

Lakeshore Nature Preserve

Picnic Point Visitor Survey Results: Fall 2010

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Survey purpose

Collect and analyze data to support and inform management decisions. This effort is intended to provide a “snap-shot” of visitor perspectives and preferences. Due to time and resource constraints, a non-probability sampling strategy is used.

Research goal

Collect data on visitor-use activities, as well as, visitor preferences for regulations and services at Picnic Point.

Research objectives

1. Collect visitation data, using observers:
 - visitors’ mode of travel
 - age cohort
 - group size
 - dog visitation (on and off-leash)
2. Collect visitor opinions, using a self-administered paper survey:
 - Profile of visitor use.
 - Opinions regarding regulation of activities or behaviors (“support/oppose scale”).
 - Opinions regarding provision of maintenance and other visitor services (“important/not important scale”).
 - Overall opinion of management of Picnic Point.

Summary of key findings

- Most support **dogs** on-leash but oppose dogs off-leash.
- Most support **bikes** being allowed on the main path but oppose fast moving bikes.
- Most support **joggers**, regardless of group size.
- Opinions about **alcohol** use at fire circles are fairly evenly divided among those who support, oppose, or are neutral.
- At Picnic Point entry, most **dogs** are on leash.
- Most are not concerned about other visitors **blocking the path**.
- Top three **important services**: shoreline access; plant restoration; and rut-free main path.
- Top three **not important services**: clean ash out of fire circles; keep side paths rut free; and provide free wood.

Data collection process

Data was collected during a 13-day period (Oct 25- Nov 6, 2010). Survey collection was conducted in approximately 1 to 3-hour sessions on four weekdays (M, W, Th, and F) and two different times on a weekend day (Sat.). A total of 9.5 hours of data collection were conducted during six survey sessions. Data was collected from 9AM through 4PM.

Additional survey sessions were attempted, but due to cold/windy/rainy conditions the sessions were canceled (after it became clear that the surveys were getting wet/flying away.)

Surveys were primarily distributed by undergraduate student interns who approached visitors and politely invited them to complete a paper survey. Most survey participants took 4-8 minutes to complete the survey.

Two data collection techniques were used:

1) An observer counted all visitors as they entered the Picnic Point split -rail gateway off University Bay Drive.

2) Paper surveys were offered to visitors as they entered the Picnic Point split -rail gateway off University Bay Drive. The paper survey participants' mode of travel and approximate age cohort were noted on the survey by the survey observer.

Due to the cooler seasonal weather, there were fewer visitors than during the previous July survey period. In particular there were many fewer bikers at this time of year. Joggers, generally on mid-day training runs, were less interested in stopping to complete a survey than in the previous sessions.

Special effort was made to solicit the participation of bikers and joggers. A sign board was erected on the path with a message that specifically encouraged runner and biker participation. This "advertisement" and verbal encouragement to "stop back at the end of your run/bike" was useful at getting increased jogger/biker participation. Despite these efforts, walkers are slightly over-represented among survey takers and joggers are somewhat under-represented among the survey takers—as judged by the data collected by the observers.

Survey replication

This survey will be repeated three times annually: spring (April), summer (July), and fall (October) to gather data which may show seasonal variability.

Observer results (Data collected by survey observer)

Total individuals observed: 305

Mode for all visitors entering Picnic Point

(Note for this calculation groups of 3+ people are counted as "1" visitor)

Walker:	43%
Jogger:	48%
Biker:	8%
Other:	1%

Mode of paper survey participants

Walker:	59%
Jogger:	32%
Biker:	9%
Other:	0%

Age range of paper survey participants

Little tykes (0-5 years):	0
School age (6- 18 years):	0
College age (19-30 years):	41
Older than 30 years:	50
Not identified:	2

Age range of for all visitors entering Picnic Point

(Note for this calculation all visitors are counted. During the summer survey several large groups of joggers (from athletic training programs) were observed. During this survey period no groups of more than three joggers were observed.

Little tykes (0-5 years):	6
School age (6- 18 years):	8
College age (19-30 years):	171
Older than 30 years:	120
Total for 9.5 hours of observation:	305

Dogs on leash: 15

Dogs off leash: 1

Survey Results- (Data provided by paper survey participants)

Q1) Residency

Dane County (n=71)
Not Dane County (n=18)

Q2) Current university relationship

Student (n=29)
Faculty/staff (n=15)
Alum or retired student /faculty/staff (n=22)
Not affiliated (n=27)

Q3) Rate of visitation in past two months

More than three times week (n=22)
Average twice week (n=20)
Average once week (n=18)
Few times (n=23)
First visit (n=10) {This category was not used in the July 2010 survey.}

Q4) Usual travel mode when visiting Picnic Point

Walker (n=50)
Biker (n=6)
Jogger (n=36)
Other (n=0)

Q5) Primary reason for visit

Recreation/exercise (n=77)
Study/research/observation (n=8)
Social/spiritual (n=8)

Q6 and Q7 are “fill in the blank” open-ended questions

#	Favorite activity at Picnic Point (Q6)	Something <u>others</u> do that interferes with your experience (Q7)
1	Nature	-
2	Enjoy nature	-
3	Talk	Bike fast
4	I enjoy the trail run and the beautiful scenery	Interfere w/ nature, litter, cut down trees, etc.
5	Running	Biking
6	-	-
7	Walk the dog, look at lake	-
8	Look, walk	-
9	Chill	Fast bikes
10	Walk dog	Dog on leash rule

11	Run	Docking sailboats
12	Look at the lake	bikes ride too fast
13	The narrows	-
14	Run	Nothing- everyone is great!
15	Enjoy the solitude and quiet	-
16	Run faster as opposed to slower	Nothing
17	Walk see the vegetation, trees, etc.	Bike too fast
18	Lake observation	-
19	Walk and bird watch	Dogs- boats on N. shore
20	Run to the end and watch the lake	People taking up the whole path
21	walk	-
22	Walking in nature/trees and water	drive trucks/exhaust; loud radios on boats
23	Running while enjoying nature like a hike and run	Throw trash, motorized vehicles, over-development/paving, too many bikes
24	Enjoy nature, lake, capitol view	When the big motorboats park at the beach
25	Walking	Litter
26	Jog, look for glass	-
27	Walk	-
28	Birding, plant ID, ecological restoration	Noisy crowds, biking fast on main trail, littering
29	Walk	Building any structures to take away from natural experience. Too much pruning of shrubbery to reduce the privacy of the experience
30	Walk	riding bikes fast, race car noise at lot 60
31	Run!	Nothing really, maybe biking on the trail out to Raymer's cove
32	The trail	Dogs off leash, biking at 2 side trails at end of PP
33	I like to look at the trees	Only thing is when people walk and block the whole trail
34	See the birds	-
35	Look at the beautiful scenery	Not much- it's peaceful, I try not to be frustrated by others!
36	Trees, birds, status of the lake	Boaters (?) lined up 12 in a row on Sunday AM
37	Run/walk paths on Frautschi pt.	Loose dogs, mountain bikers
38	Running or sitting	Walk five wide
39	The lake view	Walking in my path
40	Walking, watching birds, checking out the view	-
41	Enjoy the scenery	Walk in large groups
42	Walking, seeing the views	-
43	Vistas and bench at point	Flooded out (but not people)
44	Run	-
45	Photography ("khteWisconsin" on Flickr.com)	Let their dogs run off-leash
46	Sit by the fire	Reserve sites with no notice
47	View lake, nature, capitol	-
48	bike	-
49	run	-

50	run	slow bikes
51	walk/jog	-
52	walk dog/jog	-
53	run	-
54	walk	-
55	run	-
56	quiet, trees	smoking
57	running/nature	smoking
58	seclusion	-
59	run/picnic	-
60	lake views	-
61	nature	-
62	run	-
63	nature	-
64	scenery	large groups
65	running	-
66	scenery	Fast bikes/dogs off leash
67	walk	alcohol
68	photography	litter
69	scenery	-
70	walking	bikers
71	walking	-
72	walk/bird	-
73	quiet, trees	-
74	scenery	lots of bikers
75	silence	run/bike
76	birding	noise
77	lake views	smoking
78	bike	-
79	walk, scenery	smoke, fast bikes
80	nature	noise
81	views, birding	-
82	walk	-
83	views	smoking
84	views	-
85	views	-
86	everything	dogs
87	run	noise
88	-	-
89	look @ lake	fast bikes
90	nature	too many people
91	sit by the lake	-
92	Jog, look for glass	walk dogs
93	walking	-

Q8. “Tell us how you feel about the following situations that you might observe on Picnic Point. Indicate which of the following options most closely describes your viewpoint.

Support (This is a good thing --I like it -- I feel safe.)
Neutral (I’m not really affected by this behavior.)
Oppose (This concerns me -- I don’t like this--I feel unsafe.)
No opinion (I just don’t know enough about this to say.)

Summary of Q8 results:

- Most support **dogs** on-leash (n=61) but oppose dogs off-leash (n=47)
- Most support **bikes** being allowed (n=56) but oppose fast bikes (n=55)
- **Joggers** are generally supported: in team groups (n=62), alone/pair (n=80) or in groups of 3 or more (n=72)
- **Alcohol** at fire circles is evenly supported (n=26), considered neutral (n=33) and opposed (n=30) Note: alcohol at fire circles is not allowed without a permit.

Q9 Visitors blocking the path

- Visitors **blocking the path** for others is not a big deal for most (n=56).

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Q10 “Tell us how important these services are for your visit. Indicate which of the following options most closely describes your viewpoint.”

- **Important** (This enhances my experience.)
- **Neutral** (This is nice, but it’s not a priority.)
- **Not important** (This is something you don’t need to do or do infrequently.)
- **No opinion** (I just don’t know enough about this to say.)

Summary of Q10 results:

Most important services

Access to shoreline (n=68), plant restoration (n=67), rut-free main path (n= 65), invasives removal (n=64)

Somewhat important services

Trail signs (n=60), clear branches main path (n=60), trail maps/regulations (n=54), maintain hand-pump (n=54), clean restrooms (n=52), provide interpretive signs (n=50), provide free wood (n=42)

Not important and neutral

Clean ash out of fire circles (n=61), keep side paths rut free (n=57)

Q11Rate university management of Picnic Point

Excellent (n=57) Good (n=31) Fair (n=2) Poor (n=0)

Cross-tabulations

Among **walkers** who have visited **1 or more times per week** in the last 8 weeks (n=32):

72% oppose fast moving bikes on the main path

19% oppose sports teams using the main path for training runs

Among **joggers** who have visited **1 or more times per week** in the last 8 weeks (n=24):

42% oppose fast moving bikes on the main path

17% oppose path users taking up the entire main path width

Among **bikers** who have visited **1 or more times per week** in the last 8 weeks (n=4):

25% oppose sports teams using the main path for training runs

50% oppose path users taking up the entire main path width