Dane County POSP Survey

- Goal of Survey
- Distribution & Outreach
- Equity and Inclusion
- Survey Participant Demographics
- Survey Results
- Big Takeaways

Dane County POSP Survey

Goal of Survey

To Better Understand….

- **User satisfaction**

- **Level and types of recreation use**

- **Barriers to use**

- **How we can improve!**

AND

Serve as Additional Tool for Public Input Outreach

Dane County POSP Survey

Distribution & Outreach Efforts

- Publicized at POSP kick-off meetings and in press releases

- Channel 3 TV interview

- Email blast to all contacts in our email marketing software, Constant Contact, including:

  - Permit holders from 2014 to 2017
  - Parks friends groups and volunteers
  - Endowment fund sponsors and donors
  - Non-profit and partner organizations
  - Dane County Board of Supervisors
  - Dane County Municipal Clerks

- Posted on Dane County Parks website and facebook page

- Publicized by Friends and partner groups via their newsletters, email distributions and events.

- Flyers posted at parks and other various locations

- WORT radio interview

Diversity & Inclusion

Partnered with Public Health Madison & Dane County Department to develop a Spanish version of the survey (received 17 responses).

Both versions were distributed to and/or promoted by following:

- Dane County Office for Equity and Inclusion
- Community Centers in Dane County
- UW-Extension
- Catholic Multicultural Center
- Bayview Apartments
- Central Hispano
- Latino Earth Partnership
- Outdoor Latino
- Outdoor Afro
- Community Groundworks
- Simpson Street Press*
- La Comunidad*

*The Dane County Office for Equity and Inclusion provided funding for three interns from Simpson Street Press to work at the Land and Water Resources Department. The interns wrote an article on the POSP Survey and had it published in the Simpson Street Free Press and La Comunidad News.
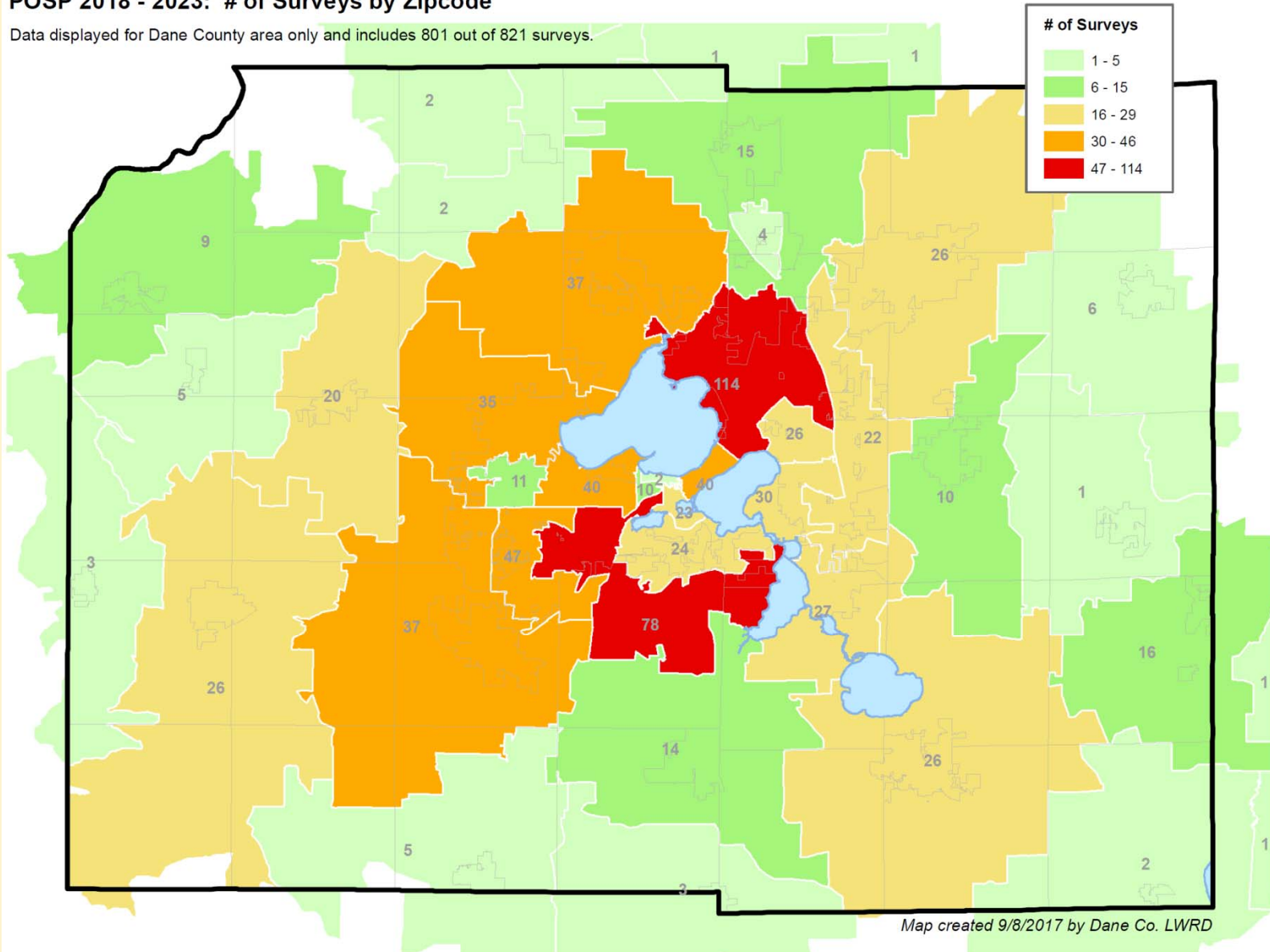
Dane County POSP Survey

We Heard From 1,178 People!

Only 28 had never been to a Dane County Park property

Survey Geographic Response Rates

POSP 2018 - 2023: # of Surveys by Zipcode

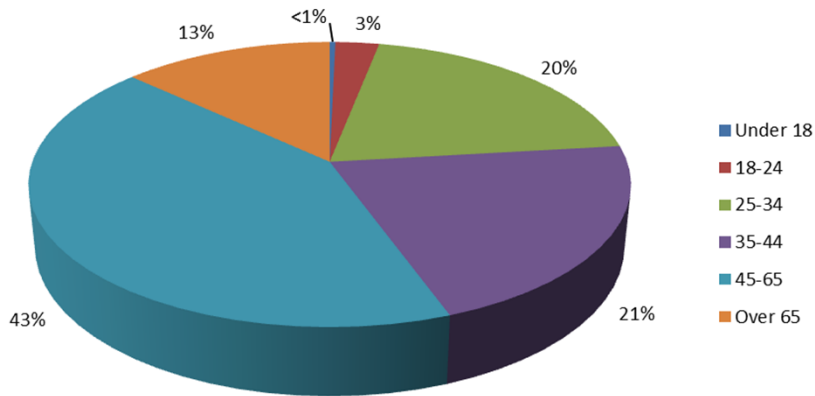Data displayed for Dane County area only and includes 801 out of 821 surveys.

# of Surveys

- 1 - 5
- 6 - 15
- 16 - 29
- 30 - 46
- 47 - 114

* 20 Non-residents took survey

Map created 9/8/2017 by Dane Co. LWRD

(Dane County Parks logo: "Dane County Parks — Always in Season")

Dane County Parks
Always in Season

Survey Participant Demographics

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-65
- Over 65

<1%   3%   13%   20%   21%   43%

*842 Total Responses

What best describes the make-up of your household?

Categories
- Adults only aged 18-64
- Adults aged 18 - 64 with children aged 5 and under
- Adults aged 18 - 64 with children aged 6-12
- Adults aged 18 - 64 with children aged 13-17
- Adults aged 18 - 64 with children of all age groups
- Adults aged 65 and older without children
- Adults aged 65 and older with children
- Other

3%   3%   12%   8%   8%   8%   9%   49%

*839 Total Responses

What is your race?

Categories
- American Indian or Alaska Native
- Asian
- Black or African American
- White
- Two or more
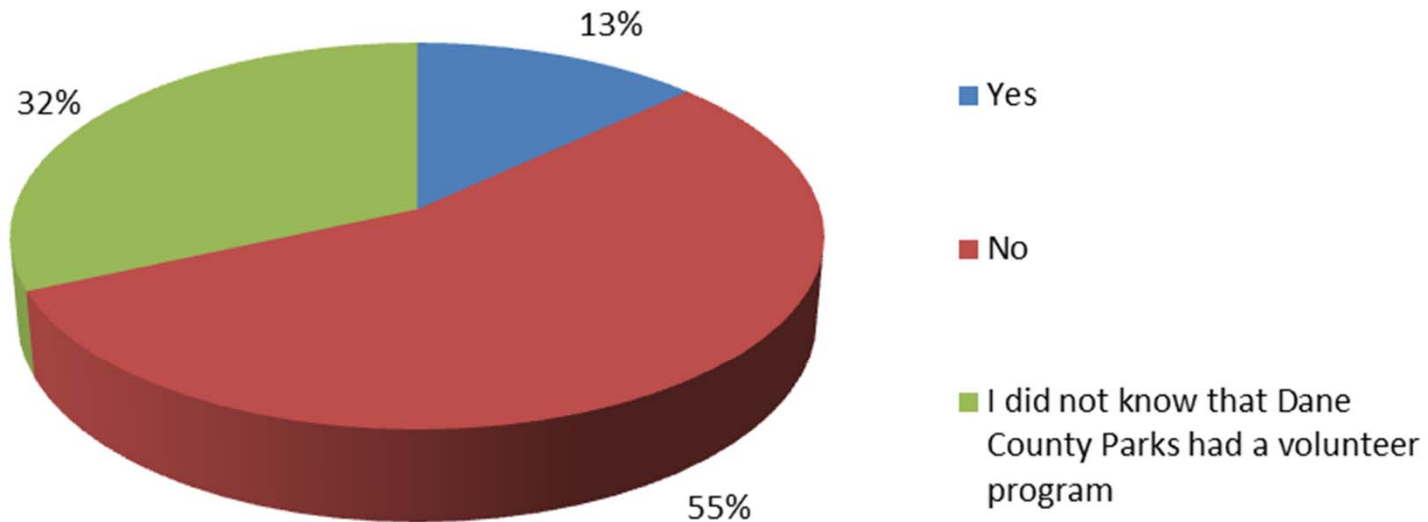- Other

<1%   1%   <1%   1%   3%   95%

*753 Total Responses

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Volunteer Program Participation and Awareness

Do you actively participate in the Dane County Parks volunteer program as a volunteer or Friends group member?
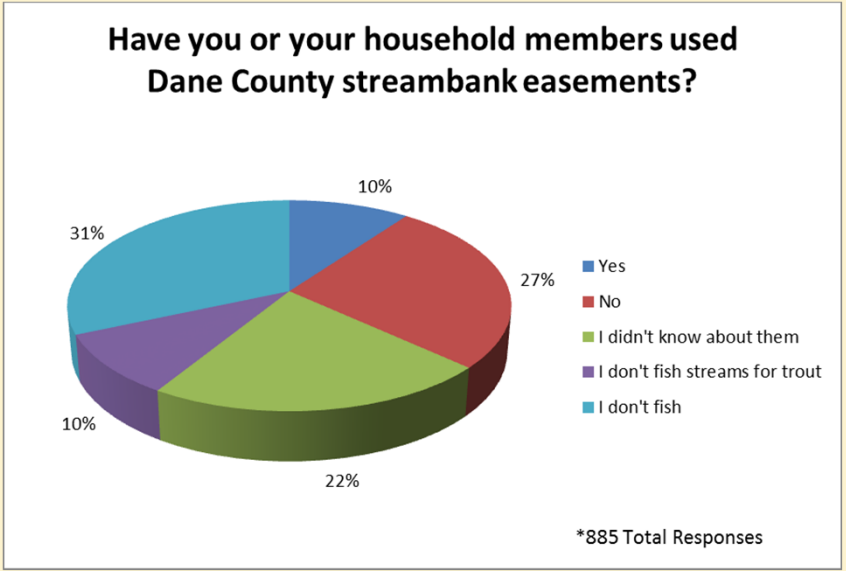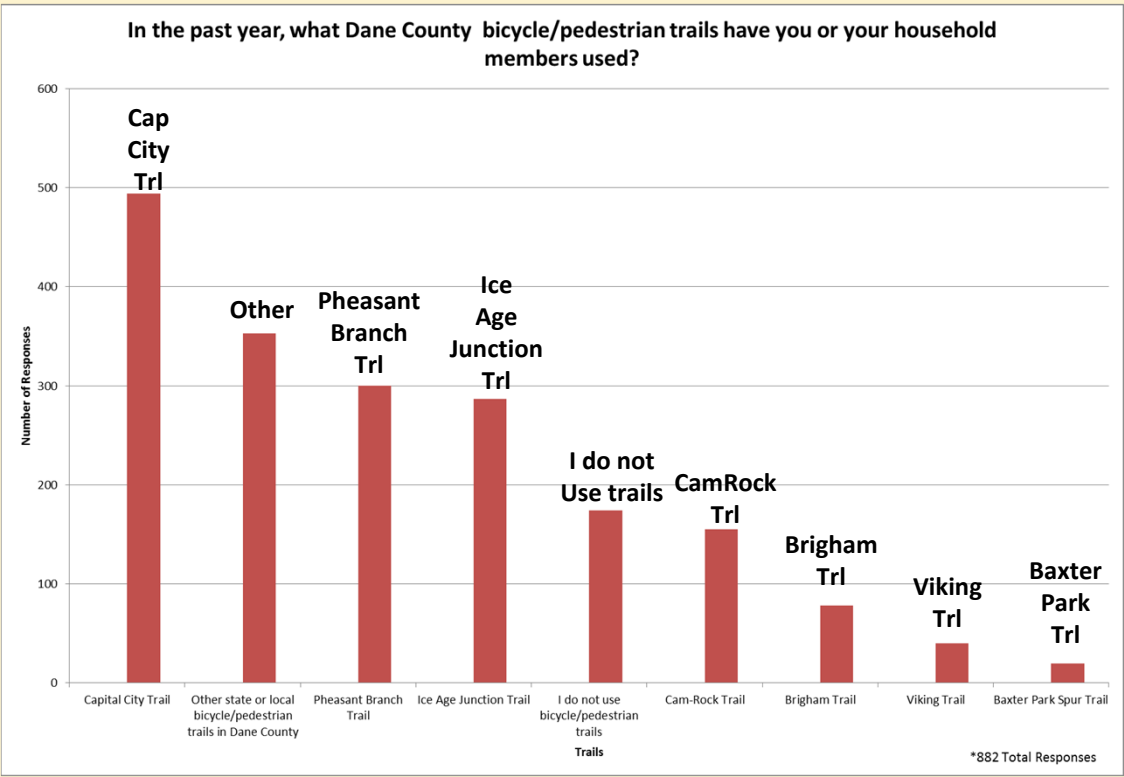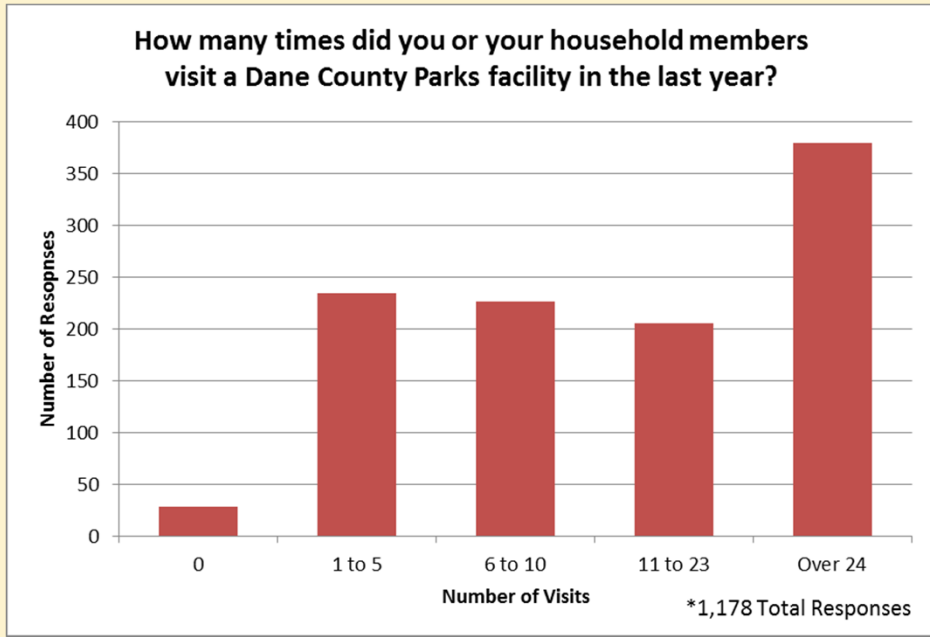
13%

32%

55%

- Yes
- No
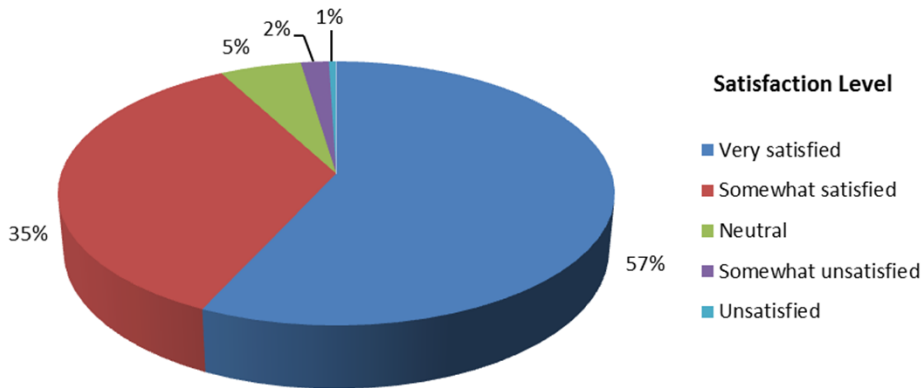- I did not know that Dane County Parks had a volunteer program

*846 Total Responses

Dane County POSP Survey

Park Satisfaction and Value

Overall how satisfied have you been with Dane County Parks system facilities?

5% 2% 1%

Satisfaction Level

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat unsatisfied
- Unsatisfied

35%

57%

*1,107 Total Responses

Dane County Parks are of great value to me and/or my community.
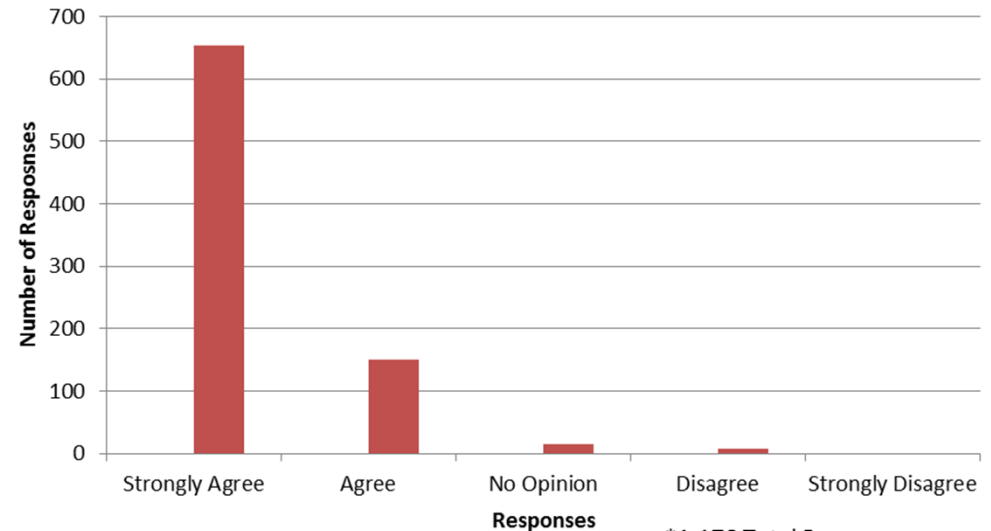
*1,178 Total Responses

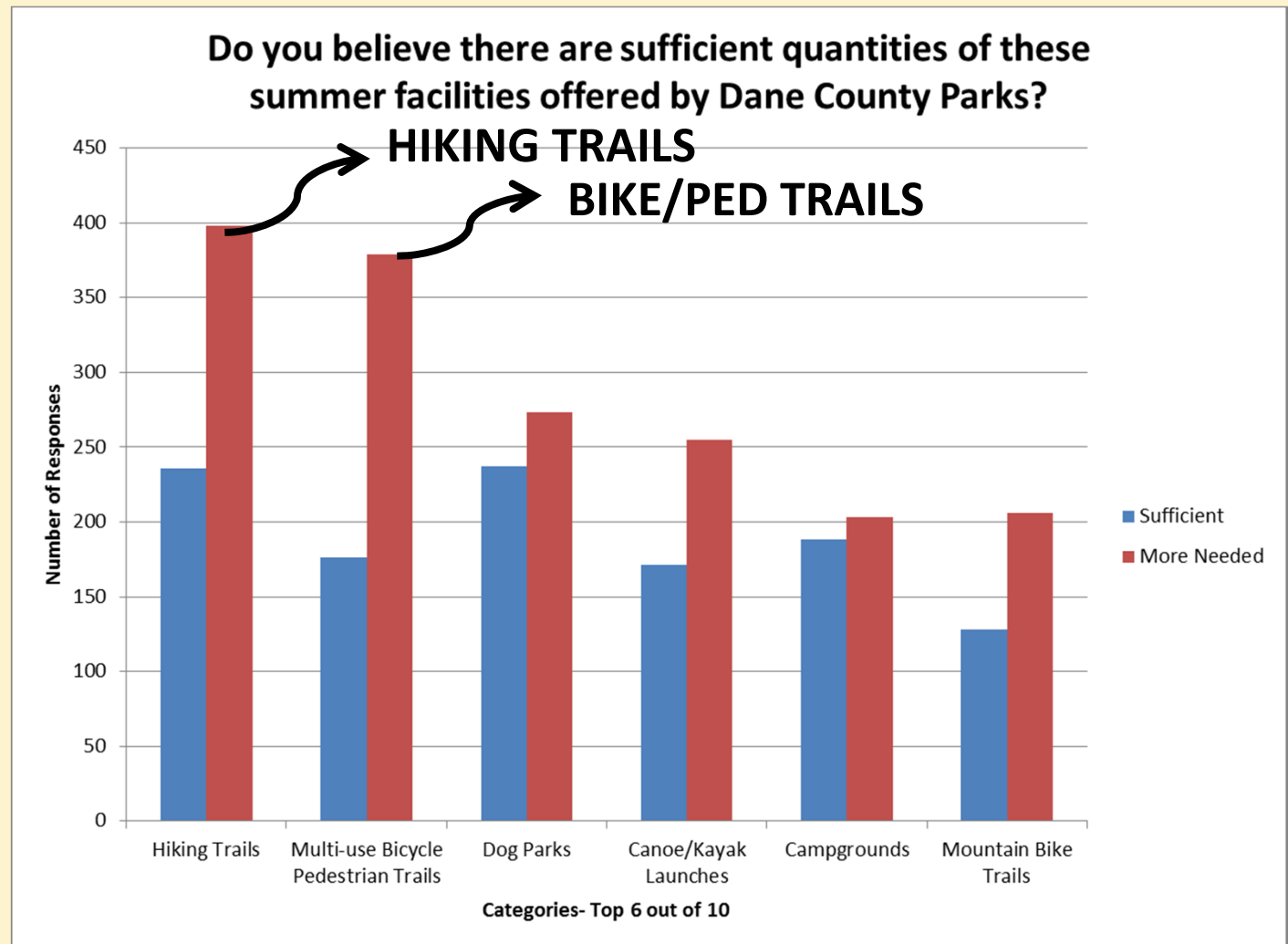# Dane County POSP Survey

Summer Recreation
What do people want to see more of?

We also heard…
- **More disc golf courses**
- **More hiking trails that allow dogs off-leash (similar to Prairie Moraine)**
- **More walk-in/rustic camping**
- **More restrooms and shelters**
- **More bike trails connecting our parks**

Do you believe there are sufficient quantities of these summer facilities offered by Dane County Parks?

HIKING TRAILS

BIKE/PED TRAILS

Number of Responses

450
400
350
300
250
200
150
100
50
0

Hiking Trails | Multi-use Bicycle Pedestrian Trails | Dog Parks | Canoe/Kayak Launches | Campgrounds | Mountain Bike Trails
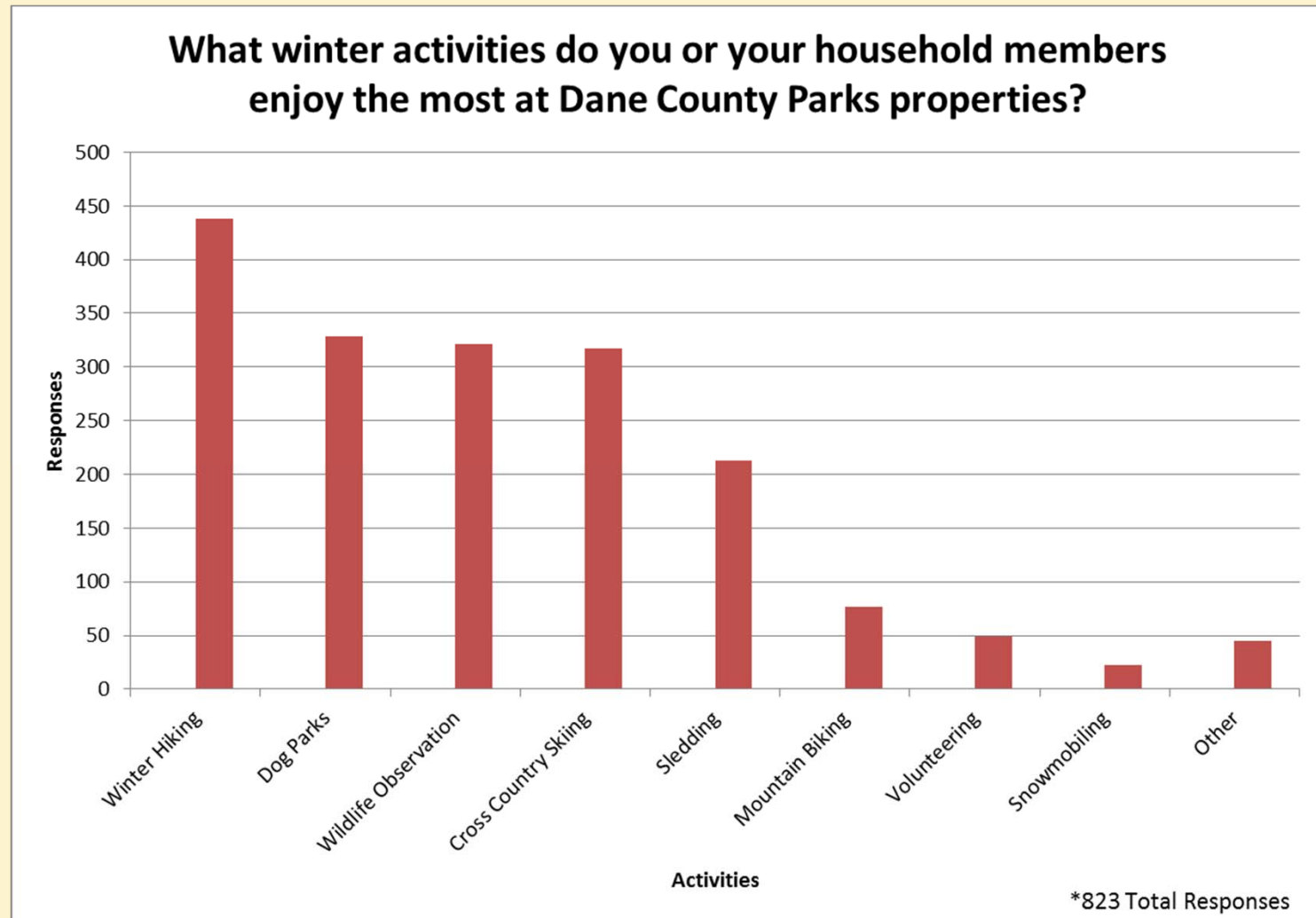
Categories- Top 6 out of 10

■ Sufficient
■ More Needed

Dane County POSP Survey

Winter Recreation Participation Levels

We also heard...
- **Winter disc golf and trail running**

What winter activities do you or your household members enjoy the most at Dane County Parks properties?
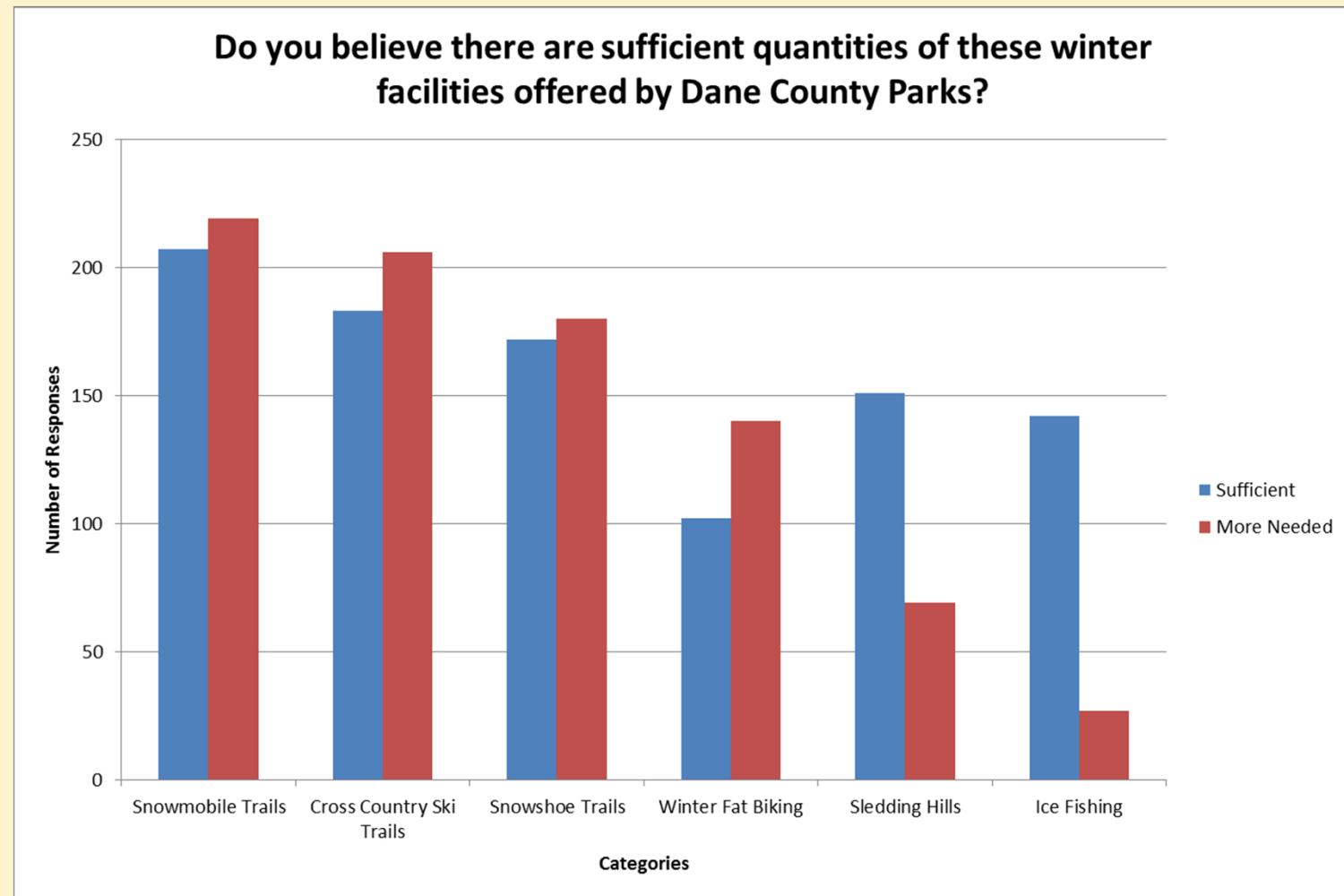

*823 Total Responses

Dane County POSP Survey

Winter Recreation
What do people want to see more of?

We also heard...
- **More winter disc golf courses**
- **More dog parks open in winter**
- **More winter hiking trails**

Do you believe there are sufficient quantities of these winter facilities offered by Dane County Parks?

Number of Responses

Categories

■ Sufficient
■ More Needed

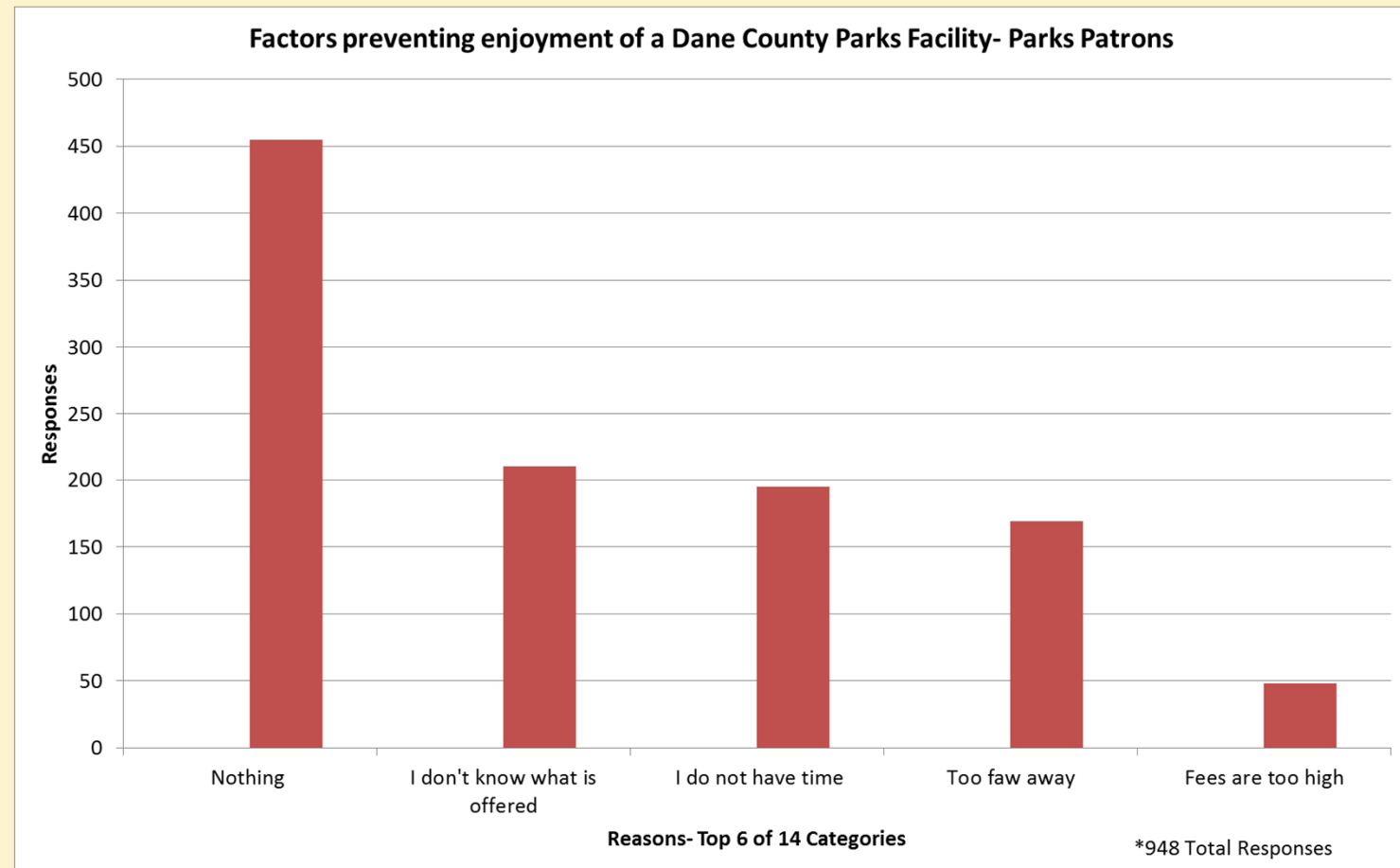Snowmobile Trails · Cross Country Ski Trails · Snowshoe Trails · Winter Fat Biking · Sledding Hills · Ice Fishing

Barriers to Using Parks

We also heard...

- **Disc golf fee too high and courses are too crowded**

- **Not having enough places where there are hiking trails that allow dogs off-leash**

- **Can't bike to parks or take public transportation**

- **Lack of facilities , restrooms, shelters**

- **Don't want to go places where hunting is allowed**

Factors preventing enjoyment of a Dane County Parks Facility- Parks Patrons

Responses (y-axis): 0, 50, 100, 150, 200, 250, 300, 350, 400, 450, 500

Categories (x-axis):
- Nothing: ~455
- I don't know what is offered: ~210
- I do not have time: ~195
- Too faw away: ~168
- Fees are too high: ~48

Reasons- Top 6 of 14 Categories

*948 Total Responses

Age Groups Adequately Served?

We heard…

- **More facilities for elderly (i.e. benches, restrooms, smooth trails/no trip hazards, maps w/trail mileage)**

- **More facilities for people in wheelchairs**

- **Need to provide activities and opportunities that will attract youth and connect them to nature.**
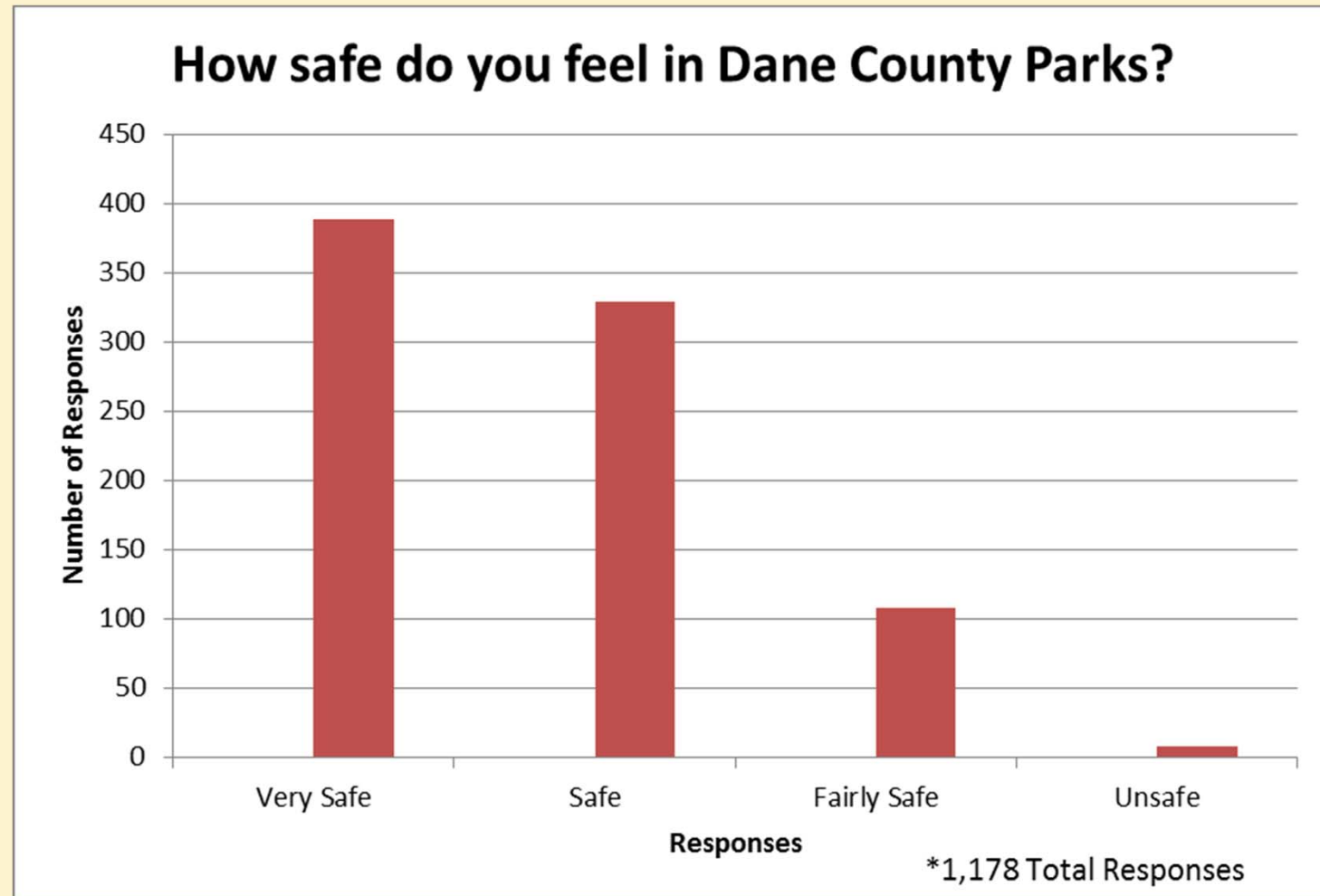
Dane County POSP Survey

Why People Use Our Parks

What is your primary purpose for visiting Dane County Parks properties?

*1,178 Total Responses
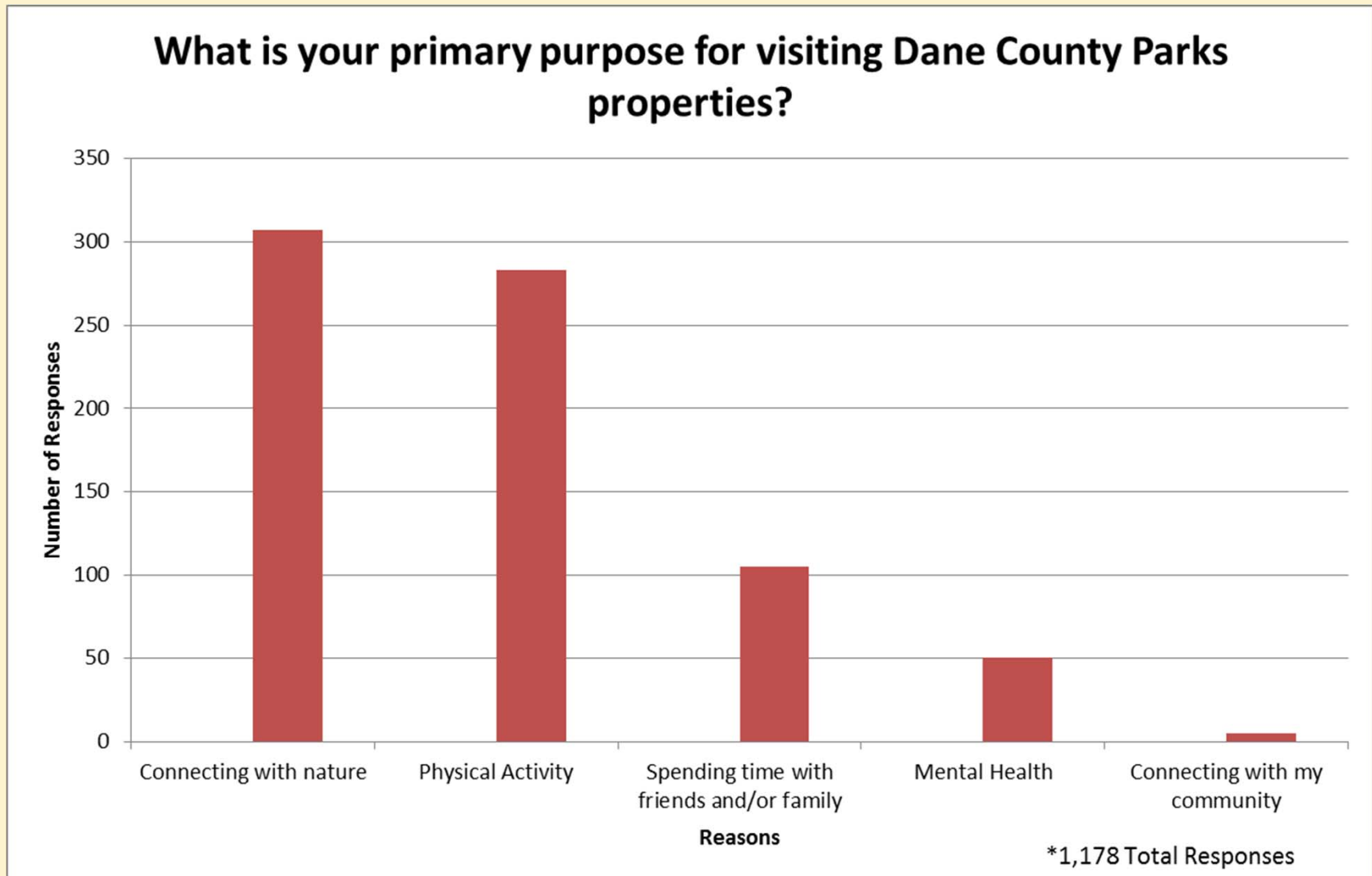
Dane County POSP Survey
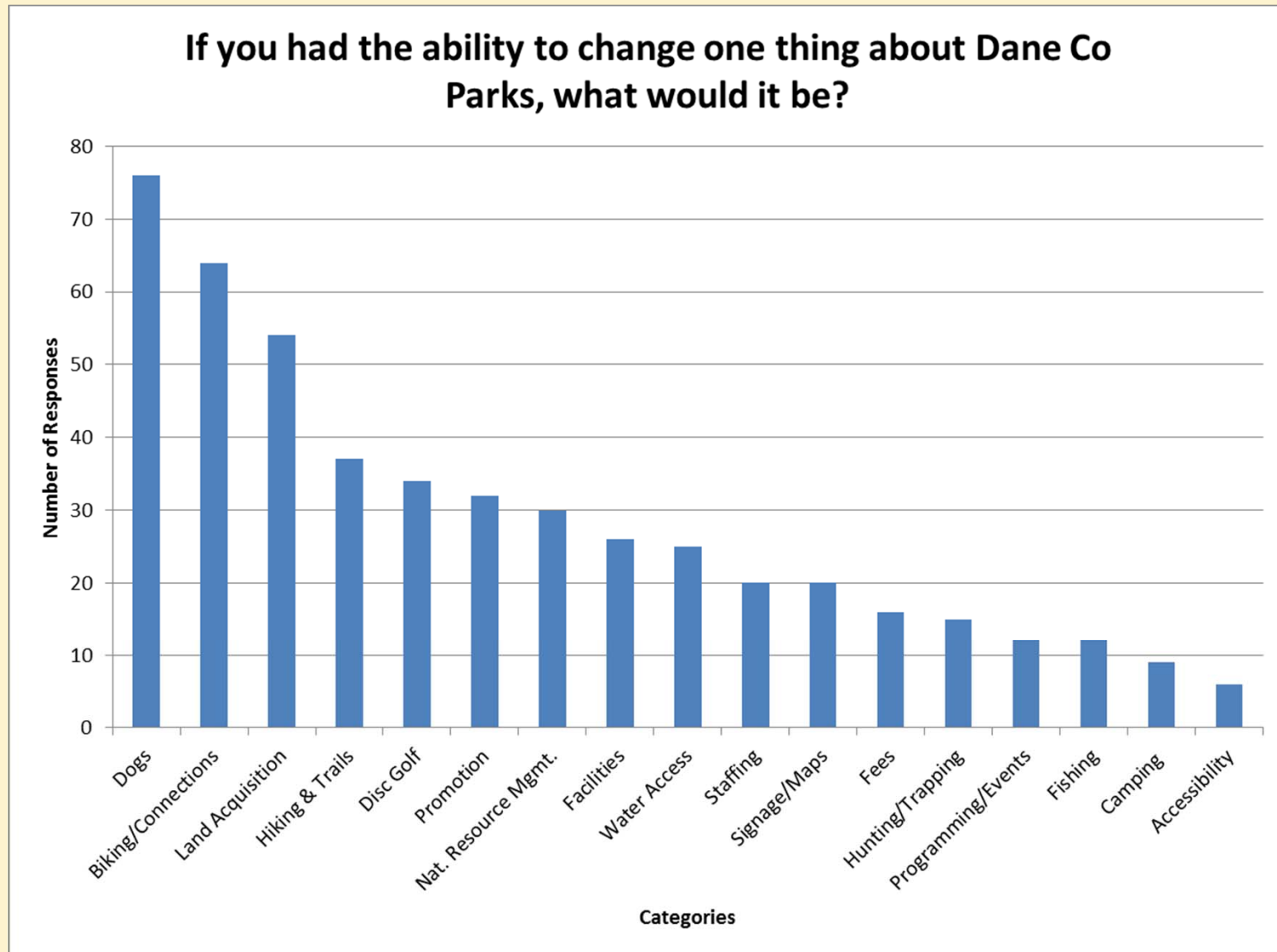
Do People Feel Safe?

We also heard…
- **Sometimes don't feel safe at Token Creek or Lake Farm Parks**
- **Scared of encountering dogs off-leash or not under control**
- **Don't feel safe when hunting/trapping is allowed**
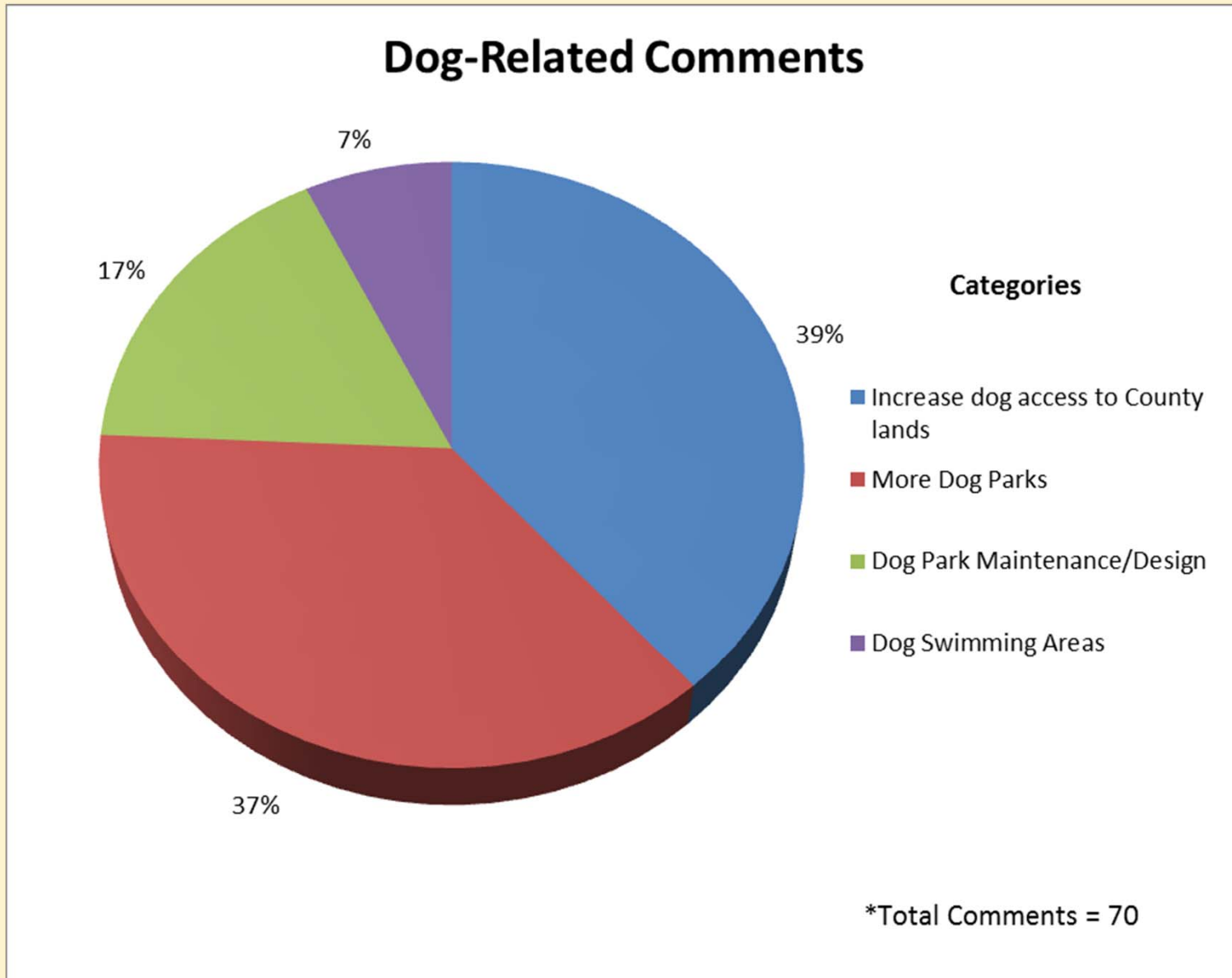- **Don't feel safe by myself at night**

How safe do you feel in Dane County Parks?

Number of Responses (y-axis): 0, 50, 100, 150, 200, 250, 300, 350, 400, 450

Responses (x-axis): Very Safe, Safe, Fairly Safe, Unsafe

*1,178 Total Responses

Dane County POSP Survey

Change One Thing...Dogs

Dog-Related Comments

7%

17%

39%

37%

Categories

- Increase dog access to County lands
- More Dog Parks
- Dog Park Maintenance/Design
- Dog Swimming Areas

*Total Comments = 70

Dane County POSP Survey

Change One Thing...Bike Trails
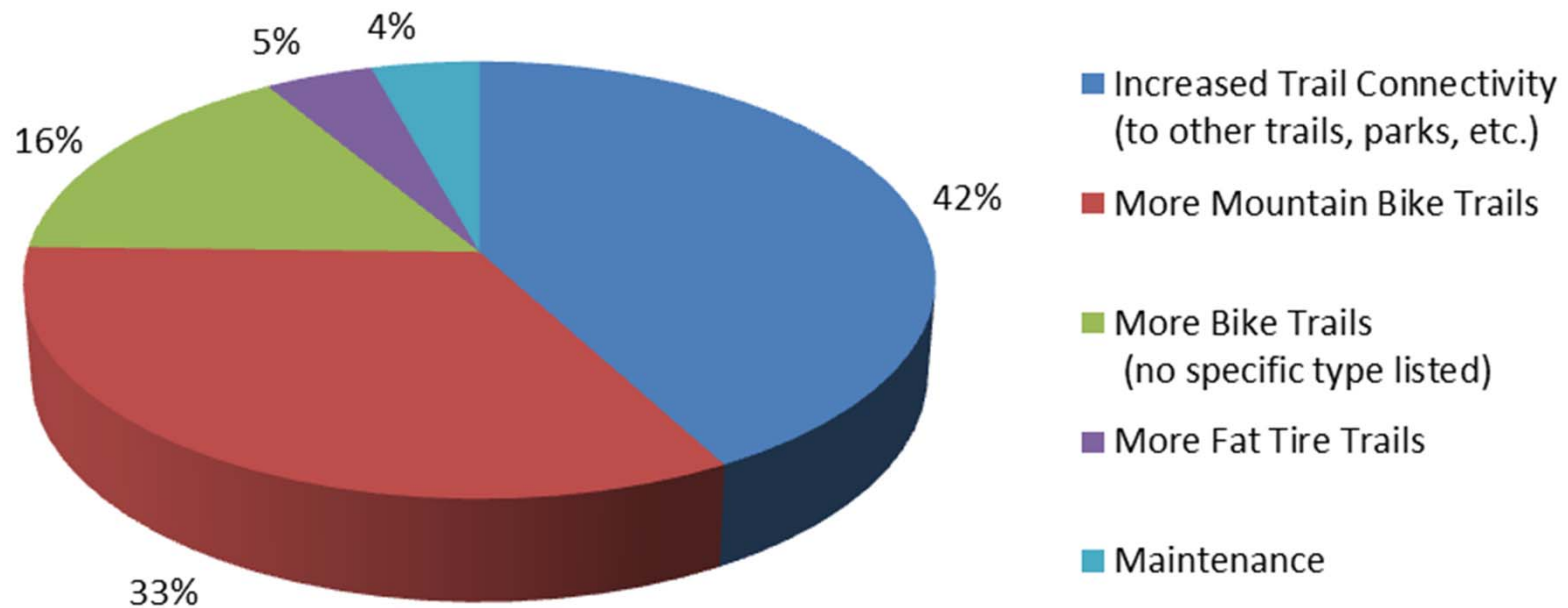
Change One Thing...Trails

Hiking & Non Bike Trails-Related Comments

Categories

- 34% Increased Hiking/Snowshoe Trails
- 11% More X-Country Ski Trails
- 11% More Equestrian Trails/Trail Access
- 8% Longer Trails (All Types)
- 28% Improved Maintenance i.e. Winter grooming
- 8% Increased Accessible Trails
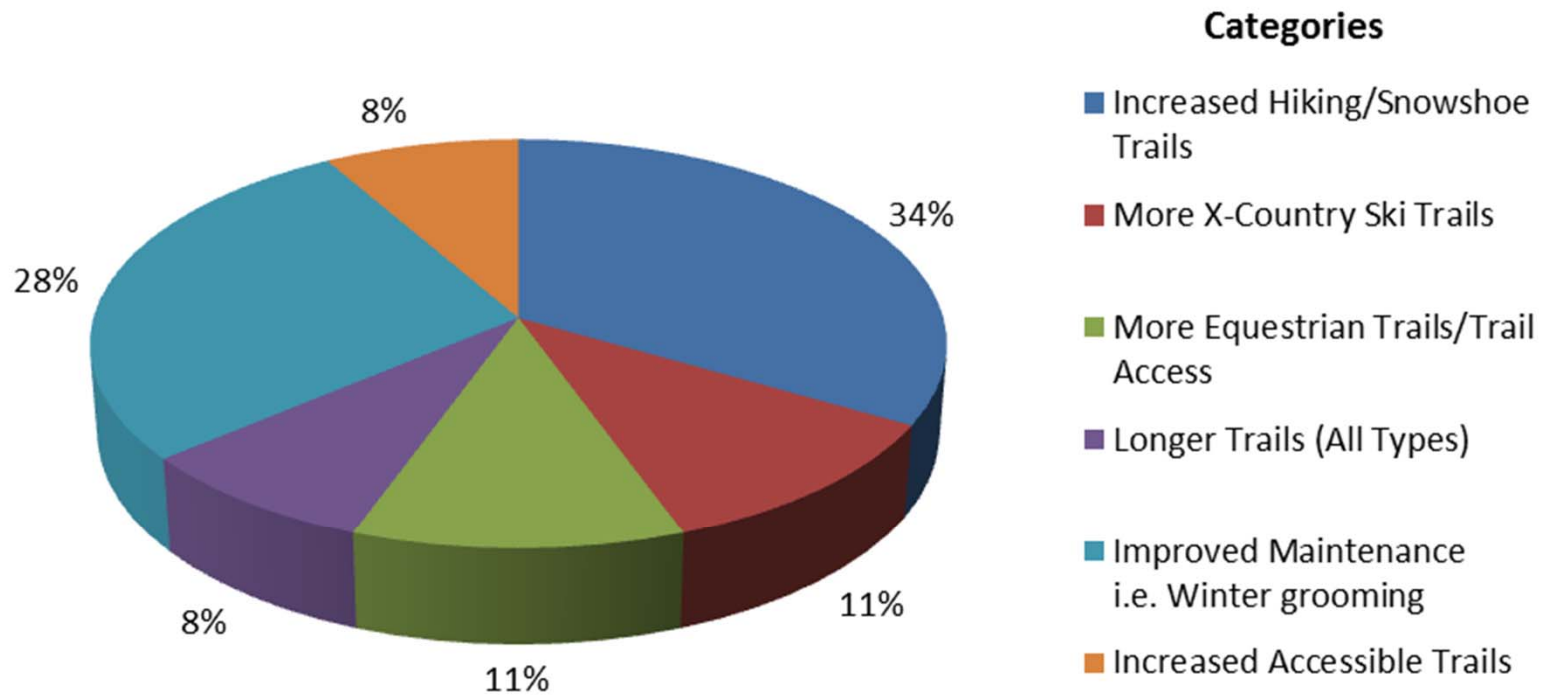
*Total Comments = 36

Change One Thing...Land Acquisition

Land Acquitision-Related Comments

- Create more Parks — 52%
- Increase Natural Areas/Wildlife Areas — 18%
- Purchase more Land (in general) — 9%
- Expand Size of Existing Parks — 7%
- Increase Funding for Land Acquisition — 5%
- Secure more Streambank Easements — 4%
- Reduce/Halt Purchasing — 5%
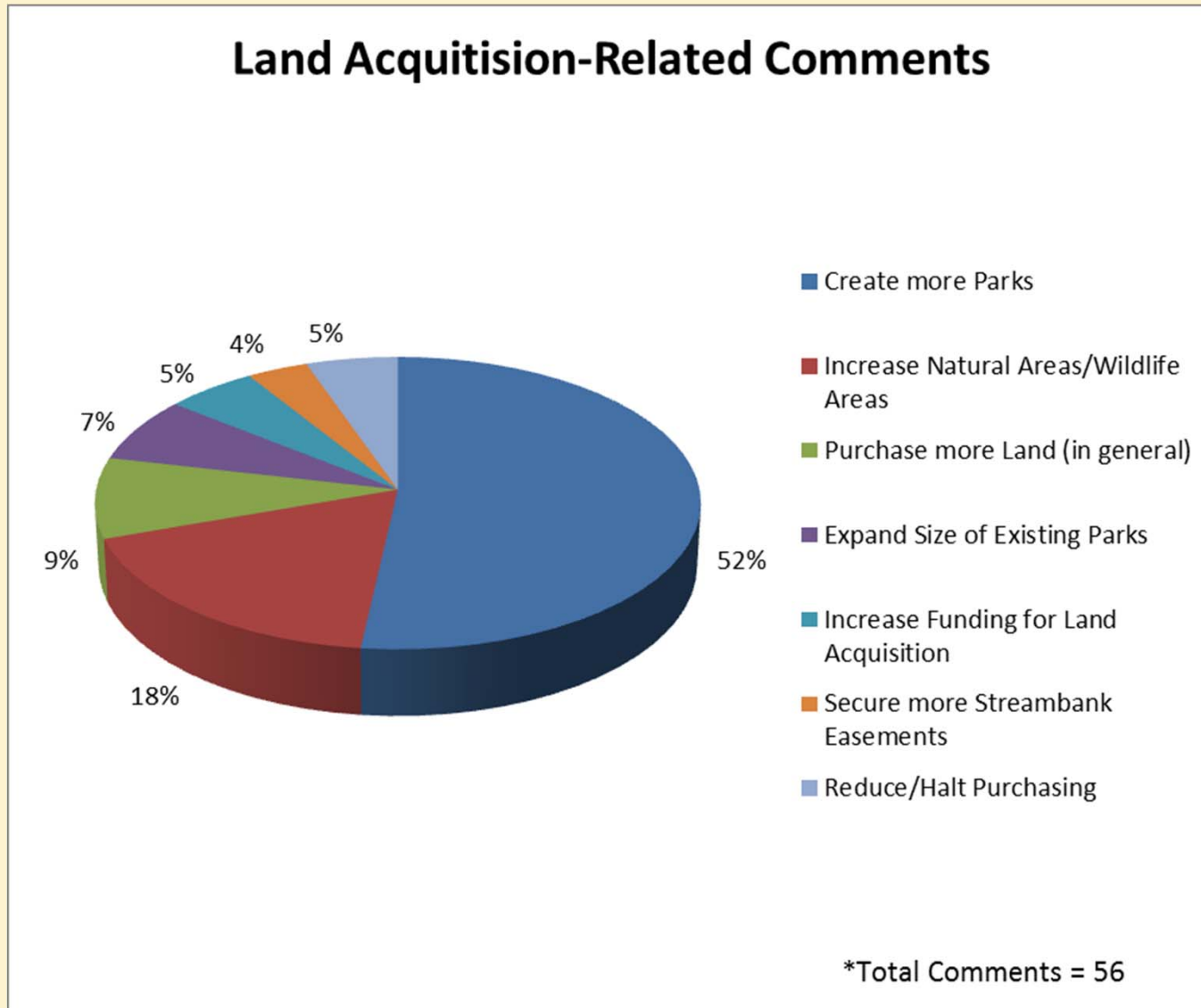
*Total Comments = 56

Change One Thing...Disc Golf

Disc Golf-Related Comments

8%

5%

32%

55%

Categories

■ More Disc Golf Courses

■ Add Winter Disc Golf Options

■ Shared Permit with City of Madison

■ Disc Golf Courses Hours (open later in evening)
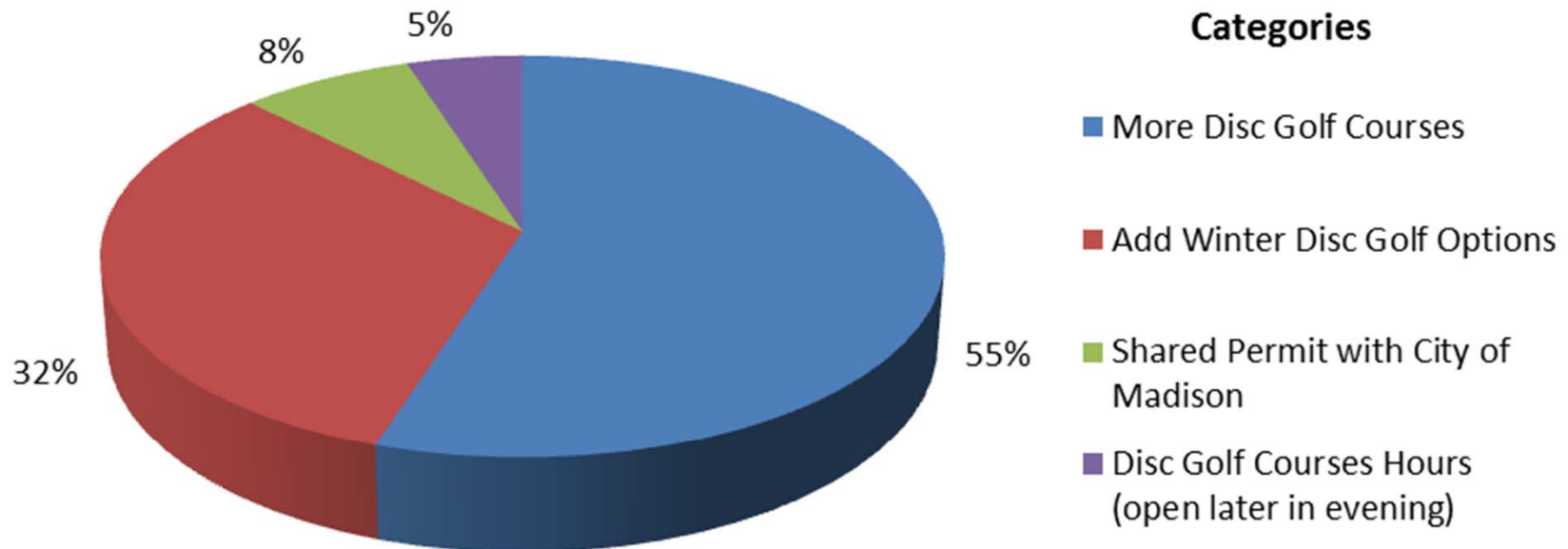
*Total Comments =40

Dane County POSP Survey

What People Like Best…

What do you like best about Dane County Parks ?

Categories — *521 Total Comments*

Y-axis: Number of Responses (0 to 120)

Categories (approximate values):
- Diversity of Landscapes & Rec. — 101
- Close/Accessible — 74
- Natural Spaces/Solitude — 70
- Well Maintained — 46
- Hiking/Equestrian/Etc. Trails — 46
- Dog Parks — 44
- Disc Golf — 29
- Bike Trails — 26
- Health Benefits — 22
- Fees — 16
- Staff — 15
- Water Access — 11
- Fishing — 6
- Hunting — 6
- Volunteer Opp. — 6
- Birding — 3

Dane County POSP Survey

Comments of Note

"I like that there seems to be a conscious effort to be inclusive of as many interests as possible"

"Dane County parks tend to be great facilities in a great setting. I like them because of the proximity and facilities offered but the are not as busy as State Parks while being larger in scale and available activities compared to Madison and other city parks."

"I love that there are parks close to every community in Dane County."

"They are a diverse group of public lands that showcase the diversity of the Dane County countryside."

"They are "snapshots" of geographical areas."

"Nature is the best medicine for my son with autism. He runs aimlessly through the trails and loves the playgrounds. Bathrooms and drinking water are always available. In my area Dane county parks have a majority of different areas to explore so they never get old. We religiously visit the cam rock park trails which is over 400 acres."
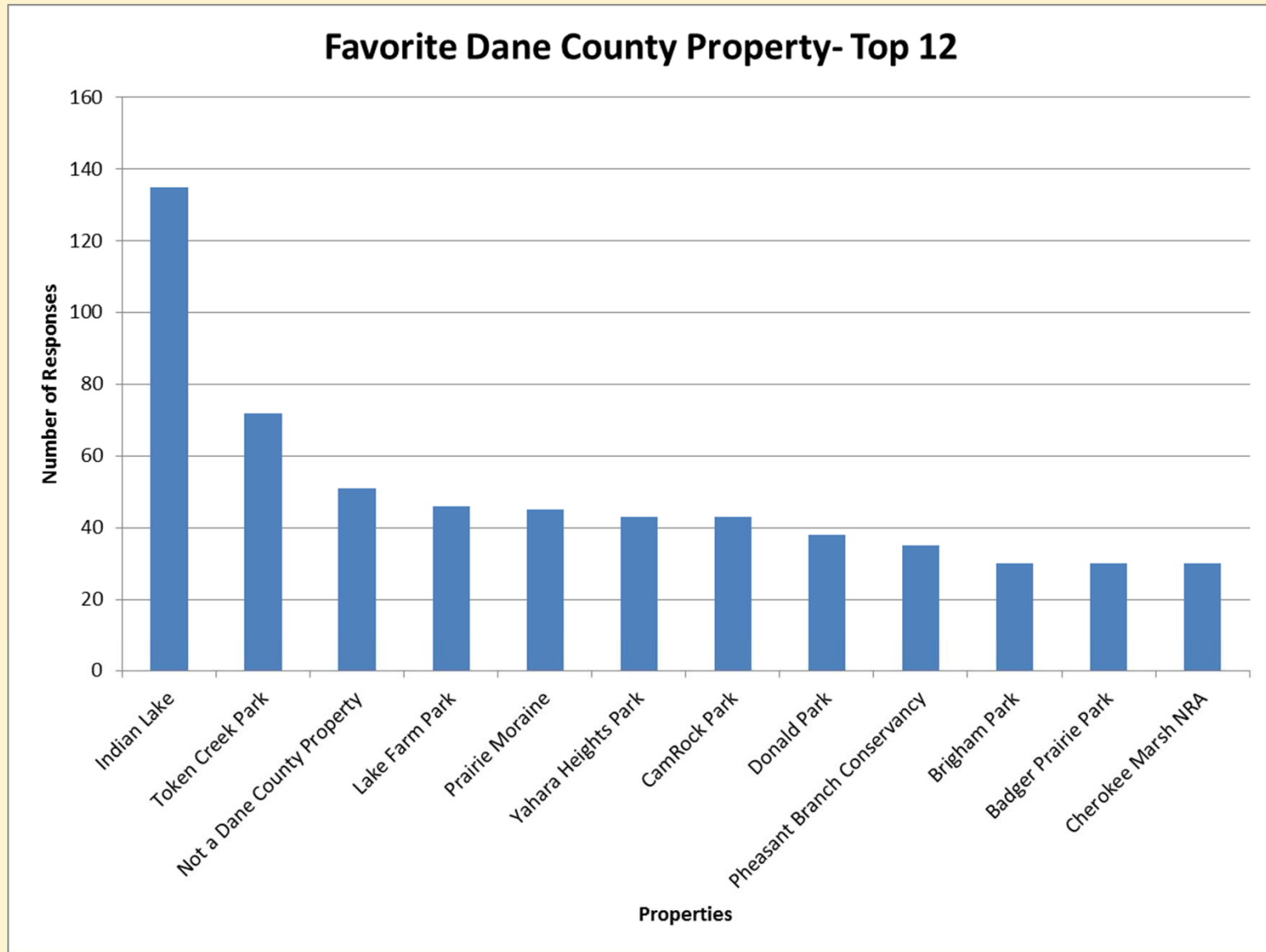
Priorities for Spending Park $$

Highest Priority
- Purchase of new park land
- Natural resource management

Lowest Priority
- Construction of new facilities
- Development of new programs

Dane County POSP Survey

Big Takeaways….How are we doing?

Good job!
- ✓ Offer diversity of park lands and recreation
- ✓ Well maintained
- ✓ Safe
- ✓ Valued by community

Keep working on…
- ✓ *IDENTITY!!*
- ✓ Promoting our parks, recreation opportunities, and programs
- ✓ Removing barriers to maintain and attract a diverse population

Big Takeaways....**What do people want to see more of?**

- Land acquisition & natural resource management

- Hiking trails, bike/ped trails, mountain bike trails, disc golf, and dog parks

- Connectivity of land, trails, and facilities

- <u>Winter</u> disc golf and winter access for hiking/trail running

- Places to hike with dogs off-leash

- Restrooms and shelters

- Facilities for elderly or those using wheelchairs (i.e. benches, no trip hazards, easy/paved trails, etc.)

- Activities to attract youth and connect them to nature

- Walk-in or rustic campsites

- Better park maps, trail mileage, information, etc. at parks

Dane County POSP Survey

How is the Survey Information Used in the POSP?

- One of multiple planning considerations to determine park system needs

- Compared against other related surveys; City of Madison Parks POSP, State SCORP to identify planning themes

- Compared against other public input and planning information gathered during the planning process