

Memorial Pool Public Opinion Survey Results

September 2016



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Introduction

Due to equipment failure and public health concerns that made the pool non-compliant with state code, the City of La Crosse closed Memorial Pool in August of 2015. Originally built in 1938, this historically-designated structure has served several generations of La Crosse area households, and planning arose after the pool's closure about how best to proceed with Memorial Pool's future.

As a part of the planning process, the City of La Crosse contracted with the University of Wisconsin-La Crosse to collect feedback from city households. Dr. John Kovari, assistant professor of Political Science & Public Administration, coordinated the project, which included the development of a survey, printing and distributing the survey, data collection and entry, analysis of the results, and preparation of this report.

Three thousand randomly-selected city of La Crosse households, out of a total of 21,836 households, were mailed a copy of the survey. Households from the neighborhoods immediately surrounding Memorial Pool (e.g. Grandview-Emerson neighborhood) were over-sampled in order to ensure that their opinions would be collected in the survey, and the surveys received accurately represent the city's population distribution (see page 13 for a full explanation).

The cover letter and survey instrument can be found in Appendices A & B. Surveys were collected from July 25, 2016, through August 12, 2016. A total of 701 surveys were returned for an effective response rate of 23.4%. This translates to a 95% confidence level and a confidence interval (or error estimate) of $\pm 3.1\%$.

The following report provides the official results from the survey.

Executive Summary

Key findings are highlighted in the section below. They do not reflect all questions asked in the survey or all survey findings.

Satisfaction with Swimming Options

Sixty-four percent of respondents are very or somewhat satisfied with the overall adequacy of La Crosse's swimming options, even though 49.2% are very or somewhat concerned with Memorial Pool closing in 2015.

The level of concern about Memorial Pool is much higher, though, in the neighborhoods immediately surrounding the pool. Two-thirds of Memorial Pool area respondents (65.7%) are very or somewhat concerned about the pool's closure, while 51.6% of all other respondents are only a little or not at all concerned.

Memorial Pool Usage

Memorial Pool is used much more frequently by respondents living immediately surrounding the pool than those living in other areas. Other swimming locations across the area experience similar effects. None the less, Memorial Pool is used for exercise more than it is at other swimming locations.

Support for a Replacement Pool

Although 28.7% of respondents would prefer closing Memorial Pool permanently, seven out of ten respondents (71.4%) would like to see some version of a pool built to replace Memorial Pool, with some interesting differences about how to do so:

- 28.2% prefer replacing Memorial Pool with a smaller, less costly version at its current location;
- 23.0% prefer restoring it to its original condition at its current location; and
- 20.2% prefer building a new all-season aquatics center with upgraded features.

Also, a majority of respondents (55.5%) strongly or somewhat agreed that the city should allocate funds to reopen Memorial Pool.

Comparison with Other Infrastructure Needs

Most respondents thought other infrastructure needs (including convention center, libraries, public safety, roads, and flood prevention) were more important when compared with Memorial Pool. Still, while 84.2% of respondents consider road, street, and alley infrastructure needs more important than Memorial Pool, only 52.3% consider the convention center more important. One might also interpret this finding to mean that respondents found the convention center's infrastructure needs to be only marginally more important than Memorial Pool's.

Aquatics Center Interest

Despite offering no definitive plans or explanation about aquatics centers, or even potential alternative sites such as Myrick Park or Forest Hills, there is some interest/support by respondents in exploring the aquatics center option. One in five respondents prefer building an all-season aquatics center with upgraded features and amenities to replace Memorial Pool. And when asked about building a new aquatics center and collaborating with area stakeholders like schools and hospitals, 70.8% consider that effort to be very or somewhat important.

SURVEY RESULTS

Background – Usage of Parks, Recreation Programs, and Private Pools

The survey asked respondents, “In the past 2 years, have you or members of your household... (a) Visited any of the City of La Crosse’s parks; (b) Used any of the City of La Crosse’s recreation programs; or (c) Had regular access to any privately-owned pools, at your home or otherwise?” Respondents could choose between answering “Yes” or “No”.

Ninety-one percent of respondents reported visiting a City of La Crosse park in the past two years. Respondents were less likely to have used the City’s recreation programs or have had regular access to a private pool. Thirty-eight percent of respondents used the City’s recreation programming, and 19% had regular access to a private pool.

Table 1. Respondents Who Used Parks, Recreation Programs, and Private Pools in the Past Two Years.

	Frequency	Percent
Visited any of the City of La Crosse’s parks	639	91.2%
Used any of the City of La Crosse’s recreation programs	266	37.9%
Had regular access to any privately-owned pools, at your home or otherwise	130	18.5%

Frequency of Swimming Venue Usage

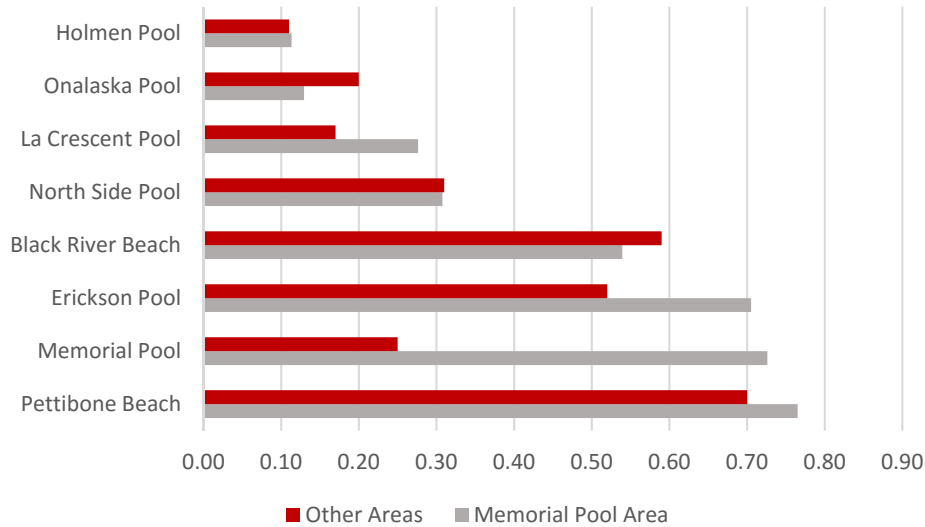
Respondents were also asked how often members of their household visited each of the listed locations last summer. Pettibone Beach experienced the highest usage among all respondents; 23.2% of respondents reported visiting Pettibone “occasionally” or “frequently.” Erickson Pool and Black River Beach were the next most frequently used by respondents, with occasional and frequent usage at 20.4% and 17.7% respectively.

Table 2. Frequency of Respondent Swimming Venue Usage.

Venue	Never	Rarely	Occasionally	Frequently
Black River Beach	62.9%	17.0%	14.6%	3.1%
Erickson Pool	68.5%	8.8%	13.7%	6.7%
Holmen Pool	88.7%	4.3%	2.3%	0.6%
La Crescent Pool	83.9%	6.7%	4.7%	1.1%
Memorial Pool	76.5%	6.7%	7.1%	6.8%
North Side Pool	80.3%	5.8%	7.0%	3.1%
Onalaska Pool	85.6%	6.1%	3.9%	0.9%
Pettibone Beach	56.5%	17.1%	17.5%	5.7%

Another way of analyzing how respondents used each venue is to calculate average usage scores for each venue (shown in Figure 1).¹ This way comparisons could be made between all respondents and those living in the area around Memorial Pool.² As expected, Memorial Pool area residents reported visiting Memorial Pool and Erickson Pool at a higher rate compared with respondents from other areas of the city. Pettibone Beach still tops the list in terms of usage, but Memorial Pool area respondents reported a higher level of usage at Pettibone Beach, Memorial Pool, and Erickson Pool.

Figure 1. Average Usage Across Venues, by Area.



Reasons for Using Each Swimming Location

Survey respondents were also asked about why they used each of the swimming locations listed; respondents could list multiple reasons. At the swimming pools, “recreational swimming” was the top reason for visiting, while “relaxation” was the most frequent reason for visiting. See Table 3 for all percentages.

Table 3 also indicates the venues which were used most frequently by survey respondents for each activity (see highlighted cells for each activity). Specifically, the top venue for recreational swimming and swimming lessons was Erickson Pool, Memorial Pool was the top spot for exercise, Pettibone Beach was the most frequently mentioned location for relaxation, and Black River Beach was the site visited most for organized activities/programs. For example, 7.1% of respondents indicated visiting Memorial Pool for exercise; the next most frequently used spot for exercise was Pettibone Beach (4.3%).

¹ The responses were numerically recoded in the following way: Never=0, Rarely=1, Occasionally=2, and Frequently=3. The mean/average was taken from all respondents’ responses to gauge average frequency of usage across respondents.

² The Memorial Pool Area is area 3 identified in the map presented in question 11 of the survey; the area is south of La Crosse Street, north of Jackson Street, and east of West Avenue. This report recognizes that the Memorial Pool area could also include the Grandview-Emerson neighborhood households just north of La Crosse Street and immediately east of Myrick Park; however, the map was simplified to make locational decisions easier for survey respondents.

Table 3. Percentage of Respondents Who Reported Each Activity, by Swimming Location.

Venue	Recreational Swimming	Swimming Lessons	Exercise	Relaxation	Organized Activity/Program	Other Reason(s) ³
Black River Beach	15.8%	0.1%	4.0%	17.3%	8.8%	7.0%
Erickson Pool	24.8%	3.4%	2.9%	9.6%	2.1%	4.6%
Holmen Pool	5.7%	0.7%	1.1%	2.0%	0.6%	3.1%
La Crescent Pool	10.4%	0.4%	1.4%	3.6%	0.7%	3.7%
Memorial Pool	17.3%	1.9%	7.1%	9.1%	1.9%	4.1%
North Side Pool	11.7%	2.6%	1.4%	4.9%	0.7%	3.6%
Onalaska Pool	8.1%	0.1%	1.1%	3.7%	1.1%	3.9%
Pettibone Beach	20.7%	0.4%	4.3%	27.0%	3.7%	9.8%

Overall, the most popular activities across all venues was relaxation at Pettibone Beach (27.0%) and recreational swimming at Erickson Pool (24.8%).

Satisfaction of Swimming Options

Survey respondents were asked, “Overall, how satisfied are you that La Crosse residents have adequate swimming options?” Potential responses included: very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. A “no opinion” option was also listed. Table 4 presents the results below.

Thirty-two percent of respondents were very satisfied with the overall adequacy of swimming options, and 32.0% were somewhat satisfied. Combined, almost two out of three survey respondents (64.0%) indicated that they were very or somewhat satisfied with the adequacy of swimming options in La Crosse. One in five (20.0%) had no opinion for this question.

Table 4. Overall Satisfaction with Adequacy of La Crosse’s Swimming Options.

	Frequency	Percent
Very Satisfied	219	32.0%
Somewhat Satisfied	219	32.0%
Not very Satisfied	74	10.8%
Not at all Satisfied	36	5.3%
No Opinion	137	20.0%
Total	685	100.0%⁴

³ “Other Reason(s)” was reported by a substantial number of respondents. In the survey margins, several respondents wrote in individual events they attended at those venues. Many of these “special events” could be categorized as “Organized Activity/Program.”

⁴ Column percentage totals listed in this report may not always equal exactly 100.0% due to rounding.

Concern about Memorial Pool Closure

Survey respondents were next asked the following question: “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?” Potential responses included: very concerned, somewhat concerned, a little concerned, and not at all concerned. A “No opinion/Not aware” response was also included.

Table 5 lists the results below. Just under half of the survey respondents (49.2%) are very or somewhat concerned, while 40.2% are a little or not at all concerned. Almost 11% expressed no opinion or were unaware of the pool’s closure.

Table 5. Concern About Memorial Pool Closure.

	Frequency	Percent
Very concerned	182	26.1%
Somewhat concerned	161	23.1%
A little concerned	119	17.1%
Not at all concerned	161	23.1%
No opinion/Not aware	74	10.6%
Total	697	100.0%

Concern about the closure of Memorial Pool increases, however, when considering proximity to Memorial Pool. Specifically, as shown in Table 6 below, the percentage of respondents that are very concerned is 40.7% for Memorial Pool area respondents, compared with 22.2% for their counterparts in other areas of the city. Another way of interpreting these results is to identify majorities. Over two-thirds of Memorial Pool Area respondents are very or somewhat concerned (65.7%), while 51.6% of all other respondents are only a little or not at all concerned (see highlighted cells).

Table 6. Concern About Memorial Pool Closure, by Area.

	Memorial Pool Area	Other Areas
Very concerned	40.7%	22.2%
Somewhat concerned	25.0%	26.2%
A little concerned	13.6%	22.5%
Not at all concerned	20.8%	29.1%
Total	100.0%	100.0%

Support for Allocating Funds to Reopen Memorial Pool

Survey respondents were asked to what degree they agreed with the following statement: “The City of La Crosse should allocate funds to bring Memorial Pool up to state code in order to reopen.”

Respondents could choose from the following options: strongly agree, somewhat agree, somewhat disagree, and strongly disagree. A “no opinion” option was also listed.

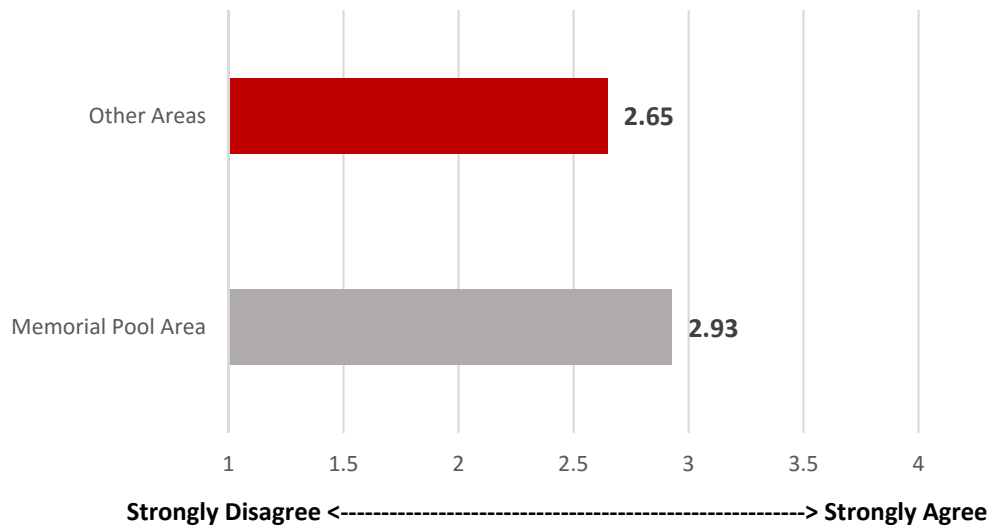
The results indicate moderate support among respondents for allocating funds to reopen Memorial Pool, with 55.5% who strongly or somewhat agree. Just under one in three respondents (30.3%) somewhat or strongly disagree with allocating funds to reopen the pool. Fourteen percent expressed no opinion.

Table 7. Support for Allocating Funds to Reopen Memorial Pool.

	Frequency	Percent
Strongly Agree	207	30.0%
Somewhat Agree	176	25.5%
Somewhat Disagree	67	9.7%
Strongly Disagree	142	20.6%
No opinion	97	14.1%
Total	689	100.0%

Another presentation of these results is shown in Figure 2 using mean scores. If the missing and “no opinion” responses are eliminated, and numerical values are assigned to the remaining responses, a mean score, or average, can be calculated.⁵ As seen below, responses generally lean towards support for allocating funds to reopen the pool, and the average level of support is slightly higher for those living in the neighborhoods around Memorial Pool than for other areas.

Figure 2. Average Support for Allocating Funds to Reopen Memorial Pool.



Comparison of Infrastructure Needs

Respondents were asked to rate the relative importance of various infrastructure needs in comparison to Memorial Pool, including: convention center; libraries; public safety (police & fire); roads, streets,

⁵ Values were assigned as follows: “Strongly disagree”=1, “Somewhat disagree”=2, “Somewhat agree”=3 and “Strongly agree”=4.

and alleys; and storm water sewers/flood prevention. The five infrastructure needs were selected because they historically receive the largest capital budget allocations. Respondents could rate each infrastructure need in terms of being: much more important, somewhat more important, somewhat less important, or much less important. A “no opinion” response was also available.

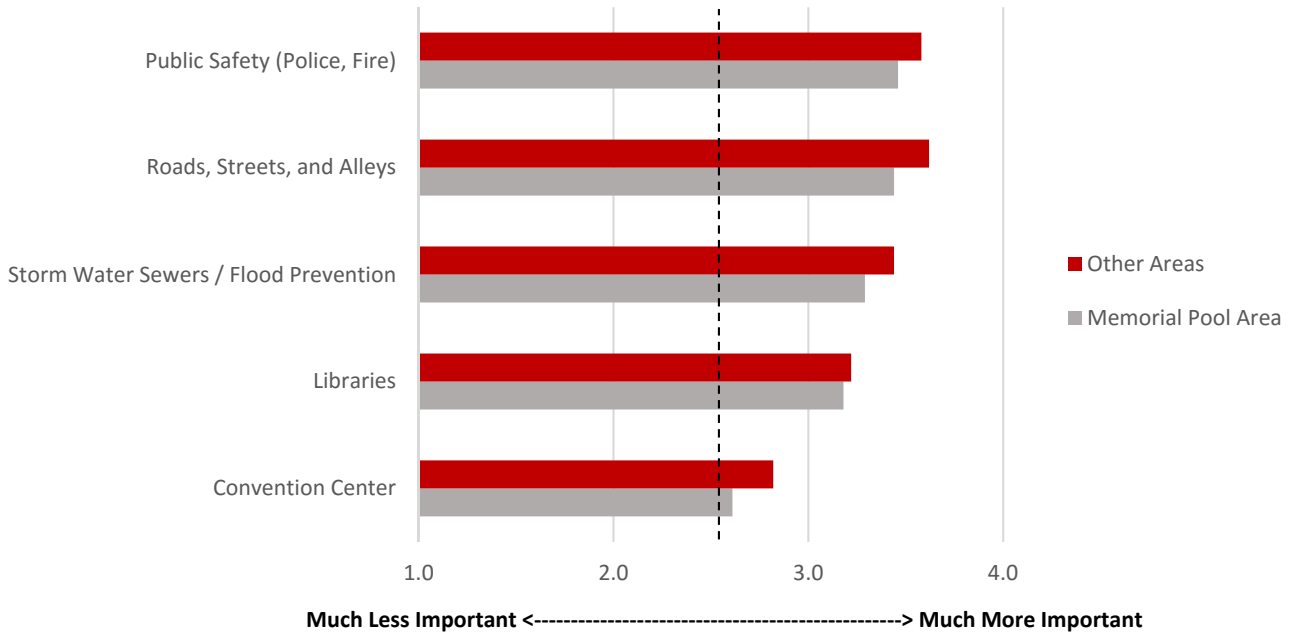
Table 8 (below) shows that each infrastructure need is viewed by a majority of respondents as more important than Memorial Pool. Still, while 84.2% of respondents consider road, street, and alley infrastructure needs more important than Memorial Pool, only 52.3% consider the convention center more important. In other words, the convention center is viewed by respondents to be only marginally more important than Memorial Pool.

Table 8. Importance of Infrastructure Needs Compared with Memorial Pool.

	Much More Important	Somewhat More Important	Somewhat Less Important	Much Less Important	No Opinion
Convention Center	22.1%	30.2%	15.4%	13.8%	13.3%
Libraries	39.1%	33.7%	10.0%	5.6%	7.4%
Public Safety (Police, Fire)	60.3%	20.5%	4.3%	3.9%	6.3%
Roads, Streets, and Alleys	60.1%	24.1%	3.9%	2.7%	5.6%
Storm Water Sewers / Flood Prevention	50.6%	26.7%	7.8%	4.0%	6.7%

Again, observing mean scores visually may help in terms of ranking respondents’ views about infrastructure needs in La Crosse (see Figure 3). Two observations become evident. First, Memorial Pool area respondents tend to consider each of the infrastructure needs as slightly less important than their other area counterparts, but they still consider each to be much more or somewhat more important than Memorial Pool’s infrastructure needs. Second, respondents tend to consider public safety and transportation infrastructure needs incredibly important, especially when compared to the convention center’s infrastructure needs.

Figure 3. Mean Score of Importance of Infrastructure Needs Compared with Memorial Pool, by Area.



Preference for Memorial Pool’s Future

The survey also asked respondents more specifically about their preference in terms of Memorial Pool’s future. The survey asked:

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?

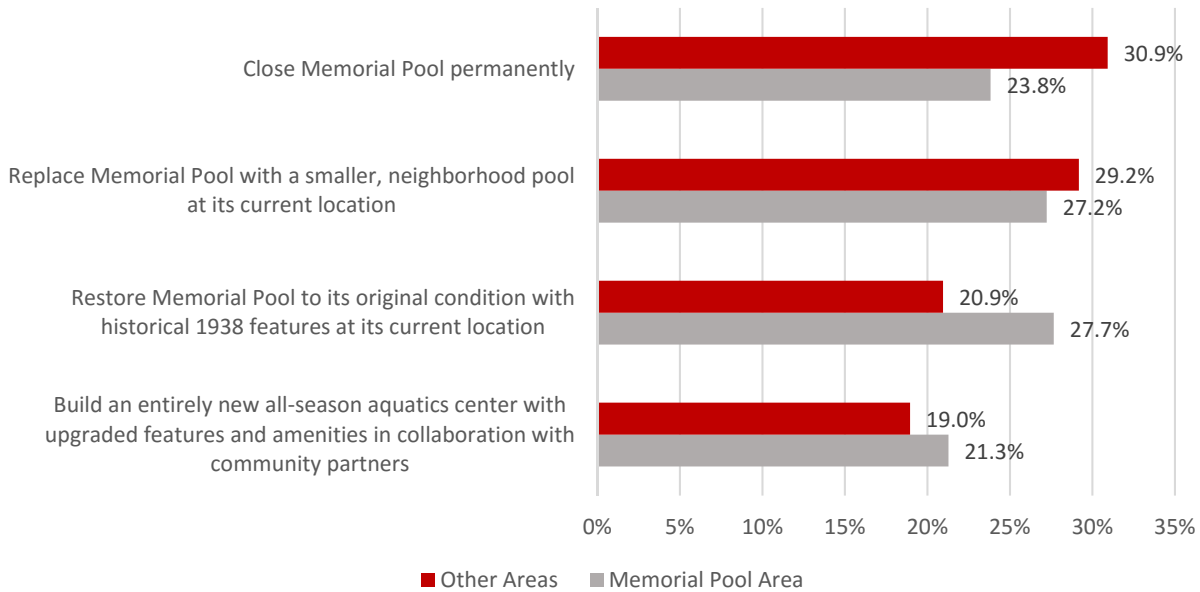
Respondents could choose from four options listed in Table 9, which also presents the survey results. Twenty-nine percent of respondents prefer closing Memorial Pool permanently. A majority of respondents prefer either replacing Memorial Pool (28.2%) or restoring it to its original condition (23.0%), both of which would occur at its current location. One in five respondents (20.2%) prefer building an aquatics center.

Table 9. Preference for Memorial Pool Options.

	Frequency	Percent
Close Memorial Pool permanently (\$0 cost)	186	28.7%
Replace Memorial Pool with a smaller, neighborhood pool at its current location (\$2.5 million cost)	183	28.2%
Restore Memorial Pool to its original condition with historical 1938 features at its current location (\$4.5 million cost)	149	23.0%
Build an entirely new all-season aquatics center with upgraded features and amenities in collaboration with community partners (\$7 million cost)	131	20.2%
Total	649	100.0%

When considering where survey respondents live, some interesting differences emerge. Respondents from areas not immediately surrounding Memorial Pool are more likely to support closing the pool permanently. Still, about half of all respondents, regardless of area, support replacing or restoring Memorial Pool at its current location.

Figure 4. Preference for Memorial Pool Options, by Area.



Importance of Various Pool Features/Amenities

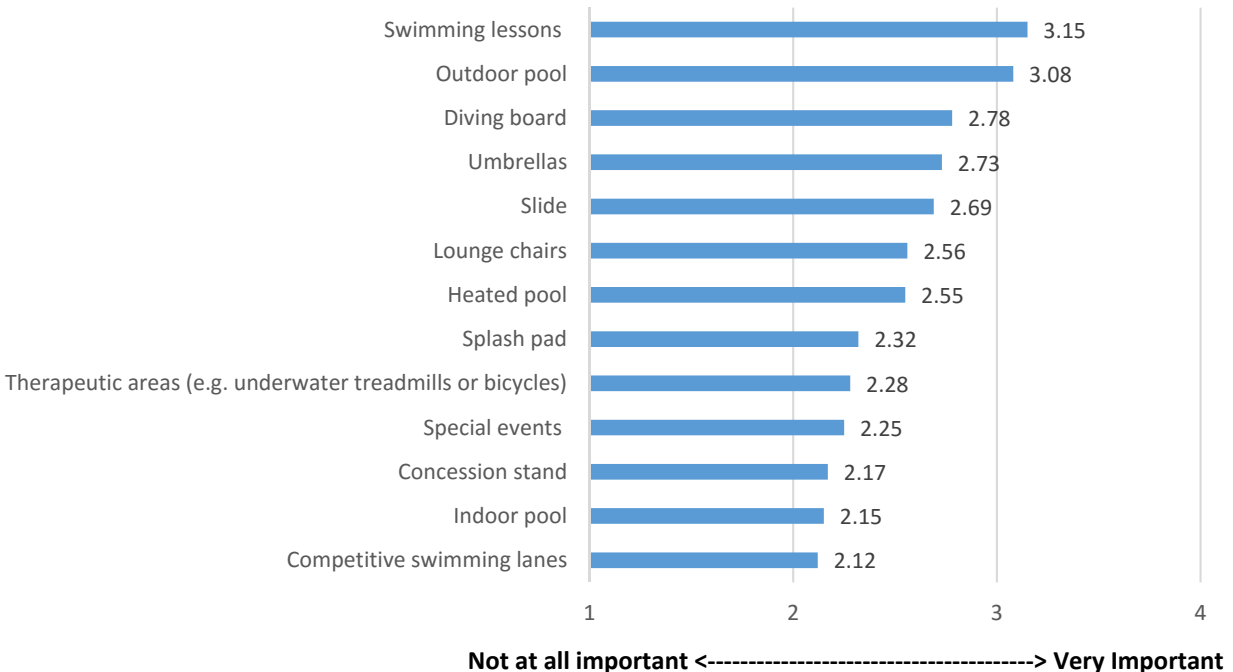
The survey included a question asking respondents to rate the importance of thirteen various pool/beach features and amenities. Response options included very important, somewhat important, not very important, or not at all important. A “no opinion” option was also offered. The survey results are listed below in Table 11, in terms of row percentages.

Table 11. Row Percentages for Importance of Various Pool Features/Amenities.

	Very important	Somewhat important	Not very important	Not at all important	No opinion
Competitive swimming lanes	12.0%	16.0%	18.9%	30.3%	22.7%
Concession stand	6.9%	25.1%	22.3%	25.1%	20.6%
Diving board	21.6%	32.7%	11.8%	13.6%	20.4%
Heated pool	16.6%	27.3%	18.1%	17.0%	21.1%
Indoor pool	10.7%	18.8%	22.1%	28.0%	20.3%
Lounge chairs	17.5%	26.9%	18.3%	16.9%	20.4%
Outdoor pool	33.6%	29.1%	6.1%	10.6%	20.5%
Slide	19.7%	30.2%	14.8%	14.6%	20.6%
Special events	8.0%	24.1%	22.3%	21.1%	24.4%
Splash pad	11.8%	21.3%	19.8%	21.3%	25.8%
Swimming lessons	41.7%	23.7%	5.4%	11.8%	17.6%
Therapeutic areas (e.g. underwater treadmills or bicycles)	13.4%	21.1%	19.1%	25.6%	20.8%
Umbrellas	22.3%	30.0%	12.7%	15.5%	19.5%

A more helpful way to analyze the results from this survey question is to again create mean scores for each pool feature and ranking them, after factoring out no opinion and missing responses. The most important features reported by respondents include swimming lessons and having an outdoor pool, while the least important features include competitive swimming lanes and having an indoor pool.

Figure 5. Average Importance of Pool Features/Amenities.



Other Pool Features

Respondents were asked what other pool features not listed they might prefer. Table 12 lists the top eight most frequently mentioned suggestions. A children’s area was the most frequently suggested pool feature, with 13 respondents (1.9%) recommending this feature. A zero depth entry (1.6%) and greenspace (1.4%) were also frequently offered. A full list of all recommendations is listed in Appendix C.

Table 12. Other Pool Features Suggested by Respondents.

	Frequency	Percent
Children's Area	13	12.0%
Zero Depth Entry	11	10.2%
Trees/Grass (Greenspace)	10	9.3%
Locker Rooms/Changing Areas	9	8.3%
Adult Swim/Area	8	7.4%
Lane/Lap Swim	5	4.6%
Lifeguards	5	4.6%
Indoor/Outdoor Pool (Retractable Roof)	5	4.6%

Importance of Collaboration

Survey respondents were next asked the following question: “How important is it that city officials collaborate with La Crosse Public Schools, as well as area university (UW-L, Viterbo, and WTC), nonprofits, and hospitals in constructing a new community aquatics center?”⁶ Response options included: very important, somewhat important, not very important, not at all important, and no opinion. The results are listed in Table 13 below. It shows that 70.8% of respondents consider collaboration in constructing a new aquatics center very or somewhat important.

Table 13. Importance of Collaboration in Constructing New Aquatics Center.

	Frequency	Percent
Very important	299	43.6%
Somewhat important	186	27.2%
Not very important	66	9.6%
Not at all important	66	9.6%
No opinion	68	9.9%
Total	685	100.0%

⁶ This report acknowledges that the question is in essence asking two questions (i.e., a “double-barreled” question): one about the importance of collaboration and another about building a new aquatics center. This makes analyzing the results somewhat tenuous, and the author of this report urges caution in interpreting the results, especially in the context of the question regarding Memorial Pool Options (survey question #8).

Demographics

Respondents were reminded that all responses will completely confidential, but some basic demographic information will be used for comparison purposes.

Location

The survey asked respondents to indicate in which quadrant of the city they live, according to the map provided (right). Table 14 below lists the number/percentage of actual households that live in each quadrant, the number/percentage randomly mailed to each quadrant, and the number/percentage of respondents from each quadrant. Table 14 shows that the Memorial Pool area (Area 3) was oversampled to ensure that households most immediately impacted by Memorial Pool's closure would have adequate input in this survey; the results indicate that while only 15.7% of actual households are located in Area 3, 25.0% of the random surveys were mailed there, and 37.8% of respondents are from there. Weighting the cases does not substantially alter key findings found in this report (see Appendix D).

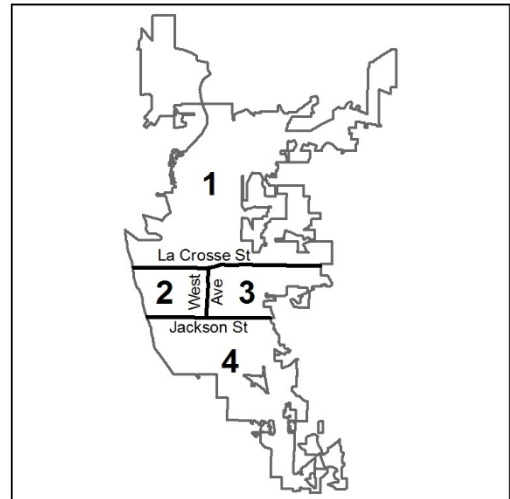


Table 14. Geographic Location of Households, Survey Recipients, and Respondents.

	Actual		Recipients		Respondents	
	Count	Percent	Count	Percent	Count	Percent
Area 1 (North of La Crosse Street)	5,710	26.1%	784	26.1%	132	19.2%
Area 2 (South of La Crosse Street and West of West Avenue)	2,985	13.7%	411	13.7%	59	8.6%
Area 3 (South of La Crosse Street and East of West Avenue)	3,425	15.7%	750	25.0%	259	37.8%
Area 4 (South of Jackson Street)	9,718	44.5%	1,055	35.2%	236	34.4%
Total	21,836	100.0%	3,000	100.0%	686⁷	100.0%

⁷ A total of 701 surveys were returned, but 15 respondents did not answer this question.

Length of Residency

Respondents could indicate whether they lived in the city of La Crosse for less than 1 year, 1 to 5 years, 6 to 10 years, 11 to 15 years, or 16 or more years. Almost two-thirds of the respondents (63%) were long-time residents who have resided in the city for 16 years or more.

Table 15. Length of Respondent Residency.

	Frequency	Percent
Less than 1 year	12	1.7%
1 to 5 years	124	17.9%
6 to 10 years	66	9.6%
11 to 15 years	54	7.8%
16 or more years	435	63.0%
Total	691	100.0%

Homeownership

Respondents were asked whether they own their own home, rent, or fall into some “other” situation. Table 16 below presents the results. Over three-quarters of the respondents (79.1%) indicated that they were homeowners. The U.S. Census Bureau estimates that the owner-occupied housing unit rate was 50.2% from 2010-2014.

Table 16. Homeownership Status.

	Frequency	Percent
Own	546	79.1%
Rent	131	19.0%
Other	13	1.9%
Total	690	100.0%

Household Size/Characteristics

Respondents were asked to provide the number of children in their household in three age range groups. A little over one in four respondents (25.7%) reported having a child in their household, with the mean number of children per household at 0.54. The Census Bureau estimates that 16.2% of the city population was under 18 years old in 2010.

Respondents were also asked to report on the number of adults in their household, across four age groups. The average number of adults per household in this dataset is 1.87 adults. Total household average size is 2.41 members. About one-third of respondents (32.2%) reported having at least one senior living in their household, while the Census Bureau estimates that the city population 65 years and over was 13.1% in 2010.

Table 17. Respondents' Household Size/Characteristics.

	Percentage	Average
Households with Children	25.7%	
Number of Children		0.5
Number of Adults		1.9
Total Household Size		2.4
Households with Seniors	32.2%	

Household Income

Table 18 below lists the breakdown of respondent household income. Nearly two-thirds of respondents (64.4%) fall under the \$74,999 household income level. Median household income for the city was \$40,340 in 2014.

Table 18. Respondent Household Income.

	Frequency	Percent
Less than \$25,000	89	13.7%
\$25,000 to \$49,999	179	27.5%
\$50,000 to \$74,999	149	22.9%
\$75,000 to \$99,999	102	15.6%
\$100,000 to \$149,999	89	13.7%
\$150,000 or more	44	6.7%
Total	652	100.0%

Additional Comments

Lastly, respondents were offered the opportunity to communicate any thoughts or comments with the following prompt: "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." Three hundred fifty-seven respondents left comments. A partial analysis of respondents leaving comments is presented in Table 19, and a full list of comments is presented in Appendix E. Sometimes respondents would write comments in the margins of the survey near individual questions; those comments are also included in the appendix.

Table 19. Additional Comments.

	Frequency	Percentage
<i>Comments Supporting Memorial Pool</i>		
Good For Community/Good For Kids	51	14.3%
Need Year Round Facility	23	6.4%
Memorial Pool is Important to History	12	3.4%
Make Pools More Adult Friendly	11	3.1%
For New Pool at Forest Hills	9	2.5%
<i>Comments Opposed to Memorial Pool</i>		
More Pressing Community Issues	22	6.2%
Plenty of Other Pools, Invest in Them	13	3.6%
Parks & Rec Needs to Properly Maintain Facilities	7	2.0%
Sell the Land to UWL	5	1.4%
<i>Comments Regarding Survey</i>		
Dislike Question #7	12	3.4%
Appreciate Being Asked For Input	11	3.1%
Need More Information About Options	10	2.8%

Differences Across Groups

A thorough analysis of differences in survey responses across groups was also performed, using ANOVA and crosstab analysis. This analysis shows, for example, whether homeowners were more likely to visit Memorial Pool than renters, or whether household income related to support for allocating funds to reopen Memorial Pool.

The full results of those statistical tests, as well as a guide in interpreting the results, can be found in Appendices F & G.

Appendix A: Cover Letter & Survey Instrument



Board of Park Commissioners



July 15, 2016

Dear City of La Crosse Resident,

The City of La Crosse wants to know what you think.

The purpose of this important survey is to provide La Crosse city officials with your perceptions and opinions about the future of Memorial Pool.

Your household was selected at random from over 22,000 total households in the city to participate in this survey. Every completed survey is valuable and important, so we ask that you take about 15-20 minutes to fill out the short questionnaire.

All of the responses to this survey are completely **ANONYMOUS**.

Please complete and return the survey in the enclosed postage-paid envelope by **August 12, 2016**.

The City of La Crosse is working with John Kovari, PhD, at the University of Wisconsin-La Crosse in administering this survey. Dr. Kovari has extensive experience working with area communities in survey research, focus groups, planning, and program evaluation. Should you have any questions about the survey, please contact Dr. Kovari by telephone at 608-785-8436, or by email at jkovari@uwlax.edu.

A report of the survey results will be available to the public in September 2016 at City Hall and the Parks Dept. website (www.cityoflacrosse.org/Parks).

We sincerely appreciate and value your opinion and your time.

Sincerely,

Handwritten signature of Tim Kabat in black ink.

Tim Kabat
Mayor

Handwritten signature of Ryan Cornett in black ink.

Ryan Cornett
Parks Board President

COMMISSIONERS • Betty Woodruff, Greg Sheehan, Jim Webb, Marvin Wanders, Sandra Cleary, Eileen Kirsch

OFFICERS • Ryan Cornett ~ President, Paul Medinger ~ Vice President, Mark Terpstra ~ Secretary

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"/>
b.	Erickson Pool	<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"/>
d.	La Crescent Pool	<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"/>
f.	North Side Pool	<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"/>
h.	Pettibone Beach	<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"/>



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.

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



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.

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?

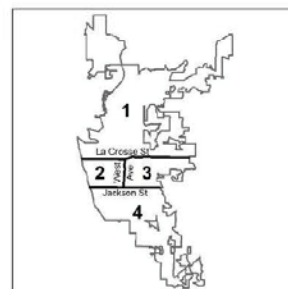
10. How important is it that city officials collaborate with La Crosse Public Schools, as well as area universities (UW-L, Viterbo, and WTC), nonprofits, and hospitals in constructing a new community aquatics center?

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





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.

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.

APPENDIX C: Additional Pool Feature Suggestions

Pool Amenity	Frequency	Percent
Children's Area	13	1.9%
Zero Depth Entry	11	1.6%
Trees/Grass (Park Environment)	10	1.4%
Locker Rooms/Changing Areas	9	1.3%
Adult Swim/ Area	8	1.1%
Lane/Lap Swim	5	0.7%
Lifeguards	5	0.7%
Indoor/Outdoor Pool (Retractable Roof)	5	0.7%
Exercise Classes	4	0.6%
Showers	4	0.6%
Shade/Awnings	4	0.6%
Rock/Climbing Wall	3	0.4%
Basketball Hoops	2	0.3%
Drinking Fountains	2	0.3%
Dog Pool	2	0.3%
Walking/ Therapy Lane	2	0.3%
High Dive	2	0.3%
Deep End	2	0.3%
Nude Beaches/Pool	2	0.3%
Alcoholic/Tiki Bar	2	0.3%
Tables/Chairs	2	0.3%
Hot Tub	2	0.3%
Bathrooms	2	0.3%
Low User Fees	2	0.3%

APPENDIX D

Weighting Cases

Case weights were created to offset the over-representation of Area 3 respondents; they were created by dividing the actual percentage of households per area by the percentage of respondents from each area (see Table D).

Table D. Geographic Location of Households, Survey Recipients, and Respondents

	Actual		Recipients		Respondents		Case Weights
	Count	Percent	Count	Percent	Count	Percent	
Area 1 (North of La Crosse Street)	5,710	26.1%	784	26.1%	132	19.2%	1.359
Area 2 (South of La Crosse Street and West of West Avenue)	2,985	13.7%	411	13.7%	59	8.6%	1.593
Area 3 (South of La Crosse Street and East of West Avenue)	3,425	15.7%	750	25.0%	259	37.8%	0.415
Area 4 (South of Jackson Street)	9,718	44.5%	1,055	35.2%	236	34.4%	1.294
Total	21,836	100.0%	3,000	100.0%	686	100.0%	

After weighting the cases, minor variations occur in terms of the survey results for question #8, this survey’s key question regarding preferences about Memorial Pool’s future.

Table D_a. Weighted Preferences for Memorial Pool Options

	Survey Responses Percentage	Weighted Percentage	Percent Change
Close Memorial Pool permanently (\$0 cost)	28.7%	27.9%	-0.8% ↓
Replace Memorial Pool with a smaller, neighborhood pool at its current location (\$2.5 million cost)	28.2%	27.9%	-0.3% ↓
Restore Memorial Pool to its original condition with historical 1938 features at its current location (\$4.5 million cost)	23.0%	23.3%	+0.3% ↑
Build an entirely new all-season aquatics center with upgraded features and amenities in collaboration with community partners (\$7 million cost)	20.2%	20.8%	+0.6% ↑
Total	100.0%	100.0%	

APPENDIX E: Additional Comments

Respondents were offered the opportunity to communicate any thoughts or comments with the following prompt: "Please take one final look at your completed sorbet and tell us any comments or suggestions you may have for us regarding public pool facility experiences." Three hundred fifty-seven respondents left comments. A full list of comments is presented in Appendix E. Sometimes respondents would write comments in the margins of the survey near individual questions; those comments are also included in the appendix. Comments in the margins will appear with a Q# before each comment to help indicate which question they were referencing; for example, Q3 will appear before a comment if it was written in the margins of question 3.

<p>We would prefer an all season pool. Seems silly to build another/re amp Memorial for only 3 months of the year. Makes more sense to have a year round facility.</p>
<p>My biggest beef with park and rec is that the activity book always comes out so late. Sometimes activities have already started before my guide arrives. The YMCA and childrens museum are always a month ahead.</p>
<p>Q3 a: Other Reason (s) - vote Q8: Build a homeless shelter that would have access to businesses, transit, and students could volunteer Q16: The area taken up by the pool could be used for housing, either homeless or college. Preferably, a housing that would generate money for the tax base.</p>
<p>Q5: If it's not code compliant it should be closed Q16: There are plenty of options for pools and swimming (beaches, erickson, northside pool). It doesn't take that long to get to any of the locations from the memorial pool area. As a resident very near the pool location. I've never used it.</p>
<p>Q7: This is an inappropriate apples to orange comparison. They're all important including memorial for the quality of life and the neighborhood. Q16: We hope you will listen and be responsive to the community as a whole. We are opposed to a pool at the gold course - not a good idea for the community.</p>
<p>Grew up in city of La Crosse and utilized Memorial Pool on a daily basis in summer. Both myself and my children had swimming lessons there. Having a pool within safe walking/biking distance was deciding where to live within the city when we had children at home.</p>
<p>Grew up by Memorial Pool, sucked 45 years ago - we would ride our bikes to the beach My child and neighborhood kids took lessons at Erickson pool and would go there to free swim rather than 4-5 blocks to Memorial pool - that was 7-10 years ago.</p>
<p>I had few children grow up in this neighborhood and they thoroughly enjoyed using the Memorial Pool. They are now in their 50's and 60's and they live out of town.</p>
<p>Work with the community for in kind or matching donations.</p>
<p>I am 82 years old, I used Memorial Pool often in the middle 1940's. Had good times there. With pool on the extreme south and north side, I think it should be replaced with a new pool being its the center of La Crosse.</p>
<p>Q4: Better now that surrounding areas also have pool Q8: (By option 1) Not True - tear down would cost \$\$ Q13: But owning again very soon</p>
<p>I think it is critical to consider the needs of the whole city, not just one neighborhood.</p>
<p>Q8: All or Nothing (Marked both option 1 and 4)</p>
<p>Like Emerson School, UW - L, Memorial pool had been an anchor of our neighborhood at this center of La Crosse for nearly 80 years! Our children and grandchildren, as well as ourselves have enjoyed its healthy environment. All other La Crosse pools are a considerable distance away. Many millions are spent by the city on business, conventions, etc. It seems fair to spring a couple of million for the children.</p>

The unanswered questions seemed skewed or false. Though I don't use the pool I have children and grandchildren who do. And I have lived in La Crosse most of my life and I treasure the historical character and features of the city. Memorial pool should be preserved because of its historical and neighborhood value.
Seniors and those with medical issues should not have to pay a big membership fee to access a therapeutic type pool. There are enough public pools for kids and family with no charge during the summer (outdoors). Need more consideration to benefit adults/seniors with an indoor pool for therapeutic purposes for water walking, etc. Physical Therapy students could assist/ get credit for it
Because of our climate, except for 2-3 months a year, swimming is an indoor activity. We need a city - county facility like Rochester, MN. Has 50 meter large pool with many open hours. Would be nice.
As a camp we started have started to leave La Crosse to go to other cities pools because they are better. We use Northside and Erickson but we don't like Erickson as much because its way too busy. LaCrescent and Sparta pools are a favorite. We feel like other cities have better parks + pools than La Crosse. I believe La Crosse residents would appreciate having a nice aquatic center + possible park. (Trane Park would be a great location as that park is not ever maintained and it is a lot of land.
Lets make Memorial Pool more of a fun pool like Erickson.
not enough information to make quality responses.
We have enough public swimming areas.
An all season pool open to all La Crosse residents would be wonderful + very beneficial. I would also be willing to pay for a yearly family pass.
More + more people our age are swimming because of hip and knee replacements. The YMCA can not accommodate everyone. If the outdoor pool would be build, Forest Hills would be the perfect place!
It is very important that access for poor kids/families does not have limitations. Too often a facility becomes an exclusive playground for the wealthy. Should be free open swim as much as possible; not closed for this club or that team that limits access to the general public.
We don't use pools that much but whenever we drove by Memorial Pool during the summer it was full of youths using the pool rather than hanging around and getting into trouble. I do not believe a pool has to be lavish to be enjoyed!
public pools are important for various reasons fun + sport. There are many pool options in La Crosse. Maybe an all season aquatic center would be good. People will travel there to use it in the winter months and use the new hotels that have been built. Seems like a more rounded choice than fixing something that will still be old and need continued repairs. Our summer are very short, it would extend the season.
We don't swim. However I don't think that the pool should be completely redone. People say its a place for the community. Turn the pool into some type of community center or part etc. skate park or handicap accessible playground or other get together type of place.
Sell the land to UWL. The pool was not well used, UWL is always looking for space + the YMCA's both just had huge renovations. I never went to that pool. I live just down the street.
I think it is a wise decision not to build and replace memorial pool. It would be refinished to be a green area or an outside dining area for local restaurants (carry out...) or extra parking. La Crosse has many swimming options and I don't think it is necessary to have another.
I do not use the pools anymore -- but I grew up using Memorial, Erickson pools, and the beach. Thank you!
Q#8: This summer we miss Memorial Pool!
Recreational swimming center not a lot of interest or competitive swimming in God's Country. So why build lanes? Make it look like a 3 month island get away.
1) family swim times are a way for adults to do laps or have room to place with grandchildren. 2) one heated pool would be nice. 3) lockers are needed to storing valuables and clothes. we have had items and money stolen. 4) an indoor aquatic center with more hours for open swim and longer hours would be nice. 5) For \$7 mm it seems like you could find a way to build a Southside senior center center attached to the aquatic center. It could offer various water aerobics for seniors or adults. The senior centers are like indoor parks for seniors who have paid property taxes for 45 or more years.

We need to fix our roads before the pool. This is not a priority.
Weigent Park is perfect spot for this facility. We go there a lot. Great spot for kids but a lot of wasted space for what is is used for now. Summer kids program would be entirely better if improvements were made.
I would like to have a facility here to use.
Q#8: I would make an endowment. My contribution to the city I live in for the good of the community. Maybe others may follow. The only community that would have such an amenity. I could possibly use it too
Although I don't have strong opinions, I appreciate the survey. Best of luck with the study!
I think the comparisons in #7 you used are out of character. The city needs to do a better job of maintenance with pools. "7P's!!" It would have been nice to know the attendance record of all pools for the past 10yrs. I think you need to address the micro-communities such as Poage. I noticed La Crosse has pools near grade schools and middle schools. Have you researched this population? Some questions are too vague. #6 cost?
I am male, 92 years old, living alone and in deterring health; so I can't contribute much. Have a good day.
Save the pool!
La Crosse does need another one.
I grew up in Minneapolis where every park had small wading pools that were free. It would be nice to see that here. That way people wouldn't be swimming in the Riverside park fountain.
I don't think swimming pools are a good use for property tax dollars, when we live next to the river -- use the swimming pools at the schools and university, they are already being funded with tax dollars.
Rather than charging tax payers for the expense, maybe consider taking up donations.
As a UWL Alum w/ family from the area w/ deep roots, I believe the pool is important to the emerson UWL area, however as a SBA owner I would prefer to see us build downtown w/ the center first + put money to the pool later.
we have only used memorial pool but live closer to erickson, but that seems geared for children only and are not comfortable going there.
I think costs are not worth it to taxpayers. How about fundraising and collaborating w/ partners, yes.
put the money to better uses than a pool that we don't really need or just give the money away to random people, that's just as stupid as adding a new pool.
As a past swimmer I had used Erickson pool for a daily lap swim. It was close and convenient. I do understand the need to modernize to give our youth positive, appropriate places to play + exercise.
I am a member of YMCA. Would the new aquatic center hurt the YMCA?
I'd like to know what would happen to the site if Memorial closed permanently. Would it be sold to UWL? I would not support that course of action because the pool is neighborhood asset. UWL doesn't need another parking lot.
public pools should be available to all residents of La Crosse especially those in which it is financially prohibitive to use other pools/aquatic centers. The pools should be part of the park system available to all. The universities, hospitals, and other private groups have their own resources and should not be controlling our public pools. I really have no desire to visit our pools or parks and see advertising for our "community partners."
consider more in-door/all season pool opportunities that can benefit the community overall not one area of the city. What does south side have vs. north side. As I know there are no in-door pool options on the south side of La Crosse.
we both used our public pool while growing up. Now it would be nice to have an adult swim time. Being we live in an area with rivers and lakes... every child should know how to swim. We used trane park splash area often with our grand kids.
would like an adult swim time at these pools!
no comment
I believe there are adequate facilities and any funding for renovating or replacement is a waste of tax payer money.
Sell the land and pool to the U. (not enough parking)
The memorial pool should be restored to original condition with historic 1938 features.

Memorial pool should be available. South La Crosse has Erickson which is not for swimming laps etc. the YMCA costs money some people don't have.
A pool would be great for the children since I have gotten in trouble for my kiddie pool I had up :(Its so hot this summer too....
Please replace memorial pool!
I appreciate facilities that offer lessons, activities for families and young people even though I may not participate in these. I'm happy to spend tax money to make the community better for all, especially young people.
As a child I went to memorial pool every morning with my siblings, it would be a shame to lose the memory and significance of keeping this pool as part of La Crosse History!
Q#8- Citizen chose both the \$2.5 million option and the \$4.4 million option.
Re-opening the pool would be nice, but renovating Weigent and other parks should be a higher priority. Building and maintaining ice rinks (flooded lawn, snow banks) in parks so kids have more options in the winter would be more useful.
People need access to a facility that is near to them.
I am not aware of how many people used the memorial pool so difficult to know if it should be closed or redone. Children need something to do in the summer + learning to swim is needed.
We would like to see memorial pool re-established to its former standards. Thank you
No comment
There is no need to build a new swim center that would not offer something more/better amenities than an already existing structure.
I'm not a pool user, if we had an indoor facility I would be interested. But at this time I would not endorse a indoor or remodel of the memorial pool. We have more pressing needs in this city with streets, homelessness, poverty, schools, environmental improvements; that's where I want my taxes to go.
I do not however support a new community aquatics center if city money is used to pay for it. What about the business community. The city of LaCrosse has many more important concerns/priorities.
Went there as a kid it was a treat to go to the pool once a week. Lived in Le Crescent at the time before Le Crescent pool went in.
This summer my friends and I have been wanting to go to local pools but feel that they are too kid friendly and not enough adult friendly. Its hard to relax at a pool with tons of kids.
I question all the years the pool was operable for the public and private fees each season. It is now evident the money taken in did not go back into the pool. Fund raisers to save the pool was put under the rug. Poor management is all that is and neglect.
What about Weigent Park or Hogan administrative to put a new pool. I go to Erickson Pool and it gets very busy! Way too many kids! Lifeguards can barely keep track of the children if I think there should be two pools in the middle of La Crosse. Keeps the kids off the streets! + out of trouble.
Thank you for asking, I appreciate it. I think its equally important, well more so as its open year round, to keep the south branch library open.
We are not currently using swimming pools. We used memorial pool when our children were growing up. Erickson seems close enough for visiting grand kids. (Myrick wading pool was also nice for our kids.)
Please- Don't shut down memorial pool
Permanently. Its very important for us as a family to use & our neighbors. Its been a great asset for the neighborhood & community. We love coming to the campus setting to swim it sets a "tone"
Being on an educational premise to swim vs. a marginal river beach or a common neighborhood pool.
Q#8 Of the 4 A's I was torn between 3rd and 4th
Q#9+10 Would be nice to share for competition events -- good for city. Think forward and not be sorry.

I think college students should be taxed for memorial pool if it stays.
Collaboration w/ UWL, Viterbo, WTC etc is essential if the pool is to be rebuilt.
Pools/parks should be for the neighborhood -- smaller with programs that benefit locals. Some of the costs should be shared with those locals. Maybe the city can't afford all of these pools -- would it be better to subsidize use of the YMCA or school pools? (Based on family income)
PS -- I don't even know the location/street address of most of the pools. I don't think park + rec does a very good job of promoting the services that cost citizens an arm + leg. Don't even get me started on the "forestry" Dept.
Although we don't swim much anymore we used to use the facilities at memorial pool (before the leak) we feel that there would be a need for a pool of some sort in the central city + would prefer a pool with handicap access and swimming lanes for those who like to swim laps (like we used to do).
I think the money would have better used toward the pool then building new parks like Hood Park was fine just needed more police due to drugs and vandalism in the area, I think tax dollars should be spent more wisely, instead of new parks.
For question #8, I say either close memorial pool completely or build an all-season aquatic center. While it is nice to be able to use the other pools during the summer, an upgraded pool that can be used year round would be great. I think this would benefit many people, especially children in our community.
If changes are made to the structure, please make the pool adaptive to those with special needs! There are no outdoor friendly pools for those with special needs even indoor pools for that matter are limited.
if you're going to invest millions of dollars to build a pool for the community; please make it energy efficient or energy independent with renewable energy with either solar panels or some other green energy to be sustainable and to help keep our environment clean and natural.
I think that every child should have the opportunity to learn to swim, and if having a swimming pool nearby will help to meet that goal - it is worth it, learning to swim could mean saving a life.
Park Dept. is doing great job with Parks+Rec.
I'm glad La Crosse has public pools but don't personally use them.
I'm 90 years old + make sure the pools have a place to swim.
N/A
In the future I'd prefer more openness and awareness about potential pool problems before a closing. Better to invest in upkeep over time then to start from scratch. I prefer pools that are safe even if they don't have fun features then letting them deteriorate in the hopes of a) getting them off the books or b) partnering with groups for basically a mini waterpark.
I belong to the "Y" because its the only place in town to swim laps year round. You could swim at memorial pool, but it was so cold. The outdoor pools in this town close too early in the summer. Why have an outdoor pool if its only open 10 weeks a year?
Memorial Pool is awkwardly located on the UW-L campus, sell the last to the university + add a pool to one of the parks or myrick park if possible.
Our comment is about question #5. Our concern about the pool closing was due to learning the pool was not safe and was losing thousands of gallons of water daily. What a waste of water and money. It only made sense to close the pool. Use common sense with the final decision.
We would use it if it had better/or more hours.
We are forced to use the YMCA because they have more hours + once a week drive to Onalaska YMCA for pool.
yes we enjoyed the pools growing up and also children and grandchildren did too.
I think having a pool at Memorial Pool's location is really important. Two pools for the entire city are NOT sufficient. Its central location is important b/c it makes a pool accessible to all La Crosse families so everyone can walk or bike to a pool.

Even though I don't use the pool facilities, I feel this iconic pool should be restored for use by the community where the pool is.
Our grandchildren (and their parents) really look forward to going to Memorial Pool when they visit us.
To eliminate timeouts at all the pools due to young children defecating in the pool, please do what was done in the "old days." Have kids under 5 not allowed in main pools. Make sure they stay in the kiddie pool. Add a small kiddie pool or keep them from the large pool. We love Erickson pool (and awesome staff there.) I grew up at the pool (in another state) and not once in 20 years was there an unsanitary incident. Moms would also need to supervise kids and NOT allow young kids at pool unsupervised. Thanks!
memorial pool is very important to folks in "inner city" La Crosse- All of my children learned to swim there.
Please get another pool on the Southside and don't tell me the funds are going to something else.
Erickson and Northside Pools were nice, but my kids are not able to bike to them, they are to far away for me to feel comfortable with them biking with the busy traffic.
more towards family setting during all seasons would be awesome.
My children are college-age now + would not use the pool (not being at home anymore) but when they were younger memorial pool was a favorite summer hangout to cool off + be with friends. And it was easy walking distance! They did tease to go to Erickson sometimes because it had all the cool stuff, but that required driving. I haven't gone to memorial for years due to lack of shade + cold water, but I would absolutely go to an indoor community pool in the neighborhood facility that I am very willing to pay taxes to benefit the kids in the neighborhood, even if they are no longer my kids. Thank you for allowing me to explain my options! (Note that our families current use as requested in the survey is much less than past use....)
1) Historic value is appealing 2) Need ropes for lap swimming
Community pool is a great tool for all ages.
Thank you for asking! Memorial has been missed!
Plan before you build. It should be an indoor/outdoor complex to allow fresh air in, heated pool + area for winter use, public + school events, consider building two separate pools in same complex; one for adults and a small area for toddlers ages (one-five) or so! Design + build for long term! Build it large enough to satisfy community! Not just La Crosse.
Need a basic pool in mid-La Crosse for children to learn to swim + families to play + swim.
we need an outdoor pool on the south side for swimming; one that all ages can use + enjoy.
We support a large community center with a year round pool, therapy pool, many lanes for meets, collaborations with hospitals, schools, city, community--meeting rooms
Possible alcohol affiliation = 7 College Kids Attract College kids
My children when they were young used Memorial Pool all the time. It is an asset to the neighborhood + community.
Unable to read citizen's comments.
The more places to have swimming lessons and CPR/First Aid classes the better. The YMCA has a monopoly on both and I think some competition would make both places better.
Our children benefitted from availability to pools + swim instructions could this be incorporated with schools -- Of all types with indoor pools -- available here in WI year around?? We never had the chance to learn to swim as children since it is more important than some of the other studies.
La Crosse waste \$ closing the zoo. All of their programs are very poorly run.They should take lessons/examples from smaller cities/towns like Sparta & Onalaska who have excellent facilities & programs at a fraction of the costs/taxes.
I like the location of memorial pool, but have never been a fan of memorial pools icy water. An aquatic center would be great and I would use that.
Remembering a pool + swimming lessons as a kid, I guess it is an important part of being a summertime kid. I hated swimming lessons but am glad I was forced to go. Don't need a huge aquatic center to learn to swim.

Area children loved being able to walk or bike to municipal pool in a safe neighborhood.
It seems as though most smaller communities are building aquatic centers that are a major draw. (La Crescent, St. Charles, & Stewartville all come to mind.) It would be lovely to see La Crosse be able to offer something like this too.
Our children have taken swimming lessons in the past at both memorial and erickson. Even though they are grown we feel having these pools helps keep families in the city of La Crosse and helps the overall fight against urban decay.
In 1949 I used Memorial Pool 4 to 5 times a week all summer about 10 of us rode our bikes. We used it a lot Northside beach-Southside beach used our bikes. We used all beaches + pools until we graduated high school. Then we went into the service all 10 of us went into different branches. Navy, Army, Marines, Air Force ect.
Learned to swim at municipal pool. Rode bikes there swam there daily -- cost \$.10 Don't know if demographics warrants big makeover? Use UWL's pool? safer than beaches, Have UWL P.E. dept. take over?
I am 87 years old so I do not go to the parks or pools.
The pools close to early in the fall, hot weather is still here in Aug & Sept. Let young people enjoy pools longer & keep jobs. The City + Park Dept have already made up their mind on what to do. This is a waste of money, City Counsel + P.D do what they want no matter what the people want.
I personally rarely use Memorial Pool anymore but grew up in that neighborhood. As a family with young children it is sad to see family friendly areas closing down - in order to keep people & families here instead of onalaska etc. it is important to keep neighborhoods going. A pool in this area is a huge draw.
our young people need a safe place to spend their vacation time. I like the small neighborhood pool as the children and parents would meet and it would bring a closer relationship to them and help solve problems that happen.
Raising prices at the pool can generate more money for repairs to pools. It is a luxury to have a pool there for people who use it should be the ones paying for it.
We live w/i walking distance of the Erickson Pool and while we love our community pool, it is too cold on overcast days for my 2 yo & 8 mo children. The idea of a year round aquatic center w/ a zero entry pool, toddler splash pad, lessons & workout in water options greatly excites me. I am an elementary teacher as well as former lifeguard & WSI so I know this would benefit our community & families!
I don't feel qualified to answer this survey. I'm 87 years old, I don't use these facilities. However, I remember the opening of the pool and went every morning (free) with 2 or 3 other kids. We had a blast! Afternoons I believe we're a nickel! We took a peanut butter sandwich with us to eat on the way home (Cameron Ave/21st st) by noon we were famished and skin all wrinkled up. I hate to see it demolished just because of nostalgia. But I also realize that sometimes changes have to be made. Sincerely J. Tronick
I'm am too old (80's) to participate in swimming. However in the 40s I and my friends walked or biked to the pool on a daily basis in the summer, It is a neighborhood treasure. Fix it!
College students need more to do! build a pool! houses would be more than willing to contribute \$50 over time.
Public Pools allow access and learning for all members of the community. They promote equity and a sense of community
Q10: If a new center is built
The questions, number 7 and 8 are terribly misleading and difficult as to staying on the pool topic Sadly this should have been addressed, budgeted and handled years ago to retain
*unable to read
Preservation of historical features are very important
I think there are plenty of swimming options in La Crosse (Pettibone, Black River beaches, plus other pools in the city. Also, I believe money would be better spent on improving city streets instead. Some are in terrible condition.

We have not used the city's pools often because our children are still young (3 yrs old). However, we hope to enroll them in lessons and use one of the southside pools for recreational swimming. Having access to a pool on the southside of La Crosse is very important to us. Thank you.
I am currently moving due to the excessively high real estate taxes.
We need sea monkeys for swim partners. Also, I like ham sandwiched so the concession needs that. I don't see why we don't line the pool in silver to keep out the wolves. Or maybe not serve alluring ham sandwiches. We also need water badmitten nets. Don't forget large pickles at the concession stand. Nothing better than some water polo and a pickle.
Erickson pool is standing room only, so it is important to give our kids somewhere to swim & relax. Indoor would be great for year round, but if not possible, please bring back memorial @ it's current size. *Citizen marked both the \$7 million option and \$4.4 million option. They put the \$7 million option as the preferred.
Nice for children. I'm 88 yrs. old
If the entities in item 10 are not interested then the pool should be replaced with a neighborhood pool.
Very hard to complete I'm a 69 old disabled widow, my children used memorial pool when they were at a young age. I enjoyed it, was \$.10 for a day.
How impressive that you surveyed our thoughts on Erickson pool. I hope La Crosse residents respond in mass, to this survey either good or bad. Nice to know the parks board is listening!
We love the new Poage Park and support creating new playground/picnic/ shaded area w/ restrooms in neighborhoods. We frequent Old Hickory Park in La Crescent and Goodview beach near Winona - each excellent examples of incorporating fun play areas - with varied age/stage equipment and adequate parking, bike area etc. We also support more indoor heated pool options in La Crosse. Winter is our best time for child swim lessons. They don't like it if they are freezing. Zero entry like Red Wing, MN has for outdoor pool is also a need. Creating more and smaller parks/ pool/ playground in neighborhoods is much more appealing than 1 mega complex. A competitive swim facility should be UWL/YMCA/ Other colleges collaboration
Q3: N/A (by options a through g) Q6: Without raising taxes, where from ?!! (near allocating funds) Q16: Make a better survey! Take a workshop or class on how to properly make a survey. If you build one well, you will get more insightful answers.
Q7: These have no bearing on any rec activity Q8: Close the pool but put \$2.5 million toward other neighborhood recreation facilities Q16: I believe the GE neighborhood (where my family lives) deserves a recreation destination. I do not think that has to be a pool (which we have lots of, in and around La Crosse). For multiple millions of dollars, I'd prefer seeing something other than a pool like jump track or canoeing/kayaking center @ Myrick
Q7: Ridiculous Question! Q16: Question #7 is a joke
-We just moved in last year so we did not have many chances to use these amenities. We found this years that they ones that we did visit were very, very crowded on hot days - Regarding question #14, we have foster children so the numbers fluctuate
I personally think the pool should be accessible and rebuilt with the younger children in mind - 1 year to 8 or 10 years - to have a safer environment for them to enjoy the water without the older children interfering in their fun.
The closing of memorial pool does not burden cost to tax payers

<p>Q4: If Memorial Pool Remains Closed</p> <p>Q5: I pay property taxes, it is negligent for the city to allow this to happen</p> <p>Q6: Already should have (funds) with property taxes paid over the years</p> <p>Q7: (Pool is) Equally important</p> <p>Q8: We already paid property taxes assuming the city would use this money to maintain the pool property</p> <p>Q16: We are outraged that the city neglected to maintain the pool with property taxes paid to date and then closed the pool. Has the city even heard of deferred maintenance? The conduct of city government and city council in this regard is shameful. This whole survey seems somewhat rigged to provide the result designed which is to close memorial pool. It should have been maintained over the years. I hope in the next city council election every single city council member is thrown out of office for allowing this to happen. Fix memorial pool and reopen in ASAP!!</p>
<p>I would rather have money used to update existing pools. Northside pool structures need to be repainted. A concession stand would bring in more people to stay the day. I'd like to see the pool upgraded to be similar to Holmen, Ona or La Crescent pools.</p>
<p>We live an hour away from what bills itself as "the water park capital of the universe"</p> <p>With 8 pools and beaches (public) in the area, we do NOT need to spend millions on replacing an unnecessary pool. Close it! And spend the money fixing our streets instead! Thank you.</p>
<p>More splash pads in neighborhood parks, more umbrellas in neighborhood parks i.e. parks at South Branch Library, West & Jackson and Trane</p>
<p>Could a pool be built in the Myrick park area? Make that a destination area.</p>
<p>Q4: Not at all right now without Memorial Pool</p> <p>Q7: These are all important, this is not a fair question, it creates a feeling of being selfish or frivolous to want a pool over these city needs</p> <p>Q8: (Marked or next to option #2 and #3) Just a neighborhood without all of the kiddie attractions. Just a place to swim for kids and adults.</p> <p>Q16: The population is getting older, rather baby boomers are getting older and swimming is good for cardio, joint health and overall health. We have plenty of pools dedicated to kids. The only other pools with lap swim are the Y's. I don't need to join the Y. I would just like a place to exercise and relax. I love Memorial pool. Kids play in the shallow end, adults lap swim, everyone can dive, swim lessons. It's great for our community.</p>
<p>Q6: Or new one same location</p> <p>Q16: The municipal pool is an asset to the city, any civil. It adds to a nice neighborhood and area of the city, college and not to fix, but better yet build a new much nicer one yet. There are many children, students, etc in this area. Spend some of our high taxes (too high) constructively.</p>
<p>Close the pool! You'll probably sell the UWL for \$1! What's the matter with you people?</p>
<p>Q2 E: Frequently used when open!</p> <p>Q9 L: Therapeutic Areas (I like that idea!)</p> <p>Q16: We need a more adult friendly pool. A place where adults can meet, hang out and not just adult swim once a week. But kids swimming options are important too. This is a high income/adult neighborhood.</p>
<p>Q16: I visited the Hood St splash pad and felt unsafe. A stronger police presence could help this. I also had a close friend who has found syringes at the Copeland splash pad, so I'm uncomfortable with that location as well.</p>
<p>Q2 b. Occasionally visited for Lessons</p> <p>Q16: Cost for kids to swim is too high</p>
<p>The pool serves a purpose for numerous programs in our community. It is my view that new construction seems to be the best long term option.</p>
<p>Memorial Pool offers a complementary swimming experience for older children and adults more interested in swimming as exercise. It is at a convenient neighborhood location for many families. It would be lovely to re-open at current location.</p>
<p>Q10: School budgets are to tight, non profits and hospitals - yes</p> <p>Q16: We need a pool at that site - sustain neighborhoods - kids need a place to swim, play, socialized - (pools) have the ability to bring diverse groups of people together to place and exercise together! This pool will</p>

<p>contribute to the health and happiness of our community for years to come. We need this also because other pools are too crowded.</p>
<p>I think keeping the history and restoring buildings and pools to the original state is necessary to keep the history of our city and replacing tree they are cut too.</p>
<p>Pools (outdoor) are used for a very limited time. Only in summer. so not worth the investment when there are several other aquatic options. Thanks for asking my opinion. Good Luck!</p>
<p>New aquatics center is my #1 choice but fix up memorial pool is #2 choice.</p>
<p>It would be nice to fix memorial pool without raising taxes, maybe from donations, or from private organizations.</p>
<p>having public pools and an aquatic center gives our children a good area to spend time and play instead of getting into trouble. Also, swimming is a form of exercise which helps with childhood obesity. Lastly, keeping memorial pool will keep a sense of history in La Crosse - we already lost great things about myric park!! PS a dog pool would be awesome!!</p>
<p>It would be nice to have an indoor facility that adults could use for exercise & recreational swimming. The "Y" dedicates a great deal of time to lessons and such.</p>
<p>We need more pool facilities in La Crosse. All of the pools in La Crosse County (Holmen, Onalaska, Northside and Erikson Pools) are sometimes overcrowded. ITs not fun when everyone bumps into each other and kids swimming into each other. People kicking each other by accident. Thank you!</p>
<p>We love being able to ride our bikes to Memorial pool. The closing of the pool has affected restaurants on Campbell road such as Green Grass Cafe and Gracies. Bring back the outdoor Memorial pool, it is a neighborhood asset</p>
<p>Q7 A and D: !!!! Q10: Yes! (after very important response) Q16: We love living in La Crosse but one thing that drives us crazy are the uncontrolled intersections. We live on one and we can't tell you how many near crashes we have seen or been a part of because do not yield. How hard would it be to install yield or stop signs because people simply simply cruise through the uncontrolled intersections. Please consider. Thank you!</p>
<p>Q4: No Longer (satisfied) Now that Memorial is closed</p>
<p>Need more adult swim options in pools during early morning and late evenings during summer months</p> <p>Please find a way to staff pools earlier in the season and later in season</p>
<ul style="list-style-type: none"> - Between YMCA and Logan High school pools competitive swimming facilities are covered - I do not understand how to answer question #7 - In regards to question #8 it is difficult to answer without any plans - What led to the issues with the Memorial Pool
<p>Thank you for taking this survey. My concern as a home owner and business owner in the City of La Crosse is not just the cost to construct a new pool, but also the cost of insurance, repairs, maintenance, staffing which will compound in costs in years to come.</p>
<p>Q1 C: I may have had access, but I don't like to swim Q8: Restore Memorial Pool to its original condition option -- history is everything Q9 M: Because Vampires Q14: Age 18 to 24: a lot Q16: I'm sorry but I don not like to swim. I have a slight case of aqua phobia. I can understand how most people would like these things. Personally the only appealing part about this survey was the restoration of the pool's original state. I come from Boston, MA. I believe in preserving the past.</p>
<p>I love Parks and Rec. My family uses your parks and programs a lot. We do feel despair over the reduction in hours of open swim on the North side pool. We are sick over the changes to our libraries. They would be our #1 choice for funds. Can we sell the police dept bear cats? Put it towards our pool? library?</p>

<p>This is yet another example of a historical landmark that the city has let go and not maintained. Just like Myrick Park, Memorial Pool will be a great family recreation center that was ruined by the city. Open your eyes! The city residents don't need new - just maintain what we have! Fix the pool so those families in the area have a place to swim. The neighborhood needs and wants the pool and the businesses around it needs customers back to survive. Do the right thing for once!!</p>
<p>Definitely not in favor of spending 4.4 million on restoring Memorial Pool, a facility that is used for 8 weeks of the year. Do favor investing in an all season aquatic center at taxpayer expense</p>
<p>Q1: Access to privately owned pools - YMCA Q8: #1 next to build an entirely new all season aquatics center option and a #2 next to the replace Memorial pool with a small pool option Q16: I think an all year aquatics center with year round access and adequate parking would be a great asset to the community (free to those within city limits - fee for outsiders). City of La Crosse also needs more parking available for access to all the new amenities downtown</p>
<p>We feel a community pool is important to the city.</p>
<p>Q2: My daughter was a baby, so was too small for public pools. Otherwise we would be there occasionally. Q5: Its the closet pool to our home. Plus, I love the quaint, vintage character Q8: Close Memorial Pool permanently and build an entirely new all seasons aquatics center options - no! Restore Memorial Pool to its original condition option - This would be great, but to expensive Q16: I'll be happy with any swimming facility in that location. Please don't close it.</p>
<p>Rather than build a new pool or rehabilitate the existing pool I would rather see parks developed and roads maintained. A neighborhood pool is fun, but does not benefit a large enough population to justify. If a neighborhood pool is important then private funds need to be raised to justify + maintain.</p>
<p>Q3: Don't Swim</p>
<p>Q2: Black River Beach -- visited once Q10: If an elaborate aquatics enter (in regards to importance or collaborating with area schools and universities) Q16: Pool and swimming opportunities in the neighborhoods is very important for our youth and young families.</p>
<p>The pool is a very good idea for the children, when I was young I was at the pool every day.</p>
<p>We may have not been the best household to choose. Our kids are grown and gone, we don't swim and are new to the community. Our water works deal with boats and fishing. Thank you</p>
<p>Continued conversion of home to apartment (student housing) is eroding and counter productive to the city's efforts at neighborhood stability and improvement. Thus pool amenities will not improve the neighborhood long term. Single family homes should not be converted to apartments (often student housing) as they are a cancer on neighborhood stability going forward.</p>
<p>Q3: Memorial kept our neighborhood happy and connected in the summer! Q5: Could have been repaired Q6: A must!! (to reopen) Q8: Neighborhood community! (quality of life) Q9: So important!! (swimming lessons) Q10: Why haven't they?? Very Concerning! (city officials collaborating with La Crosse Public Schools, and Universities) Q11: I'm a teacher at Emerson and a parent. The pool gave the neighborhood the feeling of community! BRING IT BACK!! Q16: Memorial pool has provided a safe place and (easy bike ride) for most of the families that used/it! I don't feel the Park Bd. listened to the families that asked to keep it! It is a place for ALL to meet and feel connected. I'm very disappointed the Bd did not listen to the families in this neighborhood. So frustrating! As a teacher and a mom, Memorial is a positive mtg place. Shame on the park bd and (UWL)...</p>
<p>An aquatic center would allow options for households beyond those with children. It could be used year round and be an asset to our community. Thanks for asking for input.</p>

I am over 70 and live alone, but I do know recreation is important for families, especially the pools. Beaches, because of the water quality, may not be okay at times. When my grandchildren come to visit they like the pools. It improves the community.
I grew up using memorial pool but think it is now time to quit putting money into it when our roads and other important things need help. We do have Erickson pool on Southside and Logan on Northside.
Memorial Site is old + most of the people who are up at arms are the ones who are my age who spent a huge part of their childhood at Memorial, but with a collaboration with UWL an aquatic center would make more sense for the city + university.
While we don't make personal use of pools/beaches (yet?!), we believe they benefit the community.
Drive by Erickson Pool, see how busy it is, need to retain Memorial Pool to provide another option.
Perhaps make this more for adults - since kids already have Erickson. Have events/activities/special nights or even music to draw people.
Q1: Goose, Green, Red Cloud, Houska
An outdoor pool is very important for our youth. If Memorial doesn't rebuild, Erickson cannot accommodate all and many families cannot afford the y's
I think to "spend the money" do the 2.5 million as I chose on the question, but make sure the location is the best you can do. Also businesses around it and parking.
Q11: Hiawatha Island
Certainty to not level it and sell it to the UWL or nearby businesses for a parking lot
Have lived near M. Pool for 30 yrs, then Shelby, now back to La Crosse. My children used M. Pool very often in the 1970's. Now grandchild is involved in swimming.
Q9: Having both an indoor and outdoor pool are very important. Q16: Used to use Memorial pool occasionally and would again if lanes available.
Have baby pool like they used to have. Have a swim team.
Good Luck!
Very pleased with parks.
Please try to fix Memorial pool because it is fun to go to and I love the cold water on hot summer days.
Enjoyed the pool almost everyday in summer, kept me out of trouble. Good Clean Fun.
A lot more adult only swim times are needed.
Q4: Now that Memorial and Forest Hills Pools are closed Q7: Equally important. They are all important in different ways. If you want people with children to live in LaX you need to provide services to encourage them to buy in certain areas. Such as pools and the libraries. Q16: Our children are grown so it doesn't really affect us. As a LaX resident in the area of Memorial pool. I would be very very upset at the closing of Memorial pool. That is the only pool for that area of town now that Forest Hills was closed. In your survey you should have included
Public pools have always been a good experience. We have used a few parks including Copeland, Poage park, etc for the water park areas. I've never heard of Memorial pool, therefore my opinion of the pool isn't sentimental, it's just inconvenient to ask for taxes when I don't know the park/pool
There is a city pool on the north side and one on the south side plus 2 city beaches. The roads in this town need some attention than another pool.
Q8: @ Forest Hills Site, too small @ current location. Q16: Have you considered selling the Memorial Site to UWL then building an aquatics center @ Forest Hills. More parking, great scenery, more space, etc. available clean slate so to speak.
I would like to thank the city for the wonderful life guards/swim teachers. My children have been going to swimming lessons for seven years and they have been top - notch.
Wintertime options for lap swimming in the community are very limited or not well publicized. It would be nice to have another year round pool with lap lanes. Both the downtown and Onalaska YMCA's lack adequate pool

space and are very difficult to find lap lances in at desirable hours. Outdoor/summer lap swim options in Central La Crosse would be nice.
Pettibone Beach needs porta potties for after hours
The way people are nowadays, public pools are disgusting. How about doing a survey instead on what's important, like why you fix roads that don't really need it, and ignore the ones that do. Why our property taxes are so high yet seem to get no representation. Why we have to pay for storm water, when all that water stays on my property, and many more complaints on how poorly this city is being run! Streets so blocked off, you can't even drive around them.
Q3: Onalaska Pool Other Reasons - Private Party Q16: Sell the Memorial pool land to UWL. There is an indoor pool at UWL that the community could use as well as at the YMCA. There are too many other swimming options to justify the expense at Memorial pool.
The location is horrible. Find a way to have the youth play outside again, instead of playing video games etc... imagination has been lost.
More adult swimming hours that would include exercise classes. Find lifeguards that don't have to leave for college. The open pool season is short.
A lot of good memories at the pool. My sister was a life guard there.
Use the "Y" We don't need any more taxes.
It has been a hardship not having Memorial Pool in this nearly record hot summer. Please forgo the Taj Mahul - all seasons aquatic center and rebuild Memorial pool ASAP! This has been handled quite poorly - need better park and rec management!
Q7: Has operational needs right now Q10: City should lead Q16: Memorial pool is an asset to our neighborhood and city. We want to use it more as our kids get older. It helps keep families in our neighborhood. Please find funding to restore this pool. It would be a gift to the taxpayers of the City of La Crosse.
Q8: Marked Close Memorial Pool permanently, and build an entirely new all season aquatics center with upgraded features and amenities in collaboration with community partners (but not at same location) Q16: I would like to see a pool built at Forest Hills. Big drawback is kids having to cross Losey Blvd to get to pool.
Save the pool!
It is better to have kids at a pool than sitting on a couch or playing video games.
Q8: Relocate to Forest Hills with better crossing accessibility. re: UW-L can use the space, and there still be a pool in the area, adults can play golf as their children swim. Thereby increasing usage at the golf course and pool. Q13: I was raised in my house, I now rent from my mother. I've lived here for over 20 years. Q16: I empathize with the businesses on Campbell Road. However, when I was an employee @ Forest Hills, I didn't see any increased sales in the restaurant due to patrons of the public pool located there at the time. I do believe the architectural parts of Memorial Pool of intrinsic value can just as easily be located to Forest Hills, which the city already owns, and could possibly benefit from with the pool moving there.
I recommend the city of La Crosse should tear down Memorial pool, and allocate a fund to use towards pool features to add into other pools.
I think you should close Memorial Pool. There are plenty of pools for people and also there are beaches that people can go to. The season for swimming pools is so short it would be a waste of money to invest in Memorial pool. Memorial pool is in such a bad location with UWL campus, you might as well give the land to them for additional parking.
I would like Erickson pool size increased. The lot of land is larger and could be expanded. With that said it would be nice to have another pool, like Erickson, outdoor at the memorial site.
Q3: Oops! Responses are from past
Question 7 is not fair - comparing all those things - they are all important, so is memorial pool. Pls spend the funds and reopen it next year - refurbish the historic bath house - keep it for the future.

<p>Question 7 is very ambiguous. I read it as "are pools more important than roads?" I answer No. But if I read it as "should the next \$1 million be spent on Memorial Pool or on roads?" I answer Memorial pool. Since you don't know how people interpreted Q7 how are you going to know what they meant?</p>
<p>A smaller pool for neighborhood kids would be nice, although I wouldn't use it. (What does "over time" mean in #8? Five years? 10 years? 20 years? \$50/ 1 mil over 20+ years is minimal increase in taxes, but could be high for less than 10 years).</p>
<p>Memorial Pool serves a very few amount of people in the neighborhood who few passionate about the nostalgia and convenience. It does not serve enough people to spend the tax dollars. Thank you!!</p>
<p>Q3: Marked N/A next to other reason(s) option Q16: New Pool at city owned golf course Forest Hills</p>
<p>My biggest concern with closing the pool would be over crowding at other pools. Erikson pool is already extremely crowded. Kids can't even swim because there are so many people. I also think keeping a city pool open in that neighborhood is important to those property owners who are living in old homes. Living near a pool on a college campus is a selling point. As a parent, I loving it when my children see college students walking on campus.</p>
<p>Just like public schools, a community pool is important to a neighborhood! People choose to more into the city because of the amenities.</p>
<p>While having a community pool is a quality of life issue it is not critical. I do not want my property taxes increased even a little to build an "aquatics center" nor do I think it matters at all that memorial pool retain its "historic" features.</p>
<p>Its important to have a community pool for community members of all ages to be able to use, i.e. accessibility for children and the elderly</p>
<p>I'm a 60 year old single male. I believe property taxes are way to high now. I do not believe a new pool is needed, nor do I believe we need to raise property taxes more. Elderly people are being forced out of their homes now because of high property taxes as well as other high costs! We need to reduce property taxes in La Crosse! Thank you.</p>
<p>If there is a indoor pool to share schedule with YMCA members</p>
<p>Don't need an indoor aquatic center, but upgraded pool same sized with wading area for children. Libraries, roads and police are underfunded already.</p>
<p>I would like the Parks & Rec dept to offer indoor swimming lessons throughout the year.</p>
<p>We need a safe pool on the south side like Logan's pool on the north-side. We have 2 beautiful beaches in La Crosse but a lot of these kids don't have access to them. Take the money form the north south corridor and build the pool. The road is not needed. We need more good things for our kids to do in this town to help them out of trouble. Can we apply for a state grant?</p>
<p>Whether we use a resource or not does not diminish the need. I swam at Memorial Pool along with my siblings and friends, as did my children, as have my neighbors. The demise of Memorial pool was a choice due to that lack of focus and funding over the last 40 years. Questions #7 and #8 are BS and #10 is useless. Poor survey overall.</p>
<p>Q3: Other Reasons - Grand Kids Q16: I think the whole city should have an outside accounting firm to precisely figure out where all the money goes - even all of the allocated special funding that seems to be around?? GMP</p>
<p>Important to provide for kids, as well as a community wide offering</p>
<p>I live near the municipal pool. Having it increase the value of my house and makes it more sell able.</p>
<p>Q3: None above, sorry couldn't help on this one. Q14 and 15: I rather not answer Q16: Stop wasting money on such petty thing. Far more worse things that needs the funds!</p>
<p>Zero entry feature is nice. We like Erickson for younger families but there isn't much room to actually swim as it is so crowded every time we have been there. I think some private dressing areas with curtains and a few private showers with curtains is very important. Thanks for this survey.</p>

Erikson pool is way over crowded/too warm. My kids swam at Memorial almost every day last summer - we need an outdoor pool in this neighborhood - it fosters independence, summer fun, is cost effective, and an investment in our future (our kids)
If the city can spend taxes on millions of dollars on parking ramps, its to make millionaire businessmen richer, they should be able to maintain, what we have. Round about are an unnecessary annoyance. Why can't the city do anything without throwing away many thousands on studies.
It would be fun and a good addition to the community, but there are more important things to spend taxpayer money or (in my overall opinion)
Trump is dump. Shillarly Plz no. More guns, less college.
We know city Lax have good ideas, we will be with you city Lax
Pools are for the public to enjoy, not to become a historical marker and a money pit. Build a new one.
Since the closing of Memorial pool I have observed no overcrowding at any of the pools I pass, and have not heard any negative conversations about the closing of the Memorial pool. People are more concerned with the above mentioned priorities of safety, roads and flood prevention. Thank you,
Weigent Park would be a great place for a pool
Re Question #7 - we feel that there should have been a choice of "equally important" we feel the pool is equally important as streets, sewers, etc. Re Question #8 - over how long a period of time is this \$50 distributed? This question should have been worded more clearly with an actual time frame. Otherwise it could sway people against spending the money.
Q7: Push poll? Q8: Pool itself - replace Memorial pool with smaller neighborhood pool option, pool house - restore Memorial pool to its original condition with historical 1938 features
Q3: Other Reason(s) - Cool off, hot days Q11: Next to area 4 option - aka lock your damn doors at night :(sketch town Q16: It's a neat idea. La Crosse is an interesting region after living in 3 different states. Something more valuable socially would be a Memorial park and pool on S.S Lax. This area of community needs investment -- Fast. People are selling drugs every night, kids shooting each other, sad times
Q3: Did not use Q16: We have a rare/unique feature of our community with the memorial pool. If there is an option to preserve this piece of history, it may be in our interest to do so.
More Beaches!!
Growing up near downtown my friends and I always went to Pettibone Beach walking over the bridge to take our swimming lessons and just for fun. But it was such a special treat to get to go to Memorial Pool. My husband took his swimming lessons as a child at Memorial too. There needs to be a pool there. Thanks for sending the survey.
Q14: The 6 children are all grandchildren
Q8: Indoor pool for option 4 - build an entirely new all season aquatics center with upgraded features and amenities in collaboration with community partners
While we understand why so many are upset about Memorial Pool. We really feel like there are so many other ways for the city to spend that money also wish the parking ramps were set up differently. No assigned spaces - just sell permits and let people park anywhere! :) Thank you for working so hard to keep everyone in the city at an equal importance! It has to be one of the hardest jobs out there!
It would be helpful to also know the operating costs for the various pool options as well as how many people actually use memorial pool (historically). My choice of the "restore" option assumes that the pool has historically operated at, or near capacity during much of its lifetime; otherwise another option may be better... perhaps the smaller pool.
Every child in La Crosse County should know how to swim living so close to the river. The pools are life time memories.
I understand this pool is important to the neighborhood. How ever I don't want the city to spend a lot of money on this. A small basic pool is all I would be ok with.

La Crosse area have a lot of o dept pools. We don't need more o dept pools. Let La Crosse have the only Olympic lap size pool.
I think public pools are fantastic for the community we just haven't utilized it due to the age of our child (infant)
My condolences to the poor soul who is tabulating this. Tell JPK they should pay you better.
Q9: Therapeutic areas - super important
Q3: We have a boat so we go down to crater to swim
Q8: (Wrote in that they wanted either option 3 or 4) Q16: I grew up in a family of 12 children here in La Crosse. We spent every summer at that pool. It kept us out of trouble. It gave us exercise. It was low cost for us to go there. It was a huge part of my childhood. We must restore or rebuild it
Q3: Erickson & Memorial Pool - Other Reasons: Log Roll Q4: Very disappointed Memorial pool is closed, it is missed a lot!! Q8: Wants option replace memorial pool with a smaller neighborhood pool at its current location or the restore memorial pool to its original condition with historical 1938 features at its current location. Q16: The pool is very much a part of a child's summer memories. I grew up with Memorial and cherish all my memories there. My children as well as all the families in my neighborhood, miss memorial pool a tremendous amount this summer. Please repair and re open it soon or rebuild it!!
I would really like to see a pool for special needs adults and children, also our city roads are really bad in some areas, it really takes a toll on cars, trucks, etc
Question #7 is not a fair question. Those items mentioned serve different purposes and audiences. A comparison is inappropriate. Having a neighborhood pool (Memorial & Forest Hills) was important to the upbringing of our children and factored into us buying a house in a neighborhood which offered this amenity to our family and our children's friends. (Thanks for the opportunity to comment)
Keep the pool!
No further comment
While we have not used the pools in La Crosse, except at the La Crosse YMCA, we believe having access to public pools in the summer, out doors is very important to families with children and they should be close enough that children can get to them on their own when they are old enough to do so. As a child I swam almost daily all summer long (in Janesville). It gets kids outside and gives them something to do.
We believe that while the pool can be a positive for the city and families of that area - the roads are unacceptable and I would not drive there on Lang Dr to get there. Downtown area roads are also unacceptable!! Taxpayers have had to drive these roads daily and they are a disgrace!!
We could and would use a large indoor swimming pool and a therapy pool for those have used the Gundersen Health Care until they remodeled and took it away. There needs to be a place for older folks as well as the kids. The Y's are very busy - that's great but a year round pool for everyone is needed. How about where forest hills pool used to be? Lots of parking - gorgeous views.
The need to replace Memorial Pool with something (small or larger) is tremendously important. Erickson Pool is overcrowded to point where safety is a concern at times. Families and Rec Programs need more aquatic space. Thank you.
I live alone and am 81 yrs old - my answer would have been different if I had a young family
Reopening memorial pool would enhance the neighborhood.
Q4: I Don't Swim
Close Memorial Pool, Sell the Land to UWL
Please fix streets. Visitors remember that!! P.S Need roundabouts @ LaX & Losey, West Ave & LaX, 4th & LaX and West Ave & South Ave
Q15: Retired
I work near Memorial pool and would love to have a lunchtime lap swim (outdoor) available, I also know that my secretary took advantage of this pool for many years

La Crosse has more than enough options for pools without this one re-opening. Asking the city's residents to pay any more in taxes is ridiculous. The city of La Crosse needs to work on lowering property taxes already before everyone moves out of the area. City taxes are way, way out of line already.
Q15: Not Important Q16: When I was young visited memorial pool numerous times loved it. The high dive, sometimes the chlorine count was a little high. But most of the time it was A-ok. Not to mention its a historical landmark in my eyes. So please restore to original and add some rinse off spring load fresh water stations where used water is incorporated back into pool water supply then there is no waste
Q6: Must Replace Q16: No band aids for pool - either redo to make it attractive with new amenities eg. swim lanes, slide, during board etc or close it permanently.
Indoor Pool is vital to provide public service all year around. Costly, yes but would provide very beneficial to the public as well as youth development. - Zoe David 1411 Vine St Apt 8
:)
Q1: YMCA - Pool Member Q2: Black River Beach - Went to a program there, Memorial Pool - We used it a lot when younger. Q8: For 350 this is worth it to the average tax payer We love the parks and recreation areas in La Crosse. Keep up the good work and thanks much for all you do to make La Crosse a beautiful place to live.
If it is going to be used to incorporate school rec swimming lessons therapeutic pool for rehab pts. Exercise pool for aging adults. Then a community new age all population pool - multi use for all - not just the rich!
Fix the pool and it will be an additional draw for the next generation of young people who will be moving into this great neighborhood. Its been a real depressing summer not having the pool open. Couple it with the construction and it has kill business and made the entire area a ghost town. Put the extra 50.00 on my taxes. Ken Hanson 7-22-16
The younger generation needs a pool or aquatic center. We are seniors
With all the potholes and substandard infrastructure, I think there are better ways to spend the money. Let residents enroll at the YMCA. Spend more money maintaining the parks. Build a new band shelter that more people and events can use than a swimming pool. Just an opinion.
We haven't been able to go to the public pools as often as we'd like, because of the lack of amenities for the toddler age group! Something else that would be good idea to look into is making the new pool friendly for the disabled community as well.
Q7: All Necessary Q9: Heated Pool - depends if indoor or outdoor. Special Events - Like what? Senior Hour? Q16: Having been a former life guard & swimming coach/teacher, I found beach swimming VERY difficult. To lifeguard (wave chunky water - age groups all over). Thus La Crosse only has one (1) concrete pool, no therapeutic pool for rehab exercise. Essential to form co aquatics building relationship with hospitals and nonprofits. Why did you include La Creasent, Holmen, Onalaska in survey they don't serve our neighborhoods
The Pool Needs to be replaced. Either at that location or a similar spot. Outdoor is best, there are plenty of indoor facilities already in the City of La Crosse.
Q4: Last summer, or right now(2016) I am NOT at all satisfied with closing Memorial pool. Due to this we have not bought a summer pool pass and have only gone to pools outside LAX this summer Q5: You did this on purpose!!!! Q7: This question assumes that I don't value all of these and Memorial Pool. In my mind Memorial pool is as important as these other needs Q8: Marked Or next to "replace Memorial Pool with a smaller, neighborhood pool at its current location" and "restore Memorial pool to its original location with historical 1938 features at its current location
Q8: No Opinion
Public pools are overcrowded and uninviting. Opening a larger facility may prompt me to utilize these facilities
I see a need to expand Erikson Pool - it has been too small for over 40 years! or - why not???

Tennis courts are part of parks, as well and La Crosse has too few and most in poor condition. Perhaps money should be spent there rather than on another pool/aquatic center.
I remember as a kid going there - it was all we had in that neighborhood. PLEASE SAVE IT!
Q9: Changed response from No opinion to not important
My Children learned to swim at that pool- they are now grown with children of there own. My husband and myself will never use the new pool but children should have a place. Right now your question about roads and police and other services is a foolish question, you are setting people up to vote out the pool (shame on you all). Look around are roads suck, property taxes keep going up. You are pushing homeowners out. It is very sad!!!!!!
Spend dollars on roads and safety!!
Couldn't some of the costs be covered by charging more to sue the pool and how about a city wide fund raiser of some kind?
Having a pool close to the businesses on Campbell Rd and State St and withing waling/biking distance for our kids gives our whole family new freedom. We utilized memorial pool several days per week.
Q7: This is one of those "when did you stop beating your wife" questions. Stupid Question!! Q16: We are grandparents of kids in La Crosse. My wife worked at the memorial pool many years ago. Saw firsthand the importance of having a pool in memorial pool location. Get it repaired back to its original condition. It was ridiculous to let it deteriorate like it is.
Sometimes it might be wise to visit other cities to see what works and what doesn't. Example: Valley View mall shopping area - its not user friendly - poorly designed. Pools should be located and designed to be user friendly. Perhaps a building that can be used year round to get the maximum benefit for the dollar spent. Yes our great grandchildren may use the pool. So plan for 50-75 when you build a new one.
Why not build a pool like the Losey Blvd pool at the forest hills location? Land, parking, tennis is available now
Q8: Undecided
I am 70 years old. My kids live out of town. It is very important for young kids in that neighborhood have a pool to go to. Make it a nice one!!
I think it would be wonderful to have an aquatic center at forest hills. Nice space - ample parking, etc.
It's a summer pool for family's - and young people. The city had the fair fight to build the pool in the first place, and it served us well. We have the land which was probably donated- free. Now we should spend 10 million before the price doubles, it probably costs 10 - 20 thousand when built. We don't need a state of the art swimming, Olympic, university, international center. Just a swimming pool will do for another 100 years. Build it out of GOLD. It isn't your money anyway.
Q8: Go to the Y! Q16: This is the college area and they have pools!! Wrong place, no parking
The benefits of the many outweigh the benefits of the few
A person who is immune suppressed because of a transplant (Dr's orders) I cannot use a public pool or open water which leaves me with no options. Sell the old site to UW-L. Their swimming facility is in 1965 Mitchell Hall. A joint use facility would be in the same general area (neighborhood access) and could share costs. A long term project to be sure.
Q8: Lax has plenty of pools. How about putting money into a proper performance venue in Riverside park!!
Lower the prices!
I believe any cost for a pool or any other project that is recreational in nature should be less of a burden on tax payers and the cost shifted to those using the facilities
We utilize the family membership and use the Erickson pool the most. Please don't change the membership fee or the # of hours the pool is open, in fact extended hours would be even better.
Summer is too short to make huge investment in outdoor swimming
Q7: It is hard to compare when I am not aware of where the structure is in each of these areas Q16: I am aware of the signatures taken by the neighborhood close to memorial pool. Yet is seemed like their opinions didn't matter. I am happy to see there is a survey and you are taken a look at this. It was really nice to go to memorial pool where you could bring toys in the pool and it was a relaxed environment. Erickson and

North side pools there are too many whistles blowing, crowded and the atmosphere is tense. Too many rules, occurred to make a mistake. Lifeguards don't seem happy. MY children as well as my husband and I preferred Memorial.
I enjoyed this pool 70+ years ago. Nothing lasts forever. This pool has exceeded limits and expectations. A new pool in a more appropriate location - or use existing pools more effectively
As a neighbor to the Erikson pool, I went having to listen to music being played by the pool staff. I figure people are there for swimming not to attend a music festival. Be a little considerate. Please
People in La Crosse need pool to learn to swim as the river is so close
Q8: Are the other pools overcrowded? That fact might influence my opinion
Bottom of Survey: Somebody should pay more attention to our trees. Some are should have been trimmed and should be taken down permanently
Fix the pool @ current size. Good for the neighborhood kids
Q7: Exclamation points after convention center, library and road streets and alleys answer Q9: This pre supposes you are planning on building it. Let's see if the people want it or only a few people in GENA area including the author of this survey Q10: This pre supposes you are building it Q16: This survey seems planted to GENA's continued campaign to get a new pool for their own use at taxpayers expense. Plenty of other options for them. The city has real acute physical needs that are far more important than one more swimming pool for a small number of people
My experience with the memorial pool is that it is quite popular, but it sure seems like it isn't open all that long.
The city's park dept. not setting aside funds for the repair and upkeep of this memorial pools speaks volumes. I believe it is a case of benign neglect by a parks director who already decided that this pool was to be eliminated- just like what happened to the zoo
Keep our taxes lower, we pay enough already!
Q4: South Side Especially - Erikson is no longer a "swim option" and a shame. The central high \$\$ were for another gym, not a pool. Q7: All are important, budget & priorities Q8: Start a fund raising program, now.
There has been talk of a pool at Forest Hills Golf course. That would more than make up for the closing of Memorial and provide better parking.
I stand by my choice of option to replace with small neighborhood pool. More funds need to be well on there high priority things like streets, sewers. Its similar to money spent on sports in schools while neglecting history, etc. with limited funds we need to set priorities.

Appendix F: Differences Across Groups Analysis (ANOVA & Crosstab Analysis)

Q1: In the past 2 years, have you or members of your household -			
Percent of “Yes” responses	Visited any if the City of La Crosse’s Parks?	Used any of the City of La Crosse’s recreation programs?	Had regular access to any privately-owned pools, at your home or otherwise?
Overall	92.4%	39.1%	18.9%
Location	Significant Difference	No Sign. Dif.	No Sign. Dif.
North of La Crosse Street	87.8%	37.8%	24.8%
South of La Crosse Street & West of West Avenue	91.5%	43.9%	17.2%
South of La Crosse Street & East of West Avenue	95.7%	43.0%	15.1%
South of Jackson Street	92.3%	35.2%	19.8%
	$F(3,677) = 8.072$, $p = 0.045$		
Location 2	Significant Difference	No Sign. Dif.	No Sign. Dif.
Memorial Pool Area	95.7%	43.0%	15.1%
Outside of Memorial Pool Area	90.8%	37.2%	21.0%
	$F(1,677) = 5.546$, $p = 0.019$		
Length of Residency	No Sign. Dif.	Significant Difference	No Sign. Dif.
Short (5 or fewer years)	94.9%	29.4%	14.6%
Medium (6 to 15 years)	95.8%	42.7%	23.1%
Long (16 or more years)	91.1%	41.5%	19.6%
		$F(2,672) = 7.025$, $p = 0.030$	
Homeowner Status	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Homeowner	92.2%	40.8%	20.6%
Not an Owner	94.4%	34.8%	14.0%
Children in Household	No Sign. Dif.	Significant Difference	No Sign. Dif.
Has 1 or more Children	93.2%	30.9%	18.1%
No Children	92.3%	41.8%	19.3%
		$F(1,653) = 6.503$, $p = 0.011$	
Senior in Household	Significant Difference	Significant Difference	Significant Difference
Has 1 or More Seniors	96.9%	57.8%	28.1%
No Seniors	90.2%	28.9%	14.6%
	$F(1,662) = 9.631$, $p = 0.002$	$F(1,650) = 50.996$, $p = 0.000$	$F(1,656) = 17.431$, $p = 0.000$
Income Level	Significant Difference	Significant Difference	Significant Difference
Lowest Tier (\$49,999 or less)	89.0%	33.7%	13.9%
Middle Tier (\$50,000 - \$99,999)	95.2%	43.0%	22.0%
Upper Tier (\$100,000 or more)	99.3%	45.0%	27.1%
	$F(2,644) = 17.170$, $p = 0.000$	$F(2,633) = 6.546$, $p = 0.038$	$F(2,638) = 10.839$, $p = 0.004$

Q2: Last Summer, about how often did members of your household visit each location?				
Mean Frequency of Visits <i>(0= Never, 1= Rarely, 2= Occasionally, 3= Frequently)</i>	Black River Beach	Erickson Pool	Holmen Pool	La Crescent Pool
Overall	0.57	0.58	0.11	0.20
Location	Sign. Dif.	Sign. Dif.	Sign. Dif.	No Sign. Dif.
North of La Crosse Street	0.89	0.29	0.19	0.18
South of La Crosse St & West of West Ave	0.59	0.56	0.16	0.25
South of La Crosse St & East of West Ave	0.54	0.71	0.11	0.28
South of Jackson Street	0.43	0.63	0.05	0.13
	$F(3, 666) = 8.460, p=0.000$	$F(3, 667) = 5.488, p=0.001$	$F(3, 654) = 3.529, p=0.015$	
Location 2	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	Sign. Dif.
Memorial Pool Area	0.54	0.71	0.11	0.28
Outside of Memorial Pool Area	0.59	0.52	0.11	0.17
		$F(1, 669) = 5.919, p=0.015$		$F(1, 660) = 5.649, p=0.018$
Length of Residency	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Short (5 or fewer years)	0.52	0.36	0.11	0.19
Medium (6 to 15 years)	0.65	0.68	0.16	0.30
Long (16 or more years)	0.57	0.61	0.10	0.18
		$F(2, 674) = 4.346, p=0.013$		
Homeowner Status	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Homeowner	0.53	0.58	0.10	0.21
Not an Owner	0.70	0.56	0.15	0.19
	$F(1, 673) = 4.421, p=0.036$			
Children in Household	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	Sign. Dif.
Has 1 or more Children	0.59	0.41	0.15	0.13
No Children	0.56	0.56	0.10	0.24
		$F(1, 656) = 7.765, p=0.005$		$F(1, 647) = 4.710, p=0.030$
Senior in Household	Sign. Dif.	Sign. Dif.	Sign. Dif.	Sign. Dif.
Has 1 or More Seniors	0.78	1.15	0.19	0.45
No Seniors	0.47	0.30	0.07	0.09
	$F(1, 653) = 19.92, p=0.000$	$F(1, 654) = 132.50, p=0.000$	$F(1, 641) = 11.422, p=0.001$	$F(1, 645) = 59.58, p=0.000$
Income Level	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	Sign. Dif.
Lowest Tier (\$49,999 or less)	0.65	0.44	0.13	0.12
Middle Tier (\$50,000 - \$99,999)	0.52	0.68	0.08	0.26
Upper Tier (\$100,000 or more)	0.56	0.69	0.14	0.30
		$F(2, 636) = 4.822, p=0.008$		$F(2, 628) = 5.489, p=0.004$

**Q2: Last Summer, about how often did members of your household visit each location?
(continued)**

Mean Frequency of Visits <i>(0= Never, 1= Rarely, 2= Occasionally, 3= Frequently)</i>	Memorial Pool	North Side Pool	Onalaska Pool	Pettibone Beach
Overall	0.43	0.30	0.17	0.71
Location	Sign. Dif.	Sign. Dif.	Sign. Dif.	Sign. Dif.
North of La Crosse Street	0.24	0.65	0.32	0.64
South of La Crosse St & West of West Ave	0.40	0.24	0.34	1.23
South of La Crosse St & East of West Ave	0.73	0.31	0.13	0.77
South of Jackson Street	0.21	0.13	0.09	0.60
	$F(3, 663) = 16.243, p=0.000$	$F(3, 657) = 14.053, p=0.000$	$F(3, 658) = 7.815, p=0.000$	$F(3, 660) = 7.159, p=0.000$
Location 2	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Memorial Pool Area	0.73	0.31	0.13	0.77
Outside of Memorial Pool Area	0.25	0.31	0.20	0.70
	$F(1, 665) = 46.571, p=0.000$			
Length of Residency	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	Sign. Dif.
Short (5 or fewer years)	0.34	0.20	0.20	1.04
Medium (6 to 15 years)	0.44	0.43	0.28	0.74
Long (16 or more years)	0.45	0.31	0.13	0.61
			$F(2, 665) = 4.498, p=0.011$	$F(2, 665) = 10.524, p=0.000$
Homeowner Status	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	Sign. Dif.
Homeowner	0.44	0.31	0.14	0.60
Not an Owner	0.39	0.30	0.29	1.16
			$F(1, 665) = 8.635, p=0.003$	$F(1, 668) = 40.291, p=0.000$
Children in Household	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Has 1 or more Children	0.39	0.19	0.13	0.76
No Children	0.44	0.36	0.19	0.71
		$F(1, 646) = 6.576, p=0.011$		
Senior in Household	Sign. Dif.	Sign. Dif.	Sign. Dif.	Sign. Dif.
Has 1 or More Seniors	0.77	0.62	0.38	0.95
No Seniors	0.26	0.17	0.07	0.61
	$F(1, 650) = 49.657, p=0.000$	$F(1, 644) = 55.286, p=0.000$	$F(1, 645) = 53.587, p=0.000$	$F(1, 647) = 18.330, p=0.000$
Income Level	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Lowest Tier (\$49,999 or less)	0.24	0.29	0.16	0.75
Middle Tier (\$50,000 - \$99,999)	0.53	0.28	0.19	0.66
Upper Tier (\$100,000 or more)	0.63	0.45	0.13	0.84
	$F(2, 638) = 10.677, p=0.000$			

Q3: Why have you used each location during your visits?				
Percent Who Identified One or More Uses per Location				
<i>NO STATISTICAL TESTS CONDUCTED ON Q3</i>	Black River Beach	Erickson Pool	Holmen Pool	La Crescent Pool
Overall (number)	260	229	72	112
Location				
North of La Crosse Street	27.2%	11.1%	24.6%	17.4%
South of La Crosse St & West of West Ave	8.3%	9.3%	11.6%	11.0%
South of La Crosse St & East of West Ave	35.0%	41.2%	31.9%	43.1%
South of Jackson Street	29.5%	38.5%	31.9%	28.4%
Location 2				
Memorial Pool Area	35.0%	41.2%	31.9%	43.1%
Outside of Memorial Pool Area	65.0%	58.8%	68.1%	56.9%
Length of Residency				
Short (5 or fewer years)	19.8%	13.8%	22.5%	19.1%
Medium (6 to 15 years)	18.3%	18.2%	15.5%	20.9%
Long (16 or more years)	61.9%	68.0%	62.0%	60.0%
Homeowner Status				
Homeowner	75.1%	80.2%	70.8%	77.7%
Not an Owner	24.9%	19.8%	29.2%	22.3%
Children in Household				
Has 1 or more Children	27.5%	22.4%	30.0%	20.0%
No Children	72.5%	77.6%	70.0%	80.0%
Senior in Household				
Has 1 or More Seniors	42.1%	56.8%	48.6%	61.5%
No Seniors	57.9%	43.2%	51.4%	38.5%
Income Level				
Lowest Tier (\$49,999 or less)	46.5%	32.7%	53.7%	34.9%
Middle Tier (\$50,000 - \$99,999)	35.1%	47.7%	31.3%	40.6%
Upper Tier (\$100,000 or more)	18.4%	19.6%	14.9%	24.5%

Q3: Why have you used each location during your visits? (continued)				
Percent Who Identified One or More Uses per Location				
<i>NO STATISTICAL TESTS CONDUCTED ON Q3</i>	Memorial Pool	North Side Pool	Onalaska Pool	Pettibone Beach
Overall (number)	173	130	94	291
Location				
North of La Crosse Street	14.4%	35.4%	30.0%	17.8%
South of La Crosse St & West of West Ave	8.4%	6.3%	15.6%	11.5%
South of La Crosse St & East of West Ave	51.5%	36.2%	25.6%	37.3%
South of Jackson Street	25.7%	22.0%	28.9%	33.4%
Location 2				
Memorial Pool Area	51.5%	36.2%	25.6%	37.3%
Outside of Memorial Pool Area	48.5%	63.8%	74.4%	62.7%
Length of Residency				
Short (5 or fewer years)	17.2%	13.2%	20.7%	26.5%
Medium (6 to 15 years)	16.0%	20.9%	21.7%	18.5%
Long (16 or more years)	66.9%	65.9%	57.6%	55.1%
Homeowner Status				
Homeowner	78.9%	80.6%	68.5%	71.8%
Not an Owner	21.1%	19.4%	31.5%	28.2%
Children in Household				
Has 1 or more Children	25.6%	21.9%	20.4%	29.4%
No Children	74.4%	78.1%	79.6%	70.6%
Senior in Household				
Has 1 or More Seniors	51.8%	53.5%	60.9%	41.2%
No Seniors	48.2%	46.5%	39.1%	58.8%
Income Level				
Lowest Tier (\$49,999 or less)	30.4%	41.6%	47.7%	40.6%
Middle Tier (\$50,000 - \$99,999)	46.0%	33.6%	39.5%	37.1%
Upper Tier (\$100,000 or more)	23.6%	24.8%	12.8%	22.3%

Q4: Overall, how satisfied are you that La Crosse residents have adequate swimming options?				
Mean Satisfaction Rating	<i>Not at all satisfied</i>	<i>Not very satisfied</i>	<i>Somewhat satisfied</i>	<i>Very Satisfied</i>
	0	1	2	3
Overall	2.14			
Location	Significant Differences			
North of La Crosse Street	2.39			
South of La Crosse Street & West of West Avenue	2.20			
South of La Crosse Street & East of West Avenue	1.94			
South of Jackson Street	2.20			
	$F(3,537) = 6.866, p=0.000$			
Location 2	Significant Differences			
Memorial Pool Area	1.94			
Outside of Memorial Pool Area	2.26			
	$F(1,539) = 17.099, p=0.000$			
Length of Residency	No Significant Differences			
Short (5 or fewer years)	2.16			
Medium (6 to 15 years)	2.25			
Long (16 or more years)	2.09			
Homeowner Status	No Significant Differences			
Homeowner	2.10			
Not an Owner	2.26			
Children in Household	No Significant Differences			
Has 1 or more Children	2.15			
No Children	2.14			
Senior in Household	No Significant Differences			
Has 1 or More Seniors	2.06			
No Seniors	2.18			
Income Level	No Significant Differences			
Lowest Tier (\$49,999 or less)	2.22			
Middle Tier (\$50,000 - \$99,999)	2.16			
Upper Tier (\$100,000 or more)	2.00			

Q5: 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?

Mean Concern Rating	<i>Not at all concerned</i>	<i>A little concerned</i>	<i>Somewhat concerned</i>	<i>Very concerned</i>
	0	1	2	3
Overall	1.58			
Location	Significant Differences			
North of La Crosse Street	1.37			
South of La Crosse Street & West of West Avenue	1.59			
South of La Crosse Street & East of West Avenue	1.86			
South of Jackson Street	1.40			
	$F(3,610) = 7.662, p=0.000$			
Location 2	Significant Differences			
Memorial Pool Area	1.86			
Outside of Memorial Pool Area	1.42			
	$F(1,612) = 21.605, p=0.000$			
Length of Residency	Significant Differences			
Short (5 or fewer years)	1.47			
Medium (6 to 15 years)	1.34			
Long (16 or more years)	1.67			
	$F(2,614) = 3.999, p=0.019$			
Homeowner Status	No Significant Differences			
Homeowner	1.58			
Not an Owner	1.55			
Children in Household	No Significant Differences			
Has 1 or more Children	1.57			
No Children	1.57			
Senior in Household	No Significant Differences			
Has 1 or More Seniors	1.64			
No Seniors	1.53			
Income Level	No Significant Differences			
Lowest Tier (\$49,999 or less)	1.53			
Middle Tier (\$50,000 - \$99,999)	1.62			
Upper Tier (\$100,000 or more)	1.59			

Q6: How much do you agree with the following statement: *The City of La Crosse should do what it takes to bring Memorial Pool up to state code in order to reopen.*

Mean Agreement Rating	<i>Strongly Disagree</i>	<i>Somewhat Disagree</i>	<i>Somewhat Agree</i>	<i>Strongly Agree</i>
	1	2	3	4
Overall	2.76			
Location	Significant Differences			
North of La Crosse Street	2.57			
South of La Crosse Street & West of West Avenue	2.84			
South of La Crosse Street & East of West Avenue	2.93			
South of Jackson Street	2.65			
	$F(3,580) = 3.253, p = 0.021$			
Location 2	Significant Differences			
Memorial Pool Area	2.93			
Outside of Memorial Pool Area	2.65			
	$F(1,612) = 21.605, p = 0.000$			
Length of Residency	No Significant Differences			
Short (5 or fewer years)	2.90			
Medium (6 to 15 years)	2.71			
Long (16 or more years)	2.73			
Homeowner Status	Significant Differences			
Homeowner	2.70			
Not an Owner	2.99			
	$F(1,582) = 5.967, p = 0.015$			
Children in Household	No Significant Differences			
Has 1 or more Children	2.68			
No Children	2.78			
Senior in Household	No Significant Differences			
Has 1 or More Seniors	2.81			
No Seniors	2.71			
Income Level	No Significant Differences			
Lowest Tier (\$49,999 or less)	2.80			
Middle Tier (\$50,000 - \$99,999)	2.71			
Upper Tier (\$100,000 or more)	2.72			

Q7: How do the following infrastructure needs compare to Memorial Pool in terms of priority?

Mean Comparative Importance <i>(1= Much less important, 2= Somewhat less important, 3= Somewhat more important, 4=Much more important)</i>	Convention Center	Libraries	Public Safety	Roads, Streets, & Alleys	Storm Water Sewers / Flood Prevention
Overall	2.74	3.20	3.54	3.56	3.39
Location	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
North of La Crosse Street	2.72	3.15	3.48	3.63	3.47
South of La Crosse St & West of West Ave	3.14	3.25	3.57	3.68	3.36
South of La Crosse St & East of West Ave	2.61	3.18	3.46	3.44	3.29
South of Jackson Street	2.81	3.25	3.64	3.61	3.45
	$F(3, 563) = 3.739, p=0.011$			$F(3, 623) = 3.497, p=0.015$	
Location 2	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	Sign. Dif.
Memorial Pool Area	2.61	3.18	3.46	3.44	3.29
Outside of Memorial Pool Area	2.82	3.22	3.58	3.62	3.44
	$F(1, 565) = 6.018, p=0.014$			$F(1, 625) = 10.027, p=0.002$	$F(1, 614) = 5.252, p=0.022$
Length of Residency	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Short (5 or fewer years)	2.71	3.14	3.56	3.59	3.30
Medium (6 to 15 years)	2.67	3.34	4.38	3.56	3.44
Long (16 or more years)	2.77	3.19	3.57	3.56	3.41
Homeowner Status	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Homeowner	2.78	3.21	3.57	3.57	3.40
Not an Owner	2.61	3.19	3.49	3.55	3.36
Children in Household	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Has 1 or more Children	2.70	3.17	3.53	3.52	3.33
No Children	2.77	3.22	3.55	3.58	3.42
Senior in Household	Sign. Dif.	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Has 1 or More Seniors	2.58	3.19	3.44	3.49	3.30
No Seniors	2.83	3.21	3.60	3.60	3.44
	$F(1, 544) = 6.830, p=0.009$		$F(1, 596) = 6.004, p=0.015$		
Income Level	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
Lowest Tier (\$49,999 or less)	2.73	3.17	3.50	3.59	3.40
Middle Tier (\$50,000 - \$99,999)	2.78	3.32	3.63	3.60	3.45
Upper Tier (\$100,000 or more)	2.71	3.02	3.46	3.41	3.24
		$F(2, 538) = 4.988, p=0.007$		$F(2, 595) = 3.430, p=0.033$	

Q8: 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?

Percent of Responses by Option				
Pearson's Chi-squared statistics are utilized, and only those survey questions with statistical differences between groups at the $p < 0.05$ level are reported.				
	Close Memorial Pool permanently	Replace Memorial Pool with a smaller, neighborhood pool at current location	Restore Memorial Pool to its original condition with historical 1938 features at its current location	Build an entirely new all-season aquatics center with upgraded features and amenities in collaboration with community partners
Overall	20.2%	28.7%	28.2%	22.9%
Location	No Significant Differences			
North of La Crosse Street	33.1%	31.4%	20.7%	14.9%
South of La Crosse Street & West of West Avenue	28.6%	30.4%	25.0%	16.1%
South of La Crosse Street & East of West Avenue	23.8%	27.2%	27.7%	21.3%
South of Jackson Street	30.4%	27.7%	20.1%	21.9%
Location 2	No Significant Differences			
Memorial Pool Area	23.8%	27.2%	27.7%	21.3%
Outside of Memorial Pool Area	30.9%	29.2%	20.9%	19.0%
Length of Residency	No Significant Differences			
Short (5 or fewer years)	28.5%	26.9%	19.2%	25.4%
Medium (6 to 15 years)	32.7%	26.4%	20.9%	20.0%
Long (16 or more years)	27.8%	29.3%	24.6%	18.4%
Homeowner Status	Significant Differences			
Homeowner	30.6%	30.2%	21.0%	18.2%
Not an Owner	22.0%	21.2%	29.5%	27.3%
	$\chi^2(3, N=642)=13.333, p=0.000$			
Children in Household	No Significant Differences			
Has 1 or more Children	27.9%	30.3%	21.0%	18.2%
No Children	28.9%	27.6%	23.0%	20.4%
Senior in Household	No Significant Differences			
Has 1 or More Seniors	28.3%	23.1%	25.5%	23.1%
No Seniors	29.2%	30.9%	21.7%	18.2%
Income Level	No Significant Differences			
Lowest Tier (\$49,999 or less)	27.8%	28.6%	25.8%	17.7%
Middle Tier (\$50,000 - \$99,999)	28.9%	28.5%	20.0%	22.6%
Upper Tier (\$100,000 or more)	30.2%	24.6%	23.8%	21.4%

Q9: Please rate the importance of the following pool features to members of your household.

Mean Importance of Features	Competitive Swimming Lanes	Concession Stand	Diving Board	Heated Pool	Indoor Pool
<i>(0= Not at all important, 1= Not very less important, 2= Somewhat important, 3= Very important)</i>					
Overall	1.13	1.17	1.78	1.55	1.15
Location	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
North of La Crosse Street	0.89	1.32	1.81	1.35	1.13
South of La Crosse St & West of West Ave	1.10	1.44	1.71	1.45	1.21
South of La Crosse St & East of West Ave	1.35	1.12	1.87	1.67	1.20
South of Jackson Street	1.01	1.09	1.74	1.55	1.10
	$F(3, 495) = 4.974, p = 0.002$				
Location 2	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
Memorial Pool Area	1.35	1.12	1.87	1.67	1.20
Outside of Memorial Pool Area	0.98	1.21	1.76	1.48	1.12
	$F(1, 497) = 13.776, p = 0.000$			$F(1, 515) = 4.003, p = 0.046$	
Length of Residency	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.
Short (5 or fewer years)	1.29	1.18	1.74	1.67	1.45
Medium (6 to 15 years)	1.06	1.11	1.67	1.63	1.19
Long (16 or more years)	1.10	1.18	1.62	1.50	1.04
					$F(2, 521) = 6.287, p = 0.046$
Homeowner Status	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.
Homeowner	1.14	1.12	1.75	1.53	1.08
Not an Owner	1.10	1.35	1.89	1.65	1.44
		$F(1, 522) = 5.033, p = 0.025$			$F(1, 522) = 10.819, p = 0.001$
Children in Household	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
Has 1 or more Children	1.17	1.18	1.75	1.38	1.12
No Children	1.09	1.18	1.79	1.61	1.17
				$F(1, 504) = 4.993, p = 0.026$	
Senior in Household	No Sign. Dif.	Sign. Dif.	Sign. Dif.	Sign. Dif.	No Sign. Dif.
Has 1 or More Seniors	1.11	1.37	2.01	1.71	1.22
No Seniors	1.11	1.06	1.64	1.43	1.11
		$F(1, 506) = 12.357, p = 0.000$	$F(1, 505) = 15.157, p = 0.000$	$F(1, 501) = 8.190, p = 0.004$	
Income Level	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Lowest Tier (\$49,999 or less)	1.07	1.26	1.82	1.44	1.20
Middle Tier (\$50,000 - \$99,999)	1.15	1.18	1.74	1.64	1.21
Upper Tier (\$100,000 or more)	1.17	1.05	1.80	1.62	1.03

Q9: Please rate the importance of the following pool features to members of your household. (continued)

Mean Importance of Features	Lounge Chairs	Outdoor Pool	Slide	Special Events	Splash Pad
<i>(0= Not at all important, 1= Not very less important, 2= Somewhat important, 3= Very important)</i>					
Overall	1.57	2.08	1.69	1.25	1.32
Location	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
North of La Crosse Street	1.63	1.93	1.70	1.23	1.38
South of La Crosse St & West of West Ave	1.83	2.05	1.83	1.38	1.26
South of La Crosse St & East of West Ave	1.61	2.28	1.74	1.29	1.26
South of Jackson Street	1.41	1.98	1.62	1.19	1.35
		$F(3, 518) = 3.993, p=0.008$			
Location 2	No Sign. Dif.	Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Memorial Pool Area	1.61	2.28	1.74	1.29	1.26
Outside of Memorial Pool Area	1.53	1.98	1.67	1.23	1.35
		$F(1, 520) = 11.551, p=0.001$			
Length of Residency	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
Short (5 or fewer years)	1.74	2.01	1.67	1.49	1.40
Medium (6 to 15 years)	1.64	2.15	1.72	1.15	1.43
Long (16 or more years)	1.48	2.07	1.69	1.21	1.26
				$F(2, 490) = 3.687, p=0.026$	
Homeowner Status	Sign. Dif.	No Sign. Dif.	Sign. Dif.	Sign. Dif.	No Sign. Dif.
Homeowner	1.50	2.05	1.64	1.18	1.27
Not an Owner	1.80	2.17	1.89	1.50	1.48
	$F(1, 525) = 7.357, p=0.007$		$F(1, 524) = 4.768, p=0.029$	$F(1, 491) = 9.348, p=0.002$	
Children in Household	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Has 1 or more Children	1.48	2.07	1.64	1.30	1.18
No Children	1.61	2.08	1.71	1.25	1.39
Senior in Household	Sign. Dif.	Sign. Dif.	Sign. Dif.	No Sign. Dif.	Sign. Dif.
Has 1 or More Seniors	1.85	2.28	2.07	1.36	1.60
No Seniors	1.40	1.94	1.45	1.20	1.15
	$F(1, 508) = 23.467, p=0.000$	$F(1, 507) = 14.443, p=0.000$	$F(1, 508) = 47.329, p=0.000$		$F(1, 470) = 21.153, p=0.000$
Income Level	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Lowest Tier (\$49,999 or less)	1.52	1.99	1.66	1.29	1.28
Middle Tier (\$50,000 - \$99,999)	1.58	2.09	1.68	1.30	1.35
Upper Tier (\$100,000 or more)	1.62	2.20	1.76	1.10	1.28

Q9: Please rate the importance of the following pool features to members of your household. (continued)

Mean Importance of Features <i>(0= Not at all important, 1= Not very less important, 2= Somewhat important, 3= Very important)</i>	Swimming Lessons	Therapeutic Areas (e.g., underwater treadmills or bicycles)	Umbrellas
Overall	2.16	1.28	1.73
Location	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
North of La Crosse Street	2.28	1.34	1.76
South of La Crosse St & West of West Ave	2.09	1.55	1.67
South of La Crosse St & East of West Ave	2.18	1.22	1.85
South of Jackson Street	2.09	1.25	1.61
Location 2	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Memorial Pool Area	2.18	1.22	1.85
Outside of Memorial Pool Area	2.14	1.32	1.66
Length of Residency	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
Short (5 or fewer years)	2.15	1.57	1.79
Medium (6 to 15 years)	2.13	1.18	1.80
Long (16 or more years)	2.16	1.21	1.70
		$F(2, 518) = 4.856, p = 0.008$	
Homeowner Status	Sign. Dif.	Sign. Dif.	Sign. Dif.
Homeowner	2.11	1.17	1.68
Not an Owner	2.33	1.68	1.94
	$F(1, 547) = 4.091, p = 0.044$	$F(1, 519) = 20.925, p = 0.000$	$F(1, 527) = 5.567, p = 0.019$
Children in Household	No Sign. Dif.	No Sign. Dif.	No Sign. Dif.
Has 1 or more Children	2.09	1.39	1.66
No Children	2.19	1.26	1.77
Senior in Household	Sign. Dif.	Sign. Dif.	Sign. Dif.
Has 1 or More Seniors	2.31	1.11	1.99
No Seniors	2.07	1.40	1.57
	$F(1, 531) = 6.317, p = 0.012$	$F(1, 501) = 8.586, p = 0.004$	$F(1, 510) = 19.226, p = 0.000$
Income Level	No Sign. Dif.	Sign. Dif.	No Sign. Dif.
Lowest Tier (\$49,999 or less)	2.18	1.42	1.63
Middle Tier (\$50,000 - \$99,999)	2.13	1.28	1.80
Upper Tier (\$100,000 or more)	2.13	1.07	1.84
		$F(2, 498) = 3.715, p = 0.025$	

Q10: How important is it that city officials collaborate with La Crosse Public Schools, as well as area universities (UW-L, Vitterbo, and WTC), nonprofits, and hospitals in rebuilding Memorial Pool?

Mean Importance Rating	Not at all important 0	Not very important 1	Somewhat important 2	Very important 3
Overall	2.16			
Location	No Significant Differences			
North of La Crosse Street	2.01			
South of La Crosse Street & West of West Avenue	2.32			
South of La Crosse Street & East of West Avenue	2.21			
South of Jackson Street	2.15			
Location 2	No Significant Differences			
Memorial Pool Area	2.21			
Outside of Memorial Pool Area	2.14			
Length of Residency	No Significant Differences			
Short (5 or fewer years)	2.21			
Medium (6 to 15 years)	2.15			
Long (16 or more years)	2.15			
Homeowner Status	Significant Differences			
Homeowner	2.11			
Not an Owner	2.38			
	$F(1,610) = 7.701, p=0.006$			
Children in Household	No Significant Differences			
Has 1 or more Children	2.17			
No Children	2.18			
Senior in Household	No Significant Differences			
Has 1 or More Seniors	2.18			
No Seniors	2.16			
Income Level	No Significant Differences			
Lowest Tier (\$49,999 or less)	2.17			
Middle Tier (\$50,000 - \$99,999)	2.24			
Upper Tier (\$100,000 or more)	2.07			

Notes about the Statistical Tests:

One-way Analysis of Variance (ANOVA)

Analysis of Variance is a linear model that relates nominal predictor variables to a continuous outcome variable. This test was used for questions 1, 4, 5, 6, 7, 9, and 10.

Purpose: The analysis of variance model (or "ANOVA model") examines the association between nominal predictor variables and a continuous outcome variable.

Predictor variables are sometimes called "factors" or "independent variables." For this report, the predictor values are demographic items, such as income and homeownership.

Outcome variables may be also referred to as the "dependent variable." For this report, the outcome variables are the survey questions.

The ANOVA model is a uni-variate model, in that interest is in how the predictors affect a single outcome variable. As the analysis only includes single nominal predictor variables, a "one-way" ANOVA was performed.

Interpretation of Results

R² : One general index of interest for the ANOVA model is the overall "R²"—which tells, overall, how much the particular selection of independent variables is associated with the outcome. An R² of 0.0 means that none of the variability in the outcome is explained; An R² of 1.00 means that all of the variability in the outcome is explained.

F-statistic: In addition, an overall "F" statistic is also employed to describe how well the predictors are associated with the outcome.

t-statistic: A second major statistic of interest in the ANOVA model is the individual "t" statistics for each predictor variable. These "t" statistics tell how each independent variable predicts the outcome variable.

Homogeneity of Variance: This tests whether the variances within groups are the same. Each item was tested for homogeneity of variance with statistical significance set at the p<0.05 level.

Tukey Multiple Comparison: For questions where there was **NO** significant difference in variance, the Tukey multiple comparisons tests were performed post-hoc at the 0.05 significance level to determine differences.

Tamhane Multiple Comparison: For those questions where there **WAS** a significant difference in variance, the Tamhane multiple comparisons tests were performed post-hoc at the 0.05 significance level to determine differences.

Pearson's Chi-Square Test

Parametric and nonparametric statistical procedures test hypotheses involving different assumptions.

Parametric statistics test hypotheses based on the assumption that the samples come from populations that are normally distributed. Also, parametric statistical tests assume that there is homogeneity of variance (variances within groups are the same). The level of measurement for parametric tests is assumed to be interval or at least ordinal.

Nonparametric statistical procedures test hypotheses that do not require normal distribution or variance assumptions about the populations from which the samples were drawn and are designed for ordinal or nominal data.

The main weakness of nonparametric tests is that they are less powerful than parametric tests. They are less likely to reject the null hypothesis when it is false.

There are, however, certain advantages of nonparametric techniques such as Chi Square (X^2). For one thing, nonparametric tests are usually much easier to compute. Another unique value of nonparametric procedures is that they can be used to treat data which have been measured on nominal (classificatory) scales. Such data cannot, on any logical basis, be ordered numerically, hence there is no possibility of using parametric statistical tests which require numerical data.

The general pattern of nonparametric procedures is much like that seen with parametric tests, namely, certain sample data are treated by a statistical model which yields a value or statistic. This value is then interpreted for the likelihood of its chance occurrence according to some type of statistical probability distribution. With Chi Square, a value is calculated from the data using Chi Square procedures and then compared to a critical value from a Chi Square table with degrees of freedom corresponding to that of the data. If the calculated value is equal to or greater than the critical value (table value), the null hypothesis is rejected. If the calculated value is less than the critical value, the null hypothesis (H_0) is accepted. This procedure is similar to that used with the "t" test and F test.

Purpose: The Chi Square (X^2) test is undoubtedly the most important and most used member of the nonparametric family of statistical tests. Chi Square is employed to test the difference between an actual sample and another hypothetical or previously established distribution such as that which may be expected due to chance or probability. Chi Square can also be used to test differences between two or more actual samples.

One-Way Classification: The One-Way Classification (or sometimes referred to as the Single Sample Chi Square Test) is one of the most frequently reported nonparametric tests in journal articles. The test is used when a researcher is interested in the number of responses, objects, or people that fall in two or more categories. This procedure is sometimes called a goodness-of-fit statistic. Goodness-of-fit refers to whether a significant difference exists between an observed number and an expected number of responses, people or objects falling in each category designated by the researcher. The expected number is what the researcher expects by chance or according to some null hypothesis.

Assumptions: Even though a nonparametric statistic does not require a normally distributed population, there still are some restrictions regarding its use.

1. Representative sample (Random)
2. The data must be in frequency form (nominal data) or greater.
3. The individual observations must be independent of each other.
4. Sample size must be adequate. In a 2 x 2 table, Chi Square should not be used if n is less than 20. In a larger table, no expected value should be less than 1, and not more than 20% of the variables can have expected values of less than 5.
5. Distribution basis must be decided on before the data is collected.
6. The sum of the observed frequencies must equal the sum of the expected frequencies.

This test was used for question 8.

Appendix G: Interpreting the Comparison Table

In the table, arrows in each cell indicate whether the group found in the column is more (↑) or less (↓) likely than its counterpart group to provide the particular answer described in the row. For independent variables with two categories (dichotomous variables), an up arrow means that respondents from the identified group (e.g., Households with Children) were significantly more likely than the other respondents from the non-identified group (e.g., Households without Children) to report satisfaction, concern, importance, and so forth based on questions. For those independent variables with three or four categories, the differences will be specified. Using Location as an example, Quadrant 1 ↑ Quadrant 2 means that Quadrant 1 is significantly more likely than Quadrant 2 on the specific item.

About the Independent Variables:

Location: Location is based on Question 11, with the four separate quadrants. (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; and (4) South of Jackson Street.

Memorial Pool Area: This is a dichotomous variable based on a simple recoding of location. The Memorial Pool Area is based on Quadrant (3) South of La Crosse Street and East of West Avenue (above), and compared to all other areas as out of area.

Length of Residency: This is a trichotomous variable based on a recoding of the length of residence (Question 12). The three categories are Short-term Resident (5 years or fewer); Medium-term Resident (6 to 15 years); and Long-term Resident (16 or more years).

Homeowner: This dichotomous variable was created based on Question 13, which asked whether one owns, rents, or other. Respondents were re-categorized based on Homeowner (answered “Own”) and Non-Homeowner (Rent” or “Other”).

Household with Children: Using Question 14, those who identified as having one or more children were in the Households with Children, while those who did not were in the Households without Children group.

Household with Seniors: Also using Question 14, those who identified as having one or more seniors are coded as Households with Senior, while those who did not were in the Households without Seniors group. Those who did not identify at least 1 adult were coded as missing.

Income Level: This variable has three categories based on identified income: Lowest Tier (\$49,999 or less); Middle Tier (\$50,000 to \$99,999); and Upper Tier (\$100,000 or more).

NOTE: No statistical tests were conducted on Question 3.

Summary of Statistically Significant Findings

Q1: In the past 2 years, have you or members of your household -	Location (Q11)	Memorial Pool Area	Length of Residency Recode	Homeowner	Household with Children	Household with Seniors	Income Level Recode
a. Visited any of the City of La Crosse’s parks?	1↓ 3↑	↑				↑	L↓M M↓U
b. Used any of the City of La Crosse’s recreation programs?			S↓L		↓	↑	L↓ U↑
c. Had regular access to any privately-owned pools, at your home or otherwise?						↑	L↓U
Q2: Last summer, about how often did members of your household visit each location?							
Q2: Last summer, about how often did members of your household visit each location?	Location (Q11)	Memorial Pool Area	Length of Residency Recode	Homeowner	Household with Children	Household with Seniors	Income Level Recode
a. Black River Beach	1↑3 1↑4			↓		↑	
b. Erickson Pool	1↓3 1↓4	↑	S↓		↓	↑	L↓M
c. Holmen Pool	1↓4					↑	
d. La Crescent Pool		↑			↓	↑	L↓
e. Memorial Pool	1↓3 3↑4	↑				↑	L↓
f. North Side Pool	1↑ 3↑4				↓	↑	
g. Onalaska Pool	1↑3 1↑4		M↑L	↓		↑	
h. Pettibone Beach	2↑		S↑			↑	
Q4: Overall, how satisfied are you that La Crosse residents have adequate swimming options?							
Q4: Overall, how satisfied are you that La Crosse residents have adequate swimming options?	1↓3 3↑4	↓					

	Location (Q11)	Memorial Pool Area	Length of Residency Recode	Homeowner	Household with Children	Household with Seniors	Income Level Recode
Q5: 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?	1↓3 3↑4	↑	L↑M	↓			
Q6: How much do you agree with the following statement: <i>The City of La Crosse should do what it takes to bring Memorial Pool up to state code in order to reopen.</i>	1↓3	↑		↑			
Q7: How do the following infrastructure needs compare to Memorial Pool in terms of priority?	Location (Q11)	Memorial Pool Area	Length of Residency Recode	Homeowner	Household with Children	Household with Seniors	Income Level Recode
a. Convention Center	2↑3	↓				↓	
b. Libraries							M↑U
c. Public Safety						↓	
d. Roads, Streets, & Alleys	3↓	↓					M↑U
e. Storm Water Sewers / Flood Prevention		↓					
Q8: 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?				Close↑ Replace↑ Restore↓ Build↓			

Q9: Please rate the importance of the following pool features to members of your household.	Location (Q11)	Memorial Pool Area	Length of Residency Recode	Homeowner	Household with Children	Household with Seniors	Income Level Recode
a. Competitive swimming lanes	1↓3 3↑4	↑					
b. Concession stand				↓		↑	
c. Diving board						↑	
d. Heated pool		↑				↑	
e. Indoor pool			S↑L	↓			
f. Lounge chairs				↓		↑	
g. Outdoor pool	1↓3 3↑4	↑				↑	
h. Slide				↓		↑	
i. Special events			S↑L	↓			
j. Splash pad						↑	
k. Swimming lessons				↓		↑	
l. Therapeutic areas (e.g., underwater treadmills or bicycles)			S↑	↓		↓	L↑U
m. Umbrellas				↓		↑	
Q10: 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?				↓			