

# Island Park Pool Renovations | Phase II

# Public Input Results



Prepared for Fargo Park District  
by Zerr Berg Architects  
September 1, 2021





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# Process Overview

Zerr Berg Architects was hired in July of 2021 to complete Phase II of Public Engagement to solicit feedback and provide outreach for the upcoming renovations of Island Park Pool. Key drivers for the project included seeking more specific and detailed information, ideas, and community input beyond what was learned in the first phase of this project. This was done through a deeper level of outreach to adjacent neighborhoods, districts and citizen stakeholder groups.

The approach to the project included the following tactics:

**Custom Website:** IslandParkPool.com was secured as a domain and a public-facing, custom website was created where people could take the survey, find up-to date concept designs, see past survey results, and access the repository of information that was housed within.

**Online Survey:** Using the SurveyMonkey platform we gathered feedback and input on details relating to the renovations of Island Park Pool. We collected all submission ideas and aggregated all feedback and data.

**Public Input Meetings:** A series of two public input meetings were hosted at the Fargo Park District office. To ensure maximum attendance, meetings were held both during the day and in the evening. The option to join virtually via Zoom was also made available.

**Marketing and Communications:** Working closely alongside the Fargo Parks marketing team, a comprehensive marketing plan was executed to support engagement and boost awareness amongst the community. A wide variety of tactics were used including various social media platforms, paid advertising, press releases, and out-of-home tactics as well as leveraging the Fargo Parks distribution channels amongst their website traffic and email subscriber list.

# Project Schedule

## Week of 8/2/2021

- IslandParkPool.com content is reviewed & approved by Fargo Parks, goes live
- Survey reviewed & approved by Fargo Parks, live on website
- Public Meeting Dates announced
- Communication/Marketing Plan launches (runs through 8/30)

## Week of 8/9/2021

- Signage up at all pool locations
- Neighborhoods contacted

## Week of 8/16/2021

- Public Meetings held in-person and virtually

## Week of 8/23/2021

- Signage remains up at Island Park Pool (exterior) & Davies

## Week of 8/30/2021

- Survey closes online
- Marketing Communications wrap up
- Results prepped and distributed for September Board Meeting

## Week of 9/6/2021

- Results presented at September 7 Board Meeting
- Results posted at IslandParkPool.com

*Detailed Marketing Communications Plan can be found in the appendix*

# Kickoff Meeting Minutes



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July 23, 2021

Island Park Pool Renovations Phase II Public Input  
Fargo, ND

ZBA Project No: 21-025

Re: Kickoff Meeting Notes

## 1. Review Project History

- a. FPD conducted online survey and outreach through a variety of outlets including
  - i. Email distribution list
  - ii. Eblast
  - iii. Media outlets
  - iv. Paid digital ads
  - v. Social media
  - vi. FPD website
- b. Neighborhoods targeted include those closest to Island Park – Downtown, Hawthorne, Jefferson/Carl Ben
- c. Stakeholder groups included FM Gators, IPP users, Neighborhood associations
- d. Feedback from public that they wanted more opportunities to give input – in-person meetings were not held as part of Phase I due to COVID concerns
- e. Proposing a refreshed launch of outreach with new inclusion of in-person meetings open to public

## 2. Marketing/General

- a. Identify Stakeholder groups – similar to Phase I, with more emphasis on neighborhood groups
- b. Calendar/timeline for website, surveys, meetings
  - i. Support through website, social and PR/news, yard signs at pools with meeting info and link to survey
- c. Ann/ZBA will produce graphics/handouts
- d. Identify internal groups/committees for action items – Ann (ZBA) to coordinate with Katie, Kayle, Carolyn (FPD) on communication and marketing plan. Tony (ZBA) will facilitate communication/approvals on survey questions, public meeting dates/times, and content for public meetings
- e. Project Timelines
  - i. Aug 15 most pools close, Aug 22 Davies & IPP close
  - ii. Public input meetings week of Aug 16 – one lunch time & one evening
  - iii. IPP show Aug 28-29, would be nice to have survey open through that
  - iv. Close survey noon on Aug 30
  - v. Report to FPD by noon on Sept 1 for board to review before their Sept 7 meeting

## 3. Survey

- a. Cover what was done for Phase 1 – Katie to send over survey example & results to Ann

- b. Proposed questions for new survey will be put together by ZBA and sent to FPD to review and sign off on before the survey goes live
- c. Include same questions from Phase I with the option to opt out of them if the already took the first survey (all respondents will see the questions for Phase II, but only those who did NOT already take Phase I will see the Phase I questions)
- d. Methods for distributing survey - FPD website, social sites, Chamber, news outlets, direct mailings, flyers at pool, mail/email pool membership holders. Ann will coordinate with FPD marketing on approach

#### **4. Custom Website**

- a. Select URL: IslandParkPool.com was decided on, ZBA will secure the url
- b. Website to go live within the next 2 weeks
- c. The following content will be included on the website
  - i. Drawings/Design Concepts
  - ii. Link to survey
  - iii. Past survey results from Phase I
  - iv. Information on public input meetings including Zoom information to join remotely
  - v. News section for past new articles
  - vi. Timelines for the renovations – be sure to include the one season pool closing
- d. When the study is complete, that information will also be posted to the website (after ZBA/WTI presents at the board meeting)

Prepared by: Zerr Berg Architects

# Online Survey Results

## Q1

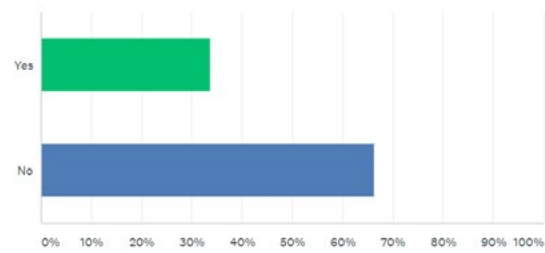
Phase I responses: 2,548

Total individuals responding to surveys across Phase I & II: 4,231

Qs2-5 showed only if response to Q1 was “NO”

Did you take the Phase I Island Park Pool Survey already?

Answered: 2,534 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	33.58% 851
No	66.42% 1,683
TOTAL	2,534

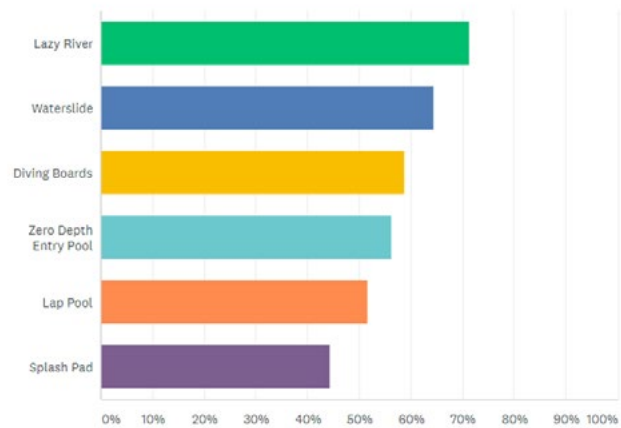
## Q2

Lazy River had the strongest support with nearly 3/4 of people selecting that feature.

Splash pad was the only feature that had less than 50% support, which was also reflected in other areas of the survey.

Please select which possible amenities you'd like to see included as part of the Island Park Pool Renovation Project. Select as many or as few as you'd like.

Answered: 1,528 Skipped: 1,006



ANSWER CHOICES	RESPONSES
Lazy River	71.34% 1,090
Waterslide	64.33% 983
Diving Boards	58.77% 898
Zero Depth Entry Pool	56.22% 859
Lap Pool	51.64% 789
Splash Pad	44.37% 678
Total Respondents: 1,528	



## Q3

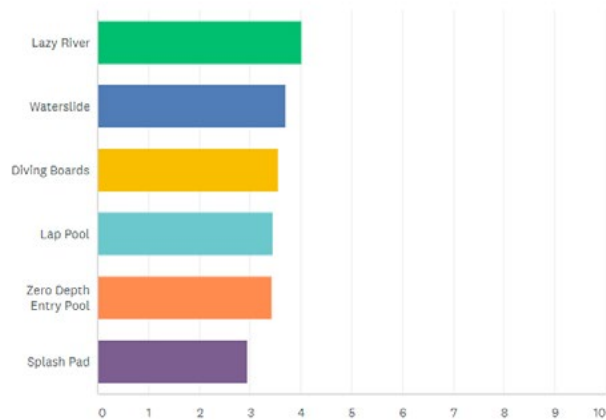
Lazy River and Lap Pool features were both ranked as the most important feature by around 1/4 of respondents.

Interestingly, the Lap Pool was also ranked as the least important feature by 1/4 of respondents, meaning the Lap Pool was either a major draw to the facility, or not at all.

The Diving Board & Waterslide features continue to rise to the top of desired features, with the Splash Pad showing the lowest desirability.

Please rank the amenities in order of the importance for inclusion at the new Island Park Pool. (1 being the highest and 6 being the lowest)

Answered: 1,525 Skipped: 1,009



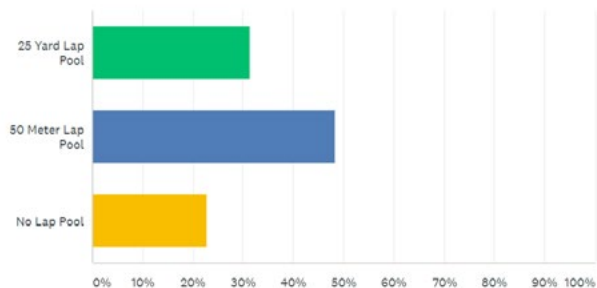
	1	2	3	4	5	6	TOTAL	SCORE
▼ Lazy River	25.13% 374	19.35% 288	20.23% 301	14.72% 219	8.87% 132	11.69% 174	1,488	4.02
▼ Waterslide	13.96% 208	20.81% 310	21.88% 326	18.79% 280	13.76% 205	10.81% 161	1,490	3.70
▼ Diving Boards	16.81% 250	20.65% 307	14.26% 212	14.26% 212	18.43% 274	15.60% 232	1,487	3.56
▼ Lap Pool	24.30% 364	13.55% 203	10.28% 154	11.28% 169	15.55% 233	25.03% 375	1,498	3.45
▼ Zero Depth Entry Pool	14.58% 218	14.78% 221	18.53% 277	19.06% 285	18.26% 273	14.78% 221	1,495	3.44
▼ Splash Pad	7.15% 105	12.19% 179	15.32% 225	21.03% 309	23.83% 355	20.49% 301	1,480	2.98

## Q4

50 Meter Lap pool was the clear desired length of pool with nearly 50% of respondents voting in favor of keeping the current length of the lap pool.

If a lap pool were to be included in the project, which version should be at Island Park?

Answered: 1,499 Skipped: 1,035



ANSWER CHOICES	RESPONSES
▼ 25 Yard Lap Pool	31.35% 470
▼ 50 Meter Lap Pool	48.23% 723
▼ No Lap Pool	22.75% 341
Total Respondents: 1,499	

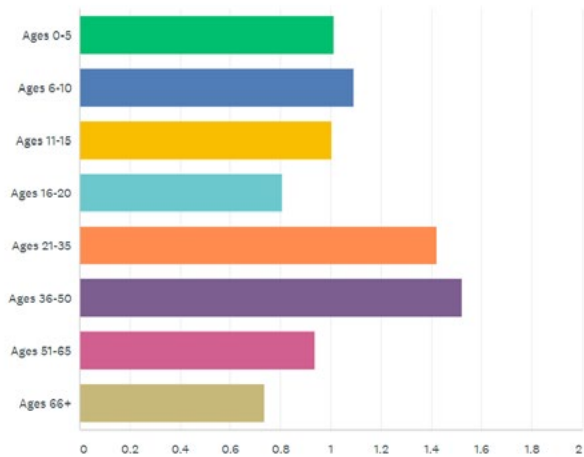


Q5

Demographic numbers indicate households with two adults and younger children were the majority of respondents.

How many people reside in your household in the following age groups?

Answered: 1,509 Skipped: 1,025



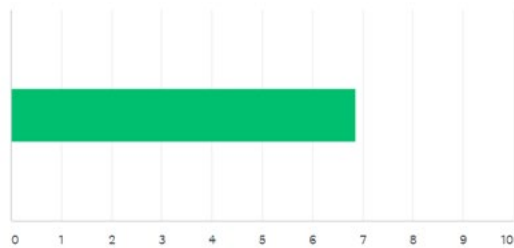
ANSWER CHOICES		AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Ages 0-5	Responses	1	667	659
Ages 6-10	Responses	1	738	677
Ages 11-15	Responses	1	599	597
Ages 16-20	Responses	1	357	442
Ages 21-35	Responses	1	1,038	730
Ages 36-50	Responses	2	1,369	898
Ages 51-65	Responses	1	390	417
Ages 66+	Responses	1	210	285
Total Respondents: 1,509				

Q6

Responses were slightly more in favor of a zero depth entry pool than what was shown in question 3 when importance of features were ranked. This indicates that although other features were viewed as more important than a zero depth entry pool, this feature still has support for inclusion.

I feel that a zero depth entry pool is a good addition(0 strongly disagree, 10 strongly agree)

Answered: 2,294 Skipped: 240



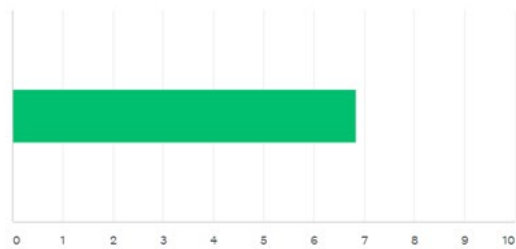
ANSWER CHOICES		AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	Responses	7	15,730	2,294
Total Respondents: 2,294				

Q7

The waterslide feature had strong support by majority of people who took the survey online however there were mixed opinions on it by those attending the Open House meetings.

I feel that waterslides are a good addition(0 strongly disagree, 10 strongly agree)

Answered: 2,294 Skipped: 240



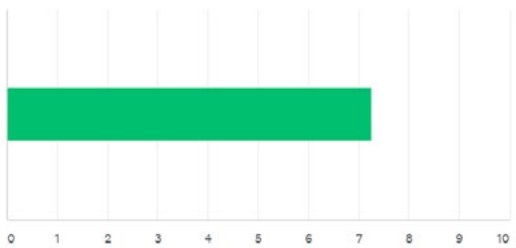
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Responses	7	15,697	2,294
Total Respondents: 2,294			

Q8

Strongest support shown of the options presented. The lazy river also had high popularity in the Open House meetings with many expressing support of this feature.

I feel that a lazy river is a good addition(0 strongly disagree, 10 strongly agree)

Answered: 2,294 Skipped: 240



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Responses	7	16,646	2,294
Total Respondents: 2,294			

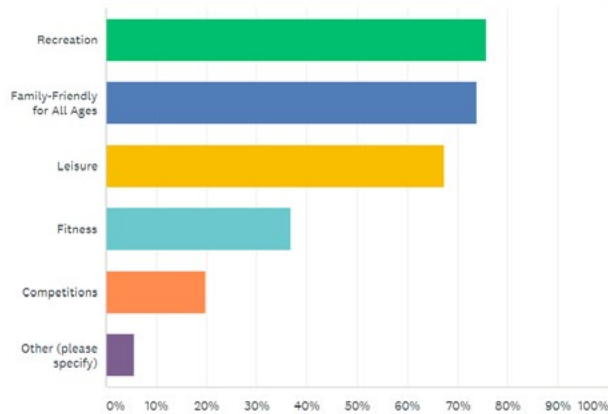
Q9

Over 3/4 of respondents are looking for recreation and a family-friendly environment out of the pool.

Responses were low for competition though the feedback to add features conducive to hosting swim meets were strong in other areas of the survey.

What benefits are you looking for at Island Park Pool?

Answered: 2,294 Skipped: 240



ANSWER CHOICES	RESPONSES	
Recreation	75.81%	1,739
Family-Friendly for All Ages	73.89%	1,695
Leisure	67.31%	1,544
Fitness	36.92%	847
Competitions	19.88%	456
Other (please specify)	Responses 5.62%	129
Total Respondents: 2,294		

Q10

Nearly 3/4 of respondents listed a Fargo area zip code.

Top 5 responses shown here.

In what ZIP code in your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

Answered: 2,294 Skipped: 210



Q11

Of the targeted 58103 zip code, the highest responses were from the Hawthorne district with Clara Barton a close second.

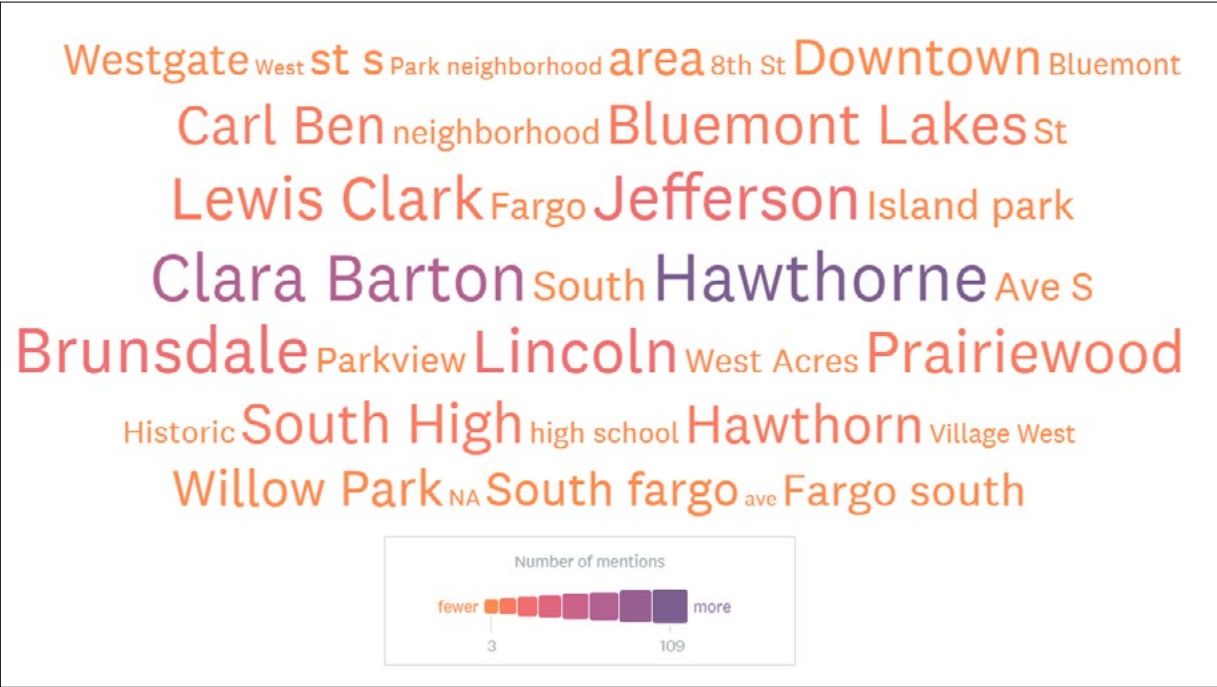
Top 5 responses shown here.

If you answered 58103 to the previous questions, which neighborhood do you live in?(leave blank if you answered differently)

Answered: 560   Skipped: 1,974



Top Neighborhoods represented from 58103 zip code



# Marketing/Outreach Stats

## Facebook survey post

- 18,000 people reached
- 60,000 Impressions
- 1,000 people engaged with the post (comments, likes and shares combined)
- 600 people clicked on the post to take the survey

## Facebook Public Input Meeting events

- 5,000 people reached
- 15,000 Impressions
- 90 people engaged with the event
- 60 people clicked on the event to view the information in it
- 63 responses to the August 17 public meeting through the Facebook event
- 32 responses to the August 19 public meeting through the Facebook event

## Emails

- August 24 - sent to all pool pass holders
  - 22% open rate
  - 12% click rate to the survey
  - Sent to 1,100 people
- August 16 - public meetings & survey news release
  - 37 % open rate
  - Sent to news media
- August 10 - email to all Fargo Park District email subscribers
  - 25% open rate
  - 15% click rate to the survey
  - Sent to 24,000 people

## August 10 - survey & public meetings news release

- 33% open rate
- Sent to news media

## News coverage

- WDAY
- KVLV
- KVRR
- KFGO
- Forum

## Out of Home

- 20 Yard signs placed at all Fargo Public Pools

# Public Meetings Comments



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## **Project No. 21-025**

Subject: Public Input Meeting I – Island Park Pool Renovations Public Input

Date: August 17, 2021

24-26 guests in attendance  
6 Guests attended via Zoom

*The following represents our understanding of issues discussed and decisions reached. Please review for accuracy and notify this office of any modifications. Items are in no specific order. Notes taken in order of how they were discussed.*

### *Opening Dave statement/Introduction:*

- Current input from all Fargo neighborhoods. Additional input, to reach more residents of Fargo and Downtown Neighborhoods.
- Status of the pools current issues delivered to community.
- Discussion of process of RFQ and RFP for the next phases.

### *Slide Show Review:*

- Looking at the past to what is the current Island Park Pool
- Doug reviewing features surveyed for pools.
- Doug reviewing Option 1
- Tony discussing the incorporation of the façade, and where the existing pool house would be moving to.
- Doug reviewing Option 2
- Doug reviewing Option 3
- Doug reviewing Option 4
- Tony reviewing how the park sits on the existing site
- Doug – spectator seating removal

### *Q&A: (Each bullet point is a different commentator; Key points have been included)*

- How does this pool tie in? Can bathhouse be a 4-season facility? Make the whole pool fit into park (aesthetics).
- Adding recreational amenities, what does that do to the residents or impact on the park itself. Minimal impact is the hope.

*Response: Capacity would be 1100-1200, not getting much bigger offering various amenities.*

- Concern staying in original footprint –

- Document of park being gifted to the city of Fargo, resident requested access to this.

*Response: Plat says park purposes solely. Making that available to public. To E-mail with request of document.*

- Original survey was “flawed”. Island Park Pool “is for swimming”

*Response: This is a family aquatic center oriented towards families*

- Use a water park in the community – just not Island Park. Consider water park elsewhere and keep Island Park just a Pool.
- Resident moved to Fargo “because of Island Park Pool. You’ll be destroying history when renovating this pool.” Maintain something of this pool – the 70s.
- Island Park is Fargo’s “first park” – historic. Maintaining a traditional park is important; replacing the existing pool is acceptable, visual appearance would have some historic look. Tie into existing. Do not expand structure. Maintain the existing grass covered area
- Island Park Pool is “different, there is no slides. It’s a pool, with a baby pool.” It’s unique to this town and area. Wants to keep that idea in mind. This doesn’t want to be the Davies, South, and North. 50 meter pool that can be a competition pool. In the new design be careful of trees that shed. Keep it simple.
- Amenities for the Pool House?

*Response Tony: Concession Area (larger), Option of offering it to the park as well. Life Guard areas, Family Changing Rooms set up Versus Mens and Womens separation, and provide a more inclusive design.*

- Better to keep the existing pool direction?
- *Response Doug: Running N&S is more challenging to have enough space (Option 4).*
- Cross Country skiing facility in winter options.
- Keep it simple and have the historic facility. Missing the original pool over this current pool. Big concern is a pool house. Keep in character of the existing pool house. Concerned of overdoing slides and recreational facilities.

*Response Tony: Test fit to the site, Keeping some of the iconic surfaces.*

- Historic preservation – honor the park, not drop an “amusement” park type facility into this serene park. Parking lot is currently full on a Tuesday night how are they going to address that. Current pool house is a little scary. Honor spirit of the park.
- Make sure to get the opinions of neighbors. Special characteristics maintained; Historic neighborhood and park. Using the lazy river to work with park aesthetic, along with the pool house. Preliminary ground level views rather than birds eye, difficulty seeing how this will look/fit in to the current park. Utilizing perennial plantings complimenting natural elements. Sauna. Bathroom access all year round.
- Slides, “tacky water park colors” – make it look more natural, appropriate for the area.. Doesn’t fit image of island park, so many things going on all at one time. Current Park lacks an area to use the restroom from the park side. Couldn’t understand how it related to the rest of the park, how it fit in. Keep it simple and historic.
- Question on how we would define “User” needs.



*Response Doug: What's popular with today's consumer, input from the community as well as country. What appeals to today's user, from toddlers to senior citizens and everything in between. Making sure what we heard from the community would fit into the existing space. Next effort will be in the specifics of the design. How you embellish it makes it uniquely Fargo, things like the importance of keeping arcade wall. Also, waterslides don't have to be primary colors.*

- Historic connection. Surveys that were leading questions "do you want this or this" not questions like "What does the community want to see, what does the community need". Not just social media outreach; Include historic photos in surveys, "How often do you use the pool?", "Would you recommend it to your neighbors?".
- Lazy river is great for the older community to use it for their exercise.
- Neighborhood Associations would like a consensus/outreach for directly to the associations that touch the park, to know that they would be heard from.

*Response: This was done.*

- Keeping the park historic and simple – put a dive pit at Davies. Place for public seating feeling with removing that they're excluding the public.

*Response Doug: community input dictated our current study eliminating.*

- Board Comment: Parking study will go to the City, Future Master Planning for the Park will be happening in conjunction.
- Keep a 50 meter pool. Original pool in 1937 "art deco look" would be nice.
- Families are not allowed on deck during a swimming competition, concern about eliminating seating.

*Response Tony: Showing on plan where seating would be for families during competition.*

- Be careful about going overboard with parking. Autonomous buses that go to other parking structures.

*Response Tony: City has mandates for the amount of parking required for facilities like this.*

- Length of the construction?

*Response: Covid, Material lead time impact, Worker Shortage, all a construction impact. Would like to keep it to one pool season. Checking all options.*

Report by  
Zerr Berg Architects



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**Project No. 21-025**

Subject: Public Input Meeting 2 – Island Park Pool Renovations Public Input

Date: August 19, 2021

13-15 guests in attendance  
11 guests attended via Zoom

*The following represents our understanding of issues discussed and decisions reached. Please review for accuracy and notify this office of any modifications. Items are in no specific order. Notes taken in order of how they were discussed.*

*Opening Dave L. Statement/Introduction:*

- History of Island Park Pool and the need for renovations. Find out what the public wants, next phase.
- Explanation of master planning process, and feedback from Tuesday's meeting.

*Slide Show Review:*

- Tony Review of Slides
- Slide Option 1
- Question (Dawn – Board Vice Pres.): Size of Observation Deck?
- Adequate for party, or Gator Parents.
- Question (Lorrie - Clara Barton): Why the removal of a separate diving well?
- Response Doug: Separate Mechanical System, as a result doubling up on costs. Incorporating it into the pool is a better use of the pool as well.
- Comment/Consideration (Ann - Horace Mann)– Not a lot of active diving outside of the HS system, limited options. It is a major change, would like keeping things closer overall to what they have currently. From a safety perspective, keeping diving separate.
- Comment (Guest): Taking out Harry Holand and replaced it with a water park was a mistake it should have stayed a small park. Park board should be about parks not providing rich people with entertainment.
- Comment (Guest): Putting diving boards in the same pool limits lap swimming time.
- Comment (Guest): What do we mean by Maximum vs. Sensible?
- Response Tony: Maximum is code; Sensible is more realistic average day to day usage.

- Response Dave K: Max capacity is what they work with Cass County Health Inspector and there is a ratio. Redcross recommends 50-60 people per life guard.
- Comment (Dave K. in response to Dive Well): Most high schools have well as a part of the pool. Currently schedule Lap Swim before/after.
- Comment: Create a Bulk Head?
- Dave K: Issues that come with an outdoor pool in our current environment.
- Slide Option 2
- Slide Option 3
- Slide Option 4
- Slide Overlay on existing site.

*Q&A: (Each bullet point is a different commentator; Key points have been included)*

Andrea Nelson – Clara Barton Neighborhood:

- What is the overall long term plan?
- What can it be in the future?
- How can you create a master plan in conjunction with the pool?

*Response (Dave L): if we run it parallel, they can study the location of the pool in the first couple of weeks.*

- Pool is utilized by the whole neighborhood, include bike parking.
- Cart is before horse on this project.

*Response (Dave L): Feedback on how this could possibly work in conjunction in an expediated time frame. i.e. Vet location of pool first; Work through design and master planning, bid it over winter time start construction in spring. Month work of demo.*

- Think through the long-term design of the park, long term benefit to the park.
- Yunker Farm?

*Response (Dave L): Working on it now, it hasn't started.*

Lorrie Sheil – Clara Barton Neighborhood:

- Has a personally connection with Island Park, wants to keep historic values.
- With Davies, how much has it attracted people as a destination? IF island park changes, how will they combat with pools that have been subjected to cutting back on programs?

*Response (Dave K): Even if we go with all features, we would still be at the same capacity. First year will be busy, with history of the other pools in the area it will go down.*

Comment (Dawn): Discussion about these points, do we want to create a regional draw. Conclusion is no. We don't need the congestion, there isn't parking. From her perspective it is a neighborhood park. The idea of attracting 50K people per year, is ludicrous. Aim should fit the demographics of park.

- *Comment (Dave L): Doesn't go to extent of a regional park.*
- Comment (Dawn): Types of activity or specific draw that the pool will be utilized to benefit the neighborhood.
- Comment (Andrea): How it goes into the master plan to allow the neighborhood a choice and grandchildren to enjoy it in another 20 years

Ann:

- Support masterplan and support it being in conjunction, slow down the pool to take a larger look at the pool. The level of investment is enormous, if we are looking at that level, the decision should serve the community in the long term. I.e Bike parking, making sure how the sidewalks are integrating into the pool with the neighborhood and park.
- Support the pool changing to family rooms.
- People do want to have input, and to reach out to Clara Barton neighborhood especially.
- Admission costs staying low. Allowing parents who are not swimming to watch without paying a fee.
- Encourage local artists to engage with this project.

*Response (Dave L): this is a recreational leisure pool, offer it at park district prices.*

- Response (Vicki): Plan the park and include the pool as part of the plan. Pool could die tomorrow due to mechanical issues, and what happens if they sit back to take a year to plan. Are they willing to let the pool sit down for a year due to the differed maintenance of the pool, or would we rather build a new pool?
- Andrea's Response: wait one year to get it right.
- Ann's Response: Waiting a year causes pause, on the flip side making sure it works the with the structure and timing of the master plan, is the priority piece. Could things decided upon later and add it in?

Dave K delivers status of the Pool:

- 15 years ago they put in a replacement liner, every year they have cast iron pipes that break and they find chunks of cast iron in the pits every year. 3 years ago the dive well water dropped five feet. Now they are well beyond life of the pool, they are beyond borrowed time.
- Comment (Joe): We are lucky every year, it's not free every year to keep it "livable".
- Comment (Dave K): Life span would have been 30 years. Minimal maintenance costs us around 6 figures replacing parts, not including a water and chemicals.
- Comment Tony (In regards to the idea of expansion): is difficult because the amount of pipes is unknown going to features, its not as simple. Equipment has to be planned up front.

Marsha – Hawthorne Neighborhood:

- Historic Park that has added amenity of a pool, not vise versa. The park itself needs to be designed correctly, landing on the side of waiting a year. Regional park vs Neighborhood Park, it's a regional park during events, park cant support that on a regular basis which may come with adding more features.
- Maintaining sidewalks around pool.

Nate - Treasure of Hawthorne neighborhood association:

- Taking a little more time to doing things right the first time. Understands risk, appreciates cost. If the next one built is in 45 years, we should take our time.

- On board with a water slide
- If you don't consider this in the context of the masterplan. Example: Main Street updates was heavily vetted and changed it to what it is now.

Heather - Hawthorne Neighborhood:

- Option 1 preferred, not interested in drawing 50K people. Could benefit from waiting a year to go around the masterplan.

Comment (Dawn):

- What do you want to see? If you asked her teenager; the diving boards, everyone has what is important to them. If they live near it's even more important. Want to know what people want to make of the park. Think about the future and who its for.

Report by  
Zerr Berg Architects

# Summary of Findings

Island Park Pool is a treasured feature of Island Park, as well as the downtown community. As part of a regional park, this pool serves not only the neighborhoods immediately surrounding it, but the entire F/M area. The unique features offered with the 50 meter lap pool and diving boards make it a destination amongst the other public pools in the area. The rich history of swimming at Island Park also serves as a guideline on how the pool can maintain its historical importance while ensuring the new facility will continue to serve the community for the next 50 years.

Analysis of the survey and meeting notes shows a strong similarity to the results from Phase I of this project. Support to move Island Park Pool into the future while maintaining the historic integrity of the pool were key themes found throughout the input process. Repeating themes of importance were:

- Maintain history of Island Park Pool
- Keep 50 M pool for Lap Swimming and long-course competitions as this is the only facility offering this in the area
- Add features that enhance a family-friendly atmosphere and serve all ages and abilities of users

Through the public input received in Phase II, the following concerns have been identified as important areas to address when designing the new facility:

- Noise Levels - If additional features are added to the pool, there is a concern of increased noise levels in both the park and the adjoining neighborhoods. This will be addressed by maintaining the current maximum levels of occupancy, which all four presented design concepts currently include.
- Waterslide Visibility - Adding tall features like waterslides may negatively impact the visual appeal of Island Park. This can be addressed by the design of the waterslide features in a variety of ways. The two most impactful ways to decrease the visual disruption of waterslides using a neutral color for the slides instead of the bright, primary colors often seen, and by utilizing features of the existing north facade of the pool to tuck the slides into that area that is already the highest point at the pool.
- Parking - If features are added that make the pool a greater draw for users from further away, the current parking situation will not support the need for additional parking. This will again be addressed by maintaining the current maximum levels of occupancy for the pool. A parking assessment should be completed to quantify parking needs and requirements.

2,534 respondents took the online survey

Approx. 60 people attended the Open House meetings (in-person and virtually)

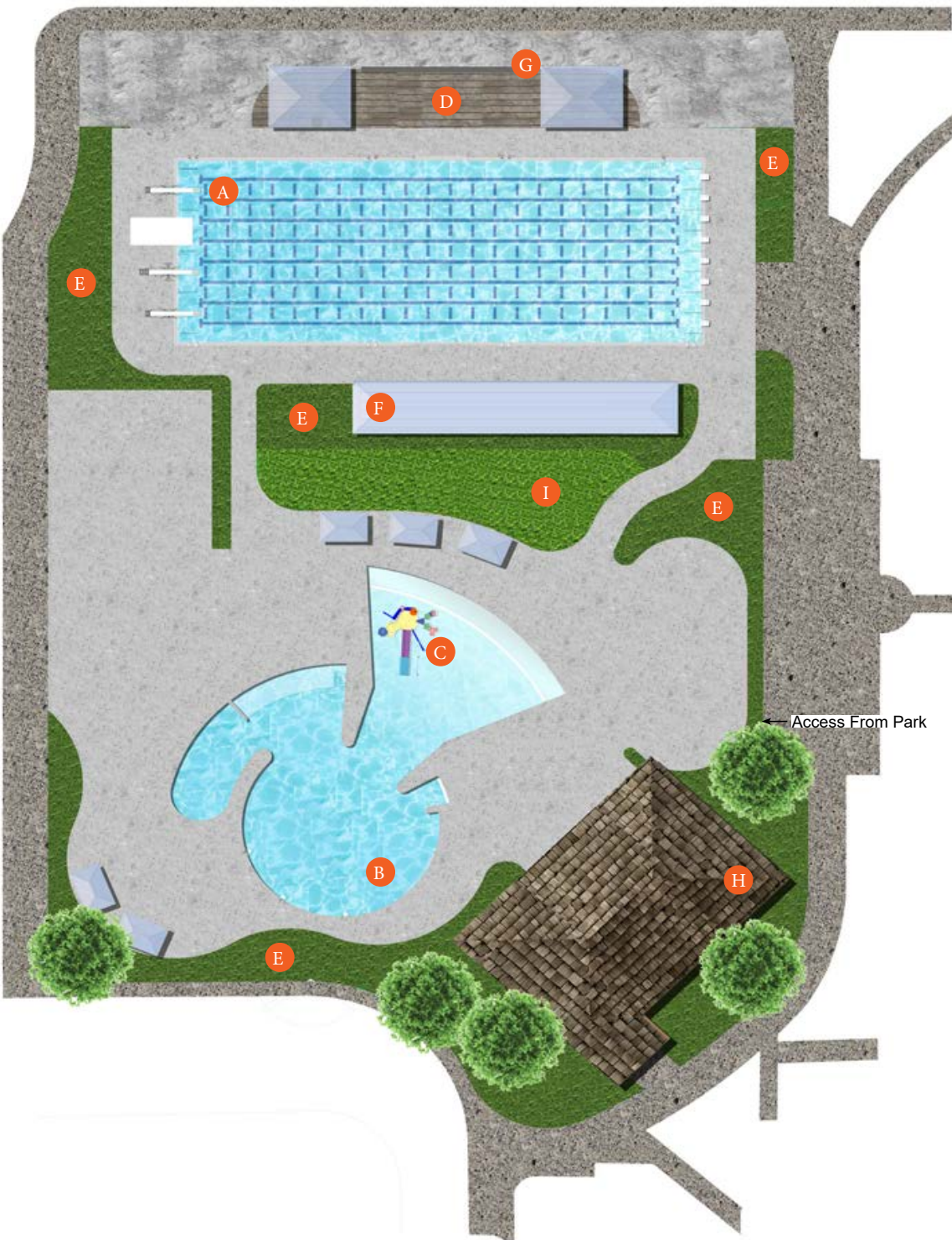






# Appendix

Concept Designs (from Phase I)  
Kickoff Meeting Agenda  
Communication Plan  
Marketing Graphics  
Communication Content  
Community Meeting Presentation



### Legend

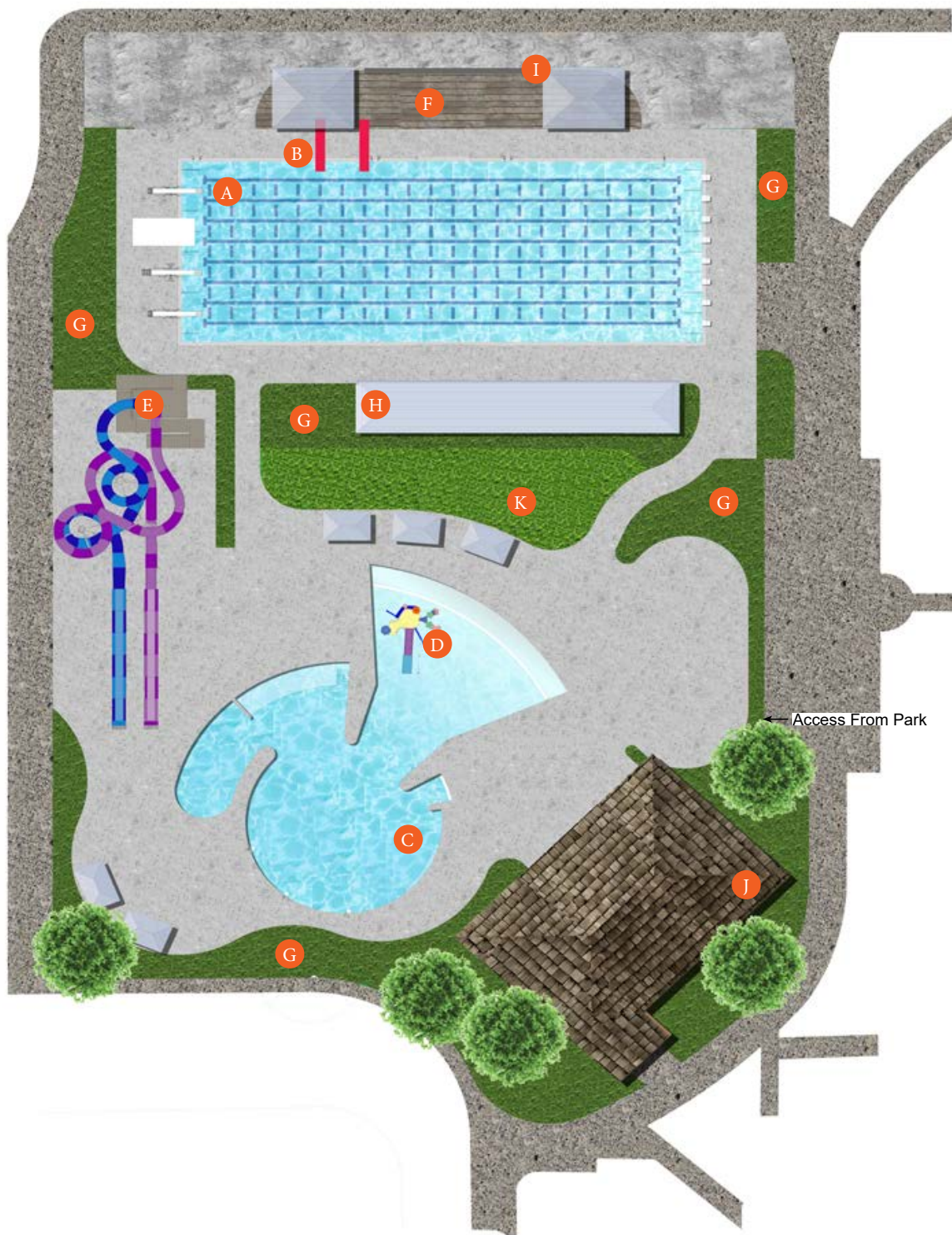
- |                               |                            |                      |
|-------------------------------|----------------------------|----------------------|
| <b>A</b> 50M Competition Pool | <b>D</b> Observation Deck  | <b>G</b> Video Board |
| <b>B</b> Leisure Pool         | <b>E</b> Landscape         | <b>H</b> Bath House  |
| <b>C</b> Play Structure       | <b>F</b> Spectator Seating | <b>I</b> Lounge Area |



FARGO, ND | ISLAND PARK POOL  
Concept 1

April 05, 2021





### Legend

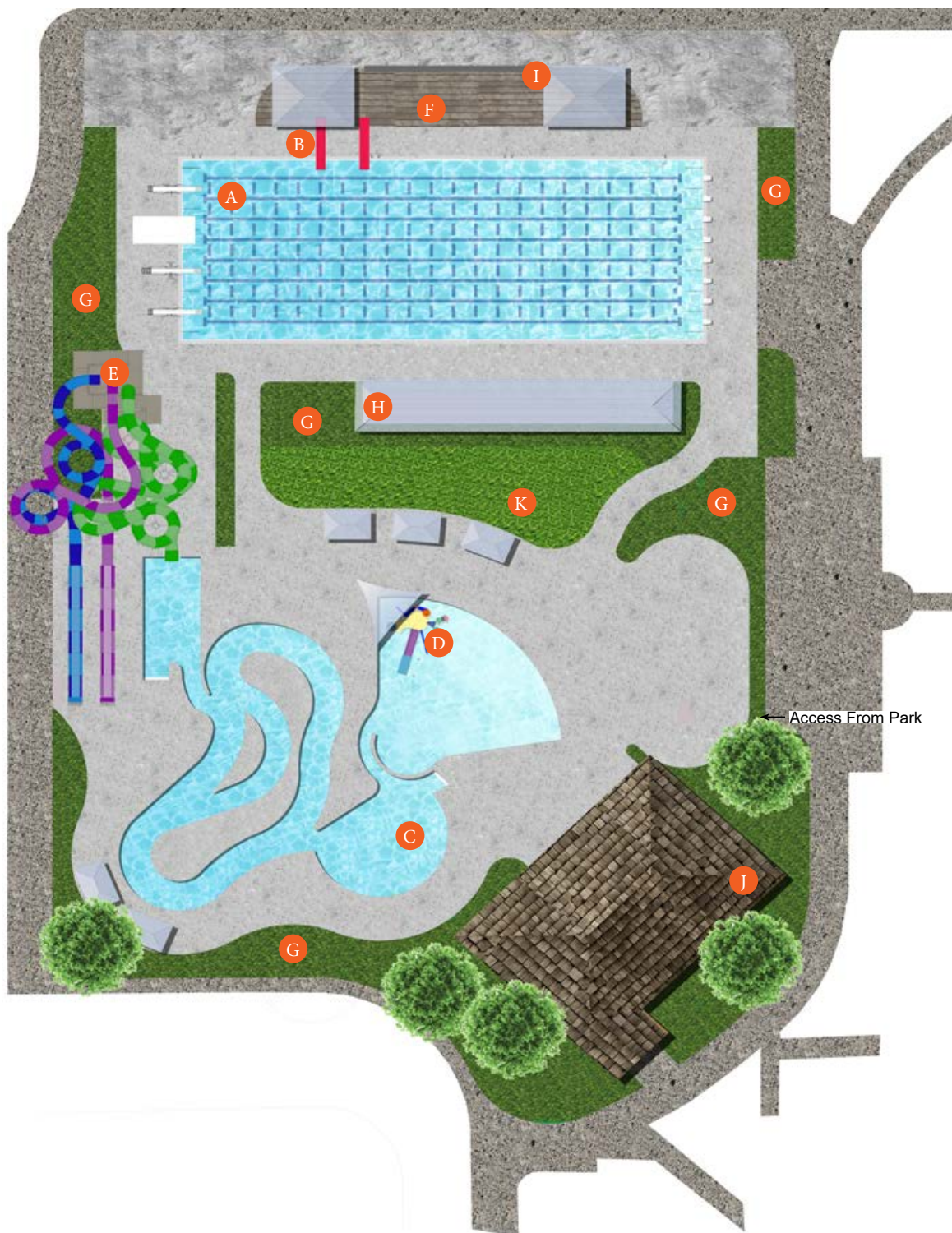
- |                               |                           |                            |                      |
|-------------------------------|---------------------------|----------------------------|----------------------|
| <b>A</b> 50M Competition Pool | <b>D</b> Play Structure   | <b>G</b> Landscape         | <b>J</b> Bath House  |
| <b>B</b> Drop Slides          | <b>E</b> Slide Complex    | <b>H</b> Spectator Seating | <b>K</b> Lounge Area |
| <b>C</b> Leisure Pool         | <b>F</b> Observation Deck | <b>I</b> Video Board       |                      |



FARGO, ND | ISLAND PARK POOL  
Concept 2

March 24, 2021



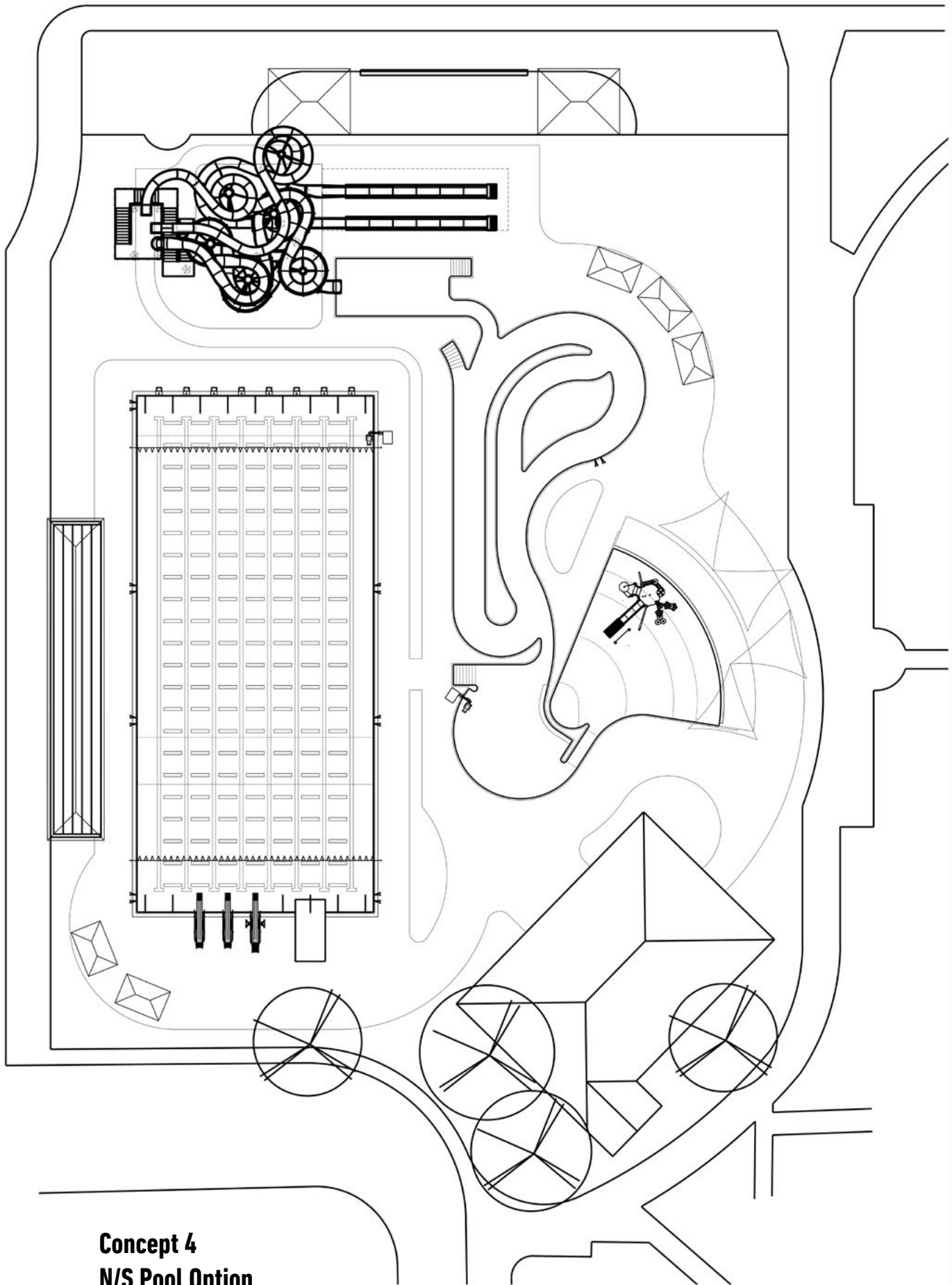


### Legend

- |                               |                           |                            |                      |
|-------------------------------|---------------------------|----------------------------|----------------------|
| <b>A</b> 50M Competition Pool | <b>D</b> Play Structure   | <b>G</b> Landscape         | <b>J</b> Bath House  |
| <b>B</b> Drop Slides          | <b>E</b> Slide Complex    | <b>H</b> Spectator Seating | <b>K</b> Lounge Area |
| <b>C</b> Leisure Pool         | <b>F</b> Observation Deck | <b>I</b> Video Board       |                      |



FARGO, ND | ISLAND PARK POOL  
Concept 3  
March 24, 2021



**Concept 4**  
**N/S Pool Option**



510 4TH AVENUE NORTH  
FARGO, ND 58102  
701.280.0187  
ZERRBERGARCHITECTS.COM

July 23, 2021

Island Park Pool Public Input  
Fargo, ND

ZBA Project No: 21-025

Re: Meeting Agenda

### **1. Marketing/General**

- Identify Stakeholder groups
- Calendar/timeline for website, surveys, meetings
  - Support through website, social and PR/news
  - Coordinate who will produce graphics/handouts
- Identify internal groups/committees for action items

### **2. Survey**

- What was done for Phase 1
  - What questions were used in the past survey
  - Who was it sent to/who filled it out?
  - Will these same people be targeted for Phase II, or a completely “new group”?
  - Past survey results
- Questions for new survey
- Methods for distributing survey - FPD website, social sites, Chamber, news outlets, direct mailings, flyers at pool, mail/email pool membership holders

### **3. Custom Website**

Select URL:

- IslandParkPool.com
- BuildIslandParkPool.com
- IslandParkSwim.com
- FargoParkInput.com

Content for website

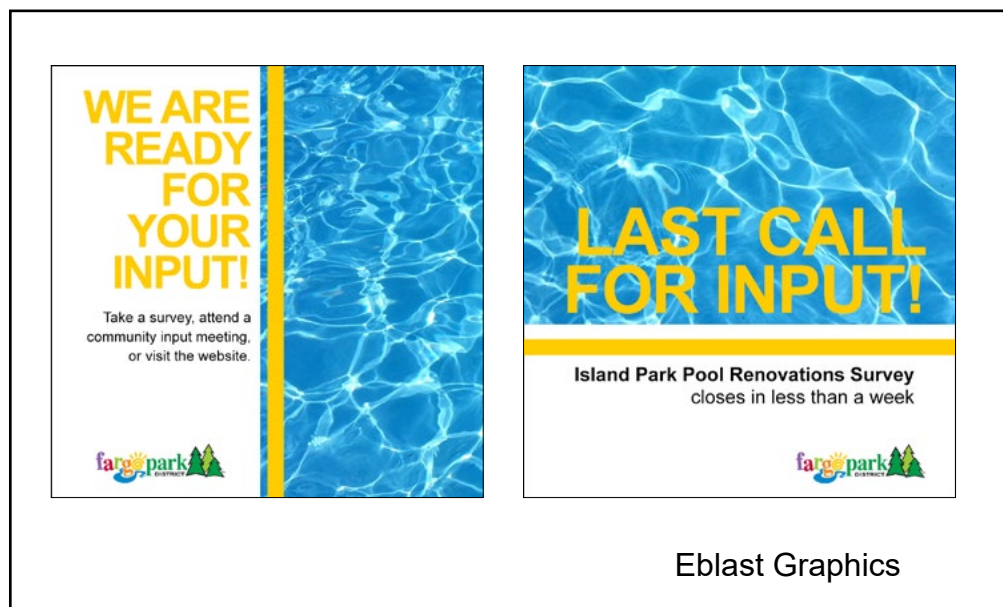
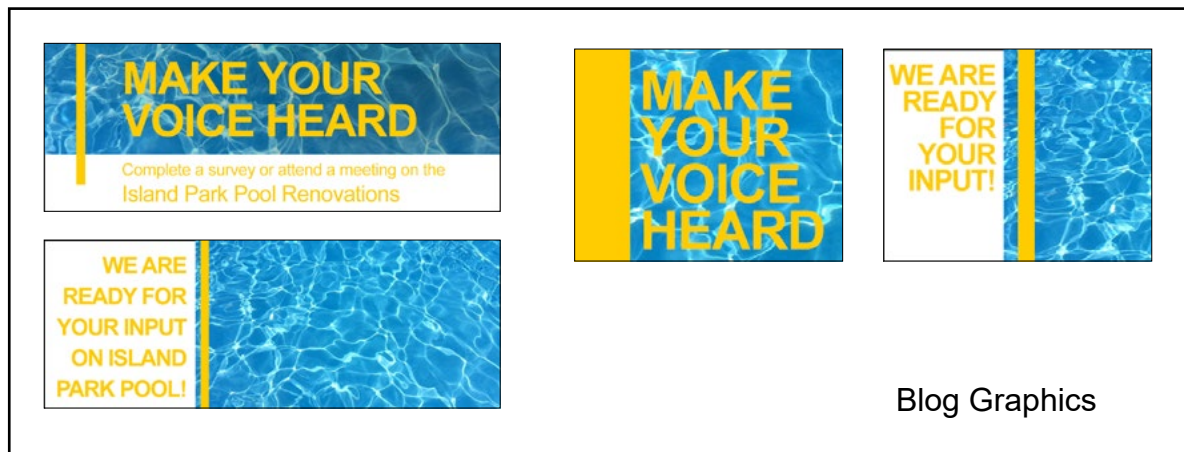
- Drawings
- Link to survey
- Past survey results
- Information on public input meetings
  - Recording of meetings

## Communications Channels & Deadlines for Island Park Pool Public Feedback

\*Assumes survey opens week of August 9 & Public Meetings held the week of August 16, 2021

Content Deadline	Post Date	Channel	Content Needed	Graphic Dimensions	Notes
8/2/2021	8/3/2021	Mention in regular monthly e-newsletter to full subscriber list	75 word or less description & link to content	Eblast graphic: 1080x1080 px	Able to include Zoom meeting link, project site link and/or survey link as available focused on announcing IslandParkPool.com, new survey & public open house
8/6/2021	8/9/2021	News release	News release		
8/6/2021	8/9/2021	Blog post on FargoParks.com	500 word or less description OR repurpose newsletter 2 - graphics for our website 100 word or less description including time & location with Zoom meeting information	Website preview graphic: 335x265 px Website blog article graphic: 1140x420 px	focused on open house dates & survey announcement
8/6/2021	8/9/2021	Public Open House Facebook events on Fargo Parks page	1 - graphic 100 word or less description including time & location with Zoom meeting information	Facebook Event Cover Photo: 1920x1080 px	
8/6/2021	8/9/2021	Public Open House events on FargoParks.com event calendar		Website event page graphic: 1920x1080 px	
8/6/2021	8/9/2021	Facebook Post	3 - 100 word or less descriptions 1 - graphic	Social media graphic: 940x788 px	multiple post dates- 1 each week until public meeting plan to boost survey specific post Run ads until pools/survey close Messaging focus: push to IslandParkPool.com
8/2/2021	8/9/2021	Neptune Radio ads at all pools & Broadway Square	15 second script (100 words or less)		
8/5/2021	8/10/2021	Eblast to full Fargo Parks subscriber list (24,331 subscribers)	150-200 words reminder email with survey close date & survey link	Eblast graphic: 1080x1080 px	Messaging focus: Survey is live- public meeting dates
8/5/2021	8/10/2021	Fargo Downtown Neighborhood Association Meeting/Email Update			Date is actual monthly meeting. E-update would be from neighborhood association to members
8/5/2021	8/10/2021	Hawthorne Neighborhood Association Meeting/Email Update			E-update would be from neighborhood association to members
8/5/2021	8/10/2021	Twitter	2 - 100 word or less descriptions 1 - graphic	Social media graphic: 1600x900 px	multiple tweet dates - the week before and week of public meeting
8/5/2021	8/10/2021	LinkedIn	2 - 100 word or less descriptions 1 - graphic	Social media graphic: 1200x1200 px	multiple post dates - the week before and week of public meeting
8/5/2021	8/10/2021	Instagram Story	1-3 - graphics explaining what's going on	Social media graphic: 1080x1920 px	focused on survey being live and sharing open house dates
8/10/2021	8/16/2021	News release	News release		focused on public open house coverage with survey reminder
8/10/2021	8/16/2021	Blog post on FargoParks.com	500 word or less description* OR repurpose newsletter	Website preview graphic: 335x265 px Website blog article graphic: 1140x420 px	
8/10/2021	8/16/2021	Survey Link on FargoParks.com weblider	survey link	Website slider graphic: 1920x800 px	
8/17/2021	8/24/2021	Targeted follow up eblast to pool pass & punch card list	150-200 words reminder email with survey close date & survey link	Eblast graphic: 1080x1080 px	Messaging focus: Did you miss the meeting- survey is live until date
8/17/2021	8/24/2021	Targeted follow up eblast to neighborhood association list	150-200 words reminder email with survey close date & survey link	Eblast graphic: 1080x1080 px	Messaging focus: Did you miss the meeting- survey is live until date
9/1/2021	9/7/2021	Presentation			
		Signage at Madison, Roger G Gress and South pools	survey link (Fargo Parks can provide QR code) & sign graphic	Yard Signs with H-posts	Last day pools are open is August 15
		Signage at Davies Pool	survey link (Fargo Parks can provide QR code) & sign graphic	Yard Signs with H-posts	Last day pool is open is August 29
		Exterior Signage at Island Park Pool	survey link (Fargo Parks can provide QR code) & sign graphic	Yard Signs with H-posts	Pool open through August 22; Island Park Show August 28-29







Facebook Graphics



Twitter Graphic



Website Slider Graphic



LinkedIn Graphic

## NEWS RELEASE COPY

### FARGO PARK DISTRICT SEEKING ADDITIONAL INPUT ON FUTURE OF ISLAND PARK POOL

(FARGO, ND, August 8 2021) – Fargo Park District has launched Phase II of the Master Plan for renovations at Island Park Pool in downtown Fargo, ND and is looking for additional input on the future of the pool from the community and project stakeholders. Phase II of the plan includes various opportunities for public input including an online survey and public meetings. IslandParkPool.com was launched earlier this month to serve as both a repository for information on the project, as well as housing a survey for the public to take to give their input and ideas.

Two public meetings have been scheduled for community input and discussion on Tuesday, August 17, 6:30-8:00 pm and Thursday, August 19, 11:30 am-1:00 pm. Both meetings will take place at the Fargo Park District Office Boardroom located at 701 Main Ave. Fargo, ND 58103. The meetings will be run by representative from Fargo Park District, Zerr Berg Architects, and Water Technology, Inc. The online survey is live and available on IslandParkPool.com and may be taken at any time.

A centrally located summer fixture, the Island Park Pool has served the community in its current design since 1977. As the pool and fixtures are nearing the end of their lifespan, the Parks District is looking to update the facility in order to continue to serve the community through recreation, leisure and athletics. Programmatic elements currently being considered include a 50 M pool replacement, Zero Depth Entry pool, slide features, and lazy river.

*No graphics*

## BLOG POST COPY

Use newsletter content

*IPP Phase II Blog graphic.jpg*

*IPP Phase II Blog header.jpg*

## FACEBOOK OPEN HOUSE EVENT

Fargo Park District is hosting two Open House Meetings for public input and discussion for the renovation of Island Park Pool. Join us along with Zerr Berg Architects and Water Technologies, Inc. to learn more about design concepts, programmatic considerations, and time for Q&A and open discussion. Meetings are at the Fargo Park District Office located at 701 Main Ave. Fargo and can be attended in-person or virtually through Zoom and will take place [Tuesday, August 17, 6:30-8:00 pm](#) and [Thursday, August 19, 11:30 am-1:00 pm](#).

*IPP Phase II Meeting Event graphic.jpg*

## PUBLIC OPEN HOUSE EVENTS ON FARGOPARKS.COM EVENT CALENDAR

We are hosting two Open House Meetings for public input and discussion for the renovation of Island Park Pool. Join us along with Zerr Berg Architects and Water Technologies, Inc. to learn more about design concepts, programmatic considerations, and time for Q&A and open discussion. Meetings will take place [Tuesday, August 17, 6:30-8:00 pm](#) and [Thursday, August 19, 11:30 am-1:00 pm](#) and can be attended in-person at the Fargo Park District Office located at 701 Main Ave. Fargo or virtually through Zoom.

*IPP Phase II Meeting Event graphic.jpg*

## FACEBOOK POSTS

*Before:* Save the date! We're hosting two Open House Meetings for the public to come and discuss their ideas and get their questions answered on the renovation project at Island Park Pool. Get up to speed on the project by visiting [IslandParkPool.com](http://IslandParkPool.com).

*IPP Phase II FB graphic.jpg*

*Survey Post:* We're looking for YOUR input on the renovations at Island Park Pool! Fill out our survey to tell us what is important to you. <https://www.surveymonkey.com/r/LS98QMY>

*IPP Phase II FB graphic 2.jpg*

*Day of:* Open House Meeting today/tonight! Join us today/this evening to discuss the renovations of Island Park Pool. We'll have representatives from Zerr Berg Architects and Water Technologies Inc. with us to walk through concept designs and answer questions. Can't join us in person? We'd love to have you join virtually through Zoom!

*IPP Phase II FB graphic.jpg*

## NEPTUNE RADIO ADS

Island Park has been called the Central Park of Fargo and one of the anchor attractions, the Island Park Pool, is about to undergo major renovations. We want to know what YOU want Island Park Pool to look like in the future...competition pool, diving boards, maybe a lazy river? Go to [IslandParkPool.com](http://IslandParkPool.com) to give your input, see concept designs and more. Visit [IslandParkPool.com](http://IslandParkPool.com) today!

*No graphics*

## 8/10 E-BLAST

Fargo Park District has jumped in the deep end for the Island Park Pool Renovations planning and we're looking for more community input. We created three easy ways you can participate:

### 1. Fill out our survey

The survey is live now at [IslandParkPool.com](http://IslandParkPool.com), or click [HERE](#) to go directly to the survey, and should take less than 10 minutes to complete. Share it with your neighbors too! The survey will be open until noon on Monday, August 30<sup>th</sup> so don't wait too long!

### 2. Attend an Open House Meeting

Want to get a little more involved? Join us for one of our Open House Meetings! We'll be hosting these meetings both in-person and through Zoom so you can join in whichever way works better for you. Meetings are [Tuesday, August 17, 6:30-8:00 pm](#) and [Thursday, August 19, 11:30 am-1:00 pm](#).

### 3. Visit [IslandParkPool.com](http://IslandParkPool.com)

*IPP Phase II Meeting Event graphic.jpg*



## **TWITTER**

We're ready for your input on the future of Island Park Pool. Community input survey is live at [IslandParkPool.com](http://IslandParkPool.com).

Join us this week for Open House Meetings on the future of Island Park Pool. Come in-person or join virtually through Zoom either Tuesday, August 17, 6:30-8:00 pm or Thursday, August 19, 11:30 am-1:00 pm. Details online at [IslandParkPool.com](http://IslandParkPool.com)

Have you given your input on the future of Island Park Pool yet? There is still time! Fill out the survey online at [IslandParkPool.com](http://IslandParkPool.com) before noon on August 30<sup>th</sup>.

### *Day Of*

Open House Meeting tonight! Bring your ideas for the Island Park Pool Renovations to the Fargo Park District Office or join us virtually through Zoom this evening at 6:30 pm/today at 11:30 am. Details online at [IslandParkPool.com](http://IslandParkPool.com). We look forward to connecting with you!

*IPP Phase II Twitter graphic.jpg*

## **LINKEDIN**

A staple in downtown Fargo is about to undergo an exciting transformation and we want the community to be a part of it! Island Park Pool has served the community in its current design since 1977 and the pool and fixtures are nearing the end of their lifespan. The Fargo Park District is looking to update the facility in order to continue to serve the community through recreation, leisure and athletics. Programmatic elements currently being considered include a 50 M pool replacement, Zero Depth Entry pool, slide features, and lazy river. We want to know what YOU want the future of Island Park Pool to look like. Check out [IslandParkPool.com](http://IslandParkPool.com) for all the details on this project. And while you are there, take the survey and tell us what you think!

We are hosting two Open House Meetings for public input and discussion regarding the renovation of Island Park Pool. Join us along with Zerr Berg Architects and Water Technologies, Inc. to learn more about design concepts, programmatic considerations, and time for Q&A and open discussion. Meetings will take place [Tuesday, August 17, 6:30-8:00 pm](#) and [Thursday, August 19, 11:30 am-1:00 pm](#) and can be attended in-person at the Fargo Park District Office located at 701 Main Ave. Fargo or virtually through Zoom. We look forward to hearing from you!

There's still time to give us your input on the Island Park Pool Renovations! The public input survey is open and available on [IslandParkPool.com](http://IslandParkPool.com) until Monday, August 30<sup>th</sup> at noon. Don't miss your chance to weigh in on the future of this downtown staple!

*IPP Phase II LinkedIn graphic.jpg*

## **INSTAGRAM**

*IPP Phase II Instagram Stories 1-4*

## **NEWS RELEASE for 8/16**

### **PUBLIC INPUT MEETINGS FOR FUTURE OF ISLAND PARK POOL TO BE HELD BY FARGO PARK DISTRICT**

(FARGO, ND, August 16 2021) – The Fargo Park District will hold two public input meetings to discuss the renovations of Island Park Pool in downtown Fargo, ND. The meetings are scheduled Tuesday, August 17 from 6:30-8:00 pm and Thursday, August 19 from 11:30 am-1:00 pm. Both meetings will take place at the Fargo Park District Office Boardroom located at 701 Main Ave. Fargo, ND 58103. The meetings will be run by representative from Fargo Park District, Zerr Berg Architects, and Water Technology, Inc. For those wanting to join remotely, virtual attendance information and links for the Zoom meetings can be found at [IslandParkPool.com](http://IslandParkPool.com).

In addition to the meetings, a public input survey is available at [IslandParkPool.com](http://IslandParkPool.com). The survey will be live until Monday, August 30<sup>th</sup> at noon. All community members and project stakeholders are encouraged to give their input through the survey.

A centrally located summer fixture, the Island Park Pool has served the community in its current design since 1977. As the pool and fixtures are nearing the end of their lifespan, the Parks District is looking to update the facility in order to continue to serve the community through recreation, leisure and athletics. Programmatic elements currently being considered include a 50 M pool replacement, Zero Depth Entry pool, slide features, and lazy river.

*No graphics*

## **BLOG POST for 8/16**

Island Park Pool is a staple in both downtown Fargo and the greater ecosystem of parks throughout our community. We have taken a great deal of care in the master planning of the facility and want to ensure we can serve as much of our community as possible. We're continuing to take input on this project through the end of August. There is still time to help shape the future of Island Park Pool through your input!

Two Open House meetings are scheduled for this week; Tuesday, August 17 from 6:30-8:00 pm and Thursday, August 19 from 11:30 am-1:00 pm. Meetings can be attended virtually through Zoom (link on [IslandParkPool.com](http://IslandParkPool.com)) or in-person at the Fargo Park District Office located at 701 Main Ave. Fargo, ND 58103. Representatives from Fargo Park District, Zerr Berg Architects, and Water Technologies Inc. will be present to answer questions, have discussions, and review current concept designs.

In addition to the input meetings, an online survey is available at [IslandParkPool.com](http://IslandParkPool.com) that will be open until Monday, August 30<sup>th</sup> at noon. The survey should take less than 10 minutes to complete and will ensure that your ideas are heard.

We look forward to hearing from you!

*IPP Phase II Blog header2.jpg*

*IPP Phase II Blog graphic2.jpg*

## **WEBSLIDER Graphic**

*IPP Phase II Webslider graphic.jpg*

### **EBLAST POOL USERS**

Hey pool lovers! Were you unable to attend the Public Input Meetings last week to discuss the future of Island Park Pool? You can still make your voice heard by filling out the survey at IslandParkPool.com – the survey makes it quick and easy to submit ideas for the future of the facility. Don't wait much longer though, you only have until noon on Monday, August 30<sup>th</sup> to complete the survey. Given that you are a user of the pool facilities, we want to ensure you have a voice in this! And if you want to watch what happened during the meetings last week, recordings are available online and can be found at IslandParkPool.com. Thanks for a great swim season this year!

*IPP Phase II eblast graphic\_2.jpg*

### **EBLAST NEIGHBORHOODS**

Were you unable to attend the Public Input Meetings last week to discuss the future of Island Park Pool? You can still make your voice heard by filling out the survey at IslandParkPool.com – the survey makes it quick and easy to submit ideas for the future of the facility. Don't wait much longer though, you only have until noon on Monday, August 30<sup>th</sup> to complete the survey. Get your ideas out there for us to hear! And if you want to watch what happened during the meetings last week, recordings are available online and can be found at IslandParkPool.com.

*IPP Phase II eblast graphic\_2.jpg*



# Island Park Pool Renovations

## Phase II Public Input

Open House Meeting  
Tuesday, August 17<sup>th</sup>  
6:30-8:00 pm



[Link to Phase II Survey](#)



## Agenda

Team Introductions  
History of Island Park Pool  
Current Design Concepts  
Q&A and Open Discussion



## Team Introductions



Fargo Park District



Zerr Berg Architects



Water Technology Inc.

## History of Swimming at Island Park



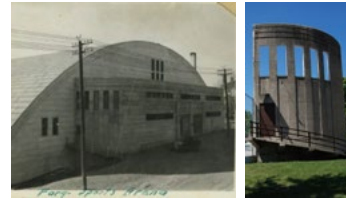
**Pre-Island Park Pool**  
- Common to swim in the Red River  
- Most popular location was at Island Park



Former Island Park Pool, ca. 1940

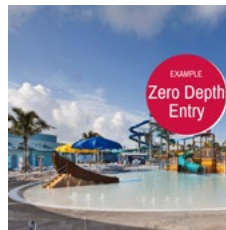


**Original Island Park Pool**  
- Built in 1939 under WPA  
- Located where tennis courts are at Island Park now



**Current Island Park Pool**  
- Built in 1977

## Examples of Pool Features



EXAMPLE  
Zero Depth Entry



EXAMPLE  
Splash Pad



EXAMPLE  
Lap Pool



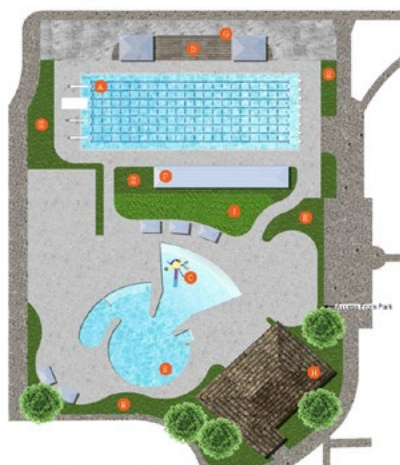
EXAMPLE  
Waterslide



EXAMPLE  
Lazy River



EXAMPLE  
Diving Boards



### Legend

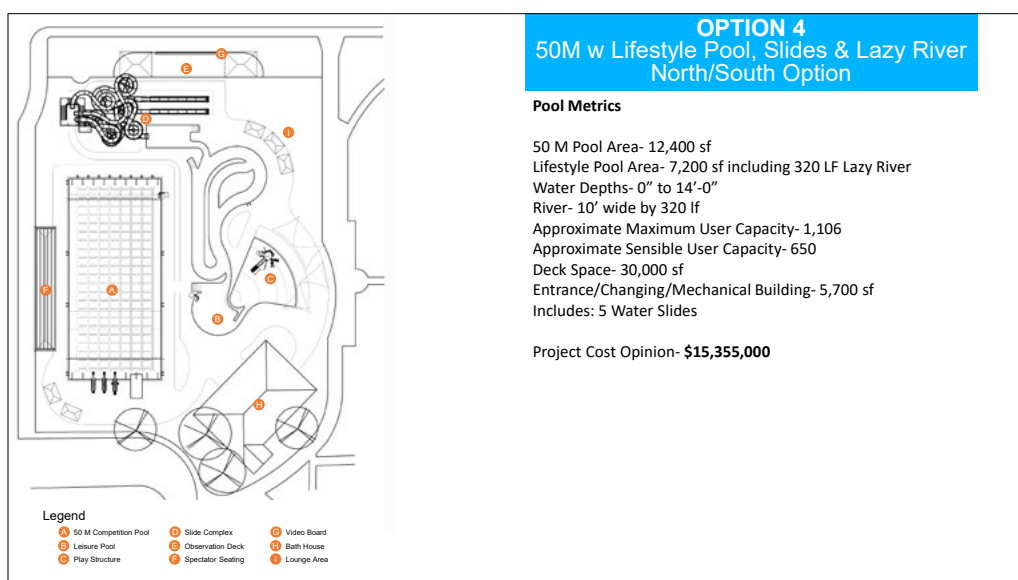
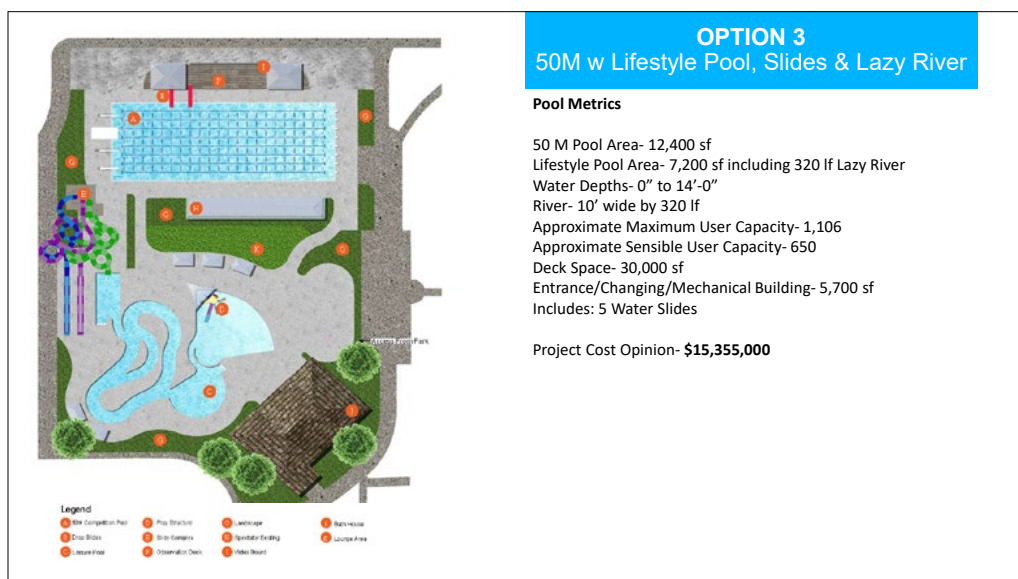
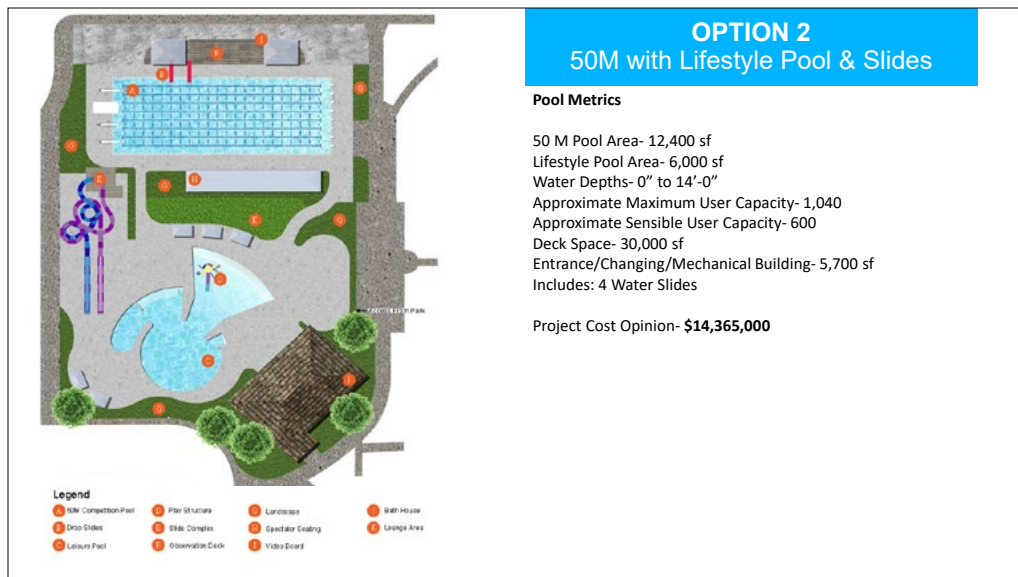
- 1 50M Competition Pool
- 2 Observation Deck
- 3 Video Board
- 4 Lounge Pool
- 5 Landscape
- 6 Entry Plaza
- 7 Plan Elevator
- 8 Spectator Seating
- 9 Lounge Area

## OPTION 1 50M with Lifestyle Pool

### Pool Metrics

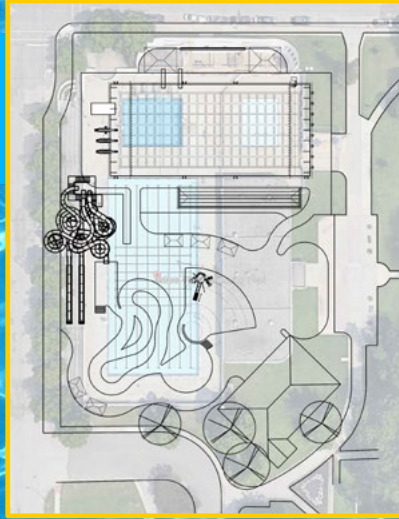
50 M Pool Area- 12,400 sf  
Lifestyle Pool Area- 6,000 sf  
Water Depths- 0" to 14'-0"  
Approximate Maximum User Capacity- 1,100  
Approximate Sensible User Capacity- 600  
Deck Space- 30,000 sf  
Entrance/Changing/Mechanical Building- 5,700 sf  
No Water Slides

Project Cost Opinion- **\$13,450,000**





## Existing Site Comparison



# Q&A

## OPEN DISCUSSION

# Thank You!

Please participate in the Phase II Survey  
by using the QR code below or going to  
[www.IslandParkPool.com](http://www.IslandParkPool.com)

