

## Preserve Audio Trail and Class of 1918 Marsh Audio Field Trip Usage Report

The Lakeshore Nature Preserve Audio Trail was implemented in 2009. The Class of 1918 Marsh Audio Field Trip was implemented in May 2013.

Visitors use their own cell phones to call a phone number, enter a stop number, and listen to a recording about some aspect of the Preserve. Visitors are prompted to call the number by small 6x10 or 8.5x11 inch signs along Preserve trails and by maps on the Preserve kiosks.

The cell phone audio guide service is provided by Guide by Cell. The Preserve pays \$600 annually for the service.

The original Audio trail was created by Preserve staff, a hired historian, and volunteers, Ann Burgess and Janet Batzli. There are 9 stories that detail Preserve history and restoration projects.

The Class of 1918 Marsh Audio Field Trip was created in memory of Professor Stanley Dodson with contributions and efforts of Friends of the Preserve volunteers. There are 17 stories related to the marsh.

*Short summary of number of calls by year:*

Year	# inbound calls	# unique visitors	# items heard
2010	1151	763	1352
2011	1104	776	1408
2012	1339	877	1644
2013	737	540	1144
2014	806	559	992
2015	1048	680	1370

*Overview of usage for 2015:*

Avg # inbound calls per day	2.9
Avg # items heard per day	3.8
Avg # items heard per call	1.3
# Inbound calls by unique visitor	1.5
Avg # items heard per unique visitor	2
Total # minutes used	43:17:37
Avg # minutes used per day	7:07
Avg # minutes per call	2:28
Avg # minutes per unique visitor	3:49

*See the back of this page for an overview of usage by item number for 2015.*

Volunteer, Kennedy Gilchrist, checks the audio and walks the trails to check the condition of the signs at least 3 times per year. He's been doing this for about 1.5 years. Thank you Kennedy!

You can listen on-line and read the transcripts at  
<https://lakeshorepreserve.wisc.edu/media/audiotrail.htm>.

# Lakeshore Nature Preserve (University of Wisconsin-Madison)



## OVERVIEW for Lakeshore Preserve Visitor Tour

### Time Period

From:01/01/15 To:12/31/15 Total:365 days open

Item #	Name	Photo	Times Heard	AVG Heard Item Length	%Heard	Times@UV
9	Tent colony		194	1:49 , 2:09	84%	176
8	Cottage Jackson		158	1:35 , 1:49	87%	146
2	Reading mounds		219	1:51 , 2:20	79%	129
3	MPPDA		107	1:27 , 1:46	81%	98
1	Muir		97	1:48 , 2:22	75%	86
6	PP farm		60	1:38 , 1:53	86%	50
7	Biocore		54	1:39 , 2:08	77%	48
5	Friends		47	1:20 , 2:08	63%	42
10	Save woods Bauman		41	1:23 , 1:49	76%	37
22	Native Americans		39	1:08 , 1:39	68%	34
20	Class of 1918 Marsh Intro		34	1:15 , 1:30	83%	33
21	Geological Origin		31	1:13 , 1:19	91%	29
26	Red-winged Blackbirds		29	1:18 , 1:32	85%	27
29	Leopard Frogs		29	1:32 , 1:48	85%	25
25	Cattails		24	1:33 , 1:34	99%	23
33	Fishes		23	1:22 , 1:33	87%	21
24	Marsh Basics		21	1:35 , 1:40	94%	21
27	More on Birds		22	1:50 , 1:54	96%	20
35	item 35		23	0:06 , 0:06	93%	20
28	Toads		21	1:25 , 1:44	81%	18
32	Winter and Ice		19	1:16 , 1:28	86%	18
36	Marsh Overview		16	2:11 , 2:32	86%	14
4	1918		14	1:54 , 2:32	75%	14
23	A Changing Wetland		14	1:20 , 1:30	89%	13
30	Aquatic Insects		14	1:10 , 1:29	79%	12
34	Hydrology		11	1:18 , 1:23	93%	11
31	Water Fleas		9	1:32 , 1:38	93%	9
17	item17		0	0:00 , 0:00	0%	0
19	item19		0	0:00 , 0:00	0%	0
14	Work Progress 35		0	0:00 , 0:00	0%	0
16	Work Progress 37		0	0:00 , 0:00	0%	0
18	item18		0	0:00 , 0:00	0%	0
11	EcoRes Progress 30		0	0:00 , 0:00	0%	0
12	EcoRes Progress 31		0	0:00 , 0:00	0%	0
13	EcoRes Progress 32		0	0:00 , 0:00	0%	0
15	Work Progress 36		0	0:00 , 0:00	0%	0
Sub-Total			1370			