Community Needs Assessment Survey

Superior, Nebraska

January 2020

By
South Central Economic Development District, Inc.

401 East Avenue, 2nd Floor
POB 79
Holdrege, NE 68949
308.455.4770
www.scedd.us

Table of Contents

Introduction:

Local governments that take the time to understand and respond to the needs of their constituents are able to lead their communities into a future that is envisioned and supported by the people. The accurate identification of a community's needs and priorities is an important investment that will provide meaningful information as well as a method for engaging passionate, committed respondents. The information gained and engagement created by a Community Needs Assessment Survey will assist local officials with setting a precedent for ongoing community participation and creating a legacy for future generations.

The Community Needs Assessment Survey (CNAS) is an important first step in the path that leads to ongoing community development and growth. The CNAS process produces information that enables a community to systematically set and achieve goals. Superior has completed two other Community Needs Assessment Surveys, one in 2009 and one in 2014; this document contains the results from their third CNAS.

In order to ensure that the CNAS produces meaningful information and community engagement, the survey process included the following steps:

- hired a third party entity to guide the survey process, provide data analysis, and present the results of the surveys;
- formed a survey question selection committee that represents multiple community interests such as school, business owners, and the local government;
- provided appropriate publicity to ensure all households were aware of the importance of the survey;
- hosted a town hall meeting for the presentation of results and inclusion of residents in priority identification and goal setting.

The City of Superior contacted the South Central Economic Development District, Inc. (SCEDD) to request its support to complete a 2019 CNAS. With the guidance and support of SCEDD, electronic and paper survey questionnaires were created. A link to the electronic survey was disseminated and paper surveys were made available to residents as well. SCEDD staff then received the completed surveys, conducted data analysis, and prepared the report that follows.

Methodology:

The questionnaire was divided into seven areas of interest:

- Demographics
- City
- Education
- Business & Economic Development
- Library
- Housing
- Child Care

Random Sample Income was not required for this survey; thus, the stringent process that accompanies Random Sample Income were not required. Superior's 2009 and 2014 CNAS both included Random Sample Income and were therefore completed using paper surveys distributed to each household. Without the requirement for Random Sample Income, the opportunity to utilize electronic surveys was a suitable option for completing the surveys.

The electronic form of the survey was available from October 22nd through November 10th. The City publicized the link for households to complete the survey through their City website and social media, and press releases were run in the local newspaper and radio station. Survey respondents were made aware they could only complete one survey per household and the individual taking the survey was required to verify they were 19 years of age or older. Only one survey was accepted from each Internet Protocol (IP) address.

One hundred paper surveys were delivered to the Superior City office on October 22nd. Each survey was serialized and was made available for residents who preferred to complete a paper survey or who did not have access to the electronic survey. Paper surveys were required to be returned to the City office no later than the close of business of Friday, November 8th. The completed surveys were retrieved by SCEDD staff on November 11th and the results for each survey was entered into an electronic form of the survey.

Completed surveys were processed by the Center for Entrepreneurship and Rural Development (CERD) at the University of Nebraska at Kearney. The results were aggregated and reported to SCEDD.

	Superior City Limits
Total Households	1,110
Less Vacancies	189
Total Occupied Households	921
Paper Surveys Returned	13
Electronic Surveys Submitted	137
Total Returned	150
Response Rate	16.2%
Vacancy Rate	17%

Results

- Questions included in this survey offered a variety of answer formats, including *multiple choice, yes/no, and rating scales*.

- Ratings scales were either *Excellent*=4, *Good*=3, *Fair*=2, *Poor*=1 or *Definitely*=4, *Probably*=3, *Probably No*t=2, *Definitely No*t=1.

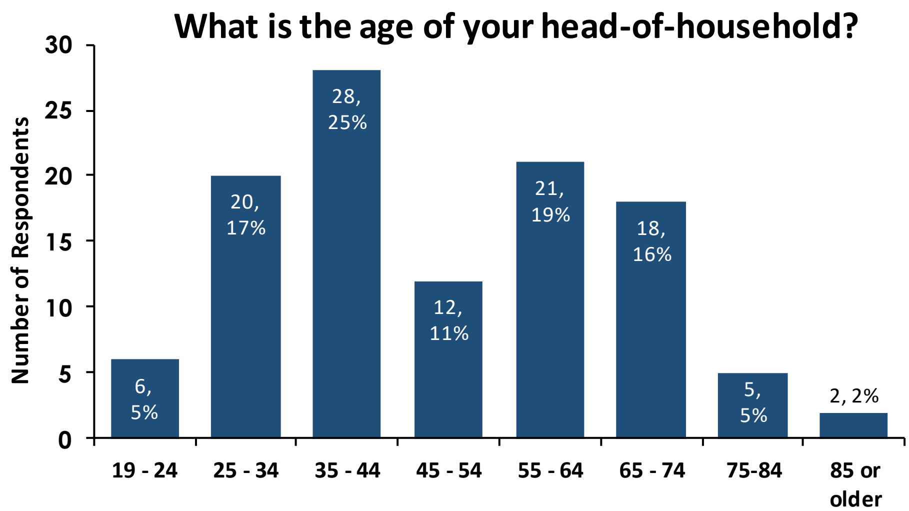
- Responses to the four choices available on each rating scale were averaged to arrive at an overall rating.

- In addition to the four responses outlined, *don't know or no opinion* could be selected; *don't know or no opinion* responses were omitted from the final results.

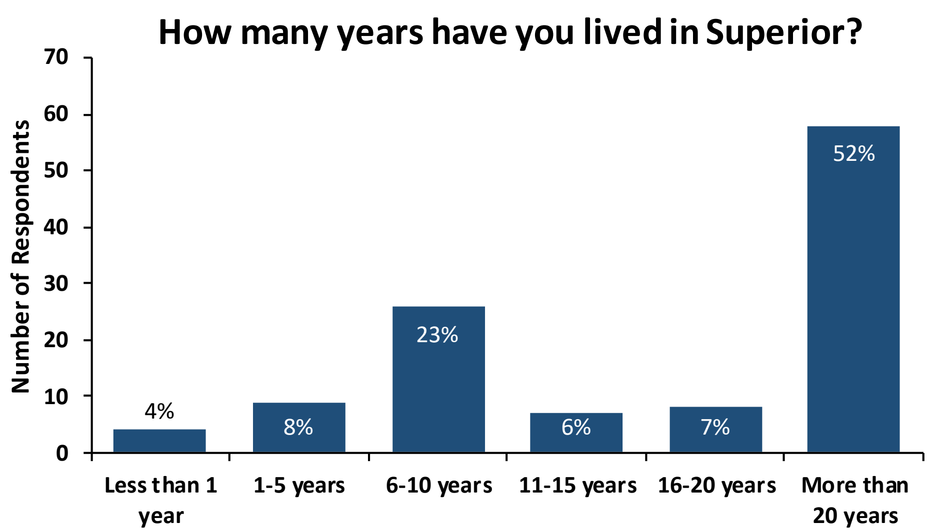
Demographics

Demographic questions provide an overview of the make-up of a community, based on age, number of years in the community, reason for moving to the community, commute to work, and level of education completed.

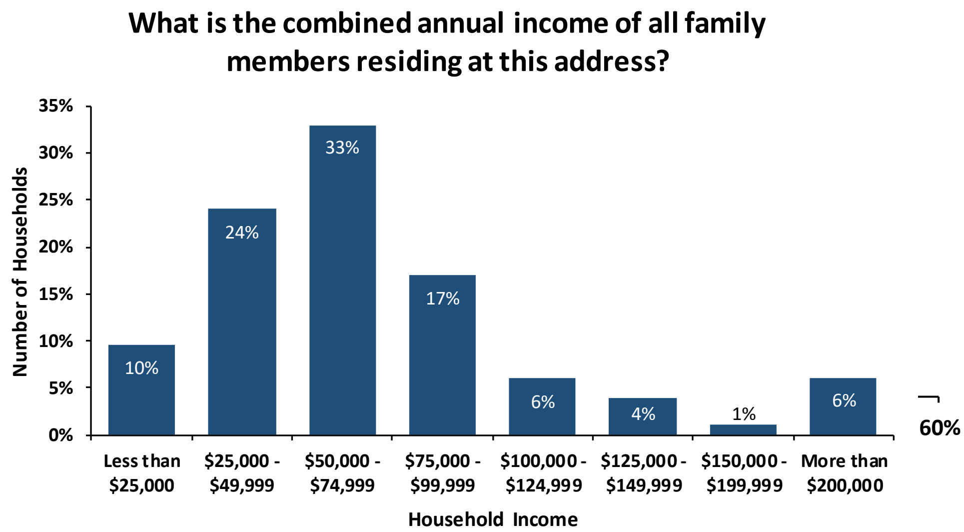
The first demographic question asked the age of the head-of-household. The most prevalent age group was 35-44, with 25% reporting a head-of-household at that age. Other prevalent age groups were 25-34 at 17%, 55-64 at 19%, and 65 to 74 at 16%. The least represented age groups were 19-24 at 6.5%, 75-84 at 5%, and 85 or older at 2%.

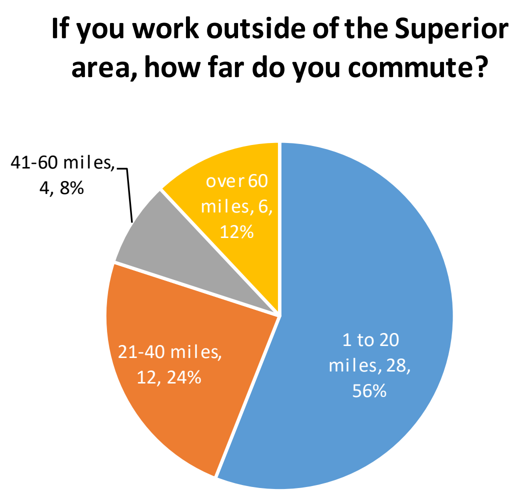


Respondents were asked how long they have lived in Superior. Of the 150 households who responded, a majority, 52%, have lived in Superior for more than 20 years. Only 4% had moved to town within the past year and 8% had been living there 1-5 years. 23% have lived in Superior 6-10 years, 6% for 11-15 years, and 7% have lived in Superior for 16-20 years.

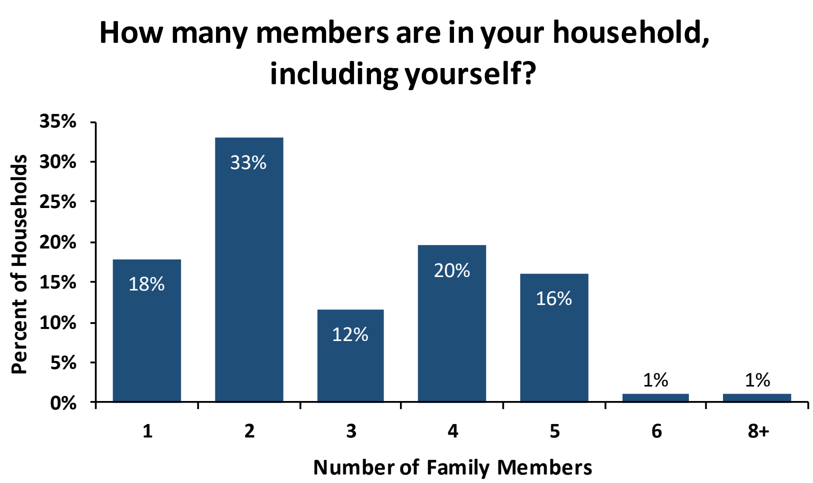


Residents who moved to Superior within the past five years were asked their primary reason for moving to town. Of the 13 who responded, 54% moved because of a job and 15% moved for each of the remaining categories: family, small town atmosphere, and retirement.





Households were asked to identify how far they commuted to work if they worked outside of Superior; each household could report for up to two individuals. There were 50 adults who worked outside of Superior. 56% of the respondents indicated that they commuted between 1-20 miles to work. 24% drove between 21-40 miles, 8% drove 41-60 miles, and 12% drove more than 60 miles to work.



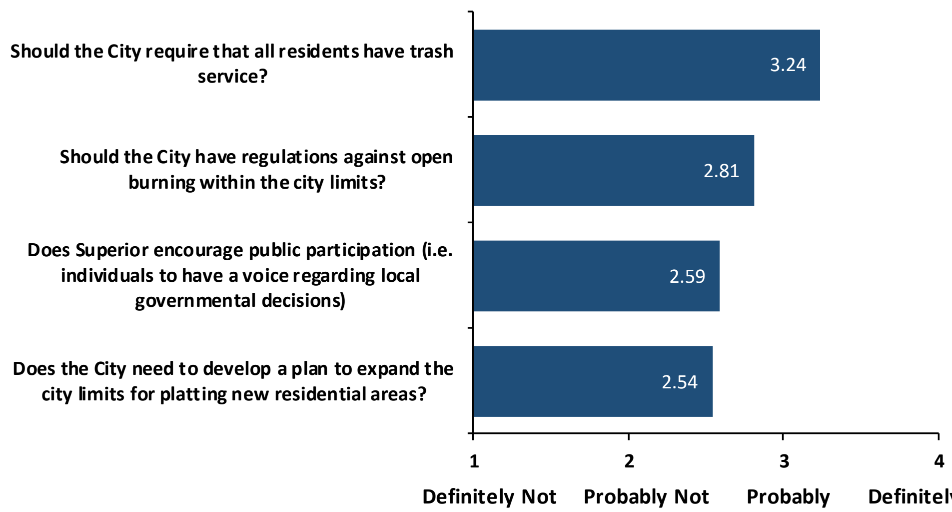
The next question asked the number of family members living in the household. Over half (51%) of the households in Superior were one- or two-person households, with 18% being one-person households and 33% being two-person households. Three- and four-person households made up almost one-third of the total households in Superior at 12% and 20%, respectively. 16% were five-person households, and 2% had six or more persons.

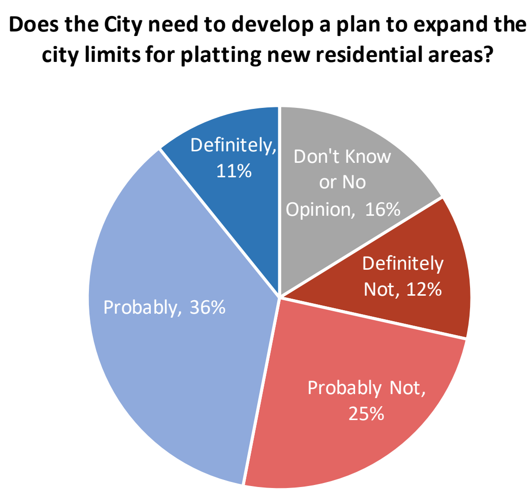
The final demographic question asked for the combined annual household income. The most common response was $50,000-$74,999 with 33% of households. 24% of households reported making between $25,000-$49,999. 50% of households make between $50,000-$99,999.

City:

This section of the survey addressed items specific to the local government as well as how residents felt about the community.

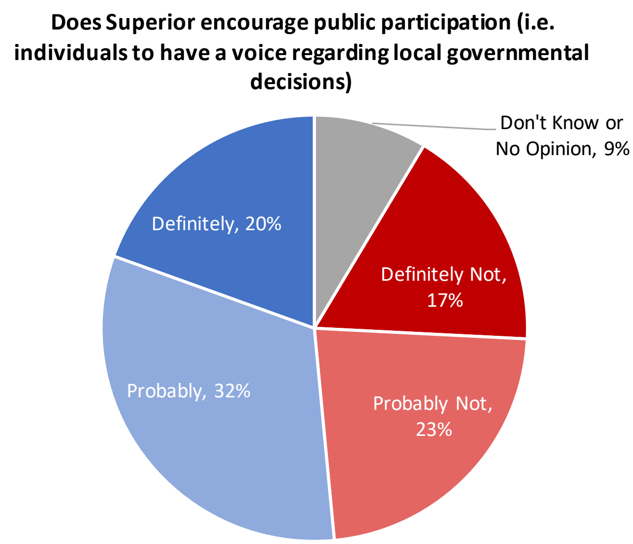
The first two questions asked respondents to weigh in on the potential direction the City should take in regards to trash service and open burning. 66% of respondents indicated that the City should require all residents to have trash service. 52% of respondents indicated they would be *in favor* of having regulations against open burning within City limits, while 31% indicated the City should *probably not or definitely not* establish a regulation against open burning.



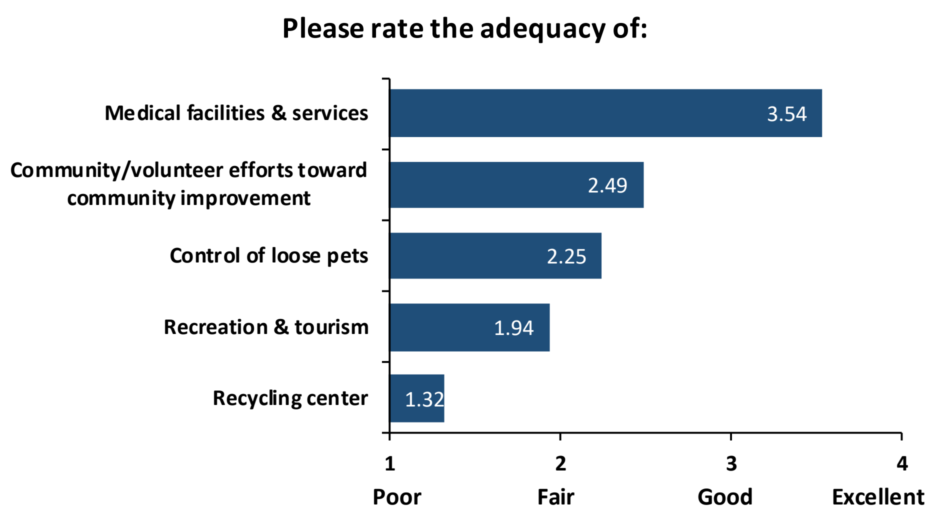


When asked whether the City needed to develop a plan to expand the city limits for platting new residential areas, 47% of respondents indicated *definitely or probably* and 37% indicated *probably not or definitely not*.

The next question asked respondents to identify whether they feel Superior encourages public participation. 52% of respondents indicated *probably or definitely* and 40% indicated *definitely not or probably not*.

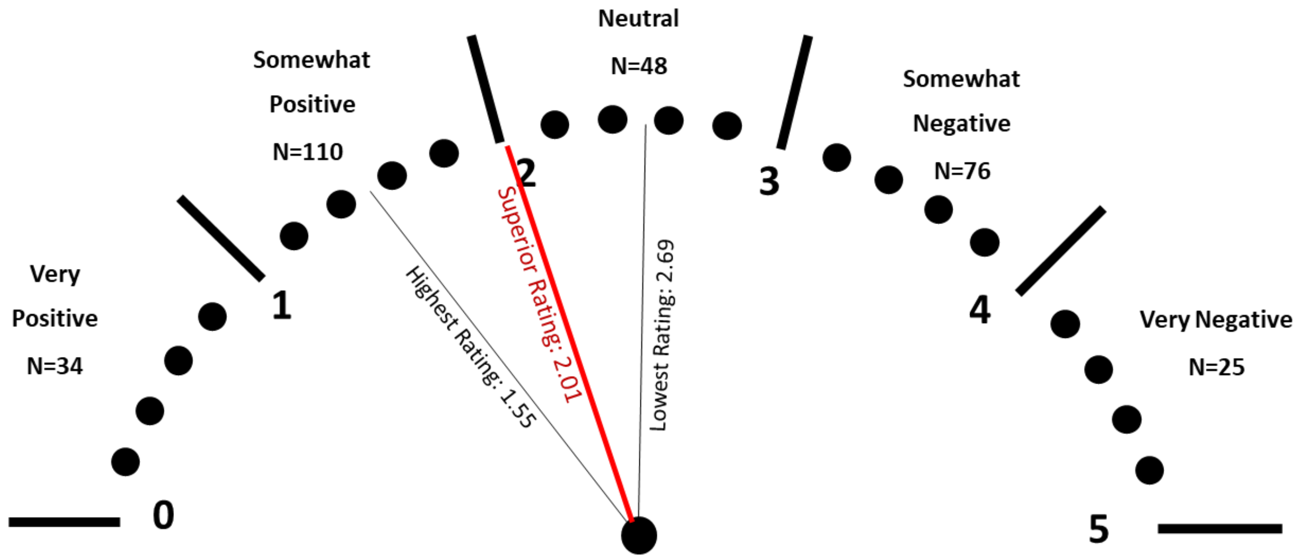


Respondents were then asked to rate the adequacy of a number of items relating to the community. The item that received the highest rating was the medical facilities & services; 78% of respondents rated them as *good or excellent*.



Community/volunteer efforts towards community improvement and control of loose pets fell between fair and good. Recreation & tourism and Recycling center received the lowest rated marks. 68% of respondents indicated recreation and tourism in Superior were *poor or fair*, while 69% indicated the adequacy of the recycling center was *poor or fair*.

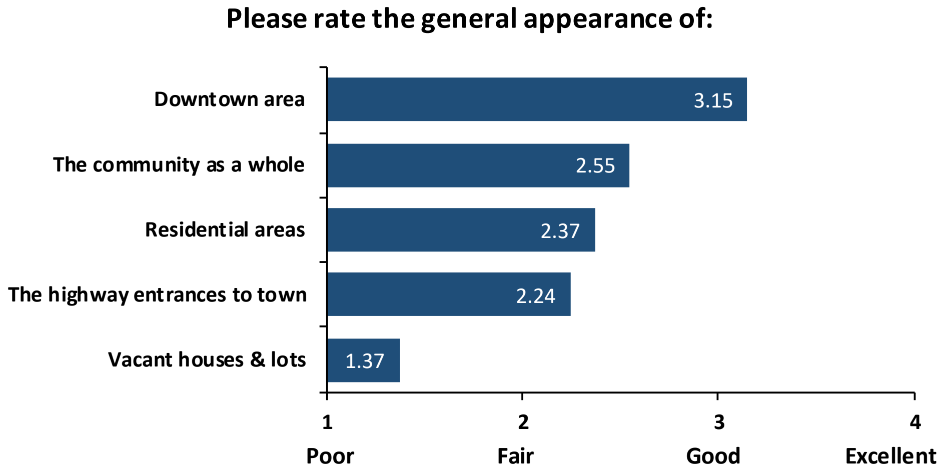
The next question of this section asked local residents, “Overall, how do you feel about Superior?” Respondents could select from a 5-point scale of very positive (1) to very negative (5). Overall, respondents felt *somewhat positive* about their community, with a rating of 2.01. In fact, 59% of respondents felt *very or somewhat positive* about Superior. In over forty communities in the last twenty years of experience, the “highest” rating was 1.55, while the “lowest” was 2.69.



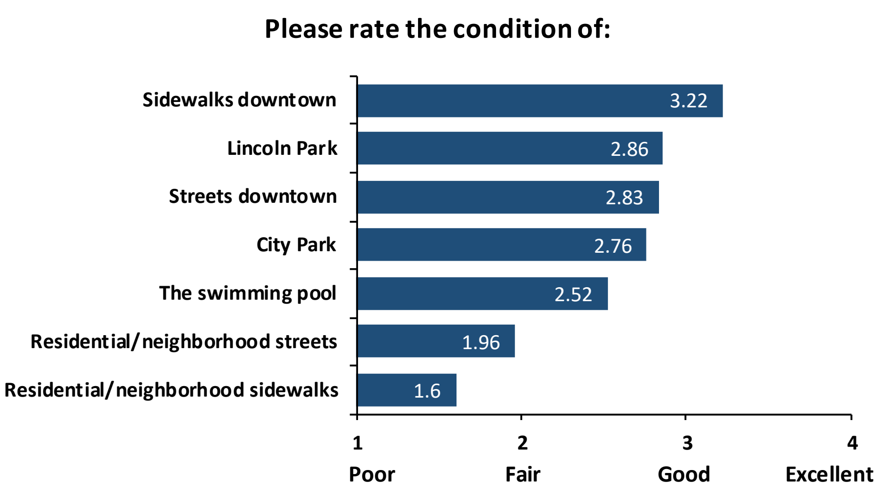
The next question in the survey asked respondents to state why they felt the way they indicated. Those comments are recorded in the appendix of this document.

Infrastructure

The next set of questions addressed the infrastructure of Superior.



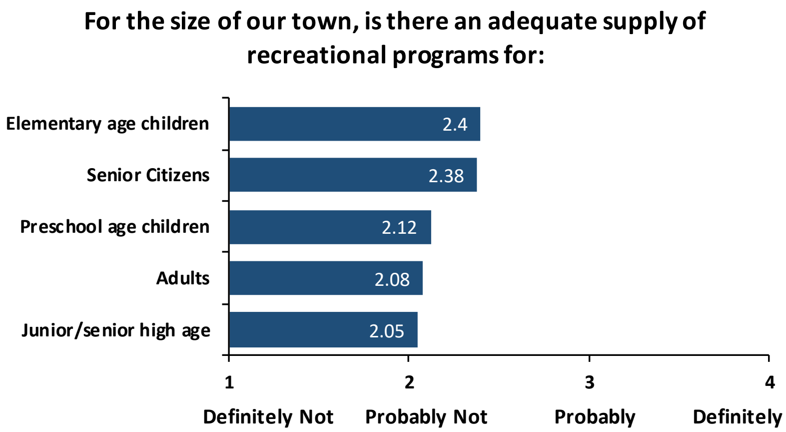
Households were asked to rate the general appearance of various areas of Superior. The highest rated option was the downtown area, which was rated between *good and excellent*. 85% of respondents indicated a *good or excellent* rating for the general appearance of the downtown area. The second highest rated option was the community as a whole, which 59% of respondents rated as *good or excellent*. The general appearance of vacant houses and lots received an overall *poor* rating with 68% of all households stating their appearance was *poor*.



Households were then asked to rate the condition of areas and assets throughout Superior. Sidewalks downtown received the highest rating with an average rating of good. 87% of respondents rated the downtown sidewalks either *good or excellent*. Lincoln Park, streets downtown, City Park, and the swimming pool were all rated as *good*. Residential/neighborhood streets were rated as *fair*, and the lowest rated item was residential/ neighborhood sidewalks. 88% of respondents rated residential/ neighborhood sidewalks as *poor or fair*.

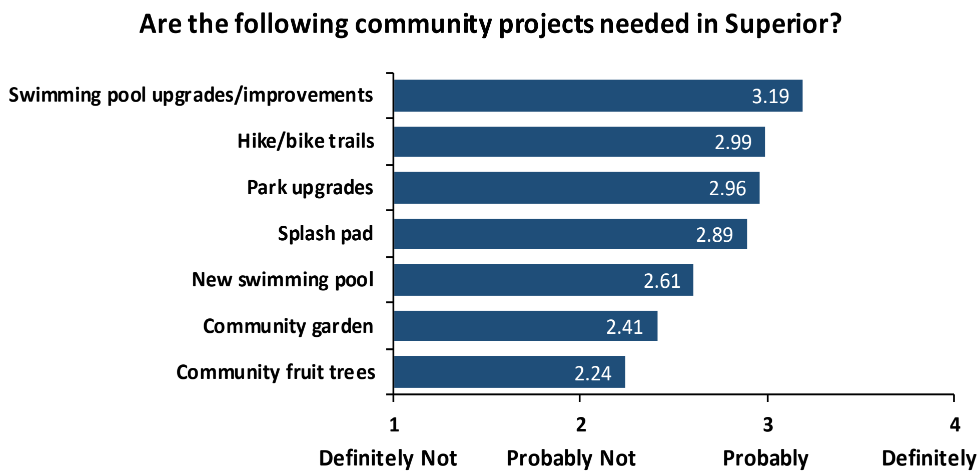
Recreation

This section dealt with respondent's opinions on current recreational opportunities in Superior and their views on needed community projects.



The first question asked respondents to indicate whether they felt there was an adequate supply of recreational programs based upon the age cohort. Based upon the average, all categories received a rating of *probably not*. Although still fairly low, the two highest responses were elementary age children and senior citizens. Preschool age children, adults, and junior/senior high age were the *lowest rated* options.

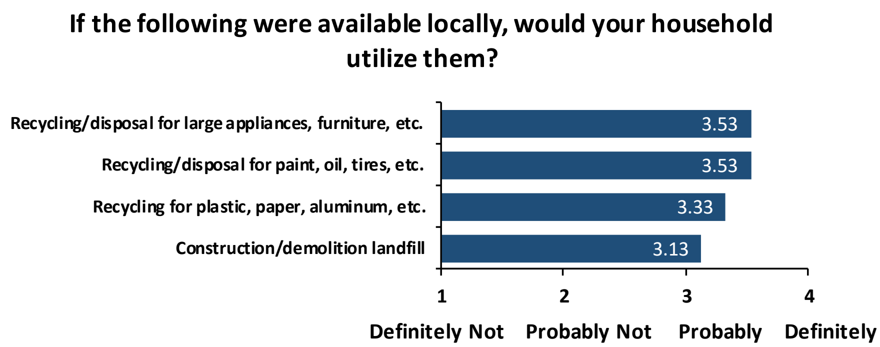
Respondents were then asked to indicate which community projects were needed in Superior. Swimming pool upgrades/improvements was the *highest rated* option with 80% of respondents indicating upgrades/ improvements were *definitely or probably needed*. Hike/bike trails, park upgrades, and splash pad were also popular options; respondents felt the community projects were *probably* needed. A new swimming pool, community garden, and community fruit trees were the three *lowest rated* options.



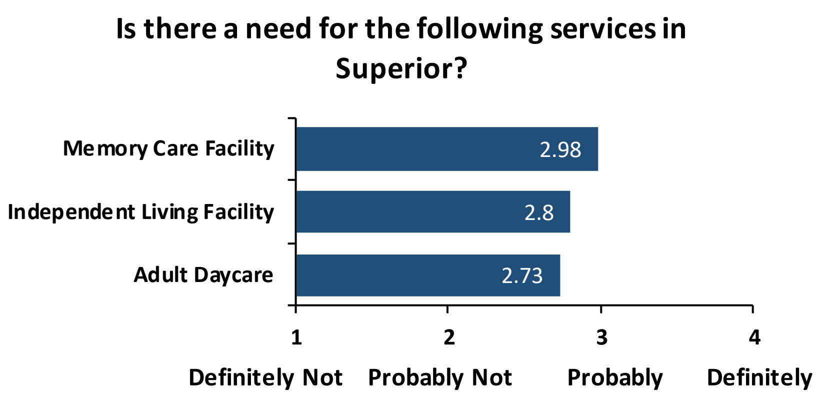
Community:

The first questions in this section focused on waste removal and recycling.

70% of respondents indicated they *definitely or probably* would utilize recycling/disposal for large appliances, furniture, etc., if it were available locally. 78% of respondents indicated they would utilize recycling/disposal for paint, oil, tires, etc., if it were available locally. 70% of respondents expressed they would *definitely or probably* utilize recycling for plastic, paper, aluminum, etc., and 60% indicated they would *definitely or probably* utilize a construction/ demolition landfill if available locally.

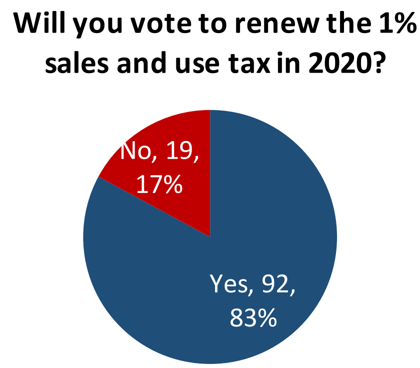


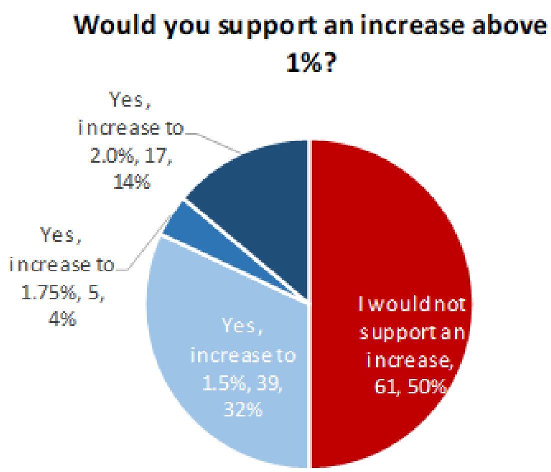
Households were then asked to identify the need of services in Superior based upon a list of three options. 61% of respondents indicated a memory care facility was *probably or definitely* needed. The other two options weren't far behind. 54% of respondents indicated an independent living facility was *probably or definitely* needed, and 41% indicated adult daycare was *probably or definitely* needed.



The following set of questions are related to sales tax and the use of sales tax in the City of Superior.

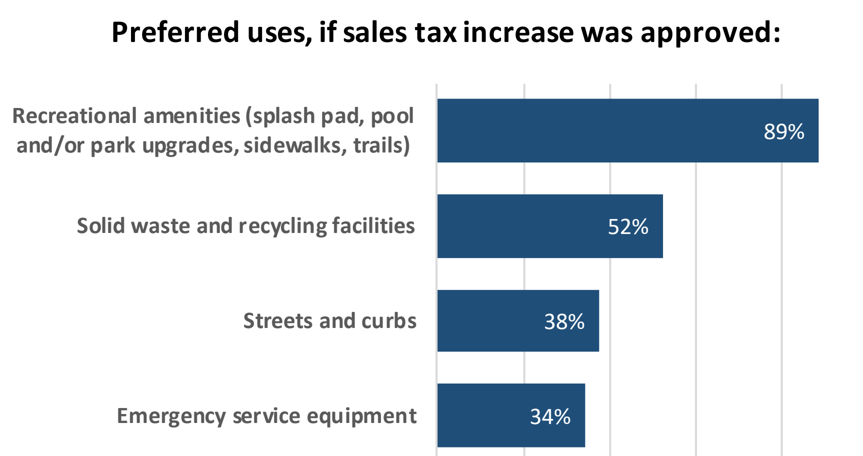
83% of respondents indicated they are *in favor* of renewing the 1% sales tax in 2020.





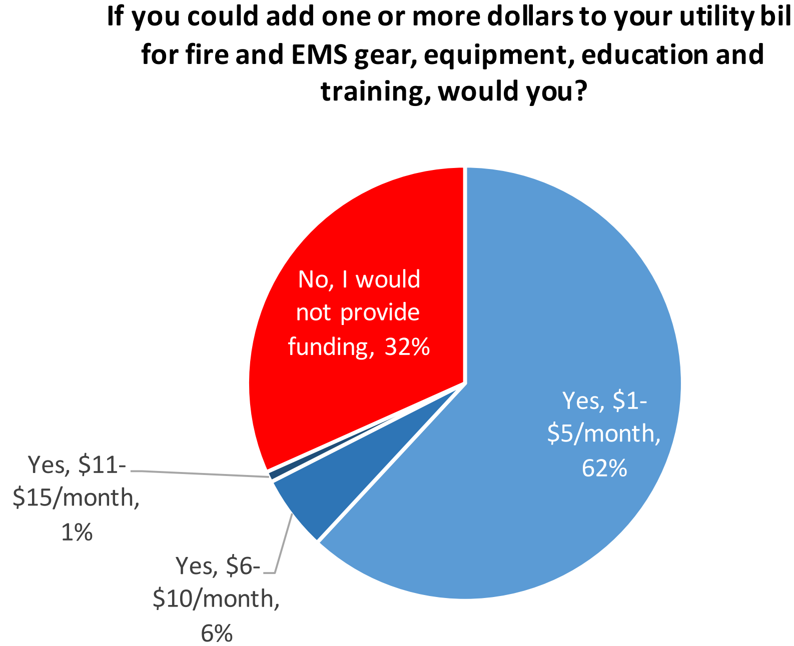
The survey committee wanted to gauge public interest for increasing the sales tax, so households were asked if they would support an increase above 1%. The results of the survey indicate an *even split* between respondents that would support an increase and those who would not support an increase. 32% of respondents would support an increase to 1.5% and a combined 18% would support an increase of 1.75% or 2.0%.

To further investigate the types of projects households would support funding through an increase in sales tax, respondents who would support an increase were provided a list of potential activities and projects to choose from. Respondents were allowed to choose more than one option. The option of *Recreational amenities* was the most popular, with 89% of respondents indicating this option as a preferred use. *Solid waste and recycling facilities* was the next popular option, with 52% of respondents indicating it would be a preferred use.



Public Safety:

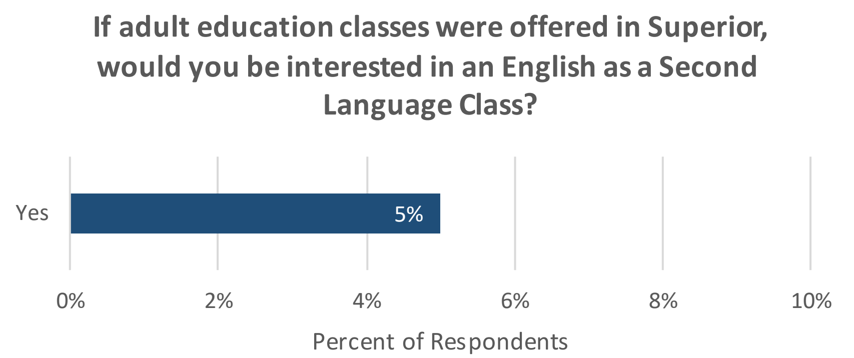
The section on public safety contained one question pertaining to fire and emergency medical services. Households were asked if they could add a financial contribution to their monthly utility bill for fire and EMS gear, equipment, education, and training, and how much they would provide, if any. Overall, 68% of respondents indicated they *would be* interested in providing the funding for public safety, with 32% signifying they *would not* provide funding. *Comparing the respondents who would be willing to provide funding, the majority (62% of all respondents) chose they would be willing to provide $1-$5 per month.*

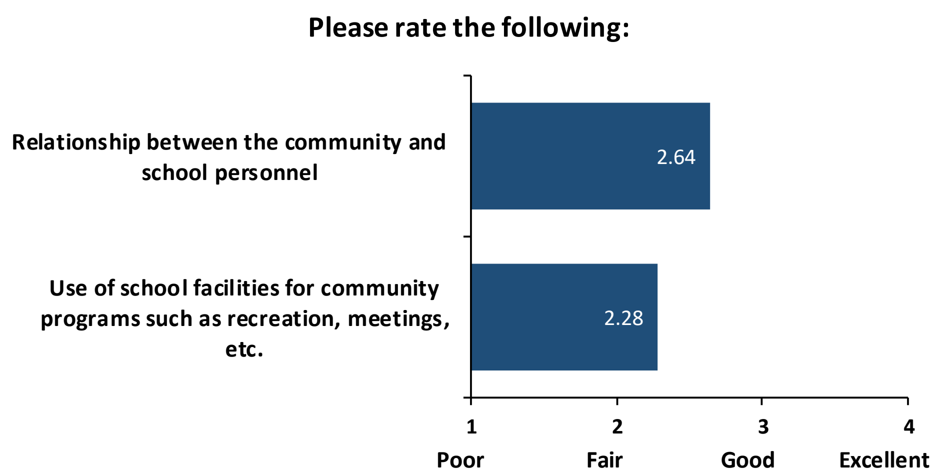


Education

This section asked questions regarding education in Superior.

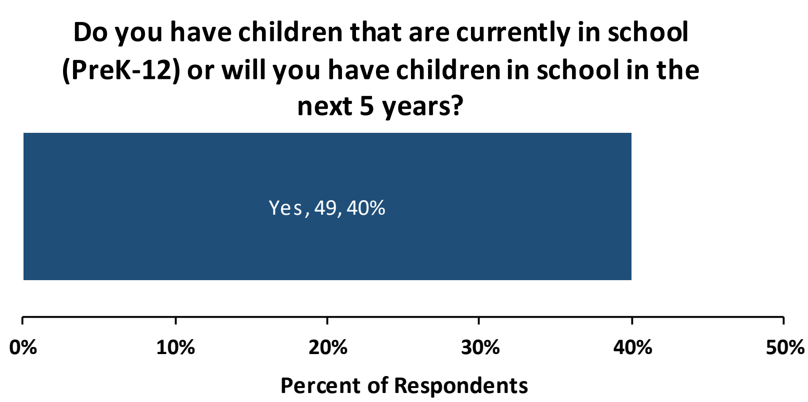
Households were asked to identify if they would be interested in an English as a Second Language class. Six households (5%) percent of respondents indicated they *would be* interested if adult education classes were offered in Superior.

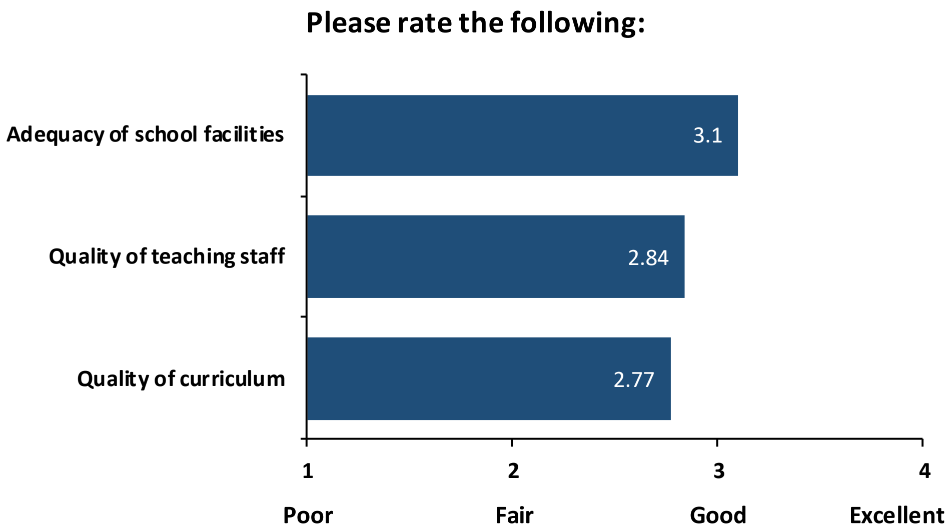




Households were asked to rate the relationship between the community and school personnel. Overall, the community responded positively with an *overall good* rating. When asked to rate the use of school facilities for community programs, responses were slightly lower, receiving a *fair* rating.

Households were asked if they had children in school. Of the survey participants, 40% indicated they *have or will have* in the next five years at least one child in grades PreK-12.

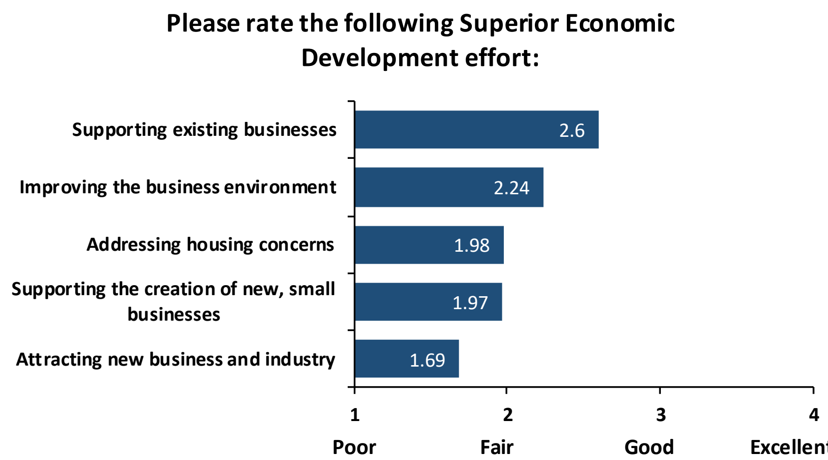




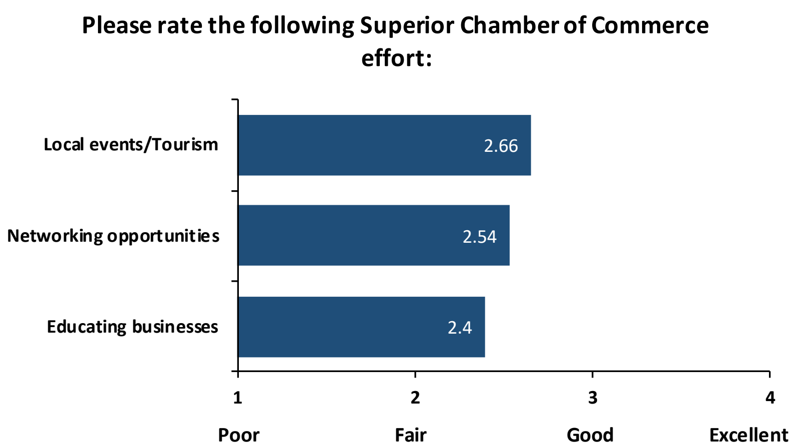
Households were asked to rate the various aspects of the Superior school system; each item received an *overall good* rating. Regarding the adequacy of school facilities, 75% of respondents provided an *excellent or good* rating. The quality of the teaching staff was rated as *excellent or good* by 67% of respondents. The quality of curriculum was rated similarly with 62% rating the quality as *excellent or good*.

Business & Economic Development

This set of questions addressed business and economic development in Superior.

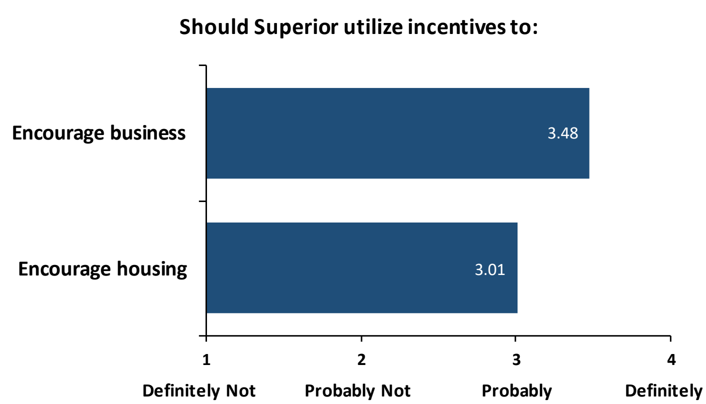


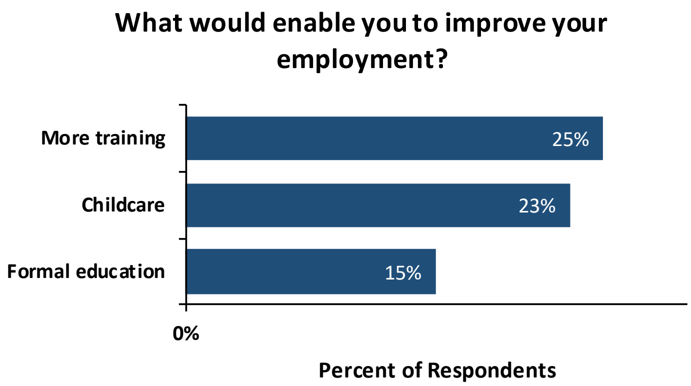
The first business and economic development question asked respondents to rate Superior economic development efforts based on a list of five different economic development activities. The majority of activities were given an *overall fair* rating. Supporting existing businesses was the highest rated category, receiving a *good* rating. 57% of respondents indicated a *good or excellent* rating for supporting existing businesses. Attracting new businesses was the lowest rated activity for which 75% of respondents indicated a *poor or fair* rating.



Next, households were asked to rate the efforts of the Superior Chamber of Commerce. Local events/tourism and networking opportunities received an *overall good* rating. Educating businesses was slightly lower and received an *overall fair* rating.

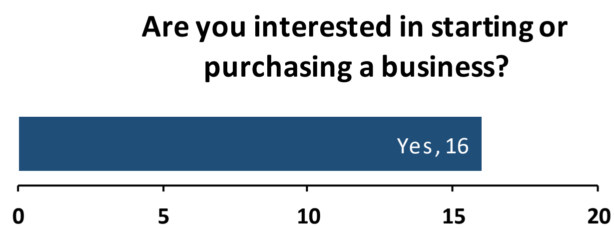
The next set of questions asked households to provide their opinions of whether Superior should utilize incentives to encourage housing development and business development. Overall, people were supportive of using incentives to encourage business and housing as both received a *good* rating. Almost nine out of every 10 respondents (89%) thought Superior should *probably or definitely* use incentives to encourage business and 70% thought Superior should *probably or definitely* use incentives to encourage housing.

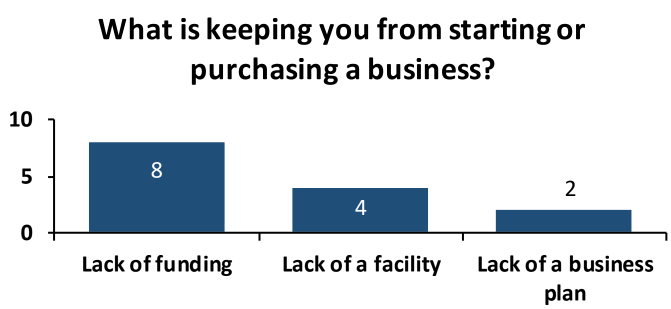




Respondents were asked what would enable them to improve their current employment status; more than one item could be selected. *More training* was the most common response, selected by 25% of respondents. 23% chose *child care* and 15% chose *formal education*.

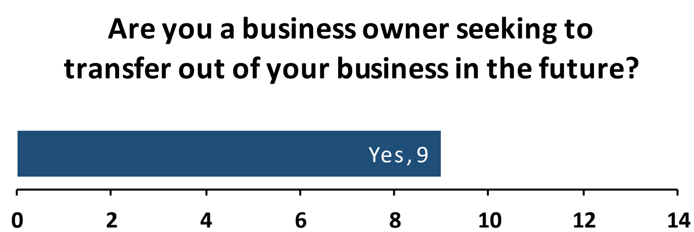
Superior residents were asked if they were interested in starting or purchasing a business in Superior. Sixteen said they were *interested* in starting or purchasing a business in town.



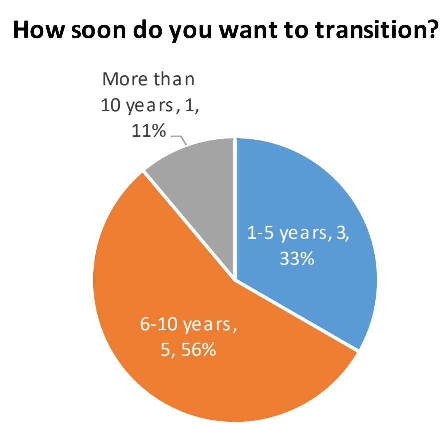


Those who said they were interested in starting or purchasing a business in Superior were asked what was keeping them from doing so. Eight stated that *lack of funding* was a barrier to starting or purchasing a business, 4 stated *lack of a facility*, and 2 stated the *lack of a business plan*.

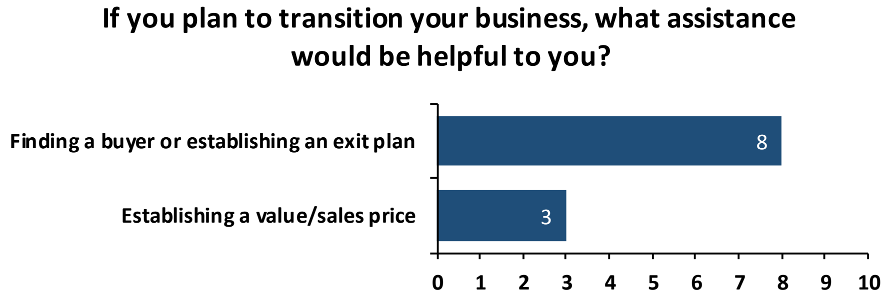
The next questions were directed towards business owners seeking to transition out of their business in the future. There were nine business owners who indicated they were seeking to transition out of their business.



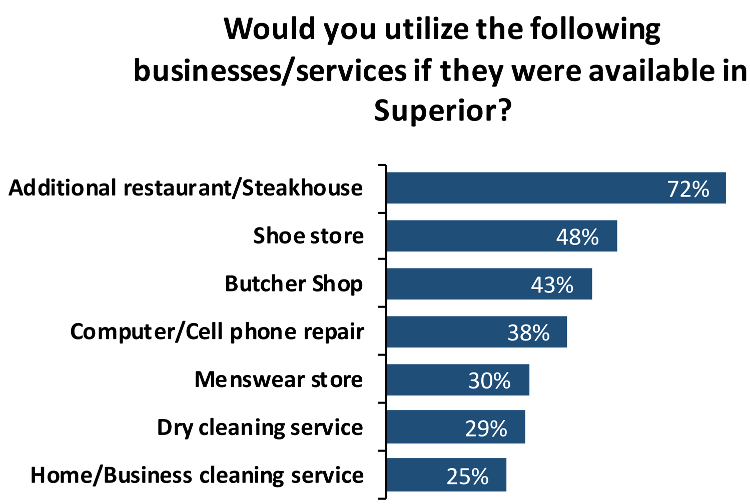
Those business owners who indicated they were seeking to transition out of their business were asked how soon they wanted to make this transition. Out of nine respondents, five said they wanted to transition in the next six to ten years, three business owners indicated in the next one to five years, while one stated they wanted to transition out in more than 10 years.



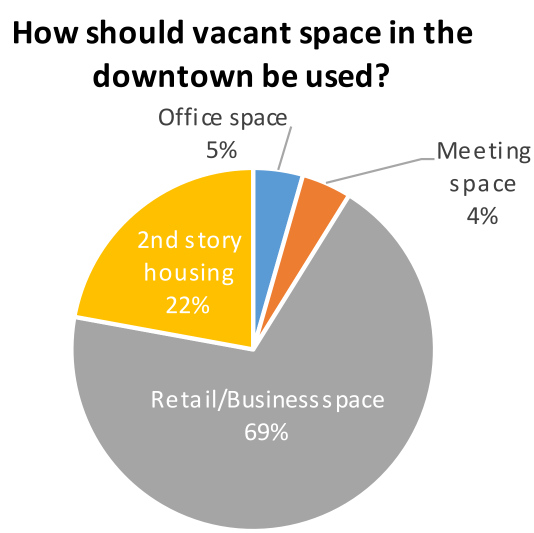
Business owners seeking to transition out of their business were asked what assistance would be helpful to them. Eight said that *finding a buyer* or *establishing an exit plan* would be helpful and three respondents chose *establishing a value/sales price*.



Households were then asked to identify from a list of businesses/services which ones they would utilize if they were available in Superior; multiple options could be selected. *Additional restaurant/steakhouse* was the most popular option selected by 72% of respondents. *Shoe store and butcher shop* were the next most frequently selected options at 48% and 43%, respectively.



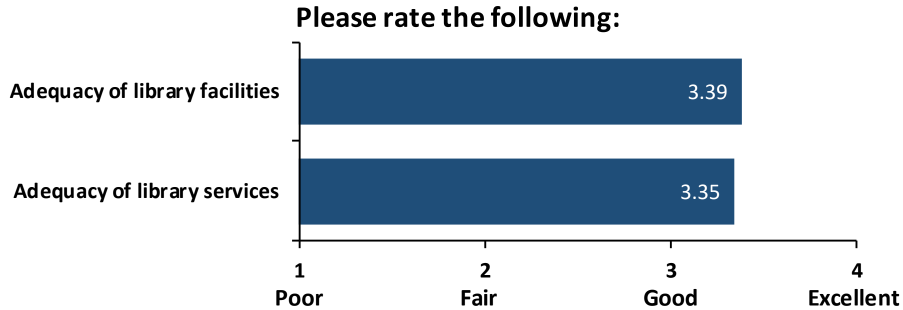
Respondents were asked how vacant space in the downtown should be used. Over two-thirds (69%) of the respondents selected *retail/business space*, 22% chose *2nd story housing*.

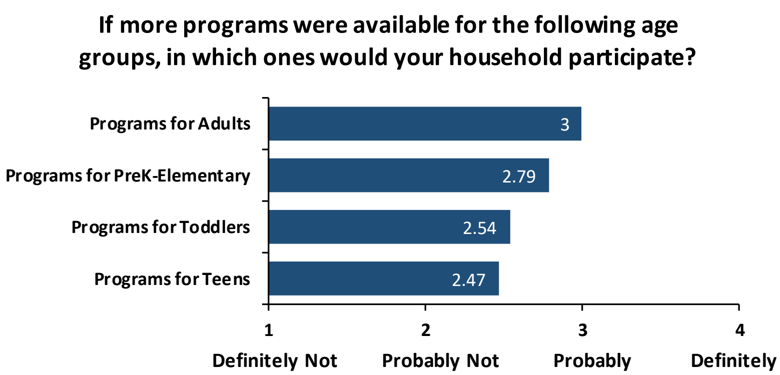


Library

Households were then asked questions relating to the library.

Respondents rated the adequacy of the library facilities and the adequacy of library services very similarly with an *overall good* rating. Almost 85% of households rated both options as *good or excellent*.





Respondents then were asked to identify which age groups within their household would participate in library programs if more programs were available. *Programs for adults* and *programs for Pre-K – Elementary* were the highest selected options. 69% of respondents indicated *programs for adults* and 47% indicated *programs for PreK-Elementary*.

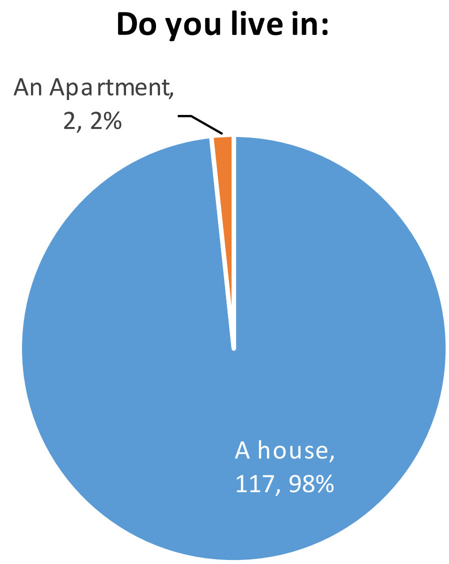
Respondents were then given the opportunity to list one thing they would like to see the library have or offer:

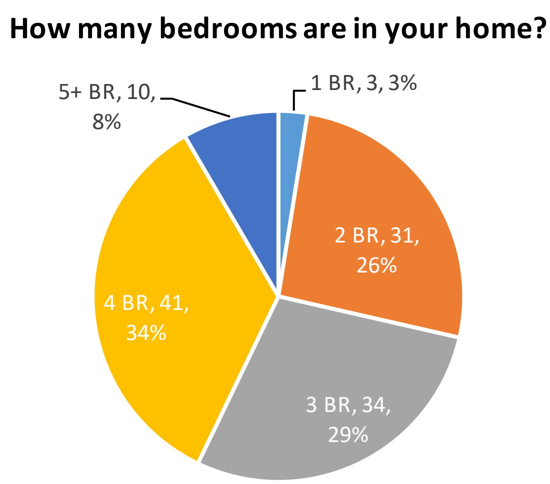
- Better video library.
- Book clubs.
- Canvas painting, window painting, continuing education classes.
- Classes for elder education, financial, volunteering, etc.
- Craft-cooking programs. Self-defense.
- For as lacking as the town is in a lot of the basic needs, two areas they seem to skip no expense and effort on is the library and hospital. This makes this question difficult to answer because it is not one of the problems in the town.
- I think our library does a fine job holding events and is a nice place.
- I think our Library is wonderful.
- Just an idea, the city of Nelson is holding adult training classes like robotics in their library.
- More open hours, weekends Saturday and Sunday.
- Private reading / study areas.
- Programs for pre-k kids in evening hours. When during the day, you have to take time off work to take child.
- something for senior citizens-weekly reading etc. to get them out and converse with others etc.
- The city council needs to work smarter and promote business.
- We have an excellent library and staff.

Housing

The last section was geared toward identifying several types of housing needs in Superior.

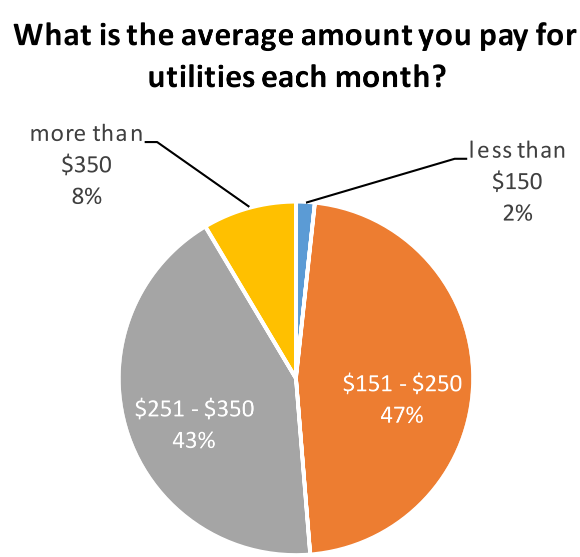
The first question asked respondents about the type of home they live in. 98% of respondents said they lived in a house. 2% indicated they lived in an apartment.



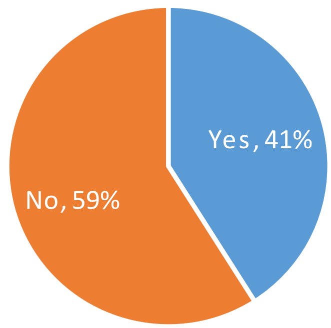


Households were then asked about the number of bedrooms in their home. 3% had *one* bedroom in their home, 26% had *two* bedrooms, and 29% said that they have *three* bedrooms. 34% had *four* bedrooms, making it the most common response. 8% indicated their residence had *five or more* bedrooms.

Households were then asked to identify the amount they spend on utilities per month. 47% of respondents pay between $151 and $250 per month, and 43% pay between $251 and $350 per month.



Do you pay more than 30% of your income towards housing (rent/mortgage plus utilities)?

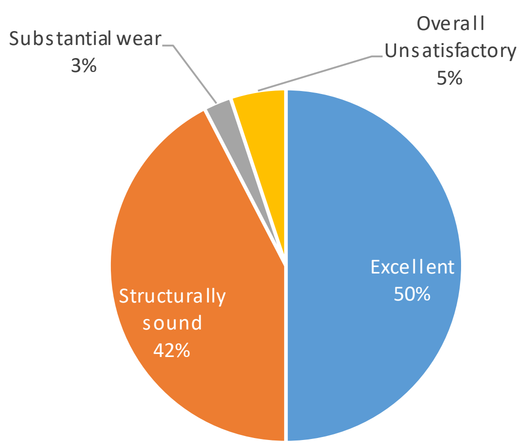


Households who pay more than 30% of their monthly income towards housing (rent/mortgage plus utilities) are considered "cost burdened." 40% indicated that they *paid more than 30% of their income towards housing*.

The next question asked respondents to rate their residence based on the following options:

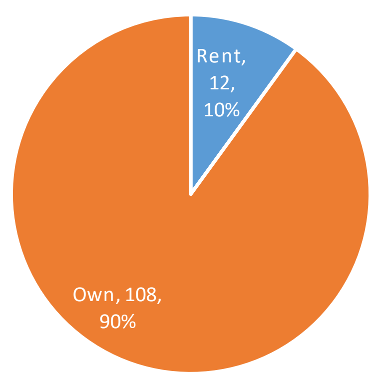
- *Excellent*: solid roof & foundation.
- *Structurally Sound*: may need minor repairs.
- *Substantial Wear*: has one major issue.
- *Overall Unsatisfactory*: contains multiple issues.

How would you rate the condition of your residence?



Of the respondents, 50% rated their residence as *Excellent* and 42% rated their residence as *Structurally Sound*. Only 3% reported *Substantial Wear* and 5% reported their residence as *Overall Unsatisfactory*.

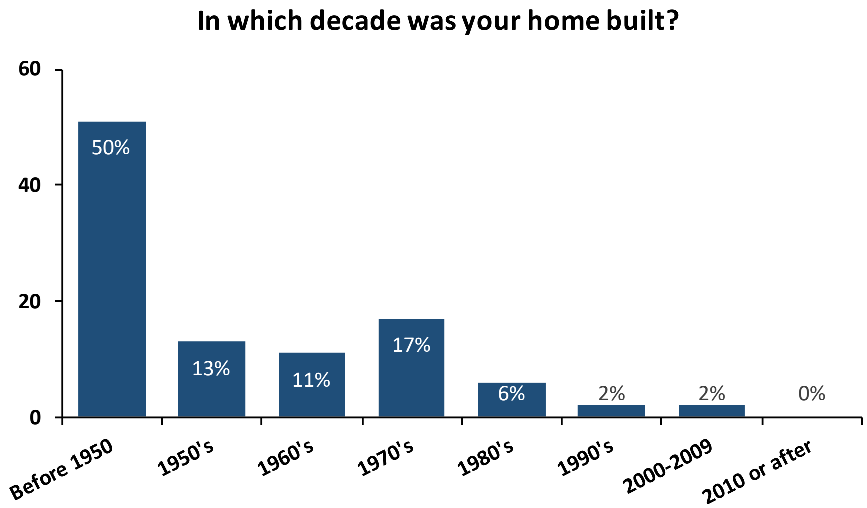
Do you own or rent your home?



Households were asked if they owned or rented their home. 90% of households indicated they *owned* their home while 10% indicated they were *renting*.

Owners

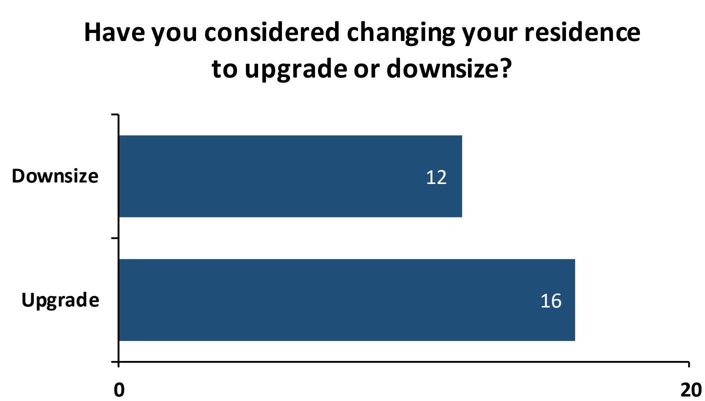
The next set of housing questions was directed to homeowners only.



The first question asked owners in which decade their home was built. Half of the houses (50%) were built before 1950 and are large portion of houses (40%) were built between 1950 and 1970. The results indicated that *approximately 90% of the homes are more than 40 years old*.

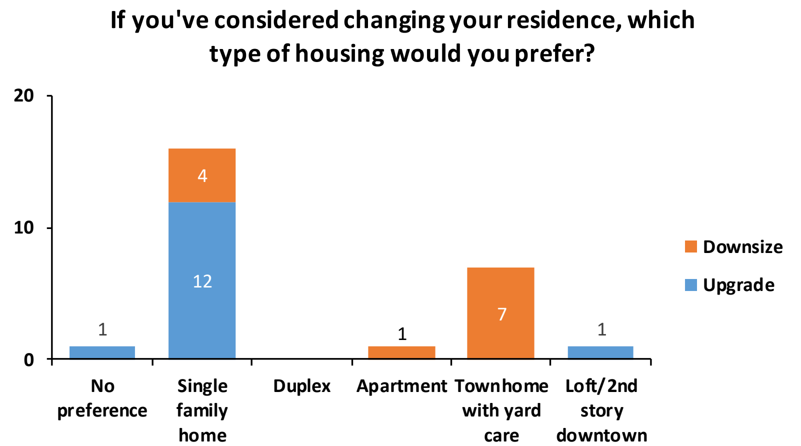
Homeowners were asked if they would be willing to apply for cost sharing assistance to complete rehabilitation of their home. 51 households indicated they would be *willing to apply*. These 51 households were then correlated to the self-assessed condition of their home. *The majority of respondents (57%) who are willing to apply consider their home to be structurally sound and in need of only minor repairs.*

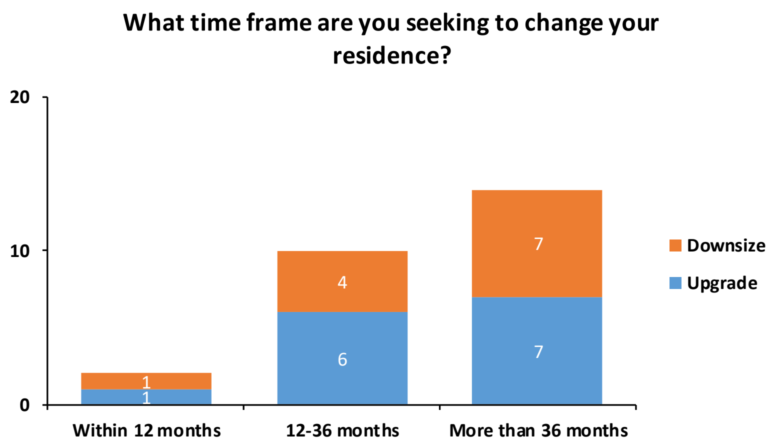
Would you be willing to apply for cost sharing assistance	
	Willing to apply
Excellent, solid roof & foundation	18
Structurally sound, needs minor repairs	29
Substantial wear, has one major issue	3
Overall unsatisfactory, has multiple issues	1
Total	**51**



Homeowners were asked if they had considered changing their residence to either upgrade or downsize. Twenty-eight respondents had considered changing their residence, with 12 *wanting to downsize* and 16 *wanting to upgrade*.

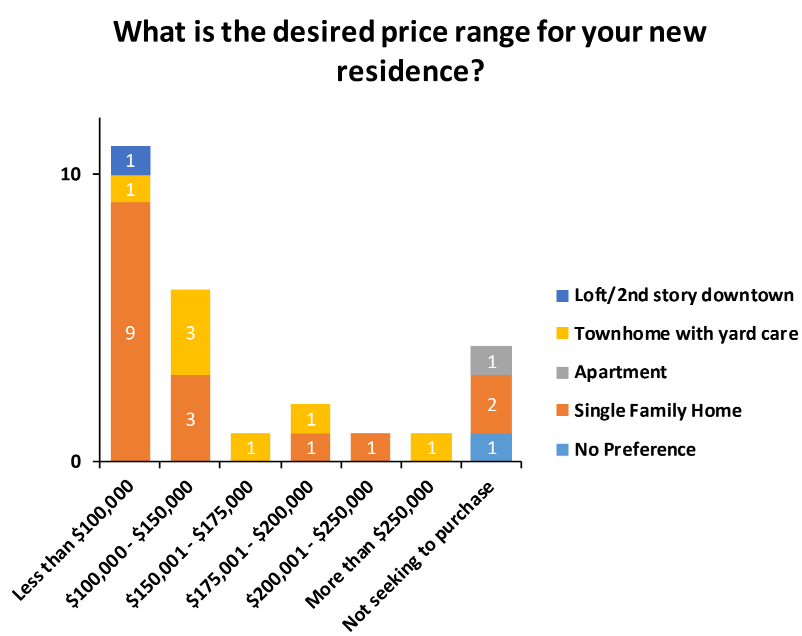
Homeowners considering changing their residence were also asked about their preferred type of housing. *Single family home* was the most preferred response. *Twelve households wanting to upgrade and four wanting to downsize preferred to live in a single family home.* One homeowner wanting to upgrade had no preference. There was one respondent who indicated they wanted to downsize to an apartment. There were seven households looking to downsize who preferred a townhouse and one looking to upgrade to a loft/2nd story downtown.

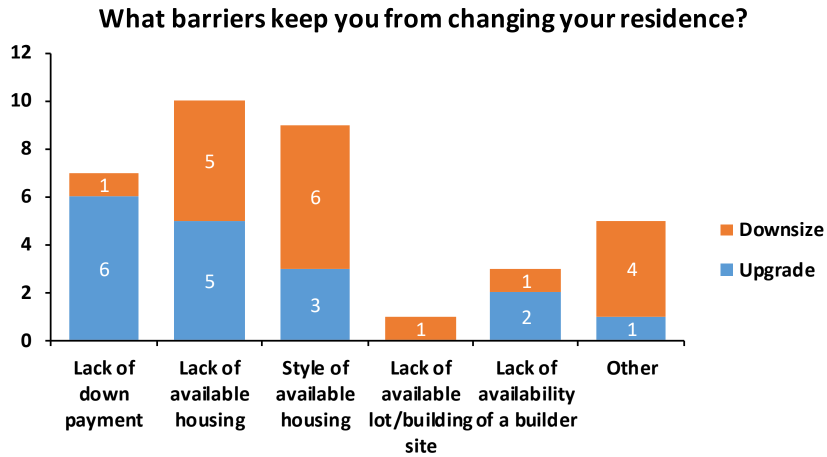




Homeowners considering changing their residence were also asked about the time frame they would consider changing residences. One homeowner looking to upgrade and one homeowner looking to downsize indicated *within 12 months*. Six homeowners looking to upgrade and four homeowners looking to downsize indicated *12-36 months*. Seven of both homeowners looking to upgrade and downsize indicated *more than 36 months*.

Homeowners considering changing their residence were then asked to indicate the desired price range for their new residence. The two most common responses were *less than $100,000*, and *$100,000 - $150,000*; 65% chose one of these two options. Four respondents indicated they were not seeking to purchase; it is likely that these homeowners are looking for rental options. *The graphic further breaks down the type of housing respondents in each desired price range would prefer and could be used as a tool for determining housing need.*



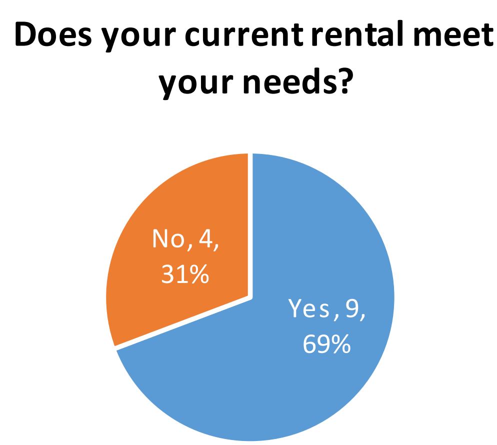


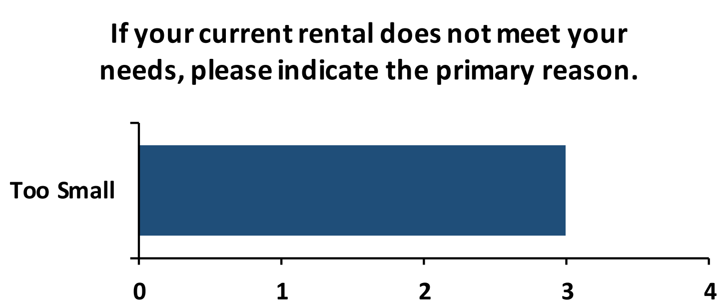
Homeowners who indicated they had considered changing their residence were asked to identify all barriers that kept them from doing so. Seven homeowners noted that *lack of down payment* was keeping them from doing so, with six respondents facing this barrier looking to upgrade and one respondent looking to downsize. Ten homeowners indicated *lack of available housing* was a barrier, with half looking to downsize and the other half looking to upgrade. Nine indicated *style of available housing* was a barrier, with six of the respondents facing this barrier looking to downsize and three looking to upgrade. One homeowner looking to downsize indicated *lack of available lot/building site* as a barrier. Three homeowners indicated *lack of availability of a builder* as barrier. Of those three, one homeowner was looking to downsize and two were looking to upgrade. Five homeowners indicated their *barrier was something other than the available options to choose from*.

Renters

The next section of housing questions was specific to renters.

Renters were asked if their current rental met their needs. Of the 13 who responded, 69% indicated that their *current rental met their needs* and 31% said that their *current rental did not meet their needs*.

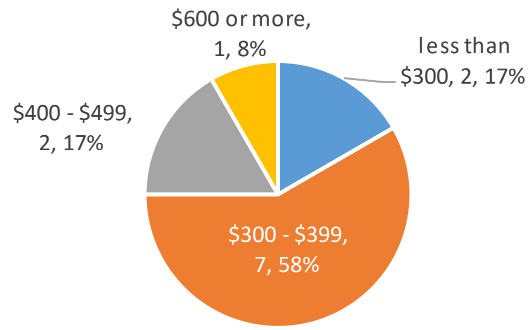




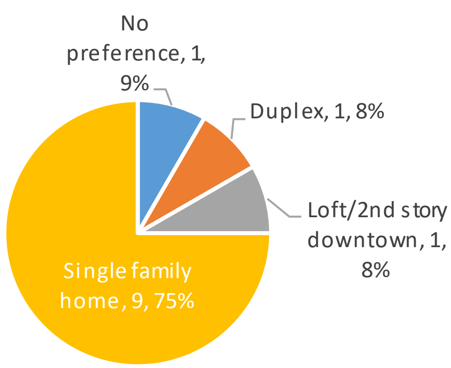
Respondents who indicated their rental did not meet their needs were asked the primary reason: too small, too large, cost, location, quality, or other. Only four respondents indicated that their current rental did not meet their needs. Three of the four respondents indicated that their rental was *too small*, the other did not submit a response to this question.

The next question asked renters how much they paid for rent on a monthly basis. The most common response (58%) was *$300-$399* per month by seven renters. Two respondents chose *less than $300*, two chose *$400 - $499*, and one renter chose *$600 or more*.

What are you currently paying for rent on a monthly basis? (Not including utilities)



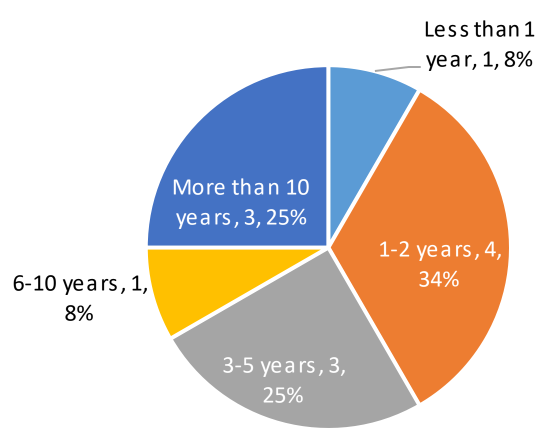
If other rental housing were available in Superior which type would you prefer?

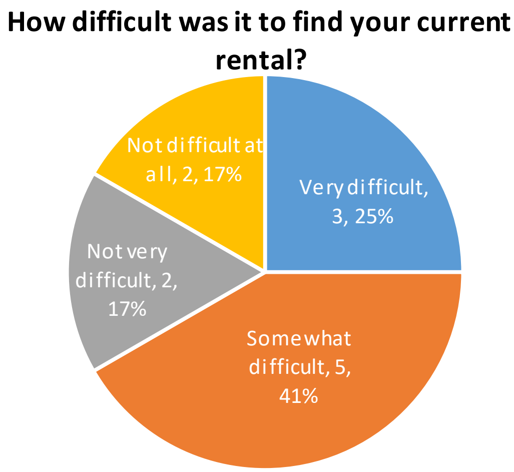


Renters were asked about the type of housing they would prefer if other rental housing was available in Superior. Three quarters (75%) said that they would prefer to live in a *single family home*. One household indicated they would prefer to live in a *duplex*, one household indicated they would prefer to live in a *loft/2nd story downtown*, and one household indicated no preference,

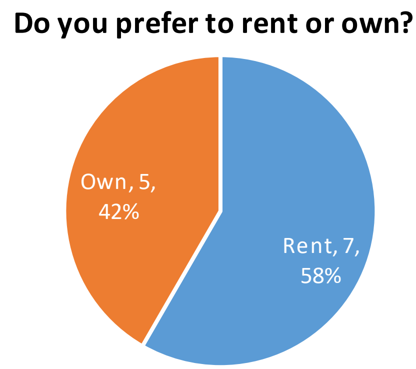
Current renters were asked how long they planned to continue renting. Of the 12 total respondents, one said they only planned on renting for *less than a year*. Four planned on renting for *1-2 years*, and three indicated *3-5 years*. One respondent indicated they planned on renting for *6-10 years* and three planned to rent for *more than ten years*.

How long do you plan to continue renting?

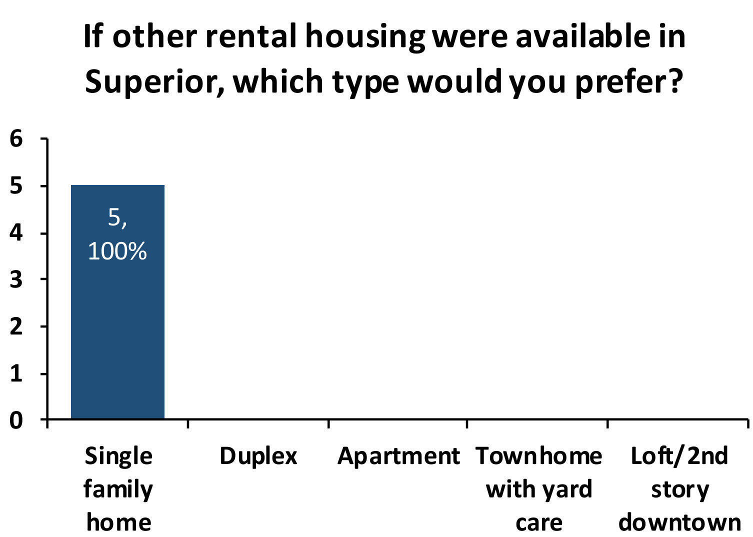




Current renters were asked about the difficulty finding their current rental. Approximately two-thirds of respondents (66%) indicated it was *very difficult or somewhat difficult* to find their current rental. Approximately one-third (34%) indicated it was either *not very difficult or not difficult at all* to find their current rental.

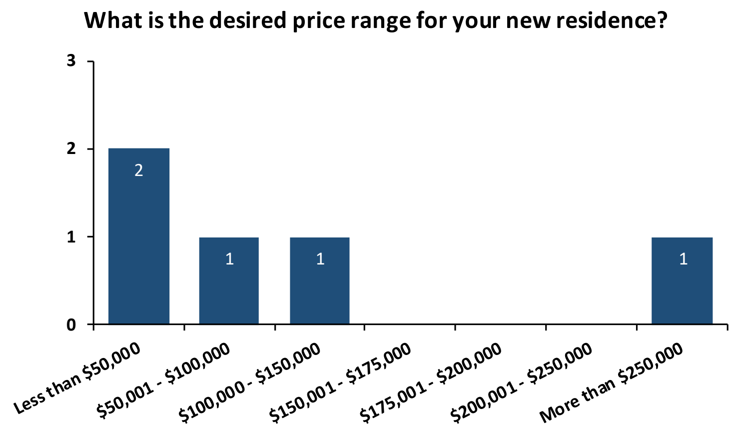


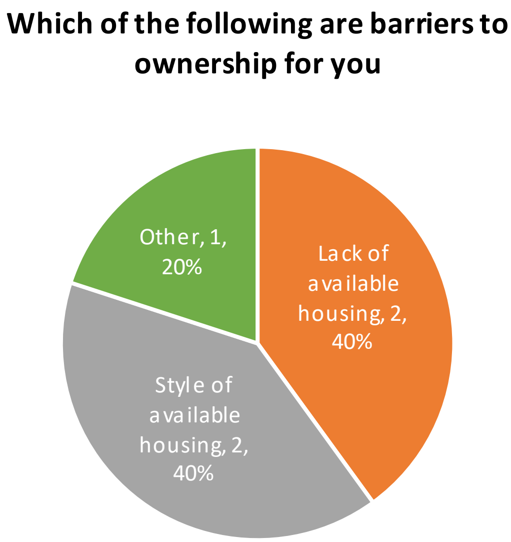
Twelve renting households responded when asked if they preferred to own or rent. More than half (58%) indicated they *preferred to continue renting* and the other 42% said they *preferred to own.*



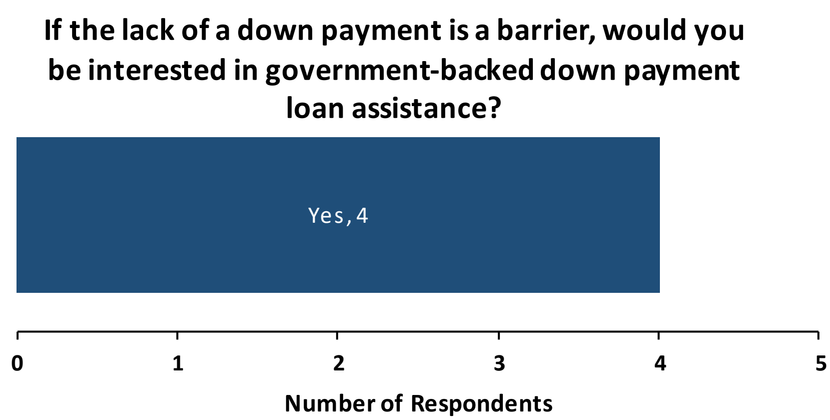
The households who currently rent but prefer to own (5) were asked to identify which housing type they would prefer if other rental housing were available in Superior. All five (100%) chose *single family home* as their preferred housing.

The households who currently rent but prefer to own (5) were asked to specify the desired price range they would be looking for in a new residence. Two chose less than $50,000, one chose $50,001 - $100,000, one chose $100,000 - $150,000, and one chose more than $250,000.





The households that currently rent but prefer to own (5) were asked to identify all barriers to ownership; multiple options could be selected. Two chose *lack of available housing* and two indicated *style of available housing* as a barrier. One household said there was an *"other" barrier* to ownership for them.

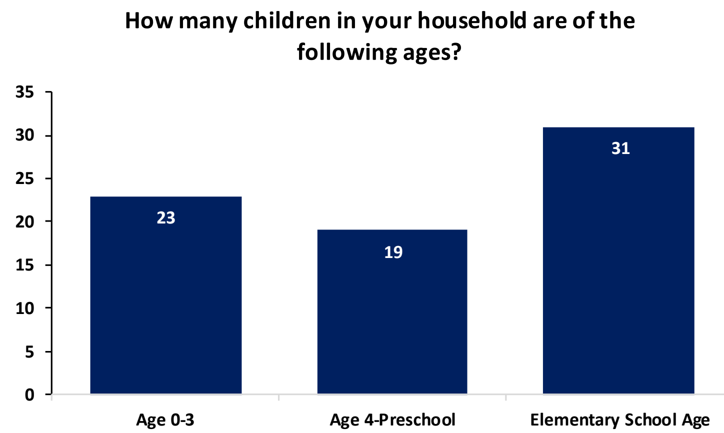


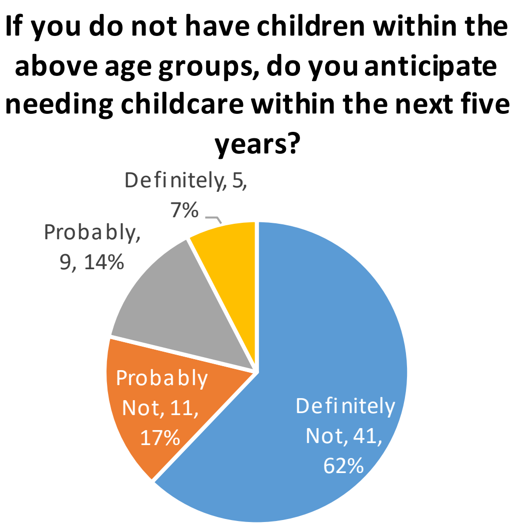
Although none of the households that currently rent but prefer to own indicated lack of down payment assistance as a barrier, four of the five households indicated they would be *interested in government-backed down payment loan assistance*.

Child care

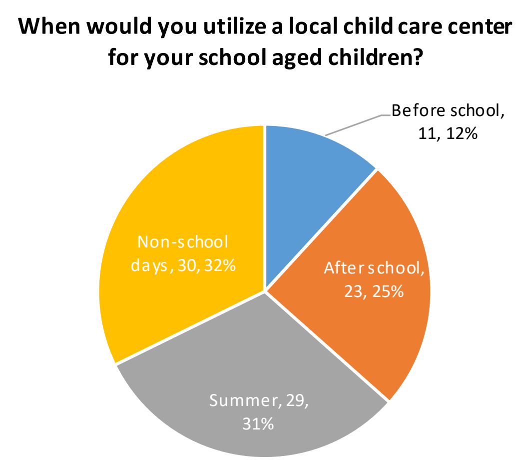
This set of questions addressed child care in Superior.

Respondents were asked how many children of different age groups were in their household. Households could indicate one of three different responses for each age group: one child, two children, or three or more. The households responding represented a total of 23 or more children ages 0-3. There were at least 19 children *age 4-preschool* and at least 31 children *elementary school age*.





The households who indicated they did not have children age 0 to elementary school age were asked if they anticipated needing child care within the next 5 years. A total of 14 households responded that they anticipate *probably or definitely* needing child care within the next five years. There were 52 respondents who indicated they would *definitely not or probably not* be needing child care within the next five years.

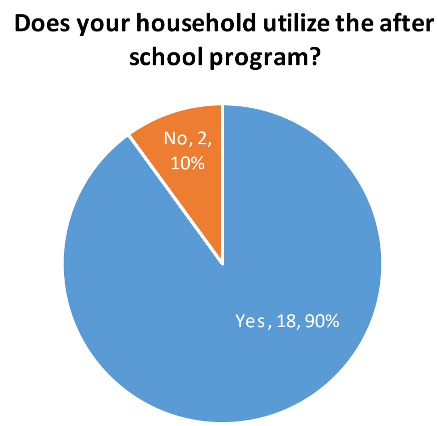


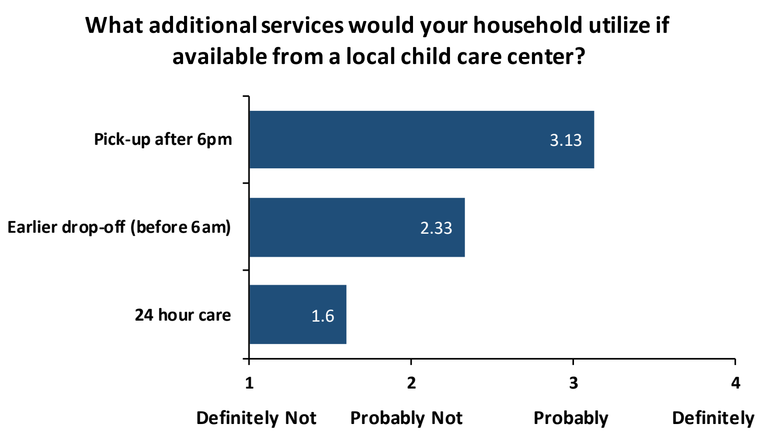
Respondents were then asked to identify when they would utilize a local child care center for school aged children. *Summer* (31%) and *non-school days* (32%) each received similar results. The option for *after school child care* was selected by 25% of households and 12% of respondents needing child care selected a *before school* option.

In order to set the stage for the next questions, a breakdown of age of children by household was done. Thirty-one households have children in any of the three categories listed: 0-3, 4-preschool, or elementary age. Eleven households only have children ages 0-3, and 20 households indicated they have children age 4-preschool or elementary school age.

Breakdown of Households with Children	
	Number of Households
Households indicating they have children age 0-3, 4-preschool, or elementary school age.	31
Households indicating they only have children age 0-3 years old	11
Households indicating they have children 4-preschool, or elementary school age.	20

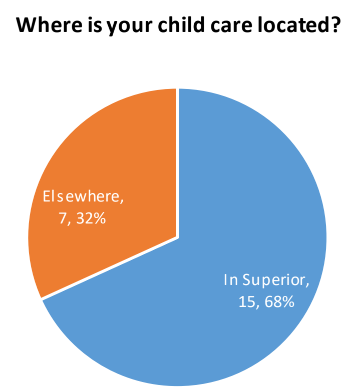
Households were asked if they utilize the after school program. Eighteen households indicated they do utilize the program. Excluding the households that only have children ages 0-3 years old, this equates to 90% of households with children ages 4-preschool or elementary school age that utilize the program.





Respondents were asked if they used child care on a regular basis. Twenty-three households stated that they use child care on a regular basis. Twenty-three households equates to almost three-quarters (74%) of the 31 housholds who indicated they have children elmentary school age and younger.

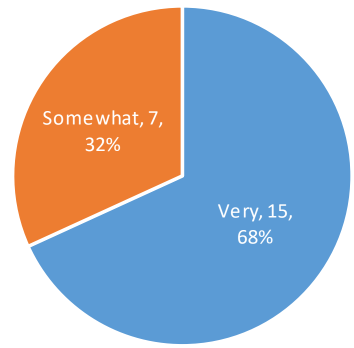
Households who indicated they use child care on a regular basis were asked where their child care is located. Fifteen households (68%) indicated their *child care is in Superior*, seven households (32%) indicated their *child care is located elsewhere*.



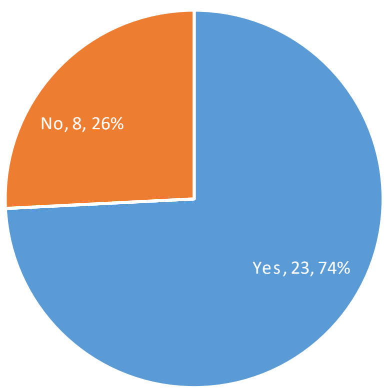
The following questions were directed towards those households that use child care on a regular basis.

Respondents were asked about the difficulty of finding child care. Of the 23 households that use child care on a regular basis, 15 said that is was *very difficult* and 7 indicated it was *somewhat difficult*.

How difficult is it to find quality child care?



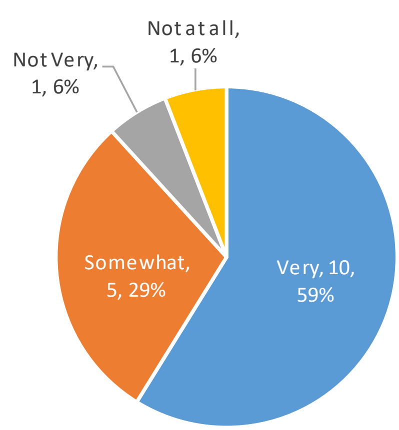
Do you use child care on a regular basis?



Households were then asked to identify which additional services their household would utilize if available from a local child care center from a list of three possible options: early drop-off (before 6am), pick-up after 6pm, or 24-hour care. Of the three options, only pick-up after 6pm received a favorable rating of *probably*. Fifteen households indicated they would *probably or definitely* use pick-up after 6pm if it were available. Six households indicated they would *definitely or probably* use the earlier drop off, and one household indicated it would *definitely use 24-hour care*.

Households were asked about their satisfaction with their current child care. Of the households that used child care on a regular basis, 15 stated they were *very satisfied or somewhat satisfied* with their current child care. One household was *not very satisfied* and one household was *not at all satisfied* with their current childcare.

How satisfied are you with your current child care?



Conclusions

Demographics Strengths

- Age of population taking the survey was evenly spread: 47% of respondents were between 19 and 44 years of age and 53% were 45 or older.
- Over half (52%) of respondents had lived in Superior for over 20 years.
- The majority (54%) of respondents who had moved to Superior in the last 5 years did so because of a job.

City Strengths

- ***Strong Support:***
  - Requiring that all residents have trash service (3.24).
  - Recycling services (3.13 – 3.53).
  - Renew the 1% Sales Tax.
  - If sales tax increase was approved, preferred use for the funds would be recreational amenities (like splash pad, pool and/or park upgrades, sidewalks, trails).

- ***Adequacy of:***
  - Medical Facilities.
  - Library.

- Overall Community Feeling in Superior is between *Somewhat Positive* and Neutral, and has improved since the last CNAS.

City Challenges

- ***Adequacy of:***
  - Recycling Center (1.32).
  - Recreation and Tourism (1.94).

Infrastructure Strengths

- ***General appearance of:***
  - Downtown area.
- ***General Condition of:***
  - Sidewalks downtown.

Infrastructure Challenges

- ***General condition of:***
  - Residential/neighborhood sidewalks.

Recreation Strengths

- ***Support for:***

    - Swimming pool upgrades/improvements (respondents didn't show as high of support for a new pool).
    - Hike/bike trails.
    - Park upgrades.
    - Splash pad.

Recreation Challenges

* Lack of adequate recreational programs for junior/senior high ages, adults, and pre-school age children.

Public Safety

* ***Support for:***
    - 68% of respondents indicated they would be interested in providing funding for fire and EMS gear by adding to their monthly utility bill.

Education Strengths

* Adequacy of school facilities.

Business & Economic Development Strengths

* ***Strong Support for:***
    - Using incentives to encourage business development.
    - Additional restaurant/steakhouse.

* ***Support for:***
    - Using incentives to encourage housing.

* There were 16 respondents interested in starting or purchasing a business in Superior.

Business & Economic Development Challenges

* Finding a buyer or establishing an exit plan for business owners seeking to transition.

Library Strengths

* Adequacy of library facilities.
* Adequacy of library programs.

Housing Strengths

* 92% of households rated the condition of their home as *excellent or structurally sound*.
* Majority of rental households' rentals *met their needs*.

Housing Opportunities

* Homeowners looking to downsize are looking mostly for a townhome with yard care provided, single family home was the second most popular response.
* Homeowners looking to upgrade are looking mostly for a single family home.
* 51 households indicated they would be willing to apply for cost sharing assistance for rehabilitation of their home.

Housing Challenges

* 41% of households are *paying more than 30% of income towards housing each month*.
* 90% of households report their home is *more than 40 years old*.
* *Lack of available housing* and the *style of available housing* are the two highest barriers for renters looking to own and homeowners looking to change their residence.
* Most common response to desired price range for homeowners looking to change residences was *less than $100,000*.
* Majority of renters indicated it was *very difficul*t or *somewhat difficult* to find their current rental.

Child Care Strengths

* 90% of households with children ages 4 to elementary school age utilize the *after school program*.
* 88% of households using child care on a regular basis are *satisfied* with their child care.

Child Care Challenges

* All households using child care on a regular basis reported it was *difficult to find quality child care*.
* Almost one-third of households using child care on a regular basis indicated their child care was *located outside of Superior*.
* Almost two-thirds of the households that use child care on a regular basis would be interested in a *"pick-up after 6pm"* option.