

## Doe Farm *Friday Updates* Questionnaire Findings\*

Data collected month of January 2022, 79 responses

Question	Response
1. Durham resident?	90% were residents
2. # of people in group?	77% had 1 to 2 people per group
3. Ages of people in group?	35% were $\geq 65$ years old, 37% were 45-64 years old.
4. Why have you chosen to visit Doe Farm?	Natural environment (71%), location (64%), quality of trails (62%) and water view (60%) were favorites. **
5. What sites do you visit most often?	Paths in the woods and paths along the river each garnered 50%.
6. What activities do you do?	Walking was predominant (96%); pet-walking (32%) and X-C skiing (23%) were also noted. **
7. What is your favorite feature?	Trails (40%), natural environment (33%) and scenic views plus solitude (32%) were the top vote-getters. **
8. How often do you visit?	53% of people visit a few times a year; 40% visit either once a month or once a week.
9. When do you visit?	Weekday afternoons were <i>slightly</i> favored over weekend mornings.
10. How many hours do you spend each visit?	Most (77%) spend 1-2 hours per visit
11. Which seasons do you visit?	Pretty evenly split among 4 seasons (94% in fall, 85% in spring, 85% in summer, 65% in winter) **
12. What improvements are needed?	Many (45%) responded “none”. Remaining responses included boardwalks over sensitive areas (21%), more posted information at trail intersections (20%), and more educational signage (17%). **
13. How did you find out about Doe Farm?	Most people (63%) learned about Doe Farm via word-of-mouth, or town website (35%).
14. What other town properties do you visit?	People visited many of the town’s properties: Wagon Hill Farm (88%), Oyster River Forest (68%), Thompson Forest (67%), Longmarsh (64%), Jackson’s Landing (63%), Wiswall (61%), Packers Falls (55%), Stevens Woods (51%) and Milne/Town Landing (47%). **

**What we learned:** This 2022 winter *Friday Updates* on-line questionnaire revealed that Doe Farm, as well as many town properties, attracts Durham residents who learned about Doe Farm via word-of-mouth or the town web site. They equally appreciate the paths through the woods and the paths along the river, and their favorite features reflect this: trails, the natural environment, scenic views and solitude are what they value. They visit all seasons of the year, but especially in the fall (94% vs. 65% in winter). Most said no improvements were needed; the few suggestions voiced were equally split between having more boardwalks over sensitive areas, more posted information at trail intersections, and more educational signage. Of the 30 additional comments, nearly half were notes of gratitude for the beautiful trails, while 4 pertained to dogs (three complaining that owners are not keeping their dogs on-leash or picking up after their dogs, while one asked for designated off-leash time like Wagon Hill). Two comments asked us to “keep the land natural”, and “save some for wildlife” – that is, don’t overdo the trails.

\*Raw analysis data resides in the Durham Town Hall files

\*\*Respondents could choose more than one response

## Doe Farm In-person Questionnaire Findings\*

Data collected Jan 23-Feb 6, 2022, 22 responses

Question	Response
1. Durham resident?	18% were residents
2. # of people in group?	86% had 1 to 2 people per group.
3. Ages of people in group?	23% were $\geq$ 65 years old, 59% were 45-64 years old.
4. Why have you chosen to visit Doe Farm?	Natural environment (100%), location (100%), quality of trails (95%) and water view (95%) were favorites.**
5. What areas do you visit most often?	Paths in woods (50%) and "all" (36%) were top vote-getters.**
6. What activities do you do?	Walking was predominant (100%); pet-walking (72%) and snowshoeing (41%) were also noted.**
7. What is your favorite feature?	Natural environment (59%), trails (32%), and proximity to home (27%) were top vote-getters.**
8. How often do you visit?	45% of the people visit a few times per year; for 25% of people, this was their first visit.
9. When do you visit?	Weekend mornings were <i>slightly</i> favored over weekdays and afternoons.
10. How many hours do you spend each visit?	Most (75%) spend 1-2 hours per visit
11. Which seasons do you visit?	Pretty evenly split among 4 seasons**
12. What improvements are needed?	Most (73%) responded "none". Remaining responses included port-a-potty (32%) and boardwalks over sensitive areas (23%).**
13. How did you find out about Doe Farm?	Most people learn about Doe Farm via word-of-mouth (60%) or internet search (17%).
14. What other town properties do you visit?	Top two were Oyster River Forest (100%) and Wagon Hill (100%), but also Packers Falls (59%), Longmarsh (55%) and Jacksons Landing (45%).**

**What we learned:** This 2022 winter questionnaire of people visiting Doe Farm revealed that this property attracts many non-Durham residents who learned about it via word-of-mouth or internet search (e.g., AllTrails). These people visit Oyster River Forest and Wagon Hill, but also Longmarsh, Packers Falls and Jacksons Landing - properties that do not currently get a lot of attention. They appreciate the beautiful natural environment for their 1 to 2 hour visits, are grateful for parking, and had little to complain about.

### Recommended Actions:

- (1) Continue to monitor sensitive areas and the need for boardwalks/a bridge/signage.
- (2) Complete trail signs (planned for summer 2022).
- (3) Communicate with the Heritage Commission about our interest in having educational signage at the cellar hole and cemetery.
- (4) Maintain the natural environment of the property.

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\*\*Respondents could choose more than one response.