



Wood County ATV/UTV Survey Report 2021

Prepared by the North Central Wisconsin Regional Planning
Commission in partnership with Wood County Planning and Zoning



Table of Contents

Executive Summary 1

Report and Analysis 4

Survey Results 5

Appendices

Appendix A – Wood County ATV/UTV Written Comments

Appendix B – Wood County ATV/UTV Survey

Executive Summary

The purpose of this study was to obtain information about ATV/UTV usage patterns including how and where in Wood County people like to ride, how frequently they ride, how many are in their group, and how satisfied they are with different aspects of Wood County routes and trails. In addition, economic variables were obtained, such as where people stay, spending amounts, and spending by category. The survey also sought more information about funding priorities.

Surveys were collected from June 25, 2021, to August 2, 2021. All surveys were in an online format. There were 275 total surveys returned. Returned surveys included a relatively even distribution of incomes, educational attainments, and ages. Approximately two thirds of the respondents were male and one third were female.

Key Findings

- **Local connections with an ATV/UTV focus**
Most respondents know of the Wood County trails from family and friends (50.93%) or because they live in the area (47.96%). Most report their primary reason for the trip is to ride the trails/routes (54.24%).
- **Would like more opportunities**
Overall respondents were satisfied with most aspects of the Wood County trail/route system. They were most commonly very dissatisfied or dissatisfied with the overall ATV/UTV opportunities (34.84%) and the trail access and parking (16.67%). When asked what could be done to improve the experience, opening more routes and creating more trails were top priorities.
- **Travel groups and stays**
Most people traveled in groups of three to five and 76% were staying at least one night. Respondents stayed most often in hotels/motels (28.90%), camping facilities (22.94%), or other (19.27%) which usually was a family cabin. Half rode over 50 to 100 miles per day.
- **Spending**
Most riders spent money on either gas and repairs averaging \$211 per trip or on drinks at restaurants and bars averaging \$201 per trip. The average amount spent on lodging/overnight accommodations was \$329 per trip.

- **Funding Priorities**

The funding priorities most often rated important or very important were plan and develop more trails (219), trail maps and information (212), maintaining existing areas, trails, and routes (205), and signage along routes and trails (194).

Economic Impact

Another primary purpose of this study was to estimate the economic impact of trail users on the Wood County economy. For economic impact assessment, we use only non-county trail user spending as the externally driven annual stimulus to the Wood County economy. Expenditures by residents from other counties create local economic activity that, for the most part, would not have occurred in Wood County had these visitors not come to the county to ride the trails.

To gather data about their spending patterns, respondents were asked how much they spent or plan to spend individually in Wood County by business type. For the purposes of analyzing economic impact, only non-Wood County resident responses were included. A total of 57 respondents said that they both were not Wood County residents and spent at least \$1 in at least one category, Table 1 details their per capita spending.

Business Sector of Spending	Lowest Amount Spent	Highest Amount Spent	Average Amount Spent (per capita)
Lodging	\$6	\$2,500	\$417
Camping	\$50	\$1,600	\$241
Food and Drink	\$6	\$1,000	\$173
Entertainment	\$25	\$500	\$102
Shopping	\$25	\$100	\$62
Gas and Repairs	\$10	\$500	\$99
Convenience	\$6	\$300	\$54
ATV Rental	\$0	\$0	\$0
Gaming	\$50	\$600	\$260
Other	\$50	\$400	\$108
Total	\$228	\$7,500	\$1,516

The top expenditure categories were food and drinks at restaurants and bars (\$173 average per trip) and gas, repairs (\$99 average per trip), with 55 people reporting spending in both categories. There was a roughly even split of 15 visitors reporting lodging/accommodation

expenses and 12 reporting camping expenses. Respondents reported spending an average of \$417 on lodging facilities and \$241 on camping facilities per trip.

To gather data about usage patterns, data from all respondents was utilized. From a marketing standpoint, respondents most frequently reported that they found out about trails in the region from family and friends (50.93%) or because they live in Wood County (47.96%). Next, most people learned of the trails through ATV/snowmobile clubs (34.94%), internet (27.14%), maps and magazines (17.84%), or the Wood County Parks and Forestry Department (17.84%). Presumably, maps and magazines are being made available through ATV/snowmobile clubs or the Wood County Parks and Forestry Department and are also available online.

Most respondents traveled in groups of three to five and had between three and five vehicles in their travel groups. A total of 76% of respondents indicated that they were staying at least one night, with two to three night stays being the most common. If people were staying for an overnight trip, they most often planned to ride two days. Most respondents said on average they ride over 50 to 100 miles per day.

Report and Analysis

Survey Purpose

The purpose of this study was to obtain preferences of ATV and UTV users of the Wood County route and trail network and Intensive Use Area, including usage, travel preferences, and spending patterns and to solicit feedback about their experiences.

Survey Methods

Surveys were created in both an online format (available with platforms for smartphones, tablets, or personal computer) and paper format. Flyers and postcards were created with QR codes for quick accessibility to the online survey version. Wood County staff distributed the survey through flyers, social media, and word of mouth. The online survey was made available on Friday June 25, 2021, and officially closed on Monday August 2, 2021. All surveys collected were in the online format. There were no paper surveys returned. The sample was not a statistically significant sample, but what is known as a convenience sample. However, a notable 275 total surveys were returned.

Survey Design

The survey was created through a partnership with the North Central Wisconsin Regional Planning Commission and Wood County Planning and Zoning staff. The survey included three sections, usage, experience, and demographic questions, for a total of 31 questions.

Analysis

The survey results will be presented for comparison. However, there will be no statistical analysis. Comparisons that seem especially relevant to the purposes of this study will be expanded upon.

Appendices

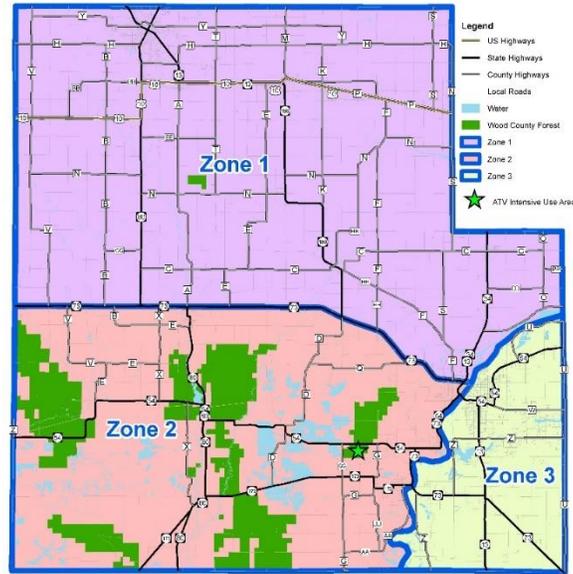
In addition to numeric data, Appendix A contains respondent's written comments for open-ended questions. Appendix B contains a copy of the survey.

Survey Results

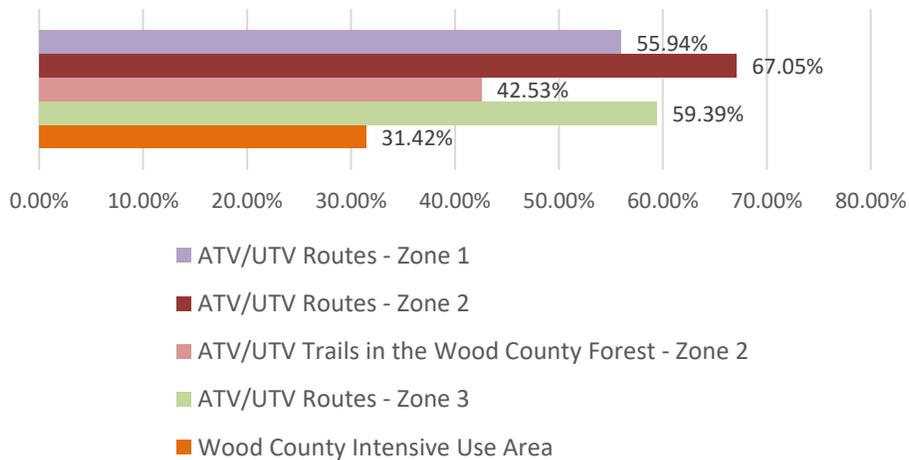
ATV/UTV USAGE QUESTIONS

Question 1. Within which trail/route zones did you ride? (refer to map) Mark all that apply.

Answered: 261 Skipped: 14



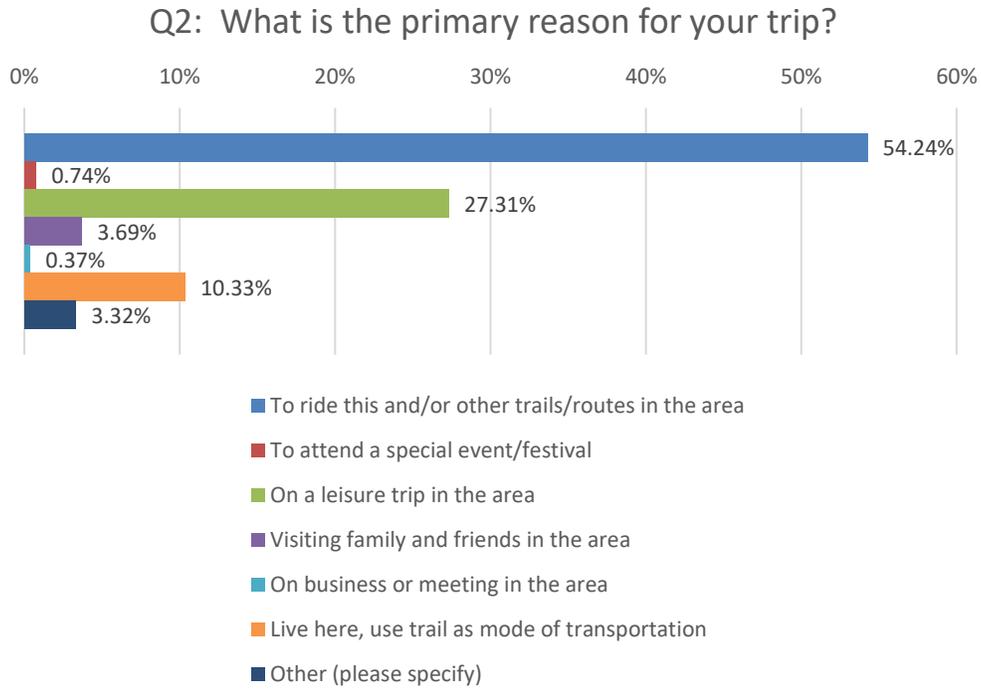
Q1: Within which trail/route zones did you ride?



Most riders rode in Zone 2 (67.05%, 175), followed by Zone 3 (59.39%, 155), Zone 1 (55.94%, 146), Zone 2 Wood County Forest (42.53%, 111), and the Wood County Intensive Use Area (31.42%, 82).

Question 2: What is the primary reason for your trip? Mark one.

Answered: 271 Skipped: 4

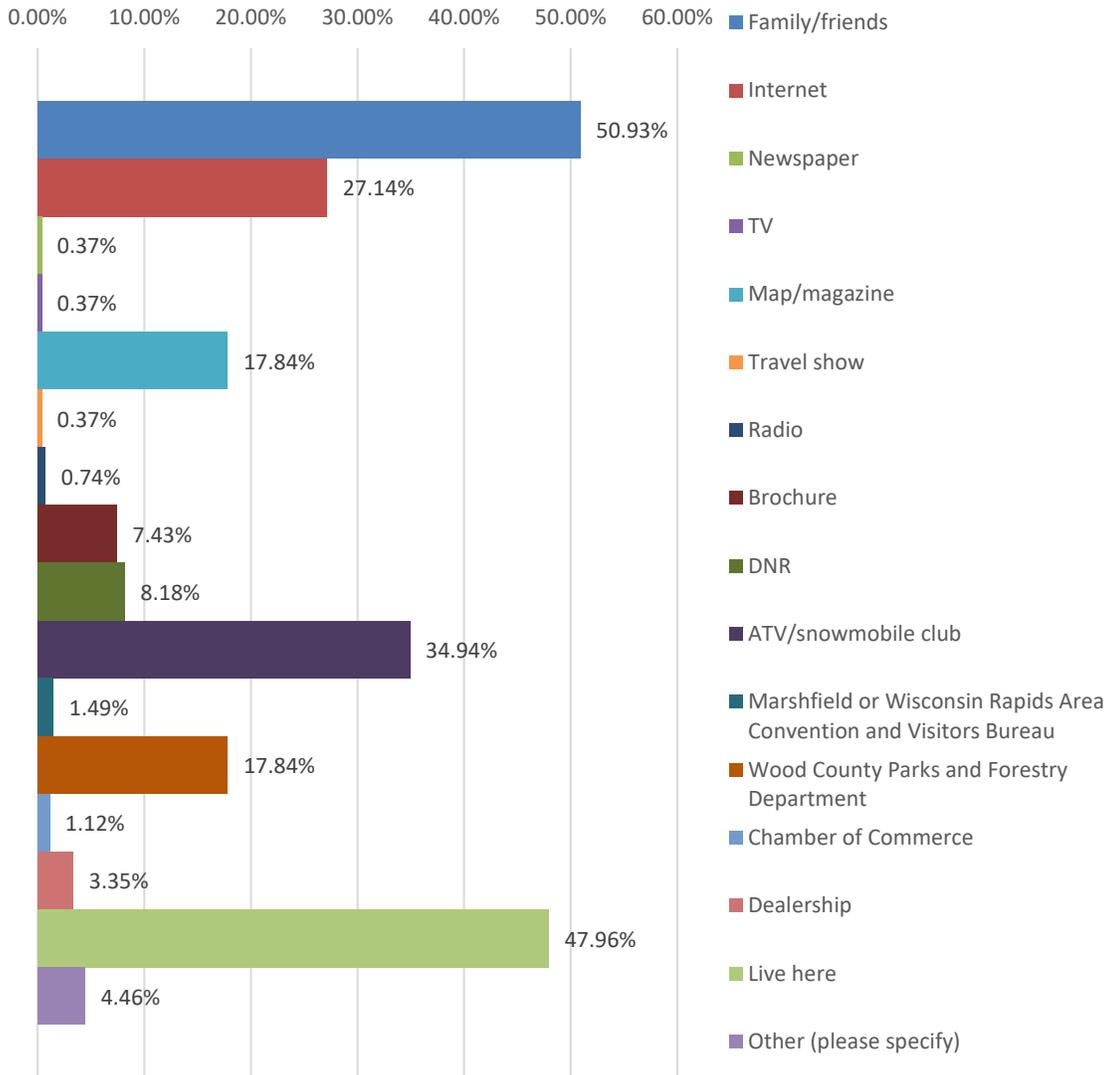


Most respondents primary reason for their trip was to ride this and/or other trails/routes in the area (54.24%, 147). Following this were those that were on a leisure trip in the area (27.31, 74) or lived in Wood County and used the trail as a mode of transportation (10.33%, 28). Very few people were visiting family and friends in the area (3.69%, 10), there to attend a special event or festival (0.74%, 2), or were on business or meeting in the area (0.37%, 1). Other comments are listed in Appendix A.

Question 3: How did you find out about the trails in this region? Mark all that apply.

Answered: 269 Skipped: 6

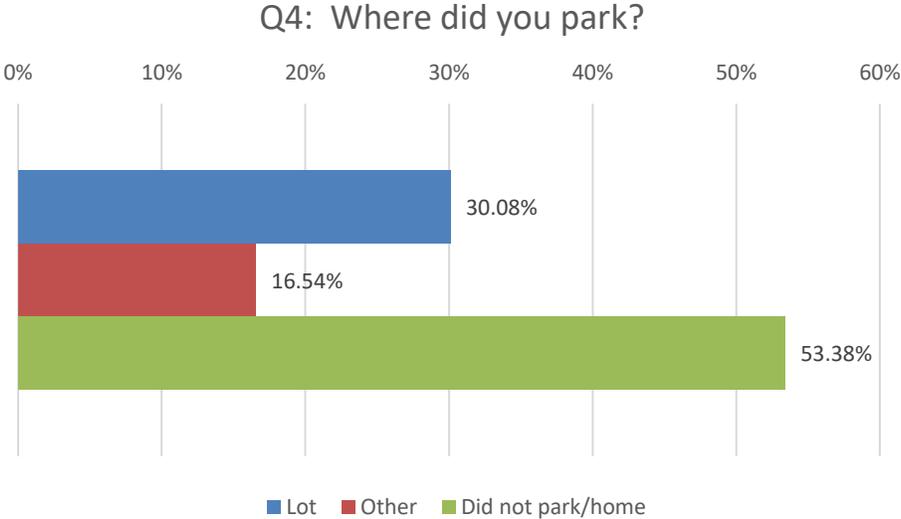
Q3: How did you find out about the trails in this region?



Most respondents learned about the Wood County trails through either family and friends (50.93%), because they live in the area (47.96%), or through their ATV/snowmobile club (34.94%). This would suggest that word of mouth and club marketing are the most successful means of informing locals and visitors about the trails. There were also a significant portion of people (27.14%) who learned about the trails through the internet.

Question 4: Where did you park?

Answered: 266 Skipped: 9

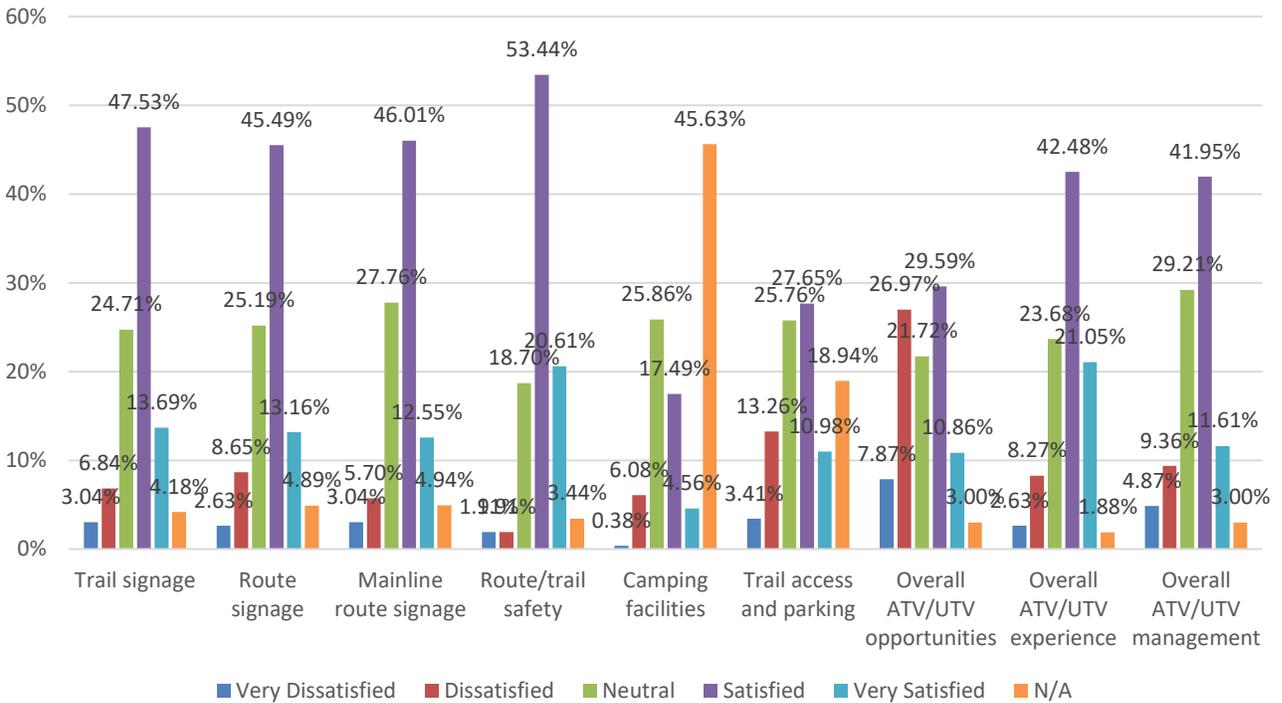


When asked where they parked, most people did not trailer and park, but rode from their homes (53.38%). However, a little less than a third (30.08%) of people did park in a lot and the remainder (16.54%) replied “Other”.

Question 5: How satisfied were you with the following:

Answered: 268 Skipped: 7

Q5: How satisfied were you with the following:

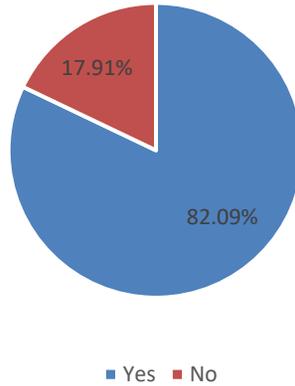


When asked how satisfied residents were with each of these attributes, most people said they were satisfied or very satisfied with route/trail safety (74.05%), the overall ATV/UTV experience (63.53%), and trail signage (61.22%). Respondents were most often very dissatisfied or dissatisfied with overall ATV/UTV opportunities (34.84%), trail access and parking (16.67%), and overall ATV/UTV management (14.23%).

Question 6: Have you ridden on Wood County trails before?

Answered: 268 Skipped: 7

Q6: Have you ridden on Wood County trails before?

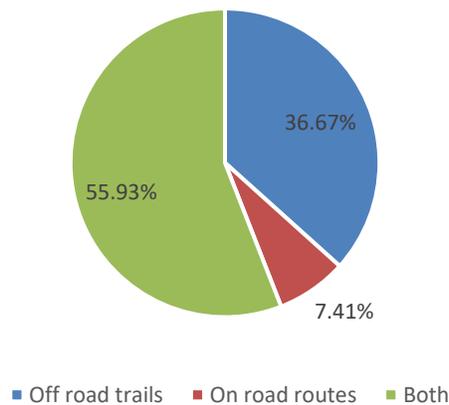


When asked, 82.09 percent of respondents said they had ridden on Wood County trails before. For those that had ridden on the trails before, the average person had ridden 48 times in the past year, or a little less than once per week.

Question 7: Do you prefer separate trails or on-road routes to ride?

Answered: 270 Skipped: 5

Q7: Do you prefer separate trails or on-road routes to ride?

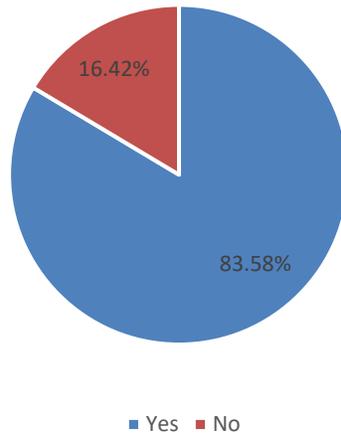


Most respondents prefer a combination of off-road trails and on-road routes (55.93%). However, for those that prefer exclusively off-road trails or on-road routes, most prefer off-road trails (36.67%).

Question 8: Do you travel to other counties to ride?

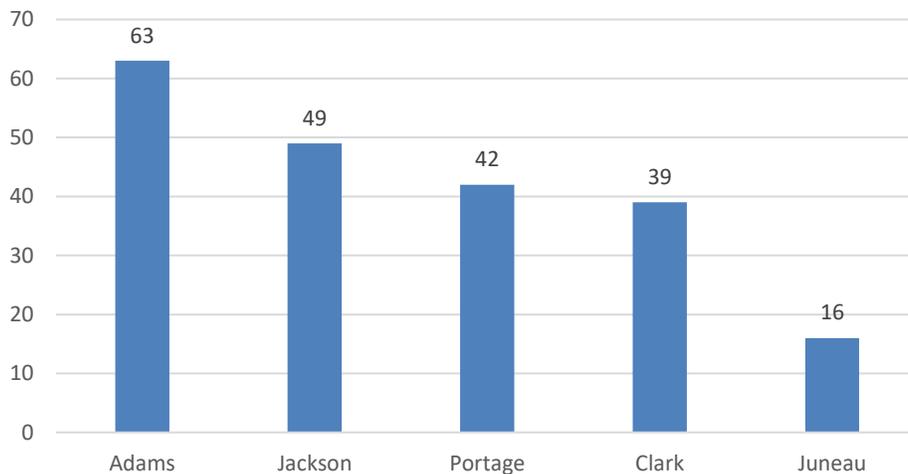
Answered: 268 Skipped: 7

Q8: Do you travel to other counties to ride?



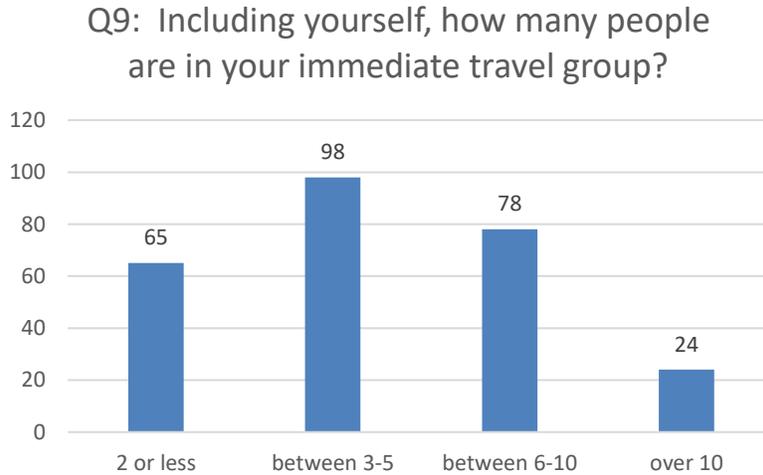
Most people (83.58%) when asked said that they do travel to other counties to ride. The counties most often cited as visited were Adams (63), Jackson (49), Portage (42), Clark (39), and Juneau (16). Respondents could choose more than one county. When asked why and how often most people said more routes, trails, and more places to stop. When asked how often, the answered ranged from twice per week to twice per year.

Q8a: If yes, where?



Question 9: Including yourself, how many people are in your immediate travel group?

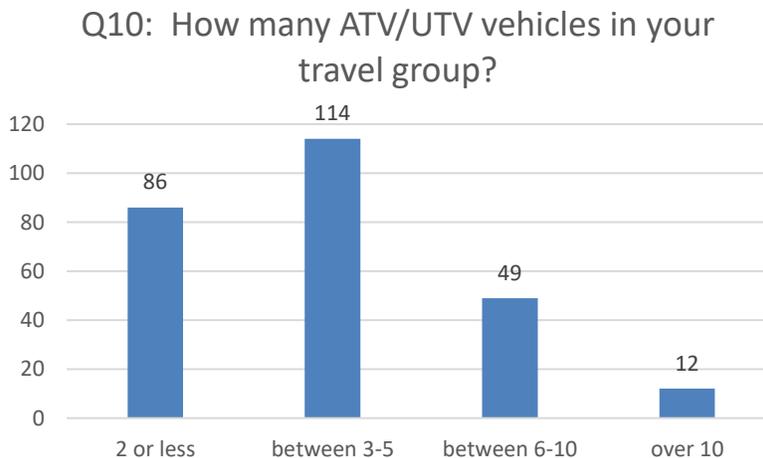
Answered: 268 Skipped: 7



Most respondents travel in groups ranging from 3 to 5 members (98), followed by groups of 6-10 (78), and then groups of two or less (65). Just 24 respondents indicated that they travel in groups greater than 10.

Question 10: How many ATV/UTV vehicles in your travel group?

Answered 266 Skipped: 9

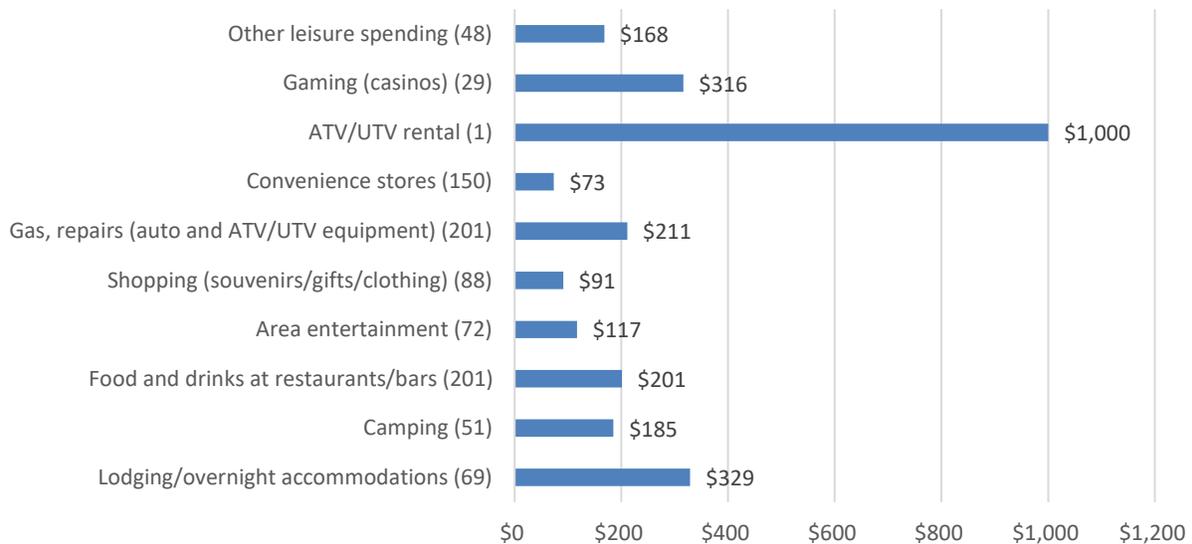


There were most often between 3 to 5 vehicles in travel groups (114), followed by groups of 2 or less (86) and then 6 to 10 (86). The fact that there typically are less vehicles than people in travel groups is likely due to the fact that often people ride two per vehicle.

Question 11: Please estimate how much you (individually) have spent or plan to spend on this trip in the following categories:

Answered 239 Skipped: 36

Q11: Please estimate how much you (individually) have spent or plan to spend on this trip in the following categories:

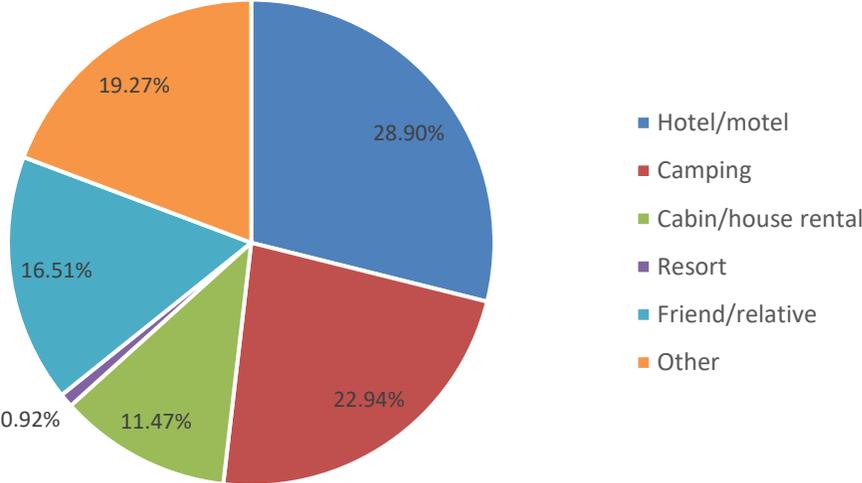


Of the 239 that answered, 201 people gave numeric responses other than \$0. The number following each category is the number of people that gave a non \$0 numeric answer. Most people said they spent money on food and drink at restaurants and bars (201) or on gas and repairs (201). An average of \$201 was spent at restaurants and bars and \$211 on gas and repairs. Most money was spent on ATV/UTV rental (\$1,000), followed by lodging/overnight accommodations (\$329), and then gaming (\$316). Only one person had rented ATV/UTV vehicles. Spending for overnight stays was \$329 for the 69 people who had stayed in hotels, resorts, and other accommodations, and \$185 for the 51 people who camped.

Question 12: If this is an overnight trip, what type of lodging are you using?

Answered 218 Skipped: 57

Q12: If this is an overnight trip, what type of lodging are you using?

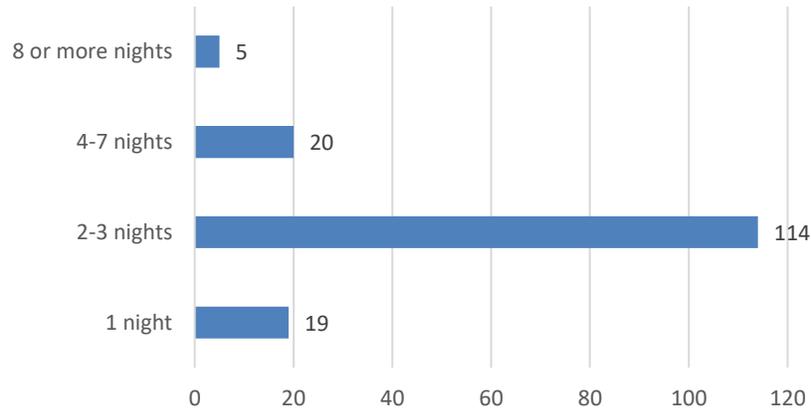


Most respondents who stayed overnight stayed in hotels/motels (28.90%), camping facilities (22.94%), or other (19.27%). Respondents noted most commonly in the “other” category that they were staying at a personal cabin.

Question 13: How many nights are you staying?

Answered 209 Skipped: 66

Q13: How many nights are you staying?

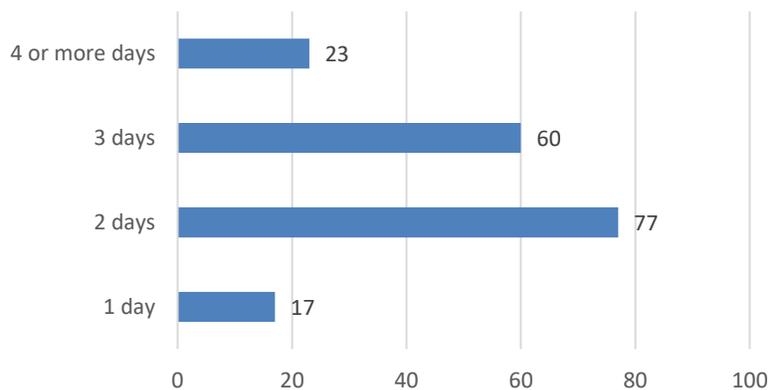


Of the 209 respondents that answered, 158 were staying at least one night. Most (114) were staying for two or three nights. Only a handful (5) were staying eight nights or more.

Question 14: If this is an overnight trip, how many days are you planning to ride?

Answered 203 Skipped: 72

Q14: If this is an overnight trip, how many days are you planning to ride?

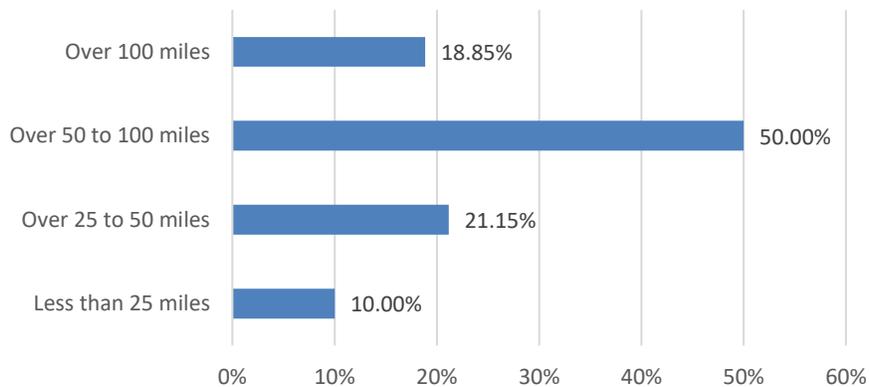


In most cases, respondents indicated that they were planning to ride either two days (77) or three days (60).

Question 15: On average, how many miles will you ride per day?

Answered 260 Skipped: 15

Q15: On average, how many miles will you ride per day?

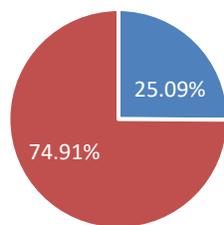


Most respondents indicated that they would ride over 50 to 100 miles per day (50%), followed by over 25 to 50 miles per day (21.15%), and over 100 miles per day (18.85%).

Question 16: Are you a member of your local ATV/UTV Rider's Club?

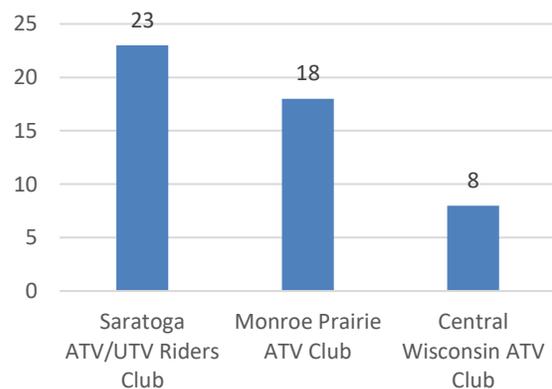
Answered 267 Skipped: 8

Q16: Are you a member of your local ATV/UTV Rider's Club?



■ Yes ■ No

If Yes, which one:



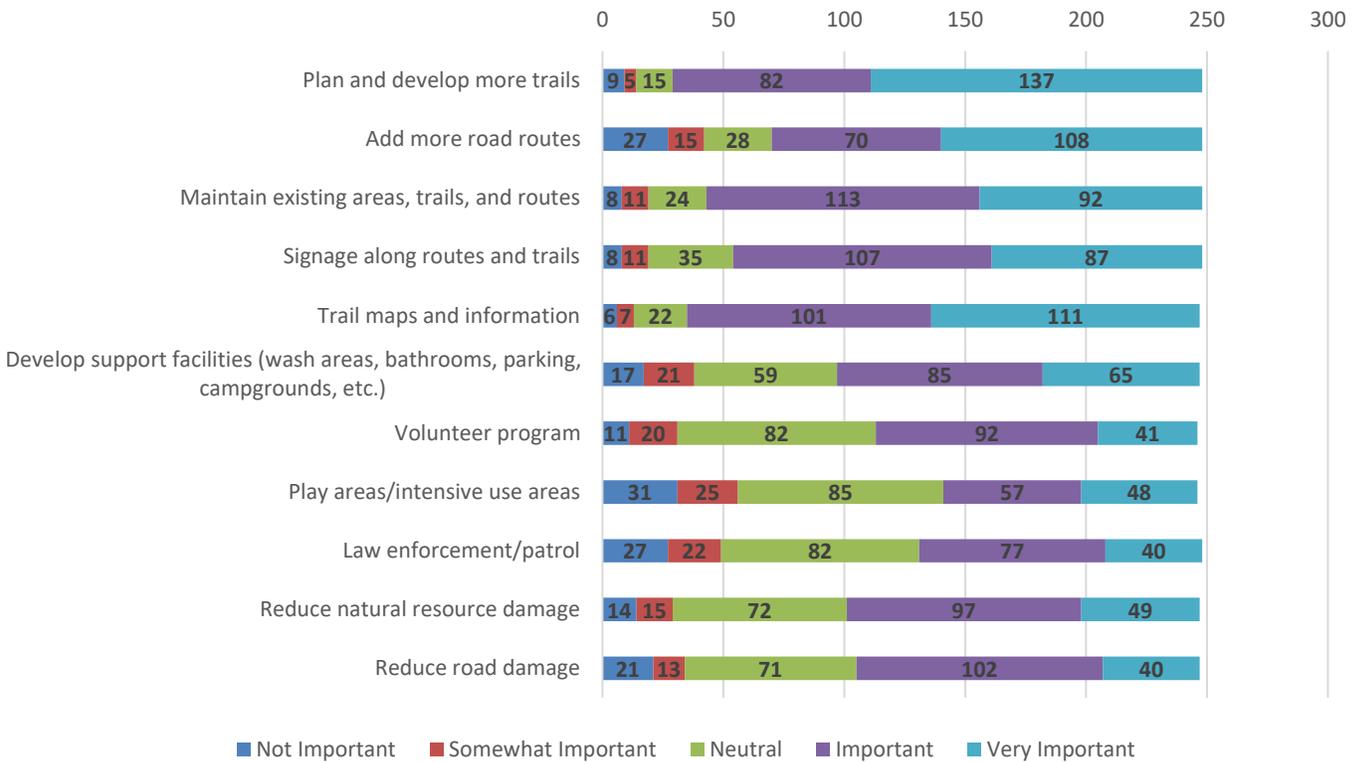
Approximately one quarter (25.09%) of respondents are members of their local ATV/UTV Rider's Club. Clubs cited most commonly were the Saratoga ATV/UTV Rider's Club (23), the Monroe Prairie ATV Club (18), and the Central Wisconsin ATV Club (8).

ATV/UTV EXPERIENCE QUESTIONS

Question 17: We are interested in learning about your funding priorities for potential ATV/UTV system improvements. How important is each of the following?

Answered 249 Skipped: 26

Q17: How important are each of the following:

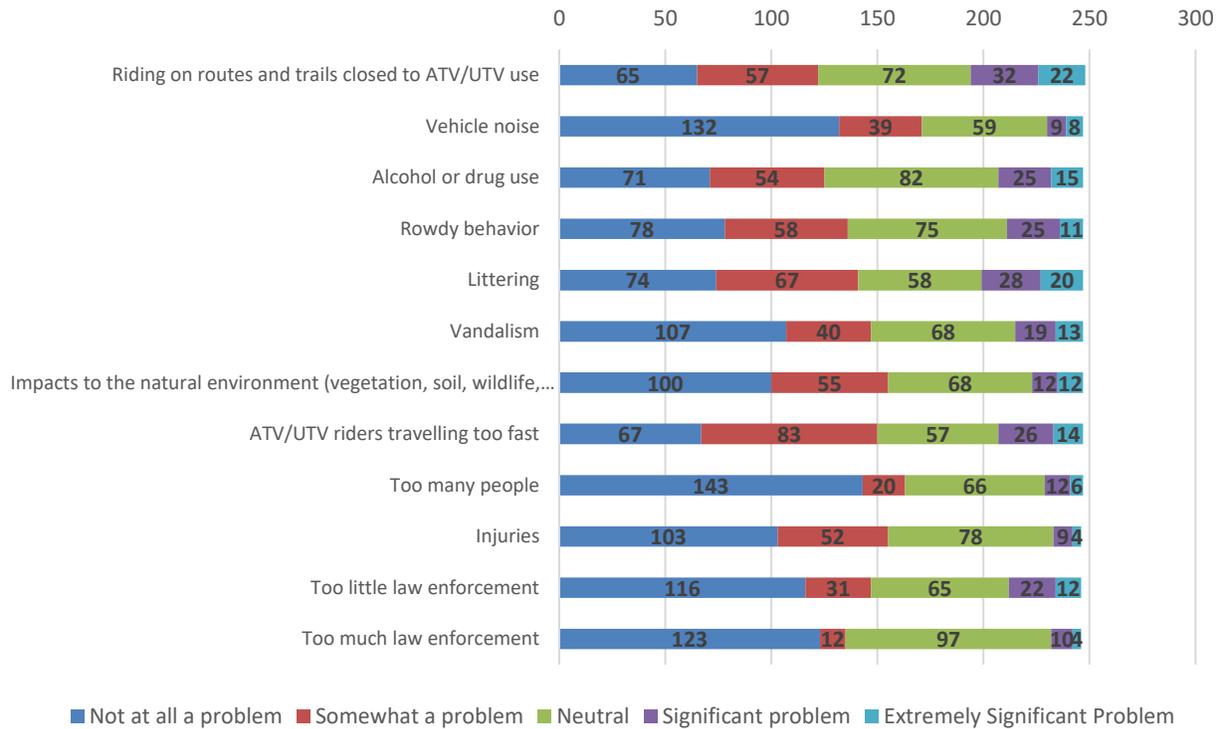


When asked about funding priorities, the items most commonly cited as being important or very important were plan and develop more trails (219), trail maps and information (212), maintaining existing areas, trails, and routes (205), and signage along routes and trails (194). Items most commonly cited as not important or somewhat important were play areas/intensive use areas (56) and law enforcement/patrol (49).

Question 18: To what extent do you think each of the following is a problem on Wood County ATV/UTV routes and trails?

Answered 248 Skipped: 27

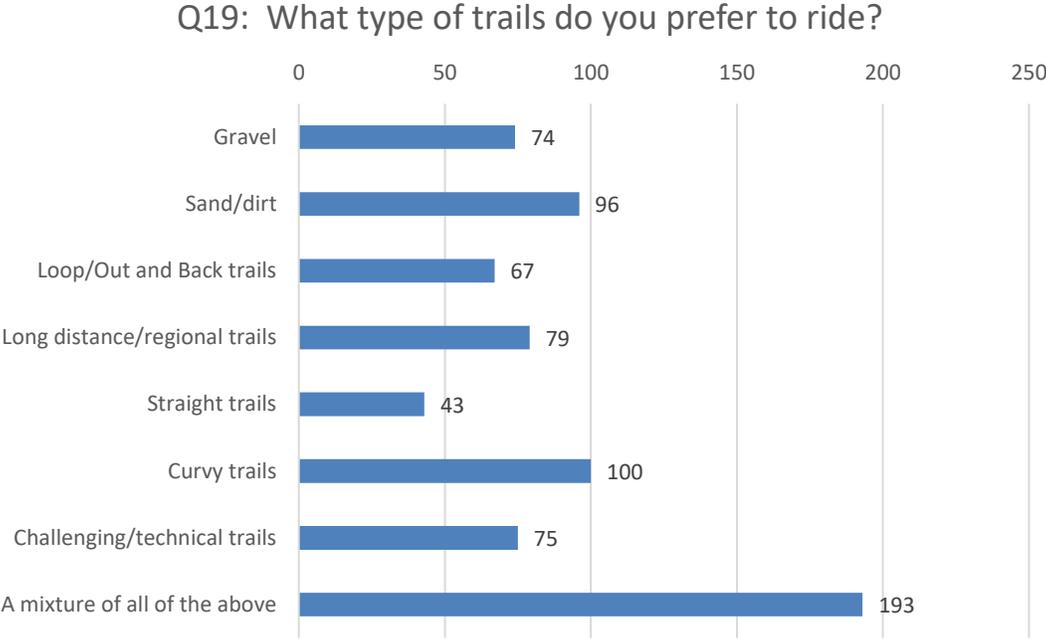
Q18: To what extent do you think each of the following is a problem:



When asked about which issues are most problematic, respondents cited riding on routes and trails closed to ATV/UTV use (54), littering (48), ATV/UTV riders travelling too fast (40), and alcohol and drug use (40) most often as a significant problem or an extremely significant problem. Riders most often cited vehicle noise (171) and too many people (163) as not at all a problem or somewhat a problem.

Question 19: What type of trails do you prefer to ride?

Answered 246 Skipped: 29

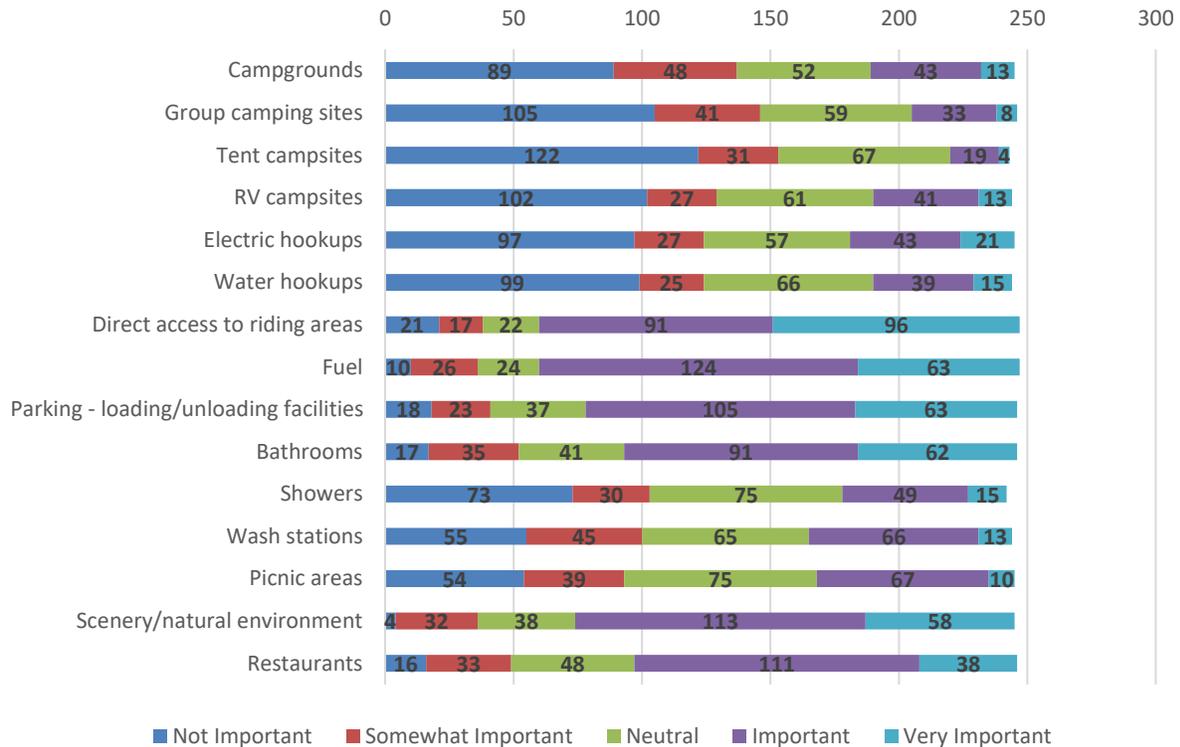


Respondents overwhelmingly prefer a mixture of trail material, difficulty, and type (193). Sand/dirt trails (96) were favored slightly more than gravel (74) and curvy trails (100) more than straight (43).

Question 20: There are various considerations in deciding where to ride. How important is each of the following when you decide which areas to ATV/UTV?

Answered 247 Skipped: 28

Q20: How important is each of the following when you decide which areas to ATV/UTV?

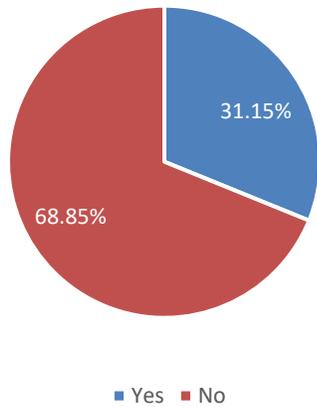


When asked what is most important in deciding where to ride, direct access to riding areas (187), fuel (187), scenery/natural environment (171), and parking loading/unloading facilities (168) were most often cited as important or very important. Tent campsites (153), group camping sites (146), and campgrounds (137) were most often cited as not important or somewhat important.

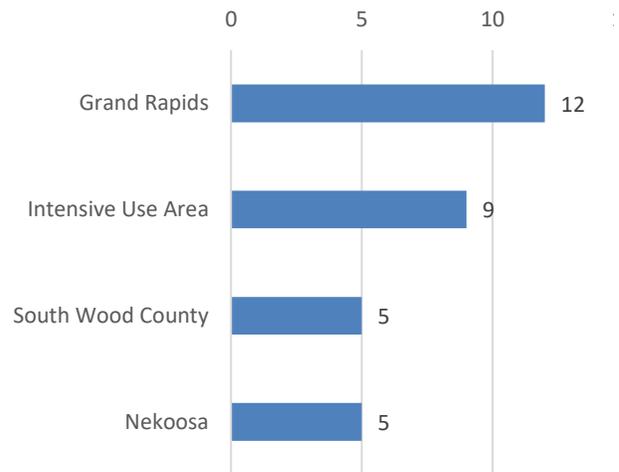
Question 21: Is there any area where you prefer to ride more often in the county?

Answered 244 Skipped: 31

Q21: Is there an area you prefer to ride more often in the county?



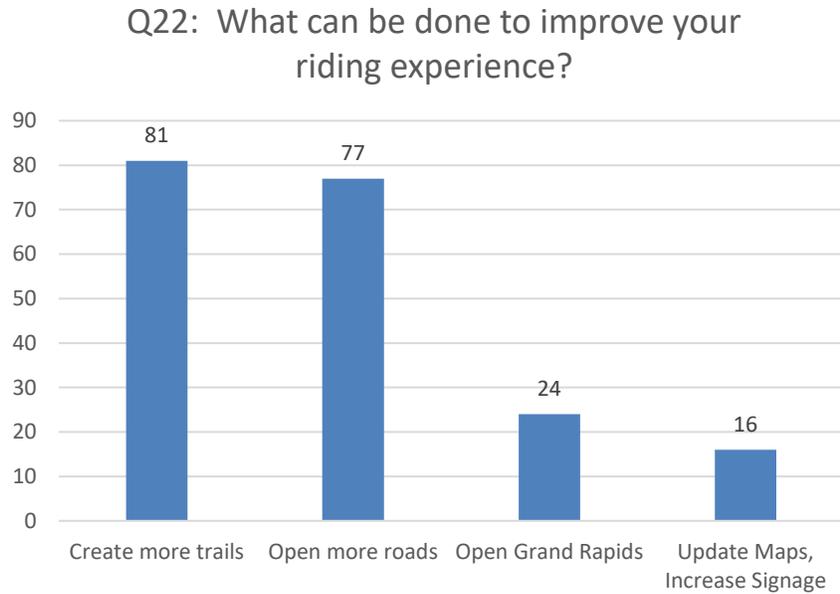
If Yes, where?



A little less than one third (31.15%) of respondents indicated that there is an area they prefer to ride more often in Wood County. Grand Rapids (12) was the most often cited, followed by the Intensive Use Area (9), and then South Wood County (5), and Nekoosa (5). When asked why, answers were varied, and more detail can be seen in Appendix A.

Question 22: What can be done to improve your riding experience?

Answered 210 Skipped: 65



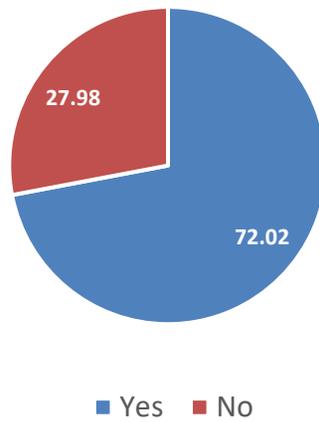
When asked what can be done to improve their riding, respondents most commonly responded by saying either add more trails (81) or road routes (77). The next most frequent answer was to open Grand Rapids (24), and to update maps and increase signage (16). More detailed responses can be seen in Appendix A.

ATV/UTV DEMOGRAPHIC QUESTIONS

Question 23: Are you a resident of Wood County?

Answered: 243 Skipped: 32

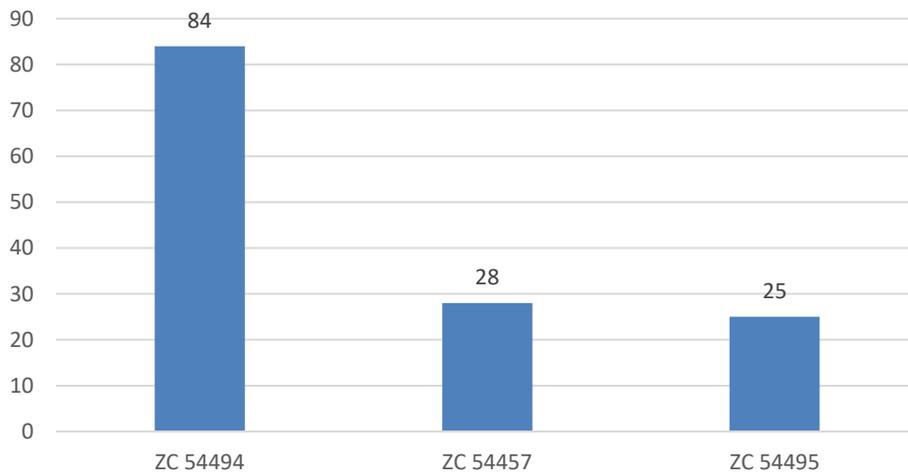
Q23 Are you a resident of Wood County?



Question 24: What is your zip code?

Answered: 240 Skipped: 35

Q24: What is your zip code?

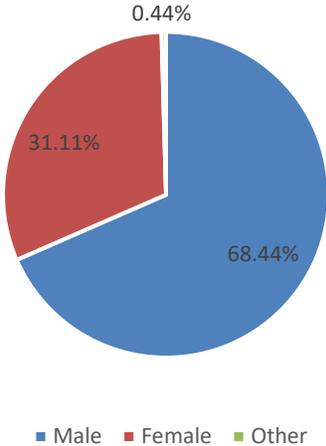


Most respondents were from the Wisconsin Rapids (84), Nekoosa (28), or Mosinee/Kronenwetter (25) area.

Question 25: What is your gender?

Answered: 225 Skipped: 50

Q25: What is your gender?

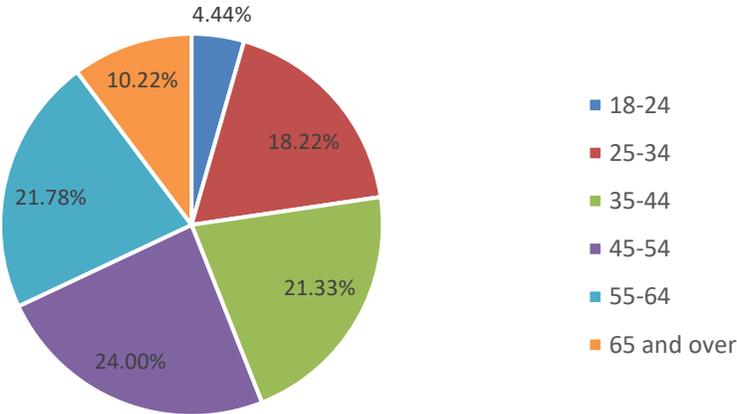


Respondents were 68.44% male, 31.11% female, and 0.44% other.

Question 26: What is your age?

Answered: 225 Skipped: 50

Q26: What is your age?

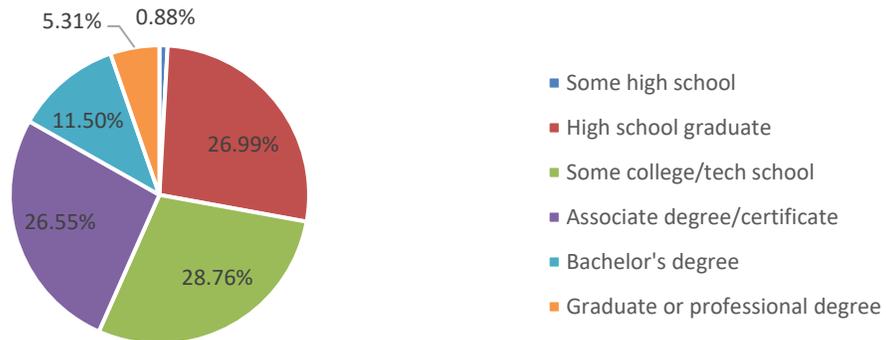


Most respondents were between the ages of 45 to 54 (54), followed by 55 to 64 (49), and 35 to 44 (48). The distribution throughout all ranges within the ages of 25 to 64 were relatively even.

Question 27: What is the highest level of school that you have completed?

Answered: 226 Skipped: 49

Q27: What is the highest level of school that you have completed?



A relatively even number of people had either completed high school (61), some college tech school (65) or held an associate degree or certificate (60). There were a total of 26 people with a bachelor's degree and 12 will a graduate or professional degree.

Question 28: Which of these categories best describes your annual household income?

Answered: 229 Skipped: 46

Q28: Which of these categories best describes your annual household income?

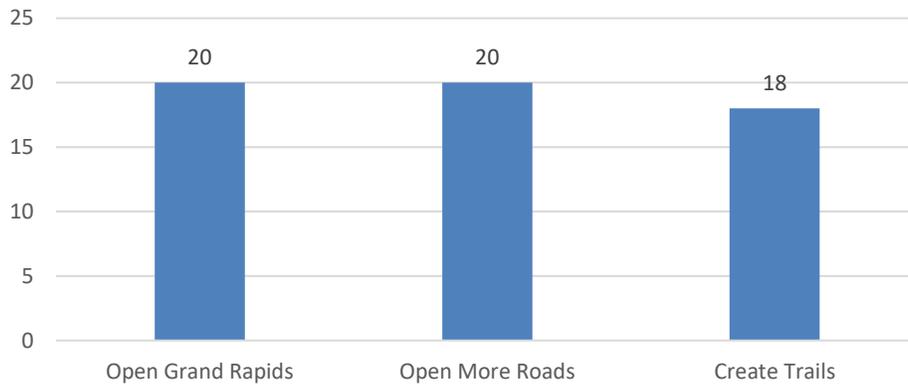


Most respondents reported their annual income to be between \$100,000 and \$150,000 (30.13%), followed by between \$50,000 and \$74,999 (23.58%), and between \$75,000 and \$99,999 (21.40%).

Questions 29-31:

When asked, 35.68% of survey respondents said they would like to receive future emails on recreational opportunities in Wood County and 49.59% stated that they would like survey results emailed to them. When asked if there were additional comments about their ATV/UTV experience in Wood County, the most commonly cited themes were to open Grand Rapids (20), open more roads (20), or to open more trails (18). Expanded comments can be found in Appendix A.

Q31: Do you have any additional comments about your ATV/UTV experience in Wood County?



Appendix A – Wood County ATV/UTV Survey Written Comments

Q21: Is there a place you prefer to ride more often in the county?

- Lincoln
- Gravel roads
- South side of county because there is access to trails in other counties
- County Forest Trails. Because they are trails not routes.
- The Northwestern part of the county more places to ride with Grand Rapids being closed off
- Intensive use area
- South wood county park
- Would prefer direct access for Wisconsin Rapids residents, would use trail/route system much more with direct access.
- Prefer trails
- Intensive use area. I love the mud and the challenge
- Wood County. It is actually off road riding. You know 4wd and a winch will probably get used. Like it should.
- South, less pavement
- Wood County ATV Intensive Use Park
- Atv intensive use area. Because of mud
- I want to access Juneau and Jackson Counties
- Adams
- Nepco lake area, nepco lake rd, city Z, Griffith Ave. And entry into Wisconsin Rapids
- Grand rapids
- Anywhere I can is the best and would love to travel to new areas
- Every where
- All county roads should be open! We go on leisure rides in our township to view the scenery and wildlife
- County park
- Kellner area
- County Forest, because of the trails.
- Nekoosa. They allow us to ride downtown so we are able to get food and drink from local restaurants and bars. The local self serve car wash is also AMAZING allowing us to use there services at a reasonable price. The restaurant next to the car wash also has the best skillet EVER.
- I like the off-road trails, there are so many road trails and not very many off-road trails
- Grand Rapids, Could possibly leave from home vs trailer.
- Forrest
- South wood county due to more restaurants and access to other counties
- Intensive use area
- Wood County Forest. I would like to see a trail that connects wood county trails to Jackson county trails.
- More county roads
- Grand Rapids.
- North and South of Nekoosa
- I prefer to ride in the Grand Rapid area, however there are no open routes. We end up going to other counties to ride.
- Grand Rapids Kellner
- Town of Milladore It is local

- Grand Rapids area
- By lakes
- On roads
- We live there
- Town roads more convenient to me
- Northern areas
- Saratoga, Live there
- any place where there are trails
- The road routes, like to stop at restaurants and establishments to meet new people.
- Would like more access to trails from near Wisconsin Rapids/ Grand Rapids.
- Grand Rapids, where I live
- We don't have any trails by me in Grand rapids
- Grand Rapids
- to get to my other land by Pittsville
- Saratoga. We use their routes to get to Adam's County to spend our money. Not enough routes in Wood County
- Grand Rapids
- Saratoga, Nekoosa area for crossing wi river bridge access
- Wood county intensive use because it's the only area we currently have
- Closer to Adams county. We want to ride on a trail system from Rome into wood county!
- Like to see nature and enjoy
- Adams county
- Rudolph
- Only ride the intensive use area. Everything else is a boring blacktop road that wears out my tires prematurely.
- Milladore
- SW part. Less people. Near Joe's.
- Around Nekoosa since that is where I live
- Black river falls area. lots of trails
- county roads between Marshfield -Rudolph and WI Rapids-Nekoosa
- Would like to be able to take Hollywood to Romano's, since lots of UTVs frequent that area.
- Wood county atv area
- County forest. Mire nature.
- Intensive use area....one of few spots left in the state that actually resembles off-road
- north wood county
- Tomahawk area... beautiful trails. Ashland & Sawyer trails are WAY too rocky and TOO narrow for UTV's
- North, you can get to Clark County trails
- Grand Rapids, Saratoga, Rome

Q22: What can be done to improve your riding experience?

- Be able to leave from my home. Open roads.
- Opening all town roads and County Highways will prove to be a mistake in the long run
- More trails
- open Grand Rapids
- open more county roads and increase speed limit to 40mph on roads
- TOWN OF GRAND RAPIDS NEEDS TO OPEN THE ROAD ROUTES SO THAT ONE CAN AT LEAST PASS THOROUGH THE TOWN TO CONNECT TO OTHER ROUTES OUTSIDE OF THE TOWN.
- More technical trails
- More off road trails
- inforce the drunk driving laws
- Better mapping and updated online maps.
- More access to adjacent counties similar to snowmobile trail systems
- Add more trails
- Less utvs
- Open all the county and township roads to ATV/UTV use.
- Open Town of Grand Rapids roads
- Develop more trails
- Develop more trails. Use routes to connect to trails. Make it a destination, not a free for all.
- Opening Grand Rapids
- Nothing comes to mind
- Create more intensive use area
- Opening up some county roads for access to town roads
- Better trail maps or access to trail maps
- open more roads and better maps
- Let atv / ITV use roads in grand rapids
- More mud
- Direct access from my residence
- Open town of grand rapids
- Open up more of the trails / area
- Allow ATV riding in Marshfield. Market trails
- create more trails and open road access for utv/atvs
- Open up roads in Grand Rapids
- connect more of the county by opening all county and state roads
- More roads open
- More trail options
- More Trails
- Not sure
- Better marked trails
- Grooming of trails
- more road access
- Improve trail connectivity with other systems. Expand trails.

- Add more trails! It would be nice to have 50 miles or so to do a whole day of riding
- Open grand rapids.
- Make more challenging trails and mud. Or at least offer them on the trails with bypasses for people who don't want the challenge. Win win for everybody
- Fill in the deepest mud holes
- trails
- More trails for those of us who don't like routes.
- It would be nice if the intensive use area could be expanded. It would also be nice if the large ruts could be filled in every so often so you're not constantly high centering.
- More technical trails
- Make more mud holes and make some trails smoother
- Enforce atv/utv laws
- Making maps available.
- Open Wood county Highways.
- Open toads for better access to other trails
- Create more trails on County forest land. Can't we use some of the snowmobile trails?
- More open roads and routes
- More signage, more routes
- Opening access from Nepco Lake road
- Easier to read maps- I'm new to the utv trails- it's hard to know what's what
- More trails in Marathon and Wood counties would be nice.
- More road access to eliminate islands
- More roads/trails open
- More open routes
- More trails and routes or main connecting lines to increase travel ability.
- Open the roads
- More trails!
- More localities joining the trail systems
- Crack down on LOUD machines!
- Less road riding. Maybe some more lengthy technical trails and a bigger atv park
- Off Pavement trails and grand rapids trails
- Develop more trails in the County Forest and State Lands
- More trails
- More roadways open to access potential trails and good signage.
- More trails with signage
- open up more county roads like HWY A out of Pittsville
- More access to other trails and better signage. Additionally a better physical map for Wood County
- Don't gravel every dip in the trail. Leave the trail natural.
- Create more off-road trails
- For the Nekoosa area mark where atvs ARE NOT ALLOWED better. It is easy to end up on cry rd Z and not realize it.
- More open trails/roads
- More off-road trails
- More access to Frozen lakes
- Make actual trails not just roads open to ride

- More off-road trails. Purchase dedicated areas....maybe hundreds of acres. Protect it, let everyone use and don't make a million rules and fees.
- Open Grand Rapids routes
- Less idiots wrecking the trails
- Connect more area's nothing in Grand Rapids area
- Open Wisconsin Rapids City roads to atv/utv
- Mark all restricted roads
- Pretty good the way it is, some stretches of road could be opened to make things more convenient
- More trails/routes. Marked properly so less confusion.
- More places to ride
- More public roads open so we can access businesses and other trails easier.
- more routes and easy access
- More trails
- Expand off road trails. Using roads as the trail is dangerous and I'm concerned about injury/death.
- More road trails
- More trails need to be developed in wood county, especially the wood county forest and any public land within wood county. These trails need to connect with other county trails in order to spur tourism and revive the economy in Wood County.
- More trails
- More routes even if it is on road or in ditches. To connect trail systems
- Trail on hwy 54 to get to intensive area
- Open more roads/trails
- More trails and access. Should open the ditch from Hollywood road and z to Adams County line
- More everything will spread people out
- More off road trails
- Open routes in Grand Rapids, and more routes in Wood County for access to businesses and other areas.
- More trails
- Try to get more counties and people involved
- more off road trails,
- A 1 mile section of CTH V between Lindsey Rd and Cary Rock Dr needs to be open to be able to legally travel north and south in this area.
- Open more road to ride on in wood county
- More trails, road routes
- More off road trails
- Open County Roads
- Open more direct routes
- Open trails/roads in the town of Grand Rapids
- All good
- More connected road routes to different townships via county highways
- Open up the roads
- Open all roads but state highways to atv and utv
- Open more roads in wood county
- Improved access Grand Rapids, Wi
- more routes to get to the trails
- More access, such as people who live in city to get out of city legally!

- Open more roads to trails
- Open more road routes
- More trails to get to more establishments
- Need more areas to ride. We spend a lot of money to use these machines.
- Open more off road trails
- Open more trails & routes
- Open all townships in Wood County including Grand Rapids
- Groom trails
- More trails
- Develop more of a trail system, like snowmobiles
- Open Grand Rapids roads
- More trails
- more trails. open more roads to be able to access trails
- Open the whole county for road routes on all non numbered roads. More access points and parking lots. ATV enthusiasts spend lots of money in communities all over the state.
- Open more roads
- Open Grand Rapids Please!!!!!!!!!!
- Open up the county
- Open more routes for access to businesses and other areas
- open more roads so we can get to other places way easier
- More routes please! Grand Rapids Township businesses can gain business!!
- Open trails and keep updating them
- yes
- Open it up in Grand Rapids
- more trails
- More trails
- Add more trails trail heads and routes
- More routes
- Having it do my 10 year old can drive his atv on the routes with us
- Leave my house and not have to trailer.
- cheaper fuel
- More off road trails
- Open more access to roads in area
- More trails
- Maybe a fuel stop in Wisconsin rapids
- More trails
- More trails
- More trails through woods less road routes. Access from Rome
- Open road routes in the Town of Grand Rapids
- More off road nature
- Use common sense on opening routes. Follow a route to only find out it's closed at the end. Make routes connect
- More off road
- To have more townships open up for riding

- Access to Grand Rapids area. More trails vs road
- Open more county roads
- Close most of the trails, improve natural resources and reduce noise pollution.
- Open up lettered county roads
- More trails that are dirt, mud and sand. If I can drive my Ford focus down it I'm sorry but it's not an atv trail. Its awesome that we have all these road routes open so we can drive all over. Would love to see more actual trails in Wood County. .
- Better availability of maps
- More roads open
- Get across 54 by atv Park
- Less idiots on the trails.
- Open up the trails
- Open roads in Grand Rapids
- Open trails in grand rapids
- Access to the trails from my house in Grand Rapids
- Better signage , more routes
- Better signage
- More trails
- More trails
- Make ATVS allowed on all major roads. Allow Jeeps and go carts on trails.
- More police on Hwy 73 east of Nekoosa & on Hwy 13 between Stop lights and Ranger Rd
- give access to those that live on a highway to get to a route that is just up the road , we live 1/2 mile on a highway and cannot legally ride to get on the trail or route system
- Get drunks off the trails
- Everything is ok
- Open roads and increase trail system
- More routes, trails
- more trails in wood county
- Expanding the actual off road riding trails would be a bigger improvement over opening more road routes.
- more connecting county roads open to UTV/ATV
- Opening of more off road trails. Mandatory safety courses for all new purchases atv/utv
- More technical trails. Less gravel roads
- open all county roads
- Open up a bit more roads for easier access to places
- Trail along hwy 54 to get to wood county atv area from cabins and homes in the area
- Put more trails in southeast Wood County.
- Maps, signs, maintenance, connect the network
- Less gravel roads ("trails"), more technical
- more trails, and open majority of county roads
- I would like to see more routs open to leave directly from residents. Hewitt in particular should be an ATV/UTV route.
- more roads to be ATV accessible
- I wish I could leave from my house and get to the trails/road routes.
- Currently I cannot ride from my house because there are no trails in the nearby area nor does the neighboring township allow ATV/UTV on their roads; also a major county road divides the village which is not a designated road you can ride on. Most residents in the village are locked in due the neighboring township and county roads even if the Village allowed/designated streets for riding. Legally I cannot take my UTV to the gas station a block away due to having to cross county road.

- Make the trails wider. We had a low impact head on collision last week in Sayer Co because the trails were too narrow, it was a blind corner/hill that we both crested at the same time. There was nowhere to swerve to. I would HATE to be an ATV on the trail with a SXS on these narrow trails
- speed limits
- Open more towns and villages, roads and routes
- Increase trail system to connect with existing trails in other counties. Connection via road route ok, but limit to gravel and off road trail when possible.

Q31: Do you have any additional comments about your ATV/UTV experience in Wood County?

- ATV/UTV use is undoubtedly an expanding recreation activity. It is growing far faster than existing infrastructure can support. The size of the machines are not compatible with existing trails and the number of machines on town roads and county highways is becoming a nuisance and is dangerous. There needs to be a balance and the enthusiasts of the sport don't want to hear about anything except more trails and more routes. The Snowmobile program was built on the backs of local volunteers who work closely with their neighbors. This sport is having everything handed to them and there is no accountability within the user group. They want everything for nothing. Until they organize true volunteer groups that help maintain the infrastructure and start policing each other I have no support for expanded services.
- Doing a great job!
- Open Grand Rapids
- THIS SPORT IS HERE TO STAY, SO MANAGE THE GROWTH AND KEEP THE ACCESS AND SAFETY IN MIND WHEN DEVELOPING ADDITIONAL AREAS TO OPERATE.
- The road use has gotten out of control
- Develop more trails and open the Town of Grand Rapids to ATV/UTVs
- Grand Rapids needs to open town roads up to ATV/UTV.
- The Town of Grand Rapids needs to open some town roads up to ATV/UTVs. The resident's support opening the roads. Why doesn't the town listen to the residents?
- For the most part things are pretty decent I would like to see a way for residents who are negative effect to be able to report inappropriate behavior so our privileges are not taken away due to a few bad apples.
- Awesome job, more dirt the better
- Ride on roads in grand rapids
- Happy to see more routes are opening! We ride mostly road routes and would appreciate direct access.
- Trails are fun to ride and the UTV/ATV park is awesome but need to open some more of the woods, and me personally don't like the road routes
- I have no experiences because I have no idea there are trails in Wood county
- Connections are not good in Wood County. Need to have all county roads open. Police presence needed badly to stop drinking and driving, and speeding on UTVs.
- Appreciate the effort to seek input on the subject
- This great fun and thanks to that got trails opened to us all.
- This is my favorite place to ride within reasonable distance from my home. If you had about 50 miles of off road trails this would be the only place I go
- Again I loved Wood County. Wish it was bigger. I hate riding gravel roads through the woods. If I wanted a smooth ride I would stick to asphalt. More black diamond trails, or at least black diamond loops off of main routes. Some trails should require the use of a winch and 4wd.
- Good- open all yr. Intensive use park. Scenic routes. Not so good- No trail system. A low maintance trail across to connect with Jackson Co. would be great. Thanks for what you are doing!!!!!!!!!!
- I'm a mudder and technical driver. I prefer a challenge. There are far too many road routes and too few actual trails. I love that the intensive use park is one way, makes it less dangerous. But I do wish the trail was occasionally groomed to smooth it out and get rid of some of the high centering that happens. We go there at least 6 times a year and have loved the challenge!
- Please don't fill it with gravel
- Nope as long as the roads in grand rapids get opened
- I like the casino parking area but we still need more off road trails.
- More open roads would be wonderful
- Inadequate accessibility hinders economic growth and tourism in the area
- If people want to ride atvs and utvs they should stick to using them on trails designated for that sole purpose. As the population grows our rural areas are becoming more populated, we can't deny the increase of accidents between farm

equipment and licensed highway vehicles. To think that there won't be accidents involved between atvs and farm equipment and licensed highway vehicles is just foolish, it will happen and at the expense of someone's life. Our township is strapped for cash as is, who will pay for road repairs when they get damaged by the atvs? I see damage now already, as more people learn these roads are open to atv trail use it will get worse. These are reasons enough to prohibit use of atvs and utvs on town and county roads.

- Open ALL the roads! People that want the roads Open are older, mature people wanting to enjoy life not ruin the roads! Kids will do that with vehicles anyways. People with UTV's are definitely not ripping up the roads! Ridiculous thinking on some people's part!
- Educate the sheriff on what tickets to write. No reason for such loud mufflers on certain machines
- It's better than almost all the southern counties, but if possible it would be great to see more of a "technical trail system developed". A lot of the counties up North have excellent "nature riding" with trails that are curvy and full of obstacles instead of just gravel and road riding. The wood county forest has some potential in my eyes to be turned into an awesome trail system
- Grand Rapids area should be UTV/ATV friendly
- Create more trails in the County Forest and State Lands
- Keep up the good work! The efforts are appreciated!
- open up cty highways
- No, thanks for your survey and your service.
- Open more roads and don't use so much gravel on the trails.
- Need more off-road trails
- Absolutely LOVE how a person can drive to the local businesses in Nekoosa I wish it was advertised more for the Nekoosa area. I think a lot of people who travel up here to ride are not aware that they can travel downtown Nekoosa. It would help if local government would spend some money on advertising to promote their town.... so much missed potential.....
- Open up Wisconsin Rapids to ATV/utv's there is so much potential to connect to the surrounding trail systems and bring business to the local restaurants and stores. I live in Wisconsin Rapids and it is frustrating to have to load up and haul my machine 5 miles down the road to get to the trails. And I know many people that own machines in rapids as well.
- Roads in Grand Rapids community should have access to routes!!
- More trails please. Road routes are nice...but that's not why I ride.
- Great rides and have many nice people!
- Need roads open in Grand Rapids so we can connect with portage and Adams county trails
- Every year more routes get opened and it's a growing sport this is great for the local establishments
- All in all wood county has done an excellent job with opening and marking roads and trails.. I have went to the intensive use area since I was kid. Would be nice to have an area that wasn't a swamp hole, we love off road trails but don't need that much mud. Would be cool if there was some kind of dryer obstacle course.
- More challenging areas
- Love the wood county ATV park.
- Need more trails
- Please open more off-road trails in Wood County.
- Would like to see more trails through woods and roads should make snowmobile trails more like atv/utv trails instead don't get much snow anymore
- Need more roads/trails open
- More routes need to be open that lead to shopping or restaurants.. We ride in a group and like to stop to eat. Girls would love to have places to shop on rides
- I wish more roads/routes were open, allowing us to ride from our house.
- need more county roads opened up
- Open the roads, they are no different than a car or motorcycles
- Getting to be our main hobby
- Great money making opportunity for bars and small towns. More people are buying the machines so it needs to be more user friendly to drive.
- Open more roads
- I live in Grand Rapids and I would like to be able to ride from my house so I don't have to trailer 1 mile.
- This is a great county in a great state! I love Wisconsin!

- I think some more county hwys open
- Open Grand Rapids roadways for ATV/UTV use
- Would like to see more opportunities to ride out of Grand Rapids. No ATV/UTV routes at all
- More routes and more trails means more revenue for business, communities etc. Areas that have welcomed the sport have seen huge economic impact with few problems. Thanks for considering my input.
- I wish we could open most roads so I could access trails from my house. Also make more trails. make atv trails like snowmobile trails
- Open Grand Rapids please
- More trails please!
- Grand Rapids should open more roads, would benefit small businesses in the area
- We have nowhere to ride so I spend my money in portage county wood cty really sucks for riding
- I would like to reiterate that more area routes need to be made available. Area businesses will benefit.
- You're doing a good job. Don't need more laws just enforce the ones we already have
- Please open up grand rapids roads
- More routes are needed. Look at the economic impact Adams County gets from all the routes they have
- Open up Grand Rapids
- We need more roads and routes open so we can access other counties with trails without always having to trailer there
- So far it's been pretty good would like to see some access to gas and food in Wisconsin rapids I know we are a larger town but I do believe there could be a few options thank you for all hard work to get to where we are now
- Thank you for providing ATV trails and the intensive use area is awesome. Keep up the great work.
- Lots of Groomed dirt trails! Access from Adams county. If Wood County becomes better than Adams we will move our camper to Wood County!
- Need to have the roads opened to ATV/UTV travel in the Town of Grand Rapids
- More access to the parks. We would like to us them to
- Need more off road trails to other riding areas
- Love to ride to restaurants bars and convenient stores. Patronize the businesses.
- It would be awesome if we had some real trails here more than just the intensive use area.
- Open up county forests
- Milladore not having open trails, which is fine but they should be forced to provide access routes to other trail areas.
- Need to open Grand Rapids roads that could lead to getting into Wisconsin Rapids also.
- I would like to see more trails and have access from my house in Grand Rapids
- Please work on getting all the county roads open to atv/utv
- Residents at 682 Hwy 73 east of Nekoosa DO NOT OBEY ATV routes drive right Down the HWY at high rate of speed cuz there not supposed to be there
- No enough trails to make the time worth it
- Keep up the good work
- would like to see more off road trails in wood county
- I love that there are a lot of routes and trails. The more the better in my opinion.
- better access to routes and trails
- Having a cabin in the area I would like more roads to the atv area
- Yes. Grand Rapids needs to create ATV routes so we can access other county trails.
- Open the county roads
- Just wish there was a road route to get from condo drive to George road so I can leave from my house on my utv and not have to trailer it all the time.
- Would be nice if I could leave my house in Grand Rapids on my ATV and ride. Trailering it everywhere sucks.
- Loved the intensive use facility, just wish it was longer. Always hoping a new trail system gets built or overlap existing snowmobile trails!

Appendix B – Wood County ATV/UTV Survey

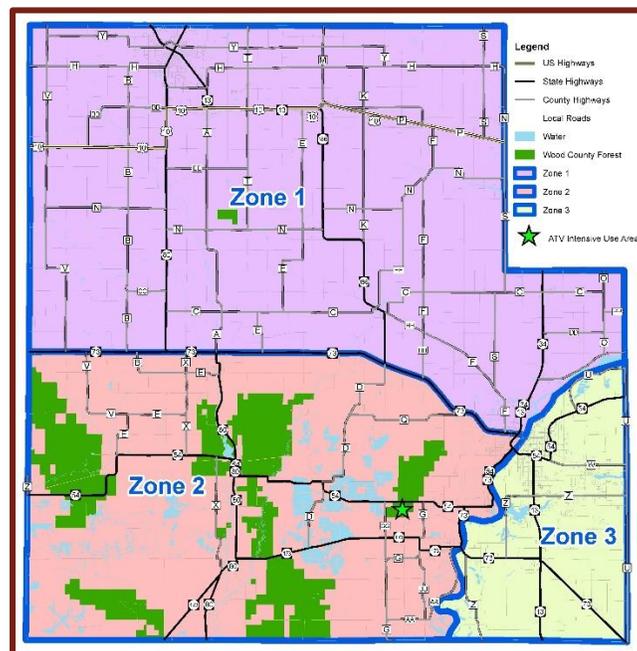
Wood County ATV/UTV Survey



ATV/UTV Usage Questions (Part 1 of 3)

1. Within which trail/route zones did you ride? (refer to map) *Mark all that apply.*

- ATV/UTV Routes – Zone 1
- ATV/UTV Routes – Zone 2
- ATV/UTV Trails in the Wood County Forest – Zone 2
- ATV/UTV Routes – Zone 3
- Wood County ATV Intensive Use Area



2. What is the primary reason for your trip? *Mark one.*

- To ride this and/or other trails/routes in the area
- To attend a special event/festival
- On a leisure trip in the area
- Visiting family and friends in the area
- On business or meeting in the area
- Live here, use trail as mode of transportation
- Other (please specify) _____

3. How did you find out about the trails in this region? *Mark all that apply.*

- Family/friends
- Internet
- Newspaper
- TV
- Map/magazine
- Travel show
- Radio
- Brochure
- DNR
- ATV/snowmobile club
- Marshfield or Wisconsin Rapids Area Convention and Visitors Bureau
- Wood County Parks and Forestry Department
- Chamber of Commerce
- Dealership
- Live here
- Other (please specify) _____

4. Where did you park?

- Lot
- Other
- Did not park/home

5. How satisfied are you with the following:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A
Trail signage	<input type="radio"/>					
Route signage	<input type="radio"/>					
Mainline route signage	<input type="radio"/>					
Route/trail safety	<input type="radio"/>					
Camping facilities	<input type="radio"/>					
Trail access and parking	<input type="radio"/>					
Overall ATV/UTV opportunities	<input type="radio"/>					
Overall ATV/UTV experience	<input type="radio"/>					
Overall ATV/UTV management	<input type="radio"/>					

6. Have you ridden on Wood County routes or trails before?

- Yes
 - If Yes, how many times in the past 12 months? _____
- No

7. Do you prefer separate trails or on-road routes to ride?

- Off road trails
- On road routes
- Both

8. Do you travel to other counties to ride?

- Yes
 - If Yes, where, why, how often? _____
- No

9. Including yourself, how many people are in your immediate travel group? _____

10. How many ATV/UTV vehicles in your travel group? _____

11. Please estimate how much you (individually) have spent or plan to spend on this trip in the following categories:

Lodging/overnight accommodations	\$
Camping	\$
Food and drink at area restaurants/bars	\$
Area entertainment	\$
Shopping (souvenirs, gifts, clothing)	\$
Gas, repairs (auto and ATV/UTV equipment)	\$
Convenience stores	\$
ATV/UTV rental	\$
Gaming (casinos)	\$
Other leisure spending	\$

12. If this is an overnight trip, what type of lodging are you using?

- Hotel/motel
- Camping
- Cabin/house rental
- Resort
- Friend/relative
- Other

Name of facility (if lodging business) _____

13. How many nights are you staying? _____

14. If this is an overnight trip, how many days are you planning to ride? _____

15. On average, how many miles will you ride per day?

- Less than 25 miles
- Over 25 to 50 miles
- Over 50 to 100 miles
- Over 100 miles

16. Are you a member of your local ATV/UTV Rider's Club?

- Yes
 - If Yes, which one? _____
- No

ATV/UTV Experience Questions (Part 2 of 3)

17. We are interested in learning about your funding priorities for potential ATV/UTV system improvements. How important is each of the following?

	Not Important	Somewhat Important	Neutral	Important	Very Important
Plan and develop more trails	<input type="radio"/>				
Add more road routes	<input type="radio"/>				
Maintain existing areas, trails and routes	<input type="radio"/>				
Signage along routes and trails	<input type="radio"/>				
Trail maps and information	<input type="radio"/>				
Develop support facilities (wash areas, bathrooms, parking, campgrounds, etc...)	<input type="radio"/>				
Volunteer program	<input type="radio"/>				
Play areas/intensive use areas	<input type="radio"/>				
Law enforcement/patrol	<input type="radio"/>				
Reduce natural resource damage	<input type="radio"/>				
Reduce road damage	<input type="radio"/>				

18. To what extent do you think each of the following is a problem on Wood County ATV/UTV routes and trails?

	Not at all a problem	Somewhat a problem	Neutral	Significant Problem	Extremely Significant Problem
Riding on routes and trails closed to ATV/UTV use	<input type="radio"/>				
Vehicle noise	<input type="radio"/>				
Alcohol or drug use	<input type="radio"/>				
Rowdy behavior	<input type="radio"/>				
Littering	<input type="radio"/>				
Vandalism	<input type="radio"/>				
Impacts to the natural environment (vegetation, soil, wildlife, surface waters)	<input type="radio"/>				
ATV/UTV riders travelling too fast	<input type="radio"/>				
Too many people	<input type="radio"/>				
Injuries	<input type="radio"/>				
Too little law enforcement	<input type="radio"/>				
Too much law enforcement	<input type="radio"/>				

19. What types of trails do you prefer to ride? *Mark all that apply.*

- Gravel
- Sand/dirt
- Loop/Out and Back trails
- Long distance/regional trails
- Straight trails
- Curvy trails
- Challenging/technical trails
- A mixture of all of the above

20. There are various considerations in deciding where to ride. How important is each of the following when you decide which areas to ATV/UTV?

	Not Important	Somewhat Important	Neutral	Important	Very Important
Campgrounds	<input type="radio"/>				
Group camping sites	<input type="radio"/>				
Tent campsites	<input type="radio"/>				
RV campsites	<input type="radio"/>				
Electric hookups	<input type="radio"/>				
Water hookups	<input type="radio"/>				
Direct access to riding areas	<input type="radio"/>				
Fuel	<input type="radio"/>				
Parking – loading/unloading facilities	<input type="radio"/>				
Bathrooms	<input type="radio"/>				
Showers	<input type="radio"/>				
Wash stations	<input type="radio"/>				
Picnic areas	<input type="radio"/>				
Scenery/natural environment	<input type="radio"/>				
Restaurants	<input type="radio"/>				

21. Is there any area where you prefer to ride more often in the county?

- Yes
 - If Yes, where and why? _____
- No

22. What can be done to improve your riding experience?

Demographic Questions (Part 3 of 3)

23. Are you a resident of Wood County?

- Yes
- No

24. What is your zip code? _____

25. What is your gender?

- Male
- Female
- Other

26. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

27. What is the highest level of school that you have completed?

- Some high school
- High school graduate
- Some college/tech school
- Associate degree/certificate
- Bachelor's degree
- Graduate or professional degree

28. Which of these categories best describes your annual household income?

- Less than \$25,000
- Between \$25,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$150,000
- Over \$150,000
- Prefer not to answer

29. Would you like to receive future emails on recreational opportunities in Wood County?

- Yes
 - If Yes, what is your email address? _____
- No

30. When the study is finished, would you like the results emailed to you?

Yes

• If Yes, what is your email address? _____

No

31. Do you have additional comments about your ATV/UTV experience in Wood County?

Thank you for your time!



Survey prepared by: North Central Wisconsin Regional Planning Commission

When completed please mail survey to:

North Central Wisconsin Regional Planning Commission
Attn: Carrie Edmondson
210 McClellan St., Suite 210
Wausau, WI 54403

Or scan and email to cedmondson@ncwrpc.org

If you have questions or comments about this survey, please email cedmondson@ncwrpc.org