

# COMMUNITY SURVEY RESULTS

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## Comprehensive Parks Plan

Jamestown Parks & Recreation District

Report Prepared by:  
Interstate Engineering

Community Needs Assessment  
Survey conducted by:  
ETC Institute, Inc.



## Introduction

The Jamestown Parks and Recreation District (JPRD) sought input from the public to help develop the Comprehensive Parks Plan. A statistically valid community needs assessment (Need Assessment) was administered by ETC Institute during early 2024. This was followed by a community-wide survey administered by Interstate Engineering. These surveys aimed to capture a wide range of perspectives and preferences regarding the community's vision for the park system, as well as their specific needs for recreational activities and amenities.

### Needs Assessment

ETC Institute mailed a survey packet to a random sample of households in the Jamestown Parks and Recreation District. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online. After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Jamestown from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey.

ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report. The goal was to collect a minimum of 300 completed surveys from residents. The goal was met with 336 completed surveys collected. This sample size provides a margin of error of  $\pm 5.3\%$  at the 95% level of confidence. The margin of error tells us how much the survey results might deviate from the whole population's values, while the level of confidence measures the certainty that the results would fall within the margin of error.

#### Explained...

90% of the responses indicate support for Item X. The margin of error tells us that if the whole population was asked, at a margin of error of 5.3%, the response for level of support could range between 84.7% and 95.3%. The level of confidence tells us that if we were to conduct the same survey multiple times, we would expect the responses for support to fall within the margin of error 95% of the time.

### Online Community-Wide Survey

Various channels, including the JPRD website and social media, were used to advertise a community-wide online survey available from March 11 to April 11, 2024. Through this outreach effort, JPRD received an encouraging total of 547 responses, indicating a significant level of community engagement and interest in shaping the future of their parks and recreational spaces.

Unlike the Needs Assessment, the results from the community-wide survey are exploratory in nature and are not able to provide data generalizable to the broader community. The non-random method of selection and group sampling do not allow for this kind of generalization. However, these results provide further depth, insight, and support to the Needs Assessment's results.

## Participant Demographic Profile

The Needs Assessment results reveal a demographic profile of the respondents that is about equal in female (50%) and male (48%) participants, which is consistent with Census statistics. The Community-Wide Survey results show a larger representation of females (62%) to males (35%).

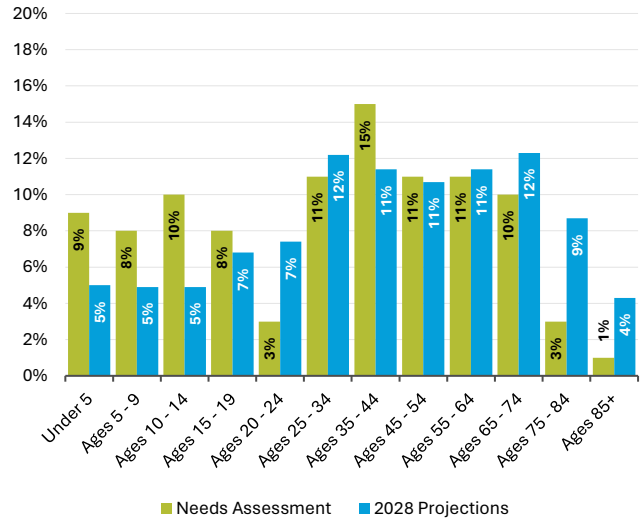
Age-wise, respondent’s households generally reflect projected statistics in most categories; however, several large differences were seen in ages groups under 14, 34 to 44, and 75 and older. This suggests that Jamestown’s household might have a larger youth population than demographic data projects. Further analysis of the household age distribution highlights a large portion of potential park and recreation users within the youth/ teen (19 and younger), middle-aged (35-54), and active senior/senior (ages 55+) populations. With 9% younger than 5 years old and 26% school-aged, there is a clear potential to cater to families and individuals in the early stages of their career. Additionally, the presence of 25% of respondents in the active senior and senior categories is important to note due to their more passive use of park facilities, typically seeking programs and activities geared towards healthy aging, movement, and maintaining mental health.

Most participants in the Community-Wide Survey (94%) are residents of Jamestown, while the rest originate from neighboring North Dakota communities. A significant portion of respondents have resided in Jamestown for over a decade (94% - Community-Wide Survey and 83% - Needs Assessment). 6% are newer residents (less than 5 years).

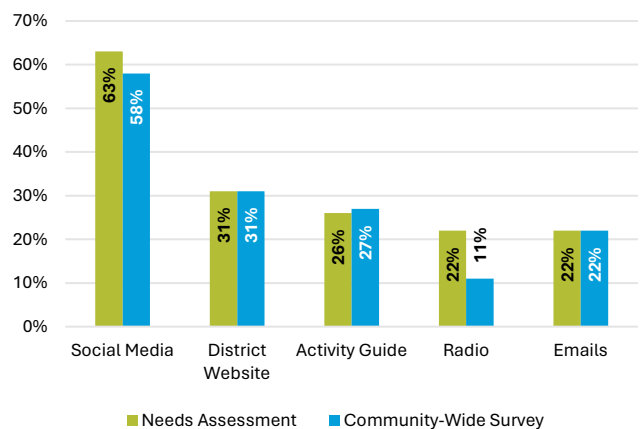
## Information & Communication

Respondents indicated that that social media is the preferred channel for learning about offerings from JPRD, with 63% of respondents preferring this platform. Other communication channels are well below the social media preference; however, this does not indicate the need to stop utilizing them. The results underscore the importance of leveraging social media alongside other print and digital media to effectively communicate with the community about JPRD programs and events. The preference for social media as the most favored method of communication among respondents further supports the significance of utilizing these platforms as primary channels for engaging with the community and disseminating information about park-related activities.

**Household Ages Distribution**  
(compared to 2028 Projections)



**Needs Assessment Top 5 Communication Channels Preferences**  
(compared w/Community-Wide Survey)



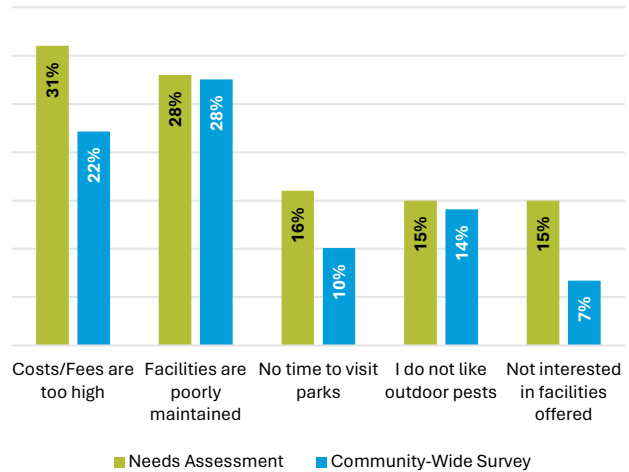
## Visitation, Use & Perceptions

### Park / Facility Visitation

The Community-Wide Survey findings indicate that over one-third of the respondents (37%) reported visiting a JPRD park or facility at least once per week. This figure increased to nearly 70% for those visiting at least once or more per month.

Various barriers to more frequent visitation was identified in both surveys. Cost concerns, perception of maintenance, time constraints, discomfort from outdoor pests, and interest in offerings emerged as significant deterrents. Other qualitative responses confirm maintenance and cleanliness concerns, accessibility challenges, safety and security issues, and specific amenity preferences. These findings underscore the importance of addressing affordability, maintenance standards, accessibility, and amenity preferences to enhance the overall park experience and encourage greater utilization.

**Top 5 Barriers to Visitation**

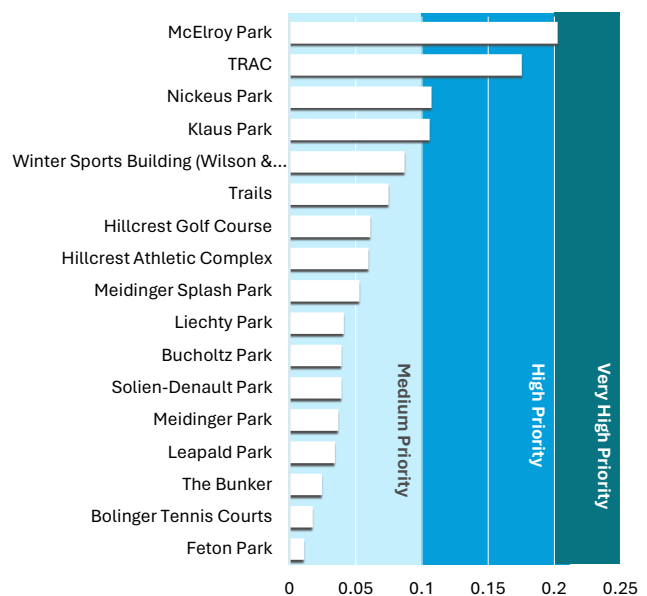


JPRD emerged as the primary provider of recreation in the Jamestown area, identified by 71% of respondents in the Needs Assessment and 89% in the Community-Wide Survey as their main source for recreation in the region. This nearly doubles the next closest provider, which is the public schools at 44% in the Needs Assessment and 43% in the Community-Wide Survey. Other recreation providers included Stutsman County (ND), places of worship, and neighboring communities. The results highlight the essential role of publicly funded recreational facilities and programs in meeting community needs.

### Park / Facility Satisfaction

The Needs Assessment findings offer valuable insights into the utilization and satisfaction levels regarding the JPRD parks and facilities. The Importance/Satisfaction Rating is a tool that allows public officials to better understand both highly important criteria for each of the services they are providing. The rating is based on the concept that agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the satisfaction is relatively low, and the perceived importance of the service is relatively high.

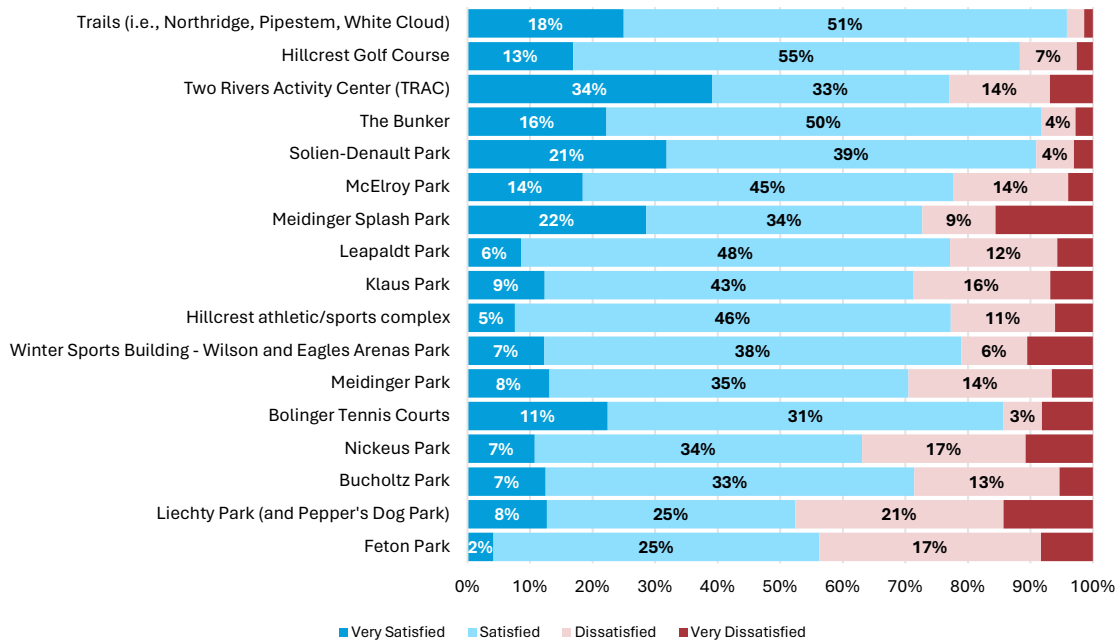
**Importance/Satisfaction Rating**



Those parks and facilities that fall within the “Very High Priority” category (0.20 or greater) should receive significantly more emphasis over the next two (2) years. The “High Priority” category (0.10 to 0.20) should receive an increased emphasis, while the “Medium Priority” items (< 0.10) should maintain current levels of emphasis. The parks and facilities that should receive the highest priority moving forward are McElroy Park, TRAC, Nickeus Park, and Klaus Park. This information will help with prioritizing recommendations in terms of capital, operations and maintenance, and replacement investments.

Overall, however, respondents are generally satisfied with the parks and facilities provided by JPRD. Most parks and facilities show over 50% satisfaction and most levels of dissatisfaction are under 30%. Those that have higher levels of dissatisfaction have much lower levels of importance, such as Liechty Park at 30% dissatisfaction with 6% importance. The Community-Wide Survey results generally align with the Needs Assessment’s, while providing anecdotal information that suggests dissatisfaction is related to undermaintained or outdated facilities and amenities.

**Park / Facility Satisfaction**  
(Needs Assessment Results)

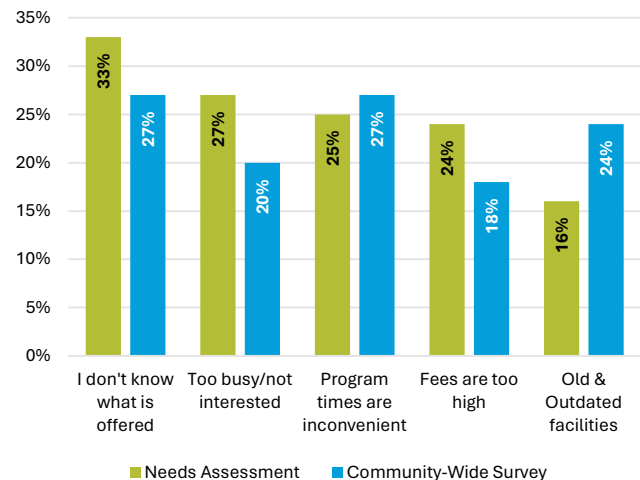


**Program / Event Participation**

Most respondents expressed the belief that JPRD provides high-quality programs and events, indicating strong community support for these offerings. The Needs Assessment findings indicate high participation rates in programs and events offered by the JPRD over the past year, with nearly half of respondents engaging in these activities. This increases to over 66% of respondents in the Community-Wide Survey.

Among the Needs Assessment respondents, 57% participated in 2-3 programs or events, while 26% participated in more than four. These responses are similarly reflected in the Community-Wide Survey. This suggests a diverse range of engagement levels within the community. 72% of respondents in the Needs Assessment perceive the overall quality of programs and events to be good or excellent, which reflects a positive reception of the district's offerings. This increases to 76% in the Community-Wide Survey.

**Top 5 Barriers to Program Participation**

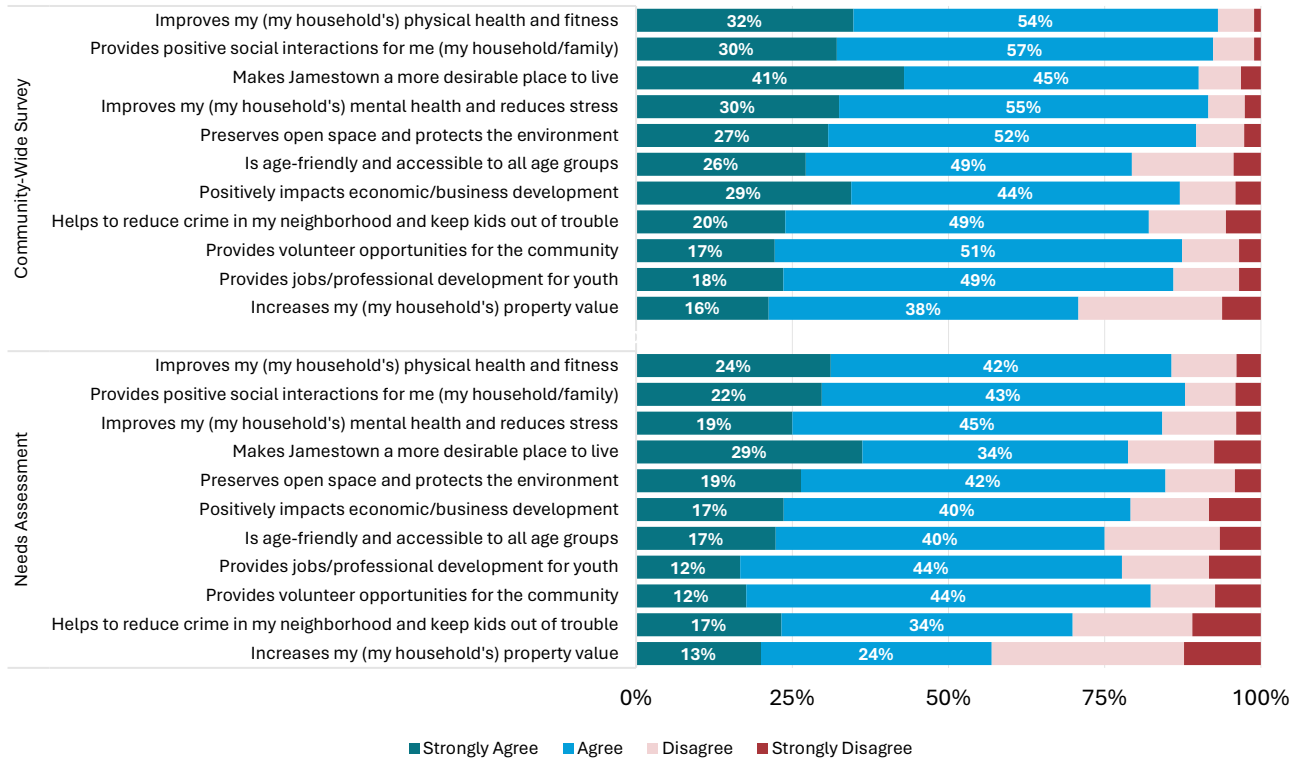


Respondents indicated that barriers to program / event participation included communication on offerings, inconvenience in program times, high fees, and facility conditions. Improvements in these areas could help mitigate these barriers and increase participation rates, with anecdotal data suggesting a higher focus on more convenient timing.

## Perception of Parks, Facilities & Recreation Programs/Events

Results indicate generally favorable attitudes towards the potential benefits provided by JPRD's parks, facilities, and recreation programs or events. Most agreed or strongly agreed that parks and recreation contribute to improved physical health and fitness, mental well-being and stress reduction, provides positive social interactions, and enhance the desirability of living in Jamestown. A significant portion acknowledged the role of JPRD in preserving open space and environmental protection.

### Benefits of Parks & Recreation



The Needs Assessment indicates that 68% of respondents expressed satisfaction or high satisfaction levels with the perceived overall value they received from JPRD; however, only 42% in the Community Needs Survey felt the same. Both surveys show relatively low levels of dissatisfaction, suggesting a generally positive perception regarding the value provided by JPRD parks, facilities, services, and programs among the respondents.





## Community Needs

This section dives into the diverse needs and preferences of the community regarding parks and recreation facilities, amenities, programs, events, and the parks. Understanding these needs helps to align JPRD's strategies to better serve the diverse interests and desires of residents. The goal is to develop and enhance parks and recreation services to meet the evolving needs of our vibrant community within a context-sensitive approach.

Community needs are assessed and ranked using a tool called the Priority Investment Rating (PIR). The PIR provides decision makers with an objective tool for evaluating the priority that should be placed on various parks and recreation investments. The PIR ratings reflect the importance residents place on items and the level of unmet needs (needs that are partly or not met). Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weighs each of these components equally.

The PIR is sorted into three investment categories:

- **High Priority Areas:** are those items with a PIR of at least 100. A rating of 100 or higher generally indicates a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. *Improvements in this category is likely to have the most positive impact on the greatest number of households/residents.*
- **Medium Priority Areas:** are those with a PIR between 50 and 99. This range generally indicates a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas:** are those with a PIR lower than 50. These are items that have relatively low levels of unmet need AND residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.



## Facilities & Amenities

Based on the PIR, the following facilities and amenities were rated as high priorities for investment, listed in order of the Needs Assessment PIR:

1. Outdoor Swimming Pool  
a. (received maximum PIR in both surveys)
2. Restrooms  
a. (Needs Assessment PIR = 135 / Community-Wide Survey PIR = 133)
3. Multi-use walking and hiking trails/paths  
a. (Needs Assessment PIR = 103 / Community-Wide Survey PIR = 131)

There was little variation in the PIRs between the two surveys. This suggests general community alignment in priority and further reinforces the need for and importance of the top three priorities to the community. Additionally, these ratings are largely supported by all qualitative data received throughout the public engagement process, including the focus group sessions and community town hall. Several medium priority items could be considered “low-hanging fruit,” or relatively low risk/low-cost investments that could be implemented quicker than others.

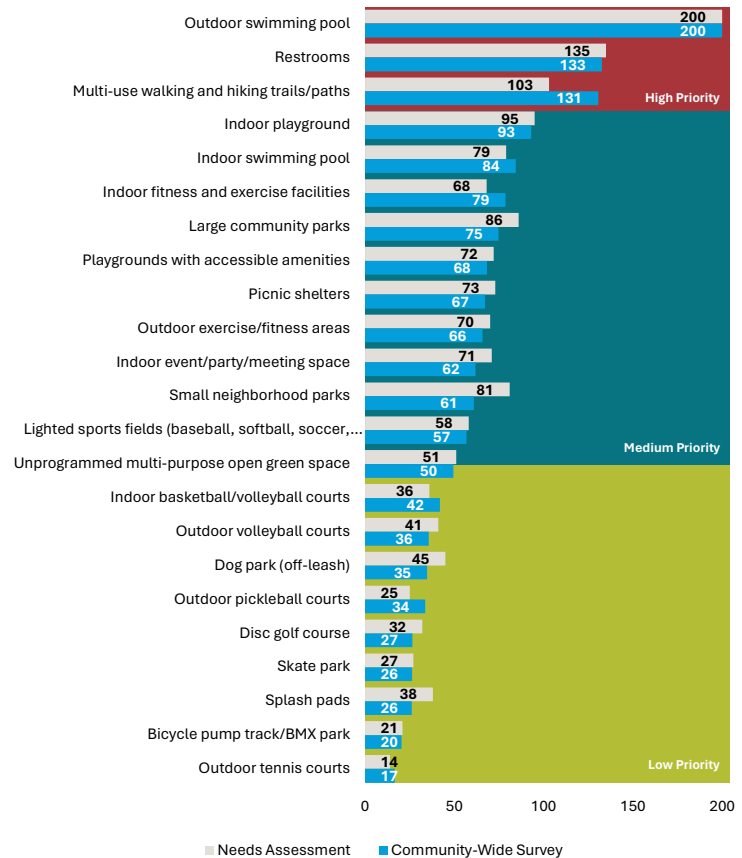
It is important to recognize that the implementation of these priorities, including any medium and low priority items, must be done within the context of available resources. This includes available capital improvement funds, long-term operations and maintenance, and staffing. As conditions, needs, and trends rapidly change, priorities must continue to be evaluated.

## Programs / Activities Needs & Priorities

Based on the PIR, the following programs and activities were rated as the top five high priority areas, listed in order of the Needs Assessment PIR:

1. Community Special Events  
a. (Needs Assessment PIR = 167 / Community-Wide Survey PIR = 151)
2. Walking, Hiking, Running for Exercise  
a. (Needs Assessment PIR = 164 / Community-Wide Survey PIR = 164)
3. Open Swimming & Lap Swimming  
a. (Needs Assessment PIR = 163 / Community-Wide Survey PIR = 164)
4. Swim Lessons & Water Fitness  
a. (Needs Assessment PIR = 142 / Community-Wide Survey PIR = 160)
5. Education Classes & Programs  
a. (Needs Assessment PIR = 137 / Community-Wide Survey PIR = 136)

## Top Priorities for Facilities/Amenities Based on PIR



There is general alignment between the two surveys with regards to the top five PIR, which suggests general community alignment with needs and interests, as well as further reinforces their importance. However, there is more variation in opinion comparative to the facilities and amenities PIR. The largest differences were seen for drop-in play for sports ( $\Delta 28$ ), working out ( $\Delta 20$ ), swim lessons/water fitness ( $\Delta 18$ ), before/after school care ( $\Delta 14$ ), adult/senior/youth fitness and wellness ( $\Delta 10$ ), nature appreciation ( $\Delta 10$ ), picnicking ( $\Delta 15$ ), and community special events ( $\Delta 16$ ). These larger variations could suggest further investigation is needed; however, this could also be the result of sampling bias in the Community-Wide Survey toward certain interests.

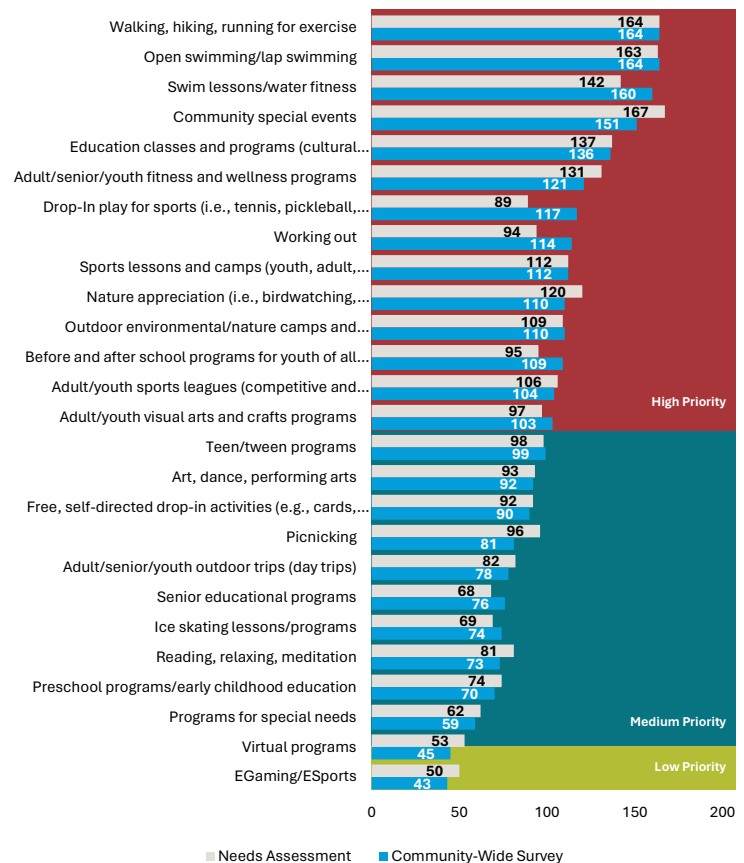
Like the facilities and amenities PIR, these ratings are largely supported by much of the qualitative data received throughout the public engagement process, which also reinforces their importance.

It is again important to recognize that the implementation of these priorities, including any medium and low priority items, must be done within the context of available resources, and must consider associated capital investments and staffing. The adage that “form follows function,” coined by architect Louis Sullivan, is especially important when considering these programmatic priorities. In many instances, JPRD may already have facilities and amenities to support the program needs; although, there are several that might require significant capital investment in new facilities and/or equipment.

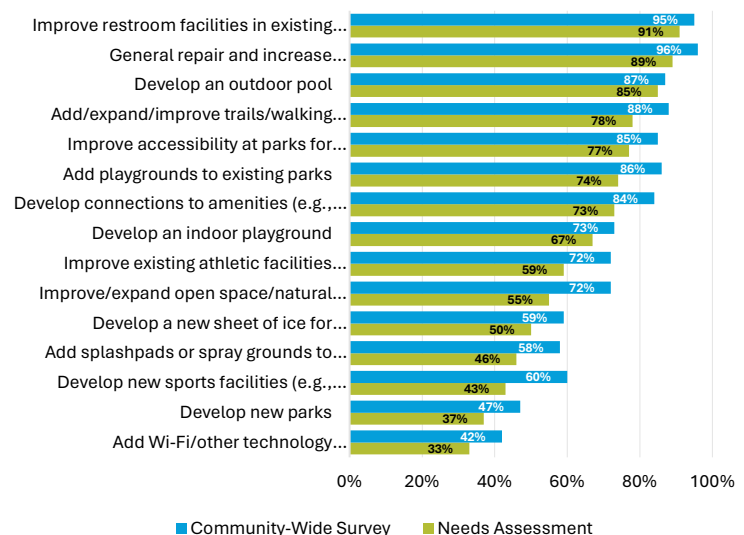
### Support for Potential Actions

In the Needs Assessment, respondents were asked about their level of support for potential actions to improve the parks and recreation system. The top three (3) items with the most support (combination of “very supportive” and “somewhat supportive”) from residents were improve restroom facilities in existing parks (91%), general repair and increase in maintenance (89%), and develop an outdoor pool (85%). Although, the improved restrooms and general repair/maintenance may not be mutually exclusive of each other. The items with the least support were developing new sports facilities, developing new parks, and implementing technology within the parks.

Top Priorities for Programs / Activities Based on PIR



Support for Potential Improvement Actions



Results from both surveys show similar results in priorities, with the Community-Wide Survey showing stronger levels of support.

In the Needs Assessment, residents were asked how much they would be willing to additionally pay for the improvements, recognizing that the potential actions may require funding beyond what the district currently receives. The top three responses were \$10 or more per month (25%), \$4 to \$5 per month (24%) and nothing (24%). This shows that nearly half of respondents (49%) would generally be willing to pay at least \$4 per month to help fund these potential actions.

In the Community-Wide Survey, participants were asked to allocate a hypothetical \$100 budget across the specific categories for potential actions. The goal was to understand which areas they consider to be most crucial for investment and improvement within the community's recreational infrastructure.

Respondents demonstrated a strong inclination towards developing an outdoor pool and new sheets of ice. This was closely followed by investments in playgrounds (indoor and outdoor) and bike/pedestrian facilities. To some extent, the priority based on allocation conflicts with the levels of support for various action(s). This may be due to sampling biases in the Community-Wide Survey toward certain interests.

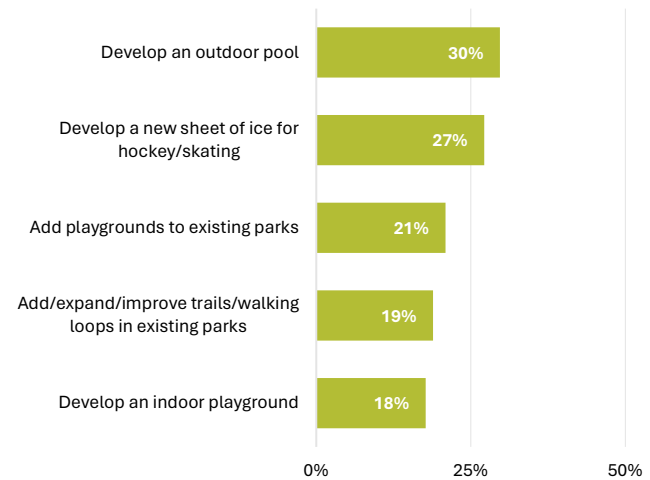
Nonetheless, while respondents have repeatedly expressed a desire for an outdoor pool, many find value and have a preference towards investing in and taking care of what is already existing within the system. This is demonstrated with four (4) of the top six (6) potential actions being directed toward existing facilities, as well as supported through anecdotal, qualitative data.

### Additional Comments / Final Thoughts

One prominent theme is the importance of equity and affordability. Many respondents highlighted concerns about the cost of accessing facilities and programs, noting that high fees may be a barrier for some families. Suggestions for addressing this issue included offering discounted rates for certain demographics, introducing flexible pass options, and exploring alternative funding sources to offset costs and reduce financial burdens on residents.

Maintenance and cleanliness emerged as another significant area of feedback. Several respondents expressed dissatisfaction with the upkeep of park facilities, citing issues such as poorly maintained bathrooms, litter, and general disrepair. This shows a need for increased attention to maintenance and allocation of resources to ensure that parks remain clean, safe, and inviting for all users. Although, the perceived lack of maintenance seems to be correlated with outdated facilities and amenities past their useful lifespan.

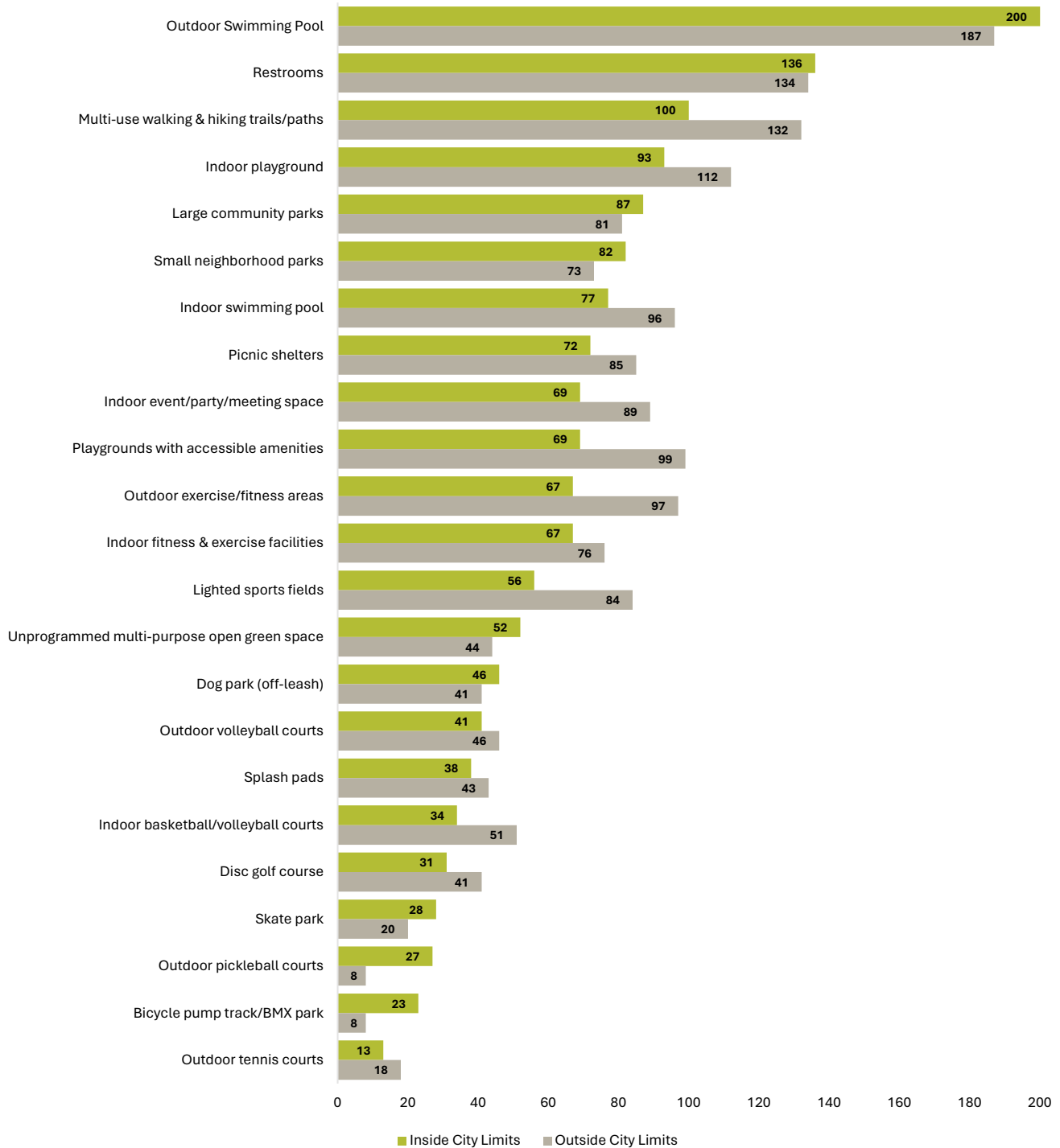
Allocation Preferences (Top 5)



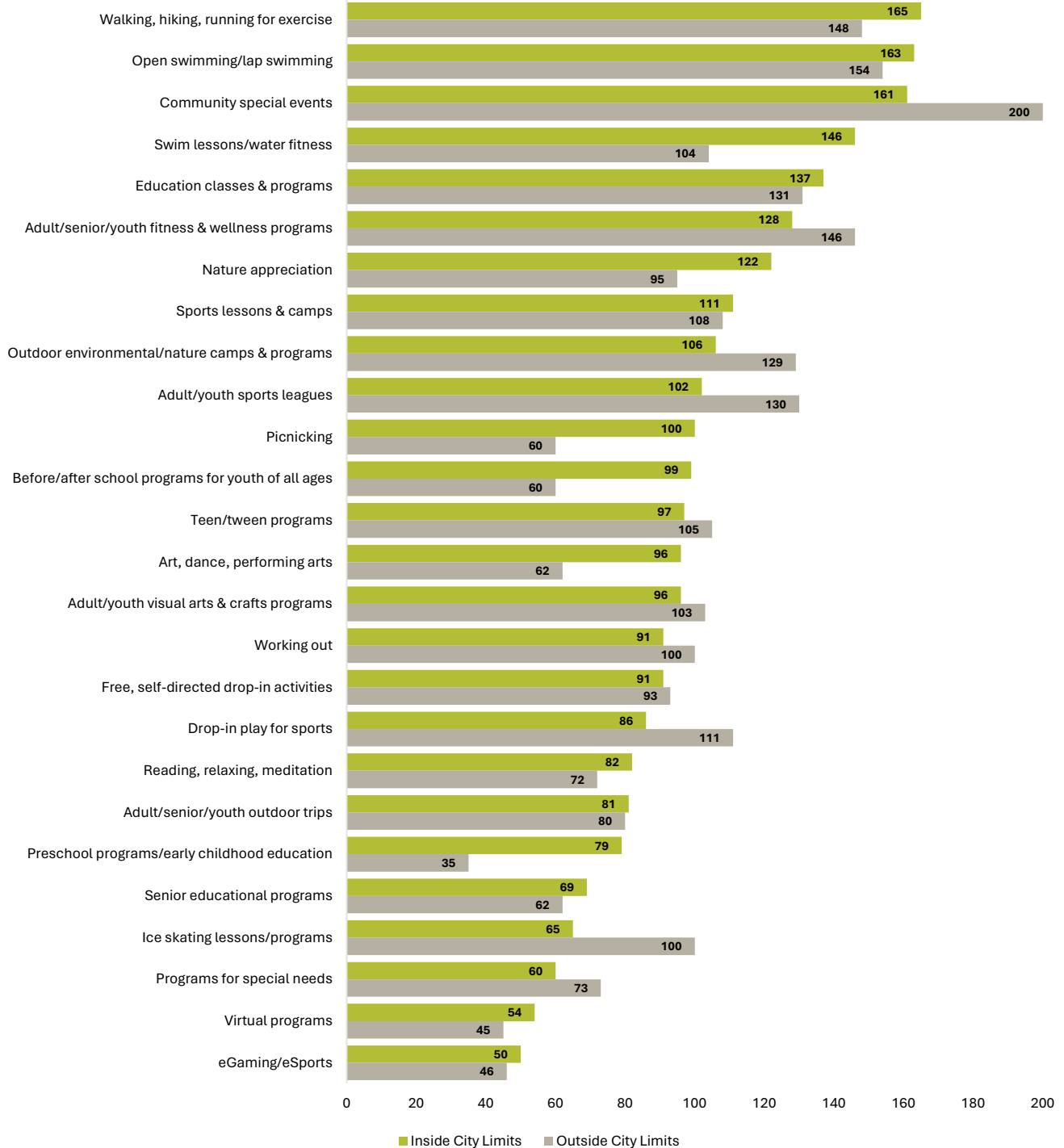
## Appendix A: Needs Assessment Cross-Tabulated Priorities

The following charts provides comparisons of results and priorities based different population segments. It must be noted that the sample size for households outside of the city limits is small, which results in a larger margin of error.

**Facilities / Amenities Priority Investment Rating Comparison**



### Programs / Activities Priority Investment Rating Comparison



Facilities / Amenities Priority Investment Rating by Household Type

HH w/ children under 10		HH with children 10-19		HH, ages 20-54 (no children)		HH, ages 55+ (no children)	
Outdoor swimming pool	200	Outdoor swimming pool	200	Outdoor swimming pool	200	Outdoor swimming pool	184
Indoor playground	163	Restrooms	130	Restrooms	154	Restrooms	158
Restrooms	113	Multi-use walking & hiking trails/paths	97	Multi-use walking & hiking trails/paths	127	Multi-use walking & hiking trails/paths	136
Indoor swimming pool	82	Indoor fitness & exercise facilities	88	Large community parks	104	Picnic shelters	117
Playgrounds with accessible amenities	79	Lighted sports fields (baseball, softball, soccer, etc.)	81	Indoor event/party/meeting space	90	Large community parks	99
Small neighborhood parks	75	Large community parks	76	Outdoor exercise/fitness areas	90	Small neighborhood parks	91
Large community parks	74	Indoor event/party/meeting space	76	Dog park (off-leash)	87	Indoor fitness & exercise facilities	85
Multi-use walking & hiking trails/paths	72	Outdoor exercise/fitness areas	73	Picnic shelters	86	Indoor swimming pool	81
Indoor event/party/meeting space	69	Small neighborhood parks	70	Small neighborhood parks	79	Outdoor exercise/fitness areas	63
Outdoor exercise/fitness areas	61	Indoor swimming pool	65	Indoor swimming pool	76	Playgrounds with accessible amenities	63
Splash pads	53	Playgrounds with accessible amenities	60	Playgrounds with accessible amenities	75	Unprogrammed multi-purpose open green space	61
Picnic shelters	48	Indoor playground	58	Lighted sports fields (baseball, softball, soccer, etc.)	74	Indoor event/party/meeting space	49
Unprogrammed multi-purpose open green space	45	Picnic shelters	57	Indoor fitness & exercise facilities	66	Lighted sports fields (baseball, softball, soccer, etc.)	49
Indoor fitness & exercise facilities	40	Indoor basketball/volleyball courts	54	Unprogrammed multi-purpose open green space	57	Splash pads	41
Lighted sports fields (baseball, softball, soccer, etc.)	40	Outdoor volleyball courts	51	Disc golf course	55	Indoor playground	39
Outdoor volleyball courts	39	Dog park (off-leash)	49	Indoor playground	54	Dog park (off-leash)	38
Indoor basketball/volleyball courts	36	Disc golf course	41	Outdoor volleyball courts	37	Outdoor volleyball courts	32
Dog park (off-leash)	28	Unprogrammed multi-purpose open green space	41	Indoor basketball/volleyball courts	35	Outdoor pickleball courts	31
Skate park	27	Outdoor pickleball courts	27	Outdoor pickleball courts	33	Disc golf course	25
Bicycle pump track/BMX park	20	Skate park	27	Bicycle pump track/BMX park	31	Skate park	24
Disc golf course	19	Outdoor tennis courts	25	Skate park	30	Outdoor tennis courts	13
Outdoor pickleball courts	15	Bicycle pump track/BMX park	24	Splash pads	26	Indoor basketball/volleyball courts	10
Outdoor tennis courts	7	Splash pads	17	Outdoor tennis courts	15	Bicycle pump track/BMX park	10



Programs/Events Priority Investment Rating by Household Type

HH w/ children under 10		HH with children 10-19		HH, ages 20-54 (no children)		HH, ages 55+ (no children)	
Swim lessons/water fitness	200	Open swimming/lap swimming	165	Walking, hiking, running for exercise	175	Walking, hiking, running for exercise	156
Open swimming/lap swimming	161	Teen/tween programs	163	Community special events	161	Community special events	142
Education classes & programs (cultural enrichment, hobbies, STEM, etc.)	147	Walking, hiking, running for exercise	149	Open swimming/lap swimming	144	Adult/senior/youth fitness & wellness programs	130
Community special events	135	Community special events	148	Nature appreciation (i.e., birdwatching, stargazing, plant, & wildlife observation)	135	Nature appreciation (i.e., birdwatching, stargazing, plant, & wildlife observation)	120
Before & after school programs for youth of all ages	134	Education classes & programs (cultural enrichment, hobbies, STEM, etc.)	122	Adult/senior/youth fitness & wellness programs	131	Open swimming/lap swimming	119
Sports lessons & camps (youth, adult, beginner classes, clinics)	125	Sports lessons & camps (youth, adult, beginner classes, clinics)	121	Adult/youth sports leagues (competitive & recreational)	127	Senior educational programs	119
Outdoor environmental/nature camps & programs	114	Swim lessons/water fitness	120	Drop-in play for sports (i.e., tennis, pickleball, flag football, soccer)	112	Education classes & programs (cultural enrichment, hobbies, STEM, etc.)	116
Preschool programs/early childhood education	114	Adult/youth sports leagues (competitive & recreational)	119	Picnicking	111	Picnicking	96
Teen/tween programs	102	Adult/senior/youth fitness & wellness programs	107	Working out	101	Adult/senior/youth outdoor trips (day trips)	90
Adult/youth sports leagues (competitive & recreational)	99	Outdoor environmental/nature camps & programs	103	Sports lessons & camps (youth, adult, beginner classes, clinics)	98	Outdoor environmental/nature camps & programs	84
Adult/youth visual arts & crafts programs	96	Before & after school programs for youth of all ages	102	Education classes & programs (cultural enrichment, hobbies, STEM, etc.)	96	Art, dance, performing arts	80
Art, dance, performing arts	95	Working out	102	Adult/youth visual arts & crafts programs	92	Free, self-directed drop-in activities (e.g., cards, board games)	80
Ice skating lessons/programs	90	Drop-in play for sports (i.e., tennis, pickleball, flag football, soccer)	100	Art, dance, performing arts	86	Swim lessons/water fitness	79
Walking, hiking, running for exercise	89	Nature appreciation (i.e., birdwatching, stargazing, plant, & wildlife observation)	100	Swim lessons/water fitness	83	Reading, relaxing, meditation	78
Adult/senior/youth fitness & wellness programs	87	Adult/youth visual arts & crafts programs	84	Free, self-directed drop-in activities (e.g., cards, board games)	81	Adult/youth visual arts & crafts programs	62
Free, self-directed drop-in activities (e.g., cards, board games)	82	Free, self-directed drop-in activities (e.g., cards, board games)	83	Adult/senior/youth outdoor trips (day trips)	76	Working out	59
Nature appreciation (i.e., birdwatching, stargazing, plant, & wildlife observation)	77	Reading, relaxing, meditation	81	Outdoor environmental/nature camps & programs	69	Sports lessons & camps (youth, adult, beginner classes, clinics)	51
Working out	74	Programs for special needs	73	Reading, relaxing, meditation	66	Drop-in play for sports (i.e., tennis, pickleball, flag football, soccer)	50
Drop-in play for sports (i.e., tennis, pickleball, flag football, soccer)	70	eGaming/eSports	71	Programs for special needs	62	Adult/youth sports leagues (competitive & recreational)	50
Picnicking	64	Adult/senior/youth outdoor trips (day trips)	69	Ice skating lessons/programs	51	Ice skating lessons/programs	48
Adult/senior/youth outdoor trips (day trips)	62	Picnicking	68	Virtual programs	50	Before & after school programs for youth of all ages	45
Programs for special needs	57	Virtual programs	67	Preschool programs/early childhood education	47	Preschool programs/early childhood education	42
Reading, relaxing, meditation	56	Art, dance, performing arts	61	Senior educational programs	47	Programs for special needs	35
eGaming/eSports	47	Ice skating lessons/programs	55	eGaming/eSports	40	Teen/tween programs	34
Virtual programs	38	Senior educational programs	55	Teen/tween programs	36	Virtual programs	34
Senior educational programs	31	Preschool programs/early childhood education	46	Before & after school programs for youth of all ages	25	eGaming/eSports	18