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

Date: February 17, 2017

To: Jason Haas, Chair, Parks, Energy and Environment Committee

From: John Dargle, Jr., CPRP, Director, Department of Parks, Recreation and Culture (DPRC)

Subject: **Parks Master Planning Update – Community Survey Results (INFORMATION)**

**ISSUE**

A verbal informational update on the 10-year Park System Master Plan and the 2050 Park and Open Space Plan. PROS Consulting will present an overview of the community survey results.

**BACKGROUND**

In November of 2015, DPRC entered into a Memorandum of Understanding (MOU) with the Southeast Wisconsin Regional Planning Commission (SEWRPC) to assist in completing its 2050 Park and Open Space Plan and 10-year Parks System Master Plan.

The 10-Year Parks System Master Plan will provide recommendations for facilities, programs and services, maintenance and operation, and administration and management of the County park system. The 2050 Park & Open Space Plan will address long-range considerations including the preservation of environmental corridors, conservation lands, the recreational use of water bodies, and make recommendations on the distribution of parks and recreational facilities throughout the County.

In August of 2016, DPRC launched a community outreach effort for both planning processes under the umbrella of the "Parks with Purpose" campaign. Activities included community workshops, a statistically-valid household survey, and an online survey.

Key findings from the household survey include:

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

- Milwaukee County Parks provides the services households agree they should provide.
- Milwaukee County Parks exceeds the national average in "satisfaction with overall value received," but opportunities exist to move from good to great.
- Areas of opportunity to strengthen satisfaction may be deferred maintenance, marketing, and security.
- Households feel it is more important to repair and improve existing parks and facilities rather than build or acquire new ones.
- To ensure success over the long term, households are most supportive of partnering with local universities, private businesses, and non-profits.

More detail is provided in the attachments.

Next steps in the process include: development of the parks inventory and existing conditions assessment; development of an organization structural assessment; amenity, distribution and equity mapping; and review of draft components including demographic & trends, benchmark analysis, and public engagement findings.

#### **RECOMMENDATION**

No action requested. Informational item unless further action required.

Prepared by: Jen Francis, Chief of Administration and External Affairs

#### **Approved by:**

  
 John Dargle, Jr., CPRP, Director

#### **Attachments:**

- Attachment 1 – Milwaukee County Parks Household & Online Survey Findings Report
- Attachment 2 – Milwaukee County Parks Household Survey Data Report
- Attachment 3 – Milwaukee County Parks Online Survey Data Report

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