



The Voice for Aquatics in Jefferson County

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# **Jefferson County Aquatic Recreation Survey**

## Preliminary Results

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# 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

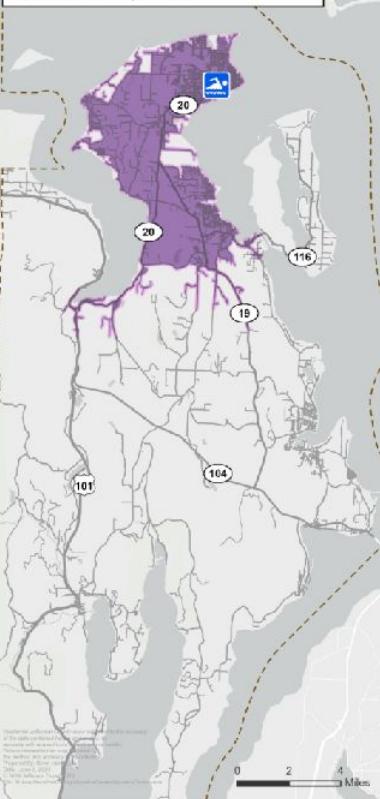
County Boundary

20 Minutes or Less Drive-Time to Site



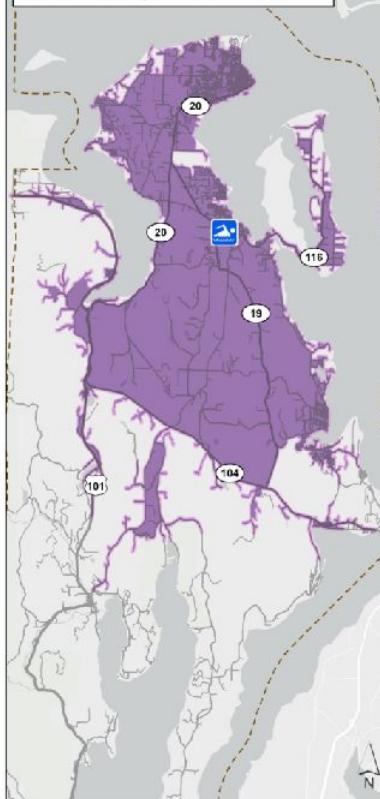
#### Port Townsend Mountain View Site

2020 Census Block Population  
of Drive-Time Area = 20,886 total,  
2,688 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  
(QR code or link in description)



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](http://jeffcoaquaticcoalition.org)

Questions?  
[info@jeffcoaquaticcoalition.org](mailto:info@jeffcoaquaticcoalition.org)



# 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



# 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.



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 page with a teal header containing the logos for 'Jeffco Aquatic Coalition' and 'Jefferson County Washington'. The main content area has a light gray background. At the top, it says 'Jefferson County Aquatic Recreation Survey'. Below that is a question: '\* Do you live in Jefferson County?'. There are three radio button options: 'Yes, I live here full-time' (selected), 'Yes, I live here part-time', and 'No, I am visiting'. A blue 'Next' button is at the bottom right.

\* Do you live in Jefferson County?

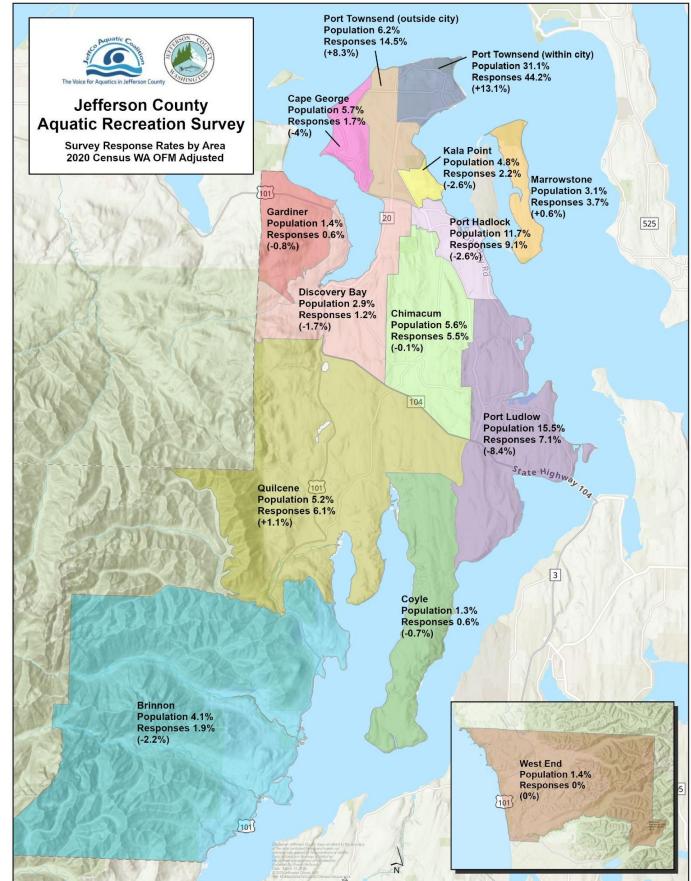
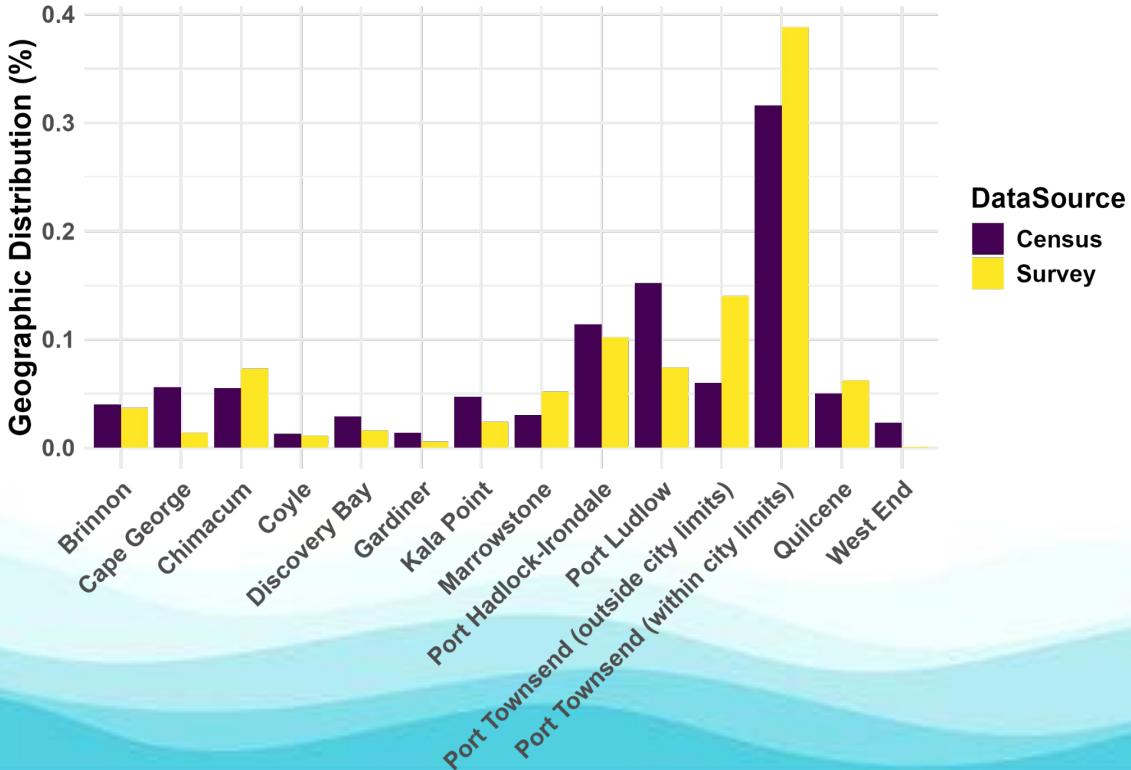
Yes, I live here full-time  
 Yes, I live here part-time  
 No, I am visiting

Next

# Survey Responses - Population Representation

## Question 2: Which city or area do you live?

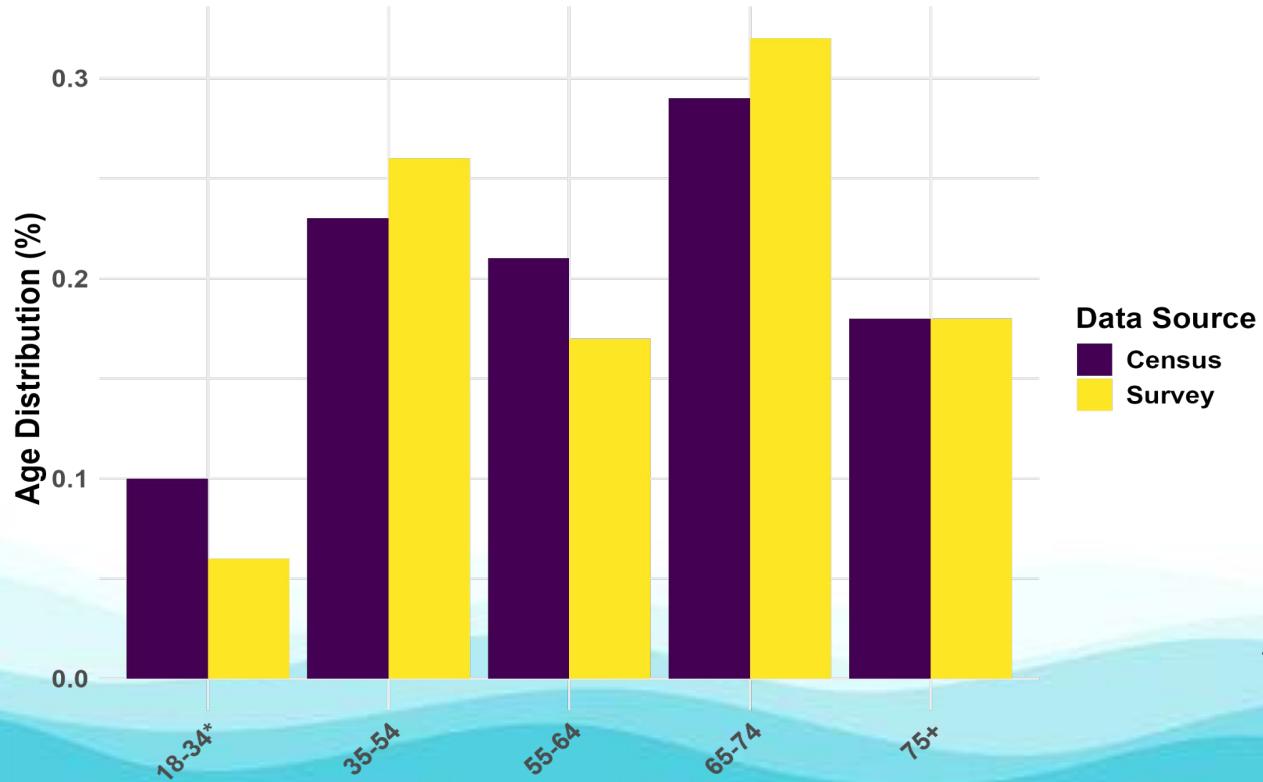
### Population vs Respondents by Area



# Survey Responses - Population Representation

## Question 3: What is your age?

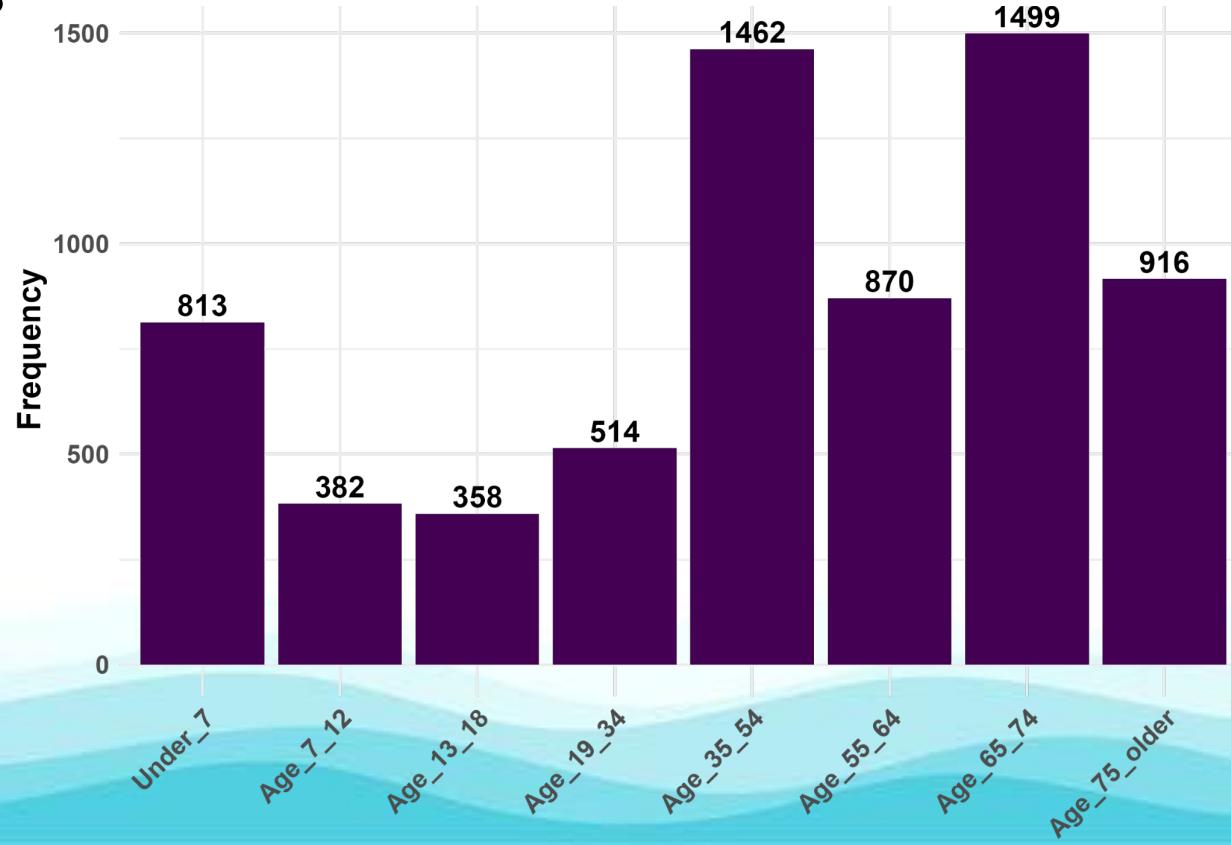
Survey Responses vs 2020 Census Data by Age Range



\*person taking the survey

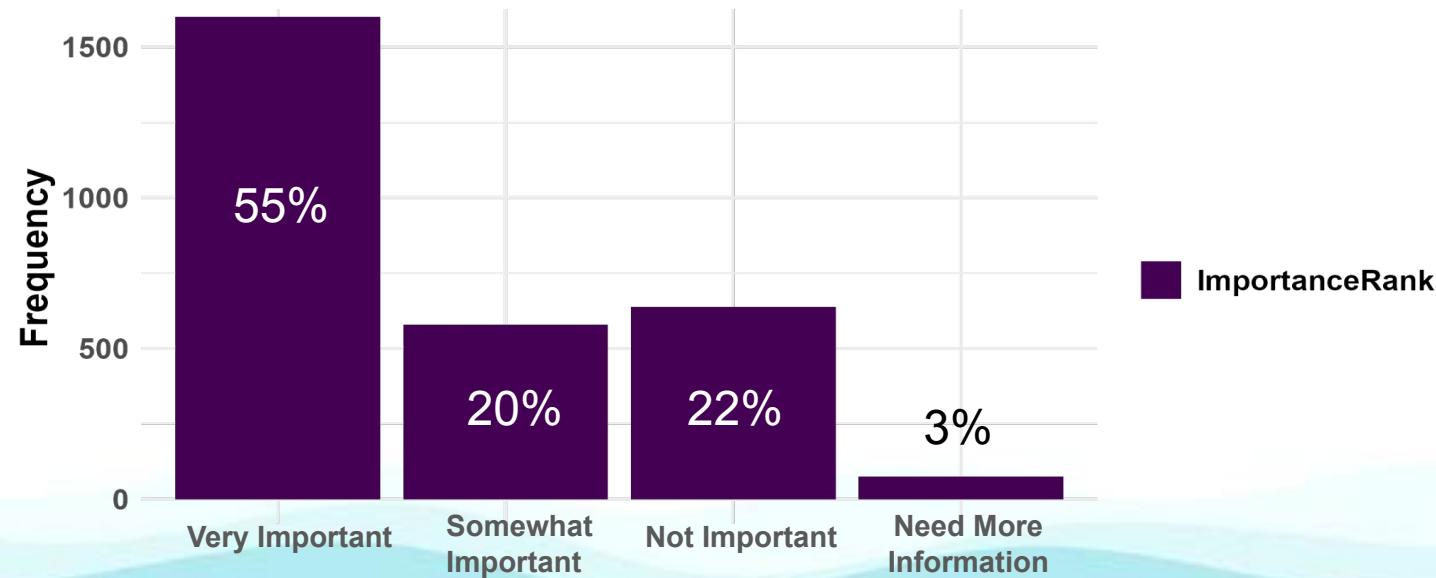
# Survey Responses - Population Representation

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



## Survey Responses - Aquatic Center Usage

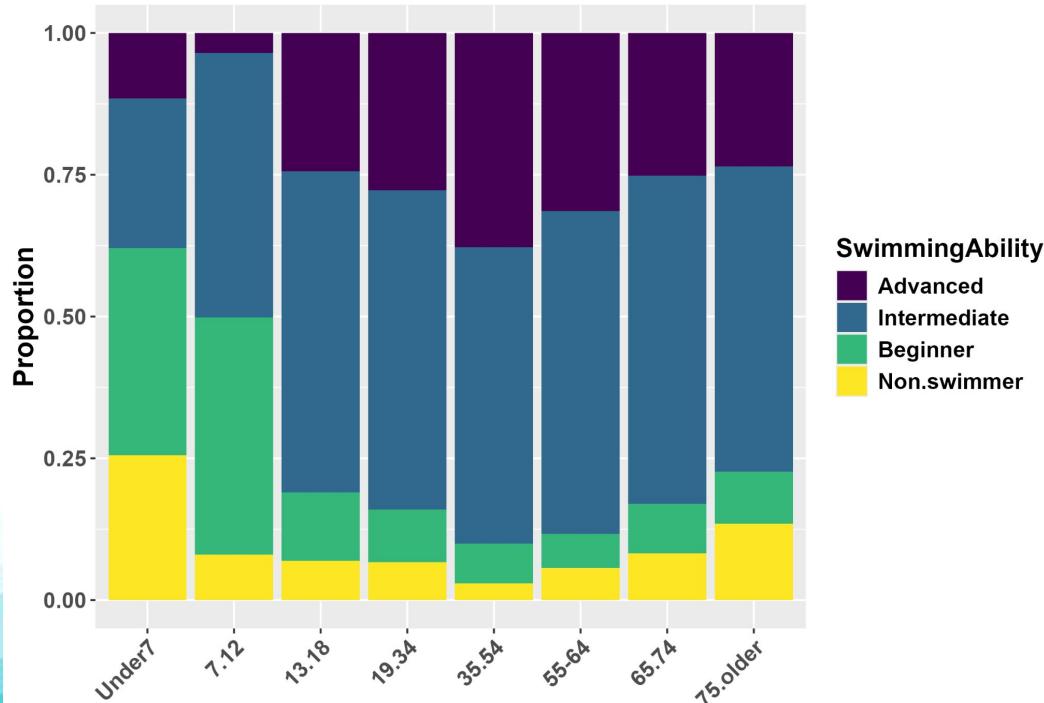
**Question 5:** In your opinion, how important is it to have a new public aquatic facility? *The proposed building site is located in Port Hadlock.*



# Survey Responses - Aquatic Center Usage

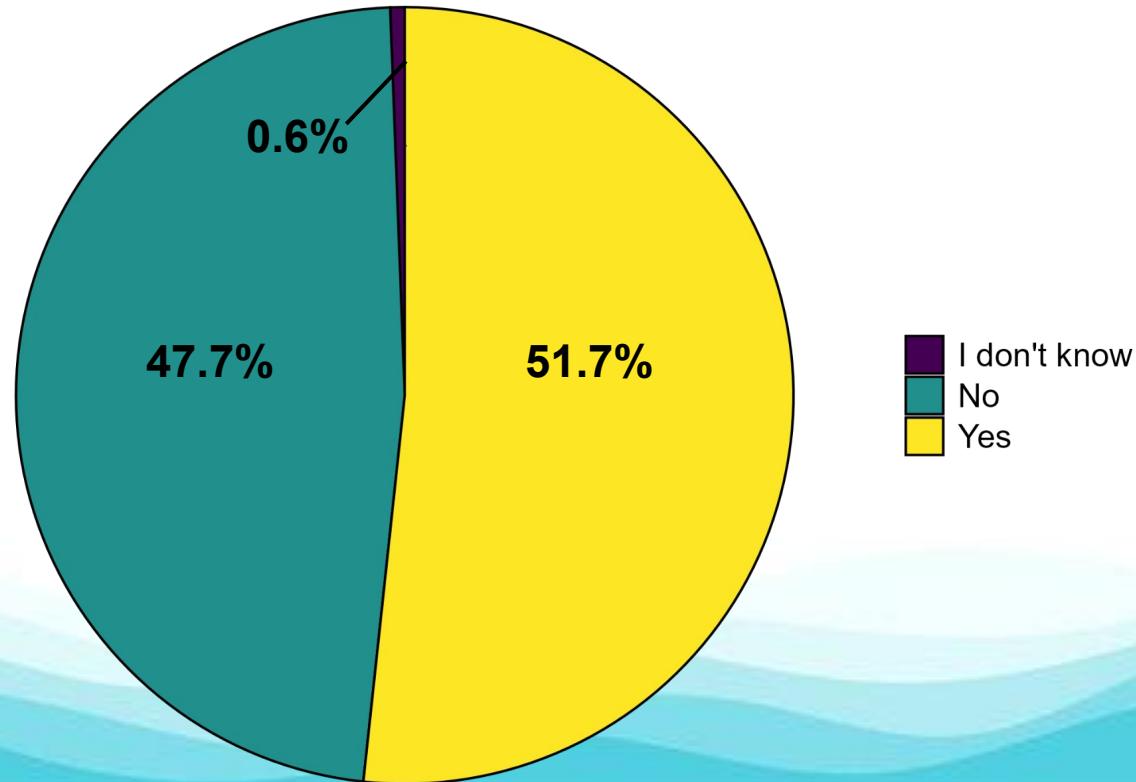
**Question 6:** Please provide the swimming abilities of the members in your household by selecting a number for each age group and swim ability level.

Swimming Ability by Age Group



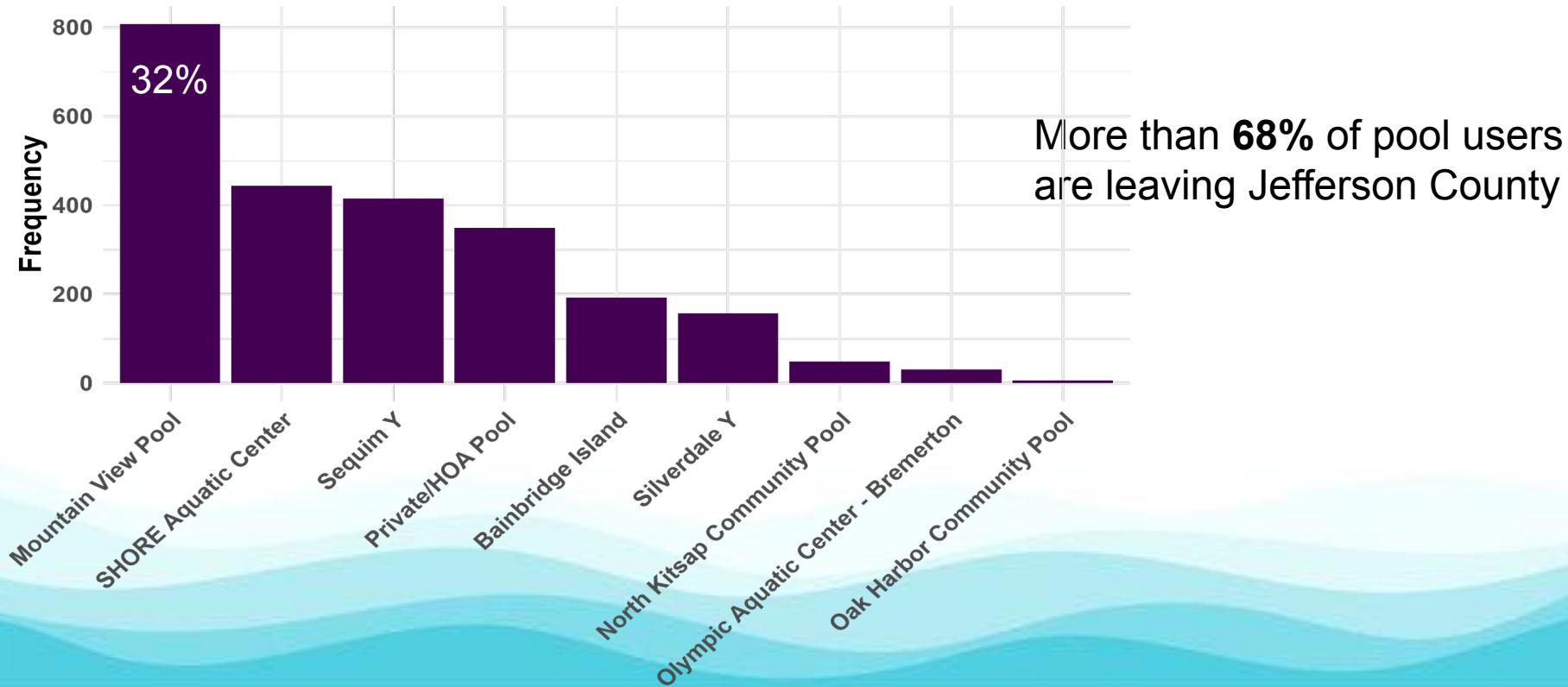
## Survey Responses - Aquatic Center Usage

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



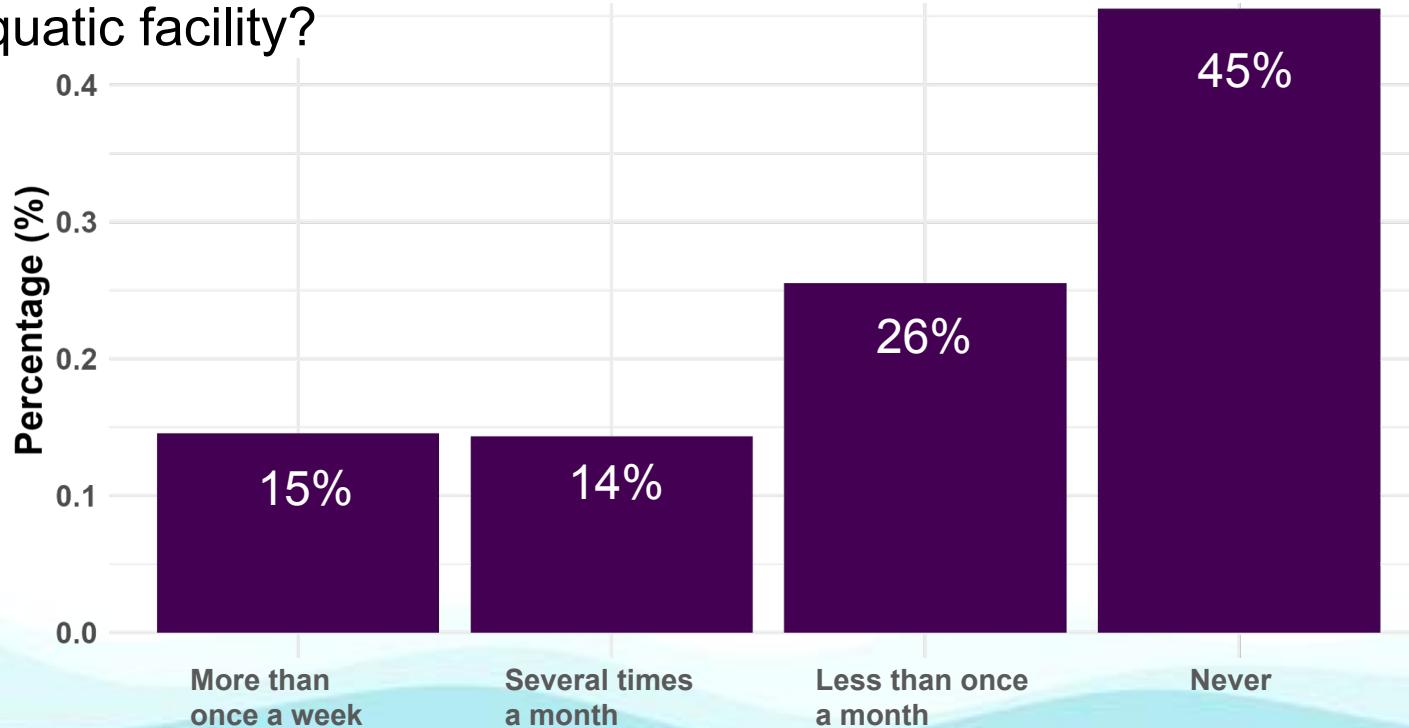
# Survey Responses - Aquatic Center Usage

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



# Survey Responses - Aquatic Center Usage

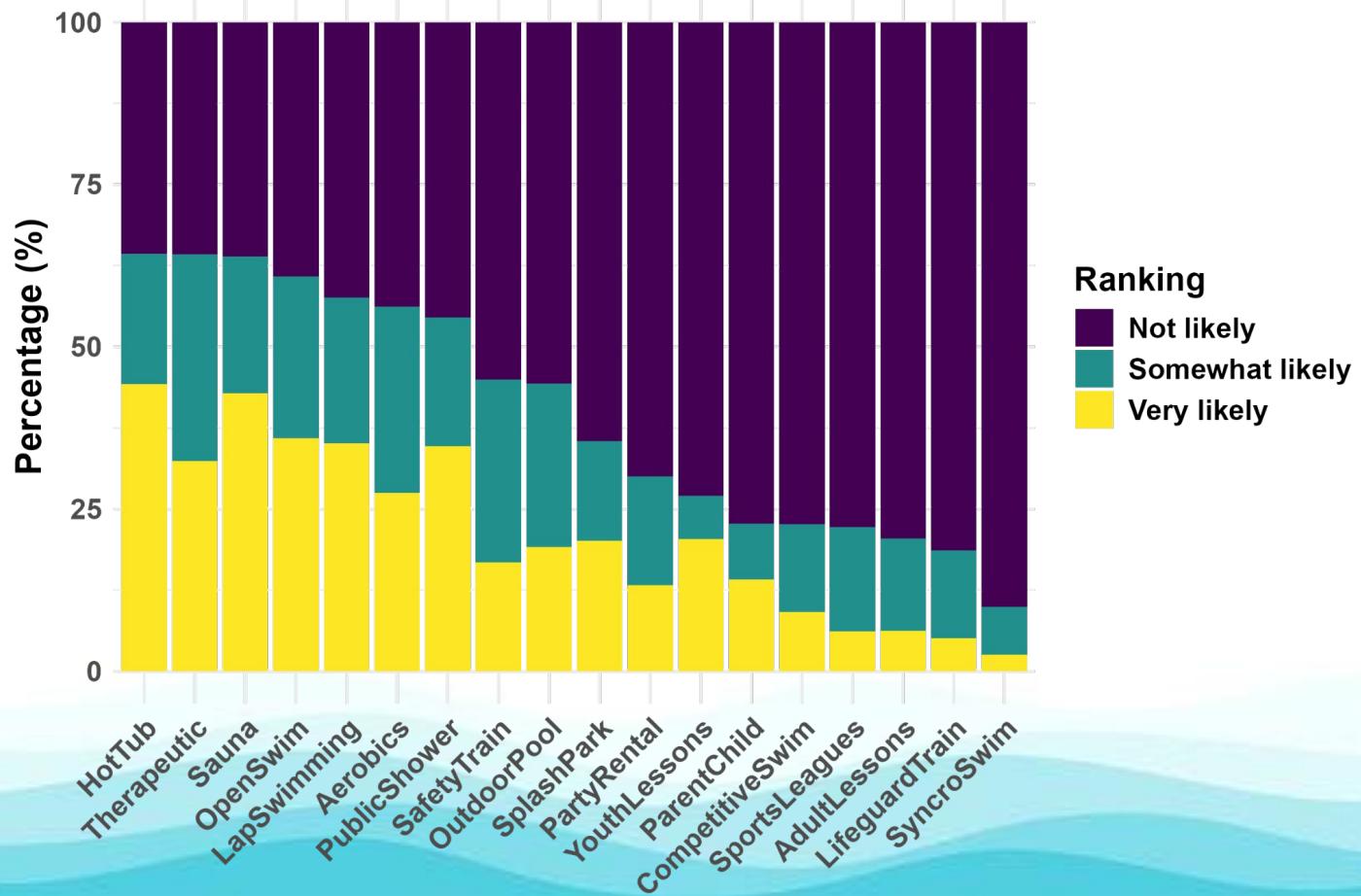
**Question 9:** How often do you or a member of your household use an aquatic facility?



## 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?

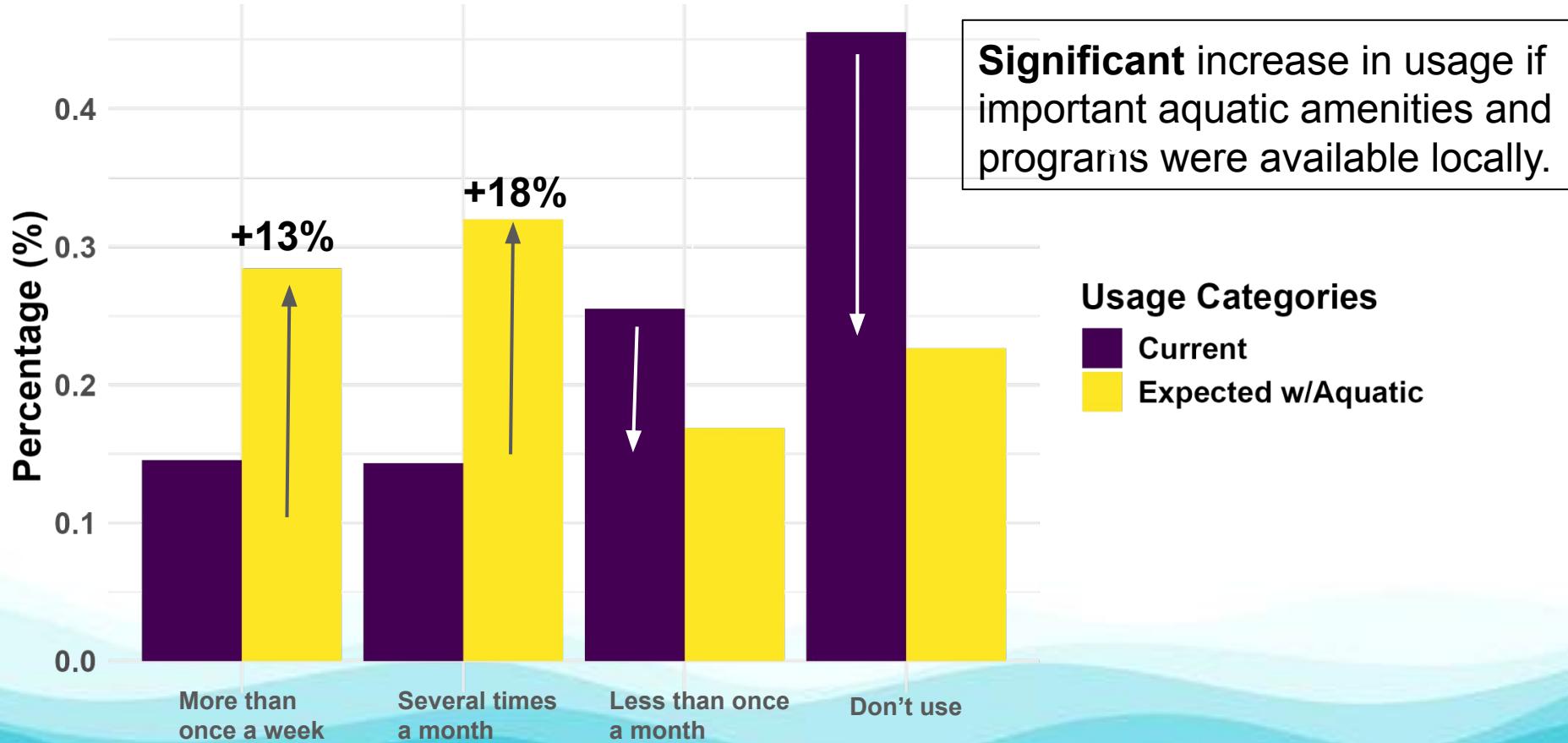
# Survey Responses - Aquatic Center Usage



## 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?

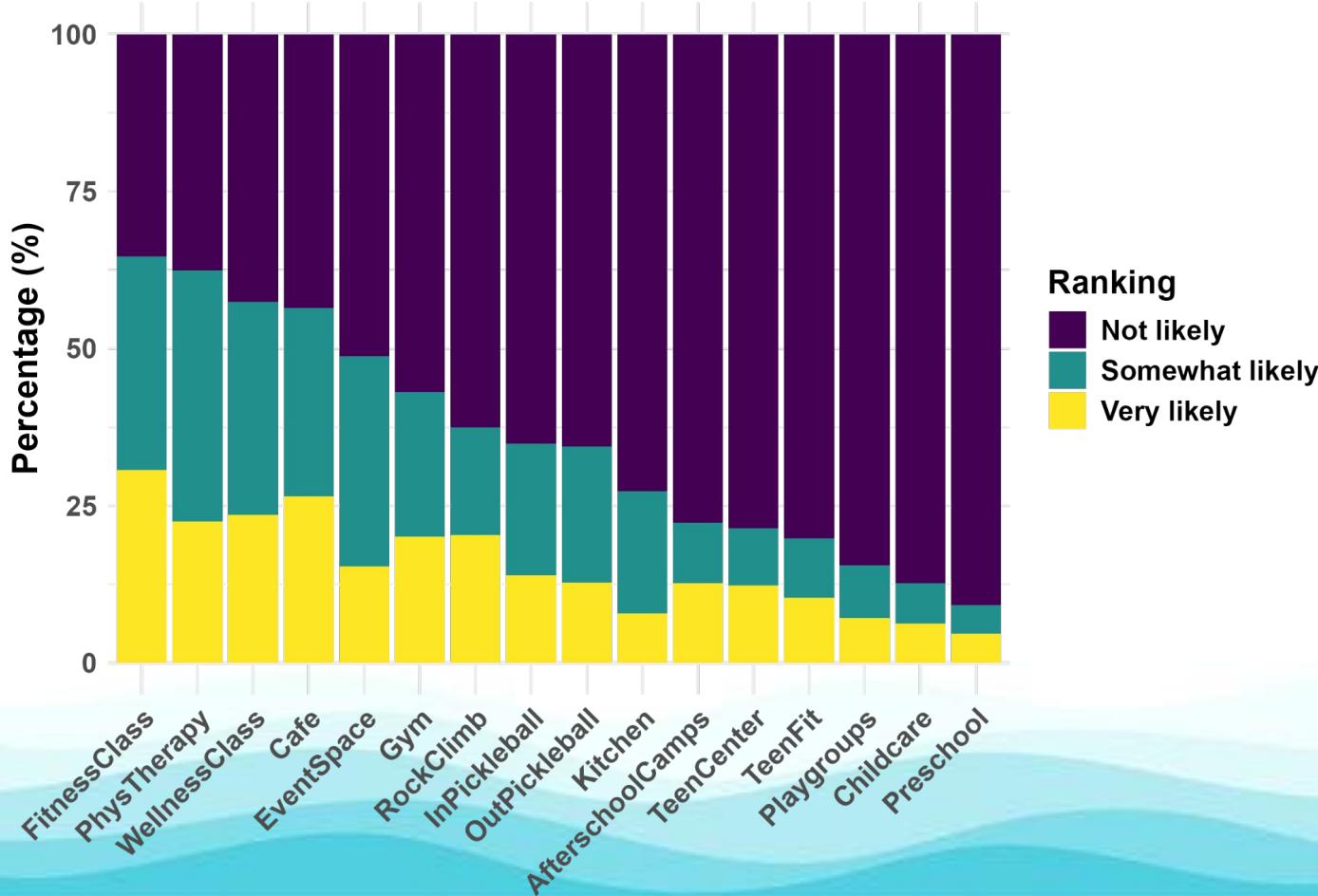
# Survey Responses - Aquatic Center Usage



## Survey Responses - Aquatic Center Usage

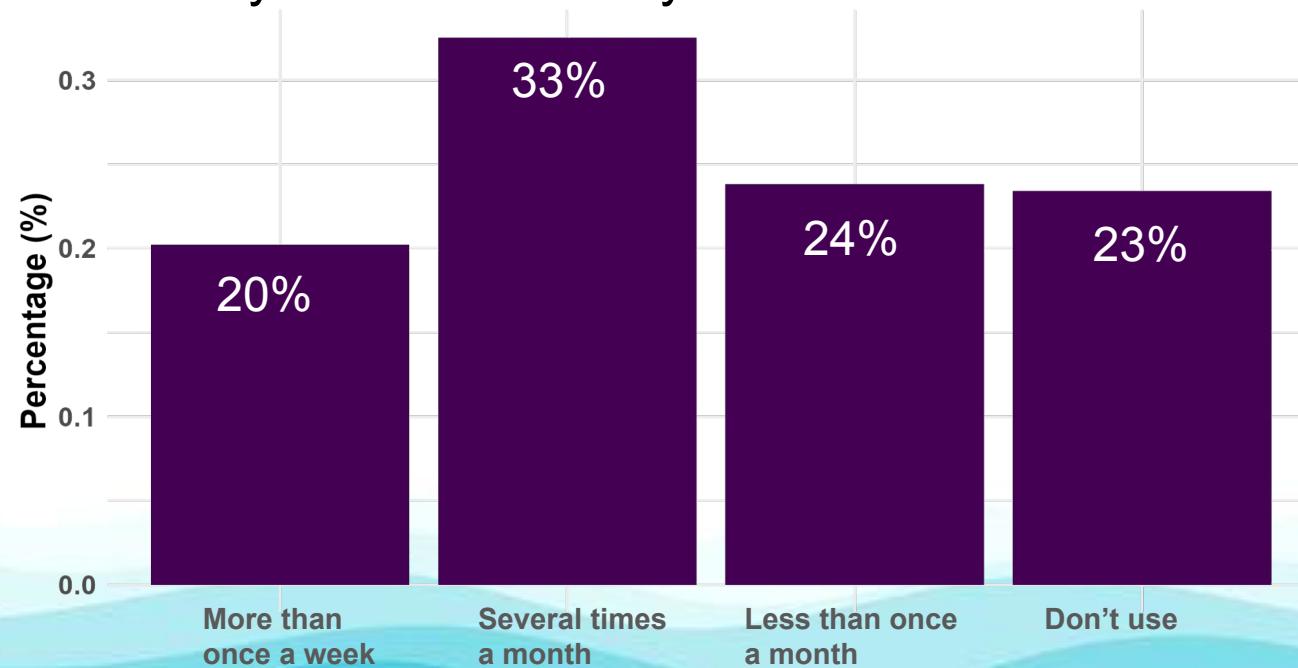
**Question 12:** Please identify how likely you or members of your household would be to participate in the following **non-aquatic** programs if they were offered.

# Survey Responses - Aquatic Center Usage



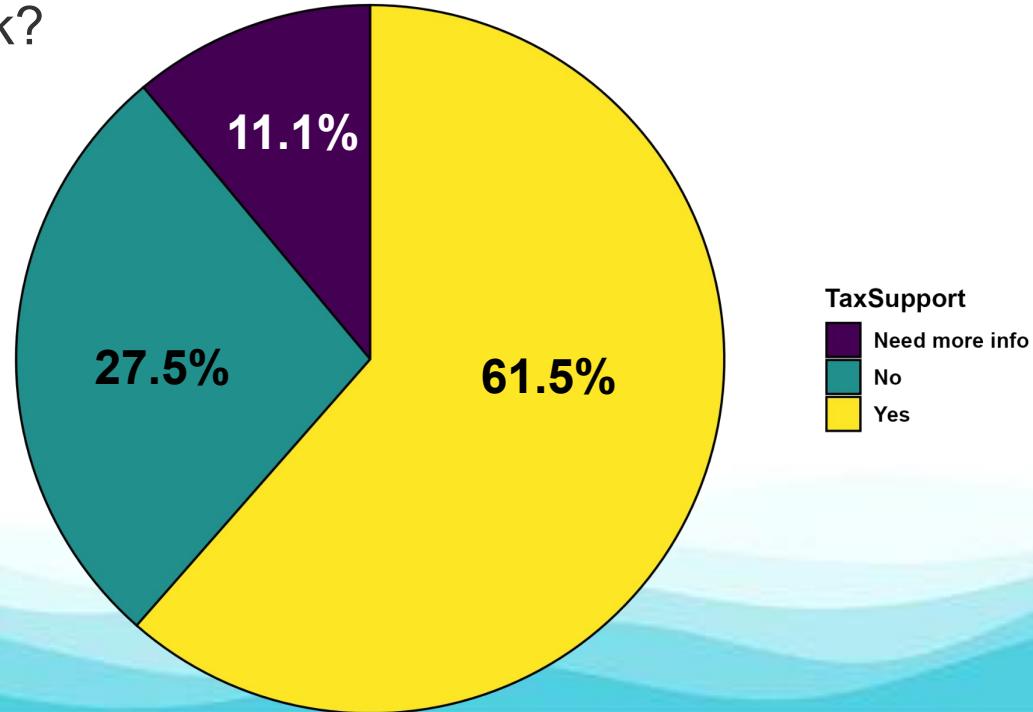
## Survey Responses - Aquatic Center Usage

**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?

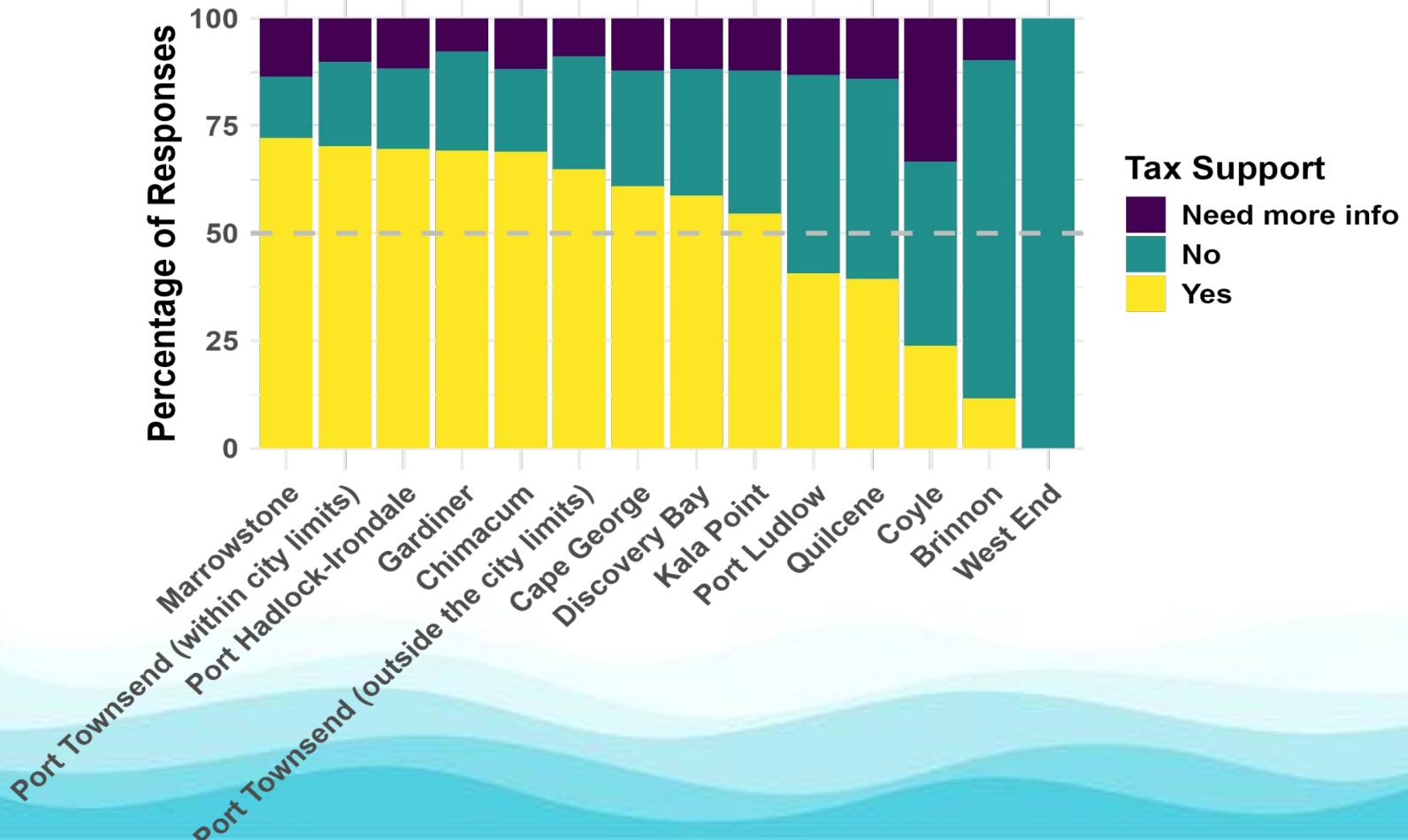


## Survey Responses - Support for Public Funding

**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?

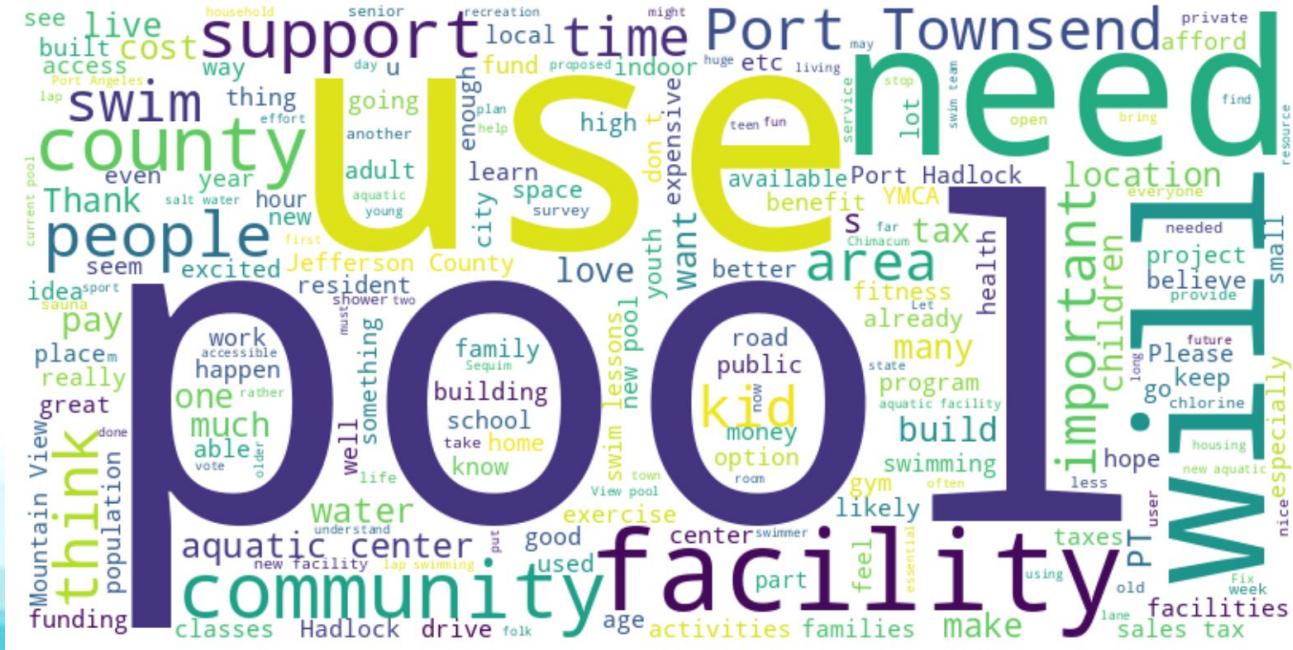


# Survey Responses - Support for Public Funding



# 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