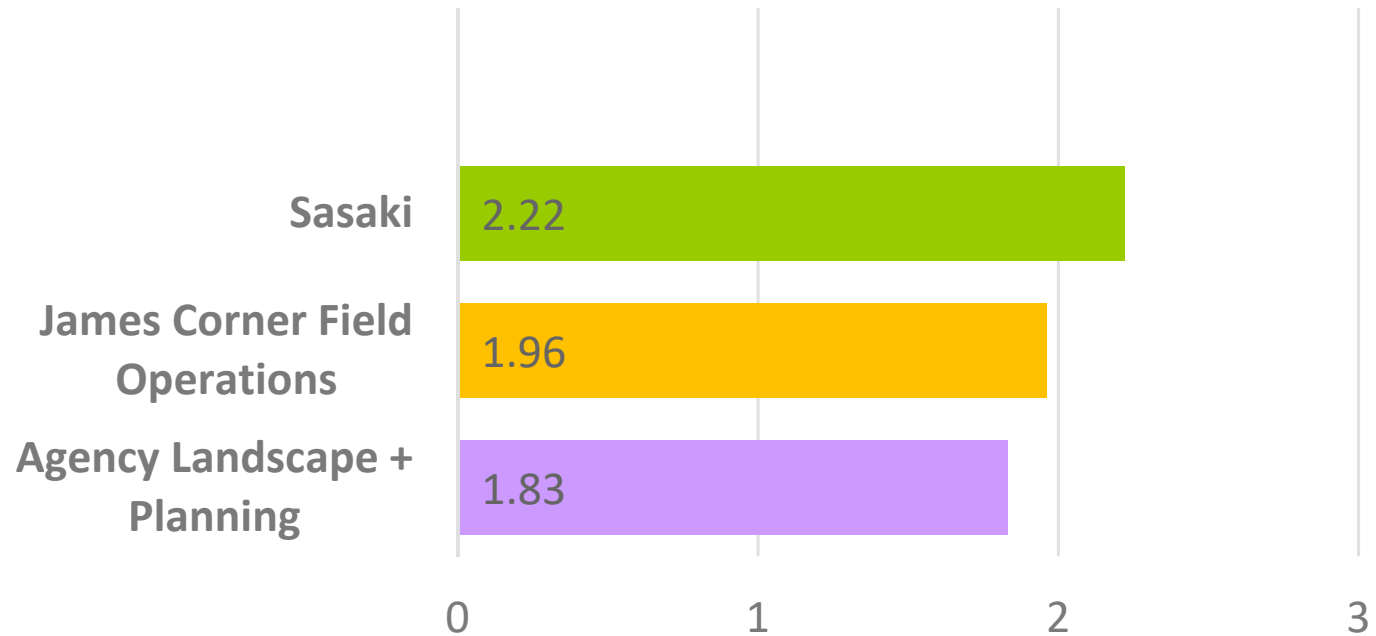


Q1: Which plan best understands and responds to the priorities of Madison residents? Please rank the team submissions below.

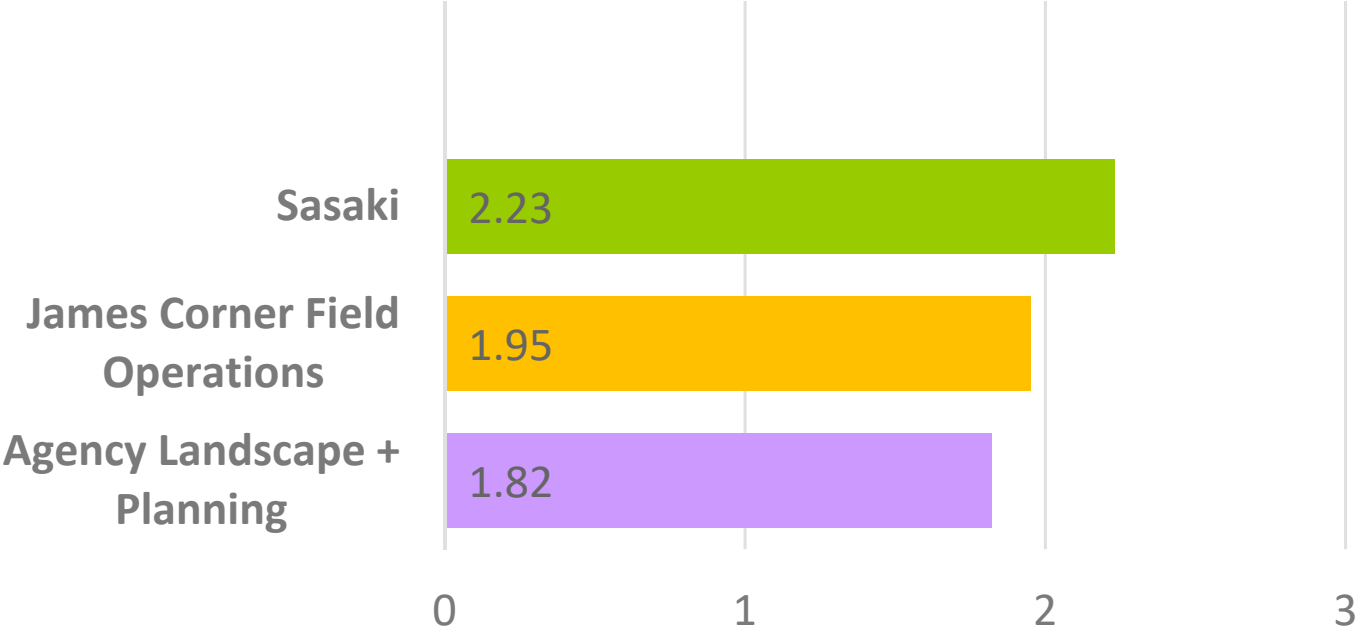
Answered: 2373



	1	2	3	TOTAL	SCORE
Agency Landscape + Planning	23.58% 556	35.92% 847	40.50% 955	2,358	1.83
James Corner Field Operations	30.58% 722	34.35% 811	35.07% 828	2,361	1.96
Sasaki	46.25% 1,092	29.56% 698	24.18% 571	2,361	2.22

Q3: Which plan has the greatest potential to improve Lake Monona for you and the greater Madison community? Please rank the team submissions below.

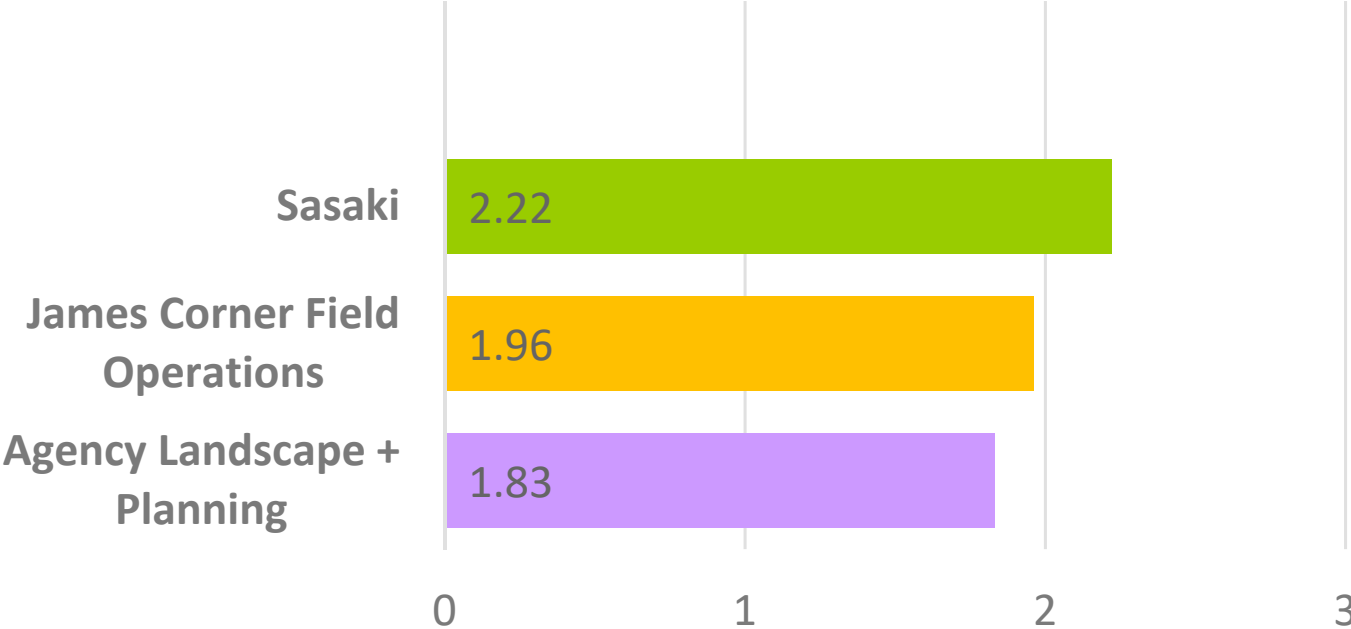
Answered: 2286



	1	2	3	TOTAL	SCORE
Agency Landscape + Planning	22.09% 501	37.65% 854	40.26% 913	2,268	1.82
James Corner Field Operations	32.00% 727	31.38% 713	36.62% 832	2,272	1.95
Sasaki	46.41% 1,053	30.67% 696	22.92% 520	2,269	2.23

Q5: Which plan provides the most positive impact on the quality of life for residents? Please rank the team submissions below.

Answered: 2234



	1	2	3	TOTAL	SCORE
Agency Landscape + Planning	21.93% 486	39.21% 869	38.85% 861	2,216	1.83
James Corner Field Operations	33.42% 740	29.22% 647	37.35% 827	2,214	1.96
Sasaki	45.40% 1,006	31.18% 691	23.42% 519	2,216	2.22

Q6: Please provide comments on your ranking.

Answered: 685

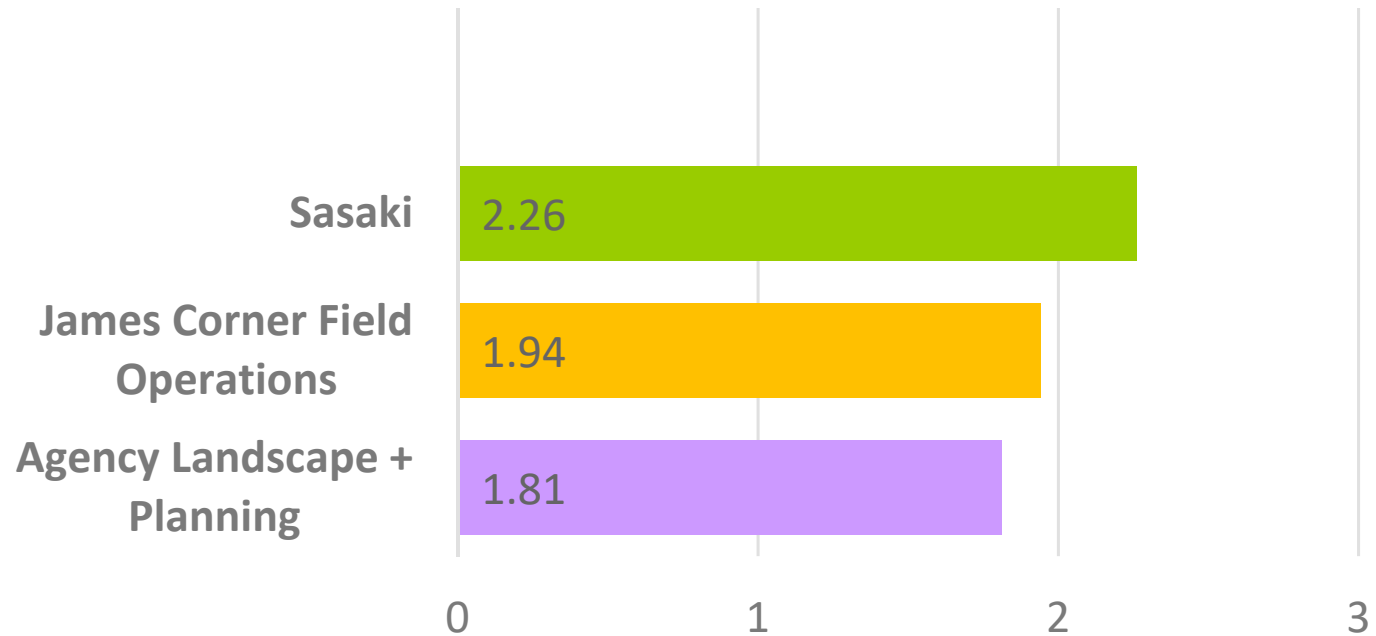
See Attachment A for
all write-in responses.



* See last page for word cloud generator parameters

Q7: Which plan is most likely to draw visitors to Madison? Please rank the team submissions below.

Answered: 2195



	1	2	3	TOTAL	SCORE
Agency Landscape + Planning	20.49% 446	40.06% 872	39.46% 859	2,177	1.81
James Corner Field Operations	32.03% 697	30.24% 658	37.73% 821	2,176	1.94
Sasaki	48.25% 1,049	29.39% 639	22.36% 486	2,174	2.26

Q8: Please provide comments on your ranking.

Answered: 715

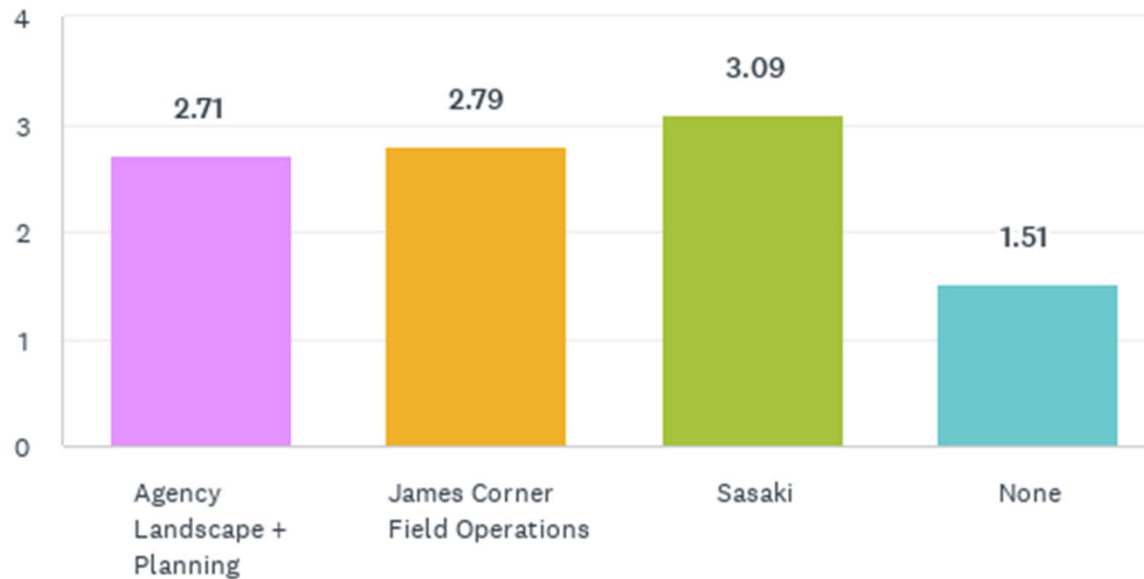
See Attachment A for all write-in responses.



* See last page for word cloud generator parameters

Q9: Which plan are you most willing to be involved with to further develop? Please rank the options below.

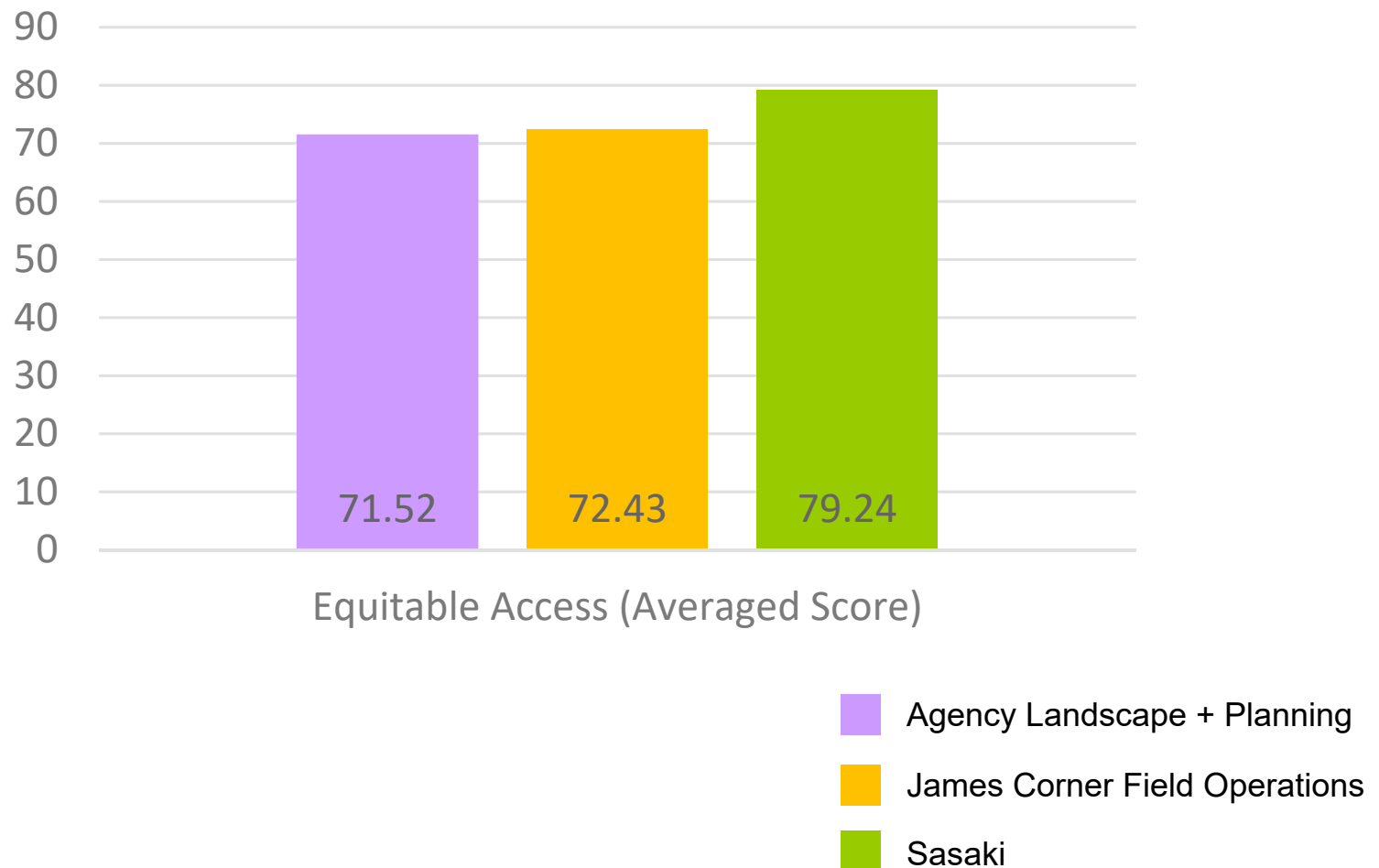
Answered: 2222



	1	2	3	4	TOTAL	SCORE
Agency Landscape + Planning	19.96% 430	37.09% 799	36.72% 791	6.22% 134	2,154	2.71
James Corner Field Operations	28.40% 612	28.86% 622	35.92% 774	6.82% 147	2,155	2.79
Sasaki	42.27% 911	30.90% 666	20.70% 446	6.13% 132	2,155	3.09
None	12.91% 261	2.92% 59	6.23% 126	77.94% 1,576	2,022	1.51

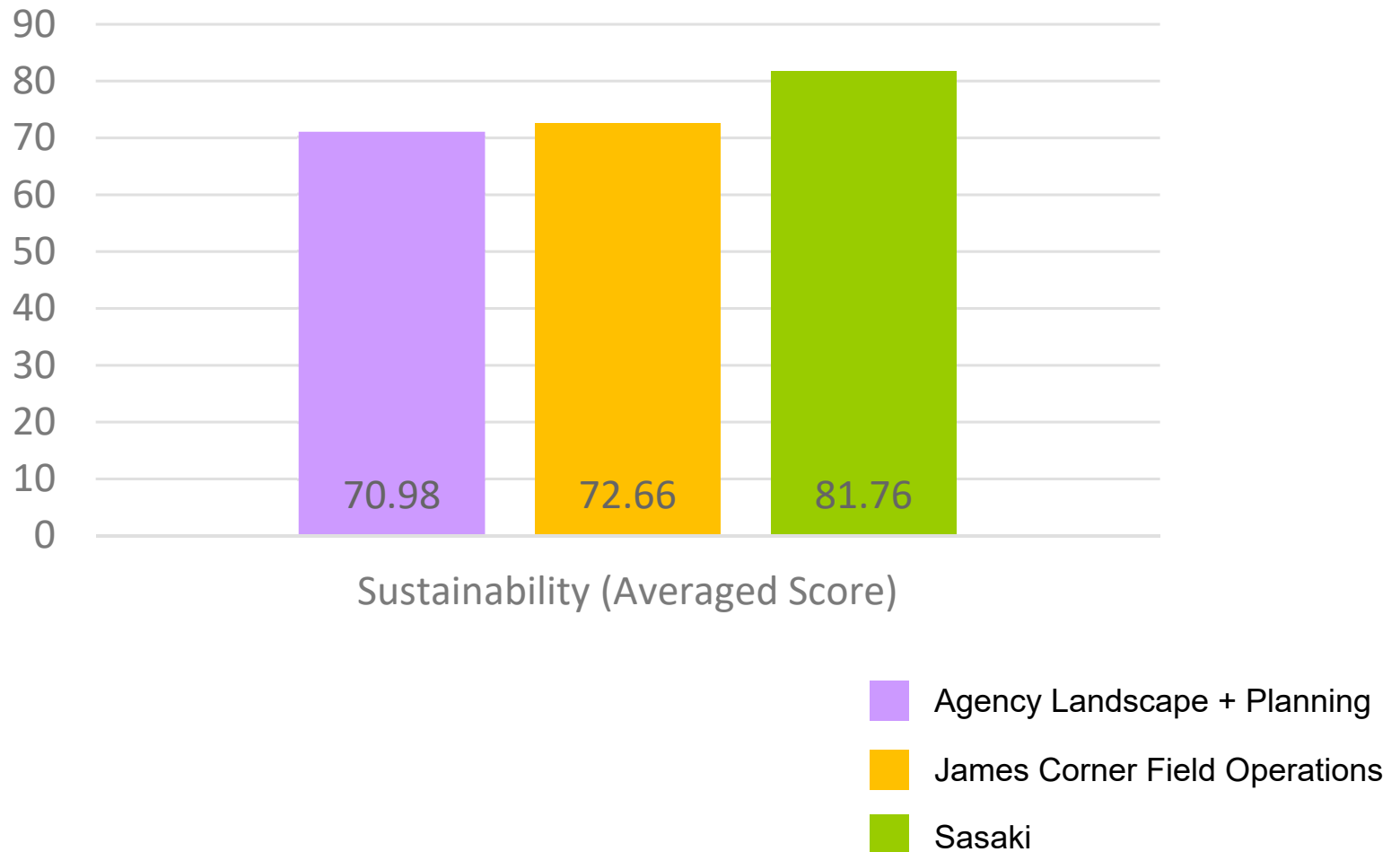
Scoring for Q11, Q12, and Q13

Equitable Access - The lakeshore plan is a family-centered destination where people from diverse social, economic, and racial backgrounds feel comfortable coming together for social interaction, recreation, entertainment, and scenic enjoyment. The design encourages cultural connections between all park users.



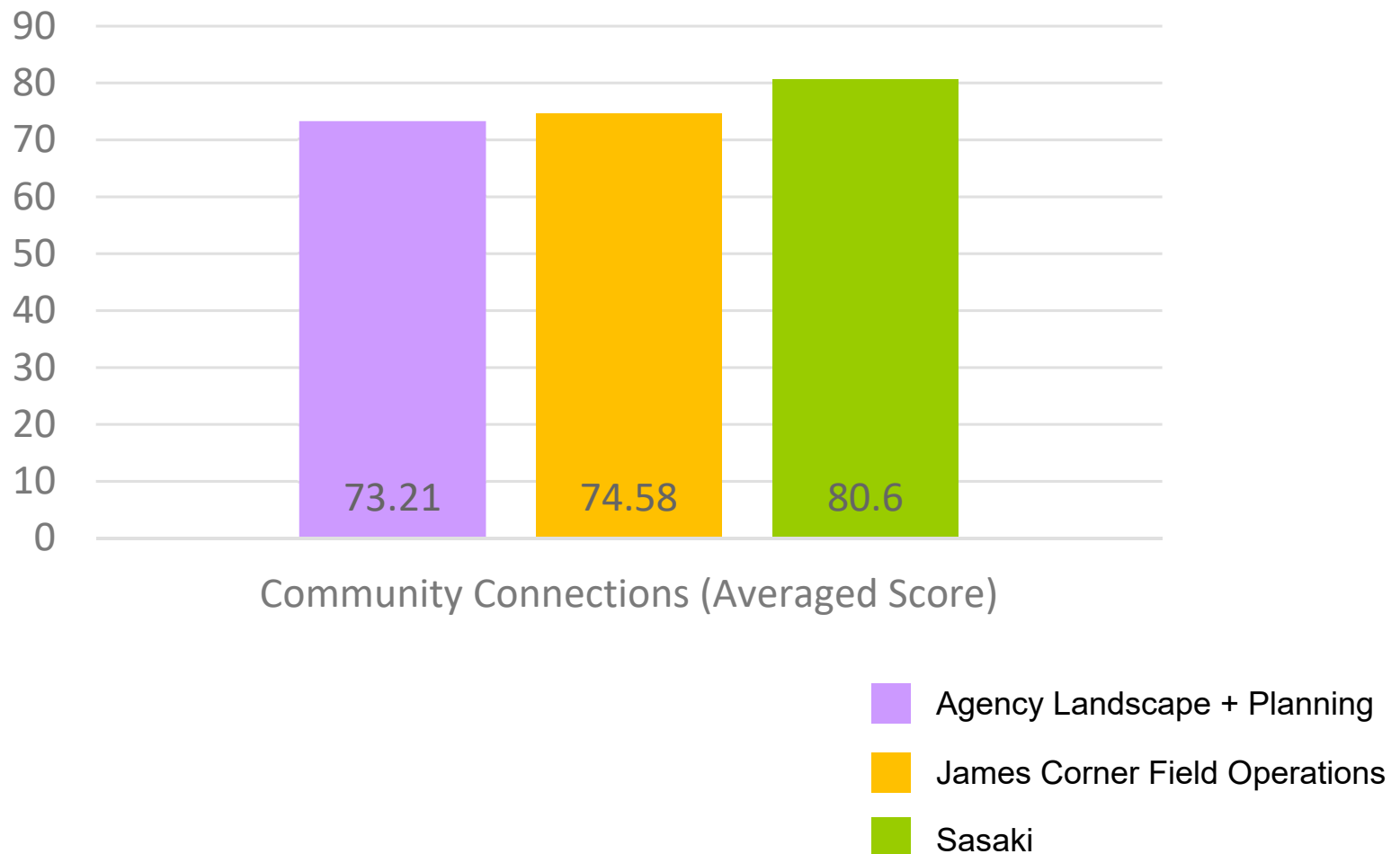
Scoring for Q14, Q15, and Q16

Sustainability – The lakeshore plan is a combination of environmental, social, and economic sustainability practices. It promotes sustainability while improving and supporting the existing natural systems.



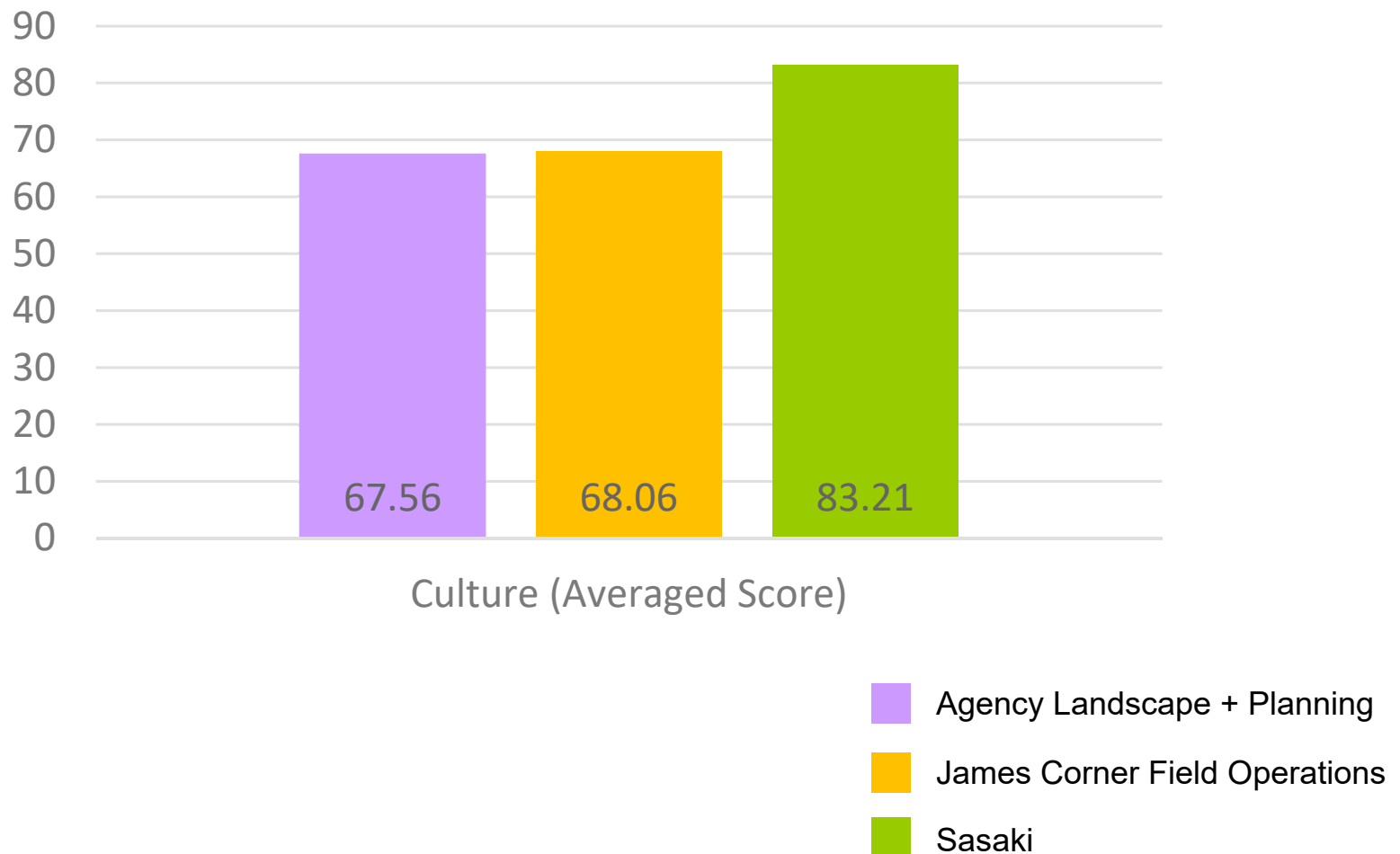
Scoring for Q17, Q18, and Q19

Community Connections – The lakeshore plan connects to surrounding communities and provides an environment for all visitors to move comfortably, safely, and enjoyably along the waterfront. The plan improves existing connections that extend beyond the immediate planning scope.



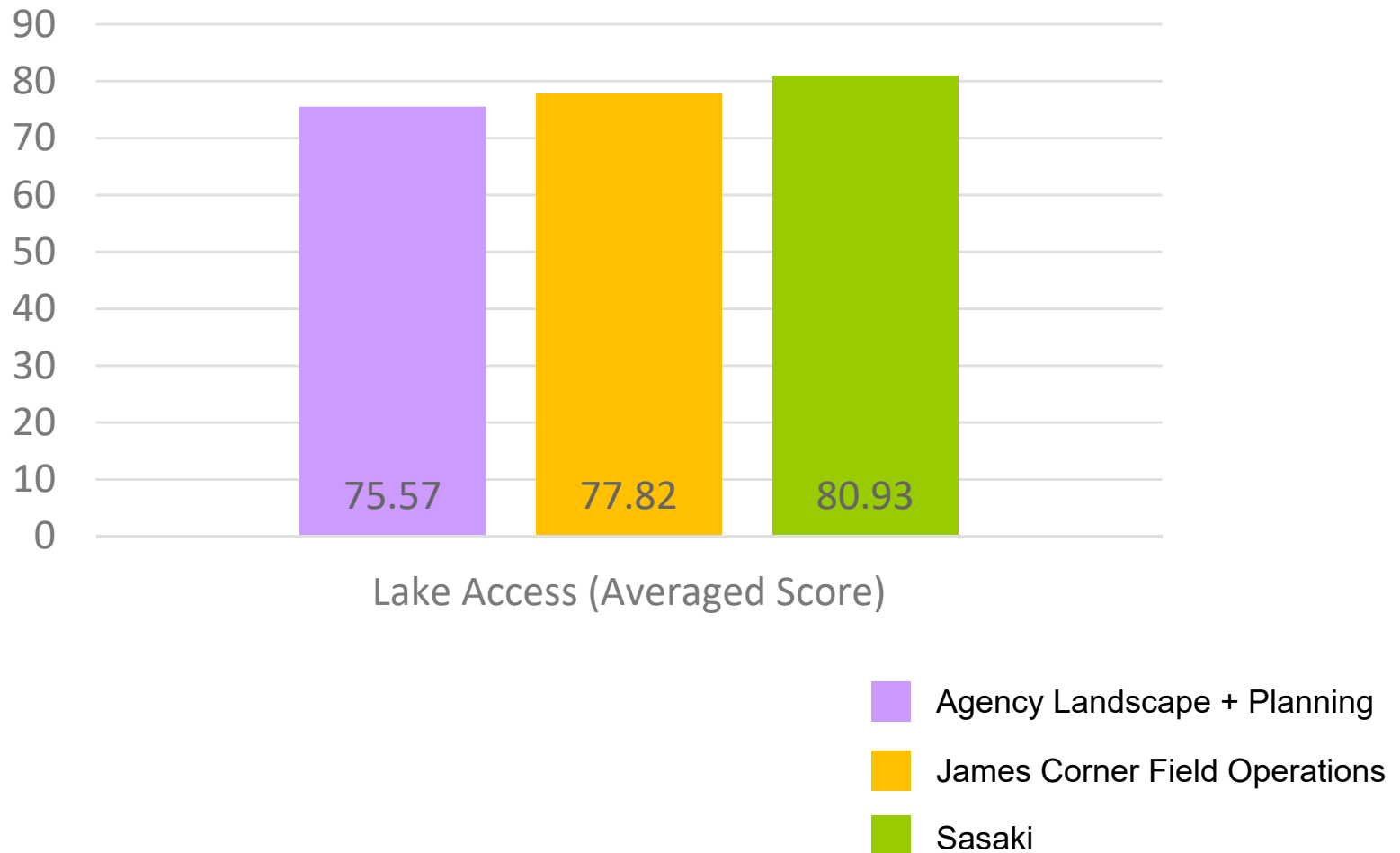
Scoring for Q20, Q21, and Q22

Culture - The lakeshore plan considers the impact the area has had on the historic and present communities. In particular, it reflects the Ho-Chunk Nation's cultural connection to the lakeshore and its importance to the Ho-Chunk Nation in the past, present, and future. The plan provides opportunities for visitors to learn about the lakeshore's place in our entire community's culture.



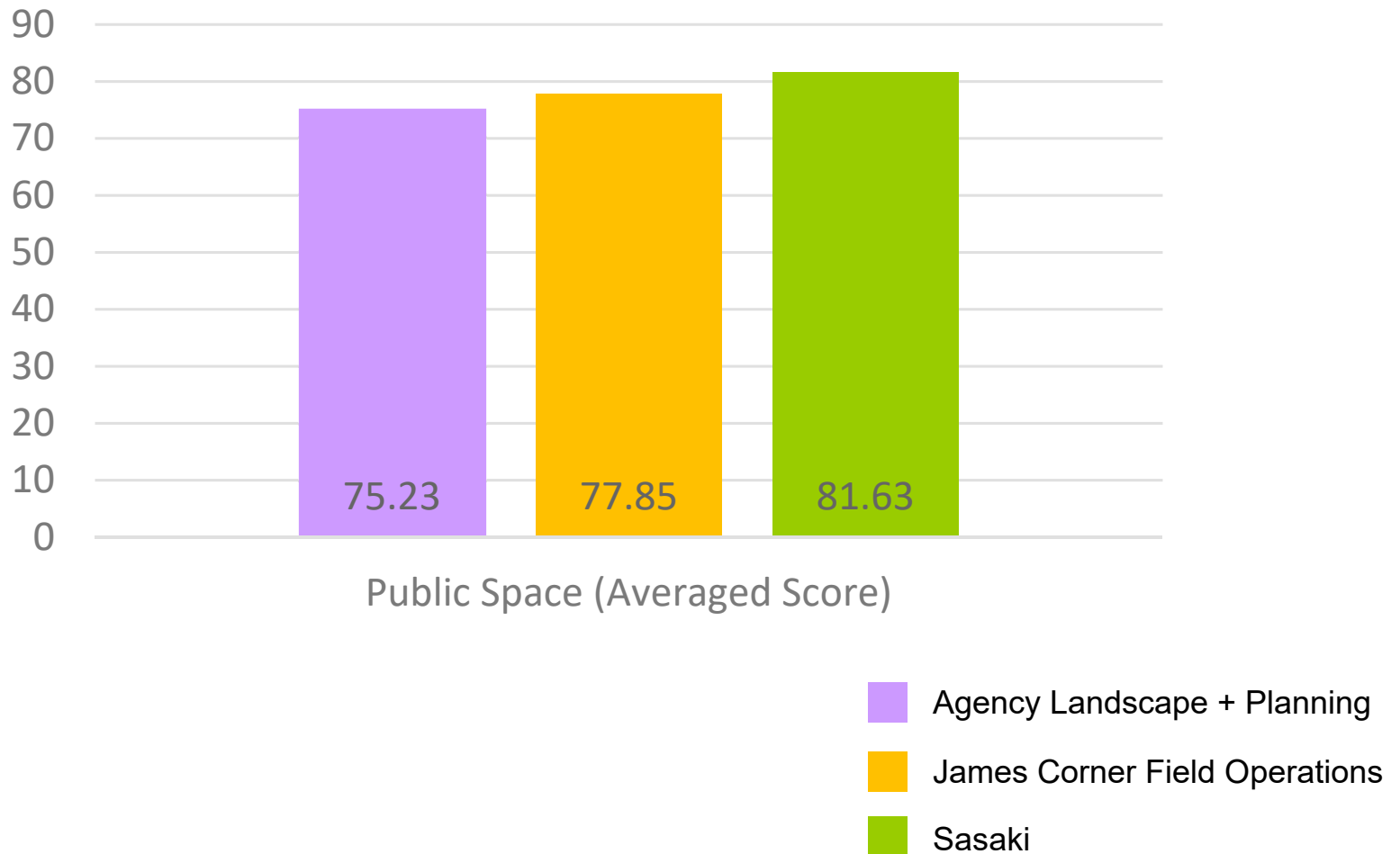
Scoring for Q23, Q24, and Q25

Lake Access – The lakeshore plan provides opportunities to engage with nature and enjoy the beauty of Lake Monona, and ensures all visitors have comfortable access to the waterfront, regardless of mode or method of travel.



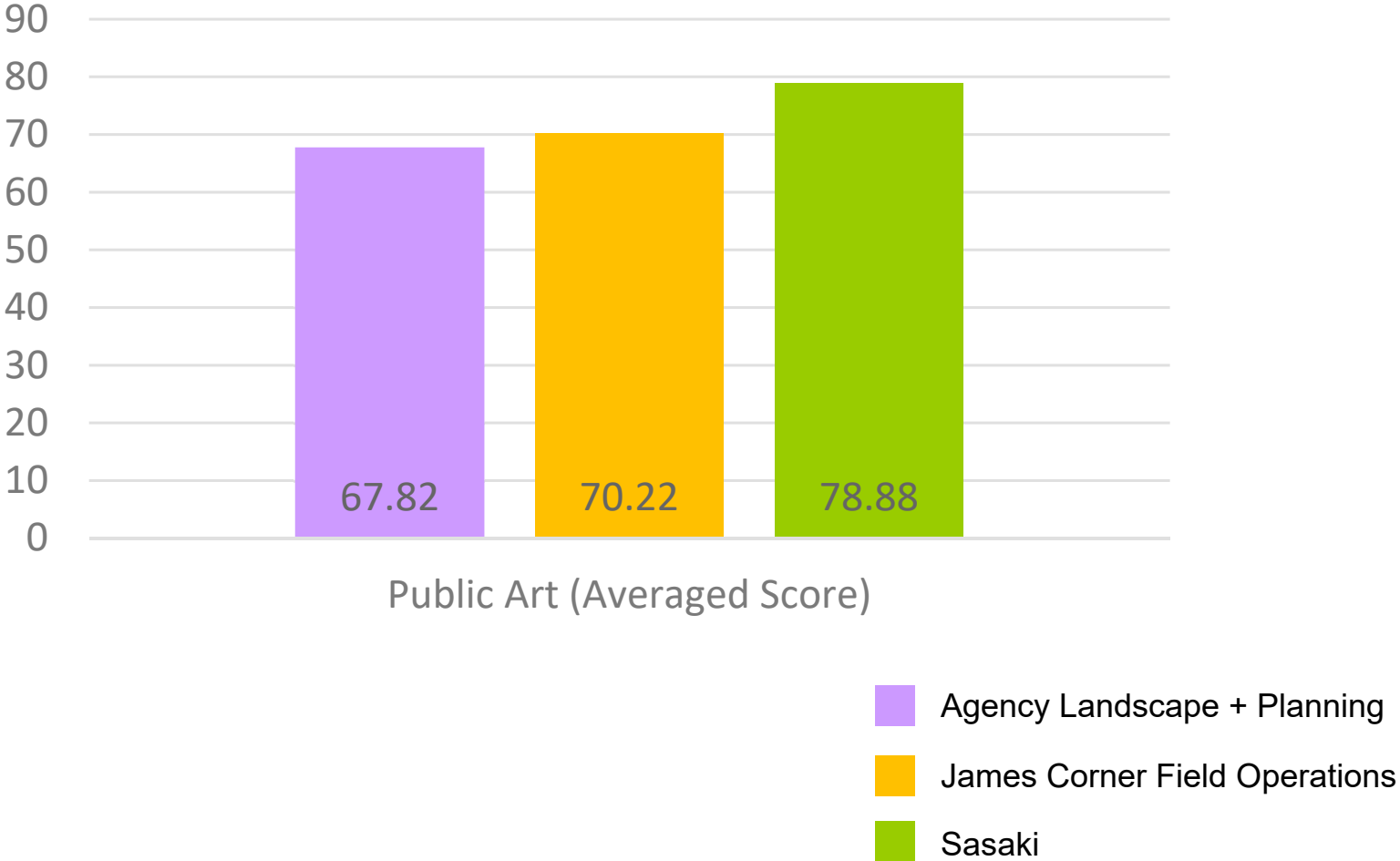
Scoring for Q26, Q27, and Q28

Public Space - The lakeshore plan expands public gathering and event space along the lakeshore through innovative design.



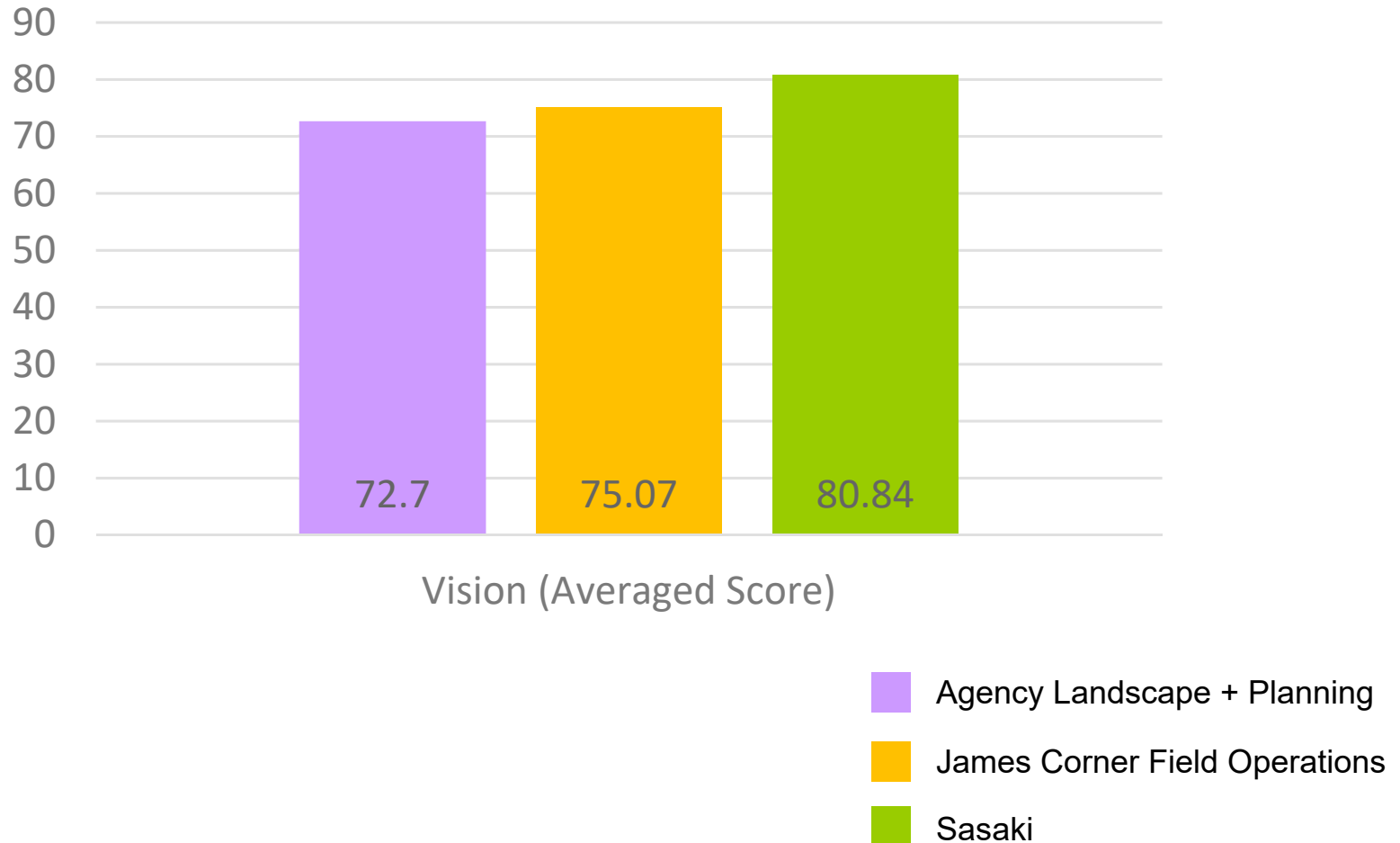
Scoring for Q29, Q30, and Q31

Public Art – The lakeshore plan provides opportunities for public art to enhance the experience of park visitors.



Scoring for Q32, Q33, and Q34

Vision – The lakeshore plan option demonstrates the character and values of Madison and fosters a sense of civic pride. It includes innovative and iconic features that are regional attractions, creating a “must-see” destination. The plan provides a memorable experience unique to Madison.



Q35: When reviewing the three plans, are there specific features you like? Why?.

Answered: 1265

See Attachment A for all write-in responses.

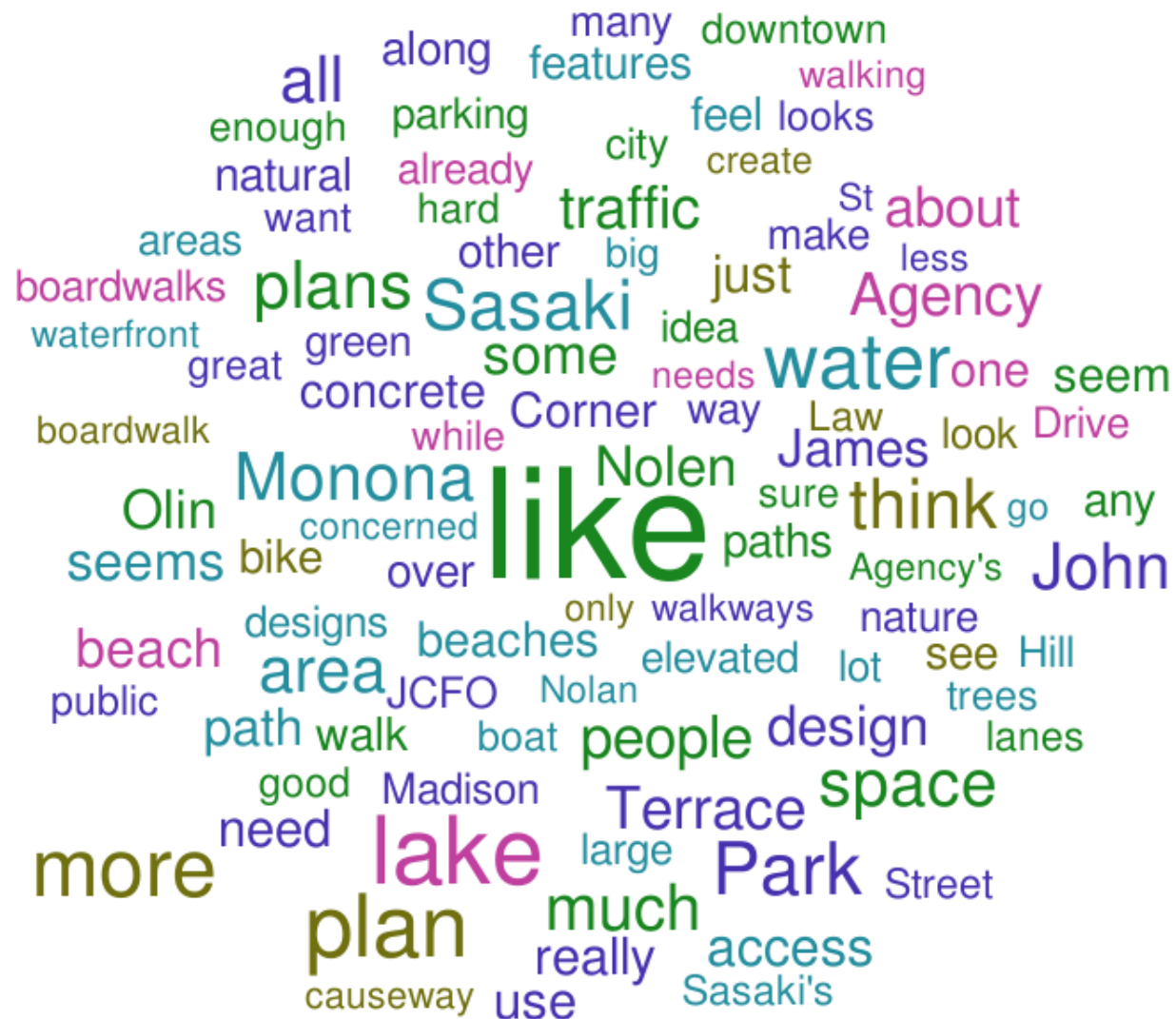


* See last page for word cloud generator parameters

Q36: Are there specific features you do not like? Why?

Answered: 946

See Attachment A for all write-in responses.



* See last page for word cloud generator parameters

Q37: Are there lakeshore features not incorporated that you would like to see provided? Why?

Answered: 717

See Attachment A for all write-in responses.

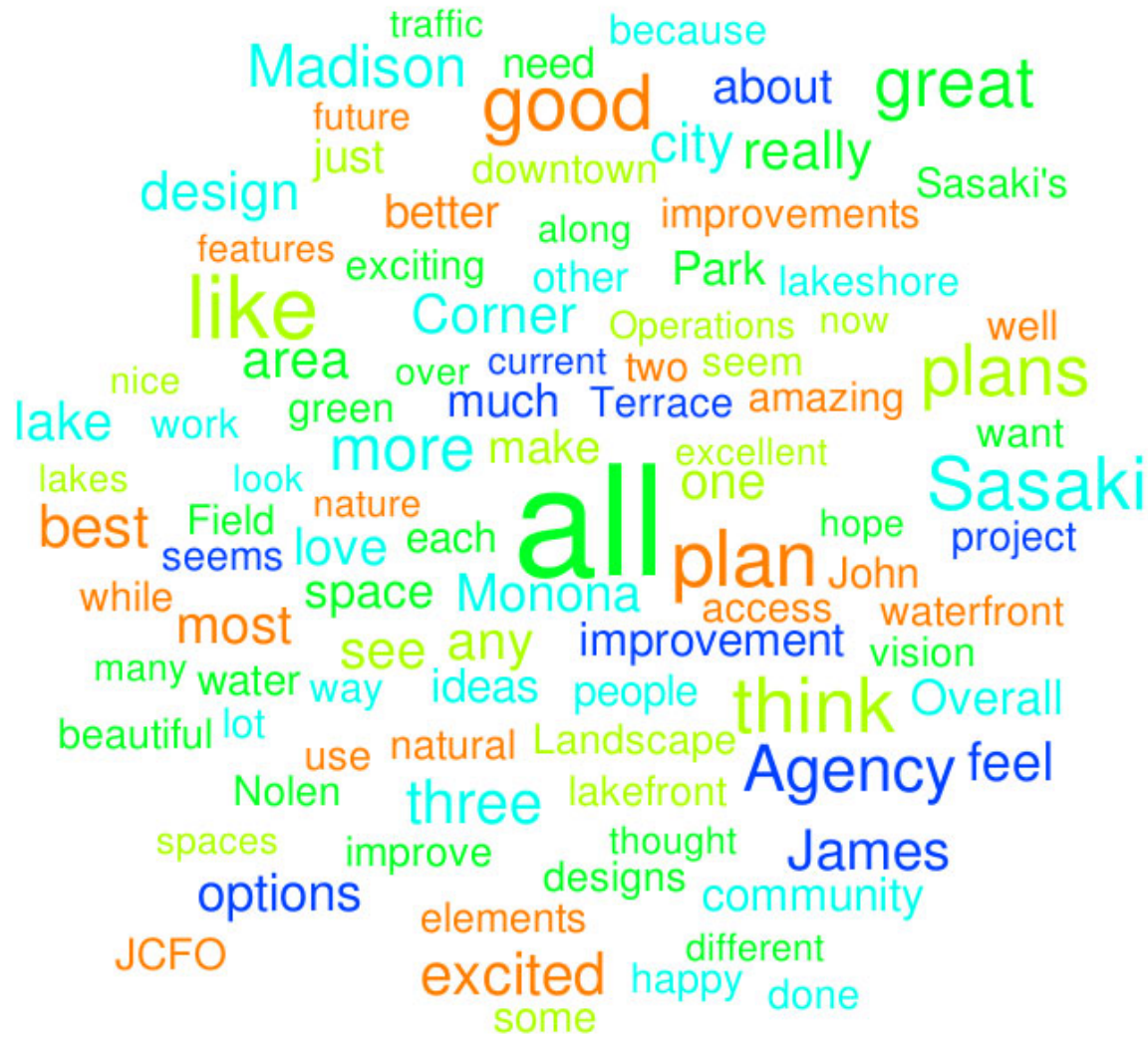


* See last page for word cloud generator parameters

Q38: Overall, how do you feel about the three plan options?

Answered: 1153

See Attachment A for all write-in responses.

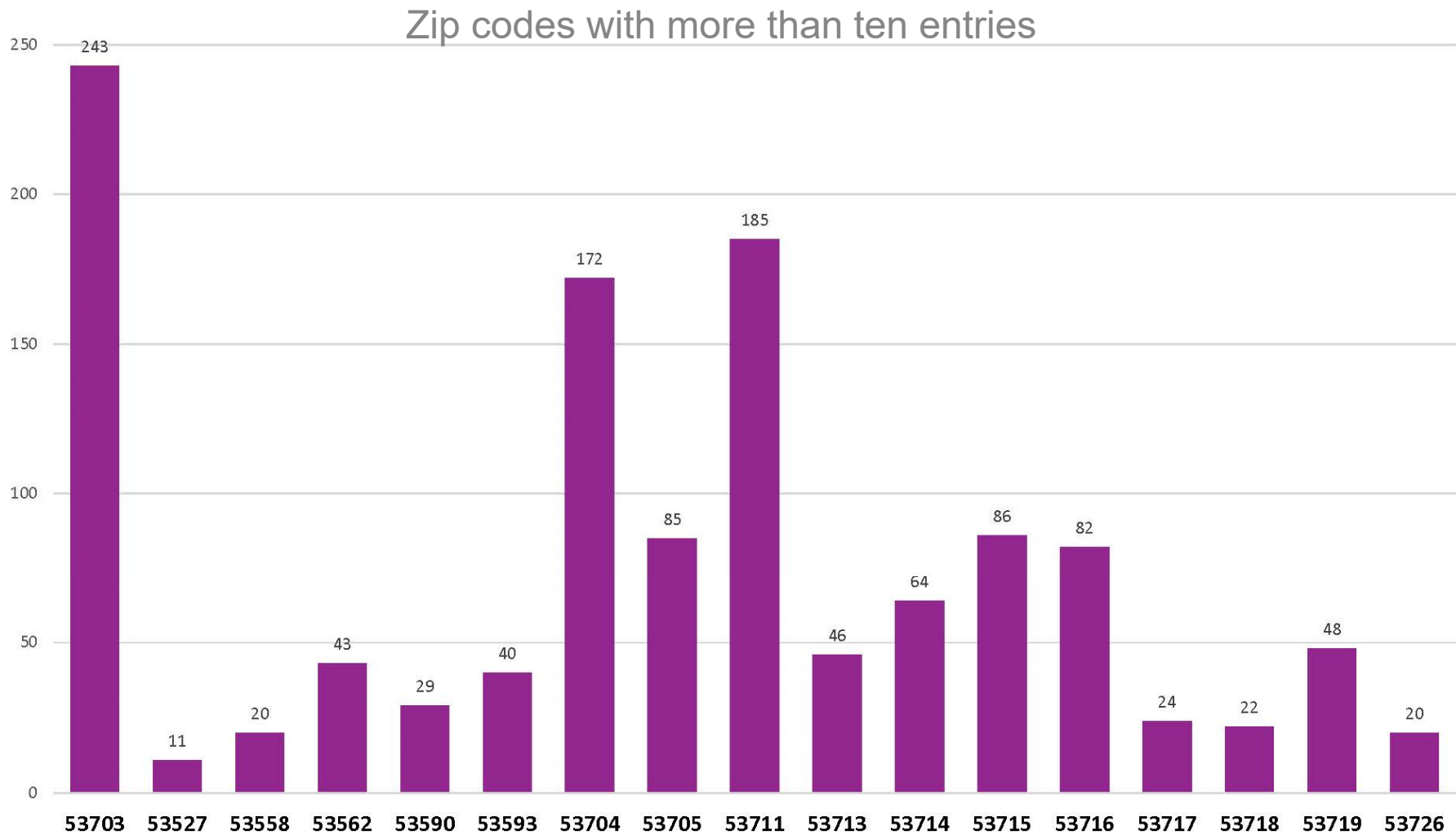


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Q39: What is your home zip code? (optional, please enter 5-digit ZIP code)

Answered: 1367

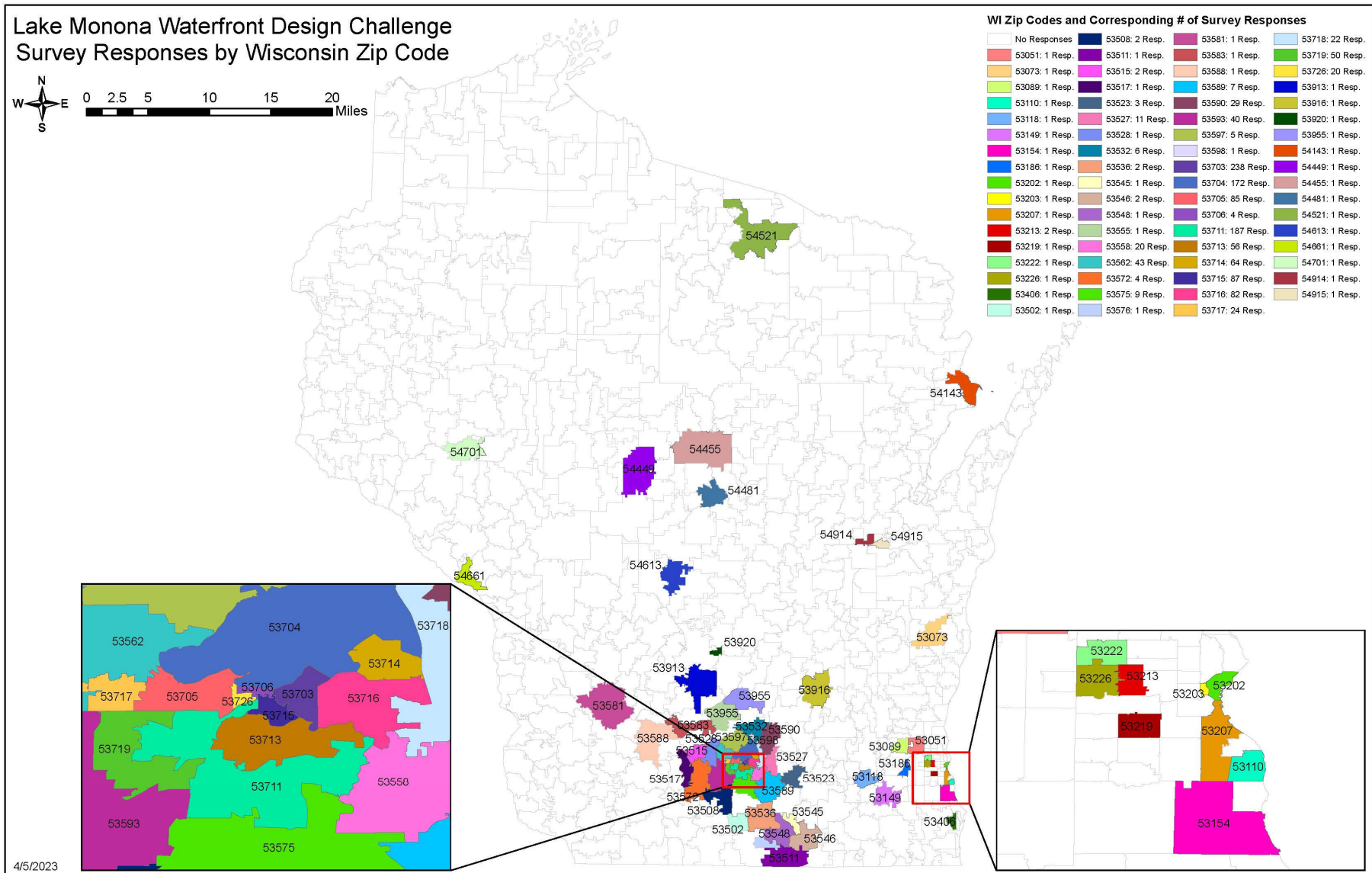
115 unique Zip codes entered



Q39: What is your home zip code? (optional, please enter 5-digit ZIP code)

Answered: 1367

115 unique Zip codes entered

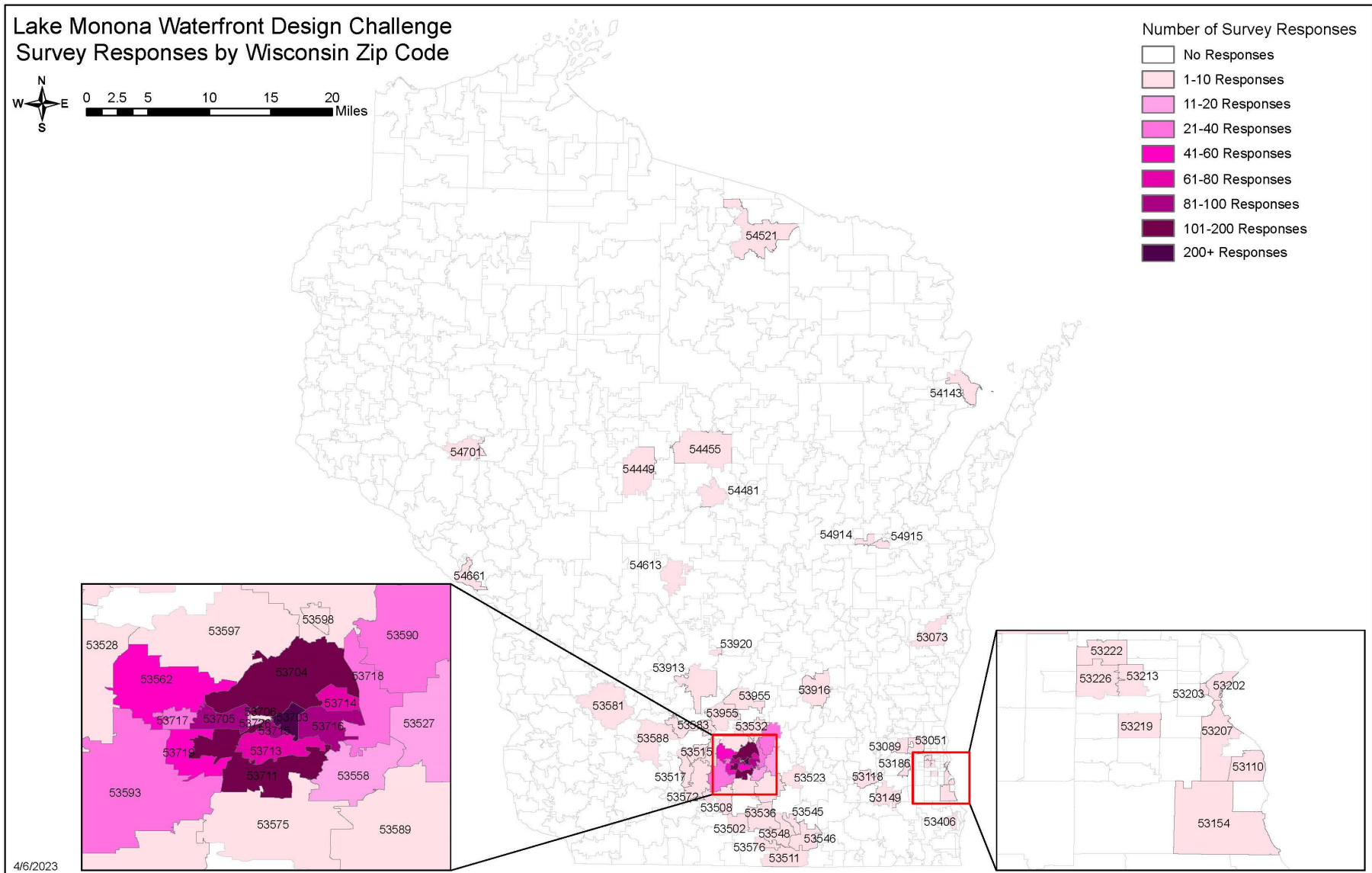


4/5/2023

Q39: What is your home zip code? (optional, please enter 5-digit ZIP code)

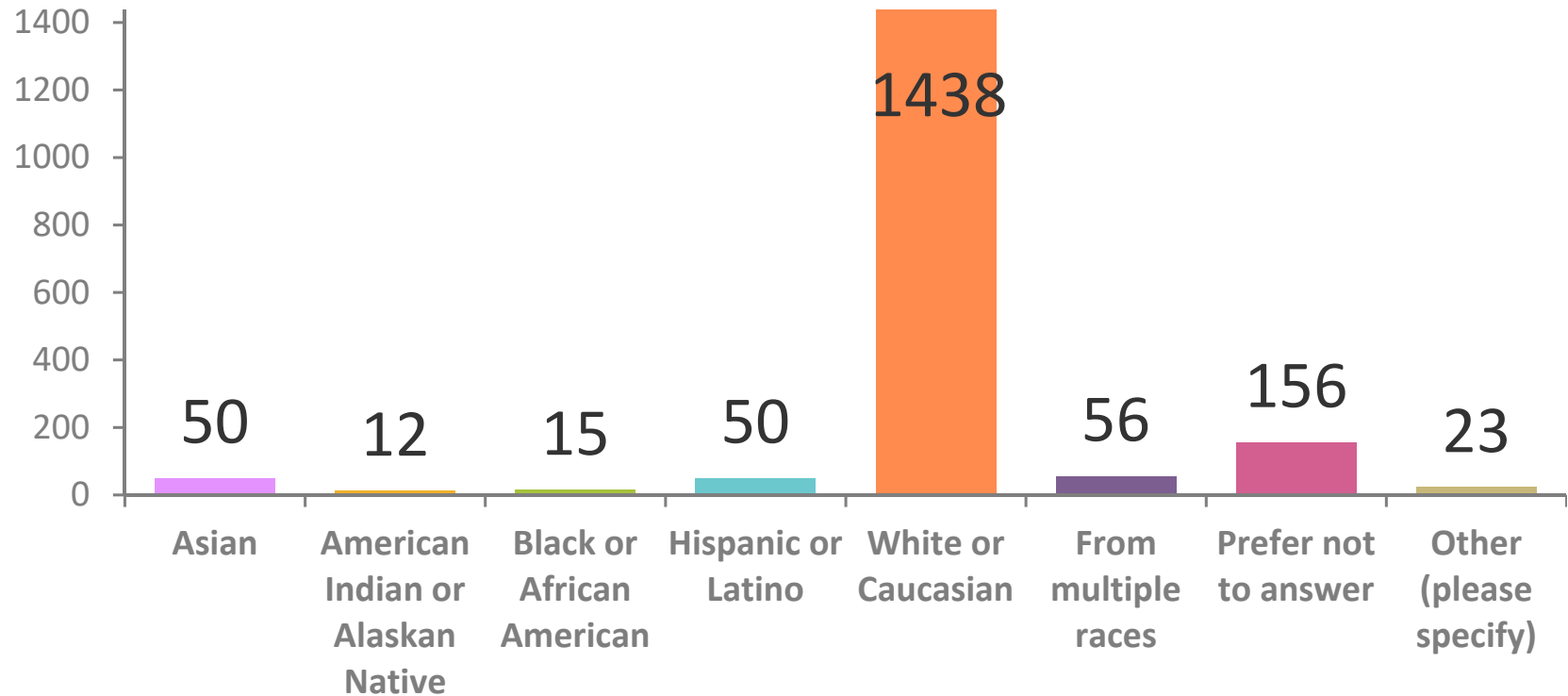
Answered: 1367

115 unique Zip codes entered



Q40: How do you identify your race / ethnicity? (optional)

Answered: 1800



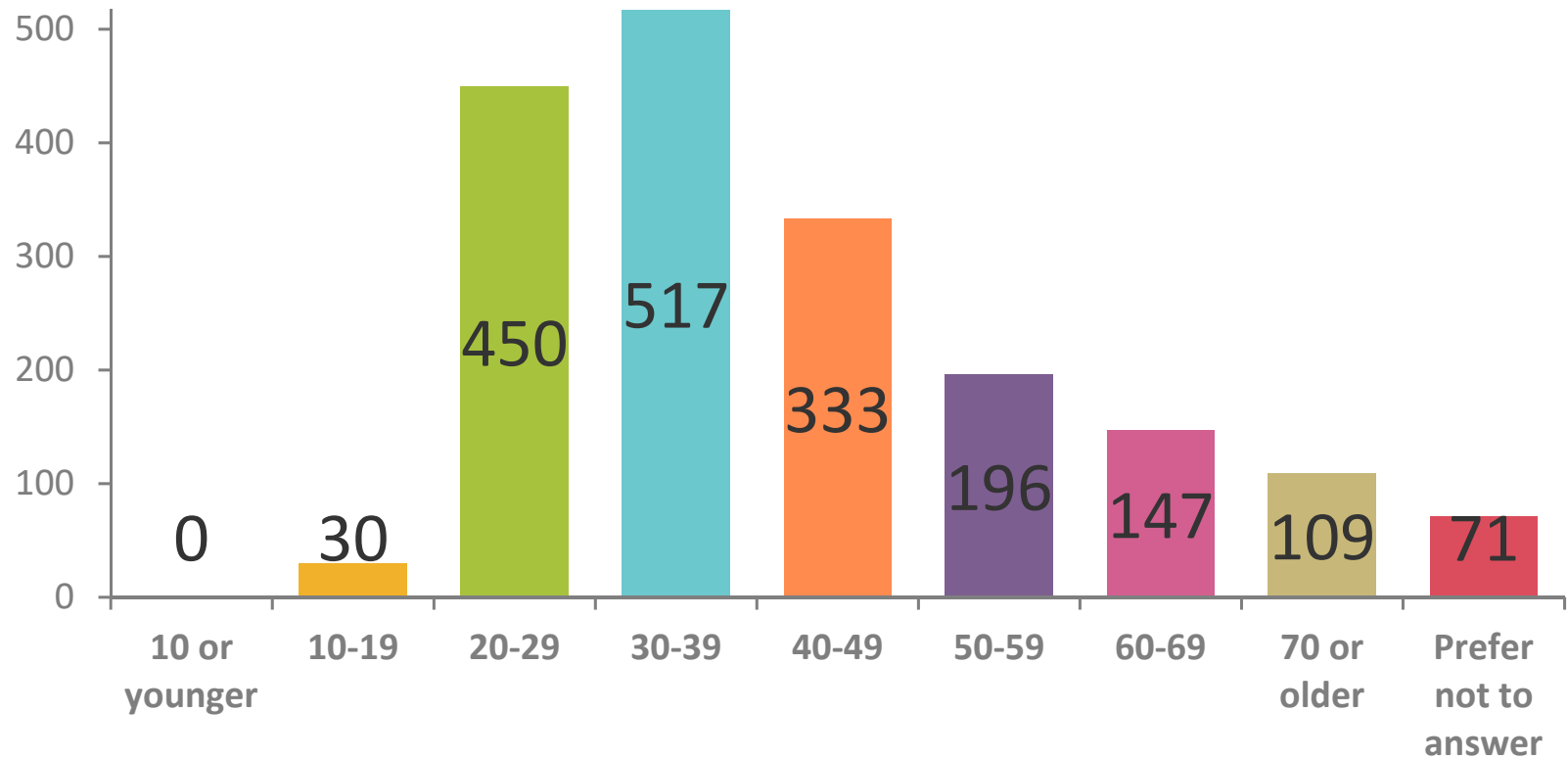
Q40: How do you identify your race / ethnicity? (optional)

Answered: 1800

ANSWER CHOICES	RESPONSES	
Asian	2.78%	50
American Indian or Alaskan Native	0.67%	12
Black or African American	0.83%	15
Hispanic or Latino	2.78%	50
White or Caucasian	79.89%	1438
From multiple races	3.11%	56
Prefer not to answer	8.67%	156
Other (please specify)	1.28%	23
TOTAL		1800

Q41: What is your age? (optional)

Answered: 1853



Q41: What is your age? (optional)

Answered: 1853

ANSWER CHOICES	RESPONSES	
10 or younger	0%	0
10-19	1.62%	30
20-29	24.28%	450
30-39	27.90%	517
40-49	17.97%	333
50-59	10.58%	196
60-69	7.93%	147
70 or older	5.88%	109
Prefer not to answer	3.83%	71
TOTAL		1853

