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Memo

Project Heading:	City of Madison Parks and Open Space Plan Community Survey (P1776)
Series Heading:	Questionnaire Review and Design
Memo Title:	Documentation of discussion and revisions to questionnaire
File Name:	P1776_Questionnaire_Review_V01
Date:	31 August 2023
To:	Ann Freiwald
From:	Jaime Faus
CC:	

Greetings,

Thank you for the opportunity to review your survey. This is a very interesting research project, and it is clear you have taken a lot of time developing and writing your questions.

Below are comments on our initial review of your questionnaire. Please note that we aim for thoroughness in our questionnaire reviews. Our recommendations draw on "best practices" in survey research questionnaire design and our personal experience, while attempting to avoid altering the substance of your questions. Our recommendations are aimed at both increasing the accuracy and reliability with which respondents process the questions, and increasing the response rate for the survey by decreasing cognitive burden for respondents and the tendency for respondents to not begin the questionnaire or break-off. That said, it is of course your call on final question wording. Our mutual aim is to produce high quality data appropriate for your needs.

We have organized our comments in the following way. First, we provide some "General Comments." These are comments that apply to more than one question. Second, we provide "Question-Specific Comments." Our question-specific comments are generally organized by listing your original question wording. Then, under "Issues" we indicate any potential problems with the wording, ordering, or formatting of the question. Finally, for many questions, we provide a candidate revision or revisions.

Note that throughout the review, we include questions for you. If possible, please respond in this document using the Track Changes function in Word, or some other notation to set off your response. We have found that this is a very effective and efficient system for reviewing the questionnaire in a timely fashion and for documenting decisions along the way.

Most of the candidate revisions we present below are in a format similar to how they would appear in the actual Web survey. (These appear in gray boxes below.) We present these questions in their formatted state in order to give you a sense of what the questions will actually look like to respondents.

General Comments: Comments and revisions that apply to more than one question

- Number of categories to include in a rating scale. We recommend using 5 points for unipolar scales and 7 points for bipolar scales. Summarizing results across many studies, questionnaire designers recommend using between 5 and 7 points in order to maximize reliability and validity (Groves et al. 2004; Krosnick and Fabrigar 1997). Data quality is higher for unipolar rating scales when measured using a 5-point scale and higher for bipolar rating scales when measured using a 7-point scale.

- Use a checklist format. A growing body of research compares "check all that apply" response formats to "check list" response formats (in which the questions are formatted in a matrix and provide "yes" and "no" as explicitly offered response categories) for self-administered questionnaires. Results indicate that data quality is higher for the check-list format. For example, respondents endorse a greater number of the individual questions and take longer to answer the questions (possibly reflecting deeper processing of the items) (see Dykema et al. 2010; Smyth et al. 2006; Thomas and Klein 2006). We recommend converting "check all that apply" response formats to check-list formats for most questions.

- For most questions, we do not recommend including Other Specify options in surveys. Respondents tend to either answer with options that already appear in the list, or add text that does not provide additional data. If there are many items with other specify, it would be more useful to include an open ended item at the end of the section to allow for comments.

- Use transitional statements to alert respondents to shifts in topics. Research indicates that data quality is increased when respondents are alerted to changes in topics (Hastie and Park 1986). Each new section should be introduced with an introductory statement that describes the general content of the questions in that subsection. For example, questions about the respondent's demographic characteristics usually are introduced with a statement like "The last questions are about your background." These introductory statements help to orient the respondent to the types of questions that will be asked and begin to cue the respondent's cognitive processing. Intro or transitional statements are especially important for sensitive topics, like the one covered by this survey. Once I suggest a re-grouping and ordering of items, I can suggest some transitional statements.

- Incorporate definitions and instructions into the body of questions. Some questions include definitions, and we recommend those not appear after a complete question has already been asked, but rather before the main question stem. Research indicates that placing them after the question has been asked is problematic because respondents are likely to formulate an answer without the definition (see Oksenberg, Cannell, and Kalton 1991). This compromises standardization and the ability to generalize the results from this survey to a larger population.

- Replace shorthand with words. Shorthand includes contractions, abbreviations (like "etc."), acronyms, "/"s, parentheses, and brackets. The interpretation of these conventions may vary across respondents, be ambiguous, difficult to interpret, and lead to inaccurate responding in your survey (Guzman et al. 2006). Further, some evidence from cognitive interviewing indicates that the use of these conventions in self-administered instruments may encourage respondents to skim questions.
    - We recommend replacing shorthand with words
    - For example, we recommend writing out shorthand like ["e.g.,"] with ["such as"].

- Match the response format implied by the wording of the question to the response format that appears in the response categories. In questionnaire design we say that the wording of a question should imply or "project" the response format offered in the response categories. Some questions are structured so that the wording in

the body of the question projects a different response format than is included in the response categories, and for these questions, we recommend revising either the question or the response options.

- I have some recommendations for re-ordering the survey to flow more smoothly, using categories like park use, opinions about parks and open spaces, and demographics. I will share a suggested re-ordering document once we finalize the questions themselves.

Question-Specific Comments

Add Intro/Splash Screen.

- Recommend adding a splash or intro screen for important info about taking the survey, such as to let respondents know they can come back and complete the survey by clicking again on the personalized link in their email and let them know they can skip questions if they wish. In our web surveys, we use the "remind" feature on all questions so respondents are prompted but not required to answer each question when they skip one. This feature is the main reason that web surveys net less item missing data than paper surveys do.
- We usually recommend including a phone number for the PI as well as an email address to increase the trust of the respondent that you are real researchers. We typically don't receive many phone calls from web participants, but find it's helpful in establishing the validity of the survey in the minds of respondents.
- We generally try to avoid the word "Survey" as much as possible. We find that participants take a study more seriously, and feel more valued if they are taking part in a study rather than in a survey.
- We recommend including a Submit button on the last screen of the survey, as respondents have a tendency to forward through surveys to review the questions, and this keeps them from accidently clicking through the final screen of the survey and completing it without realizing they are about to finalize their survey. We note that in the direction to respondents below.
- Web surveys, regardless of being open or invited, are not truly anonymous. We recommend using the term confidential and using language so as not to promise levels of anonymity that are not possible in an invited survey.
- If this is an IRB study, it should include the language highlighted in yellow.

Candidate version:

The Madison Parks Division is updating the Park and Open Space Plan for XXXX-XXXX and we need your input!

What do you love most about Madison's parks and open spaces? What would you like to change?

If you choose to be in the study, we will ask you to complete a questionnaire. We expect it to take about X minutes for you to complete. By completing the questionnaire, you may help continue the legacy of the Madison park system for future generations.

Your participation is voluntary, and you may skip any questions that you do not want to answer. Even if you start the questionnaire, you are not required to complete it. You can stop at any time by simply closing your web browser. Your answers will be kept confidential and the information you provide will not be published in a way that would allow you to be personally identified.

There are minimal risks to participants. The risk of a confidentiality breach will be minimized by storing survey data securely according to campus policy; by masking participant identities in publication; and when necessary, storing identifiable or sensitive information separately from other study data. We don't expect any direct benefits to you from participation in this study.

If you have questions about the survey, please feel free to contact [contact name, email and phone number].

If you are not satisfied with the response of the research team, have more questions, or want to talk with someone about your rights as a research participant, please contact the confidential research compliance line at 1-833-652-2506.

NEXT PAGE:
Instructions to complete the questionnaire:

To choose a response, click on the button that corresponds to your answer.

If you would like to change your answer, click on a different button, or for questions with multiple answers just click the same button again.

You may go back to earlier pages by clicking the 'BACK' button at the bottom of the screen. To advance to the next page of the survey click the 'NEXT' button.

After the entire survey has been completed, please click on the 'SUBMIT' button on the last page. Once you click 'SUBMIT' you will not be able to re-enter the survey.

Original: Question 1

Which of the following activities do you participate in? Participation includes playing, supervising children, or watching activity (e.g. baseball or basketball game).

CHECK ALL THAT APPLY.

- [ ] Attending Festivals/Events
- [ ] Baseball
- [ ] Basketball
- [ ] Biking - Non Commuter (Mountain Biking, Cyclocross, Etc.)
- [ ] Biking - Commuter
- [ ] Boating
- [ ] Disc Golf
- [ ]

Dog Walking

- [ ] Fishing
- [ ] Football
- [ ] Frisbee (Including Ultimate)
- [ ] Gardening
- [ ] Golfing
- [ ] Hiking/Walking
- [ ] Hockey (Ice, Roller, Field)
- [ ] Ice Skating
- [ ] Nature Viewing
- [ ] Pickleball
- [ ] Picnicking
- [ ] Playgrounds
- [ ] Running/Jogging
- [ ] Skateboarding
- [ ] Skiing
- [ ] Sledding
- [ ] Soccer
- [ ] Softball
- [ ] Splash Park
- [ ] Swimming
- [ ] Tennis
- [ ] Other (please specify)

- Issues:
  - This is a long list for people to read through. Typically, we suggest converting check all that apply items to a checklist format or Yes/No grid, but that would be especially cumbersome here. Instead, you might consider turning it into something with subheadings, such as the question below. We may need your input about these subheadings and what you'd like to use, then we have a follow up question based on answering yes to the bigger categories listing each sport there currently. In this set-up, you get the same detail, but most people are looking at a shorter list. Follow up questions would be displayed based on what they say they actually do, so you get reports from those who know about these activities in Madison parks.

- Incorporate definitions and instructions into the body of questions. Leading with the definition or explanation of what participation means will help ensure respondents are reading that information. Research indicates that placing them after the question has been asked is problematic because respondents are likely to formulate an answer without the definition (see Oksenberg, Cannell, and Kalton 1991).
- Replace shorthand with words. I replaced "etc." and the "/" and parentheses from the response options.

Candidate revision or revisions:

##. **Activities someone might participate in at Madison parks include playing, supervising children, or watching activities like a baseball or basketball game.**

Do <u>you</u> participate in or watch each of the following kinds of activities in Madison parks?

	Yes	No
a. Attending festivals or other events	○	○
b. Leisure activities like picnicking, nature viewing, or gardening	○	○
c. Playing or watching <u>court-based</u> sports like basketball, tennis, or pickleball	○	○
d. Playing or watching <u>field</u> sports like baseball, softball, soccer, disk golf or frisbee	○	○
e. Engaging in or watching <u>winter</u> sports like ice skating, hockey, sledding or skiing	○	○
f. Engaging in or watching <u>water</u> activities like boating, fishing, swimming, or splash parks	○	○
g. Walking, hiking, or running	○	○
h. Biking	○	○
i. Skateboarding		
i. Golfing	○	○
j. Using or supervising children's use of playground structures	○	○

If YES to picnicking, nature viewing or gardening:
You indicated you participate in, supervise, or watch leisure activities. Do you participate in each of the following activities in Madison parks? [Yes/No Grid]
Picnicking
Nature viewing
Gardening

If YES to court-based sports:
You indicated you participate in, supervise, or watch court-based sports. Do you participate in each of the following activities in Madison parks? [Yes/No Grid]
Basketball
Tennis
Pickleball

If YES to field sports:

You indicated you participate in, supervise, or watch field sports. Do you participate in each of the following activities in Madison parks? [Yes/No Grid]
Football
Baseball
Softball
Soccer
Disk golf
Frisbee

If YES to winter sports:
You indicated you participate in, supervise, or watch winter sports. Do you participate in each of the following activities in Madison parks? [Yes/No Grid]
Ice skating
Hockey
Sledding
Skiing

If YES to water activities:
You indicated you participate in, supervise, or watch water activities. Do you participate in each of the following activities in Madison parks? [Yes/No Grid]
Boating
Fishing
Swimming
Splash parks

If YES to walking, hiking, running:
You indicated you participate in, supervise, or watch general physical activity. Do you participate in each of the following activities in Madison parks? [Yes/No Grid]
Walking
Dog walking
Hiking
Running

For all:
Do you participate in, supervise, or watch any other activities in Madison parks that we have not already asked about?
No
Yes; please tell us:

Original: Question 2

Do you feel that the City of Madison park system has sufficient facilities for the below activities?
LEAVE ROW BLANK IF YOU HAVE NO OPINION.

Not Enough Facilities

Adequate Facilities
Too Many Facilities

Baseball

Biking - Non Commuter (Mountain Biking, Cyclocross, Etc.)

Boating

Dog Walking

Football

Gardening

Hiking/Walking

Ice Skating

Pickleball

Playgrounds

Skateboarding

Sledding

Softball

Swimming

Other (please specify)

- Issues:
  - In questionnaire design we say that the wording of a question should imply or "project" the response format offered in the response categories. Currently, this item implies a yes/no response but it looks like you'd like to know how adequate the number of facilities available are for each activity. In the revision below, I replaced the more complicated term "adequate" with "just the right amount" and removed the negative wording of "not enough" and replaced with the mirror of "too many" which was "too few."
  - We could fill with just the activities they said "yes" to for this item if you'd like to, but it would probably be helpful to know how everyone feels for this item regardless of which activities they personally participate in.
  - In the example below, I illustrate how response categories are often repeated in larger grids.

Candidate revision or revisions:

##. Do you feel the City of Madison park system has too few, just the right amount, or too many facilities for each of the following types of activities?

	Too few	Just the right amount	Too many
a. Baseball	○	○	○
b. Biking for leisure	○	○	○
c. Boating	○	○	○
d. Dog walking	○	○	○
e. Football	○	○	○
f. Gardening	○	○	○

	Too few	Just the right amount	Too many
g. Hiking or walking	○	○	○
h. Ice skating	○	○	○
i. Pickleball	○	○	○
j. Playgrounds	○	○	○
k. Skateboarding	○	○	○

	Too few	Just the right amount	Too many
l. Sledding	○	○	○
m. Softball	○	○	○
n. Swimming	○	○	○
o. Another activity, please tell us:	○	○	○

Original: Question 3

How often do you use the following locations in a given year?

PLEASE ANSWER ALL.

	Daily	Weekly	Monthly	Yearly	Not at all
A city park in your neighborhood (e.g. Tenney Park, Westmorland Park, Elver Park, Warner Park, etc.)	○	○	○	○	○
A downtown urban park (i.e. Brittingham Park, Capitol Square, James Madison Park, Law Park, Peace Park, or Period Gardens Park).	○	○	○	○	○
A larger regional park (i.e. a national, state or county park).	○	○	○	○	○
A natural area or conservation area (e.g Cherokee Marsh, Edna Taylor Park, etc).	○	○	○	○	○
A special facility such as botanical gardens, a pool, skate park, recreation center, or splash park.	○	○	○	○	○

- Issues:
  - A reference period is the period of time you want the respondent to consider when answering a question about an event or behavior that occurred in the past. Commonly used reference periods include: the past or last year, month, or week. We recommend following a specific set of rules for reference periods in order to obtain data that are of the highest quality (see Schaeffer and Presser 2003). Reference periods should appear as the first element in a question and be explicit, specific, and an appropriate length for the thing you are asking about. Here, we would recommend using the more specific reference period of "the past 12 months" rather than a general "given year" to reduce cognitive burden.

- Given the possibility that respondents park use could vary depending on the time of year, I have also provided another option that uses "never, rarely, sometimes, very often and extremely often."
- Replaced shorthand with words.
- In Kelly's notes, she indicated you may want to ask some barrier-to-use questions for those that indicate they do not use Madison parks ever. It may be useful to collect the following barrier questions from **all** respondents, not just those that do not use the parks. Please review the barrier questions I put together to see if they would yield useful data for your analysis.

Candidate revision or revisions:

##. In the past 12 months, how often did you use each the following types of parks?

	Daily	Weekly	Monthly	Yearly	Never
a. City parks in your neighborhood, such as Tenney Park, Westmorland Park, Elver Park, Warner Park, and the like	○	○	○	○	○
b. Downtown urban parks, including Brittingham Park, Capitol Square, James Madison Park, Law Park, Peace Park, or Period Gardens Park	○	○	○	○	○
c. Larger regional parks, such as national, state, or county parks	○	○	○	○	○
d. Natural areas or conservation areas such as Cherokee Marsh, Edna Taylor Park, and the like	○	○	○	○	○
e. Special facilities such as botanical gardens, pools, skate parks, recreation centers, or splash parks	○	○	○	○	○

OR

##. In the past 12 months, how often did you use each the following types of parks?

	Never	Rarely	Sometimes	Very often	Extremely often
a. City parks in your neighborhood, such as Tenney Park, Westmorland Park, Elver Park, Warner Park, and the like	○	○	○	○	○
b. Downtown urban parks, including Brittingham Park, Capitol Square, James Madison Park, Law Park, Peace Park, or Period Gardens Park	○	○	○	○	○
c. Larger regional parks, such as national, state, or county parks	○	○	○	○	○
d. Natural areas or conservation areas such as Cherokee Marsh, Edna Taylor Park, and the like	○	○	○	○	○

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

Possible barrier questions to include:

In general, how accessible do you find Madison parks and open spaces?
Not at all, a little, somewhat, very, extremely

Do you experience any of the following when using or attempting to use Madison parks and open spaces? Yes/No Grid

- □ Inappropriate surfaces
- □ Inappropriate entrance markings
- □ Too few benches
- □ Difficult access to the park
- □ No toilets
- □ No slipways
- □ No railings
- □ Inadequate width of paths
- □ Other……

Please tells us about any other issues or difficulties you experience [IF NOT USING: that keep you from/IF USING: when] using Madison parks and open spaces:
[OPEN TEXT]

#. **The next questions are about how you feel in Madison parks and open spaces:**

	Not at all	A little	Somewhat	Very	Extremely
a. How welcome do you feel in Madison parks and open spaces?	○	○	○	○	○
b. How comfortable do you feel in Madison parks and open spaces?	○	○	○	○	○
c. How safe do you feel in Madison parks and open spaces?	○	○	○	○	○

If anything other than "very" or "extremely":
Please tell us more about why you feel [not at all/a little/somewhat] [welcome/comfortable/safe] in Madison parks and open spaces?
[OPEN TEXT FIELD]

Programmer note: Skip Q4 if not using parks (q3=Never for all parks)

Original: Question 4

What is your primary method of transportation to the park you visit the most?

- ◯ Walk
- ◯ Bike
- ◯ Drive (Car, Motorcycle, Scooter)
- ◯ Public Transportation
- ◯ Other (please specify)

- Issues:
    - Use simplified wording. In general, we recommend using wording that is as simplified as possible. Simple wording and simplified sentence constructions promote cognitive processing by respondents that results in responses that are more accurate and reliable (Dillman 2007; Tourangeau et al. 2000). Rather than using "primary method of transportation" I suggest "usually get to". I also prime them to be thinking about the park they use most often at the start of the question.
    - We typically recommend against open specify items for the reasons noted above. What other methods do you think people might put in? If nothing comes readily to mind, you might just leave that out.

Candidate revision or revisions:
For this question, think about the park you visit or use most often.
How do you usually get to the park you visit most often?

Walk
Bike
Drive a car, motorcycle or scooter
Public Transportation

Original: Question 5

How do you feel Madison's existing park system meets the needs of the age groups below?

	Adequately Serves Needs	Needs Not Currently Met	Not Sure
Children (0-9)	◯	◯	◯
Adolescents (10-19)	◯	◯	◯
Adults (20-64)	◯	◯	◯
Seniors (65+)	◯	◯	◯

- Issues:
    - The construct you're looking for seems to be "how well" the parks meet the needs of the different age groups, so I modified the question to incorporate that language. I also included a 5-point scale here.

- Avoid shorthand like parentheses; replaced in revision.

Candidate revision or revisions:

#. How well do you feel Madison's existing park system meets the needs of the following age groups?

How well does Madison's existing park system meet the needs of…

	Not at all	Slightly	Somewhat	Very	Extremely	Don't know
a. …children ages zero to 9?	○	○	○	○	○	○
b. …adolescents ages 10 to 19?	○	○	○	○	○	○
c. …adults ages 20 to 64?	○	○	○	○	○	○
d. …seniors ages 65 and older?	○	○	○	○	○	○

Original: Question 6

How do you value the following in the City of Madison park system?

PLEASE ANSWER ALL

	Value greatly	Somewhat valuable	Indifferent	Not that valuable	Value Least
Aesthetics (vistas, architecture, etc.)	○	○	○	○	○
Bird/animal habitats	○	○	○	○	○
Open fields for games like ultimate Frisbee, soccer, softball, etc.	○	○	○	○	○
Historic/cultural landmarks and spaces	○	○	○	○	○
Access to lakes and rivers	○	○	○	○	○
Community events	○	○	○	○	○
Gathering/picnic spaces	○	○	○	○	○
Open spaces/natural areas	○	○	○	○	○
Walking paths	○	○	○	○	○
Playgrounds	○	○	○	○	○

Other (please specify)

- Issues:
    - Match the response format implied by the wording of the question to the response format that appears in the response categories. The original phrasing does not give much of a clue of what the response options might be. In the recommendation below, we use the construct of importance, "how important…" to imply the response categories, and then use Not at all, Slightly, Somewhat, Very and Extremely and name these collectively "features." Another option would be to ask, "How important to you are each of the following features in the City of Madison park system?"
    - Avoid shorthand; removed in revision below.
    - We typically recommend against open-specify items for the reasons noted above. Instead, you might consider including an open-specify item as shown below.

Candidate revision or revisions:

##. How valuable do you find each of the following features in the City of Madison park system?

	Not at all	Slightly	Somewhat	Very	Extremely
a. Visual elements, such as vistas, architecture, and the like	○	○	○	○	○
b. Bird or animal habitats	○	○	○	○	○
c. Open fields for games like ultimate frisbee, soccer, softball, and the like	○	○	○	○	○
d. Historical or cultural landmarks and open spaces	○	○	○	○	○
e. Access to lakes and rivers	○	○	○	○	○
f. Community events	○	○	○	○	○
g. Gathering or picnic open spaces	○	○	○	○	○
h. Open spaces or natural areas	○	○	○	○	○
i. Walking paths	○	○	○	○	○
j. Playgrounds	○	○	○	○	○

##. **Are there any other features of the City of Madison park system you find valuable? If so, please tell us:**

Original: Question 7

What facilities and amenities would you like to see more of in Madison parks?

CHOOSE THREE.

- ☐ Acquisition of land for recreation and/or preservation
- ☐ More natural spaces and conservation areas
- ☐ More downtown parks
- ☐ More access to water and swimming activities
- ☐ More walking trails
- ☐ More fields for sport activities
- ☐ More places to reserve a shelter and have a family gathering
- ☐ More winter facilities (e.g. ice rinks, ski trails, etc.)
- ☐ More dog parks
- ☐ More recreational programs and/or events
- ☐ Other (please specify)

- Issues:
  - Having the respondent select three acts as a ranking here. We recommend against rankings for several reasons. First, ranking tasks are more difficult to administer successfully (e.g., without obtaining nontrivial missing data) than rating tasks. They require respondents to spend more time and energy on the task than a rating task, which may increase the likelihood that respondents break-off and fail to complete the survey or that they fail to read all of the items listed. Second, ranking procedures force respondents to make explicit choices when they may not have such preferences. Ratings allow for ties. Third, data obtained through a ranking process are often more difficult to analyze and can require rather sophisticated statistical procedures.
  - Since the question itself is asking which facilities and amenities they would like to see more of, I removed the repetitive "more" from the response categories to simplify the question.
  - We typically recommend against open-specify items for the reasons noted above. Instead, I include an open-ended item asking if there are any other amenities they would like to see more of in Madison parks.

Candidate revision or revisions:

#. How important is it for the City of Madison park system to have <u>more</u> of each of the following facilities or amenities?

	Not at all	A little	Somewhat	Very	Extremely
a. Land for recreation or preservation	○	○	○	○	○
b. Natural open spaces and conservation areas	○	○	○	○	○
c. Downtown parks	○	○	○	○	○
d. Access to water and swimming activities	○	○	○	○	○

e. Walking trails	○	○	○	○	○
f. Fields for sports activities	○	○	○	○	○
g. Places to reserve a shelter and have a gathering	○	○	○	○	○
h. Recreational programs or events	○	○	○	○	○
i. Dog parks	○	○	○	○	○
j. Recreational programs or events	○	○	○	○	○

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:

OR

##. **Which of the following facilities and amenities would you like to see <u>more of</u> in Madison parks? Please mark all that apply.**

- ☐ Land for recreation or preservation
- ☐ Natural open spaces and conservation areas
- ☐ Downtown parks
- ☐ Access to water and swimming activities
- ☐ Walking trails
- ☐ Fields for sports activities
- ☐ Places to reserve a shelter and have a gathering
- ☐ Recreational programs or events
- ☐ Dog parks
- ☐ Recreational programs or events

Fill with all that are marked in previous question, if more than one marked:

##. **Which <u>one</u> of the following facilities and amenities would you like to see more of most in Madison parks?**

- ○ Land for recreation or preservation
- ○ Natural open spaces and conservation areas
- ○ Downtown parks
- ○ Access to water and swimming activities
- ○ Walking trails
- ○ Fields for sports activities
- ○ Places to reserve a shelter and have a gathering
- ○ Recreational programs or events
- ○ Dog parks
- ○ Recreational programs or events

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:

Original: Question 8

How important are the following for the future of Madison's park and open spaces?

	Very Important	Somewhat Important	Not Important	No Opinion
Maintenance and Repairs to Existing Park Amenities (e.g., lawn mowing, weeding, painting shelters, repairing paths, etc.)	○	○	○	○
Development of New Parks	○	○	○	○
Additional Programming	○	○	○	○
New Amenities to Existing Parks (e.g., additional park amenities such as shelters, splash parks, new trails etc.)	○	○	○	○
Ecological Management (invasive species removal, native plantings, prescribed burning, etc.)	○	○	○	○

Other (please specify)

- Issues:
  - Use of "Don't know" as a response option. We usually don't recommend offering "Don't know" or in this case, "No Opinion" as a response option in self-administered modes, unless a significant number of respondents would genuinely not know the answer to the question or not have an opinion. Often times, respondents will use the "Don't know" category as an easy way out, really meaning that they don't want to answer the questions, or don't want to think about it. We make it known (in recruitment materials and the splash screen of the web survey) that they don't have to answer any question they don't want to answer. Everyone should have an opinion one way or another.
  - Another way you might ask this question would be to get at the root of the issue: how much money the respondent thinks should go towards the different aspects of Madison parks.
  - We would recommend a 5-point scale here as shown below.
  - I rearranged the items so that all things related to existing parks were first, and then the question about development of new parks was last.

Candidate revision or revisions:

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

	None	A little	Some	Quite a bit	A great deal
a. Maintenance and repairs to existing park amenities, such as lawn mowing, weeding, painting shelters, repairing paths, and the like	○	○	○	○	○
b. Additional programming for existing parks	○	○	○	○	○

c. New amenities for existing parks, such as shelters, splash parks, new trails, and the like	○	○	○	○	○
d. Ecological management for existing parks, such as invasive species removal, native plantings, prescribed burning, and the like	○	○	○	○	○
e. Development of new parks	○	○	○	○	○
f. Something else, please tell us:	○	○	○	○	○

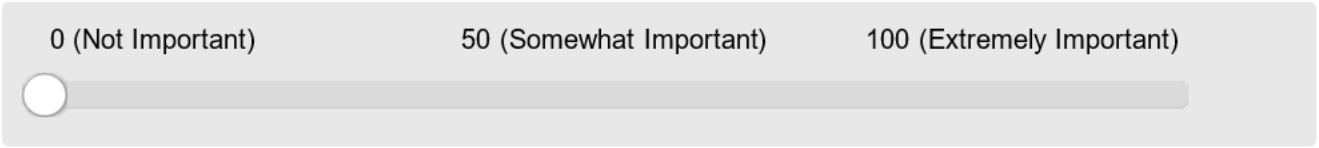
OR

##. How much effort do you think should be put into each of the following aspects of Madison parks and open spaces?

	None	A little	Some	Quite a bit	A great deal
a. Maintenance and repairs to existing park amenities, such as lawn mowing, weeding, painting shelters, repairing paths, and the like	○	○	○	○	○
b. Additional programming for existing parks	○	○	○	○	○
c. New amenities for existing parks, such as shelters, splash parks, new trails, and the like	○	○	○	○	○
d. Ecological management for existing parks, such as invasive species removal, native plantings, prescribed burning, and the like	○	○	○	○	○
e. Development of new parks	○	○	○	○	○
f. Something else, please tell us:	○	○	○	○	○

Original: Question 9

How important are parks and open spaces to your quality of life?



- Issues:
  - We recommend using 5 points for unipolar scales to increase validity and reliability.

- Avoid use of slider bars in web surveys. Some web surveys use slider bars to have respondents select simple numeric or selection item input. We recommend against using these slider bars, which research indicates may increase rates of breakoff and missing data, take longer to complete, and requires the respondent have JavaScript activated on their computer or mobile device (Couper, 2006 and 2008). Unless there is some aspect of the response task that suggests a sliding scale would make the task easier to complete by using one, we recommend use of radio buttons, or simple open numeric input fields to collect these types of responses.
- For this item, do you want to be specific to Madison parks and open spaces, or parks and open spaces in general? If Madison, we should include that here.

Candidate revision or revisions:

##. How important are parks and open spaces to your quality of life?

- ◯ Not at all
- ◯ Slightly
- ◯ Somewhat
- ◯ Very
- ◯ Extremely

OR

##. How much do parks and open spaces improve your quality of life?

- ◯ Not at all
- ◯ A little
- ◯ Somewhat
- ◯ Quite a bit
- ◯ A great deal

Original: Question 10

Do you feel parks should play a role in addressing issues such as habitat loss, climate change, and environmental degradation?

- ◯ Yes
- ◯ Somewhat
- ◯ No really
- ◯ No opinion

- Issues:
  - The inclusion of both "somewhat" and "not really" in the Yes/No phrasing of the item leads me to think you're interested not in just a yes/no, but rather in how much of a role people think parks should play in addressing those issues. To address this, I recommend a 5-point scale below. We do not recommend using "no opinion" as it gives respondents an easy way out without fully considering a response. I recommend not including it here as everyone should have an opinion, and they can always leave the question blank if they don't.

- Use simplified wording. I recommend "damage to the environment" as an alternative to "environmental degradation" as it is a big word that might not be understandable for everyone.

Candidate revision or revisions:

##. How much involvement do you think parks and open spaces should have in addressing…

	None	A little	Some	Quite a bit	A great deal
a. …habitat loss?	○	○	○	○	○
b. …climate change?	○	○	○	○	○
c. …damage to the environment?	○	○	○	○	○

Original: Question 11

The City of Madison is dedicated to ensuring that its parks and open spaces meet the needs of all members of our community. We are collecting demographic information of survey participants to help us achieve this goal. These questions are optional, but extremely helpful for us to collect.

How do you identify your race? (optional)

- ○ Asian
- ○ American Indian or Alaskan Native
- ○ Black or African American
- ○ Caucasian
- ○ Hispanic or Latino
- ○ White or Caucasian
- ○ From multiple races
- ○ Prefer not to answer
- ○ Other

- Issues:
  - We recommend the candidate revision below. Respondents can mark all races or ethnicities that apply to them rather than selecting "multiple races" and they can leave this item blank if they choose, so we remove the "prefer not to answer" option.
  - I would recommend you start the demographics section with age, then gender if you'd like to collect that, then race/ethnicity, then income, then number of people in household, number of children in household, ages of children in household, type of housing, then address. Maybe end on a feel-good question like, finally, please tell us what your favorite thing to do is at Madison Parks? Open-ended.

Candidate revision or revisions:

##. **Please select all of the following that describe your race or ethnicity:**

- ☐ American Indian, Native American, or Alaskan Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino/a/x
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Something not listed, please tell us:

Original: Question 12

What is your age? (optional)

- ◯ 10 or younger
- ◯ 10-19
- ◯ 20-29
- ◯ 30-39
- ◯ 40-49
- ◯ 50-59
- ◯ 60-69
- ◯ 70 or older
- ◯ Prefer not to answer

- Issues:
  - Age is not very sensitive for most samples, and we don't see more missing data when we ask it this way than we see when ranges are provided.
  - All items will be optional to fill in and can be left blank, so "prefer not to answer" is not necessary.

Candidate revision or revisions:

##. Finally, we have a few questions about you. The city of Madison is dedicated to ensuring that its parks and open spaces meet the needs of all members of our community. We are collecting demographic information to help us achieve this goal.

What is your age?

Original: Question 13 and 14

What is your street address? (Example: 210 Martin Luther King Jr. Blvd)

Note: Addresses will not be shared publicly nor with they be used for any other purposes than to identify park use trends as part of the Park and Open Space Plan Update. (optional)

What city do you live in? (Example: City of Madison)

Note: Addresses will not be shared publicly nor with they be used for any other purposes than to identify park use trends as part of the Park and Open Space Plan Update. (optional)

- Issues:
    - We will have mailing address, zip code, and can get Longitude and Latitude with the sample file, so no need to ask. I would recommend removing these two items.
        - If you do keep it, which we wouldn't recommend, we'd suggest the changes below. Since you're asking for both, I would combine street address and city items into one item with individual text boxes for each.

Candidate revision or revisions if you decide to include these items:
Addresses will not be shared publicly, nor will they be used for any purpose other than to identify park use trends.

What is the street address and city where you live?

Street Address (example: 123 Main Street): [OPEN TEXT]
City: [OPEN TEXT]

Option to do a follow-up item for those that leave this blank:
What is the nearest intersection to your home, for example, East Washington Ave and 1st Street?

Additional demographic items to consider:

The first gender recommendation will involve less clean-up during analysis.

##. What is your gender?

- ◯ Man
- ◯ Nonbinary
- ◯ Woman
- ◯ Not listed, please tell us: →

OR

##. What is your gender?

[ ] Gender

##. In 2022, including all sources, what was your total annual household income <u>before taxes</u>?

- ◯ Less than $25,000
- ◯ $25,001 to $40,000
- ◯ $40,001 to $55,000
- ◯ $55,001 to $65,000
- ◯ $65,001 to $75,000
- ◯ $75,001 to $100,000
- ◯ More than $100,000

OR

##. Including all sources, what is your current total annual household income <u>before taxes</u>?

- ◯ Less than $25,000
- ◯ $25,001 to $40,000
- ◯ $40,001 to $55,000
- ◯ $55,001 to $65,000
- ◯ $65,001 to $75,000
- ◯ $75,001 to $100,000
- ◯ More than $100,000

OR

##. In 2022, including all sources, what was your total annual household income <u>before taxes</u>?

☐ Income

OR

##. Including all sources, what is your current total annual household income <u>before taxes</u>?

☐ Income

Generally when asking for household income, it is beneficial to find out how many people are in the household.

##. Currently, including yourself, how many people live in your household?

☐ Number of people in household

##. **How many children of each of the following age groups currently live in your household? If none, please indicate "0".**

Zero to four years old	☐
Five to 12 years old	☐
13 to 18 years old	☐

##. **Do you currently live…**

- ○ …in a house or apartment you own?
- ○ …in a house or apartment you rent?
- ○ …in some other situation?