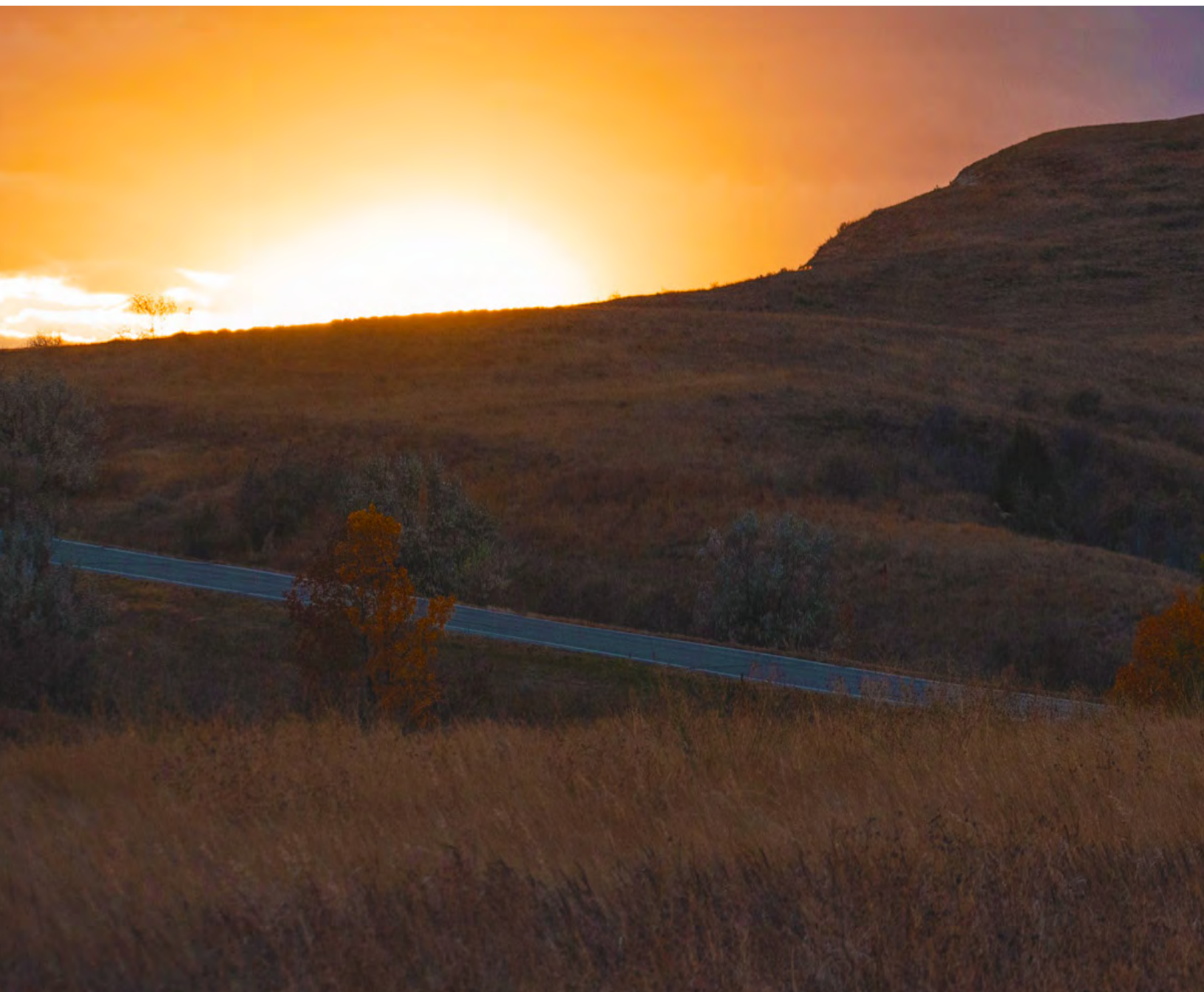


APPENDIX



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TABLE OF CONTENTS

30-Day Public Comment Key Theme Report.....	3
Public Survey #1 Results (September - October 2020)	4
Public Survey #2 Results (December 2020)	23
Focus Group Key Themes Report (November 2020).....	28

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30-Day Public Comment Key Theme Report

Lewis & Clark State Park Master Plan Public Comment Key Themes

Introduction

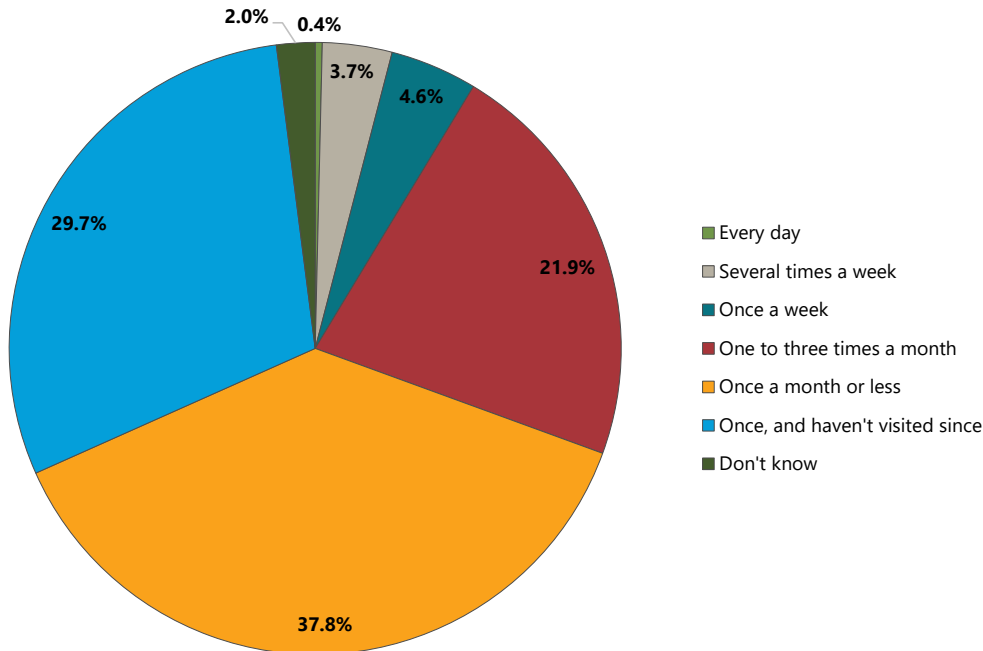
This report summarizes the public comments received during the 30-Day Public Comment Period that was held from February 16, 2021 to March 18, 2021. The purpose of the public comment period was to provide individuals an opportunity to read the fully developed master plan document and provide comments and feedback. The public comments received are presented in terms of “key themes” that emerged from the responses.

Comment Key Themes

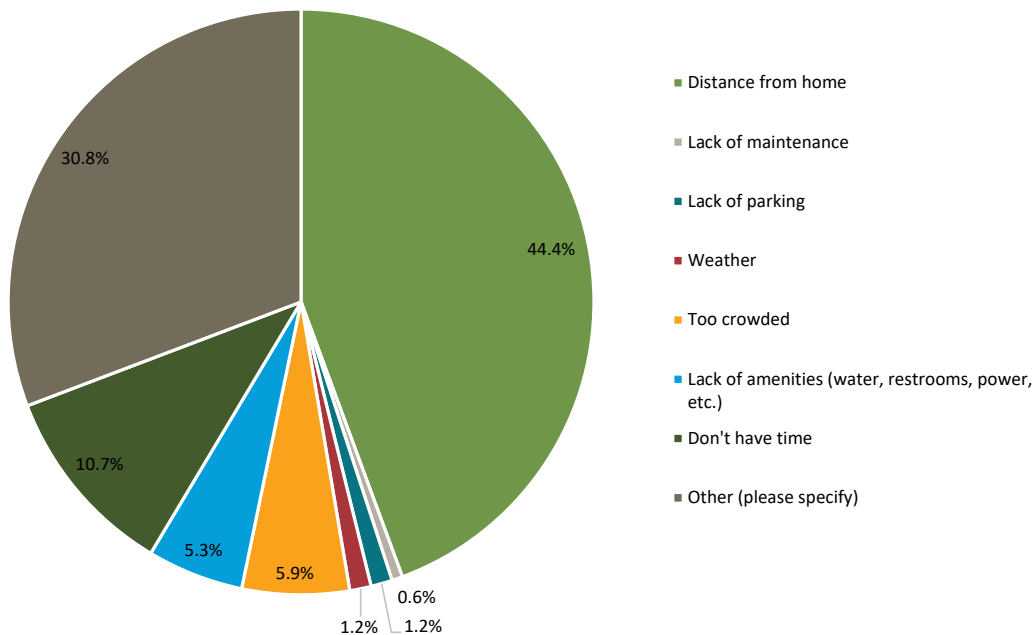
- There was interest in increasing the quantity of campsites, especially full hook-up sites, because it is hard to get campsites reserved on the weekends.
- Respondent expressed a desire for an enhanced and expanded marina area experience. This includes more vehicular and boat trailer parking, a second boat ramp and/or expanded boat ramp, and a gazebo by the parking area to host events and other activities.
- More cabin accommodations being proposed in the master plan was appreciated.
- The vision of a synthetic ice rink to increase year-round recreational opportunities was viewed as a waste of resources. The proposed potential location is considered as being too far from the campsites for children to walk, and parents would become shuttling their kids. It is more preferred to invest in programs/activities, playgrounds, yard games, bike paths and moving [centralizing] the basketball court closer to existing play facilities.
- There was some concern about the composition of the Volunteer Advisory Committee (VAC) members.

Public Survey #1 Results (September - October 2020)

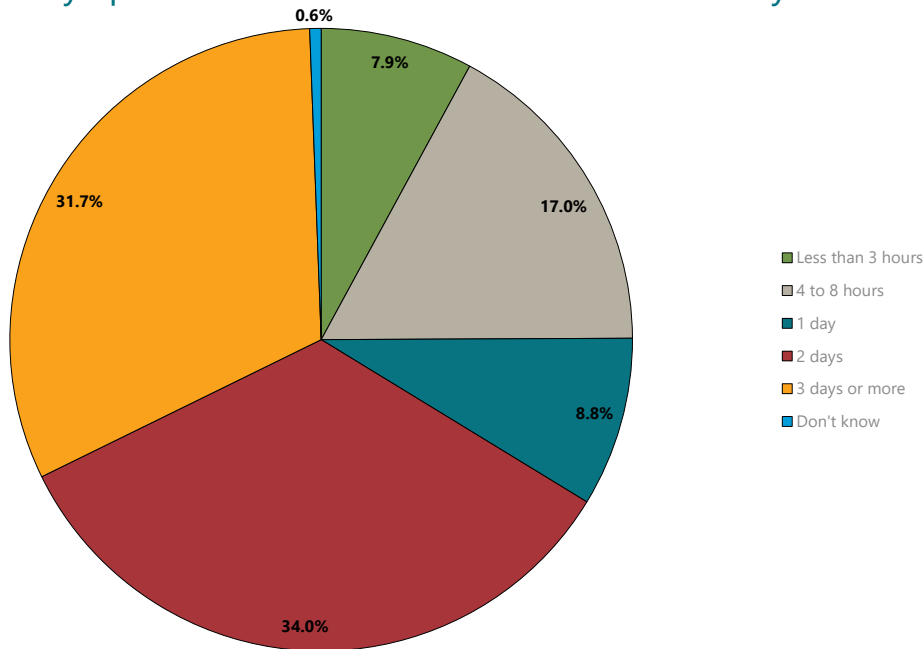
Q1a: In the last year, how often have you or anyone in your household visited Lewis & Clark State Park?



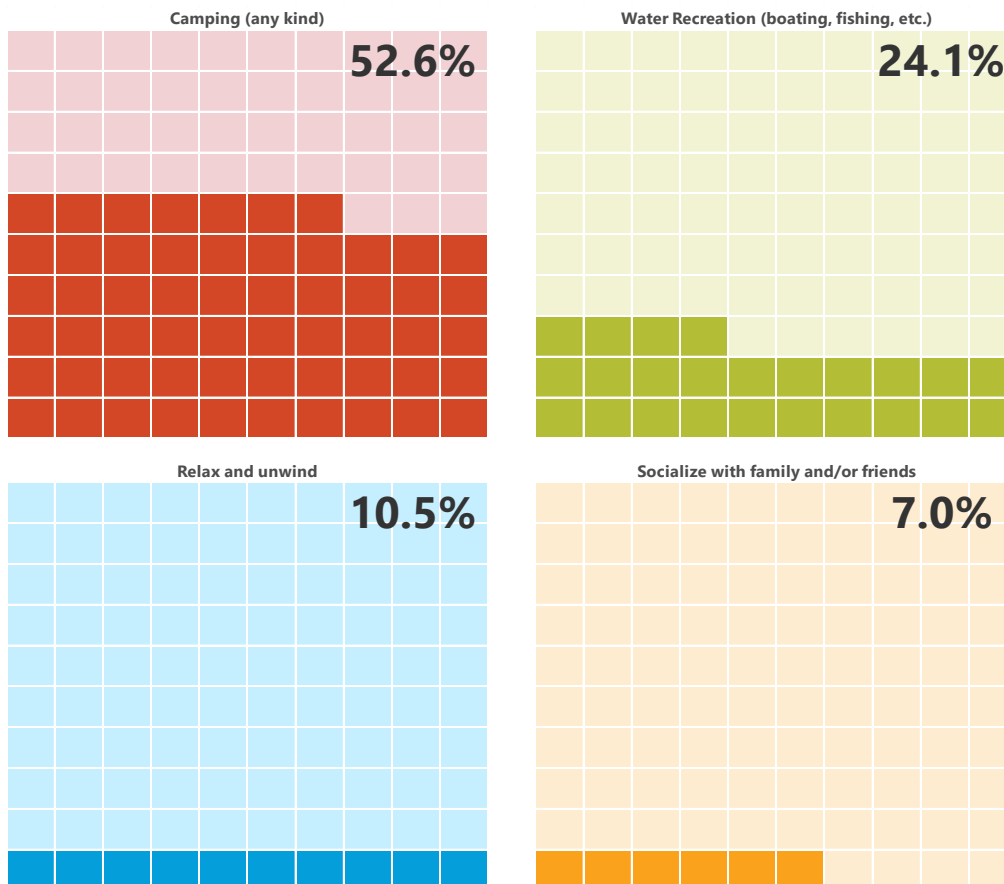
Q1b: If you don't visit or haven't come back to visit, are there any reasons why?



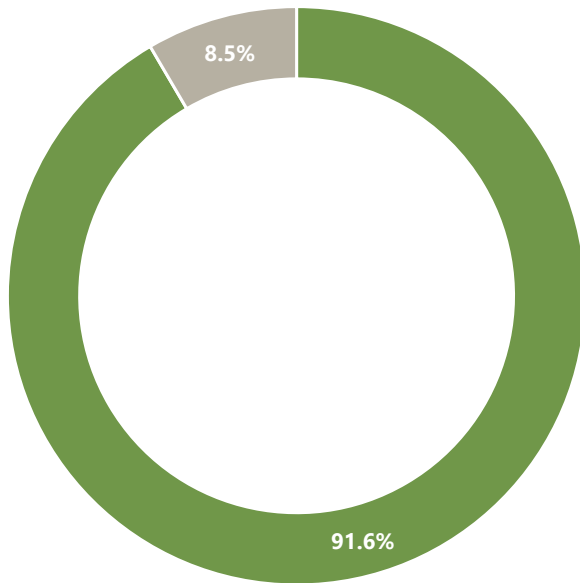
Q2: When you and/or your household visit, about how much time do you typically spend at Lewis & Clark State Park when you visit?



Q3: Which of the following best describes your primary reason for visiting Lewis & Clark State Park? (Top 4)



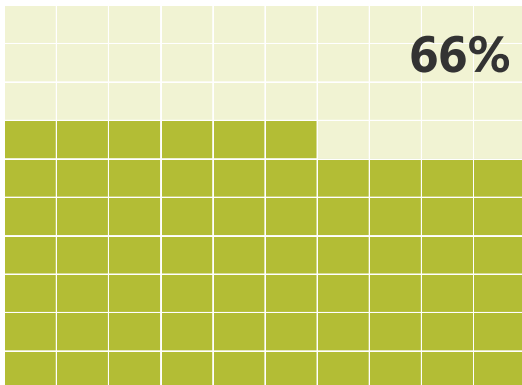
Q4: Thinking about the times you visited Lewis & Clark State Park, which of the following statements best applies to you?



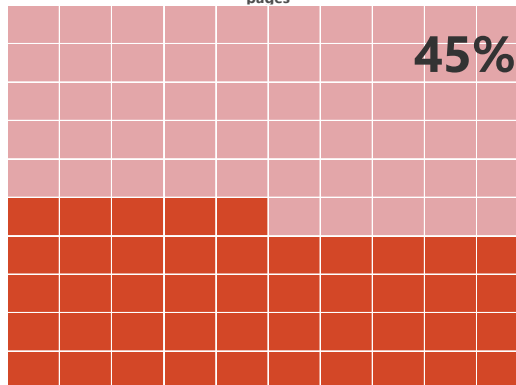
■ It is my main destination ■ It is a stop along the way to my main destination

Q5: Where do you get your park information from for Lewis & Clark State Park? (Top 4)

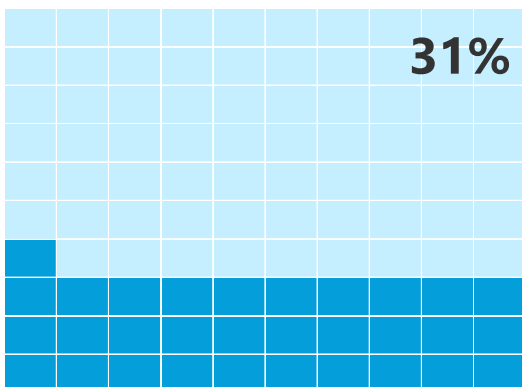
North Dakota State Parks website



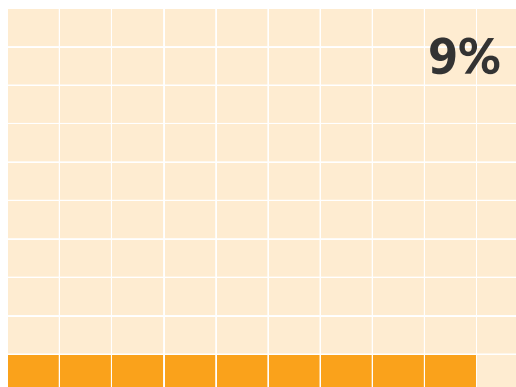
North Dakota State Parks' and/or Lewis & Clark State Park's Facebook pages



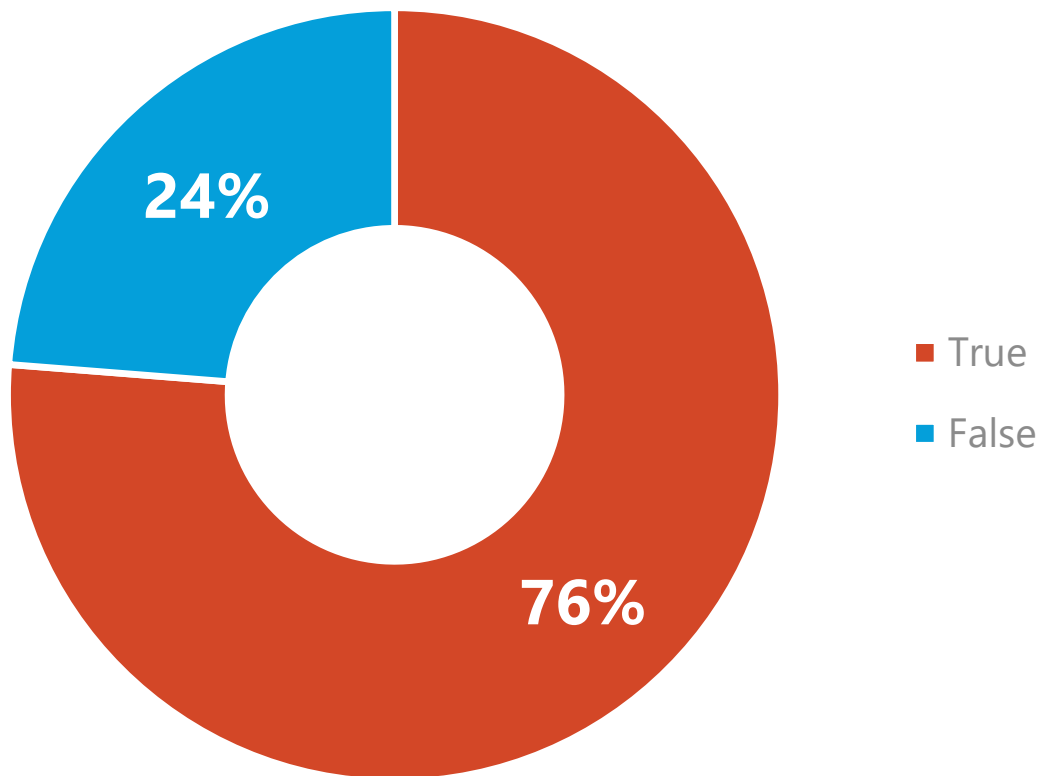
Word of mouth



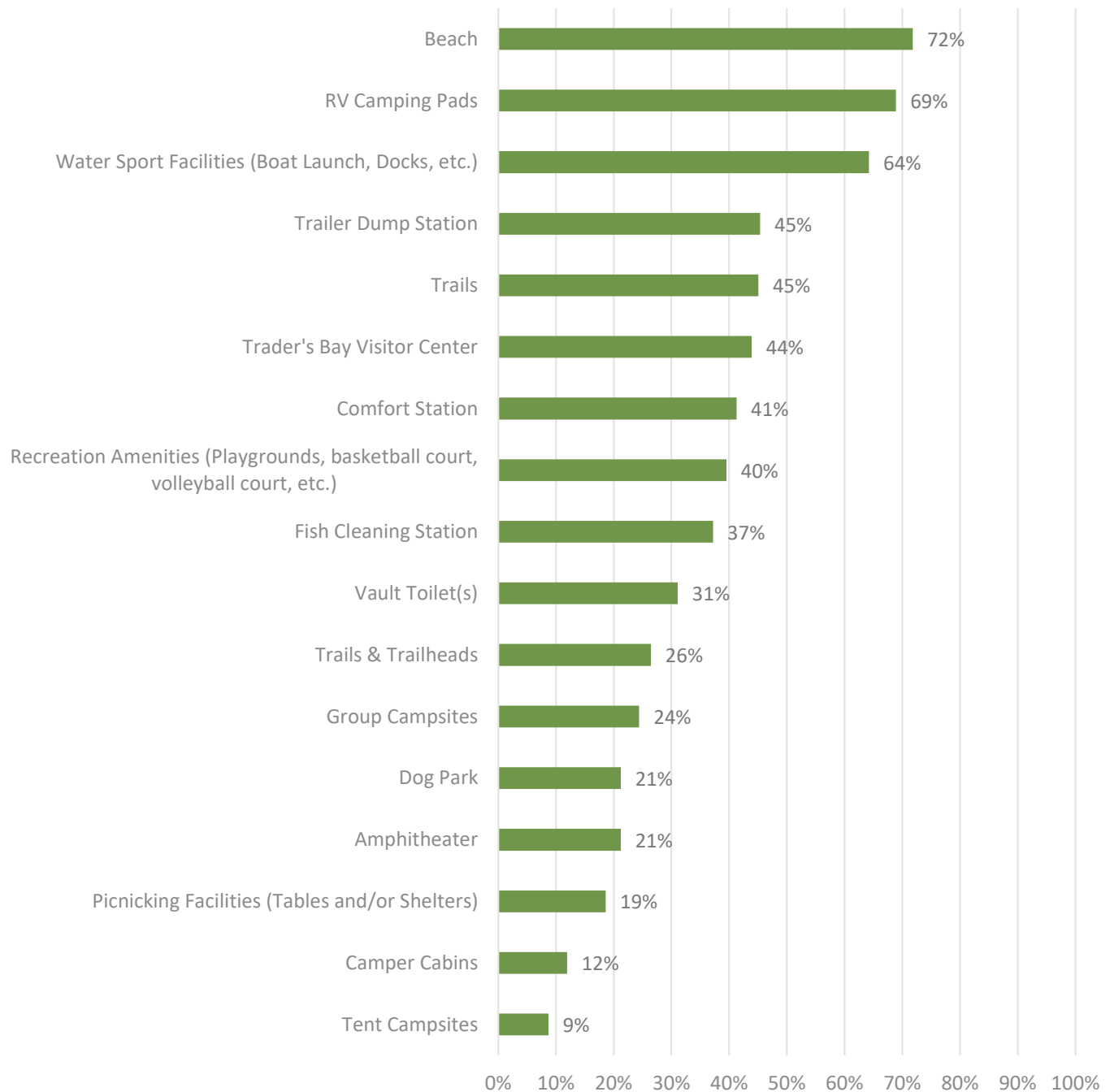
Email



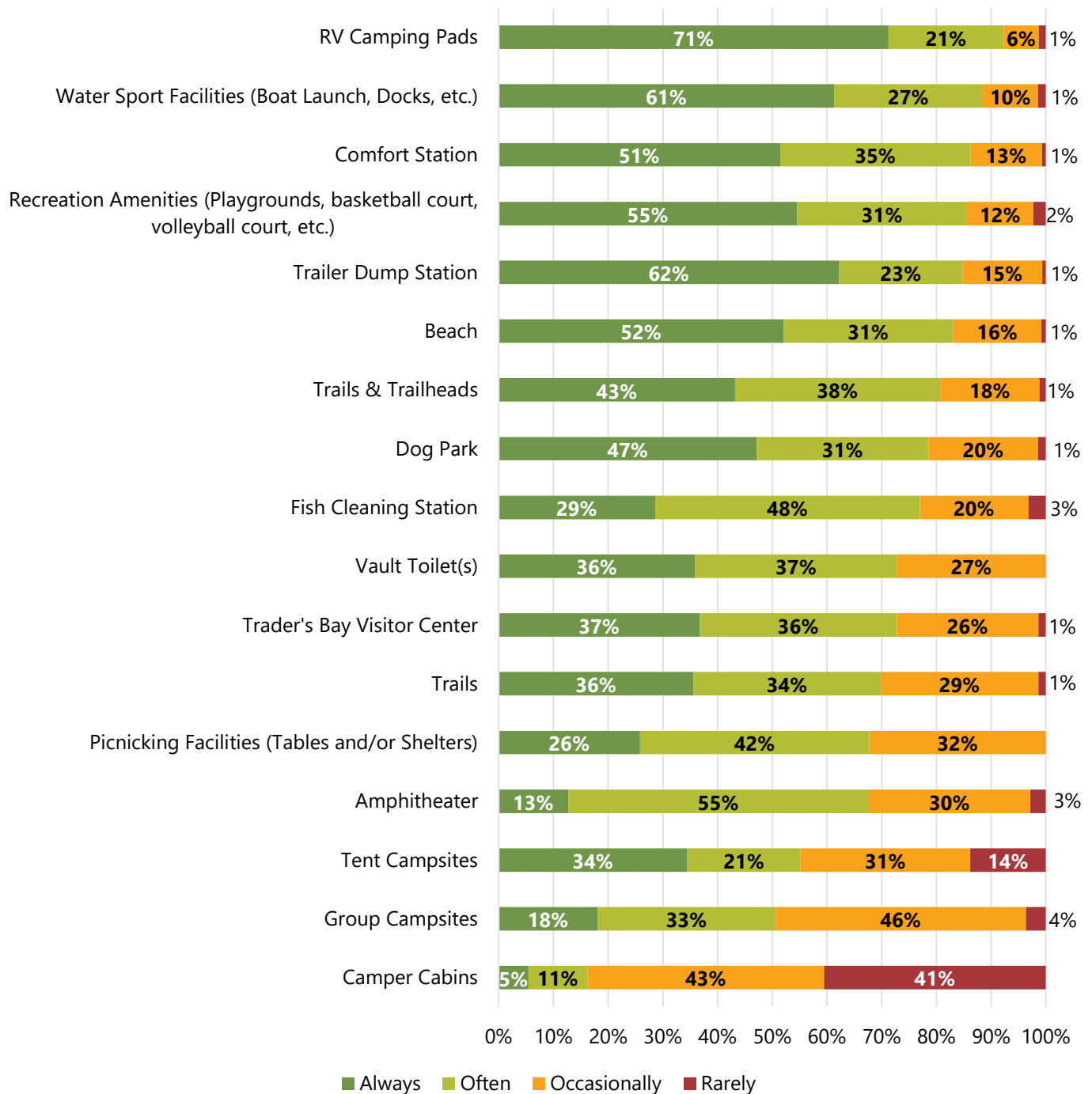
Q6: I feel well-informed about existing facilities, events/programs and recreation opportunities at Lewis & Clark State Park.



Q7: In your average visit to Lewis & Clark State Park, which amenities or facilities do you (or members of your household) use? (select all that apply)



Q8: In your average visit to Lewis & Clark State Park, how often do you (and/or members of your household) use the following amenities and facilities?



Q9: What do you like best about Lewis & Clark State Park that would you like to see continue into the future?



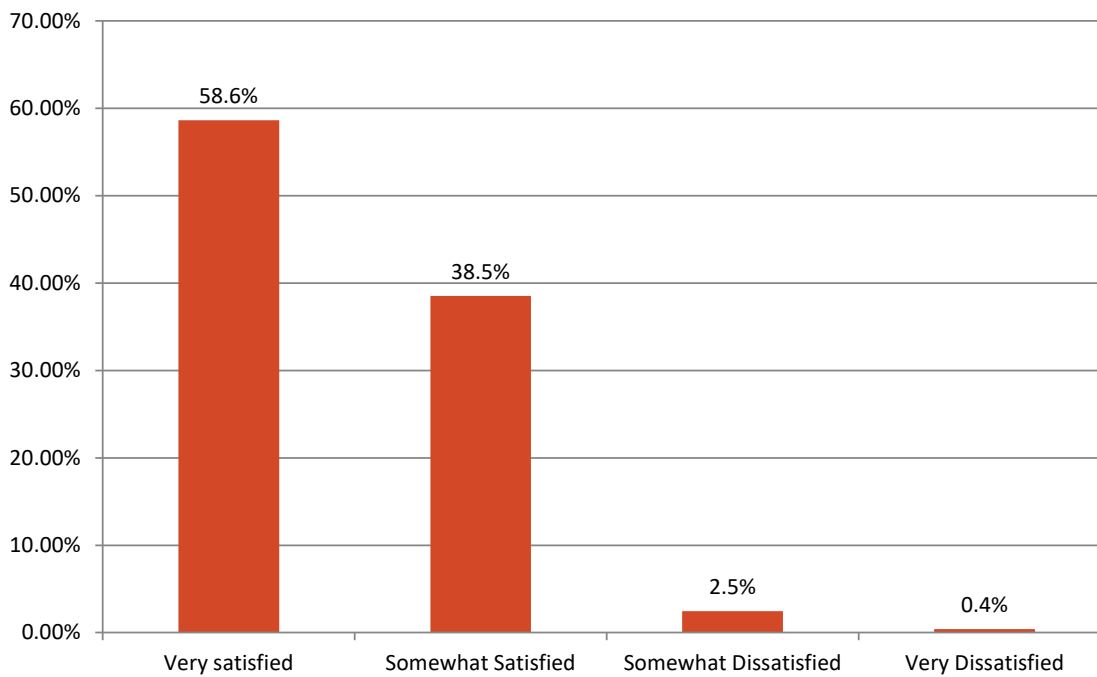
Q10: Please describe what motivates you to visit Lewis & Clark State Park.



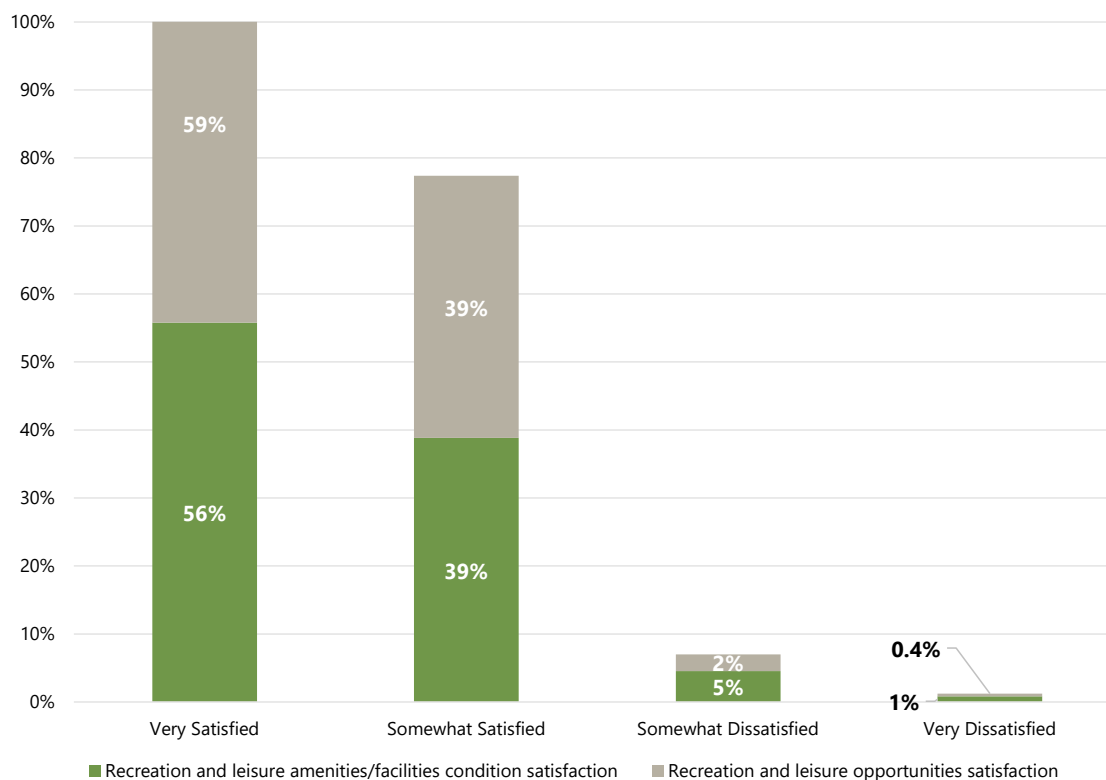
nearby **good** spot holiday visiting **great** come



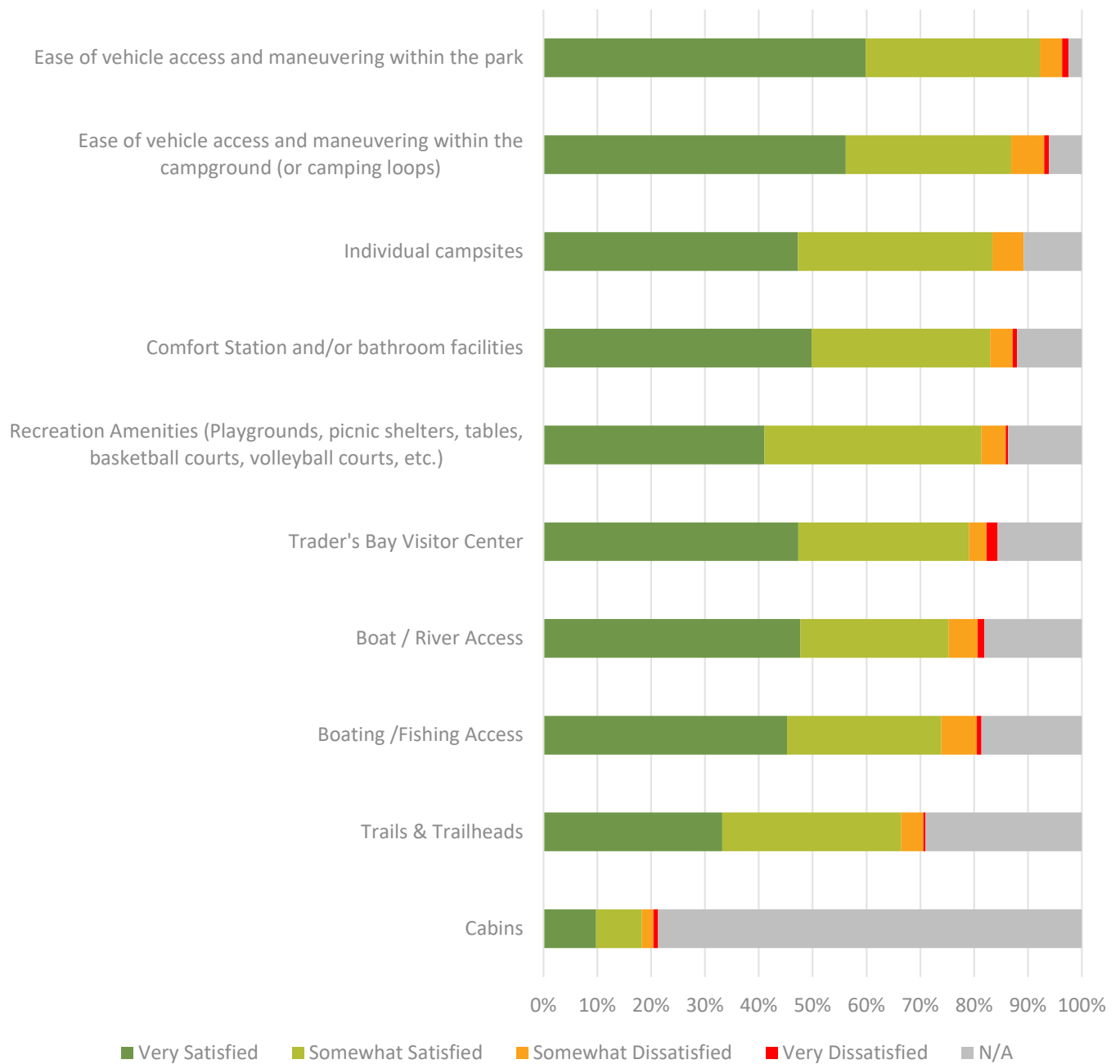
Q13: In general, how satisfied are you with the recreation and leisure opportunities as Lewis & Clark State Park?



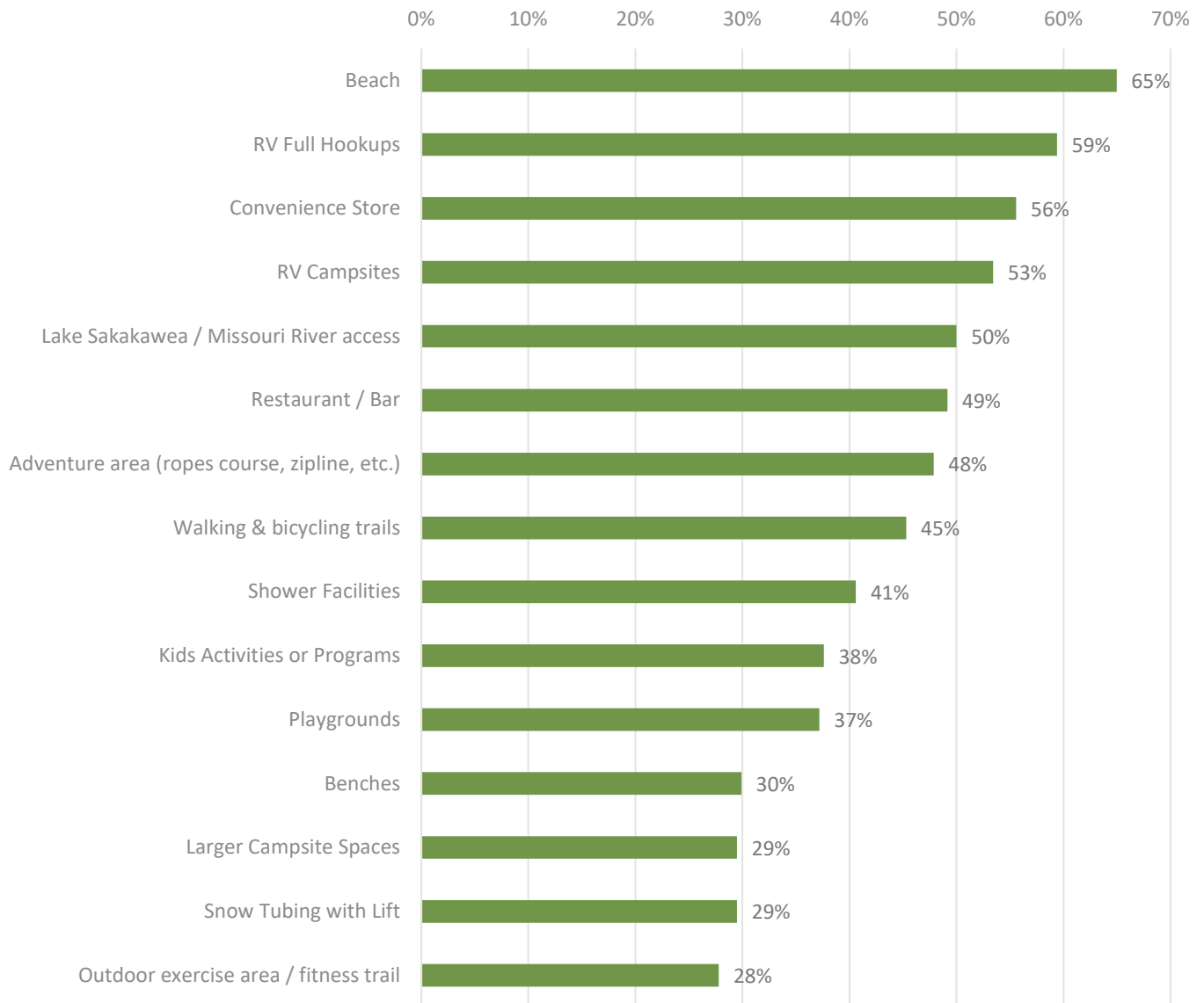
Q14: Please rate your satisfaction with the condition of recreation and leisure amenities/facilities, and please rate the level of satisfaction with the opportunities for recreation and leisure amenities/facilities.



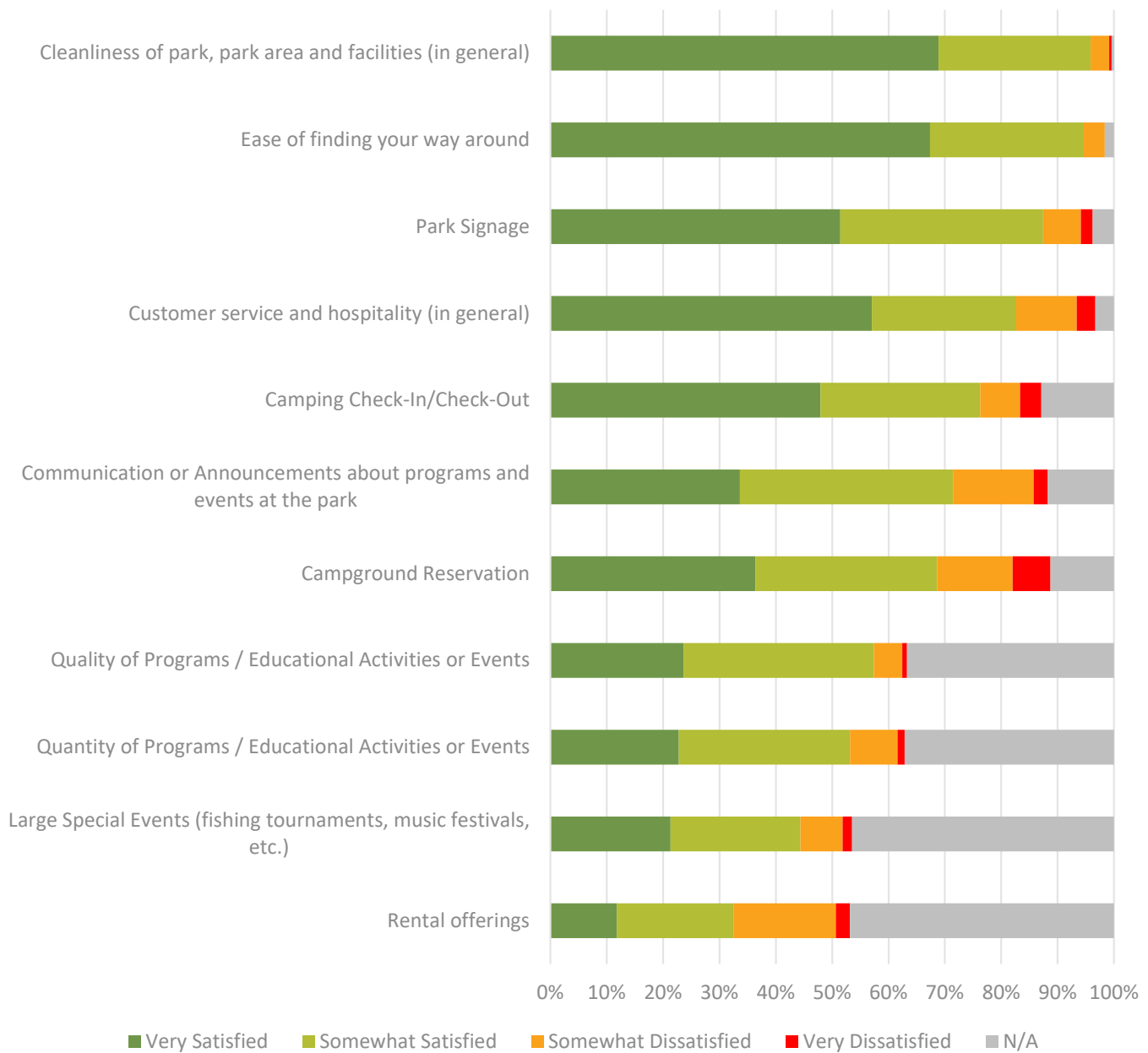
Q15: How satisfied are you with the condition following amenities and facilities at Lewis & Clark State Park?



Q17: Please select the amenities, facilities and/or programs that you (or individuals in your household) have a need for at Lewis & Clark State Park. (Top 15 Selections)



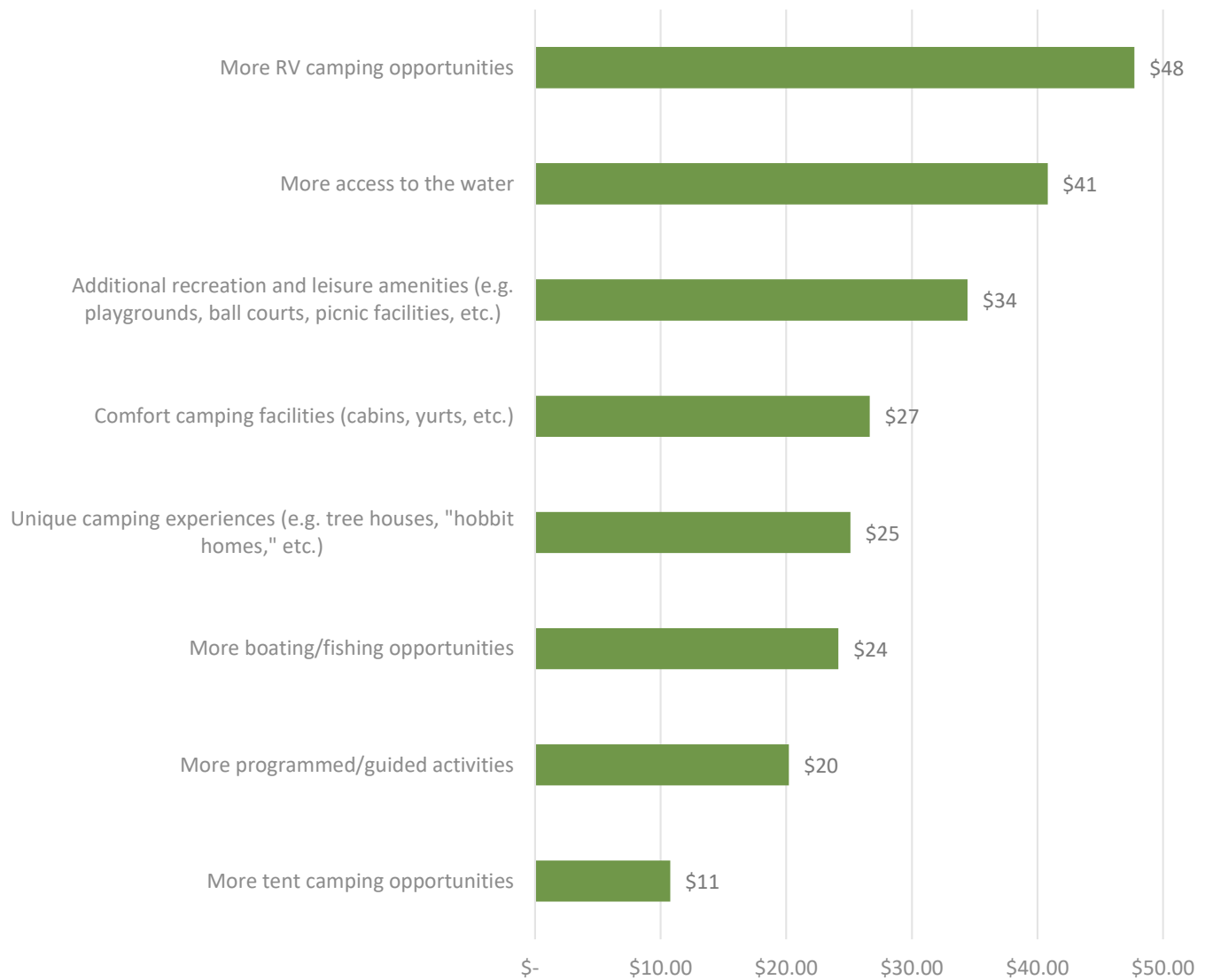
Q18: How satisfied are you with the following services and programs at Lewis & Clark State Park?



Q19 & 20: Are there any recreation programs, activities, facilities or amenities not currently offered at Lewis & Clark State Park that you would like to see or do?

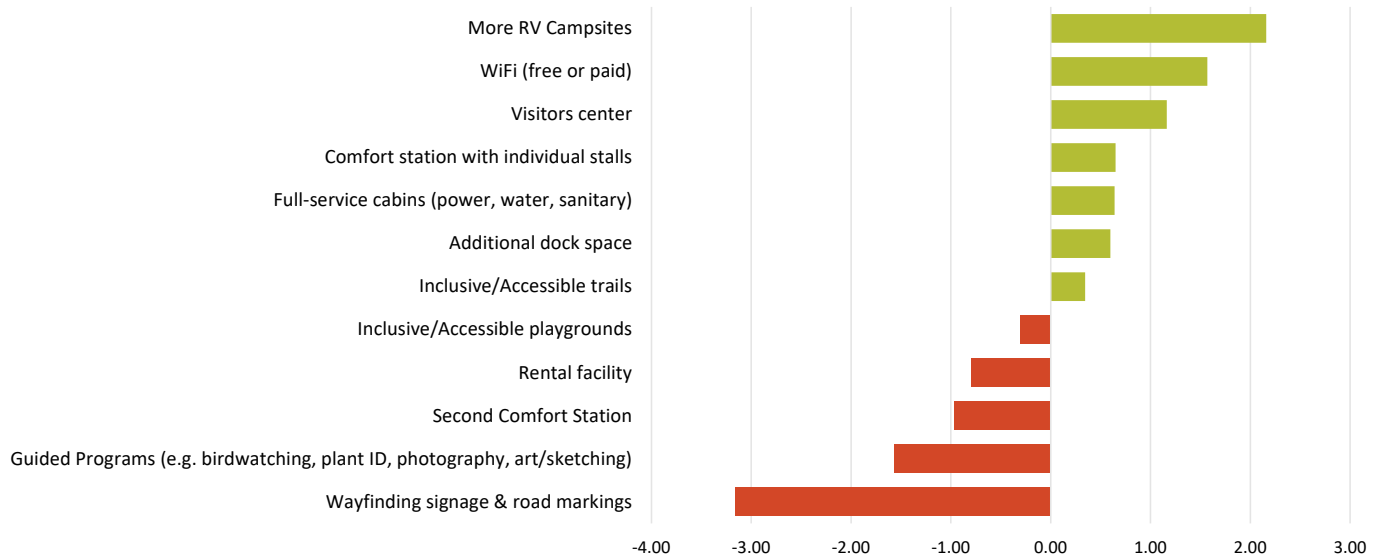


Q21: If you were given \$100 to invest, how much would you allocate to the following types of recreation and leisure facilities?

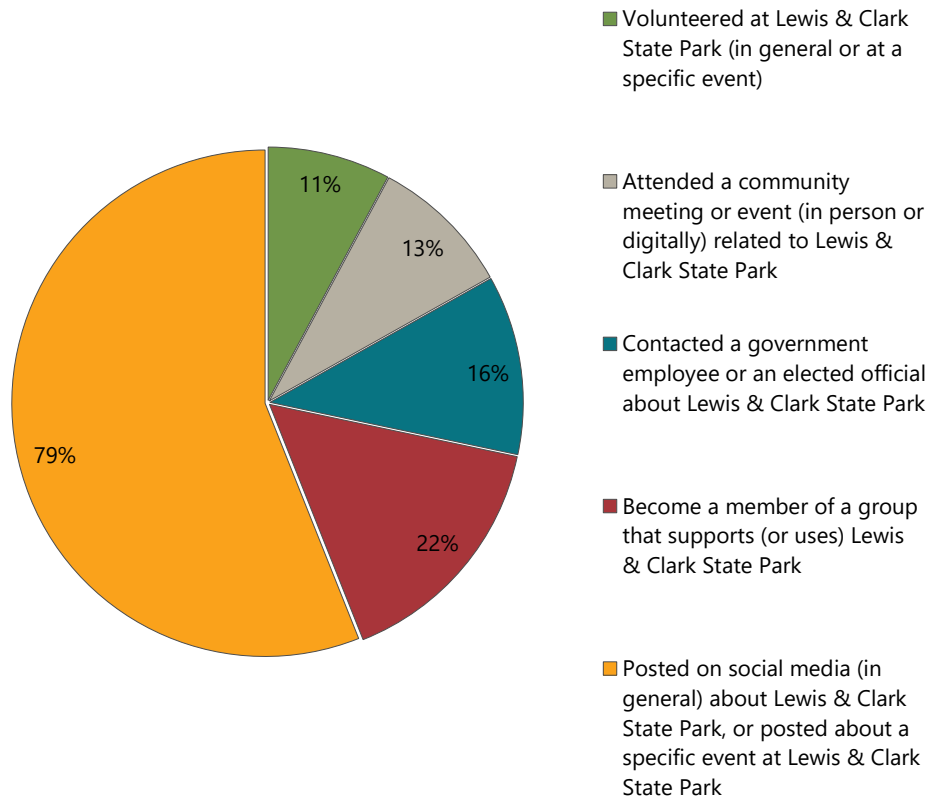


Q22-33: Please select the ONE item that is MOST important to you and the ONE item that is LEAST important to you.

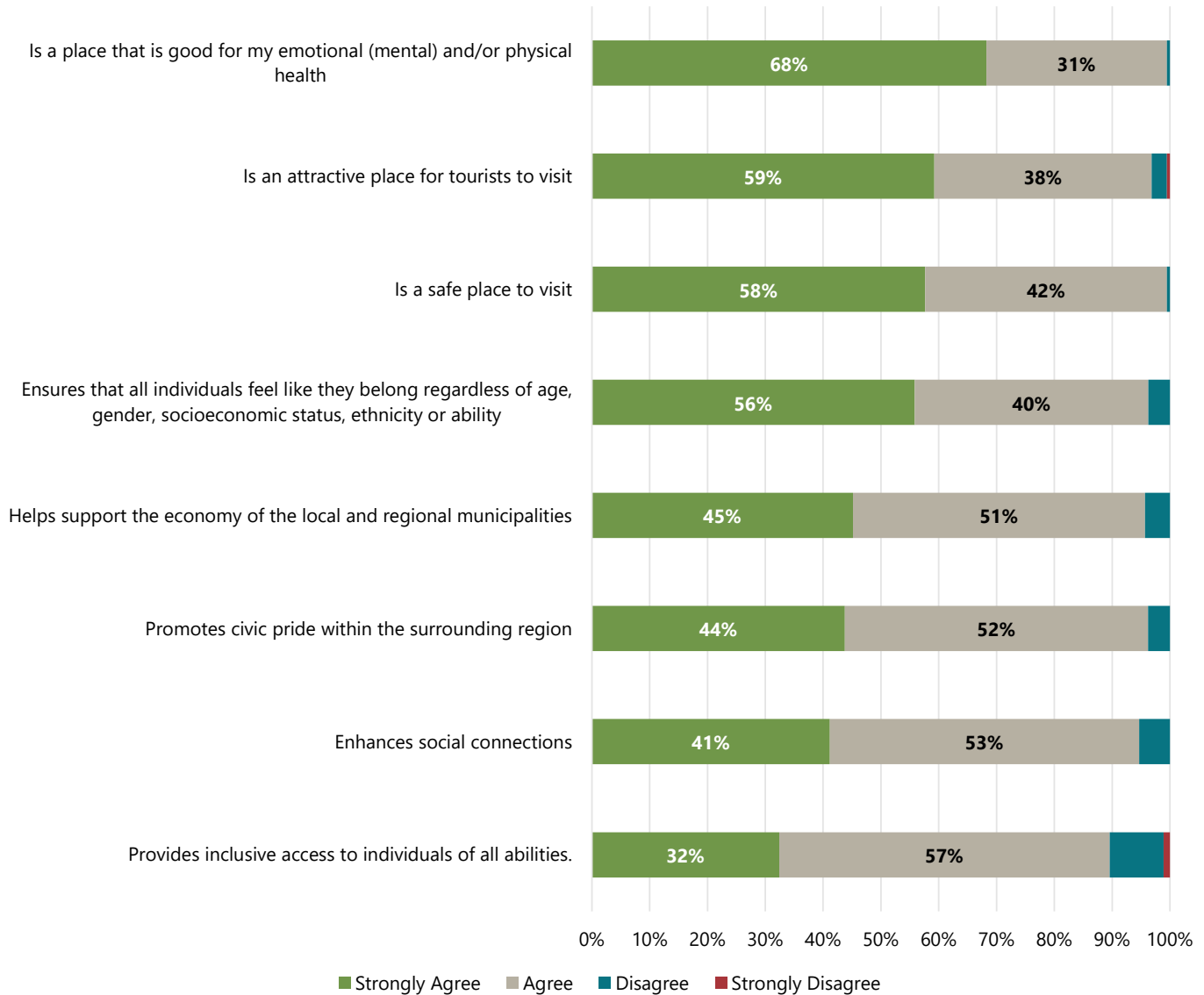
MaxDiff Survey Priorities



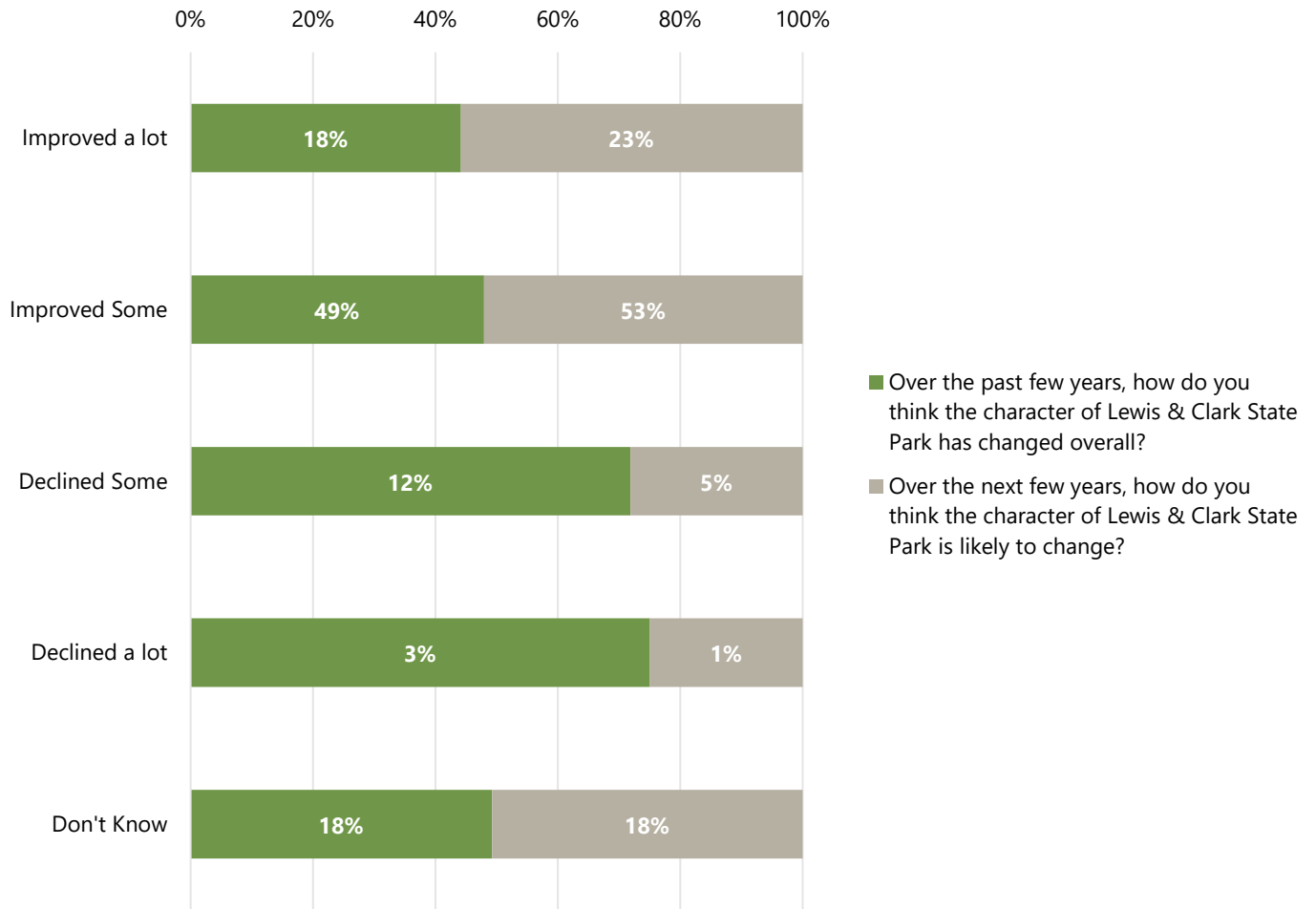
Q34: Civic Engagement Activities



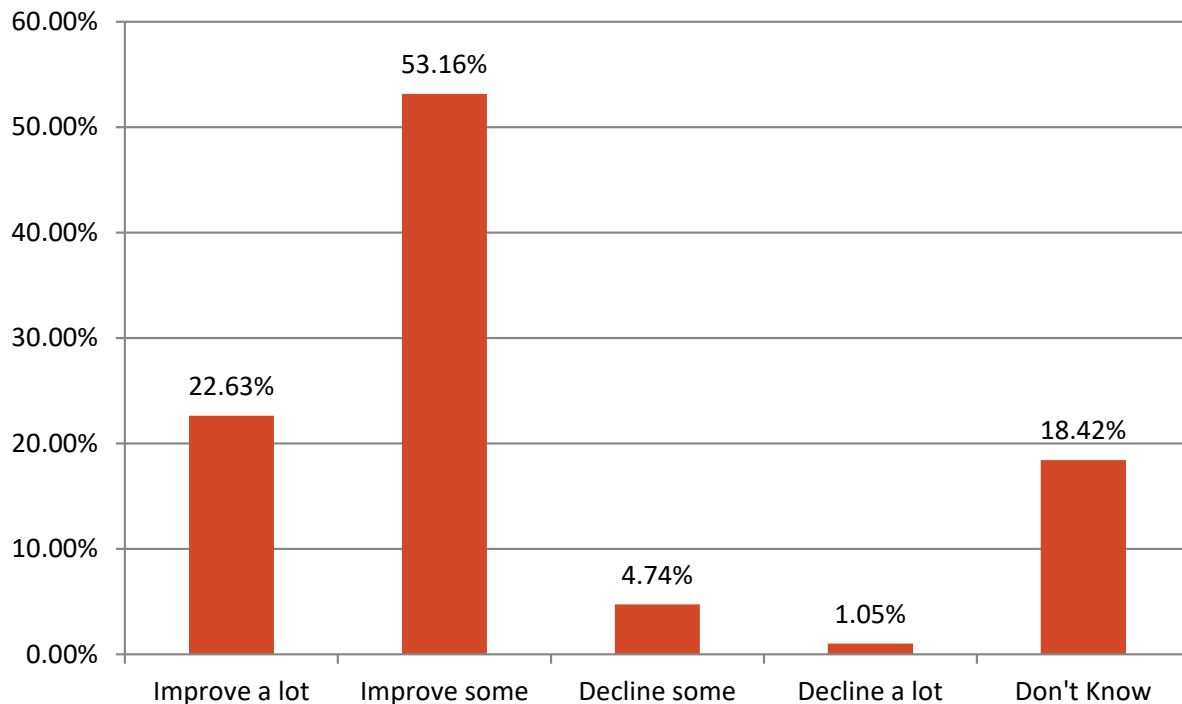
Q35: Perception of Social Responsibility



Q36: Perception of Change at the Park



Q37: Over the next few years, how do you think the character of Lewis & Clark State Park is likely to change?

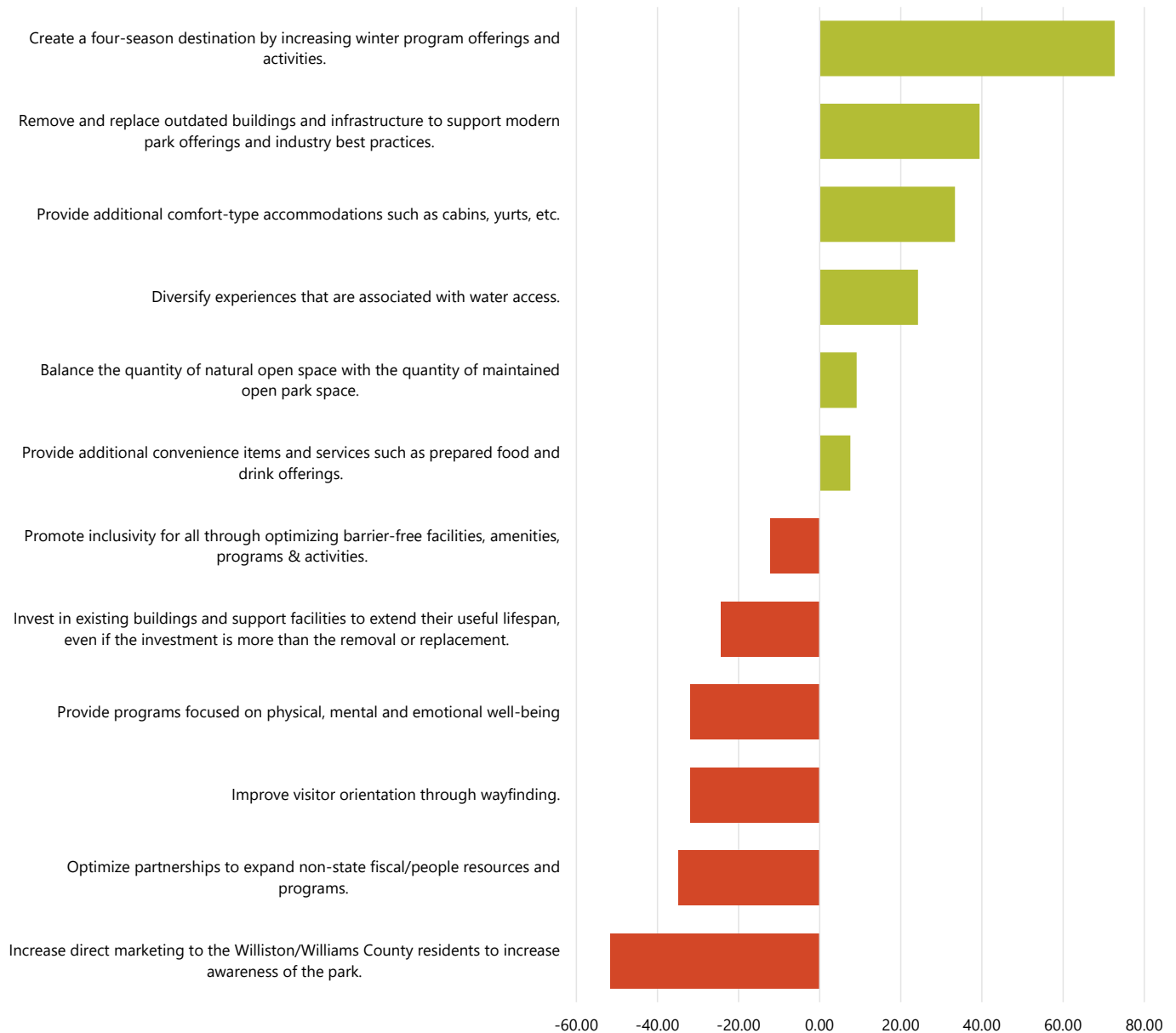


Q38: Who or which groups would you consider to be existing or potential partners Lewis & Clark State Park?

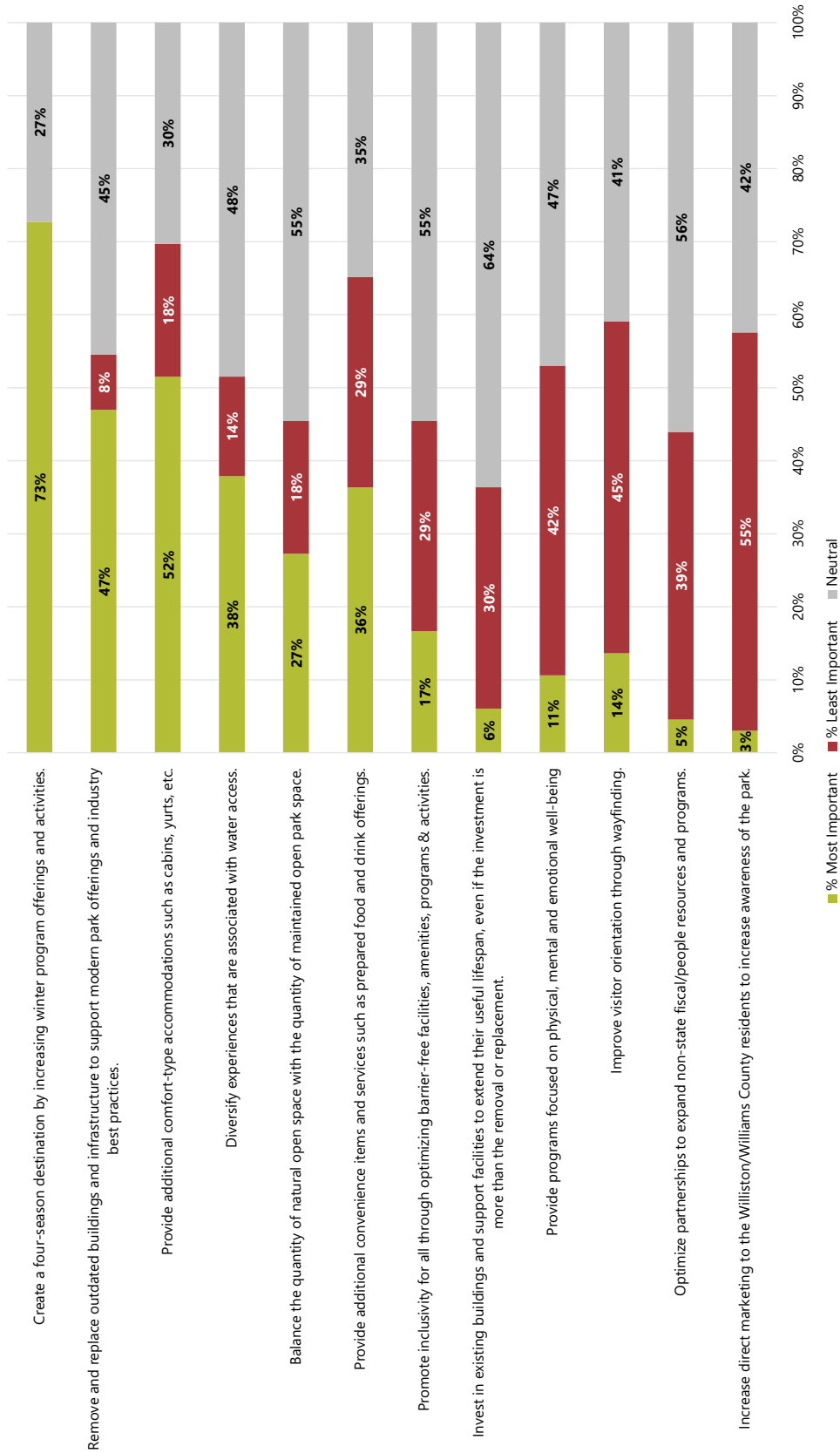


Public Survey #2 Results (December 2020)

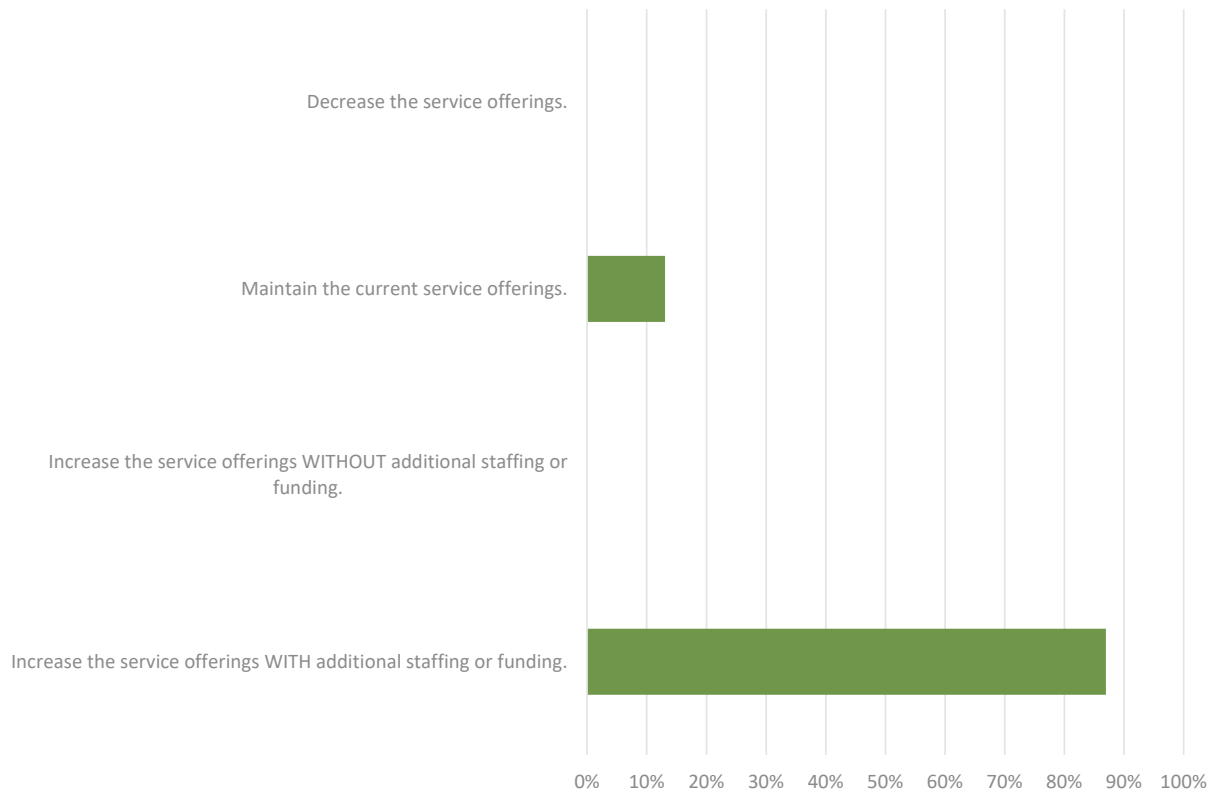
Q1-10: Goal Prioritization (Max-Diff Survey)



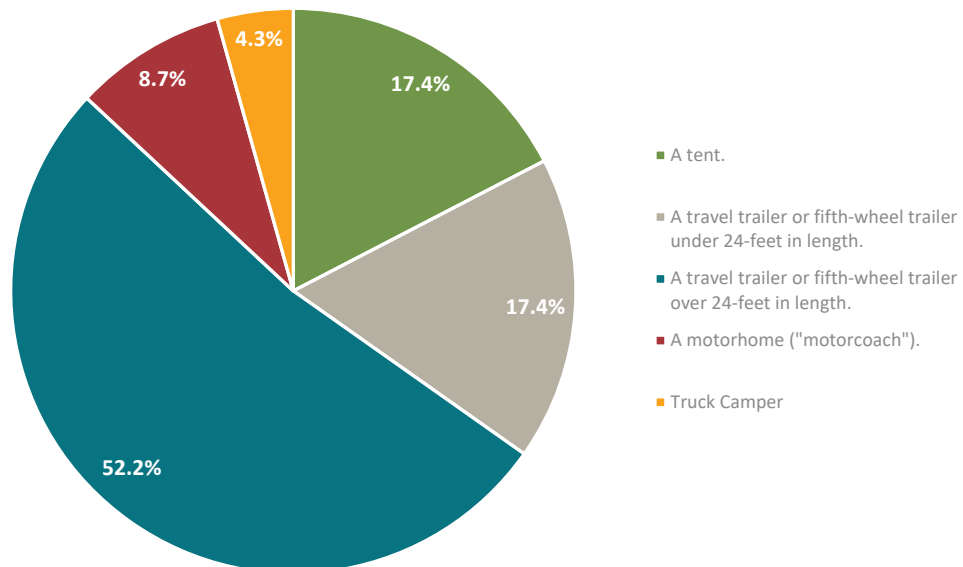
Q1-10: Max-Diff Selection Distribution



Q11: Please select the statement that you agree with the most. "I believe Lewis & Clark State Park should..."

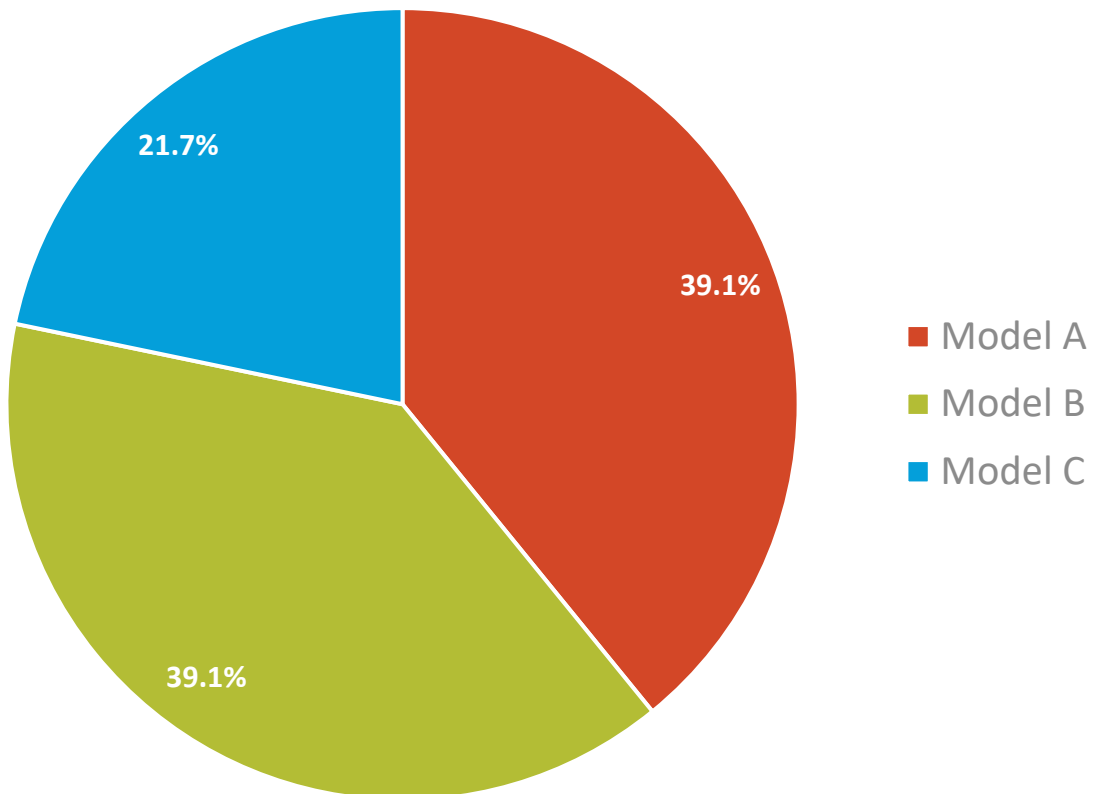


Q12: When you go camping (in general), what is your primary method?



Q13: Which pricing model (from the table) do you most prefer?

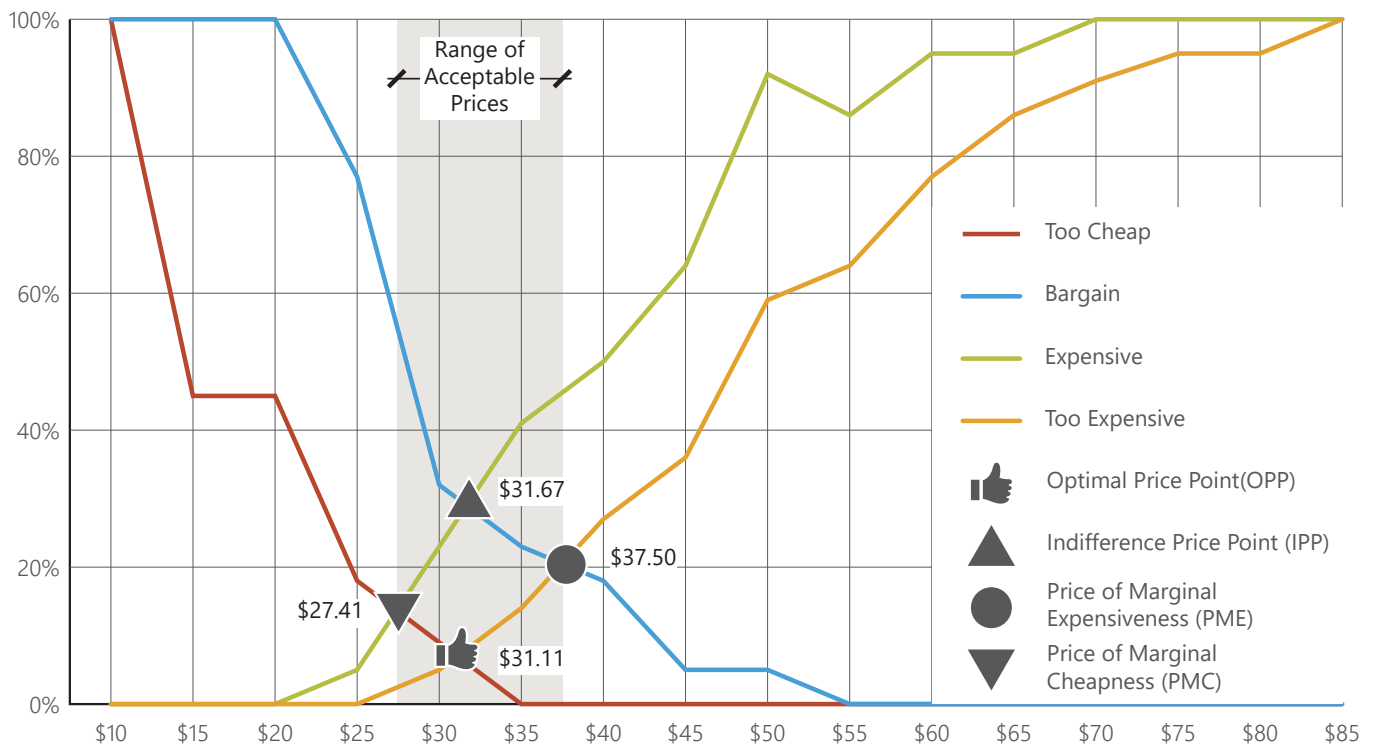
	Model A	Model B	Model C
Cabin Camping Fees during Peak Periods & Weekends	\$60 per night	As high as \$69 per night	As high as \$72 per night
Cabin Camping Fees during Off-Peak Periods & Weekdays	\$60 per night	As low as \$51 per night	As low as \$45 per night



Q14: van Westendorp Price Sensitivity Meter

Respondents were asked to input the price that they most preferred for the following statements:

- Which price do you consider cheap for a one night stay at a full-service campsite?
- Which price do you consider expensive for a one night stay at a full-service campsite, but still acceptable?
- Which price do you consider too expensive for a one night stay at a full-service campsite?
- Which price do you consider too cheap for a one night stay at a full-service campsite so that you would actually question the quality?



Focus Group Key Themes Report (November 2020)

Lewis & Clark State Park Master Plan Focus Group Key Themes Report

Introduction

This report summarizes the findings of four (4) focus groups conducted in November 2020. These included:

Focus Group #1	3 participants
Focus Group #2	3 participants
Focus Group #3	3 participants
Focus Group #4	3 participants

The purpose of the focus groups was to collect participants' perceptions of Lewis & Clark State Park in anticipation of developing a Master Plan for the park.

The participants for all the focus groups were selected and solicited by the North Dakota Parks and Recreation Department (NDPRD). This key themes report was collated and summarized by a NDPRD staff member who was not associated with (nor participated in) the focus groups.

The results are presented in terms of the "key themes" that emerged from questions asked in regard to the current state of the park, desired state of the park and ideas for moving forward.

Executive Summary

Participants most often cited proximity to the park and water access as the primary reasons for visiting the park. Others have visited the park as a part of a programmed event or project (Boy Scouts was the most cited). Being at the park is considered a place of respite to enjoy outdoor experiences that satisfy a sense of curiosity and increases a level of social connectedness.

Participants who have not been to the park indicated that outdoor experiences were not a priority of their leisure time. Others had heard of the park's capacity and were unsure if they were willing to travel to the park if they did not have a reservation.

Participant responses signaled that they are interested in convenience upon their arrival at the park. The need for access to prepared meals and service items, along with extended service hours may indicate that their decision to get to the park to maximize their leisure time was the trade-off to preparing for the experience by packing food or other supplies.

Cleanliness and safety were cited as core expectations to the visitor experience. Safety can be viewed from two viewpoints: first, personal safety and protection from others, theft, weather and second, safety in terms of clean facilities that are in good repair. Cleanliness is not only a measure of the level of sanitation but is also measured by visitors by the "kept" appearance of the landscape.

Once participants are at the park, they are seeking both social unit connectedness and a diversity of entertainment (program) experiences. Programs may include scheduled presentations, self-guided activities or ancillary activities, such as sport courts, but most likely water access and trails were key destinations within the park's boundaries.

Changing trends for North Dakota's state parks is increased visitation outside of the traditionally defined peak season from Mid-May to Mid-September. The extended side seasons before and after the traditional season is attracting visitors that may be looking for different experiences. The physical and mental health benefits of the outdoor experience during the winter season is also becoming more accepted and will demand infrastructure, programs and staff to fulfill the need.

Improved wayfinding was a theme that emerged throughout many participant responses. While most people spoke to "signs" as the most common wayfinding instrument, it is not the only tool to complete a wayfinding experience. Successful destination properties now focus on the pre-arrival and arrival sequence and on-site orientation.

Water access was the most frequently cited amenity for LCSP. Access means having a functional boat launch, a clean bay, reservable and courtesy marina slips and a swim beach. It is common that participants only provide insight on the used amenities, one needs to also consider the ancillary facilities that support the main amenities.

People are cognizant of the need to have facilities that are accommodating for people of all abilities. Inclusive, universal design addresses need for people with physical impairments, but also serves a wide range of multi-generational life stage needs. The increasingly diverse ethnic populations in the Bakken region should consider the blending of cultural traditions and support services reflecting that change.

Lewis and Clark State Park is a key attraction for the region, although it is not considered a primary tourism driver. Respondents indicated that the park has significant potential to elevate its importance in the region as a recreation destination. Several partnerships were identified to strengthen and formalize to build synergy in the region. The synergy will create benefits for other recreation or destination-based attractions. It was widely recognized that the outcome would be a win-win for all.

The park's brand is water access, followed by a place of respite and social connectedness. For those who frequent the park, its proximity to Williston and other communities contributes to the region's offerings for quality of life.

The comments varied as to the relevance of the park's namesake as it relates to the Lewis and Clark Expedition. Some indicated that the regional overuse of the name "Lewis and Clark" dilutes the importance, while others seek to invest more resources in the expedition and its impacts on the area.

Participants emphasized the need to focus on the experience at Lewis and Clark State Park. The experience can be affected by many metrics. Maintenance as viewed from the visitor's perspective mostly involves vertical architectural infrastructure. What most visitors do not see is the level of maintenance involved in grounds or underground utilities that usually comprises the most work. Respondents were mindful that there is a need to balance offerings with available resources while leveraging fiscal and partnership opportunities. Advice included producing a strong vision and be strategic in the path to achieve the vision.

Changing regional demographics coupled with dynamic trends in outdoor recreation in general may leave the visitor with a sense of underinvestment by the state in the park. Participants recognize the limitations in the number of staff currently assigned to the park, which in turn limits their ability to be responsive to changing visitor demands and support infrastructure.

Participants were appreciative of their invite to become a part of the master plan process. Whether or not they frequented the park, they appreciated the opportunity to have their voices heard and considered. They indicated their support for continued outreach with strategic partners and visible presence in the Williston community. Some desired more visibility in marketing communications so that the park is top of mind when people are allocating their free time. Participants also urged NDPRD to continue to try new things, if they do not work, reprioritize with innovation and flexibility.

Appendix: Individual Responses

1. How often do you use or visit Lewis & Clark State Park? For what purpose(s) or activities? If you don't use or visit, why?

- I'm not much of a camper
- I took students to the park to expose them to the park and outdoors
- I use the boat dock for day use
- Visit friends and family
- I've never been there
- Nothing prevents me from going there though
- Boat ramp access to the lake
- Proximity to Williston makes lake access easy and quick
- Only been there once (x2)
- Flew my seaplane to check out the park and facilities
- Park is very nice
- Would like to visit more, but the park is so busy that I fear whether I can get into a spot
- Never been to the park
- I don't use it often. I used to when my family was younger for boating and trail access
- We use it all the time. It's close to Minot and Williston
- Scouts use it for a lot of their programs and projects
- New to the State. I wanted to visit, but COVID-19 limited my ability to visit beyond local area this year
- I don't use the park at all. Camping and fishing are not my typical quality of life needs.
- I've been there. It looks like a beautiful park and a nice campground.
- Been there once, and I was surprised how nice it was.
- Should be marketing/promoted even more! We got to do better marketing it
- I expect to see visitation increase because of the lifestyle changes due to COVID.
- Been there several times for work purposes
- Personally, I don't go there a lot because there are locations much closer to where I live in ND
- I like how nice it is when I do visit it

2. Describe your ideal visit to Lewis & Clark State Park. What would it include? Are there any services, activities or programs that you want to do that you currently cannot do? If you don't visit or have never been to the park, what is your ideal visit to a state park or campground (in general)?

- Clean facility and bay area
- Programs (e.g. non-campground specific day-use programs like a church service)
- Seasonal camping
- Increased winter rentals
- Lit trails for night use (specifically winter use)
- Bait sales
- Ice access (e.g. roads)
- Lake access
- Beach
- Would like to have a restaurant, bar, hotel facility - there is no place to stay that doesn't require a tent or RV equipment
- Increased comfort-type facilities
- Longer service hours and more service offerings/amenities
- Stay open later than 5:00

- It'd be nice to not have to leave the park to get a quick meal
- Partner with someone that can offer the extended/restaurant/bar services (concessionaire?)
- Seaplane friendly docks and facilities
- More oil/gas industry education
- Reservation for campground
- Clean environment
- Thought-out design/layout of campground
- Concession stand/store for bait, tackle, other goods
- Interaction with other campers
- Ability to go to bed at midnight without a ton of outside noise (x2)
- Good hiking trails
- Concession facility so that you don't have to bring food with you for day-use
- Hookups
- Love to see well-marked and maintained hiking trails
- Variation of trails (easy, hard, etc.)
- Guidebook of natural and historical resources in the area
- Easy, accessible restrooms, facilities, camp pads, etc.
- Sensory trails
- Health trails
- Small ramp for paddlesports
- Expanded rental offerings
- Sand volleyball pits
- Concrete "backyard" games (cornhole, chess, etc.)
- Nice trail system
- Wayfinding signage markers are missing to help guide throughout park
- Experiences
- More Seasonal camping. Several other Corps owned properties allow this. There's high interest in it.

3. What is your vision for Lewis & Clark State Park? What do you like best about it that you want to make sure continues into the future?

- Boat ramp stays updated and maintained well
- Bathroom facilities in the campground are super nice
- Strong family-friendly environment
- "Well-policed"
- Would like to have speed limit signs placed
- More clear signage
- Would like to see the bay area cleaned of debris/branches
- Courtesy dock/Day-Use boat slips
- WIFI availability
- Seasonal campsites
- Additional comfort station
- Longer comfort station hours
- Accessibility (ADA/ABA)
- Clear campsite signage
- Increased shade (natural or artificial)
- Host site moved closer to the "entry" of the campsites (by the basketball courts)

- Outdoor education & outdoor physical education
- Pet-friendly campground (and possibly cabins)
- The facility really shows off what North Dakota is and the lake
- Bringing more visitors in
- Promotion of all parks and facilities within the region
- Partnerships with local recreation offerors (x2)
- Keep people in North Dakota (x2)
- Bringing more people in from the state
- Expectation that the park should celebrate the expedition (x2)
- Showcase of area/region parks
- Continue having reservation system
- Boat ramp is accessible to people
- North Country Trail connection to LCSP, then into Montana
- Affordability (x2)
- Accessible to all. ADA/ABA, but not just these (x3)
- Inclusivity
- More cabins
- Trails are huge in the local/regional area
- Strider bike facilities/course are becoming popular in the local/regional area
- Easy to drive to/get to
- Amenities are equal opportunity to people
- Mini/Portable Frisbee Golf course
- Utilize and celebrate the amphitheater. I had no idea it was even there.
- Wayfinding/Signage is clear & abundant at all levels of use (pedestrian, vehicular, etc.)

4. When you hear “Lewis & Clark State Park,” what do you think of?

- A beautiful facility
- The best lake and best fishing in the country
- A packed (fully booked) campground
- People that care about the park
- Trees
- I think of the Lewis & Clark Expedition (x2)
- History of North Dakota
- Outdoors
- Beauty
- Experience of the lake
- Williston
- Highly regarded by the local community
- Lewis & Clark Expedition – this is a foreign thing to tourists, so there would be an expectation of education about the history of the expedition (visuals, kiosks, etc.)
- I get a bit numb to the phrase Lewis & Clark. It’s used a lot within the region
- Recreation opportunities (boating, kayaking, canoeing, etc.)
- One of many destinations along the river in the region
- A place to rest and relax with your family
- Enjoy the outdoors
- Real hidden gem
- 3 facilities in the region use this name (so it can be confusing)

- Expectation that the Lewis & Clark expedition is promoted within the park, since it bears the name
- Relaxation spot
- I think of Lewis & Clark State Rec Area in South Dakota first
- Lewis & Clark Expedition (x3)
 - i. No real expectation that a major focus is placed on the expedition
 - ii. Celebrate it occasionally (e.g. during the centennial)
 - iii. I find that historical topics get maxed out easily/quickly, then interest in it wanes quickly
- Great recreational place for all ages and all abilities
- Lots of access to recreation and the lake
- I think of it as a place or “somewhere” to explore

5. What level of maintenance would you most like to see at the park? If you don’t visit or haven’t visited in a while, what level of maintenance would you expect to see? What maintenance improvements would you suggest?

- Keeping turf maintained (a lot of the turf areas have become compacted and turf doesn’t grow there anymore)
- Just maintain, keep functioning and clean what you have
- I’d like to see actual beach sand instead of gravels/rocks
- So long as it’s clean and there are nice trees, people will keep coming.
- Like the grass and like the trees
- Clean facilities, mowed, trimmed, etc. (x3)
- As a seaplaner, a clean shoreline is nice to see
- Sand beaches are nice for seaplanes
- Plane-friendly docks & ramps (low posts, slope for float plane, etc.)
- Aesthetically pleasing
- Clear signage/wayfinding
- Provide information about conditions, construction, closures, etc.
- Maintain natural areas as natural areas. Not everything needs to be manicured
- Level of maintenance should be what you can afford
- Clean and friendly experiences
- Clear wayfinding signage
- Low deferred maintenance
- Making sure that things look good
- Nature can be nature
- Safety first
- Provide proper instruction/signage/wayfinding, to me, equates to good maintenance
- Ensuring safety as a top priority means that other problems may become reduced down the road because you’re anticipating maintenance and encouraging proper use
- Keep it clean and well-maintained
- Invest into signage and wayfinding. It isn’t great out there now
- Conversion and investment into maintenance-free and longer-lasting materials, products, etc.

6. What groups would you consider to be partners of Lewis & Clark State Park? What unique partnering opportunities exist with other potential partners?

- Friends of LCSP (x2)
- Partners can help relive maintenance and management pressures
- Continue to reach out to old and new partners – rely and involve them

- Partners are a great source of help and potential income for projects
- Feel like some partners have been pushed aside (away)
- I don't see the park being an OHV park, but perhaps a trail head to access outside OHV areas
- ND Game & Fish
- Army Corps of Engineers
- Seaplane Pilots Association – collaboration to provide information about where seaplaners can visit
- Local recreation/historical offerors (x2)
- Oil/Gas Industry – they are major investors into the local region
- Local businesses
- Schools – volunteering, education, etc.
- Who wouldn't be a partner, really? Unlimited really
- RV Dealerships/Outfitters
- Partner with fishing guides. You can camp/have a cabin and the guides can take you out
- Partners that increase/enhance experiences
- Groups that can talk about the history, culture and geology of the region and surrounding area
- Scouts – old Spanish Point Camp is right off the shore of LCSP, so there's a history there
- Youth. School systems now require volunteer service
- College and extension offices
- Church groups
- Spreading local events to LCSP to showcase the park
- Continuance of the fishing derbies
- Increased partnerships with civic organizations: scouting groups, naturalists, community organizations
- Identify partners that can provide/manufacture sustainable materials and products
- Science/research community that may study and communicate the effects of climate change on the existing resources
- Develop a "sister parks" program with other Lewis & Clark-branded parks, facilities or areas along the historical route of the expedition (e.g. stay 2 nights here, get X, Y or Z)
- Speak with other Lewis & Clark-branded parks/facilities about what they are doing or hoping to do
- Provide a volunteer campground/loop ("volunteer village") in which people can camp at no cost in exchange for volunteer services.
 - i. This may assist in relieving maintenance and operations stresses on the park resources
 - ii. People learn what goes into a park and can become champions of it
- Girl Scouts
- Friends of LCSP
- Volunteering in the region has waned a bit. What can be done to increase interest?
- Williams County Parks
- Williston Parks
- Friends of Sakakawea
- Expand volunteers, in general
- Army Corps of Engineers – mutually beneficial relationship that can expand

7. What does "sustainable" management of the park look like to you?

- Everything can always be added or improved, but keep the park looking and feeling how it currently is
- Shifting resources to ensure that future generations' needs are being met

- People keep coming back to the park (x2)
- Ensuring the resources grow with the park – not overdeveloping without the necessary resources to manage/maintain them
- Improve what you have before making things bigger
- Experiences are greater than infrastructure
- Providing a good experience for visitors who come
- Enough income to maintain and manage the park
- Maintaining an experience
- Utilization by the public – locally and regionally
- Public understanding of the benefits of the park to the community
- A generational facility. Come young and keep returning
- Being able to ensure maintenance and operations costs are covered to continue to maintain the experience
- The ability to maintain/support yourself
- Working with the local municipalities for improvement grants
- Accessible to all ages and all people
- Continued open access to the lake
- Managing/balancing how many people use the park
- Long-term stewardship to maintain the resources
- Money in reserves
- Bottomless bucket of money (x3)
- Donors/groups that are supporting
- Visitors want to return to it.
- Generational to the public
- Sustainable products, materials, etc. to reduce costs and extend lifespans
- Continue to replace the things that need to be replaced
- Add more amenities in a way that doesn't overextend the available resources.
- Use a master plan to steer and direct the resources toward the vision
- Engage visitors and the community to become champions of the parks
- Public participation in planning

8. What concerns do you have about the park or park area?

- Stumps need to be ground to reduce tripping hazards
- Clear wayfinding and campsite signage
- If OHVs are permitted, you need to work with the Corps and develop strict policies for them. Underaged riding, drinking while riding, etc.
- OHV policy should be one strike.
- Trails should allow biking
- Main entrance is not staffed
- Staff attitude is rough sometimes
- None specifically. I hear lots of good things about the park
- Technology to show "vacancy" of the campground. Perhaps use a teaser to advertise campground vacancy
- Seaplaners may require the ability to just show up to camp (e.g. weather requires them to stop unexpectedly for the night). Can they just show up?
 - i. Typically, are flying with tenting/camping equipment, but comfort-type facilities ("easy camping" facilities) would be beneficial too. May even increase visitation

- Demand for camping is going way up
- Changing camping trends
- Funded appropriately to maintain what is existing (x2)
- Talk to senators and representatives to understand the importance of the park to the region
- People know about the place
- Safety first
- Consider how well-lit the park and major amenities are (CPTED)
- It's a reservoir. Not a lake. There are high pool and low pool times
- What are the other "draws" to the park when access to the water is limited?

9. What suggestions do you have for NDPRD as it develops the Master Plan for the Park?

- Relationship, collaboration & complimenting between the recreation/camping offerors on the lake – not competition, which leads to animosity.
- Continue working with partners
- Involve the Friends of LCSP group more
- Continue making it a nice experience at a low cost for all to enjoy
- Grow. Trends are pointing toward the need to meet a forecasted large demand
- Do people bypass it because it's full?
- Tourism good in ND, but I think it's going to grow substantially into the future
- Internationals think that this area is exotic and want to come visit
- Find local recreation/history offeror partnerships within the region to promote each other
- Develop each park in the system as a unique experience. Only X can be found at LCSP, no other park
- Having a master plan for the park is a first great step
- Uplifting the season pass system
- Website seems generic, so it might be nice to make it more unique
- Park managers know what the community wants/needs – take advantage of those who are in the field on a daily basis
- Provide community outreach on a regular basis to showcase what you do out there
- I think this master planning process is a smash up job, and I think Gordon is leading the process well in order to get the quantity and support for this process.
- Keep doing what you're doing
- Revisit the document often – keep it dynamic
- Be able to defend the document
- Dream big – this is a visionary document (just because it's in the master plan doesn't mean it's going to happen). The document guides the vision
- Use the master plan. Don't let it sit on the shelf.
- Keep asking questions to both visitors and non-visitors.