

North Fargo Older Adult Community Engagement Report

December 2025



Prepared by



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Executive Summary

Within 6 weeks during the fall of 2025, the Fargo Park District and Valley Senior Services conducted a focused community engagement effort to better understand the experiences, needs, and expectations of older adults in North Fargo. The effort was prompted by concerns raised during lease discussions at Broadway Station Senior Center, feedback following the launch of the Fargo Parks Sports Center (FPSC), and a broader commitment within the Park District's 2024 Strategic Plan to strengthen community alignment.

The engagement was designed to reach beyond any single site or service and include older adults who do not participate in Fargo Park District or Valley Senior Services programs. While strong feedback related to Broadway Station and its future was anticipated, the goal was to understand what programs, activities, and services North Fargo's older adults want available in their community. The resulting insights offer guidance for short-term service delivery and long-term facility planning.

Across engagement methods, patterns emphasized the value of moving easily between meals, exercise, and informal social connections (services, programs, and activities). While they voiced strong appreciation for staff and current programs, transportation and communication emerged as the most significant barriers to maintaining these daily routines.

Participants identified practical opportunities for improvement, including more flexible activities and programs, better use of community spaces, and clearer, more consistent information about available services. Staff echoed the need for stronger two-way communication and improved coordination across departments, pointing to the potential for more intentional partnerships with community hubs.

The findings suggest several priorities for leadership:

- Provide clear, proactive communication about interim and long-term plans.
- Align transportation with meal and program schedules and explore ways to increase volume and access.
- Preserve social connection by ensuring accessible, predictable gathering spaces.

In the absence of clear information, alternative narratives can quickly take hold. Since April, this dynamic has contributed to misinformation, heightened anxiety, and perceptions among some older adults that the Fargo Park District does not value them.

Addressing these needs will require communication, internal coordination, and thoughtful planning. This report summarizes what was learned and identifies ways the Park District and Valley Senior Services can build on existing strengths while shaping programs, services and facilities that meet the needs of North Fargo's older adults today and into the future.

Context

The engagement objectives centered on treating seniors as a priority population. We sought to identify unmet needs and to understand barriers contributing to the post-COVID decline in participation. The interventions distinguished isolated frustrations from recurring, systemic issues; clarified which ideas have broad support; and gathered actionable insights without assuming every expressed interest will translate into viable or sustained participation.

A goal was to help shift the community narrative from loss to possibility, particularly as transition approaches. By asking seniors directly what would make programs and services easier, more enjoyable, and more accessible, the engagement sought to build anticipation for improvements rather than uncertainty.

Success was defined by several criteria: (1) a clear picture of seniors' recreation and service needs; (2) transparent communication surrounding facility changes; (3) strong internal collaboration to strengthen unity across departments; (4) participation in engagement activities; (5) reliable service utilization data; and (6) a high quality stakeholder feedback. These criteria help ensure that what we learned is meaningful, actionable, and aligned with both current realities and future aspirations.

Population Participation and Context

Reliable, neighborhood-specific population data for adults north of Main Avenue is not readily available. To estimate the size of the community represented in this engagement process, census estimates by age group were used to determine the older adult population in North Fargo. These estimates suggest roughly 8,200 adults age 55 and older live in the area, accounting for approximately 19% of the overall population.

Age Distribution of North Fargo Adults 55+

55–59	~2,200 people	(5.1%)
60–64	~1,600 people	(3.7%)
65–74	~2,100 people	(4.9%)
75–84	~1,600 people	(3.7%)
85+	~700 people	(1.8%)
Total	~8,200 people	(19.2%)

While the engagement reached a modest proportion of the total older adult population, the participants offered meaningful insights that help illuminate the broader experiences and priorities of seniors across North Fargo.

Methods

To understand the experiences, needs, and perspectives of older adults in North Fargo, Reach Partners, Inc. used four complementary engagement methods designed to reach people where they naturally gather and interact with services.

Surveys 182 participants	Collected input about programs, transportation, meals, communication, and satisfaction. The survey engaged seniors who regularly participate in meals and programs.
Roundtable Talks 15 participants	Facilitated small-group conversations to encourage participants to expand on concerns, explain their experiences with programs and services, and share ideas in their own words.
Direct Staff Focus Groups 10 participants	Valley Senior Services and Fargo Park District recreation staff shared observations about patterns, common challenges, and opportunities to strengthen program and service delivery. Their perspectives provide important context for interpreting participant comments.
Visual Boards 98 participants	Placed in community locations where older adults gather in North Fargo, including a library, a senior housing unit, a restaurant/club, and a church. Participants contributed comments and ideas on sticky notes or stickers, offering input from people who may participate in VSS or FPD services.

Across the four community engagement tactics, 305 individuals provided feedback. All comments were transcribed and coded using a qualitative analysis process. Each comment could receive multiple codes if it addressed more than one idea. Codes were then grouped into five overarching categories that reflect shared themes across the data.

While the engagement reached a wide cross-section of seniors and staff, the results represent the experiences of those who participated. They provide meaningful guidance for decision-making but should be considered alongside operational data, cost analysis, and broader organizational planning.

What We Cannot Conclude

These findings reflect participants' experiences and highlight patterns in what they shared. Still, they should not be interpreted as statistical results or as representing all older adults in North Fargo.

Counts of coded comments show how often ideas appeared in the data, not how many people agree with them. As a single comment may be coded into multiple themes, high or low counts do not indicate priority levels or consensus.

The engagement cannot determine actual demand for specific programs or predict future participation. Interest expressed in comments does not necessarily translate into sustained use of services, nor can this report assess financial feasibility, operational capacity, or facility requirements.

Satisfaction was not measured because the engagement methods were designed to collect open-ended input rather than standardized ratings. Participants' comments often combined multiple feelings or

issues, making a reliable measurement of satisfaction impossible. As a result, extrapolating satisfaction to the broader population would be misleading, so the report focuses on themes and patterns rather than quantifying approval levels.

The findings provide directional insights for leadership. They should be considered alongside operational data, cost information, and strategic planning.

How to Read This Report

This report is intended to help Park District and Valley Senior Services leadership understand what older adults and frontline staff shared during the community engagement process and how the insights can support upcoming decisions. The findings reflect themes and patterns in participants' experiences rather than statistical measures.

Each theme includes a short narrative summarizing what we heard, followed by illustrative quotes to bring participants' voices into focus. Quotes are not intended as evidence or consensus, and as individual comments may relate to more than one idea, some comments appear in multiple categories.

Throughout the report, inferences are italicized to distinguish participant input from Reach Partners, Inc.'s interpretation. These interpretive statements connect what seniors shared to implications for decision-making.

Leadership should read this report with two goals in mind:

- Understand what matters most to seniors in North Fargo, especially related to programs, transportation, social connection, and facilities.
- Identify actionable opportunities where improvements could remove barriers, strengthen trust, or support a smoother transition to facility change.

Used alongside operational realities, financial considerations, and the broader strategic direction, these insights provide a foundation for planning that meet the needs of older adults today and in the years ahead.

Key Findings

Community engagement revealed several consistent insights that clarify what matters most to older adults in North Fargo and what will influence the success of future programs and facilities.

1. **Programs function as social ecosystems, not stand-alone activities.** Older adults link classes (programs), meals (services), and socializing (activities) into a single experience. Changes to one part of the system (e.g., location, timing, rides) can influence participation across the system.
2. **Adjacent spaces function as routine anchors.** The adjacency of resources and activities makes it easy for seniors to combine exercise with meals and social time. Interruptions to such co-located spaces can affect both attendance and emotional well-being.
3. **The Broadway Station transition carries emotional and relational weight.** Seniors expressed gratitude for long-standing services and worry about losing a “home base.” Protecting social continuity will be as important as relocating services.
4. **Transportation and communication gaps are the most common barriers.** Ride limitations are the result of scheduling and availability, while fragmented information reduces participation. These barriers restrict mobility, access to social connections, and access to essential services.
5. **Seniors want more flexible, age-friendly spaces programs and activities.** Participants asked for indoor walking spaces, creative programming, and opportunities to gather informally. This shows that facility features and program formats can meaningfully increase participation.
6. **Staff want stronger two-way communication.** Direct services staff shared that they could better support seniors if they had clearer insight into other program areas and decisions across departments. Consistent feedback loops between leadership, staff, and participants would strengthen program alignment.
7. **Seniors rely on programs for more than recreation.** Comments revealed unmet basic needs such as food, safety, and companionship that VSS and FPD staff help meet. Decisions about services and facilities have whole-community implications.

Five Themes

Fargo Park District (FPD) and Valley Senior Services (VSS) engaged older adults, direct service staff, and community members in 2025 through surveys, roundtable talks, visual feedback boards, and staff conversations. These activities were designed to support strategic planning, inform the transition away from Broadway Station, and identify gaps in programs and services for people 55+ living in North Fargo.

Across all sources, five categories emerged:

Programs & Participation – How people use and value programs, rides, and social opportunities.

Context & Social Environment – The places, social routines, and neighborhood assets that shape daily life.

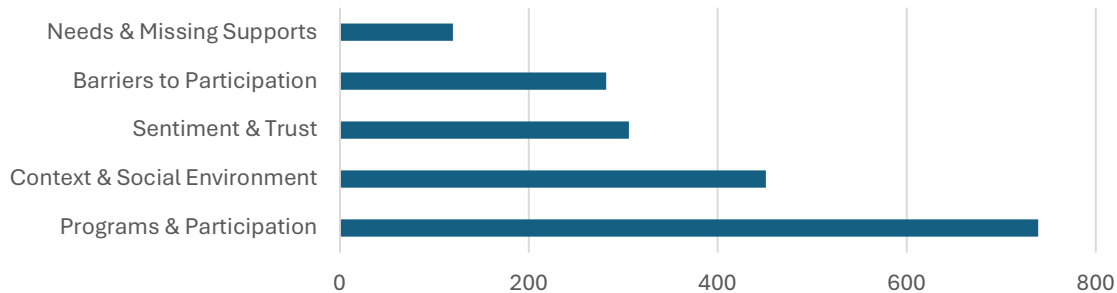
Sentiment & Trust – Captures feelings about current services, changes, and trust in FPD/VSS.

Barriers to Participation – Factors that make it difficult to join activities or access services.

Needs & Missing Supports – Gaps in services, infrastructure, and communication.

Taken together, the comments show a community that values existing services and social spaces, feels the weight of upcoming changes, and wants reliable, nearby, and well-communicated options for staying active and connected.

Frequency of Coded Responses by Theme



The following summarizes the five themes in greater detail. They represent not only what participants said, but also how they feel about strategic planning based on programs, services, facilities and activities. The insights support FPD’s goal of designing recreation and wellness opportunities that strengthen social connection, reduce barriers, and help seniors remain active and engaged in their community.

Theme 1: Programs & Participation

739 Coded Comments

Programs & Participation was the most common theme, showing how important classes, social activities, meals, and rides for staying active. Participants described how programs fit naturally into their daily routines and shared how location and timing influence whether they attend. *The comments suggest that strong programs for older adults are not only about the activity itself but also the overall experience of getting there, staying, and connecting with others.*

Many seniors emphasized the need for dependable, welcoming programs and expressed interest in both long-standing activities and new opportunities. Visual board input reflected enthusiasm for creative uses of community spaces, while staff observed how programs often support social connection across generations. *Across all inputs, participation appears to depend on both meaningful activities and supportive structures that help older adults feel welcomed and included.*

Program & Participation Quotes

- “Services are here but it took my brother visiting from California to check out Broadway Station. We got in on a Balance Builders’ class and had some meals. I have been coming ever since. The visiting is wonderful too.” (70SURVEY – Survey)
- “Vern Hunter, Northern Plains Botanical Garden Society, toured space and wants to use it for a Tea event this winter and some plant classes.” (76VBYF – Visual Boards–Yunker Farm)
- “Other people, others involved in, price. Daughters and sons join and include their parents in the REC programs. Janet learned about SAIL through the newsletter and stepped up to volunteer.” (88DSR – Direct Staff–Recreation, staff perspective)

Theme 2: Context & Social Environment

451 Coded Comments

Context & Social Environment comments describe where older adults spend time and how familiar places—such as libraries, senior centers, churches, and nearby stores—fit together in their routines. Participants shared how these neighborhood anchors shape friendships, support daily rhythms, and make participation feel comfortable and familiar.

Several comments highlighted how awareness and familiarity influence participation, including the difficulty some seniors face navigating what is available or nearby. Others expressed a desire for community spaces that support gathering, social connection, and group activities. *These comments show that older adults rely on a predictable landscape of community places, and changes in facilities or routines affect not just logistics, but social networks and a sense of belonging.*

Context and Social Environment Quotes

- “Some people don’t know where things are located or what is available.” (42SURVEY – Survey)
- “I wish we had a place where more groups could gather together.” (75VBYP – Visual Boards–Yunker Farm)

Theme 3: Sentiment & Trust

366 Coded Comments

Sentiment & Trust comments reveal how people feel about current programs, staff, and the upcoming Broadway Station transition. Many described satisfaction with today’s offerings while also expressing worry about how changes might affect routines, relationships, and places where they feel at home. *These comments show that older adults feel both gratitude and apprehension—valuing what exists while feeling uncertain about the future.*

Seniors shared positive experiences with community programs, especially those that help them stay active and connected, but also voiced concern about losing the familiarity and social life tied to Broadway Station. Staff observed heightened emotions and uncertainty among participants as they anticipate future changes. *Trust depends on how clearly FPD and VSS communicate, how consistently services remain accessible, and how well future plans respond to seniors’ practical and emotional realities.*

Sentiment & Trust Quotes

- I go to Silver Sneakers three days a week and some days I walk at the gym. It is safer than walking outside. We can go from exercise to have a cup of coffee. I would not get in a car in the winter to have a cup of coffee. I would miss my friends I have made.” (421SURVEY – Survey)
- “She is very concerned that the family feeling at Broadway Station will be lost.” (100VBF – Visual Boards–Fargodome)

- “The people – staff and friends – are on high alert, stress level 11 [due to pending Broadway Station closure and not knowing what’s next]. Anticipating disruption to the weekday programs in place.” (1DSSC – Senior Centers Direct Staff)

Theme 4: Barriers to Participation

282 Coded Comments

Barriers to Participation comments highlight transportation limits, cost concerns, communication gaps, health and mobility challenges that make it harder for people to show up. Participants clearly value services like Metro Senior Ride, but also pointed out where these services fall short. *Comments point to both structural constraints (limited ride slots) and communication gaps that limit participation.*

Staff and participants described how weather, scheduling, and competing needs influence attendance and engagement. Several comments noted that people sometimes seek support through programs to meet basic needs, not just recreation. *Barriers are multi-layered—combining transportation, information, cost, and the effort required to change routines or try something new.*

Barriers to Participation Quotes

- “The Metro Senior Ride, overall does such a great job...dependable, courteous drivers, clean vans. It's easy when we can book out ahead. But when a medical appointment comes up within a week it's a concern. They do their best, but when there's only so many time slots the availability is not there.” (197SURVEY – Survey)
- “Weather has a lot to do with the seniors calling in, once the weather changes there are more seniors riding with us. Most are for appointments; some are for other type of services i.e.hair/bank etc.” (232DST – Direct Staff – Transit, staff perspective)
- “Secret Santa program provides special gifts to 300 people who are socially isolated, have limited resources – it’s inspiring to watch and unfold. The community supports it so strongly, it grows every year. Humbling, people are asking for basic needs: pet food, intimates (like Depends), food. (136DSV – Direct Staff – VSS, staff perspective)

Theme 5: Needs & Missing Supports

120 Coded Comments

Needs & Missing Supports comments focus on gaps in services—programs that are missing, scheduling that doesn’t align with daily routines, and the feeling that North Fargo is underserved compared to other parts of the city. Participants emphasized the need for spaces close to home, especially for walking and moving safely. *These needs point to physical infrastructure (such as safe walking routes) and service infrastructure (such as rides and nearby spaces).*

Transportation capacity, walkable indoor spaces, and access to nearby food and social opportunities were frequently mentioned as areas requiring attention. Staff also described increasing requests related to basic needs, indicating that many seniors rely on programs as part of broader daily support systems. *Seniors are asking not only for “more” services, but for services that are easier to fit into their daily lives, with clear communication and flexible timing.*

Needs & Missing Supports Quotes

- “Because of my location, I enjoy exercise classes held at Total Balance, which adjoins Broadway Station. Approximately 30-40 seniors attend the 10 and 10:30 am Silver Sneakers classes held 3 times weekly at Total Balance. Our routine, over the past 10 years, is to congregate in Broadway Station after classes, which is a walk through the building, to socialize and some stay for meals. We discuss current events, celebrate birthdays and have made long-lasting friends. The convenience of not going outside and driving somewhere else, is the reason we gather. If Broadway Station would close, the many seniors who currently enjoy getting together after class would probably just return home, unfortunately.” (277SURVEY – Survey)
- “No nice walking track unless you go out to 50th or something street and you’re with every age group that probably doesn’t want an old fart around. (131SURVEY – Survey)
- “Needing more vans for senior transport—she had to call her daughter for pickup tonight from Sons of Norway. Mentioned when she calls for transport, often they are booked and then she has to make other arrangements.” (118VBSON – Visual Boards – Sons of Norway)

Findings: Four Community Engagement Interventions

Older adults in North Fargo shared input through four engagement methods—Visual Boards, Direct Service Staff Interviews, Roundtable Discussions, and a Survey—each revealing distinct yet complementary insights about daily life, services, community spaces, and social connection. Taken together, the findings highlight three consistent priorities: accessible locations, dependable and well-communicated services, and opportunities for meaningful social interaction. *These themes suggest that seniors thrive when programs are close to home, services are coordinated and clear, and environments foster connection and routine.*

Across all interventions, older adults consistently emphasized that their well-being is closely tied to place, services, and connection. They rely on familiar community hubs, depend on predictable support, and value opportunities to gather with others. *These insights suggest that successful planning for senior services in North Fargo will require aligning programs with daily patterns, strengthening communication and transportation, and creating spaces that support both routine and meaningful community engagement.*

Direct Service Staff

595 Coded Comments

Direct Service Staff Interviews highlighted the structural supports and barriers that shape older adults’ daily routines. Staff emphasized the importance of consistent meal programs, transportation access, and reliable communication. Their insights showed how seniors build their days around these services and how gaps—especially in transportation awareness—create barriers. Staff also described the essential role of social routines and wellness programs, which help people maintain mobility, confidence, and meaningful relationships.

Theme 1: Service – 50 Coded Comments

Direct Service Staff described how seniors rely on services like meals, transportation, and daily check-ins. Comments highlighted morning routines, lunchtime habits, and the importance of consistency in service delivery. *Staff perspectives suggest that reliability and predictability are essential, as many seniors structure their day around available services.*

Transportation emerged as a key challenge—some seniors were unaware of available services, while others struggled with availability. *This indicates that communication and coordination, not just service provision, shape how effectively people can access support.*

Service Quotes:

- “If you can get people in the door in the morning and stay for lunch. Or stay after meal.” (13DSSC)
- “People are worried about going to one place for a meal and another for activities. They want a place to get together, have coffee, lunch, talk about something.” (14DSSC)
- “They don’t know you can get rides from VSS, the bus.” (19DSSC)

Theme 2: Social Connection – 41 Coded Comments

Staff repeatedly noted the importance of friendships, small groups, and routines that help seniors feel connected. Socializing appears to be both a motivator and an outcome for attending programs. *These comments suggest that the social environment surrounding services may be just as important as the service itself.*

Staff also observed how traditions—coffee groups, church volunteers, community meals—anchor seniors’ weeks. *This indicates that structured and informal social opportunities may help reduce isolation and build community resilience.*

Social Connection Quotes:

- “A Thursday group of church volunteers who have coffee after Bunco.” (7DSSC)
- “People are worried about going to one place for a meal and another for activities. They want a place to get together, have coffee, lunch, talk about something.” (14DSSC)

Theme 3: Health & Wellness – 40 Coded Comments

Staff described a range of wellness programs—balance classes, low-impact exercise, and movement-based activities—that help seniors stay active and independent. *These programs are especially valued when they directly support mobility and confidence.*

Comments suggest that many seniors benefit from structured wellness routines but may need accessible, low-barrier options that fit into daily life.

Health & Wellness Quotes:

- “Balance builders” (2DSSC)
- “TiChiquan,” (3DSSC)
- “Total Balance” (4DSSC)

Visual Boards

427 Coded Comments

Visual Boards revealed the places that matter most in seniors' everyday lives. Participants frequently referenced libraries, churches, grocery stores, Broadway Station, and walking routes—places that feel familiar, accessible, and meaningful. Comments indicated a desire for expanded recreation options and accessible facilities, particularly those that support walking, biking, and low-impact activities. Suggested program ideas were often specific and straightforward, reflecting a need for easy, approachable ways to stay active and socially engaged.

Theme 1: Location References – 125 Coded Comments

Participants frequently used the Visual Boards to point to the specific places that shape their daily routines—Broadway Station, churches, grocery stores, libraries, and other neighborhood landmarks. These references highlight the physical spaces where seniors already feel comfortable and connected. *This suggests that seniors may view location as more than a backdrop; they see certain places as anchors that support routine, independence, and belonging.*

Many comments tied locations to activities: reading, attending services, eating meals, or socializing. *This pattern indicates that when seniors mention a place, they often describe a meaningful experience associated with being there—not simply list geographic points.*

Location References Quotes:

- “Broadway Station as a community center” (8VBF)
- “Walkable botanical garden and solarium” (20VBSON)
- “Library” (26VBHH)

Theme 2: Sports & Recreation – 45 Coded Comments

Participants described movement and physical activity as key to maintaining well-being. They named walking paths, biking routes, and accessible recreation facilities as desirable features in their communities. Many suggestions focused on simple, low-impact activities—such as indoor walking, stretching, or light recreation—that feel achievable and safe. *These comments suggest that seniors prefer activities that fit naturally into their routines and align with their comfort and mobility levels.*

People also expressed enthusiasm for recreation facilities designed for seniors. *This indicates a desire for intentional investment in spaces that support older adults in staying active year-round.*

Sports & Recreation Quotes:

- “Indoor Walking Track” (1VBYF)
- “More Dance Lessons” (10VBSON)
- “Museums” (16VBSON)

Theme 3: New Program / Facility Ideas – 40 Coded Comments

When suggesting new programs or facilities, participants built on what they already enjoy—walking, recreation, and learning opportunities. Many comments were brief, but they conveyed clear desires for expanded or enhanced programming tailored to their needs. *These ideas suggest that seniors are eager for more options, but they did not articulate those ideas at length.*

The range of suggestions reflects interest in accessible, indoor spaces and opportunities that blend wellness, mobility, and social connection.

New Program / Facility Ideas Quotes:

- “Sports Center for Seniors” (7VBF)
- “Bike paths in North Fargo” (9VBF)

Survey – Quantitative Responses

The survey results provide a useful quantitative snapshot of older adults in North Fargo and reinforce many of the themes that emerged from the community engagement. The survey reached 182 older adults. All but 25 were identified as living in North Fargo, with the highest participation in the Longfellow, Northport, Trollwood, Horace Mann, and Washington neighborhoods. Most survey participants are ages 65 to 84, reflecting the population most connected to current senior programs and services.

While most respondents drive, the small group that relies on Metro Senior Ride face scheduling challenges and this highlights a mobility gap affecting a smaller segment of the population but with meaningful consequences for those who depend on it.

Respondents expressed high interest in social activities, educational offerings, wellness classes, and meal services, with many preferring to participate one to three days per week. Morning and afternoon timeframes remain the most desirable. These patterns reinforce how older adults tend to weave multiple activities, exercise, meals, and social connection into their daily routines.

Communication emerged as a clear area for improvement. While email, printed newsletters, and mail remain preferred communication channels, “not knowing what’s available” was the most frequently selected barrier to participation. Other cited barriers reflect a mix of practical and social factors that shape participation.

When asked to rate the overall quality of older adult services, responses were mixed. Approximately 45% rated the services as Excellent or Good, 30% as Fair or Poor, and 18% were unsure. Knowledge gaps were also visible: between one-quarter and nearly half of respondents were unaware of available meal services, Metro Senior Ride access, resource navigation supports, or senior discounts. These responses suggest that visibility and communication may limit awareness and participation for some older adults. Taken together, the survey results mirror the qualitative findings. They provide additional context for understanding preferences, barriers, and expectations among older adults and offer a quantitative complement to the insights shared through open-ended engagement.

Survey – Qualitative Responses**974 Coded Comments**

The survey’s open comments provided a broad foundation for understanding how seniors experience programs, services, and facilities today. Responses highlighted strong appreciation for wellness classes, meals, and opportunities to gather socially. Many participants described consistent routines around exercise, coffee groups, and post-class meals, reinforcing the importance of proximity and predictable spaces.

Transportation emerged as a concern in the survey data, with many respondents noting the limited availability of Metro Senior Ride, particularly for last-minute medical appointments or winter conditions. Communication also appeared frequently: some respondents expressed difficulty staying informed about programs or understanding where services are located. *These patterns suggest that improving awareness and simplifying access could have immediate positive impacts on participation.*

Concerns about the future of Broadway Station appeared more frequently than any other single issue in the open-ended survey responses ($\approx 27\%$ of respondents). Comments highlighted the facility's location, its connection to the co-located gym, and the daily routines centered on the space. Although respondents also raised transportation, communication, and broader access considerations, these themes did not emerge with the same consistency or intensity as concerns about the Broadway Station closure.

Theme 1: Social & Leisure Activities – 139 Coded Comments

Survey responses highlighted a wide range of daily activities, from bingo and cards to social groups and routine gatherings. Some responses expressed a desire for expanded or more frequent options. *These comments suggest that familiar activities play an important role in anchoring social connections and weekly routines. The mix of interest and disinterest underscores the need for varied offerings that accommodate different preferences.*

Social & Leisure Activities Quotes:

- “Interested people play cards, dominoes and bingo at Trollwood.” (29SURVEY)
- “We only play bingo 1 hour 2x a week” (35SURVEY)

Theme 2: Program (Registered) – 93 Coded Comments

Participants expressed interest in structured programs, from wellness classes to practical workshops. Some respondents were unaware that programs were offered, underscoring the importance of clear communication. *These responses suggest that when people understand what is available, they participate more fully. Programs that blend wellness, learning, and safety appear to resonate strongly with respondents.*

Program (Registered) Quotes:

- “Up until now didn’t know about any activities or programs” (16SURVEY)
- “AARP offers a shredding events and classes on recognizing fraud and scams [at Trollwood].” (30SURVEY)
- “Broadway station serves the rest. It is a perfect location for all services. Education, social, socialization, congregate, and pick up/delivery meals, activities, support groups, etc.” (42SURVEY)

Theme 3: Location References – 87 Coded Comments

Respondents frequently described specific locations—Trollwood Village, Broadway Station, and other community hubs—often including what they do there and why those spaces matter. Some noted that specific locations feel too small, while others praised the social environment. *This suggests that both physical capacity and social atmosphere influence whether a space feels welcoming and workable. Location choices appear deeply connected to routine, comfort, and community identity.*

Location References Quotes:

- “Trollwood Village is too small.” (5SURVEY)
- “Broadway Station has become very social with the people that come there it is kept clean and is a happy atmosphere” (18SURVEY)
- “We celebrate birthdays on the 1st Wed of the month@ Trollwood.” (27SURVEY)

Round Table**303 Coded Comments**

Roundtable discussions provided deeper insights into how seniors stay socially connected and how specific locations fit into their lives. Participants described intentional routines—volunteering, hosting friends, attending programs—that support emotional well-being. They also discussed the accessibility and comfort of various community spaces, noting how routines and physical environments influence participation. *Some participants did not articulate experiences of loneliness or disconnection, indicating that not all emotional needs surfaced fully in this setting.*

Theme 1: Location References 38 Coded Comments

Participants discussed the places they visit regularly—movies, volunteering sites, arts programs—and how these locations fit into their daily routines. They spoke not only about where they go, but why those spaces matter: independence, familiarity, comfort, or purpose. *These comments suggest that seniors move through a broad ecosystem of community spaces, not only senior-specific facilities.*

The depth of discussion indicated thoughtful consideration of accessibility, transit routes, and comfort. *This suggests a desire to be involved in decisions about where future programs or centers are located.*

Location References Quotes:

- “As a widow, I go by myself to the movies. Meeting new people at new activities.” (4RT)
- “Spend time volunteering –food pantry ” (8RT)
- “Spend time volunteering Fine Arts Cub” (9RT)

Theme: Social Connection – 38 Coded Comments

Roundtable participants emphasized the importance of staying connected through volunteering, hosting meals, and establishing personal routines to maintain social well-being. Some described intentional habits, such as creating “rules” to ensure they leave the house regularly. *These comments suggest that seniors view social engagement as essential to emotional health, not just a pleasant add-on.*

Participants also framed themselves as active contributors to community life rather than passive recipients of services. *This indicates that programming that supports purpose and contribution may be especially meaningful.*

Social Connection Quotes:

- “I create rules for myself to get out of the house for volunteering, exercising, and socializing with friends.” (2RT)
- “I invite friends to enjoy a meal at my house at least once a month.” (3RT)
- “Spend time volunteering – church ” (7RT)

Theme: Program (Registered) – 24 Coded Comments

Participants valued registered programs, structured classes, clubs, and recurring activities when they were accessible, relevant, and close to home. Many described attending programs alone at first, then gradually forming connections. *These comments suggest that registered programs act as a doorway to new relationships and routines.*

Some emphasized the importance of location and scheduling. *This indicates that thoughtfully designed programs can support both engagement and personal mobility.*

Program (Registered) Quotes:

- “As a widow, I go by myself to a program. Meeting new people at new activities.” (5RT)
- “More clubs and activities extend your life.” (11RT)
- “I enjoy activities close to home Pilates in north and downtown Fargo.” (13RT)

Patterns, Opportunities and Community Impact

Across all engagement activities, a clear pattern emerged: older adults in North Fargo rely on a constellation of places, services, and relationships that support their daily routines. Comments consistently described how programs, rides, and social spaces work together to help seniors stay active and connected. *This suggests that participation is shaped more by the ecosystem as a whole than by individual programs.*

Another pattern was the importance of proximity and predictability. Visual Board input reflected concerns about losing familiar hubs and the social networks anchored there. *These patterns indicate that place-based identity and belonging play a meaningful role in how older adults experience recreation and services.*

Comments also highlighted opportunities for improvement. Many seniors expressed interest in new or expanded activities, especially those that promote social connection, wellness, and creativity. Staff described innovative approaches such as offering programs in churches or other community gathering spaces. *These opportunities suggest that expanding program locations, formats, and partnerships could strengthen participation, especially during the Broadway Station transition and beyond.*

The comments also revealed how gaps in transportation, communication, and scheduling affect both individual participation and community cohesion. Seniors described rides that were dependable but oversubscribed, meal spaces that were valued but limited, and information that was helpful but sometimes hard to find. *These patterns indicate the need for clearer communication and more flexible, responsive service models to ensure seniors do not fall through the cracks in the system.*

These insights show the impact of Valley Senior Services and Fargo Parks programs. Seniors rely on these programs not just to stay active, but to maintain their independence, social networks, and emotional well-being. Staff echoed this broader impact, describing how some participants use programs to meet essential needs such as food, safety, and companionship. *This suggests that decisions about facilities, transit, and programming have ripple effects across the broader community ecosystem, influencing families, neighborhoods, and partner organizations.*

The five themes reflect the many individual experiences shared through surveys, conversations, visual boards, and staff discussions. When viewed together, these themes reveal broader patterns about how older adults navigate daily routines, depend on familiar places, and engage with Valley Senior Services and Park District programs. The following section synthesizes these insights, highlighting opportunities that emerge only when all voices are considered.

Decision Inventory

To support clear, timely planning, leadership will need to consider the following questions. These questions are derived directly from the engagement themes to address immediate needs and inform future planning.

A. Facility & Space Decisions

- Where will meals, classes and informal social gathering spaces be located if the Broadway Station closes?
- What features are non-negotiable in future facilities (e.g., indoor walking space, accessible social areas, exercise opportunities, transit access)?
- Should senior services be centered in one hub or distributed across several North Fargo sites?
- How will future spaces support adjacency between exercise, meals and social connection?

B. Program & Service Decisions

- Which program types should be prioritized for North Fargo based on engagement insights (e.g., wellness, creative activities, social gatherings)?
- How should programs be scheduled or co-located to support integrated experiences rather than isolated events?
- What level of staffing is needed to support increased social connection and communication?
- How should scheduling be adjusted to better match seniors' daily routines and reduce transportation conflicts?

C. Transportation Decisions

- Should Metro Senior Ride capacity be expanded, restructured, or partnered with additional providers?
- Should there be guaranteed ride slots tied to specific high-demand programs or mealtimes to reduce uncertainty?
- How can transportation scheduling be more aligned with program timing across all senior facilities and programs?

D. Communication & Engagement Decisions

- What communication channels should be standardized (website, newsletters, on-site calendars, direct staff outreach)?
- How frequently should updates about the changes to programs, services, facilities and activities be shared, and through whom? How will senior feedback be continuously gathered after this engagement?

E. Strategic & Organizational Alignment

- How should FPD and VSS coordinate operationally during the transition period?
- What partnerships (library, churches, community living or apartment buildings) could be strengthened to support distributed service delivery?
- What investments should be made now to ensure continuity of social connection through the transition?

Planning and Prioritization Implications

The engagement results point toward several high-level implications for the Park District and Valley Senior Services. These implications are organized into three tiers to support planning and prioritization.

Tier 1 – Must-Haves for a Successful Transition

1. **Consistent, proactive communication about interim plans and long-term plans.** Older adults want clear, advanced information about where meals, classes, and social spaces will be located. Transparent, predictable messaging is critical to reduce uncertainty in the coming months.
2. **Reliable transportation aligned with program schedules.** Transportation gaps directly limit participation. Seniors emphasized the need for rides that match program timing and capacity.
3. **Preservation of core social routines.** Spaces that allow for pre- and post-meal socializing (e.g., coffee and card-playing areas) are central to well-being and participation.

Tier 2 – High-Value Opportunities

4. **Enhance indoor walking and accessible access.** Safe, climate-protected walking spaces were repeatedly identified as a need to support year-round activity and provide accessible movement options for people with mobility limitations.
5. **Strengthen staff–senior communication loops.** Staff want clearer insight into seniors' preferences, and seniors want to feel heard and informed. Improving two-way communication will strengthen trust, program alignment, and responsiveness.
6. **Reinforce communication through consistent, repeated messaging.** Participants benefit from ongoing updates delivered across multiple channels and departments. Providing unified talking points (primarily through VSS staff, who have relationships with seniors) can support clarity and confidence.

Tier 3 – Strategic Investments for the Future

7. **Continue community engagement.** Engage seniors as partners in shaping expectations for future spaces to reinforce inclusion and reduce anxiety.
8. **Incorporate senior priorities into future facility design.** Proximity to exercise opportunities and program partners, flexible multi-use spaces for gathering, chatting, meals, and informal connection and intuitive wayfinding should guide planning.
9. **Visualize an integrated program model that reflects how seniors use services.** Programs, meals, transportation, and social spaces function as a connected ecosystem. Design and service plans should reflect how routines flow across locations, times of day, and modes of participation.

Programs are most effective when they support not only activities but the entire experience surrounding participation. Seniors described routines that integrate meals, socializing, learning, transportation, and exercise. Participation depends on timing around meals, confidence in navigating services, and awareness of what is available.

The data indicates that programming must remain flexible, relational, and be communicated clearly. When seniors feel uncertainty about schedules, rides, or where they will gather, they are less likely to participate, even if the program meets their needs. They also value opportunities that promote social

connection and learning, and they notice when programs feel meaningful or responsive to real-world concerns.

Program and Service Design

- Support integrated experiences by aligning transportation, meals, and programming schedules to encourage longer stays and stronger social connections.
- Expand communication strategies to improve awareness of programs, eligibility, and transportation options.
- Prioritize programming that blends wellness, learning, and social engagement, reinforcing seniors' sense of belonging.
- Address unmet needs through flexible schedules, recognizing the influence of transportation, energy levels, and daily routines on participation.

What Seniors Value and What They Fear Losing

Comments about Broadway Station revealed a consistent pattern: the building is not just a facility but a social anchor where routines, friendships, and daily rhythms converge. Participants emphasized the ease of moving between Total Balance exercise classes, meals, and informal socializing without traveling to another location.

As the planned August 2026 closure approaches, seniors want reassurance that meals, social opportunities, exercise, and other program access will continue with minimal disruption. Many expressed concerns about losing the “family feeling” that Broadway Station provides. Comments like “They take major ownership over [Broadway Station]” (15DSSC Direct Service Staff) illustrate the emotional and social significance of the space.

Participants also shared fears about increased travel distance and losing connections if groups scatter to different locations. This indicates that any transition plans should prioritize continuity of programs, activities and services, including reliable transportation, supported by early, transparent communication. Seniors worry that community cohesion may weaken with the closure of Broadway.

The engagement surfaced opportunities for improvement. Some seniors and staff expressed interest in expanded program offerings, new community partnerships, and flexible use of space. This suggests that the transition, while challenging, can also serve as a catalyst for designing spaces and programs that better reflect the needs and routines of older adults.

Conclusion

The engagement findings offer a clear message: older adults in North Fargo value programs and services not only for what they provide, but for how they bring people together. Seniors rely on familiar places, predictable routines, and dependable transportation to stay active, connected, and well. The transition away from Broadway Station represents both a challenge and an opportunity, one that will require thoughtful communication, internal coordination, and a commitment to sustaining community connection.

By pairing these insights with operational realities, financial considerations, and long-term planning goals, the Park District and Valley Senior Services can make informed decisions that strengthen the well-being of older adults today and shape a more connected future for the entire community.

Appendix A: Definitions

Activities = informal drop-in (open gym, coffee hours, cards and games)

Programs = scheduled registered (fitness classes, art workshops, tech courses)

Services = support for independent living (meals, transportation, resource assistance)

Coding Definitions

Codes were applied across four engagement interventions: Surveys, Roundtable Talks, Visual Feedback Boards, and Direct Staff Conversations. Category and code counts reflect coded comments, not the number of rows in the dataset, thus a single comment can receive multiple codes and therefore appear in multiple categories.

Intervention Code	Community Engagement Intervention Description	Coded Comments
DSR	Direct Staff – Recreation	69
DSSC	Direct Staff – Senior Centers	55
DST	Direct Staff – Transit	45
DSV	Direct Staff – VSS	81
RT	Roundtable Talks	182
SURVEY	Survey – narrative questions only	541
VPF	Visual Boards – Fargodome	8
VBHH	Visual Boards – Heritage House	42
VBHS	Visual Boards – Holy Spirit Catholic Church	52
VBNL	Visual Boards – Northport Library	51
BSON	Visual Boards – Sons of Norway	42
VBYP	Visual Boards – Yunker Farm	41

Category	Coded Comments	Comment Code	Coded Comments
Barriers to Participation	282	Accessibility & Safety	56
		Communication	71
		Cost / Affordability	30
		Disconnected / Loneliness	9
		Environmental Barriers	57
		Health Limitations	9
		Mobility Limitations	12
		Social Anxiety	6
		Transportation	90
Context & Social Environment	451	Awareness	78
		Location References	272
		Social Connection	112
		Social Networks	25

Category	Coded Comments	Comment Code	Coded Comments
Needs & Missing Supports	120	Perceived Underservice	42
		Gaps (Unmet Needs)	52
		Scheduling & Timing	34
Programs & Participation	739	Activity (Drop-in)	71
		New Program / Facility Ideas	98
		Program (Registered)	153
		Health & Wellness	165
		Lifelong Learning	84
		Social & Leisure Activities	205
		Sports & Recreation	91
		Service	132
		Transportation	90
Sentiment & Trust	306	Communication	71
		Belonging / Inclusion	39
		Negative Perception	39
		Positive Perception	114
		Satisfaction	29
		Trust in FPD	43
		Emotional Impact of Change	72

Category	Comment Code	Definition
Barriers to Participation	Accessibility & Safety	Mobility friendliness, entrances, walkways, comfort, and safety concerns. Do not use when the issue stems from an individual's health or mobility limitations rather than the facility/environment.
	Communication	How participants receive or don't receive information (print, email, signage, social media). Do not use when they simply didn't know a program existed, use Awareness.
	Cost / Affordability	Fees, cost concerns, transportation or meal costs. Do not use when the comment expresses general dissatisfaction unrelated to money.
	Disconnected / Loneliness	Feeling alone or attending with no one; lack of social ties. Do not use when the barrier is fear or intimidation, use Social Anxiety.
	Emotional Impact of Change	Worry, frustration, fear, anxiety, or sadness about closures, transitions, or uncertainty. Do not use when the comment is negative without referencing a change event.
	Environmental Barriers	Weather, distance, sidewalks, snow, heat/cold, outdoor hazards. Do not use when the challenge is due to personal mobility limitations.
	Health Limitations	Physical, cognitive, or chronic conditions that reduce participation. Do not use when the issue is caused by facility or environmental barriers.
	Mobility Limitations	Physical barriers related to a participant's personal mobility. Do not use when the environment is the barrier, use Accessibility & Safety or Environmental Barriers.

Category	Comment Code	Definition
Barriers to Participation Cont.	Perceived Underservice	Feeling overlooked compared to other areas (e.g., South Fargo). Do not use when describing a specific missing program, use Gaps (Unmet Needs).
	Social Anxiety	Shyness, intimidation, or lack of confidence joining activities. Do not use when the issue is lack of social ties, use Disconnected / Loneliness.
	Transportation	Barriers/supports from VSS rides, Metro Senior Rides, driving, parking. Do not use when the comment is about the cost of transportation, use Cost / Affordability.
Context & Social Environment	Awareness	Surprise or lack of knowledge about available programs or services. Do not use when the participant received unclear information, use Communication.
	Location References	Mentions of Broadway Station, Trollwood, Yunker Farm, libraries, YMCA, etc. Do not use when location relates to a barrier (e.g., too far), use Environmental Barriers.
	Social Connection	Positive or negative experiences with peers; friendships; social cohesion. Do not use when a participant talks about influencer-type peers, use Social Networks.
	Social Networks	Natural connectors, influencers, or groups/people who bring others in. Do not use when describing general friendship experiences, use Social Connection.
Needs & Missing Supports	Gaps (Unmet Needs)	Missing programs or services; needs not met. Do not use when the comment suggests a specific idea, use New Program / Facility Ideas.
	Health & Wellness	Fitness, exercise, mobility, fall prevention, balance classes, Tai Chi, yoga. Do not use when limitations are personal medical conditions, use Health Limitations.
	Lifelong Learning	Safety talks, tech classes, educational presentations, memory support. Do not use when the comment relates to awareness of these offerings, use Awareness.
	Scheduling & Timing	Program times that don't work; need different days or hours. Do not use when someone proposes a new program, use New Program / Facility Ideas.
	Service	Independent living supports (meals, transportation support, resources). Do not use when the issue is about transportation access, use Transportation.
	Social & Leisure Activities	Crafts, games, cards, music, clubs, social hours, coffee groups, day trips. Do not use when the activity is recreation-focused, use Sports & Recreation.
	Sports & Recreation	Pickleball, bowling, golf, archery, recreation activities. Do not use when the activity is social in nature rather than recreational, use Social & Leisure Activities.
Programs & Participation	Activity (Drop-in)	Informal, flexible, non-registered participation. Do not use when the comment refers to scheduled or sign-up-required programs.
	New Program / Facility Ideas	Specific suggestions for new offerings, amenities, or enhancements. Do not use when the participant is identifying unmet needs without proposing a solution, use Gaps.
	Program (Registered)	Scheduled and sign-up-required classes or workshops. Do not use when the comment is about drop-in activities, use Activity (Drop-in).
Sentiment & Trust	Belonging / Inclusion	Feeling welcome, accepted, included—or feeling isolated or overlooked. Do not use when loneliness is due to lacking companions, use Disconnected / Loneliness.
	Negative Perception	General complaints or negative views not tied to a specific barrier. Do not use when the comment describes a clear barrier, use a Barriers topic.
	Positive Perception	General praise or positive sentiment about FPD/VSS. Do not use when the praise is tied to satisfaction with a specific program, use Satisfaction.

Category	Comment Code	Definition
Sentiment & Trust Cont.	Satisfaction	Positive evaluations of programs, staff, services, or facility experiences. Do not use when the comment praises something broadly without program reference, use Positive Perception.
	Trust in FPD	Confidence, skepticism, concerns about leadership, being heard, or follow-through. Do not use when the comment is about a specific service or program failure.

Question Code	Questions Definition
RTQ1	Q1 Roundtable: Connection & Participation What does “community” look like for you? How do you spend time with others now, and how would you like to?
RTQ2	Q2 Roundtable: Barriers What gets in the way of spending time with others? What tasks or challenges in daily life make it harder to participate in community?
RTQ3	Q3 Roundtable: Solutions What activities, amenities, services, or programs in North Fargo could make your life richer, and fuller?
RTQ	Roundtable Questions asked by participants
POPQ	Questions offered by participants at the pre-intervention pop-up meetings
VBO	Visual Board Observations
IFSQ	If you could have answers, what questions would you ask
VBW	Visual Board Wishes
DSQ1	Q1 Direct Staff Question Current State: based on your observations, what’s going well with VSS and Recreation
DSQ2	Q2 Direct Staff Question Current State: Based on your observations, what are the VSS/FPD services people are surprised to learn are available?
DSQ3	Q3 Direct Staff Question #3 Current State Based on your observations, what motivates them (clients) to connect to the services?
DSQ4	Q4 Direct Staff Question #4 Current State Based on your observations, who are the North Fargo champions or natural leaders/influencers in the older adult community?
DSQ5	Q5 Direct Staff Question #5 Barriers & Gaps Based on your observations, what barriers do participants have to utilizing services, or what services are not provided that would enable people to live independently?
DSQ6	Q6 Direct Staff Question Vision & Opportunities: What improvements would make the biggest difference? OR If time or money was not an issue and we could build “it” from scratch, what amenities, programs, activities, or options are needed based on what you hear from older adults?
SurQ6	Q6: What activities, programs, and/or services are you interested in? (select up to 5) Required
SurQ12	Q12: What types of recreation programs or classes interest you most? (select all that apply) Required
SurQ14	Q14: What prevents you from participating in activities, programs or services? (select all that apply) Required
SurQ16	Q16: Explain your rating: Overall, how would you rate the quality of older adult services in the community?
SurQ18	Q18: What programming improvements would have the greatest impact on your experience?

Connect Fargo Parks

Form Results Summary

Oct 24, 2025 - Nov 20, 2025

Project: North Fargo Older Adult Recreation and Services Survey

Form: North Fargo Older Adult Recreation and Services Survey

Tool Type: Form

Activity ID: 25

Exported: Nov 20, 2025, 09:04 AM

Exported By: Cdoll

Filter By: No filters applied.

Closed

North Fargo Older Adult Recreation and Services Survey
North Fargo Older Adult Recreation and Services Survey

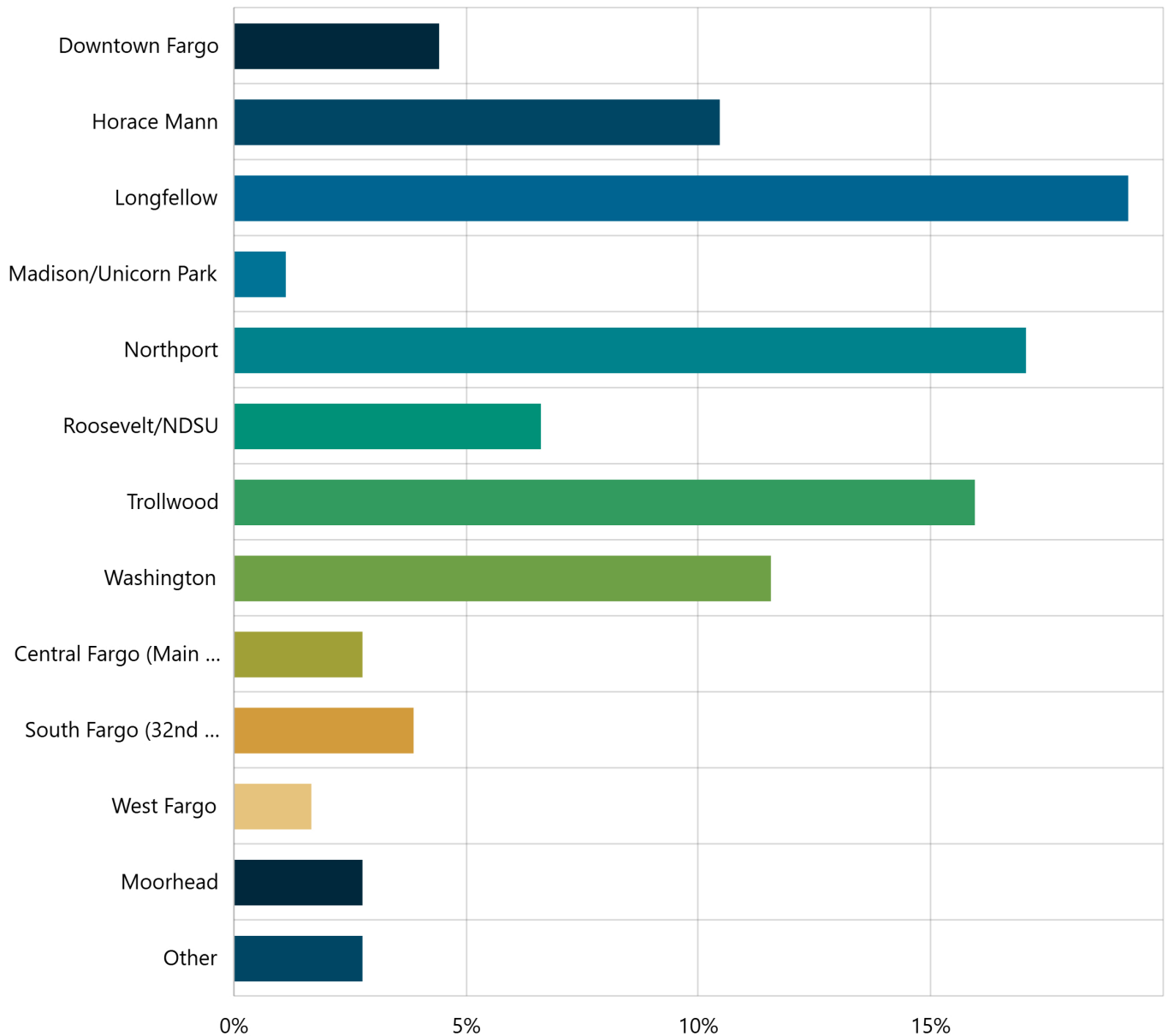
81
Contributors

182
Contributions

Contribution Summary

1. Which neighborhood do you live in? Required

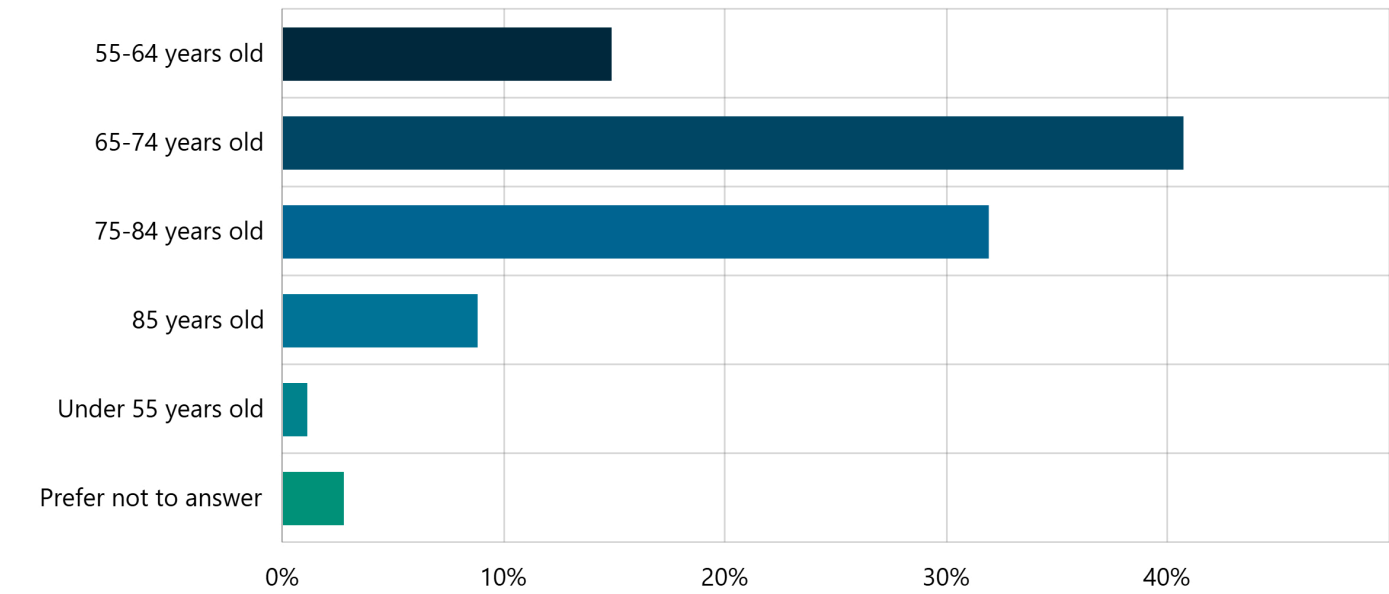
Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
Downtown Fargo	4.40%	8
Horace Mann	10.44%	19

Longfellow	19.23%	35
Madison/Unicorn Park	1.10%	2
Northport	17.03%	31
Roosevelt/NDSU	6.59%	12
Trollwood	15.93%	29
Washington	11.54%	21
Central Fargo (Main Ave – 32nd Ave S)	2.75%	5
South Fargo (32nd Ave S and beyond)	3.85%	7
West Fargo	1.65%	3
Moorhead	2.75%	5
Other	2.75%	5
Total	100.00%	182

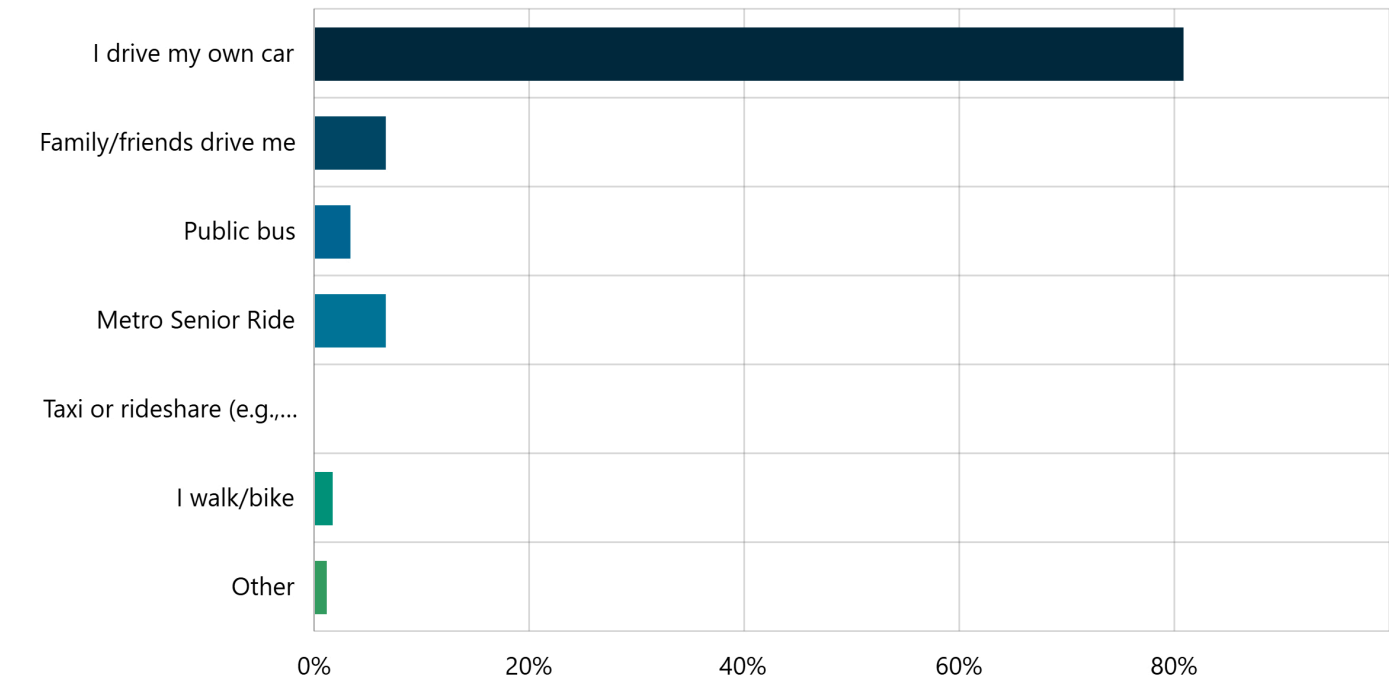
2. What is your age? Required
Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
55-64 years old	14.84%	27
65-74 years old	40.66%	74
75-84 years old	31.87%	58
85 years old	8.79%	16
Under 55 years old	1.10%	2
Prefer not to answer	2.75%	5
Total	100.00%	182

3. What is your primary mode of transportation? (select 1) Required

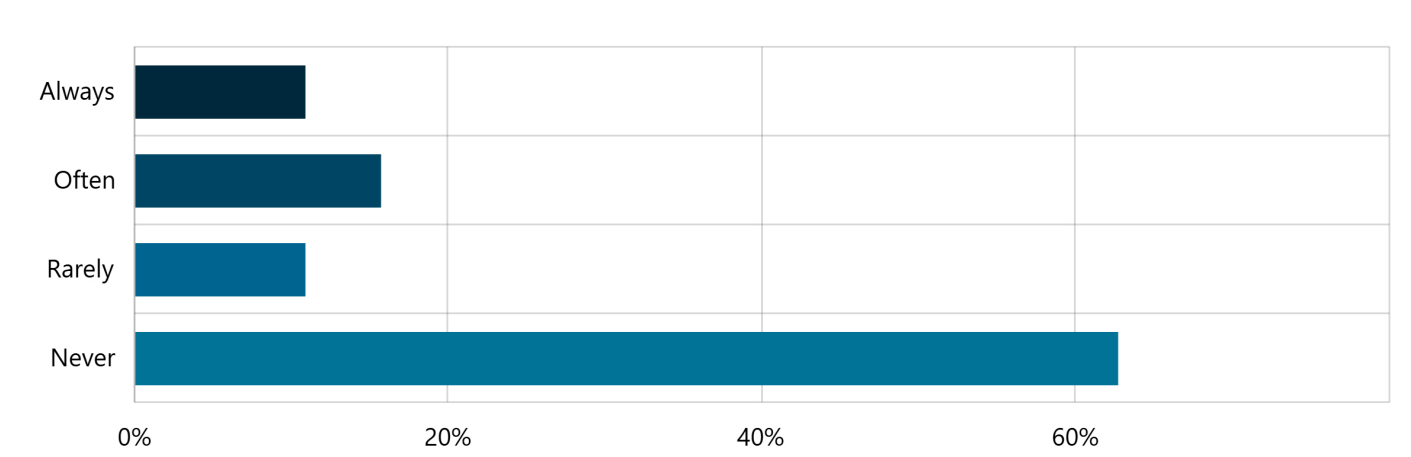
Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
I drive my own car	80.77%	147
Family/friends drive me	6.59%	12
Public bus	3.30%	6
Metro Senior Ride	6.59%	12
Taxi or rideshare (e.g., Uber, Lyft)	0%	0
I walk/bike	1.65%	3
Other	1.10%	2
Total	100.00%	182

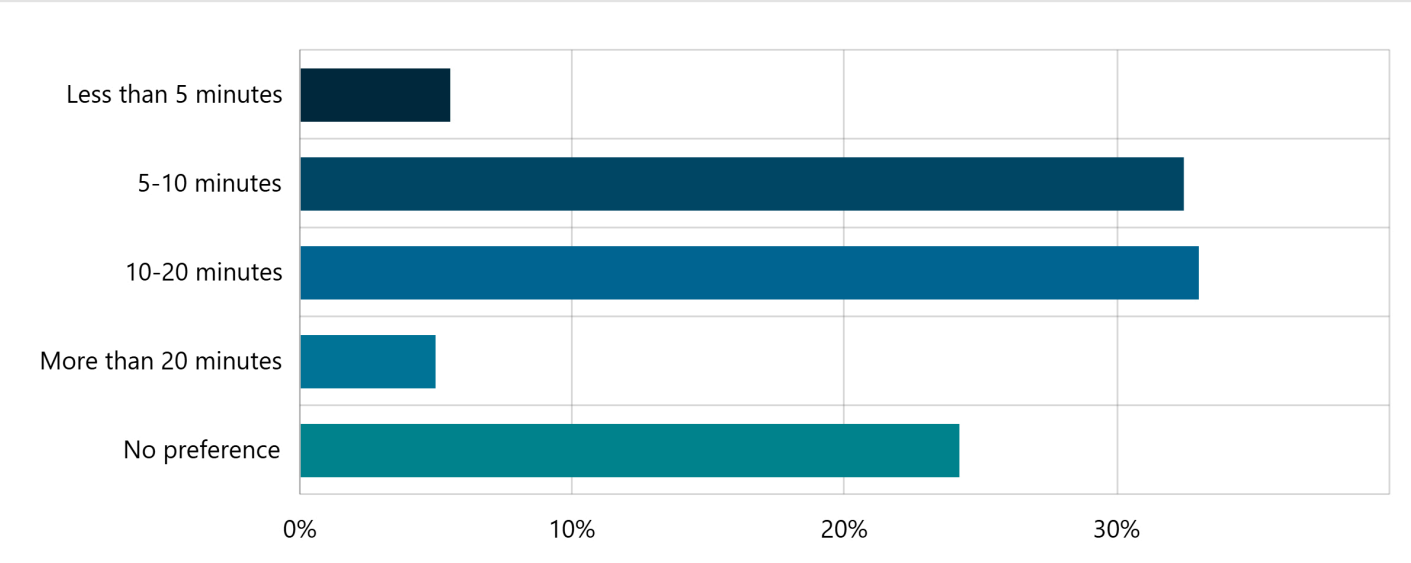
4. If you use Metro Senior Ride, how often are you able to schedule a ride with the times you request?

Multi Choice | Skipped: 99 | Answered: 83 (45.6%)



Answer choices	Percent	Count
Always	10.84%	9
Often	15.66%	13
Rarely	10.84%	9
Never	62.65%	52
Total	100.00%	83

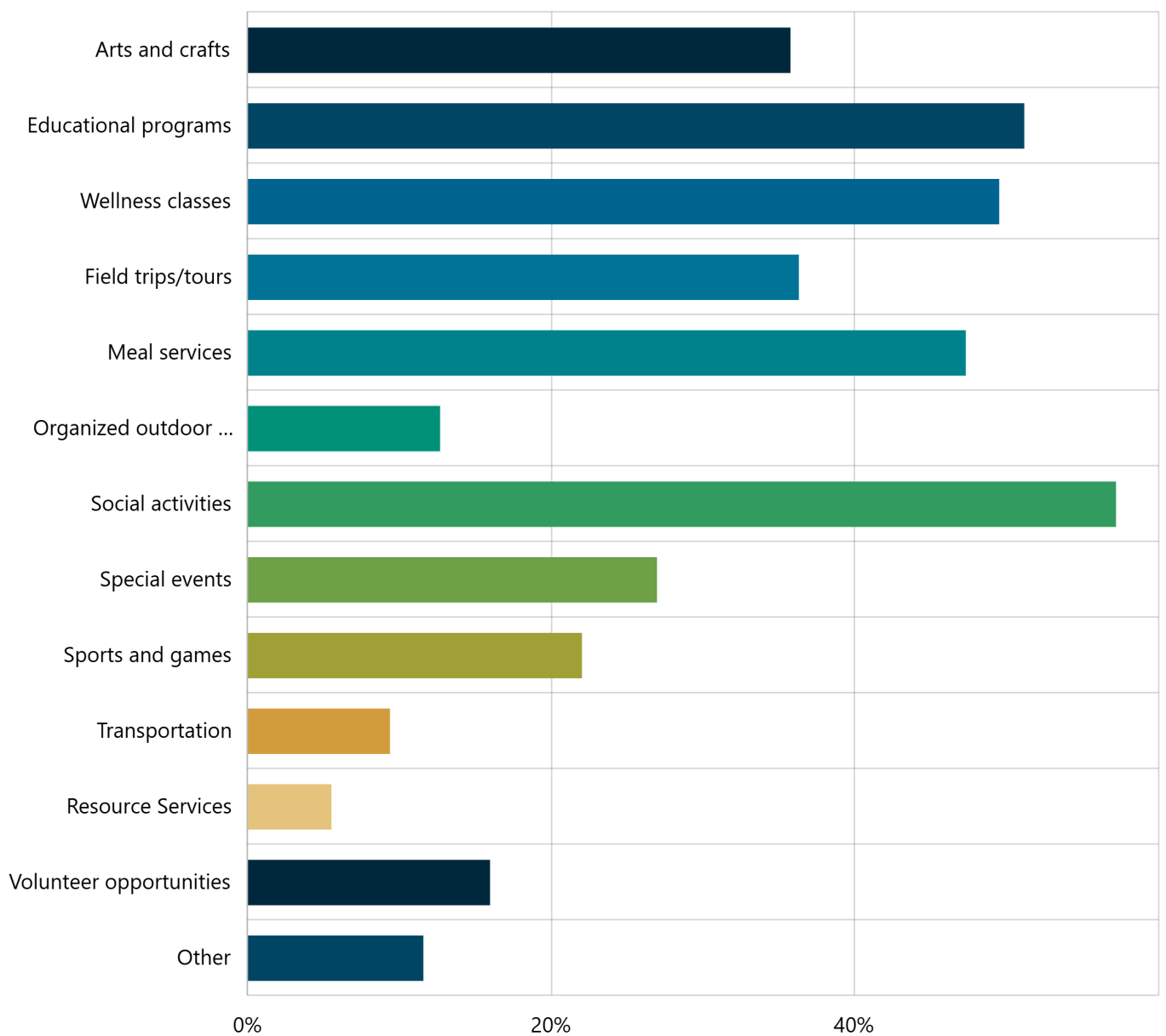
5. What is the maximum amount of time you are willing to travel to activities, programs, or services? (select 1)
Required
Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
Less than 5 minutes	5.49%	10
5-10 minutes	32.42%	59
10-20 minutes	32.97%	60
More than 20 minutes	4.95%	9
No preference	24.18%	44
Total	100.00%	182

6. What activities, programs, and/or services are you interested in? (select up to 5) Required

Multi Choice | Skipped: 0 | Answered: 182 (100%)

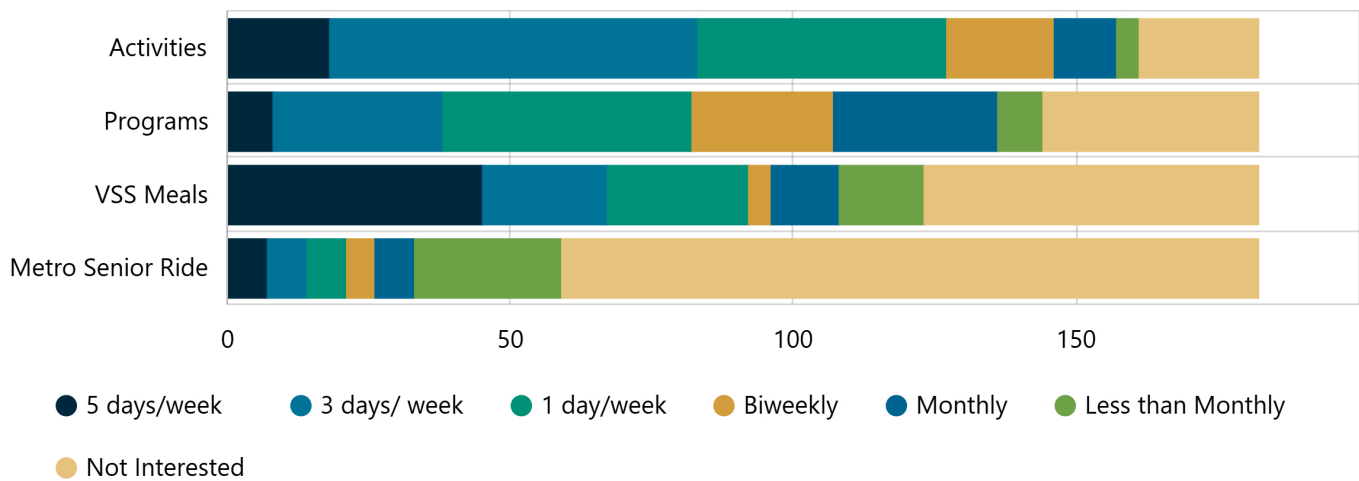


Answer choices	Percent	Count
Arts and crafts	35.71%	65
Educational programs	51.10%	93
Wellness classes	49.45%	90
Field trips/tours	36.26%	66
Meal services	47.25%	86
Organized outdoor recreation	12.64%	23
Social activities	57.14%	104

Special events	26.92%	49
Sports and games	21.98%	40
Transportation	9.34%	17
Resource Services	5.49%	10
Volunteer opportunities	15.93%	29
Other	11.54%	21

7. How often do you want to participate in the following? Required

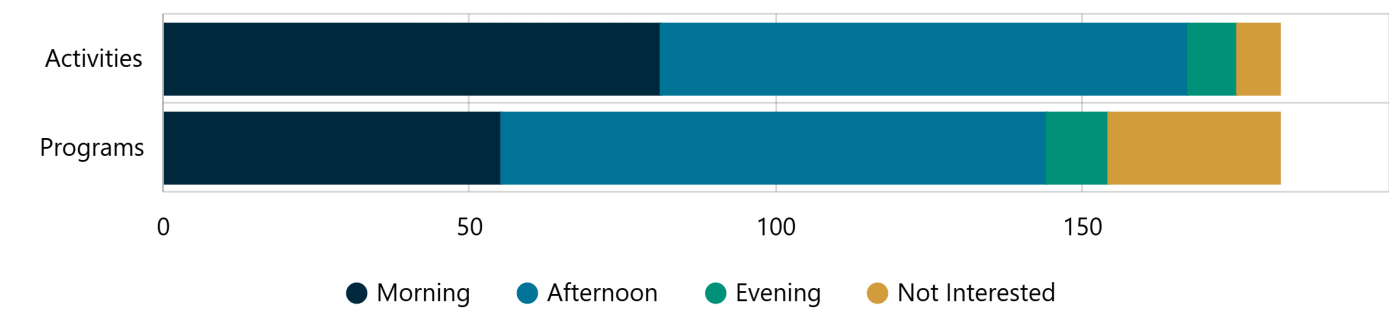
Matrix | Skipped: 0 | Answered: 182 (100%)



	5 days/week	3 days/week	1 day/week	Biweekly	Monthly	Less than Monthly	Not Interested	Count	Score
Activities	9.89% 18	35.71% 65	24.18% 44	10.44% 19	6.04% 11	2.20% 4	11.54% 21	182	3.20
Programs	4.40% 8	16.48% 30	24.18% 44	13.74% 25	15.93% 29	4.40% 8	20.88% 38	182	4.17
VSS Meals	24.73% 45	12.09% 22	13.74% 25	2.20% 4	6.59% 12	8.24% 15	32.42% 59	182	4.08
Metro Senior Ride	3.85% 7	3.85% 7	3.85% 7	2.75% 5	3.85% 7	14.29% 26	67.58% 123	182	6.12

8. What time of day would you most prefer to participate in activities or programs? Required

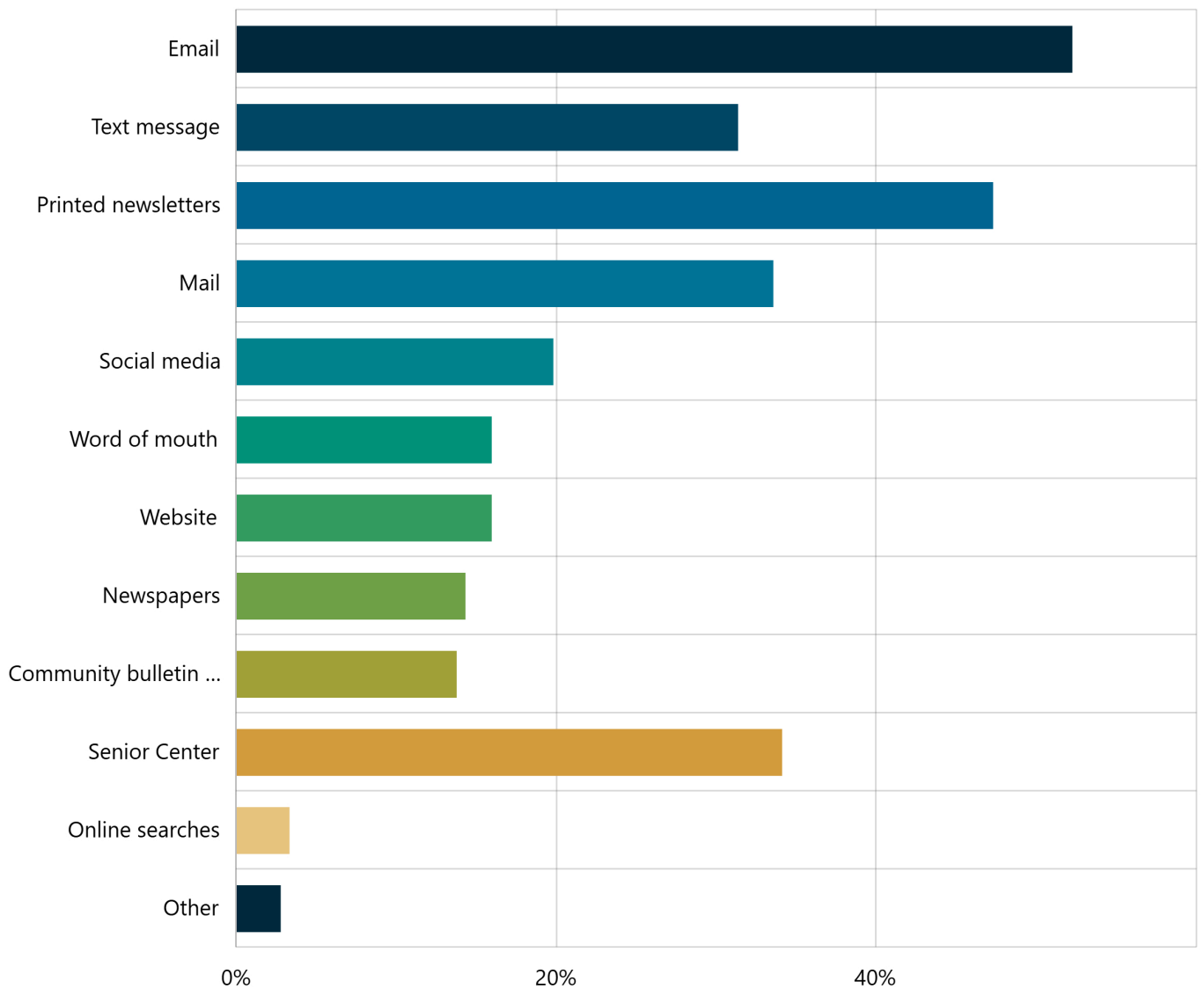
Matrix | Skipped: 0 | Answered: 182 (100%)



	Morning	Afternoon	Evening	Not Interested	Count	Score
Activities	44.51% 81	47.25% 86	4.40% 8	3.85% 7	182	1.68
Programs	30.22% 55	48.90% 89	5.49% 10	15.38% 28	182	2.06

9. How do you prefer to receive information about activities, programs, and services? (select up to 4) Required

Multi Choice | Skipped: 0 | Answered: 182 (100%)

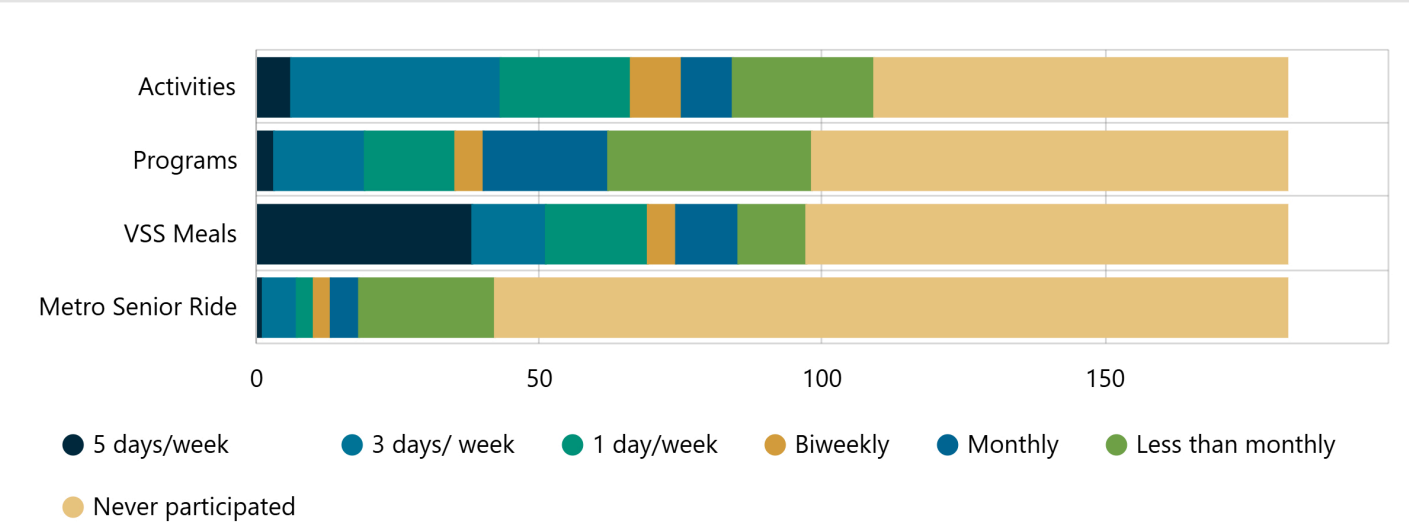


Answer choices	Percent	Count
Email	52.20%	95
Text message	31.32%	57
Printed newsletters	47.25%	86
Mail	33.52%	61
Social media	19.78%	36
Word of mouth	15.93%	29
Website	15.93%	29
Newspapers	14.29%	26

Community bulletin boards	13.74%	25
Senior Center	34.07%	62
Online searches	3.30%	6
Other	2.75%	5

10. In the last year, how often have you participated in activities, programs, Valley Senior Services meals (including congregate dining, Meals on Wheels, to-go meals, or frozen meals), and Metro Senior Ride?

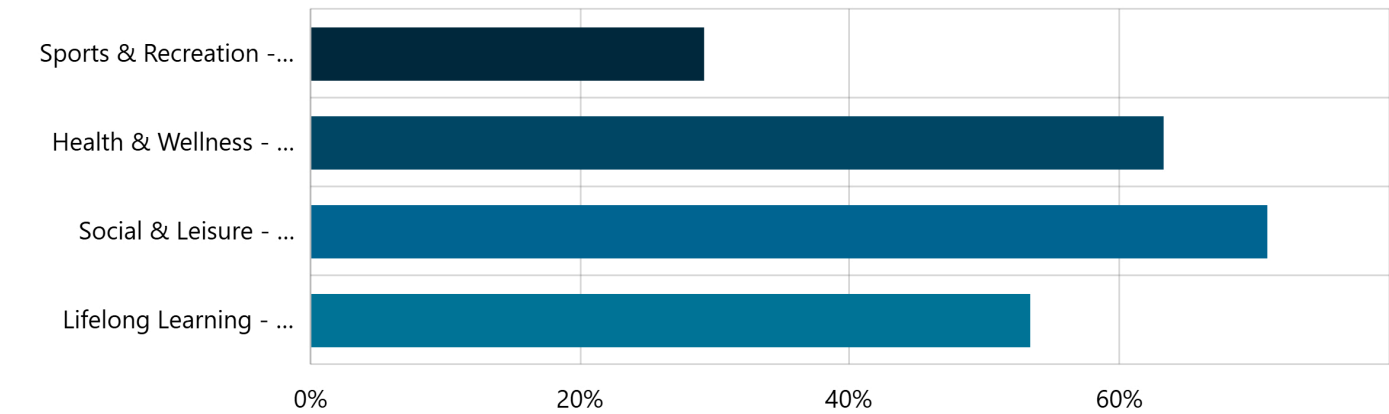
Required
Matrix | Skipped: 0 | Answered: 182 (100%)



	5 days/week	3 days/week	1 day/week	Biweekly	Monthly	Less than monthly	Never participated	Count	Score
Activities	3.30% 6	20.33% 37	12.64% 23	4.95% 9	4.95% 9	13.74% 25	40.11% 73	182	4.90
Programs	1.65% 3	8.79% 16	8.79% 16	2.75% 5	12.09% 22	19.78% 36	46.15% 84	182	5.59
VSS Meals	20.88% 38	7.14% 13	9.89% 18	2.75% 5	6.04% 11	6.59% 12	46.70% 85	182	4.73
Metro Senior Ride	0.55% 1	3.30% 6	1.65% 3	1.65% 3	2.75% 5	13.19% 24	76.92% 140	182	6.50

11. What types of recreation programs or classes interest you most? (select all that apply) Required

Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
Sports & Recreation - example: bowling, archery, pickleball, golf	29.12%	53
Health & Wellness - example: yoga, walking groups, water aerobics	63.19%	115
Social & Leisure - example: bingo, day trips, book clubs	70.88%	129
Lifelong Learning - example: tech classes, arts workshops	53.30%	97

12. List your preferred activities and/or programs.

Short Text | Skipped: 110 | Answered: 72 (39.6%)

Sentiment

No sentiment data

Tags

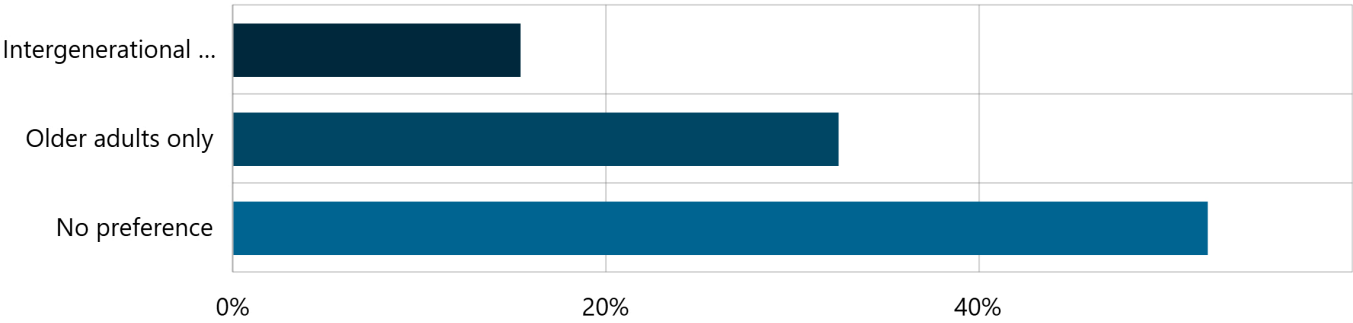
No tag data

Featured Contributions

No featured contributions

13. What type of group setting do you prefer for activities or programs? (select 1) Required

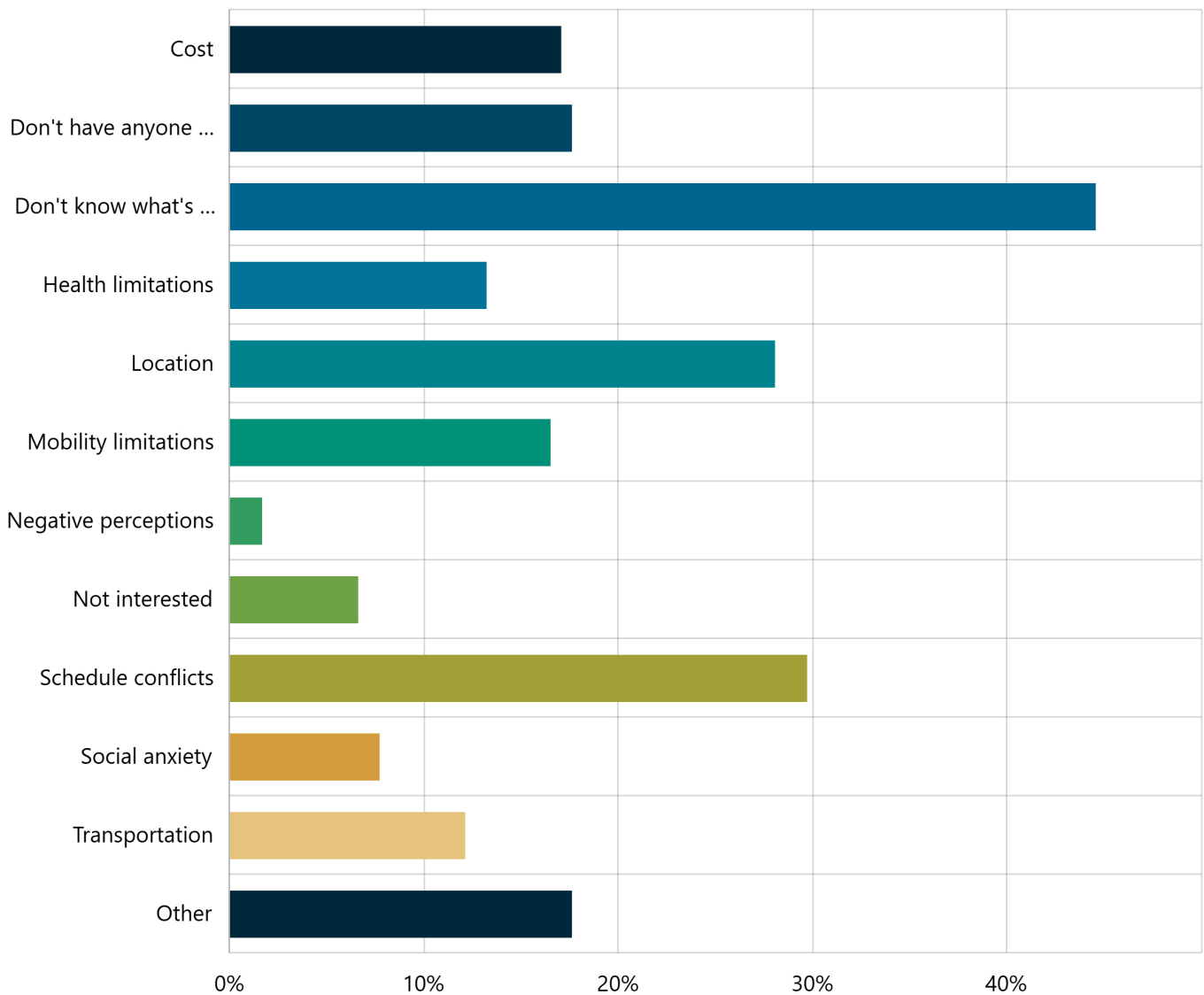
Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
Intergenerational (all ages together)	15.38%	28
Older adults only	32.42%	59
No preference	52.20%	95
Total	100.00%	182

14. What prevents you from participating in activities, programs or services? (select all that apply) Required

Multi Choice | Skipped: 0 | Answered: 182 (100%)

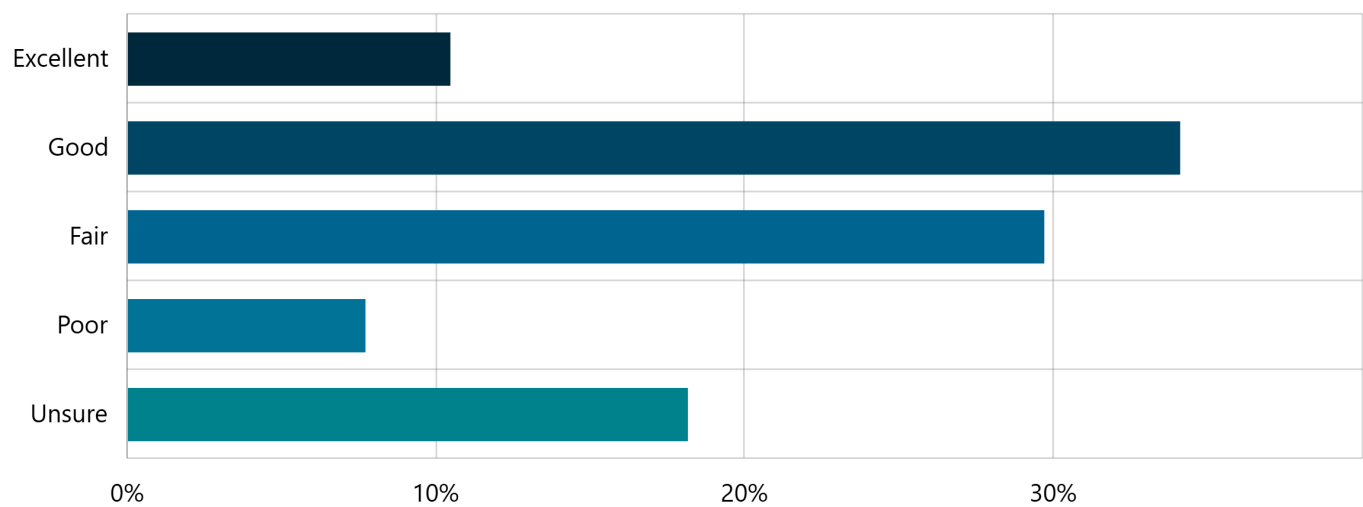


Answer choices	Percent	Count
Cost	17.03%	31
Don't have anyone to go with	17.58%	32
Don't know what's available	44.51%	81
Health limitations	13.19%	24
Location	28.02%	51
Mobility limitations	16.48%	30
Negative perceptions	1.65%	3
Not interested	6.59%	12

Schedule conflicts	29.67%	54
Social anxiety	7.69%	14
Transportation	12.09%	22
Other	17.58%	32

15. Overall, how would you rate the quality of older adult services in the community? Required

Multi Choice | Skipped: 0 | Answered: 182 (100%)



Answer choices	Percent	Count
Excellent	10.44%	19
Good	34.07%	62
Fair	29.67%	54
Poor	7.69%	14
Unsure	18.13%	33
Total	100.00%	182

16. Explain your rating:

Long Text | Skipped: 87 | Answered: 95 (52.2%)

Sentiment

No sentiment data

Tags

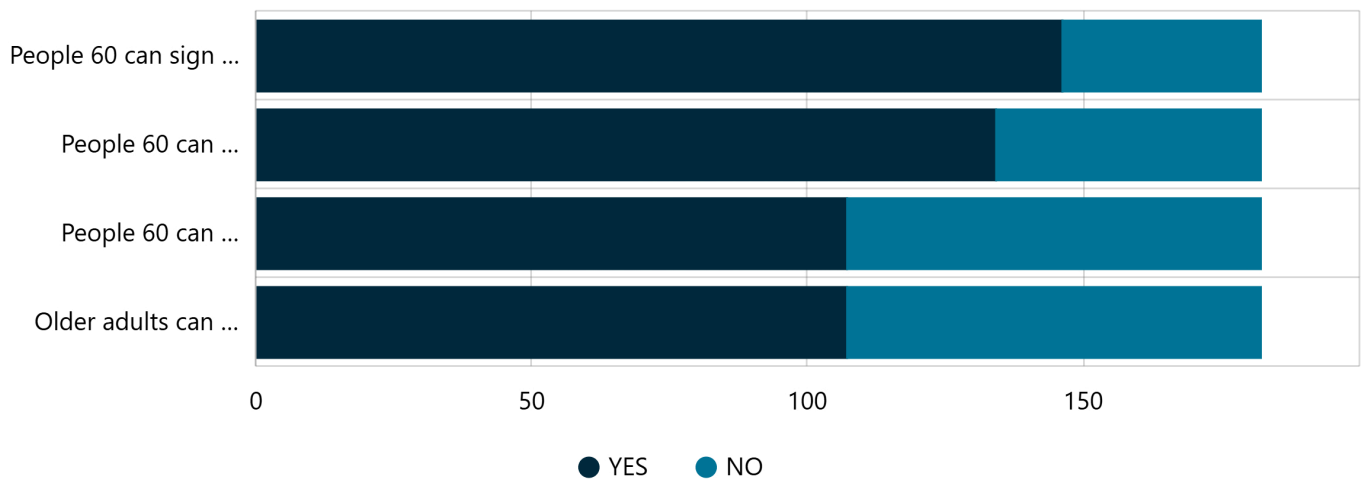
No tag data

Featured Contributions

No featured contributions

17. Did you know the following information? Required

Matrix | Skipped: 0 | Answered: 182 (100%)



	YES	NO	Count	Score
People 60 can sign up to receive 5 or more meals per week through congregate dining, Meals on Wheels, or to-go meals.	80.22% 146	19.78% 36	182	1.20
People 60 can receive rides to activities and appointments through Metro Senior Ride.	73.63% 134	26.37% 48	182	1.26
People 60 can request help to understand the resources available to them.	58.79% 107	41.21% 75	182	1.41
Older adults can receive discounts at local gyms for membership rates.	58.79% 107	41.21% 75	182	1.41

18. What programming improvements would have the greatest impact on your experience?

Long Text | Skipped: 95 | Answered: 87 (47.8%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

Appendix C: Participant Questions

The following questions were posed by North Fargo Older Adults during the 2025 community engagement activities. These questions may be useful in determining what answers and responses are developed by Valley Senior Services and Fargo Park District.

Questions Generated at the Pop-up meetings

- Why is community input happening after the decision to close Broadway Station?
- What is the timeline for making decisions about Broadway Station and future senior center sites?
- Will the lease at Broadway Station be extended again, or is closure final?
- Has the decision already been made to close Broadway Station, or is input still meaningful?
- Do you have a long-term plan for senior centers in North Fargo, and how does this connect with the Park District's Master Plan?
- How does community input feed into the 20-year Park District planning process?
- Are you keeping seniors in the dark about decisions? How will transparency be ensured?
- Why close Broadway Station (a central location) instead of other sites farther north?
- Have you considered building a new senior center in North Fargo?
- Could the Park Board buy the Broadway Station building instead of leasing?
- What are the plans for Yunker Farm House, and could it be used as a senior center?
- Is Yunker Farm House handicap accessible, and does it have enough space/parking?
- Since Yunker Farm has no kitchen, how would meals be handled there?
- Could Yunker Farm or Trollwood Village be remodeled or expanded to meet seniors' needs?
- Are there other potential spaces in the Trollwood Village building (gym, library, theatre, outdoor space) that could be used for seniors?
- Is there really a Park Board plan for a senior center at 70th Ave S, or is that a rumor?
- What does Fargo Park District currently offer in North Fargo outside of meal sites?
- If Broadway Station closes, will Trollwood Village have enough room for meals and recreation activities for more seniors?
- Could Broadway Station groups (card playing, sewing, etc.) move to Trollwood Village or Yunker Farm?
- Will there be enough equipment (tables, chairs, etc.) for activities?
- What about sunshine and natural light? Broadway Station has windows, but Trollwood Village doesn't. How will that impact social/emotional well-being?
- Do you keep track of how many people use Broadway Station (meals, activities, socializing)?
- Could we create programming partnerships like the one between Broadway Station and Total Balance elsewhere?
- Could more fitness and wellness programs (like SAIL, yoga, and Pilates) be offered in North Fargo?
- How can Fargo Park District better promote or advertise senior center programs?
- Could VSS offer a Giving Hearts Day fundraising campaign to support Broadway Station or senior services?
- Have you added more cars for senior ride services?
- Can MATBUS work with Fargo Park District to transport seniors between sites if Broadway closes?
- How much of the Fargo Park District budget goes to salaries versus programs for seniors?
- Is spending \$500,000 on a 5-year Broadway Station lease the best use of funds?
- Could El Zagal (the building owner) lower rent? Or could the City of Fargo offer tax incentives?
- Could donors or outside fundraising help keep Broadway Station open?
- Could Fargo Park District partner with businesses or nonprofits to share space and costs?
- How do tax dollars get allocated between North and South Fargo, and is it equitable for seniors?

- Will Trollwood Village seniors welcome Broadway Station members?
- How will friendships and existing social groups be preserved if centers move?
- How will Fargo Park District ensure that North Fargo seniors receive equal investment compared to South Fargo?
- Are you considering the emotional/mental health impacts of losing Broadway Station (friendships, social support, sunshine, etc.)?

Questions Posed by North Fargo older adults during Community Engagement

- What good does it do for non-drivers to put up a big facility on 60th Ave. south when they have no transportation.
- Where meals would be served at Yunker Farm?
- Asked where senior meals would be served?
- If Valley Senior Services has such a financial reserve, why not use it on Broadway Station?
- Why can't meals be delivered there (Yunker Farm)?
- Why does the Fargo Park District need 2+ mill for Sports Center and can't spend \$100,000 on Seniors?
- How we enable them to live independently. How can we make them do that? Give a ride?
- What happened to the plan for a 10th street access to the Japanese Garden?
- Once the animal shelter moves to their new location, what are the opportunities at Yunker Farm?
- If space is needed, what about the vacant space next to the Northport Library or West of the CVS building on 19th Ave has access to a bus route and a 2nd floor?
- Is Yunker Farm the new location for a senior center?
- Park board owns a lot of land in town how is it using those spaces?
- Is the park board maximizing what they have [land and buildings]?
- What about the space near the Montessori? Childcare uses.
- How do we find resources, clubs? I heard about this [Roundtable Talks] during Balance class.
- Will the Park Board listen to us?
- How does the Park District decide to utilize its budget?
- What is the process for deciding Park District budget?
- How does the Park District budget for seniors?
- Right now, lots of elderly people live in North Fargo, but that is changing; now, younger families are buying houses, and the elderly are moving to other places. Should we consider what North Fargo needs in the future?
- Asked about Fargodome availability for walking?
- Are transit drivers paid?
- Will meals and activities (like what exists at Broadway Station) be at a single new location, not meals at one place and activities at another?
- Could Total Balance expand into the Senior Center and seniors keep using the space?
- Is there only one ride service in Fargo?
- Is there a shortage of drivers for senior transit?
- How does Fargo Park District communicate with seniors?
- Is there a mailing or newsletter?
- Would be interested in info on gyms that give senior discounts!
- Would be interested in weightlifting area for males/ females.
- Could the FargoDome be used for walking in late fall through winter even if there's a fee.

Appendix D: Engagement Activity Comments

This appendix summarizes the questions asked and input collected through the community engagement activities conducted with older adults and direct service staff in North Fargo. The material is included to document where input was gathered and to provide transparency into the engagement process. Responses from the Round Table Talks, Visual Boards and Direct Service Staff Focus Groups were transcribed or annotated intended to reflect participants' input as shared and did not alter the substance of responses.

Round Table Talks invited older adults to share how they experience community, what supports or barriers affect participation, and what programs, activities, or services would enrich their lives.

Visual Boards collected brief, open-ended input through a three-wishes prompt and a mapping activity that captured where participants live and where they spend time in the community, reaching individuals beyond formal programs.

Direct Service Staff Focus Groups gathered perspectives from recreation, transit, resource, and on-site senior center staff on service delivery, participation patterns, challenges, and unmet needs observed through their work.

The responses included in this appendix reflect participant and staff perspectives as shared during each engagement activity and informed the themes presented in the report.

Engagement Activity: Round Table Talks

Q1 What does "community" look like for you? How do you spend time with others now, and how would you like to?

- Community means staying busy with others, interacting with others doing things I enjoy doing.
- I create rules for myself to get out of the house for volunteering, exercising, and socializing with friends.
- I invite friends to enjoy a meal at my house at least once a month.
- As a widow, I go by myself to the movies. Meeting new people at new activities.
- Spend time volunteering – church, food pantry, Fine Arts Cub
- Community builds relationships.
- More clubs and activities extend your life.
- I host a dinner group with friends - we go to each other's houses and cook for each other.
- I enjoy activities close to home Pilates in north and downtown Fargo.
- Center activities for those that want to do things on their own.
- I go to Tai Chi 2 times a week - gets me up and going for the week.
- I go to Balance Class once a week- gets me up and going for the week.
- Volunteering at Great Plains Food Bank.
- One activity leads to another [from group exercise to a dinner group].
- You have to feel good to host.
- Demographics may change as people age out of their north Fargo homes and younger families become first time homeowners.
- Facility like Fargo Sports Center
- Fellowship
- Pick up go-to meals from senior center
- More facilities in North Fargo
- Quick places nearby
- Not enough rides – no way to get to a dentist appointment
- Build a new facility at Yunker Farm, but Broadway Station stays open until that point
- Connection with neighbors
- Painting
- SAIL

- | | |
|--|--|
| <ul style="list-style-type: none"> • Too much fellowship • Volunteering • Social • Job • Church - meet people and volunteer • Total Balance is a community • Broadway Station • Total Balance with Broadway Station • Found a buddy to go to Broadway Station for a meal • Meals on Wheels • Coming together with a shared interest • Some people have an attitude about Meals on Wheels food • Nutritious meals offered • Community in the neighborhood • Socializing with others • Other volunteer activities • Structure of day • Craft classes at the library • " | <ul style="list-style-type: none"> • Bingo • Mahjong • Cards (Whist) • Visiting with others • Training and classes • Church • Card playing • Family • NDSU football • Volunteer at food pantry • Movies at the Fargo Theatre downtown • North Fargo – trees, quiet • Puzzles • Do what brings you joy • I don't cross farther south than Main Avenue • Being with people our own age. • Glad that people in SAIL are welcoming. • Thanks for having the class open to beginners – "I am out of shape |
|--|--|

Q2 What gets in the way of spending time with others? What tasks or challenges in daily life make it harder to participate in community?

- Winter weather - ice and cold – winter sidewalks.
- As you age more, you need more accessibility.
- Mobility and accessibility.
- Curbs and entrances are challenging.
- Personal interests: woodworking and metal work.
- Inherent inertia.
- Price of activities [Bison Games, even handicap seats are expensive].
- Fixed income – making day by day- as expenses are going up. The 2.8% Social Security increase does not make other expenses more affordable.
- It's difficult to find a single source for available activities, and programs. I look to AARP, League of Women Voters.
- Community awareness - newsletters, radio, etc. and programs.
- I look to AARP [for available activities and programs]
- I look to League of Women Voters [for available activities and prgrams]
- Being motivated to turn to social activities.
- Public transportation.
- Pets can prevent me from getting out, but they also keep me moving as the dogs need walks.
- Pets keep me moving as the dogs need walks.
- Mental energy.
- Giving up driving and night driving [due to light].
- Transportation
- Shortage of [Metro Senior Ride] vans & drivers, 8-4 pm not enough

- Other obligations, like parents
- Conflicts in time activities are offered
- Health
- Too lazy to go
- Weather – not wanting to get out in the weather, and arthritis acting up during different weather conditions
- Mobility – stairs specifically
- Lots of choices for volunteering
- Need a way to condense all into one place to find options of volunteering and activities, classes, etc.
- Unsure where to find a list of activities
- Dangerous surroundings
- Full schedule already
- Communication of opportunities
- Lack of fellowship
- Communication
- Classes at the same time as cards
- Family in town
- My spouse at home won't go to stuff with me
- Mindset that I just needed to get here and try the class
- No idea what is offered here or at Fargo Park District. Don't use social media. Advertise more. Maybe use activity boards at senior communities.
- Charge for classes to get better instructors and offer more challenging classes as we get into shape. \$5-\$10/class

Q3. What activities, amenities, services, or programs in North Fargo could make your life richer, and fuller?

- Aging means more needs for accessibility.
- A sports center – on a smaller scale but with an indoor walking track.
- [I don't like walking at North High it's too small.]
- Indoor shelter at the dog park – for people and their pets (with coffee and treats).
- Communication of available programs and senior discounts
- The ability to get walkers, wheelchairs, and canes into Trollwood.
- Senior dining and gathering space similar to Broadway Station.
- People take care of each other at Broadway Station, like family.
- Not enough bike paths on side streets [connecting to bike path on roadways].
- [Senior center] next to CVS pharmacy.
- More bike racks.
- A dime store
- The parking lot at Broadway Station is always full. People drive there, I don't see people walking into Broadway Station.
- Trollwood has a library, long hallways
- More Balance classes offered on different days and times.
- More Tai Chi classes offered on different days and times.
- Convenience of someplace with dining and gathering to support seniors for several hours a day.
- I see people from the street being welcomed to Broadway Station by regular participants.
- I don't want to travel far, to keep it neighborly.
- Indoor activities. Smaller gyms, theater, community arts, novel writing, indoor pickleball.
- Community contingency plan for people aging at apartments

- Ministry connected by transportation.
- Activity guide for seniors
- Resource options
- Grocery options
- Movie theater
- Senior rides more
- Trees & nature
- Coffee shops
- More events for single people; not just geared towards families with kids
- Word of mouth is how I hear about activities, and sometimes after the fact
- Indoor walking track – outdoors too cold & ice concerns during the winter
- Musical events
- Music program
- Community center where lots of activities, services, and programs could be offered
- Wednesday night summer events – too much happening on Wednesday
- Classes
- Library
- Convenience store
- Store with food
- Place to have coffee
- Give resource lists to churches to help distribute information
- Bike paths
- Life is pretty full now; choosing what and where I want to be
- Pickleball
- Not a separate location for meals and activities for seniors
- Activities to keep mind active
- Expand grocery store “day” with senior rides for people who live in North Fargo
- Friendship!
- I’ve made friends in the class [SAIL]
- Coffee after class [SAIL] is appreciated as we stick around – budding community
- I also think we’d pay \$1/coffee or donation. But it is nice you offer things.
- Keep offering stuff; everyone has different interests.
- But advertise. Even advertise here at the complex [Fargo Sports Center] so we can read about is offered. Activity Board “Park’s Offerings”

Engagement Activity: Visual Boards 3 Wishes

Older adults were asked, if anything were possible, what would older adults include in a dream community for adults 55+ in North Fargo? They participated by writing up to three wishes—one per sticky note—listing big ideas for future senior services, programs, and activities, and placing them on the display board.

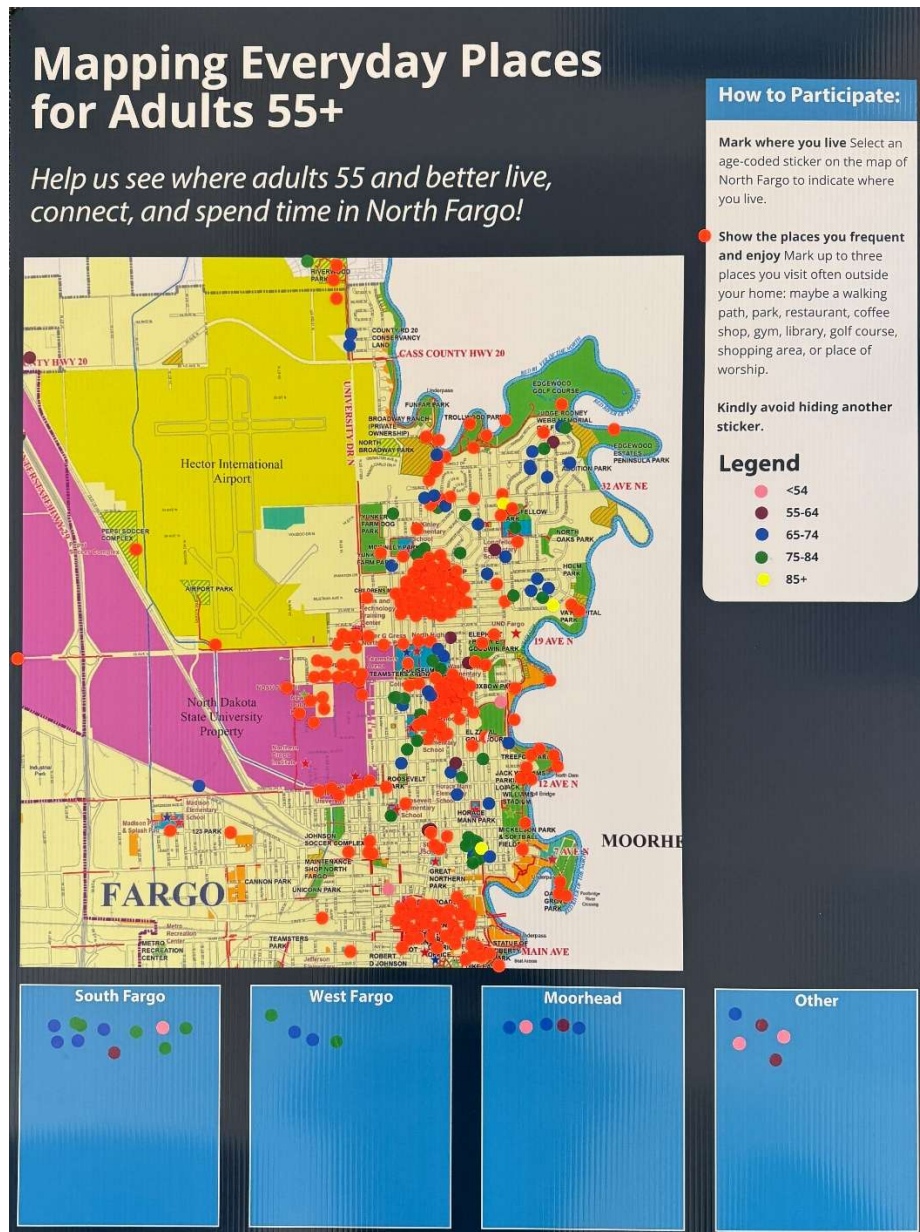
The wish list is as follows:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Indoor Walking Track • Weight training | <ul style="list-style-type: none"> • Exercise classes • Yoga |
|---|--|

- Tai Chi classes
- Exercise
- Sports Center for Seniors
- Broadway Station as a community center
- Bike paths in North Fargo
- More Dance Locations
- Indoor pool access
- Indoor walking track
- Sports Center for seniors
- Indoor Olympic pool
- Lots of social dances
- Museums
- 500 miles of safe bike trails N, S, E, W
- Belly dancing, troupe performances
- More senior/elder vans for transport.
- Walkable botanical garden and solarium
- Swing dancing
- Baseball trainers for seniors within sports center
- More senior rides, vehicles, and drivers
- Speaker series for updating Medicare
- Gathering place for seniors
- Library
- Dances
- Dinners
- Picnics
- Opportunity to understand medical insurance options
- More access to Broadway Square information
- Personal Assistant availability
- In-house learning based on survey
- Communication from Fargo Parks other than the website: newspaper, posters, list activities
- Climbing wall
- Extend bike trails
- More rides available to church
- Speakers for women's health – bone health, etc.
- Keep senior centers available (5 commented)
- More restaurants in North Fargo, not fast food
- More one-level housing for seniors (3 commented)
- Ride share
- University for seniors. Used to have at NDSU.
- Could offer classes in the evening, Saturdays
- Educational classes for Seniors
- T'ai Chi Classes (2 commented)
- Senior Gathering Space Available
- More Restaurants
- Continual bike path/walking path
- Yoga
- Indoor walking options for Winter (6 commented)
- More information on where walking tracks might be available.
- Walking path in Woodcrest area

Engagement Activity: Mapping Our Everyday Places (Asset Map Board)

Observations and comments collected during asset map engagement activity. The map activity shows where people frequently spend time in the community outside of their home.



Observations and comments:

- Acoustic sound bouncing around Yunker Farm
- Really like Total Balance next to meal site
- One stop show, older ladies – 10-15 years older than me will not drive to a 2nd location
- Accept the decision but will miss Broadway Station
- Where meals would be served at Yunker Farm?
- People like all at one location to have meals and socialize.

- Recognize the benefit of PT & meals together.
- The windows in Yunker Farm look old & need replacement.
- Two ladies that drive Meals on Wheels – space [Yunker Farm] nice than expected.
- Like Total Balance and meal site together with Silver Sneakers.
- Like the size of the ladies' bathroom stalls in the [Yunker Farm] restroom, better than Broadway Station.
- Vern Hunter, Northern Plains Botanical Garden Society, toured space and wants to use it for a Tea event this winter and some plant classes.
- Like the West Yunker Farm art room for crafts.
- Like the West Yunker Farm art room for sewing class.
- Like the West Yunker Farm art room for quilting to bring their own machine.
- She has a hearing aid, and the space [Yunker Farm] was very noisy for her.
- Asked where senior meals would be served?
- Requested space to store an ironing board (table top).
- Seniors are going to go to Moorhead.
- 44 play Pinochle, 11 play 31, etc.
- Add games, crafts, activities here [Yunker Farm]
- Safety classes
- Broadway Station meets the needs of those going to Total Balance.
- Seniors are not going to go get a meal and then come to Yunker Farm for activities.
- If Valley Senior Services has such a financial reserve, why not use it on Broadway Station?
- You spent more on dogs at the dog park than on seniors.
- Trollwood resident meal site attendees love the Yunker Farm space
- Want more than just Pinochle.
- Things like arts and technology.
- Loves the Yunker Farm space.
- Wants more than just pinochle, arts and technology.
- Likes Broadway Station where it is.
- Does PT at Total Balance.
- Wants to see Tai Chi.
- Why does the Fargo Park District need 2+ mill for Sports Center and can't spend \$100,000 on Seniors?
- She is very concerned that the family feeling at Broadway Station will be lost.
- One person focused on gathering signatures for a petition for Fargo to go to a ward system for city commissioners.
- The Broadway Station has nice separation of spaces so 50+ people can come and do different activities at the same time and not bother (mahjong, pinochle, puzzles).
- This group [at Roundtable Talks] spent most of their leisure time in North Fargo.
- Inquired about who was running the meeting [Roundtable Talks], mentioning several Park Board members. When I told him it was Anita and Rachel, his comment was, "They have money for administration but not for the North Fargo seniors."
- Couldn't think of any new services needed.
- Goes to El Zagal
- couldn't think of any other services needed
- indoor walking track
- Sons of Norway is her life
- swing dancing
- Fargodome
- does a lot within walking distance of her home around Dike
- Fargodome
- Wants baseball trainers for seniors at sports center. Big baseball fan.
- Indoor pool large enough to swim
- Talked about needing more laborers but not in the volunteer services mode
- spends time at Broadway station
- needing more vans for senior transport—she had to call her daughter for pickup tonight from Sons of Norway. Mentioned when she calls for transport, often they are booked and then she has to make other arrangements.
- spends time at Hornbacher's
- Woman was excited to participate.
- Although not a North Fargo resident there is a move in their future and available services may be important

- lives beyond city limits in North Fargo, but they do activities in North Fargo.
- loves to dance.
- Spend time in places that offer dancing.
- like to bike and walk on paths.
- Go to YMCA for the pool.
- Goes to El Zagal for activities.
- Goes to NDSU for activities.
- likes to walk
- Golf at El Zagal
- attends theatre productions
- likes music and dancing
- Willing to do activities
- Drive on their own
- depend on family or public/senior transportation
- no mode of transportation
- Heritage House apartment members have the amenities they need
- only drives in North Fargo (Bell Bank, Hornbacher's, CVS) during off-peak traffic times.
- Several spend time in downtown Fargo.
- Theatre events at high school and other schools
- Sporting events at high school and other schools.
- attend grandchildren's events
- RedHawks games,
- Restaurants
- Northport library
- Plains Art Museum
- Fargo Theatre
- Broadway Square
- Fargodome
- NDSU softball
- NDSU Challey Hall (former Reineke Fine Arts Center) to watch dance recitals
- going to Brewhalla with younger family members.
- downtown library
- First Lutheran Church,
- Northport Hornbacher's shopping.
- Airport occasionally
- Recycling center at Mikkelson
- St. Mary's church
- Restaurants

- Parks in North Fargo
- Buffalo Wild Wings on 19th Ave N
- Applebee's
- Keep senior center available
- more transportation for seniors to church
- go to the Fargodome
- Hornbacher's.
- Would like to bring back "university for seniors" from the 1980s.
- Classes could be in the evenings or on Saturdays.
- Classes could be on Saturdays.
- frequents most of the parks in North Fargo.
- Goes to "Everyday Places" include Total Balance
- Goes for walks in Trollwood Park area
- Goes for walks in Botanic Garden by Yunker Farm
- Goes to Broadway Station.
- Would like to keep senior center available.
- "Everyday Places" include Fargodome
- Hornbacher's
- There's a need for more single-level townhomes.
- Goes to Hornbacher's
- Goes Northport library
- Goes nail salon in north Fargo
- Goes Newman Field
- Goes Bison Block restaurants
- Goes north Fargo Sanford clinic
- Northport library
- Broadway Station
- Family Fare.
- various physical activities in several areas
- does a lot of biking.
- Does many bike trials in North Fargo
- spends time at Broadway Station,
- Northport
- parents looking for single-level available housing
- spends time at the strip mall on 19th Ave.
- spend time at restaurants downtown
- walking path users.
- does gardening for work. Doesn't spend much time doing other activities.
- walks in Longfellow area

- shops Northport Hornbacher's
- Feels like there are enough opportunities for her.
- Spends time at Northport Hornbacher's
- Spends time at downtown
- Walks in the Jack Williams stadium area.
- Walks in N Fargo but does not use walking paths.
- Spends time at Broadway Station (part-time employee),
- Spends time at North High
- Spend time at Church
- Spends time at Hornbacher's
- Spend time at NDSU
- Spend time at First Lutheran Church
- Spend time at River Park,
- Spend time at Pepsi soccer complex
- Spend time at NDSU
- Likes to walk along the river
- walks in her neighborhood
- helps with meals at Trollwood Village
- Spends time at First Lutheran Church

- Likes parks and quiet spaces
- Spends time at Hornbacher's
- Trollwood walking path
- Spends time at FM Kennel Club
- Spends time at Hornbacher's
- Spends time at church
- uses walking paths as well as walking in their neighborhood
- Spends time at NDSU library
- uses walking paths along the river.
- Lives in S Fargo, but still uses North Fargo services
- Spends time at Broadway Station
- Hornbacher's
- Spends time at NDSU athletics
- Spends time at downtown
- Spends time at river walk
- Spends time at NDSU libraries
- Asked about Fargodome availability for walking?
- one person had tried to attend other senior center options and felt that the people had been unfriendly to newcomers.

Engagement Activity: Recreation Direct Staff Focus Group

Q1 What's going well with VSS and Recreation (VSS/FPD)?

- Damion is going well! Encouraging and distant enough to lead and include health tips. Enjoy LeeAnn too. Shine!
- SF Sports Center.
- We have guidelines for how to conduct the classes. Listen to the people in the class.
- [older Adults] like a good workout and they want to be there.
- There's free coffee for fellowship after a class.
- The community and the program is strong.
- We need some hand weights, resistance bands.
- The program is detailed -songs bpm- and structured to consider the safety of our people.
- Every class reinforces the capability of the attendees, encourages people to look out for others.
- 75-80 people participate in the class.
- Cognitive, strength cardio, balance, 15-20 exercises for every class. Include chair if needed.
- Senior dance class.
- Yoga, chair optional.
- Pilates classes modified.
- Line dancing.
- Chair yoga in December.
- Free Silver Sneakers
- Free Silver & Fit
- Free Active & Fit.
- The social atmosphere is great part.

- Some Volunteer for meal services.
- Benefits of being at Courts.
- Social aspects VSS main reason is for participation.
- Nice gathering place for them.
- They keep track of each other.
- They do activities together outside of exercise classes.

Q2 What are the VSS/FPD services people are surprised to learn are available?

- Free part, they are amazed that the programs are free, and that we are volunteers.
- People are amazed that we are volunteers.
- Ride Services – how many places we go.
- Having a monthly listing of what’s going on and programs that are going on.
- They need more drivers. My understanding is that it’s difficult to schedule the drivers and get advanced notice.
- North-side is welcome to join south-side activities. Janet’s friend wanted something on the north side.

Q3 What motivates them (clients) to connect to the services?

- Other people, others involved in, price. Daughters and sons join and include their parents in the REC programs. Janet learned about SAIL through the newsletter and stepped up to volunteer.
- Social Aspect – once you get your group and get into a routine – the better.
- Convenience
- Tried to do Bone Builders at Ed Clapp but the room is too small. Location is good, but not the size of the room.
- Attendance is based on the weather.
- It would be good to see all the programs (currently 3 websites) to see what’s available every day.
- Jamie talked to Kassie and Cassie about listing the Courts Plus programs in one place.

Q4 Who are the North Fargo champions or natural leaders/influencers in the older adult community?

- Roger Gress, used to be the executive director for Fargo Parks
- Irv Inniger
- Charlotte Feldman – Lives in NF and worked for the VA, She and her husband take advantage of all the services. Connected to toastmasters. She needs to exercise. As everyone does.

Q5 What barriers do participants have to utilizing services, or what services are not provided that would enable people to live independently?

- Limits to transit.
- Walk in the Park in West Fargo at Rustad. Edgewood Sr living people were bussed there – they looked so happy!
- Bring people to a class.
- Safety – winter walking from the parking lot. Four-wheeler pick-up. Concerned about falling on the ice. Benefit of Courts Plus is they can be dropped off.
- How they get signed up for meals – registration process. Not everyone is online.

- Seems to be so many steps in registration process.
- Fargo Park website is not easily navigated
- VSS list for Meals on Wheels
- Sponsor – the first few times so they feel welcome, fill an application. To break the ice.
- Big Brother Big Sisters- like buddy system: Volunteers willing to be a companion to bring senior friend to class.
- People get their meals but may not know what other programs are available.
- How we enable them to live independently. How can we make them do that? Give a ride?
- Educational pieces.
- People that genuinely want to see people thrive and live independently.
- Sr Living programs that include food, cocktails, programs.

Q6 What improvements would make the biggest difference? OR If time or money was not an issue and we could build "it" from scratch, what amenities, programs, activities, or options are needed based on what your hear from older adults?

- Program area with meals, library, store, chapel, gym, transportation.
- Facilities – churches, get the word out about the Parks' program.
- When Jamie was at Golds gym, they had a program called "Golds on the Go" a bag that had everything needed to host a class at nursing homes, churches. Chair yoga class at Hardees! Parks staff offer programs at churches and other gathering places.
- Churches attendance helps people age longer – 8 years longer.
- Community Center in North Fargo – like Horace's – one big room, walking track, open space for card games, meals, exercise classes.
- Shakopee Community Center – walking track. Made Fun. Music.
- Movies, AARP, Free and Social.
- Bring-a-friend Fridays with Incentives. Get a reason to bring people.
- They want to know they've recruited peoples – take pride in their participation.
- Host Themes - silly things
- Line dance at Damion's wedding!!!!
- Seniors included in social media reels – themes it's so fun

Engagement Activity: Transit Direct Staff Focus Group

Q1 Based on your observations interacting with seniors in North Fargo, what's going well with VSS and FPD senior recreation?

- I do have a few clients who are thinking about joining Active Agers at the sports center
- I think many seniors enjoy the parks and walking trails.
- I have heard that it might be nice for the parks to focus on some exercise equipment for seniors at the park.
- Availability of
- I have heard seniors state positive experiences driving with VSS.
- We are often their ride of choice.
- Positive interactions with ALL VSS staff.

- Scheduling rides and transporting seniors to appointments
- Meals on Wheels,
- VSS transportation,
- meals sites.
- Seniors enjoy bingo,
- Seniors enjoy different card games,
- Seniors enjoy Dominos.

Q2 Based on your observations interacting with seniors in North Fargo, what are the VSS/FPD services people are surprised to learn are available?

- I have talked with quite a few people who were not familiar with Active Agers group.
- The sports center is a great location. But many feel it is too far for them.
- I think having an Active Agers group on the Northside would be good. I think the challenge might be where. The dome might be an option.
- The low price for rides
- Rides anywhere in town
- That we can take them anywhere they want to go.
- The activities that happen at the senior centers.
- Not aware Not aware of any comments.

Q3 Based on your observations interacting with seniors in North Fargo, what motivates clients to connect to the services?

- I think seniors line to attend activities that are close to them distance wise.
- I also think it is good to get the word out about activities that are available
- Meals, medical appointments
- Weather has a lot to do with the seniors calling in, once the weather changes there are more seniors riding with us. Most are for appointments; some are for other type of services i.e.hair/bank etc.
- Price is reasonable
- Wanting to live in their own homes.
- Wanting to meet others people and be involved in their communities.
- Convenience
- need

Q4 Who are the North Fargo champions or natural leaders/influencers in the older adult community? Please list complete names?

- I may be biased, but Patty Dahley, Paul Grindeland, Kassie Emanuel, Cindy Girdner.
- NA
- I have no Idea unfortunately
- Not sure

Q5 Based on your observations interacting with seniors in North Fargo, what barriers do participants have to utilizing services, or what services are not provided that would enable people to live independently?

- I think one of the biggest barriers can be transportation.
- Also as people get older they seem to become less social and more difficult to make new friends.

- I think some seniors may not join activities as they are alone and no one to do activities with. This leads to social isolation.
- I think just having entertainment or social activities where people can make new friendships is important
- Wheelchair rides-time restraints.
- Not enough vans for the day they are looking to get a ride.
- If they have more needs than we are able to provide-wheelchairs or assistance getting into the van.
- Transportation.
- I think the said services exist but they are primarily located in south Fargo.
- It may be rude, but from what I have witnessed, seniors in North Fargo are very resistant to change, unwilling to try new activities, or even helping in the process.
- Distance, their own limitations.
- Not handicapped accessible

Engagement Activity: Resources Direct Staff Focus Group

Q1 What's going well with VSS and Recreation (VSS/FPD)?

- Meal program runs well
- Bone Builders runs well
- Bingo runs well
- Senior programming activities runs well
- We don't have a waiting list for meal program (unlike in other areas).
- In home to get resources and connecting services so [seniors] can live in their home, not suffering.
- Get them up and doing better, then they can go to a senior center to socialize.
- It's hard to thrive when basic needs aren't met.
- Make sure they are getting the health they need.
- See them annually.
- Hearing how beneficial our services are – they are thankful to stay independent with us.
- Secret Santa program provides special gifts to 300 people who are socially isolated, have limited resources – it's inspiring to watch and unfold. The community supports it so strongly, it grows every year. Humbling, people are asking for basic needs: pet food, intimates (like Depends), food.
- We assist folks with comparing their Part D Medicare as a free service to keep dollars in their pocket.

Q2 What are the VSS/FPD services people are surprised to learn are available?

- Medicare Part D assessment.
- Known for Meals on Wheels. They don't know we provide connections to services.
- That VSS is an umbrella service under the Fargo Park District.
- Senior programming scholarships and assistance programs, e.g. Senior Sneakers, how ties-in to health insurance.
- Pools – people don't realize there are adult nights, there's a walking track in the lazy river!
- They can use their SNAP benefits for Meals on Wheels
- MOW (Meals on Wheels) works by participants paying a donation. It's good when you can donate something, but there's availability for meals.

Q3 What motivates them (clients) to connect to the services?

- Crisis connections with another agency: hospital, TCU, Adult protective services, robbery, fire, homelessness.
- During routine wellness and nutrition check at their doctor. Having food in the house.
- Word of Mouth – neighbors may share there's bingo here.
- Some just move here and try to get to know people.
- A pushy adult child brings them in.
- Churches.
- Lost their spouse.
- Lonely.
- Respite care for 24/7 caregivers.
- Obstacles at other facility.
- Social Security letters – barriers to get support are.
- Previous Volunteers or a volunteer's parents.
- Volunteers are retired businesses, some younger families, involved in the community, 50 busy seniors.
- People are committed to Meals on Wheels.
- On their way to Pickle ball.
- Relationships with our clients, see them every week they know when things are off.
- They were so concerned by their volunteers – well connected with clients. Clients look to VSS volunteers as the point of contact and image of VSS. They forget the staff.
- Strengths: VSS has integrity and trust with the volunteers. Most people rally around their rapport with the agency that we bring to the Park District.
- Strengths: We background check our volunteers.

Q4 Who are the North Fargo champions or natural leaders/influencers in the older adult community?

- Patty – (internal) has worked with VSS for 20 yrs. She has deep relationships with her client-base, plus she lives on the Northside.
- Marril Piepkorn – has an established northside presence
- Brian Arret – presence in NF but is a Moorhead resident
- Paul G. (internal) Knows the population and lives northside.

Q5 What barriers do participants have to utilizing services, or what services are not provided that would enable people to live independently?

- Knowing what services are available
- Costs, even a \$5 activity fee, costs for transport \$2 is still difficult/ \$6 anywhere else.
- Transportation and mobility.
- No elevator.
- Weather.
- Oxygen.
- Accessibility in buildings.

- Knowing a resident doesn't go to the shops at the beginning of the month because she can't get a scooter.
- Doors to get into places, they have walkers.
- They [seniors] have to think about everything about going out – not just the activity of leaving the house.
- Fear of unknown.
- Not knowing what to expect.
- Not knowing anyone there.
- Not wanting the label of senior. They are going to meet with people not anything like themselves. Not as senior. They make comments, I guess I'm a senior.
- Time of day they like to be out and about and energy levels.
- Services not currently provided
- Isolation. Remedy for isolation, and despair at being alone.
- How to find isolated people: medical appointments, emergency, or fire department. And they do their assessments for VSS services.
- Affordable safe and dignified housing. It's hard to thrive when you don't know if you can pay rent, or someone is doing fentanyl just outside.
- Environmental safety. Clients have lived so long in a place, on a fixed income, the needs of their environment have changed. So many can't afford to move. No family to help them.
- Environmental safety. They may be able to order groceries– but don't use internet – or they are able to use the internet, but are unable to bring heavy items into home.
- Reliability and affordability of in-home care. Snow removal, Landscape assistance. There's the Day of Caring, but so many needs outside of that day.
- Blue Zones factors: diet, natural exercise i.e. walking to locations, appropriate exercise opportunities, part of daily routine.
- Natural social connections. We are all lacking that.
- Lack of intergenerational support.
- Having more internet services.
- Special diets needed e.g. GF, allergies, specialty diets.

Q6 What improvements would make the biggest difference? OR If time or money was not an issue and we could build "it" from scratch, what amenities, programs, activities, or options are needed based on what you hear from older adults?

- Affordable safe housing.
- More available transportation.
- Routine rides take up availability.
- Outreach people senior companions, buddies [to let a newcomer know the] the rules and how to navigate those programs and introduce them to people.
- Senior food pantry with toilet paper, crisis items. Canned goods. Swap.
- Structured women's group and men's groups.
- Senior Book Club (library does it).

- More outreach to look for knowledgeable people to do/share/teach programs or activities e.g. crafts. Seniors that are expertise share their fields of knowledge.
- We have a place for you to do programing or activities, we need a spokesperson to lead. Like quilting groups that help each other.
- Connection with animals and nature.
- Access a therapy animal.
- Experiences in nature.

Engagement Activity: Onsite Senior Center Direct Staff Focus Group

Q1 What's going well with VSS and Recreation (VSS/FPD)?

- The people – staff and friends – are on high alert, stress level 11 [due to pending BS closure and not knowing what's next]. Anticipating disruption to the weekday programs in place.
- Balance builders
- TiChiquan,
- Total Balance
- hosted themed Talk for staying active and safe,
- there's chess club, bridge, Bingo.
- A Thursday group of church volunteers who have coffee after Bunco.
- Writing Class.
- Crafters.
- Attorney General provided a session on Identity Theft.
- Baker's succulent classes.
- Free and low-cost.
- If you can get people in the door in the morning and stay for lunch. Or stay after meal.
- People are worried about going to one place for a meal and another for activities. They want a place to get together, have coffee, lunch, talk about something.
- [the BS senior center] is the highlight for a lot of people. They encourage their friends to come in. They take major ownership over the site and building.

Q2 What are the VSS/FPD services people are surprised to learn are available?

- There are a lot of weekly events – library.
- People don't know that this umbrella of the FPD is way underknown.
- People don't know what the YMCA has.
- They don't know you can get rides from VSS, the bus.
- FPD magazine program into the program. Classes. Free Craft. Music and Dance.
- I could get more in this building, but I don't know what else is going on outside of my program. I don't know what Ed Clapp is doing.
- Communication could be way better.

Q3 What motivates them (clients) to connect to the services?

- Loneliness, a reason to get dressed, get movement.
- Total Balance is a great program, and draw.
- People who need the meal.
- Thurs and Friday [Meals on Wheels] take out is well used.
- Many people who should get meals don't know about the service.

Q4 Who are the North Fargo champions or natural leaders/influencers in the older adult community?

- People who are here who will tell me there's tables that need to move.
- People who are here are keyed into the building and programs.
- Em, and Kassie for a question.
- There were 2 of us here. Now its just me. We are short staffed.
- Directors for pinochle and Bridge.
- Manager at Total Balance.
- People that lead weekly or daily groups.

Q5 What barriers do participants have to utilizing services, or what services are not provided that would enable people to live independently?

Transportation.

- Lack of communication. Especially this building. [The seniors] are not being kept up to date.
- Please tell everyone when decisions are made.
- People don't know what location [newsletter, website, social media] to go to learn about happenings. Social media isn't the answer to learn about happenings
- Maybe on TV or Hornbacher's.
- Access to transport,
- Access to, technology,
- Access to meals.

Q6 What improvements would make the biggest difference? OR If time or money was not an issue and we could build "it" from scratch, what amenities, programs, activities, or options are needed based on what your hear from older adults?

- Communication. They want to know just as soon as something is decided.
- Some of the meals – some of the meals don't travel well or people don't like.
- [Seniors] are here every day. They will tell you what they want. The people that make decisions, [need to] listen [to the seniors].
- It's important to do soft movement activities. A room where people can walk and use equipment would be utilized like crazy.
- Cooking equipment. The ability to cook something.
- More games, people come in to teach classes or craft or cooking demos.

- Crafts to make something specific.
- A budget for people come in to teach classes and those kinds of activities.
- Use a few more computers.
- There are 60 people in for pinochle, 40 for meals.
- People at Broadway Station are passionate about this space. They care about each other and take care of each other.
- I see people walking here, the bus stop is here. Hornbacher's is up the street.
- Alternate times for ability of programing – transportation