

Milwaukee County Parks Household Survey Data Report

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Survey issued in August
of 2016 in support of the
Parks with Purpose
master planning initiative

Submitted to Milwaukee County by:

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725 W. Frontier Lane,
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February 2017





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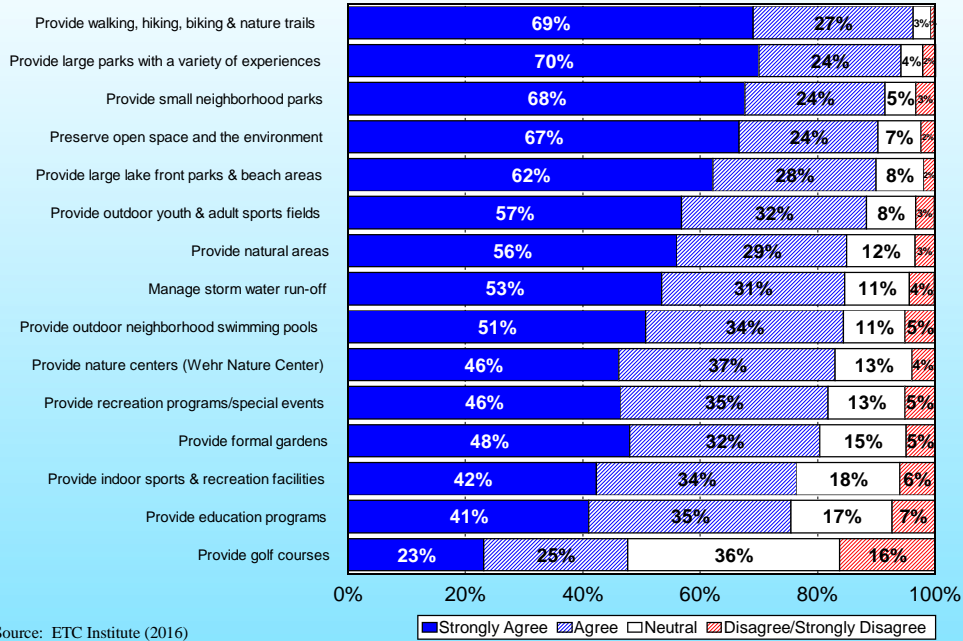
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Section 1

Charts and Graphs

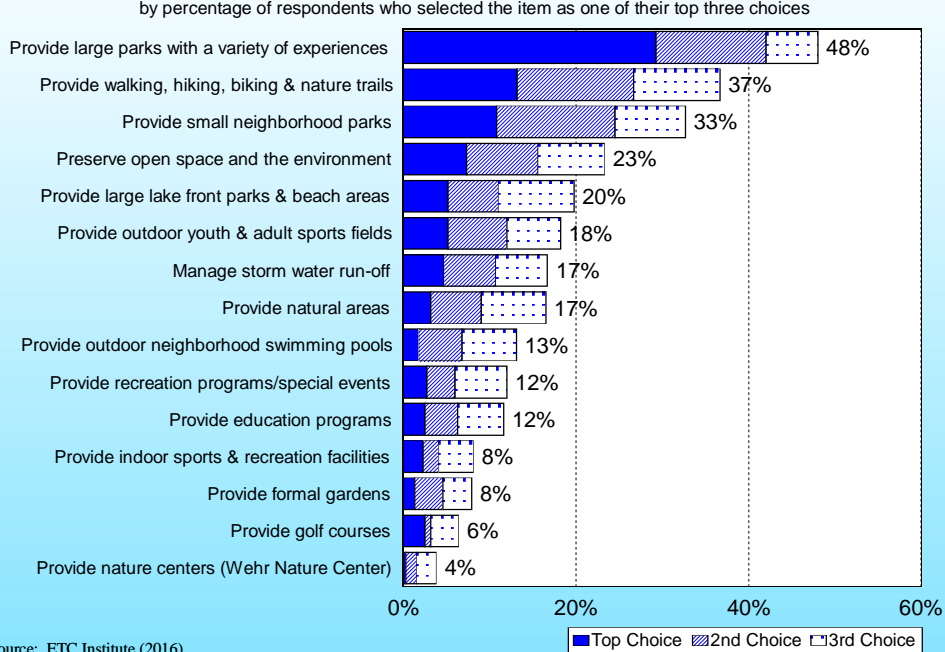
Q1. Level of Agreement with how Important it is for Milwaukee County Parks to Provide the Following

by percentage of respondents (excluding "Not Sure")



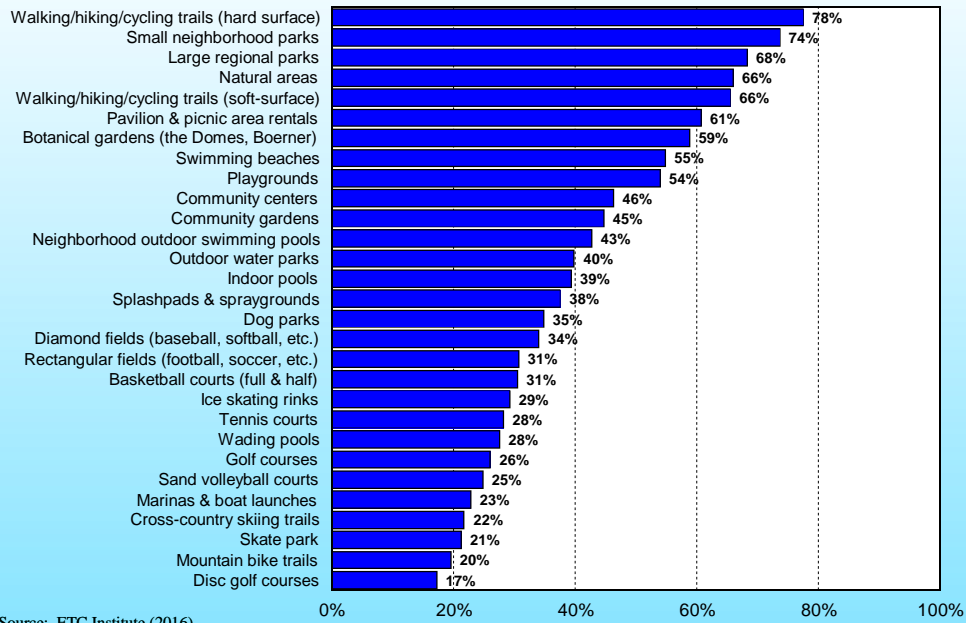
Q2. Which Three Statements are the Most Important Services and Facilities for Milwaukee County Parks to Provide

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



Q3. Households that Have a Need for Parks and Recreation Facilities

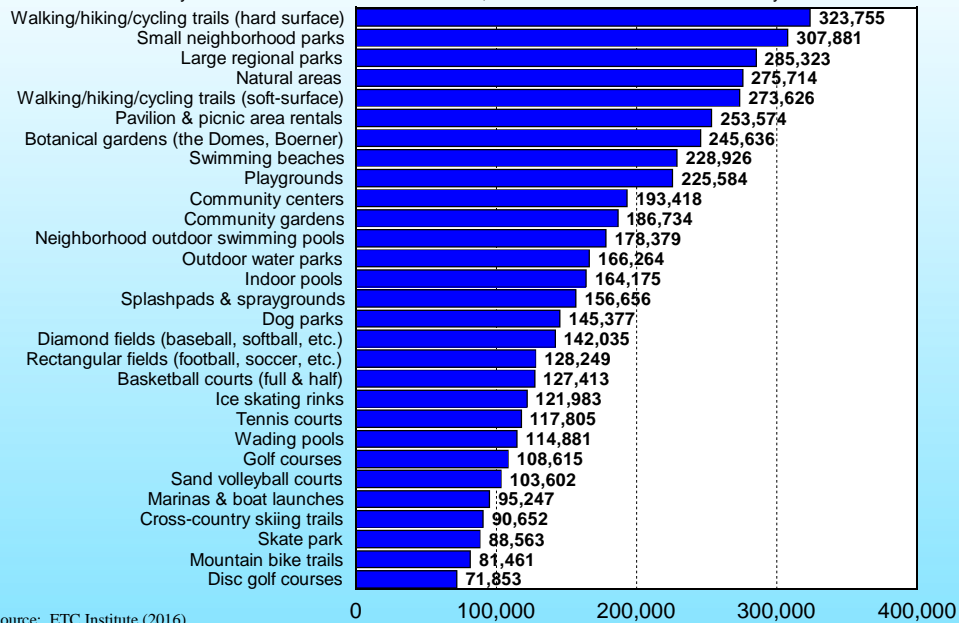
by percentage of respondents



Source: ETC Institute (2016)

Q3-1. Estimated Number of Households in Milwaukee County that Have a Need for Parks and Recreation Facilities

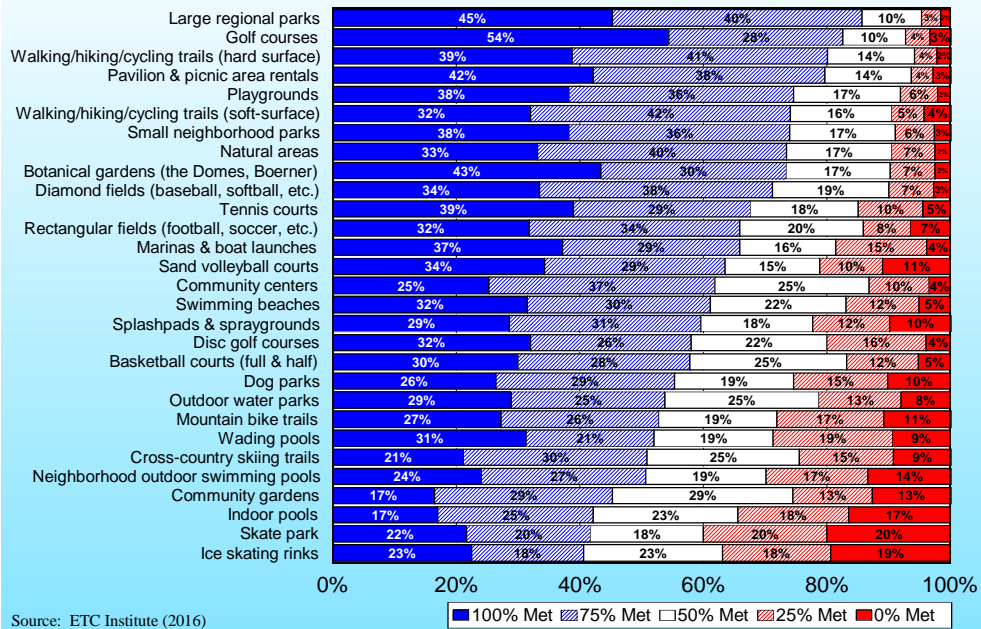
by number of households based on 417,749 households in Milwaukee County



Source: ETC Institute (2016)

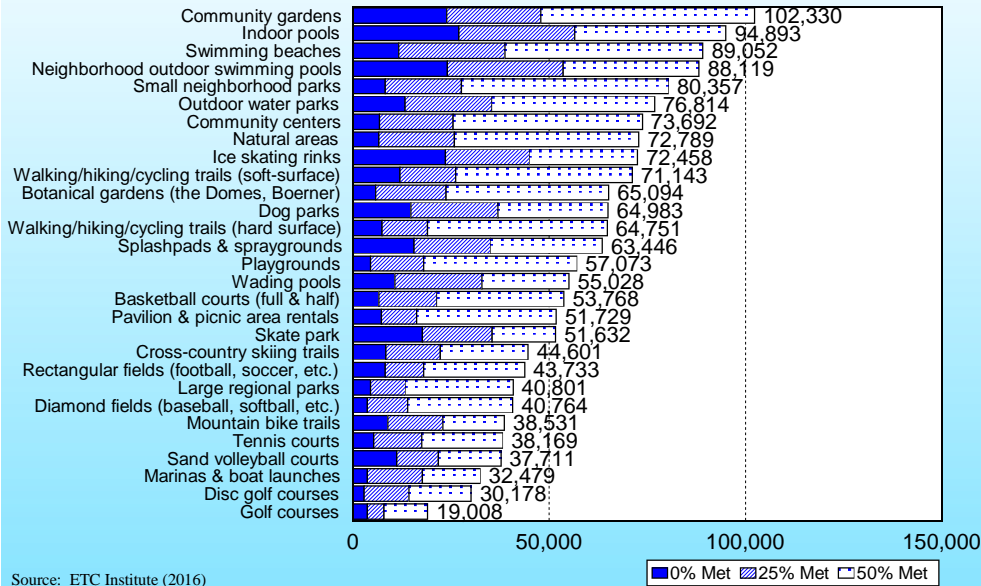
Q3-2. How Well Milwaukee County Parks Facilities are Meeting the Needs of Households

by percentage of households that have a need for facilities



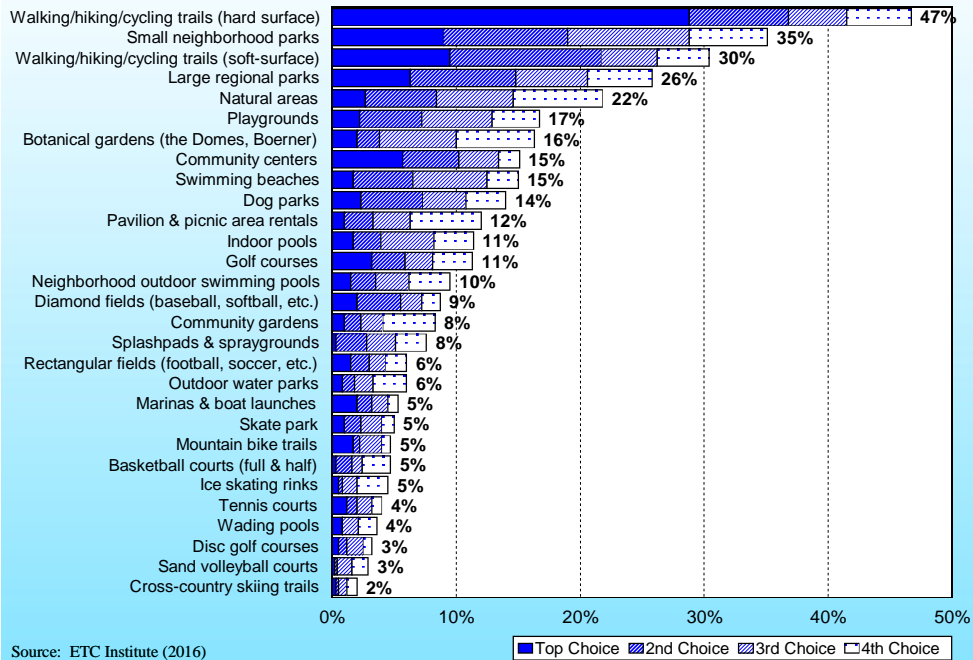
Q3-3. Estimated Number of Households in Milwaukee County Whose Needs for Parks and Recreation Facilities Are Only Being Met 50% or Less

by number of households based on 417,749 households in Milwaukee County

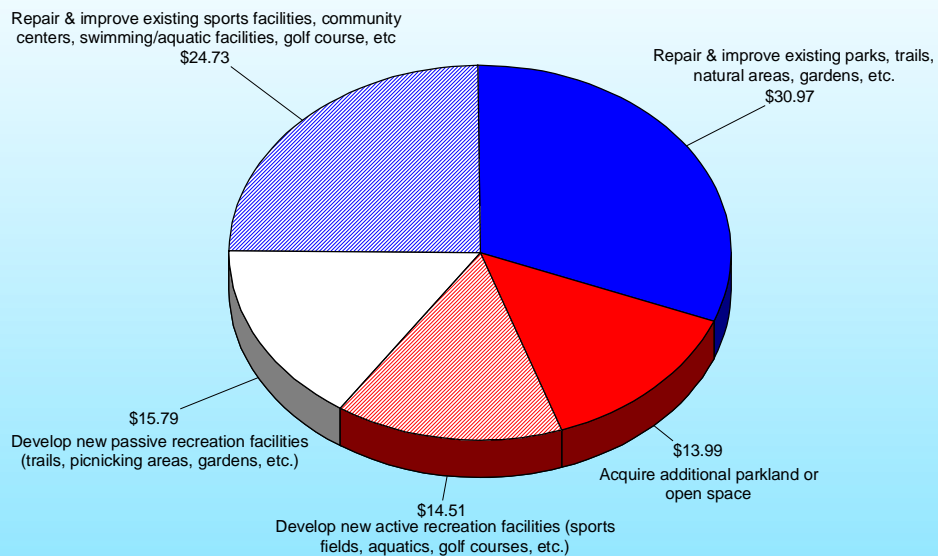


Q4. Parks and Recreation Facilities Most Important to Household

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

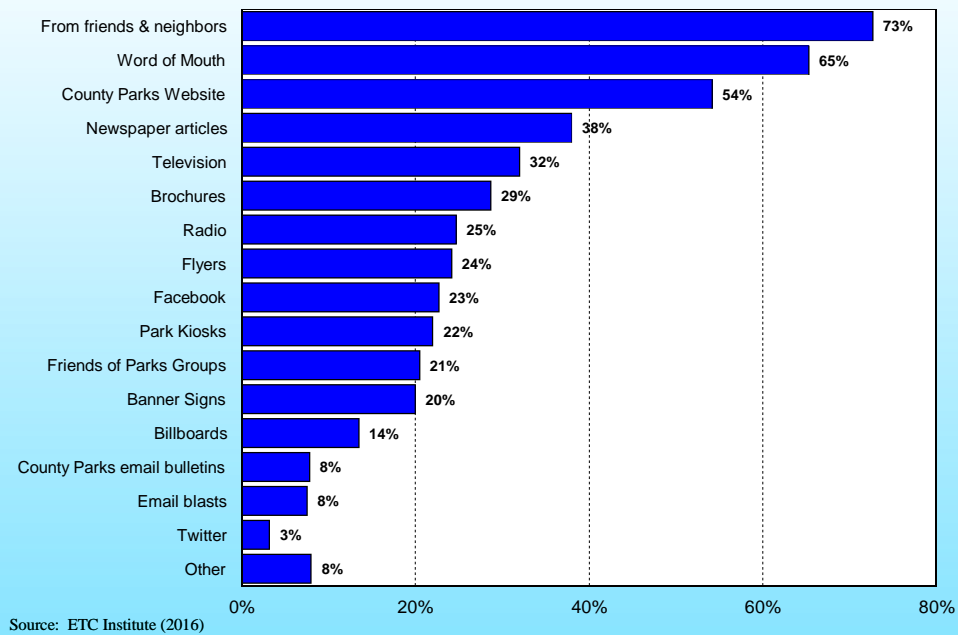


Q5. How Would You Allocate \$100 Among the Following Categories



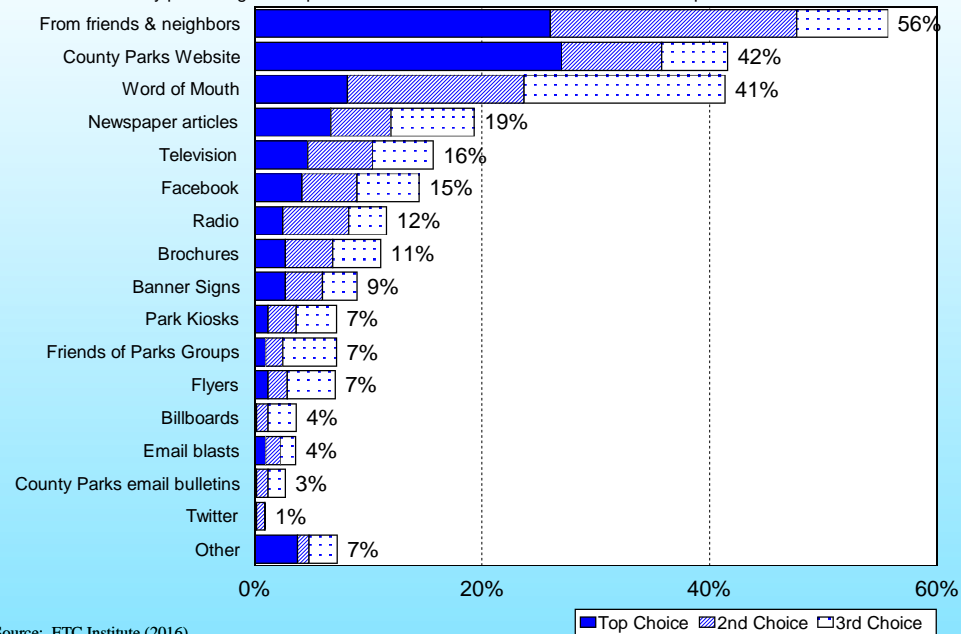
Q6. Ways Respondents Learn About Milwaukee County Parks Trails, Parks, Facilities, and Services

by percentage of respondents

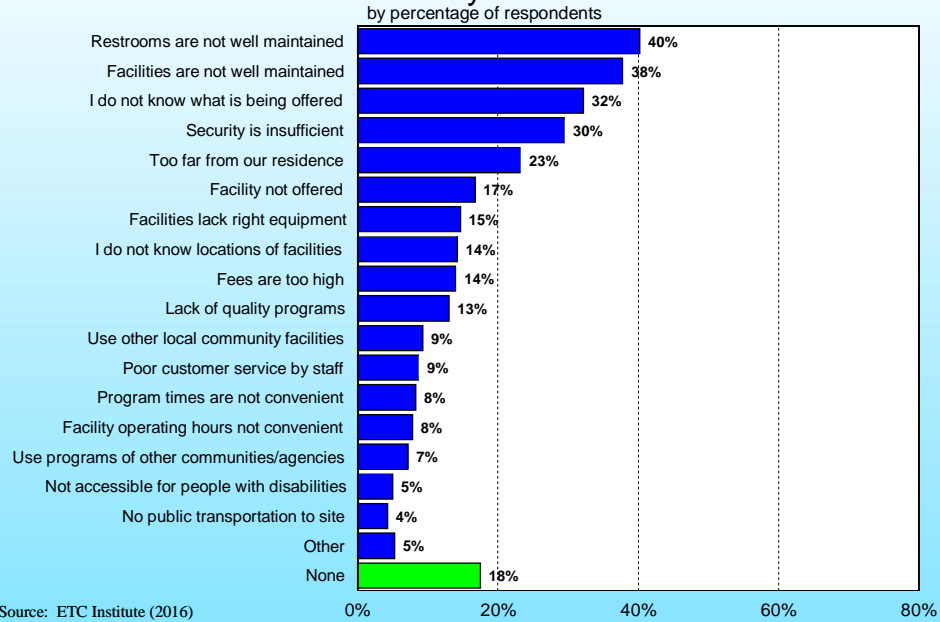


Q7. Ways Respondents Learn About Milwaukee County Parks Trails, Parks, Facilities, and Services Most Often

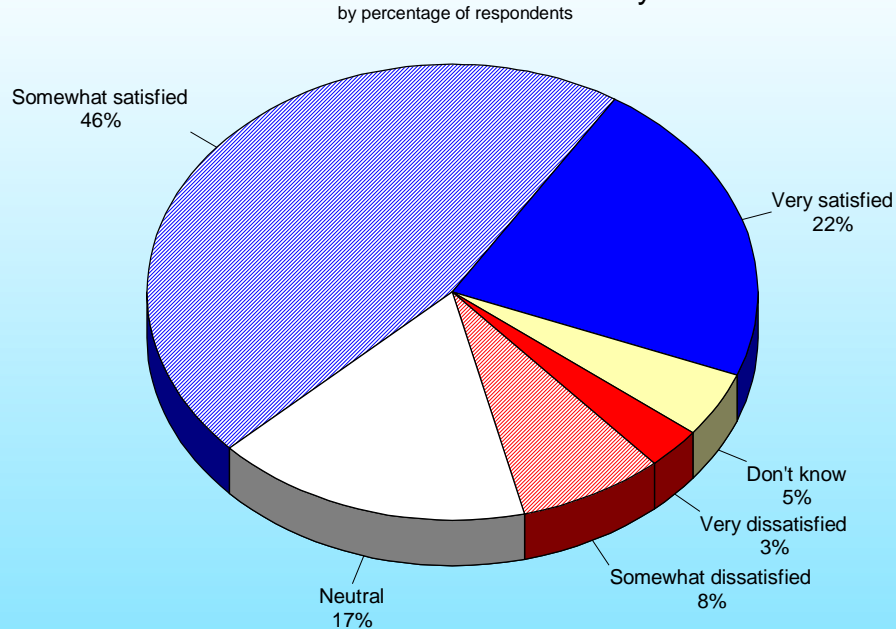
by percentage of respondents who selected the item as one of their top three choices



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

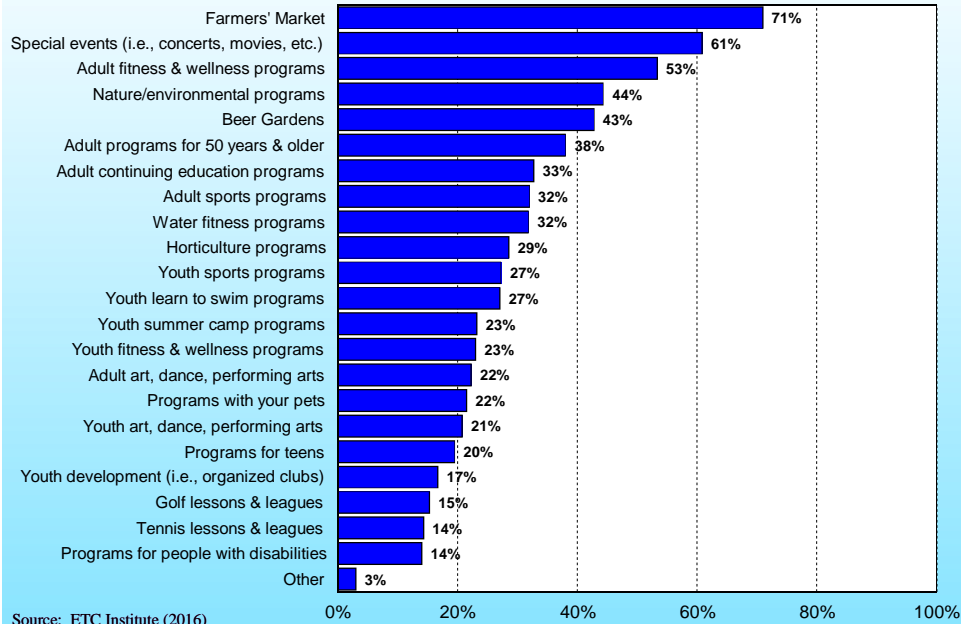


Q9. Satisfaction with the Overall Value Your Household Receives from Milwaukee County Parks



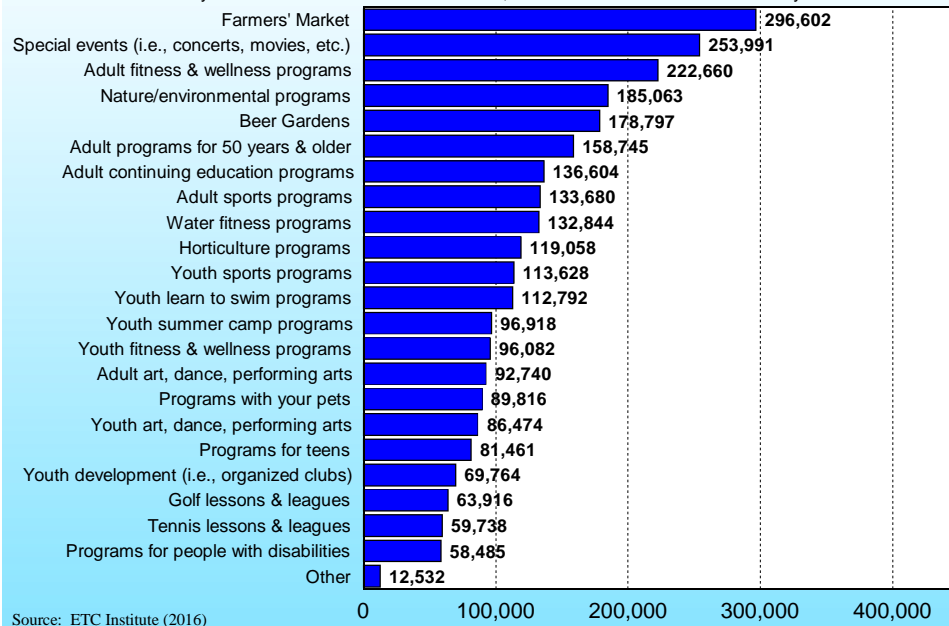
Q10. Households that Have a Need for Parks and Recreation Programs

by percentage of respondents



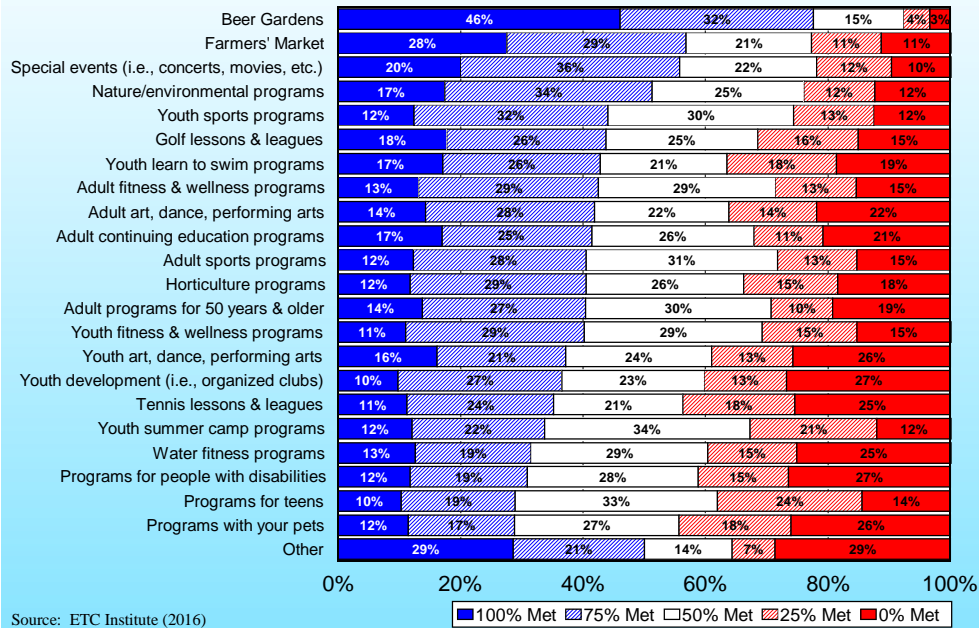
Q10-1. Estimated Number of Households in Milwaukee County that Have a Need for Parks and Recreation Programs

by number of households based on 417,749 households in Milwaukee County



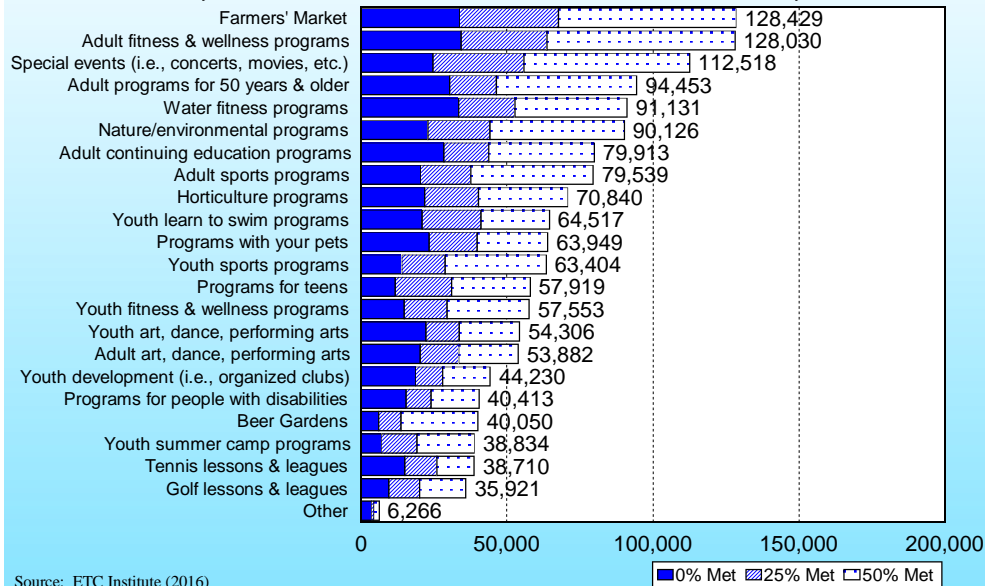
Q10-2. How Well Milwaukee County Parks Programs are Meeting the Needs of Households

by percentage of households that have a need for facilities



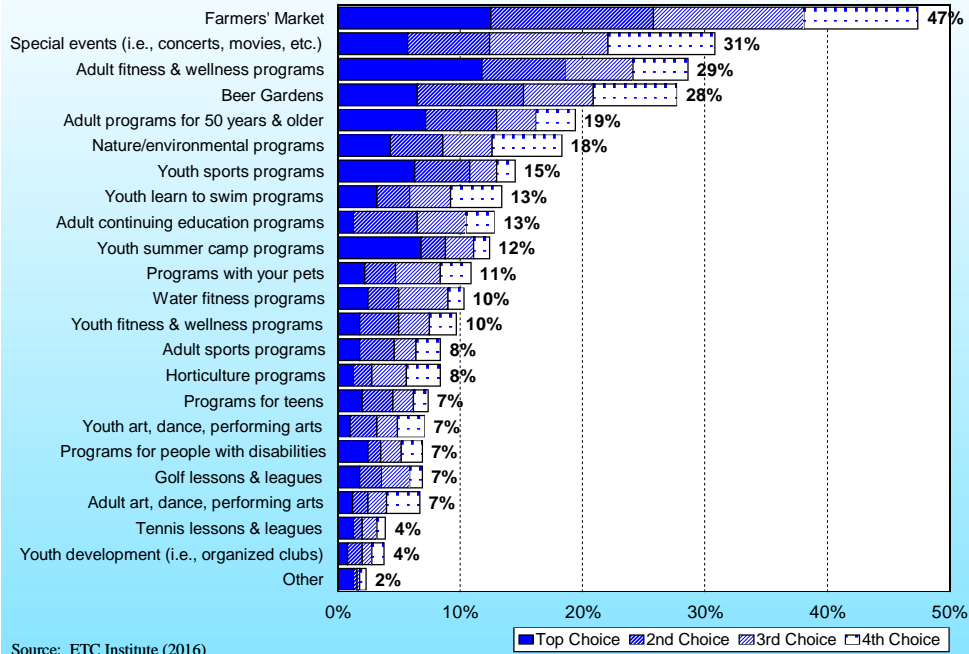
Q10-3. Estimated Number of Households in Milwaukee County Whose Needs for Parks and Recreation Programs Are Only Being Met 50% or Less

by number of households based on 417,749 households in Milwaukee County



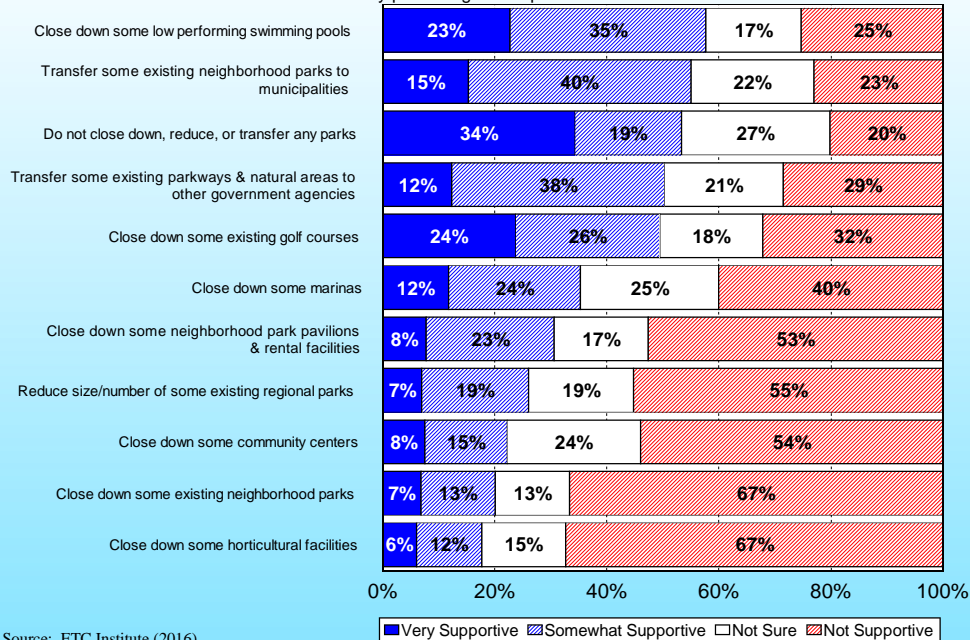
Q11. Parks and Recreation Programs Most Important to Household

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



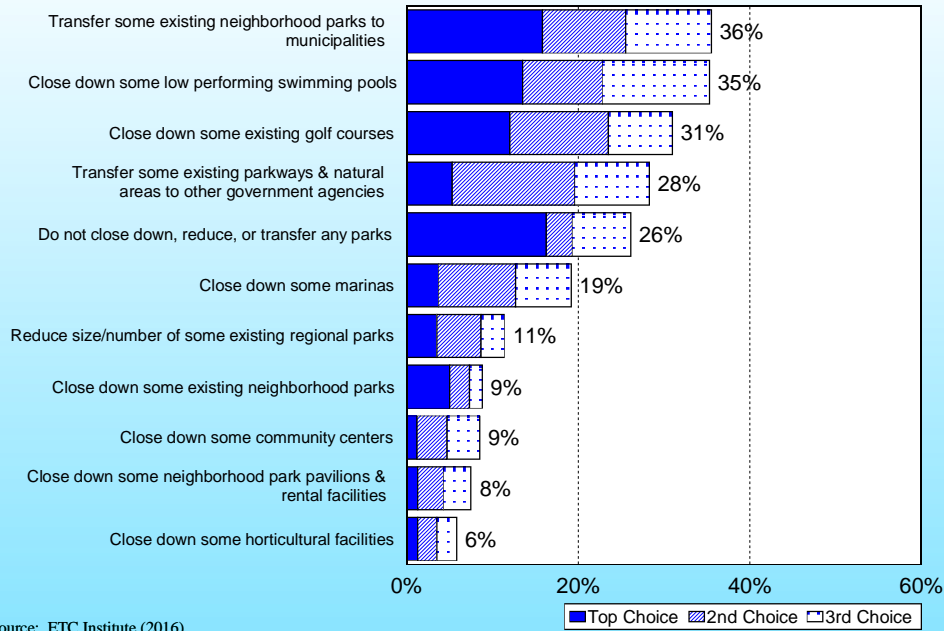
Q12. Level of Support for the Following Actions that Could be Taken to Reduce the Current Park System's Size

by percentage of respondents



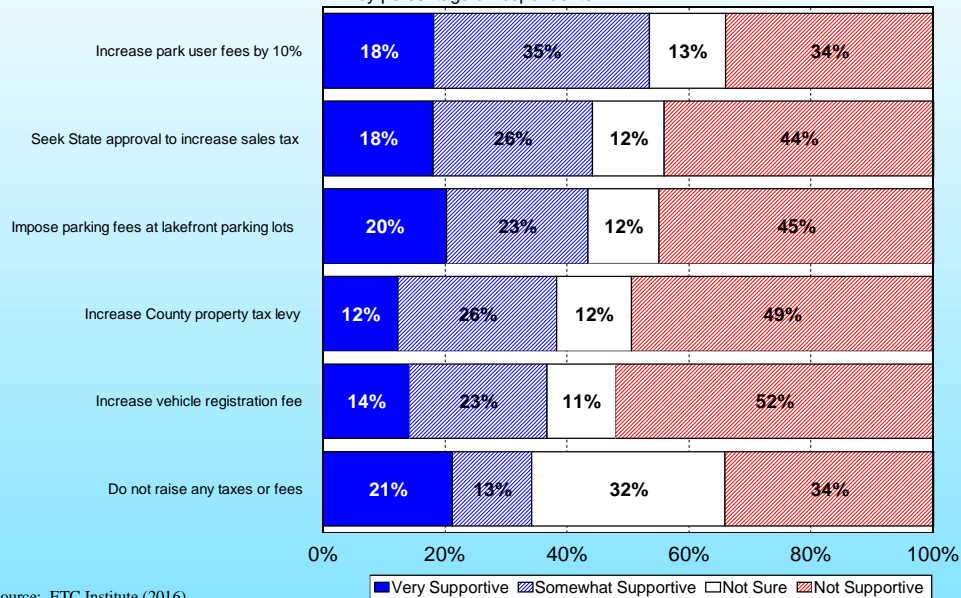
Q13. Which Three Potential Actions to Reduce the Size of the Milwaukee County Parks System Would You Most Support

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



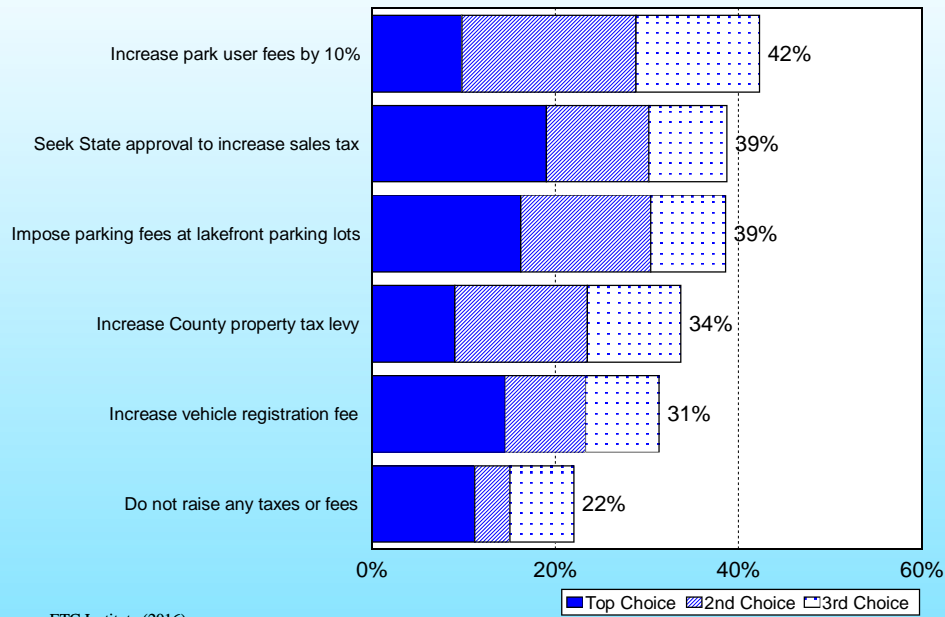
Q14. Level of Support for the Following Potential Tax Sources and Fee Revenues to Help Pay for Deferred Maintenance and Repair Issues

by percentage of respondents



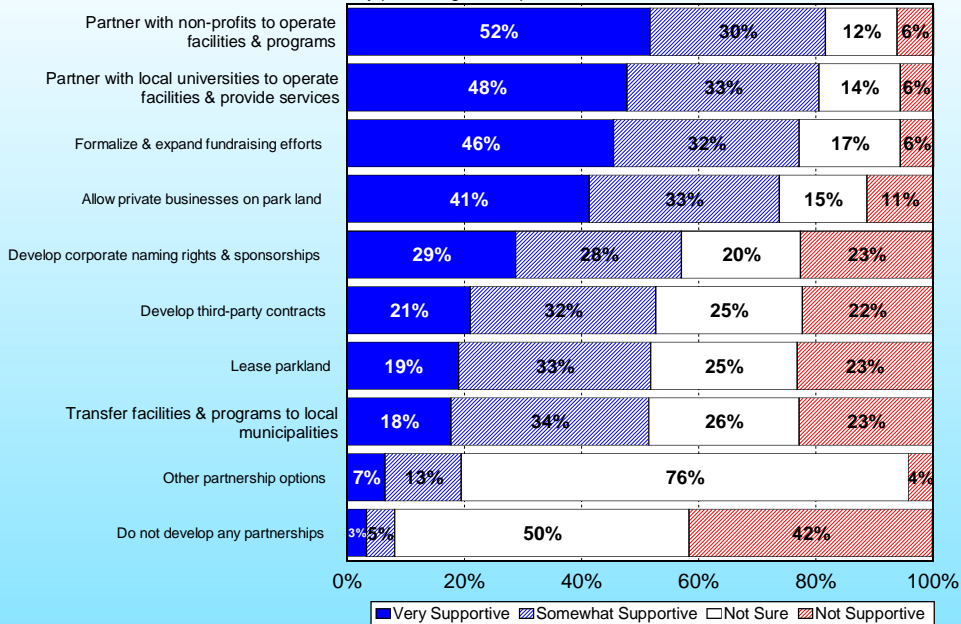
Q15. Which Three Potential Sources of Tax and Fee Revenues Would You Most Support

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



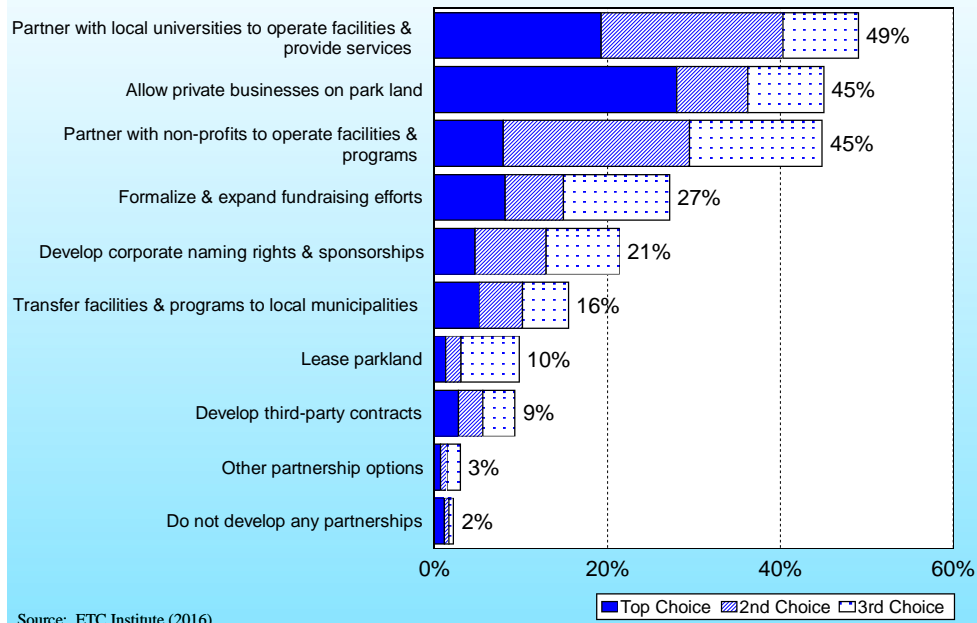
Q16. Level of Support for the Following Actions to Support the Park System's Operations, Maintenance, and Improvement of Facilities

by percentage of respondents



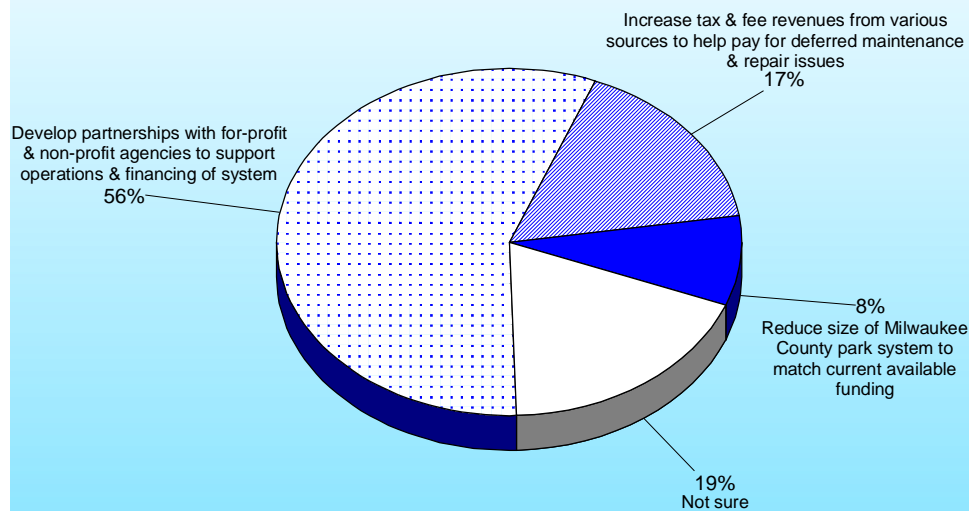
Q17. Which Three Potential Actions to Support the System's Operations and Financing Would You Most Support

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

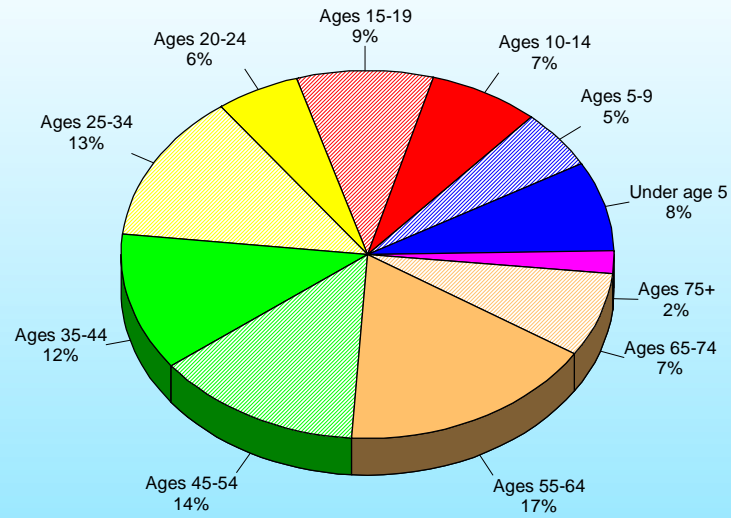


Q18. Which One Action Would You Most Prefer Milwaukee County Taking to Resolve Unfunded Deferred Maintenance and Repair Issues for Existing Outdoor and Indoor Parks, Trails, and Other Related Cultural and Recreation Facilities

by percentage of respondents

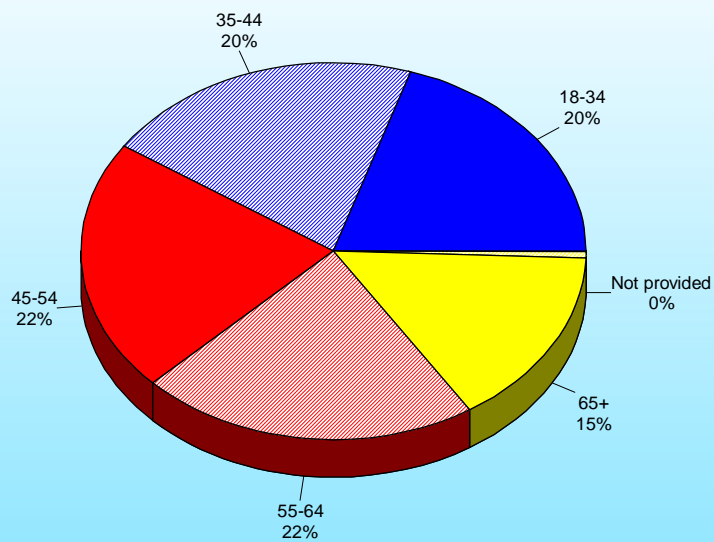


Q19. Demographics: Ages of Household Members
by percentage of respondents



Source: ETC Institute (2016)

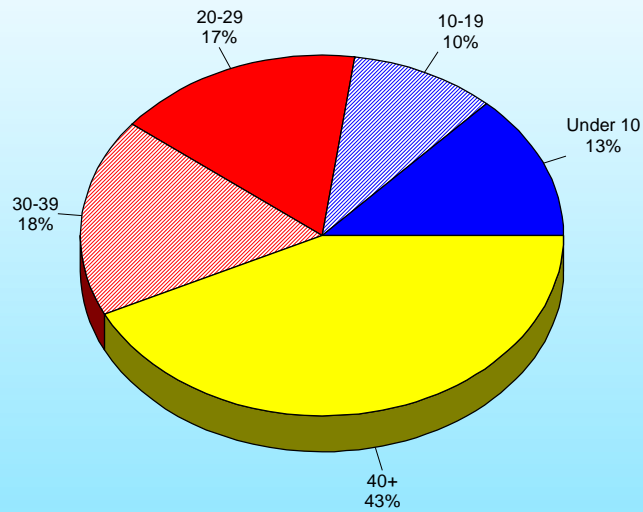
Q20. Demographics: Respondent Age
by percentage of respondents



Source: ETC Institute (2016)

Q21. Demographics: How Many Years Respondent has Lived in Milwaukee County

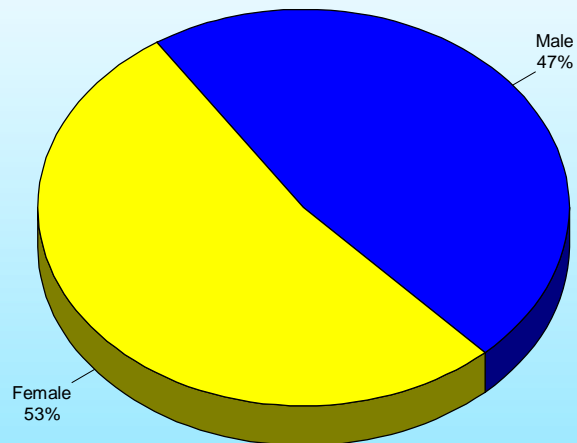
by percentage of respondents



Source: ETC Institute (2016)

Q22. Demographics: Gender

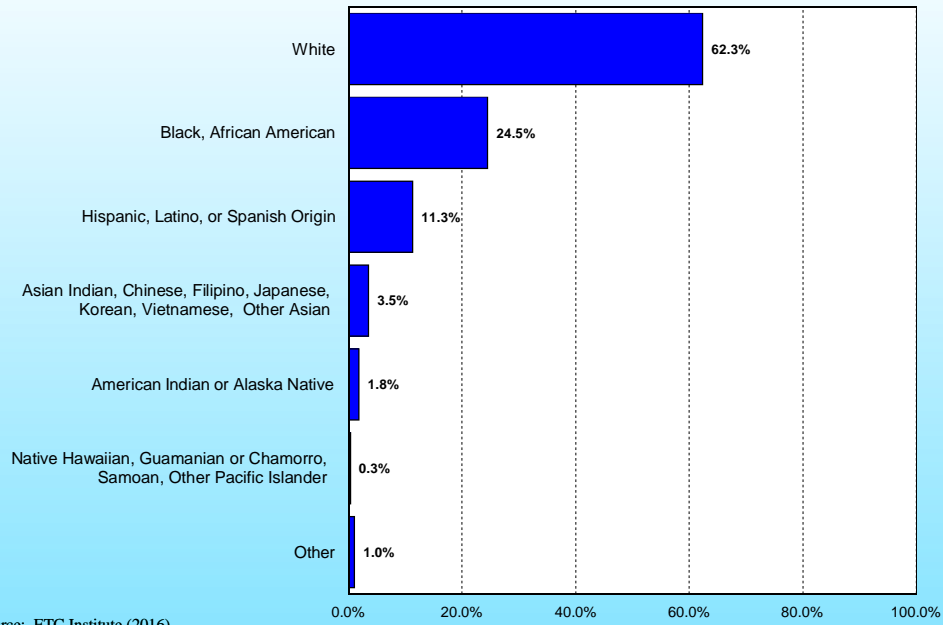
by percentage of respondents



Source: ETC Institute (2016)

Q23. Demographics: Which of the Following Best Describes Your Race

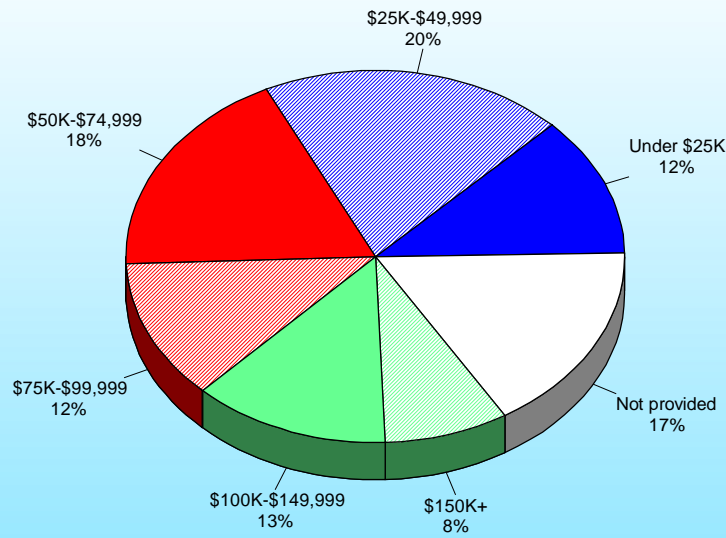
by percentage of respondents



Source: ETC Institute (2016)

Q24. Demographics: Household Income

by percentage of respondents



Source: ETC Institute (2016)

Section 2

Priority Investment Rating

Priority Investment Rating

Milwaukee County Parks

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

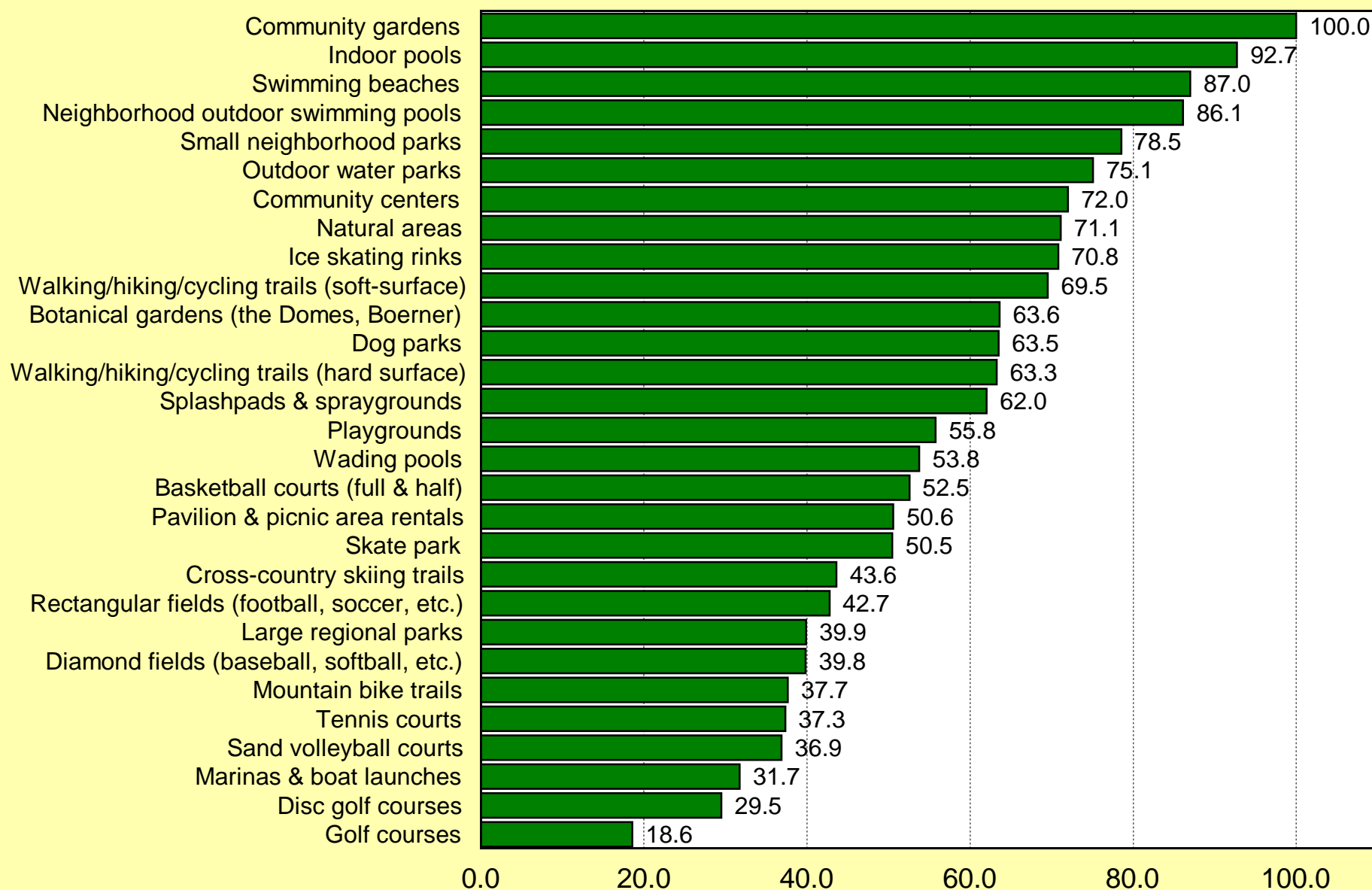
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

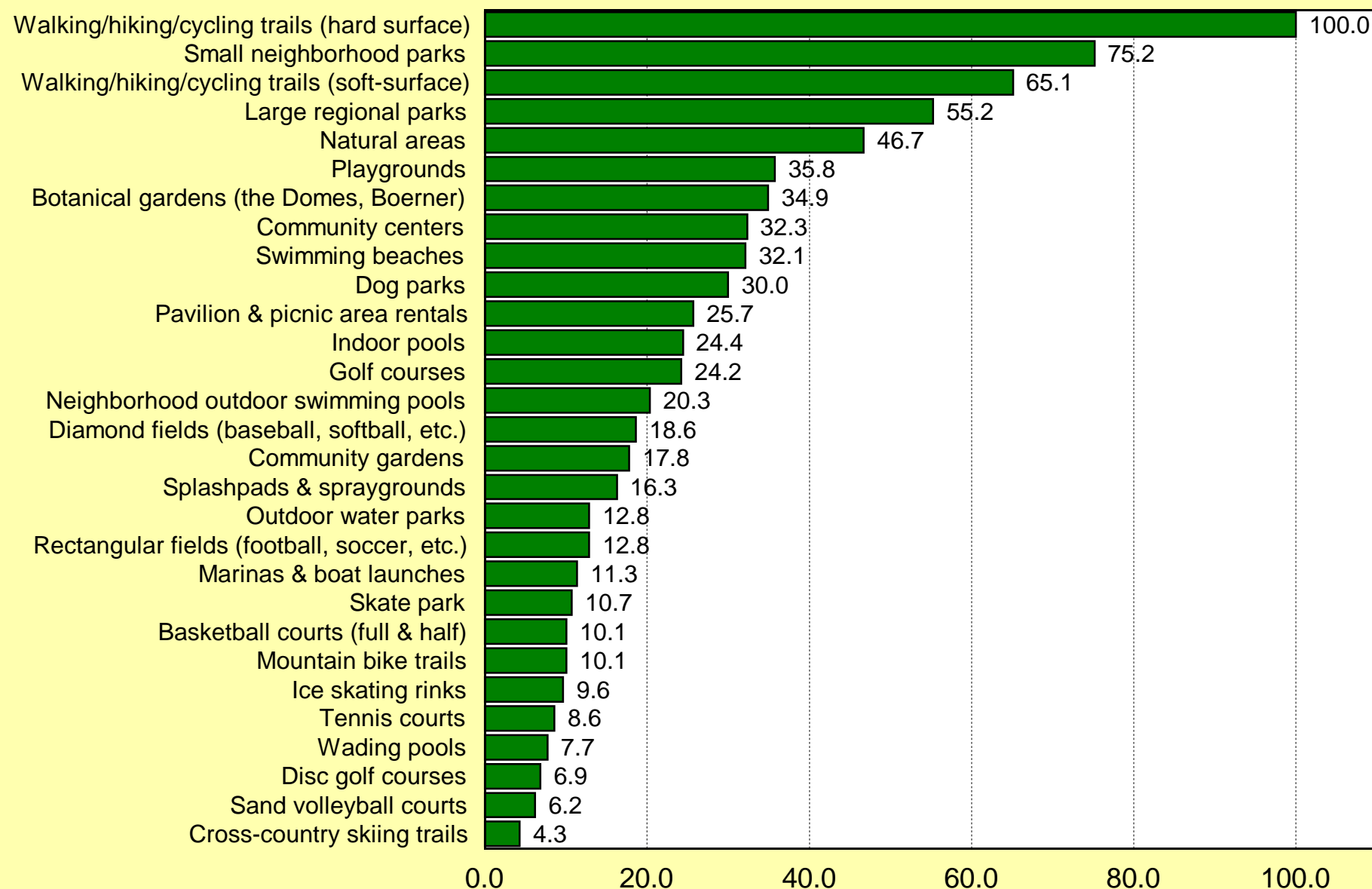


Source: ETC Institute (2016)

Importance Rating for Facilities

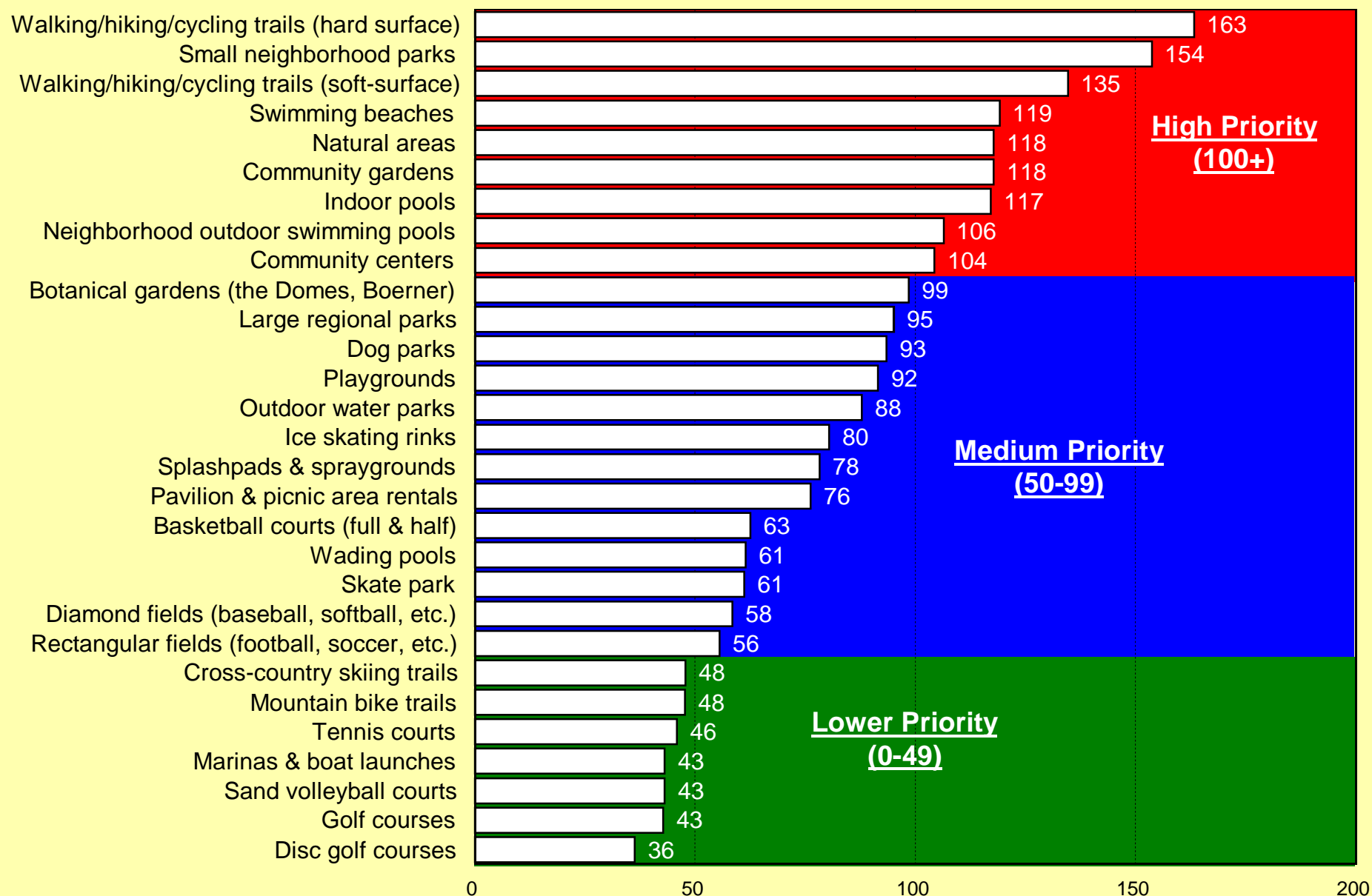
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Facilities Based on the Priority Investment Rating

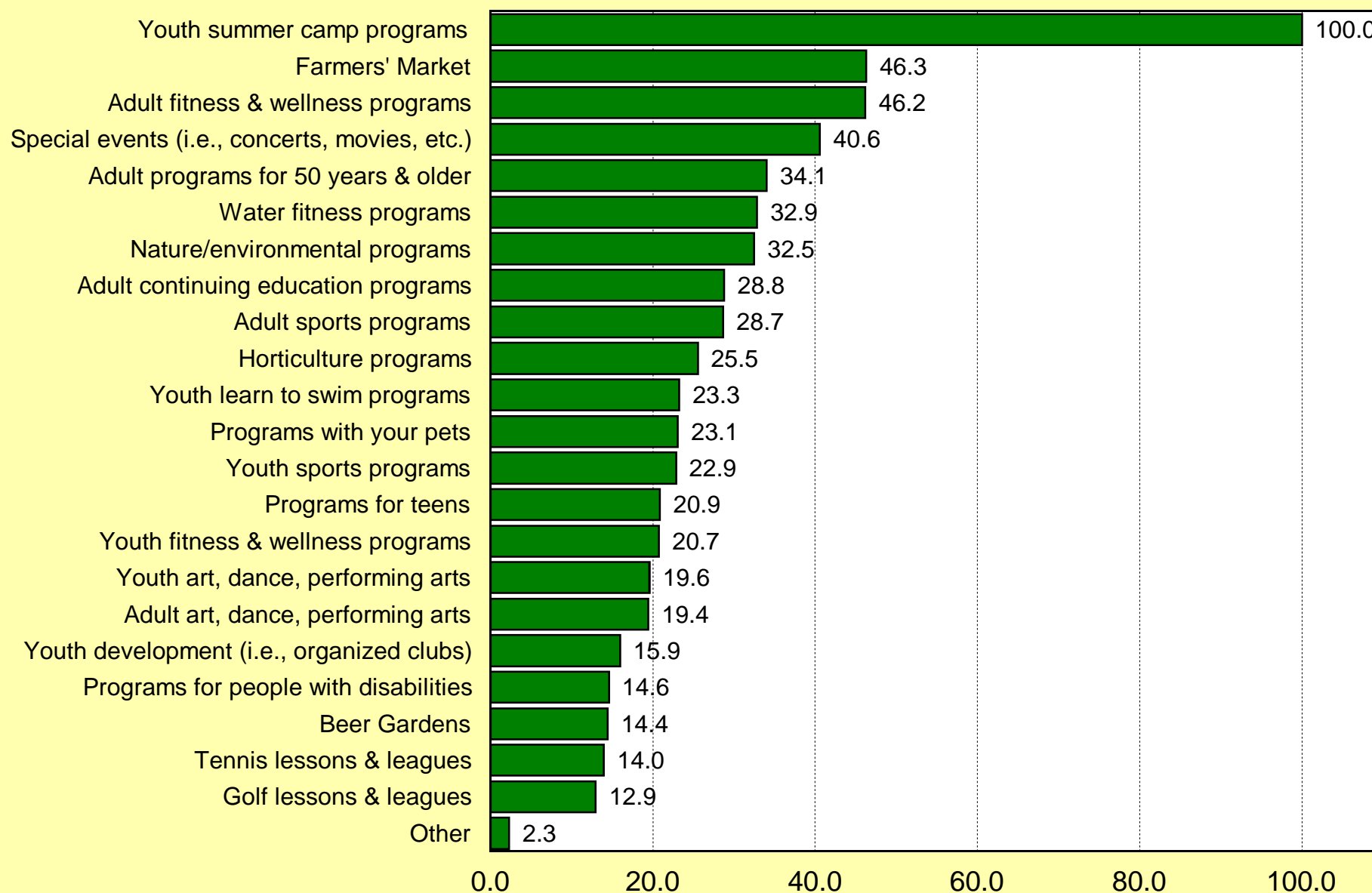


Source: ETC Institute (2016)

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

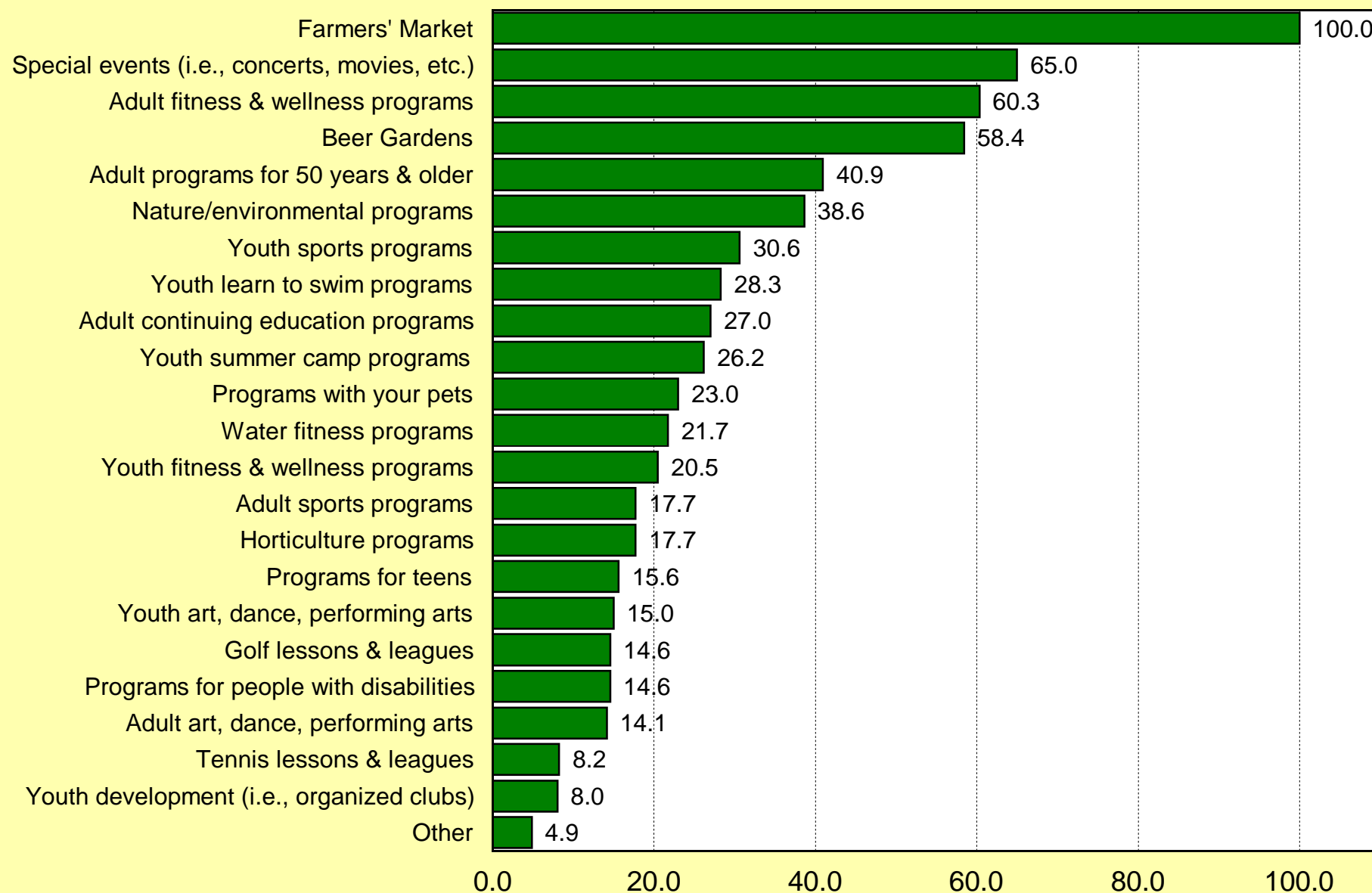


Source: ETC Institute (2016)

Importance Rating for Programs

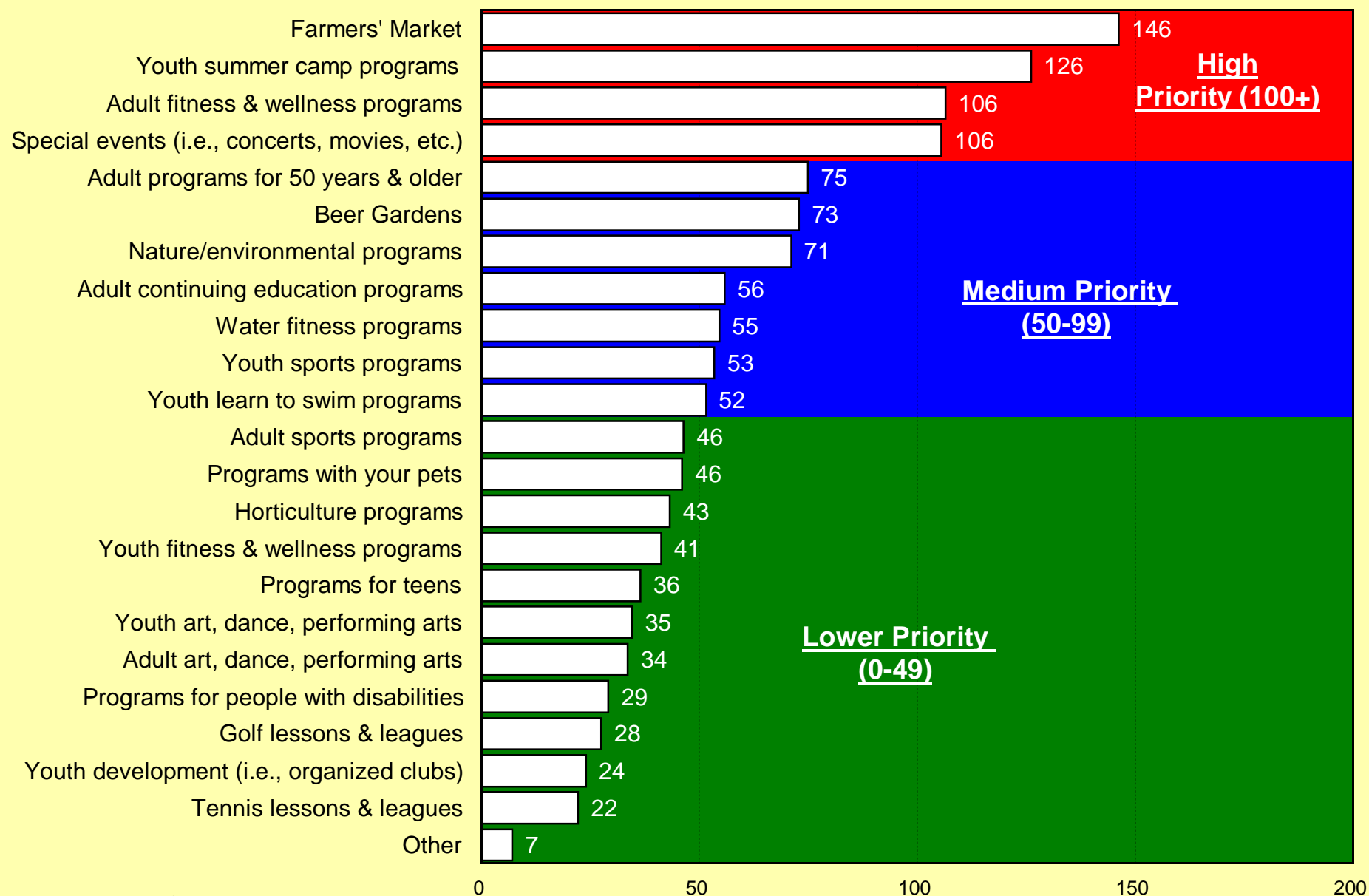
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Milwaukee County Parks

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities across the country.

The results of these surveys provide an unparalleled parks and recreation data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Milwaukee County Parks were compared to ETC Institute’s National Benchmarks parks and recreation data base to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Milwaukee County Parks is not authorized without written consent from ETC Institute.

Benchmarking for Milwaukee County		
	<i>National Average</i>	<i>Milwaukee County 2016</i>
Satisfaction with the overall value received from the parks and recreation department		
Very Satisfied	29%	22%
Somewhat Satisfied	34%	46%
Neutral	20%	17%
Somewhat Dissatisfied	6%	8%
Very Dissatisfied	3%	3%
Don't Know	7%	5%
Ways respondents learn about recreation programs and activities		
Departmental Brochure (Seasonal program guide)	54%	29%
E-mail bulletins/notification (Email)	11%	8%
Flyers/Materials at City/County/Park District facilities	18%	24%
Flyers	27%	24%
Newspaper	37%	38%
Radio	13%	25%
TV/Cable Access	13%	32%
Website	31%	54%
Word of Mouth	43%	65%
Social media - Facebook	11%	23%

Benchmarking for Milwaukee County		
	<i>National Average</i>	<i>Milwaukee County 2016</i>
Reasons preventing the use of parks and recreation facilities and programs more often		
Facilities do not have right equipment	8%	15%
Facilities are not well maintained	7%	38%
Facility operating hours are not convenient	7%	8%
Fees are too expensive	15%	14%
I do not know location of facilities	12%	14%
I do not know what is being offered	24%	32%
Lack of accessibility (Not accessible for people w disabilities)	4%	5%
Lack of quality programs	8%	13%
Program times are not convenient	16%	8%
Security is insufficient	9%	30%
Too far from residence	12%	23%
Use facilities in other Cities/Park Districts	10%	9%
Use facilities/programs of other organizations	16%	7%
Recreation <u>programs</u> that respondent households have a need for		
Adult arts, dance, performing arts	21%	22%
Adult continuing education programs	29%	33%
Adult fitness and wellness programs	46%	53%
Adult sports programs	22%	32%
Golf lessons and leagues (Golf lessons)	18%	15%
Nature programs/environmental education	31%	44%
Programs for people with disabilities	12%	14%
Seniors/Adult programs for 50 years and older	25%	38%
Special events	40%	61%

Benchmarking for Milwaukee County		
	<i>National Average</i>	<i>Milwaukee County 2016</i>
Recreation <u>programs</u> that respondent households have a need for		
Teen programs	17%	20%
Tennis lessons and leagues	16%	14%
Water fitness programs	29%	32%
Youth art, dance, performing arts	18%	21%
Youth fitness and wellness programs	19%	23%
Youth Learn to Swim programs	25%	27%
Youth sports programs	26%	27%
Youth summer camp programs	19%	23%
Most important recreation <u>programs</u>		
Adult arts, dance, performing arts	8%	7%
Adult continuing education programs	13%	13%
Adult fitness and wellness programs	30%	31%
Adult sports programs	9%	8%
Golf lessons and leagues	8%	7%
Nature programs/environmental education	13%	18%
Programs for people with special needs/disabled	5%	7%
Seniors/Adult programs for 50 years and older	15%	19%
Special events	21%	47%
Teen programs	7%	7%
Tennis lessons and leagues	6%	4%
Water fitness programs	14%	10%
Youth art, dance, performing arts	6%	7%
Youth fitness and wellness programs	7%	10%
Youth Learn to Swim programs	14%	13%
Youth sports programs	14%	15%
Youth summer camp programs	9%	12%

Benchmarking for Milwaukee County		
	<i>National Average</i>	<i>Milwaukee County 2016</i>
Parks and recreation <u>facilities</u> that respondent households have a need for		
18 Hole Golf Course	28%	26%
Boat Facilities/Paddle Boats	29%	23%
Community Gardens	31%	45%
Community/Recreation Centers	41%	46%
Ice-Skating Rinks	26%	29%
Indoor Swimming Pools/Aquatic Center	41%	39%
Large Multi Use Community Parks	56%	68%
Mountain bike trails	21%	20%
Natural areas/wildlife habitats (Greenspace and natural areas)	50%	66%
Dog parks	28%	35%
Basketball courts	23%	31%
Outdoor Swimming Pools/Aquatic Center	43%	40%
Picnic Areas and Shelters	52%	61%
Playground Equipment for Children	43%	54%
Skateboarding Park/Area	12%	21%
Small neighborhood parks	59%	74%
Soccer, Lacrosse Fields (Outdoor field space)	21%	31%
Splash park/pad	28%	38%
Tennis Courts	26%	28%
Ultimate Frisbee/Disc Golf	15%	17%
Most important parks and recreation <u>facilities</u>		
18 Hole Golf Course	11%	11%
Boat Facilities/Paddle Boats	9%	5%
Community Gardens	9%	8%
Community/Recreation Centers	13%	15%
Ice-Skating Rinks	7%	5%
Indoor Swimming Pools/Aquatic Facilities	16%	11%
Large Community Parks	19%	26%
Mountain bike trails	6%	5%

Benchmarking for Milwaukee County		
	<i>National Average</i>	<i>Milwaukee County 2016</i>
Most important parks and recreation facilities		
Natural areas/wildlife habitats (Greenspace and natural areas)	17%	22%
Dog Park	14%	14%
Basketball Courts	4%	5%
Outdoor Swimming Pools/Aquatic Facilities	19%	6%
Picnic Areas and Shelters	15%	12%
Playground Equipment for Children	18%	17%
Skateboarding Area	2%	5%
Small Neighborhood Parks	26%	35%
Soccer, Lacrosse Fields (Outdoor field space)	8%	6%
Splash park/pad	9%	8%
Tennis Courts	7%	4%
Ultimate Frisbee/Disc Golf	3%	3%

Section 4

Tabular Data

Q1. 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.

(N=600)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
Q1-1. Provide large parks that serve residents throughout the County with a variety of experiences	69.5%	24.0%	3.7%	1.7%	0.5%	0.7%
Q1-2. Provide small neighborhood parks (playgrounds/tennis courts, etc.)	67.0%	23.7%	5.2%	2.0%	1.3%	0.8%
Q1-3. Preserve open space & environment	65.5%	23.3%	7.2%	1.2%	1.2%	1.7%
Q1-4. Provide education programs (environment/life-long skills/conservation)	40.2%	33.8%	16.8%	4.3%	2.8%	2.0%
Q1-5. Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens & bioswales	51.7%	30.2%	10.7%	2.8%	1.3%	3.3%
Q1-6. Provide outdoor youth & adult sports fields for baseball, softball, soccer, football, cricket, etc	56.2%	31.2%	8.3%	1.8%	1.3%	1.2%
Q1-7. Provide youth & adult recreation programs/special events	45.7%	34.8%	12.8%	3.0%	2.0%	1.7%
Q1-8. Provide walking, hiking, biking & nature trails	68.2%	27.0%	3.0%	0.3%	0.3%	1.2%
Q1-9. Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc	54.8%	28.3%	11.3%	2.7%	0.7%	2.2%
Q1-10. Provide nature centers (Wehr Nature Center)	45.3%	36.3%	12.8%	2.5%	1.3%	1.7%
Q1-11. Provide formal gardens (Botanical, Horticultural Conservatory-Boerner, The Domes)	47.3%	32.0%	14.5%	3.3%	1.5%	1.3%
Q1-12. Provide large lake front parks & beach areas, with facilities for boating, fishing, & marinas	61.2%	27.3%	8.0%	1.3%	0.5%	1.7%
Q1-13. Provide indoor sports & recreation facilities (community centers, indoor pools, indoor sports fields & courts)	41.3%	33.3%	17.2%	4.2%	1.7%	2.3%
Q1-14. Provide outdoor neighborhood swimming pools, splash pads, etc	49.7%	33.0%	10.3%	3.2%	1.8%	2.0%
Q1-15. Provide golf courses	22.3%	23.8%	35.0%	10.0%	5.7%	3.2%

WITHOUT NOT SURE

Q1. 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. (without "not sure")

(N=600)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q1-1. Provide large parks that serve residents throughout the County with a variety of experiences	70.0%	24.2%	3.7%	1.7%	0.5%
Q1-2. Provide small neighborhood parks (playgrounds/ tennis courts, etc.)	67.6%	23.9%	5.2%	2.0%	1.3%
Q1-3. Preserve open space & environment	66.6%	23.7%	7.3%	1.2%	1.2%
Q1-4. Provide education programs (environment/life-long skills/conservation)	41.0%	34.5%	17.2%	4.4%	2.9%
Q1-5. Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens & bioswales	53.4%	31.2%	11.0%	2.9%	1.4%
Q1-6. Provide outdoor youth & adult sports fields for baseball, softball, soccer, football, cricket, etc.	56.8%	31.5%	8.4%	1.9%	1.3%
Q1-7. Provide youth & adult recreation programs/special events	46.4%	35.4%	13.1%	3.1%	2.0%
Q1-8. Provide walking, hiking, biking & nature trails	69.0%	27.3%	3.0%	0.3%	0.3%
Q1-9. Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc	56.0%	29.0%	11.6%	2.7%	0.7%
Q1-10. Provide nature centers (Wehr Nature Center)	46.1%	36.9%	13.1%	2.5%	1.4%
Q1-11. Provide formal gardens (Botanical, Horticultural Conservatory-Boerner, The Domes)	48.0%	32.4%	14.7%	3.4%	1.5%
Q1-12. Provide large lake front parks & beach areas, with facilities for boating, fishing, & marinas	62.2%	27.8%	8.1%	1.4%	0.5%
Q1-13. Provide indoor sports & recreation facilities (community centers, indoor pools, indoor sports fields & courts)	42.3%	34.1%	17.6%	4.3%	1.7%
Q1-14. Provide outdoor neighborhood swimming pools, splash pads, etc.	50.7%	33.7%	10.5%	3.2%	1.9%
Q1-15. Provide golf courses	23.1%	24.6%	36.1%	10.3%	5.9%

Q2. 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?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Provide large parks that serve residents throughout the County with a variety of experiences	176	29.3 %
Provide small neighborhood parks (playgrounds/tennis courts, etc.)	65	10.8 %
Preserve open space & environment	44	7.3 %
Provide education programs (environment/life-long skills/conservation)	15	2.5 %
Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens & bioswales	28	4.7 %
Provide outdoor youth & adult sports fields for baseball, softball, soccer, football, cricket, etc	31	5.2 %
Provide youth & adult recreation programs/special events	16	2.7 %
Provide walking, hiking, biking & nature trails	79	13.2 %
Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc	19	3.2 %
Provide nature centers (Wehr Nature Center)	2	0.3 %
Provide formal gardens (Botanical, Horticultural Conservatory-Boerner, The Domes)	8	1.3 %
Provide large lake front parks & beach areas, with facilities for boating, fishing, & marinas	31	5.2 %
Provide indoor sports & recreation facilities (community centers, indoor pools, indoor sports fields & courts)	14	2.3 %
Provide outdoor neighborhood swimming pools, splash pads, etc	11	1.8 %
Provide golf courses	15	2.5 %
None chosen	46	7.7 %
Total	600	100.0 %

Q2. 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?

Q2. 2nd choice	Number	Percent
Provide large parks that serve residents throughout the County with a variety of experiences	76	12.7 %
Provide small neighborhood parks (playgrounds/tennis courts, etc.)	82	13.7 %
Preserve open space & environment	50	8.3 %
Provide education programs (environment/life-long skills/conservation)	23	3.8 %
Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens & bioswales	36	6.0 %
Provide outdoor youth & adult sports fields for baseball, softball, soccer, football, cricket, etc	41	6.8 %
Provide youth & adult recreation programs/special events	20	3.3 %
Provide walking, hiking, biking & nature trails	81	13.5 %
Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc	35	5.8 %
Provide nature centers (Wehr Nature Center)	7	1.2 %
Provide formal gardens (Botanical, Horticultural Conservatory-Boerner, The Domes)	20	3.3 %
Provide large lake front parks & beach areas, with facilities for boating, fishing, & marinas	35	5.8 %
Provide indoor sports & recreation facilities (community centers, indoor pools, indoor sports fields & courts)	11	1.8 %
Provide outdoor neighborhood swimming pools, splash pads, etc	30	5.0 %
Provide golf courses	4	0.7 %
None chosen	49	8.2 %
Total	600	100.0 %

Q2. 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?

Q2. 3rd choice	Number	Percent
Provide large parks that serve residents throughout the County with a variety of experiences	36	6.0 %
Provide small neighborhood parks (playgrounds/tennis courts, etc.)	49	8.2 %
Preserve open space & environment	46	7.7 %
Provide education programs (environment/life-long skills/conservation)	32	5.3 %
Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens & bioswales	36	6.0 %
Provide outdoor youth & adult sports fields for baseball, softball, soccer, football, cricket, etc	37	6.2 %
Provide youth & adult recreation programs/special events	36	6.0 %
Provide walking, hiking, biking & nature trails	60	10.0 %
Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc	45	7.5 %
Provide nature centers (Wehr Nature Center)	14	2.3 %
Provide formal gardens (Botanical, Horticultural Conservatory-Boerner, The Domes)	20	3.3 %
Provide large lake front parks & beach areas, with facilities for boating, fishing, & marinas	53	8.8 %
Provide indoor sports & recreation facilities (community centers, indoor pools, indoor sports fields & courts)	24	4.0 %
Provide outdoor neighborhood swimming pools, splash pads, etc	38	6.3 %
Provide golf courses	19	3.2 %
None chosen	55	9.2 %
Total	600	100.0 %

SUM OF TOP 3 CHOICES**Q2. 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? (top 3)**

<u>Q2. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Provide large parks that serve residents throughout the County with a variety of experiences	288	48.0 %
Provide small neighborhood parks (playgrounds/tennis courts, etc.)	196	32.7 %
Preserve open space & environment	140	23.3 %
Provide education programs (environment/life-long skills/conservation)	70	11.7 %
Manage storm water run-off through detention ponds, flood mitigation, green infrastructure such as rain gardens & bioswales	100	16.7 %
Provide outdoor youth & adult sports fields for baseball, softball, soccer, football, cricket, etc	109	18.2 %
Provide youth & adult recreation programs/special events	72	12.0 %
Provide walking, hiking, biking & nature trails	220	36.7 %
Provide natural areas, including forests, prairies, marshes, lagoons, grassland, etc	99	16.5 %
Provide nature centers (Wehr Nature Center)	23	3.8 %
Provide formal gardens (Botanical, Horticultural Conservatory-Boerner, The Domes)	48	8.0 %
Provide large lake front parks & beach areas, with facilities for boating, fishing, & marinas	119	19.8 %
Provide indoor sports & recreation facilities (community centers, indoor pools, indoor sports fields & courts)	49	8.2 %
Provide outdoor neighborhood swimming pools, splash pads, etc	79	13.2 %
Provide golf courses	38	6.3 %
<u>None chosen</u>	<u>46</u>	<u>7.7 %</u>
Total	1696	

Q3. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks and recreational FACILITIES listed below.

(N=600)

	Yes	No
Q3-1. Walking/hiking/cycling trails (hard surface)	77.5%	22.5%
Q3-2. Walking/hiking/cycling trails (soft-surface)	65.5%	34.5%
Q3-3. Mountain bike trails	19.5%	80.5%
Q3-4. Community centers	46.3%	53.7%
Q3-5. Diamond fields (baseball, softball, etc.)	34.0%	66.0%
Q3-6. Rectangular fields (football, soccer, etc.)	30.7%	69.3%
Q3-7. Skate park	21.2%	78.8%
Q3-8. Small neighborhood parks	73.7%	26.3%
Q3-9. Large regional parks	68.3%	31.7%
Q3-10. Dog parks	34.8%	65.2%
Q3-11. Splashpads & spraygrounds	37.5%	62.5%
Q3-12. Marinas & boat launches	22.8%	77.2%
Q3-13. Swimming beaches	54.8%	45.2%
Q3-14. Playgrounds	54.0%	46.0%
Q3-15. Golf courses	26.0%	74.0%
Q3-16. Natural areas	66.0%	34.0%
Q3-17. Outdoor water parks	39.8%	60.2%
Q3-18. Indoor pools	39.3%	60.7%
Q3-19. Neighborhood outdoor swimming pools	42.7%	57.3%
Q3-20. Wading pools	27.5%	72.5%
Q3-21. Botanical gardens (the Domes, Boerner)	58.8%	41.2%

Q3. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the parks and recreational FACILITIES listed below.

	Yes	No
Q3-22. Tennis courts	28.2%	71.8%
Q3-23. Disc golf courses	17.2%	82.8%
Q3-24. Sand volleyball courts	24.8%	75.2%
Q3-25. Pavilion & picnic area rentals	60.7%	39.3%
Q3-26. Ice skating rinks	29.2%	70.8%
Q3-27. Cross-country skiing trails	21.7%	78.3%
Q3-28. Basketball courts (full & half)	30.5%	69.5%
Q3-29. Community gardens	44.7%	55.3%

Q3. 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.

(N=591)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q3-1. Walking/hiking/cycling trails (hard surface)	38.8%	41.3%	14.1%	3.6%	2.3%
Q3-2. Walking/hiking/cycling trails (soft-surface)	32.0%	42.1%	16.4%	5.2%	4.4%
Q3-3. Mountain bike trails	27.3%	25.5%	19.1%	17.3%	10.9%
Q3-4. Community centers	25.3%	36.6%	24.9%	9.7%	3.5%
Q3-5. Diamond fields (baseball, softball, etc.)	33.5%	37.7%	18.8%	7.3%	2.6%
Q3-6. Rectangular fields (football, soccer, etc.)	31.8%	34.1%	20.0%	7.6%	6.5%
Q3-7. Skate park	21.7%	20.0%	18.3%	20.0%	20.0%
Q3-8. Small neighborhood parks	38.3%	35.7%	17.1%	6.3%	2.7%
Q3-9. Large regional parks	45.3%	40.4%	9.6%	3.1%	1.6%
Q3-10. Dog parks	26.4%	28.9%	19.3%	15.2%	10.2%
Q3-11. Splashpads & spraygrounds	28.6%	31.0%	18.1%	12.4%	10.0%
Q3-12. Marinas & boat launches	37.2%	28.7%	15.5%	14.7%	3.9%
Q3-13. Swimming beaches	31.5%	29.6%	22.0%	11.8%	5.1%
Q3-14. Playgrounds	38.3%	36.3%	17.3%	6.0%	2.0%
Q3-15. Golf courses	54.4%	28.2%	10.1%	4.0%	3.4%
Q3-16. Natural areas	33.2%	40.3%	17.0%	7.0%	2.4%
Q3-17. Outdoor water parks	28.9%	24.9%	24.9%	13.3%	8.0%
Q3-18. Indoor pools	17.0%	25.2%	23.4%	17.9%	16.5%
Q3-19. Neighborhood outdoor swimming pools	24.1%	26.6%	19.4%	16.5%	13.5%
Q3-20. Wading pools	31.3%	20.7%	19.3%	19.3%	9.3%
Q3-21. Botanical gardens (the Domes, Boerner)	43.4%	30.0%	16.8%	7.3%	2.4%

Q3. 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.

	100% Met	75% Met	50% Met	25% Met	0% Met
Q3-22. Tennis courts	39.0%	28.6%	17.5%	10.4%	4.5%
Q3-23. Disc golf courses	32.0%	26.0%	22.0%	16.0%	4.0%
Q3-24. Sand volleyball courts	34.3%	29.2%	15.3%	10.2%	10.9%
Q3-25. Pavilion & picnic area rentals	42.2%	37.5%	14.0%	3.5%	2.9%
Q3-26. Ice skating rinks	22.5%	18.1%	22.5%	17.5%	19.4%
Q3-27. Cross-country skiing trails	21.2%	29.7%	24.6%	15.3%	9.3%
Q3-28. Basketball courts (full & half)	30.1%	27.7%	25.4%	11.6%	5.2%
Q3-29. Community gardens	16.5%	28.8%	29.2%	12.8%	12.8%

Q4. 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?

Q4. Top choice	Number	Percent
Walking/hiking/cycling trails (hard surface)	173	28.8 %
Walking/hiking/cycling trails (soft-surface)	57	9.5 %
Mountain bike trails	10	1.7 %
Community centers	34	5.7 %
Diamond fields (baseball, softball, etc.)	12	2.0 %
Rectangular fields (football, soccer, etc.)	9	1.5 %
Skate park	6	1.0 %
Small neighborhood parks	54	9.0 %
Large regional parks	38	6.3 %
Dog parks	14	2.3 %
Splashpads & spraygrounds	2	0.3 %
Marinas & boat launches	12	2.0 %
Swimming beaches	10	1.7 %
Playgrounds	13	2.2 %
Golf courses	19	3.2 %
Natural areas	16	2.7 %
Outdoor water parks	5	0.8 %
Indoor pools	10	1.7 %
Neighborhood outdoor swimming pools	9	1.5 %
Wading pools	5	0.8 %
Botanical gardens (the Domes, Boerner)	12	2.0 %
Tennis courts	7	1.2 %
Disc golf courses	3	0.5 %
Sand volleyball courts	1	0.2 %
Pavilion & picnic area rentals	6	1.0 %
Ice skating rinks	3	0.5 %
Cross-country skiing trails	2	0.3 %
Basketball courts (full & half)	2	0.3 %
Community gardens	6	1.0 %
None chosen	50	8.3 %
Total	600	100.0 %

Q4. 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?

<u>Q4. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Walking/hiking/cycling trails (hard surface)	48	8.0 %
Walking/hiking/cycling trails (soft-surface)	73	12.2 %
Mountain bike trails	3	0.5 %
Community centers	27	4.5 %
Diamond fields (baseball, softball, etc.)	21	3.5 %
Rectangular fields (football, soccer, etc.)	9	1.5 %
Skate park	8	1.3 %
Small neighborhood parks	60	10.0 %
Large regional parks	51	8.5 %
Dog parks	30	5.0 %
Splashpads & spraygrounds	15	2.5 %
Marinas & boat launches	7	1.2 %
Swimming beaches	29	4.8 %
Playgrounds	30	5.0 %
Golf courses	16	2.7 %
Natural areas	34	5.7 %
Outdoor water parks	6	1.0 %
Indoor pools	13	2.2 %
Neighborhood outdoor swimming pools	12	2.0 %
Botanical gardens (the Domes, Boerner)	11	1.8 %
Tennis courts	5	0.8 %
Disc golf courses	4	0.7 %
Sand volleyball courts	1	0.2 %
Pavilion & picnic area rentals	14	2.3 %
Ice skating rinks	2	0.3 %
Cross-country skiing trails	1	0.2 %
Basketball courts (full & half)	8	1.3 %
Community gardens	8	1.3 %
<u>None chosen</u>	<u>54</u>	<u>9.0 %</u>
Total	600	100.0 %

Q4. 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?

Q4. 3rd choice	Number	Percent
Walking/hiking/cycling trails (hard surface)	28	4.7 %
Walking/hiking/cycling trails (soft-surface)	27	4.5 %
Mountain bike trails	11	1.8 %
Community centers	19	3.2 %
Diamond fields (baseball, softball, etc.)	10	1.7 %
Rectangular fields (football, soccer, etc.)	8	1.3 %
Skate park	10	1.7 %
Small neighborhood parks	59	9.8 %
Large regional parks	35	5.8 %
Dog parks	21	3.5 %
Splashpads & spraygrounds	14	2.3 %
Marinas & boat launches	8	1.3 %
Swimming beaches	36	6.0 %
Playgrounds	34	5.7 %
Golf courses	13	2.2 %
Natural areas	37	6.2 %
Outdoor water parks	9	1.5 %
Indoor pools	26	4.3 %
Neighborhood outdoor swimming pools	16	2.7 %
Wading pools	8	1.3 %
Botanical gardens (the Domes, Boerner)	37	6.2 %
Tennis courts	7	1.2 %
Disc golf courses	8	1.3 %
Sand volleyball courts	7	1.2 %
Pavilion & picnic area rentals	18	3.0 %
Ice skating rinks	7	1.2 %
Cross-country skiing trails	4	0.7 %
Basketball courts (full & half)	5	0.8 %
Community gardens	11	1.8 %
None chosen	67	11.2 %
Total	600	100.0 %

Q4. 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?

Q4. 4th choice	Number	Percent
Walking/hiking/cycling trails (hard surface)	31	5.2 %
Walking/hiking/cycling trails (soft-surface)	25	4.2 %
Mountain bike trails	4	0.7 %
Community centers	10	1.7 %
Diamond fields (baseball, softball, etc.)	9	1.5 %
Rectangular fields (football, soccer, etc.)	10	1.7 %
Skate park	6	1.0 %
Small neighborhood parks	38	6.3 %
Large regional parks	31	5.2 %
Dog parks	19	3.2 %
Splashpads & spraygrounds	15	2.5 %
Marinas & boat launches	5	0.8 %
Swimming beaches	15	2.5 %
Playgrounds	23	3.8 %
Golf courses	19	3.2 %
Natural areas	43	7.2 %
Outdoor water parks	16	2.7 %
Indoor pools	19	3.2 %
Neighborhood outdoor swimming pools	20	3.3 %
Wading pools	9	1.5 %
Botanical gardens (the Domes, Boerner)	38	6.3 %
Tennis courts	5	0.8 %
Disc golf courses	4	0.7 %
Sand volleyball courts	8	1.3 %
Pavilion & picnic area rentals	34	5.7 %
Ice skating rinks	15	2.5 %
Cross-country skiing trails	5	0.8 %
Basketball courts (full & half)	14	2.3 %
Community gardens	25	4.2 %
None chosen	85	14.2 %
Total	600	100.0 %

SUM OF TOP 4 CHOICES**Q4. 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? (top 4)**

Q4. Sum of Top 4 Choices	Number	Percent
Walking/hiking/cycling trails (hard surface)	280	46.7 %
Walking/hiking/cycling trails (soft-surface)	182	30.3 %
Mountain bike trails	28	4.7 %
Community centers	90	15.0 %
Diamond fields (baseball, softball, etc.)	52	8.7 %
Rectangular fields (football, soccer, etc.)	36	6.0 %
Skate park	30	5.0 %
Small neighborhood parks	211	35.2 %
Large regional parks	155	25.8 %
Dog parks	84	14.0 %
Splashpads & spraygrounds	46	7.7 %
Marinas & boat launches	32	5.3 %
Swimming beaches	90	15.0 %
Playgrounds	100	16.7 %
Golf courses	67	11.2 %
Natural areas	130	21.7 %
Outdoor water parks	36	6.0 %
Indoor pools	68	11.3 %
Neighborhood outdoor swimming pools	57	9.5 %
Wading pools	22	3.7 %
Botanical gardens (the Domes, Boerner)	98	16.3 %
Tennis courts	24	4.0 %
Disc golf courses	19	3.2 %
Sand volleyball courts	17	2.8 %
Pavilion & picnic area rentals	72	12.0 %
Ice skating rinks	27	4.5 %
Cross-country skiing trails	12	2.0 %
Basketball courts (full & half)	29	4.8 %
Community gardens	50	8.3 %
None chosen	50	8.3 %
Total	2194	

Q5. 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?

	Mean
Repair & improve existing parks, trails, natural areas, gardens, etc.	\$30.97
Repair & improve existing sports facilities, community centers, swimming/aquatic facilities, golf course, etc	\$24.73
Develop new passive recreation facilities (trails, picnicking areas, gardens, etc.)	\$15.79
Develop new active recreation facilities (sports fields, aquatics, golf courses, etc.)	\$14.51
Acquire additional parkland or open space	\$13.99

Q6. Please check ALL the ways you learn about Milwaukee County Parks trails, parks, facilities and services.

Q6. Ways you learn about Milwaukee County

<u>Parks trails, parks, facilities & services</u>	<u>Number</u>	<u>Percent</u>
County Parks Website	325	54.2 %
From friends & neighbors	436	72.7 %
Newspaper articles	228	38.0 %
Radio	148	24.7 %
Television	192	32.0 %
Banner Signs	120	20.0 %
Email blasts	45	7.5 %
Billboards	81	13.5 %
Brochures	172	28.7 %
Flyers	145	24.2 %
Park Kiosks	132	22.0 %
County Parks email bulletins	47	7.8 %
Word of Mouth	392	65.3 %
Friends of Parks Groups	123	20.5 %
Facebook	136	22.7 %
Twitter	19	3.2 %
Other	48	8.0 %
Total	2789	

Q6. Other

<u>Q6. Other</u>	<u>Number</u>	<u>Percent</u>
A map	1	2.4 %
By visiting parks	1	2.4 %
Check the parks out in person	1	2.4 %
Common knowledge	1	2.4 %
Driving by	6	14.4 %
Employees	1	2.4 %
Experience from childhood	1	2.4 %
Exploring	4	9.6 %
Geo Caches, Websites	1	2.4 %
Going to the parks	1	2.4 %
Google	2	4.8 %
I live near the park	1	2.4 %
I love visiting the parks	1	2.4 %
I drive by them	2	4.8 %
Internet	1	2.4 %
Internet search	1	2.4 %
Just go there	1	2.4 %
Knowing what's in my area and visiting	1	2.4 %
Living here over 30 years	1	2.4 %
Living a long time in area	1	2.4 %
Magazines	1	2.4 %
Mobile Nature Apps	1	2.4 %
Riding pass	1	2.4 %
Senior center	1	2.4 %
Sightseeing	1	2.4 %
Supervisor newsletters	1	2.4 %
Visit the facility	1	2.4 %
Visits	1	2.4 %
Web	1	2.4 %
Yelp	1	2.4 %
Compare different area parks to the parks in our area	1	2.4 %
<u>Just getting out and exploring our parks on our own</u>	<u>1</u>	<u>2.4 %</u>
Total	42	100.0 %

Q7. Which THREE of the ways to learn about Milwaukee County Parks trails, parks, facilities and services listed in Question 6 above do you use the most often?

Q7. Top choice	Number	Percent
County Parks Website	162	27.0 %
From friends & neighbors	156	26.0 %
Newspaper articles	40	6.7 %
Radio	15	2.5 %
Television	28	4.7 %
Banner Signs	16	2.7 %
Email blasts	6	1.0 %
Billboards	1	0.2 %
Brochures	16	2.7 %
Flyers	7	1.2 %
Park Kiosks	7	1.2 %
County Parks email bulletins	1	0.2 %
Word of Mouth	49	8.2 %
Friends of Parks Groups	6	1.0 %
Facebook	25	4.2 %
Twitter	1	0.2 %
Other	23	3.8 %
None chosen	41	6.8 %
Total	600	100.0 %

Q7. Which THREE of the ways to learn about Milwaukee County Parks trails, parks, facilities and services listed in Question 6 above do you use the most often?

Q7. 2nd choice	Number	Percent
County Parks Website	53	8.8 %
From friends & neighbors	130	21.7 %
Newspaper articles	32	5.3 %
Radio	35	5.8 %
Television	34	5.7 %
Banner Signs	20	3.3 %
Email blasts	8	1.3 %
Billboards	6	1.0 %
Brochures	25	4.2 %
Flyers	10	1.7 %
Park Kiosks	15	2.5 %
County Parks email bulletins	6	1.0 %
Word of Mouth	93	15.5 %
Friends of Parks Groups	9	1.5 %
Facebook	29	4.8 %
Twitter	4	0.7 %
Other	6	1.0 %
None chosen	85	14.2 %
Total	600	100.0 %

Q7. Which THREE of the ways to learn about Milwaukee County Parks trails, parks, facilities and services listed in Question 6 above do you use the most often?

Q7. 3rd choice	Number	Percent
County Parks Website	35	5.8 %
From friends & neighbors	48	8.0 %
Newspaper articles	44	7.3 %
Radio	20	3.3 %
Television	32	5.3 %
Banner Signs	18	3.0 %
Email blasts	8	1.3 %
Billboards	15	2.5 %
Brochures	25	4.2 %
Flyers	25	4.2 %
Park Kiosks	21	3.5 %
County Parks email bulletins	9	1.5 %
Word of Mouth	106	17.7 %
Friends of Parks Groups	28	4.7 %
Facebook	33	5.5 %
Other	15	2.5 %
None chosen	118	19.7 %
Total	600	100.0 %

SUM OF TOP 3 CHOICES**Q7. Which THREE of the ways to learn about Milwaukee County Parks trails, parks, facilities and services listed in Question 6 above do you use the most often? (top 3)**

Q7. Sum of Top 3 Choices	Number	Percent
County Parks Website	250	41.7 %
From friends & neighbors	334	55.7 %
Newspaper articles	116	19.3 %
Radio	70	11.7 %
Television	94	15.7 %
Banner Signs	54	9.0 %
Email blasts	22	3.7 %
Billboards	22	3.7 %
Brochures	66	11.0 %
Flyers	42	7.0 %
Park Kiosks	43	7.2 %
County Parks email bulletins	16	2.7 %
Word of Mouth	248	41.3 %
Friends of Parks Groups	43	7.2 %
Facebook	87	14.5 %
Twitter	5	0.8 %
Other	44	7.3 %
None chosen	41	6.8 %
Total	1597	

Q8. 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.

Q8. Reasons that prevent you from using parks & recreation facilities or services of Milwaukee County Parks more often

	Number	Percent
Facilities are not well maintained	227	37.8 %
Facility not offered	101	16.8 %
Facilities lack right equipment	88	14.7 %
Security is insufficient	177	29.5 %
Lack of quality programs	78	13.0 %
Too far from our residence	139	23.2 %
Restrooms are not well maintained	241	40.2 %
Program times are not convenient	50	8.3 %
Use other local community facilities	56	9.3 %
Fees are too high	84	14.0 %
Poor customer service by staff	52	8.7 %
I do not know locations of facilities	85	14.2 %
Use programs of other communities/agencies	43	7.2 %
Not accessible for people with disabilities	30	5.0 %
I do not know what is being offered	193	32.2 %
Facility operating hours not convenient	47	7.8 %
No public transportation to site	26	4.3 %
Other	32	5.3 %
None	105	17.5 %
Total	1854	

Q8. Other

Q8. Other	Number	Percent
Beer gardens	1	3.1 %
Beach is filthy; water is as well	1	3.1 %
Clientele at facilities	1	3.1 %
Crime	1	3.1 %
Disability makes it difficult	1	3.1 %
Facility under repair	1	3.1 %
Health	1	3.1 %
I personally do not use parks too much	1	3.1 %
Large gatherings with loud music and foul language	1	3.1 %
Live in Greenfield. Would like a water facility there	1	3.1 %
No time	2	6.2 %
No desire	1	3.1 %
No one ever is available for extra things like toilet paper, trash	1	3.1 %
No outdoor ice skating is available	1	3.1 %
Not enough flowers planted and so many weeds	1	3.1 %
Not enough time	1	3.1 %
Poor condition of tennis courts	1	3.1 %
Parking is insufficient	1	3.1 %
Restrooms are locked	1	3.1 %
Too many geese	1	3.1 %
Theft of items	1	3.1 %
Too busy	1	3.1 %
Too crowded sometimes	1	3.1 %
Too much violence in Milwaukee	1	3.1 %
Usually too busy	1	3.1 %
We are 85 years old and most of the facilities are not relative to our age	1	3.1 %
Busy life	1	3.1 %
Lack of time	1	3.1 %
Over-crowded	1	3.1 %
People drinking alcohol in the early afternoon at the park	1	3.1 %
Safety	1	3.1 %
Total	32	100.0 %

Q9. 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.

Q9. Your satisfaction with overall value your household receives from Milwaukee County parks	Number	Percent
Very satisfied	132	22.0 %
Somewhat satisfied	275	45.8 %
Neutral	100	16.7 %
Somewhat dissatisfied	47	7.8 %
Very dissatisfied	18	3.0 %
Don't know	28	4.7 %
Total	600	100.0 %

Q10. Please indicate if YOU or any member of your HOUSEHOLD has a need for each of the recreation PROGRAMS listed below.

(N=600)

	Yes	No
Q10-1. Youth summer camp programs	23.2%	76.8%
Q10-2. Youth sports programs	27.2%	72.8%
Q10-3. Youth fitness & wellness programs	23.0%	77.0%
Q10-4. Programs for teens	19.5%	80.5%
Q10-5. Adult fitness & wellness programs	53.3%	46.7%
Q10-6. Adult sports programs	32.0%	68.0%
Q10-7. Adult programs for 50 years & older	38.0%	62.0%
Q10-8. Adult continuing education programs	32.7%	67.3%
Q10-9. Programs for people with disabilities	14.0%	86.0%
Q10-10. Water fitness programs	31.8%	68.2%
Q10-11. Youth learn to swim programs	27.0%	73.0%
Q10-12. Tennis lessons & leagues	14.3%	85.7%
Q10-13. Youth art, dance, performing arts	20.7%	79.3%
Q10-14. Adult art, dance, performing arts	22.2%	77.8%
Q10-15. Youth development (i.e., organized clubs)	16.7%	83.3%
Q10-16. Golf lessons & leagues	15.3%	84.7%
Q10-17. Beer Gardens	42.8%	57.2%
Q10-18. Farmers' Market	71.0%	29.0%
Q10-19. Programs with your pets	21.5%	78.5%
Q10-[20. Special events (i.e., concerts, movies, etc.)	60.8%	39.2%
Q10-21. Nature/environmental programs	44.3%	55.7%
Q10-22. Horticulture programs	28.5%	71.5%
Q10-23. Other	3.0%	97.0%

Q10. 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.

(N=567)

	100% Met	75% Met	50% Met	25% Met	0% Met
Q10-1. Youth summer camp programs	12.1%	21.6%	33.6%	20.7%	12.1%
Q10-2. Youth sports programs	12.4%	31.7%	30.3%	13.1%	12.4%
Q10-3. Youth fitness & wellness programs	11.1%	29.1%	29.1%	15.4%	15.4%
Q10-4. Programs for teens	10.3%	18.6%	33.0%	23.7%	14.4%
Q10-5. Adult fitness & wellness programs	13.2%	29.3%	28.9%	13.2%	15.4%
Q10-6. Adult sports programs	12.3%	28.2%	31.3%	12.9%	15.3%
Q10-7. Adult programs for 50 years & older	13.8%	26.6%	30.3%	10.1%	19.1%
Q10-8. Adult continuing education programs	17.0%	24.5%	26.4%	11.3%	20.8%
Q10-9. Programs for people with disabilities	11.8%	19.1%	27.9%	14.7%	26.5%
Q10-10. Water fitness programs	12.6%	18.9%	28.9%	14.5%	25.2%
Q10-11. Youth learn to swim programs	17.1%	25.7%	20.7%	17.9%	18.6%
Q10-12. Tennis lessons & leagues	11.3%	23.9%	21.1%	18.3%	25.4%
Q10-13. Youth art, dance, performing arts	16.2%	21.0%	23.8%	13.3%	25.7%
Q10-14. Adult art, dance, performing arts	14.3%	27.6%	21.9%	14.3%	21.9%
Q10-15. Youth development (i.e., organized clubs)	9.8%	26.8%	23.2%	13.4%	26.8%
Q10-16. Golf lessons & leagues	17.8%	26.0%	24.7%	16.4%	15.1%
Q10-17. Beer Gardens	46.1%	31.5%	14.7%	4.3%	3.4%
Q10-18. Farmers' Market	27.6%	29.2%	20.5%	11.4%	11.4%
Q10-19. Programs with your pets	11.5%	17.3%	26.9%	18.3%	26.0%
Q10-20. Special events (i.e., concerts, movies, etc.)	20.0%	35.8%	22.3%	12.3%	9.7%
Q10-21. Nature/environmental programs	17.4%	33.9%	24.8%	11.5%	12.4%
Q10-22. Horticulture programs	11.8%	28.7%	25.7%	15.4%	18.4%
Q10-23. Other	28.6%	21.4%	14.3%	7.1%	28.6%

Q10. Other

Q10-23. Other	Number	Percent
Astronomy programs	1	6.7 %
Adult learn to swim, bike rentals	1	6.7 %
Boat launch	1	6.7 %
Community gardens	1	6.7 %
Concerts and dances	1	6.7 %
Hiking, biking and walking trails	1	6.7 %
Large dog swim area	1	6.7 %
More computer programing classes for kids and teens	1	6.7 %
Mountain biking program	1	6.7 %
Teen programs	1	6.7 %
Urban ecology center/archery	1	6.7 %
Winter flowers (domes)	1	6.7 %
Wading pools, splash pads, outdoor indoor pools	1	6.7 %
Youth mentoring teens	1	6.7 %
boat launching on rivers	1	6.7 %
Total	15	100.0 %

Q11. Which FOUR of the PROGRAMS from the list in Question 10 are MOST IMPORTANT to your household?

Q11. Top choice	Number	Percent
Youth summer camp programs	41	6.8 %
Youth sports programs	38	6.3 %
Youth fitness & wellness programs	11	1.8 %
Programs for teens	12	2.0 %
Adult fitness & wellness programs	71	11.8 %
Adult sports programs	11	1.8 %
Adult programs for 50 years & older	43	7.2 %
Adult continuing education programs	8	1.3 %
Programs for people with disabilities	15	2.5 %
Water fitness programs	15	2.5 %
Youth learn to swim programs	19	3.2 %
Tennis lessons & leagues	8	1.3 %
Youth art, dance, performing arts	6	1.0 %
Adult art, dance, performing arts	7	1.2 %
Youth development (i.e., organized clubs)	5	0.8 %
Golf lessons & leagues	11	1.8 %
Beer Gardens	39	6.5 %
Farmers' Market	75	12.5 %
Programs with your pets	13	2.2 %
Special events (i.e., concerts, movies, etc.)	34	5.7 %
Nature/environmental programs	26	4.3 %
Horticulture programs	8	1.3 %
Other	8	1.3 %
None chosen	76	12.7 %
Total	600	100.0 %

Q11. Which FOUR of the PROGRAMS from the list in Question 10 are MOST IMPORTANT to your household?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Youth summer camp programs	12	2.0 %
Youth sports programs	27	4.5 %
Youth fitness & wellness programs	19	3.2 %
Programs for teens	15	2.5 %
Adult fitness & wellness programs	41	6.8 %
Adult sports programs	17	2.8 %
Adult programs for 50 years & older	35	5.8 %
Adult continuing education programs	31	5.2 %
Programs for people with disabilities	6	1.0 %
Water fitness programs	15	2.5 %
Youth learn to swim programs	16	2.7 %
Tennis lessons & leagues	4	0.7 %
Youth art, dance, performing arts	13	2.2 %
Adult art, dance, performing arts	8	1.3 %
Youth development (i.e., organized clubs)	7	1.2 %
Golf lessons & leagues	11	1.8 %
Beer Gardens	52	8.7 %
Farmers' Market	80	13.3 %
Programs with your pets	15	2.5 %
Special events (i.e., concerts, movies, etc.)	40	6.7 %
Nature/environmental programs	26	4.3 %
Horticulture programs	9	1.5 %
Other	2	0.3 %
<u>None chosen</u>	<u>99</u>	<u>16.5 %</u>
Total	600	100.0 %

Q11. Which FOUR of the PROGRAMS from the list in Question 10 are MOST IMPORTANT to your household?

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Youth summer camp programs	14	2.3 %
Youth sports programs	13	2.2 %
Youth fitness & wellness programs	15	2.5 %
Programs for teens	10	1.7 %
Adult fitness & wellness programs	33	5.5 %
Adult sports programs	11	1.8 %
Adult programs for 50 years & older	19	3.2 %
Adult continuing education programs	24	4.0 %
Programs for people with disabilities	10	1.7 %
Water fitness programs	24	4.0 %
Youth learn to swim programs	20	3.3 %
Tennis lessons & leagues	7	1.2 %
Youth art, dance, performing arts	10	1.7 %
Adult art, dance, performing arts	9	1.5 %
Youth development (i.e., organized clubs)	5	0.8 %
Golf lessons & leagues	14	2.3 %
Beer Gardens	34	5.7 %
Farmers' Market	74	12.3 %
Programs with your pets	22	3.7 %
Special events (i.e., concerts, movies, etc.)	58	9.7 %
Nature/environmental programs	24	4.0 %
Horticulture programs	17	2.8 %
Other	1	0.2 %
<u>None chosen</u>	<u>132</u>	<u>22.0 %</u>
Total	600	100.0 %

Q11. Which FOUR of the PROGRAMS from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 4th choice	Number	Percent
Youth summer camp programs	8	1.3 %
Youth sports programs	9	1.5 %
Youth fitness & wellness programs	13	2.2 %
Programs for teens	7	1.2 %
Adult fitness & wellness programs	27	4.5 %
Adult sports programs	12	2.0 %
Adult programs for 50 years & older	19	3.2 %
Adult continuing education programs	14	2.3 %
Programs for people with disabilities	10	1.7 %
Water fitness programs	8	1.3 %
Youth learn to swim programs	25	4.2 %
Tennis lessons & leagues	4	0.7 %
Youth art, dance, performing arts	13	2.2 %
Adult art, dance, performing arts	16	2.7 %
Youth development (i.e., organized clubs)	6	1.0 %
Golf lessons & leagues	6	1.0 %
Beer Gardens	41	6.8 %
Farmers' Market	56	9.3 %
Programs with your pets	15	2.5 %
Special events (i.e., concerts, movies, etc.)	52	8.7 %
Nature/environmental programs	34	5.7 %
Horticulture programs	17	2.8 %
Other	3	0.5 %
None chosen	185	30.8 %
Total	600	100.0 %

SUM OF TOP 4 CHOICES**Q11. Which FOUR of the PROGRAMS from the list in Question 10 are MOST IMPORTANT to your household? (top 4)**

<u>Q11. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Youth summer camp programs	75	12.5 %
Youth sports programs	87	14.5 %
Youth fitness & wellness programs	58	9.7 %
Programs for teens	44	7.3 %
Adult fitness & wellness programs	172	28.7 %
Adult sports programs	51	8.5 %
Adult programs for 50 years & older	116	19.3 %
Adult continuing education programs	77	12.8 %
Programs for people with disabilities	41	6.8 %
Water fitness programs	62	10.3 %
Youth learn to swim programs	80	13.3 %
Tennis lessons & leagues	23	3.8 %
Youth art, dance, performing arts	42	7.0 %
Adult art, dance, performing arts	40	6.7 %
Youth development (i.e., organized clubs)	23	3.8 %
Golf lessons & leagues	42	7.0 %
Beer Gardens	166	27.7 %
Farmers' Market	285	47.5 %
Programs with your pets	65	10.8 %
Special events (i.e., concerts, movies, etc.)	184	30.7 %
Nature/environmental programs	110	18.3 %
Horticulture programs	51	8.5 %
Other	14	2.3 %
None chosen	76	12.7 %
Total	1984	

Q12. 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.

(N=600)

	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
Q12-1. Close down some existing neighborhood parks	6.8%	13.3%	66.7%	13.2%
Q12-2. Transfer some existing neighborhood parks to municipalities	15.3%	39.7%	23.0%	22.0%
Q12-3. Transfer some existing parkways & natural areas to other government agencies	12.3%	38.0%	28.5%	21.2%
Q12-4. Reduce size/number of some existing regional parks	7.0%	19.0%	55.2%	18.8%
Q12-5. Close down some low performing swimming pools	22.7%	35.0%	25.3%	17.0%
Q12-6. Close down some neighborhood park pavilions & rental facilities	7.8%	22.8%	52.5%	16.8%
Q12-7. Close down some community centers (i.e., King, Kosciuszko)	7.5%	14.7%	54.0%	23.8%
Q12-8. Close down some existing golf courses	23.7%	25.8%	32.2%	18.3%
Q12-9. Close down some marinas	11.8%	23.5%	40.0%	24.7%
Q12-10. Close down some horticultural facilities (i.e., Boerner, the Domes)	6.0%	11.7%	67.3%	15.0%
Q12-11. Do not close down, reduce, or transfer any parks	34.3%	19.0%	20.2%	26.5%

Q13. 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?

Q13. Top choice	Number	Percent
Close down some existing neighborhood parks	30	5.0 %
Transfer some existing neighborhood parks to municipalities	95	15.8 %
Transfer some existing parkways & natural areas to other government agencies	32	5.3 %
Reduce size/number of some existing regional parks	21	3.5 %
Close down some low performing swimming pools	81	13.5 %
Close down some neighborhood park pavilions & rental facilities	8	1.3 %
Close down some community centers (i.e., King, Kosciuszko)	7	1.2 %
Close down some existing golf courses	72	12.0 %
Close down some marinas	22	3.7 %
Close down some horticultural facilities (i.e., Boerner, the Domes)	8	1.3 %
Do not close down, reduce, or transfer any parks	98	16.3 %
None chosen	126	21.0 %
Total	600	100.0 %

Q13. 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?

Q13. 2nd choice	Number	Percent
Close down some existing neighborhood parks	14	2.3 %
Transfer some existing neighborhood parks to municipalities	58	9.7 %
Transfer some existing parkways & natural areas to other government agencies	86	14.3 %
Reduce size/number of some existing regional parks	31	5.2 %
Close down some low performing swimming pools	56	9.3 %
Close down some neighborhood park pavilions & rental facilities	18	3.0 %
Close down some community centers (i.e., King, Kosciuszko)	21	3.5 %
Close down some existing golf courses	69	11.5 %
Close down some marinas	54	9.0 %
Close down some horticultural facilities (i.e., Boerner, the Domes)	13	2.2 %
Do not close down, reduce, or transfer any parks	18	3.0 %
None chosen	162	27.0 %
Total	600	100.0 %

Q13. 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?

Q13. 3rd choice	Number	Percent
Close down some existing neighborhood parks	9	1.5 %
Transfer some existing neighborhood parks to municipalities	60	10.0 %
Transfer some existing parkways & natural areas to other government agencies	52	8.7 %
Reduce size/number of some existing regional parks	16	2.7 %
Close down some low performing swimming pools	75	12.5 %
Close down some neighborhood park pavilions & rental facilities	19	3.2 %
Close down some community centers (i.e., King, Kosciuszko)	23	3.8 %
Close down some existing golf courses	45	7.5 %
Close down some marinas	39	6.5 %
Close down some horticultural facilities (i.e., Boerner, the Domes)	14	2.3 %
Do not close down, reduce, or transfer any parks	41	6.8 %
None chosen	207	34.5 %
Total	600	100.0 %

SUM OF TOP 3 CHOICES

Q13. 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? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
Close down some existing neighborhood parks	53	8.8 %
Transfer some existing neighborhood parks to municipalities	213	35.5 %
Transfer some existing parkways & natural areas to other government agencies	170	28.3 %
Reduce size/number of some existing regional parks	68	11.3 %
Close down some low performing swimming pools	212	35.3 %
Close down some neighborhood park pavilions & rental facilities	45	7.5 %
Close down some community centers (i.e., King, Kosciuszko)	51	8.5 %
Close down some existing golf courses	186	31.0 %
Close down some marinas	115	19.2 %
Close down some horticultural facilities (i.e., Boerner, the Domes)	35	5.8 %
Do not close down, reduce, or transfer any parks	157	26.2 %
None chosen	126	21.0 %
Total	1431	

Q14. 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.

(N=600)

	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
Q14-1. Increase vehicle registration fee	14.2%	22.5%	52.0%	11.3%
Q14-2. Seek State approval to increase sales tax	18.0%	26.2%	44.2%	11.7%
Q14-3. Increase County property tax levy	12.3%	26.0%	49.3%	12.3%
Q14-4. Impose parking fees at lakefront parking lots	20.2%	23.2%	45.0%	11.7%
Q14-5. Increase park user fees by 10%	18.2%	35.3%	34.0%	12.5%
Q14-6. Do not raise any taxes or fees to address parks maintenance needs	21.2%	13.0%	34.2%	31.7%

Q15. 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?

Q15. Top choice	Number	Percent
Increase vehicle registration fee	87	14.5 %
Seek State approval to increase sales tax	114	19.0 %
Increase County property tax levy	54	9.0 %
Impose parking fees at lakefront parking lots	97	16.2 %
Increase park user fees by 10%	59	9.8 %
Do not raise any taxes or fees to address parks maintenance needs	67	11.2 %
None chosen	122	20.3 %
Total	600	100.0 %

Q15. 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?

Q15. 2nd choice	Number	Percent
Increase vehicle registration fee	53	8.8 %
Seek State approval to increase sales tax	67	11.2 %
Increase County property tax levy	87	14.5 %
Impose parking fees at lakefront parking lots	85	14.2 %
Increase park user fees by 10%	114	19.0 %
Do not raise any taxes or fees to address parks maintenance needs	23	3.8 %
None chosen	171	28.5 %
Total	600	100.0 %

Q15. 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?

<u>Q15. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Increase vehicle registration fee	48	8.0 %
Seek State approval to increase sales tax	51	8.5 %
Increase County property tax levy	61	10.2 %
Impose parking fees at lakefront parking lots	49	8.2 %
Increase park user fees by 10%	81	13.5 %
Do not raise any taxes or fees to address parks maintenance needs	42	7.0 %
None chosen	268	44.7 %
Total	600	100.0 %

SUM OF TOP 3 CHOICES

Q15. 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? (top 3)

<u>Q15. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Increase vehicle registration fee	188	31.3 %
Seek State approval to increase sales tax	232	38.7 %
Increase County property tax levy	202	33.7 %
Impose parking fees at lakefront parking lots	231	38.5 %
Increase park user fees by 10%	254	42.3 %
Do not raise any taxes or fees to address parks maintenance needs	132	22.0 %
None chosen	122	20.3 %
Total	1361	

Q16. 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.

(N=600)

	Very Supportive	Somewhat Supportive	Not Supportive	Not Sure
Q16-1. Allow private businesses on park land	41.3%	32.5%	11.2%	15.0%
Q16-2. Partner with local universities to operate facilities & provide services	47.8%	32.8%	5.5%	13.8%
Q16-3. Partner with non-profits to operate facilities & programs	51.7%	30.0%	6.2%	12.2%
Q16-4. Transfer facilities & programs to local municipalities	17.7%	33.8%	22.8%	25.7%
Q16-5. Develop corporate naming rights & sponsorships	28.8%	28.3%	22.5%	20.3%
Q16-6. Lease parkland	19.0%	32.8%	23.2%	25.0%
Q16-7. Formalize & expand fundraising efforts	45.5%	31.7%	5.7%	17.2%
Q16-8. Develop third-party contracts	21.0%	31.7%	22.3%	25.0%
Q16-9. Other partnership options	6.5%	13.0%	4.2%	76.3%
Q16-10. Do not develop any partnerships to address parks needs	3.3%	4.8%	41.5%	50.3%

Q16-9. Other partnership options:

Q16-9. Other partnership options	Number	Percent
Businesses	1	3.6 %
Co-op	1	3.6 %
Community clean up days	1	3.6 %
Corporate	1	3.6 %
Corporations	1	3.6 %
Dog area	1	3.6 %
Enforce park regulations	1	3.6 %
Environmental groups	1	3.6 %
Federal Government	1	3.6 %
Go fund me	1	3.6 %
Give park land to non-profits like The Urban Ecology Center	1	3.6 %
Large corporations donations	1	3.6 %
Let people rent out park areas	1	3.6 %
MMSD/State	1	3.6 %
MPS - student workers	1	3.6 %
Neighborhood Schools	1	3.6 %
Not sure	1	3.6 %
Partner with for profit organization	1	3.6 %
Partnerships with community churches	1	3.6 %
Private	1	3.6 %
Rays MTB	1	3.6 %
Seek federal grants for urban areas	1	3.6 %
States	1	3.6 %
Urban ecology centers	1	3.6 %
Volunteer maintenance	1	3.6 %
Designated times for the public to help maintain parks	1	3.6 %
Put unemployed inner city residents to work to maintain parks system	1	3.6 %
Use inmates	1	3.6 %
Total	28	100.0 %

Q17. 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?

Q17. Top choice	Number	Percent
Allow private businesses on park land	168	28.0 %
Partner with local universities to operate facilities & provide services	116	19.3 %
Partner with non-profits to operate facilities & programs	48	8.0 %
Transfer facilities & programs to local municipalities	31	5.2 %
Develop corporate naming rights & sponsorships	28	4.7 %
Lease parkland	8	1.3 %
Formalize & expand fundraising efforts	49	8.2 %
Develop third-party contracts	17	2.8 %
Other partnership options	4	0.7 %
Do not develop any partnerships to address parks needs	7	1.2 %
None chosen	124	20.7 %
Total	600	100.0 %

Q17. 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?

Q17. 2nd choice	Number	Percent
Allow private businesses on park land	49	8.2 %
Partner with local universities to operate facilities & provide services	126	21.0 %
Partner with non-profits to operate facilities & programs	129	21.5 %
Transfer facilities & programs to local municipalities	30	5.0 %
Develop corporate naming rights & sponsorships	49	8.2 %
Lease parkland	11	1.8 %
Formalize & expand fundraising efforts	40	6.7 %
Develop third-party contracts	17	2.8 %
Other partnership options	5	0.8 %
Do not develop any partnerships to address parks needs	3	0.5 %
None chosen	141	23.5 %
Total	600	100.0 %

Q17. 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?

Q17. 3rd choice	Number	Percent
Allow private businesses on park land	53	8.8 %
Partner with local universities to operate facilities & provide services	52	8.7 %
Partner with non-profits to operate facilities & programs	92	15.3 %
Transfer facilities & programs to local municipalities	32	5.3 %
Develop corporate naming rights & sponsorships	51	8.5 %
Lease parkland	40	6.7 %
Formalize & expand fundraising efforts	74	12.3 %
Develop third-party contracts	22	3.7 %
Other partnership options	9	1.5 %
Do not develop any partnerships to address parks needs	3	0.5 %
None chosen	172	28.7 %
Total	600	100.0 %

SUM OF TOP 3 CHOICES

Q17. 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? (top 3)

Q17. Sum of Top 3 Choices	Number	Percent
Allow private businesses on park land	270	45.0 %
Partner with local universities to operate facilities & provide services	294	49.0 %
Partner with non-profits to operate facilities & programs	269	44.8 %
Transfer facilities & programs to local municipalities	93	15.5 %
Develop corporate naming rights & sponsorships	128	21.3 %
Lease parkland	59	9.8 %
Formalize & expand fundraising efforts	163	27.2 %
Develop third-party contracts	56	9.3 %
Other partnership options	18	3.0 %
Do not develop any partnerships to address parks needs	13	2.2 %
None chosen	124	20.7 %
Total	1487	

Q18. 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 above in question 12). Please indicate the ONE action that you most prefer.

Q18. Which action do you most prefer	Number	Percent
Reduce size of Milwaukee County park system to match current available funding	49	8.2 %
Increase tax & fee revenues from various sources to help pay for deferred maintenance & repair issues	100	16.7 %
Develop partnerships with for-profit & non-profit agencies to support operations & financing of system	339	56.5 %
Not sure	112	18.7 %
Total	600	100.0 %

Q19. Counting yourself, how many people in your household are?

	Mean	Sum
number	2.85	1694
Under age 5	0.22	133
Ages 5-9	0.15	90
Ages 10-14	0.21	124
Ages 15-19	0.25	148
Ages 20-24	0.16	94
Ages 25-34	0.38	224
Ages 35-44	0.34	203
Ages 45-54	0.39	233
Ages 55-64	0.48	287
Ages 65-74	0.21	126
Ages 75+	0.05	32

Q20. What is your age?

Q20. Your age	Number	Percent
18-34	121	20.2 %
35-44	123	20.5 %
45-54	130	21.7 %
55-64	130	21.7 %
65+	93	15.5 %
Not provided	3	0.5 %
Total	600	100.0 %

Q21. How many years have you lived in Milwaukee County?

Q21. How many years have you lived in

<u>Milwaukee County</u>	<u>Number</u>	<u>Percent</u>
Under 10	72	13.1 %
10-19	54	9.8 %
20-29	91	16.5 %
30-39	97	17.6 %
40+	236	42.9 %
Total	550	100.0 %

Q22. Your gender?

Q22. Your gender

	<u>Number</u>	<u>Percent</u>
Male	284	47.3 %
Female	316	52.7 %
Total	600	100.0 %

Q23. Which of the following best describes your race?

Q23. Your race

	<u>Number</u>	<u>Percent</u>
American Indian or Alaska Native	11	1.8 %
Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Other Asian	21	3.5 %
Black, African American	147	24.5 %
Hispanic, Latino, or Spanish Origin	68	11.3 %
Native Hawaiian, Guamanian or Chamorro, Samoan, Other Pacific Islander	2	0.3 %
White	374	62.3 %
Other	6	1.0 %
Total	629	

Q23. Other

Q23. Other

	<u>Number</u>	<u>Percent</u>
Biracial	1	16.7 %
German	1	16.7 %
Greek	1	16.7 %
Israelite	1	16.7 %
Jewish	1	16.7 %
Two or more races	1	16.7 %
Total	6	100.0 %

Q24. What is your household income?

Q24. Your household income

	<u>Number</u>	<u>Percent</u>
Under \$25K	73	12.2 %
\$25K-\$49,999	118	19.7 %
\$50K-\$74,999	111	18.5 %
\$75K-\$99,999	73	12.2 %
\$100K-\$149,999	77	12.8 %
\$150K+	48	8.0 %
Not provided	100	16.7 %
Total	600	100.0 %

Section 5

Survey Instrument



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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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.)

- | | |
|----------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> (01) County Parks Website | <input type="checkbox"/> (10) Flyers |
| <input type="checkbox"/> (02) From friends and neighbors | <input type="checkbox"/> (11) Park Kiosks |
| <input type="checkbox"/> (03) Newspaper articles | <input type="checkbox"/> (12) County Parks e-mail bulletins |
| <input type="checkbox"/> (04) Radio | <input type="checkbox"/> (13) Word-of-Mouth |
| <input type="checkbox"/> (05) Television | <input type="checkbox"/> (14) Friends of Parks Groups |
| <input type="checkbox"/> (06) Banner Signs | <input type="checkbox"/> (15) Facebook |
| <input type="checkbox"/> (07) E-mail blasts | <input type="checkbox"/> (16) Twitter |
| <input type="checkbox"/> (08) Billboards | <input type="checkbox"/> (17) Other: _____ |
| <input type="checkbox"/> (09) Brochures | |

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.)

- | | |
|--------------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> (01) Facilities are not well maintained | <input type="checkbox"/> (12) I do not know locations of facilities |
| <input type="checkbox"/> (02) Facility not offered | <input type="checkbox"/> (13) Use programs of other communities/agencies |
| <input type="checkbox"/> (03) Facilities lack the right equipment | <input type="checkbox"/> (14) Not accessible for people with disabilities |
| <input type="checkbox"/> (04) Security is insufficient | <input type="checkbox"/> (15) I do not know what is being offered |
| <input type="checkbox"/> (05) Lack of quality programs | <input type="checkbox"/> (16) Facility operating hours not convenient |
| <input type="checkbox"/> (06) Too far from our residence | <input type="checkbox"/> (17) No public transportation to site |
| <input type="checkbox"/> (07) Restrooms are not well maintained | <input type="checkbox"/> (18) Other: _____ |
| <input type="checkbox"/> (08) Program times are not convenient | <input type="checkbox"/> (19) None |
| <input type="checkbox"/> (09) Use other local community facilities | |
| <input type="checkbox"/> (10) Fees are too high | |
| <input type="checkbox"/> (11) Poor customer service by staff | |

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.

- | | |
|-------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> (5) Very Satisfied | <input type="checkbox"/> (2) Somewhat Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (1) Very Dissatisfied |
| <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (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 above 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="text"/>	Ages 20-24 <input type="text"/>	Ages 55-64 <input type="text"/>
Ages 5-9 <input type="text"/>	Ages 25-34 <input type="text"/>	Ages 65-74 <input type="text"/>
Ages 10-14 <input type="text"/>	Ages 35-44 <input type="text"/>	Ages 75+ <input type="text"/>
Ages 15-19 <input type="text"/>	Ages 45-54 <input type="text"/>	

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; |
| <input type="checkbox"/> (2) Asian Indian; Chinese; Filipino; | Samoan; Other Pacific Islander |
| Japanese; Korean; Vietnamese; Other | <input type="checkbox"/> (6) White |
| Asian | <input type="checkbox"/> (7) Other: <input type="text"/> |
| <input type="checkbox"/> (3) Black, African American | |
| <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 response will remain completely confidential.
The address information on the right will ONLY be used to help identify areas with special interests.

Milwaukee County Parks Household Survey Findings Report

