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Date: April 23, 2021
To: Mark F. Miller, City Manager
From: Robert J. Bruner, Assistant City Manager
Subject: Aquatic Center Fees and Usage

## Fees

Aquatic Center fees have only increased once in recent years, and it was a modest increase (between $1 \%$ and 8\%) in 2019. As the chart below shows, Family and Individual Passes increased $\$ 5$ in 2019. However, Day Passes remained at $\$ 10$ for residents and $\$ 15$ for non-residents. The Aquatic Center Fund's net position decreased more than \$500,000 between FYE 2017 and FYE 2020.


## CITY COUNCIL AGENDA ITEM

In 2019, Day Passes at Red Oaks Waterpark were $\$ 11$ for residents and $\$ 17$ for non-residents on weekdays and $\$ 17$ for residents and $\$ 20$ for non-residents on weekends. Troy only charged $\$ 10$ for residents and $\$ 15$ for non-residents all week. Oakland County taxpayers (including Troy taxpayers) financially support Oakland County Parks and Recreation (including Red Oaks Waterpark) with a 0.2349 millage in 2019. In other words, residents of other cities, villages, and townships in Oakland County paid less to visit Troy's Aquatic Center in calendar year 2019 (included parts of fiscal years 2018-2019 and 2019-2020) than they paid to visit Red Oaks Waterpark; a facility they paid property taxes to support whether they used it or not. City staff planned fee increases between 9\% and 19\% in 2020, but the Aquatic Center did not open.

## Usage

Non-resident usage has exceeded resident usage since FYE 2018. This is not surprising since residents of other cities, villages, and townships in Oakland County recently paid less to visit Troy's Aquatic Center than they paid to visit Red Oaks Waterpark. Not only did non-resident usage exceed resident usage, but non-residents also paid more than residents so they subsidized resident usage.


## CITY COUNCIL AGENDA ITEM

## Performance and Priority

The resident study recently conducted by Cobalt Community Research showed respondents were highly satisfied with the Aquatic Center but revealed only 15\% believed it was important to prioritize the Aquatic Center in future City budgets. This research suggests the City should prioritize parks, trails and pathways, and green space ahead of the Aquatic Center, golf courses, and Dog Park.


## CITY COUNCIL AGENDA ITEM

## Potential Future Improvements

The resident study also showed only $27 \%$ of respondents wanted the Aquatic Center enhanced in the future and only $24 \%$ would you be willing to fund the improvements. This research suggests the City should continue to fund the Aquatic Center with user fees rather than tax dollars.


Percent Specifying on Wish List (High=100\%)

## Conclusion

Rather than restrict non-resident usage and increase the Aquatic Center's General Fund subsidy, City staff recommends increasing fees to be more competitive with area waterparks. Oakland County Parks and Recreation is currently working with the Oakland County Health Division to determine if Red Oaks and Waterford Oaks Waterparks will be able to operate, and at what capacity, for the 2021 season. They have not published rates for the 2021 season. The City normally begins selling season passes on the first Monday in May but is delaying sales until May 10 in order to allow more time to research these issues.

| 2021 Troy, Michigan Rating Questions <br> Response Count 492 |  | Parks and Recreation |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Recreation programs |  |  | Trails and pathways | Troy Family Aquatic Center |
|  |  | 83 | 74 | 68 | 82 | 86 | 87 | 79 | 83 |
| Residency | One year or less* | 84 | - | 78 | 79 | - | - | 88 | 82 |
|  | 1-5 years | 79 | 83 | 72 | 87 | 88 | 88 | 76 | 89 |
|  | 6-10 years | 80 | 79 | 66 | 81 | 83 | 80 | 80 | 86 |
|  | More than 10 years | 84 | 73 | 68 | 81 | 86 | 87 | 79 | 83 |
| Own or Rent | Own | 84 | 74 | 69 | 81 | 86 | 86 | 80 | 83 |
|  | Rent/Lease* | 76 | 97 | 62 | 89 | 99 | 99 | 73 | 96 |
| Employment in the City | Yes | 87 | 78 | 67 | 82 | 87 | 89 | 82 | 84 |
|  | No, a different community | 83 | 78 | 68 | 80 | 84 | 83 | 77 | 82 |
|  | I am not currently employed* | 74 | 17 | 70 | 83 | 84 | 82 | 78 | 87 |
|  | 1 am retired | 83 | 73 | 69 | 84 | 87 | 89 | 81 | 87 |
| Age | 18 to 24* | 94 | 100 | 84 | 83 | 98 | 98 | 93 | 93 |
|  | 25 to 34* | 78 | 42 | 62 | 87 | 92 | 92 | 76 | 87 |
|  | 35 to 44 | 84 | 86 | 68 | 79 | 86 | 82 | 79 | 83 |
|  | 45 to 54 | 81 | 80 | 60 | 79 | 78 | 79 | 71 | 81 |
|  | 55 to 64 | 81 | 71 | 66 | 80 | 83 | 86 | 78 | 78 |
|  | 65 or over | 83 | 73 | 71 | 84 | 87 | 89 | 80 | 84 |
| Education | Some high school or less* | 100 | 89 | 89 | 89 | - | - | 100 | 100 |
|  | High school graduate | 83 | 83 | 79 | 86 | 89 | 88 | 89 | 84 |
|  | Some college | 88 | 88 | 82 | 82 | 97 | 96 | 88 | 90 |
|  | College graduate | 81 | 59 | 62 | 83 | 83 | 84 | 77 | 82 |
|  | Graduate degree(s) | 83 | 80 | 66 | 80 | 82 | 83 | 76 | 82 |
| Income | \$25,000 or less* | 81 | 90 | 72 | 89 | 91 | 91 | 84 | 91 |
|  | \$25,001 to \$50,000 | 91 | 81 | 81 | 80 | 96 | 94 | 87 | 92 |
|  | \$50,001 to \$100,000 | 83 | 77 | 66 | 83 | 88 | 91 | 80 | 84 |
|  | Over \$100,000 | 82 | 79 | 66 | 81 | 83 | 83 | 77 | 82 |
| Marital Status | Single | 88 | 70 | 76 | 86 | 97 | 97 | 86 | 94 |
|  | Married/living with partner | 82 | 76 | 66 | 80 | 82 | 84 | 78 | 81 |
|  | Widowed/separated/divorced | 83 | 83 | 61 | 91 | 91 | 88 | 70 | 91 |
| People in Home | Child(ren) age 12 or under | 81 | 82 | 66 | 80 | 82 | 82 | 78 | 82 |
|  | Child(ren) over age 12 | 82 | 72 | 61 | 78 | 82 | 84 | 72 | 81 |
|  | Spouse/partner | 82 | 78 | 68 | 81 | 84 | 84 | 79 | 82 |
|  | Roommate* | 78 | 100 | 74 | 81 | - | 100 | 77 | 97 |
|  | Dependent parent age 65+* | 90 | 84 | 77 | 88 | 90 | 89 | 82 | 88 |
|  | None of these | 89 | 71 | 78 | 84 | 90 | 89 | 86 | 89 |
| Gender | Male | 81 | 84 | 66 | 78 | 86 | 86 | 77 | 82 |
|  | Female | 86 | 77 | 72 | 84 | 86 | 87 | 81 | 84 |
|  | Other* | 89 | - | 67 | 78 | - | - | 78 | 89 |
| Ethnicity | Asian | 82 | 89 | 73 | 82 | 81 | 79 | 79 | 83 |
|  | White/Caucasian | 83 | 76 | 67 | 82 | 87 | 88 | 79 | 84 |
|  | Black/African American* | 86 | 40 | 51 | 90 | 78 | 78 | 74 | 93 |
|  | Hispanic/Latinx* | 80 | - | 60 | 100 | 90 | 91 | 76 | 92 |
|  | Native/Indigenous* | 44 | - | - | - | - | - | 44 | - |
|  | Other* | 86 | 90 | 86 | 74 | 83 | 78 | 80 | 87 |
| ZIP | 48083 | 78 | 78 | 63 | 80 | 86 | 88 | 76 | 88 |
|  | 48084 | 88 | 90 | 77 | 86 | 88 | 90 | 82 | 86 |
|  | 48085 | 84 | 70 | 61 | 81 | 86 | 84 | 77 | 80 |
|  | 48098 | 83 | 71 | 73 | 82 | 84 | 87 | 81 | 84 |
| District | Avondale | 80 | 63 | 73 | 81 | 80 | 82 | 77 | 84 |
|  | Birmingham* | 81 | 86 | 73 | 79 | 43 | 56 | 81 | 72 |
|  | Bloomfield Hills* | 78 | 60 | 76 | 86 | 93 | 84 | 87 | 93 |
|  | Royal Oak* | 56 | 100 | 37 | 91 | - | 100 | 74 | 100 |
|  | Troy | 84 | 77 | 68 | 82 | 86 | 87 | 80 | 83 |
|  | Warren* | 78 | 71 | 59 | 76 | 80 | 78 | 62 | 78 |
| Non Sample |  | 80 | 56 | 59 | 77 | 80 | 81 | 71 | 77 |

* Cohort has lower response level which may increae score variation

| 2021 Troy, Michigan Distribution Questions Response Count 492 |  | Budget Priorities |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| OverallResidency | Overall | 46\% | 12\% | 8\% | 10\% | 63\% | 71\% | 50\% | 4\% | 32\% | 15\% | 6\% | 7\% | 43\% | 15\% | 6\% | 7\% | 39\% | 16\% | 18\% | 38\% | 50\% | 17\% | 37\% | 288 |
|  | One year or less* | 40\% |  |  |  | 60\% | 60\% | 40\% |  | 9\% | 9\% |  |  | 70\% |  |  |  |  | 30\% |  | 9\% | 60\% |  | 60\% | 40\% |
|  | $1-5$ years | 33\% | 10\% | 9\% | 8\% | 47\% | 51\% | 64\% | 19\% | 34\% | 12\% |  | 2\% | 51\% | 18\% | 5\% | 2\% | 27\% | 8\% | 13\% | 63\% | 49\% | 13\% | 15\% | 27\% |
|  | $6-10$ years | 42\% | 8\% | 13\% | 13\% | 56\% | 57\% | 56\% | 2\% | 38\% | 19\% | 4\% | 7\% | 53\% | 23\% | 4\% | 2\% | 26\% | 14\% | 26\% | 50\% | 49\% | 12\% | 48\% | 27\% |
|  | More than 10 years | 49\% | 14\% | 8\% | 10\% | 66\% | 77\% | 47\% | 3\% | 31\% | 15\% | 7\% | 8\% | 39\% | 13\% | 6\% | 9\% | 44\% | 17\% | 18\% | 33\% | 51\% | 19\% | 36\% | 29\% |
| Own or Rent | Own | 46\% | 12\% | 8\% | 10\% | 63\% | 71\% | 49\% | 4\% | 31\% | 16\% | 5\% | 7\% | 42\% | 16\% | 6\% | 6\% | 39\% | 15\% | 18\% | 37\% | 49\% | 17\% | 36\% | 29\% |
|  | Rent/Lease* | 49\% | 20\% | 17\% | 10\% | 50\% | 52\% | 56\% | 12\% | 35\% | 17\% |  |  | 57\% | 5\% |  | 4\% | 21\% | 22\% | 21\% | 49\% | 62\% | 25\% | 47\% | 26 |
| Employment in the City | Yes | 52\% | 27\% | 6\% | 5\% | 69\% | 78\% | 49\% | 1\% | 27\% | 15\% | 8\% | 10\% | 43\% | 22\% | 11\% | 7\% | 45\% | 5\% | 15\% | 37\% | 51\% | 13\% | 38\% | 32\% |
|  | No, a different community | 46\% | 7\% | 5\% | 9\% | 61\% | 72\% | 59\% | 6\% | 32\% | 18\% | 5\% | 6\% | 50\% | 17\% | 5\% | 6\% | 34\% | 16\% | 21\% | 41\% | 49\% | 17\% | 35\% | 30\% |
|  | 1 am not currently employed* | 27\% | 7\% | 27\% | 15\% | 39\% | 27\% | 44\% | 7\% | 57\% | 7\% | 2\% | 2\% | 40\% | 3\% | 1\% | 1\% | 28\% | 15\% | 24\% | 32\% | 46\% | 17\% | 34\% | 20\% |
|  | 1 am retired | 46\% | 10\% | 9\% | 18\% | 71\% | 82\% | 33\% | 2\% | 22\% | 14\% | 8\% | 8\% | 30\% | 8\% | 4\% | 13\% | 46\% | 29\% | 12\% | 34\% | 54\% | 21\% | 40\% | 26\% |
| Age | 18 to $24^{+}$ | 60\% | 20\% | 30\% | 10\% | 70\% | 60\% | 30\% | 10\% | 50\% | 10\% |  | - | 20\% |  | 10\% |  | 30\% | 20\% | 20\% | 20\% | 40\% | 20\% | 30\% | 30\% |
|  | 25 to $34^{*}$ | 32\% | 16\% | 5\% | 5\% | 42\% | 47\% | 63\% | 11\% | 37\% | 11\% | 5\% | 5\% | 58\% | 16\% | 5\% | 11\% | 26\% | 5\% | 26\% | 42\% | 47\% | 16\% | 37\% | 37\% |
|  | 35 to 44 | 41\% | 9\% | $4 \%$ | 6\% | 59\% | 70\% | 70\% |  | 28\% | 28\% | 6\% | 9\% | 57\% | 30\% | 7\% | 2\% | 35\% | 7\% | 24\% | 43\% | $46 \%$ | 13\% | 26\% | 28\% |
|  | 45 to 54 | 47\% | 8\% | 5\% | 8\% | 58\% | 73\% | 59\% | 4\% | 34\% | 14\% | 7\% | 6\% | 51\% | 20\% | 5\% | 5\% | 41\% | 15\% | 18\% | 46\% | 52\% | 16\% | 38\% | 27\% |
|  | 55 to 64 | 51\% | 11\% | 7\% | 13\% | 69\% | 77\% | 38\% | 2\% | 28\% | 11\% | 8\% | 10\% | 39\% | 12\% | 2\% | 11\% | 44\% | 18\% | 14\% | 35\% | 61\% | 19\% | 41\% | 21\% |
|  | 65 or over | 46\% | 14\% | 9\% | 17\% | 74\% | 84\% | 36\% | 2\% | 23\% | 16\% | 7\% | 8\% | 30\% | 9\% | 6\% | 11\% | 46\% | 27\% | 11\% | 36\% | 51\% | 18\% | 43\% | 30\% |
| Education | Some high school or less* | 100\% |  |  |  | 100\% | 100\% | 100\% |  |  |  |  |  |  |  |  |  | 100 | 100 |  |  | 100 |  |  |  |
|  | High school graduate | 60\% | 8\% | 2\% | 8\% | 78\% | 78\% | 35\% |  | 14\% | 10\% | 5\% | 5\% | 20\% | 10\% | 8\% | 14\% | 49\% | 30\% | 13\% | 35\% | 67\% | 21\% | 42\% | 24\% |
|  | Some college | 51\% | 24\% | 18\% | 7\% | 75\% | 77\% | 42\% | 14\% | 28\% | 18\% | 1\% | 2\% | 28\% | 6\% | 10\% | 7\% | 38\% | 17\% | 12\% | 25\% | $46 \%$ | 17\% | 29\% | 23\% |
|  | College graduate | 44\% | 10\% | 8\% | 14\% | 58\% | 63\% | 52\% | 3\% | 39\% | 14\% | 4\% | 6\% | 43\% | 12\% | 6\% | 8\% | 35\% | 16\% | 22\% | 35\% | 50\% | 21\% | 36\% | 28\% |
|  | Graduate degree(s) | 44\% | 10\% | $6 \%$ | 8\% | 60\% | 74\% | 53\% | 2\% | 28\% | 16\% | 9\% | 10\% | 53\% | 22\% | 3\% | 6\% | 41\% | 14\% | 18\% | 46\% | 49\% | 13\% | 39\% | 32\% |
| Income | \$25,000 or less ${ }^{\text {a }}$ | 74\% | - | $2 \%$ | 12\% | 78\% | 67\% | $46 \%$ | - | 49\% | 5\% | 3\% | 3\% | 35\% | 4\% | - | 2\% | 28\% | 25\% | 31\% | 36\% | 60\% | 13\% | 64\% | 21\% |
|  | \$ 25,001 to \$50,000 | 44\% | 26\% | 14\% | 7\% | 54\% | 60\% | 39\% | 13\% | 24\% | 32\% | 2\% | 2\% | 41\% | 9\% | 9\% | 8\% | 45\% | 14\% | 19\% | 34\% | 39\% | 18\% | 29\% | 36\% |
|  | \$50,001 to \$100,000 | 52\% | 12\% | 12\% | 8\% | 72\% | 76\% | 46\% | 1\% | 39\% | 13\% | 2\% | 3\% | 29\% | 13\% | 8\% | 9\% | 34\% | 16\% | 19\% | 43\% | 51\% | 18\% | 33\% | 32\% |
|  | Over \$100,000 | 41\% | 11\% | 6\% | 9\% | 59\% | 72\% | 57\% | 5\% | 29\% | 15\% | 8\% | 10\% | 51\% | 20\% | 4\% | 4\% | 38\% | 12\% | 17\% | 41\% | 50\% | 14\% | 35\% | 27\% |
| Marital Status | Single | 54\% | 19\% | 16\% | 11\% | 62\% | 58\% | 45\% | 10\% | 34\% | 12\% | 1\% | 1\% | 38\% | 2\% | 11\% | 7\% | 46\% | 20\% | 17\% | 32\% | 59\% | 26\% | 38\% | 33\% |
|  | Married/living with partner | 43\% | 11\% | 6\% | 10\% | 62\% | 74\% | 53\% | 2\% | 30\% | 15\% | 8\% | 10\% | 45\% | 19\% | 4\% | 6\% | 37\% | 15\% | 18\% | 39\% | 49\% | 14\% | 38\% | 28\% |
|  | Widowed/separated/divorced | 55\% | 10\% | 2\% | 15\% | 75\% | 81\% | 36\% |  | 28\% | 17\% |  |  | 24\% | 15\% | 2\% | 11\% | 51\% | 29\% | 9\% | 33\% | 60\% | 17\% | 33\% | 29\% |
| People in Home | Child(ren) age 12 or under | 36\% | 16\% | $6 \%$ | 6\% | 52\% | 62\% | 65\% | 2\% | 28\% | 25\% | 7\% | 9\% | 56\% | 31\% | 4\% | 2\% | 33\% | 6\% | 20\% | 44\% | 43\% | 8\% | 30\% | 36\% |
|  | Child(ren) over age 12 | 50\% | 18\% | 10\% | 8\% | 61\% | 77\% | 49\% | 2\% | 36\% | 14\% | 5\% | 7\% | 44\% | 18\% | 10\% | 4\% | 40\% | 12\% | 17\% | 44\% | 53\% | 13\% | 39\% | 9\% |
|  | Spouse/partner | 43\% | 13\% | 8\% | 10\% | 60\% | 70\% | 54\% | 3\% | 31\% | 15\% | 7\% | 8\% | 46\% | 19\% | 5\% | 6\% | 38\% | 13\% | 17\% | 42\% | 52\% | 15\% | 35\% | 30\% |
|  | Roommate* | 77\% | 23\% |  |  | 77\% | 44\% | 89\% | 23\% | 56\% | 5\% |  |  | 66\% |  |  | 23\% | 5\% | 5\% | $46 \%$ | 52\% | 54\% |  | 38\% | 5\% |
|  | Dependent parent age $65{ }^{+}$ | 60\% | 4\% | 7\% | 12\% | 67\% | 78\% | 37\% |  | 27\% | 2\% | 7\% | 4\% | 35\% | 23\% | 17\% | 25\% | 40\% | 14\% | 33\% | 51\% | 57\% | 23\% | 36\% | 39\% |
|  | None of these | 44\% | $6 \%$ | 13\% | 12\% | 66\% | 73\% | 36\% | 8\% | 30\% | 18\% | 3\% | 4\% | 31\% | 6\% | 2\% | $6 \%$ | 43\% | 31\% | 12\% | 24\% | 52\% | 23\% | 39\% | 25\% |
| Gender | Male | 41\% | 9\% | 11\% | 10\% | 61\% | 70\% | 51\% | 3\% | 31\% | 12\% | 9\% | 9\% | 42\% | 15\% | 3\% | 8\% | 38\% | 20\% | 18\% | 32\% | 57\% | 25\% | 44\% | 20\% |
|  | Female | 49\% | 15\% | 7\% | 9\% | 62\% | 71\% | 48\% | 5\% | 30\% | 17\% | 3\% | 5\% | 44\% | 13\% | 8\% | 7\% | 38\% | 14\% | 19\% | 42\% | 49\% | 13\% | 31\% | 32\% |
|  | Other ${ }^{\text {a }}$ |  |  |  |  |  |  | 100\% |  | 100\% |  |  |  | 100 | 100\% |  |  |  |  |  | $100{ }^{\circ}$ |  |  |  |  |
| Ethnicity | Asian | 40\% | 5\% | 20\% | 9\% | 41\% | 62\% | 47\% | - | 53\% | 9\% | 5\% | 8\% | 47\% | 13\% | 3\% | 4\% | 24\% | 14\% | 13\% | 32\% | 68\% | 31\% | 41\% | 22\% |
|  | White/Caucasian | 44\% | 15\% | $6 \%$ | 9\% | 67\% | 72\% | 52\% | 5\% | 31\% | 17\% | 6\% | 7\% | 44\% | 15\% | 5\% | 5\% | 39\% | 16\% | 19\% | 39\% | 46\% | 16\% | 35\% | 30\% |
|  | Black/African American* | 15\% |  | 15\% | 15\% | 15\% | 30\% | 10\% | 10\% | 62\% | 57\% | - | - | 70\% | 47\% | 14\% | 15\% | 33\% | 23\% | 19\% | 67\% | 38\% |  | 33\% | 57\% |
|  | Hispanic/Latinx* | 58\% |  |  | 4\% | 62\% | 62\% | 58\% |  | 64\% |  | - | - | 38\% | 15\% |  |  | 12\% |  | 72\% | 38\% | 12\% | 31\% | 54\% | 57\% |
|  | Native/Indigenous* |  | 87\% | - |  |  | 13\% | 87\% | 87\% | 87\% |  | - | - | 87\% |  | - | 13\% | 13\% | 13\% | 87\% | 100\% | 13\% | 13\% | 13\% |  |
|  | Other | 63\% | 3\% |  | 8\% | 39\% | 50\% | 45\% |  | 13\% | 7\% |  |  | 33\% | 14\% | 20\% | 29\% | 54\% | 10\% | 35\% | 37\% | 72\% | 27\% | 46\% | 10\% |
| ZIP | 48083 | 56\% | 16\% | 8\% | 9\% | 66\% | 73\% | 50\% | 1\% | 29\% | 7\% | 3\% | 2\% | 40\% | 13\% | 13\% | 9\% | 43\% | 24\% | 16\% | 33\% | 60\% | 23\% | 45\% | 20\% |
|  | 48084 | 48\% | 14\% | 15\% | 15\% | 57\% | 62\% | 48\% | 8\% | 33\% | 12\% | 5\% | 4\% | 48\% | 16\% | 2\% | 3\% | 36\% | 22\% | 23\% | 48\% | 61\% | 16\% | 39\% | 31\% |
|  | 48085 | 40\% | 10\% | 7\% | 11\% | 62\% | 71\% | 51\% | 2\% | 33\% | 21\% | 6\% | 10\% | 39\% | 17\% | 3\% | 8\% | 37\% | 13\% | 17\% | 39\% | $47 \%$ | 13\% | 33\% | 36\% |
|  | 48098 | 44\% | 11\% | 7\% | 8\% | 64\% | 74\% | 49\% | $6 \%$ | 31\% | 17\% | 9\% | 9\% | 47\% | 14\% | 4\% | 6\% | 38\% | 11\% | 19\% | 35\% | 41\% | 18\% | 33\% | 26\% |
| District | Avondale | 44\% | 23\% |  | 7\% | 52\% | 60\% | 64\% | 10\% | 29\% | 21\% | 7\% | 6\% | 49\% | 7\% | 9\% | 7\% | 49\% | 12\% | 27\% | 25\% | 48\% | 9\% | 28\% | 329 |
|  | Birmingham* | 72\% | $3 \%$ | 12\% | 5\% | 83\% | 60\% | 45\% | 28\% | 37\% | - | 7\% | - | 60\% | 3\% | $-$ | 7\% | 25\% | 3\% | 7\% | 43\% | 70\% | 5\% | 47\% | 12\% |
|  | Bloomfield Hills* | 70\% | - | - | 21\% | 87\% | 100\% | 45\% | - | 26\% | 36\% | 13\% | 13\% | 45\% |  | - | 13\% | 30\% |  |  | 21\% | 77\% | 8\% | 57\% | 8\% |
|  | Royal Oak | 16\% |  |  | 10\% | 6\% | 16\% | 94\% |  | 94\% |  |  |  | 84\% |  | 6\% |  | 6\% |  | 84\% | 42\% | 6\% | 52\% | 100\% | 42\% |
|  | Troy | 46\% | 13\% | 9\% | 11\% | 64\% | 73\% | 47\% | 1\% | 30\% | 14\% | 6\% | 8\% | 41\% | 16\% | 4\% | 6\% | 39\% | 18\% | 18\% | 39\% | 50\% | 16\% | 35\% | 30\% |
|  | Warren* | 46\% | 9\% | 22\% | 10\% | 63\% | 67\% | 45\% |  | 24\% | 5\% |  |  | 22\% | 14\% | 24\% | 25\% | 46\% | 22\% |  | 45\% | 78\% | 35\% | 50\% | 7\% |
| Overall | Overall | $42 \%$ | 9\% | $4 \%$ | 14\% | 62\% | 67\% | 51\% | 5\% | 36\% | 20\% | 2\% | 5\% | 45\% | 22\% | 4\% | 5\% | 34\% | 22\% | 17\% | 52\% | 49\% | 18\% | 35\% | 28\% |


| 2021 Troy, Michigan Distribution Questions Response Count 492 |  | Potential Improvements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  | $\begin{aligned} & \stackrel{\ddot{U}}{0} \\ & 0 \\ & \stackrel{0}{0} \\ & \stackrel{U 0}{0} \end{aligned}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Overall | Overall | 24\% | 29\% | 9\% | 9\% | 39\% | 36\% | 20\% | 22\% | 4\% | 18\% | 21\% | 37\% | 33\% | 12\% | 10\% | 21\% | 21\% | 37\% | 49\% | 63\% | \%\% |
| Residency | One year or less* |  | 30\% |  | 30\% | 40\% | 9\% | 91\% |  |  |  | 30\% | 40\% | 40\% |  | 30\% | 60\% | 9\% | 40\% | 30\% |  |  |
|  | 1-5 years | 39\% | 33\% | 5\% | 23\% | 38\% | 24\% | 20\% | 16\% | 7\% | 16\% | 29\% | 37\% | 29\% | 12\% | 22\% | 11\% | 14\% | 42\% | 36\% | 70\% | 8\% |
|  | 6-10 years | 24\% | 24\% | 12\% | 9\% | 40\% | 46\% | 32\% | 20\% |  | 21\% | 18\% | 50\% | 28\% | 12\% | 14\% | 19\% | $33 \%$ | 24\% | $53 \%$ | 70\% | \% |
|  | More than 10 years | 23\% | 30\% | 9\% | 7\% | 39\% | 36\% | 15\% | 24\% | 4\% | 19\% | 20\% | 33\% | 35\% | 12\% | 7\% | 22\% | 19\% | $39 \%$ | 50\% | 60\% | 8\% |
| Own or Rent | Own | 26\% | 30\% | 9\% | 7\% | 38\% | 35\% | 22\% | 22\% | 4\% | 17\% | 22\% | 36\% | 32\% | 12\% | 11\% | 23\% | 20\% | 37\% | 48\% | 64\% | 4\% |
|  | Rent/Lease* | 19\% | 38\% |  | 29\% | 46\% | 38\% | 21\% | $22 \%$ | 1\% | 23\% | 17\% | 36\% | 49\% | 15\% | 9\% | 6\% | 26\% | 45\% | 56\% | 65\% | 20\% |
| Employment in the City | Yes | 38\% | 32\% | 6\% | 6\% | 41\% | 40\% | 19\% | 23\% | 6\% | 14\% | 22\% | 39\% | 40\% | 16\% | 8\% | 24\% | 32\% | 43\% | 50\% | 69\% | 6\% |
|  | No, a different community | 25\% | 32\% | 8\% | 12\% | 42\% | 33\% | 24\% | 19\% | 3\% | 21\% | 27\% | 35\% | 33\% | 12\% | 13\% | 25\% | 16\% | $32 \%$ | $46 \%$ | 67\% | 6\% |
|  | $1 \mathrm{am} \mathrm{not} \mathrm{currently} \mathrm{employed*}$ | 12\% | 16\% | 29\% | 16\% | 31\% | 43\% | 19\% | 26\% | 3\% | 20\% | 9\% | 48\% | 23\% | 2\% | 10\% | 13\% | 23\% | 50\% | 47\% | 68\% | 14\% |
|  | 1 am retired | 14\% | 28\% | 3\% | 4\% | 35\% | $34 \%$ | $14 \%$ | $26 \%$ | 4\% | 15\% | 11\% | 29\% | 31\% | 11\% | 6\% | 14\% | 18\% | 34\% | 55\% | $47 \%$ | 6\% |
| Age | 18 to $24^{*}$ | 30\% | 30\% | 20\% | 10\% | 20\% | 30\% | 20\% | 30\% | - | 30\% | 20\% | 20\% | 30\% | 20\% | 10\% | 30\% | 30\% | 40\% | 50\% | 70\% |  |
|  | 25 to $34^{*}$ | 26\% | 42\% | 11\% | 32\% | 47\% | 32\% | 26\% | 11\% |  | 26\% | 16\% | 47\% | 26\% | 11\% | 16\% | 16\% | 16\% | 47\% | 32\% | 68\% | 16\% |
|  | 35 to 44 | 35\% | 30\% | 9\% |  | 43\% | 35\% | 24\% | 13\% | 7\% | 19\% | 39\% | 48\% | 31\% | 9\% | 19\% | 31\% | 28\% | 30\% | 48\% | 65\% | 6\% |
|  | 45 to 54 | 29\% | 26\% | 8\% | 8\% | 45\% | 42\% | 21\% | $32 \%$ | 2\% | 18\% | 24\% | 39\% | 42\% | 12\% | 7\% | 20\% | 20\% | 44\% | 49\% | 72\% | 7\% |
|  | 55 to 64 | 15\% | 21\% | 7\% | 9\% | 43\% | 39\% | 17\% | 25\% | 3\% | 10\% | 12\% | 34\% | 31\% | 12\% | 6\% | 20\% | 14\% | 30\% | 60\% | 65\% | 7\% |
|  | 65 or over | 14\% | 30\% | 3\% | 3\% | 31\% | 33\% | 15\% | 22\% | 7\% | 14\% | 15\% | 29\% | 34\% | 12\% | 7\% | 14\% | 20\% | 34\% | 51\% | 47\% | 5\% |
| Education | Some high school or less* |  |  |  |  |  |  |  |  |  |  |  |  | 100\% | 100 |  |  |  | 100 |  |  |  |
|  | High school graduate | 14\% | 35\% |  | 3\% | 47\% | 21\% | 19\% | 25\% | 4\% | 23\% | 4\% | 22\% | 38\% | 29\% | 10\% | 11\% | 13\% | 34\% | 66\% | $53 \%$ | 3\% |
|  | Some college | 38\% | 30\% | 7\% | 14\% | 32\% | 25\% | 15\% | 13\% | 3\% | 19\% | 22\% | 29\% | 37\% | 22\% | 5\% | 27\% | 28\% | 39\% | 39\% | 67\% | 2\% |
|  | College graduate | 21\% | 26\% | 11\% | 11\% | 38\% | 41\% | 20\% | 23\% | 3\% | 18\% | 20\% | 37\% | 28\% | 6\% | 14\% | 21\% | 19\% | 36\% | 50\% | $62 \%$ | 11\% |
|  | Graduate degree(s) | 24\% | 31\% | 8\% | 7\% | 42\% | 38\% | 22\% | 24\% | 5\% | 17\% | 23\% | 41\% | 35\% | 11\% | 9\% | 21\% | 20\% | 38\% | 49\% | 65\% | 4\% |
| Income | \$25,000 or less* | 38\% | 49\% | 3\% | - | 60\% | 54\% | 37\% | 24\% |  | 33\% | 21\% | 13\% | 28\% | 13\% | 24\% | 26\% | 7\% | 35\% | 64\% | 71\% | 11\% |
|  | \$25,001 to \$50,000 | 17\% | 27\% | 3\% | 26\% | 29\% | 24\% | 20\% | 11\% | 2\% | 10\% | 13\% | 28\% | 33\% | 30\% | 11\% | 18\% | 31\% | 37\% | 44\% | 42\% | \% |
|  | \$50,001 to \$100,000 | 17\% | 39\% | 13\% | 8\% | 38\% | 36\% | 18\% | 24\% | 3\% | 24\% | 18\% | 34\% | 41\% | 8\% | 2\% | 20\% | 23\% | 41\% | 48\% | 60\% | 9\% |
|  | Over \$100,000 | 29\% | 24\% | 8\% | 8\% | 39\% | 37\% | 21\% | 23\% | 5\% | 18\% | 26\% | 40\% | 33\% | 11\% | 13\% | 25\% | 18\% | 36\% | 48\% | $68 \%$ | 5\% |
| Marital Status | Single | 26\% | 35\% | 7\% | 21\% | 35\% | 34\% | 18\% | 28\% | 5\% | 20\% | 17\% | 36\% | 35\% | 17\% | 8\% | 18\% | 26\% | 45\% | 57\% | 65\% | 9\% |
|  | Married/living with partner | 25\% | 27\% | 8\% | 5\% | 41\% | 39\% | 20\% | 21\% | 3\% | 16\% | 24\% | 37\% | 33\% | 11\% | 10\% | 24\% | 19\% | 35\% | 49\% | 61\% | 6\% |
|  | Widowed/separated/divorced | 11\% | 34\% | 2\% | 8\% | 34\% | 34\% | 17\% | 37\% | 11\% | 10\% | 15\% | 43\% | 37\% | 16\% | 7\% | 15\% | 22\% | 21\% | 68\% | 65\% |  |
| People in Home | Child(ren) age 12 or under | 38\% | 34\% | 9\% | 9\% | 41\% | 37\% | 25\% | 10\% | 2\% | 20\% | 29\% | 46\% | 37\% | 15\% | 16\% | 34\% | $27 \%$ | 36\% | 40\% | 61\% | 6\% |
|  | Child(ren) over age 12 | 30\% | 31\% | 7\% | 9\% | 34\% | 40\% | 25\% | 31\% | 3\% | 19\% | 24\% | 35\% | 40\% | 14\% | 11\% | 24\% | 20\% | 41\% | $53 \%$ | 67\% | 5\% |
|  | Spouse/partner | 28\% | 29\% | 8\% | 8\% | 40\% | 36\% | 20\% | 21\% | 2\% | 16\% | 21\% | 38\% | 33\% | 12\% | 12\% | 23\% | 21\% | 38\% | 48\% | 61\% | 7\% |
|  | Roommat** |  | 23\% | 23\% | 23\% | 52\% | 62\% | 38\% | 5\% | 5\% | $46 \%$ | 5\% | 33\% |  |  |  |  | 23\% | 77\% | 48\% | 95\% |  |
|  | Dependent parent age $65{ }^{+*}$ | 23\% | 57\% | 14\% | 3\% | 55\% | 40\% | 23\% | 36\% | 10\% | 39\% | 17\% | 29\% | 14\% | 10\% | 31\% | 28\% | 27\% | 48\% | 55\% | 68\% | 4\% |
|  | None of these | 13\% | 26\% | 13\% | 18\% | 34\% | 27\% | 18\% | $22 \%$ | $6 \%$ | 23\% | 17\% | 34\% | 35\% | 16\% | 3\% | 10\% | $22 \%$ | 27\% | 52\% | 71\% | 5\% |
| Gender | Male | 16\% | 25\% | 11\% | 9\% | 30\% | 37\% | 23\% | $22 \%$ | 4\% | 14\% | 22\% | 32\% | 39\% | 14\% | 5\% | 21\% | 21\% | 35\% | 57\% | 63\% | 10\% |
|  | Female | 28\% | 31\% | 8\% | 9\% | 45\% | 33\% | 19\% | 24\% | 4\% | 20\% | 19\% | 37\% | 29\% | 9\% | 12\% | 22\% | 21\% | 41\% | 45\% | 65\% | 5\% |
|  | Other* | 00 |  |  |  | 100\% | 100\% |  |  |  |  |  | 100\% | 100\% |  |  | 0 |  |  |  | 100 |  |
| Ethnicity | Asian | 17\% | 30\% | 20\% | 5\% | 27\% | 44\% | 20\% | 32\% | 6\% | 27\% | 21\% | 34\% | 37\% | 10\% | 8\% | 15\% | 21\% | $46 \%$ | 54\% | 83\% | 12\% |
|  | Whit/Caucasian | 26\% | 29\% | 7\% | 10\% | 42\% | 37\% | 20\% | 22\% | 4\% | 18\% | 22\% | 39\% | 32\% | 12\% | 10\% | 23\% | 21\% | 36\% | 45\% | 62\% | 8\% |
|  | Black/African American* | 25\% | 25\% | - | 42\% | 28\% | 30\% | 60\% | 25\% |  | 37\% | 38\% | 51\% | 25\% | 5\% | 37\% | 5\% | 15\% | 28\% | 38\% | 65\% |  |
|  | Hispanic/Latinx* | 39\% | 38\% |  |  | 76\% | 64\% | 8\% | 46\% |  | 38\% |  | 8\% | 4\% | 4\% | 38\% | 46\% |  | 20\% | 16\% | 35\% | 35\% |
|  | Native/Indigenous* |  |  | - | 87\% | 87\% | 100\% |  |  | - | 87\% |  |  | 13\% | 13\% |  |  |  | 100\% |  | 87\% |  |
|  | Other ${ }^{\text {a }}$ | 5\% | 26\% |  | 5\% | 31\% | 11\% | 21\% | 4\% |  | 22\% |  | 22\% | 25\% | 20\% | 12\% | 7\% | 8\% | 30\% | 90\% | 62\% | 4\% |
| ZIP | 48083 | 35\% | 35\% | 5\% | 6\% | 42\% | 37\% | 24\% | 19\% | 4\% | 18\% | 23\% | 28\% | 41\% | 17\% | 5\% | 14\% | 16\% | 45\% | 56\% | 67\% | 9\% |
|  | 48084 | 19\% | 23\% | 8\% | 12\% | 43\% | 40\% | 28\% | 35\% | 8\% | 11\% | 16\% | 45\% | 31\% | 8\% | 13\% | 10\% | 25\% | 44\% | 55\% | 71\% | 2\% |
|  | 48085 | 26\% | 36\% | 10\% | 6\% | 31\% | 36\% | 16\% | 18\% | 3\% | 18\% | 19\% | 42\% | 30\% | 13\% | 15\% | 25\% | 23\% | $33 \%$ | $46 \%$ | 60\% | 8\% |
|  | 48098 | 18\% | 22\% | 10\% | 14\% | 43\% | $33 \%$ | 18\% | $22 \%$ | 3\% | 22\% | 24\% | 32\% | 32\% | 9\% | 7\% | 28\% | 20\% | 31\% | $43 \%$ | 61\% | 7\% |
| District | Avondale | 9\% | 12\% | 4\% | 29\% | 49\% | 44\% | 12\% | 19\% | 4\% | 14\% | 13\% | 47\% | 28\% | 5\% |  | 11\% | 13\% | 48\% | 52\% | 53\% | 16\% |
|  | Birmingham* | 26\% | 25\% | - | 21\% | 10\% | 42\% | 64\% | 12\% | - | 7\% | 3\% | 17\% | 12\% | 8\% | 21\% |  | 8\% | 67\% | 54\% | 83\% |  |
|  | Bloomfield Hills* | 13\% | 21\% | 13\% |  | 57\% | 26\% | 49\% | 13\% | - |  | 36\% | 49\% | 36\% |  |  | 26\% |  | 8\% | 100 | 49\% |  |
|  | Royal Oak ${ }^{\text {a }}$ | 42\% | 52\% | 42\% | 10\% | 84\% | 94\% |  |  |  |  |  | 42\% |  |  |  |  | $42 \%$ | 10\% | 10\% | 94\% | 42\% |
|  | Troy | 27\% | 32\% | 9\% | 5\% | 39\% | 35\% | 19\% | 24\% | 4\% | 19\% | 21\% | 36\% | 33\% | 11\% | 11\% | 24\% | $22 \%$ | 35\% | 47\% | $63 \%$ | 5\% |
|  | Warren* | 11\% | 26\% | 2\% | 3\% | 44\% | 22\% | 13\% | 26\% | 6\% | 26\% | 19\% | 27\% | 60\% | 25\% | 5\% | 8\% | 12\% | 51\% | 81\% | 61\% | 15\% |
| Overall | Overall | 27\% | 23\% | 7\% | 15\% | 46\% | 54\% | 20\% | 16\% | 6\% | 26\% | 23\% | 37\% | 33\% | 10\% | 12\% | 31\% | 22\% | 34\% | $46 \%$ | $64 \%$ | $6 \%$ |

Exhibit 1 - Aquatic Center Fund Change in Net Position
(Including depreciation)

(\$250,000)

Exhibit 2 - Aquatic Center Fund Net (Expenses) Revenues
(Excluding depreciation)



Exhibit 4 - Aquatic Center Fund Net Position


Exhibit 5 - Aquatic Center Fund Net Position


