

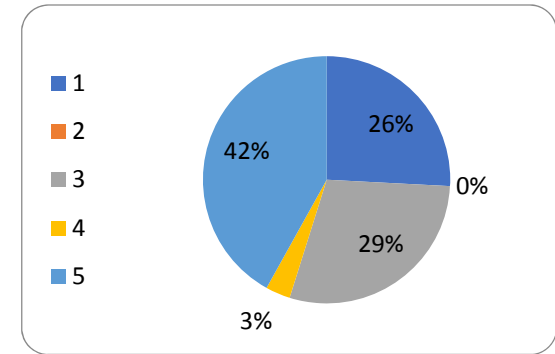
Destination District Vision and Strategy

Public Event: September 12, 2018

Result By Question

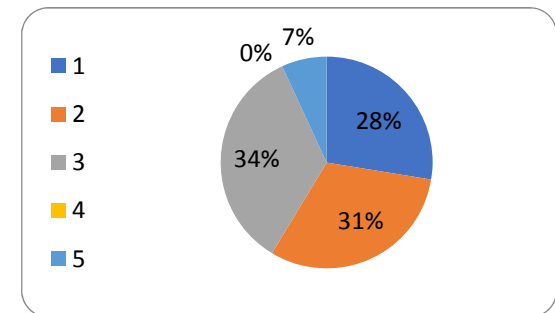
1) 1. Where do you live?

Responses		Answer Options
(Percent)	(Count)	
26%	8	1) Adjoining neighborhoods (Capital View, Bay Creek, Bram's Addition)
0%	0	2) Downtown/Isthmus
29%	9	3) City of Madison
3%	1	4) City of Fitchburg
42%	13	5) Other
Totals	100% / 31	Comments:



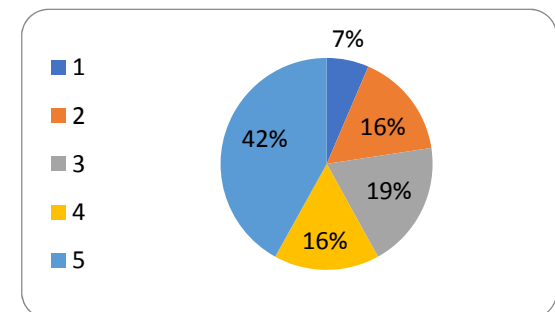
2) 2. What brought you to Madison?

Responses		Answer Options
(Percent)	(Count)	
28%	8	1) Born here/come with parents
31%	9	2) School
34%	10	3) Job
0%	0	4) Significant other
7%	2	5) Thought it was a cool city
Totals	100% / 29	Comments:



3) 3. How old are you?

Responses		Answer Options
(Percent)	(Count)	
6%	2	1) Under 30
16%	5	2) 30-39
19%	6	3) 40-49
16%	5	4) 50-59
42%	13	5) 60+
Totals	100% / 31	Comments:

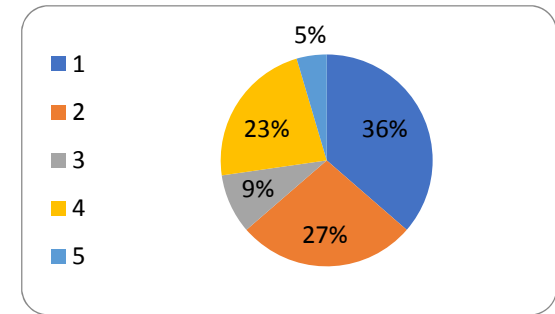


Destination District Vision and Strategy

Public Event: September 12, 2018

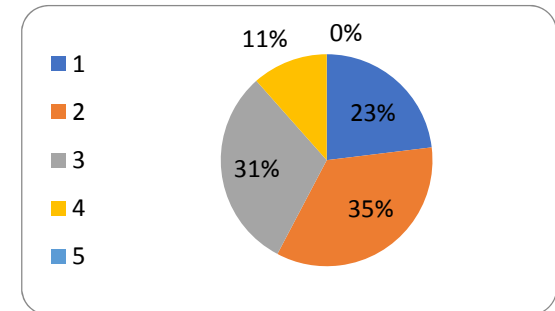
4) 4. How often do you come to events, use the park and open space system, or visit a business in this area?

Responses		Answer Options
(Percent)	(Count)	
36%	8	1) Once or twice a week
27%	6	2) Once or twice a month
9%	2	3) Once every couple of months
23%	5	4) A couple of times a year
5%	1	5) Almost never
Totals	100% / 22	Comments:



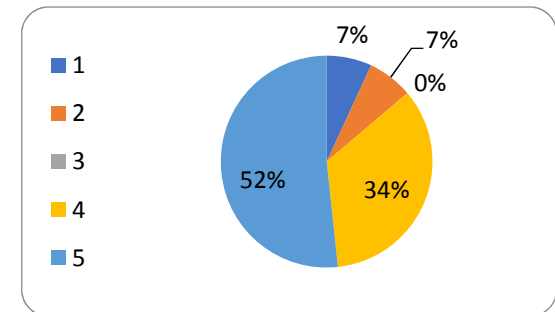
5) 5. Which is most likely to happen?

Responses		Answer Options
(Percent)	(Count)	
23%	6	1) Badgers win the football National Championship
35%	9	2) Badger women win the Frozen Four
31%	8	3) Packers win the Super Bowl
12%	3	4) Brewers win the World Series
0%	0	5) The Bucks win the NBA Finals
Totals	100% / 26	Comments:



6) 6. Who was John Nolen?

Responses		Answer Options
(Percent)	(Count)	
7%	2	1) A senator
7%	2	2) A governor
0%	0	3) A Madison mayor
34%	10	4) A Madison parks commissioner/director
52%	15	5) A landscape architect
Totals	100% / 29	Comments:

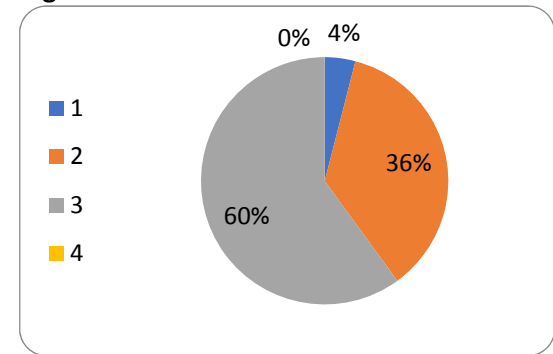


Destination District Vision and Strategy

Public Event: September 12, 2018

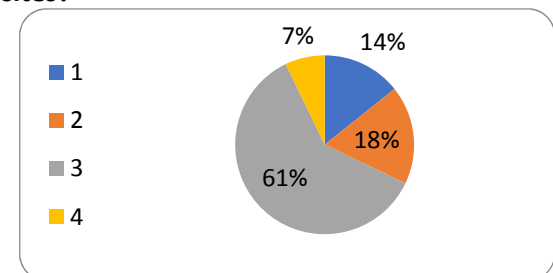
7) 7. Which of the following would draw you to the area more often and contribute the most to creating a destination district?

Responses		Answer Options	
(Percent)	(Count)		
4%	1	1) Indoor sports and recreation	
36%	9	2) Cultural facilities (lake center, aquarium, museums, art galleries)	
60%	15	3) Restaurants, bars, and commercial entertainment venues (theaters, live music, etc.)	
0%	0	4) Shopping	
Totals	100%	25	Comments:



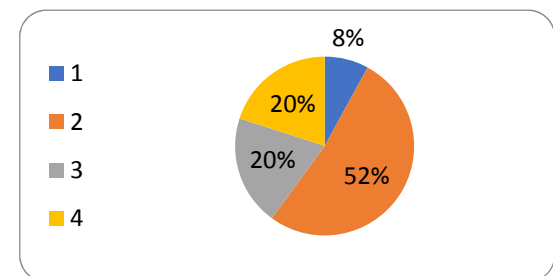
8) 8. What do you think about the amount/intensity of development shown for the redevelopment sites?

Responses		Answer Options	
(Percent)	(Count)		
14%	4	1) There's too much	
18%	5	2) There's not enough	
61%	17	3) Looks about right	
7%	2	4) No opinion	
Totals	100%	28	Comments:



9) 9. Which of these parks do you visit most frequently?

Responses		Answer Options	
(Percent)	(Count)		
8%	2	1) Goodman Park/Pool	
52%	13	2) Olin Park	
20%	5	3) Turville Point Conservation Park	
20%	5	4) Quann Park	
Totals	100%	25	Comments:

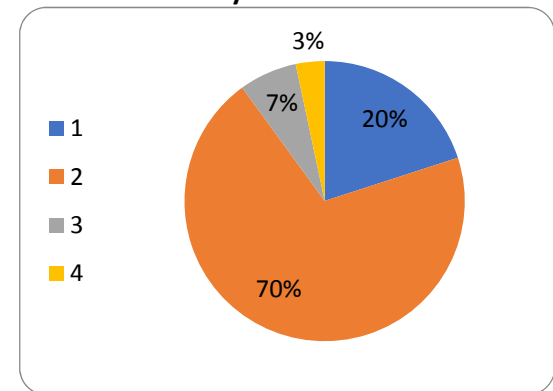


Destination District Vision and Strategy

Public Event: September 12, 2018

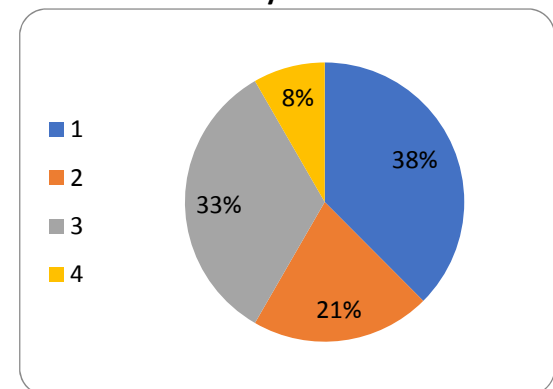
10) 10. Which WOULD BE YOUR FIRST CHOICE OF the following park and open space improvements THAT would draw you to the area more

Responses		Answer Options
(Percent)	(Count)	
20%	6	1) Unify the entire area into a cohesive user-friendly destination park
70%	21	2) Creating an activated waterfront destination terrace or other waterfront amenities
7%	2	3) Adding a lakeview multiuse trail near the shoreline
3%	1	4) Adding additional amenities and facilities to serve park users
Totals	100% / 30	Comments:



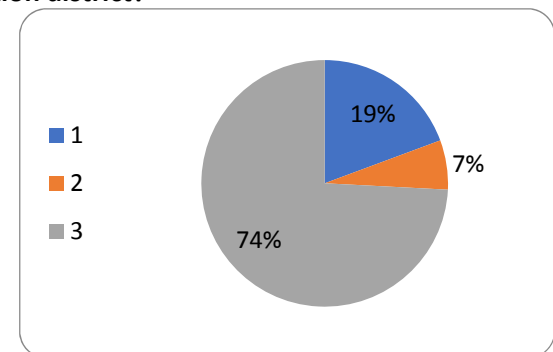
11) 11. Of the same options, which would be your second choice of park and open space improvements that would draw you to the area more of

Responses		Answer Options
(Percent)	(Count)	
38%	9	1) Unify the entire area into a cohesive user-friendly destination park
21%	5	2) Creating an activated waterfront destination terrace or other waterfront amenities
33%	8	3) Adding a lakeview multiuse trail near the shoreline
8%	2	4) Adding additional amenities and facilities to serve park users
Totals	100% / 24	Comments:



12) 12. Which of these would have the biggest impact for creating a walkable and cohesive destination district?

Responses		Answer Options
(Percent)	(Count)	
19%	6	1) Improving crosswalks on John Nolen Dr. at major intersections (Rimrock, Olin, Lakeside)
6%	2	2) Enlarging the Wingra Creek bike path underpass at John Nolen Dr.
74%	23	3) Building a substantial pedestrian crossing over/under John Nolen Dr.
Totals	100% / 31	Comments:

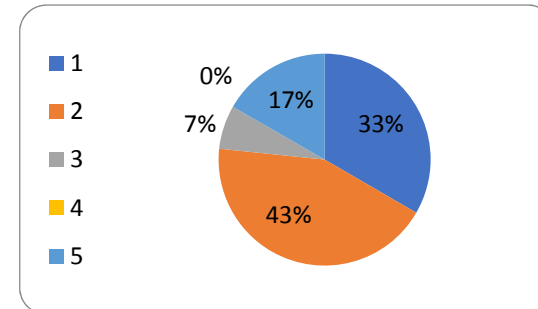


Destination District Vision and Strategy

Public Event: September 12, 2018

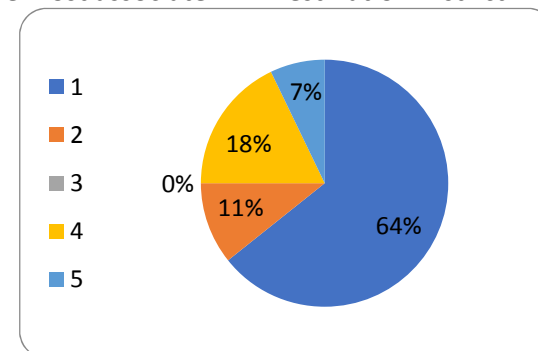
13) 13. During major events, which of these would be the most convenient way to move between the Isthmus and the destination district?

Responses		Answer Options
(Percent)	(Count)	
33%	10	1) Shuttles / Bus
43%	13	2) Rail transit
7%	2	3) Water taxi
0%	0	4) Enhanced bikeshare system
17%	5	5) Walking/riding my own bike
Totals	100%	30
Comments:		



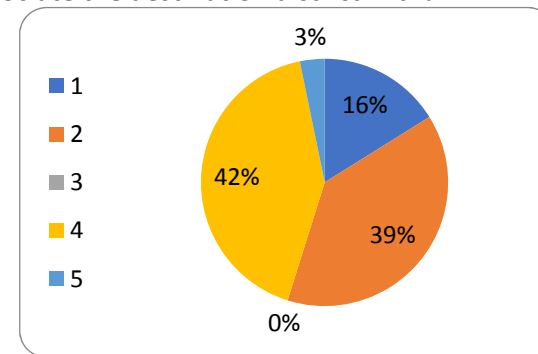
14) 14. Which of the following WOULD BE YOUR FIRST CHOICE AS A predominate activity that people most associate THE Destination District

Responses		Answer Options
(Percent)	(Count)	
64%	18	1) Entertainment, events and convening
11%	3	2) Passive and active recreation (walking, biking, site seeing, field sports, water sports, court sports, etc.)
0%	0	3) Employment
18%	5	4) Restaurants, bars, and hotels
7%	2	5) Living
Totals	100%	28
Comments:		



15) 15. Of the same options, which would be your second choice as an activity that people most associate the destination district with?

Responses		Answer Options
(Percent)	(Count)	
16%	5	1) Entertainment, events and convening
39%	12	2) Passive and active recreation (walking, biking, site seeing, field sports, water sports, court sports, etc.)
0%	0	3) Employment
42%	13	4) Restaurants, bars, and hotels
3%	1	5) Living
Totals	100%	31
Comments:		

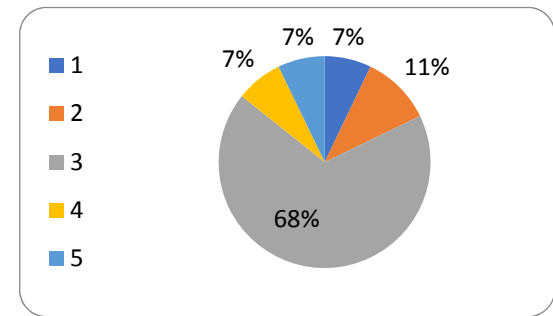


Destination District Vision and Strategy

Public Event: September 12, 2018

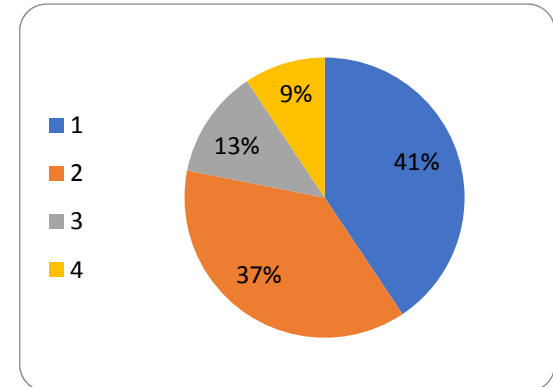
16) 16. To embody the essence of a truly authentic Madison experience, which of the following themes should characterize the District?

Responses		Answer Options
(Percent)	(Count)	
7%	2	1) Health and fitness
11%	3	2) Area agriculture and tech economies
68%	19	3) Lakes and water
7%	2	4) Bike culture
7%	2	5) Local food
Totals	100%	28
		Comments:



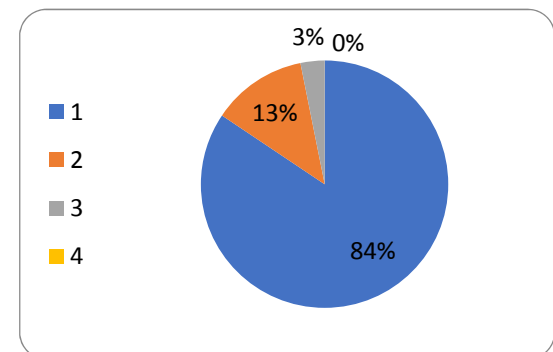
17) 17. As the county grows, creating a destination district like what's being described would:

Responses		Answer Options
(Percent)	(Count)	
41%	13	1) Be a game changing transformation for what it means to live here
38%	12	2) Enhance the quality of life in Madison and Dane County
13%	4	3) Be nice to have but wouldn't make a difference to most residents
9%	3	4) Detract from my quality of life
Totals	100%	32
		Comments:



18) 18. As the county grows, creating a destination district like what's being described would:

Responses		Answer Options
(Percent)	(Count)	
84%	27	1) Draw a significant increase in events and visitors to the Alliant Energy Center and Madison
13%	4	2) Draw a few more events and visitors
3%	1	3) Improve visitor experiences, but they'll come anyway
0%	0	4) Visitor's wouldn't really care/notice
Totals	100%	32
		Comments:



Destination District Vision and Strategy

Public Event: September 12, 2018

19) 19. The biggest benefit to creating a destination district would be:

Responses		Answer Options
(Percent)	(Count)	
6%	2	1) Increasing public access for all to Lake Monona's waterfront and encouraging active use of the areas parks and open space
13%	4	2) Providing a stunning entry to downtown that makes a strong and inspiring statement about the community
71%	22	3) Increasing economic impacts by drawing more visitors and events
10%	3	4) Promoting the healthy growth of our central city through increased living, business, and job opportunities
Totals	100%	31 Comments:

