

# City of La Vista Community Interest and Opinion Survey

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**Findings  
Report**

Submitted to the City of La Vista, Nebraska

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# Contents

Executive Summary .....	i
<b>Section 1: Charts and Graphs .....</b>	<b>1</b>
<b>Section 2: Priority Investment Rating.....</b>	<b>22</b>
<b>Section 3: Benchmarking Analysis .....</b>	<b>33</b>
<b>Section 4: Tabular Data .....</b>	<b>40</b>
<b>Section 5: Survey Instrument .....</b>	<b>98</b>

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# City of La Vista Community Interest and Opinion Survey

## Executive Summary

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### Overview

ETC Institute administered a community interest and opinion survey for the City of La Vista during the Fall of 2018. The survey was designed to assist City officials in better understanding the expectations and demand for Recreation and Library programs, services, and facilities in the community. The survey was conducted as part of the City's efforts to assist in prioritizing demands and opportunities and generate a plan that will improve and maintain community recreation, learning, and leisure. The results of this survey will guide the City in making decisions that will best serve the needs of its residents.

### Methodology

ETC Institute mailed a survey packet to a random sample of households in La Vista. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at [www.LaVistaSurvey.org](http://www.LaVistaSurvey.org).

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of La Vista from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 530 residents completing the survey. The overall results for the sample of 530 households have a precision of at least  $+/-4.18\%$  at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the City's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized on the following pages.

## La Vista Recreation Facility Ratings and Use

**Rating.** Respondents were asked to rate the overall condition of La Vista Recreation facilities compared to other facilities that are available to the community; twenty-four percent (24%) rated the condition of the facilities as “excellent,” 57% rated the condition of the facilities as “good,” 18% rated the condition of the facilities as “fair,” and 2% rated the condition of the facilities as “poor”.

**Community Center Use.** The frequency in which respondent households visit the La Vista Community Center were: twenty-nine percent (29%) visit between once a year or less, 22% visit several times per year, 6% visit several times per month, 5% visit once or twice per week, and 1% visit the Community Center daily. The most popular amenities of the La Vista Community Center that respondent households have used during the past year were: basketball/volleyball courts (25%), fitness room (24%), and facility rental (19%).

Respondents were asked from a list of 23 potential reasons that prevent they or members of their households from using the La Vista Community Center or from using it more often. The top four reasons, given by survey participants, were: we are too busy (33%), we do not know what is offered (20%), we are not interested (18%), and use other private facilities (13%).

## Organizations Used for Recreation Use

The highest rated organizations that respondents indicated they use for recreation were: private fitness clubs or gyms (34%), City of La Vista recreation (27%), and churches/places of worship (26%). Of the respondents (10%) who indicated they use recreation organizations for their recreation use, sixty-seven percent (67%) specified that they use the Papillion Rec Organization (PRO).

## La Vista Library Use and Services

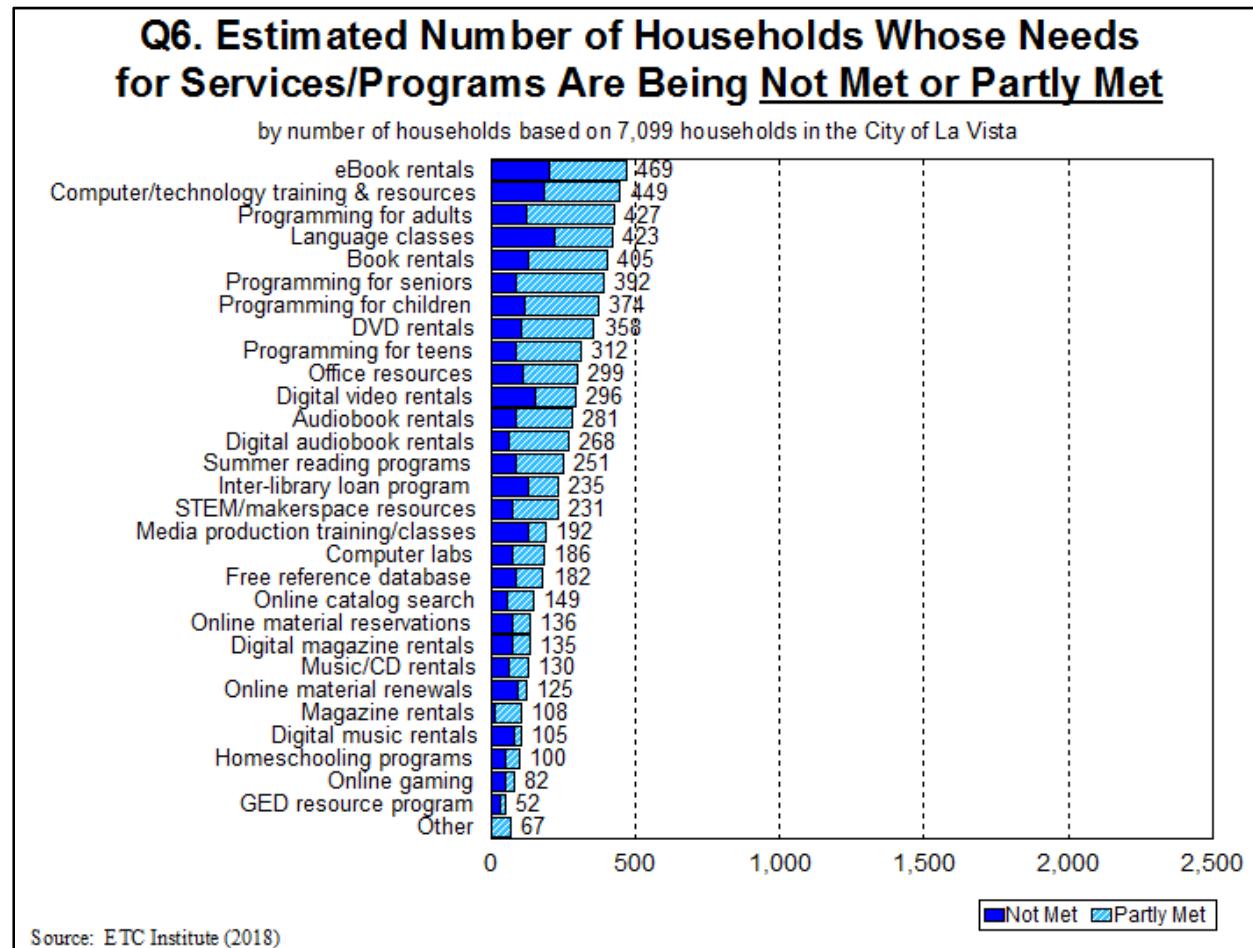
The frequency in which respondent households visit the La Vista Library were: less than one percent (0.4%) visit the library daily, 6% visit at least once or twice a week, 20% visit several times per month, 32% visit several times per year, and 17% visit once per year or less. When respondents were asked to indicate how often they or members of their household access library resources online, one percent (1%) indicated they access them daily, 4% access them once or twice per week, 9% access them several times per month, 17% access them several times per year, and 19% access them once per year or less.

## Library Service/Program Needs and Priorities

**Library Service/Program Needs:** Respondents were asked to identify if their household had a need for 29 library services/programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various library services/programs.

The top four library services/programs with the highest percentage of households that indicated a need for the service/program were: book rentals (69%), DVD rentals (34%), free reference

database (31%), and online catalog search (31%). ETC Institute estimates a total of 4,877 households out of the 7,099 households in La Vista have a need for book rentals. ETC Institute also estimates a total of 469 households out of the 7,099 households in La Vista have unmet needs for eBook rentals, an estimated 449 households out of the 7,099 households in La Vista have unmet needs for computer/technology training and resources, an estimated 427 households out of the 7,099 households in La Vista have unmet needs for programming for adults, and an estimated 423 households out of the 7,099 households in La Vista have unmet needs for language classes. The estimated number of households that have unmet needs for each of the 29 library services/programs that were assessed is shown in the table below.



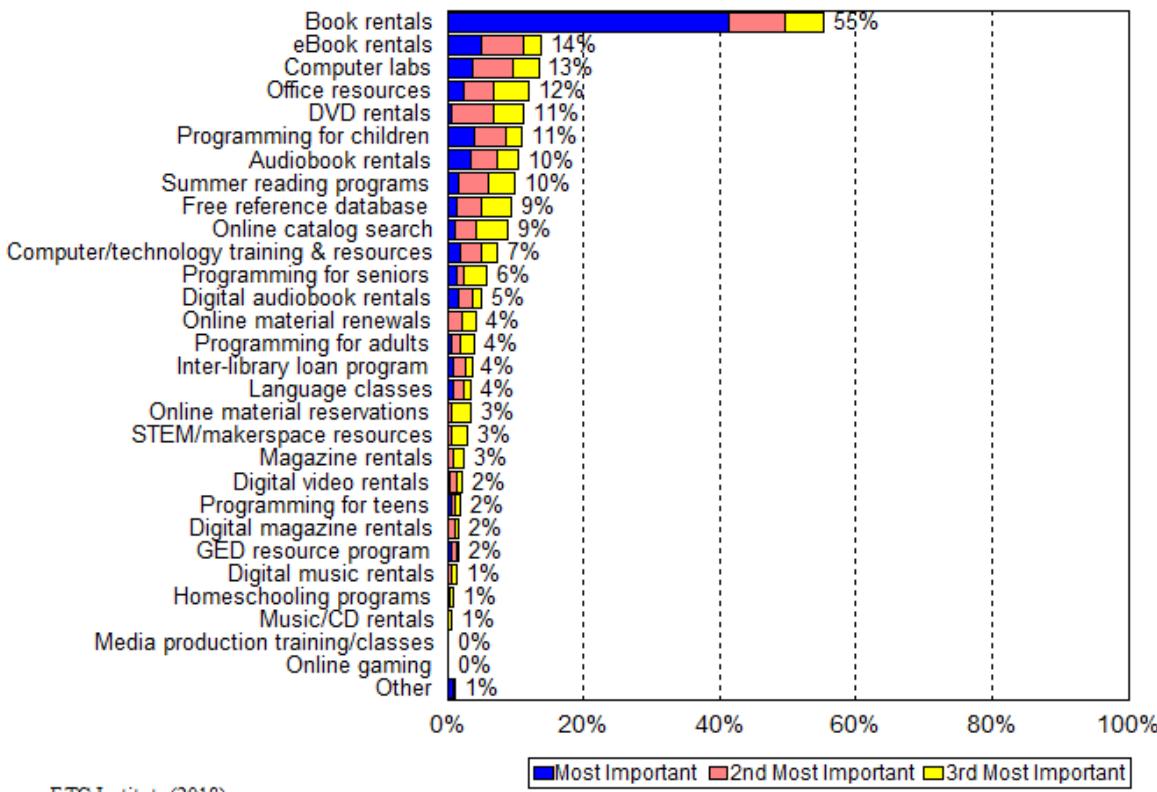
**Library Service/Program Importance:** In addition to assessing the needs for each library service/program, ETC Institute also assessed the importance that residents placed on each service/program. Based on the sum of respondents' top four choices, the four most important services/programs to residents were:

1. book rentals (55%),
2. eBook rentals (14%),
3. computer labs (13%), and
4. office resources (12%).

The percentage of residents who selected each library service/program as one of their top four choices is shown in the chart located at the top of the following page.

## Q7. Services/Programs That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

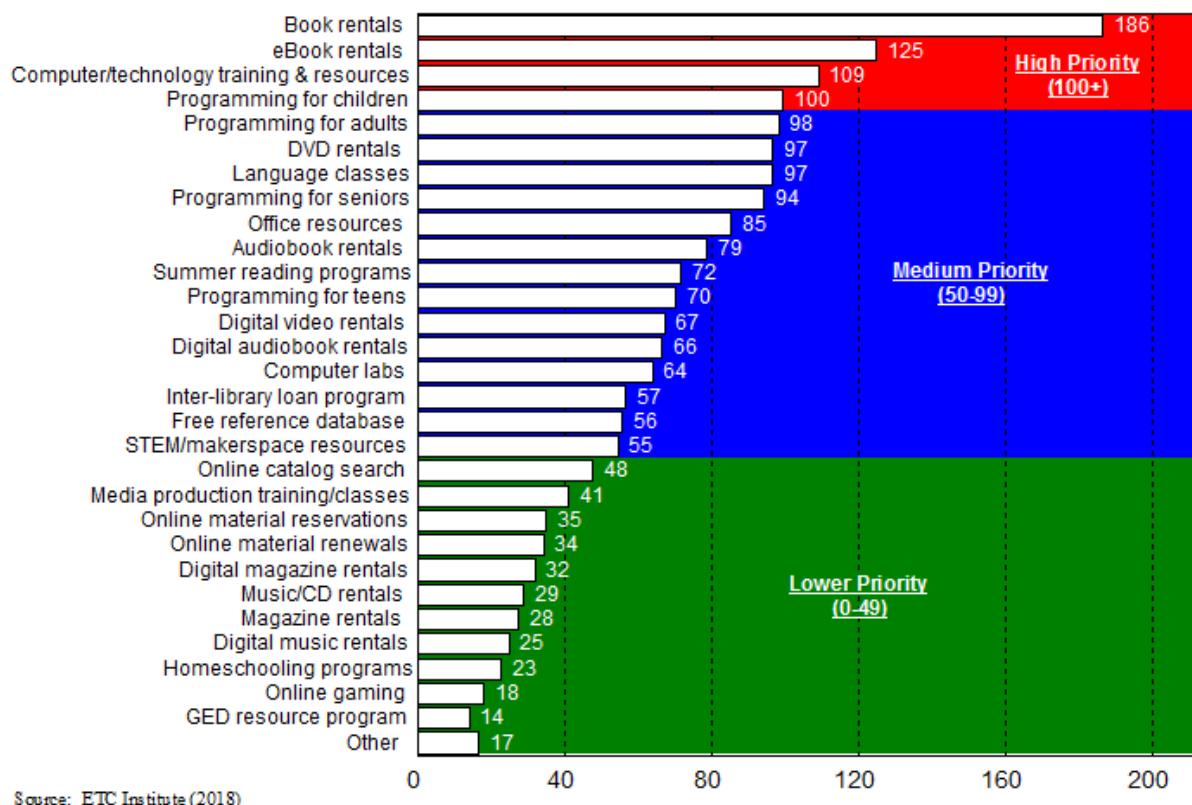
**Priorities for Library Services/Programs.** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation facilities, amenities, and program investments. The **Priority Investment Rating (PIR)** equally weights (1) the importance that residents place on library services/programs and (2) how many residents have unmet needs for the service/program. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the **Priority Investment Rating (PIR)**, the following four services/programs were rated as high priorities for investment:

- Book rentals (PIR=186)
- eBook rentals (PIR=125)
- Computer/technology training and resources (PIR=109)
- Programming for children (PIR=100)

The chart at the top of the following page shows the **Priority Investment Rating (PIR)** for each of the 29 library services/programs that were assessed on the survey.

## Top Priorities for Investment for Library Service/Program Based on the Priority Investment Rating



Source: ETC Institute (2018)

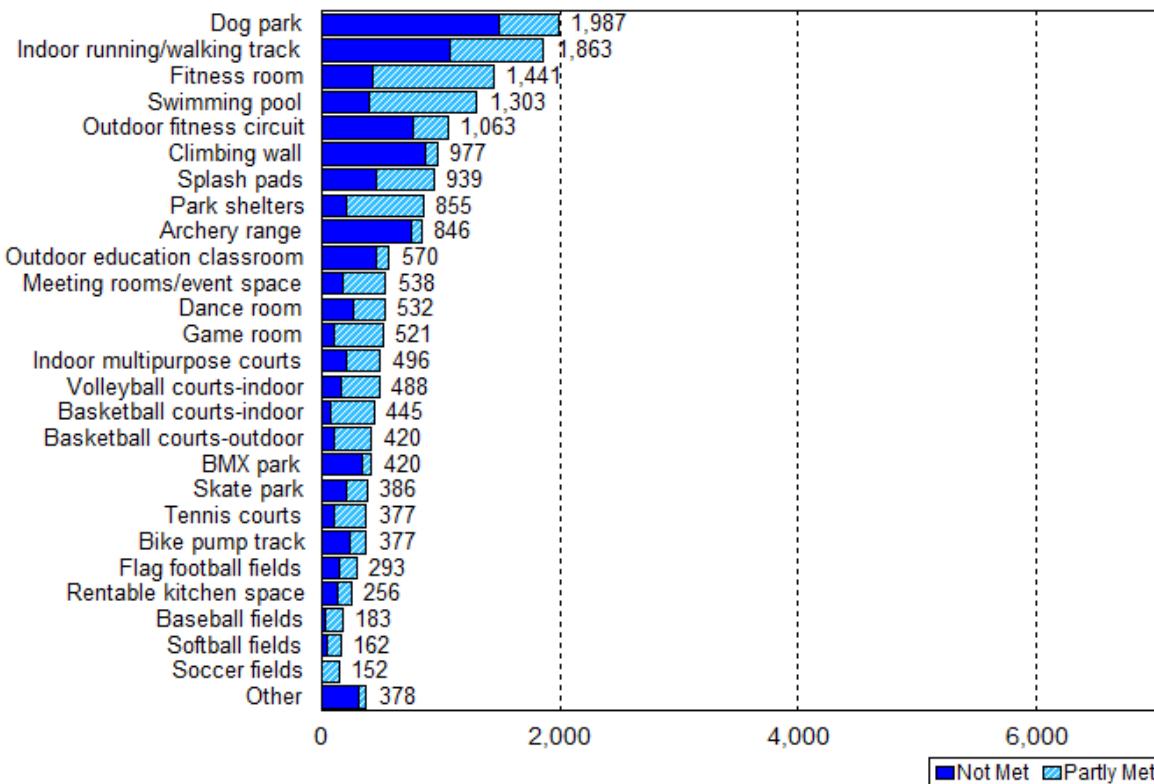
## Facility Needs and Priorities

**Facility Needs.** Respondents were also asked to identify if their household had a need for 26 facilities and rate how well their needs for each facility were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each facility.

The four facilities with the highest percentage of households that had needs were: an indoor running/walking track (45%), swimming pool (41%), fitness room (41%), and park shelters (33%). ETC Institute estimates a total of 3,202 households out of the 7,099 households in La Vista have a need for an indoor running/walking track, an estimated 2,896 households out of the 7,099 households in La Vista have a need for a swimming pool, and an estimated 2,882 households out of the 7,099 households in La Vista have a need for a fitness room. ETC Institute estimates a total of 1,987 households out of the 7,099 households in La Vista have unmet needs for a dog park, an estimated 1,863 households out of the 7,099 households in La Vista have unmet needs for an indoor running/walking track, and an estimated 1,441 households out of the 7,099 households in La Vista have unmet needs for a fitness room. The estimated number of households that have unmet needs for each of the 26 facilities that were assessed is shown in the chart at the top of the following page.

## Q18. Estimated Number of Households Whose Needs for Facilities Are Being Not Met Or Partly Met

by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

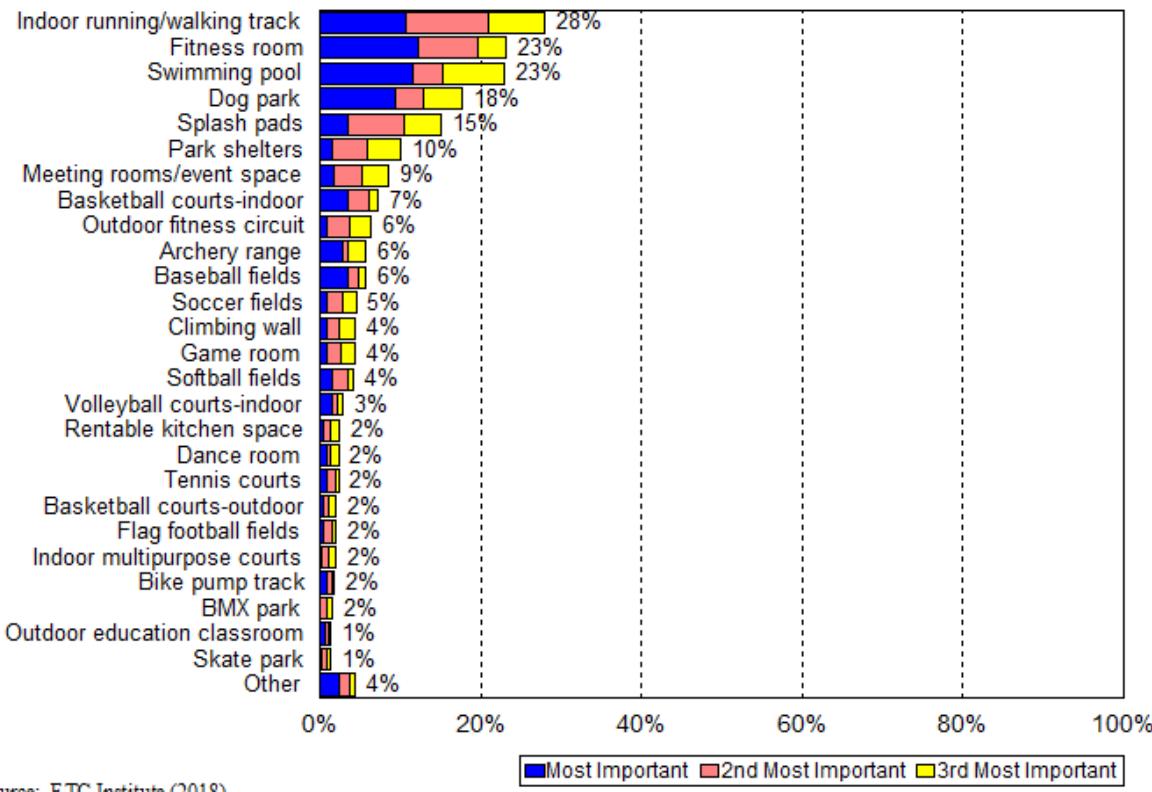
**Facility Importance.** In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the four most important facilities to residents were:

1. indoor running/walking track (28%),
2. fitness room (23%),
3. swimming pool (23%), and
4. dog park (18%).

The percentage of residents who selected each facility as one of their top four choices is shown in the chart at the top of the following page.

## Q19. Facilities That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

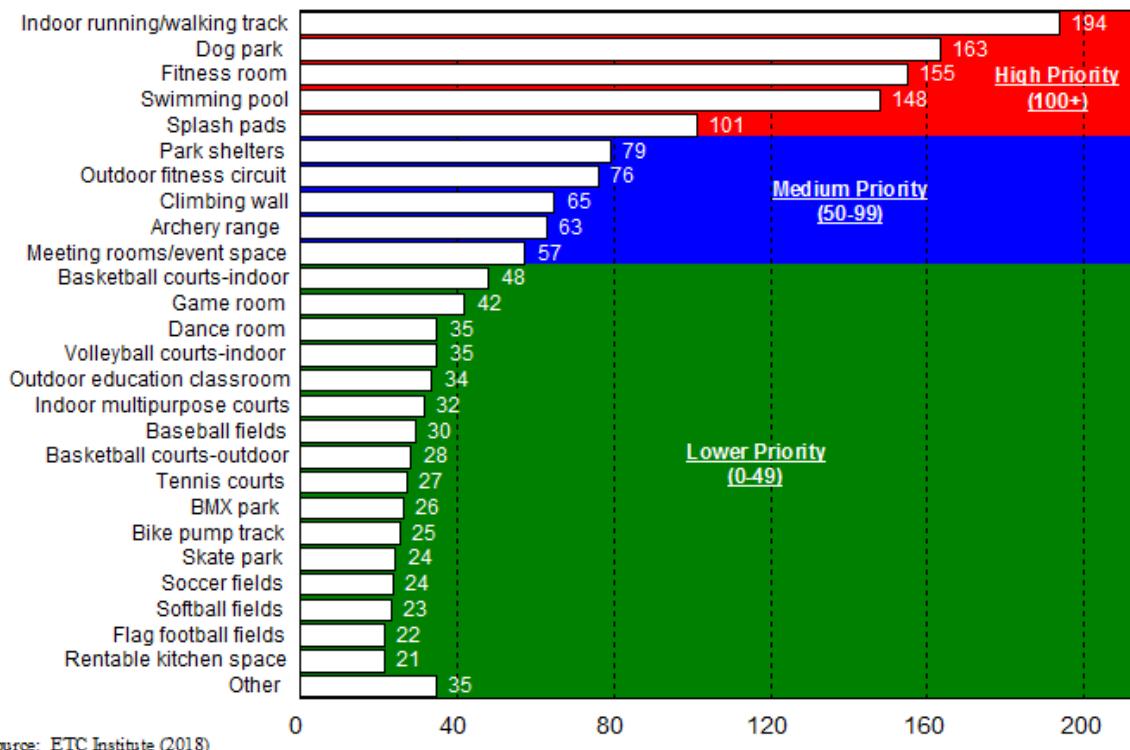
█Most Important █2nd Most Important █3rd Most Important

**Priorities for Facility Investments.** Based the **Priority Investment Rating (PIR)**, which was described briefly on Page iv of this Executive Summary and is described in more detail in Section 2 of this report, the following five facilities were rated as “high priorities” for investment:

- Indoor running/walking track (PIR=194)
- Dog park (PIR=163)
- Fitness room (PIR=155)
- Swimming pool (PIR=148)
- Splash pads (PIR=101)

The chart on the following page shows the **Priority Investment Rating (PIR)** for each of the 26 facilities that were rated.

## Top Priorities for Investment for Unmet Needs Rating for Recreation Facilities Based on the Priority Investment Rating



Source: ETC Institute (2018)

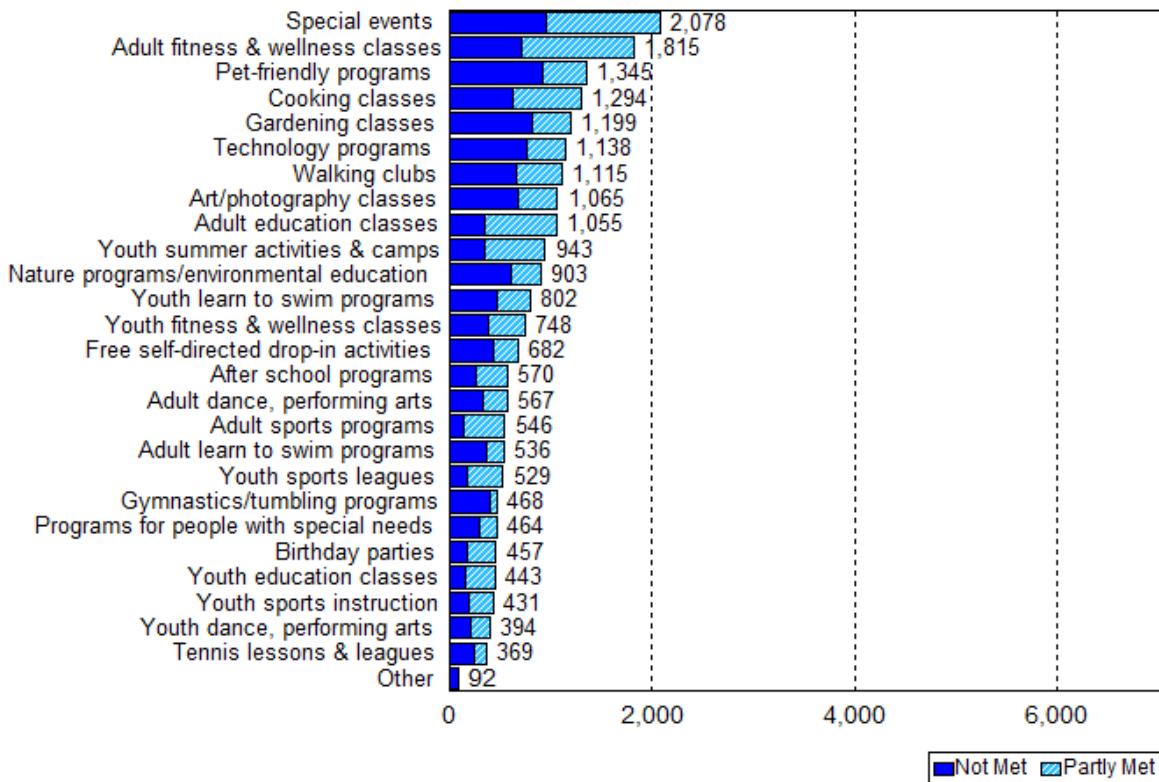
## Programming Needs and Priorities

**Programming Needs.** Respondents were also asked to identify if their household had a need for 26 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The four programs with the highest percentage of households that had needs were: adult fitness and wellness classes (41%), special events (41%), cooking classes (25%), and walking clubs (23%). ETC Institute estimates a total of 2,918 households out of the 7,099 households in La Vista have a need for adult fitness and wellness classes and an estimated 2,882 households out of 7,099 households in La Vista have a need for special events. ETC Institute estimates a total of 2,078 households out of the 7,099 households in La Vista have unmet needs for special events, an estimated 1,815 households out of the 7,099 households in La Vista have unmet needs for adult fitness and wellness classes, an estimated 1,345 households out of the 7,099 households in La Vista have unmet needs for pet-friendly programs, and an estimated 1,294 households out of the 7,099 households in La Vista have unmet needs for cooking classes. The estimated number of households that have unmet needs for each of the 26 programs that were assessed is shown in the chart on the following page.

## Q20. Estimated Number of Households Whose Needs for Programs Are Being Not Met or Partly Met

by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

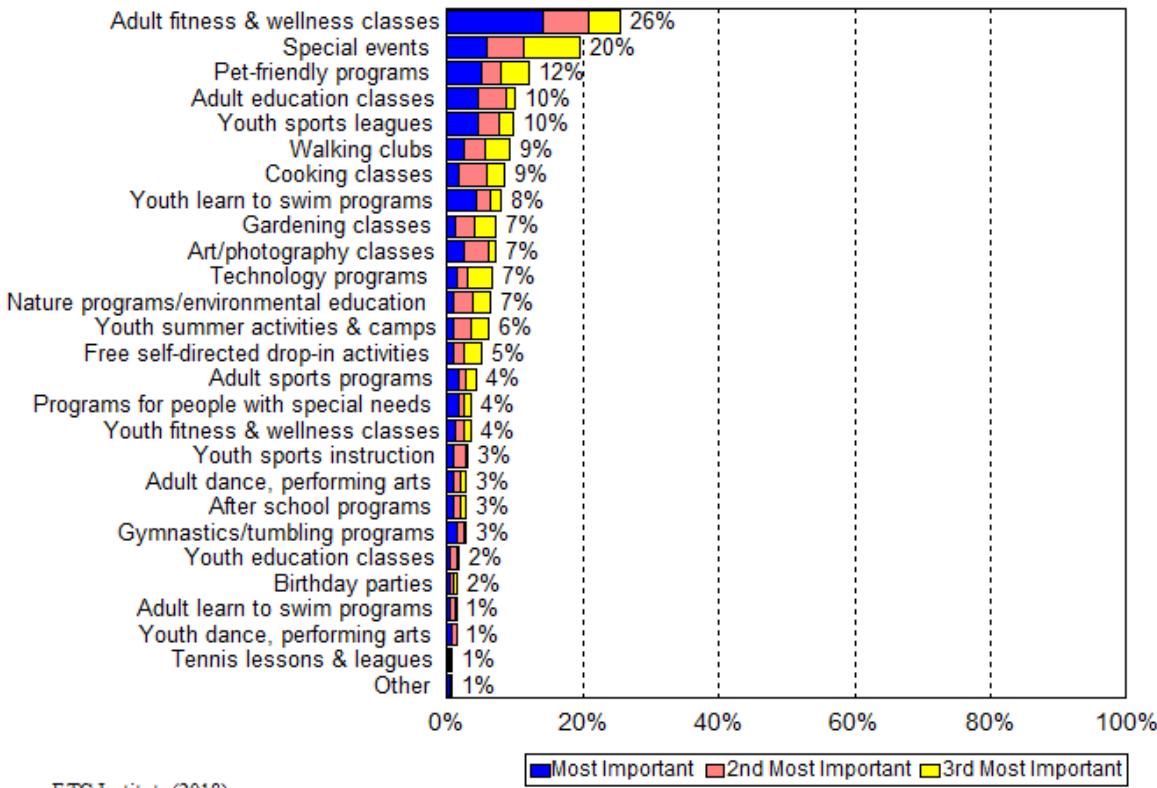
**Program Importance.** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top four choices, the five most important programs to residents were:

1. adult fitness and wellness classes (26%),
2. special events (20%),
3. pet-friendly programs (12%),
4. adult education classes (10%), and
5. youth sports leagues (10%).

The percentage of residents who selected each program as one of their top four choices is shown in the chart at the top of the following page.

## Q21. Programs That Are Most Important to Respondent Households

by percentage of respondents who selected the items as one of their top three choices



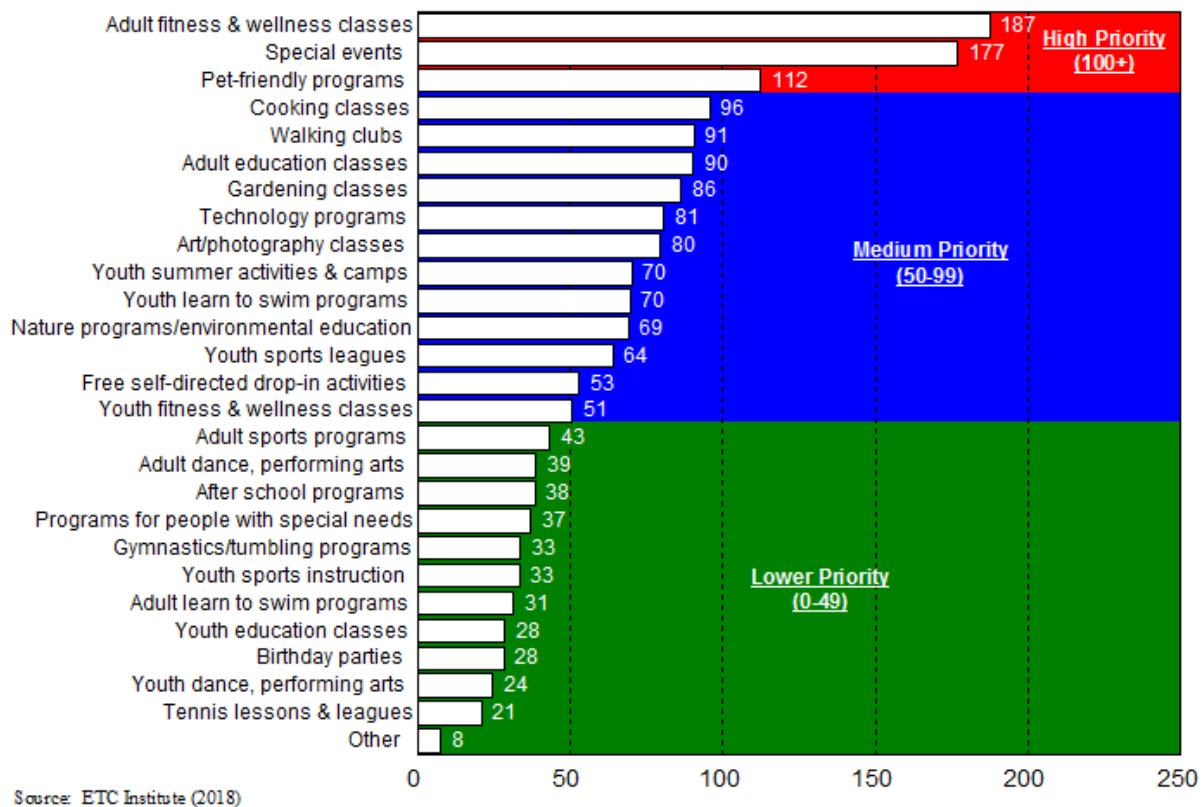
Source: ETC Institute (2018)

**Priorities for Programming Investments.** Based the **Priority Investment Rating (PIR)**, which was described briefly on Page iv of this Executive Summary and is described in more detail in Section 2 of this report, the following three programs were rated as “high priorities” for investment:

- Adult fitness and wellness classes (PIR=187)
- Special events (PIR=177)
- Pet-friendly programs (PIR=112)

The chart at the top of the following page shows the **Priority Investment Rating (PIR)** for each of the 26 programs that were rated.

## Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2018)

## Additional Findings

### La Vista Library

Seventy-one percent (71%) of respondents indicated they or members of their household have a library card for the La Vista Public Library.

The highest rated method in which respondent households indicated they typically use to find out about library events or services was through the CityWise quarterly newsletter (59%).

The highest rated principal roles and services of the library that respondent households believe are most important for the City of La Vista to provide were: supporting education and literacy for children and adults (68%) and providing resources for reading/listening/viewing (65%).

### La Vista Recreation

The highest rated source that respondent households use to find out information for City of La Vista Recreation events or services was the CityWise quarterly newsletter (76%).

Respondents were asked to indicate their preferred times to take a class or attend a recreation program. For **adults**, the four most popular time-slots were: Saturday morning (47%), Thursday early evening (43%), Wednesday early evening (42%), and Tuesday early evening (42%). For

**children**, the four most popular time-slots were: Thursday early evening (83%), Wednesday early evening (82%), Tuesday early evening (82%), and Friday early evening (81%).

When asked how supportive respondents would be of the City establishing dedicated spaces that would provide programming, classes, recreation, and fitness opportunities for seniors in the City, forty percent (40%) indicated they were “very supportive” and 39% indicated they were “supportive”.

The highest rated principal roles and services of La Vista Recreation that respondent households feel are the most important for the City to provide were: safe places for youth and teens (48%), opportunities to improve physical health and fitness (48%), opportunities for recreation (44%), and improving the quality of life in La Vista (41%).

## Recommendations

To ensure the City of La Vista continues to meet the needs and expectations of the community, ETC Institute recommends that the Parks and Recreation Department sustain and/or improve the performance in areas that were identified as “high priorities” by the **Priority Investment Rating (PIR)**. The library services/programs, recreation facilities, and recreation programs with the highest PIR ratings are listed below.

### Library Services/Program Priorities

- Book rentals (PIR=186)
- eBook rentals (PIR=125)
- Computer/technology training and resources (PIR=109)
- Programming for children (PIR=100)

### Facility Priorities

- Indoor running/walking track (PIR=194)
- Dog park (PIR=163)
- Fitness room (PIR=155)
- Swimming pool (PIR=148)
- Splash pads (PIR=101)

### Programming Priorities

- Adult fitness and wellness classes (PIR=187)
- Special events (PIR=177)
- Pet-friendly programs (PIR=112)

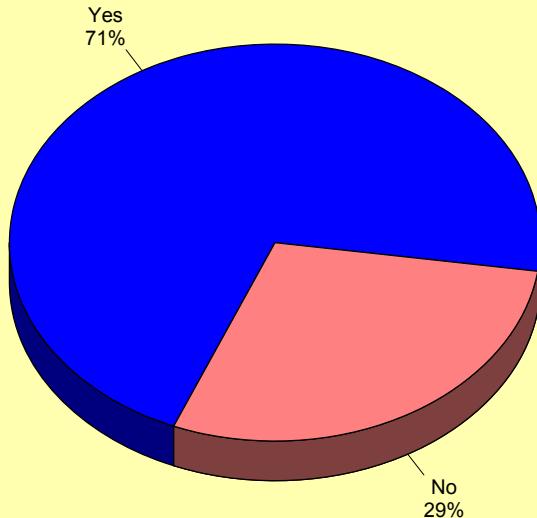
## **Section 1**

### ***Charts and Graphs***

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**Q1. Do you or any members of your household have a library card for the La Vista Public Library?**

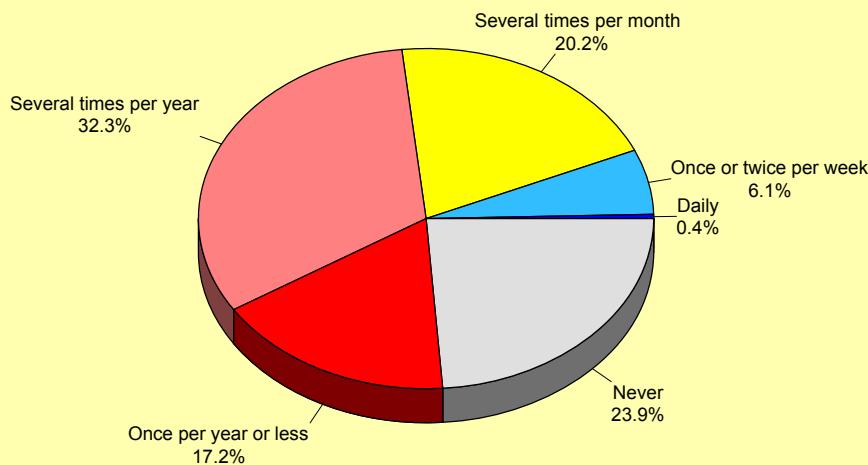
by percentage of respondents



Source: ETC Institute (2018)

**Q2. How often do you or members of your household visit the La Vista Library?**

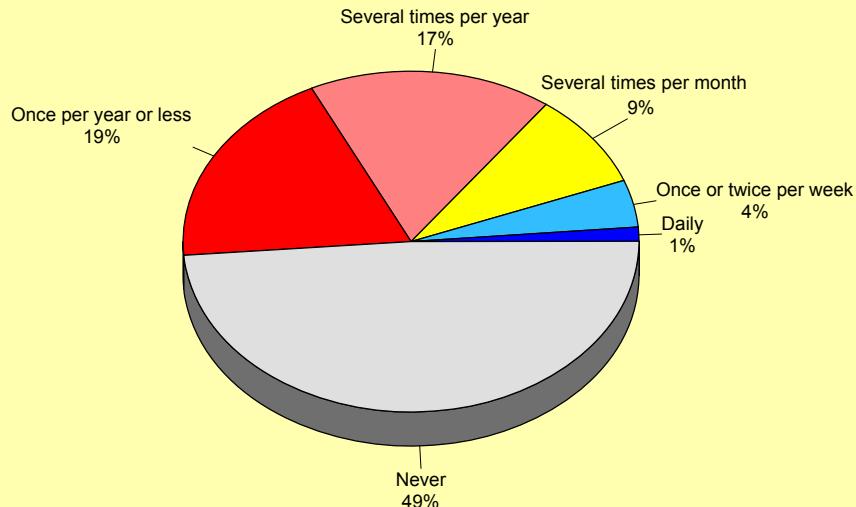
by percentage of households



Source: ETC Institute (2018)

### Q3. How often do you or members of your household access library resources online?

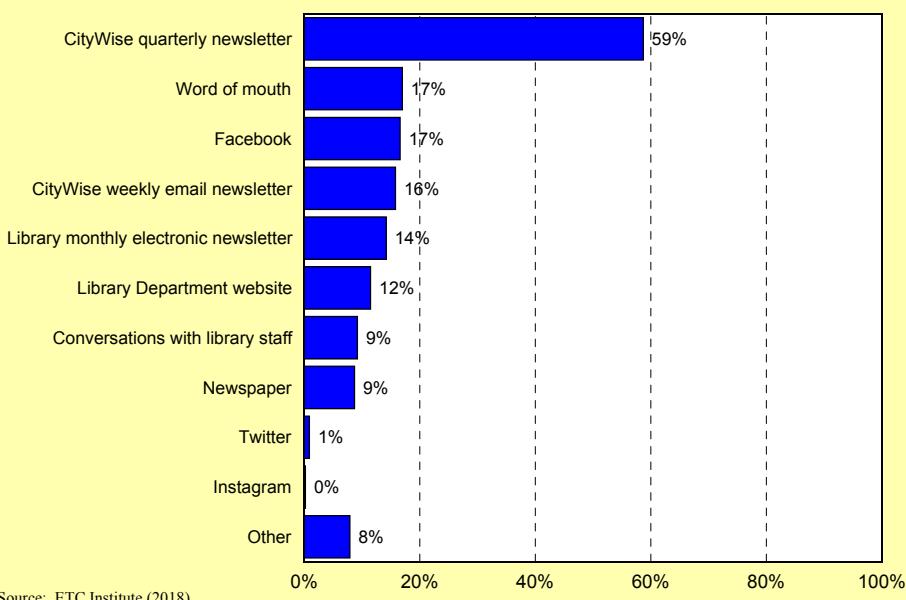
by percentage of households



Source: ETC Institute (2018)

### Q4. How do you typically find out about Library events or services?

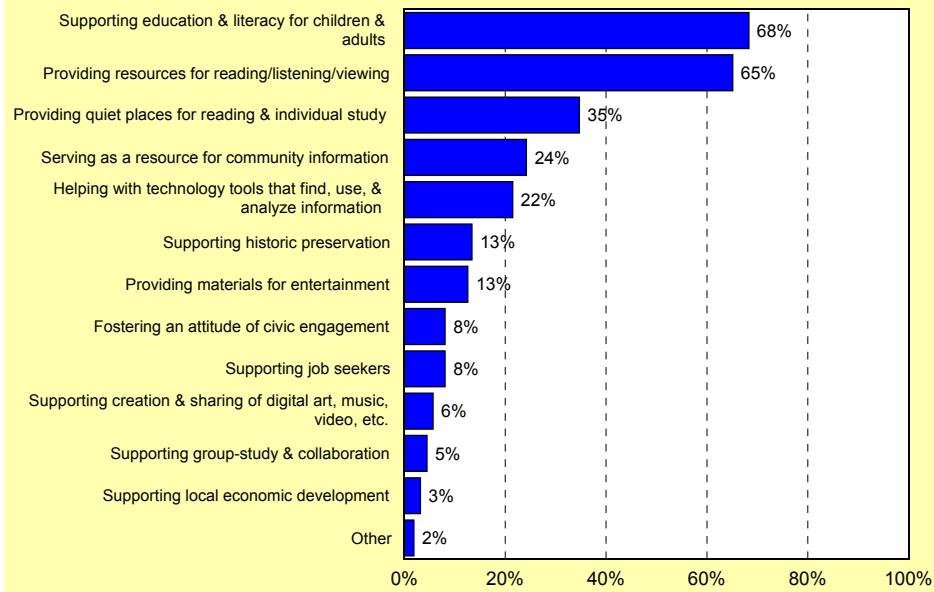
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

## Q5. Principal Roles & Services Most Important for the City of La Vista to Provide

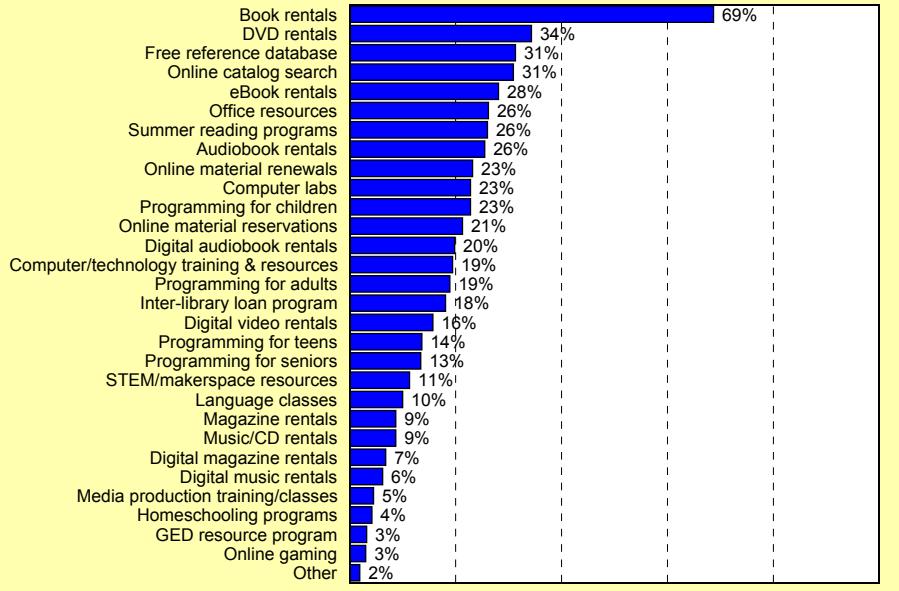
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

## Q6. Services/Programs Respondent Households Have a Need For

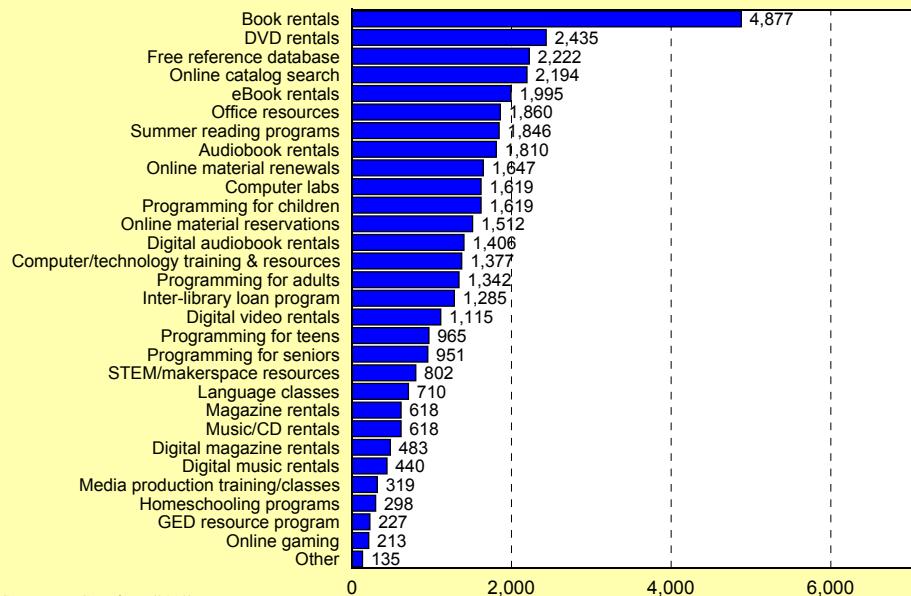
by percentage of respondents



Source: ETC Institute (2018)

## Q6. Estimated Number of Households That Have a Need for Various Services/Programs

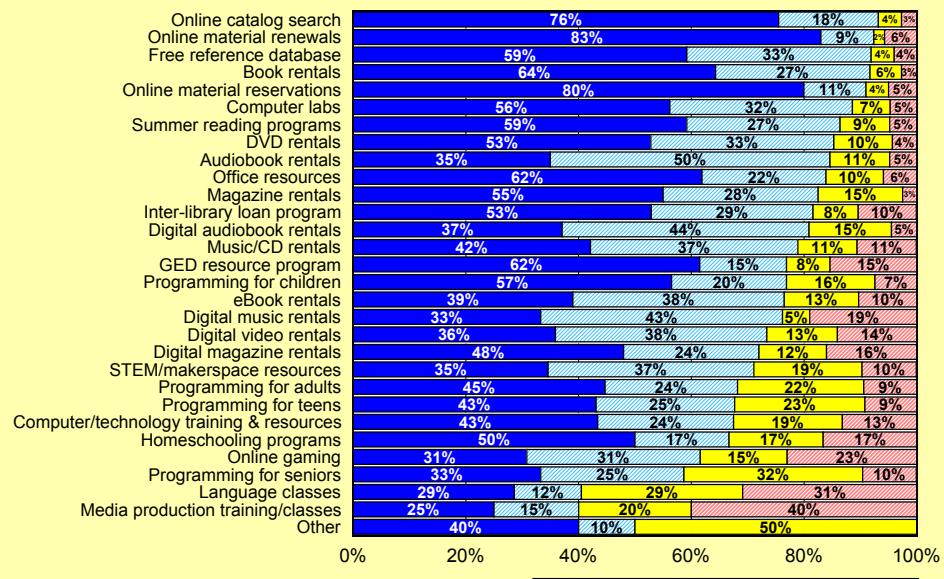
by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

## Q6. How Well La Vista Library or Other Agencies Meet the Needs of Respondent Households

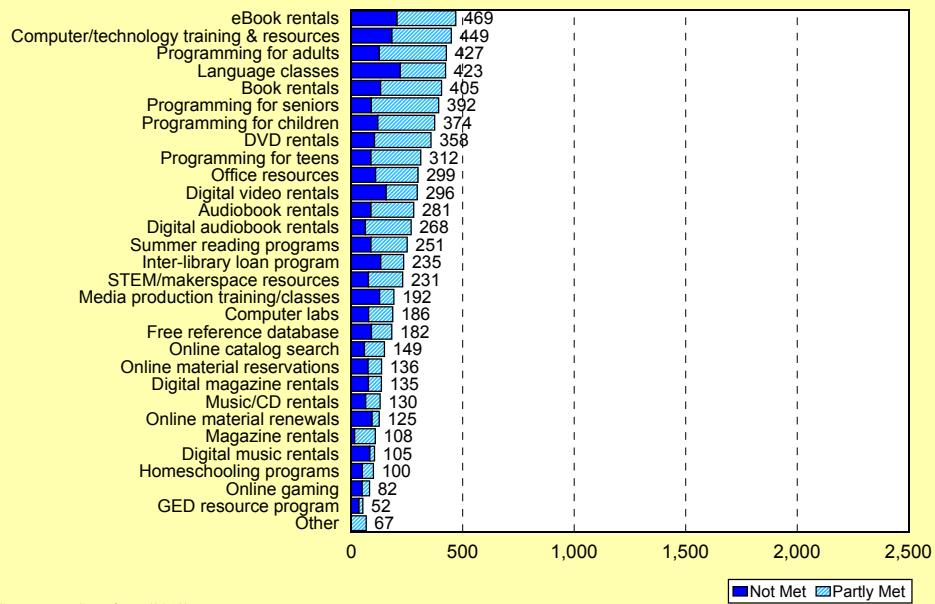
by percentage of respondents with a need for services/programs



Source: ETC Institute (2018)

## Q6. Estimated Number of Households Whose Needs for Services/Programs Are Being Not Met or Partly Met

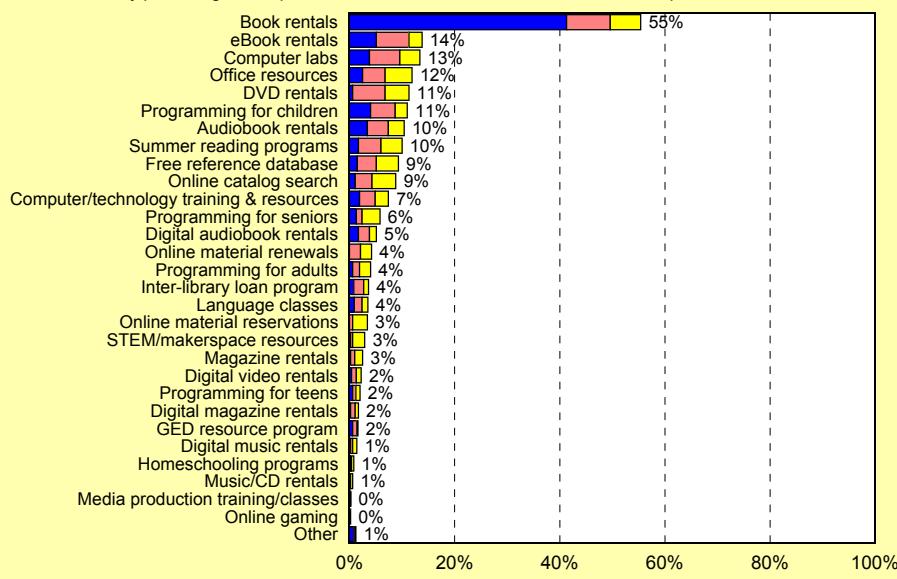
by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

## Q7. Services/Programs That Are Most Important to Respondent Households

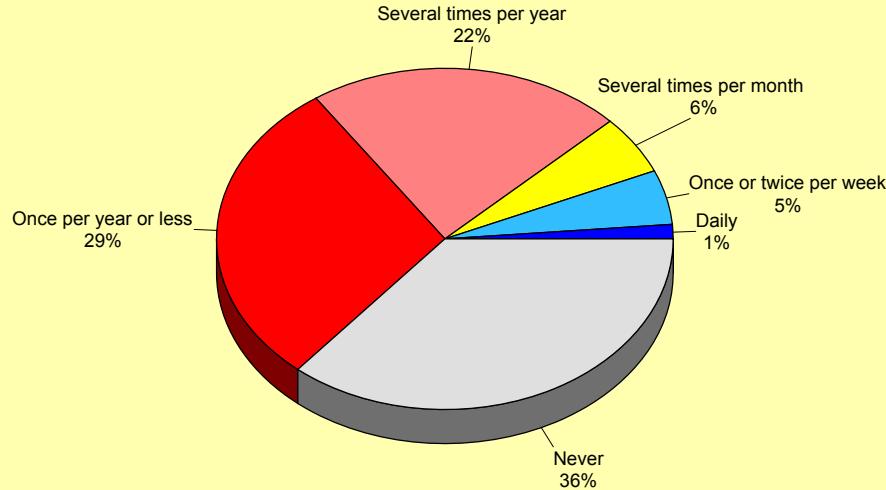
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

### Q8. How often do you or members of your household visit the La Vista Community Center?

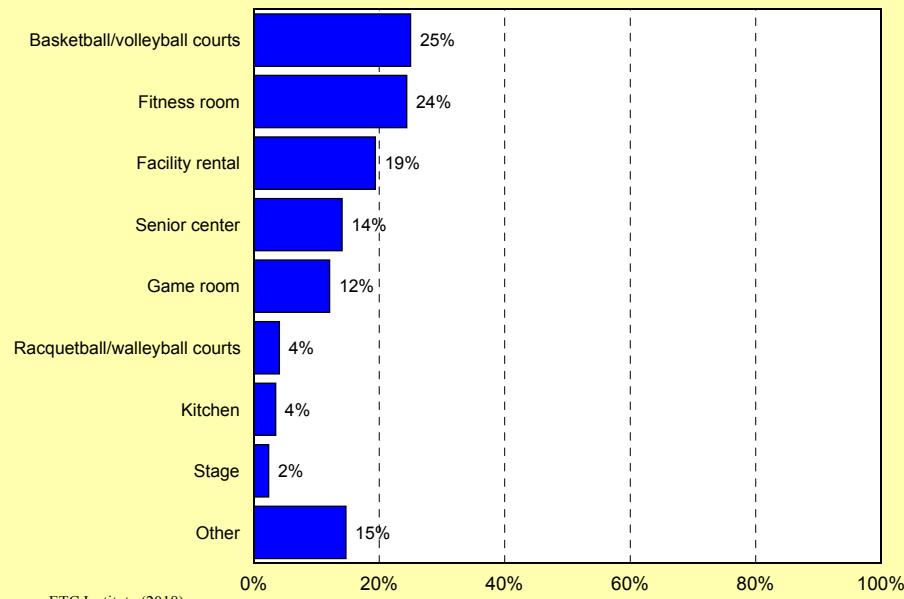
by percentage of households



Source: ETC Institute (2018)

### Q9. Amenities of the La Vista Community Center Respondent Households Have Used During the Past Year

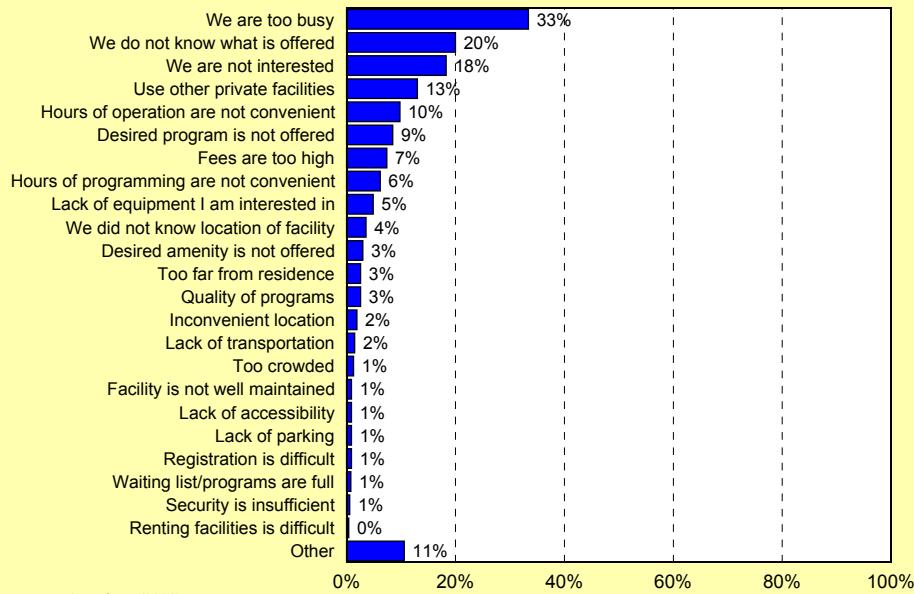
by percentage of households



Source: ETC Institute (2018)

## Q10. Reasons Preventing Households From Using the La Vista Community Center, or Using it More Often

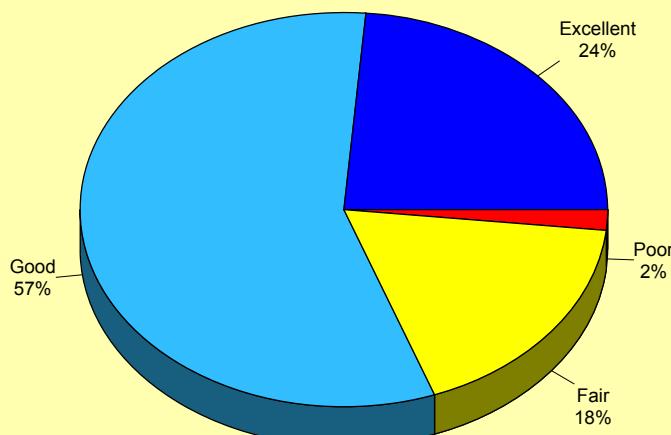
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

## Q11. How would you rate the condition of La Vista Recreation facilities compared to other facilities available to you and the members of your household?

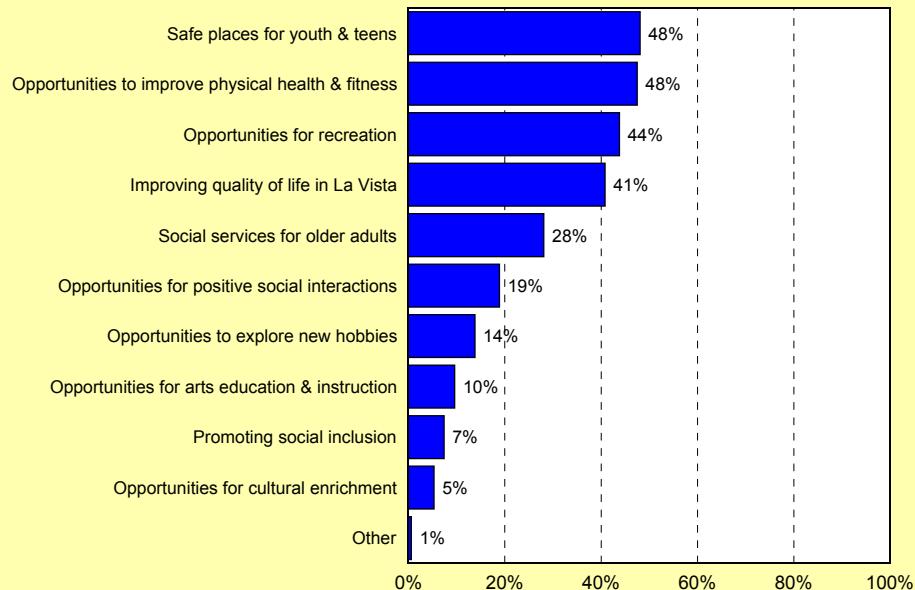
by percentage of households



Source: ETC Institute (2018)

## Q12. Principal Roles & Services of La Vista Recreation That Are Most Important to Provide

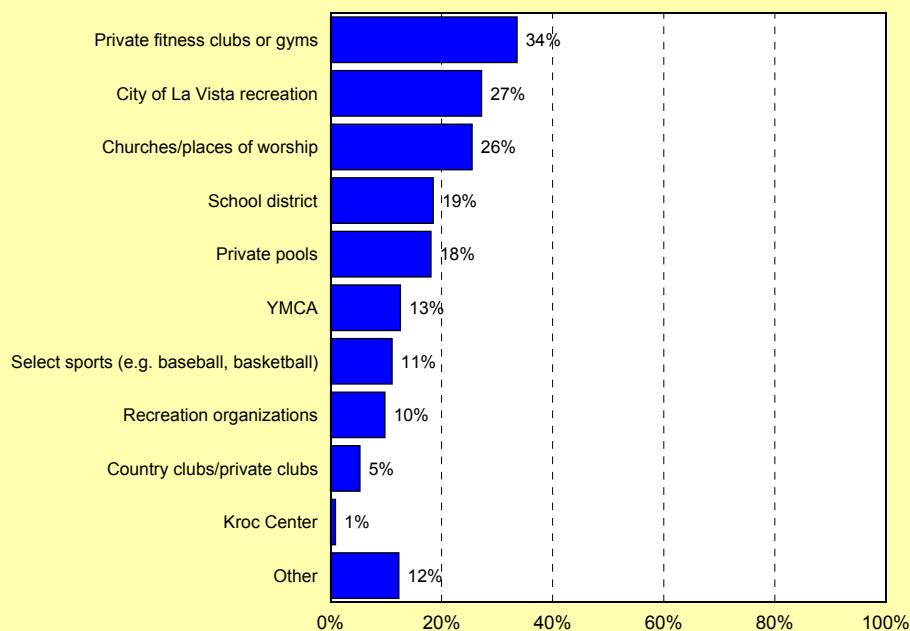
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

## Q13. Organizations Households Use for Recreation

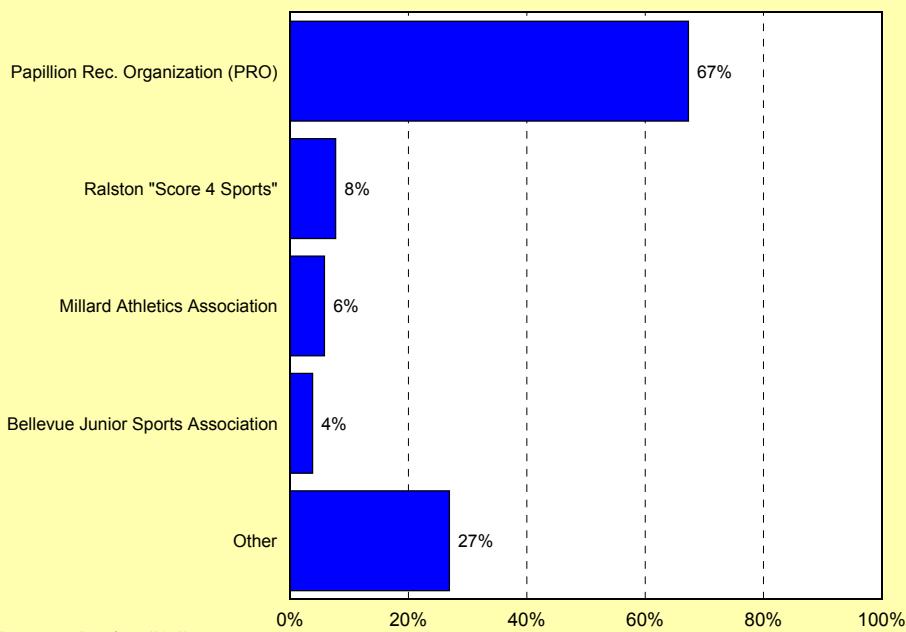
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q13a. Recreation Organizations Respondent Households Use

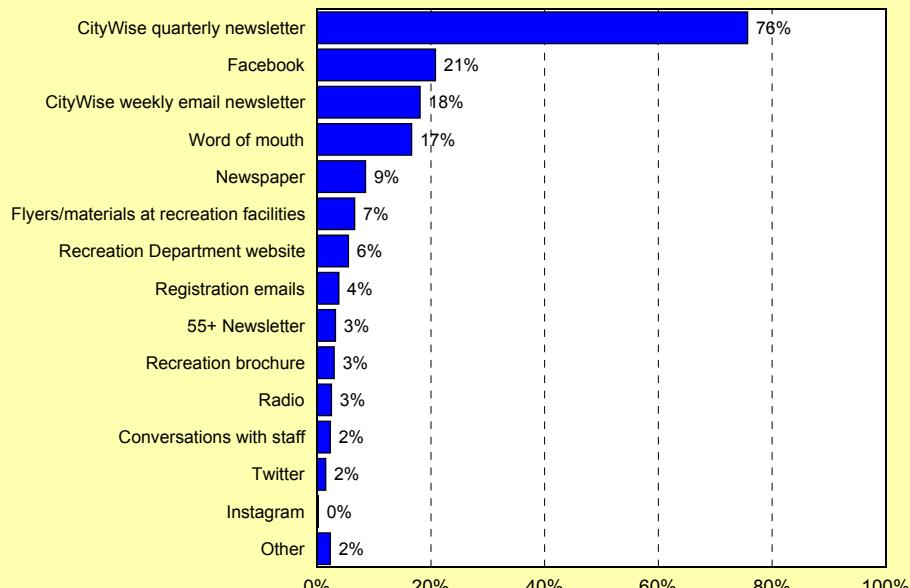
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q14. Main Sources of Information for City of La Vista Recreation Events or Services

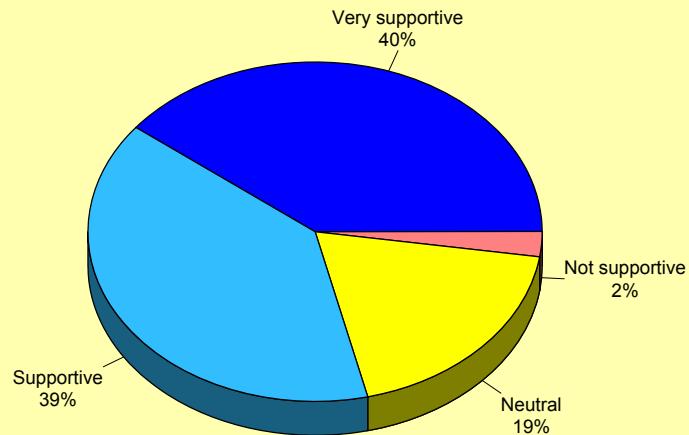
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

**Q15. How supportive would you be of the City of La Vista exploring the need for dedicated spaces that would provide programming, classes, recreation, & fitness opportunities for seniors in La Vista?**

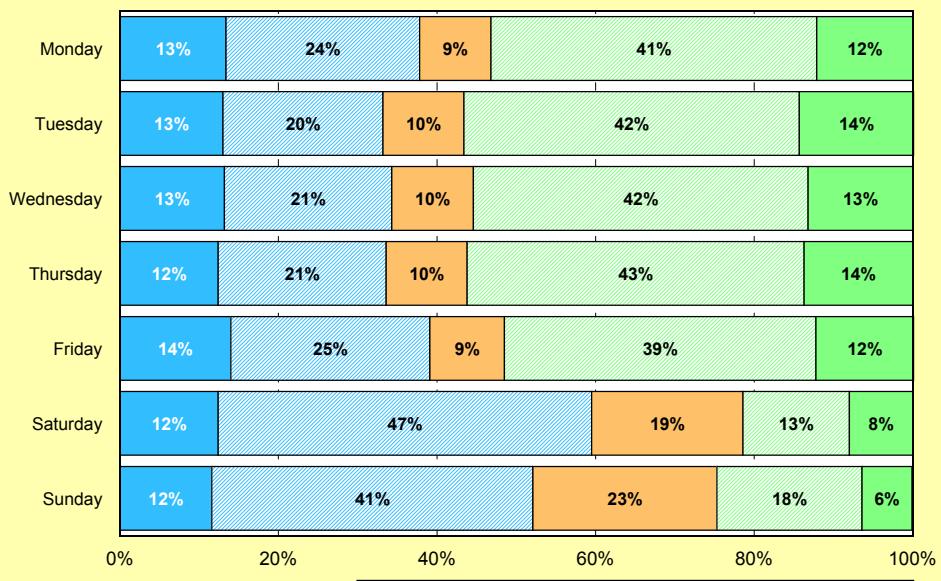
by percentage of households



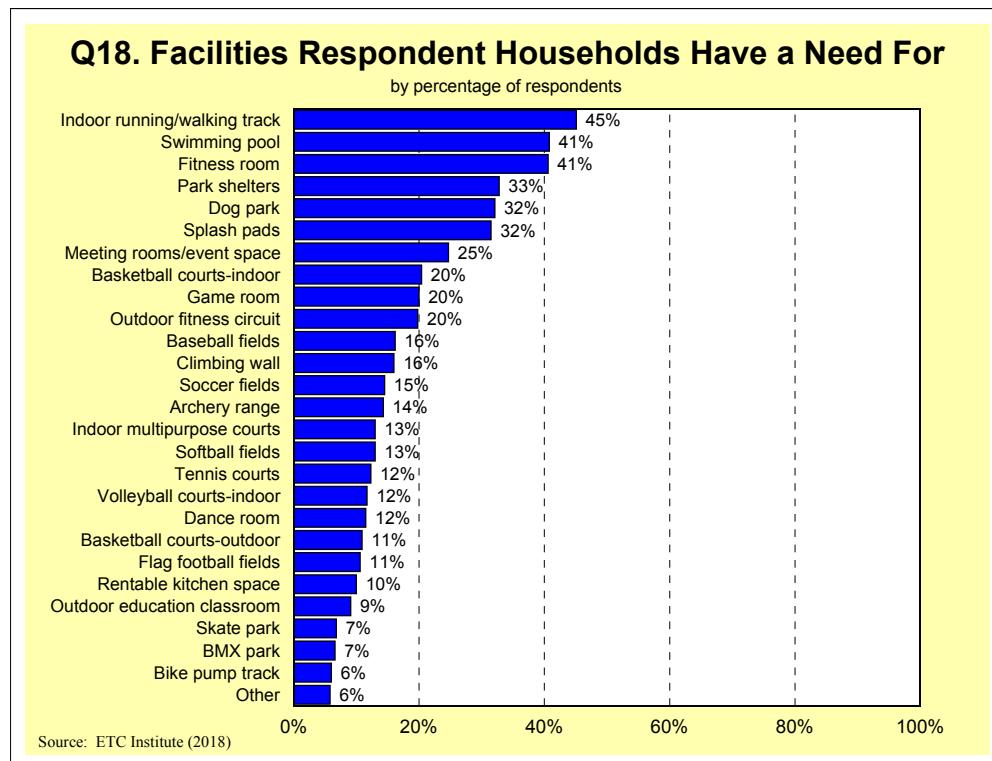
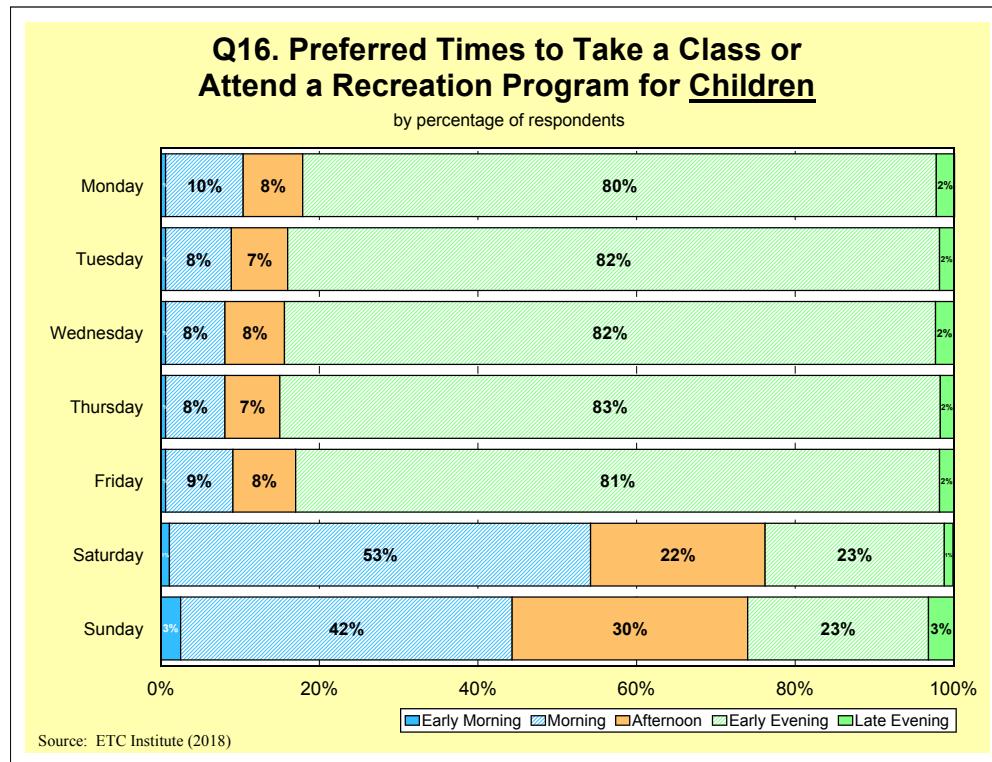
Source: ETC Institute (2018)

**Q16. Preferred Times to Take a Class or Attend a Recreation Program for Adults**

by percentage of respondents

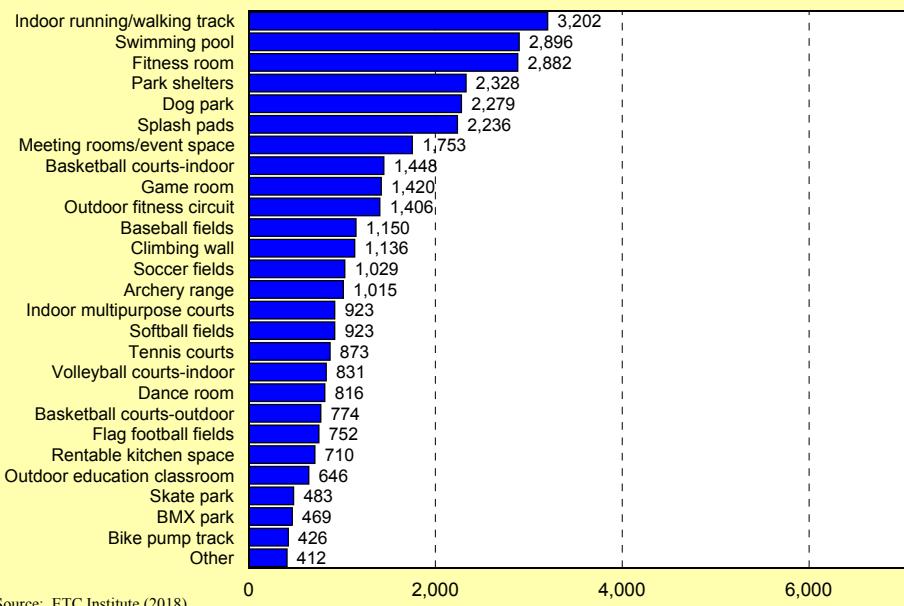


Source: ETC Institute (2018)



## Q18. Estimated Number of Households That Have a Need for Various Facilities

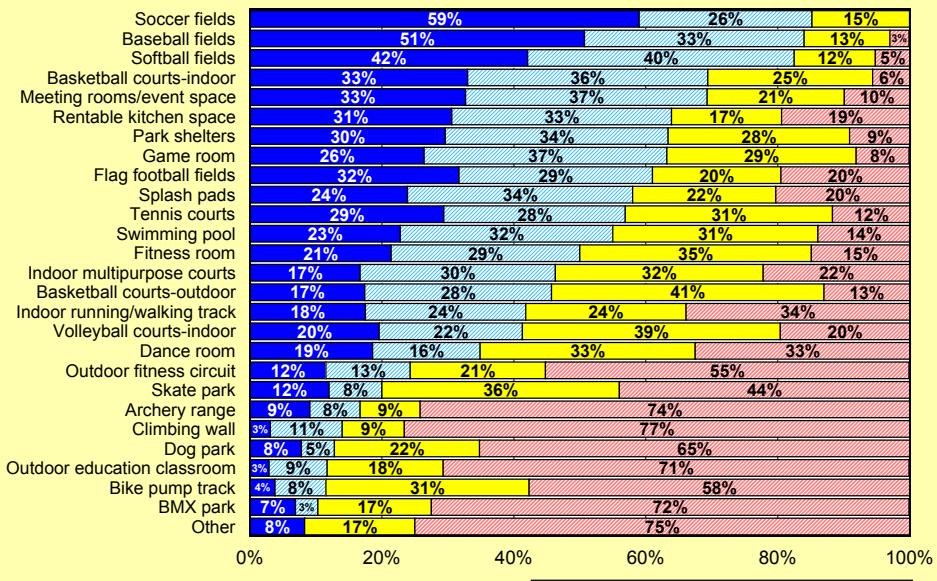
by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

## Q18. How Well Parks and Recreation Facilities Meet the Needs of Respondent Households

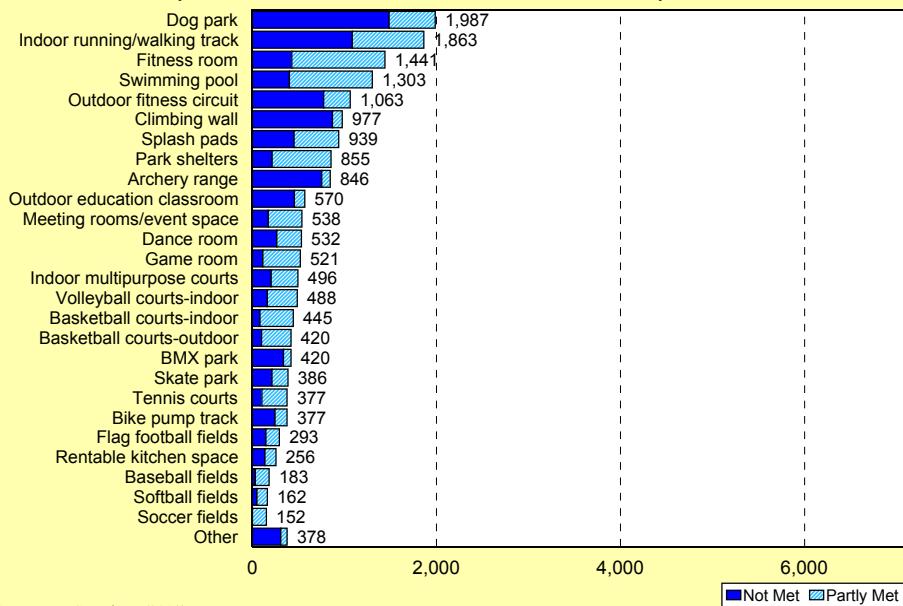
by percentage of respondents with a need for facilities



Source: ETC Institute (2018)

### Q18. Estimated Number of Households Whose Needs for Facilities Are Being Not Met Or Partly Met

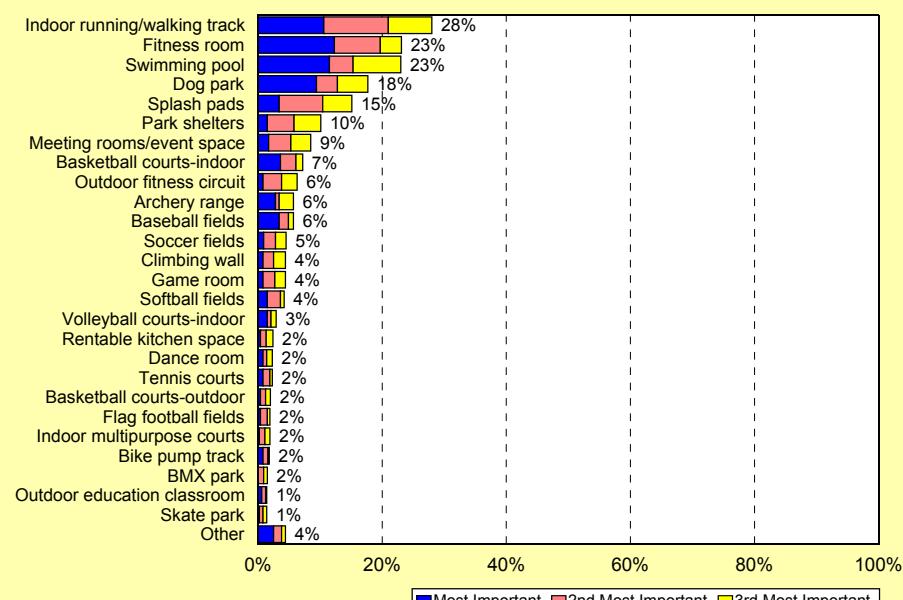
by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

### Q19. Facilities That Are Most Important to Respondent Households

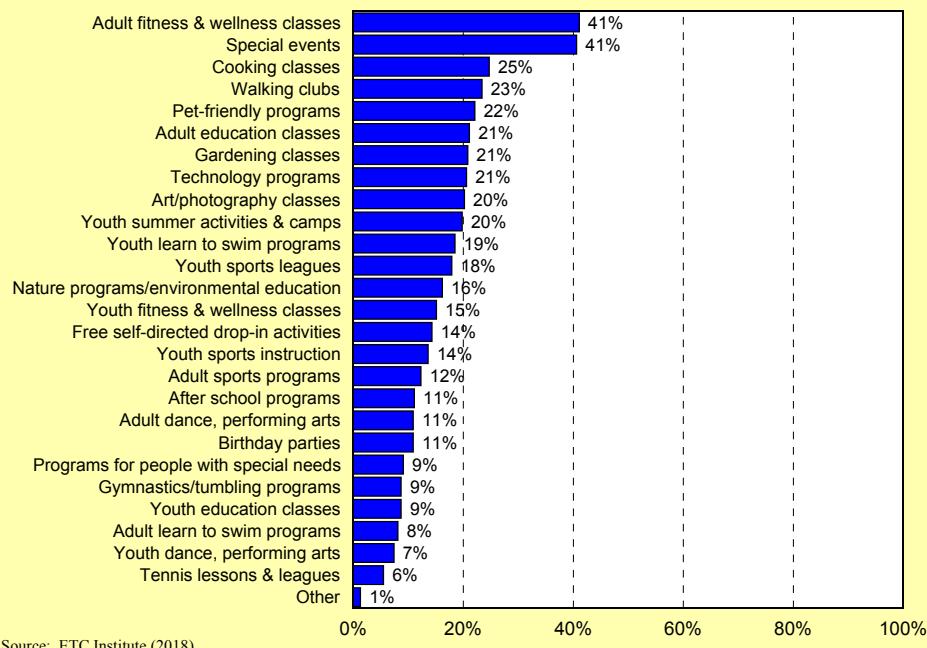
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

## Q20. Programs Respondent Households Have a Need For

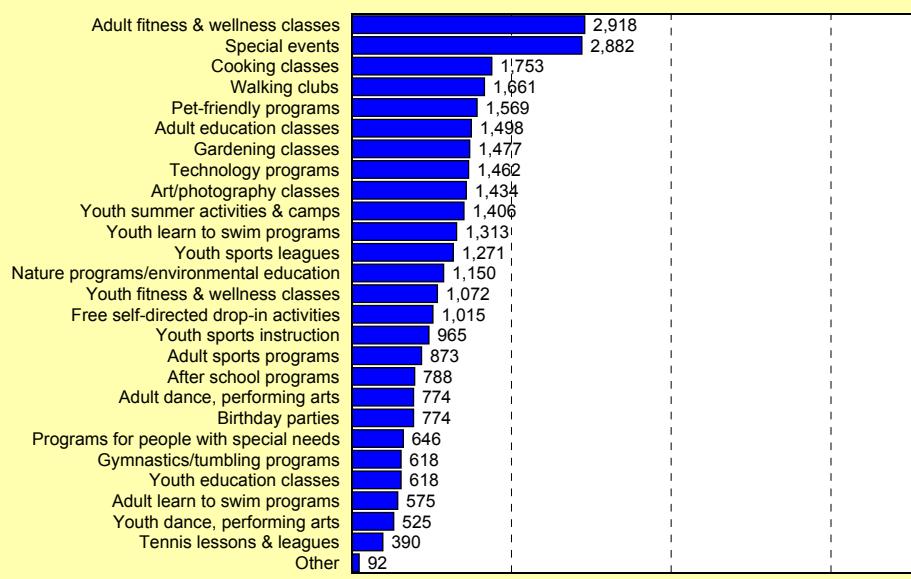
by percentage of respondents



Source: ETC Institute (2018)

## Q20. Estimated Number of Households That Have a Need for Various Programs

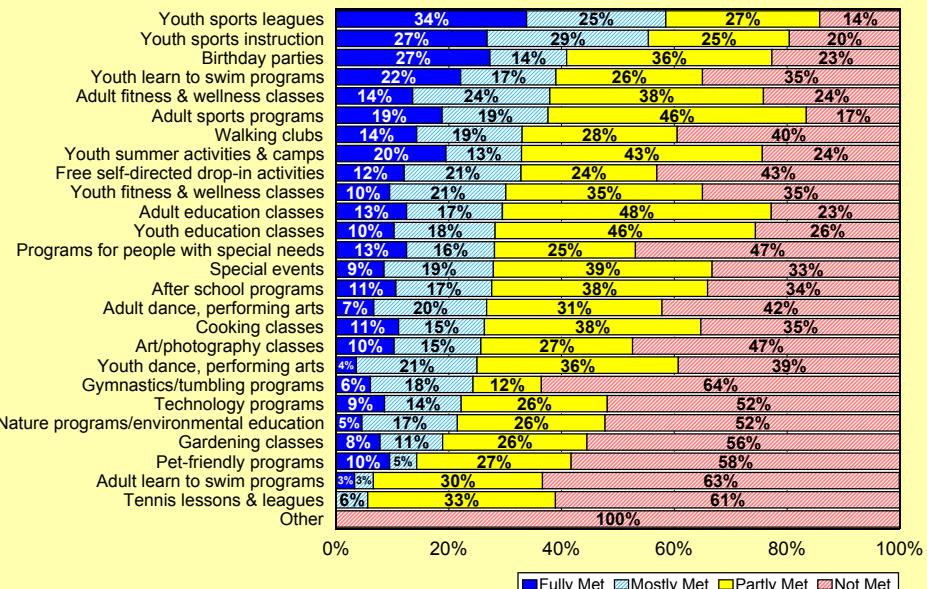
by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

## Q20. How Well Parks and Recreation Programs Meet the Needs of Respondent Households

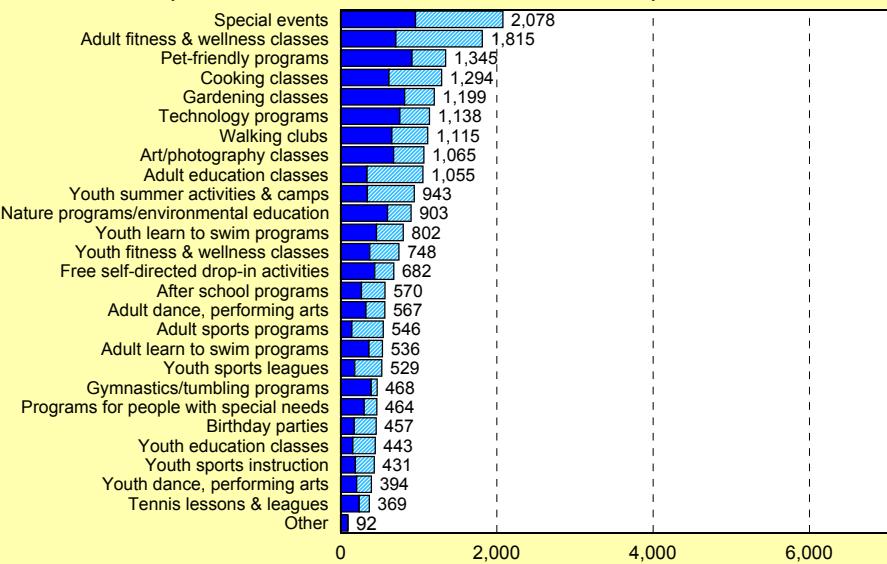
by percentage of respondents with a need for programs



Source: ETC Institute (2018)

## Q20. Estimated Number of Households Whose Needs for Programs Are Being Not Met or Partly Met

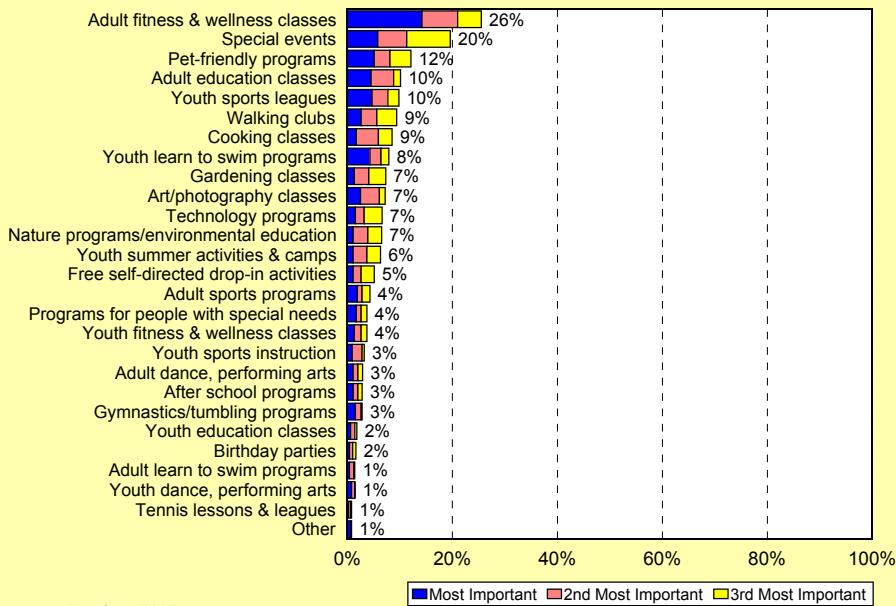
by number of households based on 7,099 households in the City of La Vista



Source: ETC Institute (2018)

## Q21. Programs That Are Most Important to Respondent Households

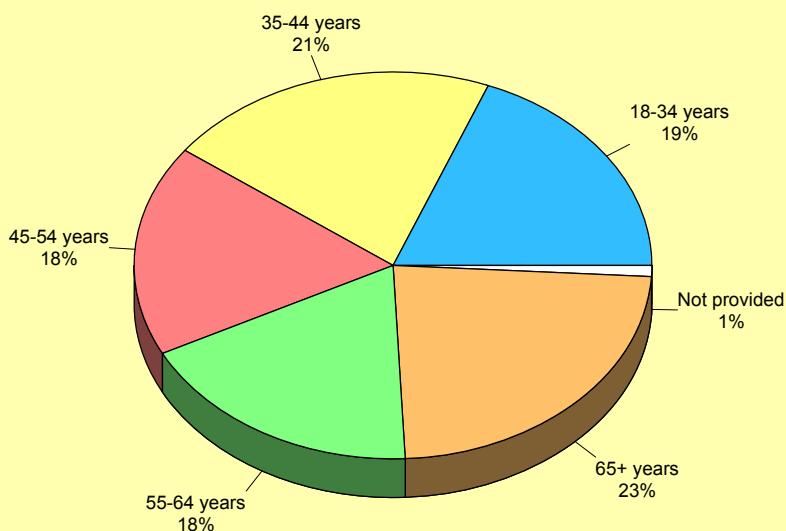
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2018)

## Q22. Demographics: What is your age?

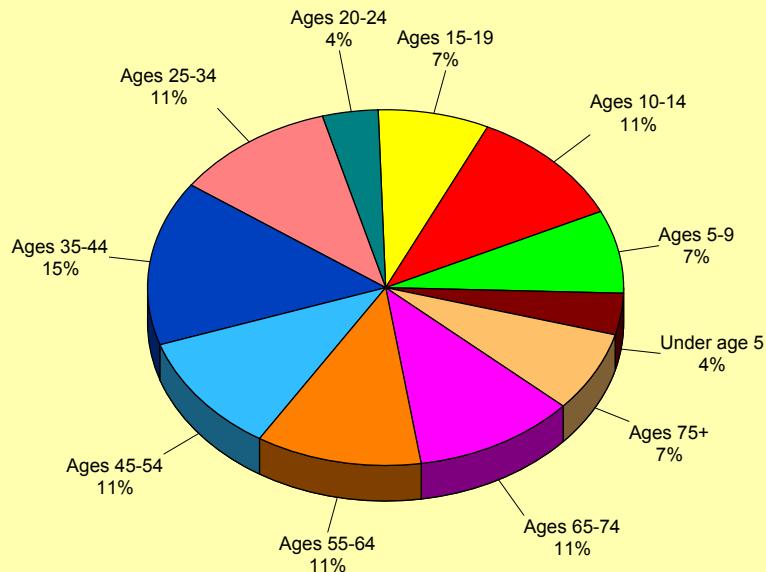
by percentage of respondents



Source: ETC Institute (2018)

**Q23. Demographics: Ages of People in Household**

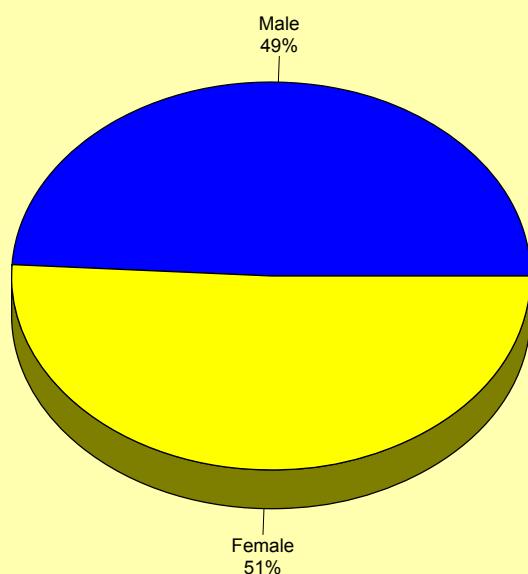
by percentage of household occupants



Source: ETC Institute (2018)

**Q24. Demographics: What is your gender?**

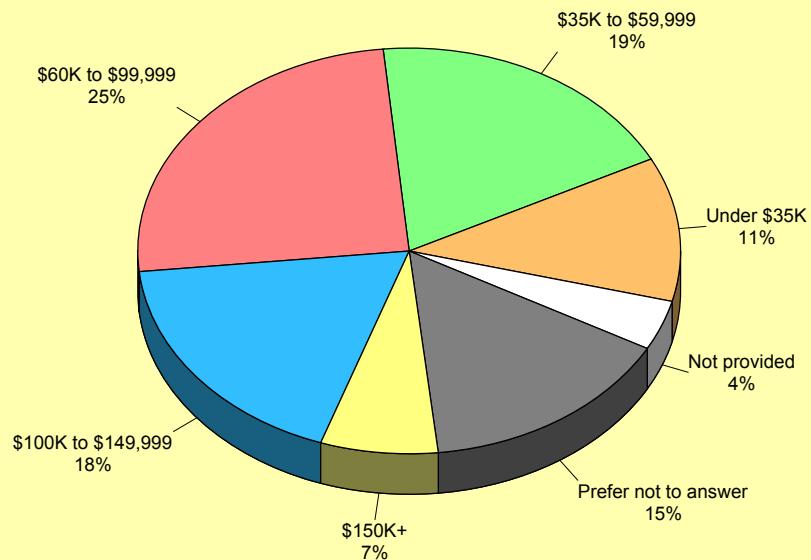
by percentage of respondents



Source: ETC Institute (2018)

**Q25. Demographics: What is your total household income?**

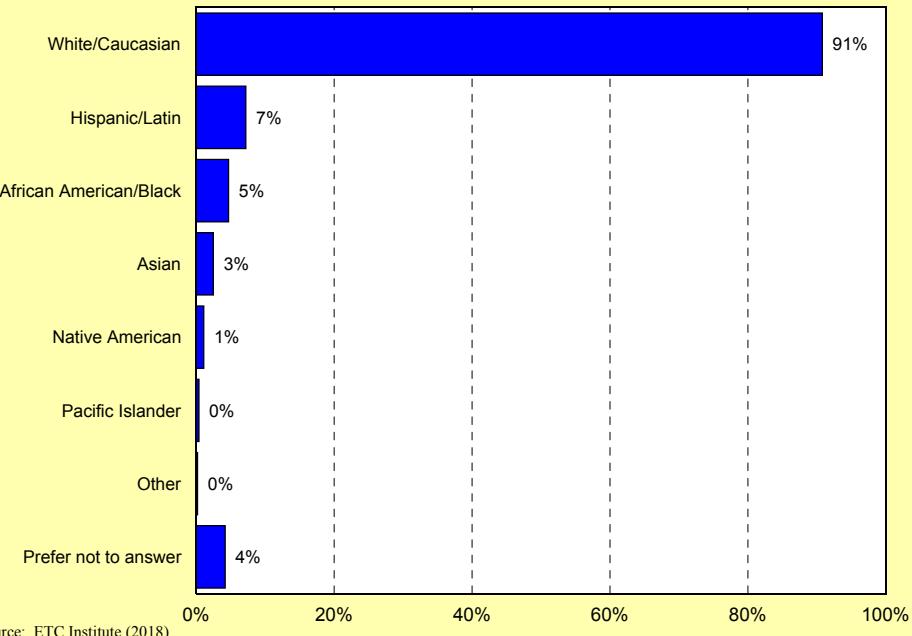
by percentage of respondents



Source: ETC Institute (2018)

**Q26. Demographics: Race/Ethnicity**

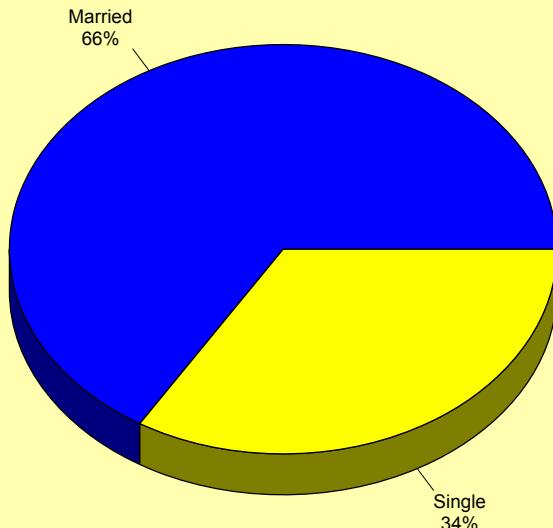
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

**Q27. Demographics: What is your marital status?**

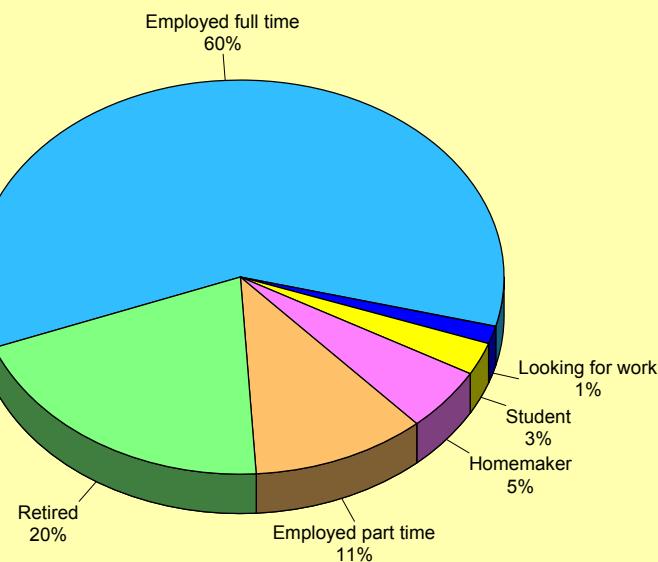
by percentage of respondents



Source: ETC Institute (2018)

**Q28. Demographics: Employment Status**

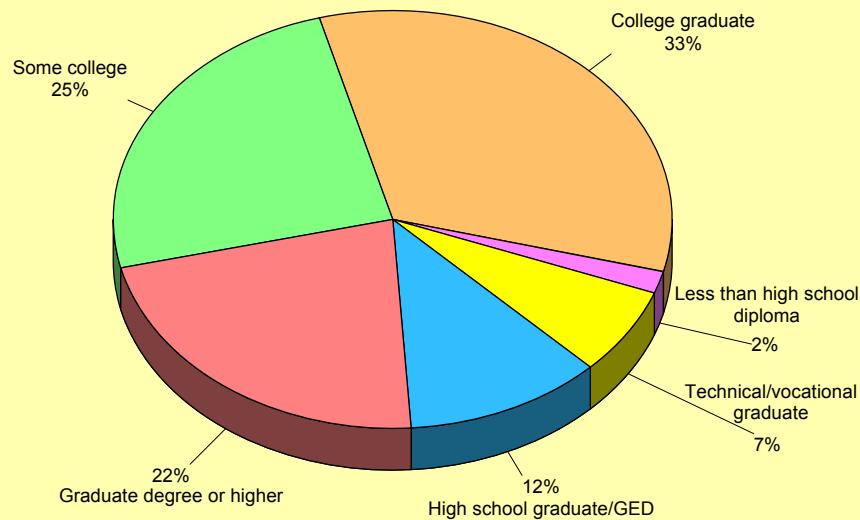
by percentage of respondents



Source: ETC Institute (2018)

**Q29. Demographics: What is the highest level of education that you've completed?**

by percentage of respondents



Source: ETC Institute (2018)

## **Section 2**

### ***Priority Investment Rating***

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# Priority Investment Rating

## City of La Vista, Nebraska

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The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for tennis courts is 19.0 (out of 100) and the Importance Rating for tennis courts is 8.2 (out of 100), the Priority Investment Rating for tennis courts is 27.2 (out of 200).

### How to Analyze the Charts:

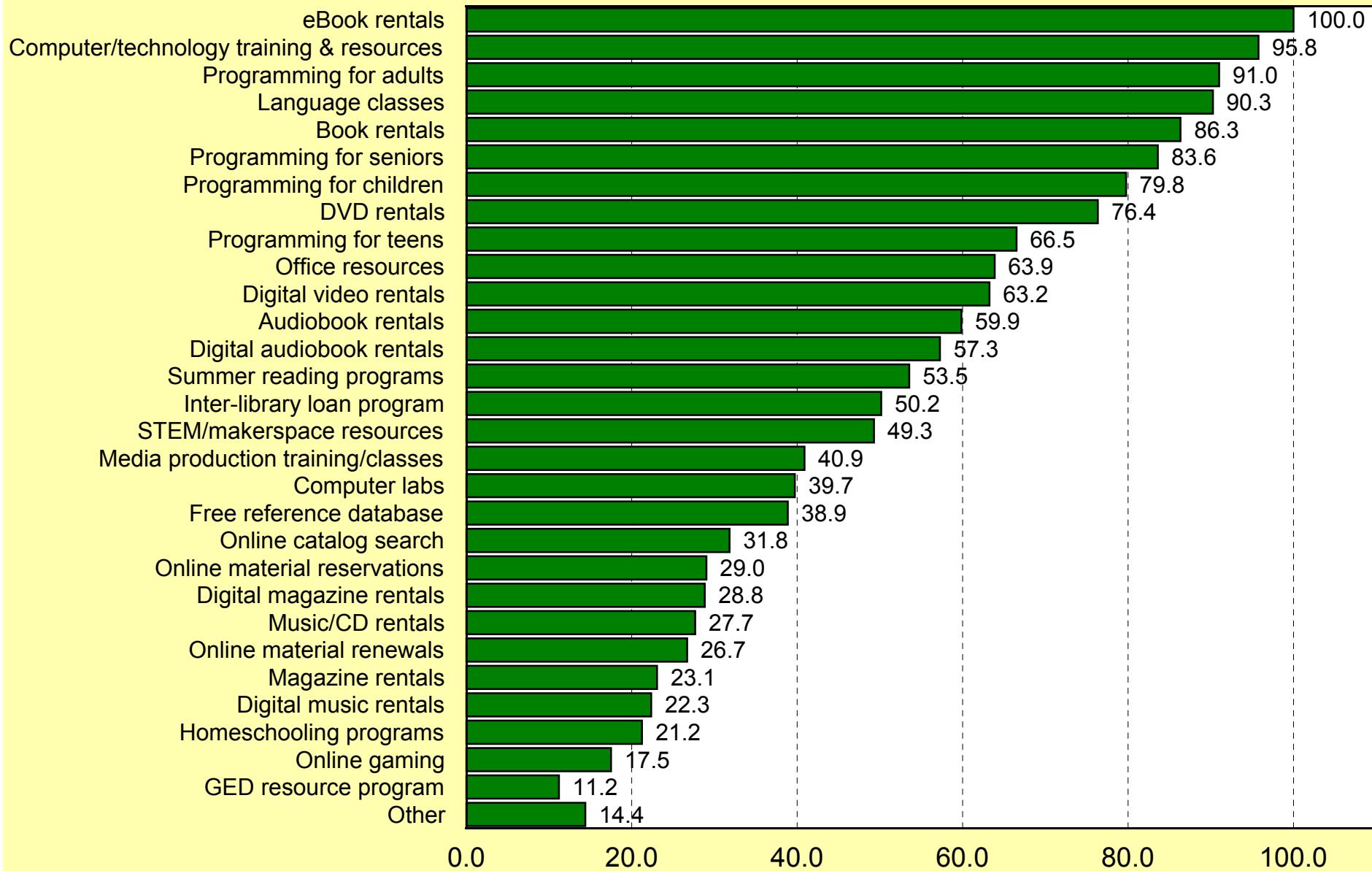
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for library services/programs, recreation facilities, and recreation programs.

# Unmet Needs Rating for Library Service/Program

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

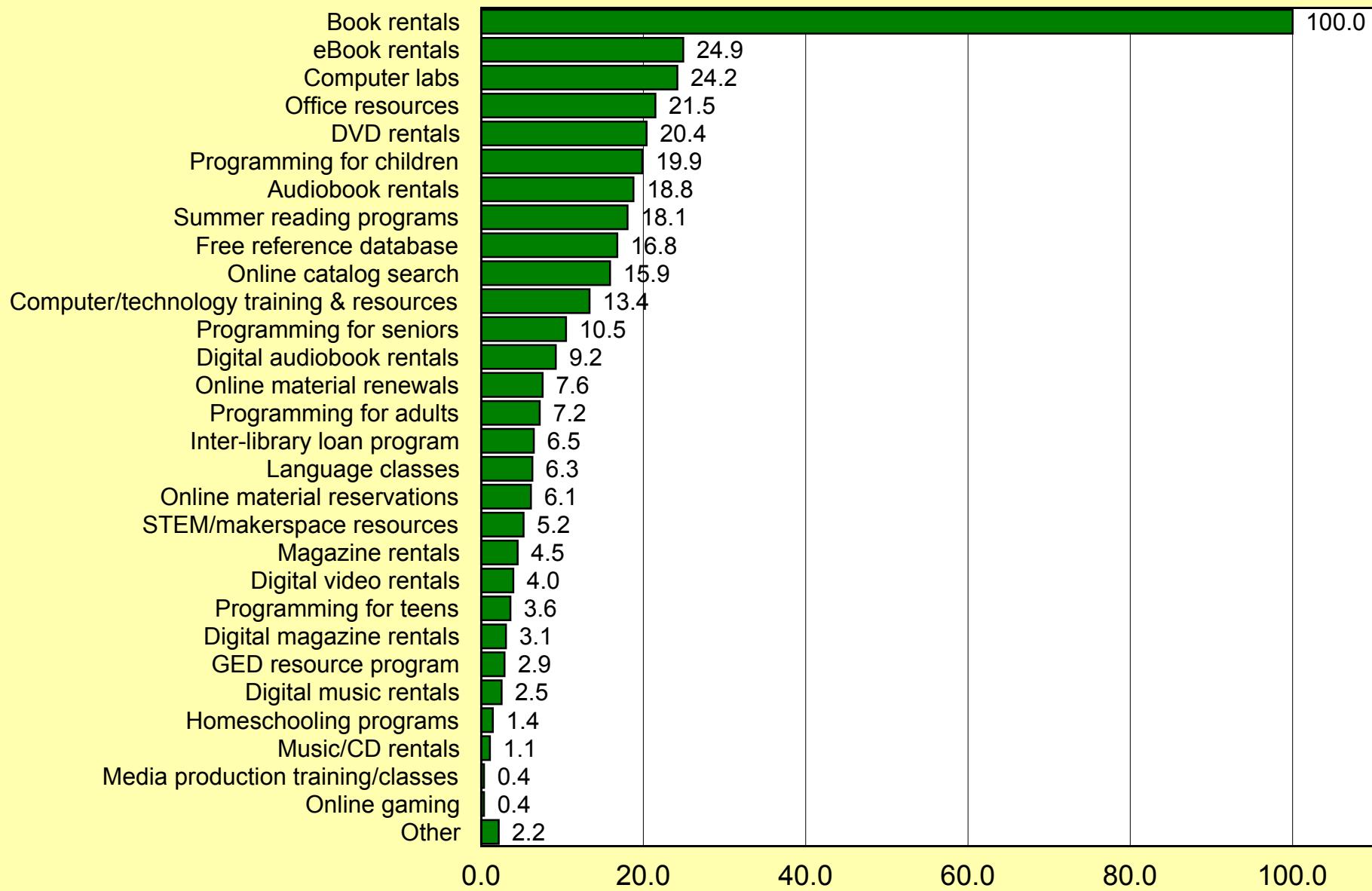


Source: ETC Institute (2018)

# Importance Rating for Library Service/Program

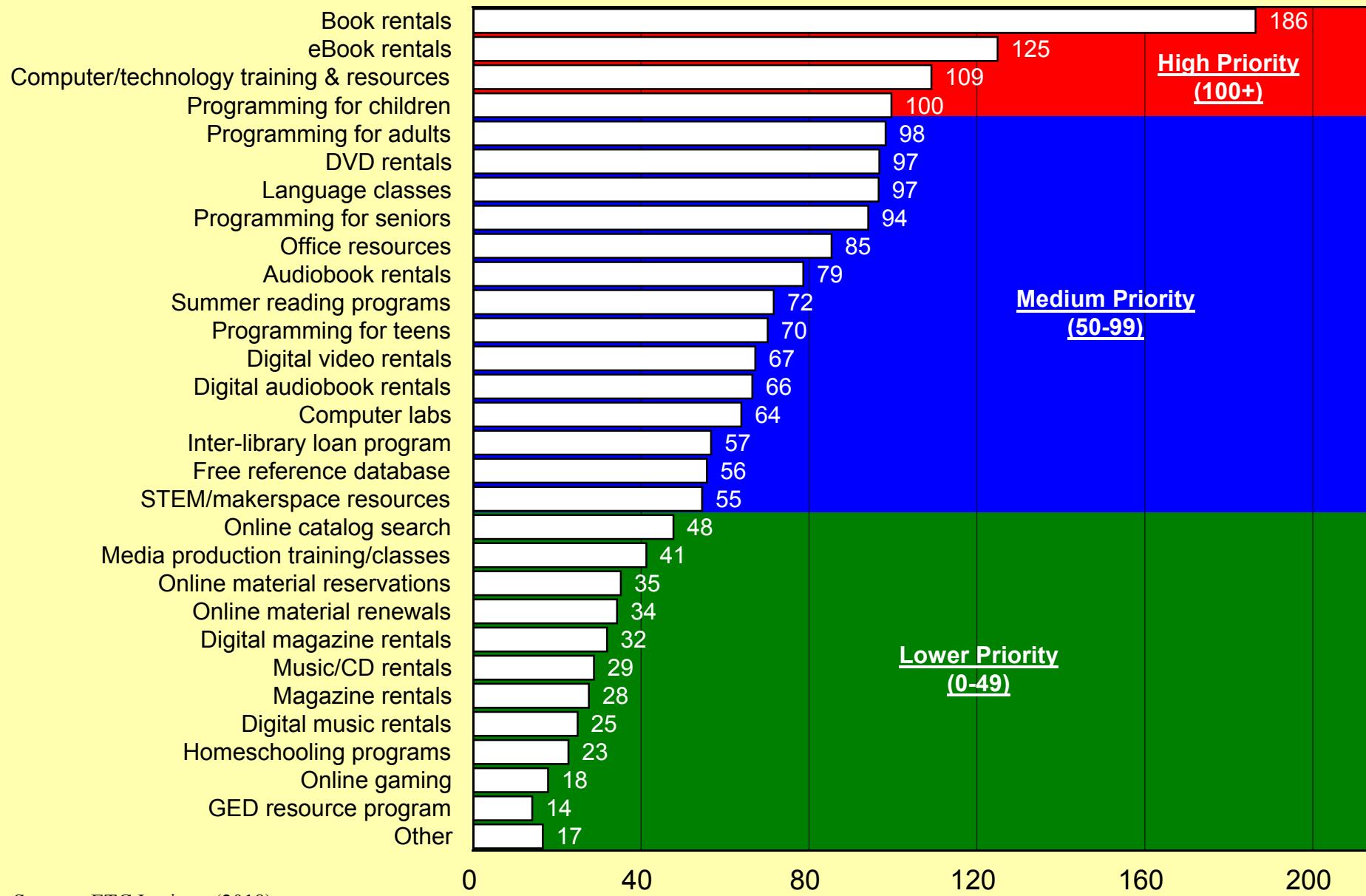
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

# Top Priorities for Investment for Library Service/Program Based on the Priority Investment Rating

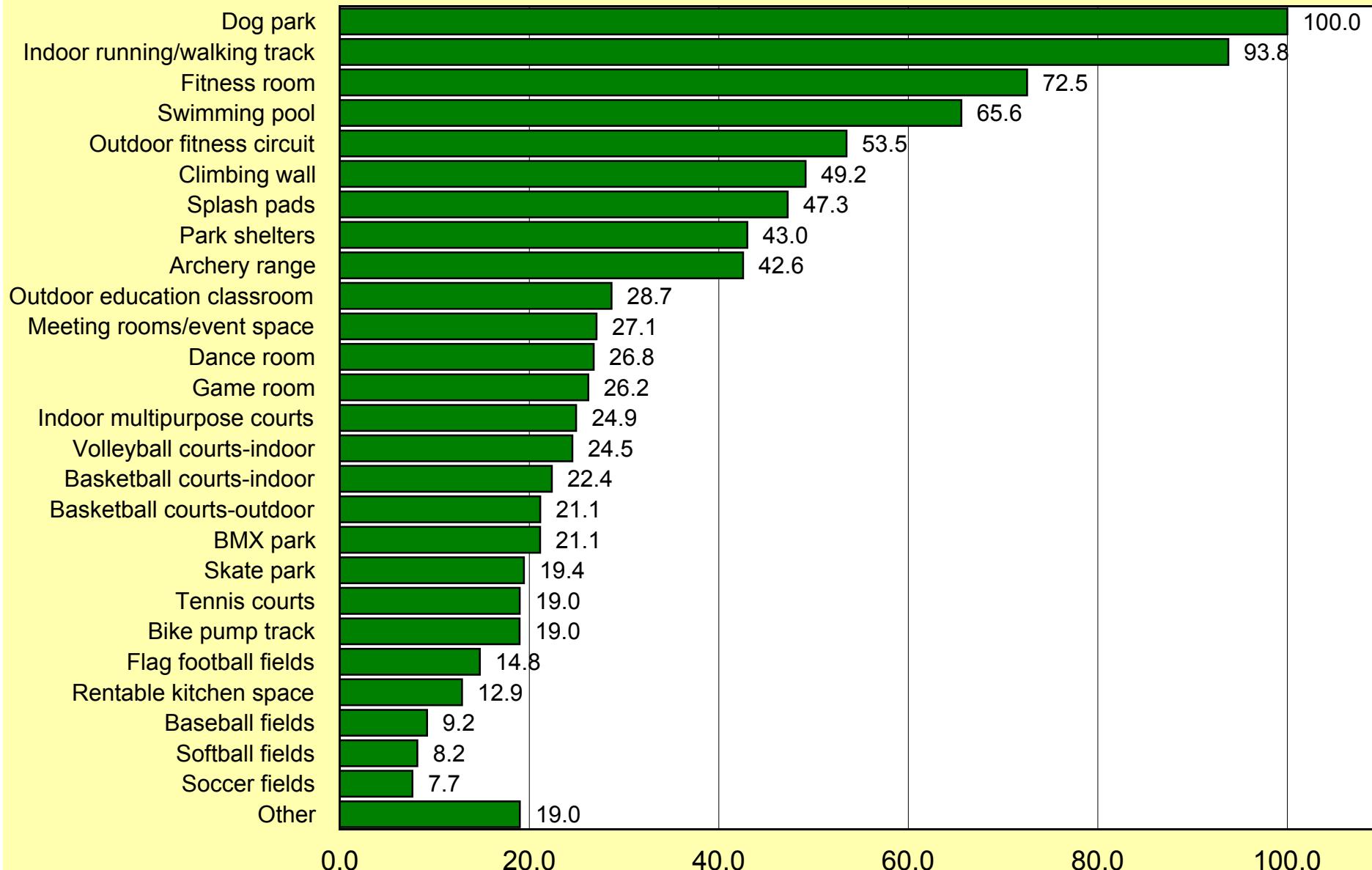


Source: ETC Institute (2018)

# Unmet Needs Rating for Recreation Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

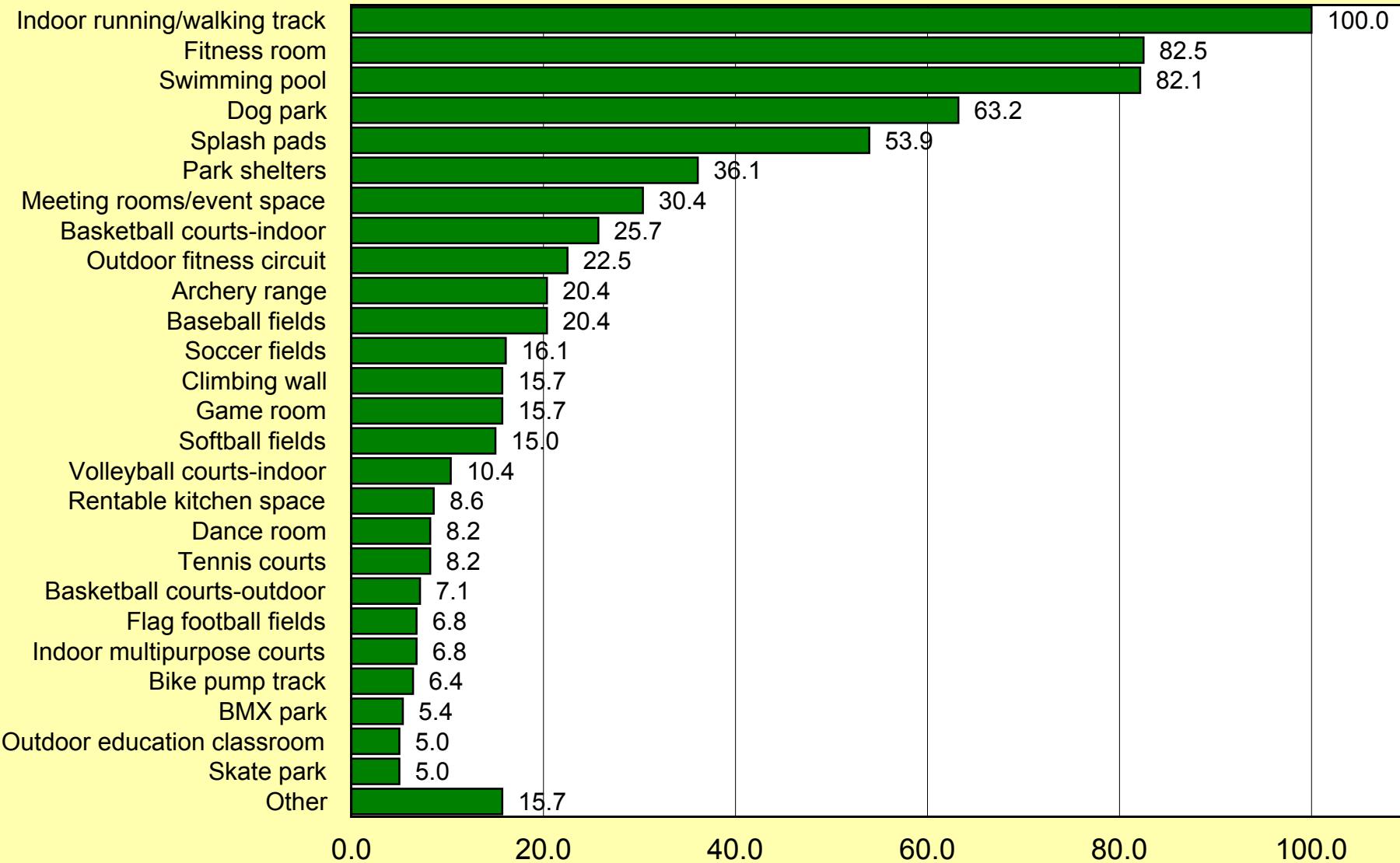


Source: ETC Institute (2018)

# Importance Rating for Unmet Needs Rating for Recreation Facilities

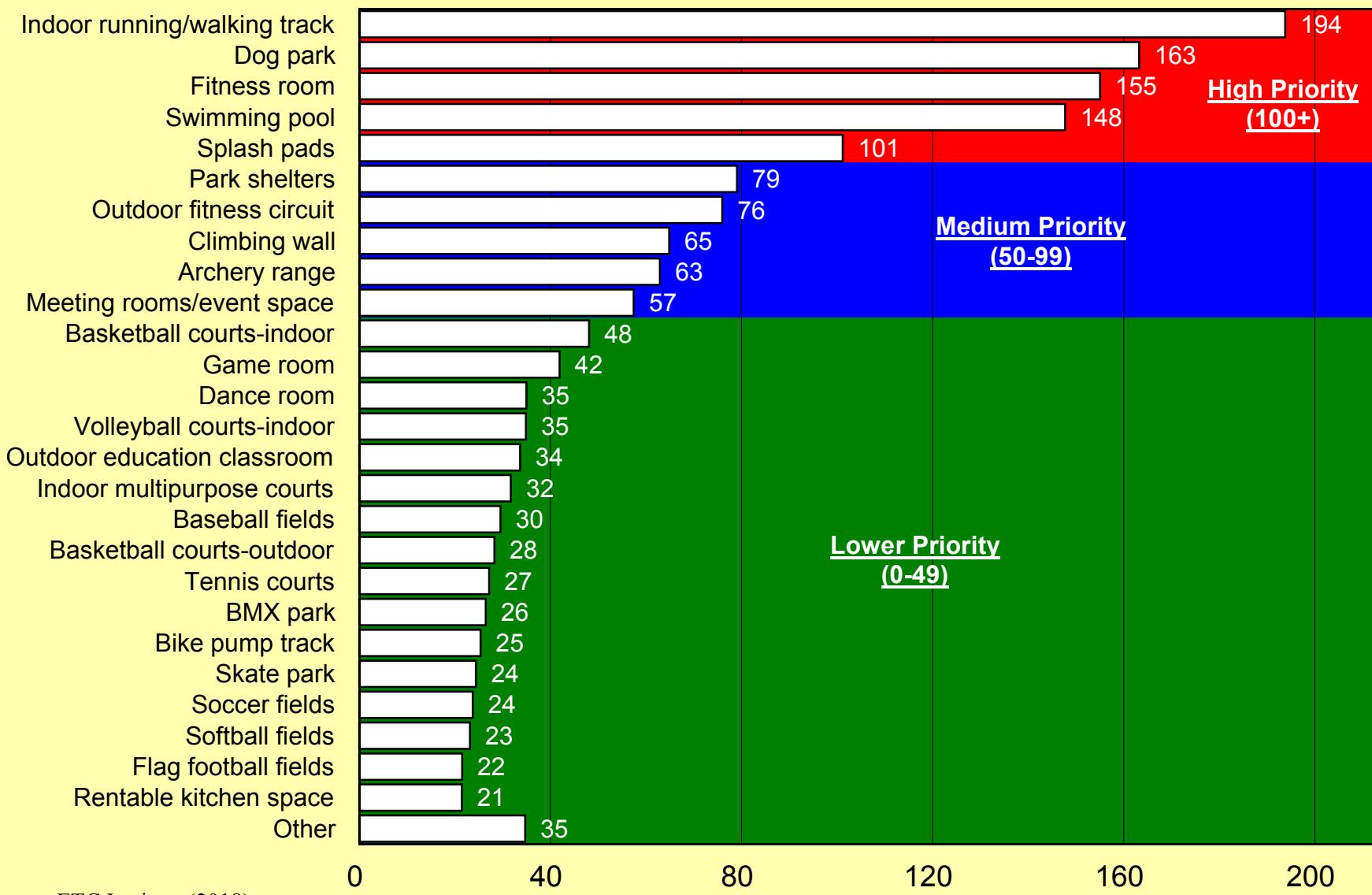
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

# Top Priorities for Investment for Unmet Needs Rating for Recreation Facilities Based on the Priority Investment Rating

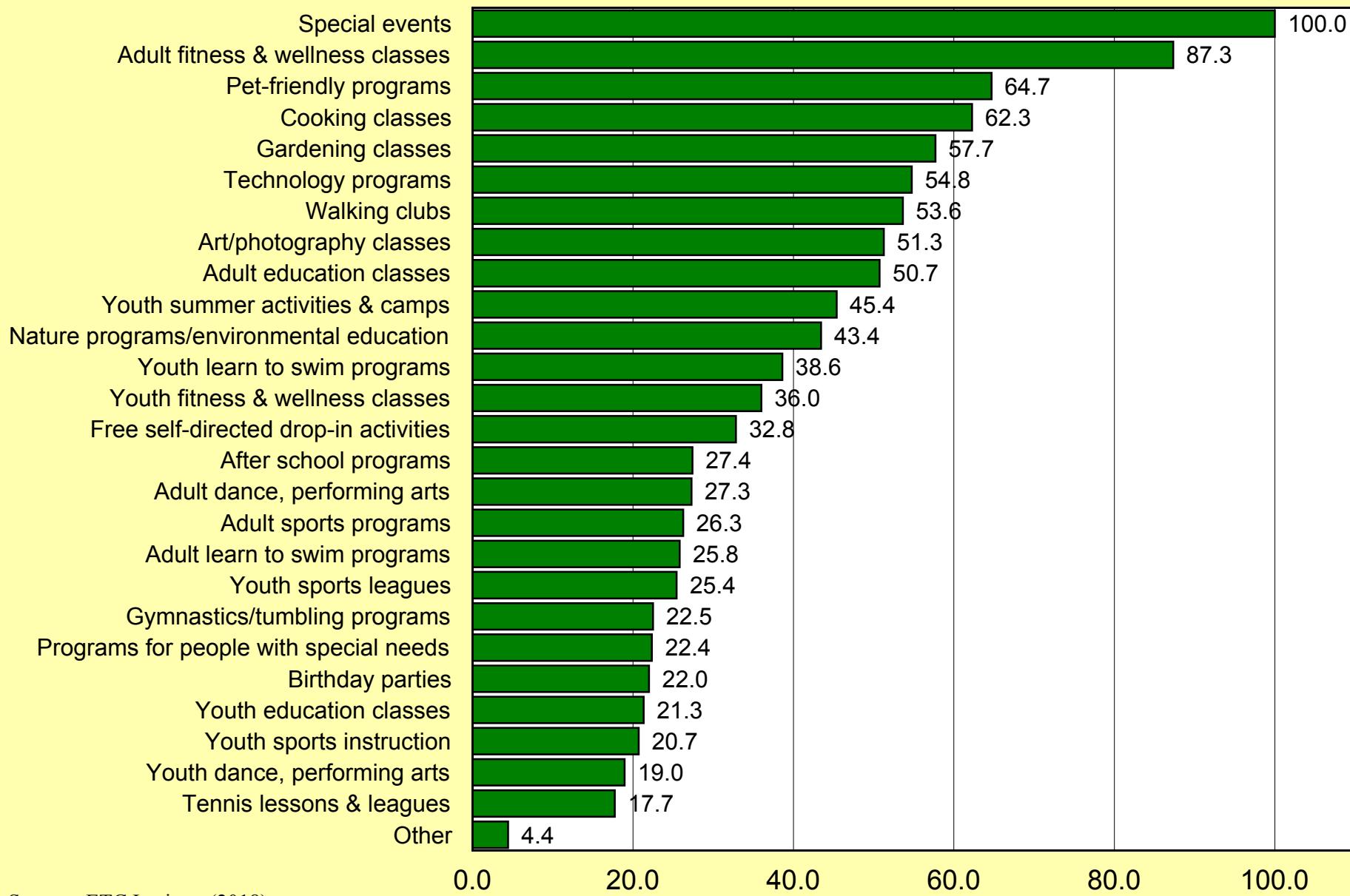


Source: ETC Institute (2018)

# Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

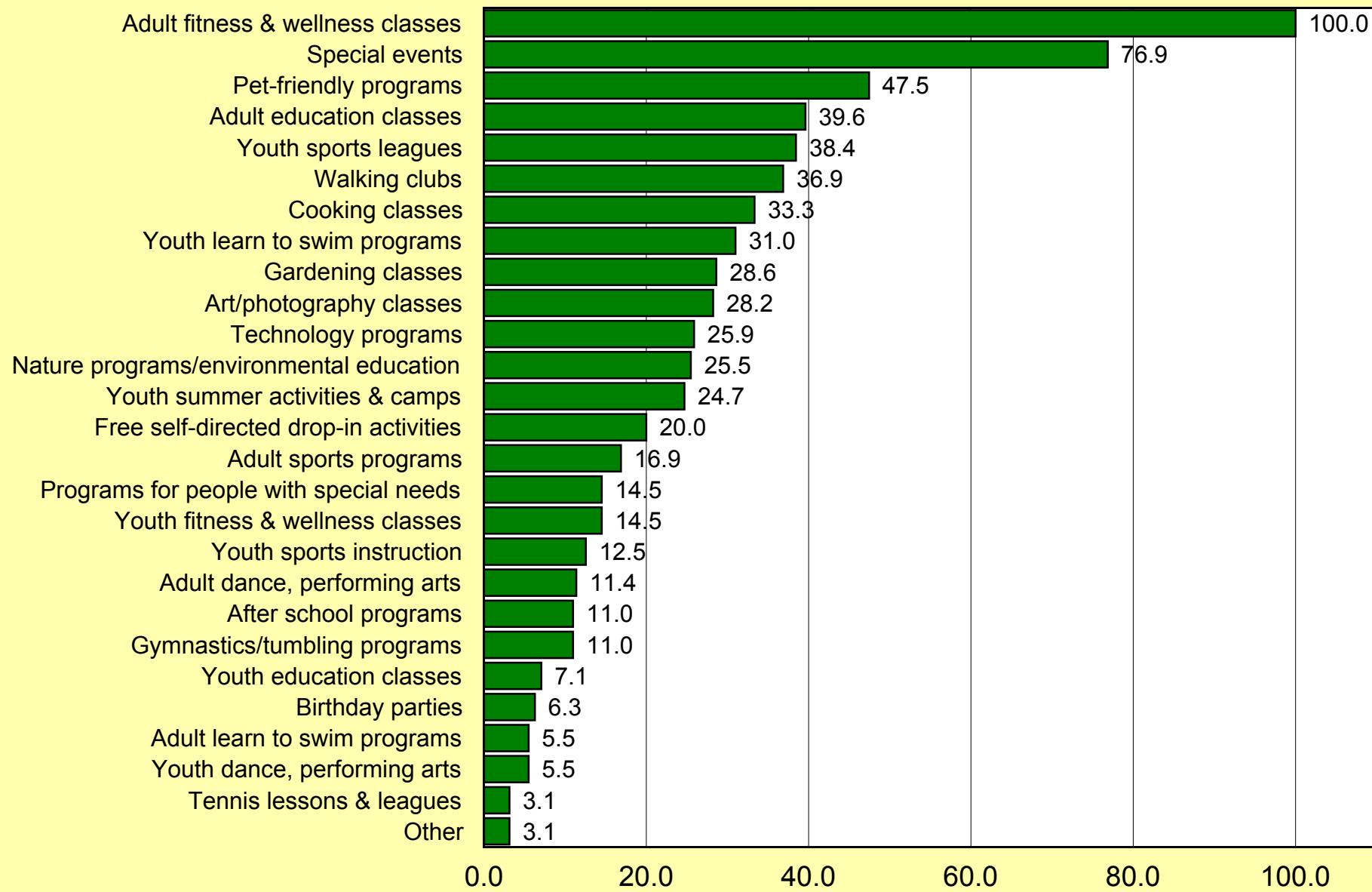


Source: ETC Institute (2018)

# Importance Rating for Recreation Programs

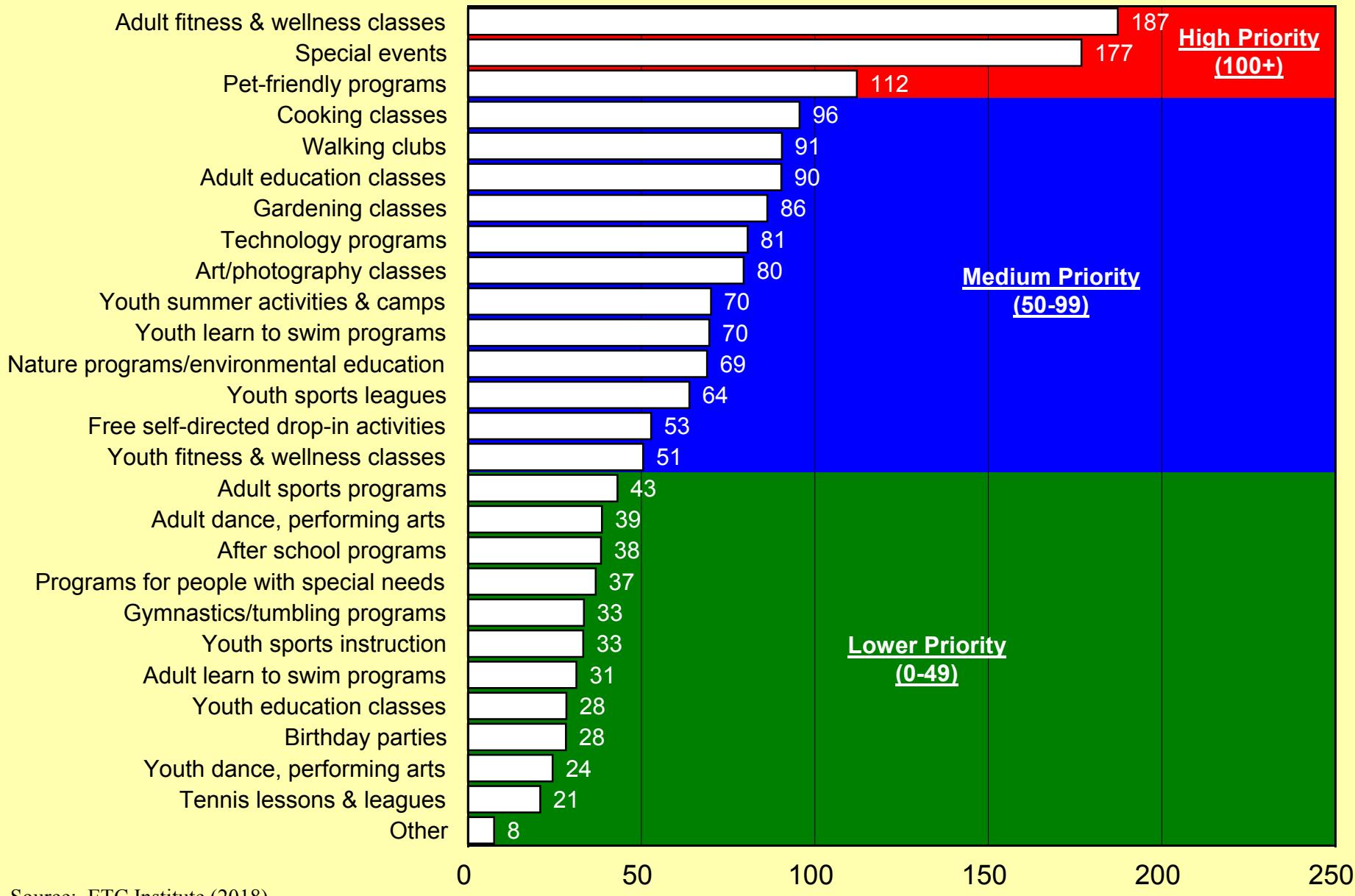
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2018)

# Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2018)

## **Section 3**

### ***Benchmarking Analysis***

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# Benchmarking Summary Report

## City of La Vista, Nebraska

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**Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.**

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

**“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues** including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

**Results from household responses for La Vista, Nebraska were compared to National Benchmarks to gain further strategic information.** A summary of all tabular comparisons are shown on the following page.

**Note:** The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of La Vista is not authorized without written consent from ETC Institute.

Benchmarking for La Vista, Nebraska		
	National Average	La Vista 2018
<b>How would you rate the quality of all the parks you've visited?</b>		
Excellent	30%	<b>24%</b>
Good	53%	<b>57%</b>
Fair	14%	<b>18%</b>
Poor	3%	<b>2%</b>
<b>Ways respondents learn about recreation programs and activities</b>		
Word of Mouth/Friends/Coworkers	49%	<b>17%</b>
Newspaper	34%	<b>9%</b>
Flyers/Materials at City/County/Park District facilities	22%	<b>7%</b>
Website	37%	<b>6%</b>
E-mail bulletins/notification (Email)	15%	<b>4%</b>
Departmental Brochure (Seasonal program guide)	42%	<b>3%</b>
Radio	14%	<b>3%</b>
Conversations with City/County/Park District staff	6%	<b>2%</b>
<b>Organizations used for parks and recreation programs and facilities</b>		
Private sports clubs	13%	<b>34%</b>
City/County Parks & Recreation Department	52%	<b>27%</b>
Churches	26%	<b>26%</b>
School District	24%	<b>19%</b>
YMCA	17%	<b>13%</b>
Private Clubs	22%	<b>5%</b>

Benchmarking for La Vista, Nebraska		
	National Average	La Vista 2018
<b>Recreation programs that respondent households have a need for</b>		
Adult fitness and wellness programs	49%	<b>41%</b>
Special events	39%	<b>41%</b>
Adult continuing education programs	28%	<b>21%</b>
Youth summer camp programs	19%	<b>20%</b>
Youth Learn to Swim programs	22%	<b>19%</b>
Youth sports programs	22%	<b>18%</b>
Nature programs/environmental education	30%	<b>16%</b>
Youth fitness and wellness programs	17%	<b>15%</b>
Adult sports programs	23%	<b>12%</b>
Before and after school programs	16%	<b>11%</b>
Adult arts, dance, performing arts	21%	<b>11%</b>
Birthday parties	22%	<b>11%</b>
Programs for people with disabilities	10%	<b>9%</b>
Gymnastics/tumbling programs	13%	<b>9%</b>
Youth art, dance, performing arts	15%	<b>7%</b>
Tennis lessons and leagues	15%	<b>6%</b>

Benchmarking for La Vista, Nebraska		
	National Average	La Vista 2018
<b>Most important recreation programs (sum of top choices)</b>		
Adult fitness and wellness programs	30%	<b>26%</b>
Special events	21%	<b>20%</b>
Adult continuing education programs	15%	<b>10%</b>
Youth sports programs	12%	<b>10%</b>
Youth Learn to Swim programs	11%	<b>8%</b>
Nature programs/environmental education	14%	<b>7%</b>
Youth summer camp programs	8%	<b>6%</b>
Adult sports programs	10%	<b>4%</b>
Programs for people with special needs/disabled	4%	<b>4%</b>
Youth fitness and wellness programs	6%	<b>4%</b>
Adult arts, dance, performing arts	9%	<b>3%</b>
Before and after school programs	8%	<b>3%</b>
Gymnastics/tumbling programs	4%	<b>3%</b>
Birthday parties	4%	<b>2%</b>
Youth art, dance, performing arts	5%	<b>1%</b>
Tennis lessons and leagues	5%	<b>1%</b>
Golf lessons and leagues	7%	<b>0%</b>

Benchmarking for La Vista, Nebraska		
	National Average	La Vista 2018
<b>Parks and recreation facilities that respondent households have a need for</b>		
Indoor running/walking track	39%	<b>45%</b>
Picnic Areas and Shelters	49%	<b>33%</b>
Off-Leash Dog Park	30%	<b>32%</b>
Splash park/pad	25%	<b>32%</b>
Meeting Space/conference center	33%	<b>25%</b>
Indoor basketball courts (Gymnasiums)	20%	<b>20%</b>
Baseball Fields	12%	<b>16%</b>
Soccer, Lacrosse Fields (Outdoor field space)	21%	<b>15%</b>
Indoor Gyms/Multi-Purpose Rec Center	29%	<b>13%</b>
Tennis Courts	21%	<b>12%</b>
Outdoor basketball/multi-use courts	20%	<b>11%</b>
Football Fields	13%	<b>11%</b>
Skateboarding Park/Area	11%	<b>7%</b>
BMX Bicycle Course	13%	<b>7%</b>

Benchmarking for La Vista, Nebraska		
	National Average	La Vista 2018
<b>Most important parks and recreation facilities (sum of top choices)</b>		
Indoor running/walking track	15%	<b>28%</b>
Off-Leash Dog Park	15%	<b>18%</b>
Splash park/pad	8%	<b>15%</b>
Picnic Areas and Shelters	14%	<b>10%</b>
Meeting Space/conference center	8%	<b>9%</b>
Indoor basketball courts (Gymnasiums)	4%	<b>7%</b>
Baseball Fields	3%	<b>6%</b>
Soccer, Lacrosse Fields (Outdoor field space)	7%	<b>5%</b>
Tennis Courts	6%	<b>2%</b>
Football fields	4%	<b>2%</b>
Indoor Gyms/Multi-Purpose Rec Centers	10%	<b>2%</b>
Outdoor basketball/multi-use courts	4%	<b>2%</b>
BMX Bicycle Course	2%	<b>2%</b>
Skateboarding Area	2%	<b>1%</b>

## Section 4

### *Tabular Data*

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**Q1. Do you or any members of your household have a library card for the La Vista Public Library?**

Q1. Do you have a library card for La Vista

Public Library	Number	Percent
Yes	377	71.1 %
No	153	28.9 %
Total	530	100.0 %

**Q2. How often do you or members of your household visit the La Vista Public Library?**

Q2. How often do you visit La Vista Public

Library?	Number	Percent
Daily	2	0.4 %
Once or twice per week	32	6.0 %
Several times per month	106	20.0 %
Several times per year	169	31.9 %
Once per year or less	90	17.0 %
Never	125	23.6 %
<u>Not provided</u>	6	1.1 %
Total	530	100.0 %

**WITHOUT "NOT PROVIDED"****Q2. How often do you or members of your household visit the La Vista Public Library? (without "not provided")**

Q2. How often do you visit La Vista Public

Library?	Number	Percent
Daily	2	0.4 %
Once or twice per week	32	6.1 %
Several times per month	106	20.2 %
Several times per year	169	32.3 %
Once per year or less	90	17.2 %
Never	125	23.9 %
Total	524	100.0 %

**Q2a. If answered never to Question 2, what is the primary reason you have not visited the La Vista Public Library?**

Q2a. What is the primary reason you have not

visited La Vista Public Library

	Number	Percent
No need	24	22.9 %
Not interested	6	5.7 %
Online	3	2.9 %
New to La Vista	2	1.9 %
Read books online	2	1.9 %
Don't read books	2	1.9 %
Just moved here	2	1.9 %
Online search	2	1.9 %
No time and young kids under 6	1	1.0 %
Information is available online	1	1.0 %
Busy	1	1.0 %
We have lived here for 2 years & haven't obtained a library card	1	1.0 %
Just moved to La Vista	1	1.0 %
We are not students	1	1.0 %
Who uses a library nowadays	1	1.0 %
Busy working and don't have time	1	1.0 %
Needs met by other online resources	1	1.0 %
Loss of memory	1	1.0 %
Google	1	1.0 %
Should go check it out	1	1.0 %
Online access provides research capability	1	1.0 %
It is a lovely facility, I just have no reason to use it	1	1.0 %
I read everything on line	1	1.0 %
Too busy	1	1.0 %
Just moved to La Vista 2 yrs ago	1	1.0 %
We recently moved into the area	1	1.0 %
Just moved here last month	1	1.0 %
Haven't had time to go	1	1.0 %
I volunteer at the Millard library	1	1.0 %
Forget it's there	1	1.0 %
Too far and buy everything on Amazon	1	1.0 %
Have enough to read at home	1	1.0 %
Confused by the entrance of building, is it a college or library?	1	1.0 %
Lack of audio books	1	1.0 %
I work during the week and can't get there before closing	1	1.0 %
No time or need	1	1.0 %
I use the online library site	1	1.0 %
Mostly read online	1	1.0 %
I read lots of paperbooks online	1	1.0 %
We are all over 21	1	1.0 %
Don't have the time	1	1.0 %
Time	1	1.0 %
Internet is faster	1	1.0 %

**Q2a. If answered never to Question 2, what is the primary reason you have not visited the La Vista Public Library?**

Q2a. What is the primary reason you have not

visited La Vista Public Library

	Number	Percent
I check out books online with the card	1	1.0 %
Just buy books so don't have to worry about turning in by a certain date	1	1.0 %
We are in AN SID and can't use the library	1	1.0 %
Kids and grand kids are grown	1	1.0 %
Limited time for services offered	1	1.0 %
Still need to take the time	1	1.0 %
Other places offer coffee and comfy furniture	1	1.0 %
I borrow books from Amazon Prime	1	1.0 %
I have a kindle and not interested in programs	1	1.0 %
Order e-books	1	1.0 %
Still in school, plan to get a card after graduation	1	1.0 %
Not sure of location	1	1.0 %
Not at this time	1	1.0 %
No time	1	1.0 %
Don't read	1	1.0 %
I'm a teacher, and have full access to school library	1	1.0 %
Internet access/workplace offers evidence based journals/websites free	1	1.0 %
Busy life and have internet at home for school research	1	1.0 %
No card, but I would love to have one	1	1.0 %
Not sure where it's located	1	1.0 %
Too far out	1	1.0 %
Don't know its location	1	1.0 %
We buy our books to read, and have access to computers and printers	1	1.0 %
Not members	1	1.0 %
No time, don't know location	1	1.0 %
Forgot about it	1	1.0 %
<u>I mostly read college textbooks right now</u>	1	1.0 %
Total	105	100.0 %

**Q3. How often do you or members of your household access library resources online?**

Q3. How often do you access library resources online

	Number	Percent
Daily	7	1.3 %
Once or twice per week	23	4.3 %
Several times per month	48	9.1 %
Several times per year	89	16.8 %
Once per year or less	99	18.7 %
Never	253	47.7 %
<u>Not provided</u>	11	2.1 %
Total	530	100.0 %

**WITHOUT "NOT PROVIDED"****Q3. How often do you or members of your household access library resources online? (without "not provided")**

Q3. How often do you access library resources online

	Number	Percent
Daily	7	1.3 %
Once or twice per week	23	4.4 %
Several times per month	48	9.2 %
Several times per year	89	17.1 %
Once per year or less	99	19.1 %
Never	253	48.7 %
Total	519	100.0 %

**Q3a. If answered never to Question 3, what is the primary reason you do not access library resources online?**

Q3a. What is the primary reason you do not access library resources online	Number	Percent
No need	48	24.4 %
No computer	11	5.6 %
Not aware of them	7	3.6 %
Didn't know about it	6	3.0 %
Never thought of it	6	3.0 %
Not interested	5	2.5 %
Don't know how to	4	2.0 %
Don't like computers	3	1.5 %
Don't know about them	3	1.5 %
No reason to do so	2	1.0 %
Didn't know we could	2	1.0 %
Need a card	2	1.0 %
Hadn't thought to	2	1.0 %
Didn't know resources were available online	2	1.0 %
I never thought about it	2	1.0 %
Not aware of the online resources	2	1.0 %
Just moved to La Vista	2	1.0 %
Did not know there were resources online	1	0.5 %
No need with so many other option	1	0.5 %
Internet	1	0.5 %
Can't get a card due to address	1	0.5 %
Have same tools at home	1	0.5 %
I have my own internet access at home	1	0.5 %
Not familiar	1	0.5 %
Usually use laptop for searching	1	0.5 %
Use other online search sources	1	0.5 %
Don't have a reason	1	0.5 %
Did not know about this service	1	0.5 %
Subscribe to newspaper	1	0.5 %
Could but choose print version instead	1	0.5 %
Don't have free time	1	0.5 %
Don't think of the library as a point of access	1	0.5 %
Always busy and don't have time	1	0.5 %
I don't know what is available to access	1	0.5 %
Loss of memory	1	0.5 %
I am not very good on computers and not aware of resources	1	0.5 %
Don't think about it	1	0.5 %
Not at this time	1	0.5 %
I find it confusing and not super helpful	1	0.5 %
Internet is faster	1	0.5 %
Need library card to have access	1	0.5 %
We do't need them	1	0.5 %
We have just not used them	1	0.5 %
Young adult with no kids and not in college	1	0.5 %

**Q3a. If answered never to Question 3, what is the primary reason you do not access library resources online?**

Q3a. What is the primary reason you do not

access library resources online

	Number	Percent
Just recently moved into the area	1	0.5 %
Google what I need	1	0.5 %
Didn't know there was resources online	1	0.5 %
Access everything online	1	0.5 %
The classes for kids	1	0.5 %
Don't take the time	1	0.5 %
I'm not a techie kind of guy, nor is my wife	1	0.5 %
Not aware and don't care	1	0.5 %
I purchase the books I read	1	0.5 %
Computer at home	1	0.5 %
I couldn't get a card online, so I don't have one yet	1	0.5 %
Did not know they were available	1	0.5 %
I work at a school, so I have no need to use LaVista's library resources	1	0.5 %
Didn't know it was there	1	0.5 %
Can't remember password	1	0.5 %
No specific need. Only needed via metro course	1	0.5 %
There are sites that are easier to access for information	1	0.5 %
Did not know about this	1	0.5 %
Use my own computer	1	0.5 %
I do not have a library card	1	0.5 %
Never tried	1	0.5 %
Can find what I need on Google	1	0.5 %
We don't have a library card	1	0.5 %
Don't need to/not informed	1	0.5 %
Don't like going online	1	0.5 %
No service	1	0.5 %
No access	1	0.5 %
We use our own computers	1	0.5 %
Didn't realize there were any	1	0.5 %
We are not aware what resources and how they would help me us	1	0.5 %
Been a very bust year	1	0.5 %
Not sure	1	0.5 %
Not sure how, was difficult to use when I tried	1	0.5 %
Have access to all resources needed	1	0.5 %
I honestly have never researched what the library provides online	1	0.5 %
Don't know how to use it and no reason to use it	1	0.5 %
When I want to pick up a book, I pick it up	1	0.5 %
Unsure what is available	1	0.5 %
Have access to other online libraries for school	1	0.5 %
I go to library instead of going online	1	0.5 %
Google information	1	0.5 %
Didn't know it was available	1	0.5 %

**Q3a. If answered never to Question 3, what is the primary reason you do not access library resources online?**

Q3a. What is the primary reason you do not

access library resources online

	Number	Percent
Small children	1	0.5 %
Variety of other resources	1	0.5 %
We just do it on our home computers	1	0.5 %
Have not learned how	1	0.5 %
Use other website	1	0.5 %
Not sure available	1	0.5 %
I would like to sign up to access audio books	1	0.5 %
The library is close to our house	1	0.5 %
Just go to the library	1	0.5 %
Because of Google and Wikipedia	1	0.5 %
I like to have a book	1	0.5 %
Don't know where to access or what is available	1	0.5 %
Not members	1	0.5 %
Have personal computer	1	0.5 %
Use library at school and work	1	0.5 %
Kids need books, not more screen time	1	0.5 %
Prefer to go to the library	1	0.5 %
Lack of technical offerings	1	0.5 %
<u>Did not know about online resources</u>	1	0.5 %
Total	197	100.0 %

#### **Q4. How do you typically find out about Library events or services?**

Q4. How do you typically find out about Library events or services	Number	Percent
CityWise quarterly newsletter	311	58.7 %
CityWise weekly email newsletter	84	15.8 %
Conversations with library staff	49	9.2 %
Facebook	88	16.6 %
Instagram	1	0.2 %
Library Department website	61	11.5 %
Library monthly electronic newsletter	75	14.2 %
Newspaper	46	8.7 %
Twitter	5	0.9 %
Word of mouth	90	17.0 %
<u>Other</u>	42	7.9 %
Total	852	

#### **Q4-11. Other**

Q4-11. Other	Number	Percent
Library flyers	5	11.9 %
Printed library schedule	2	4.8 %
Printed library calendar	2	4.8 %
At the library	2	4.8 %
Visiting library	2	4.8 %
Nextdoor app	2	4.8 %
Elementary school flyers	2	4.8 %
Family member	2	4.8 %
Ads on street	2	4.8 %
Calendar	1	2.4 %
Signs posted on library lawn	1	2.4 %
Signage	1	2.4 %
Senior citizen	1	2.4 %
Mail	1	2.4 %
Going to the library	1	2.4 %
familyfuninomaha.com	1	2.4 %
Didn't know about events	1	2.4 %
Postings at library	1	2.4 %
Signs posted nearby	1	2.4 %
Email notifications	1	2.4 %
Library bulletin board	1	2.4 %
Printed library calendar of events for each month	1	2.4 %
When I visit	1	2.4 %
La Vista website	1	2.4 %
MCC	1	2.4 %
Signs around town	1	2.4 %
Library	1	2.4 %
Live nearby	1	2.4 %
Signs on Giles	1	2.4 %
Flyers	1	2.4 %
Total	42	100.0 %

**Q5. What THREE principal roles and services of the library are MOST IMPORTANT for the City of La Vista to provide?**

Q5. What principal roles & services of library are most important for City of La Vista to provide	Number	Percent
Fostering an attitude of civic engagement	43	8.1 %
Helping with technology tools that find, use, & analyze information	114	21.5 %
Supporting historic preservation	71	13.4 %
Providing resources for reading/listening/viewing	345	65.1 %
Providing materials for entertainment	67	12.6 %
Providing quiet places for reading & individual study	184	34.7 %
Serving as a resource for community information	128	24.2 %
Supporting education & literacy for children & adults	362	68.3 %
Supporting group-study & collaboration	24	4.5 %
Supporting job seekers	43	8.1 %
Supporting local economic development	17	3.2 %
Supporting creation & sharing of digital art, music, video, etc.	30	5.7 %
Other	10	1.9 %
Total	1438	

**Q5-13. Other**

Q5-13. Other	Number	Percent
Adult GED program	1	10.0 %
Computer use	1	10.0 %
Need to have a place to use computers	1	10.0 %
I HAVE NO USE FOR THE LIBRARY CLOSE IT AND SAVE TAX DOLLARS	1	10.0 %
EARLY CHILDHOOD SERVICES	1	10.0 %
GET MORE BOOKS	1	10.0 %
Tax forms	1	10.0 %
Community engagement through learning programs, etc.	1	10.0 %
READ MAGAZINES	1	10.0 %
Activities for kids	1	10.0 %
Total	10	100.0 %

**Q6. Please indicate if you or members of your household have a need for each type of library service/program listed below.**

(N=530)

	Yes	No
Q6-1. Audiobook rentals	25.5%	74.5%
Q6-2. Book rentals	68.7%	31.3%
Q6-3. Computer labs	22.8%	77.2%
Q6-4. Computer/technology training & resources	19.4%	80.6%
Q6-5. Digital audiobook rentals	19.8%	80.2%
Q6-6. Digital magazine rentals	6.8%	93.2%
Q6-7. Digital music rentals	6.2%	93.8%
Q6-8. Digital video rentals	15.7%	84.3%
Q6-9. DVD rentals	34.3%	65.7%
Q6-10. eBook rentals	28.1%	71.9%
Q6-11. Free reference database	31.3%	68.7%
Q6-12. GED resource program	3.2%	96.8%
Q6-13. Homeschooling programs	4.2%	95.8%
Q6-14. Inter-library loan program	18.1%	81.9%
Q6-15. Language classes	10.0%	90.0%
Q6-16. Magazine rentals	8.7%	91.3%
Q6-17. Media production training/classes	4.5%	95.5%
Q6-18. Music/CD rentals	8.7%	91.3%
Q6-19. Office resources (print, ship, fax, scan)	26.2%	73.8%
Q6-20. Online catalog search	30.9%	69.1%
Q6-21. Online gaming	3.0%	97.0%

**Q6. Please indicate if you or members of your household have a need for each type of library service/program listed below.**

	Yes	No
Q6-22. Online material renewals	23.2%	76.8%
Q6-23. Online material reservations	21.3%	78.7%
Q6-24. Programming for adults	18.9%	81.1%
Q6-25. Programming for children	22.8%	77.2%
Q6-26. Programming for seniors	13.4%	86.6%
Q6-27. Programming for teens	13.6%	86.4%
Q6-28. STEM/makerspace resources	11.3%	88.7%
Q6-29. Summer reading programs	26.0%	74.0%
Q6-30. Other	1.9%	98.1%

**Q6. If "Yes," please rate how well your need for that service/program is being met by the La Vista Library or another public or private agency.**

(N=434)

	Fully met	Mostly met	Partly met	Not met
Q6-1. Audiobook rentals	35.0%	49.6%	10.6%	4.9%
Q6-2. Book rentals	64.3%	27.4%	5.6%	2.7%
Q6-3. Computer labs	56.2%	32.4%	6.7%	4.8%
Q6-4. Computer/technology training & resources	43.4%	24.1%	19.3%	13.3%
Q6-5. Digital audiobook rentals	37.1%	43.8%	14.6%	4.5%
Q6-6. Digital magazine rentals	48.0%	24.0%	12.0%	16.0%
Q6-7. Digital music rentals	33.3%	42.9%	4.8%	19.0%
Q6-8. Digital video rentals	35.9%	37.5%	12.5%	14.1%
Q6-9. DVD rentals	52.8%	32.5%	10.4%	4.3%
Q6-10. eBook rentals	39.0%	37.5%	13.2%	10.3%
Q6-11. Free reference database	59.2%	32.7%	4.1%	4.1%
Q6-12. GED resource program	61.5%	15.4%	7.7%	15.4%
Q6-13. Homeschooling programs	50.0%	16.7%	16.7%	16.7%
Q6-14. Inter-library loan program	52.9%	28.7%	8.0%	10.3%
Q6-15. Language classes	28.6%	11.9%	28.6%	31.0%
Q6-16. Magazine rentals	55.0%	27.5%	15.0%	2.5%
Q6-17. Media production training/classes	25.0%	15.0%	20.0%	40.0%
Q6-18. Music/CD rentals	42.1%	36.8%	10.5%	10.5%
Q6-19. Office resources (print, ship, fax, scan)	61.9%	22.0%	10.2%	5.9%
Q6-20. Online catalog search	75.5%	17.7%	4.1%	2.7%

**Q6. If "Yes," please rate how well your need for that service/program is being met by the La Vista Library or another public or private agency.**

	Fully met	Mostly met	Partly met	Not met
Q6-21. Online gaming	30.8%	30.8%	15.4%	23.1%
Q6-22. Online material renewals	83.0%	9.4%	1.9%	5.7%
Q6-23. Online material reservations	80.0%	11.0%	4.0%	5.0%
Q6-24. Programming for adults	44.7%	23.5%	22.4%	9.4%
Q6-25. Programming for children	56.5%	20.4%	15.7%	7.4%
Q6-26. Programming for seniors	33.3%	25.4%	31.7%	9.5%
Q6-27. Programming for teens	43.1%	24.6%	23.1%	9.2%
Q6-28. STEM/makerspace resources	34.6%	36.5%	19.2%	9.6%
Q6-29. Summer reading programs	59.2%	27.2%	8.8%	4.8%
Q6-30. Other	40.0%	10.0%	50.0%	0.0%

**Q6-30. Other**

Q6-30. Other	Number	Percent
Book club/discussion of literature	1	10.0 %
Meeting space	1	10.0 %
IRS forms	1	10.0 %
Book & other material sales	1	10.0 %
Consumer reports	1	10.0 %
Better business open hours	1	10.0 %
Checking out books	1	10.0 %
Red Cross blood donation	1	10.0 %
Study room	1	10.0 %
Community events (music, movies)	1	10.0 %
Total	10	100.0 %

**Q7. Which THREE services/programs from the list in Question 6 are MOST IMPORTANT to you or members of your household?**

Q7. Top choice	Number	Percent
Audiobook rentals	18	3.4 %
Book rentals	219	41.3 %
Computer labs	20	3.8 %
Computer/technology training & resources	10	1.9 %
Digital audiobook rentals	9	1.7 %
Digital magazine rentals	1	0.2 %
Digital music rentals	1	0.2 %
Digital video rentals	2	0.4 %
DVD rentals	3	0.6 %
eBook rentals	27	5.1 %
Free reference database	8	1.5 %
GED resource program	3	0.6 %
Homeschooling programs	1	0.2 %
Inter-library loan program	4	0.8 %
Language classes	5	0.9 %
Magazine rentals	1	0.2 %
Music/CD rentals	1	0.2 %
Office resources (print, ship, fax, scan)	13	2.5 %
Online catalog search	6	1.1 %
Programming for adults	3	0.6 %
Programming for children	21	4.0 %
Programming for seniors	7	1.3 %
Programming for teens	3	0.6 %
STEM/makerspace resources	1	0.2 %
Summer reading programs	9	1.7 %
Other	4	0.8 %
<u>None chosen</u>	130	24.5 %
Total	530	100.0 %

**Q7. Which THREE services/programs from the list in Question 6 are MOST IMPORTANT to you or members of your household?**

Q7. 2nd choice	Number	Percent
Audiobook rentals	21	4.0 %
Book rentals	44	8.3 %
Computer labs	31	5.8 %
Computer/technology training & resources	16	3.0 %
Digital audiobook rentals	11	2.1 %
Digital magazine rentals	5	0.9 %
Digital music rentals	2	0.4 %
Digital video rentals	5	0.9 %
DVD rentals	33	6.2 %
eBook rentals	33	6.2 %
Free reference database	19	3.6 %
GED resource program	4	0.8 %
Homeschooling programs	1	0.2 %
Inter-library loan program	10	1.9 %
Language classes	8	1.5 %
Magazine rentals	4	0.8 %
Media production training/classes	1	0.2 %
Office resources (print, ship, fax, scan)	23	4.3 %
Online catalog search	17	3.2 %
Online material renewals	11	2.1 %
Online material reservations	3	0.6 %
Programming for adults	7	1.3 %
Programming for children	25	4.7 %
Programming for seniors	6	1.1 %
Programming for teens	3	0.6 %
STEM/makerspace resources	2	0.4 %
Summer reading programs	23	4.3 %
Other	1	0.2 %
<u>None chosen</u>	161	30.4 %
Total	530	100.0 %

**Q7. Which THREE services/programs from the list in Question 6 are MOST IMPORTANT to you or members of your household?**

Q7. 3rd choice	Number	Percent
Audiobook rentals	16	3.0 %
Book rentals	31	5.8 %
Computer labs	20	3.8 %
Computer/technology training & resources	13	2.5 %
Digital audiobook rentals	7	1.3 %
Digital magazine rentals	3	0.6 %
Digital music rentals	4	0.8 %
Digital video rentals	5	0.9 %
DVD rentals	24	4.5 %
eBook rentals	13	2.5 %
Free reference database	22	4.2 %
GED resource program	1	0.2 %
Homeschooling programs	2	0.4 %
Inter-library loan program	5	0.9 %
Language classes	6	1.1 %
Magazine rentals	8	1.5 %
Music/CD rentals	2	0.4 %
Office resources (print, ship, fax, scan)	27	5.1 %
Online catalog search	24	4.5 %
Online gaming	1	0.2 %
Online material renewals	11	2.1 %
Online material reservations	15	2.8 %
Programming for adults	11	2.1 %
Programming for children	12	2.3 %
Programming for seniors	18	3.4 %
Programming for teens	4	0.8 %
STEM/makerspace resources	12	2.3 %
Summer reading programs	21	4.0 %
Other	1	0.2 %
<u>None chosen</u>	191	36.0 %
Total	530	100.0 %

**Q7. Which THREE services/programs from the list in Question 6 are MOST IMPORTANT to you or members of your household? (top 3)**

Q7. Sum of top 3 choices	Number	Percent
Audiobook rentals	55	10.4 %
Book rentals	294	55.5 %
Computer labs	71	13.4 %
Computer/technology training & resources	39	7.4 %
Digital audiobook rentals	27	5.1 %
Digital magazine rentals	9	1.7 %
Digital music rentals	7	1.3 %
Digital video rentals	12	2.3 %
DVD rentals	60	11.3 %
eBook rentals	73	13.8 %
Free reference database	49	9.2 %
GED resource program	8	1.5 %
Homeschooling programs	4	0.8 %
Inter-library loan program	19	3.6 %
Language classes	19	3.6 %
Magazine rentals	13	2.5 %
Media production training/classes	1	0.2 %
Music/CD rentals	3	0.6 %
Office resources (print, ship, fax, scan)	63	11.9 %
Online catalog search	47	8.9 %
Online gaming	1	0.2 %
Online material renewals	22	4.2 %
Online material reservations	18	3.4 %
Programming for adults	21	4.0 %
Programming for children	58	10.9 %
Programming for seniors	31	5.8 %
Programming for teens	10	1.9 %
STEM/makerspace resources	15	2.8 %
Summer reading programs	53	10.0 %
Other	6	1.1 %
None chosen	130	24.5 %
Total	1238	

**Q8. How often do you or members of your household visit the La Vista Community Center?**

Q8. How often do you visit La Vista Community

Center	Number	Percent
Daily	7	1.3 %
Once or twice per week	27	5.1 %
Several times per month	30	5.7 %
Several times per year	118	22.3 %
Once per year or less	155	29.2 %
Never	190	35.8 %
<u>Not provided</u>	3	0.6 %
Total	530	100.0 %

**WITHOUT “NOT PROVIDED”****Q8. How often do you or members of your household visit the La Vista Community Center? (without "not provided")**

Q8. How often do you visit La Vista Community

Center	Number	Percent
Daily	7	1.3 %
Once or twice per week	27	5.1 %
Several times per month	30	5.7 %
Several times per year	118	22.4 %
Once per year or less	155	29.4 %
Never	190	36.1 %
Total	527	100.0 %

**Q8a. If answered never to Question 8, what is the primary reason you have not visited the La Vista Community Center?**

Q8a. What is the primary reason you have not

visited La Vista Community Center

	Number	Percent
No need	23	16.2 %
Didn't know about it	13	9.2 %
Not interested	8	5.6 %
Just moved here	4	2.8 %
Not aware of it	4	2.8 %
Children grew up	3	2.1 %
Don't know what they offer	2	1.4 %
Where is it	2	1.4 %
New to the area	2	1.4 %
No time	2	1.4 %
Nothing there that interests me	1	0.7 %
My children participate in sports at their school	1	0.7 %
No classes, courses, or programs that fit my family	1	0.7 %
Don't have anything to offer someone like me	1	0.7 %
My daughter isn't old enough for the sports programs yet	1	0.7 %
Just haven't	1	0.7 %
Planit Fitness	1	0.7 %
Thought it was for seniors only	1	0.7 %
I'm not familiar with what all there	1	0.7 %
We have a fitness center at apartment complex	1	0.7 %
Do not get out much	1	0.7 %
Too busy working to pay taxes	1	0.7 %
Just moved into the area	1	0.7 %
No interest	1	0.7 %
No classes of interest or convenient time	1	0.7 %
I haven't seen an activity to attend	1	0.7 %
Some classes offered are appealing, but we've never been to Community Center	1	0.7 %
We just moved here	1	0.7 %
WORK SCHEDULE DON'T ALLOW TIME	1	0.7 %
Unaware of it	1	0.7 %
CLOSE IT AND SAVE MY TAX DOLLARS	1	0.7 %
NEVER THINK ABOUT IT	1	0.7 %
I GO TO PLANET FITNESS	1	0.7 %
We go to other places	1	0.7 %
Too expensive compared to other gyms in the area	1	0.7 %
Nothing we are interested in	1	0.7 %
Nothing of interest	1	0.7 %
Not enough time	1	0.7 %
Just move to La Vista 2 yrs ago	1	0.7 %
Just moved here, don't even know where it is	1	0.7 %
BELONG TO A GYM	1	0.7 %
My exercise is walking near my home	1	0.7 %
Tax preparation is good. Might join walking times	1	0.7 %
Doesn't match my needs	1	0.7 %

**Q8a. If answered never to Question 8, what is the primary reason you have not visited the La Vista Community Center?**

Q8a. What is the primary reason you have not visited La Vista Community Center	Number	Percent
I don't know what they offer/cost	1	0.7 %
Other gym memberships and times the center is open are not good for us	1	0.7 %
Just not my schedule	1	0.7 %
Only to vote	1	0.7 %
I never think of it as a resource I can use	1	0.7 %
Time, transportation	1	0.7 %
Don't know about the program	1	0.7 %
Did not know the full scope of spaces offered	1	0.7 %
I don't know anything about it	1	0.7 %
UNAWARE OF WHAT IS HAS AND WHEN IT IS AVAILABLE	1	0.7 %
NOT FAMILIAR WITH IT DIDN'T KNOW WHAT IT OFFERED	1	0.7 %
Never think about going	1	0.7 %
DON'T HAVE THE TIME	1	0.7 %
I work a lot	1	0.7 %
Would not use these services	1	0.7 %
Never had a reason to visit	1	0.7 %
HAVE ALL OF THAT AT MY APARTMENT COMPLEX	1	0.7 %
Too busy with other things at this time	1	0.7 %
I have my own gym	1	0.7 %
ENROLLED IN ANOTHER COMMUNITY	1	0.7 %
Never needed it before	1	0.7 %
DON'T REALLY KNOW WHAT IS AVAILABLE SWIMMING	1	0.7 %
THE MEMBER FEE SHOULD BE ELIMINATED FOR RESIDENTS	1	0.7 %
We have lived here for 4 years but have never known much about it	1	0.7 %
We vote here and that's about all we use it for	1	0.7 %
Never taken time to go there	1	0.7 %
New to La Vista	1	0.7 %
Nothing to do	1	0.7 %
Infrequently visit, occasional fundraiser	1	0.7 %
Our hobbies are golf, tennis, shooting and sewing	1	0.7 %
NOT IN THE HABIT	1	0.7 %
Not sure where it is	1	0.7 %
I don't have any children or older grandchildren	1	0.7 %
NONE OF THE CLASSES I WANT ARE DURING MY FREE TIME	1	0.7 %
DON'T HAVE THE MONEY FOR MEMBERSHIP	1	0.7 %
HAVEN'T GONE YET	1	0.7 %
NOT SURE WHAT IS OFFERED	1	0.7 %

**Q8a. If answered never to Question 8, what is the primary reason you have not visited the La Vista Community Center?**

Q8a. What is the primary reason you have not visited La Vista Community Center	Number	Percent
UNAWARE OF OPTIONS	1	0.7 %
No reason	1	0.7 %
Unsure	1	0.7 %
Busy	1	0.7 %
Too busy	1	0.7 %
Did not know location or availability	1	0.7 %
OFFERINGS ARE SIMILAR TO OUR APARTMENT COMPLEX	1	0.7 %
Total	142	100.0 %

**Q9. Which of the following amenities of the La Vista Community Center have you or members of your household used in the past year?**

Q9. What amenities of La Vista Community Center have you used in past year	Number	Percent
Basketball/volleyball courts	85	25.0 %
Facility rental	66	19.4 %
Fitness room	83	24.4 %
Game room	41	12.1 %
Kitchen	12	3.5 %
Racquetball/walleyball courts	14	4.1 %
Senior center	48	14.1 %
Stage	8	2.4 %
Other	50	14.7 %
Total	407	

**Q9-9. Other**

<u>Q9-9. Other</u>	Number	Percent
Walking	6	12.0 %
Vote	6	12.0 %
Meeting	2	4.0 %
Tax preparation	2	4.0 %
YOGA	2	4.0 %
Rental rooms	2	4.0 %
Kids play time	1	2.0 %
Gym for toddler Tues/Thurs mornings	1	2.0 %
Christmas tree lighting	1	2.0 %
Walking club	1	2.0 %
Tot time	1	2.0 %
Walking in the gym	1	2.0 %
Kilns for Glass Fusing Classes	1	2.0 %
Outside of bldg sports	1	2.0 %
Preschool play day	1	2.0 %
Girl Scouts	1	2.0 %
Indoor walking	1	2.0 %
Akido classes	1	2.0 %
Tai Chi class	1	2.0 %
Attended events in the gym	1	2.0 %
TAXES	1	2.0 %
Community meetings	1	2.0 %
Community activities	1	2.0 %
Gym and Santa's Workshop	1	2.0 %
Library prom	1	2.0 %
AARP tax center	1	2.0 %
A lot of holiday community get togethers	1	2.0 %
Rooms for Girl Scouts	1	2.0 %
School stuff	1	2.0 %
HALLOWEEN PARTY	1	2.0 %
CLASSES PROVIDED	1	2.0 %
Halloween	1	2.0 %
Kids sports	1	2.0 %
Gym	1	2.0 %
ZUMBA	1	2.0 %
<u>EVENTS</u>	1	2.0 %
Total	50	100.0 %

**Q10. What prevents you or members of your household from using the La Vista Community Center, or from using it more often?**

Q10. What prevents you from using La Vista Community Center, or from using it more often	Number	Percent
Desired program is not offered	45	8.5 %
Desired amenity is not offered	16	3.0 %
Facility is not well maintained	5	0.9 %
Fees are too high	39	7.4 %
Inconvenient location	10	1.9 %
Lack of accessibility	5	0.9 %
Lack of equipment I am interested in	26	4.9 %
Lack of parking	5	0.9 %
Security is insufficient	3	0.6 %
Too crowded	7	1.3 %
Too far from residence	14	2.6 %
Use other private facilities	69	13.0 %
Hours of operation are not convenient	52	9.8 %
Hours of programming are not convenient	33	6.2 %
We did not know location of facility	19	3.6 %
We do not know what is offered	106	20.0 %
Quality of programs	14	2.6 %
Lack of transportation	8	1.5 %
Registration is difficult	5	0.9 %
Renting facilities is difficult	2	0.4 %
Waiting list/programs are full	4	0.8 %
We are not interested	97	18.3 %
We are too busy	177	33.4 %
Other	56	10.6 %
Total	817	

**Q10-24. Other**

<b>Q10-24. Other</b>	<b>Number</b>	<b>Percent</b>
Lazy	4	7.1 %
No need	3	5.4 %
Too old	2	3.6 %
Don't think about it	2	3.6 %
We enjoy the facilities	1	1.8 %
Kids grew up and went to college	1	1.8 %
Thought it was for seniors	1	1.8 %
I need help using equipment for safe exercising	1	1.8 %
I'm too lazy to get up there	1	1.8 %
Just moved here	1	1.8 %
Medical problems preventing us	1	1.8 %
Only when needed	1	1.8 %
Not sure of the cost	1	1.8 %
Health	1	1.8 %
Pool	1	1.8 %
USE OTHER CLUB HOUSE BY GOLF COURSE	1	1.8 %
Not interested right now	1	1.8 %
Nothing of interest	1	1.8 %
AGE NO TRANSPORTATION	1	1.8 %
TIME AND AGE	1	1.8 %
No Indoor pool, locker rooms are dirty	1	1.8 %
WE HAVE A GYM CLOSER	1	1.8 %
Belong to YMCA	1	1.8 %
SOMETIMES JUST TOO LAZY	1	1.8 %
Just not sure why we don't use it	1	1.8 %
We have no kids	1	1.8 %
New to the area	1	1.8 %
Nothing. It is a great facility	1	1.8 %
The past year too ill	1	1.8 %
Programs are expensive	1	1.8 %
AGE AND HEALTH	1	1.8 %
NONE OF OUR ACTIVITIES ARE HELD HERE	1	1.8 %
Lack of knowledge about	1	1.8 %
PERSONAL MOTIVATION	1	1.8 %
Difficulty walking	1	1.8 %
WOULD LIKE TO GO MORE BUT HARD TO GET MOTIVATED	1	1.8 %
Have gym at our apartment	1	1.8 %
No need for it at this time	1	1.8 %
BELONG TO A GYM	1	1.8 %
WE USUALLY GO IN THE WINTER	1	1.8 %
My children are not old enough for sports yet	1	1.8 %
I need to be more knowledgeable about operation hours	1	1.8 %
Not sure where it is, never advertised	1	1.8 %
Belong to other gym	1	1.8 %
Fitness area too small	1	1.8 %

**Q10-24. Other**

<u>Q10-24. Other</u>	Number	Percent
Unsure of what is offered	1	1.8 %
My teens are not able to use the equipment	1	1.8 %
Did not know	1	1.8 %
<u>Family programs are not applicable to me</u>	1	1.8 %
Total	56	100.0 %

**Q11. How would you rate the condition of La Vista Recreation facilities (e.g. parks, ballfields, Community Center) compared to other facilities available to you and the members of your household?**

Q11. How would you rate condition of La Vista

<u>Recreation facilities</u>	Number	Percent
Excellent	90	17.0 %
Good	215	40.6 %
Fair	68	12.8 %
Poor	6	1.1 %
<u>Don't know</u>	151	28.5 %
Total	530	100.0 %

**WITHOUT "DON'T KNOW"**

**Q11. How would you rate the condition of La Vista Recreation facilities (e.g. parks, ballfields, Community Center) compared to other facilities available to you and the members of your household? (without "don't know")**

Q11. How would you rate condition of La Vista

<u>Recreation facilities</u>	Number	Percent
Excellent	90	23.7 %
Good	215	56.7 %
Fair	68	17.9 %
Poor	6	1.6 %
Total	379	100.0 %

**Q12. What THREE principal roles and services of La Vista Recreation are MOST IMPORTANT for the City of La Vista to provide?**

Q12. What principal roles & services of La Vista

Recreation are most important for City of La  
Vista to provide

	Number	Percent
Improving quality of life in La Vista	216	40.8 %
Opportunities for arts education & instruction	51	9.6 %
Opportunities for cultural enrichment	28	5.3 %
Opportunities for recreation	232	43.8 %
Opportunities for positive social interactions	100	18.9 %
Opportunities to explore new hobbies	73	13.8 %
Opportunities to improve physical health & fitness	252	47.5 %
Promoting social inclusion	39	7.4 %
Safe places for youth & teens	255	48.1 %
Social services for older adults	149	28.1 %
Other	3	0.6 %
Total	1398	

**Q12-11. Other**

Q12-11. Other	Number	Percent
Golfing facilities	1	33.3 %
An Indoor swimming pool and a nice 9-hole gholf course	1	33.3 %
Youth athletic programs	1	33.3 %
Total	3	100.0 %

**Q13. What organizations do you or members of your household use for recreation?**

<u>Q13. What organizations do you use for recreation</u>	Number	Percent
Churches/places of worship	135	25.5 %
City of La Vista recreation	144	27.2 %
Country clubs/private clubs	28	5.3 %
Kroc Center	5	0.9 %
Private fitness clubs or gyms	178	33.6 %
Private pools	96	18.1 %
Recreation organizations	52	9.8 %
School district	98	18.5 %
Select sports (e.g. baseball, basketball)	59	11.1 %
YMCA	67	12.6 %
<u>Other</u>	<u>65</u>	<u>12.3 %</u>
Total	927	

**Q13-11. Other**

Q13-11. Other	Number	Percent
Parks	4	6.7 %
Golf courses	4	6.7 %
Home gym equipment	3	5.0 %
State parks	2	3.3 %
Boy Scouts	2	3.3 %
Music performance	1	1.7 %
Nature trails	1	1.7 %
Papillion Rec Organization (PRO)	1	1.7 %
Papillion Rec Center	1	1.7 %
Restaurants	1	1.7 %
University of Nebraska at Omaha	1	1.7 %
DOG PARKS	1	1.7 %
HORSEBACK RIDING	1	1.7 %
EXERCISE	1	1.7 %
WALKING TRAILS	1	1.7 %
Planet Fitness, bike trails	1	1.7 %
Other place that support our hobbies	1	1.7 %
CITY OF LA VISTA POOL	1	1.7 %
THE GREAT OUTDOORS	1	1.7 %
WHITING INSTITUTE	1	1.7 %
Gym in our condo building	1	1.7 %
Trails	1	1.7 %
ROTC	1	1.7 %
EXERCISE AT HOME	1	1.7 %
WALKING OUTDOORS	1	1.7 %
PUBLIC PARK WALKWAYS	1	1.7 %
No children	1	1.7 %
Bike trails	1	1.7 %
TRAVEL	1	1.7 %
PRIVATE DANCE STUDIO/LESSON	1	1.7 %
Omaha parks indoor pools, Montclair, Mockingbird	1	1.7 %
La Vista pool	1	1.7 %
LOCAL PARKS TRAILS FOR WALKING	1	1.7 %
Kids sports	1	1.7 %
Personal out of town	1	1.7 %
Private yoga teacher	1	1.7 %
OUTDOORS	1	1.7 %
La Vista Panthers	1	1.7 %
UBA	1	1.7 %
Omaha parks	1	1.7 %
Work	1	1.7 %
Golf courses, Eastern NE Gun Club	1	1.7 %
Casino	1	1.7 %
Birthday parties	1	1.7 %
Omaha indoor pool for water aerobics	1	1.7 %
OFFUTT FIELD HOUSE	1	1.7 %

**Q13-11. Other**

Q13-11. Other	Number	Percent
OUTSIDE WALKING	1	1.7 %
Papio Bay	1	1.7 %
Greater Omaha Outdoor Trail network	1	1.7 %
Parks in other communities (Papillion, Omaha, Bellevue)	1	1.7 %
Total	60	100.0 %

**Q13a. If you selected "recreation organizations" in Question 13, what recreation organizations do you use?**

Q13a. What recreation organizations do you use	Number	Percent
Bellevue Junior Sports Association	2	3.8 %
Millard Athletics Association	3	5.8 %
Papillion Rec. Organization (PRO)	35	67.3 %
Ralston "Score 4 Sports"	4	7.7 %
Other	14	26.9 %
Total	58	

**Q13a-5. Other**

Q13a-5. Other	Number	Percent
Omaha Sports Club	2	14.3 %
PLYAA	2	14.3 %
Metro youth football league	1	7.1 %
Ralston Select & Rec	1	7.1 %
YMCA	1	7.1 %
Church organized sports	1	7.1 %
Wolves Soccer Club	1	7.1 %
UBA	1	7.1 %
Nebraska Senior Softball	1	7.1 %
Little Sports	1	7.1 %
Strike Zone Baseball	1	7.1 %
SCHOOL PROGRAMS	1	7.1 %
Total	14	100.0 %

**Q14. What are your main sources of information for City of La Vista Recreation events or services?**

Q14. What are your main sources of information for City of La Vista Recreation events or services

	Number	Percent
CityWise quarterly newsletter	401	75.7 %
CityWise weekly email newsletter	96	18.1 %
Conversations with staff	12	2.3 %
Facebook	110	20.8 %
Flyers/materials at recreation facilities	35	6.6 %
Radio	13	2.5 %
Recreation brochure	16	3.0 %
Recreation Department website	29	5.5 %
Registration emails	20	3.8 %
Twitter	8	1.5 %
Instagram	1	0.2 %
Newspaper	45	8.5 %
Word of mouth	88	16.6 %
55+ Newsletter	17	3.2 %
<u>Other</u>	12	2.3 %
Total	903	

**Q14-15. Other**

Q14-15. Other

	Number	Percent
Nextdoor app	2	16.7 %
Signs	1	8.3 %
Senior citizen calendar	1	8.3 %
Newsletter	1	8.3 %
La Vista website	1	8.3 %
PAPILLION TIMES	1	8.3 %
MAILERS AND SIGNAGE	1	8.3 %
Sign off 84th and Parkview for summer events	1	8.3 %
Notes taped to the front doors	1	8.3 %
Advertising signs throughout the city	1	8.3 %
Nextdoor La Vista emails	1	8.3 %
Total	12	100.0 %

**Q15. How supportive would you be of the City of La Vista exploring the need for dedicated spaces that would provide programming, classes, recreation, and fitness opportunities for seniors in La Vista?**

Q15. How supportive would you be of City of La Vista exploring need for dedicated spaces that would provide programming, classes, recreation, & fitness opportunities for seniors

	Number	Percent
Very supportive	202	38.1 %
Supportive	200	37.7 %
Neutral	98	18.5 %
Not supportive	12	2.3 %
<u>Not provided</u>	18	3.4 %
Total	530	100.0 %

**WITHOUT “NOT PROVIDED”**

**Q15. How supportive would you be of the City of La Vista exploring the need for dedicated spaces that would provide programming, classes, recreation, and fitness opportunities for seniors in La Vista? (without "not provided")**

Q15. How supportive would you be of City of La Vista exploring need for dedicated spaces that would provide programming, classes, recreation, & fitness opportunities for seniors

	Number	Percent
Very supportive	202	39.5 %
Supportive	200	39.1 %
Neutral	98	19.1 %
<u>Not supportive</u>	12	2.3 %
Total	512	100.0 %

**Q16. Please indicate your preferred times to take a class or attend a recreation program for ADULTS (ages 16 and over).**

(N=530)

	Early Morning (5am-8am)	Morning (8am- 2 pm)	Afternoon (12pm-4pm)	Early Evening (4pm-8pm)	Late Evening (8pm-10pm)
Q16-1. Monday	13.4%	24.4%	9.0%	41.1%	12.1%
Q16-2. Tuesday	13.0%	20.2%	10.2%	42.3%	14.4%
Q16-3. Wednesday	13.2%	21.1%	10.3%	42.2%	13.2%
Q16-4. Thursday	12.4%	21.2%	10.2%	42.5%	13.7%
Q16-5. Friday	14.0%	25.1%	9.4%	39.3%	12.3%
Q16-6. Saturday	12.4%	47.1%	19.1%	13.4%	8.0%
Q16-7. Sunday	11.6%	40.5%	23.2%	18.3%	6.3%

**Q17. Please indicate your preferred times to take a class or attend a recreation program for CHILDREN (ages 15 and under).**

(N=530)

	Early Morning (5am-8am)	Morning (8am- 2 pm)	Afternoon (12pm-4pm)	Early Evening (4pm-8pm)	Late Evening (8pm-10pm)
Q17-1. Monday	0.6%	9.8%	7.5%	79.9%	2.3%
Q17-2. Tuesday	0.6%	8.3%	7.1%	82.2%	1.8%
Q17-3. Wednesday	0.6%	7.5%	7.5%	82.1%	2.3%
Q17-4. Thursday	0.6%	7.5%	6.9%	83.3%	1.7%
Q17-5. Friday	0.6%	8.5%	7.9%	81.2%	1.8%
Q17-6. Saturday	1.1%	53.1%	22.0%	22.6%	1.1%
Q17-7. Sunday	2.5%	41.8%	29.7%	22.8%	3.2%

**Q18. Please indicate if you or members of your household have a need for each of the following types of recreation facilities.**

(N=530)

	Yes	No
Q18-1. Archery range	14.3%	85.7%
Q18-2. Baseball fields	16.2%	83.8%
Q18-3. Basketball courts-indoor	20.4%	79.6%
Q18-4. Basketball courts-outdoor	10.9%	89.1%
Q18-5. Bike pump track	6.0%	94.0%
Q18-6. BMX park	6.6%	93.4%
Q18-7. Climbing wall	16.0%	84.0%
Q18-8. Dance room	11.5%	88.5%
Q18-9. Dog park	32.1%	67.9%
Q18-10. Fitness room	40.6%	59.4%
Q18-11. Flag football fields	10.6%	89.4%
Q18-12. Game room (e.g. pool table, darts, shuffle board)	20.0%	80.0%
Q18-13. Indoor multipurpose courts (racquetball/wallyball)	13.0%	87.0%
Q18-14. Indoor running/walking track	45.1%	54.9%
Q18-15. Meeting rooms/event space	24.7%	75.3%
Q18-16. Outdoor education classroom	9.1%	90.9%
Q18-17. Outdoor fitness circuit	19.8%	80.2%
Q18-18. Park shelters	32.8%	67.2%
Q18-19. Rentable kitchen space	10.0%	90.0%
Q18-20. Skate park	6.8%	93.2%
Q18-21. Soccer fields	14.5%	85.5%

**Q18. Please indicate if you or members of your household have a need for each of the following types of recreation facilities.**

	Yes	No
Q18-22. Softball fields	13.0%	87.0%
Q18-23. Splash pads	31.5%	68.5%
Q18-24. Swimming pool	40.8%	59.2%
Q18-25. Tennis courts	12.3%	87.7%
Q18-26. Volleyball courts-indoor	11.7%	88.3%
Q18-27. Other	5.8%	94.2%

**Q18. If "Yes," please rate how well your need for that type of recreation facility is being met by the La Vista Recreation Department or another public or private agency.**

(N=430)

	Fully met	Mostly met	Partly met	Not met
Q18-1. Archery range	9.1%	7.6%	9.1%	74.2%
Q18-2. Baseball fields	50.7%	33.3%	13.0%	2.9%
Q18-3. Basketball courts-indoor	33.0%	36.4%	25.0%	5.7%
Q18-4. Basketball courts-outdoor	17.4%	28.3%	41.3%	13.0%
Q18-5. Bike pump track	3.8%	7.7%	30.8%	57.7%
Q18-6. BMX park	6.9%	3.4%	17.2%	72.4%
Q18-7. Climbing wall	3.1%	10.9%	9.4%	76.6%
Q18-8. Dance room	18.6%	16.3%	32.6%	32.6%
Q18-9. Dog park	7.8%	5.0%	22.0%	65.2%
Q18-10. Fitness room	21.4%	28.6%	35.1%	14.9%
Q18-11. Flag football fields	31.7%	29.3%	19.5%	19.5%
Q18-12. Game room (e.g. pool table, darts, shuffle board)	26.4%	36.8%	28.7%	8.0%
Q18-13. Indoor multipurpose courts (racquetball/wallyball)	16.7%	29.6%	31.5%	22.2%
Q18-14. Indoor running/walking track	17.5%	24.3%	24.3%	33.9%
Q18-15. Meeting rooms/event space	32.7%	36.6%	20.8%	9.9%
Q18-16. Outdoor education classroom	2.9%	8.8%	17.6%	70.6%
Q18-17. Outdoor fitness circuit	11.5%	12.8%	20.5%	55.1%
Q18-18. Park shelters	29.6%	33.8%	27.5%	9.2%
Q18-19. Rentable kitchen space	30.6%	33.3%	16.7%	19.4%
Q18-20. Skate park	12.0%	8.0%	36.0%	44.0%

**Q18. If "Yes," please rate how well your need for that type of recreation facility is being met by the La Vista Recreation Department or another public or private agency.**

	Fully met	Mostly met	Partly met	Not met
Q18-21. Soccer fields	59.0%	26.2%	14.8%	0.0%
Q18-22. Softball fields	42.1%	40.4%	12.3%	5.3%
Q18-23. Splash pads	23.9%	34.1%	21.7%	20.3%
Q18-24. Swimming pool	22.8%	32.2%	31.1%	13.9%
Q18-25. Tennis courts	29.4%	27.5%	31.4%	11.8%
Q18-26. Volleyball courts-indoor	19.6%	21.7%	39.1%	19.6%
Q18-27. Other	8.3%	0.0%	16.7%	75.0%

**Q18-27. Other**

<u>Q18-27. Other</u>	Number	Percent
Indoor pool	7	22.6 %
Golf course	3	9.7 %
Amphitheatre	1	3.2 %
Warm water therapy pool, indoor lap pool	1	3.2 %
Garden plot closer to home	1	3.2 %
Could use a wall along 96th Giles & Cornhusker to tone down the traffic noise	1	3.2 %
Chess club	1	3.2 %
Sand volleyball court	1	3.2 %
Kiln's for glass classes	1	3.2 %
WEIGHTS OR MACHINE	1	3.2 %
RACQUETBALL	1	3.2 %
Outdoor walking trails	1	3.2 %
Cushioned walking track	1	3.2 %
Teen gaming/hangout	1	3.2 %
Bike trails	1	3.2 %
SHOOTING RANGE	1	3.2 %
OUTDOOR HAND BALL COURTS	1	3.2 %
RC Aviation flying field	1	3.2 %
GUN RANGE	1	3.2 %
WEIGHT ROOM	1	3.2 %
TRAILS	1	3.2 %
Annual Adventure Race	1	3.2 %
Mountain bike trails	1	3.2 %
Total	31	100.0 %

**Q19. Which THREE facilities from the list in Question 18 are MOST IMPORTANT to you or members of your household?**

Q19. Top choice	Number	Percent
Archery range	15	2.8 %
Baseball fields	18	3.4 %
Basketball courts-indoor	19	3.6 %
Basketball courts-outdoor	2	0.4 %
Bike pump track	4	0.8 %
Climbing wall	4	0.8 %
Dance room	4	0.8 %
Dog park	50	9.4 %
Fitness room	65	12.3 %
Flag football fields	2	0.4 %
Game room (e.g. pool table, darts, shuffle board)	4	0.8 %
Indoor multipurpose courts (racquetball/wallyball)	1	0.2 %
Indoor running/walking track	56	10.6 %
Meeting rooms/event space	9	1.7 %
Outdoor education classroom	3	0.6 %
Outdoor fitness circuit	4	0.8 %
Park shelters	8	1.5 %
Rentable kitchen space	2	0.4 %
Skate park	1	0.2 %
Soccer fields	5	0.9 %
Softball fields	8	1.5 %
Splash pads	18	3.4 %
Swimming pool	61	11.5 %
Tennis courts	4	0.8 %
Volleyball courts-indoor	8	1.5 %
Other	13	2.5 %
<u>None chosen</u>	142	26.8 %
Total	530	100.0 %

**Q19. Which THREE facilities from the list in Question 18 are MOST IMPORTANT to you or members of your household?**

Q19. 2nd choice	Number	Percent
Archery range	3	0.6 %
Baseball fields	8	1.5 %
Basketball courts-indoor	13	2.5 %
Basketball courts-outdoor	4	0.8 %
Bike pump track	4	0.8 %
BMX park	5	0.9 %
Climbing wall	9	1.7 %
Dance room	3	0.6 %
Dog park	18	3.4 %
Fitness room	39	7.4 %
Flag football fields	6	1.1 %
Game room (e.g. pool table, darts, shuffle board)	10	1.9 %
Indoor multipurpose courts (racquetball/wallyball)	5	0.9 %
Indoor running/walking track	55	10.4 %
Meeting rooms/event space	19	3.6 %
Outdoor education classroom	3	0.6 %
Outdoor fitness circuit	16	3.0 %
Park shelters	23	4.3 %
Rentable kitchen space	5	0.9 %
Skate park	3	0.6 %
Soccer fields	10	1.9 %
Softball fields	11	2.1 %
Splash pads	37	7.0 %
Swimming pool	20	3.8 %
Tennis courts	6	1.1 %
Volleyball courts-indoor	3	0.6 %
Other	7	1.3 %
<u>None chosen</u>	185	34.9 %
Total	530	100.0 %

**Q19. Which THREE facilities from the list in Question 18 are MOST IMPORTANT to you or members of your household?**

Q19. 3rd choice	Number	Percent
Archery range	12	2.3 %
Baseball fields	4	0.8 %
Basketball courts-indoor	6	1.1 %
Basketball courts-outdoor	4	0.8 %
Bike pump track	1	0.2 %
BMX park	3	0.6 %
Climbing wall	10	1.9 %
Dance room	5	0.9 %
Dog park	26	4.9 %
Fitness room	18	3.4 %
Flag football fields	2	0.4 %
Game room (e.g. pool table, darts, shuffle board)	9	1.7 %
Indoor multipurpose courts (racquetball/wallyball)	4	0.8 %
Indoor running/walking track	37	7.0 %
Meeting rooms/event space	17	3.2 %
Outdoor education classroom	1	0.2 %
Outdoor fitness circuit	13	2.5 %
Park shelters	23	4.3 %
Rentable kitchen space	6	1.1 %
Skate park	3	0.6 %
Soccer fields	9	1.7 %
Softball fields	3	0.6 %
Splash pads	25	4.7 %
Swimming pool	41	7.7 %
Tennis courts	2	0.4 %
Volleyball courts-indoor	4	0.8 %
Other	3	0.6 %
<u>None chosen</u>	<u>239</u>	<u>45.1 %</u>
Total	530	100.0 %

**Q19. Which THREE facilities from the list in Question 18 are MOST IMPORTANT to you or members of your household? (top 3)**

Q19. Sum of top 3 choices	Number	Percent
Archery range	30	5.7 %
Baseball fields	30	5.7 %
Basketball courts-indoor	38	7.2 %
Basketball courts-outdoor	10	1.9 %
Bike pump track	9	1.7 %
BMX park	8	1.5 %
Climbing wall	23	4.3 %
Dance room	12	2.3 %
Dog park	94	17.7 %
Fitness room	122	23.0 %
Flag football fields	10	1.9 %
Game room (e.g. pool table, darts, shuffle board)	23	4.3 %
Indoor multipurpose courts (racquetball/wallyball)	10	1.9 %
Indoor running/walking track	148	27.9 %
Meeting rooms/event space	45	8.5 %
Outdoor education classroom	7	1.3 %
Outdoor fitness circuit	33	6.2 %
Park shelters	54	10.2 %
Rentable kitchen space	13	2.5 %
Skate park	7	1.3 %
Soccer fields	24	4.5 %
Softball fields	22	4.2 %
Splash pads	80	15.1 %
Swimming pool	122	23.0 %
Tennis courts	12	2.3 %
Volleyball courts-indoor	15	2.8 %
Other	23	4.3 %
None chosen	142	26.8 %
Total	1166	

Number of Cases = 530

Number of Responses = 1166

Average Number Of Responses Per Case = 2.2

Number Of Cases With At Least One Response = 530

**Q20. Please indicate if you or members of your household have a need for each of the following types of recreation programs.**

(N=530)

	Yes	No
Q20-1. Adult dance, performing arts	10.9%	89.1%
Q20-2. Adult education classes	21.1%	78.9%
Q20-3. Adult fitness & wellness classes	41.1%	58.9%
Q20-4. Adult learn to swim programs	8.1%	91.9%
Q20-5. Adult sports programs	12.3%	87.7%
Q20-6. After school programs	11.1%	88.9%
Q20-7. Art/photography classes	20.2%	79.8%
Q20-8. Birthday parties	10.9%	89.1%
Q20-9. Cooking classes	24.7%	75.3%
Q20-10. Free self-directed drop-in activities (e.g. cards, dominos, board games)	14.3%	85.7%
Q20-11. Gardening classes	20.8%	79.2%
Q20-12. Gymnastics/tumbling programs	8.7%	91.3%
Q20-13. Nature programs/environmental education	16.2%	83.8%
Q20-14. Pet-friendly programs	22.1%	77.9%
Q20-15. Programs for people with special needs	9.1%	90.9%
Q20-16. Special events (e.g. art fairs, food truck festivals)	40.6%	59.4%
Q20-17. Tennis lessons & leagues	5.5%	94.5%
Q20-18. Youth dance, performing arts	7.4%	92.6%
Q20-19. Youth education classes	8.7%	91.3%

**Q20. Please indicate if you or members of your household have a need for each of the following types of recreation programs.**

	Yes	No
Q20-20. Youth fitness & wellness classes	15.1%	84.9%
Q20-21. Youth learn to swim programs	18.5%	81.5%
Q20-22. Youth sports instruction	13.6%	86.4%
Q20-23. Youth sports leagues	17.9%	82.1%
Q20-24. Youth summer activities & camps	19.8%	80.2%
Q20-25. Technology programs	20.6%	79.4%
Q20-26. Walking clubs	23.4%	76.6%
Q20-27. Other	1.3%	98.7%

**Q20. If "Yes," please rate how well your need for that type of recreation programs is being met by the La Vista Recreation Department or another public or private agency.**

(N=385)

	Fully met	Mostly met	Partly met	Not met
Q20-1. Adult dance, performing arts	6.7%	20.0%	31.1%	42.2%
Q20-2. Adult education classes	12.5%	17.0%	47.7%	22.7%
Q20-3. Adult fitness & wellness classes	13.6%	24.3%	37.9%	24.3%
Q20-4. Adult learn to swim programs	3.3%	3.3%	30.0%	63.3%
Q20-5. Adult sports programs	18.8%	18.8%	45.8%	16.7%
Q20-6. After school programs	10.6%	17.0%	38.3%	34.0%
Q20-7. Art/photography classes	10.3%	15.4%	26.9%	47.4%
Q20-8. Birthday parties	27.3%	13.6%	36.4%	22.7%
Q20-9. Cooking classes	11.1%	15.2%	38.4%	35.4%
Q20-10. Free self-directed drop-in activities (e.g. cards, dominos, board games)	12.1%	20.7%	24.1%	43.1%
Q20-11. Gardening classes	7.8%	11.1%	25.6%	55.6%
Q20-12. Gymnastics/tumbling programs	6.1%	18.2%	12.1%	63.6%
Q20-13. Nature programs/environmental education	4.6%	16.9%	26.2%	52.3%
Q20-14. Pet-friendly programs	9.5%	4.8%	27.4%	58.3%
Q20-15. Programs for people with special needs	12.5%	15.6%	25.0%	46.9%
Q20-16. Special events (e.g. art fairs, food truck festivals)	8.5%	19.4%	38.8%	33.3%
Q20-17. Tennis lessons & leagues	0.0%	5.6%	33.3%	61.1%
Q20-18. Youth dance, performing arts	3.6%	21.4%	35.7%	39.3%
Q20-19. Youth education classes	10.3%	17.9%	46.2%	25.6%

**Q20. If "Yes," please rate how well your need for that type of recreation programs is being met by the La Vista Recreation Department or another public or private agency.**

	Fully met	Mostly met	Partly met	Not met
Q20-20. Youth fitness & wellness classes	9.5%	20.6%	34.9%	34.9%
Q20-21. Youth learn to swim programs	22.1%	16.9%	26.0%	35.1%
Q20-22. Youth sports instruction	26.8%	28.6%	25.0%	19.6%
Q20-23. Youth sports leagues	33.8%	24.7%	27.3%	14.3%
Q20-24. Youth summer activities & camps	19.5%	13.4%	42.7%	24.4%
Q20-25. Technology programs	8.6%	13.6%	25.9%	51.9%
Q20-26. Walking clubs	14.3%	18.7%	27.5%	39.6%
Q20-27. Other	0.0%	0.0%	0.0%	100.0%

**Q20-27. Other**

Q20-27. Other	Number	Percent
Small community theatre productions	1	16.7 %
OUTDOOR CONCERTS	1	16.7 %
Water aerobics	1	16.7 %
STEM/coding classes	1	16.7 %
Music concerts/outdoor	1	16.7 %
YOGA	1	16.7 %
Total	6	100.0 %

**Q21. Which THREE programs from the list in Question 20 are MOST IMPORTANT to you or members of your household?**

Q21. Top choice	Number	Percent
Adult dance, performing arts	6	1.1 %
Adult education classes	24	4.5 %
Adult fitness & wellness classes	75	14.2 %
Adult learn to swim programs	2	0.4 %
Adult sports programs	10	1.9 %
After school programs	6	1.1 %
Art/photography classes	13	2.5 %
Birthday parties	2	0.4 %
Cooking classes	9	1.7 %
Free self-directed drop-in activities (e.g. cards, dominos, board games)	6	1.1 %
Gardening classes	7	1.3 %
Gymnastics/tumbling programs	8	1.5 %
Nature programs/environmental education	6	1.1 %
Pet-friendly programs	27	5.1 %
Programs for people with special needs	9	1.7 %
Special events (e.g. art fairs, food truck festivals)	31	5.8 %
Tennis lessons & leagues	1	0.2 %
Youth dance, performing arts	4	0.8 %
Youth education classes	3	0.6 %
Youth fitness & wellness classes	7	1.3 %
Youth learn to swim programs	23	4.3 %
Youth sports instruction	5	0.9 %
Youth sports leagues	25	4.7 %
Youth summer activities & camps	6	1.1 %
Technology programs	8	1.5 %
Walking clubs	14	2.6 %
Other	3	0.6 %
<u>None chosen</u>	190	35.8 %
<b>Total</b>	<b>530</b>	<b>100.0 %</b>

**Q21. Which THREE programs from the list in Question 20 are MOST IMPORTANT to you or members of your household?**

Q21. 2nd choice	Number	Percent
Adult dance, performing arts	5	0.9 %
Adult education classes	23	4.3 %
Adult fitness & wellness classes	36	6.8 %
Adult learn to swim programs	4	0.8 %
Adult sports programs	5	0.9 %
After school programs	5	0.9 %
Art/photography classes	19	3.6 %
Birthday parties	3	0.6 %
Cooking classes	22	4.2 %
Free self-directed drop-in activities (e.g. cards, dominos, board games)	8	1.5 %
Gardening classes	15	2.8 %
Gymnastics/tumbling programs	6	1.1 %
Nature programs/environmental education	15	2.8 %
Pet-friendly programs	16	3.0 %
Programs for people with special needs	5	0.9 %
Special events (e.g. art fairs, food truck festivals)	29	5.5 %
Tennis lessons & leagues	2	0.4 %
Youth dance, performing arts	3	0.6 %
Youth education classes	4	0.8 %
Youth fitness & wellness classes	7	1.3 %
Youth learn to swim programs	11	2.1 %
Youth sports instruction	10	1.9 %
Youth sports leagues	16	3.0 %
Youth summer activities & camps	14	2.6 %
Technology programs	9	1.7 %
Walking clubs	16	3.0 %
<u>None chosen</u>	222	41.9 %
Total	530	100.0 %

**Q21. Which THREE programs from the list in Question 20 are MOST IMPORTANT to you or members of your household?**

Q21. 3rd choice	Number	Percent
Adult dance, performing arts	5	0.9 %
Adult education classes	7	1.3 %
Adult fitness & wellness classes	24	4.5 %
Adult learn to swim programs	1	0.2 %
Adult sports programs	8	1.5 %
After school programs	4	0.8 %
Art/photography classes	6	1.1 %
Birthday parties	3	0.6 %
Cooking classes	14	2.6 %
Free self-directed drop-in activities (e.g. cards, dominos, board games)	13	2.5 %
Gardening classes	17	3.2 %
Gymnastics/tumbling programs	1	0.2 %
Nature programs/environmental education	14	2.6 %
Pet-friendly programs	21	4.0 %
Programs for people with special needs	6	1.1 %
Special events (e.g. art fairs, food truck festivals)	44	8.3 %
Tennis lessons & leagues	1	0.2 %
Youth education classes	2	0.4 %
Youth fitness & wellness classes	6	1.1 %
Youth learn to swim programs	8	1.5 %
Youth sports instruction	2	0.4 %
Youth sports leagues	11	2.1 %
Youth summer activities & camps	14	2.6 %
Technology programs	18	3.4 %
Walking clubs	20	3.8 %
Other	1	0.2 %
None chosen	259	48.9 %
Total	530	100.0 %

**Q21. Which THREE programs from the list in Question 20 are MOST IMPORTANT to you or members of your household? (top 3)**

Q21. Sum of top 3 choices	Number	Percent
Adult dance, performing arts	16	3.0 %
Adult education classes	54	10.2 %
Adult fitness & wellness classes	135	25.5 %
Adult learn to swim programs	7	1.3 %
Adult sports programs	23	4.3 %
After school programs	15	2.8 %
Art/photography classes	38	7.2 %
Birthday parties	8	1.5 %
Cooking classes	45	8.5 %
Free self-directed drop-in activities (e.g. cards, dominos, board games)	27	5.1 %
Gardening classes	39	7.4 %
Gymnastics/tumbling programs	15	2.8 %
Nature programs/environmental education	35	6.6 %
Pet-friendly programs	64	12.1 %
Programs for people with special needs	20	3.8 %
Special events (e.g. art fairs, food truck festivals)	104	19.6 %
Tennis lessons & leagues	4	0.8 %
Youth dance, performing arts	7	1.3 %
Youth education classes	9	1.7 %
Youth fitness & wellness classes	20	3.8 %
Youth learn to swim programs	42	7.9 %
Youth sports instruction	17	3.2 %
Youth sports leagues	52	9.8 %
Youth summer activities & camps	34	6.4 %
Technology programs	35	6.6 %
Walking clubs	50	9.4 %
Other	4	0.8 %
<u>None chosen</u>	190	35.8 %
Total	1109	

**Q22. What is your age?**

<u>Q22. Your age</u>	Number	Percent
18-34	101	19.1 %
35-44	110	20.8 %
45-54	93	17.5 %
55-64	97	18.3 %
65+	124	23.4 %
<u>Not provided</u>	5	0.9 %
Total	530	100.0 %

**WITHOUT “NOT PROVIDED”****Q22. What is your age? (without "not provided")**

<u>Q22. Your age</u>	Number	Percent
18-34	101	19.2 %
35-44	110	21.0 %
45-54	93	17.7 %
55-64	97	18.5 %
65+	124	23.6 %
Total	525	100.0 %

**Q23. Counting yourself, how many people in your household are...**

	Mean	Sum
Under age 5	0.1	69
Ages 5-9	0.2	122
Ages 10-14	0.3	146
Ages 15-19	0.2	95
Ages 20-24	0.1	50
Ages 25-34	0.3	161
Ages 35-44	0.4	193
Ages 45-54	0.3	169
Ages 55-64	0.3	175
Ages 65-74	0.3	149
Ages 75+	0.2	82

**Q24. What is your gender?**

<u>Q24. Your gender</u>	Number	Percent
Male	259	48.9 %
Female	269	50.8 %
<u>Not provided</u>	2	0.4 %
Total	530	100.0 %

**WITHOUT "NOT PROVIDED"****Q24. What is your gender? (without "not provided")**

<u>Q24. Your gender</u>	Number	Percent
Male	259	49.1 %
Female	269	50.9 %
Total	528	100.0 %

**Q25. What is your total household income?**

<u>Q25. Your total household income</u>	Number	Percent
Under \$35K	60	11.3 %
\$35K to \$59,999	101	19.1 %
\$60K to \$99,999	133	25.1 %
\$100K to \$149,999	97	18.3 %
\$150K+	36	6.8 %
Prefer not to answer	82	15.5 %
<u>Not provided</u>	21	4.0 %
<b>Total</b>	<b>530</b>	<b>100.0 %</b>

**WITHOUT “NOT PROVIDED” or “PREFER NOT TO ANSWER”****Q25. What is your total household income? (without "not provided" or "prefer not to answer")**

<u>Q25. Your total household income</u>	Number	Percent
Under \$35K	60	14.1 %
\$35K to \$59,999	101	23.7 %
\$60K to \$99,999	133	31.1 %
\$100K to \$149,999	97	22.7 %
\$150K+	36	8.4 %
<b>Total</b>	<b>427</b>	<b>100.0 %</b>

**Q26. Which of the following best describes your race/ethnicity?**

<u>Q26. Your race/ethnicity</u>	Number	Percent
White/Caucasian	481	90.8 %
Asian	13	2.5 %
Pacific Islander	2	0.4 %
Hispanic/Latin	38	7.2 %
African American/Black	25	4.7 %
Native American	6	1.1 %
Other	1	0.2 %
<u>Prefer not to answer</u>	22	4.2 %
Total	588	

**WITHOUT "PREFER NOT TO ANSWER"****Q26. Which of the following best describes your race/ethnicity? (without "prefer not to answer")**

<u>Q26. Your race/ethnicity</u>	Number	Percent
White/Caucasian	481	90.8 %
Asian	13	2.5 %
Pacific Islander	2	0.4 %
Hispanic/Latin	38	7.2 %
African American/Black	25	4.7 %
Native American	6	1.1 %
Other	1	0.2 %
Total	566	

**Q26-7. Other**

<u>Q26-7. Other</u>	Number	Percent
Multi-racial	1	100.0 %
Total	1	100.0 %

**Q27. What is your marital status?**

<u>Q27. Your marital status</u>	Number	Percent
Married	347	65.5 %
Single	176	33.2 %
<u>Not provided</u>	7	1.3 %
Total	530	100.0 %

**WITHOUT "NOT PROVIDED"****Q27. What is your marital status? (without "not provided")**

<u>Q27. Your marital status</u>	Number	Percent
Married	347	66.3 %
Single	176	33.7 %
Total	523	100.0 %

**Q28. Are you...**

<u>Q28. Your employment status</u>	Number	Percent
Employed full time	327	61.7 %
Employed part time	59	11.1 %
Looking for work	8	1.5 %
Student	15	2.8 %
Homemaker	29	5.5 %
<u>Retired</u>	111	20.9 %
Total	549	

**Q29. What is the highest level of education that you've completed?**

Q29. Highest level of education you have completed

	Number	Percent
Less than high school diploma	9	1.7 %
High school graduate/GED	60	11.3 %
Some college	128	24.2 %
College graduate	172	32.5 %
Graduate degree or higher	117	22.1 %
Technical/vocational graduate	36	6.8 %
<u>Not provided</u>	8	1.5 %
Total	530	100.0 %

**Q29. What is the highest level of education that you've completed? (without "not provided")**

Q29. Highest level of education you have completed

	Number	Percent
Less than high school diploma	9	1.7 %
High school graduate/GED	60	11.5 %
Some college	128	24.5 %
College graduate	172	33.0 %
Graduate degree or higher	117	22.4 %
<u>Technical/vocational graduate</u>	36	6.9 %
Total	522	100.0 %

## **Section 5**

### ***Survey Instrument***

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The City of La Vista would like your input to help determine recreation and library priorities for our community. This survey will take 15-20 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. If you would prefer to take this survey online, you can do so by visiting [LaVistaSurvey.org](http://LaVistaSurvey.org). We greatly appreciate your time!

## La Vista Public Library

**1. Do you or any members of your household have a library card for the La Vista Public Library?**

(1) Yes       (2) No

**2. How often do you or members of your household visit the La Vista Library?**

(1) Daily       (3) Several times per month       (5) Once per year or less  
 (2) Once or twice per week       (4) Several times per year       (6) Never [Answer Q2a.]

**2a. If "Never" to Question 2, what is the primary reason you have not visited the La Vista Library?**

---

**3. How often do you or members of your household access library resources online?**

(1) Daily       (3) Several times per month       (5) Once per year or less  
 (2) Once or twice per week       (4) Several times per year       (6) Never [Answer Q3a.]

**3a. If "Never" to Question 3, what is the primary reason you do not access library resources online?**

---

**4. How do you typically find out about Library events or services? [Check all that apply.]**

<input type="checkbox"/> (01) CityWise quarterly newsletter	<input type="checkbox"/> (07) Library monthly electronic newsletter
<input type="checkbox"/> (02) CityWise weekly e-mail newsletter	<input type="checkbox"/> (08) Newspaper
<input type="checkbox"/> (03) Conversations with library staff	<input type="checkbox"/> (09) Twitter
<input type="checkbox"/> (04) Facebook	<input type="checkbox"/> (10) Word of mouth
<input type="checkbox"/> (05) Instagram	<input type="checkbox"/> (11) Other: _____
<input type="checkbox"/> (06) Library Department website	

**5. What THREE principal roles and services of the library are MOST IMPORTANT for the City of La Vista to provide?**

<input type="checkbox"/> (01) Fostering an attitude of civic engagement	<input type="checkbox"/> (07) Serving as a resource for community information
<input type="checkbox"/> (02) Helping with technology tools that find, use, and analyze information	<input type="checkbox"/> (08) Supporting education and literacy for children and adults
<input type="checkbox"/> (03) Supporting historic preservation	<input type="checkbox"/> (09) Supporting group-study and collaboration
<input type="checkbox"/> (04) Providing resources for reading/listening/viewing	<input type="checkbox"/> (10) Supporting job seekers
<input type="checkbox"/> (05) Providing materials for entertainment	<input type="checkbox"/> (11) Supporting local economic development
<input type="checkbox"/> (06) Providing quiet places for reading and individual study	<input type="checkbox"/> (12) Supporting the creation and sharing of digital art, music, video, etc.
	<input type="checkbox"/> (13) Other: _____

6. Please indicate if you or members of your household have a need for each type of library service/program listed below by circling either "Yes" or "No." If "Yes," please rate how well your need for that service/program is being met by the La Vista Library or another public or private agency.

Type of Service/Program	Do you have a need for this type of service/program?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Audiobook rentals	Yes	No	4	3	2	1
02. Book rentals	Yes	No	4	3	2	1
03. Computer labs	Yes	No	4	3	2	1
04. Computer/Technology training and resources	Yes	No	4	3	2	1
05. Digital audiobook rentals	Yes	No	4	3	2	1
06. Digital magazine rentals	Yes	No	4	3	2	1
07. Digital music rentals	Yes	No	4	3	2	1
08. Digital video rentals	Yes	No	4	3	2	1
09. DVD rentals	Yes	No	4	3	2	1
10. eBook rentals	Yes	No	4	3	2	1
11. Free reference database	Yes	No	4	3	2	1
12. GED resource program	Yes	No	4	3	2	1
13. Homeschooling programs	Yes	No	4	3	2	1
14. Inter-library loan program	Yes	No	4	3	2	1
15. Language classes	Yes	No	4	3	2	1
16. Magazine rentals	Yes	No	4	3	2	1
17. Media production training/classes	Yes	No	4	3	2	1
18. Music/CD rentals	Yes	No	4	3	2	1
19. Office resources (print, ship, fax, scan)	Yes	No	4	3	2	1
20. Online catalog search	Yes	No	4	3	2	1
21. Online gaming	Yes	No	4	3	2	1
22. Online material renewals	Yes	No	4	3	2	1
23. Online material reservations	Yes	No	4	3	2	1
24. Programming for adults	Yes	No	4	3	2	1
25. Programming for children	Yes	No	4	3	2	1
26. Programming for seniors	Yes	No	4	3	2	1
27. Programming for teens	Yes	No	4	3	2	1
28. STEM/Makerspace resources	Yes	No	4	3	2	1
29. Summer reading programs	Yes	No	4	3	2	1
30. Other: _____	Yes	No	4	3	2	1

7. Which THREE services/programs from the list in Question 6 are MOST IMPORTANT to you or members of your household? [Write in your answers below using the numbers from the list in Question 6, or circle "NONE."]

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

7a. What is the ONE library service/program you would MOST LIKE to see added in La Vista to meet the needs of your household?

\_\_\_\_\_

## La Vista Recreation

The La Vista Community Center (Rec Center), located at 8116 Park View Boulevard, is a multipurpose facility owned and operated by the City of La Vista that offers a wide variety of amenities including a game room, gymnasium, stage, fitness room, racquetball/walleyball courts, locker room, and a number of rentable spaces to accommodate the needs of residents and non-residents.

### 8. How often do you or members of your household visit the La Vista Community Center?

(1) Daily       (3) Several times per month       (5) Once per year or less  
 (2) Once or twice per week       (4) Several times per year       (6) Never [Answer Q8a.]

#### 8a. If "Never" to Question 8, what is the primary reason you have not visited the La Vista Community Center?

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### 9. Which of the following amenities of the La Vista Community Center have you or members of your household used in the past year? [Check all that apply.]

(1) Basketball/Volleyball courts       (4) Game room       (7) Senior Center  
 (2) Facility rental       (5) Kitchen       (8) Stage  
 (3) Fitness room       (6) Racquetball/Walleyball courts       (9) Other: \_\_\_\_\_

### 10. What prevents you or members of your household from using the La Vista Community Center, or from using it more often? [Check all that apply.]

(01) Desired program is not offered       (13) Hours of operation are not convenient  
 (02) Desired amenity is not offered       (14) Hours of programming are not convenient  
 (03) Facility is not well maintained       (15) I did not know the location of the facility  
 (04) Fees are too high       (16) I do not know what is offered  
 (05) Inconvenient location       (17) Quality of programs  
 (06) Lack of accessibility       (18) Lack of transportation  
 (07) Lack of equipment I am interested in       (19) Registration is difficult  
 (08) Lack of parking       (20) Renting facilities is difficult  
 (09) Security is insufficient       (21) Waiting list/programs are full  
 (10) Too crowded       (22) We are not interested  
 (11) Too far from residence       (23) We are too busy  
 (12) Use other private facilities       (24) Other: \_\_\_\_\_

### 11. How would you rate the condition of La Vista Recreation facilities (e.g. parks, ballfields, Community Center) compared to other facilities available to you and the members of your household?

(1) Excellent       (2) Good       (3) Fair       (4) Poor       (9) Don't Know

### 12. What THREE principal roles and services of La Vista Recreation are MOST IMPORTANT for the City of La Vista to provide? [Check only THREE.]

(01) Improving the quality of life in La Vista       (07) Opportunities to improve physical health and fitness  
 (02) Opportunities for arts education and instruction       (08) Promoting social inclusion  
 (03) Opportunities for cultural enrichment       (09) Safe places for youth and teens  
 (04) Opportunities for recreation       (10) Social services for older adults  
 (05) Opportunities for positive social interactions       (11) Other: \_\_\_\_\_  
 (06) Opportunities to explore new hobbies

**13. What organizations do you or members of your household use for recreation? [Check all that apply.]**

<input type="checkbox"/> (01) Churches/Places of worship	<input type="checkbox"/> (07) Recreation organizations [Answer Q13a.]
<input type="checkbox"/> (02) City of La Vista recreation	<input type="checkbox"/> (08) School district
<input type="checkbox"/> (03) Country clubs/private clubs	<input type="checkbox"/> (09) Select sports (e.g. baseball, basketball)
<input type="checkbox"/> (04) Kroc Center	<input type="checkbox"/> (10) YMCA
<input type="checkbox"/> (05) Private fitness clubs or gyms	<input type="checkbox"/> (11) Other: _____
<input type="checkbox"/> (06) Private pools	<input type="checkbox"/> (12) Other: _____

**13a. If you selected "Recreation organizations" in Question 13, what recreation organizations do you use? [Check all that apply.]**

<input type="checkbox"/> (1) Bellevue Junior Sports Association	<input type="checkbox"/> (4) Ralston "Score 4 Sports"
<input type="checkbox"/> (2) Millard Athletics Association	<input type="checkbox"/> (5) Other: _____
<input type="checkbox"/> (3) Papillion Rec. Organization (PRO)	

**14. What are your main sources of information for City of La Vista Recreation events or services? [Check all that apply.]**

<input type="checkbox"/> (01) CityWise quarterly newsletter	<input type="checkbox"/> (09) Registration emails
<input type="checkbox"/> (02) CityWise weekly e-mail newsletter	<input type="checkbox"/> (10) Twitter
<input type="checkbox"/> (03) Conversations with staff	<input type="checkbox"/> (11) Instagram
<input type="checkbox"/> (04) Facebook	<input type="checkbox"/> (12) Newspaper
<input type="checkbox"/> (05) Flyers/Materials at recreation facilities	<input type="checkbox"/> (13) Word of mouth
<input type="checkbox"/> (06) Radio	<input type="checkbox"/> (14) 55+ Newsletter
<input type="checkbox"/> (07) Recreation brochure	<input type="checkbox"/> (15) Other: _____
<input type="checkbox"/> (08) Recreation department website	

**15. How supportive would you be of the City of La Vista exploring the need for dedicated spaces that would provide programming, classes, recreation, and fitness opportunities for seniors in La Vista?**

(1) Very supportive       (2) Supportive       (3) Neutral       (4) Not supportive

**16. Please indicate your preferred times to take a class or attend a recreation program for ADULTS (ages 16 and over).**

Day of the Week	Early Morning (5:00 am - 8:00 am)	Morning (8:00 am - 12:00 pm)	Afternoon (12:00 pm - 4:00 pm)	Early Evening (4:00 pm - 8:00 pm)	Late Evening (8:00 pm - 10:00 pm)
1. Monday	5	4	3	2	1
2. Tuesday	5	4	3	2	1
3. Wednesday	5	4	3	2	1
4. Thursday	5	4	3	2	1
5. Friday	5	4	3	2	1
6. Saturday	5	4	3	2	1
7. Sunday	5	4	3	2	1

**17. Please indicate your preferred times to take a class or attend a recreation program for CHILDREN (ages 15 and under). [Leave blank if not applicable.]**

Day of the Week	Early Morning (5:00 am - 8:00 am)	Morning (8:00 am - 12:00 pm)	Afternoon (12:00 pm - 4:00 pm)	Early Evening (4:00 pm - 8:00 pm)	Late Evening (8:00 pm - 10:00 pm)
1. Monday	5	4	3	2	1
2. Tuesday	5	4	3	2	1
3. Wednesday	5	4	3	2	1
4. Thursday	5	4	3	2	1
5. Friday	5	4	3	2	1
6. Saturday	5	4	3	2	1
7. Sunday	5	4	3	2	1

**18. Please indicate if you or members of your household have a need for each of the following types of recreation facilities by circling either "Yes" or "No." If "Yes," please rate how well your need for that type of recreation facility is being met by the La Vista Recreation Department or another public or private agency.**

Type of Facility	Do you have a need for this type of facility?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Archery range	Yes	No	4	3	2	1
02. Baseball fields	Yes	No	4	3	2	1
03. Basketball courts - indoor	Yes	No	4	3	2	1
04. Basketball courts - outdoor	Yes	No	4	3	2	1
05. Bike pump track	Yes	No	4	3	2	1
06. BMX park	Yes	No	4	3	2	1
07. Climbing wall	Yes	No	4	3	2	1
08. Dance room	Yes	No	4	3	2	1
09. Dog park	Yes	No	4	3	2	1
10. Fitness room	Yes	No	4	3	2	1
11. Flag football fields	Yes	No	4	3	2	1
12. Game room (e.g. pool table, darts, shuffle board)	Yes	No	4	3	2	1
13. Indoor multipurpose courts (racquetball/wallyball)	Yes	No	4	3	2	1
14. Indoor running/walking track	Yes	No	4	3	2	1
15. Meeting rooms/event space	Yes	No	4	3	2	1
16. Outdoor education classroom	Yes	No	4	3	2	1
17. Outdoor fitness circuit	Yes	No	4	3	2	1
18. Park shelters	Yes	No	4	3	2	1
19. Rentable kitchen space	Yes	No	4	3	2	1
20. Skate park	Yes	No	4	3	2	1
21. Soccer fields	Yes	No	4	3	2	1
22. Softball fields	Yes	No	4	3	2	1
23. Splash pads	Yes	No	4	3	2	1
24. Swimming pool	Yes	No	4	3	2	1
25. Tennis courts	Yes	No	4	3	2	1
26. Volleyball courts - indoor	Yes	No	4	3	2	1
27. Other: _____	Yes	No	4	3	2	1
28. Other: _____	Yes	No	4	3	2	1
29. Other: _____	Yes	No	4	3	2	1

**19. Which THREE facilities from the list in Question 18 are MOST IMPORTANT to you or members of your household? [Write in your answers below using the numbers from the list in Question 18, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**19a. What is the ONE recreation facility you would MOST LIKE to see added in La Vista to meet the needs of your household?**

\_\_\_\_\_

**20. Please indicate if you or members of your household have a need for each of the following types of recreation programs by circling either "Yes" or "No." If "Yes," please rate how well your need for that type of recreation programs is being met by the La Vista Recreation Department or another public or private agency.**

Type of Program	Do you have a need for this type of program?		If "Yes," how well are your needs being met?			
	Yes	No	Fully Met	Mostly Met	Partly Met	Not Met
01. Adult dance, performing arts	Yes	No	4	3	2	1
02. Adult education classes	Yes	No	4	3	2	1
03. Adult fitness and wellness classes	Yes	No	4	3	2	1
04. Adult learn to swim programs	Yes	No	4	3	2	1
05. Adult sports programs	Yes	No	4	3	2	1
06. After school programs	Yes	No	4	3	2	1
07. Art/photography classes	Yes	No	4	3	2	1
08. Birthday parties	Yes	No	4	3	2	1
09. Cooking classes	Yes	No	4	3	2	1
10. Free self-directed drop-in activities (e.g. cards, dominos, board games)	Yes	No	4	3	2	1
11. Gardening classes	Yes	No	4	3	2	1
12. Gymnastics/Tumbling programs	Yes	No	4	3	2	1
13. Nature programs/environmental education	Yes	No	4	3	2	1
14. Pet-friendly programs	Yes	No	4	3	2	1
15. Programs for people with special needs	Yes	No	4	3	2	1
16. Special events (e.g. art fairs, food truck festivals)	Yes	No	4	3	2	1
17. Tennis lessons and leagues	Yes	No	4	3	2	1
18. Youth dance, performing arts	Yes	No	4	3	2	1
19. Youth education classes	Yes	No	4	3	2	1
20. Youth fitness and wellness classes	Yes	No	4	3	2	1
21. Youth learn to swim programs	Yes	No	4	3	2	1
22. Youth sports instruction	Yes	No	4	3	2	1
23. Youth sports leagues	Yes	No	4	3	2	1
24. Youth summer activities and camps	Yes	No	4	3	2	1
25. Technology programs	Yes	No	4	3	2	1
26. Walking clubs	Yes	No	4	3	2	1
27. Other: _____	Yes	No	4	3	2	1
28. Other: _____	Yes	No	4	3	2	1
29. Other: _____	Yes	No	4	3	2	1

**21. Which THREE programs from the list in Question 20 are MOST IMPORTANT to you or members of your household? [Write in your answers below using the numbers from the list in Question 20, or circle "NONE."]**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ NONE

**21a. What is the ONE recreation program you would MOST LIKE to see added in La Vista to meet the needs of your household?**

\_\_\_\_\_

**Demographics**22. **What is your age?** \_\_\_\_\_ years23. **Counting yourself, how many people in your household are...**

Under age 5: _____	Ages 15-19: _____	Ages 35-44: _____	Ages 65-74: _____
Ages 5-9: _____	Ages 20-24: _____	Ages 45-54: _____	Ages 75+: _____
Ages 10-14: _____	Ages 25-34: _____	Ages 55-64: _____	

24. **What is your gender?** \_\_\_\_\_ (1) Male \_\_\_\_\_ (2) Female25. **What is your total household income?**

_____(1) Under \$35,000	_____(3) \$60,000 to \$99,999	_____(5) \$150,000 or more
_____(2) \$35,000 to \$59,999	_____(4) \$100,000 to \$149,999	_____(6) Prefer not to answer

26. **Which of the following best describes your race/ethnicity? [Check all that apply.]**

_____(1) White/Caucasian	_____(4) Hispanic/Latin	_____(7) Other: _____
_____(2) Asian	_____(5) African American/Black	_____(8) Prefer not to answer
_____(3) Pacific Islander	_____(6) Native American	

27. **What is your marital status?** \_\_\_\_\_ (1) Married \_\_\_\_\_ (2) Single28. **Are you... [Check all that apply.]**

_____(1) Employed full time	_____(3) Looking for work	_____(5) Homemaker
_____(2) Employed part time	_____(4) Student	_____(6) Retired

29. **What is the highest level of education that you've completed?**

_____(1) Less than High School diploma	_____(3) Some college	_____(5) Graduate Degree or higher
_____(2) High School graduate/GED	_____(4) College graduate	_____(6) Technical/Vocational graduate

30. **If there is any additional feedback that you would like to provide regarding City of La Vista programming, please respond below.**


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*If you would like to participate in future surveys and/or focus groups related to City of La Vista recreation or library programming, please visit [www.cityoflavista.org/participate](http://www.cityoflavista.org/participate) to register.*

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed return-reply envelope addressed to:  
725 W. Frontier Circle, Olathe, KS 66061

Your response will remain completely confidential. The address information on the sticker to the right will ONLY be used to help identify areas with special interests. Thank you.