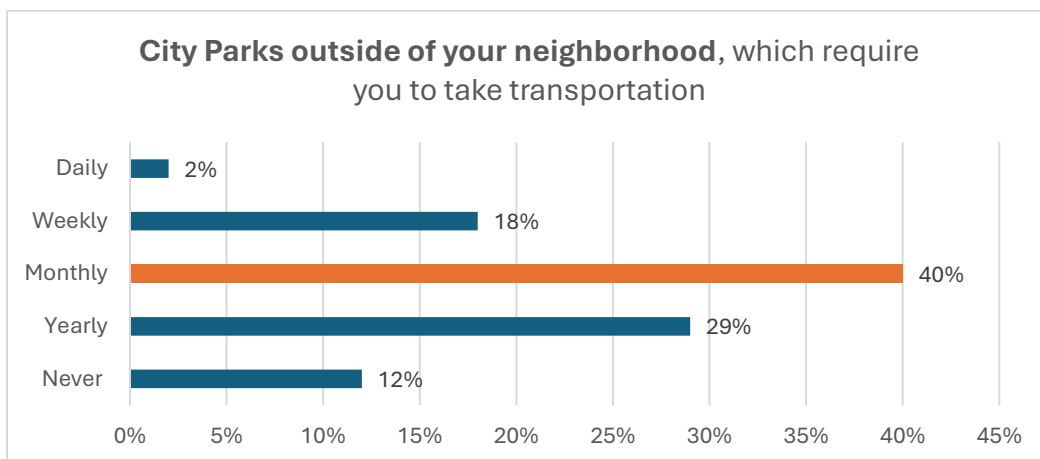
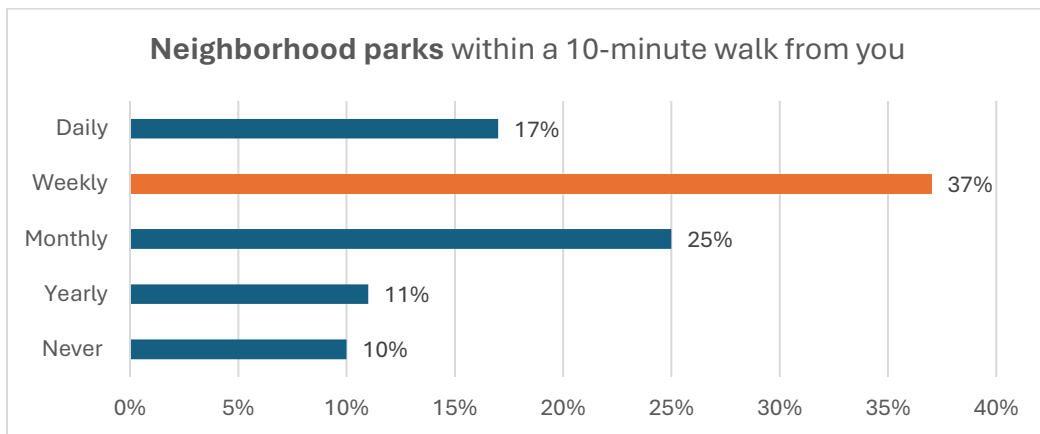


City of Madison Parks & Open Space Plan – UW Survey Summary

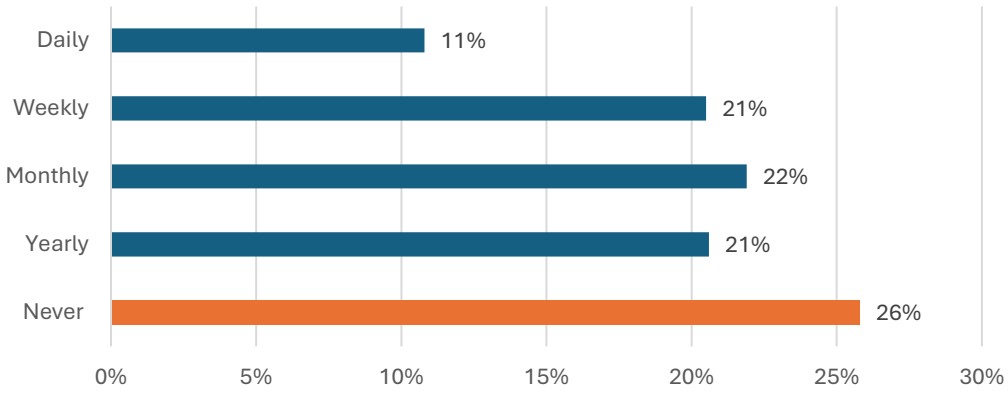
Overview: In the fall of 2023, the Madison Parks Division hired the UW Survey Center to assist in the development, administration, and analysis of a large-scale survey. The intent of the survey was to gauge satisfaction with the City’s park and recreation amenities and learn more about how residents use those facilities. 3,000 Madison addresses were randomly selected and mailed the survey; 898 households completed it. The following is an overall summary of each question asked through the survey. The three open ended questions are summarized at the end of this document.

Q1: In the past 12 months, how often did you use each the following types of parks or park-like spaces in Madison?

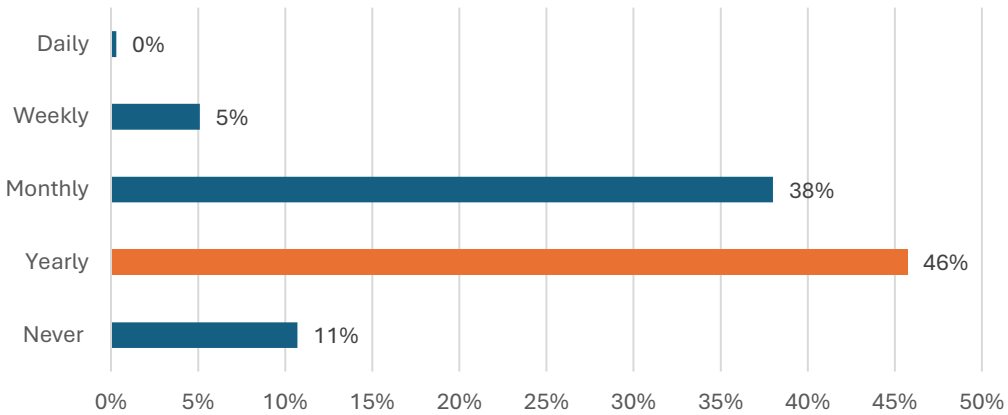
- Most people visit their local neighborhood Madison parks on a weekly or monthly basis, traveling to Madison Parks outside of their neighborhoods less frequently, with more than half of respondents saying monthly or yearly.
- For other types of parks-- including larger regional parks, natural or conservation areas, and special facilities—most respondents visit yearly. Parks and Open Spaces had a more even spread, with all of the options aside from daily being at about just over 20%.



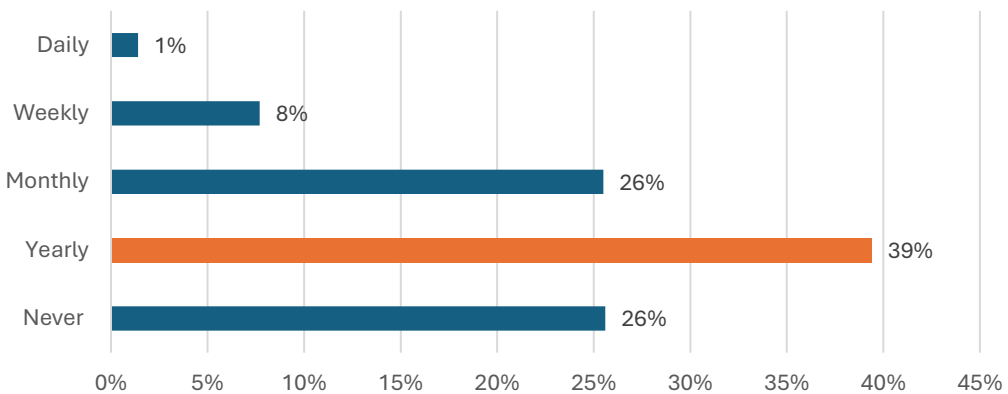
Public Open Spaces that are not parks (ex. School yards, greenways)



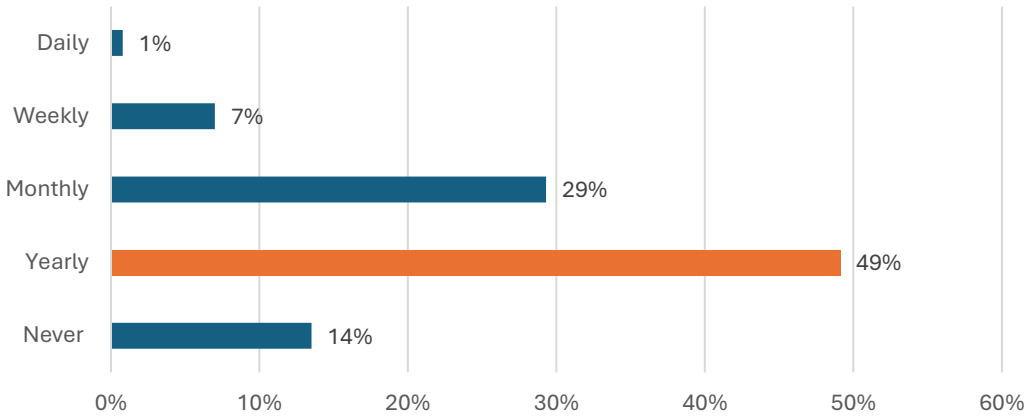
Larger regional parks, such as national, state, or county parks



Natural areas or conservation areas, such as Cherokee Marsh, Edna Taylor Park, and others

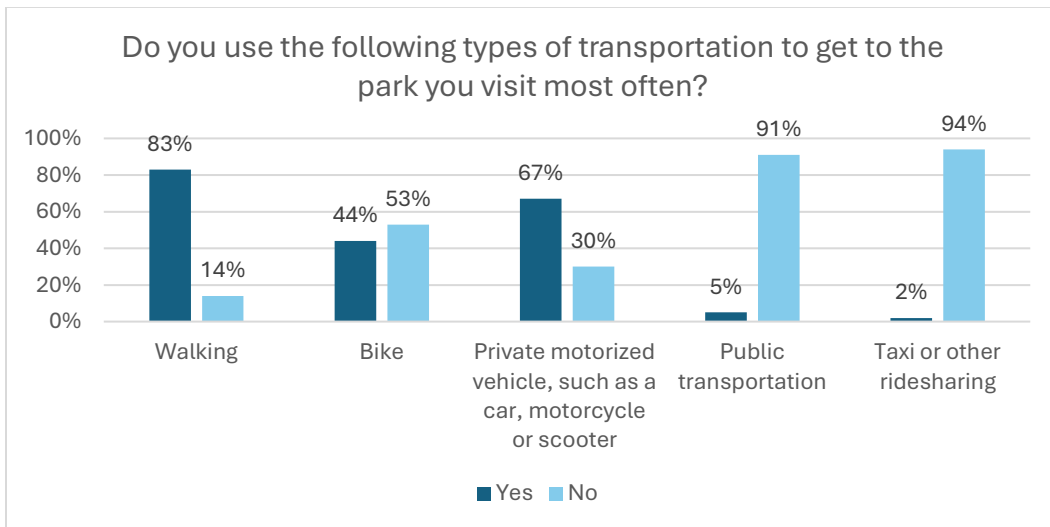


Special facilities such as botanical gardens, pools, skate parks, recreation centers, or splash parks



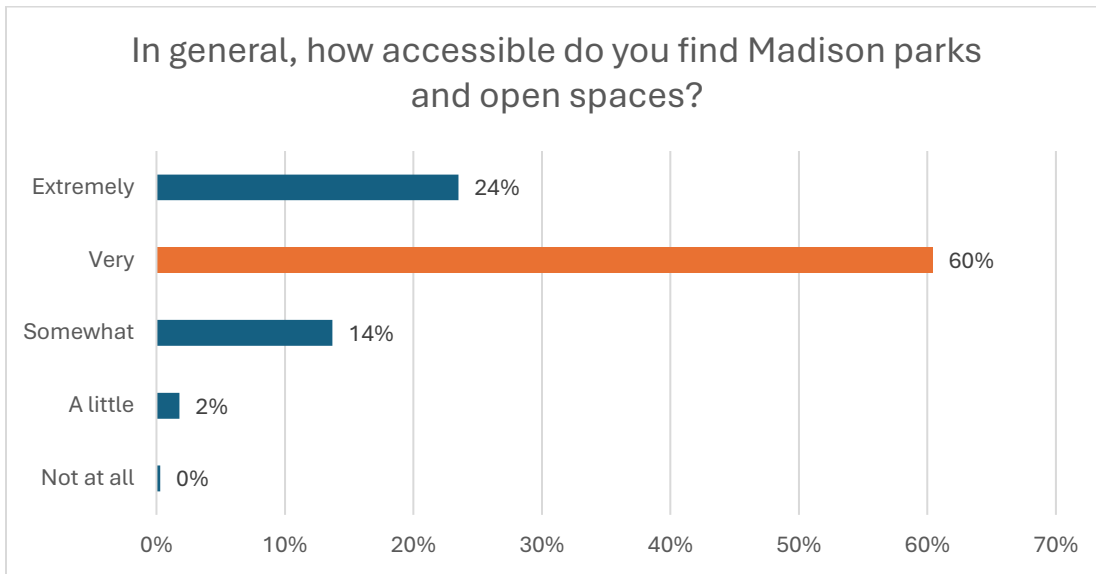
Q2: For this question, think about the park you visit or use most often. Do you use the following types of transportation to get to the park you visit most often?

- Walking and private motorized vehicles are the primary modes of transportation identified by survey participants. Public transit and ridesharing are minimally utilized.



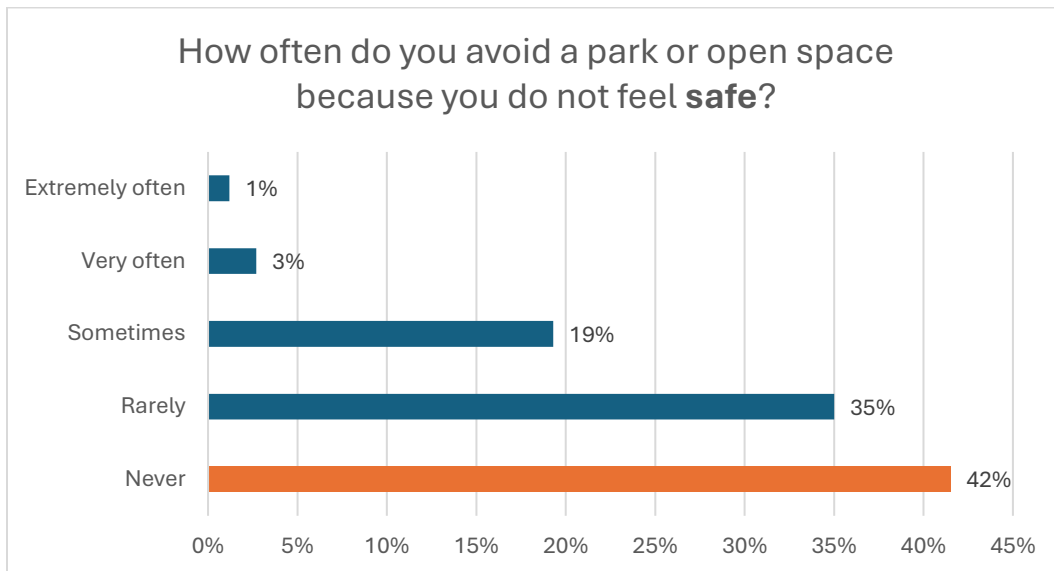
Q3: In general, how accessible do you find Madison parks and open spaces?

- Most respondents find Madison parks and open spaces to be very accessible.

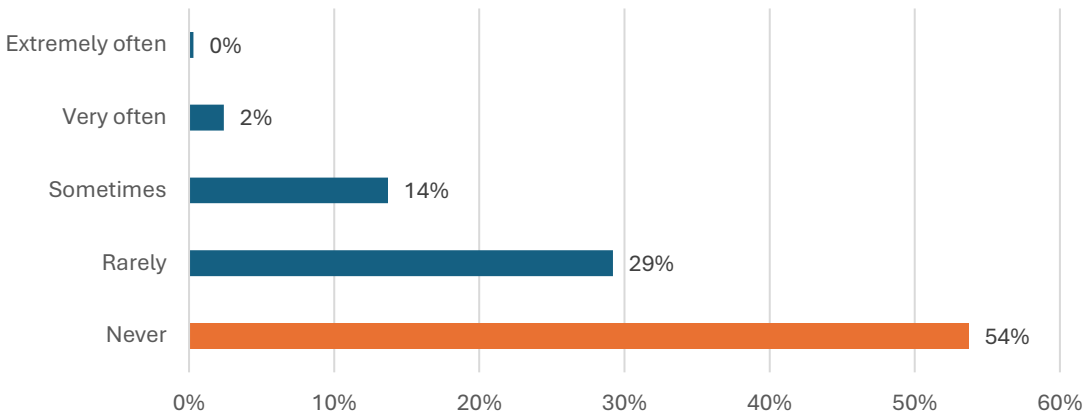


Q5: How often do you avoid a park or open space because you do not feel safe, comfortable, or welcome?

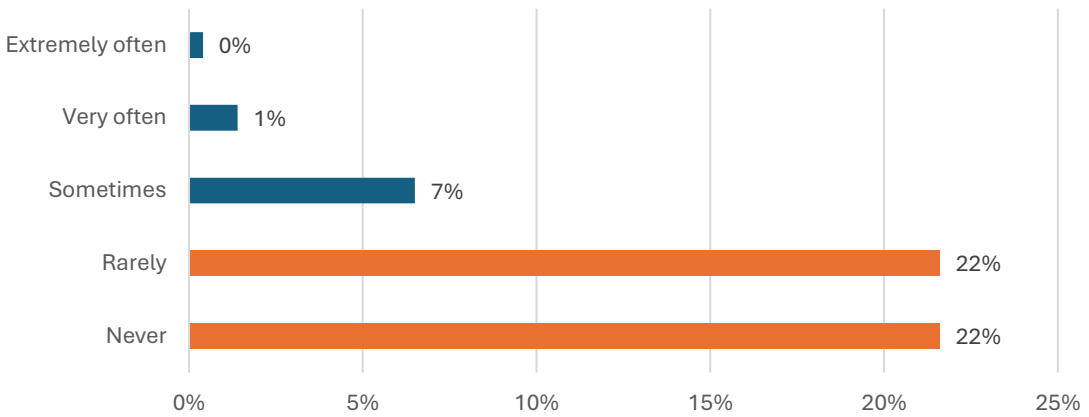
- Most people (>50%) rarely or never avoid Madison parks or open space because they do not feel safe, comfortable, or welcome.



How often do you avoid a park or open space because you do not feel **comfortable**?

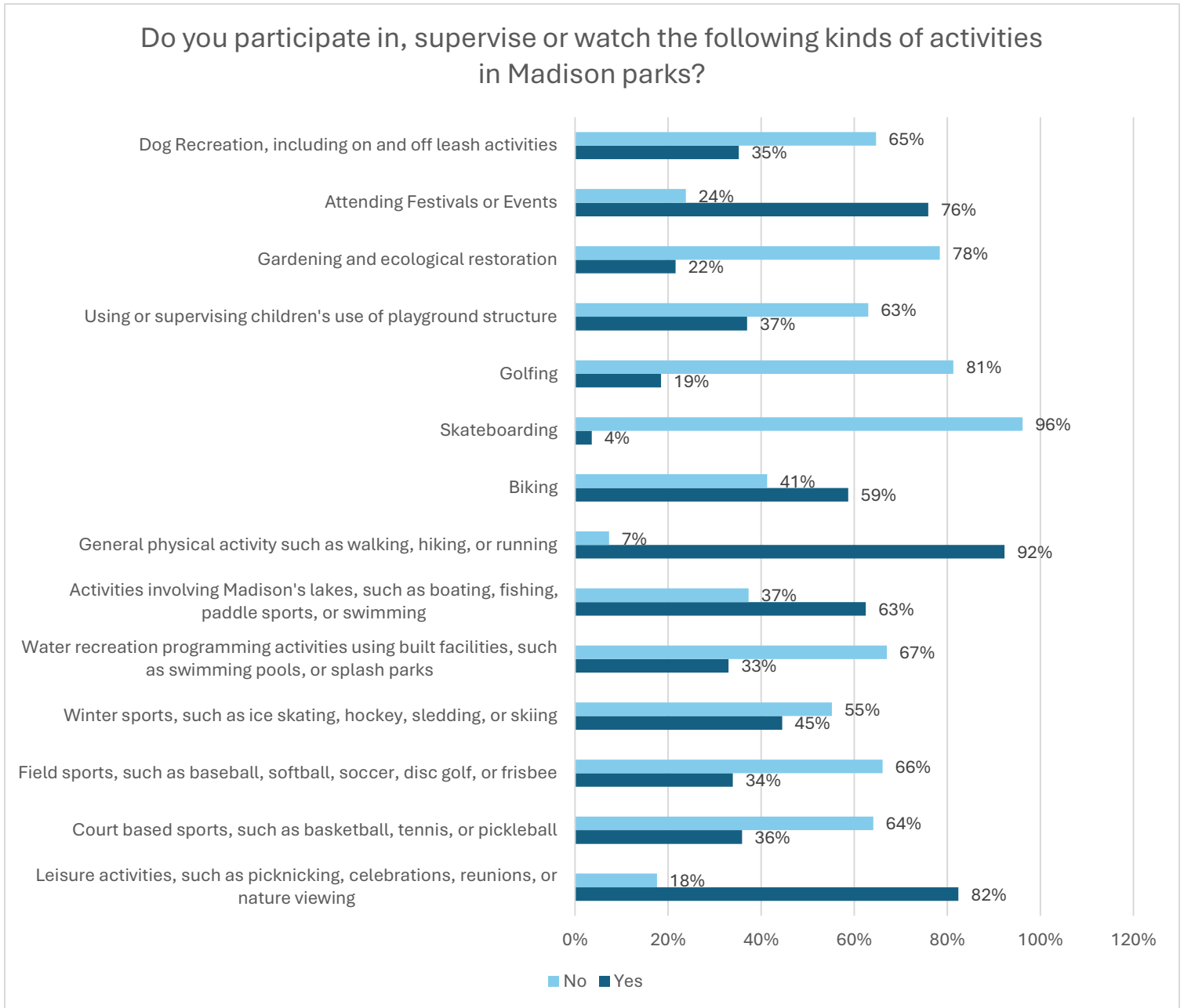


How often do you avoid a park or open space because you do not feel **welcome**?



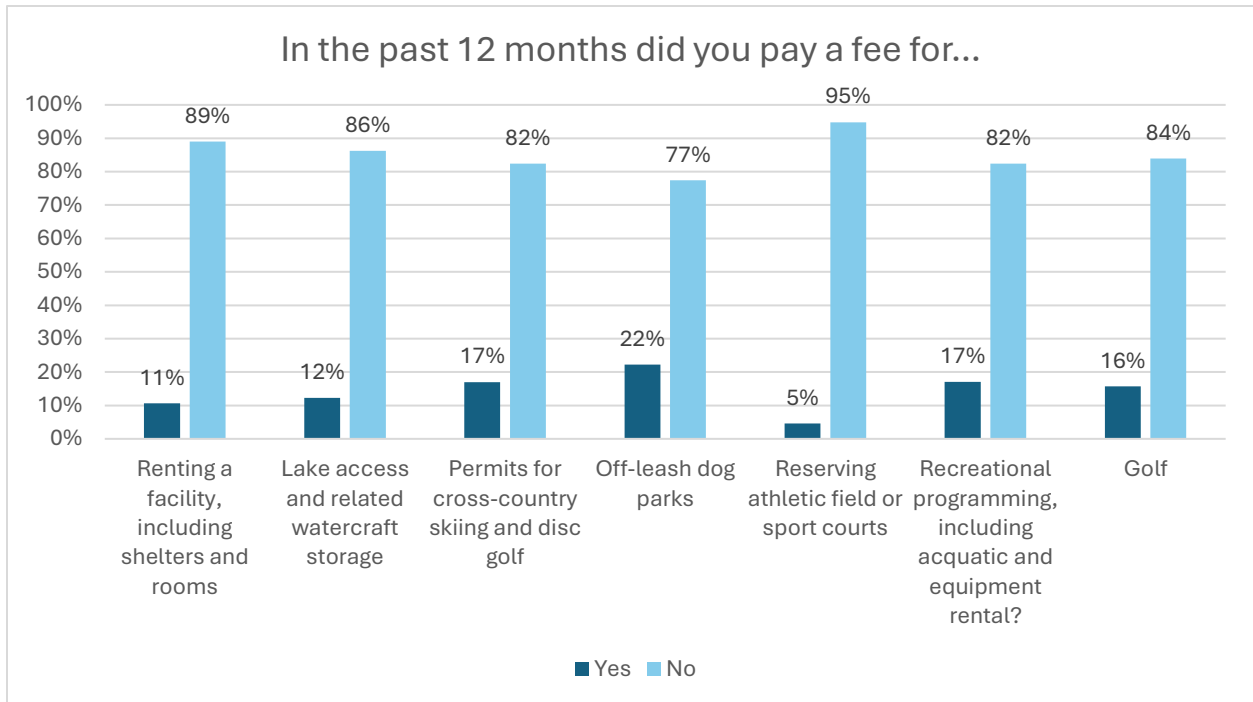
Q6: Do you participate in, supervise, or watch the following kinds of activities in Madison parks?

- The most common activities in Madison Parks for participation or supervision are general physical activities, leisure activities, and attending festivals or events.



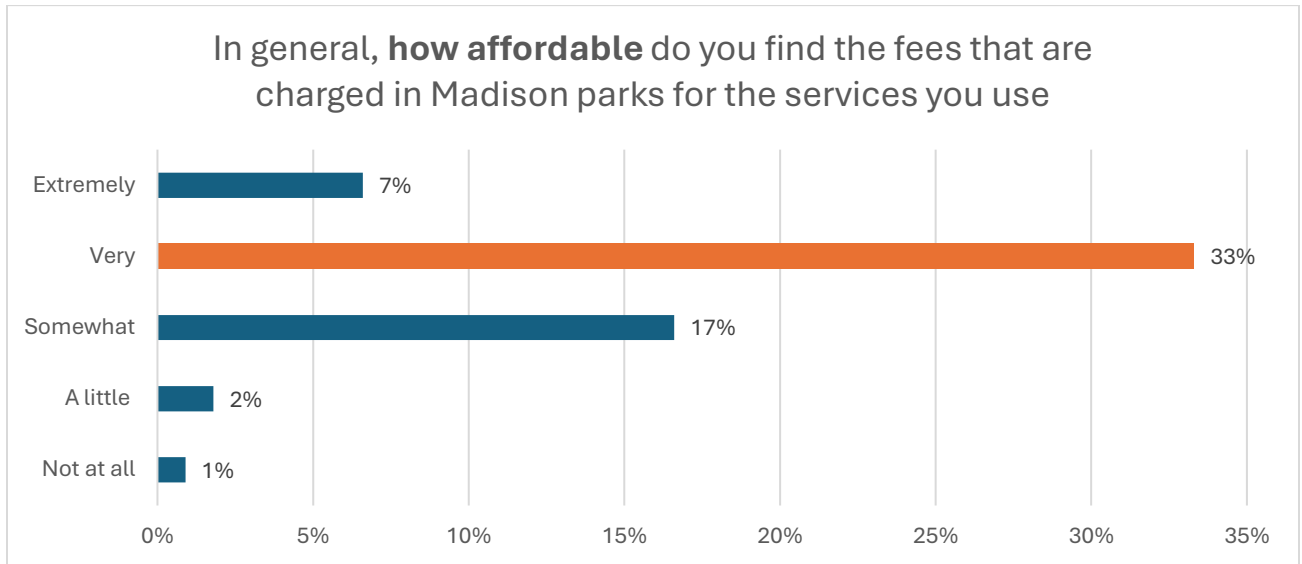
Q7: Still thinking about your use of Madison Parks, in the past 12 months did you pay a fee for...

- Most respondents had not paid a fee for any of the park amenities listed.
- On average between the different amenities, 14% of park users paid a park fee in the previous 12 months. The most common fee paid was for off-leash dog parks, and the least common was reservations for athletic fields or courts.



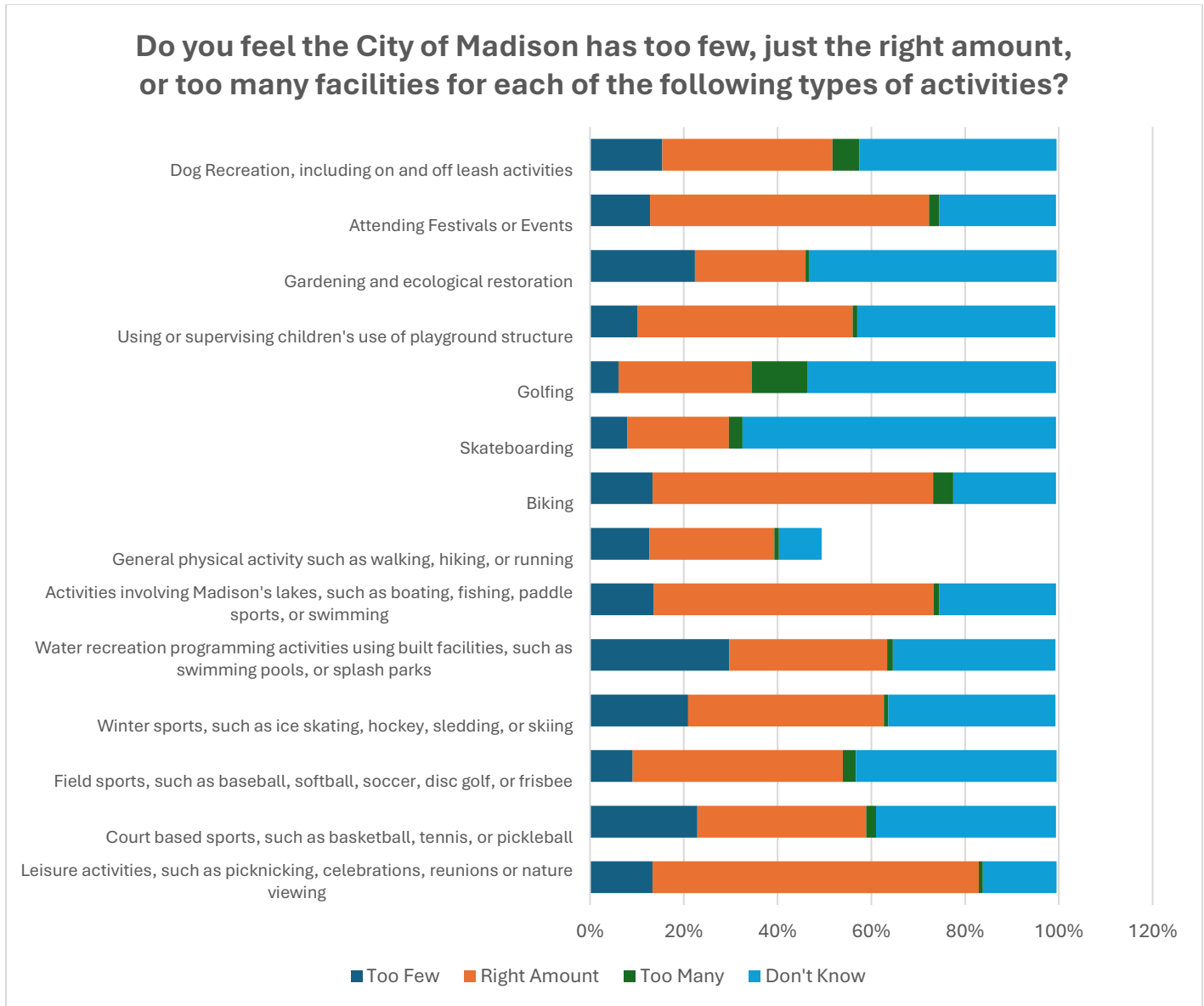
Q7_cost: In general, how affordable do you find the fees that are charged in Madison parks for the services you use.

- Most people found the fees charged at Madison parks to be very affordable.



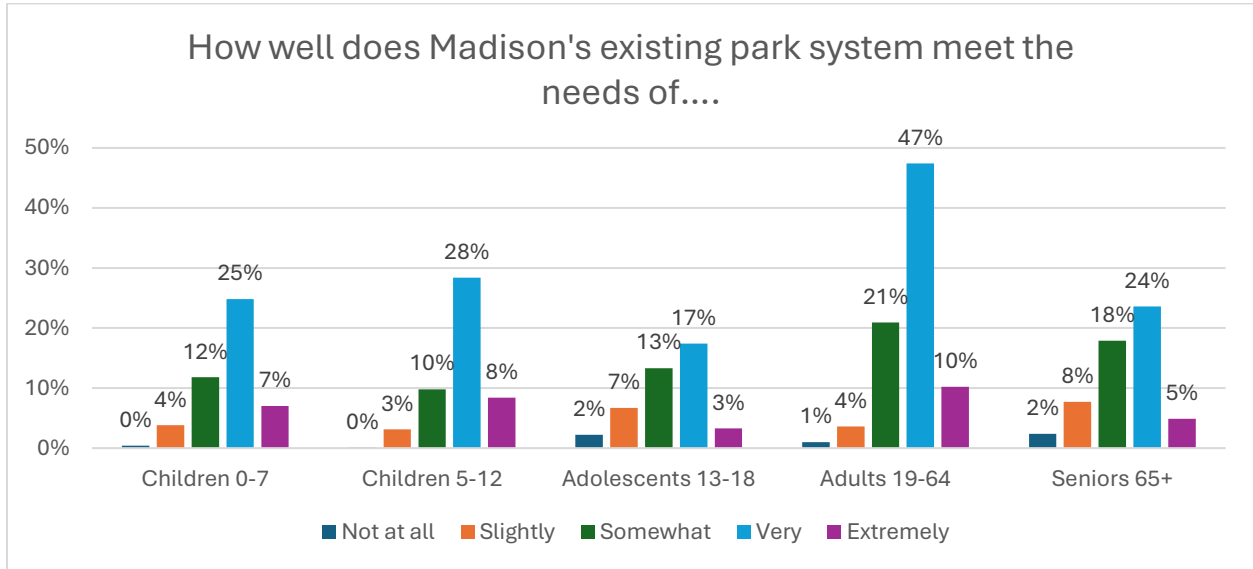
Q9: Do you feel the City of Madison has too few, just the right amount, or too many facilities for each of the following types of activities?

- Of the facilities presented, water recreation programming activities had the highest amount of need.
- Very few people found that Madison Parks had too many of any of the facilities presented.



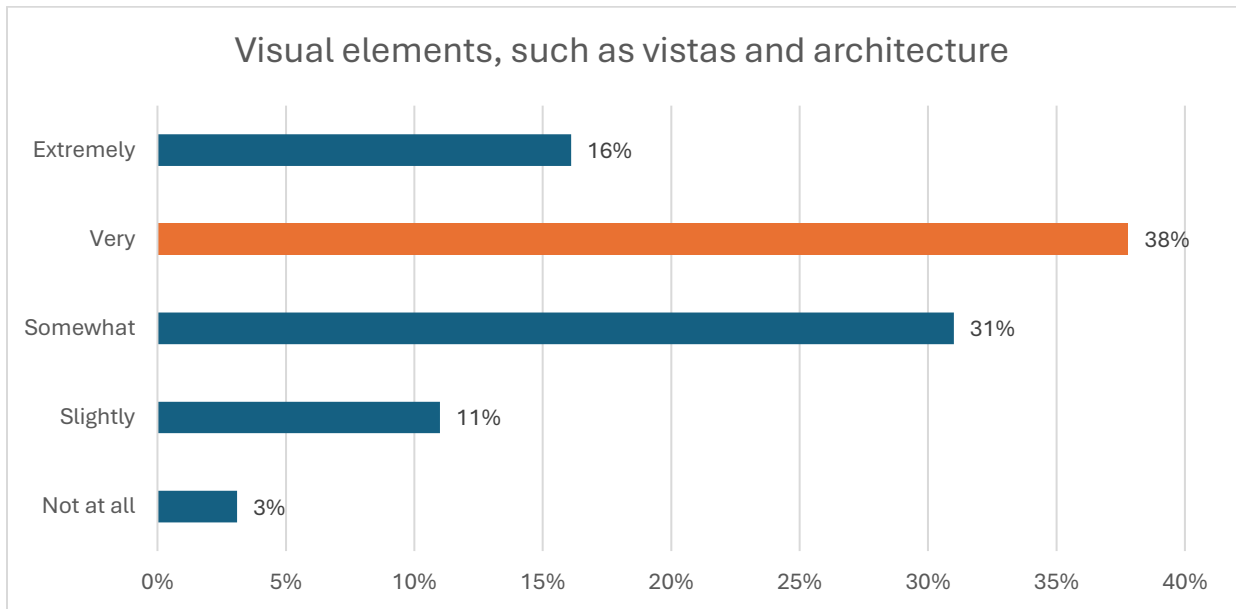
Q10: How well do you feel Madison’s existing park system meets the needs of the following age groups?

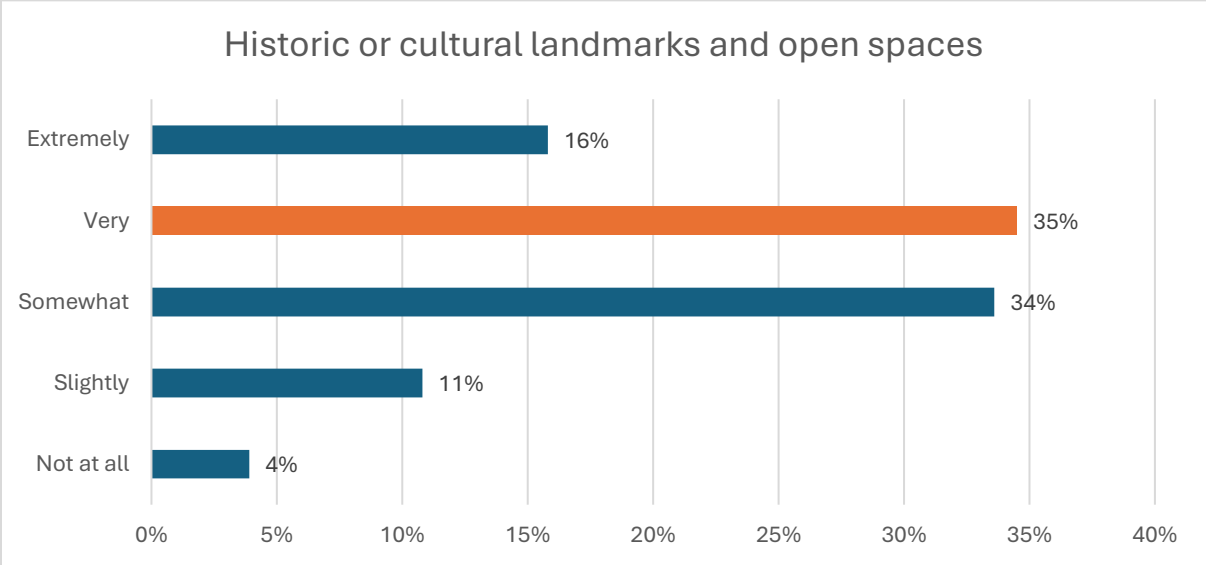
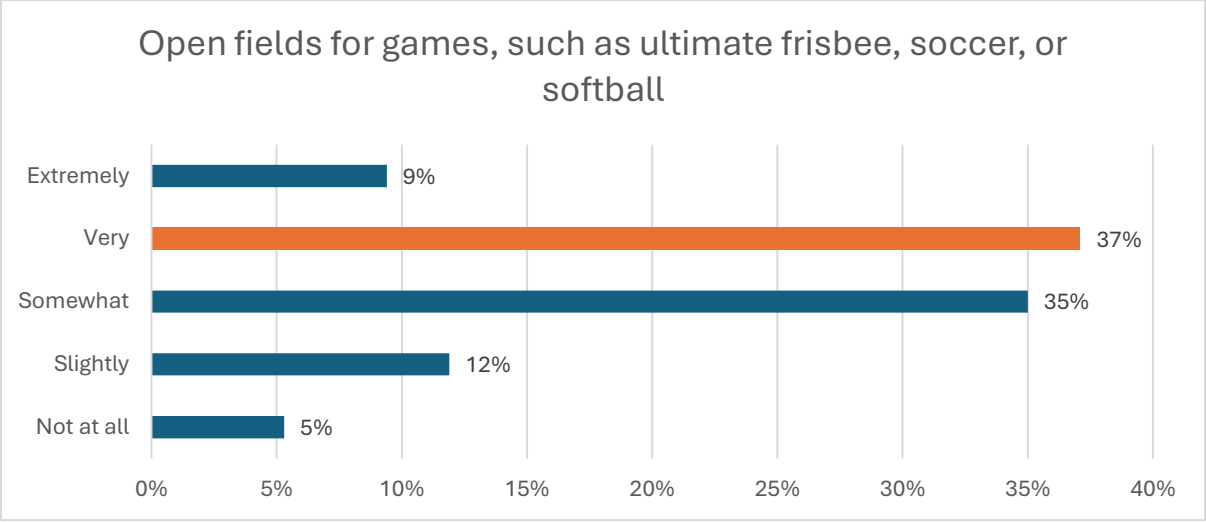
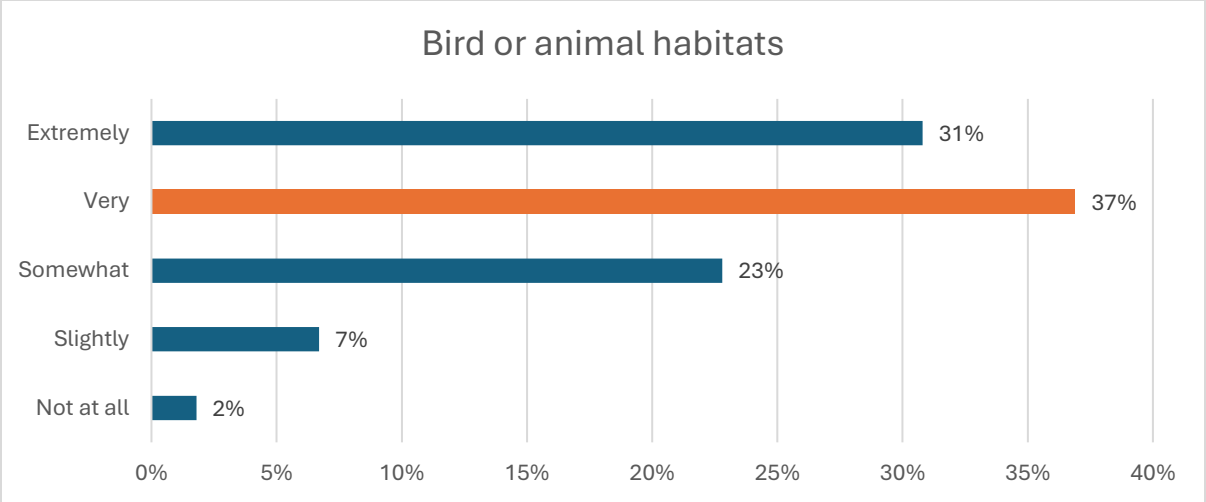
- For those that chose an option other than ‘don’t know’, most age groups have their needs very met. Of the age groups, people found adolescents and seniors to be the most in need of additional parks efforts.

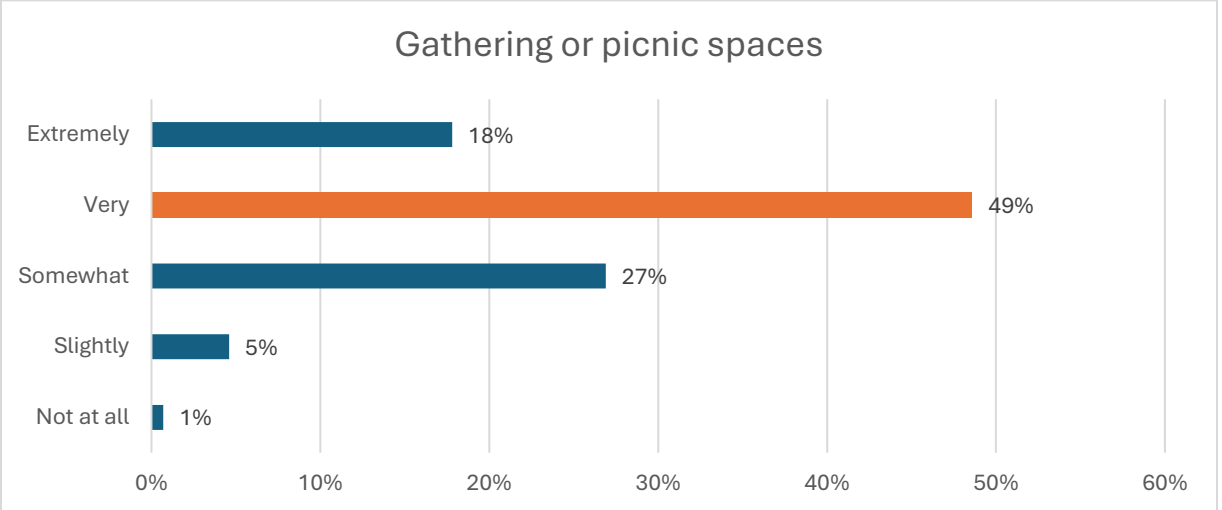
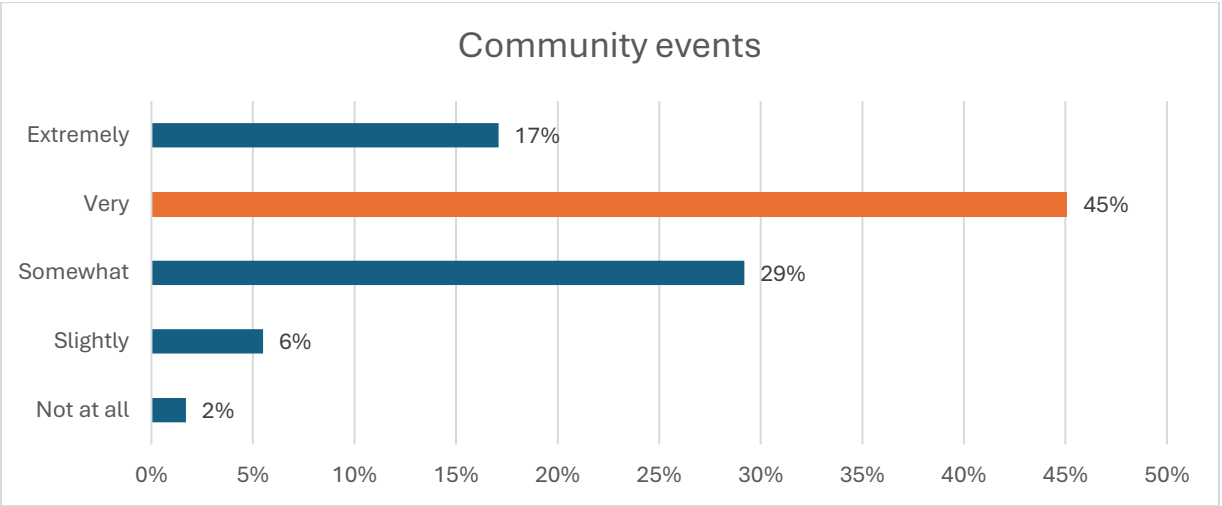
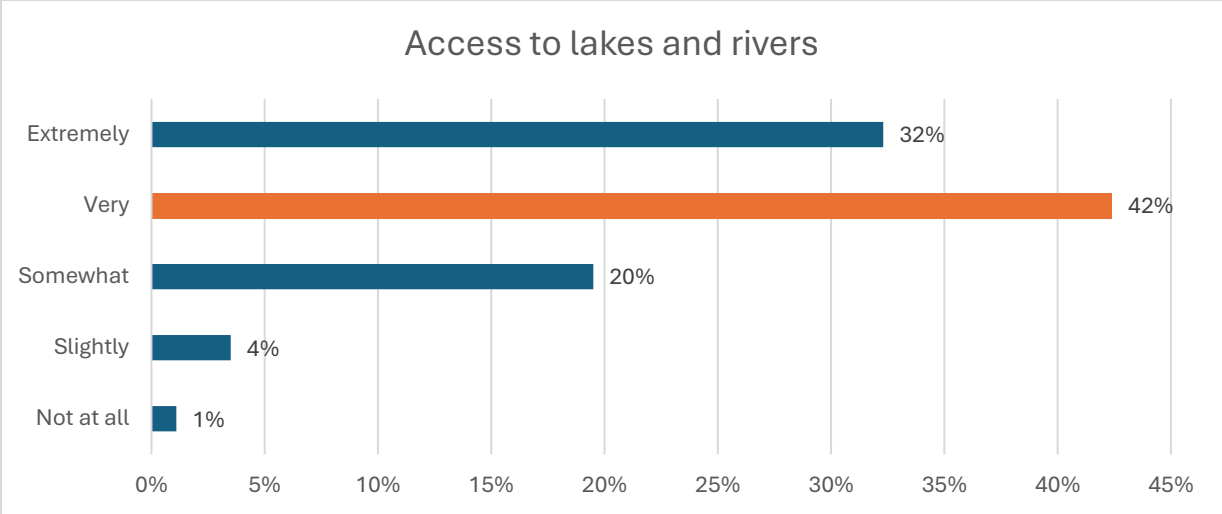


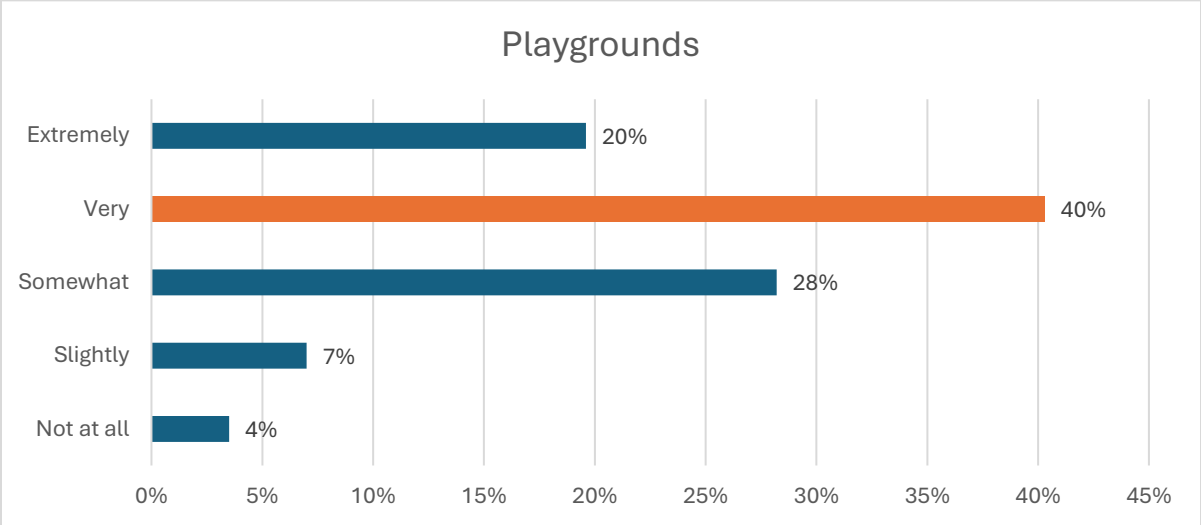
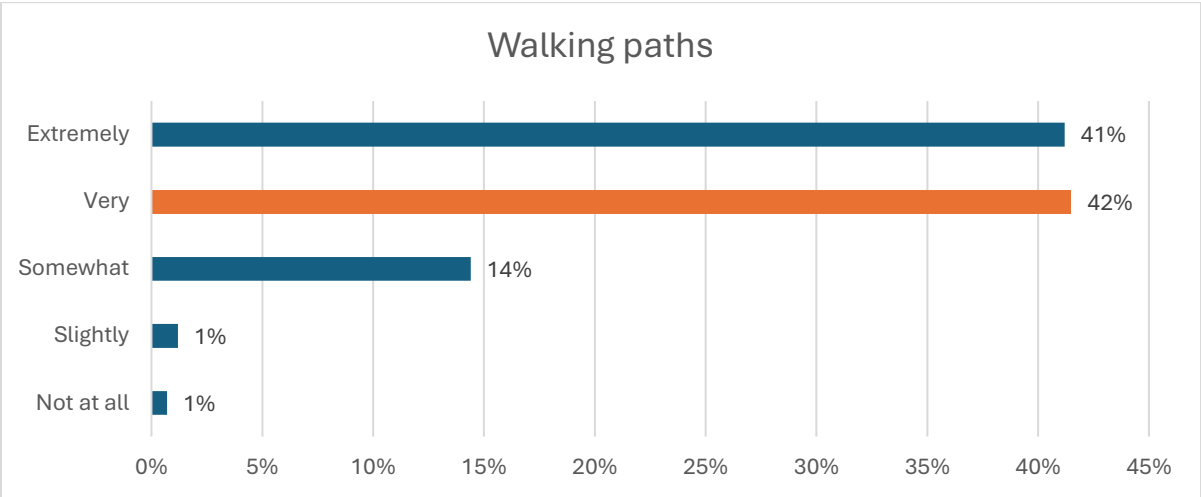
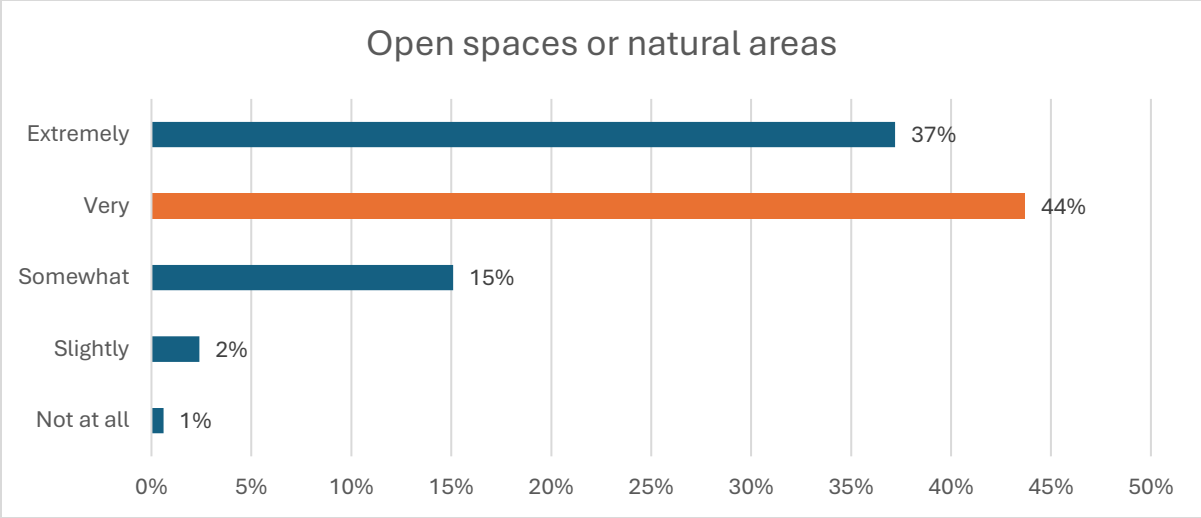
Q11: How valuable do you find each of the following feature in the City of Madison park system?

- The majority of respondents found all of the features highlighted in this survey to be very important.



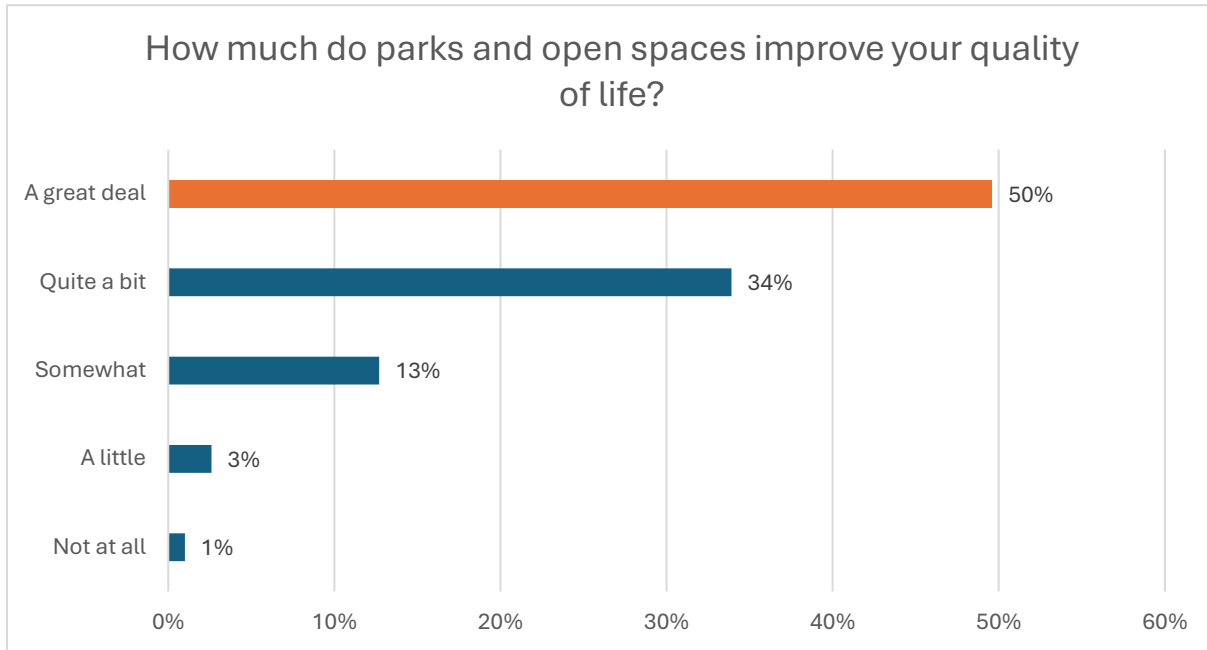






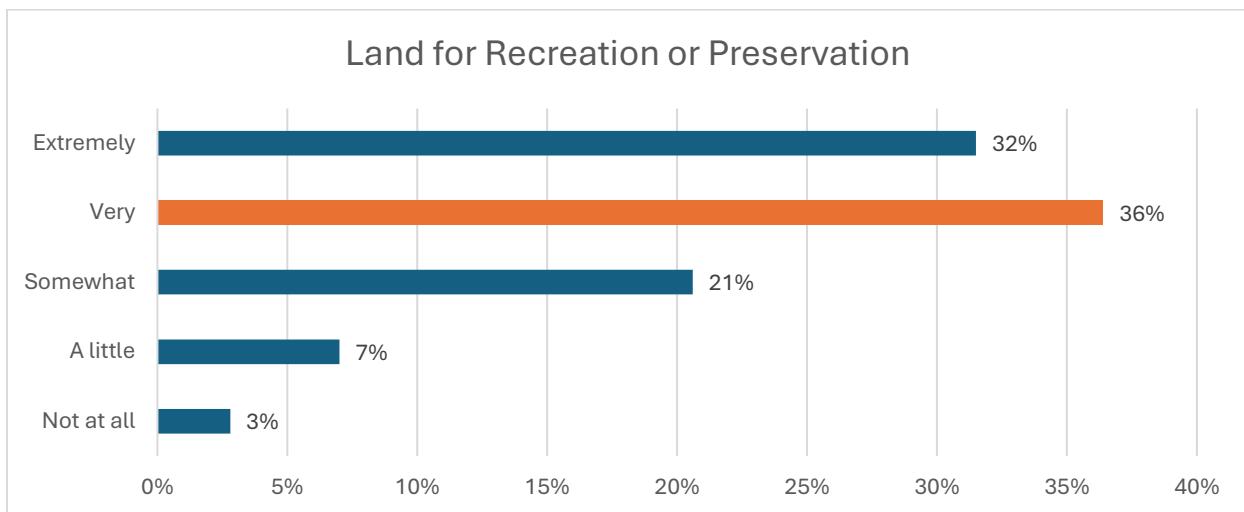
Q12: How much do parks and open spaces improve your quality of life?

- Parks and open space play a vital role in the lives of many, 84% of respondents say that parks and open space improve their quality of life 'quite a bit' or 'a great deal'.

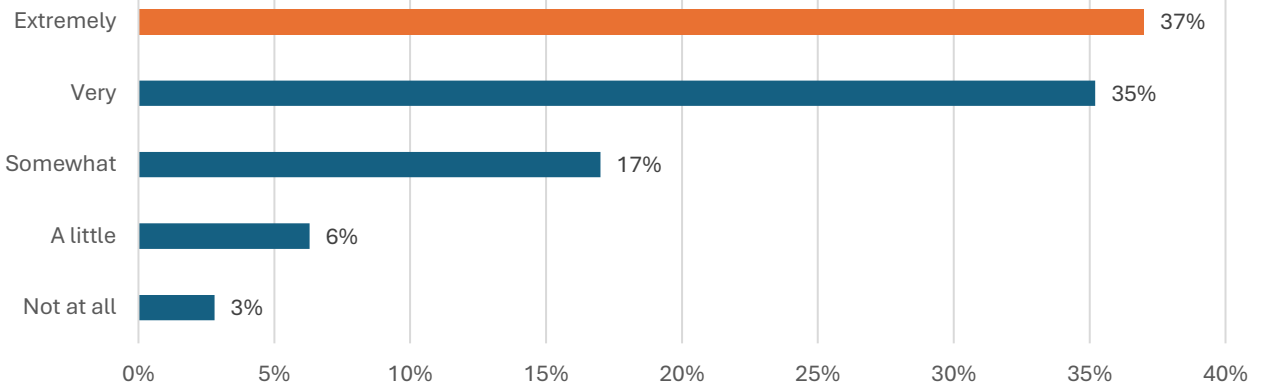


Q13: How important is it for the City to have each of the following facilities or amenities?

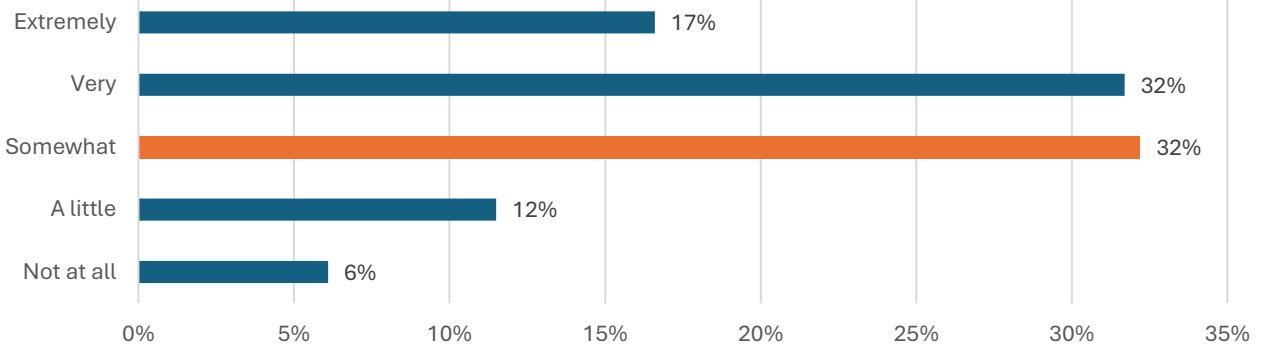
- Of the categories listed, roughly 30-36% of respondents believed downtown parks, access to aquatic facilities, fields for sports activities, recreational programming, and dog parks were "somewhat" important facilities for the City to include in its parks system.



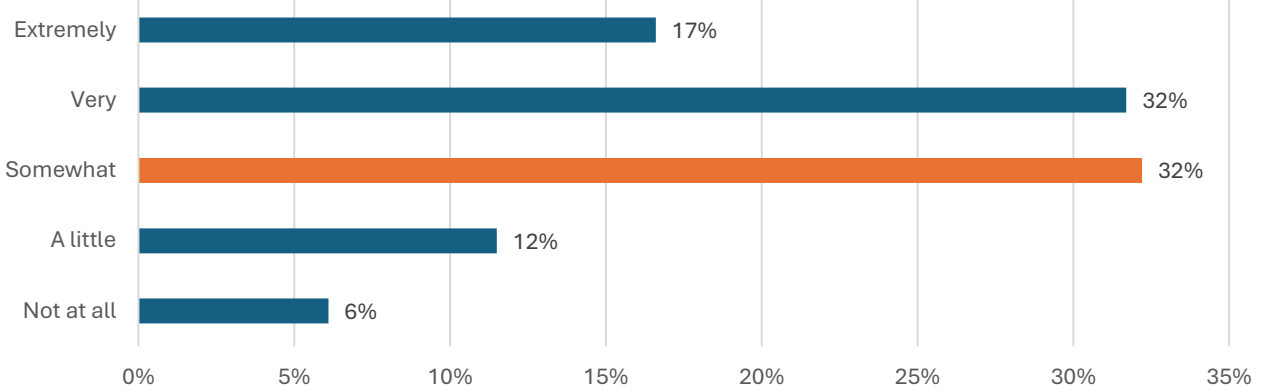
Natural open spaces and conservation areas

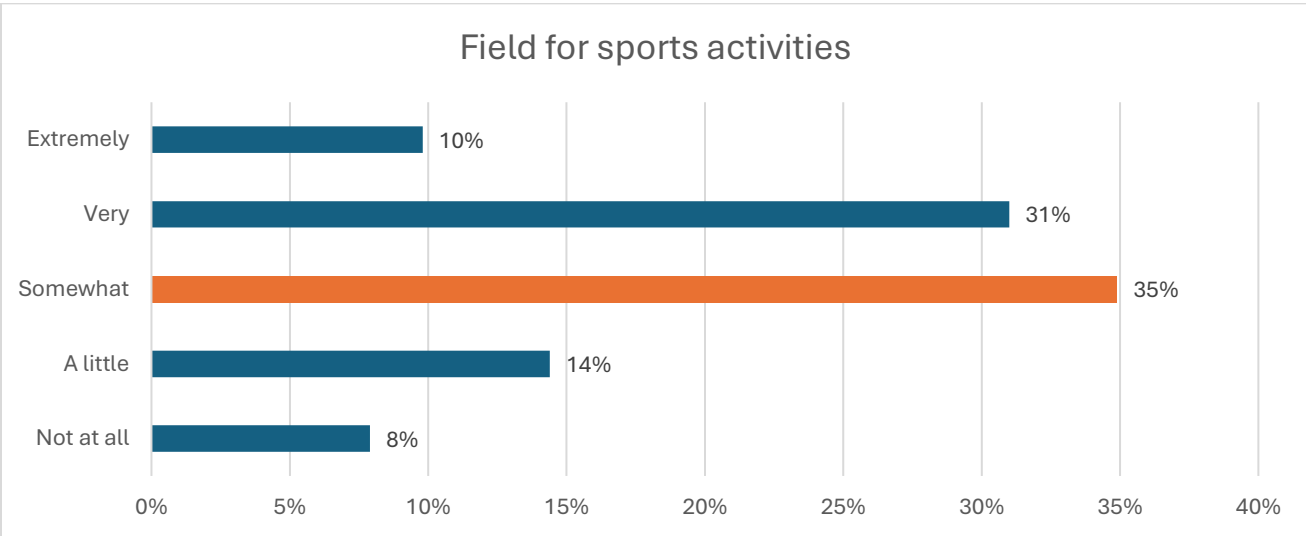
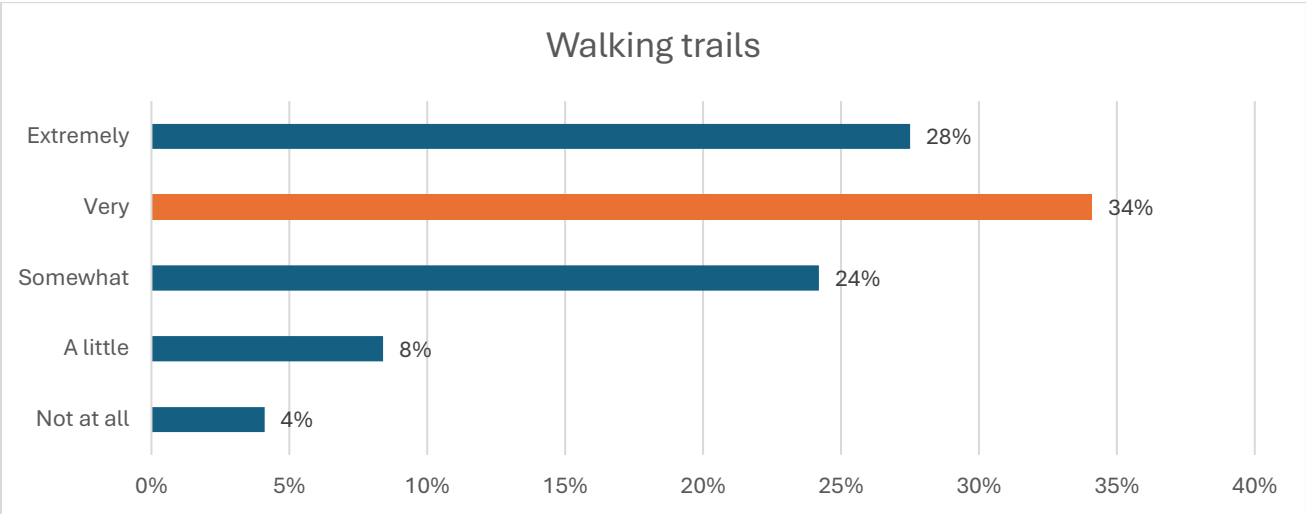
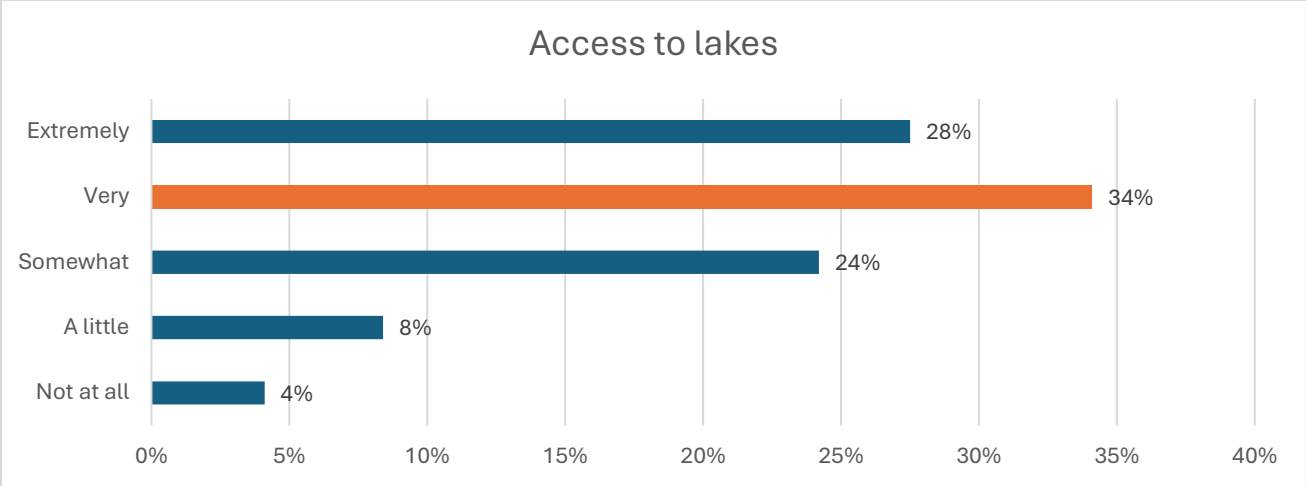


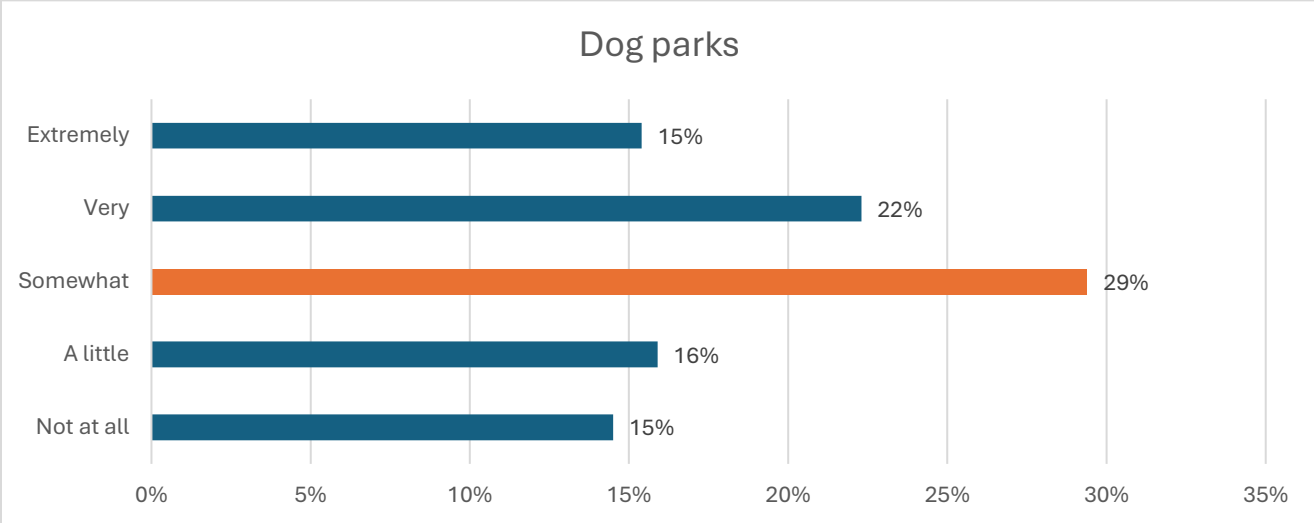
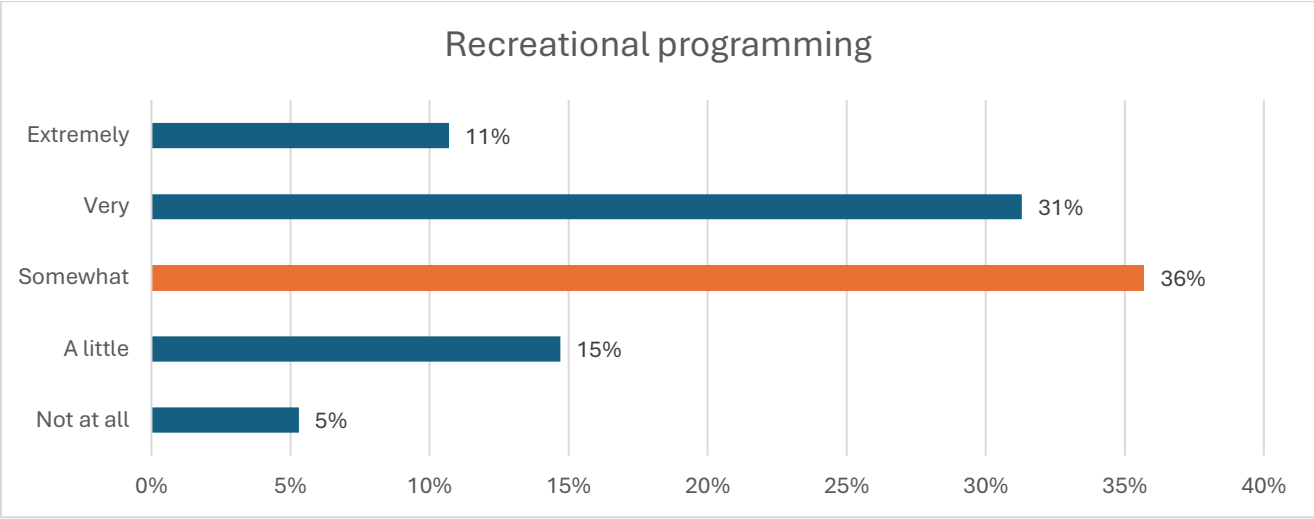
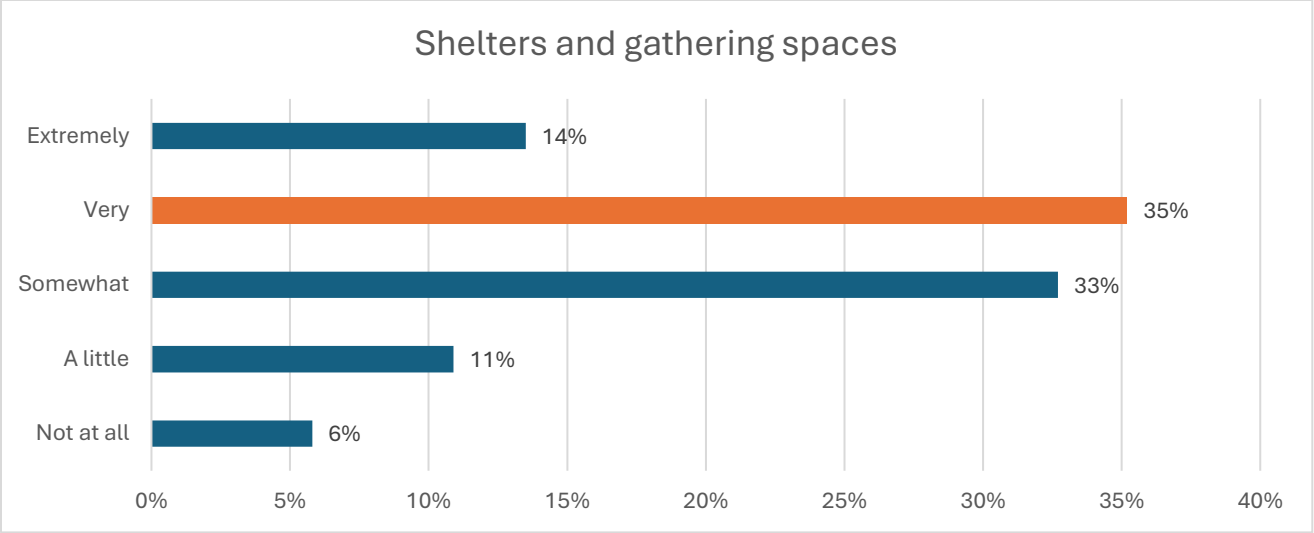
Downtown parks



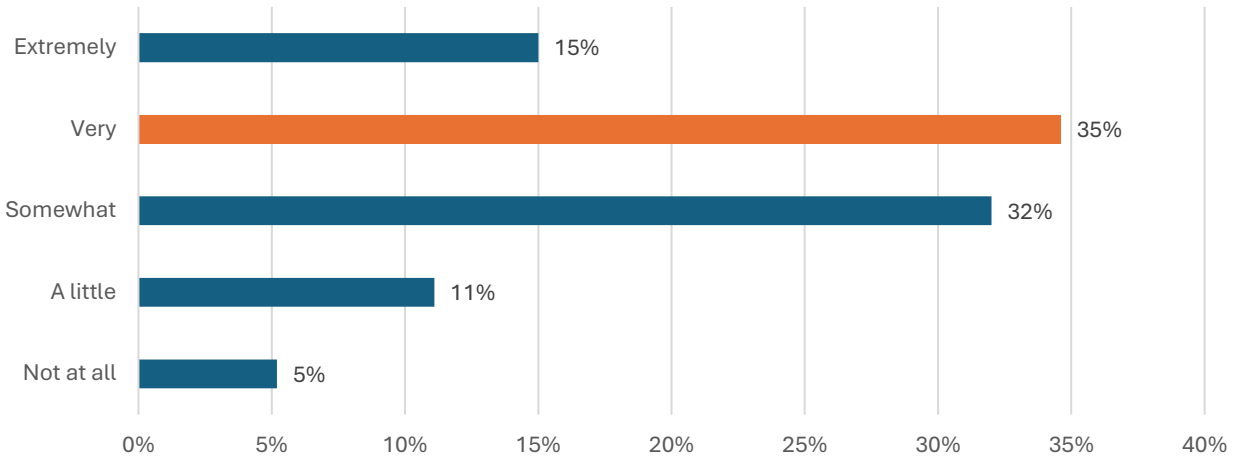
Access to built aquatic recreation facilities such as swimming pools and splash pads





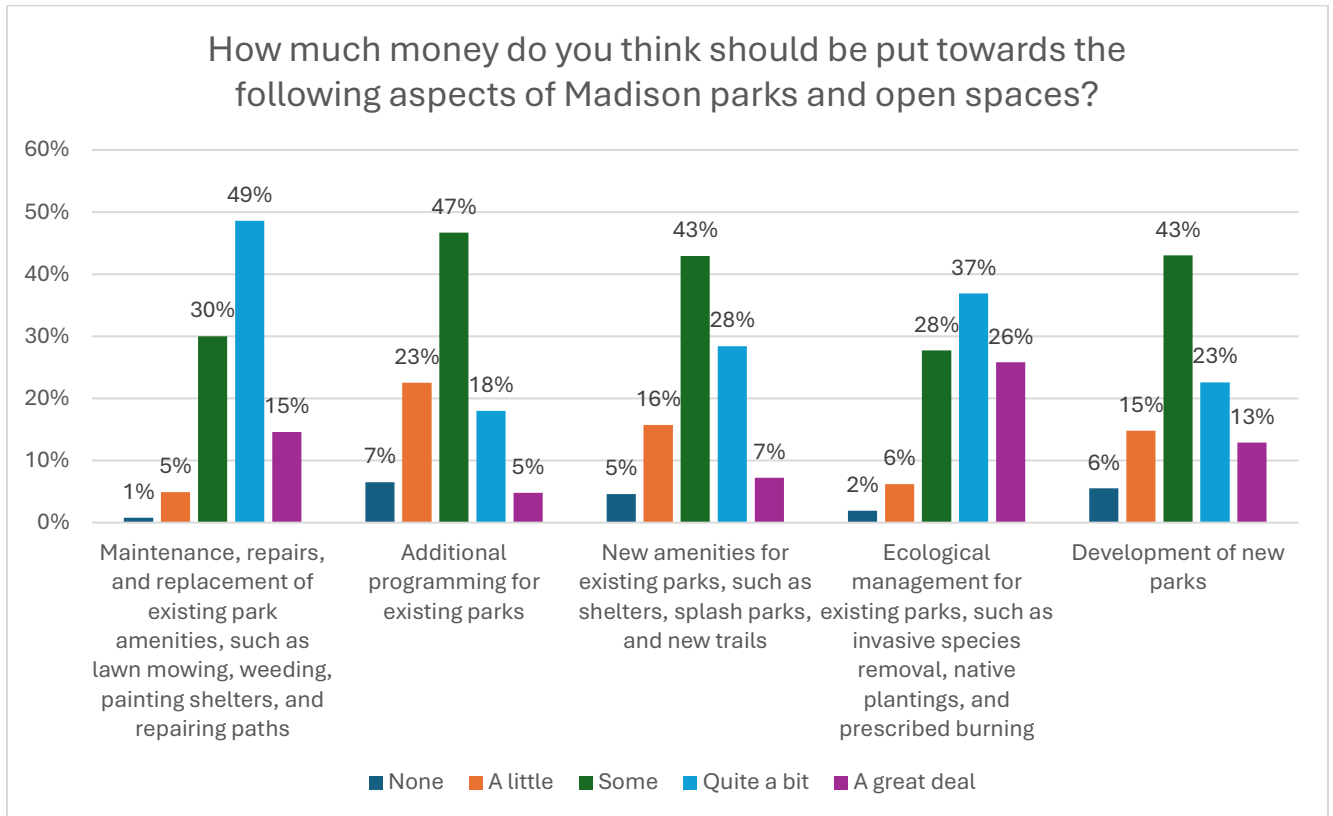


Community Events



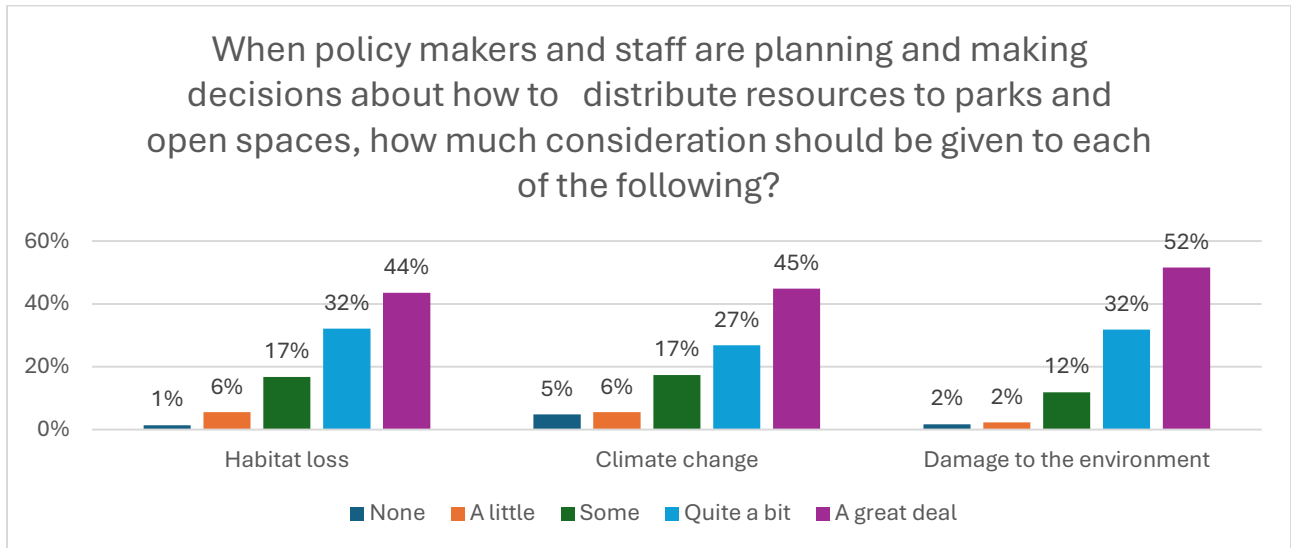
Q15: How much money do you think should be put towards the following aspects of Madison parks and open spaces?

- When asked where money should be distributed amongst aspects of Madison parks and open spaces, the greatest support was for maintenance and repairs, and ecological management. Additional programming received the least amount of support.



Q16: When policy makers and staff are planning and making decisions about how to distribute resources to parks and open spaces, how much consideration should be given to each of the following?

- Trends between each of the considerations –habitat loss, climate change, damage to the environment—show clearly that all three are high priorities for Madison communities.



Open Ended Questions:

Q4: Please tell us about barriers you may have faced in accessing Madison parks and suggestions you have for improving access

Excerpts included:

- *“Of everywhere I've lived, Madison has the most accessible parks that I want to go to. No issues here.”*
- *“I do not feel all parks have good seating spots for people like me that are disabled”*
- *“I do not have a car, so I have to rely on walking or public transportation. The bus routes are not always helpful and often take much longer than I feel is necessary to get to a green space.”*
- *“Better online bicycle path maps and kayak launch maps. Better boat launch markings visible from the water. Have had difficulty finding my start point”*
- *“Need better plowing of sidewalks and entrances in the winter”*

Q5: How often do you avoid a park or open space because you do not feel safe, comfortable, or welcome?

When asked to elaborate, excerpts included:

- *“Sometimes people have dogs off leash and that concerns me.”*
- *“Some of the parks are not as well lit in the evenings.”*
- *“I may not feel safe because of the group or individual using the park at that time.”*

Q8: Do you feel the City of Madison has too few, just the right amount, or too many facilities for each of the following types of activities?

Additional activities, programming, and facilities residents would like to see more of included:

- Indigenous peoples cultural education, and other similar educational programming
- Volleyball
- Skateboarding
- Sky gazing, birdwatching, and other passive recreational activities
- Festivals, live music, and other events

Q14: Is there another facility or amenity you would like to see more of in Madison Parks that was not listed? If so, please tell us:

Additional amenities included:

- Pools and splash pads
- Connected biking and walking trails
- Pickle ball courts
- Public restrooms

Q23: Please tell us your favorite thing about Madison Parks and open spaces:

Excerpts included:

- *“I love my city and the access to parks is an enormous part of that. It's shared community space and the parks service does a lot to make it accessible and that there are a variety of activities available for the variety of the populace.”*
- *“I like the access to more natural environments and green spaces within the city.”*
- *“They invite me to be outside more and to share the beautiful parts of Madison with others. Madison parks make it easier to host community events than other spaces.”*
- *“The number and variety are great! I love that so many embrace the lakes.”*