



CHRIS ABELE, MILWAUKEE COUNTY EXECUTIVE
JOHN DARGLE, JR., DIRECTOR OF PARKS, RECREATION AND CULTURE

August 2016

Greetings,

The Milwaukee County Department of Parks, Recreation and Culture (DPRC) is currently updating the 1991 Milwaukee County Parks & Open Space Plan as well as preparing a ten-year Parks System Master Plan that will be used to guide upcoming priorities of Milwaukee County parks, trails, recreational facilities and services. Your input is essential as we consider future parkland use, facility development, and the long-term sustainability of our parks system.

Share your thoughts!

To learn more about the needs of our residents, DPRC is conducting a citizen survey with Milwaukee County Residents. Your household is one of a limited number, selected at random, to receive this survey. Your participation is very important.

10-15 minutes of your time will enrich the quality of life in Milwaukee County!

We value your views and your time and have developed a succinct, statistically valid survey in conjunction with ETC Institute, an independent consulting company. The time you invest in completing this survey will help us improve our park system. All responses and comments will remain confidential.

Please complete and return your survey within the next two weeks!

Return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If preferred, the survey may also be taken online at bit.do/mcparks2016.

Feel free to contact Jen Francis with any questions or comments at 414-257-PARK or at jen.francis@milwaukeecountywi.gov. Let your voice be heard!

Thank you,

John Dargle, Jr., CPRP
Director

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Wauwatosa, WI 53226-3560

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Milwaukee County Parks would like your input to help determine parks, trails and recreation priorities for our County. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. We greatly appreciate your time.

- 1. The Milwaukee County Park System consists of 158 parks and parkways, totaling over 15,000 acres. Milwaukee County Parks partners with over 75 non-profit organizations in providing parks and recreation services as well as municipal parks and recreation systems throughout the County. From the statements below, please indicate how much you agree that it is important for Milwaukee County Parks to provide this service by circling the corresponding number to the right of the service.**

I think it is important for Milwaukee County Parks to:		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
01.	Provide large parks that serve residents throughout the county with a variety of experiences (trails/boating/picnicking, etc.)	5	4	3	2	1	9
02.	Provide small neighborhood parks (playgrounds/tennis courts, etc.)	5	4	3	2	1	9
03.	Preserve open space and the environment	5	4	3	2	1	9
04.	Provide education programs (environment/life-long skills/conservation)	5	4	3	2	1	9
05.	Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens and bioswales	5	4	3	2	1	9
06.	Provide outdoor youth and adult sports fields for baseball, softball, soccer, football, cricket, etc.	5	4	3	2	1	9
07.	Provide youth and adult recreation programs/special events	5	4	3	2	1	9
08.	Provide walking, hiking, biking and nature trails	5	4	3	2	1	9
09.	Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc.	5	4	3	2	1	9
10.	Provide nature centers (Wehr Nature Center)	5	4	3	2	1	9
11.	Provide formal gardens (Botanical, Horticultural Conservatory - Boerner, The Domes)	5	4	3	2	1	9
12.	Provide large lake front parks and beach areas, with facilities for boating, fishing, and marinas	5	4	3	2	1	9
13.	Provide indoor sports and recreation facilities (community centers, indoor pools, indoor sports fields and courts)	5	4	3	2	1	9
14.	Provide outdoor neighborhood swimming pools, splash pads, etc.	5	4	3	2	1	9
15.	Provide golf courses	5	4	3	2	1	9

- 2. Which THREE of the statements from the list in Question #1 are the MOST IMPORTANT services/facilities for Milwaukee County Parks to provide for you and members of your household? [Using the numbers in Question #1 above, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE.']**

1st. _____ 2nd. _____ 3rd. _____ NONE

3. Please indicate if **YOU** or any member of your **HOUSEHOLD** has a need for each of the parks and recreational **FACILITIES** listed below (regardless of the provider) by circling YES or NO.

If YES, please rate ALL the following parks and recreation **FACILITIES** of this type on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Walking/hiking/cycling trails (hard surface)	Yes	No	5	4	3	2	1
02. Walking/hiking/cycling trails (soft-surface)	Yes	No	5	4	3	2	1
03. Mountain bike trails	Yes	No	5	4	3	2	1
04. Community centers	Yes	No	5	4	3	2	1
05. Diamond fields (baseball, softball, etc.)	Yes	No	5	4	3	2	1
06. Rectangular fields (football, soccer, etc.)	Yes	No	5	4	3	2	1
07. Skate park	Yes	No	5	4	3	2	1
08. Small neighborhood parks	Yes	No	5	4	3	2	1
09. Large regional parks	Yes	No	5	4	3	2	1
10. Dog parks	Yes	No	5	4	3	2	1
11. Splashpads and spraygrounds	Yes	No	5	4	3	2	1
12. Marinas and boat launches	Yes	No	5	4	3	2	1
13. Swimming beaches	Yes	No	5	4	3	2	1
14. Playgrounds	Yes	No	5	4	3	2	1
15. Golf courses	Yes	No	5	4	3	2	1
16. Natural areas	Yes	No	5	4	3	2	1
17. Outdoor water parks	Yes	No	5	4	3	2	1
18. Indoor pools	Yes	No	5	4	3	2	1
19. Neighborhood outdoor swimming pools	Yes	No	5	4	3	2	1
20. Wading pools	Yes	No	5	4	3	2	1
21. Botanical gardens (the Domes, Boerner)	Yes	No	5	4	3	2	1
22. Tennis courts	Yes	No	5	4	3	2	1
23. Disc golf courses	Yes	No	5	4	3	2	1
24. Sand volleyball courts	Yes	No	5	4	3	2	1
25. Pavilion and picnic area rentals	Yes	No	5	4	3	2	1
26. Ice skating rinks	Yes	No	5	4	3	2	1
27. Cross-country skiing trails	Yes	No	5	4	3	2	1
28. Basketball courts (full and half)	Yes	No	5	4	3	2	1
29. Community gardens	Yes	No	5	4	3	2	1

4. Which **FOUR** of the parks and recreation **FACILITIES** from the list in Question #3 are **MOST IMPORTANT** for Milwaukee County Parks to provide to your household? [Using the numbers in the left hand column of Question #3 above, please write in the number below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st. _____ 2nd. _____ 3rd. _____ 4th. _____ NONE

5. If you had a budget of \$100 for improving the Milwaukee County Parks system how would you allocate the funding among the categories listed below? [Please be sure that your allocation adds up to \$100.]

\$_____ Repair and improve existing parks, trails, natural areas, gardens, etc.

\$_____ Repair and improve existing sports facilities, community centers, swimming/aquatic facilities, golf course, etc.

\$_____ Develop new passive recreation facilities (trails, picnicking areas, gardens, etc.)

\$_____ Develop new active recreation facilities (sports fields, aquatics, golf courses, etc.)

\$_____ Acquire additional parkland or open space

\$ 100 TOTAL

6. Please check ALL the ways you learn about Milwaukee County Parks trails, parks, facilities and services. (Check all that apply.)

____ (01) County Parks Website

____ (02) From friends and neighbors

____ (03) Newspaper articles

____ (04) Radio

____ (05) Television

____ (06) Banner Signs

____ (07) E-mail blasts

____ (08) Billboards

____ (09) Brochures

____ (10) Flyers

____ (11) Park Kiosks

____ (12) County Parks e-mail bulletins

____ (13) Word-of-Mouth

____ (14) Friends of Parks Groups

____ (15) Facebook

____ (16) Twitter

____ (17) Other: _____

7. Which THREE of the ways to learn about Milwaukee County Parks trails, parks, facilities and services listed above do you use the most often? [Please indicate your 1st, 2nd, and 3rd choices by writing the numbers from Question #6 above in the spaces below.]

1st. _____ 2nd. _____ 3rd. _____

8. Please CHECK ALL the reasons that prevent you or other members of your household from using parks and recreation facilities or services of Milwaukee County Parks more often. (Check all that apply.)

____ (01) Facilities are not well maintained

____ (02) Facility not offered

____ (03) Facilities lack the right equipment

____ (04) Security is insufficient

____ (05) Lack of quality programs

____ (06) Too far from our residence

____ (07) Restrooms are not well maintained

____ (08) Program times are not convenient

____ (09) Use other local community facilities

____ (10) Fees are too high

____ (11) Poor customer service by staff

____ (12) I do not know locations of facilities

____ (13) Use programs of other communities/
agencies

____ (14) Not accessible for people with disabilities

____ (15) I do not know what is being offered

____ (16) Facility operating hours not convenient

____ (17) No public transportation to site

____ (18) Other: _____

____ (19) None

9. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from Milwaukee County Parks.

____ (5) Very Satisfied

____ (4) Somewhat Satisfied

____ (3) Neutral

____ (2) Somewhat Dissatisfied

____ (1) Very Dissatisfied

____ (9) Don't Know

10. Please indicate if YOU or any member of your **HOUSEHOLD** has a need for each of the recreation **PROGRAMS** listed below (regardless of the provider) by circling YES or NO.

If YES, please rate ALL the following parks and recreation **PROGRAMS** of this type on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.

Type of Program:	Do You Have a Need for this		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. Youth summer camp programs	Yes	No	5	4	3	2	1
02. Youth sports programs	Yes	No	5	4	3	2	1
03. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
04. Programs for teens	Yes	No	5	4	3	2	1
05. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
06. Adult sports programs	Yes	No	5	4	3	2	1
07. Adult programs for 50 years and older	Yes	No	5	4	3	2	1
08. Adult continuing education programs	Yes	No	5	4	3	2	1
09. Programs for people with disabilities	Yes	No	5	4	3	2	1
10. Water fitness programs	Yes	No	5	4	3	2	1
11. Youth learn to swim programs	Yes	No	5	4	3	2	1
12. Tennis lessons and leagues	Yes	No	5	4	3	2	1
13. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
14. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
15. Youth development (i.e., organized clubs)	Yes	No	5	4	3	2	1
16. Golf lessons and leagues	Yes	No	5	4	3	2	1
17. Beer Gardens	Yes	No	5	4	3	2	1
18. Farmers' Market	Yes	No	5	4	3	2	1
19. Programs with your pets	Yes	No	5	4	3	2	1
20. Special events (i.e., concerts, movies, etc.)	Yes	No	5	4	3	2	1
21. Nature/environmental programs	Yes	No	5	4	3	2	1
22. Horticulture programs	Yes	No	5	4	3	2	1
23. Other: _____	Yes	No	5	4	3	2	1

11. Which **FOUR** of the **PROGRAMS** from the list in Question #10 are **MOST IMPORTANT** to your household? [Using the numbers in Question #10 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st. _____ 2nd. _____ 3rd. _____ 4th. _____ NONE

The annual budget for Milwaukee County Parks cannot cover all the maintenance needs of the Parks System, and the Public Policy Forum has estimated that parks and cultural facilities owned by Milwaukee County need approximately \$250 million in capital investment over the next five years to repair existing outdoor and indoor parks, trails, and other cultural and recreation facilities. To totally address the unfunded deferred maintenance and repair issues for existing outdoor and indoor parks, trails and other related cultural and recreation facilities would require approximately \$50 million in funding per year for the next five years.

Three potential types of actions have been identified to resolve the deferred maintenance and repair issues, those being: 1) reduce the size of the Milwaukee County park system to match current available funding; 2) increase tax and fee revenues from various sources to help pay for deferred maintenance and repair issues; and 3) develop partnerships with for-profit and non-profit agencies to support operations and financing of the system. Knowing this, please answer the following questions and then indicate your support for the following.

12. The following are potential actions that could be taken to reduce the current park system's size. Please indicate how supportive you are of each action, by circling the corresponding number to the right of the potential action.

		Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
01.	Close down some existing neighborhood parks	4	3	2	1
02.	Transfer some existing neighborhood parks to municipalities	4	3	2	1
03.	Transfer some existing parkways and natural areas to other government agencies	4	3	2	1
04.	Reduce the size/number of some existing regional parks	4	3	2	1
05.	Close down some low performing swimming pools	4	3	2	1
06.	Close down some neighborhood park pavilions and rental facilities	4	3	2	1
07.	Close down some community centers (i.e., King, Kosciuszko)	4	3	2	1
08.	Close down some existing golf courses	4	3	2	1
09.	Close down some marinas	4	3	2	1
10.	Close down some horticultural facilities (i.e., Boerner, the Domes)	4	3	2	1
11.	Do not close down, reduce, or transfer any parks	4	3	2	1

13. Which THREE of the potential actions to reduce the size of the Milwaukee County parks system to match current available funding listed in Question #12 would you most support? [Please write in the numbers below for your 1st, 2nd, and 3rd choices using the numbers from the list in Question #12 above or circle NONE.]

1st. _____ 2nd. _____ 3rd. _____ NONE

14. The following are potential sources of tax and fee revenues to help pay for deferred maintenance and repair issues in Milwaukee County parks. Please indicate how supportive you are of each potential source of revenue to help fund deferred parks maintenance and repairs by circling the corresponding number to the right of the service.

		Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
1.	Increase the vehicle registration fee (i.e., a \$20 fee increase could raise \$20 million annually)	4	3	2	1
2.	Seek State approval to increase Sales Tax (i.e., a ½ percent increase could raise \$70 million annually)	4	3	2	1
3.	Increase County Property Tax Levy (i.e., an \$18 fee per \$100,000 home value increase could raise \$10 million annually)	4	3	2	1
4.	Impose parking fees at Lakefront parking lots (i.e., could raise \$900,000 annually)	4	3	2	1
5.	Increase park user fees by 10% (i.e., could raise \$1 million annually)	4	3	2	1
6.	Do not raise any taxes or fees to address Parks maintenance needs	4	3	2	1

15. Which **THREE** of the potential source of tax and fee revenues listed in Question #14 would you most support to help pay for deferred maintenance and repair costs for Milwaukee County parks? [Please write in the numbers below for your 1st, 2nd, and 3rd choices using the numbers from the list in Question #14 above or circle NONE.]

1st: _____ 2nd: _____ 3rd: _____ NONE

16. The following are potential actions that could be taken to support the park system's operations, maintenance, and improvement of facilities through partnerships and sponsorships. Please indicate how supportive you are of each action by circling the corresponding number to the right of the potential action.

		Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
01.	Allow private businesses on park land (i.e., lake park bistro, health care, The Rock, beer gardens, etc.)	4	3	2	1
02.	Partner with local universities to operate facilities and provide services	4	3	2	1
03.	Partner with non-profits (i.e., Boys and Girls Club, YMCA) to operate facilities and programs	4	3	2	1
04.	Transfer facilities and programs to local municipalities	4	3	2	1
05.	Develop corporate naming rights and sponsorships	4	3	2	1
06.	Lease parkland (i.e., agricultural, athletic groups, cultural, municipalities, etc.)	4	3	2	1
07.	Formalize and expand fundraising efforts (i.e., Friends Groups, Foundations)	4	3	2	1
08.	Develop third-party contracts (i.e., ground maintenance, custodial, special events/activities)	4	3	2	1
09.	Other partnership options: _____	4	3	2	1
10.	Do not develop any partnerships to address Parks needs	4	3	2	1

17. Which **THREE** of the potential actions to support the system's operations and financing listed in Question #16 would you most support to help pay for deferred maintenance and repair costs for Milwaukee County parks? [Please write in the numbers below for your 1st, 2nd, and 3rd choices using the numbers from the list in Question #16 above or circle NONE.]

1st: _____ 2nd: _____ 3rd: _____ NONE

18. Listed below are three types of actions Milwaukee County could take to resolve unfunded deferred maintenance and repair issues for existing outdoor and indoor parks, trails, and other related cultural and recreation facilities (described in more detail in question 12). Please indicate the ONE action that you most prefer.

- ☐ (1) Reduce the size of the Milwaukee County park system to match current available funding
- ☐ (2) Increase tax and fee revenues from various sources to help pay for deferred maintenance and repair issues
- ☐ (3) Develop partnerships with for-profit and non-profit agencies to support operations and financing of the system
- ☐ (4) Not sure

DEMOGRAPHICS:

19. Counting yourself, how many people in your household are?

Under age 5 <input type="checkbox"/>	Ages 20-24 <input type="checkbox"/>	Ages 55-64 <input type="checkbox"/>
Ages 5-9 <input type="checkbox"/>	Ages 25-34 <input type="checkbox"/>	Ages 65-74 <input type="checkbox"/>
Ages 10-14 <input type="checkbox"/>	Ages 35-44 <input type="checkbox"/>	Ages 75+ <input type="checkbox"/>
Ages 15-19 <input type="checkbox"/>	Ages 45-54 <input type="checkbox"/>	

20. What is your age?

21. How many years have you lived in Milwaukee County? years

22. Your Gender? ☐ (1) Male ☐ (2) Female

23. Which of the following best describes your race? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> (1) American Indian or Alaska Native | <input type="checkbox"/> (5) Native Hawaiian; Guamanian or Chamorro; Samoan; Other Pacific Islander |
| <input type="checkbox"/> (2) Asian Indian; Chinese; Filipino; Japanese; Korean; Vietnamese; Other Asian | <input type="checkbox"/> (6) White |
| <input type="checkbox"/> (3) Black, African American | <input type="checkbox"/> (7) Other: <input type="text"/> |
| <input type="checkbox"/> (4) Hispanic, Latino, or Spanish Origin | |

24. What is your household income?

- | | |
|--|--|
| <input type="checkbox"/> (1) Under \$25,000 | <input type="checkbox"/> (4) \$75,000-\$99,999 |
| <input type="checkbox"/> (2) \$25,000-\$49,999 | <input type="checkbox"/> (5) \$100,000-\$149,999 |
| <input type="checkbox"/> (3) \$50,000-\$74,999 | <input type="checkbox"/> (6) \$150,000 or more |

25. Please share any additional park needs, comments or concerns that you or your household may have:

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
The address information on the right will ONLY be used to help identify areas with special interests.

Milwaukee County, Wisconsin
Community Survey
c/o ETC Institute
725 W. Frontier Circle
Olathe, KS 66061

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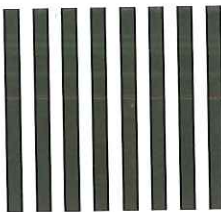
**Please Take a Few Minutes to Complete
the Enclosed Survey.
Your Input Is Needed to Help Us Serve
Our Community Better.**

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