

**VILLAGE OF PLEASANT PRAIRIE
PARK COMMISSION
Village Hall Auditorium
9915 39th Avenue
August 2, 2011
6:00 p.m.**

A regular meeting of the Pleasant Prairie Park Commission was held on Tuesday, August 2, 2011, 6:00 p.m. Present were Michealene Day, Monica Yuhas, Rita Christiansen, Glenn Christiansen, Cindy Schwab (Alternate #1), Jim Bandura (Alternate #2), Steve Kundert. William Mills and Troy Holm were absent. Also present were John Steinbrink, Jr., Director of Public Works; Thomas Shircel, Assistant Village Administrator; and Ruth Mack-Stoner, Executive Secretary. No citizens were present.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. MINUTES - JULY 6, 2011**

Michealene Day:

Earlier you had your minutes of July 6th. If there were no additions or corrections can we have a motion to accept?

Monica Yuhas:

Motion to approve.

Steven Kundert:

Second.

Michealene Day:

All in favor?

Monica Yuhas moved to approve the Park Commission Meeting minutes of the July 6, 2011 meeting presented in their written form: Seconded by Steven Kundert. Motion carried 7-0.

- 4. CITIZEN COMMENTS**
- 5. NEW BUSINESS**
 - a) Master Park & Open Space Plan - Follow up Vision Meeting and Project Update.**

John Steinbrink, Jr.:

Madam Chair and the rest of the Commission, we have Dave Emanuelson here today from Public Research Group to give us an update.

Michealene Day:

Welcome again.

Dave Emanuelson:

Okay, thank you very much. Ordinarily we'd be here with a PowerPoint, but we thought I don't like PowerPoints anyway because nobody can see them half the time or understand what's up there, so what I like to do is give handouts which is what you have there, something you can take home. I can send this electronically or anybody you would like to. All we've done is basically present what data we've presented so far for the study just so you're aware of how it's going. At this point, and we discussed this in the introduction, we've data inputted about 170 mail surveys and we've completed all of the telephone which is 105, so we have about 275 in.

When we get to about 200 we're pretty stable after that so we're going to get a lot more data. We still have the electronic to do, the online and email surveys to do, and we still have more mail surveys to do, to put in. But we're hoping that we'll probably end up with over 500. Actually we hope it's 700 but 500 is the minimum that we would want to guarantee on this. So that's what's going on.

What we did in this analysis is a very, very preliminary analysis of the questions related to the Park Commission. If you look in the very back in the appendix is the survey instrument itself which shows you the questions. So when I refer to a question if I don't specifically reiterate the question in this brief summary of the findings then you can see the question in the actual document itself in the questionnaire.

What we started with was basically analyzing park usage to see what percentage of people said they used parks, which is interesting because it's difficult to keep attendance at parks because there's no gate or door or counter or process like that. So what we did was if you look on the question itself, question 11 asks people do they use Lake Andrea, Pleasant Prairie Park, Rolling Meadows. We asked them do they use them one to four times, five or more times or never. The one to four times we consider infrequent users. The over five or more we consider frequent users, and the never are not users. Obviously, when you subtract from everybody you get one to four plus five or more. That's basically what the graph on the third page shows, the green graph. The green graph shows frequency of usage of the parks. And what we've done is we put the percentages there just to show you how it's going so far in terms of usage.

To give you an idea, most of our clients, parks and recreation agencies, do want to know what percentage of usage is occurring in their facility so they know how to prioritize their capital improvements, whether they're going to make capital improvements in high use areas compared to low use areas. Everybody is dealing with limited funds nowadays, I guess they always have really, and some of the smaller use parks would probably be lower on the list. So this kind of

establishes a baseline for that.

Now, I mentioned in the introduction that these findings are plus or minus four percent at this point with 275 responses, I expect that we're going to be pretty close to this, within four percent by the time we get all the data in. But this gives you an idea that Lake Andrea by far is your highest use facility. And that Becker Park, for instance, is your lowest in terms of what percentages of people are using them or making use of them. So if you're going to capitalize, you're going to prioritize your capital expenditures, then that would give you an indication of where you do it. That's just a rough handle. Again, this questionnaire was designed by the staff and Mike and everyone else to try to get an idea of what we should do first and what order we should do them in.

If you flip the page the red graph you see frequency of amenity usage. Now, in question 12 we asked about specific amenities that are being used in the park. Now, these could be in some parks and no in others. This is an indication of whether folks are using specific amenities in there. We'll get to what they want to use or what they'd like to see. But you can see pretty consistently beaches 51 percent, that's exactly the same percentage as the percentage of people that use Lake Andrea, which gives you an idea that the survey instrument tends to be reliable. We're pretty sure it's measuring accurately what we're trying to measure just like a ruler is accurately measuring the length of something. Because we're getting a very high correlation between those two responses and we get an exact match. That tells us our data is pretty good data so far.

Bike paths, running paths very popular. Archery range obviously not so much. It's a very small percentage. And where is the archery range at?

Michealene Day:

Lake Andrea.

Dave Emanuelson:

Yeah, so as an amenity people may be using that property but they're not necessarily using that amenity for instance. So obviously you're not going to put any more archery ranges in, right? That just kind of gives you an indication of what you would do with that kind of information. It does tell you, though, that about a third of your population are using playgrounds. Todd will be here in September. He's also going to be here with another visioning session with John's staff, but playgrounds was something I think which was something we're going to talk a little bit about or, John, you guys are going to focus on that a little bit. But paths obviously, huge, huge usage of paths as an amenity.

Now, if you flip to the next page, what we did was we have a table here instead of a graph. There were just too many variables to put them in a graph. The graph wouldn't make any sense so we put them in a table and showed you the number of people that responded to the question. Some people answer certain questions and some people don't, but we really are looking at here are the percentage of respondents. We've highlighted the higher percentages. What do you want to see in your parks? More drinking fountains and more benches. Half of the town wants to see that. Almost half the town wants to see more pathways. That makes sense because if you look at the previous question about what people use they want more of what they use, right? And those are

the kinds of things that you would probably want to include in the process.

Something, though, that I thought was really, really interesting was the splash pad. Forty eight percent of the public wanting a splash pad is a pretty strong indication. I don't think we've ever had anything quite that high before in terms of percentages. So that's a pretty strong indication of a user group that has an unmet need.

Michealene Day:

Thirty eight, right?

Dave Emanuelson:

Thirty eight, I'm sorry, yeah 38 percent. What does that tell you? Where would you put them? I mean probably most of our clients that have beaches put them at the beaches. The reason you put them at the beaches is because people are already there anyway for the swimming part of it, and you don't want the splash pad to compete with your beaches by putting in into a park. Now, some folks want to put it in a park but then you're drawing people away from your beaches. That doesn't make any sense. What you want to do is draw more people your beaches to get more usage of them during certain hours. So what you're providing is an amenity for basically little kids, moms and little kids and dads that are there with their kids. So those are the kinds of things that you're putting in. That's a pretty strong indication of how people feel about it.

The other thing is if you flip to the next page to the yellow graph that gives you an idea of what activities they would like to see in the park. Now, this is something that the Rec Commission added because this is where you interface is where the Parks and Rec come together. You provide a site for them. The question is what activities would they think are needed by the community. Each of these activities or hypotheses of theirs or ideas that they had of activities that might work in this community and something that the park could support.

Now, if you're going to do music in the park for instance and you don't have a band shell or a bandstand, then that might be an indication of a facility that gets needed. So in that case we don't ask about the amenity. We don't ask about a band shell as an amenity. We know that we need to have some kind of a support structure if we're going to do music. So if you look at those numbers 64 percent of the community want some kind of cultural activity like music in the park on a regular basis. These are not expensive programs to provide. They're usually provided on a volunteer basis unless, of course, you have an organized municipal band and they have to be paid like they're union musicians or something like that.

But if you schedule, you get sponsorships for events which a lot of parks and rec departments do in Wisconsin and Illinois is they get sponsorship for these events, then they're free to the public and you have an appropriate site. But 64 percent that is just huge. That is an indication of something that would benefit this community in a very big way and something that people are interested in. Of course, the Rec Commission I'm sure that one of their hypotheses was embraced by the community.

The others are strong as well. What is really amazing is the nothing response. People can answer multiple responses to that question, but if you answer nothing then you don't get to pick anything

else because that would be counterintuitive. It doesn't make any sense. So only 13 percent of the public doesn't want more activities in the park. They're satisfied with the level of activities in the park. That's an indication that there is a certain level of hunger for recreation programming. Something that the Rec Commission, again, wants to work on is the programming of the parks a little bit mainly outdoor stuff. They think that the RecPlex has pretty much got everything indoor covered. There's not a lot for the Rec Commission to do with regard to that.

These are things for them to do, and what I mentioned last time are points of interface. Again, we've got more data to enter but my guess is we're going to end up with fairly strong numbers at the end of this. The data could be off five percent maybe, but I don't see it much more than that. But we'll find out when we get the data coming in.

The last thing that we put in here was satisfaction. The way the question was asked, question 13 was satisfaction with the condition and the maintenance of the parks and facilities. I want to say that I've never seen any satisfaction numbers higher than this, so this is an indication, and I'm not stroking John, it's an indication that he's evidently a pretty good job because these are just the best numbers I've ever seen. Two percent somewhat dissatisfied. Nobody very dissatisfied. Everybody else in between. Then there's the ten percent that didn't answer but we don't care about that.

This is a preliminary report. What I'd like to do is I'd like you to ask about, first of all, for you to take a look at the questionnaire, for you to think about the kinds of different comparisons that you'd like to see in the final analysis. Because in the final analysis we're going to go through all of the questions. All of them are going to be answered by—we're going to show all the responses for all of them. But what we're also going to do is we're going to do comparisons. For instance, we can do a comparison of seniors to non seniors. We can compare households of children to households without children and we do. We can compare male to female responses. We can compare people by the length of their commute.

All of those are ways that we can drill deeper into the data as analysts say. We drill deeper to find out who our specific clientele groups are and where they live and what they do and what they want. So those are the kinds of things that I'd like you to think about just with these questions. And also remember that the rest of the questions we're going to have analysis of the rest of the questions before it's over. So all that stuff is going to be in there. But we don't want to do all the analysis until we get all the data entered, until we get it all in, because otherwise we're doing it over and over and over again. So this gives you an idea what's going on with the parks.

Michealene Day:

When you did the telephone survey, did you find that—I'm just asking this because everyone I talk to they make their wives answering the phones. Did you get mainly women answering the questions?

Dave Emanuelson:

We get probably 80 percent pickup rate by females. And what we do is we ask for the youngest male 18 years or older to answer the questionnaire.

Michealene Day:

Oh, okay.

Dave Emanuelson:

That's part of the script. That gets it down to around 65 percent females and 35 percent males.

Michealene Day:

That's good then. Then you get a little bit more rounded—

Dave Emanuelson:

Yeah. I mean most of the data is skewed in favor of older adults and women. They're going to be the biggest respondents. On the other hand most of the guys don't really know what the family does anyway half the time and that's okay. By the way, most of the voters in the community are your older adults anyway. So it's not like we're talking to the wrong people. But that's why we can do the splits. If you want us just to cull out everybody 35 and under we can do that, everybody 20 and under we can do that. There's going to be a smaller number of people in that group, but we can still do that kind of analysis and tell you what. Again, typically we do households with children, households without children comparison; seniors 65 and over, people under 65 that are respondents. Typically we do that kind of analysis. But in this case I think Mike wanted us to take a look at the travel times and commute times that people have and like that.

Michealene Day:

Did anyone have any questions?

Dave Emanuelson:

Come on, you've got questions for me.

Cindy Schwab:

Were these mailed out to everybody?

Dave Emanuelson:

No. What happens is we do a sample. We did a sample of 1,500 households for the telephone, and we set aside about 400 for the mail—I'm sorry, 1,500 for the mail and about 400 for the telephone. Of the telephone when we got to 100, actually it was 105, then that's where we stopped. With the mail we sent out 1,500. We're expecting at least a 20 percent response rate. We've already got a 20 percent response rate. With the ones that Ruth just gave me today we've already got over 330 responses which is more than a 20 percent response rate.

One of the things we pride ourselves on is getting a high response rate. Most surveyors get like a 15 or under but we're getting 25 usually and over. So basically everybody else gets an email survey if we have an email address for them. So telephone first 400 we get 100, 1,500 mail and then everybody else gets an email blast. Then all of that data, all the responses become our responses. In addition to that we have done email for the RecPlex customers, and there's almost 6,000 email addresses that we sent out to and we have over 1,000 responses for that already. So that particular survey asked more specific questions that the Rec Commission wanted to know about, actually the Rec staff wanted to know about what kind of programs people are using, what do they want, what would it take for them to use more programs, are they satisfied with certain things like the parking lot fee and things like that which we didn't include in the community survey, your survey. Most of the questions in this survey are park oriented anyway. That's why they have their own separate one electronically.

Steven Kundert:

In your satisfaction question were there any qualifications given to the answer, particularly the dissatisfied and very dissatisfied?

Dave Emanuelson:

We don't do that. If you read question 12 it says how satisfied are you with the condition and maintenance to the parks and facilities. The reason we don't do that is because people give us that in the comment section at the end. We're going to dump out all the comments for them, edit them so they're readable, but you're going to get those comments. That will give you if people are not happy what they're not happy about.

Also, specifically, if you look at question 20, it says please tell us any unpleasant experiences you've had at Pleasant Prairie parks or facilities in the past year. That is an open ended question where we'll dump out the responses for that as well. When I say dump them out we run them from the software program into a word file and then we process that as a table that shows you edited phrases of what they said. Don't raise my taxes, I hate the goose poop on the pathway by the lake. We've had all that kind of stuff. That was in Beloit, though, the goose poop.

So you're going to get a lot more stuff than this. But this gives you an idea of something important. John, they love the way he's doing his job. But they want more amenities in the parks and what specific amenities they want. And they want a lot of stuff. If you look at the table they want a lot of stuff. I mean folks want a lot of stuff on that list. So there is a whole lot of opportunity for us to go to the Village and say, guys, this stuff doesn't cost very much, let's do it. We don't need to put in artificial turf fields. Those are expensive. People don't want them anyway. Don't worry about them. On the other hand how much do park benches and fountains cost? I mean how much does more pathway. That's relatively inexpensive to do. And let's throw in just one splash pad for \$400,000.

Michealene Day:

And, Monica, you've been talking for a long time about farmers markets.

Monica Yuhas:

Yes.

Michealene Day:

And that's way up there.

Dave Emanuelson:

That's your highest at 69 percent.

Monica Yuhas:

And if you were to have a farmers market and rotate it to the different parks in the Village like they do in the City, every Thursday or Friday, then everyone is exposed to where the parks are in the Village. Because if some people don't have a way to get someplace they can walk. So you can show people where Becker Park is, where Pleasant Prairie Park is, where Veterans Park is.

Dave Emanuelson:

I agree with you, although most farmer's markets, I kind of go with the Milwaukee County Park System model, too, where they have a designated festival area on the lake. It's got water and bathroom and concessions and all that kind of stuff there. Most farmers markets are downtown because they try to bring business downtown. Usually the Chamber of Commerce or downtown committee wants to do that. But if you've got three or four different sites then that's not a bad idea, because then you've got different—because your community is so spread out. It's a 20 minute drive from one end to the other. If you could move it around I think that might be a good idea here.

Monica Yuhas:

David, the one thing I wanted to share is I did receive three phone calls from residents who did get the survey in the mail, and they wanted to know how did we get chosen. I explained to them that it was random and to please fill it out. They said it took them under two minutes to do the survey and they appreciated that because it didn't take a lot of time.

Dave Emanuelson:

Good.

Monica Yuhas:

It wasn't a scary survey where too many questions and I'll put it aside and not do it.

Dave Emanuelson:

One of the things we don't do which hopefully I don't have to sell you because you already bought, but one of the things we don't do is we don't ask our demographic questions first, because that turns people off and they throw the survey in the garbage. And we never ask what's your income because that's another thing that people just don't want to answer. Some people don't want to answer age because maybe it's a crabby old senior citizen that says I'm not going to tell you so they don't tell you. But most people do. People almost never income. They just don't like to. That makes it easy for people. Then getting right to the questions about parks and rec is also a good thing. I'll use you as a reference, Monica.

Michealene Day:

Any other questions or comments? I applaud the very, very preliminary survey findings. You've done a wonderful job and thank you very much.

Dave Emanuelson:

Okay, and we're going to do another one of these for the Rec Commission next week and make sure that they get a copy of that as well. But it will be the Rec instead of the Parks.

Michealene Day:

And then our next informational meeting Ruth has said is the 17th. And it will be at the RecPlex.

Dave Emanuelson:

Is that were it is?

Michealene Day:

Yeah.

Dave Emanuelson:

We'd appreciate you guys coming.

Michealene Day:

And at what time? Six o'clock.

Dave Emanuelson:

I'll be here for that one, and we're hoping that both Commissions show up then and talk.

Monica Yuhas:

Is that going to be in the mezzanine again? Is there any way to move it, because it was so loud with all the children yelling and running and screaming, into a different room?

John Steinbrink, Jr.:

We can find out if there's another room available. I do agree the acoustics were horrible. The view is outstanding, but the acoustics with all the activities going on on the ice really made it hard to listen and concentrate. So I'll see if I can make a move out of the mezzanine into one of the rooms downstairs. We'll notice that before the meeting date.

Monica Yuhas:

Thank you.

Michealene Day:

Okay, thank you. Thanks.

Dave Emanuelson:

Thank you.

6. PARK COMMISSION COMMENTS

7. ADJOURNMENT

Steven Kundert moved to adjourn the meeting. Seconded by Monica Yuhas. Motion carried 7-0.

Meeting adjourned 6:26 pm.