

## Wagon Hill *Friday Updates* Questionnaire Findings\*

Data collected August, 2022; 149 responses

Question	Response
1. Durham resident?	88% were residents
2. # of people in group?	78% had 1 to 2 people per group; 22% had 3 to 4 people per group
3. Ages of people in group?	46% were ≥65 years old, 21% were 55-64, 25% were 45-54 and 28% were under 18 years old. **
4. Why have you chosen to visit Wagon Hill?	Top 3 vote-getters were: Natural environment (76%), proximity to home (74%) and water views (66%). ** Next 3 were location (64%), quality of trails (51%) and dog-friendly (48%).
5. What activities do you do?	Walking/hiking (93%), pet-walking (47%) and birdwatching (30%). **
6. How often do you visit?	19% of people visit one to three times a week, 29% visit one to three times a month, and 41% visit several times a year.
7. When do you visit?	Most popular is weekday mornings (63%). Weekend mornings (47%) are and weekday afternoons (46%) are similarly popular, followed by weekend afternoons (33%). **
8. How many hours do you spend each visit?	Most (69%) spend 1-2 hours per visit.
9. Which seasons do you visit?	Fall is most popular (97%), with spring and summer equally popular (87%), followed by winter at 69%. **
10. What improvements are needed?	Top 3 are (1) boardwalks over sensitive areas, (2) more erosion control on trails, and (3) more parking, all landing 23 to 32% of responses. NOTE: There were 44 comments in this section that bear reading and reflection. These ranged from anti-dog (n=10) to pro-dog (n=6); proposing that there should be a parking fee for out of towners; praising the location for community events that bring Durham residents together; and condemnation that it is a failed wildlife area. There is also the opinion that there should be “more facilities and activities that cater to Durham residents that pay for this property”.
11. Have you always found a parking space at Wagon Hill?	77% yes, 22% no (many of these folks wait until someone leaves).
12. How do you access Wagon Hill?	99% by car, 5% via bike. **
13. How did you find out about Wagon Hill?	Word-of-mouth (86%) and town website (21%). **
14. What other town properties do you visit?	Jackson’s Landing is the predominant property (74%), with Doe Farm (64%), Oyster River Forest (55%), and Longmarsh (53%) also popular. **

**What we learned:** This *Friday Updates* on-line questionnaire revealed that most respondents were from Durham (not surprising, as only residents subscribe to the *Friday Updates*). Over a quarter of visitors are under 18 years of age, while two-thirds are 65 and older. People love the natural environment, proximity to home, and water views but also value the space is for community gatherings and historical relevance. Most come to walk (93%), while half come to pet-walk (43%) for two hours or less each visit. The most popular time to visit is weekday mornings (63%) while least popular is weekend afternoons (33%). Although most people find parking (77%), 23% of people have had difficulty and often wait for a parking spot. It is interesting that 74% of visitors also visit Jackson’s

Landing (matches with the under 18 age group), as well as Oyster River Forest, Doe Farm and Longmarsh. Most revealing are the 69 comments/questions/information that were added at the end of the questionnaire. These bear discussion and reflection.

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

\*\*Respondents could choose more than one response

## Wagon Hill *In-person* Questionnaire Findings\*

Data collected October 2, 11 and 12, 2022; 64 responses

Question	Response
1. Durham resident?	22% were residents
2. # of people in group?	89% had 1 to 2 people per group; 11% had 3 to 4 people per group
3. Ages of people in group?	22% were ≥65 years old, 25% were 55-64, 25% were 25-34, and 13% were under 18 years old.
4. Why have you chosen to visit Wagon Hill?	Top 3 vote-getters were: dog-friendly (83%), location (77%), and quality of trails (77%).** Next 3 were water views (75%) and natural environment (69%), and proximity to home (61%).**
5. What activities do you do?	Walking/hiking (89%), pet-walking (75%), sledding (17%) and bird-watching (16%).**
6. How often do you visit?	16% of people visit daily, 41% of people visit one to three times a week, 22% visit one to three times a month, and 20% visit several times a year.**
7. When do you visit?	Most popular is weekend mornings (72%), followed by weekday mornings (59%), weekday afternoons (39%) and weekend afternoons (25%).**
8. How many hours do you spend each visit?	Most (64%) spend 1-2 hours per visit.
9. Which seasons do you visit?	Fall (100%), summer (97%) and spring (92%) are most popular, followed by winter at 77%.**
10. What improvements are needed?	Top vote-getter was none (34%), followed by boardwalks (30%), more parking (23%), and erosion control (14%). NOTE: Comments included “this park has been amazing for our dog”, “keep off-leash hours”, “more off-leash time”, “educate dog owners regarding importance of leash law”, as well as several “thank you”, and “love the hill”.
11. Have you always found a parking space at Wagon Hill?	72% yes, 17% no.
12. How do you access Wagon Hill?	94% by car, 6% other.**
13. How did you find out about Wagon Hill?	Word-of-mouth (73%) or other (20%; they are local, have always known about Wagon Hill).
14. What other town properties do you visit?	Jackson’s Landing (33%), followed by Packers Falls (19%), Oyster River Forest (16%) and Thompson Forest (16%).**

**What we learned:** This in-person questionnaire was answered primarily by non-residents; only 22% of respondents were residents. Fifty percent of this group were between 25 and 64 years of age, and they come because Wagon Hill is dog-friendly, is a great location, has wonderful trails, has a water view, and is a great location. Not surprisingly, walking/hiking (89%) and pet-walking (75%) are the

primary activities. Most people spend 1-2 hours, mostly on weekend mornings, 1 to 3 times per week. It is popular in all seasons, and one-third of respondents felt no improvements were needed (30% suggest more boardwalks and 23% suggest more parking). When asked if they always found parking, 72% responded yes, while 17% responded no. Wagon Hill is clearly a favorite of these questionnaire respondents, followed by Jackson's Landing.

**Recommended Actions:**

- 1.) Because of its popularity, Wagon Hill may run the risk of being loved to death and should be monitored for overuse.
- 2.) The purpose of Wagon Hill should be reviewed, clarified and articulated with the community of users. The property is multi-use and sometimes these uses are conflicting, which creates tension. A vision for Wagon Hill was written after its purchase by the Town of Durham and provides a good starting point for discussion.

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

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