



The Voice for Aquatics in Jefferson County

Jefferson County Aquatic Recreation Survey

Preliminary Results

Diane McDade, Kathryn Meyer, Katelyn Bosley, MJ Metzger

Background

- Who is JAC?
 - A non-profit corporation, led by volunteers
 - Mission: *Provide proactive leadership & advocacy to sustain a thriving public aquatic facility that serves the needs of East Jefferson County now and in the future.*
- Previous efforts to build a new aquatic center
 - *Make Waves* 2007-11
 - Two YMCA-led initiatives 2013-16, 2018-20
 - Port Townsend *Healthier Together* Steering Committee 2022-23
 - Jefferson County *Healthier Together* Task Force 2024



20-Minute Drive-Time Population Analysis Proposed Aquatics Center Sites

Mountain View and Jefferson County Library



Proposed Aquatics Center Site



County Boundary

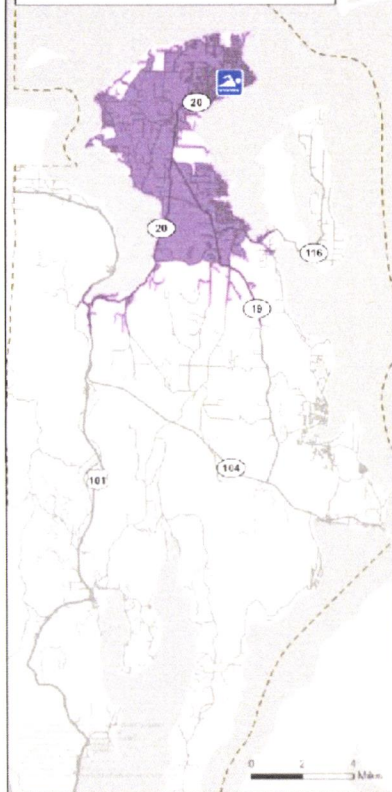


20 Minutes or Less Drive-Time to Site



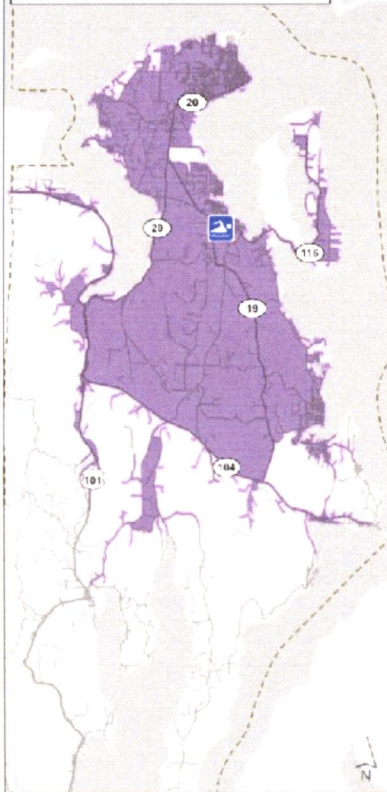
Port Townsend Mountain View Site

2020 Census Block Population
of Drive-Time Area = 20,886 total,
2,668 under 18 years old



Port Hadlock Library Site

2020 Census Block Population
of Drive-Time Area = 28,050 total,
3,397 under 18 years old



- Drive time analyses (completed by county) validated selection of mid-county location vs Port Townsend location.
- BOCC formally selected Port Hadlock site prior to survey launch.

Purpose and goal of survey

- Gain an understanding of **interest and current use** of aquatic facilities by JeffCo residents
 - Acquire **detailed** information about the potential use of a new aquatic recreation facility
 - Gauge community sentiment about **support** and public funding for a new pool
 - Learn **what services and amenities** are most important to JeffCo residents so a new facility can be customized to the wants and needs of our community
 - Gather information to support the work of a **Public Facilities District** (PFD)
 - Ensure that data and information obtained through the survey are **representative** of all citizens
- 

Outreach Efforts

- JAC formed a **team** to lead dedicated outreach efforts throughout the county
- **Multi-modal approach** included:
 - Public presentations
 - Newsletters (schools, organizations, HOA)
 - Rack cards
 - Community events
 - Newspaper articles and ads
- Provided a phone number for people without access to internet
- PUD Mailers
 - 12,806 households reached through JeffCo PUD
 - 1,150 households reached through Mason County PUD
- Survey was provided in English & Spanish

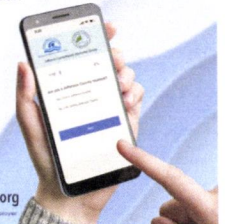
Your Thoughts, Please!

Jefferson County and partner JeffCo Aquatic Coalition (JAC) need your input to help shape the vision for a new aquatic center in the heart of our community. Your feedback is essential!

Please help by completing the 5-minute survey



Scan the QR code with the camera on your smart phone or tablet



This is a chance for you to help guide decisions and state your priorities—whether for a pool or other community benefits.

More info
jeffcoaquaticcoalition.org

Questions?
info@jeffcoaquaticcoalition.org

Public Utility District No. 1 of Jefferson County is an Equal Opportunity Employer and Employee

Methods

- Survey used Zoho Survey platform
- Open for 2 months, from **Feb 1 - March 31**
- Configured to maximize data quality
 - Limiting one submission per device
 - Captcha to ensure human submissions only
- Submissions only by adult (18+)
- Survey designed to be anonymous
 - Collect only IP address information
- Resident and non-resident survey
 - Resident portion only included in this analysis



Zoho
Survey



reCAPTCHA



GitHub



Methods

- Demographic questions were required
- Tracked submissions by geographic area and compared to 2020 census data
 - At survey mid-point, we targeted outreach efforts where needed
- QA/QC conducted to clean and prepare data for analysis
- Conducted a sentiment analysis on the write-in comments
 - Combination of qualitative categorization and AI summarization using chatGPT and yeschat.ai
- Analysis, data and outputs will be made publicly available on the JAC Github account.



Zoho
Survey



reCAPTCHA

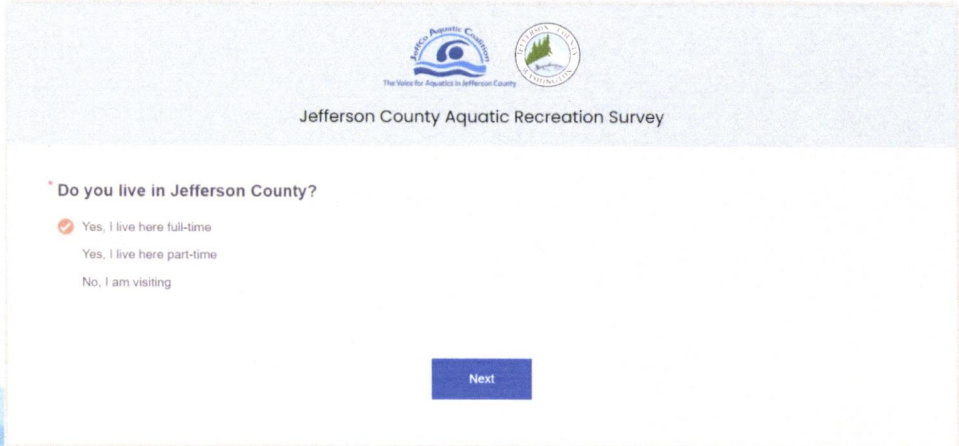


GitHub



Survey Responses - Overview

- Total **2951** submissions from full-time and part-time residents
- Received **1544** write-in comments
 - **52%** of respondents provided feedback on the project
- Median of **1** response per IP address
- **5,898 people** represented in the survey responses from all age groups
 - ~ 18% of population



The screenshot shows a survey interface for the "Jefferson County Aquatic Recreation Survey". At the top, there are two logos: "Jefferson County Aquatic Center" and "Jefferson County Recreation". Below the logos, the title "Jefferson County Aquatic Recreation Survey" is displayed. The main question is "Do you live in Jefferson County?". There are three radio button options: "Yes, I live here full-time" (which is selected), "Yes, I live here part-time", and "No, I am visiting". A blue "Next" button is located at the bottom right of the form.

Jefferson County Aquatic Center
The Value for Aquatics in Jefferson County

Jefferson County Recreation

Jefferson County Aquatic Recreation Survey

* Do you live in Jefferson County?

☒ Yes, I live here full-time

☐ Yes, I live here part-time

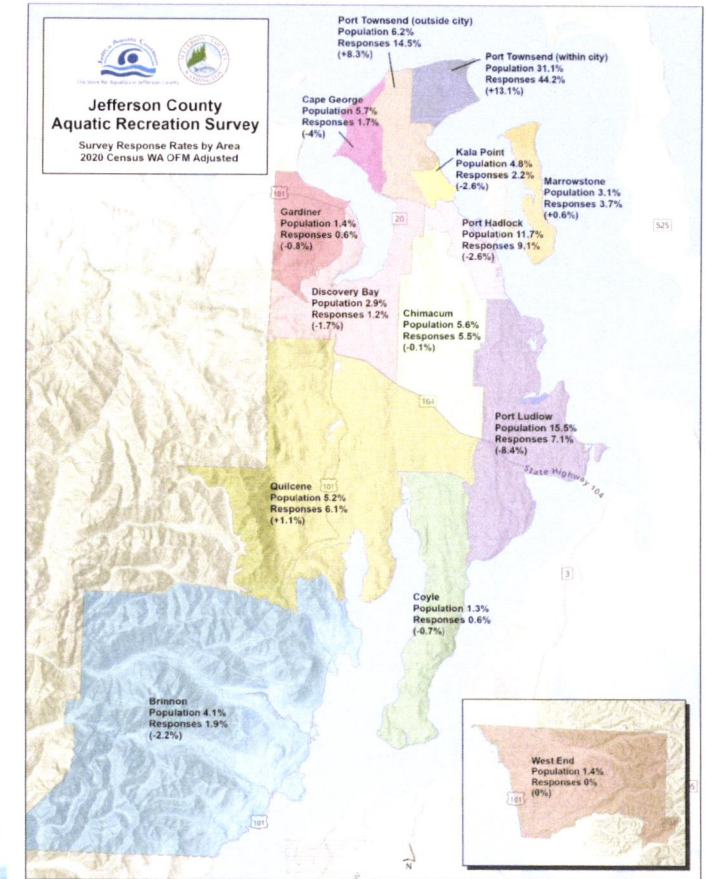
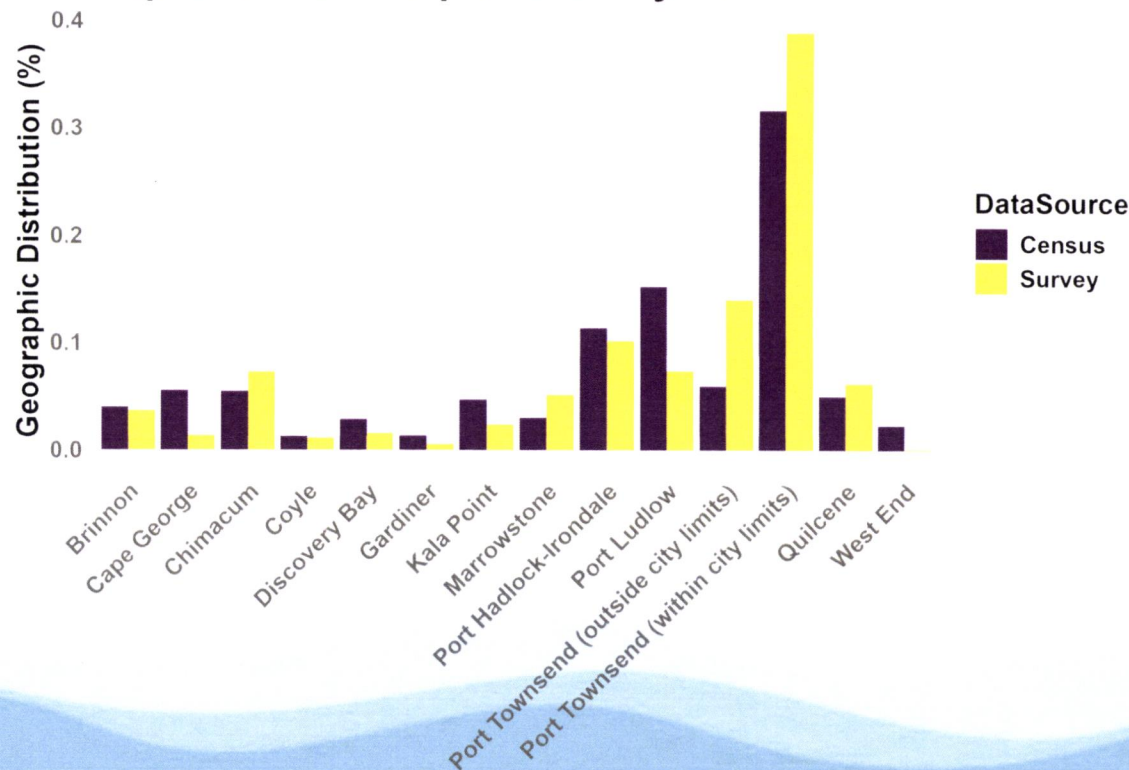
☐ No, I am visiting

Next

Survey Responses - Population Representation

Question 2: Which city or area to you live?

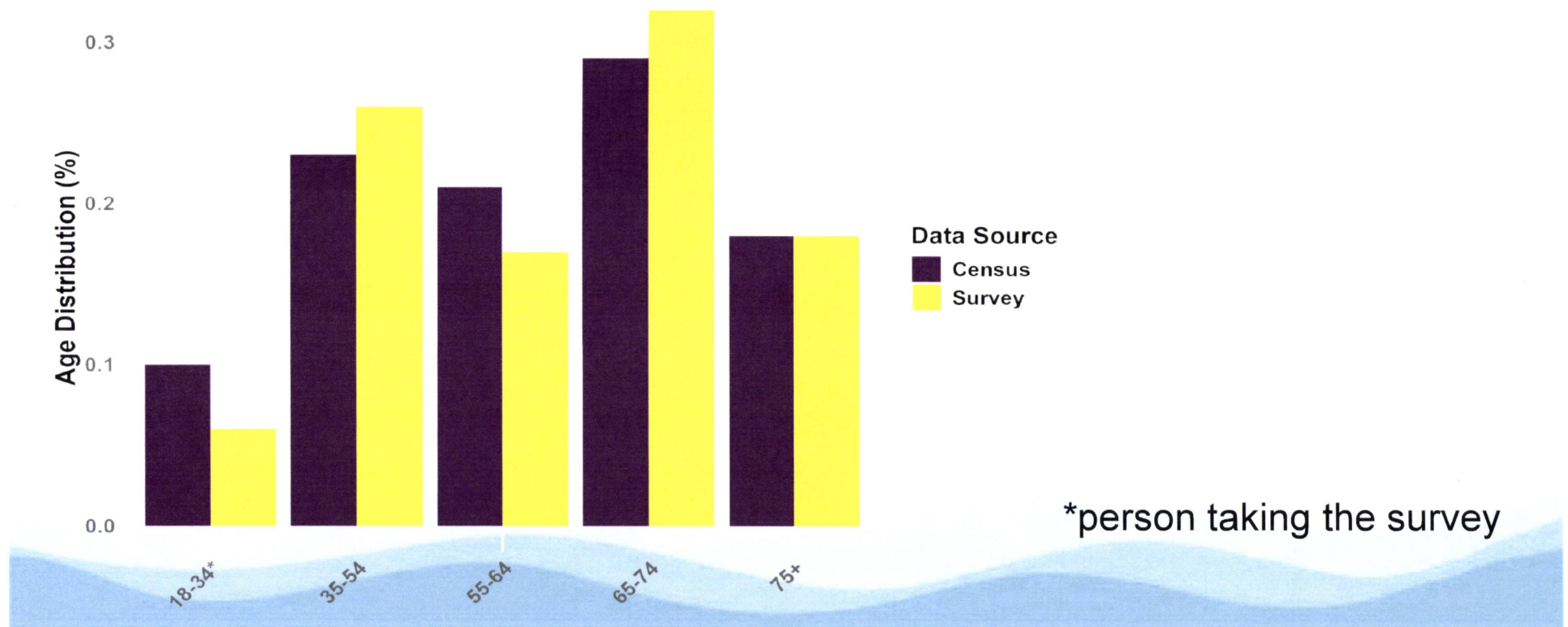
Population vs Respondents by Area



Survey Responses - Population Representation

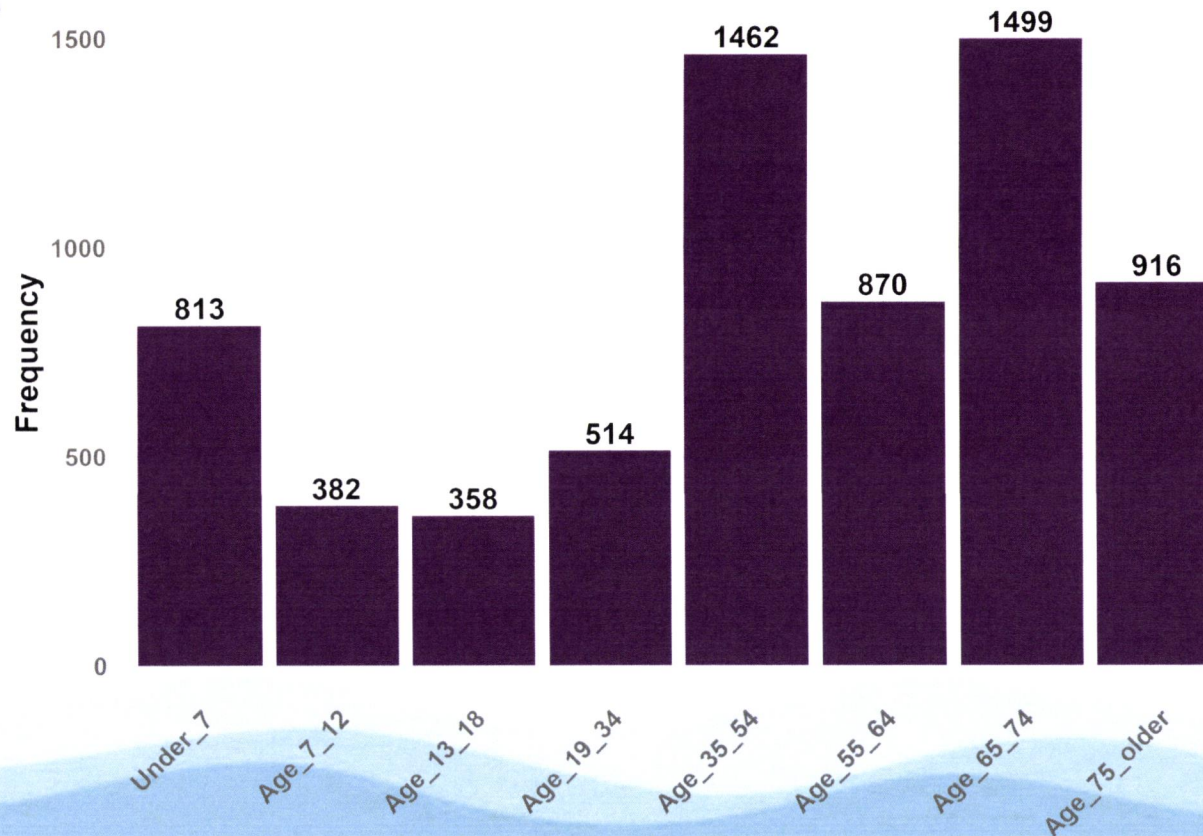
Question 3: What is your age?

Survey Responses vs 2020 Census Data by Age Range



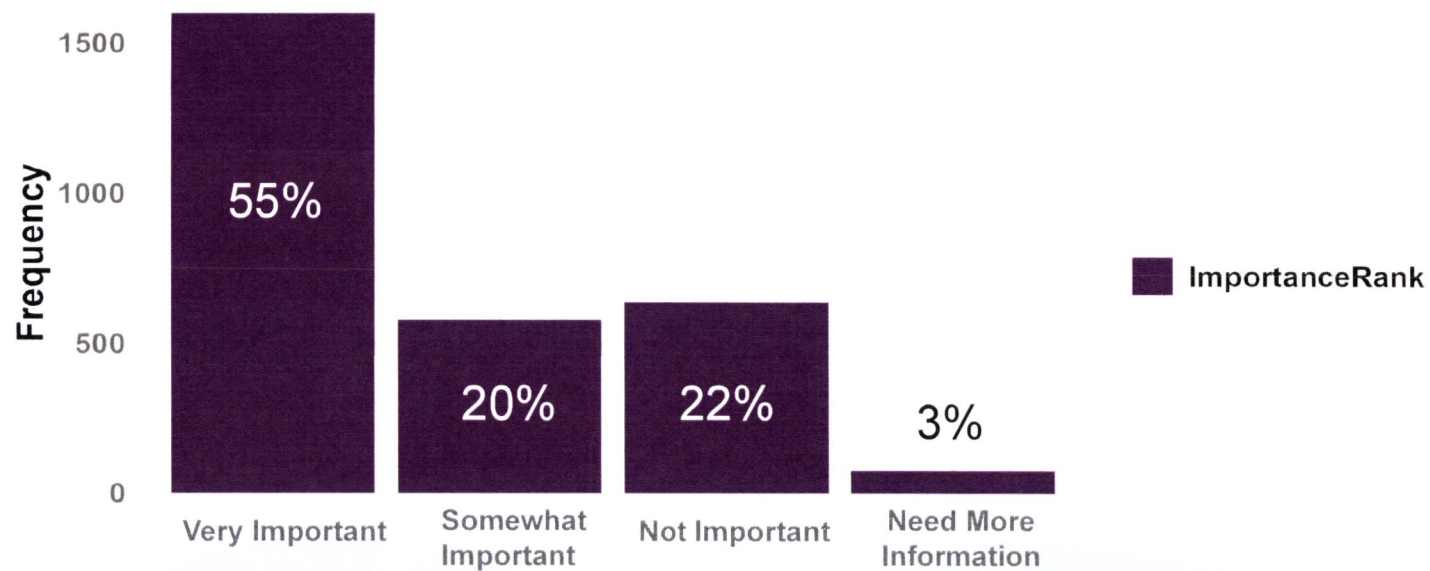
Survey Responses - Population Representation

Question 4: Please select the number of individuals in your household by age group?



Survey Responses - Aquatic Center Usage

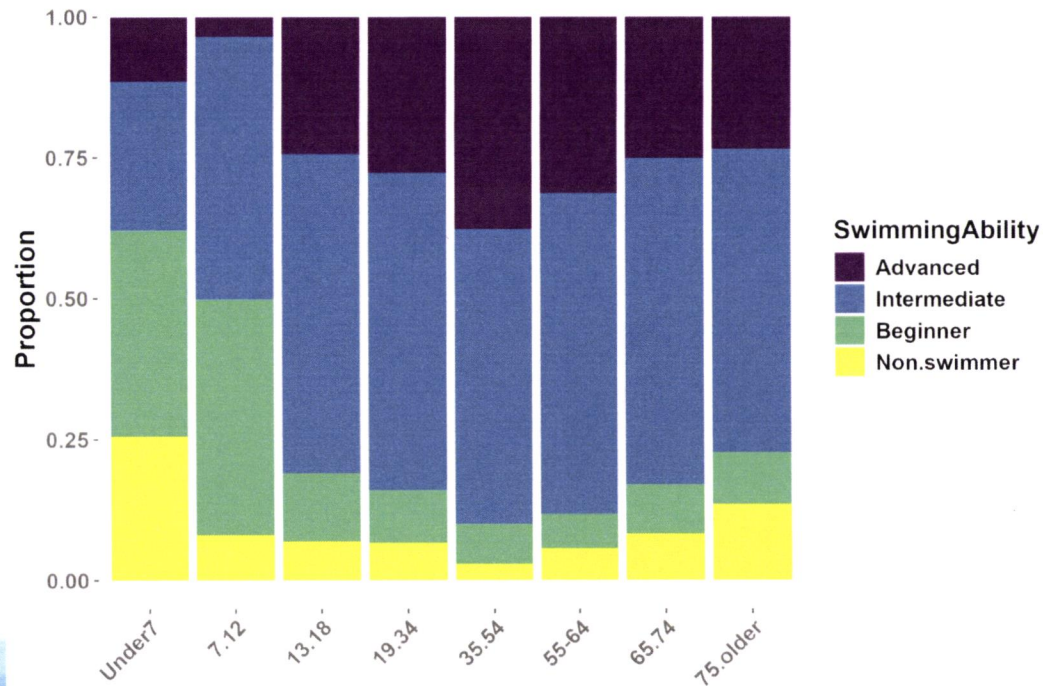
Question 5: In your opinion, how important is it to have a new public aquatic facility? *The proposed building site is located in Port Hadlock.*



Survey Responses - Aquatic Center Usage

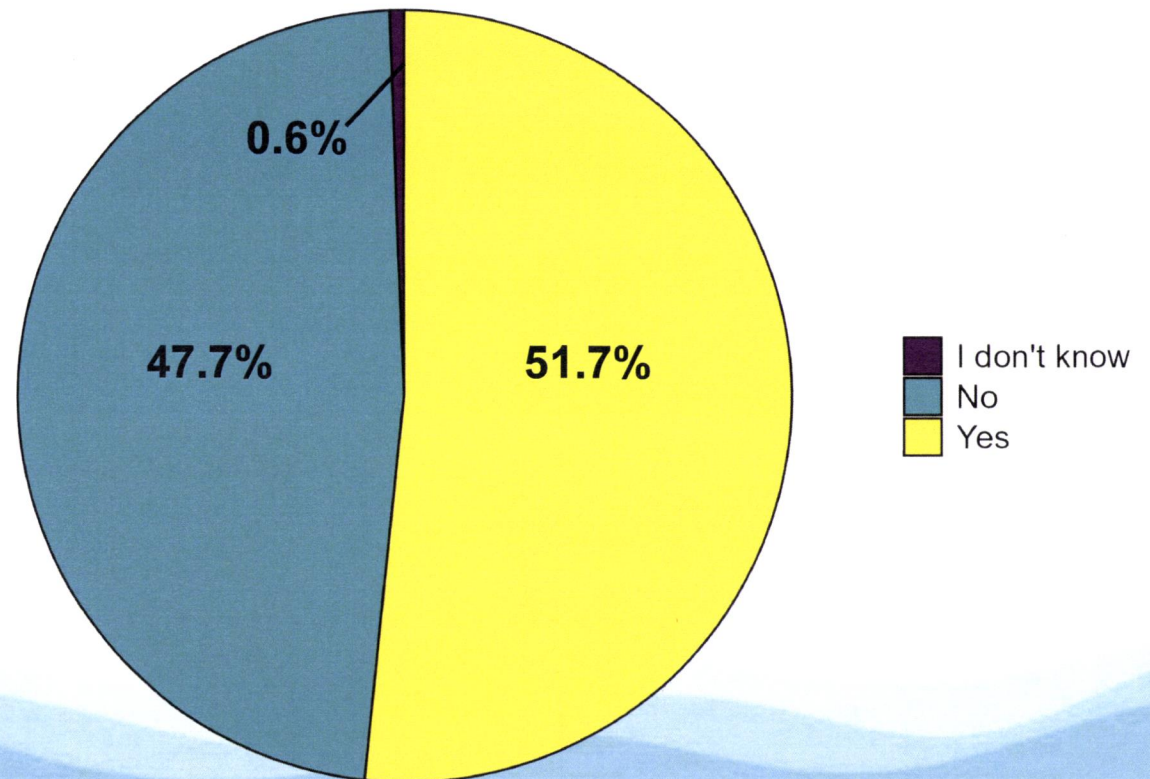
Question 6: Please provide the swimming abilities of the members in your household by selecting a number for each age group and swim ability level.

Swimming Ability by Age Group



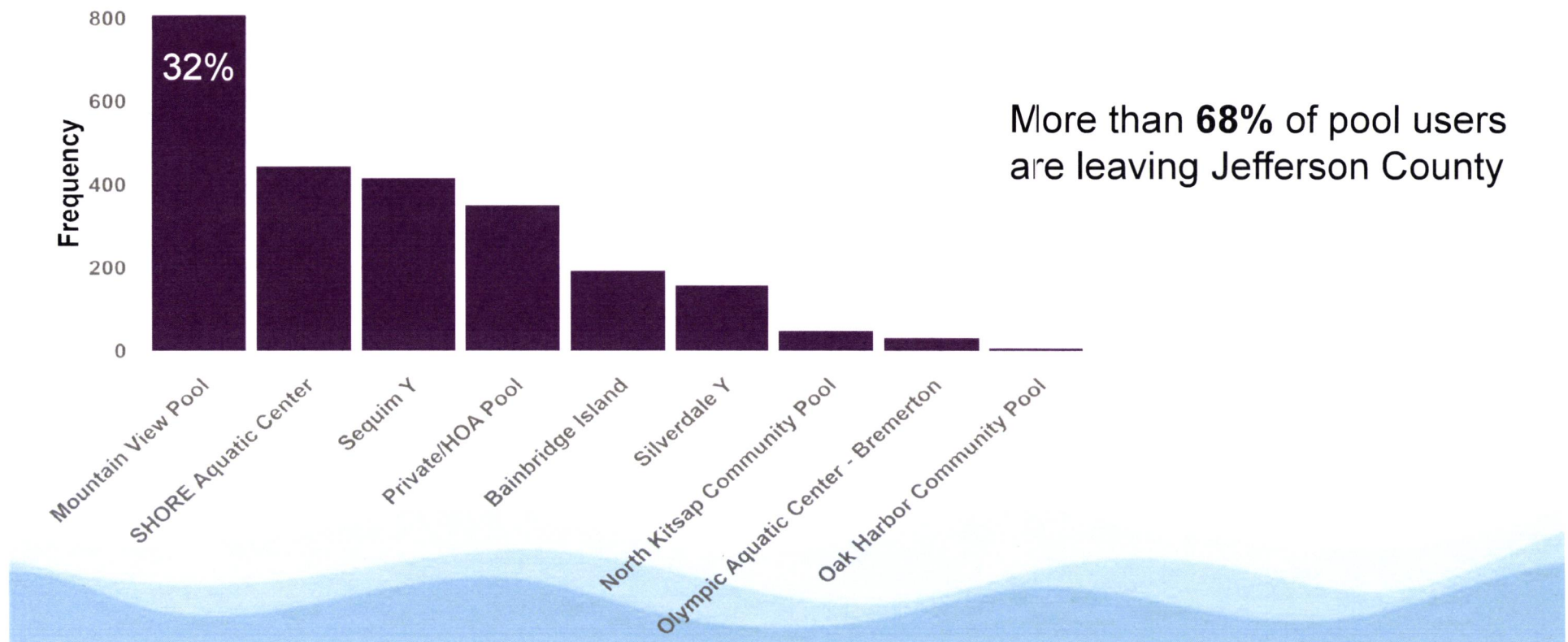
Survey Responses - Aquatic Center Usage

Question 7: Have you or anyone in your household used an aquatic facility in the last 2 years?



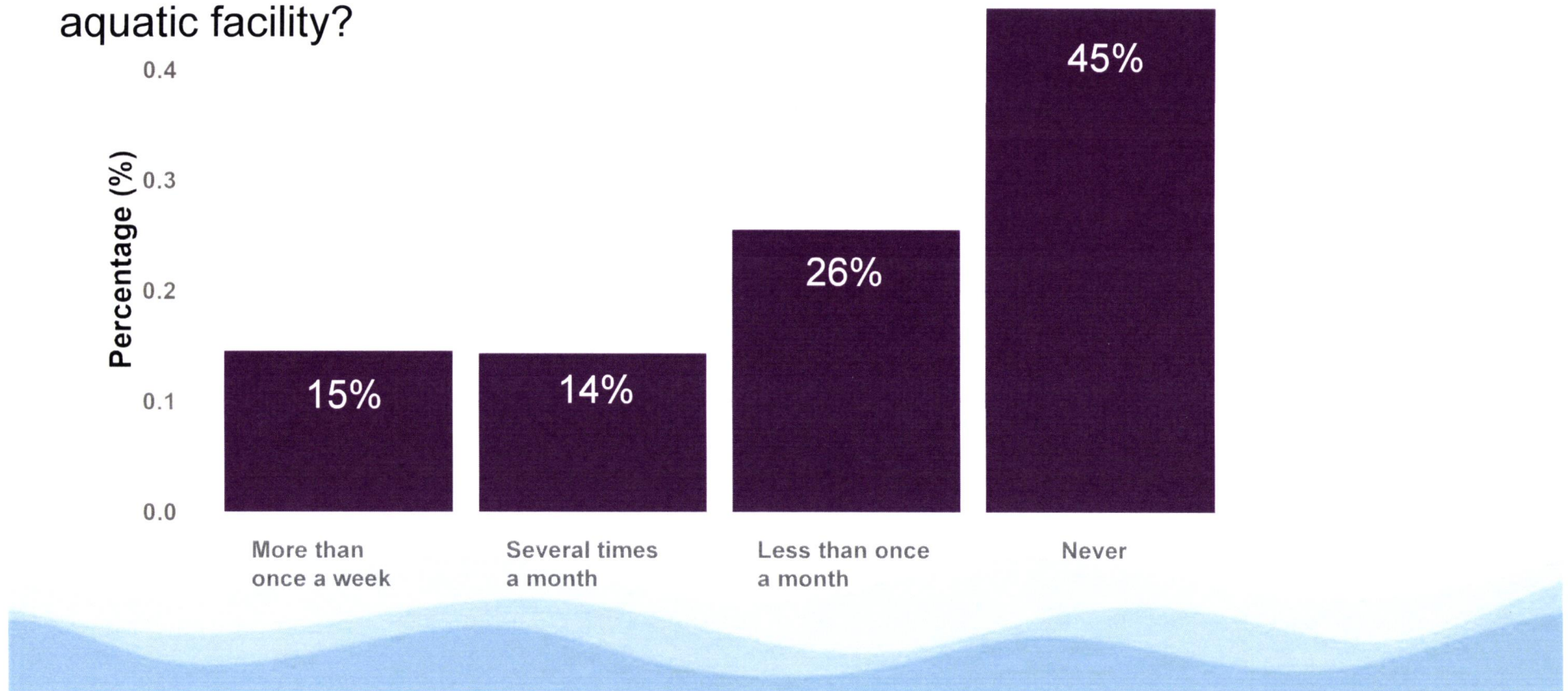
Survey Responses - Aquatic Center Usage

Question 8: Which aquatic facilities did you or a member of your household use?



Survey Responses - Aquatic Center Usage

Question 9: How often do you or a member of your household use an aquatic facility?

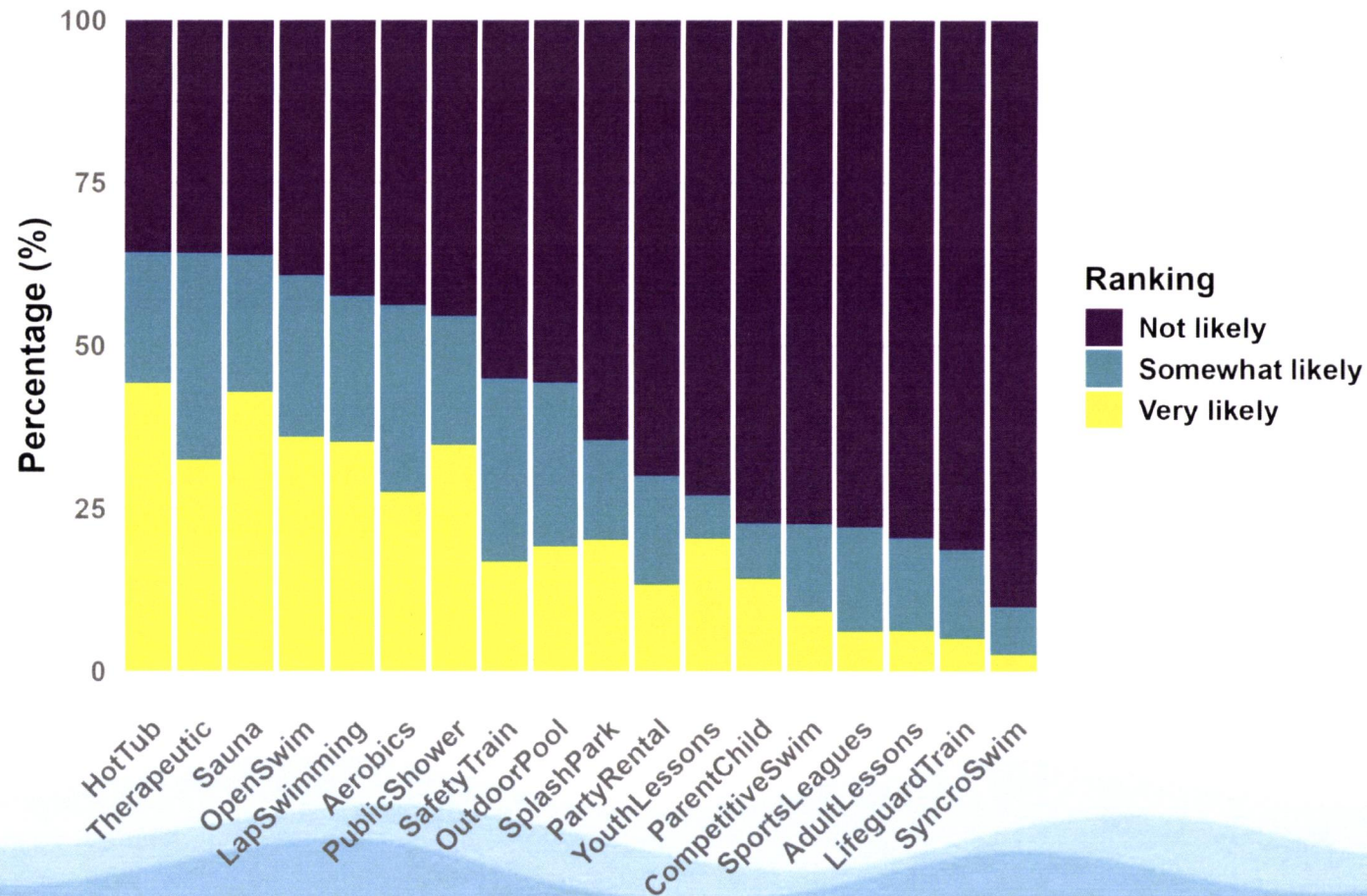


Survey Responses - Aquatic Center Usage

Question 10: To help define the design for a new public aquatic and recreation facility, please identify how likely you or members of your household would be to participate in the following programs if they were offered?



Survey Responses - Aquatic Center Usage

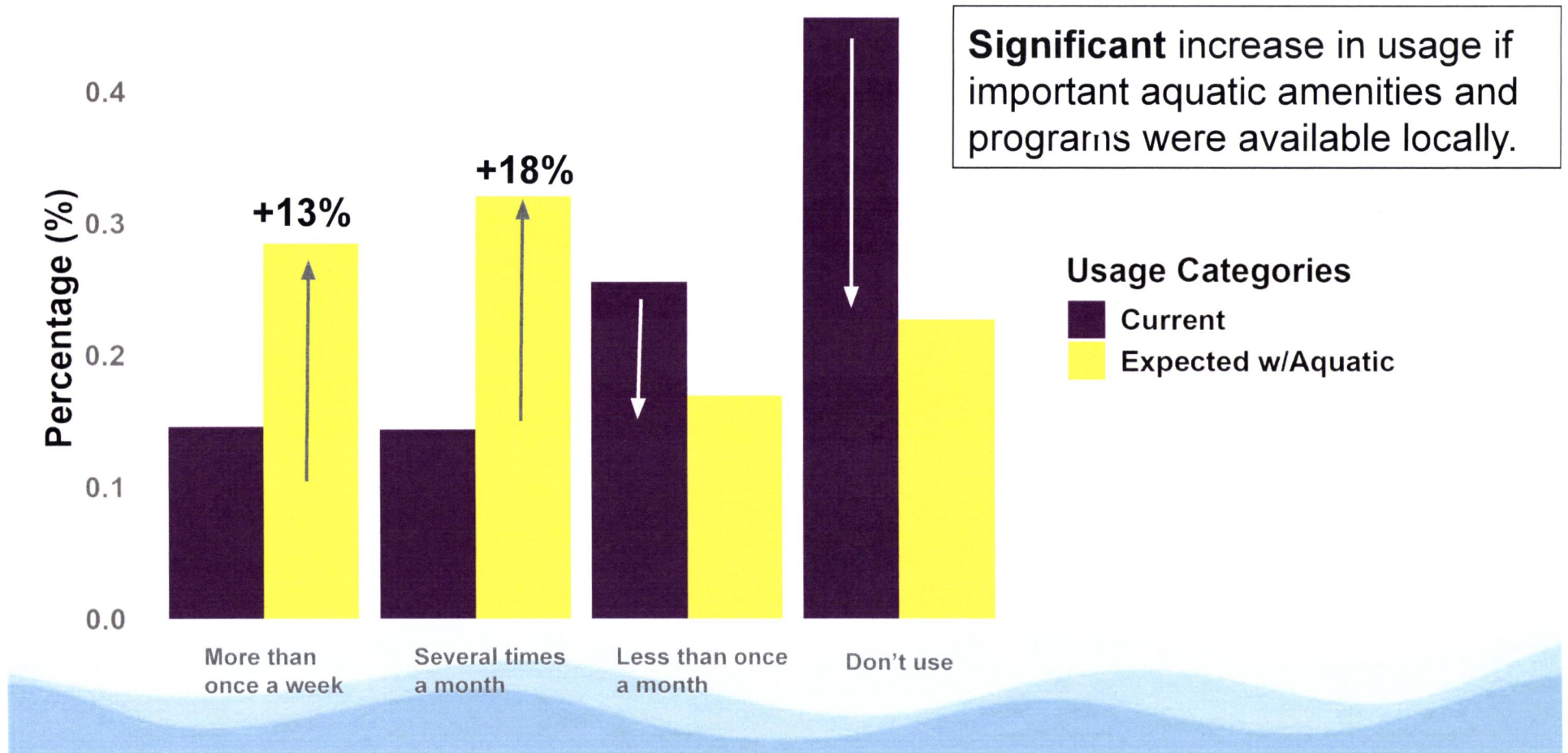


Survey Responses - Aquatic Center Usage

Question 11: If you had access to a new facility in Port Hadlock that could accommodate the aquatic programs most important to you, how often would you use the facility?



Survey Responses - Aquatic Center Usage

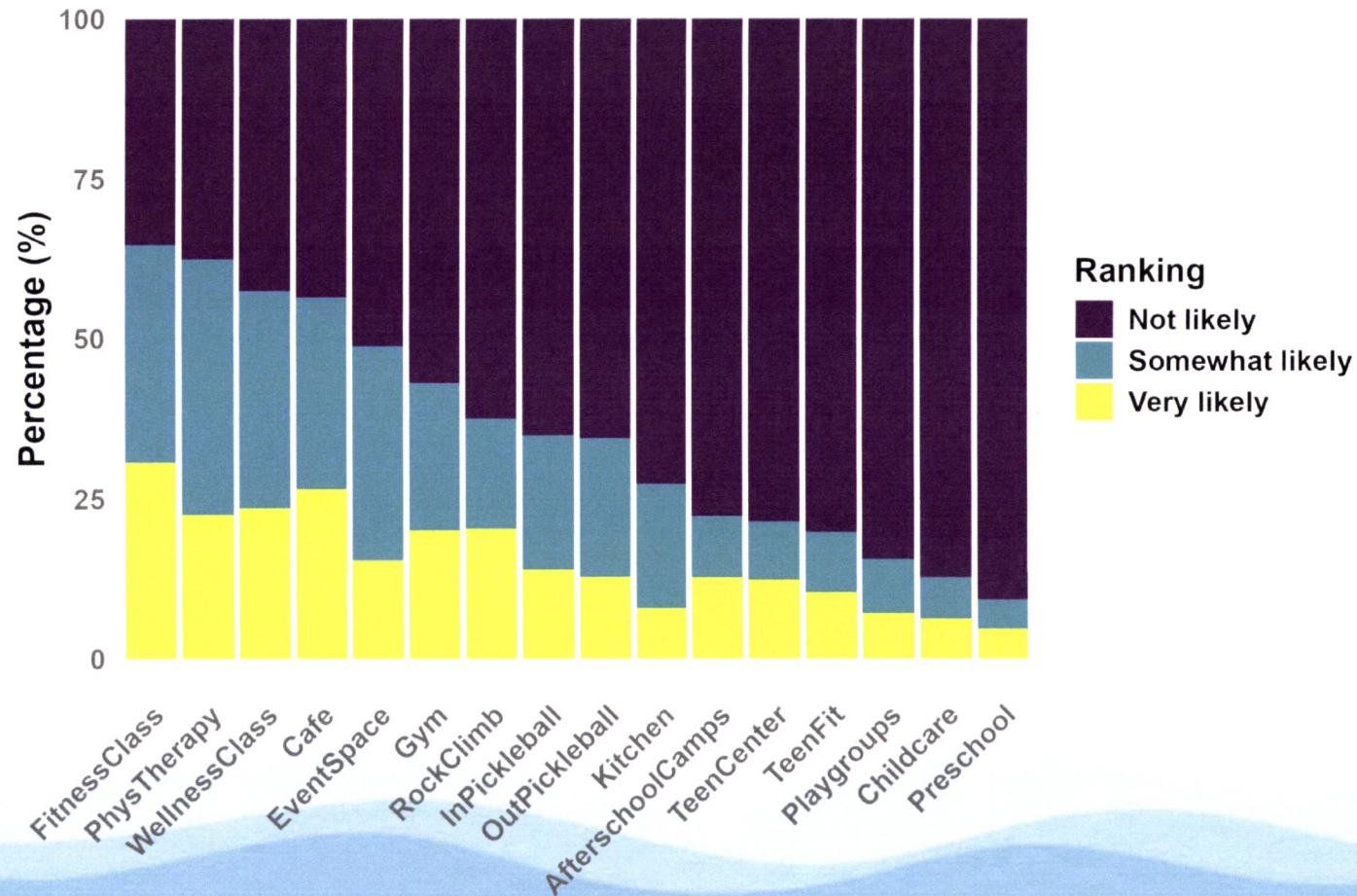


Survey Responses - Aquatic Center Usage

Question 12: Please identify how likely you or members of your household would be to participate in the following **non-aquatic** programs if they were offered.

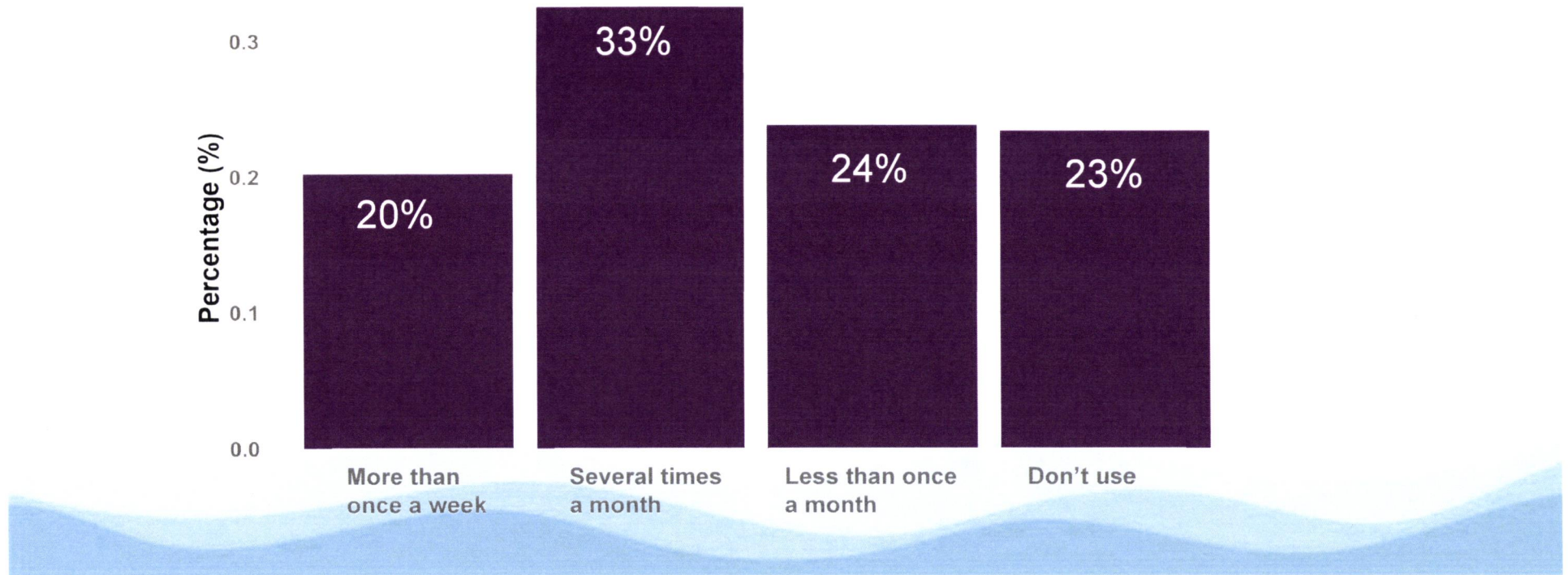


Survey Responses - Aquatic Center Usage



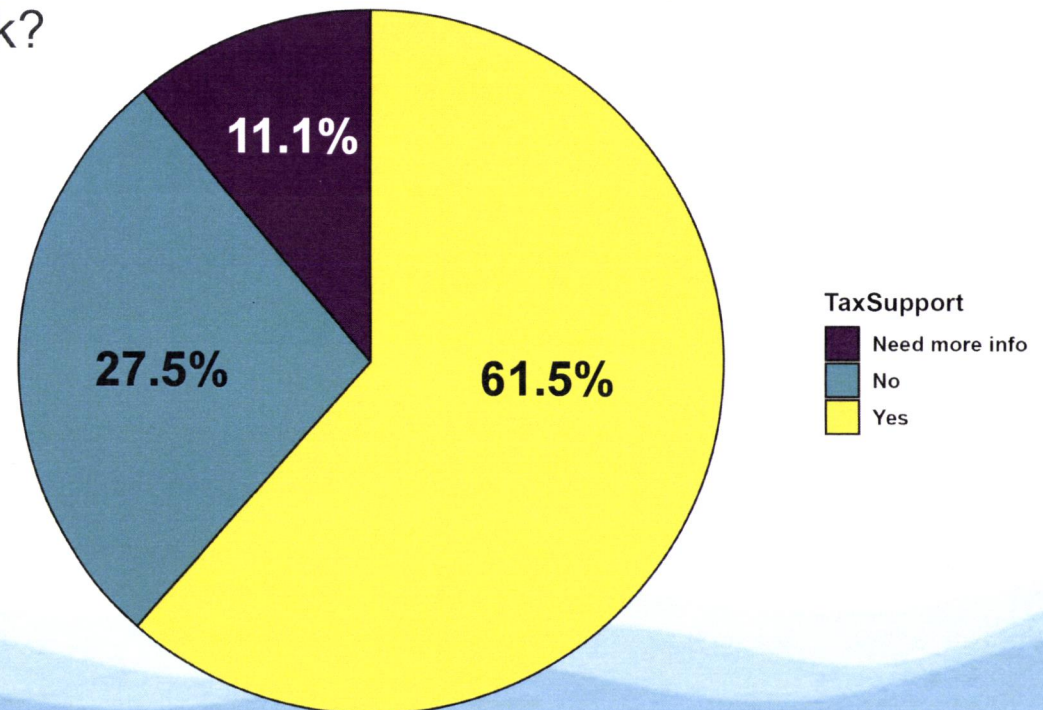
Survey Responses - Aquatic Center Usage

Question 13: If you had access to a new facility in Port Hadlock that could accommodate the **non-aquatic** programs most important to you, how often would you use the facility?

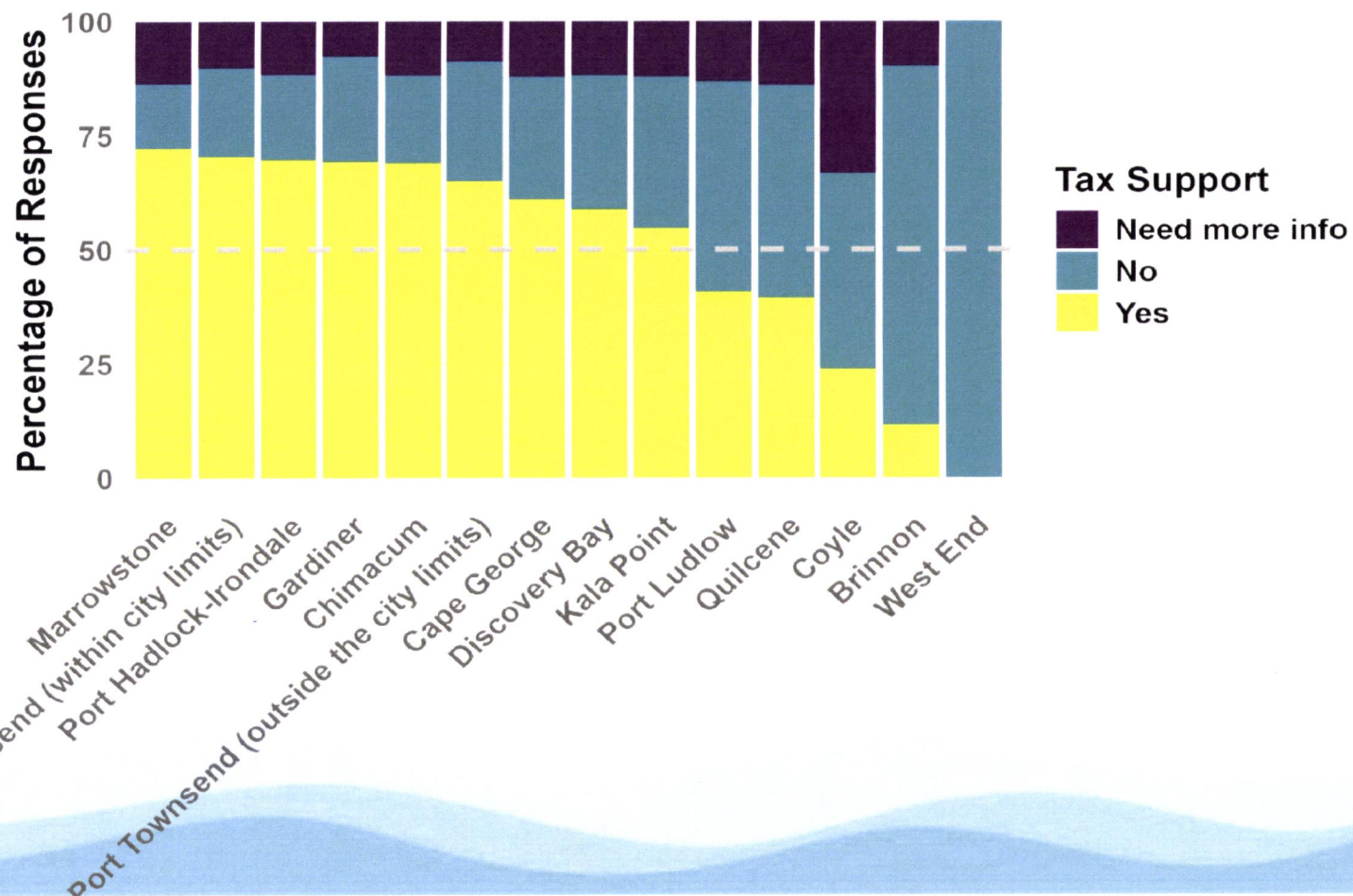


Survey Responses - Support for Public Funding

Question 14: Would you support a small, approximately 0.2% (20 cents per \$100), county-wide sales tax (excluding groceries and prescriptions) that would fund a portion of the cost of constructing a new aquatic and recreation facility in Port Hadlock?

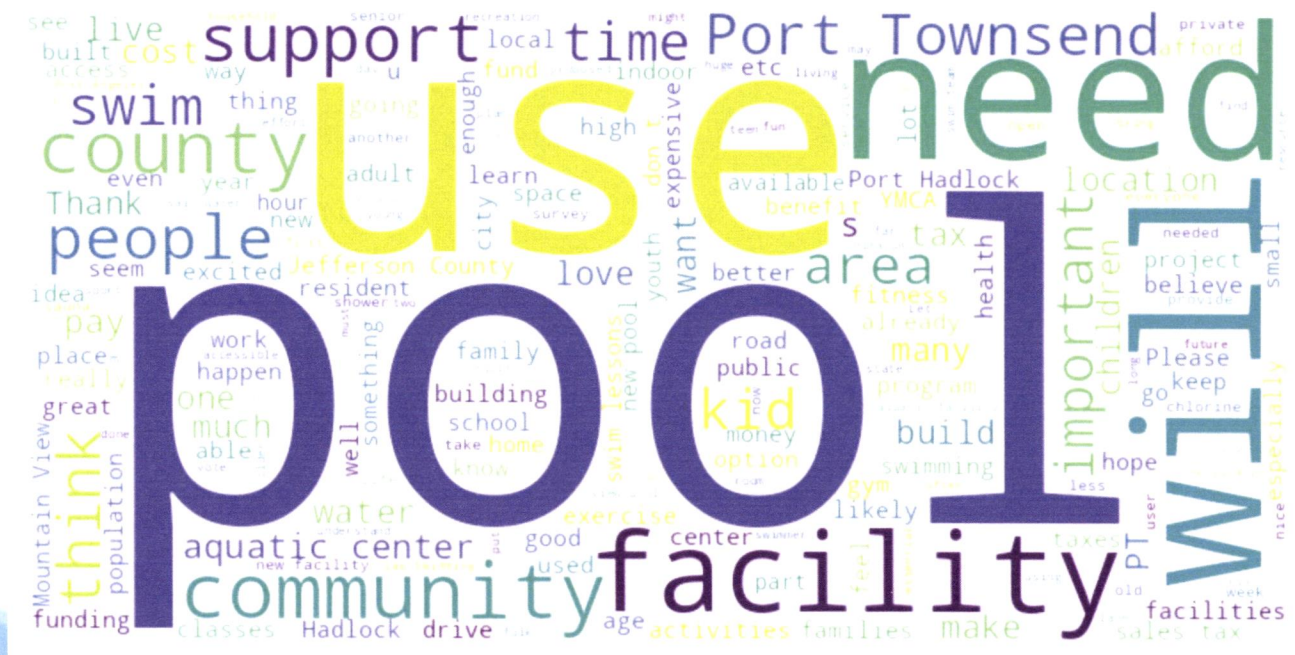


Survey Responses - Support for Public Funding



Survey Responses - Sentiment Analysis

Final Question: Do you have **additional comments** about the current efforts to build a new aquatic and recreation facility in East Jefferson County or suggestions for how you would like to use this new facility?



AI sentiment analysis of 1544 write-in comments.

Survey Responses - Sentiment Analysis

Positive Sentiment (40%)

These comments reflect strong support for the project, excitement, and optimism.

Community Benefits

- Many commenters express enthusiasm about the pool and fitness facility providing a much-needed recreational space.

Children's Safety & Learning

- Several users highlight the importance of children learning to swim, especially in a water-surrounded community.

Health & Well-being

- Supporters emphasize the facility's role in promoting physical fitness and mental well-being.

Long-Term Value

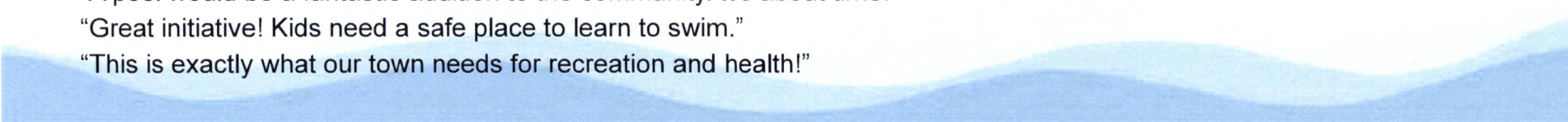
- Some commenters believe that investing in a community pool will be beneficial for future generations.

Example Positive Comments:

"A pool would be a fantastic addition to the community. It's about time!"

"Great initiative! Kids need a safe place to learn to swim."

"This is exactly what our town needs for recreation and health!"



Survey Responses - Sentiment Analysis

Negative Sentiment (35%)

These comments express skepticism, financial concerns, or outright opposition to the project.

Taxation Concerns

- Many negative comments focus on opposition to sales tax increases and concerns that the financial burden will disproportionately affect lower-income residents.

Funding Priorities

- Some commenters argue that public money should be spent on infrastructure repairs, like roads, rather than a pool.

Project Feasibility & Management Doubts

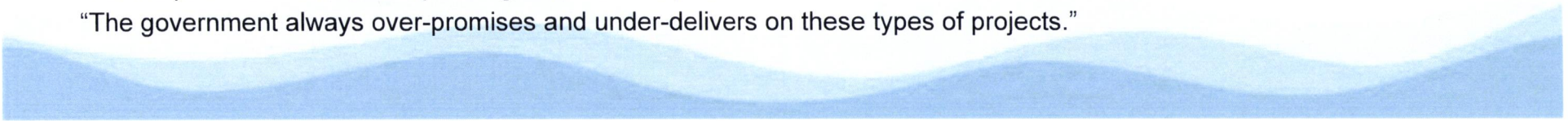
- Skeptics worry about whether the project will be completed on time, within budget, or if it will be managed properly.

Example Negative Comments:

"Why should I pay higher taxes for something I won't use?"

"Fix the potholes first before spending millions on a pool!"

"The government always over-promises and under-delivers on these types of projects."



Survey Responses - Sentiment Analysis

Neutral Sentiment (25%)

These comments provide balanced perspectives, ask for more information, or suggest alternatives.

Alternative Funding Ideas

- Some suggest private partnerships, user fees, or property taxes instead of a general sales tax.

Location Debate

- Some users discuss whether the facility should be built in Port Hadlock or Port Townsend based on accessibility.

Desire for More Information

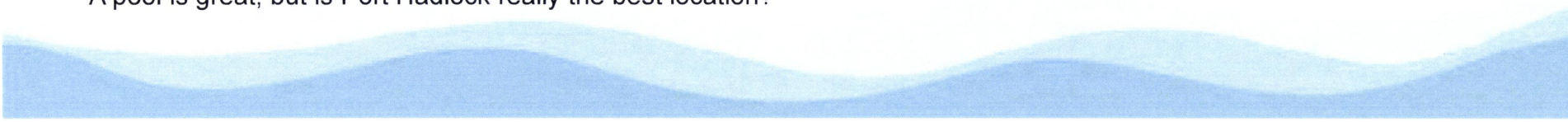
- Many users ask about construction timelines, cost estimates, and how the project will be maintained.

Example Neutral Comments:

"I like the idea, but is there a way to fund it without a tax increase?"

"I'd support this if they could ensure affordable membership fees."

"A pool is great, but is Port Hadlock really the best location?"



Survey Responses - Sentiment Analysis

Key Takeaways

Strongest Support: Comes from those who value community-building, health benefits, and water safety.

Strongest Opposition: Comes from those worried about taxation fairness, spending priorities, and government efficiency.

Middle Ground: Some support the idea but want alternative funding or specific changes to the proposal.





Thanks for your Attention

