



Exhibit __: City of De Pere Pool Utilization and Location Questionnaire Summary



5/12/2016—DRAFT

Overview

As part of the City of De Pere Pool Utilization and Location Study, Vierbicher conducted a regional community survey to understand the current pool needs and desires of residents in and around the City of De Pere ("the City"). This part of the study focused on a 15 question survey available to anyone within the region in digital or hard copy format.

The City promoted the survey in news stories, social media, social groups, and several other outlets. The City collected responses throughout April 2016.

Over 2,000 individuals started the survey, and over 1,600 completed the questionnaire, resulting in an 80% completion response rate. The average completion time was seven minutes. Vierbicher did control for duplicate responses from individuals completing the survey more than once.

The remainder of this exhibit report summarizes the responses.

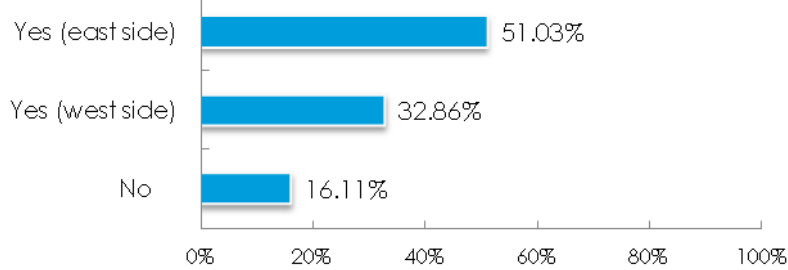
- Figure 1: Resident of De Pere
- Figure 2: Length of Time in De Pere
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Table 1: Reason For Not Using the Pools

Table 2: Location Preference

Household Review

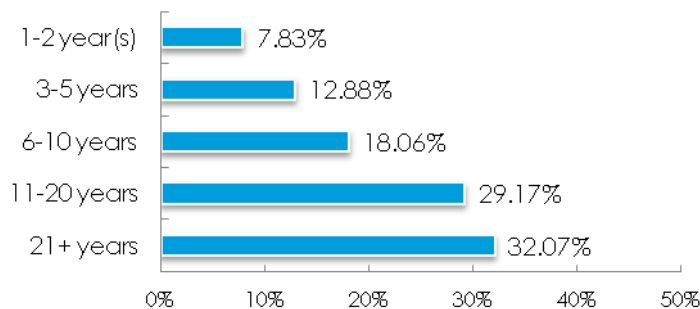
Figure 1: Resident of De Pere



Location of Residence

The first series of questions in the survey asked respondents to list their current municipal jurisdiction and how long they have resided in that community. The majority of respondents (83.7 percent) currently reside in the City. East side residents accounted for 51 percent of respondents while residents on the west side accounted for 32.86 percent. Figure 1 illustrates the results.

Figure 2: Length of Time in De Pere

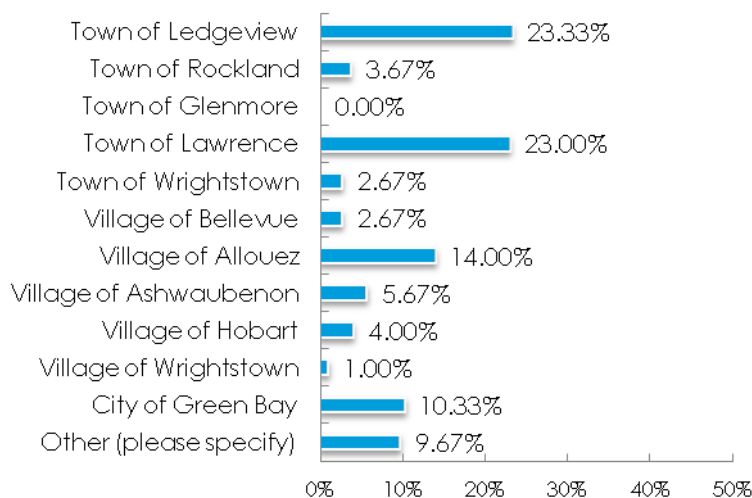


Length of Time in De Pere

Over 79 percent of all City of De Pere respondents have been residents of the City for longer than five years. Furthermore, over 61 percent have lived in De Pere for longer than ten years. Figure 2 illustrates the results.

The amount of respondents living in the community for several decades offers opportunities and challenges throughout the remainder of the pool location study. The enthusiasm among the long-term residents ensures high-quality public participation, data collection, and sampling; however, the level of neighborhood pride could result in adversarial discussions and a struggle to reach consensus over potential locations.

Figure 3: Location of Residence Outside De Pere



Location of Residence Outside De Pere

The majority of the 300 respondents located outside of the City were from the Town of Ledgeview and the Town of Lawrence. Figure 3 illustrates the results.

Household Review

Number of Household Member(s)

The second series of questions studied the number of household members and their pool usage. According to the survey results, the largest percentage of respondents stated there are four members of their household (35.45 percent) and the second largest percentage of respondents stated there are five members of their household (23.94 percent). The average reported household size is abnormally high when compared to the 2.44 people average household as reported in 2010-2014 American Community Survey 5-Year Estimates. Figure 4 illustrates the results.

Household Member(s) Age

According to the survey results, the largest percentage of individuals residing within the respondent household were 25-44-year-olds, representing 29.57 percent of the total 6,642 declared household members. The second largest group was 6-12-year-olds representing 19.90 percent of the declared household members. The results could be slightly skewed by couples with children each answering the survey. Figure 5 illustrates the results.

Pool Usage

According to the survey results, 67.5 percent respondents stated they currently used the pools and nearly 68 percent of the reported pool users utilize the pools for family purposes.

Over 60 percent of the pool users utilize the pools at least once a week during the months of operation. Figures 6-8 illustrate the results.

Figure 7: Pool Usage

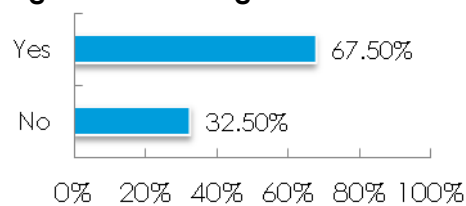


Figure 4: Number of Household Members

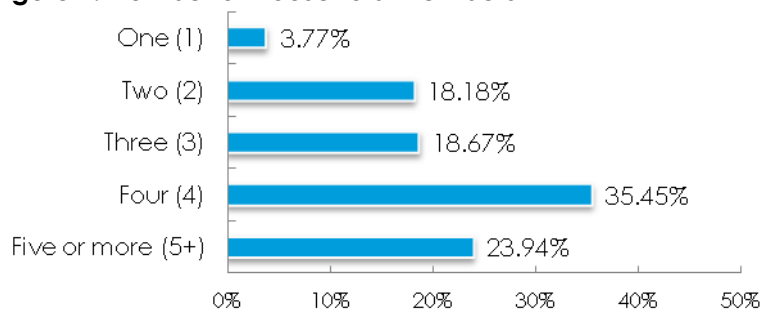


Figure 5: Age of Household Members

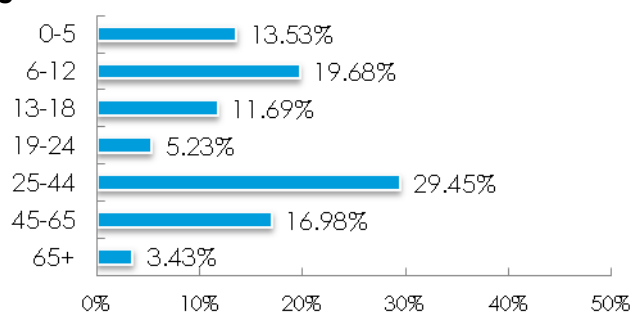


Figure 6: Household Pool Users

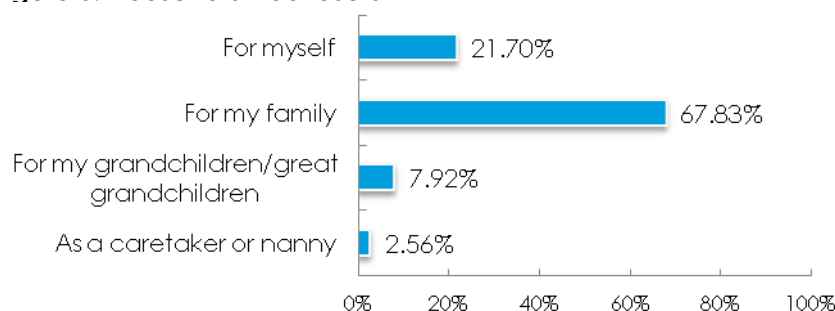
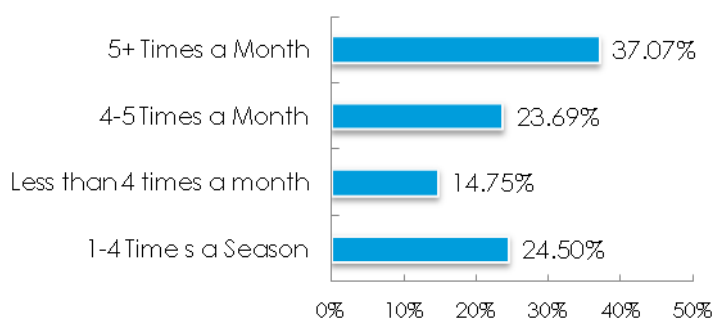


Figure 8: Pool Usage Frequency



Household Review

Table 1: Reason For Not Using the Pools

Reason	Percent
Own Pool/ Membership Elsewhere	23.09%
Age/Too Young/Too Old	16.73%
Too Busy/Scheduling Issues/Hours	13.64%
Not Interested	8.36%
Too Crowded	7.45%
Cannot Swim/Do Not Swim	3.82%
Did Not Live In The Area/New To The Area	3.45%
Feel The Pool Is Unclean	3.09%
Did Not Know About It	2.73%
Would Like More Activities	2.73%
No Children In Our Household	2.55%
Would Like An Indoor Pool	2.36%
15 Others under 2% each	10.00%
Total	100%

Reasons for Not Using the Pools

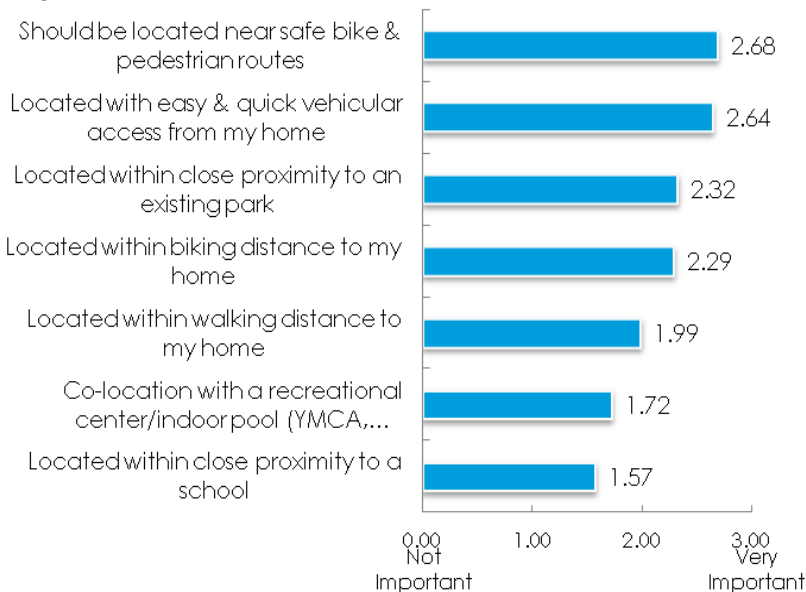
According to the survey results, 507 respondents stated their household does not use the existing pools. The most common stated reasons for not using the pools included the following:

- Having a pool membership elsewhere or having a private pool;
- Concerns with user age (respondent felt their households members are too young or too old to use the pools);
- Household scheduling conflicts with the hours of operation;
- The pools are too crowded;
- Not interested in using the pools; and
- Cannot or do not swim.

Table 1 detail the results.

Pool Location Preferences

Figure 9: General Pool Location Preferences



General Pool Location Preference

The third series of questions in the survey asked respondents to rank their general pool location preferences.

Respondents felt most strongly that a future pool should be located near safe bike & pedestrian routes, located with easy vehicular access, and near an existing park.

Pool Location Preferences

Specific Pool Location Preference

The survey respondents provided over 2,100 suggestions to the potential pool location. The answers ranged from generally listing a side of the Fox River to specific park and school locations. Vierbicher organized the responses in the following categories:

- General De Pere Location
- Adjacent to Roads
- Adjacent to Parks
- Adjacent to School;
- General Non – De Pere Location

The result of the location preference are as follows:

- An east side location accounted for 48.92% of the responses;
- A west side location accounted for 37.23% of responses; and
- Sites located outside of the City accounted for 13.85% of the responses.

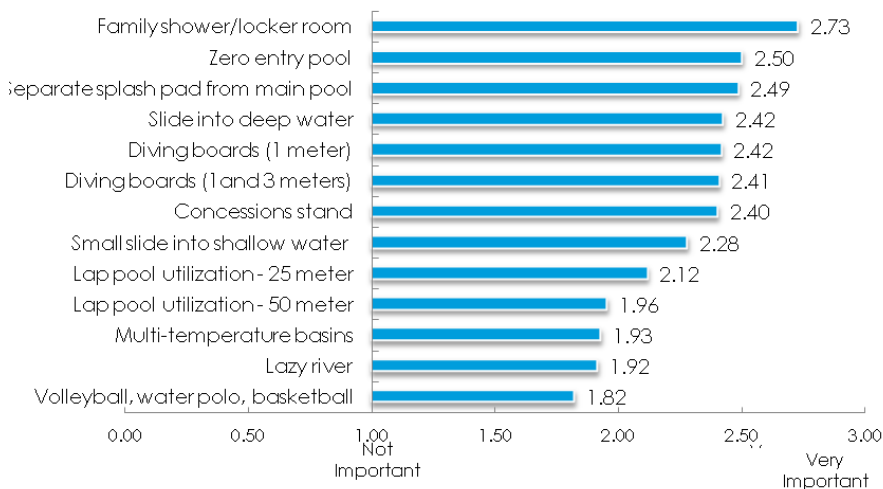
Table 2 details the complete summary of the responses.

Table 2: Location Preference

	West Side		East Side	
General De Pere Location	West De Pere	10.45%	East De Pere	7.91%
	At a current Location	5.03%	At a current Location	5.03%
	Downtown/Downtown Location	0.86%	Downtown/Downtown Location	0.86%
	Adjacent to Fox River	0.53%	Adjacent to Fox River	0.53%
	On Both Sides of the City	0.24%	On Both Sides of the City	0.24%
	Near St Norbert College	0.24%	Near Kress Library	0.24%
	Scheuring Road Commercial Areas	0.19%	De Pere (General)	0.05%
	De Pere (General)	0.05%	At Yard Waste Facility	0.05%
	At Ashwaubenon sports complex	0.05%	-	
	Brown County Fair Grounds	0.05%	-	
Roads	Along Lawrence Drive and I-41	4.26%	Adjacent to County PP/Rockland Road	0.86%
	Along to Scheuring Road	0.29%	Along N. Broadway	0.29%
	Along Grant Street	0.19%	Along Chicago Street	0.14%
	Along Lost Dauphin Road	0.19%	Along Cook Street	0.14%
	Along American Boulevard	0.10%	Along Charles Street	0.05%
Parks	At VFW Park/Community Center	12.17%	At Legion Park	15.09%
	At the Brown City Fair Grounds	0.38%	At Voyageur Park	9.68%
	At Patriot Park	0.34%	At Jim Martin Park	3.35%
	-		At Optimist Park	0.77%
Schools	Near West De Pere High School	1.49%	Near Altmayer School	2.54%
	At Westwood Elementary School	0.05%	Near De Pere High School	0.62%
	Near Lady of Lourdes School/Church	0.10%	Near Dickinson Elementary	0.43%
	-		At Irwin School Site	0.05%
De Pere - West Side of River Totals		37.23%	De Pere -East Side of River Totals	48.92%
General Non-De Pere Location	?/ No preference	4.79%	In Hobart	0.05%
	In Neighborhoods or parks	0.91%	In Bellevue	0.10%
	Do not need one	0.96%	At Ashwaubenon sports complex	0.05%
	Near Bus/Walking/Biking Friendly Area	0.62%	In Allouez	0.05%
	With the YMCA	0.48%	Along Packerland Drive	0.29%
	Adjacent to a School	0.14%	Along County F	0.05%
	-		Near Hemlock Elementary School	1.15%
	-		Near Heritage Elementary School	0.53%
	-		At Ledgeview Park	2.20%
	-		At Sands Acres Park	0.77%
	-		At Quarry Park	0.48%
	-		At Scray Hill Park	0.24%

Pool Amenities Preferences

Figure 10: General Pool Amenities Preference



Pool Amenities Preference

The fourth series of questions in the survey asked respondents to rank their pool amenities and programming preferences.

Respondents felt most strongly that a future pool should have family amenities; including, a family locker room, zero entry pool, separate splash pad from the main pool, and a slide into deep water. Figure 10 illustrates the results.

The majority (31.96 percent) of respondents stated they would use the pool for general public swimming. Over 22 percent stated they would use the pool for swim lessons, and 17.1 percent would prefer an adult only swim time. Figure 11 illustrates the results.

Other desired programs included local swim teams, lap swim, senior exercises, lifeguard training, sand beaches, kayak and paddle board lessons, and separate family, teen, and adult nights.

Figure 11: General Pool Programming Preference

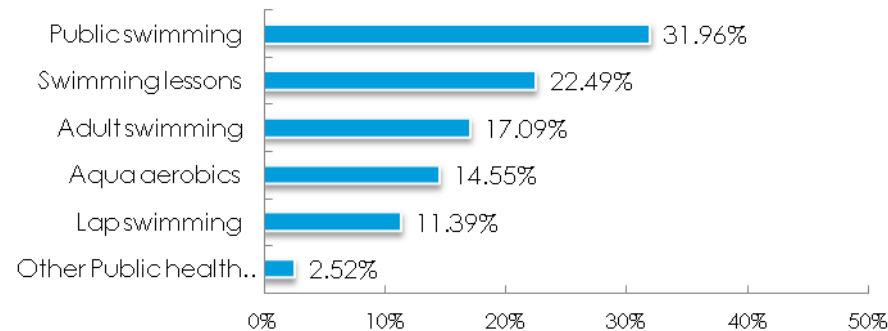


Figure 12: Municipal Pool Funding Preference

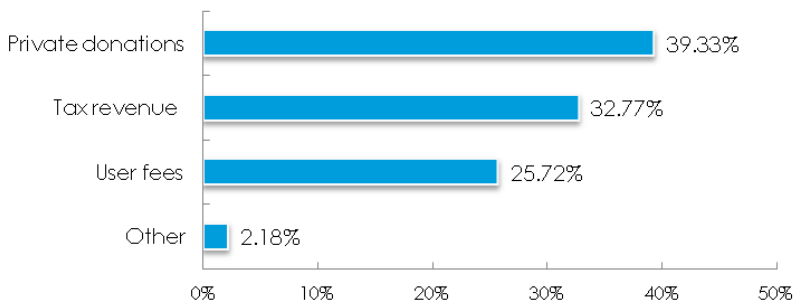
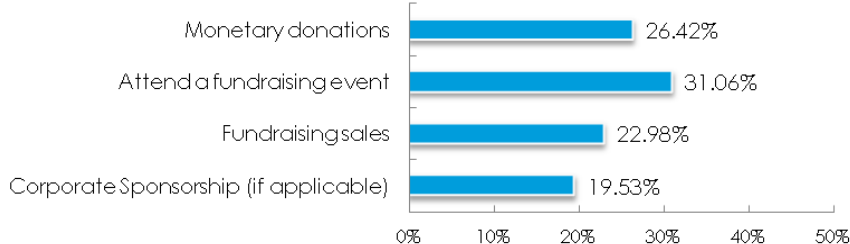


Figure 13: Individual Pool Funding Efforts



Pool Funding Preference

The fifth series of questions in the survey asked respondents rank their pool funding preferences.

The ranked responses stated that private donations should be the primary funding sources, and tax revenue should account for a nearly a third.

Nearly a third of respondents stated they would attend a fundraising event and over 26 percent stated they would make a monetary donation.

Figures 12 and 13 illustrate the results.

Pool Funding

Final Comments

Please comment on any items of concern that you have that were not addressed in the previous questions.

1	A sandy or beachy area would also be a good idea
2	A single pool will inevitably favor one side of the river. It's a bad idea.
3	random dad comes out of nowhere and starts talking to us. Im all for being nice to people and all that, but i dont want to have a conversation with some random dude. lets put it this way, if you have all those people in one spot. What was supposed to be a fun day with your wife and kids, turns into a giant public bath with some random shady people.
4	Children should have access to pool within walking or biking distance. Too dangerous to cross the bridge. Or, supply transportation by means of a bus.
5	Convenient access to residents from either side of the river.
6	create something like a man made lake
7	emphasis on one zero entry warm water pool for adult aqua exercise walking and exercises that are suggested from the arthritis foundation, as used at the CP aqua center.
8	HOT TUB
9	I am addressing the concern of combining the two pools into one. It would be unfair to pick the location of the pool on the East or West side of DePere. They both serve a purpose. Currently, residents don't have to cross the bridge to reach the pool that's closest to their proximity. Creating one central location would eliminate that. What was once an easy walk or bike ride would now be a car ride across an already crowded bridge. Also, consider the amount of people that would be at one central pool location. Two pools help eliminate the overcrowding issue.
10	I believe DePere should KEEP a pool on each side of town to make it easier for ALL kids to use instead of one aquatic center.
11	I believe the pool should NOT be located in Martin Park. This area has enough traffic with the schools and all their events. It should be located where one of the current pools are.
12	I don't think this pool should be built. It's not worth the money.
13	I don't think we need a big aquatic center because there are plenty of aquatic centers in Green Bay. I used both as a kid and was just as happy going to a regular pool as I was for an aquatic center.
14	I feel West Depere should have the pool facility some the east side has a close pool option in the Broadview ymca. I would also like to see the new facility have an outdoor/indoor option as well.
15	I think it is important not to take a pool away for either side of depere because many children and parents rely on them for summer.
16	I think the new facility should be indoors so as to be utilized year round, but not partnered with a YMCA or any corporation for profit. Profits should go back into the facility to eventually fund itself, but overseen by city leaders.
17	room, yoga, art, other activities year round.) I would rather extra expenses to this new 'aquatic center' be used on things other than just the pool. ALSO, I would encourage a salt water, LEAST CHEMICALS POSSIBLE in the water option.
18	I would like to see a pool with actual lanes for swimming as opposed to strictly an aquatic center. Some aquatic centers do have diving, but no swimming is allowed in those areas. Cost for using pool shouldn't be prohibitive. Keeping the cost in line with Green Bay pools/aquatic centers would be acceptable. Grandchildren should be able to be included in family pass, even if they don't live at the same address.
19	I Would not use the if it is on the East side, I f they do this I hope it is on the WEST SIDE
20	If usage is declining why looking at new pool? Perhaps look at other non-aquatic options. Also, taxes in De Pere are already very high compared to surrounding communities. I would not support a new aquatic center by an increase in taxes.
21	It will be very tough to have a location everyone is happy with. Also consider pool at Brown County Fairgrounds and then build bike paths there too.
22	Keep the present two pools.
23	keep the two pools so each side of Fox River has their own. Fix pools and not spend 3.5 M on new facility.
24	Kids in De Pere deserve a nice pool. And they deserve the community to pay for it. It makes our city more attractive to families. And gives kids something to do.
25	MAKE SURE you incorporate De Pere High School into the mix as they have a swim team. It would be nice for them to utilize as well. Revenue stream?

Final Comments

Please comment on any items of concern that you have that were not addressed in the previous questions.

26	My kids take swimming lessons at the VFW pool. I have to get my sitter to drive them there and back to my house. It would be nice to have something closer. We used to be members of the YMCA, but it was a hassle and too far away. There isn't anything indoor between Allouez and Kaukauna. I know there was a plan for a YMCA on Rockland Road, but that was dependent on a southern bridge project, which they still haven't made decisions on. De Pere is growing to the south, and having a YMCA or Kroc Center equivalent would be well used. I know lots of people in the subdivisions around Hemlock Creek and Southwest park that would like to have something that the family could go to.
27	N/A
28	N/A
29	None
30	Our family likes having 2 pools- one on each side of the river.
31	Our family utilizes Kaukaunas public pool often as it has a good range for young to old. I think De Pere would benefit from a pool very similar with almost the same features as Kaukauna.
33	Pool numbers keep declining. Put in splash pads only. Keep costs down, no new taxes.
34	The city does not need to spend tax payers money on a pool. Walmart sells inexpensive pools a family can put in their own backyard.
35	The pools serve many youth who cannot afford higher cost memberships. A facility must remain affordable. I also do not think replicating a facility like Joannes Park is a good idea.
36	we need pools for the children to learn how to swim and enjoy on hot day not elaborate water parks.
37	What makes the two pools (one on each side of the river) work is that they are 'neighborhood' pools. The geography of the city with the river in the middle is not conducive to a larger facility constructed on one side or the other. Transportation to and therefore use of the pool is driven by location and ease of accessibility. Without a 'southern' bridge the traffic in De Pere will continue to increase. Bicycle and pedestrian traffic to a facility located on one side or the other presents a considerable safety hazard with the traffic patterns as they are now. It's a function of geography - not which 'side' is better.
38	whether its a waste of money or not
39	Would be nice to have a beach type of area with sand
40	Would like the possibility of a skate park to be considered at one of the existing sites (Legion or VFW) in place of removed (?) pool.
41	Would you sell season passes? Discounts for families with more than 2 children? Offer pool time to elderly and those with disabilities? Advertise in outlying rural areas and small towns?
42	We would love a Aquatic location in West Depere off the Schering Road area. A lot of people we talked to would like it very much.
43	I honestly like it the way it is and don't want to lose the pools at VFW. I just bought a house nearby because I can walk there and this is very important to me as I am legally blind and walking is the main way we can utilize the pools. It was a major decision for buying my home on Morning Glory. It is also my childhood home. Please tell me the pool at VFW will not be discontinued.
44	This is a poor survey in the fact that there are no questions about keeping the two pools.
45	Hello, My name is (name removed for privacy). I live at (location removed for privacy). I am writing you today to give you my opinion of the Pool Survey. I thought it was a poor survey. It never asked if I wanted an aquatic pool. It never asked if I wanted two aquatic pools. It never asked if I wanted to have the existing pools replaced or repaired. Perhaps these are questions the City doesn't want to hear answers to. We cannot have just one pool in De Pere. If it's going to be an aquatic pool then there has to be one on each side of the river. That's just the way it is in De Pere and anyone who has lived in De Pere long enough should know that. So please don't put much credence into that survey.