



Madison Parks and Open Space Plan (POSP)
System for Observing Parks and Recreation in Communities
Volunteer Data Collection Plan
October 20, 2016

GOAL: Partner with volunteers to collect park observation data. Working with volunteers we aim to increase the number of parks surveyed (in all seasons) and enhance the engagement with the public for the POSP.

OVERVIEW: Pilot a volunteer survey collection program with two/three, e.g., neighborhood, organizations. The pilot will allow us to test the method and content of training, reliability of data collected and interest in volunteers' ongoing participation. We will refine the process based on lessons learned from the pilot program. In early 2017, we will reach out to additional organizations and volunteer partners to increase opportunities for participation. It will be important to report findings from research back to volunteers.

VOLUNTEERS: Potential individual and group volunteer

- Neighborhood Associations (potential pilot NAs listed below)
- Volunteer focus group participants
- Friends of Groups
- School groups
- Dog park users
- Earth Day Challenge participants
- Others ...

PROCESS:

- Complete four observations (one observation at each designated time period - morning, lunch, early afternoon and evening) for single park.
- Minimum of approximately 30 minutes of observation time per each time period.
- Parks (Sarah) will provide the map of park to be observed.
- Complete one observation sheet per park visit
- Mail, email or delivery completed forms to Parks Office

DRAFT TIMELINE:

October 20 – LRP Committee review plan. Select pilot groups.

October 28 – Complete email outlining request for participation and training document

November 7 (week of) – Offer conference call or in person training

November 21 to December 31 – Pilot data collection

Early January – Review success/challenges with pilot and refine as needed

Early January – Contact additional individual and group volunteers to participate

May 1 – Follow-up email to volunteers (warmer weather may bring new participation)

Mid July – Report back to volunteers status of research and finding