



MILWAUKEE COUNTY

# PARKS WITH PURPOSE

PARKS MASTER PLANNING

## Milwaukee County Parks

*10-Year Parks System Master Plan  
2050 Park & Open Space Plan*

**Survey Key Findings**

March 2017



# Master Plans

- **10-Year Park System Master Plan**  
*Short-term recommendations*
  - Facilities, programs and services
  - Maintenance and operations
  - Administration and management
- **2050 Park & Open Space Plan**  
*Long-range recommendations*
  - Preservation of environmental corridors & conservation lands
  - Recreational use of water bodies
  - Distribution of parks and recreational facilities

# Plan Framework



# Campaign

- *Parks with Purpose* is a public outreach campaign supporting parks master planning efforts that will position the County park system for continued, sustainable success.
- Community input critical to the success of these plans.

# Planning Team

- Milwaukee County Parks
- SEWRPC
- PROS Consulting
- ETC Institute
- P3

# Agenda

- Statistically-Valid Household Survey Methods
- Key Survey Findings
- Web (Anecdotal) Survey
- Questions / Discussion

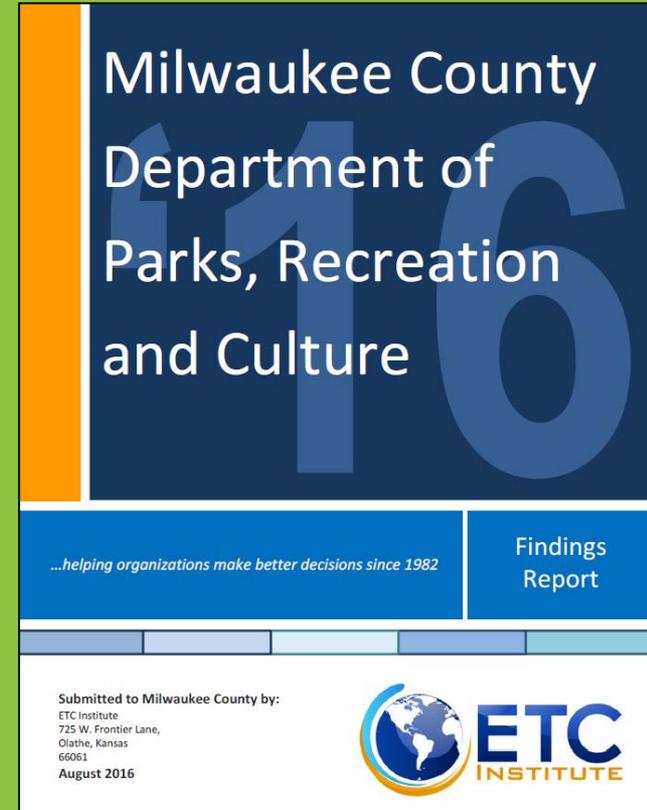
# Statistically-Valid Survey

- Goal: 384 responses
- Actual: 600 responses
- Mixed distribution mode
  - Mail
  - Phone follow-up
- Confidence level: 95%
- Precision rate: +/- 4%

MILWAUKEE COUNTY

**PARKS** WITH  
**PURPOSE**

PARKS MASTER PLANNING



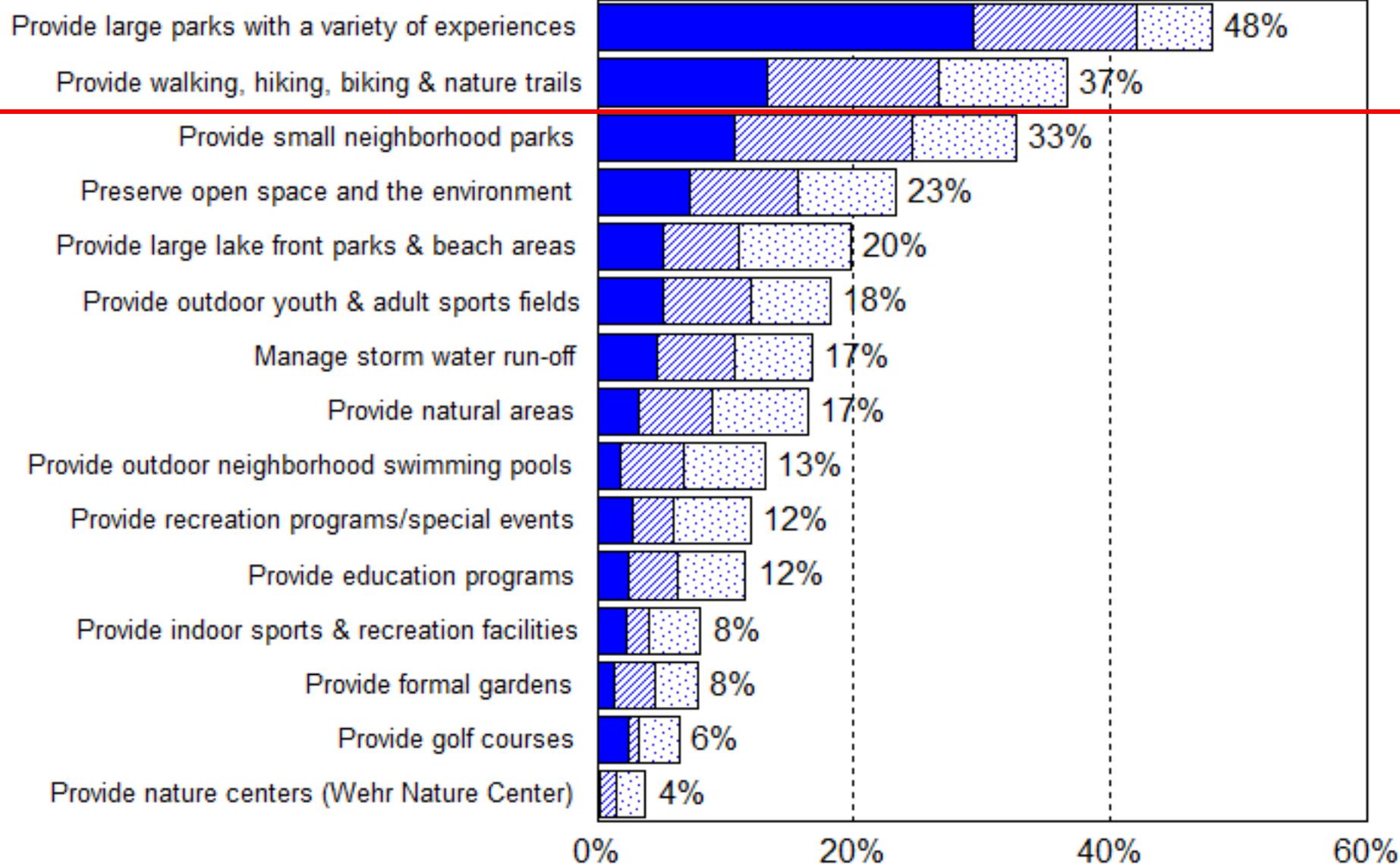
# Key Finding #1

By a wide margin, providing **large parks with a variety of experiences** is the **most important service** for the Milwaukee County Park system to provide.

This is also what Milwaukee County Parks does best.

## Q2. Which Three Statements are the Most Important Services and Facilities for Milwaukee County Parks to Provide

by percentage of respondents who selected the item as one of their top three choices

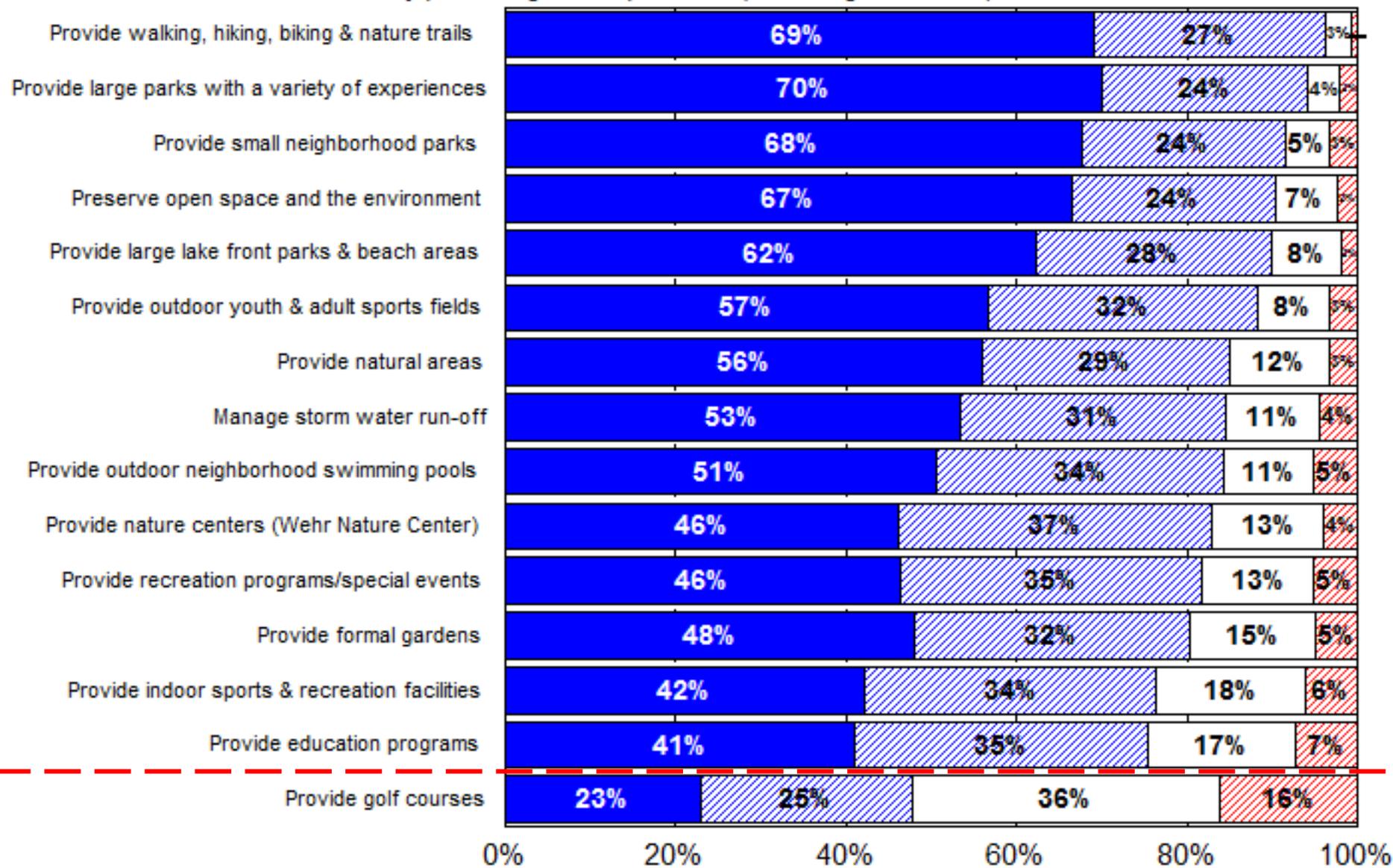


## Key Finding #2

Milwaukee County Parks provides the services that **households agree** they should provide.

# Q1. Level of Agreement with how Important it is for Milwaukee County Parks to Provide the Following

by percentage of respondents (excluding "Not Sure")



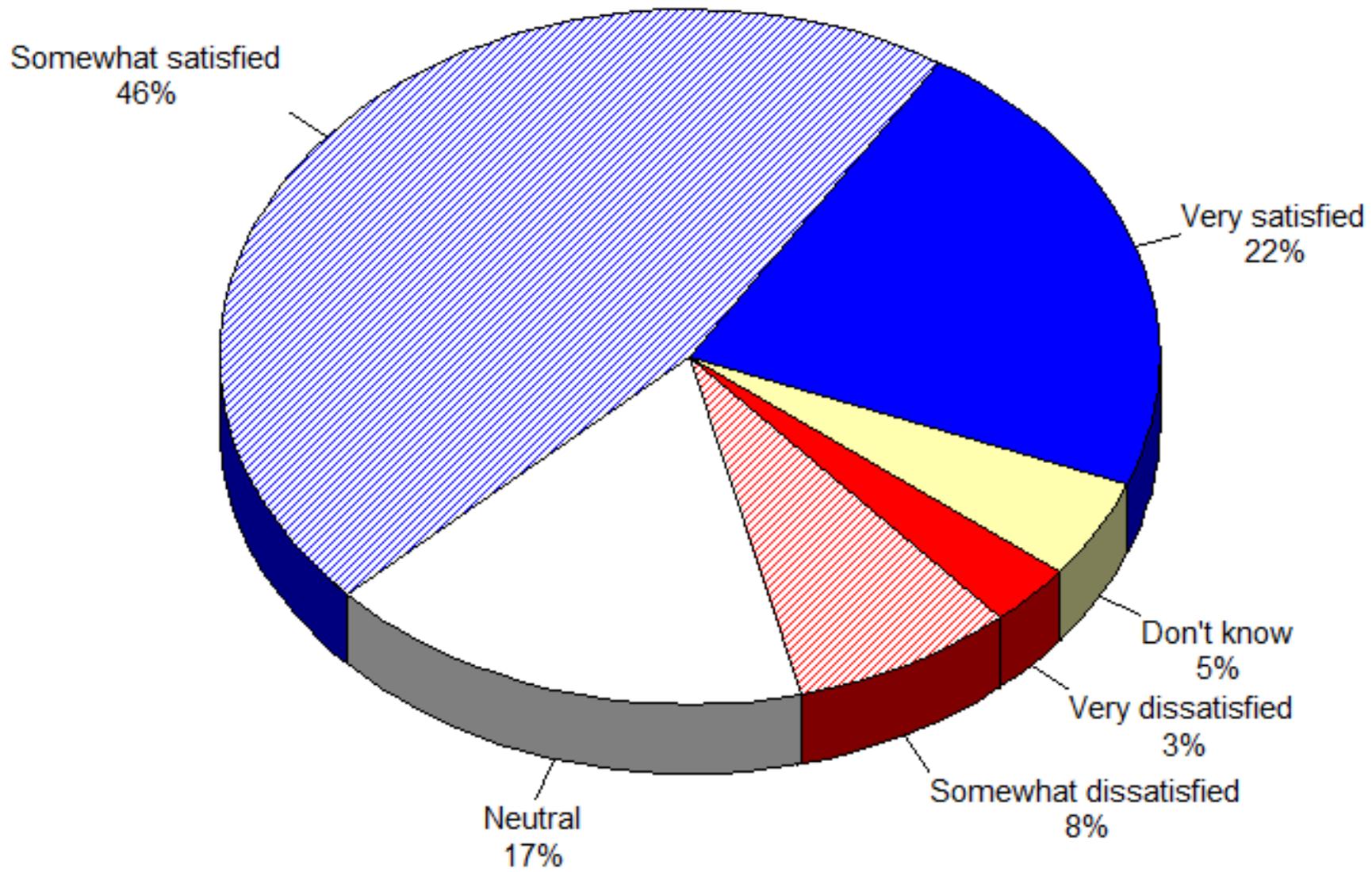
■ Strongly Agree 
 ■ Agree 
 ■ Neutral 
 ■ Disagree/Strongly Disagree

## Key Finding #3

Milwaukee County Parks **exceeds the national average** in “satisfaction with overall value received,” but **opportunities exist** to move from good to great.

# Q9. Overall Satisfaction with the Overall Value Your Household Receives from Milwaukee County Parks

by percentage of respondents



Source: ETC Institute (2016)

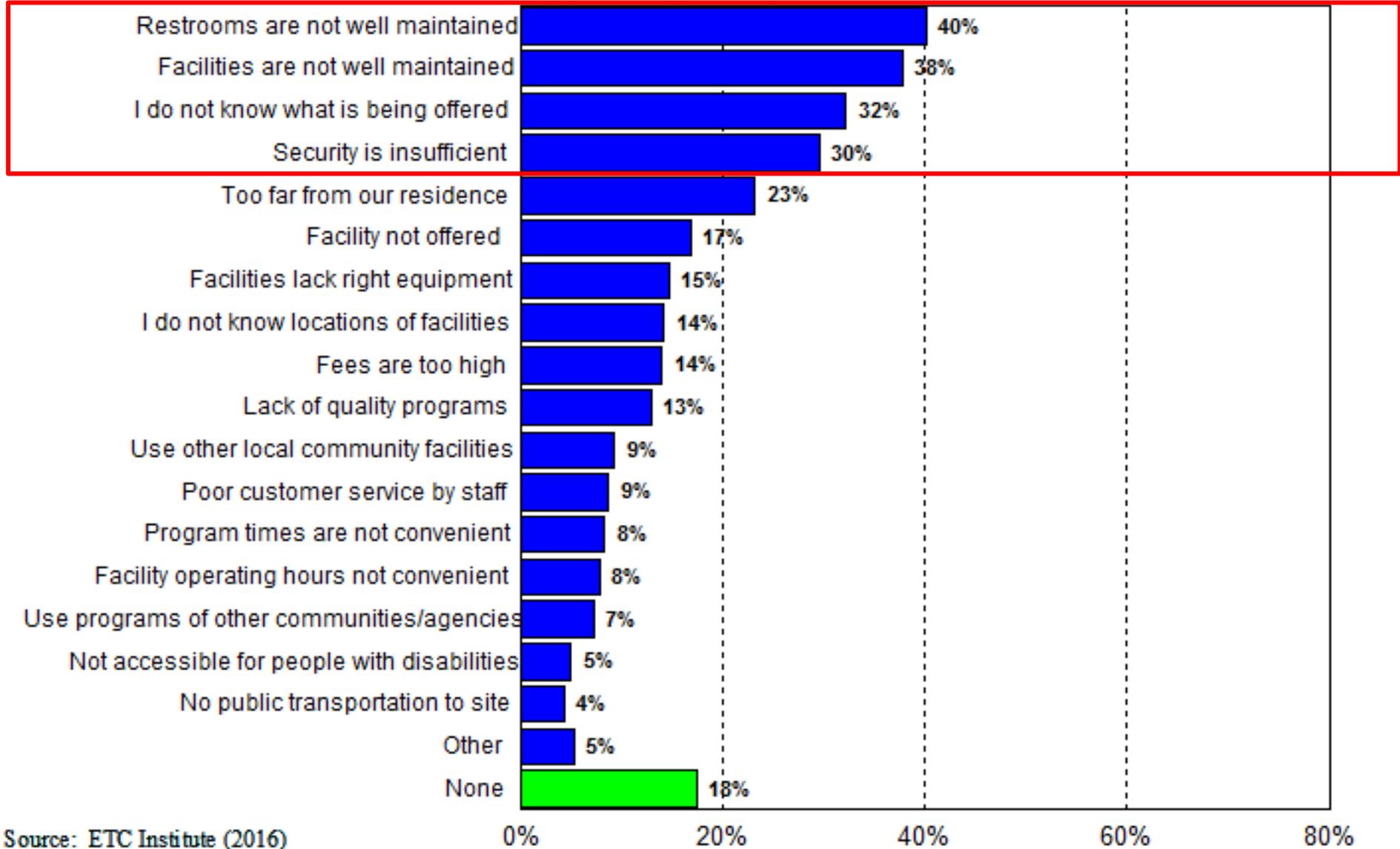
<b>Satisfaction with the overall value received from the Department</b>	<b>National Average</b>	<b>Milwaukee County 2016</b>
Very Satisfied	29%	22%
Somewhat Satisfied	34%	46%
Neutral	20%	17%
Somewhat Dissatisfied	6%	8%
Very Dissatisfied	3%	3%
Don't Know	7%	5%

## Key Finding #4

Areas of opportunity to strengthen satisfaction may be **deferred maintenance, marketing, and security.**

# Q8. Reasons Preventing Households from Using Parks and Recreation Facilities or Services of Milwaukee County Parks More Often

by percentage of respondents



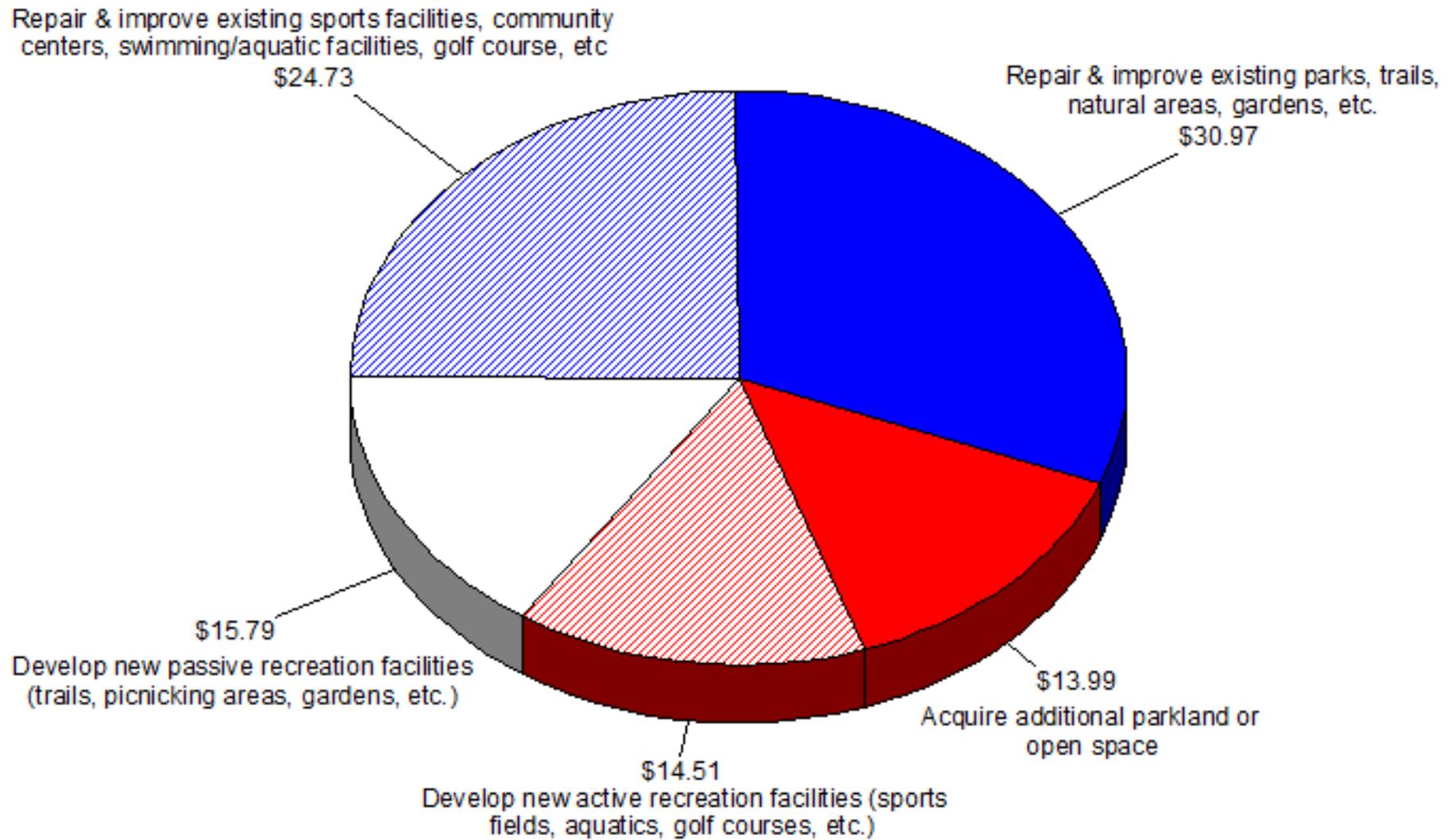
Source: ETC Institute (2016)

Reasons preventing the use of parks and recreation facilities and programs more often	National Average	Milwaukee County 2016
Restrooms are not well maintained	n/a	40%
Facilities are not well maintained	7%	38%
I do not know what is being offered	24%	32%
Security is insufficient	9%	30%

## Key Finding #5

Households feel it is **more important to repair and improve existing parks and facilities** rather than build or acquire new ones.

# Q5. How Would You Allocate \$100 Among the Following Categories

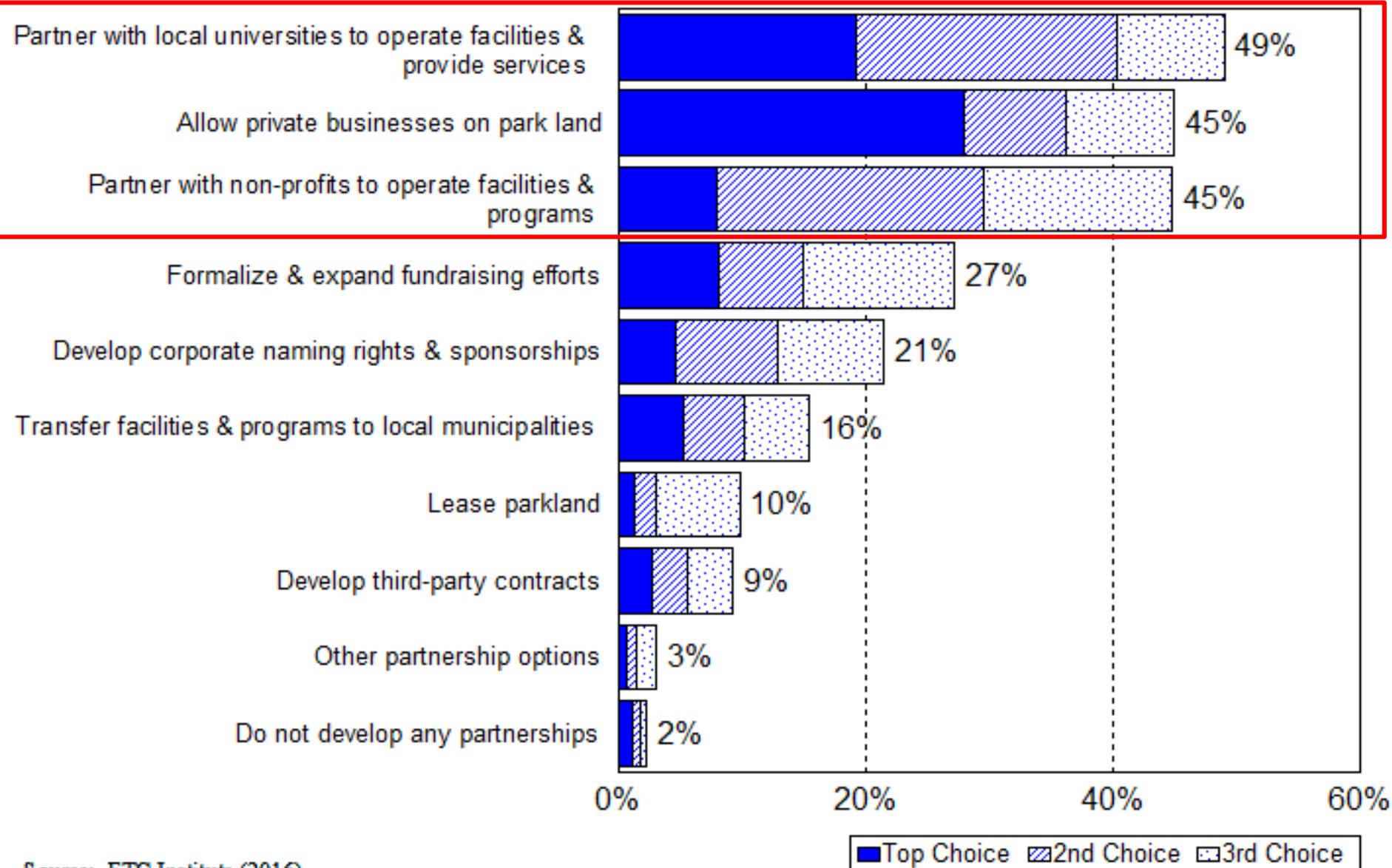


## Key Finding #6

To ensure success over the long term, households are **most supportive of partnering** with local universities, private businesses, and non-profits.

# Q17. Which Three Potential Actions to Support the System's Operations and Financing Would You Most Support

by percentage of respondents who selected the item as one of their top three choices



# Web Survey

- SurveyMonkey: live Oct-Nov 2016
- 933 responses
- Questions mirrored statistically-valid household survey
  - Some questions edited for clarity and brevity
- Anecdotal
  - Cannot be utilized to generalize to population at large

# Web Results

- **High degree of consistency** between the anecdotal online survey and the statistically-valid household survey
  - Web survey aligned with household survey on all but one key finding
    - Finding #3 (“very satisfied” ratings with overall value are low)
      - Household survey: 22% very satisfied (lower than expected)
      - Web survey: 35% very satisfied
      - Because web survey respondents tend to be more familiar with – and supportive of – parks, this discrepancy is not surprising.
  - Demographic differences

# Next Steps

- Staff review of draft components
  - Benchmark Analysis
  - Level of Service (LOS)
  - Recreation Program Assessment
- Synthesis of community input from community workshops, focus groups, and key leader meetings
- Site assessment review
- Equity Mapping
- Natural resource plan development
- Organizational structure review

MILWAUKEE COUNTY

**PARKS** WITH  
**PURPOSE** 

PARKS MASTER PLANNING

Questions?