

Community Needs Assessment Survey
Superior, NE
January 2010

by
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South Central Economic Development District, Inc.

In partnership with
Nebraska Public Power District



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Introduction

In June of 2009 members of the Superior City Council contacted the South Central Economic Development District, Inc. (SCEDD) about conducting a community needs assessment survey in Superior, NE. They were interested in gathering public input regarding many issues, including support for community projects, economic development projects, education and daycare issues, and housing needs for residents over age 55. Superior created a survey committee with representation from various community groups. Sharon Hueftle with the South Central Economic Development District, and members of the Superior Survey Committee met in August of 2009 to discuss the surveying process and compile questions appropriate to Superior's needs; the questionnaire was finalized via email in the weeks that followed. It was agreed that members of the Superior's Firemen's Auxiliary would be responsible for the delivery and pick-up process. The City provided a listing of all households to be surveyed within the city limits of Superior.

Methodology

The questionnaire was divided into five areas of interest including: 1) Community, 2) Business and Economic Development, 3) Housing, 4) Demographics and 5) a Supplement questionnaire that addressed education, daycare, and housing for residents 55 and over. The questionnaires were hand-delivered by adult volunteers to all residences within Superior's city limits November 3-6. The volunteers returned to pick up the questionnaires, sealed in envelopes, November 7-10, 2009. Patrons could also drop off completed surveys at the City Office. A copy of the questionnaire and cover letter may be found in the Appendix. Of the 974 occupied households within the city limits, completed questionnaires were returned by 515 households, for a response rate of 52.9%. Superior's estimated vacancy rate was 9.5%.

Total Households	1076
Less Vacancies	102
Total Deliverable	974
Total Returned	515
Response Rate	52.9%
Vacancy Rate	9.5%

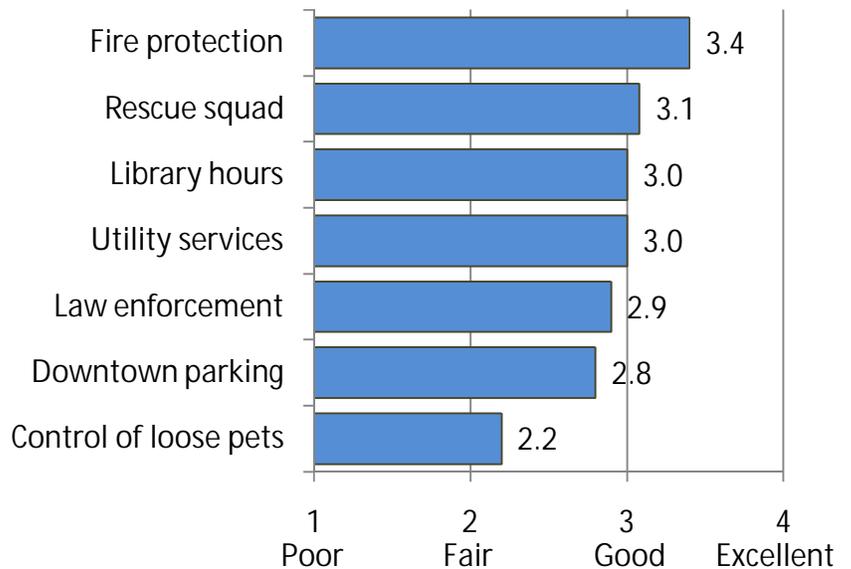
Results

Community

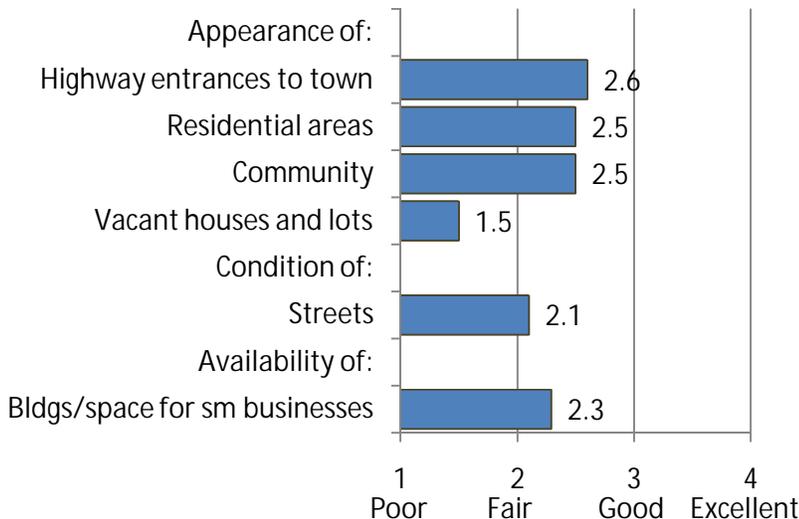
The first set of questions addressed thirteen aspects of Superior, including city services and functions and the appearance and the condition of areas in the city. The responses were rated on a scale of 4=Excellent, 3=Good, 2=Fair, and 1=Poor. The four choices for the items were then averaged to arrive at an overall rating for each statement. If respondents were unable to rate the statement, they could also check a Do Not Know/No Opinion category but these responses were omitted in the final results.

The adequacy of fire protection and the rescue squad received the highest ratings of all services and functions with 94% of respondents rating fire protection and 81% rating the rescue squad as excellent or good. Other city services including the hours of the library, the utility services and the adequacy of the law enforcement received an overall good rating. Downtown parking received an overall good rating with 74% rating parking as excellent or good and 22% as fair. The control of loose pets received the lowest rating by respondents with 39% rating it excellent or good and 61% rating it fair or poor.

1a. Services and functions of the community



1b. The general appearance of, condition of, availability of:

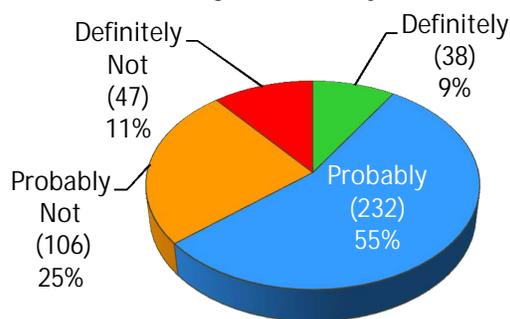


The general appearance of highway entrances to town, residential areas and the community was rated as good by about 50% of respondents. The appearance of vacant houses and lots was rated poor by 66%. The condition of the streets was rated fair by 50% of respondents. The availability of buildings and space for small businesses was rated as excellent or good by 44%, and fair or poor by 56% of respondents.

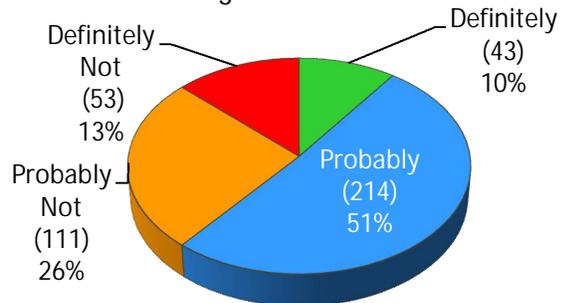
The next set of questions asked respondents to evaluate several aspects of Superior including the local government and involvement in the community. The responses were rated on a scale of 4=Definitely, 3=Probably, 2=Probably Not, and 1=Definitely Not. The four choices for the items were then averaged to arrive at an overall rating for each statement. If respondents were unable to rate the statement, they could also check a Do Not Know/No Opinion category but these responses were omitted in the final results.

Sixty-four percent of respondents rated the community leaders in Superior as definitely or probably capable and forward looking and 61% rated Superior as definitely or probably encouraging individuals to have a voice in local government. The overall ratings were 2.62 and 2.59 respectively.

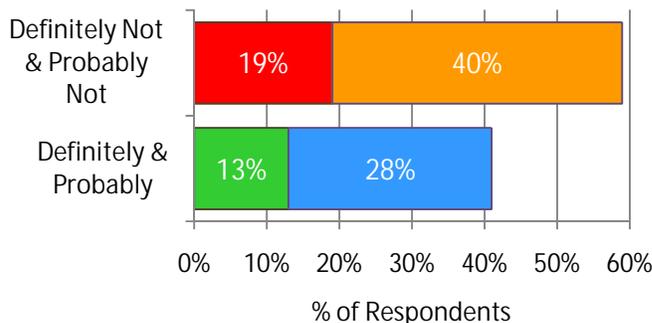
2a. Does Superior have capable and forward-looking community leaders?



2b. Does Superior encourage individuals to have a voice in local governmental decisions?

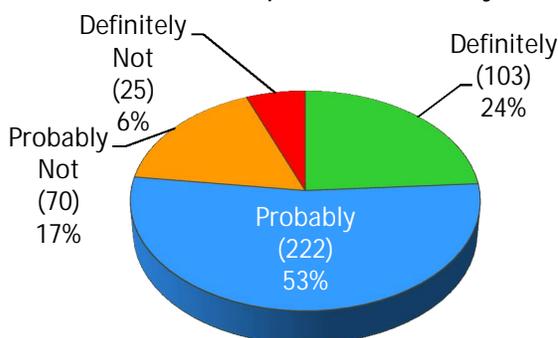


2c. Does Superior need to design a plan to expand the city limits for developing and constructing new residential areas?



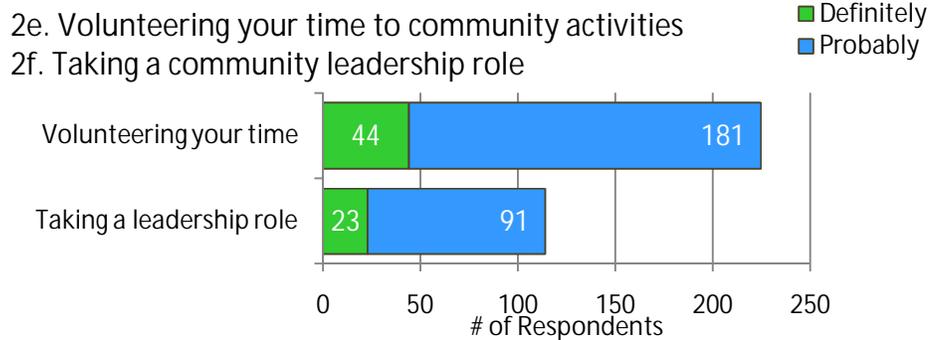
Forty-one percent of respondents indicated Superior needs to design a plan to expand the city limits for developing and constructing new residential areas, while a majority, 59%, stated it was probably not or definitely not needed.

2d. Establish a nonprofit community foundation

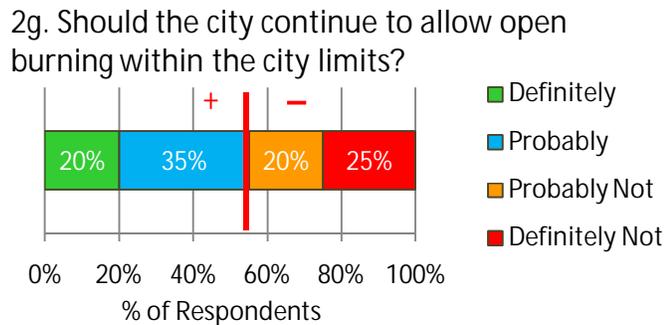


The establishment of a nonprofit community foundation to accept charitable gifts for community projects was favorable with 325 or 77% of respondents indicating it definitely or probably should be established.

The next question asked about volunteering time to community activities or taking a community leadership role. Nearly half of all respondents, and 65% of those under the age of 65, were definitely or probably interested in volunteering their time to community activities. Twenty five percent of all respondents, and 35% of those under 65, were definitely or probably willing to take a community leadership role.

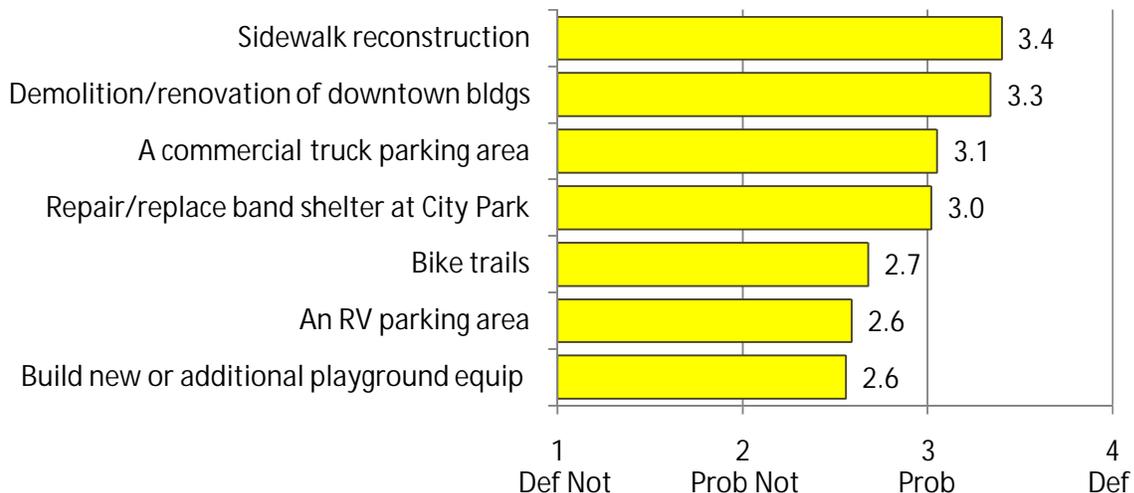


There was only slight support for the continued allowance of open burning within the city limits. Fifty-five percent of respondents felt the city should definitely or probably continue the practice while 45% felt the practice should be discontinued.



The need for community projects and the willingness to volunteer and contribute to community projects was rated on a scale of 4=Definitely, 3=Probably, 2=Probably Not, and 1=Definitely Not. The highest ranked projects, with 90% support for definitely or probably needed in Superior, were for sidewalk reconstruction and the demolition and/or renovation of downtown buildings.

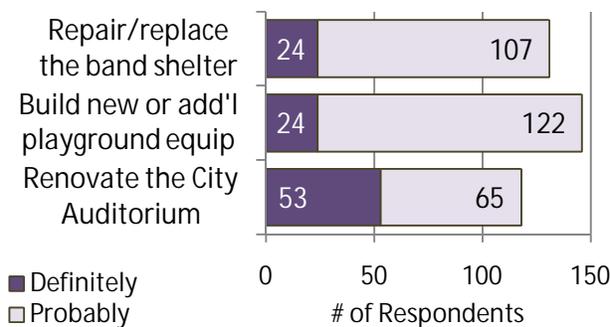
3a. Community projects needed



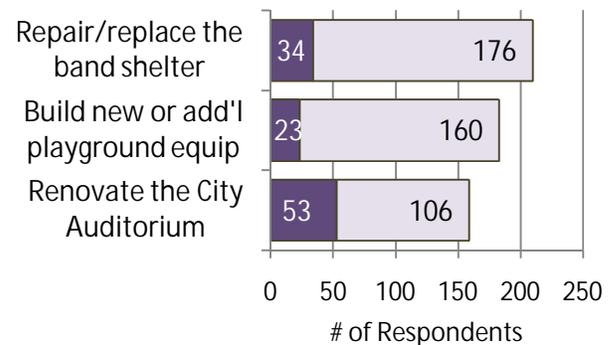
A commercial parking area and the repair or replacement of the band shelter at City Park received 74% support for definitely or probably needed. Drawing less support, but still with a majority indicating a need, were bike trails at 60%, and an RV parking area and new or additional playground equipment in city parks each at 52% indicating definitely or probably needed.

In order to proceed with three of the projects: repair or replacement of the band shelter at City Park, new or additional playground equipment in city parks, and renovation of the City Auditorium, community support in terms of a willingness to volunteer labor and contribute to a fund drive are required. In excess of 115 respondents, 27-33%, were definitely or probably willing to volunteer on each of the proposed projects. Over 150 respondents, 34-46%, would definitely or probably contribute to fund the projects.

3b. Volunteer your labor to help:

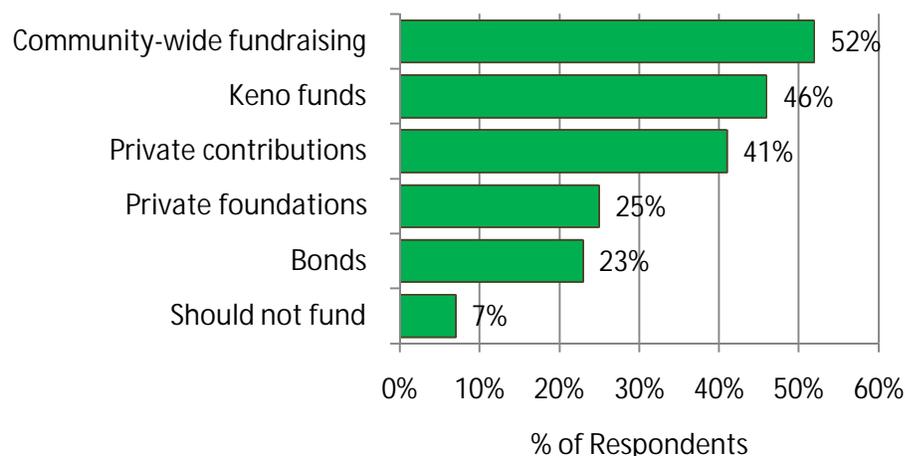


3c. Contribute to a fund to:



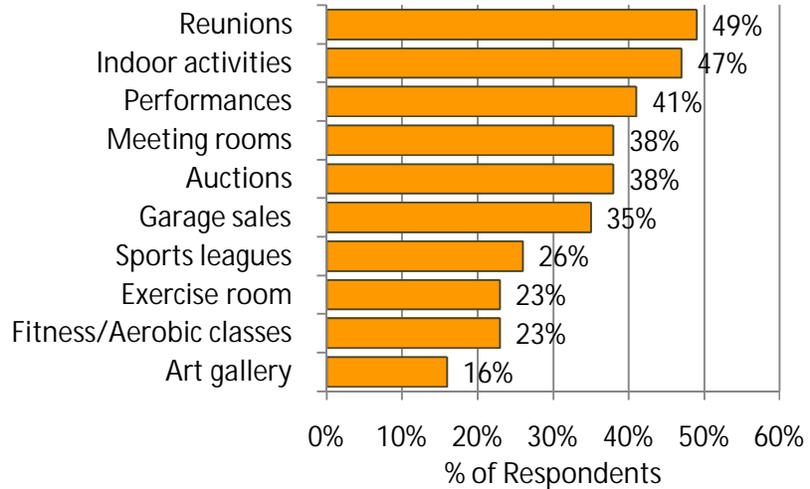
The proposed community projects listed in 3a might be eligible for funding from state and federal sources; however, Superior would also need to fund a portion of any project with its own funding. Of the proposed additional funding sources, 52% of respondents favored community-wide fundraising events, 46% favored keno funds, and 41% favored private contributions. Private foundations and bonds were less favored options for funding, but each received support from over 100 respondents. Only 7% felt that no funding should be allocated to the proposed projects.

4. Additional sources of funding for projects

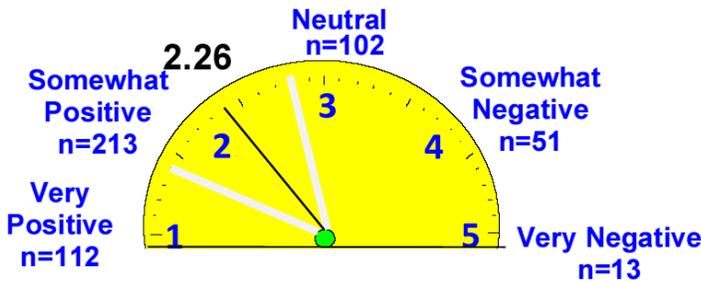


According to the results of the 2001 and 2004 community needs assessment surveys, the community supports renovation of the City Auditorium. This survey asked how respondents would utilize this facility if renovated. Options listed on the survey, in the order of popularity, included reunions, indoor activities, performances, meetings and auctions or garage sales, sports leagues, exercise room/classes, and art gallery. Respondents could also check an "Other" category and fill in the blank; those responses are listed in the Appendix.

5. How to utilize the City Auditorium:



6. Overall, how do you feel about Superior?

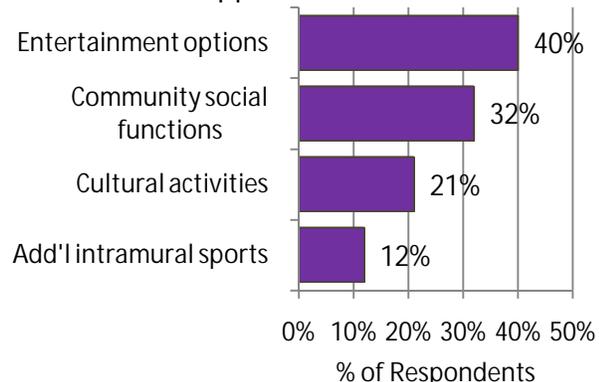


The survey asked residents overall, how they felt about Superior. Response options were 1=Very Positive, 2=Somewhat Positive, 3=Neutral, 4=Somewhat Negative and 5=Very Negative. Respondents stated that overall they were somewhat positive about their community with a rating of 2.26. In the 2004 survey, Superior

residents indicated an overall feeling of 2.23. In nearly 40 communities in the last ten years, the highest rating was 1.55 while the lowest came in at 2.69. Respondents were then asked to explain why they felt the way they did; responses are included in the Appendix.

The last question concerning the community asked residents to select options that would enhance Superior's ability to retain residents and appeal to new residents. Entertainment options were selected by 205 respondents as the best option and community social functions were selected as the next best option by 166 respondents. Cultural activities and additional intramural sports were selected by 106 and 63 respectively. Additional options for Superior to consider were collected and are listed in the Appendix.

7. What would enhance Superior's ability to retain residents and appeal to new residents?



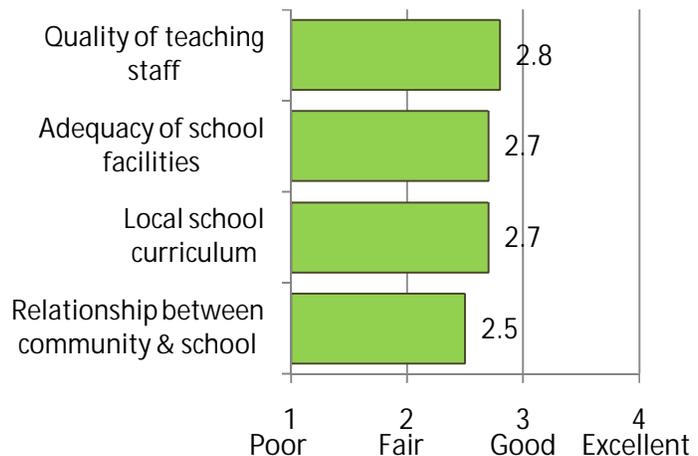
Education and Daycare

A supplement survey with questions about education and daycare was provided to all residents in Superior as an insert to the survey

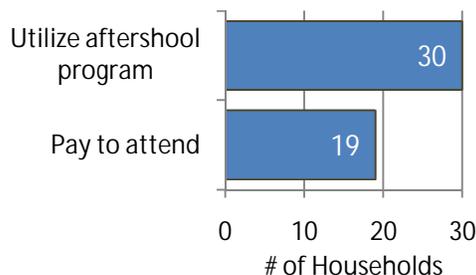
The first set of questions on the supplement survey addressed education and day care in Superior. The responses to four questions were rated on a scale of 4=Excellent, 3=Good, 2=Fair, and 1=Poor. The four choices for the items were then averaged to arrive at an overall rating for each statement. If respondents were unable to rate the statement, they could also check a Do Not Know/No Opinion category but these responses were omitted in the final results. The responses regarding education were received by residents aged 19 to 85 plus, however the questions were intended for those with children enrolled in school only. In an attempt to sort out responses from respondents with children enrolled in school, responses were calculated for residents ages 25 to 54 only.

The quality of teaching staff, adequacy of the school facilities, and local school curriculum all received good ratings. The relationship between the community and the school personnel received a rating of fair to good. The percent of respondents ages 25 to 54 that provided ratings of Excellent or Good are as follows: quality of teaching staff, 65%; adequacy of the facilities, 51%; local school curriculum, 71%; and the relationship between the community and the school personnel, 67%.

Residents with children in school: respondents aged 25-54
S1a-d. Education



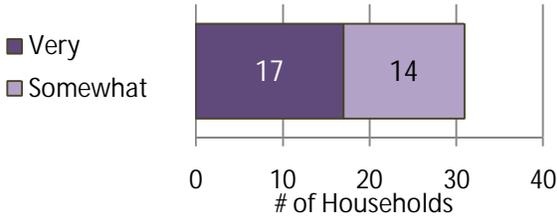
Residents with children under 12: Daycare
S1e. Would utilize afterschool program
S1f. Would pay to attend afterschool program



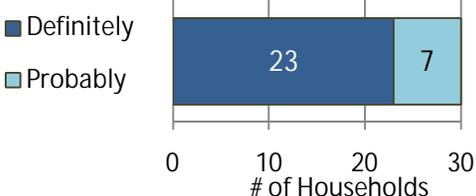
Sixty-two respondents stated they had children age twelve and under in their household. Households who identified themselves with children twelve and under and also answered any of the daycare questions are the only responses used for these results. When asked about afterschool programs, thirty households stated they would utilize an afterschool program and nineteen stated they would pay for their children to attend an afterschool program.

Of the 62 respondents that stated they had children age twelve and under in their household, fifteen used child care on a regular basis. Of those same 62 households, 31 stated it was very or somewhat difficult to find quality child care and thirty stated additional daycare was definitely or probably needed in Superior.

Parents with children 12 and under: Daycare
S1h. How difficult is it to find quality child care?



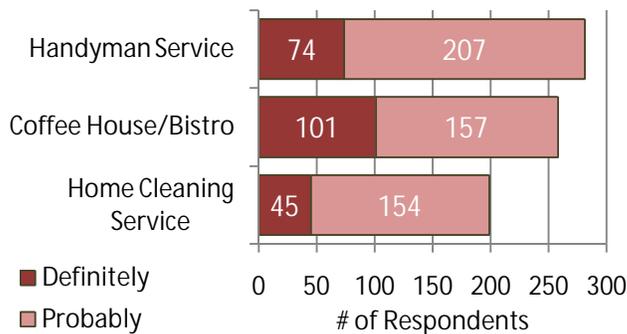
Parents with children 12 and under: Daycare
S1i. Is additional daycare needed in Superior?



Business and Economic Development

The next set of questions addressed businesses and economic development in Superior. The responses were rated on a scale of 4=Definitely, 3=Probably, 2=Probably Not, and 1=Definitely Not. The four choices for the items were then averaged to arrive at an overall rating for each statement. If respondents were unable to rate the statement, they could also check a Do Not Know/No Opinion category but these responses were omitted in the final results.

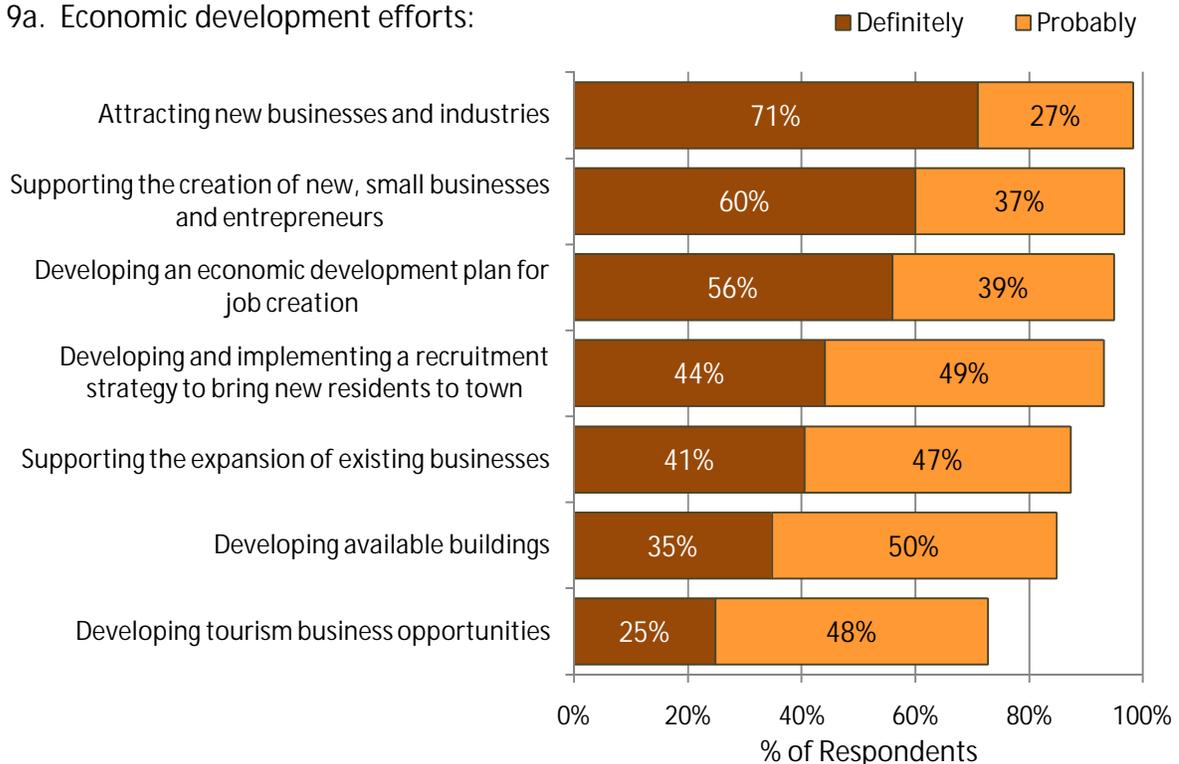
8. Would you utilize these businesses if they were available?



The first question asked residents if they would utilize businesses not currently available in Superior. Sixty-two percent of respondents (281) indicated they definitely or probably would utilize a handyman service, 56% (258) a coffee house or bistro, and 45% (199) a home cleaning service.

When asked about the desired focus of economic development, all of the proposed efforts were supported by a majority of respondents. Over 400 respondents stated the attraction of new businesses and industries, the creation of new businesses, a plan for job creation, and a recruitment strategy were probably or definitely a priority for Superior. More than 300 supported focusing on the expansion of existing businesses, developing available buildings, and the development of tourism business opportunities.

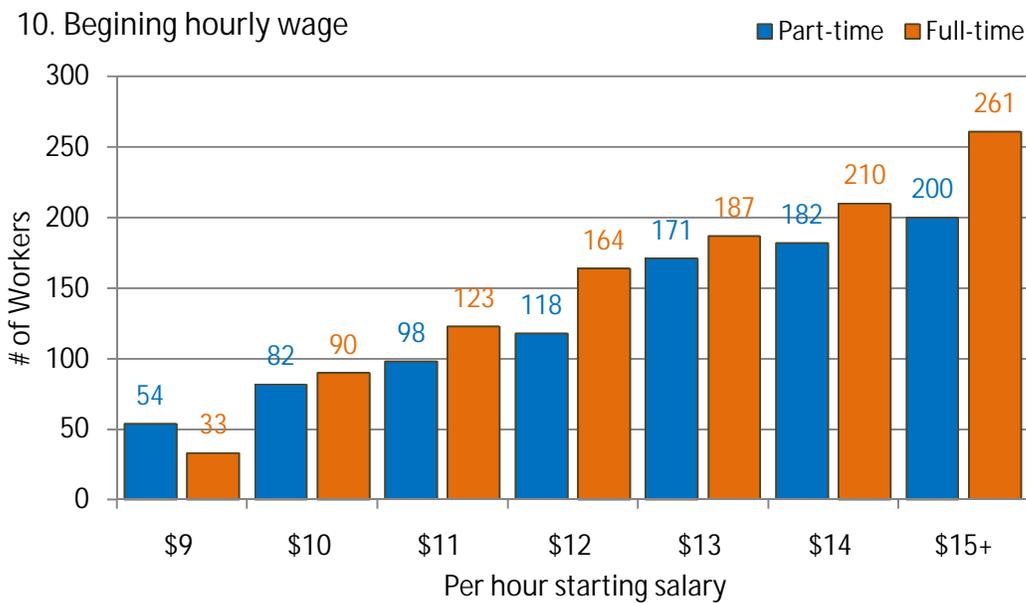
9a. Economic development efforts:



Respondents interested in starting a business were asked to identify from which organizations they would seek assistance. Eighty-nine respondents indicated they would ask their banker for assistance, 66 would seek assistance from the Superior Economic Development, 59 from the Superior Chamber and 51 from the City of Superior. Respondents could also check an “Other” category and fill in the blank; those responses are listed in the Appendix.

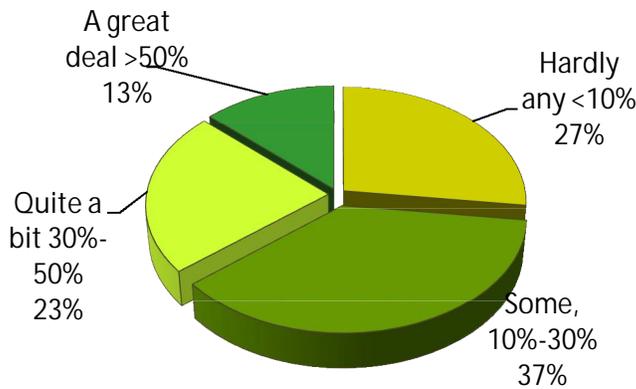
9b. If starting a new business, which organizations would you contact for assistance?	
Banker	89
Superior Economic Development	66
Superior Chamber	59
City of Superior	51

If job opportunities were available in town for part-time or full-time work, residents were asked for what beginning hourly wage they would be willing to accept a position. For part-time work, 54 workers would be willing to take a position for \$9 per hour, another 28 for \$10, 36 more would be willing to work for \$12 per hour, and 82 more would work for \$15 per hour or more. For full-time work, 33 workers would be willing to take a position for \$9 per hour, another 57 for \$10, 74 more would be willing to work for \$12 per hour, and an additional 97 would be willing to work for \$15 per hour or more if a job opportunity were available in Superior.



The percentage of money spent on goods and services outside of Superior was requested based on four increments: Hardly any or less than 10%, Some (10-30%), Quite a bite (30-50%), and A great deal or more than 50%.

11. How much do you spend on goods and services outside of Superior?

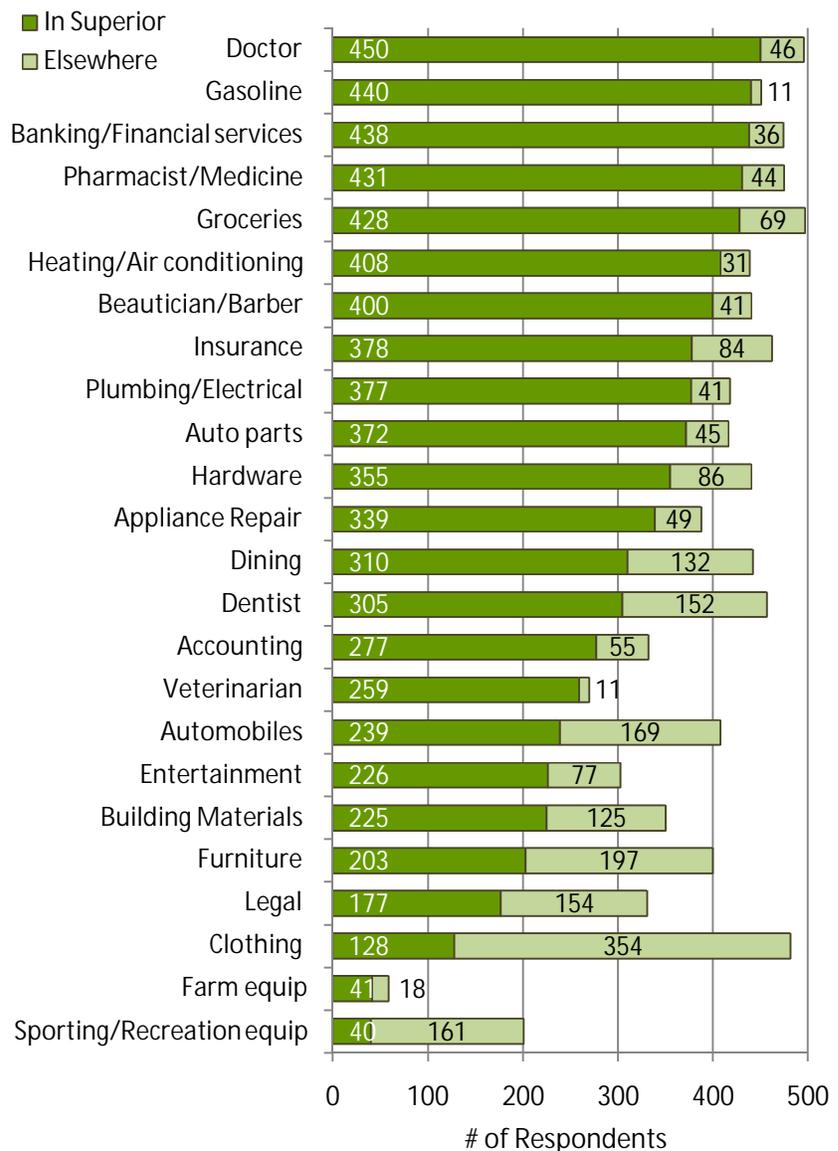


Sixty-four percent of households reportedly spend less than 30% on goods and services outside of the community. Twenty-three percent reported spending quite a bit; and only 13% spent more than 50% on goods and services outside of Superior.

In addition to the percentage of money spent on goods and services outside of Superior, residents were asked to identify the goods and services purchased in Superior or Elsewhere. Respondents could also check a Don't Buy category but these responses were omitted in the final results.

Overall, respondents purchased the majority of listed goods and services in Superior including doctor visits, gas, haircuts, food, and pet care. Less than 30% of respondents purchased the same goods and services outside of Superior. The top three goods purchased elsewhere were clothing (72%), furniture (42%) and automobiles (37%).

12. Where do you purchase the majority of the following goods and services?

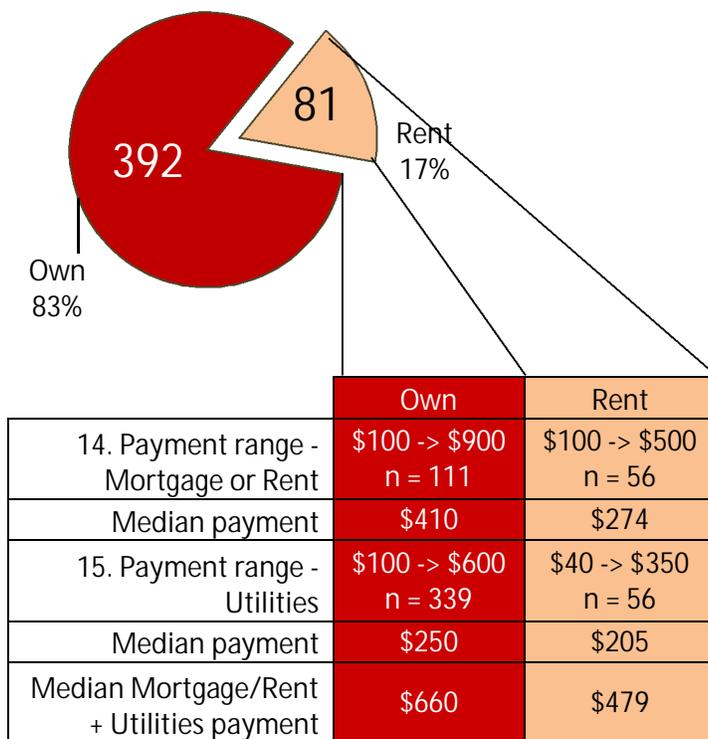


Housing

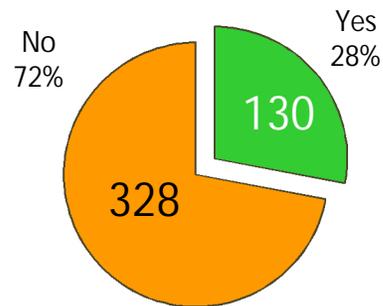
The majority, 89%, of Superior residents responding to this survey lived in a house, with 8% in apartments, 2% in public housing or assisted living, and 1% in mobile homes. The majority of respondents also own their home with only 17% renting their residence. Twenty-eight percent of households responding (130) reported their residences met the needs of the disabled.

Forty percent of respondents' mortgages were paid off. Homeowners with mortgages made payments ranging from \$100 to over \$900 per month. Utility payments for all homeowners responding ranged from \$100 to over \$600 per month for their home with a median utility payment of \$250. Renters made payments ranging from \$100 to over \$500 per month and the median rent payment was \$274. Utility payments ranged from \$40 to over \$350 per month with a median utility payment of \$205. Responses for monthly mortgage or rent and utility payments are only representative of those respondents who answered whether they own or rent and completed responses regarding the amounts of their payments.

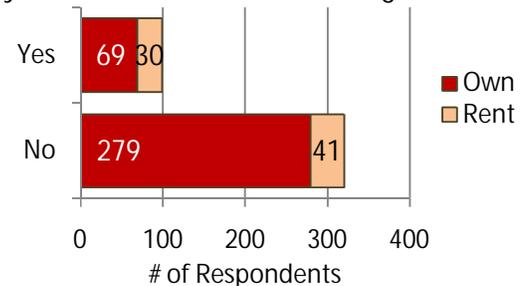
13b. Own or Rent



13c. Home meets needs of disabled

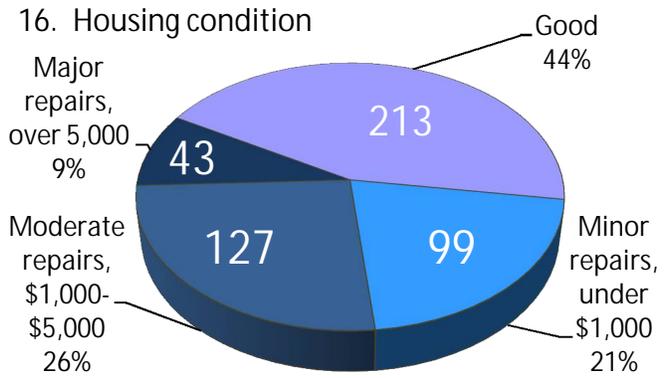


13d. Do you pay more than 50% of your income towards housing?



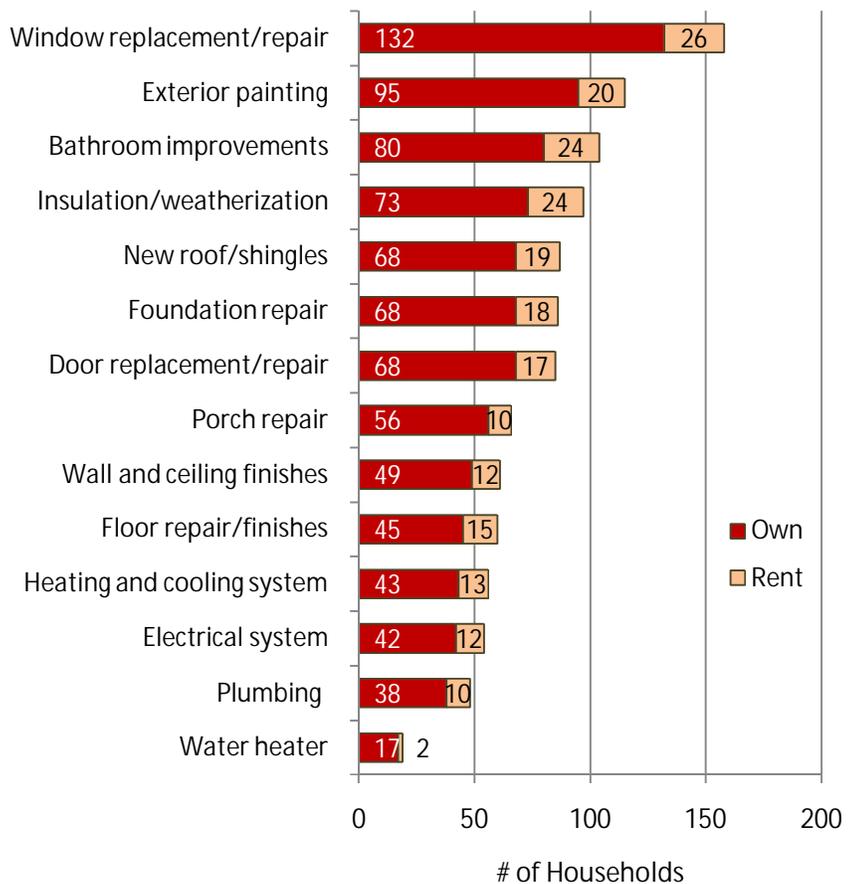
A majority of responding households, 77%, reported spending less than half of their income on housing, including rent or mortgage and utility payments. However, 23% of owners and renters reported they did spend more than half of their income towards housing; this included 20% of homeowners and 42% of renters.

Homeowners and renters reported the condition of their residences based on four increments: Good, Needs minor repairs (under \$1,000), Needs moderate repairs (\$1,000-\$5,000) or Needs major repairs (over \$10,000). Forty-four percent of respondents' homes were good condition, 47% needed repairs of under \$5,000, and 9% reported needing major repairs.



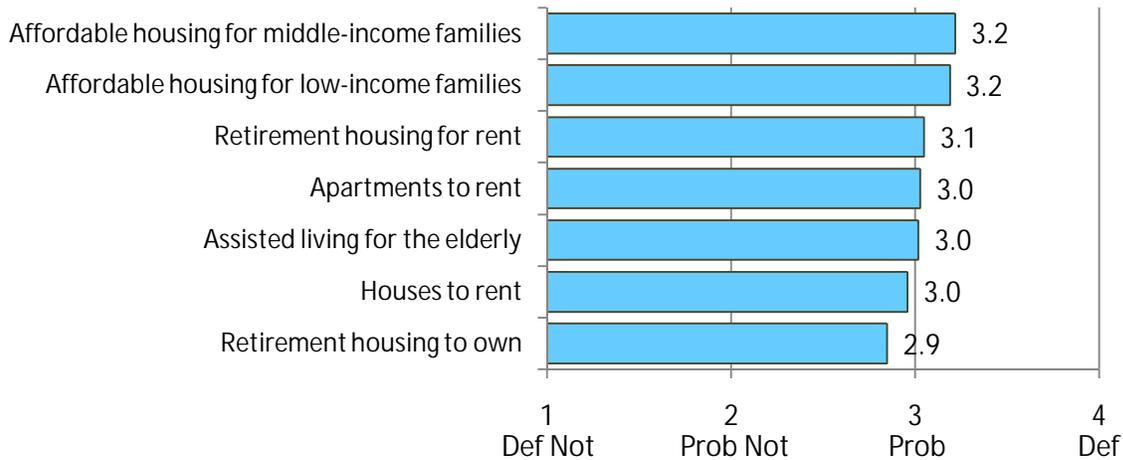
Of the homes in need of repair, the largest need was for window replacement and repairs; 158 respondents indicated this need. Exterior painting was needed by 115, and bathroom improvements by 104. Between 80 and 100 homes were reported needing insulations or weatherization, new roofs or shingles, foundation repair and door replacement or repairs. Between 50 and 60 homes were reported needing repairs to their porches, wall and ceiling finishes, floors and ceilings finishes, floors and finishes, heating and cooling or electrical systems. Forty-eight homes needed plumbing repairs and nineteen needed repairs to the water heater.

17. Repairs needed to residence



The survey asked residents to identify what types of housing were needed in Superior with the level of need rated on a scale of 4=Definitely, 3=Probably, 2=Probably Not and 1=Definitely Not. At least 75% of respondents stated each of the listed types of housing were definitely or probably needed except for retirement housing to own, which had support from 68% of respondents.

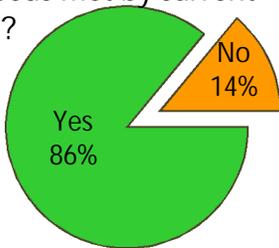
18. Types of housing needed:



Renters

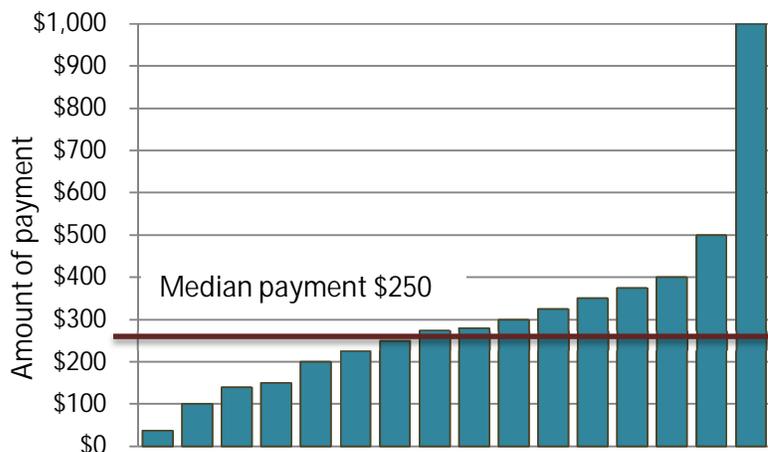
The next section of housing-related questions was asked specifically of renters in Superior. Results listed in this section are from the 81 respondents that identified themselves as renters and also answered the questions in this section.

Renters only
19. Needs met by current rental?



When asked if their current rental met their needs, 86% of renters (66) indicated that their needs were met in their current residence.

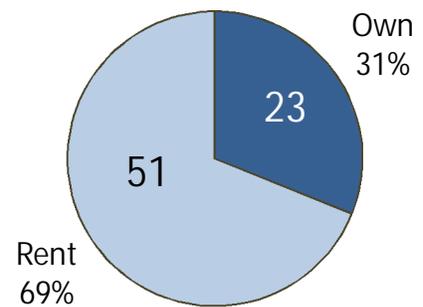
20. Renters: Affordable payment



Renters were next asked what was the most they could afford to pay for rent excluding utility payments. Based on 59 respondents, affordable monthly rental payments ranged from \$38 to \$1,000 in Superior. The median affordable payment was \$250 per month.

The preference to rent or own a residence was asked of renters and a majority, 69%, prefers to rent at this time.

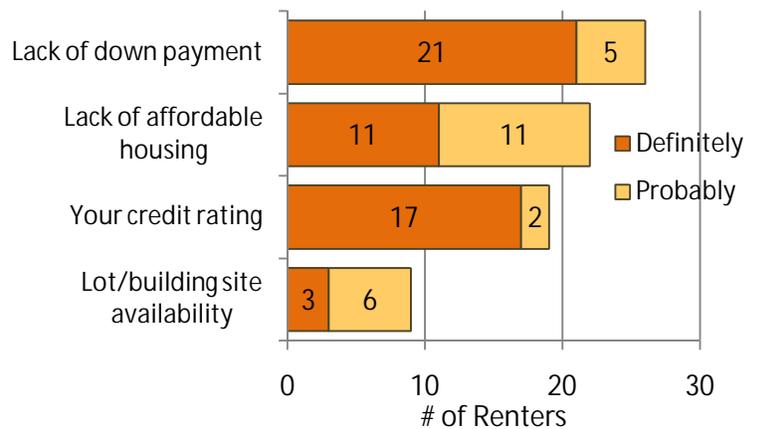
Renters only
21. Prefer to rent or own



The next question addressed barriers to owning a home for renters who would prefer to own. The responses were rated on a scale of 4=Definitely, 3=Probably, 2=Probably Not, and 1=Definitely Not. The four choices for the items were then averaged to arrive at an overall rating for each statement. If respondents were unable to rate the statement, they could also check a Do Not Know/No Opinion category but these responses were omitted in the final results.

Seventy-nine percent of renters (26) identified lack of a down payment as probably or definitely a barrier. Sixty-nine percent (22) identified the lack of affordable housing, 63% (19) identified their credit rating, and only 38% (9) identified the availability of a lot or building site as probably or definitely a barrier to owning a home. Thirty renters expressed interest in a government backed loan that required no down payment.

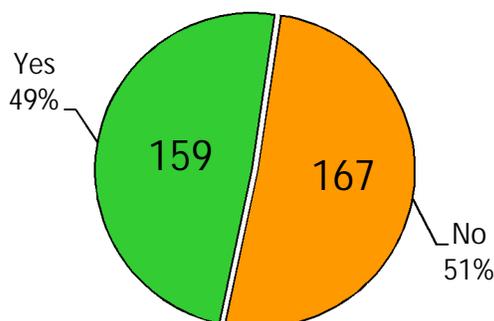
Renters only
22. Barriers to owning a home



Homeowners

The next section of housing related questions were asked specifically of homeowners in Superior and 392 respondents identified themselves as owning their home. The responses listed in the results are only those of homeowners who answered questions in this section.

Homeowners only
23a. Apply for cost share



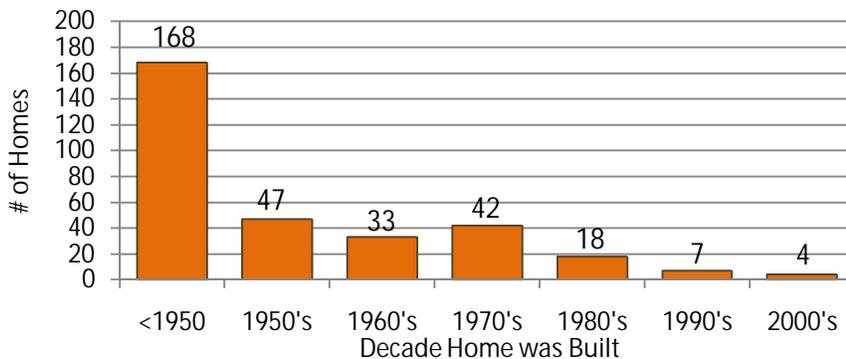
Homeowners were asked if they would be willing to apply for cost sharing assistance to rehabilitate their home. Forty-nine percent of owners responding, or 159 respondents, stated they would be willing to apply for such assistance.

Homeowners interested in applying for cost sharing assistance for home rehabilitation were asked how much they could afford to pay back each month, with options ranging from \$0 to more than \$75 per month. Of homeowners who selected a payment amount, 83 were below the income threshold and 58 of those below the income threshold could afford to pay back \$50 or more per month.

Homeowners only
23b. Cost share monthly payment

Amount	Below Threshold	Above Threshold	Total
\$0	4	0	4
\$20	14	2	16
\$30	7	3	10
\$50	30	17	47
\$75	15	14	29
<\$75	13	28	41

Homeowners only
23c. Decade of home



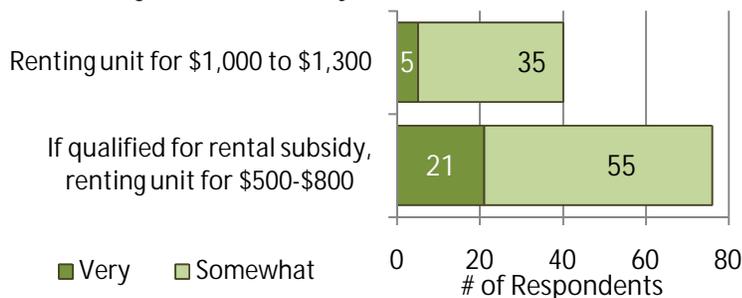
Homeowners were also asked in which decade their home was built; just over half (168) of the homes in Superior were built before 1950. Less than 10% of respondents' homes were built since 1980.

Age 55 and older

The following questions were addressed on the supplement to the survey, and were specific to residents in Superior who were 55 and older regarding demand for senior living facilities. Respondents that identified their age as 55 or older and answered any questions in this section are the only responses used for these results.

As people reach retirement age and their needs change, they often consider moving to

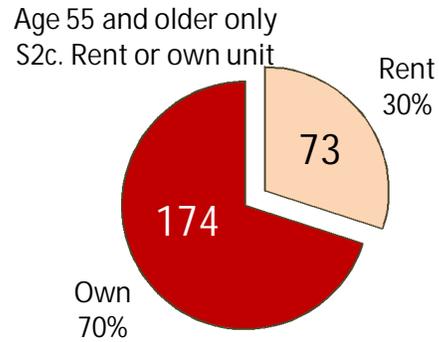
Age 55 and older only: Retirement Living
S2a. Renting apartment/townhouse/duplex unit
S2b. Renting unit with subsidy



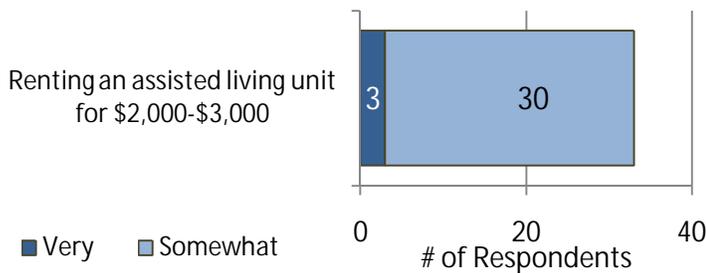
a different type of housing such as a one or two bedroom apartment or townhouse with full kitchens, maintenance of exterior grounds and garages. Interest in purchasing or renting an apartment or townhouse unit for \$1,000 to \$1,300 per month was expressed by forty respondents, while 76 stated

they would be interested if they qualified for a rental subsidy, which could decrease the rent to \$500-\$800 per month.

Apartment or townhouse retirement units are typically available with the option to rent or own and 70% of respondents would prefer to own their own unit.

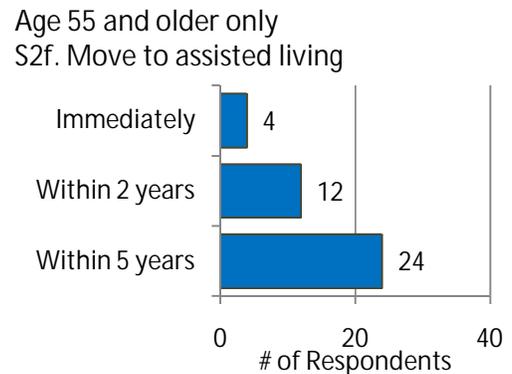
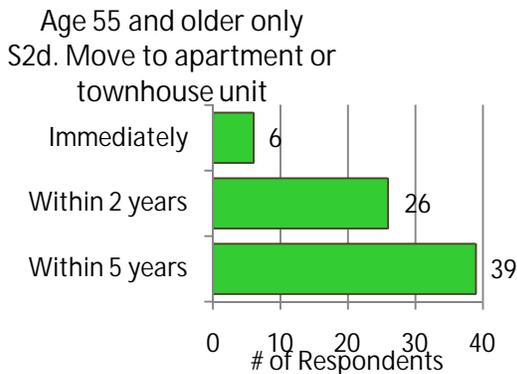


Age 55 and older only: Retirement Living
S2e. Renting assisted living unit



Another option for retirement living is an assisted living facility that provides an individual room with bath, meals and assistance with medication. Thirty-three respondents stated they would be very or somewhat interested in renting an assisted living unit for \$2,000 to \$3,000 per month.

The timeline for moving into an apartment or townhouse unit or an assisted living facility vary by individual needs and circumstances, but respondents were given the option to indicate whether they would be interested in moving Immediately, Within Two Years, Within Five Years or Would Not Move if additional housing were available in Superior. Overall, 71 respondents would be willing to move to an apartment or townhouse unit within five years; six would be interested immediately, 26 within two years, and 39 respondents would be interested within five years. Overall, forty respondents would be willing to move to an assisted living unit within five years; four immediately, twelve within two years, and 24 would be interested in moving within five years.



Demographics

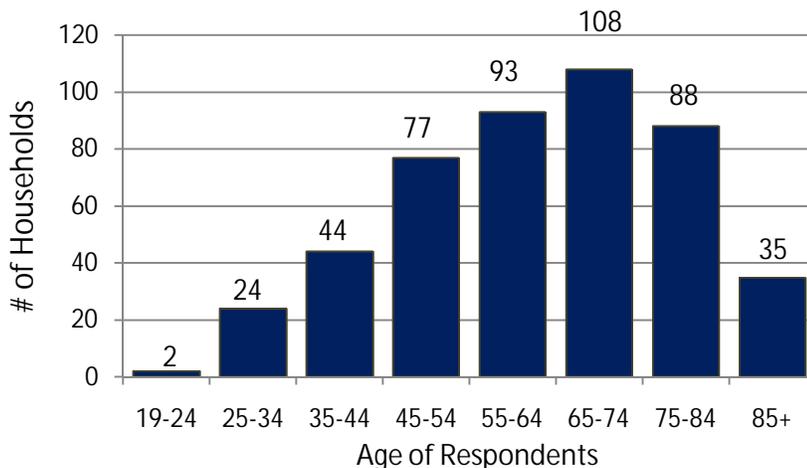
Survey participation was higher among women than men, although 25% of the surveys were completed jointly by a couple in the same household. Fifty-seven percent of respondents were married, 10% each single and divorced, and 22% were widowed. Seventeen percent (77 households) of respondents had at least one person who was developmentally or physically disabled living in the household, 6% (24 households) had 2 or more disabled in their home.

24. Gender	n =	%
Male	139	30%
Female	208	45%
Completed jointly	117	25%

25. Status	n =	%
Married	272	57%
Single	48	10%
Divorced	45	10%
Widowed	106	22%
Other	6	1%

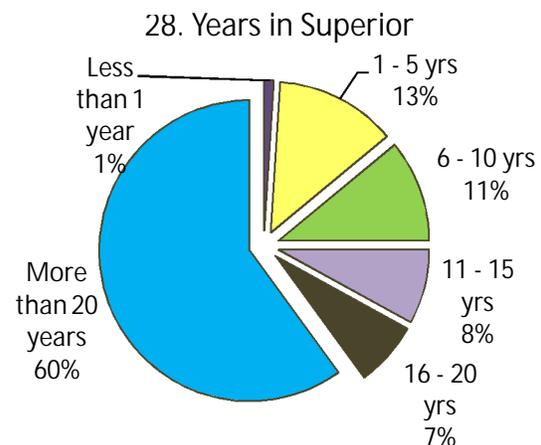
26. Number of developmentally or physically disabled	n =	%
0 person	341	77%
1 person	77	17%
2 persons or more	24	6%

24. Your age



Residents between the ages of 55 and 84 had the highest response rate for survey completion, returning 61% of the surveys. The lowest response rate was among residents between the ages of 19-34 and 85 and older.

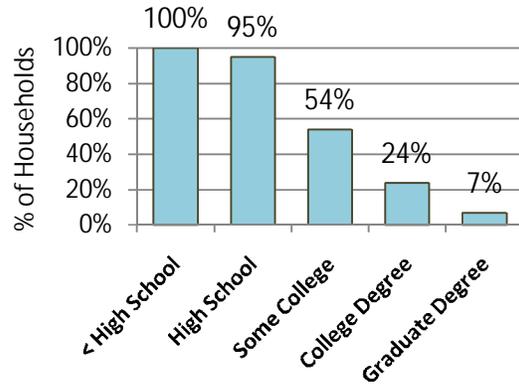
Sixty percent of the residents who completed the survey have lived in Superior for more than 20 years. The second highest group of residents who completed the survey has lived in Superior for 5 years or less. When asked why residents moved to the area in the last 5 years, the most selected response was the small town atmosphere of Superior. Retirement to Superior and good housing prices were also important reasons. "Other" reasons for moving could be written in and are included in the Appendix.



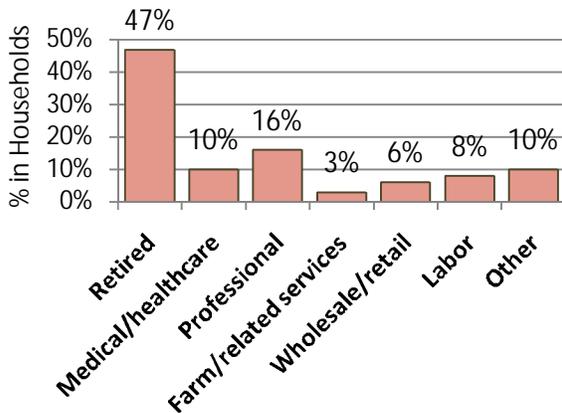
29. Reasons for moving	n =
Small town atmosphere	28
Retirement	20
Good housing price	16
Job	11
Other	17

Almost all respondents had at least a high school diploma and just over half had some college education. Twenty-four percent of respondents graduated from college and seven percent earned a graduate degree.

30. Education completed:



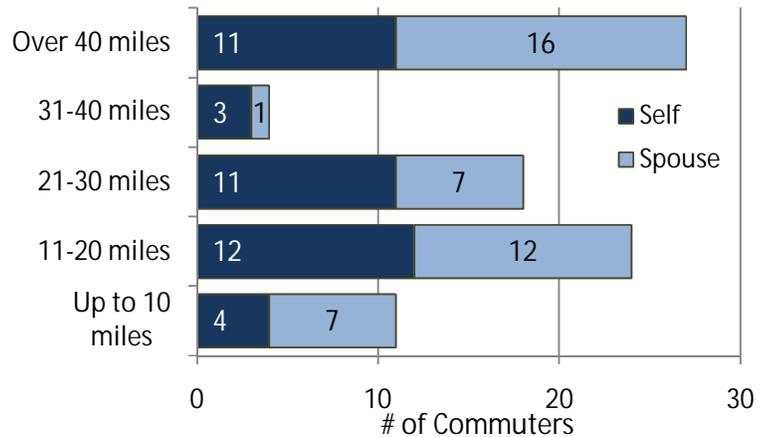
31. Vocation



With half of the surveys completed by persons over 55 it is consistent that almost half of the respondents listed their vocation as retired. Residents who identified with being in a professional line of work made up 16% of respondents and residents in the medical or healthcare field made up 10% of respondents.

Forty-one respondents stated they commute for work and 43 respondents stated their spouse commutes for work, for a total of 84 commuters. Of all commuters, 13% travel less than ten miles, 50% commute 11-30 miles, and 32% travel over 40 miles outside of Superior for work.

32. Commute to work



Household Size/ Income	Above Threshold	Below Threshold
1/\$30,050	31	131
2/\$34,350	106	99
3/\$38,650	18	21
4/\$42,950	15	10
5/\$46,400- 8+ / >\$56,700	12	14
Total	182	275
% of Households	39.8%	60.2%
% of Persons	44.0%	55.0%

To determine eligibility for federal funding, respondents must answer a question regarding income. Income guideline amounts for households ranging in size from one to eight or more are supplied by federal sources for each county. A total of 275 of the responding households, representing 55% of the persons, reported incomes below the threshold while 44% were above the threshold. However, due to changes in regulations since the 2004 survey, this income calculation does not automatically determine Superior's eligibility for federal funding. Further calculations on a random sample of surveys will have to be conducted to determine eligibility.

Conclusions

Community Strengths:

- Fire Department, Rescue Squad
- Library, Utility Services, Law Enforcement
- Downtown Parking
- Appearance of community, residential areas, and entrances into town
- Capable and forward-looking community leaders
- Encouragement for individuals to have a voice in local governmental decisions
- Support for establishing a nonprofit community foundation
- Over 200 residents willing to volunteer time to community activities
 1. 100+ willing to volunteer labor for band shelter, additional playground equipment, and renovating City Auditorium
- In excess of 150 residents willing to contribute funds for
 1. Band shelter
 2. New or additional playground equipment
 3. Renovation of the City Auditorium
- Over 100 residents willing to take a community leadership role
- 52% support for community wide fund raising as a source of match funds
- Support for utilizing the City Auditorium for many uses
- Residents express an overall positive feeling about Superior

Community Challenges:

- Lower ratings for:
 - Control of loose pets
 - Condition of streets
 - Appearance of vacant houses and lots
- Lack majority support for expanding city limits for residential development
- Only slight support for continuing to allow open burning within city limits
- 50% or less support for most sources of match funds

Community Opportunities:

- Opportunity to increase availability of buildings/space for small businesses
- Support for
 - Sidewalk reconstruction
 - Demolition/renovation of downtown buildings
 - Commercial truck parking area
 - Repair or replacement of the bank shelter at the City Park
 - Bike Trails
 - An RV parking area
 - Building new or additional playground equipment
- Capitalize on ideas to retain residents and appeal to new residents

Education and Daycare Strengths:

- Quality teaching staff
- Adequate school facilities
- Local school curriculum
- Relationship between community and school

Education and Daycare Challenges:

- Difficulty finding quality childcare

Education and Daycare Opportunities:

- Interest by 30 households in an afterschool program
- Willingness by some households to pay for an afterschool program
- Possible need for additional daycare

Business Strengths:

- An available local labor force willing to work at modest wages
- Many residents purchase most of their goods and services locally

Business Challenges:

- Few potential business owners would contact local resources for assistance

Business Opportunities:

- Support for economic development efforts to focus on
 - Attracting new businesses and industries
 - Creation of new, small businesses and entrepreneurs
 - Development of a plan for job creation
 - Development of a recruitment strategy to bring new residents to town
 - Supporting the expansion of existing businesses
 - Development of available buildings
 - Development of tourism business opportunities
- 200+ Residents would utilize the following businesses
 - Handyman service
 - Coffee house/Bistro
 - Home cleaning service

Housing Strengths:

- Many homeowners
- Nearly 2/3's of local houses are in good condition or only need moderate repairs
- Most rentals meet present needs of renters
- Interest from some renters in applying for government-backed loans requiring no down payment
- Nearly half of homeowners willing to apply for cost sharing assistance to rehabilitate their homes
- Support for housing alternatives for 55+ age group

Housing Challenges:

- Nearly 1/4 of respondents spend more than 50% of income on housing
- About 1/3 of the homes in Superior need moderate to major repair
- Need for many types of housing, particularly:
 - Affordable housing for middle & low income families
 - Retirement housing to rent and own
 - Houses and apartments to rent
 - Assisted living for elderly
- Lack of down payment is a barrier to home ownership
- Few homes built in the last 30 years; majority of homes 60+ years old

Demographic Strengths:

- Moderate amount of middle-age residents
- 14% of residents are new in last 5 years
- Positive small town atmosphere attracts new residents
- Fairly well educated
- Most commuters travel less than 30 miles

Demographic Challenges:

- Nearly half of the residents are over 65
- Nearly half of the residents are retired
- Relatively low number of residents under age 35

Superior Community Needs Assessment Survey

1. Please rate the following with respect to Superior

	Excellent	Good	Fair	Poor	Do Not Know/ No Opinion
Law enforcement adequacy	<input type="checkbox"/>				
Fire protection adequacy	<input type="checkbox"/>				
Rescue squad adequacy	<input type="checkbox"/>				
Library hours	<input type="checkbox"/>				
Control of loose pets	<input type="checkbox"/>				
Downtown parking	<input type="checkbox"/>				
Utility services	<input type="checkbox"/>				
The general appearance of the community	<input type="checkbox"/>				
The general appearance of the highway entrances to town	<input type="checkbox"/>				
The general appearance of the residential areas	<input type="checkbox"/>				
The general appearance of vacant houses and lots	<input type="checkbox"/>				
The condition of streets	<input type="checkbox"/>				
The availability of buildings/space for small businesses	<input type="checkbox"/>				

2. General questions about Superior

	Definitely	Probably	Probably Not	Definitely Not	Do Not Know/ No Opinion
Does Superior have capable and forward-looking community leaders?	<input type="checkbox"/>				
Does Superior encourage individuals to have a voice in local governmental decisions?	<input type="checkbox"/>				
Does Superior need to design a plan to expand the city limits for developing and constructing new residential areas?	<input type="checkbox"/>				
Should Superior establish a nonprofit community foundation so that charitable gifts could be made to our town?	<input type="checkbox"/>				
How interested would you be in volunteering your time to community activities?	<input type="checkbox"/>				
How interested would you be in taking a community leadership role?	<input type="checkbox"/>				
Should the city continue to allow open burning within the city limits?	<input type="checkbox"/>				

3. Are the following community projects needed in Superior?

	Definitely	Probably	Probably Not	Definitely Not	Do Not Know/ No Opinion
Bike trails	<input type="checkbox"/>				
Sidewalk reconstruction	<input type="checkbox"/>				
A commercial truck parking area	<input type="checkbox"/>				
An RV parking area	<input type="checkbox"/>				
Demolition or renovation of downtown buildings	<input type="checkbox"/>				
Repair/replacement of the band shelter at the city park	<input type="checkbox"/>				
Build new or additional playground equipment at the city parks	<input type="checkbox"/>				

Would you be willing to volunteer your labor to help:

Repair/replace the band shelter at the city park	<input type="checkbox"/>				
Build new or additional playground equipment at the city parks	<input type="checkbox"/>				
Renovate the City Auditorium	<input type="checkbox"/>				

Would you contribute to a fund drive to:

Repair/replace the band shelter at the city park	<input type="checkbox"/>				
Build new or additional playground equipment at the city parks	<input type="checkbox"/>				
Renovate the City Auditorium	<input type="checkbox"/>				

4. If partial funding for the following projects can be acquired from state and federal sources, how should Superior fund its share? (Check as many as apply.)

- Keno funds Bonds Private contributions Community-wide fundraising events
 Private foundations Should not fund

5. According to the results of the 2001 & 2004 community needs assessment surveys, there is community support for renovating the City Auditorium. If it were renovated, how would you utilize the facility? (Check all that apply)

- Fitness/aerobic classes Reunions Exercise Room Sports leagues
 Auctions Meeting Rooms Garage sales Art gallery
 Indoor activities Performances Other _____

6. Overall, how do you feel about Superior?

- Very positive Somewhat positive Neutral Somewhat negative Very negative

Why do you feel that way? _____

7. What would enhance Superior's ability to retain residents and appeal to new residents?

- Cultural activities Entertainment options Community social functions Additional intramural sports
 Other: _____

8. Would you utilize the following businesses if they were available in our community?

	Definitely	Probably	Probably Not	Definitely Not	Do Not Know/No Opinion
Coffee House/Bistro	<input type="checkbox"/>				
Home Cleaning Service	<input type="checkbox"/>				
Handyman Service	<input type="checkbox"/>				

9. Should economic development efforts focus on

	Definitely	Probably	Probably Not	Definitely Not	Do Not Know/No Opinion
Supporting the expansion of existing businesses	<input type="checkbox"/>				
Attracting new businesses and industries	<input type="checkbox"/>				
Supporting the creation of new, small businesses and entrepreneurs	<input type="checkbox"/>				
Developing tourism business opportunities	<input type="checkbox"/>				
Developing an economic development plan for job creation	<input type="checkbox"/>				
Developing available buildings	<input type="checkbox"/>				
Developing and implementing a recruitment strategy to bring new residents to town	<input type="checkbox"/>				

Do you have an interest in starting a business in Superior? If so, which of these organizations would you contact for assistance? (Check all that apply)

- Superior Economic Development Superior Chamber Banker City of Superior
 Other _____

10. If a job opportunity were available in town, for what beginning hourly wage would you be willing to take a job?

	Full-time	Part-time	Full-time	Part-time	Full-time	Part-time
\$9.00	<input type="checkbox"/>	<input type="checkbox"/>	\$12.00	<input type="checkbox"/>	\$15.00+	<input type="checkbox"/>
\$10.00	<input type="checkbox"/>	<input type="checkbox"/>	\$13.00	<input type="checkbox"/>	Not interested	<input type="checkbox"/>
\$11.00	<input type="checkbox"/>	<input type="checkbox"/>	\$14.00	<input type="checkbox"/>		

11. Overall, how much do you spend on goods and services outside of our community?

- Hardly any, < 10% Some, 10–30% Quite a bit, 30–50% A great deal, > 50%

12. Where do you purchase the majority of these goods and services?

	In Superior	Elsewhere	Don't buy		In Superior	Elsewhere	Don't buy
Groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dentist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pharmacist/medicine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/movies, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Veterinarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Beautician/barber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doctor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Banking/financial services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farm Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Appliance repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hardware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Accounting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Plumbing/Electrical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sporting/recreation equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Automobiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gasoline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto parts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heating/air conditioning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Housing *This information is confidential and will not be read by anyone in Superior*

Do you live in? House Apartment Mobile Public/Assisted living

Do you own or rent your home? Own Rent

Does your home meet the needs of the disabled? Yes No

Do you pay more than 50% of your income towards housing (rent or mortgage, plus utilities)? Yes No

14. Your total monthly rent or mortgage payment Mortgage is paid off Monthly Payments \$ _____

15. Total monthly utility payment for your residence (include electricity, gas, sewer, water, garbage, but not phone, cable or internet). \$ _____

16. Housing Condition

	Good	Needs minor repairs, under \$1,000	Needs moderate repairs, \$1,000–\$5,000	Needs major repairs, over \$5,000
Please rate the condition of your residence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. If your dwelling is in need of repair, please check why (Check all that apply)

- Floor repair/finishes Water heater Insulation/weatherization Heating and cooling system Electrical system
- New roof/shingles Porch repair Door replacement/repairs Bathroom improvements Exterior painting
- Foundation repair Plumbing Wall and ceiling finishes Window replacement/repairs

18. Are the following housing types needed in Superior?

	Definitely	Probably	Not	Definitely Not	Do Not Know
Apartments to rent	<input type="checkbox"/>				
Houses to rent	<input type="checkbox"/>				
Affordable housing for low-income families	<input type="checkbox"/>				
Affordable housing for middle-income families	<input type="checkbox"/>				
Retirement housing for rent	<input type="checkbox"/>				
Retirement housing to own	<input type="checkbox"/>				
Assisted living for the elderly	<input type="checkbox"/>				

19. For Renters Only (Questions 19–22)

Does your current rental meet your needs? Yes No

20. What is the most you could afford to pay for rent per month (do not include utilities)? \$ _____

21. Do you prefer to own or rent? Own Rent (Skip to Question 24)

22. If you currently rent, but would prefer to own, which of the following are barriers to you?

	Definitely	Probably	Probably Not	Definitely Not	Do Not Know
Lack of a down payment	<input type="checkbox"/>				
Lack of available housing	<input type="checkbox"/>				
Your credit rating	<input type="checkbox"/>				
Lot/building site availability	<input type="checkbox"/>				
If lack of down payment is a barrier, would you be interested in a government-backed loan that required no down payment?	<input type="checkbox"/>				

23. For Owners Only

Would you be willing to apply for cost sharing assistance to complete rehabilitation of your home?

Yes No

If so, how much could you afford to pay back each month? \$0 \$20 \$30 \$50 \$75 More than \$75

What decade was your home built in? <1950 1950's 1960's 1970's 1980's 1990's 2000's

24. Your Gender

Male Female Filled out jointly

25. Are you

Married Single Divorced Widowed Other

26. How many persons in your household are developmentally or physically disabled? 0 1 2 or more

27. Your age Under 19 19-24 25-34 35-44 45-54 55-64 65-74 75-84 85+

28. How many years have you lived in Superior?

Less than 1 year 1-5 6-10 11-15 16-20 More than 20 years

29. If you moved to the community/area in the last 5 years, which of the following describe your reasons?

Good housing price Retirement Small town atmosphere Job Other _____

30. Education completed:

Less than high school High school Some college College degree Graduate degree

31. Which of the following best describes your vocation?

Retired Medical/healthcare Professional Farm/related services Wholesale/retail
 Labor Other

32. If you work outside of the Superior area, how far do you commute to work?

up to 10 miles 11-20 miles 21-30 miles 31-40 miles Over 40 miles

	up to 10 miles	11-20 miles	21-30 miles	31-40 miles	Over 40 miles
You	<input type="checkbox"/>				
Your spouse	<input type="checkbox"/>				

33. The next two questions are very important and must be answered for possible grant funding purposes.

NO ONE IN SUPERIOR WILL SEE THESE SURVEYS!

Including yourself, how many people live in your household?

1 2 3 4 5 6 7 8 or more

34. Over the last 12 months, the total income of all members of your household was less than*:

\$30,050 \$34,350 \$38,650 \$42,950 \$46,400 \$49,800 \$53,250 \$56,700 over \$56,700

*Includes all monies received by all members of the family who are age 15 or older, such as gross wages and salaries, bonuses, tips, interest, dividends, social security, other retirement, supplemental security income, welfare, disability, VA payments, unemployment, alimony, other. A family involved in a business where finances are interrelated with the family budget (such as a farmer) should consider their income as net after expenses, as reported to the IRS.

35. Please feel free to make any additional comments that you think would be helpful to your community leaders to make Superior a better place.

Superior Community Needs Assessment Survey Supplement

The following questions are for residents who have children in school and for those that are over age 55. Please complete this page if applicable and return with the survey in the envelope provided.

Education

Please rate the following:

	Excellent	Good	Fair	Poor	Do Not Know/ No Opinion
The adequacy of school facilities	<input type="checkbox"/>				
The local school curriculum	<input type="checkbox"/>				
The quality of the teaching staff	<input type="checkbox"/>				
The relationship between the community and the school personnel	<input type="checkbox"/>				

Day Care

Do you have children age 12 or younger?	<input type="checkbox"/> Yes	<input type="checkbox"/> No (please skip to next section if applicable)			
Would you utilize an afterschool program if one were available?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
If yes, would you be willing to pay to have your child attend?	<input type="checkbox"/> Yes	<input type="checkbox"/> No			
Do you use child care on a regular basis?	<input type="checkbox"/> Yes	<input type="checkbox"/> No (please skip to next section if applicable)			
How difficult is it to find quality child care?	<input type="checkbox"/> Very	<input type="checkbox"/> Somewhat	<input type="checkbox"/> Not Very	<input type="checkbox"/> Not At All	
Is additional daycare needed in Superior?	<input type="checkbox"/> Definitely	<input type="checkbox"/> Probably	<input type="checkbox"/> Probably Not	<input type="checkbox"/> Do Not Know	

For those age 55 or older only: Retirement Living

As people reach retirement age and their needs change, they often consider moving to a different type of housing. The following apartment/townhouse/duplex retirement option would have 1 and 2 bedroom units with full kitchens, maintenance of exterior grounds, and garages.

How interested would you be in renting a unit for \$1,000–\$1,300 per month?	Very	Somewhat	Not Very	Not at all	Not sure
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you qualify for a rental subsidy, how interested would you be in renting a unit for \$500–\$800 per month?		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you prefer to rent or own?	<input type="checkbox"/> Rent			<input type="checkbox"/> Own	
If additional units were available in Superior, how soon would you be willing to move?	Immediately	Within 2 years	Within 5 years	Would not	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

For those age 55 or older only: Assisted Living

Another option is an assisted living facility. A unit would have an individual room with bath, all meals provided, and assistance with medications. Similar units in Nebraska charge \$2,000 to \$3,000 a month.

How interested would you be in renting an assisted living unit for \$2,000–\$3,000 a month?	Very	Somewhat	Not Very	Not at all	Not sure
	<input type="checkbox"/>				
If additional assisted living units were available in Superior, how soon would you be willing to move?	Immediately	Within 2 years	Within 5 years	Would not	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	