

Community Engagement

Task Force on Municipal Golf in Madison Parks

May 18, 2020

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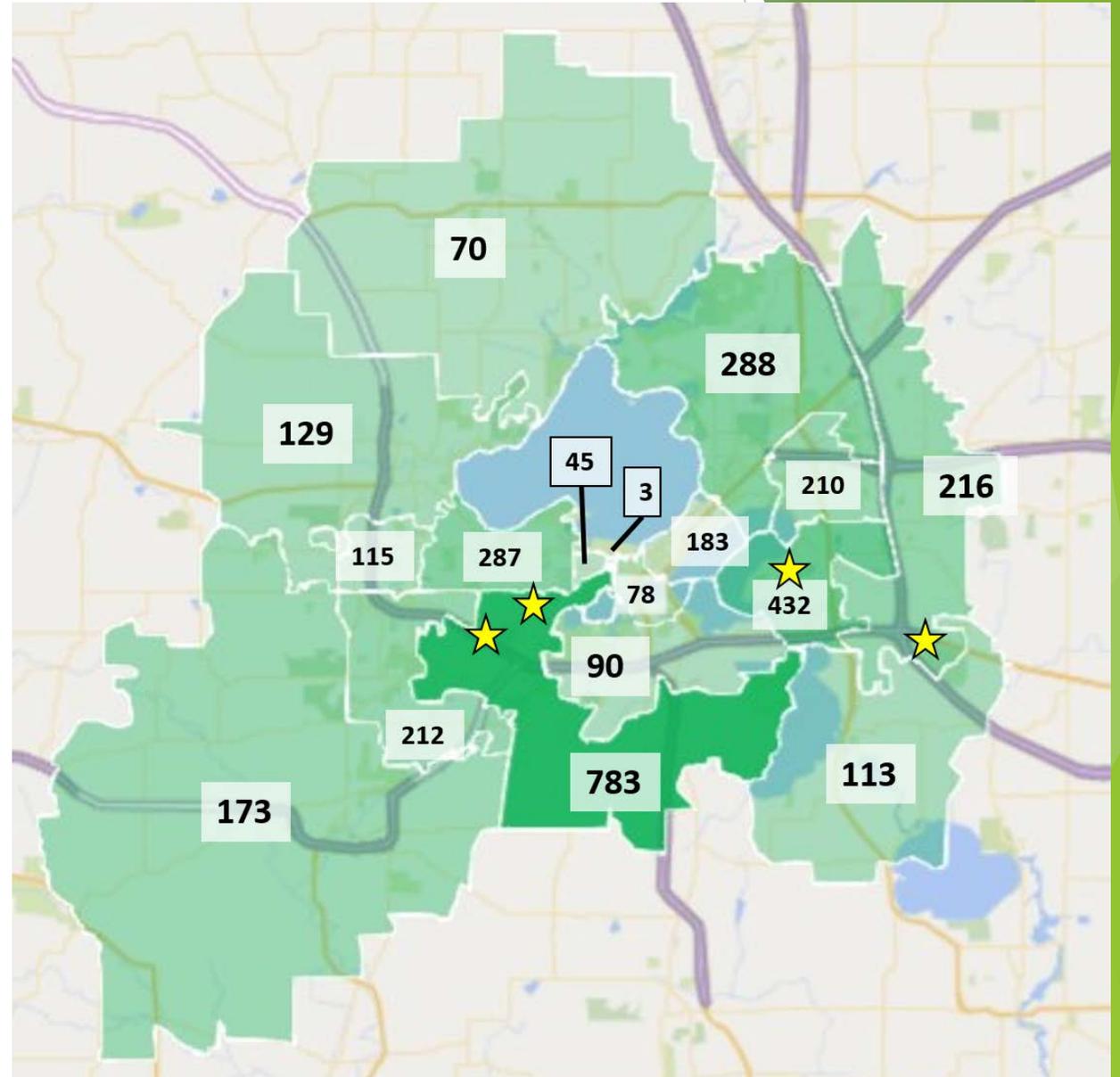
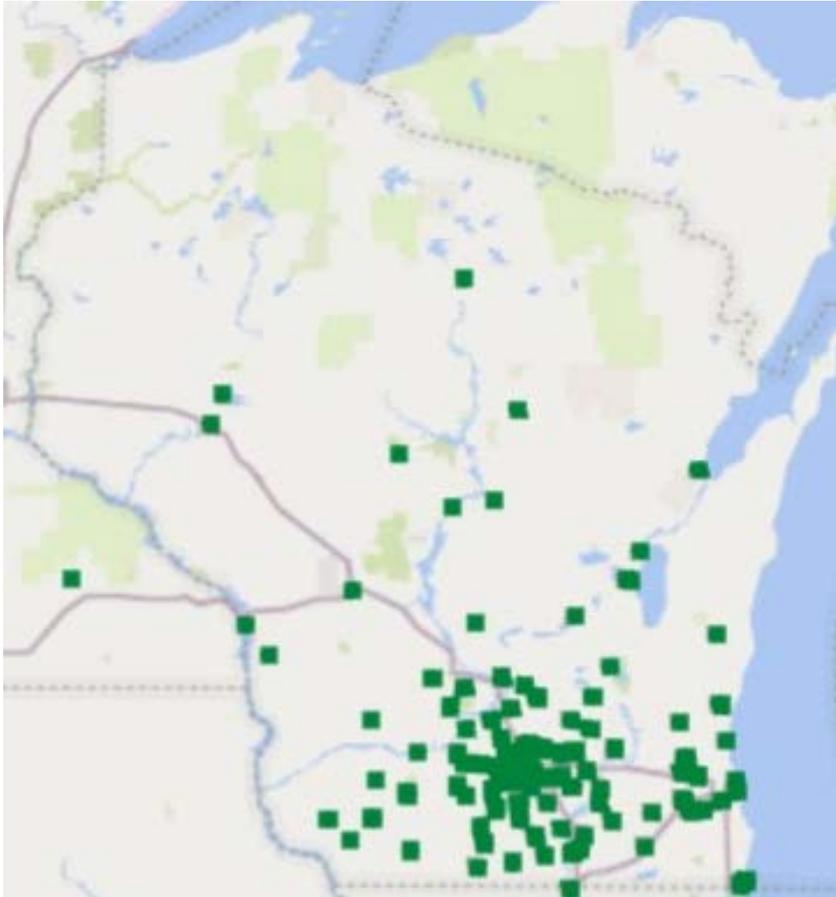
- ▶ 2020 Task Force on Municipal Golf in Madison Parks Survey (4,092 responses)
- ▶ Two (2) Public Information Meetings (about 150 people)
 - ▶ March 5, 2020 at Olbrich Botanical Gardens
 - ▶ March 10, 2020 at Goodman Maintenance Facility
- ▶ Focus Groups
 - ▶ March 18, 2020 Golfers Focus Group (7 golfers)
 - ▶ TBD City Staff Focus Group
- ▶ 2019-2020 Emails, phone calls, letters, editorials
- ▶ Approximately 4,300 points of contact since Task Force's work began

2020 Golf Survey Results

- ▶ Open between Feb 28th - April 9th
- ▶ Offered to public via various methods:
 - ▶ Press Release, Social Media, Task Force Website, Golf Email List, and Parks Email List
- ▶ 4,092 total responses
 - ▶ 88% (3,590) had golfed at a City of Madison Golf Course
 - ▶ 12% (502) had not golfed any of the City of Madison Courses
- ▶ Data analysis includes all responses, comparison by preferred course of golfers/non-golfers
- ▶ Raw data is attached to file #58296

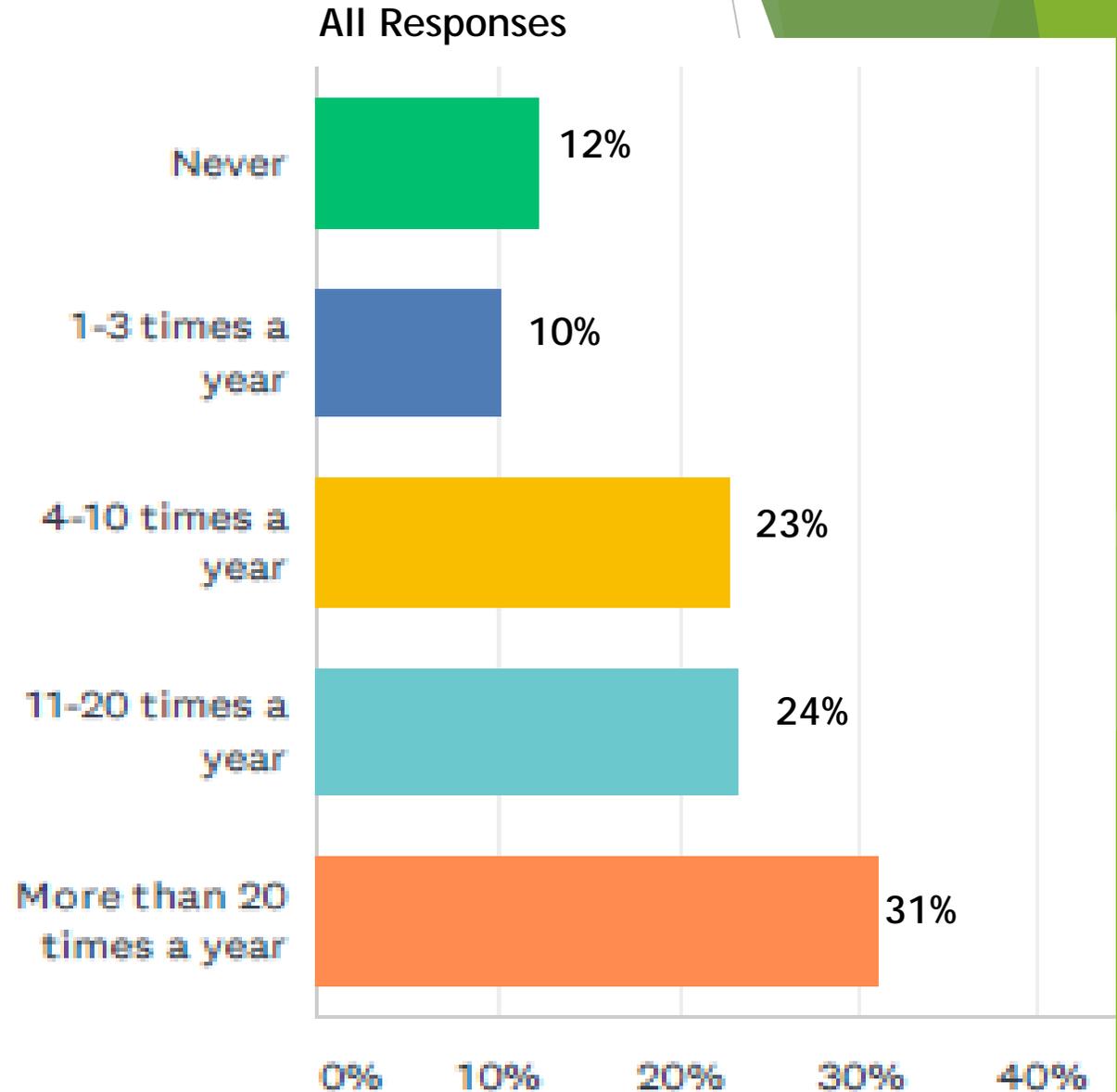
Breakdown by zip code - Madison

- ▶ 84% (3,427) of responses were from Madison residents
- ▶ Highest response rate from area surrounding Odana and Glenway Golf Courses.



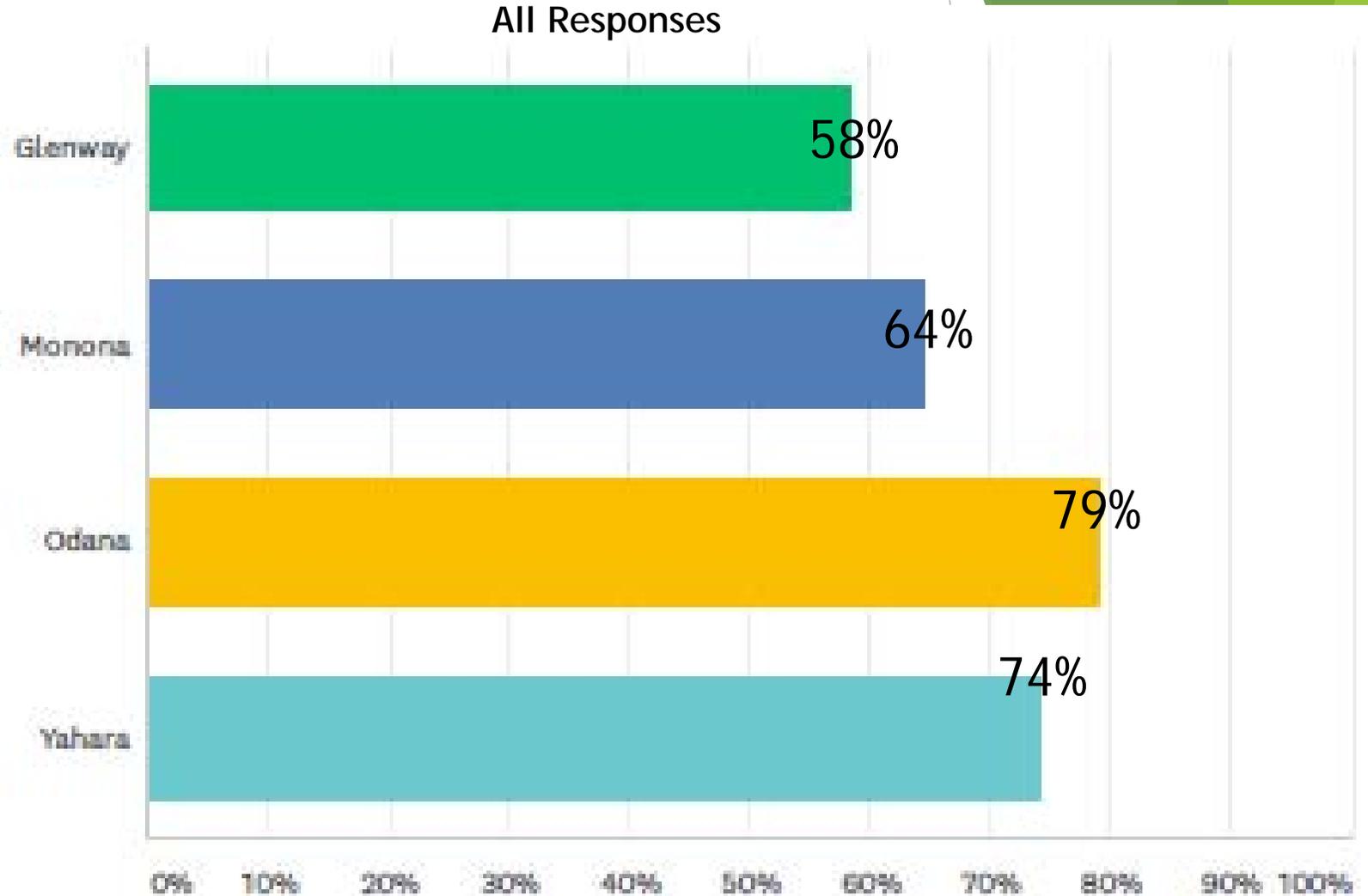
How often, if ever, do you typically golf at any of the four City of Madison Golf Courses?

- ▶ Golfers who prefer Glenway tend to golf fewer times a year on average
 - ▶ The course is known to be friendlier towards newer and casual golfers
- ▶ Those who prefer to use Odana, Yahara and Monona are roughly equal in amount of rounds played.

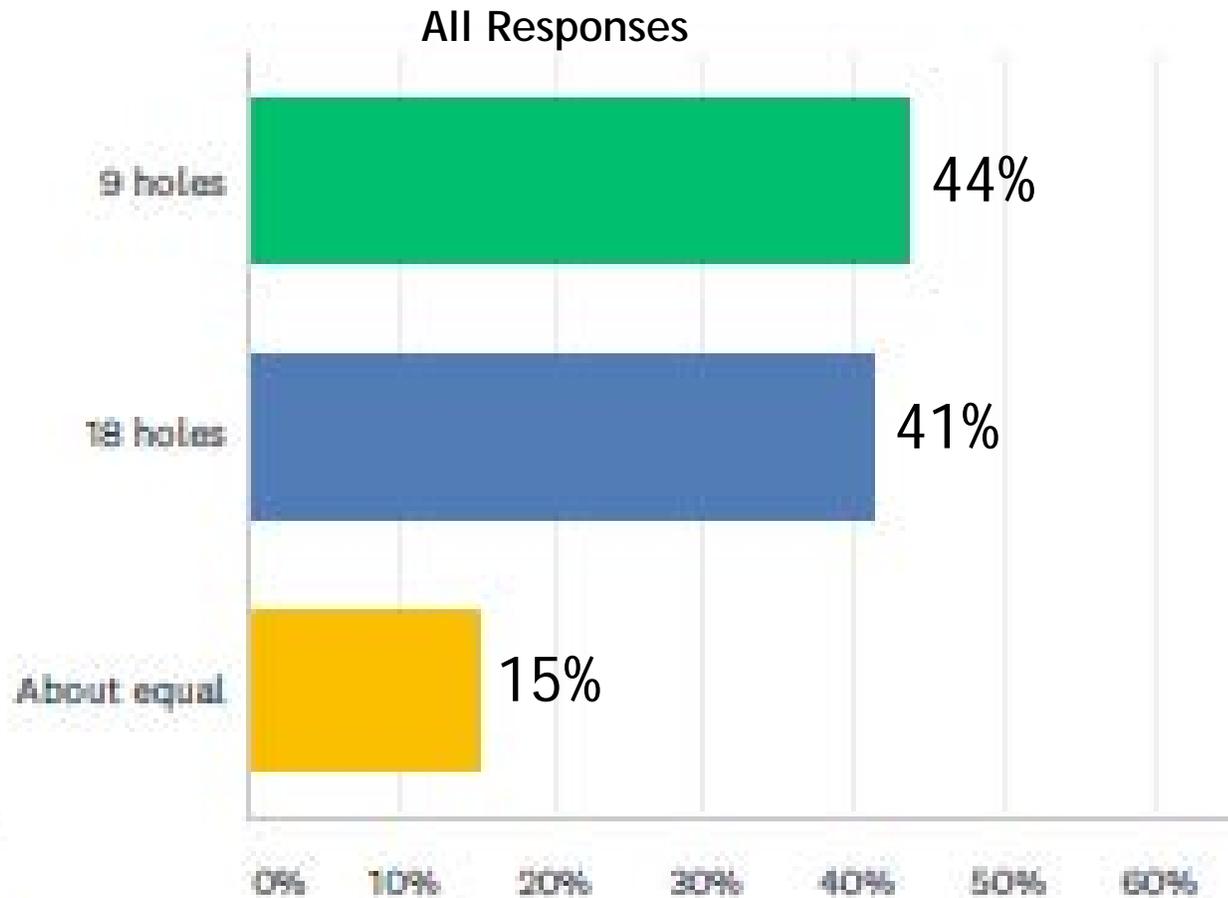


In the past 5 years, have you golfed at any of the following?

- ▶ Odana is the most used course, Glenway is least used.
- ▶ Of the 3,526 respondents, 11% only golf at one course.
- ▶ Users who prefer Glenway are the least likely to golf at Yahara and vice versa.
 - ▶ This can be attributed to course size, length of play and location in the City.
- ▶ Users who prefer either Odana or Yahara tend to play both courses.



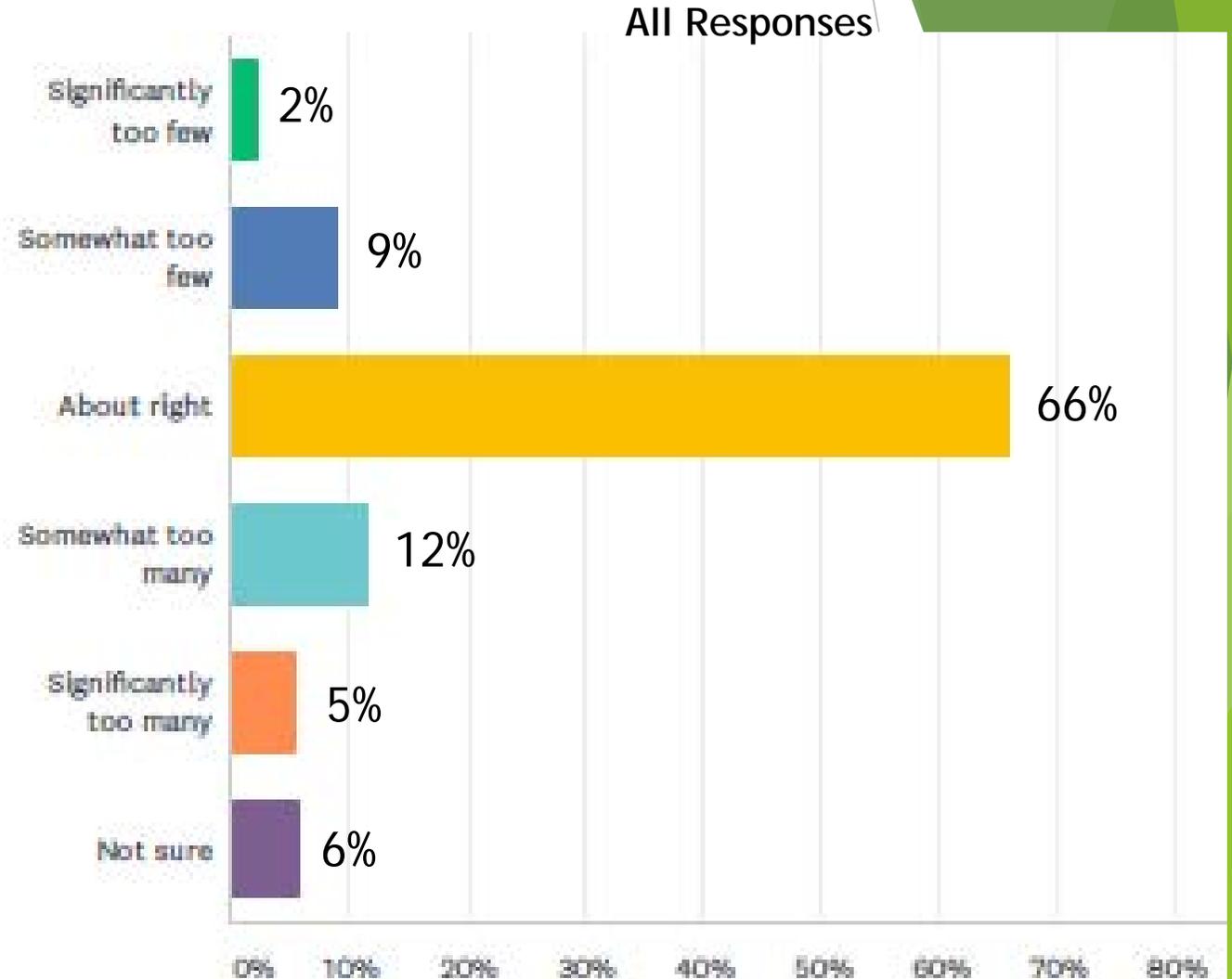
How many holes of golf do you typically play per round?



- ▶ People who prefer Odana and Yahara tend to golf 18 holes.
 - ▶ Also have a greater likelihood of playing either 9 or both 9/18.
 - ▶ These courses provide for more challenging level of play.
- ▶ Monona and Glenway regulars prefer to golf 9 holes.

What is your opinion of the number of golf holes offered by the City of Madison golf courses?

- ▶ 71-75% of golfers believe there are the right amount of holes.
- ▶ Golfers largely support maintaining same number of holes.
- ▶ Some indicate, that if closure is necessary, closing only 18 at Yahara is most acceptable option.



How Important are each of the following?

Overall

1. Course conditions
2. Tee times available (ability to play when you want)
3. Pace of play/time commitment (time it takes to play a round)
4. Cost
5. Location**
6. Other
7. Clubhouse facility
8. Food and beverage
9. Instructional Programs

**Location was ranked in the top three for users who prefer Monona and Glenway.

How often in the past five (5) years have you used the courses for the following purposes:

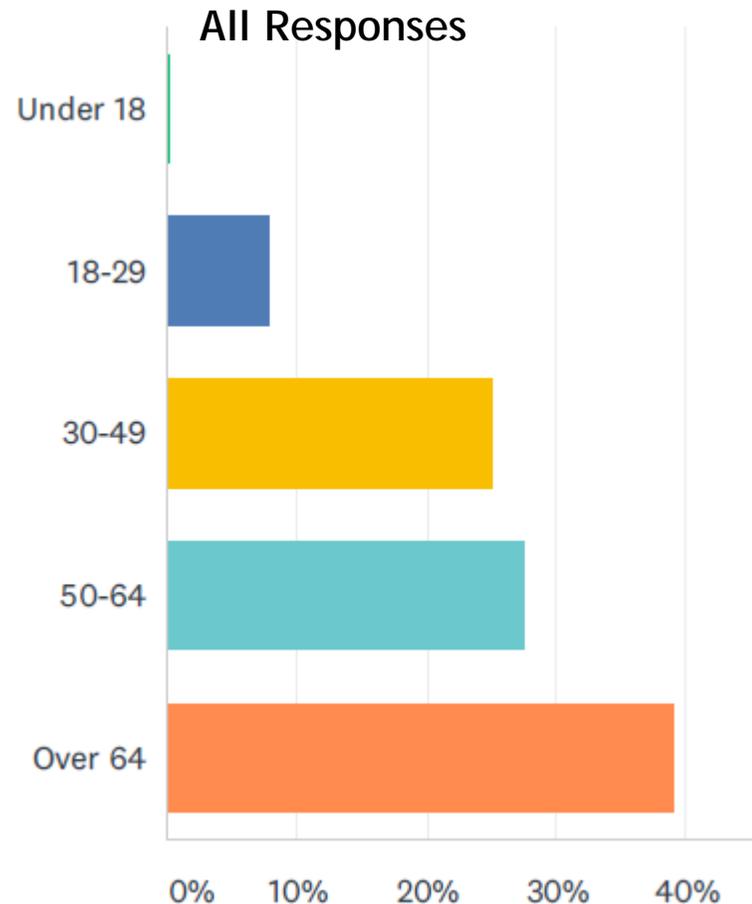
Overall

1. Hiking/Walking
2. Cross Country Skiing
3. Nature Viewing/Photography
4. Food & Beverage
5. Restrooms
6. Other
7. Running/Jogging
8. Dog Walking
9. Sledding
10. Recreational Biking
11. Disc Golf - (Yahara Hills)
12. Volunteer land - management/gardening

- Non Golfers prefer the use of the open space versus any amenities provided.

- ▶ About 50% of non-golfers had used the courses for another purpose.
- ▶ Odana is used most (55%), primarily due to it being a popular cross country skiing location.
- ▶ All others are used equally for non-golfing purposes
- ▶ About 25% of golfers had used the courses for another purpose.

Demographics



- ▶ A significant majority of golfers who responded were white males over 50 years old.
 - ▶ Glenway and Monona both had about 30% of players identify as non-male - significantly more than Odana (14%) or Yahara (9%).
- ▶ 95% of non-golfers who responded were white, about 50% male/50%female responding.
- ▶ The average household income was equally distributed among the three upper categories.
- ▶ Users who preferred Yahara and Odana trended younger.

Public Information Meetings

Meeting #1

Date: March 5, 2020
Location: Olbrich Botanical Gardens
Attendance: Approx. 95 Present

Major Takeaways:

- ▶ Many questions regarding accounting system, including PILOT, and why golf is expected to be self-sustaining while other services are not.
- ▶ Several voiced concern for mismanagement of courses and neglect resulting in current conditions.
- ▶ Some indicated desire for Golf to be considered a Parks service, but to be allowed to keep greens fees.
- ▶ Many objections to any sort of closure, but specifically showed support for keeping Monona.
- ▶ Many expressed concern for accessibility and affordability for youth and seniors if holes or courses are closed.
- ▶ Many supported the City investing in the courses, but didn't agree with numbers presented.
- ▶ There was much opposition to the sale of Monona Golf Course or park land.
- ▶ Consider environmentally sustainable infrastructure (ie. solar power and wells) to reduce carbon foot print.
- ▶ Encouraged exploring additional funding sources, such as partnerships and private fundraising.
- ▶ Request for consideration of additional options, such as reducing Yahara by 18 holes and "pitch & putt"

Public Information Meetings

Meeting #2

Date: March 10, 2020

Location: Goodman Maintenance Facility

Attendance: Approx. 55 Present

Major Takeaways:

- ▶ Many questions regarding accounting system, including PILOT, and why golf is expected to be self-sustaining while other services are not.
- ▶ Many objections to any sort of closure and expressed concern about accessibility and affordability. Overall seemed to be more accepting of possible need for closure.
- ▶ Many supported the City investing in the courses, but didn't agree with numbers presented. Suggested working with hydrology of Yahara instead of trying to fix to reduce capital needs.
- ▶ Suggestions to improve marketing and provide other opportunities for golfing and non-golfing purposes.
- ▶ Request for consideration of additional options, such as reducing Yahara by 18 holes and providing shorter courses (ie. 9-14 hole courses).
- ▶ Consider adjusting maintenance practices to reduce costs and reduce chemical and fertilizer inputs.
- ▶ Some support for exploring alternative uses of the land, including biking, disc golf and better integration with the community.
- ▶ Yahara's course offers the greater opportunity for future growth.

Focus Group of Golfers

Date: March 10th 2020

Location: Goodman Maintenance Facility

Present: 7 Golfers

Selected by staff and invited to participate in facilitated discussion. Included golfers who golf all courses, high school golf coach, a woman and a person of color and various ages ranging from grad student to retired.

1. Think of your experiences with Madison Golf Courses. What comes to mind when you think of Madison Golf?

- ▶ Many spoke of golf as a game, when learned young stays with you forever, resulting in many great memories with family and friends. Programs to serve juniors and seniors are very important.
- ▶ Spoke of physical and mental well-being as well as socialization.
- ▶ Good quality courses at a reasonable price.
- ▶ Professional staff.
- ▶ Accessibility of courses to people of all ages, but especially youth.

Focus Group of Golfers

2. What do you consider to be Madison Golf Enterprise Program's overall strengths?

- ▶ Professional staff who are responsive and follow-up in a timely manner and professionally maintain courses.
- ▶ Location of courses, good geographically and convenient for high school teams.
- ▶ Ability to serve youth and still have tee times available for other players.
- ▶ Ability to meet many different people while on the courses.

3. What do you consider to be Madison Golf Enterprise Program's overall limitations?

- ▶ The accounting/enterprise system.
- ▶ Limitations in food and beverage.
- ▶ Lack of capital investment, and resulting inconsistencies due to weather conditions.
- ▶ Website is not very easy to use.
- ▶ Golf program doesn't market itself like other courses and businesses do, not enough creativity.

Focus Group of Golfers

- ▶ 4. Among the scenarios presented, which do you find the most compelling and why?
 - ▶ All options that treated Golf as a parks service seemed to be more acceptable.
 - ▶ Group felt an option was missing, which included closing only 18 at Yahara.
 - ▶ Of the options presented, felt #3 maybe more acceptable, though still not ideal.
 - ▶ Scenarios 1 and 2 would significantly change the market place, making golf less accessible.
 - ▶ City needs to invest in the courses to improve quality.
- ▶ 5. Among the scenarios presented, which do you find the least compelling and why?
 - ▶ Full closure of Yahara and any closure of Monona or Glenway. Sentiment that loss of Yahara would prevent golf program from serving youth.

Focus Group of Golfers

- ▶ 6. Are there factors that must be considered that have not yet been discussed in determining the appropriate amount of holes of golf to be offered and how it is to be operated?
 - ▶ Marketing professional and cost containment measures.
 - ▶ Management by 3rd party
 - ▶ Creative solutions, including 14 hole courses
 - ▶ Reconsidering capital investment at Yahara by working with the hydrology, making a dry course and consider a walking only course
 - ▶ Consider shorter executive course at Yahara.

Overall Summary:

- ▶ Accessibility and affordability are key concerns.
- ▶ Impacts of decisions must be evaluated, particularly as it relates to youth and seniors.
- ▶ Overwhelming majority felt the Enterprise system must go away and golf be treated as a park service.
- ▶ Capital investment by the City to some degree is essential to the future of the program.
- ▶ No real support for sale of park land among golfers and non golfers. Those that did support sale was for the purpose of reinvesting.
- ▶ While the majority of golfers opposed any sort of hole closures, there seemed to be more support for reducing Yahara by 18 and or reconfiguring courses to non standard sizes (ie 9-14 hole par 3) and shortening play in some way.
- ▶ A number of people felt considering different operational models was necessary, along with diversified marketing and offerings.