

YOUR INPUT IS NEEDED AND VALUABLE IN HELPING IMPERIAL

Imperial has decided to participate in a program called the Entrepreneurial Communities Activation Process (ECAP). The ECAP process is facilitated by the University of Nebraska Extension with the assistance of the Imperial Steering Committee. As part of the process, we are gathering input through a Discovery Tool from those who live, work, shop or frequent Imperial. Your input is important and valued. By engaging in ECAP, we will be able to identify ways that the community can move toward positive change and better understand our unique characteristics, community assets and potential opportunities.

You can help us very much by taking a few minutes to share your opinions about Imperial. If there are some questions you do not wish to answer, you may leave them blank. However, we hope you will answer the questionnaire in its entirety. Your answers are completely confidential. The information released from this Discovery Tool will be shared only as summaries in which no individual's answers can be identified. The aggregate data collected will be presented at upcoming community events. A Spanish version is available if you know someone that would prefer it.

You may ask any questions concerning the discovery tool and have those questions answered before agreeing to participate. You may call or email the Imperial key contact: Jason Tuller, Imperial Community Development Director at 308-882-4368 or email jasont@imperial-ne.com.

Your input is important to establishing priorities for our community as we move forward. You are also invited to attend the upcoming community conversations that will be held at Imperial City Gym, 740 Court Street, Imperial, Nebraska 69033 beginning at 6:00 pm

- * April 4 Conversation 1: Eight Characteristics
- * April 11 Conversation 2: Discovery Tool
- * April 18 Conversation 3: Setting Priorities
- * May 2 Conversation 4: Action Plan

Imperial Steering Team Members

Jason Tuller, Imperial Community Development
Brenda Ledall
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ECAP/UNL Extension Facilitators

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Community Characteristics

1. To what extent do the following items describe your community? (If there are some questions you aren't familiar with or if you can't answer them, you can leave them blank and move on to the next question).

My community..

	Not at all	A little	Moderately	Mostly	Completely
Has a strong identity	<input type="radio"/>				
Is open to new ideas	<input type="radio"/>				
Has leaders who engage and empower citizens	<input type="radio"/>				
Includes a majority of residents who strongly identify with the community	<input type="radio"/>				
Maintains existing infrastructure capable of servicing current needs	<input type="radio"/>				
Has leaders who use technology for governing and managing the community	<input type="radio"/>				
Provides educational opportunities for workers to improve personal and job-related skills	<input type="radio"/>				
Has access to capital (loans or grants) for entrepreneurs	<input type="radio"/>				
Uses a variety of tools for communication to keep citizens in the loop	<input type="radio"/>				
Has a sense of purpose	<input type="radio"/>				
Has a shared vision for the future	<input type="radio"/>				
Promotes innovation and creativity	<input type="radio"/>				
Has leaders who are motivated to improve the economic and social well-being in the community	<input type="radio"/>				
Includes a majority of residents who feel they belong in the community	<input type="radio"/>				
Has access to high speed Internet services (broadband)	<input type="radio"/>				
Provides opportunities for technology/technical education or training	<input type="radio"/>				
Has mentoring and networking opportunities for entrepreneurs	<input type="radio"/>				
Shares information openly	<input type="radio"/>				
Anticipates and plans for long-range infrastructure needs	<input type="radio"/>				
Celebrates its heritage, culture	<input type="radio"/>				
Has goals to accomplish the community vision	<input type="radio"/>				

	Not at all	A little	Moderately	Mostly	Completely
Proactively drives change	<input type="radio"/>				
Has affordable high speed Internet services (broadband)	<input type="radio"/>				
Has legal services for entrepreneurs	<input type="radio"/>				
Creates opportunities for diverse community member involvement in visioning and planning processes	<input type="radio"/>				
Has desirable housing for a range of people and income levels	<input type="radio"/>				
Provides entrepreneurship and business education for youth and adults	<input type="radio"/>				
Listens to people's opinions	<input type="radio"/>				
Has accounting services for entrepreneurs	<input type="radio"/>				
Has leaders who work together to solve issues	<input type="radio"/>				
Includes a majority of residents who have strong pride in the community	<input type="radio"/>				
Has the transportation infrastructure necessary for travel and commerce	<input type="radio"/>				
Prepares students for work and careers in a changing world	<input type="radio"/>				
Has marketing services for entrepreneurs	<input type="radio"/>				
Has health care facilities that provide adequate levels of care	<input type="radio"/>				
Has favorable public policies supportive of entrepreneurship and business development	<input type="radio"/>				

2. What makes your community a great place to live?

3. How does your community encourage economic growth?

4. What do you see as your community's strengths and assets?

Retail Shopping

5. Approximately what percentage of the retail goods and services your household bought during the past year were purchased in Imperial?

- None
- 1% to 24%
- 25% to 49%
- 50% to 74%
- 75% to 100%

6. When do you typically shop for non-grocery store items?

- Weekday mornings
- Weekday afternoons from 12:00 PM to 7:00 PM
- Weekday evenings after 7:00 PM
- Weekend mornings
- Weekend afternoons from 12:00 PM to 7:00 PM
- Weekend evenings after 7:00 PM

7. How often do you shop at the following locations?

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Imperial, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grant, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McCook, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North Platte, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Denver, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sterling, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

8. When you shop at the following locations instead of Imperial, what are the two main reasons why?

Please select only two answers for each location.

	Better location	Better hours	Better service	Better quality	Better selection	Better price	Other
Grant, NE	<input type="checkbox"/>						
McCook, NE	<input type="checkbox"/>						
North Platte, NE	<input type="checkbox"/>						
Denver, CO	<input type="checkbox"/>						
Sterling, CO	<input type="checkbox"/>						

Other (please specify)

9. Name two types of business you would most like to see come to Imperial.

(1)

(2)

Online Purchases

10. How often did your household make purchases online during the past year?

- More than once a week
- About once a week
- Two to three times a month
- About once a month
- Several times a year
- Once a year or less
- Never

11. Approximately how much did your household spend on online purchases during the past twelve months?

- Made no purchases in last 12 months
- Less than \$100
- \$100 - \$499
- \$500 - \$999
- \$1,000 or more

Health Care Services and Community Amenities

12. How often do you go to each of the following communities for primary health care or medical services?

	Always	Mostly	Rarely	Never
Imperial, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grant, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McCook, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North Platte, NE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Denver, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sterling, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

13. Name three types of community amenities would you most like to see come to Imperial.

(1)

(2)

(3)

Housing

14. How much would you pay per month in rent or mortgage for each of the following types of additional housing in Imperial? If you do not prefer to see that type of housing in Imperial, please select that circle.

	Less than \$400	\$400 - \$600	\$600 - \$800	Over \$800	Not Preferred
Apartments	<input type="radio"/>				
Duplexes	<input type="radio"/>				
New detached homes	<input type="radio"/>				
Existing detached homes built after 1960	<input type="radio"/>				
Existing detached homes built before 1960	<input type="radio"/>				
Senior housing	<input type="radio"/>				

15. What size housing unit would you require in Imperial?

- Studio or efficiency
- 1 bed and 1 bath
- 2 bed and 1 bath
- 2 bed and 2 bath
- 3 bed and 2 bath
- 4 bed or larger
- None

16. What type of housing arrangement would you choose?

- Private ownership
- Condominium
- Rental
- Assisted living

Demographics

Your answers are completely confidential.

17. Please indicate the total number of years you have lived in your community.

18. During the past five years, have you done any of the following in your community?

	Yes	No
Belonged to a community group or organization	<input type="radio"/>	<input type="radio"/>
Volunteered your time for a community group or organization	<input type="radio"/>	<input type="radio"/>
Held a leadership role in a community group or organization	<input type="radio"/>	<input type="radio"/>
Held public office or served on a government board or committee	<input type="radio"/>	<input type="radio"/>

19. Would you like to become more involved in the community (for example as a volunteer, an elected leader, or serve on a community organization such as the chamber)?

Yes

No

20. What has encouraged you to be involved in the community or what would encourage you to be involved?

21. What is your current age?

22. What is your highest level of formal education?

- No high school diploma
- High school diploma (or equivalency)
- Some college, no degree
- Associate (two-year) degree
- Bachelors (four-year) degree
- Graduate or professional degree

23. What is your gender?

- Male
- Female

24. Are you Spanish/Hispanic/Latino?

- Yes
- No

25. Which racial group do you most closely identify yourself with?

- White
- Black/African American
- American Indian/Alaska Native
- Asian or Pacific Islander
- Other (please specify)

Thank you!

Thank you for completing the Discovery Tool. Your input is valued and appreciated. We also encourage you to participate in the community conversations that will be held at Imperial City Gym, 740 Court Street, Imperial, Nebraska 69033 beginning at 6:00 pm. Please save the dates.

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26. Any additional comments you would like to make: