PHASE 1 ENGAGEMENT SUMMARY

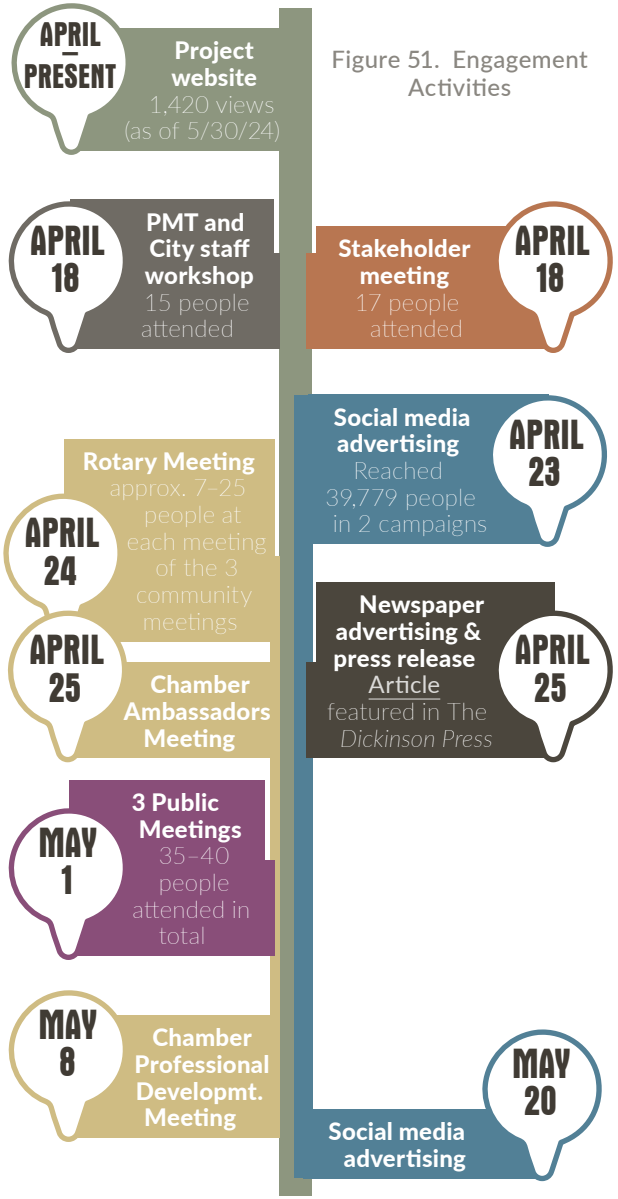


Figure 51. Engagement Activities

The City of Dickinson kicked off planning efforts for the Direction 2050 plan in February 2024. A stakeholder and public engagement plan was developed identifying Community Stakeholders and engagement tactics to be utilized.

This summary includes feedback collected during Phase 1 of engagement which took place from approximately April 1 – May 20, 2024.

ENGAGEMENT ACTIVITIES

Figure 51 details the media outreach and meetings for the Phase 1 engagement process.

Stakeholder Outreach

A Community Stakeholder Group was identified to serve as a resource during the plan development. A stakeholder meeting was held in April 2024 to gain feedback and insights from key stakeholder groups on issues and challenges they face.

COMMUNITY STAKEHOLDER GROUP MEMBERS:

- City of Dickinson
- NDDOT
- Stark County
- Dickinson School District
- Park District
- Public Works
- Stark Development Corporation
- Dickinson Public Transit
- Theodore Roosevelt Regional Airport
- Dickinson State University
- Dickinson Convention and Visitors Bureau
- Emergency responders
- Dickinson Builders Association
- Vision West ND

Stakeholder Vision and Goals Survey: What did we learn?

- Updates should reflect **needs of today** rather than needs from 10 years ago during "boom" days. This includes goals identified in land use, housing, and transportation.
- Diversification of work force and **economic development** needed. This will help to attract families and young professionals.
- Build a strategic approach to growth with considerations for **affordability** (housing), **walkability/multi-modal** (transportation), and **development** (infrastructure).

A short presentation was delivered at the meeting with time spent considering updates to the vision and goals of the current Comprehensive Plan to reflect needs of today.

Project Management Team and City Staff Workshop

City staff along with the project management team were invited to attend a workshop in April 2024 aimed at gathering insights from this core team. A short presentation was delivered with a majority of the time aimed at roundabout table discussions. Members present included:

- Bob Furhrman, Museum Director
- John Odermann, City Commissioner
- Joel Walters, Marketing & Events
- Dustin Dassinger, City Administrator
- Jeremy Presnell, Fire Chief
- Josh Skluzacek, City Engineer
- Matt Hanson, Police Department
- Joe Ciane, Police Department
- Wayne Zacher, NDDOT
- Rob Rayhorn, NDDOT
- Steve Josephson, Stark County
- Aaron Prauss, Public Works Director

Stakeholder Roundtable Discussion: What did we hear?

- Schools continue to see steady growth and with that the need to **expand facilities** for youth activities.
- Infrastructure needs exist on the south side of the city. Considerations for a **south bypass** for trucking/cargo to provide connectivity from south side of city to the north side.
- Development continues, but at a slower rate than 10 years ago. Consider incentives or plans to **promote housing and business development** in areas previously platted.

PMT/City Staff Roundtable Discussion: What did we hear?

- Traffic safety issues were discussed including **traffic flow** at intersections and schools, along with general morning/afternoon **congestion.** It was noted that many issues discussed are already being addressed in other projects.
- Limited **rail crossings** opportunities can create problems for traffic and emergency response.
- Need and desire for **multi-modal connectivity** throughout city.
- Downtown development, revitalization, incentives for developers. Creating a defined and attractive ***downtown.***

Public Input Meetings

Three in-person meeting opportunities were provided to the public on May 1, 2024.

- 10 am – 12 pm
- 2 – 4 pm
- 5 – 7 pm

The format included a short presentation with table-top discussions.

Public Input Meetings: What did we hear?

- Discussions surround **traffic safety,** particularly near schools for pedestrians crossing the street
- Trail, **bike/ped connectivity** issues.
- Need for efficient **north/south route.**
- Create more ***neighborhoods*** with various housing looks.
- Find ways to create the **sense of community** throughout Dickinson.
- Additional **overpass/underpass** considerations at railroad crossings.
- General discussions around **pavement conditions, intersections, traffic signals, traffic flow.**

MARKETING AND OUTREACH

The plan was branded Direction 2050 and utilized colors and themes from the City of Dickinson's brand standards. Marketing material was developed with the Direction 2050 branding and included project website, informational handout, social media, and newspaper. **Figure 52** through **Figure 55 on page 77** show examples of these outreach materials.

Figure 52. Project website



Figure 53. Project flyer

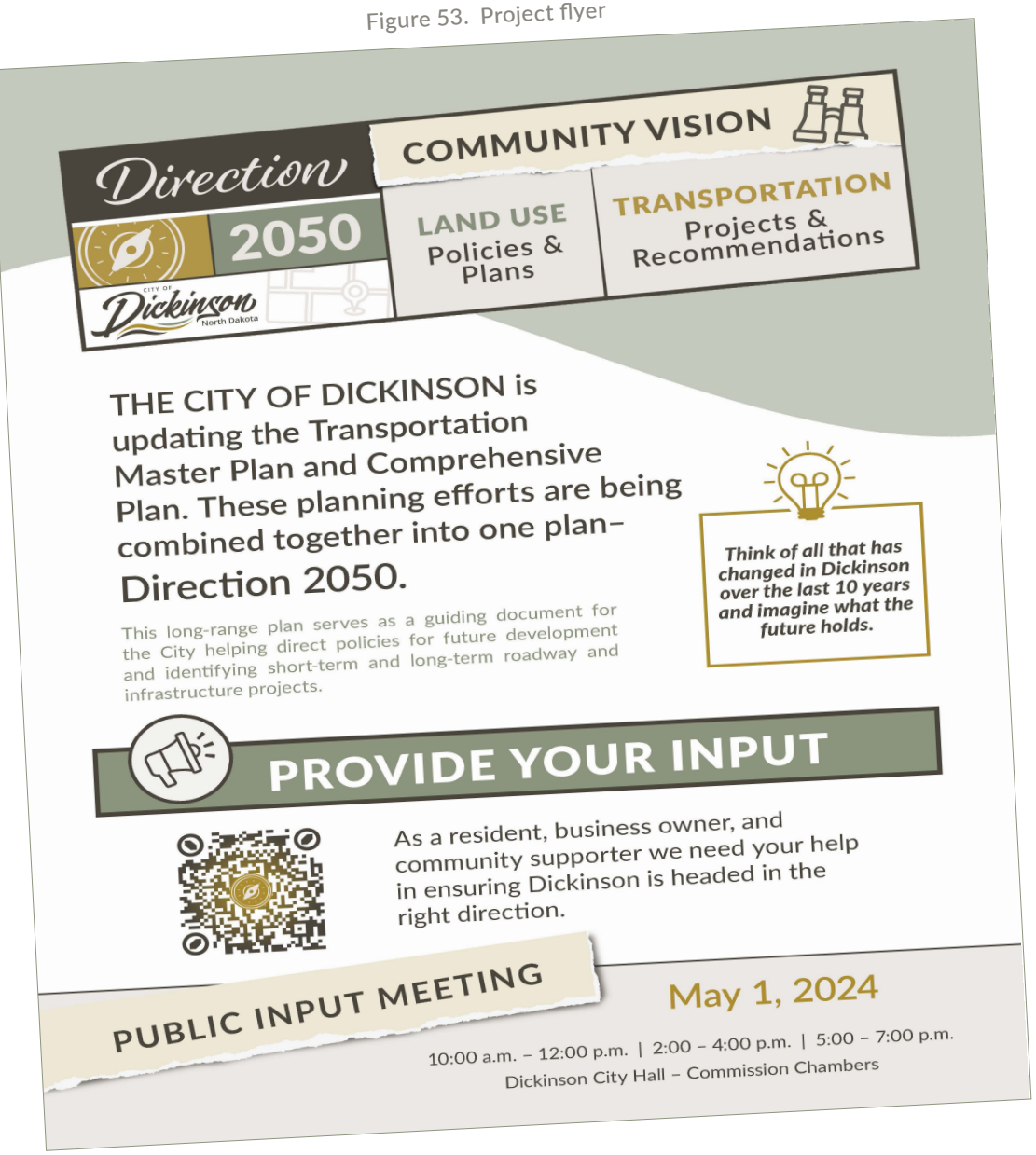


Figure 54. Social media ads

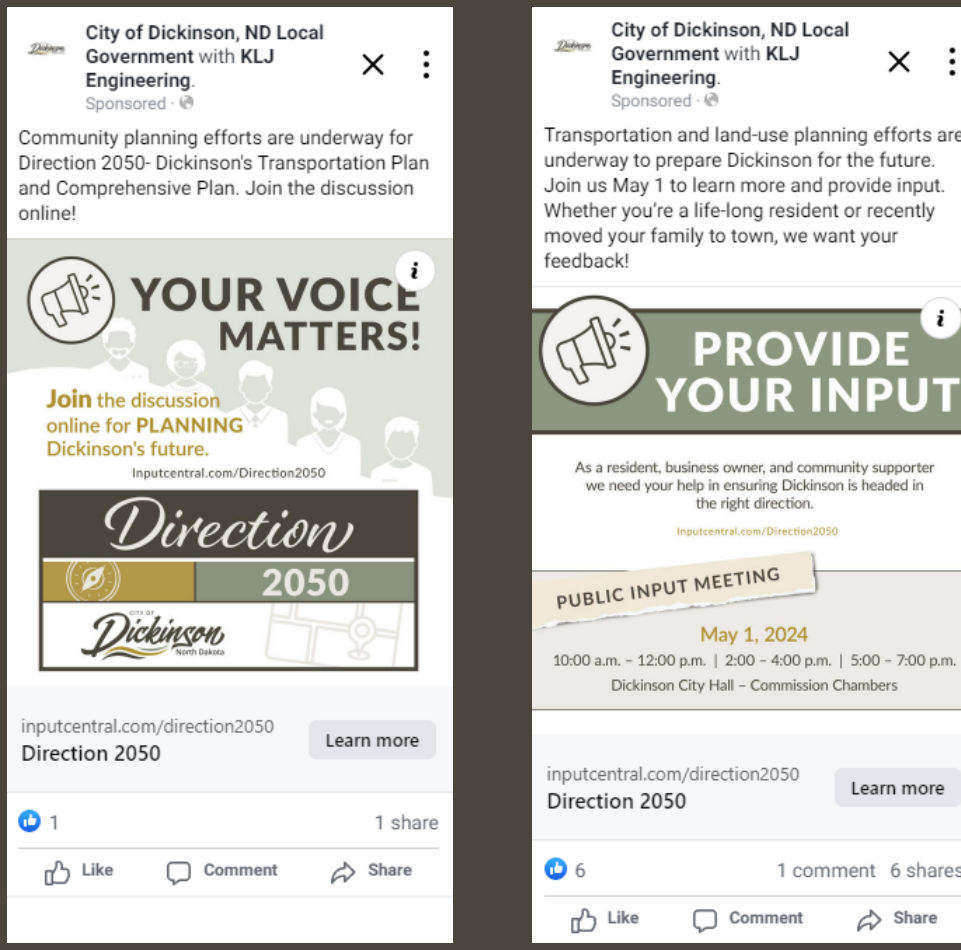


Figure 55. Newspaper ad

PUBLIC INPUT MEETING

Direction 2050

City of Dickinson, North Dakota

The City of Dickinson is seeking **public input** for its Transportation Master Plan and Comprehensive Plan update. Three meeting options are being offered to gain insights from community members on topics such as transportation, housing, land-use, economic development, and more.

Wednesday, May 1, 2024

Three meeting times to choose from
(all times are Mountain Time):

10:00 a.m. to 12:00 p.m.	2:00 p.m. to 4:00 p.m.	5:00 p.m. to 7:00 p.m.

City Hall – Commission Chambers
38 1st St W., Dickinson, ND

A virtual (pre-recorded) presentation and other materials are available on the City of Dickinson's website at www.dickinsongov.com.

This meeting is designed to allow for public input which is required for compliance with the National Environmental Policy Act of 1970 and National Historic Preservation Act of 1966.

Representatives from the City of Dickinson, NDDOT, and KLJ Engineering will be on hand to answer your questions and discuss your concerns.

COMMENTS about this project must be postmarked or emailed by May 15 to Wade Kline, KLJ Engineering, 677 27th Ave. E., Dickinson, ND, 58601. Email: wade.kline@kljeng.com, Note "Public Input Meeting" in the letter heading or email subject.

The City of Dickinson will consider every request for reasonable accommodation to provide: an accessible meeting facility or other accommodation for people with disabilities, language interpretation for people with limited English proficiency (LEP), and translations of written material necessary to access NDDOT programs and information.

Appropriate provisions will be considered when the Department is notified at least 10 days prior to the meeting date or the date the written material translation is needed.

To request accommodations, contact
Dustin Dassinger, City Administrator at 701-456-7739 or dustin.dassinger@dickinsongov.com. TTY users may use Relay North Dakota at 711 or 1 800 366 6888.

Project Website

A project website was developed on the social pinpoint platform and served as a dashboard of information and provided several opportunities for the public to get involved in the project including survey, interactive mapping, vision board, and video.

Figure 52 on page 75 displays exerpts from the project website hosted at https://inputcentral.com/Direction2050.

Site analytics of website interactions as of May 24, 2024 highlighted:

- 1,528 website views
- 328 total contributions
  - 189 contributions on interactive map
  - 105 surveys completed
  - 25 vision board ideas shared
  - 62 views of the video
  - 32 study area map downloads

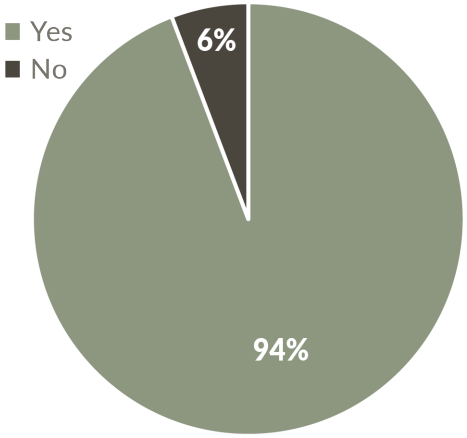
Website traffic was generated from several primary sources:

- Facebook resulted in 332 visitors
- Direct links from QR code resulted in 257 visitors
- *The Dickinson Press* online resulted in 145 visitors

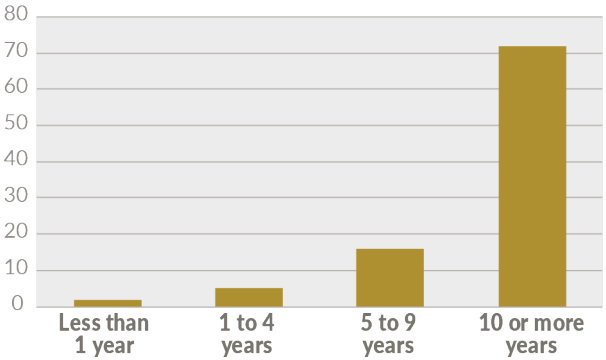
SURVEY RESULTS

The 105 surveys received were compiled and the results for each question are charted as follows.

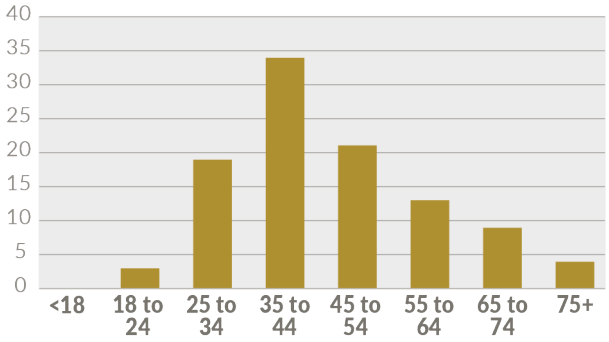
1. Do you live in Dickinson?



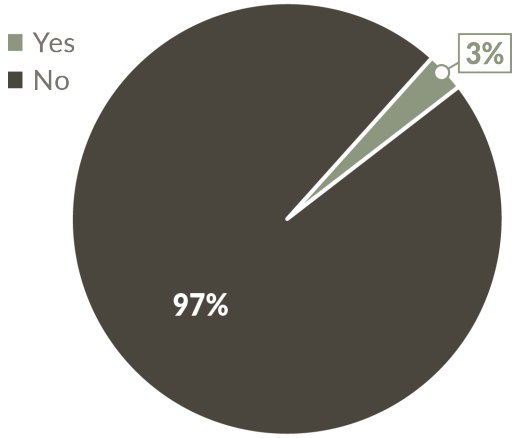
2. How long have you lived in Dickinson?



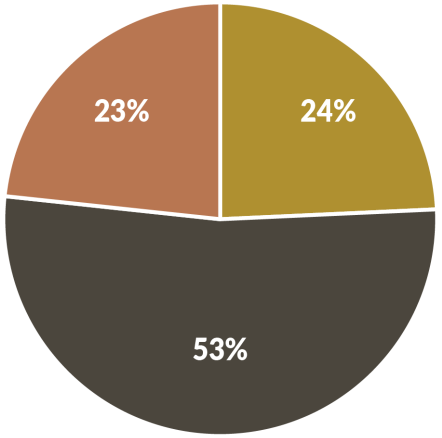
3. What is your age?



5. Are you a student at Dickinson State University?

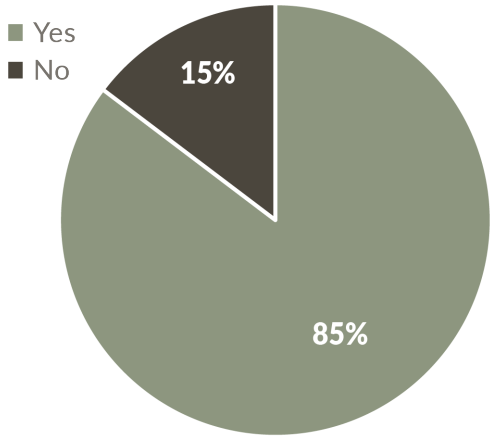


7. When you consider the growth the city has experienced in the last 5–10 years, how would you characterize it?

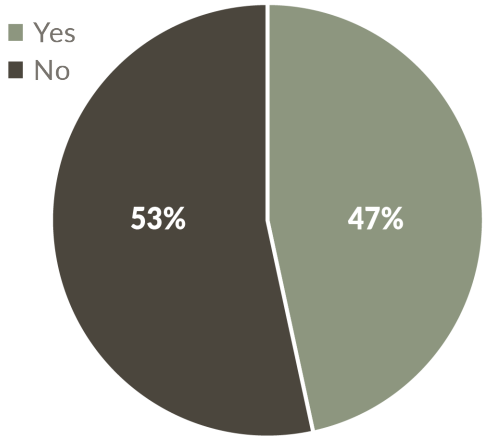


- Satisfied with current course.
- Some course correction needed.
- Major course correction needed.

4. Do you work in Dickinson?



6. Do you have school-age children in your household under the age of 18?



Why do you think course correction is needed?

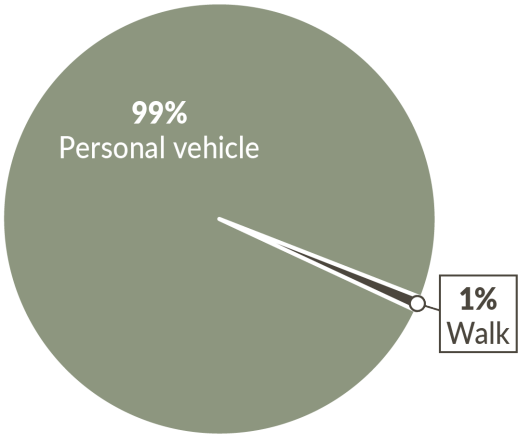
Examples of responses are included here; please reference **Appendix A** for all comments collected.

- Showcase "vibrancy" of town to retain younger families to the area. More lifestyle stores, activities. Absolutely IMPROVE the roads!
- Too much high density housing.
- I think there needs to be more public trails to unify the city a little better. There are developments that are

annexed into the city but essentially have no access besides driving. There should be walking/bike paths connecting the city.

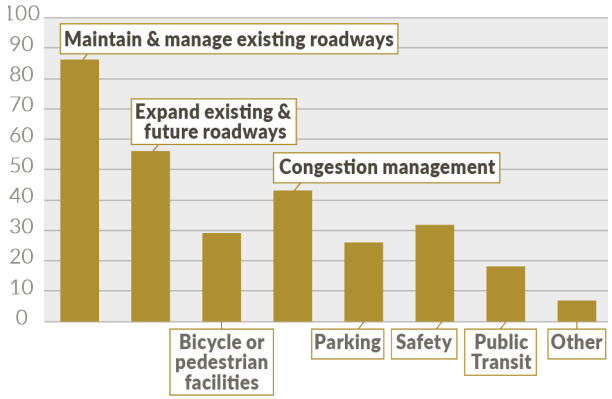
- It's slow growth, but it's great to see progression in moderation. More focus on downtown businesses, revitalizing downtown & the buildings. Make Villard great again.
- Imbalance of development in a number of areas, not limited to, but including, affordable housing, commercial, and recreational opportunities.
- More planned use of existing green spaces and provision for future green spaces
- The education buildings are outdated and need major overhauls to attract and retain population. There is also a lack of extra curricular activities for seniors, a senior center is badly needed.
- There has been a lot of growth meaning new education buildings are needed. There has been very few updates
- Walkability especially on the Southside or near the golf course to Patterson lake recreation area. Incentives for small business development expanded. Supports for women and new American entrepreneurs. Comprehensive program to help new Americans settle

8. What is your primary mode of transportation?

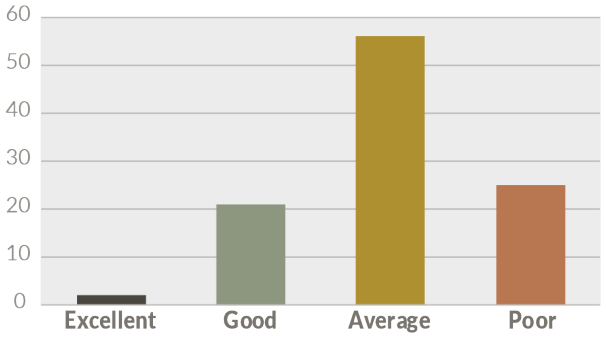


(0% Public Transportation; 0% Bike)

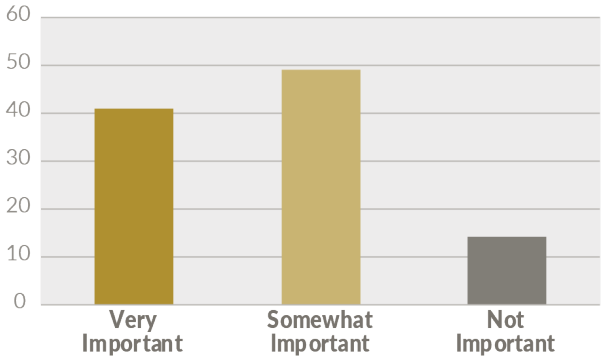
9. Select the top three priorities for transportation investments in the Dickinson area



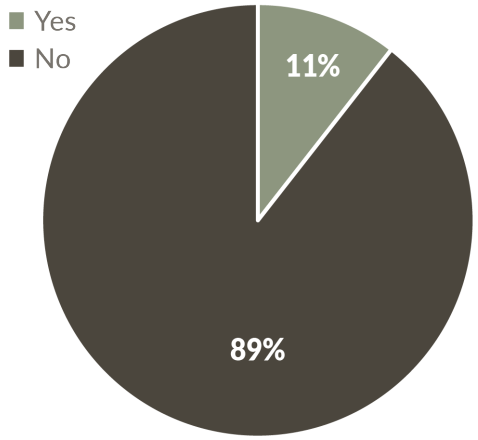
10. Overall, how would you rate the roadway and street system in Dickinson?



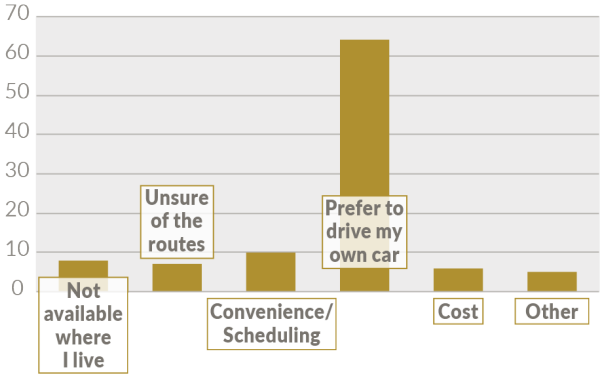
11. How important is it that Dickinson has access to public transit?



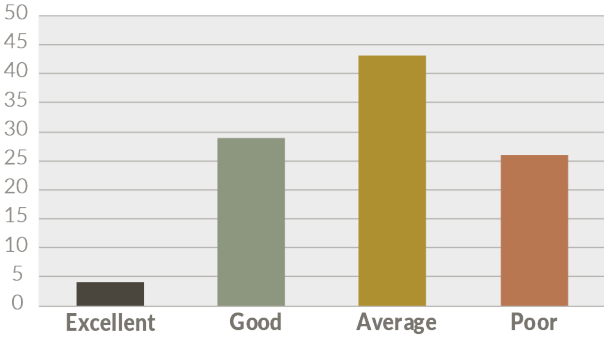
12. Has anyone in your household utilized the Transit system in the last year?



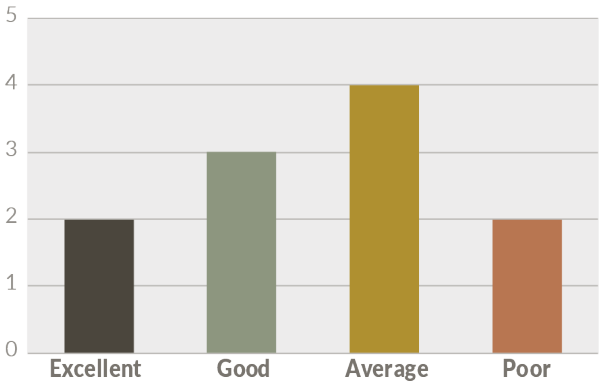
14. What are your barriers to using public transit?



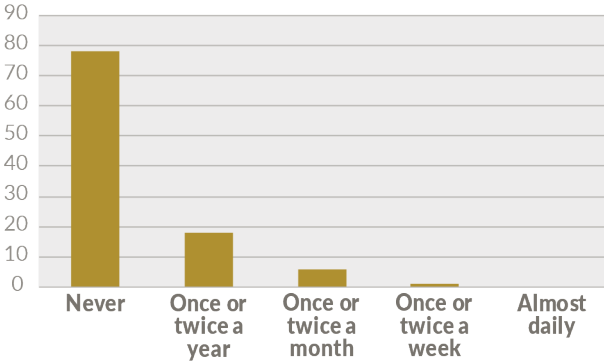
16. Overall, how would you rate the pedestrian/bicycle system in Dickinson?



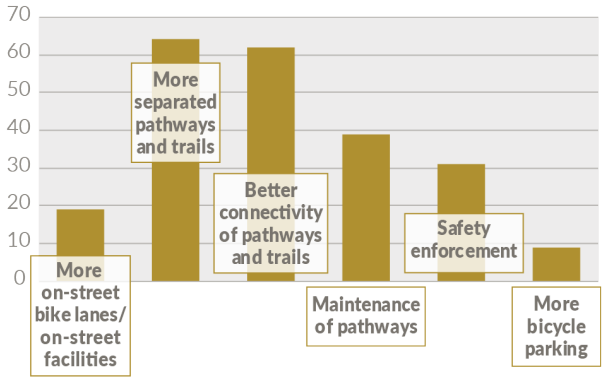
13. How would you rate the transit system?



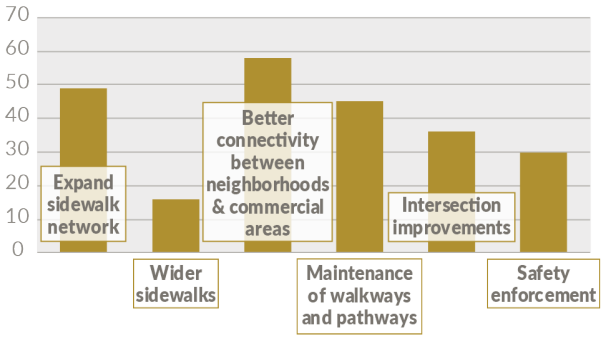
15. How often do you use rideshare apps (Uber, Lyft) to get around Dickinson?



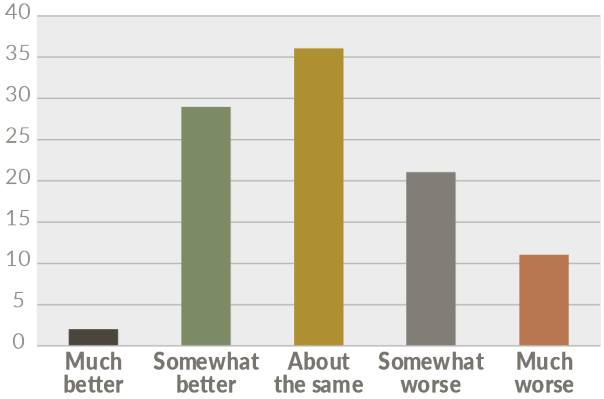
17. What could improve your biking experience in Dickinson?



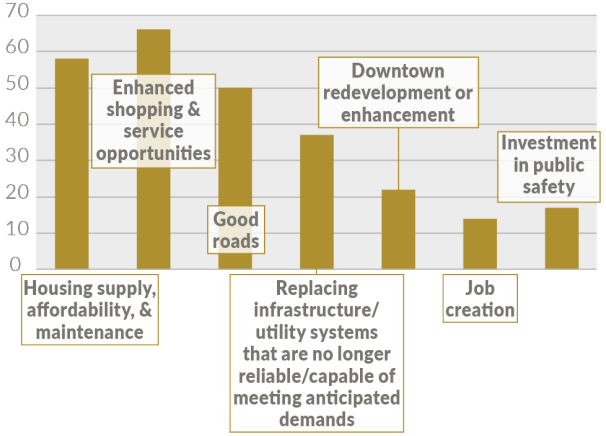
18. What could improve your walking experience in Dickinson?



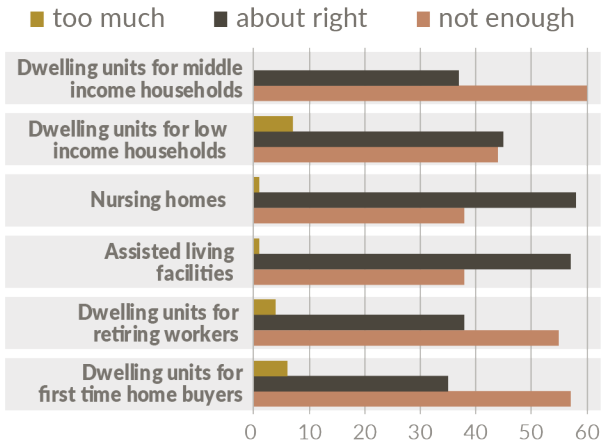
20. How do you think the quality of Dickinson residential neighborhoods today compares to ten years ago?



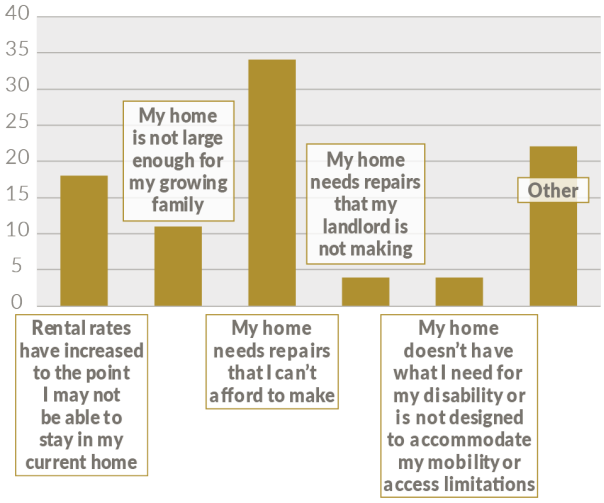
22. What issues do you think need to be prioritized and received special attention during this planning process?



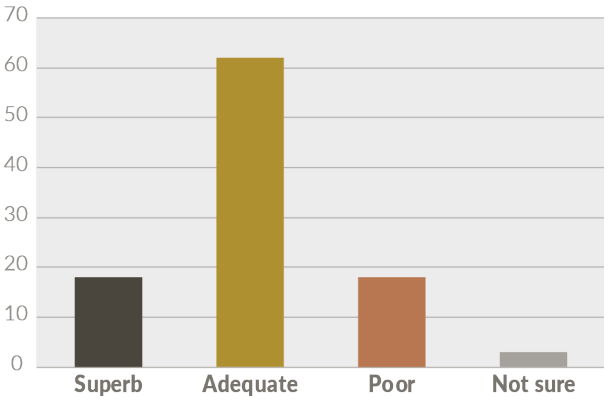
19. Please rate the sufficiency of housing supply in Dickinson



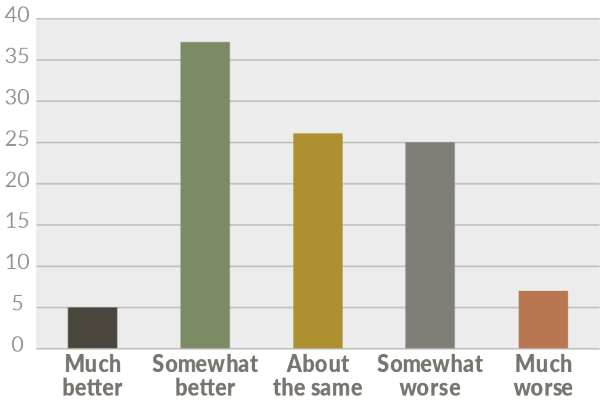
21. Do you have a concerns or challenges with your housing situation?



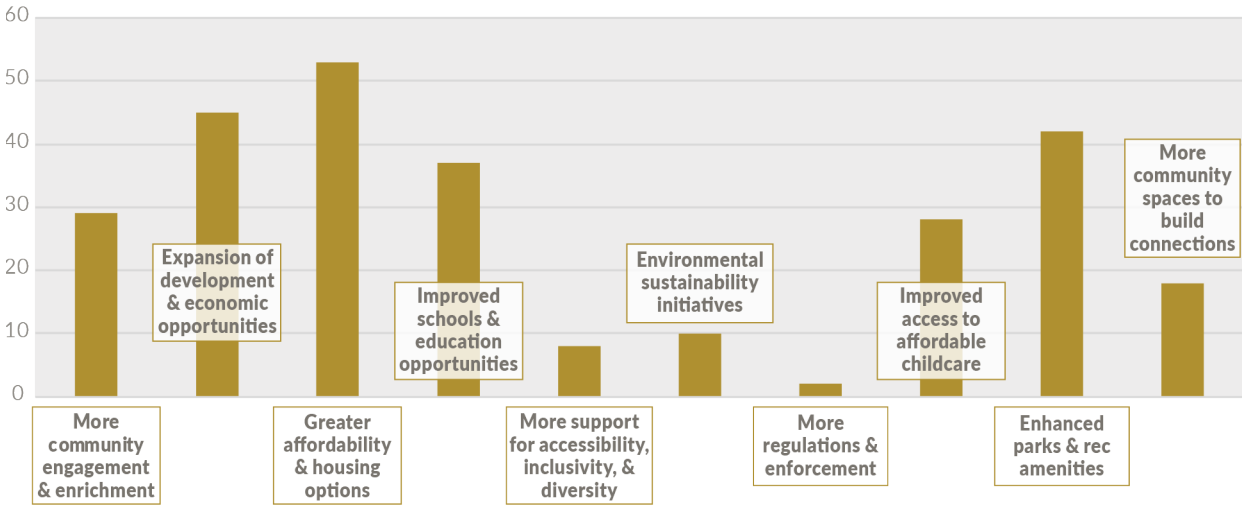
23. How would you rate the overall quality of community services (schools, library, recreational facilities, etc.)



24. How does the quality of life in the City of Dickinson today compare to ten years ago, or since you moved to the community?



25. What do you think would make the greatest impact on the quality of life in Dickinson?



INTERACTIVE MAPPING

Respondants submitted 190 comments on the Interactive Map. These comments were tabulated by category and the resulting percentages for each category are illustrated in the accompanying chart and geo-located in **Figure 56**.

The interactive map categories are:

- Economy/Opportunity
- Housing
- Land Use & Growth
- Multi-modal
- Parks & Trails
- Recreation & Tourism
- Vehicle

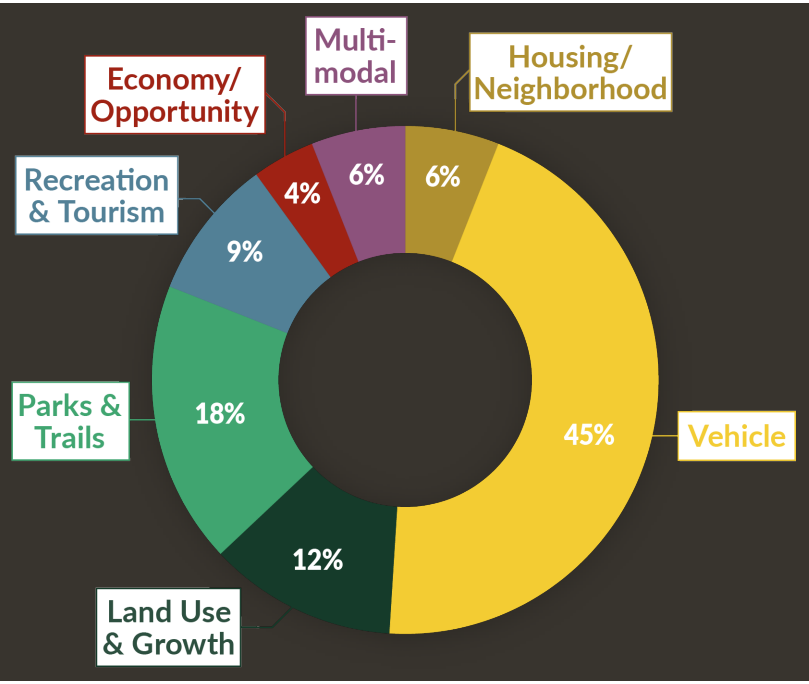
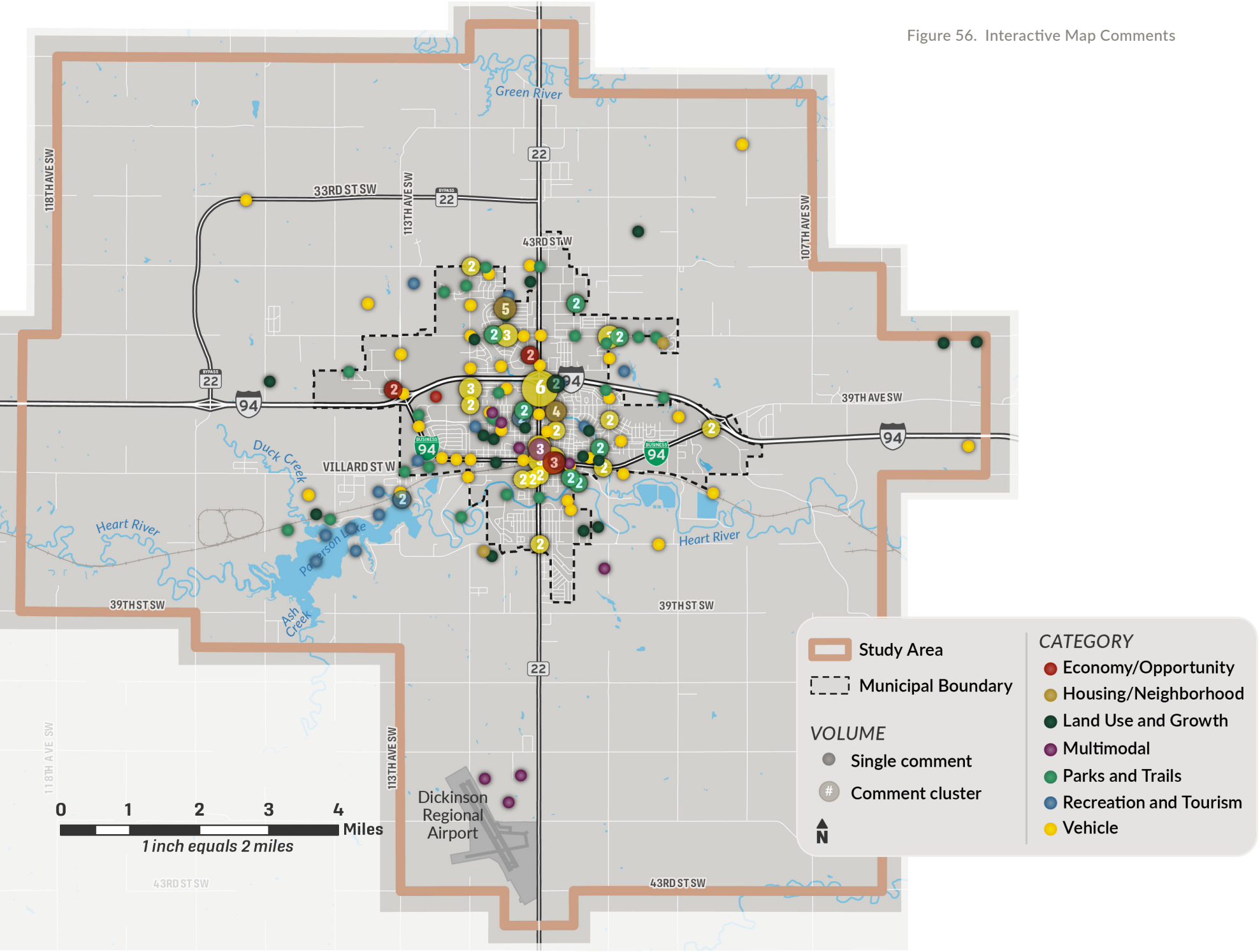


Figure 56. Interactive Map Comments



VISION BOARD

The website Vision Board received responses from 25 people who submitted ideas on ways to make Dickinson the best place to live, work, and play.

Key themes and ideas included:

- Encourage development of careers, retail, and business opportunities throughout the community
- Provide recreational and entertainment options for youth and adults
- Enhance walkability from neighborhoods to business areas
- Revitalize downtown businesses and consider parking options
- Incentivize home builders to enhance housing options
- Investments in infrastructure improvements

All comments collected on the Vision Board can be found beginning on **page 89** in **Appendix A**.

