



## 2025-2030 Parks and Open Space Plan Survey Summary & Outreach

Park Commission - Wednesday, May 22, 2024

### OVERVIEW

Dane County Parks posted a public survey for feedback on the 2025-2030 Parks and Open Space plan update. The survey opened on January 29th, 2024 and closed on May 1st, 2024 and available in both English and Spanish.

The survey link was posted on the Dane County Parks website and staff distributed flyers with QR codes to the public at events including, Wisconsin Fishing Expo, Centro Hispano, Parks and Open Space public information meetings held in West, Central, and East Dane County, and other Land and Water Resources Department (LWRD) led events.

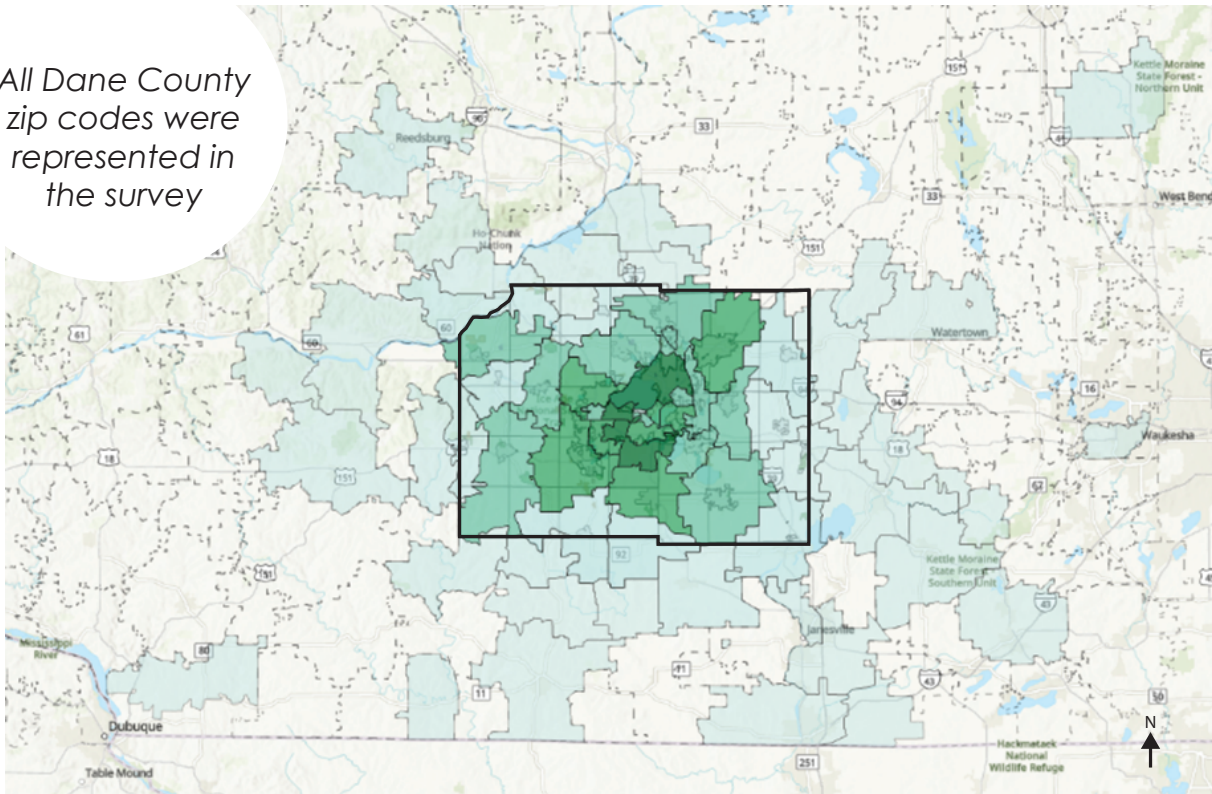
### SURVEY HIGHLIGHTS

There were a total of

**1,958 responses.**

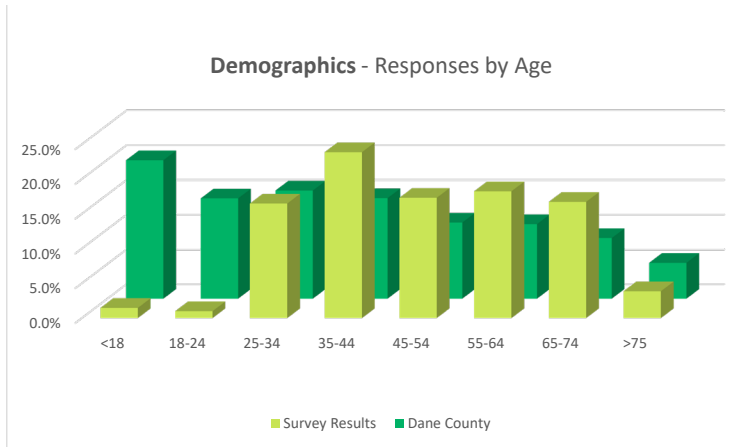
Comparatively, the 2018-2023 Parks and Open Space survey received 1,195 responses.

All Dane County zip codes were represented in the survey



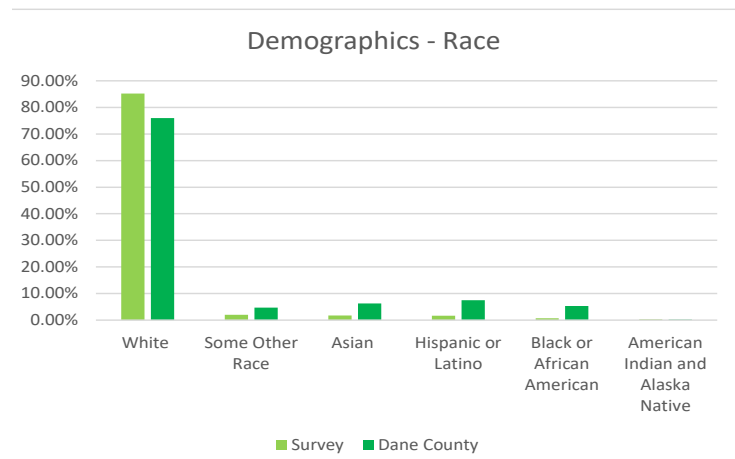
# DEMOGRAPHICS

## Demographic information about age and race of survey respondents:



Survey respondents by age as compared to Dane County age demographics.

*(1,704 responses, 254 skipped)*

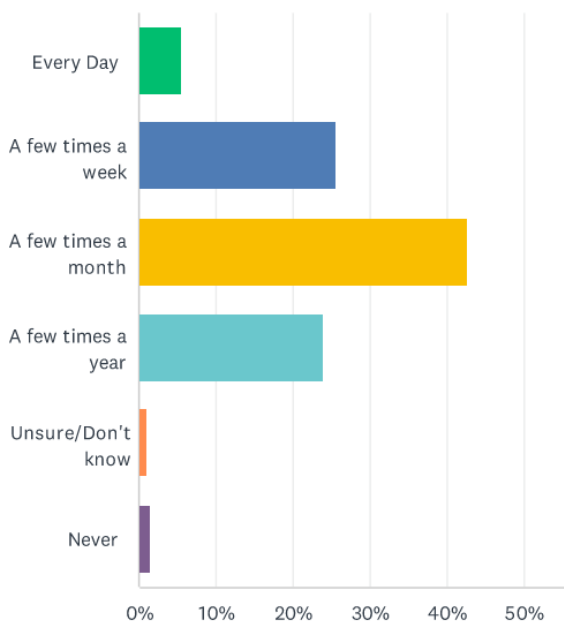


Survey respondents by race/ethnicity as compared to the Dane County race/ethnicity demographics

*(1,686 responses, 272 skipped)*

# PARK VISITS

## How often have you visited a Dane County Park property *(1,434 responses, 524 skipped)*



Most respondents visit a Dane County Park property or facility a few times a month.

*(1,434 responses, 524 skipped)*

# ACCESS



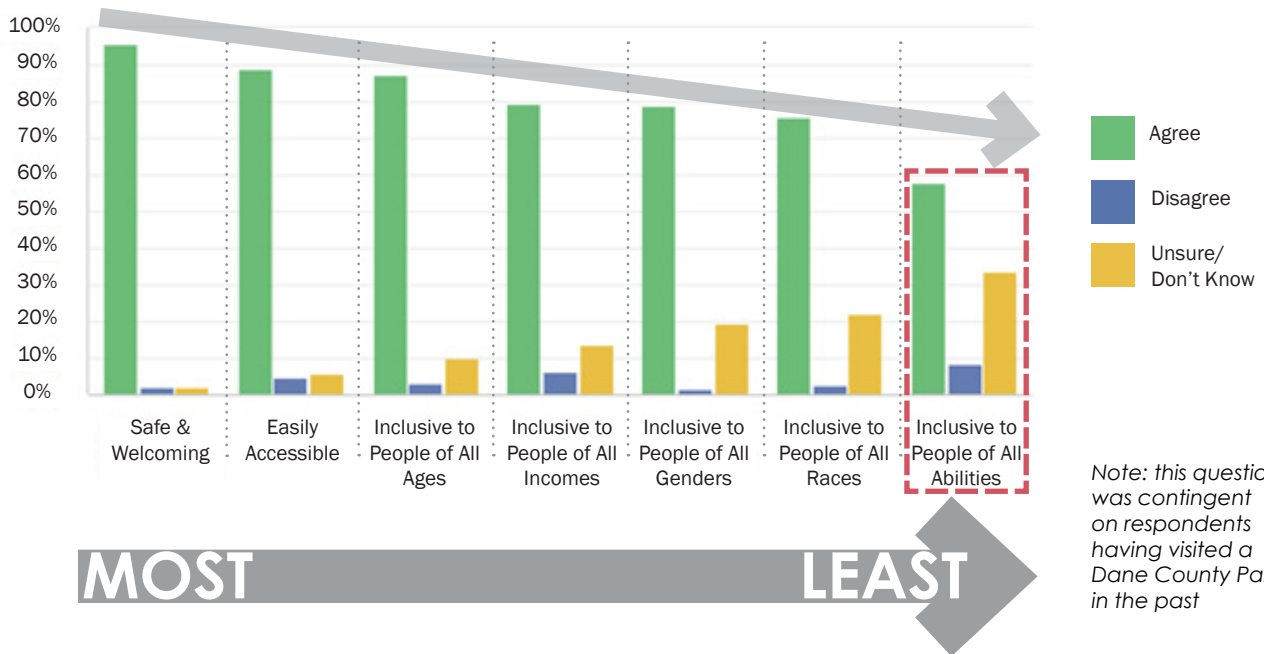
Average time respondents are willing to drive to a park

**36 minutes**

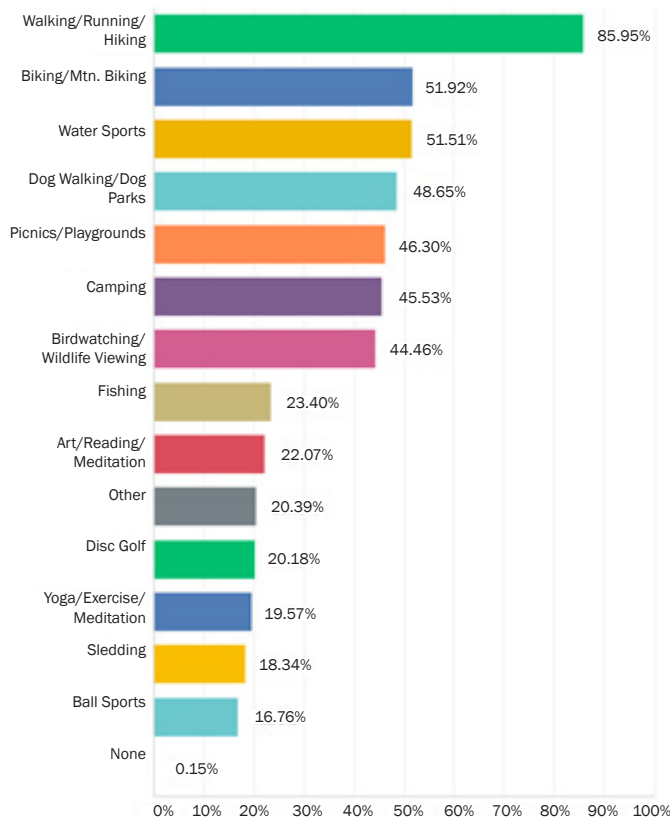


About **95%** of respondents travel by car to the parks

## Respondent's experience with Dane County Parks (1,403 responses, 555 skipped)



## What activities do respondents like (1,434 responses, 524 skipped)



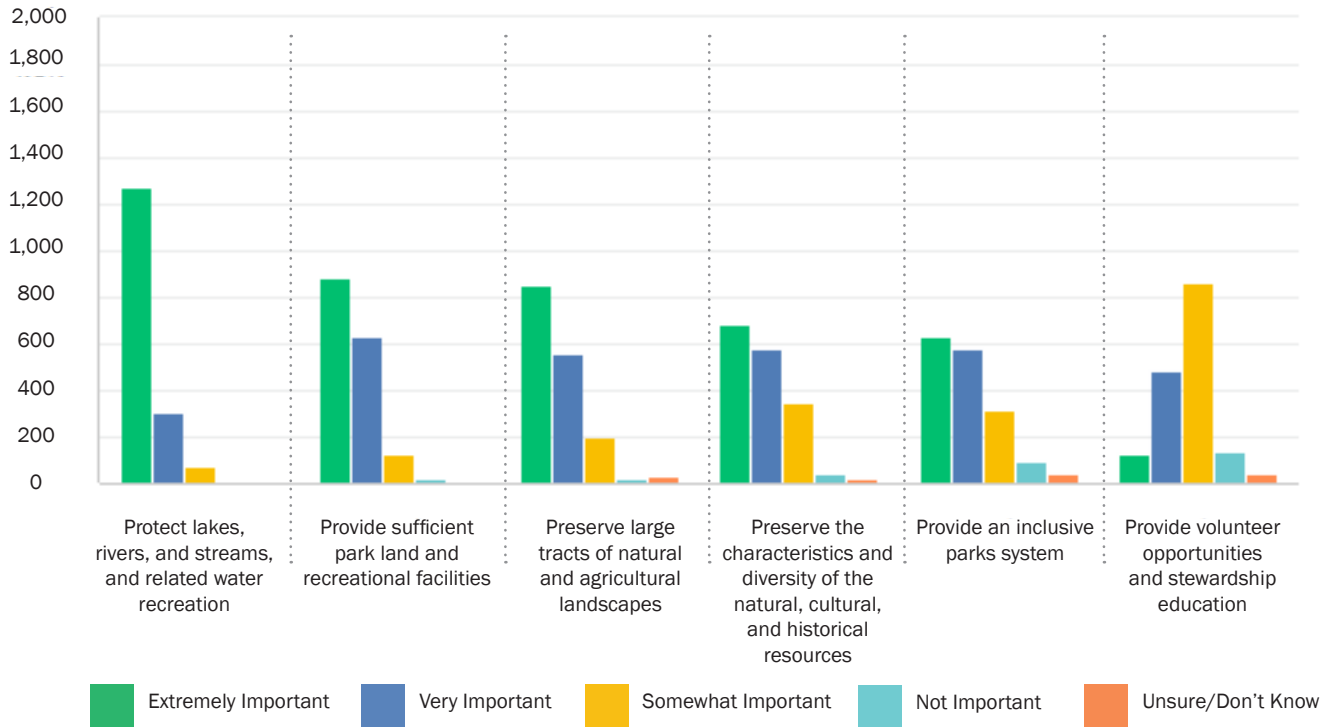
**NOTEWORTHY FINDING:** Dane County Parks trends are on track with the current national recreation trends with walking, running, hiking, biking, and camping as top ways to recreate.

\* The 'Other' category encompasses write in answers such as cross-country skiing, equestrian activities, education, hunting, and disc golf.

# GOALS OF THE PARKS AND OPEN SPACE PLAN

## Are the primary goals of the 2018-2023 Parks and Open Space Plan still relevant?

(1,681 responses, 277 skipped)



## CONCLUSION

While some of the highlights from the survey are provided in this overview, planning staff will continue to analyze the results of the 2025-2030 Parks and Open Space survey and a more detailed report will be created.

Dane County Parks staff will be continuing outreach efforts with local units of government meetings, external and internal stakeholder meetings, and other outreach events, including, the Kennedy Heights Block Party, McPike Park Sessions, Zoo Pride, Juneteenth, Madison Gospel 5k, and Disability Pride Festival.

In addition, planning staff is still welcoming feedback to incorporate in the draft 2025-2030 Parks and Open Space Plan through a feedback form on the Dane County Parks website.

