

# Fountain City Results at a Glance

Resident & visitor survey · Spring focus sessions · Youth interviews

128

TOTAL RESPONDENTS

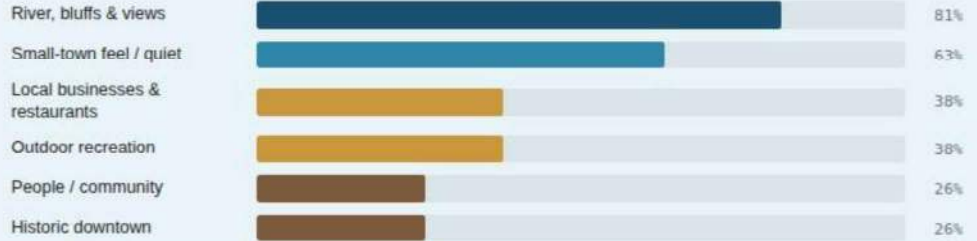
TOP ASSET

81%

of respondents ranked *river, bluffs & views* in their top three values — and it averaged the #1 rank. Every survey since 2021 confirms this.

WHAT RESPONDENTS VALUE MOST

Top-3 selections (% of 117 online respondents)



CITY DIRECTION (LAST 3-4 YEARS)

How has Fountain City changed?



- Gotten better 31%
- Stayed same 55%
- Gotten worse 14%

Overall satisfaction (n=85):  
68% satisfied

KEY TAKEAWAY

01

The #1 asset is largely inaccessible

The river and bluffs are Fountain City's dominant identity — but residents and young people describe access as hard to find, unclear, or simply unavailable without a boat. Full-time residents rate riverfront access significantly lower than visitors (3.04 vs. 3.42, p=.033). Students specifically asked for a public beach reachable on foot, citing the Cove near Buffalo City as a model.



*We're sandwiched between this beautiful river and the beautiful bluffs, but there's no way to access either of them.*

— MORNING FOCUS SESSION PARTICIPANT

INFRASTRUCTURE CONDITIONS (1-5 SCALE)

Current condition ratings — combined survey

1 = Very poor ————— 5 = Excellent



48% of respondents rated trails Poor — lowest of any item.

INVESTMENT PRIORITIES (NEXT 3-5 YEARS)

Ranked by average priority score

0 = Not a priority ————— 3 = High priority



VISITOR ATTRACTION ATTITUDES

Broad consensus across groups

- ✓ 84% agree visitors help local businesses
- ✓ 81% support efforts to attract visitors
- ✓ Residents & visitors hold nearly identical views on tourism

This broad consensus has been consistent since 2021. It is a clear mandate for visitor-oriented investment.

KEY TAKEAWAY

Some of the amenity gap is really an information gap

A beach near the sand piles. A bluff trail near the sourdough hut. Local delivery services. These exist — but residents didn't know about them. "That's something I wasn't aware of" was said by three separate focus session participants.

Residents' top preferred way to hear from the City: **Facebook / social media.**

Property maintenance remains the top quality-of-life concern (avg 2.09/3). 5 years of surveys agree.

## Walkability

Trails and walking routes scored the **lowest of any infrastructure item** (avg 2.68/5) — and 48% of those who rated them chose Poor. Sidewalks downtown rated Fair by the majority. Improving walkability ranked 4th and 5th in the investment priority list.

TRAILS AVG. RATING (1-5 SCALE)

**2.68** / 5

RATED POOR

**48%**

*"If you're going to get seniors walking around, it's important."*

— MORNING FOCUS SESSION

## Connectedness

Trail connections ranked **4th in investment priorities**. The morning focus session described the city as physically disconnected — no clear way to move between the river, downtown, and residential areas on foot or by bike. Visitors and residents alike named trail and bike route connections as a top dual-benefit improvement.

TRAIL CONNECTIONS - MENTIONS

**36**

as a dual-benefit improvement

PRIORITY SCORE (0-3 SCALE)

**2.21** / 3

*"We're sandwiched between this beautiful river and the beautiful bluffs, but there's no way to access either of them."*

— MORNING FOCUS SESSION

## Places to Be

Riverfront park space ranked **2nd in investment priorities** and was the #2 improvement residents and visitors want to see. Students described having nowhere to gather — the corner store being the only consistent option. Downtown events topped the dual-benefit improvements list with 63 mentions.

RIVERFRONT SPACE PRIORITY

**#2**

of 7 investment items

DOWNTOWN EVENTS MENTIONS

**63**

#1 dual-benefit improvement

*"A lot of people wouldn't have access to a boat to go to a beach. People just drive along the river until they find an open beach."*

— STUDENT FOCUS SESSION

### WHAT WOULD BENEFIT BOTH RESIDENTS & VISITORS

#### Top improvement mentions



#### Who responded

- Full-time residents: **70%**
- Homeowners: **79%**
- Employed full-time: **52%**
- Retired: **27%**
- Under 25: **<8%**

The under-25 voice is underrepresented in the survey. The 2026 student focus session is the strongest youth input this process has produced.

#### From students & youth

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*Compared to Buffalo City and Cochrane fields... I didn't really want to play at the Fountain City field.*

— STUDENT FOCUS SESSION

”

*There's not a lot to do other than walking around or going to the corner store.*

— STUDENT FOCUS SESSION