Final/Quarterly Report (Oct.-Dec., 2014)

Aesthetics Monitoring Project

Total budget for this project was $3,000 and $1,245.96 has been expended in the form of salary (plus indirect and fringe costs) and supplies (mobile hotspot rental).

A UW-Green Bay student hired to conduct the aesthetics surveys visited a pre-determined set of parks and boat launches along the Fox River and Bay of Green Bay and intercepted park/launch visitors to administer a short survey. Approximately 118 surveys have been collected and entered into the SWIMS database.

While initial planning anticipated the student collecting survey data into November, it was decided to end the project in early October due to a sharp drop off in park/launch users after Labor Day. The number of completed surveys per hour of effort was low so it was decided to end data collection. In addition, our student began attending classes again and found it difficult to visit the parks/launches with consistency.

The student utilized a tablet computer and a mobile hotspot during data collection. Rather than collect survey data on paper and then have to transfer responses into SWIMS at a later time, it was decided to utilize the tablet and mobile hotspot to directly enter the responses into SWIMS as the respondent was engaged. This saved a step in the data collection process and left more time for the student to collect survey data.

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| *Survey Location* | *Number of Surveys* |
| Wietor Wharf | 8 |
| Fox Point Launch | 16 |
| Leicht Park | 11 |
| Metro Boat Launch | 28 |
| Perkofski Boat Launch | 2 |
| Porlier Pier | 3 |
| Riverview Place Park | 3 |
| Voyageur Park | 29 |
| West Lazarre Avenue | 13 |
| Communiversity Park | 5 |