Appendix H. Athletic Organization Engagement Summary

The City of Madison offers a variety of recreational opportunities through organized athletic activities. These organized athletic activities are offered through community partners that reserve Madison Park facilities and manage all aspects of the league organization. To better understand the needs of these athletic organizations, in the Parks Division conducted a survey with current athletic organizations through Survey Monkey. This Appendix provides a summary of the results of that survey.

A summary of athletic organization representatives' responses to open ended questions are as follows:

If you turn away potential players due to lack of space or amenities, please provide an estimate on the number of participants as well as what amenity is causing this. If you don't have an issue now, but expect to see one in the future, please let us know that as well.

The results for this question showed that a lot of recreational sports turn players away or cannot grow their team due to a lack of usable facilities. Ultimate frisbee, football, fast pitch/softball, sand volleyball and pickleball all reported a need for additional facilities to help grow their recreational teams. Ultimate frisbee reported turning 300+ players away and fast pitch reported turning 80-120 male players away in previous year due to not having usable fields to include male teams in this sport.

Are there any specific barriers within parks that limit your organizations ability to fully utilize the facilities? Please detail any obstacles, difficulties, or amenities that are lacking.

The results for this question showed that lighting is a common concern among park users for both safety reasons and to extend playing times by adding lighting in useable fields. Softball fields were also commonly mentioned as the outfield fences are too short for many adult players. Maintenance of open fields and sporting fields was also mentioned as a barrier as many fields have potholes and/or poor drainage resulting in hazards and unplayable fields. Also, common park users often don't know about field closures unless they are clearly marked. This results in people using the fields, prohibiting proper recovery from repairs.

Please describe any specific facilities, amenities, or resources you foresee needing.

- Lighting (3)
- Restroom facilities and potable water access in larger parks
- Multicourt pickleball facilities
- Softball court facilities (2)
- Sand volleyball courts
- Age appropriate sizes goals, consistent field lining, replacement nets, etc
- Locker rooms for facilities
- Limited spaces for recreation such as soccer (regent)

Are there particular sports you expect to increase or decrease in popularity?

Sports Expected to Increase in Popularity

- Ultimate Frisbee
- Pickleball (2)
- Tennis
- Volleyball
- Softball – with facilities
- Pickleball
- Soccer (3)
- Futsal
- Adult Outdoor and Arena Football
- Adult Basketball

Sports Expected to Decrease in Popularity

- Flag Football

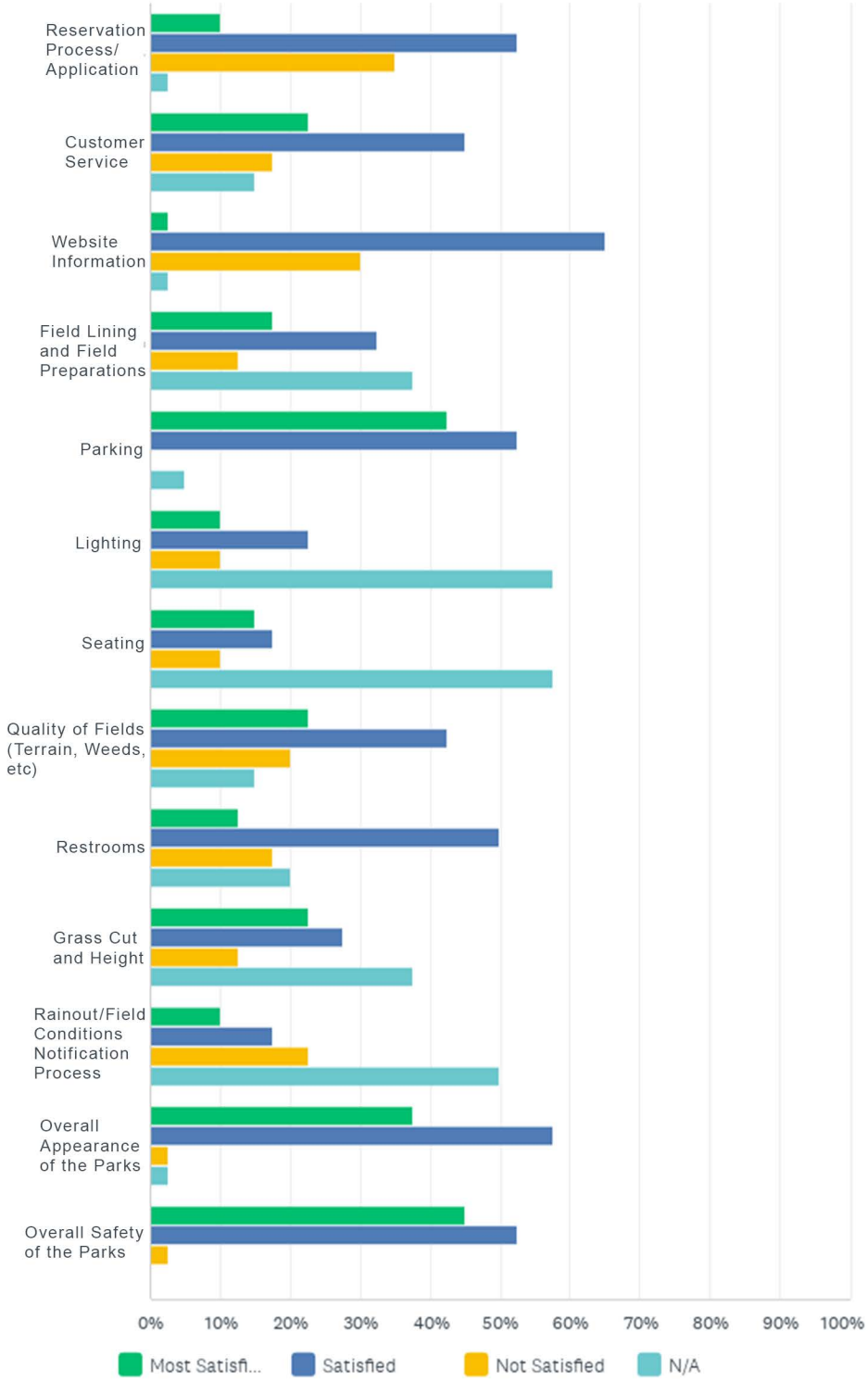
How might climate change affect your use of park facilities?

When considering climate change affecting adult recreation, many people reported needing to cancel sporting events frequently due to high heat and rain which may push the recreational season into the spring and fall, rather than just the summer season. Also, climate change may lead to worsening play field conditions which will increase the need for maintenance and potentially increase event cancellations. In recent years, people have had to cancel events due to rain, heat and air quality and are concerned climate change will lead to more unplayable conditions.

What else would you like us to know about athletic facilities as you look to the future?

- Year round, multi use fields are needed
- Lighting for field use in spring and fall
- Adding turf facilities
- Longer fence lengths
- More lighting
- More pickleball courts
- Access to drinking water (2)
- Improve quality and quantity of Madison Parks facilities
- Meeting with power users of parks space rather than only surveys
- Work with programs creating positive results and hold them in harms way because of those that came before them in the same aspects (aka ownership changes and the efforts and impact to those around it)
- More frequent mowing of soccer fields and/or shorter grass lengths

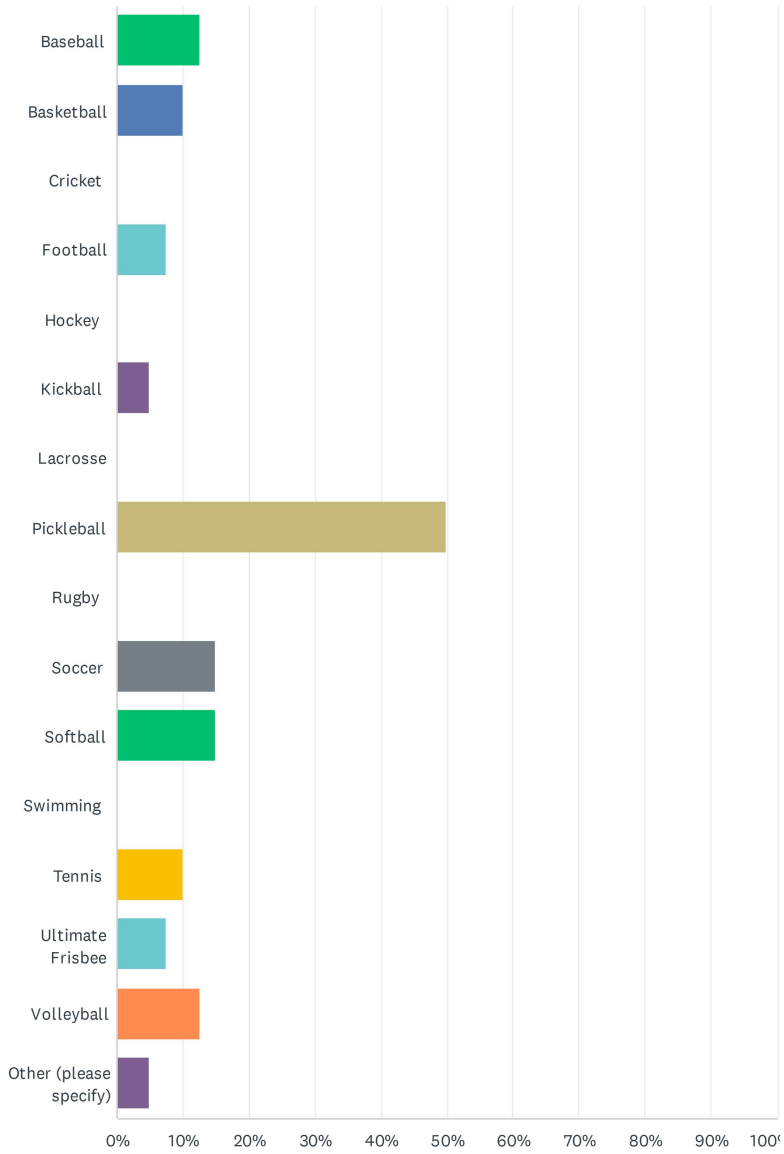
Q1 How would you rate your experience with the following aspects of athletic reservations?



	MOST SATISFIED	SATISFIED	NOT SATISFIED	N/A	TOTAL
Reservation Process/Application	10% 4	53% 21	35% 14	3% 1	40
Customer Service	23% 9	45% 18	18% 7	15% 6	40
Website Information	3% 1	65% 26	30% 12	3% 1	40
Field Lining and Field Preparations	18% 7	33% 13	13% 5	38% 15	40
Parking	43% 17	53% 21	0% 0	5% 2	40
Lighting	10% 4	23% 9	10% 4	57% 23	40
Seating	15% 6	18% 7	10% 4	57% 23	40
Quality of Fields (Terrain, Weeds, etc)	23% 9	43% 17	20% 8	15% 6	40
Restrooms	13% 5	50% 20	18% 7	20% 8	40
Grass Cut and Height	23% 9	28% 11	13% 5	38% 15	40
Rainout/Field Conditions Notification Process	10% 4	18% 7	23% 9	50% 20	40
Overall Appearance of the Park(s)	38% 15	57% 23	3% 1	3% 1	40
Overall Safety of the Park(s)	45% 18	53% 21	3% 1	0% 0	40

Q2 What type of sport(s) do your participants play? Check all that apply.

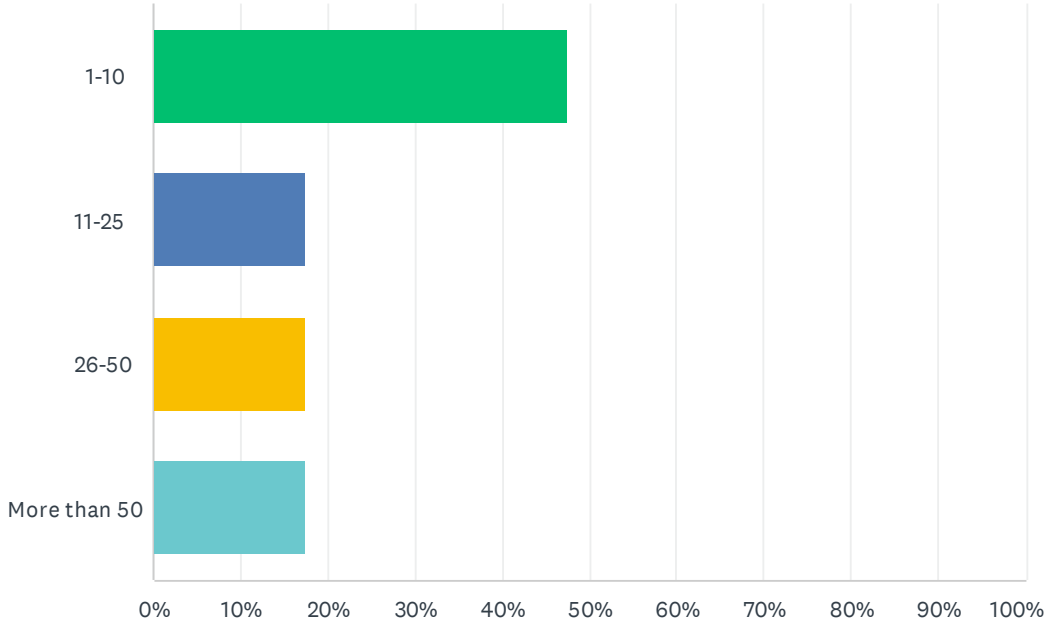
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Baseball	13%	5
Basketball	10%	4
Cricket	0%	0
Football	8%	3
Hockey	0%	0
Kickball	5%	2
Lacrosse	0%	0
Pickleball	50%	20
Rugby	0%	0
Soccer	15%	6
Softball	15%	6
Swimming	0%	0
Tennis	10%	4
Ultimate Frisbee	8%	3
Volleyball	13%	5
Other (please specify)	5%	2
Total Respondents: 40		

Q3 How many times did your group use a park athletic field/court space over the course of the year?

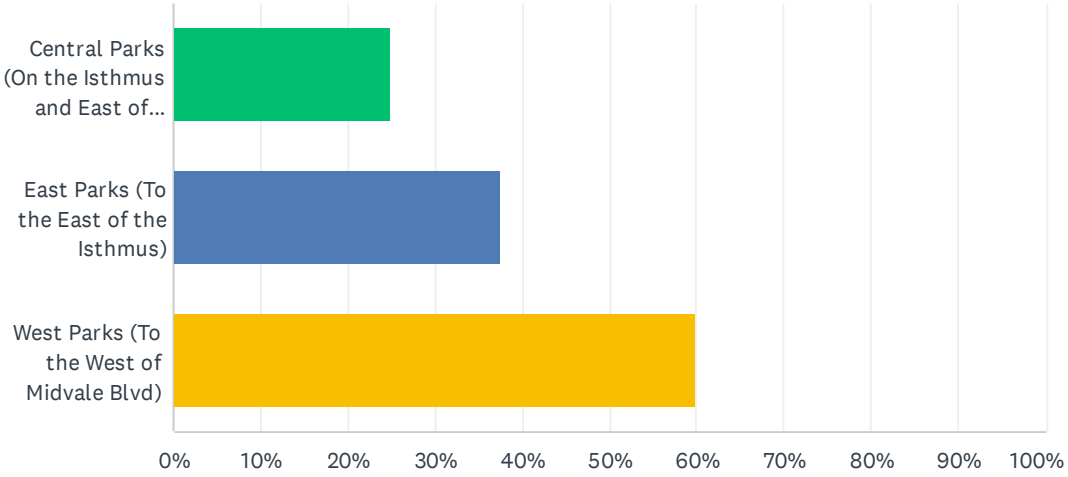
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-10	48%	19
11-25	18%	7
26-50	18%	7
More than 50	18%	7
TOTAL		40

Q4 Where are the parks located that you primarily use for athletics? Check all that apply.

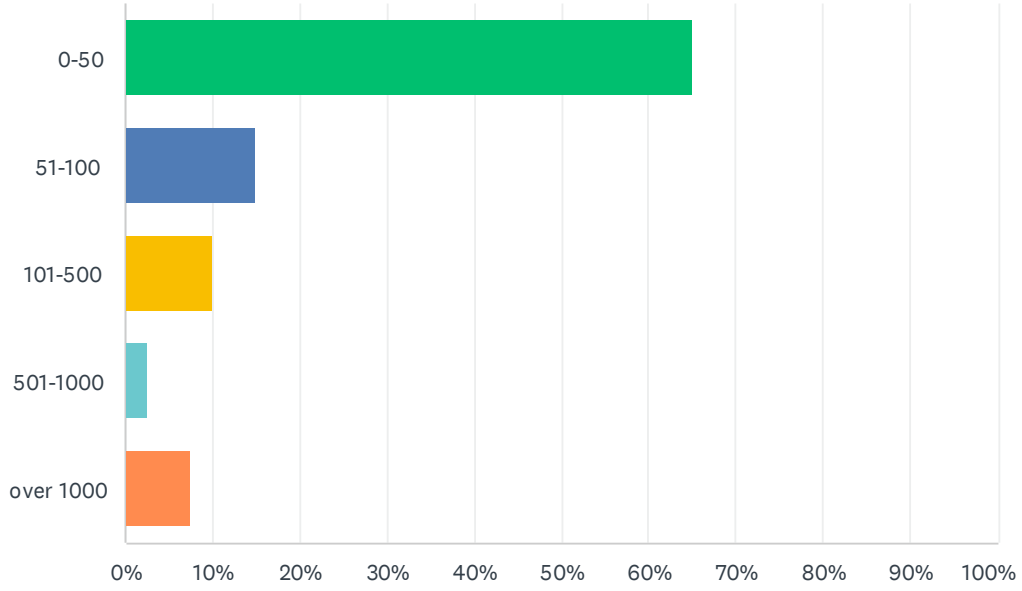
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
Central Parks (On the Isthmus and East of Midvale Blvd)	25%	10
East Parks (To the East of the Isthmus)	38%	15
West Parks (To the West of Midvale Blvd)	60%	24
Total Respondents: 40		

Q5 How many participants were part of your organization or team?

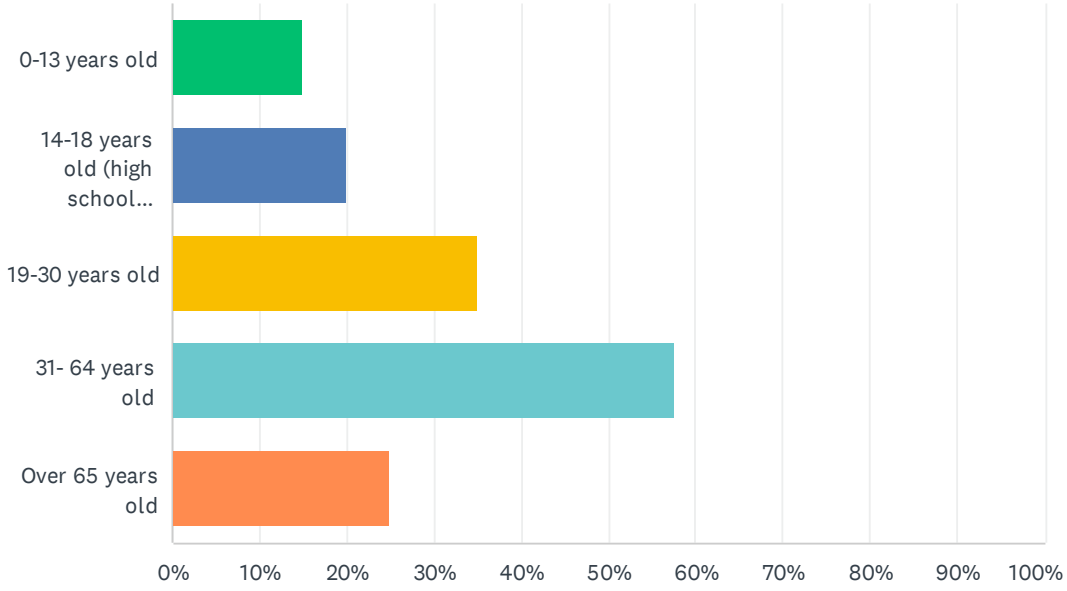
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-50	65%	26
51-100	15%	6
101-500	10%	4
501-1000	3%	1
over 1000	8%	3
TOTAL		40

Q6 What is the age range of the majority of your participants? Check all that apply.

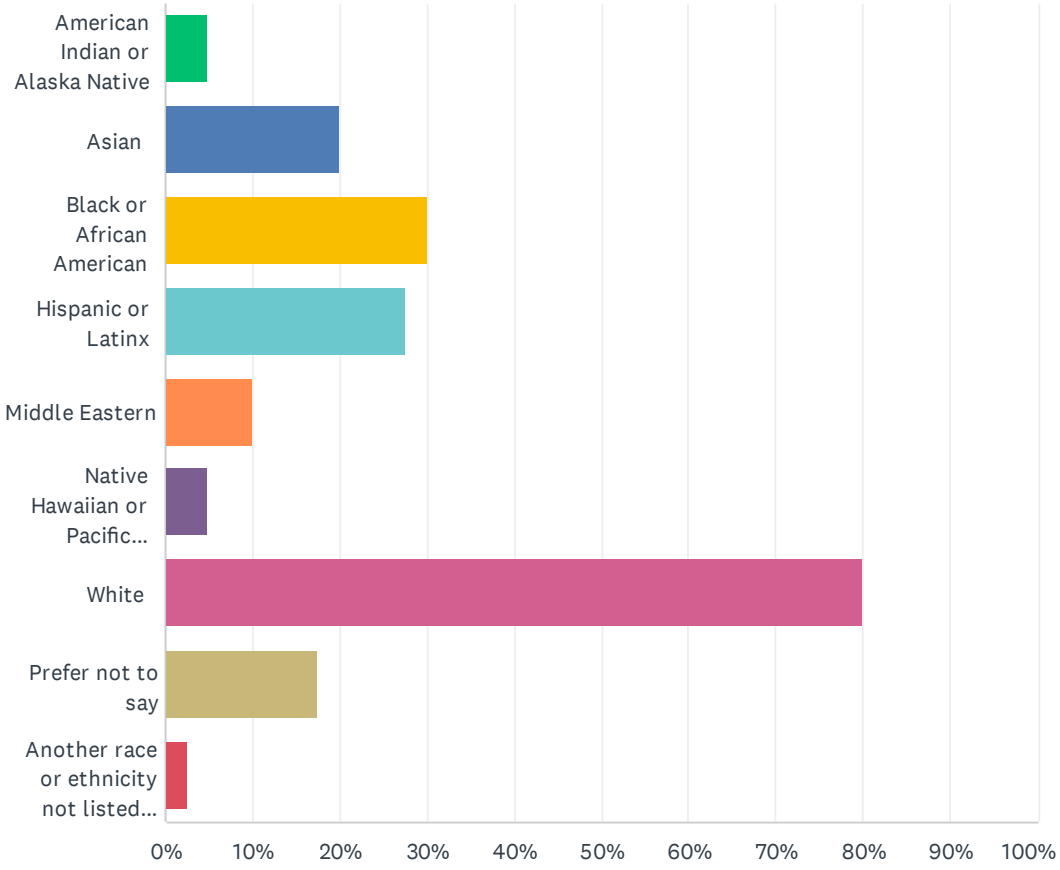
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-13 years old	15%	6
14-18 years old (high school participants)	20%	8
19-30 years old	35%	14
31- 64 years old	57%	23
Over 65 years old	25%	10
Total Respondents: 40		

Q7 Which of the following racial and ethnic group(s) best describes the participants of your athletic reservations? Check all that apply.

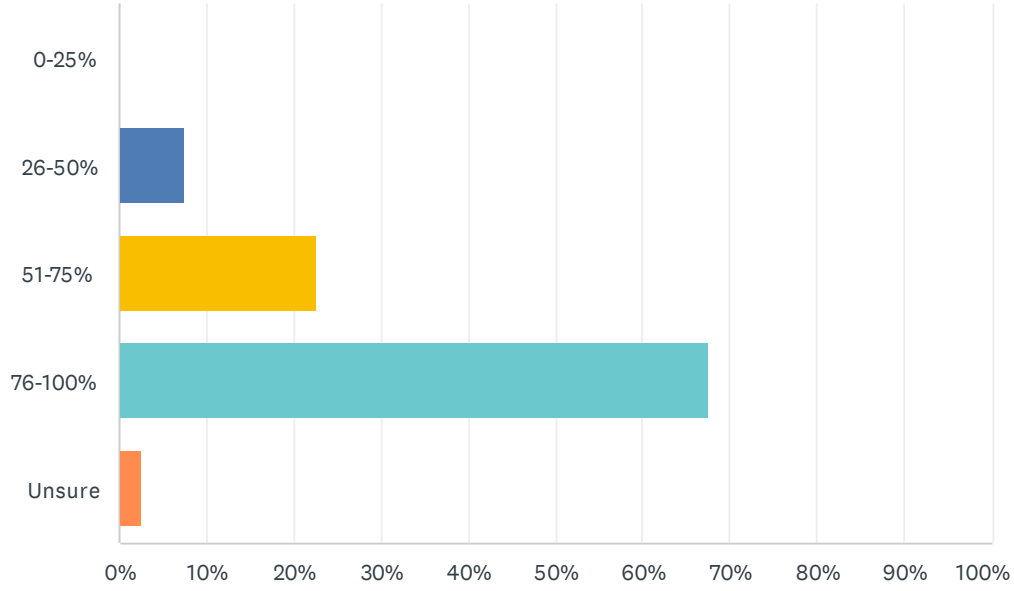
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	5%	2
Asian	20%	8
Black or African American	30%	12
Hispanic or Latinx	28%	11
Middle Eastern	10%	4
Native Hawaiian or Pacific Islander	5%	2
White	80%	32
Prefer not to say	18%	7
Another race or ethnicity not listed above, please specify	3%	1
Total Respondents: 40		

Q8 What percentage of your participants reside in the City of Madison?

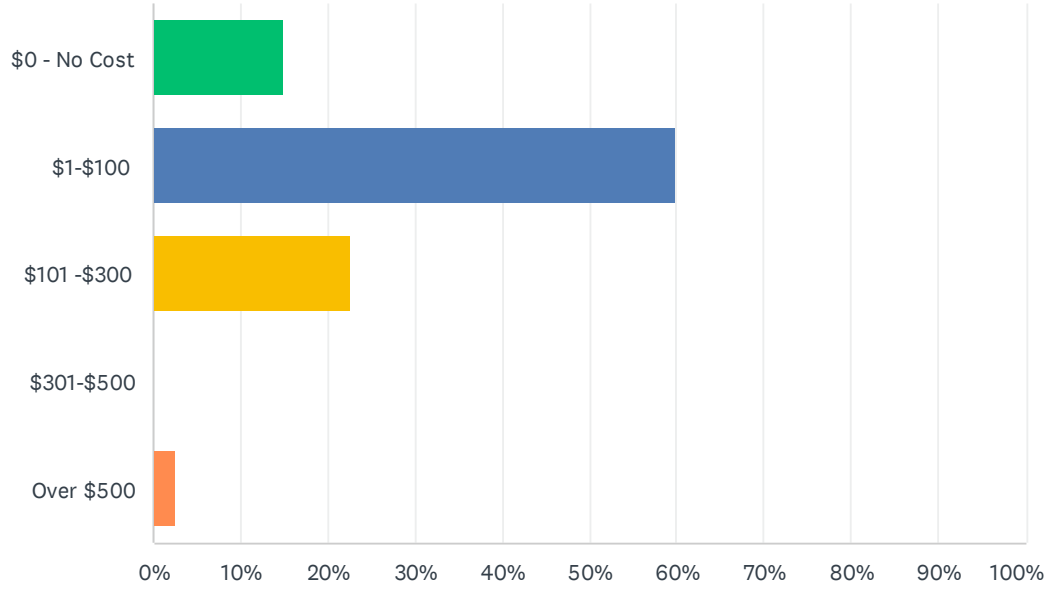
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-25%	0%	0
26-50%	8%	3
51-75%	23%	9
76-100%	68%	27
Unsure	3%	1
TOTAL		40

Q9 What is the average cost per year to each participant?

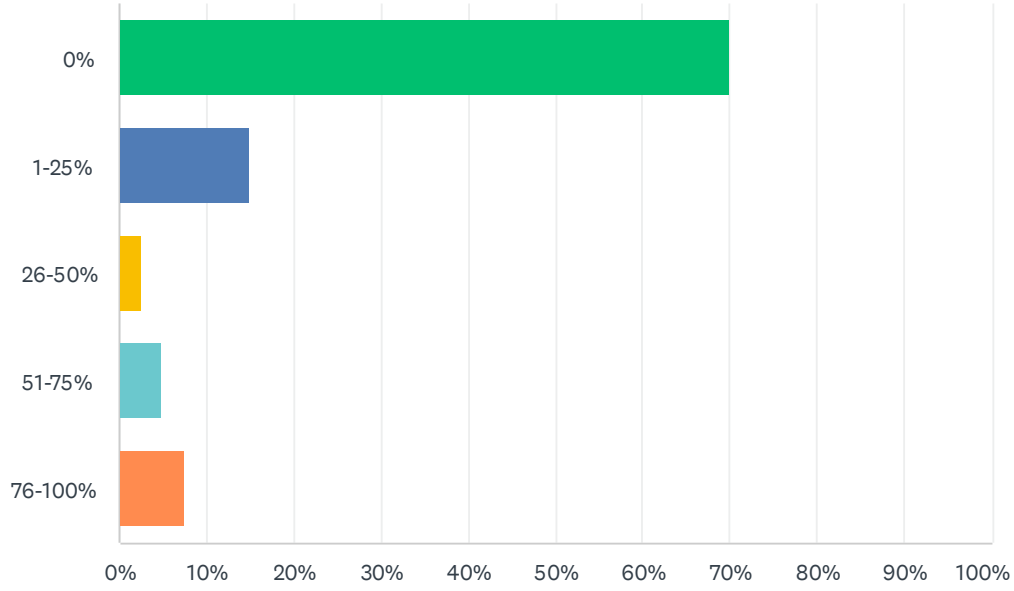
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
$0 - No Cost	15%	6
$1-$100	60%	24
$101 -$300	23%	9
$301-$500	0%	0
Over $500	3%	1
TOTAL		40

Q10 What percentage of your participants receive scholarships or pay a reduced rate?

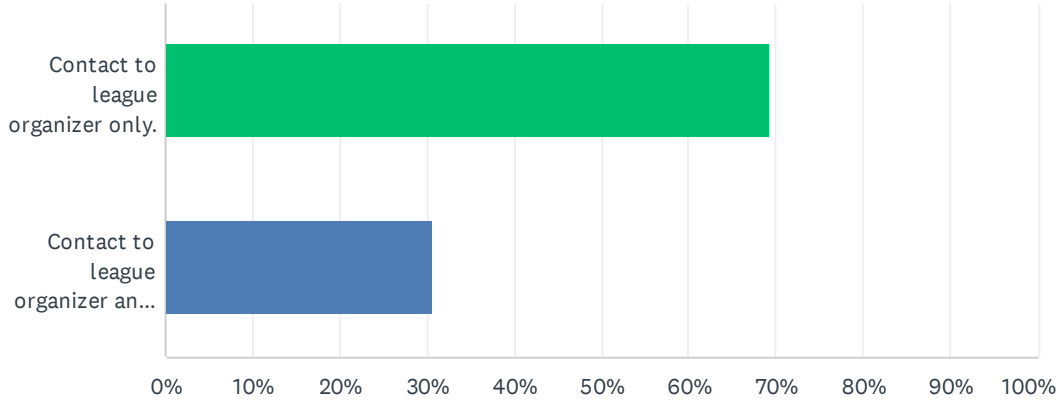
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	70%	28
1-25%	15%	6
26-50%	3%	1
51-75%	5%	2
76-100%	8%	3
TOTAL		40

Q11 How would you prefer to be notified of rainouts/cancellations?

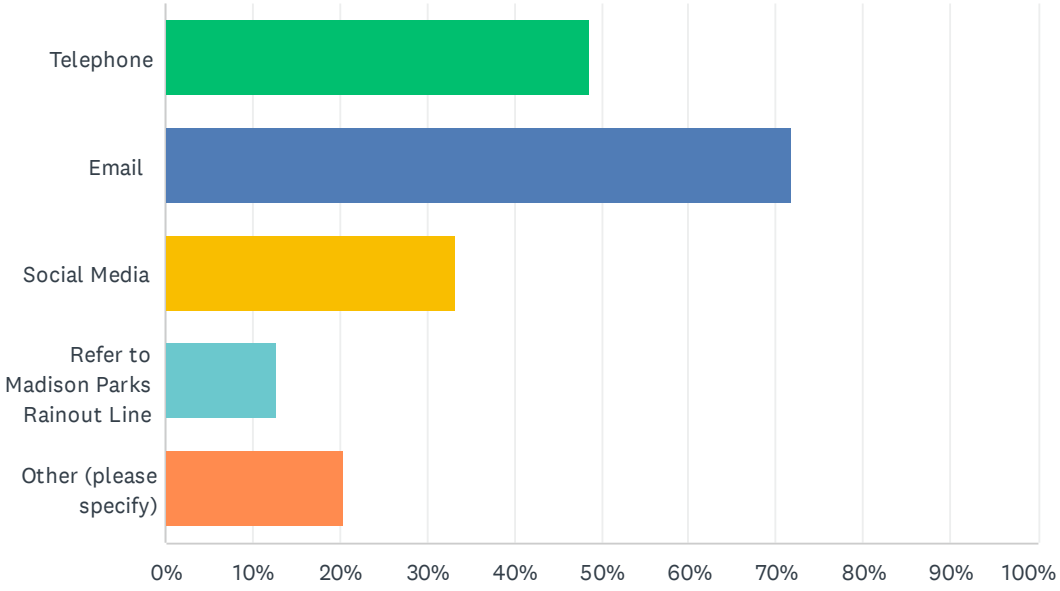
Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Contact to league organizer only.	69%	27
Contact to league organizer and participants.	31%	12
TOTAL		39

Q12 How do you notify participants of rainouts/cancellations? Check all that apply.

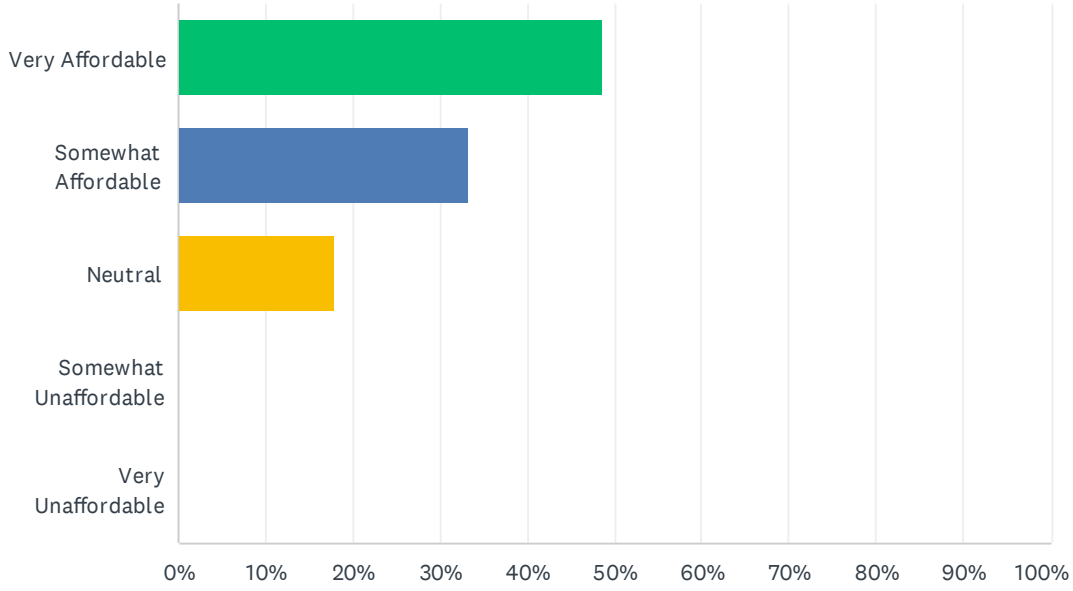
Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Telephone	49%	19
Email	72%	28
Social Media	33%	13
Refer to Madison Parks Rainout Line	13%	5
Other (please specify)	21%	8
Total Respondents: 39		

Q13 How affordable did you find the cost of reserving a Madison Park athletic space?

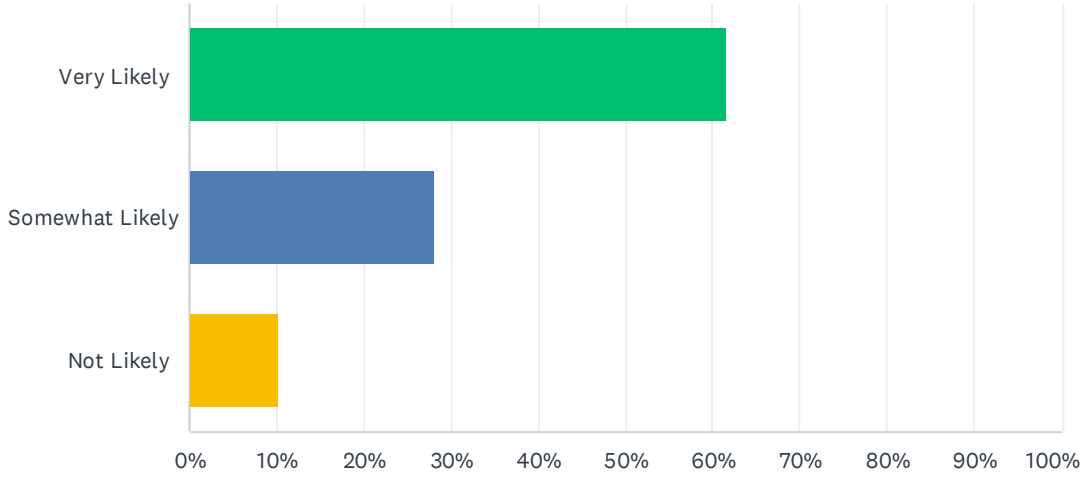
Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Affordable	49%	19
Somewhat Affordable	33%	13
Neutral	18%	7
Somewhat Unaffordable	0%	0
Very Unaffordable	0%	0
TOTAL		39

Q14 How likely is it that you would recommend Madison Parks athletic facilities to a friend or colleague?

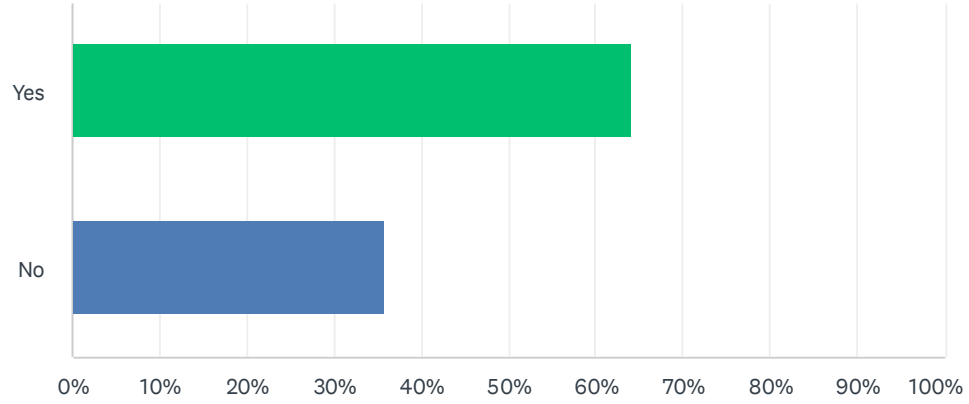
Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Likely	62%	24
Somewhat Likely	28%	11
Not Likely	10%	4
TOTAL		39

Q15 Have you made any athletic reservations for 2024 yet?

Answered: 39 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	64%	25
No	36%	14
TOTAL		39