve?



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Open-Ended Comments

(Note: the complete open-ended comments are provided verbatim under separate cover.)

Q. Do you have any further comments about potential library facilities in Superior?

Again, respondents are evenly divided on whether or not they would like to see a library in Superior. Those who do not want a library generally explain their opinions by citing arguments such as: a new library is a waste of resources, the partnership with Louisville is sufficient for Superior residents, libraries are outdated with the abundance of digital media, and other facilities should be prioritized over a library. Supporters often explain that: a library would serve as a much-needed community hub for all ages and would be significantly more convenient. Ideas to better facilitate the current partnership with Louisville include offering a small Superior facility or tech/digital media library (perhaps combined with other facilities), offering Superior book pick-up locations, and providing meeting rooms.

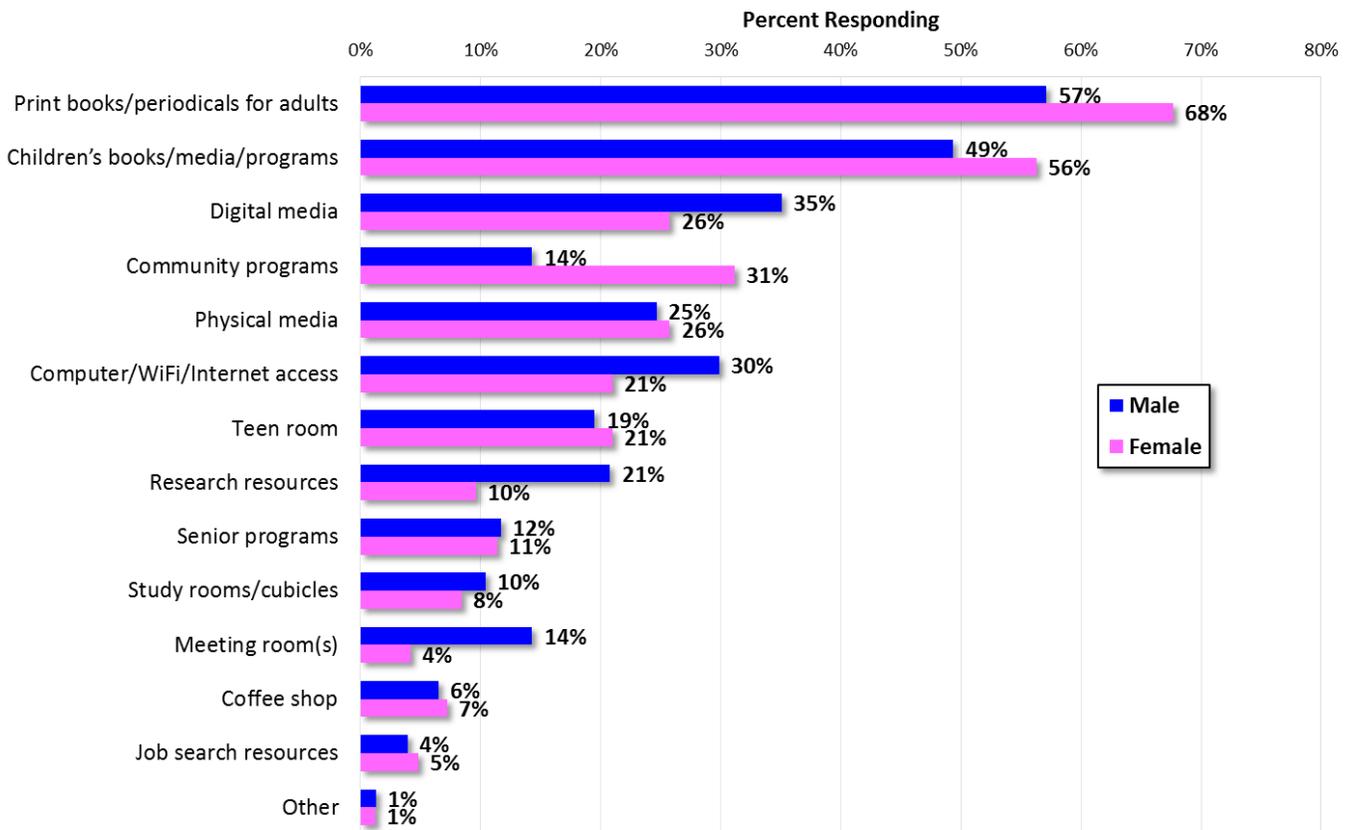
Selected Verbatim Comments:

- *“I think it is more cost effective to continue to support Louisville.”*
- *“Not needed. We have many higher priority needs.”*
- *“Perhaps a small satellite facility in Superior would be nice – where one could order/drop off books, maybe a children’s reading area, some digital resource access.”*
- *“I believe it is imperative that the growing community of Superior provide at least basic library facilities since a library is a given, very necessary community resource.”*
- *“As an original resident of Rock Creek, I have seen this library issue turned down repeatedly before by residents here. The relationship with the Louisville library has been more than sufficient to meet this community’s needs. We do not need a library in Superior.”*
- *“Given the move to digital I think it would be foolish for Superior to build it’s own library.”*

Responses by Segment

Figure 27: Top Three Library Service Priorities by Gender

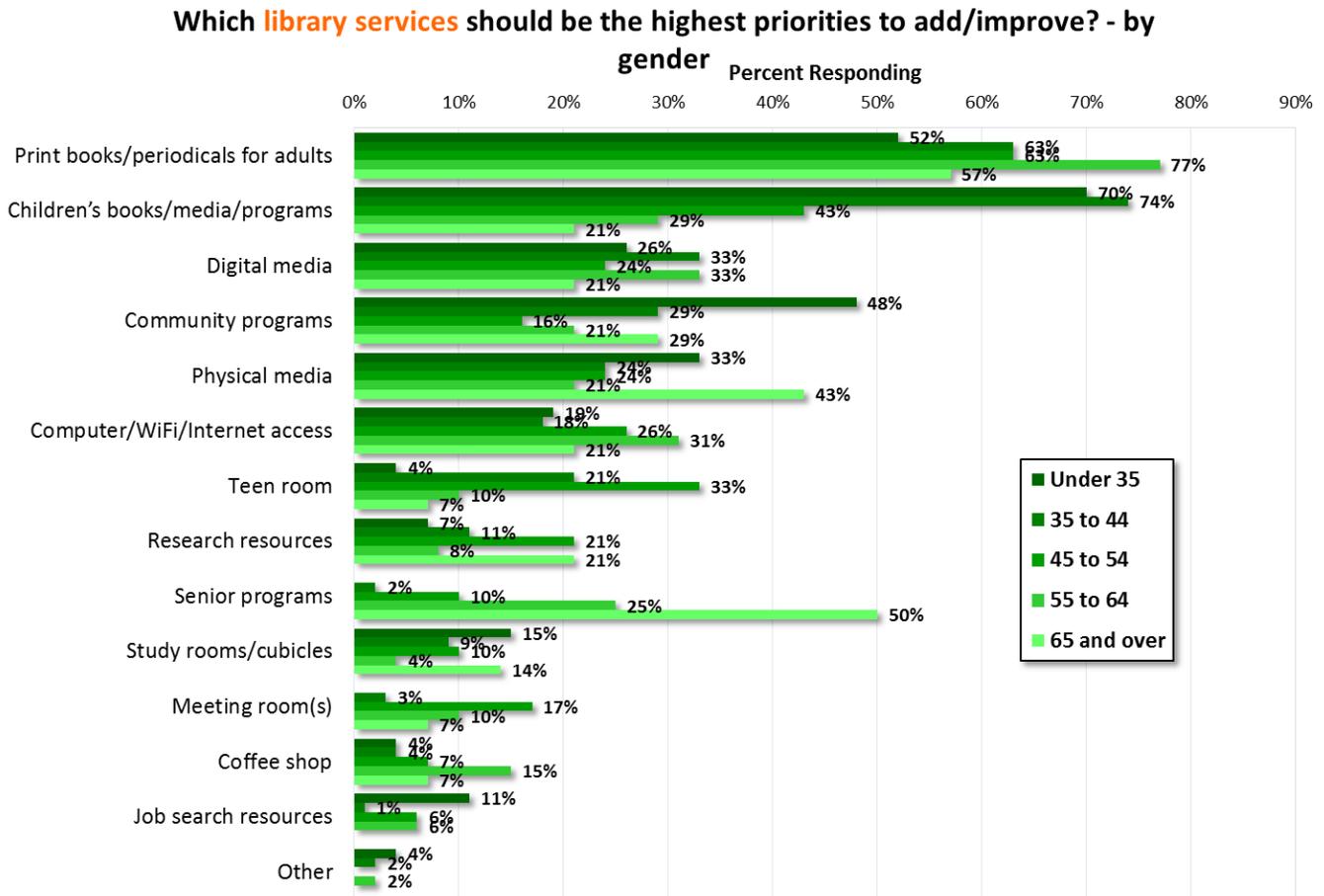
Which library services should be the highest priorities to add/improve? - by gender



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Female respondents identify traditional library services and programs as priorities more commonly than male respondents, such as adult books and periodicals (68 percent vs. 57 percent), as well as children's books and programs (56 percent vs. 49 percent) and community programs (31 percent vs. 14 percent). In contrast, males prioritize the digital aspect of libraries, including digital media (35 percent vs. 26 percent females), computer/WiFi/Internet access (30 percent vs. 21 percent), and meeting rooms (14 percent vs. 4 percent).

Figure 28: Top Three Library Service Priorities by Age

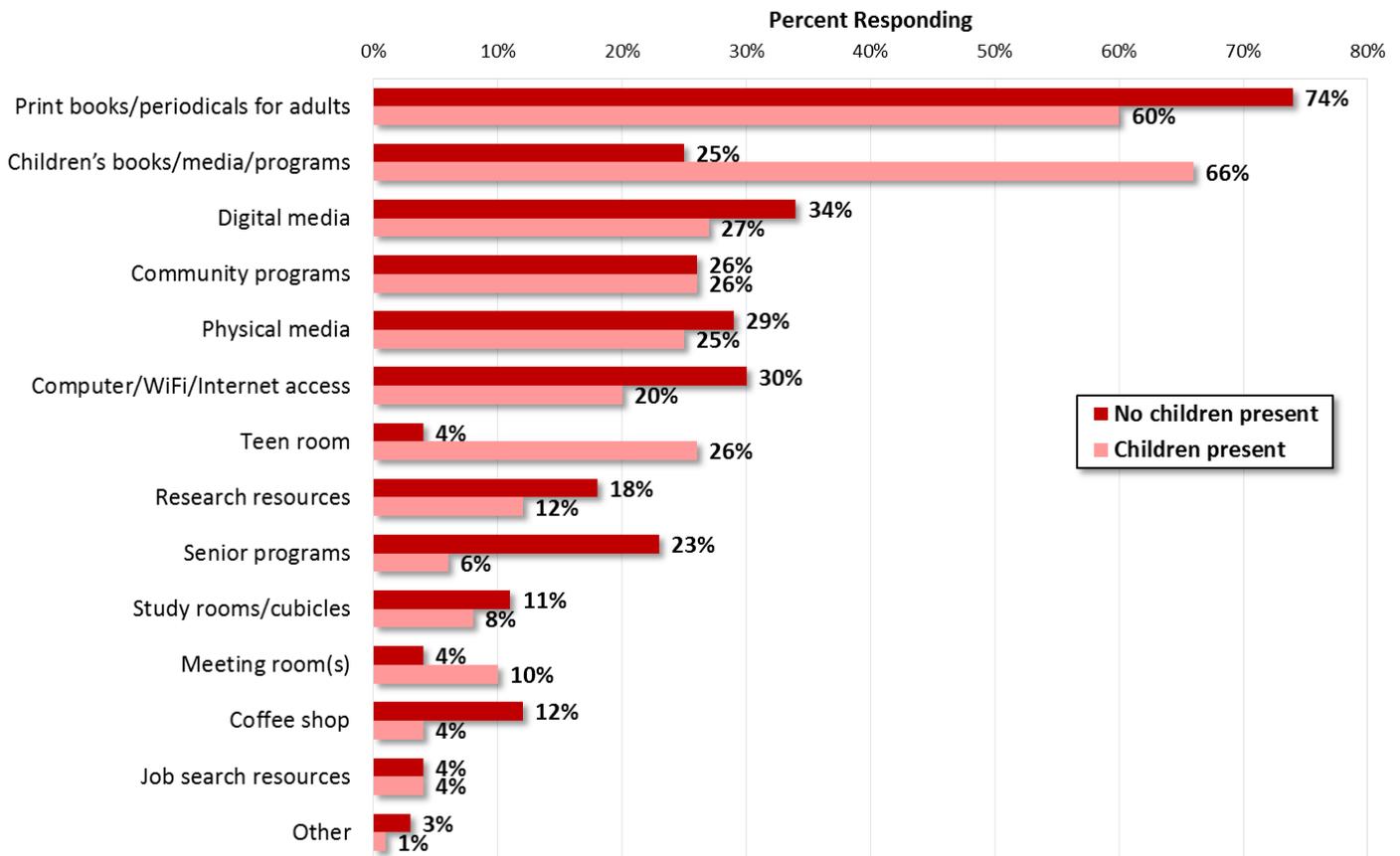


Source: 2014 Superior Recreation and Indoor Facilities Survey.

Prioritization of library services also varies by age. Respondents under the age of 35 selected community programs (48 percent), study rooms/cubicles (15 percent), and job search resources (11 percent) as priorities at a higher rate than all other age groups. Individuals under the age of 45 listed children's books and programs as a top priority (70 percent of respondents under age 35, 74 percent of respondents aged 35-44), likely due to presence of children in the home. Respondents over the age of 65 prioritized physical media (43 percent), research resources (21 percent), and senior programs (50 percent) more than any other age cohort.

Figure 29: Top Three Library Service Priorities by Presence of Children in Household

Which **library services** should be the highest priorities to add/improve? - by presence of children in household



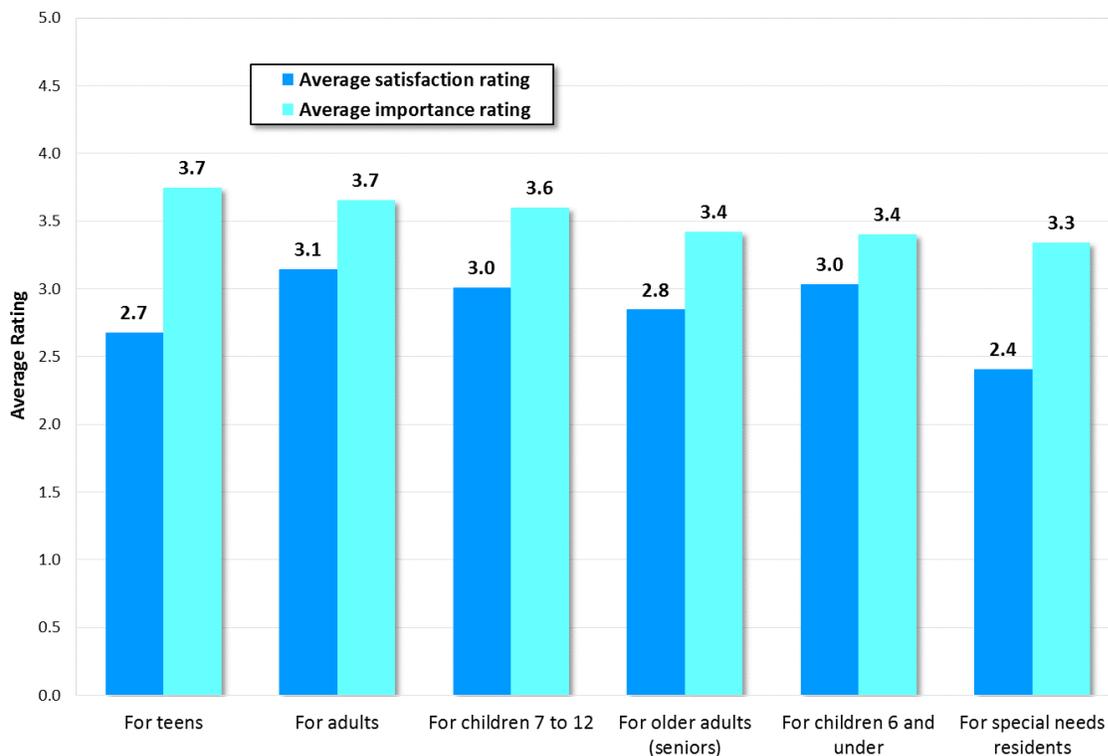
Source: 2014 Superior Recreation and Indoor Facilities Survey.

Responses on top library resource priorities differ considerably based on the presence of children in the household. Respondents without children put more emphasis on print books and periodicals for adults (74 percent vs. 60 percent of those with children), digital media (34 percent vs. 27 percent), computer/WiFi/Internet access (30 percent vs. 20 percent), senior programs (23 percent vs. 6 percent), and coffee shops (12 percent vs. 4 percent). On the other hand, not surprisingly, respondents with children in their household prioritized youth resources, including children's books and programs (66 percent vs. 25 percent of those without children), a teen room (26 percent vs. 4 percent), and meeting rooms (10 percent vs. 4 percent).

FACILITIES FOR SPECIAL GROUPS

In order to gauge the satisfaction with current public and private indoor facilities available in the area as well as identify potential improvements, respondents were asked to rate the importance of and their satisfaction with facilities for specific age groups and for residents with varying needs. The first question stated, “Thinking about the public and private INDOOR facilities available in or near Superior, how satisfied is your household with these facilities for the following age groups? Use a scale from 1 to 5 where 1 means ‘Not at All Satisfied’ and 5 means ‘Very Satisfied.’” A follow-up question, using a similar five-point scale, asked “How important is it for the Town of Superior to address the needs of these groups with PUBLIC facilities?” The results are illustrated in Figure 31 below, with groups sorted by highest average importance rating.

Figure 30: Importance of/Satisfaction with Public & Private Facilities for Various Special Groups



Source: 2014 Superior Recreation and Indoor Facilities Survey.

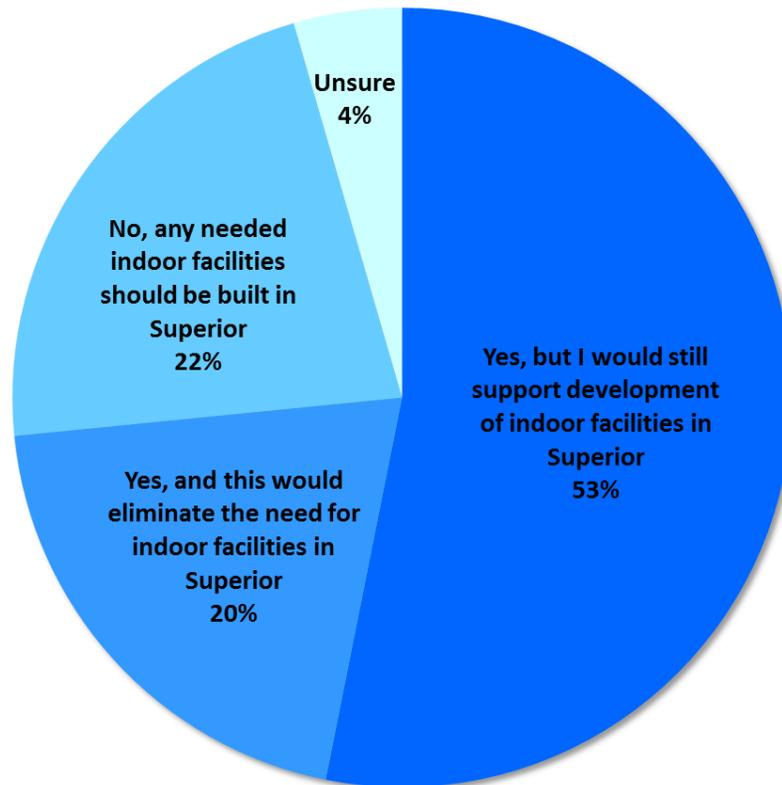
Respondents rated the importance of having public facilities in Superior highest for teens and adults (average rating of 3.7 each) and lowest for special needs residents (3.3). Average respondent satisfaction ratings were highest for adults (3.1) and children (3.0) and lowest for special needs residents (2.4). The biggest discrepancies between importance and satisfaction occurred in facilities for teens (1.0 point difference) and special needs residents (0.9 point difference), while the smallest differences were seen in facilities for children (0.4 point difference).

POTENTIAL SUPERIOR INDOOR FACILITIES

Recreation Facility Partnership with Louisville

Respondents were then asked if they would support a recreational partnership with Louisville, much like the library partnership currently in place—“Would you support a partnership agreement with the City of Louisville, in which residents of Superior and Louisville would have reciprocal access to indoor community/recreational facilities located within each community?” Overall, respondents answered positively, with 73 percent indicating that they would support a recreational partnership with Louisville. Fifty-three percent support the partnership but would still support the development of additional indoor facilities in Superior. Slightly less than a quarter of respondents (22 percent) felt that any necessary indoor recreational facilities should be built in Superior.

Figure 31: Favorability of a Recreational Facility Partnership with Louisville



Source: 2014 Superior Recreation and Indoor Facilities Survey.

Open-Ended Comments

(Note: the complete open-ended comments are provided verbatim under separate cover.)

Q. Would you support a partnership agreement with the City of Louisville, in which residents of Superior and Louisville would have reciprocal access to indoor community/recreational facilities located within each community? Do you have any comments on your response?

Similar to the library partnership, there are strong divides between respondents who would favor a recreation/community facilities partnership with Louisville and respondents who would not. While some argue that Superior should build its own facilities because the Louisville recreational facilities are small, outdated, and inconvenient, others believe that building an additional facility in Superior would be a poor use of the town budget. Many respondents are not concerned about sharing facilities, though a handful feel that Louisville takes advantage of Superior by charging too much and not allowing the town to have a voice. The beginning of a partnership would have considerable implications for Superior residents, and they listed potential ways to better the partnership—offering different but complimentary services in Superior and Louisville, having Louisville facilities charge Superior dwellers resident rates, fixing up and enlarging the Louisville recreational facilities, or providing public transportation to minimize the travel inconvenience.

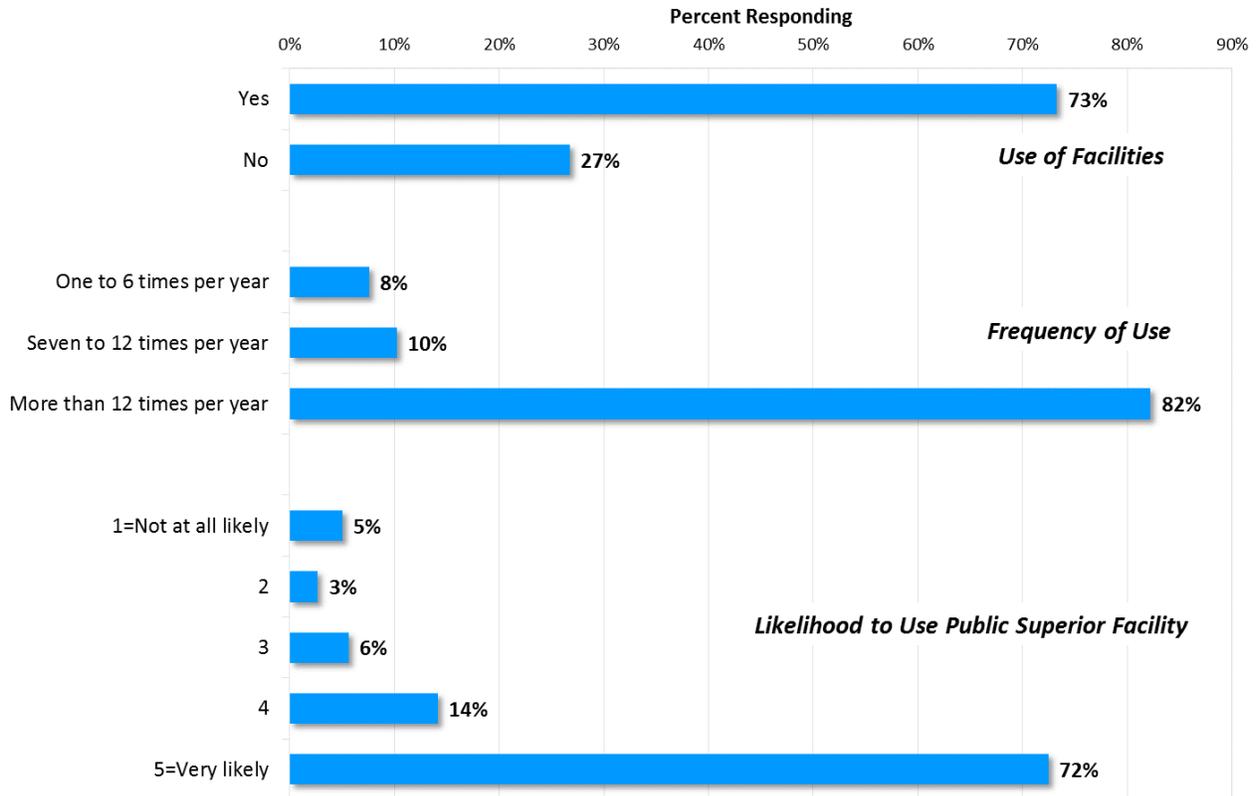
Selected Verbatim Comments:

- *“I really don’t think we need to duplicate a gym, as there are many private options for that, and the Louisville rec center has this to offer. If we are going to partner, we should try not to duplicate the offerings, but supplement them with something not currently offered”*
- *“Partnership with Louisville for indoor recreational facilities for adults is reasonable as long as Superior residents are considered residents for the purposes of the facilities. For young children, seniors, and people with special needs the distance is quite inconvenient.”*
- *“I do not like the way Louisville seems to retain majority control and interest in our joint facilities (like the library) and worry that a Louisville-only option for joint rec facilities would mean more of the same in which Superior residents’ needs are the afterthought rather than equal priority.”*
- *“We need our own indoor recreation facilities, and our own library!!! We need to stop depending on Louisville for our own town needs.”*
- *“Current Louisville facility seems small and outdated when compared to surrounding communities.”*

Current Indoor Recreational Facility Use

Almost three of four respondents (73 percent) currently use some type of public or private indoor recreational facilities. Of those who use such facilities, frequency of use is quite high with 82 percent indicating that they use a facility more than 12 times each year. Finally, respondents were asked, “How likely would it be for your household to use a PUBLIC indoor recreational facility if one were constructed in Superior?” Eighty-six percent of total respondents indicated that they would be likely or very likely to use a Superior public facility. Those who currently use indoor recreation facilities identify themselves as likely or very likely to use a potential Superior public facility at a higher rate (86 percent) than respondents who do not currently use facilities (78 percent).

Figure 32: Current Use of Public/Private Indoor Recreation Facilities

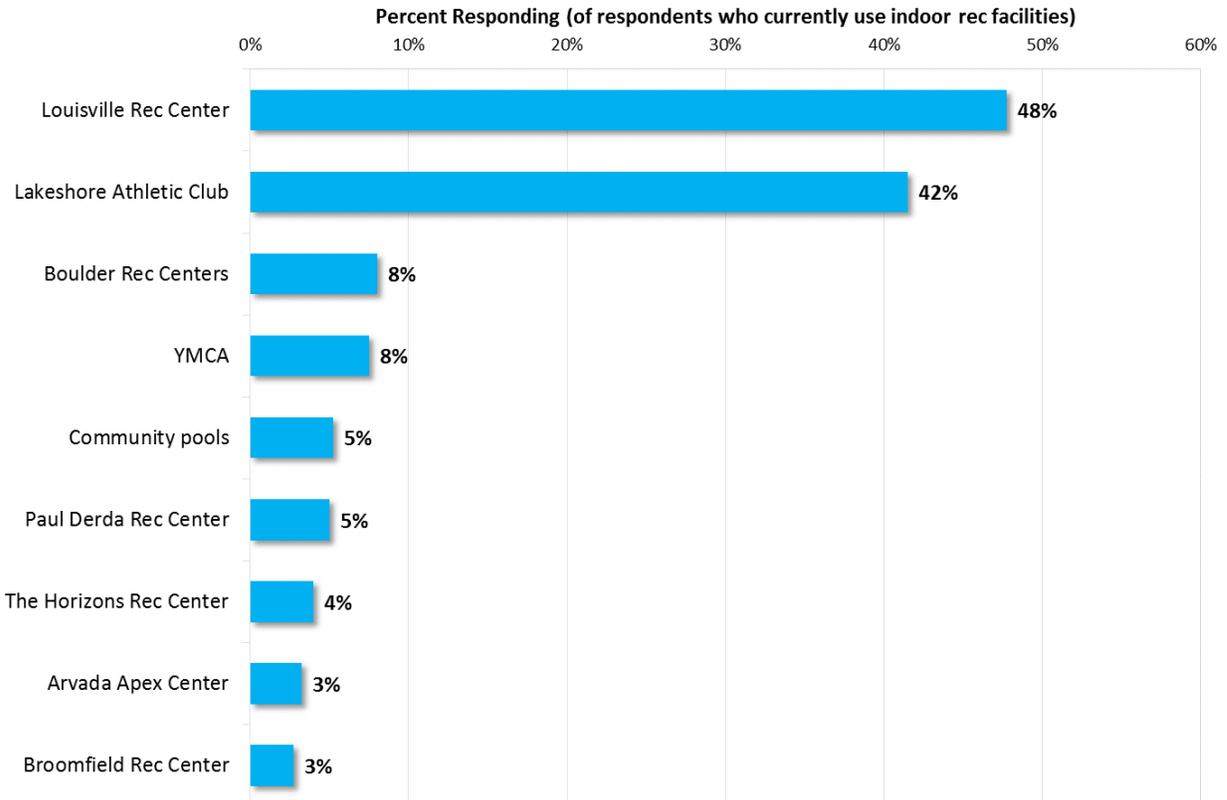


Source: 2014 Superior Recreation and Indoor Facilities Survey.

An open-ended question asked respondents who currently used public or private indoor recreational facilities to elaborate on which specific facilities they use. As Superior considers indoor recreation priorities the opinions of residents using other established facilities are important. Responses have been coded quantitatively in Figure 34 below. Results show that the Louisville Recreation Center and the Lakeshore Athletic Club are most frequently utilized.

Q. Which PUBLIC or PRIVATE indoor recreational facilities do you use?

Figure 33: Indoor Recreational Facilities Used



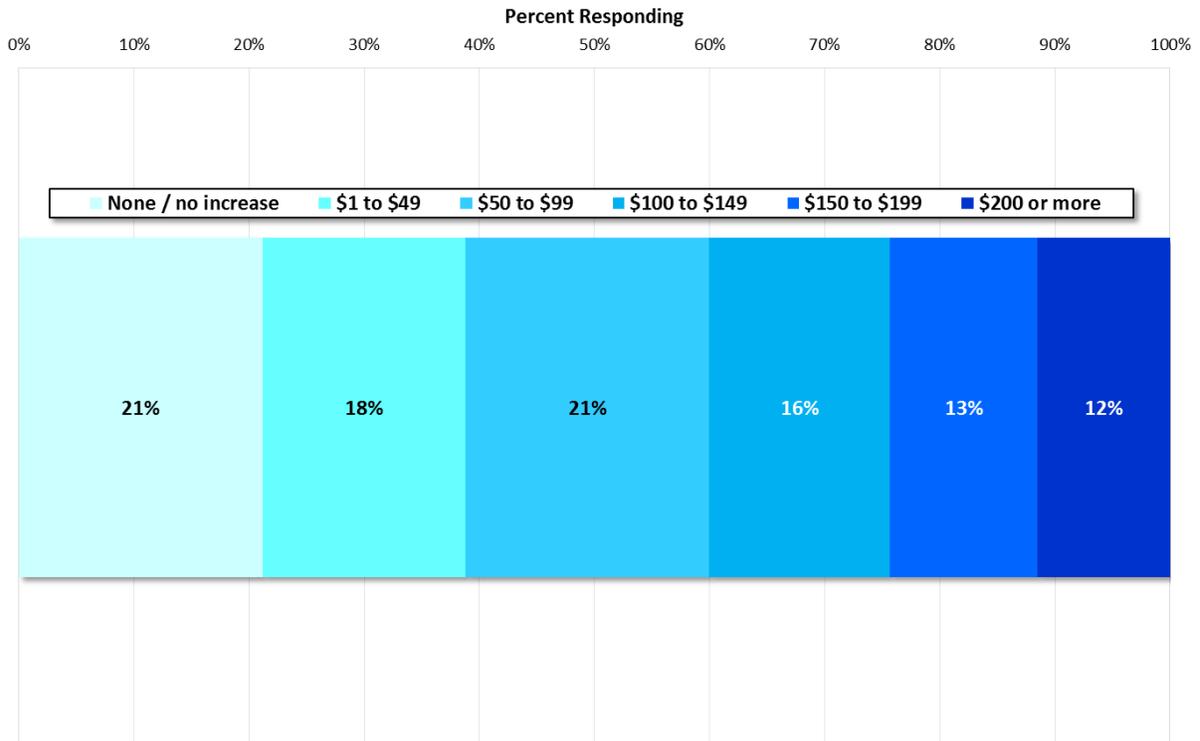
Source: 2014 Superior Recreation and Indoor Facilities Survey.

Taxes

The survey included a question that asked about willingness to pay for additional indoor facilities. Around a quarter of respondents (21 percent) indicated that they would not be willing to pay any additional taxes for indoor facilities (see Figure 35). Thirty-nine percent would pay up to \$100 more annually, while 41 percent would pay over \$100 annually—with about four out of five respondents indicating that they were open to some level of increased taxes for the purpose of an indoor facilities program; this illustrates an additional measure of support for facilities. The data provide an indication of support by level of cost and the results indicate that there are divergent opinions but that an annual cost of between \$50 and \$199 would likely receive some measure of support based on the survey findings.

Figure 34: Indoor Facilities and Willingness to Pay Taxes

How much more in taxes annually would you be willing to pay for an indoor facilities program?



Source: 2014 Superior Recreation and Indoor Facilities Survey.

CONCLUSION